

ANNUAL REVIEW 2015

Corn Exchange

“The launch of Cambridge Live realises an exciting new cultural landscape for the city”

Sara Garnham,
Chair of Cambridge Live

Folk Festival

City Events

Guildhall

Live Tickets



CAMBRIDGE
LIVE

OUR VISION



‘ All Cambridge lives enriched through creative experiences ’



OUR MISSION

It's Cambridge . . .

It's Live . . .

It's a catalyst inspiring shared cultural experiences that everyone can be part of

We want everyone's lives to be touched by a creative experience.

We are going to lead the way for this in Cambridge.

A creative experience could be:

- **Live music**
- **Festivals**
- **Theatre and dance performances**
- **Community showcases**
- **Fireworks**
- **Senior citizens' events**
- **Creative conferences**
- **Talks and exhibitions**
- **Learning or participation**



The possibilities are endless . . .

This is culture. These are experiences that are shared. At our events people come together.

Whatever their background. To live. To be inspired. To experience something new.

To be happy. To feel emotion. To meet others. To belong. To learn.

To realise what a great place Cambridge is to live in, work in and visit.

How do we make this happen?

We do this collaboratively with the community, businesses and people of Cambridge.

Our events are the largest and most widely attended in the city. We make them as accessible as possible.

We have great physical access standards.

Many events are free or low cost. Our variety provides something for everyone.

300,000 people attend our events each year. That's more than 200 events per year.

We work with more than 300 different business partners, community groups and creative people each year to make these happen.



LOOKING BACK

In 2015 Cambridge Live was launched as the charity to run the Cambridge Corn Exchange, Cambridge Folk Festival and to deliver a programme of Cambridge City Council commissioned City Events, including the city's annual Bonfire Night, Midsummer Fair and Big Weekend.

Cambridge City Council had the vision to protect and enhance the delivery of key arts and cultural activity for the city by creating an independent organisation which could develop and prosper. Their objectives in taking this brave decision reflected a number of drivers:

- **to provide a sustainable financial and operational basis**
- **to deliver greater efficiency**
- **to free up these cultural activities to reach their full potential**

The board and staff team of this £4.5million turnover organisation embraced the challenge when on 1st April 2015 all 51 staff transferred from the council along with property, assets and trademarks. A five year business model has been agreed with a tapered funding arrangement from the Council. Since establishment the company has developed a robust business management infrastructure including a range of important partnerships with key local businesses.

City Council Investment	2015/16	2016/17	2017/18	2018/19	2019/20
Core Support	£299k	£236k	£199k	£124k	£73k
City Events Funding	£207k	£196k	£185k	£175k	£165k
City Council investment as a % of total Cambridge Live turnover	11%	10%	8%	6%	5%

The registered charity and associated company limited by guarantee and trading company are led by a board of 12 trustee directors recruited by founding chair Sara Garnham, including two representatives from Cambridge City Council. The breadth of skills and expertise on the board supports the organisation's partnerships across the city, with business, the universities and public sector.

Cambridge Live was launched with a celebratory day of free events for the general public showcasing the commitment to inspiring shared cultural experiences.

Since launching, Cambridge Live has developed important business partnerships including Boldfield Computing (IT Services), Studio 24 (web design services), FWD-IP (data cabling services) and Kamarin Computers (Exchequer finance software), Price Bailey (finance services).

“The Cultural Trust will secure the future of our much-loved and famous venues and events which bring people together from all over the city and beyond”

Lewis Herbert, Leader of Cambridge City Council



LOOKING FORWARD

As our first year unfolds we are keen to build on the diverse activities and excellent reputation already established. Since April, Cambridge Live has committed to delivering the highest quality customer service and artistic credibility across its whole range of activities whilst ensuring that the organisation is also focused on its commercial and business objectives:

- Delivering the free 2015 City Events including Midsummer Fair and the Big Weekend, attended by **30,000 people**
- Presenting the sold-out 51st Cambridge Folk Festival to **critical acclaim**
- The creation of a **new Cambridge Live Tickets brand** for the Box Office service, better meeting the needs of our UK wide customers
- Investing in **expert skills** to support fundraising and business development
- Actively supporting the **development of new artists**
- Directly incorporating the venue bar and catering operation into the organisation to improve efficiencies and the **customer experience**
- **Engaging young people** in participative and education programmes including the commission of new works
- Supporting the **international reputation** of Cambridge through further development of the large scale conference business at the Corn Exchange and Guildhalls

At the same time Cambridge Live has started to build on its vision of **all Cambridge lives enriched through creative experiences** with a range of activities including:

- Delivering the **biggest names** from all corners of the **entertainment world**
- Developing the Corn Exchange's cornex:discover series, offering **music beyond the mainstream** to everyone in Cambridge
- Creating **new partnerships** to increase the reach of the free City Events programme; working with Cambridge University Hospitals Addenbrooke's to deliver a Health & Wellbeing theme at the 2016 Big Weekend, and hosting the city's Mela, an annual celebration of Asian culture
- Funding more **community engagement** around Bonfire Night through city-wide business partnerships
- Securing the long term future of the Cambridge Folk Festival by **extending its impact** across the city and beyond
- Appointing **internationally renowned** percussionist Evelyn Glennie as our Artist In Residence

For sheer class and integrity, it can't be beaten

THE INDEPENDENT
(Cambridge Folk Festival)

The venue and staff were absolutely fantastic and everything was extremely professionally run . . .

Kate Allen, Cambridge International Exhibitions



SUPPORT US

“We feel privileged to support Cambridge Live as they bring their diverse and exciting range of art events that enrich the lives of people in the region”

Andy Irvine, Boldfield Computing

Why is this important?

People come to a city because of what happens there.

Cambridge is a remarkable city. What we do contributes to making Cambridge stand out.

With exciting City Events, our world-renowned Folk Festival, top quality comedians, internationally acclaimed classical concerts, major rock and pop acts and cutting edge arts from outside the mainstream; there truly is something for everyone.

Help us do it

We are a charity. We are not about profit. The money we earn makes it possible for us to do more, do better, reach more people, make events easier to attend and work with more partners. Our income comes from ticket sales and trading but also from Cambridge City Council, grant funders, personal and business donations, corporate sponsorship and in-kind support. Examples of where we have made a difference include:

We've given eight Cambridge piano students the opportunity to perform live on the Corn Exchange stage with virtuoso pianist Freddy Kempf

We've delivered a free 3-day large scale community event reaching 30,000 people

The Cambridge Corn Exchange has hosted some of the world's most prestigious artists

We've taken 700 of the city's senior citizens to the seaside, continuing a long-standing civic tradition

We've nurtured the careers of some of the greatest folk musicians including Mumford & Sons, Nick Mulvey, Jake Bugg and Passenger

And we want to do more

Working with us can benefit you too. If you're looking for a chance to give something back to the city, do something for your employees, volunteer to help out at events, provide hospitality for clients, promote your brand, or realise an idea of your own; we'd love to have a chat with you – anything is possible!



**CAMBRIDGE
LIVE**

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