

EXECUTIVE SUMMARY

1.1 The purpose of the 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

1.2 The required outcome 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.

1.3 The Overview and Scrutiny Committee, at its work programming event in April 2017, agreed to include a review of cemeteries onto its work programme for the year. The Overview and Scrutiny Committee commissioned Scrutiny Panel 2 to undertake the review. An in-depth review commenced in June 2017 and concluded in April 2018.

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

CONCLUSIONS AND KEY FINDINGS

A significant amount of evidence was heard, details of which are contained in the report. After gathering evidence the Scrutiny Panel established that: -

Add conclusions when the report is finalised

RECOMMENDATIONS

The above overall findings have formed the basis for the following recommendations: -

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Scrutiny Panel 2 recommends to Cabinet :

Add recommendations when the report is finalised