

CAMBRIDGE BUSINESS IMPROVEMENT DISTRICT (BID)

Final Consultation Document

2023-2028

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CREATING A WORLD-CLASS EXPERIENCE FOR ALL WHO VISIT, LIVE, AND WORK IN CAMBRIDGE, A GLOBAL CITY

Cambridge Business Improvement District (BID) is a collaboration of **1,200 businesses**, working together to create a world-class experience for all who visit, live, and work in Cambridge, a global city.

Launched in April 2013, the organisation received a mandate in November 2017 to continue its work for a second five-year term, following a Renewal Ballot in which 80 per cent of voters gave their backing to the Business Plan for 2018-2023. In the process, the BID Area was extended to incorporate the CB1 area and Station Square; the threshold above which businesses pay a levy was also increased from **£20,000 to £30,000**.

During this second term, almost £5 million of private sector funding is being invested in the city through Cambridge BID. This underpins existing projects - delivered under the Welcome, Experience and Support workstreams - and enabled new initiatives that will attract new talent and business, while raising the city's profile still further on the global stage. This term has also seen the Covid-19 pandemic that had a profound effect on all global cities and Cambridge was no exception. For almost two years, visitors avoided crowded places,



businesses were severely restricted or forced to close, and home working and study prevailed. Cambridge BID have worked hard to ensure the city bounces back quickly and safely.

During this period, we provided much needed assistance to city centre businesses by -

- 1) Continued our business support functions in 2020 and 2021
- 2) Launched our £150k Covid Business support grant in May 2021
- 3) Delivered our Cows about Cambridge city wide public art project in the summer of 2021 just as the city began to open up.

With footfall now back to 2019 levels Cambridge is proving how robust it is and the bounce-back is being sustained. As part of that strengthening recovery there is a need to reconnect people - with the city; not just to restore old habits but to encourage new patterns of behaviour. ➔

**1,200 BUSINESSES,
WORKING TOGETHER**



➤ THAT IS WHY THE KEY OBJECTIVES FOR THE NEXT 5-YEARS OF THE CAMBRIDGE BID WILL BE:



TO ENCOURAGE MORE VISITORS TO EXTEND THEIR STAY IN THE CITY AND TO STAY OVERNIGHT

If **10% more visitors** to Cambridge were to stay overnight, that would mean an **extra £34million** spent in BID businesses.

TO ENCOURAGE MORE EMPLOYEES, STUDENTS, AND RESIDENTS TO MAKE MORE OF THE CITY

If **10% more employees, students and residents** in Cambridge spent an extra hour a week in the city, that would mean an **extra £5million** spent in BID businesses.

This document outlines how we plan to achieve these ambitious targets using both current projects and services together with new proposals that result from consultation with and feedback from our business community.

We have combined the project areas of Welcome and Experience and added a connect workstream to create Support and Connect as our two project themes. Cambridge BID term 3 will deliver around £1.25m a year with 3% inflation resulting in a total income over 5 years of around £6.5m

Work has started on developing our business plan for our Third Term (April 2023-2028) and this will be published in

September. This final consultation document pulls together all the strands of research we have carried out over the last few months and outlines the direction you believe the BID should be heading in.

From 14 October 2022 levy payers will be able to vote for a further five years of BID support. The BID has ambitious plans to be part of ensuring Cambridge is and continues to offer a world class experience for all who visit, live, and work in the city.



YOU SPOKE, WE LISTENED

Our door is always open and the BID team work with businesses on a daily basis, but over the last few months we have been gathering more specific feedback through a variety of consultation methods to hear your thoughts about the next five years

> OUR CITY AMBASSADORS

Our City Ambassadors carry out several business visits each week which are reported back to the team, they are the eyes and ears of the BID.

> FACE-TO-FACE

Throughout March we held a series of Consultation Workshops inviting businesses to come along and contribute to project discussions. Working with a cross section of the city, it enabled us to understand the priorities for the various sectors.

> ANNUAL SURVEY

Each January we conduct an annual survey in partnership with The Retail Group where we ask a large proportion of BID businesses to complete a questionnaire. This gives us an understanding of how your business is performing, how you feel the city is performing and your thoughts on the work that we are delivering. This information has enabled us to fine tune our project delivery each year.

> ANNUAL CONSUMER SURVEY

In February over 2,000 consumers completed this survey helping us understand how they perceive the city, our BID projects and what improvements could be made. This information is then used to determine project priorities.

> AGM JULY 14TH 2022, GRADUATE HOTEL 6PM

All BID businesses are invited to attend our AGM and Summer Business Event where you can meet the team and hear from our CEO and Chairman who give an overview of the previous year's activity as well as an insight into how our work will benefit you over the year ahead.

This year we are delighted to have two guest speakers, firstly Robert Pollock, Chief Executive of Cambridge City Council will talk about the benefits of Public/Private Partnerships and then Andrew Carter Chief Executive of the Centre for Cities, will talk about how cities are recovering post pandemic and what their future looks like.

[» REGISTER YOUR SPOT HERE](#)

> PROJECT FEEDBACK

We seek feedback following completion of many of our projects, which gives us valuable information to help shape future projects.



LOOKING AHEAD

2023-2028

Looking ahead to Term 3 of Cambridge BID, you have said:

‘How do we encourage people to explore the city more, move people around to places they would not usually go to’

‘Cambridge should be buzzing after work, how can we get that European feel in the twilight hours’

‘There’s so much going on, how do we encapsulate that and tell more people’

‘There’s obvious off-peak days for many businesses, how do we spread the customers out more evenly throughout the day/week’

‘The office sector is a growing one, we need the people who work in the city to enjoy the city’

‘Small businesses need help with how to do their bit for the environment’

‘Who can speak up for the business community when it comes to things like public transport and parking issues’



➤ We have assessed the feedback and our two future themes include projects identified as being most important to you along with some existing projects that you are keen we keep delivering:

EXPERIENCE & WELCOME

Key priorities:

VISITOR STRATEGY

- Work with partners to develop a Destination Management Plan (DMP) for the city.
- Develop bookable products to promote more visitors staying in the city, especially mid-week and for longer 3-4 night and week-long stays. Showcase Cambridge as the gateway to East Anglia and its coast.
- Work closely with Visit Britain, Visit England and other industry partners, in particular Travel Trade and Meetings, Incentive, Conference and Exhibitions (MICE) specialists..
- Represent Cambridge by attending key tourism and travel events.
- Develop our research capability to be able to measure and monitor the effectiveness of campaigns. Track visitor data with tools such as The Cambridge Model volume and value reports, STR data, T-stats, tourism sentiment indexes and our own footfall and other data sources.
- Wider use of social media influencers.

CITY ANIMATION

- Building on the huge success of the 2021 Cows about Cambridge trail we will work with our key partners to deliver a second city wide art trail in spring 2024 and a third in spring 2026 or 2027.
- Deliver a new city-wide Christmas lights programme and in doing so ensure they are carbon neutral.

LIGHT THE CITY

- Working with partners seek to develop more lighting and projection type events in the city that drive footfall.

MIDWEEK CAMPAIGN

- Develop midweek promotions to target residents, workers and more overnight stays. This will include developing a Wonderful Wednesday's project to include themes around Wellbeing Wednesday, spas, beauty and hair as well as food and drink Wednesdays to encourage people to visit and ideally stay in the city centre on midweek evenings.

SAFER CITY CENTRE COMMUNITY

- Develop our 'safe city' Purple Flag project to include staff training on customer welfare.
- Work with Cambridge City Council on ensuring our streets are kept clean and safe and that businesses are supported when dealing with issues like anti-social behaviour .

And of course, we will continue to deliver our existing project portfolio:

- Investment in social media & website content to promote the city and its businesses
- City events and screenings.
- Visitor guides, maps & magazines.
- Christmas lighting display across the city.
- City Ambassador service.
- Supporting Cambridge Business Against Crime (CAMBAC) and other projects that address anti-social behaviour



SUPPORT & CONNECT

Key priorities:

RETAIN SPEND IN THE CITY

- Develop a loyalty programme for employees, residents and students (particularly based on walking and cycling), this will also encourage more usage of the city from these consumer segments.

DIGITAL CONNECTIVITY

- Better digital connectivity and presentation of the city to give consumers a vibrant experience (metaverse) of the offer here and encourage visits, stays and spend.

GREEN AGENDA

- Work with Cambridge City Council and businesses on supporting their environmental initiatives and objectives, including biodiversity, climate change and greening of the public realm and spaces.

- Look at implementing a commercial compostable bin service to support sustainability and recycling.

BUSINESS CONSULTATIONS

- Represent businesses in the myriad of transport and access consultations including the Market Square project and working with providers such as GCP, CPCA, Cambridge County Council and County Council.

As well as delivering the current portfolio:

- Performance Monitoring & footfall information
- Supporting local events & festivals
- Supporting our Independent sector with dedicated projects tailored for this important community
- Love Cambridge Gift Card



WE KEEP DELIVERING



NEXT STEPS

The consultation and project development will continue over the coming months, to ensure we meet the needs of the business community. On July 14th we will host our AGM and Summer Business Event at the Graduate Hotel Cambridge where we will cover our activity over the last 12 months and go through the next phase of activity in the lead up to the ballot. A business plan will be developed and launched in September and showcased at our annual awards event on September 29th at The Cambridge Union.

TIME TABLE



MEET THE TEAM

The team are always on hand to answer any questions, help with any issues that you might have. Contact details are below, we look forward to seeing you all soon.

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