

Case Study 1 – Cambridge Folk Festival



Overview

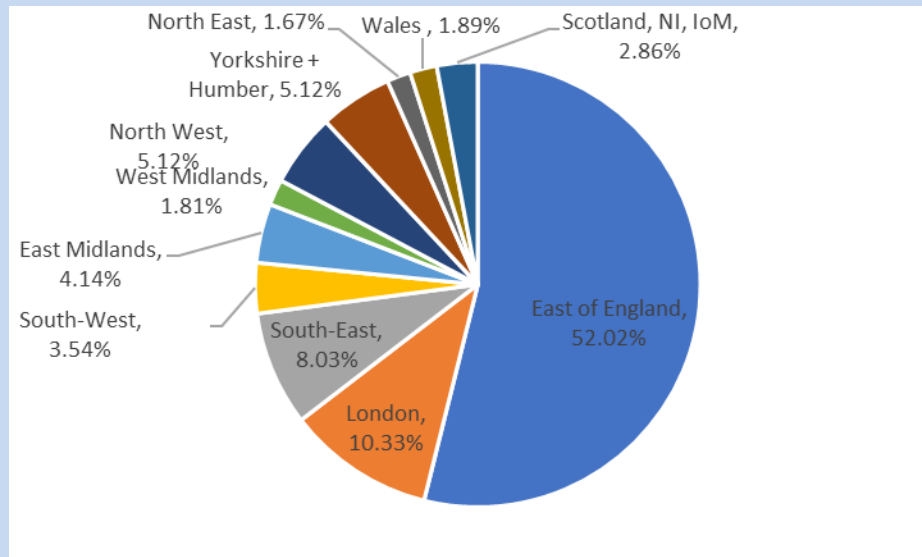
The Cambridge Folk Festival has, since its inception in 1965, been at the cutting edge of the British folk scene. It is internationally renowned, a national anchor for the folk music scene, and brings international attention and income into the City of Cambridge. Now, it attracts over 14,000 people per 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.

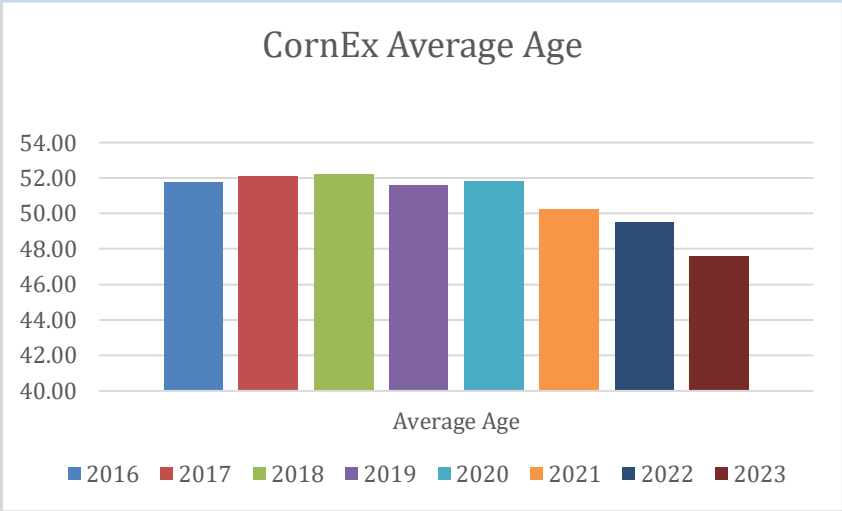
To be an Anchor

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.

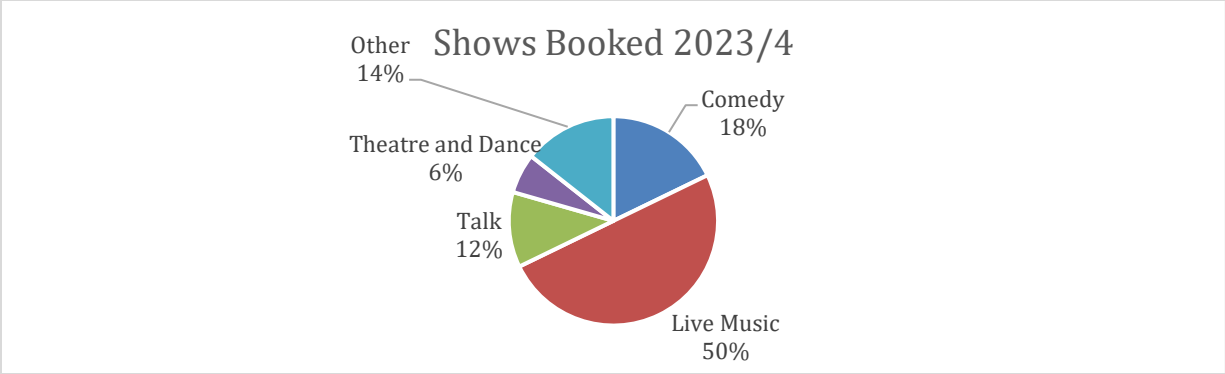
As a facilitator and enabler, the venues Box Office have sold 146 external events in the current financial year, fostering collaboration within Cambridgeshire’s cultural community and positively impacting community cohesion. The engagement goes beyond the city limits, with 87% of attendees from the East 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.