

**South Cambridgeshire District Council  
CAMBOURNE ARTS FACILITIES  
Community consultation August 2006**

Two thousand survey forms were issued in the *Cambourne Crier* (August 2006 edition) and forty were returned to the Arts Officer by the extended deadline date of 2 September.

The findings of the survey provide a fair impression of prevalent attitudes to arts facilities and activity in the new village. Findings suggest areas for improvement although the low level of feedback – 2% of the current population - weakens the extent to which absolute conclusions can be drawn. Any proposals based on this survey would need to be informed by wider consultation.

The survey consisted of two parts; the first, 'About You', concerned the arts activities of respondents and the second related to Cambourne itself.

**ABOUT YOU**

**1. What arts activities do residents participate in *within the village* and how often?**

According to the survey 67.5% of respondents do not participate in any arts activity within the village. The remaining 32.5% listed the following activities:

Arts Activity	No. of times recorded	Frequency of participation
Art and craft at the nursery	1	Three times a week
Art and craft at Rainbows (infant Brownies)	1	Once a week
Art and craft at the playgroup	1	Once a week
Story time in the library	1	
Dance classes	3	Once a week
Cambourne Festival	4	Once a year
Music class	1	weekly
Easter egg collage on hill	2	Once a year
Art of Belief (exhibition of art work by residents organized by Church)	2	Once a year
Cambourne Fireworks	1	Once a year
Film making	1	Every week
Wildlife Trust Community Orchard	1	Three times a year
Live music	1	Fortnightly
Holiday club art and craft (organized by the Church)	1	During Summer and school holidays
Churches Together lunches	1	monthly

**Findings summary:** The Cambourne Festival is recognised as the biggest single arts activity in the village. Dance is next, followed by the annual 'Art of Belief' exhibition. The remainder consists of art and craft activities at pre-school groups or holiday activities for children and families.

**2. What arts activities do residents participate in *outside the village*, where do they take place and how often?**

The survey shows that 12.5% of respondents do not to participate in any arts activity at all. The remaining 87.5% listed the following activities:

	<b>Arts activity</b>	<b>Distance</b>	<b>Frequency of visits</b>
1	Theatre	10 miles	8 a year
2	Theatre	10/65 miles	4 a year
3	Theatre	10 miles	5 a year
4	Theatre	10/60 miles	3 a year
5	Theatre	10 miles	2 a year
6	Theatre	21 miles	2 a year
7	Theatre	1-8 miles	3 a year
8	Theatre	9 miles	1 a year
9	Theatre	9 miles	3 a year
10	Theatre	10 miles	6 a year
11	Theatre	10 miles	3 a year
12	Theatre	9 miles	3 a year
13	Theatre	9 miles	1 a year
14	Theatre	8/40 miles	3 a year
15	Corn Exchange	10 miles	2 a year
16	Kids Theatre	10 miles	2 a year
17	Dance	10/60 miles	30 a year
18	Comedy shows	9 miles	2 a year
19	Comedy Club	9 miles	1 a year
20	Shakespeare plays	6 miles	2 a year
21	Art exhibitions	21/10 miles	2 a year
22	Art galleries	10 miles	4 a year
23	Exhibition	10 miles	3 a year
24	Kettles Yard art gallery	10 miles	4 a year
25	Kettles Yard art gallery	10 miles	2 a year
26	Wysing Arts Centre	3 miles	12 a year
27	Wysing Arts Centre	2 miles	1 a year
28	Wysing Arts Centre	4 miles	4 a year
29	Wysing Arts Centre	5 miles	3 a year
30	Wysing Arts Centre	5 miles	3 a year
31	CCA gallery	10 miles	2 a year
32	Exhibitions	50 miles plus	15 a year
33	Art/textile classes	50 miles plus	20 a year
34	Artists open studios	4 miles plus	3 a year
35	Concerts	St Ives	4 a year
36	Concerts	100 miles	4 a year
37	Concerts	9 miles	4 a year
38	Concerts	21/10 miles	2 a year
39	Concerts	10 miles	2 a year
40	Concerts	8 miles	2 a year
41	Opera	120 miles	1 a year
42	Classical music	10 miles	2 a year

43	Proms	60 miles	2 a year
44	Music events	7 miles plus	10 a year
45	Seeing bands	4 miles plus	4 times a year
46	Folk Festivals	120 miles	2 a year
47	Rock concert	27 miles	1 a year
48	Live music	10/60 miles	30 a year
49	Drama school	10 miles	1 a week
50	Camera club	7 miles	30 a year
51	School arts activity	2 miles	9 a year
52	Children's art club	3 miles	30 a year
53	Film making events	UK wide	3 a year
54	Cinema	10 miles	2 a week
55	Cinema	9 miles	8 a year
56	Cinema	9 miles	12 a year
57	Cinema	9 miles	4 a year
58	Cinema	9 miles	10 a year
59	Cinema	9 miles	2 a year
60	Museums/galleries	9 miles	2 a year
61	Museums	10 miles	4 a year
62	Museums	10/60 miles	4 a year
63	Fairs and children's fair	10 miles	3 a year

**Findings summary:** Theatre is the most popular arts activity, with residents travelling between 1 and 65 miles to attend. The visual arts are strongly represented, with a range of activities being visited between 4 and 45 miles. Music is the next popular, followed by cinema, museums, film-making and visiting fairgrounds.

**3a Are you actively involved in the arts life of Cambourne?**

7.5% of the respondents said they were actively involved in the arts life of Cambourne, as organisers of dance classes, visual arts and socially engaged arts activity.

**3b What deters you from becoming actively involved in the arts in Cambourne?**

Cost	5%
Distance	0%
Lack of interest	21%
Lack of opportunity	50%
Other	23%

**Findings summary:** The biggest factor for non-participation in arts activity is lack of opportunity. It is notable that transport is not perceived as a barrier to getting involved in the arts. This implies that most people are happy with current transport arrangements. This assumption needs to be tested further.

Amongst other reasons for not participating were:

Lack of time x 2	Children go to Elsworth – we go there too
Children still very young	No information about how to get involved
Young family	Not aware of any arts activity
Unsure what is available	Lack of talent
Lack of arts – or anything	

On closer analysis, of the 12.5% respondents who do not participate in the arts at all 10% of respondents were deterred by their own lack of interest whilst 2.5% were deterred because of lack of opportunity.

Amongst those who enjoy the arts elsewhere but not in the village, 55% cited a lack of opportunity as the main reason for not participating in village arts

## ABOUT CAMBOURNE

### 3. How would you rate the level of activity in the arts available in your village?

Excellent	0%
Good	10%
Satisfactory	7.5%
Fair	35%
Poor	47.5%

**Findings summary:** Most people rate the level of activity in Cambourne as poor or fair.

### 4. What kind of arts facilities would like to see in Cambourne?

Respondents indicated first, second and third preferences as follows:

Rating	Preference	Percentage
1	Cinema	27.5%
	Music/rehearsal space	12.5%
	Gallery/exhibition programme	10%
	Concert recitals	10%
	Theatre space	7.5%
	Youth theatre group	7.5%
	Professional touring theatre	5%
	Bandstand	5%
	Digital broadcasting/recording	5%
	Singing	5%
	Adult theatre group	2.5%
	Visual art in public places	2.5%

Rating	Preference	Percentage
2	Professional touring theatre	15%
	Concerts recitals	15%
	Youth theatre group	12.5%

	Theatre space	10%
	Adult theatre group	10%
	Visual art in public places	7.5%
	Digital broadcasting/recording	5%
	Cinema	5%
	Dance	5%
	Gallery exhibition programme	2.5%
	Bandstand	2.5%
	No preference expressed	10%

Rating	Preference	Percentage
3	Visual art in public places	17.5%
	Gallery exhibition programme	12.5%
	Youth theatre group	12.5%
	Concerts and recitals	10%
	Adult theatre group	7.5%
	Theatre space	7.5%
	Music/rehearsal space	5%
	Cinema	5%
	Dance	5%
	Digital broadcasting/recording	2.5%
	Craft classes	2.5%
	No preference expressed	10%

**6. Which of the areas of the Council's interest listed below would you like to see the arts address in Cambourne?**

The ratings indicated below are based on the respondents' first preference only.

Rating	Area of interest	Percentage
1	Crime reduction	30%
2	Environmental sustainability	25%
3	Healthy Living	17.5%
4	Community celebration	12.5%
5	Young people	10%
6	Local history	5%

Other areas (and their ratings in brackets) noted comprised:

- A sports centre (1)
- A joint church/community building (1)
- Singing (1)
- Dance (2)
- Noise reduction - especially skidding cars (3)
- A photo club (5)
- A model club (6)

12 residents expressed an interest in contributing further to the survey and/or wanting to become involved in the arts in Cambourne and submitted contact details. Each has received

a copy of this document and an invitation to attend a meeting at the Hub to discuss arts development in the village.

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