



**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	11 November 2019	
<p><b>Recommendation 1: An action plan is devised and ensures the marketing and the promotion of Northampton’s culture, heritage and tourism is effective and includes:</b></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

**Update : 10<sup>th</sup> June 2019 Overview and Scrutiny Committee**

Following research by Officers, Members and Partners regarding submitting a bid to be a city of culture it was proposed that a long term strategic vision and aim for Northampton to be a city of culture for 2029 would be launched. It was realised that 2025 was too soon. The Arts Council was supportive. It was commented that by this time projects such as the Vulcan works would be completed. Work will continue and funding would be identified

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	<p>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.</p> <p>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</p>

				the town centre map.
<ul style="list-style-type: none"> <li>A review is undertaken of the success of the Britain's Best Surprise and funding is sought to support Northampton's contribution to it.</li> </ul>	<p>Cabinet Member for Community Engagement and Safety</p> <p>Communications Manager</p>	<p>Communications Manager.</p> <p>Funding required</p>	<p>Spring 2019</p>	<p>The Communications Manager has joined the Britain's Best Surprise board and is working to ensure Northampton's offer is clearly highlighted as part of its work. The board has now produced a Destination Management Plan and has been asked to propose delivery against elements of that to attract funding from Northampton Borough Council, which can be achieved through the cultural and heritage budget established in 2018/19.</p> <p><b>Update October 2019</b></p> <p>The current theme of activity is the Year of Food and Drink, next year (2019/20) it will be the Year of Arts and Culture (launch event on 24 October at the Royal &amp; Derngate) and discussions have begun about the following year's theme</p>
<ul style="list-style-type: none"> <li>An app. that gives details of what to do and where to visit in Northampton is developed similar to that produced by Hull – <u>Curious</u></li> </ul>	<p>Cabinet Member for Community Engagement and Safety</p> <p>Communications Manager and Digital Services Manager</p>	<p>Digital Services Team</p> <p>Communications Manager</p> <p>Northampton Town Centre BID</p>	<p>Autumn 2019</p>	<p>Initial discussions have taken place with the Digital Team about the possibility of revamping the Love Northampton website and App. As Northampton Town Centre BID are looking to be involved in the project, they were approached and asked whether they might be able to identify any resource to support this work. No response has been received to date. This will continue to be followed up as an option.</p>

<p><u>Collector App.</u></p>			<p>Summer 2019</p>	<p>We are also engaging with the producers of Trail Tale, an app which offers guided walks around British Towns. They are keen to create a package for Northampton at no cost to the Council. This is likely to be the preferred option</p> <p><b>Update August 2019</b> We have now engaged with the producers of Trail Tale and are pulling together a package of material for them to use. Northampton is featured on the app now, albeit in a limited form</p> <p><b>Update October 2019</b> We are pulling together content for the new Love Northampton website and will provide this as additional content for the Trail Tale app. This will be complete by Christmas</p>
<ul style="list-style-type: none"> <li>Shoes, leather and lace manufacturing are promoted on the website "Britain's Best Surprise."</li> </ul>	<p>Cabinet Member for Community Engagement and Safety</p> <p>Communications Manager</p>		<p>Aim to have this in place by unitary.</p>	<p>We have asked for this to be added to the Britain's Best Surprise forward plan for 2019 for discussion in the spring.</p> <p><b>Update October 2019</b> This has been discussed and is a contender for the 2020/21 theme year.</p>
<ul style="list-style-type: none"> <li>The Ghost Hunt is widened to a Heritage</li> </ul>	<p>Cabinet Member for Community Engagement and</p>	<p>Town Centre and Museum operations</p>	<p>Complete</p>	<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</p>

<p>Walk/Trail that include tours of the theatres.</p>	<p>Safety Town Centre Manager and Culture and Heritage Manager</p>	<p>teams</p>		<p>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 Engagement and Safety Town Centre Manager, Culture and Heritage Manager</p>	<p>Town Centre Manager BID representatives</p>	<p>Complete</p>	<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> <p><b>Update August 2019</b> On 24 July the Large Shoe Project and Shoe Footprint trail was launched. The 12 large shoes include Brogues, Chelsea Boots, Dr Martens and Stilettos which stand about 1.6m high and 0.9m wide. The shoes have been individually decorated and the first three have been placed around the town centre in partnership with sponsors and artists.</p> <p><b>Update October 2019</b> Unfortunately due to vandalism, the first three large shoe sculptures have been removed. They are due to be repaired and reinstalled along with the</p>

				remaining shoes from the trail.
<ul style="list-style-type: none"> <li>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.</li> </ul>	<p>Cabinet Member for Regeneration and Enterprise</p> <p>Cabinet Member for Community Engagement and Safety</p>	<p>Town Centre BID representatives</p> <p>Democratic Services Manager</p> <p>Facilities Team re: Guildhall Tours</p>	April 2020	<p>In partnership with Northampton Town Centre BID, Ward Councillors and Honorary Aldermen to be consulted in relation to their interest in the qualification.</p> <p>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 Engagement and Safety</p> <p>Culture and Heritage Manager</p>	<p>Culture and Heritage Manager</p>	Complete	<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.</p> <p>The exhibition had 2,500 visitors over the course of</p>

				<p>the exhibition run.</p> <p>The museum continues to deliver an interesting and varied outreach programme whilst the Central Museum and Art Gallery is being redeveloped</p>
<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. Aim to have this in place ahead of unitary.</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</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.</p>

network and share ideas.				Martin Mason from Trickers sits on the team.
<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>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</li> </ul>	Cabinet Member for Regeneration and Enterprise  Cabinet Member for Community Engagement and Safety		Complete	<p>Abington Park Museum held 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 are aiming to make this an annual event.</p> <p>The NTHG assisted with the Heritage Thank You day which is an opportunity for all heritage volunteers to meet and discuss ways forward to</p>

<p>Group is consulted regarding the promotion of the history of transport in Northampton.</p>				<p>promote the town. The buses were also part of the 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>In recognising that local historians give Education and Heritage Talks throughout the year; these talks are promoted on the website "Britain's Best Surprise".</li> </ul>	<p>Cabinet Member for Community Engagement and Safety</p>		<p>Complete</p>	<p>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.</p>
<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</li> </ul>	<p>Cabinet Member for Community Engagement and Safety</p> <p>Cabinet Member for Regeneration</p>	<p>Funding Required</p>	<p>Complete</p>	<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,</p>

<p>Museum is opened in late 2019; and a café is included in the extended Northampton Museum and Art Gallery is investigated.</p>	<p>and Enterprise</p>			<p>will be ideally placed to function as a tourist information centre. A significant tourist attraction in 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>Leader of the Council  Communications Manager</p>		<p>Ahead of unitary</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 the name 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> <p><b>Update October 2019</b> In the meantime, gateway signage has been introduced to the Enterprise Zone featuring some of the fantastic companies that call Northampton home, and part of the hoarding at Four Waterside – opposite the train station – has been similarly branded.</p>

<ul style="list-style-type: none"> <li>Brand Northampton as an exciting place to visit.</li> </ul>	<p>Cabinet Member for Community Engagement and Safety</p> <p>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 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><b>Update August 2019</b></p> <p>In addition, we are working with the Digital Services Team to overhaul the Love Northampton website to make it fit for purpose.</p> <p>Also, we are in the early stages of a piece of place marketing work which will consider how best to attract a visitor audience as well as better engage local residents.</p>
<ul style="list-style-type: none"> <li>Blue plaques are introduced around the town.</li> </ul>	<p>Cabinet Member for Regeneration</p>		<p>In progress</p>	<p>The English Heritage publication <i>Celebrating People &amp; Place Guidance On Commemorative Plaques &amp; Plaque Schemes</i> provides detailed guidance on</p>

	<p>and Enterprise Communications Manager in liaison with the Planning and Regeneration Teams.</p>			<p>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. These would be suggested criteria and consideration of the 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 Boards</p> <p><b>Update October 2019</b>  Planning Policy have produced a paper on the process surrounding Local Blue Plaque Schemes.</p> <p>A proposal to install new boards in the Great Hall Corridor dedicated to more recent benefactors and philanthropists who are now deceased was considered by the Executive Programme Board. Eight names were suggested for the new boards,</p>
--	---	--	--	---

				i.e. George Thomas Hawkins, Joan Wake, Joseph Bassett-Lowke, Joanne Campbell, Frank Dickens, Joan Tice, James Manfield and Lynn Wilson. The Executive Programme Board accepted the proposal and consideration will also be given how to highlight high profile living individuals' connections to Northampton.
<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>• Funding is sought to maintain and upkeep monuments around the town, such as Eleanor Cross, the Tram Terminals and other historic buildings.</li> </ul>	Cabinet Member for Regeneration and Enterprise	Head of Economic Development and Regeneration	Ongoing	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).

				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 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>Flower displays are maintained all year round, sponsorship to purchase and upkeep more planters is sought. Branding is in keeping with the signage.</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</li> </ul>	Cabinet Member for Community Engagement and Safety  Communications	Communications Manager  Funding Required	Aim to achieve before unitary	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

<p>conjunction with Britain's Best Surprise aspirations for a Destination Management Organisation.</p>	<p>Manager</p>			<p>can be identified countywide, there might be scope for this to be delivered independent of local authority control, but still meeting their aspirations.</p> <p><b>Update October 2019</b> There might be scope to consider this as part of a place marketing exercise which Northampton Forward is set to embark on in the coming months</p>
<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 Chief Executive</p>	<p>Chief Executive</p>	<p>In Progress</p>	<p>Discussions began in the autumn 2018 with the Chief Executive of the Royal &amp; 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.</p> <p><b>Update August 2019</b> Further discussions took place in March 2019 and wider discussions have since taken place. The meeting in May 2019 involved representatives from the university, Screen Northants, NN Contemporary, Business Improvement District, Engine Creative and NMPAT.</p> <p><b>Update October 2019</b> In early October the Chief Executive and a range of colleagues from across the cultural sector in Northampton met and started to explore the</p>

				<p>development of a Cultural Compact for the town. Toby Norman-Wright, Senior Relationship Manager from the Arts Council, was also at the meeting and he is very keen that we submit a proposal to them to be one of the early adopters. A Cultural Compact is essentially a partnership beyond just the cultural sector, but also involves the business sector as well as health, and the voluntary and community sector. The view is, once established, to develop several key priorities as well as a broader cultural strategy for the town. This will very much play into the wider work that we are doing and where we see culture as a unique selling point of Northampton</p>
--	--	--	--	---

**Recommendation 2:**

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.

<b>Action</b>	<b>Lead Cabinet Member &amp; lead responsible Officer</b>	<b>Resources required/available</b>	<b>Target date</b>	<b>Achievement/Completed</b>
	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.

**Recommendation 3:**

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).

<b>Action</b>	<b>Lead Cabinet Member &amp; lead responsible Officer</b>	<b>Resources required/available</b>	<b>Target date</b>	<b>Achievement/Completed</b>
			Complete	This has been completed

**Recommendation 4:**

Giving consideration to Unitary Status, civic pride and ceremonies are protected.

Action	Lead Cabinet Member & lead responsible Officer	Resources required/available	Target date	Achievement/Completed
Undertake a Community Governance Review in preparation for a new Town Council for Northampton	Leader  Chief Executive / Borough Secretary		In Progress	<p>A specific task and finish group has been established to progress this. A community governance review is being undertaken</p> <p><b>Update August 2019</b> A Cross Party member group was established in Autumn 2018 to begin work on a community governance review (CGR). CGR Phase 1 consultation was undertaken and finalised in late Spring 2019 with a report to Council in June.</p> <p><b>Update October 2019</b> Phase 2 consultation is due to finish on 8<sup>th</sup> November leading to a final report to Council.</p>

**Recommendation 5:**

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

<b>Action</b>	<b>Lead Cabinet Member &amp; lead responsible Officer</b>	<b>Resources required/available</b>	<b>Target date</b>	<b>Achievement/Completed</b>
Monitoring of the accepted recommendations – O&S Committee 11 November 2019, as per O&S Committee meeting 30 <sup>th</sup> April 2019	Tracy Tiff		11 November 2019	