

1. Please can you provide details of civic pride, events and ceremonies that currently or previously took place in Northampton for the Scrutiny Panel's consideration for inclusion of its formal list?

The Mayor of Northampton contributes clearly and positively to the aims of the Council.

During the twelve month Mayoral term the civic head will attend hundreds of events to promote the town, support local charities, work alongside the local community and act accordingly as first citizen of the Borough. The Mayor's office has a large number of long standing traditions which the modern Mayor adheres to.

In order to preserve tradition, councils continue to host civic ceremonies of their predecessors. Civic ceremonies are often the public face of the civic office and must, therefore, be carefully and imaginatively prepared. Set out below are a few of the ceremonies/functions that virtually every council organises.

- **CHURCH SERVICES** – Local authorities organise an official church service for the Mayor each year. The Northampton Borough Council service is named 'Mayor's Charity Sunday Service' and is held a few weeks following the election of the Mayor.
- **REMEMBRANCE SUNDAY** – It is common for the Mayor and council to attend a service on Remembrance Sunday; these are normally held at the local war memorial. Northampton Borough Council mark both Armistice Day and also Remembrance Sunday and work with the County Council and the Civic Church to arrange this.
- **CIVIC FUNERALS** – The Mayor will normally attend a funeral formally only if the deceased was a former Mayor/Consort/Mayoress, serving member of the council or significant figure in the Borough. Northampton Borough Council ensure the Mayor's Office informs all other members of the details so they can attend alongside the Mayor to pay their respects.
- **CIVIC BANQUETS AND CIVIC BALLS** – A civic banquet or ball must not be of benefit to the office but must show a clear benefit to the people of the town or the Mayor's chosen charity. Northampton Borough Council host one Charity Ball a year for the Mayor's chosen charity however we also have a 'Heart of the Community Awards' event where we will invite the unsung heroes of the town to meet the Mayor and collect a certificate for their efforts in the Borough.
- **ANNUAL COUNCIL MEETING** – Every council will hold an AGM in which the incoming Mayor/Chairman is elected by the rest of the council. The Mayor's Office will organise the structure of this event and this will normally take place in the month of May. The chosen civic head will then chair all Full Council meetings until the end of their term.

In Northampton the Mayor will host a number of civic ceremonies annually such as the following:

- Feb/March – Mayoress/Consort Tree Planting Ceremony
- March/April – Heart of the Community Awards
- Third Thursday in May – Mayormaking 2018
- 29th May – Oak Apple Day
- Approx 30th June – Armed Forces Day Parade
- June/July – Mayoral Charity Sunday Service
- October – High Sheriff Crown Court Service
- Nov – Remembrance Sunday Parade

- Nov – Mayor’s Gala Dinner
- Dec – Mayor’s Fund for Housebound

Oak Apple Day and the Mayor’s Fund for the Housebound are specific to the Borough of Northampton.

Oak Apple Day or Royal Oak Day, is observed annually on 29 May, to commemorate the [restoration](#) of the [English monarchy](#) in May 1660 when King Charles II came to the throne following the English Interregnum overseen by Oliver Cromwell. The name reflects the then future King’s famous hiding place, when he sought refuge from his roundhead enemies in an oak tree, following the 1651 battle of Worcester. The day celebrates the generosity of King Charles II, who donated over 1,000 tons of timber to reconstruct the church and halved the town’s taxes for seven years following the Great Fire of Northampton.

The Mayor of Northampton has been honouring the tradition for many year’s now which is heavily supported by the Lord Lieutenant of Northamptonshire.

The Mayor’s Fund for the Housebound was originally known as ‘The Mayor’s Fund for the Bedridden’, was set up about 90 years ago, although reference to gifts to the bedridden at Christmas has been found in correspondence relating to the Poor Children’s Christmas Dinner Fund 1908, when John Brown was Mayor. A letter of that date states ‘An innovation was made last year by sending gifts to the bedridden, which gifts, and the kindly spirit promoting them, were deeply appreciated by the recipients.’ There has now been a century of this kind of initiative in our Borough.

Civic Ceremonies can also be requested and will be held at the Mayor’s discretion. These events will be the following:

- Honorary Recorder Ceremony
- Honorary Aldermen Ceremony
- Hereditary Freemen Ceremony
- Honorary Freedom Ceremony
- Exercising Freedom of the Borough Parade
- Commemorative events within the Borough and nationally

During the centenary of WWI the Borough has hosted a number of civic events to mark the occasion such as commemorating the life of Walter Tull and Edgar Mobbs and also last year honouring the family who lost their lives in the Northampton Zeppelin Raid. The Mayor’s Office marked the presentation ceremony for the USHAKOV medal in 2015 as well as commemorating the anniversary of VE Day in 2015.

In addition to these civic events the Mayor heavily supports the local community by marking the following events annually.

- 27th January – Holocaust Memorial Day
- 5th March – Tibetan Flag Raising
- 8th March – International Women’s Day
- 12th March – Commonwealth Day
- 25th April – ANZAC Day
- 17th May – International Day Against Homophobia
- Approx 25th June – Armed Forces Flag Raising
- 11th July – Remembering Srebrenica
- 9th September – Merchant Navy Day
- October – Black History Month
- 19th Nov – International Men’s Day

- 1st Dec – World Aid’s Day
- 3rd Dec – International Day for People with Disabilities
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Northampton Borough Council has the longest and most complete list in the country of Mayor’s dating back to 1215. The Mayor of Northampton is believed to have been in existence from 1189 however the full list is believed to have been lost in the great fire in 1675.

2. How are Northampton’s civic events and ceremonies marketed?

Northampton Borough Council’s communications team and Mayoral Office work closely together in order to promote the civic events and ceremonies throughout the town. In recent years the additional element of social media has been incorporated into the promotion of events.

The protocol for a typical event would be that the Mayor’s Office will manage the event organisation with the relevant parties. The Mayor’s Officer will then meet with the communications team and share as much information as possible for them to market the event. A press release will go out as standard however larger events such as Armed Forces Day and Remembrance Sunday will include promotional material which the communications team assist in the production of. An example of this is the leaflet for this year’s Remembrance Sunday event which is shown below:

**FIRST WORLD WAR CENTENARY
AND REMEMBRANCE EVENTS**

ON THE ELEVENTH HOUR,
OF THE ELEVENTH DAY,
OF THE ELEVENTH MONTH,

guns finally fell silent on the battlefields of WWI, marking the end of the conflict which raged Europe between 1914 and 1918.

2018 marks the centenary of Armistice Day, when we will be remembering those who gave their tomorrow for our today.

A fortnight of commemorations will take place in Northampton to mark this anniversary.





Friday 26 October
11am Poppy Cross Commemoration, Abington Square Memorial Garden
Members of the Royal British Legion and Western Front Association will remember the fallen of Northampton by laying a military cross in their honour.

Sunday 11 November
8.30am Remembrance Sunday Service and Parade, All Saints’ Church
Northampton troops will be joined by dignitaries for a Remembrance Service at All Saints’, followed by a minute’s silence at 11am and wreath laying in the church’s memorial garden. The parade will then march past the Guildhall, along St Giles’ Street and onto Abington Street via Fish Street. They will be dismissed at the Market Square.

12.30pm Northampton Museums & Art Gallery activities, Market Square
Watch performances by The Looking Glass Theatre showcasing excerpts from the play ‘Killed’. Hear WWI poetry read by Nairobi Thompson and extracts by CreativeWriters@theMuseum. Live music from The Male Voice Choir and Classical Choir. A selection of WWI objects, images and videos will be displayed, along with bunting making and other crafts.

6.15pm National lighting of a beacon and bell ringing for WWI, All Saints’ Church
The Lord Lieutenant of Northamptonshire will be joined by dignitaries and representatives from the Royal British Legion for a nationwide ceremony in memory of the fallen of WWI. Speeches will be heard from the church’s portico, before the official beacon lighting at 7pm. Bells will ring throughout the country following the lighting.

7.30pm Heroes for Peace Concert, The Royal & Derngate
A concert in commemoration and celebration of the heroes of Northamptonshire during WWI. Hear the stories of Edgar Mobbs, Walter Tull, The Anglian Regiment and local people, accompanied by local choirs. Tickets for this event are available from the Royal & Derngate Box Office, by calling 01604 624811 or visiting www.royalndderngate.co.uk



The communications team will seek quotes from the relevant parties and inform all local media who will then get in touch for further interviews and photographs. A few examples of press releases are below:

<https://www.northampton.gov.uk/news/article/2760/commemorating-oak-apple-day-in-northampton>

<https://www.northampton.gov.uk/news/article/2701/awards-for-people-at-heart-of-the-community>

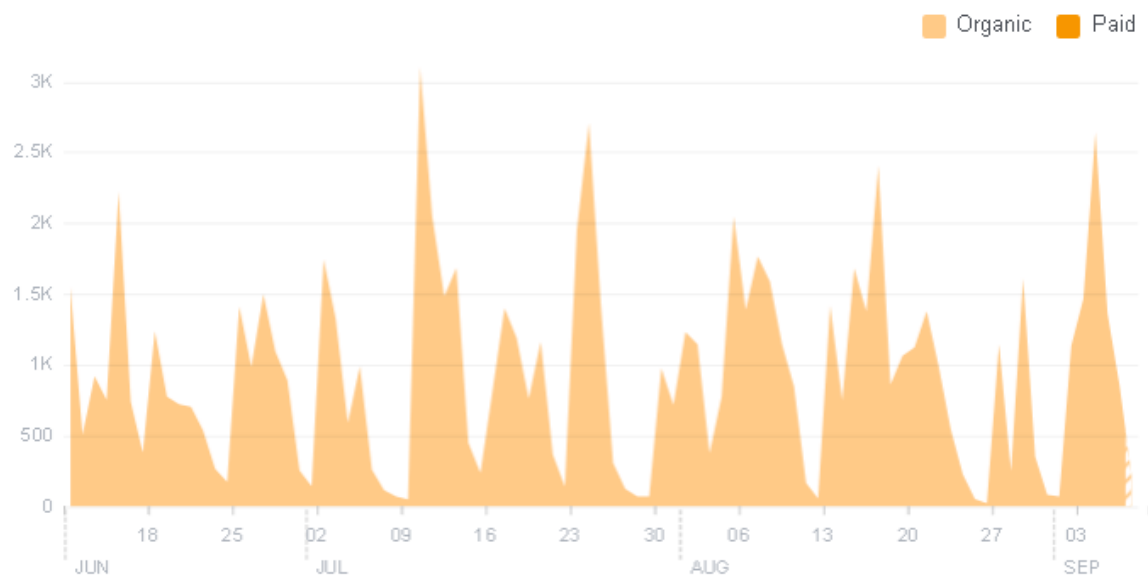
<https://www.northampton.gov.uk/news/article/2625/honouring-lives-lost-in-the-northampton-zeppelin-raid>

<https://www.northampton.gov.uk/news/article/2754/northampton-s-new-mayor-to-be-welcomed-at-guildhall-ceremony>

As well as the traditional form of a press release events pages will be created on the Mayor's Facebook page as well as posts about the upcoming event for the public to attend. Figures shown in the last quarter alone show posts reaching over 3,000 people. On average the figures show that each post is reaching on 1,205 people which is an extremely quick and effect form of communication.

Post Reach

The number of people who had any posts from your Page enter their screen.



Northampton Borough Council have their own Facebook page and will share civic events to over 6,400 people who follow their page.

Below are the metrics on the Facebook and Twitter activity for Remembrance Sunday and Armed Forces Day.

Armed Forces Day 2018

Facebook post:

29 June 18: 1,416 people reached / 30 click throughs to the event page on Facebook / no shares / 5 likes

Join the family fun this Saturday as we celebrate Armed Forces Day in Northampton.

The day kick starts with a town centre parade from 10am. This will then be followed by live entertainment and information stalls from Armed Forces organisations on Love Northampton Market until 3pm.

Facebook event post: 11.4K people had the event appear on their Facebook news feed

763 people viewed the event page

173 people said they were interested in attending or said they were attending

Twitter:

29 June 18: *Join the family fun this Saturday as we celebrate #ArmedForcesDay in Northampton. The day kick starts with a town centre parade from 10am. This will then be followed by live entertainment and information stalls from Armed Forces organisations on Love Northampton Market until 3pm.* pic.twitter.com/yHEB784zjG

Impressions (how many times people saw the tweet) 1,758

Total engagements (how many times people interacted with the tweet) 13

Remembrance Sunday 2017

Facebook post:

11 Nov 2017: 706 people reached / 13 click throughs to the press release on NBC website / 3 shares / 5 likes

Join the Remembrance Sunday parade and service tomorrow, the parade will begin in the Market Square at 9.30am, the service will take place at All Saint's church at 10am and the traditional silence will be observed at 11am.

<https://www.northampton.gov.uk/.../remembrance-sunday-parade-...#WeWillRememberThem>

Twitter:

Nov 11 2017: *Join the Remembrance Service in Northampton tomorrow. Parade starts at 9.30am* ow.ly/yZAn30gugj #WeWillRememberThem

Impressions: 1946

Total engagements: 28

Media attend a lot of civic functions that the Mayor of Northampton hosts and below are examples of press coverage which the Mayor's office have received within the last twelve months:

<https://www.northamptonchron.co.uk/news/bomb-from-deadly-zeppelin-raid-to-go-on-display-1-911863>

<https://www.theguardian.com/football/2018/mar/25/walter-tull-football-pioneer-war-hero-tottenham-northampton-military-cross>

<https://www.northamptonchron.co.uk/news/crowds-gather-to-watch-yearly-armed-forces-parade-in-northampton-1-8026276>

<https://www.bbc.co.uk/sport/football/43504448>

<https://www.northamptonchron.co.uk/news/live-video-link-up-to-unite-uk-and-usa-for-first-northampton-pride-this-weekend-1-8487144>

<https://nliveradio.com/tag/remembrance-sunday/>

3. Please provide suggestions on how you feel the pride and history of the Borough and the Guildhall can be preserved and enhanced as part of any new Unitary Authority

The history of the Borough and the Guildhall are incredibly important to preserve and celebrate and the Borough Council prides itself in the way it has and continues to do this

through the ongoing investment into the Guildhall as well as promoting civic events as detailed in this report.

As Northampton Borough Council has now approved the proposal to move towards a unitary model of local government it has already recognised the importance to continue and protect both the Guildhall and the civic traditions and activities. With that in mind Council agreed in July 2018 for a community governance review to be undertaken with a view to the creation of a new Town Council for Northampton.

One advantage of forming a Northampton Town Council is that it can retain a mayor, the historic and ceremonial regalia, artefacts and other items of interest that currently belong to the Borough Council.

A further report has been discussed at Council on the 10th September which outlines the Terms of Reference to be followed in undertaking the review. It is this work that will ultimately ensure both the Guildhall and the civic events continue into the future under the stewardship of the Town Council, after the new unitary authority is formed.

4. What is role of Northampton Borough Council in civic events and ceremonies within the borough?

The Mayor as the first citizen of the Borough speaks for both the council and the community. Though the Mayor hosts the civic ceremonies and functions within the town it is the staff and officers of the Borough council who organise all events held within the Borough – with the discretion of the Mayor.

The Mayor's Office will work with a wide range of departments within the council to host the civic events. The best example of this would be Remembrance Sunday as this is one of the largest events held in the Borough on an annual basis. In order for this event to run smoothly the Mayor's Office must ask for the assistance from the following:

- Town Centre Management – In order to hold the military parade and civic procession the town centre manager will organise for the security to be in place and the risk assessments to be completed ahead of the event.
- Environmental Services – Prior to the event being held in the memorial gardens of All Saints' Church the environmental services team and wardens will allow access to the gardens and clean them before the service, planting fresh flowers and poppies for the occasion.
- Guildhall Office – The Mayor will host dignitaries in the Parlour prior to the procession, a salute will take place outside the front of the Guildhall where staff members will set up a dias in order for the Lord Lieutenant, Mayor and Commanding Officer to stand.
- Communications Team – The Communications team will inform members of the public of the events taking place on both Armistice Day and Remembrance Sunday
- Community Engagement Team – This team will interact with community groups who may wish to lay wreaths and also aid promotional support by putting the Mayor's Office in contact with the Armed Forces Covenant for additional help.
- Market Management – The military parade will assemble on Market Square before holding stalls in aid of the Poppy Appeal

- Borough Secretary – The budget of the event will be met within the civic allowance for the year
- Members Office – Leaders office and the political assistants will send regular reminders to the members to ensure they're clear on the running of the event and to ask any questions prior to the day.

Without the assistance from all of the departments within the council the event could not go ahead. Northampton Borough Council officers and staff have supported the Mayoralty fully at the council and every Mayor thanks them at Christmas by inviting them to the Parlour. It is a small token of gratitude to thank everyone for the hard work they do behind the scenes.

5. In your opinion, how can all assets, including Museums and their contents, in the borough be preserved and secured?

As has been highlighted in the response to Question 3, the formation of a Northampton Town Council will ensure the historic and ceremonial regalia, artefacts and other items of interest that currently belong to the Borough Council are preserved and secured.

In terms of the museum, as part of the community governance review, it will be determined if the museum and its artefacts move to the new unitary authority or to the new Town Council. In the meantime, the current approach of the preservation of museum artefacts will continue and be further enhanced once the new museum development is completed.

6. Do you have any other information you are able to provide in relation to civic pride in Northampton

There are many other festivals, events and celebrations across the Borough that are organised by a range of organisations that the Borough has supported.

Further information will be provided at the meeting.