



NORTHAMPTON
BOROUGH COUNCIL

OVERVIEW AND SCRUTINY

SCRUTINY PANEL 2 – CULTURE AND TOURISM

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

The purpose of the Review is

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

CORE QUESTIONS:

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

1. Please can you make suggestions for the Scrutiny Panel's consideration how Northampton's heritage and culture could be promoted on a regional, national and global level:

There is an apparent lack of promotional material available locally and regionally to promote the heritage and cultural offering in Northampton. In the short term this could be remedied in a quick and cost effective manner through using existing infrastructure such as the railway station, bus station, public transport and accommodation offering to promote the offer. On a wider scale there are events and people of historical significance whose origins can be directly traced back to Northampton and we could make more of these when promoting the town as a visitor and inward investment destination.

We should also work more closely with our national and global brands such as Northampton Saints, Cosworth, Churches and Carlsberg to reach a more national and global audience.

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

As identified in the previous answer there are presently gaps in the marketing of the town and its rich heritage and some of this can be

remedied simply through an increase in available and relevant marketing literature and wayfinding in strategically significant locations.

A gap is also apparent in how we are working with our global brands to collectively promote the 'Northampton offer' to a wider audience.

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

Within the town centre alone there are a number of culturally significant buildings and other architecture that if promoted effectively could represent an element of tourism offering not currently being utilised. By drawing attention to these buildings and the part they have to play in the history of Northampton could be an effective vehicle to support the wider tourism offer.

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

Clearly the Borough Council has a key role to play in promoting the town, not least from an inward investment and economic development point of view.

If we are to successfully attract and retain businesses within the local area this needs to be underpinned through a strong promotion of the town and its physical, cultural and historical assets in order to build a strong overarching case for investment that also includes current and future footfall, housing stock, educational facilities and catchment affluence.

The Borough Council alone cannot be responsible for "building" this offer and we therefore need to recognise and work with a number of partner organisations to ensure the full offer is apparent.

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

One that recognises the positives associated with a town of rich heritage and historical significance and that this is at the forefront of any town centre offering to both new and existing residents, visitors and businesses.

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

Nothing additional to that already listed above.