

## Community Wealth Building Assessment- Assets/Redevelopment- Civic Quarter Project

Cambridge City Council's Community Wealth Building (CWB) Strategy outlines our approach to reducing poverty and inequality in Cambridge and supporting a more inclusive, fair and sustainable economy. It takes a holistic approach to challenging the structures and conditions that lead to poverty and inequality, focusing on ensuring everyone benefits from the city's wealth.

This assessment has been created to use as a tool to ensure Community Wealth Building considerations have been made at every stage of a redevelopment process. It does not mandate that each of these elements need to be included but acts as a prompt, so options are considered early in the planning process.

### Project Opportunities

The Guildhall and surrounding space combine social and community use, business and the very heart of democracy in Cambridge. It's redevelopment through the Civic Quarter project presents a key opportunity to build community wealth, maximising the social benefits for local communities, businesses, partners and tourism.

Phase	CWB Considerations	Activity/Progress
Design Phase	Can impacted groups help shape the design development? Engaging meaningfully with them early in the process and equipping them with the necessary tools/information to properly participate. This requires listening, developing collaboratively and actively considering/implementing their input. Example groups- Voluntary Community and Social Enterprises (VCSE), businesses, equalities groups, schools/sixth forms, university, charities, business/employment networks.	The community engagement programme in the summer of 2024 sought feedback on proposals from residents, market traders, staff, local businesses, residents, universities, colleges, business and community groups. The feedback has helped shape the RIBA stage 2 designs that will be presented to Strategy & Resources Scrutiny Committee in November 2024.  As part of the project governance there are 2 key stakeholder groups that meet regularly, Civic Quarter Liaison and Market Traders Groups.

	<p>Have the designs considered options for future community use of space?</p>	<p>Designs have considered the inclusion of community use by the Museum of Cambridge or another cultural attraction in the refurbished Guildhall basement. There are plans for a café in the remodelled Guildhall reception space which will be accessible for all as an informal meeting space. The Guildhall will have several meeting rooms, and the exact operational management and use of these spaces has yet to be determined.</p> <p>The designs for the Market Square look to improve the accessibility and provide a more pleasant experience for the community and opportunities for community events in front of the Guildhall.</p>
	<p>Social return on investment. Have you considered how use of the asset will provide a social return over time? How will you measure this?</p>	<p>There are several ways at this stage of the design work, where the project will provide social return on investment through the creation of a welcoming new civic heart for the city and support the vibrancy and economy of the area. There will be increased utilisation of the Guildhall by the community and visitor numbers for any in situ cultural attraction. Opportunities for better customer experience from attending events at the Corn Exchange and The Guildhall. The improvements to the Market Square should lead to increase stall occupancy and improve the long-term viability of a bustling 7 day a week market. The public realm improvements should create environmental and biodiversity improvements, as well creating spaces for people to enjoy and spend time in.</p> <p>The project will also deliver savings for the Council through reducing operational costs, create opportunities for additional</p>

		<p>income and help to support the delivery of key frontline services to residents and the public.</p> <p>The methodology of how we measure these impacts will be developed by the project team as part the detailed design work in the next stage.</p>
	Does the design allow residents to actively participate in democratic life	The concept designs for the Guildhall will improve the accessibility into and around the building for residents, facilitating participation in the democratic life of the city. Detailed design work to improve the Council Chamber and meeting spaces will take place from December 2024, if the project is approved to proceed.
Development / Build Phase	Procurement of the contract- Working with local Small & Medium Enterprises (SME)	Not at the procurement documentation drafting stage.
	Procurement of the contract- Include a greater weighting to social value within the tender. Ensure social value commitment is delivered through ongoing contract management	<p>A procurement strategy for letting a build contract will be taken forward from December 2024 with advice from the Council's procurement team and the Employer's Agent on the project. Social Value will form a key part of the tender, and we will expect prospective contractors to demonstrate a strong social value offer.</p> <p>We will use the Council's new draft social value framework to guide the social value activity in this project.</p> <p>Monitoring of the social value commitments will be a standing agenda item at all project team meetings.</p>

	Procurement of the contract and engagement- Skills programme- providing local employment, apprenticeships and skills and training programmes.	Not at the procurement documentation drafting stage – will be included in the specification.
	Working with contractors who pay the Real Living Wage and have fair recruitment practices, including recruiting from groups with protected characteristics and people who live in disadvantaged areas of Cambridge	Not at the procurement documentation drafting stage – will be included in the specification.
Occupation Phase	Can any vacant space or under-utilised land/asset that is earmarked for redevelopment be used via meanwhile-use by the community or VCSE?	We are in partnership with Allia who are providing affordable workspace to the community at the Guildhall. This relationship will continue until the point Vacant Possession is required.
	Is there option for on-going use of the facility by the community, VCSE? How?	The proposed plans include community use of the basement area, delivered through a cultural attraction by the Museum of Cambridge or others. Provision of the Guildhall halls and other meeting spaces at certain times at discounted rates for community use is also being considered. The proposed café and informal workspaces in the heart space are open to all
	Can the use of space be decided with input from communities, VCSE groups or businesses to help understand the need/demand in the city so that it can be catered to?	The use of space proposals, and incorporation of community use in the basement, has been developed following engagement with community groups and businesses.
	Can elements of the asset be managed by the community?	No community management of the assets is proposed.
	Can elements of it be owned by the community via asset transfer?	No community ownership of the assets is proposed.

Updated: 24 October 2024