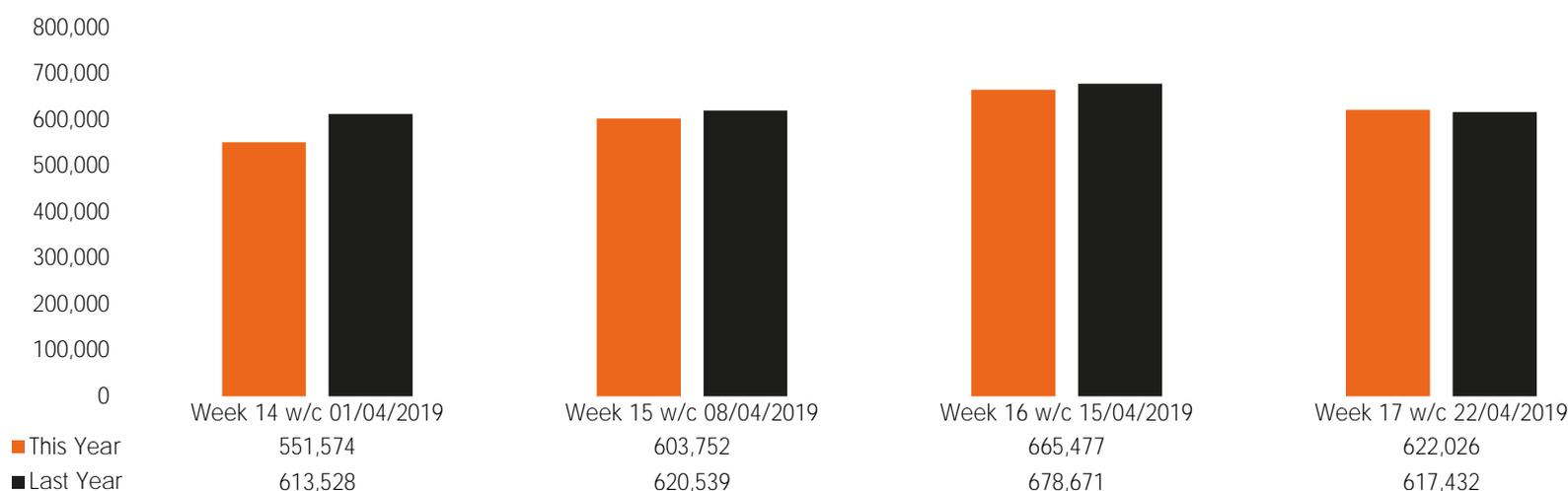


Springboard Benchmarks - YoY

	Shopping Centre Index	High Street Index
Cambridge	-6.4%	-3.5%
East	-1.8%	-0.8%
UK	-2.1%	-1.0%

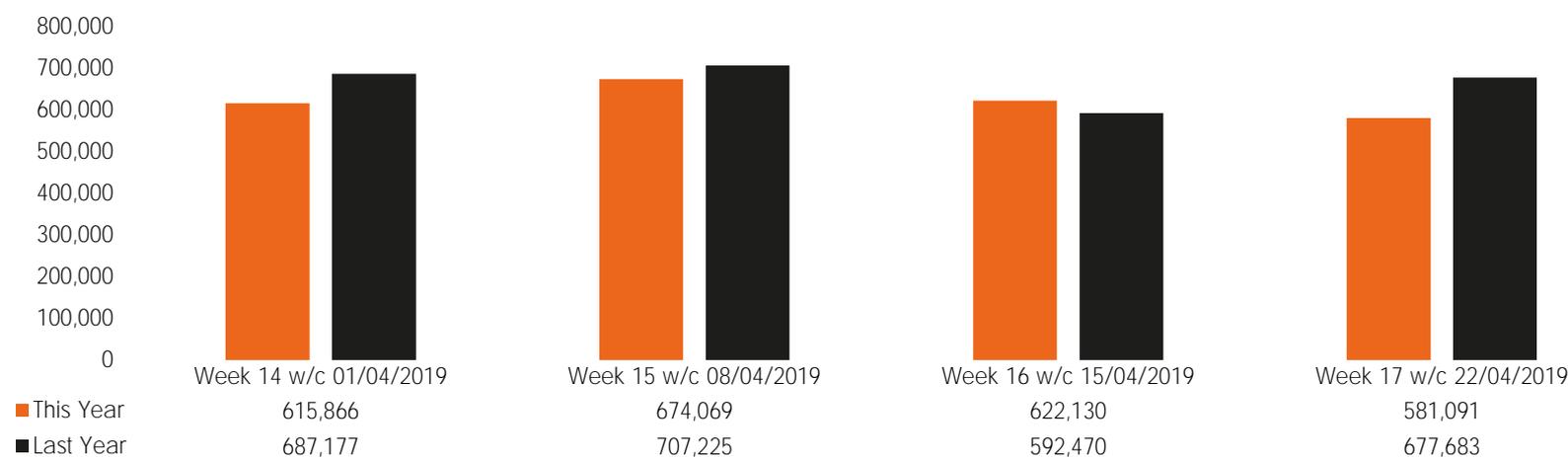
Cambridge City Centre Footfall



The Weekly Average Total for April 2019 was 610707
 The Weekly Average Total for April 2018 was 632543
 The Weekly Average Total for April 2019 was -3.45% compared to the previous year

Note:
 Numbers of visitors recorded in Cambridge City Centre via footfall cameras situated in Sidney Street, Bridge Street, Kings Parade, Regent Street and Fitzroy Street.

Cambridge Shopping Centre Footfall



The Weekly Average Total for April 2019 was 623289
 The Weekly Average Total for April 2018 was 666139
 The Weekly Average Total for April 2019 was -6.43% compared to the previous year

Note:
 Numbers of visitors recorded by footfall cameras in Grand Arcade, Lion Yard and The Grafton

	Total Retail Footfall	High Street	Retail Park	Shopping Centre
April 2019	-0.5%	-1.0%	2.2%	-2.1%
February - April	-0.2%	0.1%	1.0%	-2.1%

Footfall fell back into decline in April, with -0.5%, after March's brief hiatus in positive territory. However, the rate of decline is a good deal shallower than UK retail has experienced over recent months. The positive effect of the entire Easter period in April this year – as opposed to 2018 where the run-up was in March – contributed to this improvement.

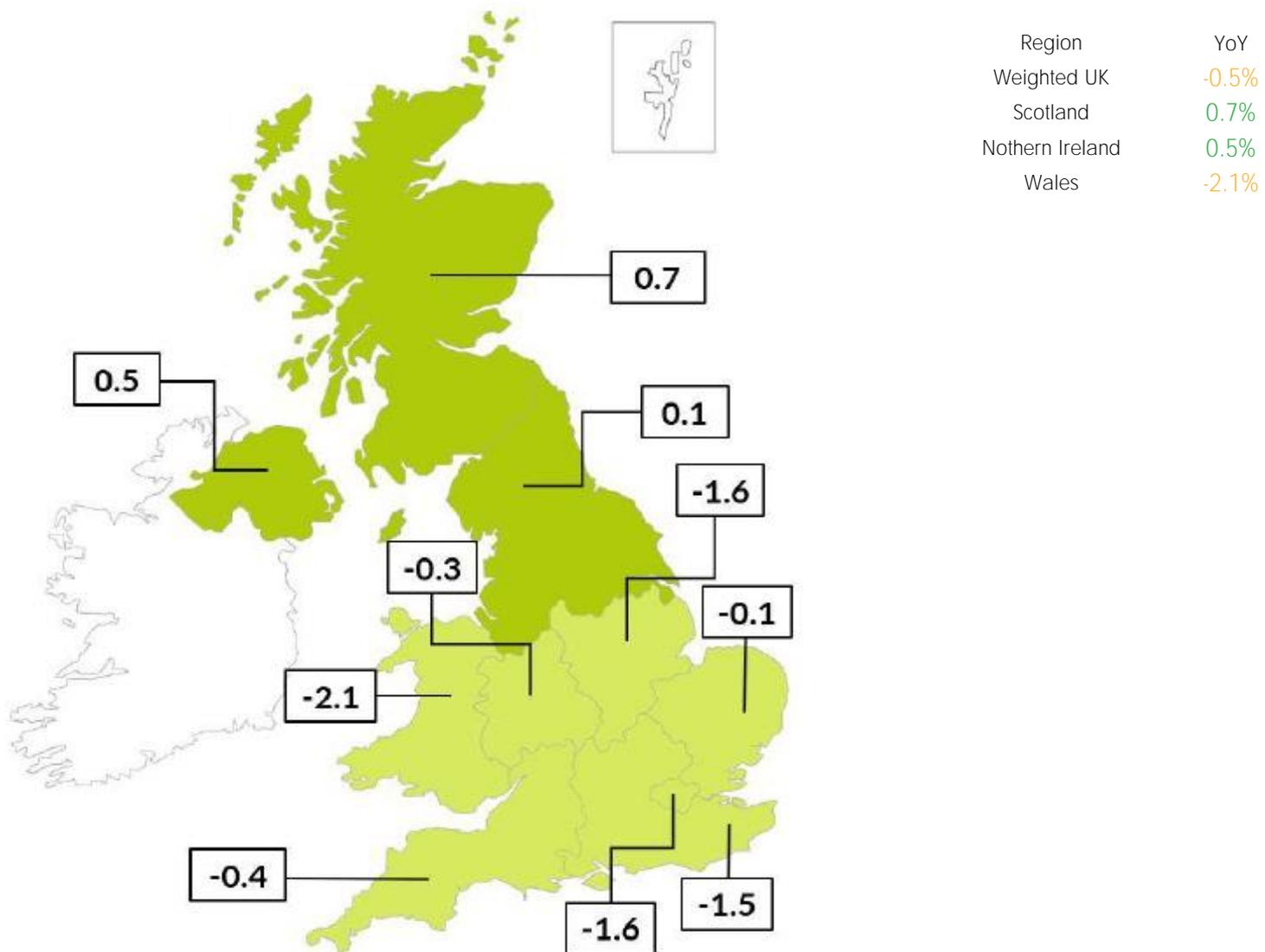
Only three UK regions saw Footfall growth in April, with a clear North-South divide (which the below map highlights). Scotland saw the strongest growth of +0.7%, the highest since April 2017, with Northern Ireland and the North & Yorkshire also bucking the overall trend, at +0.5% and +0.1% respectively. Wales saw the steepest decline of all regions, with a decline of -2.1%.

High Street Footfall declined by -1.0% in April, with the three-month average holding just above flat (+0.1%), which can be seen as a successful Easter period for the much-beleaguered shopping destination. Scottish High Street's saw the highest growth of all regions, with +1.8%. The South East saw the steepest decline, with -3.3% for the month.

Retail Parks were the stand-out performing shopping destination, with growth of 2.2% for the month. Only three regions out of ten saw declining Footfall year on year, with Greater London's Retail Parks recording the deepest decline of -2.7%. The North & Yorkshire saw Footfall growth of 4.8%, the highest for the region since January 2016.

The decline of Shopping Centre Footfall steepened, down to -2.1% in April from March's -1.0%. Of all the UK's regions, only one managed to buck this declining trend, with Northern Ireland recording +2.0%, the best since April 2017. However, as this result followed last April's -5.6%, the target to beat was relatively soft. Wales' Shopping Centres saw the steepest decline, with -4.4%.

The national town centre vacancy rate reached a four-year high in April, with 10.2%, a continuation of the increasing trend that now stretches to 5 consecutive quarters since vacancy rates have fallen. Northern Ireland remains the region with the highest vacancy rates, with 14.9% of outlets unoccupied, while Greater London saw the lowest vacancy rate, at 7.3%.



Helen Dickinson OBE, BRC Chief Executive, said:

"With regular reports of shop closures, it may come as no surprise that town centre vacancy rates rose to their highest level in four years. Empty shopfronts, particularly for larger stores, can deter shoppers from an area, decreasing footfall for all those around. This effect can be cyclical, with the long-term decline in footfall pushing up vacancy rates, particularly in poorer areas. Furthermore, the cumulative impact of Government policy costs – from spiralling Business Rates to the Apprenticeship Levy and more – have also made physical space less cost effective."

"For many retailers, business rates remain the single biggest tax imposed by Government. They are a levy on physical space that is paid in full regardless of whether a firm is in profit or in loss. Importantly, they are also borne disproportionately by retailers who represent 5% of the economy yet pay 25% of all Business Rates. If the Government is serious about reversing the decline on our high streets, then reforming the broken Business Rates system would be an essential first step."

Commenting on the Cambridge Monthly Performance Report, Cambridge BID added:

"High Street footfall in April in Cambridge was 3.5% down on April 2018. Easter this year benefited from glorious weather which, looking at the national picture, delivered a boost to coastal locations and some historic cities. Shopping Centre footfall was also challenging in April, being 6.4% down compared to April 2018. The good weather was likely to have impacted on shopping centres with customers spending more time outside enjoying the benefits of the weather or going to out of town retail centres where parking is usually free."

"Multi-storey car park usage was a mixed picture with both Grafton car parks showing increased usage. Grafton East was 0.6% up and Grafton West 11.7% up on last year. Overall, however, multi-storey car park usage was 2.9% down in April 2019 compared to April 2018. This may be due to the start of the new weekend peak time tariffs in the multi-storey car parks across the city."

"In contrast, Park & Ride usage was up in April 2019 compared to April 2018, by 12.4%, and Guided Busway usage up 2.8%, which is encouraging. The total number of people arriving by Park & Ride, Guided Bus or parking in a car park was up by 28,000."

"Visitor numbers were most likely impacted by Easter falling within April 2019 as opposed to March last year. Visitor Welcomes in the Visitor Information Centre were down but the number of visitor welcomes carried out by our Ambassador team was up in April 2019 compared to April 2018."

Diane Wehrle, Insights Director at Springboard, said:

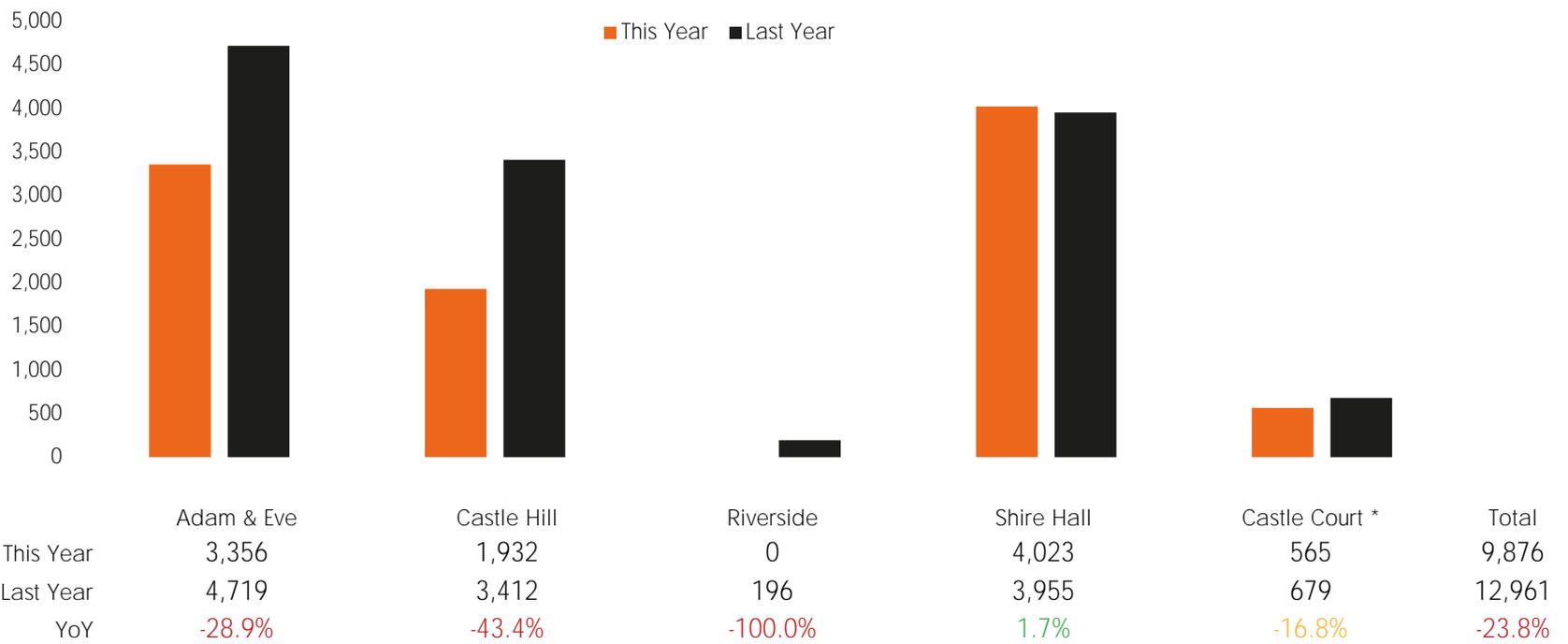
"There is an obvious distortion in the year on year footfall results for April due to the early Easter in March last year. However, the expected bounty as a result of Easter occurring in April this year did not provide enough of a boost to deliver positive figures for the month, with footfall still -0.5% lower than April last year. This demonstrates the continued challenges facing many retailers, also reflected in the 10.2% vacancy rate which has risen in each of the past four quarters and is now the highest it has been for four years."

"On a more positive note, the +2.2% increase in footfall in retail parks in April was the highest since June 2017 and indicates that the British tradition of spending time and money on our homes and gardens during Spring endures. Despite weak comparables for high streets and shopping centres in April last year, footfall in both failed to bounce back and their footfall is now at a lower level than in 2017; 5% lower in high streets and 5.6% lower in shopping centres."

"However, the superb weather over Easter clearly delivered a boost to coastal towns and historic cities, magnets for domestic and overseas tourists, both of which saw footfall rise in April; by +1.8% in coastal towns and +0.7% in regional cities. In part this will have accounted for the greater than average decline in footfall in Greater London (-1.6%) and the South East (-1.5%); a higher exodus of residents from these regions over Easter is a long-established trend, further amplified this year as the hot and sunny weather was forecast well in advance, enabling the necessary forward planning for trips."

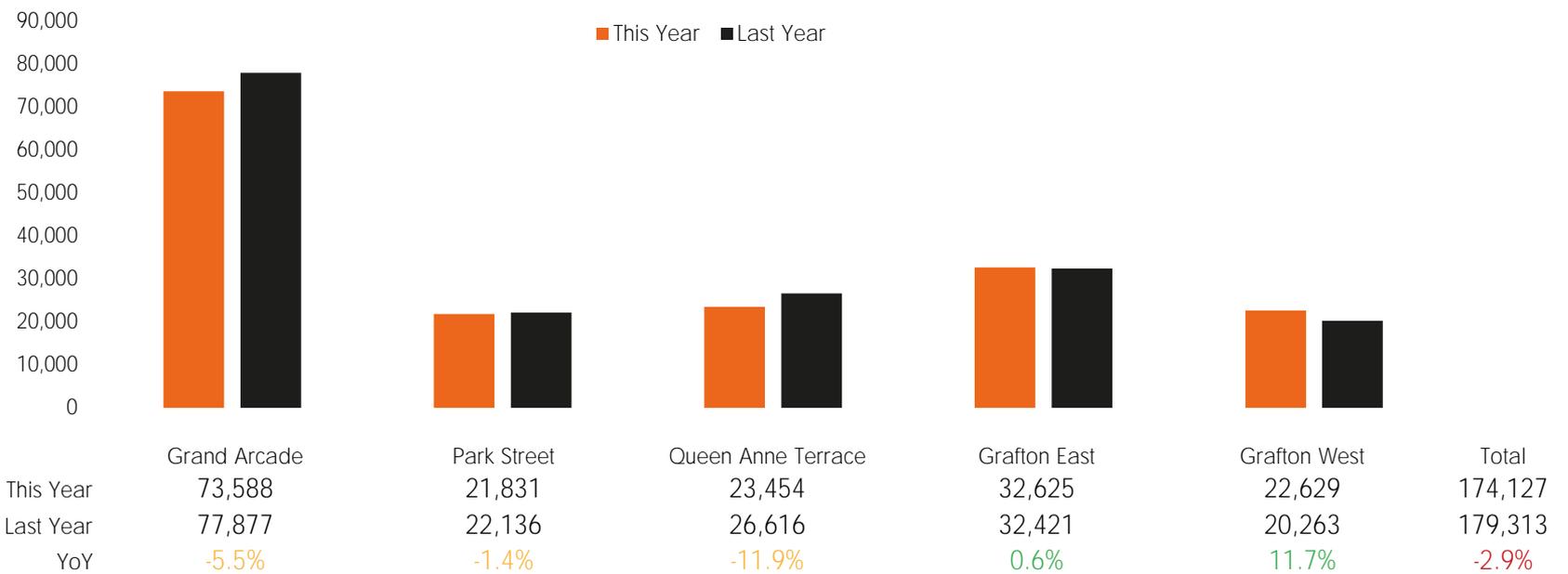


Surface Car Park Usage

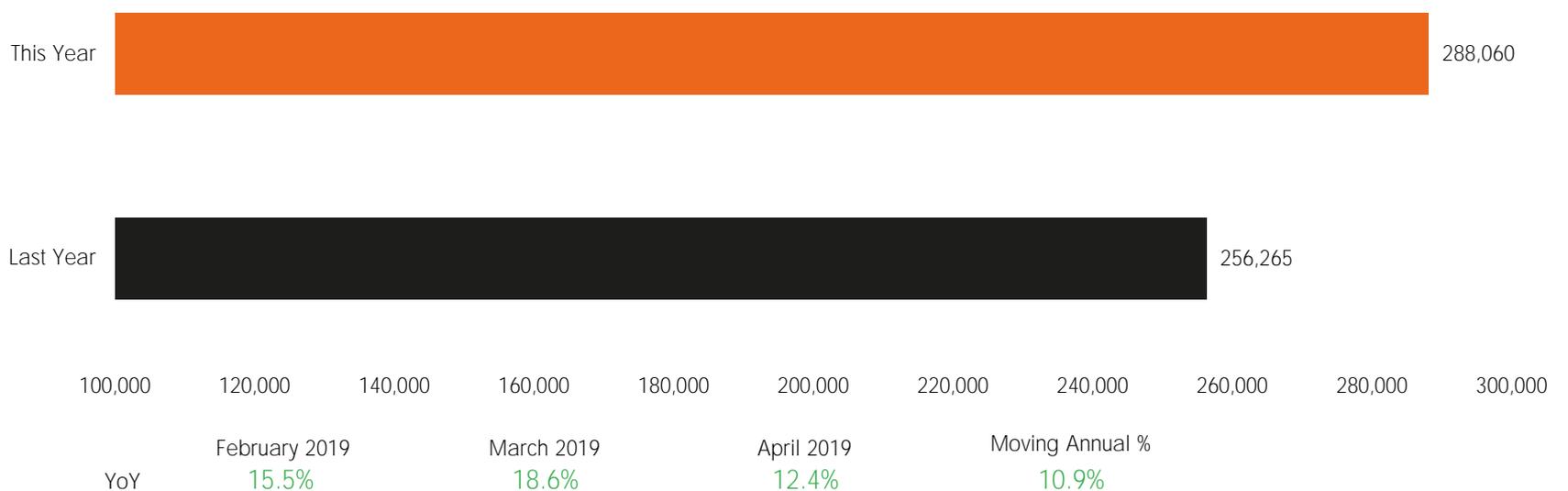


* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

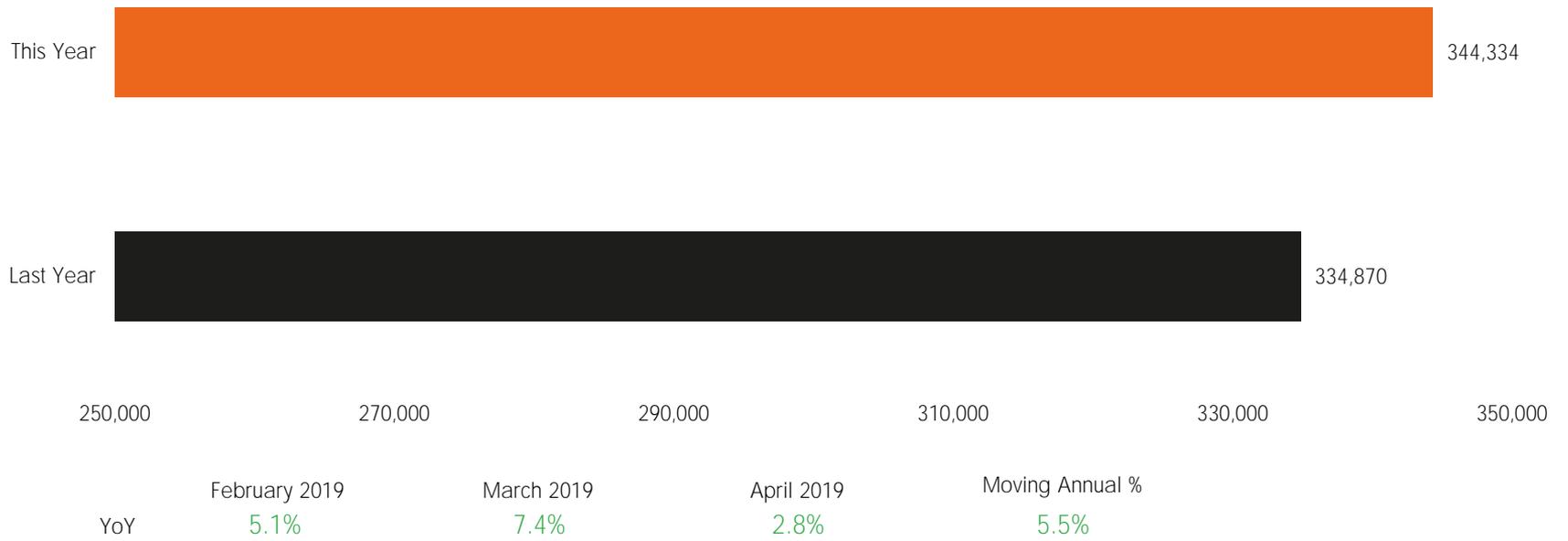
Multi Storey Car Park Usage



Park & Ride Usage



Guided Busway Usage



Cambridge BID Data



Note:
 *Cambridge BID have recently started using a new data capture system so we are expecting some variation in the figures

Visitor Information Centre



MA - 'Moving Annual' is the annual % change in sales/visitors for the last 52 weeks, compared to the same period last year
 YoY - 'Year on Year' is the % change in sales/visitors from the same period in the previous year
 WoW - 'Week on Week' is the % change in sales/visitors from the previous week