CAMBRIDGE CIVIC QUARTER ENGAGEMENT REPORT

September 2024
Prepared by ECF

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1.0 Executive Summary

1.1 Context

1.1.1 Cambridge City Council (CCC) have presented proposals that reimagine the Guildhall, Corn Exchange, Market Square and public spaces in between. These historic sites need care and attention, so while investing to preserve them, the council consulted to hear from local people about making the sites fit for a 21st century society. The aim of the project is to create designs for the new Civic Quarter that will:

- Create a focal point in the centre of Cambridge that local people can be proud of, and which lives up to the city's reputation as a centre of excellence and cultural significance.
- Attract residents and visitors to spend more time in the Market Square, Corn Exchange, and city centre shops, restaurants and bars.
- Build on the agreed vision for the Market Square to make it a more accessible, attractive, welcoming, exciting and safe place to visit, shop and gather.
- Make the Corn Exchange a more modern and appealing venue with updated facilities, while exploring new commercial opportunities and reducing operational costs.
- Conserve the Grade II listed Guildhall as a net zero carbon building to save running costs, with a welcoming environment for the public, and fit-for-future working spaces for council uses, while creating new spaces for commercial occupiers in order to increase the council's income to support the delivery of frontline council services.

1.1.2 As part of this, the council have ring-fenced £20 million to reimagine Cambridge's Market Square, Guildhall, and Corn Exchange to create a new focal point for residents in the heart of the city centre that is an accessible, attractive, welcoming, exciting, and safe place for residents and visitors.

1.1.3 The engagement period began on 17th June and concluded on 28th July 2024.

1.1.4 The Cambridge Civic Quarter proposal was brought about as a part of CCC's commitment to creating a city where residents enjoy a high quality of life, and arts, sports and culture are thriving. Decarbonisation and inclusive and sustainable development are central to this.

1.1.5 This report summarises the engagement carried out regarding the proposed designs for a new Cambridge Civic Quarter. It provides an overview of the feedback received during the engagement period and the conclusions which can be drawn.

1.2 Overview of the Engagement Process

1.2.1 Prior to the engagement launch, ECF worked with CCC to undertake detailed stakeholder mapping and design a robust engagement strategy that aligned with relevant guidance.

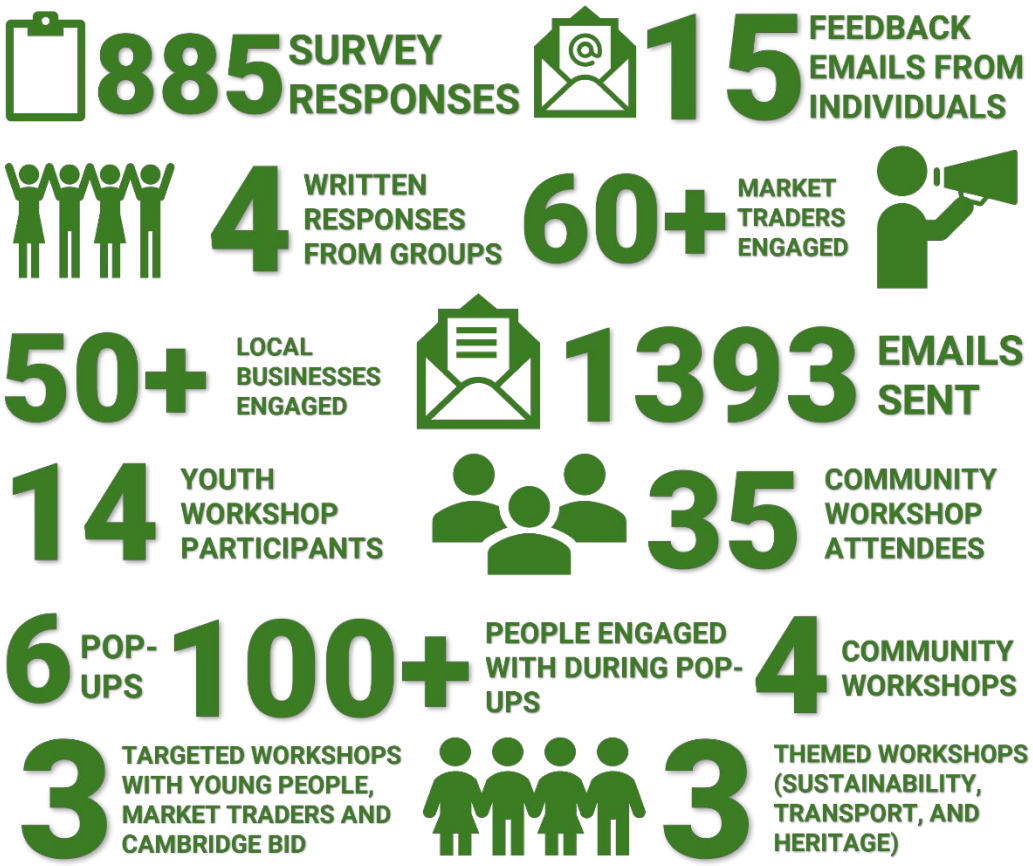
1.2.2 In addition, ECF held meetings with high-priority stakeholder groups to understand their aspirations around the forthcoming engagement, and how they could help build awareness and encourage involvement.

1.2.3 Awareness was raised and the engagement programme was promoted through media relations, social media (organic and paid), posters and postcards, e-newsletters and more. See full list in section 4.11.

List of ways in which the engagement programme has been promoted.

1.3 Key Figures and Activities Undertaken

- Highest (885) number of survey responses received on the Council's new online consultation platform, despite part of engagement period falling during summer holiday.
- 863 survey responses from individuals and 22 responses from representatives of organisations.
- 15 feedback emails received from individuals.
- 4 formal written responses from groups.
- 60+ market traders engaged through a roadshow, dedicated workshop, webinar, surveying and online engagement.
- 6 pop-ups organised across Cambridge, and 100+ people engaged.
- 1 youth workshop organised, and 14 young people engaged.
- 1 BID workshop organised.
- 4 community workshops.
- 3 themed workshops organised (Sustainability, Transport and Heritage).



Key figures and activities undertaken during the engagement programme.

1.4 Overview of the Engagement Findings

MARKET SQUARE FEEDBACK

The survey contained one quantitative question and one qualitative question regarding the Market Square. In addition to this, targeted market trader surveying, leafletting, and a market traders' workshop and webinar were conducted. Feedback from all these activities is summarised below:

SECURITY AND ANTI-SOCIAL BEHAVIOUR

Security is a significant concern, particularly at night. Suggestions include:

- CCTV installation
- Increased lighting
- Addressing the issues of anti-social behaviour and drug dealing in the area.

BIODIVERSITY AND SUSTAINABILITY

More trees and biodiversity was the top choice to improve public spaces. Suggestions to make the project more sustainable included:

- Incorporation of moss roofs
- Solar panels
- Green spaces to sit and eat
- Greenery and trees to provide shade
- Other sustainable design elements that align with CCC's net zero goals.

IMPACT ON TRADERS DURING WORKS

Concerns have been expressed over the potential impacts of the implementation phase. These include:

- Time period for implementation
- Potential for a phased approach
- Relocation of traders
- Worries over losing customers.

ACCESSIBILITY CHALLENGES

Accessibility remains a critical issue, for those who are disabled people, pedestrians and traders. Concerns include:

- Cobbled surface is problematic for wheelchair users and better paving is required for all.
- Improvements are needed to make the area more accessible, but consideration would need to be given to the historical character of the area.
- Traders highlighted challenges with vehicular access when loading/unloading their stalls.

PERMANENT STRUCTURE AND DEMOUNTABLE STALLS

- While some participants could see benefit in permanent structure for accessible toilets, storage and bins, some are against as it could create street clutter.
- A need for the structure to fit in with heritage has also been expressed.
- There have been mixed reactions to demountable stalls, but benefit could be seen to give more flexibility for use of the Square given they are the right design to withstand weather conditions.
- The need for permanent stalls and 7-day week market emphasised with consideration given to the different needs of different traders i.e., food and non-food.

GUILDHALL FEEDBACK

The survey consisted of four qualitative questions about the Guildhall. Additionally, this topic was discussed across other activities.

SPACE UTILISATION

- Feedback highlights that the Guildhall needs to be a more open-plan design with better visibility from the outside, less formal interiors and more comfortable seating.
- Other suggestions include amenities like a café, restaurant, and children's play area.
- The use of modern and sustainable features such as solar panels has been a recurring theme.
- CCC staff expressed concerns about working in the basement due to lack of natural light.

COMMUNITY USE

There were several suggestions to encourage community use such as:

- Libraries and cafes/community run cafes.
- Toilets and baby-changing facilities
- Free seating areas.
- Flexible and multi-use spaces.
- Availability of affordable, accessible hireable spaces for non-profit and community groups

HOTEL PROPOSAL

- Mixed feedback regarding the hotel proposal has been received (260 comments in support; 232 comments against; 48 indifferent).
- 75 comments supported aspects such as a rooftop pavilion, especially if it was open to all and not just hotel guests.

- Concerns included:
  - It not being for locals
  - Impacts on traffic
  - Existing presence of hotels in the centre

- Other suggestions included:
  - Residential accommodation
  - Food court
  - Community space etc
    - Co-working space/business centre

Cambridge BID suggested that a hotel could potentially do well but are worried that it would negatively impact occupancy rates and profitability for other hotels, and that locally based businesses could lose trade due to noise complaints.

CORN EXCHANGE FEEDBACK

One qualitative question about the Corn Exchange was asked as part of the survey. Additionally, the Corn Exchange was discussed in all workshops. The findings have been summarised from all the feedback collected.

ACOUSTICS

Need for better acoustics for speaking and music events as the venue requires top sound quality. There is a perception that acts are deterred from performing due to acoustics and venue size.

ACCESSIBILITY

Criticism of inaccessible and uncomfortable seating, and request for ground-floor toilets and better access for those with a disability. Overall, the venue needs to be revamped to be more user-friendly.

ATMOSPHERE AND ENTRANCE

The entrance has been described as dark and unwelcoming. There have been suggestions of a more transparent entrance design to make it feel more inviting. There is a sentiment to modernise but retain character.

OVERALL ACCESSIBILITY AND SUSTAINABILITY

COMMUNITY ACCESSIBILITY

Advocacy for enhanced pedestrian facilities and universally accessible spaces. Other suggestions include better accessibility for cyclists by providing cycling infrastructure and signage.

SUSTAINABILITY FOCUS

Strong calls for integrating sustainable and environmentally friendly features across the Civic Quarter to align with the city's carbon reduction goals. Introduction of features such as greenery and reuse of materials has also been popular.

PUBLIC REALM

The survey consisted of one qualitative question about the public realm and one question about travel and transport. Additionally, it was discussed across other engagement activities.

TRAFFIC & PARKING REDUCTION

Feedback identified a desire for an overarching transport strategy and a consolidated approach to delivery/ commercial vehicles. Pedestrianisation with limited vehicular access in public areas, including bicycles and delivery mopeds, was mentioned.

CYCLING

Most of the survey respondents' cycle into the Civic Quarter area. There were suggestions that the cycle route around the Corn Exchange be improved. Other suggestions include cycling infrastructure such as bike parking, a new cycle hub, improved roads, and restrictions on mopeds were mentioned.

CONCLUSION

- Key themes that emerged from feedback on the Market Square included improved security and deterring anti-social behaviour, enhanced biodiversity and sustainability, and responding to accessibility challenges. The addition of a permanent structure and demountable stalls received mixed reactions.
- Conflicting interests were clear from the feedback gathered on the Market Square. For example, heritage groups and some market traders preferred to retain the cobblestones, however wheelchair users highlighted the accessibility issues created by cobblestones in the market, and some market traders highlighted issues with cleaning and maintaining the cobbles.
- Regarding the Corn Exchange, the key themes included improving acoustics, accessibility, the atmosphere and the entrance.
- Key themes that emerged regarding the Guildhall included making it an open and inviting space and the inclusion of community uses as part of its programme.
- The proposal for a hotel in the Guildhall received mixed feedback, with a lot of support but also a lot of opposition.

2.0 Introduction

2.1 ECF on behalf of CCC undertook community and stakeholder engagement regarding the proposed new scheme for reimagining the Cambridge Civic Quarter.

2.2 ECF (https://engagecf.co.uk/), an independent communications and engagement agency, was commissioned by CCC to design, deliver and report upon the engagement.

2.3 The engagement period began on Monday 17 June and concluded on Sunday 28 July 2024.

2.4 This report summarises the engagement carried out by ECF on behalf of CCC regarding the proposed new Civic Quarter for Cambridge city centre. It provides an overview of the feedback received during the engagement period and the conclusions which can be drawn.

3.0 Main Findings

The following conclusions have been drawn from the responses to the survey, formal written responses by individuals and organisations sent over email, interviews, and workshops. The full findings for each engagement activity can be found in the relevant sections.

3.1 Market Square and Public Realm

The feedback on the Market Square is varied, reflecting different stakeholder perspectives. Overall, there is strong support for enhancing the Market Square's appeal and functionality while maintaining its local character. Many respondents emphasised the importance of improving the experience for traders, with suggestions including better maintenance and more frequent cleaning of the market, and improved drainage.

The idea of evening markets and a greater variety of stalls was well-received by some, while others expressed concerns about the practicality and potential impact on existing traders. The concept of demountable stalls received mixed reactions; some respondents worried it might harm traders, while others were open to the idea if it improved flexibility for events. Market traders expressed concerns about the impact of proposed changes, emphasising the need to protect their businesses and the market's traditional feel.

Additionally, there were strong calls from both traders and the public for increased accessibility and pedestrianisation around the Market Square. Many respondents advocated for improvements to pavement conditions, more greenery, underground storage solutions, and additional facilities like cycle parking, drinking fountains, and accessible toilets. A common theme among all groups was the desire to preserve the historic character of the city while ensuring any changes benefit both traders and visitors.

Permanent Structure and Weather Protection:
Some traders have expressed a strong desire for improved weather protection, such as a permanent cover or wind protection. This is particularly important due to the challenging wind conditions in the area, especially on the Southwest side of the square. In addition, there were calls for enhanced drainage to deal with heavy rainfall. A permanent structure was seen as a potential solution to provide static lockup facilities for some traders that have a high turnover of stock throughout the day.

Impact on Traders:
Concerns have been raised about the potential negative impact on market traders of the implementation phase of any scheme, particularly regarding the time required to implement any new designs. Traders are also worried about the phased approach to implementation, with questions about how it would affect their daily operations and where they would be based when it happens.

Temporary & Permanent Stall Designs:
There is a call for some permanent stalls, especially for food vendors needing water and electricity. The layout of stalls is also a topic of discussion, with some suggesting a different arrangement to better serve both traders and customers. This includes fresh food stalls being placed in shaded parts of the square, and retailers being placed away from hot food stalls.

Security & Anti-Social Behaviour:
Security is a significant concern, particularly at night. Suggestions include increased lighting, CCTV installation, and better policing to address the issues of anti-social behaviour and criminal activity in the area.

Accessibility Challenges:
Accessibility is an important issue for users of the market, with the cobbled surface of the Market Square being particularly problematic for wheelchair users as well as customers with restricted mobility. There are other accessibility issues regarding the market and public realm, such as more space between stalls, less street clutter, and improved paving. However, consideration would need to be given to the historical character of the area, such as when deciding how to manage the issue of cobblestones.

3.2 Corn Exchange

Feedback about the Corn Exchange focused on the need for improved facilities and a more engaging programme of events. Respondents called for better acoustics, more comfortable seating, enhanced accessibility, and a wider range of events. While there was a strong desire to modernise the Corn Exchange, many respondents stressed the importance of maintaining its historic character. The feedback suggests a balance is needed between upgrading the venue's infrastructure and preserving its unique identity.

Acoustics:
A recurring concern was the poor acoustics in the Corn Exchange, which was seen as a significant issue that deterred acts from performing there. Improving the venue's sound quality was a frequently mentioned theme.

Seating and Accessibility:
Respondents were critical of the uncomfortable and inaccessible seating, suggesting it should be revamped to make the venue more user-friendly for all attendees. The need for ground-floor toilets and better access for those with disabilities was also mentioned.

Dual Use and Capacity:
There were suggestions to expand the venue's capacity to accommodate acts with a larger audience. Additionally, some respondents felt that the Corn Exchange could benefit from dual use such as spaces for conferences and exhibitions to make the space more commercially viable.

Atmosphere and Entrance:
The Corn Exchange's entrance was described as dark and unwelcoming. Respondents suggested a more transparent entrance design to make it feel more inviting. Other concerns included the heaviness of the doors and safety issues related to queuing and exiting the venue due to its proximity to traffic on Wheeler Street.

3.3 Guildhall

Feedback regarding the Guildhall highlighted the need for a more open and inviting space. Respondents suggested an open-plan design with more natural light and a less formal atmosphere. To enhance the Guildhall's appeal, additional amenities like a café, comfortable seating areas, and a children's play area were proposed. There was also interest in incorporating modern and sustainable design elements, with increased ease of movement into the building from outside.

Open and Inviting Space:
There was a strong preference for making the Guildhall more open and inviting. Suggestions included an open-plan design, more natural light, and less formal interiors. Additional amenities like a café, comfortable seating, and a children's play area were proposed to enhance its welcoming atmosphere.

Community Use:
Many respondents wanted it to offer affordable and free hireable, multi-use spaces. There was a call for flexible use of space with suggestions such as library, free seating areas, co-working spaces and an event space. There were also suggestions to incorporate modern, sustainable design elements and improve visibility from outside.

Hotel Proposal:
Balanced feedback regarding the hotel proposal has been received (260 comments in support; 232 comments against; 48 indifferent). 75 comments supported aspects such as a rooftop pavilion, especially if it was open to all and not just hotel guests.

Heritage and Architectural Considerations:
The feedback also highlighted the importance of preserving the Guildhall’s civic functionality while modernising it to attract more community engagement. Moreover, respondents suggested that the Guildhall should appear more open from the outside, as it often appears closed, and the frontage should be improved to make the building appear more welcoming.

Local Democracy:
In order to enhance local democracy, respondents suggested making the Guildhall more welcoming and hosting more events to encourage people to

visit. The importance of educating people about how local democracy functions and the role the Guildhall can play in this were also highlighted, as well as introducing exhibitions, displays of current council projects, and a museum to showcase and celebrate local history.

3.4 Accessibility

Accessibility was a recurring theme across all feedback, particularly concerning the Market Square. Respondents strongly advocated for improved pedestrianisation and better accessibility for people with mobility issues. Specific suggestions included smoother pavement surfaces, more drop-down kerbs, and additional disabled parking spaces with easier access to pavements. The feedback also highlighted the need for more ramps, flat walking areas, and accessible public facilities.

3.5 Sustainability

Sustainability was another key concern, with respondents across the board calling for more environmentally friendly features in the Civic Quarter. Suggestions included incorporating more greenery, such as moss roofs and green spaces, as well as the installation of solar panels. Re-use of materials from existing buildings and reduced waste was a popularly mentioned sustainability measure. Respondents also emphasised the importance of sustainable design elements in any future developments to align with the city's goals for reducing carbon emissions and promoting environmental responsibility.

3.6 Public Realm and Transport

Feedback highlighted the desire for an overarching transport strategy as well as a consolidated approach to delivery/ commercial vehicles for the spaces between the three sites. More pedestrianisation with limited vehicular access in public areas, including bicycles and delivery mopeds was mentioned. Additionally, the desire for better cycling infrastructure such as bike parking, improved routes and security was mentioned.

3.7 In Conclusion

Feedback on the Market Square and public realm reflected strong support for enhancing functionality while maintaining local character, with suggestions such as improved maintenance, evening markets, better accessibility, and weather protection for traders. Concerns were raised about the impact on market traders and the need for careful planning to minimise disruption. Other concerns included security issues, and accessibility challenges, particularly for people with mobility issues. Some traders advocated for permanent structures to improve weather protection and stock management.

In the Corn Exchange, respondents called for modernisation while preserving its historic character, with concerns about poor acoustics, uncomfortable seating, and limited accessibility. Suggestions included expanding capacity, dual-use spaces, and enhancing the entrance.

Feedback on the Guildhall emphasized making it more open and inviting with natural light, amenities like cafés and seating areas, and incorporating sustainable design elements. Some supported the idea of a hotel with a public rooftop pavilion, while preserving the civic role of the Guildhall and boosting community engagement.

Accessibility improvements were a recurring theme, particularly in Market Square, with suggestions for smoother pavements, more kerbs, and accessible public facilities. Sustainability was a key concern, with calls for environmentally friendly features like green spaces, solar panels, and material reuse in future developments. Respondents also highlighted the need for a comprehensive transport strategy, more pedestrianisation, better cycling infrastructure, and limited vehicular access in public spaces.

Some suggestions made my one community group have been in contradiction with another. For instance, while some groups advocate for retaining the cobble stones due to their heritage value, others prefer alternative flooring due to accessibility. Overall, the engagement report underscores the complex balance required between modernising the Market Square, Guildhall, Corn Exchange and public spaces in between, while preserving their historical and community values. The feedback demonstrates a strong preference for functionality and aesthetic enhancements while respecting the uniqueness and heritage of each location (Guildhall, Market Square and the Corn Exchange). The body of this report provides a comprehensive overview of the varied insights and detailed feedback provided by different stakeholder groups.

4.0 Engagement Approach

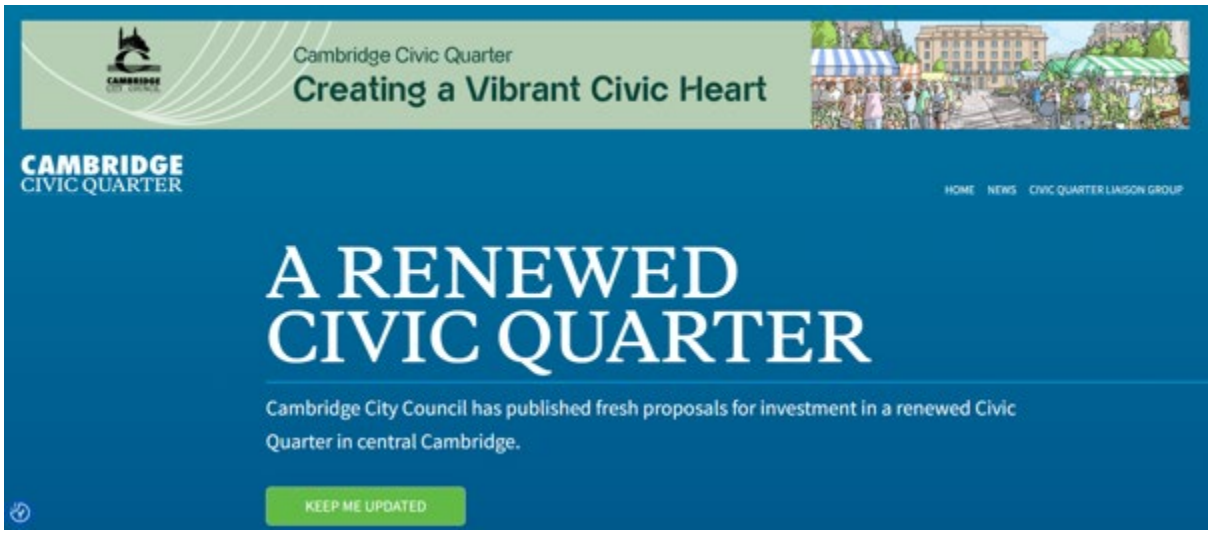
4.1 Project website

4.1.1 A project website was updated and re-launched on 17 June 2024 to communicate information about the project and the opportunity to engage (https://cambridgecivicquarter.co.uk/).

4.1.2 From 17 June, anyone could register to stay informed about the project. Email updates were sent to website registrants in the lead up to the engagement advising people on how they could get involved and provide feedback.

4.1.3 The website consists of a 'News' section that features updates on the project as well as a dedicated tab for the 'Cambridge Civic Quarter Liaison Group' which features meeting minutes, presentations and the engagement programme.

4.1.4 The website also linked to CCC's online consultation platform.



CCC's online consultation platform displaying information on the CCQ project and a 'keep me updated' link.

4.2 Consultation Platform

4.2.1 A project page (https://engage.cambridge.gov.uk/en-GB/projects/cambridge-civic-quarter) launched on 17 June 2024 on CCC's consultation platform to host project information, workshop details and a detailed survey.

4.3 Survey

4.3.1 There were 885 responses to the engagement survey. The survey was designed to gather a range of quantitative and qualitative feedback regarding the three sites of the Cambridge Civic Quarter proposal and the areas in

between, in addition to any overall ideas and concerns that respondents wanted to add. Open text questions were included throughout that have been coded for themes, and thematic tables (Appendix 8.6) are included within the survey findings section that show the numbers of mentions for each theme. A copy of the paper survey is in Appendix 8.2.

4.3.2 The online survey was hosted on CCC's consultation platform.

4.3.3 Printed copies of the survey were also made available at the council's customer service centre Mandela House reception, at workshops and on request from the project team.

4.4 Formal written responses

4.4.1 Written responses were received from four groups and organisations who provided qualitative feedback on the proposals: Cambridge Past Present and Future (CPPF), Cambridge BID, Camcycle and CamSight.

4.5 Community Workshops

4.5.1 ECF organised four community workshops as part of the engagement process. A total of 35 participants attended these workshops.

4.6 Pop-Ups

4.6.1 ECF conducted six pop-ups as part of the engagement process. These were hosted in the Cledara Abbey Stadium as a part of a Shaping Abbey community engagement event, the Market Square, Romsey Mill Trust, Meadows Community Centre, Clay Farm Community Centre and St. Andrew's Church, Chesterton. The project team spoke to over a 100 people at these pop-ups.

4.7 Targeted Workshops

4.7.1 Youth workshop: The Cambridge Civic Quarter team organised a stakeholder workshop with the Inclusive Development Charity run by Phil Priestly at the Downing Place United Reformed Church, and this was attended by 14 young people. For the first activity, four pieces of paper displaying a layout of the Market Square were placed on tables, allowing participants to map their feelings and thoughts about the area. In the second activity, participants were asked to outline what changes they would like to see in the Market Square and suggest potential commercial uses for the Guildhall.

4.7.2 Heritage and Culture Workshop: ECF organised a targeted stakeholder workshop at the Museum of Cambridge with representatives from heritage and cultural organisations and this was attended by 20 people.

4.8 Market Trader Engagement

4.8.1 Focused workshop: A focused workshop was organised for market traders at the Guildhall. Six market traders attended the workshop. Exhibition boards were set up along with a workshop activity in which traders could annotate a map of the Market Square with their comments.

4.8.2 Market surveying: A dedicated market survey was conducted with the market traders on Saturday 13 July which was completed by 13 market traders.

4.8.3 Webinar: A webinar was conducted for the market traders which was attended by six participants.

4.8.4 Written feedback: 10 market traders sent individual written feedback and 20+ sent a collated feedback document. This was collected by Ms. Glenys Self and edited by Dr William Proud.

4.9 Webinar

4.9.1 Four focused webinars were organised for targeted stakeholder groups, including transport and sustainability groups, businesses, and market traders.

4.10 1-2-1 Meetings

4.10.1 1-2-1 meetings were organised with the following stakeholders:

Accessibility

- Cllr Gerri Bird, Lead Councillor for Disabilities and Disability Access
- Mark Taylor, Access Officer, Greater Cambridge Planning Service

- Cambridge Designing Out Crime officers
- University of Cambridge (Estates Department)
- Gonville and Cauis College
- King's College

4.11 Raising Awareness

4.11.1 The engagement programme was promoted in the following ways:

- Two press releases (Appendix 8.5) which provided updates on the engagement programme and information on the proposals.
- Article in CCC's resident magazine Cambridge Matters, summer 2024 issue.
- 1393 email notifications to existing subscribers on CCC's consultation platform alerting them to the new consultation being launched.
- Information in e-newsletter to market traders and in-person conversations with traders in the Market Square.

- Prominent 'promo items' on CCC's website linking to consultation platform.
- Organic social media posts on CCC's Facebook, Instagram, X and LinkedIn pages.
- Paid social media posts on CCC's Facebook and Instagram pages.
- Banners on the Guildhall and posterboards in the Market Square.
- Exhibition boards and post cards displayed at Mandela House, Corn Exchange and the Guildhall.
- Posters displayed externally at Corn Exchange, Mandela House and Guildhall.
- Artwork displayed on digital screens at Mandela House and Corn Exchange.
- Posters displayed at multiple city centre sites via the Arts Distribution Service.
- Posters displayed at CCC's community centres across the city.
- Member briefings.
- Updates for staff via Town Hall briefings and intranet articles.
- Approximately 5,000 postcards distributed directly to members of the public around Cambridge city centre.
- Business surveying was conducted with over 100 local businesses located in and around the city centre.

4.12 Civic Quarter Liaison Group

4.12.1 The Civic Quarter Liaison Group are a group of individuals with an interest in the Civic Quarter project. The group is open to all and meets regularly.

4.12.2 Two meetings (31 January and 15 May) have taken place in 2024. Meeting minutes and presentations from each meeting are published and can be viewed on the CCQ website. The May meeting set out the engagement programme timetable.

4.13 Other Engagement

Staff Engagement

4.13.1 Prior to the engagement programme, several workshops were held with staff to understand from them what were important design considerations and requirements for:

- Office space at The Guildhall.
- Customer services centre provision at The Guildhall.
- The use of the Guildhall for civic and democratic meetings.
- What was needed to facilitate and improve the customer experience for events in the large and small halls.

4.13.2 As part of the specific engagement with staff for the period 17 June - 28 July, a staff briefing was held on 20 June to take them through the high-level proposals and how they could get involved in sharing their views.

4.13.3 This was then followed up with news items on CCC's internal intranet in July to encourage completion of the online survey. Over 30 staff completed the survey.

Members Engagement

4.13.4 Regular briefings sessions with Councillors have been held, throughout the project, with the Council's project team and members of the design consortia. Several Councillors completed the online survey and attended the community workshops and pop-up events during the engagement programme, as well as promoting participation within their wards.

Social Media

4.13.5 The engagement programme was promoted on the council's social media channels throughout the engagement period, across Facebook, Instagram, X and LinkedIn, and included some paid promotion on Facebook and Instagram. As with any other consultation in Cambridge, there is an element of misunderstanding from some respondents about which local authority is responsible for what services. There are also some expressions of frustration about consultation fatigue or people not feeling listened to and concerns about whether the CCQ project is the best use of council funding.

A summary of the feedback collected through social media comments can be found below:

1. Community Engagement and Scepticism: Many posts reflected active community involvement and interest in the development. People discussed various aspects of the project, expressing both support and concerns. Comments showed a desire for the local voice to be heard in shaping the Civic Quarter. However, there was also scepticism towards the consultation process, with some feeling that surveys are ineffective and decisions are pre-determined, leading to frustration over whether community feedback is genuinely considered.
2. Local Business Support: A recurring theme was the need to support local businesses, particularly by offering affordable stalls to market vendors in order to maintain the market's character, especially for non-food businesses. There was a strong desire to protect the market's unique identity while enabling small businesses to thrive.
3. Environmental Concerns: Sustainability was a key topic, with calls for environmentally friendly designs and green spaces to be included in the Civic Quarter project. This was often tied to broader concerns about climate responsibility and the importance of sustainable urban development.
4. Public Services and Amenities: There were frequent calls for improved public services, including transportation, healthcare, and recreational facilities. Users

emphasised the need for practical, accessible infrastructure that caters to the community's needs. Suggestions included creating more seating, public toilets, and better cycle parking.

5. Traffic and Parking Issues: Many comments expressed frustration with rising parking costs, road closures, and traffic management. There were calls for cheaper parking options, improved planning for both vehicles and cyclists, and better overall traffic flow to reduce current inconveniences.
6. Affordable Housing: The lack of affordable housing was a significant concern, with many urging the project planners to ensure that any new developments included affordable homes. This theme reflected broader anxieties about the rising cost of housing in Cambridge.
7. Preserving History and Character: A strong sentiment existed around preserving the historical character of Cambridge, particularly the market and Guildhall. Commenters expressed opposition to large-scale commercial redevelopments, such as the addition of a hotel, which they feared could compromise the city's heritage and charm.
8. Public Safety and Cleanliness: Public safety and cleanliness issues were frequently mentioned, with concerns about bike theft, public intoxication, and the general cleanliness of the area. Commenters called for measures to address these problems, ensuring the area remains welcoming and safe.
9. Market and Community-Focused Improvements: Users suggested improvements to the market area, such as better accessibility, public amenities, and seating. However, they emphasised the need to retain the essence and traditional feel of the market. There was also a broader concern about overdevelopment, with a preference for smaller, community-focused projects over large, commercial developments.
10. Economic Impact: Some commenters discussed the potential economic benefits of the Civic Quarter, viewing the project as a way to boost the local economy. However, others were concerned that large commercial developments might overshadow small businesses, calling for a balanced approach that supports local enterprise.

Overall, the comments reflected a desire for thoughtful, balanced urban development that respects Cambridge's heritage, supports local businesses, and addresses practical community needs while prioritising sustainability and affordability.

5.0 Participants - Survey (Demographic Analysis)

5.0.1 The following section presents the demographic information that was collected from respondents to the full survey. The survey recorded key demographic data that aids the project team's understanding of who took part in the engagement exercise. Demographic data was collected in an optional personal information section of the survey.

5.1 Postcode

5.1.1 When completing the questionnaire, respondents were asked to provide their postcode. The number of survey respondents for this question was 878.

5.1.2 Most respondents were from CB postcodes (95.7%); and 4.2% were represented by various postcodes outside of the Cambridge area.

5.1.3 The majority of survey respondents were from CB4 and CB1. These two postcodes represent the following wards:

- CB4 - West Chesterton, King's Hedges, East Chesterton, Market, Arbury, Castle, Queens Edith's
- CB1 - West Chesterton, Market, Petersfield, Abbey, Romsey, Coleridge, Cherry Hinton, Queen Edith's

5.1.4 The table below demonstrates the most common postcodes:

Postcode	Count	Percentage
CB 4	243	28%
CB 1	236	26.8%
CB 3	85	9.7%
CB 2	79	8.9%
CB 24	54	6.1%
Others	37	4.2%
CB 5	35	3.9%
CB 22	28	3.2%
CB 23	26	2.9%
CB 25	19	2.1%
CB 21	13	1.5%
CB 29	9	1%
CB 7	5	0.6%
CB 28	4	0.5%
CB 6	3	0.4%
CB 20	1	0.1%
CB 9	1	0.1%

Total number of respondents	878	99.2%
Did not respond to this question	7	0.8%

Table of postcodes and the number and percentage of survey respondents who live in each.

5.2 Age

5.2.1 The table below demonstrates a wide range of respondents from different age groups. Since the number of survey respondents for this question was low (209), it doesn't provide a complete picture of the age range of participants.

5.2.2 The age groups with the largest number of respondents were people aged between 65-74 (21%) and people aged between 45-54 (21%).

Age	Count	Percentage
65 to 74	44	21%
45 to 54	43	21%
55 to 64	38	18%
35 to 44	36	17%
75 to 84	23	11%
25 to 34	20	10%
85+	3	1%
20 to 24	2	1%
Total number of respondents	209	23.6%
Did not respond to this question	676	76.4%

Table of age ranges and the number and percentage of survey respondents in each age range.

5.3 Sex

5.3.1 The table below demonstrates the number of respondents by sex. The number of survey respondents for this question was 677.

5.3.2 Most of the respondents were female (53%). 42% of the respondents were male and 5% preferred not to say.

Sex	Count	Percentage
Female	357	53%
Male	282	42%
Prefer not to say	37	5%
Intersex	1	0%
Total number of respondents	677	76.5%
Did not respond to this question	208	23.5%

Table of sexes and the number and percentage of survey respondents who identify with each sex.

5.4 Gender identity

5.4.1 The number of survey respondents for this question was 607.

5.4.2 Most survey respondents had the same gender identity as the sex they were assigned at birth (93%); 6% of respondents selected 'prefer not to say' and 1% of respondents had a different gender identity to the sex they were assigned at birth.

Does gender identity match sex as registered at birth?	Count	Percentage
Yes	565	93%
Prefer not to say	34	6%
No	8	1%
Total number of respondents	607	68.6%
Did not respond to this question	278	31.4%

Table of gender identities and the number and percentage of survey respondents who identify with each.

5.5 Disability

5.5.1 The table below demonstrates the number of respondents by disability. The number of survey respondents for this question was 648.

5.5.2 Most survey respondents didn't have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more (74%); 17% of respondents did have a physical or mental health condition or illness lasting or expected to last 12 months or more; and 9% of those who responded to this question selected 'prefer not to say'.

Physical or mental health condition or illness lasting or expected to last 12 months or more	Count	Percentage
No	480	74%
Yes	112	17%
Prefer not to say	56	9%
Total number of respondents	648	73.2%
Did not respond to this question	237	26.7%

Table of disabilities statuses and the number and percentage of survey respondents who fall into each category.

5.6 Ethnicity grouping

5.6.1 The table below demonstrates the number of respondents by ethnicity group. The survey collected demographic information by the groupings outlined in the chart. The number of survey respondents for this question was 670.

5.6.2 Most survey respondents identified as 'White: English/ Welsh/ Scottish/ Northern Irish/ British' (74.2%); 12.7% of respondents identified as 'White: Any other White background'; and 5.8% of respondents selected 'prefer not to say'.

Ethnic group or background	Count	Percentage
White: English/ Welsh/ Scottish/ Northern Irish/ British	497	74.2%
White: Any other White background	85	12.7%
Prefer not to say	39	5.8%
White: Irish	9	1.3 %
Any other ethnic group	9	1.3 %
Mixed: White and Asian	7	1
Asian or Asian British: Indian	6	0.9%
Asian or Asian British: Chinese	6	0.9%
Asian or Asian British: Any other Asian background	6	0.9%
Mixed: Any other mixed background	2	~0%
White: Gypsy or Irish Traveller	1	~0%
Mixed: White and Black Caribbean	1	~0%
Black or British: Caribbean	1	~0%
Black or British: African	1	~0%
Total number respondents	670	94.1%
Did not respond to this question	215	24.2%

Table of ethnic groups/backgrounds and the number and percentage of survey respondents who identify with each.

5.7 Income

5.7.1 The table below displays the current total annual household income, including pay, benefits, pensions and investments, of respondents.

5.7.2 The income groups with the largest number of respondents were 'more than £100,000' (16%) and '£30,000 to £39,000' (10%). 27% of respondents preferred not to disclose their household income.

Current total annual household income	Count	Percentage
Prefer not to say	136	27%
More than £100,000	81	16%

£30,000 to £39,999	50	10%
£40,000 to £49,999	43	8%
£20,000 to £29,999	43	8%
£50,000 to £59,999	36	7%
£80,000 to £89,999	27	5%
£60,000 to £69,999	26	5%
£10,000 to £19,999	22	4%
£70,000 to £79,999	19	4%
£90,000 to £99,999	18	4%
Less than £10,000	9	2%
Total number respondents	510	57.7%
Did not respond to this question	375	42.3%

Table of income categories and the number and percentage of survey respondents who fall into each category.

6.0 Engagement findings, by activity

6.1 Survey (online and paper)

6.1.1 The total number of responses to the full survey by close on 29 July 2024 was 885. The following section sets out the full analysis with further data sets available in the appendices.

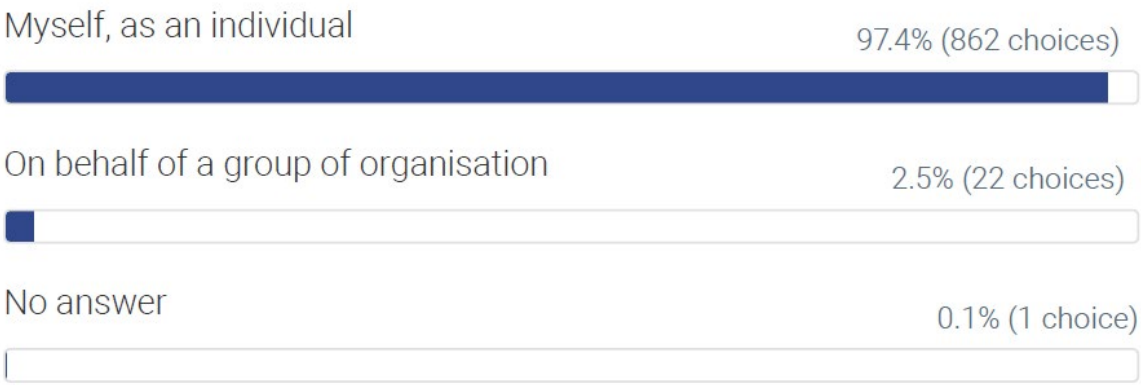
6.1.2 Responses in this section include feedback received from the online and paper survey.

6.1.3 Q1 of the survey was related to the participants' postcodes and has been covered in section 5.1 of the report.

Q2. How are you responding to this survey? (Required — tick only one)

6.1.4 Out of 885 survey respondents, 97.4% responded on behalf of 'myself, as an individual'.

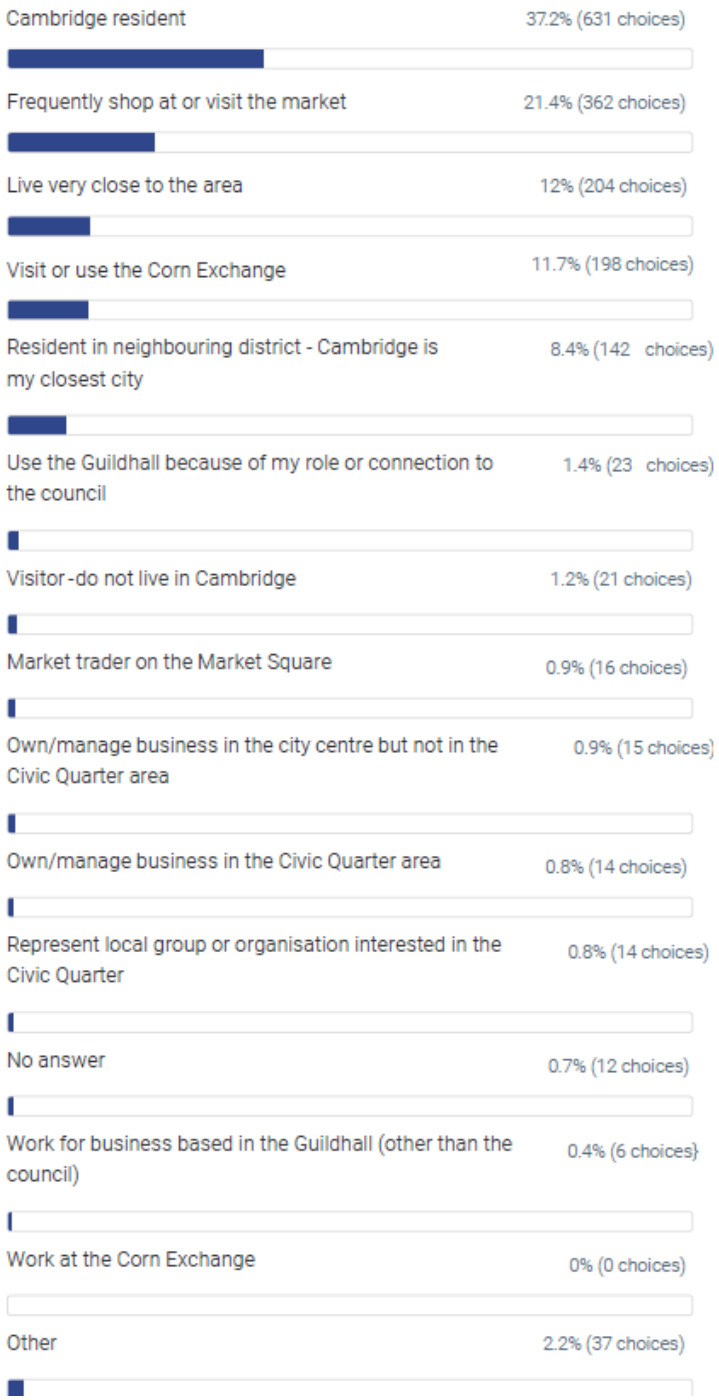
6.1.5 There was a total of 22 responses on behalf of organisations, which represented various groups including Cambridge Junction, Friends of Cambridge Market etc.



Graph indicating whether people responded to the survey on behalf of themselves or an organisation.

Q3. How are you connected to the Civic Quarter area? (Tick all that apply)

6.1.6 Out of 885 survey respondents, 631 were connected to the Civic Quarter area by virtue of being a Cambridge resident, with 362 stating that they frequently shop at or visit the market.

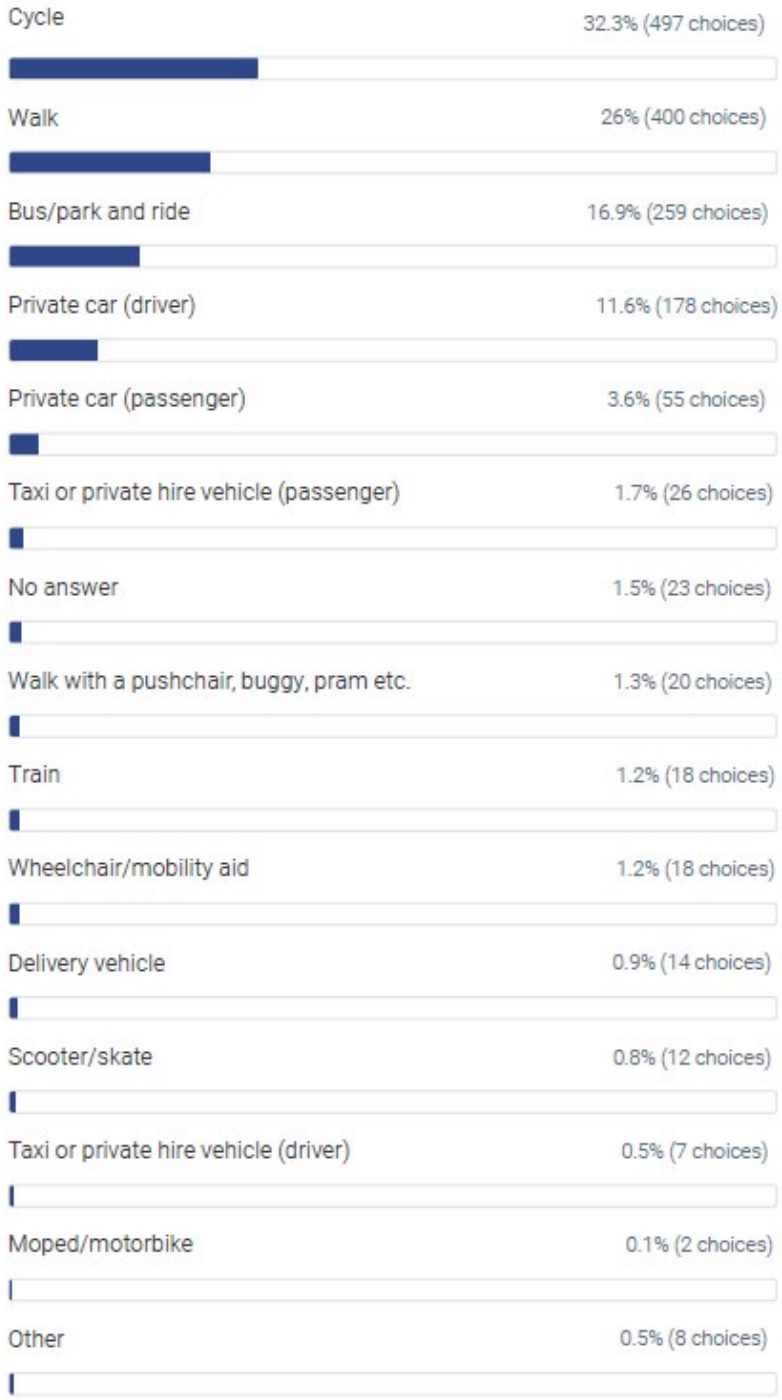


Graph indicating how survey respondents are connected to the Civic Quarter area.

Note: The percentages in this graph correlate to the total number of options selected rather than the total number of respondents as each respondent could select multiple options.

Q4. How do you usually travel to the Civic Quarter area? (Tick up to three)

6.1.7 Out of 885 survey respondents, 497 usually travel to the Civic Quarter area by bike, with other popular modes of transport including walking (400 people), bus/park and ride (259 people) and driving a private car (178 people).



Graph indicating how survey respondents usually travel to the Civic Quarter area.

Note: The percentages in this graph correlate to the total number of options selected rather than the total number of respondents as each respondent could select multiple options.

Q5. What do you think is most important to address when designing the Civic Quarter to improve the public spaces in-between the three sites? (TICK ALL THAT APPLY)

6.1.8 Out of 885 survey respondents, 491 people thought that more trees and biodiversity is important to address when designing the Civic Quarter to improve the public spaces in-between the sites. 422 people thought better traffic management was important, and 403 people opted for improving surfacing and reducing trip hazards.

Graphic indicating what survey respondents think is most important to address when designing the Civic Quarter to improve the public spaces in-between the three sites.

Note: The percentages in this graph correlate to the total number of options selected rather than the total number of respondents as each respondent could select multiple options.

Q6. Please use this space to state any ideas you have to improve the public space areas around the Guildhall, Market Square or Corn Exchange. (Use more paper if needed)

6.1.11 Respondents expressed a variety of ideas and concerns regarding the improvement of public spaces around the Guildhall, Market Square, and Corn Exchange. A common theme is to make the market better for traders by cleaning of the market area, better drainage and resurfacing to address issues of smell and uneven cobbles.

6.1.12 Many respondents advocate for an overarching transport strategy and pedestrianisation, limiting or banning vehicle access and better infrastructure for bicycles, to create a safer and more pleasant environment.

6.1.13 The idea of moving the market temporarily to allow for renovations was mentioned, with Christ's Pieces suggested as an alternative location.

6.1.14 There is a mixed sentiment to keep the market at its current scale and not reduce the number of stalls. While, respondents have suggested demountable stalls and the possibility of a permanent structure, the importance of the market as a community hub and its historical significance was emphasised.

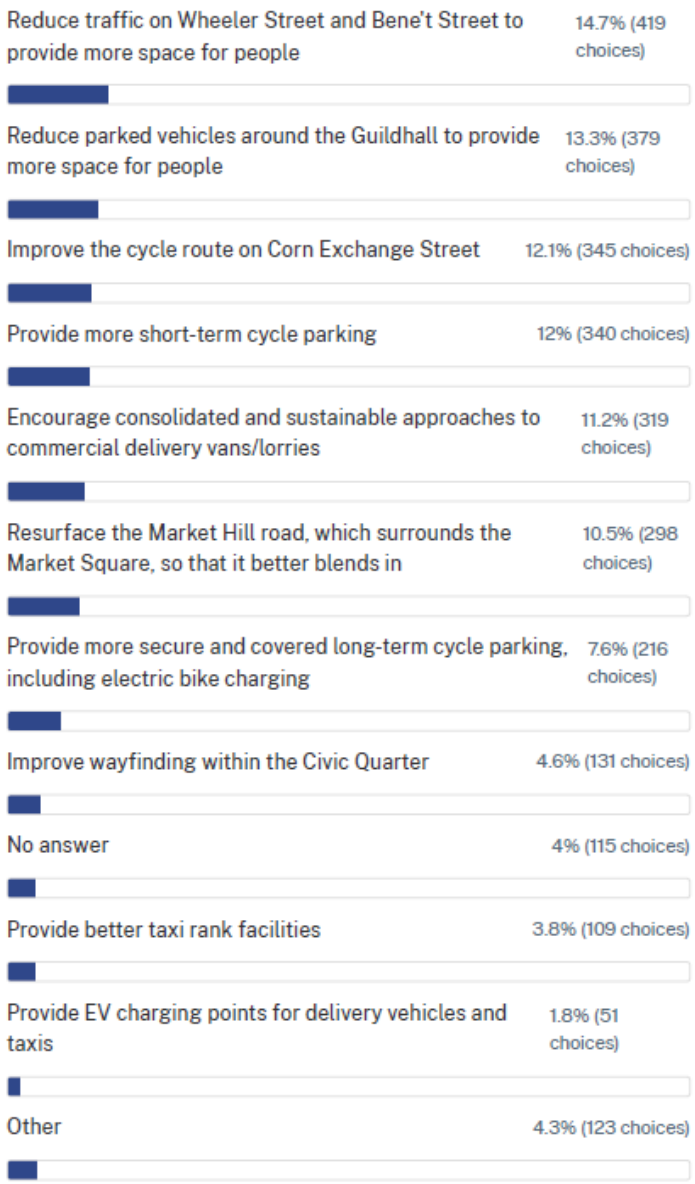
6.1.15 Greenery was another recurring theme with suggestions for more trees, plants, and green spaces to improve aesthetics and provide shade. Respondents also call for more seating, including benches with back support and better facilities such as public toilets.

6.1.16 Concerns about antisocial behaviour and safety at night were raised, with suggestions for improved lighting and security along with night-time activation.

6.1.17 Overall, there is a clear desire for a cleaner, greener, more pedestrian-friendly space that supports the local community while maintaining the historic character of the market.

Q7. What do you think is most important to address with regards to travel and transport in the Civic Quarter? (TICK ALL THAT APPLY)

6.1.18 Of 885 survey respondents, 419 people thought that reducing traffic on Wheeler Street and Bene't Street to provide more space for people was an important issue regarding travel and transport. 379 people thought it was important to reduce parked vehicles around the Guildhall to provide more space for people, and 345 people opted for improving the cycle route on Corn Exchange Street.

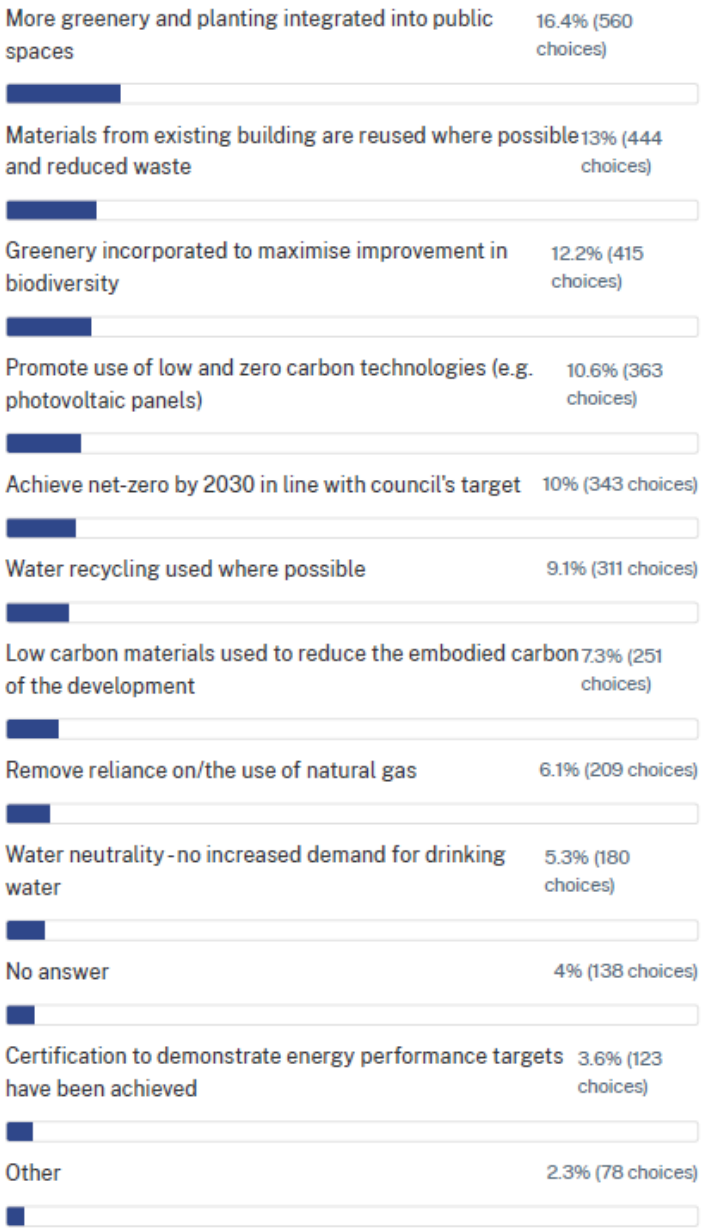


Graphic indicating what survey respondents think is most important to address with regards to travel and transport in the Civic Quarter.

Note: The percentages in this graph correlate to the total number of options selected rather than the total number of respondents as each respondent could select multiple options.

Q8. What do you think is most important to address to make the project as sustainable as possible? (TICK ALL THAT APPLY)

6.1.19 Of 885 survey respondents, 560 people thought it was important to integrate more greenery and planting into public spaces in order to make the project as sustainable as possible. 444 people thought it was important to reuse materials from existing buildings and reduce waste, and 415 people opted for incorporating greenery to maximise improvement in biodiversity.



Graphic indicating what survey respondents think is most important to address to make the project as sustainable as possible.

Note: The percentages in this graph correlate to the total number of options selected rather than the total number of respondents as each respondent could select multiple options.

Q9. What do you think is most important to address when designing a vibrant and busy Market Square as part of the Civic Quarter project? (TICK ALL THAT APPLY)

6.1.20 Of 885 survey respondents, 535 people thought it was important to preserve the history of the Market Square when designing a vibrant and busy Market Square. 477 people thought it was important to add more greenery and planting, and 458 people opted for more options for people to meet or sit.

Graphic indicating what survey respondents think is most important to address when designing a vibrant and busy Market Square as part of the Civic Quarter project.

Note: The percentages in this graph correlate to the total number of options selected rather than the total number of respondents as each respondent could select multiple options.

Q10. Please use this space to state any ideas you have to improve the Market Square and increase its use, so that it can be a seven-day market whilst creating more space for people to enjoy.

6.1.21 Respondents expressed a desire to maintain the traditional market as compared to fast-food traders in support of local traders, with many emphasising the importance of preserving the market's character and its role as a seven-day operation. There is a consensus against reducing the number of stalls or introducing demountable stalls if it negatively impacts traders.

6.1.22 Permanent stalls have received a mixed response with some wanting to retain a permanent market and some respondents wanting more flexibility.

6.1.23 The idea of a permanent structure for bins and storage is mentioned, with some respondents against it due to concerns about street clutter. Ideas for permanent structure include a structure sunk into the ground as is found in Eddington and frequently abroad; a modular 3-storyed design as in Wilhelmshaven (ground floor for produce, 2nd floor for growing hydroponically, top floor for eateries/cafes); permanent structure for toilets; and somewhere that has plenty of space for relaxing and socialising (e.g. as with the large-scale redevelopment at King's Cross in London).

6.1.24 Respondents have strongly mentioned the need for more seating and restoration of the fountain. The use of historical paving materials has also been mentioned frequently.

6.1.25 Respondents have suggested improvements cleaner facilities and better waste management with a strong emphasis on more greenery.

6.1.26 The idea of creating a more social space for evening use has been mentioned, with suggestions for night markets and events.

6.1.27 Accessibility improvements, such as wider aisles and better surfaces, have been suggested to accommodate wheelchairs and pushchairs. Concerns about anti-social behaviour and the need for better security through lighting and CCTV were raised.

6.1.28 Overall, respondents want to see enhancements that respect the market's heritage and support its continued success as a hub for local commerce, while also making it a more inviting space for residents and visitors alike.

Q11. What do you think about the proposal to create a hotel in the upper floors of the Guildhall?

6.1.29 Balanced feedback was received regarding the proposal to create a hotel in the upper floors of the Guildhall:

- 232 respondents were against the idea

- 260 respondents were in support of the proposal
- 48 were indifferent

6.1.30 Concerns expressed by participants included: the proposal being for visitors and not locals; impacts on traffic and parking; there already being many hotels in the city; it being a waste of money; and it only being for the elite. The BID recognised that a 60-bed proposition may be successful but worried it would negatively impact occupancy rates and profitability in other hotels, and that locally based businesses could lose trade due to noise complaints.

6.1.31 Other respondents see the hotel as a good use of space, potentially bringing in tourist spend and revenue for the council. The idea of a rooftop bar/ restaurant that is open to all was particularly popular, with some suggesting it could enhance the market area. This was mentioned during the youth workshop as well.

6.1.32 There were also suggestions for alternative uses of the space, such as it could be rented out to local businesses as units; cinema or food court; provision of local residential accommodation; ensure that there's space for Council activities; and it could just be an accessible community space.

6.1.33 While there is support for the hotel proposal, particularly if it includes a publicly accessible rooftop bar, there is also strong sentiment for preserving the Guildhall for community use and concerns about traffic and environmental impact.

Q12. What changes could be made to the Guildhall to encourage more people to get involved in local democracy?

6.1.34 Respondents suggested making the Guildhall more welcoming and accessible, with a brighter, open ground floor space that invites locals in. Many recommended better advertising of council activities and events happening in the Guildhall.

6.1.35 Some respondents feel that the Guildhall's role in local democracy is not clear, and that people would benefit from learning more about how local democracy works and the role the Guildhall plays in this. Others felt that local democracy is a separate issue from the Guildhall, and changes to the latter cannot improve the former.

6.1.36 There were suggestions to make the Guildhall a more interactive place in which people can learn about the history of local democracy in Cambridge and the projects the council are currently working on. This could be achieved with the addition of a museum, exhibition area or a display of current projects.

6.1.37 Some respondents suggested holding more events to encourage people to visit the Guildhall, or to hold public consultations in the building so people can go there to participate in local democracy.

6.1.38 Overall, there is a strong sentiment for transforming the Guildhall into a more welcoming, informative, and interactive space that facilitates and encourages participation in local democracy.

Q13. How can we make the Guildhall a more welcoming place, so that people can enjoy our local heritage?

6.1.39 Respondents suggested that the Guildhall should appear more open from the outside, as it often appears closed, and the frontage should be improved to make the building appear more welcoming.

6.1.40 Some respondents expressed that there should be more inside the Guildhall to attract visitors, such as events, exhibitions and a café. There should also be more done to incorporate and celebrate local history within the Guildhall.

6.1.41 Overall, respondents have indicated that the Guildhall could be made to appear more welcoming with aesthetic changes to the façade and entrance, and by hosting more events and exhibitions inside the building.

Q14. What improvements would make the Guildhall more suitable for community uses?

6.1.42 Respondents frequently mentioned the need for affordable and accessible spaces within the Guildhall that can be booked by community groups and residents. The importance of keeping hire costs low, particularly for community and non-profit groups, was emphasised repeatedly. Some respondents highlighted the need for a more transparent and easy booking system, as well as extended opening hours to accommodate evening and weekend events.

6.1.43 Many suggested that the Guildhall should offer a variety of room sizes for different events, including small meetings and larger gatherings or performances. Provision of indoor/outdoor seating and open and welcoming entrances was mentioned frequently.

6.1.44 Accessibility was a concern, with suggestions for easier access for people with mobility issues and the provision of amenities like Changing Places toilets and baby-changing facilities. Participants also mentioned the need for better facilities, such as improved lighting, modernised equipment, information centre etc.

6.1.45 The idea of a multi-functional space was popular with suggestions for areas that could be used for a range of activities from yoga classes to music concerts to an indoor market. Respondents also expressed a desire for the Guildhall to host more diverse events that engage all parts of the community,

including children's activities, cultural events, and spaces for local businesses and traders.

6.1.46 Several responses indicated that the Guildhall should be more than just a venue for hire; it should be a hub for civic engagement with features like community noticeboards, tourist information, and spaces where people can meet informally without spending money.

6.1.47 In summary, the respondents want the Guildhall to be a versatile, inclusive, and affordable space that serves the needs of the Cambridge community. They envision it as a place where local groups can thrive, residents can engage in a variety of activities, and the community can come together.

Q15. How could the Guildhall be designed to ensure it is welcoming as the council's customer service centre?

6.1.48 Common responses for this question include the need for clear signage and wayfinding, improved accessibility, and open, welcome and clearly identifiable entrances as the building often appears closed from the outside.

6.1.49 Some respondents felt that it is important to have friendly, well-informed and readily available staff members to assist people with their queries, whilst others highlighted the importance of an open plan, well-lit space to make the building feel more welcoming to visitors.

6.1.50 Several respondents requested a seating area or waiting room for those waiting to speak to someone, whilst others suggested that a café or the offer of free tea and coffee would create a more welcoming atmosphere inside the Guildhall.

6.1.51 Overall, respondents want the Guildhall to be more accessible, welcoming, and to have sufficient signage to allow people to find their way around the building. The emphasis is on creating a space that is not only functional but also pleasant and engaging for all who visit it.

Q16. What do you think should be included in the Corn Exchange design to encourage more visitors, more performers and make most use of the space?

6.1.52 Respondents have highlighted the need for improved acoustics and better seating arrangements as key areas for upgrades in the Corn Exchange design.

6.1.53 Accessibility improvements, including ground floor toilets and better access for disabled visitors, are also frequently mentioned.

6.1.54 Many suggest that the venue should offer a wider variety of food and drink options, potentially through partnerships with local businesses. Several respondents suggest that the venue could benefit from a more welcoming and

open foyer or entrance area, and it was mentioned that a larger entrance would reduce issues of crowding.

6.1.55 There is a desire for more imaginative programming and support for local artists and community groups, as well as expanding the capacity of the venue to attract bigger names.

6.1.56 Transport and parking issues have also been highlighted, with some respondents expressing concerns about the safety and congestion of the streets surrounding the Corn Exchange.

6.1.57 Overall, there is a strong sentiment for enhancing the visitor experience at the Corn Exchange by improving the acoustics of the venue, offering a better selection of food and drinks, and creating a more open and welcoming atmosphere.

Q17. What would make you visit the Civic Quarter area more?

6.1.58 Traffic reduction was a common theme, with frequent mentions of the desire for pedestrianisation and fewer cars in the Civic Quarter area.

6.1.59 Many respondents highlighted the need for more and improved seating areas, as well as additional greenery. The Market Square was a focal point with suggestions for general improvements to the market, the addition of themed markets and community events held in the square, and a wider variety of products available in the market.

6.1.60 Improving maintenance and the quality of the pavements was also frequently mentioned. Moreover, less empty shops and more independent shops in the Civic Quarter area would attract more visitors, as it is perceived that there are currently too many chains.

6.1.61 Overall, the responses indicated a desire for a pedestrianised Civic Quarter with more seating and greenery, as well as an improved Market Square.

Q18. How could we make the Civic Quarter area more accessible and inclusive for those with disabilities?

6.1.62 The most frequently mentioned suggestion was to improve the quality of paving to ensure smooth and even surfaces.

6.1.63 Many respondents also called for the removal of kerbs or the addition of drop-down kerbs, and fewer level changes to facilitate easier movement for wheelchairs and pushchairs as well as for those with mobility issues due to age or disability.

6.1.64 Several responses suggested pedestrianising the area to reduce car and bicycle traffic and reducing the amount of street furniture and trip hazards in

the area, as well as parked cars on the pavements. More seating was also suggested for those who need regular breaks whilst walking or travelling.

6.1.65 Overall, the responses indicated a desire for an improvement to the paving and surfaces in the Civic Quarter area, a reduction of car and bicycle traffic, fewer trip hazards and more seating to aid those with accessibility issues.

Q19. Please state any other ideas or comments you have to feed into the project. These may cover off what you currently like or dislike about the Market Square, Guildhall, Corn Exchange and the public spaces in-between.

6.1.66 A significant number of participants are apprehensive about changes to the market, emphasising the importance of preserving its traditional character and ensuring it remains a space for local produce and traders rather than becoming a tourist-centric space. There is also an emphasis on having a diverse range of stalls, rather than a preference towards hot food stalls.

6.1.67 The Guildhall's potential transformation into a hotel has been met with positive and negative reactions, yet the idea of a rooftop bar has been received positively. Moreover, many respondents have suggested that the Guildhall should be a more welcoming place, which could be achieved with aesthetic improvements to make it seem more open and interactive from the outside.

6.1.68 The Corn Exchange is generally seen as a valuable venue that could benefit from general improvements regarding how it operates, as well as aesthetic improvements to make it appear more welcoming and open.

6.1.69 Respondents want the area to be more pedestrian-friendly and frequently suggested traffic-free zones, as well as resurfacing the paving and adding more seating to increase the accessibility of the area.

6.1.70 Overall, there is a call for a careful balance between modernisation and maintaining the historic and architectural features that give Cambridge its unique character. Respondents want a space that serves both residents and visitors without compromising the city's heritage or the market's traditional role.

6.2 Feedback from Market Traders

Market Traders Workshop

6.2.1 A workshop for market traders was held on 26th June in the Guildhall.

6.2.2 Exhibition boards along with a feedback table were set up in corner of the room for community members to read more about the project, talk to project team members and provide feedback.

6.2.3 A workshop zone was set up across two tables. The first table featured questions that were identified as key questions for the market traders. The second table featured a plan of the Market Square which enabled traders to mark their preference for zoning in the market and suggest their preferences in terms of adjacency and proximity to other stalls.

6.2.4 Key themes extracted from the market traders workshop include:

- Accessibility and Safety - A major concern raised was the surface of the Market Square, which is considered inaccessible and dangerous for elderly and disabled people, especially when wet. Improving the surface to enhance safety and accessibility is seen as crucial for accommodating all visitors.

- Stall Layout and Separation - There was a strong recommendation to keep retail stalls and hot food stalls separate. The smoke, smells, and queues from hot food stalls were reported to disrupt retail traders, affecting their business. Ensuring a clear separation between these types of stalls is essential for maintaining a pleasant and functional market environment.

- Communication with Council - Market traders expressed a feeling of not being listened to by the council. This lack of communication and responsiveness is a significant concern, with traders seeking more involvement in decision-making processes that affect the market.

- Delivery Truck Disruptions - The narrow roads around the Market Square often led to disruptions caused by delivery trucks. This issue impacts the smooth operation of the market and the accessibility for both traders and customers. Addressing this logistical challenge is necessary to improve market functionality.

- Event Space Limitations - Concerns were raised about the Market Square being potentially too small to host events. Ensuring adequate space for events without compromising the day-to-day operations of the market is a key consideration for future planning.

- Anti-Social Behaviour - Anti-social behaviour in the evenings was highlighted as a persistent issue. This not only affects the atmosphere of the Market

Square but also the safety and comfort of traders and visitors. Implementing measures to mitigate such behaviour is essential for creating a secure environment.

- Maintenance - The level of maintenance in the Market Square was noted as needing improvement. Enhancing the upkeep of the area is vital for maintaining a clean, welcoming, and functional market space that attracts both traders and customers.

Market Traders Webinar

6.2.5 A webinar for market traders was held on 11th July. The following feedback was collected:

Cover and weather protection

- Integrate a cover into the design that could cover part of the square for events.
- The direction of the stalls should be changed due to the wind tunnel.
- Stalls must be sturdy, and a wind analysis should be undertaken, especially on the Southwest side.

Types of traders and market layout

- The needs of food stalls must be taken into account.
- More cafes should be encouraged on edge of the square
- The market needs to be laid out in a different way.

Implementation

- Concerns about a phased approach to implementation
- Stalls could move to King's Parade when the design is implemented
- How long will it take to implement any new design?

Transport and vehicular access

- Why are there no cycling provisions on the illustrations?
- There are restrictions in terms of time movements when loading and unloading stalls that must be taken into account when looking at vehicular access.

Infrastructure for traders

- Integrate fixed cabinets and boards into the design so that traders can keep more stock on site, as currently some traders need to top up stock in the middle of the day.
- What are the cost implications of putting up and taking down stalls?

Other issues and concerns

- Need to consider the relationship between the Guildhall and the Market Square, and how they could work better together.
- Consider that some traders are non-native speakers when organising the implementation of any new design.
- Peas Hill doesn't work as it is.
- The Colleges have a strong voice.
- Are Christmas Markets fair to the existing traders?

Market Traders Survey

6.2.6 A survey for market traders (Appendix 8.2.2) was designed to gather their feedback on how the Market Square could be improved, understand their specific needs, and identify what is important to them. 13 market traders completed the survey.

6.2.7 Key themes extracted from the market traders survey included:

Design Considerations

- Stall Variety and Functionality - A key theme from the feedback was the necessity for a range of stall designs to suit the diverse needs of traders. Ensuring that the Market Square can accommodate various types of stalls will help cater to different businesses and enhance the market's overall appeal.

- Cleanliness and Maintenance - Cleanliness was repeatedly emphasised, particularly the need to address grease from food stalls. Maintaining a clean environment is crucial for both traders and customers. Suggestions included having a permanent structure to house bins and bikes, and market trader storage to improve the market's overall tidiness and functionality.

- Historical Preservation and Infrastructure - Participants expressed a strong desire to preserve the history of the Market Square while incorporating modern improvements. There was also a call for phased implementation during future construction projects to ensure the market can continue operating without significant disruptions. Improved paving was highlighted to prevent falls and enhance safety for all visitors.

- Recreational Facilities and Social Spaces - The introduction of recreational water facilities, such as fountains or pools, was suggested to enhance the aesthetic appeal and provide a pleasant environment for visitors. Additionally, creating more options for people to meet or sit was seen as important for making the Market Square a social and inviting space.

- Anti-Social Behaviour - Addressing anti-social behaviour was a significant concern. Implementing design aspects that can help deter such behaviour is essential for creating a safe and welcoming environment for everyone.

Improvement Suggestions

- Variety of Stalls – A recurring theme was the need for a greater variety of stalls to attract a broader range of customers. This would include both retail and food stalls, with improved lighting and safer paving to enhance the market’s appeal and functionality.

- Transportation and Accessibility – Improving bus routes and signage was suggested to make the market more accessible to both locals and tourists. Addressing issues like expensive parking charges for locals was also mentioned as a way to encourage more people to visit the market.

- Basic Amenities – The condition of the market's toilet facilities was highlighted as a significant issue, with a call for substantial improvements. Reliable electricity supply and decent toilets for traders were seen as basic necessities that need urgent attention.

- Weather Protection – Traders expressed concerns about being at the mercy of the weather, with issues like heat, wind, and rain affecting their operations. Solutions such as better tarpaulins to prevent dripping and more robust structures to protect against the elements were suggested.

- Hot Food Stalls – While hot food stalls attract visitors, they also bring challenges such as smoke and grease. There was a suggestion that hot food traders should be required to manage these issues to improve air quality and protect other traders' stock.

- Local Identity – There was a sentiment that the market should retain its British character and not attempt to mimic Continental markets with features like trees and water features. Some traders felt that focusing on creating more space for events was unnecessary given the existing parks and venues in Cambridge.

Specific Needs of Traders

- General Needs - Traders emphasised the importance of good access, strong permanent stalls, and electricity. Improved electrical infrastructure was a common request, with some traders highlighting the need for better electrics to support their operations.

- Storage - The need for adequate storage was a significant concern. Traders requested facilities to store items and leave goods overnight securely. Suggestions included heavy metal bars to hang rods and permanent structures for storage to improve the convenience and safety of their setups.

- Weather Protection and Drainage - Protection against rain and better drainage were highlighted as essential improvements. Ensuring that traders are shielded from adverse weather conditions would help maintain the quality of their goods and the comfort of their working environment.

Written Feedback from Market Traders

6.2.8 The market traders were encouraged to submit their own written feedback on the Cambridge Civic Quarter proposals and what they would like to see. Glenys Self compiled her feedback along with that of 20+ other market traders.

6.2.9 Key themes extracted from the written feedback include:

Preservation and Structural Benefits

- Traders express a strong preference for maintaining the current stalls due to their strength, retro aesthetic, and compatibility with the cobbled market environment.
- The stalls are considered part of the market's heritage and could be renovated to preserve their iconic stripey canvasses.
- The sturdy structure of the stalls is crucial for displaying various collections and withstanding the market's wind conditions.

Loading, Unloading, and Weather Considerations

- Traders need vehicular access to their stalls for loading and unloading goods, display boards, backup stock, tables, lighting, cloths, and tarpaulins. The ability to bring vehicles close to the stalls is essential for efficient setup and takedown.
- Traders suggest planting in the southwest corner to mitigate the impact of strong winds and adding covers to create a comfortable space for customers during bad weather.
- Additionally, comparing with other markets, traders note that professional quality gazebos are used in places like Bury St Edmunds, Ely, and St Neots, which are waterproof and packed away daily to avoid vandalism and overnight misuse.

Lockable Cabins, Seasonal Stalls, and Trading Hours

- There is support for incorporating lockable metal cabins for street food vendors. Lockable stalls would enhance longevity, security, and allow for more stock without daily transportation.
- Traders emphasise the need for accurate representation of market hours as per the needs of the different types of traders.

Sanitary and Storage Facilities

- Improved sanitary conditions are needed, including running water, sinks, drains, and extractors for food preparation.
- Traders also request more storage space to accommodate equipment and stock, with the potential for underground facilities for public toilets and waste management.

- Electricity reliability is a concern, with frequent power failures affecting some stalls. Upgrading the electrical system to separate food traders' power needs from other stalls is suggested.

Aisle Space, Accessibility, and Market Promotion

- Aisle widths need to accommodate vehicular access, and consistent aisle spacing is necessary.
- Traders suggest issuing parking permits to avoid fines during setup and takedown.
- Better signage around the city and direct bus routes to the market would improve accessibility and visibility. Colourful signs and advertisements are suggested to help new visitors locate the market.

Heritage, Aesthetic Improvements, and Seasonal Trading

- Traders recommend restoring the market's historical elements, such as the fountain, cobbles, and railings. The cobbles were mentioned as inaccessible for older customers, especially when wet and posed a challenge in cleaning due to the gaps. Maintaining a strong stall structure to resist the market's wind conditions was also advised.
- Traders depend on seasonal fluctuations, with peak periods during holidays, academic terms, and weekends. Suggestions include enhancing market promotion through collaborations with influencers and offering souvenirs or promotional items.

Operational Challenges, Utilities, and Stall Needs

- Traders face challenges with early setup and late takedown times due to space limitations. Arriving at 6am to set up for a 10am opening conflicts with deliveries to surrounding shops. The same issues occur during takedown between 4pm and 6pm, leading to congestion and inefficiency.
- Water supply and washing facilities are insufficient and located inconveniently near the waste compactor. While the market's toilets are adequate, they require more frequent maintenance.
- Storage for equipment is also limited. Traders have varied needs for their stalls; some require empty stalls to bring their own furniture, while others need stalls with fixtures for hanging goods or shelving.

6.3 Feedback from Community Workshops

6.3.1 Four community workshops were conducted between 17th June – 28th July 2024.

6.3.2 Community Workshop 1 was held on 26th June at Cambridge Central Library. Below is a summary of the feedback collected:

Guildhall

- Guildhall currently can't be used for music events because of accessibility and safety issues.
- Changing places toilet in Guildhall needed.
- Lack of local history in the Guildhall. Upcoming anniversary of Florence Ada Keynes a great opportunity to celebrate local history.
- Civic Quarter could encourage more art exhibitions.
- Hotel in the Guildhall would be a good thing, but the idea contrasts with the plans to reduce car traffic around the city centre.

Market Square

- Market being dissolved by attrition, and traders have left as they do not feel welcomed.
- Idea of collapsing stalls for event space isn't feasible, and the impact of events on traders and residents must be considered.
- Permanent stalls are a good idea.

Corn Exchange

- Acoustics in Corn Exchange are terrible.

Traffic

- Traffic considerations not evident in plans.
- Streets not designed for loading vans.
- Events trucks reversing on Wheeler Street is a danger.

RIBA

- Council have moved to RIBA Stage 2 without fully satisfying RIBA Stage 1.
- Visioning stage hasn't happened, and the existing situation needs to be analysed before producing vision.
- Timescale of project should be flexible to allow for both RIBA stages to be completed, rather than the fixed November deadline.

The Chair of the Federation of Cambridge Residents Associations (FECRA) attended this workshop and was keen to understand the views of Gonville and Caius College on the market square. In addition, she raised concerns over how ticketed events will be managed to ensure that local students are not excluded.

6.3.3 Community Workshop 2 was held on 3rd July at Cambridge Central Library. The following feedback was collected:

Corn Exchange

- People like the high-quality brickwork and how adaptable the space is.
- People dislike how cavernous and ghostly it feels and the poor acoustics.
- The space could be used as an indoor market during the day.

Guildhall

- People like the Hammond organ, the front entrance and stairway, and the high quality of the building generally.
- The front entrance and stairway are rarely used.
- The internal layout could be more user friendly.
- Regarding the hotel proposal, it was noted that people are more likely to travel to Cambridge for work than for pleasure, meaning that cheaper, more practical rooms were more important than luxurious rooms for tourists.

Market Square

- People like the fact that it is active seven days a week, that it is not just aimed at tourists, selling produce such as vegetables for locals, and the fact that it is not currently an events space.
- There should be more shaded areas and more areas to sit. St Mary's Church Garden should be extended to merge with a new seating area.
- The fountain should be made to work again, or another water feature added.
- Public toilets are needed.
- The market can feel menacing at night, which could be mitigated with additional lighting.
- Combination of crowds, cyclists and cobbles mean market is unsafe for young children.
- The waste compactor should be removed.

6.3.4 Community Workshop 3 was held on 6th July at the Corn Exchange. The following feedback was collected:

Market Square

- Market stalls are too crowded – they should be spaced out more, which could be achieved by pedestrianising the area.
- Add trees, remove trip hazards, restore fountain, and repair the cobbles.
- There are lots of ugly bits and pieces (e.g. bins) – they should be concealed to make it a more beautiful place.
- Improve the trader toilets.
- The Market Square should either be a market or a public space – a compromise of both will not work.

Guildhall

- Like the idea of a rooftop terrace.

- Like the idea of a hotel in the Guildhall.

Corn Exchange

- Acoustics are poor.
- Too many solo artists and rock bands.
- Lack of ramps.
- Corn Exchange Street is 'horrible'.

6.3.5 Community Workshop 4 was held on 13th July at the Corn Exchange. The following feedback was collected:

Market Square

- Market Square not suitable for events due to weather (e.g. outdoor cinemas/viewings don't usually attract too many people.
- Should be somewhere to refill water bottles.
- Heritage/tradition of market important to keep.
- More public seating in market needed, particularly outside Guildhall and Great St Mary's.
- Borough Market is an example of a market that has thrived due to its flexibility i.e. different stalls/offerings on different days.
- Add something child friendly.

Guildhall

- Like the idea of a hotel and rooftop bar.
- Large hall has appalling acoustics and should be split into two levels, with the upstairs being an open space and the downstairs being used for meeting rooms, offices etc.
- Should be more accessible to the public – community facilities and opportunities to speak to Councillors and council officers.
- Front of Guildhall looks miserable and needs overhaul. Should put a façade in front of Guildhall to improve how it looks without damaging the building (see Graz City Hall in Austria as example).

Corn Exchange

- Too small to attract bigger acts – needs capacity of 2,500 at least to attract bigger acts.
- Has a reputation for poor acoustics which puts acts off performing there.
- Entrance is dark and gloomy. See-through entrances are more welcoming.
- Doors too heavy/difficult to open.
- Can't see where cars are coming from when leaving the venue – Wheeler St. should be blocked off.
- Should have dual use to make venue more commercially viable.
- Seating is not comfortable or accessible.
- Long queuing times for visitors which would result in them having a drink elsewhere before returning to the venue.

Cambridge City Centre

- Civic Quarter should be more useful to poorer people who live outside of the centre.
- Previously the council have closed the centre to vehicular transport from 10am - 4pm which worked well. Vehicles should be restricted but taxis, loading vehicles and delivery lorries are all unrestricted – places too many demands on a tiny zone.
- City is for tourists, not locals, and is too crowded.
- There is not enough in the centre that feels accessible to children and young people.
- Food and beverage offerings in the centre have gotten worse as there are too many chains and good independent places don't want to operate in the centre.

6.4 Feedback from Targeted Groups

6.4.1 Two targeted workshops were conducted. The first was with heritage, arts and culture experts, and the second was with young people.

6.4.2 The heritage workshop was held on 17th July and was attended by 20 people. Key themes extracted from the heritage workshop include:

Guildhall

- Preservation and Civic Functionality - Feedback on the Guildhall highlighted the need to preserve its civic spaces and their functions, such as the courtroom, meeting rooms, and halls, while maintaining the city's skyline by restricting any increase in building height.

- Cultural and Community Use - Participants suggested creating a more inviting space to encourage exploration of the city's culture and heritage, potentially through a tourist information office, museum, and heritage centre. The space could also be used for soft cultural and community activities, particularly for children and residents. There was opposition to plans for commercial spaces above the Guildhall, with suggestions to explore the feasibility of an indoor European-style market within the building. The rooftop could be transformed into a market garden to support Market Square stalls, possibly including a bar.

- Practical Considerations - Practical considerations included opposition to using the basement for office spaces post-COVID, with suggestions to consider it for heritage displays or as a meeting space for artists. Addressing logistical issues like parking for market traders' vans and considering the basement for bike parking were also highlighted.

Corn Exchange

- Improvement and Enhancement Initiatives - Feedback on the Corn Exchange focused on improving acoustics and the audio-visual experience, transforming it into a multi-use space, and installing solar-powered tiles and sustainable water collection. Participants suggested integrating net-zero initiatives into the design, like Pompeii's solar tiles, and providing more dressing rooms.

- Usage Analysis and Future Planning - An analysis of the current use of the Corn Exchange was suggested to better understand its needs. Concerns were raised about Cambridge's population growth potentially necessitating a second venue, which could impact the Corn Exchange's attractiveness. Additionally, the introduction of more safe and secure bike racks was recommended.

Market Square

- Preservation and Diversity - Feedback on the Market Square stressed preserving the water fountain and maintaining the diversity of stalls. Participants noted that takeaway shops around the edges lead to anti-social behaviour and highlighted a lack of a nighttime economy in the Market Square.

Improving the fountain to be an attractive feature and considering the acoustic presence of water were suggested, as was the idea of operating the market on specific days, inspired by Venice.

- Market and Public Space Innovations - There was positivity around the idea of the market being a multi-use space and suggestions to allow local residents to co-design the market. Separating hot food stalls from other market stalls was recommended. Promoting fresh local produce and providing tables and chairs for public use were also suggested. Creating discounted spaces for young entrepreneurs, improving outside parking for market traders, and addressing waste disposal issues were highlighted. Suggestions included moving some stalls into the Guildhall and ensuring safe bike racks are available.

- Design and Accessibility Enhancements - Design considerations included historical information boards or panels, temporary art pop-ups, and placing oak and timber seats in the Market Square. A dedicated space to showcase art exhibitions, and building infrastructure to host future events, such as water storage, waste management, and delivery access, were recommended. Prioritising accessibility needs in event space design and installing public toilets for nighttime events were also suggested.

6.4.3 The youth workshop was held on 25th July and was attended by 14 young people. Key themes extracted from the youth workshop include:

Market Square

- Nature and Greenery - Feedback highlighted a strong desire to enhance the natural environment within the Market Square. Suggestions included installing and maintaining flower beds on each corner of the Market Square and planting flowers around the fountain in the middle.

- Culture - The participants expressed a keen interest in increasing cultural activities within the Market Square. They suggested implementing removable stalls to open up the space for live music concerts and movie screenings. Additionally, more art exhibitions and displays were recommended to enrich the cultural landscape.

- Maintenance - Maintaining and improving the cleanliness and facilities of the Market Square was a recurring theme. Suggestions included tidying up the area, removing large bins on the western side, adding smaller bins throughout, and regularly maintaining them.

- Security - Security concerns were prominent, with recommendations to install CCTV across the Market Square, particularly along the western side, and to station security officers in the Guildhall.

- Market Stalls Layout and Design - There was a call to re-evaluate the layout and design of the market stalls. Suggestions included increasing the space

between stalls, making stalls smaller and removable, and reordering the layout of the Market Square. Some participants even suggested removing the market stalls entirely and moving them to King's Street.

- Vehicles - Feedback included introducing a parking permit system for the Market Square and enforcing speed limits to improve safety.

- Other Issues and Concerns - Several further issues were identified, including the enabling of anti-social behaviour near to the Market Square stalls in the evenings, delivery vehicles parking on Great St Mary's Road and obscuring lines of sight for pedestrians and cyclists, a lack of policing and security, and dangerous junctions on Great St Mary's Street.

Guildhall

- Lighting - Improving the lighting outside the Guildhall during dark hours was suggested. Better lighting is seen as essential for enhancing safety and the overall ambiance of the area.

- Inside the Guildhall - There were numerous suggestions for the use of space within the Guildhall to enhance its commercial and community value. These included creating a restaurant that sources ingredients from the Market and other local sources and establishing a rooftop bar as part of the proposed hotel. Other ideas included creating a space for community halls, a flexible sports hall, monthly art exhibitions, a gym, an indoor market, a hot food space, a toddler's indoor play area, a safe space for young teenagers to socialise, and a theatre.

- Cycling - Installing bike racks outside the Guildhall was a suggestion aimed at improving cycling infrastructure.

6.5 Feedback from Pop-Ups

6.5.1 A series of six pop-ups were held across Cambridge in locations such as the Cledara Abbey Stadium, Romsey Mill Centre, Clay Farm Community Centre, St. Andrew's Street Baptist Church, and the Corn Exchange to allow members of the local community to provide feedback on their vision for the Cambridge Civic Quarter.

6.5.2 Key themes extracted from the pop-ups include:

Guildhall

- Opposition to Hotel Conversion - Opposition to converting the Guildhall into a hotel was expressed, with concerns that it would become less accessible and primarily benefit tourists and wealthy individuals.

- Commercial Use Acceptance – However, there was a general consensus that a commercial use for the Guildhall is acceptable if it generates income for the council. Alternatives to a hotel included a cinema or a restaurant, which could benefit the wider community.

- Community-Oriented Uses - There was some preferences for the top floors to be used for community-oriented purposes, such as weddings or restaurants, rather than being leased out. The idea of a rooftop bar received positive feedback.

Market Square

- Gathering Spaces - Respondents highlighted the need for the Market Square to include spaces for gatherings, such as an outdoor cinema, and more seating areas.

- Event Feasibility and Safety - Doubts were expressed regarding the feasibility of holding events in the Market Square. Concerns about anti-social behaviour in the evenings were also raised, suggesting a need to prioritise safety and security in any redevelopment plans.

- Vision for Open Space - Some feedback advocated for fewer market stalls and more seating, envisioning the area as a predominantly open space akin to a piazza.

- Food Stall Separation - The proposed separation of food trucks from other market stalls received mixed reactions. Some supported the idea for a clearer separation, while others argued that the market's mixed nature should be preserved.

- Additional Seating - There was a positive response to the idea of additional seating around the market, reflecting a desire for more comfortable and accessible spaces for visitors.

- Preservation Importance - There was a strong sentiment to preserve Cambridge's old buildings and maintain the city's historical charm.

- Transport Networks - Poor transport networks deter many Abbey residents from visiting the city centre.

- Cyclist and E-Scooter Behaviour - Concerns were raised about the behaviour of cyclists and e-scooter users around the Market Square. There is a clear call for better separation between these groups and pedestrians to enhance safety and accessibility for all users, especially those with visual, hearing and mobility impairments.

- Safety - Corn Exchange Street was flagged as unsafe due to the absence of pedestrian paths, posing a significant risk for walkers.

Corn Exchange

- Poor Acoustics - The poor acoustics in the Corn Exchange was highlighted as a significant issue. There is support for improvements in this area, indicating that enhancements to the venue's sound quality would be welcomed by the community.

- Support for Proposals - The proposals for the Corn Exchange received little initial interest, but after discussing the plans, there was general support, particularly for improving the venue's acoustics.

6.6 Written Feedback from Representatives of Organisations and Groups

6.6.1 In addition to being able to respond to the engagement process via the survey and attending workshops and webinars, stakeholders were given the option to submit a formal written response.

6.6.2 Responses were received from:

- Cambridge BID
- Camcycle
- Cambridge Past Present and Future (CPPF)
- CamSight

6.6.3 Response from Cambridge BID

The following themes have been extracted from the response submitted by the Cambridge BID:

- Overall Management and Financing - The Board required clarification on the ultimate responsibility for delivering the project and coordinating partner activities, especially during the development phase. They suggested that the project's capital financing should be phased, and priorities and timelines should be established. Revenue commitment and maintenance are crucial, and a forward plan with utilities and highways is needed. Emerging developments like a district heating system should be considered in the development process.

- Development Management and Business Support– Importance of providing support to businesses around the development other than the market traders, particularly those in Market Square and Guildhall.

- Traffic Management - The area needs a structured approach to highway management, addressing conflicts between pedestrians, cyclists, cars, delivery vehicles, and Deliveroo drivers. Existing traffic management infrastructure needs repair and enforcement action. An allocated waiting place for takeaway drivers could reduce conflict. Appropriate cycling stops and storage should be implemented at entry points for pedestrianisation. Lack of enforcement and repairs are causing conflict and compounding issues.

- Waste Management - The development should address waste management and removal, addressing the issue of commercial waste being left out in the evening, and implementing regular collections with appropriate vehicles for all weather conditions, to encourage an early evening and night time economy.

- Water and Electric Power/Water Points - Adequate power points for future activities and displays are needed, along with a water refill point to encourage plastic waste reduction.

- Hotel Development - A 60-bed hotel in Cambridge could potentially do well but may displace other city centre hotels due to the growing number of approved hotels and outdated policy document. This over provision of bed stock could negatively impact occupancy, room rates, operating costs, and profitability.

- Noise/Social Disturbance/Smells - The Guildhall hotel development is a concern due to its proximity to businesses, which primarily generate income from the early evening and nighttime economy. These businesses, which are part of the city's vitality, are concerned about the noise complaints and potential impact on their operations. Additionally, the smells and noise from nearby businesses are also a concern.

6.6.4 Response from Camcycle

- The project must have a more holistic focus on a wider area which looks to improve the public realm and access. The streets leading to Cambridge Market Square are in poor condition, featuring access barriers, narrow widths, and substandard surfacing. The Civic Quarter project should expand to address these issues on Pembroke, Downing, Regent, Trumpington, Market, Silver, Bene't, and Corn Exchange Streets. Improving Silver Street would connect people to the Mill Pond and the Backs and facilitate walking routes from the Fitzwilliam and Downing Street museums to the Market. The project should also enhance access to the city centre from Parker's Piece and the railway station. The city council is urged to adopt a more ambitious or realistic approach, as the current plan focuses only on buildings and the Market Square.

- Overarching transport strategy to create more space for people. The term "more space for people" is frequently mentioned in engagement processes and resonates with those familiar with Cambridge. Despite the narrow, medieval streets, the city must strive to be more people friendly. Creating more space for people requires reallocating the limited street space, which will mean reducing car space. Often, cars queue to enter the Grand Arcade car park, exacerbating traffic issues. The Cambridgeshire Sustainable Travel Alliance suggests:

    - Better demand management, as the Grand Arcade is often full while other car parks are underused.
    - Discouraging short-stay parking, as many only stay for less than two hours, causing traffic but offering little benefit to local businesses.
    - Improving access by removing cars from Bene't Street and reducing them on Regent Street.

  Additionally, private car access to the market and taxi ranks should be reviewed. Current taxi ranks on St Andrew's Street and Market Street cause conflicts with pedestrians and cyclists. Restricting car and taxi movements would benefit buses, particularly the U-bus, by reducing congestion. Promoting more cycle trips should be a key goal, but the impact on the constrained city centre must be considered. The Civic Quarter scheme should provide additional and more accessible cycle parking without reducing city centre space. This could involve expanding the Grand Arcade cycle hub or creating a new one under the Market Square, thereby relocating cycle parking from the market and surrounding streets. Camcycle has long called for a proper city centre cycle parking strategy, which should be integral to this project. Addressing these issues would improve the pedestrian experience, making the city centre more vibrant and pleasant for residents and visitors.

6.6.5 Response from Cambridge Past Present Future

- A member from the Cambridge Past Present Future (CPPF) sent the CCQ project team documents drafted by an ad-hoc group from an attempt around 2015 to propose positive changes for the Market Square. The group involved CPPF members, a Judge Business School MBA student, an architect and a university engineer who was working on ideas for demountable stalls. The document included an article, a historical note on the Cambridge Market Square fountain, the Market Square survey created by CPPF, a proposal from 2012 and 2014-2016.
- As per the reports shared, the vision for Cambridge Market Square was to create a vibrant and attractive space that benefits all stakeholders. The aims of the proposal were to improve the public realm, provide relaxing spaces, enhance accessibility, and expand the market's potential. The benefits included increased profitability for stallholders and local businesses, additional income for the City Council, and improved safety at night. Issues to be addressed included validating financial estimates, planning market continuation during construction, optimising stall design, extending into Peas Hill, and improving rubbish management and cycle parking. Necessary consultations mentioned in the report involved stallholders, local businesses, tourism bodies, police, and relevant services to ensure a comprehensive and effective plan.
- In October 2013, members of CPPF's Heritage Working Group undertook a trial Place Check survey of the Market Hill area. Results of the survey indicated:

    - The Market Square is appreciated for its vibrant and colourful atmosphere, featuring a lively mix of market stalls, street cafes, and restaurants that add to its appeal. The area boasts a pleasing blend of traditional urban architecture and glorious vistas, particularly down Market Street and St Mary's Passage with views of King's College Chapel's towers. Buskers and street performers provide variety and interest, drawing people to the market area, which also serves as an important source of civic information for the community.

    - The Market Square faces several issues: the fixed market stalls hinder night-time uses, contributing little to Cambridge's evening economy; central areas like Peas Hill and Guildhall Street are underutilised; varied paving and raised curbs create a disjointed and difficult-to-navigate space; vandalism to market stalls at night; poor trade on rainy days; limited seating outside cafes; the fountain is in poor condition; inconsistent and purely functional lighting; conspicuous litter bins and large skips, especially near the church; an unsightly electricity plant dominating views; inappropriate large metal doors at the Marks and Spencer loading bay; no taxi access; and the finest piece of public art, Talos, is hidden away, while the Snowy Farr commemorative sculpture remains unpopular.

- The vision for Market Square includes transforming it into a vibrant evening destination with concerts, plays, and food stalls, complemented by attractive lighting to reduce vandalism and anti-social behaviour. Coherent paving across the square and down Guildhall Street and Peas Hill, with subtle texture or colour differences to indicate usage, would enhance central Cambridge's appearance. Permanent, elegant seating and strategically planted trees would encourage people to linger. The fountain should be either renovated to its former glory or replaced, with better seating and planting to make it a focal point. Bins, skips, and large plants should be discreetly placed, possibly using underground chutes or public artwork to mask them. Elegant lighting that is both functional and aesthetically pleasing, such as Richardson candles, is also needed.

6.6.6 Response from CamSight

- From an organisational perspective, CamSight supports full accessibility to the proposed Civic Quarter project: obstruction-free pedestrian spaces, contrasting coloured signs or objects, good lighting, tactile paving, green spaces where guide dogs can defecate and good public transport access.

- A member of the organisation mentioned that they frequently noticed how few senior-aged people they've seen in the city centre. People may stay away due to the crowds or because there are no longer relevant market stalls, shops, inexpensive places to eat or drink or meeting places.

6.7 Feedback from Emails

6.7.1 Fifteen emails were received from individuals (market traders and non-market traders) in the CCQ project inbox with feedback on the Cambridge Civic Quarter proposals.

6.7.2 The following themes have been extracted this feedback.

- Acoustics and Performance Space - There is significant concern regarding the Corn Exchange's acoustics, which are perceived as insufficient for orchestral performances. This shortcoming leads professional orchestras to favour alternative venues, such as Saffron Hall. To address this, there is a call for improvements in the acoustic quality of the Corn Exchange to make it a viable option for larger scale orchestral events. Additionally, there is interest in expanding the use of the space to include larger amateur groups and potentially theatre or opera productions, as the Arts Theatre's current capacity is seen as limiting.

- Impact of Proposed Developments - There are concerns about how the market will be affected during construction. The risk of losing valuable market traders, who contribute significantly to the market's character, is a notable worry.

- Market Square Considerations - Relocating the market to another site, such as Drummer Street bus station, has been suggested as a means to free up Market Square for public use and events, while ensuring that there is a permanent space available for the market. Traders have raised issues regarding weather protection, with suggestions for a permanent cover or improved wind protection to mitigate the effects of adverse weather. There are also specific needs for robust stall structures, power supply requirements, and easier setup processes. Improved storage and sanitation facilities for food traders are also sought.

- Heritage and Sustainability - The preservation of historical elements related to Hobson's Conduit is a key concern, with feedback highlighting the need to ensure that any modifications to the Market Square respect these heritage assets. Additionally, there is a call for incorporating sustainable design features into the project. Suggestions include underground bins and potentially a permanent structure that could house a café and accessible toilets, while balancing these modern features with respect for historical considerations.

- Operational Challenges - Operational challenges such as lorries blocking delivery areas on Peas Hill have been highlighted, affecting market trade and customer experience. Addressing these issues is seen as crucial to improving the overall functionality of the market.

- Accessibility Challenges in Public Spaces - Accessibility concerns within the Civic Quarter highlight several key issues. The Market Square, with its cobbled surface, presents significant difficulties for wheelchair users, particularly those using manual wheelchairs. There is support for retaining the cobbles while improving accessibility. Additionally, there is worry about the potential loss of parking passes that facilitate access for those with disabilities. The narrowing of pavements on Peas Hill due to street furniture has also created challenges, particularly with increased conflict between pedestrians and cyclists.

- Enhancements for Cultural and Civic Facilities – Suggestions include enhancing surrounding streets with greenery and seating, exploring a covered market space, and reconsidering the conversion of Shire Hall and part of the Guildhall into hotels in favour of residential accommodation for local residents.

6.8 Webinars

6.8.1 Four webinars were held from 17th June – 28th July with selected stakeholder groups, including transport and sustainability organisations, businesses and market traders.

6.8.2 A webinar for transport organisations was held on 8th July. The following feedback was collected:

- There is a current lack of security and surveillance around cycling.
- Enforcement action should be taken to ensure cyclists abide by the rules – the lack of enforcement of current laws and regulations is a major problem in this area.
- 'Cycle with care' signage could be placed around the local area to ensure both tourists and locals are made aware of the need to be considerate of others.
- Cycle parking at the Grand Arcade should be looked at and, if possible, improved and enhanced. It feels like an afterthought currently. It also does not feel safe after hours or when accessing with children.
- Currently there are significant conflicts between delivery vehicles and cycles, which also negatively impacts pedestrians.
- Quality of paving is poor across the area, and there is a need to standardise paving across the whole city centre, beyond the red line boundary.
- Pavement parking with delivery vehicles needs to be addressed.
- It is important that buggies are catered for when the pavement is considered.

6.8.3 A webinar for market traders was held on 11th July. This webinar has been covered in section 6.2.5 of this report.

6.8.4 A webinar for Cambridge BID and Indie Cambridge was held on 16th July. The following feedback was collected:

Market Square

- Heritage is very important.
- Needs tidying, with more trees and flowers.
- Permanent stalls are important.
- Look to ideas in Europe where there are successful market squares that are wide open, with seating and cafes around the edge.
- Could look at permanent stalls at just one end, especially for food stalls which require water and electricity.

Corn Exchange

- There is an underutilisation of the Corn Exchange.
- There should be something to do there before you see a band.
- There is an opportunity to make the Corn Exchange somewhere to go not just when a band is on

Guildhall

- The noise from Market Square events may disturb guests at the proposed Guildhall hotel.
- Guildhall could offer cafes and seating too.

6.8.5 A webinar for sustainability organisations was held on 23rd July. The following feedback was collected:

- Net zero is a good ambition but how are you going to achieve this? Some suggestions include repairing the roof, electrifying the heat, utilising a heat pump option, potential works on the wooden floor. Cannot do much with the walls due to heritage constraints.
- Add traffic restrictions and make the market a more public space.
- Drug dealing takes place around the market; it is quite a dangerous place at night, the council should look at lighting and the licensing hours (i.e. consider allowing traders to trade into the evenings).
- In favour of having water / a water feature in the market as long as the majority of the water circulates.
- The Guildhall has condensation issues and issues with water usage, relating to the toilets / how they flush.
- Discussion about PV / solar panels on the roof – the negative visibility of such panels is not a valid reason to not maximise them.

6.9 1-2-1 Meetings

6.9.1 Five 1-2-1 meetings were organised with the following stakeholders:

- Cllr Gerri Bird
- Mark Taylor, CCC Access Officer
- Cambridge Designing Out Crime Officers
- Estates Department, University of Cambridge
- Gonville and Caius College and King's College

6.9.2 1-2-1 meetings were organised with Cllr Gerri Bird and Mark Taylor to get accessibility-specific feedback, as the Lead Councillor for Disabilities and Disability Access) and Access Officer for the Greater Cambridge Planning Service respectively.

6.9.3 Cllr Gerri Bird

Market Square

- In a manual rather than electric wheelchair, Cllr Bird can't go onto the Market Square because of the cobbles. Wheelchairs have smaller wheels now, which makes cobbles more dangerous. The cobbles should be kept but made more accessible to wheelchair users.
- The street furniture in Peas Hill has narrowed the pavement for pedestrians, with bikes, particularly fast food deliveries, rushing past as well, increasing conflict. This was also highlighted as a problem for people leaving the Guildhall from the Peas Hill side of the building.
- The fountain needs to be kept, as it is a part of the heritage.
- Blue badge parking provision needs to be factored in.

Corn Exchange

- The current experience for wheelchair users at the Corn Exchange is not enjoyable due to visibility issues during shows.
- The use of wheelchair platforms for some shows has improved the experience of feeling more part of the crowd.
- Improvements to the depth of the side boxes.

Guildhall

- Cllr Bird cannot sit on any of the seats in the chamber, so is currently accommodated in the gap that exists between the benches.
- When Cllr Bird was Mayor, a lift was in place that allowed her to take the appropriate position in the chamber.
- The front and side entrances to the Guildhall must be made more accessible.

6.9.4 Mark Taylor

Market Square

- Conflict with cycling through street furniture (Deliveroo etc), in Petty Cury and Peas Hill, especially exiting Guildhall from Peas Hill. Cyclists should be pushed to St Mary's side of Peas Hill.
- The mix of cycling and pedestrians in a pedestrianised square must be addressed.
- Scooter licence operator should ensure that scooters are not using Petty Cury, Peas Hill and cutting through Market Hill when the Square is developed.
- Market Square should be turned by 90 degrees – better sight lines and more space for seats.
- We have the right to cover the cobbles as long as they are preserved. St Johns College courtyard has done this.
- New surfaces need to meet the requirements of highway provider's duties under the Equality Act.
- The historic centre pass for blue badge users should be maintained. To qualify for a blue badge means applicants cannot travel more than 100m easily. Parking has been lost in the vicinity and the Grand Arcade car park does not suit everybody, particularly at night or in inclement weather.
- If Bene't Street is closed for traffic leaving the Grand Arcade car park and with that being the only parking for any blue badge user coming from the north or east of the city results in very long routes into the parking. Disabled people often cannot stay out for extended periods and often only have time with paid for care or care from family and friends, this means access is prohibited for many disabled people.

Guildhall

- There must be a fire evacuation strategy when there are lots of people in the building.
- The main entrance not accessible and does not support a platform lift or an "open sesame" type lift on the Guildhall entrance steps.
- Peas Hill entrance provides level access option
- Events at Guildhall – reliance on lifts and no failures.
- There should be two platform lifts.
- Council Chamber and viewing gallery access must be improved..

Corn Exchange

- Wheelchair platform has been deployed in the past which makes wheelchair users feel more part of the crowd.
- Good view from side boxes, but they are not deep enough for wheelchair users – need more width.
- New lifts are needed, and there should be fire evacuation lifts. Evacuation chairs are not suitable for all.

6.9.5 Cambridgeshire Police Designing-Out Crime Officers: A meeting was held with Jules Hanrahan and Clare Darbyshire, Designing out Crime Officers for Cambridgeshire Police, on 15th August. The following feedback was received:

Market Square

- Stalls should have visibility around and underneath them to avoid hiding places.
- Flexibility for community events.
- Martyn's Law needs to be considered.
- Controlling/reducing potential threats around use of vehicles for terrorism acts.
- Reinforcement of access times between 10am-4pm.

Guildhall

- Cycle storage should be covered by CCTV.
- Access control within building.

Corn Exchange

- Improvement to lighting and monitored CCTV (CCC/HDC system) in this area.
- Support the approach for underground bin storage.
- Cycle storage subterranean approach supported. Public and staff should have separate storage to reduce potential thefts.
- Parsons Court needs to be decluttered to reduce hiding places.

6.9.6 Estates Department, University of Cambridge: A meeting was held with the University of Cambridge's Estates Department.

Support was expressed in principle for proposals to improve the place and take the opportunity to add value to the existing properties.

The University was keen to stay engaged as more detailed proposals emerge, noting their interests in the area including the New Museums Site between Bene't Street and Downing Street, as well as any changes to traffic and travel movements in the area.

In particular, the need for access to be maintained to University properties if proposals for Parsons Court progress was noted.

6.9.7 Gonville and Caius College and King's College: A meeting took place with Gonville and Caius College and Kings College.

Gonville and Caius College expressed a number of concerns about the proposals for the market. This included:

- Concern that the proposed permanent structure would have an entirely negative impact on adjoining College owned properties and its retailers.

- Concern that the proposed permanent structure would act as a barrier to flow of pedestrians between Rose Crescent and the Market Square as well as eliminating the amenity of views from Rose Crescent to the Guildhall with detrimental impact on footfall flow.
- Expressed view that a retail specialist should be engaged to ensure proposals support wider city centre offer and advise on footfall implications.
- Questioned the need for demountable stalls, particularly as public space in front of Guildhall already exists and is used.
- College would not support evening uses of the square outside of August due to impact on residents and students, who are already disturbed by necessary early morning activity.
- Concern that disruption to continuous trading during construction period could cause some traders to cease trading, so losing the continuity of the stye and composition of the market

King's College supported the points above and also expressed concern about proposed uses of the Guildhall where they impacted on the privacy of students and residents in nearby accommodation.

7.0 Conclusion and Next Steps

7.1 The Civic Quarter engagement report demonstrates a collaborative and forward-thinking approach is required towards reimagining Cambridge's key historical sites—Market Square, Guildhall, and Corn Exchange. The report highlights a strong community response to the proposed changes, emphasising the need for a blend of modernisation while considering the character and historical significance of each location. Key feedback includes enhancing functionality and accessibility of the Market Square whilst being sensitive to the needs of traders, modernising the Guildhall as a hub for local democracy and community services, and upgrading the Corn Exchange to boost its appeal as a premier performance venue.

7.2 Conclusions:

Stakeholder insights reveal an overwhelming desire for these sites to become more accessible and engaging, reflecting Cambridge's reputation as a centre of cultural significance. The introduction of sustainable practices and the aim for net-zero operational carbon echo the community's aspirations for a future-proof and environmentally conscious civic space. The proposed developments are seen as not only a rejuvenation of physical spaces but also an opportunity to enhance social and economic interactions within the city.

7.3 Next Steps:

Moving forward, the project will continue to involve comprehensive community engagement to refine the design and functionality aspects of the Civic Quarter. This will include further consultations, especially with market traders and seldom heard groups, to ensure the proposed changes meet the diverse needs of all stakeholders.

The development team will integrate this feedback into the RIBA Stage 2 design work, with a scheduled review by Councillors in November 2024. If approved, the project will progress beyond the conceptual design stage, incorporating detailed planning and eventual implementation, ensuring that all developments align with the established vision and community expectations.

The engagement process is set to remain dynamic, with continuous feedback loops designed to adapt to evolving community insights and challenges. This iterative engagement will support the creation of a Civic Quarter that truly reflects the values and needs of Cambridge's residents and visitors, setting a benchmark for future urban development projects.

8.0 Appendices

8.1 List of Organisations and Community Groups contacted via email

Great St Mary's Church
Cambridge Tourist Information Centre
Cambridge BID
Living Streets
Federation of Cambridge Residents
Cambridge Association of Architects
Gonville & Caius College
Friends of Cambridge Market
Market Traders Association
Cambridge Development Forum
Cambridge Ahead
Indie Cambridge
Cambridgeshire Chambers of Commerce
Cambridge Association of Architects
The Cambridge Town Owl (Antony Carpen)
The Cambridge Commons
Heritage Research Group – Cambridge University
Cambridge Past, Present and Future
Cambridge Association of Local Historians
Museum of Cambridge
Cambridge Past Present and Future
The Arts Society
Arts and Minds
Cambridge Arts Theatre
Adam Pounds
Cambridge Arts Network (CAN)
Music groups in Cambridge
Cambridge Arts and Cultural Leaders
Culture Task Group
Camcycle
Living Streets
Smarter Cambridge Transport
Cambridge Clean Tech
Cambridge Carbon Footprint
Cambridge Doughnut
Cambridge Institute for Sustainability Leadership (CISL)
Transition Cambridge
Cambridge Friends of the Earth
Carbon Neutral Cambridge

BCN Wildlife Trust
Climate Change Forum
Cambridge Sustainable Food
On the Verge
Abbey People
Department of Land Economy - University of Cambridge
Romsey Mill
Youth Voice and Youth Engagement Partnership
The Kite Trust
Cambs Youth Panel
Inclusive Development
My Cambridge
Eddies
CamSight
Voiceability
The Cambridge Forum of Disabled People
Disability Cambridgeshire
Caring Together
Graham Lewis
Cambs and Peterborough NHS Foundation Trust
Rowan Humberstone
Age UK Cambridge
Speak Out Council
Papworth Trust
Darwin Nurseries
Eddies
Healthwatch Cambridgeshire
NHS CCG Primary Care
Women's Resource Centre
Women's Aid
Rape Crisis
Age UK
Cambridge Ethnic Community Forum

Table of organisations and community groups that were contacted via email.

8.2 Surveys

8.2.1 Hard Copy Survey

Cambridge City Council Civic Quarter Survey

Open for comments from Monday 17 June to Sunday 28 July 2024.

We have a once-in-a-century opportunity to reimagine the area around the Guildhall, Corn Exchange and Market Square, to create a new focal point for residents and visitors that lives up to the city's world-renowned reputation as a centre of excellence and cultural significance.

We are referring to this area as the Cambridge Civic Quarter. We are currently at an early design stage, and we want to create designs for the area which would:

- create a focal point in the centre of Cambridge that local people can be proud of and which lives up to the city's world-renowned reputation as a centre of excellence and cultural significance
- attract residents and visitors to spend more time in the Market, Corn Exchange, and city centre shops, restaurants and bars
- build on the agreed vision for the Market Square, to make it a more accessible, attractive, welcoming, exciting and safe place to visit, shop and gather during the day and into the evening
- make the Corn Exchange a more modern and appealing venue with updated facilities, while exploring new commercial opportunities and reducing operational costs
- conserve the Grade II listed Guildhall as a net zero-carbon building to save running costs, with a welcoming environment for the public, and fit-for-future working spaces for council uses; while creating new spaces for commercial occupiers in order to increase the council's income from the building to support running frontline council services

As custodians of these historic sites Cambridge City Council is seeking feedback to understand how people currently feel about the area around the Guildhall, Corn Exchange and Market Square, and what they would like to see change.

We want to hear from local residents, businesses, shoppers and visitors to the Cambridge area, as well as those organisations that may be impacted by the project.

Find out more about the project or request this survey in any other format:

- **Online: www.cambridge.gov.uk/ccq**
- **Contact our team to request information to be emailed or posted to you: call or text: 07542 016586, or email info@cambridgecivicquarter.co.uk**
- **Attend one of our community workshops:**
  - **Central Library, Wednesday 26 June, 4 to 6pm; or Wednesday 3 July, 4 to 6pm**
  - **Corn Exchange, Saturday 6 July, 10.30am to 12.30pm; or Saturday 13 July, 10.30am to 12.30pm**

Have your say

From Monday 17 June to Sunday 28 July, we are running a comprehensive public engagement programme to gather your ideas and feedback. Please participate in our survey, community meetings and workshops.

These sessions will allow participants to learn more about the project and share their thoughts on specific aspects of the development.

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Please return your completed survey:

- **Using the stamped addressed envelope (if you received one)**
- **Dropping off at the council's customer service centre, Mandela House, 4 Regent Street, Cambridge, CB2 1BY. Please note this facility is only available during opening hours which are Wednesday to Friday, 9am to 5.15pm**
- **In the post: Civic Quarter Consultation Responses, Mandela House, 4 Regent Street, Cambridge, CB2 1BY**

Next steps

Following the engagement programme and completion of the Royal Institute of British Architects (RIBA) stage two design work, the development proposals will be considered by councillors in November 2024.

If approved, further development work would then progress beyond RIBA stage two through to a planning application.

Please note that you will be asked for a full postcode to take part. This is to ensure we capture a representative sample of the community's feedback. Other sections relating to diversity and equality are optional but will help us understand the range of people who have taken part. This survey also includes open text questions.

GDPR statement

Cambridge City Council is committed to protecting your privacy and works in full compliance with Data Protection legislation. Engage Communicate Facilitate; https://engagecf.co.uk has been appointed to gather feedback on the proposed Civic Quarter project. This survey has been created for those willing to provide their feedback on the proposed scheme. The comments and information we receive will be reported on as part of the consultation report for this project. We will not use any personal data, such as your name and address, in the report. We will report on the relationship of participants with the area, but not at an individual level. Your information will not be used or passed onto another third party for marketing purposes. ECF is registered with the Information Commissioner and will process personal information fairly and transparently, as required by data protection law, including the General Data Protection Act (GDPR) 2018. You have the right to access and update the data we have about you, and you can contact us regarding this at info@cambridgecivicquarter.co.uk.

If you would like to read more about the Council's data Protection and Privacy Policy, you can find this here: https://www.cambridge.gov.uk/privacy-notice.

☐ ***I have read the above and am happy for any personal data I provide to be used as described. Please note that we will not be able to process your response if you do not select this box.***

SECTION 1: About you

So that we can stay in touch, please provide your email address is you have one:

_____

Q1. Please state your full postcode (Required if UK resident) _____

Q2. How are you responding to this survey? (Required — tick only one)

a. Myself, as an individual	
b. On behalf of a group or organisation Please name the group or organisation, if you are responding on behalf of a group or organisation (only one reply will be accepted).	

_____

Q3. How are you connected to the Civic Quarter area? (Tick all that apply)

a. Live very close to the area	
b. Cambridge resident	
c. Resident in a neighbouring district - Cambridge is my closest city	
d. Own/manage a business in the Civic Quarter area	
e. Own/manage a business in the city centre but not in the Civic Quarter area	
f. Market trader on the Market Square	
g. Use the Guildhall because of my role or connection to the council	
h. Work for business based in the Guildhall (other than the council)	
i. Work at the Corn Exchange	
j. Visit or use the Corn Exchange	
k. Shop at or visit the market	
l. Represent a local group or organisation interested in the Civic Quarter	
m. Visitor - do not live in Cambridge	
n. Other [please state]	

Q4. How do you usually travel to the Civic Quarter area? (Tick up to three)

a. Bus /park and ride	
b. Cycle	
c. Delivery vehicle	
d. Moped/motorbike	
e. Private car (driver)	
f. Private car (passenger)	
g. Scooter/skate	
h. Taxi or private hire vehicle (driver)	
i. Taxi or private hire vehicle (passenger)	
j. Train	
k. Walk	
l. Walk with a pushchair/ buggy/pram etc.	
m. Wheelchair / Mobility aid	
n. Other (please state)	

SECTION 2: Shaping the design

This section has been split into the key components that need to be considered as part of the design process, so that people can shape individual parts as well as being able to comment on it as a complete design at the end of the survey.

Public areas

These questions relate to the public areas around the Guildhall, Market Square and Corn Exchange.

Q5. What do you think is most important to address when designing the Civic Quarter to improve the public spaces in-between the three sites? (TICK ALL THAT APPLY)

a. Improved surfacing and fewer trip hazards	
b. The large bins being covered and moved away from seating areas	
c. Better traffic management to improve pedestrians' experience	
d. Reduced street clutter (objects that hinder pedestrians or other pavement users)	
e. Flexibility - it can be used for events and other purposes, such as open-air cinemas	
f. Sufficient lighting and CCTV coverage to deter anti-social behaviour	
g. A range of seating in different styles	
h. More trees and biodiversity	
i. Other, please state:	

Q6. Please use this space to state any ideas you have to improve the public space areas around the Guildhall, Market Square or Corn Exchange. (Use more paper if needed)

Servicing and transport

Q7. What do you think is most important to address with regards to travel and transport in the Civic Quarter? (TICK ALL THAT APPLY)

a. Reduce traffic on Wheeler Street and Bene't Street to provide more space for pedestrians	
b. Reduce parked vehicles around the Guildhall to provide more space for people	
c. Resurface the Market Hill road, which surrounds the Market Square, so that it better blends in	
d. Encourage consolidated and sustainable approaches to commercial delivery vans/lorries	
e. Provide better taxi rank facilities	
f. Provide EV charging points for delivery vehicles and taxis	
g. Improve the cycle route on Corn Exchange Street	
h. Provide more short-term cycle parking	
i. Provide more secure and covered long term cycle parking, including electric bike charging	
j. Improve wayfinding within the Civic Quarter	
k. Other, please state:	

Q6. Please use this space to state any ideas you have to improve the public space areas around the Guildhall, Market Square or Corn Exchange. (Use more paper if needed)

Servicing and transport

Q7. What do you think is most important to address with regards to travel and transport in the Civic Quarter? (TICK ALL THAT APPLY)

a. Reduce traffic on Wheeler Street and Bene't Street to provide more space for pedestrians	
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e. Provide better taxi rank facilities	
f. Provide EV charging points for delivery vehicles and taxis	
g. Improve the cycle route on Corn Exchange Street	
h. Provide more short-term cycle parking	
i. Provide more secure and covered long term cycle parking, including electric bike charging	
j. Improve wayfinding within the Civic Quarter	
k. Other, please state:	

Sustainability and biodiversity

Q8. What do you think is most important to address to make the project as sustainable as possible? (TICK ALL THAT APPLY)

a. Water neutrality - no increased demand for drinking water	
b. Water recycling used where possible	
c. Achieve net-zero by 2030 in line with the council's target	
d. Remove reliance on/the use of natural gas	
e. Certification to demonstrate energy performance targets have been achieved	
f. Promote use of low and zero carbon technologies (e.g. photovoltaic panels)	
g. More greenery and planting integrated into public spaces	
h. Greenery incorporated to maximise improvement in biodiversity	
i. Low carbon materials used to reduce the embodied carbon of the development	
j. Materials from existing building are reused where possible to reduce waste	
k. Other, please state:	

Market Square

We recognise that a vast amount of feedback has already been given regarding the Market Square through other consultations. These questions build upon that feedback.

Q9. What do you think is most important to address when designing a vibrant and busy Market Square as part of the Civic Quarter project?:

a. Preserve the history of the Market Square	
b. A range of stall designs to suit a variety of traders' needs	
c. Demountable stalls - more flexibility on how the square could be used at less busy times	
d. More options for people to meet or sit	
e. Aspects that can help deter anti-social behaviour	
f. A permanent structure which can house bins, bikes and market trader storage	
g. More greenery and planting	
h. Phased implementation during future construction so the market can still operate	
i. Recreational water facilities, such as fountains or pools	
j. Other, please state:	

Q10. Please use this space to state any ideas you have to improve the Market Square and increase its use, so that it can be a seven-day market whilst creating more space for people to enjoy.

Guildhall

The Guildhall is a historic building, which is much valued by the council, who use the council chamber and committee rooms for civic and democratic functions. It also currently hosts the Allia business centre with a number of commercial tenants, and has halls for conferences and events.

The Guildhall is proposed to become the primary office workspace in the city centre for council staff, and to host the council's customer service centre.

The proposals also include providing more commercial space to create an income for the council to support frontline council services.

With the customer service centre, council staff, and democratic functions situated on the ground and basement levels, one commercial option could be to convert the upper floors of the Guildhall into a hotel, with a rooftop pavilion and bar with views of the city.

If a hotel isn't feasible, another option would be to rework the upper floors of the Guildhall to provide further office space for commercial tenants, or to consider food and beverage leases on the ground floor.

Q11. What do you think about the proposal to create a hotel in the upper floors of the Guildhall?

Q12. What changes could be made to the Guildhall to encourage more people to get involved in local democracy?

Q13. How can we make the Guildhall a more welcoming place, so that people can enjoy our local heritage?

Q14. What improvements would make the Guildhall more suitable for community uses?

Q15. How could the Guildhall be designed to ensure it is welcoming as the council's customer service centre?

Corn Exchange

Celebrating 150 years in 2025, the Corn Exchange is the largest performance venue in the East of England, vital to Cambridge's cultural life.

As part of the Civic Quarter design, the aim would be to increase capacity; improve energy efficiency; boost the food and drink offer; make it more accessible and relevant to all; and improve the acoustics.

Q16. What do you think should be included in the Corn Exchange design to encourage more visitors, more performers and make most use of the space?

Accessibility and Inclusivity

Q17. What would make you visit the Civic Quarter area more?

Q18. How could we make the Civic Quarter area more accessible and inclusive for those with disabilities?

Any Other Ideas

Q19. Please state any other ideas or comments you have to feed into the project.

These may cover off what you currently like or dislike about the Market Square, Guildhall, Corn Exchange and the public spaces in-between.

SECTION 3: Equality and diversity voluntary section

We need your permission to store this data to monitor and advance equality and diversity in Cambridge City Council. Please tick to indicate if you give us permission to store this information and use it in this way.

Yes	
No	

Q20. What year were you born in?

We may use your date of birth to help us to target consultations on particular proposals to residents in the relevant age group, such as consultations about sheltered housing provision for people aged over 60, or facilities and activities for children and young people. we may also use it to help us to analyse the results of consultations, for example to find out what residents in a particular age group think about a proposal for the city.

Please state the year_____

Prefer not to say	

Q21. Disability

We may use information on any disability you may have to help us to target consultations on proposals that may particularly affect residents with a disability, such as consultations on Shopmobility or accessibility of public toilets. We may also use it to help us to carry out consultations to understand the needs of disabled people in the city, or to analyse the results of consultations, for example to find out what disabled residents think about a proposal for the city.

Do you currently have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more? (Please tick one response from the following)	
Yes	
No	
Prefer not to say	

Q22. How would you describe your ethnic origin?

We may use information on your ethnicity to help us to carry out consultations to understand the needs of minority ethnic groups in the city. it will also help us to analyse the results of consultations to find out what residents in different ethnic groups think about a proposal for the city.

(Please tick one response from the following)

Asian or Asian British	
- Bangladeshi	
- Indian	
- Pakistani	
- Chinese	
- Any other Asian background (please give details)	
Black or Black British	
- African	
- Caribbean	
- Any other Black background (please give details)	
Mixed	
- Asian & White	
- Black African & White	
- Black Caribbean & White	
- Any other mixed background (please give details)	
White	
- English/Welsh/Scottish/Northern Irish/British	
- Irish	
- Gypsy or Irish Traveller	
- Any other White background (please give details)	
Other Ethnic Group	
- Arab	
- Any other ethnic group (please give details)	
Prefer not to say	

Q23. What is your sex as registered at birth?

We may use information about your sex to help us help us to carry out consultations to understand the needs of people of a particular sex, such as men's and women's views on night-time safety in the city. It will also help us to analyse the results of consultations, for example to find out whether there are particular issues affecting male and female homeless people and rough sleepers in Cambridge. (Please select one response from the following)

Male	
Female	
Intersex	
Prefer not to say	

Q24. Does your gender identity match your sex as registered at birth? (Please select one response from the following)

Yes	
No	
Prefer not to say	

Q25. Which of the following describes how you think of yourself? (Please select one response from the following)

Male	
Female	
Some other way	
Prefer not to say	

Q26. What is your current total annual household income, including pay, benefits, pensions, and investments?

We may use information about your household income to help us to target consultations on issues that may affect residents with particular levels of income, such as a consultation on our Council Tax Reduction scheme. It can also help us to analyse the results of consultations, for example to find out what residents with different levels of incomes think about or services or facilities.

Less than £10,000	
£10,000 - £19,999	
£20,000 - £29,999	
£30,000 - £39,999	
£40,000 - £49,999	
£50,000 - £59,999	
£60,000 - £69,999	
£70,000 - £79,999	
£80,000 - £89,000	
£90,000 - £99,999	
More than £100,000	
Prefer not to say	

Thank you for your time.

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8.2.2 Market Traders Online Survey

Cambridge Civic Quarter Market Traders Survey

We have a once-in-a-century opportunity to reimagine the area around the Guildhall, Corn Exchange and Market Square, to create a new focal point for residents and visitors that lives up to the city's world-renowned reputation as a centre of excellence and cultural significance.

We are referring to this area as the Cambridge Civic Quarter. We are currently at an early design stage, and we want to create designs for the area which would:

- create a focal point in the centre of Cambridge that local people can be proud of and which lives up to the city's world-renowned reputation as a centre of excellence and cultural significance
- attract residents and visitors to spend more time in the Market, Corn Exchange, and city centre shops, restaurants and bars
- build on the agreed vision for the Market Square, to make it a more accessible, attractive, welcoming, exciting and safe place to visit, shop and gather during the day and into the evening
- make the Corn Exchange a more modern and appealing venue with updated facilities, while exploring new commercial opportunities and reducing operational costs
- conserve the Grade II listed Guildhall as a net zero-carbon building to save running costs, with a welcoming environment for the public, and fit-for-future working spaces for council uses; while creating new spaces for commercial occupiers in order to increase the council's income from the building to support running frontline council services

As custodians of these historic sites Cambridge City Council is seeking feedback to understand how people currently feel about the area around the Guildhall, Corn Exchange and Market Square, and what they would like to see change.

ecfwebinarvideos@gmail.com Switch account

Not shared

* Indicates required question

GDPR statement *

Cambridge City Council is committed to protecting your privacy and works in full compliance with Data Protection legislation. Engage Communicate Facilitate; https://engagecf.co.uk has been appointed to gather feedback on the proposed Civic Quarter project. This survey has been created for those willing to provide their feedback on the proposed scheme. The comments and information we receive will be reported on as part of the consultation report for this project. We will not use any personal data, such as your name and address, in the report. We will report on the relationship of participants with the area, but not at an individual level. Your information will not be used or passed onto another third party for marketing purposes. ECF is registered with the Information Commissioner and will process personal information fairly and transparently, as required by data protection law, including the General Data Protection Act (GDPR) 2018. You have the right to access and update the data we have about you, and you can contact us regarding this at info@cambridgecivicquarter.co.uk.

If you would like to read more about the Council's data Protection and Privacy Policy, you can find this here: https://www.cambridge.gov.uk/privacy-notice.

I have read the above and am happy for any personal data I provide to be used as described. Please note that we will not be able to process your response if you do not select this box.

- ◯ Yes
- ◯ No

What category of market trader are you?

- ◯ Hot Food
- ◯ Retail
- ◯ Combination of food and retail
- ◯ Other: _____

Please state your specific needs as per your trading type based on the above question.

Your answer

What do you think is most important to address when designing a vibrant and busy Market Square as part of the Civic Quarter project?

- [ ] Preserve the history of the Market Square
- [ ] A range of stall designs to suit a variety of traders' needs
- [ ] Demountable stalls - more flexibility on how the square could be used at less busy times
- [ ] More options for people to meet or sit
- [ ] Aspects that can help deter anti-social behaviour
- [ ] A permanent structure which can house bins, bikes and market trader storage
- [ ] More greenery and planting
- [ ] Phased implementation during future construction so the market can still operate
- [ ] Recreational water facilities, such as fountains or pools
- [ ] Other:

Please use this space to state any ideas you have to improve the Market Square and increase its use, so that it can be a seven-day market whilst creating more space for people to enjoy.

Your answer

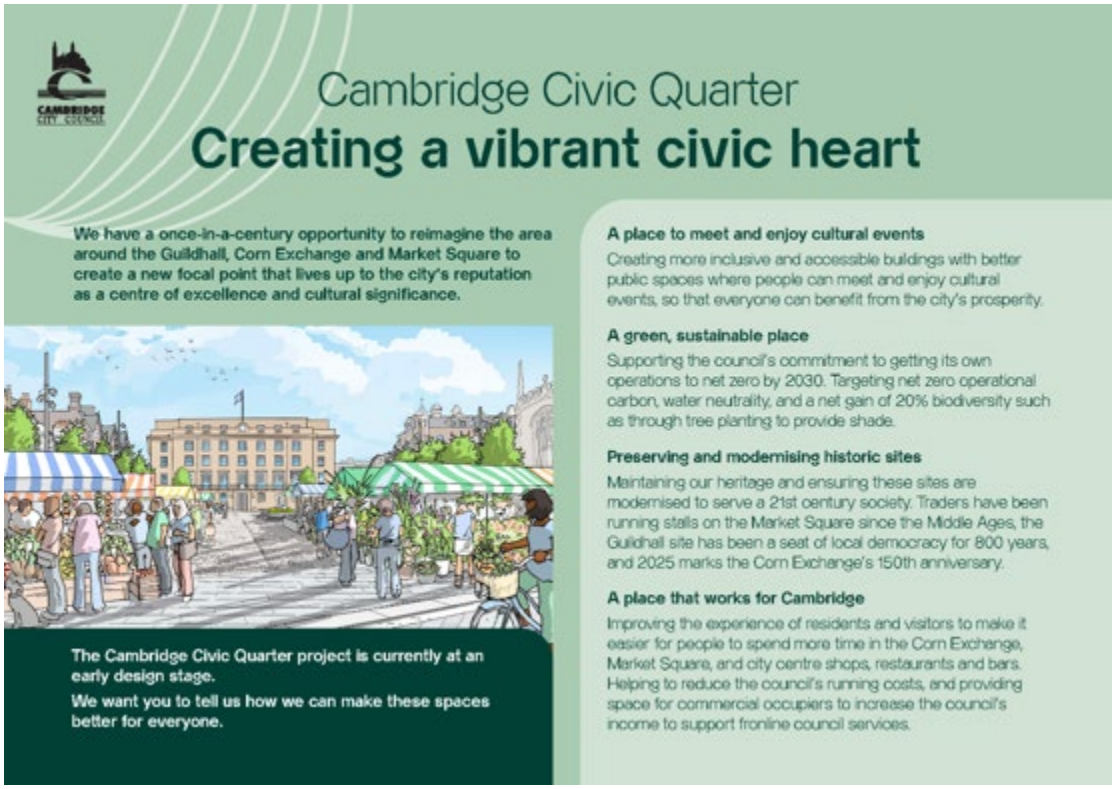
Submit

Clear form

8.3 Materials

8.3.1 Poster

8.3.2 Postcard



Cambridge Civic Quarter

Creating a vibrant civic heart

We have a once-in-a-century opportunity to reimagine the area around the Guildhall, Corn Exchange and Market Square to create a new focal point that lives up to the city's reputation as a centre of excellence and cultural significance.

The Cambridge Civic Quarter project is currently at an early design stage.

We want you to tell us how we can make these spaces better for everyone.

A place to meet and enjoy cultural events

Creating more inclusive and accessible buildings with better public spaces where people can meet and enjoy cultural events, so that everyone can benefit from the city's prosperity.

A green, sustainable place

Supporting the council's commitment to getting its own operations to net zero by 2030. Targeting net zero operational carbon, water neutrality, and a net gain of 20% biodiversity such as through tree planting to provide shade.

Preserving and modernising historic sites

Maintaining our heritage and ensuring these sites are modernised to serve a 21st century society. Traders have been running stalls on the Market Square since the Middle Ages, the Guildhall site has been a seat of local democracy for 800 years, and 2025 marks the Corn Exchange's 150th anniversary.

A place that works for Cambridge

Improving the experience of residents and visitors to make it easier for people to spend more time in the Corn Exchange, Market Square, and city centre shops, restaurants and bars. Helping to reduce the council's running costs, and providing space for commercial occupiers to increase the council's income to support frontline council services.

Project highlights

- **Guildhall:** A more accessible hub for local democracy, new council work spaces and Customer Services Centre, and commercial space such as a hotel and rooftop pavilion.
- **Corn Exchange:** Better acoustics and AV systems, more food and drink options, more accessible, and energy efficiency upgrades.
- **Market Square:** Keeping a seven day market and creating more space for people and events.

Making the civic quarter work for Cambridge

- **Economic growth:** Supporting business by increasing footfall and time spent in the centre.
- **Culture and community:** Space for events and community activities.
- **Sustainability:** Energy-efficient technologies, water savings and green spaces.
- **Supporting services:** Reducing running costs and creating income to support frontline council services.

Get involved!

Join our public engagement programme from 17 June to 28 July 2024.

Be a part of shaping the future of Cambridge. Your engagement is crucial to creating a Civic Quarter that reflects the values and desires of our community.

cambridgecivicquarter.co.uk

cambridge.gov.uk/ccq

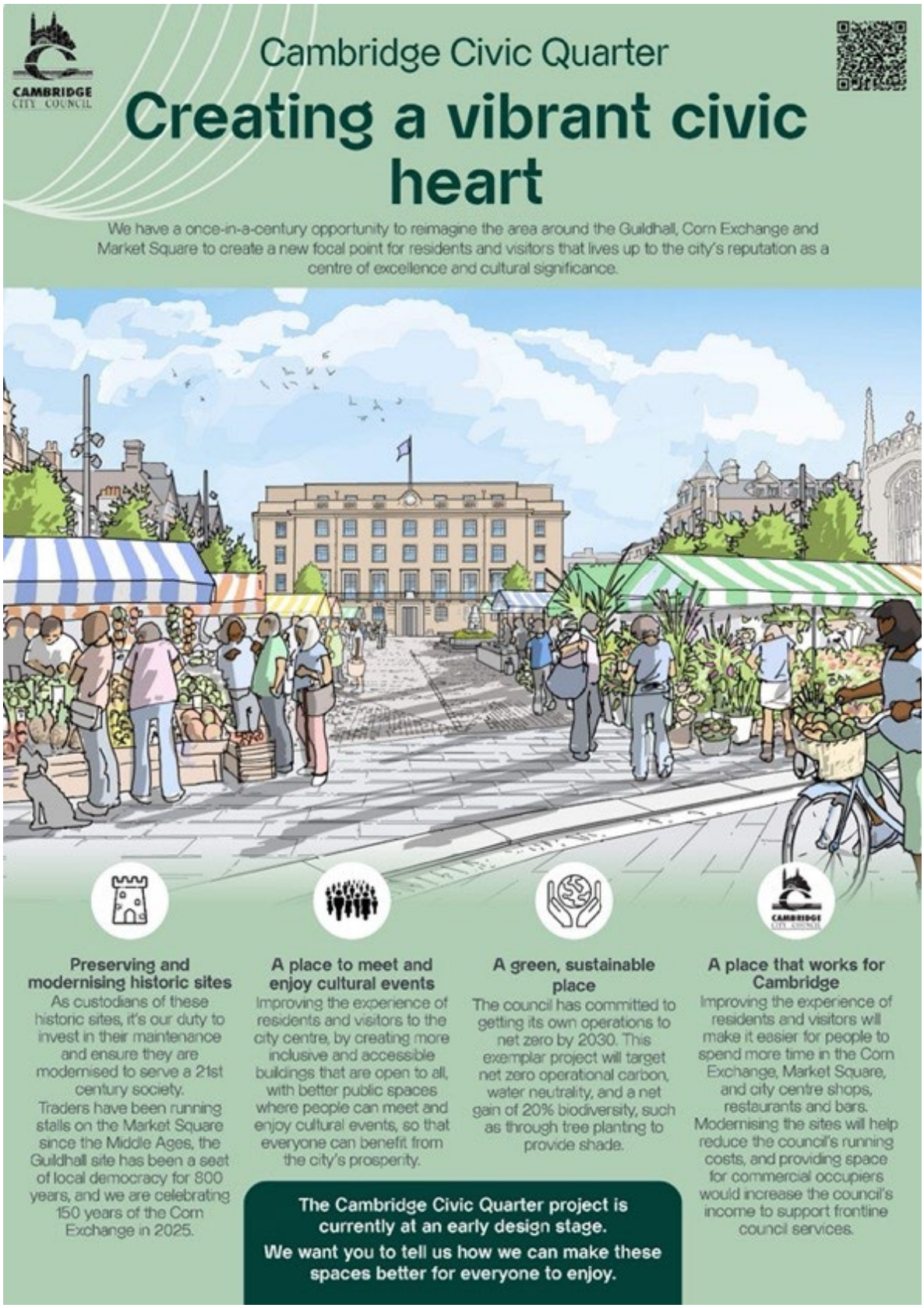
info@cambridgecivicquarter.co.uk

07542 016586

Find out more or complete the survey

If you need the survey in any other format please call or text 07542 016586

8.3.3 Exhibition boards



CAMBRIDGE CITY COUNCIL

Cambridge Civic Quarter

Preserving our heritage and modernising for the 21st century

The Cambridge Civic Quarter project is currently at an early design stage. We want to create designs for the area that will:

- **create a focal point in the centre of Cambridge** that local people can be proud of and which lives up to the city's reputation as a centre of excellence and cultural significance
- **attract residents and visitors to spend more time** in the Market Square, Corn Exchange, and city centre shops, restaurants and bars
- **build on the agreed vision for the Market Square** to make it a more accessible, attractive, welcoming, exciting and safe place to visit, shop and gather
- **make the Corn Exchange a more modern and appealing venue** with updated facilities, while exploring new commercial opportunities and reducing operational costs
- **conserve the Grade II listed Guildhall as a net zero-carbon building** to save running costs, with a welcoming environment for the public, and fit-for-future working spaces for council uses; while **creating new spaces for commercial occupiers in order to increase the council's income** to support frontline council services

The first phase of Guildhall complete in 1936

The second phase during construction in 1938

Painting from 1841

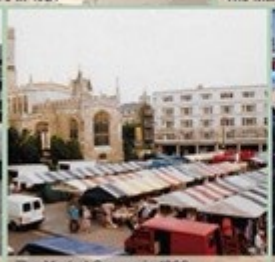
Fountain in 1880's

The Market Square in 1921

The Market Square in the 1960's

Permanent structure in 1972

Permanent structure 1990s to today



The Market Square in 1992

Open air cinema in the Market Square 2017

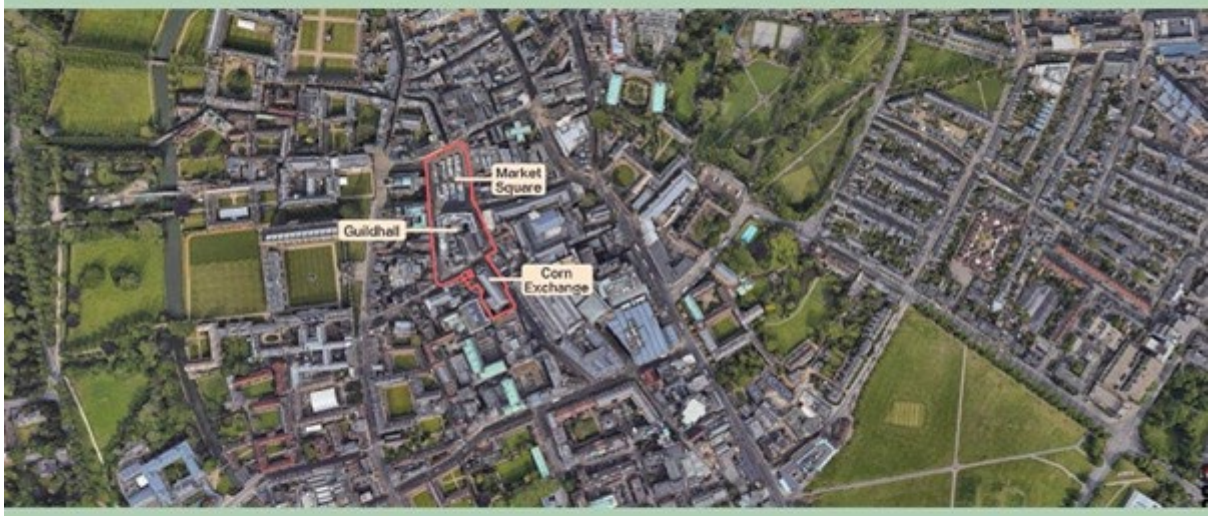
Tell us how we can make these spaces better for everyone

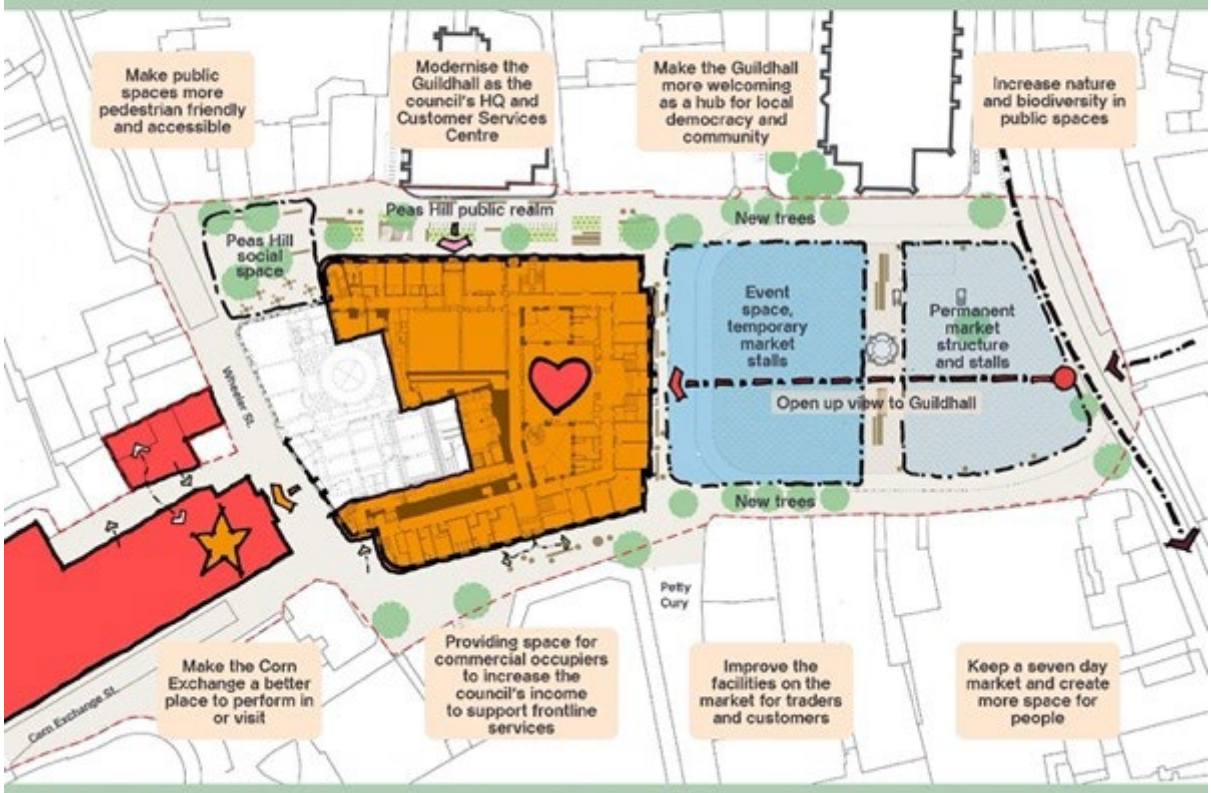
CAMBRIDGE CITY COUNCIL

Cambridge Civic Quarter

The vision

We want the Civic Quarter to become a destination for both locals and tourists, showcasing the best of Cambridge's heritage and forward-thinking spirit.





Linking the Market Square, Guildhall and The Corn Exchange to create a vibrant Civic Quarter

CAMBRIDGE CITY COUNCIL

Cambridge Civic Quarter

How you can get involved

Your voice matters

The Cambridge Civic Quarter project is currently at an early design stage. Its success depends on widespread engagement with local people.

We want you to tell us how we can make these spaces better for everyone to enjoy.

From 17 June to 28 July 2024, we are running a comprehensive public engagement programme to gather your ideas and feedback.

How you can get involved

- **Community meetings:** Attend open forums where you can learn more about the project and share your thoughts.
- **Workshops:** Participate in interactive sessions to contribute to specific aspects of the development.
- **Online forums:** Share your feedback and suggestions on our dedicated online platform, accessible anytime via **cambridge.gov.uk/ccq**

Your input will directly influence the design of the Civic Quarter.

Join us

Be a part of shaping the future of Cambridge. Your engagement is crucial to creating a Civic Quarter that reflects the values and desires of our community.

Engagement events and activities

We will be popping up in the Market Square and at a variety of roadshow events throughout June and July to make sure we hear from people who live in and visit Cambridge. We'll also be inviting stakeholder groups, market traders and the business community to dedicated themed workshops.

Live locally and want to know more?

Come along to one of our community workshops. If you would like to attend, please visit **cambridge.gov.uk/ccq** to register your interest.

Central Library
Wednesday 26 June, 4 to 6pm
Wednesday 3 July, 4 to 6pm

Corn Exchange
Saturday 6 July, 10.30am to 12.30pm
Saturday 13 July, 10.30am to 12.30pm

Complete our online survey

cambridgecivicquarter.co.uk
cambridge.gov.uk/ccq
07542 016 586

General Enquiries: Info@cambridgecivicquarter.co.uk
Media Enquiries: communications@cambridge.gov.uk

CAMBRIDGE CITY COUNCIL

Cambridge Civic Quarter

The Market Square

Keeping a seven day market and creating more space for people

Extended Market Day

Typical Market Day and Special Events

- **How do we keep our seven day market and create a civic space** for temporary evening events, Christmas markets, theatre and music performances and cultural festivals?
- **How much of the market should be flexible** to create a civic space and how much should be a permanent structure?
- **Is there a better way to provide a heritage-friendly permanent structure**, incorporating a cafe space, stalls, and accessible toilets?
- **How should we improve storage** for market traders, bins, and facilities to support the market?

We will be working closely with market traders to design a new space that meets their needs, looking at market stall layouts, lighting, and CCTV options to address anti-social behaviour.

We're proposing maximising space for pedestrians and markets, with improved surfacing to remove current trip hazards, and creating a safer and more pleasant environment for walking, shopping and meeting.

We want to plant more trees and install green areas for people to enjoy, and to provide shade, increase biodiversity, improve air quality, and enhance the overall beauty of the square.

Tell us how we can make these spaces better for everyone

CAMBRIDGE CITY COUNCIL

Cambridge Civic Quarter

The Guildhall

New life for a historic landmark

We want to modernise the Guildhall to make it a central hub for local democracy, while acting as the front door for residents accessing council services. Revitalising the Guildhall will help us to preserve a piece of Cambridge's heritage while reducing running costs and providing space for commercial occupiers, to increase the council's income to support frontline services.

We want to make the Guildhall a welcoming community hub, as we have done in our newly built community centres including the Meadows, Clay Farm, and Mill Road.

Create an inviting and welcoming entrance
We'd like to make the entrance welcoming to all residents so that they can benefit from the amenities, break-out spaces, and improved outlook, making the Guildhall a more dynamic and engaging environment for visitors and staff.

Revitalise historic spaces
We want to preserve the heritage of the Guildhall but transform underutilised areas into vibrant, flexible spaces ensuring the Guildhall remains a central, welcoming hub for local democracy.

Natural light and ventilation
We want to bring in more daylight and natural ventilation, particularly in the basement, to create more inviting and usable spaces.

Rooftop pavilion
If we introduce a rooftop pavilion with stunning views of Cambridge, this can offer flexible space for community events, dining, and private functions, enhancing the Guildhall's appeal and bringing in commercial income.

Sustainable design
We want to target net zero operational carbon and water neutrality. We will monitor the materials used within the redevelopment of the site, and their embodied carbon impact. Energy-efficient systems and materials will be used to reduce the environmental impact.

Tell us how we can make these spaces better for everyone

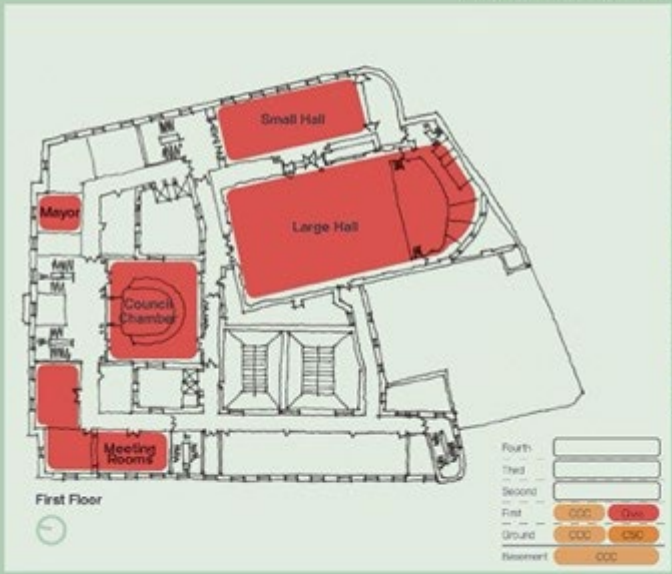
CAMBRIDGE CITY COUNCIL

Cambridge Civic Quarter

The Guildhall

A more accessible hub for local democracy

How can we make the Guildhall welcoming to all residents of Cambridge?
What would increase access to the Guildhall as a hub for local democracy?
We want to make the Council Chamber, Large Hall, Small Hall and numerous historic meeting rooms fit for purpose and work for you.



Photos of existing spaces

Example civic spaces

Cambridge City Council offices and Customer Services Centre

We're proposing to locate the Customer Services Centre on the Ground Floor. It would be a welcoming and fully accessible space, similar to the offer in the council's new community centres across the city.

Bringing in light to the basement and ground floor, we will be exploring with council staff how we can make an attractive and welcoming office environment.

Examples of offices for Cambridge City Council

Examples of Customer Services Centres

CAMBRIDGE CITY COUNCIL

Cambridge Civic Quarter

The Guildhall

Providing commercial space to create an income for the council

Incorporating a hotel?

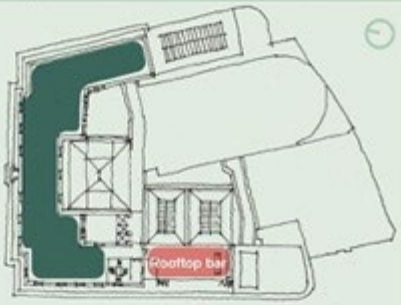
We want to provide space for commercial occupiers to increase the council's income to help support the running of frontline services. With the Customer Services Centre, council office space, and democratic functions situated on the Ground and Basement levels, one commercial option could be to convert the upper floors of the Guildhall into a hotel.

First Floor

- Hotel bedrooms - focus on larger spaces

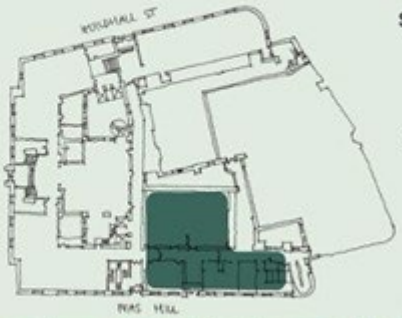
Fourth Floor

- Hotel bedrooms overlooking Market Square
- Publicly accessible rooftop bar overlooking King's College



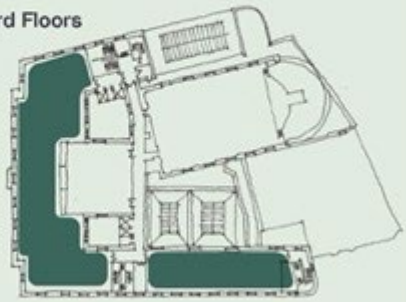
Ground Floor

- Entrance off Peas Hill
- Hotel reception
- Hotel support space
- Public bar / cafe accessible to all



Second and Third Floors

- Hotel bedrooms and support space



Rooftop Bar Sketch

Uses by Floor

What if the hotel isn't feasible?

An alternative solution would be to rework the upper floors of the Guildhall to provide further office space for commercial tenants, or to consider food and beverage leases on the ground floor.

Tell us how we can make these spaces better for everyone

CAMBRIDGE CITY COUNCIL

Cambridge Civic Quarter

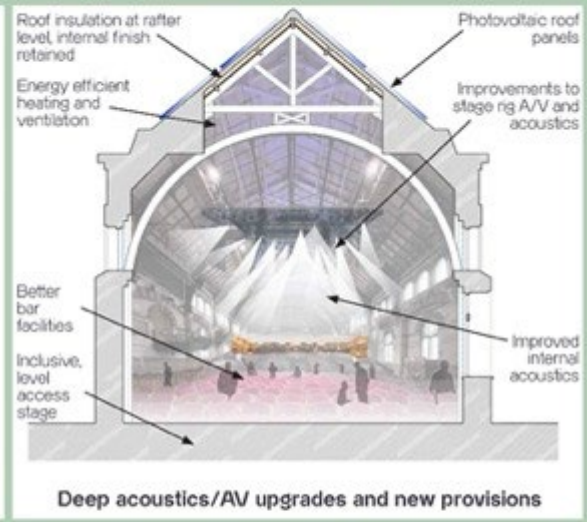
Corn Exchange

Celebrating 150 years of the Corn Exchange

The Corn Exchange is the largest performance venue in the East of England, vital to Cambridge's cultural life. The proposed enhancements will ensure it continues to thrive. By upgrading the Corn Exchange, we aim to attract more high-profile events and performances, boosting Cambridge's reputation as a cultural hub. We want to make the venue more inclusive and enjoyable for all visitors.

Cambridge Corn Exchange now

Examples of a refurbished Corn Exchange



Deep acoustics/AV upgrades and new provisions

Energy efficiency: Roof insulation, photovoltaic panels, and reduced energy consumption. These upgrades will lower operational costs and minimise the environmental footprint.

Acoustics and AV: Improving sound quality and new AV systems for diverse events, ensuring that performances and events meet the highest standards for audiences and performers alike.

Accessibility: Making all areas, including the small bar, accessible and more welcoming. Enhanced seating arrangements and facilities will ensure everyone can enjoy the venue.

Increased capacity: Expanding seating and standing areas to accommodate more attendees, allowing for larger events and wider variety.

More food and drink offerings: Introducing new concessions and bar areas to provide a wider variety of food and drink options, enhancing the overall visitor experience.

More variety: Enabling a wider range of daytime activities, including educational programmes for schools and community events, making the venue a dynamic hub for more groups throughout the day.

Tell us how we can make these spaces better for everyone

CAMBRIDGE CITY COUNCIL

Cambridge Civic Quarter
Sustainability
An exemplar project

Goals

Our project is committed to sustainability, aiming for net zero operational carbon by 2030. We want to target water neutrality across the site and increase biodiversity, targeting 20% net gain. We will monitor the embodied carbon of the materials used within construction, whilst providing a new Civic Quarter that promotes better wellbeing and enhances social connectivity.

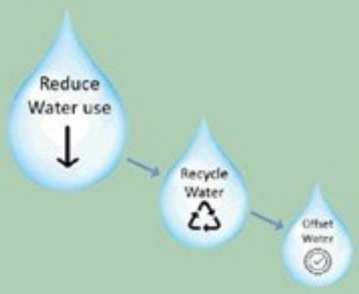
Key proposed initiatives

Biodiversity: Enhancing green spaces and promoting urban biodiversity, creating habitats for local wildlife and planting native species will support ecological health.

Energy efficiency: Improving building insulation and energy efficiency. This includes using natural ventilation, energy-efficient lighting and systems, smart energy management systems and solar panels.

Better wellbeing: Incorporating green spaces with biodiverse planting, restorative seating areas and supportive and healthy indoor spaces.

Resource efficiency: Monitoring the materials used within the redevelopment of the site, and their embodied carbon impact. This will include using natural and reused materials that have a lower environmental impact.



Forward thinking: We will also future proof the Civic Quarter to ensure it can connect to the proposed District Heat Network.

Water management: Implementing smart water usage practices, such as ultra water efficient fittings, rainwater harvesting and methods to reduce surface water flooding.

Active Travel: Improved transport measures to support walking and cycling.

Tell us how we can make these spaces better for everyone

CAMBRIDGE CITY COUNCIL

Cambridge Civic Quarter

Creating a destination for people

Spaces and movement

The current layout around the Corn Exchange, Guildhall and Market Square is not pedestrian or cycle friendly. It also restricts how the spaces can be used.

Existing street views

Bene't Street | Corn Exchange Street | Wheeler Street | Market Square | Peas Hill

What we'd like to do:

- Reduce the space for vehicles, whilst maintaining access for servicing, to create attractive and inclusive public spaces.
- Create spaces which enhance the setting of the historic environment and celebrate the listed buildings.
- Provide green infrastructure to support biodiversity, increase resilience to climate change and improve people's experience of the place.
- Provide flexible public spaces to support various types of events and uses.
- Provide high quality cycle parking in the Civic Quarter, which is a mixture of secure and covered long stay and short stay cycle parking.

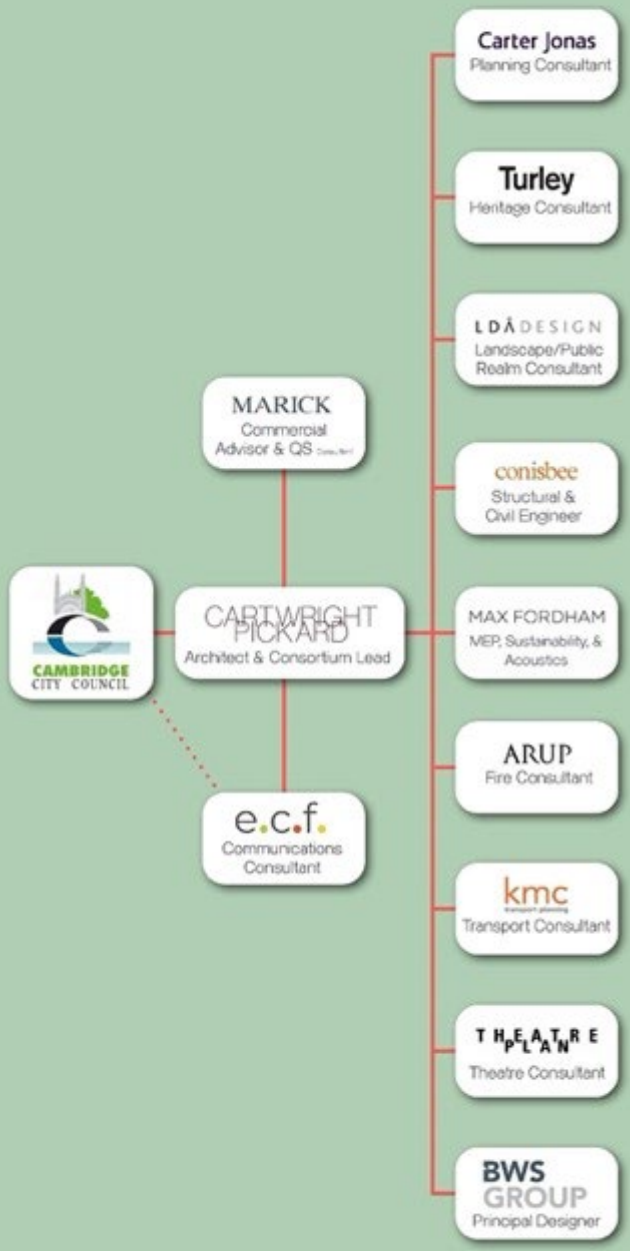
What changes would you like to see in the public spaces around the Corn Exchange, Guildhall and Market Square?

CAMBRIDGE CITY COUNCIL

Cambridge Civic Quarter

The project team

Who we are



The development of the Cambridge Civic Quarter is being led by a dedicated project team with the help of key stakeholders committed to the sustainable and inclusive transformation of our city's heart.

This team includes:

Cambridge City Council
As custodians of these historic sites, the city council is investing to preserve and enhance the area to serve the needs of Cambridge's residents now and in the future.

Environmental experts
Advising on sustainable practices and net zero carbon strategies.

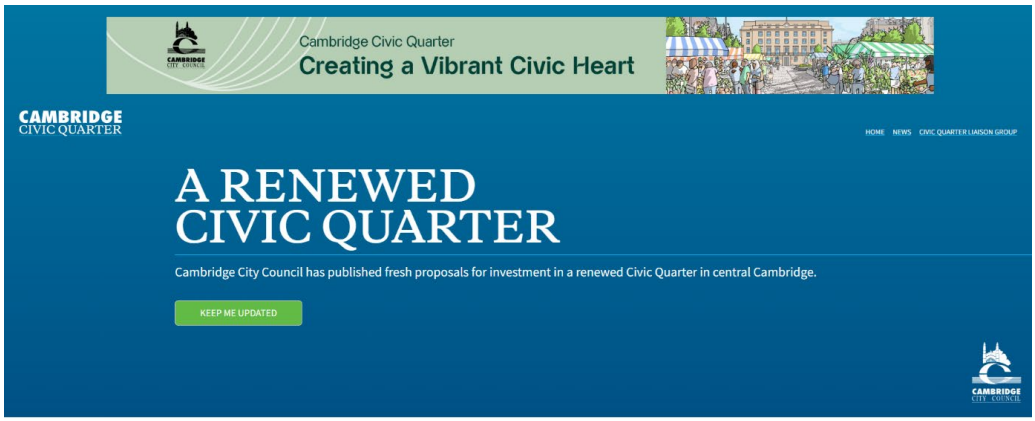
Architectural firms
Designing innovative and respectful spaces that blend modernity with heritage.

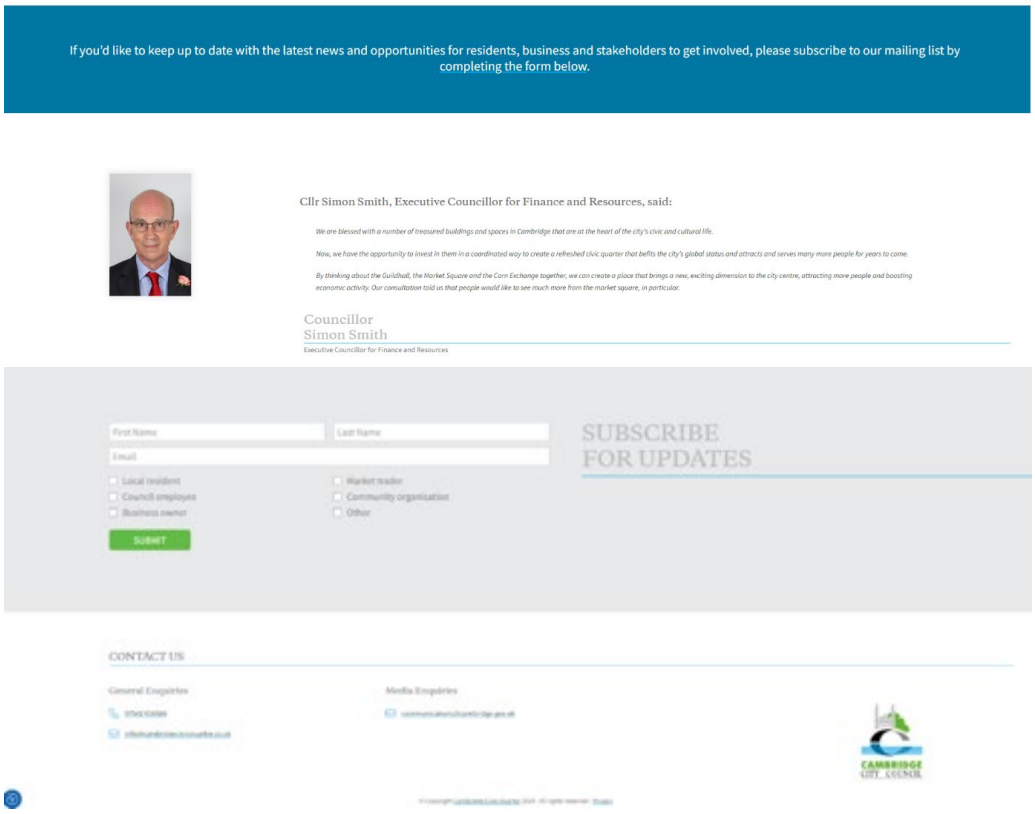
8.3.4 Vinyl

Cambridge
Civic Quarter
Tell us what you think
before 28 July 2024
cambridge.gov.uk/ccq
THE GUILDHALL

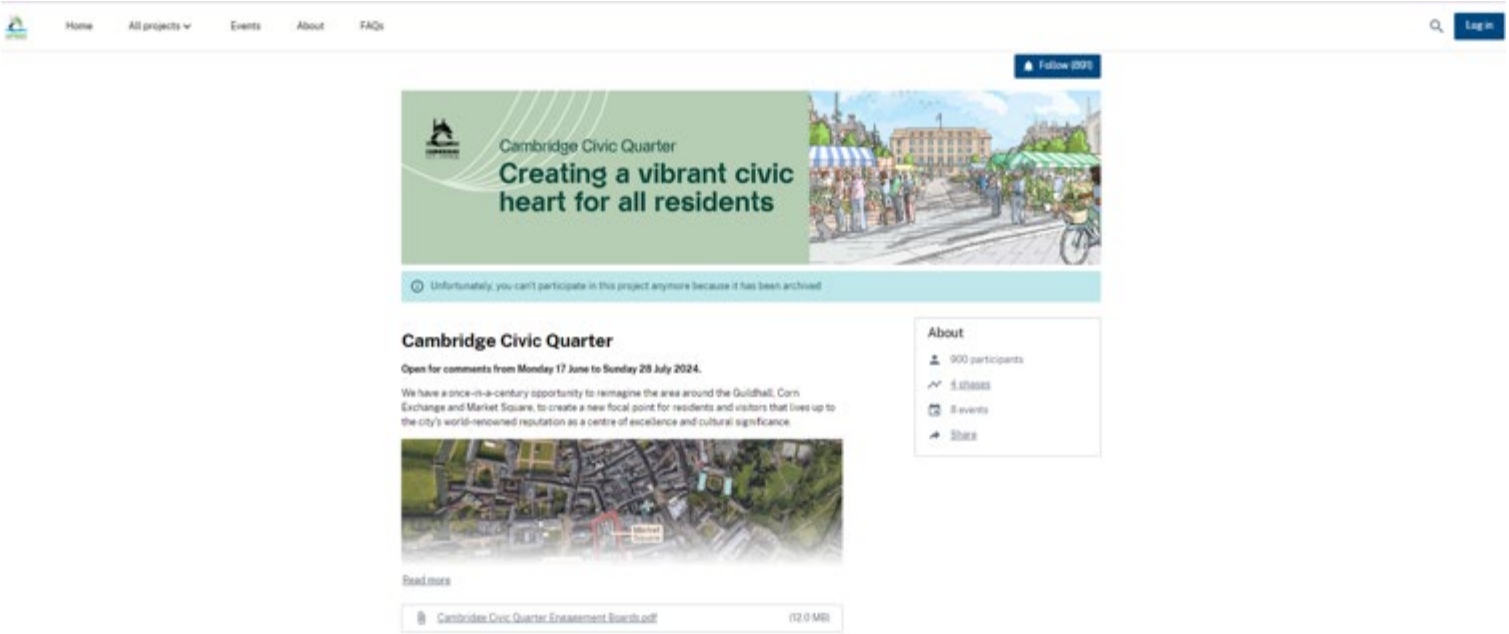
8.4 Digital Engagement

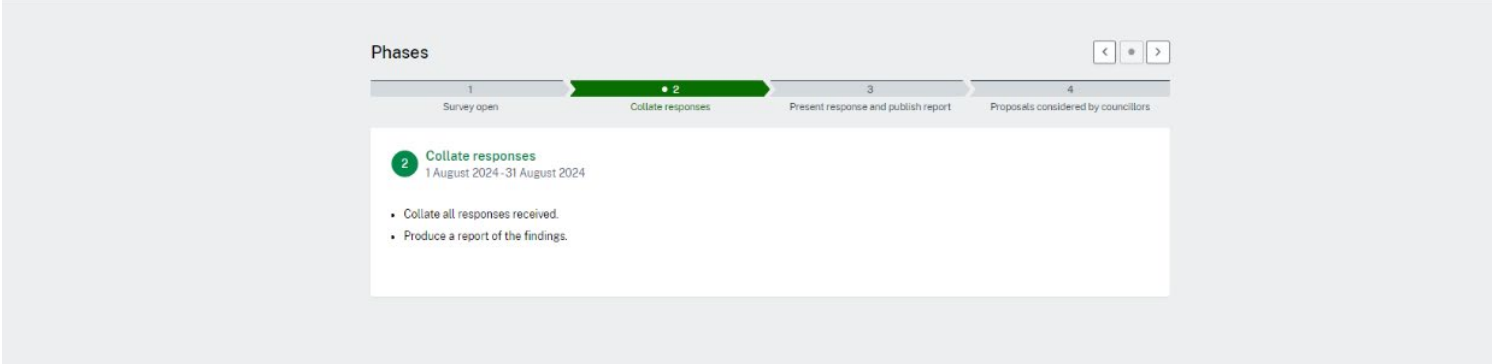
8.4.1 CCQ Website Homepage

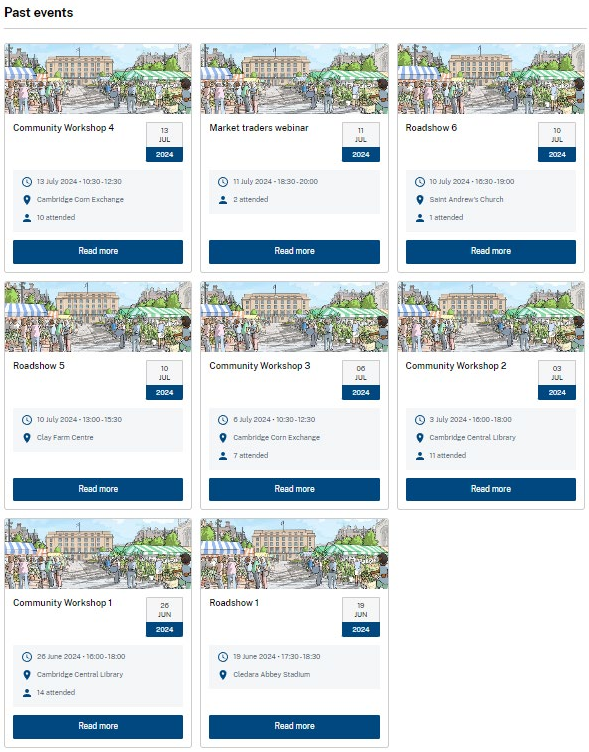




8.4.2 CCQ Engagement Platform Homepage







8.4.3 CCQ Social Media Posts

Post #	Date	Platform	Post content	Post link	Paid / Organic	Reactions	Comments	Shares	Event responses
1	8 Jul TBC	Facebook	*How do you think we can make the Guildhall, Corn Exchange, Market Square and areas in between better for everyone to enjoy? Drop into our roadshow between 1-3.30pm to learn more about the project and share your ideas. #CivicQuarter*	https://www.facebook.com/?fee	Paid	11	21		13
1b	8 Jul TBC	Facebook even	Event linked to above sponsored post	Cambridge Civic Quarter roadsho	Organic	-	-	-	-
2	8 Jul TBC	Facebook	*How do you think we can make the Guildhall, Corn Exchange, Market Square and areas in between better for everyone to enjoy? Drop into our roadshow between 4.30-7pm to learn more about the project and share your ideas. #CivicQuarter*	https://www.facebook.com/?fee	Paid	16	8		20
2b	8 Jul TBC	Facebook even	Event linked to above sponsored post	Cambridge Civic Quarter roadsho	Organic	-	-	-	-
3	8 Jul TBC	Facebook	*How do you think we can make the Guildhall, Corn Exchange, Market Square and areas in between better for everyone to enjoy? Take part in our Community Workshop at the Corn Exchange on Saturday to learn more about the project and share your ideas. #CivicQuarter*	https://www.facebook.com/?fee	Paid	30	28		41
3b	8 Jul TBC	Facebook even	Event linked to above sponsored post	Cambridge Civic Quarter: Commu	Organic	-	1	-	-
4	19-Jul	Instagram	*How can we make the Guildhall, Corn Exchange and Market Square more enjoyable spaces for everyone?*	Cambridge City Council | How car	Paid	7	5		
5	19-Jul	Facebook	*How can we make the Guildhall, Corn Exchange and Market Square more enjoyable spaces for everyone?* *Take our survey by 28 July*	https://business.facebook.com/l	Paid	39	167	14	
6	18-Jun	Instagram	*We want to hear from YOU. How can we improve the @cambridgecornex, #Guildhall, #MarketSquare and surrounding public spaces? We have lots of exciting ideas but we need local people to tell us how we can make these spaces better for everyone to enjoy.* *We want to:* *Make the Guildhall a more accessible hub for local democracy, with new work spaces and customer services centre for the council, with new commercial space such as a hotel and rooftop pavilion to increase the council's income to support frontline council services* *Upgrade the Corn Exchange with better acoustics and AV systems, more food and drink options, energy efficiency upgrades, and making it more accessible* *Keep the seven day market on the Market Square while creating more space for people and events.* *Visit the link to 'latest news' via our #LinkTree link in bio to find out more, or take our short survey.*	Cambridge City Council (@camcit	Organic	19	1		
7	18-Jun	Facebook	As above	Facebook	Organic	8	3	12	
8	02-Jul	Facebook	Re-share of above			1	2	3	
9	18-Jun	X	As above	https://x.com/camcitco/status/1	Organic	5	2	7	
10	18-Jun	LinkedIn	As above	https://www.linkedin.com/feed/	Organic	65	6	13	
11	03-Jul	Instagram	*Have you taken our #CivicQuarter survey yet?* *We're asking what you currently like about @@cambridgecornex, the #Guildhall, #CambridgeMarket and the surrounding public spaces; and how they could be improved* *These historic sites need care and attention, so while we are investing in preserving them, we also want to make sure we're making them fit for a 21st century society. That includes opening up the spaces to make sure they are welcoming and accessible, targeting net zero operational carbon and water neutrality, increasing nature across the site, and creating more space for people.* . . . *Visit the #LinkTree link in our bio to take the Civic Quarter survey*	Cambridge City Council (@camcit	Organic	2			
12	03-Jul	Facebook	As above	Have you taken our #CivicQua	Organic	5		1	
13	03-Jul	X	As above	https://x.com/camcitco/status/1	Organic	1		3	
14	03-Jul	LinkedIn	As above	https://www.linkedin.com/feed/	Organic	35		6	
15	09-Jul	Instagram	*How do you think we can make the Guildhall, Corn Exchange, Market Square and areas in between better for everyone to enjoy? Take part in our Community Workshop to learn more about the #CivicQuarter project and share your ideas.* *10.30am to 12.30pm, Saturday 13 July* *@cambridgecornex* *Register free via link in bio*	Cambridge City Council (@camcit	Organic	11			
16	09-Jul	X	As above (N.B. Comment can't be viewed)	https://x.com/camcitco/status/1	Organic	3	1	2	
17	09-Jul	LinkedIn	As above	Post | Feed | LinkedIn	Organic	29		5	
18	19-Jul	Instagram	*Time is running out to help inform our initial proposals for the #Guildhall, @cambridgecornex, @cambridgemarket and the surrounding public spaces. Please take our short survey before Sunday 28 July* *So far, 500+ individuals have taken the survey, and 50+ independent businesses have spoken to the team. We've also spoken to passersby at six popup events around the city; hosted four community workshops; and run workshops for market traders and local businesses, as well as those focused on transport, heritage, arts and culture.* *But there's still time to feed into the plans before the appointed development consultancy team, led by award-winning architects Cartwright Pickard, completes this initial stage of design proposals to reimagine the area in central #Cambridge.* *Link in bio to 'latest news'*	Cambridge City Council (@camcit	Organic	10			
19	19-Jul	Facebook	As above	Time is running out to help in	Organic	1		3	
20	19-Jul	X	As above	https://x.com/camcitco/status/1	Organic	2		4	
21	19-Jul	LinkedIn	As above	https://www.linkedin.com/feed/	Organic	19		4	
22	23-Jul	Instagram	*Have you taken our #CivicQuarter survey yet? The survey is open until Sunday 28 July* *We're asking what you currently like about Cambridge Corn Exchange, the #Guildhall, Cambridge Market, and the surrounding public spaces. And how they could be improved.* *These historic sites need care and attention, so while we are investing in preserving them, we also want to make sure we're making them fit for a 21st century society. That includes opening up the spaces to make sure they are welcoming and accessible, targeting net zero operational carbon and water neutrality, increasing nature across the site, and creating more space for people.* *Click our LinkTree link in bio to take the short survey before 28 July.*	Cambridge City Council (@camcit	Organic	17			
23	23-Jul	Facebook	As above	Have you taken our #CivicQua	Organic	5		2	
24	23-Jul	X	As above	https://x.com/camcitco/status/1	Organic	1		1	
25	23-Jul	LinkedIn	As above	Post | Feed | LinkedIn	Organic	17		4	
26	26-Jul	Instagram	*Last chance to tell us what you'd like to see happen to the @cambridgecornex, #Guildhall, Cambridge Market and the surrounding public spaces before the deadline this Sunday (28th)* *We need to invest in caring for these historic sites, so while we are considering our options for preserving them we want to hear what local people already love about these spaces and what improvements you'd like to see to help us make the spaces fit for the 21st century* *The design team will then use the survey feedback to develop proposals which will be discussed by councillors in the autumn, before any work would be approved.* *Follow our LinkTree link in bio to take the short survey*	Cambridge City Council (@camcit	Organic	14			
27	26-Jul	Facebook	As above	Facebook	Organic	5	3		
28	26-Jul	X	As above	https://x.com/camcitco/status/1	Organic	1	1		

8.5 Press Release

8.5.1 Press Release 1

Development consultancy appointed to take forward the council's civic quarter project

13 May 2024

Cambridge City Council has appointed a development consultancy team, led by award-winning architects Cartwright Pickard, to lead its once-in-a-century opportunity to reimagine Cambridge's Market Square, Guildhall, and Corn Exchange to create a new civic quarter for the city.

The appointment followed a comprehensive tender process which invited teams to submit proposals to develop a RIBA (Royal Institute of British Architects) Stage 2 design for the area that would:

- create a focal point in the centre of Cambridge that local people can be proud of and which lives up to the city's world-renowned reputation as a centre of excellence and cultural significance
- attract residents and visitors to spend more time in the market, the Corn Exchange, and city centre shops, restaurants and bars
- build on the agreed vision for the Market Square, to make it a more accessible, attractive, welcoming, exciting and safe place to visit, shop and gather during the day and into the evening
- make the Corn Exchange a more modern and appealing venue with updated facilities, while exploring new commercial opportunities and reducing operational costs
- conserve the Grade II listed Guildhall as a net zero-carbon building to save running costs, with a welcoming environment for the public, and fit-for-future working spaces for council uses; while creating new spaces for commercial occupiers in order to increase the council's income from the building to support running frontline council services

Cartwright Pickard, alongside other members of the consultancy team, have a strong track record in working on civic and heritage buildings. They have designed re-purposed listed town hall buildings for Bromley and Lambeth. The Lambeth project has won several awards and the Bromley project is shortlisted for a RIBA award. Cartwright Pickard are renowned specialists in retrofit and will work closely with partners Marick Real Estate to deliver long-term commercial viability of the civic quarter.

Having now been appointed by the council, the consultancy team, which includes several Cambridge based organisations, will develop concept designs (up to RIBA Stage 2) through a process of comprehensive community and stakeholder engagement.

Throughout the design phase there will be ongoing opportunities for individuals as well as community and stakeholder groups to provide feedback into the designs. Specialist community engagement consultancy ECF has been appointed as part of the team to run that process.

Anyone who is interested in finding out more about the project is invited to attend the Cambridge Civic Quarter Liaison Group meeting on Wednesday 15 May, at 4pm to 5pm, in person at the Guildhall. You can also sign up via the project website to receive project updates by email.

Following the engagement programme and completion of the RIBA stage 2 design work, the development proposals will be considered by councillors in November 2024. If approved, further development work would progress beyond RIBA stage 2, with comprehensive community engagement taking place throughout the project.

Cllr Simon Smith, Executive Councillor for Finance and Resources, said: "The Cartwright Pickard-led team have made a fantastic start already. They have committed to a full programme of engagement with local people – those who currently use the Market and council buildings and those who don't often visit this part of town – and key stakeholders including market traders and other local businesses. This is a once-in-a-century opportunity and it's vital to us that the plans for the new quarter can be drawn up based on what we hear from local people.

"The Guildhall site has been a seat of local government since 1224, so it's fitting that we're able to start this exciting project during this 800th anniversary year. I'd encourage anyone with an interest in what happens at the Guildhall, Corn Exchange and Market to join us at the event on the 15th, or to sign up for email updates. Make sure you take the opportunity to share your ideas and have your say on the new quarter at the heart of the city centre."

The development consultancy team comprises:

- **Cartwright Pickard**: Renowned for their innovative approach to architecture, Cartwright Pickard has led transformative projects such as Lambeth Town Hall and Bromley Town Hall. Their leadership promises to blend decades of experience with forward-thinking design solutions to reimagine Cambridge's Civic Quarter
- **Marick Real Estate Ltd**: Marick Real Estate Ltd brings extensive experience in real estate development, project management, and financial analysis. Their proven track record in delivering commercial success will be invaluable in ensuring the long-term viability and sustainability of the redevelopment
- **ECF**: ECF is a leading communications and engagement consultancy specialising in built environment projects. ECF will leverage decades of experience and community knowledge of the Cambridge area through its work with LandsecU+I and TOWN on the Hartree project. It will work with local stakeholders and residents to deliver a collaborative and meaningful approach
- **LDA Design:** LDA Design is a leading landscape design practice entrusted with some of the UK's most important public and civic spaces, including Battersea Power Station. Their expertise in landscape and public realm design will enhance the attractiveness and accessibility of the revamped Civic Quarter
- **Carter Jonas**: With a history dating back to 1855, Carter Jonas is a leading national property consultancy providing planning advice of the highest quality. Their Eastern planning team, based in Cambridge, will deliver expert guidance on navigating planning regulations and maximising the project's potential
- **Max Fordham**: Max Fordham is a pioneer in environmental building services engineering, specialising in sustainability and low-carbon design. Their innovative approach will ensure that the redevelopment aligns with ambitious sustainability goals, setting a new standard for environmentally conscious design

- **Conisbee**: Conisbee is a highly successful structural and civil engineering consultancy with a strong local presence. Their expertise in engineering solutions will ensure the structural integrity and safety of the redeveloped buildings and public spaces
- **Turley, Cambridge Office**: Turley is a multi-disciplinary consultancy specialising in heritage planning, providing invaluable expertise on heritage issues integral to the project. Their local knowledge and specialist advice will help preserve and celebrate Cambridge's rich cultural heritage
- **KMC:** KMC is a transport planning and infrastructure design consultancy deeply rooted in Cambridge. Their intimate knowledge of the city's transportation networks will drive efforts to enhance accessibility and connectivity within the Civic Quarter
- **Theatreplan:** Theatreplan is a specialist technical theatre design consultancy with a wealth of experience in creating exceptional performance spaces. Their expertise will ensure that a revamped Corn Exchange meets the highest standards for theatrical performance and audience experience
- **Arup**: Arup is the largest fire engineering practice in the UK, bringing extensive technical experience and specialist engineers to ensure the safety and resilience of the redeveloped buildings

8.5.2 Press Release 2

How can we improve the Corn Exchange, Guildhall, Market Square and surrounding public spaces?

18 June 2024

Cambridge City Council has launched its Civic Quarter engagement programme this week to find out what changes local residents, businesses, shoppers and visitors to Cambridge would like to see at the Corn Exchange, Guildhall, Market Square and surrounding public spaces.

Earlier this year the council appointed a development consultancy team, led by award-winning architects Cartwright Pickard, to lead this once-in-a-century opportunity to reimagine the area in central Cambridge to create a new civic quarter for the city.

The project is at an early design stage and relies on hearing what people currently like about these three historic sites and the public spaces in between; and how they could be improved. The engagement programme runs until Sunday 28 July.

The aim of the project is to create designs for the new civic quarter that will:

- **create a focal point in the centre of Cambridge** that local people can be proud of and which lives up to the city's reputation as a centre of excellence and cultural significance
- **attract residents and visitors to spend more time** in the Market Square, Corn Exchange, and city centre shops, restaurants and bars
- **build on the agreed vision for the Market Square** to make it a more accessible, attractive, welcoming, exciting and safe place to visit, shop and gather
- **make the Corn Exchange a more modern and appealing venue** with updated facilities, while exploring new commercial opportunities and reducing operational costs
- **conserve the Grade II listed Guildhall as a net zero carbon building** to save running costs, with a welcoming environment for the public, and fit-for-future working spaces for council uses; while **creating new spaces for commercial occupiers in order to increase the council's income** to support frontline council services

Highlights of the proposals

- Making the **Guildhall** a more accessible hub for local democracy, with new work spaces and customer services centre for the council, while providing commercial space such as a hotel and rooftop pavilion
- Upgrading the **Corn Exchange** with better acoustics and AV systems, more food and drink options, energy efficiency upgrades, and making it more accessible
- Keeping the seven day market on the **Market Square** while creating more space for people and events.

Get involved

- **Online:** visit our engagement and consultation platform to find out more about the project and to respond to the survey online
- **Community workshops:** register online (via above link) to attend a community workshop:
  - Cambridge Central Library on Wednesday 26 June, 4 to 6pm; or Wednesday 3 July, 4 to 6pm
  - Corn Exchange on Saturday 6 July, 10.30am to 12.30pm; or Saturday 13 July, 10.30am to 12.30pm
- **Popup events:** Popup events will appear on the Market Square and at a variety of roadshow events to chat to passersby
- **Stakeholder workshops:** A number of workshops will focus on specific themes, such as requirements for market traders and the business community, sustainability, and culture. Email info@cambridgecivicquarter.co.uk to find out more.

Ben Binns, Cambridge City Council's Development Assistant Director, said: "We are right at the start of this process and while we have lots of exciting ideas, we need local people to tell us how we can make these spaces better for everyone to enjoy.

"These historic sites need care and attention, so while we are investing in preserving them, we also want to make sure we're making them fit for a 21st century society. That includes opening up the spaces to make sure they are welcoming and accessible, targeting net zero operational carbon and water neutrality, increasing nature across the site, and creating more space for people.

"It's a great time to be doing this work as 2024 marks the 800th anniversary of the Guildhall site as a seat of local government, and 2025 will mark the 150th anniversary of the Corn Exchange. Please make sure to come along to one of our engagement events, chat to us at one of our pop ups, or find out more and respond to the survey online – we need to hear from as many people as possible to make a success of this once-in-a-century opportunity."

Following the engagement programme and completion of the RIBA stage 2 design work, the development proposals will be considered by councillors in November 2024. If approved, further development work would progress beyond RIBA stage 2, with comprehensive community engagement taking place throughout the project.

Visit our engagement and consultation platform to find out more and take the survey.

8.6 Survey Theme Tables

8.6.1 This section consists of tables with key themes and their frequency in each qualitative question of the CCQ survey.

8.6.2 In Q6 of the survey (*Please use this space to state any ideas you have to improve the public space areas around the Guildhall, Market Square or Corn Exchange*), the following themes were most frequently mentioned:

Theme	Sub-Theme/Frequency	Frequency
No Change	27	
Don't know	4	
Accessibility	20	
Traffic Management	122	
	Restricted delivery times	7
	No or restricted cars/Pedestrianise	95
	Infrastructure / routes for cycling	20
Suggestions to improve the public space	232	
	Public space/ plaza/ Seating	56
	Café/ Restaurant	11
	Museum, exhibition, meeting room	3
	Inclusivity / Space for youth and children	14
	Information centre	5
	Night time activation/ Safety (CCTV/ lighting/Policing)	28
	Biodiversity / Trees	30
	Facilities (toilet, baby changing room, water fountain/bins/Wi-Fi/ signage/ sewage / cleanliness)	35
	Public art/ Vibrancy/ Fountain	21
	Retain Historic features / Don't modernise / Better architecture	29
Suggestions to remove things	27	
	Food stalls/stalls	13
	Rubbish Bins	7
	Tourists	7
Market Related Improvements	37	
	Permanent covered market	11
	Provision of better shops	3
	Demountable stalls	10
	Improvement to make the market better for market traders	13

8.6.3 In Q10 of the survey, (*Please use this space to state any ideas you have to improve the Market Square and increase its use, so it can be a seven-day market whilst creating more space for people to enjoy*), the following themes were most frequently mentioned:

Theme	Sub-theme	Frequency
General	No changes are necessary	18
	Tackle anti-social behaviour	3
	Reduce Parking Charges	1
Historical Heritage	Businesses around the market square should preserve the historic appearance	1
Accessibility	Improve accessibility for those with disabilities	4
Residents and tourists	Consider local residents and not just tourists	
	Have a tourist office and heritage centre	1
Nature and greenery	Implement more greenery	13
	Improve sustainability	4
Cycling	More secure bike parking	2
	Limit cycling	1
	Separate cyclists from pedestrians	1
	Improve cycling experience	1
	Ensure cyclists adhere to rules	1
Commercial	Have flexible pop-up spaces for artists	10
	Facilitate more nighttime economy events	5
	Do not introduce events to Market Square	2
	Do not introduce a cinema to the Market Square	
	Do not develop a hotel	1
Maintenance	Ensure the Market Square is clean and maintained	29
	Do not implement more bins	1
	Implement more bins	1
Market Square and stalls	Preserve the heritage of the Market	42
	Stall diversity	23
	Prioritise traditional market traders over fast-food traders	16
	Fixed stalls	12
	Retain a permanent market	11
	Introduce flexible/removable stalls	9
	Include market traders on aspects of design	8
	Have a semi-permanent market	7
	Supports Traders more	4
	Group stalls by theme and category	4
	Reduce amount of stalls	4

	Use themed market days	3
	More affordability stall hires for market traders	3
	Relocate the market indoors	3
	Minimal construction and disruption to market	3
	Appoint staff to work specifically on the market square	2
	Widen aisles between stalls	2
	Relocate the market to a different area in Cambridge	1
	Add flexible shelves to stalls	1
	Increase the number of stalls	1
Infrastructure, amenities and street furniture	Add more seating	26
	Restore the fountain	22
	Implement public toilets	8
	Implement covered areas over the market	8
	Add a drinking fountain	8
	Introduce pedestrianisation to the market square	7
	Retain the cobblestones	5
	Address issues with delivery motorcycles parking on pavements	5
	New surfacing in market square which does not use the existing cobble	3
	Remove the large bins in market square	2
	Extend granite setts	2
	Do not add more seating	2
	Improve road quality and fix potholes	2
	Improve lighting	2
	Resurface the market square using existing cobble	1
	Provide traders with underground bins	1
	Add climbable spaces	1
	Better foot traffic designs	1
	More car spaces	1

8.6.4 In Q11 of the survey, (*What do you think about the proposal to create a hotel in the upper floors of the Guildhall?*), the following themes were most frequently mentioned:

Theme	Sub-Theme/Frequency	Frequency
No Comment	321	
Don't know	5	
Support for a hotel	260	
Support for other sort of commercial use	52	
Support for aspects of a hotel such as a rooftop pavilion	75	
Indifference to the idea	48	
Against a hotel	232	
	Increased traffic and parking	89
	Poor public transport links	5
	Already enough hotels / rooms in the City	77
	Hotel is for outsiders not local residents	91
	Didn't like the design sketch	17
	Will change the identity of the City	12
	Extra height changes the skyline	6
	Roof top pavilion will create light and noise pollution	8
	Will price out ordinary people - for the elite	28
	Not accessible - lifts etc.	9
	Should be for housing instead	10
	Waste of money / is there a cost / feasibility study	41
	Should only be for council activities	22
Suggestion of it being used as a public space and what	58	
	Accessible community space	52
	Facilities for homeless people / toilet / shower	7
	Event rooms available for local residents	6
	Business events and Expos	6
Any other ideas, suggestions (list these out)	175	
	Rent out / affordable units to local businesses	43
	Should protect the Guildhall as local heritage	33
	As long as there is enough space for council activities	28
	Generate additional income for the council	23
	Needs more bars and restaurants	23
	Food court / Cafe with affordable prices	16
	Will create additional footfall / spend	12
	Address housing shortage with upper floors as apartments	11
	Fully serviced live and work studios	9

	Hotel needs to be inexpensive	9
	Needs Eco design - considering water recycling, low carbon heating systems etc	8
	As long as its local and not a national chain	7
	Relocate the public library / University / Education	5
	City living - no need for a car - walk or cycle to work	4
	Hotel needs to be good quality	4
	What happens if / when council employees can no longer work from home	3
	Create a welcome to Cambridge / Museum experience	3
	Do whatever generates the most income	3
	Need more hotels in the City	3
	Need to improve the market	3
	Rent out space to charities and not for profit organisations	3
	Parties, conferences and graduations	2
	Aparthotel - longer term rentals	2
	Close the carparks and encourage Park & Ride	2
	Unless a portion of the money from the hotel goes to community and council purposes	2
	Concerned about additional noise from the hotel	2
	Council staff working in the basement without natural light is unacceptable	2
	Could it be used for Wedding Ceremonies / Registry Office?	2
	Could work as an expensive Boutique hotel	2
	EV shuttle in pedestrian zone	1
	Alcohol free bar	1
	Scrap hotel idea and come up with a better suggestion	1
	Cambridge is an affluent City and does not need more income	1
	Demolish the building	1
	Unless existing users are displaced	1
	Not a bar, pub or nightclub	1
	Need to remove vagrants from the area	1
	What about a subsidised gym foir low income families	1
	No to food outlets as there are already too many	1
	Seems short term to create a hotel	1
	Sell the Guildhall - it's a vanity building	1
	Concerned about security of hotel guests from council attendees	1

8.6.5 In Q12 of the survey, (*What changes could be made to the Guildhall to encourage more people to get involved in local democracy?*), the following themes were most frequently mentioned:

Theme	Sub-theme	Frequency
Don't know		4
Indifferent to the idea		6
No changes could / should be made		10
Guildhall cannot impact local democracy		25
Accessibility		13
Suggestions	Improve signage	19
	Make Guildhall more welcoming	59
	Make entrance clearer	14
	Add exhibition area / museum / display of current projects	30
	Hold open days / tours for schools / residents	15
	Advertise events happening in Guildhall more	35
	Hold democratic events in Guildhall (e.g. public debates, hustings)	15
	Use Guildhall for public consultations / engagement	28
	Let community groups / charities use spaces in Guildhall	14
	Hold surgeries with councillors and council officers	19
	Introduce affordable bookable spaces	7
	Hold more / better events	25
	Educate people on local democracy	32
	Remove the GCP	4
	Make information easily available (e.g. information centre, posters, screens)	18
	Improve tourist office	3
	Listen to car users / stop catering to cyclists	2
	Relocate / demolish Guildhall	2
	Add a café / pub / restaurant / shop	13
	Add office / co-working space	3
	All council functions should be in one building	6
	Space should serve residents	5
	Turn the Market Square into a civic square for protests etc.	1
	Tourist centre shouldn't sell political books	1

	Make it easier to view council meetings in person / stream them	8
	Add incentives to participate in local democracy	1
	Make the space more open	10
	Clean the exterior of the building	2
	Form a people's council	1
	No LED lights	1
	Requires imagination as capacity for change is limited	1
	Add public toilet facilities	4
	Council need to build trust with citizens	5
	Stop wasting money	2
	Move council business away from Guildhall	1
	Improve opening times	3
	Utilise council chamber	5
	Add greenery	1
	Guildhall shouldn't be used to raise money	1
	Proposals should be better publicised	3
	Bring back 2 minutes silence on Armistice Day	1
	Integrate Guildhall with Market Square	1

8.6.6 In Q13 of the survey, (*How can we make the Guildhall a more welcoming place, so that people can enjoy our local heritage?*), the following themes were most frequently mentioned:

Theme	Sub-theme	Frequency
Cycling	Remove cycle parking	2
Greenery	Implement more greenery	10
Events	Hold more events at the Guildhall	50
Accessibility	Ensure the Guildhall is more accessible	15
Lighting	Improved lighting within the Guildhall	11
	Do not use LED lighting	1
Maintenance and aesthetics	Restore the interior of the Guildhall and paint it in more vibrant colours	5
	Modernise the Guildhall	5
	Ensure the Guildhall is adequately maintained	4
	Improved concert facilities	1
General	The Guildhall is fine as it is	13
	I don't know	11
	Demolish the Guildhall	4
	Repurpose the Guildhall	1
	Address issues with large groups	1
Heritage and arts	Incorporate local history into the Guildhall	54
	Have exhibitions at the Guildhall	49
	Have a museum in the Guildhall	21
	Have pop-up spaces in the Guildhall	8
	Install QR codes with information on local history	1
Commercial uses	Have a café in the Guildhall	46
	Have shops on the ground floor	11
	Relocate market stalls from market into the Guildhall	5
	Do not develop a hotel in the Guildhall	3
	Dedicated office spaces	2

	Have a roof top bar	2
	Have a hotel at the Guildhall	1
	Remove market stalls and music artists outside the Guildhall	1
Openness	The Guildhall should be more open	111
	Improve the frontage of the Guildhall to appear more welcoming such as having a glass frontage	61
	More welcoming signage	34
	Have a tourism point and information centre	27
	Improve and simplify entrance to the main lobby of the Guildhall	24
	Communicate what is available to the public	14
	Have guided tours	8
	Longer hours for when the building is accessible and open	2
	Allow people to have access to the rooftop of the Guildhall	1
Public amenities and street furniture	Have public toilets in the Guildhall	11
	Have more eating in the Guildhall	11
	Provide spaces for community organisations	6
	Have a library in the Guildhall	4
	Have spaces for the community with free amenities	3
	Pedestrianise the streets surrounding the Guildhall	2
	Make it easier to hire out spaces at the Guildhall	2
	Have free WiFi	2
	Use the Guildhall to address local issues of residents	2
	Have a multiuse public space outside of the Guildhall	1
	Have activities for the public inside the Guildhall	1
	Provide health clinic/children's centre in Guildhall	1

8.6.7 In Q14 of the survey, (*What improvements would make the Guildhall more suitable for community uses?*), the following themes were most frequently mentioned:

Theme	Sub-theme	Frequency
No change		7
Don't know		9
Rennovation		3
Demolish it		1
Don't want	No hotel	4
	No LED lights	1
Facilities	Indoor / outdoor seating	12
	Bike parking	1
	Car parking	2
	Information centre	14
	Notice board	1
	Elevator	1
	Signage	9
	Toilets / wi-fi / drinking water / air con / lighting	15
Council	Council chamber	3
	Move council out	1
Functions	Work space / business centre / meeting space	14
	Exhibition space / museum	6
	Hotel	2
	Cinema / large screen	2
	Arts / music centre	11
	Space to meet councillors	1
	Event space	36
	Café / restaurant / bar	15
	Indoor market	10
	Community café	3
	Space for kids / youth / elderly / creche	11
	Space for charities / community groups	44
	Library / bookshop / classroom	11
Roof space	Garden	1
	Café / bar / restaurant	2
Space types	Different space sizes	4
	Cleanliness	1
	For locals	5
	Better / more welcoming entrance / open to public	25
	Safe and accessible	38
	Flexible / multi-use / open for longer	24
	Modern	3
	Sustainable	3
	Free / affordable	59
Other	Stop university control	2

8.6.8 In Q15 of the survey, (*How could the Guildhall be designed to ensure it is welcoming as the council's customer service centre?*), the following themes were most frequently mentioned:

Theme	Sub-theme	Frequency
Don't know / leave it to the architects		9
No changes		4
Don't want a customer service centre		6
Accessibility		30
Suggestions	Friendly / well-informed / available staff	30
	Open plan / well-lit	40
	Clear signage / wayfinding	43
	Utilise council website	4
	Invite local artists / host events	7
	Seating / waiting rooms	13
	Café / offer of tea and coffee	13
	More welcoming / obvious entrance	36
	Area for children	4
	Sustainable design	1
	Visible from outside	11
	Access to highways officer	1
	Provisions for non-native speakers	2
	Open for longer (e.g. evenings and weekends)	6
	Residents are citizens, not customers	1
	Drop-in areas	2
	No flags / scrappy posters	3
	Advertise function of space	11
	TLC	1
	Planting / greenery	6
	Information desk	3
	Public facilities (e.g. toilets, water fountain)	6
	Enlist help from schools / community groups when designing space	4
	Expand the market	1
	Guildhall is the wrong place for a customer service centre	4
	Make plans and maps available	1
	Use imagination	1
	Have a charge on councillors entering the building	1
	Tourist information centre	6

8.6.9 In Q16 of the survey, (*What do you think should be included in the Corn Exchange design to encourage more visitors, more performers and make use of the space?*), the following themes were most frequently mentioned:

Theme	Frequency
No Comment	508
Don't know	20
Better acoustics	95
Food and drink options / café / restaurant / food hall / fast food	79
Make it more inviting and open to more people	75
Accessibility	64
Atmosphere and entrance	47
Keeping character / style	19
Other suggestions	365
More / better events in the location	65
Larger entrance / reduce crowding / congestion / queuing / traffic safety	61
Better seating / unobstructed views	61
Clean it up / more presentable /refurbishment	49
Flexible space for different events	47
Good toilets / baby changing etc	38
Offer the venue to other organisations for events	30
An open public space to meet in / interactive	30
Heated / comfy seats / when colder	30
Don't change anything	27
Bigger stage / bigger events	26
Subscription packages / cheaper tickets to attend including events for residents / groups	22
Solve the unacceptable heat / better ventilation / add air conditioning	20
Good / Enjoyed experience	20
Better parking	13
Better adverts for upcoming events / billboards	12
Solar energy installation / Lighting / tech	11
Performance clubs on weekends and after school	9
Partnership projects with volunteers from local Schools and Colleges	9
Improve public transport links	9
Better backstage access	8
Less pollution / air quality	7
Daytime conferences and exhibitions	6
Contract out the theatre to a professional organisation	6
Better signage	5
Colour and planters / displays	5
Create purpose built venue instead	5
Improved cycle access	4
Limit the capacity / bigger isn't better	4

Should not be loss making / don't spend the money	3
A mini exhibition about the Corn Exchange and its history	3
A Tourist Information Centre	2
More VIP seating and Boxes	2
Ask local people what they want to see	2
Competitively priced drinks / free water	2
Antique Market	1
Roller Rink	1
A Waiting area in the Guildhall	1
Good changing rooms and rehearsal space	1
A permanent indoor market	1
Can any amenities be shared with upgraded Arts Theatre?	1
Turn it into a vast leisure/high class shopping centre	1
Don't need any more restaurants or bars	1
Venue not needed - Don't waste the money	1

8.6.10 In Q17 of the survey, (*What would make you visit the Civic Quarter area more?*), the following themes were most frequently mentioned:

Theme	Frequency
No Comment	440
Improved pedestrianisation	104
More / better seating	80
Traffic reduction	79
More greenery	75
More community events / themed markets	64
Enhanced cycle parking	43
Improved transportation options	42
Accessibility improvements	27
Better bus service	19
Focal point of the market	15
Don't know	5
Keeping character / style	5
Other	357
To buy fresh produce from the (bigger / better) market	92
Clean / repair and tidy the centre / pavements	75
Fewer empty shops / better / independent shops	63
New (rooftop) bars and restaurants	52
More for local people and not just tourists / fewer tourists / less crowded	50
Better concerts / plays at Corn Exchange	34
Already go there regularly	34
Somewhere to go that is free / low cost	32
Cheaper / better / disabled parking	26
Crime / Somewhere that is safe / can take my children / visit on evenings	26
To meet with friends for a coffee / chat / outdoor dining	24
Ban e-bikes / delivery vehicles	21
Reduce the number of fast food outlets / litter	21
Exhibitions featuring local organisations, artists or skills	12
If the café remains open	11
Computer museum / historical / informative	11
Reduce the number of market stalls	11
Better notification / advertising of events	8
Screening outdoor films / indoor films	7
Somewhere to meet / engage with the council	7
A new fountain	6
Need a better understanding / vision for Civic Quarter	6
Lower the rents for local business /stallholders	5
A website for information / which stalls etc	4

More involvement with community groups	4
Available public toilets	4
Open up Guildhall as a welcoming centre	3
Late night opening on special occasions	3
Create a performance space	3
A new statue / sculpture	3
Fewer homeless people	3
Consider delivering commercial aspects though a private sector partner	3
Better traffic enforcement	3
If it was worth visiting	3
Better Christmas Lights event	2
Flower Festival	2
Book sales	2
More buskers / street entertainers	2
Co-working facilities	2
Concern that worshippers at the church will be ignored	2
Open the market in the evenings	2
If you keep the tourist shop	1
A delivery service for large items	1
Better views and acoustics	1
Covid-safety measures - ventilation	1
A space for public demonstrations	1
Better integration of students and residents	1
Having more time	1
If there was a hotel I would go less often	1
Can you make the lights safe for migraine sufferers?	1
Repair the lifts in the car park when they break down	1
Make it dog friendly	1
If you put your plans into action	1

8.6.11 In Q18 of the survey, (*How could we make the Civic Quarter area more accessible and inclusive for those with disabilities?*), the following themes were most frequently mentioned:

Theme	Sub-theme	Frequency
Don't know		4
Accessibility not an issue		9
Consult with disability organisations / follow best practice		14
Suggestions	Fewer / no kerbs	30
	Drop-down kerbs	19
	Better surfaces / paving	115
	Disabled / blue badge parking	16
	Remove cobblestones	10
	Restrictions on e-bikes / scooters	15
	Minibus which runs through town centre	9
	Pedestrianise area / fewer cars and bikes	66
	Less street furniture / trip hazards / parked cars	38
	Underground waste facilities	1
	Wider pavements	18
	Accessible market stalls	1
	Disabled toilets and baby changing	19
	More seating	26
	Make buildings more accessible	11
	Introduce quiet spaces for autistic / neurodivergent people	8
	Fewer level changes	28
	Wider road	2
	More ramps	13
	Public transport improvements	5
	Charging points for electric wheelchairs	1
	More signposting / wayfinding	10
	Ventilation	1
	Make lights safe for migraine sufferers	1
	More space between market stalls	5
	Keep the cobblestones	4
	Improve access for electric vehicles	1
	Separate pedestrians and cyclists	1
	More bike parking	5
	Sensory planting	1
	Salt the cobbles in winter	1
	Rickshaws	1

8.6.12 In Q19 of the survey, (*Please state any other ideas or comments you have to feed into the project*), the following themes were most frequently mentioned:

Theme	Sub-theme	Frequency
Maintenance	Ensure the Civic Quarter is maintained	20
General	Historic Preservation	43
	Aesthetic improvements	24
	Consider local residents over tourists	16
	The Civic Quarter project is a good idea	9
	Large changes to the Civic Quarter are not necessary	6
	The Civic Quarter project should have a larger scope	3
	The Civic Quarter project could harm the centre of Cambridge	2
	Work with University Colleges	2
	Do not sell off council assets to fund the project	1
	Businesses should remain open longer in the evenings	1
	Ensure the project takes into account future transport options such as an underground system	1
	Have a referendum on the proposals	1
	Move Mandela House offices into Guildhall	1
Nature and Greenery	More greenery is needed	26
	Project should improve sustainability	4
	Greenery in the market square needs to be considered carefully and needs to be appropriate	3
	Different recyclable bins	2
	Encourage biodiversity	2
Street furniture and amenities	More seating is needed	24
	Install public toilets	5
	Better lighting in the Market Square	2
	Implement CCTV cameras	2
	Consider implications of more seating on antisocial behaviour	1
	Give people access to Interactive Spaces, classes, and social spaces	1
	Add in art installations	1
	Have seating that is covered away from rain	1
	Implement a visitor information centre	1
	Have multi use spaces	1
	Refer to the document Historic England 2018 Streets for All when considering lighting and other infrastructure	1
Traffic, infrastructure and connectivity	Traffic-free Zones	25
	Resurface paving in the city centre	12
	Pedestrianise spaces in the Civic Quarter	12
	Address issues with parked and reckless delivery drivers	9
	Block motorised access to the market square during specific hours	6
	Infrastructure	5
	Widen pavements behind the Guildhall	4
	Reroute vehicle routes	4
	More affordable parking is needed	3
	Fix potholes	3
	Address volumes of traffic around the city centre	2

	Replace the barrier on Kings Parade	2
	Good connectivity between the city centre	2
	Improve connectivity between Corn Exchange market square and Guildhall	2
	Use high quality materials for new paving	2
	Have a bus connecting the train station to the market square	1
	Encourage EV vehicles	1
	Have taxi pick up and drop off point on the periphery of the Civic Quarter	1
	Improve paving around Guildhall to ensure safety	1
Accessibility	Make the city centre more accessible with public transport	5
	Ensure those with mobility issues have good connectivity from Lions Yard Car Park to the Corn Exchange	1
Cycling	More secure bike racks	7
	Make cycling safer	5
	Separate cyclists from pedestrians	5
	Install markings and signage to encourage cyclists to follow rules	2
	Relocate bike racks from the market square to create more space	1
	Install underground bike parking	1
Market Square	Market preservation	98
	Ensure traditional market stalls are present sufficient diversity that is not hot food stalls	55
	Market stalls should remain fixed	16
	Having events in the market square is a bad idea	14
	Cooperate with market traders on what changes they would like to see	12
	Restore the water fountain	11
	Leave the Market Square as it is	8
	Address antisocial behaviour in Market Square	6
	Replace tourism/fast food businesses with independent businesses that surround the market square	6
	Having events and outdoor seating is a good idea	6
	Resurface the Market square to be more accessible for those with mobility issues	6
	Minimise disruption to market traders	5
	Develop a European style piazza in the market square	5
	Help market traders compete with local businesses e.g. lower rents	5
	Removable stalls are a good idea	4
	Address issues with large crowds in the market square	4
	Market traders should be relocated	4
	Have licensed pop-up spaces for artists	4
	Better policing of the market square	3
	Make the market square feel more welcoming	3
	Market Square should be open and not covered	3
	Introduce themed market days	3
	Communicate to people which market stalls are active and when	2
	Market should only operate on specific days	2
	Allow restaurants to have tables out in the Market Square	2
	Remove large bins from the market square	2
	Provide outdoor café seating on the edges of the market	2
	Market should be covered to protect against elements	2
	Develop underground bike parking	2
	Consider the needs of local churches	2
	Ensure Great St Mary's church services do not clash with noisy periods/events at the Market.	2

	Give traders access to underground bins	2
	Clarify parking and loading spaces for market square	2
	Address issues with Big Issue sellers harassing pedestrians walking past Great St Mary's Church	1
	Have Civic events such as Remembrance Day in the Civic Square	1
	Communicate with local residents to support market square traders	1
	Consider the location of stalls with reference to shade and sunlight	1
	Businesses on market square should use smaller delivery vehicles	1
	Develop a new bus station in the market square	1
	Ensure tables are not permitted in the market square	1
	Design and build a new waste collection hub away from Great St Mary's Church	1
	I do not like what has become of the market square	1
	Enhance the connection between St Mary's church and the Market Square (QR codes, boards)	1
	There should be less stalls	1
	Make parking easier for traders	1
	There is a lack of space in the market square	1
Guildhall	Make the Guildhall more welcoming	9
	Do not develop a hotel in the Guildhall	7
	Develop a roof top bar on the Guildhall	4
	Make the guildhall more accessible	2
	Enhance the space connecting the Guildhall to Lions Yard	2
	Include solar panels on the Guildhall	2
	Demolish the Guildhall and replace it	2
	Preserve the historical architecture of the Guildhall	2
	Develop a hotel in the Guildhall	2
	Install a board on local history in	1
	Use the Guildhall for music concerts	1
	Use part of the Guildhall to relocate hot food market traders	1
	Have bike storage in the Guildhall	1
	Move all council offices into the Guildhall	1
	Include a library into the Guildhall	1
Corn Exchange	Improve toilets at Corn Exchange	2
	Include solar panels on the Corn Exchange	2
	Improve the Corn Exchange	2
	Improve the frontage of the Corn Exchange and make it more welcoming	2
	Corn Exchange should encourage local arts	1
	Allow local artists to use the Corn Exchange	1
	Reconvert the Corn Exchange into a trading space	1
	Improve advertising for events at the Corn Exchange	1
	Improve the acoustics in the Corn Exchange	1
	Split the Corn Exchange into two spaces	1
	Improve seating at Corn Exchange	1
	Improve bar area at Corn Exchange	1