



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
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
3. How could the vehicle of tourism be used to provide learning about Northampton.
4. Please provide details of the roles of both Northampton Borough Council and other partners have in promoting the town of Northampton.
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.