



NORTHAMPTON BOROUGH COUNCIL
OVERVIEW AND SCRUTINY COMMITTEE

26 JUNE 2017

BRIEFING NOTE:

SCRUTINY PANEL 2 – CULTURE AND TOURISM

1 INTRODUCTION

- 1.1 The Overview and Scrutiny Committee commissioned Scrutiny Panel 2 to undertake a Review regarding Culture and Tourism the rationale being “a Review investigating how Northampton, in particular its culture and heritage, could be promoted around the world.”
- 1.2 Membership of the Scrutiny Panel comprises Councillor Jamie Lane (Chair); Sam Kilby Shaw (Deputy Chair); Councillors Aziz, Culbard, Gowen, Sargeant and Smith.
- 1.3 At the inaugural meeting of the Scrutiny Panel, Councillors agreed the scope of the Review; a copy is attached at Appendix A, for the Committee’s approval.

2 UPDATE

- 2.1 In discussing the purpose of the Review, the Scrutiny Panel felt that the purpose/objectives of the Review should be expanded:
 - 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.
- 2.2 In discussing the rationale for the Review, the Scrutiny Panel felt that the required outcomes should be:

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

2.3 The schedule of meetings comprises:-

June 2017 to March 2018

15 June 2017
 13 July
 14 September
 4 December
 18 January 2018
 22 March

2.4 Various site visits will be programmed in during this period, if required.

2.5 Meetings of the Scrutiny Panel will commence at 6.00pm and be held in either the Jeffery Room at the Guildhall or various venues around the Borough such as Abington Park Museum.

2.6 In accordance with the Scrutiny Panel Protocol the Chair of this Scrutiny Panel will provide written progress reports to future meetings of the Overview and Scrutiny Committee for information.

3 RECOMMENDATION

3.1 That the Overview and Scrutiny Committee approves the scope of the Scrutiny Panel 2, as attached at Appendix A.

3.2 That the Overview and Scrutiny approves the purpose/objective of this Review:

- 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.

Author: Tracy Tiff, Overview and Scrutiny Officer, on behalf of Councillor Jamie Lane Chair, Scrutiny Panel 2

16 June 2017