



NORTHAMPTON BOROUGH COUNCIL

SCRUTINY PANEL 2 CULTURE AND TOURISM

22 MARCH 2018

BRIEFING NOTE: DESKTOP RESEARCH

1 INTRODUCTION

1.1 At its December 2017 meeting, Scrutiny Panel 2 (Culture and Tourism) discussed potential site visits and decided that it would visit:

- Rugby and Market Harborough

1.2 Other towns and cities were suggested:

- Hull
- Stratford Upon Avon
- Leicester
- Hay on Wye

1.3 The findings from the site visits, that took place on 22 January 2018, are detailed in a separate agenda item.

2 HERITAGE AND CULTURE PROMOTION

HULL

2.1 Within its Council webpage, Hull City Council has a local history and heritage [page](#).

2.2 The page details:

- The history of Hull
- Arctic Corsair - a long and successful career as a fishing vessel, the Arctic Corsair was laid up in 1987
- Hull City Hall
- Hull City Hall concert organ
- Hull New Theatre
- Hull Fair

- Maritime Heritage
- William Wilberforce - An MP for Hull and Yorkshire, William Wilberforce was responsible for leading the fight that led to the abolition of slavery and subsequently, the bill that freed slaves in British colonies.

Heritage Learning

- 2.3 Hull also benefits from a website entitled [Heritage Learning](#). The page states that it brings learning to life through diverse art and heritage collections at Hull Museums and Ferens Art Gallery. The webpage includes a number of blogs ranging from information about Rugby football, Museum news, and how early years can benefit from the Museums.
- 2.4 Heritage Learning is a team of cultural and creative learning specialists based in Hull, East Yorkshire. It manages and delivers all of the creative and cultural learning programmes across Hull's eleven museum, gallery and History Centre sites. Heritage Learning is an independent self-funded organisation operating on a not-for-profit basis. The organisation sits within Hull Culture and Leisure Ltd.
- 2.5 There are six key themes to the webpage:
- History
 - Art
 - Science
 - English
 - Geography
 - Outreach
- 2.6 Each section is aimed at school years key stage 1 and key stage 2. It includes "fun" learning such as shocking science, transport through time, bridge builders and Victorian toys and games.
- 2.7 An app. has also been developed – [Curious Collector App](#). The app. gives details of what to do and was launched over the summer holidays last year. It became available from August 2017.

Hull 2017 – UK City of Culture

- 2.8 The website – [Hull 2017 – UK City of Culture](#) details what's on, what to visit and how residents can get involved. The website also includes details of the history of Hull and goes back to when it was founded a city in the late 12th century. A guide how to get to Hull is detailed along

with useful information and getting around the city. Merchandise, such as T-shirts, tote bags, pencil cases and baseball caps, can also be purchased via the website.

- 2.9 It is reported that Hull was announced the winner of UK City of Culture 2017 in 2013. The award is given every four years to a city that demonstrates the belief in the transformational power of culture.
- 2.10 Hull City Council set up Hull UK City of Culture 2017 as an independent company and charitable trust. It states that the team delivered 365 days of transformative cultural activity in 2017.
- 2.11 The arts and cultural programme for the year celebrates the unique character of the city, its people, history and geography. In 2017, the programme runs from 1 January to 31 December and is split into four seasons, each with something distinctive and intriguing to say, and each created to challenge and thrill.
- 2.12 The Team advises that it is working with the artists of Hull to celebrate the culture of the city and its place in the wider cultural offer of the North, and make Hull a cultural destination for must-see events. The Team highlights that young people are at the heart of the programme – it is this group who will inherit the longer-term benefits as a result of its focus around learning and participation. The Team says that it gave every young person of school age the opportunity to participate in 2017.
- 2.13 A guide to food and drink around the city is provided, along with a guide to hotels, accommodation, top attractions and a guide to theatres, museums and galleries.

Tourist Information Centre

- 2.14 Hull has a Tourist Information Centre that is open Monday to Saturday from 10am to 5pm and Sundays from 11am to 3pm.

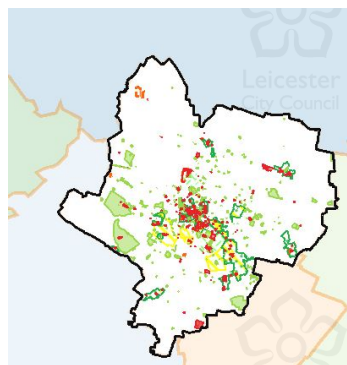
STRATFORD UPON AVON

- 2.14 Stratford Upon Avon is included within the website entitled [Heritage Open Days](#). Local history, architecture and culture (all free) is promoted on the site. Heritage open days for 2018 are scheduled for 6-9 and 13-16 Septembers.
- 2.15 Events to celebrate Heritage Open days in Stratford include escape centre – Stratford's lost railways, Old Toll House, Shakespeare's birthplace Trust – travels through Europe.
- 2.16 Shakespeare Heritage Trails are promoted on Trip Advisor.

- 2.17 Stratford Upon Avon has developed a website [Visit Stratford-Upon-Avon](#). The website details attractions, what's on, accommodation, eating, shopping and local interest.
- 2.18 The Shakespeare Birthplace Trust has its own [webpage](#), which is dedicated to information about Shakespeare. Individuals can also book their visit on line to attractions such as Hall's Croft, Anne Hathaway's Cottage and Mary Arden's Farm.

LEICESTER CITY

- 2.19 Leicester has developed a website – [Visit Leicester](#). The website includes details of what's on, what to do and see, where to eat and stay, discover the county and information that is good to know. Details regarding Heritage Open Days are also included.
- 2.20 “Good to know” includes information around the Leicester Information Centre, Railway and Bus Station, Bus Station, a City map and travelling around Leicester.
- 2.21 “See and do” includes details around attractions, arts and culture, festivals and music, shops and markets and sports and recreation.
- 2.22 Leicester City Council has a page within its website entitled [Heritage Conservation](#). Information contained within the page includes the Heritage action plan and details of heritage conservation. There are links on the page to finding listed buildings, scheduled monuments and registered parks and gardens, the minutes of the meetings of the Conservation Advisory Panel and a search facility to find a heritage asset within the city on its mapping system:



red shows heritage assets (can be magnified)

Leicester Transport Heritage Trust

- 2.23 The [Leicester Transport Heritage Trust](#) was formed in 2007. The reported aim of the Trust is to research, preserve and promote Leicester and Leicestershire's road transport heritage.

- 2.24 The Trust provides details of news and events, such as the monthly meetings, bus and rail events and the full 2018 programme of events.
- 2.25 Details of the Trust vehicles are given that range from a 1950 Leyland PD2 double decker to a modern single decker.
- 2.26 The Trust plans to conserve Stoneygate Tram Depot. History of the trams and the tram depot are given on the Trust's website; for example in 1968 the Tram Depot was used by the City's Museums Department as a Railway Museum that opened on 27 July 1968. Key facts on Stoneygate are given .
- 2.27 The Trust provides the Story of Public Transport in Leicester.
- 2.28 [The Story of Leicester](#) is another webpage that provides details and celebrates Leicester's 2,000 years of history. This is done through 90 heritage interpretation panels across the city. The panels tell the story of Leicester, featuring information on key heritage buildings and well-known individuals associated with Leicester. The panels are located in shopping centres, on medieval churches, near former warehouses and in front of the city's iconic landmarks such as the Clock Tower and Corn Exchange. Some are free-standing 'totem'-style boards, whilst others are mounted on walls or railings. Heritage panels can also be found in Leicester's historic villages of Aylestone, Belgrave, Braunstone, Evington, Humberstone and Knighton. The panels are grouped in themes to tell different chapters in the city's story. Themes are colour-coded to make them easy to identify and explore subjects such as the city's Roman origins, its industrial heritage or Leicester at the time of Thomas Cook. A series of ten panels are linked to historic buildings and sites connected to the King Richard III story and Leicester. All are linked by a walking trail. [Click here to find out more about the King Richard III walking trail](#). The Modern Leicester series also celebrates some of the city's famous sons and daughters like Richard Attenborough and Sue Townsend. There are location guides to the Interpretation panels detailed on the webpage.
- 2.29 De Montfort University, Leicester has its own [Heritage Centre](#). It showcases the history around the campus and tells the story of the university and its contribution to teaching, research and the lives of our students over 145 years. It hosts two gallery spaces which will support our ongoing temporary exhibitions programme. The Heritage Centre also showcases the inspiring achievements of DMU staff and students, past and present. The last Sunday of every month is dedicated to Heritage Sunday from 11am to 3pm.

HAY ON WYE

- 2.30 Hay on Wye has a [Hay Heritage trail](#) that is reported to cover the main story of Hay. It is a 1.2km trail that takes around 60-90 minutes to complete. This circular tour takes in all the main historic features of Hay, including the Cheese and Butter Markets, the Town Walls and Gateways. Then off to the Castle and the original Motte next to St Mary's church, historic wells and several pubs. There is a cost to go along on the tour, £5 for adults, children under 16 are free.
- 2.31 Hay on Wye has its own history group and is led by an architectural historian. Various talks are given throughout the year, there is a small cost to attend.
- 2.32 Hay on Wye has its own [website](#). The site provides details of:
- Where Hay on Wye is located
 - [Tourist Bureau](#) (open daily from 11am to 3pm)
 - Visit Hay
 - Events
 - Images of Hay
 - Hay Tours
 - Hay Town Council
 - Chamber of Commerce
 - Hay Market
 - Other information
 - Weather
- 2.33 Links are also provided to accommodation, bookshops, business, arts and crafts, food and drink and leisure.
- 2.34 Each year the [Hay Festival](#) takes place. This year it is from 24 May to 3 June 2018. The programme of some six hundred events (including two free days for schools and a parallel programme for children and families, called HAYDAYS) takes place in the tented festival village during the spring bank holiday. Writers, politicians, poets, scientists, comedians, philosophers and musicians come together on the greenfield site to talk, eat, think. Tickets range from £5 to £40. A site map of the festival is detailed below:



2.35 The history of Hay on Wye is provided via another [website](#).

2.36 Contained within the [Cultural Trip](#) website, the top ten must visit bookshops in Hay On Wye are detailed with links and further information about the bookshops. There is also a [Hay on Wye Bookshop guide](#).

Coventry

2.37 Recently, Coventry won the title of UK City of Culture for 2021. The activity is being run by Coventry City of Culture Trust, an independent charity that has been set up to manage the process. Coventry City of Culture Trust, established in 2015 and it is currently in the process of appointing its Directors. The other places in the running for the title were Swansea, Paisley, Stoke-on-Trent and Sunderland.

2.38 [Coventry 2021 – UK City of Culture](#) reports that the Coventry's 2021 programme will include a Street of Culture programme co-producing work in local communities. The first build-up event will be the UK's first Shop Front Theatre Festival on 23-24th March 2018 and the city will celebrate the 100th anniversary of its Cathedral with a major new lighting commission. A 2.2 mile Ring Road poem is set to one of the digital centrepiece of 2021 along with major productions by the RSC and the screening of the entire works of Shakespeare in iconic locations. An artist-led festival called 'Moments of Silence' will create moments of silence and beauty and reflect on the city's 700-year-old Carthusian monastery Charterhouse and play on the myth of being 'Sent to Coventry'. Coventry reports that building on the success of 95-year-Old Indian Photographer Masterji's exhibition, the city will develop a project Tale of Two Streets that looks at two of the most diverse streets in Britain through the eyes of photographers.

3 RECOMMENDATION

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

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2 January 2018