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creative

renfrewshire

culture

steading group

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We are at a real moment of transformation in Renfrewshire

Never before have we come together with such a clear, coherent and ambitious vision for culture. This has come out of working together in partnership to define our goals.

We recognise the potential for culture to bring about long lasting transformation for all our communities, and our aim is for this journey of cultural development to benefit present and future generations.

We have amazing places, talented people and great traditions to build on. With a growing self-belief in what we have to offer the world, this strategy points the way for our collective action.

Creative Renfrewshire clearly sets out the priorities and outcomes that will encourage greater participation in culture, and develop a stronger cultural sector within the area.

It provides a co ordinated approach to improving our cultural infrastructure, and strengthening our connections both within Renfrewshire and to the wider world.

Now is the time to be bold and ambitious.

Our aim is for Paisley to be **UK City of Culture 2021**. We are all at the start of an exciting journey where Renfrewshire residents will be able to grow as we increase our capacity to take cultural activity to a higher level. Our mutual support and trust can only strengthen the outcomes.

The strategy will succeed with the input and contributions of many individuals and organisations across public, private and third sectors. With your commitment, we will create opportunity for our communities through culture, and share incredible experiences and achievements along the way.

now is the time to be bold

Councillor James Harte / Chair
Creative Renfrewshire Steering Group

.....
everybody

Our vision

By 2023 everyone in Renfrewshire will have the opportunity to enrich their lives through culture, and our communities will be transformed by culture and its impact.

Our aims are for Renfrewshire to be:

A place known for our distinctive culture.

A place where creativity is supported by connectivity.

A place where culture is created and experienced
by everyone.

A place where culture drives opportunity.

We plan to:

Maximise the benefits and legacy of the Paisley UK 2021 City of Culture bid for all of Renfrewshire.

Celebrate Renfrewshire's unique cultural and creative identity - past, present and future.

Develop Renfrewshire's towns and villages as cultural and creative visitor destinations.

Empower communities to establish and develop sustainable cultural activity.

Build on our cultural infrastructure to develop the spaces and places we use to support creativity.

Develop culture as a catalyst for positive attitudes towards health and wellbeing.

Foster the development of creative professionals living and working in Renfrewshire, and champion their success.

Invest in creative and cultural activity to stimulate new ideas, innovation and enterprise growth for the area.

culture & strategy

Why do we need a cultural strategy?

This strategy will support us to transform the way we work together, both within Renfrewshire and beyond.

It provides a co-ordinated and confident vision for the future that will inform our planning, programming and investment. It ensures that we use our resources wisely, by effectively targeting priority areas for development.

The strategy outlines the type of future we want to see for all our communities and the central role that culture and creativity will play in that future.

It sets the stage for the Paisley **2021 UK City of Culture** bid, and identifies how our ambition for UK City of Culture will guide our journey.

The strategy provides scope for collective action around cultural and creative developments, and will be reshaped as our collective voice becomes clearer and stronger.

Central to the strategy's success is the creative energy, vision and dynamism of our people, organisations and communities who will drive social and economic regeneration for the area.

What do we mean by culture?

Culture is alive. It lives, breathes, sings, dances, performs, interacts, entertains. Culture engages the emotions, stimulates the senses, provokes the mind and fires the imagination.

By 'culture' we mean the following:

performing arts; visual arts; literature; music and sound; events and festivals; architecture; crafts; design; fashion; film; tv; radio; photography; animation; gaming; everyday participation (hobbies and pastimes); play; food; museums; galleries; libraries; archives; historic environment (buildings, monuments and historic landscape); ICH (Intangible Cultural Heritage - living traditions like games, song and stories) and blends and mixes of any of the above.

the future we want to see

developing the
strategy

Developing the strategy

Work on a new regeneration strategy for Paisley town centre was concluded in 2014, and sets out a 15 year strategy based on Paisley's rich history and culture. It identifies the remarkable base of assets within the town from which to drive its economic regeneration and establish itself as a 'must do' destination for Scottish culture and arts.

In 2014 the Sports, Leisure and Culture Policy Board of Renfrewshire Council agreed to review the previous 2010 Creative Renfrewshire Strategy during 2014/15 and that the review should be informed by a Renfrewshire-wide consultation programme. It was intended that the consultation be open and inclusive and aim to reach those involved in the creative sector in Renfrewshire in various capacities as well as those members of the public who may have a more general interest.

339 people took part in the consultation - 189 people attended the consultation events with a further 150 completing the online questionnaire. The consultation was conducted by Creative Services Ltd, an independent consultancy. A report on the consultation was presented to the Sport, Leisure and Culture Policy Board in May 2015 and published on Renfrewshire Council's website.

Elements of the consultation

The five main elements of the consultation were:

- A consultation session in each of the five local area committees in Renfrewshire.
- A consultation with primary pupils.
- An online consultation.
- A volunteer training event for 'Paisley Ambassadors'.
- A final open consultation event in Paisley Town Hall.

An open consultation

Key issues

The key issues recommended by consultation participants as priority were:

- Improve access to information locally.
- Promote the area's unique identity.
- Cultural regeneration of communities.
- Change perceptions.
- Challenge the barriers to participation.
- Develop outreach work.
- Empower local communities.
- Address related infrastructure challenges.

These priority issues have been incorporated into the development of the strategic outcomes and objectives.

A draft strategy was presented to Renfrewshire Council Leadership Board in February 2016. A further consultation on the draft strategy was conducted February - April 2016, ensuring the opportunity for stakeholder feedback to be incorporated. The strategy was finalised in June 2016.

This strategy supports delivery against the aims of a number of other key strategies:

Key issues

Renfrewshire's Community Plan 2013-2023 identifies the key areas for intervention and prevention as: poverty and disadvantage, misuse of alcohol and drugs, low attainment and worklessness, offending and violent behaviour, and preventable ill health and injury.

Renfrewshire's Tackling Poverty Strategy 2015-17 sets as its priorities:

Increase the number of households who can access employment that provides an acceptable standard of living; Prevent financial crisis and support low income families to make the most of their money; Improve levels of physical and mental health of children in low income families; Close the educational attainment gap between children from low income families and their better off peers; Create neighbourhoods where people want to live, and can afford to live; Narrow inequalities by working in a way which is inclusive, effective and evidence-based.

The vision of **Renfrewshire Digital Participation Plan 2016** is that in a Digital Renfrewshire we will make sure that everybody has the opportunity to reach their digital potential. We are determined that everyone has the means of access, awareness, skills and confidence to participate online responsibly.

Paisley:

The Untold Story
Town Centre Asset Strategy and Action Plan

Paisley will use its outstanding architecture and its wealth of cultural assets and collections to drive its economic regeneration and establish itself as an international destination for Scottish culture and contemporary performing arts.

Creative Renfrewshire is developed within the context of some key initiatives being delivered as part of the Untold Story:

Paisley:

The Untold Story Town Centre Asset Strategy and Action Plan

	2016	2017	2018	2019	2020	2021	2022	2023
UK City of Culture 2021	Seek funding Develop bid	Seek funding Develop bid	Develop	Develop	Develop	Deliver	Legacy	Legacy
New Paisley Central Library	Develop	Develop	Develop	Deliver				
Paisley Museum Project	Seek funding Develop bid	Seek funding Develop bid	Develop	Develop	Develop	Develop	Deliver	
New Paisley Museum Store	Develop	Deliver						
Cultural, Heritage and Events fund	Deliver	Deliver	Deliver	Deliver	Deliver			
Creative Scotland Place Partnership		Deliver	Deliver	Deliver				
Proposed theatre complex	Seek funding Develop bid	Seek funding Develop bid	Seek funding Develop bid	Develop	Develop	Deliver		

Strategic Objectives

Creative Renfrewshire supports strategic Scottish Government objectives, as reflected in the following policies:

- Creative Scotland 10 Year Plan 2014-2024:
Unlocking Potential Embracing Ambition.
- Going Further:
The National Strategy for Scotland's Museums
and Galleries.
- Ambition and Opportunity:
A Strategy for Public Libraries in Scotland 2015-2020.
- Our Place in Time:
The Historic Environment Strategy for Scotland.

partn  s

Partners

Who's involved.

This strategy will be developed and delivered by a wide range of partners working in collaboration, ranging from local voluntary groups to international touring companies. The partners noted below will be key, and will be supported by many others.

Creative Renfrewshire Network
Engage Renfrewshire
Paisley 2021 Community Development Trust
Paisley First
Paisley 2021 Partnership Board
Renfrewshire Chamber of Commerce
Renfrewshire Community Planning Partnership
Renfrewshire Council
Renfrewshire Leisure Limited
St Mirren Football Club
University of the West Scotland
West College Scotland
Community and voluntary sector organisations
Health and social care organisations
Education providers
Representative forums and networks
Creative professionals

Creative businesses
Public transport providers
International partners

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National development bodies and agencies,
including:

Creative Scotland
Museums Galleries Scotland
Scottish Libraries and Information Council
Historic Environment Scotland
Heritage Lottery Fund
Arts & Business
Big Lottery

Our approach

The Cultural Strategy will be underpinned by a commitment to partnership, collaboration and responding to the best creative and cultural practice. We will strive to be the most imaginative and ambitious we can be to enable meaningful cultural activity that is relevant to the people of Renfrewshire and to the wider world.

Over the next few years, our cultural and creative landscape will change significantly. We will remain open and responsive in our approach. As we make progress, and what started out as aspiration becomes real, we will **review**, **reimagine** and **reshape** our direction. In the initial implementation of this strategy, we particularly welcome approaches and initiatives that focus on:

- Exceptional creative practice
- Community participation and opportunity in high quality creative experiences
- Exploring our unique cultural identity, past, present and future
- Partnership commitment to strengthening Renfrewshire's cultural landscape through a collaborative approach
- Projects and initiatives that support business creativity
- Developing networks to support creative practice across disciplines e.g. performers working with creative technologists
- Developing our creative capacity through experimentation and reflection
- Developing a strong sense of place through unique cultural development

re
strategic outcomes

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Strategic Outcome

A place known for our distinctive culture.

What will our communities see?

- A successfully delivered UK City of Culture 2021 programme, which has put Paisley on the international stage, inspired further cultural and creative confidence and developed the local economy
- A new museum which is a unique expression of the rich and varied cultural identity of Renfrewshire, both through its engaging content and a vibrant visitor experience
- An increase in cultural tourism to Renfrewshire, with related economic benefits for local people
- Greater civic pride in Renfrewshire, its unique assets and cultural expressions
- A more diverse representation of our communities in our cultural activity

Our key actions

- Deliver a successful bid and programme for UK City of Culture 2021, informed by the cultural identity of Renfrewshire, past, present and future
- Develop the museum project as a major visitor destination to tell creative, exciting and diverse stories of Renfrewshire's culture, providing an international platform for our unique and significant textiles heritage
- Develop cultural tourism by promoting Renfrewshire's distinctive cultural opportunities
- Grow talent, develop skills and create strong partnerships and networks to support an enhanced distinctive cultural landscape

Indicators of success

- Increased economic impact
- Increase in bed nights related to cultural tourism
- Increase in museum visitors
- Participation rates of local people in City of Culture events
- Numbers of people from outside Renfrewshire attending City of Culture events
- Improved perceptions of Paisley and Renfrewshire, both amongst residents and those beyond Renfrewshire

Related objectives

- Maximise the benefits and legacy of the Paisley 2021 UK City of Culture bid for all of Renfrewshire
- Celebrate Renfrewshire's unique cultural and creative identity - past, present and future
- Develop Renfrewshire's towns and villages as cultural and creative visitor destinations

Strategic Outcome

A place where creativity is supported by connectivity.
What will our communities see?

- A better connected cultural infrastructure - improved spaces, transport and information flow
- Co-ordinated, clear and accessible information about cultural opportunities
- More ambitious cultural experiences, as a result of our improved connections and relationships

02

02

Our key actions

- Create and develop appropriate and accessible spaces for cultural and creative activity
- Work with transport providers to improve public transport to venues
- Develop our capacity to build partnerships and networks, nationally and internationally
- Nurture creative, social and business networks to enrich creativity and engagement across Renfrewshire and beyond
- Develop and implement effective communications mechanisms
- Develop creative use of digital technology and new media to increase connections within and beyond Renfrewshire
- Develop our capacity to optimise income through sharing skills, knowledge and resources
- Develop a Place Partnership, co-funded by Creative Scotland, to strengthen and embed our partnership approach

Indicators of success

- Increase in awareness of cultural opportunities, and ability to access cultural opportunities
- Increase in number of partnerships between Renfrewshire organisations
- Increase in number of strategic partnerships with national agencies and networks
- Increase in number of international collaborations, including exchanges and involvement in international networks
- Increase in number of libraries, schools, community hubs etc as cultural venues

Related Objectives

- Maximise the benefits and legacy of the Paisley 2021 UK City of Culture bid for all of Renfrewshire
- Build on our cultural infrastructure to develop the spaces and places we use to support creativity
- Empower communities to establish and develop sustainable cultural activity

02

Strategic Outcome

A place where culture is created and experienced by everyone.

What will our communities see?

- Confident, successful and ambitious individuals and groups in Renfrewshire, creating and presenting quality cultural work and experiences in the community for the community
- Venues which are vibrant spaces providing a home for local, national and international work
- More opportunities for creative professionals to develop and create work
- Cultural activity which reflects the diverse interests, experiences and needs of the population, and is accessible and meaningful to all
- Communities developing and delivering their own cultural activity on a sustainable basis

03

Our key actions

- Ensure that the benefits of the UK City of Culture bid process and programme have a broad reach and maximise social impact.
- Develop and deliver a new theatre and cinema complex, providing a space for everyone to get involved with excellent cultural experiences in an inspiring environment
- Develop and deliver a new Paisley Central Library, providing a welcoming, accessible venue for people to learn, and to create and experience culture
- Share knowledge, skills and support to enable communities to plan their own cultural development
- Support the development of community venues to provide dynamic spaces which encourage and support creative practice
- Ensure outreach opportunities address key social issues by targeting those who are marginalised
- Develop opportunities which proactively address barriers to participation, and ensure equality

Indicators of success

- Number of local cultural groups and individuals in Creative Renfrewshire Network
- Increase in number of people attending and participating in cultural activity
- Increase in usage of Paisley Central Library and library services
- Significant usage of theatre and cinema complex
- Businesses building partnerships with creative industries

Relevant Objectives

- Maximise the benefits and legacy of the Paisley 2021 UK City of Culture bid
- Empower communities to establish and develop sustainable cultural activity
- Develop Renfrewshire's towns and villages as cultural and creative visitor destinations

Strategic Outcome

A place where culture drives opportunity.
What will our communities see?

- Transformed perceptions of what Paisley and Renfrewshire have to offer, nationally and internationally
- Cultural involvement having a positive influence on health and wellbeing at population level, through increased confidence, self-esteem, realised potential and personal fulfilment
- Increased economic growth, both directly and indirectly, as a result of cultural, creative and enterprise activity and transformed perceptions
- Enhanced cultural and creative opportunities that will support individuals to overcome social isolation, and will lead to increased social cohesion, confidence and employability skills

04



Strategic Outcome

- Increased ambition as young people consider the Creative and Cultural Industries as a viable career option in Renfrewshire
- Increased talent retention in the area from Renfrewshire's college, university and schools through the development of collaborative initiatives and support platforms

04

Our key actions

- Improve skills development and business development support to ensure available routes into commercialising creative and cultural sector growth
- Develop collaborative initiatives and support platforms for recent college and university graduates
- Develop programmes designed to support health and wellbeing, and overcoming social isolation
- Develop cultural volunteering opportunities to support social cohesion, skills development and personal fulfilment
- Provide careers support to young people interested in accessing creative and cultural careers
- Establishment of residency programmes
- Develop awareness and support for organisations to access funding streams

Indicators of success

- An enhanced programme of cultural and creative activities, opportunities and events that support skills and business development
- Increased audience participation and opportunity locally and internationally
- An increased number of successful applications to Creative Scotland funding streams, ensuring a rise in the Local Authority ranking of per head levels of investment
- Increase in Creative Scotland Regularly Funded Organisations based in Renfrewshire
- An increased number of creative businesses, sole traders and creative clusters/places to create and develop skills in Renfrewshire
- Improvements in health and wellbeing attributable to cultural participation
- Increase in number of creative businesses choosing to locate in Renfrewshire

Related Objectives

- Maximise the benefits and legacy of the Paisley 2021 UK City of Culture bid
- Invest in creative and cultural activity to stimulate new ideas, innovation and enterprise growth for the area
- Foster the development of creative professionals living and working in Renfrewshire, and champion their success
- Develop the role of culture as a catalyst for positive attitudes towards health and wellbeing

04

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strategy into action

How we will put the strategy into action

An Action Plan will underpin the Strategy, gathering together information about the activity across the Creative Renfrewshire Network which delivers the aims. We will also develop a plan for extensive monitoring and evaluation of the strategy

An annual report on the effectiveness of the strategy will be produced, with clear and accessible information on progress against targets, and presented to both Renfrewshire Leisure Limited Board and the Creative Renfrewshire Steering Board

The period 2016-2017 will see an intensive focus on developing our readiness to bid for UK City of Culture 2021. The outcome of this process will be known in late 2017.

This significant milestone on our journey will represent a natural review point of the strategy. A review of the strategy will therefore be conducted in early 2018.

Prepared on behalf of

The Creative Renfrewshire Steering Group
by
Renfrewshire Leisure and Renfrewshire Council

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