

# City Centre Views

Personal views from a member of the Forum



## Simon Fowler

Managing Director of Robert Sayle

Cambridge is developing and developing fast. The City is home to a growing and vibrant economy with attracts new businesses and clever minds from across the globe. All this inevitably means change and change, as we know, can sometimes be uncomfortable. However, as the new millennium rises above the not so distant horizon we must all be prepared to take our City ahead positively. Change in nature is both chaotic and orderly at the same time. Earthquake, volcanoes and freak weather are as unpredictable as they are unwelcome but, throughout all this, order is created. The tides ebb and flow on time, the moon waxes and wanes like clockwork, the sun never fails to rise in the morning and a stone dropped into the still water

will cause perfect circular ripples every time.

In general, things that draw our attention are those which show great order. The love of simple structures and clear shapes holds true throughout our lives. Indeed, a walk through Cambridge City Centre shows that the architects of the City's buildings from ancient to modern, all show great regularity through careful use of shape, size and structure. Consistency in this area helps give Cambridge its appeal and makes it the attractive City that it is today. Looking to the future, it will be important to take a close look at matters we find under our direct responsibility, ensuring order is created out of the changes ahead. Just as a writer puts words together in an interesting and informative way, so we must continue to ensure that Cambridge remains an orderly and interesting City with the power to attract visitors and tourists from across the world. The better we are at doing this the better we will be at being head and shoulders above all other City Centres competing for our business. ♦

- ◆ Pedestrian Counts
- ◆ Car Park & Cambridge Park & Ride Usage
- ◆ Commercial Property Vacancy Rate
- ◆ Commercial Property Rents
- ◆ Tourism Figures
- ◆ Level of Road Traffic Accidents
- ◆ Crime Figures
- ◆ Environmental Health Check (inc. Pollution and cleanliness audits)

We will report the results through City Centre News and regular updates to the City Centre Management 3 Year Plan. ♦

## Performance Indicators

Monitoring the performance of the City Centre is a key part of setting future strategies and it is important that a broad "health check" is carried out, supported by City Centre user surveys, to offer a benchmark by which the success of City Centre projects and strategies may be judged. Initially the key indicators City Centre Management will be checking are:

## City Centre Ranger Update

The streets of the City Centre may see less tourists at this time of year, but that does not mean the Rangers are any less busy. The Christmas period brings large numbers of people into the Cambridge and the Rangers were fully occupied with ensuring the City Centre remained a safe and welcoming environment for all.

Jim Varney even got roped into playing an extra special role at the Christmas Lights Switch On – for those who didn't spot his characteristic chortle, Jim played Santa

Claus in the Christmas Starlight Parade. The quieter streets at this time of year give the Rangers an opportunity to bring important elements of the City Centre up to scratch, replacing and renewing signs, removing graffiti, painting street furniture and tackling fly posting.

If you know of an area in the City Centre which could benefit from the Ranger treatment call either Jim Varney or Andy White on 0411 753655. ♦

## WHAT'S ON

To include your events in future issues contact Lydia Bowman or Nick Bolton.

**Tea Dance with Len Ebbage**  
The Guildhall, 17 February  
Tel: Frances Alderton 01223 457514

**The Pashley Sarcophagus,**  
Lunchtime gallery talk  
Fitzwilliam Museum, 17 February

**Alan Davies**  
BBC TV's Jonathan Creek Live  
Corn Exchange, 26 February  
Box Office 01223 457562

**GCMA Millennium Countdown Clock Launch**  
Market Square, 6 March  
Tel: Brian Cleary 01223 457131

**Stomp**  
Corn Exchange, 9-14 March  
"Pure stage magic" Sunday Telegraph  
Box Office 01223 457562

**Science Week at the University of Cambridge**  
Public Launch  
Pembroke College, 13 March

**Bournemouth Symphony Orchestra**  
10th Great Orchestral Series  
Corn Exchange, 19 March  
In collaboration with The Eastern Orchestral Board and subsidised by Eastern Arts Board in collaboration with East Midlands Arts Board

**STOP PRESS:**  
**City Centre Management Consultative Forum Meeting**  
24 March

The Consultative Forum is an inclusive group for organisations or individuals with a stake in the City Centre. This meeting will include a presentation on the proposals for Grand Arcade by Shearer Property Development.

If you would like to be involved or to attend this meeting, please contact Lydia Bowman or Nick Bolton on 01223 457205.

## City Centre News

*City Centre News* is published every three months. It is aimed at those who are interested in making a contribution to the City Centre Management initiative. If you would like further copies, if you know any other organisation or company who might like to be on our mailing list please contact Lydia Bowman or Nick Bolton at the address on page 2.

# City Centre News

No 10 • February 1999



## More Street Improvements for the City Centre

Work has started in Green Street on a series of streetscape improvements aimed at making it more attractive and enticing more people into this area of the City Centre.

Over the past nine months the Green Street Improvement Partnership has been working hard to finalise the plan. Made up of property owners, Green Street Traders Association, the County Council, City Council and City Centre Management the partnership has raised £180,000 to:

- ◆ Widen the footways
- ◆ Resurface the footways in natural stone
- ◆ Resurface the street using granite setts reclaimed from the old cattle market
- ◆ Install new cycle racks along the street and other street furniture

It is also planned to create attractive entrance features at both ends of the street. Additional funds are being sought to commission an entrance arch off Trinity Street to further encourage shoppers and visitors passing along Trinity Street and Sidney Street to come and see what Green Street and its traders have to offer.

### Partnership

The Green Street scheme, set to finish in mid May, is a demonstration of what can be achieved by developing true partnerships. No one partner alone could have accomplished such major improvements in such a short time, from initial ideas in late 1997, and with the added benefits of offering training for unemployed young people. The City Council made it a requirement of its funding that the contractor provides young unemployed people with training in the specialised skill of natural stone paving.

### Join The Street Party

When the improvements are complete in the late spring, Green Street will be throwing a Street Party to celebrate the rebirth of this diverse shopping area. Along with a traditional ribbon cutting ceremony, there will be entertainment, colour and music to mark the completion of the works and to encourage the public to visit the shops and businesses that have worked so hard to improve their environment.

In the meantime, should you have any problems during the works, or would like to find out more about the scheme, please contact:

Colin Currie	Project Engineer	0831 149970
Lydia Bowman	City Centre Manager	01223 457205
Andy Thompson	Principal Planning Officer, City Council	01223 457131

For information about the implications for Pedestrian Zone access please contact:

Sue Hewitt	Pedestrian Zone Manager	01223 301037
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### Your Street Next?

Could your part of the City Centre benefit from the partnership approach and achieve the Green Street effect?

If you would like to talk about how to build a partnership similar to the Green Street one call Lydia Bowman at City Centre Management or speak to a member of the Green Street Traders Association.

Nick Lane, owner of the specialist shoe retailers Sundae and Eccolet, is enthusiastic about the long term benefits: "Now the actual work has started, we are aware of the potential disruption but everyone involved is really trying to minimize the inconvenience for retailers and shoppers. The partnership funding really does mean that all parties involved are pulling together and I'm certain that the result will be well worth waiting for" ♦



## WHO'S WHO

in Cambridge City Centre Management.

### CONSULTATIVE FORUM

#### Cambridgeshire County Council:

Cllr. Peter Bishop  
Cllr. Anthony Bowen

#### South Cambs District Council:

Cllr. Brenda Bishop

#### Cambridge City Council:

Cllr. Joye Rosenstiel  
Cllr. Daphne Roper

#### Cambridgeshire Constabulary:

Inspector Paul Doxy

#### Tourist Information Centre:

Margaret Badcock

#### Powell & Bull:

Chris Powell

#### Heffers:

Mark Wait

#### Holiday Inn:

Kathy Mills/Philip Lockwood

#### Stagecoach Cambus:

Chris Moderate

#### University of Cambridge:

Michael Bienias

#### Cambridge University Students Union:

Holly Linklater

#### Park Street Residents Association:

Rosemary Hoskins

#### King Street Neighbourhood Assoc.:

Roger France

#### City Centre Churches:

Rev. Chris Hancock/Christopher Clark

#### Directions Plus:

Jim Smith

#### Cambridge Disabled Access & Transport Group:

Betty Roberts

#### Camsight:

Peter Gibson

#### Society of Cambridge Tourist Guides:

Hilary Pennington

#### Cambridge Preservation Society:

Richard Whittaker

#### Friends of the Earth:

Dr David Earl

#### Cambridge Cycling Campaign:

Clare Macrae

### EXECUTIVE GROUP

#### Cambridge City Council:

Peter Studdert (chair)

#### Cambridgeshire County Council:

Brian Smith

#### City Centre Management:

Lydia Bowman

#### City Centre residents:

Jo Hefford

#### CRACA:

Neil Mackie

#### Grafton Centre:

Chris Fenn

#### South Cambs. District Council:

Keith Miles

#### University and Colleges:

Peter Brindle

### CITY CENTRE MANAGER

Lydia Bowman

### ASSISTANT CITY CENTRE MANAGER

Nick Bolton

### CITY CENTRE RANGERS

Andy White, Jim Varney

City Centre Management Office,  
The Guildhall, Cambridge CB2 3QJ

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# News in Brief ...

## Core Traffic Scheme

Consultation is currently underway over the next phases of the Cambridge Core Traffic Scheme aimed at improving air quality, reducing congestion and making Cambridge City Centre a better place for people.

The traffic restriction on Bridge Street was the latest phase of the scheme where planning and consultation is currently in progress to turn this experiment into a practical and permanent feature of the City Centre traffic management system. The next phases of the Core Scheme will involve a closure point on Emmanuel Road which will come into effect in the autumn of 1999.

Consultation is already underway with many individuals and organisations who will be affected. If you would like further details please contact Richard Preston at the County Council on 01223 717780.

## Cambridge Park & Ride

The number of car parking spaces available at the Cambridge Park & Ride site on Madingley Road has been increased by a further 500 spaces bringing the total number to just over 2,000 over four sites. The Madingley Road spaces were originally planned for when demand required and the success of Cambridge Park & Ride means that this site already reaches capacity on many of the busy Saturdays throughout the year. This expansion will help to ensure that even more people can take advantage of the benefits Cambridge Park & Ride offers. Watch out for the next site to open this summer - Babraham Road to the south of the City.

## Extra £35,000 for Capital Grant Scheme

City Centre Management has secured an additional £35,000 for its capital grant scheme, which means that between now and 2001 there is £60,000 available for organisations and groups to submit bids for capital schemes which offer a benefit to the City Centre. Talk to City Centre Management soon and see if your project can gain a helping hand.

Call Lydia Bowman –  
City Centre Manager 01223 457205

## Silver Broom Award for City Sweepers

One of the team of street cleaners responsible for keeping the City Centre streets free from litter, was recently nominated for a "Silver Broom Award" from the Tidy Britain Group. Allan Brigham was chosen for going above and beyond the call of duty in his efforts to ensure Cambridge City Centre is a pleasant place to be. The awards were made just before Christmas and Allan won the Cambridgeshire award together with £200 and decanter. Congratulations Allan and thank you for your efforts.

## Cambridge Park & Ride Manager

As the next step in ensuring Cambridge Park & Ride continues to offer City commuters and shoppers an attractive means of accessing the City Centre, Lorraine Haig has been appointed the new Cambridge Park & Ride Manager.

Lorraine's role will be to champion Cambridge Park & Ride on behalf of existing and future customers with the aim of continuously improving and expanding the service.

Lorraine's first suggestion was to include a copy of the latest Cambridge Park & Ride leaflet with this newsletter and we are pleased to obliged. We hope you find it useful and feel encouraged to use this ever improving service. ♦



Lorraine Haig, newly appointed  
Cambridge Park & Ride Manager

# City Centre Management Plan 1999 to 2001



To continue the momentum gained over recent years and to further develop the key partnerships that will carry Cambridge City Centre into the new millennium, City Centre Management is launching its new Three Year Plan.

Centred on the main issues for the City Centre of Access, Environment, Day to Day Management, Safety and Marketing the plan covers a range of projects in the period up to April 2001. The projects will be undertaken by relevant partner organisations with the City Centre Management team ensuring that the best interests of the City Centre are upheld.

The next few years will be challenging for the City Centre with increased regional

competition, the need for a sustainable transport strategy and the potential for major development schemes such as Grand Arcade in the heart of the City. Strong partnerships will be the only way to ensure these issues are tackled comprehensively and successfully and the City Centre Management Plan benefits from the support of a broad mix of organisations, from both the private and public sector, that influence and control how the City Centre evolves.

Copies of the Plan will be issued in the next few weeks to all organisations involved with City Centre Management but if you would like a copy please contact Nick Bolton on 01223 457205. ♦

## For Example:

### Access

♦ Develop and communicate an access strategy for the City Centre.

### Environment

- ♦ Develop Cambridge Park & Ride according to agreed business strategy.
- ♦ Streetscape improvement schemes in Bridge St, Fitzroy St and Green St.
- ♦ Improve City Centre public toilets and bus shelters.

### Day to Day Management.

♦ Review effectiveness of current services in the City Centre.

### Safety

♦ Develop an acceptable lighting strategy for key areas of the City Centre.

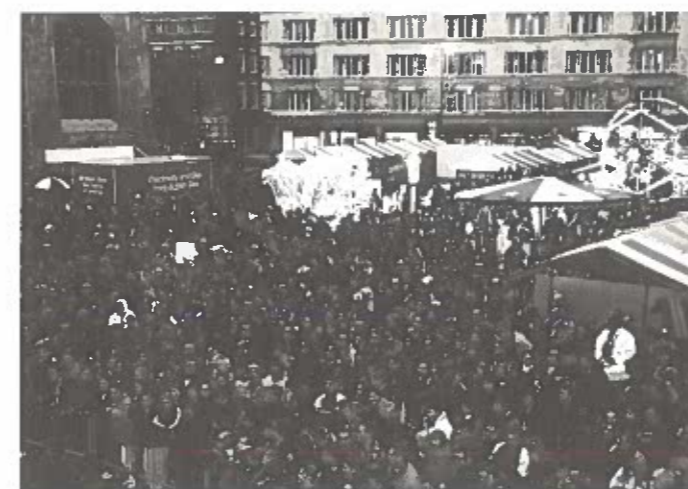
### Marketing

♦ Produce a marketing strategy and action plan for the City Centre

# Will There be a 'Cambridge at Christmas' in 1999?

The Cambridge at Christmas '98 campaign was, once again, a great step forward from previous years, and in particular the event to celebrate the switching on of the Christmas lights and mark the start of the festive season, was

extremely popular with the public. Park & Ride was operating even more widely to bring shoppers into the City Centre and a giant Christmas Tree once again returned, after several years absence, to the heart of Cambridge.



The City Centre was busy all day as crowds packed the Market Square in Cambridge to await the arrival of Santa Claus in Chitty Chitty Bang Bang marking the start of Cambridge at Christmas '98.

However, Cambridge at Christmas '98 nearly didn't happen at all. The fundraising and organisation for the Christmas campaign fell on the shoulders of an ever smaller group of businesses and organisations and indeed donations from one of the groups with most to gain from Christmas, the retailers, actual fell in 1998. City Centre Management cannot continue to pull the rabbit from the hat and produce a Cambridge at Christmas campaign without broader support from both the private and public sector. 1999 is set to be a challenging year for the retail heart of the City, particularly so as we face competition from towns and cities in the region who have already got their act together for Christmas '99 and the Millennium.

A stronger alliance between the stakeholders in Christmas must be established or Cambridge at Christmas '99 will not happen. No-one wants to let down the public who keep the City Centre the prosperous and the exciting place it is. Cambridge City Centre will be a duller and less inviting place as it enters the new millennium without a more concerted effort from everyone. ♦

## Cambridge at Christmas '98 was entirely due to the donations and efforts made by the following :

Ad Hoc	Catherine Jones	Eaden Lilley	Hobbs Sport	Royal Bank of Scotland
Anthony	City Centre Management	Emmanuel Jewellers	J Sainsbury	Stagecoach
Austin Reed	City Council Leisure Services	Fired Earth	Lion Yard	Talking T's
Boots	City Council Community Arts Team	Giles & Co/Chappel	Lloyds	The Chocolate House
Bradford & Bingley	Cambs. County Council	Grafton Centre	Marks and Spencer	Toko
British Gas	Crabtree & Evelyn	Gymboree	Magic Joke Shop	Trinity College
Buckies	CRACA	Halifax	City Council Market Management	WH Smith
Cambridge Evening News	DHL	Heffers	Monsoon	Wax Lyrical
Cambridge University Press	Dillons	Hobbs Ladies Fashion	Powell & Bull	Woolworth