

**NORTHAMPTON BOROUGH COUNCIL**  
**Scrutiny Panel 2 – Culture and Tourism**

Your attendance is requested at a meeting to be held in the Great Hall, The Guildhall, Northampton on Thursday, 13 July 2017 at 6:00pm

**D Kennedy**  
**Chief Executive**

If you need any advice or information regarding this agenda please phone Tracy Tiff, Scrutiny Officer, ext 7408 who will be able to assist with your enquiry. For further information regarding **Scrutiny Panel 2 - Culture and Tourism** please visit the website [www.northampton.gov.uk/scrutiny](http://www.northampton.gov.uk/scrutiny)

### **Members of the Panel**

Chair	Councillor Jamie Lane
Deputy Chair	Councillor Samuel Kilby-Shaw
Panel Members	Councillor Mohammed Azizur Rahman ( Aziz) Councillor Vicky Culbard Councillor Elizabeth Gowen Councillor Brian W Sargeant Councillor Zoe Smith
Co-opted Member	Martin Sutherland, Chief Executive, Royal and Derngate Theatres

### **Calendar of meetings**

<b>Date</b>	<b>Room</b>
14 September 2017 6:00 pm	Abington Park Museum
4 December	Doddridge Centre
18 January 2018	Guildhall
22 March	Guildhall

### **Agenda**

## Northampton Borough Scrutiny Panel 2 - Culture and Tourism

Item No and Time	Title	Pages	Action required
1. 6:00pm	<b>Apologies</b>		The Chair to note any apologies for absence.
2.	<b>Deputations and Public Addresses</b>		<p>The Chair to note public address requests.</p> <p>The public can speak on any agenda item for a maximum of three minutes per speaker per item. You are not required to register your intention to speak in advance but should arrive at the meeting a few minutes early, complete a <a href="#">Public Address Protocol</a> and notify the Scrutiny Officer of your intention to speak.</p>
3.	<b>Declarations of Interest</b>		Members to state any interests.
4.	<b>Minutes</b>		The Scrutiny Panel to approve the minutes of the meeting held on 15 June 2017.
5. 6:05pm	<b>Presentation to set the scene</b>		The Scrutiny Panel to receive a presentation that sets the scene.
6. 7:05pm	<b>Core Questions</b>		The Scrutiny Panel to agree a list of core questions to be put to expert advisors.
7. 7:20pm	<b>Community Impact Assessment</b>		The Scrutiny Panel to approve the Community Impact Assessment (CIA) for this Review.

## NORTHAMPTON BOROUGH COUNCIL

### MINUTES OF SCRUTINY PANEL 2 - CULTURE AND TOURISM

Thursday, 15 June 2017

**COUNCILLORS PRESENT:** Councillor Lane (Chair), Councillor Sam Kilby Shaw (Deputy Chair);  
Councillors Aziz, Vicky Culbard, Elizabeth Gowen, Brian Sargeant  
and Zoe Smith

**OFFICERS** Stephen Hing, Director - Regeneration, Enterprise and Planning  
Tracy Tiff, Scrutiny Officer

#### 1. WELCOME AND INTRODUCTIONS

The Chair welcomed all those present to the inaugural meeting of this Scrutiny Review.

#### 2. APOLOGIES

There were none.

#### 3. DEPUTY CHAIR OF THE SCRUTINY PANEL

It was proposed and seconded that Councillor Sam Kilby-Shaw is the Deputy Chair of this Scrutiny Panel.

It was AGREED that:

Councillor Sam Kilby-Shaw is the Deputy Chair of this Scrutiny Panel.

#### 4. DECLARATIONS OF INTEREST

There were none.

#### 5. DEPUTATIONS/PUBLIC ADDRESS

There were none.

#### 6. SCOPE OF THE REVIEW

The Scrutiny Panel considered the draft Scope of the Review – Culture and Tourism, making suggestions as appropriate.

AGREED:

The scope of the Review – Culture and Tourism, is presented to the Overview and Scrutiny Committee at its meeting on 26 June 2017 for approval.

The meeting concluded at 7:22 pm



## OVERVIEW AND SCRUTINY

### SCRUTINY PANEL 2 – CULTURE AND TOURISM

#### 1. Purpose/Objectives of the 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.

#### 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

#### 2. Outcomes Required

- 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.

### 3. Information Required

- Background data
- Background reports
- Best practice data
- Desktop research
- Surveys
- Evidence from expert internal witnesses
- Evidence from expert external witnesses
- Site visits (if applicable)

### 4. Format of Information

- 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)
  - Freeman of the Borough
  - Local Historian, such as Ms V Hedges
- Site visit to various heritage and tourist attractions within the borough

## **5. Methods Used to Gather Information**

- Minutes of meetings
- Desktop research
- Site visits
- Officer reports
- Presentations
- Examples of best practice/case studies
- Witness Evidence:-

➤ Key witnesses as detailed in section 4 of this scope

## **6. Co-Options to the Review**

- Martin Sutherland, Managing Director, Royal and Derngate Theatres, Northampton, to be approached to be co-opted to the Review

## **7. Community Impact Screening Assessment**

- A Community Impact Screening Assessment to be undertaken on the scope of the Review

## **8. Evidence gathering Timetable**

June 2017 – March 2018

- |                   |                         |
|-------------------|-------------------------|
| • 15 June 2016    | - Scoping meeting       |
| • 13 July         | - Evidence gathering    |
| • 14 September    | - Evidence gathering    |
| • 4 December      | - Evidence gathering    |
| • 18 January 2018 | - Evidence gathering    |
| • 22 March        | - Approval final report |

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

Meetings to commence at 6.00 pm

## **9. Responsible Officers**

Lead Officer            Stephen Hing, Director of Regeneration, Planning and Enterprise  
Co-ordinator           Tracy Tiff, Scrutiny Officer

## **10. Resources and Budgets**

Stephen Hing, Director of Regeneration, Planning and Enterprise, to provide internal advice.

## **11. Final report presented by:**

Completed by March 2018. Presented by the Chair of the Scrutiny Panel to the Overview and Scrutiny Committee and then to Cabinet.

## **12. Monitoring procedure:**

Review the impact of the report after six months (approximately November/December 2018)



# Community Impact Assessment

(Incorporating equality analysis and health considerations)  
V2.0

**Name of Matter Assessed:**

**Overview and Scrutiny Review – Culture and Tourism**

**Who will make the decision:**  
(e.g. Cabinet/Board etc.)

Overview and Scrutiny will produce a report with its evidence, findings and recommendations and the Chair of the Overview and Scrutiny Committee will present this report to Cabinet for its consideration.

**Who has been involved in developing the matter:**

**Director:** Stephen Hing, Director – Regeneration, Enterprise and Planning  
**Lead Officer:** Tracy Tiff, Scrutiny Officer  
**Chair of the Scrutiny Panel:** Councillor Jamie Lane

**What is it:**

A Community Impact Assessment (CIA) is a document that summarises how the council has had due regard to the public sector equality duty (Equality Act 2010) in decision-making. This document can also be used to consider health and narrowing health inequalities (Health and Care Act 2012)

**When to assess:**

A CIA should be carried out when you are changing, removing or introducing a new service, policy or function. The assessment should be proportionate; a major financial decision will need to be assessed more closely than a minor policy change.

**Due Regard:**

To ‘have due regard’ means that in making decisions and in its other day-to-day activities the council must consciously consider the need to do the things set out in the general equality duty: eliminate discrimination, advance equality of opportunity and foster good relations.

In relation to health, we need to consider the potential short term and long term implication of for decisions that we take to support the Health and Wellbeing agendas.

How much regard is ‘due’ will depend on the circumstances and in particular on the relevance of the aims in the general equality duty to the decision or function in question. The greater the relevance and potential impact, the higher the regard required by the duty. We need to make sure that we understand the potential impact of decisions on people with different protected characteristics and also need to consider this information before and as decisions are being made. This will help us to reduce or remove unhelpful impacts and inequalities

**Proposal Name:**

**Overview and Scrutiny Review – Culture and Tourism**

## Aims/Objectives and purpose of the policy/service/function

### Aims and objectives:

#### Purpose/Objectives of the 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.

### Key actions:

Overview and Scrutiny (O&S) is a means of providing non-Executive Councillors the opportunity to inform policy development and critical friend challenge to the Council's Executive policy makers and decision makers (Cabinet). It also has a strong role in promoting the engagement of non-Executive Councillors in a diverse range of policy development activities, including performance improvement at the Council. Scrutiny aims to engage the community in its work either by attendance at meetings, public addresses to meetings, witness evidence, or co-optees to Scrutiny Reviews.

This Review will hear from a number of key stakeholders to ensure that a wide range of evidence is obtained to inform the Panel's information base.

All Scrutiny Reviews link to the Council's Corporate Plan. Details of which are evidenced within the final report. In particular, this Scrutiny Review links to corporate priority Northampton Alive - A vibrant successful town for now and the future and Love Northampton Enhancing leisure activities for local people and encouraging participation

### Expected outcomes:

The projected outcome of this Scrutiny Review is:

- 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.

### Who will be affected and how:

Overview and Scrutiny ensures that it adheres to the Council's statutory duty to provide the public with access to Scrutiny reports/agendas/minutes and other such documents. Meetings of the Overview and Scrutiny Committee/Scrutiny Panels are widely publicised, i.e.: on the Council's website, copies issues to the local media and paper copies available in the Council's One Stop Shop and local libraries.

Overview and Scrutiny operates paperless meetings. A paperless meeting is a move away from the traditional format for Councillor meetings, which usually involves the printing and distribution of a significant amount of paperwork. Instead, Overview and Scrutiny is operating electronically and Councillors view all the documents for the meeting on their laptop or ICT device. The agenda items will be displayed upon the large screens in the meeting room.

All information relating to meetings of the Council's Committees is published in both PDF and RTF format to allow for accessibility by Councillors, Co-Optees, Officers and the

general public. Should individuals not have the provision of a personal PC they will be able to view the data on a PC located in the Council's One Stop Shop and local libraries.

**Approximately how many people will be affected:**

The impact of the Scrutiny report cannot be assessed until, at the earliest, an outline of a report has been developed. Therefore, within the Scrutiny Panel's report it could suggest that any impact on the eight protected characteristics be taken into account.

However, any potential recommendations could have an effect on the community of the borough of Northampton, including:

- All residents
- Community Groups
- Key Partners

**Expected date of decision:**

It is anticipated that the report of the Scrutiny Panel will be concluded in March 2017, presented to the Overview and Scrutiny Committee in April 2018 and to Cabinet in June/July 2018 Cabinet will then become responsible for delivering the recommendations that it accepts.

## Scope/focus of the assessment:

### Please outline the scope and focus of the assessment:

The Scrutiny Panel is mindful of the eight protected characteristics when undertaking scrutiny activity so that any recommendations that it makes can identify potential positive and negative impacts on any particular sector of the community. This will be borne in mind as the Scrutiny Review progresses and evidence is gathered. The final report of the Scrutiny Panel has a standard section entitled Community Impact Assessment and details the findings

Any potential recommendations proposed by the Scrutiny Panel may have perceived adverse and beneficial effects for all diversity groups.

The public's lack of understanding of either the Overview and Scrutiny function or the issues under review could lead to poorly attended and little public participation in the process.

The more public participation in the Overview and Scrutiny function will increase further participation; for example, should individuals be aware that individuals and representatives from community groups are attending such meeting and are involved in the Scrutiny process as a co-optee, and notice the difference that they can make; they too could become involved.

A comprehensive Overview and Scrutiny webpage has been developed and a leaflet promoting the work of Overview and Scrutiny and detailing how members of the public can become involved in the process has been issued to the Council's One Stop Shop and the town's main libraries. This leaflet is also distributed to attendees at all Overview and Scrutiny Committee and Scrutiny Panel meetings.

So that the Scrutiny Panel obtains a variety of views, the Chair of the Scrutiny Panel will contact a wide range of key witnesses, including

- 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)
- Freeman of the Borough
- Local Historian, such as Ms V Hedges

Evidence gathered from the key witnesses will be analysed and contained within the Scrutiny Panel’s final report. The comments of the key witnesses will be minuted and published publicly within the [Council’s meeting management system](#).

Should the Scrutiny Panel conclude the need for recommendations for change; the expected impact of these changes will be detailed within the Scrutiny Panel’s final report.

The Scrutiny Panel’s report, after it has been endorsed by the Overview and Scrutiny Committee, will be forwarded to the Council’s Cabinet for consideration; Cabinet will then become responsible for delivering the recommendations that it accepts.

Meetings of this Scrutiny Panel are held in easily accessible locations (wheel chair accessible), with the provision of a hearing loop and start at 6pm; so aiming to enable those with working commitments to attend. It could be found that the timing of Overview and meetings (evenings) may not be suitable to all, for example those who are required to work during the evenings.

There is a standing agenda item on all Overview and Scrutiny Committee and Scrutiny Panel meetings enabling members of the public to address the Committee/Panel. The public does not have to register their intention to speak in advance but is advised to arrive a few minutes prior to the start of the meeting and notify the Scrutiny Officer of their intention to speak. A Scrutiny Public Speaking Protocol has been produced and advice and assistance is offered and available to members of the public wishing to attend and address an Overview and Scrutiny Committee/Panel meeting.

The Council has access to an interpretative service and therefore such documents can be supplied in formats other than English if required.

Provision has been made for members of public who have a disability, e.g. the agenda will be displayed on a large screen in the Committee room. For those who may suffer from a visual impairment, the blind have access to ‘talking’ documents, those whose first language is not English have access to translation services and the building in which the meetings will occur contain hearing loops and are accessible by those with severe mobility issues, such as wheel chair users.

## Community Screening Outcome

Will the proposal:	Yes/No
Eliminate discrimination, harassment or victimisation	Yes
Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it	Yes
Foster good relations between persons who share a relevant protected characteristic and persons who do not share it	Yes

Contribute towards health improvements or inequalities	Yes
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## Relevant data and/or research

### Outline the information and research that has informed the decision:

The number of public attending the Scrutiny Panel meetings is recorded.

Any feedback received from the above is taken into consideration and used to formulate recommendations to improve the Service.

Background data will be provided to the Panel including:

- 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

Details of best practice, external to Northampton, will also be presented to the Scrutiny Panel, which will help to inform the evidence base as will various site visits.

### Sources and key findings:

Sources of information are detailed above and key findings will be fully known when the Scrutiny Panel has completed its Review.

### How will the decision affect people with different protected characteristics:

The impact of the Scrutiny report cannot be assessed until, at the earliest, an outline of a report has been developed. Therefore, within the Scrutiny Panel's report it could suggest that any impact on the eight protected characteristics be taken into account.

However any potential recommendations could have an effect on the community of the borough of Northampton, including:

- All residents
- Community Groups
- Key Partners

## Rationale for change

### What will you do if/when changes are agreed/introduced:

The purpose of the Scrutiny Review is:

- 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

## Identification of affected groups/individuals

### List the groups/individuals that may be affected by the proposal:

Any potential recommendations could have an effect on the community of the borough of Northampton, including:

- All residents
- Community Groups
- Key Partners

## Assess and/or undertake Consultation

### Has there been specific consultation on this decision (if not, state why not and/or when this may happen):

As part of the evidence gathering for this Scrutiny, a number of expert advisers will be consulted as detailed above (scope and focus of the assessment)

### What were the results of the consultation:

Consultation with various expert advisers will take place over a series of scheduled meetings, the outcomes of which will inform the evidence base of the Scrutiny Review which will inform the findings, conclusions and recommendations of the Scrutiny Panel.

### Across the protected characteristics, what difference in views did analysis of the consultation reveal:

Evidence gathered from all sources will be analysed and contained within the Scrutiny Panel's final report.

The selection of witnesses to participate in the Review has specifically and deliberately included representatives of Groups working with and for people with protected characteristics.

Overview and Scrutiny will continue to offer facilities, such as language translation.

### What conclusions have been drawn from the analysis on how the decision will affect people with different protected characteristics:

The Scrutiny Panel will, after completion of its evidence gathering, formulate conclusions and recommendations as appropriate, which will have the intended purpose of recommending a system of community participation and involvement with other Agencies and interested parties. Recommendations will link to SMART (Specific, Measurable, Achievable, Realistic and Time) objectives. Should the recommendations be accepted by the Council's Cabinet, they will then be implemented and necessary actions drawn up.

## Assessment of impact on staff

Please give details of impact on staff, including staffing profile if/as appropriate:

As above

## Assessment of impact on wider community

Please give details of any impacts to the community as a whole:

As above.

## Analysis of impact by protected characteristics

Please summarise the results of the analysis:

	Risks (Negative)	Opportunities (Positive)	
Race	No impact anticipated but there is the need to ensure appropriate access to interpreting services as necessary.		
Disability	No impact anticipated. However, there are no arrangements in place such as sign language interpreters at meetings.	Meetings of this Scrutiny Panel are held in accessible meeting rooms, normally with the provision of a hearing loop.	
Gender or Gender Identity/Gender Assignment		Staff training addresses Equality and Diversity. Meetings of Meetings of the Scrutiny Panel attended by all genders.	
Pregnancy and Maternity (including breastfeeding)	Initially no impact anticipated but there is the need to ensure equitable access for all attendees and Councillors at meetings of this Scrutiny Panel.		
Sexual Orientation		No impact anticipated.	
Age (including children, youth, midlife and older people)		No impact anticipated. Meetings of this Scrutiny Panel are normally held during the evening with the aim	



		that they are accessible to all.	
Religion, Faith and Belief		No impact anticipated.	
Human Rights		No impact anticipated	

### Assess the relevance and impact of the decision to people with different characteristics

**Relevance** = High/Low/None

**Impact** = High/Low/Neutral

Please refer to the table above for more information

Characteristic	Relevance	Impact
Age	None	Neutral
Disability	None	Neutral
Gender reassignment	None	Neutral
Marriage and civil partnership	None	Neutral
Pregnancy and maternity	None	Low
Race	None	Low
Religion or belief	None	Neutral
Sex	None	Neutral
Sexual orientation	None	Neutral
Other socially excluded groups (include health inequalities)	None	Neutral

*\*when assessing relevance and impact, make it clear who the assessment applies to within the characteristic category. For example, a decision may have high relevance for young people, but low relevance for older people; it may have a positive impact on women but a neutral impact on men*

**Please provide details:**

Please refer to table of analysis as above.

### Mitigation of adverse impact on staff/service/people

**Where any negative impact has been identified, please outline the measures taken to mitigate against it:**

N/A

## Publication of results

This Impact Assessment will be published on the Council's website

## Monitoring and review

**Please give details of how the changes will be monitored, and when the next review is due:**

Recommendations contained within the report of the Scrutiny Panel will link to SMART (Specific, Measurable, Achievable, Realistic and Time) objectives. Should the recommendations be accepted by the Council's Cabinet, they will then be implemented and necessary actions drawn up.

The Scrutiny Panel's report, after it has been endorsed by the Overview and Scrutiny Committee, will be forwarded to the Council's Cabinet for consideration; Cabinet will then become responsible for delivering the recommendations that it accepts.

The impact of the accepted recommendations contained with the final report of the Scrutiny Panel will be monitored six months after they have been accepted by Cabinet.

## Conclusion

**There should be no unlawful discrimination arising from the decision.**

**Please state how "Due regard" has been taken to the equality duty, and public health considerations:**

The impact of the Scrutiny report cannot be assessed until, at the earliest, an outline of a report has been developed. Therefore, with the report of the Scrutiny Panel it could suggest that any impact on the eight protected characteristics be taken into account.

**Please advise on the overall equality implications that should be taken into account in the final decision, considering relevance and impact:**

The impact of the Scrutiny report cannot be assessed until, at the earliest, an outline of a report has been developed. Therefore, with the report of the Scrutiny Panel it could suggest that any impact on the eight protected characteristics be taken into account.

**Signed:**

<b>Date:</b>