

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.

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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 !!

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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.

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