

Policy WS/CH: Cultural and creative hubs

COMMENT IN SUPPORT (<100 words):

- ✔ Point 1 criteria a-f: With reference to S/PRIA/EG and the Elizabeth Way bridge and Underpass(es) Community-led cultural hub project.
- ✔ I support proposals that seek out new uses for the as-found spaces within and surrounding the bridge and underpasses, including adjacent public realm leftover spaces
- ✔ implement new uses including affordable community and youth facilities, arts and cultural provisions, indoors and outdoors sports & recreational provisions, and commercial, business and services including food and beverage provisions and outdoors markets.
- ✔ It is expected that cultural activities will encourage Learning and Networking as well as Employment.

SUPPORT Point 1a - affordable creative workspace:

With reference to S/PRIA/EG and the Elizabeth Way bridge and Underpass(es) cultural hub project, recent creative graduates and young creatives should have opportunities within the urban creative environment to afford shared workspaces, exhibit and network.

SUPPORT Point 1-b learning infrastructure:

With reference to S/PRIA/EG and the Elizabeth Way bridge and Underpass(es) cultural hub project, combining Arts with an integrated Youth programme could generate natural overlaps and opportunities for Learning between youth and young adults including students and creative groups and individuals, this could include outreach programmes to include youth and young people requiring social integration.

SUPPORT Point 2h - complement the vitality of the historic centre with a new cultural hub in the S/ PRIA/Eastern Gate:

With reference to S/PRIA/EG and the Elizabeth Way bridge and Underpass(es) cultural hub project, I support proposals that seek public realm improvements and regenerate for use the empty spaces underneath the Elizabeth bridge and underpasses, for use as a cultural/creative, urban sports and community hub. This could diversify local cultural offerings and facilitate affordable, creative workspaces as well as promote a new urban identity for this currently neglected 70s site. Improvements of the adjacent public realm would seek public engagement with urban sports and recreation and link these offerings with existing and desired pedestrian and cyclist movements, between the wards and along the river promenade, linking back to the centre.

SUPPORT Point 2i - support 'local labour' promoting and retaining local talent and skills:

With reference to S/PRIA/EG and the Elizabeth Way bridge and Underpass(es) cultural hub project, I support local labour and the provision of workspaces for local SMEs to promote Cambridge local small to medium size businesses and start ups through affordable space provisions including Artists workshops, makespaces, exhibition spaces, shops a.o. as well as offering apprenticeships and access to the creative industry and opportunities for youth and young people / students and graduates.

SUPPORT Point 2j - spontaneous/artistic community engagement:

With reference to S/PRIA/EG and the Elizabeth Way bridge and Underpass(es) cultural hub project, I support a cultural hub which adopts external spaces attached for an active, outdoors programme and spontaneous public engagement. The Underpass project has already shown that an existing space can be re-imagined with active cultural engagement. This has worked well with artists seeking an urban venue or vessel for various installations, as an alternative to programmed spaces. Creative expression and engagement can be in the form of physical, audio, visual, digital, theatre or other modes of engagement for public events.

SUPPORT Point 2k - criteria k cultural offerings:

With reference to S/PRIA/EG and the Elizabeth Way bridge and Underpass(es) cultural hub project, research into demand for offerings should coordinate efforts with the council and the wider creative community active in Cambridge. Early feedback indicates a need for affordable, flexible and large cultural spaces which are not subject to market economical constraints.

SUPPORT Point 2 I - criteria I cultural hub Management strategy:

With reference to S/PRIA/EG and the Elizabeth Way bridge and Underpass(es) cultural hub project, I strongly support proposals that seek out commercial and community uses compatible with sustainable development and operations of a cultural/creative hub. Proposals should complement the nature and style of the 70s concrete infrastructure and programmes should support new cultural provisions on the basis of market research and demand. A vision statement is required to identify early ambitions and long term operational viability of the venture.

SUPPORT Comment relating to public realm allowed uses and active landscapes and recreation:

With reference to S/PRIA/EG and the Elizabeth Way bridge and Underpass(es) cultural hub project, I support the reversal of public space uses to allow for spontaneous and active engagement, including reversal of common urban prejudice when it comes to urban sports and creativity, and encouragement such as 'play ballgames here', 'paint this wall' and 'skater friendly furniture'

SUPPORT Comment relating to public realm creativity:

With reference to S/PRIA/EG and the Elizabeth Way bridge and Underpass(es) cultural hub project, a cultural hub can also include external spaces attached to an active internal programme.