

## “FUTURE FLEXIBILITY ASPIRATION”

Further discussions with the Market Team, BID and Cambridge Live have helped inform the future aspiration of how the space could become more flexible and adaptable to accommodate other uses including events within the Market Square.

**Flexibility of fixtures** - Desire for the market stalls to be able to be cleared away from 6pm to create a clear space that would lend itself to things happening such as live music or theatre or dance performance during the summer.

**Performance space** - Aspiration for a permanent performance area with seating that would lend itself to impromptu performances at short notice that could be advertised on social media plus a larger formally organised event requiring the space to be booked out

**Programming of events** - Desire for them to be more regular and space to allow for 'spontaneous events' and trial some 'pop up'.

**Events organisation and funding** - Events to continue to be organised by Cambridge City Council and BID but with opportunities for other to host other uses and events. Cambridge Live feel that they could add the market square to their programme and include it when they have the Big Weekend and run fringe events. The University's may also use it for their events programmes. Option for free uses and events and potentially ticketed ones. There may be opportunities for arts funding for arts events and installations.

### Scale of uses

The type of use, combined with the scale of use, will inform the degree of flexibility required to accommodate it. To test this the uses have been grouped into three categories of scale to inform how the space can be flexible to accommodate them.

#### Everyday Small Scale Uses

Uses that can happen when all the market stalls are in use at anytime of day.

- \* Seating and eating areas
- \* Spontaneous small events such as pop up events
- \* Street performers
- \* Small protests

## Types of uses and events

The desire is for uses and events that cater for a range of tastes and audiences. Ideas included but are not limited to the following:

- \* Arts events
- \* Book Signings
- \* Buskers and street performers
- \* Cambridge Live Big Weekend
- \* Choirs
- \* Concerts
- \* Eating areas
- \* Family Fun Day Event
- \* Home comings
- \* Interactive light projections
- \* Lectures/demonstrations
- \* Lights switch on
- \* Live Music
- \* Mass Dining
- \* Night market
- \* Outdoor cinema
- \* Pop up events
- \* Protests
- \* Science Festival
- \* Seating areas
- \* Speakers
- \* Sports Events
- \* Staged events
- \* Theatre performances
- \* University events

#### Medium Scale Uses

Uses that need a dedicated area but can operate with some or most of the market stalls in place. Involving reduced market stalls in the day or evenings. Depending on the event these could happen alongside everyday small scale uses.

- \* Book Signings
- \* Speakers
- \* Lectures/demonstrations
- \* Small staged events
- \* Medium outdoor cinema
- \* Choir
- \* Home comings
- \* Medium scale organised protests
- \* Lights switch on
- \* Mass Dining
- \* Medium Sports Events
- \* Family Fun Day Events
- \* University events
- \* Arts events/Interactive light projections

*(Taken from pages 21-3 of Cambridge Market Square Concept Design report (Appendix A to City Council report to committee 28/1/2021))*

## Potential uses

Based on the potential uses these have been grouped into 4 themes based on the type of use:

### Arts and technology uses

- \* Light projections
- \* Interactive arts events
- \* Festival of Ideas, University of Cambridge
- \* Open Cambridge
- \* Hidden Nature
- \* Science Festival, University of Cambridge

### Seasonal entertainment event uses

- \* Film nights/film festival
- \* Seasonal events
- \* Christmas lights
- \* Sporting events
- \* Big news screenings e.g. Space missions
- \* Family Fun days
- \* Live music
- \* Concerts
- \* Theatre
- \* Comedy
- \* Choirs

### Market Stall Holder uses

- \* Night markets
- \* Themed markets
- \* Workshops/demonstrations

### Buskers

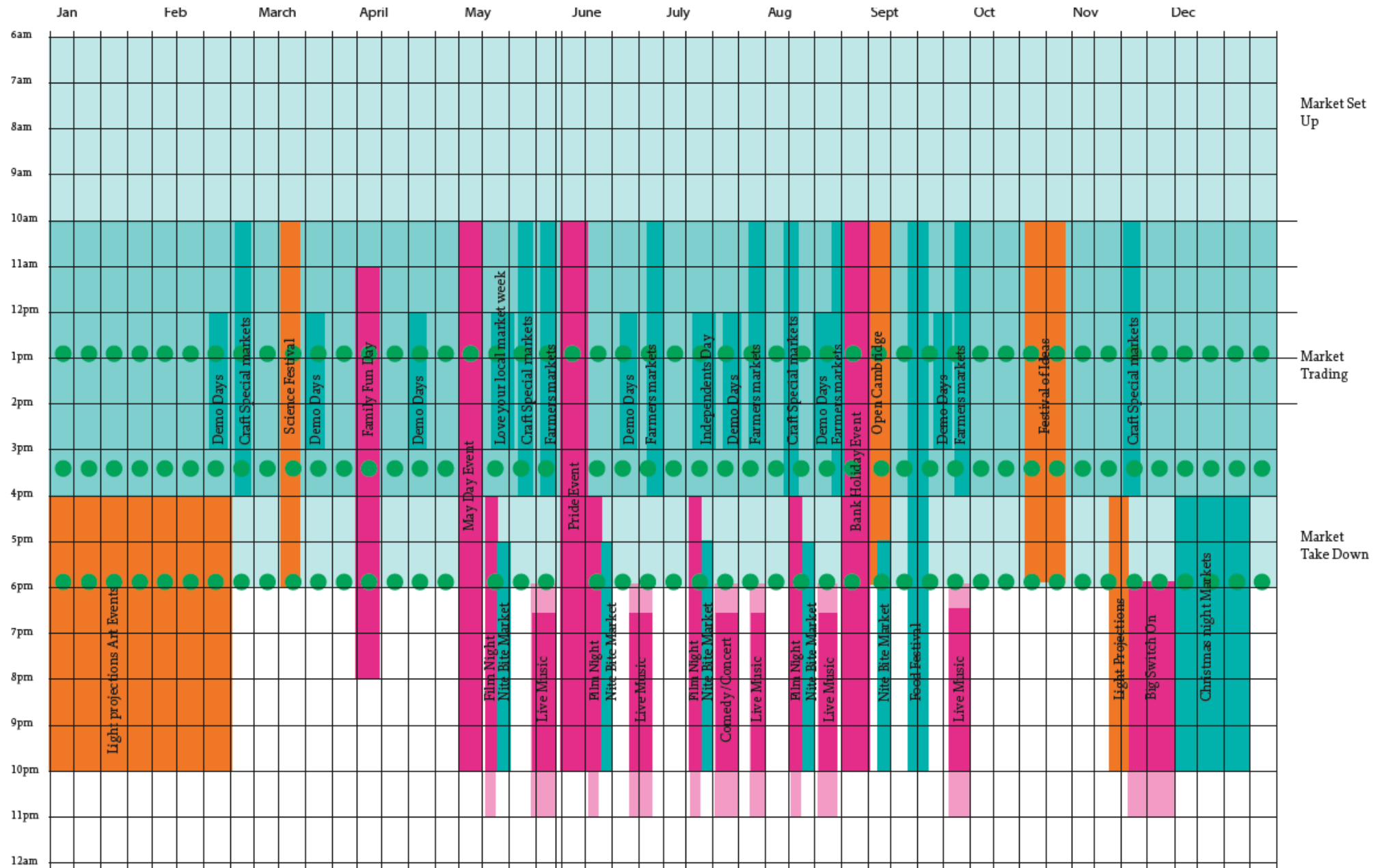
- \* Street performers

### Large Scale Uses

Uses that need a large open area that would generally happen after 6pm. Reduced market stalls or all the market stalls cleared to create a larger events space.

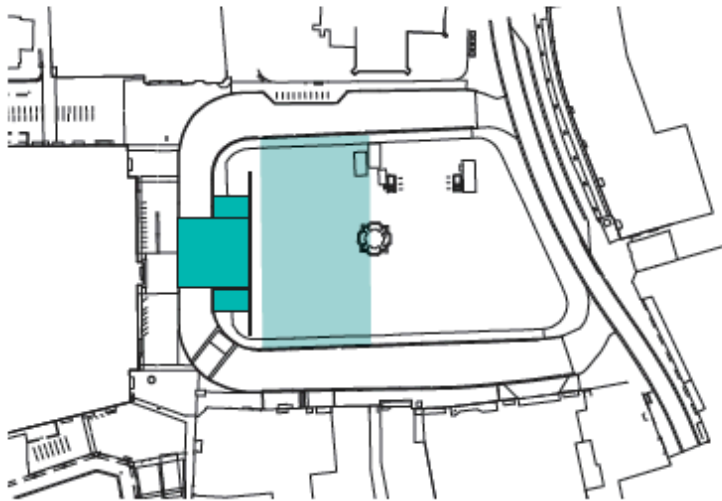
- \* Large open air cinema
- \* Large staged events such as concerts, live music, Cambridge Live Big Weekend, theatre performances
- \* Large scale organised protests
- \* Large Sporting Events

The following page displays a potential distribution of events programme through the year against daily market function and annual calendar events.



Indicative annual Market Square uses programme showing the occurrence of potential uses (colour key as per heading colours of "Potential Uses" on opposite page)

**Large staged event**

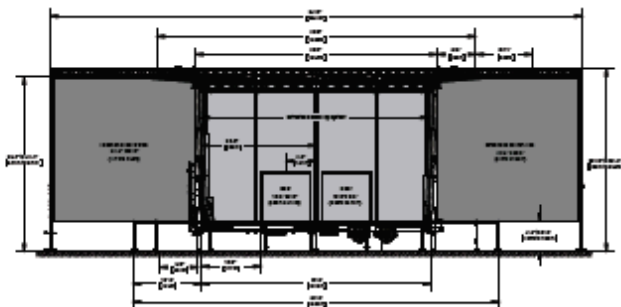


**SL320 stage layout**

- \* 21m maximum audience depth from stage
- \* 2m offset between stage and audience
- \* Back of house area/crossover area behind stage
- \* 12x12m stage floor

**Capacity of audience**

- \* 680m<sup>2</sup> at 0.3m<sup>2</sup> per person = Approx. 260 people standing
- \* 680m<sup>2</sup> at 0.6m<sup>2</sup> per person = Approx. 1130 people sitting
- \* 680m<sup>2</sup> at 2m<sup>2</sup> per person = Approx. 340 people socially distanced



SL320 stage dimensions and options



SL320 40' X 40' (12.2M X 12.2M)



Indication of time and people required to set up SL320 stage



SL320 example



SL320 stage arrives on a lorry and unfolds

Discussions have established the need for a space that has the flexibility to cater for everyday small uses that can be fairly spontaneous, medium scale uses that can be programmed in and happen on regular intervals as well as larger scale uses such as staged events that are booked in and require a greater degree of organisation and logistics.

The proposal layout of the Market Square create 3 permanent open spaces alongside a flexible and adaptable approach to the market stalls. This provides a range of flexibility to respond to different potential uses.

These spaces are:

**1. Guildhall Forecourt (1,160m<sup>2</sup>)**

This provides for permanent spaces everyday on either side of the road that can combine to create a larger space when the road is closed. When also combined with flexible market stalls this allows for this space to meet space 2.

**2. Central Seating Area (640m<sup>2</sup>)**

The Central Seating Area provides space for extended dwelling time on the square with the long tables and seating where Market produce may be consumed.

**3. The Meeting Place (80m<sup>2</sup>)**

A smaller space within the market with informal seating, suitable for small everyday uses such as seating, eating and street performers.

