



Cambridge City Council
Environment and Community Scrutiny
Committee

Date: Thursday, 21 March 2024

Time: 6.00 pm

Venue: Council Chamber, The Guildhall, Market Square, Cambridge, CB2 3QJ [access the building via Peashill entrance]

Contact: democratic.services@cambridge.gov.uk, tel:01223 457000

Agenda

- 1 Apologies for Absence
- 2 Declarations of Interest
- 3 Minutes (Pages 5 - 18)
- 4 Petition: Climate and Ecology Bill

A petition has been received containing over 50 valid signatures stating the following:

Statement:

We, the undersigned, petition Cambridge City Council to: (i) Support the Climate and Ecology Bill (CE Bill); (ii) Inform the local media of this decision; (iii) Write to our local MP, Daniel Zeichner, asking him to support the Bill; and (iv) Write to Zero Hour, the organisers of the cross-party campaign for the CE Bill, expressing Cambridge City Council's support (councils@zerohour.uk).

Justification:

The cross-party CE Bill would require the UK Government to develop and achieve a new environmental strategy. As the crises in climate and nature are deeply intertwined the Bill requires a new plan to:

- reduce greenhouse gas emissions in line with the 1.5°C required under the UK's Paris Agreement obligations;
- set nature measurably on the path to recovery by 2030;
- prioritise nature in decision-making;
- end fossil fuel production and imports as rapidly as possible; and
- provide for re-training for those currently working in fossil fuel industries.

Originally introduced to Parliament by Caroline Lucas, it came before the House of Commons in May 2023 as a cross-party Bill. Cambridge City Council needs to join other councils, along with 881 organisations, politicians, and scientists from all over the UK and across 12 political parties, as well as some 42,000 members of the public, in giving it their backing.

The petition organiser will be given 5 minutes to present the petition at the meeting and the petition will then be discussed by Councillors for a maximum of 15 minutes.

5 Public Questions

Decisions for the Executive Councillor for Climate Action and Environment

- 6 Greater Cambridge Air Quality Strategy 2024 - 2029 (Pages 19 - 94)
- 7 Cambridge Market Status and Powers (Pages 95 - 112)

Decisions for the Executive Councillor for Communities

- 8 Creativity and Culture for All. Cambridge City Council's Cultural Strategy (2024-2029) (Pages 113 - 170)
- 9 Public Art Commissioning Strategy and the use of S106 Funding for Public Art (Pages 171 - 224)

Decisions for the Executive Councillor for Community Wealth Building and Community Safety

- 10 Community Wealth Building Strategy (Pages 225 - 286)

Decisions for the Executive Councillor for Open Spaces and City Services

- 11 2023/24 S106 Funding Round (Streets and Open Spaces) (Pages 287 - 320)
- 12 Outdoor Play Spaces Investment Strategy (Pages 321 - 358)
- 13 Herbicide Reduction Plan (Pages 359 - 384)

Environment and Community Scrutiny Committee Members: Divkovic (Chair), Nestor (Vice-Chair), Ashton, Glasberg, Hauk, Payne, Pounds and Swift

Alternates: Flaubert, Griffin, Howard, Levien and Sheil

Executive Councillors: Carling (Executive Councillor for Open Spaces and City Services), Gilderdale (Executive Councillor for Community Wealth Building and Community Safety and Deputy Leader (Statutory)), Moore (Executive Councillor for Climate Action and Environment) and Wade (Executive Councillor for Communities)

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The full text of any public question must be submitted in writing by noon two working days before the date of the meeting or it will not be accepted. All questions submitted by the deadline will be published on the meeting webpage before the meeting is held.

Further information on public speaking will be supplied once registration and the written question / statement has been received.

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ENVIRONMENT AND COMMUNITY SCRUTINY COMMITTEE 18 January 2024
6.15 - 7.30 pm

Present: Councillors Divkovic (Chair), Nestor (Vice-Chair), Glasberg, Hauk, Payne, Pounds and Swift

Executive Councillors: Carling (Executive Councillor for Open Spaces and City Services), Gilderdale (Executive Councillor for Community Wealth Building and Community Safety and Deputy Leader (Statutory)) and Wade (Executive Councillor for Communities)

Officers:

Director, Communities Group: Sam Scharf

Assistant Director and Head of Legal Practice: Tom Lewis

Community Funding and Voluntary Sector Manager: Julie Cornwell

Community Safety Manager: Keryn Jalli

Community, Sport & Recreation Manager: Ian Ross

Culture & Community Manager: Frances Alderton

Strategic Project Manager: Allison Conder

Committee Manager: James Goddard

Meeting Producer: Boris Herzog

Others Present:

Urban Growth Project Manager: Tim Wetherfield

FOR THE INFORMATION OF THE COUNCIL**24/1/EnC Apologies for Absence**

No apologies were received.

24/2/EnC Declarations of Interest

Name	Item	Interest
Councillor Tong	Environmental Improvements Programme 2023-24	Personal: Used to be a sub-contractor for Mayfield (School), one of his parents currently works there.

		Some of the EIP grants were submitted by the Green Party.
Councillor Glasberg	Community Grants 2024-25	Personal: Had received refreshments from It Takes a City. The link to It Takes a City was through an active member of the local Green Party.
Councillor Tong	Community Grants 2024-25	Personal: Had received refreshments from Abbey People and It Takes a City. The link to It Takes a City was through an active member of the local Green Party.
Councillor Nestor	Storeys Field Centre	Personal: Was a Trustee of Storey's Field Centre.

24/3/EnC Minutes

The minutes of the meeting held on 5 October 2023 were approved as a correct record and signed by the Chair.

24/4/EnC Public Questions

There were no public questions.

A public question was received after the registration deadline and would be answered by officers after committee. This related to items 6 Community Grants (former Mill Road Library) and 8 Draft Cultural Strategy.

24/5/EnC To Note Record of Urgent Decision Taken by the Executive Councillor for Open Spaces and City Services

24/5/EnCa Environmental Improvements Programme 2023-24

The decision was noted.

The Executive Councillor for Open Spaces and City Services said the following in response to Members' questions:

- i. Noted Councillor Glasberg's request to join up WC2 – 2024 (P33 on agenda) with a project on the opposite side of the meadow. Councillor Glasberg was invited to get in touch after committee.
- ii. How Ward Councillors would be involved in grant allocations in future (since area committees were paused) would depend on outcomes/decisions from the Governance Review Group. There was no intention to centralise the giving out of these grants. The Executive Councillor had signed off Environmental Improvements Programme projects after they had been discussed at area committees in late December 2023.

24/6/EnC Community Grants 2024-25

Matter for Decision

This was the annual report for the Community Grants fund for voluntary, community, and not for profit organisations. It provided an overview of the process, eligibility criteria and budget.

The report also provided an update on the work of the Grants Team carried out to date in 2023-24.

Decision of Executive Councillor for Communities

Approved the Community Grants to voluntary and community organisations for 2024-25, as set out in Appendix 1 and 2 of the Officer's report, subject to the budget approval in February 2024 and any further satisfactory information required of applicant organisations.

Reason for the Decision

As set out in the Officer's report.

Any Alternative Options Considered and Rejected

Not applicable.

Scrutiny Considerations

The Committee received a report from the Community Funding and Voluntary Sector Manager.

The Community Funding and Voluntary Sector Manager said the following in response to Members' questions:

- i. Agenda P42: Funding for United with Ukraine Community Grants Scheme had been doubled by Central Government, not the City Council.
- ii. The approach introduced in 2022 would continue in future where a simpler application process was offered when lower level funding amounts were sought. As Area Committees had paused, a blended approach could be offered to communities of interest, geography and identity so they could navigate a simpler process but potentially with a slightly higher funding ceiling to align more with the Area Committee grants. More than one funding window in a year could be considered. Proposals would be set out in June 2024.
- iii. Where groups are awarded funding that is £20,000 or more, they submit six monthly monitoring reports to demonstrate funding was being well spent. Applicants where the award has a value less than £20,000 submit annual reports. Officers were working on some guidelines to help applicants produce good quality monitoring information.
- iv. Feedback was sought on the application process from small groups. The Community Funding and Voluntary Sector Manager was reviewing responses currently. For the 2024-25 round a question was included on the area committee grant form as well as the small group grant form. Feedback could also be sought through partners such as CCVS.
- v. The small events budget was in place before 2020. Spending was paused in lockdown as no events were held, and then resumed. It originally focussed on volunteering events but now covers a wider range of activities.
- vi. Would consider in future if it would be practicable to provide Ward Councillors with details on why grants were recommended for a nil award. A report would not be brought back to Environment and Community Scrutiny Committee.

The Committee unanimously resolved to endorse the recommendation.

The Executive Councillor approved the recommendation.

Conflicts of Interest Declared by the Executive Councillor (and any Dispensations Granted)

No conflicts of interest were declared by the Executive Councillor.

24/7/EnC S106 Funding Round - Phase 2 Sports and Community Facilities

Matter for Decision

In 2023/24 the S106 funding round for community and sports facilities sought proposals from community groups, sports clubs and schools (as well as council services) between £5,000 and £30,000 for improving equipment and/or storage at sports venues or community buildings with meeting space in Cambridge. The first phase of applications (for projects deliverable by the end of April 2024) took place summer 2023, with over £125,000 of S106 funds allocated to nine projects at last October's Committee. The second phase continued until 31/10/2023, seeking eligible project proposals that could be completed by October 2024.

The Officer's report recommended allocating over £420,000 of S106 funds to 22 proposals relating to the community facilities and outdoor/indoor sports contribution types. Consideration of applications from the first phase for improving swimming pool infrastructure were deferred until now, so the report also seeks approval for investing over £73,500 in a new approach to delivering swimming pool disinfection at Parkside Pools.

The allocation of £40,000 Public Art S106 funds for a project at Nightingale Recreation Ground was also recommended.

Decision of Executive Councillor for Communities

Agreed to:

- i. Allocate generic S106 funding from the relevant S106 contribution types, subject to business case approval and community use agreement (as appropriate) and possible part-funding by specific S106 contributions where relevant and available (see paragraph 4.5 of the Officer's report), to the following project proposals:

	Project proposals	Amount	S106 type
a.	Chesterton Indoor Bowls Club: lighting upgrades	£14,847	Indoor sports
b.	Trumpington Village Hall: furniture provision	£8,565	Community facilities
c.	Netherhall Sports Centre: outdoor court improvements	£39,606	Outdoor sports
d.	Netherhall Sports Centre:	£10,285	Indoor sports

	Project proposals	Amount	S106 type
	fitness equipment provision		
e.	Campkin Road Community Centre: equipment & furnishings	£30,000	Community facilities
f.	Squared Circle Boxing Club: storage and equipment	£5,242	Indoor sports
g.	St Matthew's Piece: basketball improvements	£17,722	Outdoor sports
h.	Scotland Road Rec Ground: basketball improvements	£12,115	Outdoor sports
i.	Green End Road Rec Ground: basketball improvements	£14,184	Outdoor sports
j.	Cambridge Dive Club: diving facility improvements	£16,250	Indoor sports
k.	St Paul's Primary School: football equipment and storage (also subject to conditions set out in paragraph 4.3)	£13,276	Outdoor sports
l.	Ross Street Community Centre: kitchen improvements	£28,000	Community facilities
m.	Ross Street Community Centre: audio-visual (AV) equipment & Storage	£10,000	Community facilities
n.	The Junction: AV & presentation equipment	£24,852	Community facilities
o.	Cambridge Canoe Club: additional storage	£40,000	Outdoor sports
p.	Christ The Redeemer Church: storage, furniture & equipment	£8,275	Community facilities
q.	Coldham's Common: outdoor fit kit storage	£7,500	Outdoor sports
r.	Abbey Pool Fitness Studio: gym equipment provision	£22,687	Indoor sports

	Project proposals	Amount	S106 type
s.	St. Philip's School: community meeting area & canopy (also subject to conditions set out in paragraph 4.3)	£25,000	Community facilities
t.	Cambridge United Foundation: AV equipment	£15,000	Community facilities
u.	King's Hedges Learner Pool: pool-based fitness equipment	£20,000	Indoor sports
v.	Christ's Pieces Tennis Courts: court improvements	£37,371	Outdoor sports

Note: At 18/01/24 Committee Members agreed to delay grant funding for Canoe Club until planning permission was received.

See Section 4 and Appendices A and B of the Officer's report for more details.

- ii. Allocate £73,666 of Swimming Pool S106 contributions towards a new approach to delivering swimming pool disinfection at Parkside Pools with ultraviolet disinfection and salt-based hypochloriser for onsite chlorination generation, subject to a business case approval;
- iii. Allocate generic S106 public art funding of up to £40,000 for a public art project at Nightingale Recreation Ground, Community Garden and Pavilion, subject to business case approval.

Reason for the Decision

As set out in the Officer's report.

Any Alternative Options Considered and Rejected

Not applicable.

Scrutiny Considerations

The Committee received a report from the (Officer).

The Sport & Recreation Manager said the following in response to Members' questions:

- i. Ultraviolet disinfection was commonly used in pools in the country. It was an effective system to kill pathogens and an environmentally friendly way to clean pools and reduce the amount of chlorine in them. A salt-based hypochloriser was another option to dechlorinate pools.
- ii. Parkside Pool was the main council pool but Officers could look at introducing ultraviolet disinfection and salt-based hypochloriser at Abby Pool and Jesus Green too if the initiative worked at Parkside Pool.

Councillor Glasberg requested a change to the recommendation in the Officer's report to remove (O) 'Cambridge Canoe Club additional storage'. Grant funding could be delayed until planning permission was received for the Canoe Club extension.

The Committee unanimously approved this amended recommendation.

The Committee unanimously resolved to endorse the recommendations as amended.

The Executive Councillor approved the recommendations as amended.

Conflicts of Interest Declared by the Executive Councillor (and any Dispensations Granted)

No conflicts of interest were declared by the Executive Councillor.

24/8/EnC Creativity and Culture for All: Cambridge City Council's Cultural Strategy (2024-2029)

Matter for Decision

The Cultural Strategy strategic principles were developed as a pre-cursor to a final Strategy. It set out a framework for proposals around the impact Culture has on key aspects of wider Council activity; commitment and role across the City's cultural activity and development.

Between now and the final strategy, officers would focus 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.

Decision of Executive Councillor for Communities

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

Reason for the Decision

As set out in the Officer's report.

Any Alternative Options Considered and Rejected

Not applicable.

Scrutiny Considerations

The Committee received a report from the Culture & Community Manager.

The Culture & Community Manager said the following in response to Members' questions:

- i. Officers consulted with the community, the City Council did not take a top down approach to culture. The final strategy was expected in March 2024. A broad principles document was being considered at this committee members. It was a high level document. The more detailed final strategy would set out the Council's accessible approach to culture so it could be enjoyed by all, including children and disabled people.
- ii. A Youth Strategy was in development.
- iii. Officers acknowledged in the Cultural Strategy they could do more to measure the success and impact of work they do.
- iv. A matrix of success was planned. This would include community cohesion, digital inclusion, skills and learning, involvement of residents in their neighbourhoods and city centre (place making) alongside economic benefits.

The Committee unanimously resolved to endorse the recommendation.

The Executive Councillor approved the recommendation.

Conflicts of Interest Declared by the Executive Councillor (and any Dispensations Granted)

No conflicts of interest were declared by the Executive Councillor.

24/9/EnC Revisions to Governance Arrangements and an Extension to the Contract For Services for Storeys Field Centre**Matter for Decision**

Following a S106 agreement made on 11th Sep 2013, the University of Cambridge and Council established a trust to run Storey's Field Community Centre.

The centre opened to the public in February 2018, and the operating model was originally intended to be direct management by Storey's Field Community Trust. Since June 2016 the Council has operated the centre under a contract for services with the Trust. It was always the Council's intention this would be a medium-term arrangement, to support Trustees in the process of recruiting suitable staff, and establishing the centre programme.

At the request of Storey's Field Community Trust, the council's contract for services has been extended several times since 2016, to enable the Trust to undertake a review of the centre's future direction, and to complete an open procurement process to appoint a new operator. The tender process was completed in July 2022, but was not successful.

With the centre team and programme now successfully established, Cambridge University and the Council consider that there is potential for efficiencies in operations and decision making, and the future strategic success of the centre, by revising the current governance model.

Options appraisal work has been completed by Cambridge University and the Council as part of developing a jointly agreed proposal for future governance, and this identified a preferred position for both organisations. This involved dissolving the Trust and removing the Council from the governance of the centre. Cambridge University, as the building owner, would then assume full responsibility for future investment and the strategy for overseeing management and operation of the centre within the Estates Division, and under the purview of the Property Board. This may be direct management or contracting this service out.

The Councils current contract for services would end 31st March 2024, and a further extension was required until 31st March 2025, to give sufficient time to complete the legal steps required to dissolve the Trust and to ensure a smooth transition to the new governance arrangements. Specifically, a new Community Use Agreement will be needed to replace the existing Trust documentation and set out the long-term commitment of Cambridge University to the delivery of community development activity at Storey's Field Centre.

Decision of Executive Councillor for Communities

- i. Agreed to extend the councils contract for management services with Storey's Field Community Trust, until 31 March 2025, if required.
- ii. Agreed to simplify existing governance arrangements by dissolving and winding-up Storeys Field Community Trust, working jointly to do so with

Cambridge University. Cambridge University may need to retain the trust for tax purposes in which case they will assume complete responsibilities for any governance structure.

- iii. Agreed to Cambridge University assuming responsibility for management, oversight and meeting any operational deficit for Storey's Field Centre, following dissolution of Storey's Field Community Trust.
- iv. Delegated responsibility to the Director of Communities, in consultation with the Chair and Spokes of Environment and Communities Scrutiny Committee, to approve an updated Community Use Agreement that reflects the revised governance arrangements.
- v. Delegated responsibility to the Director of Communities to ensure a smooth transition and handover of management of the centre to Cambridge University.

Reason for the Decision

As set out in the Officer's report.

Any Alternative Options Considered and Rejected

Not applicable.

Scrutiny Considerations

The Committee received a report from the Strategic Project Manager.

The Strategic Project Manager said the following in response to Members' questions:

- i. Revised terms of reference were expected from the University setting out details of community use requirements for the centre in perpetuity eg the amount of time the centre was available for community use hire.
- ii. The City Council would monitor s106 community use terms. This would be an ongoing role.

The Committee unanimously resolved to endorse the recommendations.

The Executive Councillor approved the recommendations.

Conflicts of Interest Declared by the Executive Councillor (and any Dispensations Granted)

No conflicts of interest were declared by the Executive Councillor.

24/10/EnC Review of Use of the Regulation of Investigatory Powers Act

Matter for Decision

A Code of Practice introduced in April 2010 recommended that Councillors should review their authority's use of the Regulation of Investigatory Powers Act 2000 (RIPA) and set its general surveillance policy at least once a year. The Executive Councillor for Communities and Environment and Community Scrutiny Committee last considered these matters on the 27 January 2022.

The City Council had not used surveillance or other investigatory powers regulated by RIPA since February 2010.

The Officer's report set out the Council's use of RIPA and the present surveillance policy.

Decision of Executive Councillor for Community Wealth Building and Community Safety

- i. Reviewed the Council's use of RIPA set out in paragraph 3.5 of the Officer's report.
- ii. Noted and endorsed the steps described in paragraph 3.7 and in Appendix 1 of the Officer's report to ensure that surveillance was only authorised in accordance with RIPA.
- iii. Approved the general surveillance policy in Appendix 1 to the Officer's report.

Reason for the Decision

As set out in the Officer's report.

Any Alternative Options Considered and Rejected

Not applicable.

Scrutiny Considerations

The committee made no comments in response to the report from the Head of Legal Practice.

The Committee unanimously resolved to endorse the recommendations.

The Executive Councillor approved the recommendations.

Conflicts of Interest Declared by the Executive Councillor (and any Dispensations Granted)

No conflicts of interest were declared by the Executive Councillor.

24/11/EnC Ombudsman Determination

Matter for Decision

The Environment and Community Scrutiny Committee resolved to exclude members of the public from the meeting on the grounds that, if they were present, there would be disclosure to them of information defined as exempt from publication by virtue of paragraph 2 of Part 1 of Schedule 12A of the Local Government Act 1972.

The Committee received a report detailing a finding of fault by the Ombudsman, in respect of an anti-social behaviour related service, against this authority. The Officer's report provided elected members with some brief detail on the case, why fault was found and outlined actions the council has taken to remedy the matter for the customer and identify areas for improvement in the future.

Decision of Executive Councillor for Community Wealth Building and Community Safety

- i. Noted the Officer's report.
- ii. Approved the remedial actions outlined and measures established to reduce or eliminate the risk of repeat mistakes in future cases.

Reason for the Decision

As set out in the Officer's report.

Any Alternative Options Considered and Rejected

Not applicable.

Scrutiny Considerations

The Committee received a report from the Community Safety Manager.

The Committee unanimously resolved to endorse the recommendations.

The Executive Councillor approved the recommendations.

Conflicts of Interest Declared by the Executive Councillor (and any Dispensations Granted)

No conflicts of interest were declared by the Executive Councillor.

The meeting ended at 7.30 pm

CHAIR



Greater Cambridge Air Quality Strategy (2024- 2029)

To:

Councillor Rosy Moore, Executive Councillor for Climate Action and Environment

Environment and Community Scrutiny Committee

21st March 2024

Report by:

Jo Dicks, Environmental Quality and Growth Team Manager

Tel: 01223 457892 Email: jo.dicks@cambridge.gov.uk

Wards affected:

City Wide

Key Decision

1. Executive Summary

- 1.1 Local Air Quality Management (LAQM) requires Local Authorities to monitor key pollutants (NO₂ & PM₁₀) across their district and report against target levels. Data shows objective levels have now been achieved across Cambridge. National legally binding PM_{2.5} targets have been set under the Environmental Target Regulations and levels in Cambridge are around the target annual mean.
- 1.2 As objective levels have been achieved within the Air quality Management Area (AQMA) we are required to revoke this; negating the need for an Air quality Action Plan. Under the Environment Act 2021 an Air Quality Strategy is required if LAQM objective levels are achieved. The Strategy must outline how air quality will be maintained and improved; including how it will help achieve national PM_{2.5} targets.
- 1.3 It was agreed at the Environmental & Community Scrutiny Committee, October 2023 to pursue a joint Air Quality Strategy with South Cambridgeshire District Council (SCDC) and to work towards World

Health Organisation (WHO) air quality guideline targets. SCDC agreed these decisions at their equivalent committee in December 2023.

- 1.4 It is widely accepted that there is no safe level of air pollution. Greater Cambridge is a major growth area with large scale development and population increase coming forward in the next 10-20 years. This Strategy seeks to strike a balance in supporting the productivity, economy, and prosperity of Greater Cambridge; whilst continuing to deliver improvements in air quality and the positive health outcomes that improved air quality will deliver for both residents and visitors to the Greater Cambridge area. The Strategy focuses on sources of pollution that can be influenced locally by all partner organisations.
- 1.5 Interim targets have been set to be delivered over the lifetime of the strategy. Where appropriate, mechanisms for delivering these improvements working alongside delivery partners have been identified. These are outlined as an Action Plan (Appendix B of the Strategy). For ease of access the Action Plan has been attached to this report as a separate document (Appendix B).
- 1.6 This strategy meets our legislative responsibilities under LAQM.

2. Recommendations

The Executive Councillor is recommended to:

- 1) Approve the adoption of the 'Greater Cambridge Air Quality Strategy' as Appendix A.

3. Background

3.1 Legislative & Policy Framework

- 3.1.1 Local Air Quality Management (LAQM) requires Local Authorities to monitor key pollutants (NO₂ & PM₁₀) across their district and report against target levels. If key pollutants exceed objective levels, then an Air Quality Management Area (AQMA) must be declared alongside an Air Quality Action Plan (AQAP) outlining how pollutants will be reduced. Data shows objective levels have now been achieved across Cambridge. National legally binding PM_{2.5} targets have been set under

the Environmental Target Regulations and levels in Cambridge are around the target annual mean.

3.1.2 We are required to revoke the AQMA now that objective levels are achieved, negating the need for an AQAP. Under the Environment Act 2021 Local Authorities are required to produce an Air Quality Strategy if objective levels are achieved: outlining how air quality will be maintained and improved; including how it will help achieve national PM_{2.5} targets.

3.1.3 Measures to improve air quality are typically complimentary to the climate change agenda and support the council's commitment to become carbon neutral by 2030.

3.2 Air Quality & Health

3.2.1 It is widely accepted that there is no safe level of air pollution. Research undertaken by the Committee on Medical Effects of Air pollution (COMEAP) concluded that, even low concentrations of pollutants are likely to be associated with adverse effects on health.

3.2.2 The World Health Organisation (WHO) produced updated Air Quality Guidelines (AQG) in 2021. These targets are based on the evidence linking concentrations of pollutants in ambient air with adverse effects on health and are targets that protects public health. COMEAP considers these WHO 2021 guidelines as suitable long-term targets. It was agreed to work towards these levels as long-term targets at the Environmental & Community Scrutiny Committee, October 2023.

3.2.3 Given the scale of development and population increase coming forward in the next 20 years through the emerging Greater Cambridge local Plan (2020 – 2041) including measures in place to meet 58,500 new jobs across all employment sections and 44,400 new homes, the challenge is how we can continue to deliver improved air quality across greater Cambridge and deliver the health benefits this offers.

3.3 Greater Cambridge Air Quality Strategy

3.3.1 The Greater Cambridge Air Quality Strategy sets out the vision for continued improvements to air quality focussing on sources of pollution that can be influenced locally by all partner organisations, working across a range of disciplines which all either directly or indirectly offer improved air quality. The primary objectives of the Strategy are:

- Continue to meet and deliver all legislative and policy requirements associated with air quality.
- Continue to improve air quality across Greater Cambridge enhancing the health of those living, working, and visiting Greater Cambridge
- Work towards World Health Organization Air Quality Guideline annual averages as longer-term targets with interim targets for delivery within the lifetime of the Strategy (5 years).

3.3.2 Not all sources of air pollution impacting Greater Cambridge originate from within the districts; this means setting timelines for achieving WHO guideline levels may not be attainable in all cases at this time. For some pollutants achieving these levels will require policy intervention not only locally but nationally and internationally. However, commitment to work towards these levels will help drive improvements, enhancing the health of those living, working, and visiting the Greater Cambridge area. Interim targets based on interim targets set by WHO have been agreed that are considered achievable within the lifetime of the strategy (5 years, 2024 to 2029 inclusive):

Pollutant	Interim Target Level*	WHO 2021
PM ₁₀ µg/m ³	20 µg/m ³	15 µg/m ³
NO ₂ µg/m ³	20 µg/m ³	10 µg/m ³
PM _{2.5} µg/m ³	10 µg/m ³	5 µg/m ³

3.3.3 The objectives of the Strategy across Greater Cambridge will be delivered under four key priority areas:

Key Priority 1: Regulatory Policies & Development Control

Minimising emissions through development is key. Proposed measures will design out air quality impacts during both construction and operation phases to prevent ‘creep’ as large scale development comes forward.

Key Priority 2: Infrastructure Improvements

Continuing to work with partners to deliver improved infrastructure; facilitating the uptake of more sustainable transport solutions and active travel options.

Key Priority 3: Community Engagement & Promotion

In parallel to active measures to reduce exposure to pollutants we need to actively promote and engage with residents and visitors enabling access to better information to facilitate behavioural change. We will continue to work closely with Public Health.

Key Priority 4: Monitoring

Continued monitoring is required given the scale of the future developments and the potential to introduce new hotspots where air quality could be at risk, the need for a robust and up to date monitoring network across the district is a priority.

3.3.4 The Strategy includes an Action Plan (Appendix B). This details measures for delivering air quality improvements within the lifetime of the Strategy. The lifetime of the Strategy is 5 years, 2024 – 2029 inclusive.

3.3.5 Both Cambridge City and SCDC have an extensive network of monitoring across their districts. Monitoring results will reflect how successful the measures in the Action Plan have been. Progress of the Strategy and Action Plan will be reported quarterly at Steering Group meetings and annually within the Annual Status Report which all local authorities are required to submit to DEFRA (Department for Environment, Food and Rural Affairs).

4. Implications

a) Financial Implications

- 4.1 Existing budgets are in place to support air quality monitoring within the city. Existing continuous monitors collect data for NO₂ and a combination of PM_{2.5} or PM₁₀ at 4 locations. However, these units are currently being replaced under a previously secured budget with all units due to be installed by the end of 2024. When all units have been upgraded, we will be able to monitor NO_x, PM₁₀ and PM_{2.5} at all continuous monitor sites.
- 4.2 There are no additional financial implications from implementing an Air Quality Strategy apart from potential improvement projects that would be subject to bids to central government or the County Council.

b) Staffing Implications

- 4.3 The introduction and maintaining of the strategy would be covered under existing staffing arrangements. Air quality monitoring is already undertaken.

c) Equality and Poverty Implications

Public Health data indicates that in 2020, 48 deaths in Cambridge could be attributed to Particulate Air Pollution. This figure is calculated based on the number of deaths in Cambridge in 2020 and the Public Health Outcomes Framework Fraction mortality due to particulate air pollution. Currently PM_{2.5} is considered the most suitable metric for evaluating health impacts.

We know that improving air quality has positive impacts for children, older people, disability (mitigating or preventing ill health relating to asthma, coronary heart disease, stroke, lung cancer, chronic bronchitis, and diabetes), and pregnancy (reducing low birth weight). In addition, studies have linked exposure to air pollution with deprivation and deprivation with ethnicity.

Therefore, the protected characteristics which are most relevant are age, pregnancy and maternity, race, and disability. An Equality Impact Assessment has been completed and is attached to this report as Appendix C. The measures detailed within the strategy aim to deliver improved air

quality within Cambridge City which will have a positive impact on these groups.

d) Net Zero Carbon, Climate Change and Environmental Implications

Rating: Medium Positive

The Greater Cambridge Air Quality Strategy (2024 – 2029) outlines measures for improving air quality across Greater Cambridge; working towards agreed interim targets which are achievable within the lifetime of the strategy and longer term working towards WHO Air Quality guidelines as the air quality standard. The strategy identifies opportunities for improving air quality which are included within the strategy under Appendix B as an Action Plan for delivery. Measures to improve air quality are typically complimentary to the net zero carbon agenda. Examples of measure within the strategy that will also reduce carbon include, measures for new development to minimise emissions through design seeking alternatives to combustion emissions from boilers e.g. ASHP's, ensuring design enables easy access to public transport and active travel and incorporates appropriate levels of EVCP (Electric Vehicle Charge Points) within the design where car parking is required. The strategy seeks to prevent 'creep' in air pollution levels from large scale development coming forward and continue to improve air quality by working with partners on wider infrastructure projects to reduce reliance on private vehicles and facilitate the use of public transport and active travel. Improved air quality has a positive impact on biodiversity. Poor air quality (particularly ammonia and Nitrogen dioxide) is a major contributor to the long-term decline of biodiversity in the UK. Whilst this proposal is unlikely to lead to positive benefits across all key areas it is not expected to have any negative impacts which is the reasoning for the proposals overall rating

e) Procurement Implications

N/A

f) Community Safety Implications

N/A

5. Consultation and communication considerations

- 5.1 The strategy has been developed by key officers in both Cambridge City and SCDC with input throughout the process from key delivery partners including Public Health, Greater Cambridge Planning Service, Greater Cambridge Partnership, Cambridgeshire County Council and Cambridge and Peterborough Combined Authority. The Draft Strategy was open for wider public consultation on citizen Lab between 18th January and 19th February 2024 with publicity to promote the consultation via Cambridge Matters, Press Releases, and social media. 383 responses were received representing both city and south Cambridgeshire. 71.9% of the responses were in support of the proposals.
- 5.2 The main comments from the Strategy highlighted the willingness of the public to undertake actions to improve air quality. However, the barriers to improvements were lack of public transport and the state of roads, cycle paths and footpaths in Greater Cambridge to allow active travel options. The public showed a willingness to convert to more sustainable lifestyles by expressing a wish to purchase electric vehicles but were concerned about the costs and availability of charge points. The public also wants to use sustainable forms of heating such as solar panels, air source heat pumps and ground source heat pumps but were concerned about the lack of information available on how to install these and the associated costs. The responses also highlighted that the public wishes to see more action taken on reducing emissions associated with solid fuel burning, and the planting of more trees to improve the environment.
- 5.3 The responses have been fed into the final version of the strategy. Appendix D provides a summary of the responses received through the consultation.
- 5.4 The full strategy will be promoted more widely once the report has been finalised and approved at relevant committees.

6. Background papers

Background Papers Used in the preparation of this report:

1. Local Air quality Management Policy guidance (PG22), August 2022
[England \(exc. London\) Policy Guidance | LAQM \(defra.gov.uk\)](#)
2. Local Air Quality Management Technical Guidance (TG22), August 2022

[UK Regions \(exc. London\) Technical Guidance | LAQM \(defra.gov.uk\)](#)

3. Air Quality Strategy: Framework for Local Authority Delivery
www.gov.uk/government/publications/the-air-quality-strategy-for-england

4. Air Quality Annual Status Report 2023
www.cambridge.gov.uk/air-pollution-measurements

5. COMEAP Annual Report 2022
www.gov.uk/government/publications/comeap-annual-report-2022

6. COMEAP Response to publication of WHO Air Quality Guidelines
[COMEAP statement: response to publication of the World Health Organization Air quality guidelines 2021 - GOV.UK \(www.gov.uk\)](#)

7. World Health Organisation Air Quality Guidelines (2021)
www.who.int/news-room/questions-and-answers/item/who-global-air-quality-guidelines

7. Appendices

- A. Greater Cambridge Air Quality Strategy
- B. Appendix B - Action Plan-Measures for delivering key priorities.
- C. Equality Impact Assessment
- D. Summary of consultation Responses

8. Inspection of papers

N/A

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Cambridge City Council & South Cambridgeshire District Council

Greater Cambridge Air Quality Strategy

2024-2029

Non Technical Summary

Air quality in Greater Cambridge has been improving in recent years however, it is widely accepted that there is no safe level of air pollution.

Greater Cambridge is a major growth area with large scale development and population increase coming forward in the next 10-20 years. This Strategy seeks to strike a balance in supporting the productivity, economy and prosperity of Greater Cambridge whilst continuing to deliver improvements in air quality and the positive health outcomes that improved air quality will deliver for both residents and visitors to the Greater Cambridge area.

To help drive these improvements both Cambridge City Council (Cambridge City) and South Cambridgeshire District Council (SCDC) have agreed to work towards World Health Organization (WHO) Air Quality Guidelines with interim targets for delivery within the lifetime of the Strategy (5 years).

Air pollution can impact human health, the economy, and the environment. Whilst Local Authorities have the responsibility for monitoring air quality within their district, it is acknowledged that many of the changes needed to deliver improved air quality are managed and implemented by wider partner organisations.

The Greater Cambridge Air Quality Strategy outlines how improvements to air quality will continue to be delivered across Greater Cambridge. The Strategy focuses on sources of pollution that can be influenced locally by all partner organisations, working across a range of disciplines which all either directly or indirectly offer improved air quality. The primary objectives of the Strategy are:

- Continue to meet and deliver all legislative and policy requirements associated with air quality
- Continue to improve air quality across Greater Cambridge enhancing the health of those living, working and visiting Greater Cambridge
- Work towards World Health Organization Air Quality Guideline annual averages as longer term targets with interim targets for delivery within the lifetime of the Strategy (5 years)

The objectives of the Strategy across Greater Cambridge will be delivered under four key priority areas; Regulatory Policies & Development Control, Infrastructure Improvements, Community Engagement & Promotion and Monitoring. The Strategy includes an Action Plan of measures for delivering air quality improvements for delivery within the lifetime of the Strategy. The lifetime of the Strategy is 5 years, 2024 – 2029 inclusive.

Both Cambridge City and SCDC have an extensive network of monitoring across their districts. Monitoring will continue throughout the lifetime of the Strategy and will reflect how successful the measures in the Action Plan have been. Progress of the Strategy and Action Plan will be reported quarterly at Steering Group meetings and annually within the Annual Status Report which all local authorities are required to submit to DEFRA.

1. Background

Local Authorities have a statutory requirement under Local Air Quality Management (LAQM) to monitor air quality within their districts against national objective levels for key pollutants (Nitrogen Dioxide, Particulate Matter (PM₁₀) and Sulphur Dioxide). Airborne Particulate Matter is made up of a collection of solid and / or liquid materials of various sizes. For PM₁₀, particles are less than 10 micrometres in diameter.

Air quality within both the Cambridge City Council (Cambridge City) and South Cambridgeshire District Council (SCDC) areas; referenced for the purpose of this document as 'Greater Cambridge', has continued to improve with objective levels for all key pollutants being achieved in recent years. This is because of active measures implemented by both councils to improve air quality and the modernisation of the transport fleet in accordance with stricter emission standards.

New national legally binding PM_{2.5} targets have been set under the Environmental Target Regulations in 2023. The National Air Quality Strategy (2023)¹ sets out how Local Authorities are expected to contribute to delivering these targets. Whilst it is acknowledged within the National Air Quality Strategy that not all sources of PM_{2.5} originate from within a Local Authority district, the National Air Quality Strategy expects Local Authorities to consider those that are. Levels in Greater Cambridge are around the target annual mean.

For areas where pollutant levels are below objective levels, Local Authorities are expected to have a local Air Quality Strategy. The local Air Quality Strategy should demonstrate the effective use of powers to support improvements in air quality; taking preventative action to ensure air quality continues to improve. Further details on the Legislative and Policy requirements can be found in Appendix A.

It is important that focus now shifts away from LAQM objective levels towards exposure reduction and how we can maintain and continue to improve air quality across Greater Cambridge, whilst sustaining the scale of development coming forward in the next 20 years through the emerging Greater Cambridge Local Plan (2020-2041)²

¹ www.gov.uk/government/publications/the-air-quality-strategy-for-england/air-quality-strategy-framework-for-local-authority-delivery#summary-of-powers-available-to-local-authorities

² [Greater Cambridge Local Plan \(greatercambridgeplanning.org\)](https://greatercambridgeplanning.org)

including measures in place to meet 58,500 new jobs across all employment sections and 44,400 new homes.

It is widely accepted that there is no safe level of air pollution³. Any improvements in air quality will have positive health benefits. Improvements to air quality also offer co-benefit for other interventions targeting health such as active travel and increased physical activity⁴.

The Strategy will outline practical measures to enable the continued improvement in air quality across Greater Cambridge working towards World Health Organization (WHO) target levels (2021). The WHO Air Quality Guidelines are target levels which protect public health and are lower than LAQM objective levels and PM_{2.5} targets.

Given that not all sources of air pollution originate from within Greater Cambridge it is acknowledged that achieving these levels for all key pollutants may be challenging in some cases. Interim targets have been produced to help drive improvements, focussing efforts on sources that we have the power to influence working alongside partner organisations.

A Greater Cambridge Air Quality Strategy aligns with delivery under the emerging Greater Cambridge Local Plan and shared planning service and given the transboundary nature of air pollution enables a joined-up approach to improving air quality. The Greater Cambridge Air Quality Strategy also aligns with Cambridge City and SCDC carbon emission targets.

This Strategy fulfils the requirements under the LAQM Framework and ensures compliance with the Environment Act 1995 as amended under Environment Act 2021; taking into account responsibilities of local authorities under the National Air Quality Strategy (2023). It details why and how improvements to air quality should be achieved across Greater Cambridge in response to continued growth in the area.

The lifetime of the Strategy is 5 years, 2024 – 2029 inclusive.

2. Sources of air pollution and where people are exposed

Greater Cambridge is a highly populated, diverse area with a mix of both urban and rural areas. Within the urban and more populated areas road transport is the main source of pollution. There are considerable differences in emissions between different vehicles and fuels. In general, diesel exhaust contains up to 30 times more particulate matter than petrol, but all vehicles even electric generate additional particulate matter

³ www.gov.uk/government/collections/comeap-reports

⁴ [Air Quality - A guide for directors of public health \(local.gov.uk\)](#)

from friction of brakes and tyres and through re-suspension of dust from road surfaces⁵.

Construction sites and non-road mobile machinery (NRMM) can also be a significant source of localised pollutants with solid fuel burning (wood and coal) a significant source of particulate matter.

Combustion from heating (both residential and commercial), farming activities and certain industrial processes also contribute to air pollution, but these tend to be more dilute contributing to background levels of air pollution.

Within urban areas the accumulation of pollutants from both road transport and solid fuel burning is important as emissions are often co-located with exposed pedestrians, residential properties, hospitals, schools, shops and other places where people congregate.

Exposure by residents and visitors will vary greatly as air pollution varies substantially over small distances and the local situation. It is typically highest near to the source e.g. busy road but declines rapidly as you move further away. Small changes in distance from the road, street layouts and physical barriers can make a big difference to exposure. Tall buildings along narrow streets can lead to the 'canyon effect' where pollution is trapped along the street or busy junctions can create localised 'pollution hotspots'.

Weather also influences exposure. Anyone 'downwind' of a source will be exposed, however windy conditions disperse pollutants and conversely some weather patterns will lead to an accumulation of pollutants that can build up over hours or days to cause an air pollution 'episode'.

The highly localised distribution of air pollution leads to highly unequal patterns of exposure to different individuals resulting from their day-to-day behaviour. For example someone that has to walk along a busy road to reach their place of work will be exposed to higher levels of pollutants compared to someone who uses an alternative quieter street to reach that same destination. People within a passively ventilated building will be exposed to much higher levels of pollution compared to an air-conditioned building, even if both are at the same distance downwind of the same source.

During the COVID 19 Pandemic the national lockdowns and subsequent reduction in vehicle movements and shift in behaviour, saw a significant reduction in nitrogen dioxide emissions but limited impact on particulate levels. This has helped inform our

⁵ [Air Quality - A guide for directors of public health \(local.gov.uk\)](https://www.local.gov.uk)

priority areas for the local Strategy and when local authority intervention can have maximum impact⁶

The National Atmospheric Emissions Inventory (NAEI), provided by DEFRA sets out the emission sources for each Local Authority and how these contribute to the different pollutants.

2.1 Cambridge City

Nitrogen Dioxide (NO₂)

Data from the NAEI shows that traffic is the main contributor to NO₂ emissions, with 1-25 tonnes per 1km² of NO₂ mainly from road transport, with minor roads and cold starts contributing the most in the City. Other sources of NO₂ in the City come from non-industrial combustion plants, combustion in manufacturing, and other mobile machinery (rail and other off road).

A source apportionment study undertaken by Cambridge City Council in 2019 supports these findings with traffic the main contributor to NO₂ emissions in the City. The study found the primary vehicle type contributing to NO₂ emissions varied based on location and road type with buses the main contributor in the centre of Cambridge; cars on the outer ring roads and on the outskirts of Cambridge on the major roads such as the A14 & M11, HGVs.

Particulates (PM₁₀ and PM_{2.5})

The NAEI has found that there is a change in sources of particulate emissions over the past 10 years, with a decrease in particulates from industry and energy generation as the switch to gas has occurred⁷. This has been offset by an increase in domestic burning.

The NAEI estimates that on average across Cambridge 1-4 tonnes per 1km² of PM₁₀ are from non-industrial combustion plant (such as domestic burning) with 0.2-1 tonnes per 1km² from road transport (brake and tyre wear).

This is again supported by the findings of the Cambridge City Council source apportionment study which found that the majority of the sources of particulates was from background sources rather than road traffic sources.

⁶https://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwiF4Yviu9WDAxX_gv0HHQ8LDqoQFnoECA8QAQ&url=https%3A%2F%2Femaq.ricardo.com%2Fmod%2Fresource%2Fview.php%3Fid%3D503&usg=AOvVaw3nF2V9nuHZIR1espaUSChm&opi=89978449

⁷ NAEI Report 2022 – Data for 2005-2020

The NAEI attributes 75% of the source of PM_{2.5} in Cambridge to background sources. The majority of which are classed as non-industrial combustion plant (domestic wood / domestic other). The remaining 25% of the source of PM_{2.5} is attributable to non-exhaust emissions of tyre and brake wear associated with road transport.

It should be remembered that PM_{2.5} is also not just generated as a primary particle but is also generated as a secondary particle due to chemical interactions of other pollutants.

2.2 South Cambridgeshire

Nitrogen Dioxide (NO₂)

The main contributor to NO₂ emissions in South Cambridgeshire is from road transport, with major roads adding up to 25 tonnes per 1km². This includes emissions from the regionally important strategic roads of the M11, A14 and A11. There are eight significant point sources of NO₂ listed within the National Atmospheric Emissions Inventory within South Cambridgeshire which predominantly relate to manufacturing and waste sites, but also includes the Cambridge Crematorium which SCDC regulate through a part B environmental permit.

Particulates (PM₁₀ & PM_{2.5})

The main contributor to PM₁₀ emissions in South Cambridgeshire is from non-industrial plant (up to 4 tonnes per 1km²), this includes domestic burning and is distributed within centres of population in the district. Road transport contributes a smaller amount to emissions with emissions coming from road abrasion, brake and tyre wear (non-exhaust and emissions) and exhaust emissions (up to 2 tonnes per 1km²).

For PM_{2.5} the picture is similar to that of PM₁₀ with the major source of emissions being non-industrial plant, with the majority coming from domestic wood and other solid fuel burning. For roads in the district emissions are associated with non-exhaust emissions (up to 1 tonne per 1km²) and exhaust emissions (up to 1 tonne per 1km²).

3. Improving Air Quality in Greater Cambridge

3.1 Objectives

It is widely accepted that there is no safe level of air pollution;⁸ and whilst the LAQM objective levels and PM_{2.5} targets are either achieved or are close to annual mean across Greater Cambridge it is important that focus shifts away from these target levels towards exposure reduction. The challenge is how pollutant levels can be

⁸ www.gov.uk/government/collections/comeap-reports

maintained and further reduced whilst sustaining the scale of development and population increase coming forward in the next 10 – 20 years; supporting economic growth whilst continuing to improve air quality and deliver the health benefits that improved air quality brings. The primary objectives of the Strategy are:

- Continue to meet and deliver all legislative and policy requirements associated with air quality
- Continue to improve air quality across Greater Cambridge enhancing the health of those living, working and visiting Greater Cambridge
- Work towards World Health Organization Air Quality Guideline annual averages as longer term targets.

The World Health Organization (WHO) produced updated Air Quality Guidelines in 2021. These levels are based on the evidence linking concentrations of pollutants in ambient air with adverse effects on health and are levels that are proven to offer significant health benefits. The Committee on Medical Effects of Air pollution (COMEAP) considers these WHO 2021 guidelines as suitable long-term targets⁹. It is worth noting that they are set without reference to achievability. The WHO 2021 guidelines are lower than LAQM objective levels and PM_{2.5} targets. Greater Cambridge exceeds the WHO 2021 guideline levels.

Table 1 compares the LAQM objective levels and national targets for key pollutants against the WHO 2021 guideline levels.

Pollutant	Averaging Period	Concentration	
		Current UK Limit	WHO 2021
AQ (England) Regulations 2000 (Apply to LAQM)			
PM ₁₀ µg/m ³	Annual Mean	40 µg/m ³	15 µg/m ³
	24 Hour Mean	50 µg/m ³	45 µg/m ³
NO ₂ µg/m ³	Annual Mean	40 µg/m ³	10 µg/m ³
	24 Hour Mean	200 µg/m ³	N/A
Environmental Targets (PM) Regulations 2023 (apply to national government to be achieved by 2040)			
PM _{2.5} µg/m ³	Annual Mean	10 µg/m ³	5 µg/m ³
	Exposure Targets	35% Reduction compared to a 2018 baseline	N/A

Table 1: Air quality Objective Levels and Pollutant Targets

⁹ COMEAP statement: response to publication of the World Health Organization Air quality guidelines 2021 - GOV.UK (www.gov.uk)

It is acknowledged that not all sources of air pollution impacting Greater Cambridge originate from within Greater Cambridge. For some pollutants achieving these levels will require policy intervention not only locally but nationally and internationally. For example, up to a third of PM_{2.5} within England originates from other countries. This means that setting timelines for achieving these levels may not be attainable at this time. However, commitment to work towards these levels will help drive continued improvements to air quality; enhancing the health of those living, working and visiting the Greater Cambridge area. The Strategy focuses on sources that can be influenced locally. We have developed local interim targets for delivery within the lifetime of the Strategy (5 years, 2024 to 2029 inclusive) based on the interim targets set by WHO:

Pollutant	Interim Target Level*	WHO 2021
PM ₁₀ µg/m ³	20 µg/m ³	15 µg/m ³
NO ₂ µg/m ³	20 µg/m ³	10 µg/m ³
PM _{2.5} µg/m ³	10 µg/m ³	5 µg/m ³

Table 2: Interim Annual Mean Target Levels

*to be achieved by 2029

3.2 Delivering Air Quality Improvements across Greater Cambridge – Key Priorities

Continued improvements in air quality to meet the objectives of the Strategy across Greater Cambridge will be delivered under four key priority areas. Appendix B details measures to be implemented to deliver these priorities in the form of an Action Plan.

Key Priority 1: Regulatory Policies & Development Control

Policies both national and local affect how air quality is prioritised by Local Authorities and their partners. We will continue to engage with national government and our partners to ensure that air quality is a key priority when setting out new policies. Local policy should be regularly updated in response to evolving national policy and updated evidence from public health.

At the strategic level, spatial planning can provide for more sustainable transport links between the home, workplace, educational, retail and leisure facilities, and identify appropriate locations for potentially polluting industrial development¹⁰. As such, land-use planning can play a critical role in improving local air quality.

Emissions from development may be associated with both the construction phase and from transport or combustion processes providing heat and power during the operational phase when the development is occupied / in use.

¹⁰ IAQM & UKPE Land-Use Planning & Development Control: Planning For Air Quality (Jan 2017)

Some of the actions which can be taken include:

- Ensure regional and local policies seek to improve air quality and respond to evolving national policy and health based evidence
- Ensure developments of all sizes and type design out air quality impacts during both construction and operation phases working towards air quality neutral development¹¹
- Ensure developments and policies are helping to meet LAQM Air Quality Objectives, PM_{2.5} Targets and work towards WHO 2021 guideline levels by reducing emissions.
- Align with other policies aimed at increasing sustainability and reducing greenhouse gas emissions

Air quality is a material consideration under planning. Within the adopted Local Plans air quality is considered under Policy 36 (Air quality, Odour & Dust) of the Cambridge Local Plan (2018) and Policy SC/12 (Air Quality) of the South Cambridgeshire Local Plan (2018). The emerging Greater Cambridge Local Plan will consider air quality for both districts under a single policy.¹²

Air quality is further underpinned by the Greater Cambridge Sustainable Design and Construction Supplementary Planning Documents (SPD) (2020) and the adoption of this Great Cambridge Air Quality Strategy. These documents provide detail on measures that developers should consider at the design stage to minimise impact of development on air quality across Greater Cambridge.

It is important that council policies should drive air quality improvements across Greater Cambridge and not operate in isolation from other relevant policies e.g. Climate Change Strategy, Health Impact Assessments, Parking Strategy, taxi licensing.

Other policy areas (i.e. outside of planning policy) that impact on air quality include the adoption or amendment of Smoke Control Areas and how the council respond to reports of bonfires or nuisance complaints for example. The monitoring and enforcement of environmental permits is also a key regulatory aspect of controlling local emissions of air pollutants.

Key Priority 2: Infrastructure Improvements

To enable the shift to more sustainable transport solutions, infrastructure improvements are required. Working with partners, Cambridge City and SCDC will ensure infrastructure improvements are planned and implemented to facilitate the increased uptake of public transport and active travel options. This will work alongside

¹¹ www.london.gov.uk/programmes-strategies/planning/implementing-london-plan/london-plan-guidance/air-quality-neutral-aqn-guidance#:~:text=The%20Air%20Quality%20Neutral%20LPG,worsen%20air%20quality%20in%20London.

¹² www.greatercambridgeplanning.org/emerging-plans-and-guidance/greater-cambridge-local-plan/

Key Priority 1, where planning and development control can have a major impact on infrastructure provision in Greater Cambridge.

Some of the actions which can be taken include:

- Support public transport options available to the public and publicise these
- Freight consolidation / last mile deliveries
- Road hierarchy
- Off road cycle / walking paths
- Improvements to cycling and walking infrastructure
- Facilitate infrastructure improvements to electric vehicle charging
- Encourage the use of suitable green infrastructure where air quality benefits would be realised

Key Priority 3: Community Engagement & Promotion

Our communities should be considered in all opportunities to benefit from improved air quality. This could be achieved through a range of actions big or small, such as provision of significant infrastructure to facilitate the uptake of low emission vehicles, to daily practical measures which in turn lead to protected and improved air quality. In parallel to measures to reduce resident and visitor exposure to pollutants we need to actively promote and engage with residents and visitors of Greater Cambridge enabling access to alternatives to the more polluting activities.

A key area will be reducing particulate emissions; most notably PM_{2.5} from solid fuel burning (both indoors and outdoors). The following are some examples to consider for public engagement (but are not exhaustive):

- Improved public engagement through accessibility of air quality data and promoting awareness on air quality
- Working closely with UK Health Security Agency, Public Health and the NHS to deliver clear messages on the link between air quality and health
- National and regional campaigns such as Clean Air Day and Clean Air Night
- Work closely with partners to disseminate information county wide to maximise potential benefits within the area
- Promotion of a non-idling policy during collection and drop off near schools
- Promotion to reduce the use of solid fuel stoves and open fires and where they are used promote 'better burning' to minimise emissions.
- Promotion to reduce outdoor burning and where there are bonfires promote best practice
- Close partnership with local businesses to reduce emissions
- Work with Businesses to help reduce operational impacts on air quality
- Smart technologies – Help reduce the barriers to adopting more sustainable transport methods and active travel by enabling faster and more efficient journeys through smart technologies.

- Engage with the farming community to highlight the link between ammonia and particulate matter pollution.

Key Priority 4: Monitoring

Future growth across Greater Cambridge is largely residential and whilst planning policy is increasingly working towards reducing reliance on road based transport; in the short to medium term this is likely to remain a primary source of pollution across Greater Cambridge with commuting to Cambridge, London and the surrounding area. It is important to continue to monitor against LAQM objective levels focussing on historical areas with high levels of pollutants (AQMA areas) and focussing on major growth areas e.g. growth sites on the edge of Cambridge (West Cambridge, Eddington, Darwin Green, North East Cambridge, Marleigh, Land North of Cherry Hinton, etc), and also the new town growth in SCDC (Waterbeach, Northstowe, Bourne and Cambourne).

Given the scale of the future developments and the potential to introduce new hotspots where air quality could be at risk, the need for a robust and up to date monitoring network across the district is a priority. Therefore, the monitoring network should:

- Be subject to regular review and update to reflect the growth across Greater Cambridge
- Be compliant with the requirements under the LAQM framework
- Enable Local Authorities to monitor trends across their districts and identify 'hotspots' but also improvements in response to policy measures or interventions introduced.
- Consider and include new technologies and alternatives to traditional monitors enabling the Council to conduct short term monitoring in the areas of concern

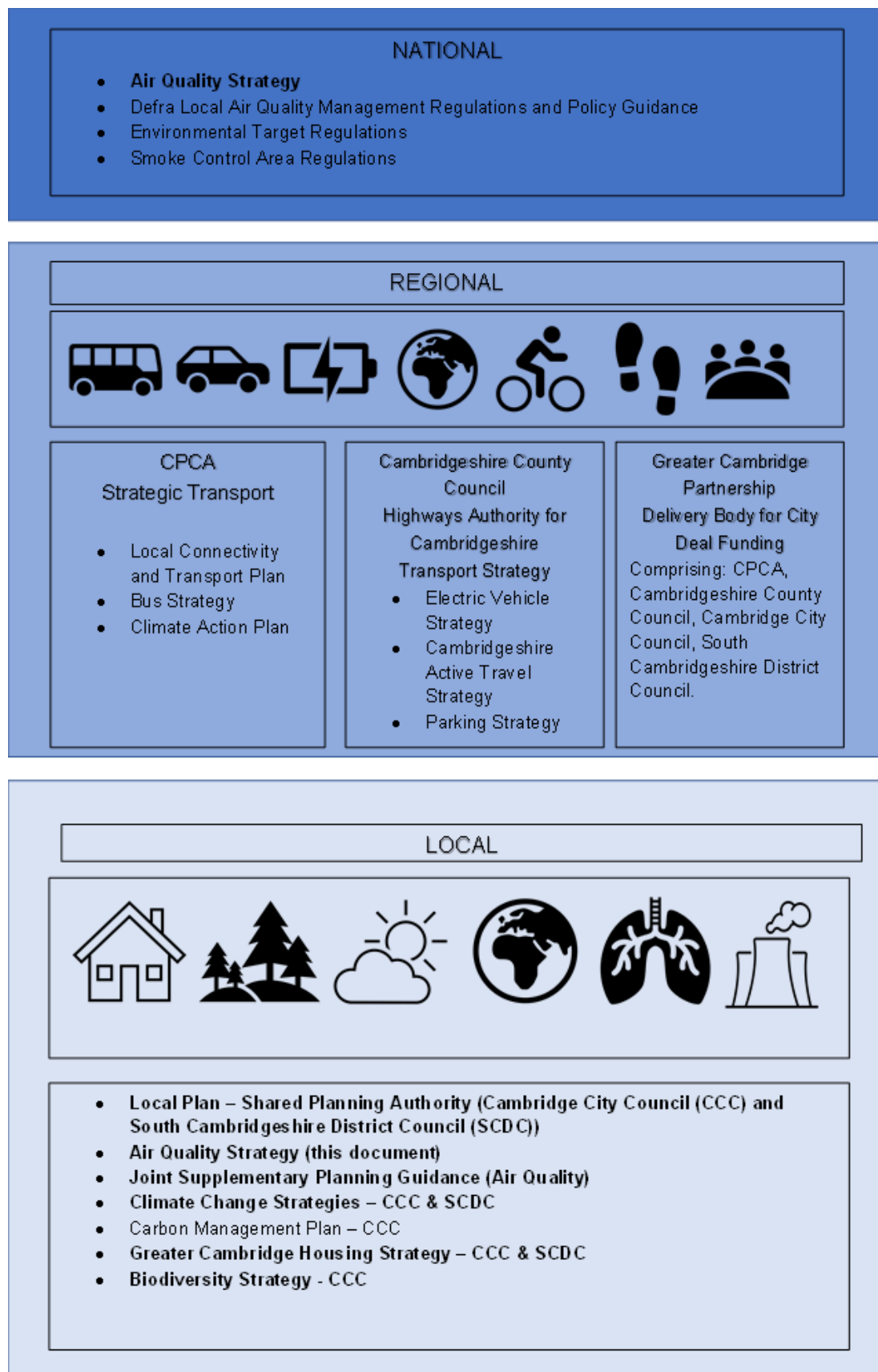
4. Co-Benefits Delivered by Air Quality Improvements

4.1 How the Air Quality Strategy aligns with other key policies

Air pollution can impact human health, the economy, and the environment. Whilst Local Authorities have the responsibility for monitoring air quality within their district, it is acknowledged that many of the changes needed are managed and implemented by wider partner organisations. Improved air quality indirectly overlaps and offers co-benefits across a wide range of agendas. Measures identified in the Greater Cambridge Air Quality Strategy to improve air quality can offer wider benefits and help deliver other local and regional agendas for example active travel, health inequalities and sustainability. It is important that air quality is not considered in isolation and that complimentary strategies and policies align where possible. Appendix C details complimentary and regional strategies which help deliver the wider air quality agenda.

The layers of local, regional and national policy and initiatives relevant to the Air Quality Strategy are presented in Figure 1.

Figure 1 – Layers of Policy relevant to Air Quality Strategy



4.2 Air Quality & Health

Air Pollution is a public health issue¹³. It is considered the largest environmental risk to the public's health contributing to cardiovascular disease, lung cancer and respiratory diseases. It is recognised as a contributing factor in the onset of heart disease and cancer.

Air Pollution increases the chances of hospital admissions, visits to Emergency Departments and respiratory and cardiovascular symptoms which interfere with everyday life, especially for people who are already vulnerable. Bad air quality affects everyone and it has a disproportionate impact on the young and old, the sick and the poor^{14,15}.

Research undertaken by COMEAP concluded in 2019 that there is no safe level of particulates. Further work undertaken by COMEAP in 2022 concluded that, even low concentrations of pollutants are likely to be associated with adverse effects on health. Therefore, continued reductions, even where concentrations are below the air quality guidelines, are also likely to be beneficial to health.¹⁶ The Public Health Outcomes Framework includes an indicator on mortality attributed to particulate matter.

The mortality burden of air pollution within the UK is equivalent to 29,000 to 343,000 deaths at typical ages¹⁷, with a total estimated healthcare cost to the NHS and social care of £157 million in 2017¹⁸.

Public Health data¹⁹ indicates that in 2020, 48 deaths in Cambridge and 66 in South Cambridgeshire could be attributed to Particulate Air Pollution. This figure is calculated based on the number of deaths in Cambridge in 2020 and the Public Health Outcomes Framework Fraction mortality due to particulate air pollution. At this time PM_{2.5} is considered the most suitable metric for evaluating health impacts.

Additionally, air pollution particularly affects the most vulnerable in society: children and older people, and those with heart and lung conditions. There is also a strong correlation with equalities issues, because areas with poor air quality are also often the less affluent areas.^{20,21} There is clear evidence that PM_{2.5} has a significant impact on human health, including premature mortality, cognitive decline, allergic reactions, and cardiovascular diseases. The WHO labelled air pollution as a risk factor for non-communicable diseases such as ischaemic heart disease, stroke, chronic obstructive pulmonary disease, asthma, cancer and the economic toll these diseases take. Air

¹³ www.gov.uk/government/publications/health-matters-air-pollution/health-matters-air-pollution

¹⁴ Royal College of Physicians. Every breath we take: the lifelong impact of air pollution. Report of a working party. London: RCP, 2016.

¹⁵ [Air Quality - A guide for directors of public health \(local.gov.uk\)](https://www.local.gov.uk/air-quality-a-guide-for-directors-of-public-health)

¹⁶ [Committee on the Medical Effects of Air Pollutants \(COMEAP\): 2022 Annual Report \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/108882/comeap-2022-annual-report.pdf)

¹⁷ Defra. Air quality appraisal: damage cost guidance, January 2023

¹⁸ Public Health England. Estimation of costs to the NHS and social care due to the health impacts of air pollution: summary report, May 2018

¹⁹ [Public Health Outcomes Framework - Data - OHID \(phe.org.uk\)](https://www.phe.org.uk/public-health-outcomes-framework-data)

²⁰ Public Health England. Air Quality: A Briefing for Directors of Public Health, 2017

²¹ Defra. Air quality and social deprivation in the UK: an environmental inequalities analysis, 2006

emissions and adapting to climate change both on their own estates, and in the wider district.

Cambridge City Council shared a vision for Cambridge to be net zero carbon by 2030 as set out in its Climate Change Strategy 2021-2026²⁷ which also set a target to reduce its own carbon emissions to net zero by 2030²⁸. South Cambridgeshire District Council's Zero Carbon Strategy outlines how SCDC are supporting the District to halve carbon emissions by 2030 and reduce them to zero by 2050, including delivering a reduction in their own carbon footprint of at least 45% by 2025 (on a 2019 baseline) and at least 75% by 2030²⁹ from a 2018/19 baseline.

Many sources of greenhouse gases, like transport and combustion emissions, also contribute to poor air quality. Actions which both reduce emissions and improve air quality will contribute towards this Air Quality Strategy as well as the Zero Carbon Strategy, such co-benefits should be recognised where possible to maximise their impacts. However, some measures to reduce greenhouse gas emissions are in tension with improving air quality; for example the use of solid fuel and biomass burning can lead to reduction in carbon emissions but lead to increases in particulates.

5 Conclusion

This document sets out the approach for the Greater Cambridge Air Quality Strategy for maintaining and improving air quality across Greater Cambridge. It has three key objectives delivered through four key priority areas: Regulatory Policies & Development Control, Infrastructure Improvements, Community Engagement & Promotion and Monitoring. Measures for delivering the individual priorities is included in Appendix B in the form of an Action Plan. Reporting on the delivery of these key priorities will be via quarterly steering group meetings and within the individual Council's Air Quality Annual Status Report each year, which is available on council websites.

Appendix A - Legislative and Policy Background

Statutory Requirements under Local Air Quality Management (LAQM)

Local Authorities have a statutory duty under the requirements of the Local Air Quality Management (LAQM) Framework as set out in Part IV of the Environment Act (1995) and as amended by the Environment Act 2021, to review and assess local air quality within their areas, against a set of air quality objectives and to determine whether or not these are likely to be achieved. Where an exceedance is considered likely the local

²⁷ [Climate Change Strategy - Cambridge City Council](#)

²⁸ [Carbon management plan - Cambridge City Council](#)

²⁹ [Zero carbon strategy - South Cambs District Council \(scambs.gov.uk\)](#)

authority must declare an Air Quality Management Area (AQMA) and prepare an Air Quality Action Plan (AQAP) setting out the remedial measures it intends to put in place in pursuit of these objectives. Table 1 below details the statutory air quality objectives applicable to LAQM in England.

Pollutant	Air Quality Objective: Concentration³⁰	Air Quality Objective: Measured as
Nitrogen Dioxide (NO ₂)	200µg/m ³ not to be exceeded more than 18 times a year	1-hour mean
Nitrogen Dioxide (NO ₂)	40µg/m ³	Annual mean
Particulate Matter (PM ₁₀)	50µg/m ³ , not to be exceeded more than 35 times a year	24-hour mean
Particulate Matter (PM ₁₀)	40µg/m ³	Annual mean
Sulphur Dioxide (SO ₂)	350µg/m ³ , not to be exceeded more than 24 times a year	1-hour mean
Sulphur Dioxide (SO ₂)	125µg/m ³ , not to be exceeded more than 3 times a year	24-hour mean
Sulphur Dioxide (SO ₂)	266µg/m ³ , not to be exceeded more than 35 times a year	15-minute mean

Table 1: Air Quality Objectives in England³¹

Cambridge City established an AQMA around the central core of the city in 2004 and SCDC along the A14 between Bar Hill (to the north-west of Cambridge) and Milton interchange (to the north-east) in 2008, both due to exceedances in NO₂. SCDC has recently revoked its AQMA and Cambridge City is in the process of revoking theirs as objective levels of NO₂ have been achieved.

Local Authorities are required to submit an Annual Status Report (ASR). This details the results of any monitoring undertaken across the district, conclusions derived from the results, amendments made to the network in response to changing pollutant trends and actions being undertaken to improve air quality and any progress that has been made on these.

³⁰ The units are in microgrammes of pollutant per cubic metre of air (µg/m³).

³¹ PG22 LAQM page 78

Amendments to the LAQM framework under the Environment Act 2021 require Local Authorities to have an Air Quality Strategy where objective levels of key pollutants are achieved. The Strategy should set out steps the Local Authority will take to continue to improve local air quality. The purpose of the Air Quality Strategy is to take preventative action to improve local air quality and reduce the long term health impacts and should be developed in consultation with the Director of Public Health. In addition given the transboundary nature of air pollution Local Authorities are required to work collaboratively with neighbouring authorities to tackle pollution sources outside the Local Authorities area.

Air Quality Strategy: Framework for Local Authority Delivery (2023) – Local Action to reduce PM_{2.5}

The revised National Air Quality Strategy (2023) sets out a framework to enable Local Authorities to deliver long term air quality improvements and meet long term air quality goals. This includes two new legally-binding long-term targets to reduce concentrations of fine particulate matter less than 2.5 microns in diameter (PM_{2.5}) as set out in the Environmental Targets Regulations 2023.

- 10 µg/m³ annual mean concentration PM_{2.5} nationwide by 2040, with an interim target of 12 µg/m³ by January 2028
- 35% reduction in average population exposure by 2040, with an interim target of a 22% reduction by January 2028, both compared to a 2018 baseline

These targets will help drive reductions in the worst PM_{2.5} hotspots across the country, whilst ensuring nationwide action to improve air quality for everyone. Whilst not currently included as part of the LAQM framework all Local Authorities are expected to effectively use their powers to reduce PM_{2.5} emissions from sources which are within their control. Whilst it is acknowledged many sources of PM_{2.5} originate from outside the Local Authority boundary there are some sources of PM_{2.5} over which Local Authorities do have control.

World Health Organization (WHO) Air Quality Guidelines (2021)

In September 2021 WHO published updated Air Quality Guidelines (AQG) for common pollutants including interim targets to promote a gradual shift from high to lower concentrations to help countries achieve air quality that protects public health.

The WHO Air Quality Guidelines are based on the evidence linking concentrations of pollutants in ambient air with adverse effects on health. They are set without reference to achievability.

Pollutant	Averaging Time	Interim Target	AQG Level
PM _{2.5} µg/m ³	Annual	10	5
	24 Hour	25	15
PM ₁₀ µg/m ³	Annual	20	15
	24 Hour	50	45
NO ₂ µg/m ³	Annual	40	10
	24 Hour	-	25
SO ₂ µg/m ³	24 Hour		40

Table 2: Recommended WHO 2021 AQG levels and interim targets

Appendix B: Action Plan - Measures for delivering key priorities

Separate Document

Appendix C: District, County and regional strategies which help deliver Air Quality objectives within Greater Cambridge

Strategy	Details	Information / Link
Greater Cambridge Sustainable Design and Construction SPD (2020)	Details requirements relating to sustainability for new developments across Greater Cambridge including air quality	www.cambridge.gov.uk/greater-cambridge-sustainable-design-and-construction-spd or www.scams.gov.uk › media › final-greater-cambridge-sus-dc-spd
Cambridge Local Plan (2018)	Within the City air quality is considered under Policy 36 (Air quality, Odour & Dust)	www.cambridge.gov.uk › media › local-plan-2018
South Cambridgeshire Local plan (2018)	Within SCDC air quality is considered under Policy SC/12 (Air Quality)	www.scams.gov.uk/planning/local-plan-and-neighbourhood-planning/the-adopted-development-plan/south-cambridgeshire-local-plan-2018/
Cambridgeshire and Peterborough Local Transport and Connectivity Plan (LTCP)(CPCA 2023)	<p>The LTCP is the CPCA's long-term strategy to make transport in Cambridgeshire and Peterborough better faster, greener, and more accessible for everyone. The LTCP is a statutory document and any transport project must fit in with its vision, strategy and policies.</p> <p>It sets the context for investing in a joined-up, net zero carbon transport system, which is high quality, reliable, convenient, affordable, safe, and accessible to everyone.</p> <p>Better, cleaner public transport will reduce private car use, and more cycling and walking will support both healthier</p>	CPCA-LTCP-Strategic-Document.pdf (cambridgeshirepeterborough-ca.gov.uk)

Strategy	Details	Information / Link
	<p>lives and a greener region. Comprehensive connectivity, including digital improvements, will support a sustainable future for our region's nationally important and innovative economy.</p> <p>As well as an overall strategy for Cambridgeshire and Peterborough, the LTCP includes a section setting out a local strategy for Greater Cambridge, as well as making provision for a more detailed Greater Cambridge Transport Strategy to be produced in due course.</p> <p>The LTCP sets a target of a 15% reduction in vehicle kilometres by 2030.</p> <p>To deliver the LTCP's overarching vision, Combined Authority will use existing measures and develop new ones that align with the following three principles: Avoid (unnecessary travel); Shift (to more sustainable modes); Improve (operational efficiency and journey experience).</p>	
<p>Cambridgeshire and Peterborough Bus Strategy (CPCA 2023)</p>	<p>This strategy sets out the main principles to achieve bus ambitions, including to more than double bus patronage by 2030. More details of how this will be delivered and funded are set out in the Bus Service Improvement Plan (BSIP). The Strategy and BSIP will be regularly reviewed to reflect changing circumstances and to push continuous improvement.</p>	

Strategy	Details	Information / Link
East Anglian Alternative Fuel Strategy (Combined Authority 2023) and Draft Electric Vehicle Implementation Plan (CPCA 2023)	<p>Electric Vehicle Implementation Strategy to be finalised in 2024</p> <p>£88,560 from the Local Electric Vehicle Infrastructure (LEVI) Capability Fund is supporting Cambridgeshire County Council activity. CPCA bid for indicative £5.4m of LEVI capital funding and additional capability funding was successful – in 2024 the business case will be developed to drawdown this funding.</p>	
CPCA – Alternative Vehicles Strategy	<p>East Anglian Alternative Fuels Strategy approved by CPCA March 2023. As a part of the Local Transport and Connectivity a Draft EV Implementation Plan was also agreed March 2023. Currently, the EV strategy focuses on five key areas for delivery including: Charging Infrastructure, Charge Point Accessibility, Communication, Advocacy and Outreach, Public and Shared Transport and Planning, Regulation, and Guidance.</p>	
Climate Action Plan (CPCA 2022)	<p>The Combined Authority’s Climate Action Plan sets out actions that will be beneficial to air quality. This includes the key action to reduce overall vehicle mileage by 15% by 2030, subsequently incorporated into the LTCP. Other actions that are relevant include supporting waste collection and disposal to be more sustainable. Specific funding has been allocated to enable the redevelopment</p>	

Strategy	Details	Information / Link
	of Waterbeach depot to generate renewable energy to charge an electric waste collection fleet	
Climate Change Strategies	<p>The Cambridge & Peterborough Climate Action Plan sets out actions to reduce emissions. This includes for businesses, buildings, transport, waste and energy use.</p> <p>Link to actions in this strategy such as waste vehicles being zero emission</p> <p>County Climate Change and Environment Strategy (2022)</p> <p>Cambridge City Council Climate Change Strategy (2021-2026)</p> <p>South Cambridgeshire District Council Zero Carbon Strategy (2020) - This sets out the need to halve net carbon emissions in the district by at least 2030</p>	<p>CPCA Climate Action Plan: cambridgeshirepeterborough-ca.gov.uk/what-we-deliver/environment/</p> <p>Cambridgeshire County Council: www.cambridgeshire.gov.uk/residents/climate-change-energy-and-environment/climate-change-and-environment-strategy</p> <p>Cambridge City council: www.cambridge.gov.uk/climate-change-strategy</p> <p>South Cambridgeshire District Council: www.scambs.gov.uk/climate-emergency-and-nature/policy-and-strategies/zero-carbon-strategy</p>
Cambridgeshire & Peterborough Integrated Care System Strategy	Priority 2 references the need to 'Create an environment to give people the opportunity to be as healthy as they can be' including clean air	www.cpics.org.uk/our-priorities

Appendix D: Glossary of Terms

Abbreviation	Description
Ambient	Existing conditions in the area
AQAP	Air Quality Action Plan
AQG	Air Quality Guidelines
AQMA	Air Quality Management Area
ASR	Annual Status Report
Background sources of air pollution	These include regional and national sources such as transboundary pollution, natural sources such as sea salt spray and secondary pollution associated with chemical reactions in the atmosphere.
CCC	Cambridge City Council
COMEAP	Committee on Medical Effects of Air Pollution
DEFRA	Department for Environment, Food and Rural Affairs
GCP	Greater Cambridge Partnership
GDP	Gross Domestic Product
HGV's	Heavy Duty Vehicles such as lorries
EU	European Union

Abbreviation	Description
LAQM	Local Air Quality Management
NAEI	National Atmospheric Emissions Inventory
NO ₂	Nitrogen Dioxide
NO _x	Nitrogen Oxides
PM ₁₀	Airborne particulate matter with an aerodynamic diameter of 10µm or less
PM _{2.5}	Airborne particulate matter with an aerodynamic diameter of 2.5µm or less
SCDC	South Cambridgeshire District Council
SO ₂	Sulphur Dioxide
SPD	Supplementary Planning Document
WHO	World Health Organisation
ug/m ³	Unit of measurement - Micrograms per cubic metre
1km ²	Unit of Measurement - One kilometre by one kilometre

Appendix B: Action Plan - Measures for delivering key priorities.

Key Priority 1: Regulatory Policies & Development Control

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
Control of emissions through planning – Operational Phase	Requirements to design out emissions from all new developments	Where technically viable: Provide active travel provision, cycle parking, car clubs, EVCP, alternatives to combustion emissions for heating and hotwater provision built into development design	Aim to achieve air quality neutral development	SPD in place for Cambridge City; Low Emission Strategy for major development in SCDC	Greater Cambridge Shared Planning Service	Greater Cambridge
Control of emissions through planning – Construction Phase	Requirements to minimise emissions through conditions to control dust and emissions from non road mobile machinery (NRMM) where appropriate	Through conditions minimise emissions during the construction phase	Minimise emissions during construction phase	Sustainable Design and Construction SPD, Policy 36 Cambridge City and Policy SC/14 SCDC of relevant local plans	Greater Cambridge Shared Planning Service	Greater Cambridge

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
Electric Vehicle Charge Points (EVCP) – Car Parks	Provision of active and passive EVCP within all new / expanded and refurbished car parks	Minimum of 25% active and 75% passive EVCP provision. Active mix of slow (Min 7kW), fast (min 24kW) and rapid depending on end use	Enable uptake of electric vehicles through provision of infrastructure	Delivered in Cambridge City through SPD.	Environmental Health – Cambridge City / Greater Cambridge shared Planning Service	Greater Cambridge
Reduce emissions from emergency / back-up generators	Requirement to pursue alternatives to diesel generators	Where back up / emergency generators are required alternatives to diesel are required, particularly for sites in urban areas and adjacent to residential receptors	Improve public health, reduce potential for localised hotspots	Under Development	Cambridge City Council	Greater Cambridge but primarily targeted in Cambridge City and urban areas
Reduce PM_{2.5} emissions from solid fuel burning	Smoke Control Area (SCA) - Review	Opportunity to reduce contribution of PM _{2.5} from solid fuel burning in the city through review of boundaries of SCA, look at options including whether to include moorings within SCA, and if changes proposed carry out consultation. Update Guidance and policy in response to changes to legislation	Reduce background PM _{2.5} levels	Taking options to committee in Autumn 2024	Cambridge City Council – Environmental Health	Cambridge City Only

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
Processes	Environmental Permits	Review Environmental Permits / Best Available techniques (BAT)	Minimise emissions in line with legislation and Section 4.2 of National Air Quality Strategy	Ongoing as part of legislative requirements	Cambridge City and SCDC Environmental Health departments	Cambridge City and SCDC
	Commercial Process	All new commercial processes to fulfil licencing requirements and consider emissions	Minimise emissions in line with legislation and Section 4.2 of National Air Quality Strategy	Ongoing as part of legislative requirements	Cambridge City and SCDC Environmental Health departments	Cambridge City and SCDC
Guidance & Policy	Low Emission Taxis Policy	Taxi Policy to encourage low emission vehicles	Reduce emissions within urban city centres	Cambridge City - going back to licencing committee in January 2024 to discuss extension of policy to allow hybrid vehicles	Cambridge City & SCDC have separate policies	Cambridge City and SCDC
	Greater Cambridge	Policy to deliver ongoing air quality improvements.	Aim to achieve air quality	Ongoing	Greater Cambridge	Greater Cambridge

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
	Emerging Local Plan - Air Quality Policy	Policy needs to link succinctly with other relevant policies and ensure they do not conflict. For example: Health Impact Assessment (HIA), parking provision (Car and cycle), Climate Change and Sustainability	neutral developments		Shared Planning Service	
	Emerging Local Plan – Health Impact Assessment (HIA)	Requirement for major developments to undertake a Health Impact Assessment (HIA)	Improve public Health	Ongoing	Greater Cambridge Shared Planning Service	Greater Cambridge
	Greater Cambridge Air Quality Strategy	Develop strategy to align with emerging Local Plan policy	Deliver continued air quality improvements	Being taken to respective committees in March / April 2024 for Adoption	Cambridge City & SCDC	Greater Cambridge
	County Wide Strategies which help	See Appendix C for details of strategies and relevant links	Co-ordinate delivery of measures which	Ongoing	Various	Cambridgeshire

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
	deliver air quality improvements		offer improved air quality as a co-benefit			
Reduce Council Emissions	Cambridge City Climate Change Strategy & SCDC Zero Carbon Strategy	Co-benefits for air quality as part of councils' commitment to become net zero carbon	Reduce Council operational emissions	Ongoing	Cambridge City & SCDC	Cambridge City & SCDC

Key Priority 2: Infrastructure Improvements

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
Active Travel	Greenways	Twelve Greenways feeding into Cambridge allowing walkers, cyclists and	The Greenways will make it easier and more pleasant to travel in and out of Cambridge in a sustainable way. They'll also help make local journeys like school runs safer and easier.	Various projects either delivered or under development www.greatercambridge.org.uk/sustainable-transport-programme/active-travel-projects	Greater Cambridge Partnership (GCP)	Greater Cambridge

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
		other non motorised vehicle users to travel safely and sustainably	Where possible they will link to other active travel projects like the Chisholm Trail.			
	Chisholm Trail 2	Second part of the Chisholm Trail project to provide walking and cycling route across the City.	Reduce vehicle emissions	Phase 1 completed in 2022, Phase 2 under Construction www.greatercambridge.org.uk/sustainable-transport-programme/active-travel-projects/chisholm-trail	Greater Cambridge Partnership (GCP)	Greater Cambridge
	Cycling plus improvements	Prioritised list of additional walking, cycling and active travel schemes in Greater Cambridge to create	Current Schemes include Hills Road, Addenbrookes Roundabout and A1134	www.greatercambridge.org.uk/sustainable-transport-programme/active-travel-projects/addenbrookes-roundabout www.greatercambridge.org.uk/sustainable-transport-	Greater Cambridge Partnership (GCP)	Greater Cambridge

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
		additional links within the wider active travel network		programme/active-travel-projects/hills-road		
	Hire Schemes for bikes and scooters	Various cycle and scooter hire schemes operating in Cambridge. Expansion of these schemes to allow bike hire at P&R sites.	Facilitate uptake of bikes providing alternative to cars.	Ongoing	Cambridgeshire County Council	Greater Cambridge
Public Transport Improvements	Corridor Schemes	Four corridor schemes to offer better public transport and active travel routes along corridors, identified as	The four schemes are Cambourne to Cambridge, Waterbeach to Cambridge, Cambridge East and Cambridge South East	See Public Transport Schemes www.greatercambridge.org.uk/sustainable-transport-programme/public-transport-schemes	Greater Cambridge Partnership (GCP)	Greater Cambridge

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
		essential to link growing communities in the north, south, east and west.				
	Cambridge South Station	New railway station acting as a destination station for the Cambridge Biomedical Campus and Addenbrookes.	New destination station to facilitate travel to Cambridge Biomedical Campus, reducing need for car travel.	Under Construction	Network Rail	Cambridge City
	Active Travel and Bus Priority Schemes	Schemes in Cambridge to improve active travel and prioritise bus routes into and out of the City. Includes:	Increase uptake of public transport	Various projects either delivered or under development www.greatercambridge.org.uk/sustainable-transport-programme/active-travel-projects	Greater Cambridge Partnership (GCP)	Greater Cambridge

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
		Milton Road, Newmarket Road.				
	Travel Hubs	10,000 additional park and ride spaces for people to switch to sustainable transport	Includes a new Travel Hub at Cambridge South West as well as hubs linked to corridor schemes. New facilities will have charging points for electric vehicles	www.greatercambridge.org.uk/sustainable-transport-programme/other-transport-schemes/cambridge-south-west-travel-hub-1	Greater Cambridge Partnership (GCP)	Greater Cambridge
	New Station for Waterbeach	Relocating the current Waterbeach railway station to provide a rail link for the new town as per the planning application	Facilitating the shift from private vehicle use	www.greatercambridge.org.uk/news/proposal-for-major-investment-to-unlock-thousands-of-new-homes-published	Greater Cambridge Partnership (GCP)	Greater Cambridge

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
	Bus Network	Projects to increase number of electric buses, bus franchising options and bus services and reform work.	Reduce Emissions from buses. Provision of public transport network to reduce need for private vehicles.	Electric Vehicle Implementation Strategy to be finalised in 2024	Cambridgeshire & Peterborough Combined Authority (CPCA)	Greater Cambridge
Wider Network	Car Club Contract	Contract set up to deliver new car club vehicles as need identified. Expectation of shift towards electric vehicles where infrastructure exists	Reduce reliance on private car ownership in existing residential areas	Contract in place – reactive as need identified	Cambridge City Council – Parking Services	Cambridge City
	City Centre Heat Network	City centre heat network.	Reduce emissions within historic city centre	Funding being sought	Cambridge University	Cambridge City

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
		Consortium bid for money business case proposal – large buildings, not residential – phased approach				
	EV Charging On-Street	Enabling electric vehicle ownership for residential streets with no off street parking – e.g. lamp column chargers, pavement parking and charging facilities for electric bikes / cargo bikes,	Enabling infrastructure within existing residential areas to facilitate shift to zero emission vehicles	Post in place to help deliver this	Cambridgeshire County Council	Greater Cambridge

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
		pavement gullies for charging cables				
	SCDC EV charging community Scheme	Money available to install EV charge points in SCDC as identified by communities within SCDC	Enabling Infrastructure within existing residential areas to facilitate shift to zero emission vehicles.	www.scambs.gov.uk/climate-emergency-and-nature/grants-funding-and-community-support/electric-vehicle-charge-point-grant/	SCDC	SCDC
	Electric Vehicle charging in City Centre Car Parks	Contract in place to install EV charge points in all City Centre car parks	Facilitate shift to zero emissions vehicles	Charge points in place in some council car parks including Adam and Eve and Queen Anne. Ongoing at other sites	Cambridge City Council – Parking Services	Cambridge City
	Council Fleet – transition to Electric vehicles	Planned upgrade of all fleet vehicles to electric. The	Part of council vision for council to be Net Zero carbon offering air quality co-benefits	Ongoing	Cambridge City and SCDC Councils	Greater Cambridge

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
	starting with Waste Fleet	Councils are delivering the £5.7m Waterbeach Depot Solar Park project, including funding from the CPCA. This will enable more of the waste collection fleet to go electric.			Greater Cambridge Shared Waste	
	Pilot Freight Partnerships	Feasibility Study to assess to possibility of having a freight consolidation scheme for	Reduce emissions from freight deliveries in Cambridge City Centre	Ongoing	Greater Cambridge Partnership (GCP)GCP	Greater Cambridge

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
		City Centre businesses.				
	Road / Network Classification	GCP have undertaken consultation on a new road network classification for Cambridge	Consultation explored changing the way that traffic and people use roads to move around the city. Space on the roads could be freed up for more frequent and more reliable public transport. It could also create a safer and more attractive environment for people walking and cycling.	Consultation feedback to be published in 2024	Greater Cambridge Partnership (GCP)	Cambridge City
	Heavy Goods Vehicles (HGV)	Improve information fed into HGV sat navs to cover all weight and	Reduce emissions	Work commenced	Cambridgeshire County Council	Greater Cambridge

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
		<p>height restrictions.</p> <p>Engagement with Road Haulage Association to encourage hauliers to use HGV specific sat navs</p>				
	<p>Integrated Parking Strategy, including on-street parking controls such as residential parking schemes</p>	<p>GCP and partners are working on an integrated parking strategy looking at how parking in Greater Cambridge could be better managed to</p>	<p>Potential to make better use of on-street, off-street and park and ride facilities to encourage sustainable travel</p>	<p>Vision for Parking Strategy adopted 2022, working on Action Plan</p>	<p>Cambridgeshire County Council and partners</p>	<p>Greater Cambridge</p>

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
		achieve sustainable transport objectives.				
Boats & Moorings	Alternatives to solid fuel	Options for upgrading the energy sources available for boats in the City (irrelevant of SCA) Feasibility of installing electric charging.	Reduce emissions most notable PM _{2.5}	New Project	Cambridge City Council – Environmental Health	Cambridge City
Reducing Council Emissions	Cowley Road Depot Improvements	EVCP infrastructure to facilitate uptake of electric fleet	Part of council vision for Council to be Net Zero carbon offering air quality co-benefits	Ongoing	Cambridge City Council	Cambridge City

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
Offset Emissions	Green Infrastructure	Offset Emissions through the use of green infrastructure – planting of trees & Hedgerows where appropriate	There is some evidence to suggest that within certain locations the planting of trees and / or hedgerows can absorb certain pollutants and / or act as a barrier. Further research required	In development	Cambridge City and SCDC	Greater Cambridge

Key Priority 3: Community Engagement, Promotion and Research

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
Promotion of alternative to private vehicle use	Active Travel Campaign	Work closely with the new Active Travel Team. Combined Authority and County have new Active Travel Teams that will be	Reduce reliance on private vehicles and emissions from these.	Ongoing	Cambridgeshire County Council	Cambridgeshire

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
		working with Active Travel England to bring forward improvements and promote active travel alternatives.				
	Businesses	Workplace travel planning. Engagement with businesses, to reduce emissions from their activities. Business forums – education and awareness raising.	Reduce reliance on private vehicles and reduce emissions associated with business activities.	Ongoing	Cambridge City & SCDC	Greater Cambridge
	Schools	Work with the Road Safety and Active Travel teams to promote and facilitate sustainable and active travel to school by school children and parents School travel plans and School Streets	Reduce reliance on private vehicles and emissions associated with these.	Ongoing	Cambridgeshire County Council and wider partners	Greater Cambridge

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
	Doctors / Owl bikes project	Promote clean air quality and travel alternatives working with GPs, Cambridgeshire County Council and Cambridge and Peterborough Combined Authority (CPCA).	Reduce reliance on private vehicles and emissions associated with these.	Bid for funding submitted to Defra in October 2023. Current bid for funding with Cambridgeshire County Council	Cambridgeshire County Council and wider partners	Greater Cambridge
General Air quality awareness Raising	General	Proactive and reactive messages via Website, leaflets, social media, radio, local television Develop communications strategy	Shift in behaviour to reduce pollution emissions	Cambridge City in process of developing communications strategy	All Partners	Greater Cambridge
	Specific promotional days	Clean Air Day (June), Clean Air Night (Jan), Car Free Day (September), Cycle to Work Month (September) & Walking Month (May)	Shift in behaviour to reduce pollution emissions	As required	All Partners	Greater Cambridge
	Website	Update of District Council websites in line with	Shift in behaviour to reduce pollution	Ongoing	Cambridge City and SCDC	Greater Cambridge

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
		National Air Quality Strategy	emissions, access to air quality data			
Links with Climate change Work	General	Education on the linkages between climate change and air quality Education links on energy reduction/implementation of energy efficiency measures	Shift in behaviour to reduce pollution emissions	Ongoing	Cambridge City, SCDC, Cambridgeshire County Council	Greater Cambridge
Engagement with Farming Community	Various engagement methods	Engagement with farming community to highlight the links between ammonia and particulate air pollution.	Reduce ammonia emissions	In development	SCDC, Natural England	SCDC
Dissemination of Air Quality Data	Website	Air quality data is available on several platforms including council websites, UK Air, Air Quality Index. Ensuring general public are aware of where this	Public Health benefits	Ongoing	Cambridge City Council and SCDC	Greater Cambridge

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
		data can be found and how it can be used				
Anti Idling	General	Whilst neither Councils have powers for enforcement this is a high profile issue that would benefit from education and awareness raising.	Shift in behaviour to reduce pollution emissions & Public Health benefits	Ongoing	Cambridge City Council and SCDC	Greater Cambridge
Reporting Progress	Steering Group Meeting	Quarterly meetings with partners Engagement with partners at these meeting important to keep air quality on the agenda	Sharing of information and progress report	Ongoing – quarterly meetings	Cambridge City Council	Greater Cambridge
	Annual update on progress of report	Production of Annual Status Report (ASR) for DEFRA. Publicly available on council website	Sharing of information and progress report	Annual Report	Cambridge City and SCDC	Cambridge City & SCDC

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
Reducing Particulate Emissions	Promote reduced and / or 'better burning'	Solid fuel burning both indoors and outdoors (e.g. bonfires) is a source of particulates within Greater Cambridge.	Reduce particulates within Greater Cambridge; most notably PM2.5	ongoing	Cambridge City and SCDC	Greater Cambridge

Key Priority 4: Monitoring

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
Monitoring	Maintain monitoring network	Need to ensure monitors are maintained in compliance with LAQM guidelines to ensure that data is robust.	Assessment of compliance with WHO targets	Ongoing – Statutory Requirements	Cambridge City & SCDC	Cambridge City & SCDC
	Review monitoring network	Need to ensure that monitors are placed to capture the changes in air pollution as area is developed and changes made to infrastructure	Assessment of compliance with WHO targets	Ongoing – Statutory Requirements	Cambridge City & SCDC	Cambridge City & SCDC

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
	New Monitoring techniques	Continue to keep up to date with new technologies for monitoring air pollutants / working with partners	Ensuring cost effective and accurate methods are used to assess compliance with WHO targets.	Ongoing	Cambridge City & SCDC	Cambridge City & SCDC
	Modelling	Modelling impact of fringe developments without STZ With scale of development predicted in local plan with no interventions Links to work already undertaken by GCP	Provide data on the effects on air quality of future proposed actions.	Ad Hoc	Cambridge City & SCDC	Greater Cambridge
	Wind Cap Project	Funding secured from Cambridgeshire County Council for 3 year project to measure nitrogen dioxide (NO ₂) using diffusion tubes both with and without a wind cap	Assessing effect of changes in meteorological conditions on accuracy of data provided by traditional monitoring techniques	Ongoing – Began in April 2023	Cambridge City	Cambridge City

Broad Measure	Project / s	Details	Impact	Progress	Lead Delivery Body	Area Covered
	Smogmobile Project	Cambridgeshire County Council funding secured for project to measure emissions along key roads in Cambridge at peak hours with scope to look at producing interactive maps to plan walking routes minimising exposure	Behavioural Change and public Health Benefits	Funding secured. Work to being in 2024	Cambridge City	Cambridge City
Agriculture	General	Consideration of ammonia emissions from farming. Reference in National Air Quality Strategy (Section 4.4.) further consideration required	Unknown	Unknown	SCDC	SCDC

Cambridge City Council Equality Impact Assessment (EqIA)

This tool helps the Council ensure that we fulfil legal obligations of the [Public Sector Equality Duty](#) to have due regard to the need to –

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Guidance on how to complete this tool can be found on the Cambridge City Council intranet. For specific questions on the tool email Helen Crowther Equality and Anti-Poverty Officer at equalities@cambridge.gov.uk or phone 01223 457046.

Once you have drafted the EqIA please send this to equalities@cambridge.gov.uk for checking. For advice on consulting on equality impacts, please contact Graham Saint, Strategy Officer, (graham.saint@cambridge.gov.uk or 01223 457044).

1. Title of strategy, policy, plan, project, contract, or major change to your service

Greater Cambridge Air Quality Strategy (2024 – 2029)
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2. Webpage link to full details of the strategy, policy, plan, project, contract, or major change to your service (if available)

Browse meetings - Environment and Community Scrutiny Committee - Cambridge Council
--

3. What is the objective or purpose of your strategy, policy, plan, project, contract, or major change to your service?
--

The primary objectives of the Greater Cambridge Air quality Strategy (2024 – 2029) are:

- | |
|---|
| <ul style="list-style-type: none">1. Continue to meet and deliver all legislative and policy requirements associated with air quality under the Environment Act 2021 and Local Air Quality Management (LAQM). |
|---|

2. Continue to improve air quality across Greater Cambridge enhancing the health of those living, working and visiting Greater Cambridge
3. Work towards World Health Organisation Air quality Guideline annual averages as longer term targets with interim targets for delivery within the lifetime of the strategy (5 years).

Air Quality has improved across Cambridge in recent years both in response to active measures implemented by Cambridge City Council to improve air quality and due to the modernisation of the transport fleet in accordance with stricter emission standards; however it is widely accepted that there is no safe level of air pollution. Greater Cambridge is a major growth area with large scale development and population increase coming forward in the next 10-20 years. This Strategy seeks to strike a balance in supporting the productivity, economy and prosperity of Greater Cambridge whilst continuing to deliver improvements in air quality and the positive health outcomes that improved air quality will deliver for both residents and visitors to the Greater Cambridge area. It outlines the action both Cambridge City Council and its partners will take to improve air quality in Cambridge between 2024 -2029. Cambridge City council is committed to reducing the exposure of people in Cambridge to poor air quality to improve health.

4. Responsible service: Environmental Health

5. Who will be affected by this strategy, policy, plan, project, contract or major change to your service?

(Please tick all that apply)

- Residents
- Visitors
- Staff

Please state any specific client group or groups (e.g. City Council tenants, tourists, people who work in the city but do not live here):

Because the scope of the strategy is district wide anyone in Greater Cambridge including residents, visitors and staff could be potentially affected.

6. What type of strategy, policy, plan, project, contract or major change to your service is this?

- New
- Major change
- Minor change

7. Are other departments or partners involved in delivering this strategy, policy, plan, project, contract or major change to your service? (Please tick)

- Yes
 No

Not all sources of air pollution originate from within Greater Cambridge. For some pollutants achieving the objectives set out in the strategy will require policy intervention not only locally but nationally and internationally. Local Authorities have the responsibility of monitoring air quality within their district. The Strategy focuses on sources of pollution that can be influenced locally working with delivery partners across a range of disciplines to deliver improved air quality. Partners include Greater Cambridge Planning Service, Cambridgeshire County Council (Highways and Public Health), GCP and Cambridgeshire and Peterborough combined Authority

8. Has the report on your strategy, policy, plan, project, contract or major change to your service gone to Committee? If so, which one?

It was agreed at the October 2023 Environmental & Community Scrutiny Committee to pursue a joint air quality strategy with South Cambridgeshire District Council (SCDC) and to work towards World Health Organisation (WHO) air quality guideline targets. SCDC agreed these decisions at their equivalent committee in December 2023.

The full Greater Cambridge Air Quality Strategy will be put forward for adoption at the March 2024 Environmental and Community Scrutiny Committee.

9. What research methods/ evidence have you used in order to identify equality impacts of your strategy, policy, plan, project, contract or major change to your service?

- [Public Health Outcomes Framework - Data - OHID \(phe.org.uk\)](#)
- www.local.gov.uk/publications/air-quality-briefing-directors-public-health
- [Report: Air Quality and Social Deprivation in the UK: an environmental inequalities analysis - Defra, UK\)](#)
- 'State of the city Report' (www.cambridge.gov.uk/state-of-the-city)
- Census 2021 and Joint Strategic Needs Assessment data - [Cambridgeshire & Peterborough Insight – Welcome to Cambridgeshire & Peterborough Insight \(cambridgeshireinsight.org.uk\)](#).
- [The Health Of People From Ethnic Minority Groups In England | The King's Fund \(kingsfund.org.uk\)](#)

The Draft Strategy was open for wider public consultation on citizen Lab between 18th January and 19th February 2024 with publicity to promote the consultation via

Cambridge Matters, Press Releases and social media. 323 responses were received of which 71.9% were in support of the proposals. 18% of the respondents identified as male and 13% identified as female. The remainder of the respondents preferred not to state their sex. 8% of respondents stated they had a physical or mental illness lasting more than 12 months.

10. Potential impacts

For each category below, please explain if the strategy, policy, plan, project, contract or major change to your service could have a positive/ negative impact or no impact. Where an impact has been identified, please explain what it is. Consider impacts on service users, visitors and staff members separately.

(a) Age - Please also consider any safeguarding issues for children and adults at risk

All ages are impacted by poor air quality, but the young and the old are the most vulnerable. Those most likely to be affected by air pollution are people with asthma, chronic obstructive pulmonary disease or cardiovascular disease. Those who are more susceptible to air pollution in certain life stages are unborn babies (pregnant women), children (some children are particularly vulnerable i.e. those with underlying chronic lung condition and cystic fibrosis) and older adults. Older adults are also more sensitive to air pollution leading to the need for increased care, including hospitalisation.

13.5% of Cambridge City population is under 15 years old with 11.4% of the population over 65 years old (Census 2021). Taking this into consideration if the measures within the strategy are implemented and the interim targets realised it would have a positive impact on children aged under 15 years old and adults aged 50 or over which represents approximately 38.7% of Cambridges population.

Some measures identified within the strategy promote the use of public transport and active travel i.e. walking and cycling and discourage the use of motor vehicles. Some less mobile older adults may find it harder to easily adapt their lifestyles to take up alternative more sustainable modes of travel. Whilst infrastructure projects are a key delivery mechanism for delivering improved air quality within the strategy; each will be considered as a standalone project and be assessed against accordingly against the Public Sector equality duty and if a negative impact identified mitigation proposed.

In addition a potential barrier exists in the older population for accessing information and services through online platforms and social media. Research shows that older adult can be digitally excluded ([Internet users, UK - Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk)). Awareness raising and accessing information by the public is one of the key priorities of the strategy. We will need to ensure that older adults are targeted as part of the promotion campaign. Several ideas were suggested in the consultation as to how to increase awareness of air quality issues and what actions can be taken in addition to digital platforms. We will ensure that we consider all forms of communication in order to access all ages of society.

Positive Impact: Health benefits because of the resultant improvements in air quality and reduction in exposure to pollution

Potential Negative Impact: Making use of private vehicles less accessible may impact on less mobile older adults. Any projects of this type would be assessed as a standalone project and carry out their own EqIA. Research suggests that older adults are more likely to be digitally excluded. When promoting the air quality agenda we will need to consider this group and ensure they are targeted.

(b) Disability

In the 2021 census a total of 6.2% of Cambridge City residents are living with a disability that limits day to day activities. All members of this group would benefit from the health benefits offered from improved air quality. Improved air quality can prevent exacerbation of certain existing conditions for example those who have existing heart and lung conditions are more sensitive to air pollution leading to the need for additional medical care including hospitalisation. This group would disproportionately benefit from the measures implemented in the strategy and the subsequent air quality improvements.

Some of the measures in the Strategy aim to improve pedestrian and cyclist access throughout the city encouraging active travel i.e. walking and cycling and discouraging the use of motor vehicles. Improvements to the highways and the pavements would likely improve the ability for those with physical disabilities to travel through the district. This was highlighted as a concern in the responses to our consultation where the state of pavements was a barrier to disabled people accessing services.

Where infrastructure projects discourage the use of private vehicles and promote public transport and active travel; those less mobile people with a disability may find it harder to easily adapt their lifestyles to take up alternative more sustainable modes of travel. Whilst infrastructure projects are a key delivery mechanism for delivering improved air quality within the strategy; each will be considered as a standalone

project and be assessed accordingly against the Public Sector equality duty and if a negative impact identified mitigation proposed.

In addition a potential barrier exists for those with a disability accessing information and services through online platforms and social media. Research shows that people with a disability can be digitally excluded [Exploring the UK's digital divide - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/peoplepopulationandcommunity/digitaltechnology/articles/exploring-the-uk-digital-divide-2019). Awareness raising and accessing information by the public is one of the key priorities of the strategy. We will need to ensure that those with a disability are targeted as part of the promotion campaign. Several ideas were suggested in the consultation as to how to increase awareness of air quality issues and what actions can be taken in addition to digital platforms. We will ensure that we consider all forms of communication in order to access all aspects of society.

Positive Impact: Health benefits because of the resultant improvements in air quality and reduction in exposure to pollution

Potential Negative Impact: Making use of private vehicles less accessible may impact on those with mobility issues. Any projects of this type would be assessed as a standalone project and carry out their own EqlA. Research suggests that people with a disability are more likely to be digitally excluded. When promoting the air quality agenda we will need to consider this group and ensure they are targeted.

(c) Gender reassignment

No negative impact has been identified specific to people with this protected characteristic although all members of this group would benefit from the health benefits offered from improved air quality.

No Impact predicted

(d) Marriage and civil partnership

32.9% of the Cambridge population is married or in a civil partnership (census 2021), which is well below the regional average (47.2%) and National (44.7%).

No negative impact has been identified specific to people with this protected characteristic although all members of this group would benefit from the health benefits offered from improved air quality.

No Impact predicted

(e) Pregnancy and maternity

There were 1,293 live birth to people in Cambridge City in 2021 (JSNA 2023). Exposure to air pollution is linked to premature birth, still birth and organ damage during development. The proposal will improve air quality across the city with positive impacts in terms of pregnancy and maternity.

All people with this protected characteristic would benefit from the health benefits offered from improved air quality, however Pregnant people may not be able to access all of the opportunities available by active travel i.e. walking and cycling and public transport given the potential for reduced mobility during pregnancy. Whilst infrastructure projects are a key delivery mechanism for delivering improved air quality within the strategy; each will be considered as a standalone project and be assessed against accordingly against the Public Sector equality duty and if a negative impact identified mitigation proposed.

Positive Impact: Health benefits because of the resultant improvements in air quality and reduction in exposure to pollution

Potential Negative Impact: may not be able to easily access options for active travel increasing reliance on private vehicles. Any projects of this type would be assessed as a standalone project and carry out their own EqIA.

(f) Race – Note that the protected characteristic ‘race’ refers to a group of people defined by their race, colour, and nationality (including citizenship) ethnic or national origins.

Approximately half (53%) of the respondents to the 2021 census in Cambridge City described themselves as White British. The remainder is made up of black and ethnic groups with the largest group Other white (21.5%) followed by Asian, Asian British or Asian Welsh (14.8%).

City wide improvements to air quality will benefit all people living in the city, including a high proportion of the population from ethnic minority backgrounds. This could be important as UK-wide research shows that there are health inequalities between ethnic minority and white groups, and between different ethnic minority groups – and air pollution can exacerbate some existing health conditions.

Positive Impact: Health benefits because of the resultant improvements in air quality and reduction in exposure to pollution

(g) Religion or belief

No negative impact has been identified specific to people with this protected characteristic although all members of this group would benefit from the health benefits offered from improved air quality.

No Impact Predicted

(h) Sex

No negative impact has been identified specific to people with this protected characteristic although all members of this group would benefit from the health benefits offered from improved air quality.

No Impact Predicted

(i) Sexual orientation

No negative impact has been identified specific to people with this protected characteristic although all members of this group would benefit from the health benefits offered from improved air quality.

No Impact Predicted

(j) Other factors that may lead to inequality – in particular, please consider the impact of any changes on:

- **Low-income groups or those experiencing the impacts of poverty**
- **People of any age with care experience – this refers to individuals who spent part of their childhood in the care system due to situations beyond their control, primarily arising from abuse and neglect within their families. The term “Care experience” is a description of a definition in law, it includes anyone that had the state as its corporate parent by virtue of a care order in accordance with the Children Act 1989 and amendments.**
- **Groups who have more than one protected characteristic that taken together create overlapping and interdependent systems of discrimination or disadvantage. (Here you are being asked to consider intersectionality, and for more information see: https://media.ed.ac.uk/media/1_I59kt25q).**

Low Income Groups – poorer air quality in Greater Cambridge is predominantly linked with vehicle movements along busy roads. Whilst nationally there is a significant link between lower incomes and poorer air quality; in Cambridge this is not as evident as more deprived Wards are not necessarily located adjacent to the busiest roads. However a small increase in PM_{2.5} can be seen in lower income wards in the north of the city (King Hedges, Arbury & Abbey) most likely by the proximity of the A14.

People of any age with care experience - No impact identified for people with Care Experience

Groups who have more than one protected characteristic - If people have some long-term health conditions as well as well as being children, older age, or pregnant then impacts of poor air quality can be exacerbated as increased vulnerabilities.

11. Action plan – New equality impacts will be identified in different stages throughout the planning and implementation stages of changes to your strategy, policy, plan, project, contract or major change to your service. How will you monitor these going forward? Also, how will you ensure that any potential negative impacts of the changes will be mitigated? (Please include dates where possible for when you will update this EqIA accordingly.)

The Greater Cambridge Air Quality Strategy is an evolving document that pulls together all activities that deliver improvements to air quality into one single document. It is important that when undertaking promotion and awareness raising

(Priority 3) that consideration is given to those groups where a potential negative impact has been identified and targeted communications are undertaken to mitigate negative impacts where possible. Monitoring (Priority 4) should consider all protected characteristic groups where a potential positive or negative impact has been identified if applicable. Measures identified under Priorities 1 (Regulatory Policies & Development Control) & 2 (Infrastructure Projects) are key for delivering improved air quality across Greater Cambridge. Measures under these priorities will be delivered by a range of partners. Each will operate as a standalone project and be assessed accordingly

12. Do you have any additional comments?

13. Sign off

Name and job title of lead officer for this equality impact assessment: Elizabeth Bruce, Scientific Officer

Names and job titles of other assessment team members and people consulted: Helen Crowther, Equality & Anti Poverty Officer; Yvonne O'Donnell, Environmental Health Manager; Jo Dicks, EQG Team Manager & Anne Marie-Hindley, Scientific Officer

Date of EqIA sign off: 6th March 2024

Date of next review of the equalities impact assessment: 30th June 2025

Date to be published on Cambridge City Council website: 30th April 2024

All EqIAs need to be sent to the Equality and Anti-Poverty Officer at equalities@cambridge.gov.uk

Appendix D – Consultation responses

The Draft Strategy was open for wider public consultation on citizen Lab between 18th January and 19th February 2024 with publicity to promote the consultation via Cambridge Matters, Press Releases and social media. 383 responses were received representing both city and south Cambridgeshire.

Question 1 - Do you agree with the objectives of the Strategy?

In summary 71.9% of responders agreed with the objectives and 21.4% of responders disagreed with the objectives.

The main reasons given for disagreeing with the objectives were that they felt air quality in Cambridge was already good and that the Strategy is a pretext for imposing additional costs or taxes on motorists.

Question 2 - Do you agree with adoption of the WHO guidelines?

66.7% of responders agreed with adopting the WHO guidelines for the Strategy with 23.9% of responders disagreeing with adopting the WHO guidelines.

The main reasons given for disagreeing with the adoption of the WHO guidelines were a distrust towards WHO as it was an international body.

Again responders who disagreed felt air quality was good and therefore a more stringent guideline was not required and the guidelines were a pretext for imposing additional costs or taxes on motorists.

Question 3 - Do you think we should have interim targets?

The responses to the consultation showed 64% of people were in favour of having interim targets. Responders who disagreed with the interim targets felt that they weren't necessary, and some felt that they took the focus away from reaching the WHO guidelines.

Question 4 – Put the key priorities in order of importance for you

The key priorities in order of most importance:

Infrastructure improvements

50.2%

Monitoring of pollutant levels

20.2%

Planning policy

16.8%

Awareness raising and communication

12.8%

Question 5 - Put the key priorities in order of least importance for you

Awareness raising and communication.

38.8%

Planning policy

24.2%

Monitoring of pollutant levels

22.3%

Infrastructure improvements

14.7%

Anything else you think should be a key priority?

Summary of responses:

- Need for better traffic management and reduction of vehicle emissions.
- Improvements in public transport infrastructure, such as more frequent buses and buses which run later in the evenings.
- The improvement of cycle lanes to encourage alternative modes of transportation, such as better surfaces, repairing potholes and better lighting for offroad routes.
- Importance of specific and measurable goals, such as the adoption of all-electric buses and the elimination of wood-burning stoves.
- Transparency and accessibility of plans.
- Concerns about overdevelopment and its impact on pollution, with some citizens advocating for a halt to further re-developments and new developments to prevent increasing pollution.
- Reduction of solid fuel burning and the enforcement of smoke control areas.
- The monitoring of pollutant levels and the effects on health.

Question 6 - Please select the three sources which you feel have the most impact on air quality in your day-to-day activities.

The top three sources from the respondents to the survey were:

- Vans / lorries,
- Cars, and
- Idling
- (Chimneys and domestic burning were a close 4th activity which had the most impact on air quality.)

Question 7 - We provide information about air quality in Greater Cambridge on the Cambridge City Council website. Were you aware that this information was available?

There was an even split with the response to the question, with half of respondents saying they were aware and half saying they were not.

Question 8 - Were you aware Air Quality information is provided on our website?

There was an even split with the response to the question, with half of respondents saying they were aware and half saying they were not.

Question 9 - As an individual do you take any of the following actions to reduce your emissions of air pollutants?

Walk or cycle for shorter journeys

25.8%

Buy local more often to reduce freight mileage

16.1%

Only use petrol/diesel vehicles for longer journeys

12.3%

Choose not to burn solid fuel

11.9%

Consider air source/ground source heat pump or solar panels to power your home/business

11.6%

Use public transport to get to work/school/leisure activities

11.5%

Drive an electric car

4.1%

Follow the Burn Better guide to solid fuel burning

3.4%

Ride an electric bike

3.3%

If there are any other actions you take, please specify below.

- use of alternative modes of transportation.
- reducing car usage, with some opting for cycling, walking, or public transport
- car sharing
- using low-emission vehicles
- use of renewable energy sources.
- installing or considering the installation of solar panels, or heat pumps
- insulating homes to reduce energy consumption
- Gardening and growing their own food
- reducing waste and recycling, choose compostable/recyclable packaging, buy in charity shops when possible.

Question 10 - What actions would you like to take and what are the barriers that prevent you from currently undertaking these actions?

- Switch to electric vehicles (EVs), with many citizens citing the high cost of EVs as a barrier. Additionally, the lack of sufficient charging infrastructure is a concern.
- Home energy improvements are also a common aspiration, with many citizens wanting to install solar panels and heat pumps. However, the high costs and complexity of installation are significant barriers.
- Renters, in particular, feel powerless to make such changes due to their housing situations.
- Public transportation improvements are frequently mentioned, with citizens calling for more reliable, frequent, and integrated services, with the lack of evening services as a particular issue.
- Cycling infrastructure is another area of concern, with citizens wanting safer and better-maintained paths. However, the current state of the infrastructure, including dangerous roundabouts and poorly connected lanes, discourages this mode of transport.
- Some citizens have also suggested innovative ideas such as consolidating deliveries to reduce traffic.
- Several responders suggested creating low emission zones.

Question 11 - Do you have any other comments about the draft strategy and action plan or air quality in Greater Cambridge?

- Concerned about the impact of air quality on health and the environment and want this strategy to go further and be bolder.
- Need for a more inclusive approach that considers the financial implications for all income families, especially regarding the push for electric vehicles, which some find prohibitively expensive.
- There is a call for more consultation with specific groups, such as boaters, to find suitable low-emission solutions.
- Some responses suggest that the strategy is not drastic enough and fails to address the root causes of air pollution, such as excessive car use and illegal parking.
- The importance of preserving and planting more trees is also highlighted.
- Enforcement of pollution controls is a concern, with some citizens noting the lack of plans to enforce idling or incorrect fuel burning regulations.
- There are suggestions for live air quality signs on main roads,
- The implementation of all-electric buses,
- Restricting the city centre to electric cars only.
- Delivery hubs to reduce courier van deliveries and the use of electric cargo bikes in the city centre.
- More involvement with schools especially those in urban areas to reduce their impact on air quality and reduce their exposure.

- Public transport improvements, with some citizens urging the authorities to sort out public transport before restricting car access.
- Concerns about the strategy's focus and reach are raised, with some feeling it is not tightly focused on hotspots or essential journeys, such as school runs.
- Several responses criticize the strategy for lacking ambition and not being linked to improved health outcomes or reducing NHS spending on air quality issues.
- The need for random testing of large vehicles in the city to address the removal of diesel particulate filters.
- A few responses express scepticism about the consultation process, suggesting that the council and Greater Cambridge Partnership (GCP) often ignore consultation results.

Summary

The main comments from the Strategy highlighted the willingness of the general public to undertake actions to improve air quality. However, the barriers to improvements were lack of public transport and the state of roads, cycle paths and footpaths in Greater Cambridge to allow active travel options. The public showed a willingness to convert to more sustainable lifestyles by expressing a wish to purchase EV vehicles but were concerned about the costs and availability of charge points. The public also wants to use sustainable forms of heating such as solar panels, air source heat pumps and ground source heat pumps but were concerned about the lack of information available on how to install these and the associated costs. The responses also highlighted that the public wishes to see more action taken on reducing emissions associated with solid fuel burning, and the planting of more trees to improve the environment. We have amended the strategy and action plan to include these two additional ideas.

We will work with our partners on areas which have highlighted in the Strategy but are not under our direct control these include: public transport, roads, cycle paths and footpaths.

We will also continue to work with our colleagues on biodiversity and raising awareness of smoke control issues.

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Cambridge Market Status and Powers

To: Councillor Rosy Moore, Executive Councillor for Climate Action, and Environment

Environment and Community Scrutiny Committee, 21st March 2024

Report by: James Elms, Director of City Services.

Tel: 01223 458514.

Email: alistair.wilson@cambridge.gov.uk

Wards affected: ALL.

1. Executive Summary

- 1.1 The Council recognises the important contribution that the market can make to the local economy and the character of the City. Markets can deliver economic growth and regeneration; they offer an opportunity for small businesses to get started for a relatively modest financial outlay, help increase city centre vitality and contribute in a number of ways to the local communities they serve.
- 1.2 The recommendations in this report are relevant to the current day-to day operation of its markets. The Council aims to create a market trading environment that compliments the surrounding area and retail offer, is sensitive to the needs of all users of our city and provides a diversity of choice for consumers. It seeks to encourage and stimulate investment from local traders and to create a quality and sustainable offer to our residents and visitors.
- 1.3 It is recognised that it is important that the Council has clarity on the nature of its Market Powers so that there is a reference point for any

action the Council might want to take in respect of protecting and supporting its current and future Markets.

- 1.4 This report summarises the work undertaken by the Markets team and the advice received from The National Association of British Markets (NABMA) Legal and Policy expert and makes a series of recommendations on the operation of modern and successful markets in Cambridge.
- 1.5 The Council's Markets are currently operated under the provisions of the City of Cambridge Act 1985 which incorporates section 50 of the Food Act 1984.
- 1.6 The Council is advised that its Markets would benefit from being operated under the provisions of the City of Cambridge Act, 1985 and Part III of the Food Act 1984, as Part III of the Food Act is the current statutory framework for all modern markets and its provisions are wider than those contained in Part 11, section 50 of the Food Act 1984 for which the Market currently operates.
- 1.7 Use of these additional Part III provisions would provide the Council with a comprehensive range of powers, and it is the intention to consult on the impact of proposed changes.
- 1.8 The proposed engagement framework for consultation on the impact of any proposed changes is detailed in Section 5 of this report.

2. Recommendations

- 2.1 The Executive Councillor is recommended:
 - a) to operate Markets in Cambridge using the provisions of the City of Cambridge Act 1985 and Part III of the Food Act 1984.
 - b) to review current Byelaws, review current regulations and consult on the impact of proposed changes to terms and conditions and current licensing arrangements. These documents are then to be consolidated into one single document.
 - c) to approve the production of consultation plan (as set out in Section 5) for the development of a Market Licensing Policy, a Balance of

Trade Policy, and the impact of any proposed changes to the General Market Terms and Conditions.

3. Background to the Council's Market Powers

- 3.1 Local authorities operate markets under one or more of the following powers:
 - a. Royal Charter or Letters Patent
 - b. Lost Modern Grant
 - c. Prescription/Immemorial User
 - d. Local Legislation
 - e. General Public Legislation
- 3.2 Circa 1211, a Charter was granted to the Council's predecessor to hold Markets in Cambridge and to hold the Midsummer Fair. However, the Council is advised that this Charter does not seem to have any direct relevance to the current city Market activities of the Council and that it should regard the Charter as merely an historical "backcloth" to the Market.
- 3.3 Local legislation, starting with the Cambridge Corporation Act 1850 regulated Markets and Fairs within Cambridge. The 1850 Act incorporated most of the provisions of the Market and Fairs Clauses Act 1847. The 1847 Act included the general statutory framework for operating Markets and most local legislation incorporated these provisions to avoid the need for lengthy detail in the local legislation.
- 3.4 In 1985 a further piece of local legislation was passed namely the Cambridge City Council Act which repealed the provisions of the 1850 Act. Part III of the 1985 Act deals with Markets and Fairs but only Section 11 specifically deals with Markets. This Section provides for the Council to enjoy the benefit of establishment and acquisition of markets in the city using Section 50 of the Food Act 1984 and the use of Part III of the Food Act 1984 as the general statutory framework on Markets.
- 3.5 The legal advice received is that the Council's market powers are therefore statutory in nature and are based on the Cambridge City Council Act 1985, particularly Section 11, and Section 50 of the Food Act 1984. The provisions in Part III of the Food Act 1984 are wider than those contained in Section 11, and it is recommended that the Council adopts Part III to afford the opportunity to use the additional provisions which include:

Section 52 - Appointing Market Days and Hours
Section 53 - Determining Market Charges
Section 54 - Determining the time for payment of Charges
Section 60 - Authority to make Market Byelaws

- 3.6 The Council is advised of the importance of having clarity on the nature of its market powers so that there is a reference point for any action the Council might want to take in respect of its Market. Given that Section 11 of the Cambridge Corporation Act 1985 simply applies Section 50 of the Food Act 1984 to its Markets, the real focus should be on Section 50 and the rest of Part III to allow us to operate within a modern statutory framework as per other UK markets.
- 3.7 The Council does not currently have a Market Licensing Policy and we are advised that the Council should consider implementing a Licensing Policy as part of the process of defining the role of the Council as a Market Operator which will allow the Council to control and manage the holding of all markets within the agreed boundary at places and times of their choosing.
- 3.8 It is recommended the Council's Markets will be operated under the provisions of the Cambridge Act 1985 and Part III of the Food Act 1984 with the Charter providing the historical context.

Benefits of using new Market Powers and Introduction of new Policies

Extension of use of Part III of Food Act

- 3.9 By using the full provisions within Part III of the Food Act this will enable the Council to:
- a) Introduce the licensing of other markets. Though the Act creates market rights which extend to $6\frac{2}{3}$ miles from the location of the operator's Market, the City Council would consult on limiting the Market Licencing Policy to the administrative area of the city.
 - b) The introduction of licensing of other markets will require the adoption of the use of Section 37 of the Local Government (Miscellaneous Provisions) Act 1982.
 - c) Devise new policy (and an application process) for managing other markets both commercial and community based within the city boundary.

Market Licensing Policy

3.10 A Market Licensing Policy is important for both the Council and Market Traders, providing protection as it enables the Council to determine the number, quality and balance of other Market events held within its area and ensure they are properly regulated. Such a policy can make a meaningful contribution to the Council's overall market offer. This is one of the most important powers available to a Market Operator and has existed for hundreds of years. Such arrangements should give the traders confidence that the Council is protecting their Markets and their livelihoods. Opportunities may arise for existing market traders who may be interested in operating from other market locations on days they don't trade in the Market Square.

Section 37 of the Local Government (Miscellaneous Provisions) Act 1982

3.11 This Section deals with Temporary Markets and essentially provides that any person intending to hold a Temporary Market is required to give prior notice to the relevant local authority unless the proceeds of the Temporary Market are to be applied solely or principally for charitable, social, sporting, or political purposes. The provisions also do not apply to a Market held on any land where a planning permission has been granted for a Market to be held. Any local authority wishing to take advantage of Section 37 is required to adopt the Section and advertise their intention to introduce the provisions in their area. Some local authorities use Section 37 as part of their Market Licensing Policy as it gives them advanced notice of the intention to hold a Market event. It is recommended that this be considered alongside the introduction of a Market Licensing Policy.

3.12 The Market Licensing Policy document will follow industry best practice and advice, and it will be used for the licensing of other markets.

Market Byelaws

3.13 Section 60 of the Food Act 1984 provides for the making of Byelaws. Byelaws are intended, among other things, to regulate the use of the Market and are also directed at preventing nuisances or obstructions. Normally enforcement of the Byelaws is through prosecution in the Magistrates Court. There is a standard set of Market Byelaws available, and it is open to a local authority to make variations of the standard set provided they can justify such variations.

- 3.14 The City Council currently has Market Byelaws but there is no evidence that any action has been taken under them. There is also duplication with some of the Market licensing arrangements and other provisions in the Byelaws are irrelevant to current needs. Therefore, the Council is advised that the Byelaws should no longer be regarded as an important element of the management arrangements of the Council's Markets.
- 3.15 No formal action is required by the City Council currently. The existing Byelaws can simply remain in place and if, at some future time, the Council undertakes a comprehensive review of all its Byelaws then the status and role of the Market Byelaws can be considered at that time.

Market Licensing Arrangements – Changes to the General Market Terms and Conditions

- 3.16 The City Council is advised it needs to review and revise the current licensing arrangements for the operational efficiency and management of Cambridge Markets. It is proposed to consult formally with the Market Traders over their current licensing arrangements and terms and conditions and undertake this during 2024. The Council may wish to consider how to re-write them in a more generic style to reflect the ambitions of a modern vibrant market.
- 3.17 It is our intention to involve stakeholders and traders in helping to 'shape the future' of the market and development of other markets by consulting them to contribute ideas and suggestions on the content of the Balance of Trade and Market Licensing Policies (for other markets) and some aspects of their terms and conditions.
- 3.18 It is recommended that the changes to the Market Powers are agreed by the City Council prior to beginning the formal consultation with Market Traders over the General Market Terms and Conditions, as this will determine the legislative context the Council consult within.

General Market Trader Terms and Conditions (previously known as Regulations)

- 3.19 The current General Market Terms and Conditions have been in place since 2011 and were amended in 2018. It is considered by NABMA legal experts, that Market operators regularly review and update terms and conditions to ensure that they are in line with industry standards. Officers

have also identified the need to introduce revised policies for the market that align with Council wide corporate objectives such as, to reduce its emissions and impact on the environment.

3.20 Three documents are identified as being of importance in relation to the operational management of Cambridge Markets. These are:

- Current General Market Regulations.
- Byelaws.
- A new document relating to the General and Sunday Market Terms and Conditions to be developed within the consultation programme as outlined in appendices.

3.21 It is recommended that all three documents are consolidated into a single document which clarifies the relationship between the Council and the traders with the focus on the General Market Terms and Conditions document. The General Market Terms and Conditions document provide a comprehensive statement of the rights and responsibilities of the City Council and the Market Traders and whilst it should not be fundamentally changed; some additions and amendments have been identified for inclusion – in particular relating to bringing licences to an end/ defining notice periods which should be the same for both parties.

Benefits of Introducing New Policies

3.22 **Market Licensing Policy** - A Market Licensing Policy is important for both the Council and Market Traders. First, it helps to protect the Council's Markets and secondly it ensures that market events throughout the Council's areas are balanced and properly regulated. Such arrangements should give the traders confidence that the Council is protecting their Markets and their livelihoods.

3.23 **Balance of Trade Policy** - Balance of Trade Policies are considered industry standard documents, and a useful tool by which markets can clearly and transparently demonstrate a commitment to the creation of a diverse, prosperous, and fair market economy. The policy should promote a positive shopping environment through being attractive to customers which in turn generates better performance from the Market Traders thereby resulting in higher footfall and greater customer spend. Therefore, the Trader Mix is critical to the success of the Market. The policy should balance and address:

- Fair and reasonable retail business opportunities for the local community
- Provide the management with a policy that is appropriate to the trader/ produce/ product mix, which is not too prescriptive and best reflects the ever-changing retail environment.
- The needs of the customer wanting a real choice of products, produce and services.
- Maintaining a diverse retail offer with healthy competition between traders
- Careful consideration of whether a certain product, produce or service is under or over- represented and whether the produce/ product has a short shelf life.
- Reduce the number of vacant stalls which can be to the detriment of the wider market.
- The policy should be reviewed regularly so that the ideal trader/ goods mix reflects the customers' preferences.

3.24 The introduction of a Balance of Trade Policy will declare the City Council's 'statement of intent' for the future.

4. Implications

a) Financial Implications

There is a revenue cost associated with the proposed consultation and this will be funded from existing budgets.

b) Staffing Implications

Other than staff time to support the process of consultation and responding to feedback there are no other staffing implications identified.

c) Equality and Poverty Implications

An EQIA was completed to accompany this report. The EQIA in conclusion, found that the implementation of Part III, section 50 of the Food Act 1984 should be accompanied by proactive measures to address potential disparities and ensure equitable treatment across all equality groups, and this can be achieved using the proposed consultation. By considering the unique needs and circumstances of different demographics, the Council can promote fairness and inclusivity in the enforcement of market regulations. Ongoing monitoring and evaluation are essential to identify any emerging issues and refine strategies for promoting equality.

d) Net Zero Carbon, Climate Change and Environmental Implications

None identified.

e) Procurement Implications

None identified.

f) Community Safety Implications

None identified.

5. Consultation and communication considerations

In the scoping and preparation of the Market status change a range of consultation and communication tasks have been identified.

The overall aims of this consultation are to:

- To raise awareness of this and other related work that the Council is undertaking, offering the opportunity for all stakeholders to raise questions and have meaningful dialogue from the outset.
- Identify and engage Market Traders, their representatives, and other key stakeholders in this conversation, building strong working relationships throughout this period of consultation, and for the future.
- Fully and properly engage Market Traders and other key stakeholders to work collaboratively to review the impact of the proposed changes to terms and conditions and licencing policy.
- Develop an agreed licencing policy that allows the Council to run a modern, well-functioning market, and supports and protects MTs and their trading interests.

This report details the work which has already taken place to clarify the Council's position in terms of its legal requirements to update the status of the market, the regulations and licensing policy that supports the operational functioning of the market. In addition, a workshop with key staff members took place in January 2024 to clarify the requirements for the consultation process and scope (as detailed above).

To support this consultation, a document will be prepared and shared, identifying mandatory/legal requirements that will automatically be introduced, along with elements to be consulted on. This is essential in order to conduct a focused piece of work, achieve consensus, and establish agreed outcomes that the Council can take forward. This also manages expectations in terms of the aims and objectives for engagement.

The Markets team will ensure there is the coordination with the Civic Quarter team to ensure a coherent approach to consultation with traders.

6. Background papers

Background papers used in the preparation of this report:

- a) City of Cambridge Act 1985
- b) Part III Section 50 of the Food Act 1984

7. Appendices

Appendix A – Equalities Impact Assessment.

8. Inspection of papers

To inspect the background papers or if you have a query on the report, please contact Mr Alistair Wilson, Strategic Delivery Manager, 01223458514, alistair.wilson@cambridge.gov.uk

Appendix A

Cambridge City Council Equality Impact Assessment (EqIA)

This tool helps the Council ensure that we fulfil legal obligations of the [Public Sector Equality Duty](#) to have due regard to the need to –

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Guidance on how to complete this tool can be found on the Cambridge City Council intranet. For specific questions on the tool email Helen Crowther Equality and Anti-Poverty Officer at equalities@cambridge.gov.uk or phone 01223 457046.

Once you have drafted the EqIA please send this to equalities@cambridge.gov.uk for checking. For advice on consulting on equality impacts, please contact Graham Saint, Strategy Officer, (graham.saint@cambridge.gov.uk or 01223 457044).

1. Title of strategy, policy, plan, project, contract or major change to your service
<p>Cambridge Markets an Update of Regulatory Powers</p> <p>The proposed Policy change relates to the future Council use of statutory powers under Part III of the Food Act 1984. By using these legal powers governing the operation of its Market the Council is entitled to introduce a Market Licensing Policy which enables the Council to control and manage the holding of other markets wishing to set up within the city boundary.</p> <p>It is good practice for Councils to publish a Market Policy (future publication date) and have a licensing regime that allows it to influence the nature and type of market for the benefit of the community; to distinguish between commercial and community-based markets or those with a strong charitable element; to ensure conditions are in place to meet legislative controls including to protect public safety; and that these can be consistently and fairly applied to all traders wishing to operate in the City</p> <p>This a preliminary EQIA and will be completed after a period of consultation on the proposed changes because of using Part III of the Food Act 1984.</p>

2. Webpage link to full details of the strategy, policy, plan, project, contract or major change to your service (if available)

Committee report to Environment and Community Scrutiny Committee – March 2024

[Agenda for Environment and Community Scrutiny Committee on Thursday, 21st March 2024, 6.00 pm - Cambridge Council](#)

3. What is the objective or purpose of your strategy, policy, plan, project, contract or major change to your service?

The Council recognises the important contribution that the Market can make to the local economy and the character of the city. Markets can deliver economic growth and regeneration; they offer an opportunity for small businesses to get started for a relatively modest financial outlay, help increase city centre vitality and contribute to several ways to the local communities they serve.

The report going to Environment and Community Scrutiny Committee in March 2024 sets to.

- Act on advice given to use the operating mechanism of the Cambridge Act 1985 and Part III of the Food Act 1984.
- Revise and consolidate the Code of Practice, Byelaws and General and Sunday Market terms and conditions.
- Approve a consultation plan for the development of a Market Licencing policy, a Balance of Trade policy and propose changes to the terms and conditions of the Market Licence.

The legal advice received is that the Council's market powers are statutory in nature and are based on the Cambridge City Council Act 1985, particularly Section 11, and Section 50 of the Food Act 1984. The provisions in Part III of the Food Act 1984 are wider than those contained in Section 11, and it is recommended that the Council uses Part III to afford the opportunity to use the additional provisions which include:

Section 52 - Appointing Market Days and Hours

Section 53 - Determining Market Charges

Section 54 - Determining the time for payment of Charges.

Section 60 - Authority to make Market Byelaws

There is a consultation plan being developed which will reach out to Market Traders (current and future), statutory consultees, and residents. This will be developed to go live at the end of May 2024. This will seek engagement on the impact of changes to terms and conditions.

By using the full provisions within Part III of the Food Act this will enable the Council to:

- a) Introduce the licencing of other markets. Though the Act creates market rights which extend to 6 $\frac{1}{2}$ miles from the location of the operator's Market, the City Council would consult on limiting the Market Licencing Policy to the administrative area of the city.

- b) The introduction of licensing of other markets will require the current use of Section 37 of the Local Government (Miscellaneous Provisions) Act 1982.
- c) Devise new policy (and an application process) for managing other markets both commercial and community based within the city boundary.

4. Responsible service

City Services - Streets and Open Spaces

5. Who will be affected by this strategy, policy, plan, project, contract or major change to your service? (Please tick all that apply)	<input checked="" type="checkbox"/> Residents <input type="checkbox"/> Visitors <input checked="" type="checkbox"/> Staff
Market Traders (current and future) and staff managing the Markets	

6. What type of strategy, policy, plan, project, contract or major change to your service is this?	<input type="checkbox"/> New <input type="checkbox"/> Major change <input checked="" type="checkbox"/> Minor change
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7. Are other departments or partners involved in delivering this strategy, policy, plan, project, contract or major change to your service? (Please tick)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Review of advice with Legal services. Discussion with Economic Development Manager regarding work being undertaken within City and South Cambs looking at developing Markets, and links with the wider Civic Quarter project.	

8. Has the report on your strategy, policy, plan, project, contract or major change to your service gone to Committee? If so, which one?
Environment and Community Scrutiny Committee March 2024

9. What research methods/ evidence have you used in order to identify equality impacts of your strategy, policy, plan, project, contract or major change to your service?

This Committee report impacts primarily the Market Traders, and staff managing the Markets. This is the focus for engagement at this stage of the work.

There is no anticipated or forecast impact to market visitors in relation to the market offer available to them.

There are ~180 market traders registered with the City Council, and we do not undertake equalities monitoring. The consultation process associated with this Policy change presents the opportunity to collect this data and make a meaningful analysis of impact based on that data.

As part of the proposed consultation, it is our intention to collect a range of protected characteristics information in our responses. This will enable us to consider impacts based on responses we receive.

10. Potential impacts

For each category below, please explain if the strategy, policy, plan, project, contract or major change to your service could have a positive/ negative impact or no impact. Where an impact has been identified, please explain what it is. Consider impacts on service users, visitors and staff members separately.

(a) Age - Please also consider any safeguarding issues for children and adults at risk.

None Identified at this time, and the use of future NEW data may change this position.

(b) Disability

None Identified at this time, and the use of future NEW data may change this position.

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(c) Gender reassignment

None Identified at this time, and the use of future NEW data may change this position.

(d) Marriage and civil partnership

None Identified at this time, and the use of future NEW data may change this position.

(e) Pregnancy and maternity

None Identified at this time, and the use of future NEW data may change this position.

(f) Race – Note that the protected characteristic ‘race’ refers to a group of people defined by their race, colour, and nationality (including citizenship) ethnic or national origins.

None Identified at this time, and the use of future NEW data may change this position.

(g) Religion or belief

. None Identified this time, and the use of future NEW data may change this position.

--

(h) Sex

None Identified at this time, and the use of future NEW data may change this position.

(i) Sexual orientation

None Identified at this time, and the use of future NEW data may change this position.

(j) Other factors that may lead to inequality – in particular, please consider the impact of any changes on:

- **Low-income groups or those experiencing the impacts of poverty.**
- **Groups who have more than one protected characteristic that taken together create overlapping and interdependent systems of discrimination or disadvantage. (Here you are being asked to consider intersectionality, and for more information see: https://media.ed.ac.uk/media/1_159kt25q).**

There is a potential positive impact of ensuring that Markets are managed and supported and therefore indirectly creating opportunities for those on low incomes to access a range of competitively priced retail offer in one place. There is also a positive impact to ensuring the market has a culturally diverse offer.

11. Action plan – New equality impacts will be identified in different stages throughout the planning and implementation stages of changes to your strategy, policy, plan, project, contract or major change to your service. How will you monitor these going forward? Also, how will you ensure that any potential negative impacts of the changes will be mitigated? (Please include dates where possible for when you will update this EqIA accordingly.)

There is a consultation plan to sit alongside this work. We will ensure there are review periods built into this timeline, plus EQIA will be reviewed prior to any further recommendations.

12. Do you have any additional comments?

EQIA will be reviewed to reflect any changes during the consultation period and prior to formalising any policy change.

13. Sign off.

Name and job title of lead officer for this equality impact assessment: Alistair Wilson, Strategic Delivery Manager

Names and job titles of other assessment team members and people consulted: Sarah French, Project Manager, Tim Jones, Market & Street Trading Manager

Date of EqIA sign off: Feb 2024

Date of next review of the equalities impact assessment: October 2024

Date to be published on Cambridge City Council website: March 2024

All EqIAs need to be sent to the Equality and Anti-Poverty Officer at equalities@cambridge.gov.uk

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CULTURAL STRATEGY

To: Councillor Rachel Wade, Executive Councillor for Communities
Environment & Community Scrutiny Committee 21.03.2024

Report by:

Sam Scharf , Director of Communities

Tel: 07743187324 Email: sam.scharf@cambridge.gov.uk

Wards affected:

All

Key Decision

1. Executive Summary

The 2019 Cultural Cities Enquiry Report considered how we can radically increase the ability of our cities to use culture to drive inclusive growth. It stated, ‘The value of culture to our civic life is now indisputable. There is a great opportunity to release reserves of untapped potential in our cities through investment in culture. Culture can help our cities to define a shared vision for the future, to promote innovation and positive change in our businesses and institutions, to equip communities to deal positively with change, and to realise more equitable opportunities for all individuals to succeed.’

The development of a strategy to maximise cultural dividends in Cambridge is a key to realising Cambridge’s cultural potential as it adapts to a period of rapid growth and change.

The Cultural Strategy 2024 -2029 is a new strategy that sets out the Council's role and commitment to work with partners to deliver a cohesive, coordinated and collaborative approach to managing change as the identity of Cambridge City and the region adapts.

Following any approval of the Strategy the documentation will be redesigned to ensure it meets all our requirements on accessibility, fits with the wider suite of Council strategies. Not material changes will be made.

2. Recommendations

The Executive Councillor is recommended to:

Approve and adopt the Cambridge City Council's Cultural Strategy (2024 – 2029)

3. Background

This new Cultural Strategy for the Council informs where we believe we can add best value to the broader cultural system in the City and recognise its importance to the wider economy.

The Strategy can assist in developing a shared cohesive set of City Cultural aspirations from the Cultural Arts Leaders, and the wider community by reflecting the strengths and commitment of the City Council.

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, set out our commitment to ensure the offer within the City is accessible to all, 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

Financial resources will be required for consultation and collation of effective metric and reporting from an established baseline over the five years of the Strategy

b) Staffing Implications

Page: 3

Staff resources will be required for delivery and monitoring of the strategy over the next five years. This strategy doesn't present any immediate or new requirements for staffing.

c) Equality and Poverty Implications

See EQIA.

d) Net Zero Carbon, Climate Change and Environmental Implications

Page: 3

The Strategy commits to maintaining Cambridge's status as an environmentally conscious city and award-winning green events provider.

e) Procurement Implications

Page: 3

None.

f) Community Safety Implications

Page: 3

The Strategy commits to supporting the safe delivery of events for the voluntary community sector.

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:

- Creativity and Culture for All. Cambridge City Council's Cultural Strategy (2024-2029) Report submitted to Environment and Communities Scrutiny Committee 18 January 2024
- Cultural Cities Enquiry Report, Core Cities UK. 2019
- 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
 - o Centre. London

7. Appendices

Appendix A - Cultural Strategy

Appendix B - Cultural Strategy Appendices

Appendix C – Cultural Strategy Case Studies

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

2024 -
2029

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Information


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
- Highlight the contribution 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 and change in the next five years, new communities will be developed, and the use of the City Centre is changing. Cultural development will play a key role in how we collectively knit together existing and new communities and places into the strong, historic and global identity of the City.

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

Defining the term 'Culture'

Culture is referred to in its broadest sense. It 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 activity and cultural assets includes supporting space that allows for the production of culture (creative workspace) and the consumption of culture.



Cultural Dividends

There is an evidence base being developed for the value a Cultural Strategy can deliver for a City Council. Cultural dividends bring benefits and vibrancy to the City and the wider region already, with this Strategy about enhancing these even further. The breadth of value being identified will help the City Council meet its wider corporate objectives as well as addressing current and future challenges the City faces.



Digital Innovation

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

Diversity

- Include new communities in wider cultural offers

Skills & Learning

- Reduce inequity
- Confidence
- Employment in sector
- Apprenticeships
- Region of Learning
- CV opportunities
- Vibrant cultural youth scene creating social and economic 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



Cultural Dividends

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)

Collaboration

- Increase output
- Decrease costs
- Diversify programme

Community Cohesion

- Increasing confidence
- Inclusion
- Engagement
- Diversionary Activities

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

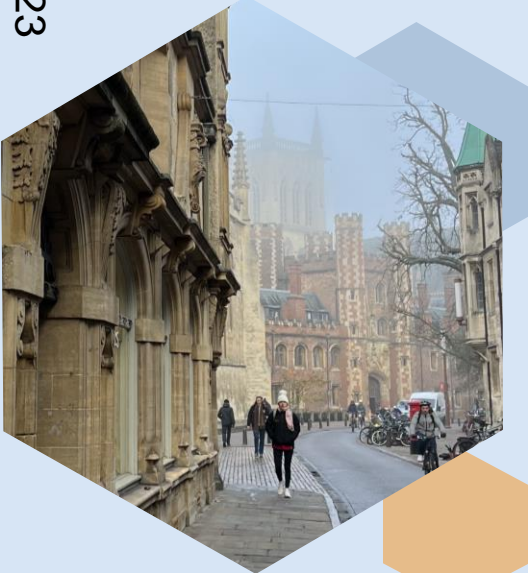
Where are we now?

Cambridge is international, as a place where people come to work, live, visit, play, stay, and create.

It is a unique city with a vibrant mix of public, private, community, and university sectors. 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 cohesive through significant 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 with partners to help 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. The demographics of Cambridge do present particular needs, for example around inequality and a large youth population.

Community Cohesion

Page 124 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 7. 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

The Council's role

The Cultural Strategy is directly aligned to the Council's overall Community Wealth Building approach⁷.

1. As an anchor: Using the Council's assets, resources, and powers
2. Working collaboratively to empower communities
3. Contributing to an inclusive and sustainable local economy

This is complimented by wider considerations in the 'The Cultural Cities Enquiry'⁸, setting out the case for Councils to develop cultural strategies and their use in their approaches to place, economy and society

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.

"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

- 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, space management, health and safety and compliance.
- We will look to ensure that how we provide 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.
- 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 Civic '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 development⁹.



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.

- Studies have demonstrated the core role cultural activity plays in establishing new communities, and helping create a strong sense of pride, place and community¹⁰.

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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.

7 Cambridge City Council, Forthcoming

8 CoreCities, 2019

9 CounterCulture LLP, 2021; Hatch Regeneris 2020

10 Mohammad et al., 2013



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.

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.

Civic role and ability and skill to respond to national events and 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 Ceremonies, 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, Festival and Events Liaison Group, 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.



Commitments

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To support a varied outdoor events programme

Through a variety of funding arrangements enable the development cultural sector

Co-ordinate and develop a body of evidence and data on the value of the cultural sector

Advocate for Cultural development and civic quarters within the city

Deliver a Cultural Infrastructure Strategy that provides a diversity of resources to the City for the future

2. Working collaboratively to empower communities

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

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Culturally inclusive growth and creating stable senses of pride in place, will assist in encouraging businesses into areas of new development and regeneration, minimising the risk of isolated communities. 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.



‘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, the use of cultural activity in neighbourhood and community centre projects, promoting programming that is wide, diverse and appealing to different communities.

Project Example: Holiday lunches at The Meadows

During the school holidays the City Council and other partners run a series of holiday lunches across the city aimed at low-income families. These families would normally access free lunches in term time. To attract the families who are most in need whilst reducing any sense of stigma, we needed to turn these meals into holiday events, with other activities attached to provide a wider cultural focus. Holiday lunch organisers drew on the City Council's long relationship with the University's Museum service to bring cultural activities to these sessions and they help across the city throughout the year.

The City Council will also encourage all authorities and partners to consider the challenges in making events accessible that include transport, price and cultural relevance.

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

The Council can support new communities, and cultural organisations and bring together wider data to support the sector.

OTO 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 using physically accessible sites, for example, Music in the Parks, 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 enjoyed the shows. Can there be more of them?"

"Amazing! Me and my children loved it."

"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

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



Skills, Learning and Employability

In education, structured arts activity increases uptake of key transferrable skills by up to 17%¹¹, which in turn improves employability and longer-term job market outcomes. The arts are also recognised as a valuable pathway for learning, with mathematical attainment being significantly increased amongst creatively engaged pupils¹². Artistic competence is economically valued in its own right as well; the cultural sector contributed over £40 billion to the UK economy in 2022¹³, and directly employing over 700,000 people as of 2022¹⁴ with these careers being often highly valued by young people. The Council recognises, supports, and advocates for 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. These aims will also align with a wider City Council Youth Strategy and the support of the development of a 'Youth Voice' initiative.

Project examples: Community centres across the city offer a wide range of participatory cultural activities for all ages groups but particularly for young people. For example, at the Meadows, youth charity Romsey Mill offer free technology based music sessions in the recording studio as part of their free to attend youth sessions. The Meadows also hosts regular dance lessons for children, and Bedazzle, a disability youth arts charity. Cambridge Junction are supported to provide youth engagement projects through the Community Grant fund.

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"¹⁵. A UCL analysis has shown that cultural participation is socio-economically stratified across the country¹⁶ 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 factor¹⁷. 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.

¹¹ CLA, 2017

¹² Leikin and Pitta-Pantazi, 2012

¹³ Deakin et al., 2023

¹⁴ Statista, 2023

¹⁵ WHO, 2019: 53

¹⁶ Mak et al., 2020

¹⁷ Krekel and Mackerron, 2023

Commitments

HEALTH AND WELL BEING

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. An inclusive economy: enhancing 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.

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.

Pride

Culture can foster local pride. "Nearly 90% of Edinburgh residents felt that its annual festivals improved their pride in the city". 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. Yet smaller consistently held cultural activities that build can be equally as meaningful. Cambridge has a strong tradition of local arts-lead events which can act as a cornerstone to creating strong identities and reputations. Mill Road Winter Fair, Strawberry Fair, Fireworks Night, CAMRA beer festival, and Christmas lights are some of the local events amongst many as well as public art projects.



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

As of 2023, 84% of Corn Exchange bookers were from outside Cambridge City. 55% were from outside Cambridge (CB) postcodes, with many bookers giving addresses in Peterborough, Stevenage and Ipswich.

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.

Cambridge is a popular tourist destination, with visitors drawn in by the historic architecture and culture. We will prioritise 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 Plan.

Reflecting the Cities Strengths

The Council will champion digital development, strengthen links with the technology and biotech industries, and encourage the sharing and gathering of data by us and partners 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.

Commitments

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

Bennett Institute for Public Policy, Cambridge



Measuring Success

Key to measuring success will be having effective ways of both benchmarking where we are currently, and capturing data to know we have made a difference. This strategy and future action plans will guide the formation of a set of measurable indicators of success. It will consider for example social impact measurements, increased sense of pride by local people in arts and culture, growth in sector employment opportunities and increased diversity of audiences.

Over the period of the strategy, we will work to develop a set of indicators looking at the monitoring of individual activity and how we assess the wider impact of cultural activity in Cambridge. The initial phase of the strategy will look to build a baseline for much of this data in the first three years to ensure that strong benchmark data is in place to evidence impact and change in the future.

This framework will be a central point for data sharing, to help tell the story of our success and to be able to target, and incorporate data into future strategic decision making. The framework will also monitor where we are delivering on the priorities and where the gaps are – keeping us all on track so the strategy remains a live and purposeful document.

Our approach will include:

- Commissioning of Economic Impact Assessments for particular projects
- Commissioning of focus groups with non-users / attendees
- Consultation with stakeholders in the Cambridge Arts Network
- Collection of data at specific ward events
- Analysis of City Centre footfall measures
- Analysis of attendance data based on age and postcode
- Collection of event specific data
- Collection of demographic data from users and non-users

[See appendix for more detailed outline of the framework](#)



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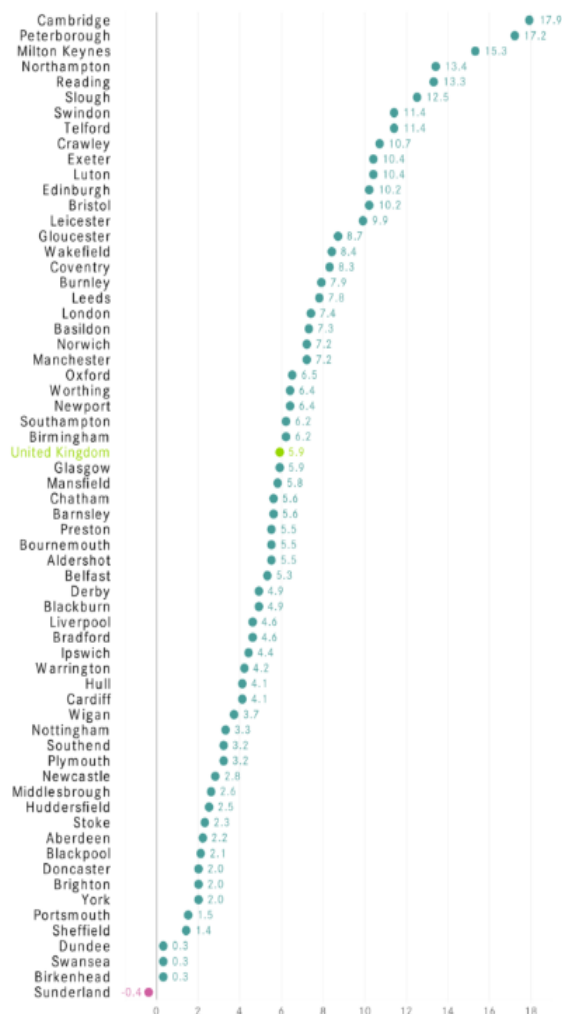
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Cultural Strategy 2024 - 2029

Appendices Graphs and Statistical analysis and who we spoke with

Population

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



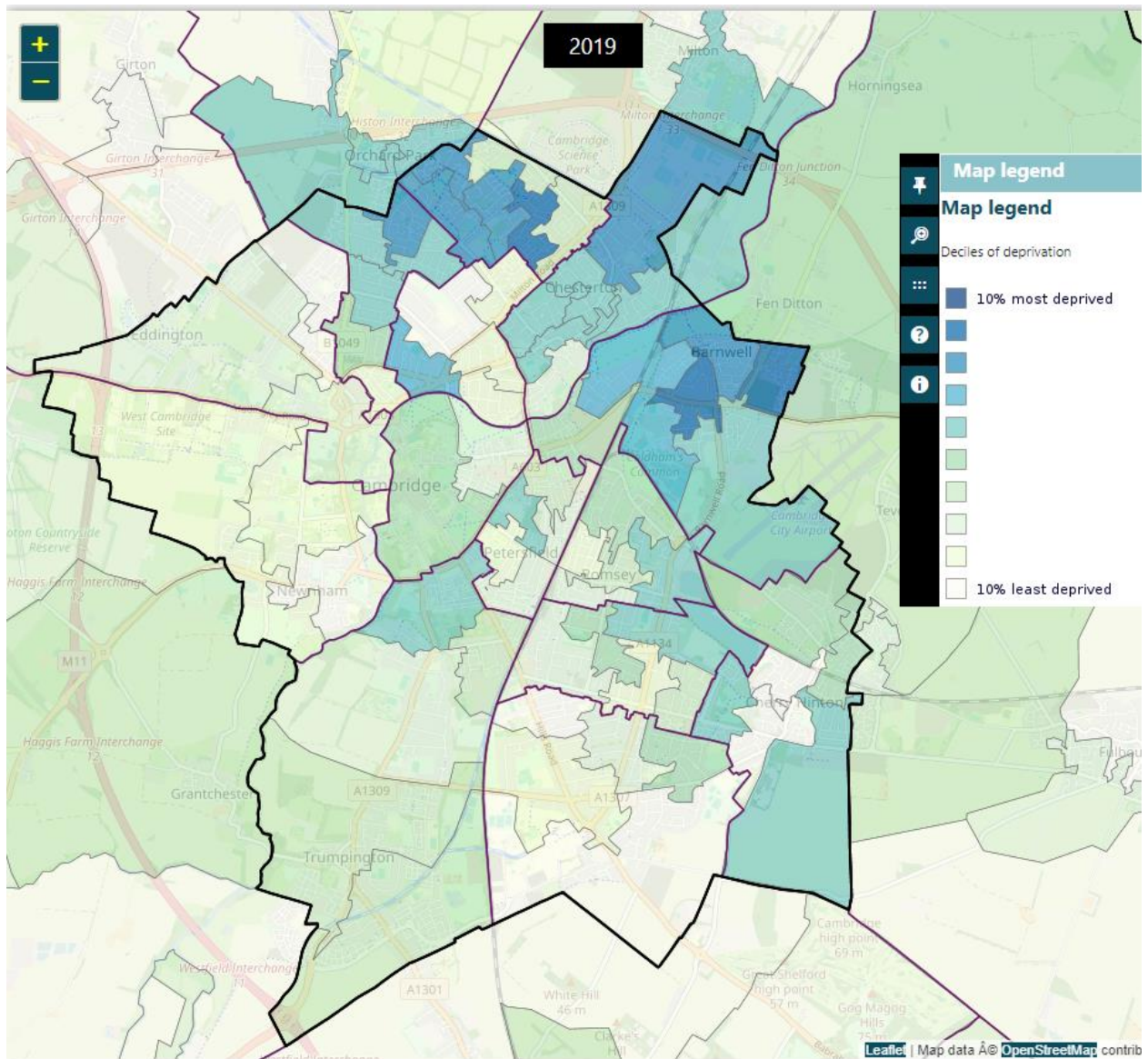
Source: ONS 2022, Population estimates, 2020 and 2021 data.

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 Indexes 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. 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

Case Study 1 – Cambridge Folk Festival



Overview

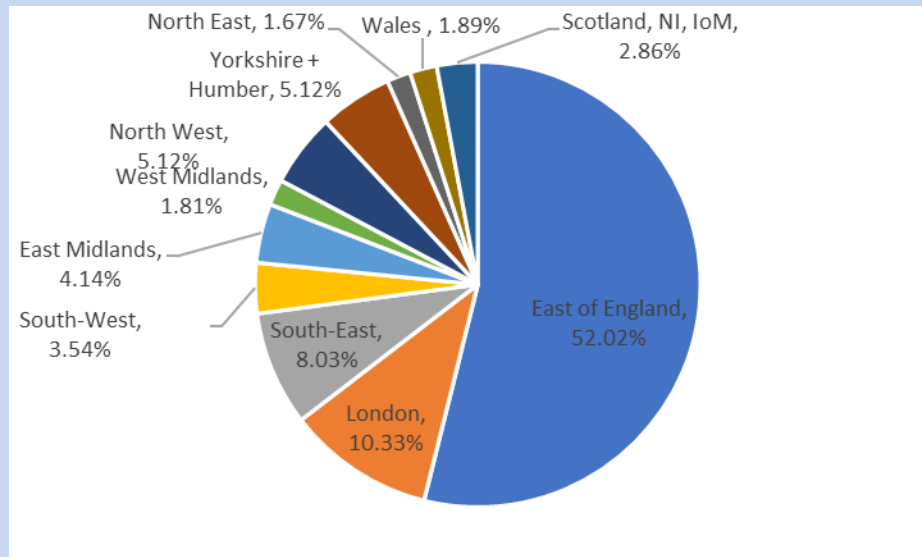
The Cambridge Folk Festival has, since its inception in 1965, been at the cutting edge of the British folk scene. It is internationally renowned, a national anchor for the folk music scene, and brings international attention and income into the City of Cambridge. Now, it attracts over 14,000 people per year, spread over a main site on Cherry Hinton Hall, and a satellite campsite at Coldham's Common. As one of the region's larger cultural events, the Festival provides a platform not only for renowned artists, but also for local traders and creatives.

History and Profile

The Festival boasts a proud history of hosting major artists - some highlights include First Aid Kit, Fisherman's Friends, Gipsy Kings featuring Nicholas Reyes, Passenger, The Proclaimers, Sinéad O'Connor and Van Morrison amongst many others. By bringing these world-renowned acts to Cambridge's doorstep, the festival makes a real impact on the region's cultural scene, and elevates the city to one of England's premier folk music destinations. Alongside these headliners, CFF is renowned for discovering emerging talents, that later go on to achieve significant success - Steve Martin was a late addition to the first festival's programme! The Den is a very important stage at the festival although it is the smallest of the 4 stages. The Den is an area the Festival has created to showcase and support emerging and up and coming Artists, with a particular focus on younger Artists. Over the last few years, the Den has also played host to the Christian Raphael Prize where a short list of Artists are judged by an industry panel to be considered for financial support to further their career. Katherine Priddy, Nick Hart, Angeline Morrison and Frankie Archer have all been recipients of the prize and have all seen huge impact from this on their careers. The Folk Festival brings the world to Cambridge, and puts Cambridge on the music world's radar - something few other cities of its size can boast.

The uniqueness of this festival maintains a very loyal audience, many of whom return year after year to Cambridge, and an appreciable portion of which have been attending for several decades. As of 2023, roughly 35% of the audience were from Cambridge and surrounding

areas, following a push to strengthen the connections between the festival and the local community. Yet visitors come from virtually every corner of the UK, with Shetland, Cornwall and Wales represented alongside London and East Anglia. A small, yet consistent, percentage of visitors are from abroad, with Ireland and the USA being the most noteworthy locations. The CFF maintains a strong community that bridges the gap between local and national.



2023 Final Ticket Sales: breakdown of national / UK sales

To be an Anchor

The festival allows the City Council to maximise the potential of the well-loved assets of Cherry Hinton Hall and Coldham’s Common as part of our portfolio of open spaces in the City. The festival develops a sense of ownership and pride with the local communities and the creative sector. For example, the Festival has contributed to long term facilities to be shared by this public space and has also commissioned public arts projects within the parks.

Advocacy, Regional and Civic Leadership - Networks, advice and support:

The festival is an incredibly important award winner, leader and advocate for the development of the music industry supporting individual artists within the UK. We also lead in championing and influencing behaviour on sustainable practices in production industries and work closely with suppliers and stakeholders to reduce our carbon footprint. E.g., A Greener Future Award and a partnership with Cambridge Sustainable Food.

The festival helps to put Cambridge on the map as a Cultural leader and highlights lesser-known communities that live alongside the academic and technical quarters of the City.

To engage and empower Local Communities and provide a great place to live, learn and work

Loyal repeat visitors create a 'CFF Community' within the festival, and targeted initiatives have engaged the Cambridge(shire) communities. There is a resident's discount of **15%**, to improve access for local communities so they can benefit from the world-class artists performing on their doorstep, and a subsidised transport offer from the Centre to the site.

Newly introduced this year is a summer school, organised in partnership with Cambridgeshire Music and local young people including HAF participants (Holiday's, Activities and Food). The attendees will vary in knowledge and ability from having no experience to being highly competent. This project will be delivered with three days of workshops, followed by a performance on the first day of the festival. This scheme engages and empowers local youths to pursue careers in the arts and develops our youth audience.

The Festival publicly demonstrates the City Council's commitment to all services being accessible to all. We have a Bronze award through the Attitude is Everything charter. A 2023 access customer shared the following with us after the festival:

'special thanks to those people whose jobs were to pick litter, collect waste, clean the toilets for us every day. Without them we couldn't have enjoyed the festival as much as we did. Also, everything seemed to run on time, which was impressive given the number of artists. Overall a very good experience'.

The Festival has worked with volunteers recently and we are looking to develop this scheme further. For example, involving staff volunteers from key sponsors.

To enhance the City's Reputation, Economy and Identity

Culture can foster local pride. We employ a loyal and local workforce who return each year and are clearly proud to be part of Cambridge and the festival.

While operated by the City Council, the festival has a high turnover, much of which is circulated through the local Cambridge economy and provides local employment.

Alongside the direct revenue to the City from ticket sales, the festival injects money into the local economy. As of 2023, over half of all attendees are not from the Cambridge area, representing a large influx of consumers into the region. Naturally, many will spend money on traders in the festival, but also on hotels, restaurants and shops and transport in the wider city. The festival thus has an economic multiplier effect associated with it, where spending on the festival attracts further waves of spending by attendees, which in turn continues circulating in the local economy.

Case Study 2 - Out of the Ordinary Festival



Overview

The first Out of the Ordinary festival was on Saturday 26th and Sunday 27th of August, 2023, organised by Cambridge City Council and sponsored by the Cambridge Business Improvement District. The programme featured a set of eclectic open-air shows around Cambridge, featuring local artists ranging from tightrope acts, to giant Viking-inspired wooden-clad performers, to supermarket trolley racing grandmas. All events were entirely free, with many having a broad appeal - family friendly, but not explicitly for children.

The event was conceived to encourage over a planned period increased footfall to the city centre, accessible, free events, provide a showcase for local community groups and encourage children and young people in local neighbourhoods to feel that the City was theirs, bring people together from different ward areas, and link the Station area with the City Centre. Through effective funding and partnership development it could also lead to providing a creative delegate function that would facilitate discussion on good practise and bring money into the City.

To be an Anchor

By providing a significant platform for local artists and performers - the average show was attended by 300-600 people - the Out of the Ordinary festival offered performers a huge amount of exposure that may be difficult to otherwise come by. The artists were compensated financially for their performances, providing opportunities for local artists and performers.

To engage and empower Local Communities and provide a great place to live, learn and work

Feedback from this event demonstrated success with regards to fostering community, and developing community cohesion. Visitors were drawn into the City, and remarked upon the variety and accessibility of the acts, whereas artists commented on the friendly atmosphere in the streets and the receptiveness of the audience.

"The atmosphere on the streets was great - very enthusiastic and warm" - MarkMark Productions

Aside from providing activities for people, especially families, to do together, the Out of the Ordinary festival encouraged people to make use of public spaces. By having acts in the open air, on street corners and squares around the city, the festival showed people a positive vision for the city, where public space is utilised for art and community.

To enhance the City's Reputation, Economy and Identity

As an event in the city centre, Out of the Ordinary acted as a draw for people from Cambridge and surrounding areas to come into town - over 15,000 people attended performances during the weekend. Additionally, by scattering the acts around the city centre, the festival encouraged visitors to explore, walking around the city to see what acts were performing. This likely increased retail sales, as shoppers may have deviated from their original plans, passing by many more traders than otherwise intended.

"A great mix of young and old and locals and tourists" - Simon Pullam from Bash St. Circus

Case Study 3 - Corn Exchange



Overview

The Corn Exchange is a major theatre and venue in Central Cambridge, located just behind the Guildhall. Nearing its 150th year as a venue, the Corn Exchange now regularly hosts approximately 150 events per year, with genres ranging from rock music, to comedy, to celebrity talks.

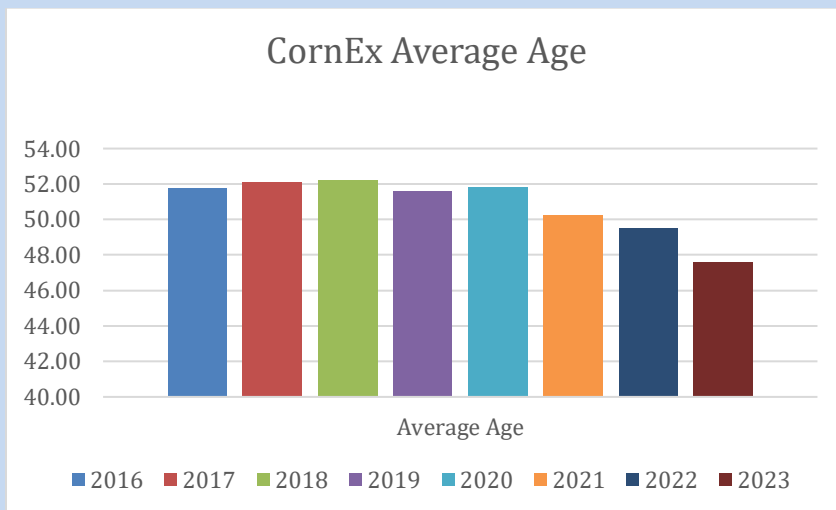
To be an Anchor

The Cambridge Corn Exchange, is not just an entertainment venue but a dynamic cultural anchor shaping the city's cultural, economic, and social landscape. With over 130,000 visitors annually, it is a key asset for Cambridgeshire and East Anglia, attracting diverse audiences from across the region, helping to improve place making in the City. Of these 130,00 tickets, 78% of transactions were bought online, showcasing adaptability to modern consumer preferences and the venue's commitment to digital innovation.

Financially, the Corn Exchange plays a substantial role in supporting local creativity and the economy. Standout shows like The Mousetrap generate nearly £200,000 in ticket revenue, underscoring the venue's significance in supporting creators. Successful bar sales, demonstrate not only a crucial aspect of the local economy but also is a testament to the Corn Exchange's resilience and growth, with an increase in 20% from FY 2021/22 to FY 2022/23.

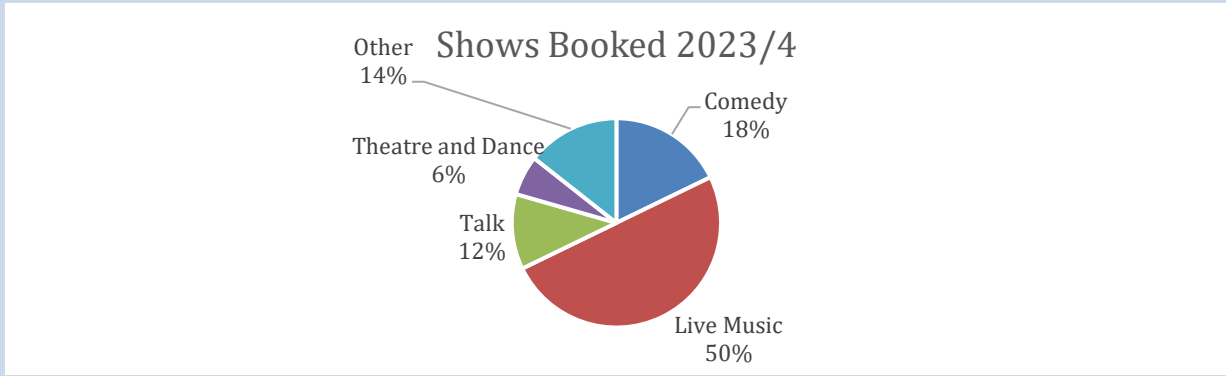
As a facilitator and enabler, the venues Box Office have sold 146 external events in the current financial year, fostering collaboration within Cambridgeshire's cultural community and positively impacting community cohesion. The engagement goes beyond the city limits, with 87% of attendees from the East of England, showcasing the Corn Exchange's role as a regional cultural leader. Efforts to lower the age profile, recording the youngest average age (below 48) in 2023, align with its commitment to be a space for diverse communities, addressing age demographics as part of our future strategy.

OF ALL CAMBRIDGE					
CB1 - South-West Cambridge	6511	17.67%	53549	18.24%	-0.57%
CB2 - Central & Trumpington	3036	8.24%	29687	10.11%	-1.87%
CB3 - West Cambridge	1993	5.41%	18818	6.41%	-1.00%
CB4 - North Cambridge	4897	13.29%	44345	15.10%	-1.82%
CB5 - Newmarket Rd & Barnwell	1437	3.90%	13530	4.61%	-0.71%
CB21 - Fulbourn and Linton	2233	6.06%	15880	5.41%	0.65%
CB22 - Shelford, Sawston, Foxton	3494	9.48%	25778	8.78%	0.70%
CB23 - Cambourne and Bar Hill	4816	13.07%	36052	12.28%	0.79%
CB24 - Northstowe, Impington, Milton	5958	16.17%	36901	12.57%	3.60%
CB25 - Waterbeach and Burwell	2481	6.73%	19054	6.49%	0.24%



To engage and empower Local Communities and provide a great place to live, learn and work

The Cambridge Corn Exchange actively engages and empowers local communities through its diverse and inclusive programming. The diversity in show genres, with live music representing half of all booked events, speaks to its commitment to fostering cultural exploration.



The venues commitment to diversity, is actively being developed, with work at the moment to engage younger demographics through youth-focused programming, which will contribute to a more inclusive cultural environment.

Event Name	Average of Age
⊕ JaackMaate: Happy Hour Live	26.23
⊕ Chinese New Year Gala	27.74
⊕ Daniel Howell	27.78
⊕ Declaration Ceremony	29.94
⊕ Don Broco	30.55
⊕ Cavetown	33.85
⊕ Daði Freyr // I'm doing a tour PART 2	35.04
⊕ Unknown Mortal Orchestra	35.18
⊕ Trivium	35.35
⊕ Bullet For My Valentine	36.81
⊕ McFly	37.47
⊕ The Musical Magic of Harry Potter	38.12

The diverse and inclusive entertainment options offered contribute to the overall health and happiness of the community, aligning with the broader commitment to community engagement and well-being.

To enhance the City’s Reputation, Economy and Identity

The Cambridge Corn Exchange significantly enhances the city's reputation as a cultural and civic hub, attracting over 130,000 visitors annually. Its diverse programming, collaboration with renowned artists, and commitment to inclusivity contribute to the city's pride in its cultural offerings. The venue is a cultural landmark, adding to the city's identity and reinforcing its position as a vibrant and dynamic place.

Economically, the Corn Exchange is a substantial contributor, not only as a revenue stream but also as a driver of business engagement. The venue's role as a regional cultural leader attracts audiences from the East of England, positively impacting tourism and local businesses. The success of pubs, clubs, shops and restaurants in the City depend and are driven by the activities in the Corn Exchange.

‘In 2020, for every £1 generated in the arts and culture, an additional £1.23 gross value added was generated in the wider economy.’

Despite operational challenges, the commitment to sustainability through energy-efficient upgrades and capital initiatives aligns with the council's Climate Emergency policy, commitment to preserving listed heritage, and showcases our dedication to sustainability and responsible resource management. This in turn contributes to the City's overall identity as a responsible and forward-thinking community.

Cambridge City Council Equality Impact Assessment (EqIA)

This tool helps the Council ensure that we fulfil legal obligations of the [Public Sector Equality Duty](#) to have due regard to the need to –

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Guidance on how to complete this tool can be found on the Cambridge City Council intranet. For specific questions on the tool email Helen Crowther Equality and Anti-Poverty Officer at equalities@cambridge.gov.uk or phone 01223 457046.

Once you have drafted the EqIA please send this to equalities@cambridge.gov.uk for checking. For advice on consulting on equality impacts, please contact Graham Saint, Strategy Officer, (graham.saint@cambridge.gov.uk or 01223 457044).

1. Title of strategy, policy, plan, project, contract or major change to your service
--

Cultural Strategy 2024-2029

2. Webpage link to full details of the strategy, policy, plan, project, contract or major change to your service (if available)
--

3. What is the objective or purpose of your strategy, policy, plan, project, contract or major change to your service?

This strategy sets out to:

- Outline the Council's commitment and proposed role
- 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
- Highlight the contribution of culture in enabling inclusive growth in the City region

With a vision and civic role to ensure broad access and representation, Cambridge City Council is 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, the use of cultural activity in neighbourhood and community centre projects, promoting programming that is wide, diverse and appealing to different communities.

4. Responsible service

Directorate: Communities

Service: Cultural Services

5. Who will be affected by this strategy, policy, plan, project, contract or major change to your service?

(Please tick all that apply)

- Residents
- Visitors
- Staff

Please state any specific client group or groups (e.g. City Council tenants, tourists, people who work in the city but do not live here):

Please state any specific client group or groups (e.g. City Council tenants, tourists, people who work in the city but do not live here):

The strategy will influence the delivery and planning of arts and cultural events, activities, resources and partnerships. It will potentially affect:

All residents of Cambridge
Tourists and visitors to the city
Those who work in the city but do not live here
Retailers and businesses based in the city

Individual organisations and groups that deliver cultural services include but are not limited to:

Wysing Arts
Museum of Cambridge
Cambridge Club
UCM
Cambridge Arts Theatre
University of Cambridge
Cambridge Science Centre
ARU
Cambridgeshire Culture and Cambridgeshire Music
Cambridge Film Trust
South Cambridgeshire District Council
Cambridge Summer Music
East Anglian Festival Network
My Cambridge CEP
Strawberry Fair
Kettle's Yard
Cherry Hinton Festival
Cambridgeshire County Council (The Library Presents)
Fenland District Council
Collusion
Museums Service, Cambridgeshire County Council
Public Art, Cambridge City Council
Together Culture
Cambridge Junction
UCH Addenbrookes
The Kite Trust
Cambridge Literary Festival
Cambridgeshire and Peterborough Region of Learning
Cambridge BID
My Cambridge Cultural Education Partnership
Festival and Events Liaison Group
Cambridge Arts Network
City Events and Folk Festival partners
Digital gaming companies

Staff: There will be changes in some responsibilities of staff as there will be much more partnership working with other organisations. Moreover, there will be a greater focus on activities to measure outcomes as well as delivery of outputs.

6. What type of strategy, policy, plan, project, contract or major change to your service is this?	<input checked="" type="checkbox"/> New <input type="checkbox"/> Major change <input type="checkbox"/> Minor change
---	---

7. Are other departments or partners involved in delivering this strategy, policy, plan, project, contract or major change to your service? (Please tick)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
--	--

If 'Yes' please provide details below:

Other Cambridge City Council teams include
Streets and Open Spaces
Planning
Community Development
Sport & Recreation
Transformation (Our Cambridge)

Individuals, organisations and business in the arts And Cultural sector including, but not limited to, those listed in 5.

8. Has the report on your strategy, policy, plan, project, contract or major change to your service gone to Committee? If so, which one?

Yes. Environment & Communities Scrutiny Committee – 18 January 2024

9. What research methods/ evidence have you used in order to identify equality impacts of your strategy, policy, plan, project, contract or major change to your service?
--

Organisations and individuals listed in 5 were present at face to face round table focus groups as well as being consulted by email.

Sources of information include:

Cambridge Ethnic Community Forum (2021), Needs Assessment of Ethnic Minority People for Cambridge

Encompass Network (2021) LGBTQ+ people's needs assessment for Cambridge City and South Cambs

Census 2021

[How arts can help improve your mental health | Mental Health Foundation](#)

- [Home New | Campaign to End Loneliness](#)
- Cultural Cities Enquiry Report, Core Cities UK. 2019
- DCMS – Department for Culture, Media and Sport (2023) Culture and Heritage Capital 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 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

10. Potential impacts

For each category below, please explain if the strategy, policy, plan, project, contract or major change to your service could have a positive/ negative impact or no impact. Where an impact has been identified, please explain what it is. Consider impacts on service users, visitors and staff members separately.

(a) Age - Please also consider any safeguarding issues for children and adults at risk

The strategy aims to deliver cultural events for the benefit of all age groups.

It identifies that '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. These aims will also align with a wider City Council Youth Strategy and the support of the development of a 'Youth Voice' initiative.

The Council can build on the work of the Region of Learning, referenced in the Strategy, to expand the successful working practices that they have developed to include adults as well as young people.

(b) Disability

By increasing access to cultural activities, “arts interventions [can show] equivalent or greater cost effectiveness to possible health interventions” and therefore benefit to disabled people and to preventing disability. The strategy states that 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. Moreover, engagement in cultural activities helps improve mental health in and of itself but also by increasing social connectedness. Therefore, cultural events and activities have a big role to play in preventing loneliness, which has been described as a public health issue that leads to a range of poor outcomes for health and wellbeing.

Events and activities organised directly by the City Council are organised at venues where all reasonable adjustments are made to cater for the disabled and attenders with additional needs. Good practice will be shared with partners to ensure accessibility.

(c) Gender reassignment

Cambridge has one of the highest percentages of transgender and non-binary residents in the East of England with 89.73% of people identifying as the sex they were registered at birth. It has the fourth highest proportion of the population aged 16 years and over who identified as non-binary outside of London. However, in Cambridgeshire and Peterborough there are no LGBTQ+ bars, pubs, clubs, community cafes or centres. Also, since the needs assessment was undertaken The Encompass Network folded, that arranged events for LGBTQ+ people. Both of these factors impact on celebration of LGBTQ+ culture in the local area, which the new Cultural Strategy might help address. One of the key partners the council works with is The Kite Trust that supports LGBTQ+ young people.

The Encompass Network found in the needs assessment for LGBTQ+ people in Cambridge City and South Cambridgeshire that cultural and social events help people stay connected “and one of the main successes recently has been the organisation of Pride events in Cambridge, St Neots, Ely and Peterborough, and these are extremely popular”.

(d) Marriage and civil partnership

The strategy has no specific impact in relation to Marriage and Civil Partnership.

(e) Pregnancy and maternity

The strategy has no specific impact in relation to Pregnancy and Maternity

(f) Race – Note that the protected characteristic ‘race’ refers to a group of people defined by their race, colour, and nationality (including citizenship) ethnic or national origins.

The strategy recognises that ‘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 ever more important.’ The Census 2021 finds that only approximately half (53%) of the respondents in Cambridge City described themselves as White British – making Cambridge very diverse. 21.5% are described as ‘Other White’ followed 14.8% as Asian, Asian British or Asian Welsh.

As well as the potential of arts and cultural activities to celebrate different ethnic backgrounds they help promote social connection.

Cambridge City Council commissioned the Cambridge Ethnic Community Forum to undertake a needs assessment in 2021 with ethnic minority communities in Cambridge. Relating to social connectedness the research found that:

- Feelings of connectedness with others and a positive sense of community was the most common theme in questions asking what people found important about living in Cambridge.
- The research also found that there were indicators of social exclusion and marginalisation relating to connectedness with others before Covid-19 that were then exacerbated by the pandemic.
- 61% said they would like more social and support activities for ethnic minority communities in the city.
- Respondents were asked if they take part in any social and cultural activities/celebrations in the city and 55% said yes, meaning there could be opportunity through the new Strategy to further reach and engage communities.

(g) Religion or belief

The strategy recognises that '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 ever more important. The Census 2021 identified that in the city:

- 44.7% have no religion
- 35.2% are Christian
- 5.1% are Muslim
- 2.3% are Hindu
- 1.1% are Buddhist
- 0.7% are Jewish
- 0.2% are Sikh
- 0.8% have other religions/faiths

(h) Sex

No impacts have been identified specific to the protected characteristic of sex.

(i) Sexual orientation

In Cambridgeshire and Peterborough there are no LGBTQ+ bars, pubs, clubs, community cafes or centres. Also, since the needs assessment was undertaken The Encompass Network folded that arranged events for LGBTQ+ people. Both of these factors impact on celebration of LGBTQ+ culture in the local area, which the new Cultural Strategy might help address. Cambridge has the most LGBTQ+ residents in THE East of England. One of the key partners the council works with is The Kite Trust that supports LGBTQ+ young people.

The Encompass Network found in the needs assessment for LGBTQ+ people in Cambridge City and South Cambridgeshire that cultural and social events help people stay connected "and one of the main successes recently has been the organisation of Pride events in Cambridge, St Neots, Ely and Peterborough, and these are extremely popular".

(j) Other factors that may lead to inequality – in particular, please consider the impact of any changes on:

- Low-income groups or those experiencing the impacts of poverty
- People of any age with care experience – this refers to individuals who spent part of their childhood in the care system due to situations beyond their control, primarily arising from abuse and neglect within their families. The term “Care experience” is a description of a definition in law, it includes anyone that had the state as its corporate parent by virtue of a care order in accordance with the Children Act 1989 and amendments.
- Groups who have more than one protected characteristic that taken together create overlapping and interdependent systems of discrimination or disadvantage. (Here you are being asked to consider intersectionality, and for more information see: https://media.ed.ac.uk/media/1_159kt25q).

Impacts specifically relating to poverty/low income:

The strategy commits to continuing to provide free activities and to providing place based interventions, especially for new communities. The Cambridge Ethnic Community Forum’s needs assessment of ethnic minority people for Cambridge found that respondents on lowest incomes did not tend to attend the free cultural events in the city, and people on higher incomes were more likely to attend. This might suggest an imbalance of social connectedness across incomes relating to ethnicity. This might be mitigated by providing arts and cultural events and activities in people’s own communities.

No impacts have been identified specific to the protected characteristic of those with care experience.

11. Action plan – New equality impacts will be identified in different stages throughout the planning and implementation stages of changes to your strategy, policy, plan, project, contract or major change to your service. How will you monitor these going forward? Also, how will you ensure that any potential negative impacts of the changes will be mitigated? (Please include dates where possible for when you will update this EqlA accordingly.)

The Cultural Strategy does not include a specific action plan for implementation. It sets out a framework and outlines the Council role and includes a number of stated commitments.

A monitoring framework will be developed to ensure that there is an effective ways of both benchmarking where we are currently, and capturing data to know we have made a difference. This strategy and future action plans will guide the formation of a set of measurable indicators of success. It will consider for example social impact measurements, increased sense of pride by local people in arts and culture, growth in sector employment opportunities and increased diversity of audiences. The initial phase of the strategy will look to build a baseline for much of this data in the first three years to ensure that strong benchmark data is in place to evidence impact and change in the future.

Monitoring will include:

Commissioning of Economic Impact Assessments for particular projects

Equality Impact Assessments to be carried out for specific project

Commissioning of focus groups with non-users / attendees

Collection of data at specific ward events

Analysis of attendance data based on age and postcode

12. Do you have any additional comments?

It is the intention of the Council, that through the strategy, partnerships and working practices will be developed to work holistically to address social inequalities and their impact.

The strategy recognises that '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.

Through the strategy, 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.

Consideration will be given to update the EqIA to reflect the Strategy's impact on new communities when it is reviewed.

13. Sign off

Name and job title of lead officer for this equality impact assessment: Sam Scharf

Names and job titles of other assessment team members and people consulted: Director of Communities

Date of EqIA sign off: 21.02.24

Date of next review of the equalities impact assessment: 21.02.25

Date to be published on Cambridge City Council website: [Click here to enter text.](#)

All EqIAs need to be sent to the Equality and Anti-Poverty Officer at equalities@cambridge.gov.uk

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PUBLIC ART COMMISSIONING PROGRAMME AND THE USE OF S106 FUNDING FOR PUBLIC ART

To:

Councillor Rachel Wade, Executive Councillor for Communities

Environment and Community Scrutiny Committee 21/03/2024

Report by:

James Elms, Director of City Services

Tel: (01223) 458514 Email: alistair.wilson@cambridge.gov.uk

Wards affected: All

Key Decision

1. Executive Summary

1.1 Following the approval of a Public Art Manifesto in March 2022, a Public Art Commissioning Programme has now been developed. This sets out a package of future S106-funded projects in Cambridge, which would help the relevant time-limited public art developer contributions to be used effectively and on time. It features new proposals for public art commissions, including:

- a. a new opportunity for people of all ages in Abbey and Petersfield wards to participate in a creative process to evoke memories of playing together, community and well-being – this follow-up to the earlier PlayLaws project would be a re-imagining of that public art process with new/original public art outcomes; and
- b. engaging young people in all four areas of the city in an urban art project about what it is like living in Cambridge, with all the issues, challenges and anxieties they face – and helping them to work with urban artists to present this via murals and other public art works.

The programme also includes the public art commission at Nightingale Recreation Ground (Queen Edith's ward) to which the Executive Councillor allocated £40,000 of S106 funding in January 2024. An artist is being commissioned to design and deliver bespoke artwork/s inspired by the recreation ground, its new pavilion and its community garden.

- 1.2 As well as developing the Commissioning Programme, the Council has undertaken a 2023/24 S106 public art grants round in order to be able to take stock of ideas from local communities for local public art projects and to support the timely and effective use of time-limited S106 funding.
 - a. Nine grant applications were received and have been assessed against the Council's public art selection criteria. Whilst all nine had their merits, only one fully meets the criteria for public art S106-funding. This is the proposal from the Menagerie Theatre Company for its 'Trials of Democracy' project, to create an installation and performance events at the Guildhall which reflect local people's concerns, questions and challenges with democracy.
 - b. Although a grant application from Romsey ward did not fully meet the selection criteria, it has provided a starting point for developing an enhanced project at Romsey Recreation Ground as part of the Commissioning Programme. This would engage local residents about what that local green space means to them and community life.
 - c. Officers are also keen to work closely with local communities and councillors in those wards (e.g., Coleridge, Trumpington and Cherry Hinton) where public art S106 funding is still available for local projects. Proposals for these local projects can be brought forward to a future meeting of this Committee.
- 1.3 Paragraph 5.2 features a table which sets out how these emerging public art projects come together to form the overall programme, along with possible timescales for when these projects might be commissioned. In order to present this overview in Section 5, this report addresses the grant round first in Section 4 and features the draft Public Art Commissioning Programme in Appendix F¹.

¹ This will be further edited following scrutiny committee and reflective of the project and recommendations approved.

2. Recommendations

The Executive Councillor is recommended to:

- 2.1 note the updated S106 funding availability analysis in Appendix A and the de-allocation of public art S106 funding from a number of a few projects that either stalled or were not taken forward (see paragraph 3.7).
- 2.2 allocate a £30,000 S106-funded public art grant to the Menagerie Theatre Company for its 'Trials of Democracy' project, subject to business case sign-off, a public art grant agreement and project completion or significant progress within 18 months (see Section 4 and Appendices C and D);
- 2.3 allocate public art S106 funding to the following new public art projects, subject to further engagement with councillors, communities and professional artists and business case sign-off (see Section 5 and Appendix F)

Project	Public art S106 funding
More Playful Art, Please!	Up to £60,000
Urban Voices (four x phase 1 Area projects of up to £30,000, plus a phase 2 project)	Up £187,000
Romsey Recreation Ground	Up to £66,000

- 2.4 delegate authority to the Director of City Services, in consultation with the Executive Councillor and Opposition Spokes for Communities and the Chair of the Environment and Community Services Scrutiny Committee to add to the Commissioning Programme any time-limited opportunities for funding small-scale (under £30,000) public art projects opportunities may arise before the next Committee meeting in June 2024 (see paragraph 5.3); and
- 2.5 approve the draft Public Art Commissioning Programme (see Appendix F).

3. Background

- 3.1 Cambridge takes a planning-led approach to public art through the Council's Public Art Supplementary Planning Document (planning policy), to mitigate the impact of new development. The policy has supported the delivery of public art across the city within new development and enabled the Council to secure S106 funding for off-site public art².
- 3.2 Public art initiatives in Cambridge that are overseen by the Council are either delivered by developers on the site of their developments or funded by off-site public art S106 contributions (funds) paid by developers. The purpose is to mitigate the impact of development through public art.
- a. The use of these S106 contributions has to comply with criteria³ set out in planning policy and the requirements within the official Community Infrastructure Levy regulations (which also govern the use of S106 funding)⁴ and the particular terms of the relevant (legally-binding) S106 agreements.
 - b. The Council can only fund from public art S106 contributions those public art proposals that meet all these conditions. For more details, see the Council's [Developer Contributions](#) and [Public Art](#) web pages.

Public Art Manifesto

- 3.3 In March 2022, following consideration of a report to this Committee, the Executive Councillor at the time approved a Manifesto for Public Art, called 'The Cambridge Perspective – Making Public Art Work'. This is a public declaration of the City's intentions for developing public art and demonstrates the Council's commitment to deliver new public art and to support best practice when commissioning.

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2. The Council now focusses on securing on-site public art, as appropriate, through planning conditions.
 3. These criteria are described in paragraph 4.2, in terms of how they have been applied to the 2023/24 Public Art grant funding round.
 4. The official regulations include statutory tests for the use of S106 funds, which require S106 contributions to be necessary to make developments acceptable in planning terms; directly related to the development; and fair & reasonable in scale and kind.

- a. It contains key strategic objectives that guides public art commissioning in Cambridge and supports best practice.
- b. It informs all public art delivery whether through the Council's own commissions or grants or on-site public art developed through the planning approvals process.
- c. Officers were asked to seek and identify eligible proposals for new public art projects to ensure effective use of the public art S106 funds.⁵

3.4 Key feedback from the consultation of the Manifesto, which informs the development of the Commissioning Programme, is that public art:

- adds distinctiveness, character and contributes to place-making;
- contributes to resident well-being and is appreciated;
- should be inclusive; fun; relevant and accessible; and
- should provide experiences that enrich lives and strengthens communities and social networks.

This includes support for contemporary public art (including murals) and projects involving engagement and learning and/or encouraging a greater sense of social cohesion and ownership of public spaces – where the community can participate, not just being an audience.

S106 funding availability

3.5 An updated public art off-site S106 funding analysis can be found in Appendix A⁶, setting out the remaining availability by ward, by 'use by date'⁷ and by 'local' and 'strategic' funds.⁸

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5. The March 2022 report previously referred to the development of a commissioning 'strategy': this now being presented as the Public Art Commissioning Programme.
 6. This takes account of the allocation of £40,000 of public art S106 funds in January 2024 to a public art commission at Nightingale Avenue Rec Ground, the de-allocation of supplementary funding for the 'To the River' public art installation following public consultation in 2022, and other re-profiling of the use of public art S106 funds.
 7. Most expiry dates stipulated within S106 agreements are for contributions to be used or contractually committed within 10 years or receipt or the date of payment of the final instalment. Where no expiry date is stipulated, the same time period is assumed.
 8. This distinction between 'local' and strategic' funds has been applied to funding rounds over the last twelve years or so. S106 contributions from a particular ward are not necessarily always spent in the same ward.

- a. The 'local fund' is based on all public art S106 contributions from minor developments and half those from major developments in a ward. These tend to be used for a local project in the same ward or one nearby in a neighbouring ward.
- b. The 'strategic fund' is based on the other half of public art off-site S106 funds from a major development. These tend to be used either for a local project or for a project of strategic importance in the same (or neighbouring) area of the city or for a city-wide project.

3.6 The analysis has taken into account four on-going public art projects⁹ allocated S106 grant-funding. However, there are also a few others previously allocated S106 funding (mentioned in the March 2022 report to this Committee, but which have not been able to move forward.

- a. This includes the History Trails 2 project, allocated S106 grant-funding in March 2017, which was never completed by the grant recipient.
- b. Two other possible projects (a Chesterton village sign and a 'Travellers and Outsiders' project) were never formally allocated public art S106 funds. A committee report in June 2018 identified them as projects that could be scoped further within 12 months, but no more details were received for report back to this committee.

No S106 funding has been spent on these three projects. The developer contributions that had been earmarked/allocated to them have returned to the public art S106 funds for use on other relevant projects. Paragraph 2.1 asks the Executive Councillor to note these de-allocations.

3.7 The main finding from this latest analysis is that there are just over £448,000 of public art S106 funds that need to be contractually committed between September 2024 and July 2027¹⁰. Of this, around £69,000 reach their time limits during 2024/25. The same applies to a

9. The following small-scale public art projects allocated S106 grant-funding in October 2021 are on-going: the Cherry Hinton Brook mural public art (in final stages following project completion); the Pride Pink Festival [Solidarity and Community] project (completion expected in summer 2024) the Birdwood Area 'Dinky Doors' public art project (completion expected by the end of 2024); and the Jesus Green ecology public art project (completion timescales under review).

10. The S106 funding availability analysis is reviewed regularly and is subject to change.

further £247,000 in 2025/26. The Commissioning Programme aims to address the use of public art S106 funds in line with these timescales.

3.8 The largest concentrations of available public art S106 funds are from East Area, with comparatively little left in North and West/Central Areas. No public art S106 contributions remain from Castle, King's Hedges, Newnham or Queen Edith's wards. However, there is around £43,000 in Coleridge, £28,000 in Cherry Hinton and £26,500 in Trumpington for local public art projects¹¹: these have 'use by' dates in 2026 and 2027, so there is a little more time to develop these proposals with the local communities and councillors in those wards.

3.9 To ensure that the remaining S106 funds can be used effectively, on time and for relevant projects, the proposals for public art commissions and grants need to be considered together as an overall package, as opposed to a 'pick and mix' approach of choosing some proposals but not others (see paragraphs 5.2 and 6.1). It will be developed further over the next couple of years (for example, with further reports setting out proposals for other local projects).

4. 2023/24 S106 Public Art grants round

4.1 From mid-November 2023, the Council invited grant applications for local public art projects that would meet the selection criteria, from community groups collaborating with an artist. The original application deadline was set as 13 December 2023, but this was later extended to the end of 28 January 2024. Grants of up to £15,000 or £30,000 were on offer, depending on local funding availability. Applications were particularly encouraged from Abbey, Coleridge, East and West Chesterton, Petersfield, Romsey, and Queen Edith's wards.¹²

11. The uneven distribution of remaining public art S106 funds reflects both the differing levels between wards of public art S106 contributions that it has been possible to secure and spend/allocation of public art S106 funds on previous projects

12. Whilst the public art grant round guidance highlighted the availability of public art S106 funding in Queen Edith's ward, this was allocated to the £40,000 public art commission at Nightingale Avenue Recreation Ground, following scrutiny by this Committee on 18 January 2024: this project was developed with engagement and support from local councillors. It was necessary to allocate the funding to this project in January in order to allow sufficient time for the procurement of S106 contributions which had to be contractually committed by early April 2024.

- 4.2 The detailed grant guidance featured the selection criteria (see Appendix for more details), which highlighted the need for project proposals to:
- a. be within the city of Cambridge
 - b. be led by a professional artist or craftsperson
 - c. demonstrate high artistic quality
 - d. engage local communities
 - e. be new and original
 - f. be site or context sensitive
 - g. be publicly accessible
 - h. have a lasting legacy
 - i. provide appropriate remuneration for professional artists and
 - j. be feasible and deliverable.
- 4.3 The application process was publicised on the Council’s website and via targeted contact by a number of Council teams who work with community groups and artists. Councillors were also encouraged to draw the grant round to the attention of local groups in their wards.
- 4.4 Nine public art grant applications were received by the extended deadline (see Appendix C. They have been carefully assessed against the selection criteria (and other important considerations in the guidance¹³) by a team of Council officers with specialist knowledge of public art and culture, community grants and S106 funding.
- 4.5 Officers would like to thank the community groups and artists who took time and effort to put forward some thoughtful proposals, which have a lot of merit to them. The difficulty, however, is that the assessment of the grant applications is not about whether these would be good projects per se, but whether they would meet the purposes for which public art S106 funding is intended. The assessment summary in Appendix D shows that only one grant applications (the ‘Trials of Democracy’ proposal from the Menagerie Theatre Company) meets the criteria.
- 4.6 Officers will offer constructive feedback to the other applicants to explain why their grant proposal was not successful. In broad terms, there were a number of recurring themes in the concerns raised by the assessment team about how well the applications addressed the selection criteria,

13. Such considerations include the availability of S106 funding, whether projects are ready to go and whether they can be delivered within expected timescales.

one or more of which applied to the unsuccessful proposals. These include reservations that some applications seemed:

- a. not sufficiently focused on delivering a high-quality public art outcome (as the primary focus) that would benefit the local community, be related to the local context and mitigate the impact of development; or
- b. to have a pre-determined public art product in mind, which did not leave much scope for meaningful community engagement in helping to shape the outcome of the product and make it distinctive; or
- c. to be seeking funding to continue an existing project or concept, which was not new or original; or
- d. not to have given sufficient consideration about how the public art proposal would create a lasting legacy beyond producing an artefact (raising the question 'so what difference would this make?'); or
- e. to have under-estimated the technical considerations and costs involved (e.g., in undertaking community engagement or in making sure that any public installation would be safe and that the risks of theft or vandalism could be minimised).

None of the unsuccessful applications were rejected simply on the grounds of lack of availability of public art S106 funding. There were other valid reasons which would have been sufficient on their own.

- 4.7 Whilst the grant application for a £12,700 public art project at Romsey Rec Ground did not fully meet the criteria for public art S106 funding, officers are keen to work with ward councillors, local groups and the local community to develop a new public art commission there, with a budget of up to £66,000. See paragraphs 2.3 & 5.2 and page 16 of Appendix F.
- a. This will include provision for the project to be developed and authored by an artist who will engage with the community and respond to an open brief. The work must be new and site responsive. The proposal is included in the programme within the Commissioning Strategy.
 - b. This scale of budget reflects the fact that some 'local fund' public art S106 contributions received from Romsey ward have been spent to nearby, relevant projects in such neighbouring wards as Abbey and Coleridge. As part of the well-established approach of making sure that S106 funds are used in line with S106 funding requirement and in a way that is as fair as possible to the wards from which S106 funding has been received, officers aim to top-up local funds in Romsey that

need to be contractually committed within the next couple of years with some strategic S106 funds from elsewhere in East Area.

5. Developing the Commissioning Programme

- 5.1 The programme seeks to provide a robust way forward to enable the commissioning of high-quality public art that genuinely engages and benefits communities. It reflects the objectives of both the Public Art SPD and the Public Art Manifesto.
- a. It is the result of listening and reflection over two years, including consideration of feedback from the consultation for the Manifesto and public suggestions for projects that comply with the criteria for funding public art using S106 contributions.
 - b. It has also been informed by an extensive research process, including:
 - i. desktop research, making links to relevant Council strategies¹⁴ and partnership activities, to support delivery through cultural interventions, promote inclusivity and equality and engage people;
 - ii. dialogue with community groups and key stakeholders; including informal conversations and ideas arising from the grants round;
 - iii. collaboration with the Council's Culture and Community team and other colleagues.
- 5.2 The emerging programme is based around four¹⁵ new public art commissions (three of which are recommended for S106 funding) and a S106 grant-funded public art project (also recommended in Section 2). Phase 1 of the Urban Voices projects is presented here as four area-based initiatives, alongside phase 2 of the project. More details can be found on pages 10-16 of Appendix F. The 'commission by' dates in the table, below, related to the 'contractual commitment' dates for the public art S106 funds to be allocated to these projects, in line with the S106 funding availability analysis in Appendix A. The delivery of these projects would then take shape after these dates.

14. For example, the Corporate Plan, Single Equality Scheme, Cultural Strategy, and the emerging Children and Young People's Strategy.

15. This includes including the public art commission for Nightingale Avenue Recreation Ground, which the Executive Councillor agreed in January 2024. See page 10 of Appendix F.

Project	S106 value	Commission by
Nightingale Avenue Rec public art	Around £40,000	April 2024
'More play, please' public art (based in/around Abbey and Petersfield)	Up to £60,000	September 2024
Urban Voices public art: phase 1: (North Area)	Up to £30,000	March 2025
Urban Voices public art: phase 1 (East Area)	Up to £30,000	July 2025
Romsey Recreation Ground public art commission	Up to £66,000	July 2025
Urban Voices public art: phase 1 (West/Central Area)	Up to £30,000	January 2026
Urban Voices public art (phase 2)	Up to £67,000	January 2026
Urban Voices public art (South Area)	Up to £30,000	June 2026

5.3 This commissioning programme will need to evolve, not least to take into account the development of local projects in Coleridge, Cherry Hinton and Trumpington. There will be a follow-up report to this Committee within the next twelve months. In addition, officers are mindful of taking advantage of further opportunities for taking forward suitable public art projects which may arise.

- a. For example, in recent weeks (and after the end of the public art grant application round) the Council has been contacted by a partner organisation which is planning a small-scale, wildlife-related public art scheme in the South Area of the city in early summer, which could meet the selection criteria for S106-funding. It could be related to the Urban Voices project or could be considered as a separate, local public art project. This has come in too late to be considered in this report, but officers have made contact with the organisation and will be considering the proposal further.

b. The recommendation in paragraph 2.4 allows for the possibility that, in order to work with limited-time window within which this project would need to take place, an out-of-cycle decision may be needed before the Committee's next meeting in June 2024. If closer consideration of the proposals reveals that this would add benefit to the Public Art Commissioning Programme, officers will discuss this with the local councillors in the relevant ward before approaching the Executive Councillor, Oppositions Spokes and Committee Chair.

5.4 Best practice will be followed in develop public art commissions and project delivery (e.g., in relation to setting project budgets, supporting the case for inclusion, environmental considerations, embedding learning and participation, communication plans for all public art projects, project evaluation and public art maintenance.

6. Implications

Page:

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a) Financial Implications

6.1 If S106 funds cannot be used for their intended purposes and on time, developers could ask for the return of any S106 contributions that reach expiry or 'use by' dates unspent amounts or that are not used for their intended purposes. The Public Art Commissioning Programme and the recommendations within this report aim to mitigate that risk. The recommended proposals have been assessed to check that they meet S106 selection and eligibility criteria. If Members were minded only to go ahead with only some of the recommended projects, rather than all of them, this could place time-limited public art S106 funding at greater risk.

6.2 As part of the Council's approach to project management, officers will develop business cases for all S106-funded projects, including more details of how it will take shape (including community engagement), where and when it will happen and how much it will cost. This includes double checks to make sure that the project (as it moves forward) still meets S106 selection criteria.

6.3 Whilst the Public Art Commissioning Programme is funded through developer contributions, officers are open to opportunities to explore other funding streams in order to add to, enhance or expand the

programme. This might include seeking match funding from partners and national sources, such as Arts Council England and the National Lottery Heritage Fund.

b) Staffing Implications

- 6.4 The development and delivery of the Public Art Commissioning Programme can be resourced from within the Council's staffing resources. S106 funds can be used to cover reasonable development costs associated with individual projects which come to fruition.

c) Equality and Poverty Implications

- 6.5 See the equality impact assessment (EqIA) in Appendix E. The EqIA concludes that the development of the Commissioning Programme for Public Art presents an opportunity to promote equity, diversity and inclusion within the community through artistic expression and engagement. Ongoing consultation, monitoring, and evaluation will be essential to address emerging needs and to promote continuous improvement in the inclusivity and impact of public art programming. Further EqIAs will be developed for individual projects as part of the business case sign-off process.

d) Net Zero Carbon, Climate Change and Environmental Implications

- 6.6 The Climate Change Rating for the Strategy as a whole is Low Negative. The Public Art Commissioning Strategy contains a programme of projects, which are yet to be developed. Each emerging project will have its own Climate Change Tool Assessment. Each project will be developed to mitigate impacts on climate change.

e) Procurement Implications

- 6.7 There are various ways of commissioning public art, which may require a non-conventional approach where artists are directly awarded based on their practice and experience. All the projects and proposals in the programme will be developed using best practice and in partnership with the Councils Procurement Officers and to comply with procedural rules.

f) Community Safety Implications

- 6.8 As well as promoting social inclusion and belonging, public art projects may have a positive impact in tackling anti-social behaviour and making the environment safer.

7. Consultation and communication considerations

- 7.1 This report has already highlighted how the development of the Public Art Commissioning Programme and the proposed projects is a product of consultation, listening and collaboration (see paragraph 3.4 and 5.1).
- a. Engaging local communities is an integral feature of public art commissions is mentioned throughout the report.
 - b. References to involving local councillors is also mentioned (e.g., in paragraphs 1.2, 2.3, 3.8, 4.7 and 5.3) in relation to projects within the Commissioning Programme and the development of further local public art projects.
 - c. Paragraph 5.4 mentions putting in place communications plans for all public art projects.

8. Background papers

Background papers used in the preparation of this report:

- [Public Art SPD 2010](#), Cambridge City Council
- [‘The Way Forward for Public Art’](#), report to the Council’s Environment and Community Scrutiny Committee on 24 March 2022
- [Manifesto for Public Art](#), reported to the Council’s Environment and Community Scrutiny Committee on 24 March 2022
- [‘To The River’ consultation report](#), July 2022 (including November 2022 addendum), Cambridge City Council
- [2023/24 S106 funding round – Public Art grant guidance](#) (revised), December 2023, Cambridge City Council

- [‘S106 Funding round – second phase \(Community and Sports Facilities\)’](#) report to Environment and Community Scrutiny Committee on 18 January 2024¹⁶

9. Appendices

Appendix A: Public Art S106 funding availability analysis

Appendix B: Extract from Extract from Public Art grant guidance for 2023/24 S106 funding round

Appendix C: Summary of Grant Applications

Appendix D: Summary of assessment for the Public Art Grant Round

Appendix E: Equality Impact Assessment for Public Art Commissioning Programme

Appendix F: The Cambridge Perspective: Making Public Art Work: Commissioning Programme

10. Inspection of papers

To inspect the background papers or if you have a query on the report, please contact.

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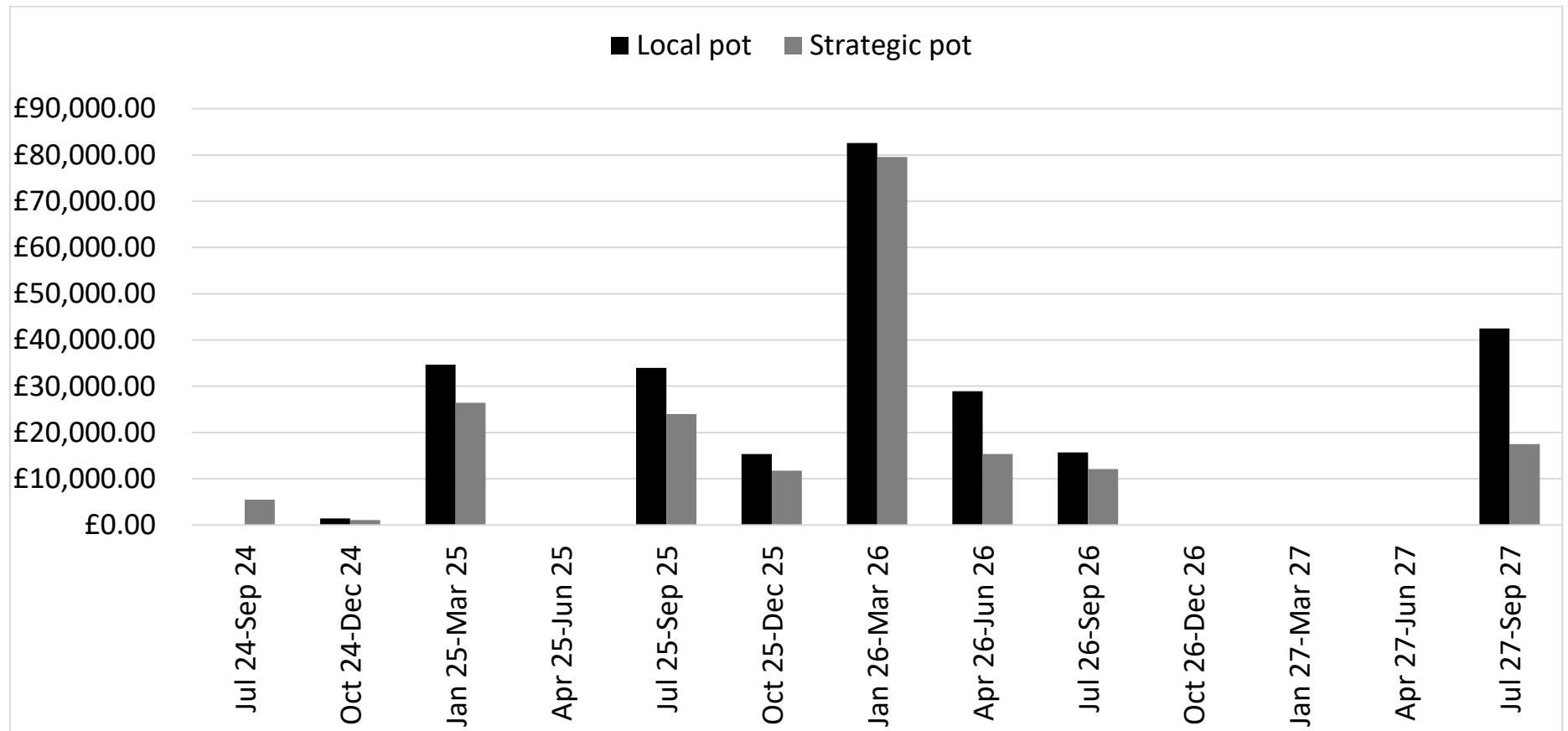
Tim Wetherfield
Urban Growth Project Manager
Policy & Partnership’s Unit, Chief Executive’s Office
Tel: 01223 457313
Email: tim.wetherfield@cambridge.gov.uk

16. Section 6 of this S106 report to this Committee in January 2024 included the recommendation for a £40,000 public art commission at Nightingale Avenue Recreation Ground, which was approved by the Executive Councillor.

APPENDIX A

Public art S106 funding availability analysis¹⁷

Chart 1: Unallocated Public art S106 funds by 'use by' date and by fund (local or strategic)



¹⁷. The S106 funding availability analysis is reviewed regularly and is subject to change.

Chart 2: Public art S106 funds by ward and by 'pot' (local or strategic) type

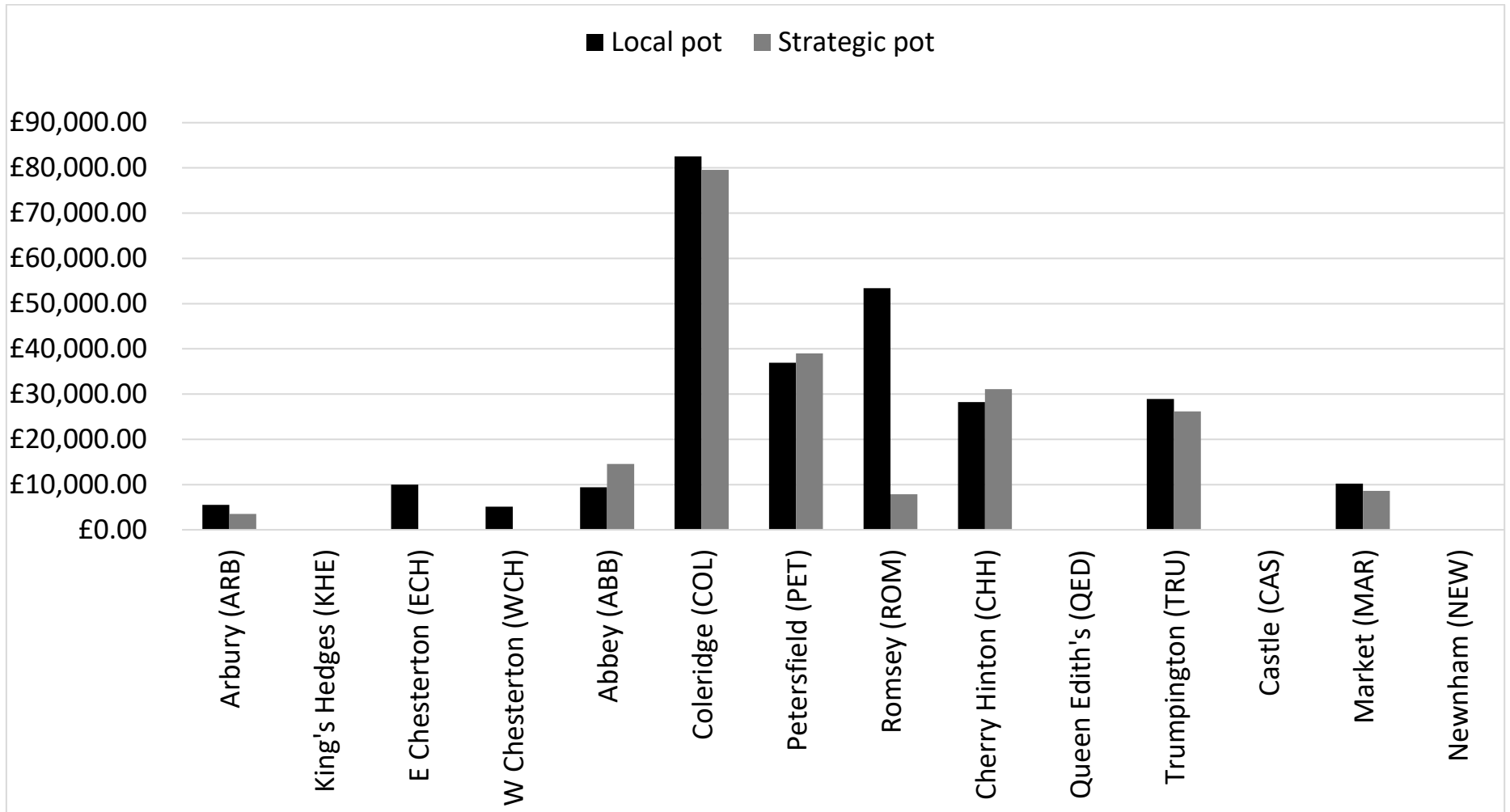


Chart 3: Public art 'local pot' S106 funds by 'use by' date & ward

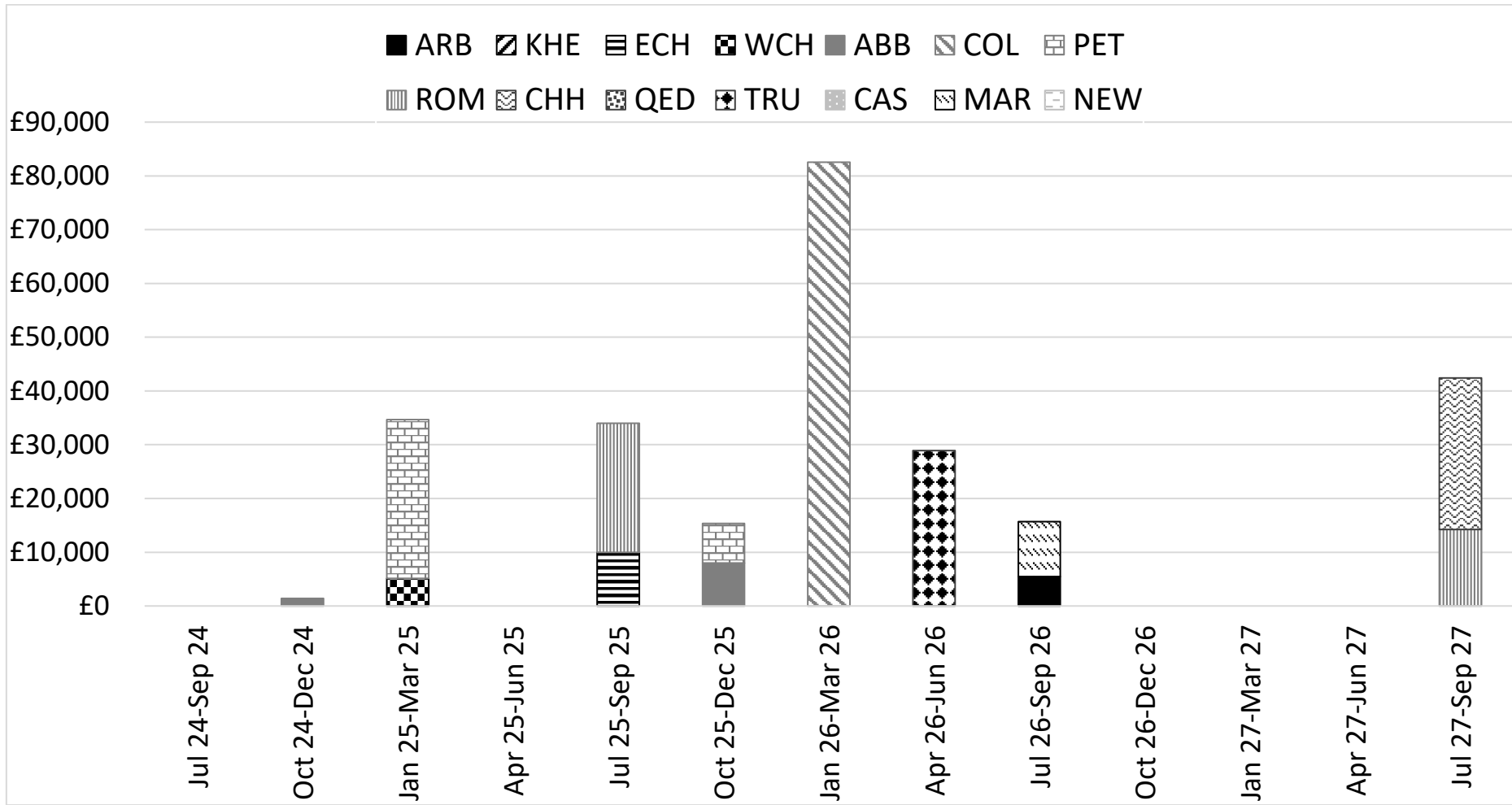
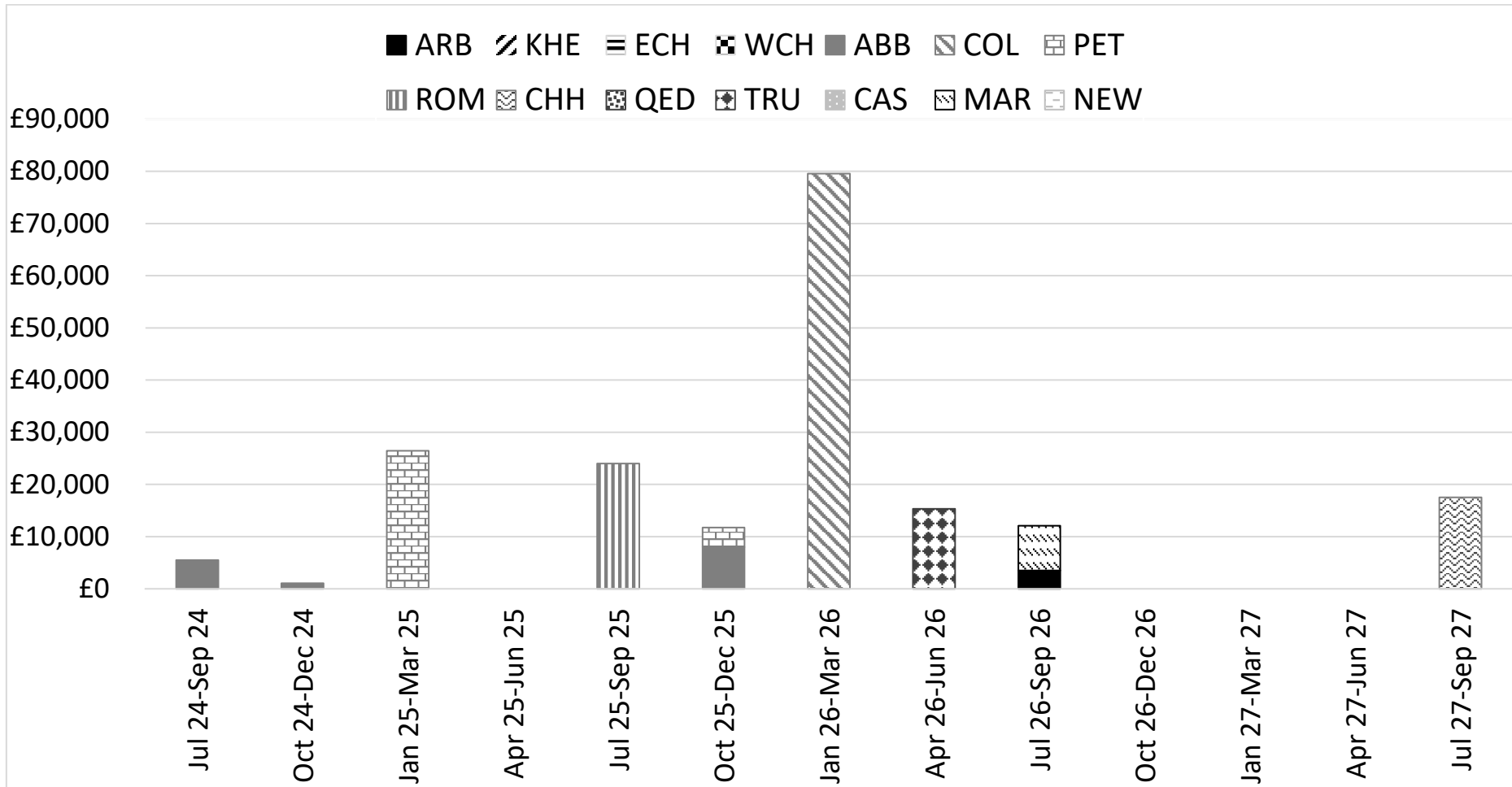


Chart 4: Public art 'strategic pot' S106 funds by 'use by' date & ward



APPENDIX B

Extract from Public Art grant guidance for 2023/24 S106 funding round

SELECTION CRITERIA

All grant applications will be assessed against the following criteria by a group of council officers with detailed knowledge and experience of public art / S106-funded projects.

- A. **Within the city of Cambridge:** The artwork must take place / be located within the city of Cambridge and involve residents of the city.
- B. **Led by a professional artist or craftsperson:** The project must involve a practising artist or craftsperson to design, produce or facilitate the work. The artist must: give a project concept to the community group/local organisation applying for the grant: design the process of community input; and be responsible for a high-quality artistic project output. We will consider applications involving artists at any stage in their career.
- C. **High artistic quality:** Drawing on specialist public art input, the assessment of the proposals will consider the quality of the proposed artistic concepts, intended processes & approach and planned outputs (taking account of the skills and experience of the artist/craftsperson). For example, this will consider how far the proposals are distinctive, innovative and thought-provoking.
- D. **Engaging local communities:** Public art requires the involvement of the local community. Members of the public may actively participate in an element of the overall project. This does not necessarily mean that they are responsible for the end design or production, but that they are engaged in the project development. Project proposals need to demonstrate how the community will benefit and how people will be able to relate to the artistic process/artwork. Benefits might include learning opportunities, engagement with arts & culture and increased sense of connection to the local area or environment. If the proposal is to focus on a small group of people, [please](#) explain how your proposal would also involve or be relevant to the wider community.

- E. **New and original:** Projects should be a one-time, single project or a time-limited series. We would not grant-fund a project that has been done before or annual/recurring projects, or a project/artwork that already exists. We can, however, consider concepts that have been done before, provided the new project develops an original outcome in Cambridge and engages city residents.
- F. **Site or context sensitive:** The work should relate to/be about Cambridge (people and place), so that history, site materials, site layout and local communities are considered as part of the artistic response. The project may help people to build a sense of identity or make new connections to where they live or help to improve the local environment.
- G. **Publicly accessible:** Any artwork must be in a place with free right of public access: works situated in a gated location but viewable from public highway are not usually acceptable. All projects should be as inclusive as possible (within appropriate safeguarding constraints) and uphold the Council's commitment to equality and diversity.
- H. **Lasting legacy:** Alongside any artistic output, the legacy of a project can be captured through documentation (including photography, film and audio recordings) that are made publicly available online. Legacy can also be created through developing skills amongst project participants, creating memorable experiences, changing perspectives, building connections between people: this needs to be documented in some way.
- I. **Appropriate remuneration of professional artists:** We expect professional artists to be paid appropriately at a standard industry rate and in line with the Council's support for the Living Wage. Fees need to reflect the artists' level of experience and expertise – and should be factored into your budget for the project.
- J. **Feasible and deliverable:** The application should demonstrate that you have thought through how you will deliver the project in detail. This will include practical considerations, such as ensuring that:
 - i. permission has been obtained from the owner of the place where the public art will be located/displayed, plus any others necessary permits or approvals;

- ii. the public art is designed to be technically feasible, safe and vandal-resistant;
- iii. proposals for temporary public art set out what happens to the artwork afterwards, while proposals for permanent artwork explain how it would be properly maintained.
- iv. there is a carefully costed budget for the project, which takes account of all artist fees and costs, design, supplies, fabrication, permits, installation, project management, documenting the artistic process and artwork, any maintenance costs and insurance.
- v. the timescales for implementing the project are realistic and achievable, with clear start & completion dates. The Council expects project proposals to be deliverable with 12-18 months of the grant award.
- vi. the applicant would be prepared to enter into a standard grant agreement with the Council relating to the use of the public art S106 funding.
- vii. the applicant sets out how the project will be project managed and monitored, collecting evidence of outputs & outcomes achieved.

What we will not fund: Public Art S106 funding cannot be used for artworks that have already been made, mass-produced objects, reproductions of original artworks or previously unrealised designs. Nor is it for projects that do not involving a practicing artist or craftsperson. Other exclusions would be proposals:

- i. seeking funding to run a recurring project or festivals (but please note that we can fund public art activity within festivals);
- ii. promoting fund-raising, commercial activity or third-party advertising;
- iii. related to demonstrations, marches, and rallies or other politically motivated activity;
- iv. related to religious beliefs or activity;
- v. seeking funding for the costs of on-going services or projects;
- vi. related to public art projects and activity outside the city of Cambridge;
- vii. related to public art projects within Cambridge but where Cambridge residents are not the primary participants.

Grant recipients should not profit from the sale of any public artwork.

APPENDIX C:

Public art proposals received in 2023-24 S106 grant round

	Proposal	Summary
A	<p>The Children’s Well Seeks £15,000 public art S106 grant Wards: Abbey, Coleridge, Cherry Hinton and East Chesterton</p>	<p>NIE Theatre Company proposes to invite children from 2-4 primary schools to become the storytellers of North East Cambridge. Children would be asked what home means to them and write stories that will be told around a symbolic well. The stories would be brought to life by professional musicians and storytellers and an animation/documentary would be produced.</p>
B	<p>Stich Pulse Seeks £30,000 public art S106 grant Wards: Abbey, East & West Chesterton</p>	<p>Sew Positive proposes to engage residents to stitch together a large-scale artwork, reflecting stories and memories. To support residents to learn stitching and textile arts to support well-being and expression of a community.</p>
C	<p>Riverside Vision Robots Arts Trail Seeks £15,000 public art S106 grant Ward: Abbey</p>	<p>Riverside Residents Association proposes an art trail to uncover the history of Riverside and consisting of three Dinky Doors sculptures. The sculptures would take the form of mini robots. There would be two workshops for people to design their own mini robots and story-writing.</p>
D	<p>Book of Cambridge Seeks £30,000 public art S106 grant Ward: Arbury, Coleridge, Queen Edith’s</p>	<p>Cambridge Junction proposes a project with temporary and socially engaged elements including workshops in primary schools to explore perceptions of Cambridge to give a voice to young people in the form of a publication.</p>
E	<p>Romsey Rec Ground project Seeks £12,700 public art S106 grant Ward: Romsey</p>	<p>Romsey Gardening Society & Romsey Music Project propose to celebrate the contribution Allan Brigham made to Romsey through two chainsaw sculptures (in the form of a crocodile and an acorn) carved from a felled tree from the Botanic Gardens. There would be an event-led workshop at St Philip’s Primary School.</p>

	Proposal	Summary
F	<p>Barnwell Verge: Seeds of Hope</p> <p>Seeks £15,000 public art S106 grant Ward: Abbey</p>	<p>Abbey People proposes a stained-glass sculpture that will be developed and informed from community engagement and will be located on a verge along Barnwell Road.</p>
G	<p>Trials of Democracy</p> <p>Seeks c£30,000 public art S106 grant Ward: Coleridge, Market, Petersfield</p>	<p>Menagerie Theatre Company proposes 'Trials of Democracy': to create an installation and performance events at the Guildhall which reflect local people's concerns, questions and challenges with democracy. The installation and performance events which will be developed through creative workshops and explore ways to envisage future versions of democracy, inspired by its past stories and create an archive.</p>
H	<p>Into the Woods</p> <p>Seeks £15,000 public art S106 grant Ward: West Chesterton</p>	<p>Cambridge Artworks & Artspace proposes a project inspired by the history as the Cambridge Artworks site as a cabinet makers premises. The project will be inspired by wood as a material and include a series of events. The outcome will be inspired from the event process in the form of a temporary installation that is open to the public.</p>
I	<p>Art Nurturing Nature</p> <p>Seeks £15,000 public art S106 grant Ward: Queen Edith's</p>	<p>Nightingale Community Garden proposes to build upon the success of other initiatives at the Community Garden in Nightingale Recreation Ground. Residents will make their own artworks to be displayed around the open space. Some will be made from willows with cameras to film wildlife. There will be a performance element to bring people together.</p>

APPENDIX D

Assessment of public art proposals against the selection criteria

Public art proposals:		Assessment criteria										
		Within city	Artist-led	Artistic quality	Community Engagement	New & original	Site/context sensitive	Publicly accessible	Lasting legacy	Artist remuneration	Feasible/deliverable	Recommended for S106 funding?
A.	The Children's Well	✓	✓	✓	✓	-	-	✓	-	✓	✓	No
B.	Stitch Pulse	✓	✓	✓	✓	✓	-	✓	-	✓	-	No
C.	Riverside Vision Robots Arts Trail	✓	✓	✓	-	✓	✓	✓	✓	-	-	No
D.	Book of Cambridge	✓	✓	✓	✓	-	✓	✓	-	✓	✓	No
E.	Romsey Rec Ground project	✓	✓	-	-	-	-	✓	-	✓	-	No
F.	Barnwell Verge: Seeds of Hope	✓	✓	-	✓	✓	✓	✓	-	✓	-	No
G.	Trials of Democracy	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Yes
H.	Into the Woods	✓	✓	✓	-	✓	-	✓	-	✓	✓	No
I.	Art Nurturing Nature	✓	✓	-	✓	✓	✓	✓	-	✓	-	No

Score:	✓ Meets criteria	✓ Meets criteria well	✓ Meets criteria very well
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Grey-shaded boxes denote where selection criteria have not been met.

APPENDIX E¹⁸

Equality Impact Assessment (EqIA)

1. Title:	
Public Art Commissioning Programme	
2. Webpage link	
The Public Art Commissioning Programme will be considered at the Environment and Community Scrutiny Committee meeting on 21/3/24.	
3. What is the objective?	
The Commissioning Programme has been developed to ensure that public art S106 funding can be allocated within the S106 time constraints to create projects that genuinely engage and benefit communities especially at a time when funding for community-based projects is limited.	
4. Responsible team:	
Streets & Open Spaces - Development team (City Services Group)	
5. Who will be affected by it?	<input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Visitors <input type="checkbox"/> Staff
The proposed projects are all public projects. They will be developed to be inclusive to all residents and visitors. One of the projects specifically aiming to give a voice to 'hard to reach' young people and another is a re-imagining of the PlayLaws project that has already engaged with all generations (including residents in Assisted Living as well as children).	
6. What type of change is it?	<input checked="" type="checkbox"/> New <input type="checkbox"/> Major change <input type="checkbox"/> Minor change

18. Answers to some questions 1-4 of Appendix F are a summary of the information included on the EqIA form itself in order to avoid duplication with the main body of this report.

7. Are other Council teams or partners involved?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<p>It has been developed through liaison with Community Development and the Culture teams. Moving forward, it will be crucial to involve Community Development, to be able to reach diverse community groups in the development & implementation of projects in the programme. Each commission may involve partners that cannot be identified at this time but who will also contribute to being able to reach these groups.</p>	

8. Has the report gone to Committee? If so, which one?
<p>It will go to Environment & Community Scrutiny Committee on 21/3/24.</p>

9. What research methods/evidence have you used in order to identify its equality impacts?
<p>The programme has projects that will be developed in the coming years. Some of the projects have been proposed through liaison with Community Development and the principles have been set and informed by objectives of the Single Equality Scheme, the Community Wealth Building Strategy and the emerging Children’s and Young Peoples Strategy. For the Single Equality Scheme, it will especially help to meet the following objectives:</p> <ul style="list-style-type: none"> • To further increase our understanding of the needs of Cambridge’s growing and increasingly diverse communities so that we can target our services effectively • To work towards a situation where all residents have equal access to public activities and spaces in Cambridge and can participate fully in the community • To tackle discrimination, harassment and victimisation and ensure that people from different backgrounds living in the city continue to get on well together (by lowering the level of graffiti and its potential to tackle anti-social behaviour). <p>The Public Art Manifesto’s ‘Art and Community’ objective is especially relevant to promoting equality, inclusion and belonging: “To engage local people in the planning, design and animation of their environments and social spaces through public art delivered via the development process and to encourage a greater sense of social cohesion and ownership of the public realm and public art. To enable Cambridge residents to</p>

experience high quality cultural activity and can develop themselves as makers, participants, and audiences.”

The projects listed in the Strategy have not been fully developed and as part of their development equalities monitoring and approaching community groups will be undertaken.

However, The Urban Voices project has been developed to engage young people who feel their views are not being heard and whilst they belong to the city, they may not feel like the city belongs to them. This inequality has been identified through the emerging Children’s and Young People’s Strategy and in response to conversations with Ward Councillors, Community Groups and members of the wider community.

The ‘More Playful Art Please!’ project will build upon learning from the PlayLaws project, which because of its design attracted varied different groups and ages and diversity. The artist considers this as an important element and will build upon it, moving forward. This has been one of the most important public art projects thus far, in terms of equalities and the diversity of people taking part.

Each project in the Strategy will be developed separately and have its own EqIA.

10. Potential impacts

For each category below, explain if it could have a positive/ negative impact or no impact. Where an impact has been identified, explain what it is. Consider impacts on service users, visitors & staff members separately.

(a) Age: Please consider any safeguarding issues for children and adults at risk

Each project aims to have a positive impact on all age groups with some targeting specific age groups. The specific details will be provided in forthcoming EqIAs for individual projects.

The Cultural Strategy identifies that ‘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.’ These aims will also align with a wider City Council Children’s and Young People Strategy.

An example is for the Urban Voices project. The project aims to have a positive impact on young people. It aims to create a more equitable city that reflects, celebrates, and nurtures its young residents. Giving a voice

to a generation that feels that their views are not being heard, nurturing a positive identity, creative thinking, and action. The project aims to develop relationships and create outcomes that feed into the Children's and Young People Strategy and Community Wealth Building Strategy; through creativity, respect and listening - commissioned artists will explore what it means to be a young person living in Cambridge.

Objectives specifically, for young people:

- Developing relationships with the artists and each other
- Exploring local environments and understanding the city as a whole
- Learning creative skills
- Creating a stronger sense of identity to the place where they live, the surrounding areas - both natural and urban.
- Gaining a greater recognition of their emotional responses and needs and learning how to express them
- Feeling like they belong to the community and their views count
- Lowered graffiti and antisocial behaviour

'More Playful Art Please' is the reimagining of the PlayLaws project, which was developed to be intergenerational. Residents who engaged with the project ranged from very young children to elderly residents of the Council's Assisted Living Properties and all ages in between. This will be continued and built upon.

(b) Disability

The projects will be developed to be inclusive to all. Reasonable adjustments will be made wherever possible to enable disabled people to participate.

A benefit that the strategy is to promote social engagement (thus potentially tackling loneliness that has been identified as a public health issue¹⁹), relaxation and encourage public health.

The Covid-19 pandemic has changed and increased community need for and use of open spaces whether it is formal open space or incidental spaces on a journey; and in this strategy creative engagement and animation of spaces is a vital response to this change.

The PlayLaws project, for example identified the need to build in visiting older people with disabilities and cognitive problems and who would not otherwise engage in a project like this and the benefits to their mental

¹⁹ See: [Health impact | Campaign to End Loneliness](#)

health was a joy to see. This will be built upon in the 'More Playful Art Please' Project.

The development of all other projects will consider this from the outset.

(c) Gender reassignment

As well as promoting social inclusion and belonging, the projects may have a positive impact in tackling anti-social behaviour and making the environment safer, which may prevent hate crime.

(d) Marriage and civil partnership

No impacts have been identified specific to this group.

(e) Pregnancy and maternity

No impacts have been identified specific to this group.

(f) Race

Note that the protected characteristic 'race' refers to a group of people defined by their race, colour, and nationality (including citizenship) ethnic or national origins.

As well as promoting social inclusion and belonging, the projects may have a positive impact in tackling anti-social behaviour and making the environment safer, which may prevent hate crime. Public art commissioning can help celebrate diverse communities and to help celebrate different cultures as has been evidenced by the ongoing PlayLaws project.

Creative activities and have been proven to break down barriers between ethnic, cultural and religious groups. As Cambridge grows increasingly diverse, this is ever more important.'

The Census 2021 finds that only approximately half (53%) of the respondents to in Cambridge City described themselves as White British – making Cambridge very diverse. 21.5% are described as 'Other White' followed 14.8% as Asian, Asian British or Asian Welsh.

As well as the potential of arts and cultural activities to celebrate different ethnic backgrounds they help promote social connection.

Cambridge City Council commissioned the Cambridge Ethnic Community Forum to undertake a needs assessment in 2021 with ethnic minority communities in Cambridge. Relating to social connectedness the research found that:

- Feelings of connectedness with others and a positive sense of community was the most common theme in questions asking what people found important about living in Cambridge.
- The research also found that there were indicators of social exclusion and marginalisation relating to connectedness with others before Covid-19 that were then exacerbated by the pandemic.
- 61% said they would like more social and support activities for ethnic minority communities in the city.

Respondents were asked if they take part in any social and cultural activities/celebrations in the city and 55% said yes, meaning there could be opportunity to further reach and engage communities.

(g) Religion or belief

The projects may have a positive impact in tackling anti-social behaviour and making the environment safer, which may prevent hate crime. Public art commissioning can help celebrate diverse communities and help different cultures as has been evidenced by the PlayLaws project.

The Census 2021 identified that in the city: 44.7% have no religion; 35.2% are Christian; 5.1% are Muslim; 2.3% are Hindu; 1.1% are Buddhist; 0.7% are Jewish; 0.2% are Sikh; 0.8% have other religions/faiths

(h) Sex

The projects may help improve safety of areas in reducing anti-social behaviour. In a community needs assessment undertaken in 2015 on women's experiences of living in the city, the respondents were especially concerned about safety on streets of Cambridge at night. This project might benefit women then who are more likely to feel unsafe in public spaces in the city.

In February to March 2022, the Opinions and Lifestyle Survey (OPN) asked people about their current perceptions of safety and their experiences of harassment in the last 12 months. national findings on women's perceptions of safety with more women (27%) than men (16%) who reported they had experienced at least one form of harassment in the previous 12 months.

[Perceptions of personal safety and experiences of harassment, Great Britain - Office for National Statistics](#)

(i) Sexual orientation

As well as promoting social inclusion and belonging, the projects may have a positive impact in tackling anti-social behaviour and making the environment safer, which may prevent hate crime.

(j) Other factors that may lead to inequality

In particular, please consider the impact of any changes on:

- Low-income groups or those experiencing the impacts of poverty
- People of any age with care experience – this refers to individuals who spent part of their childhood in the care system due to situations beyond their control, primarily arising from abuse and neglect within their families.
- Groups who have more than one protected characteristic that taken together create overlapping and interdependent systems of discrimination or disadvantage. (Here you are being asked to consider intersectionality)

Projects will be developed to be free to all, which will benefit people experiencing poverty or on low-incomes, and publicly accessible.

11. Action plan

New equality impacts will be identified in different stages throughout the planning and implementation stages. How will you monitor these going forward? How will you ensure that any potential negative impacts of the changes will be mitigated?

The separate projects in the programme will be developed over the next five years. Each project will have its own EqlA. The EqlAs will inform each project and be updated as part of the next stages and the creation of the artist brief.

12. Do you have any additional comments?

Public art can directly engage with a diverse audience about issues directly relevant to people's lives and creates strong community legacies. As such it can promote social belonging and cohesion.

13. Sign off

Nadine Black, Public Art Officer

Alistair Wilson, Group Operations Manager (S&OS)

Date of EqlA sign off: March 4th 2024

Date of next review: Each project will be developed with its own EqlA.

APPENDIX F

The Cambridge Perspective: Making Public Art Work

Page 203

Public Art Commissioning Programme (March 2024)



Executive summary

Cambridge City Council has taken a national lead in its approach to commissioning public art. It has achieved an impressive legacy of public art outcomes which benefit the city and for everyone who visits or lives and works here. Public art has been supported through robust planning policy¹, guidance and processes and with expertise to oversee its development and delivery. A wide range of permanent, and temporary and process-led works have been developed with communities. These have helped to shape the public realm and have played a role in integrating existing and new communities. This contributes to the quality of life in the city and brings social benefits.

In March 2022, the Council published its Public Art Manifesto². This is a public declaration of the Council's commitment to deliver new public art and to support best practice when commissioning. It contains key strategic objectives that will guide public art commissioning in Cambridge. The Manifesto informs all public art delivery, including the Council's own commissions or public art developed through the planning process.

Now, this Public Art Commissioning Programme sets out a range of public art projects to meet those objectives. It also aims to make effective and timely use of the financial contributions from developers (also known as S106 funding) that is currently available for the Council's public art projects. Efforts continue to identify other sources of funding for further new public art commissions.

The development of this programme has involved consultation with local communities, community organisations and other Council partners. It will evolve in the coming years, with further community engagement helping to identify new local public art projects.

(A Foreword by the Executive Councillor for Communities will be added to this document after approval)

1. [Public Art Supplementary Planning Document](#)
2. [Public Art Manifesto, March 2022](#)

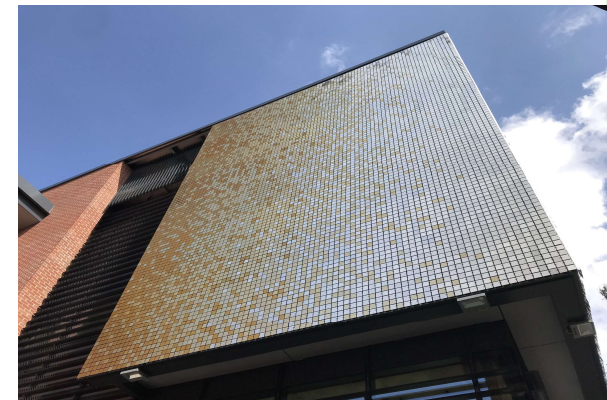
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Glossary of images	

All images (except those in the 'Urban Voices' section) are from commissions in Cambridge delivered through the Council's Public Art SPD.



[Watch: "I'm laughing at the clouds" \(external link\)](#)



[Watch: "Transformation" public art \(external link\)](#)

Defining public art in Cambridge

Public art is a means of engaging artists' creative ideas in the public realm and with the community. It is not a distinct art form but refers to permanent, temporary or socially engaged/participatory works of art in a variety of media. Successful public art is new and demonstrates ambition and innovation. It is relevant to its context, engages people and contributes to civic identity. The only constant element of public art is that it is community or site specific. Public art commissioning in Cambridge seeks to connect people and places across the city.

Art and art practice continually evolve. Digital and web-based projects are as valid as physical works. Traditional, contemporary and experimental work should all be supported. Public art projects can be informed by social activity. It can relate to local stories and history and be aimed at community building. Public art can also be purely process-led where taking part is the outcome. These types of projects directly engage a diverse audience about issues directly relevant to people's lives. They can create strong community legacies.



Benefits

Cambridge's Public Art planning policy references many benefits that public art can support. These include:

Community

- Contributing to the creation of the artwork
- Improving community safety in the public realm
- Contributing to community building and social cohesion

Place-making

- Strengthening a sense of local identity
- Animating the place and building on its uses and activities
- Improving the environmental quality through the creation of artworks

Education

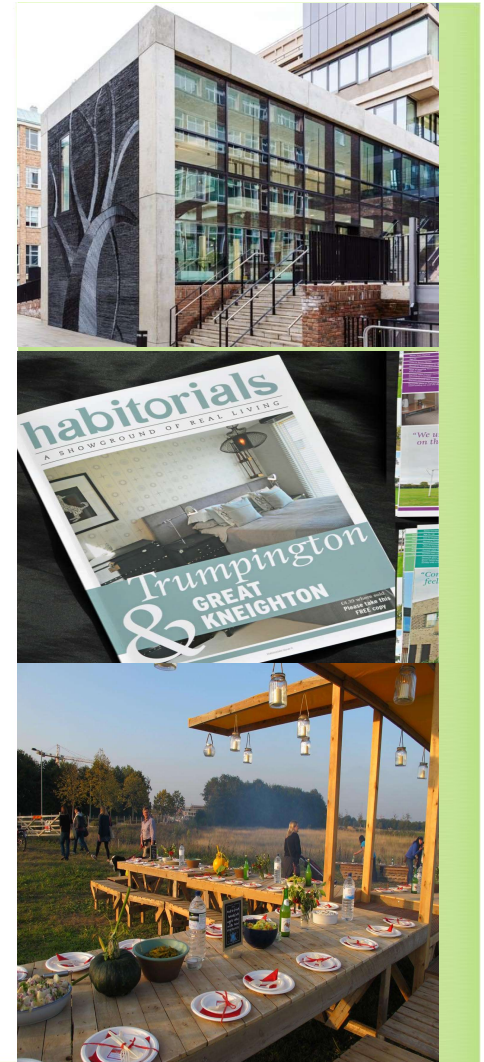
- Developing and enabling formal and informal learning opportunities in, and through, the arts

Arts

- Increasing public perception of, and interest in, art and the artistic process
- Providing opportunities for artists to create work and have it seen by large numbers of people.

Well-being

Promoting social engagement, relaxation and encouraging public health



Vision and objectives

The overarching vision is to develop a programme of public art commissions that genuinely engages and benefits communities.

The Council continues to support cultural experiences in the public realm by ensuring art and artists are at the heart of policy and process so that artists can respond and contribute to the strategic aims of the Public Art Manifesto, which are Community, Place and Change.

‘To deliver outstanding communities and places by joining the best contemporary public art practice to community engagement, architecture, landscape and urban design in order to shape and improve the experience of the city as a place of creativity and innovation that offers a high quality of life and ensuring a clear process is set out to achieve this.’

(from the Council’s Public Art SPD)



Some key points from the Public Art Manifesto's strategic objectives.

Art and Artists: To put art and artists at the heart of the process to create public art of high quality, which engages people, is relevant to places and people's lives.

Art and Community: To engage local people in the planning, design and animation of their environments and social spaces through public art delivered via the development process. To encourage a greater sense of social cohesion and ownership of the public realm and public art. To enable residents to experience high quality cultural activity and can develop themselves as makers, participants, and audiences.

Art and Place: Public art can help create a high-quality public realm and improve environmental quality through the creation of artworks that provide visual and emotional delight. Public art commissions can animate Cambridge's public spaces and help to create unique spaces whether in the urban or natural environments, as well as create identity both at a local level and citywide with each artwork being specific to its location. The streets and open spaces of Cambridge offer excellent opportunities for the creative thinking of artists to interpret use, history, or a hidden narrative.

Art and Change: Public art can be used as a conduit for community engagement and participation, especially in recognition that changes are taking place in the city. This is particularly important in Cambridge, with the changes that the growth agenda is bringing to the city, as well as changes that will happen because of climate change and the biodiversity emergency. Public art should support and enable critical debate, which addresses the impact of growth, climate change and the biodiversity emergency.

Research and consultation

The Commissioning Programme is the result of reflection and consultation over two years, listening to feedback and public suggestions for projects. The Programme also connects to objectives within the Council’s Corporate Plan and other strategies. Developing projects that genuinely engage people will require a partnership approach.

The Programme aims to develop and deliver projects in line with some of the cultural dividends set out in the Cultural Strategy.



Key feedback from the consultation of the Manifesto, which informs the development of the Commissioning Programme, is that public art:

- adds distinctiveness, character and contributes to place-making;
- contributes to resident well-being and is appreciated;
- should be inclusive; fun; relevant and accessible; and
- should provide experiences that enrich lives and strengthens communities and social networks.

This includes support for contemporary public art (including murals) and projects involving engagement and learning and/or encouraging a greater sense of social cohesion and ownership of public spaces – where the community can participate; not just being an audience.

The research and consultation process strongly indicated a need for the Commissioning Programme to promote inclusivity, equality, and accessibility with a desire for contemporary artistic practices, that include participatory or socially engaged practices, which support social cohesion and inform elements of the projects. Creating interactions between communities is a key consideration. There is strong support for public art to be fun, create delight and be playful.

The Emerging Programme

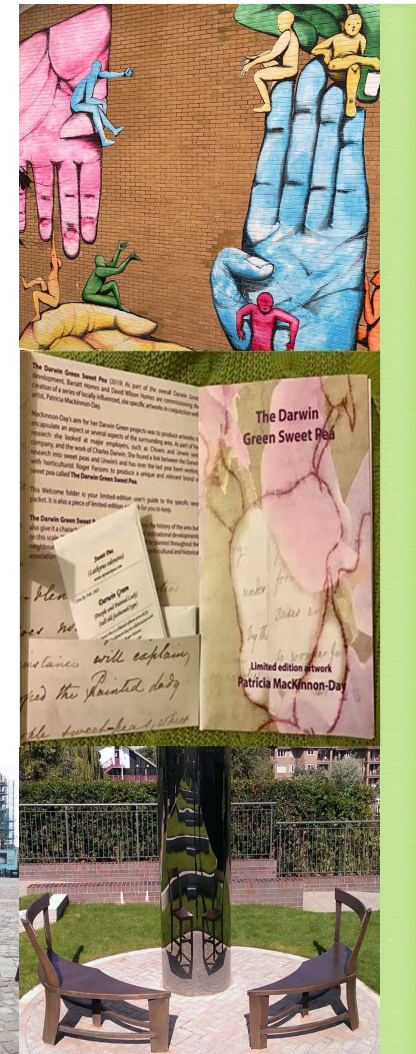
The Council is currently looking to take forward four new public art commissions³ as well as supporting a public art project⁴ that came forward through the 2023/24 grant applications round. The four commissions relate to:

- Nightingale Avenue Recreation Ground public art
- 'More Playful Art, Please' public art
- 'Urban Voices' public art
- Romsey Recreation Ground

More details can be found in the pages that follow. The programme will be further developed in the coming years (e.g., with proposals for new local public art projects in Cherry Hinton, Coleridge and Trumpington).

Best practice will be followed to develop commissions and applied to all public art projects covering management and various commissioning approaches, setting project budgets, supporting the case for inclusion, environmental considerations, embedding learning and participation, communication, evaluation, and maintenance.

3. Although funding for the first of these four projects has already been approved, the other three are still subject to approval.
4. For more details about the recent grant applications round, see the Public Art [committee report](#) in March 2024.



1. Nightingale Recreation Ground (already approved).

Description:

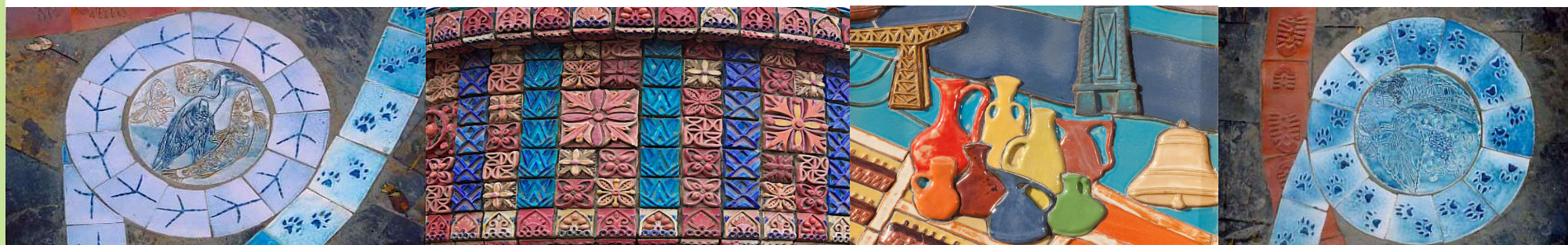
A new commission inspired by this recreation ground in the Queen Edith's Ward of the city), with its new pavilion and its community garden. An artist is being commissioned to design and deliver bespoke artwork that is contemporary and site-specific. This could help to encourage use of the open space and its facilities. The artwork/s will be authored by the artist but there will be an engagement process with the local community through artist-led workshops or the artist being in Residence in the Recreation Ground.

Who for: Residents (all ages)

Budget: Up to £44,000 (including £40,000 of public art S106 funding)

When: Being commissioned by April 2024, for subsequent development and delivery from Spring 2024.

Strategic Context: The proposal is being developed to meet the public art policy criteria and to deliver the objectives of the Manifesto.



2. More Playful Art, Please! Abbey/Petersfield

In response to public demand and to build upon the success of the of the Cambridge PlayLaws, we propose to reimagine the project in other areas of the City.

Description:

The project was originally proposed by Ward Councillors to create a project based upon playfulness that engaged the local community in the process. The approval of the principles of the original project included hopes that an artist might be appointed who responded to the brief, with a proposal, which could be reimaged in other areas of the City; to create a playful City and to build upon and strengthen the projects legacy, in relation to community benefit and engagement. Artist Pippa Hale and social Enterprise Playful Anywhere were appointed by a Project Steering Group resulting in the creation of the Cambridge PlayLaws.

The outcomes of the Cambridge PlayLaws were authored by the artists through an engagement process in response to the artist brief and the outcomes have directly been influenced by the process, but part of the brief required the artist to author what the outcome might look like, which is the PlayLaws plaques and the creation of Play Agents.

The reimagining of the project will include the same playful engagement, (which people have provided such positive feedback on and is proposed in response to requests for more projects like this in other areas). The outcomes of the project will be different to the PlayLaws Plaques. The community engagement process will inform the project's outcomes, which could include playable, interactive, or sculptural outcomes. The community is at the heart of the process, as well as the artists. It also facilitates the Play Agents to continue and build upon their experiences and creates opportunities for new volunteers to join the network; providing additional legacies for the project.



Aims:

- Encourage playful and interaction to nurture social cohesion.
- Create high quality works of art that delight, and create playful or active moments through engagement with community
- Enhance the sense of belonging by residents to their local neighbourhood
- Recognise and raise awareness of the importance of open space and facilitate community ownership

The project has so far exceeded the delivery of its original aims. The project has become an exemplar in public art commissioning and is being followed by other Local Authority's, organisations related to creative play and urbanism.

Who:

Residents (all ages) and visitors

Budget:

Up to £60,000

When:

September 2024

Strategic Context:

The proposal is being developed meet the Public Art Policy criteria and to deliver the objectives of the Manifesto. It supports the Community Wealth Building Strategy, the Cultural Strategy, the Single Equality Scheme, and the Children's and Young People's Strategy.



3. Urban Voices - Phase 1 and 2 (and setting the scene for a potential phase 3) North, South, East and West Central

Phase 1 – Urban Voices

Description:

Urban Voices is a project which aims at giving a voice to a generation of young people who feel their views are not being heard and whilst they belong to the City, they may not feel like the City belongs to them. Urban Voices is a youth urban art project, which aims to create a more equitable city that reflects, celebrates, and nurtures its young residents. The project recognises the importance of young people at a time when there are lots of challenging issues for them, particularly relating to their mental health and the impact of the pandemic. A key aspiration of the project is to engage young people, who don't get involved because they don't feel a part of a democratic process. The project will also set the scene for the expansion of urban art commissioning in the City.

The project aims to develop relationships and create outputs to support delivery of the Council's Wealth Building Strategy, the emerging Children's and Young People's Strategy, and the future Youth Assembly; through creativity, respect and listening. Artist facilitators/youth workers working with urban artists will be commissioned to explore what it means to be a young person living in Cambridge through creative workshops and to understand the challenges and issues in their lives, which cause anxiety. A requirement will be to provide a vehicle for the voices of young people to be heard, which informs the Council's Policy's and the decision-making process alongside the development of mural/s or works by young people working with urban artists. Urban artists will also respond to the learnings through the creation of their own murals/work.

The project will take place in four areas: North, South, East, and West Central. There are ambitions to create an element of the project, which will culminate in an outdoor exhibition of work in the City Centre for the wider public to hear the Urban Voices of our young people.



Urban Voices has been developed in response to consultation feedback, through conversations with the Council's Community Development and Culture teams and with community groups and organisations. There has been a theme in conversations relating to the need to create projects, which positively engage young people through urban art and a creative process. During a recent Public Art Grants round, the most enquiries from Community Groups related to the potential opportunities to fund urban art projects for young people. The project will create partnerships with organisations such as Cambridge Junction and Addenbrookes Hospital.

Aims:

- to give a genuine voice to young people
- to understand the challenges and issues in the lives of young people, which cause them anxiety
- to Improve the perceptions of and to create an understanding of the decision-making process
- to influence the decision-making process
- to improve well-being
- to Improve perceptions of urban art and increase local distinctiveness

Who For:

Young people, residents, and visitors

Budget:

Up to £30,000 per area

Timeline:

March 2025

Strategic Context

The proposal meets the criteria required by the Public Art Policy and delivers the objectives and visions in the Manifesto. The project supports the Council's Wealth Building Strategy, the Single Equality Scheme, the emerging Children's and Young people's Strategy and the Cultural Strategy.



Urban Voices - Phase 2

Description:

To build upon Phase 1 and to begin to create an Urban Art Festival. The project will involve the young people who took part in phase 1 to ensure there is a genuine legacy from the first phase. It will include urban art commissions around the City.

Aims:

- to build upon phase 1 with continued relationships with young people
- to improve perceptions of street art and increase local distinctiveness

Who For:

Young people, residents (all ages), and visitors

Budget:

Up to £65,000 of s106 contributions with potential for match funding and sponsorship

When:

January 2026

Urban Voices Phase 3

Description:

To create an Urban Art Festival inspired by the Cheltenham Paint Festival

Budget:

To be confirmed. Funding could include s106 contributions or sought from external funders and sponsorship

Timeline: Long Term and dependent on the delivery of phase 2 and securing funding.



4. Romsey Recreation Ground Commission

Description:

Working with Ward Councillors and the local community to develop a new commission in Romsey Recreation Ground. The work will be developed and authored by an artist engaging with the community and responding to an open brief; the work must be new and be site responsive.

Aims (could include):

- to promote and support Biodiversity and Ecology
- to understand and experience biodiversity including what's happening underground or out of sight or hearing ranges
- to enhance the sense of belonging by residents to their local neighbourhood
- to recognise and raise awareness of the importance of open space and facilitate community ownership
- to promote the Recreation Ground and encourage use of it

Who For:

Residents, intergenerational, visitors

Timeline:

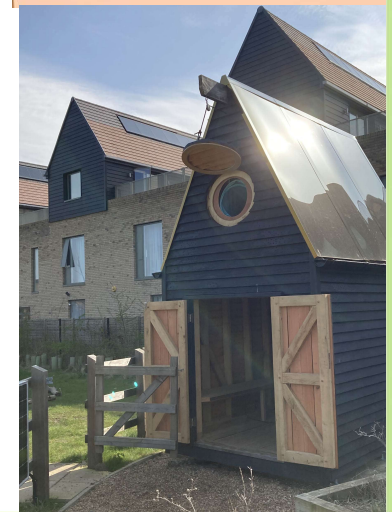
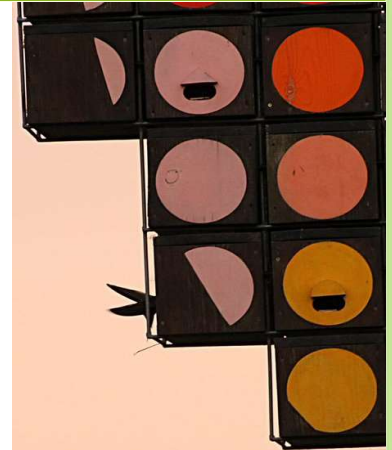
July 2025

Budget:

Up to £66,000

Strategic Context:

The commission will be developed to comply with the Council's Public Art policy and the objectives in the Manifesto



Appendix 2 - Glossary of Images

All Images except in the Urban Voices section are from projects in Cambridge delivered through the Public Art SPD

Front Cover	Richard Of York Gave Battle In Vain	David Batchelor.	Eddington	http://www.nwcambridgeart.com/commissions/eddington-david-batchelor-commission/
Contents	I'm Laughing at Clouds	Michael Pinsky	ARU	https://youtu.be/HcpxRjnk6BU?list=PLex444wywMXR5c3BoqVL76joHZGuc0RfU
	Transformation	Annie Catrell	ARU	https://vimeo.com/303353713
Page 3	KickstART	Zoe Chamberlain	Cambridge City FC site (Mitcham's Park)	https://www.zochamberlain.com/kickstart https://youtu.be/58BDtdddF1E
	Infectious Agents	Jo Chapman	University Technology College	https://jochapmanart.co.uk/projects/infectious-agents
	Cinder	Umbrellium	Trumpington Community College	https://t.co/Y4mLhkq39f?amp=1
	In Other Words	Vong Phaophanit and Claire Oboussier	Cambridge Assessment	https://atopia.org.uk/commission/in-other-words/
	Hoardings from 'Beyond Thinking'	Cathy de Monchaux	Newnham College	https://newn.cam.ac.uk/about/architecture/contemporary-projects/beyond-thinking-by-cathy-de-monchaux-2018/

Page 4	Slate Works and Engagement Programme	Ackroyd & Harvey	David Attenborough Building	http://www.commissionprojects.co.uk/new-museums-site/
	Showground of Real Living	Britt Jurgensen, Jeanne Van Heeswijk	Great Kneighton	http://habitorials.org.uk/showround_of_real_living/ https://vimeo.com/151146766
Page 5	Microscape	Michael Brennand-Wood	Addenbrookes Hospital	https://michaelbrennandwood.co.uk/commissions/addenbrookes-hospital-clinical-research-centre-cambridge/
	The Great Hall Window	Martin Donlan	Coleridge Community College	https://www.axisweb.org/p/martindonlan/workset/203546-the-great-hall-coleridge-college-cambridge/
	Cambridge PlayLaws	Pippa Hale and Playful Anywhere	Central Cambridge	https://cambridgeplaylaws.fun/
	The Green and the Gardens	Ryan Gander	Cambridge Biomedical Campus	https://cambridge-biomedical.com/public-art-cambridge/commission/the-green-and-the-gardens/ https://t.co/t35rNU4EBj?amp=1

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Hunch

Emma Smith

Parkers Piece

<https://www.emma-smith.com/works/hunch/><https://t.co/9H4exPoyNh?amp=1>

Mural

El Seed

Arbury Court

<https://elseed-art.com/projects/>

Bird Screen

Nils Norman

Great Kneighton

<https://futurecity.co.uk/portfolio/an-edible-park/>

Playful Seating

John Hopkins

Riverside

<https://futurecity.co.uk/portfolio/playful-seating-and-terrace/>

The Darwin Green Sweetpea

Neville Gabe

Patricia Mackinnon-Day

<https://www.mackinnon-day.com/projects/darwin-green/>

The Human Touch

RUN

Parkside Pool

<https://www.museums.cam.ac.uk/blog/2021/02/01/an-interview-with-street-artist-run/>

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Selection of Works

Kay Aplin

<https://kayaplin.com/>

Page 11 and 12	Cambridge PlayLaws	Pippa Hale and Playful Anywhere	Central Cambridge	https://cambridgeplaylaws.fun/
Page 14, 15 and 16	Cheltenham Paint Festival	Various Artists	Town wide	https://www.cheltenhampaintfestival.co.uk/
Page 17	Swift Tower	Andrew Merritt	Logans Meadow	https://www.cambridge.gov.uk/swift-code-swift-tower
	Insect Breeding Institute	Alex Murdin	Trumpington Park Primary School	https://ruralrecreation.org.uk/portfolio/insect-breeding-institute-2019-22/
Back Cover	A Wary Heracles meets Galatea	Matthew Darbyshire	Cambridge North Station	https://www.youtube.com/watch?v=10or3B5tlo





COMMUNITY WEALTH BUILDING STRATEGY

To:

Councillor Alice Gilderdale, Executive Councillor for Community Wealth Building and Community Safety

Environment & Community Scrutiny Committee 21/03/2024

Report by:

David Kidston, Strategy and Partnerships Manager

Tel: 01223 457043 Email: David.Kidston@cambridge.gov.uk

Wards affected:

All

Key Decision

1. Executive Summary

1.1 This report presents the Council's Community Wealth Building strategy for approval, which aims to address poverty and inequality in Cambridge and help create a more sustainable and inclusive economy. The Community Wealth Building Strategy represents an evolution of the Council's approach to these issues and it will replace the Anti-Poverty Strategy from April 2024 onwards.

2. Recommendations

2.1 The Executive Councillor is recommended to approve the Community Wealth Building strategy.

3. Background

3.1 The aim of the Community Wealth Building strategy is to address poverty and inequality in Cambridge and help create a more sustainable and inclusive economy.

- 3.2 As well as increasing incomes, sharing prosperity and boosting community economic potential, our approach also focuses on building other non-financial forms of community wealth, including human capital, social capital and environmental capital.
- 3.3 The strategy sets out four key themes to the Council's approach to building community wealth:
1. *Using the Council's resources assets and powers* – including its procurement and spending powers; buildings, land and assets; investment in communities; and positive employment practices.
 2. *Building an inclusive and sustainable economy* – by encouraging businesses and anchor institutions to adopt positive business practices; supporting local businesses and social enterprises; and influencing learning and skills provision.
 3. *Empowering communities* – by working cooperatively with communities, giving people agency over their lives, and focussing on the strengths and potential that exist in communities.
 4. *Taking a holistic, systems-based approach* – through working collaboratively with a range of stakeholders, including communities, partner organisations and businesses, to improve outcomes in local communities.
- 3.4 Since 2014 the Council has had three Anti-Poverty Strategies, which have provided the framework for the Council's work to address poverty in Cambridge. The CWB Strategy represents an evolution of the Council's approach to these issues and it will replace the Anti-Poverty Strategy from April 2024 onwards.

4. Implications

a) Financial Implications

Page: 2

The Community Wealth Building strategy primarily seeks to refocus the Council's approach to its assets, resources and powers and the way that it works with communities, businesses, anchor institutions and community and voluntary organisations, so there are no financial implications to the strategy that have been identified at this stages.

Community Wealth Building activities will be funded through:

- the Council's mainstream services, either directly or in partnership with other organisations. This activity is funded through mainstream service budgets.
- Funding and investment through the Council's grant programmes (e.g. Community Grants, Homelessness Prevention Grants) or the Greater Cambridge Impact Fund.
- External funding sources. For example, a number of pilot Community Wealth Building projects are currently being funded by the national Sharing Prosperity Fund (SPF).

b) Staffing Implications

The Community Wealth Building Strategy sets out a commitment to positive employment practices, which will be set out in more detail in the Council's developing People and Culture Strategy.

c) Equality and Poverty Implications

An Equality Impact Assessment (EqIA) has been produced and is included with this report. The EqIA does not identify any negative impacts from the Community Wealth Building Strategy.

d) Net Zero Carbon, Climate Change and Environmental Implications

Adopting the approach set out in the Community Wealth Building approach is consistent with the Council's approach to net zero carbon, climate change and the environment set out in its Climate Change and Biodiversity Strategies. The Community Wealth Building Strategy approach includes a focus on building the six capitals identified by the Bennett Institute at the University of Cambridge, including natural capital. The strategy also recognises that climate change is likely to impact most on people with the lowest incomes and that there is a need for a just transition to a net zero future.

e) Procurement Implications

As part of the implementation of the Community Wealth Building Strategy, the Council will explore opportunities to secure greater Social Value from its procurement and spending and consider other progressive procurement approaches.

f) Community Safety Implications

There are no community safety implications from the Community Wealth Building Strategy.

6 Consultation and communication considerations

A key element of the Community Wealth Building approach will be working collaboratively with communities and partners to develop whole-system approaches. We have actively involved stakeholders in the development of the strategy through:

- 2 interactive stakeholder workshops in November and December 2023 at the Guildhall and the Meadows which were attended by 19 community and voluntary organisations, business bodies and public sector partner.
- Meetings with strategic partners including Cambridge Ahead, Cambridgeshire County Council, Cambridgeshire and Peterborough Combined Authority (CPCA), Cambridgeshire and Peterborough Integrated Care System (ICS), Cambridge University Health Partners and Biomedical Campus and Innovate Cambridge.
- Presenting to partners in the Cambridgeshire Community Reference Group (CRG) in January 2024.
- Meeting with New Local, the Centre for Local Economic Strategies (CLES) and the Bennett Institute for Public Policy at the University of Cambridge. CLES and New Local also provided detailed feedback on the draft strategy

The attendees at the workshops included:

- Abbey People
- Allia
- Cambridge & District Citizens Advice

- Cambridge Ahead
- Cambridge City Foodbank
- Cambridge Council for Voluntary Service (CCVS)
- Cambridge Ethnic Community Forum
- Cambridge Network
- Cambridge Sustainable Food
- Cambridge United Community Foundation
- Cambridge University Health Partners and Biomedical Campus
- Cambridge Women's Aid
- Cambridgeshire and Peterborough Combined Authority (CPCA)
- Cambridgeshire and Peterborough Integrated Care System (ICS)
- Cambridgeshire Community Foundation
- Cambridgeshire County Council
- Fullscope
- Innovate Cambridge
- It Takes A City
- University of Cambridge engagement team

The Council's Community Wealth Building approach will be communicated through a short video, engagement with the local media, and blogs.

7 Background papers

No background papers were used in the preparation of this report

8 Appendices

Appendix A – Community Wealth Building Strategy

9 Inspection of papers

To inspect the background papers or if you have a query on the report please contact David Kidston, Strategy and Partnerships Manager, tel: 01223 457043, email: david.kidston@cambridge.gov.uk.

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Cambridge City Council Equality Impact Assessment (EqIA)

This tool helps the Council ensure that we fulfil legal obligations of the [Public Sector Equality Duty](#) to have due regard to the need to –

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

1. Title of strategy, policy, plan, project, contract or major change to your service
--

Community Wealth Building (CWB) strategy and approach

2. Webpage link to full details of the strategy, policy, plan, project, contract or major change to your service (if available)
--

<i>Link to be added when papers are published for the Environment and Community Scrutiny Committee meeting are published on 6 March 2024.</i>

3. What is the objective or purpose of your strategy, policy, plan, project, contract or major change to your service?

<p>The Council has produced a Community Wealth Building strategy and approach. The purpose of the strategy is to help build an inclusive and sustainable economy and tackle poverty and inequality in Cambridge. The strategy and approach include four key themes:</p>

- | |
|--|
| <ol style="list-style-type: none">1. Using the Council's resources, assets and powers to build community wealth2. Building an inclusive and sustainable economy3. Building community power4. Developing whole-system approaches |
|--|

<p>The Community Wealth Building Strategy sets out a high-level approach to building an inclusive and sustainable economy and tackling poverty and inequality. The strategy provides a number of case studies to illustrate the CWB approach, but it does not identify specific activities. These will be developed by Council groups and teams annually through Service Delivery Plans (SDPs) and in collaboration with communities, partner organisations and businesses.</p>

4. Responsible service

The strategy was produced by the Chief Executive's Office, with input from a range of Council groups and teams.

5. Who will be affected by this strategy, policy, plan, project, contract or major change to your service? (Please tick all that apply)	<input checked="" type="checkbox"/> Residents <input type="checkbox"/> Visitors <input checked="" type="checkbox"/> Staff
--	---

Please state any specific client group or groups (e.g. City Council tenants, tourists, people who work in the city but do not live here): Residents in poverty or on low incomes

6. What type of strategy, policy, plan, project, contract or major change to your service is this?	<input checked="" type="checkbox"/> New <input type="checkbox"/> Major change <input type="checkbox"/> Minor change
---	---

7. Are other departments or partners involved in delivering this strategy, policy, plan, project, contract or major change to your service? (Please tick)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
--	--

The Community Wealth Building strategy sets out a corporate approach, so all Council teams and groups will play a role in building community wealth. Teams and groups have been asked to consider how they can contribute to community wealth and will identify activities as part of their Strategic Delivery plans for 2024/25.

A key element of the Community Wealth Building approach will be working collaboratively with communities and partners to develop whole-system approaches. We have engaged with a number of key stakeholders in the development of the strategy and approach, including:

- Abbey People
- Allia
- Cambridge & District Citizens Advice
- Cambridge Ahead
- Cambridge City Foodbank
- Cambridge Council for Voluntary Service (CCVS)
- Cambridge Ethnic Community Forum
- Cambridge Network
- Cambridge Sustainable Food
- Cambridge United Community Foundation
- Cambridge University Health Partners and Biomedical Campus
- Cambridge Women's Aid
- Cambridgeshire and Peterborough Combined Authority (CPCA)
- Cambridgeshire and Peterborough Integrated Care System (ICS)
- Cambridgeshire Community Foundation

- Cambridgeshire County Council
- Fullscope
- Innovate Cambridge
- It Takes A City
- University of Cambridge

8. Has the report on your strategy, policy, plan, project, contract or major change to your service gone to Committee? If so, which one?

The Community Wealth Building strategy and approach will go to the Council's Environment and Community Scrutiny Committee on 21 March 2024 for approval by the Executive Councillor for Community Wealth Building and Community Safety.

9. What research methods/ evidence have you used in order to identify equality impacts of your strategy, policy, plan, project, contract or major change to your service?

The Anti-Poverty Strategy has been informed by:

- A review of relevant data and metrics from the [State of the City](#) report, which draws on publicly available, nationally comparable data, to provide a data-led overview of what Cambridge is like economically, socially, and environmentally.
- Meetings with national organisations that are developing Community Wealth Building (Centre for Local Economic Strategies, New Local) and the Bennett Institute for Public Policy at the University of Cambridge, which has developed the Six Capitals approach.
- A review of Community Wealth Building approaches adopted by other cities across the UK.
- 2 interactive stakeholder workshops in November and December 2023 at the Guildhall and the Meadows Community Centre, which were attended by 19 key stakeholders from the business, public sector and voluntary sectors (see section 7 above for a full list).
- Follow up meetings with strategic partners, including Biomedical Campus, Cambridge Ahead, Cambridgeshire County Council, CPCA, ICS, and Innovate Cambridge.
- Presentations to the Council's Corporate Management Team (CMT) and to the Cambridgeshire and Peterborough Community Reference Group, which includes a range of public and voluntary sector partners.

10. Potential impacts

For each category below, please explain if the strategy, policy, plan, project, contract or major change to your service could have a positive/ negative impact or no impact. Where an impact has been identified, please explain what it is. Consider impacts on service users, visitors and staff members separately.

(a) Age

As part of the development of the Community Wealth Building Strategy, we reviewed available evidence from the State of the City report and other sources. This suggests that some age groups of people in Cambridge may be more likely to experience poverty and inequality. For example:

- Older people are more likely to be living in households receiving benefits than the population as a whole. Almost 15% of pensioners in Cambridge were living in a household claiming Housing Benefit and/or Council Tax support in 2022, compared to 9% of all Cambridge residents.¹
- Almost one in five (19%) of all children in the city in 2022 were living in households that are claiming Housing Benefit and/or Council Tax Support²
- An estimated 1 in 10 children across Cambridge and the City Fringe resided in relative poverty during 2021/22, which is the lowest relative child poverty rate of 58 cities in England and Wales. However, this figure rises to 2 in 10 children in Kings Hedges, which is equivalent to the rate in benchmark cities.³
- There is an educational attainment gap in Cambridge, which impacts on longer term life chances for young people from low-income households. During the 2021/22 academic year, 76% of pupils aged 16 attending Cambridge schools achieved grades 4 or above in English and Maths at GCSE. For Cambridge pupils receiving free school meals (FSM), this proportion dropped to 45%.⁴
- As a result of these education and skills issues Cambridge has a low level of social mobility. In 2016 Cambridge ranked 275th out of 324 local authorities across England and Wales in the Social Mobility Index. Outcomes are particularly poor for young people, with Cambridge having the fifth lowest score of any local

¹ Cambridge City Council, 2022, Housing Benefit and Council Tax support data presented in the [Mapping Poverty](#) report

² Cambridge City Council, 2022, Housing Benefit and Council Tax support data presented in the [Mapping Poverty](#) report

³ Cambridge City Council, 2023, [State of the City report](#), p42. Source: DWP Children in low income families

⁴ Cambridge City Council, 2023, [State of the City report](#), p57. Source: DfE Explore education statistics

authority for youth social mobility⁵.

The CWB strategy states that the Council will continue to support residents in financial need through many of the ongoing activities highlighted in previous Anti-Poverty Strategies. This could include continuing activities to support older people and children and young people, such as:

- Supporting benefits claimants to receive their full entitlement. In 2022/23 the Council helped households to receive a total of £27.4m in Housing Benefit, £158,737 in Discretionary Housing Payments and provided £8.2m in Council Tax Support to 6,800 households.
- Providing funding to voluntary and community groups through the Council's annual Community Grants programme for activity focussed on reducing social or economic inequality. In 2024/25, this included funding activity by VCS groups for activities to support older people, such as Age UK, Cambridgeshire Older Peoples Enterprise and University of Cambridge Museums.
- The 2024/25 Community Grants programme will also fund a number a range of activities for disadvantaged children and young people provided by Cambridge Science Centre, Centre 33, Fitness Rush CIC, Junction CDC, Kettles Yard, Kings Hedges Family Support Centre, Meadows Children and Family Wing, Romsey Mill Trust and Training and Apprenticeships in Construction.
- Providing support through the Cambridgeshire Home Improvement Agency to enable older and low-income residents across all tenures to access support to repair, maintain or adapt their homes.
- Providing older people with support in our sheltered housing schemes, through our visiting support service, or with a community alarm
- Providing free activities for families with primary-school aged children in Cambridge's parks during July and August.
- Working with local partners to provide a regular programme of free lunches in Council community centres and other community venues during the school holidays, when costs tend to increase for families.
- Supporting swimming lessons for pupils from low-income households.
- Running Healthy Weights sessions for children aged under 11 and their families to engage in different sports together.

By taking a Community Wealth Building approach the Council will also collaborate

⁵ Social Mobility Commission, 2016, Social Mobility Index
<https://www.gov.uk/government/publications/social-mobility-index#:~:text=Documents-.The%20Social%20Mobility%20Index,-PDF%2C%2010>

with our communities, businesses and partners to build a more sustainable and inclusive economy and address some of the causes of poverty. This includes working with employers and partners in the local education and skills system to address inequalities in education and skills outcomes.

The strategy includes case study examples of this approach:

- The Region of Learning project provides disadvantaged young people with a range of support to help access better employment, including: one-to-one career guidance sessions; CV, application and interview skills for jobs and apprenticeships; work experience placements; and mentoring and coaching on positive workplace behaviour and wellbeing at work. Region of Learning also provides a digital passport and digital badges to help young people to evidence skills gained outside of formal qualifications.
- The Greater Cambridge Impact fund will be an independent social impact investment fund that will help address inequality. Investment in the fund will be used to commission voluntary and community groups to take forward innovative approaches to tackling inequalities, including education, skills and employment for young people, health inequalities and homelessness and rough-sleeping.

(b) Disability

As part of the development of the Community Wealth Building Strategy, we reviewed available evidence from the State of the City report and other sources. This shows that having a disability or long-term health condition can limit an individual's ability to work, reduce their income, and increase their dependence on benefits:

- In 2022/23, disabled households (with at least one disabled adult or child) needed £1,122 per month to have the same standard of living as non-disabled households. On average, the extra cost of disability is equivalent to 63% of household income after housing costs. Extra costs can include mobility aids, adaptations to cars and homes, medicines, therapies, and higher energy usage⁶.
- In 2022 residents in Cambridge (City and Fringe area) with a core or work-limiting disability were 18% less likely to be in employment than the rest of the population⁷. National evidence and feedback from local stakeholders suggests that disabled people can experience barriers to employment, including discrimination, inaccessibility of buildings, and lack of reasonable adjustments.

⁶ Scope, 2023, Disability Price Tag 2023: the extra costs of disability <https://www.scope.org.uk/campaigns/extra-costs/disability-price-tag-2023/>

⁷ Cambridge City Council, 2023, [State of the City report](#), p55-57

The CWB strategy states that the Council will continue to support residents in financial need through many of the ongoing activities highlighted in previous Anti-Poverty Strategies. This could include continuing activities to support older people and children and young people, such as:

- Providing support through the Cambridgeshire Home Improvement Agency to enable disabled and low-income residents across all tenures to access support to repair, maintain or adapt their homes.
- Providing funding to voluntary and community groups through the Council's annual Community Grants programme for activities to support disabled people. In 2024/25, this included activities delivered by Cambridge Community Arts, Cambridge Gateway Club, Cambridge Online, Cambridgeshire and Peterborough Foundation for the Arts and Mental Health, Camsight, Level Water, Lifecraft, Romsey Mill Trust and Rowan Humberstone.
- Supporting an annual programme of events which celebrate diversity and promote community cohesion, in partnership with local equality and diversity organisations. This includes events to mark Disability History Month.
- Running Healthy Weights sessions for children aged under 11 and their families to engage in different sports together, including courses specifically for families where a parent or child has a disability or long-term health condition.

By taking a Community Wealth Building approach the Council will also collaborate with our communities, businesses and partners to build a more sustainable and inclusive economy and address some of the causes of poverty. For example, the Region of Learning programme is particularly targeting young people who have a learning difficulty or disability, are eligible for pupil premium funding, or are at risk of not being in education, employment or training (NEET).

(c) Gender reassignment

Previously members of the Council's Equalities Panel have suggested that transgender people are more likely to experience bullying, harassment, hate crime and discrimination. This could lead to reduced confidence or mental health issues, which could make it more difficult for some transgender people to secure higher paid employment.

The strategy states that the Council will continue to support residents in financial need through many of its core services. This could include providing funding to voluntary and community groups through the Council's annual Community Grants programme for activity focussed on reducing social or economic inequality. In

2024/25, this included funding activity by the Kite Trust to support LGBTQ+ young people to have better outcomes in life.

(d) Marriage and civil partnership

No differential impact on people due to their marriage or civil partnership status has been identified as a result of the evidence reviewed or the approach outlined in the Community Wealth Building Strategy.

(e) Pregnancy and maternity

Previously members of the Council's Equalities Panel highlighted that maternity and associated costs, including loss of income during maternity leave and increased transport costs, could result in poverty for some residents. No differential impact on those who are pregnant or on maternity leave has been identified as a result of the approach outlined in the Community Wealth Building Strategy.

(f) Race – Note that the protected characteristic 'race' refers to a group of people defined by their race, colour, and nationality (including citizenship) ethnic or national origins.

Cambridge continues to be one of the most ethnically diverse places in the country outside of London. Census data shows that in 2021 25.4% of the population were from non-White ethnic groups compared with 17.5% in 2011.

In 2022 minority ethnic people in Cambridge (City and Fringe area) were 5% less likely to be in employment than the rest of the population⁸. As part of previous consultation on the Anti-Poverty Strategy, stakeholders explained that some ethnic minority people in Cambridge are not able to secure employment due to a variety of factors, including discrimination and confidence at interviews, literacy and qualification levels, and requirements for recently arrived BAME people to prove their qualifications are valid in this country at their own cost.

The strategy states that the Council will continue to support residents in financial need through many of the ongoing activities highlighted in previous Anti-Poverty Strategies. This could include continuing activities to support ethnic minority people: such as:

⁸ Cambridge City Council, 2023, State of the City: Cambridge City Portrait 2023, p55-57
<https://www.cambridge.gov.uk/state-of-the-city/>

- Providing a racial harassment service, which offers advice, help and support to anyone living in or visiting Cambridge suffering racial harassment.
- Providing funding to voluntary and community groups through the Council's annual Community Grants programme. In 2024/25, this included funding Cambridge Ethnic Community Forum to build the capacity of ethnic minority community groups, provide a race equality service and provide support and advocacy for people experiencing discrimination, harassment and victimisation.
- In 2024/25, smaller community grants were also awarded to Boishakhi Cultural Association, Cambridge African Network, Cambridge Artworks, Cambridgeshire Vietnamese Refugee Community, and the Indian Cultural Society for a range of activities to support disadvantaged ethnic minority residents.
- Supporting an annual programme of events which celebrate diversity and promote community cohesion, in partnership with local equality and diversity organisations. This includes a programme of events to mark Black History Month each year and South Asian History Month.

By taking a Community Wealth Building approach the Council will also collaborate with our communities, businesses and partners to build a more sustainable and inclusive economy and address some of the causes of poverty. For example, by June 2023 22% of young people recruited for the Region of Learning programme were from ethnic minorities.

(g) Religion or belief

No differential impact on people due to their religion or belief has been identified as result of the objectives and actions in the Anti-Poverty Strategy.

(h) Sex

As part of the development of the Community Wealth Building Strategy, we reviewed available evidence from the State of the City report and other sources. This suggests that women in Cambridge may be more likely to experience poverty and inequality:

- In 2022 women in Cambridge (City and Fringe area) were 14% less likely to be in employment than the rest of the population⁹.
- In 2022, women in Cambridge were paid 14% less per week for full-time employment than men. This gap has widened in Cambridge over recent years,

⁹ Cambridge City Council, 2023, [State of the City report](#), p56

up from just 3% in 2014¹⁰. National research links this gender pay gap to childbirth, as women are more likely to work part-time or stop working after the birth of a child than men.

- Lone parent families are particularly likely to be claiming benefits, with lone parents making up 21.3% of all households claiming Housing Benefit and/or Council Tax Support in 2022¹¹.

The Community Wealth Building strategy states that the Council will continue to support residents in financial need through many of the ongoing activities highlighted in previous Anti-Poverty Strategies. This could include continuing activities to support disadvantaged women, such as:

- Providing funding to voluntary and community groups through the Council's annual Community Grants programme for a range of activities to support women in poverty and on low incomes, including Cambridge Women's Resources Centre, Homestart Cambridgeshire, the Meadows Children and Family Wing and Cambridge Housing Society's Corona Housing project for vulnerable women.
- Supporting an annual programme of events which celebrate diversity and promote community cohesion, in partnership with local equality and diversity organisations. This includes a programme of events to mark International Women's Day and Women's Heritage Month.
- Continuing to implement actions to address domestic abuse as part of the Council's existing Domestic Abuse Housing Alliance (DAHA) accreditation.

(i) Sexual orientation

For the first time, the 2021 Census allowed adult (aged 16+) respondents to report their sexual orientation; 93% of adult residents across Cambridge (City & Fringe) reported being straight or heterosexual with 7% reporting their orientation as gay, lesbian, bisexual or other. This was twice the national average, and the third highest of 58 cities in England and Wales

LGBTQ+ people are more likely to experience bullying, harassment, hate crime and discrimination, which can impact on mental health and confidence and affect employment and life outcomes. National research by Stonewall¹² shows that:

¹⁰ Cambridge City Council, 2023, [State of the City report](#), p56 via ONS Employee earnings in the UK

¹¹ Cambridge City Council, 2022, Housing Benefit and Council Tax support data presented in the [Mapping Poverty](#) report

¹² Stonewall, LGBTQ+ facts and figures <https://www.stonewall.org.uk/lgbtq-facts-and-figures>

- In 2021 two-thirds (64%) of LGBT people had experienced anti-LGBT violence or abuse.
- In 2018 almost one in five LGBT people (18%) who were looking for work were discriminated against because of their identity while trying to get a job.
- In 2018 almost one in five LGBT people (18 per cent) had experienced homelessness at some point in their lives.

The Community Wealth Building strategy states that the Council will continue to support residents in financial need through many of the ongoing activities highlighted in previous Anti-Poverty Strategies. This could include continuing activities to support disadvantaged LGBTQ+ people, such as:

- Providing funding to voluntary and community groups through the Council's annual Community Grants programme. In 2024/25, this included funding Cambridge United Foundation, the Kite Trust and the Pink Festival Group for a range of activities to disadvantaged LGBTQ+ people.
- Supporting an annual programme of events which celebrate diversity and promote community cohesion, in partnership with local equality and diversity organisations. This includes an annual programme of events to mark LGBT History Month.

(j) Other factors that may lead to inequality – in particular, please consider the impact of any changes on low income groups or those experiencing the impacts of poverty

Members of the Council's Equalities Panel have previously suggested that 'intersectionality' could have an impact on poverty. Members of the panel suggested that there are issues which affect people in poverty who have a number of protected characteristics. For example, it may be difficult for some ethnic minority women to access employment or health opportunities due to a combination of discrimination or language, cultural and religious barriers.

11. Action plan – New equality impacts will be identified in different stages throughout the planning and implementation stages of changes to your strategy, policy, plan, project, contract or major change to your service. How will you monitor these going forward? Also, how will you ensure that any potential negative impacts of the changes will be mitigated? (Please include dates where possible for when you will update this EqIA accordingly.)

Not applicable – no negative impacts identified

12. Do you have any additional comments?

No

13. Sign off

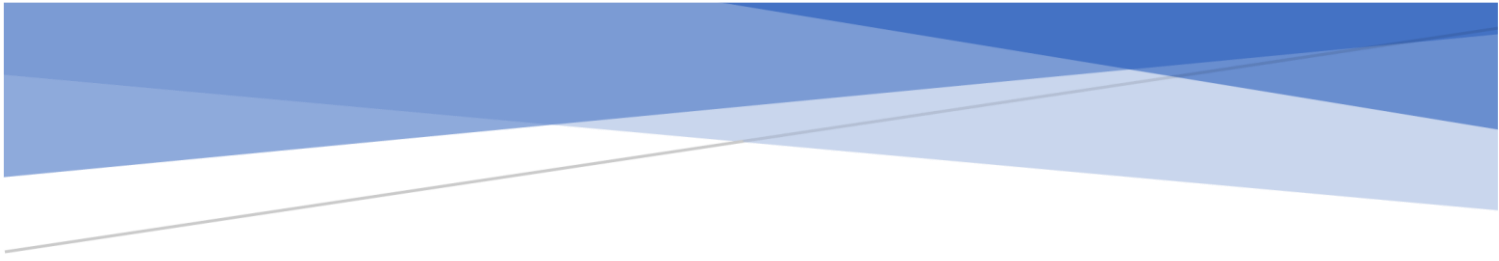
Name and job title of lead officer for this equality impact assessment: David Kidston, Strategy and Partnerships Manager

Names and job titles of other assessment team members and people consulted: Helen Crowther, Equality and Anti-Poverty Officer

Date of EqIA sign off: 25 January 2024

Date of next review of the equalities impact assessment: [Click here to enter text.](#)

Date to be published on Cambridge City Council website: 6 March 2024



Community Wealth Building strategy and approach

Building an inclusive and sustainable economy and
tackling poverty and inequality

Cambridge City Council

Publication date: March 2024 Review date: by March 2029

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1.0 Foreword

Cambridge City Council is adopting a Community Wealth Building approach to help achieve our vision of a united city, 'One Cambridge – Fair for All'. A city where economic dynamism and prosperity are combined with social equality and environmental justice. A vision for an international, entrepreneurial, diverse and welcoming city, which is a great place to live, work and learn and which supports its most vulnerable.

Cambridge is a very successful, prosperous city. It has a thriving economy, driven by its world-leading higher education and research institutions and a globally significant cluster of high-growth, knowledge-intensive industries. The city has experienced strong economic growth, even during the economic downturn, and it is increasingly important to the future success of the national economy.

Many Cambridge residents benefit from this economic success, through high employment rates, a buoyant jobs market and high average pay rates and disposable incomes. For many residents, this financial prosperity is accompanied by a high quality of life and very high levels of health and well-being.

However, despite this overall prosperity, we know that significant numbers of people continue to experience poverty in Cambridge alongside many residents who face challenges due to a high cost of living and lack of affordable housing.

There is also significant inequality in the city. Cambridge has the second highest level of income inequality of any city in England and Wales, and there are persistent gaps in educational outcomes and skill levels which can limit the life chances of people from low-income backgrounds in the city. Significant health inequalities also exist, with a 12-year difference in average life expectancy between the most and least affluent areas of the city.

In this new strategy, we have taken the learning and experience of the growing number of towns and cities that have developed a Community Wealth Building approach to help tackle poverty and inequality and applied it in a Cambridge context.

A key part of our Community Wealth Building approach is to ensure Cambridge's economic success is shared locally and fairly, to enable residents and communities to benefit from the city's long-term prosperity. This will include work to cultivate a more inclusive, fair and sustainable economy.

The council will lead by example, by using its resources, assets and powers to build community wealth, from its spending power and planning powers to its buildings and land, from its positive employment practices to grants and social investment programmes.

We will focus on building community power, investing in local communities, supporting local skills and good jobs, and working to unlock land and property for social good. However, we will not be able to achieve deep and lasting change on its own, so we commit to working closely and cooperatively with businesses, anchor institutions and local voluntary and community organisations to unleash the strengths and potential within Cambridge and build a fairer economy.

Cllr Alice Gilderdale
Executive Councillor for Community Wealth Building and Community Safety

2.0 Executive summary

Cambridge is a world-class city in terms of its academic reputation and the knowledge-intensive economy that has sprung from this. It has a thriving, globally significant cluster of high-growth businesses in the digital and information technology and life sciences sectors. The city has experienced strong economic growth even during the recent economic downturn and is increasingly important to the future success of the national economy.

Many Cambridge residents benefit from a high quality of life. The overall prosperity in the city creates job opportunities, high employment rates, and high levels of average pay and disposable incomes. Overall health outcomes in Cambridge are very high, and residents in the city also generally report high levels of wellbeing, happiness and satisfaction.

Despite the continuing growth of the Cambridge economy and overall prosperity of the city, some households continue to experience low incomes and significant levels of poverty, and there are geographical concentrations of poverty and deprivation in particular areas in the city. These households and neighbourhoods are particularly affected by issues such as child poverty, food poverty and fuel poverty. The strength of the city's economy also brings challenges, with many people in the city experiencing higher living costs, increased house prices and a lack of affordable housing.

There is also significant inequality in Cambridge, with particularly high levels of income inequality and inequality in health outcomes. There is a significant gap in attainment at school between children from poorer households and those from more affluent backgrounds, together with fewer people from poorer backgrounds accessing further education opportunities. This contributes to a skills gap, with the majority of the population holding higher level qualifications, but a significant number of residents in some areas of the city having no or low qualifications. These education and skills gaps, combined with a concentration of high-skilled jobs in the city, contribute to low levels of social mobility.

The City Council has had an [anti-poverty strategy](#) since 2014, which has focussed on improving the standard of living and daily lives of residents in Cambridge who are experiencing poverty; and helping to alleviate issues that can lead households on low incomes to experience financial pressures.

Over the past 10 years, we have been gradually evolving our approach. The Council will retain a focus on addressing the symptoms of poverty – by supporting people in immediate financial need – but we are also seeking to tackle the longer-term causes of poverty. We have increasingly recognised that this requires a combination of

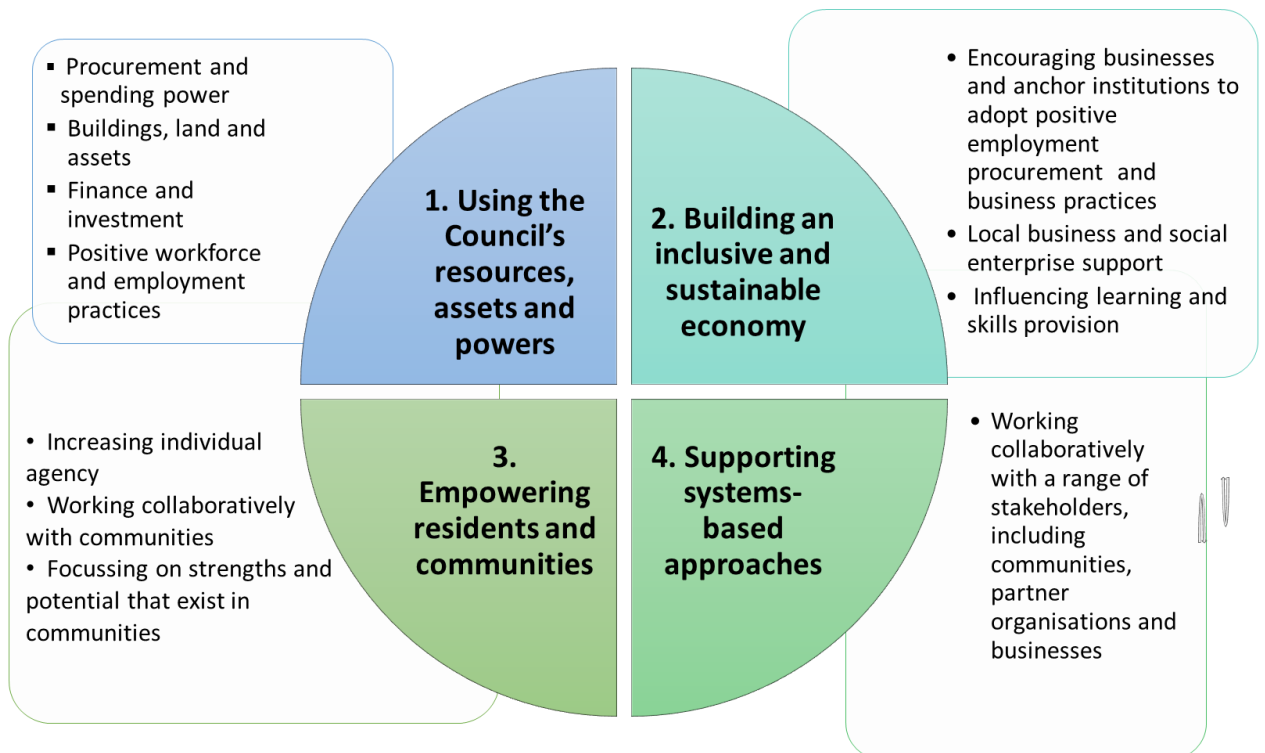
Council leadership and collaborative working with local communities and a range of local partner and key stakeholders to maximise our collective impact.

To bring this new focus together, we have developed this new Community Wealth Building strategy, which will run from April 2024 onwards, when the current anti-poverty strategy ends. The strategy will outline our approach to reducing poverty and inequality in Cambridge and supporting a more inclusive, fair and sustainable economy. The strategy has been informed by consultation and engagement with a wide range of stakeholders in the community, voluntary, business and public sectors.

As part of our approach, we will build on the experience and learning of other cities that have adopted a Community Wealth Building approach, through adopting progressive employment and procurement practices, supporting local businesses and social enterprises, investing in communities and maximising the benefits of community assets and landⁱ.

We will take a broad definition of community ‘wealth’, that addresses economic inequality alongside other forms of wealth, including building human, social, knowledge, physical, natural and institutional ‘capital’.ⁱⁱ Our approach recognises that all these forms of capital are needed to create sustainable prosperity.

Our Community Wealth Building approach will focus on four areas of work:



3.0 The Need for Change

3.1 Economic prosperity in Cambridge

Cambridge is a world leader in the fields of higher education and research due to its universities and colleges. It has a highly successful economy, driven by the knowledge-intensive industries that have sprung from the academic and research expertise in its universities. The Council's 2023 State of the Cityⁱⁱⁱ report shows that Cambridge has some of the highest concentrations of high-growth, knowledge-intensive businesses and spinouts in the country, and has been ranked as the leading scientific and technology cluster globally, generating 1 in 10 UK patents.

The Cambridge economy has experienced strong economic growth and is increasingly important to the future success of the national economy. Prior to the Covid pandemic, Cambridge was the 11th fastest growing city economy in the country. The city's economy has experienced a faster post-pandemic recovery than other cities, driven by the city's resilient knowledge-intensive industries.

Many Cambridge residents benefit from the overall prosperity of the city. The State of the City report^{iv} shows that:

- Employment rates in Cambridge are close to record highs, with 8 in 10 residents in work.
- Cambridge has a buoyant jobs market, recording more job vacancies than other cities in 2022, and displayed the fastest jobs growth in the country pre-pandemic.
- Average pay in Cambridge is the 6th highest in the country and Cambridge residents have the 5th highest disposable incomes nationwide.
- Cambridge has been ranked in the top 30 cities globally for quality of life.^v
- Three-quarters of Cambridge residents reported high or very high-levels of wellbeing.^{vi} Cambridge had the highest self-reported rates of happiness out of 58 cities in England and Wales, and the 6th highest rate of satisfaction.
- Overall health outcomes in Cambridge are very high. The city had the highest average life expectancy in the period 2018-2020 of all cities in England (84.5 years for females and 80.9 years for males over 2018-20)^{vii}.

3.2 Poverty in Cambridge

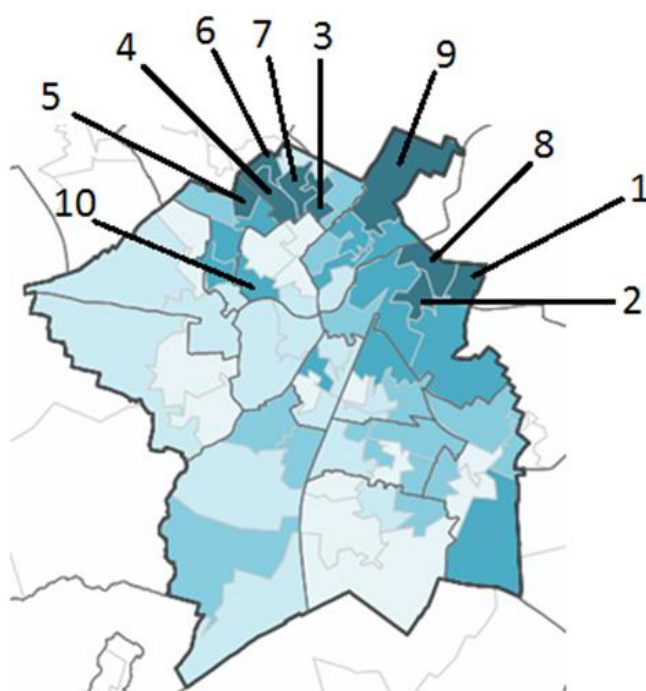
Despite the continuing growth of the Cambridge economy and the overall prosperity of the city, the Council's 2023 State of the City report and other data sources show

that some households in the city experience low income and significant levels of poverty and there are geographical concentrations of poverty in particular areas:

- **Deprivation** – Overall Cambridge has the third lowest levels of deprivation of all cities in England. However, there are concentrations of poverty in particular neighbourhoods in Cambridge. The 2019 Indices of Deprivation showed that there were 3 Lower Super Output Areas (LSOAs) in Cambridge which were ranked in 20% most deprived areas in England. These neighbourhoods were in Abbey and Kings Hedges wards^{viii}. Figure 1 in below shows the location of the 10 lowest ranked LSOAs in Cambridge.

Figure 1 - Ten Lowest Ranked LSOAs in Cambridge in the IMD 2019

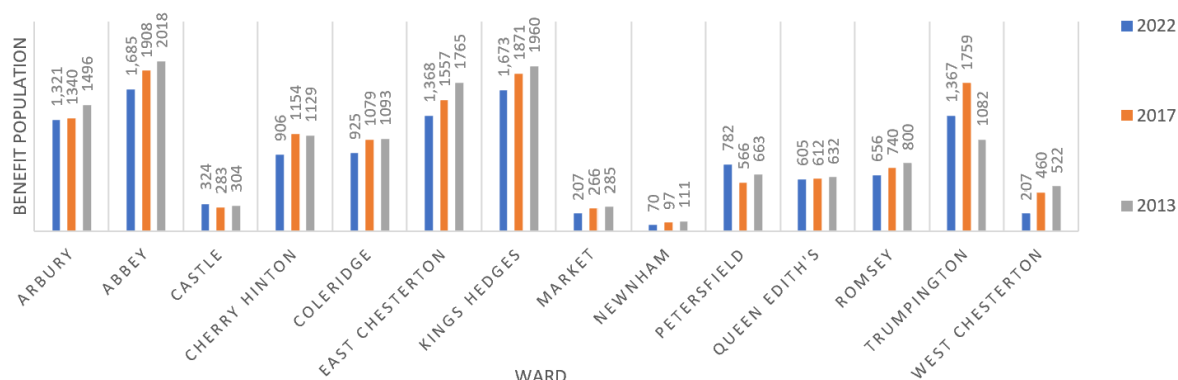
Ward	City Rank 2019	IMD Rank 2019	IMD Decile 2019
Abbey	1	4,183	2
Abbey	2	5,217	2
Kings Hedges	3	6,022	2
Kings Hedges	4	7,654	3
Arbury	5	7,687	3
Kings Hedges	6	7,866	3
Kings Hedges	7	7,961	3
Abbey	8	8,504	3
East Chesterton	9	9,347	3
West Chesterton	10	12,107	4



Source: Cambridge City Council, IMD 2019 report
<https://www.cambridge.gov.uk/media/12280/indices-of-multiple-deprivation-2019-report.pdf>

- **Benefits** – The Council’s Low Income Family Tracker (LIFT) system shows that there were 12,583 people living in households claiming benefits (Housing Benefit, Council Tax Reduction and/or Universal Credit) in Cambridge in October 2022. This represents 9% of the city’s population.
- As Figure 2 below shows, Abbey (16.3%), Kings Hedges (16.2%) East Chesterton (14.1%) and Arbury (13.6%) have the largest numbers of people living in households that are receiving benefits. However, the data also shows there are people living in benefit households across the city, and there are pockets of low income and poverty in otherwise affluent areas of the city.

Figure 2: People living in households claiming benefits by ward in 2013, 2017 and 2022



Source: Cambridge City Council, 2022, Mapping Poverty report
<https://www.cambridge.gov.uk/mapping-poverty>

- Child poverty** - An estimated 1 in 10 children across Cambridge and the City Fringe resided in relative poverty during 2021/22, which is the lowest rate of 58 cities in England and Wales. However, this figure rises to 2 in 10 children in Kings Hedges, which is equivalent to the rate in benchmark cities. East Barnwell & Abbey, East Chesterton, Coleridge and Cherry Hinton also experienced rates above the Cambridge (City & Fringe) average^{ix}.
- Cost of living and food poverty** - The cost of living has risen dramatically in Cambridge, accompanied by an increasing reliance on food banks and charitable crisis support. 13,121 food parcels were distributed by food banks to residents in Cambridge in 2022/23, a large increase on the previous record of 9,467 distributed in 2020/21.^x
- Fuel poverty** - 1 in 10 households (11.5%) in Cambridge were estimated to be fuel poor in 2021.^{xi} This citywide rate was below the average for cities in England and Wales (13.0%), but there is significant variation across Cambridge wards. The highest rate was in Petersfield (14.4%), due to the predominance of older, less energy efficient properties in the ward. It is likely that increases in energy costs over the past 2 years will have increased fuel poverty rates further.
- Housing affordability** – the overall prosperity of Cambridge means that many people experience higher living costs, increased house prices and a lack of affordable housing. In June 2023, the average sale price for a home in Cambridge stood at £565,000, which was significantly higher than the average for England as a whole of £374,000^{xii}. Buying a house in Cambridge is particularly unaffordable for many low earners in Cambridge. Lower-quartile house prices were 12.9 times lower-quartile annual earnings in June 2023^{xiii}.

Accessing affordable rented accommodation in Cambridge can be a particular challenge for low-paid workers in Cambridge, with the average lower-quartile property costing £1,050 per month to rent from April 2022-March 2023.^{xiv} For those on Universal Credit, Local Housing Allowances are not sufficient to cover even lower quartile rents on any size of home.

Regional data also shows that homes in the private rented sector are more likely to be of poor quality than other tenures. In the East of England, 16.8% of private rented dwellings are estimated to fail the Decent Homes Standard, which is a much higher proportion than socially rented or owner-occupied homes^{xv}.

3.3 Inequality in Cambridge

While many residents benefit from Cambridge's prosperity, there is significant inequality in the city, with the 2023 State of the City report showing:

- **Income inequality** - Experimental data recently made available by the ONS shows that the gap between the lowest and highest income residents in Cambridge is the 2nd largest of 58 cities in England and Wales, behind only Oxford (although data is sensitive to the large student populations in both cities)^{xvi}. In 2017/18 incomes at the 80th percentile were 4.2 times higher than incomes at the 20th percentile.
- **Educational attainment inequalities** - Educational attainment in Cambridge is above benchmarks overall, but there are significant inequalities. During the 2021/22 academic year, 76% of pupils aged 16 attending Cambridge City schools achieved grades 4 or above in English and maths at GCSE. This placed Cambridge pupils as the 4th highest achieving out of 55 cities in England. However, for Cambridge pupils receiving free school meals (FSM), this proportion dropped to 45%, which was below the national FSM pupil average (47%)^{xvii}.
- **Skills inequalities** – Overall Cambridge has a highly skilled population. During 2021, a record 81% of working age (aged 16-64) Cambridge (City & Fringe) residents were educated to NVQ Level 3 or above, second only to Oxford out of 58 cities in England and Wales. Meanwhile, in the localities of Kings Hedges and East Barnwell & Abbey almost 3 in 10 residents were low or unskilled.
- **Unemployment and low income** – While unemployment is low in Cambridge overall, residents in Cambridge's more deprived neighbourhoods (East Barnwell & Abbey, Kings Hedges, East Chesterton and Arbury) are more likely to be unemployed or on low incomes.
- **Social mobility** – As a result of these education, skills and employment issues Cambridge has a low level of social mobility. In 2016 Cambridge ranked 275th out of 324 local authorities across England and Wales in the Social Mobility Index. Outcomes are particularly poor for young people from poorer backgrounds

in the city, with Cambridge having the fifth lowest score of any local authority for youth social mobility^{xviii}.

- **Health inequalities** – There are inequalities in physical health outcomes in Cambridge, which are reflected in the 12-year life expectancy gap between the most deprived area (Kings Hedges) and least deprived area (Eddington and Castle) in the city. This gap is the 6th largest out of 55 cities in England.
- There are also significant disparities in mental health outcomes, which impact on residents wellbeing and contribute to economic disadvantage. 23% of Cambridge adults reported high levels of anxiety over 2020-22^{xi}. Research by ONS suggests that young people’s mental health is an area where Cambridge underperforms^{xx}.
- **Equality of opportunity** - While there are a high number of job opportunities and vacancies in Cambridge, there are barriers that can make it harder for some groups of people to access employment. In 2022 residents in Cambridge (City and Fringe area) with a core or work-limiting disability were 18% less likely to be in employment than the rest of the population^{xxi}. Women (14% less likely), minority ethnic people (5% less likely), and low and unskilled residents (7%) were also less likely to be in employment than the rest of the population.
- Local and national data and research shows that people with some protected characteristics can experience other barriers that make it more likely for them to experience poverty or lower incomes, including increased costs, lower pay, higher rates of benefit claimants and discrimination. This evidence is summarised in Appendix C.
- **Lived experience** – Engagement with local communities and voluntary and community organisations has highlighted that residents on low incomes and in poverty experience particular challenges associated with living in an otherwise wealthy city. This can range from lack of access to lower cost shops and services to feeling excluded from the city centre or major employment areas.
- **Climate change and sustainability** – The Council’s [Climate Change Strategy](#) recognises that it is important to support vulnerable people and people on low incomes to reduce risks posed by climate change, including overheating, drought and flooding, as they are likely to be most affected^{xxii}. The UK Climate Change Committee suggests that is essential that there is a fair and just transition to a low carbon future. This means that vulnerable people will need to be supported to meet the costs of the transition, and that employees in existing carbon intensive industries will need to be supported to develop skills needed in new low carbon industries^{xxiii}.

4.0 One Cambridge – Fair for All

4.1 Cambridge City Council's vision

The Council's vision for Cambridge^{xxiv} is 'One Cambridge - Fair for All'. It recognises the need for *"a united city... in which economic dynamism and prosperity are combined with social equality and environmental justice."*

This includes supporting *"an entrepreneurial city with a thriving local economy"* and *"prioritising tackling the root causes of poverty and social exclusion, recognising that greater social and economic equality are the most important preconditions for the city's success"*. Tackling poverty and inequality and helping people in greatest need is one of the four priorities set out in the Council's Corporate Plan 2022-27^{xxv}.

4.2 Previous Anti-Poverty strategies

To help achieve this vision, the Council has produced three previous Anti-Poverty Strategies (APS) over a 10-year period from 2014 to 2024. These strategies focussed on improving the standard of living and daily lives of residents in Cambridge who are experiencing poverty; and helping to alleviate issues that can lead households on low incomes to experience financial pressures. Examples of some of the activities delivered as part of the APS are provided in Appendix D.

Over the 10 years of the APS, there has been a gradual evolution in the Council's approach to tackling poverty, expanding from an initial emphasis on addressing the symptoms of poverty (by supporting people in immediate financial need) to tackling the longer-term causes of poverty alongside this. There has also been an increasing emphasis on partnership working and influencing activity, as well as direct Council service delivery.

The most recent APS (for 2020-2024) set out three underpinning themes for the Council's approach:

1. Combining our ongoing efforts to address the effects of poverty, with a further focus on preventative work (often in partnership with other organisations) to address some of the root causes of poverty.
2. Balancing direct Council service delivery, with partnership-working and influencing and lobbying activity where this will have greater impact.
3. Building the capacity and resilience of residents and communities and facilitating community action.

In addition to maximising incomes, strengthening communities and addressing housing affordability and health inequalities, through the most recent Anti-Poverty

Strategy, the Council sought to promote a more inclusive economy, where all residents can benefit from Cambridge's prosperity. The strategy included a range of partnership projects aimed at raising skills and improving access to a range of employment opportunities for people on low incomes.

This Community Wealth Building strategy represents a further evolution of the Council's approach to reducing poverty and inequality in Cambridge and supporting an inclusive and sustainable economy. It will replace the Anti-Poverty Strategy from April 2024 onwards.

4.3 The Community Wealth Building approach

Community Wealth Building is a concept first developed in the US in the early 2000s by the Democracy Collaborative. The concept has since been pioneered and developed in the UK by the Centre for Local Economic Strategies (CLES) as, "*a people-centred approach to local economic development, which increases the flow, circulation and ownership of wealth back into the local economy, and places control and benefits into the hands of local people*".^{xxvi} At the heart of community wealth building is the principle that wealth should be more fairly owned and shared within the local economy.

CLES has worked with a range of organisations including local authorities, combined authorities and a number of NHS organisations across the UK and Ireland to develop Community Wealth Building approaches. This includes large cities such as Birmingham, Manchester and Leeds; towns such as Preston, Wigan and Luton; and London boroughs such as Islington and Newham.

This strategy builds on the learning and experience of the cities that have already developed approaches to Community Wealth Building. While the approach taken by each area has reflected their particular local context, the key levers that these cities have used include:

- *Spend and procurement* – including embedding social value in all aspects of spending, for example through procurement policies to help local SMEs, employee-owned businesses, social enterprises, cooperatives and other forms of community owned enterprises to access the Council's supply chain in line with the UK's Procurement Act^{xxvii}. This can help ensure that public spending is retained within the local economy, as these types of businesses are more likely to support local employment and have a greater propensity to retain wealth and surplus locally.
- *Workforce and employment* - Promoting the Living Wage and fair employment practices to local anchor institutions and major businesses. The way that these organisations recruit, employ and pay staff can have a defining effect on the employment prospects and incomes of local people.

- *Buildings, Land and Assets* - Maximising the social benefits from Council and NHS buildings and assets for local communities, including community space and affordable housing.
- *Finance and investment* – Maximising the flow of wealth into communities, including public funding and investment and the community benefits from inward investment and planning.
- *Business support* - Supporting the growth of the local economy by providing support for local businesses, social enterprises, cooperatives and other forms of community owned enterprises access.

4.4 Defining wealth for Cambridge: The Wealth Economy framework and the Six Capitals

As well as increasing incomes, sharing financial wealth and boosting community economic potential, our approach also focuses on building other non-financial forms of community wealth. Our approach aims to ensure that as well as economic prosperity and success, Cambridge offers opportunities and a high quality of life for all its residents.

As a framework for this strategy, we have also drawn on the work of the Bennett Institute at the University of Cambridge in relation to the Wealth Economy^{xxviii}. This approach recognises that sustainable prosperity requires more than achieving traditional measures of economic success, such as increasing Gross Domestic Product (GDP) or Gross Value Added (GVA).

For people experiencing poverty, access to financial assets is often the most immediate priority. However, most people would define prosperity as more than access to financial assets, and would include other assets such as their skills, access to opportunities, healthcare, justice and security.

The Wealth Economy concept identifies six capitals that are needed for economic success and sustainable prosperity. To build community wealth, it is important for local communities to be able to access these capitals. The Six Capitals are:

1. **Human capital** - the skills and the physical and mental health of local people
2. **Social capital** – the glue that holds society together. This includes personal contacts, relationships and networks, trust, social norms and values, and community cohesiveness.
3. **Knowledge capital** - such as access to ideas, intellectual property and data
4. **Physical capital** - including access to homes, transport, infrastructure, and new technology.

5. **Natural capital** – access to natural assets and resources. Natural assets such as climate, forests, rivers and oceans, fertile soils and open space generate a flow of goods and services (e.g. food, water, leisure activities) that humans benefit from, but access to these resources can be unevenly shared between people and communities, and these assets can be overexploited.
6. **Institutional capital** – including the quality and reliability of local institutions and governance. Cambridge has very strong institutions, including its Universities and Colleges, major businesses, and public sector organisations, so there is scope to harness this institutional capacity to build community wealth.

We will take a broad definition of community ‘wealth’, that addresses economic inequality alongside other forms of wealth, including human, social, knowledge, physical, natural and institutional ‘capital’.^{xxix} Our approach recognises that all these forms of capital are needed to tackle poverty and create sustainable prosperity in Cambridge.

This broad interpretation of the concept of wealth has also informed existing development frameworks, such as the UN Sustainable Development Goals and is shared by proponents of models such as Doughnut Economics and the Foundational Economy.

The six capitals have also been used as a framework for strategies at a sub-regional level (e.g. the CPCA Economic Growth Strategy) and a national level (e.g. national Government’s Levelling Up White Paper). In this context, the City Council’s “State of the City” report and dashboard use a ‘six lenses’ approach which broadly reflects this thinking.

5.0 Building Community Wealth in Cambridge

5.1 Community Wealth Building approach

This strategy sets out the Council's high-level approach to Community Wealth Building in Cambridge. There are four key themes to this approach:

- Using the Council's assets, resources and powers to help build community wealth.
- Building an inclusive and sustainable local economy.
- Empowering communities
- Working with anchor and community organisations to develop whole-system approaches.

5.2 Theme 1 - Using the Council's resources, assets and powers to build community wealth

The Council can most directly influence poverty and inequality in Cambridge through the services that it provides; its workforce strategy; its spend on goods and services; finance (including grants, commissioning, investment and section 106 contributions from developers); the buildings, land and assets that it owns and runs; and its regulatory functions.

As part of the Council's Community Wealth Building approach, we will use these resources, assets and powers of the Council to help build community wealth. This work will develop over time, but will include:

- *Spend and procurement* - Using the Council's spending power and encouraging partners to use their spend to build community wealth. We will explore to secure greater social value as part of Council contracts, including through collaborative approaches. This could include developing a social value framework.
- *Workforce and employment* - Modelling good business and employment practices and developing human and knowledge capital in the Council's workforce. The Council has paid the Real Living Wage to all directly employed staff and contracted staff since 2014. During 2024 we will be developing a new People and Culture Strategy, which will help to further embed good employment practices across the organisation. This could include a volunteering programme to support staff to use their skills to help build capacity in the community and voluntary sector.

- *Finance and investment* - Using the Council's funding mechanisms and investment powers (including grant funding, commissioning, social impact investment, section 106 funding) to support activity which tackles poverty and inequality and promotes a more inclusive and sustainable economy. This includes activity focused on building social, human and natural capital, empowering communities and creating a sustainable community and voluntary sector.

Where possible, we will work with partners to align funding priorities and processes to support the local community, voluntary and social enterprise sectors, including through place-based partnerships such as the ICS and the Cambridgeshire South Care partnerships.

- *Buildings, Land and Assets* – The Council already provides free or affordable access for low-income residents and communities to physical capital, such as a number of community centres, leisure centres and other facilities across Cambridge. The Council is using its land assets to build new Council homes, and we are also working with partners to redevelop land assets to provide improved community facilities, for example through the proposed regeneration of the central area of East Barnwell.

In future, we will consider opportunities for further community management or ownership of some of our buildings through community asset transfer. The Council will also consider how policies in the developing Greater Cambridge Local Plan can help build community wealth, such as through support for the 'meanwhile' use of vacant or under-utilised land that is earmarked for development for community benefit.

Three detailed case studies of current projects and initiatives are provided in Appendix E to illustrate how the Council will use its resources, assets and powers to build community wealth:

- Community Grants Review (building human and social capital)
- Greater Cambridge Social Impact Fund (building financial, human and social capital)
- East Barnwell Regeneration project (building physical and natural capital)

5.3 Theme 2 - Building an inclusive and sustainable local economy

As described in section 3.1 above, Cambridge is a very prosperous city overall with a strong and growing economy, but the benefits of this are not being felt by all Cambridge residents, with a significant proportion of residents experiencing poverty

and deprivation, and persistent inequalities in education, skills, employment, housing and environmental outcomes.

Cambridge has significant institutional and knowledge capital, through its universities and colleges, major businesses, and public sector partners. As part of the community wealth building strategy, the Council will seek to work with these institutions to promote a more inclusive economy, where all residents can benefit from Cambridge's prosperity. The OECD defines inclusive economic growth as: *“economic growth that creates opportunity for all segments of the population and distributes the dividends of increased prosperity, both in monetary and non-monetary terms, fairly across society.”*

Feedback from successful entrepreneurs and businesses in Cambridge suggests that they want to live in a more equal and sustainable city, and that this is a key condition for attracting the investment and talent needed to maintain the success of the local economy. Employers can contribute directly to improved outcomes for local residents through adopting positive business practices such as:

- progressive procurement and supply chain management.
- paying the Real Living Wage.
- good employment conditions.
- fair recruitment practices, including addressing barriers experienced by people with protected characteristics and people who live in disadvantaged areas of Cambridge.
- supporting staff to volunteer with local community and voluntary organisations.
- increasing community access to physical capital such as buildings, facilities and land, including on a permanent basis or through meanwhile spaces in unused buildings or land^{xxx}.
- engaging with local schools and education providers.
- providing local employment, apprenticeships and skills and training programmes.
- promoting equality, diversity and inclusion; and
- taking climate and environmental action.

There are a number of existing charters that Cambridge businesses and employers can sign to demonstrate some of these commitments, including:

- the [Equality Pledge](#)
- the [Climate Change Charter](#)
- the [Innovate Cambridge Charter](#), which includes a focus on inclusive growth and sustainability.

This work will develop over time, but building a more inclusive and sustainable local economy will include:

- Working with local and sub-regional partners (including Cambridgeshire County Council, the Greater Cambridge Partnership and Cambridgeshire and Peterborough Combined Authority) and social enterprises that are expert in the field to build human capital and address inequalities in educational, skills and employment outcomes in Cambridge. This includes developing learning, skills and employment support pathways that will open up access to higher paid employment to residents from more disadvantaged backgrounds.
- Identifying and working with anchor institutions in the Cambridge economy, such as the universities, local authorities and hospitals, to encourage and normalise good local business practices (such as those outlined above) and facilitate partnership action to tackle inequalities.
- Supporting larger businesses to take action, including adopting positive business practices and investing in local initiatives through the Greater Cambridge Social Impact Fund or their Environmental Social and Governance (ESG) programmes.
- Supporting a vibrant local economy. If local SMEs are supported to grow and thrive, this may help retain wealth in the local economy, as local entrepreneurs and business owners may be more likely to spend or invest business profits within the local economy.
- Supporting the growth of social enterprises, community-owned businesses and cooperatives, which are able to invest their income into building local community wealth.
- Working with the community of businesses and their employees who wish to contribute to a more equal and sustainable city. These companies and their workforces can contribute significant human and knowledge capital to help address the challenges facing the city, including poverty and inequality.
- Working with Innovate Cambridge on establishing the Innovate Cambridge Pledge as a route for successful entrepreneurs to contribute to addressing inequality in the city by investing in the Greater Cambridge Social Impact Fund

Four detailed case studies of current projects and initiatives are provided in Appendix D to illustrate how the Council will help build an inclusive and sustainable economy:

- Greater Cambridge Local Plan (building human and physical capital)
- Region of Learning programme (building human capital)
- Grow Your Business programme (building human and knowledge capital)
- Green Business programme (building physical, knowledge and natural capital)

5.4 Theme 3 – Empowering residents and communities

The Council’s approach to Community Wealth Building will focus on empowering residents and communities.

At an individual level, the Council will work with local partners to give individual residents on lower incomes increased ‘agency’ and greater control over their lives. This could include a greater sense of control over their working life (for example guaranteed hours rather than a zero hours contract), greater housing security, access to good quality childcare, or access to education and training.

At a community level, we will adopt an asset-based approach to empowering disadvantaged communities, focussing on the strengths and potential that already exist within these communities. Work to address poverty and inequality often starts from a ‘deficit’ model, focussing on what people and communities lack.

The term [community power](#) recognises that communities have a range of knowledge, skills and assets which mean they themselves are well placed to identify and respond to any challenges that they face.^{xxxii} New Local identify three main forms of community power^{xxxiii}, all of which form part of the Council’s Community Wealth Building approach:

1. *Community decision-making*: the Council will explore opportunities to involve citizens more meaningfully in informing local decision-making, including through the current review of its governance and decision-making arrangements.
2. *Collaboration with communities*: The Council will work collaboratively and cooperatively with local residents and voluntary and community groups to identify community-owned and community-led solutions. This approach will build on the experience of our Anti-Poverty Strategies and the community-led response to Covid and the cost-of-living crisis, where the Council played a facilitating role and communities across the city collaborated and supported each other through mutual aid.
3. *Building community capacity and assets*: The Council will support communities to build the human capital they need to participate in local action and build local economic solutions.

We will work collaboratively with our communities to build social capital including ‘bonding social capital’ (which relates to connections within a community), ‘bridging social capital’ (which can help make connections between different communities and networks) and ‘linking social capital’^{xxxiii} (which relates to connections between people or groups with different levels of power or authority). To build community

wealth it will be necessary to build all three forms of social capital, to strengthen local communities and to build connections between more disadvantaged communities, local institutions and growth sectors of the economy.

Two detailed case studies of current projects and initiatives are provided in Appendix D to illustrate how the Council will help empower communities:

- Social supermarkets (building human and social capital)
- How to Crack on With It climate change awareness course (building human, knowledge and natural capital)

5.5 Theme 4 - Supporting whole-system approaches

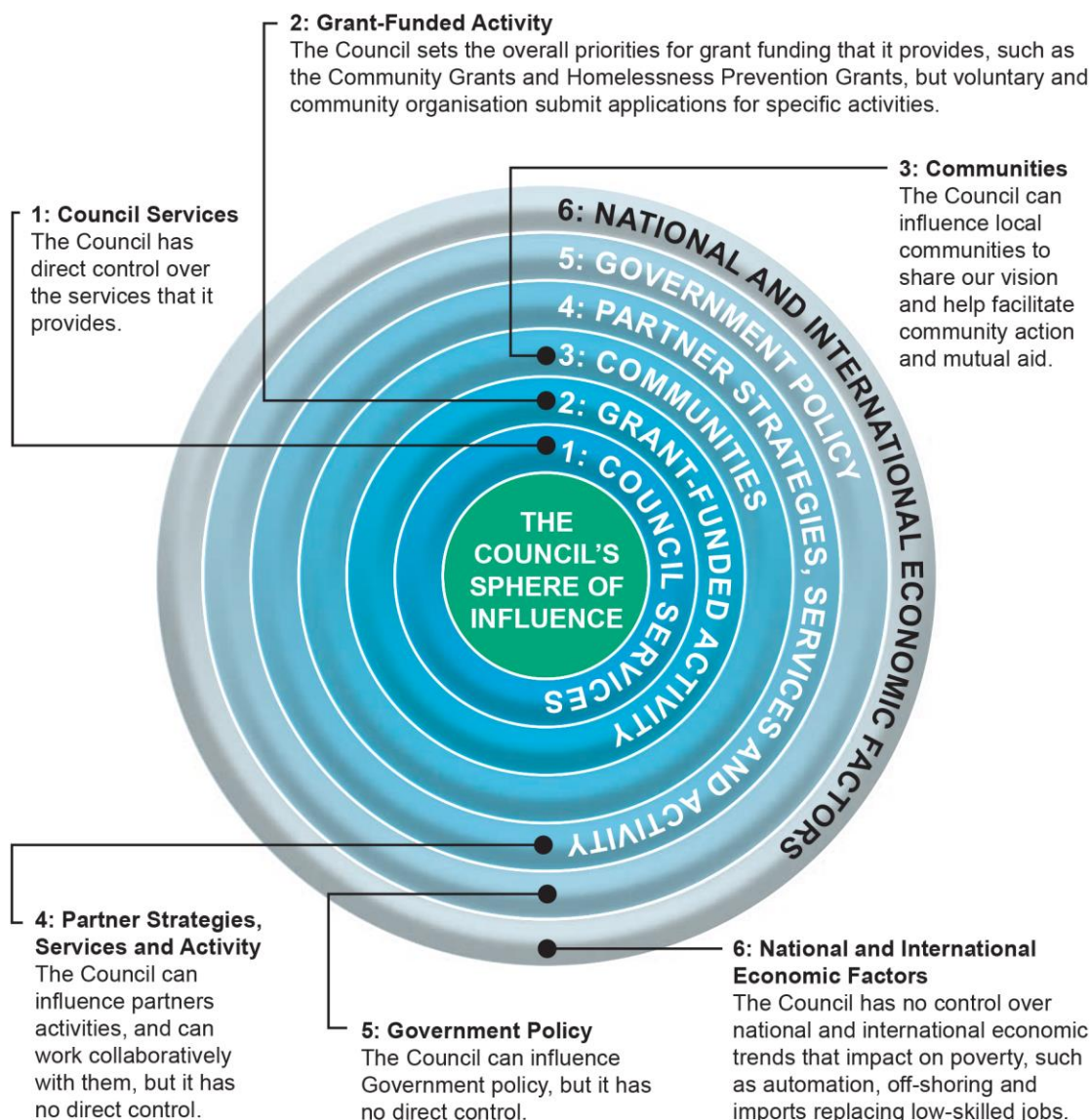
In addition to ongoing work to address the effects of poverty, the Anti-Poverty Strategy has also identified the need for preventative approaches to address the root causes of poverty identified by the Joseph Rowntree Foundation^{xxxiv} including:

- low pay, insecure jobs and unemployment
- lack of skills
- an ineffective benefits system
- high costs, including housing
- family problems
- other factors, including mental health issues, domestic violence and abuse, or involvement in the criminal justice system

The Council does not have all the levers needed to build Community Wealth in isolation. As shown in figure 3 below, the Council has different spheres of influence, ranging from areas where it has the most control (e.g. direct Council service delivery, procurement policies, grant priorities), through collaborative working with communities and local partners, to areas where the Council has much less influence such as national Government fiscal, welfare and economic policy. The Council will need to be active within all of these 'spheres of influence' to build community wealth.

To bring about change we need to work collaboratively with communities and partners and develop approaches across the whole local system. We will seek to work together across organisational boundaries to create solutions to the long-term causes of poverty and inequality and deliver the outcomes set out in Appendix B. This approach is consistent with the Council's "Partnership By Default" principles.

Figure 3 – The Council’s spheres of influence in relation to poverty



Through engagement with stakeholders as part of the development of the strategy, we have identified that the Council’s Community Wealth-Building approach broadly aligns with the priorities of key strategic stakeholders and partnerships. We will build on this alignment to develop joint approaches and solutions. Examples of alignment include:

- **Cambridgeshire County Council** – The [County Council's vision](#) includes commitments to: establish the principles and practice of Community Wealth Building to enable the economic system to build wealth and prosperity for everyone; enable communities to work creatively and collaboratively to address

their local needs; and deliver practical localised and evidence-led actions that improve social mobility, reduce poverty and address inequalities^{xxxv}.

- **Cambridge and Peterborough Combined Authority (CPCA)** – The [CPCA Economic Growth Strategy](#) focuses on “good growth”, including reducing inequality and investing in quality of life and the environment, alongside raising productivity and GVA and creating jobs and higher wages^{xxxvi}. The vision and priorities outlined in the strategy are based on the Six Capitals.
- **Cambridgeshire and Peterborough Integrated Care System (ICS)** – The ICS is a partnership that brings together a range of partners including the NHS, local councils, voluntary and community organisations, and other health and care organisations to improve the health and wellbeing of local people. The Council’s CWB approach aligns with the [four priorities of the ICS](#) set out in the [Integrated Care Strategy](#), and the Council is working closely with the ICS on a range of strategic and operational initiatives, such as the Focus on Abbey project, cost of living support and bids for Government funding.

Two detailed case studies of current projects and initiatives are provided in Appendix D to illustrate how the Council will help develop a system-wide approach:

- Focus on Abbey project (building human, social and physical capital)
- Cost of Living crisis support during winter 2022-23 (social and knowledge capital)

5.6 Key asks of Council groups, anchor institutions, businesses and other stakeholders

To summarise, as part of our Community Wealth Building approach, the Council would make the following key asks of local partners:

1. *Spend and procurement* – to consider how to maximise social value in procurement and to develop local businesses and social enterprises into the supply chain.
2. *Workforce and employment* – to adopt positive employment practices, including a commitment to pay the Real Living Wage, secure employment, good development and progression opportunities, recruiting people from local communities, and providing high quality training and apprenticeships that meet current and future skills gaps.
3. *Finance and investment* – to invest in local initiatives to address inequality (through the Greater Cambridge Social Impact Fund or company Environmental Social and Governance (ESG) programmes)

4. *Buildings, land and assets* – to consider opportunities to use or manage building and land assets for community benefit, including opening up assets to community access or use and to create social value.
5. *Empowering communities* – to work with and help empower local communities to develop solutions to local problems.
6. *Community and voluntary sector support* – to help strengthen local community and voluntary organisations by aligning funding opportunities with other partners, and supporting skilled volunteering by staff.
7. *Collaborative working* – working together as partners and stakeholders to address poverty and inequality and ensure all residents of Cambridge can benefit from the city's prosperity.

6.0 Implementation and impact measurement

6.1 Implementing a Community Wealth Building approach

In order to tackle poverty and inequality and build a more inclusive and sustainable economy, the Council will adopt a Community Wealth Building approach wherever possible.

Case study examples have been provided in Appendix E to illustrate the key themes of the Community Wealth Building approach, and the Council is already adopting the approach in many areas of service delivery.

To further embed this approach across the Council, groups and teams will identify activities that will contribute to community wealth on an annual basis as part of the production of their Strategic Delivery Plans (SDPs) and monitor the impacts of these activities. The activities in SDPs will include collaborative work with a range of partners, including anchor institutions, businesses, public sector partners, voluntary groups and local communities.

6.2 Intermediate outcomes

We have also identified some intermediate outcomes which measure the direct impacts of some of the key cross-Council and partnership programmes of work that we expect to take forward within the Council and in partnership with other anchor institutions in Cambridge, including:

1. Spend and procurement
2. Workforce and employment
3. Buildings, land and assets
4. Finance and investment
5. Local business growth

For each of these areas, we have identified potential measures that we could use to measure these impacts in the table at Appendix A. These measures will be explored further as part of the implementation of the strategy and will be subject to the availability of data from Council services and local partners.

6.3 High-level outcomes

We have identified a number of high-level outcomes for the Council's Community Wealth Building approach. These outcomes describe the broad, long-term changes

that Community Wealth Building can help achieve. These outcomes are framed around the Six Capitals and deliberately focused on improvements to the lives of residents and communities. The key outcomes are set out in the table at Appendix B, but they are not an exhaustive list and we may add to them in future.

These high-level outcomes can be influenced through Council activity and collaborative working with local partners to achieve whole-system approaches. They broadly align with the outcomes identified by key local partners, including the Integrated Care System (ICS), Cambridgeshire County Council and the CPCA's Economic Growth Strategy.

A well-implemented Community Wealth Building approach will offer a variety of tools to empower and strengthen the local economy for the communities here. Broader outcomes are likely to be influenced by wider factors such as national government fiscal and welfare policies as well as global political, economic and environmental events, but community wealth building approaches can help to build community capacity and resilience to such national and international changes.

For each of these high-level outcomes, we have identified key measures, which are also set out in the table at Appendix B. These outcome measures are::

- Mostly tracked in the State of the City report and will be updated annually. Some measures are drawn from the Cambridgeshire Quality of Life Survey, which will initially be conducted annually for the next three years.
- Informed by measures of the Six Capitals, as set out in national and regional strategies which have used this framework, such as the Levelling Up White Paper and the CPCA Economic Growth Strategy.
- Linked to many of the measures used in section 3 of this strategy to describe the current context of economic prosperity and poverty and inequality in Cambridge.

Appendix A – Intermediate outcomes

Theme	Outcome	Measure
Spend and procurement	Increased social value from Council and anchor institution spend and procurement	Social value achieved through spend by the Council and anchor institutions (measures to be identified in a Social Value framework)
		% of suppliers from Council and anchor institution supplier base that are local (including SMEs, social enterprises, cooperatives, employee-owned businesses and community-owned businesses)
		% of Council and anchor institution spend with local businesses
Workforce and employment	Positive employment practices adopted by Council, anchor institutions and other employers	Number of Cambridge residents supported into apprenticeships by anchor institutions
		Number of jobs at the Council and in anchor organisations which are recruited directly from areas of highest deprivation in Cambridge
		Number of Greater Cambridge employers achieving real Living Wage accreditation
Finance and investment	Increased investment in disadvantaged people and communities and support for VCS organisations	Total value of Council and anchor institution funding (including grants, investment, section 106 contributions etc) that is invested in disadvantaged communities or which supports low income residents
		Total value of ESG funding by Cambridge companies to local community and voluntary organisations that work to address poverty
Buildings, Land and Assets	Increased use of building, land and assets for community benefit	Number of Council and anchor institution assets leased, managed by or transferred to community and voluntary organisations
		Area of under-utilised land that is used for community or local economic benefit
Local business growth	Thriving local businesses	Number of Small or Medium Enterprises (SMEs), social enterprises, cooperatives and employee-owned businesses in Cambridge

N.B. These measures will be developed further as part of the implementation of the strategy and are subject to the availability of data from Council services and partners.

Appendix B – High-level outcomes

Theme	Outcome	Measure	Source
Poverty	Improved incomes	Income inequality (measured by the gap between 20 th and 80 th percentile of pay)	SoC
		% of total employees in low pay	SoC
		% of people who are unemployed (by ward)	SoC
		% of people living in households claiming benefits	LIFT, CPCA
		Average disposable income (by ward)	SoC
	Improved financial circumstances	% of children living in child poverty	SoC
		% of households living in fuel poverty	SoC, CPCA
		Number of food parcels distributed annually by local food banks	SoC
Human capital	Increased skill levels and social mobility	% of pupils aged 16 achieving grades 4 or above in English and Maths at GCSE (pupils eligible for Free School Meals and Pupils not eligible for Free School Meals)	SoC
		% of people aged 19 achieving a level 3 qualification (pupils eligible for Free School Meals and Pupils not eligible for Free School Meals)	SoC
		% of working age population (aged 16 to 64) that are low-skilled or unskilled (by ward)	SoC
		% of working age population (aged 16 to 64) with level 3+ qualifications	SoC, LUWP, CPCA
	Improved health and wellbeing	Gap in life expectancy at birth (in years) between the most and least deprived wards in Cambridge	SoC
		Overweight and obesity prevalence	LUWP
		% of people that have struggled with their mental health in the last year	QoL
		% of residents reporting high or very high levels of wellbeing	SoC
Social capital	Improved social connectedness (within	% of people that feel that they belong to their local area	QoL, LUWP
		% of people who would say that many people in their neighbourhood can be trusted	CLS

Theme	Outcome	Measure	Source
	and between communities)	% of people that feel that in their local community people from different backgrounds get on well together	QoL, CLS LUWP,
		% of people who have participated in formal volunteering at least once in the past 12 months	CLS
		% of people who agree people in the neighbourhood pull together to improve the local area	CLS
Knowledge capital	Increased access to ideas, intellectual property and data	% of workforce employed in high-skilled employment	SoC, LUWP, CPCA
		% of workforce employed in research and development intensive industries	SoC
Natural capital	Improved access to natural resources	Greenhouse gas emissions intensity (tCO2e per £million GVA)	SoC
		Air pollution by ward (PM2.5 concentrations)	SoC
		Access to local greenspace by ward	SoC
Physical capital	Increased access to affordable, good quality housing and sustainable transport	Lower quartile housing affordability ratio (owner-occupiers)	SoC, LUWP, CPCA
		Lower quartile housing affordability ratio (private rental)	SoC
		% of people with problems with their house	QoL
		Number of households that are homeless or threatened with homelessness	SoC, LUWP
		Average minimum travel time to essential services by walking or public transport (by ward)	SoC, LUWP
Institutional capital	Greater institutional engagement	% of adults who agree they can influence decisions affecting their local area	QoL, LUWP
		% of respondents taking part in civic participation at least once in the 12 months prior	CLS

SoC = State of the City measures QoL = Cambridgeshire Quality of Life Survey questions LUWP = Levelling Up White paper measures

CPCA = CPCA Economic Growth Strategy measures ONS = ONS Social Capital measures CLS = DCMS Community Life Survey

Appendix C - Evidence of poverty affecting people with protected characteristics under the Equality Act 2010

Characteristic	Evidence
Age	Older people are more likely to be living in households receiving benefits than the population as a whole. Almost 15% of pensioners in Cambridge were living in a household claiming Housing Benefit and/or Council Tax support in 2022, compared to 9% of all Cambridge residents. ^{xxxvii}
	Almost one in five (19%) of all children Cambridge in 2022 were living in households that are claiming Housing Benefit and/or Council Tax Support. ^{xxxviii}
	An estimated 1 in 10 children across Cambridge and the City Fringe resided in relative poverty during 2021/22, which is the lowest relative child poverty rate of 58 cities in England and Wales. However, this figure rises to 2 in 10 children in Kings Hedges, which is equivalent to the rate in benchmark cities. ^{xxxix}
	There is an educational attainment gap in Cambridge, which impacts on longer term life chances for young people from low-income households. During the 2021/22 academic year, 76% of pupils aged 16 attending Cambridge schools achieved grades 4 or above in English and Maths at GCSE. For Cambridge pupils receiving free school meals (FSM), this proportion dropped to 45%. ^{xl}
	Cambridge has a low level of social mobility. In 2016 Cambridge ranked 275th out of 324 local authorities across England and Wales in the Social Mobility Index. Outcomes are particularly poor for young people, with Cambridge having the fifth lowest score of any local authority for youth social mobility ^{xli} .
Disability	In 2022 residents in Cambridge (City and Fringe area) with a core or work-limiting disability were 18% less likely to be in employment than the rest of the population ^{xlii} . National evidence and feedback from local stakeholders suggests that disabled people can experience barriers to employment, including discrimination and prejudice, inaccessibility of buildings, and lack of reasonable adjustments.
	National evidence shows that in 2022/23, disabled households (with at least one disabled adult or child) needed £1,122 per month to have the same standard of living as non-disabled households. On average, the extra cost of disability is equivalent to 63% of household income after housing costs. Extra costs can include mobility aids, adaptations to cars and homes, medicines, therapies, and higher energy usage ^{xliii} .
Ethnicity	In 2022 minority ethnic people in Cambridge (City and Fringe area) were 5% less likely to be in employment than the rest of the population. As part of previous consultation on the Anti-Poverty Strategy, stakeholders explained that some ethnic minority people in Cambridge are not able to secure employment due to a variety of factors, including discrimination and confidence at interviews, literacy and qualification levels, and requirements for recently arrived BAME people to prove their qualifications are valid in this country at their own cost.
Sexuality	LGBTQ+ people are more likely to experience bullying, harassment, hate crime and discrimination, which can impact on mental health and confidence and affect employment and life outcomes. National research by Stonewall ^{xliv} shows that:

Characteristic	Evidence
	<ul style="list-style-type: none"> • In 2018 almost one in five LGBT people (18%) who were looking for work were discriminated against because of their identity while trying to get a job. • In 2018 almost one in five LGBT people (18 per cent) had experienced homelessness at some point in their lives • In 2021 two-thirds (64%) of LGBT people had experienced anti-LGBT violence or abuse.
Sex	<p>In 2022 women in Cambridge (City and Fringe area) were 14% less likely to be in employment than the rest of the population^{xlv}.</p> <p>In 2022, women in Cambridge were paid 14% less per week for full-time employment than men. This gap has widened in Cambridge over recent years, up from just 3% in 2014^{xlvi}. National research links this gender pay gap to childbirth, as women are more likely to work part-time or stop working after the birth of a child than men.</p> <p>According to national statistics, lone parents are more likely to experience poverty than other household types^{xlvii} and 90% of lone parents are women^{xlviii}. In Cambridge, Lone parent families are particularly likely to be claiming benefits, with lone parents making up 21.3% of all households claiming Housing Benefit and/or Council Tax Support in 2022. ^{xlix}</p>

Appendix D – Examples of activities in previous Anti-Poverty Strategies

- Being an accredited Real Living Wage employer and promoting the Real Living Wage to local businesses and employers.
- Allocating £1m annually from the Council's Community Grants to voluntary and community organisations for activities to reduce social and economic deprivation.
- Supporting benefit claimants to receive their full entitlement of Housing Benefit and Council Tax Support, as well as allocating Discretionary Housing Payments.
- Working with Cambridge Sustainable Food, local food hubs and Cambridge City Foodbank to support people in food poverty.
- Working with Cambridge Online and other partners to support Council tenants, older people and low-income residents to access the internet and digital technology.
- Working with Peterborough Environment City Trust (PECT) to provide energy advice to low-income households.
- Improving energy efficiency in existing Council homes and using grant funding from government to make energy efficiency improvements to privately-owned homes.
- Building 500 new Council homes at high energy efficiency and sustainability standards, and beginning a programme of a further 1,000 new Council homes
- A range of measures to reduce costs for low income households, including providing reduced entry to Council leisure centres, funding for swimming lessons, free or low cost sports and physical activity sessions, and free lunches and activities in parks for families during school holidays.

More information on the impact of activities taken forward under the Council's Anti-Poverty Strategy 2020-2023 is available in the annual progress reports to Environment and Community Scrutiny Committee, which are published on the Council website: <https://www.cambridge.gov.uk/anti-poverty-strategy>

Appendix E – Community Wealth building case studies

Theme 1 - Using the Council's resources, assets and powers to build community wealth

Case study 1 - Community Grants review

Human and social capital

The Council awards around £1m annually through its Community Grants programme to local community and voluntary groups for projects that will help to reduce social or economic inequality in Cambridge. In 2022/23 we provided community grant funding to 88 groups to deliver 136 activities – reaching far more beneficiaries than would be possible through direct Council delivery.

While the Council sets the broad criteria and priorities for the programme, the Community grants build human and social capital by supporting activities that respond to the needs identified by local communities, with these activities being largely delivered by organisations from those same communities.

The Community Grants also bring additional investment from other sources into local communities. Every £1 that the Council awards is matched by the community and voluntary sector with £3 from other sources. The grant-funded organisations also use over 3,500 volunteers every year, building human and social capital by involving local residents in actively improving the lives of their communities and themselves through volunteering.

A two-stage review is currently being carried out of the grants. Following the introduction of a 'small grants' scheme in phase 1 in 2023/24, the second phase of the review will explore how grants can be provided in a way that provides longer-term stability to groups, which will enable them to deliver more sustainable activities.

Case study 2 - Greater Cambridge Social Impact Fund

Financial, human and social capital

Despite world-class universities and a thriving technology and life sciences sector, many in our community face significant issues like homelessness, health disparities, lack of access to quality education, and barriers to employment.

The Council has supported the establishment of Greater Cambridge Impact – which will tackle systemic inequality in our community, collaborating with the community to make Greater Cambridge a great place to live and work for everyone.

Greater Cambridge Impact will catalyse, test and scale transformative projects that, together, address inequality. These projects will be funded by impact investment. Impact investments are long-term investments made with the intention to generate: positive, measurable social and environmental impact and a financial return. Impact investment funds can support in long-term, joined-up solutions to systemic problems.

Greater Cambridge Impact has an initial target of a £10 million fund – which would provide an additional finance for long term outcomes, alongside existing grants.

The Council has contributed an initial £0.2 million seed funding and has agreed in principle to contribute a further £0.8million investment. This ‘in principle’ contribution is subject to securing other contributions, which might come from local philanthropists, investors, innovators and businesses who recognise the value and importance to everyone of addressing inequality in equality.

Case study 3 - East Barnwell Regeneration Project

Physical and natural capital

The Council and other partners, including Cambridgeshire County Council, are planning to use their buildings and land assets to improve the physical capital of the East Barnwell area of Abbey ward. The East Barnwell Regeneration Project¹ will bring together key local services in a single location by providing:

- 120 new, high-quality sustainable council homes. The homes will be built as close as possible to Passivhaus standards, with gas-free heating systems and green roofs. The homes will include a mixture of full social rent and an intermediate rent properties and will replace 18 ageing flats currently on the site.
- A new community centre and public library
- A pre-school facility to bring provision closer to residents.
- New shops and commercial premises.
- New and improved public open spaces, improvements to pedestrian and cycle routes in the area and a biodiversity net gain.

Theme 2 – Building an inclusive and sustainable economy

Case study 4 - Greater Cambridge Local Plan

Human and physical capital

The Greater Cambridge Planning Service is currently developing a new Greater Cambridge Local Plan. The [First Proposals](#) for the Local Plan include a number of policies that would help build community wealth and develop human and physical capital, including:

- Requiring “appropriately scaled” new developments to provide access for local businesses to supply chain opportunities in different stages of developments.
- Requiring “appropriately scaled” new developments to contribute to local training, skills and employment opportunities. For example, the consultation draft of the North East Cambridge Area Action Plan includes a requirement for developers to submit an employment and skills plan with planning proposals, setting out how they will seek to employ a skilled local workforce and provide training and apprenticeships throughout the delivery of the development.
- Seeking “meanwhile uses” on vacant sites or in underused buildings as part of the phased development of major development sites. Meanwhile uses can help support community activity or provide affordable space for small or micro businesses.
- Ensuring that health and wellbeing principles are integrated into policies in the Local Plan. This includes recognising the contribution made to physical and mental health by a range of factors, including good quality housing and developments, well designed street scenes, well laid out neighbourhoods, quality and efficiency in transport systems, opportunities to experience community, leisure and cultural services activities and access to green and open space.

Case study 5 - Region of Learning programme

Human capital

The [Region of Learning](#) programme is one of 7 pilot areas testing the [Cities of Learning](#) model developed by the RSA. Cities of Learning aims to establish a network of places that are committed to nurturing and connecting life-long learning across towns, cities and regions.

The Region of Learning programme is creating opportunities for individuals of all ages, particularly those who are less advantaged, to identify, explore and develop the human capital needed to access the benefits of local economic growth, including increased attainment and better employment.

With the support of a learner liaison, individuals can better understand and articulate their skills, experiences, and attributes. Learners are empowered to build on their skills through local opportunities which may include formal qualifications, work experience or employment.

Region of Learning provides grants to help informal learning organisations to develop digital badges to make their learning offer visible, measurable and connected within the wider place-based learning eco-system. It can connect people to local learning opportunities and skills, which they can use to develop their CV, interests and find their own pathway to qualifications or employment. Digital badges help people to evidence skills outside of formal qualifications, including valuable “soft skills’ such as communication and time management that are valued by employers

Case study 6 – Grow Your Business programme

Human and knowledge capital

The Council has used its Community Grants and its UK Shared Prosperity Fund allocation from Government to support Allia to deliver a ‘Grow your Business’ (GYB) programme for social enterprises, charities and social impact businesses in 2024. The free, 3-month programme is designed to help participants grow their business, increase revenue and create local employment opportunities. The GYB programme provided four elements of support:

- Expert-led workshops and clinics at the Future Business Centre at Cambridge Guildhall on topics such as marketing, HR, sales and finance
- Monthly 1-2-1 coaching sessions for each participating organisation
- Dedicated support from business advisors and mentors to advise, challenge and encourage ideas
- Alumni support, including co-working days

Case study 7 - Green Business Programme

Physical, knowledge and natural capital

In 2022, the Council provided the Cambridge Green Business Grant Scheme (managed by the Chambers of Commerce, working with Allia) to support local businesses to improve their energy efficiency, shift to renewable energy sources and reduce their carbon emissions. The scheme provided over £156,000 in grants to Cambridge businesses for a range of measures including solar PV systems, heat pumps, electric bikes, electric vehicles, energy efficiency improvements to buildings, energy efficient kitchen and catering equipment and water conservation and re-use.

Building on this experience, during 2023 the council worked in partnership with neighbouring local authorities to develop a new Green Business Programme for businesses located in Cambridge, Huntingdonshire and South Cambridgeshire. Using funding from the Government's UK Shared Prosperity Fund, the programme will offer small to medium sized enterprises (SMEs) access to expert advice to help them develop a practical, tailored net zero carbon road map. Businesses can also apply for a capital grant of up to £5,000 to part-fund investment in carbon-saving technology, equipment or improvements.

Theme 3 – Community empowerment

Case study 10 – Social supermarkets

Social capital

In response to the coronavirus pandemic, a network of mutual aid groups formed in Cambridge, bringing together new and existing voluntary groups, community groups and residents' associations, and individual volunteers. These local groups distributed food parcels and provided a range of other support to the most vulnerable people during periods of lockdown and restrictions. This community-led response to Covid helped to strengthen local community ties and build social capital. The Council's role was to provide practical and financial support for local initiatives; and ensure that information flowed between communities, and the county and national level.

This community-led work has continued since the pandemic, with eight independent local Food Hubs continuing to provide emergency food for people experiencing food poverty. Cambridge Sustainable Food (CSF) has continued to support the Food Hubs and voluntary organisations such as It Takes a City and Women's Aid with the provision and distribution of emergency food to local families. During 2022/23, 187 tonnes of food was distributed by CSF and the Food Hubs and there were 22,271 visits to all Food Hubs in 2022/23.

The Council and Cambridge Sustainable Food are working with the local Food Hubs to change the approach during 2024 to ensure that it is more financially sustainable in future. This could involve moving from providing free, emergency food to providing local residents with affordable food through "social supermarkets". The benefits for residents of this approach are that it would provide a larger choice of foods and a greater guarantee of which foods will be available, allowing households to plan meals more easily.

Case study 11 – How to Crack on With It

Human, knowledge and natural capital

Cambridge Carbon Footprint (CCF) developed a climate change training course which aimed to empower residents to make informed choices about their homes and lifestyles and to take action to reduce their carbon footprint. During 2023, CCF delivered two public online training sessions and four in-person training sessions, engaging 138 people in total. A further 335 people were engaged through an outreach stall at 11 different community events.

The Council played a supporting and facilitating role in the project, procuring and

funding Cambridge Carbon Footprint to deliver the project and helping them to develop an impactful training programme. Key outcomes from the project included:

- Building human and knowledge capital by providing residents with practical and local information on reducing their carbon footprint and helping them to make a plan of action. 82% of people who attended an in-person session (and provided feedback) reported having a greater understanding of the relative impact of day-to-day choices on greenhouse gas emissions and feeling more motivated to make changes to their lifestyles to reduce their carbon footprint.
- Building social capital by encouraging residents to collaborate and support each other through peer learning in small group discussions. The training is also likely to build wider social capital, as 91% of those who attended an in-person session (and provided feedback) felt motivated to share their experience with others.
- Improving natural capital as residents understand and are motivated to reduce their environmental impact and consumption of fossil fuels and resources, and as they encourage others to do the same.

Theme 4 - Developing a whole-system approach

Case study 12 - Focus on Abbey

Human, social and physical capital

The Focus on Abbey project is taking a collaborative, partnership approach, bringing people together from across the community, voluntary, charitable, public, and private sectors to identify opportunities to work together to improve the quality of life in the Abbey area and address entrenched inequalities. The project also seeks to move away from a “deficit model” description of Abbey by building a shared understanding of the strengths and assets of the area and the opportunities that exist.

Focus on Abbey is part of a wider £1.3m programme in Cambridge, using funding from the government’s Shared Prosperity Fund (SPF). The project is being delivered in three phases:

1. Workshops with stakeholders leading to the formation of a system-wide partnership group and wider network.
2. Grant funding for projects that address the causal factors of inequality and engage and empower the community as part of their delivery.
3. Delivery of projects and impact evaluation.

The Focus on Abbey project builds on work done to develop physical capital in the area through the East Barnwell Framework for Change masterplan, the East Barwell Regeneration Programme and the Greater Cambridge Partnership’s sustainable travel improvements to Newmarket Road. As part of the Focus on Abbey project, a capital funding budget will also contribute to and enhance the development of community facilities as part of the East Barnwell Regeneration programme.

Integrated approaches to community and economic development will also be needed to ensure that local residents can access new and better paid employment opportunities created through the growth in knowledge intensive employment in surrounding areas resulting from the proposed redevelopment of the Beehive shopping centre, Coldhams Lane and the Cambridge East development.

Case study 13 - Cost of Living crisis support during winter 2022-23

Social and knowledge capital

During 2022/23, increases in energy costs, food prices, fuel prices and other costs resulted in significant economic hardship for Cambridge residents on low incomes. The Cambridgeshire and Peterborough Integrated Care Board (ICB) awarded

Cambridge City Council, South Cambridgeshire District Council and East Cambridgeshire District Council a joint total £500,000 for the collaborative 'Heating and Health' project, which aimed to prevent health harms caused by the cost of living and cold and damp homes.

In Cambridge, the City Council convened and facilitated the project, bringing together local partner organisations and communities. The project took an asset-based approach, identifying the collective resources that existed across the local system, which activities would make the most difference, and who was best placed to deliver them. Key activities delivered by the Council and its partners included:

- a series of 11 Cost of Living Support Pop-Ups at community venues across the city. These events brought together a range of statutory and voluntary sector partner organisations to provide advice and support to residents in a single location.
- providing regular Warm and Welcoming Spaces at the council's 5 community centres from November-March, which offered community events, quiet spaces and meals to local people, and promoting additional warm spaces at public libraries and 17 venues run by voluntary and community partners.
- providing 53 small winter support grants of up to £1000 to voluntary and community groups for local community solutions. Projects included community meals, emergency food packs, energy vouchers and warm spaces.
- distributing 500 hot water bottles at the Cost of Living Support Pop-Up events, 130 heated blankets and 89 air fryers to residents in Council-managed assisted living schemes, and air fryers to 185 vulnerable households living below poverty the threshold identified using the Council's Low Income Family Tracker system.

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S106 FUNDING ROUND: STREETS AND OPEN SPACES

To:

Councillor Sam Carling, Executive Councillor for Open Spaces and City Services

Environment & Community Scrutiny Committee 21/03/2024

Report by:

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Wards affected:

All

Key Decision

1. Executive Summary

The Council helps to mitigate the impact of housing development on local facilities and amenities through the use of S106 contributions. This report takes stock of the contribution types within the Executive Councillor's remit and recommends use of generic informal open space S106 funding for a number of eligible projects.¹

- Section 3 and Appendices A and B set the context and provide a top-level S106 funding availability analysis.
- Section 4 and Appendix C outlines project proposals recommended for S106 funding. As this includes some already approved Environmental Improvement Programme (EIP) projects, it could help to extend the future use of EIP funds in relevant areas of the city.
- Section 5 explains how the Council is strengthening its S106 processes to enable time-limited S106-funds to be used on time.

1. Further S106 funding recommendations will follow in a committee report in June 2024, including proposals for public realm and play area improvements (in the context of the new Outdoor Play Spaces Investment Strategy business intelligence software).

2. Recommendations

The Executive Councillor is recommended to:

- 2.1 allocate generic informal open spaces S106 funding, subject to business case approval and community use agreement (as appropriate), to the following project proposals:

	Project proposals	Amount	See
a.	Towards mature tree-planting programme in parks across the city	£60,000	Paragraph 4.3
b.	Footpath improvements at Five Trees open space, East Chesterton	£10,000	Paragraph 4.4
c.	Open space improvements at Romsey Recreation Ground	£11,500	Paragraph 4.5

- 2.2 allocate around £47,600 of generic informal open spaces S106 funding to eligible projects previously approved for Environmental Improvement Programme (EIP) funding in 2022/23 and 2023/24 in place of EIP funds (see paragraph 4.6 and Appendix C);
- 2.3 allocate an additional £5,000 of generic informal open spaces S106 funding to supplement the funding available for the St Alban's Rec Ground biodiversity project (see paragraph 4.6d and Appendix C);
- 2.4 note that relevant specific informal open spaces S106 contributions may be used to supplement new and existing generic S106-funded projects (e.g., for the mature tree-planting programme and improving open spaces at Romsey and Cherry Hinton Recreation Grounds and Coldham's Common BMX track) (see paragraph and 4.7);
- 2.5 note that some projects allocated S106 funds in previous generic S106 funding rounds have not been able to proceed (see paragraph 3.5);
- 2.6 approve a new process whereby any generic S106 funds in the informal open spaces, play provision and public realm categories that are within two years of the date by which they need to be used or contractually committed may be de-allocated from a project which is unlikely to deliver on time, so that they could be re-allocated to another relevant project (related to where the S106 contributions are from) which could make timely use of this funding (see Section 5).

3. Background

3.1 As the previous S106 report to this Committee relating to contribution types within the Executive Councillor's portfolio was in October 2021², this section provides a reminder of what these contribution types are for. It also features an update on progress of relevant S106-funded projects as well as setting out remaining S106 funding availability. The purpose of this report (and the one that will follow in June 2024) is to build up a clear programme of projects to be implemented in the coming years. Between now and the report in June, there will be further dialogue with local Members. In the meantime, this current report focuses on S106 funding that can be allocated to projects now.

3.2 **Overview:** S106 funds (or developer contributions) are payments from developers aimed at mitigating the impact of housing and other development. Every part of Cambridge has benefitted from S106-funded new or improved facilities. The [Developer Contributions](#) web pages include a [photo gallery](#) of recent projects in each ward and feature an [overview](#) of the Council's approach. This includes an explanation of:

- a. the distinction between generic S106 funds³ (which the Council used to collect) and specific S106 funds⁴;
- b. what the different S106 contribution types can be used for;
- c. which S106 contributions within the relevant contribution types are used to fund which projects.

2. S106 reports relating to the 2023-24 S106 funding round for community facilities and outdoor & indoor sports facilities were considered by the Executive Councillor for Communities at this Committee in October 2023 and January 2024.

3. Generic contributions were secured via S106 agreements signed before official regulations changed in April 2015. Most have already been allocated or spent, so remaining availability is limited. They are for providing or improving facilities in a certain contribution type, but not attached to a particular project. The Executive Councillor can decide how to use them on relevant projects once the S106 funds are received.

4. Specific S106 contributions are already agreed by the Planning committee (or Joint Development Control Committee) as part of a planning approval and do not require further funding authorisation at councillor-level. The S106 agreement stipulates the particular facilities where specific contributions are to be used and these funds can only be used for this purpose.

- i. Local projects tend to use S106 funds from developments in the same ward and/or neighbouring wards that also benefit from it.
- ii. Strategic projects tend to be funded from S106 funds from major developments in the same area of the city and/or other areas that also benefit from the project.⁵

3.3 **Contribution types:** The Executive Councillor's portfolio includes responsibility for the use of the following S106 contribution types:

- a. **Informal open space** contributions can be used for improvements to protected open spaces, set out in our Open Spaces & Recreation Strategy (such as Council-owned or managed parks & open spaces). This can include improvements to: 'soft' landscaping; paths/surfacing (e.g., sandstone or hoggin); drainage; habitat creation; fencing/ gates; tree/shrub-planting; benches, bins, signs and noticeboards.
- b. **Play provision** contributions can be used for new or improved outdoor public play areas and facilities for children and teenagers, which are owned or managed by the Council. This can include play equipment and safety surfacing underneath/around the equipment.
- c. **Public realm** contributions can be used for improvements to the design of streets, including hard landscaping and better access and safety for pedestrians, cyclists and people with a disability.

3.4 **Assessment criteria:** In line with the previous S106 funding rounds, the criteria for assessing proposals highlight the need for projects to be:

- a. **eligible** for the S106 contribution types being considered - S106 funds cannot be used for repairs, maintenance, running costs or like-for-like replacements, nor for improvements to equipment and storage that have already been purchased or installed⁶;
- b. **affordable** from the relevant S106 funds available which can be justified for spend on that sort of facility in that part of the city.
- c. an **effective use** of S106 funding. The proposals need to mitigate the impact of development (i.e., addressing increased use of open spaces

5. This approach to funding local and strategic projects means that S106 contributions from a particular ward are not necessarily always spent in the same ward.

6. S106 funding can only be used for projects which come to fruition. It cannot be used for preparatory or design costs for projects that are not subsequently delivered.

and play areas arising from new housing) and provide additional benefit. The assessment can be informed by relevant Council strategies (such as the Play Area Investment Strategy).

- d. **accessible** in line with the Council's equalities and diversity policies.
- e. realistic, ready and **deliverable** (say, within 18-24 months).

3.5 **Project delivery progress:** Most generic S106 funds have now been allocated or spent. Appendix A lists relevant S106-funded projects that have been completed since 2021-22⁷, as well as those that are expected to be completed soon and those that are getting under way. However, paragraph A4 of Appendix A explains that:

- a. £22,000 previously assigned to the Sheep's Green LNR biodiversity bank improvements at Mill Pond has been de-allocated);
- b. The budget for the Jesus Green ditch biodiversity project has been scaled back from £53,000 to between £20,000-£27,000.

The S106 funding that is no longer needed for these projects has been de-allocated and recycled for use on other relevant projects instead.

3.6 The October 2021 S106 (Open Spaces & Play Areas) report made mention of the Coldham's Common BMX track improvement project, which has previously been allocated £85,000 of S106 funding.

- a. The project has been 'on hold' while officers sought clarify about whether the planned East Barnwell redevelopment might impact on the location of local sports facilities, but this has now been resolved.
- b. Plans for the project are now being re-scoped in consultation with BMX users to ensure that the BMX site can both be safe and that improvements would provide additional benefit. The £85,000 S106 funding allocation for the project have been reprofiled.⁸
- c. The project could feature drainage and environmental improvements, plus the provision of an all-weather perimeter track which could extend the use of the facility throughout the year.

7. Some of these projects can be found in the photo gallery on the Council's website.

8. This is based on a combination of informal open space S106 funds for landscaping (including some specific contributions for improving Coldham's Common) and outdoor sports S106 funds relating to the track itself for use by BMX riders of all ages.

- d. The aim is for the BMX track improvements themselves to be funded within the original budget. If further funding is needed for wider environmental improvements on Coldham's Common, this would be funded from further use of specific contributions.
- e. The aim is for this project to move forward in the next year⁹. Officers will engage local Members in developing this project and will include a further update in the next S106 report to this committee in June.

3.7 Funding rounds: Generic S106 funding rounds since 2012/13 have helped developer contributions to be used on time for their intended purposes. However, the Coronavirus pandemic diverted the attention of both council officers and local community groups and led to a backlog of projects to be delivered. Whilst this has now largely been addressed, it has delayed taking forward the next S106 funding round, as well as a bottleneck of generic S106 funds getting closer to their 'use-by' dates¹⁰ in 2024/25 and 2025/26. The measures set out in this report will help to enable these remaining contributions to be used on time.

3.8 S106 funding availability: Appendix B features a top-level analysis of both unallocated generic S106 funds and unspent specific S106 funds¹¹ across the different contribution types.¹² The charts set out availability by ward and by 'use by' date¹³. The options for the way forward will be discussed with Members in the coming months and reported to Committee in June.

9. If progress on this project cannot be made within the next year, this would have implications for the current S106 funding allocations, which need to be contractually committed within the first three months of 2025.

10. Most expiry dates stipulated within S106 agreements are for contributions to be used or contractually committed within 10 years of receipt or date of payment of the final instalment. Where no expiry date is stipulated, the same time period is assumed.

11. Each ward will have its own specific projects (for which specific contributions are being collected). Particularly in relation to charts 1 and 4 in Appendix B, please note that where there is more than one specific project in a ward, this is denoted by reference to specific project 'A', 'B', 'C' and 'D'. The specific project 'A' in one ward will not be the same as a specific project 'A' in another ward.

12. Please note that these funding availability figures are subject to change. They are regularly reviewed to reflect project progress and ensure a good fit between the projects funded and the developments from which those S106 funds derive.

13. Payment of further specific contributions from developers is expected – and this may increase funding availability for particular improvement projects.

3.9 S106 funding availability is much more limited than it was (say, twelve years ago) and there are important constraints on how it can be used (e.g., in the context of specific S106 contributions¹⁴). The amount of S106 funds left available varies considerably across the city: this reflects both differing levels/type of development between wards from which S106 funds can be collected¹⁵ and the amount of allocation/spend on S106-funded which has already taken place.

3.10 **Informal open spaces:** See charts 1-3 of Appendix B.

- a. Just over £150,000 of unallocated generic S106 funds remain in this contribution type, around 40% of which reach their 'shelf lives' by September 2025, rising to 68% by March 2026. Over £20,000 is available in Abbey, East Chesterton and Trumpington, while none remains in Cherry Hinton, Market and Newnham,
- b. There are around £395,000 of specific informal open spaces S106 contributions in the city, 47% of which relate to Abbey and Romsey wards combined (including over £96,000 available for open space improvements at Coldham's Common).¹⁶ Of the other wards, three (Cherry Hinton, Coleridge and Newnham) have over £25,000 of specific contributions available for improving particular parks and open spaces, five (Castle, East Chesterton, King's Hedges, Queen Edith's and Trumpington) have less than £20,000, and four currently have none available (Arbury, Market, Petersfield and West Chesterton).
- c. Although one specific contribution of around £48,000 needs to be contractually committed by August 2026, almost three quarters of the specific contributions have 'use by' dates later than January 2029 – so there is time to plan for and implement these projects.

14. Attempts to alter the purposes for which a specific contribution can be used require engagement with developers, Planning Committee approval and a legal deed of variation to a S106 agreement.

15. Over the last decade, the Council has been required to focus S106 agreements on major developments of 11 or more homes.

16. Officers will need to review with Romsey councillors how to proceed with specific contributions secured for open space improvements on a pocket of open space on Great Eastern Street and for a climbing wall/tower at Romsey Recreation Ground.

- 3.11 **Play provision for children and teenagers:** In previous years, S106 contributions have been an important source of funding for improving play areas across the city. The analysis in Charts 4-6 of Appendix B need to be placed in the context of the Outdoor Play Spaces Investment Strategy business intelligence software, which is featured in a separate report in the agenda papers for this Committee meeting. Further discussions with local councillors in wards where S106 funding is still available will need to be informed by this business intelligence software, hence why recommendations for further use of generic S106 funding will need to follow in the next S106 report in June.
- a. There is only around £42,000 of unallocated generic contributions for improvements to play areas in Cambridge. These are confined to South & East areas (with half of this funding relating to Trumpington), with none available in North & West/Central areas.
 - b. There are c£182,000 of specific play provision S106 funds received that are still available. Although some specific contributions for play areas in Cherry Hinton were received in September 2017 (and therefore need to be used by September 2027), most of the specific play provision S106 funds received do not reach their 10-year time limits or 'shelf-lives' until after April 2029.
 - c. Whilst some specific S106 contributions for play area improvements have been received from across the city, the only play areas that have accumulated more than £25,000 are: Petersfield play area (c£50,000) & Coleridge Rec play area (c£26,000).
- 3.12 **Public realm improvements:** Across the whole city, there is only around £69,000 available in Abbey ward and around £15,000 (specifically for traffic modeling) available in West Chesterton. These funds are also subject to important time constraints (i.e., to be contractually committed by March 2025). Officers will liaise with partners to establish whether relevant spend on traffic modelling has taken place during the last ten years which the Council could now reimburse. Proposals for public realm improvements at Harvest Way (Abbey ward) will be developed for the June 2024 S106 report. Officers will keep the relevant local Members informed and involved in these cases, as appropriate.

4. Proposals now being recommended for S106 funding

- 4.1 The previous S106 report in October 2021 had already made clear that the future funding arrangements would need to change. The limited availability of remaining generic S106 funds meant that, in order not to raise expectations in parts of the city where no generic S106 funds remain, proposals would not be invited from residents and community groups from across the city. Instead, the plan was for a more focused approach based on discussions with local Members. Unfortunately, the project delivery backlog has had a knock-on effect, which has delayed a formal programme of discussions with Members. Even so, regular, informal dialogue with councillors has highlighted a number of proposals which can be recommended for funding now and reinforced with further discussions with relevant Members about the details in the coming months.
- 4.2 Recommendation 2.1 highlights three proposals for generic informal open spaces S106 funding, all of which meet the assessment criteria set out in paragraph 3.4.
- 4.3 ***Mature tree-planting programme:*** Arboricultural officers are developing a programme to plant a more diverse range of species in parks and open spaces in Cambridge in order to make the city's tree stock more resilient and to adapt to the impact of climate change. The planting of mature trees would enable them to establish more easily and to provide benefit and enjoyment more quickly.
- a. The aim is to order 9-10 such trees from specialist growers, using around £60,000 of generic informal open spaces S106 contributions, so that these can be contractually committed soon and then planted at appropriate tree-planting times.
 - b. Recognising where the generic S106 funding might come from for these mature trees, possible locations could include East and West Chesterton, King's Hedges, Abbey, Coleridge, Romsey and Trumpington¹⁷.

17. Trees are also already being planted in Petersfield as part of open space improvement projects in that ward (mentioned in appendix A).

- c. This mature tree-planting could be supplemented by the use of some specific S106 contributions relating to Cherry Hinton, Nightingale Avenue (Queen Edith's) and Romsey Recreation Grounds.

4.4 ***Five Trees public open space, East Chesterton:*** This proposal (£10,000 estimate) would improve the main access pathway through this public open space to link between Cam Causeway and Fen Road.

- a. The existing path is little more than a rough track and a source of regular complaint to local ward councillors from adjacent residents and park users.
- b. Rebuilding the path with hoggin or other suitable material would enhance park access and enjoyment by users, and complement recently undertaken improvements to ecology, trees and woodland management, and much-needed local affordable housing nearby.

4.5 ***Romsey Recreation Ground open space improvements:*** A small garden area exists within the recreation ground close to the entrance from Ross Street and local play facilities. It features attractive paving and other surfacing, seating and a raised bed planting area.

- a. This area is popular with local residents and park users but would now benefit from refurbishment to ensure it can continue to be enjoyed for recreation, social and ecological interaction in the years ahead. The project would need to be focussed on providing additional benefit (as opposed to repairs and on-going maintenance, which would not be eligible for S106 funding).
- b. The proposals can be worked up in more detail, based on further discussion with ward councillors and the local community
- c. A budget of up to £11,500 of generic informal open spaces S106 funding is proposed but, if necessary, this could be augmented by around £8,000 of specific S106 contributions for open space improvements at Romsey Recreation Ground and, possibly, a small amount of local S106 funding for play area improvements.

4.6 In addition to these new project proposals, officers have identified the possibility of replacing Environmental Improvement Programme (EIP) funding with generic informal open spaces funding S106 funding for a number of already-agreed open space improvement projects that have

been approved via EIP funding rounds over the last couple of years (see appendix C). This amounts to around £47,600. This could have three key benefits.

- a. It could help time-constrained generic S106 funds to be used on time on eligible local projects.
- b. By freeing up EIP funding, which would be returned to the EIP budget for the appropriate area, it would provide more opportunity for local projects (particularly those not suited for S106 funding) to be funded in 2024-25 (particularly in North and East areas, where EIP funding availability has been running down).
- c. The EIP-approved projects which would now be funded from S106 funding have been proposed by the local community and considered by local councillors.
- d. In addition to the recommendation 2.2 on the replacement of some EIP funding with S106 funding, paragraph 2.3 recommends a further £5,000 of generic informal open spaces S106 funding to the St Alban's Rec Ground biodiversity improvement project, increasing the project budget up to £15,000 in total. Officers advise that this would be sufficient to undertake the open spaces improvements on the site, alongside other environmental works being undertaken as mitigations to address the impact of the Meadows Centre development. However, if the further scoping of this project were to identify a need for further funding for this project at the business case sign-off stage, this could be explored. Ward councillors will continue to be engaged in the development of this project.

4.7 Paragraph 2.4 asks the Executive Councillor to note that relevant specific S106 contributions may be used to supplement new and existing generic S106-funded projects. As mentioned in footnote 4, specific S106 contributions have already been agreed by the Planning Committee (or Joint Development Control Committee) as part of the approval of planning applications, so no further funding authorisation is needed at councillor-level. That said, engagement and consultation with ward councillors and local communities on the details of projects that are funded from specific S106 contributions will continue. The possibility of specific S106 contributions being used as supplementary funding has been mentioned in this report in relation to the Coldham's Common BMX track improvements and environmental enhancements in the vicinity

(paragraph 3.6d), mature tree-planting (paragraph 4.3c), Romsey Rec open space improvements (paragraph 4.5c) and Cherry Hinton Recreation Ground benches (Appendix C and footnote 26).

5. S106 management processes

- 5.1 Paragraph 2.6 features a recommendation for strengthening the Council's S106 management processes, which is being applied to all generic S106 funding across all contribution types. A similar recommendation, in relation to community facilities and outdoor and indoor sports S106 contribution types, was agreed by the Executive Councillor for Communities in October 2023.
- 5.2 Experience of S106 management over the last twelve years has highlighted a concern relating to those projects allocated S106 funding for which there is strong commitment, but which take much longer than envisaged. Attempts to revise proposals to ensure timely use of S106 funds can be resisted as this can be an emotive subject. There is a risk that such attempts could be put off for so long that there may not be enough time to make effective use of some S106 contributions before they reach their time limits/shelf-lives.
- 5.3 To mitigate this risk, the recommendation is about making it easier to consider whether generic S106 funds getting within two years of time limits/shelf lives, which are allocated to projects taking too long to deliver, could be spent more easily and effectively on time by being re-allocated to another relevant/local project.
 - a. A two-year threshold is suggested because, prior to this S106 funding round, the Council has focused on allocating generic S106 funds to projects that could be delivered within 18 months to 2 years.
 - b. This new process does not mean that generic S106 contributions reaching this threshold would automatically be de-allocated from a project. However, it would enable officers to take this step where doing so would reduce the risk of some generic S106 contributions running out of time and no longer being available.
 - c. This process could be incorporated into the Council's existing project management procedures. Cases relating to possible de-allocation and

re-allocation of such time-limited contributions assigned to delayed projects could be considered as a change control request by the Council's S106 Monitoring Board.

- 5.4 Officers are mindful of concerns from ward councillors about the possibility of generic S106 funds being seen to be 'taken away' from their ward.
- a. If generic S106 contributions getting within two years of their time limits/shelf lives did need to be re-allocated to another project that could be delivered on time, it would be to a relevant project which would still provide a clear relationship between where in the city the S106 funding comes from and where it is spent.
 - b. Whilst it is appreciated that de-allocating S106 funding from one project to another relevant one (reducing the amount of S106 funding available for the original project) may be difficult, it would be less difficult than the alternative, as set out in paragraph 6.1.

6. Implications

- 6.1 **Financial implications:** The recommendations in this report are aimed at helping to make sure that S106 funding can be used effectively and in a timely way. If S106 funds cannot be used for their intended purposes or cannot be used or contractually committed on time, developers could ask for unspent amounts to be returned.
- 6.2 **Staffing implications:** The projects recommended for funding will be managed by the Streets & Open Spaces team in the City Services Group. Other managers (including officers on the S106 Monitoring Board and colleagues in Greater Cambridge Shared Planning) are involved to ensure that S106 assessment on criteria and project management requirements are being applied consistently and that advice is sought from relevant services.
- 6.3 **Implications re: equality & poverty; net zero carbon, climate change & the environment; procurement; and community safety:** See the Quality Impact Assessment in Appendix D. This concludes that S106 funding of new or improved infrastructure can make a significant positive impact across local communities that benefit from these

projects. S106-funded open space improvements can benefit everyone by providing better local parks in which to exercise, enjoy leisure time and relax, socialise and appreciate/be inspired by nature/biodiversity, without having to travel further afield. However, there are a number of constraints on the use of S106 funding. A further impact assessment of projects allocated S106 funding will be carried out, as appropriate, as part of the completion of business cases by council officers once S106 funding allocations have been confirmed.

7. Consultation and communication considerations

- 7.1 The recommendations in this report are informed by issues and needs raised by local councillors. The proposals to replace some EIP funding with S106 funding relate to projects which have been proposed by local communities, considered by area committees and agreed by the Executive Councillor.
- 7.2 This report recognises the need for further engagement with Members on proposals for the use of S106 funding for play provision and open spaces ahead of the next S106 report to this Committee in June 2024. It also highlights that there will be further discussion with relevant ward councillors and engagement with local communities on a number of particular projects allocated informal open spaces S106 funding.

8. Background papers

Background papers used in the preparation of this report:

- Report to Environment and Community Scrutiny Committee on “2021 S106 funding Round: Open Spaces and Play Areas” on 7/10/2021.
- Record of decision: Environmental Improvement Programme 2022-23, reported to Environment and Community Scrutiny Committee on 18 January 2024.
- Record of decision: Environmental Improvement Programme 2023-24, reported to Environment and Community Scrutiny Committee on 19 January 2023.

9. Appendices

Appendix A: Progress of S106-funded projects since 2021-22

Appendix B: Analysis of S106 funding availability

Appendix C: Projects already approved under the Environmental Improvement Programme in 2022/23 and 2023/24

Appendix D: Equality Impact Assessment relating to this S106 report and proposals for the use of informal open spaces S106 funding

10. Inspection of papers

To inspect the background papers, or if you have a query on the report, please contact either/or:

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Chief Executive's Office

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APPENDIX A

Progress of S106-funded projects since 2021-22

A1. Completed projects:

Projects	Area	Ward	S106 ¹⁸
Chesterton Rec Ground wheelsports/pump track	North	East Chesterton	£93,500
Trumpington Rec Ground environmental improvements	South	Trumpington	£59,100
Jubilee Gardens: landscaping, access, planting and seating	North	West Chesterton	£46,200
Holbrook Road play area	South	Queen Edith's	£43,100
Robert May Close play area	East	Coleridge	£39,000
Arbury Court play area	North	Arbury	£31,600
Nightingale Avenue Rec Ground: new footpath	South	Queen Edith's	£17,000
Tree-planting in parks in Coleridge ward	East	Coleridge	£15,300
Thorpe Way Rec Ground: new footpath	East	Abbey	£12,800
Parker's Piece tree-planting	West/ Central	Market	£10,000
Coldham's Lane play area: benches, bins noticeboards	East	Romsey	£9,800
Bramblefields LNR additional planting	North	East Chesterton	£6,600
Alexandra Gardens: additional seating	North	West Chesterton	£5,400

A2. On-going projects (to be completed soon): Midsummer Common orchard open space improvements (Market); Five Trees wild-flower and tree-planting (East Chesterton); Accordia open space improvements (Petersfield); bee bank improvements across all four areas of the city.

18. S106 funding has been rounded to the nearest hundred pounds (£)

A3. Projects due to be taken forward: Flower Street play area improvement (Petersfield); Petersfield ward open space improvements¹⁹; Coldham's Common BMX track (Abbey); Pearl Close community garden (East Chesterton)²⁰; information board for Parker's Piece tree planting project (Market ward).

A4. Projects previously allocated S106 funding that are no longer being implemented or which are being scale back

- a. ***Sheep's Green LNR biodiversity bank improvements at Mill Pond (£22,000 de-allocated):*** The riverbank was made safe using revenue maintenance budgets. On exploring the proposal in more detail, the sheet piling, depth of water and winter flows from the adjacent weir meant that a soft engineering approach was not viable or sustainable.
- b. ***Jesus Green ditch biodiversity project (on-going project reduced in scale from £53,000 to around £20,000-27,000):*** water vole surveys identified use by young water voles of the concrete bank that had been proposed for removal. The main reason for not continuing with original proposal was because an unexpected soil infiltration test demonstrated that the new wetland feature would need to be artificially lined. To do so would require the draining of ditch and far greater impact on the water vole population.

Instead, the revised scheme focuses on bank side adjacent terrestrial habitats to support voles and other species. The project delivery will incorporate educational signage (originally allocated a further £7,000 of S106 funding) for educational signage to promote the works done on site and wider Cambridge Nature Network, which is due to be put in place in summer 2024. Any underspend will be de-allocated and use for other relevant S106-funded projects instead.

19. The Flower Street play area improvement project and the Petersfield open space improvement projects are subject to confirmation of the funding allocations by the Director under delegated authority (approved in March 22) in consultation with local Members). Officers are taking stock of councillors' comments.

20. The project to improve the open space at Pearl Close in East Chesterton originally included £2,900 of play provision S106 funding. However, following further discussion with local Members the project was refocussed on around £10,000 of informal open space improvements. The play provision S106 allocation was recycled to help fund the wheelsports/pump track project at Chesterton Rec Ground.

APPENDIX B:

S106 funding availability

Chart 1: Analysis of **informal open spaces** S106 funding availability by ward (see footnote 11)

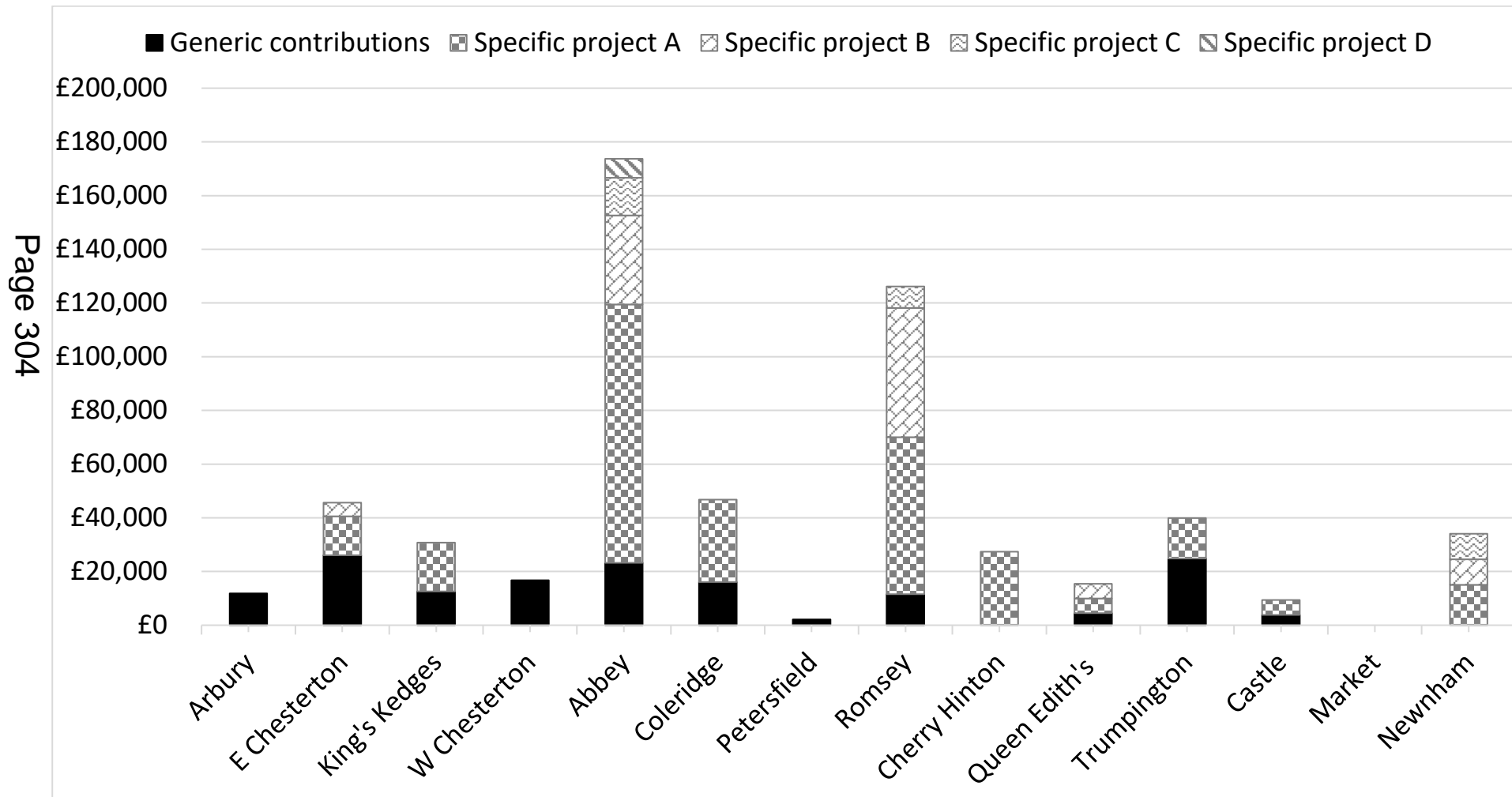


Chart 2: Analysis of **informal open spaces** S106 funding availability by 'use by' date (2024-28)

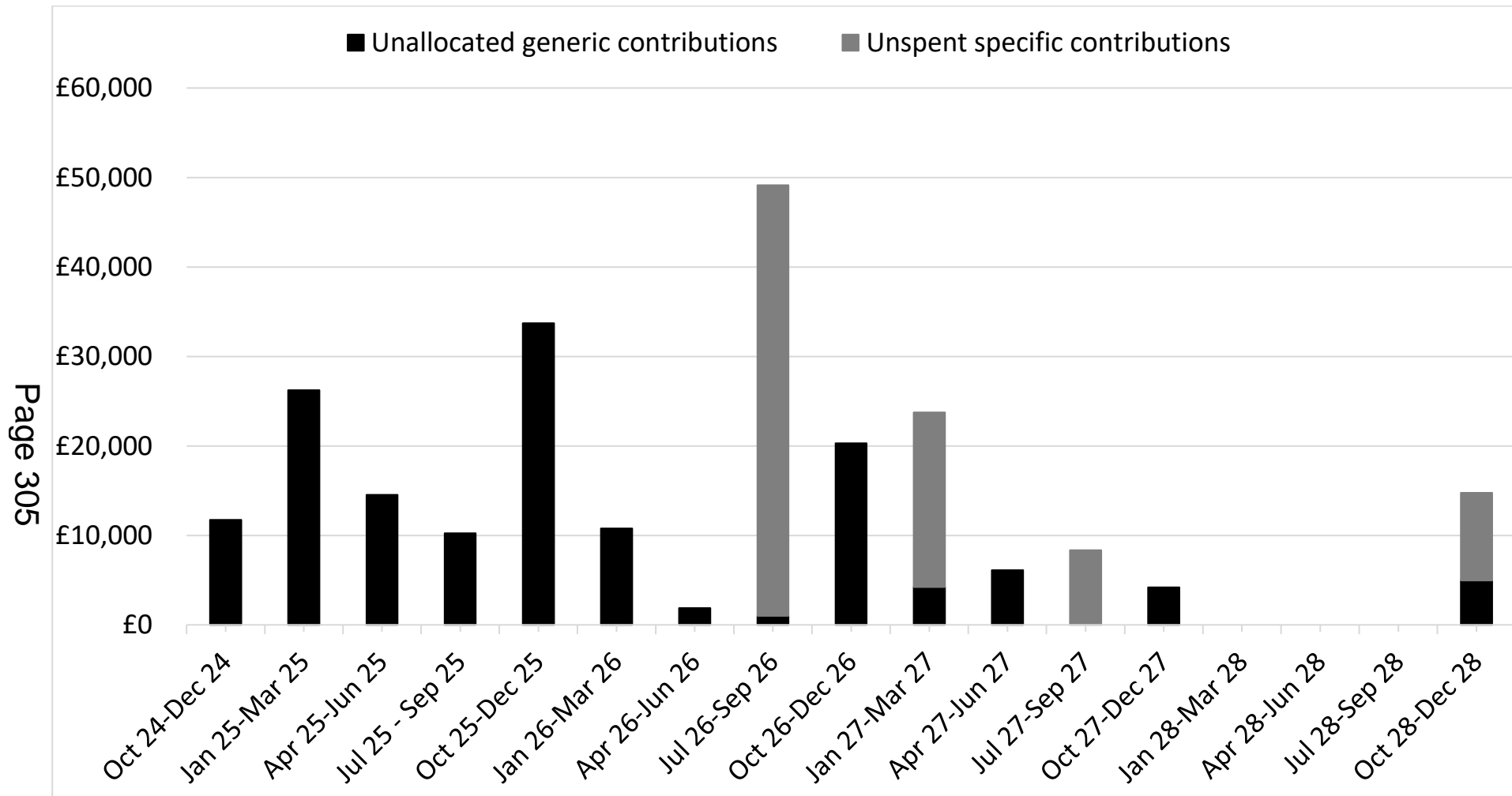


Chart 3: Analysis of **informal open spaces** S106 funding availability by 'use by' date (2029-33)

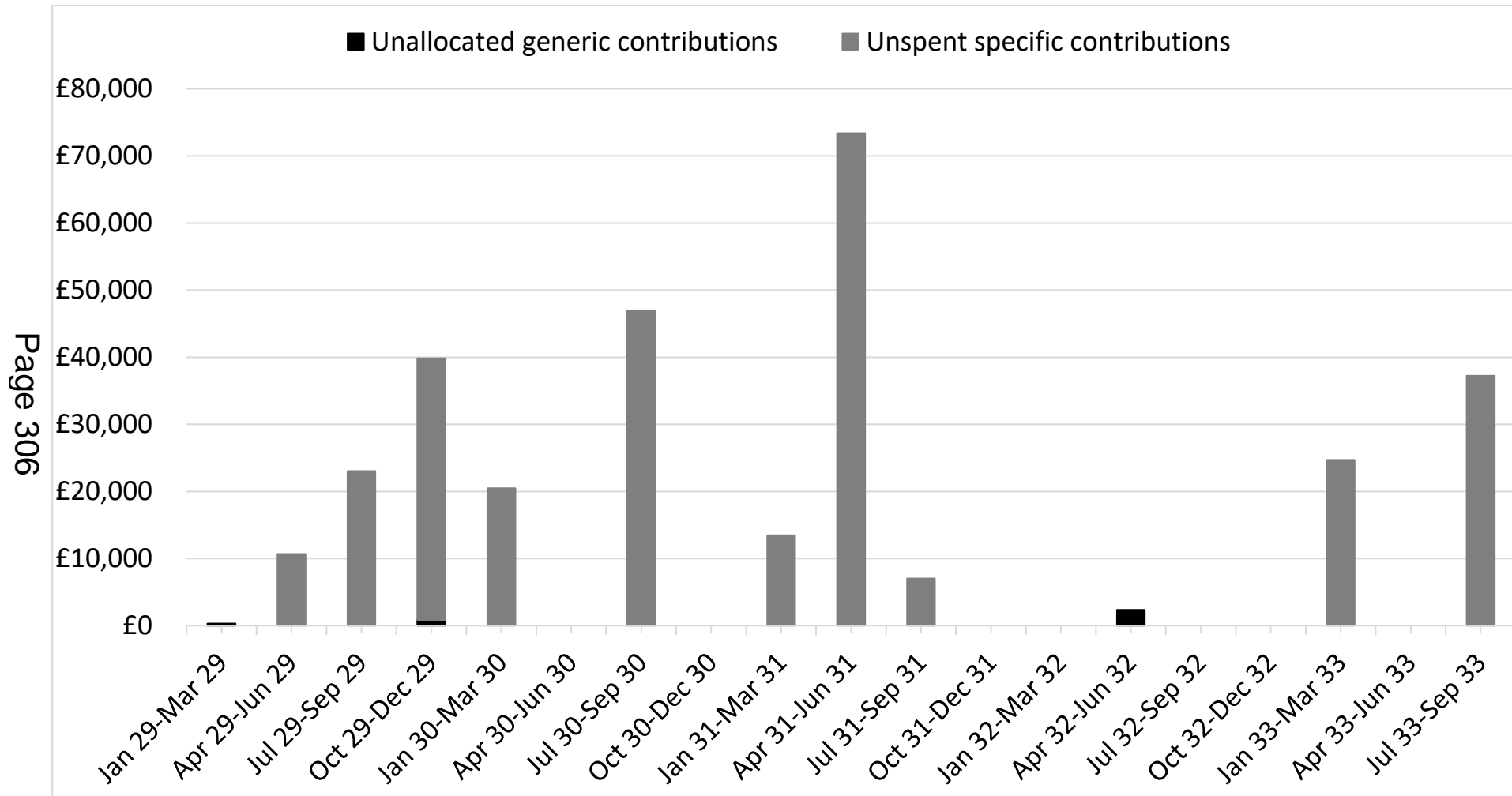


Chart 4: Analysis of **play provision** S106 funding availability by ward (see footnote 11)

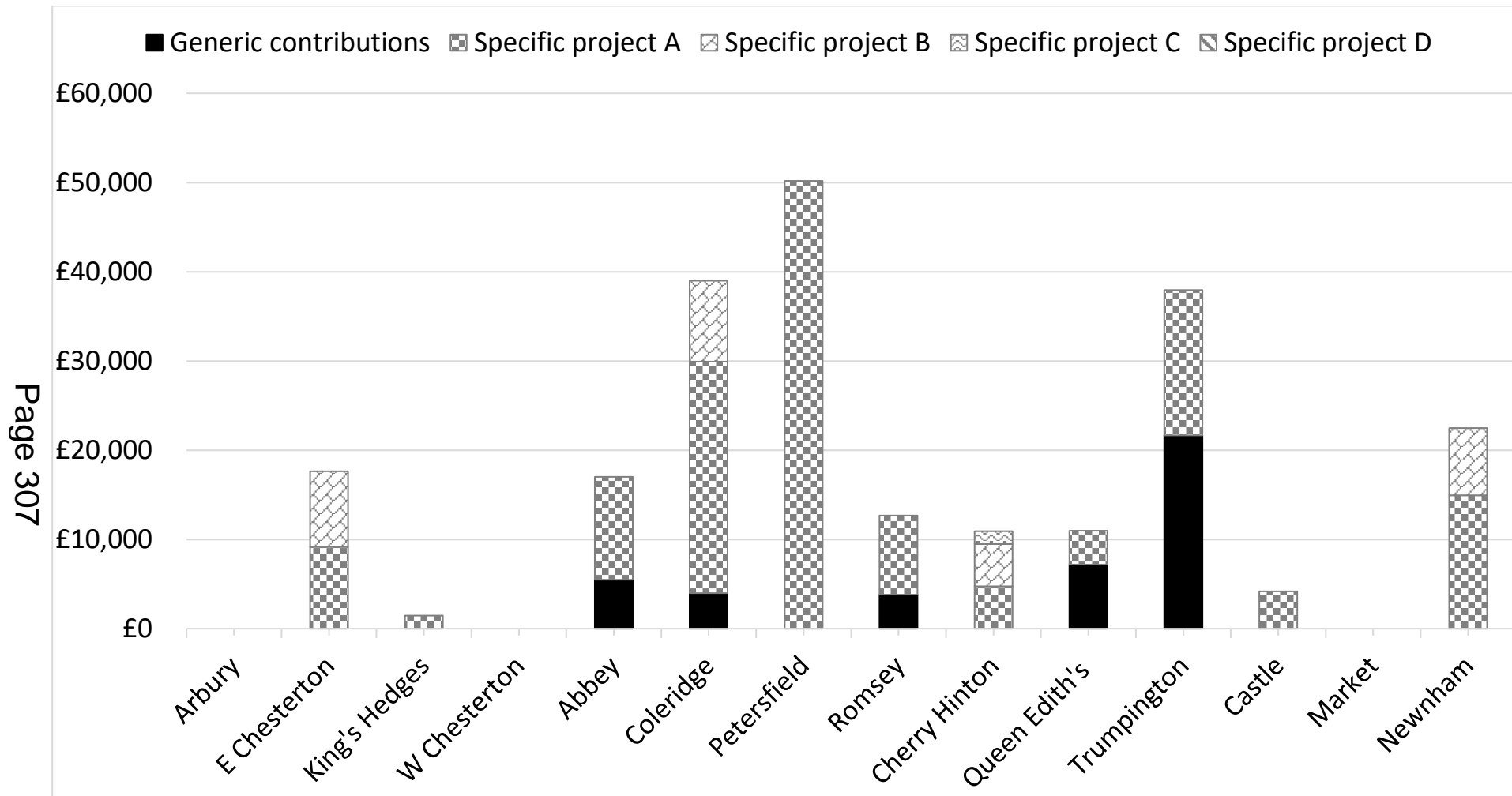


Chart 5: Analysis of **play provision** S106 funding availability by 'use by' date (**2024-28**)

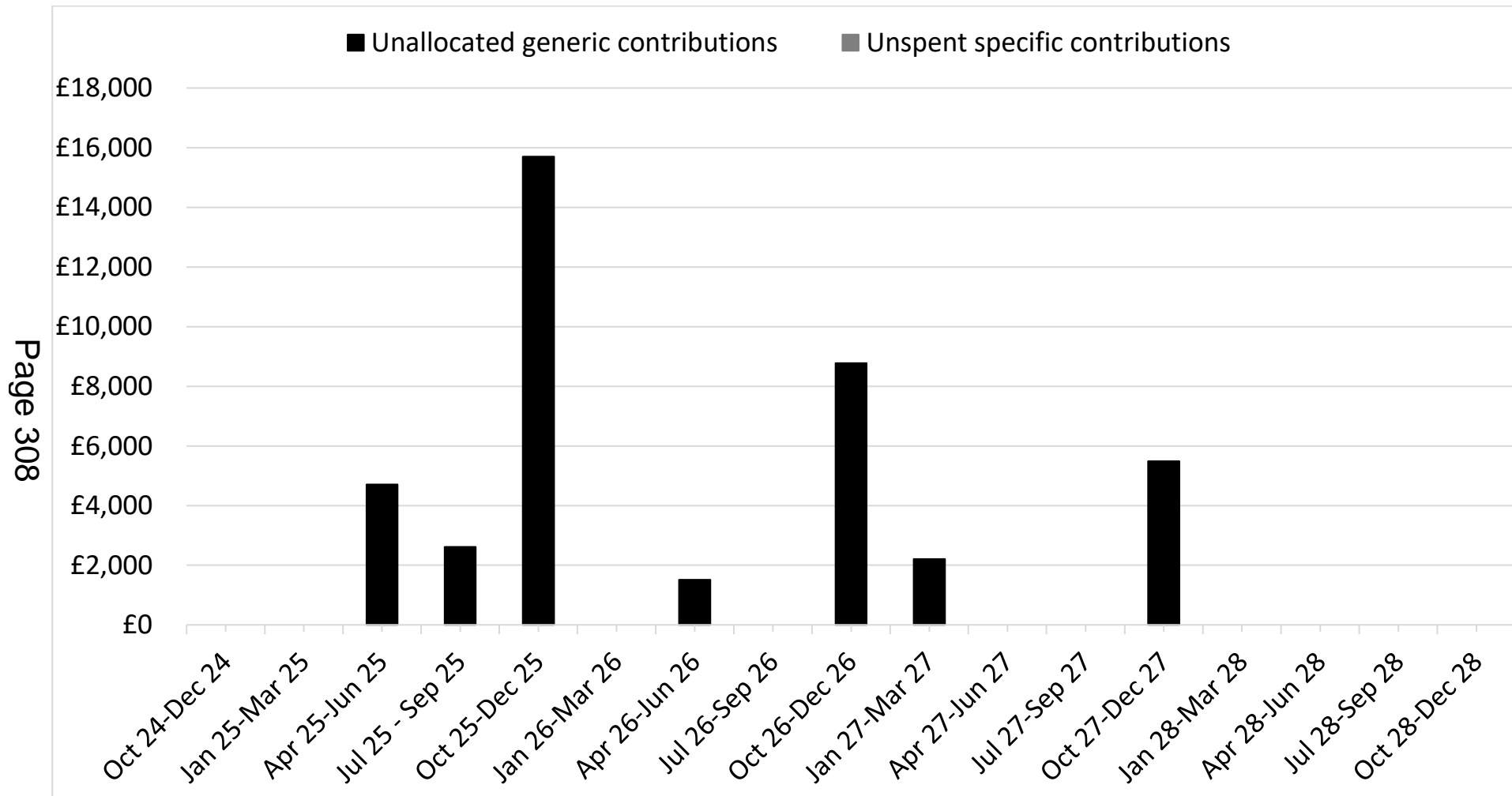


Chart 6: Analysis of **play provision** S106 funding availability by 'use by' date (2029-33)

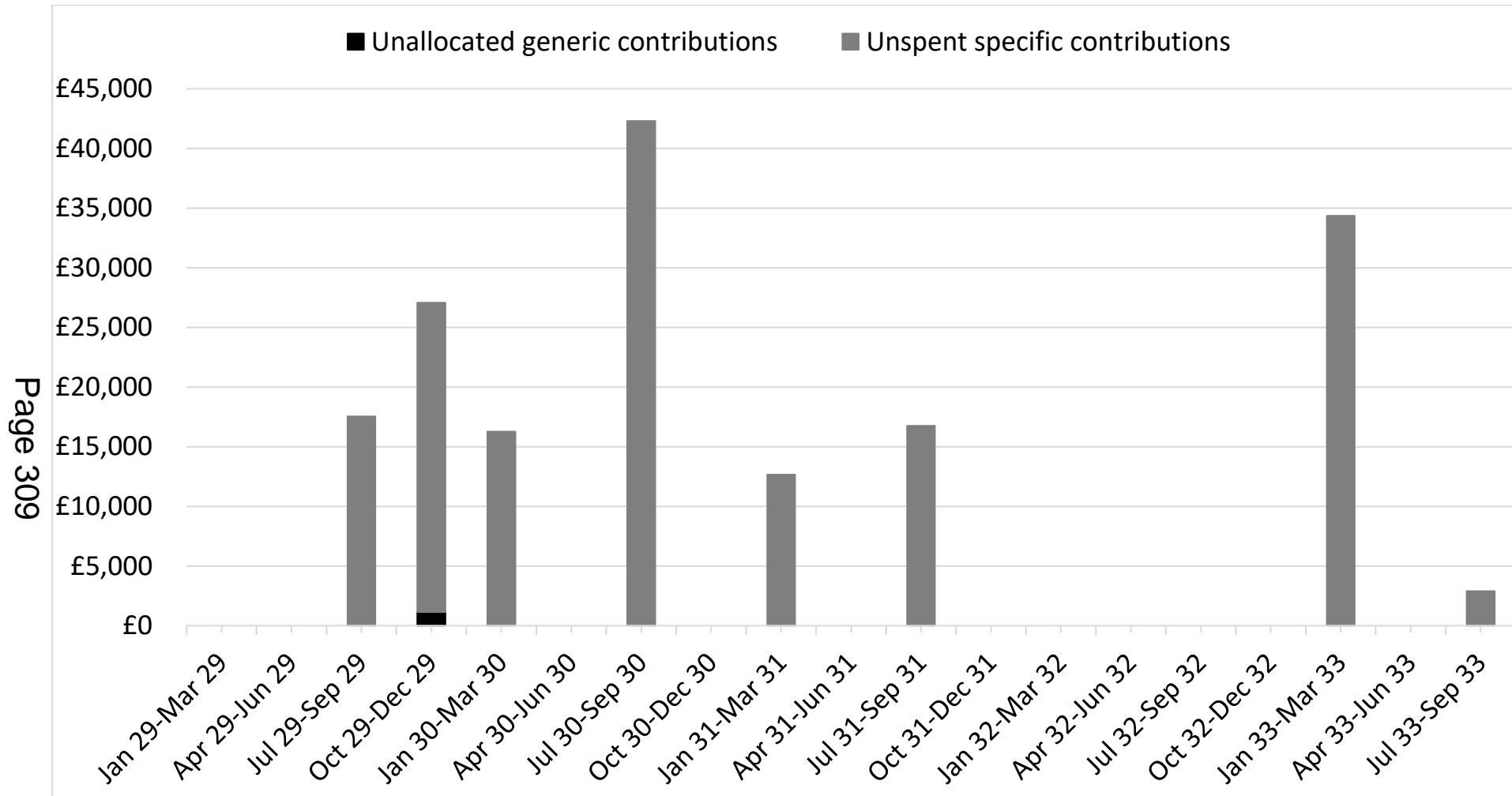


Chart 7: Analysis of **public realm** S106 funding availability by ward

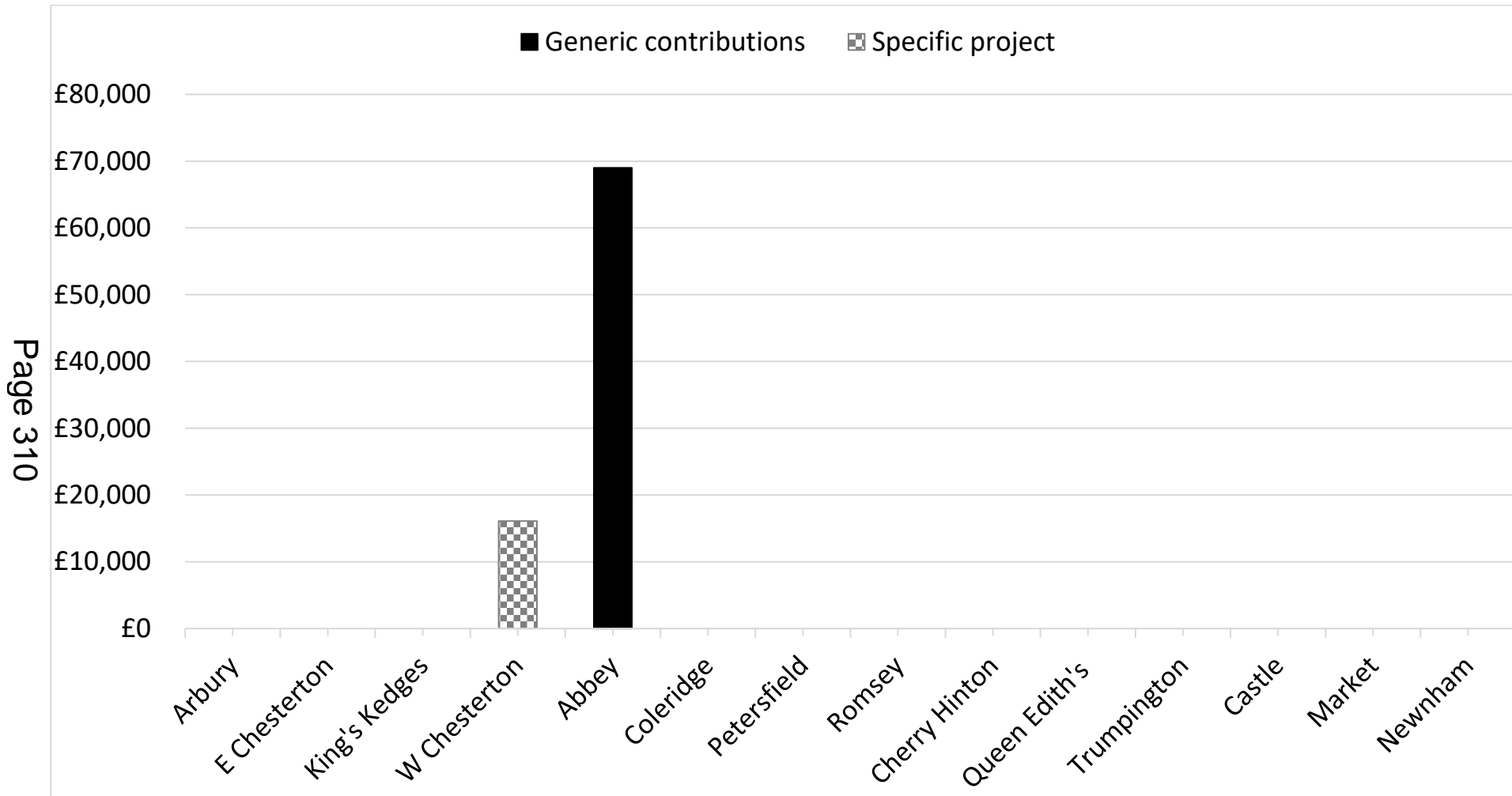
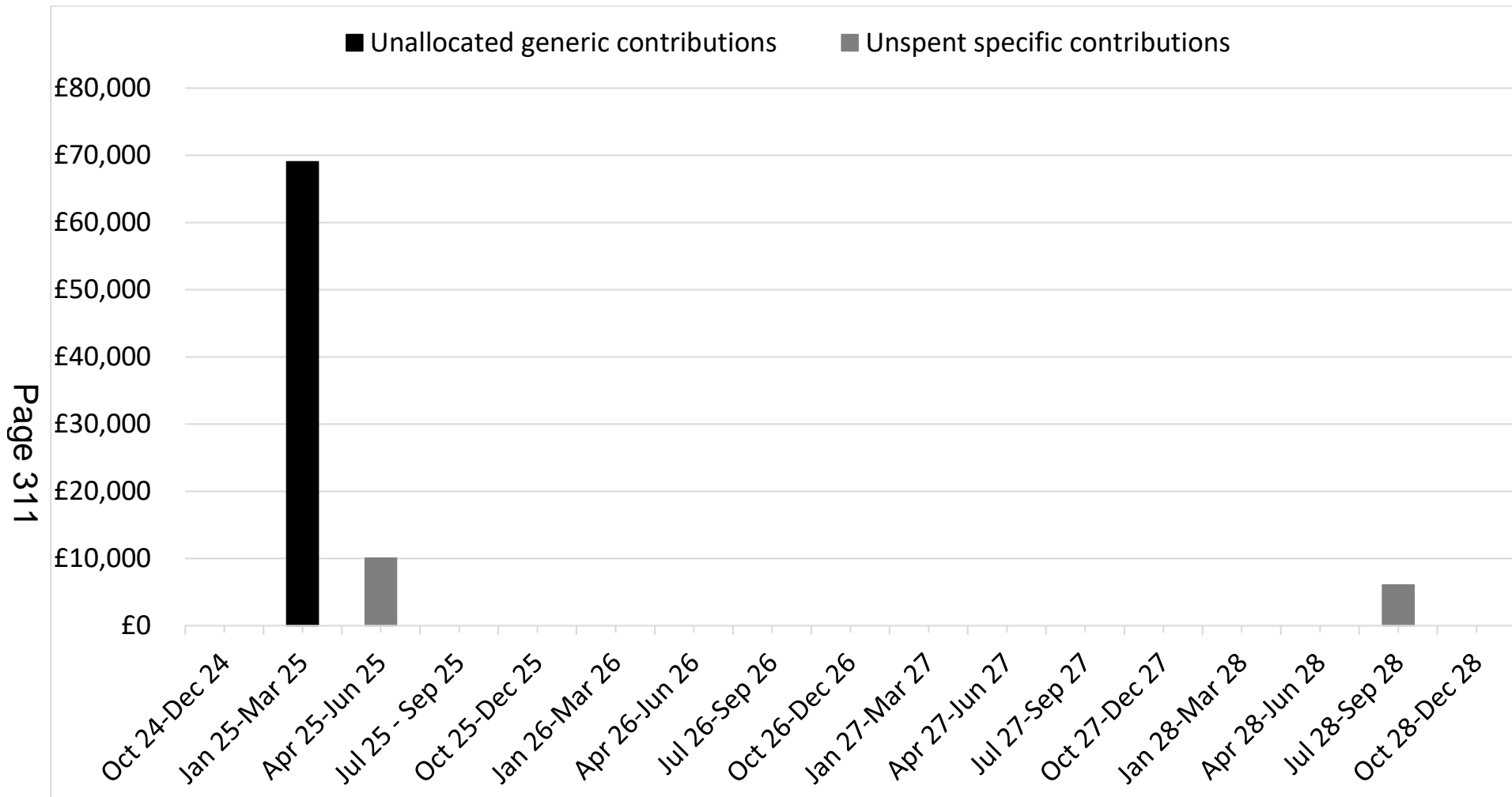


Chart 8: Analysis of public realm S106 funding availability by time constraints for spending



APPENDIX C

Proposals to replace Environmental Improvement Programme (EIP) funding with informal open spaces S106 funding for particular EIP approved projects

Project²¹	Area	Ward	EIP funding approved in	EIP funding approved	S106 funding proposed
St Alban's Rec Ground biodiversity	North	Arbury	2023-24	£10,000	£6,800 ²²
Chesterton Rec Ground gate	North	East Chesterton	2023/24	£3,000	£3,000
Green End Rec biodiversity	North	East Chesterton	2022-23	£5,000	£3,500 ²³
Logan's Meadows noticeboard	North	East Chesterton	2022-23	£1,600	£1600
Arbury Town Park	North	King's Hedges	2023-24	£20,000	£5,700 ²⁴
Jubilee Gardens benches	North	West Chesterton	2022-23	£1,500	£1,500
Alexandra Gardens biodiversity	North	West Chesterton	2023-24	£4,600	£4,600

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21. Funding has been rounded to the nearest hundred pounds (£)

22. This proposal to replace £6,800 of the EIP funding with informal open spaces S106 funding would leave £3,200 of S106 funding still allocated to this project (£10,000 overall). See also paragraph 4.6d, which explains the recommendation to supplement this with a further £5,000 of S106 funding.

23. Towards the informal open space elements of the EIP biodiversity & social interaction project at Green End Road Rec Ground.

24. The proposal to allocate £5,700 of S106 funding to this £20,000 is based on the full remaining availability of informal open space S106 funds from King's Hedges.

Project²¹	Area	Ward	EIP funding approved in	EIP funding approved	S106 funding proposed
Jack Warren Green picnic benches & biodiversity improvements	East	Abbey	2022-23	£3,000	£3,000
Coleridge Rec Ground benches	East	Coleridge	2023-24	£3,500	£3,500
2 x additional benches for Petersfield Green	East	Petersfield	2022-23	£1,802	£1,802
Romsey Rec Ground picnic benches	East	Romsey	2022-23	£3,000	£3,000 ²⁵
Cherry Hinton Recreation Ground benches	South	Cherry Hinton	2023-24	£4,500	£4,500 ²⁶
Nightingale Community Garden biodiversity improvements	South	Queen Edith's	2023-24	£4,350	£4,350
Histon Road Rec Ground biodiversity improvement	West/ Central	Castle	2023-24	£7,000	£3,816 ²⁷

25. Given that some informal open space S106 contributions from Romsey ward have helped to fund improvements to Coleridge Rec Ground, these improvements at Romsey Rec Ground may be funded by S106 funds from Coleridge ward.

26. This may be funded from a specific informal open spaces S106 contributions for open space improvements at Cherry Hinton Recreation Ground

27. The £3,816 is the full extent of remaining generic S106 informal open space S106 contributions from Castle ward.

APPENDIX D

Equality Impact Assessment (EqIA)

1. What does the EqIA relate to?

It relates to an S106 report recommending (mainly generic) informal open space S106 funding for a number of projects, in order to make improvements to Council run/managed public parks and open spaces.

Examples of the sorts of enhancements that can be funded from this S106 contribution type include improvements to: soft landscaping; wildlife habitat creation; drainage/stabilisation of areas within parks that are prone to flooding/get muddy; trees/shrubs; paths/surfacing; fencing/gates; and benches, bins, signs and noticeboards.

2. Webpage link

More information about the Council's approach to S106 funding can be found on the [Developer Contributions](#) web page. In particular, please refer to the [Overview of S106 funding](#) briefing note.

3. What is the objective of the report?

The purpose of S106 funding is, first and foremost, to mitigate the impact of development in line with planning policy, official regulations and the terms of legally binding S106 agreements. S106 funding for a particular contribution type has to be used on projects relevant to that sort of infrastructure improvement (see the examples in answer to Q1).

The S106 funding of new or improved infrastructure can make a significant positive impact across local communities that benefit from these projects. S106-funded open space improvements can benefit everyone by providing better local parks in which to exercise, enjoy leisure time and relax, socialise and appreciate/be inspired by nature/biodiversity, without having to travel further afield.

However, there are a number of constraints on the use of S106 funding. These are set out in answer to Q12 – but it may be helpful to look at those now, before continuing with the rest of this EqIA.

4. Responsible team:
Streets & Open Spaces (City Services Group)

5. Who will be affected by it?	<input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Visitors <input type="checkbox"/> Staff
Cambridge residents, community groups, businesses and those who work in, or visit, Cambridge will all be able to make use of and enjoy the S106-funded improvements to open spaces	

6. What type of change is it?	<input checked="" type="checkbox"/> New <input type="checkbox"/> Major change <input checked="" type="checkbox"/> Minor change
--------------------------------------	--

7. Are other Council teams or partners involved?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Streets and Open Spaces will develop and deliver the S106-funded projects with support and advice from the S106 Monitoring Board, as necessary. This board comprises officers from a number of teams with particular knowledge of planning policy, programme management, financial and legal considerations relating to the use of S106 funding.	

8. Has the report gone to Committee? If so, which one?
This latest report will be considered by the Environment and Community Scrutiny Committee meeting on 21/3/24.

9. What research methods/evidence have you used in order to identify its equality impacts?
<p>Projects proposed for S106 funding are assessed against the Council's S106 selection criteria (see the Overview of S106 funding briefing note). This is primarily focussed on mitigating the impact of development in those parts of the city where relevant S106 funds are available.</p> <p>The assessment also considers how far the proposals would provide additional benefit for all sections of the community and would represent</p>

an effective use of resources (in the context of strategic objectives). As part of this, accessibility issues and people's perceptions of safety are important considerations.

The development of business cases for the delivery of S106-funded projects (following committee scrutiny of recommendations and funding approval by the Executive Councillor) takes account of consultation with users of parks and open spaces as well as the wider local community. The specific equality impacts of particular projects are assessed at that stage. The business case is produced by the relevant project officer and signed off by the project sponsor (senior manager) or the S106 Monitoring Board, as appropriate.

10. Potential impacts

For each category below, explain if it could have a positive/ negative impact or no impact. Where an impact has been identified, explain what it is.

Beyond the general comments in answer to Q3 (about the positive impact that inclusive open space improvements can make for everyone), the following answers give examples of particular considerations that may apply to particular protected characteristic groups.

(a) Age: Please consider any safeguarding issues for children and adults at risk

Improvements to fencing and gates within parks (especially around play areas) can help to keep young children safe.

The provision of park benches can be appreciated by elderly people and others who may value opportunities to sit, rest and relax.

(b) Disability

Footpath and surfacing improvements within parks and open spaces can help to make them more accessible for people with mobility issues and for wheelchair access.

Options such as tactile paving, picnic tables suitable for use by wheelchair users and sensory considerations for those with visual or hearing impairments can also be explored.

The benefits of improved open spaces in which to relax, exercise and appreciate nature can contribute to good mental health.

(c) Gender reassignment

S106-funded improvements need to take account of differences in how far people feel safe in parks and open and spaces (for example, in relation to transphobic hate crime). Landscaping design can help to design out secluded areas where people may feel unsafe. Whilst S106-funded projects can help to some extent, it is important to recognise that S106 funding cannot be used for on-going running costs (see 12e).

(d) Marriage and civil partnership

No specific implications for this protected characteristic group.

(e) Pregnancy and maternity

Footpath and surfacing improvements in parks and open spaces can help people with buggies and pushchairs. Benches and picnic tables can also provide space for pregnant women and new parents to sit and rest with young children.

(f) Race

Note that the protected characteristic 'race' refers to a group of people defined by their race, colour, and nationality (including citizenship) ethnic or national origins.

S106-funded improvements need to take account of differences in how far people feel safe in parks and open and spaces (for example, in relation to racist hate crime). Landscaping design can help to design out secluded areas where people may feel unsafe. Whilst S106-funded projects can help to some extent, it is important to recognise that S106 funding cannot be used for on-going running costs (see 12e).

(g) Religion or belief

S106-funded improvements help to make open spaces inclusive places where people of all faiths (and none) can reflect, be inspired by nature and gather together in fellowship.

S106-funded improvements need to take account of differences in how far people feel safe in parks and open and spaces (for example, in relation to religious intolerance/hate crime). Landscaping design can help to design out secluded areas where people may feel unsafe. Whilst S106-funded projects can help to some extent, it is important to

recognise that S106 funding cannot be used for on-going running costs (see 12e).

(h) Sex

S106-funded improvements need to take account of differences in how far people (including women and girls) feel safe in parks and open and spaces. Landscaping design can help to design out secluded areas where people may feel unsafe. Whilst S106-funded projects can help to some extent, it is important to recognise that S106 funding cannot be used for on-going running costs (see 12e).

(i) Sexual orientation

S106-funded improvements need to take account of differences in how far people feel safe in parks and open and spaces (for example, in relation to homophobic hate crime). Landscaping design can help to design out secluded areas where people may feel unsafe. Whilst S106-funded projects can help to some extent, it is important to recognise that S106 funding cannot be used for on-going running costs (see 12e).

(j) Other factors that may lead to inequality

In particular, please consider the impact of any changes on:

- Low-income groups or those experiencing the impacts of poverty
- People of any age with care experience – this refers to individuals who spent part of their childhood in the care system due to situations beyond their control, primarily arising from abuse and neglect within their families.
- Groups who have more than one protected characteristic that taken together create overlapping and interdependent systems of discrimination or disadvantage.

Council-run/managed parks and open spaces are free for individuals and groups of people to use for informal purposes. S106-funded improvements can enhance the enjoyment of those open spaces.

11. Action plan

New equality impacts will be identified in different stages throughout the planning and implementation stages. How will you monitor these going forward? How will you ensure that any potential negative impacts of the changes will be mitigated?

- a. Where possible (and affordable from available S106 funding), incorporate adaptations to the landscaping of parks and open spaces, to reduce the risks of anti-social behaviour and hate crime.
- b. Conduct accessibility assessments to ensure that informal open spaces are inclusive.
- c. Engage with local communities to gather feedback and incorporate diverse perspectives into the design and planning process (particularly as part of the development of business cases for S106-funded project delivery).
- d. Monitor and evaluate the usage of informal open spaces to identify any disparities or barriers faced by particular protected characteristic equality groups and consider appropriate adjustments (albeit that this may require resources other than S106 funding).

12. Do you have any additional comments?

Please be aware of the limitations on the ways in which S106 funding can be used. For example:

- a. The primary purpose of S106 funding is to mitigate the impact of development, not to address pre-existing issues (such as poverty or other types of deprivation) or other issues that have arisen since then (such as the impact of the Covid-19 pandemic).
- b. S106 funding can only be used on improvements relating to the particular contribution type and the purposes for which it is prescribed in S106 agreements. Specific S106 contributions (mainly secured after a change in official regulations in April 2015) can only be used for improvements at the facilities specified.
- c. Official regulations constrain the use of all S106 funds to the provision or improvement of particular facilities or locations that are relevant to the mitigation of the impact of the development from which the S106 contributions derive. Whilst generic S106 contributions tend to be phased in terms of 'for use within the city of Cambridge', in practice, their use tends to be targeted on projects within the same

ward or nearby projects in a neighbouring ward. Or, for S106 contributions from a large-scale major development (which can have a larger impact to be mitigated), it can be appropriate for some of these S106 funds to be used on strategic projects within the same area (i.e., North, East, South or West/Central Cambridge) or on a city-wide project which benefits the whole city.

- d. Suitable mitigation projects can only be funded from S106 contributions where they are affordable from the relevant S106 funds that are available. The remaining availability of S106 funding is unevenly distributed across the city. This is recognised in paragraphs 3.8-3.12 of the S106 report and in Appendix B. This reflects that the amount and type of development (from which it has been possible to secure S106 funding) varies considerably from one ward of the city to another. This availability also takes of the relevant S106-funded projects that have already been funded in different parts of the city (see the photo gallery of examples of [completed S106-funded projects in Cambridge](#)).
- e. Whilst S106 contributions can help to fund the capital costs of relevant new or improved infrastructure, they cannot be used for repairs, maintenance, like-for-like replacements or running costs. S106 funding tends not to be used to fund infrastructure improvements (such as lighting and security cameras in parks) that would generate additional, unfunded/unapproved running costs (e.g., increased electricity bills or additional staffing costs).

13. Sign off

Name and job title of lead officer for this EqIA:

John Richards, Technical & Specialist Services Manager (City Services)

Names and job titles of other people consulted:

Helen Crowther, Equality & Anti-Poverty Officer and Tim Wetherfield, Urban Growth Manager (Policy & Partnerships, Chief Executive's Office)

Date of EqIA sign off: March 2024



Outdoor Play Spaces Investment Strategy

To: Councillor Sam Carling, Executive Councillor for Open Spaces and City Services

Environment and Community Scrutiny Committee 21st March 2024

Report by: James Elms, Director of City Services

Tel: 01223 458514.

Email: alistair.wilson@cambridge.gov.uk

Wards affected:

ALL.

1. Executive Summary

- 1.1 The Outdoor Play Place Spaces Investment Strategy (Strategy) detailed in Appendix B of this report provides a framework to steer future outdoor play provision and associated investment decisions. The Strategy is supported by a Business Intelligence (BI) Platform¹ which will enable the Council to use real time data to respond to changes in the play portfolio in an informed, timely and business efficient and effective manner.
- 1.2 The Strategy has been developed using an updated audit of outdoor play provision including an assessment of the play portfolio's current quantity, quality, and accessibility against current and future population growth.

¹ Power BI is a technology-driven business intelligence tool provided by Microsoft for analysing and visualising raw data to present actionable information. It combines business analytics, data visualisation, and best practices that help an organisation to make data-driven decision.

- 1.3 The results of this assessment have been used to devise a ‘tiered’ system to identify where deficiencies and over provision exist in terms of quantity, quality and accessibility and explores how these factors can be evaluated and overcome.
- 1.4 The Strategy updates and reviews the previous work dated 2016-2021 and responds to population growth but also the delivery of new play provision in the City as well as proposing a new data driven approach.
- 1.5 The strategic approach informs how the Council can think differently about the future of the service delivery and to investigate ways to make smarter decisions, the project and its outputs have been led using the Power BI Platform.

2. Recommendations

- 2.1 The Executive Councillor is recommended to:
 - a) Approve and adopt the proposed Outdoor Play Spaces Investment Strategy as set out in appendix B; and
 - b) Instruct Officers to adopt and implement the key conclusions and recommendations from the report as follows:
 - i. To licence the software platform to enable the council to maintain real-time data for the play space provision strategy and drive business efficiency within the portfolio,
 - ii. Implement the proposed tiered structure for the play space provision, incorporating different tiers to streamline processes, enhance efficiency, and provide a more organised approach to the delivery of play spaces across the City.
 - iii. To review financial focus, direct attention and resources towards sites that currently have limited equipment, aiming to diversify and enhance recreational offerings.
 - iv. Explore the possibility of transitioning the play space surfaces in areas covered only by grass to versatile multifunctional, year-round surfaces that can accommodate various activities particularly in lower order tier sites.
 - v. Use the tiered data to make future recommendations on the allocation of funds for both local and strategic outdoor play provision, such as S106, CIL, bids to the Council’s capital plan, and external investment opportunities.

- c) Instruct Officers to use the data and information to enhance the Councils webpages in relation to outdoor play spaces; to include maps with lists of equipment available at each site and accompanying photographs.

3. Background

- 3.1 The strategic direction of the Council's outdoor play provision has been previously informed by the Outdoor Play Investment Strategy'; September 2015, this strategy has now elapsed.
- 3.2 There has been significant growth in the city during the period of the aged Strategy and the expected onward population growth will place future demands on the Council in terms of continued investment and infrastructure needs, to deliver a modern, fit-for-purpose play space provision, and one that reflects the local community and that can be delivered within the strategic context of existing and future demands.
- 3.3 To understand the strategic context of addressing the demand of play space provision, the Council has commissioned a comprehensive evaluation of its current assets. This evaluation and audit include play, skate parks and in some cases the related community facilities that are available throughout the city. The evaluation has helped to determine if these assets are sufficient for current and future needs.
- 3.3 The evaluation provides a way forward for how the play space provision can be maximised across the city, to ensure that each community and neighbourhood has the right amount of provision within each local community.

4 Audit and assessment

- 4.1 During 2023, the (as was) Environmental Services, Asset Development Team now City Services independently commissioned a full audit and assessment of outdoor play provision to inform the development of the proposed updated and future proof Strategy. This research included the following areas of work:
 - a) Audit of exactly what is currently provided at each location.
 - b) Ensuring that the play space provision aligns with the local community's needs.
 - c) Confirming that the play space provision is designed to meet its intended purpose effectively.

- d) Developing a strategic vision for play space provision within the city.
- e) Gain an understanding of the investment and infrastructure requirements necessary to meet the play space facility needs.

4.2 The research undertaken has resulted in the following findings, which have been used to inform the new Strategy:

- a) There are currently 103 play spaces across the City that provide a play space provision for a population of 145,683 people.
- b) 15% of the population is between the age of 0-16 (22,195 people).
- c) It currently costs Council on average c£1,602 per play space per year to maintain the provision.²
- d) Following the implementation of a tiered, hierarchy approach to the segmentation of all play spaces
 - 10 were ranked as Tier 1,
 - 7 as Tier 2,
 - 22 as Tier 3 and
 - 64 as Tier 4.
- e) Following the classification of the play spaces, 45 of the 103 were rated green (strategic important) 25 were rated amber (requires investment or additional maintenance) and 33 were rated red (not strategically important).
- f) It is clear, when investigating the catchment analysis for all tiers, that there are areas of the city that have significant overlaps in play provision.
- g) Through the overlaying of the tiered hierarchy and the classification processes, it became clear that there is an oversupply of Tier 4 sites, the majority of which are not considered strategically important (30 out of 33 red / Tier 4)
- h) Further work is required to consider whether the Council can continue to sustain to manage 103 play parks, over varying strategic importance.

² There is additional financial provision in the S106 agreements relating to new play areas delivered by the City's growth.

- i) The assessment has also identified that there are opportunities to improve the overall service through additional maintenance and investment.
- j) The strategic expansion of play space offerings throughout the city has the potential to stimulate the timely development of complementary amenities in suitable locations, through the proposed tiered framework this will support and inform decision making to classify forthcoming facility provision and investment.

5 Strategic uses of the data and information

5.1 The proposed new Strategy sets out the Council's vision and strategic aims for the provision of outdoor play for children and young people from 2024. The Strategy reviews how the play park service is categorised to make detailed decisions that allow Council to 'strategically select' the play parks to invest in. This involves placing each play space into a tiered hierarchy and then also ranking them using red/amber and green categories. By use of a BI Platform data can be continuously updated to enable the Strategy to be a continuous tool for play. The data can be adapted in multiple ways to help support the Council in a strategic, well-informed decision making.

5.1.1 Vision

'To investigate ways to reduce operational costs and create business efficiencies whilst simultaneously safeguarding and wherever possible improving the overall quality of the delivery of the service'.

5.1.2 Aims

- a) To sustain the provision of good quality/ high value outdoor play across the city.
- b) To provide equitable access to good quality/ high value outdoor play provision that is inclusive for all sections of the community, age range and aligns with local community needs.
- c) To target investment in the provision of high quality/ high value/ low-cost outdoor play provision to address current deficiencies, both in terms of quantity and/ or quality.

- d) To ensure outdoor play provision, especially on new development sites, is good quality/ high value and meets the needs of the catchment community”
- e) Through BI ensure that the play portfolio is maintained in ‘real time’ to allow targeted and meaningful investment that is supported by data year on year.

5.2 In support of the implementation of the vision and aims, the Strategy recommends the following key actions:

- a) Implementation of a BI to establish a cutting-edge system that not only meets the current project’s requirements but also evolves continuously.
- b) Investigate new surfaces to ascertain whether transitioning the play space surfaces in areas covered only by grass to versatile, year-round surfaces that can accommodate various activities is possible.
- c) Review financial focus to ensure that attention and financial resources towards play sites that are high in value but that currently have limited equipment, aiming to diversify and enhance recreational offerings.
- d) Implement a tiered structure for the play space provision, incorporating different tiers to streamline processes, enhance efficiency, and provide a more organised approach to the delivery of play spaces across the City.
- e) Implement a regular reporting schedule encompassing quarterly, bi-annual, and annual intervals, ensuring that the data presented in dashboards is consistently updated.
- f) Integrate on-going maintenance reports and related data into the existing Council play space platform to create by centralising all information, to ensure a comprehensive and business efficient view of both operational and maintenance aspects.
- g) Consider the tier 4/red play spaces as a short-term action, considering the importance of retaining the tier 4 ranked sites that have been classified as red. This action will help streamline the service and target financial resources efficiently.

6 Implications

a) Financial Implications

The City Council currently manages 103 outdoor play spaces across 14 wards with an annual revenue budget of approximately £86,000. This

budget covers routine maintenance, equipment and surfacing repair and minor replacements, painting and topping up loose fill surfaces (bark & sand). In addition to the routine maintenance, £79,000 revenue expenditure is allocated to undertake major repairs of existing play areas which are reaching the end of its product lifecycle of typically 11 years.

The Strategy and its priority setting will be used to direct both the remaining section 106 and capital funding into outdoor play provision.

During the period of the last strategy S106 monies have been utilised to a large extent via expenditure on play area improvements with very little remaining city wide that can be spent specifically on play. The new strategy will help to target what is remaining by a clearly defined strategic approach and placing the funding where it is most needed.

Where 106 funding is limited and where it is evident that a play area is coming to end of its useful lifespan and where general maintenance repair cannot be used effectively to overcome the issues, the Council will continue to consider large scale repairs and renewals on a case-by-case basis through the new Capital Plan Programme process.

b) Staffing Implications

City Services is part way through organisational change as part of the Our Cambridge Transformation Programme and this proposed Strategy and approach will form part of the considerations of any service reconfigurations or changes.

c) Equality and Poverty Implications

The EQIA has identified the positive contributions that play can make in respect of inclusivity and disability.

The review and update of the Council's outdoor play provision strategy presents an opportunity to enhance the accessibility, inclusivity, and cultural relevance of play spaces across the city. By proactively addressing potential inequalities and consulting with diverse stakeholders, the Council can ensure that outdoor play remains a positive and enriching experience for all members of the community.

Regular monitoring and evaluation mechanisms are to be established in the software to track the implementation and impact of the updated outdoor play provision strategy. This should include ongoing consultation with stakeholders and periodic assessments of accessibility, usage patterns, and satisfaction levels among different demographic groups. Any disparities or unintended consequences should be promptly addressed through targeted interventions.

d) Zero Carbon, Climate Change and Environmental Implications

The new Strategy aims, and associated actions are likely to have a low positive environmental impact. For example, opportunities to replace and enhance low value equipped play provision with low cost (maintenance)/ high value 'natural play' or equivalent provision will reduce daily and monthly inspection rounds and associated vehicle emissions; and free up space to be redesigned/ landscaped, including planting and wildlife habitat.

e) Procurement Implications

Some of the recommended actions flowing from the Strategy will result in procurement decisions needing to be made by the Council. Separate reports on these actions will be provided at an appropriate future time.

f) Community Safety Implications

There are no significant community safety issues associated with the Strategy.

7. Consultation and communication considerations

Whilst the work commissioned did not include a public consultation element, the 2016-2021 strategy had elements of engagement that could be referenced and would have largely remained unaltered.

The introduction of BI system will have the capability of a public interface element which will enable the public to engage and view report data as well as providing the opportunity to contribute to future proposed provision changes.

8. Background papers

Background papers used in the preparation of this report:

- 10/CS/12 Parks Management Plan 2010-2014.
- 'Outdoor Play Investment Strategy'; September 2015, Ashley Godfrey Associates.
- Play Space Provision - Appendix Items Cambridge City Council February 2024

9. Appendices

Appendix A – Equalities Impact Assessment

Appendix B – Play Space Provision; February 2024, Passport 365

10. Inspection of papers

To inspect the background papers or if you have a query on the report, please contact Mr Anthony French, Asset Development Manager, 01223458521, anthony.french@cambridge.gov.uk

Appendix A

Cambridge City Council Equality Impact Assessment (EqIA)

This tool helps the Council ensure that we fulfil legal obligations of the [Public Sector Equality Duty](#) to have due regard to the need to –

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Guidance on how to complete this tool can be found on the Cambridge City Council intranet. For specific questions on the tool email Helen Crowther Equality and Anti-Poverty Officer at equalities@cambridge.gov.uk or phone 01223 457046.

Once you have drafted the EqIA please send this to equalities@cambridge.gov.uk for checking. For advice on consulting on equality impacts, please contact Graham Saint, Strategy Officer, (graham.saint@cambridge.gov.uk or 01223 457044).

1. Title of strategy, policy, plan, project, contract, or major change to your service
Outdoor Play Spaces Investment Strategy will seek. <ul style="list-style-type: none">a) To sustain the provision of good quality/ high value outdoor play across the city.b) To provide equitable access to good quality/ high value outdoor play provision that is inclusive for all sections of the community, age range and aligns with local community needs.c) To target investment in the provision of high quality/ high value/ low-cost outdoor play provision to address current deficiencies, both in terms of quantity and/ or quality.d) To ensure outdoor play provision, especially on new development sites, is good quality/ high value and meets the needs of the catchment community”e) Through BI ensure that the play portfolio is maintained in ‘real time’ to allow targeted and meaningful investment that is supported by data year on year.
2. Webpage link to full details of the strategy, policy, plan, project, contract, or major change to your service (if available)
Environment and Community Services Committee 21st March 2024

3. What is the objective or purpose of your strategy, policy, plan, project, contract, or major change to your service?

The Council recognises the importance of ensuring equitable access to outdoor play spaces across the city. The previous Outdoor Play Investment Strategy, implemented in September 2015, has lapsed, necessitating a comprehensive review and update to address the evolving needs of our growing population. This Equality Impact Assessment (EQIA) aims to evaluate the potential impacts of the proposed changes to outdoor play provision on various demographic groups within the community.

The objective of this policy is to review and update the strategic direction of the Council's outdoor play provision to align with current and future demands. This includes ensuring that play spaces are modern, fit-for-purpose, reflective of local community needs, and can accommodate the anticipated population growth.

4. Responsible service

City Services - Streets and Open Spaces

5. Who will be affected by this strategy, policy, plan, project, contract, or major change to your service?

(Please tick all that apply)

- Residents
- Visitors
- Staff

Cambridge residents, community and other groups, businesses and workers, visitors and City Council staff with families will all be able to make use of and enjoy future play investment driven by this strategy.

6. What type of strategy, policy, plan, project, contract, or major change to your service is this?

- New
- Major change
- Minor change

7. Are other departments or partners involved in delivering this strategy, policy, plan, project, contract, or major change to your service? (Please tick)

- Yes
- No

Future investment proposals underpinned by this strategy also need to align to the Council's Planning Guidelines and also to the section 106 guidelines on parameters of spend.

8. Has the report on your strategy, policy, plan, project, contract, or major change to your service gone to Committee? If so, which one?

[Environment and Community Services Committee 21st March 2024](#)

9. What research methods/ evidence have you used in order to identify equality impacts of your strategy, policy, plan, project, contract or major change to your service?

A comprehensive review and update of the Council's outdoor play provision strategy which supersedes the 2015 strategy which has recently expired. The new strategy has provided an opportunity to enhance the accessibility, inclusivity, and cultural relevance of play spaces across the city.

By proactively addressing potential inequalities and consulting with diverse stakeholders, the Council can ensure that outdoor play remains a positive and enriching experience for all members of the community.

10. Potential impacts

For each category below, please explain if the strategy, policy, plan, project, contract, or major change to your service could have a positive/ negative impact or no impact. Where an impact has been identified, please explain what it is. Consider impacts on service users, visitors, and staff members separately.

(a) Age - Please also consider any safeguarding issues for children and adults at risk.

Children and young people are primary users of outdoor play spaces. The review and update of outdoor play provision aim to ensure that play areas cater to the diverse needs and preferences of different age groups, promoting inclusivity and enjoyment for all.

(b) Disability

It is essential to consider accessibility features in the design and renovation of outdoor play spaces to accommodate individuals with disabilities. The updated provision should prioritise inclusivity, ensuring that play areas are accessible to children and caregivers with various mobility and sensory impairments.

(c) Gender reassignment

Outdoor play provision should be designed and maintained in a manner that encourages participation from all genders. Efforts should be made to ensure that play areas are welcoming and safe environments for children of all genders.

(d) Marriage and civil partnership

No impact

(e) Pregnancy and maternity

It is recommended that accompanying provision, such as seating areas are considered in the design and thematic element of play spaces.

(f) Race – Note that the protected characteristic ‘race’ refers to a group of people defined by their race, colour, and nationality (including citizenship) ethnic or national origins.

The design and thematic elements of outdoor play spaces should reflect the cultural diversity of the local community, fostering a sense of belonging and identity among children from different ethnic backgrounds.

(g) Religion or belief

The design and thematic elements of outdoor play spaces should reflect the cultural diversity of the local community, fostering a sense of belonging and identity among children from different cultural backgrounds.

(h) Sex

No impact

(i) Sexual orientation

No impact.

(j) Other factors that may lead to inequality – in particular, please consider the impact of any changes on:

- **Low-income groups or those experiencing the impacts of poverty.**
- **People of any age with care experience – this refers to individuals who spent part of their childhood in the care system due to situations beyond their control, primarily arising from abuse and neglect within their families. The term “Care experience” is a description of a definition in law, it includes anyone that had the state as its corporate parent by virtue of a care order in accordance with the Children Act 1989 and amendments.**
- **Groups who have more than one protected characteristic that taken together create overlapping and interdependent systems of discrimination or disadvantage. (Here you are being asked to consider intersectionality, and for more information see: https://media.ed.ac.uk/media/1_159kt25q).**

Outdoor play provision should be distributed equitably across communities, irrespective of socioeconomic status. The review should consider the affordability and accessibility of play spaces to ensure that all children have equal opportunities for recreation and socialisation.

11. Action plan – New equality impacts will be identified in different stages throughout the planning and implementation stages of changes to your strategy, policy, plan, project, contract, or major change to your service. How will you monitor these going forward? Also, how will you ensure that any potential negative impacts of the changes will be mitigated? (Please include dates where possible for when you will update this EqIA accordingly.)

Mitigation Measures:

Project delivery consultation: Engage with diverse stakeholders, including community groups, parents, children, and individuals with disabilities, throughout the review process to gather feedback and insights on their specific needs and preferences.

Accessibility: Incorporate universal design principles to ensure that outdoor play spaces are accessible and inclusive for individuals with disabilities.

Equity Consideration: Prioritise the allocation of resources to underserved communities to address disparities in outdoor play provision.

Cultural Sensitivity: Consult with representatives from diverse cultural and ethnic groups to ensure that the design and thematic elements of play spaces resonate with the community's cultural heritage and traditions.

12. Do you have any additional comments?

This Equalities Impact Assessment highlights the importance of considering the diverse needs and experiences of equality groups in the investment of play provision in the future. By implementing appropriate mitigation strategies and engaging with stakeholders, it is possible to ensure that this investment aligns to inclusive and accessible play provision for all members of the community.

13. Sign off.

Name and job title of lead officer for this equality impact assessment: Anthony French (Asset Development Manager, City Services)

Names and job titles of other assessment team members and people consulted: Helen Crowther (Equality & Anti-Poverty Officer).

Date of EqIA sign off: March 2024

Date of next review of the equalities impact assessment: To be confirmed.

Date to be published on Cambridge City Council website: To be confirmed

All EqIAs need to be sent to the Equality and Anti-Poverty Officer at equalities@cambridge.gov.uk

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**Play Space Provision
Cambridge City Council
February 2024**

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Section 1 – Executive Summary

Cambridge City Council currently provides 103 play spaces, (including skate parks), for its resident population of circa 150,000 people. This project was commissioned by Cambridge City Council to ascertain the following:

- Audit of exactly what is currently provided at each location.
- Ensuring that the play space provision aligns with the local community's needs.
- Confirming that the play space provision is designed to meet its intended purpose effectively.
- Developing a strategic vision for play space provision within the city.
- Gain an understanding of the investment and infrastructure requirements necessary to meet the play space facility needs.

The project had 3 principle objectives:

1. To assess, evaluate and provide recommendations for the future service delivery of play space provision in Cambridge.
2. To identify sites for development, those to maintain and those that do not meet the standards expected or are not considered to be strategically important.
3. Investigate ways to reduce operational costs whilst maintaining a high quality of service delivery.

To deliver these project objectives a 7 staged process was constructed that covered all aspects from raw data collection, site surveys, strategic assessments to the creation of a final report.

In order to think differently about the future of the service delivery and to investigate ways to make smarter decisions, the project has been led by the use of a Business Intelligence (BI) Platform. This has dramatically changed the way in which the raw data can be used and how the service can be managed in the future. The use of a bespoke BI platform allows information to be retained in real time and can be adapted in multiple different ways to help support the Cambridge City Council decision making process.

A proposed way forward (that is being proposed in this report) is to review how the play park service is categorised in order to make data-led decisions that allow Cambridge City Council to 'strategically select' the play parks to invest into. This involves placing each play space into a tiered hierarchy and then also ranking them using red/amber and green categories.

The categorisation process will highlight if any of the existing sites overlap within the same catchment. The overlapping of sites may lead to discussions and agreement to rationalise the service within this catchment.

By adopting a tiered framework, Cambridge City Council aims to ensure the long-term sustainability of its play provision assets, encompassing ongoing maintenance and strategic investment in the right places at the right times.

The process of reviewing the categorised sites across the City and also looking into new development zones, will allow the Council to make better decisions about what the individual catchments actually need. This will then inform the revenue and lifecycle budget and ensure that social / community value is maximised from the annual expenditure.

The key conclusions that can be taken from the project are that there is no justification for retaining all 103 play spaces, a number of sites can be removed without altering service delivery levels and there are opportunities to improve the overall offer through investment or additional maintenance.

It is recommended that the Council commit to the long term use of the BI platform, implement the tiered structure and in the short term they should review the tier 4/red play spaces.

Section 2 – Introduction

Cambridge City Council (CCC) provide play space provision, including Skate parks, for its resident population of circa 150,000 people. As the population continues to increase annually, there is an escalating need for these amenities. Furthermore, this population is likely to grow through the impact of the new housing development plans across the City.

The expected population growth will place demands on Cambridge City Council in terms of continued investment and infrastructure needs, in particular to deliver a modern, fit-for-purpose play space provision. This provision needs to reflect the local community and be delivered within the strategic context of existing and future demands.

To understand the strategic context of addressing the demand of play space provision, Cambridge City Council has undertaken a comprehensive evaluation of its current assets. This evaluation and audit includes play, skate parks and in some cases the related community facilities that are available throughout the city. The evaluation has helped to determine if these assets are sufficient for current and future needs.

In order to carry out this evaluation, individual assessments have been conducted at each site to ascertain the following key objectives:

- Audit of exactly what is currently provided at each location.
- Ensuring that the play space provision aligns with the local community's needs.
- Confirming that the play space provision is designed to meet its intended purpose effectively.
- Developing a strategic vision for play space provision within the city.
- Gain an understanding of the investment and infrastructure requirements necessary to meet the play space facility needs.



The individual assessments at each location are then used to ascertain how the play space provision currently accommodates the needs of the local community and surrounding catchment area.

To provide a way forward for how the play space provision can be maximised across the city, the results of the individual assessments helped to categorise the asset base across the city. To achieve this, a tiered structure has been established and this helps Cambridge City Council to ensure that each community and neighbourhood has the right amount of provision locally.

The tiered categorisation of sites allows the whole provision to be assessed across the city in terms of quantity and quality and serves as a comprehensive insight into how this service needs to change as the population grows.

Section 3 – Project Objective

The objectives of this project are geared towards supporting the implementation of a strategic approach aimed at accommodating the requirements of the local community and the adjacent catchment areas.

Whenever possible, optimising play space provision at a single location is prioritised to maximise the capacity of the surrounding catchment.

The primary objective of this strategic review into play space provision is to assess, evaluate and provide recommendations for the service delivery across Cambridge City.

This document serves as a roadmap for future investment, outlining potential infrastructure developments and provides a detailed strategic overview for play space provision.

The objectives of the site identification stage of the project are as follows:

- Identifying the existing sites and locations for play space provision that demand investment and maintenance.
- Recognising strategically significant sites and locations warranting investment to enhance and elevate the quality of play space provision.
- Identifying important sites and locations requiring ongoing maintenance.
- Identifying sites that are not required due to overlaps in provision.
- Identifying sites that fall below the standards expected.
- Assessing sites with the potential to generate value for Cambridge City Council through asset transfer or rationalisation.

An overarching project objective for Cambridge City Council is to investigate ways to reduce operational costs, while simultaneously safeguarding and wherever possible improving the overall quality of the delivery of the service.

1

Project Objective 1

To assess, evaluate and provide recommendations for the future service delivery of play space provision in Cambridge.

2

Project Objective 2

To identify sites for development, those to maintain and those that do not meet the standards expected or are not considered to be strategically important.

3

Project Objective 3

Investigate ways to reduce operational costs whilst maintaining a high quality of service delivery.

Section 4 – Strategic Context

PlayEngland Vision Statement

“Our vision is for England to be a country where everybody can fully enjoy their right to play throughout their childhood and teenage years, as set out in the UN Convention on the Rights of the Child, Article 31 and the Charter for Children’s Play.”

To achieve this, PlayEngland aim to ensure that:

- All children and young people have the freedom — time, space, permission and opportunity — to play throughout their childhood and teenage years.
- All residential neighbourhoods are child-friendly places where children and young people can regularly play outside.
- Everyone is aware of the importance of play — outdoors and indoors — as part of children and young people’s daily lives.

Play England will do this by:

- Raising awareness of the importance of play for families and communities.
- Campaigning to influence decision-making at all levels of government and across the public sector.
- Influencing, informing and sharing good practice across all those who shape children and young people’s freedom to play.
- Building on evidence and sound knowledge — from research, stakeholders and staff.
- Supporting people to get involved in helping more children play outside more often where they live.
- Disseminating learning and using findings to inform practice and campaigning.



PlayEngland Charter for Children’s Play

‘What children and young people do when they follow their own ideas and interests, in their own way, and for their own reasons.’

PlayEngland work with national partners and other organisations (e.g.: Cambridge City Council) with shared aims to raise awareness about the importance of play.

PlayEngland will support and lobby government to make fundamental policy changes to protect and promote play and encourage everyone who has an impact on the lives of children and young people to recognise and plan for children’s play.

This play space provision strategy has been developed in accordance and support with PlayEngland to deliver a long-term strategic approach to the service across Cambridge.

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Section 5 – Background Information

The population of England and Wales has reached an all-time high. The most recent census highlighted the combined population of England and Wales stood at 59,597,300 individuals. This figure represents an increase of over 3.5 million people, marking a growth of 6.3% since 2011, and it stands as the highest population recorded in any census.

At 17.6%, Cambridge’s population increase is higher than the increase for the East of England (8.3%).

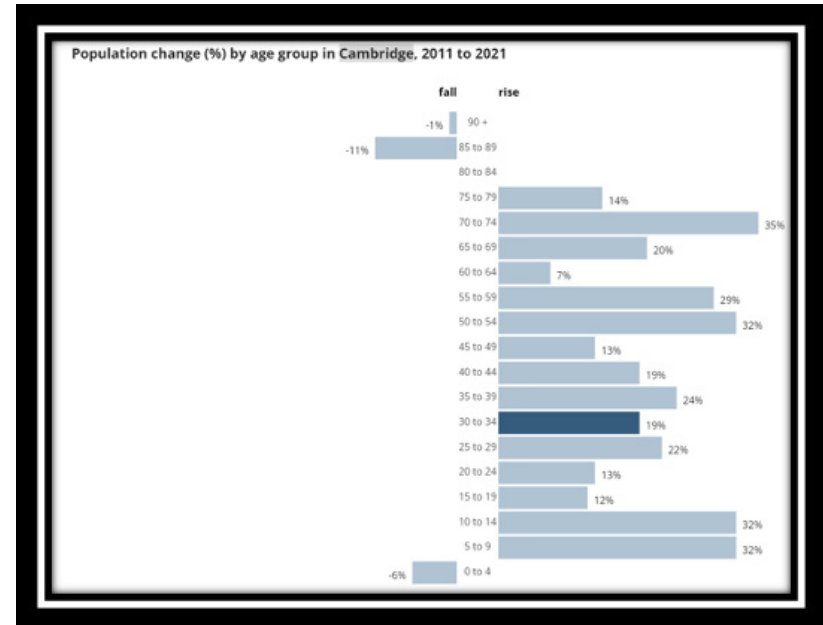
Significantly, the East of England experienced a noteworthy surge in its regional population, displaying remarkable growth at approximately 8.3%, which translates to an additional 488,000 residents.

Cambridge covers a relatively small urban area (measuring 3 miles by 5 miles), that has seen rapid housing and population growth over the past ten years. The Census 2021 recorded a usual resident population of 145,700 people in March 2021 (approximately 123,900 in March 2011), with the number of homes reaching 56,000.

The population of Cambridge has increased by 17.6%, and the number of homes by 14% over the past ten years, as new communities have been established around the fringes of the city. It is forecast that population and housing growth will continue at a similar rate over the next few years.

The city’s population is characterised by considerable migration and churn, with around 15,000 people moving to and leaving the city each year from within the UK. This can in part be attributed to the nearly 20,000 full time students that are present in the city attending our world class university colleges.

For context, neighbouring areas like Uttlesford and South Cambridgeshire have witnessed their populations grow by approximately 14.9% and 8.9%, respectively. In contrast, regions such as Huntingdonshire recorded an increase of 6.7%, while East Cambridgeshire saw a more modest growth of 4.6%. The largest population increases in the East of England have been seen in Bedford and Cambridge, where the populations have grown by 17.7% and 17.6%, respectively.



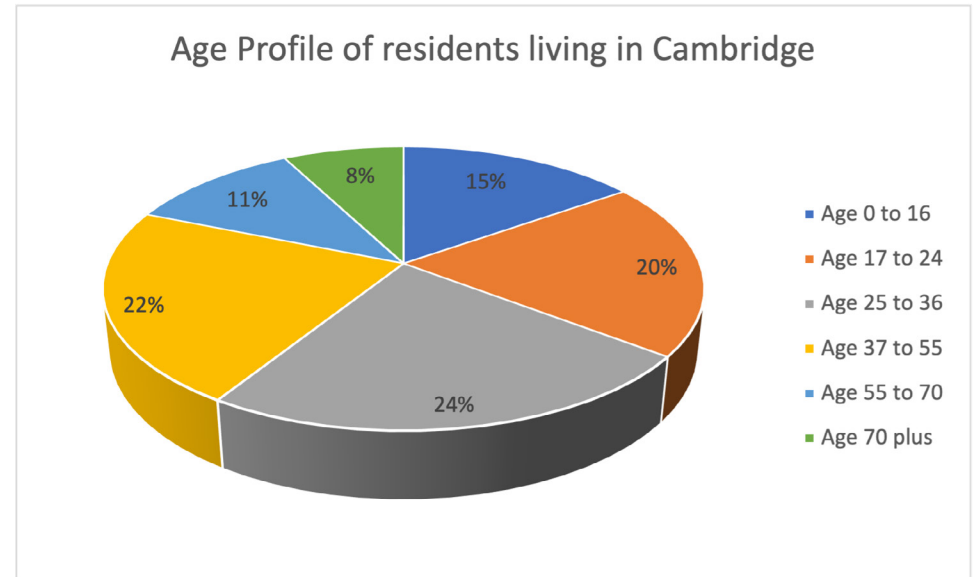
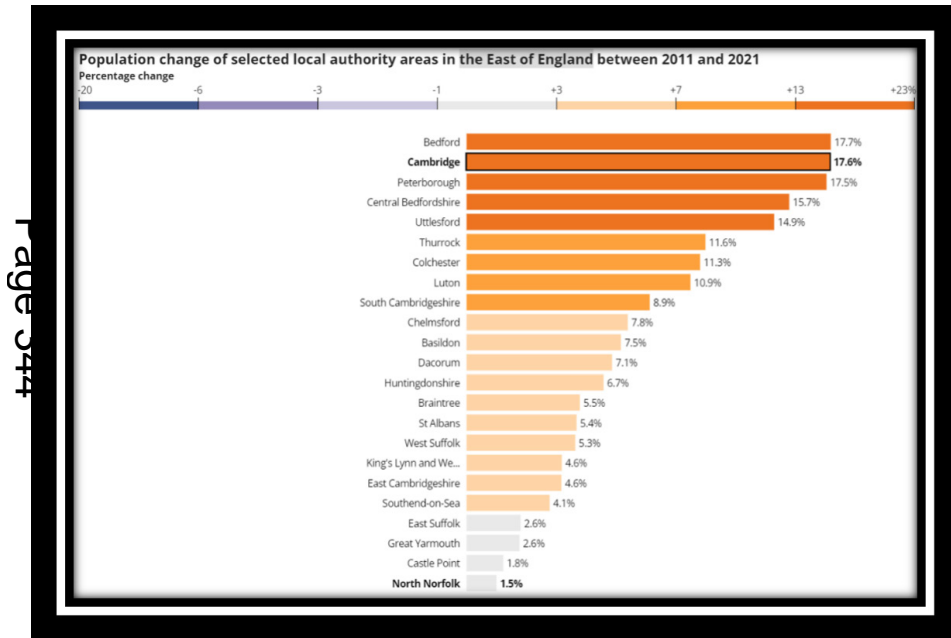
Section 5 – Background Information

As of 2021, Cambridge is the fifth most densely populated of the East of England's 45 local authority areas, with around 26 people living on each football pitch-sized area of land.

Cambridge has a relatively youthful population with a median age of 30.2 years, with a fifth of people aged 17 to 24. Older people and children make up a smaller proportion of the city's population than the national average.

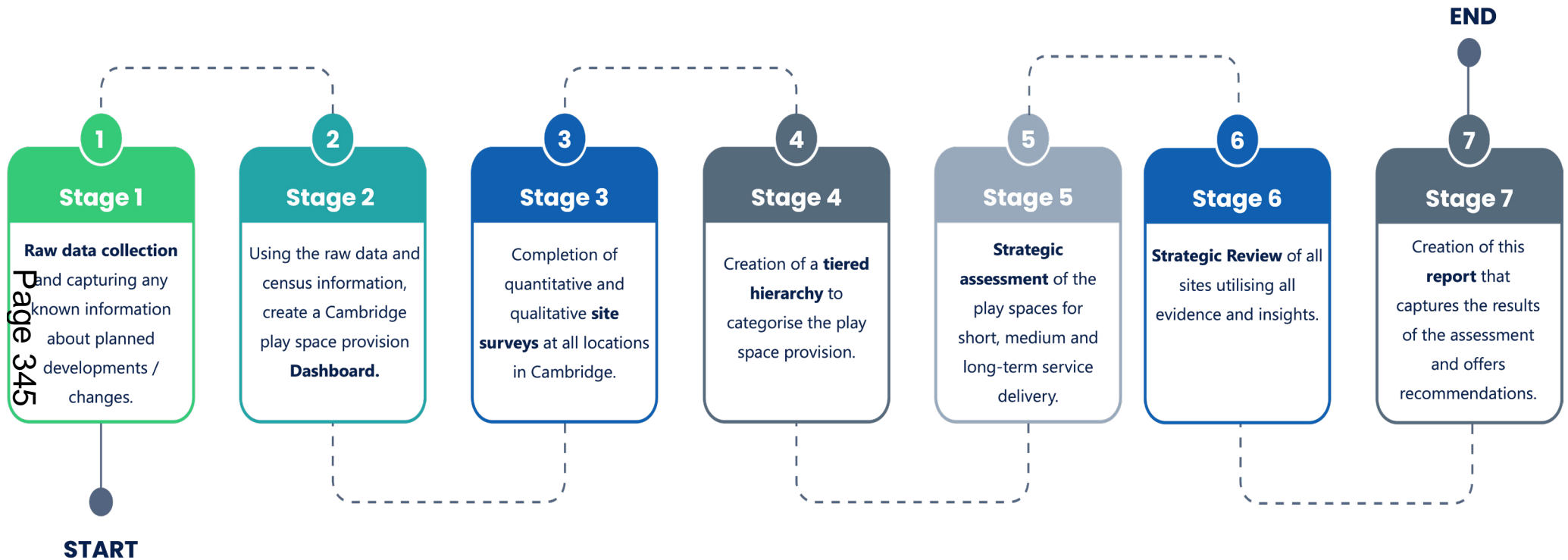
Cambridge has seen an increase of 13.7% in people aged 65 years and over, an increase of 18.2% in people aged 15 to 64 years, and an increase of 16.8% in children aged under 15 years.

The age profile of Cambridge residents is as follows:



Section 6 – Project Delivery

To achieve the project objectives for this play space provision assessment, a seven stage methodology was used and this is highlighted in the info graphic below and also described over the next pages.



Section 6 – Project Delivery

In order to make decisions over the future provision of the play and skate parks in the City of Cambridge, it is essential to establish the following:

- What is currently provided to communities?
- What is the cost of managing the existing parks?
- What issues surround each of the parks?
- How many people does each park serve?
- What type of users actually use each park?
- What developments are planned in the City and do these bring new play parks with them?
- What type of City does Cambridge want to be in relation to play provision. (i.e. what would the City Council like to provide for its residents)?

The methodology deployed to provide the raw data and evidence required to inform the answers to these questions, was based carrying out 7 distinct stages. These stages are explained below:

Stage 1 – raw data capture of existing play facilities. This involved the creation of a comprehensive workbook that lists out the play facilities and which ward they are located within. The raw data capture stage also included investigating any planned / new developments and or planned closures of existing play facilities. This involved collating any known information about each of the sites and attaching this to the main raw data workbook.

A snapshot of the raw data information is highlighted below

Site Name	Post Code	Tier One	Tier Two	Tier Three
		Multi-Site Hub Significant Play Provision Sustainable Urban Extension Heavily Populated Area	Multi-Site Locations (Linked to other Sports / Leisure Provision Ancillary Facilities (Café, Toilets)	Single / Dual Facility Some ancillary facilities (e.g.: Courtyards) No / Limited Sports
Abbey Pool	CB5 8NT		Play park, tennis table, basket ball court	
Aberdeen Avenue Play Area	CB2 8DP			
Ainsdale Play Area	CB1 9JT			
Alexandra Gardens	CB4 3DN			Fenced-in playground and green
Arbury Court Play Area	CB4 2JQ			
Ashbury Close Play Area	CB1 3RW	Tennis court, Basketball court, Bowling green, large recreation ground, Play park		
Atkins Close Play Area	CB4 2NW			
Austin Drive Play Area	CB2 9NX			
Bateson Road Play Area	CB4 3HF			
Bath House Play Area	CB1 2LG			
Beales Way Play Area	CB4 2PW			
Blandford Walk	CB4 3NQ			
Bramblefields Play Area	CB4 1FL			Play park with reserved seating
Brooks Road Play Area	CB1 3HR			
Brownsfield	CB4 1RU			
Cameron Road Play Area	CB4 2LY			
Chaplen Street Play Area	CB2 9AT			
Cherry Hinton Hall	CB1 8DW			
Cherry Hinton Recreation Ground	CB1 9JJ	2 football pitches, an all-ages playground, a skateboard ramp and free table tennis.		
Chesterton Recreation Ground	CB4 1DT			Play park, pump play area, table tennis and group table tennis
Chestnut Grove Play Area	CB4 1BE			Play park and green
Christ's Pieces	CB1 1JW		Bowling green and large green space and garden, public toilets	

Section 6 – Project Delivery

Stage 2 – The play space provision strategy is delivered through business intelligence (BI) reporting software. BI reporting allows the collation of all raw data to be brought into one single data set.

This new approach provides an interconnected platform (BI platform) that enables all data and information in the system to be connected in real time. This enables complete visibility and analysis of all and any metrics relating to Cambridge City Councils play space provision.

The purpose of the detailed BI reporting structure is to support and deliver informed decision making, strategic thinking and align all data in one dedicated environment in real-time. The one-stop shop environment for detailed insight, improved visibility and access to key data and metrics.

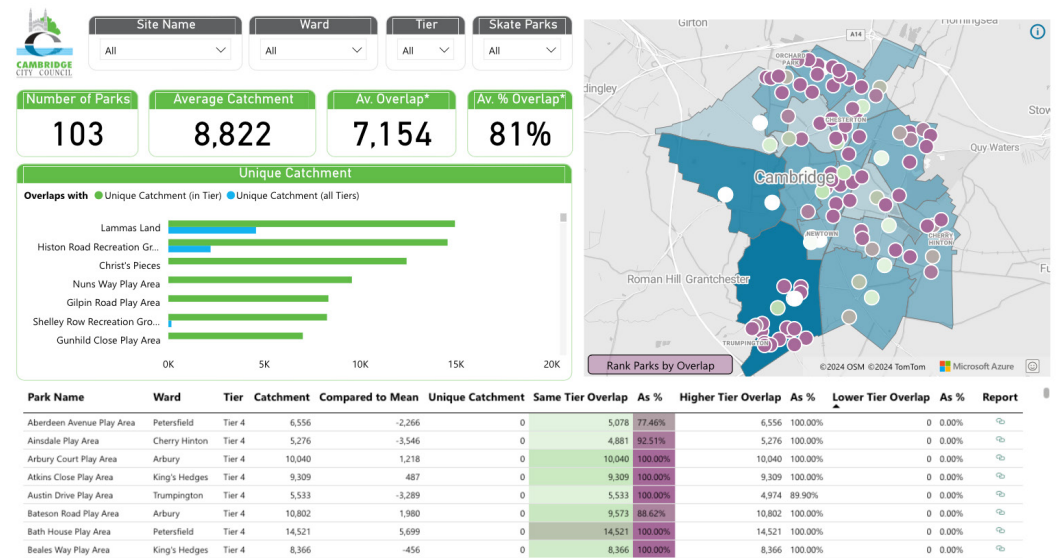
With a dedicated focus the production of a dynamic real-time business intelligence platform, the inclusion of forms module (data collection) consultancy support and a dynamic real-time platform will deliver streamlined reporting and data providing a comprehensive analysis through a customised platform to drive efficiencies and ensure Cambridge City Council are at the forefront of data and informed decision-making processes.

- The BI platform utilises the 2021 Census data for Cambridge to overlay the population and demographic information for each of the sites.
- The BI platform identifies specific age categories (under 4's, 5-9's, 10-15's and 16-19's). This allows the raw data for each site to be viewed in relation to how they serve each of these age categories.
- The BI platform identifies overlaps in provision and catchment area which enables strategic decisions to be made about future service delivery.

Cambridge City Council's BI platform provides unparalleled analytics from the identified data sources from top-down view of everything, through to the specific granularity of agreed metrics with a direct connection back into the core system to ensure all data is in real time.

All metrics gathered can be amalgamated and analysed within a bespoke BI reporting system. This provides insight and visibility of all metrics, data, information at a moment in time and over time.

Correlated with targeted metrics the impacts of this integration of data can be visualised against statistical benchmarked data providing dive into data and insights (Investment, Population Trends, Rationalisation).



*Within Tier: Catchments estimated using distance from population weighted centroid of Output Area (2021). 11km catchment zone (CZ) used for Tier 1s, 750m CZ for other Tiers. Contains OS data © Crown copyright and database right (2023) PASSPORT365

Section 6 – Project Delivery

Stage 3 – Conducting site surveys. An assessment of all existing parks for quality, quantity of equipment and type of site.

The image below highlights the way in which information from the surveys was tracked by the Passport 365 platform to ensure that all data was then captured and collated into the BI report.

Each of the sites was visited and a report was completed. These reports are linked directly to the dashboard to enable the data to be accessed quickly. (A sample report from Nightingale Road is shown on this page). The reports highlight the type of equipment that is installed at each site and photos were taken to allow an assessment of quality / appropriateness of the play offer.

Category	Condition	List	Notes
Swings	Good	• Standard Swings (x2) • Cradle Swing (x2)	
Slides	Good	• Spiral/Curved Slide • Traditional Straight Slide	
Climbing	Good	• General Climbing Frame • Climbing Net Structure • Climbing Wall • Ropes • Ladders • Rope Bridges	
Sports	Not Present	•	
Misc.	Good	• Seesaw • Roundabout • Spring-mounted Bouncers	2x springs post spinner cup spinner
Safety Surface Type	Good	• Wetpour • Grass Mat	
Furniture	Good	• Bins • Benches • Fencing • Gates	
Greenery	Good	• Tree Branches • Natural Grass • Shrubs / Bushes	

Section 6 – Project Delivery

Stage 4 – Creation of a tiered hierarchy / categorisation of the play space provision. This included the assessment of each site in terms of its size, equipment and also linked facilities.

In order to provide the strategic direction for the future provision of play parks, it is essential to categorise the existing portfolio of sites, as this will enable an assessment of need to be carried out.

To achieve this, the project team have created a tiered system and have assessed each of the sites using a strict criteria.

Other factors that influence site classification:

- Located close to a Skatepark.
- Located close to a BMX track.
- Located close to other sports provision, leisure centres, pitches etc.
- Parking arrangements.
- Access arrangements.
- Located close to outdoor fitness equipment.

Tier	Description of Tier
1	Multi-Site Hub Significant Play Provision Sustainable Urban Extension Heavily Populated Area
2	Multi-Site Locations (Linked to other Sports / Leisure Provision) Ancillary Facilities (Café, Toilets)
3	Single / Dual Facility Location Some ancillary Facilities (e.g.: Country Park) No / Limited Sporting Facilities
4	Single Site Location Play Park Only Parish / Town Council / Village Hall

Section 6 – Project Delivery

Stage 5 – Strategic assessment of need for the short, medium and long term for all sites. This establishes the strategically important sites that should be retained, which sites should be invested in and which sites should be considered for rationalisation/disposal. This stage includes identifying each site using a R/A/G rating.

Classifies the site as not strategically important.

Classifies the site as important but requires investment or maintenance.

Classifies the site as strategically important to future service delivery

Red – classifies the site as not strategically important. This classification has been made for a number of reasons including the following:

- The site significantly overlaps with other play parks in the local catchment area.
- The equipment is out of date and not considered to be appropriate to the community.
- The equipment offer is limited and therefore will not be used by the community.
- The equipment is not in good work order and requires significant repair or replacement.

Amber – classifies the site as important but requires either investment or maintenance to improve the offer. This classification has been made for a number of reasons including the following:

- The site overlaps with some of the other play parks in the local catchment area.
- The equipment offer is limited and therefore will not be used by the community frequently.
- The equipment requires maintenance and or replacement.
- The flooring could be improved to allow all year round usage.
- The play park has space to add more equipment to improve the offer.

Green – classifies the site as strategically important. This classification has been made for a number of reasons including the following:

- The site does not overlap with other play parks in the local catchment area.
- The range of equipment and the offer is good and will be used by the community frequently.
- The equipment is new and or in good working order.
- The flooring is appropriate to allow all year round usage.
- The play park has recently been invested into by the Council.
- The play park is linked to a range of other important services.

Section 6 – Project Delivery

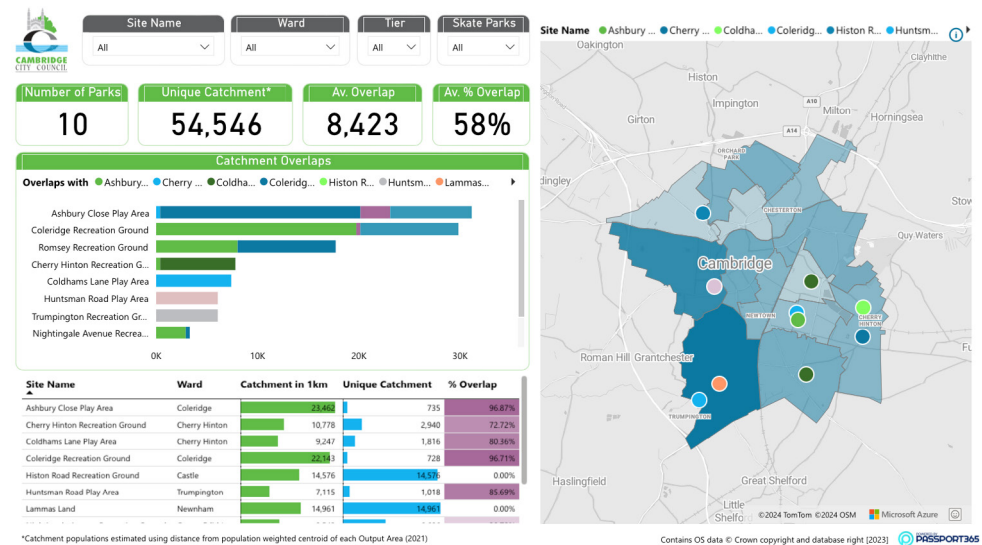
By using the tiered approach, alongside the red/amber/green classification process, it is intended that the service is scrutinised to ensure that each play park is assessed as to contribution towards the overall service provided by Cambridge City Council. The current 103 sites are summarised in the table below:

Tier	Red	Amber	Green	Total
1	0	3	7	10
2	2	1	4	7
3	1	8	13	22
4	30	13	21	64
Total	33	25	45	103

Stage 6 – Strategic Review. This stage focused on the identification of the gaps in provision and also the potential for recommendations for site rationalisation. Once the BI dashboard was complete with all the raw data collated and the categorisation (and classification) of the sites was finalised in relation to quality and quantity of the provision, the team have then used the data to consider where new sites could be located and which sites should be recommended for re-purposing and in some cases closure.

The strategic review also assessed the level by which each site overlaps with others within the same catchment area.

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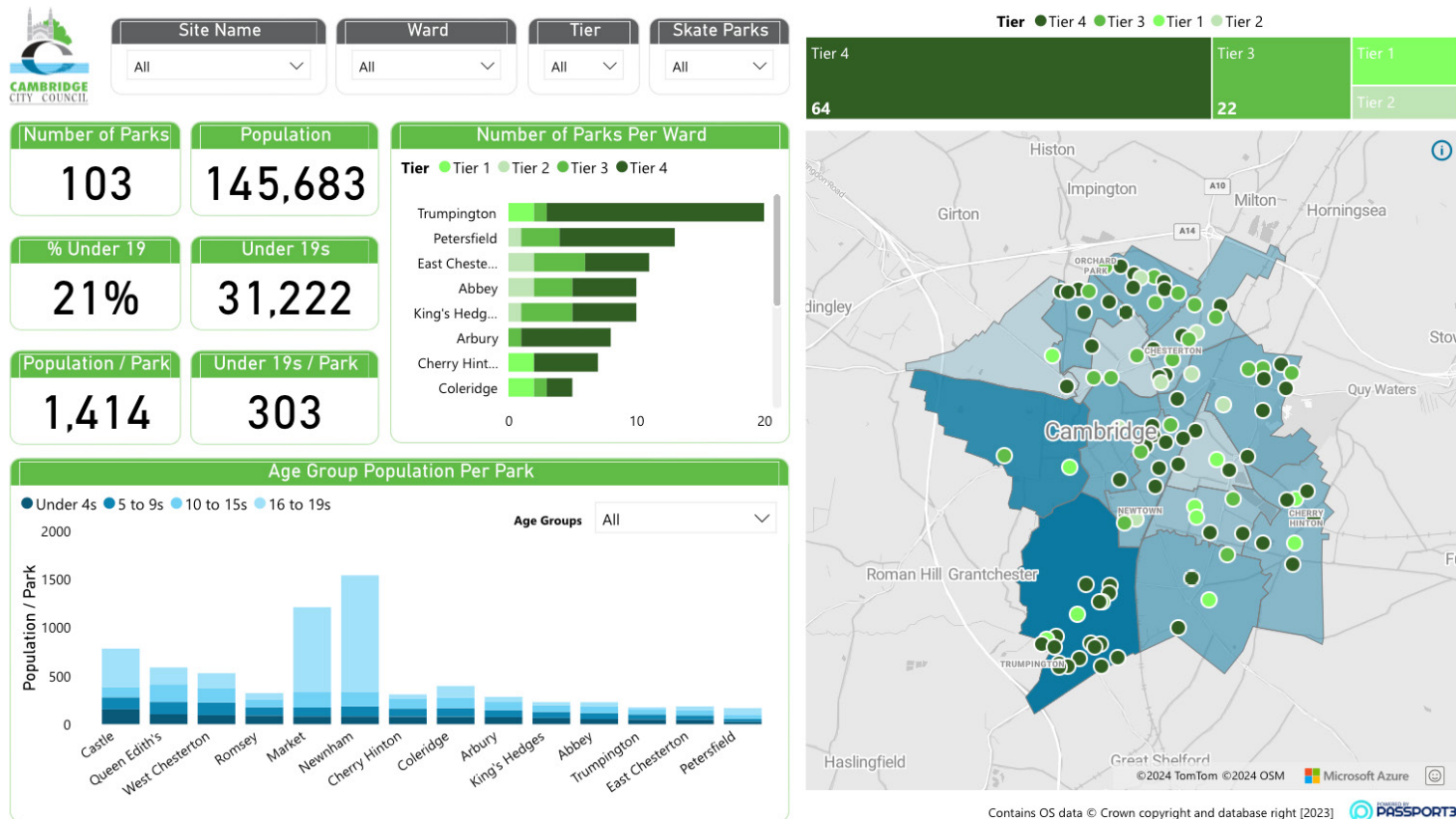
Stage 7 – The final stage is to publish the BI report and to create a supporting document. The combination of these two resources capture the results of all data analysis, site surveys, hierarchy/categorisation of the sites and the recommendations.

Section 7 - Existing Provision Audit

Existing Provision

There are currently 103 play spaces identified within the Cambridge City Council, which has increased from the previous strategic report (2016–2021) by 15 spaces. The existing provision is comprised of 103 play spaces and of these, 9 also have skate parks.

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Section 7 - Existing Provision Audit

Management of the Play Space Provision

The play space provision will continue to be led and managed by Cambridge City Council.

Distribution of Play Space Provision

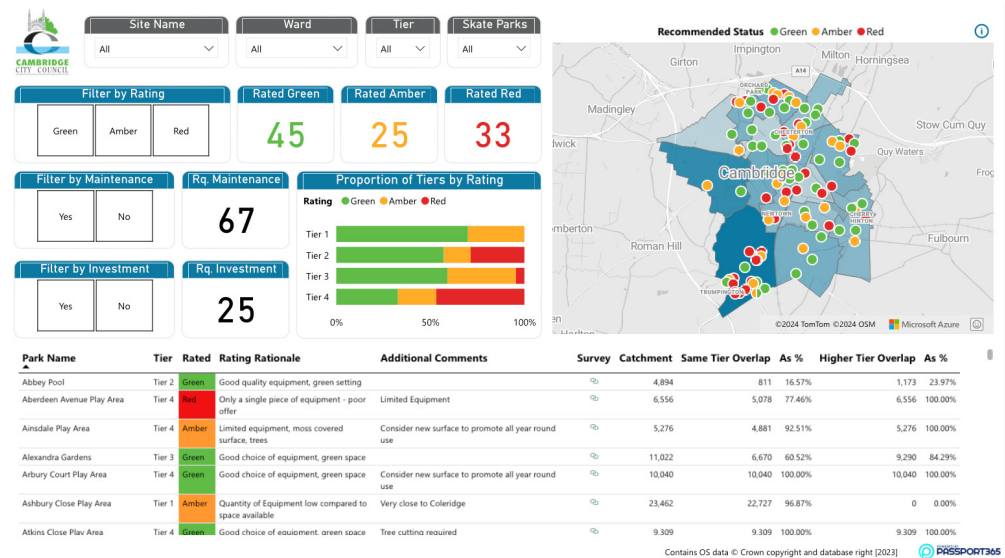
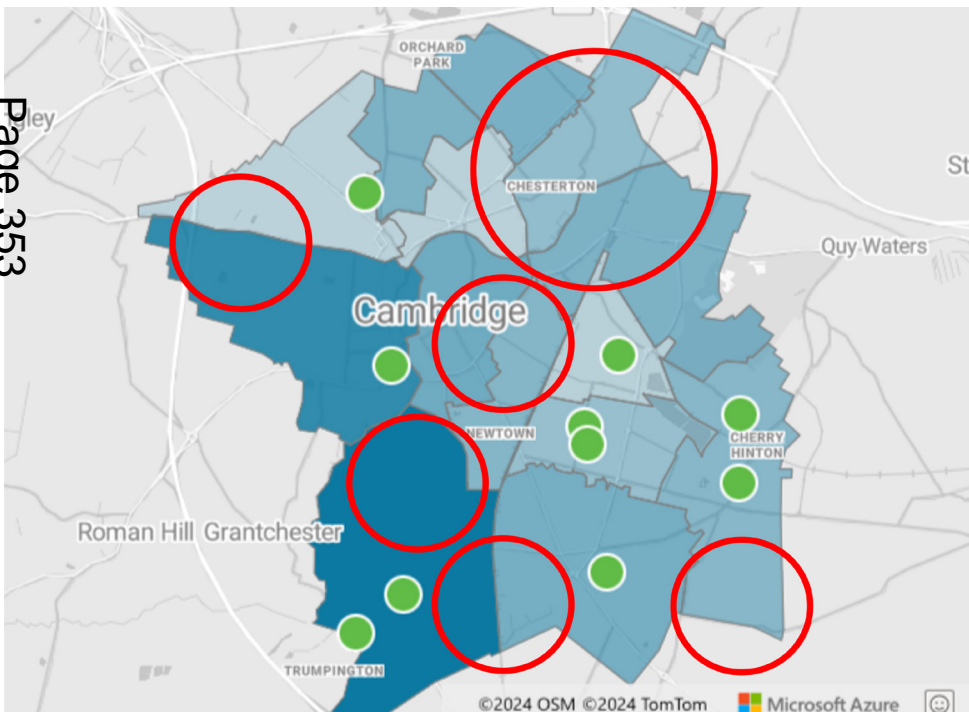
The play parks are distributed across the whole of the City, serving key neighbourhoods and communities. There are several areas of the City that are better served than others. For instance, there are less play parks in the North West of the City and the same is true for the central area. This is caused through different land ownership, (principally University owned land) and through the presence of industrial areas.

Quality of Play Space Provision

The surveys provided an up to date and essential qualitative assessment of the play parks to support this review. The reports, that were produced following the surveys, ranked the play equipment as poor, fair or good standard when considering a number of factors, including physical condition and functionality.

The surveys and subsequent assessments identified if a play space needs (or would benefit from) investment or just needs to be included in a regular maintenance programme. This process highlighted that 67 out of the 103 play spaces did not require any immediate investment. However, 25 of the play spaces were identified as needing some form of investment. Please refer to the Cambridge City Council BI platform to look at specific sites in detail.

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Section 8 – Financial Considerations

The play space provision is considered an important part of the Cambridge City Council strategy to help support cohesion and social interaction amongst communities.

In order to provide a coherent way forward and roadmap to deliver the right solution for the city in relation to this service, it is important to consider a range of factors, some of which have direct and in-direct financial considerations.

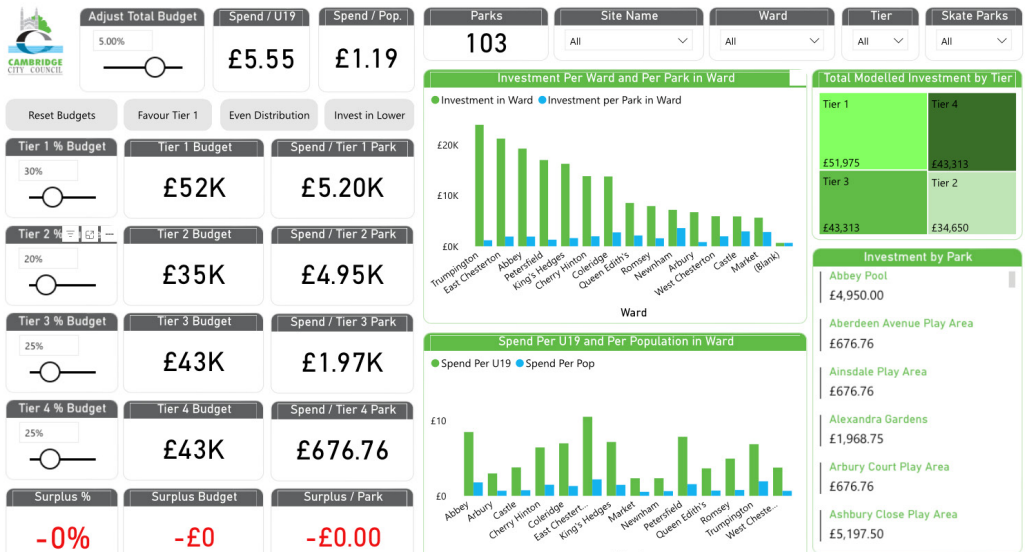
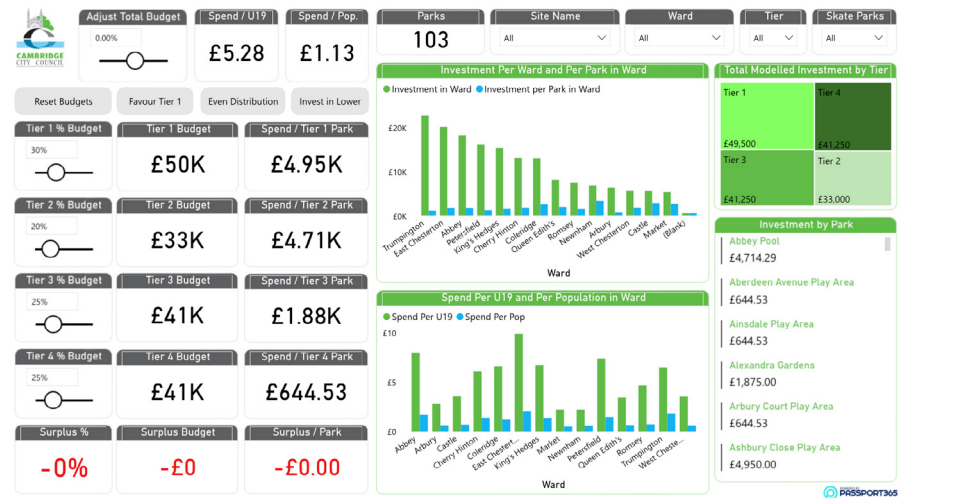
- The size and quantity of the existing sites.
- The location of the sites in relation to communities.
- How the services are accessed – on foot / by car / public transport and how big is the catchment for each of the existing sites.
- The service cost of providing and maintaining the existing sites.
- The size of investment that is available to the service.
- The future cost of replacement equipment.

It was noted in the previous strategy (2016–2021) that the 88 public play areas had a revenue budget of £84,000 per annum for routine maintenance and a further £77,000 per annum was allocated for lifecycle replacement. This budget has since increased to £165,000. Therefore, the cost of maintaining each park is c£1,602 per annum.

With the cost of service in mind and in the backdrop of ever increasing pressure on Cambridge City Council budgets, it is important to understand if all 103 parks are required in the future.

The key benefit of using a BI reporting tool is that this information can be kept in 'real time'. This allows for an assessment to be made at any point in the future without relying on out of date information.

The budget for each tier can be adjusted using the 'slider' and this automatically changes the apportionment of the total budget.



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Section 9 – Conclusions and Recommendations

The key conclusions that can be drawn from this report are as follows:

- There are currently 103 play spaces across the City that provide a play space provision for a population of 145,683 people.
 - 15% of the population is between the age of 0-16 (22,195 people).
 - It currently costs Cambridge City Council c£1,602 per play space per year to maintain the provision.
 - Following the implementation of a tiered, hierarchy approach to the segmentation of all play spaces, 10 were ranked as Tier 1, 7 as Tier 2, 22 as Tier 3 and 64 as Tier 4.
 - Following the classification of the play spaces, 45 of the 103 were rated green (strategic important) 25 were rated amber (requires investment or additional maintenance) and 33 were rated red (not strategically important).
- Page 355
- It is clear, when investigating the catchment analysis for all tiers, that there are areas of the city that have significant overlaps in play provision.
- Through the overlaying of the tiered hierarchy and the classification processes, it became clear that there is an oversupply of Tier 4 sites, the majority of which are not considered strategically important (30 out of 33 red / Tier 4)
 - It is not considered to be sustainable for Cambridge City Council to continue to manage 103 play parks.
 - There are opportunities to improve the overall service through additional maintenance and investment.

- The strategic expansion of play space offerings throughout the city has the potential to stimulate the timely development of complementary amenities in suitable locations, through the proposed tiered framework this will support and inform decision making to classify forthcoming facility provision and investment.

The report outlines a strategic approach for Cambridge City Council and its play space provision, offering insights and diverse options for delving into data.

Recommendation One – Implementation of BI Platform

The goal is to establish a cutting-edge system that not only meets the current project's requirements but also evolves continuously. This evolution involves the seamless addition and integration of more data sources in alignment with the specifications set by the Cambridge City Council, all facilitated through a licensed-based agreement.

The Passport365 BI platform stands out by providing unparalleled analytics derived from identified data sources. This spans a top-down overview of everything to the specific granularity of agreed-upon metrics. The system ensures real-time connectivity back into the core, allowing for a holistic view across the Cambridge City catchment, integrating aspects like sports, leisure, recreation, and cultural facilities with the existing Play Space Provision.

To maintain real-time data for the play space provision strategy, a licensing agreement with the Cambridge City Council is imperative. This involves obtaining a user license for each individual who requires access to the app and/or web application. This would be procured alongside an ongoing package to provide full access to the forms module, data capture, report creation, data analysis and real-time business intelligence reporting.

Section 9 – Conclusions and Recommendations

Recommendation Two – Investigate new surfaces

Explore the possibility of transitioning the play space surfaces in areas covered only by grass to versatile, year-round surfaces that can accommodate various activities. This adaptation would ensure that the recreational spaces remain functional and accessible throughout different seasons, enhancing the overall user experience.

Recommendation Three – Review maintenance regimes

Evaluate and implement a strategic tree-cutting regime within and around specific parks to mitigate potential risks such as slips and falls caused by uneven surfaces. By managing the vegetation effectively, you can create a safer environment for park visitors, addressing safety concerns associated with the park's topography.

Recommendation Four – Review financial focus

Direct attention and financial resources towards parks that currently have limited equipment, aiming to diversify and enhance recreational offerings. Investing in additional amenities, play structures, and activity areas will contribute to a more inclusive and engaging park experience for the community; promoting physical activity and social interaction.

Recommendation Five – Implement a tiered structure

Implement a tiered structure for the play space provision, incorporating different tiers to streamline processes, enhance efficiency, and provide a more organised approach to the delivery of play spaces across the City. The tiered system will assist Cambridge City Council in making decisions on an ongoing basis.

Recommendation Six – Implement a regular reporting schedule

Establish a regular reporting schedule, encompassing quarterly, bi-annual, and annual intervals, ensuring that the data presented in dashboards is consistently updated. This practice will uphold the relevance and accuracy of information, facilitating informed decision-making at all levels.

Recommendation Seven – Integrate all maintenance reports

Integrate on-going maintenance reports and related data into the existing Cambridge City Council play space platform. By doing so, you can centralise all information, fostering a comprehensive view of both operational and maintenance aspects. This inclusion will contribute to a holistic understanding of the play space provision and aid in strategic planning. This also allows Cambridge City Council to integrate other asset bases, such as sports and leisure and ground maintenance services.

Recommendation Eight – Consider the tier 4 / red play spaces

A key short term recommendation is to urgently consider the importance of retaining the tier 4 ranked sites that have been classified as red. 30 out of 33 sites have overlapping provision with other play spaces and in most cases do not offer a high standard of provision to the community.



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An Update on the Herbicide Reduction Plan

To: Councillor Sam Carling, Executive Councillor for Open Spaces and City Services.

Environment and Community Scrutiny Committee 21st March 2024

Report by: James Elms, Director of City Services.

Tel: 01223 458514.

Email: alistair.wilson@cambridge.gov.uk

Wards affected:

ALL.

1. Executive Summary

- 1.1 The Council's declaration of a Biodiversity Emergency (18th July 2019) included a commitment to reducing and removing the need to use herbicides on highway verges, roads, and pavements, and to find viable and effective alternatives. This was reflected in the development and application of the Herbicide Reduction Plan (HRP).
- 1.2 The Council's passing of a Herbicide Motion (ref. 21/32/CNLc (22nd July 2021)), included a commitment to undertake a range of tasks and actions to reduce the reliance on herbicides, as a means of managing unwanted vegetation on public property asset within the city.
- 1.3 On the 27th January 2022, the Executive Councillor for Open Spaces, Sustainable Food & Community Wellbeing, after scrutiny, approved a Herbicide Reduction Plan, which included Newnham and Arbury as the two herbicide free wards, and the introduction of up to 12 herbicide free

streets outside of these wards. A further decision on the 23rd March 2023 extended the trial areas to include West Chesterton and Trumpington.

- 1.4 This report updates on the work completed on the HRP, including an evaluation of the four herbicide free wards and the herbicide free street scheme; and makes recommendations to discontinue the use of herbicides¹ in the city's public realm.
- 1.5 The report considers the recent decision by the County Council to review its Highway Operational Standards for Weeds and where this presents an opportunity for the City Council to champion its ambitions to be herbicide free, and for the City Council to contribute during the consultation period for the formulation of the new policy that will include non-use of herbicides and how this will be practically and financially implemented.
- 1.6 The Trial has allowed the City Council to consider a range of alternatives and the use of specialist street cleansing mechanical equipment is deemed to be the most effective and sustainable weed control method available which removes the need to use herbicides on highway verges, roads, and pavements.
- 1.7 The HRP and its Trial are now recommended for closure, and that a new methodology is approved wherein herbicide use is significantly reduced and limited to scenarios where viable alternatives are exhausted or no other alternative is available.

2. Recommendations

- 2.1 The Executive Councillor is recommended to:
 - a) Approve the closure of the Herbicide Free Plan and its Trials.
 - b) Approve the new weed control methodology, including the discontinuation of herbicide use in routine operations, for the City Council as outlined in this report.

¹ Except where there are justifiable business reasons where no viable alternative is available and where the use outweighs the environmental benefits of not doing so, for example noxious and invasive non-native weeds such as Japanese Knotweed, Giant Hogweed, Himalayan Balsam, and others similar in nature.

- c) Approve the continuation and further development of the 'Happy Bee Street Scheme'.
- d) Note the decision of the County Council on their use of herbicides and to assist them with developing a new approach for the city.
- e) Support the development of a collaborative communication plan as detailed in Section 5.

3. Background

- 3.1 The Council unanimously voted in favour of declaring a Biodiversity Emergency on 18th July 2019; and this included a commitment to reducing and removing the need to use herbicides on highway verges², roads, and pavements, and to find viable and effective unwanted vegetation control alternatives³.
- 3.2 On the 27th January 2022, the Executive Councillor for Open Spaces, Sustainable Food & Community Wellbeing, after scrutiny, approved a Herbicide Reduction Plan (HRP), which had been developed in partnership with the County Council, and included Newnham and Arbury as the two herbicide free wards, as well as the introduction of up to 12 herbicide free streets outside of these wards. Over the past two years, the two councils have worked together to implement the approved HRP and review and evaluate its impacts.
- 3.3 The County Council's Highways and Transport Committee on the 23rd January 2024 approved a recommendation to reintroduce planned herbicide use on public highways. This decision is disappointing for those collaborating in the city on herbicide reduction, however the decision is explained and understood, and it does provide for exceptions to be applied in areas that do not wish for planned spraying to take place if an alternative method of weed control can be agreed. This decision, however, reinforces the need for collaborative working between the Council and its Highway Authority partner, Cambridgeshire County Council. It is vital now to work together to identify and resource the

² The highway verges, roads and pavements in Cambridge are the responsibility of Cambridgeshire County Council, as the local Highway Authority.

³ This commitment was further reinforced and developed in the Herbicide Motion, which was agreed on the 22nd July 2021.

opportunity to consider a range of options to avoid day to day herbicide use for vegetation management across the city. If this cannot be achieved and agreed, the City Council will not undertake weed control using herbicides in the city on the County Councils behalf because of the implications and ramifications of accepting this report's recommendations.

3.4 The City and County Councils' Officers support these principles.

a) that unwanted vegetation growing on hard surfaces associated with the city's streets and open spaces can compromise the structural integrity of these assets and create a public health and safety risk, including slips, trips, and falls. Weed growth can also present accessibility issues with narrowing of footpaths, wet growth overhanging pavements and injuries from thorned and stinging plants.

b) that the city's outdoor public realm, including our Council's parks and open spaces, and the County Highway estate, provide significant opportunities for biodiversity. This includes helping to buffer and connect the existing network of natural green spaces already designated and managed for their biodiversity value, for example Local Nature Reserves and County Wildlife Sites.

3.5 The evaluation of the herbicide free trials has considered these principles and has identified the use of specialist street cleansing mechanical equipment to be the most effective and sustainable weed control method available which supports the non-use herbicides on highway verges, roads, and pavements.

3.7 A capital bid (CAP5201) has been made in the Budget Setting Round for 24/25 to support the new proposed methodology for weed control and was approved by Council on 15th February 2024. The business case also considers how the new methodology helps to achieve corporate objectives around reducing carbon emissions and protecting the environment. The business case for the capital bid is set out in Appendix A.

The lessons learned from the HRP.

- 3.8 In 2020⁴, a revised National Action Plan for the Sustainable Use of Pesticides (NAP) was drafted. The revised NAP is intended to supersede the 2013 UK National Action Plan (2013 NAP), laying out a 5-year strategy to increase the sustainability of pesticide use in the UK.
- 3.9 The high-level aim of the revised NAP is to minimise the risks and impacts of pesticides to human health and the environment, while ensuring pests and pesticide resistance are managed effectively.
- 3.10 In order to meet this aim, the draft revised NAP consulted⁵ on five key goals, to:
- a) Ensure continued robust regulation to protect our health and environment.
 - b) Support the development and uptake of Integrated Pest Management (IPM)
 - c) Ensure those that use pesticides do so safely and sustainably.
 - d) Support in the reduction of the risks associated with pesticides by setting clear targets by the end of 2022 and improving metrics and indicators.
 - e) Ensure that we work effectively with others to deliver the NAP goals.
- 3.11 The NAP is delayed⁶, but during the HRP we have been able to achieve some of the anticipated NAP ambition relating to IPM, safe and sustainable use of pesticides, a reduction in use and working with others.
- 3.12 Now that a NAP is thought to be imminent, members of the Pesticide Collaboration⁷ are gearing up to prepare a response and recently met to

⁴ Defra, the Scottish Government, the Welsh Government and the Department of Agriculture, Environment and Rural Affairs (DAERA) Northern Ireland ('the four Administrations')

⁵ The consultation ran for 12 weeks between 4 December 2020 and 26 February 2021. 1,564 responses were received through Citizen Space, and 7 email campaigns organised by NGOs with a combined total of just under 37,000 emails.

⁶ The latest advice is that this report is to be published in February 2024.

⁷ This large consortium of environmental and human health-related charities including RSPB, Breast Cancer UK, Friends of the Earth, Greenpeace, Cure Parkinson's, WWF and The Wildlife Trusts

discuss what they are hoping for. As outlined by this coalition, there was broad agreement that the NAP new iteration should include:

- a continued commitment to the precautionary principle and a hazards-based approach to pesticide regulation.
- ambitious and unambiguous targets to reduce impacts of pesticides on the environment via reducing usage and toxicity (and not simply a promise to introduce such targets at a future date).
- a strategy to phase out pesticide use in urban areas.
- provision of support, advice, and training for farmers to adopt integrated pest management, with a clear definition of what is meant by the term.
- a commitment to breaking the link between agronomic advice and profits from pesticide sales (at present most of the agronomists who advise farmers work for pesticide companies)
- an end to emergency authorisations of banned chemicals.

3.13 The Herbicide Reduction Plan report dated 23rd March 2023, consider a range of feedback and learning from the Trial, and this feedback aligns to some the ambitions stated in 3.12.

3.14 In the report on the 23rd March 2023, Officer highlighted that

The Summer of 2022 was exceptionally hot and arid and therefore the levels of subsequent weed growth in the HRP areas have made it difficult to determine the impact of not treating annual and perennial weeds and woody shrubs. There was a no notable or significant weed growth on most paths in Newnham, whereas some footpaths in Arbury have high levels of growth of woody species such as Buddleia. There were also notable differences in weed growth where street cleaning takes place on a more frequent schedule.

3.15 In 2023, the non-HRP areas had weed growth in most scenarios, as no herbicide was applied on County Council Highway assets. The number of complaints received from non-trial areas is less than 5.

3.16 We received ~10 compliments in respect of weeds/weed growth/our commitment to not using herbicides in the HRP areas.

3.17 As part of the HRP and during 2023 we considered and evaluated a range of non-herbicide management options, in terms of financial and operational management implications and the vegetation management cost-effectiveness.

3.18 We also used an Integrated Pesticide Management⁸ methodology in the research, and this is summarised as

- a) careful consideration of all available methods,
- b) ecologically and economically justified and
- c) minimises risks to human health and the environment.

Diagram 1 below summaries the key steps of an IPM.

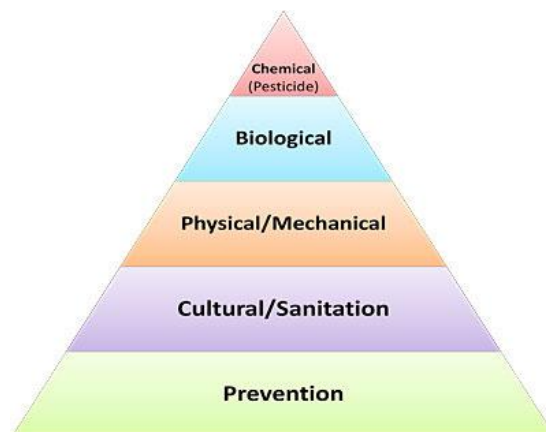


Diagram 1 – Step used in an IPM approach.

3.19 The principles of an IPM approach influence the HRP and have resulted in a reduction of applications of herbicide in the city from 3 in 2021, 2 in 2022 and none in 2023.

3.20 The HRP has also created opportunities for contributions, collaborative working and involvement and feedback and learning from a wide range of stakeholders, including Councillors, Pesticide Free Cambridge, On the Verge, residents, volunteers, and community groups.

⁸ a broad-based approach that integrates both [chemical](#) and [non-chemical](#) practices for economic [control of pests](#).

- 3.21 The herbicide free street scheme, which was managed under the title '[Happy Bee Street](#)', was a good example of cultural change (diagram 1) where the HRP allowed us to introduce new approaches and create opportunities to explore new ideas and to innovate. The uptake and interest in this scheme are encouraging, however some groups still report that the sign-up process is difficult to navigate, and feedback was that it was overly complicated⁹. During 2023, we revised the website content, clarified the scheme criteria, and simplified the registration process¹⁰, finding for biodiversity projects in Happy Bee Streets was made available through the Environmental Improvement Programme.
- 3.22 As a consequence of the HRP and the Happy Bee Street scheme we created and managed 40 volunteers across 10 Streets through the Streets and Open Space volunteering scheme, from the 20 that expressed an interest. At the time of drafting this report we have had no further new application for 2024, however we have not actively sought new applicants whilst the HRP is reviewed.
- 3.23 The Happy Bee Street scheme shows great merit in principle, purpose, and aligns to the IPM methodology of cultural change. It is recommended that the Happy Bee Scheme is continued, developed, has its awareness increased and extended so that individuals can sign up in order to further encourage a sense of ownership over people's streets and empower them to make improvements to the general street scene (much like the [Streets and Open Spaces Volunteers](#)) We are committed to making this scheme work for residents, we have to listen to learn from their experiences and we will make changes to the scheme where we can.

New Methodology

- 3.24 Throughout 2023, staff within City Services have trialed a range of mechanical sweepers with successful practical applications. The

⁹ We have a legal duty to check right of work status, ensure that those carrying out tasks for us are given a health and safety briefing so that they are covered by our public liability insurance whilst they undertake their volunteering role.

¹⁰ If a resident expresses an interest in their street becoming a Happy Bee Street, a Community Engagement officer will come and do a site visit and give them some guidance around how many volunteers might be needed to manage the growth on pavements by hand. They can also help with a survey to gain the support of households in the street and to help set up those who want to take part.

following pictures show before and after the use of weed ripper brushes at Barton Close, we also conducted similar trials at Cam Causeway with broadly similar results.

- 3.25 The proposed machinery is battery powered and produces no hand arm vibrations and therefore presents no long-term impact on staff health.



Barton Close before, during and after the use of the proposed new equipment

- 3.26 The City Council use a system called Land Audit Management System (LAMS) which is a quality inspection system to monitor grounds maintenance and street cleansing. We use LAMS to measure the quality of our wards, and at the same time benchmark these against other local authorities. The LAMS system grades streets from Grade A (highest) to D (lowest) at the time of inspection. The new methodology will record the site before any work. Sites deemed as A or B may not have weed control conducted, whereas sites deemed C and D will have work completed and recorded. The photograph examples above show a Grade D moved to a Grade A.

- 3.27 The proposed methodology will allow the City Council to qualify and quantify our carbon footprint relating to weed treatment. When combined with the collection of data relating to street length, time taken and equipment used we can calculate and seek to reduce cleaning time, machine use, carbon used and demonstrate where we have increased standards of street cleaning.

- 3.28 Once a deep clean has been completed, the prevention of weeds can be achieved using our existing road sweepers on a cyclical basis.

- 3.29 In scenarios where this equipment cannot be used, for example on play area safety surface, alongside private boundary walks or on poorly degraded surface where the weed brush will cause damage, the use of hot foam will be used.
- 3.30 The Foamstream¹¹ product uses hot water with a specially formulated biodegradable organic foam to kill weeds and their seeds. This machine will be procured as a battery powered model.
- 3.31 The Foamstream product has the additional benefit of being used to help with other street cleaning functions such as graffiti clearance, cleaning of street furniture and the removal of gums/ grease from surfaces. This machine could be used to clean the market stalls areas for example.
- 3.32 The proposed methodology set out from 3.24 aligns to an Integrated Pesticide Management Model, where the frequent use of mechanical brushes will help with the prevention and the establishment of weeds, the Happy Bee Street an effective tool to support cultural change and where for scenarios where weeds do establish and are having a negative impact on the streetscape we have an effective and well-resourced response.

4. Implications

a) Financial Implications

A capital bid (CAP5201) has been made and approved in the Budget Setting Round for 24/25 to support the new proposed methodology for weed control. The business case also considers how the new methodology helps to achieve corporate objectives to reduce carbon emissions and protecting of the environment.

The capital bid is also conditional to achieving the approval of the Executive Councillor for Open Space and City Services, after scrutiny by this Committee of the proposed methodology set out in this report.

b) Staffing Implications

The proposals will require a dedicated team allocated to this work and it is expected that this can be achieved from within existing staff resource. City Services is part way through organisational change as part of the

¹¹ <https://www.weedingtech.com/>

Our Cambridge Transformation Programme and this proposed weed control methodology will form part of the considerations of any service reconfigurations or changes.

c) Equality and Poverty Implications

The EQIA has identified a potential positive impact relating to Age, Disability, Pregnancy and Maternity. An increase of weeds in pavements and footpaths does create a higher risk of slips trips and falls. This risk needs to be monitored and any webpage resource created to support reporting so that the Council can respond to concerns raised. The new methodology presents an opportunity to make positive impacts without the use of herbicides.

d) Net Zero Carbon, Climate Change and Environmental Implications

The proposal is currently overall rated as Low Positive. The proposed has medium positive impacts on biodiversity. It has low negative rating in respect of energy use for alternative weed control items such as hot water and foam, and a low negative rating where extensive weed growth must be cleared, collected, and processed.

e) Procurement Implications

The purchase of new machines will require a market test using the Contract Procedural Rules and will involve input from colleagues in the Procurement Team. It is expected to run a tendering exercise online and an award to the most favourable tenderer.

f) Community Safety Implications

None identified.

5. Consultation and communication considerations

In the scoping and preparation of the HRP and its Trials closure a range of consultation and communication tasks have been identified.

In summary, these tasks will form an overall Project Communication Plan, to include: -

- A further review of current website content
- Preparation of new website content
- Creation of press and news articles
- Supporting social media campaigns agreed with Partners.
- Feedback from residents in communal housing areas
- Feedback on the County Councils specification changes
- Joint communications with Pesticide Free Cambridge

- Research updates and
- Responding to reactive items or new enquiries

6. Background papers

Background papers used in the preparation of this report:

- a) 21/32/CNLC Pesticide-free Motion
- b) Herbicide Reduction Plan
- c) Best Practice Guidance Notes for Integrated and Non-chemical Amenity Hard Surface Weed Control
- d) The County Council's Highways and Transport Committee report of Highway Standards for Weed Control 23rd January 2024
- e) EQIA for the Herbicide Reduction Plan
- f) [Mechanical Weed Removal \(kerstenuk.com\)](http://kerstenuk.com)
- g) [Home - Weedingtech](http://Home-Weedingtech)

7. Appendices

Appendix A – Completed Just Do It Business case template for the proposed new methodology

Appendix B – Equalities Impact Assessment

8. Inspection of papers

To inspect the background papers or if you have a query on the report, please contact Mr Alistair Wilson, Strategic Delivery Manager.
01223458514, alistair.wilson@cambridge.gov.uk

Just Do It Business Case

1. Project summary

Project title	New Equipment to Support Zero Herbicides Policy 2024 onwards.
Project summary	<p>Following our herbicide free trials, the use of specialist street cleansing mechanical equipment is deemed to be the most effective and sustainable weed control method available to remove the need to use herbicides on highway verges, roads, and pavements.</p> <p>Cambridge City Council has a duty of care to keep the streets and pavements free from trip-hazards.</p> <p>The project helps to achieve corporate objectives to reduce carbon emissions and protect the environment.</p> <p>The project proposed is to resource an approach using additional specialist equipment to include a new street sweeper capable of weed removal, new self-propelled weed ripper and other equipment that market research identifies.</p>
Project outcomes	<ul style="list-style-type: none"> • Mechanical methodologies for weed control supported with new equipment. • A methodology for weed control that removes the health and safety concerns relating to Hand Arm Vibration Syndrome • A methodology that allows the Council to avoid the use of herbicides. • A considered and evaluated financially resourced alternative to herbicide treatment of weeds. • A methodology that addresses residents' concerns around civic pride and clean neighbourhoods
Project manager	Don Blair

Project sponsor	Alistair Wilson
Additional sign-off	Executive Councillor for City Services

2. Staffing

Name	Role on project	Days per week working on project	Agreed with line manager? (Yes/No)
Don Blair	Project manager	0.5	Yes
Alistair Wilson	Sponsor	0.5	Yes
Richard Woolman	Subject Matter Expert (SME)	0.5	Yes
Corporate Health and Safety	HAVS and new Risk Assessments and Method Statements	0.1	No
Streets and Open Space operatives	Machine appraisal and choice	0.1	Yes

3. Project plan

Start date for project: On approval of funding.

Estimated end date for project: Within 9 months of start.

Project phases

Project phases	Activities	Start date	Finish date
Machine trials and selections	<ul style="list-style-type: none"> • Demonstrations • Trade shows • Trade enquires. 	Underway	Spring 2024

	<ul style="list-style-type: none"> • Hire/ Loan • Market Appraisal • Market Test 		
Equipment Shortlisting	Evaluation and selection	March '24	March '24
Executive Councillor decision	Reporting and Scrutiny Committee	March '24	March '24
Procurement	Tendering and quotations	April '24	April '24
Contract Award	Evaluation and tender appraisals	May '24	May '24
Lead in time	Contract award and delivery scheduling	June '24	June '24
Delivery	Receipt of new equipment	June '2024	August '24

Milestones

Milestone	Date
Equipment Delivery	August '24 or sooner
Equipment to be used agreed	March '24
Procurement methodology (framework or standalone)	March/ April '24

Project plan

4. Budget, resource and capital costs

Where are you getting the funds for this project? Capital Bid item.

What is the budget for this project?

Overall budget £180,000	Revenue budget £0	Capital budget £180,000
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Revenue costs

Financial quarter	Project phase	Role/resource	Day rate	No. of days needed	Total cost
Q4/2023	Procurement	Corporate/ Procurement advice	£	3	£ internal
Q1/2024	Contract Award	3C Legal/ Contractual advice	£	4	£ internal
Q2/2024	On Boarding and registration	City Services/ Garage Services	£	2	£ internal
				Total	£0
				Contingency	

Capital costs.

Financial quarter	Project phase	Capital cost description	Total cost
Q1 2024	Contract Award	Mechanical sweepers	£105,000
		Attachments and optional extras	£75,000
		Total	£180,000
		Contingency	£0

	2023/24 £s	2024/25 £s	2025/26 £s	2026/27 £s	Annual ongoing	Source of funding [add cost centres]
Costs (revenue)	-£5000	-£5000	-£5000	-£5000	-£5000	Cost of herbicide products
Costs (capital)	0	£180,000	0	0	0	
General Fund Savings	0	0	0	0	0	
Housing Revenue Account Savings	0	0	0	0	0	
Additional Revenue	0	0	0	0	0	
Total cost	£0	£180,000	£0	£0	£0	
Total saving	£-5000	£-5000	£-5000	£-5000	£-5000	
Comments for each financial year						

Cost and Savings

5. Closure and success criteria

Closure criteria	<ul style="list-style-type: none"> • New mechanical equipment secured for weed control. • A new methodology for weed control that removes the risks from Hand Arm Vibration Syndrome • A methodology that allows the Council to avoid the use of herbicides.
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Success criteria	<ul style="list-style-type: none"> • A financially resourced alternative to herbicide treatment of weeds • A methodology that addresses residents' concerns around civic pride and clean neighbourhoods
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6. Stakeholders

Stakeholder	Internal or external?	Engagement plan
Operatives within Streets and Open Spaces	Internal	To help with the evaluation and shortlisting of equipment choice
Pesticide Free Cambridge	External	Advice on current research and development
Corporate Health and Safety	Internal	Advice on methodologies, risk assessments and method statements

7. Risks

Risk	Mitigation
Continued need to use herbicides	Development of mechanical methods to control weeds in most and commonly occurring circumstances
Hand Arm Vibration injury	To develop methodologies to remove manual tasks that have greatest impact on HAVS
Poor Public perception relating to civic pride and lack of care and maintenance	To develop activities and communicate these around new approaches and methodologies.

8. Standalone or ongoing project

Ongoing project at the later stages of the Herbicide Reduction Plan.

9. Equalities Impact Assessment (EQIA)

Disability: The additional street sweeping and cleaning machinery requested through this budget bid will help with weed removal from streets and open spaces. On streets this will have a positive impact for accessibility, especially for people using wheelchairs or mobility scooters and who have mobility and/or sight impairments.

Maternity: The additional street sweeping and cleaning machinery requested through this budget bid will help with weed removal from streets and open spaces. On streets this will have a positive impact for accessibility, especially for people using prams and buggies.”

Age: The proposed equipment automates a manual process that has links to Hand Arm Vibration Syndrome, therefore reducing the risk of this condition within an aging workforce in City Services.

10. Environmental Impact (climate change rating)

The project is overall rated as low negative impact, despite having a medium positive impact on biodiversity, the project does have a low negative impact relating to energy use, waster generation and use of transport. The project does mitigate against the use of herbicides in the public domain.

11. Data Protection Impact Assessment (DPIA)

No personal data will be processed.

12. Sign off.

Sign off	Name	Date
Sponsor	Alistair Wilson	23 rd October 2023
Project Manager	Don Blair	23 rd October 2023
Executive Councillor	Sam Carling	E&C 21 st March 2024 TBC

Appendix B

Cambridge City Council Equality Impact Assessment (EqIA)

This tool helps the Council ensure that we fulfil legal obligations of the [Public Sector Equality Duty](#) to have due regard to the need to –

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Guidance on how to complete this tool can be found on the Cambridge City Council intranet. For specific questions on the tool email Helen Crowther, Equality and Anti-Poverty Officer at equalities@cambridge.gov.uk or phone 01223 457046.

Once you have drafted the EqIA please send this to equalities@cambridge.gov.uk for checking. For advice on consulting on equality impacts, please contact Graham Saint, Strategy Officer, (graham.saint@cambridge.gov.uk or 01223 457044).

1. Title of strategy, policy, plan, project, contract or major change to your service
Herbicide Reduction Plan To reduce the reliance on herbicides for vegetation management across the city's public spaces. To enhance biodiversity and habitat quality within parks, open spaces, and the highway estate. To decrease public health and safety risks associated with unwanted vegetation growth on hard surfaces. To improve public awareness and engagement regarding the importance of biodiversity conservation and sustainable land management practices.
2. Webpage link to full details of the strategy, policy, plan, project, contract or major change to your service (if available)
Environment and Community Services Scrutiny Committee 27th January 2022 and Environment and Community Services Scrutiny Committee 23rd March 2023

3. What is the objective or purpose of your strategy, policy, plan, project, contract or major change to your service?

The Council, in response to the escalating Biodiversity Emergency, has unanimously voted in favour of a policy to reduce and eventually eliminate the use of herbicides on highway verges, roads, and pavements. This policy aims not only to address the pressing need for biodiversity conservation but also to enhance habitat quality and minimise public health and safety risks associated with traditional herbicide use.

On 18th July 2019, the Council declared a Biodiversity Emergency, recognising the urgent need to safeguard and restore natural ecosystems. As part of this commitment, the Council was dedicated to finding viable alternatives to herbicides for vegetation management across the city's public spaces. Collaborating with our Highway Authority partner, Cambridgeshire County Council, we have identified an opportunity to transition away from herbicide usage within the next year (2024).

The excessive use of herbicides poses significant risks to biodiversity, soil health, water quality, and human health. By transitioning away from herbicide usage and adopting alternative vegetation management strategies, we can minimise these risks while simultaneously enhancing habitat quality and biodiversity within our city. Additionally, addressing unwanted vegetation growth on hard surfaces is crucial for maintaining the structural integrity of public assets and reducing public health and safety hazards.

4. Responsible service

City Services

5. Who will be affected by this strategy, policy, plan, project, contract or major change to your service?

(Please tick all that apply)

- Residents
- Visitors
- Staff

Please state any specific client group or groups (e.g. City Council tenants, tourists, people who work in the city but do not live here):

The presence or absence of unwanted vegetation is an important element of an accepted public realm environmental quality standard. If a public road or street has lots of unwanted vegetation, it looks rundown and uncared for, and can attract environmental crime such as littering and fly-tipping. If vegetation is left to grow unchecked, its roots can cause damage to road surfaces, pavements, and adjoining property walls. Roads/ streets that are free from unwanted vegetation, on the other hand, look cleaner, tidier, and more welcoming, all residents, visitors and staff will be impacted by this change in policy to support the trial however some groups of residents may have other priorities and wish to manage weeds in different ways and with alternative methods. This Plan aims to support these different approaches and the proposed mechanical methodology will have a positive impact.

6. What type of strategy, policy, plan, project, contract or major change to your service is this?	<input type="checkbox"/> New <input type="checkbox"/> Major change <input checked="" type="checkbox"/> Minor change
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7. Are other departments or partners involved in delivering this strategy, policy, plan, project, contract or major change to your service? (Please tick)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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If 'Yes' please provide details below:

Cambridgeshire County Council – Highways team and City Homes.

8. Has the report on your strategy, policy, plan, project, contract or major change to your service gone to Committee? If so, which one?

Environment and Community Services Scrutiny Committee 27th January 2022 and March 2023.

9. What research methods/ evidence have you used in order to identify equality impacts of your strategy, policy, plan, project, contract or major change to your service?
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Desk based research, sharing of information with other local authorities and training courses.

Best Practice Guidance Notes for Integrated and Non-chemical Amenity Hard Surface Weed Control

<https://beta.lambeth.gov.uk/parks-sports-and-leisure/parks/integrated-pest-management-policy>

[https://www.apse.org.uk/apse/assets/File/John%20Moverley%20presentation\(1\).pdf](https://www.apse.org.uk/apse/assets/File/John%20Moverley%20presentation(1).pdf)

https://www.apse.org.uk/apse/assets/File/Debbie%20Sutton%20-%20Glyphosate%20presentation%2030_10_19.pdf

https://www.pan-uk.org/resources/#pesticide_alternatives

Practical demonstrations and testing of new machines.

10. Potential impacts

For each category below, please explain if the strategy, policy, plan, project, contract or major change to your service could have a positive/ negative impact or no impact. Where an impact has been identified, please explain what it is. Consider impacts on service users, visitors and staff members separately.

(a) Age - Please also consider any safeguarding issues for children and adults at risk

There is a potential positive impact when linked with age related to mobility. An assessment of weeds in pavements and footpaths prior to mechanical cleaning ensures the work is targeted and removes slips, trips, and falls.

(b) Disability

There is a positive impact for disabled people with mobility or sight impairments relating to the new mechanical methodology. If rights of way are not maintained to reduce weed growth, regrowth can cause obstacles that reduces accessibility and increases risk of trips and falls. Each street or space will be assessed before work is carried out and this assessment will identify potential slips, trips and falls.

(c) Gender reassignment

None identified

(d) Marriage and civil partnership

None identified

(e) Pregnancy and maternity

There is a potential positive impact especially when linked with mobility. An increase of weeds in pavements and footpaths does create a higher risk of slips trips and falls. Each street or space will be assessed before work is carried out and this assessment will identify potential slips, trips and falls.

(f) Race – Note that the protected characteristic ‘race’ refers to a group of people defined by their race, colour, and nationality (including citizenship) ethnic or national origins.

None identified

(g) Religion or belief

None identified

(h) Sex

None identified

(i) Sexual orientation

None identified

(j) Other factors that may lead to inequality – in particular, please consider the impact of any changes on:

- **Low-income groups or those experiencing the impacts of poverty**
- **Groups who have more than one protected characteristic that taken together create overlapping and interdependent systems of discrimination or disadvantage. (Here you are being asked to consider intersectionality, and for more information see: https://media.ed.ac.uk/media/1_I59kt25q).**

None identified

11. Action plan – New equality impacts will be identified in different stages throughout the planning and implementation stages of changes to your strategy, policy, plan, project, contract or major change to your service. How will you monitor these going forward? Also, how will you ensure that any potential negative impacts of the changes will be mitigated? (Please include dates where possible for when you will update this EqlA accordingly.)

The policy delivers the aims to address the Biodiversity Emergency by reducing herbicide usage and promoting alternative vegetation management strategies. By working collaboratively, engaging the public, and monitoring progress, we can achieve our goal of enhancing biodiversity, protecting public health and safety, and creating a more sustainable and resilient urban environment.

12. Do you have any additional comments?

None

13. Sign off

Name and job title of lead officer for this equality impact assessment: Alistair Wilson

Names and job titles of other assessment team members and people consulted: HRP Project Team

Date of EqlA sign off: 5th March 2024

Date of next review of the equalities impact assessment: March 2025

Date to be published on Cambridge City Council website: March 2024

All EqlAs need to be sent to Helen Crowther, Equality and Anti-Poverty Officer at helen.crowther@cambridge.gov.uk.