

# Culture and Tourism

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# Exam Question

A summary of the current marketing of tourism, culture and heritage carried out by Northampton Borough Council; information regarding the key cultural, tourism and heritage assets within the borough; and potential opportunities to attract visitors and the types of attractions which Northampton can offer.

# Me - Ian Gray

- On what basis am I talking to you?
- Why me?
- What do I know?

# Me - Ian Gray



# Me - Ian Gray



# Definitions

- Culture - “the arts and other manifestations of human intellectual achievement regarded collectively”.
- Tourism – “The commercial organisation and operation of holidays and visits to places of interest”.
- Heritage – “Valued objects and qualities such as historic buildings and cultural traditions that have been passed down from previous generations”.



# Turn the exam question around

- What are the key cultural, tourism and heritage assets?
- How are we marketing this?
- What is the potential future?

# Northampton – Key Cultural Assets according to Google

## [Leisure, culture and heritage | Northampton Borough Council](http://www.northampton.gov.uk/info/200240/leisure-culture-and-heritage)

[www.northampton.gov.uk/info/200240/leisure-culture-and-heritage](http://www.northampton.gov.uk/info/200240/leisure-culture-and-heritage)

We host an annual programme of events, from food and music festivals to fundraising events. Events · Parks and Open Spaces. We maintain 170 parks and ...

## [Arts and culture - Northamptonshire County Council](http://www3.northamptonshire.gov.uk/councilservices/children.../out.../arts-culture.aspx)

[www3.northamptonshire.gov.uk/councilservices/children.../out.../arts-culture.aspx](http://www3.northamptonshire.gov.uk/councilservices/children.../out.../arts-culture.aspx)

Information on arts, museums, libraries and county heritage sites for young people in *Northamptonshire*.

## [Cultural Quarter, Northampton - Wikipedia](https://en.wikipedia.org/wiki/Cultural_Quarter,_Northampton)

[https://en.wikipedia.org/wiki/Cultural\\_Quarter,\\_Northampton](https://en.wikipedia.org/wiki/Cultural_Quarter,_Northampton)

The *Cultural Quarter* of the town *Northampton*, England, is a *Northampton Borough Council* initiative to promote the depressed centre of the town. Part of it was referred to as *Derngate*, the name of a gate in the old town walls. The re-branding was launched in early 2013.

## [78 Derngate · Errol Flynn Filmhouse · Northampton Museum and Art Gallery](http://www.northampton.gov.uk/78-Derngate-Errol-Flynn-Filmhouse-Northampton-Museum-and-Art-Gallery)

## [Northampton: Culture – TripAdvisor](https://www.tripadvisor.co.uk/Travel...s202/Northampton:Massachusetts:Culture.html)

[https://www.tripadvisor.co.uk/Travel...s202/Northampton:](https://www.tripadvisor.co.uk/Travel...s202/Northampton:Massachusetts:Culture.html)

[Massachusetts:Culture.html](https://www.tripadvisor.co.uk/Travel...s202/Northampton:Massachusetts:Culture.html) Inside *Northampton: Culture* - Before you visit Northampton, visit TripAdvisor for the latest info and advice, written for travellers by travellers.



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# Northampton – Key Tourism Assets according to Google

[Visit Northamptonshire www.visitnorthamptonshire.co.uk/Cached](http://www.visitnorthamptonshire.co.uk/Cached) [Similar](#)

An Independent Guide to visiting *Northamptonshire* including accommodation, food and drink, events, attractions, places to see, and things to do.

[Out & About](#) · [Historic Houses and Stately ...](#) · [Car Boot Sales](#) · [Country Parks](#)

[The Top 10 Things to Do in Northampton 2017 - TripAdvisor](#)

<https://www.tripadvisor.co.uk> › ... › *England* › *Northamptonshire* › *Northampton* [Cached](#)

Things to Do in Northampton, England: See TripAdvisor's 7376 traveller reviews and photos of *Northampton* tourist attractions. Find what to do today, this ...

[Northampton 2017: Best of Northampton, England Tourism - TripAdvisor](#)

<https://www.tripadvisor.co.uk> › ... › *England* › *Northamptonshire* [Cached](#)

*Northampton Tourism*: TripAdvisor has 64667 reviews of Northampton Hotels, Attractions, and Restaurants making it your best Northampton resource.

[New Northampton tourist guide now available | Northampton Borough ...](#)

[www.northampton.gov.uk](http://www.northampton.gov.uk) › *Latest news* [Cached](#) [Similar](#)

19 Feb 2014 - The 64 page book features everything that the town has to offer, including events and culture, history and key *tourist* destinations and venues.

[Northampton Visitor Information Guide - Travel About Britain](#)

[www.travelaboutbritain.com/northamptonshire/northampton.php](http://www.travelaboutbritain.com/northamptonshire/northampton.php) [Cached](#)

[Similar](#)

*Tourist* Information about *Northampton* (*Northamptonshire*, Central England). History, local attractions and places to visit...



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# Northampton – Key Heritage Assets according to Google

[A chance to explore Northampton's history | Heritage open days in ...](#)

[www.northampton.gov.uk](http://www.northampton.gov.uk) › Leisure, culture and heritage

Heritage Open Days 2016 was once again a great success, with some of the town and county's most interesting and beautiful buildings - many of which are very ...

[Northamptonshire Heritage - Enjoy Northamptonshire's Heritage](#)

[www.northamptonshireheritage.co.uk/](http://www.northamptonshireheritage.co.uk/)

Northamptonshire Heritage - there's a discovery for everyone.

[Archives, heritage and history - Northamptonshire County Council](#)

[www3.northamptonshire.gov.uk/councilservices/archives-and-heritage/.../default.aspx](http://www3.northamptonshire.gov.uk/councilservices/archives-and-heritage/.../default.aspx)[Cached](#)

Northamptonshire archives and *Northamptonshire heritage*.

[Family history and heritage - LibraryPlus - Northamptonshire County ...](#)

[www3.northamptonshire.gov.uk/.../library.../family-history-and-heritage.aspx](http://www3.northamptonshire.gov.uk/.../library.../family-history-and-heritage.aspx)[Cached](#)

Ancestry | Find My Past | Newspaper Archives | Free Family History Websites |

*Heritage: Northamptonshire* | *Heritage: National* | World War I Centenary.[Family history resources](#) · [Northamptonshire heritage ...](#) · [Countywide heritage ...](#)



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# Northampton – Key Assets

Love Northampton says:

- Guild Hall
- St Giles Quarter
- Cultural Quarter
- 78 Derngate
- Market Square and Town Centre
- Historic Castle area
- South Bridge
- Delapre Abbey
- Boot and Shoe Quarter
- Wellingborough Road
- Abington
- Sixfields



# Northampton – Key Assets

Northamptonshire Heritage says:

- Battle of Northampton
- Northampton Castle
- Delapre Abbey
- The Eleanor Crosses
- Northampton Market
- 78 Derngate
- Becketts Well
- Beckett and Sargeant's School
- The Guildhall
- Hazelrigg house
- National Lift Tower
- Northampton and County Club
- The Royal Theatre
- The Sessions House



# Northampton – Key Assets

Surprise Northamptonshire says:

- Delapre Abbey
- 78 Derngate
- The Guildhall
- Errol Flynn Filmhouse
- Royal & Derngate
- NN Contemporary Art
- Right Angle Gallery
- The Deco
- Threshold Studios
- Abington Park Museum
- Northampton Museum and Art Gallery
- All Saints Church
- St Giles Church
- St Matthews Church
- St Peters Church
- The Holy Sepulchre Church
- Abington Park
- The Sports Clubs

**NORTHAMPTONSHIRE  
BRITAIN'S BEST SURPRISE**

# Northampton – Key Assets

Trip Advisor Top Ten to do in Northampton says:

- 78 Derngate
- Royal and Derngate Theatre
- Abington Park
- Delapre Abbey



# Northampton – Key Assets

Other Members and Colleagues have mentioned:

- Abington Brewery
- Billing Road Cemetery
- Cobbler's Last Statue
- Discovery (Francis Crick Statue)
- Doddridge
- Ironstone Railway & Hunsbury Hill Fort
- Welsh House
- Tram Shelters
- War Memorials

# Northampton – How is it being marketed?

- Appears to be very traditional with usual forms of media?
  - Brochure with dependent advertising
  - Leaflets
  - A variety of websites with different priorities
  - Limited packaging of trips
- Event focussed
- Independent attractions marketing independently
- Limited regional marketing target area
- Limited target market differentials seen





# Northampton – The Future Potential

- What is the target market for Northampton?
  - Demographics?
  - From where?
  - How are they going to get here?
  - What about our existing resident market?
- What have we to offer for the future?
- How are we going to get Northampton noticed?



# Northampton – The Future Potential

## The Telegraph

Top 10 Weekend breaks

Go Boating in Suffolk



# Northampton – The Future Potential

## The Telegraph

Top 10 Weekend breaks

Explore the Coast of Cornwall



# Northampton – The Future Potential

## The Telegraph

Top 10 Weekend breaks

Cycle in Norfolk



# Northampton – The Future Potential

## The Telegraph

Top 10 Weekend breaks

Hit the beach in Brighton



# Northampton – The Future Potential

## The Telegraph

Top 10 Weekend breaks

Spot Seals in Devon



# Northampton – The Future Potential

## The Telegraph

Top 10 Weekend breaks

Eat your way through Yorkshire



# Northampton – The Future Potential

## The Telegraph

Top 10 Weekend breaks

Stroll through the Cotswolds





# Northampton – The Future Potential

## The Telegraph

Top 10 Weekend breaks

Tackle the Lake District



# Northampton – The Future Potential

## The Telegraph

Top 10 Weekend breaks

Take in the sights of Bath



# Northampton – The Future Potential

## The Telegraph

Top 10 Weekend breaks

See art in London



# Northampton – The Future Potential

## The Telegraph

Top 11 Weekend breaks??

Take in the Culture of Northampton??



# Northampton – The Future Potential

## 2016 Travel Trends

- There was a record number of visits to the UK in 2016 and a record number of visits abroad by UK residents.
- There were 37.6 million visits by overseas residents to the UK in 2016, which was 4% more than in 2015.
- There were 70.8 million visits overseas by UK residents in 2016, which was 8% more than in 2015.
- UK residents spent £43.8 billion on visits overseas in 2016, which was 12% more than in 2015.
- Overseas residents spent £22.5 billion on visits to the UK in 2016, an increase of 2% compared with 2015.
- The most frequent reason for visits was for holidays, both for UK residents visiting abroad and overseas residents visiting the UK.



# Northampton – The Future Potential

- How to capture the potential market?
- What is the market that will come?
  - ABC1s?
  - Families?
- What is the market you want?
- Why will they come?
- What is the final product?
  - Individual Event / Day Visits
  - Weekend
  - Linked attractions and accommodation packages –themed?
- How do we get the final product?
  - What are the current assets we can use?
  - Do Visitors respect Borough boundaries?
  - Althorp, Silverstone etc as part weekend visits.



# Northampton – The Future Potential

Why not? Even Bradford did it! 1980s Campaign – Became No 1 outside London



# Northampton - The Future Potential

Create your market.



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# Northampton - The Future Potential

Create your market.

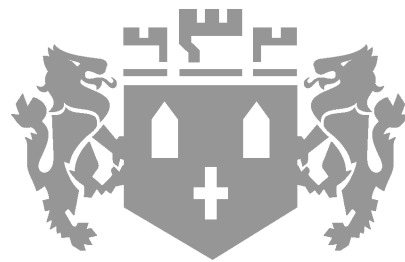


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# Conclusions for Scene Setting

- A newcomer's perspective
- Diverse and partly confused offer
- Limited knowledge of the Town's assets outside sub-region
- Theming and Packaging not visible enough
- Traditional marketing methods at the moment
- Amazing potential existing, coming on stream or surrounding that needs to be utilised
- Of the 723,000 population of Northamptonshire, where do they go?
- How do we join up the initiatives?





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