



City Centre Management Team, left to right –
Heather Bevan-Hunt, Colin Joyce, Emma Thornton, Andy White

Welcome (Introduction)

Welcome to the second edition of the new Markets newsletter.

The purpose of this newsletter (produced 3 times a year in June, October and February) is for us to share our news with you, to update you on key things happening in the city centre, which might be of interest to you and for you to share your news with each other. The newsletter features on the Markets pages of the City Council website so your stories can be read by members of the public or prospective traders looking at Cambridge Market.

We hope you found the first edition useful and informative. We welcome your continued feedback and would like to know what you would like to see featured in future editions.



Regular meetings

As part of our ongoing efforts to improve communications with you we have now held three Market Trader Meetings in May, July and October. Market traders across the weekly, Sunday and All Saints Arts and Craft market are invited to these meetings. Meetings are held 3 times a year and the **next one is planned for 6-7.30pm, Thursday 19th January 2012.**

New Charter Market Regulations

The new Charter Market Regulations, which set out how the market is managed, are now

completed and you should all have a copy of these regulations.

A key objective of the review has been to ensure that the regulations support a vibrant market with fewer vacant stalls, which will encourage increased footfall.

Independent Businesses Shine in City Centre Evaluation

A team of mystery shoppers and city assessors have given Cambridge the thumbs up in a survey aimed at evaluating the city's shopping experience.

Throughout June and July, a professional team carried out the "Location Model" Project, designed by Skillsmart Retail, (the Sector Skills Council for Retail), to see how well Cambridge performed in a number of different areas, from car parking to customer service.

A mystery-shopping test evaluated the performance of 30 independent retailers in the city, producing a score of 90.8%. These included 4 markets stalls on the weekday market. This is well above the benchmark of 80% and places the city first, out of 83 towns across the country, which have been assessed.

The team also conducted 105 street interviews to ask their opinion of Cambridge and its shopping. 70% of those interviewed felt the town was clean and tidy and 90% said they generally felt safe in the city.

More than three-quarter (76%) of respondents thought Cambridge Market was an important part of the overall shopping offer and 30% said when shopping in the city they would always visit Cambridge Market.

There is more good news for Cambridge. Opening in October will be a new National Skills Academy for Retail's skills shop, offering information and advice on training opportunities to retailers of all sizes, their employees, or those seeking to get into the

sector. The facility will be located in the Grafton Centre, Cambridge.

The Cambridge Location Model was funded by the National Skills Academy for Retail and supported by Love Cambridge, the City Centre Partnership for Cambridge. Emma Thornton, Head of Tourism and City Centre Management and the Love Cambridge Partnership, said: "These are really great results which we should be proud of. Cambridge is a super city, which is famous all across the world. It is good to know that the thousands of new visitors to the city every year will be leaving with a good impression of a clean, safe and convenient destination with excellent shops.

Cambridge has many small retailers, popular with residents and tourists and we would like to thank them for their contribution to the great variety of retail in the city. The mystery shop results were amazing and confirm that Cambridge's independent retailers are on the top of their game.

The report has also thrown up some definite areas of improvement, which we will be looking over. We are certainly not complacent and it will be important to ensure that Cambridge remains a great shopping destination."

New Market Sheets

Please let Andy or Colin know if any repairs are needed if sheets are still leaking. We are asking any traders who would like to change the colour of their stall sheets to write to us setting out why they feel this is important. These will then be considered on an individual case basis. Spare sheets have been ordered and will be changed as required.

New LED lights for traders

At the last markets meeting held in July, the general consensus amongst markets traders was not to pursue individual lighting for each stall on the basis that individual requirements are so varied. However traders were keen to explore general ambient LED lighting around the whole market.

A Public Art project

This will seek to highlight and promote the diverse offer on the market, and will be designed to conceal the black refuse compactor.

Market Boards Storage

Traders have been informed of ongoing

problems with market boards – alternative solutions are being investigated. Market traders will be fully consulted on any proposals.

Refurbish Market Fountain

Market traders have been pleased with the improvements to the fountain, which included a planting scheme introduced at the end of May and summer bedding plants in June. Winter planting is also planned.



Improved cleaning of the Market

Suggested improvements have been explored with the street cleansing team including using a mechanical blowing machine once a week and extra power washes.

Electrical Upgrade Work

A full electrical survey has been completed and we are investigating upgrading the electrics on all of the market stalls and the feasibility of installing pre-paid meter machines.

This is an overview of some of the current projects but this is an ongoing plan and it will continue to develop. If you would like a copy of the Markets Improvement plan or have some suggestions on how we might improve the market, we would love to hear from you by calling 01223 457466 or email andy.white@cambridge.gov.uk

Love Cambridge Promoting Cambridge Markets

As we head into Autumn Love Cambridge is currently working with the Markets Team on a number of marketing activities to help raise the profile of Cambridge Markets. This includes:

- Banners – we will be producing some new banners advertising all 3 Cambridge

markets and these will be hung at some of the car parks within the city and also at some of the Park & Ride sites over the coming weeks. These banners are designed to raise the profile of Cambridge Markets and generate additional footfall into the area.

- Love Cambridge Love Christmas Publication – Love Cambridge will be working in partnership with the Markets team to help profile the market offer through editorial and also product placements in this year's Christmas Publication. The publication is published in November and over 200,000 copies are produced. The majority of these are delivered through letterboxes across the county with the Cambridge News weekly titles but approx 20,000 copies are also available on free pick up across the city.
- A regular column – we are currently exploring the feasibility of a regular column from Andy White in the local press. The purpose of the column would be to give a brief overview of the highlights visitors to the market would expect to find on a regular basis, including any recent changes. We would also propose to include hints and tips from traders where appropriate, along with maybe recipe suggestions, for example from some of the food traders. We will keep you posted on how this develops.
- Love Cambridge Voucher Book – Love Cambridge is launching a voucher book in early October and has recently sent a letter and application form out to all Market Traders inviting them to apply for a space if it is of interest to them. The Voucher book is part of the Love Cambridge Family of Guides project, which already includes the orange Markets leaflet.
- Press Releases – as Christmas gets nearer we will be working with the Markets Team to issue press releases encouraging people to do their Christmas Shopping at Cambridge Markets – so if you have a story to share please let Andy or Colin know ASAP.

As we have previously said - here, at Love Cambridge, we really appreciate what wonderful Markets we have in Cambridge and we want to continue to work with you and the Markets Team at Cambridge City Council to make sure everyone else does too so please do get in touch if you have any news to share.

We look forward to working with you soon:
Emma, Becky & Helen – 'Love Cambridge'.

Website Update

Improvements have now been made to the Markets pages of the City Council website. Any traders who have websites and wish to have a link to this should contact Heather Bevan-Hunt, email heather.bevanhunt@cambridge.gov.uk

Market Traders Forum

In response to requests from traders at the Markets meeting in August, a forum for market traders is being set up in Google. We will be writing to traders with the link for this and information on how to use the forum. Traders will be able to log on to Google & join the group to exchange news stories and information with each other and the City Centre Management Team.

New Market Traders:

Mr Dean Legg selling face/hand cream - general market, started early September.

Mrs Oksana Shovgenyuk selling handmade wooden place mats – Sunday market, started mid August.

Ms Sarah Ruppin selling vintage clothing & shoes – general market, started late August.

Ms Sharon Brewer selling textile crafts – general market, started late August.

Ms Ester Sibanda selling materials & haberdashery – general market, started early October.

Mr Manras Gustys selling make-up products – general market, started early October.

Ms Hollie Coote selling vintage clothing – general market, started early October.

Cambridge Market Square featured on the BBC!

Written and directed by David Hare, "Page Eight" filming took place in the Market Square in February and was broadcast on Sunday 28th August on BBC 2. The film starred Bill Nighy, Michael Gambon and Rachel Weisz. Scenes depicted Johnny (Bill Nighy) walking through the deserted market square in the middle of the night! The new markets canopies looked fabulous!

Also in May the Market Square featured in a new documentary, which will be shown on BBC 4 later this year. Conductor and musician, Charles Hazlewood came to Cambridge to

discover the origins of tower bell ringing and handbell tune ringing. He put on a musical bell ringing performance in the Market Square with beautiful camera shots of the market.

More recent filming in the Market Square includes, The Saturday Kitchen, shown on BBC 2 on the 10th September and 'The Great British Menu' - the BBC 2 cookery show, which will be shown on TV early next year.



Cambridge Buskers & Street Performers Festival, 30th June – 2nd July 2011

Cambridge City Centre streets resounded with the sound of music, dance, magic acts and more from 30th June – 2nd July, with street performers from all over the region and beyond taking part in the 4th annual Buskers & Street Performers Festival.

A record number of buskers took part in the festival this year and a competition was held for the public to vote for their favourite buskers throughout the festival, with over 200 people voting.

This year the public's favourite busker in the Musicians Category was Gavin Adam Wood, singer/songwriter. Gavin was voted winner of the 2008 festival and was runner up in the 2009 festival. This year's runners up were husband & wife duo, Ain't Misbehavin', (Nigel & Julie Butcher).

The public's favourite variety act this year was, Devilstick Peat, comedy magician & juggler, with Mr & Mrs Headless as runners up.

The public's favourite young performer this year was, 11-year-old saxophonist Robert Burton - with runner up, 13-year-old Harry Greene playing guitar & saxophone.

A draw for the public to win prizes took place in the Market Square. Gemma Coe from Coe's Fruit & Veg stall picked out the winning coupon. Jenni Morris from Cambridge won tickets to the Cambridge Rock Festival, which took place from 4th – 7th August at the Haggis Farm Polo Club, Cambridge Road, Barton, Cambridge, CB23 7AT.

Heather Bevan-Hunt, Festival Organiser
www.cambridge.gov.uk/buskersfestival

Events in the City Centre

These are some of the events taking place in Cambridge during the autumn & winter months, which will attract visitors to the City. For more information on events see, www.visitcambridge.org

Sunday 20th November

Cambridge Christmas Lights Switch on
Entertainment will begin in the Market Square from Midday – 6pm, with the lights being switched on in the Market Square at 5pm.

There will also be entertainment in the Lion Yard, Grand Arcade & Grafton Centre throughout the afternoon, with the Grafton Centre lights being switched on at midday and the Grand Arcade and Lion Yard lights will be switched on at 4pm.

This year Love Cambridge has nominated the Arthur Rank Hospice Charity as the Big Switch On Charity and will be working with them to help them raise vital funds during the Big Switch On.

For more information and to keep up to date on all things Cambridge at Christmas please visit www.love-cambridge.co.uk

Mill Road Winter Fair

The Mill Road Winter Fair will take place this year on Saturday 3rd December. Website for information – www.millroadwinterfair.org

Next Newsletter – February 2012

The deadline for articles to be featured in the next newsletter will be the 20th January.

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