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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

Date: Monday, 4 July 2011

Presentation to Committee

**17 ANNUAL REVIEW PRESENTATION BY THE CHAIR OF LOVE
CAMBRIDGE** *(Pages 1 - 14)*

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Annual Review

City Council Strategy & Resources Committee

Monday 4th July 2011

Ian Sandison – Chairman Love Cambridge

www.love-cambridge.co.uk





What is Love Cambridge?

- An independent public / private not for profit partnership
- Registered at Companies House in March 2009 and officially launched 1st April 2009
- Partnership that works on projects in the following key areas:
 - Marketing Cambridge
 - Transport & Access
 - The Environment & Public Realm of the City
 - Monitoring the City's performance
 - Cambridge at Christmas
 - Safety & Security (through CAMBAC)



What is it's role ?

- Love Cambridge's role is to:
 - Improve the experience of all users of the city of Cambridge
 - Facilitate and actively encourage partnership projects that deliver measurable benefits for the city
 - Invite active involvement from city organisations
 - Deliver a breadth of projects which enhance the city environment
 - Ensure Cambridge is welcoming to all who use it, that they have an experience worth having and always leave looking forward to their next visit

- Love Cambridge has no operational function in terms of managing the city centre, this still sits firmly with the city centre management team at Cambridge City Council



- Currently we have over 170 members representing a variety of sectors including:
 - Independent retailers (33)
 - Resident Associations (4)
 - Shopping Centres
 - National Retailers (15)
 - Hoteliers
 - Media
 - Transport
 - The University
 - The Colleges
 - Local authorities
 - Music organisations
 - Entertainment Venues
 - Property owners
 - Sports Clubs (5)
 - Community groups (10)
 - Museums



Love
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What have we delivered in 2010-11?

- The Love Cambridge Charter
 - Project developed through the Environment & Public Realm and Marketing Project Groups
 - 40 businesses signed up to a charter which seeks to promote excellent customer service, pride in the public realm and active contribution to reducing the city's carbon footprint
 - “Make a Difference Day” - Delivered in May 2010 involving a carrier bag exchange and a focus on “Pride in your street.”
 - September 2010 awards ceremony including ‘Customer Service’, ‘Best Ambassador for Cambridge’ and ‘The Way To Be Awards’ promoting inclusion and access for all
 - Awards decided by a mystery shop and/or nominations



‘Bag Lady’, with her dress made of recycled plastic bags

Wayfinding
Map
outside the
Guildhall



- **Environment & Public Realm**
- **Final implementation of the Wayfinding Scheme**
- **Measuring the City's Performance**
 - Development of a User perception survey (implemented October 2010)
 - Development of Members Survey (Implemented October 2010)

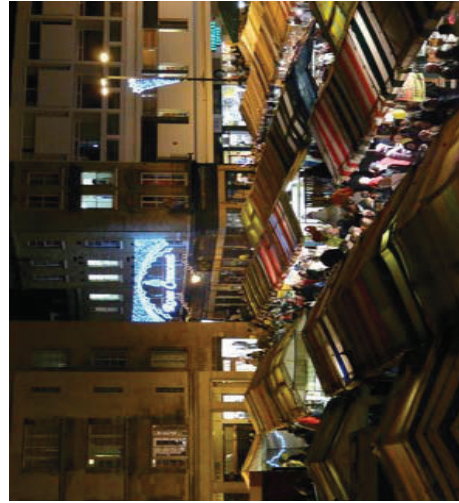


- **Transport & Access**
 - Raised awareness of consultations being undertaken by public bodies
 - Worked on promoting access to Cambridge other than by car
 - Encouraging greater use of sustainable transport methods
 - Central point of contact for updates on the National Grid work in the city centre.

- **CAMBAC (Cambridge Business Against Crime)**
 - Taxi Marshalls
 - SIRCS database providing sophisticated reporting and information sharing.
 - loss prevention team over the Christmas period
 - Raising the Bar event - training for smaller licensed premises
 - CAMBAC provides a critical interface between the public and private sectors in tackling business crime and associated anti social behaviour in the city.

- A coordinated approach to marketing Cambridge
 - Family of Guides
 - Christmas Publication
 - Wonderful Wednesdays
 - E Bulletin
 - Website
 - CN Go Visit Cambridge Guides





- **Cambridge at Christmas**
 - Christmas Lights
 - Switch on Event
 - Coordinated marketing campaign for the city
 - Support for Mill Road winter fair, switch on and lights
 - Sparkle & Shine Ball
 - The Parade
 - Coordination of late night shopping hours and P&R times
- **50% plus of lighting across the city centre now uses low voltage LED bulbs.**



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Funding

- In 2010/11 Love Cambridge continued to increase funding for project delivery through:
 - Sponsorship
 - Fundraising
 - Project Funding



What is in store for 2011-12?

- The Skillsmart Location Model
 - A Sector Skills Council for Retail project
 - 40 Independent businesses to receive two mystery shops during June 2011
 - On street survey regarding the Cambridge offer
 - Consumer profile and geodemographic modelling
 - Free to Cambridge participants, cost of £25k to other cities
 - ‘Independents day’ campaign launched today across the city
- ERDF and ATCM project
 - £239,000 in EU funding for Cambridge, Norwich and Lowestoft
 - Business consultation March 2011 – March 2012 to investigate the feasibility of a Business Improvement District (BID) for Cambridge city centre
 - Reviewing how delivery traffic can be reduced in the city centre through Delivery Service Plans
 - Sustainable Procurement – identifying opportunities for businesses to save money through collaborating on some of their purchasing activity.
 - Free to Cambridge Participants





- **Marketing 2011**
 - Update and reprint the Family of Guides
 - Continue to update and improve the Love Cambridge website
 - Continue to develop the free monthly E-Bulletin
 - New Bi-weekly 'What's on' Videos on the website
- **Christmas 2011**
 - "Sparkle and Shine" Charity Ball November 10th 2011
 - The Big Switch On Day – Sunday 20th November
 - Significant community event 4-5,000 people
 - 4 city wide stages with many community and school groups performing
 - Continued support of the Mill Road Switch on event and winter fair



- **Measuring the City's Performance**
 - Delivery of Annual Perception Survey
 - Delivery of Annual Members Survey
 - Creation of Key Performance Indicator Report
- **Environment & Public Realm**
 - The Love Cambridge Charter
- **General**
 - Increase Love Cambridge Membership across all sectors
 - Continue to actively facilitate partnerships that deliver measurable benefits
 - AGM- 15th September 2011 all welcome

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