

## Raising your Business Profile through Arts and Culture

Sara Garnham, Founding Chair, Cambridge Live

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Location: Cambridge Quay Mill Hotel

Good Afternoon - I want to set out **How** Raising your Business Profile through Arts and Culture gives win / win results

- My name is Sara Garnham and it's really interesting to be standing here today as the chair of the charity Cambridge Live talking about partnering with local businesses when not that long ago I might have stood here as a Director of one of Cambridge's biggest housebuilders, Hill; talking about a programme of partnering with charities and community organisations to raise profile and increase business opportunities.
- I have experience of both sides of the partnership and I can tell you – done well together they can make a real difference. From the corporate side as Hill we got involved supporting Histon FC and Cambridge Rugby Club – with a ten year commitment, working with Cambridge Cancer Help Centre at Shelford, lighting up Foster's Mill at Cambridge station with an amazing art installation one Christmas and supporting staff to give back to their local good causes through lots of active projects. A theme that runs through this investment reveals a commitment across our community – brightening it up you could say – certainly encouraging active equal participation locally – with wide ranging benefits.
- So now at Cambridge Live I've turned the tables –and yes we are talking to Hill - and am working with organisations like you to identify the projects that support your own goals – and we understand that they could be very diverse - we know where you are coming from.
- Those of you who have already heard about Cambridge Live know that we provide something for everyone. From Swan Lake or Sarah Millican at the Corn Exchange - to Slade at the Big Weekend, from the Folk Festival to the latest X-Factor winners - ours is not a choice between either commercial viability *or* artistic credibility.
- In these days of austerity, the two things are thoroughly interdependent. Without becoming ever more independent and generating our own income, the art simply won't happen. And without art of high quality (whatever the genre), there is little chance of attracting investment.

- So we pursue a virtuous circle, and like you, we start with high quality products and services. For us that means delivering fantastic cultural experiences that entertain, educate and inspire our City.
- We then market those products in increasingly sophisticated ways, choosing designs and channels we hope will appeal to the audiences who are most likely to enjoy them.
- But as a charity, a major principle for Cambridge Live is **equality of opportunity** – providing great art for everyone, with as many people as possible enjoying the experience of new things. We view everyone who gets involved as our cultural family, better yet, our *multi-cultural* family.
- And Cambridge attracts visitors from all around the world – to study, work and enjoy this extraordinary place. It is also a city that is growing rapidly. We are ambitious about that future and want to make the city even more vibrant and appealing.
- And the bigger and more diverse that family becomes, the more money is generated and invested back into the arts for Cambridge, and so the virtuous circle continues.

So we, just like you, want exposure and visibility for our products and services; which include:

- Running the Cambridge Corn Exchange the largest regional arts venue, with over 220 events each year.
  - Managing the award winning Cambridge Folk Festival, which celebrated its 50th birthday last year, and is acknowledged as a world's leader
  - Delivering a summer programme of City Events reaching over 62,000 people with a range of activities, many of which are free to attend.
  - Programming use of the Guildhalls which currently host over 150 diverse events, attracting 35,000 visitors from international conferences to local tea dances
  - Operating Cambridge Live Tickets, a ticketing agency for clients across the whole of UK.
  - And of course, our next big event, the annual Cambridge Fireworks on Bonfire Night attracting 25,000 people for which - thanks to this years' business champions RealVNC; we already have support, from the likes of Cambridge News, Santander and the Howard Group. It's not too late to add your name to that list...
- Like us when you make key purchasing decisions – and we had to make a lot of those as we set up a new organisation from scratch to take on 50 staff from day one on 1<sup>st</sup> April – I am sure you looking for:
    - Someone to understand your business

- A shared ethos
  - Great value
  - Expertise
  - Trust
  - As well as fresh thinking, creativity and Zing
- 
- These goals guided us in selecting our partners from IT to designers and accountants to the beer - and I am sure you are looking for the same thing in those you choose to work with on your promotional activities.
  - When you partner with Cambridge Live, the transactional business of sponsorships becomes transformational. Not only do you receive an excellent return on investment by sponsoring unique assets which no one else can offer, such as the Folk Festival; but there is also a strong corporate social responsibility angle because every penny you invest gets reinvested into providing arts and creative experiences for the whole City.
  - Our customers make a conscious choice to attend our events. They receive first class service from us, from booking a ticket to the service at the bar – they are likely to be in a very positive state of mind. They are also in a *receptive* state of mind, open to the heartfelt emotions that music, theatre, comedy, opera and dance all stir.
  - All of those emotions – joy and sorrow, passion and envy, pride and shame, serenity and surprise – can frame your customers’ view of your brand. If you could make your customers *feel* something about your brand, what would it be? Chances are we can help you there... let’s talk and find out.
  - What we’re talking about really, is experiential marketing. The premise of experiential marketing is to create a closer bond between the customer and the brand by immersing them in an enjoyable and memorable experience.
  - Our events stir powerful emotions in people, so they are more likely to associate those emotions with your brand, and they’ll remember them. That encourages brand loyalty and the stronger possibility of sales further down the line.
  - So sponsorship can be more effective than expensive advertisements, however it’s also harder to measure as conversions may not happen till much, much later. But this all ties into one of the most valuable metrics - customer lifetime value. The experience of a creative event as part of your marketing campaign will encourage the customer to keep coming back for more, over a longer period of time.

- On a practical note, we have an experienced team, not just on the arts side of things, nor just in delivering high profile city events like the Olympic Torch relay and the Tour de France but also people who can draw on strong private sector business development experience. We speak your language.

**I want to touch on the significance of an arts and culture programme in raising profile for this city, its attractions, its businesses and its ability to earn more money and boost various parts of the economy including tourism**

- Arts and culture have a vital role to play in the shaping of the city. Cambridge has a tradition of innovation, the cultural sector is an essential part of sustaining its creativity and providing inspiration for its future.
- The **Cambridge Arts and Cultural Leaders** group, of which Cambridge Live is a key part, has a shared vision for arts and culture to be at the heart of the city's future. Working together we aim to embed arts and culture in the development of the city for the benefit of residents, workers and visitors.

We have identified the following ambitions:

- connecting the whole community through arts and cultural activity
  - exploiting our rich cultural assets to develop a world leading cultural education offer
  - contributing to sustainable growth in the city
  - developing a creative welcome, making the city's excellent cultural offer more easily accessible
- There's a strong relationship between arts and cultural engagement and other important areas of life, including educational attainment, wellbeing and the economy.
  - For example, literacy is shown to improve when young people take part in drama and library events, and they perform better in maths and languages when they take part in structured music activities.
  - Cambridge Live is making those activities happen. For example it is part of our Classical Series commitment. Through a series of workshop days facilitated by the Royal Philharmonic Orchestra's award-winning community and education department, participants will explore the inspirational sights and sounds of rural and urban Cambridgeshire landscapes. They will interact with our artist in residence Dame Evelyn Glennie and her musical journey, discover their own rural and urban Found Sounds, and devise creative ways of fashioning their ideas and soundscapes into new pieces of music.

- Central to this creative process will be the opportunity to transport disadvantaged, and often disengaged, young people away from their day to day urban lifestyles to contrasting and inspirational rural landscapes. Participants will be able to roam the estate in search of noises and ideas to use as their musical starting points before developing those ideas through workshops. The final step will be the orchestration of their music for the full symphony orchestra, who will perform side-by-side with the local young people and Dame Evelyn next year on 9<sup>th</sup> June 2016 at Cambridge Corn Exchange.
- The arts have an important – if not always easy to quantify - role in improving employability, thereby contributing to sustainable growth in the city. An active and visible arts and cultural sector contributes to a healthy and vibrant city, and the proof of this would certainly become apparent in its absence.
- As Sir Peter Bazalgette, Chair of the Arts Council England put it:  
*“Imagine society without the civilising influence of the arts and you’ll have to strip out what is most pleasurable in life – and much that is educationally vital. Take the collective memory from our museums; remove the bands from our schools and choirs from our communities; lose the empathetic plays and dance from our theatres or the books from our libraries; expunge our festivals, literature and painting, and you’re left with a society bereft of a national conversation ... about its identity or anything else.”*
- And even George Osborne argues that the arts not only benefit the public but bring prestige and revenue. In November 2009 he said *“Great things can happen when governments, charities, businesses and social enterprises work together. To me, the arts are a fantastic example of this. From the world’s greatest art galleries to local theatres, the arts play a vital role in our communities, helping to bind people together and creating real social value.”*
- Cambridge is a rapidly growing city. We are committed to ensuring that the growth is good for the whole of the city and the people it serves. It is not possible to have successful growth without cultural development. We want to ensure that the benefits of growth are felt by everyone.
- There is also a more obvious and concrete contribution the sector makes to the economic development of the city as well. The 17 members of the Cambridge Arts and Cultural Leaders group have a collective turnover of over £30 million, and this is just a small part of the complex interlinked cultural ecology which makes up the creative economy of our beautiful city.

**So what might be the business to business benefits of bringing potential customers and/or suppliers to events and doing business in an informal and relaxing atmosphere?**

- We know that for any business it's the bottom line that counts. Corporate hospitality obviously requires an investment, but with Cambridge Live it's an investment which gives amazing returns.
- We all know that it's good to get out of the office, - you are here today after all - get a different view on the world and get away from the constant pressures of everyday work. Doing business at one of our events at the Corn Exchange, or one of our many City Events, or even at the Folk Festival is all about getting your key clients or prospects out of the office into a more relaxed, enjoyable and informal setting.
- Showing your clients how much you value their custom is important and can only enhance business relationships on a more personal level. The old adage '*You only do business with people you like*' is as true today as it was years ago. The personal touch of a wonderful corporate event is an impressive gesture to your clients and will be appreciated. Hosting in a creative atmosphere builds strong relationships with new and potential clients as well as nurturing existing relationships. It's the Law of Reciprocity... you give someone a great experience (a 'perk') and they feel the need to reciprocate.
- It's not what you know... it's who you know. That's what really makes the business world go around. At an elegant, professional event you have time to mingle with your own important clients but you'll also have the opportunity to meet likeminded people and businesses who may provide you with new and important links.
- A hospitality event can also be the ideal platform to launch a new product in style, essentially achieving a 'two for one.' Our events can be tailored exclusively for you, whether it's a sublime evening of classical music or a brilliant night out at our new Comedy Live shows, there is always something coming up that will be a great fit. Take a look at our website or programmes to see what might work for you.
- Now is absolutely the best time to be ahead of the game, whilst your competitors are wanting to cut their marketing spend, demonstrating that business is still good for you. By entertaining clients at events whether it be a box and private bar at the Corn Exchange, or a gala dinner at the magnificent Guild Halls, you can demonstrate you are offering something over and above what competitors will be doing for them – and we can guarantee you fantastic value for money.

- This weekend there will be a wonderful demonstration of how the business and arts communities can work together. Cambridge Live has worked with The Cambridge Roar to book the Bootleg Beatles right here at this venue tomorrow night, and top comedians here for Saturday night.
- So we are grateful to Tony Murdock, Chairman of The Cambridge ROAR (and General Manager of this fine hotel); and Lidia DeLuca, Director of The Marketing Boutique for being ahead of the curve and working with Cambridge Live to make good things happen across our city.

### **So finally what are the benefits of sponsorship and endorsements as part of targeted advertising and promotion campaigns?**

- We recognise that, on the surface, sponsorship is just another part of the marketing mix. Philanthropy is of course wonderful, but we understand the difference between sponsorship and donations – and we expect to provide outstanding value for money to our sponsors.
- We have bags of assets that can carry your logo, or on which you can hang your banner – and that’s all well and good - but it’s frankly a bit boring! Customers and business partners aren’t wowed by a printed banner – they have their place, but no one is going to tell their friends and family about it, are they?!
- They say that for every £1 you invest in external sponsorships, you should spend another £1 internally *leveraging* that opportunity you’ve bought into. The Cambridge Live team can help you do that by helping you come up with creative ideas above and beyond just slapping your logo on things. If money were no object, what would you do? Let’s think big, think different, and talk about *that* - because anything is possible.
- There’s a reason why massively successful brands align themselves with the arts. Just like sports sponsorships, it makes a statement about your company, your brand, and your values.
- And this isn’t just about us at Cambridge Live –or even just about you. Together we need to feel we have some ownership of the programme and the events because everything is being delivered directly to your customers, your local suppliers, your neighbours, and the children with whom your children go to school. Together, a creative force; an imaginative and bold vision for the city and everyone in it - and a committed and proud business community making a worthwhile and praiseworthy contribution will build confidence; inspire young

and old alike and lead to a positive and welcoming environment, encouraging more spending, more visitors and more national and international profile.

- Finally, I'd like to thank Cambridgeshire Chambers of Commerce for organising today's event, Cambridge Roar and Robinson Mercedes-Benz for their sponsorship, and Cambridge News for their ongoing support.
- So it's Cambridge, it's Live, it's a catalyst for creating inspiring shared cultural experiences that everyone can be part of. Let's talk!

Thank you.

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For more information about sponsorship of Cambridge Live events please contact:

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