

# **2020 Leader's Briefing for Cambridge businesses and organisations**

**Councillor Lewis Herbert  
Leader of Cambridge City Council  
Monday 13 January 2020**



# Five Council Priorities

1. Tackling Poverty and Inequality to create “One Cambridge Fair for All”
2. Cutting Homelessness and Investing in Housing
3. Action on the Climate Emergency and Biodiversity, including a Net Zero Cambridge
4. Increasing Community Safety
5. Planning and Transport Delivery for the Future

# Firstly - a Thank You to our funders!

- £4.4m in retained Business Rates, out of £110m+
- £9m in Council tax, incl typical £5/year increase
- £4.9m in New Home Bonus  
(but that will shrink to £0 in 2024)
- Further 60%+ is generated from fees & charges, incl significant property and investment income
- And no core Government grant from 2019

# Where does your Council Tax go?

- 11% goes to the City Council
  - an average of £200 per household or £4 per week for Council services
- 73% to the County Council
- 12% to Cambs Police
- 4% to Fire and Rescue

# A tale of two cities



Population qualified  
to Level 2 or higher

South Cambs  
**84.8%**

Cambridge  
**83.2%**

UK  
**74.9%**



Cambridge population aged 65 or over

**12.8%**  
IN 2018 → **18.2%**  
IN 2041

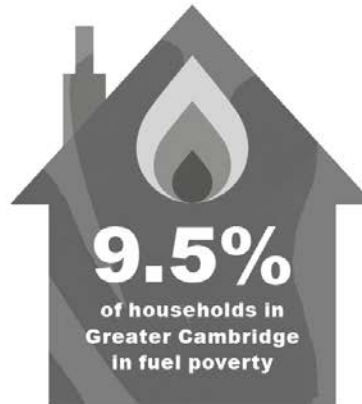
South Cambs population aged 65 or over

**19.4%**  
IN 2018 → **26.5%**  
IN 2041



**10 YEARS**

The difference in life  
expectancy between  
the least and most  
deprived parts of  
Greater Cambridge



**9.5%**  
of households in  
Greater Cambridge  
in fuel poverty



Multiple Deprivation  
Index (out of 317  
local authorities)

**16th**  
South Cambs  
**107th**  
Cambridge

# 1. Tackling poverty and inequality

- Focus on incomes and expansion of the Real Living Wage of at least £9.30/hour
- £1m in targeted community organisation grants – to help Cambridge people in most need. And work with “Cambridge 2030”
- Food and child poverty strategy and a new Food Hub in 2020
- Addressing inequality faced by women, and people from ethnic minorities & other groups

# Creating a new Cambridge Food Hub



Expanding unused food supply to Cambridge foodbank, projects and homeless organisations.

# How can businesses help us tackle poverty and inequality?

- Pay the Real Living Wage and become accredited with the Living Wage Foundation
- Donate to local charities or choose a local 'charity of the year' like Street Aid
- Support employee volunteering
- Invest in apprenticeships & training
- Help employees with sustainable travel or childcare costs



# Adopting the Real Living Wage

- Help tackle in-work poverty by paying all your employees at least the Real Living Wage and becoming accredited.



- To make a bigger impact, join Cambridge City Council in paying all your employees at least £10 per hour



# Raise funds for a local charity

- Do you have a favoured local charity that supports people to cope with or move out of poverty? Could you help raise funds?

- For instance via



- Or  Localgiving

# Support your employees to volunteer in the community

- Contact [www.cambridgecvs.org.uk](http://www.cambridgecvs.org.uk)



# Support apprenticeships

- Work with Form the Future to help local young people identify their career options



FORM THE FUTURE

- More from [info@formthefuture.org.uk](mailto:info@formthefuture.org.uk)

## 2. Building Affordable Homes

**120,790 homes in Greater Cambridge today**



**Average house prices (2018)**



**Median monthly cost to rent a 2 bed house**



**Lower quartile house price to income ratio**

## 2. Cutting Homelessness & Investing in Housing

- Building over 500 extra Council Homes, and beginning work to plan for a further 1000
- Achieving 40% affordable housing in new developments, and working with private sector landlords
- Support for rough sleepers incl £700,000 for Jimmy's and Winter Comfort and front-line orgs
- Housing First schemes for homeless people, + supporting Allia and 20 additional homes



# Example of Cromwell Road site, Romsey



295 new homes including 118 council homes, plus a nursery and a great new public space.

# Increasing biodiversity and green spaces



**43 ancient woodland sites**



**11% tree coverage in  
Greater Cambridge**



Council adding 2000 extra trees in public realm in next 3 years, developing major projects via the Local Plan and doubling wildflower meadows

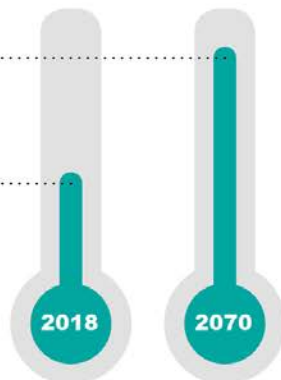


# 3. Tackling the Climate Emergency

## Winter

**+4.2°C**

Temperature  
increase  
by 2070



Rainfall  
increase  
by 2070

**+35%**



## Summer

**+5.4°C**

Temperature  
increase  
by 2070

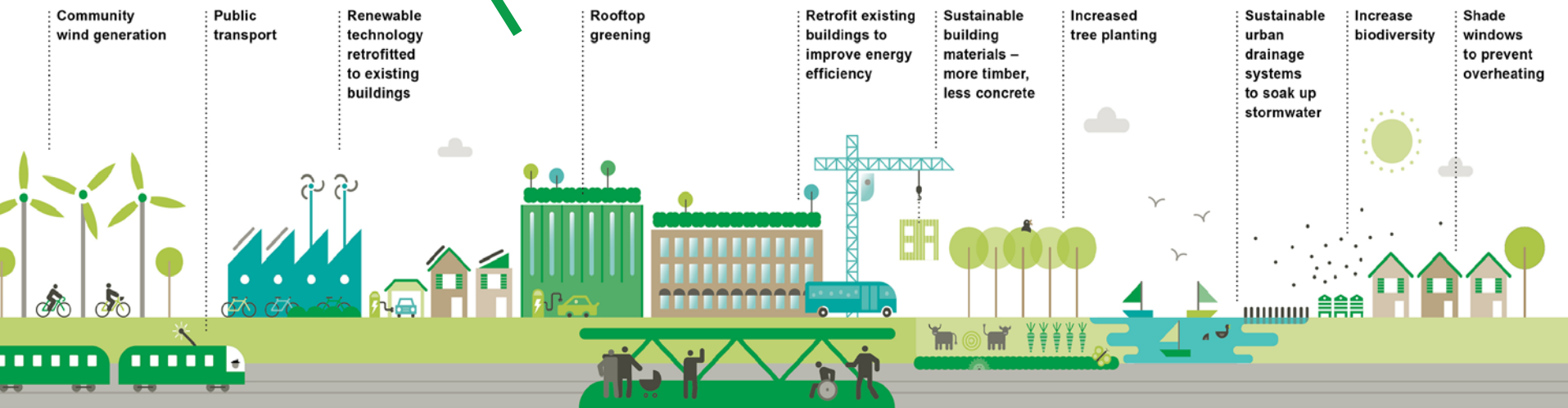


Rainfall  
decrease  
by 2070

**-47%**



# How can we mitigate and adapt to climate change?



**Mitigation = reducing our impact on the climate as far as possible**

**Adaptation = ensuring that our communities can evolve as our climate changes**

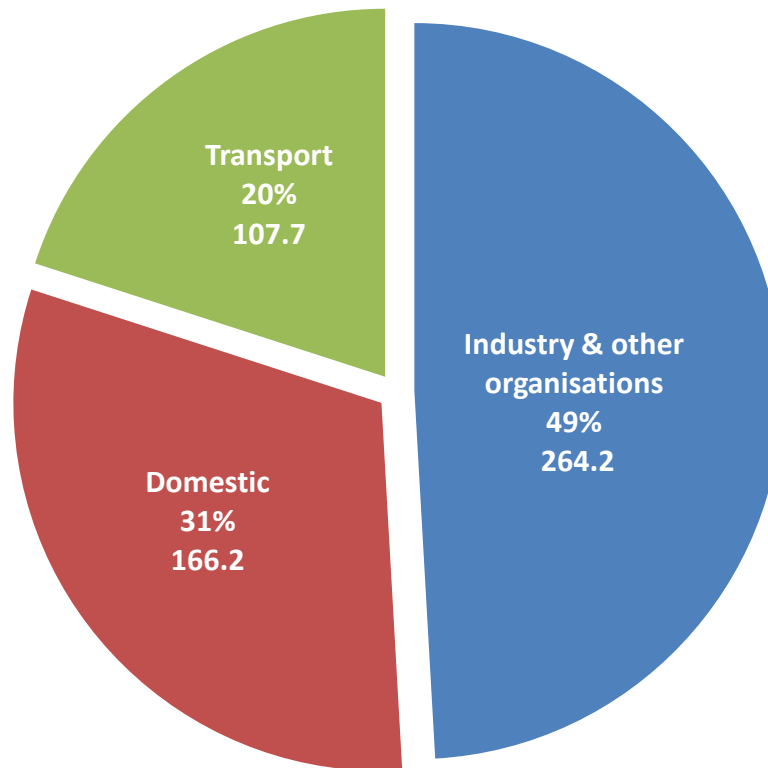
### 3. Council action on Climate Change Emergency

- £1.4m invested to cut Council emissions by 25% since 2015
- Bigger amount to be invested in cutting council housing emissions
- New partnership with businesses, organisations and households incl Cambridge Climate Charter
- Planning electric vehicle charging network in our car parks

In addition to £600k electric taxi charging scheme and first 2 electric buses



# We need businesses and households to take action so we achieve Net Zero Carbon



# Cutting your carbon emissions

- Quantify your climate impacts from energy consumption and transport use
- Rethink your buying. Source more locally?  
Go digital?
- Develop an organisation sustainability strategy.  
Opportunities & wins from reducing your carbon
- Use expert advice on how to cut your fuel bills and emissions.

# Where can I get help?

- Cambridge City Council
- The Carbon Trust [www.carbontrust.com](http://www.carbontrust.com)
- Peterborough Environment City Trust
- [www.pect.org.uk](http://www.pect.org.uk)



**PECT**

CREATING SUSTAINABLE PLACES



# Greening your business and home (1)

- Reduce energy usage e.g. through insulation, new heating controls or installing renewables on your property
- Switch to a 100% renewable energy tariff
- Install smart meters / energy management system to better monitor your energy consumption

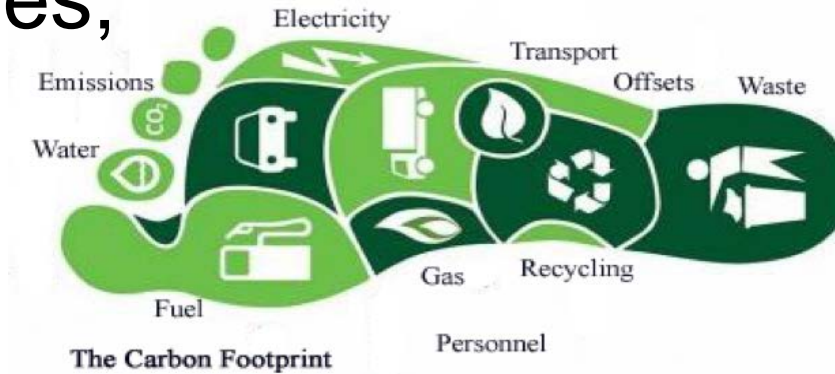
# Greening your business/home (2)

- Review your transport options – consider electric or hybrid vehicles, or cycle couriers;
- Consider your material inputs and your waste: REDUCE, REUSE, RECYCLE;
- Explore bulk procurement options.



# Benefits

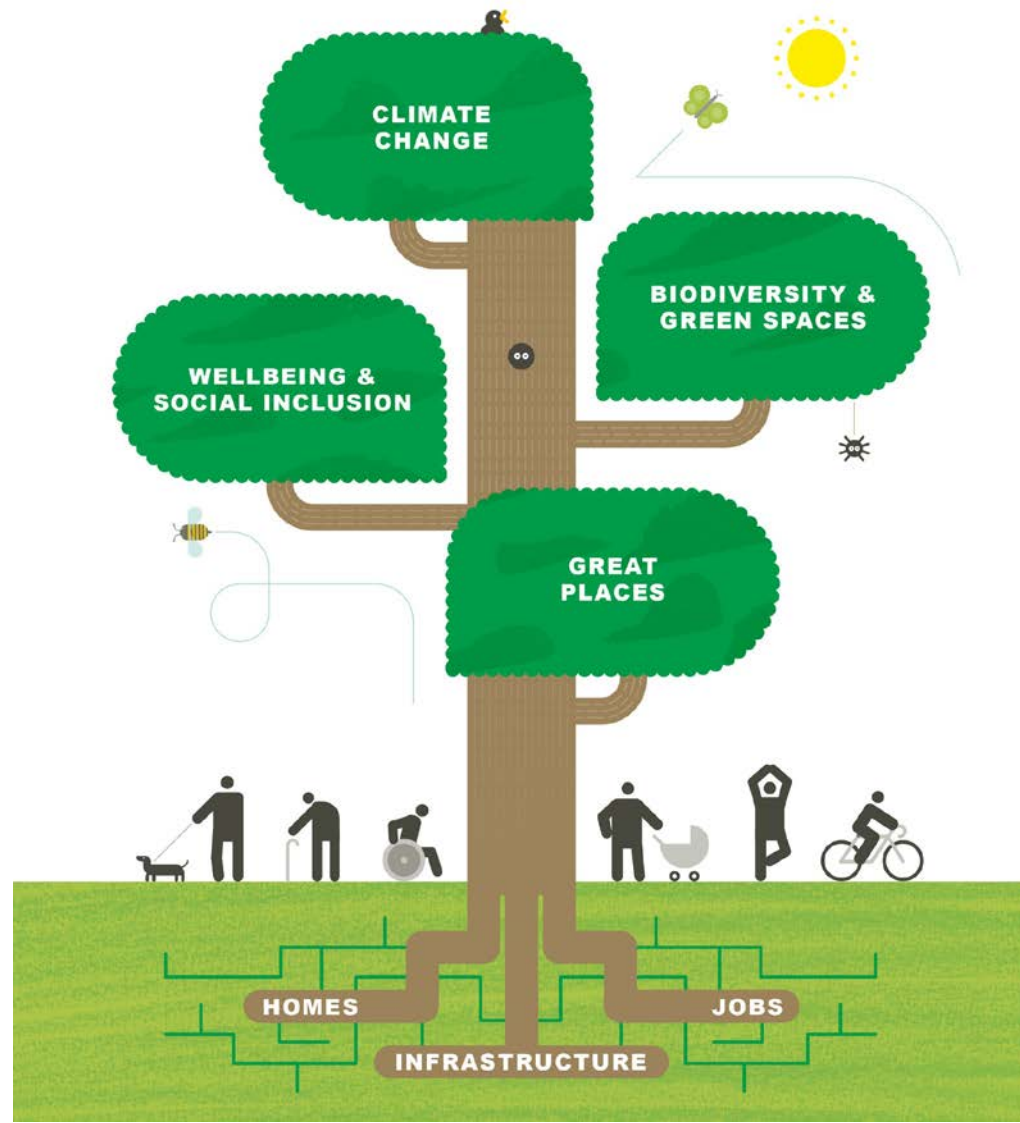
- Reducing your business and own carbon footprint + match your customers' values;
- Reduce costs by reducing energy and materials consumption;
- Future-proofing against future policy changes;



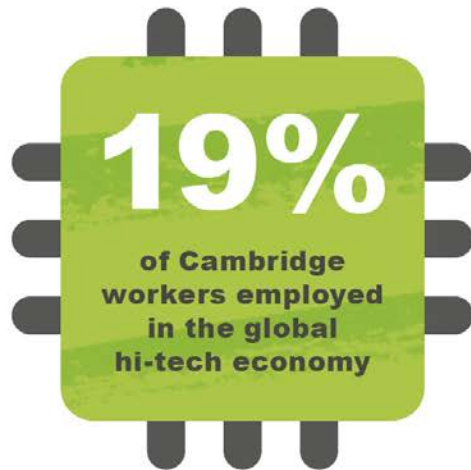
## 4. Increasing Community Safety

- Building on the strong partnership with local police, council, community and businesses including CAMBAC
- Retaining an effective Parkside Police Station
- Targeting violent drug dealers and protecting our young people
- Adding anti-terrorism barrier on King's Parade

# 5.Planning for the Future: Greater Cambridge Joint Local Plan consultation starts today

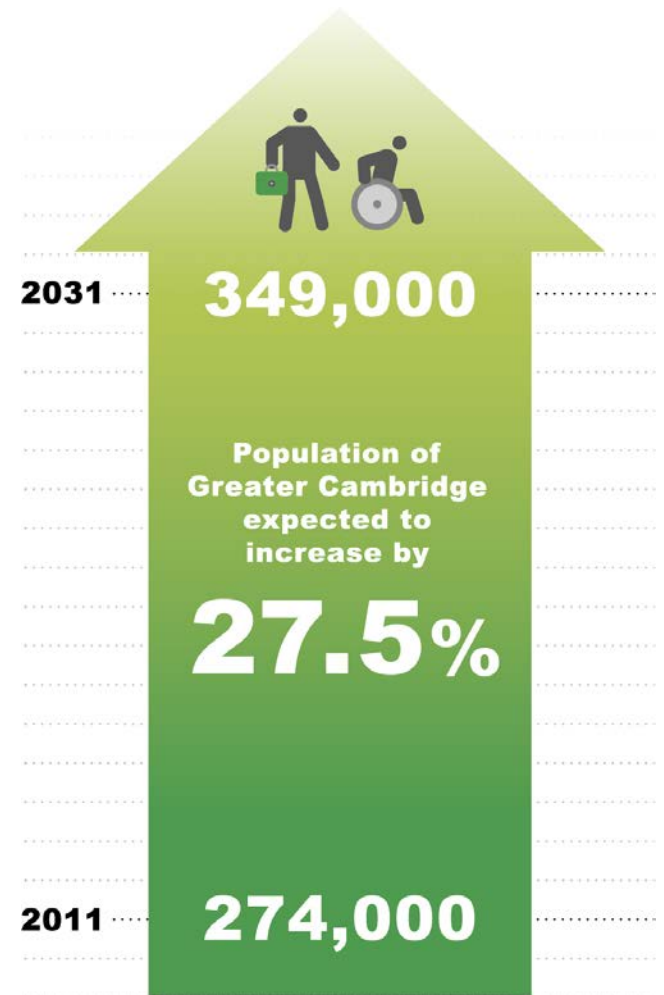


# Economic Growth



(30% were visiting friends and family locally.  
Only 12% explored beyond Cambridge.)

# Planning for Greater Cambridge



Please help us spread the word:

[www.greatercambridgeplanning.org](http://www.greatercambridgeplanning.org)

#GCLocalPlan

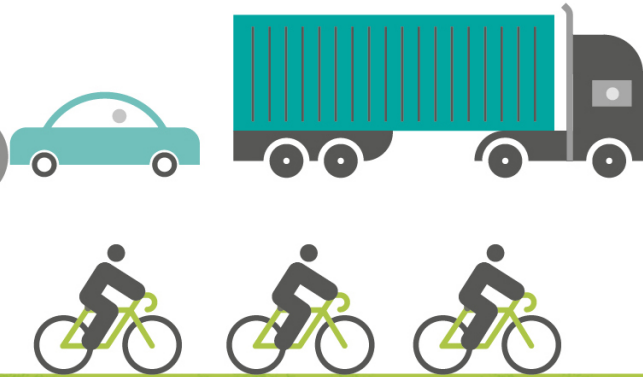




# Winning Infrastructure Funding

**202,155**

vehicles cross the outer  
boundary of Cambridge in  
either direction every day



**22%**

of South Cambs residents within  
30 mins of walking or public  
transport access of a town centre

**40%**

of people who work in the  
City live in Cambridge.  
28% live in South Cambs

**50%**

of Cambridge residents  
cycle at least once a week –  
the highest in England

**25%**

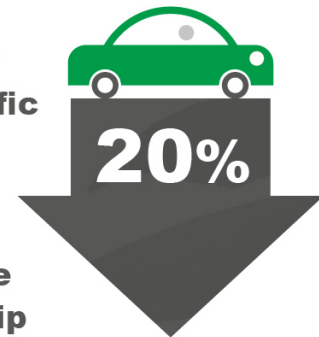
of South Cambs residents  
cycle at least once a week –  
the 5th highest in England

Electricity  
capacity  
needs to  
triple to  
support  
economic  
growth



9 new schools  
have been built in  
Greater Cambridge  
in last 10 years.  
Another 5 are  
planned.

Reduction  
in car traffic  
planned  
by the  
Greater  
Cambridge  
Partnership

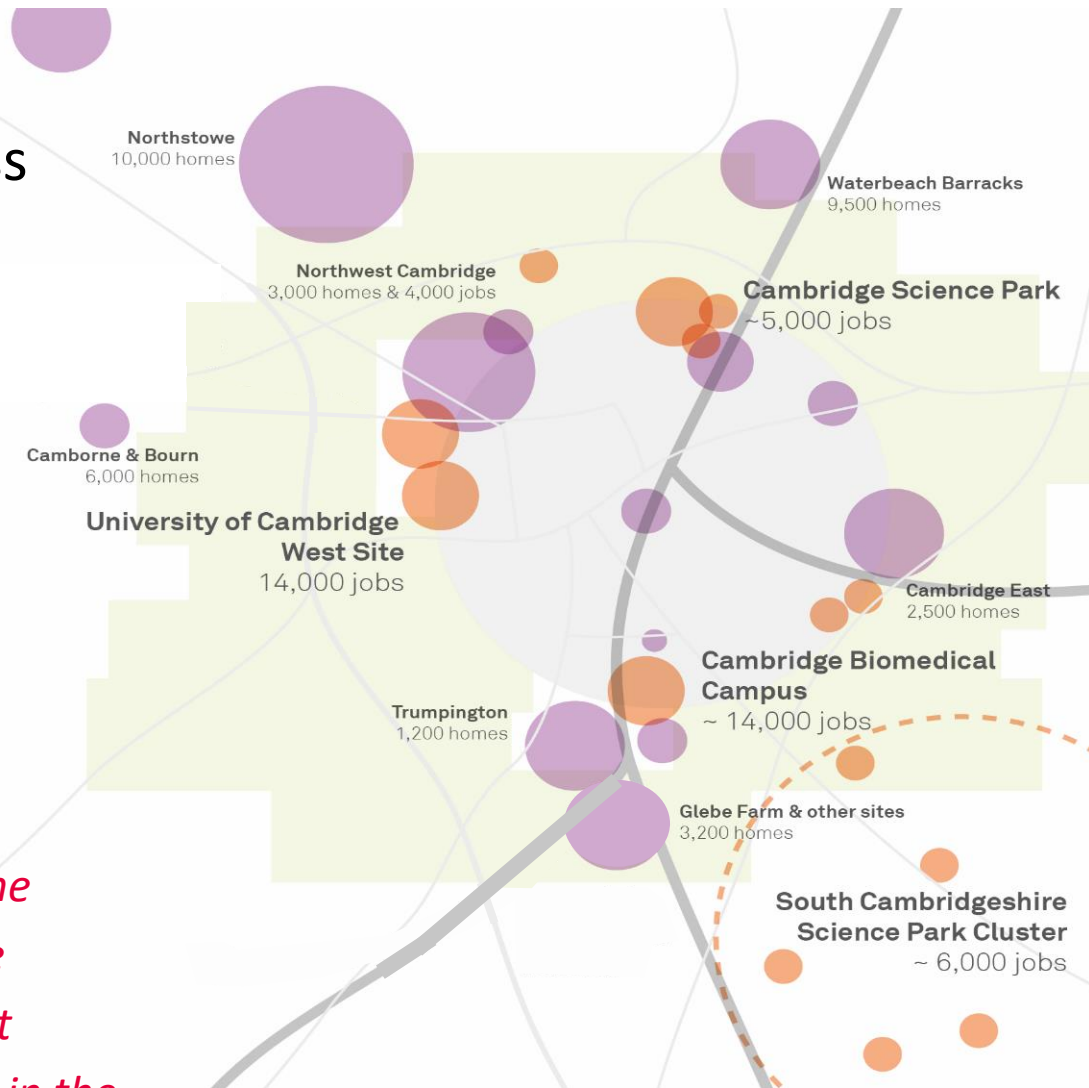


# Matching Growth with Transport Investment

- 44,000 new jobs and 33,500 new homes – dispersed across Greater Cambridge.
- 188,000 jobs in Greater Cambridge (2018), up from 177,000 (2015)

## CPIER Recommendation #7

*“A package of transport and other infrastructure projects to alleviate the growing pains of Greater Cambridge should be considered the single most important infrastructure priority [...] in the short to medium term”.*

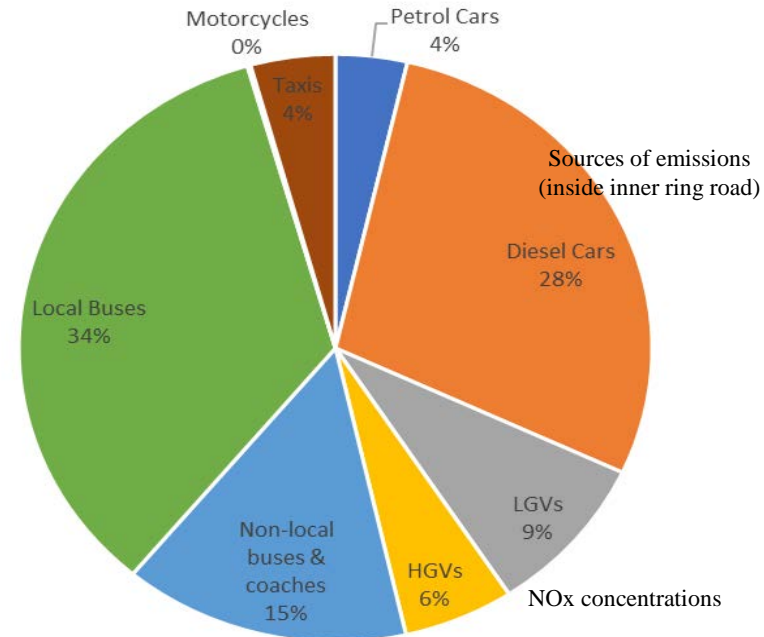




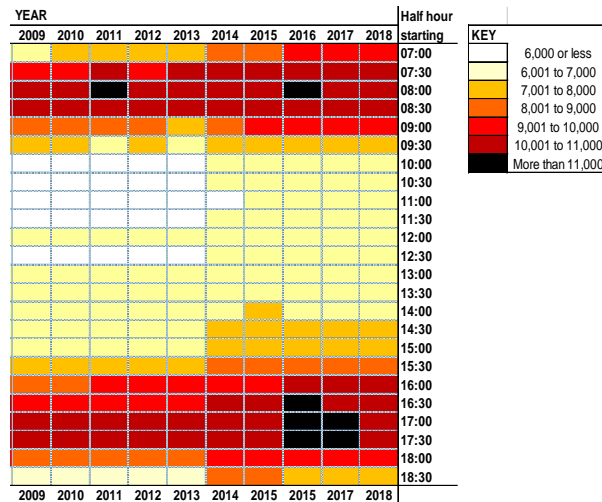
# Improving air quality

## Significantly strengthened evidence base on air quality and impact

- 106 deaths each year in Greater Cambridge are attributable to poor air quality. Significant health impacts especially in vulnerable people.
- Road traffic is the main source of emissions, particularly buses and diesel cars
- 2017 concentrations remain above the national standard for NC in:
  - Drummer and Emmanuel Street, Sections of Regent street and St Andrews St
  - Gonville Place-Hills Road Junction, and Victoria Avenue, Fen Causeway & Lensfield Road



## Hourly traffic levels 2009-2018



# Planned transport investments

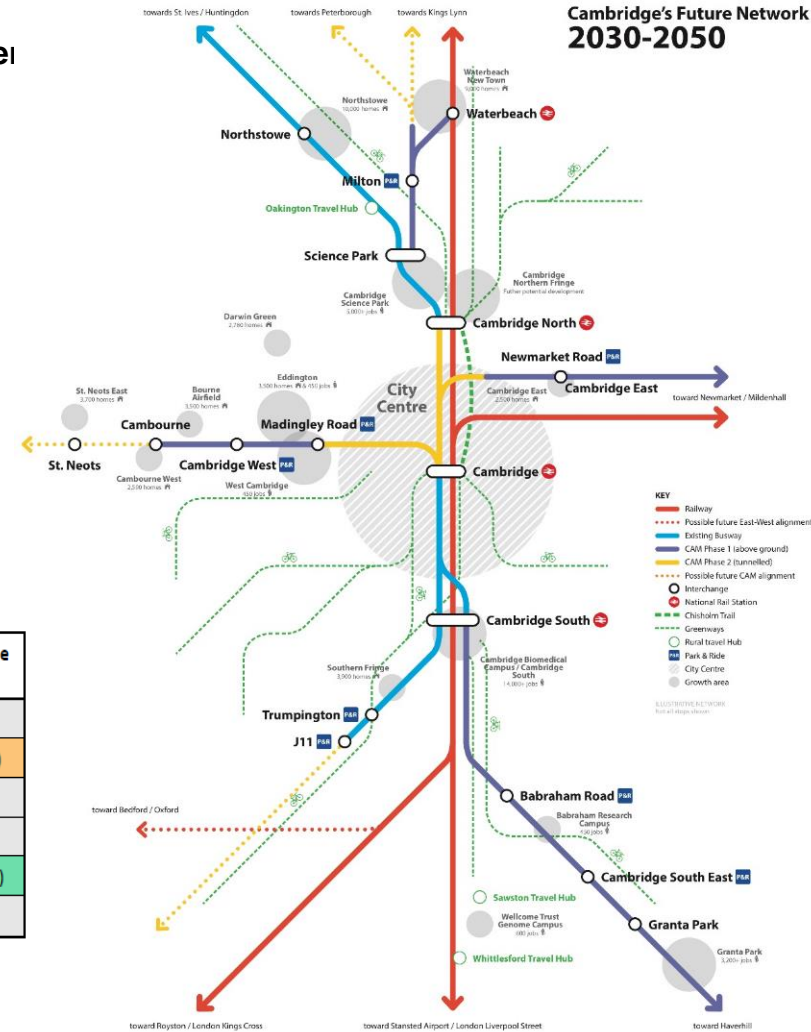
Arup analysis of competitiveness of public transport for key commuter routes (published December 2018)

Now

From/To	Cambridge CC	Addenbrooke's Hospital / CBC	Cambridge Science Park	Cambridge Airport	Cambridge West	Cambridge Station
North West Cambridge	-37%	-5%	-4%	-5%	-20%	-15%
Cambourne	19%	40%	55%	44%	36%	28%
Trumpington	0%	-11%	39%	56%	24%	14%
East Cambridge	-25%	24%	4%	-57%	30%	4%
Waterbeach	30%	42%	53%	88%	53%	7%
Northstowe	2%	12%	16%	19%	8%	14%

1. With CAM phase 1 routes

From/To	Cambridge City Centre	Addenbrooke's Hospital / CBC	Cambridge Science Park	Cambridge Airport	Cambridge West	Cambridge Station
North West Cambridge						
Cambourne	-18% (-37%)	13% (-26%)	26% (-29%)	18% (-25%)	-3% (-38%)	7% (-21%)
Trumpington						
East Cambridge						
Waterbeach	14% (-17%)	26% (-16%)	20% (-33%)	74% (-14%)	36% (-18%)	-5% (-12%)
Northstowe			8% (-8%)			



# What has the Greater Cambridge Partnership achieved?

Over **50,000** responses to more than 30 consultations



The GCP is focused on delivering transformative transport infrastructure. Spend throughout Tranche 1 has focused on the development phases of various major transport infrastructure interventions, as well as delivering a range of quick wins and improvements to enhance existing transport networks.

**150 miles** of new segregated 'Greenways' cycleway



The GCP has delivered six improved cycle routes to enhance the cycle network across Greater Cambridge. The early evidence from SQW's impact assessment of three of these schemes indicate that GCP interventions will have a significant long-term effect on cycling uptake. It observed a 12% increase in cycling, equating to 1,150 extra cycle trips per week.

Held the **first** Citizens' Assembly on transport and air quality



The GCP have invested in a range of interventions to improve the local skills system, including the new Greater Cambridge Apprenticeship Service.

670 apprenticeships were completed in key local growth sectors in the period (from 2015/16 up to Q3 2018/19).

Undertook one of the UK's **largest** ANPR studies of city traffic



The GCP Smart workstream reinforces the successful delivery of transport interventions. It has delivered 17 smart travel panels and totems at strategically important locations across Greater Cambridge.

**670** apprenticeships completed in growth sectors



Accelerated delivery of **33,500** homes



City Deal investment, including interventions on housing and strategic planning, secures the accelerated delivery of 33,500 homes across Greater Cambridge. This is essential for the sustainable growth of the local economy.

**50 miles** of new high quality public transport routes



Evidence indicates that investment by local partners to remove parking charges from all Park & Ride car parks in Greater Cambridge has increased usage by approx. 11%.

A key pillar of the GCP's transport strategy is the ability for interventions to generate modal shift, increasing the uptake of active travel and public transport options to alleviate congestion and improve air quality. To this end, we're delivering over 10,000 additional Park & Ride spaces to add to existing provision.

**12%** increase in cycling generated to date



To deliver an improved transport offer that meets our environmental responsibilities, the GCP is greening the transport network, with extra cycle parking and electric charging points.

**300 extra** cycle parking spaces



**Electric bus** trials launched



**11%** increase in Park and Ride usage



Developed a **bespoke** Travel App



Developing a **joint** Local Plan for Greater Cambridge



**£3.65** leveraged for every £1 spent on Smart



The delivery of GCP interventions and the confidence generated amongst key stakeholders by the GCP's Future Investment Strategy secures the creation of 44,000 new jobs within Greater Cambridge.

Secured **44,000** new jobs



# ANY QUESTIONS?

Including on our teamwork in creating  
“One Cambridge – Fair for All”

And playing your part in Cambridge  
achieving Net Zero carbon emissions

