

# 2020 Annual Briefing for Cambridge Businesses and Organisations

Councillor Lewis Herbert  
Leader of Cambridge City Council  
and Councillor Mike Davey

Wednesday 11<sup>th</sup> November 2020



# Overview

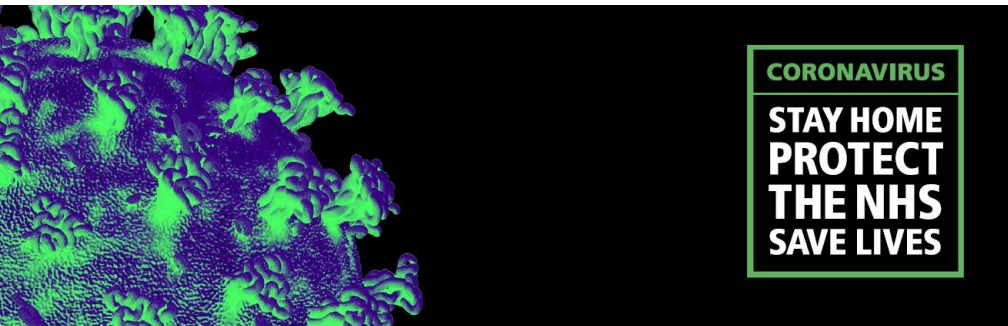
1. Council and Cambridge response to epidemic
2. Council finances and plans for 2021 including support for businesses and city centre focus
3. 2021 Recovery Plans and wider 2021 priorities
4. Thinking ahead - Affordable Housing, Tackling Climate Emergency, Local Plan & Transport

# Multiple challenges & responses to Coronavirus

- Public Health - incl protecting NHS/NHS workers
- Protecting Shielded Vulnerable/all vulnerable
- Mutual aid networks/Community food hubs
- Council services continuity
- Business/Household financial support
- Local Economic Recovery Strategy
- Household financial support

# #StaySafeCambridge (plus #StaySafeCambridgeUni)

Coronavirus: Do your bit to stop it spreading #StaySafeCambridge



Follow the signs  
and pathway  
markings



Maintain two metre  
distancing wherever  
possible



Use the pathway  
on the left



Wash your  
hands frequently



Follow national  
advice on  
face coverings

Follow the national advice at:

<https://www.nhs.uk/conditions/coronavirus-covid-19/> and <https://www.gov.uk/coronavirus>

[cambridge.gov.uk](http://cambridge.gov.uk)

[facebook.com/camcitco](https://facebook.com/camcitco)

[twitter.com/camcitco](https://twitter.com/camcitco)



 HM Government



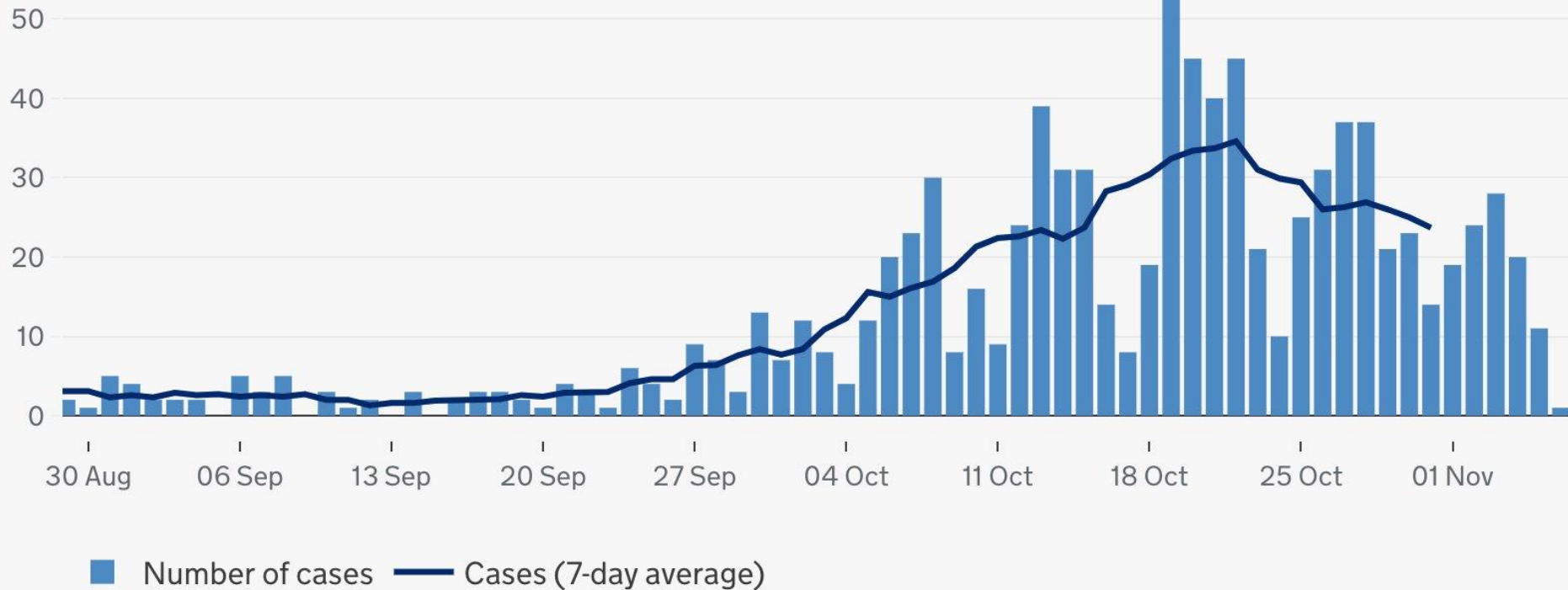
# NATIONAL RESTRICTIONS

**5 NOV - 2 DEC**

- ▶ You must stay at home
- ▶ Only leave home for food, medical reasons, exercise, education or work
- ▶ You must work from home if you can
- ▶ Avoid travel unless essential
- ▶ Schools and essential shops will remain open
- ▶ Remember: wash hands, cover face, make space

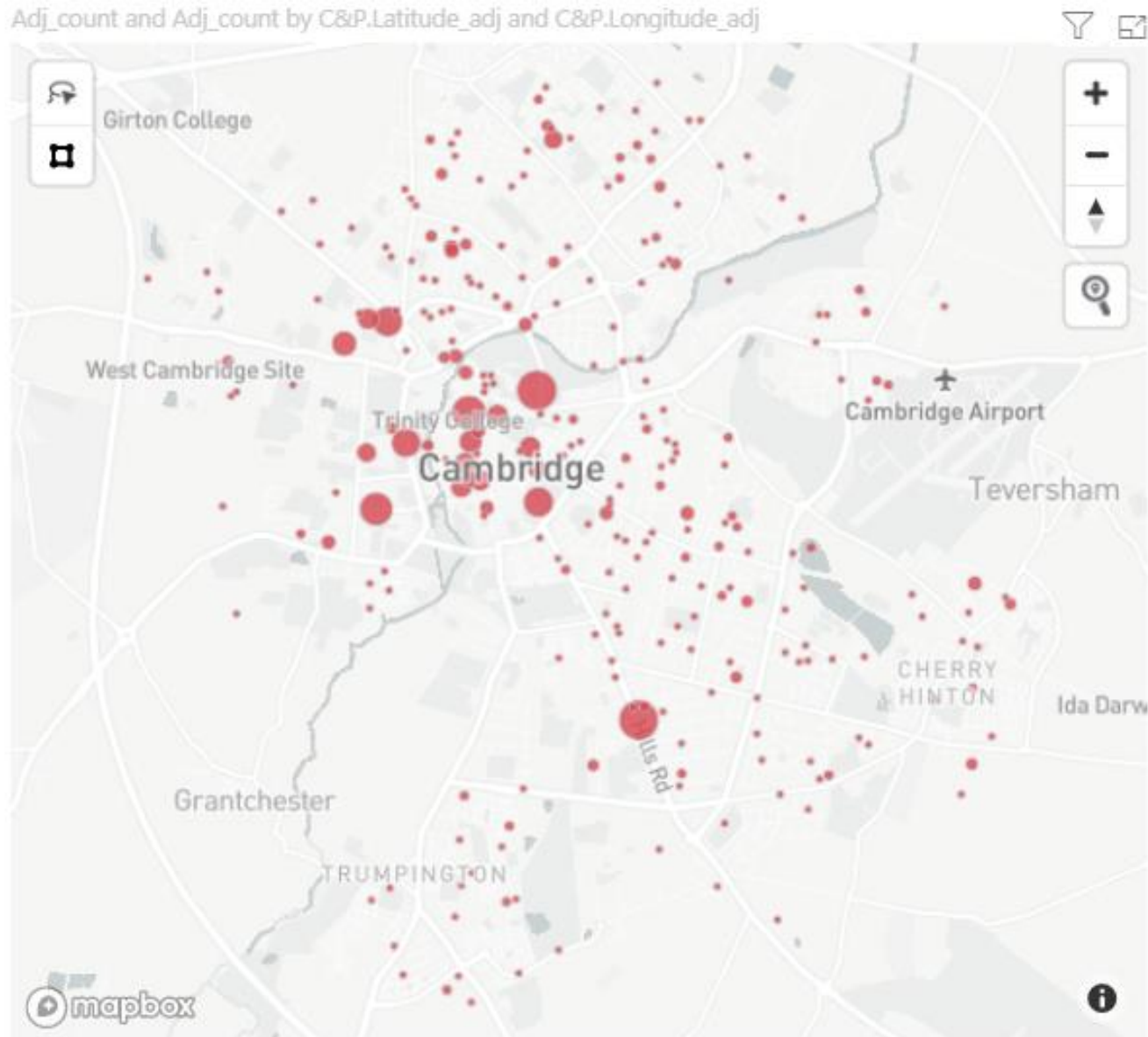
For the latest guidance, visit [gov.uk/coronavirus](https://gov.uk/coronavirus)

# Recent Cambridge COVID cases



<https://coronavirus.data.gov.uk/details/cases?areaType=ltla&areaName=Cambridge>  
updated daily

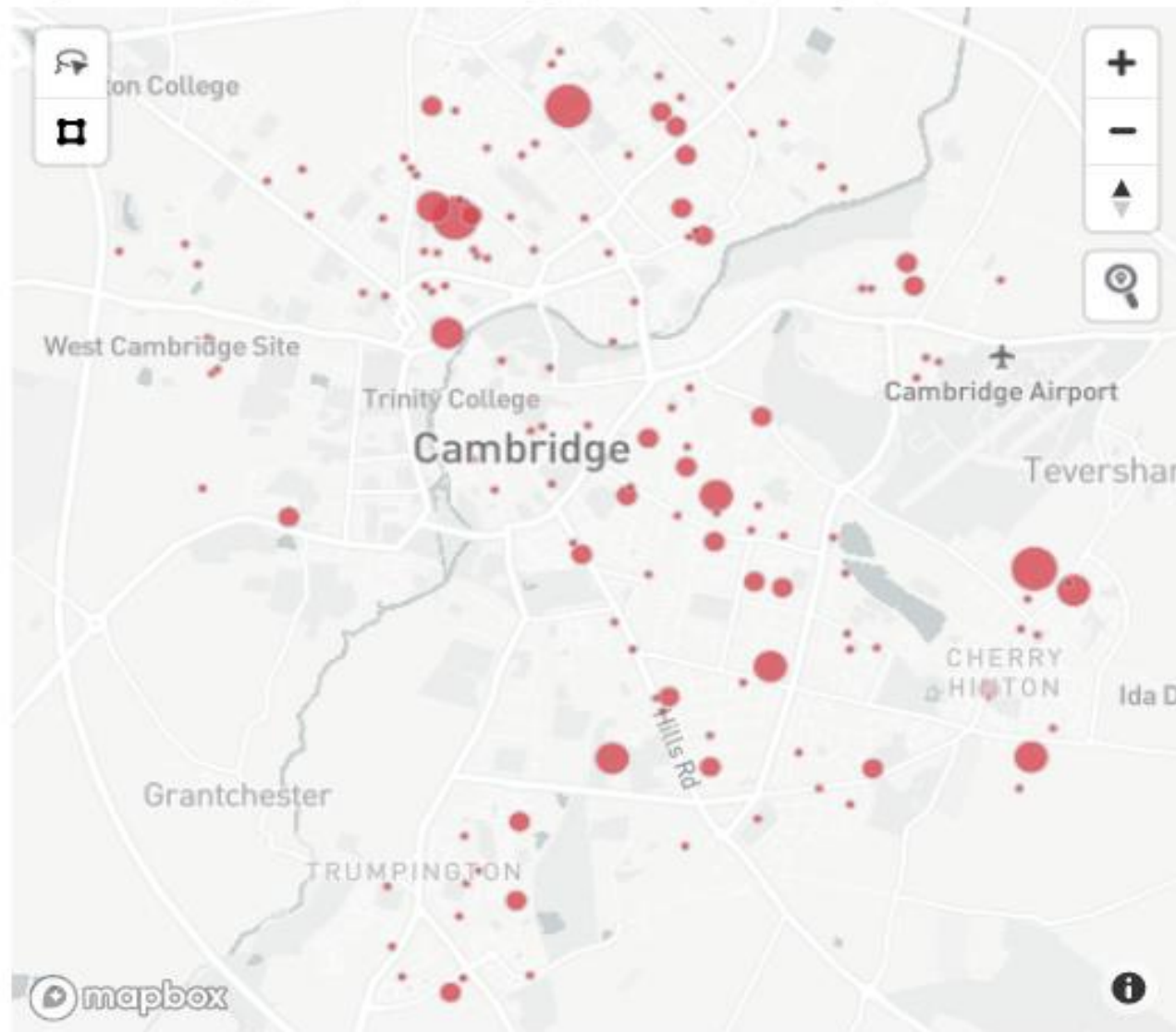
# COVID clusters late-October - 18 to 24s



*Maximum spot size = 32 cases*

# COVID clusters late-October – non-18 to 24s

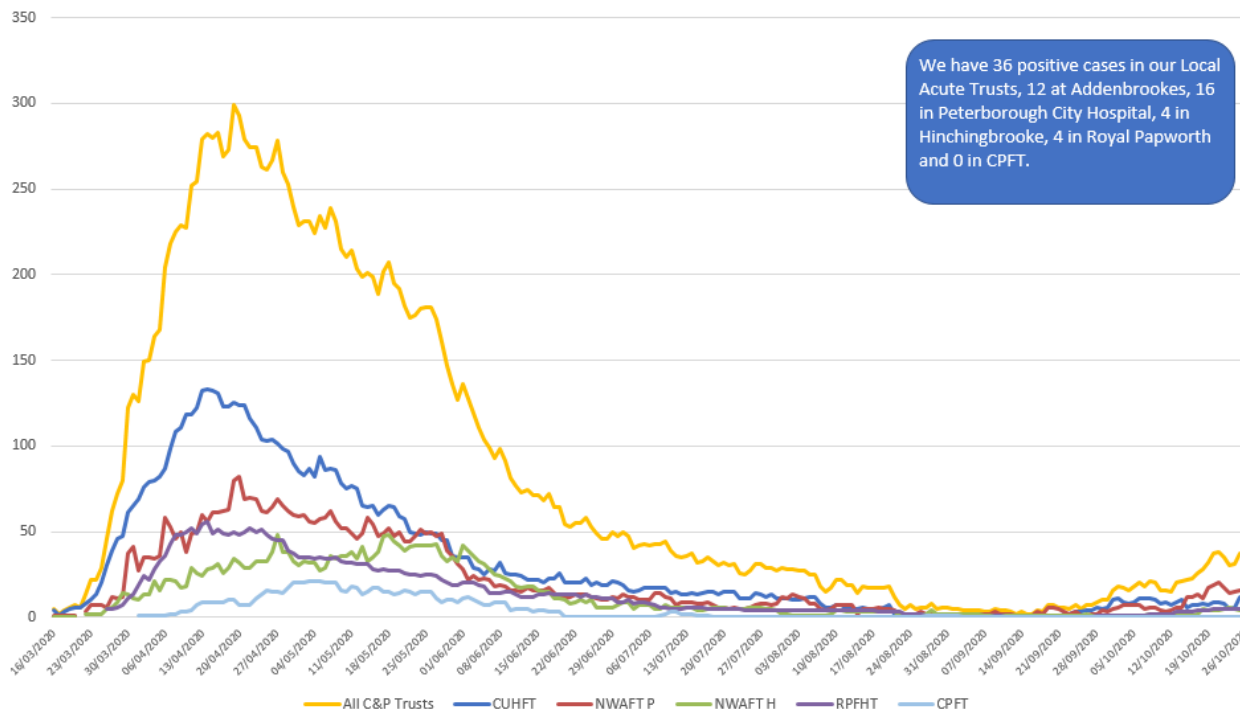
Adj\_count and Adj\_count by C&P.Latitude\_adj and C&P.Longitude\_adj



*Maximum spot size = 4 cases*

# Positive cases in Addenbrookes remained relatively stable in October

Number of positive cases per acute/trust

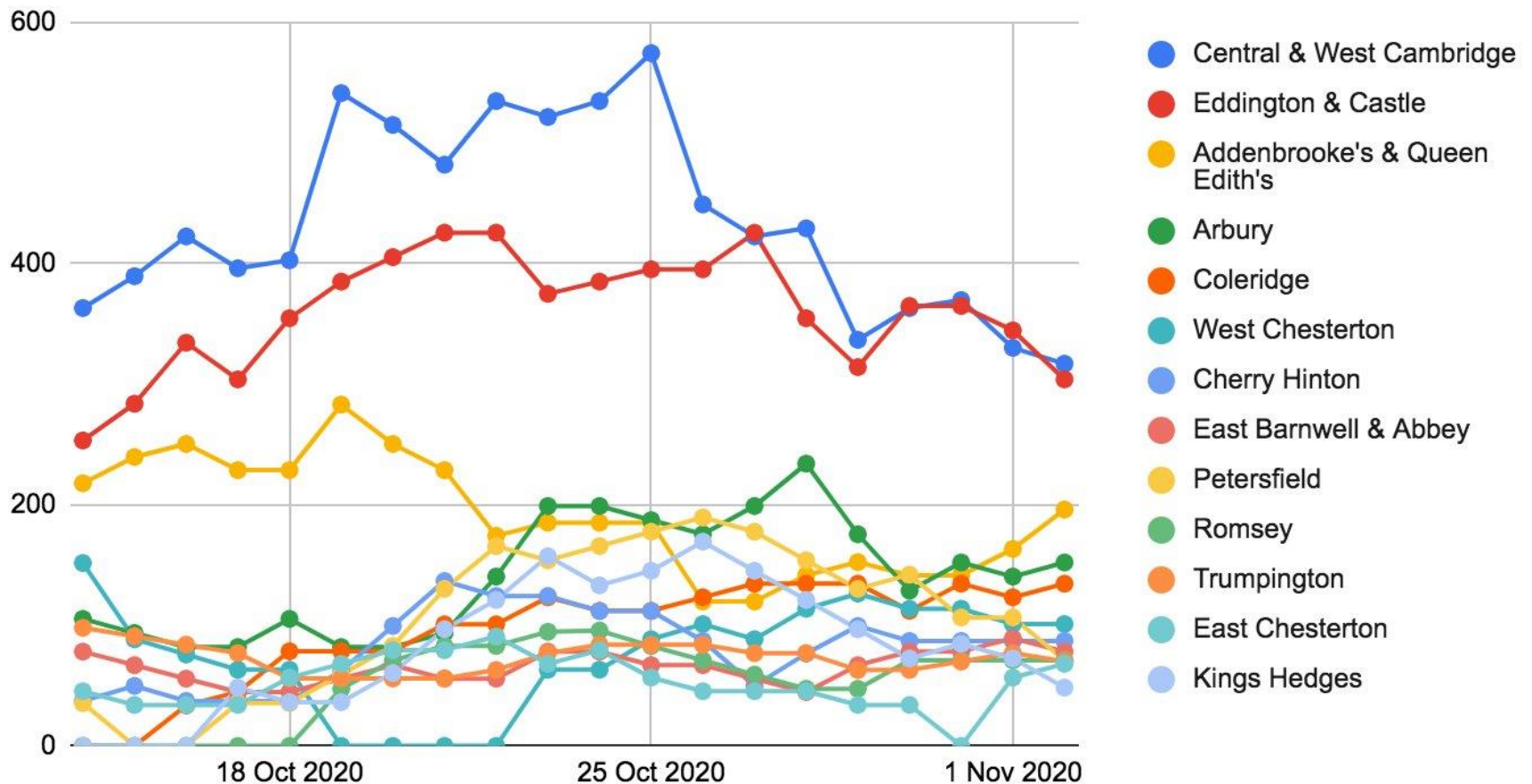




# Cambridge cases by city area/ward

## Cambridge Covid-19 reported cases per 100k people, week to date

Based on specimen date. Data from <https://coronavirus-staging.data.gov.uk/details/interactive-map>



*Source - Phil Rodgers. And see also University of Cambridge website for weekly updates.*

# Testing + Vaccination

- New test site at Abbey Pool car-park
  - Operating 7 days a week, 8:00am – 8:00pm,
  - 400 tests a day capacity
  - By appointments only including for local walk ins
- Testing Pilot for Rough Sleepers
  - Supporting rapid access to self-test kits at shelters
- Preparing for fast response testing

# Test Track Trace and Isolate - each October outbreak investigated

- **University of Cambridge:** several outbreaks in college accommodation, clusters and single cases. Same for wider 18 to 24 year olds
- **Schools and early years:** 4 school outbreaks, with other clusters and single cases
- **Workplaces:** mostly clusters and single cases
- **Care homes:** some staff cases reported, no resident cases to date
- **Healthcare:** hospital had 4 staff cases

# Wider Autumn City Coronavirus Focus

## 1. Work with ARU and University of Cambridge on testing and prevention:

- Sound joint work including University testing,  
“Household management” and contact tracing  
Outbreak management  
Planning for the end of term, including students returning to Cambridge

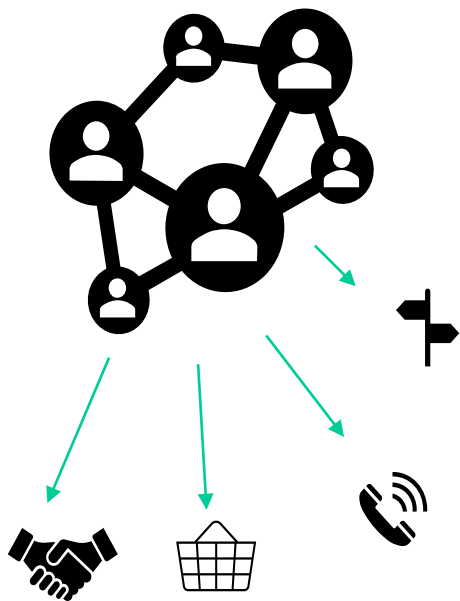
## 2. Targeted work with communities at risk:

- Rough sleepers
- BAME (Black, Asian and Minority Ethnic communities) support
- Those at risk of economic hardship (financial aid + food security)
- Partnership work with community/voluntary sector

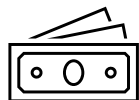
## 3. Tackling irresponsible behaviour, including after Lockdown ends

- Enforcement of non-compliant premises
- Work with police on dispersal
- City centre management / city-centre marshals

# The Council's response to coronavirus: Supporting our community



Working in partnership with 14+ mutual aid, community orgs and faith groups, providing neighbourly help, signposting and support to access specialist services



£14,000 grant funding distributed to kick-start community action



During lockdown, 700 households were being supported weekly



1500 + active volunteers



750 door step visits to vulnerable residents

# 2020/2021 Financial Briefing and COVID Business Support

Councillor Mike Davey  
Executive Councillor for Finance  
and Resources

Wednesday 11<sup>th</sup> November 2020



# Council finances 2020:

## Thank You to our funders!

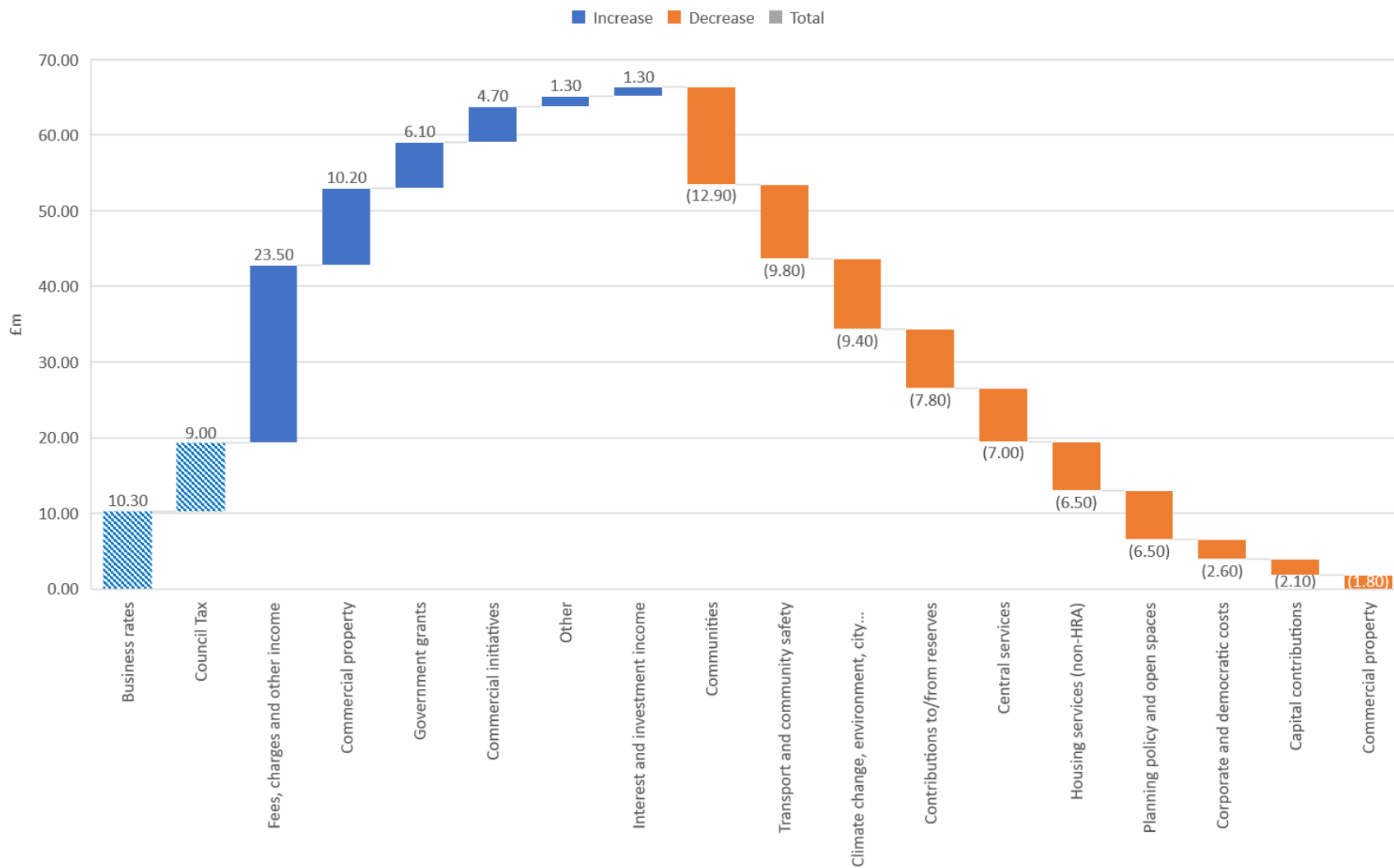
- £4.3m in retained Business Rates, out of £118m
- £9m in Council tax, incl typical £5/year increase
- £3.0m in New Home Bonus  
(but that will shrink to £0 in 2023/24)
- Further 60%+ has historically been generated from fees & charges, incl significant property and investment income
- And no core Government grant

# Where does your Council Tax go?

- 11% goes to the City Council
  - an average of £161 per household or £3 per week for Council services
- 72% to the County Council
- 13% to Cambs Police
- 4% to Fire and Rescue

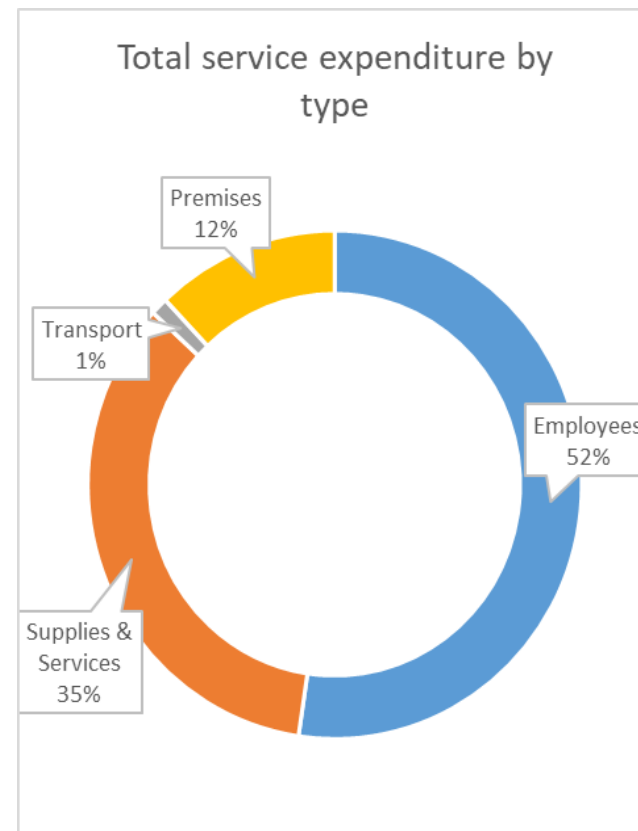
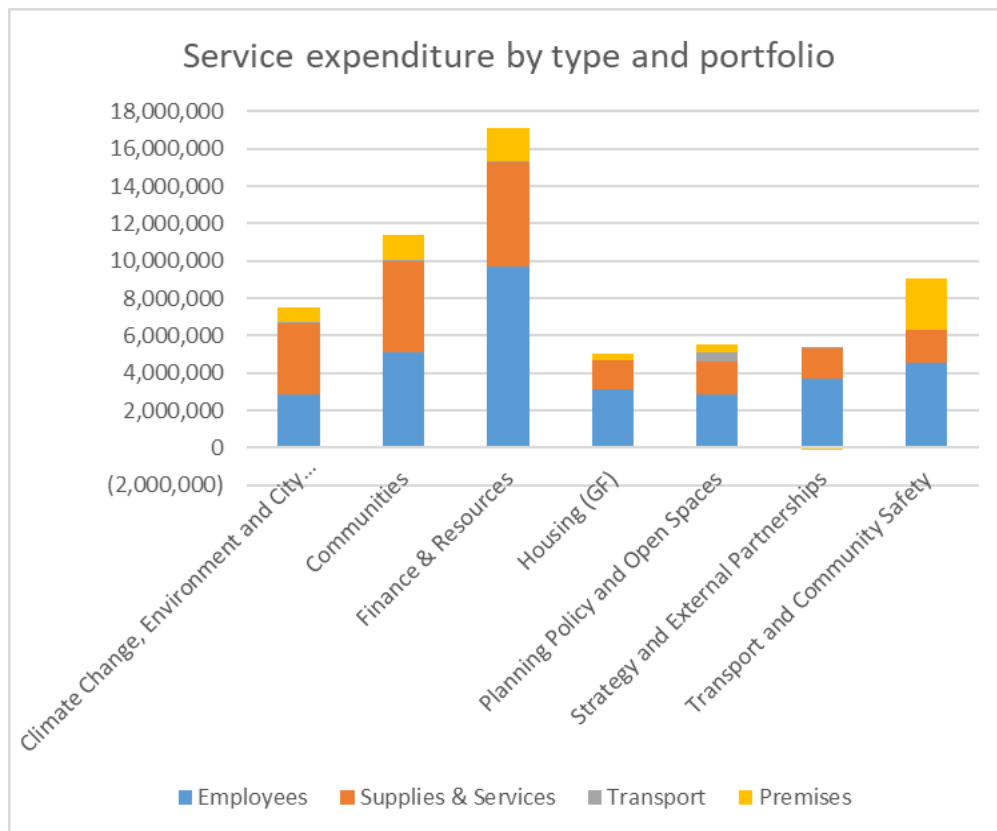


## GF Budget 2020/21 - Income and Expenditure (excl. HB)

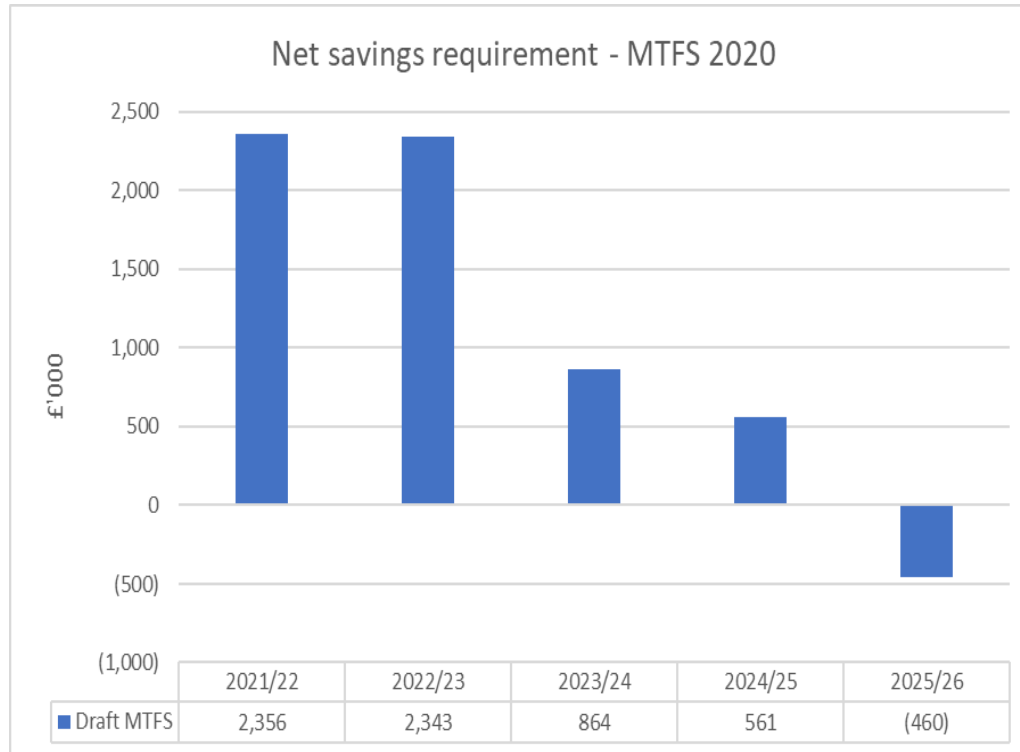


**CAMBRIDGE**  
CITY COUNCIL

# 20/21 GF Budgets



# Net savings requirements – Draft MTFS 2020

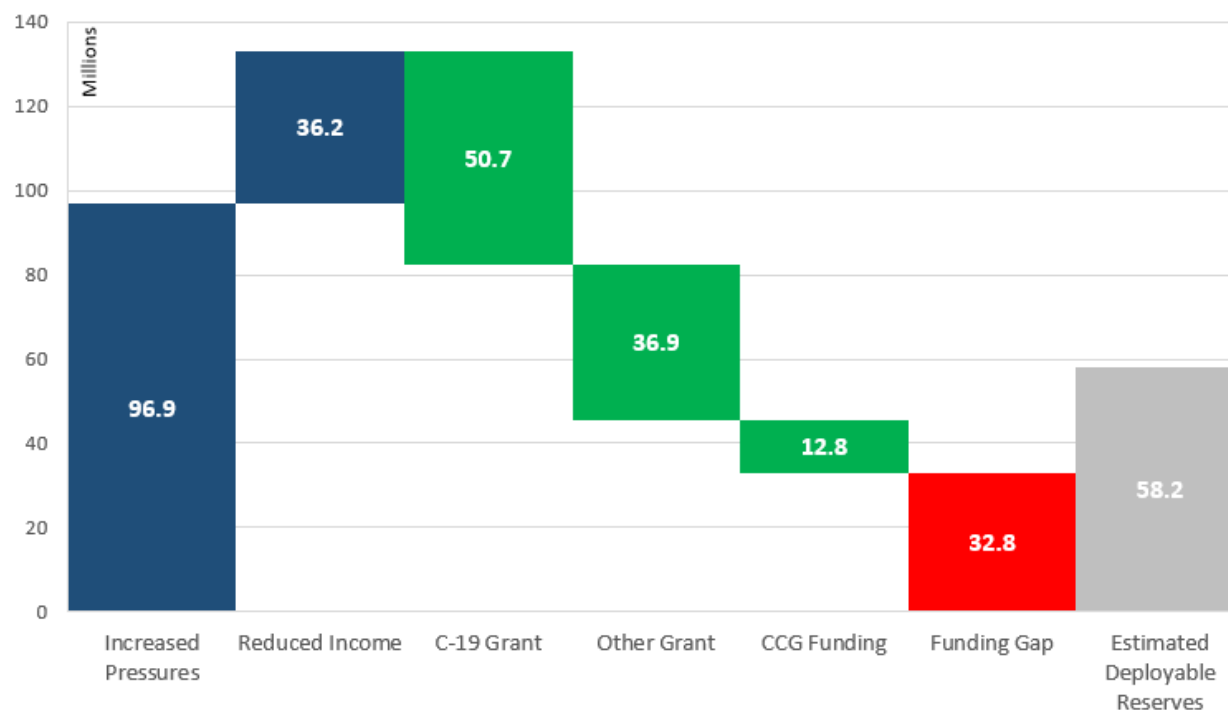


- Total for 5 years - £5.664m
- Each new year adds net £0.6m due to inflationary pressures
- Savings over first two years 'smoothed' by assuming the use of £3.5m of reserves

# Gap in local authority finances due to Coronavirus pandemic – Cambridgeshire and Peterborough

Total forecast C-19 pressure offset by additional funding and available reserves

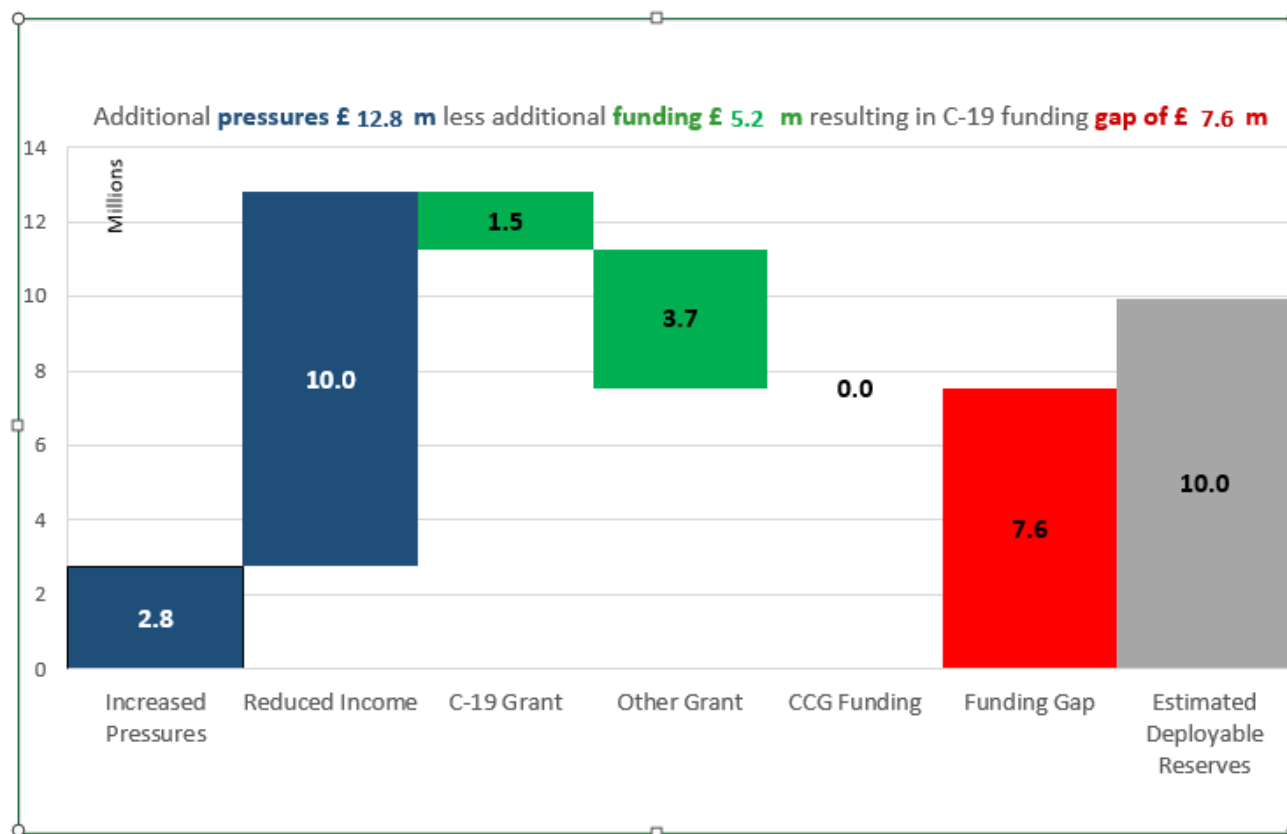
Additional **pressures** £ 133.2m less additional **funding** £ 100.8m resulting in C-19 funding **gap of £ 32.8m**



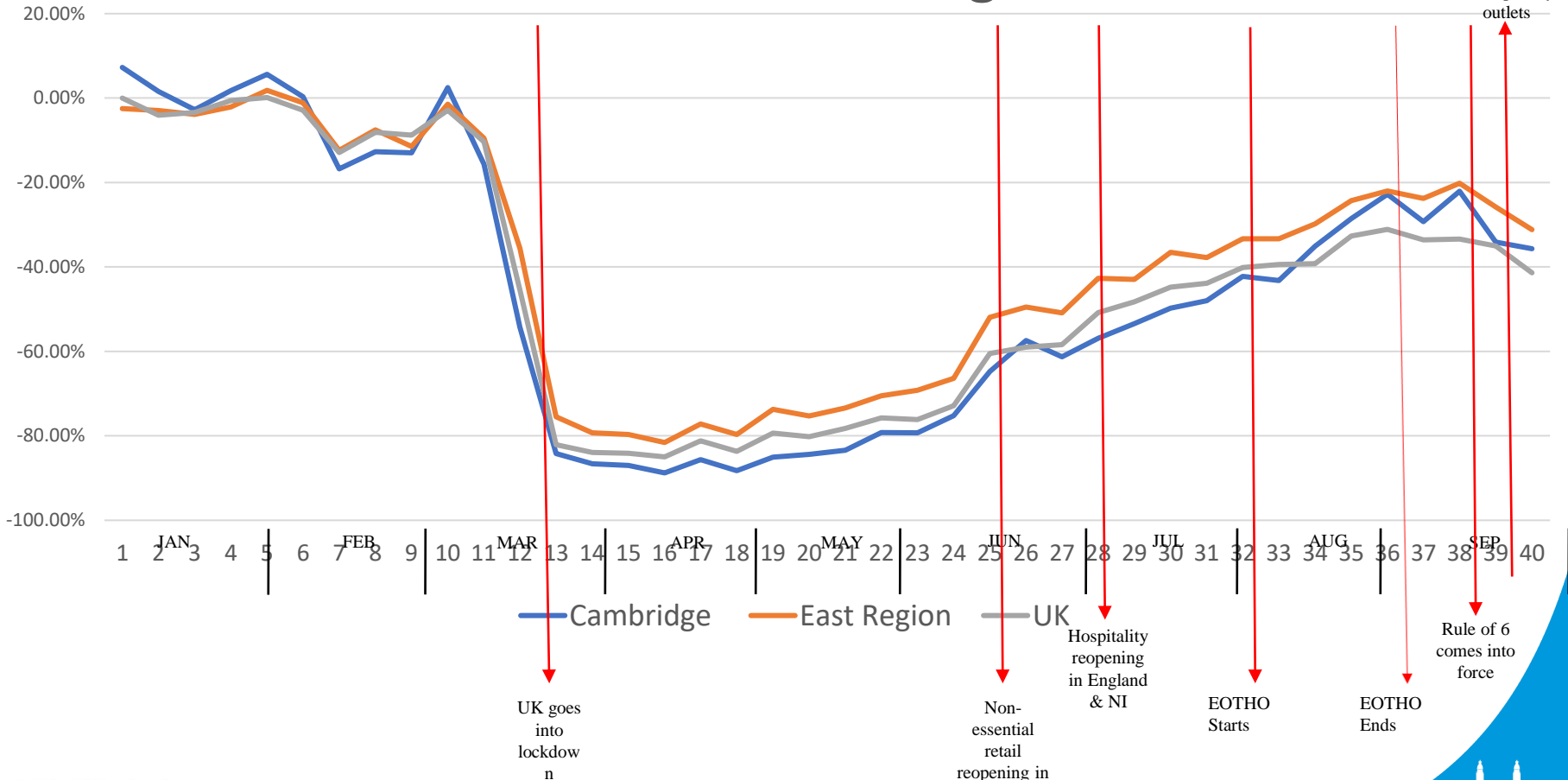
The total financial gap for all councils as of September 2020 is £31m.

At this point, Cambridge City Council forecasts a funding shortfall of £7.6m against expenditure in 2020/21.

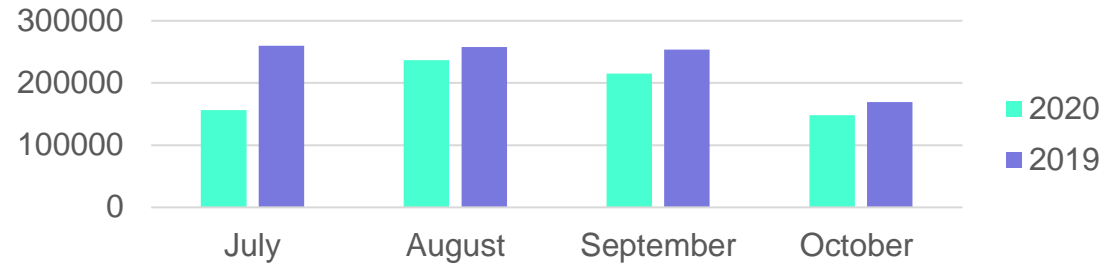
# Gap in local authority finances due to Coronavirus pandemic – Cambridge City Council



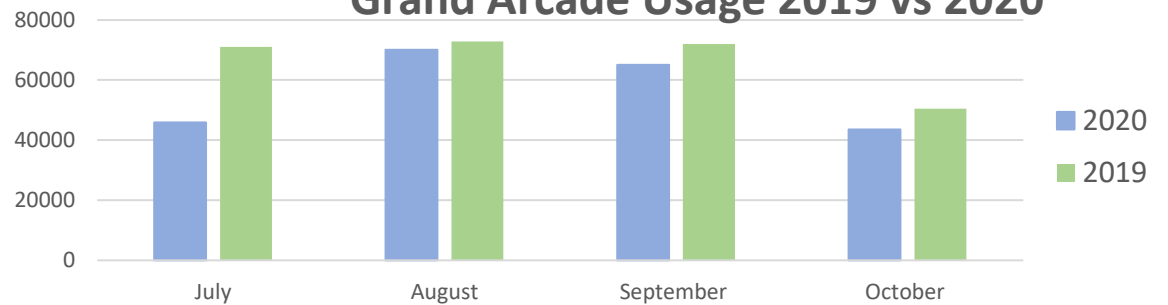
# Footfall - Year on Year % Change Weeks 1-40



## All Car Park Usage 2019 vs 2020

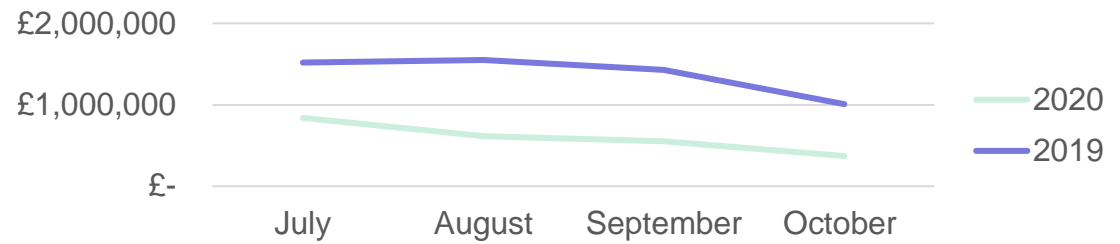


## Grand Arcade Usage 2019 vs 2020

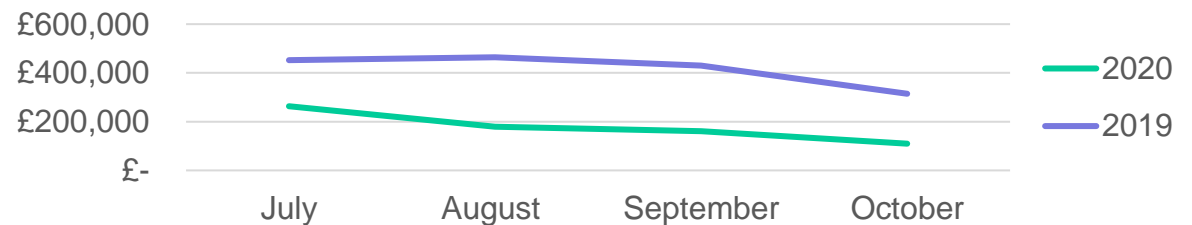




## All Car Park Revenue 2019 vs 2020



## Grand Arcade Revenue 2019 vs 2020





# The City Council's response to coronavirus: Re-opening the city centre safely

- Working with the BID, police and partners to establish Covid-safe city centre and reassure residents and employees
- £300,000 financial support to market traders
- £1 per hour car park charges, Aug-Oct, reducing council income
- 10 pavement licences for outside tables & chairs
- COVID public health mailshots to 1,612 businesses

# City Council's response to coronavirus:

## Support for businesses to date

- £23m+ paid to 1,700 businesses
  - £22m small business grants to 1463 business
  - £1.1m discretionary grants to 230 businesses
- Being flexible with our own commercial tenants
- Total of £54m business rates relief



# LOCAL RESTRICTIONS SUPPORT GRANT

- Runs from Thursday 5th November – Wednesday 2nd December 2020
- Is a mandatory grant for businesses that have a rateable value and ONLY asked to close during national lockdown
- a single grant to cover the four-week period will be paid to each eligible business.
- Businesses with more than one qualifying property will receive more than one grant.
- Link for information <https://www.cambridge.gov.uk/coronavirus-information-for-businesses>

Rateable Value £	Grant rate £ (for current lockdown period)
0-15,000	1,334
15,001-50,999	2000
51,000-	3000

# Additional Restrictions Grant

- A single allocation based on £20 per head of population (approx. £2.6m)
- Local Authorities will develop criteria to meet local economic need.
- The grant is a one-off payment for Local Authorities in financial year 20/21 and is to be used in 20/21 and 21/22 and will not be renewed.
- <https://www.cambridge.gov.uk/coronavirus-information-for-businesses>
- Will be via application and assessment

## Annual Council Business Survey – key themes

- Strongest support for council action to support a safe city centre and administer business grants
- Most important services are waste collection, parks maintenance, council housing, planning and environmental improvements
- Support for savings from providing some services to a reduced specification
- Priorities for future around supporting the economy and tackling climate change

# Our Priorities for 2021 linked to economic/social recovery after COVID

1. Tackling poverty and inequality and work to create “One Cambridge - Fair for All”
2. Cutting Homelessness and Council Housing
3. Action on Climate Emergency & Biodiversity, working for a Net Zero Cambridge
4. Maintaining core services and transforming a council with reduced funding.



# Cambridge is 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

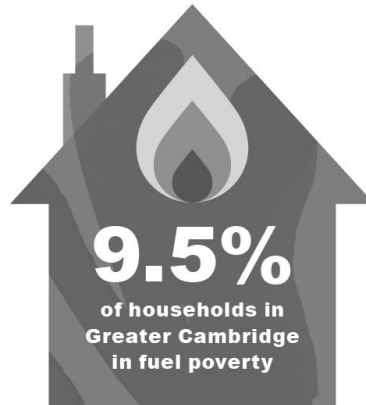
South Cambs population aged 65 or over

**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

# Tackling poverty and inequality & Covid-19

- Many people facing the greatest deprivation have a higher risk of exposure to coronavirus, and increased mortality
- 3,731 of people were fed from local food banks from Easter to Summer 2020, of whom 1,328 were children
- 500 families in Cambridgeshire, with 1200 children, contacted Cambridge Youth Panel regarding digital inclusion this summer. 51% had no computer at home & others reported one device between three children.



# Thanks to Cambridge Sustainable Food ...



Including for being a virtual Cambridge Food Hub

# And thanks to stunning Cambridge volunteers



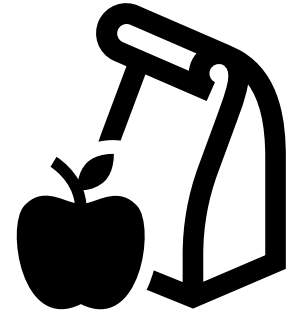
Over 11,000  
volunteer  
hours  
recorded



17,000 visits  
to food hubs  
across the  
City



113 tonnes of  
food re-  
distributed



10,000  
cooked meals  
prepared and  
delivered

Working in partnership  
with **Cambridge Food  
Poverty Alliance** to  
support emergency  
food aid in response to  
Covid-19

- Council staff members were redeployed to support the emergency food effort, including the Mayors driver, community engagement team, ChYpPS and the Neighbourhood Community Development Team.

# The City Council's response to Coronavirus: Housing homeless people

- Approximately 170 homeless people housed in temporary accommodation since March 2020 + 229 offers of accommodation made up to 16<sup>th</sup> October
- Now working to find longer term solutions – over half that number supported already
- Using the Council's own stock, 21 modular homes in partnership with Hill and Jimmy's, and other innovative solutions
- And It Takes A City

# Modular Housing for Homeless

- Support from Hill's Foundation 200 modular housing project.
- First phase aims to deliver 17 1-bedroom pod homes on Council land.
- 3 sites already identified.
- Handovers expected through 2021.
- Plus Allia 7 additional pods & new Community Land Trust



# Critical Partners Across Cambridge

## Local Businesses/Business Networks and ...

1. Poverty and Inequality
  - Cambridge Sustainable Food
  - Cambridge 2030
2. Cutting Homelessness
  - It Takes A City
3. Climate Emergency
  - Cambridge Carbon Footprint
  - Cambridge Zero



# Priorities in tackling poverty & inequality

- Focus on incomes and expansion of the Real Living Wage of at least £9.50/hour
- £1m in targeted community organisation grants – to help Cambridge people in most need.  
And work with businesses and partnerships who are keen to help
- New Anti-Poverty Strategy and working to develop a new Food Hub
- Addressing greater inequality faced by women, and people from ethnic minorities

# How businesses can help Cambridge tackle poverty and inequality?

- Become Living Wage accredited
- Donate to Cambridgeshire Community Foundation's Coronavirus Fund
- Donate old IT equipment to Cambs Digital Partnership
- Donate food, time or other resources to tackle food poverty including CAMBRIDGE FOODBANK  
<https://cambridgecity.foodbank.org.uk> and Food Hubs
- Support employee volunteering
- Invest in apprenticeships & training



# The Real Living Wage increased this week ...



**£9.50**  
UK RATE

**£10.85**  
LONDON  
RATE

*Living  
Wage*  
Foundation

#LIVINGWAGE • LIVINGWAGEUK





# Help Local Families at Christmas

- Cambridge City Council, Cambridge Sustainable Food and the Foodbank are creating an offer for Cambridge city families experiencing poverty in the North of the city.
- Providing Christmas hamper, a brand-new family game and fresh produce. Parcels will be delivered to families in the week leading up to Christmas.
- To find out more or to offer some support email **[binnie.pickard@cambridge.gov.uk](mailto:binnie.pickard@cambridge.gov.uk)**
- We are taking donations of food and food hampers, financial aid, gifts (we have a wish list but also happy to take new family games), and people's time for packing and delivery.



# 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)



# Thinking Ahead (1) More 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**



# Over 540 New Council Homes and over 290 homes for sale too

- **58 new Council homes completed** (85 Total new homes)
- **265 new Council homes on site** (564 total homes on site)
- **283 further homes achieved planning permission**, awaiting start on site

# Completed Schemes





# Ironworks at former Mill Road depot



236 new homes including 118 council homes,  
plus community facility and central public space.



# Timberworks, Cromwell Rd, Romsey



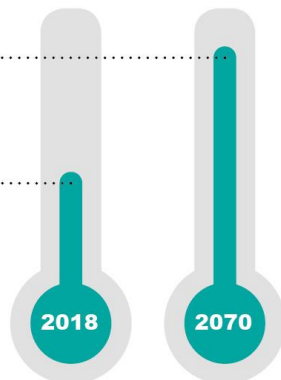
295 new homes including 118 council homes, plus a nursery and a great new public space.

# (2) Tackling Climate Emergency Together

## Winter

**+4.2°C**

Temperature  
increase  
by 2070



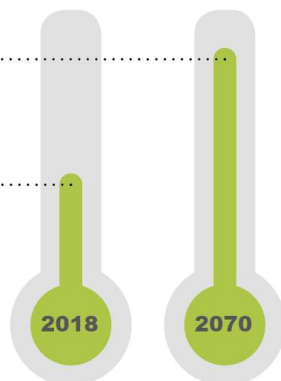
Rainfall  
increase  
by 2070

**+35%**

## Summer

**+5.4°C**

Temperature  
increase  
by 2070



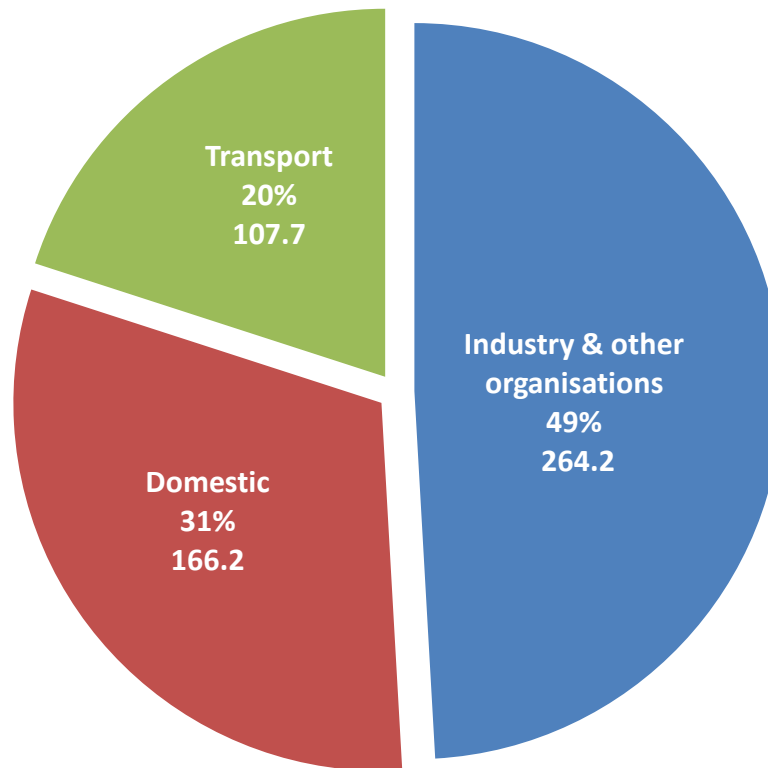
Rainfall  
decrease  
by 2070

**-47%**

# 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
- And new Council vehicle strategy

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



# New Climate Change Strategy

- Take part in the consultation on our new climate change strategy
- Online survey + online workshops
- Collaboration with community groups, university academics and other partners
- Supporting the Cambridgeshire & Peterborough Climate Change Commission



# Sign Cambridge Climate Charter

- Cambridge City Council are working on this with Cambridge Carbon Footprint

SO PLEASE SIGN UP AT -

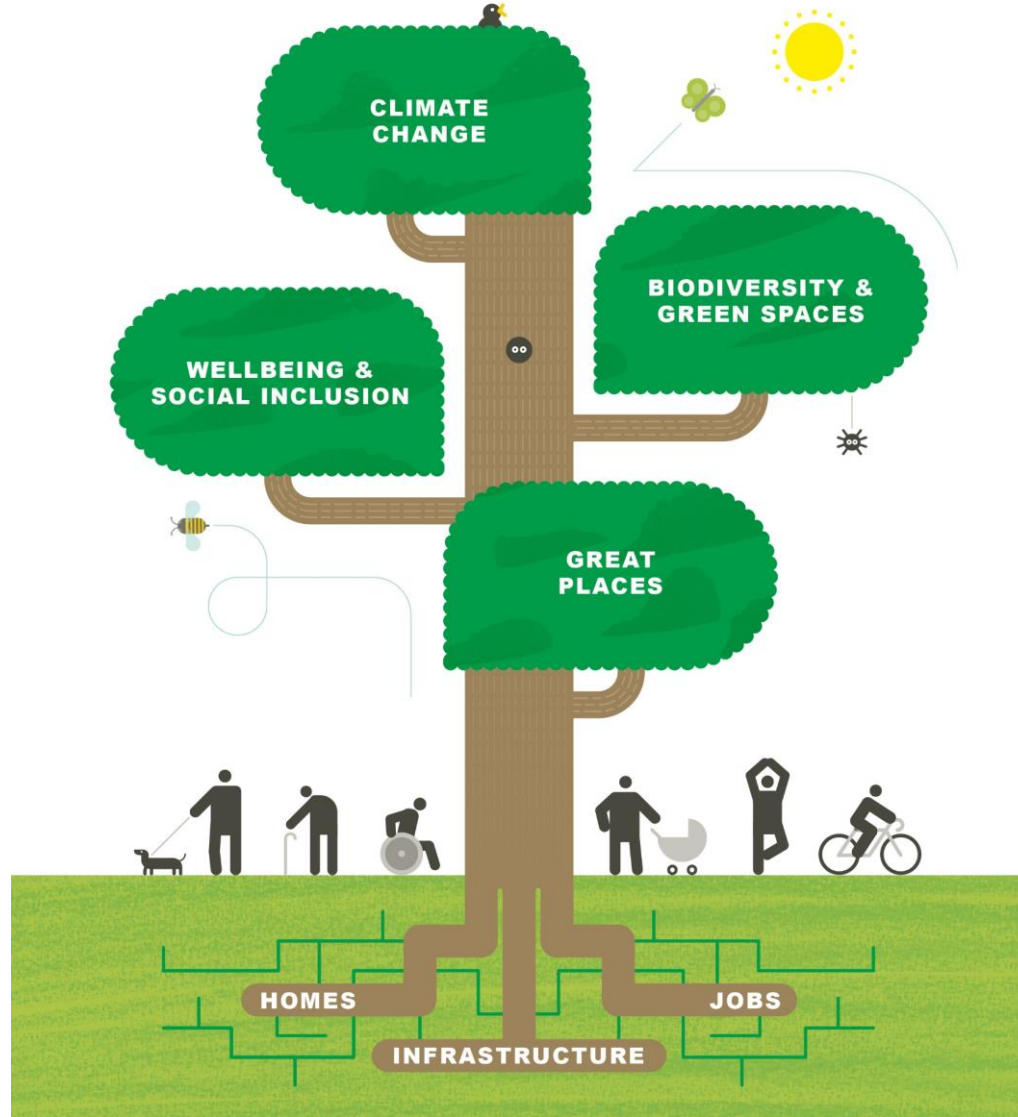
[www.cambridge.gov.uk/climate-change-charter](http://www.cambridge.gov.uk/climate-change-charter)

For more info on cutting your business emissions visit the Carbon Trust

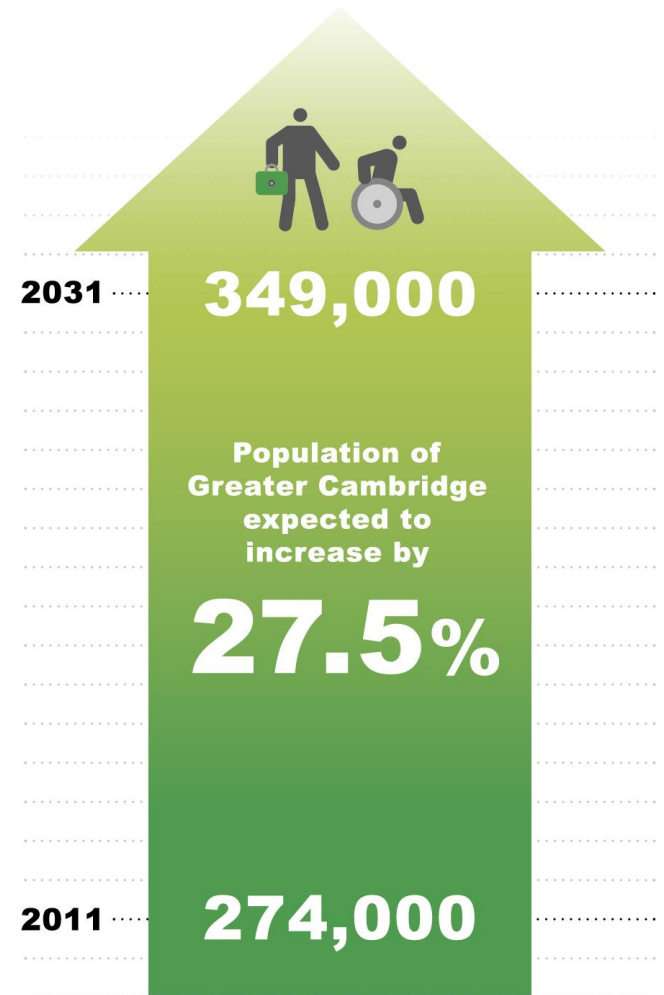
[www.carbontrust.com](http://www.carbontrust.com)



# (3) Planning for the Future: Greater Cambridge Joint Local Plan



# Planning for Greater Cambridge





# Next Steps for Joint Local Plan

- **Evidence led approach – developing the right strategy and then identifying sites and measures that fit sustainable future growth**
- We've published sites submitted
- We'll consider and then publish future needs assessment, the form of jobs and housing and infrastructure needed, and also capacity limits
- Then looking at broad spatial options in more detail - will be available online. And our policies in moving to Net Zero Carbon.
- Technical stakeholder workshops (including with businesses) are being planned for later in the Autumn. If you'd like to attend, contact [localplan@greatercambridgeplanning.org](mailto:localplan@greatercambridgeplanning.org)
- Preferred Options public consultation Summer / Autumn 2021

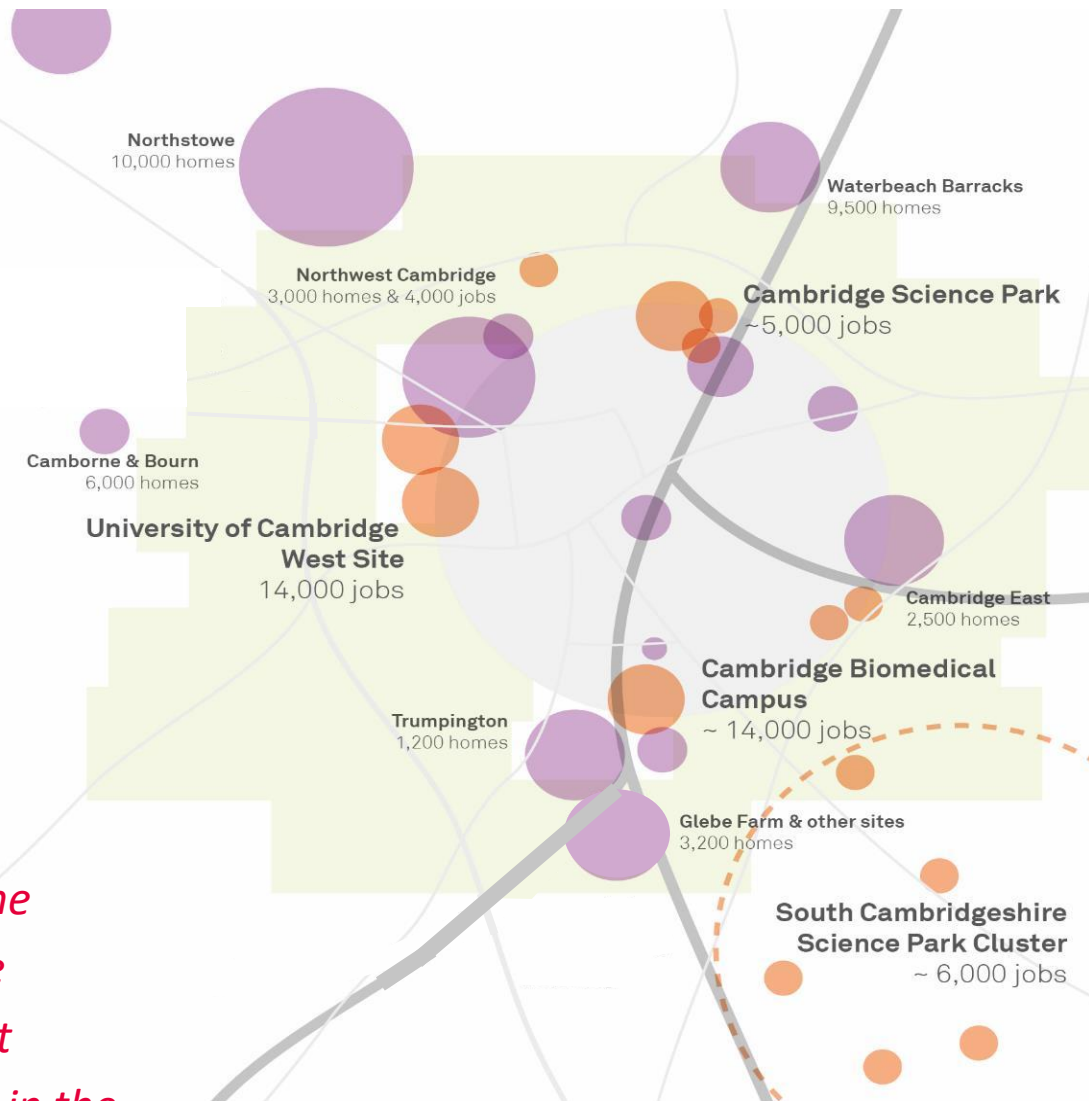


## (4) Transport Infrastructure Priorities

- Delivering fast reliable public transport routes x 4
- Rail improvements incl Cambridge South & EW Rail
- Mode shift incl Chisholm Trail & adapting city centre

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”.*



# Transport dashboard – covid-19

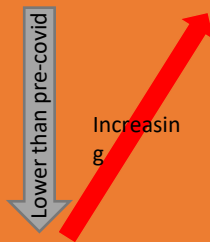
September 2020

- Average daily counts of **motor vehicles in Cambridge City** remain **approximately 18% lower than the same point last year**. Analysis of the modal split of vehicles on the road at monitored locations shows that whilst the total number of vehicles has reduced, the **proportionate split by vehicle type is similar to October 2019**.
- Parking occupancy increased through August with a reduction in parking charges, although there have been some reductions in use in September. Length of stay analysis shows that there were changes in car park use in April 2020 but **usage habits in August 2020 were similar to those seen in August 2019**.
- Cycling and pedestrian counts (away from the historic centre) jumped up at the beginning of September after a slow recovery through the summer. Peak time analysis of these counts in September showed a return of traditional peaks but counts at peak time hours were significantly reduced with the continued slow return of office based workers. Footfall in retail locations grew through August but slowed into September with the end of the 'Eat Out To Help Out' scheme and introduction of new restrictions on groups gathering
- Overall bus passenger numbers continue to show very slow recovery and footfall around Station Square remains low- both demonstrating the significant reduction in commuting.

## Traffic volumes

Average daily flows at monitored locations approximately **22%\* lower than the same point last year**

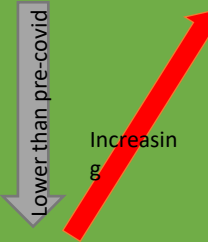
\*Compared to the same point last year



## Air pollution

An average **26% reduction\*** in NO<sub>2</sub> recorded across monitoring locations against predicted levels for August.

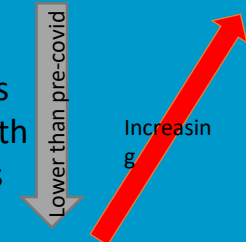
\*Compared to previous 3 year average for August



## Public transport

**Large reductions\*** in bus use remain whilst growth in Park and Ride use has stalled

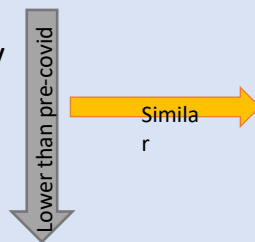
\*Compared to 2018 and 2019 monthly counts



## Parking occupancy

Average daily occupancy at multi-storey parking currently **11%\* lower than the same point last year**

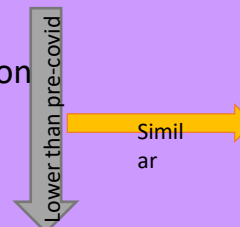
\*Compared to the same point last year



## Journey times

Average bus drive times on selected routes are approximately **12%\* less** than pre-covid levels

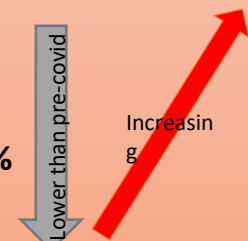
\*Compared to a Jan-Mar 2020 baseline



## Cycling and walking

Cycling counts: **43% average reduction\***  
Pedestrian counts: **18% average reduction\***  
Retail footfall: **35% reduction\***

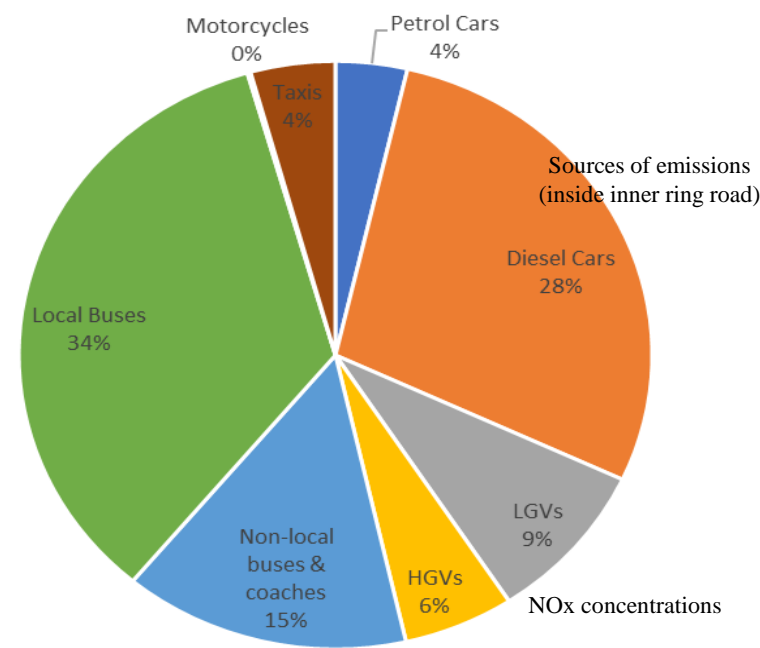
\*Compared to the same point last year



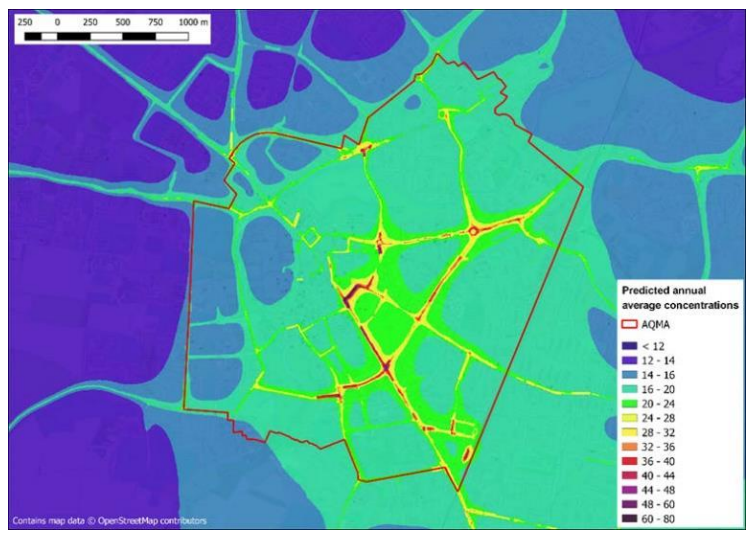
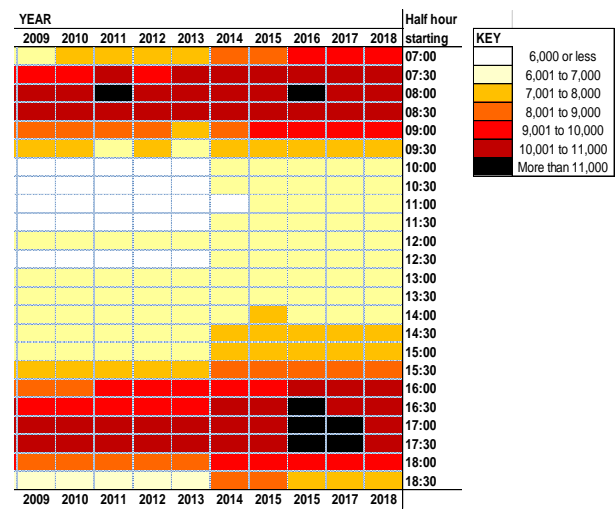
# Improving air quality

## Significantly strengthened evidence base on air quality and impacts

- 106 deaths each year in Greater Cambridge are attributable to poor air quality. Significant health impacts especially in vulnerat 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

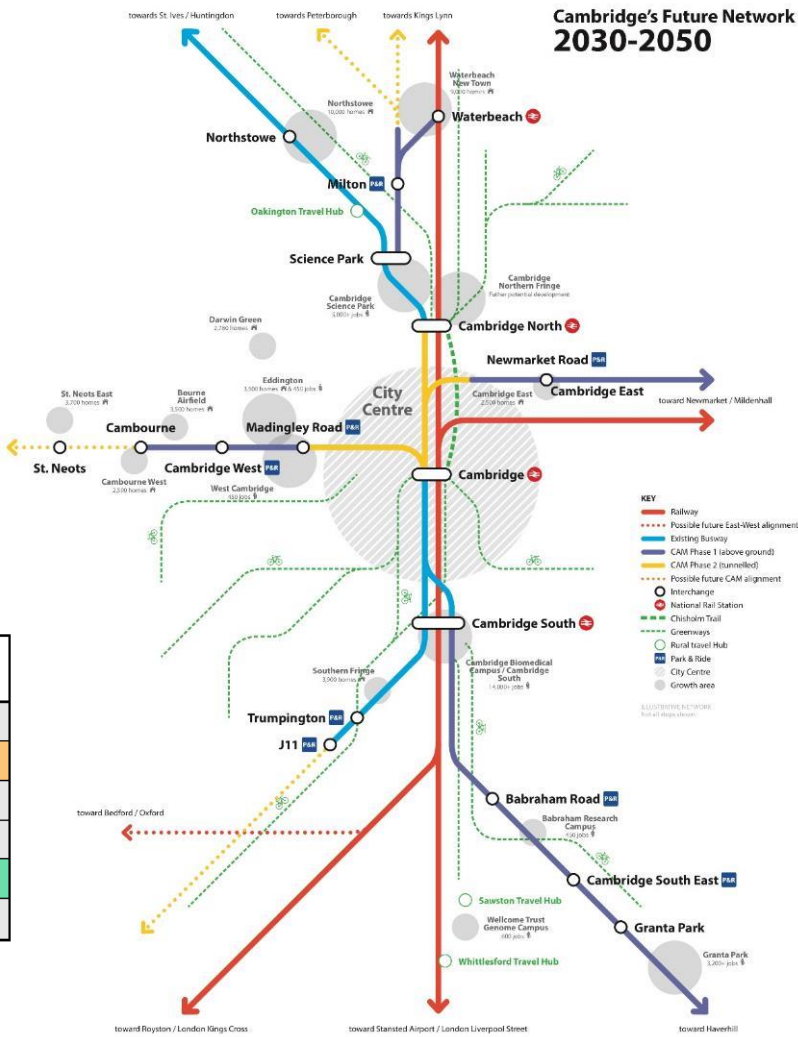
Arup analysis of competitiveness of public transport for key commuter routes (published December 2018)

## 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%)			



# ANY QUESTIONS?

