

Quality of life

Peter Landshoff

Conclusions from 2030 Vision

- There is a clear need to reduce the impact of ill-health on the economy and to provide cultural and physical stimulation for an ageing population with more leisure time
- Culture (including libraries) and sport (physical activity) should feature prominently in policy
- Culture: dialogue between experts and communities should be encouraged, together with the imaginative use of digital data
- Sport: the rationalisation and more widespread sharing of facilities should continue
- The creation of appropriate affordable events and programmes for the young is essential

The area must be made more interesting, for the benefit of all and to help business attract and retain highly-qualified staff against global competition

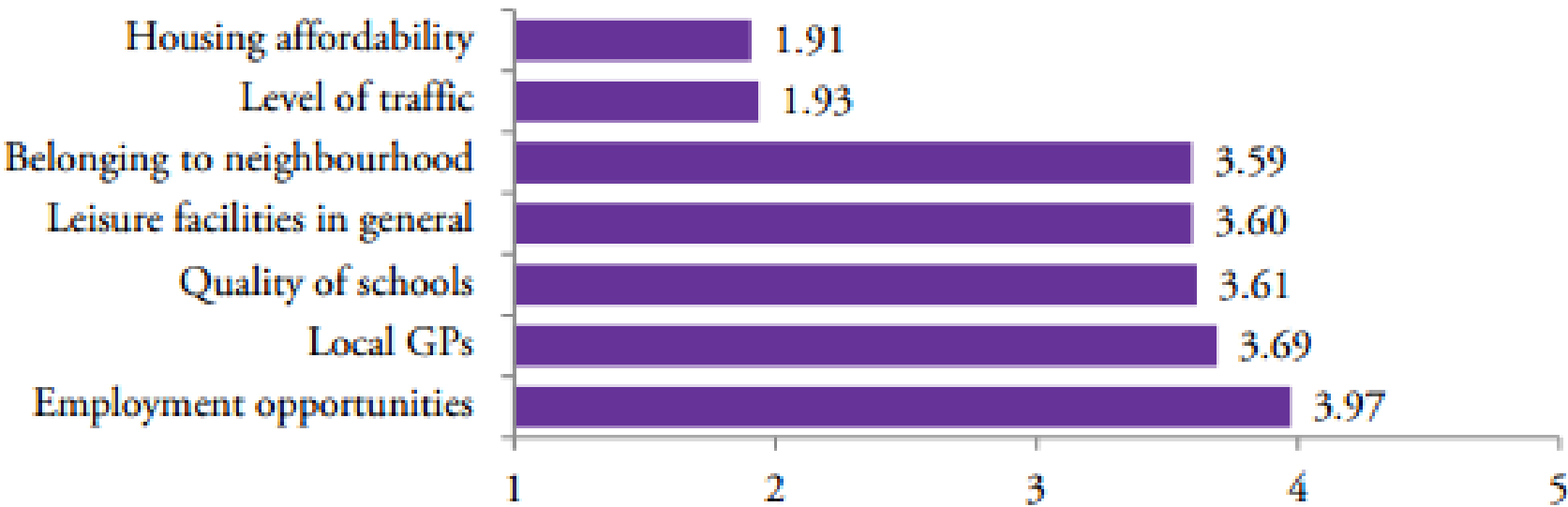
What needs doing to improve quality of life locally?

The Greater Cambridge Partnership will work together to grow and share prosperity and improve quality of life for the people of Greater Cambridge, now and in the future.

Cambridge Ahead is a business and academic member group dedicated to the successful growth of Cambridge and its region in the long term. Our vision is for Cambridge to be the pre-eminent, small city in the world.

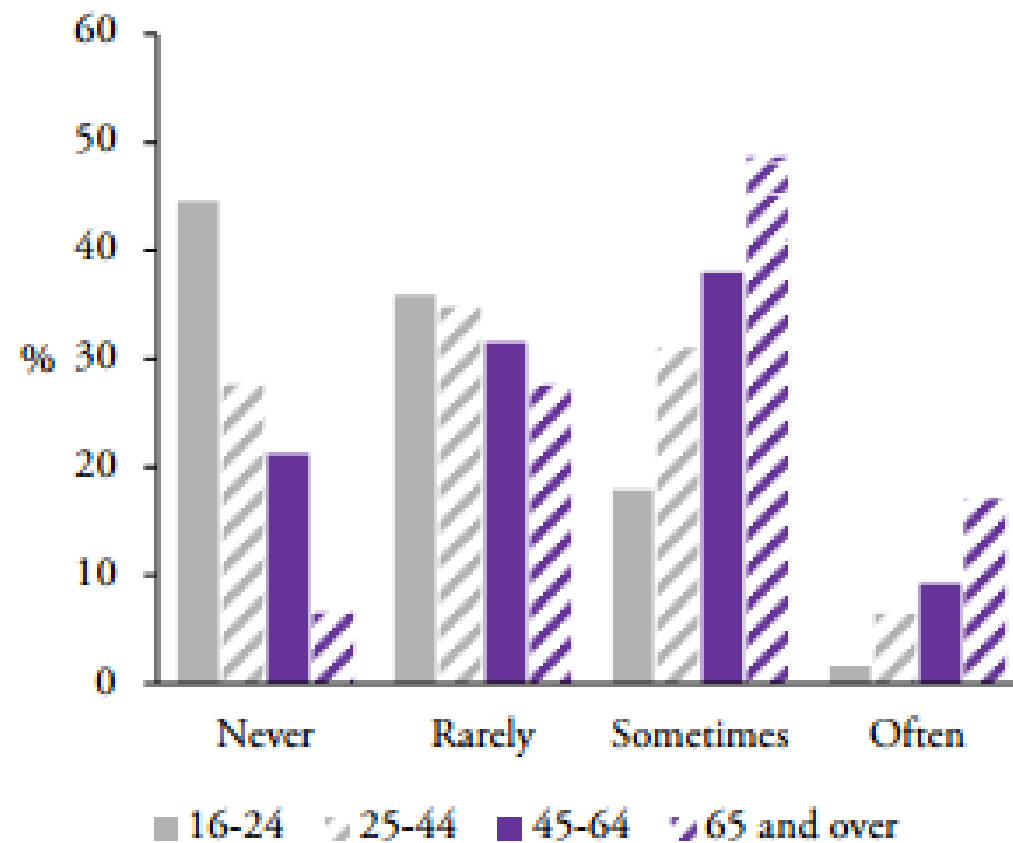
RAND Europe survey for Cambridge Ahead

Figure 3. Satisfaction with local services on a scale of 1 to 5.



RAND Europe report for Cambridge Ahead

Figure 10. Percentage of people visiting museums in Cambridge, by age group.



Some 77% of respondents were satisfied with restaurants, bars and clubs .

Satisfaction for cinemas, theatres and concert halls was at 78%

But

Last year 122 million Chinese tourists ventured abroad. Outbound trips are rising by five million a year, while only a tenth of that country's 1.38 billion population has a passport

The Times

Selected points from meeting [Keeping Cambridge Special](#), October 2016

- Green Open spaces- Keep Cambridge's urban & rural interface sacrosanct.
- Developers must be prepared to go that extra 5% to give us quality buildings and attractive surroundings.
- We must make self contained neighbourhoods, with shops and employment
- Create more green space in built up areas. Council should resist garden grabbing.
- Too much student housing.
- Put more resources in the planning & urban design departments.
- Create political structures better suited to Greater Cambridge.
- No Executive Councillor to champion Heritage issues
- New concert hall and conference centre 1500 capacity

Keeping Cambridge special

Cambridge's spaces and streets



Saturday 13 January 2018, 09:00 – 13:00
at Centre for Mathematical Sciences, Cambridge CB3 0WA

How can Cambridge address the challenge of having more people moving around the city, in ways that enhance our quality of life and preserve the city's heritage?

09:00 Registration and coffee

09:30 Welcome: Ros Aveling (Cambridge Past, Present & Future)

09:40 Thought-provoking presentations:

Sharing spaces: Robert Myers (landscape designer)

Green spaces: Joel Carré (Cambridge City Council)

Movement: Charlene Rohr (RAND Europe)

Design: Kieran Perkins (5th Studio)

<https://www.eventbrite.co.uk/e/keeping-cambridge-special-tickets-39352187452>



Discussion to be led by Mal Schofield

What needs doing to improve our QoL?

Is there enough for young people to do?

And for people not connected with the
University?