



CULTURAL STRATEGY

To:

Councillor Rachel Wade, Executive Councillor for Communities
Environment & Community Scrutiny Committee 18/01/2024

Report by:

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Wards affected:

All

Key Decision

1. Executive Summary

The Cultural Strategy strategic principles have been developed as a precursor to a final Strategy. It sets out a framework for our thinking around the impact Culture has on key aspects of wider Council activity; our commitment and role across the City's cultural activity and development.

Between now and the final strategy, we will particularly be focusing on:

- Alignment with wider work in the City
- Understanding how best to measure the impact of such a Strategy
- Continued discussion on a shared focus for Cultural Development in the City
- Internal action plan

2. Recommendations

The Executive Councillor is recommended to:

Agree the strategic principles for Creativity and Culture for all: Cambridge City Council's Cultural Strategy (2004 – 2029)

3. Background

A new Cultural Strategy for the Council will inform internal City Council departments of the impact of cultural activity to wider aims of the Council, where we believe we can add best value to the broader cultural system in the City and recognize its importance to the wider economy.

It will also inform and provide a structure for discussion with external stakeholders in many different sectors including the Cambridge Cultural Arts Leaders group. It will help contribute to a shared cohesive set of City Cultural aspirations from the Cultural Arts Leaders, the City Council and the wider community.

It is not intended to dictate the agendas and priorities of other organisations. Rather, it is a positioning statement from Cambridge City Council about our commitment to support cultural activity, convene strong collaborative partnerships, develop innovative new business models for the arts and culture, and advocate for the importance of culture at a local, regional, national and international level.

We have consulted internally and with over 70 cultural and creative organisations, business stakeholders and community led groups.

Please see the appendices of the attached Cultural Strategy document for further context.

4. Implications

a) Financial Implications

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None at this stage, further consideration will be reflected alongside the final strategy.

b) Staffing Implications

Page: 2

None at this stage, further consideration will be reflected alongside the final strategy.

c) Equality and Poverty Implications

None at this stage – the EQIA will be completed to go alongside the final strategy submission.

d) Net Zero Carbon, Climate Change and Environmental Implications

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None at this stage, further consideration will be reflected alongside the final strategy.

e) Procurement Implications

Page: 3

None at this stage, further consideration will be reflected alongside the final strategy.

f) Community Safety Implications

Page: 3

None at this stage, further consideration will be reflected alongside the final strategy.

5. Consultation and communication considerations

We will share the document with internal partners and external stakeholders to reflect back what we have heard and ensure alignment to wider work across the Council and partners.

6. Background papers

Background papers used in the preparation of this report:

- DCMS – Department for Culture, Media and Sport (2023) Culture and Heritage Capital
 - o Portal. London: HM Government. [Online: <https://www.gov.uk/guidance/culture-and-heritage-capital-portal> (Accessed 15/12/23)]
- Deakin, J., Meakin, T., Olanrewaju, T., Nguyen, V. (2023) Assessing the direct impact of the
 - o UK Arts Sector. London: McKinsey. 20 November 2023
- Fry Creative (2023) Birmingham Festival 23 Evaluation Report. Bristol
- Hatch Regeneris (2020) Economic and Social Impact Assessment of The Southbank

- Centre. London

7. Appendices

Appendix A - Cultural Strategy

Appendix B - Cultural Strategy Appendices

8. Inspection of papers

To inspect the background papers or if you have a query on the report please contact Frances Alderton, Cultural Services and Events Manager, tel: 01223 - 457000, email: frances.alderton@cambridge.gov.uk.

Cultural Strategy Cambridge City Council



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Introduction

This strategy sets out to:

- Present an invitation to work collectively across the City to draw together the incredible strengths and expertise to provide a cohesive approach to cultural activity
- Outline the Council's commitment and proposed role
- Promote the role of culture in enabling inclusive growth in the City region

Cambridge is in the middle of rapid change, development and growth. The population will continue to grow in the next five years, new communities will be developed, and the function of the City Centre will change which we will need to respond to. Cultural development will play a key role in how we collectively knit together communities and places into the strong, historic and global identity of the City.

Cambridge City Council's vision is for 'One Cambridge – Fair for All', where economic dynamism and prosperity are combined with social justice and equality.



Success can only be achieved by adopting a cohesive, coordinated and collaborative approach to managing change and in developing the future identity of Cambridge City and the region. The City Council has a large role and commitment to help ensure that this happens effectively alongside all other strategic partners in the City.

Culture needs to be at the heart of the changing nature of the City centre, at the heart of the development of the new growth areas, residential, business and public realm, and at the heart of the support and development of our existing local neighbourhoods and communities.

Cambridge City Council is presented with a huge opportunity; the ability to be the dominant cultural centre in the UK's largest growth region, to refresh and revitalise collaborative thinking, and to bring people together.



Defining the term 'Culture'

We understand culture as a broad category, encompassing the whole breadth of creative and communal activity. Culture in Cambridge spans the public, private and third sectors, is carried through global organisations as well as dedicated lone creatives, and is both comforting and challenging. Culture is both the new, the bold and the exciting alongside the deep traditions embedded in the fabric of our City.

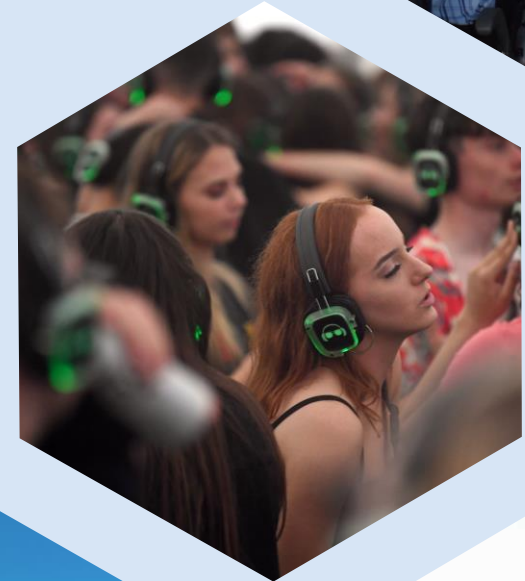
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Culture can include a wide range of curated opportunities and services that bring people together and enhance the environment and people's lives. It can include independent businesses, community spaces, markets, mixed sporting occasions, fairs, and arts activities that pull communities into purpose-built locations. It encompasses all the creative industries including museums, outdoor events, venue provision and programmes, festivals, and the visual arts, which includes artist spaces, permanent, temporary, and socially engaged public art.



Cultural Dividends

There is a clear evidence base that provides clarity to the value of having a cultural strategy. Cultural dividends bring benefits and vibrancy to the City and the wider region. They can help the City Council meet their wider corporate objectives as well as addressing current and future challenges the City faces.





Cambridge's cultural and creative activity is vital to a healthy and thriving City that has many diverse communities. Our varied communities need to be nurtured, celebrated, and brought together, with cultural activity being an essential element to their success.

It is central to the success of the City, generating jobs, investment and a reputation for innovation and participation. Cambridge is internationally known as a place where people come to work, live, visit, play, stay, and create.

Cambridge is a unique City. The University of Cambridge contributes to this through world-class museums and classical music events. Anglia Ruskin University has also ensured Cambridge stays a vibrant centre for the arts and creative industries. The future identity of the City will increasingly embrace the significant growth sectors of biotechnology and digital services.

We know that arts and cultural events, as well as venues and open spaces, have a huge role to play in keeping Cambridge's communities strong and cohesive in the face of challenges created by rapid social and economic change. A clear and strong cultural offering is paramount to the delivery of the wider strategic ambitions for the City. It's also one of arts and culture's roles to help attract and retain talent from around the globe as well as engaging and empowering people who have grown up here. As one of the civic leaders of the City it is our responsibility to ensure that growth is culturally, as well as economically, inclusive.



Population Growth

Cambridge is a growing City. The development needs of the Cambridge area are being met through new developments including multiple new neighbourhoods on the edge of the City and new settlements nearby in South Cambridgeshire. Over the last decade (2011-2021) it has grown faster than any other British city, at 17.1%¹. It is also notable that positions 2,3 and 4 are regional to Cambridge, being Peterborough, Milton Keynes, and Northampton respectively. This both presents an opportunity for the city's cultural scene to develop the customer base, but also a challenge to ensure equal access to the arts for all.

Community Cohesion

Culture has been proven to give strong dividends in the development of cohesive communities. 82% of survey respondents report that “artistic engagement (particularly live music events and theatre performances) makes them feel more socially connected”² (Krekel and Mackerron, 2023 in Deakin et al., 2023). Similarly, culture-led developments are often successful in creating communities with a stronger sense of place.

Health and Inequality

A 2020 CfC analysis revealed that Cambridge is the UK’s most unequal City in terms of income, with the top 6% of earners accounting for 19% of the total income, while the bottom 20% receive only 2%³. This inequality affects resident’s lives in deeply embedded ways; Cambridge has an 11.9 year gap in life expectancy between the wealthiest areas in the City and the poorest (12 years for men, 11.8 for women)⁴.

Cambridge is also one of the most income-segregated amongst its comparators, meaning that wealthy people and poorer people in the city live more separate lives than in similarly unequal cities⁵.

The benefits that culture can deliver to health and wellbeing objectives include a positive impact on mental and physical health that participating in the arts can support. This, combined with reducing isolation and breaking down barriers between communities, suggests that targeted investment in arts and culture can help address Cambridge's inequalities.



Economy

Cambridge's historical assets are internationally renowned and play a vital role in the continued success of the City's economy. There needs to be a balance between growth, preservation, and opportunity. With central rents higher than in neighbouring towns and cities, coupled with the changing use of city centre retail, public, and office space, scholars point towards cultural industries as a future prospect for city centres⁶. Capitalising on Cambridge's uniquely privileged position in cultural offerings may well serve to bolster the city's economic resilience.

Cultural activity provides economic dividends through several mechanisms. Examples of this include through direct cash flow, and through providing transferrable skills.

A diagram displaying these effects, and more, is shown on page 10. These mechanisms will be further expanded upon in sections detailing the three roles that the City Council will focus on.

¹ Centre for Cities – Cities Outlook 2023

² Krekel and Mackerron, 2023 in Deakin et al., 2023

³ Centre for Cities – Inequality 2020

⁴ Cambridge City Council – State of the City 2023

⁵ Cauvain et al., 2022

⁶ White et al., 2023

Digital Innovation

- Attract skilled workforce
- Share data and evidence
- Increase output
- Decrease costs
- Diversify programme
- Targeted provision

Supporting Creators

- Creative workspace
- Artist networks
- Contribution to local economy
- Role models and members
- Financially sustainable businesses

Health & Wellbeing

- Reducing isolation
- Community pride
- Inclusion engagement (mental health)

Diversity

- Include new communities in wider cultural offers

Skills & Learning

- Reduce inequity
- Confidence
- Employment in sector
- Apprenticeships
- Region of Learning
- CV opportunities

Place & Environment

- Community cohesion
- New builds design
- Infrastructure
- Planning
- Facilities
- Specialised hub creation
- Public art
- Enhance growth
- Regeneration
- Improved economy
- Promote and influence sustainable behaviour
- Enhance public realm

Economy

- Community wealth building
- Employment
- Tourism
- Increase in business investments
- Supports tertiary sector
- Increases footfall
- Economy recovery
- Increases in money circulation
- Attracts skilled workforce
- City centre management

Community Cohesion

- Increasing confidence
- Inclusion
- Engagement
- Diversionary Activities

Collaboration

- Increase output
- Decrease costs
- Diversify programme

Cultural Dividends

The Council's role

The cultural strategy will be aligned with other City Council strategies. The City Council's key principles include:

1. Using the Council's assets, resources, and powers to help build community wealth through local networks
2. Building an inclusive and sustainable local economy
3. Working collaboratively with partners to develop a whole-system approach

This is encouraged by wider considerations in the 'The Cultural Cities Enquiry' setting out the case for Councils to develop cultural strategies and their use in their approaches to place, economy and society. With resources becoming increasingly limited, we recognise the need to understand, leverage and co-ordinate the City Council's cultural assets through a corporate and strategic plan. We aspire to engage in conversations that develop a collective narrative that could lead to new opportunities, new investment, and a more cohesive cultural offer. We would like to work collaboratively with a wide group of stakeholders on the development of a new shared vision for the City.

"Cultural strategies have proved worthy investments, catalysing new types of partnership, engaging diverse communities into a wider civic conversation and leveraging additional public and private investment... and increases the likelihood of securing larger amounts of funding."

LGA Cultural Strategy in a Box



1 To be an Anchor

Use of Assets & Cultural Designer

The City Council own, manage and are a landlord to a wide range of assets across the City. This includes parks and open space, cultural venues, community centres and the wider public realm that are used for Cultural activity including permanent and temporary public art commissions. Our wider services have a direct impact on how the City functions and facilitates a cultural programme from maintenance, licensing, parking and space management.

We will look to ensure that how we consider these services will positively contribute to a vibrant night-time economy, a coordinated range of events, imaginative use of meanwhile space to encourage innovation, the development of public arts commissions, the development of creative workspace and the use of space in neighbourhoods. The Council will continue to support the accessibility of these sites for community groups and commercial promoters.

Audit of Infrastructure

The City Council will produce a Cultural Infrastructure Strategy in partnership with South Cambridgeshire District Council. The Infrastructure Strategy will enable the City to have a coordinated and long-term plan for cultural infrastructure, both to allow for better placemaking, but to enable the wider economy to consider Culture as an integral part of planning and design that increases the long-term success of new developments. It will also clarify that a key criteria for the inclusion of cultural infrastructure within new development, is that it is initiated early in the planning process.



Place Making, Development and Growth

The Council will play an integral part in an effective place-making agenda that will seek to include cultural considerations in the master planning of new growth areas, redevelopment sites in the City, and the development of Cultural 'hubs/quarters' in the City Centre around the Guildhall, and also in the southern part of the City. Culture-led (re)developments are often successful, encouraging further commercial and residential development⁷.

Public Art - The City Council has taken a national lead in its approach to the commissioning of public arts and has achieved an impressive legacy with demonstrated benefits to the city and people across all the cultural dividends outlined. The Cambridge Perspective – A Manifesto (Art Artists Community Place Change) contains key strategic objectives that will inform public art delivery. The review of public art and the public art Manifesto will support the role of culture in the development process, and will also contribute to the new strategic approach, with planning services and other partners becoming increasingly involved in shaping our public spaces through art.

Culturally inclusive growth and creating stable senses of place, will assist in encouraging businesses into areas of new development and regeneration, minimising the risk of isolated communities⁸. We aim to plan to involve everyone in the cultural life of the city, so reducing inequalities. Culture must not stay confined to the city centre, but instead be available to all. Using our assets, both physical and green across communities in the City will bring opportunities directly into these communities and bring local relevance.

Establishment and Development of Communities

The strategy will acknowledge the growth of the city and where culture can have a role in establishing community cohesion, identity and community safety in the new areas. Studies have demonstrated the core role cultural activity plays in establishing new communities, and helping create a strong sense of place and community⁹.

⁷ CouterCulture LLP, 2021; Hatch Regeneris 2020

⁸ Erfani, 2020

⁹ Mohammad et al., 2013



COMMUNITY COHESION

‘WHEN SOCIAL INFRASTRUCTURE IS ROBUST, IT FOSTERS CONTACT, MUTUAL SUPPORT, AND COLLABORATION AMONG FRIENDS AND NEIGHBOURS; WHEN DEGRADED, IT INHIBITS SOCIAL ACTIVITY, LEAVING FAMILIES AND INDIVIDUALS TO FEND FOR THEMSELVES.’

Eric Klinenberg (2018)



Facilitator and Enabler

Funding
The Council plays a critical role both as a direct funder, as well as a facilitator of external funding to enable wider organisations to contribute and deliver.

- We will work with stakeholders through the development of our infrastructure strategies to identify the needs and opportunities of new developments and require appropriate delivery and funding from developers through S106.
- Through coordinated grants provision we will look to support cultural organisations and creators, enhance the identity of the whole City, and have a broad and diverse range of outputs with a wide reach and aim to target people in most need.

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• We will work to attract collaborative funding for large scale investment into the City, for example, Combined Authority, Central Government, the Arts Council and commercial business partnerships.

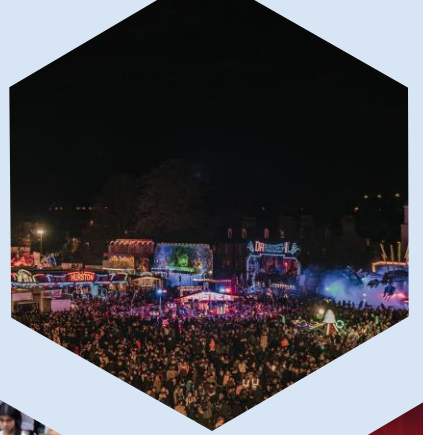
Advocacy and regional and civic leadership
Cambridge City Council plays a role in advocating for the arts and the cultural industries locally regionally and nationally. We have a responsibility to inform and promote our City's needs and successes to the wider local authority network, national governing bodies, CLOA, Events Industry Forum, HSE, Arts Council, local and national business to name but a few. We are very keen to play a role in facilitating and convening discussions on a shared cultural vision for the region.

Civic role and ability and skill to respond to national events initiatives
We will continue to respond to national initiatives/events and opportunities where the Council is the right anchor organisation, and coordinate a multi-agency approach to large scale initiatives such as Tour de France, Baton Raley, National Civil Ceremony (King's proclamation), and national festivals.

Networks, Advice, Support and Compliance

The Council plays a role in creating and supporting links and networks for arts organisations and other businesses and individuals to thrive in the city's cultural scene, this is for the purpose of identifying shared issues and identifying collective opportunities. The issues are wide and can range from programming opportunities, health and safety, funding and sponsorship, the health and well-being agenda, skills and learning, digital, City Centre recovery etc. (Safety advisory group, FELG, Cambridge Arts Network conference, My Cambridge, facilitator and convenor within Arts Development). We also support initiatives that help to market and promote the City's cultural offer to local residents, the local region, and visitors.

Supporting artists in a wide variety of ways is essential, through advocacy and protection through clear rules of engagement, and involving artists in consultation and being key to central processes.



2 To engage and empower local communities and provide a great place to live, learn, and work

The Council can challenge inequality and contribute to community wealth building by involving local people in decision-making and responding to local needs to engage communities in using cultural activity and the arts to shape their neighbourhoods and the broader city, and build prosperity.





‘SOCIAL CAPITAL IS THE
GLUE THAT BINDS
COMMUNITIES TOGETHER’

ANDY HALDARE

Access and Diversity

With a vision and civic role to ensure broad access and representation, we are uniquely placed to help ensure the identity of the City reflects all communities and cultural provision reaches across everyone, with a particular focus where we know inequalities exist. In the context of culture this is considered in a number of ways. Examples of continued support is through our delivery of a free and diverse City Events Programme, revised public art policy, partnership projects with City Cultural organisations, promoting programming that is wide, diverse and appealing to different communities.



Case Study: Out of the Ordinary Festival and City Events Programme

The Council can support new communities, and cultural organisations and provide a data hub to facilitate funding, impact, and bring together wider data to support the sector.

OOTO and the City Events programme adopts a multi-agency approach through:

- Utilising different funding streams
- Gathering data from the City Council Community Development team to target specific neighbourhoods
- Involving Community Groups and businesses in the programming
- Using central/neighbourhood and new development space for a range of experiences
- Ensuring accessible and diverse pricing (free), programmes, and physical sites, for example, Music in the Parks, Fireworks Night, Mayor's Day Out, Out of the Ordinary Festival
- Supporting a wide range of local and independent acts
- Contributing to a thriving City Centre economy
- Supporting local residents and businesses to feel engaged and have ownership of their own neighbourhood and the City Centre



"I just wanted to send a very personal and heartfelt thank you for Saturday in Cambridge I took a friend who has been having a tough time, but she was struggling a bit with the crowds and the noise level However, watching you and Gladys was the first time I've seen her really, genuinely, laugh in a long time!" – Sent directly to an artist



"I enjoyed the shows. Can there be more of them?"

"Amazing! Me and my children loved it."

"The smile the artists brought to everyone's face"²⁰

Skills, Learning and Employability

In education, structured arts activity increases uptake of key transferrable skills by up to 17%¹⁰, which in turn improves employability and longer-term job market outcomes. The arts are also recognized as a valuable pathway for learning, with mathematical attainment being significantly increased amongst creatively engaged pupils¹¹. Artistic competence is economically valued in its own right as well; the cultural sector contributed over £40 billion to the UK economy in 2022¹², and directly employing over 700,000 people as of 2022¹³ with these careers being often highly valued by young people.

The Council can recognise, support, and advocate for the opportunities for people to acquire creative and cultural skills in the city, to not only develop within creative and cultural sector jobs, but to also develop transferrable skills to support other sectors and contribute to a growing economy. Examples of support include the My Cambridge project and Region of Learning.

Children and Young People

As an urban area with 16.1% of people under the age of 15, and over 30% under 25, we can help enable the potential of the city’s children and young people to flourish by providing cultural opportunities that give them connection with the City and inspire them to engage in ways that inform their skills, confidence, identity, and aspirations.

Enabling and enhancing the voluntary infrastructure

The council plays an important role in supporting voluntary groups who contribute to the cultural life of the city, and would like to develop volunteering and mentoring opportunities across all sectors.

Health and Well Being

By increasing access to cultural activities, “arts interventions [can show] equivalent or greater cost effectiveness to possible health interventions”¹⁴. A UCL analysis has shown that cultural participation is socio-economically stratified across the country¹⁵ and recommends active interventions to address this disparity. A culturally engaged city is a healthy and thus prosperous city. Cultural activities were rated higher than virtually all other engagements on LSE’s Happiness factor¹⁶. We can contribute by supporting arts organisations that engage the local communities, support creative mental health initiatives, provide a varied and accessible Cultural Services events programme, and support external cultural event promoters and public art providers.

¹⁰ CLA, 2017

¹¹ Leikin and Pitta-Pantazi, 2012

¹² Deakin et al., 2023

¹³ Statista, 2023

¹⁴ WHO, 2019: 53

¹⁵ Mak et al., 2020

¹⁶ Krekel and Mackerron, 2023

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HEALTH AND WELL BEING

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'THE MOST SOCIALLY
ISOLATED ARE MORE
THAN TWICE AS LIKELY
TO DIE FROM CORONARY
HEART DISEASE THAN
THE MOST SOCIALLY
INTEGRATED'

Bennett Institute for Public Policy

Cambridge



3 To enhance the city's reputation, economy and identity

The Council and partners can focus on innovation & excellence in the arts to re-invigorate the public realm, support an innovative and creative economy & create a sense of pride in place. This is a critical contributor in attracting and retaining the workforce required for the wider City region.

Pride

Culture can foster local pride. “nearly 90% of Edinburgh residents felt that its annual festivals improved their pride in the city”. Again, the government has begun to implement this into official policy, with the establishment of Heritage Action Zones, aiming to increase people's pride in their local high streets. Landmark events can be extremely effective and leave lasting legacies. (Birmingham Commonwealth Games, and more locally the Tour de France). Yet smaller cultural activities that build upon this momentum can be equally as meaningful, as the Birmingham Festival 2023 proved. Strong traditions of local arts-lead events can thus act as a cornerstone to creating strong and beloved places. Mill Road Winter Fair, Strawberry Fair, Fireworks Night, CAMRA beer festival, and Christmas lights are some of the local events amongst many aswell as public art projects.

Culture as an Economic Contributor

Culture drives economies, and culture-lead places are often amongst the most economically successful. McKinsey estimates that the sector as a whole contributed roughly £49 billion to the UK economy over 2022.



¹⁰ CLA, 2017

¹¹ Leikin and Pitta-Pantazi, 2012

Making places inclusive, safe, resilient, and sustainable

'For every £1 in turnover which the arts and culture industry generates directly, a further £1.24 in output is generated in the wider economy.'

(Centre for Economics and Business Research 2019)



Cultural activity acts as an important multiplier for the economy in Cambridge. It generates high turnovers that financially circulates throughout the economy, generates employment, generates business for the supporting tertiary sector especially hospitality, pulls in visitors and tourists to the region, and has a primary role in the development of the night-time economy.

Cultural activity acts as a draw and economic stabiliser in the changing nature of the city and its public realm spaces.

Cultural activity also acts as an attraction and benefit to businesses relocating to the city and supports their staff recruitment and retention rates in the region. “A thriving arts sector plays an important role in [place-making], creating more attractive communities where people want to live, work and do business” – McKinsey

The Council will continue to support projects that contribute to the animation of the public realm and support venues and businesses that contribute to the cultural life of the City. The medium-term strategy for city centre vitality will involve an increased reliance on cultural industries.

Tourism
Cambridge is a popular tourist destination, with visitors drawn in by the historic architecture and culture. We will prioritize supporting Cambridge’s night-time economy, aiming to improve longer overnight stays and encouraging return visits. These initiatives will be outlined in the Visitor Management strategy.

Reflecting the Cities Strengths

The Council will champion digital development, strengthen links with the technology and biotech industries, sharing and gathering data with external organisations for more targeted and effective delivery.

Business Engagement

We will strategically engage with businesses in the City, increasing our awareness of the breadth of events happening in the city. This will allow us to co-ordinate our own events with activities held in the city by a wide range of other organisations. It will also allow us to act as a central point of contact between these organisations, across the public, private and third sector. When doing so, we will be able to communicate the City Council's strategic priorities with regards to cultural provision.

This engagement will allow us to pursue collaborative funding streams, including engaging with the development of the 'Social Impact Fund. This in turn will allow us to facilitate effective business networks, creating opportunities for cultural development.



*‘FOR EVERY ONE
JOB CREATED BY THE
ARTS AND CULTURE
SECTOR, 1.65 JOBS
ARE SUPPORTED IN
THE WIDER ECONOMY’*

Dividends Recap

Diversity

Artistic activities and cultural events have been proven to break down barriers between ethnic, cultural and religious groups. As Cambridge grows increasingly diverse, this is evermore important.

Health and Wellbeing

Arts and cultural participation has been shown to have strongly positive effects on mental health, including reducing the effects of isolation.

Skills and Learning

Arts and culture is a vital part of effective education, giving students of all ages vital transferrable skills.

Collaboration

Building partnerships with local organisations can help us diversify our offering, and help develop a shared vision that involves a wide range of stakeholders in the City.

Place

A strong cultural scene is vital to creating strong senses of place, making spaces that people are excited to live and work in. As Cambridge and the region grows and develops new functions, culture has a vital role to play in making new developments attractive.



Measuring Success

We are committed to monitoring the success of our initiatives, and sharing any results with all involved stakeholders. Due to the breadth of activities falling under the cultural umbrella, and thus the breadth of associated outcomes and partners, we will strive to design tailor-made metrics to evaluate the success of our projects.





Supporting Creators

The cultural industries are significant employers. Ensuring that local traders and artists are supported builds a resilient and sustainable creative economy.

Economy

The arts and culture sectors are significant areas of the UK economy. In Cambridge, a thriving arts sector contributes to a healthy and thriving economy, and supports the immediate supporting businesses.

Environment

The arts and culture play an important role in creating attractive places, to visit and to live. Supporting arts and culture contributes to effective placemaking.

Digital Innovation

Cambridge has attracted a significant technical and scientific innovation cluster. To continue being an attractive place for these cutting-edge firms to be based, a strong cultural scene is needed.

Community Cohesion

Arts and culture are proven to increase engagement in the local community, from increasing voter turnout to reducing isolation and breaking down inter-community barriers. With the rapid expansion of the City, proactively investing in culture will help keep Cambridge a happy and engaged place to live.

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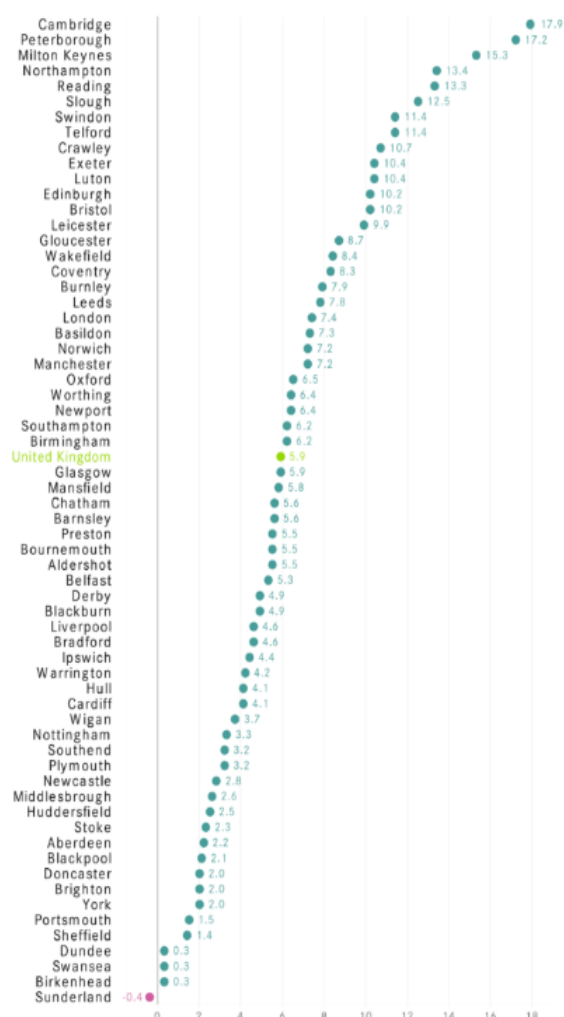
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Cultural Strategy 2024 - 2029

Appendices Graphs and Statistical analysis and who we spoke with

Population

Figure 12: Population percentage change, 2011 - 2021 (%)



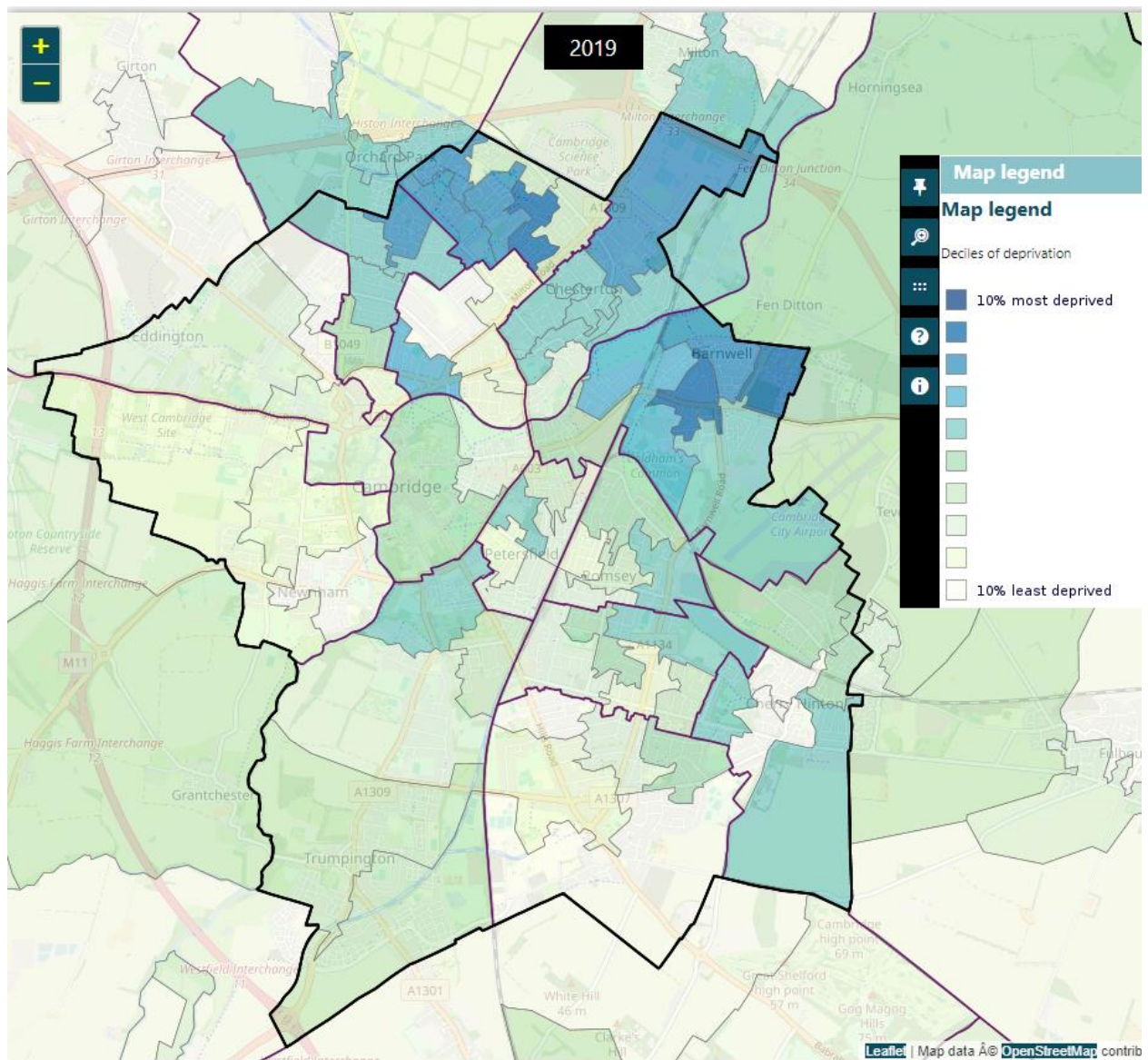
Source: ONS 2022, Population estimates, 2020 and 2021 data.

According to leading thinktank Centre for Cities (CfC), Cambridge has over the last decade (2011-2021) grown faster than any other British city, at 17.1%. It is also notable that positions 2,3 and 4 are regional to Cambridge, being Peterborough, Milton Keynes and Northampton respectively. This is notable as

1. Cambridge's cultural institutions have a rapidly increasing market
2. Much of this growth is in nearby urban areas, who's residents often travel to Cambridge for cultural activities. Residents from a Peterborough (PE) postcode represented over 15% of Corn Exchange tickets sold during 2023. This shows Cambridge is already established as a cultural focus in this fast-growing region
3. Much of this new customer base is, importantly, outside of Cambridge city's boundaries. While the above figures consider only the municipal area, the largest upcoming developments in the Cambridge Urban Area lie outside the City, in the rapidly growing commuter towns of Cambourne and Northstowe. Indeed, roughly half of the City's functional population lies outside of these boundaries, largely in the South Cambridgeshire district.
 - a. Using data from the European Commission Global Human Settlement Layer 2025 release estimates (a very well regarded dataset by demographers), there will be approximately 297,000 people living within 17km of the Guildhall by this time. This distance includes Cambourne and Northstowe, but excludes St Ives, Royston and Newmarket, all of which can be argued to possess some degree of cultural and/or economic independence from Cambridge City.

Cambridge City Council thus is presented with a huge opportunity; the ability to cement itself as the dominant cultural centre in the UK's largest growth region. Viewing our duty as restricted only to Cambridge City residents, without considering the regional strategic picture, would be notably shortsighted.

Wealth and Inequality



Cambridge is overall a wealthy city (5th highest average workplace earnings, 2022 - CfC 2023) with a very innovative economy (ranked first in knowledge-intensive firms per capita - CfC 2023), yet this is tempered by significant inequality. **A 2020 CfC analysis revealed that Cambridge is the UK's most unequal city in terms of income, with the top 6% of earners accounting for 19% of the total income, while the bottom 20% receiving only 2%.**

This inequality affects resident's lives in deeply embedded ways; **Cambridge has an 11.9 year gap in life expectancy between the wealthiest areas in the city and the poorest (12 years for men, 11.8 for women).** The government's Index of Multiple Deprivation aims to capture the varied and multiple forms that poverty is both caused by and worsened by, including access to housing, healthcare and

greenspace amongst many measures included in the composite index. While Cambridge overall is ranked well in the IMD, there are 3 areas within the 20% most deprived in England, and 6 more in the 30% most deprived. These areas are all within Abbey, East Chesterton and King's Hedges wards.

This is reinforced by a joint study between the Universities of Nottingham and Nottingham Trent, which put Cambridge's gini coefficient of income inequality at .41, well over the total UK figure of .34. It was also the joint-highest of the cities chosen for the analysis. **Notably, amongst the most unequal cities, it was one of the most income-segregated, meaning that wealthy people and poorer people in the city live more separate lives than in comparable cities (Cauvain et al., 2022).**

This is reflected in our event attendance - the poorer North Cambridge postcodes are underrepresented in 2023 Corn Exchange bookings, while the wealthier South-East of the City and South Cambridgeshire villages are overrepresented.

Benefits of Cultural Participation - Personal

A wide body of literature has identified that cultural participation is very strongly associated with a wide range of health benefits, both mental and physical, which then affects the workforce productivity (WHO, 2019). In fact, by increasing access to cultural activities, "arts interventions [can show] equivalent or greater cost effectiveness to possible health interventions" (WHO, 2019: 53). We are not unique in this challenge; a UCL analysis has shown that cultural participation is socio-economically stratified across the country (Mak et al., 2020), and recommends active interventions to address this disparity. A culturally engaged city is a healthy and thus prosperous city.

Research completed by McKinsey found that "people in the United Kingdom engage with the arts on a massive scale. A 2023 survey by DCMS found that some 91 percent of UK adults had done so at least once, in one way or another, during the previous 12 months. Seventy-four percent had attended an arts event such as an exhibition or a theatre performance, for example" - and that the British public value cultural activity very highly (LSE happiness factor).

This has, in turn, been proven to bolster participants' mental health, significantly reducing incidence and severity of anxiety, depression and associated ill effects. In young people, this can include the prevention of drug misuse and criminal behaviours, and increase school attendance. Residents of deprived areas respond more strongly to artistic intervention, likely as antecedent levels of participation are lower than their affluent neighbours (Bone and Fancourt, 2022).

Increased mental wellbeing is not the only value to the individual conferred by cultural participation - arts engagement is proven to improve cognitive performance. For Children and Young People, arts activities significantly boost self-esteem - by 16-32%, according to surveys run by UCL (Mak and Fancourt, 2019). The Cultural Learning Alliance suggests literacy and numeracy capabilities can be increased by 17% (CLA, 2017). There has been successful policy uptake of this principle, with the Welsh Government integrating artistic professionals into their curriculum, resulting in positive effects on pupil development (Griffiths and Powell, 2020).

For the elderly and disabled, the social and physical activities of particularly musical-based artistic participation is proven to have positive effects managing dementia and parkinson's disease, alongside mental health mobility, balance and memory issues (Bowell and Bamford, 2018; Sotomayor et al., 2021).

Taking an epidemiological viewpoint to the arts is increasingly mainstream British policy - the NHS has begun to prescribe art, through directing patients to various clubs, classes and events as part of their Social Prescribing programme. ***Strong argument to be made imo that this is real overreach from the NHS, and local authorities are far better placed to do this - LAs already have effective duty to foster community no? Where is the line drawn between community building/place-making and medical(ized) interventions?*** Examples of this include access to workshops and performances by the Royal Liverpool Philharmonic Orchestra, and Gloucestershire chronic pain, mental health and stroke patients offered places on an 8-week, multimedia arts course. The latter has been calculated to have saved £216 per patient through reduced GP and hospital visits (All-Party Parliamentary Group on Arts, Health and Wellbeing, 2017).

Benefits of Cultural Participation - Community

Happier and healthier people means happier and healthier communities. Aside from the aggregated personal impact, arts and culture activities can directly contribute to community cohesion - a must as Cambridge(shire) rapidly grows in population and becomes more diverse. Arts events and courses have been demonstrated to improve intercultural and interfaith relations (Rezaei et al., 2023; Bentwich and Gilbey, 2017). Engaging people in their community also increases civic engagement and volunteering (CLA, 2017), and can reduce anti-social behaviour and re-offending rates (CLA, 2017; Caulfield, 2014).

Vital to large-scale house building programmes, as in North-West Cambridge and South Cambridgeshire, is a parallel programme of place-making to ensure the success of these new communities. McKinsey states that "a thriving arts sector plays an important role in [place-making,] creating more attractive communities where people want to live, work and do business." - 82% of survey respondents report that

“artistic engagement (particularly live music events and theatre performances) make them feel more socially connected”.

Culture also fosters local pride, with “nearly 90% of Edinburgh residents felt that its annual festivals improved their pride in the city”. Again, the government has begun to implement this into official policy, with the establishment of Heritage Action Zones, aiming to increase people's pride in their local high streets. Major events, such as the Commonwealth Games in Birmingham are a huge opportunity for this community-strengthening (Finch, Iannetta and Rutter, 2023).

Yet smaller cultural activities that build upon this momentum can be equally as meaningful, as the Birmingham Festival 2023 proved. This was established to re-use much of the public infrastructure created for the games, and to re-capture the excitement and togetherness fostered. The eclectic programme included live music, art and performances alongside group activities. Of the over 100,000 attendees, over half came from deprived areas, and over 40% were from non-white backgrounds. Over 80% said that it improved their pride in their area, over 75% said that it improved their connection with others, and 78% reported it having a positive effect on their wellbeing (Fry Creative, 2023). Strong traditions of local arts-lead events can thus act as a cornerstone to creating strong and beloved places.

Benefits of Cultural Participation - Economy

Naturally, popular and engaging cultural events and institutions are often profitable. HomePlace, an arts and literature centre in a small Northern Irish town now generates annual revenues of ~£800,000, in a village of under 2,000. Culture drives economies, and culture-lead places are often amongst the most economically successful. London's famously successful Southbank district was strategically planned to have arts and culture at the centre of its regeneration, with the National Theatre, Royal Festival Hall and the BFI rubbing shoulders with graffiti artists and skateboarders. A total footfall of over 31 million was recorded over 2018-19, contributing to very high retail demand and a strong local economy (Hatch Regeneris, 2023).

Visitors to the cultural programming in the district are thus likely to spend their money nearby, injecting funds into the local economy and prompting further waves of funding. The degree to how much of this money stays in the local economy depends largely on the market conditions of the area discussed (Li and Jago, 2012). This has been observed in Wakefield, following the opening of the Hepworth Museum, which has prompted significant regeneration of the town including further culture-led developments (CounterCulture LLP, 2021). This strategy is being actively pursued by other towns previously bereft of large cultural institutions, such as Wigan.

Aside from the economic benefit cultural visitors provide to an area, cultural institutions themselves are major contributors to the British economy, and are often large employers in their home communities. McKinsey estimates that the sector as a whole contributed roughly £49 billion to the UK economy over 2022.

Who we spoke with and summary of feedback

- Rosie Cooper, Director, Wysing Arts
- Annie Davies, Museum of Cambridge
- Will Young, Cambridge Club
- Jo McPhee & Kate Carreno, UCM
- Dave Murphy, Cambridge Arts Theatre
- Lucinda Spokes, Public Engagement, University of Cambridge
- John Bull, Cambridge Science Centre
- Sally Wade, Dean & Matthew Day, Deputy Dean, Arts Humanities & Social Sciences, ARU
- Matthew Gunn, Cambridgeshire Culture and Cambridgeshire Music
- Matthew Webb, Cambridge Film Trust
- Katherine Southwood, Kathryn Hawkes, Gareth Bell, South Cambridgeshire District Council
- Henry Edmundson, Cambridge Summer Music
- Mike Wilson, East Anglian Festival Network
- Robert Porrer, Chair, My Cambridge CEP
- Gregg Butler, Strawberry Fair and Cambridge 105 Radio

- Susie Billier, Karen Thomas, Kettle's Yard
- Kate Jones, Cherry Hinton Festival
- Joanne Gray, Cambridgeshire County Council (The Library Presents)
- Jaime-Lea Taylor, Fenland District Council
- Rachel Drury, Collusion
- Emma Bunbury, Museums Service, Cambridgeshire County Council
- Nadine Black, Public Art, Cambridge City Council
- Heather Thomas, Together Culture
- Matt Burman & Liz Hughes, Cambridge Junction
- Natalie Ellis, UCH Addenbrookes
- Pip Gardener, The Kite Trust
- Cathy Moore & Angela Martin, Cambridge Literary Festival
- Michelle Lord, Cambridgeshire and Peterborough Region of Learning
- Becky Burrell, Cambridge BID

Alongside these individual key contacts, we have liaised with the following organisations

- My Cambridge Cultural Education Partnership
- Festival and Events Liaison Group
- Cambridge Arts and Cultural Leaders
- Cambridge Arts Network
- Grant funding recipients
- City Events and Folk Festival partners
- VCs and business incubators
- Digital gaming companies
- Tech and Pharma companies based in Cambridge
- Cambridge University start-up initiatives
- Corporate sponsors

- Retailers
- Other businesses

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