



## **CAMBRIDGE LIVE; WHERE WE ARE AND WHAT NEXT FOR CITY EVENTS**

### **1. Executive summary**

- 1.1 Next year Cambridge Live will open discussions with Cambridge City Council about the opportunities for continuing the relationship and joint delivery of the Council-funded City Events programme (Big Weekend, Bonfire Night, Jazz and Brass in the Parks, Tea Dances, Midsummer Fair and the Mayor's Day Out) from 2020 for five years. In preparation for this we have completed a strategic review and are now ready to engage more widely to talk about future options for the city. Cambridge Live will: report on its first year; outline the forward strategy; and detail how it will engage with councillors, local organisations and Cambridge residents in discussions about future City Events programmes
- 1.2 This report provides an overview of Cambridge Live's performance and is the starting point for an engagement process to inform future plans for the City Events programme which it runs on behalf of the City Council. Cambridge Live is an independent charity set up by the Council to run the Cambridge Corn Exchange and Guildhalls and Cambridge Folk Festival alongside the City Events programme.
- 1.3 Cambridge Live's Report and Accounts and Annual Review documents for 2015/2016 and the 2015 City Events report are attached as appendices to this report.

### **2. Notification**

The Area Committee is asked to support and promote the wide ranging engagement process including presentations at all area committees, engagement with community groups and residents, and through social media, which feed in to the 2017 discussions with the City Council for the programme arrangements 2020 to 2025.

### **3. Background**

- 3.1 Responsibility for the management of the majority of the Council's cultural services transferred to Cambridge Live on 1<sup>st</sup> April 2015. On that date 51 members of staff were transferred to the new charity under TUPE.

Cambridge Live is governed by a Board of Directors and a Founding Chair, Sara Garnham, who was appointed together with independent board members. The Council also nominated two elected members to serve on the Cambridge Live Board of Directors, Councillors Ratcliffe and Reid for 2015/2016, replaced by Councillors Smith and O'Connell for 2016/17.

The charity held its second AGM and issued an annual review on 9<sup>th</sup> September 2016 (the report and accounts and annual review can be found here <https://www.cambridgelivetrust.co.uk/documents>).

- 3.2 Cambridge Live has a 25 year lease for the Corn Exchange, Parsons Court, Box Office, Large and Small Guildhall Halls. The Council is responsible for the buildings and Cambridge Live for the internal operational infrastructure. Cambridge Live is permitted under Licence to use Cherry Hinton Hall and Coldham's Common for the Folk Festival.

#### **4 Contractual and performance management**

- 4.1 The Council has a 25 year contract for services with Cambridge Live. This outlines its requirements for each aspect of the services. The contract is managed through a detail performance framework which includes regular engagement and monitoring.

Key performance indicators (KPIs) have been developed with Cambridge Live and are based on the Council's strategic aims as expressed in the contract. Cambridge Live has its own KPIs relating to different aspects of its business and operations. These are now being populated after agreeing base line data:

*Outcome 1 Arts and Cultural Activity Builds stronger Communities in Cambridge*

*Outcome 2 Diversity and Equality are valued and recognised*

*Outcome 3 Cambridge is internationally recognised for the quality and diversity of its arts and cultural life*

#### **4.2 City Events**

The Council has a particular interest in the performance of the City Events, as these large scale, free public events play an important role in the cultural life of the city and are delivered by Cambridge live on behalf of the City Council. Cambridge Live produced a detailed report on the 2015 events and the next one, looking at the 2016 events, will be presented to Community Services Scrutiny Committee on 6<sup>th</sup> October 2016. From a Council perspective, the events have been very successful with significant positives in respect of numbers of attendees, customer feedback and new programming.

#### **4.3 Cambridge Corn Exchange, Guildhalls and Cambridge Folk Festival**

The programmes at both the Corn Exchange and Guildhalls continue to evolve positively in terms of quality, diversity and volume and the Cambridge Folk Festival was critically acclaimed and operated to the same high standards as in previous years.

### **5 Financial performance**

5.1 The report and accounts are attached as an appendix and can be found here <https://www.cambridgelivetrust.co.uk/documents>

5.2 The contract provides for a five year contract fee payment schedule, which includes delivering the council's own City Event programme on their behalf:

- Year 1 £506,000 (of which City Events = £207,000)
- Year 2 £431,000 (of which City Events = £195,000)
- Year 3 £383,000 (of which City Events = £185,000)
- Year 4 £298,000 (of which City Events = £174,000)
- Year 5 £238,000 (of which City Events = £165,000)

5.3 Cambridge Live will submit a five year business plan to the Council in 2017 to outline any future funding requirements. This will be considered at Community Services Scrutiny Committee and in the budget setting cycle.

## 6. Looking Forward

We've identified 4 key priority areas of our business as we move forward, these are:

- Artistic
- Participation
- Connecting Cambridge
- Commercial

### **Artistic**

To be a distinctive creative catalyst in the field of live music, embracing cross artform collaboration

How we will do this:

- By commissioning new work and cross artform collaborations
- By acting as a catalyst to shape culture across the city
- By creatively leading and collaboratively helping Cambridge to join together as a city that celebrates culture

### **Participation**

To inspire, challenge and educate through accessible immersive experiences

How we will do this:

- By prioritising and embedding this across all areas of our work
- By engaging diverse audiences including young people to map out future strategy
- By establishing collaborative partnerships in the city and beyond
- By recognising the importance of our own experience and expertise in encouraging the future stars in our industry

### **Connecting Cambridge**

To bring Cambridge's diverse and evolving communities together through the City Events programme to celebrate the city and each other

How we will do this:

- By working with Cambridge City Council to plan future strategy for free community events relevant to our growing city
- By looking for opportunities to extend the impact of existing events
- By imagining and scoping new large scale events that bring the whole city together
- By nurturing, supporting and offering advocacy to other events in the city so that they can thrive and grow

### **Commercial**

To enable our artistic, participation and community ambitions through actively seeking out and capitalising on commercial opportunities

How we will do this:

- By identifying and nurturing relationships with key stakeholders to open up new funding and income streams
- By creating a culture driven by efficiency
- By recognising the value of our brands and capitalising on them
- By leveraging the areas of our business that offer commercial opportunities

## **7. Appendices**

### **Appendix 1**

Link to Cambridge Live report and accounts 2015-2016

<https://www.cambridgelivetrust.co.uk/documents>

### **Appendix 2**

Link to Cambridge Live Annual Review 2015-2106

<https://www.cambridgelivetrust.co.uk/documents>

### **Appendix 3**

Cambridge Live Report on 2015 City Events which went to Community Services Scrutiny Committee in January 2016 (attached)

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## 2015 Report on the City Events programme delivered on the Council's behalf by Cambridge Live

### Headlines

- Reach of events – c.53,750 attendees from across the city of all ages
- Participation – over 300 different organisations from Anglia Ruskin University to the BBC and Sanskruti School of Dance to the Pink Festival
- Partnerships – nearly 100 organisations partnered with us to deliver the programme, excluding suppliers
- Commitment – over 100 volunteers and 30 staff
- Media – working with local radio, TV and press on site and in the studio as well as extending social media engagement
- Leveraging City Events investment by 100%



### Cambridge OAPs queue up for Mayor's Day Out tickets

By [Chris Elliott](#) | Posted: June 02, 2015



Cambridge OAPs arriving in Yarmouth in 1980

#### Comments (0)

Oh, they do like to be beside the seaside – beside the seaside, beside the sea.

Dozens of Cambridge old folk queued at the city's Box Office to snap up tickets for the Mayor's Day Out, the annual pensioner pilgrimage to Great Yarmouth.

And for one elderly person, Henry Adams, it was a special day. This year is the 30th anniversary of the trip – and to mark the event, organisers Cambridge Live presented him with a bunch of flowers because he was the 30th person in the queue.

The venue for the trip, as usual, is Great Yarmouth, and date is Tuesday August 11. The pensioners will be taken to the Norfolk resort in a convoy of coaches, all for £8 per ticket.

While there they will enjoy the traditional seaside pursuits, and in the afternoon will be entertained at a show in Yarmouth's Hippodrome Circus. They will go to the Circus and Water Spectacular, compered by Jack Jay and Johnny Mac, which features acrobats and aerial displays.

The Day Out is sponsored by charities, Cambridge colleges, Cambridge University organisations and businesses, and is backed by the News.

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## Executive Summary

In 2015, for the first time Cambridge Live has delivered Cambridge City Council's programme of City Events as part of the spin out of the new charity from the Council. Cambridge Live was launched on 1<sup>st</sup> April 2015 and took over delivery of the successful City Events programme, working in partnership with the Council and the many local organisations that contribute to the wide ranging events across the city and beyond. Cambridge Live also contributes to the cultural life of the city through the Corn Exchange and Guildhalls programme and delivery of the Cambridge Folk Festival. As the organisation develops this will be enhanced by new initiatives from Cambridge Live.

The delivery of the City Events, previously badged as the Outdoor Events and Summer in the City programme sits within the framework of the City Council's strategic vision 'One Cambridge – fair for all', in which economic dynamism and prosperity are combined with social justice and equality:

- One Cambridge – Fair for all
- Caring for our environment and our people
- Creating a great place to live, learn and work

The Council have stated that the arts, in all their forms, are a powerful tool, helping to achieve their goals for the city, and that their role is to support and enable arts and cultural activity across Cambridge, for the benefit of the whole city and all its residents. The approach is underpinned by their vision. Specifically the City Events, which operate within an event management framework that aspires to a city, which is diverse and tolerant, values activities which bring people together and where everyone feels they have a stake in the community:

- A city in the forefront of low carbon living and minimising its impact upon the environment from waste and pollution.
- A city where people behave with consideration for others, the environment and where harm and nuisance and noise nuisance are confronted wherever possible without constraining the lives of all.
- A city where getting around is primarily by public transport, bike and foot.

These are therefore all key parameters for Cambridge Live as we deliver this programme for the Council and which includes:

- **Midsummer Fair** – This ancient fair has been visiting the city's Midsummer Common for over 800 years, making it the country's oldest travelling fun fair and market. The first day of the fair sees the Mayor and other members of the Council continuing the age old tradition of parading the Fair open by scattering pennies to the crowd. Featuring all the rides associated with a traditional fun fair and the very best white-knuckle rides, you can also expect the usual fun of the fair including candyfloss, hot dogs and toffee apples alongside traditional travelling market stalls.



- **The Big Weekend**, - Each year Cambridge puts on a 'Big Weekend' on Parker's Piece in the heart of the city. It's a 3 day free community event full of music, dance, workshops and stalls and local and international food including and a free fireworks display which takes place early in July.
- **Brass and Jazz in the Parks** - From June to September there are jazz and brass bands playing in Cambridge's parks and open spaces for you to enjoy. Each event is entirely free, so come along, bring a picnic, enjoy the sounds and relax in the cooling summer breeze.
- **Mayor's Day Out** - the Mayor's day out for senior citizens takes place in August or September, with a fun day out to Great Yarmouth for everyone to enjoy the sun, sea and pier-side entertainment.
- **November 5<sup>th</sup> Fireworks** – for 20 years a large, spectacular and free fireworks display has been held on Midsummer Common on 5th November accompanied by food and a traditional Bonfire.
- **Tea Dances** – monthly traditional dances in the Guildhall which are well attended

Under the Council's Arts Strategy 2011-2014, which was in place as Cambridge Live was established, the keys aims of the wider arts programme were:

- 1) Access to art for all** -Ensuring equality of access for all city users & residents to a broad range of high quality provision that provides excellent value for money through innovative & efficient ways of working.
- 2) Engage and enable local communities** - Involving local people in decision-making and responding to local needs to engage communities in using the arts to shape their neighbourhoods and the broader city.
- 3) Enhance the city's reputation & identity** - Focusing on innovation & excellence in using the arts to re-invigorate the public realm & create a sense of place.
- 4) Protect the environment** - Improving local environmental quality, biodiversity and sustainability; and to reduce, mitigate and manage the carbon consequences of arts activities.

The vision behind this was expressed thus by the Council:

- We think that everyone should benefit from the value of the arts.
- We want Cambridge to thrive as a dynamic city where diverse local communities enjoy a good quality of life with access to cultural activities within a thriving, innovative knowledge-based economy.
- The arts, in all their forms, are a powerful tool for helping Cambridge City Council to achieve this vision and enhance the quality of people's lives

Both in terms of the aspirations of Cambridge Live and the obligations which are expressed through our contractual relationship with the Council, Cambridge Live in the first months of its existence has sought to build on this framework and has delivered a series of major events across the Summer and Autumn which were critically received and well attended. A range of measures for determining the impact are shown below:

- Participation
- Media partners secured
- Media presence
- Feedback

Delivery of this first year of the City Events programme was led by the Cambridge Live team including

- Steve Bagnall, Managing Director
- Elaine Midgley, Business Development Director
- Neil Jones, Operations Director
- Frances Alderton, Event Manager

All of whom transferred to Cambridge Live on 1<sup>st</sup> April from Cambridge City Council. The team is therefore highly experienced having delivered not only previous Outdoor Events and Summer in the City programmes, but they were also responsible for the recent success of the Tour de France celebration in the city in 2014 and the Olympic Torch Relay in 2012.

The team worked closely with departments of the City Council including:

Communities, Arts & Recreation  
Streets and Open Spaces  
Safer Communities  
Environmental Health  
Planning

And would like to acknowledge the help and support received.

This report is presented to the Council as part of the planning process for the 2016 City Events programme, to which Cambridge Live aspires to bring it's own organisational values:

- Fresh Thinking
- Collaboration
- Inclusivity
- Zing

Steve Bagnall Managing Director and Sara Garnham, Chair  
November 2015

## Midsummer Fair

**Wed 24<sup>th</sup> - Mon 29<sup>th</sup> June 2015, Midsummer Common**

### Highlights:

- **Launch day attended by mayors from across the region**
- **150 pitches taken – showmen and traders**
- **Wednesday and Saturday particularly busy – total attendance 30,000**
- **Heritage Lottery Funded film documentary produced by Cambridgeshire Film Consortium with Coleridge College after school film club including the first films shown in Cambridge which were at the fair**
- **Accessible session for Castle school & children from other local special schools**
- **Robust programme of local resident engagement , will include West Chesterton, Abbey and Market ward councillors next year**

It's thought the Fair's origins lie in a gathering of young people which took place once a year, on June 23 , at Barnwell Springs along with music, singing, wrestling matches and other games. *'Hence ... a custom grew up that on the same day a crowd of buyers and sellers should meet in the same place to do business.'*

In 1211, King John granted the charter for Midsummer Fair to Barnwell Priory which lay between Newmarket Road and the River Cam. However, by the early 1500s, the Mayor and Corporation of Cambridge had gained control of the Fair. This was one of the most important medieval trading fairs in Europe, with goods such as wood, iron and steel arriving via the River Cam. The hiring of labourers and servants, and the buying and selling of horses continued here until the early 20<sup>th</sup> century. The horse and cattle sales attracted many gypsies and other travellers who still come to the Fair in large numbers.

Gradually, as trading declined, entertainments such as wrestling, singing, dancing, freak shows and acrobats took over. The first roundabouts, propelled by gangs of lads or ponies, appeared in the 1700s and - by the late 1800s - the first steam-powered rides. Another innovation was the Bioscope Show – the forerunner of modern cinema. Midsummer Fair was known also as the *Pot Fair* from its many stalls selling china and crockery. These - along with linens, general household goods, cutlery, carpeting and linoleum - remained a popular aspect of the Fair until well into the 20<sup>th</sup> century.

Today, local families no longer come here to stock up on their household needs. Entertainment has largely taken over from trading. However, the Mayor still continues the time-honoured tradition of parading and proclaiming Midsummer Fair open by scattering pennies to the crowd.

This was Cambridge Live's first event since the organisation launched barely six weeks before on 1<sup>st</sup> April. This year the fair did not coincide with Midsummer Eve (June 21st) due to the vagaries of the calendar cycle which historically dictates when the event should be run.

With the team ably led by Frances Alderton planning went well with showmen stewards who were involved at an early stage in site layout and marketing campaigns. Working with the City Council for first time as an outside partner to the delivery team role.

Attendance by fair operators and traders was good, although slightly lower than in the previous year. There was good attendance from the general public alongside the travelling community, and Wednesday and Saturday were particularly busy this year.

The launch and proclamation on the Wednesday was a success and well attended by local Mayors and Councillors who enjoyed good weather and a pleasant networking opportunity.

This year, the Cambridgeshire Film Consortium (a partnership between The Arts Picturehouse, Parkside Federation of Academies, Anglia Ruskin University and Long Road Sixth Form College) received funding from the Heritage Lottery Fund to produce a documentary with Coleridge College After-school Film Club, about the first film screenings in Cambridge which were at the Midsummer Fair. The young people, aged 11-16 years, hosted a screening of early films from 1895-1912 (comedies, actualities and animations) from the BFI and the East Anglian Film Archive, in a specially designed cinema tent that replicated the experience of an early fairground cinematograph. This was held at the Mayor's Reception on 24th June at the opening of the Fair.

On Thursday 25th June the Fair opened for 2 hours from 11am to 1pm for the sole use by a number of local disability schools from the area. This activity was newly re-introduced last year, was well received by school parties, and attendance by schools grew successfully this year. They were invited as guests of the showmen to use the Fair in a more suitable environment for them and light refreshments were also provided by the Fair.

### Feedback

There were no significant incidents of disruptive behaviour and Police noted that there were no arrests on site at the event, stating in their summary report:

*"I was really impressed not only with the behaviour and friendliness of the local community, but also that of the travelling community who had arrived in Cambridge from all over the Country. Officers spoke in a positive light and they seemed perfectly willing to engage with the police. The atmosphere within the footprint was friendly, no hostility or tension."* **Inspector Mark Farrant, Cambridgeshire Constabulary**

**Timea Safrany from Samuel Pepys School said:**

*"Thank you for the brilliant and well organised event. The children had a fantastic time they absolutely loved the experience (so did the adults)."*

- St John Ambulance reported treating 2 major casualties and 15 minor. For an event of this size and audience demographic that is low and reasonably expected.
- There were 8 complaints over the whole event, mostly due to noise & traffic congestion.
- Residents' engagement was good (Friends of Midsummer Common, Brunswick Residential Association, De Freville Avenue Residents Association, North Kite Residents Association and the Mitcham's Corner Residents & Traders Association were all

consulted in advance of the event and invited to attend daily safety briefings) There will be additional consultation with regards to the management of Fort St George bridge with residents of Pretoria Road and surrounding area.

We received some great positive feedback from participants including:

**Film Education Manager, Trish Sheil from the Film Consortium:** *"This is a wonderful opportunity for young people to learn about, and share with the public, the heritage of early cinema in the unique location of the 800 year old Midsummer Fair where the first films in Cambridge were shown with magnificent steam- powered organ music, in the show-ground cinematographs."*

This was a great addition to the event in 2015 and very much appreciated by the showmen who helped to provide content and participated in screenings. They team will be editing the documentary film together in the next few months and it will be screened at the Arts Picturehouse.

#### **Lessons learned & 2016 planning**

- Some operational issues will be addressed for 2016 such as ensuring that showmen keep to their allocated pitch sizes and transport flow near the Grafton car park is managed better at busy times.
- Efforts will be made to credit the City Council more visibly next year.
- Showmen will be encouraged to work more collaboratively with the event team with marketing distribution to manage a more cohesive campaign.
- Additional security patrols will be provided to manage minor disputes and issues that otherwise take up the time of events staff.

## The Big Weekend

10 – 12<sup>th</sup> July 2015, Parker's Piece

- 10,000 attendees estimated per day (30,000 total attendance)
- 72 community and professional performers and groups
- 8 local traders (Mela)
- 15 local contractors & suppliers
- 9 business & media partners and sponsors
- 6 charity stallholders
- Launch of My Cambridge to the public

The Big Weekend 2015 started with a bang with a dazzling fireworks display on the Friday evening. The weekend attracted record numbers on the Friday and Saturday and featured amazing performances from Heather Small and Slade on the Friday & Hayseed Dixie on the Saturday.

As in previous years the event reflected key social and historical context from history to the present day. Recognition of the 70<sup>th</sup> anniversary of VE day, contributions reflecting the present day hi-tech life of Cambridge as well as engagement with Rugby World Cup celebrations complemented the traditional elements of the weekend including the Mela. Cambridge residents enjoyed community activities on the Saturday ranging from the Home Front Marquee where they could take tea '1940s style' to controlling a Dalek at the BBC Make it Digital Tent as well as enjoying the best the food hall and French market had to offer. Other activities included the Cabaret Marquee & Ping Pong Disco and the Sports Zone where attendees could get a taster session in everything from tai chi to rowing. The weekend was brought to a close with a day of world music and dance as well as food and crafts from around the world celebrating ethnic diversity within Cambridge and of course the hugely popular Cambridge Mela, Cambridge's summer celebration of Asian Culture.



The detailed areas and activities of the event across the weekend included:

1. The Main stage – **community music & dance** alongside **headline** and **multi-cultural performances** all weekend (Fri, Sat and Sun)



2. **The Food Hall** (Sat) featuring local deli and food traders selected with support from Eat Cambridge which became the **World Music Marquee** (Sun) to house a range of music performances from different multi-cultural performers

3. The **Launch Reception Marquee** (Fri), decorated to reflect the Asian contribution to the event that enabled partners and supporters to network at the event and find out more about the City Council led project, **My Cambridge** (helping young people access culture). This became the **Museums Marquee** (Sat) showcasing the activities of the Cambridge University and



independent city museums and then hosted the **Pink Picnic Festival** for a LGBT cabaret set in the evening. On Sunday this became the main **Mela performance marquee**, hosting DJs and dance schools from various Indian, Hindu and other Asian cultural performances

4. **The Fun Lab** (Sat), sponsored by ARM and delivered by Cambridge University who programme a range of science and technology themed family activity with the engagement of local technology businesses. This became the **Mela Traders marquee** (Sun) where local Asian community

partners and businesses traded food, clothing and crafts as well as Henna tattoos.

5. The **Home Front Marquee** (Sat) was delivered in partnership with the Museum of Cambridge and the County Council as part of the commemoration of World War Two events in the year. It supplied a traditional 1940s tea and music hall and hosted the visit of the Mayor of Heidelberg who came on a civic visit during the event. On Sunday this space was transformed into the **World Dance Marquee**, housing a range of dance styles including Lindy Hop, Scottish, Polish and Belly dancing.

6. The **Pop-Up Art Gallery** was run by local organisation Changing Spaces who programme art in empty spaces. Working with local artists they delivered a range of workshops and installations throughout the weekend.

7. **Alliance Francaise**, a local language institute who became a partner in 2014 for the Tour de France hosted a marquee of cultural activity including music and dance and language throughout the weekend.

8. The **Sports Zone** was programmed and managed by the City Council's sports development team and included a huge range of clubs and societies demonstrating and offering participation in their sports including rugby, football, Tai Chi, trampolining, tennis, the Ping Pong Disco and much more besides. The Cambridge Rugby Club also hosted a Festival of Rugby which culminated in matches on the Sunday including featuring the English Deaf Rugby Club (supported by local sponsor the Hearing Healthcare Centre).



9. **BBC Make It Digital** – this nationally touring roadshow came to Cambridge via the Big Weekend and featured interactive displays, talks & lectures, coding demonstrations and Doctor

Who exhibitions supported by the investment of Anglia Ruskin University and Cambridge University.

10. **French Market & food stalls** – these were trading throughout the weekend and represented a wide variety of foods for people to enjoy including vegetarian and multi-cultural options and some local traders.

11. **Ubuntu World Village** – this activity was provided in a lively open air setting and featured crafts and music representing this African community.

12. **Bar** – the licenced bar provided a limited selection of alcoholic and soft drinks for people to enjoy and was managed by an external bar operator.

13. **Fairground** – this is the only ticketed activity within the event but provided families and young people with a safe outlet for seeking their thrills, delivered by operator Stanley Thurston.



## Feedback

A market research survey distributed via email to our mailing lists and email addresses collected at the event received only 166 responses, however it suggested that 95% of attendees thought the event was well organised, 81% felt it did bring communities together, and 92% of those attended felt safe when attending.

The full market research survey can be viewed at this link:

<https://www.surveymonkey.net/results/SM-G5VQJZV2/>

Some of the feedback received by partners throughout the weekend included:

*“Running the pop up gallery is a very enjoyable and successful part of Changing Spaces calendar. It enables practising artists to work alongside the community and for the community to experience contemporary fine art in a fun, inclusive and non-threatening environment. This year it ran very smoothly.”* **Anji Jackson-Main, Changing Spaces**

*“Thanks so much for glitch free organising of the Mela yesterday. We had a fabulous time.”*

**Meghana**

*“Thanks for your email. We thought it all went really well, everyone seemed to enjoy the atmosphere and a nice cup of tea. Our volunteers had a great time too. The Mayors' speeches were very well received and the Q&A was great - they provided a nice focus for the afternoon. Please pass on our thanks to the stewards who were a great help on the day, and to you and your team - you did a brilliant job”* **Lorna O'Brien, Museum of Cambridge**



*"I think Big Weekend was very successful this year. I have never seen this many people on Parker's Piece before! It seemed like people were having a great time. I really enjoyed it too. We didn't have any issues on disabled platform. Everything went really smoothly."* **Anna, Steward**

*"It's me thanking you and your team for giving us this opportunity to perform our dance and music. We thoroughly enjoyed the event and all the staff were very helpful. Everything was very well organised. Let's keep in touch for future events."* **Aurora Gercke, Pilates and Specialist Exercise Instructor (Low Back Pain & Older Population) & Dance Teacher**

*The Cabaret Marquee was a huge success thank you for letting us be part of it. We had fantastic feedback from people attending and the artists. We were particularly packed out in the Cabaret Marquee from the start. Has definitely helped Pink Fest, given everyone a boost and renewed enthusiasm for it."* **Jo, Pink Festival**

*"Just wanted to follow up after the Big Weekend to pass on my thanks for all your hard work and efforts. Thanks for making my job less stressful!"* **Sam Jeffery, Cambridge United Football Club**

*"Tom had a fantastic weekend, your hospitality was very much appreciated. I can honestly say this was one of the most organised events he has played at. Everybody was so professional and helpful and normally we would leave a comment about how things could be better next time but I can't think of any way you could improve on what you did.*

*Tom absolutely loved playing at The Big Weekend and said the atmosphere was electric and the added bonus of chatting to the guys from Slade and getting a selfie with them seconds before they went on stage. Thanks again for everything, Cambridge really know how to throw a party!"*

**Lisa (Mum) on behalf of Tom Korní "The One Boy Band"**

St John Ambulance treated 62 minor casualties and 5 major casualties. Again, this is not substantial for a broad public event of this scale and consisted of things like minor cuts, grazes, bites & stings and heatstroke.

Three complaints were received from the general public (1 noise, 2 fairground).

### **Lessons learned & 2016 planning**

- Council licensing officers have asked to review the licence for the event to ensure that compliance is clear and the license conditions are appropriate. This is taking place in Winter 2015/16.
- Cambridge Live internal administrative processes will be reviewed to accommodate loss of the use of Council service points like Cashiers for payments
- The Mela fell in Ramadan this year which did mean that slightly fewer participants affected were able to participate. However the dates for 2016 mean that Ramadan will have passed.
- The Rugby Festival was not as large scale as it had been hoped, so more consideration will be given to developing sports activity within the event in 2016

## Mayor's Day Out

**Tuesday 11<sup>th</sup> August 2015, Great Yarmouth**

- 550 senior citizens attended
- 22 volunteer stewards supported
- 13 coaches provided
- 19 local businesses & organisations donated including long term supporters such as The Pye Foundation and Batterson Chivers Foundation as well as businesses such as ARM and Marshall of Cambridge
- 5 City Councillors attended alongside the Mayor as volunteer stewards

This year was the 30<sup>th</sup> anniversary of this long standing event which takes senior citizens from Cambridge for a day out at the seaside. They are accompanied by the Mayor and Mayoress, a number of councillors and former mayors and their partners who accompanied the trip to celebrate the anniversary.

The event is something of a logistic challenge with coaches starting from all parts of the city to ensure easy access for everyone. Cambridge Live worked with Richmond's Coaches to provide this traditional trip to Great Yarmouth, collecting senior citizens aged over 60 years from 15 different pick up points across the city and returning them in the evening.

As this was a special anniversary Cambridge Live produced a freely distributed anniversary postcard souvenir for attendees of the event and some were encouraged to use the card to write to the Mayor to thank him for their day.

The performance was a Roy Orbison tribute act and The Dreamers and was very well received at the Britannia Theatre.

The Mayor of Great Yarmouth hosted an anniversary lunch at the Masonic Hall with a good attendance of previous Mayors of both Cambridge & Great Yarmouth (around 30 people in total) and the Mayor of Cambridge presented his thanks for their continued hospitality.

Comments received on the event from attendees included:  
*A really excellent day out. Very well organised - can't wait for next year!*

*Carry on the good work!*

*We meet so many friends every year*

*A very enjoyable and stress free day. Thank you Everyone was and always have been very helpful and kind*



**Lessons learned & 2016 planning**

- The Gredley Charitable Trust, a long term donor to the event chose not fund the event this year. Therefore a longer lead in time for community fundraising will be explored in 2016.
- It was hoped that the circus performance at the Hippodrome theatre could be attended instead of the Britannia theatre, however unfortunately the space was not suitable for a large senior audience. Whilst the Hippodrome was originally advertised, the Britannia Theatre was eventually used for reasons of safety.
- A closer relationship with the tourism and marketing teams at the Yarmouth Council is being established to enable more promotional initiatives to be introduced next year.

## Jazz & Brass in the Parks

**7<sup>th</sup> June, Royston Town Band - Cherry Hinton Hall**  
**28<sup>th</sup> June, Harmony in Harlem - Jesus Green**  
**5<sup>th</sup> July, City of Cambridge Brass Band - Christ's Pieces**  
**23<sup>rd</sup> August, Savoy Jazz - Jesus Green**  
**6<sup>th</sup> September, Cottenham Brass Band - Cherry Hinton**  
**27<sup>th</sup> September, March Brass 2000 - Cherry Hinton**

These popular open air concerts were promoted by Cambridge Live featuring a range of local community brass and jazz bands. The events took place from 3-5pm on Sundays throughout the summer and attendance was estimated at 2,200 across all concerts.

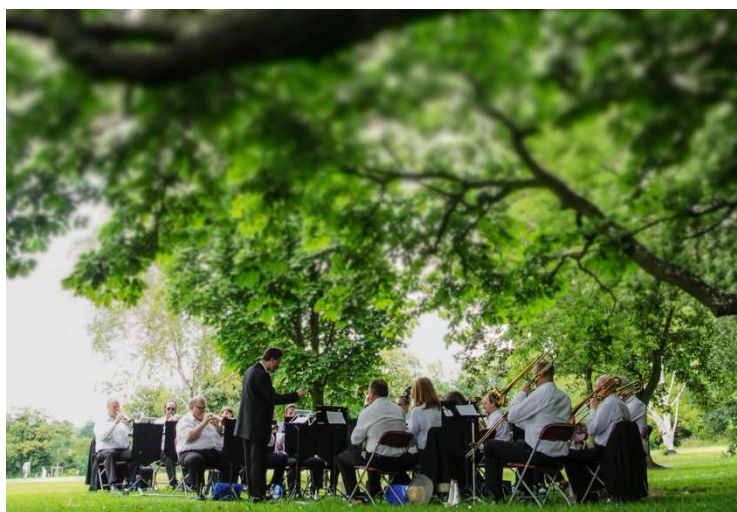
Christ's Pieces was used as a location for the first time this year and the event was well received by audiences and local residents with no concerns or complaints raised.

### Feedback

All feedback from the public was positive, with the only slightly negative feedback being from people who asked for there to be more of them, particularly at Cherry Hinton Hall, from an older audience.

### Lessons learned & 2016 planning

- We are exploring the possibility to expanding the locations for these concerts to consider new outdoor spaces outside the city centre e.g. Trumpington Country Park if considered appropriate.





## 5th November Fireworks

5th November 2015, Midsummer Common

- **20,000 estimated attendance**
- **34 business sponsors and donors**
- **£800 raised in text message donations**
- **50 volunteers engaged in collecting for the event**

The firework celebration on November 5<sup>th</sup> was the culmination of an extended programme of engagement across the city featuring local businesses and live theatre. Cambridge Live took the decision to raise the profile of the event and the reach of the activities in its first year of running the event.

This year Cambridge Live promoted the historical aspects of the event using the character of Guy Fawkes. Working with Snail Tales story telling company, an actor portrayed Guy Fawkes in school visits and was seen around locations across the city. The Birmingham Repertory Theatre performed an extract from one of their Horrible Histories shows featuring Guy Fawkes for free for the public in the Market Square and Grafton Centre on Sat 24<sup>th</sup> October to generate excitement about the event.

Local technology firm, RealVNC acted as the business champion for the event's sponsorship campaign in 2015. Managing Director Andy Harter and Vice President Lily Bacon rallied a club of 34 businesses to reach our ambitious target of £30,000 and more in sponsorship by providing more ways to sponsor the event and greater business benefits. In addition, we introduced text message donating for the first time for the general public at the event, alongside the bucket coin collection.

Frances Alderton was the Event Manager for the event in 2015. She appointed a previously well received Fireworks company, Jubilee, to fire the display which was well received and the

weather was ideal for the firing of the display. However rain and the absence of the Fair did slightly reduce numbers with around 20,000 estimated in attendance.

Sponsors and City Councillors were invited to attend an informal reception at the event on the night to network with those who have helped to ensure the event's success.

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### Cambridge Midsummer Common fireworks

- When: Thursday, November 5. Fireworks at 7.30pm and a bonfire will be lit immediately afterwards. **PLEASE NOTE: The funfair will not be running but the fireworks will go ahead as planned.**
- Where: Midsummer Common
- Cost: FREE!
- What: The free Bonfire Night has attracted thousands of onlookers to Midsummer Common in the centre of the city for more than 20 years. Expect to be toasted by a stonking great bonfire after watching the blockbuster display in the sky. Bonfire Night is a Cambridge City Council event, organised by Cambridge Live.

Fireworks-fans are advised not to bring sparklers, and a donation of £2 is encouraged.

Chesterton Road, Victoria Avenue, Maid's Causeway, Elizabeth Way and Limekiln Road will be closed from 6.30-8.30pm on the day of the event.

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BBC Radio Cambridgeshire were media partner for the event and stated that feedback was excellent from the public around the event and we received some lovely feedback from the public including 4 compliments on the quality of the event.

*“Just wanted to say what a fantastic display and event. Was just so well organized, stunning display and well attended event. Special mention to Andrew, Richard and Matt Van Heerden (star!) – and all the team of stewards who were just brilliant, friendly and so helpful with any requests! We live broadcast all the fireworks (person watching in Russia loved it!) did loads on social media, live broadcast on air.”*

**Emma Borley, Assistant Editor, BBC Radio Cambridgeshire**

As a result of an incident on the common on 4<sup>th</sup> November the fun fair was not in attendance although Thurston’s provided a range of food stalls and other amenities including extensive accessible viewing points were provided as normal. This was a late change and required very active management of the site and the media messaging all of which was completed successfully.

The absence of the fair prompted a mixed reaction with some attendees missing the facilities whilst others commented that they preferred this year’s event.



#### **Lessons learned & 2016 planning**

- There are plans to build on the city wide engagement achieved this year for 2016.
- Efforts will be invested into raising the profile of information on our website for disabled customers which could be more extensive as good facilities are offered.
- We hope to increase the number of bucket collectors next year as donations were lower than for 2014 (although it was raining which often affects collections).
- An internal investigation into the incident on the Common on 4<sup>th</sup> November is being carried out separately.

## Appendix 1 – List of local participants at The Big Weekend 2015

|                                                      |                                                    |
|------------------------------------------------------|----------------------------------------------------|
| 99 Rowing club                                       | Elementz Ent.                                      |
| Agrumi, Olive Oil and Italian produce - Ely          | Encompass Network - Cambridge                      |
| Alliance Francaise                                   | Festival of Rugby – local rugby associations       |
| Altrad Beaver, Fencing - Bury St Edmunds             | Fire Extinguishers - Newmarket                     |
| Amna Saeed, Henna Art and tattoos – Mela Trader      | Forever Active                                     |
| ARM                                                  | GLL                                                |
| Anglia Ruskin University                             | Gourmet Brownies - Ely                             |
| Aurora & Friends Egyptian Dance                      | Grey Heron International Arts T'ai Chi             |
| B1KE                                                 | Hart Radio                                         |
| BBC Radio Cambridgeshire                             | Hearing Healthcare Centre, Cambridge               |
| Bling Ya Ting - Local Urban and World talent         | Isobel Sugden - Cambridge Band Competition U18     |
| contest Showcase                                     | Winner 2015                                        |
| Bombay Bites, Indian snacks and street food –        | Kettle's Yard House and Gallery                    |
| Mela Trader                                          | Krishna Zivraj Sanskruti School of Dance           |
| Buskers Competition Winner TBC                       | Krishna Zivraj, Classical Indian Dance, main stage |
| Cabinet of Curiosities - Visual and audio collection | and community marquee – Mela Performer             |
| Cambridge + Coleridge Athletics,                     | La Dante - Italian                                 |
| Cambridge CC, Fostering - Huntingdon                 | Landsmans Toilets - Peterborough                   |
| Cambridge City Services - Site fencing               | Lifecraft - Cambridge                              |
| Cambridge News                                       | Little Scrummers                                   |
| Cambridge Film Consortium                            | Manas Deb Indian Cultural Society, children's      |
| Cambridge Gymnastics Academy                         | dance performance – Mela Performer/Trader          |
| Cambridge Hindu Samaj, childrens dance               | Marcus Watts, Cambridge Acoustic, Sound            |
| performance – Mela Performer                         | Monitoring - Oakington Cambridge                   |
| Cambridge Lindy Hoppers                              | Mari Cobb, Goan Food – Mela Trader                 |
| Cambridge Museum of Technology                       | Maxispace Portable Buildings - Buckden, Cambs      |
| Cambridge Re-Use - Cambridge                         | Meghana Patel, traditional crafts and food – Mela  |
| Cambridge Rugby Football Club                        | Trader                                             |
| Cambridge Scottish Society & RDCS                    | Mela - Daylong celebration of Asian culture in     |
| Cambridge Spanish Centre                             | Cambridge including food, music and dance          |
| Cambridge United Football Club                       | Museum of Archaeology and Anthropology             |
| Cambridgeshire Football Association                  | Museum of Cambridge - Homefront Marquee            |
| Cangaroos Trampoline Club                            | Museum of Classical Archaeology                    |
| Carlos BBQ, kebabs and grilled meat – Mela Trader    | Nicks Mobile Bars                                  |
| Cath Coombs & the Awesome Soul Collective            | Nomads Hockey                                      |
| Cats Basketball                                      | Oblique Arts - Pedal Powered Barber shop           |
| Cats Protection - Cambridge                          | ParkTennis                                         |
| CC Smugglers                                         | Pearce Hire, Sound systems - Peterborough          |
| Centre for Computing History                         | Pink Festival - Events run by SexYOUality and the  |
| Changing Spaces - Art Tent for local independent     | Pink Festival                                      |
| artists                                              | Queen of Spice, food and drink – Mela Trader       |
| Children's entertainment - 3 local face painters     | Robinsons Smart of Cambridge                       |
| and a story teller                                   | Rollapluzza                                        |
| Compere, Gil Karpas                                  | Security - Peterborough                            |
| County Council Cycling Team                          | Soundstage One - Thorney, Cambs                    |
| Dabke (Middle Eastern Dance)                         | StreetGames,                                       |
| Dance Greek                                          | Suparna Roy, Jewellery and Indian snacks – Mela    |
| DCRS, Site Radios - St Ives, Cambs                   | Trader                                             |
| Divya Ram, Classical Indian Dance – Mela             | Sustrans                                           |
| Performer                                            | Swamptruck - Cambridge Band Competition            |
| EF Foundation                                        | Winner 2015                                        |

Swati, dance performance – Mela Performer  
Taiost t'ai chi  
Taoist Tai Chi Society GB  
Terrance Higgings Trust - Cambridge  
The Fitzwilliam Museum  
The Polar Museum  
The SG's - Local Reggae Band  
The Silverback Blues Band  
Trevor Page - Marquees, Staging, Equipment Hire  
Trevor Page Marquees - Linton  
Ubuntu World Village - Music, food and crafts from  
around the world - celebrating ethnic diversity in  
Cambridge  
University Library  
University of Cambridge - The Fun Lab offers  
interactive science activities for all ages to enjoy.  
Science at its best from the University of  
Cambridge and partners  
University of Cambridge Museums - Make and  
Create Tent - hands-on, creative fun and get a  
taste of what's in store for the summer holidays  
Vichag Foods, Indian snacks, Mela Trader  
Vintage Bikes  
Waste Bins, skips & recycling - Little Paxton, Cambs  
Water Coolers - Newmarket  
Wiwat! Cambridge Polish Song and Dance Group  
Woodgreen Animal Charity - Godmanchester,  
Cambs  
Up to 30 local stewards