



Love
Cambridge

Annual Review 2009/2010



Chairman's Statement



Welcome to the first annual review for Love Cambridge (LC), the aim of which is to set out how LC operates, to highlight the successes of the past year, and to outline the path forward to future success.

LC is the trading name for the Cambridge City Centre Partnership, a new dynamic organisation which brings together a wide range of interests, across both the public and private sectors and encourages them to work together proactively on a range of projects to improve the city.

LC is built on the legacy of the previous informal City Centre Management Partnership, which was first set up back in 1995 and since then had been led by the City Council. The key objectives of the move to an independent organisation are to strengthen the partnership and to provide a structure, which will enable all organisations involved to have a say in how partnership projects are delivered.

It is a not for profit company, limited by guarantee, led by a board of directors who are drawn from a wide range of interests from across the city centre. As a membership organisation, it invites active involvement from all city centre organisations who are committed to working to help Cambridge build on its strengths and respond to its challenges through a culture of effective partnership working.

Above all the aim of the partnership is to ensure that Cambridge is welcoming to all who use it, that they have an experience worth having, and always leave looking forward to their next visit.

Partnerships like LC now exist in over 550 towns and cities in the UK. What makes these

partnerships so effective is that in addition to developing a shared vision for city centres they also act as the driving force in ensuring that project delivery takes place.

The Partnership delivers its projects through a number of thematic project delivery groups:

- Marketing & Communications
- Transport and Access
- Environment and Public Realm
- Cambridge at Christmas
- Performance and Evaluation
- Cambridge Business Against Crime (Cambac)

During this first year our focus has been on recruiting members, establishing working structures and terms of reference for the thematic groups, building key stakeholder relationships and starting to deliver on new projects.

Key to this delivery has been the active involvement of our very diverse membership derived from all aspects of the local community. The energy and commitment of our members at a local level has enabled us to have a very successful first year and more importantly allows us to set an ambitious programme of delivery for year two and beyond.

The wide range of projects that LC delivers is a testament to the passion our members feel about the beautiful City of Cambridge and their willingness to improve it for the good of all.

Going forward LC will seek to secure sustainable longer term funding streams and will continue to recruit new members. We will work closely with our members to ensure that we create the capacity to deliver new projects which are sustainable, of strategic importance, and which improve the experience of all users of the city of Cambridge.

Signed

Ian Sandison
Chairman



Membership

Our membership encompasses a broad range of interest groups including:

- County & City Councils
- Independent and Multiple Retailers
- Shopping Centres
- Residents Associations
- University of Cambridge
- University Colleges
- Property Owners
- Sports Clubs
- Local Community Groups
- Music Groups
- Museums
- Hotels
- Theatres
- Transport Companies
- Local Media

Project delivery in 2009/10

Project delivery in 2009/10 has been incredibly varied in response to the needs of our membership. We have delivered a number of legacy projects from the previous City Centre Partnership and a number of new projects that have come from our membership.

The following section gives a flavour of the projects we have delivered this year:

Marketing & Communications

1. Family of Guides

LC have produced a “Family of Guides” for Cambridge, which consist of 5 individual guides covering the day & night offer, shopping, markets, transport in and around the city and the City Circle Shuttle bus. These guides were developed in response to an identified gap that Cambridge lacked

coordinated marketing information that pulled the complete offer together. The guides have been funded through a genuine partnership approach and have received very positive feedback. They are distributed through their own bespoke stands in areas of high footfall like Grand Arcade, Lion Yard, Trumpington Park & Ride, The Grafton, The Central Library and the Tourist Information Centre.



Our A3 dispensers are available in hotels, colleges, at Park & Ride sites across the city, and throughout Tourist Information Centres across the UK on demand. Distribution is going well and we are expecting to review each guide during the 2010/11 financial year and then annually thereafter.

2. E Bulletin

First developed in September 2009 as a vehicle for updating Members on LC projects and to provide them with an opportunity to share news, events and stories on the LC website. This is now published monthly and sent out electronically to all LC members.

3. Wonderful Wednesdays

An ongoing promotion to promote the early evening economy and late night shopping across the city on Wednesdays. Each week LC publicises a different offer or opportunity in the city to encourage people not to go straight home after work but to stay in Cambridge a

little longer. We have promoted a wide variety of offers including retailer promotions, late night opening at museums, hotel meal deals, ticket offers from the Corn Exchange and specific activities organised by streets across the city eg Trinity Street late night shopping evening.

4. Website

Since our launch in April 2009 we have developed and updated our website www.love-cambridge.co.uk and made changes to ensure it is providing the information our members and users of the city require.

It started as a very factual, business to business website and over the year has evolved so that it meets the needs of both our consumer and business audiences.

Developing the website also gives LC more opportunities to work with our members to help promote their businesses by posting regular news items (supplied by our members) about special offers or promotions they may be running.

5. Cambridge Markets

LC have been supporting the Cambridge Markets Team at Cambridge City Council on promotions to encourage increased footfall to the markets. We produced literature and issued press releases encouraging customers to vote for Cambridge as Britain's favourite Market in a national competition run by NABMA (National Association of British Market Authorities). We have also worked hard to ensure that the markets are promoted through the family of guides, in our Christmas publication and in any editorial we supply about Cambridge, as they are an integral part of the complete offer.

Environment & Public Realm

1. Changing Spaces (Vacant Shop Unit Project)

LC has worked in partnership with Cambridge City Council on the Changing Spaces project, which seeks to improve the appearance of empty units through art installations, graphics, or short film footage. The project has received very positive coverage and interest locally, regionally and nationally and has been welcomed by both retailers and landlords. It not only improves the appearance of empty units but it also attracts people to the area to look at the exhibitions. A "Changing Spaces" trail is currently under development, which will promote a specific route around the city highlighting the art installations, bringing footfall into areas at the same time.



LC played a pivotal role in this project in bringing together members and other key stakeholders including letting agents, college landlords, and City Council planning and licensing officers to identify a solution and a way forward. It was able to facilitate a pragmatic partnership approach, managed by the City Council, to allow artists short-term access to these buildings on a no-fee basis. We now have a legacy of a working system, which allows artist groups to gain access to this project and to a number of empty shop units.

2. Night Map

LC has worked in partnership with Cambac (Cambridge Business Against Crime) to secure funding and develop the night time map which provides users with clear information about the city at night and gives guidance on how to exit the city after a night out. 20,000 copies of the map were produced and copies were distributed to all University of Cambridge students through their pigeon holes. Copies have also been given to Anglia Ruskin University, the Police, and venues within the city.

3. Wayfinding

A new joined up pedestrian signage system for Cambridge is on its way and will be fully implemented by Summer 2010. Unique to Cambridge this new signage system is made up of a series of nodes, fingerposts and wall mounted signs, which have been developed to help people navigate their way around the city. This new system will replace the eclectic mix of signs that have developed over the years but which have not provided a coordinated approach. A fully integrated and coordinated signage system is essential to ensure that people are encouraged to explore the whole city centre rather than just the core central areas. This was a genuine partnership project, which has been funded by both the public and private sectors. Once again LC was pivotal in bringing stakeholders together to agree the importance of this project, develop it, and bring together the funding to deliver it.

Transport & Access

The principal remit of this group is to promote Cambridge as a destination which is easy to access and get around.

During March 2010 LC organised with Park & Ride operator Stagecoach to offer two for one travel after 12.00 noon every Wednesday. This offer was in partnership with Cambridge Newspapers who promoted and printed vouchers for the offer in their daily Cambridge News as well as their various regional weekly papers that serve Cambridge and the surrounding towns and villages.

Wednesdays was chosen to link in with the **Wonderful Wednesdays** campaign which was very successful in raising the profile of the campaign and the Park & Ride offer.

1. Communication

LC work with public bodies like the City and County Councils to provide our members with information about consultations that are being undertaken. In the last year we have sent our members details of the Sports Strategy, Parks & Open Spaces, Cambridge Core Scheme

Stage 4 Review and the 3rd Local Transport Plan consultation to name a few. We also work closely with the County Council highways department so that we can make members aware of upcoming road closures or works that may affect them.

2. Coordinated Messages

LC worked with retailers and Park & Ride over the Christmas period to try and ensure wherever possible a consistency in terms of shop opening hours and transport provision. For example there was a consistent message in 2009 about late night shopping in Cambridge on Wednesdays till 9pm starting on the 18th November and from this date Park & Ride also extended its services by 1 hour enabling customers and staff to get home.

Performance & Evaluation

1. User Perception Survey

During Autumn 2009 LC worked with a group of MBA students from the Judge Business School on a project to develop a user perception survey for Cambridge. The project was completed in December and the survey is now finalised ready for distribution in June 2010. The main objective of the survey is to provide the partnership with a set of benchmark data, which can then be used to compare trends on an annual basis and measure the impact of the projects we undertake.

2. Members Survey

Currently being finalised and due to be launched in Summer 2010, this survey seeks to contribute to establishing member satisfaction with LC over the past year and establish our priorities for 2010/11.

Christmas

1. Christmas Lights

Christmas is a key trading period for most of our members and a very important time for users of the city to enjoy the city with their friends and family.



LC has responsibility for the annual installation, maintenance and removal of all Christmas lights across Cambridge city centre. Despite the challenging economic climate during 2009 LC were determined to ensure that Cambridge had a Christmas lights display, which was in keeping with its reputation as a world heritage city.

LC delivered the largest Christmas lights display Cambridge has ever seen, reaching right across the city centre with new lighting schemes on Sidney Street, Rose Crescent, Mill Road and Market Square. In addition we have made a contribution towards reducing the city's carbon footprint by increasing the number of LED lights in the city. Now over 50% of the Christmas lights across the city are LED and we will actively seek to increase this each year.

2. The Big Switch On

Held on the 15th November 2009 this event attracted several thousands of people into the city. The Switch On was delivered in partnership with Cambridge City Council and saw great community engagement with entertainment throughout the day across 4 stages within the city centre. We secured sponsorship from Grand Arcade towards the Switch On itself and also from Cambridge United FC towards the parade, which was an integral part of the day.

3. Christmas Marketing Campaign

In partnership with Cambridge Newspapers LC produced the **Love Cambridge Love Christmas** guide which was key in promoting Cambridge as the destination of choice over the Christmas period.



Over 200,000 copies of this guide were produced and over 170,000 copies were delivered with Cambridge Newspapers titles across the county. The remaining copies were available at key locations across the city centre on free pick up. A substantial discount was agreed for all LC members choosing to take editorial or advertising in the publication.

4. Sparkle & Shine Ball

LC, in partnership with John Lewis, hosted the 2nd Sparkle & Shine Ball in October 2009. The Ball raised over £2500 for Love Cambridge which was reinvested into the Cambridge at Christmas Campaign and a further £4500 was raised on the night for Contact the Elderly who were the chosen charity of John Lewis. In addition to developing as a good annual fundraising event for the Partnership, this event is now firmly established in the city's calendar of social events, and provides a great networking opportunity for city centre organisations.



5. Cambac



Cambac launched in August 2007 with 100 members and has seen substantial growth with 42 businesses joining the scheme in the last year to bring the total membership to nearly 200 members.

Most of the new members are retail outlets: 22 in the city centre, 5 at The Grafton, 3 at The Beehive/Retail Park, 3 in the rest of the city and 9 licenced premises have joined all receiving radios linked to the night time economy.

Cambridge Pubwatch officially joined Cambac in Autumn 2009 and are contributing £1000 to Cambac each year so licensees without Cambac radios can benefit from Cambac membership. This will allow them access to the SIRCS Information Sharing Database to view their banned list and report incidents.

The Pubwatch funding is also to be used towards **Raising The Bar** training sessions on **Reducing Alcohol Related Violence**. The events are held at The Junction and the last session attracted 65 attendees from the night-time economy. Last year's **Raising The Bar** held 2 sessions, Project Argus (Counter-Terrorism) and Breakaway Training, both of which are to be repeated again this financial year due to the success and take-up of the free training.

Cambac also project manages the Taxi Marshals in the city centre at peak weekends of the year. Last year the marshals supplied by Hyline Security operated during the Summer and in December. Funding has been secured for the Taxi Marshals to work at the St Andrews Street taxi rank in December 2010.

For the daytime economy, Cambac has their own Loss Prevention Team working occasional days during the Summer holidays and on the run up to Christmas in 2009. The team are experienced SIA staff from member's stores that covertly patrol to support shops without security guards.

Cambac has served 30 Exclusion Notices on persistent thieves in the last year. The amount has dramatically risen since more businesses have signed up to use the SIRCS database. SIRCS currently holds over 800 offender profiles connected to 1150 incidents.

Working closely with the Police, Cambac has contributed towards a reduction in shop theft of nearly 10% in the whole of the city and a 30% decrease in Market Ward compared to the same quarter last year. For more information please visit www.cambac.co.uk

Members Meeting February 23rd 2010 Crowne Plaza Hotel Cambridge.

Our second members meeting was very well attended by over 50 representatives from all sections of our membership. The event provided a great networking opportunity for the members. Attendees were asked to consider and prioritise a range of projects for the coming 2010-2011 business year. The next LC Members meeting will be combined with the AGM on 14th September. This will be an open meeting and anyone who would like to find out more about Love Cambridge is welcome to attend. Further information on the AGM will be published nearer the time and full details will be on www.love-cambridge.co.uk

Looking forward to 2010/11

LC has now established itself as a strong and influential membership organisation that is

able to deliver projects that benefit its members and users of the City of Cambridge.

With the project groups now well established and working very effectively, new activities will include the following.

1. Developing sustainable long term funding streams

LC has secured "In principal" 3-year funding agreements with all its core funders. However a key focus this year will be to attract new core funders to the partnership and to identify and develop additional revenue streams. This activity will be led by the Chairman with the support of the LC team and will begin during Q1 of the new financial year.

2. The LC Charter

Aimed at encouraging city centre organisations to commit to delivering excellent customer service, taking pride in the area surrounding their organisations and to contribute positively to reducing the city's carbon footprint. LC launched this with 'Make a Difference Day' on May 14th 2010. There is a longer term aspiration to develop an awards scheme through this project to recognise areas of the city which excel in the different elements of the Charter. In addition there is the potential for LC to work in partnership with the City Council to enter for the ENCAMs "Cleanest City" awards in 2011.



The Environment & Public Realm project group is driving the LC Charter project with support from the Marketing & Communications project group.

3. LC KPI (Key Performance Indicators) Report

A key project for 2010/11 will be to pull together KPIs from a wide range of sources into a report that is sent to Members on a regular basis. This will include information about bus patronage, car park usage, vacancy levels, footfall and much more. This report will contain important information for our members and will help us to monitor how the city is performing.

4. Family of Guides – Update

Working with our members we will review the family of guides and update them taking into account changes in businesses since the first edition as well as incorporating details of new members where appropriate. Project funding will be sought from a broad base of funders including those businesses featuring in the guides.

Aside from project delivery, which is its main focus, LC remains committed to increasing membership by targeting under represented sectors and working with our Members when required to help them address particular challenges. We will continue to facilitate genuine partnership working that has a positive impact on our city.

Overall, with a good first year behind us and momentum building for next year LC will continue to prosper and most importantly continue to deliver for our members making Cambridge a better place for all users of the city.

Please note that the Agenda and Minutes from the LC board meetings are now available to view on www.love-cambridge.gov.uk

Financial Summary

1st April 2009 – 31st March 2010

Income £

Core Funding **98,820**

from a number of public & private sector partners across the city

Project Funding **33,145**

from a number of public & private sector partners across the city

Christmas Lights/Tree Contributions 25,470

Fundraising Ball 5,720

Total Income **163,155**

Expenditure £

Projects

Marketing & Communications 24,657

Transport & Access 224

Environment & Public Realm 5,333

Monitoring & Healthcheck 96

Christmas 57,629

Design 860

Sub total - project expenditure **88,799**

Expenditure Administration/Personnel 59,042

Other Expenses 9,922

Sub total - other expenditure **68,964**

Surplus £

Surplus carried forward – before tax 5,392

Surplus carried forward – after tax 4,260

Love Cambridge would like to thank the following organisations for their ongoing support

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