

NORTHAMPTON BOROUGH COUNCIL
Scrutiny Panel 2 – Culture and Tourism

Your attendance is requested at a meeting to be held at **The Billiard Room, the Café at Delapre Abbey** on Thursday, 22 March 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
16 April 2018 6:00 pm	All meetings to be held in the Jeffery Room at the Guildhall unless otherwise stated

Northampton Borough Scrutiny Panel 2 - Culture and Tourism

Agenda

Item No and Time	Title	Pages	Action required
1.	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 18 January 2018.
5.	Witness Evidence		The Scrutiny Panel to receive responses to its core questions from a variety of key expert advisors.
5 (a)	Director, Britain's Best Surprise		
6.	Freeman of the Borough		
7.	Presentation - Northampton Museum		The Cultural Services Manager to give the Scrutiny Panel a presentation on the Northampton museum.
8.	Site visit	5 - 13	
9.	Desktop research	14 - 21	

NORTHAMPTON BOROUGH COUNCIL

MINUTES OF SCRUTINY PANEL 2 - CULTURE AND TOURISM

Thursday, 18 January 2018

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

CO-OPTED MEMBER: Martin Sutherland Royal and Derngate Theatres
Witnesses Colin Spears. Local Historian

Officers Nick Gordon, Cultural Services Manager
Derrick Simpson, Town Centre Manager
Tracy Tiff, Scrutiny Officer

Members of the Public Mrs Spears
Mr Appleyard

1. APOLOGIES

An apology for absence was received from Councillor Brian Sargeant.

2. DECLARATIONS OF INTEREST (INCLUDING WHIPPING)

There were none.

3. DEPUTATIONS AND PUBLIC ADDRESSES

There were none.

4. MINUTES

The minutes of the meeting held on 4 December 2017 were signed by the Chair as a true and accurate record.

5. WITNESS EVIDENCE

(A) ASSISTANT DIRECTOR, HIGHWAYS, NORTHAMPTONSHIRE COUNTY COUNCIL

David Grindley, Highways Asset and Traffic Manager, NCC, was welcomed to the meeting. The Chair advised that the Panel was keen to hear about brown signage in respect of culture and heritage.

David Grindley advised that the install of brown signage is dependent upon the facility that is wanting to be signed. It is the responsibility of the applicant to pay for the signage. There is set criteria contained in both a local document and a document from the Highways Agency with set criteria for brown signage. However certain organisations such as the National Trust and English Heritage, are exempt and have automatic brown signs put up. Criteria is around visitor number and attractions and leisure facilities.

The Scrutiny Panel asked questions, made comments and heard:

- The venue/facility has to be of national significance for a brown sign. Delapre Abbey has brown signs.
- The organisation has to pay for the signs but they are insured by NCC
- There is different criteria to put a brown sign on a trunk road. Visitor figures have to be over 250,000 per year.
- Signs (not brown) are put up for churches and other religious venues if they are hard to find
- The Chair suggested a potential recommendation of the final report that a sign is put on a main A road into the town that says what the town has to offer. The sign could say “Don’t drive through, stop and visit” David Grindley confirmed that Northampton is signed off the motorway

David Grindley was thanked for this attendance and providing information to inform the Review.

(B) LEADER OF THE COUNCIL, CABINET MEMBER FOR COMMUNITY SAFETY - NORTHAMPTON BOROUGH COUNCIL

Councillor Jonathan Nunn, Leader of the Council, advised the Scrutiny Panel of the Heritage Group that he is changed. He confirmed that the purpose of this Group is different to that of the Scrutiny Panel – they complement each other. Scrutiny is looking at the promotion side, the Heritage Group is doing a stock take. The Heritage Group has had two meetings with another to be scheduled soon. The Scrutiny Panel will be advised of the date and will be welcome to attend. The Heritage Group comprises lots of historians from around the town; all with varied background. The Heritage Group has assisted the Hotel Forum to promote itself. The historians are looking to put together a guide that includes key dates, key locations and key facts and is also looking to drive out particular themes, for example, interpretation boards. There are emerging themes:

- Crime and punishment
- Open buildings
- Churches
- Royal theme

A draft of a map and a tour guide is also being investigated

Councillor Anna King, Cabinet Member for Community Engagement and Safety, addressed the Scrutiny Panel. She confirmed that an event has been scheduled for 29 January 2018, 3:30pm to 5:30pm, in the Great Hall to showcase the new concept drawings of the Museum. It is aimed that the Museum will open in the autumn 2019.

A Group has been commissioned to do some work, ie a survey. Samples from respondents will form a Focus Group that will meeting end of January/beginning of February to provide their input.

The Leather Museum is part open in the Grosvenor Centre.

The Scrutiny Panel made comment, asked questions and heard:

- It was confirmed that the Officer responsible for the outreach programme could investigate a unit in the Grosvenor Centre for the display of Museum artifacts
- The Chair referred to “Post Its” in other towns noting that some open up as eateries too.

Councillors Nunn and King were thanked for their informative addresses.

(C) DIRECTOR, NORTHAMPTON TOURISM ASSOCIATION

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

(D) LOCAL HISTORIANS

The Scrutiny Panel noted two very comprehensive responses from two local historians.

Colin Spears, local historian, addressed the Scrutiny Panel on his submission, highlighting the key points.

The Scrutiny Panel made comment, asked questions and heard:

- Regarding the Institute of Tourist Guiding (ITG) qualification known as the Green Badge which provides a Qualification for Guides in a Borough or for specific Heritage sites, Mr Spears suggested training could start September 19 with trained guides ready to go by May 2020. It is expected a mixed audience would be interested in being a Green Badge Guide. The ITG provides insurance for events
- The Scrutiny Panel suggested Councillors could be useful guides. It was suggested that a potential recommendation of the final report could include a short history course on Northampton for Councillors. The induction process would be best place for this to be included.
- Ghosts walks and similar are highly popular
- The possibility of a motor museum was referred to

Mr Spears was thanked for his informative address.

(E) DIRECTOR, ALVA

The Co-Optee advised that he had yet to liaise with the Director, ALVA.

6. HEAD OF HISTORY (HERITAGE), NORTHAMPTON UNIVERSITY

The Chair advised that due to diary commitments it had proved difficult to arrange a meeting with the Head of History (Heritage), Northampton University.

7. WRITTEN EVIDENCE

(A) DIRECTOR, CANAL RIVER TRUST

A response from the Director, Canal River Trust was not received.

(B) LOCAL TRAVEL AGENTS

A response from local Travel Agents was not received.

(C) FREEMAN OF THE BOROUGH

The Chair advised that Mr Ager, Freeman of the Borough, had tendered his apologies and had asked to attend the next meeting.

It was agreed that Mr Ager, Freeman of the Borough, would be invited to attend the next meeting.

(D) FINDINGS FROM THE SURVEY

The Chair advised that a survey went live in the autumn 2017 and details were also forwarded to a number of Resident Groups and Forums. The key points, relevant to the scope of the Review, made by the 95 respondents to the survey were reported.

It was agreed that the information provided would inform the evidence base of this Review.

The Chair advised that Michael Ellis, MP, had the role of Parliamentary Under-Secretary (Department for Digital, Culture, Media and Sport), it would therefore be good to send him a copy of the Scrutiny Panel's final report.

The Scrutiny Panel then firmed up its arrangements for its site visit on Monday 22 January 2018.



NORTHAMPTON BOROUGH COUNCIL

SCRUTINY PANEL 2 CULTURE AND TOURISM

22 MARCH 2018

BRIEFING NOTE: SITE VISITS

1 INTRODUCTION

1.1 At its December 2017 meeting, Scrutiny Panel 2 (Culture and Tourism) discussed potential site visits and decided that it would visit:

- Rugby and Market Harborough

1.2 Other towns and cities were suggested:

- Hull
- Stratford Upon Avon
- Leicester
- Hay on Wye

1.3 The findings from the desktop research regarding the other cities and towns listed above are detailed in a separate agenda item.

1.4 Councillor Jamie Lane (Chair); Councillor Sam Kilby-Shaw (Deputy Chair); Councillors Arthur McCutcheon, Mohammed Aziz, Vicky Culbard and Zoe Smith together with the Scrutiny Officer attended the site visits.

2 MARKET HARBOROUGH



2.1 The site visit met with the Tourism Executive of Leicestershire Promotions Limited. The Tourism Executive works four days for Harborough District Council, the Authority pays his salary.

2.2 A number of successful initiatives have been introduced including:

- Networking with the managers of local hotels, bed and breakfasts, attractions, cafes etc. Promotion of these is now via a micro site – “explore Harborough” that is contained within the full website “Go Leicestershire”. Explore Harborough is building a mini brand.
- Harborough by the sea
- Harborough Cultural Hub – Has a tri-annual programme. The Hub comprises around 7-8 performing arts associations. It is aimed that the Hub will become self-sufficient. Prior to the inception of the Hub, the arts associations had not come together before to share information.
- The Tourism Steering Group meets quarterly comprising around 35 members. Each meeting commences with ½ hour of networking then ½ hour of an update and strategising. It is very successful. The meetings are initiated by the Tourism Executive and the Group encourages tourism businesses to come together.
- There is a working document for Harborough that details what the key themes are in relation to promoting culture and heritage – A Tourism blue print. There are a lot of events in the town which include:

Farmers' Market
Arts Fresco (Street Art)

2.3 Key strengths in Harborough include Alcohol Producers and Performing Arts Associations. There is a need for different funding streams for tourism.

2.4 Harborough used to have a blue badge guide but now tend to be self-guided. There is a Tourism Strategy for the district. Blue plaques are in situ in the town.

2.5 A heritage guide (copy appended); has been produced and visitors can buy this for £1. A trail of the town has been put together. It is aimed to attract coaches into Market Harborough. There are two coach spaces at the indoor market, they drop off and then go off to the Leisure Centre to park. The driver is provided with a voucher for a meal in the indoor market. Visitors are then greeted by a volunteer from the Museum and showed around the museum and then a tour of the town. This initiative is proving to be very successful but only two coach spaces are available. Market Harborough is felt to be a ½ day experience. Work is in progress with the County Show Ground regarding dedicated parking.



- 2.6 An attractions map is about to go to print, which will include details of indoor activities, culture, family days out, places to stay etc. Harborough District Council has paid for this as a “thank you”. The map will be available free of charge. An app. “The Harborough Pass” is being developed. Work is also taking place with Visit England regarding the production of an itinerary.
- 2.7 Links can be made between business and the local town; this includes international businesses; for example, there are 24 visitors from China coming to Market Harborough in February. If this is successful, the initiative will continue.
- 2.8 Harborough has two groups, made of volunteers – Harborough in Bloom and a Litter Pickers Group – both highly successful. The Groups are subsidised by the Council.
- 2.9 A “test event” had taken place at Christmas at Foxton Locks. It had been free to attend and had been run by the Harborough Cultural Hub together with Foxton Locks. The event had included performing on the boats, such as short plays, music etc. There had been very good collaboration – Foxton Locks had been promoted, and the performers also. There is a need for an individual to get such events going and pull them together. The event was run for a second year and was organised by the Hub and Foxton Locks. Tickets were sold for the second event so that numbers could be managed following lessons learnt from year one.
- 2.10 The Canal and River Trust work with Union narrow boats and put on events, e.g., opening event at the new marina at North Kilworth.
- 2.11 An app. has been developed around the incline plain. Visitors stand at the bottom of the incline and visualise the old boat lift.
- 2.12 The town of Market Harborough is a sought after place for retailers, mainly independents, and empty shops do not stay empty for long. There is a vibrant Chamber of Commerce in Market Harborough. It is easy to park in Market Harborough.



2.13 Lutterworth comes within Harborough district. The town has a Retail Forum that is lobbying to raise the profile of Lutterworth. A leaflet – “The Lutterworth Shopper” which is given out locally and to schools etc with different offers from the local shops. Events are often held at a cost of £3 per visitor; often attracting around 200 people.

2.14 The site visit had a short guided tour of the town noting some of the key features.



3 RUGBY

3.1 The site visit headed off to Rugby. It met with the Arts, Heritage and Visitor Services Manager and the Town Centre and Tourism Team Leader. The town has a team of Town Guides, all volunteers, that had initially been introduced during the Rugby World cup in 2015. A new role has recently been established – Place Marketing Officer.

3.2 The town of Rugby attracts a lot of overseas visitors.

3.3 The site visit went to the museum and art gallery, both of which are free to visitors and also went along to Hall of Fame. Small admission charges for the Hall of Fame were introduced in 2017. The total integration of the library, museum and Hall of Fame works very well. There is a need for a diverse offer, but the way attractions and the town is marketed and promoted is key to bringing visitors in.

- 3.4 Plans are underway to increase the opportunity for the nighttime economy. Occasional evening events take place.
- 3.5 Free tours of the town are offered and these can be booked through the Visitor Centre. There is also a separate tour of Rugby School. The tours aim to create a sense of local society and what to be proud of in Rugby.



- 3.6 The Leader of Rugby Borough Council wanted schools in the town to know that Rugby football started in the town and there are links with schools in the borough (Key stage 1 and 2). The Authority has a part time Learning and Outreach Officer that develops the strategic programme programme and a part time Education Development Assistant that has a focus on schools and early years. The schools programme is an important part of the service's activity, linking the heritage and art of the town with the curriculum. There is a need for an Officer to drive such a programme. The museum has regular sessions such as parent and baby sessions and after school sessions. There is partnership working with the local Rugby College. Lots of "classes" are held in the education rooms. Volunteers also help across the education programme. Rugby Art Gallery and Museum is a Volunteer Maker Pioneer and has recently launched a website specifically for volunteers.
- 3.7 The site visit had sight of the current display in the art gallery and museum. There was a consultation board, for the public to add comments, regarding an HLF bid. The relationship with the Arts Council is important, they are an Accredited Museum, they are not regularly funded from the Arts Council, but receive Grants for the Arts support.



3.8 The Hall of Fame attracts lots of international visitors to the town.



3.9 The Authority reviewed its Corporate Strategy in 2017 and the visitor experience/Tourism was prioritised.

3.10 There is a good artist scene in Rugby.

3.11 The Site Visit was privileged to go on a short guided tour of the town. It was not the full tour but a number of key attractions were observed. A volunteer guide led the tour.



4 CONCLUSIONS

- 4.1 Both towns visited had a Tourism Strategy or similar.
- 4.2 Both towns have blue plaques, example of which above in paragraph 2.11.
- 4.3 Harborough has a heritage guide and costs £1. Rugby has one too.
- 4.4 Both towns have organised tours, led by volunteers.
- 4.5 Harborough had engaged volunteers in a number of ways – Cultural Hub, Groups such as Bloom and Litter Picking.
- 4.6 Both towns attract lots of visitors.

5 RECOMMENDATION

- 5.1 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

24 January 2018



Lower High Street, late 1940s.

The Square with the Peacock in the background c.1900.



This trail will take you around the town, where you will see many interesting buildings and learn a little about the town's history. The trail is circular, starting and finishing at The Symington Building on Adam and Eve Street. It is about a mile long and will take around an hour, unless you decide to stop in one of the many excellent cafes or independent shops here in Market Harborough.

The town of Market Harborough didn't exist until the beginning of the 13th century when a Royal Charter allowed a market to be held outside the settlements of Arden, Little Bowden and Great Bowden. Workshops, storehouses and homes were built creating streets and yards behind the market areas.

The lush surrounding countryside helped Market Harborough grow through trade and agriculture and its place on the road from London to Leicester, Nottingham, Derby and Manchester made it a busy, prosperous and exciting town.

In 1645 it was King Charles I's headquarters on the night before the Battle of Naseby. The following day Oliver Cromwell wrote to Parliament announcing his defeat of the King from an inn in the town. The positions of information boards describing the town's part in the Battle of Naseby are marked on your map by this symbol: ✂

The town was the origin of Thomas Cook's package holiday empire; Symington's Table creams and the famous Liberty Bodice for children. The Symington Building is the starting point of the trail. The former R & W H Symington & Co Ltd corset factory is now the home of the Harborough Museum and the Market Harborough Library where you can find out more about the town and district's fascinating story.

We would like to thank the Market Harborough Civic Society for its support in creating this trail.



Upper High Street early 20th century.

Opening times:

Sunday / Monday: closed
 Tuesday / Wednesday / Thursday / Friday: 10am - 6pm
 Saturday: 10am - 4pm

See website for information on holiday opening hours and possible entry charges for some activities and exhibitions.

Harborough Museum

The Symington Building, Adam and Eve Street
 Market Harborough, Leicestershire LE16 7LT

Phone: 0116 305 3627

Email: harboroughmuseum@leics.gov.uk



MARKET HARBOURGH HISTORICAL SOCIETY



Supported by Market Harborough & The Bowdens Charity

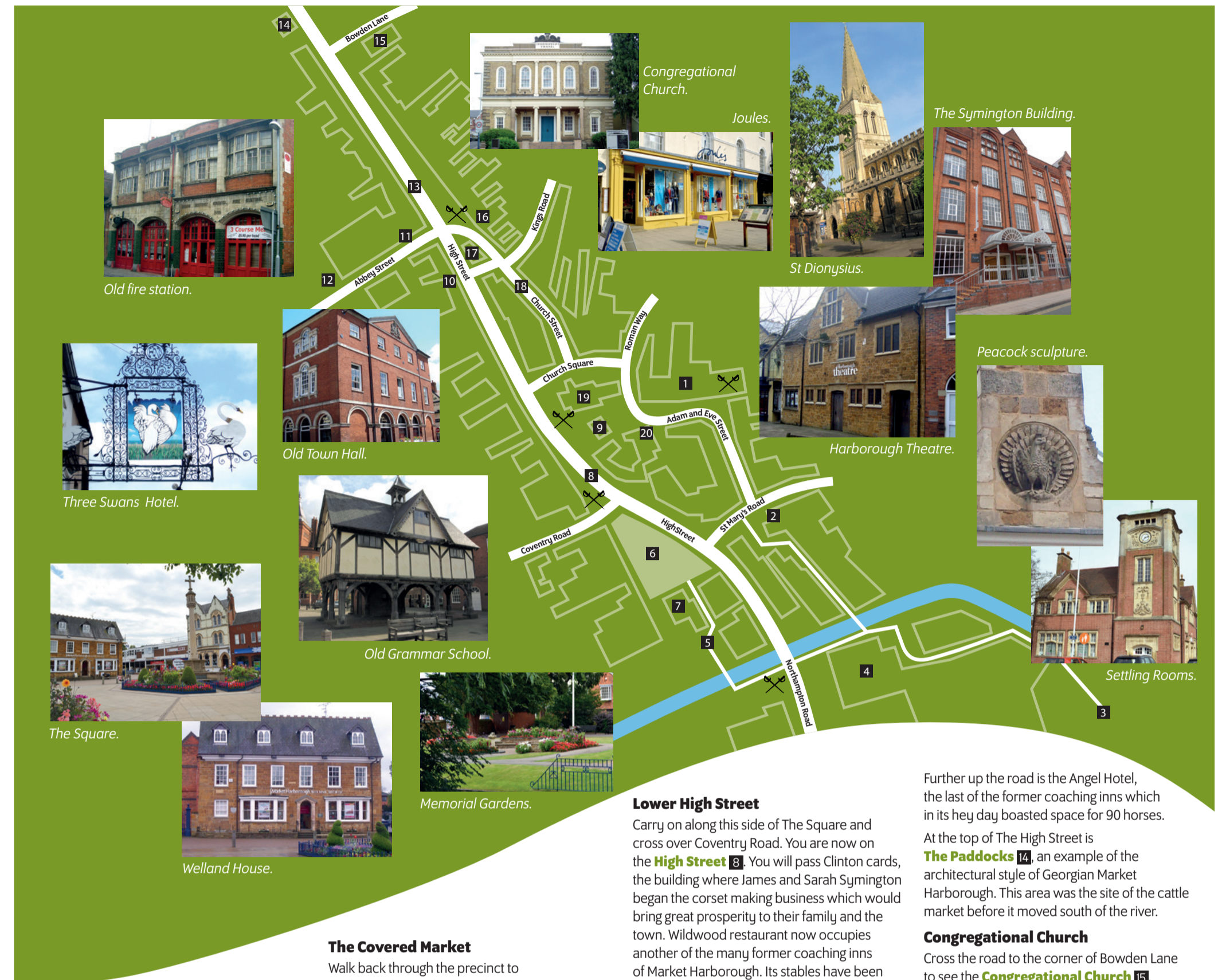
Supported by Market Harborough Civic Society

www.harboroughmuseum.org.uk

Harborough Museum

Market Harborough Heritage Trail

www.harboroughmuseum.org.uk



The Symington Building

The Symington Building 1 is an iconic former Victorian corset factory, originally the home of R & W H Symington & Co Ltd. The building is now the offices of Harborough District Council and home to the Harborough Museum and Market Harborough Library. The massive windows allowed light to flood into the building so that the hundreds of sewing machinists could work long into the summer evenings. In the underpass by Gallones ice cream parlour is one of the town's five Civil War Trail boards. Where Adam & Eve Street turns right, by the wine merchant, you will see a plaque above Quaker's Yard to famous travel pioneer, Thomas Cook. He had his home and workplace here, in the 1830s.

The Peacock

At the crossing over St Mary's Road you will see the Peacock Inn (now Pizza Express) with its **peacock sculpture** 2 in the chimney stack. Partly constructed in the 17th century this was one of Market Harborough's many coaching inns.

Continue through St Mary's Place until you get to the bridge. This crosses the River Welland, once the historic boundary between Leicestershire and Northamptonshire, and in the Dark Ages it was the boundary of the Northern Danelaw. Follow the precinct until you reach the car park (near Sainsbury's). Towards the middle of the car park is a red brick building called the **'Settling Rooms'** 3. This whole area was once the cattle market where livestock was brought to be sold to farmers, dealers and tradesmen. The 'Settling Rooms' were where the bills and accounts were paid or 'settled'.

The Covered Market

Walk back through the precinct to Market Harborough's award-winning **indoor market** 4. Medieval markets gave the town its name and without them it wouldn't exist in its current form. There were cattle and livestock markets, a dairy market and general produce markets. Seasonal Fairs brought the addition of entertainment and inns and taverns prospered. The modern indoor market is home to a variety of stall and traders and continues the town's 800 year market heritage.

Go past the indoor market, with the river on your right and turn left to follow the river, crossing the Northampton Road at the pedestrian crossing near the road bridge. Carry on for part of the 'Millennium Mile' of riverside walkway. When you reach the footbridge on your right, cross over and enter the **Memorial Gardens** 5, through a gate to your right. The gardens were built in 1954 as part of the town's commemoration of the Second World War. The grand blue gates are from Gopsall Hall, which was demolished in 1951.

The Square

Now go through the gates and into **The Square** 6 with the Town Square War Memorial at its centre. To your left is **Welland House** 7, originally two houses and built in brick before being clad in stone and is now the Market Harborough Building Society. Caffè Nero occupies Catherwood House. It was built for local pharmacist William B Bragg in 1876. His nephew William Henry and his son William Lawrence were jointly awarded the Nobel Prize in 1915 for their work on x-ray crystallography. Their contribution is marked by a Green Plaque.

Lower High Street

Carry on along this side of The Square and cross over Coventry Road. You are now on the **High Street** 8. You will pass Clinton cards, the building where James and Sarah Symington began the corset making business which would bring great prosperity to their family and the town. Wildwood restaurant now occupies another of the many former coaching inns of Market Harborough. Its stables have been converted into the restaurant kitchens. Facing Church Square and The High Street is the distinctive timber-framed building, the **Old Grammar School** 9, founded by Robert Smyth, who came from the town and made his fortune in London. Built in 1614 the open ground floor of the school originally held a butter market. The building was restored in 2014.

Further up the road Barclays Bank is in the former Harborough Bank premises. The façade of this and the HSBC building were both created in 1900.

Continue to the **Three Swans Hotel** 10 which was first mentioned as 'The Swan' in 1517. This is another of the town's great coaching inns. John Fothergill was its eccentric proprietor during the Second World War. He wrote many books of menus, recipes and reflections on his life in the hotel trade.

Abbey Street

Turn left on to Abbey Street and opposite you will see **Edinburgh House** 11, a concrete building. This was the HQ of Golden Wonder the makers of crisps and snacks and is built on the site of the old Corn Exchange.

Further along the road are the distinctive former **fire station** 12 with its large red doors and the ambulance station with its polished tiles.

Return to the **High Street** 13.

Upper High Street

The first tall building on your left after Edinburgh House is The Manor House. It probably got its name when the Steward of the Manor, William Wartnaby, came to live here in 1772. During the early twentieth century it became the premises of Richards & Son a bespoke tailors who specialised in high quality suits and clothes for equestrian sports.

Further up the road is the Angel Hotel, the last of the former coaching inns which in its hey day boasted space for 90 horses.

At the top of The High Street is **The Paddocks** 14, an example of the architectural style of Georgian Market Harborough. This area was the site of the cattle market before it moved south of the river.

Congregational Church

Cross the road to the corner of Bowden Lane to see the **Congregational Church** 15, built in 1844, with its Ionic and Corinthian columns.

Walk down past alleys that lead to yards, where goods were made and poorer families lived and worked.

Towards the town centre is **Joules** 16, the Market Harborough based fashion retailer. This building was home to Falkner's boot and shoe workshop which was moved and re-created in the Harborough Museum.

The Old Town Hall

The building that appears to be in the middle of the road is the **Old Town Hall** 17, which was built as a gift to the town by the Earl of Harborough in 1788.

Church Street & Church Square

Going down **Church Street** 18 will allow you to look down Little Street, which goes through to The High Street.

At the end of Church Street, cross over to the Square. You will reach the medieval church of **St Dionysius** 19, which was originally a chapel to St Mary in Arden (close to the railway station) and a church for pilgrims. This is why it has no graveyard. The Harborough Toys, 17th century wood and bone toys, were found in the St Dionysius Church and you can see a selection of them in the Harborough Museum.

At the side of the church is the **Harborough Theatre** 20. This stone-faced building was originally built as a cycle shed in 1935 for the workers of R & W H Symington & Co Ltd. The 1471 keystone was found in a door frame on a far wall.

The Symington Building, where you began the trail, is across Church Square.



NORTHAMPTON BOROUGH COUNCIL

SCRUTINY PANEL 2 CULTURE AND TOURISM

22 MARCH 2018

BRIEFING NOTE: DESKTOP RESEARCH

1 INTRODUCTION

1.1 At its December 2017 meeting, Scrutiny Panel 2 (Culture and Tourism) discussed potential site visits and decided that it would visit:

- Rugby and Market Harborough

1.2 Other towns and cities were suggested:

- Hull
- Stratford Upon Avon
- Leicester
- Hay on Wye

1.3 The findings from the site visits, that took place on 22 January 2018, are detailed in a separate agenda item.

2 HERITAGE AND CULTURE PROMOTION

HULL

2.1 Within its Council webpage, Hull City Council has a local history and heritage [page](#).

2.2 The page details:

- The history of Hull
- Arctic Corsair - a long and successful career as a fishing vessel, the Arctic Corsair was laid up in 1987
- Hull City Hall
- Hull City Hall concert organ
- Hull New Theatre
- Hull Fair

- Maritime Heritage
- William Wilberforce - An MP for Hull and Yorkshire, William Wilberforce was responsible for leading the fight that led to the abolition of slavery and subsequently, the bill that freed slaves in British colonies.

Heritage Learning

- 2.3 Hull also benefits from a website entitled [Heritage Learning](#). The page states that it brings learning to life through diverse art and heritage collections at Hull Museums and Ferens Art Gallery. The webpage includes a number of blogs ranging from information about Rugby football, Museum news, and how early years can benefit from the Museums.
- 2.4 Heritage Learning is a team of cultural and creative learning specialists based in Hull, East Yorkshire. It manages and delivers all of the creative and cultural learning programmes across Hull's eleven museum, gallery and History Centre sites. Heritage Learning is an independent self-funded organisation operating on a not-for-profit basis. The organisation sits within Hull Culture and Leisure Ltd.
- 2.5 There are six key themes to the webpage:
- History
 - Art
 - Science
 - English
 - Geography
 - Outreach
- 2.6 Each section is aimed at school years key stage 1 and key stage 2. It includes "fun" learning such as shocking science, transport through time, bridge builders and Victorian toys and games.
- 2.7 An app. has also been developed – [Curious Collector App](#). The app. gives details of what to do and was launched over the summer holidays last year. It became available from August 2017.

Hull 2017 – UK City of Culture

- 2.8 The website – [Hull 2017 – UK City of Culture](#) details what's on, what to visit and how residents can get involved. The website also includes details of the history of Hull and goes back to when it was founded a city in the late 12th century. A guide how to get to Hull is detailed along

with useful information and getting around the city. Merchandise, such as T-shirts, tote bags, pencil cases and baseball caps, can also be purchased via the website.

- 2.9 It is reported that Hull was announced the winner of UK City of Culture 2017 in 2013. The award is given every four years to a city that demonstrates the belief in the transformational power of culture.
- 2.10 Hull City Council set up Hull UK City of Culture 2017 as an independent company and charitable trust. It states that the team delivered 365 days of transformative cultural activity in 2017.
- 2.11 The arts and cultural programme for the year celebrates the unique character of the city, its people, history and geography. In 2017, the programme runs from 1 January to 31 December and is split into four seasons, each with something distinctive and intriguing to say, and each created to challenge and thrill.
- 2.12 The Team advises that it is working with the artists of Hull to celebrate the culture of the city and its place in the wider cultural offer of the North, and make Hull a cultural destination for must-see events. The Team highlights that young people are at the heart of the programme – it is this group who will inherit the longer-term benefits as a result of its focus around learning and participation. The Team says that it gave every young person of school age the opportunity to participate in 2017.
- 2.13 A guide to food and drink around the city is provided, along with a guide to hotels, accommodation, top attractions and a guide to theatres, museums and galleries.

Tourist Information Centre

- 2.14 Hull has a Tourist Information Centre that is open Monday to Saturday from 10am to 5pm and Sundays from 11am to 3pm.

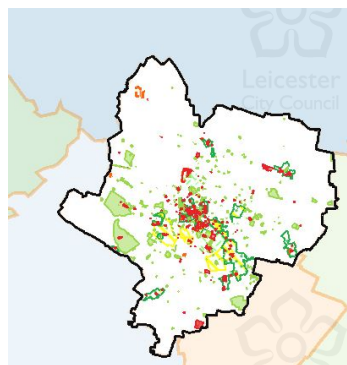
STRATFORD UPON AVON

- 2.14 Stratford Upon Avon is included within the website entitled [Heritage Open Days](#). Local history, architecture and culture (all free) is promoted on the site. Heritage open days for 2018 are scheduled for 6-9 and 13-16 Septembers.
- 2.15 Events to celebrate Heritage Open days in Stratford include escape centre – Stratford's lost railways, Old Toll House, Shakespeare's birthplace Trust – travels through Europe.
- 2.16 Shakespeare Heritage Trails are promoted on Trip Advisor.

- 2.17 Stratford Upon Avon has developed a website [Visit Stratford-Upon-Avon](#). The website details attractions, what's on, accommodation, eating, shopping and local interest.
- 2.18 The Shakespeare Birthplace Trust has its own [webpage](#), which is dedicated to information about Shakespeare. Individuals can also book their visit on line to attractions such as Hall's Croft, Anne Hathaway's Cottage and Mary Arden's Farm.

LEICESTER CITY

- 2.19 Leicester has developed a website – [Visit Leicester](#). The website includes details of what's on, what to do and see, where to eat and stay, discover the county and information that is good to know. Details regarding Heritage Open Days are also included.
- 2.20 “Good to know” includes information around the Leicester Information Centre, Railway and Bus Station, Bus Station, a City map and travelling around Leicester.
- 2.21 “See and do” includes details around attractions, arts and culture, festivals and music, shops and markets and sports and recreation.
- 2.22 Leicester City Council has a page within its website entitled [Heritage Conservation](#). Information contained within the page includes the Heritage action plan and details of heritage conservation. There are links on the page to finding listed buildings, scheduled monuments and registered parks and gardens, the minutes of the meetings of the Conservation Advisory Panel and a search facility to find a heritage asset within the city on its mapping system:



red shows heritage assets (can be magnified)

Leicester Transport Heritage Trust

- 2.23 The [Leicester Transport Heritage Trust](#) was formed in 2007. The reported aim of the Trust is to research, preserve and promote Leicester and Leicestershire's road transport heritage.

- 2.24 The Trust provides details of news and events, such as the monthly meetings, bus and rail events and the full 2018 programme of events.
- 2.25 Details of the Trust vehicles are given that range from a 1950 Leyland PD2 double decker to a modern single decker.
- 2.26 The Trust plans to conserve Stoneygate Tram Depot. History of the trams and the tram depot are given on the Trust's website; for example in 1968 the Tram Depot was used by the City's Museums Department as a Railway Museum that opened on 27 July 1968. Key facts on Stoneygate are given .
- 2.27 The Trust provides the Story of Public Transport in Leicester.
- 2.28 [The Story of Leicester](#) is another webpage that provides details and celebrates Leicester's 2,000 years of history. This is done through 90 heritage interpretation panels across the city. The panels tell the story of Leicester, featuring information on key heritage buildings and well-known individuals associated with Leicester. The panels are located in shopping centres, on medieval churches, near former warehouses and in front of the city's iconic landmarks such as the Clock Tower and Corn Exchange. Some are free-standing 'totem'-style boards, whilst others are mounted on walls or railings. Heritage panels can also be found in Leicester's historic villages of Aylestone, Belgrave, Braunstone, Evington, Humberstone and Knighton. The panels are grouped in themes to tell different chapters in the city's story. Themes are colour-coded to make them easy to identify and explore subjects such as the city's Roman origins, its industrial heritage or Leicester at the time of Thomas Cook. A series of ten panels are linked to historic buildings and sites connected to the King Richard III story and Leicester. All are linked by a walking trail. [Click here to find out more about the King Richard III walking trail](#). The Modern Leicester series also celebrates some of the city's famous sons and daughters like Richard Attenborough and Sue Townsend. There are location guides to the Interpretation panels detailed on the webpage.
- 2.29 De Montfort University, Leicester has its own [Heritage Centre](#). It showcases the history around the campus and tells the story of the university and its contribution to teaching, research and the lives of our students over 145 years. It hosts two gallery spaces which will support our ongoing temporary exhibitions programme. The Heritage Centre also showcases the inspiring achievements of DMU staff and students, past and present. The last Sunday of every month is dedicated to Heritage Sunday from 11am to 3pm.

HAY ON WYE

- 2.30 Hay on Wye has a [Hay Heritage trail](#) that is reported to cover the main story of Hay. It is a 1.2km trail that takes around 60-90 minutes to complete. This circular tour takes in all the main historic features of Hay, including the Cheese and Butter Markets, the Town Walls and Gateways. Then off to the Castle and the original Motte next to St Mary's church, historic wells and several pubs. There is a cost to go along on the tour, £5 for adults, children under 16 are free.
- 2.31 Hay on Wye has its own history group and is led by an architectural historian. Various talks are given throughout the year, there is a small cost to attend.
- 2.32 Hay on Wye has its own [website](#). The site provides details of:
- Where Hay on Wye is located
 - [Tourist Bureau](#) (open daily from 11am to 3pm)
 - Visit Hay
 - Events
 - Images of Hay
 - Hay Tours
 - Hay Town Council
 - Chamber of Commerce
 - Hay Market
 - Other information
 - Weather
- 2.33 Links are also provided to accommodation, bookshops, business, arts and crafts, food and drink and leisure.
- 2.34 Each year the [Hay Festival](#) takes place. This year it is from 24 May to 3 June 2018. The programme of some six hundred events (including two free days for schools and a parallel programme for children and families, called HAYDAYS) takes place in the tented festival village during the spring bank holiday. Writers, politicians, poets, scientists, comedians, philosophers and musicians come together on the greenfield site to talk, eat, think. Tickets range from £5 to £40. A site map of the festival is detailed below:



- 2.35 The history of Hay on Wye is provided via another [website](#).
- 2.36 Contained within the [Cultural Trip](#) website, the top ten must visit bookshops in Hay On Wye are detailed with links and further information about the bookshops. There is also a [Hay on Wye Bookshop guide](#).

Coventry

- 2.37 Recently, Coventry won the title of UK City of Culture for 2021. The activity is being run by Coventry City of Culture Trust, an independent charity that has been set up to manage the process. Coventry City of Culture Trust, established in 2015 and it is currently in the process of appointing its Directors. The other places in the running for the title were Swansea, Paisley, Stoke-on-Trent and Sunderland.
- 2.38 [Coventry 2021 – UK City of Culture](#) reports that the Coventry’s 2021 programme will include a Street of Culture programme co-producing work in local communities. The first build-up event will be the UK’s first Shop Front Theatre Festival on 23-24th March 2018 and the city will celebrate the 100th anniversary of its Cathedral with a major new lighting commission. A 2.2 mile Ring Road poem is set to one of the digital centrepiece of 2021 along with major productions by the RSC and the screening of the entire works of Shakespeare in iconic locations. An artist-led festival called ‘Moments of Silence’ will create moments of silence and beauty and reflect on the city’s 700-year-old Carthusian monastery Charterhouse and play on the myth of being ‘Sent to Coventry’. Coventry reports that building on the success of 95-year-Old Indian Photographer Masterji’s exhibition, the city will develop a project Tale of Two Streets that looks at two of the most diverse streets in Britain through the eyes of photographers.

3 RECOMMENDATION

- 3.1 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

2 January 2018