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Cambridge City Council

STRATEGY AND RESOURCES SCRUTINY COMMITTEE

To: Councillors Boyce (Chair), Rosenstiel (Vice-Chair), Al Bander, Ashton, Benstead, Brown, Herbert, Nimmo-Smith and Pogonowski

Despatched: Friday, 24 June 2011

Date: Monday, 4 July 2011

Time: 5.00 pm

Venue: Committee Room 1 & 2 - Guildhall

Contact: Martin Whelan

Direct Dial:

Supplementary Agenda

**17 ANNUAL REVIEW PRESENTATION BY THE CHAIR OF LOVE
CAMBRIDGE** *(Pages 1 - 8)*

This item is included separately. *(Pages 1 - 8)*



Love
Cambridge

Agenda Item 17 Annual Review 2010/2011



Chairman's Statement



It is with great pleasure that I welcome you to the second annual review for Love Cambridge (LC). This review sets out how LC operates, highlights the successes of the past year and outlines the path forward to future success. LC is the trading name for the Cambridge City Centre Partnership. Our membership is derived from a diverse range of organisations all with one purpose in mind, to improve the experience of all users of the city of Cambridge.

LC is dynamic, inclusive and action orientated, delivering results against an annual business plan that is developed after consultation with our members and agreed by the board.

Partnerships like LC now exist in over 550 towns and cities in the UK. What makes these partnerships so effective is that in addition to developing a shared vision for city centres they also act as the driving force in ensuring that project delivery takes place. LC delivers its projects through a number of thematic project delivery groups:

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

As the main part of this review will highlight, during our second year we have not only built upon the firm foundations laid down in year one, but gone on to greater success, delivering a number of important projects that have had a positive impact on Cambridge.

Our membership has continued to increase, the range of scope of projects delivered has broadened and as a result of the hard work of the LC team, a number of new sponsors have been attracted to support these projects.

One of the key successes during the year was our successful involvement with a European Regional Development Funding application. This project, managed by the Association of Town Centre Managers and supported by some of our core funders will involve LC engaging in an active consultation process with organisations and businesses across the city. This process began in March 2011 when the LC team actively engaged with businesses in the Mill Road area of Cambridge. This project will continue throughout the next 12-18 months and more details are given later in this review.

Another significant achievement was the securing of £25k worth of investment in the City in the form of a government backed Skillsmart project aimed at helping independent retail businesses understand and serve their market better, this project will begin in May 2011 and more detail is given in the future activity section of this review.

The energy and commitment of our members at a local level has once again enabled us to have a very successful year and more importantly allows us to set an ambitious programme of delivery for next year and beyond.

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

Signed

Ian Sandison
Chairman



Membership

The Love Cambridge (LC) membership has grown by 44% over the past 12 months and is made up of a broad range of interest groups across the city and beyond including:

- Cambridge City Council
- Cambridgeshire County Council
- Independent and Multiple Retailers
- Shopping Centres
- Residents Associations
- University of Cambridge
- University Colleges
- Further Education Colleges
- Property Owners
- Sports Clubs
- Local Community Groups
- Music Groups
- Hotels
- Theatres
- Transport Companies
- Local Media
- Museums
- Professional Services
- Night-time economy

Project Delivery in 2010/11

Building on the success of the project delivery in 2009/10 LC have continued to work with members to ensure the projects we work on meet their needs and the needs of the city users. The following sets out an overview of the projects that we have worked on in the past 12 months:

Marketing & Communications

1. Family of Guides

In 2009 LC launched the Family of Guides for Cambridge which consists of 5 individual guides covering the Day & Night offer, Shopping,



Markets, Transport and the City Circle shuttle bus. They have proved very successful and are one of the most visible outputs LC has and are available on free pick up across a network of hotels and accommodation providers, shopping centres, visitor attractions, colleges and conference venues to name but a few. Throughout 2010/11 LC have ensured the availability of the guides remains constant and through a true partnership approach successfully secured funding to produce Edition 2 of each guide. To date the Transport, Markets and City Circle Guides have been reproduced and are now being enjoyed by users and visitors of the city. Summer 2011 will see LC working on Edition 2 of the Day & Night and the Shopping Guide. During the 2010 User Perception Survey that LC undertook, the Family of Guides were the most recognised product currently delivered. The Love Cambridge Family of Guides have been short-listed for an award at the Association of Town Centre Management (ATCM) Annual Conference in June 2011 in the Marketing, Promotions & Events Category.

2. E-Bulletin

The free monthly E-bulletin continues to be a popular resource for LC members to share their news, offers and events. During 2010 it was agreed that the E-bulletin (originally a members only communication) be distributed more widely therefore LC now post this to a public section of our website and it is distributed using a number of resources including Facebook and Twitter (see social media), consumer database and partners sharing the bulletin across their networks.

3. Social Networking

In the summer of 2010 LC embarked on a social-media campaign and set up a Facebook and Twitter profile. Using these mechanisms allows LC to communicate on a regular and instant basis to hundreds of 'fans'. Social networking sites allows LC to push messages out about not only our projects but news and events on behalf of our partners and members. The number of followers we have increases daily therefore giving us a wider audience to communicate with.



4. Website

LC are constantly looking at ways in which we can improve the usability of the website and encourage more visitors to the site.

During early 2011 LC have been investigating the use of video content on websites and working with a local digital media agency we are hoping to be able to upload regular video clips about Cambridge and all it has to offer. The website is still a source of information for our members and users of the city. All of the Family of Guides are available to download and all of our Christmas activity is heavily featured on the website.

5. Wonderful Wednesdays

Wonderful Wednesdays is an ongoing promotion to support the early evening economy and late night shopping across the city on a Wednesday. Offers are supplied by our members which are promoted by LC through a number of means. In 2010 LC worked hard to increase the distribution of the offers and using social media and contacts at large employers such as Addenbrookes Hospital we now get in front of hundreds of city users.

6. Cambridge Markets

LC support the Cambridge Markets Team at Cambridge City Council by providing PR support and creating marketing initiatives to increase footfall into the markets. The LC Markets Guide has recently been updated and when supplying copy for magazine editors LC ensure that the Cambridge Market is included as a key component of the shopping offer. In 2010 LC worked in partnership with the Cambridge News to promote the Cambridge Markets through the Summer Go Visit Guide and also The FAB Weekend.

7. FAB Weekend

The FAB (Fashion and Beauty) Weekend on 18th – 20th March was an initiative run by Cambridge News which LC supported. The weekend was developed to increase footfall into the city by offering people discounts and offers from a variety of retailers across the city. LC supported the weekend by assisting with the dedicated Shopping Guide to promote the city as a destination and to work with retailers to ensure they were aware of the event and advice on how they could participate. The weekend was a success and something LC intends to support in future years.

Environment & Public Realm

1. Love Cambridge Charter

In early 2010 LC developed and introduced the Love Cambridge Charter which is aimed at encouraging city centre organisations to commit to delivering excellent customer service, taking pride in the area surrounding their organisations and to contribute positively to reducing the city's carbon footprint.

The Charter project was developed as a direct result of discussions with our members and has evolved through us looking at ways in which we can improve the experience users of the city receive.

The Charter was launched with a 'Make a Difference Day' on the 14th May 2010 where we worked with retailers in the city centre to reduce the number of plastic bags they used and gave out 10,000 recyclable paper bags for them to use on this day.

The Charter then developed an awards scheme that recognises individuals and businesses who excel in providing outstanding customer service. The Awards recognised Overall Best Customer Service and Best Ambassador for Cambridge. Some of the winners include:

Best Overall Customer Service – Joint Winners Boudoir Femme & Bellanopoli Café

Best Ambassador – Joint Winners Boudoir Femme & Granta Punting Company

Runners up include; Christian Science Reading Room, Wesley Barrell, Doubletree by Hilton Hotel, Sandra Jane

The Awards Ceremony took place at our AGM in September and received great publicity through local media.



2. Wayfinding

The new pedestrian signage system has been fully installed and has been operational since summer 2010. Unique to Cambridge

the new system is made up of a series of nodes, fingerposts and wall-mounted signs all bespoke to their individual location.

The new system replaces an eclectic mix of signs that have developed over the years but one which did not provide a coordinated approach. A fully integrated and coordinated signage system is essential to ensure that people are encouraged to explore and navigate themselves around the entire city rather than just the core and central areas.

The signs have been in place for nearly 12 months and to date they have improved the look of the city centre as well as improving the pedestrian flow and have received positive feedback from users of Cambridge city centre.



Transport & Access

The principle remit of this group is to promote Cambridge as a destination which is easy to access and get around. There are a number of projects that overlap, one of which being the Family of Guides – in 2010 LC completed Edition 2 of the Transport and City Circle Guide.

During a review process of the LC project groups it was decided to combine the Environment & Public Realm Project Group and the Transport & Access Group into one new group called Access & Environment. There was considerable overlap between the two project groups and LC are continually evaluating our structure to ensure we make best use of resources. The new group is effective from 1st April 2011.

1. Communication

LC works with public bodies like Cambridge City Council and Cambridgeshire County Council to provide our members and users of the city with information about consultation that are being undertaken. In 2010/11 LC worked very closely with National Grid to coordinate the communication plan for the works scheduled to take place during the year. LC and our website remains the focal point to access news and updates for the works.

Performance & Evaluation

1. Members Survey

The members survey was conducted in June 2010 and provided us with some vital feedback with regards to our priorities for the next 12 – 18 months. The feedback was used to formulate the 2011/12 business plan. The members survey will be an annual project and we will be actively encouraging more members to complete as it is vital for our business planning and to truly understand the needs of our members.

2. User Perception Survey

The User Perception Survey was launched in October 2010 and ran for 6 weeks. The survey was open for all city users to complete and was designed to try and understand peoples thoughts on various aspects of the city centre. As it was year 1, the data collected will set a benchmark for future surveys and will give us a good idea of the level of impact the LC projects make on the city.



Cambac

Cambac launched in August 2007 with 100 members and has steadily increased with 30 organisations joining the scheme in the last year bringing the total membership to over 200. Most of the new members are retail outlets: 18 in the city centre, 2 at The Grafton, 5 licensed premises and 5 various businesses in the rest of the city.

Cambac has served 17 Exclusion Notices on persistent thieves (offenders) since April 2010. There has been a noticeable decrease in shop theft by prolific offenders but an increase in organized thieves traveling from other areas. Recent statistics from the Police show shoplifting has nearly halved in the city centre Jan-Mar 2011 with 120 offences, compared to the same time in 2009 with 227 recorded offences.

Cambridge Pubwatch contributed £1000 to Cambac in October so licensees without Cambac radios can benefit from Cambac membership. This allows them access to the SIRCS Information Sharing Database to view their banned list and report incidents. We are updating the banning system to the Nightsafe scheme on SIRCS, which will enable licensees to ban troublemakers on the spot for 6 months rather than the current Pubwatch ban via voting at their committee meetings.

The Pubwatch funding is also used towards Raising The Bar training sessions on Reducing Alcohol Related Violence. Since April 2010, Cambac have provided 3 Raising The Bar free training sessions for members, Reducing Alcohol Related Violence, Project Argus (Counter-terrorism) and Managing Conflict & Breakaway Training. This year our main training event for the night-time economy is in May at The Junction and will include a performance from local theatre company, Menagerie. We have received an unprecedented response from other towns wishing to replicate this best practice initiative and so we have made it a regional event with Ipswich, Norwich, Watford and Huntingdon all paying for spaces to assist funding. Other Raising The Bar sessions this year will be a repeat of Project Argus and Managing Conflict plus a new training package on restricted age sales from County Council Trading Standards. We are also looking into the possibility of a retail version of Raising The Bar if there is sufficient interest from the daytime economy.

Cambac also project manages the Taxi Marshals in the city centre at peak weekends of the year. Last year the marshals supplied by Hyline Security operated Halloween weekend, funded by Cambac, and in December they were funded by Cambridge Community Safety Partnership. Cambac will pay for the marshals to operate Halloween weekend 2011 and have submitted a bid to Community Safety for December.

For the daytime economy, Cambac has its own Loss Prevention Officer, Paul Kobzik, working 2 days a month. He is SIA badged and is the Regional Training Manager for Homesense. Paul also assists with radio training, police photo updates and retail crime prevention.

Chief Inspector Dave Sargent is very supportive of the scheme and has recently introduced a new city centre Police Team to increase support to Cambac from 1 officer to a team of 8 plus PCSOs and Special Constables. This will enable Cambac to move up to the next level and provide a closer

working relationship between businesses and Police to improve crime reduction.

For more information please visit www.cambac.co.uk

Christmas

1. The Big Switch On

Held on Sunday 21st November 2010, the Big Switch On attracted thousands of people into the city centre to enjoy the entertainment provided. Working in partnership with Cambridge City Council, Heart FM and the title sponsor Grand Arcade, The Big Switch On saw great community engagement with entertainment throughout the day across the 4 stages located within the city centre.

2. Christmas Marketing Campaign

Drawing on the success of 2009, LC partnered Cambridge News to produce the Love Cambridge Love Christmas publication once again in 2010. This guide is a key communication tool to promote

Cambridge as the city of choice over the festive period. Over 200,000 copies of the guide are printed with 85% of them delivered through letterboxes alongside the Cambridge News titles.



The guide showcases all that is happening across the city during this festive time and we give free entry to community events such as the Mill road Winter Fair, Mill Road Festive Lights Switch On, Carols at the Abbey and the City Workers Carol Service.

3. 3rd Annual Sparkle & Shine Ball

In November 2010 LC hosted the 3rd Annual Sparkle & Shine Ball at The Doubletree by Hilton Hotel. We secured a new sponsor for this event, Golley Slater PR who chose The Alzheimer's Research Trust as their nominated charity. The ball raised over £3000 for LC which was reinvested into the Cambridge at Christmas Campaign and a further £4000 was raised on the night for the charity. The event is not only a great way for LC to raise necessary funds for both the Christmas campaign and local charities, it is now an event that is firmly established in the city's calendar and provides a great networking opportunity for city centre organisations. A small survey conducted after the event showed of those that attended most thoroughly enjoyed the event and would attend again.

Members Meeting 11th March 2010 – Sidney Sussex College

The annual members meeting was very well attended and provided LC an opportunity to discuss with members and potential new members the projects that we deliver and the plans for the coming year. We encouraged a networking session which proved successful and gave attendees the opportunity to meet with our Board of Directors, staff and fellow members. The next LC meeting is the AGM on 15th September 2011, this is an open meeting and anyone who would like to find out more about Love Cambridge is welcome to attend.

Looking Forward to 2011/12

Using the Members Survey & User Perception Survey results, LC were able to identify those projects that are well received both by our members and users of the city. In addition to those projects that are ongoing, for example reproducing the Family of Guides, the E-bulletin and Christmas project LC will be working on a number of new projects including:

1. Skillsmart Location Model

Love Cambridge have secured a £25k investment in supporting independent businesses through the Skillsmart retail location model.

Skillsmart Retail is the Sector Skills Council for Retail, which operates under Government licence. The Location Model is their unique approach to research and engagement with independents. It has now worked in over 90 locations across Great Britain and assessed over 5,500 stores from Aberdeen to Wrexham. The purpose of the Location Model is to give independent retailers, and a range of stakeholders, the right intelligence and a series of practical recommendations to contribute to the development of a diverse retail sector. Information is gathered through a range of methods including mystery shopping, street surveys, town centre assessment, consumer profiling and geodemographic modelling.

The project will begin in late May 2011 and run for 3 months culminating in a stakeholder event and awards in September to link in with the Love Cambridge AGM. We believe that this project presents a real opportunity to strengthen the Love Cambridge Charter.

2. Town Centre improvements through Sustainable Procurement

LC has secured a place for Cambridge as part of an exciting pilot programme in the East of England led by the ATCM (Association of Town Centre Management), which combines a number of powerful concepts working together to create a unique approach to effecting town centre and business area improvements providing bottom line benefits for the businesses involved:

Sustainable procurement concentrates on evaluating the life cycle impacts of purchasing decisions across three phases of the procurement process – upstream supply chain, the impacts of the organisation's own operation, and the environmental, social and ethical impacts of its goods and services on the marketplace.

Delivery and Servicing Plans (DSPs) are frameworks for reviewing and considering potential changes to business practices to allow an organisation to achieve efficiency gains or cost savings, improving operational safety, and reducing the environmental impact of transportation through better management of delivery and servicing activities.

Collaborative procurement is when a group of organisations with a shared demand for a product or service work together to develop a single procurement contract which provides the benefit of scale to achieve cost reduction and service level improvements.

This project will provide expert support by the ATCM, the University of Westminster and other specialists, to three town centres partnerships to help them to demonstrate real cost savings and environmental benefits by adopting sustainable procurement practices and DSP principles through collaboration, and may lead to formalisation of partnership working between the businesses concerned.

The three locations involved in the project are, Cambridge, Lowestoft and Norwich. Each brings a different set of challenges and this project, supported by the EU, will be used to learn the best way to achieve savings, both to the environment and business concerned, in a way that the lessons can be passed on to others around the UK.

The initiative has received a financial contribution of £239,000 by the European Regional Development Fund (ERDF), which is managed by East of England Development Agency (EEDA).



Financial Summary

1st April 2010 – 31st March 2011

	2010/11	2009/10
Income	£	£
Core Funding from a number of public & private sector partners across the city	91,820	98,820
Project Funding from a number of public & private sector partners across the city	8,698	33,145
Christmas Lights/Tree Contributions	34,446	25,475
Fundraising Ball	6,581	5,720
Total Income	141,545	163,155
Expenditure		
Projects		
Marketing & Communications	2,652	24,657
Transport & Access	-	224
Environment & Public Realm	4,234	5,333
Performance & Evaluation	762	96
Christmas	60,934	57,629
Design	-	860
Other Projects	1,035	-
Sub total - project expenditure	69,617	88,799
Expenditure Administration/Personnel	43,482	59,042
Other Expenses	10,182	9,922
Subtotal- other expenditure	53,664	68,964
Surplus carried forward – before tax	18,264	5,392
Surplus carried forward – after tax	14,429	4,260

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

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