

NORTHAMPTON BOROUGH COUNCIL

Overview and Scrutiny

Report of Scrutiny Panel 2 - Culture and Tourism

Draft Version 2

1 Purposes

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 A copy of the scope of the Review is attached at Appendix A.

2 Context and Background

2.1 Following approval of its work programme for 2017/2018, the Overview and Scrutiny Committee, at its meeting in April 2017 commissioned Scrutiny Panel 2 to undertake the review – culture and heritage. An in-depth review commenced in June 2017 and concluded in April 2018.

2.2 A Scrutiny Panel was established comprising Councillor Jamie Lane (Chair); Councillor Sam Kilby-Shaw (Deputy Chair); Councillors Mohammed Aziz, Vicky Culbard, Brian Sargeant, Arthur McCutcheon

and Zoe Smith. Martin Sutherland, Chief Executive, Royal and Derngate Theatres, was co-opted to the review.

2.3 This review links to the Council's corporate priorities, particularly corporate priority 1 - Northampton Alive (A vibrant successful town for now and the future.)

2.4 The Scrutiny Panel established that the following needed to be investigated and linked to the realisation of the Council's corporate priorities:

3 Evidence Collection

3.1 Evidence was collected from a variety of sources:

Background data, including:

Presentation to set the scene: a summary of the current marketing of tourism, culture and heritage carried out by Northampton Borough Council, information regarding the key cultural, tourism and heritage assets within the borough and potential opportunities to attract visitors and the types of attractions which Northampton can offer

➤ Relevant Legislation including:

National Heritage Act 1983

Enterprise and Regulatory Reform Act 2013.

National Parks and Access to the Countryside Act 1949

Ancient Monuments and Archaeological Areas Act 1979

➤ Statistics: including:

Website and Social media statistics

Statistics: Visitors to the town and tourism in Northampton, in particular, Cultural Quarter and Heritage Sites

- Relevant published papers, such as:
 - Central Government's paper "[Preserving historic sites and buildings](#)"
 - Central Government's paper "[Backing the Tourism Sector A Five Point Plan](#)" 2015
 - [Building Conservation.com](#) "[Heritage Protection in the UK – Key Facts](#)"
- Best practice external to Northampton/Case Study examples
- Internal expert advisors:
 - Cabinet Member for Regeneration, Planning and Enterprise, NBC
 - Head of Economic Development, NBC
 - Head of Planning, NBC (for heritage)
 - Cabinet Member for Environment, NBC
 - Head of Customers and Culture, NBC, Town Centre Manager (regarding events), Cultural Services Manager (regarding events at the Museums).
- External expert advisors:
 - Communications Director and Director with responsibility for events, Northamptonshire Chamber of Commerce
 - Director, Highways, Northamptonshire County Council
 - Director, Northampton BID
 - Director, Northampton Tourism Association
 - Director, Visit Britain
 - Director, The Association of Leading Visitor Attractions (ALVA)
 - Director, Historic England
 - Northampton Heritage Group
 - Director, Canal River Trust (CRT)
 - Head of History (Heritage), University of Northampton
 - Travel Agents in the town
 - Visitor Groups, Northampton
 - Residents and Visitors (through a survey)
- Site visit to various heritage and tourist attractions within the borough

3.2 Background reports and information

[Presentation to set the scene](#)

Definitions

Culture - “the arts and other manifestations of human intellectual achievement regarded collectively”. • **Tourism** – “The commercial organisation and operation of holidays and visits to places of interest”. • **Heritage** – “Valued objects and qualities such as historic buildings and cultural traditions that have been passed down from previous generations”.

Presentation - Northampton Museum

To be added

3.3 Core Questions

3.3.1 The Scrutiny Panel devised a series of core questions that it put to its key witnesses over a cycle of meetings (Copy at Appendix B).

3.3.2 Key witnesses provided a response to these core questions at the meetings of the Scrutiny Panel held on 14 September 2017, 4 December 2017, 18 January 2018 and 22 January 2018.

3.3.3 Salient points of evidence:

Cabinet Member for Regeneration, Enterprise and Planning, Cabinet Member for Environment, Cabinet Member for Community Engagement, Head of Economic Development, Head of Planning, Head of Customers and Culture

- As Local Planning Authority, the Borough Council is responsible for ensuring that heritage assets are protected in a way which will secure their long term survival. The Councils role in this respect therefore is in making appropriately informed planning decisions which preserve and enhance the asset or assets – robust decision making based on best practice and adopted policy ensure that assets are maintained in their best possible state. Through its work in protected listed buildings and designating and assessing Conservation Areas, the Councils heritage officers have a wealth of knowledge about the history of the town, its most important heritage features and also how these contribute to the unique character of parts of the town.
- Heritage walks and interpretive material could develop deeper understanding of how the town has developed over time and how this contributes towards the character, and sense of place, of the town today.

- At the Heritage Stakeholder meeting officers suggested 'Architects walks' for significant architects such as Matthew Holding, Charles Dorman, E. F. Law and specifically relating to the Boot & Shoe Industry. Heritage Open Days and the emerging Local List also offers opportunities to both understand and promote the heritage of the town.
- Protecting and promoting heritage assets ensures that the special character of the town is preserved, whilst still being home to thriving retail and employment sectors. Positive Planning in this respect enhances the unique selling point of the town, in particular in relation to responding to competing retail offers, for example at Milton Keynes and Rushden Lakes, which are often criticised for lacking any sense of character or place, or being 'clone towns'.
- Officers also work constructively with NBC's partners such as NCC and Historic England
- The Borough Council has a good working relationship with the major shop companies in the town and it would be useful to ascertain better working as a cluster.
- The move of the University into the town will change the culture.
- Work has previously been undertaken with the college regarding fashion shows in the town and pop up shops. This had been very well received.
- The Grosvenor Centre is in the process of having its shop frontages finalised. Guidelines are as such and cannot be enforced. Other towns and cities, such as Leeds, have a signage policy whereby all signs are produced in the same style
- Northampton has obvious assets such as the museums, Delapre Abbey, Althorpe House, the Saints and the shoe industry.
- Getting businesses together to liaise and share ideas would be an easy and useful solution.
- There is an apparent lack of promotional material available locally and regionally to promote the heritage and cultural offering in Northampton. In the short term this could be remedied in a quick and cost effective manner through using existing infrastructure such as the railway station, bus station, public transport and accommodation offering to promote the offer.
- On a wider scale there are events and people of historical significance whose origins can be directly traced back to Northampton and we could make more of these when promoting the town as a visitor and inward investment destination.
- NBC should also work more closely with our national and global brands such as Northampton Saints, Cosworth, Churchs and Carlsberg to reach a more national and global audience.
- There are presently gaps in the marketing of the town and its rich heritage and some of this can be remedied simply through an increase in available and

relevant marketing literature and wayfinding in strategically significant locations.

- A gap is also apparent in how NBC is working with its global brands to collectively promote the 'Northampton offer' to a wider audience.
- Within the town centre alone there are a number of culturally significant buildings and other architecture that if promoted effectively could represent an element of tourism offering not currently being utilised. By drawing attention to these buildings and the part they have to play in the history of Northampton could be an effective vehicle to support the wider tourism offer.
- Clearly the Borough Council has a key role to play in promoting the town, not least from an inward investment and economic development point of view.
- If NBC is to successfully attract and retain businesses within the local area this needs to be underpinned through a strong promotion of the town and its physical, cultural and historical assets in order to build a strong overarching case for investment that also includes current and future footfall, housing stock, educational facilities and catchment affluence.
- The Borough Council alone cannot be responsible for "building" this offer and NBC therefore needs to recognise and work with a number of partner organisations to ensure the full offer is apparent.
- By 2025 it would be good for the cultural and heritage offer of Northampton to be a town that recognises the positives associated with a town of rich heritage and historical significance and that this is at the forefront of any town centre offering to both new and existing residents, visitors and businesses.
- [The role of culture, sport and heritage in place shaping](#)

Asset & Traffic Manager, Highways, Northamptonshire County Council (NCC)

- The install of brown signage is dependent upon the facility that is wanting to be signed.
- It is the responsibility of the applicant to pay for the signage. There is set criteria contained in both a local document and a document from the Highways Agency with set criteria for brown signage. However certain organisations such as the National Trust and English Heritage, are exempt and have automatic brown signs put up. Criteria is around visitor number and attractions and type of leisure facilities.
- The venue/facility has to be of national significance for a brown sign. Delapre Abbey has brown signs.
- The organisation has to pay for the signs but they then become the responsibility of - NCC

- There is different criteria to put a brown sign on a trunk road. Visitor figures have to be over - 150,000 per year.
- Signs (not brown) are put up for churches and other religious venues if they are hard to find

Leader of the Council, Cabinet Member for Community Engagement and Safety - Northampton Borough Council

- The Leader of the Council, chair's a Heritage Group that has a different remit to that of the Scrutiny Review, the two groups complement each other. Scrutiny is looking at the promotion side, the Heritage Group is doing a stock take.
- The Heritage Group comprises lots of historians from around the town; all with varied background.
- Alongside this, the council has created a Hotels' Forum to promote visitors to the town's heritage.
- The latest version of the Town Guide will feature history and heritage
- The Historians Group has also been looking to drive out particular themes, for example for inclusion on interpretation boards. Emerging themes include:
 - Crime and punishment
 - Open buildings
 - Churches
 - Royal theme
- A draft of a map and a tour guide is also being created by NBC's Coms Department, in consultation with the Historians
- The Leather Museum is part open in the Grosvenor Centre.

Local Historians

- Getting the town's population to take pride in the place they live in would be a start, then working up to global.
- It needs to be accepted that not all things labelled as heritage are going to provide a positive draw for a wider lay group of visitors or locals. The meeting on Thursday was in many ways a self-selecting group of people with a passion for any and all historical subjects. I celebrate and champion the wonderfully quirky English enthusiast who gets to know and love an obscure subject with a depth that even professional academics don't often match. Unfortunately it would be unwise to base a modern civic programme on such niche interests alone.
- It has been remarked by many, that Northampton is a town with as much raw history as a York or Chester. This is of course a valid observation in terms of dates and events, if there was a popular history book written on the town, it would indeed have many interesting chapters to match many towns and cities in Britain. Sadly from a casual tourist's point of view, dead dates, vanished castles and plaques saying something once happened here in a building long gone, aren't the same draw as mediaeval walls, ramparts, half-timbered

thatched houses, winding street patterns, majestic minsters and colossal cathedrals.

- Flagging up some of the things that have happened in the town, adding them to concise illumination of what the modern town has to offer is surely the mix we should be aiming at for the average tourist. The reality of any tourism offer in the town is that the only current national draw we have is the well-known shoe industry. I would be overjoyed if any of the surviving quality footwear manufacturers decided to fully embrace the visitor centre approach to their business. Going beyond just a factory shop which most manufacturers have, they should be creating a museum space, a café, and importantly viewing of the ancient and modern techniques and machinery still used in the creation of Northampton's famous good year welted brogues would be a great addition to the town's attractions. Perhaps Churches are considering this in their new expansion into the old bus depot, we badly need it. Their proximity to the railway station is a boon for access via public transport from outside the town, something we see with the Albion Brewery's similar walkable location
- Culture and night life offers a better route to a vital and prosperous town centre. The University's move to Waterside may be a help in realizing this goal but in heritage terms, students aren't an obvious market for such attractions. They will crave the buzz of a busy night life, funky small shops, and café culture in the day, gigs at night.
- It would be good to see the town erect poster drum towers at strategic places within the town centre. These appear in other towns and cities and by their very existence, covered in bright eye catching posters for all sorts of events, add to the street view that the town is jumping and alive. They aide the independent promoter in getting the message out that their event is on, or the local business selling its wares and services at special times. As students come to town these would help spread the word of what the town has to offer outside of the academic institution and its student union.
- The simple idea of free visitor maps available at every hotel, the railway station, Student hall of Residence, tourist information centre is an obvious and easily attainable goal. I would vote for this map to be as much a signpost for what we have today as solely a trip around the town's past. Showing commercial visitors or random tourists who want to fill some time in the town where to go and what to see is the key. Pure heritage trail publications have their place but we really need to think about whether we have enough above ground structures or visitor attractions to make that work.
- People do visit Northampton as tourists in some small number.
- Since the opening up the restored Albion Brewery, Real Ale enthusiasts from around the country and even abroad turning up every now and again as Phipps is on the radar for those serious in tracking down brewing history have attended. Small groups from Norway, Australia, Italy and Japan visit us and a film crew from LA in the States came to the brewery, most stayed in the town overnight. There are day and weekend trippers from within the UK who come to hunt out pubs and breweries they can reference in the Good Beer Guide, the bible of British Beer fans.

- The Brewery plans to continue restoring other sections of the brewery still semi derelict. We also have some historic Phipps Brewing equipment we would like to restore and display in the bar and brewery, costly refurbishment and re assembly of a giant 1914 brass and copper mash tun from the original Bridge Street Brewery is a long cherished goal, but funds are always needed elsewhere as we expand as a modern manufacturing business.
- One great improvement in developing the Albion Brewery as a real Heritage draw would be the pedestrianisation of the stub of Kingswell Street outside our building. This idea has had some support from The County Council which as the body responsible for Highways, would be in charge and technically owners the land. Creating a new town square in the space bounded by the 15th century Church Restaurant, The King Billy Pub, The Albion Brewery and the Department for Meat and Social Affairs. There are plans to re-route the traffic which currently flows around the island of buildings including the Plough and the Church with just bus access up Bridge Street. This would enable this area to be included more organically into the cultural quarter, pulling it down from the Guildhall Rd to a new public space, paved, with tree planting and public art. I would propose that a statue of Bill Urquhart with pint in hand, the last head brewer at Phipps' Bridge Street brewery and the world's First Micro brewer be erected as the centre piece to this square. The statue itself would become a national draw and be photographed and posted on line by many visiting ale enthusiasts along with educating the local population about Northampton's pivotal role in the history of brewing.
- In addition prior to the paving, an archaeological dig on the site might find evidence for the ancient Saxon or Anglo Danish Burg wall around the original settlement of Hamtun. This wall was situated between Kingswell Street on the inside and Bridge Street on its outside and thus the only place in the town where it could be found and marked in the modern fabric would be in front of the Albion Brewery, if it extended this far down the Ham hill. There may even have been a southern gate at this point as the wall probably turned westwards around this spot. We hear so much about our Norman castle that the origins of the town are somewhat forgotten. If a wall line was located, (and its always an if when dealing with re used and re dug town centre sites where archaeological remains could have been destroyed by cellars and later building) I would propose marking it in the modern day square paving in a different stone, tracing in Saxon / Danish inspired twisting knot work design the line of the original settlement boundary of the town, along with a plaque noting the founding of the town and the small Saxon kingdom it was the capital of. Of course we might not find it, and it might not be there, that is archaeology.
- Have a look at Light Night events around the country. Leeds and its Light Night event has grown over the years to become a wonderful celebration of art and the joy of city living. They also have smaller versions in other places like York. An evening as autumn draws in where the town centre is full of street art and most distinctively moving film and illuminated buildings brings virtually the whole city out to promenade the streets closed to traffic and soak in the visual feast before their eyes. It would be good to imagine the front of All Saints and the Guildhall lit up with fantastic moving images and

animations, and Guildhall road being a sea of lights and stalls. St Crispin's fair could be the basis for a Northampton event but it needs to be widened out from just fun fairs and stalls to be a genuine town festival again, attracting resident from town and county interested in art, culture and spectacle, free to families, young and old.

- It would be good to see a bustling town with a championship Football team to match its great Rugby and Cricket clubs; a kaleidoscope of independent shops, bars and venues making the town a hub for the area's night life, an end to homelessness and begging in the borough, no harsh enforcement but caring provision. Some sympathetic re development of run down and in many cases empty parts of the ancient town centre, for instance supporting the proposed redevelopment of the former Barclaycard site on Marefair, enlarging it to encompass a re-purposed arts centre in St Peters church, creating new mixed residential and commercial quarters constructed in a sympathetic architectural style with green eco-friendly, timber framed, real brick, real iron stone, topped off with Northampton's first new thatched roofs for centuries. These could be built around an imposing monument to the lost castle, possibly a stone, 3d recreation of the town crest complete with rampant lions. Something with life and commerce that respects the location in the heart of the ancient town, marks the adjacent castle site. The centre of town needs more life, more people, more jobs, more attractions, more shops, more affluence.
- A pedestrian square outside the Albion Brewery called Kingswell Square where a bronze statue of Bill Urquhart, the world's first Microbrewer has pride of place within sight of his old Brewery at Phipps Bridge Street, Carlsberg's new brewery and the County Hall, site of the town's first Norman brewery.
- A regionally famous Light Night Festival on the historic St Crispin's day evening, attracting visitors from around the area into Northampton, giving residents a pride in their historic town home.
- A light rail, tram line that connects the Town's rail station with the main shopping streets and then stretches out along the Nene Valley through stops at Billing, Earl's Barton, Wellingborough where it splits into two branches, one up to Kettering the other down to Rushden and Higham on the track bed of the disused 4th good line on the Midland main line. Linking up the economic and cultural attractions of the county town with its main shire hinterland, easing the A45 commuter snarl ups, easing the congestion in the new town bus station, Linking the West Coast Northampton branch with the Midland Mainline and destinations to the East Midlands and the North, providing some nationally appealing and green transport infrastructure which the town and county would be proud to host.
- It would be good if Carlsberg could begin offering public brewery tours in their own 1970s monster brewery, matching what happens in Copenhagen or at other lager breweries, they and Northampton would benefit from a raising in profile.
- To be successful in promoting the Towns Heritage and Culture (Culture needs to be defined) the lead individual and small Team, need to know

quite clearly the responsibility and financial parameters they are working to in order to achieve the strategic objective for NBC. In doing so in order to maintain and develop their motivation in the Post, they need to be given freedom of thought and action in developing within the parameters - their vision of achieving the objectives. NBC procedures are not always conducive to free thought and expression which reduces initiative and leads to staff turnover. It is critical that this key aspect is accepted for the Team to succeed when the job descriptions are created. This Team should be the enablers for the Borough to achieve over time mutual objectives:

- **Heritage** - An agreed list in a Priority Order e.g. Grade 1, Grade 2*, Grade 2 etc. needs to be created for the new Team by those personalities who have the knowledge to do so. This should rebut any public comments about what is not in it or should have been before published.
- **Culture** - There is a need for an agree definition
- **Promotion.** The Person Specification for this Post needs to include as a key requirement - Evidence of achievements with the Media and ideally - the 'Visit Britain' organisation which is funded by the Department of Culture, Media and Sport under guidance of the British Tourist Authority created by the Development of Tourism Act 1969.
- The gaps between Marketing and the Cultural & Tourism offer will be due to:
 - The poor creation and design of the overall Function Structure.
 - Their decision responsibility reporting levels not being able to blend together, to achieve Team respective aims and service to the Public.
 - It is therefore important to make the Structure simple, cohesive and t effective, enabling the Team members to meet their key objectives in the required timescale. .
 - The University will be able to focus on appropriate Courses for the Team which will enable them to improve and develop their knowledge skills if and when needed.
- Functional Tourism is a good tool for people who are interested to learn about how / why / when history in the Town - for example - the use by the Americans of a stitched Boot in their Civil War, created the gradual use of initially imported Stitching Machines in the Northampton Shoe Trade from circa 1870 onwards. This developed a parallel new Industry in the Town of maintaining and eventually making such Machines.

- Shoe Industry knowledge could be delivered by Walks in the part of the Town where such work was carried out - but in my view the Subject could be better covered by talks on the subject with a visit to see the typical equipment that was used with - ideally - a retired person from the Industry to add an overview of what it was like in the past 40 + years.
- The local radio could assist on this by interviewing an elderly person who could describe how for example, production and pay were managed in the Factory and Broadcasting *it*.
- **Hospitals.** There is an interesting History of Hospitals in the Town but few books on the subject. Northampton General Hospital has a very small Museum
- **Railways.** There are a number of Clubs in the Town which have a good knowledge of Railway development from the 19th C onwards. There is also the maintenance Depot at Kingsthorpe, where suburban trains on the Birmingham to Euston line are serviced. Talks / Tours could be arranged and young people could perhaps see a job potential as a consequence.
- **Motor Racing.** The biggest Tourist draw for the county is at Silverstone. The University could with assistance from the appropriate Racing Team, give presentations with 'hardware and videos and visits to respective Team HQ's as a weekend event with accommodation in Northampton.
- There are other 'Functional options' aside from Town Centre Tours, its Churches and splendid Guildhall. All of these should broaden the knowledge and interest of the Town, especially for the younger population, as they will see and hear its past development and that of the future - of which they could be a part.
- NBC must be seen as independent but the responsible Tourist Organisation for the Borough. NBC must therefore lead its Partners - NCC inevitably being one, with its vision for the future by developing and presenting subsequent objectives on the basis of :
 - **CO - Determination** - defined as NBC being prepared to discuss the subject and eventually agree with all concerned on the outcome - **or**
 - **Co Operation** - defined as NBC leading on the subject, hearing opinions etc. but has the right to lead on the final outcome.

Functional Talks / Visits / Tours . These take place to a recognised schedule which is reviewed every 6 months and include Weekends - so that 5 Day week workers *and* families have an opportunity too. A Fee

is payable (set by NBC) for all (less School & University students - as in the past)

- The county has a world famous racing track at Silverstone and the GP industry is based in the county e.g.: Mercedes and Red Bull. This industry, a reflection of the small Metal repair 'Shops' that looked after the Shoe Industry - employs well qualified Electronic / Mechanical and Design Engineers all from local resources
- A Museum with GP sponsorship / support would be a huge attraction and put the current heritage and knowledge culture aspect of the County and Town on the National & International map. The British GP in July usually has some 130 thousand plus attendees
- The Institute of Tourist Guiding (ITG) has a qualification known as the **Green Badge** which provides a Qualification for Guides in a Borough or for specific Heritage sites. The University is the appropriate Organisation to approach as the Provider interface with ITG and for possibly funding too. Target September 2019 as the Course start with a May 2020 finish.

Freeman of the Borough

To be added

Director, Britain's Best Surprise

- Britain's Best Surprise is a campaign for the county launched March 2017
- It promotes Northamptonshire and its many attractions. It is positioned as a world class destination
- The website objective started off as a "What's on Diary" and snowballed from there
- There are 20 million visitors to Northamptonshire, tourism supports 14,000 jobs and brings in £1 billion per year
- Britain's Best Surprise has plans to further develop its website, involve industry and direct traffic to the website. 15% of the traffic is from London and 25% from Northampton
- An Intern upkeep the website and quickly updates it
- There is a good presence on Social Media, around 8,000 followers
- Leaflets are in production and will be distributed to various locations

- Liaisons are taking place between Britain's Best Surprise and Economic Development at the Boroughs and Districts in Northamptonshire regarding a Destination Management Plan
- Britain's Best Surprise is very keen to work with partners locally, in particular around the new Silverstone Heritage centre and the potential that brings
- Links with the University are established and hugely important
- Britain's Best Surprise runs various campaigns such as churches, stately homes
- Themes are set:
 - 2019 Sport
 - 2020/21 Arts and Culture
 - 2022 American Heritage and its links

Members of the Public

Four members of the public submitted either written or verbal evidence:

Key points:

- Transport, engineering and industry are missing from the heritage promotion of Northampton. The Northampton Transport Corporation is well known.
- There is history around transport including:
 - Electric tramways
 - Social history of the town
 - The bus and transport heritage
- The Transport Depot open day that had been very well received
- Vehicles are important to the town and have a real heritage presence in Northampton
- There is a need for a Transport Museum for the town
- Two groups have restored two double decker buses, registration numbers N1 154 and JVV 267G. The buses were built by Daimler in Coventry.
- Engineering and technology is missing from the heritage of the town.
- The double decker buses have been taken to schools and had assisted primary schools, key stage 2, regarding their learning around transport. The double decker buses, have been part of Heritage Open Days.

- The vintage buses had been used for someone's 60th birthday party. Two had parked in the town centre and the other had picked up the man whose birthday it was. The buses had attracted a lot of attention and the Mayor of Northampton had been in attendance. A lot of interest had been generated and a number of photos taken. The buses had gone to a Transport Festival in Lincoln – promoting Northampton
- A collector's fayre had taken place in Abington Park and the buses had been shown here too. The footfall for the event for 2017 had increased and it was felt this was due to the fact that the buses had been there.
- There is a real need to promote Northampton and its heritage.
- The buses are putting Northampton on the Map. There are lots of events planned for 2018. The buses would like to be involved in heritage days.

3.3.4 SURVEY

A survey went live in the autumn 2017 and details were also forwarded to a number of Resident Groups and Forums.

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.

Analysis of the Survey

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.

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.

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.

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

3.3.6 Relevant Legislation

National Heritage Act 1983

The 1983 Act established the Historic Buildings and Monuments Commission (known as English Heritage) and delegated the functions of scheduling of ancient monuments and listing of historic buildings. Prior to 1982, other British ancient or historical monuments and buildings were protected through the Department of the Environment

The National Heritage Act 2002, took effect on 1 July 2002, and widened the powers of English Heritage: It permitted English Heritage to become involved in underwater archaeology in English territorial water and to trade in overseas countries. These powers have now been transferred to Historic England.

- Historic Environment Scotland (HES) was formed in 2015. Historic Scotland merged with RCAHMS. HES is a Non Departmental Public Body and has charitable status, and gives advice to Scottish Government on historic environment matters.
- Cadw (the historic environment of the Welsh Government) was formed in 1984. Cadw is an historic environment service with the complete range of responsibilities for the conservation, presentation, and promotion of the built heritage of Wales on behalf of the Welsh Government. It is a part of the Welsh Government.

Section 30 of the Act made provision for the designation and funding of the Armed Forces Museums.

Full Details of the Act are [available](#).

Enterprise and Regulatory Reform Act 2013 and Listed Buildings

The relevant part of this Act in relation to this Scrutiny review is:

“Part 5 including Schedules 16-21

Makes provisions to include sunset or review provisions in any secondary legislation.

Amends provisions of the National Heritage Act 1983, the Town and Country Planning Act 1990, and the Planning (Listed Buildings and Conservation Areas) Act 1990 to abolish Conservation Area Consent and improve the operation of the listed building consent regime. Makes provision for heritage partnership agreements and orders granting listed building consent, including procedural requirements; makes provision for certificates of lawfulness of proposed works to listed buildings; amends the Osborne Estate Act 1902 to remove the existing obligation to use parts of Osborne House and grounds for the benefit of the armed forces and civil service and repeals the Osborne Estate Act 1914.”

Full details of this Act are [available](#).

National Parks and Access to the Countryside Act 1949

The National Parks and Access to the Countryside Act 1949 created the National Parks Commission which in 2006 became Natural England. This Act set out what national parks would be like.

The Environment Act 1995 revised the original legislation and set out two statutory purposes for national parks in England and Wales:

- Conserve and enhance the natural beauty, wildlife and cultural heritage
- Promote opportunities for the understanding and enjoyment of the special qualities of national parks by the public.

National parks have the duty to seek to foster the economic and social well-being of local communities within the national parks.

Full details of this Act are [available](#).

Ancient Monuments and Archaeological Areas Act 1979

Section 61(12) of the Act defines sites that should have protection due to their being of national importance as 'ancient monuments'. These can be either Scheduled Ancient Monuments or

"any other monument which in the opinion of the Secretary of State is of public interest by reason of the historic, architectural, traditional, artistic or archaeological interest attaching to it".

A monument is defined as:

any building, structure or work above or below the surface of the land, any cave or excavation; any site comprising the remains of any such building, structure or work or any cave or excavation; and any site comprising or comprising the remains of any vehicle, vessel or aircraft or other movable structure or part thereof... (Section 61 (7)).

It is a criminal offence to cause damage to an ancient monument and any works taking place within one require Scheduled Monument Consent from the Secretary of State.

It is noted that Act provides for taking monuments into the care of the Secretary of State. The monument would then be cared for and is usually opened to the public by the relevant National Heritage body.

Part II of the Act introduced the model of Areas of Archaeological Importance, city centres of historic significance which receive limited further protection by forcing developers to permit archaeological access prior to building work starting.

Full details of this Act are [available](#).

3.3 Published Papers

Précises of relevant published papers:

Preserving historic sites and buildings

Parliament reports that it has recognised the need for the protection of monuments and buildings for well over a century. It therefore introduced the first legislation "Ancient Monuments Protection Act of 1882" on the preservation of archaeological and historic sites in Britain. This Act made arrangements for the 'guardianship' of some 50 prehistoric sites and appointed a single inspector of ancient monuments.

Parliament goes on to report that responsibility for sites and monuments was developed through further Acts during the early 20th century. The most significant changes, however, took place after the end of the Second World War. The Town and Country Planning Act of 1947 began the system of listing buildings and structures of special historical, architectural or cultural importance.

It is noted that the demolition of listed buildings, particularly in the countryside, continued almost unchecked in the 1950s and 1960s until rigorous new planning procedures were laid down in the Planning Act of 1968. This Act also explicitly introduced for the first time the concept of a listed building, a status which now carries full statutory obligations of care and conservation.

Parliament created English Heritage by the National Heritage Act of 1983

The National Trust, founded in 1895.

Building Conservation – “Heritage Protection in the UK – Key Facts”

Building Conservation published a short paper “Heritage Protection in the UK – Key Facts:”

“Although the introduction of the NPPF in England and SHEP in Scotland have rather muddied the waters with overarching concepts such as ‘heritage assets’ and ‘significance’, the underlying systems of protection remain essentially the same throughout the UK. Scheduled monuments and buildings which are listed or in conservation areas are protected by law, and it is a criminal offence to carry out certain works to them without the necessary consent. Other types of designations, such as registered parks and gardens, carry no additional protection, although applications for planning permission may need to take their significance into account.

DESIGNATION	DISTRIBUTION			
	England	NI	Scotland	Wales
Scheduled monuments	19,730	1,860	8,150	4,110
Listed buildings	374,300	8,520	47,500	29,900
Conservation areas	9,800	60	640	520
World heritage sites	18	1	5	3
Historic parks and gardens	1,600	150	390	430

The principal types of designation likely to affect historic buildings in the UK are shown in the table above, and the consents required are shown in the two tables at the bottom of this page.

Listed Buildings

Government and assembly government ministers are responsible for maintaining lists of buildings that are considered to be of sufficiently special architectural or historic interest to merit protection. Currently there are almost 460,000 entries in total, although as one list entry can include a terrace of houses, many more buildings are listed than this figure suggests.

Entries are graded according to their significance: these are grades I, II* and II in England and Wales, grades A, B+ and B in Northern Ireland (excluding non-statutory grades), and categories A, B, and C in Scotland. However, it is important to understand that the statutory controls apply equally to all listed buildings, to their interiors as well as their facades, and to most older structures within their grounds or ‘curtilage’, irrespective of the grade of listing.

In brief, listed building consent is required for any alteration to a listed building which affects its ‘character as a building of special architectural or historic interest’. Repairs which entail some element of alteration, such as stone cleaning, or replacing the roof tiles or slates, often also need listed building consent. Applications in England, Scotland and Wales are made to the local authority. In Northern Ireland they are made to the divisional office of the Planning Service.

Ecclesiastical exemption: alterations to churches and other places of worship fall outside this system as most denominations enjoy ‘ecclesiastical exemption’, and have internal systems of control for approving alterations. Demolition still requires secular listed building consent as, in effect, the church is no longer in use at the point of demolition.

Conservation Areas

Local authorities are responsible for designating conservation areas and for developing policies to protect their character. Within them, conservation area consent is required for the substantial demolition of any unlisted building. Further control over alterations which affect the character of the area are exercised through the need for planning permission. However, owners of houses (technically, ‘single family dwellings’) enjoy certain ‘permitted development’ rights which allow them to make many alterations without the need for a planning application. It is these rights that are suspended where the local authority introduces an ‘Article 4’ direction, enabling the control over, for example, the replacement of windows and roof coverings, and many other superficial alterations that have destroyed the character of so many areas.

Scheduled Monuments

Buildings which are or could be habitable are generally listed rather than scheduled. However, the schedules, which are maintained by central and assembly governments, include standing ruins, which are often associated with listed buildings. Protection prevents almost all interventions without scheduled monument consent. Where a building is both listed and scheduled, it is the requirements of scheduling that take precedence, and only an application for scheduled monument consent is required. Further information, including links to the relevant legislation, can be found on the websites of the four statutory bodies: Cadw (the Welsh word means to keep, save or guard), English Heritage, Northern Ireland’s Environment Agency, and Historic Scotland.”

SPECIAL CONSENTS		
Scheduled monuments	Scheduled monument consent	for all works including demolition, alterations and repairs

Listed buildings	Listed building consent	for all demolition work and all alterations which affect its character as a listed building
Conservation areas	Conservation area consent	for demolition of any building in a conservation area
	Planning permission	for certain external alterations to houses where covered by an article 4 direction
Other designations	No special consents required	

LEGISLATION	Primary Legislation	Government policy and guidance
England	Planning (Listed Buildings and Conservation Areas) Act 1990	The National Planning Policy Framework
Northern Ireland	Planning (NI) Order 1991	Planning Policy Statement 6 (PPS6): Planning, Archaeology and the Built Heritage
Scotland	Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997	Scottish Historic Environment Policy and Managing Change in the Historic Environment Guidance Notes
Wales	Planning (Listed Buildings and Conservation Areas) Act 1991	Planning Policy Wales, Government Circular 61/96 Planning and the Historic Environment, and Technical Advice Note 12: Design

Source: <http://www.buildingconservation.com/articles/heritage-summary/heritage-summary.htm>

Department for Culture, Media and Sport – The Culture White Paper (2016)

The Executive Summary of the Culture White Paper is detailed below:

“Everyone should enjoy the opportunities culture offers, no matter where they start in life. We will put in place measures to increase participation in culture, especially among those who are currently excluded from the opportunities that culture has to offer. In particular, we will ensure that children and young people from disadvantaged backgrounds are inspired by and have new meaningful relationships with culture. A new cultural citizens programme will be led by Arts Council England and the Heritage Lottery Fund and will reach across 70 areas where cultural participation is lowest. With the introduction of the apprenticeships levy, we will expect our larger cultural organisations to take on apprentices and promote diversity and inclusion in the workplace. We need a more diverse leadership and workforce in the cultural sectors. We will promote clearer pathways into the sectors, including tackling

barriers to working as a professional in the arts. We will require funded bodies to publish strategies for increasing diversity.

The riches of our culture should benefit communities across the country. *Our cultural sectors make a crucial contribution to the regeneration, health and wellbeing of our regions, cities, towns and villages. We will work with Arts Council England, the Heritage Lottery Fund, Public Health England and other partners to develop and promote the contribution of the cultural sectors to improving health and wellbeing. Culture has the potential to transform communities and our programmes including UK City of Culture, the Great Exhibition of the North, and the new £40 million Discover England fund will showcase this. We will push for new cultural partnerships to include a range of national and local partners. We will ask experienced national cultural leaders to work with those developing cultural partnerships. We will bring national arts and heritage Lottery funders together to work on a new Great Place scheme. This scheme will back local communities who want to put culture at the heart of their local vision, supporting jobs, economic growth, education, health and wellbeing. We will launch Heritage Action Zones in England. Our national heritage organisations will advise communities on how they can make best use of their historic buildings, including taking ownership of them. We will encourage councils and owners to make empty business premises available to cultural organisations on a temporary basis. We will provide £20 million across 2016-17 and 2017-18 to extend the First World War Centenary cathedral repairs fund and establish a review to examine how church buildings and cathedrals in England can become more financially sustainable. Technology offers many opportunities to bring our culture to many more people in many different ways. We will work with our cultural institutions to make the UK one of the world's leading countries for digitised public collections and use of technology to enhance the online experience of users.*

The power of culture can increase our international standing The UK is a leader in soft power. We are respected for our strong and stable democracy, our belief in individual liberty, our diversity and our freedom of expression. Our culture celebrates these values. We will build on initiatives such as the GREAT Britain campaign and the work of the British Council to create new opportunities for our cultural sectors to promote trade, exports and cultural exchanges. We have increased investment in the GREAT campaign and will use GREAT funding to attract world-class events to the UK. We will promote a global cultural export programme with UK Trade & Investment to open up new markets, and ensure that the cultural sectors are able to participate in UKTI's High Value Opportunity programme. In 2016, we will support Shakespeare Lives, a global programme of live performances, public screenings and digital activity to commemorate 400 years since the death of Shakespeare. We will work in partnership with Voluntary Service Overseas, who will use the Shakespeare celebrations to raise funds to support children's literacy globally. We will strengthen legal measures to support cultural heritage around the world, especially in areas of conflict. We will create a new Cultural Protection Fund to help countries recover from acts of cultural destruction.

Cultural investment, resilience and reform. *We have a successful model of cultural investment in which public funding works alongside earned income, private sector finance*

and philanthropy. This mixture of income streams provides the basis for a thriving and resilient cultural sector. We will continue to support growth through investment and incentives. We are extending the VAT refund scheme for museums and galleries so that more can benefit from it, and we will introduce a new tax relief for museums and galleries in 2017 to support temporary and touring exhibitions. We will consider changes to the Gift Aid donor benefit rules to make them simpler. We will increase the amount of investment eligible for Social Investment Tax Relief, subject to State Aid clearance. We will establish a new Commercial Academy for Culture to improve and spread commercial expertise in the cultural sectors. We want to see a rejuvenated approach to corporate giving. Arts Council England has commissioned a new Private Investment Survey to provide an overview of private investment, including corporate investment, in our cultural sectors. We will carry out tailored reviews of Arts Council England and the Heritage Lottery Fund. We will also carry out a wide-ranging review of the museums sector.”

The White Paper is [available](#).

3.5 Site Visits

3.5.1 Site visits took place to Market Harborough and Rugby.

Key findings:

- Both towns visited had a Tourism Strategy or similar.
- Both towns have blue plaques
- Harborough has a heritage guide and costs £1. Rugby has one too.
- Both towns have organised tours, led by volunteers.
- Harborough had engaged volunteers in a number of ways – Cultural Hub, Groups such as Bloom and Litter Picking.
- Both towns attract lots of visitors.

3.5.2 Full details are at Appendix C

4. Desktop Research

4.1.1 As part of its evidence gathering process for this review, desktop research was undertaken regarding best practice elsewhere:

- Hull
- Stratford Upon Avon

- Leicester
- Hay on Wye

4.1.2 Appendix D provides comprehensive findings from the desktop research exercise.

5 Equality Impact Assessment

5.1 Overview and Scrutiny ensures that it adheres to the Council’s statutory duty to provide the public with access to Scrutiny reports, briefing notes, agendas, minutes and other such documentation. Meetings of the Overview and Scrutiny Committee and its Scrutiny Panels are widely publicised, i.e. on the Council’s website, copies issued to the local media and paper copies are made available in the Council’s One Stop Shop and local libraries.

5.2 The Scrutiny Panel was mindful of the eight protected characteristics when undertaking this scrutiny activity so that any recommendations that it made could identify potential positive and negative impacts on any particular sector of the community. This was borne in mind as the Scrutiny Panel progressed with the review and evidence gathered.

5.3 So that the Scrutiny Panel obtains a wide range of views, a number of key witnesses provided evidence as detailed in section 3 of this report.

5.4 Details of the Equality Impact Assessment undertaken can be located on the Overview and Scrutiny [webpage](#).

6 Conclusions and Key Findings

6.1 After all of the evidence was collated the following conclusions were drawn:

Vision

6.1.1 The Scrutiny Panel felt that would be beneficial for there to be a vision for the town with a goal to be achieved. The vision should be included within an Action Plan. The Scrutiny Panel felt that the vision should be applicable from 2018 to 2025 and include “*that by 2025 the cultural and heritage offer of Northampton is a town that recognises the positives*”

associated with a town of rich heritage and historical significance and that this is at the forefront of the town centre offering to both new and existing residents, visitors and businesses”.

Definitions

6.1.2 The Scrutiny Panel supported the definitions of culture and heritage:

Culture - “the arts and other manifestations of human intellectual achievement regarded collectively”.

Tourism – “The commercial organisation and operation of holidays and visits to places of interest”.

Heritage – “Valued objects and qualities such as historic buildings and cultural traditions that have been passed down from previous generations”.

Promotion

6.1.3 The Scrutiny Panel acknowledges that there is an apparent lack of promotional material available locally and regionally to promote the heritage and cultural offering in Northampton. It highlights that Northampton Borough Council has a key role in the promotion of the town. The use of existing infrastructure, such as the railway station, bus station, public transport and accommodation would be a useful quick and cost effective way of promotion, using a free map. A cost of producing a free map has been estimated at around £2,500 for 5,000 copies.

6.1.4 Evidence gathered highlighted that there is a gap in how Northampton Borough Council (NBC) is working with its global brands to collectively promote the Northampton offer to a wider audience.

6.1.5 The Scrutiny Panel acknowledges the need for NBC to work with various partners and groups in the promotion of the town and what it has to offer.

6.1.6 The Scrutiny Panel recognised the value of the role of the Tourism Executive of Leicestershire Promotions; it was further recognised that Rugby Borough Council has the roles of Arts, Heritage and Visitor Services Manager, Town Centre and Tourism Team Leader and Place Marketing Officer.

6.1.7a The Scrutiny Panel felt that there was a need to further develop the website “Love Northampton”; particularly with the inclusion of further

facilities. The website: www.northamptonshiresurprise.com/. Is being promoted at the Grand Prix at Silverstone in 2018. There would be no cost for the development of the two websites for Northampton; it would need to be programmed into work streams.

6.1.7b Evidence gathered highlighted that Hull 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. 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. There would be no cost for the production of a similar app. for Northampton; it would need to be programmed into work streams.

6.1.8 Hull was awarded City of Culture in 2013. It has developed a 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.

6.1.9 The Scrutiny Panel recognised the value of the website “Britain’s Best Surprise” and was pleased to note that Northampton is already promoted on the website and has received a number of hits, from both within Northampton and external to the town. The website includes various historical places and monuments around the town, such as churches, stately homes and monuments. The Scrutiny Panel realised that some of the monuments, such as Eleanor Cross require maintenance.

6.1.10 People need to be aware of what Northampton has to offer and this needs to be well promoted in a number of mediums.

6.1.11 It was noted that the leaflets at Northampton train station do not contain information about Northamptonshire. This is similar in a hotel in the

borough. It was suggested that the Borough Council could aid tourist attractions as part of package. The production of 5,000 would cost around £2,500 to produce.

6.1.12 There is a real need to capture the interest of people coming to Northampton to shop at the shoe factory shop so that they visit other parts of the town whilst they are here. Shoes and lace are core to the town of Northampton. There is a need to promote the shoe factory shops. It was acknowledged that this would be an excellent resource to the town.

6.1.13 Evidence gathered highlighted that volunteers are key in the promotion of heritage and culture of a town and that a team of volunteers would be useful in promoting Northampton and what it has to offer. This has been successful in Market Harborough and Rugby. Market Harborough has volunteers for its Cultural Hub, Bloom and litter picking.

6.1.14 Historical plaques are located in towns such as Rugby and Market Harborough and the value of which was noted by the Scrutiny Panel.

Retail and Retailers

6.1.15 It was felt that a lot of people are unaware of the beautiful architecture of the town, a lot of which is second floor and above of buildings. Use of the upper floors of the beautiful buildings should be encouraged.

6.1.16 It would be beneficial for the museum to put exhibits in some of the empty retail outlets in the town. The Scrutiny Panel felt that the Officer responsible for the outreach programme could investigate a unit in the Grosvenor Centre for the display of Museum artefacts. The costs for such exhibitions are around £12,750 for the exhibition production plus staffing costs of £1,300 whilst the exhibition is up.

6.1.17 The Borough Council has a good working relationship with the major shop companies in the town and it would be useful to ascertain better working as a cluster. Getting businesses together to liaise and share ideas would be an easy and useful solution.

Heritage Trails

6.1.18 The Scrutiny Panel supported the Ghost Hunt and felt this could be widened to a Heritage Walk or Trail. Tours of the theatres could also be included.

6.1.19 The Scrutiny Panel felt it would be beneficial to the town for the Green Badge qualification, offered by the Institute of Tourist Guiding (ITG) to be investigated for Northampton. Councillors could be useful guides under the Green Badge initiative

Transport, Engineering and Industry

6.1.20 Evidence gathered highlighted the importance of transport, engineering and industry in Northampton; for example the Transport Corporation is well known.

6.1.21 There is a need for the history around transport to be promoted; along with the promotion of the two double decker buses that have been restored by two local groups. These buses have previously been involved in Heritage Days and the Scrutiny Panel felt that they could be further involved in the heritage and tourism of Northampton.

University

6.1.22 The Scrutiny Panel welcomes the move of the University into the town, noting that it will change the culture of the town but felt that although the town was not ready for all the visitors that the University would create but acknowledged that it is an amazing opportunity for the town.

Heritage Group

6.1.23 The Scrutiny Panel welcomed the work of the Heritage Group that is chaired by the Leader of the Council, NBC, acknowledging that the work of this Group complements the work of the Scrutiny Panel, there is no duplication. The Scrutiny Panel looked at promotion and the Heritage Group is undertaking a stock take of heritage and culture.

Education and Heritage Talks

6.1.24 The Scrutiny Panel acknowledges the value of the involvement of historians and those delivering and in education regarding the promotion of heritage and culture. The Scrutiny Panel further realised the importance and value of talks given by local historians. Representatives of the Scrutiny Panel had attended such a talk during the evidence gathering phase of this Scrutiny Review. 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.

Tourist Information Centre

6.1.25 The Scrutiny Panel acknowledges the importance of a Tourist Information Centre. For example, Hull has a Tourist Information Centre that is open Monday to Saturday from 10am to 5pm and Sundays from 11am to 3pm. The Scrutiny Panel felt it would be beneficial for a Tourist Information for Northampton to have a facility such as a café or library so that it is a vibrant place to visit.

Signage

6.1.26 The importance of signage is recognised. A sign at the entrances to the town stating “*Don’t drive through, stop and visit*” Would be beneficial. The Scrutiny Panel realised that there may be a need for the relevant licence from the Highways Agency to be obtained to erect such signs and planning permission granted. It is estimated that each sign would cost in the region of £2,000 each.

6.1.27 Evidence gathered demonstrated the criteria for the erection of brown signage. Delapre Abbey has brown signage.

7 Recommendations

7.1 The purpose of the Scrutiny Panel was to review the promotion of culture and tourism in the Borough, concentrating on:

- 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

Scrutiny Panel 2 therefore recommends to Cabinet that:

7.1.1 An action plan is devised and ensures the marketing and the promotion of Northampton's culture, heritage and tourism is effective and includes:

- The action plan includes a vision for the promotion of the town which includes the following definitions:
 - **Culture** - "the arts and other manifestations of human intellectual achievement regarded collectively".
 - **Tourism** – "The commercial organisation and operation of holidays and visits to places of interest".
 - **Heritage** – "Valued objects and qualities such as historic buildings and cultural traditions that have been passed down from previous generations".
- A free map, highlighting key attractions, is produced and disseminated via existing infrastructure, such as the railway station, bus station, public transport and accommodation.
- The website "Love Northampton" is revitalised to include details of further facilities and events that are on offer around the town.
- Funding is sought to support "Britain's Best Surprise"
- An app that gives details of what to do and where to visit in Northampton is developed similar to that produced by Hull – [Curious Collector App](#).

- Shoes and lace manufacturing are promoted on the website “Love Northampton” and “Britain’s Best Surprise.”
- The Ghost Hunt is widened to a Heritage Walk/Trail that include tours of the theatres.
- The Green Badge qualification, offered by the Institute of Tourist Guiding (ITG) is investigated for Northampton.
- Exhibits of museum artefacts in empty retail units are displayed and promoted. As a pilot, a unit in the Grosvenor Centre is used for the display of Museum artefacts.
- A Co-Ordinator role similar to that of the Tourism Executive of Leicestershire Promotions Limited is established.
- Northampton Borough Council (NBC) works with its global brands to collectively promote the Northampton offer to a wider audience
- A cluster comprising the Borough Council and major shop companies in the town is developed so that they can network and share ideas.
- Work is undertaken on the promotion of the history of transport including the two double decker buses that have been restored by local groups. The Northampton Transport Heritage Group is consulted regarding the promotion of the history of transport in Northampton.
- In recognising that local historians give Education and Heritage Talks throughout the year; these talks are promoted on the websites “Love Northampton” and “Britain’s Best Surprise”.
- A Tourist Information Centre for Northampton, located in a prominent place in the town such as the Guildhall, and a café is included in the extended Northampton Museum and Art Gallery is investigated.
- Signs on the entrance to Northampton are erected that says what the town has to offer. “Don’t drive through, stop and visit”
- Funding is sought to maintain and upkeep monuments around the town, such as Eleanor Cross.

7.1.2 As part of the induction process for Councillors, a leaflet of pamphlet on the history of Northampton is given to all Members. The same leaflet is available for events such as Heritage weekends.

7.1.3 A copy of the report is sent to Michael Ellis, MP, who has the role of Parliamentary Under-Secretary (Department for Digital , Culture, Media and Sport).

Overview and Scrutiny Committee

7.1.4 The Overview and Scrutiny Committee, as part of its monitoring regime, reviews the impact of this report in six months' time.