

NORTHAMPTON BOROUGH COUNCIL
Scrutiny Panel 2 - Culture and Tourism

Your attendance is requested at a meeting to be held in The Jeffrey Room,
The Guildhall, St. Giles Square, Northampton, NN1 1DE on
Thursday, 18 January 2018 at 6pm

S Bovey
Interim Chief Executive

If you need any advice or information regarding this agenda please phone Tracy Tiff, Scrutiny Officer, ext 7408 who will be able to assist with your enquiry. For further information regarding **Scrutiny Panel 2 - Culture and Tourism** please visit the website www.northampton.gov.uk/scrutiny

Members of the Panel

| | |
|-----------------|--|
| Chair | Councillor Jamie Lane |
| Panel Members | Councillor Mohammed Azizur Rahman (Aziz) Councillor Vicky Culbard Councillor Samuel Kilby-Shaw Councillor Arthur McCutcheon Councillor Brian W Sargeant Councillor Zoe Smith |
| Co-opted Member | Martin Sutherland, Royal and Derngate Theatres |

Calendar of meetings

| Date | Room |
|-----------------------|-----------------------------|
| 22 March 2018 6:00 pm | The Stables, Delapre Abbey |
| 16 April | The Jeffrey Room, Guildhall |

Northampton Borough Scrutiny Panel 2 - Culture and Tourism

Agenda

| Item No and Time | Title | Pages | Action required |
|------------------|---|--------|--|
| 1. 6:00pm | Apologies | | The Chair to note any apologies for absence. |
| 2. | Declarations of Interest (including Whipping) | | Members to state any interests. |
| 3. | Deputations and Public Addresses | | <p>The Chair to note public address requests.</p> <p>The public can speak on any agenda item for a maximum of three minutes per speaker per item. You are not required to register your intention to speak in advance but should arrive at the meeting a few minutes early, complete a Public Address Protocol and notify the Scrutiny Officer of your intention to speak.</p> |
| 4. | Minutes | 1 - 4 | The Scrutiny Panel to approve the minutes of the meeting held on 4 December 2017. |
| 5. | Witness Evidence | | The Scrutiny Panel to receive a response to its core questions from a number of Expert Advisors |
| 5 (a) 6:05pm | Assistant Director, Highways, Northamptonshire County Council | | |
| 5 (b) 6:25pm | Leader of the Council, Cabinet Member for Community Safety - Northampton Borough Council | | |
| 5 (c) 6:40pm | Director, Northampton Tourism Association | | |
| 5 (d) 6:40pm | Local Historians | 5 - 18 | |
| 5 (e) 7:40pm | Director, ALVA | | |
| 6. 7:55pm | Head of History (Heritage), Northampton University | | The Scrutiny Panel to report back from its meeting with the Head of History (Heritage), Northampton University. |

Northampton Borough Scrutiny Panel 2 - Culture and Tourism

| | | | |
|-------------------------|------------------------------------|----------------|--|
| 7. 8:10pm | Written Evidence | | |
| 7 (a) | Director, Canal River Trust | | |
| 7 (b) | Local Travel Agents | | |
| 7 (c) | Freeman of the Borough | | |
| 7 (d) 8:20pm | Findings from the survey | 19 - 25 | |

NORTHAMPTON BOROUGH COUNCIL

MINUTES OF SCRUTINY PANEL 2 - CULTURE AND TOURISM

Monday, 4 December 2017

COUNCILLORS PRESENT: Councillor Jamie Lane (Chair), Councillor Sam Kilby-Shaw (Deputy Chair)
Councillors Mohammed Aziz, Arthur McCutcheon, Brian Sargeant and Zoe Smith

CO-OPTED MEMBER: Martin Sutherland Royal and Deringate
Officer Theatres
Tracy Tiff, Scrutiny Officer

Member of the Public Graham Croucher

1. APOLOGIES

There were none.

2. DECLARATIONS OF INTEREST (INCLUDING WHIPPING)

There were none.

3. DEPUTATIONS AND PUBLIC ADDRESSES

Graham Croucher, Chair, Northampton Transport Heritage, addressed the Scrutiny Panel and highlighted the importance of vehicles and the transport heritage. He commented that the vintage buses had been used for someone's 60th birthday party. 2 had parked in the town centre and the other had picked up the man whose birthday it was. The buses had attracted a lot of attention and the Mayor of Northampton had been in attendance. A lot of interest had been generated and a number of photos taken. A collectors fayre had taken place in Abington Park and the buses had been shown here too. The footfall for the event for 2017 had increased and Mr Croucher felt this was due to the fact that the buses had been there. Mr Croucher emphasised the need to promote Northampton and its heritage. He advised that the buses had gone to a Transport Festival in Lincoln – promoting Northampton. Mr Croucher went on to report on the Collector Fayre that had taken place at Abington Church Rooms. The buses had gone along and been really well received. The buses are putting Northampton on the Map. There are lots of events planned for 2018. The buses would like to be involved in heritage days. Mr Croucher circulated a booklet that had been produced by the Residents' Association.

Mr Croucher was thanked for his informative address.

The Scrutiny Panel asked questions and heard:

- Mr Croucher confirmed that he had not been invited to the Leader of the Council's Heritage Group meetings and it was suggested that it is recommended that he is included within the distribution list.
- Mr Croucher confirmed that the Transport Heritage Group has a number of artefacts it could display

4. MINUTES

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

5. WITNESS EVIDENCE

(A) COMMUNICATIONS DIRECTOR - NORTHAMPTONSHIRE CHAMBER OF COMMERCE

A response from the Communications Director - Northamptonshire Chamber of Commerce was not received.

(B) TOWN CENTRE MANAGER, NORTHAMPTON BOROUGH COUNCIL

A response from the Town Centre Manager was not received.

(C) DIRECTOR, HIGHWAYS NCC

A response from the Director, Highways, NCC was not received.

The Chair suggested that he would invited Highways to the next meeting to discuss cultural heritage signage.

(D) OPERATIONS DIRECTOR, DELAPRE ABBEY

Rachael Boyd, Operations Director, Delapre Abbey provided a written response to the core questions of the Scrutiny Panel. Salient points:

AGREED: That the information provided informs the evidence base of this Scrutiny Review.

It was noted that the Panel would undertake a site visit of Delapre Abbey prior to its meeting in March 2018.

The Scrutiny Panel suggested that it would be useful to ascertain whether artifacts from the museum could be displayed in empty shop units. The Chair would contact the Leader of the Council and relevant Cabinet Member.

A potential recommendation of the final report was suggested "That a tourist information centre for Northampton is investigated." Costed examples would be investigated.

(E) DIRECTOR, NORTHAMPTON BID

A response was not received.

(F) DIRECTOR, NORTHAMPTON TOURISM ASSOCIATION

A response from the Director, Northampton Tourism Association was not received.

(G) HEAD OF HISTORY (HERITAGE) NORTHAMPTON UNIVERSITY

A response from the Head of History (Heritage) Northampton University was not received.

The Chair suggested that he contacts Dr Gray to see if the Panel could visit him at the University.

6. WRITTEN EVIDENCE

(A) DIRECTOR, VISIT BRITAIN

A response from the Director, Visit Britain was not received.

(B) DIRECTOR, ALVA

A response from the Director, ALVA, was not received.

The Co Optee advised that a representative of ALVA had visited Northampton recently and he would contact him to ascertain if the Panel could have sight of his findings.

7. BEST PRACTICE

The Scrutiny Panel considered a briefing note detailing best practice.

The Chair highlighted the key points in the report. He advised that a resident from Exeter had contacted him about the work of this Panel and had provided information regarding Exeter which he circulated. He also circulated information from Southampton. He felt that Northampton could produce a similar map to that of Southampton's that details what is going on in the town; a magazine would also be useful. The Co Optee referred to a magazine "Nenenquire" that also has a website. The content contained within was commended.

A potential recommendation of the final report was that a document, similar to the best practice guide, is produced for Northampton. There is a need for a Destination Management Plan to make the guide sustainable.

The Chair suggested that Councillor Nunn, Leader of the Council, is invited to attend the next meeting of the Panel to talk about the findings from his Heritage Group. It was further suggested that Councillor Nunn is asked if a representative of the Panel can attend the next meeting of his Heritage Group.

The Panel asked that Councillor King is asked to attend the next meeting of the Panel to give the meeting an update on the status of the Museum.

The Panel remembered the success of Delapre Live. A potential recommendation of the final report was suggested “ that licensing for concerts and events for sports grounds within the borough is investigated.

AGREED: That the information provided informs evidence base of this Scrutiny Review.

At this point the Chair advised that the Panel would undertake a site visit on 22 January 2018 to Rugby and Market Harborough. Finalised details would be circulated.

NBC Heritage and Culture questionnaire;

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

Quite an array of ambitious goals here "regional, national and global" As Cllr Nunn mentioned in the meeting, getting the town's population to take pride in the place they live in would be a start, then working up to global.

I think it needs to be accepted that not all things labeled as heritage are going to provide a positive draw for a wider lay group of visitors or locals. The meeting on Thursday was in many ways a self selecting group of people with a passion for any and all historical subjects. I celebrate and champion the wonderfully quirky English enthusiast who gets to know and love an obscure subject with a depth that even professional academics don't often match. Unfortunately it would be unwise to base a modern civic programme on such niche interests alone.

It has been remarked by many, that Northampton is a town with as much raw history as a York or Chester. This is of course a valid observation in terms of dates and events, if there was a popular history book written on the town, it would indeed have many interesting chapters to match many towns and cities in Britain. Sadly from a casual tourist's point of view, dead dates, vanished castles and plaques saying something once happened here in a building long gone, aren't the same draw as mediaeval walls, ramparts, half timbered thatched houses, winding street patterns, majestic minsters and colossal cathedrals.



Northampton castle today,



York city walls and minster today

Flagging up some of the things that have happened in the town, adding them to concise illumination of what the modern town has to offer is surely the mix we should be aiming at for the average tourist. I think the reality of any tourism offer in the town is that the only current national draw we have is the well known shoe industry. I would be overjoyed if any of the surviving quality footwear manufacturers decided to fully embrace the visitor centre approach to their business. Going beyond just a factory shop which most manufacturers have, they should creating a museum space, a café, and importantly viewing of the ancient and modern techniques and machinery still used in the creation of Northampton's famous good year welted brogues would be a great addition to the town's attractions. Perhaps Churches are considering this in their new expansion into the old bus depot, we badly need it. Their proximity to the

railway station is a boon for access via public transport from outside the town, something we see with the Albion Brewery's similar walkable location



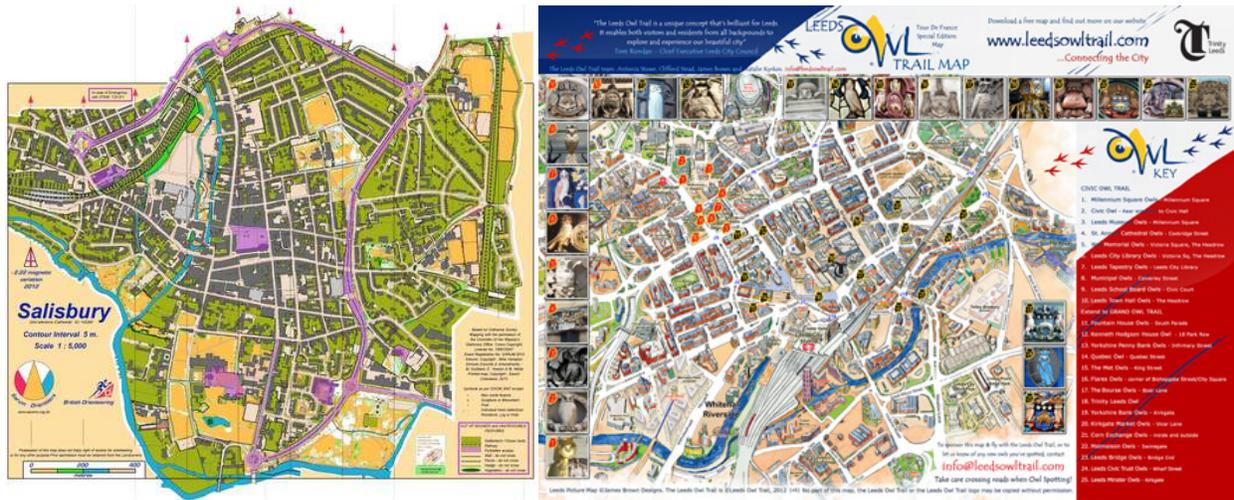
2. Can you identify any gaps within this marketing and the cultural and tourism offer and how it can be developed. Please provide details

I agree with a number of parties that as Northampton doesn't have a fighting chance to win a battle with Milton Keynes and now Rushden Lakes, to be the top shopping location in the area. Culture and night life offers a better route to a vital and prosperous town centre. The University's move to Waterside may be a help in realizing this goal but in heritage terms, students aren't an obvious market for such attractions. They will crave the buzz of a busy night life, funky small shops, café culture in the day, gigs at night.

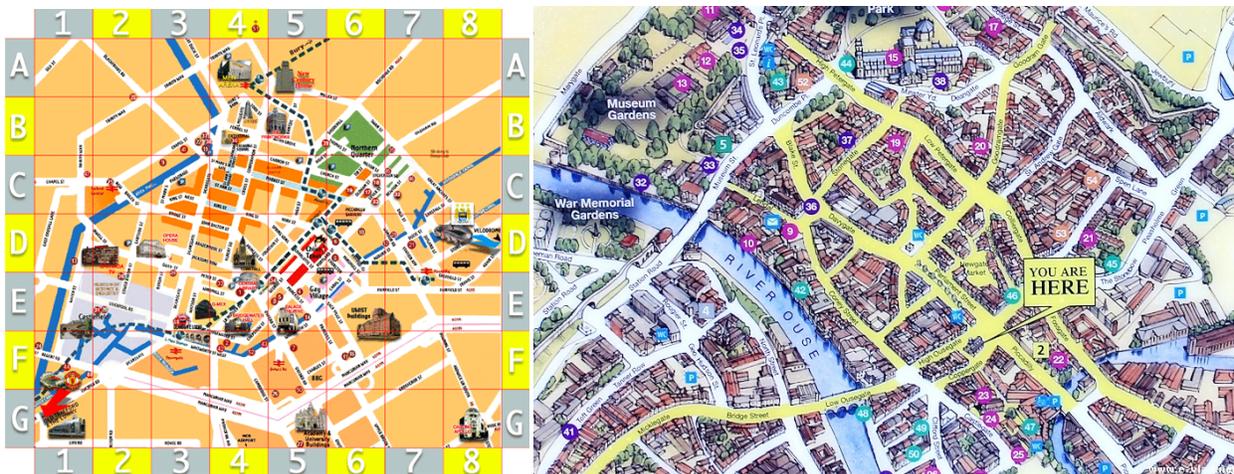


I would personally love to see the town erect Poster drum towers at strategic places within the town centre. These appear in other towns and cities and by their very existence, covered in bright eye catching posters for all sorts of events, add to the street view that the town is jumping and alive. They aide the independent promoter in getting the message out that their event is on, or the local business selling its

wares and services at special times. As students come to town these would help spread the word of what the town has to offer outside of the academic institution and its student union.



The simple idea of free visitor maps available at every hotel, the railway station, Student hall of Residence, tourist information centre is an obvious and easily attainable goal. I would vote for this map to be as much a signpost for what we have today as solely a trip around the town's past. Showing commercial visitors or random tourists who want to fill some time in the town where to go and what to see is the key. Pure heritage trail publications have their place but we really need to think about whether we have enough above ground structures or visitor attractions to make that work.



3. How could the vehicle of tourism be used to provide learning about Northampton.

Clearly people do visit Northampton as tourists in some small number.

I am proud to say that since we opened up the restored Albion Brewery, we have seen Real Ale enthusiasts from around the country and even abroad turning up every now and again as Phipps is on the radar for those serious in tracking down brewing history. We have had small groups from Norway, Australia, Italy and Japan visit us and a film crew from LA in the The States came to see us, most stayed in the town over

night. We also get day and weekend trippers from within the UK who come to hunt out pubs and breweries they can reference in the Good Beer Guide, the bible of British Beer fans.

We plan to continue restoring other sections of the brewery still semi derelict. We also have some historic Phipps Brewing equipment we would like to restore and display in the bar and brewery, costly refurbishment and re assembly of a giant 1914 brass and copper mash tun from the original Bridge Street Brewery is a long cherished goal for me, but funds are always needed elsewhere as we expand as a modern manufacturing business.

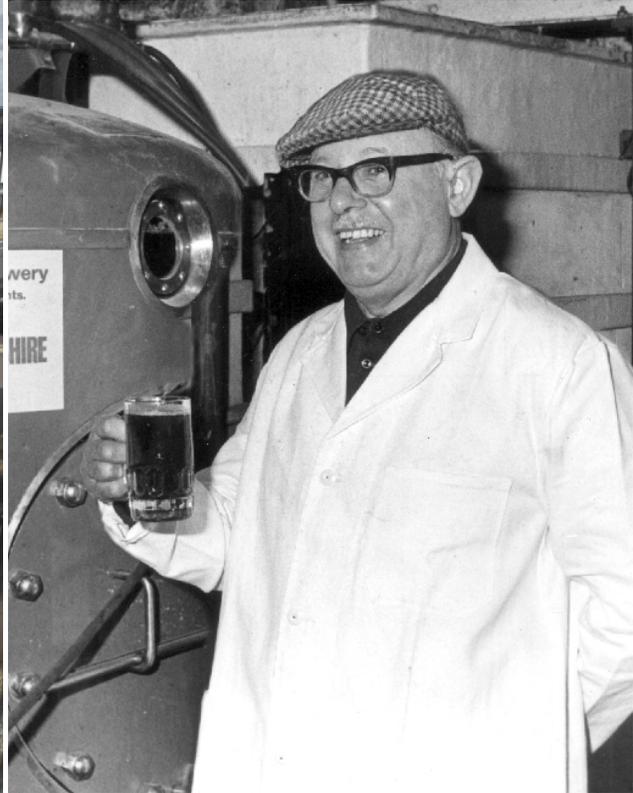


The 1884 Albion Brewery



1914 Phipps Northampton Mash Tun

One great improvement for us in developing the Albion Brewery as a real Heritage draw would be the pedestrianisation of the stub of Kingswell Street outside our building. This idea has had some support from The County Council which as the body responsible for Highways, would be in charge and technically owns the land. I have proposed creating a new town square in the space bounded by the 15th century Church Restaurant, The King Billy Pub, The Albion Brewery and the Department for Meat and Social Affairs. There are plans to re route the traffic which currently flows around the island of buildings including the Plough and the Church with just bus access up Bridge Street. This would enable this area to be included more organically into the cultural quarter, pulling it down from the Guildhall Rd to a new public space, paved, with tree planting and public art. I would propose that a statue of Bill Urquhart with pint in hand, the last head brewer at Phipps' Bridge Street brewery and the world's First Micro brewer be erected as the centre piece to this square. The statue itself would become a national draw and be photographed and posted on line by many visiting ale enthusiasts along with educating our local population about Northampton's pivotal role in the history of brewing.



Redundant stub of Kingswell St. outside the Albion Brewery Bill Urquhart, the world's first Microbrewer

In addition prior to the paving, an archaeological dig on the site might find evidence for the ancient Saxon or Anglo Danish Burg wall around the original settlement of Hamtun. This wall was situated between Kingswell Street on the inside and Bridge Street on its outside and thus the only place in the town where it could be found and marked in the modern fabric would be in front of the Albion Brewery, IF it extended this far down the Ham hill. There may even have been a southern gate at this point as the wall probably turned westwards around this spot. We hear so much about our Norman castle that the origins of the town are somewhat forgotten. If a wall line was located, (and its always an if when dealing with re used and re dug town centre sites where archeological remains could have been destroyed by cellars and later building) I would propose marking it in the modern day square paving in a different stone, tracing in Saxon / Danish inspired twisting knot work design the line of the original settlement boundary of the town, along with a plaque noting the founding of the town and the small Saxon kingdom it was the capital of. Of course we might not find it, and it might not be there, that is archaeology!

4. Please provide details of the roles of both Northampton Borough Council and other partners have in promoting the town of Northampton.

I think that question is really being asked of the wrong people: I am sure I and other interested parties can put up our pet projects and suggestions for wonderful actions. Given the perilous state of funding in all levels of local government in the UK today, it is surely for Councilors to examine their available resources of time and money and make the best judged interventions they can afford.

However I would make one more serious proposal to you as a council, have a look at Light Night events around the country. I live part of the time back in Leeds and its Light Night event has grown over the years to become a wonderful celebration of art and the joy of city living. They also have smaller versions in other places like York. An evening as Autumn draws in where the town centre is full of street art and most distinctively moving film and illuminated buildings brings virtually the whole city out to promenade the streets closed to traffic and soak in the visual feast before their eyes. I don't know the cost although I am happy to find out. I do know that any money spent brings back twice the outlay in civic pride and togetherness. Imagine the front of All Saints and the Guildhall lit up with fantastic moving images and animations, Imagine Guildhall road being a sea of lights and stalls. Perhaps St Crispins fair is the basis for our own Northampton event but it needs to be widened out from just fun fairs and stalls to be a genuine town festival again, attracting resident from town and county interested in art, culture and spectacle, free to families, young and old



I make the offer to any councilor or official; I will host you all on a fact finding visit to Leeds next year, come and see the event on October 4th, I will take your round my second home and guide you round the city as it becomes one giant stage for all that's good about urban life. Or I will introduce to the organizers at any point before then if you wanted a conversation on how it works and is funded.

<https://www.youtube.com/watch?v=JEIO702DzAM>

<https://www.youtube.com/watch?v=WoldTnUsrb8>

<https://www.youtube.com/watch?v=XEqGsBdns0Q>

<https://whatson.leeds.gov.uk/lightnight>



5. What do you want the cultural and heritage offer of Northampton to look like in 2025?

Should I live that long, I would hope to see a bustling town with a championship Football team to match its great Rugby and Cricket clubs;

A kaleidoscope of independent shops, bars and venues making the town a hub for the area's night life.

An end to homelessness and begging in the borough, no harsh enforcement but caring provision.

Some sympathetic re development of run down and in many cases empty parts of the ancient town centre, for instance supporting the proposed redevelopment of the former Barclaycard site on Marefair, enlarging it to encompass a re-purposed arts centre in St Peters church, creating new mixed residential and commercial quarters constructed in a sympathetic architectural style with green eco friendly, timber framed, real brick, real iron stone, topped off with Northampton's first new thatched roofs for centuries. These could be built around an imposing monument to the lost castle, possibly a stone, 3d recreation of the town crest complete with rampant lions. Something with life and commerce that respects the location in the heart of the ancient town, marks the adjacent castle site but isn't another pointless park or dead monument that precious few will cherish or care about. The centre of town needs more life, more people, more jobs, more attractions, more shops, more affluence.

A pedestrian square outside the Albion Brewery called Kingswell Square where a bronze statue of Bill Urquhart, the world's first Microbrewer has pride of place within sight of his old Brewery at Phipps Bridge Street, Carlsberg's new brewery and the County Hall, site of the town's first Norman brewery.

A regionally famous Light Night Festival on the historic St Crispins day evening, attracting visitors from around the area into Northampton, giving residents a pride in their historic town home.

A light rail, tram line that connects the Town's rail station with the main shopping streets and then stretches out along the Nene Valley through stops at Billing, Earl's Barton, Wellingborough where it splits into two branches, one up to Kettering the other down to Rushden and Higham on the track bed of the disused 4th good line on the Midland main line. Linking up the economic and cultural attractions of the county town with its main shire hinterland, easing the A45 commuter snarl ups, easing the congestion in the new town bus station, Linking the West Coast Northampton branch with the Midland Mainline and destinations to the East Midlands and the North, providing some nationally appealing and green transport infrastructure which the town and county would be proud to host.



6. Do you have any other information you are able to provide in relation to tourism and culture in Northampton.

My particular area of knowledge revolves around the neglected Northampton history of brewing. With Phipps, Carlsberg and the historic breweries that have gone before, Northampton has a right to put its brewing industry on the same page as its Footwear. We provided the nursery for the original, world changing invention of the micro brewery. Pioneer Bill Urquhart worked at Phipps and experimented with his original recipes and techniques in the dying days of the Bridge Street Brewery, under the noses of Watneys and Carlsberg. He went on to establish his first micro brewery at Litchborough and spread the ideas out from there that now form a vibrant part of the British and World brewing culture.



If Carlsberg could begin offering public brewery tours in their own 1970s monster brewery, matching what happens in Copenhagen or at other lager breweries, they and Northampton would benefit from a raising in profile; I have never understood why they don't explore this route, are they ashamed of their plant or its location or are there too many Health and safety concerns to make it feasible?

Alaric Neville, Phipps NBC. October 2017

SCRUTINY PANEL 2 - CULTURE & TOURISM: CORE QUESTIONS RESPONSE.

Response: Mr Spears

1. Suggestions - Heritage & Culture

a. PROMOTION - TEAM PERSONAL SKILLS. To be successful in promoting the Towns Heritage and Culture (Culture needs to be defined) the Lead Individual and no doubt small Team, need to know quite clearly the responsibility and financial parameters they are working to in order to achieve the strategic objective for NBC. In doing so in order to maintain and develop their motivation in the Post, they need to be given freedom of thought and action in developing within the parameters - their vision of achieving the objectives. NBC procedures are not - in my view - always conducive to free thought and expression and can be too hierarchical in nature which will kill off initiative and lead to Staff Turn Over - which in itself is a morale disaster.

a 1. It is critical that this key aspect is accepted for the Team to succeed and the Job Descriptions are created to reflect the need for them to be a Team....and achieve their listed Objectives they have created on time and in their self created budget for them !!

a 2 This Team as I see it, are going to be the enablers for the Borough to achieve over time mutual objectives and the above paras are designed to ensure that they work in a motivated atmosphere to do so.

a 3 Councillors will need to understand how the Team will work, perhaps a separate Committee is needed, which will facilitate the ' Whats going on ? and implementation of Team Projects on time - delays cost money and morale !

b 1. PROMOTION - WHAT IS TO BE PROMOTED & HOW ?

a. Heritage - An agreed list in a Priority Order eg Grade 1, Grade 2*, Grade 2 etc needs to be created for the new Team by those personalities who have the knowledge to do so. This should rebut any Public comments about what is not in it or should have been before published.

b. Culture - As mentioned in Para 1a, an agreed definition is needed here.....so that all involved work off the same Hymn Sheet ! Once agreed - the Team can then implement the definition.

c. Promotion. - How ? The Person Specification for this Post needs to include as a key requirement - Evidence of achievements with the Media (The Web, Email, Social networks), TV Networks, Radio - National & Local) and ideally - the 'Visit Britain' organisation which is funded by the Department of Culture, Media and Sport under guidance of the British Tourist Authority created by the Development of Tourism Act 1969.

c1 Given a person with the knowledge of ideally both b 1 /c , then the Promotion at the required levels can be implemented but it will need an annual Budget to achieve the NBC objective.

2. GAP IDENTIFICATION - DEVELOPMENT.

a. The gaps between Marketing and the Cultural & Tourism offer will be due to:

1. The poor creation and design of the overall Function Structure. See 1 above.
2. Their decision responsibility reporting levels not being able to blend together, to achieve Team respective aims and service to the Public.
3. It is therefore important to make the Structure simple, cohesive and thus effective, enabling the Team members to meet their key objectives in the required timescale. .
4. The University will be able to focus on appropriate Courses for the Team which will enable them to improve and develop their knowledge skills if and when needed.

3. TOURISM : LEARNING ABOUT NORTHAMPTON.

Functional Tourism is a good Tool for people who are interested to learn about how / why / when history in the Town - for example - the use by the Americans of a stitched Boot in their Civil War, created the gradual use of initially imported Stitching Machines in the Northampton Shoe Trade from circa 1870 onwards. This developed a parallel new Industry in the Town of maintaining and eventually making such Machines.

a. Shoe Industry knowledge could be delivered by Walks in the part of the Town where such work was carried out - but in my view the Subject could be better covered by Talks on the subject with a visit to see the typical equipment that was used with - ideally - a retired person from the Industry to add an overview of what it was like in the past 40 + years.

The Local BBC Radio could assist on this by interviewing an elderly Pensioner (s) who are could describe how for example, Production and Pay was in the Factory and Broadcasting it on Radio Northampton and also releasing it as say a DVD on the subject.

b. Hospitals. There is an interesting History of Hospitals in the Town but few Books on the Subject. Northampton General has a very Small Museum which I was invited to visit in 2014 but they would / could no doubt provide a Speaker if requested for a Talk and a Museum visit.

c. Railways. This is a big subject !! and there are a number of Clubs in the Town which have a good knowledge of Railway development from the 19th C onwards. There is also the maintenance Depot at Kingsthorpe, where suburban trains on the Birmingham to Euston line are serviced. Talks / Tours could be arranged and the youth of today could perhaps see a job potential as a consequence.

d. Motor Racing. The biggest Tourist draw for the County is at Silverstone. The County is also home to several of the foremost GP Racing Teams eg Mercedes and Red Bull, all of their Mechanical / Electrical / Design Engineers live in the County. The University could with assistance from the appropriate Racing Team, give presentations with ' hardware and Videos' and perhaps visits to respective HQ's as a W/end event with accommodation in Northampton.

There are other 'Functional options' to the above, aside from Town Centre Tours, its Churches and splendid Guildhall. All of these should broaden the knowledge and interest

of the Town, especially for the younger population, as they will see and hear its past development and that of the future - of which they could be a part.

2 - 4

4. BOROUGH COUNCIL & PARTNERS - PROMOTION ROLE FOR THE TOWN

a. NBC must be seen by NCC as independent but the responsible Tourist Organisation for the Town Borough, as they directly represent the local people and NCC do not. NBC must therefore lead its Partners - NCC inevitably being one, with its vision for the future by developing and presenting subsequent objectives on the basis of :

1. **CO - Determination** - defined as NBC being prepared to discuss the subject and eventually agree with all concerned on the outcome .

Or

2. **Co Operation** - defined as NBC leading on the subject, hearing opinions etc but has the right to lead on the final outcome.

The above is a common practice in UK and European Industry and works well in my personal experience.

b. The University must be a Partner in view of its access to knowledge resources and its independence from NCC & NCC.

5. NORTHAMPTON - CULTURE & HERITAGE IN 2025 ?

a Town - City....?? Which provides access to its principal Heritage locations with the assistance of Volunteers but Visitors have to pay a nominal 'support' fee for the buildings upkeep etc. This is already common in major Cities now and although Heritage Open days are 'Free' - in my view for the rest of the year, a Support Fee should be an option for the responsible Trustees.

b. Functional Talks / Visits . These take place to a recognised schedule which is reviewed every 6 months and include Weekends - so that 5 Day week workers have the option of attendance. A Fee is payable.

The above would / should ensure that the population irrespective of age, have access to their Town History and see that it is being maintained with their small Donations / Entry Fees for the next generation.

c. Finally - A Museum of GP Racing Cars.

1. The County has a World famous Racing Track at Silverstone and the GP Racing Cars industry is based in the County eg: Mercedes and Red Bull. This industry, a reflection of the small Metal repair 'Shops' that looked after the Shoe Industry - employs well qualified Electronic / Mechanical and Design Engineers all from local resources. A great job objective for the youth of tomorrow !!

2 A Museum with GP sponsorship / support would be a huge **National attraction** in my view and really put justifiably in my opinion, the current heritage and knowledge culture aspect of the County and Town on the National & International map. The British GP in July usually has some **130 thousand** plus attendeesif only 1% of them chose to visit the Town and its GP Museum - you are looking at 1300 enthusiasts seeking accommodation and other Sight Seeing

activities !! Do not consider it being created in the Silverstone Track area, as that is a not a suitable location, because the ownership may be on the change in the near future !!

3 - 4

6. Tourist Guides and their Knowledge Qualifications.

a. The Institute of Tourist Guiding (ITG) have a qualification known as the **Green Badge** which provides a Qualification for Guides in a Borough or for specific Heritage sites. The University in my opinion is the appropriate Organisation to approach in order to :

1. Discuss the concept as they have to be an approved ' Provider' by ITG who approve the proposed Course syllabus which usually starts in September and finishes in May.
2. Discuss the funding of the Course !!
3. When ? My recommendation is to aim for a September 2018 Start or FY 2019, so that the Students can promote their skills in the Summer.

4 - 4

This is an article, courtesy of the Daily Telegraph, which highlights the Mercedes and F1 Motor Sport financial contribution to this County and puts the case - in my opinion -for it to be recognised with the strategic objective by NBC + NCC of the creation of an F1 Motor Sport Museum - which would be a deserved major Tourist attraction for the Country !!

Mercedes F1 engines drive £110m investment in UK Page 1 of 4

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Mercedes F1 engines drive £110m investment in UK



Mercedes' accounts describe the UK as a 'global centre' for the motorsport industry

By **Christian Syll**
 25 DECEMBER 2017 • 8:19PM

<http://www.telegraph.co.uk/business/2017/12/25/mercedes-f1-engines-drive-110m-investment-uk/> 25/12/2017

Mercedes F1 engines drive £110m investment in UK Page 3 of 4

Its investment in Britain has been aided by the Government's support of the hi-tech industry through its research and development relief, which gives companies a deduction on taxable profits of qualifying expenditure.

The accounts state that "the United Kingdom remains a global centre of competence for the motorsport industry and this, coupled with the Government's support for research and development, has enabled the company to continue to invest in a highly skilled workforce and technologically advanced asset base".

It is not entirely driven by racing. The accounts state that "the company engages in research and development to support the development of Formula One power units and the transfer of technology to road car projects".

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Mercedes F1 engines drive £110m investment in UK Page 2 of 4

German car manufacturer Mercedes has revealed that the production of the V6 turbo engines used by its championship-winning Formula One team is contributing around £111.7m to the British economy.

Last month Lewis Hamilton steered Mercedes to a fourth consecutive F1 title, and although it races under the German flag both the team and its engine manufacturing division are based in Britain.

Mercedes designs, develops and builds its F1 engines at a dedicated factory in Northamptonshire. The local area is named "Motorsport Valley", after America's Silicon Valley, as eight of the 10 F1 teams are based there. Mercedes' engine division alone had total costs of £126.9m in the year ending December 31, 2016 according to its latest accounts. They state that "the company now employs 571 staff members and contributes over 88pc of its total expenditure within the United Kingdom".

At £73.5m, research and development comprises the bulk of this with staff paid a further £42.6m. The economic impact stretches far beyond that as Mercedes' engine division deals with nearly 1,500 UK-based suppliers including designers, equipment manufacturers and haulage firms.

The engines do not just power Mercedes' own outfit but also the Force India and Williams teams. Fees for leasing them are received by Mercedes, with parent Daimler providing the remainder of the engine division's revenue, which reversed by 7.5pc to £140.4m last year. After paying an £11.4m tax bill it was left with a £1.5m net profit.

Revenue of the F1 team itself accelerated 35.7pc to £289.4m, fuelled by a boost in prize money from winning the F1 title the previous year. However, costs surged 10.7pc to £274.9m due largely to changes to the F1 regulations. After paying £15.9m in tax the team made a £3.8m net loss. Combined with the £1.5m net profit from the engine division, Mercedes' F1 group was left with a £2.3m loss after tax.

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NORTHAMPTON BOROUGH COUNCIL

SCRUTINY PANEL 2 CULTURE AND TOURISM

18 JANUARY 2018

BRIEFING NOTE: BACKGROUND DATA – RESULTS OF SURVEY

1 INTRODUCTION

- 1.1 At its inaugural scoping meeting, Scrutiny Panel 2 (Culture and Tourism) agreed that it would put together a survey regarding the culture and heritage in Northampton.

2 SURVEY

- 2.1 A survey went live in the autumn 2017 and details were also forwarded to a number of Resident Groups and Forums.
- 2.2 The following questions were asked:
1. How would you like to see Northampton's heritage and culture being promoted locally, nationally and on a global level?
 2. What could be done to promote culture and tourism in Northampton that is not being done already?
 3. How do you think that tourism can be encouraged to promote learning about Northampton?
 4. What could be done to promote culture and tourism in Northampton that is not already being done?
 5. What should be the role of Northampton Borough Council and its partners in promoting the town?
 6. What would you like the promotion of Northampton's culture and heritage to look like ten years from now?
 7. Any other comments.

3 ANALYSIS OF THE SURVEY

- 3.1 Detailed below are the key points, relevant to the scope of the Review, made by the 95 respondents to the survey. The complete responses are available should Panel members want to review them in full.
- 3.2 A number of responses were similar and they have been grouped together, detailing the number of times suggested. Should the idea be suggested more than once, the number of suggestions is detailed in brackets.

- 3.3 Some responses were not in accordance with the scope of this Review and therefore have not been included within this briefing note. A number of respondents (22 in total) referred to the cleanliness of the town and the need for more cleaning and litter collection. Anti-social behaviour and issues relating to anti-social behaviour were referred to seven times by respondents to the survey.
- 3.4 Trails of the town were a popular suggestion and suggested in a number of ways.

How would you like to see Northampton's heritage and culture being promoted locally, nationally and on a global level?

- Promote Northampton on social media (7)
- Promote events on Facebook and trip advisor
- More advertising - all mediums
- Local TV advertisings
- Advertise and shout aloud
- Promote on Community Radio, via free local magazines etc.
- An exciting, professional website to show off the town's attributes
- Re-open the Museum and promote it(5)
- A Transport Museum for the town (3)
- Re-open the Shoe Museum (2)
- A good local museum with interactive tours
- A Museum on the old bus station site in St James
- Panels in the Grosvenor Centre depicting some of Northampton's history, use the empty shops around the town too (2)
- Signposting to all the major historic and social history
- Begin promotion at a local level
- More publicity of events
- Create a team of 200 volunteers to promote heritage and culture of the town; headed up by one paid project manager
- Liaise with Friends of Northampton Castle regarding NBC promoting certain events
- Investment in the town – at least two spring/summer dedicated tour buses
- Caravan park at Delapre Abbey – operated by the Caravan Club
- A skilled officer with knowledge of the town and its history to lead on the promotion
- A dedicated team to research and present the information
- More “involvement” days to recognise the history of Northampton
- Widely publicise the town's history in an easily viewed and prominent position
- Look at how to attract people to the town and encourage them to return
- Make Northampton a more attractive place to visit
- Similar promotion to that of Athens, Rome, Egypt etc.
- Tours of the theatres
- Promote local authors such as Alan Moore or Mark Haddon
- More events relating to medieval times of Northampton
- More imaginative use of the Market Square as a public space
- Monthly Farmers' Markets with artisan food and drink, antiques etc.
- Support sport and the theatres

- Develop the town's parks
- Encourage further education establishments to develop cultural and heritage programmes
- Make more of the riverside
- More intercity trains stopping at the town
- More public displays, galleries, events
- Promote the town's roman medieval and post-medieval history and heritage and the churches
- Do good quality heritage activities
- Celebrate current rich diversity of cultures
- Introduce more open days
- Focus on beer and shoes
- "Piggy back" onto the advertising of the big companies in the town
- Promotions at Rushden Lakes

What could be done to promote culture and tourism in Northampton that is not already being done?

- Use of Social media (11)
- There is a lack of promotion – need paper, leaflets, banners and electronic promotion (7)
- Install brown signage for the town and improved signage (3)
- Shoe trail linking to shoe history (4)
- Tourist office in the town Open and one at castle station (6)
- Factory shoe shop trail and tour (3)
- Northampton town trail (2)
- A heritage walking route and more promotion of the walking routes (4)
- History of architecture trail
- Introduce a children's trail, similar to that of the one at Leighton Buzzard
- Many more specialised trail brochures linking places of similar activity/interest
- Mirror best practice, such as Kent which has very open access and promotes itself well (2)
- Promote the history of Northampton such as the churches
- Banners on lamp posts or across specific streets
- Use geocaching
- An illustrated map
- Create "Celebrate Northampton" week
- Press releases to Residents' Associations
- Lobby for a heritage gateway
- A 2019 heritage festival
- Open up some of the historical buildings
- More use of the beautiful market square, particularly on a Sunday
- More use of the area in front of St Giles Church
- Street art, exhibitions, antique valuations, auctions
- Promote the good range of eateries in the town
- Northamptonshire has a lot of tourist attractions to promote
- Northampton themed pubs
- More live music and theatre shows in the parks
- Events based around history, with the historic market square

- Events such as a vintage fayre
- Bring an international airport to the town
- Invite a few top lifestyle journalists to spend a weekend in Northampton and sample the food/theatre/sport/walks etc.
- Collaboration with local promoters, musicians, artists etc.
- Bring back the balloon festival
- Promote nationally to start with
- Don't use advertising campaigns

How do you think that tourism can be encouraged to promote learning about Northampton?

- Open top buses (3)
- Information about world war 2, the castle, link with the Royal family (3)
- Shoe museums (3)
- Make the shoe museum more manufacturing based. Put on stage shows in making shoes. Hands on displays. (2)
- Shoe fashion shows and show making course
- Have a shoe fayre where all local manufacturers can come together and sell shoes a discount for one day a year
- Haunted tours of the town
- Work with English Heritage to promote Northampton
- Guided tours around the town
- Appeal to the varied history of the county. Variety attracts more visitors
- Let schools, colleges and organisations show their creative faculties
- A Northampton Lottery
- Let Northampton's history shine
- Hold events at heritage places
- Open air festivals
- Ask local businesses to promote the town and events through their advertising
- Use an easy to read "history book"
- More use of the parks, rivers and canals
- Easily viewed literature and signage around the town centre
- More of a landmark made of the Queen Eleanor memorial
- Celebrate the history of the town, linking a visit with Oxford or the Cotswolds
- Bring back the Northampton show
- Hold more enticing events to attract visitors
- Special weekend events that revolve around the historical content of Northampton
- Promote the civil war, Battle of Northampton and Bradlaugh
- Use of the already popular/famous locations or individuals
- Promote Northampton on websites, motorway services information places, hotels etc.
- Enter the Chelsea flower show
- Introduce a phone app. about the culture; with prizes, discounts etc.
- Promote the Old Northamptonians
- Make the town more attractive to visit

What should be the role of Northampton Borough Council and its partners in promoting the town?

- Regenerate the town and introduce more “upmarket” shops (13)
- Employ Tourist staff (3)
- Full market up and running again (3)
- Inter-Agency working, using the expertise within the county (2)
- Have a good unbiased look at the town
- Members of the Council to be proactive in promoting the town
- Historical plaques
- Liaison with local historical societies regarding the town’s history
- Speak with local historians for ideas
- Bigger events held
- Work with the Royal and Derngate, University and colleges, professional sports clubs
- Use sponsors and ambassadors – more promotion
- Ideas, coordination and publications
- NBC should facilitate and contract with an independent external organisation with a track record of delivering a successful campaign of marketing and promotion. Professionals should oversee the contract
- A greater online presence
- Fund an education programme

What would you like the promotion of Northampton’s culture and heritage to look like ten years from now?

- Convene a small Working Group of local people to lead on this.
- The town being a beacon of culture, shining out.
- A museum and art gallery with lots of exhibits
- A world class museum with exciting exhibitions
- Encourage modern visual arts
- Print workshop, crafts centre, contemporary arts gallery
- Exhibitions of a national standing
- Build a sculpture park (in Becket’s Park)
- More opportunities for traditional crafts to be learnt
- Make residents of local towns aware of what Northampton has to offer
- For the town to be full of events, culture, history and education
- To be a destination that people want to visit
- Vibrant events throughout the year, well-advertised.
- A town that people are proud of and people of all ages can enjoy
- Focus on diversity of people coming to the town, not just volume
- Promote what is going on in the town – regular promotion
- Wall to wall coverage
- More for young people
- Visitors happy to visit Northampton
- Widen who you are appealing to.
- For Northampton to look like Stratford Upon Avon did ten years ago
- Northampton to be recognised alongside the other big cities in the country
- Teaching local heritage to all Primary Schools

- A rich and vibrant music scene showcasing the local talent

Any other comments?

- There needs to be more on offer within the town centre, other than eateries, restaurants and shops (2)
- Tourist information to be available in a variety of languages
- The town has a great theatre, nice bars, restaurants and a decent Rugby team but needs more
- Listen to the local people to hear what they want
- Lobby central Government for funding
- On line promotion, apps. Etc.
- A monthly flyer to schools, bus station, train station etc., promoting what is going on
- More to do at lunchtime
- Put in an ice rink, splash park for children, museums that are interactive and fun
- Work with bigger bodies such as English Heritage
- Tours of the Guildhall
- Delapre Abbey should bring in visitors
- Heritage open weekend was great
- Promote events that attract visitors from outside the town
- Develop the town's rich history
- A list made of what Northampton has to offer and putting together a guide with a map
- Try to have a big ten approach
- A rehearsal studio and podcast network director offered to help re interviews etc. Contact details provided to the Scrutiny Panel
- Promote ,promote, promote
- Published short, medium and long term plan
- Put information plaques on the older buildings
- Concentrate on what makes Northampton great
- Link "Visit Northampton" website from county and borough council websites. Add more to "what's on" on the websites.
- Improve visitor information points (Edinburgh and Brighton good examples of best practice)
- Speak with history students, history societies and campaign groups to see what is needed.
- "Big Tent" approach
- More activities for children
- More music venues
- Open St Peters Church to visitors
- Free weekly walking tour
- Engage with the people of the county

4 RECOMMENDATION

- 4.1 That the information provided in this briefing note informs the evidence base of this Scrutiny Review.

Author: Tracy Tiff, Scrutiny Officer, on behalf of Councillor Jamie Lane, Chair, Scrutiny Panel 2 – Culture and Tourism

29 December 2017