



## NORTHAMPTON BOROUGH COUNCIL

### OVERVIEW AND SCRUTINY

#### **ACTION PLAN: SCRUTINY PANEL – Culture and Tourism**

Response and Action Plan in response to the Recommendations from Scrutiny Panel

#### **Proposed dates for monitoring implementation of accepted recommendations**

Report received by Cabinet	Monitoring activity	Monitoring complete
13 June 2018	30 April 2019	
<p><b>Recommendation 1:</b> An action plan is devised and ensures the marketing and the promotion of Northampton’s culture, heritage and tourism is effective and includes:</p> <p>The action plan includes a vision for the promotion of the town which includes the following definitions:</p> <ul style="list-style-type: none"><li>• <b>Culture</b> - “the arts and other manifestations of human intellectual achievement regarded collectively”.</li><li>• <b>Tourism</b> – “The commercial organisation and operation of holidays and visits to places of interest”.</li><li>• <b>Heritage</b> – “Valued objects and qualities such as historic buildings and cultural traditions that have been passed down from</li></ul>		

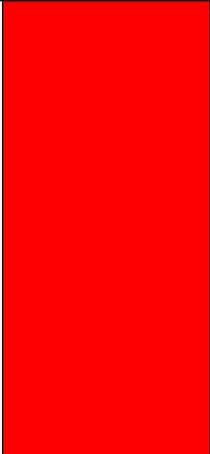
previous generations”.  
and  
Aspires to be a city of culture in 2025

**Recommendation 1:**

Action	Lead Cabinet Member & lead responsible Officer	Resources required/ available	Target date	Achievement/Completed
<ul style="list-style-type: none"> <li>A free map, highlighting key attractions, is produced and disseminated via existing infrastructure, such as the railway station, bus station, public transport and accommodation.</li> </ul>	Cabinet Member for Community Engagement and Safety  Communications Manager	Communications Team	Complete  Summer 2019	A town centre map has just been delivered outlining its key attractions and this is being distributed to town centre businesses. Copies are also available at the bus station, Northampton Railway Station and hotels across the Borough.  A whole town map is being developed which will include details of hotels and Northampton’s leisure offer (such as the Nene Whitewater Centre, Pinnacle Climbing Centre, Boost Trampolining Centre and Riverside Hub). Outline work is complete and design work will start in the spring. The intention is that this will be distributed by similar methods to the town centre map.
<ul style="list-style-type: none"> <li>A review is undertaken of the</li> </ul>	Cabinet Member for Community	Communications Manager.	Spring 2019	The Communications Manager has joined the Britain’s Best Surprise board and is working to



website "Britain's Best Surprise."	Communications Manager		2019.	
<ul style="list-style-type: none"> <li>The Ghost Hunt is widened to a Heritage Walk/Trail that include tours of the theatres.</li> </ul>	<p>Cabinet Member for Community Safety and Engagement</p> <p>Town Centre Manager and Culture and Heritage Manager</p>	<p>Town Centre and Museum operations teams</p> <p>Communications Team</p>	Complete	<p>Already Implemented – Tours started in October 2018 and Phase 2 is in the process of being delivered in partnership with the University. Phase 2 includes shoe prints to explain the location of the ghosts and also promote footwear companies. This also doubles up as fun follow trail for children.</p> <p>Additional tours have now been added due to the popularity of these.</p>
<ul style="list-style-type: none"> <li>A trail around the town demonstrated by metal shoes is introduced.</li> </ul>	<p>Cabinet Member for Community Safety and Engagement</p> <p>Town Centre Manager, Culture and Heritage Manager</p>	<p>Town Centre Manager</p> <p>BID representatives</p>	In progress	<p>This idea is currently being developed and we are working with the Town Centre BID to develop a metal shoe tour.</p> <p>The tour will complement the new shoe gallery at the museum and form an element of future public programming.</p>
<ul style="list-style-type: none"> <li>The Green Badge qualification,</li> </ul>	Cabinet Member for Regeneration	Town Centre BID	April 2020	In partnership with Northampton Town Centre BID, Ward Councillors and Honorary Aldermen to be

<p>offered by the <u>Institute of Tourist Guiding (ITG) is investigated for Northampton in conjunction with Northampton BID. This qualification is opened to ward Councillors and Honorary Aldermen.</u></p>	<p>and Enterprise Cabinet Member for Community Safety and Engagement</p>	<p>representatives Democratic Services Manager Facilities Team re: Guildhall Tours</p>		<p>consulted in relation to their interest in the qualification.  If positive, then training to be arranged as appropriate. This work will start in April 2019.</p>
<ul style="list-style-type: none"> <li>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.</li> </ul>	<p>Cabinet Member for Community Safety and Engagement  Culture and Heritage Manager</p>	<p>Culture and Heritage Manager</p>	<p>Complete</p>	<p>The museum developed a pop up exhibition, 'Nasty Northampton', in an empty unit in the Grosvenor Centre. The exhibition was open 12.00pm – 5.00pm from Wednesday – Saturday from 21<sup>st</sup> July – 6<sup>th</sup> September. A number of events and activities were run over the course of the exhibition, some in partnership with other organisations, two with Friends of Northampton Castle, two with Museum of London Archaeology, one with Northamptonshire Natural History Society and two by the museum service.  The exhibition had 2,500 visitors over the course of the exhibition run.  The museum continues to deliver an interesting and varied outreach programme whilst the Central</p>

				Museum and Art Gallery is being redeveloped
<ul style="list-style-type: none"> <li>Northampton Borough Council (NBC) works with its global brands to collectively promote the Northampton offer to a wider audience.</li> </ul>	<p>Cabinet Member for Regeneration and Enterprise</p> <p>Economic Development Consultant</p> <p>Economic Growth and Regeneration Manager</p>	<p>Economic Development Consultant</p> <p>Economic Growth and Regeneration Manager</p>	<p>Part complete – but more work to do. Due to be complete by March 2020.</p>	<p>Engagement with a number of those firms has started with regard to signage around the Enterprise Zone. A number of Northampton’s high-profile firms have agreed to be featured on newly revamped signage and designs are now in place for many of those new signs. Following the completion of this work, the intention is to extend the conversation to include how those firms might use their considerable influence to support and promote brand Northampton.</p> <p>We have also asked for this issue to be added to the Britain’s Best Surprise forward plan of work for 2019 as it is as much a countywide opportunity as it is one for the borough.</p>
<ul style="list-style-type: none"> <li>A cluster comprising the Borough Council and major shoe companies in the town is developed so that they can network and share ideas.</li> </ul>	<p>The Leader of the Council</p> <p>The Chief Executive</p>	<p>Economic Growth and Regeneration Manager</p>	<p>In Progress</p>	<p>Northampton Borough Council has recently formed a cross partner Town Team ‘Northampton Forward’ to strategically develop and promote the town. It is using the recently announced High St Fund as a catalyst to start this wider place-shaping activity. Included in this work will be how we make best use of our retail offer including our shoe companies. Martin Mason from Trickers sits on the team.</p>

<ul style="list-style-type: none"> <li>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.</li> </ul>	Cabinet Member for Planning	Head of Planning	Complete	Both the existing core strategy and the emerging Local Plan part 2 contain policies encouraging good design, in particular with regards to shop fronts. The Council also manage a shop front improvement scheme, where projects to enhance frontage can apply for grant funding. Shop front works may also attract future funding available from Historic England as part of a wider Future High Street Fund.
<ul style="list-style-type: none"> <li><u>Work is undertaken on the promotion of the history of transport including the two double decker buses that have been restored by local groups.</u> The Northampton Transport Heritage Group is consulted</li> </ul>	Cabinet Member for Regeneration and Enterprise  Cabinet Member for Community Safety and Engagement		Complete	<p>Abington Park Museum is holding a Transport Day in June 2019, following on from last year's successful event. This featured a range of historic vehicles in including vintage motorcycles, cars, memorabilia and two double decker buses, with one giving trips around the Abington area. We will be aiming to make this an annual event.</p> <p>The NTHG are assisting with the Heritage Thank You day which is a chance for all heritage volunteers to meet and discuss ways forward to promote the town. The buses will also be part of the</p>

regarding the promotion of the history of transport in Northampton.				<p>annual Heritage Open Days event in September 2019.</p> <p>A further event is being planned for August 2019 involving Looking Glass Theatre and 100 Years of Northampton in History and Fashion and the Heritage Bus Tours.</p>
<ul style="list-style-type: none"> <li>• <u>In recognising that local historians give Education and Heritage Talks</u> throughout the year; these talks are promoted on the website “Britain’s Best Surprise”.</li> </ul>	Cabinet Member for Community and Safety		Complete	The talks have been added to by the delivery of tours every month in collaboration with Looking Glass Theatre. All tours are related to people and places with a Northampton connection. These are being promoted widely. The Cabinet Member for Community Safety and Engagement is working with Mike Ingram from The Battlefields Society to deliver more.
<ul style="list-style-type: none"> <li>• A Tourist Information Centre for Northampton, is investigated located in a prominent place in the town, until the Museum is opened in late</li> </ul>	<p>Cabinet Member for Community Safety and engagement</p> <p>Cabinet Member for Regeneration and Enterprise</p>	Funding Required	Partially Complete	<p>A café has been included in the plans for the extended Museum and Art Gallery.</p> <p>A virtual TIC is currently available and supported until NCC have made a decision on the future of the TIC.</p> <p>The new museum development when open in 2020, will be ideally placed to function as a tourist information centre. A significant tourist attraction in</p>

<p>2019; and a café is included in the extended Northampton Museum and Art Gallery is investigated.</p>				<p>its own attraction, it will be open on weekends when other council venues are closed. The museum shop will have a strong focus on Northampton and Northamptonshire books, gift items and work by local artists and makers, which will add to the overall tourism offer.</p>
<ul style="list-style-type: none"> <li>Signs on the entrance to Northampton are erected that says what the town has to offer. “Don’t drive through, stop and visit ....”</li> </ul>	<p>Cabinet Member for Regeneration and Enterprise  Communications Manager</p>		<p>Currently on hold  Significant budget may be required</p>	<p>With the ongoing work in relation to promoting Northampton, signage will be included as part of this work. It is proposed that this action is not progressed until naming and branding has been formally agreed. The Communications Manager is liaising with NCC who are responsible for the current signs to understand the process required. Highways England would also need to be involved as they have a signage strategy.</p>
<ul style="list-style-type: none"> <li>Brand Northampton as an exciting place to visit.</li> </ul>	<p>Cabinet Member for Community Safety and Engagement  Cabinet member for Regeneration and Enterprise</p>		<p>Ongoing</p>	<p>This work is ongoing through all other strands outlined in this document.</p> <p>Funding has been contributed from NBC and from the Lord Lieutenant to promote Northampton as a film industry location. Alan Moore recently filmed here at the Guildhall and Vulcan Works.</p> <p>A film location database has been established for</p>

				<p>Northampton.</p> <p>The Emporium way art project has seen funding contributed to street and art and the start of pop up covent garden style events, the first of which was held on 30<sup>th</sup> March 2019.</p> <p>Place Marking and Leicester University – pick up with Craig..... (specialists – working with Kevin)</p>
<ul style="list-style-type: none"> <li>Blue plaques are introduced around the town.</li> </ul>	<p>Cabinet Member for Regeneration and Enterprise</p> <p>Communications Manager in liaison with the Planning and Regeneration Teams.</p>	<p>Head of Planning (Blue Plaques)</p> <p>Facilities Manager (Names Gallery)</p>	<p>Proposal being drafted</p>	<p>The English Heritage publication <i>Celebrating People &amp; Place Guidance On Commemorative Plaques &amp; Plaque Schemes</i> provides detailed guidance on developing blue plaque schemes. This includes aims, selection process, criteria, costs, funding and project management recommendations.</p> <p>This should be used to help develop a strategic approach to establishing and implementing a blue plaque scheme for Northampton.</p> <p>A proposal is being developed in relation to reviving the practise of updating panels in the Mayors' Names Gallery in the Guildhall which commemorates local benefactors and philanthropists, setting out their works. There would be suggested criteria and consideration of the</p>

				selection procedure would be required. A panel would be established to oversee the selection. In addition, this will provide an opportunity to consider a more permanent location for the new Board(s).
<ul style="list-style-type: none"> <li>• Opportunities to promote our cultural heritage with Marlberg are investigated.</li> </ul>	<p>Leader of the Council</p> <p>Communications Manager</p>	Communications Team	Autumn 2019	The communications manager has contacted the council's twinning association leads with a view to discussing this as a possibility. There is a twinning visit due from Marburg to Northampton in 2019 and an attractive offer is being developed for them to enjoy and feed back on their return.
<ul style="list-style-type: none"> <li>• <u>Funding is sought to maintain and upkeep monuments around the town, such as Eleanor Cross, the Tram Terminals and other historic buildings.</u></li> </ul>	Cabinet Member for Regeneration and Enterprise	Head of Economic Development and Regeneration	Ongoing	<p>There are limited funding streams in relation to heritage assets and in order to tap into them the monument must be on the Historic England Heritage at Risk Register. The Queen Eleanor Cross is on the risk register funding has been sourced from Historic England regarding the project. The cross is the only monument on the list. Very few heritage funding organisations offer grants to public bodies for maintenance and upkeep purposes. We have successfully secured funding for the Notre Dame project, (the site is not protected formally).</p> <p>In addition there are plans for a monument clean-up at St Giles Church in preparation for Mayflower 400. The year-long commemoration marking the 400<sup>th</sup> anniversary of the Mayflower's pioneering voyage</p>

				starts in November 2019. The Mayflower 400 events programme will share the values of migration, tolerance, freedom and democracy and tell the story of a ship and its passengers and the trail will attract visitors to Northampton.
<ul style="list-style-type: none"> <li>• <u>Flower displays are maintained all year round, sponsorship to purchase and upkeep more planters is sought. Branding is in keeping with the signage.</u></li> </ul>	Cabinet Member for the Environment	Head of Customers and Communities	Complete and ongoing annually	The Council has a Bloom Team that consists of Officers, Councillors, Contractors and Sponsors. Their aim is to ensure that all the relevant planters are maintained throughout their bloom. The Bloom Team have successfully secured sponsorship and continue to do so. For 2019 the planters are being linked to the shoe trail further aligning the wide range of promotional work.
<ul style="list-style-type: none"> <li>• A Co-Ordinator role similar to that of the Tourism Executive of Leicestershire Promotions Limited is established in conjunction with Britain's Best</li> </ul>	Cabinet Member for Community Safety and Engagement  Communications Manager	Communications Manager  Funding Required	On hold pending confirmation of funding and aspirations of organisation	Initial discussions have taken place with Britain's Best Surprise over its involvement in delivering the new Destination Management Plan for Northamptonshire. Further discussion is needed as there is currently an aspiration at board level to hand responsibility over to local authorities in Northamptonshire for delivery. If sufficient funding can be identified countywide, there might be scope for this to be delivered independent of local authority

Surprise aspirations for a Destination Management Organisation.			is involved.	control, but still meeting their aspirations.
<ul style="list-style-type: none"> <li>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.</li> </ul>	<p>Leader of the Council</p> <p>Chief Executive</p>	Chief Executive	In Progress	Discussions began in the autumn 2018 with the Chief Executive of the Royal & Derngate on how best this could be developed. Further discussions are planned to progress the development of a Cultural Group that will lead on the creation of a new Cultural Strategy for the town.
<b>Recommendation 2:</b> 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.				
Action	Implementation/ responsibility	Resources required/available	Target date	Achievement/Completed
	Cabinet Member for Community Engagement and Safety	Funding may be required to design and produce the leaflets	In Progress and due for completion April 2020	A timeline of significant events and dates has been developed as background research for what will be the new history galleries in the redeveloped Central Museum and Art Gallery. This can be developed into a useful and

				meaningful leaflet for use at events such as Heritage weekends and also for museum visitors and Councillors. It is envisaged that the majority of the information will be available online as part of the Museums Digital offer this will negate the requirement to produce a large number of paper copies.
<b>Recommendation 3:</b> 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).				
Action	Implementation/ responsibility by	Resources required/available	Target date	Achievement/Completed
			Complete	This has been completed
<b>Recommendation 4:</b> Giving consideration to Unitary Status, civic pride and ceremonies are protected.				
Action	Implementation/ responsibility by	Resources required/available	Target date	Achievement/Completed
	Head of Legal	Legal Services	In Progress	A specific task and finish group has been established to progress this. A community governance review is being undertaken.

**Recommendation 5:** The Overview and Scrutiny Committee, as part of its monitoring regime, reviews the impact of this report in six months' time.

Action	Implementation/ responsibility by	Resources required/available	Target date	Achievement/Completed
Monitoring of the accepted recommendations – O&S Committee 30 April 2019	Tracy Tiff		6 months from response	