



NORTHAMPTON BOROUGH COUNCIL

SCRUTINY PANEL 2 CULTURE AND TOURISM

18 JANUARY 2018

BRIEFING NOTE: BACKGROUND DATA – RESULTS OF SURVEY

1 INTRODUCTION

- 1.1 At its inaugural scoping meeting, Scrutiny Panel 2 (Culture and Tourism) agreed that it would put together a survey regarding the culture and heritage in Northampton.

2 SURVEY

- 2.1 A survey went live in the autumn 2017 and details were also forwarded to a number of Resident Groups and Forums.
- 2.2 The following questions were asked:
1. How would you like to see Northampton's heritage and culture being promoted locally, nationally and on a global level?
 2. What could be done to promote culture and tourism in Northampton that is not being done already?
 3. How do you think that tourism can be encouraged to promote learning about Northampton?
 4. What could be done to promote culture and tourism in Northampton that is not already being done?
 5. What should be the role of Northampton Borough Council and its partners in promoting the town?
 6. What would you like the promotion of Northampton's culture and heritage to look like ten years from now?
 7. Any other comments.

3 ANALYSIS OF THE SURVEY

- 3.1 Detailed below are the key points, relevant to the scope of the Review, made by the 95 respondents to the survey. The complete responses are available should Panel members want to review them in full.
- 3.2 A number of responses were similar and they have been grouped together, detailing the number of times suggested. Should the idea be suggested more than once, the number of suggestions is detailed in brackets.

- 3.3 Some responses were not in accordance with the scope of this Review and therefore have not been included within this briefing note. A number of respondents (22 in total) referred to the cleanliness of the town and the need for more cleaning and litter collection. Anti-social behaviour and issues relating to anti-social behaviour were referred to seven times by respondents to the survey.
- 3.4 Trails of the town were a popular suggestion and suggested in a number of ways.

How would you like to see Northampton's heritage and culture being promoted locally, nationally and on a global level?

- Promote Northampton on social media (7)
- Promote events on Facebook and trip advisor
- More advertising - all mediums
- Local TV advertisings
- Advertise and shout aloud
- Promote on Community Radio, via free local magazines etc.
- An exciting, professional website to show off the town's attributes
- Re-open the Museum and promote it(5)
- A Transport Museum for the town (3)
- Re-open the Shoe Museum (2)
- A good local museum with interactive tours
- A Museum on the old bus station site in St James
- Panels in the Grosvenor Centre depicting some of Northampton's history, use the empty shops around the town too (2)
- Signposting to all the major historic and social history
- Begin promotion at a local level
- More publicity of events
- Create a team of 200 volunteers to promote heritage and culture of the town; headed up by one paid project manager
- Liaise with Friends of Northampton Castle regarding NBC promoting certain events
- Investment in the town – at least two spring/summer dedicated tour buses
- Caravan park at Delapre Abbey – operated by the Caravan Club
- A skilled officer with knowledge of the town and its history to lead on the promotion
- A dedicated team to research and present the information
- More "involvement" days to recognise the history of Northampton
- Widely publicise the town's history in an easily viewed and prominent position
- Look at how to attract people to the town and encourage them to return
- Make Northampton a more attractive place to visit
- Similar promotion to that of Athens, Rome, Egypt etc.
- Tours of the theatres
- Promote local authors such as Alan Moore or Mark Haddon
- More events relating to medieval times of Northampton
- More imaginative use of the Market Square as a public space
- Monthly Farmers' Markets with artisan food and drink, antiques etc.
- Support sport and the theatres

- Develop the town's parks
- Encourage further education establishments to develop cultural and heritage programmes
- Make more of the riverside
- More intercity trains stopping at the town
- More public displays, galleries, events
- Promote the town's roman medieval and post-medieval history and heritage and the churches
- Do good quality heritage activities
- Celebrate current rich diversity of cultures
- Introduce more open days
- Focus on beer and shoes
- "Piggy back" onto the advertising of the big companies in the town
- Promotions at Rushden Lakes

What could be done to promote culture and tourism in Northampton that is not already being done?

- Use of Social media (11)
- There is a lack of promotion – need paper, leaflets, banners and electronic promotion (7)
- Install brown signage for the town and improved signage (3)
- Shoe trail linking to shoe history (4)
- Tourist office in the town Open and one at castle station (6)
- Factory shoe shop trail and tour (3)
- Northampton town trail (2)
- A heritage walking route and more promotion of the walking routes (4)
- History of architecture trail
- Introduce a children's trail, similar to that of the one at Leighton Buzzard
- Many more specialised trail brochures linking places of similar activity/interest
- Mirror best practice, such as Kent which has very open access and promotes itself well (2)
- Promote the history of Northampton such as the churches
- Banners on lamp posts or across specific streets
- Use geocaching
- An illustrated map
- Create "Celebrate Northampton" week
- Press releases to Residents' Associations
- Lobby for a heritage gateway
- A 2019 heritage festival
- Open up some of the historical buildings
- More use of the beautiful market square, particularly on a Sunday
- More use of the area in front of St Giles Church
- Street art, exhibitions, antique valuations, auctions
- Promote the good range of eateries in the town
- Northamptonshire has a lot of tourist attractions to promote
- Northampton themed pubs
- More live music and theatre shows in the parks
- Events based around history, with the historic market square

- Events such as a vintage fayre
- Bring an international airport to the town
- Invite a few top lifestyle journalists to spend a weekend in Northampton and sample the food/theatre/sport/walks etc.
- Collaboration with local promoters, musicians, artists etc.
- Bring back the balloon festival
- Promote nationally to start with
- Don't use advertising campaigns

How do you think that tourism can be encouraged to promote learning about Northampton?

- Open top buses (3)
- Information about world war 2, the castle, link with the Royal family (3)
- Shoe museums (3)
- Make the shoe museum more manufacturing based. Put on stage shows in making shoes. Hands on displays. (2)
- Shoe fashion shows and show making course
- Have a shoe fayre where all local manufacturers can come together and sell shoes a discount for one day a year
- Haunted tours of the town
- Work with English Heritage to promote Northampton
- Guided tours around the town
- Appeal to the varied history of the county. Variety attracts more visitors
- Let schools, colleges and organisations show their creative faculties
- A Northampton Lottery
- Let Northampton's history shine
- Hold events at heritage places
- Open air festivals
- Ask local businesses to promote the town and events through their advertising
- Use an easy to read "history book"
- More use of the parks, rivers and canals
- Easily viewed literature and signage around the town centre
- More of a landmark made of the Queen Eleanor memorial
- Celebrate the history of the town, linking a visit with Oxford or the Cotswolds
- Bring back the Northampton show
- Hold more enticing events to attract visitors
- Special weekend events that revolve around the historical content of Northampton
- Promote the civil war, Battle of Northampton and Bradlaugh
- Use of the already popular/famous locations or individuals
- Promote Northampton on websites, motorway services information places, hotels etc.
- Enter the Chelsea flower show
- Introduce a phone app. about the culture; with prizes, discounts etc.
- Promote the Old Northamptonians
- Make the town more attractive to visit

What should be the role of Northampton Borough Council and its partners in promoting the town?

- Regenerate the town and introduce more “upmarket” shops (13)
- Employ Tourist staff (3)
- Full market up and running again (3)
- Inter-Agency working, using the expertise within the county (2)
- Have a good unbiased look at the town
- Members of the Council to be proactive in promoting the town
- Historical plaques
- Liaison with local historical societies regarding the town’s history
- Speak with local historians for ideas
- Bigger events held
- Work with the Royal and Derngate, University and colleges, professional sports clubs
- Use sponsors and ambassadors – more promotion
- Ideas, coordination and publications
- NBC should facilitate and contract with an independent external organisation with a track record of delivering a successful campaign of marketing and promotion. Professionals should oversee the contract
- A greater online presence
- Fund an education programme

What would you like the promotion of Northampton’s culture and heritage to look like ten years from now?

- Convene a small Working Group of local people to lead on this.
- The town being a beacon of culture, shining out.
- A museum and art gallery with lots of exhibits
- A world class museum with exciting exhibitions
- Encourage modern visual arts
- Print workshop, crafts centre, contemporary arts gallery
- Exhibitions of a national standing
- Build a sculpture park (in Becket’s Park)
- More opportunities for traditional crafts to be learnt
- Make residents of local towns aware of what Northampton has to offer
- For the town to be full of events, culture, history and education
- To be a destination that people want to visit
- Vibrant events throughout the year, well-advertised.
- A town that people are proud of and people of all ages can enjoy
- Focus on diversity of people coming to the town, not just volume
- Promote what is going on in the town – regular promotion
- Wall to wall coverage
- More for young people
- Visitors happy to visit Northampton
- Widen who you are appealing to.
- For Northampton to look like Stratford Upon Avon did ten years ago
- Northampton to be recognised alongside the other big cities in the country
- Teaching local heritage to all Primary Schools

- A rich and vibrant music scene showcasing the local talent

Any other comments?

- There needs to be more on offer within the town centre, other than eateries, restaurants and shops (2)
- Tourist information to be available in a variety of languages
- The town has a great theatre, nice bars, restaurants and a decent Rugby team but needs more
- Listen to the local people to hear what they want
- Lobby central Government for funding
- On line promotion, apps. Etc.
- A monthly flyer to schools, bus station, train station etc., promoting what is going on
- More to do at lunchtime
- Put in an ice rink, splash park for children, museums that are interactive and fun
- Work with bigger bodies such as English Heritage
- Tours of the Guildhall
- Delapre Abbey should bring in visitors
- Heritage open weekend was great
- Promote events that attract visitors from outside the town
- Develop the town's rich history
- A list made of what Northampton has to offer and putting together a guide with a map
- Try to have a big ten approach
- A rehearsal studio and podcast network director offered to help re interviews etc. Contact details provided to the Scrutiny Panel
- Promote ,promote, promote
- Published short, medium and long term plan
- Put information plaques on the older buildings
- Concentrate on what makes Northampton great
- Link "Visit Northampton" website from county and borough council websites. Add more to "what's on" on the websites.
- Improve visitor information points (Edinburgh and Brighton good examples of best practice)
- Speak with history students, history societies and campaign groups to see what is needed.
- "Big Tent" approach
- More activities for children
- More music venues
- Open St Peters Church to visitors
- Free weekly walking tour
- Engage with the people of the county

4 RECOMMENDATION

- 4.1 That the information provided in this briefing note informs the evidence base of this Scrutiny Review.

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