

**CITY CENTRE MANAGEMENT AND TOURISM - PARTNERSHIP ACTION PLAN 2008-2009**

**Safety and Security**

<b>Outcome</b>	<b>Actions</b>	<b>Lead agents</b>	<b>Timescale</b>	<b>Budget</b>	<b>Key Performance Indicator (KPI)</b>
A coordinated approach to tackling business crime in the city centre	Continue to support the development of (CAMBAC), Cambridge Business Against Crime	CAMBAC Board of Management Emma Thornton CAMBAC Manager	Target Launch 7 <sup>th</sup> August 2007	10K kick start funding from private sector, 45 k turnover in year one	Data from Partnership database and recorded crime stats. Reduction in Members' crime stats Increase in membership to the scheme and partnership expansion Monitor changes in trends nationally and locally to show effect CAMBAC has had on police recorded crime statistics.
Set standards of operation for licensed premises	Investigate the "Safer Socialising" scheme and see how this could be linked in with the CAMBAC scheme.	CAMBAC Manager	September 08	Nil	Number of participating businesses.

**CITY CENTRE MANAGEMENT AND TOURISM - PARTNERSHIP ACTION PLAN 2008-2009**

**City Centre Environment/ Public Realm**

<b>Outcome</b>	<b>Actions</b>	<b>Lead agents</b>	<b>Timescale</b>	<b>Budget</b>	<b>Key Performance Indicators (KPI)</b>
Reduce street clutter and in doing so improve the street scape	Carry out an audit on the public realm to look at signage/seating/telephone boxes etc.	Environment sub group Individual Street Trader Associations Civic Groups- e.g. civic societies, University of the third age etc <b>Lead Officer: Helen Green</b>	March 09	None	Audit complete and recommendations made
Improved toilet provision for both the day and evening economies.	Map out current toilet provision and investigate ways of rectifying any deficiencies found. Identify the baseline provision.	As above	March 09	None	Audit complete and recommendations made
Improved street cleansing across the city centre and address the recurrent problem areas.	Audit all street cleansing and investigate ways of resolving issues identified	Environment sub group Individual Street Trader Associations Civic Groups- e.g. civic societies, University of the third age etc <b>Lead Officer: Helen Green</b>	March 09	None	Review complete and recommendations made
Improved control of busking in the city centre	Undertake a survey of users of the city centre to gauge aspirations for the control of busking in the city centre.  Analyse results and deliver recommendations to improve	Environment sub group  <b>Lead Officer –Licensing and CCM Team Support administrator- Heather Bevan Hunt</b>	September 08	None	A Busking culture, which compliments the city centre, is not obtrusive and is sympathetic to the needs of all users of the city centre.

**CITY CENTRE MANAGEMENT AND TOURISM - PARTNERSHIP ACTION PLAN 2008-2009**

	the current situation if required				
Improved control of direct debit charity collections across the city centre	Develop a Site Management Agreement with the PFRA (Public fundraising Regulatory Authority) to regulate Direct Debit Collections across the city centre.	Environment sub group  <b>Lead Officer –Licensing and CCM Team Support administrator- Heather Bevan Hunt</b>	September 08	None	SMA with PFRA established and in operation. Reduction in complaints from the public.
Improved business engagement in the Climate Change agenda	Launch the ATCM Climate Change Project	Environment sub group  <b>Lead Officer: CCM &amp; Tourism Communications Officer Becky Burrell</b>	September 2008	TBC	Number of businesses/organisations signed up to the project
Improved pedestrian signage within the city centre	Work with the Cambridge Navigation Group to deliver the trial of the new signage project and the comprehensive consultation on this, which will follow. Produce a summary of the feedback received	<b>Lead Officer: Helen Green</b>	May 08	£2,000 Publicity relating to the consultation process	Trial installed and broad engagement with users of the city centre achieved.  Trial successful and implementation plan agreed

**CITY CENTRE MANAGEMENT AND TOURISM - PARTNERSHIP ACTION PLAN 2008-2009**

**Transport and Access**

<b>Outcome</b>	<b>Actions</b>	<b>Lead agents</b>	<b>Timescale</b>	<b>Budget</b>	<b>Key Performance Indicators (KPI)</b>
Ensure the sustainability of the late night Park & Ride service through the Wonderful Wednesdays campaign.	Continue with a high profile publicity campaign for Wonderful Wednesdays and target all key employers and their staff with the late night P&R message. Investigate using the VMS signage system to greater effect	P&R BSG  <b>Lead Officer: CCM &amp; Tourism Communications Officer Becky Burrell</b>	December 2008	TBC	Extended service continues in 2009
Continued representation of City centre businesses in the development of a Cambridge area transport strategy	Lobby to ensure that transport decisions are not taken in isolation, taking into account only traffic management or road safety issues but with a view to their impact on the vitality of the city as a shopping destination.	Local Strategic Partnership  TIF Stakeholder workshops  Park & Ride Strategy group  Others TBC by Mark Kemp CCC  <b>Lead Officers: Emma Thornton and Helen Green</b>	Ongoing	Nil	Business voice well represented and their concerns considered in the development of any strategy.
Continued representation of city centre businesses in the development of car parking policy	Facilitate meeting with businesses, Head of Car Parking Services and Executive members to discuss policy prior to decisions being made.	CCM  <b>Lead Officers: Emma Thornton and Helen Green</b>	March 2009	Nil	Business voice well represented and their concerns considered in the development of any strategy.

## CITY CENTRE MANAGEMENT AND TOURISM - PARTNERSHIP ACTION PLAN 2008-2009

Production of a Getting Around leaflet as part of the 'Family of Guides'	See marketing, communication and events section	<b>Lead Officer: Helen Green</b>	Summer 2008	Self-funding through project packages	Guide produced and widely distributed.
--	---	----------------------------------	-------------	---------------------------------------	--

**CITY CENTRE MANAGEMENT AND TOURISM - PARTNERSHIP ACTION PLAN 2008-2009**

**Marketing, Communication and Event**

<b>Outcome</b>	<b>Actions</b>	<b>Lead agents</b>	<b>Timescale</b>	<b>Budget</b>	<b>Key Performance Indicators (KPI)</b>
Develop a Family of Guides to promote the complete Cambridge experience	Produce a family of guides including a day/night, shopping, getting around, market and city circle guides	CCM Marketing Group LCS  <b>Lead Officer: Helen Green</b>	July 2008	Self-funding through project packages	Production and distribution of 5 guides plus dispensers.
Connect the retail circuit in the city centre and ensure that all retail areas are well promoted and key access messages are promoted.	Update the shopping and access guide produced in 2007 as part of the family of guides approach to include an A-Z of Independent shops.	CCM Marketing Group  <b>Lead Officer: Helen Green</b>	July 2008	Self-funding	Guide produced and distributed
Improve communication with city centre businesses.	Produce a quarterly newsletter aimed at updating city businesses on developments in the city and the work of the City Centre Partnership	CCM  <b>Lead Officer: CCM &amp; Tourism Communications Officer Becky Burrell</b>	Quarterly (Feb, May and September)	£2,500	Regular newsletters issued
	Develop an e-bulletin to send out at interim periods with the newsletter			Nil	Regular e-bulletins issued
	Develop a comprehensive City centre contacts		March/April, June/July and Oct/Nov	TBC	Contact database developed

**CITY CENTRE MANAGEMENT AND TOURISM - PARTNERSHIP ACTION PLAN 2008-2009**

	<p>database</p> <p>Develop a Street Champions Group in conjunction with the development of CRACA</p>		<p>September 2008</p> <p>September 2008</p>		<p>2-way communication is consistent with all independents and the Independent sector effectively represented on the new City Centre Partnership</p>
<p>A coordinated Christmas marketing approach across the city and raise sponsorship to fund this.</p>	<p>Develop a quality, magazine style, Cambridge at Christmas guide which pulls together the Christmas offer across the city centre to include retail, cultural, leisure etc.</p>	<p>CCM Marketing group</p> <p><b>Lead Officer: Helen Green</b></p>	<p>October 08</p>	<p>£4,000</p>	<p>Guide developed and distributed</p>
<p>Improved Christmas Light across the city and an enhanced Christmas Switch on event</p>	<p>Review both the Christmas Lighting scheme across the city centre and the Switch on event, and make recommendations for improvements to both.</p>	<p>CCM Christmas Group</p> <p><b>Lead Officers: Helen Green and Heather Bevan-Hunt</b></p>	<p>November 08</p>	<p>TBC</p>	<p>New Christmas Lights in areas where previously there were none and improvement in other areas.</p> <p>A bigger Switch On programme with increased community involvement</p>
<p>Increased investment in Cambridge at Christmas.</p>	<p>Develop a fundraising strategy to provide sustainable funding</p>	<p>CCM and CCM Christmas Group</p> <p><b>Lead Officer:</b></p>	<p>November 08</p>	<p>Target income £30,000</p>	<p>Target income achieved.</p>

**CITY CENTRE MANAGEMENT AND TOURISM - PARTNERSHIP ACTION PLAN 2008-2009**

	<p>for Cambridge at Christmas:</p> <p>1) Develop a sponsorship package for Cambridge at Christmas and secure headline sponsor</p> <p>2) Appeal letters to city centre businesses</p> <p>3) Christmas Fundraising dinner and auction</p>	<b>Helen Green</b>			
Increased publicity of the Markets in Cambridge	Develop a leaflet advertising the market offer as part of the Family of Guides	Market Manager  <b>Lead Officer: Helen Green</b>	July 2008	Self-funding	Leaflet produced and distributed

**CITY CENTRE MANAGEMENT AND TOURISM - PARTNERSHIP ACTION PLAN 2008-2009**

**The Early Evening and Night Time Economies**

<b>Outcome</b>	<b>Actions</b>	<b>Lead agents</b>	<b>Timescale</b>	<b>Budget</b>	<b>Key Performance Indicators (KPI)</b>
Bridge the gap between the daytime and evening economies	Develop initiatives with Museums, galleries, arts venues etc and retail to encourage people to stay in the city centre longer.	CCM Marketing Group	March 09	TBC	Increased footfall in the city centre from 5-8pm
Establish a city wide commitment to late night trading on Wednesdays throughout the year	Develop a business case for stagecoach to reduce subsidy required  A “call to arms” approach to city centre businesses to sell the concept and get support from the critical mass	CCM Marketing Group	November 08	TBC	Wednesdays established as late night trading throughout the year.

**CITY CENTRE MANAGEMENT AND TOURISM - PARTNERSHIP ACTION PLAN 2008-2009**

**Heritage, Culture & Tourism**

<b>Outcome</b>	<b>Actions</b>	<b>Lead agents</b>	<b>Timescale</b>	<b>Budget</b>	<b>Key Performance Indicators (KPI)</b>
Develop new look Visitor Information Centre on Peas Hill.	Develop the new look VIC to potentially include leisure and retail use in partnership with external partners and increase use of IT.	Januarys Emma Thornton Frankie Mcghee	March-Oct 09	TBC	New Centre open with revenue generated from adjacent mixed use to support the delivery of the tourism service.
Promotion of the complete Punting offer within the VIC	Develop a promotional space within the VIC to promote all punt operators to include a "Guide to Punting in Cambridge"	John Milne Becky Burrell	End June	Self funding	Promotional space developed and all licensed punt operators receiving equal marketing opportunities within the VIC.
Continued development of the Visit Cambridge new website	Review and implement modifications to the website to provide the facility for more on line ticket sales, improve ease of use for the user and increase search engine profile	John Milne	September	TBC	More user friendly website Increase in on line tickets sales and accommodation bookings

**CITY CENTRE MANAGEMENT AND TOURISM - PARTNERSHIP ACTION PLAN 2008-2009**

**Monitoring & Healthcheck**

<b>Outcome</b>	<b>Actions</b>	<b>Lead agents</b>	<b>Timescale</b>	<b>Budget</b>	<b>Key Performance Indicators (KPI)</b>
Comprehensive footfall information for the city	Springboard presentation to Strategic Liaison Meeting and group to decide whether to proceed	Strategic Liaison Group County Council City Council  Lead Officer: Emma Thornton	March 09		Installation of footfall cameras and daily data.
Annual information from customers about their perception of Cambridge	Conduct an annual customer perception survey	Lead Officer: Helen Green	October 2008		Annual customer perception survey results