

The objective of this Scrutiny Panel was:

- 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.

#### **Key Lines of Enquiry**

- To gain an understanding of the culture and heritage within the Borough of Northampton
- To gain an understanding of how Northampton's tourism, heritage and culture offer is marketed and to identify any gaps that can be developed
- To receive an overview of Northampton's heritage assets
- To review the extent to which an holistic image of Northampton as an attractive cultural, heritage and tourism place to visit
- To understand the roles of both Northampton Borough Council and other partners in promoting the town of Northampton

The required outcomes being:

- To recommend an action plan that will ensure the marketing and the promotion of the Northampton's culture, heritage and tourism are effective.
- To identify key areas to focus in order to enhance Northampton as an appealing place to visit and recommend a plan of action.

The Scrutiny Panel was made up from members of the Overview and Scrutiny Committee – Councillors Sam Kilby-Shaw (Deputy Chair), Mohammed Aziz, Vicky Culbard, Brian Sargeant, Zoe Smith and myself (Chair); together with other another non-Executive Councillor, Arthur McCutcheon. The Scrutiny Panel benefitted from the expertise of the co optee, Martin Sutherland, Chief Executive, Royal and Derngate Theatres.

From its evidence gathering the Scrutiny Panel realised there are a lot of events organised and there is a need to build on this success to attract visitors from across the country.

The Scrutiny Panel held its meetings in a number of various locations around the town, including the Doddridge Centre, Delapre Abbey and the Great Hall at the Guildhall, noting the history of these venues.

The Scrutiny Panel received both written and spoken evidence from a wide variety of expert advisors. Desktop research was carried out by the Scrutiny Officer. There was a very good response to the survey of the Scrutiny Panel; comments received have informed the evidence base of this Review.

Representatives of the Scrutiny Panel undertook site visits to Market Harborough and Rugby, valuable information was gathered from these towns; all of which informed the evidence base of this important Scrutiny review. The Scrutiny Panel was also pleased to have benefitted from a site visit to Delapre Abbey.

Following the collation of the evidence, the Scrutiny Panel drew various key conclusion and recommendations that are contained in the report. The Review took place between June 2017 and April 2018.

I would like to thank all those acknowledged below who gave up their time and contributed to this Review.



**Councillor Jamie Lane**

**Scrutiny Panel 2 - Culture and Tourism**

## **Acknowledgements to all those who took part in the Review: -**

- Councillors Sam Kilby-Shaw (Deputy Chair), Mohammed Aziz, Vicky Culbard, Brian Sargeant, Zoe Smith and Arthur McCutcheon who sat with me on this Review
- Martin Sutherland, co-optee, for sitting on this Scrutiny Panel
- Councillor Jonathan Nunn, Leader of the Council, Councillor Mike Hallam, Cabinet Member for Environment, Tim Hadland, Cabinet Member for Regeneration, Enterprise and Planning, Anna King, Cabinet Member for Community Engagement and Safety, Peter Baguley, Head of Planning, Marion Goodman, Head of Customers and Culture, Rachael Boyd, Operations Director, Delapre Abbey, David Grindley, Highways Asset and Traffic Manager, Northamptonshire County Council, and Kate Dent, Director, Britain's Best Surprise, for attending a meeting of the Scrutiny Panel and providing information to inform the Review
- Colin Spears, local Historian, for attending a meeting of the Scrutiny Panel and for also providing a written response to the core questions of the Panel.
- Alaric Neville, local Historian, for providing a written response to the core questions of the Panel
- Phil Mr Ager, Freeman of the Borough, for attending a meeting of the Scrutiny Panel and providing information to inform its review.
- Richard Clinton, Royal and Derngate Theatre, Graham Croucher, Arthur Mishell, Mark Barber, members of the public, for attending a number of the meetings of the Scrutiny Panel, providing written evidence and addressing the Panel.
- Members of the public who have taken the time to complete the Scrutiny Panel's short survey.