

Civic Quarter Liaison Group: January 31st 2024



Agenda

- Welcome and introductions
- Terms of Reference for the Civic Quarter Liaison Group
- Presentation on the Approved S&R report
- Q&A
- Next Steps

Terms of Reference

Work to date

1. Environment and Community Scrutiny Committee March 2022 Proposed Improvement to the Market Square
2. Future Office Accommodation Strategy approved at Strategy and Resources Committee in October 2022
3. Survey Report on Corn Exchange 2022
4. General Fund Asset Management Plan updated in March 2023
5. Feasibility work on Guildhall Nov 23

Civic Quarter Vision

1. Creating a more **attractive central Cambridge destination for residents** that would increase visitor numbers for the market, the Corn Exchange and businesses in the area
2. Making essential, long term savings to **ensure frontline council services are sustainable**, by cutting operational costs and increasing revenue streams - a process that is a part of the council's continuing 'Our Cambridge' transformation strategy
3. Helping the council to meet its **net zero carbon** by 2030 target.



Market Square Vision

“An inspiring, strategic public realm heart to the city centre, the market square will be welcoming to all to work, visit and spend time here. A 21st century international and local multi-generational and multi-cultural space, celebrating Cambridge’s history and heritage, it integrates a thriving, sustainable, accessible, safe and open environment, connecting the surrounding streets with spaces to shop, wander, stop and socialise. A bustling 7-day market, space for seating and eating, additional business and social opportunities and engaging and inclusive cultural events will add to the richness of the area, making this an active day and evening hub in the city centre for local businesses, residents, and the wider community.”

Next Steps on Market Square

1. progress the current designs on the agreed vision
2. support the market, its shoppers and its traders by continuing with the essential business as usual maintenance works
3. for the Executive Councillor to consider a report at the Environment and Community Scrutiny Committee in March 2024 on the current market legal status.

Guildhall Feasibility

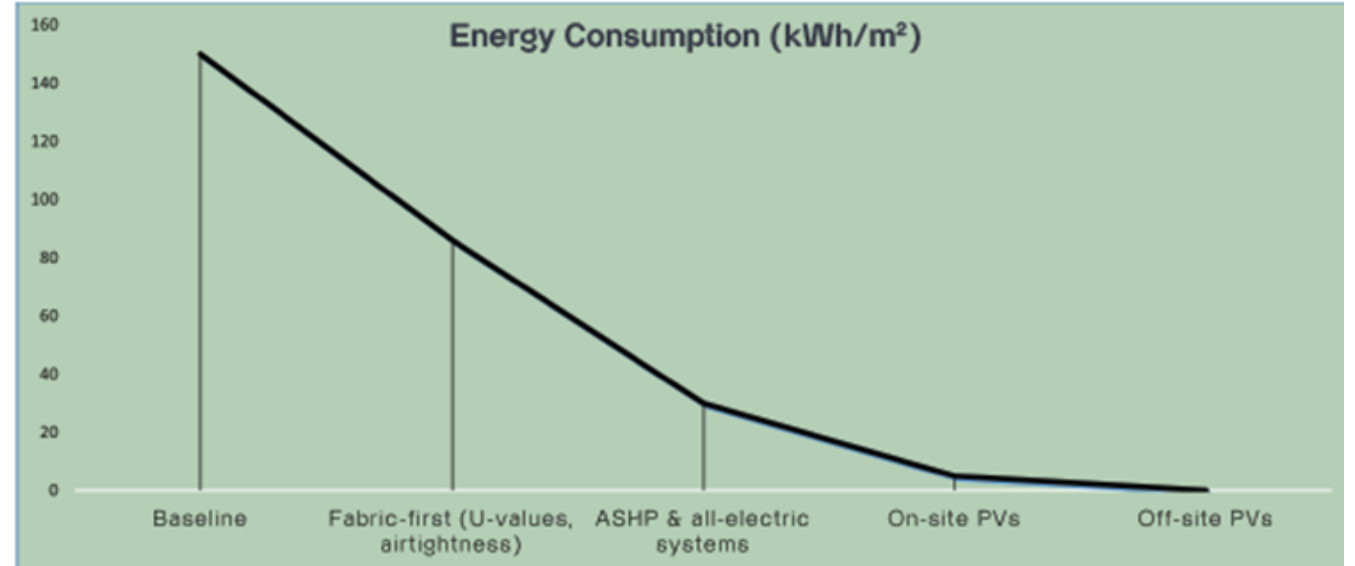
The Future Office Accommodation Strategy recommended comparing two options that fulfilled the requirements for office and civic space:

- 1) a refurbished Guildhall, partially funded through the sale of Mandela House (Option 1 in this report)
- 2) a comparator option – the sale of both the Guildhall and Mandela House with the Council moving into rented premises (Option 2)

The Guildhall Feasibility completed in November 2023 explored the two options.

Guildhall Feasibility

1. Room for 150 council officers
2. Net Zero
3. Fully accessible
4. Retention of heritage and civic spaces
5. Retention of halls



Guildhall

£16m generated from the disposal of Mandela House and refurbishing the Guildhall for **£35m** (Option 1)

produces a positive **Net Present Value of £22m** for the Council in 30 years

with a payback in **9 years** when compared to the Do Nothing option.

Guildhall

Option 1 generates:

1. significant operational savings of **£918k** per annum for Mandela House and **£1.342m** for the Guildhall.
2. an opportunity to generate over **£700k** in net revenue per annum.
3. a reduction in the Council's exposure to an estimated **c. £500k** annual cost if refurbishment is to Net Zero



Corn Exchange

1. One of the largest venues for concerts outside London in East Anglia. Much loved concert, events and conference venue with 133,000 visitors per annum. Average bar spend per head is over £8 per head for stand up concerts and £5 for sit down concerts.
2. Operating costs (excluding staff costs) are high
3. £5.5m put aside for the 30 year asset management plan
4. The turnover for the Corn Exchange exceeds £2m and significantly contributes to the City's economy.
5. The Guildhall also has an interdependency with the Corn Exchange particularly in the commercial conferencing market.

Corn Exchange

Opportunity to review:

1. Improving the acoustics of the Hall
2. Improving the spend per head
3. Reducing annual operational costs
4. the synergies with an improved market square and Guildhall as part of a Civic Quarter destination and contribute to the outdoor events programme

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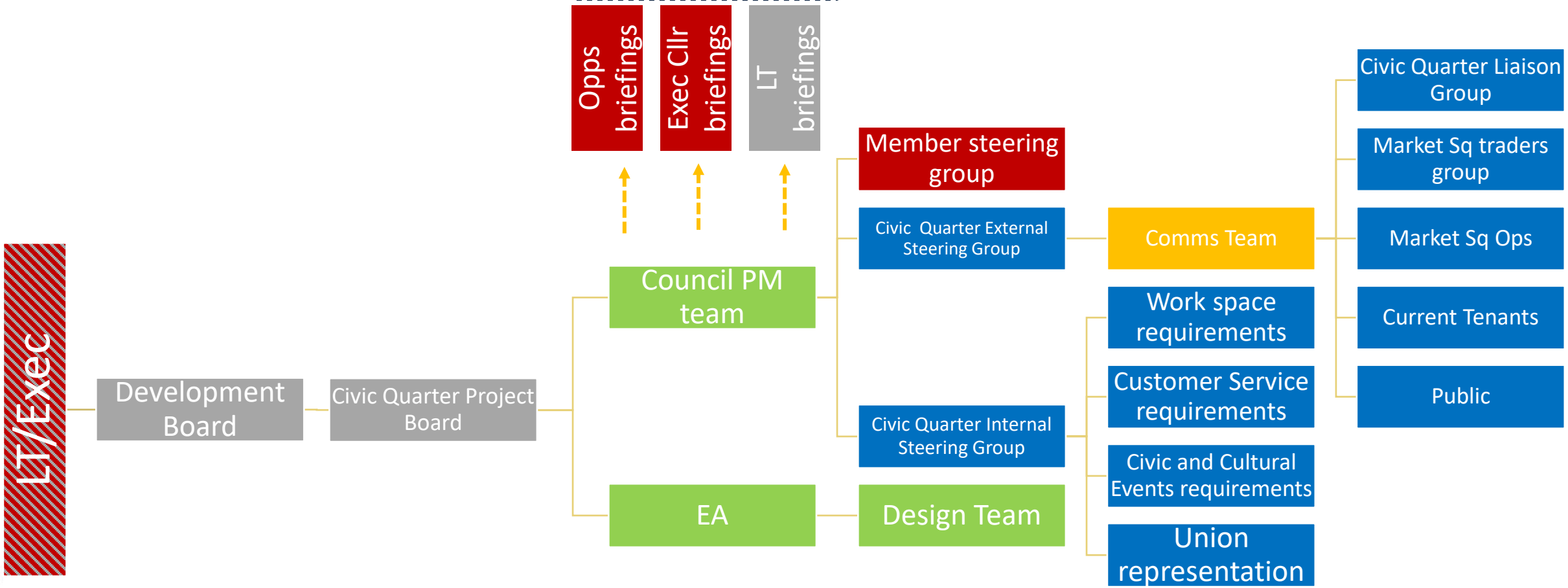
What has been approved?

£1.45m to procure a design consortia design to RIBA 2 for the Civic Quarter managed through a single project and professional team. For the design team to:

1. progress the design work and agreed vision for the Market
2. build upon the feasibility work undertaken for the Guildhall
3. undertake feasibility and design work for the Corn Exchange

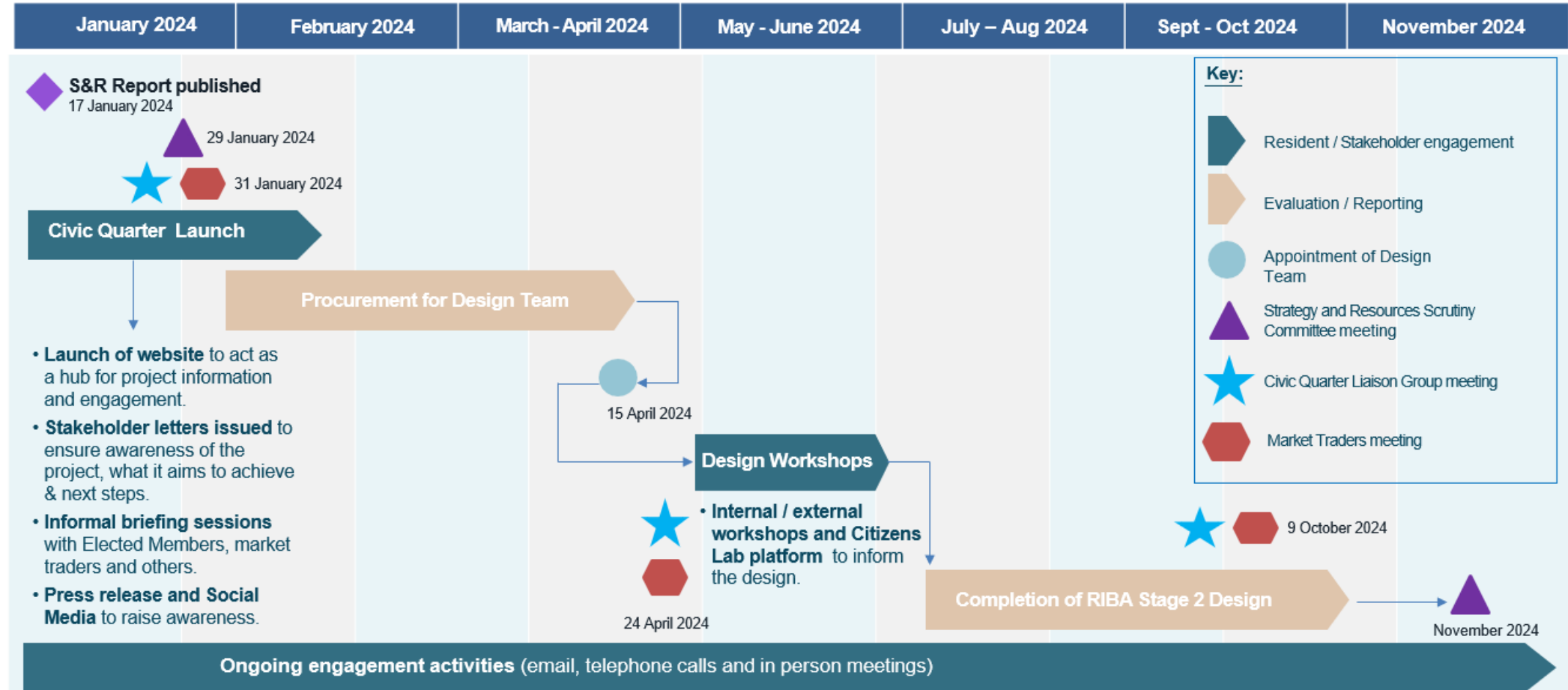
To bring back a report for Nov 24 S&R Committee on recommended next steps

Governance



Comms Strategy

Civic Quarter Engagement Plan



Comms



A RENEWED CIVIC QUARTER

Cambridge City Council has published fresh proposals for investment in a renewed Civic Quarter in central Cambridge.

KEEP ME UPDATED



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17 January 2024

Dear Market Trader

Market Square Update – Cambridge Civic Quarter Project

I am writing to update you on our plans to improve the Market Square. As you may know, in recent years the council has been working with market traders on initial development plans for the Market Square with a commitment to maintaining and improving the area for its businesses and stakeholders. Thank you for your input into this process to date, which has been crucial in establishing the vision for the Market Square.

As the owner of the Market Square, the Guildhall and the Corn Exchange, there is an opportunity for us to build upon the work done to date on the Market Square and think about these three sites together during the next stage of design, to create a place that brings a new, exciting dimension to the city centre, attracting more people and enhancing the area for all.

Strategy and Resources Scrutiny Committee Report

A report, which has been published today (17 January 2024), outlines council staff's recommendation that funds should be allocated for the progression of designs for the Civic Quarter project, which includes the Market Square, the Guildhall, and the Corn Exchange. The report can be viewed at the following link:
<https://democracy.cambridge.gov.uk/ieListDocuments.aspx?CId=159&Mid=4273&Ver=4>

The report and its recommendations are due to be considered at a meeting of the Council's Strategy and Resources Scrutiny Committee on the 29 January at 5.30pm. If approved, council staff will be instructed to commission an external design team (including architects and engineers) to develop the Civic Quarter proposals.

Thank you – any questions