



CABINET REPORT

Report Title	Cabinet's Response to Overview and Scrutiny Committee Culture and Tourism
---------------------	--

AGENDA STATUS: PUBLIC

Cabinet Meeting Date:	5 th December 2018
Key Decision:	No
Within Policy:	Yes
Policy Document:	No
Directorate:	Customer and Communities
Accountable Cabinet Member:	Cllr Anna King
Ward(s)	Borough Wide

1. Purpose

- 1.1 To provide a response to Overview and Scrutiny Committee's pre-decision scrutiny report on the promotion of culture and tourism in Northampton.

2. Recommendations

That Cabinet gives careful consideration to the Overview and Scrutiny recommendations detailed below:-

- 2.1 A free map, highlighting key attractions, is produced and disseminated via existing infrastructure, such as the railway station, bus station, public transport and accommodation.
- 2.2 A review is undertaken of the success of the Britain's Best Surprise and funding is sought to support Northampton's contribution to it.
- 2.3 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](#).

- 2.4 Shoes, leather and lace manufacturing are promoted on the website “Britain’s Best Surprise.”
- 2.5 The Ghost Hunt is widened to a Heritage Walk/Trail that include tours of the theatres.
- 2.6 A trail around the town demonstrated by metal shoes is introduced.
- 2.7 The Green Badge qualification, offered by the Institute of Tourist Guiding (ITG) is investigated for Northampton in conjunction with Northampton BID. This qualification is opened to ward Councillors and Honorary Aldermen.
- 2.8 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.
- 2.9 Northampton Borough Council (NBC) works with its global brands to collectively promote the Northampton offer to a wider audience.
- 2.10 A cluster comprising the Borough Council and major shoe companies in the town is developed so that they can network and share ideas.
- 2.11 Working with NBC’s Planning Department, encouragement is given to have a consistent and sympathetic appearance in accordance with Northampton’s rich architectural and cultural heritage, for shop frontages.
- 2.12 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.
- 2.13 In recognising that local historians give Education and Heritage Talks throughout the year; these talks are promoted on the website “Britain’s Best Surprise”.
- 2.14 A Tourist Information Centre for Northampton, is investigated and located in a prominent place in the town, until the Museum is opened in late 2019; and a café is included in the extended Northampton Museum and Art Gallery is investigated.
- 2.15 Signs on the entrance to Northampton are erected that says what the town has to offer. “Don’t drive through, stop and visit”
- 2.16 Brand Northampton as an exciting place to visit.
- 2.17 Blue plaques are introduced around the town.
- 2.18 Opportunities to promote our cultural heritage with Marberg are investigated.
- 2.19 Funding is sought to maintain and upkeep monuments around the town, such as Eleanor Cross, the Tram Terminals and other historic buildings.
- 2.20 Flower displays are maintained all year round, sponsorship to purchase and upkeep more planters is sought. Branding is in keeping with the signage.

- 2.21 A Co-Ordinator role similar to that of the Tourism Executive of Leicestershire Promotions Limited is established in conjunction with Britain's Best Surprise aspirations for a Destination Management Organisation.
- 2.22 A Cultural Strategy for the Borough is developed to look at investment, opportunities, infrastructure to promote Northampton and grow the cultural sector, to make an application to be the City of Culture 2025.

3. Issues and Choices

3.1 Report Background

- 3.1.1 The purpose of the Scrutiny panel was to investigate and 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 use the vehicle of tourism to provide learning about Northampton.

- 3.1.2 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 a 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.

3.2 Choices (Options)

- 3.2.1 Cabinet may choose to agree to any of all of Overview and Scrutiny Committee's recommendations in full or part.

- 3.2.2 Overview and Scrutiny Committee have provided Cabinet with a robust and detailed report to support its recommendations

4. Implications (including financial implications)

4.1 Policy

4.1.1 There are none specifically

4.2 Resources and Risk

4.2.1. There are cost implications to many of the recommendations above and in some cases, these are considerable. Further work will be undertaken by officers to scope the work and where possible identify potential sources of funding. Some of the recommendations have staffing resource implications only and some of these are in the process of being implemented.

4.3 Legal

4.3.1 There are no legal implications at this stage of Cabinet's consideration of the recommendations set out in paragraph 2 of the report

4.4 Equality and Health

4.4.1 Equality and health implications will be taken full account of in the development of the proposed recommendation.

4.4.2 There will be an equalities impact assessment undertaken as an integral part of the process.

4.5 Consultees (Internal and External)

4.5.1 A wide range of stakeholders were consulted with as part of the overview and scrutiny review.

4.6 How the Proposals deliver Priority Outcomes

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

5. Background Papers

Overview and Scrutiny Committee Scrutiny Report – Culture and Tourism

Marion Goodman Head of Customers and Communities