



NORTHAMPTON BOROUGH COUNCIL

OVERVIEW AND SCRUTINY

ACTION PLAN: SCRUTINY PANEL – Culture and Tourism Recommendations Completed

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 | |

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:

The action plan includes a vision for the promotion of the town which includes the following definitions:

- **Culture** - “the arts and other manifestations of human intellectual achievement regarded collectively”.
- **Tourism** – “The commercial organisation and operation of holidays and visits to places of interest”.
- **Heritage** – “Valued objects and qualities such as historic buildings and cultural traditions that have been passed down from

previous generations".

and

Aspires to be a city of culture in 2025

Update : 10th 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">• A free map, highlighting key attractions, is produced and disseminated via existing infrastructure, such as the railway station, bus station, public transport and accommodation. | 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"> The Ghost Hunt is widened to a Heritage Walk/Trail that include tours of the theatres. | <p>Cabinet Member for Community Engagement and Safety Town Centre Manager and Culture and Heritage Manager</p> | <p>Town Centre and Museum operations teams</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"> A trail around the town demonstrated by metal shoes is introduced | <p>Cabinet Member for Community Engagement and Safety Town Centre Manager, Culture and Heritage Manager</p> | <p>Town Centre Manager BID representatives</p> | Complete | <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>Update August 2019 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</p> |

| | | | | |
|--|---|-------------------------------------|----------|--|
| | | | | <p>town centre in partnership with sponsors and artists.</p> <p>Update December 2019</p> <p>Improvements are being made to two of the shoes due to two acts of vandalism. The Pippi Longstocking boot design is being amended to protect it from vandals climbing up the laces. The original red shoe is still on display and has been exceptionally well received and a popular visitor attraction. The majority of the shoes are now on display and complete the trail. Early indications are that these are proving as popular as the original one.</p> |
| <ul style="list-style-type: none"> 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. | <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 21st July – 6th 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 the exhibition run.</p> |

| | | | | |
|--|--|--|----------|---|
| | | | | The museum continues to deliver an interesting and varied outreach programme whilst the Central Museum and Art Gallery is being redeveloped |
| <ul style="list-style-type: none"> A cluster comprising the Borough Council and major shoe companies in the town is developed so that they can network and share ideas. | <p>The Leader of the Council The Chief Executive</p> | Economic Growth and Regeneration Manager | Complete | <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 Tricklers sits on the team.</p> <p>Update December 2019 Northampton Forward is forming several thematic sub-groups to take activity forward.</p> <p>Martin Mason is chair of the Heritage Sub-Group who will look to develop the unique footwear/leather history and heritage concepts as part of the scheme for the town centre and the broader town</p> |
| <ul style="list-style-type: none"> Working with NBC's Planning Department, encouragement is given to have a consistent and | 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 |

| | | | | |
|--|--|--|---|--|
| <p>sympathetic appearance in accordance with Northampton's rich architectural and cultural heritage, for shop frontages.</p> | | | | <p>as part of a wider Future High Street Fund.</p> |
| <ul style="list-style-type: none"> • 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. | <p>Cabinet Member for Regeneration and Enterprise Cabinet Member for Community Engagement and Safety</p> | | <p>Complete</p> <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 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 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"> In recognising that local historians give_Education and Heritage Talks throughout the year; these talks are promoted on the website “Britain’s Best Surprise”. | Cabinet Member for Community Engagement and Safety | | Complete | <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"> A Tourist Information Centre for Northampton, is investigated 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 | Cabinet Member for Community Engagement and Safety Cabinet Member for Regeneration and Enterprise | Funding Required | 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 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</p> |

| | | | | |
|---|------------------------------------|-----------------------------------|-------------------------------|---|
| investigated. | | | | tourism offer. |
| <ul style="list-style-type: none"> • Flower displays are maintained all year round, sponsorship to purchase and upkeep more planters is sought. Branding is in keeping with the signage. | 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. |

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).

| Action | Lead Cabinet Member & lead responsible Officer | Resources required/available | Target date | Achievement/Completed |
|--------|--|------------------------------|-------------|-------------------------|
| | | | Complete | This has been completed |