

## **NORTHAMPTON BOROUGH COUNCIL**

### **MINUTES OF SCRUTINY PANEL 2 - CULTURE AND TOURISM**

**Thursday, 13 July 2017**

**COUNCILLORS PRESENT:** Councillor Jamie Lane (Chair), Councillor Sam Kilby Shaw (Deputy Chair), Councillors Aziz, Vicky Culbard and Zoe Smith

**CO-OPTED MEMBER** Martin Sutherland, Chief Executive, Royal and Derngate  
**Officers** Ian Gray, Interim Director – Regeneration, Enterprise and Planning  
Tracy Tiff, Scrutiny Officer

#### **1. APOLOGIES**

Apologies for absence were received from Councillor Brian Sargeant.

At this point, the Chair welcomed Martin Sutherland, Chief Executive, Royal and Derngate Theatres to the Scrutiny Panel as co optee. The Chair advised that the Panel would undertake a number of site visits to historic sites around the borough. He gave a brief history of the Guildhall.

#### **2. DEPUTATIONS AND PUBLIC ADDRESSES**

There were none.

#### **3. DECLARATIONS OF INTEREST**

There were none.

#### **4. MINUTES**

The minutes of the meeting held on 14 June 2017 were signed by the Chair as a true and accurate record.

#### **5. PRESENTATION TO SET THE SCENE**

Ian Gray, Interim Director of Regeneration, Planning and Enterprise, gave the Scrutiny Panel a comprehensive presentation to set the scene.

The definitions of culture, tourism and heritage were highlighted.

The Scrutiny Panel discussed the presentation, asked questions, made comment and heard:

- It was felt that “Love Northampton” was not inspiring and needed the inclusion of further facilities

- The Chair commented about people coming to Northampton to visit the shoe factory shop; they is a need to capture their interest so that they visit other parts of the town whilst here
- People need to be aware of what Northampton has to offer
- Shoes and lace are core to the town of Northampton
- The Chair suggested that it would be good if the museum could put exhibits in some of the empty retail outlets in the town
- The Panel felt that the town was not ready for all the visitors that the University would create but acknowledged that it is an amazing opportunity for the town
- It would be good for there to be a vision for the town with a goal to be achieved

The Chair referred the Panel to the website: [www.northamptonshiresurprise.com/](http://www.northamptonshiresurprise.com/). He suggested that it would be useful for the Panel to consider this website when putting together its recommendations. Martin Sutherland confirmed that he was one of the founders of this website which had funding for one more year. The website was being promoted at Grand Prix at Silverstone this year.

Ian Gray was thanked for giving the Panel an informative and interesting presentation.

## **6. CORE QUESTIONS**

The Scrutiny Panel considered the draft core questions, making suggestions for improvement.

AGREED: That the core questions, as attached, are approved and sent to the expert providers to provide responses.

## **7. COMMUNITY IMPACT ASSESSMENT**

The Community Impact Assessment for this Review was approved and would be published on the Overview and Scrutiny WebPage.

The meeting concluded at 7:45 pm



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BOROUGH COUNCIL

## **OVERVIEW AND SCRUTINY**

### **SCRUTINY PANEL 2 – CULTURE AND TOURISM**

The Scrutiny Panel is currently undertaking a review: Culture and Tourism

The purpose of the Review is

- To promote Northampton's heritage and culture on a national and global platform.
- To increase visitor numbers to Northampton through its diverse heritage and cultural offering.
- To increase jobs and spending linked to tourism.
- To use the vehicle of tourism to provide learning about Northampton.

#### **CORE QUESTIONS:**

A series of key questions have been put together to inform the evidence base of the Scrutiny Panel:

1. Please can you make suggestions for the Scrutiny Panel's consideration how Northampton's heritage and culture could be promoted on a regional, national and global level
2. Can you identify any gaps within this marketing and the cultural and tourism offer and how it can it be developed. Please provide details
3. How could the vehicle of tourism be used to provide learning about Northampton.
4. Please provide details of the roles of both Northampton Borough Council and other partners have in promoting the town of Northampton.
5. What do you want the cultural and heritage offer of Northampton to look like in 2025?
6. Do you have any other information you are able to provide in relation to tourism and culture in Northampton.

