

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

As Local Planning Authority, the Borough Council is responsible for ensuring that heritage assets are protected in a way which will secure their long term survival. The Council's role in this respect therefore is in making appropriately informed planning decisions which preserve and enhance the asset or assets – robust decision making based on best practice and adopted policy ensure that assets are maintained in their best possible state. Through its work in protected listed buildings and designating and assessing Conservation Areas, the Council's heritage officers have a wealth of knowledge about the history of the town, its most important heritage features and also how these contribute to the unique character of parts of the town.

2. Can you identify any gaps within this marketing and the cultural and tourism offer and how it can be developed. Please provide details.
3. How could the vehicle of tourism be used to provide learning about Northampton.

Heritage walks and interpretive material could develop deeper understanding of how the town has developed over time and how this contributes towards the character, and sense of place, of the town today.

At the Heritage Stakeholder meeting officers suggested 'Architects walks' for significant architects such as Matthew Holding, Charles Dorman, E. F. Law and specifically relating to the Boot & Shoe Industry. Heritage Open Days and the emerging Local List also offers opportunities to both understand and promote the heritage of the town.

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

Protecting and promoting heritage assets ensures that the special character of the town is preserved, whilst still being home to thriving retail and employment sectors. Positive Planning in this respect enhances the unique selling point of the town, in particular in relation to responding to competing retail offers, for example at Milton Keynes and Rushden Lakes, which are often criticised for lacking any sense of character or place, or being 'clone towns'.

Officers also work constructively with our partners such as NCC and Historic England

5. What do you want the cultural and heritage offer of Northampton to look like in 2025?
6. Do you have any other information you are able to provide in relation to tourism and culture in Northampton.