



## NORTHAMPTON BOROUGH COUNCIL

### OVERVIEW AND SCRUTINY

#### ACTION PLAN: SCRUTINY PANEL – Culture and Tourism – Recommendations in Progress

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 : 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 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>	Cabinet Member for Community Engagement and Safety  Communications Manager	Communications Manager.  Funding required	Spring 2019	<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</p>

				Royal & Derngate) and discussions have begun about the following year's theme  <b>Update March 2020</b> The Year of Arts and Culture official launch took place at the Core at Corby Cube in February and was very successful, attracting national media attention.  Coronavirus has curtailed this activity to a great degree, though there are plans for the Northampton Museum and Art Gallery to feature heavily in the programme once public activity becomes commonplace again
• 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 Collector App.</u>	Cabinet Member for Community Engagement and Safety  Communications Manager and Digital Services Manager	Digital Services Team  Communications Manager  Northampton Town Centre BID	Autumn 2019  Summer 2019	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.  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

				<p>likely to be the preferred option</p> <p><b>Update August 2019</b></p> <p>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></p> <p>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> <p><b>Update December 2019</b></p> <p>Content has largely been decided and a further member of the Digital Services team has been recruited to help optimise it for web use. This work is set to begin in the new year.</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>Marketing and 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></p> <p>This has been discussed and is a contender for the 2020/21 theme year.</p> <p><b>Update March 2020</b></p>

				<b>This still forms part of the Britain's Best Surprise considerations for next year's primary activity</b>
<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>	<p>To be considered by Northampton Town Council</p>	<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> <p><b>Update March 2020</b></p> <p>With the emerging changes relating to Unitary and Northampton Town Council, little progress has been made against this action. Now, with the coronavirus pandemic, it is proposed that this action is transferred to actions to be considered by Northampton Town Council at the appropriate time</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>

	Manager			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.
• Signs on the entrance to Northampton are erected that says what the town has to offer. “Don’t drive through, stop and visit ....”	Leader of the Council  Marketing and Communications Manager		To be considered by Northampton Forward	<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> <p><b>Update March 2020</b> It is proposed that this action is now transferred to be considered as part of the Northampton Forward</p>

				place marketing plans
• Brand Northampton as an exciting place to visit.	Cabinet Member for Community Engagement and Safety  Cabinet member for Regeneration and Enterprise		Ongoing	<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 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 and Enterprise</p> <p>Marketing and Communications Manager in liaison with the Planning and Regeneration Teams.</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 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. Thee 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></p> <p>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</p>
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				<p>philanthropists who are now deceased was considered by the Executive Programme Board. Eight names were suggested for the new boards, 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.</p> <p><b>Update December 2019</b></p> <p>A project team has been set up to work on the Philanthropists and Benefactors Names Boards and Blue Plaques Scheme. This comprises officers from Facilities, Planning, Communications, Democratic Services and Museums Services. The team is working on a number of matters including the financing of the scheme, town and country planning considerations, how public consultation might take place, the possibility of a selection panel, selection criteria and how to research the background of people nominated for blue plaques</p> <p><b>Update March 2020</b></p> <p>The Project Team defined selection criteria for</p>
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				<p>nominations and processes for the Names Boards and Blue Plaques. A selection Panel was recruited to ensure impartiality, test subjects selected for the Names Boards and Museum Volunteers researched them to see if they met the criteria (James Manfield, Joanne Campbell, Joseph Grose, Marie Bourvierie, Alfred Cockerill). The Panel met on 4<sup>th</sup> March and, after much deliberation, James Manfield and Marie Bourvierie were selected to be honoured on the Names Boards. Funding and Listed Building Consent to put new boards in the Great Hall corridor are being sought.</p> <p>The subjects for the Blue Plaques will be nominated via public consultation, which will be published on various NBC media platforms and will be launched on 16<sup>th</sup> March for 6 weeks. The Panel will be asked to shortlist 8 subjects from the nominations to be researched to ensure compliance with the criteria. The Panel will meet to choose the final 4 nominees location of the plaques will be agreed, permissions and consents sought and the plaques created and unveiled.</p>
• Opportunities to promote our	Leader of the Council	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

cultural heritage with Marlberg are investigated.	Marketing and Communications Manager			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.
• Funding is sought to maintain and upkeep monuments around the town, such as Eleanor Cross, the Tram Terminals and other historic buildings.	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 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</p> <p><b>Update March 2020</b></p> <p>Work is now complete on renovation of the Eleanor</p>

				Cross and it has received some high-profile coverage in Britain magazine (and of course more locally).
<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 Surprise aspirations for a Destination Management Organisation.</li> </ul>	<p>Cabinet Member for Community Engagement and Safety Marketing and Communications Manager</p>	<p>Marketing and Communications Manager Funding Required</p>	<p>To be considered as part of the Unitary programme</p>	<p>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 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> <p><b>Update March 2020</b> It is proposed that this action is transferred to be considered as part of the Unitary programme</p>
<ul style="list-style-type: none"> <li>A Cultural Strategy for the Borough is developed to look at investment, opportunities,</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</p>

<p>infrastructure to promote Northampton and grow the cultural sector, to make an application to be the City of Culture 2025.</p>			<p>Cultural Strategy for the town.</p> <p><b>Update August 2019</b></p> <p>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></p> <p>In early October the Chief Executive and a range of colleagues from across the cultural sector in Northampton met and started to explore the 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>
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				<p><b>Update December 2019</b></p> <p>A proposal was submitted to the Arts Council for funding to develop a Cultural Compact for the town. In December ACE confirmed we had been successful in securing monies to develop the Compact. Work on this will begin early in 2020</p> <p><b>Update March 2020</b></p> <p>Work is continuing with regard to the development of the cultural compact and an action plan is being developed and a Job Description and Person Specification is being written for the appointment of a cultural compact director. The director will lead on the production of an ambitious and outward looking 10 year strategy and a highly focused 5 year business plan to amplify the social and economic impact of culture, secure additional investment and drive measurable progress towards a set of shared priorities and ambitions.</p>
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**Recommendation 2:**

As part of the induction process for Councillors, a leaflet or pamphlet on the history of Northampton is given to all Members. The same leaflet is available for events such as Heritage weekends.

Action	Lead Cabinet Member & lead responsible Officer	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	<p>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.</p> <p><b>Update December 2019</b> First stage of the museum website is under development and will launch in March 2020.</p>

				<p>This is primarily core visitor information and public programme. Digital downloads of this nature will form part of phase 2 development, timescales to be agreed.</p> <p><b>Update March 2020</b></p> <p>The new museum website is due to launch on March 20<sup>th</sup> 2020. The first stage of the website is focusing on visitor information and public programme activity as all staff resource has been dedicated to the museum development. The timeline, along with more detailed collections content, will form part of the second phase.</p>
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**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	Leader  Chief Executive / Borough		Completed	<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></p> <p>A Cross Party member group was established</p>

for Northampton	Secretary			<p>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> <p><b>Update March 2020</b> Phase 2 of the consultation was completed and a report was taken to Full Council on 24<sup>th</sup> February with all recommendations, including the making of the Community Governance Reorganisation Order creating a Northampton Town Council of 21wards and 25 councillors, agreed. The report is below:</p> <p><a href="http://www.northamptonboroughcouncil.com/councillors/documents/s61690/CCommunity%20Governance%20Report%20with%20all%20appendices%20as%20one%20document.pdf">http://www.northamptonboroughcouncil.com/councillors/documents/s61690/CCommunity%20Governance%20Report%20with%20all%20appendices%20as%20one%20document.pdf</a></p>
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**Recommendation 5:**

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

Action	Lead Cabinet Member & lead responsible Officer	Resources required/available	Target date	Achievement/Completed
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	