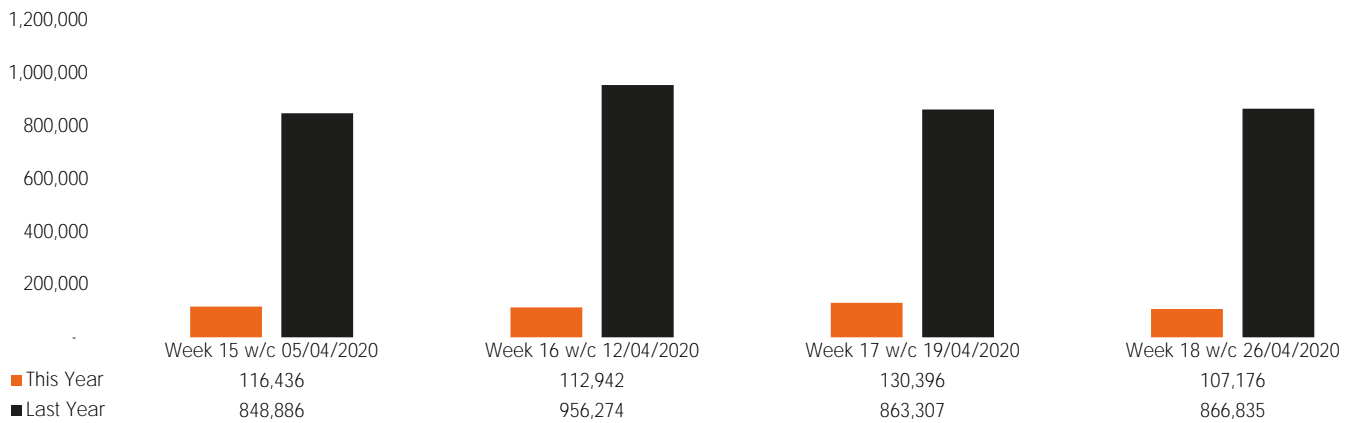


Please Note: This report contains all available data. Some of the data usually available has been impacted by Covid-19 and therefore unable to be included

Springboard Benchmarks - YoY

	High Street Index
Cambridge	-86.8%
East	-79.6%
UK	-83.3%

Cambridge City Centre Footfall

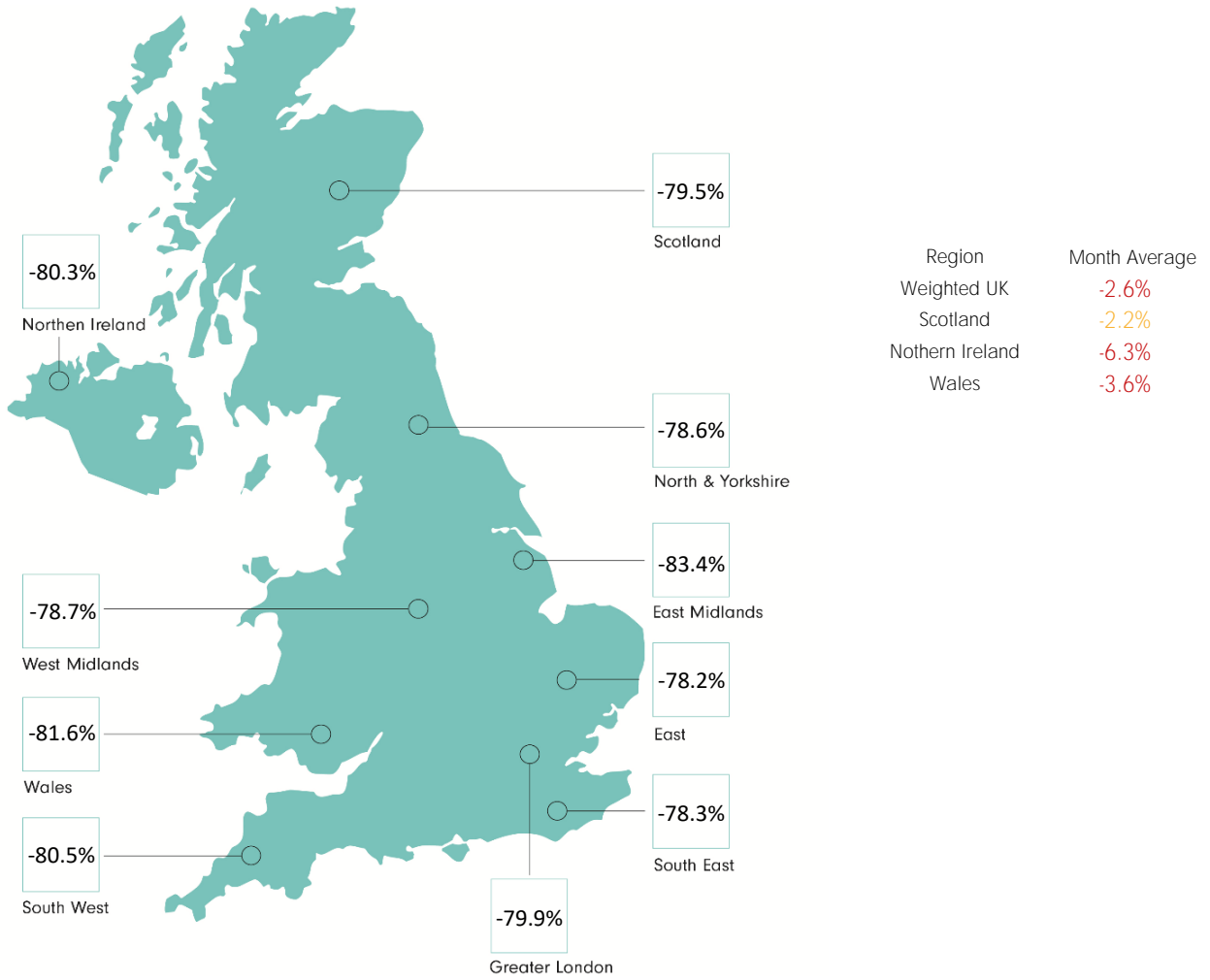


The Weekly Average Total for April 2020 was 116738

The Weekly Average Total for April 2019 was 883826

The Weekly Average Total for April 2020 was -86.79% compared to the previous year

	Total Retail Footfall	High Street	Retail Park	Shopping Centre
April 2020	-80.1%	-83.3%	-68.1%	-84.8%
February - April	-2.6%	-4.4%	-0.1%	-1.5%



Diane Wehrle, Insights Director at Springboard, said:

In the first month in which the UK has been in full lock down footfall across UK retail destinations declined by -80.1%, nearly double that in March when it dropped by -41.3%. This unprecedented drop in customer activity, which is of a magnitude never seen before, was universal across all three destination types - high streets, shopping centres and retail parks. Retail parks continued to fare better against high streets and shopping centres, with a drop in footfall of -68.1%, due to the strong presence of essential food stores.

Despite the lockdown restrictions, and the government urging consumers to stay at home, footfall strengthened slightly in the second half of the month; moving from an average of -81.4% in the first two weeks to -77.4% in weeks three and four. This occurred across all three destination types, but most noticeably in retail parks where the drop in footfall shifted from -70.7% in weeks one and two to -63.3% in weeks three and four. Part of this uplift will be a result of the openings of large DIY and home stores which generated long queues at some retail parks.

What has become clear, but what is not obvious from the headline rate, is the shift in consumer behaviour away from large towns and cities to smaller more local centres. The 20 high streets with the most modest drops in footfall in April (each less than -60%) are all small centres, such as Harold Hill, Prescot, Kenilworth and Dudley. In contrast the 20 high streets with the greatest drops in footfall, which average -89.7%, comprise major city centres and large towns that include Liverpool, Manchester, Nottingham, Bristol and London.

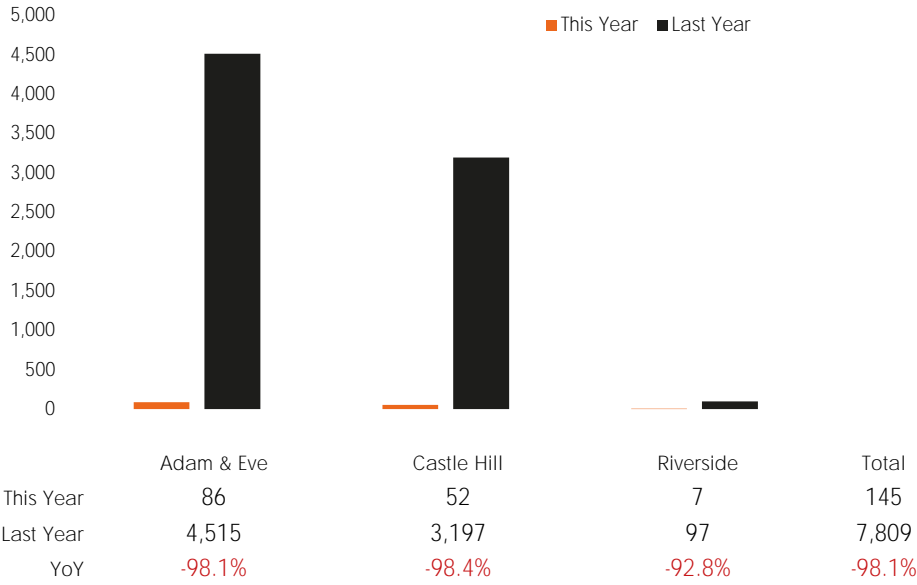
Whilst this is somewhat inevitable given the closure of all but essential stores, it is perhaps indicative of consumers getting into a new rhythm around shopping and working from home. Additionally, the overriding focus on safe shopping and the greater emphasis on community that has come to the fore means that trips to larger towns and cities have been curtailed. Indeed, it is the first evidence available that suggests how consumers may respond to easing of restrictions.

In contrast to pre-Coronavirus days when small high streets were facing an increasing struggle to attract shoppers, the path of recovery for retail may well be led by smaller high streets which can offer both safety and community benefits. For larger destinations, the emphasis on safety suggests that those environments that have the capability to control shopper numbers - such as retail parks and shopping centres - will be the next phase of recovery, followed by large towns and cities which inevitably face issues around pedestrian congestion.

Given the prevailing concern for the safety of both customers and staff post lock down, it is clear that tracking the level of occupancy, and being seen to do so, will

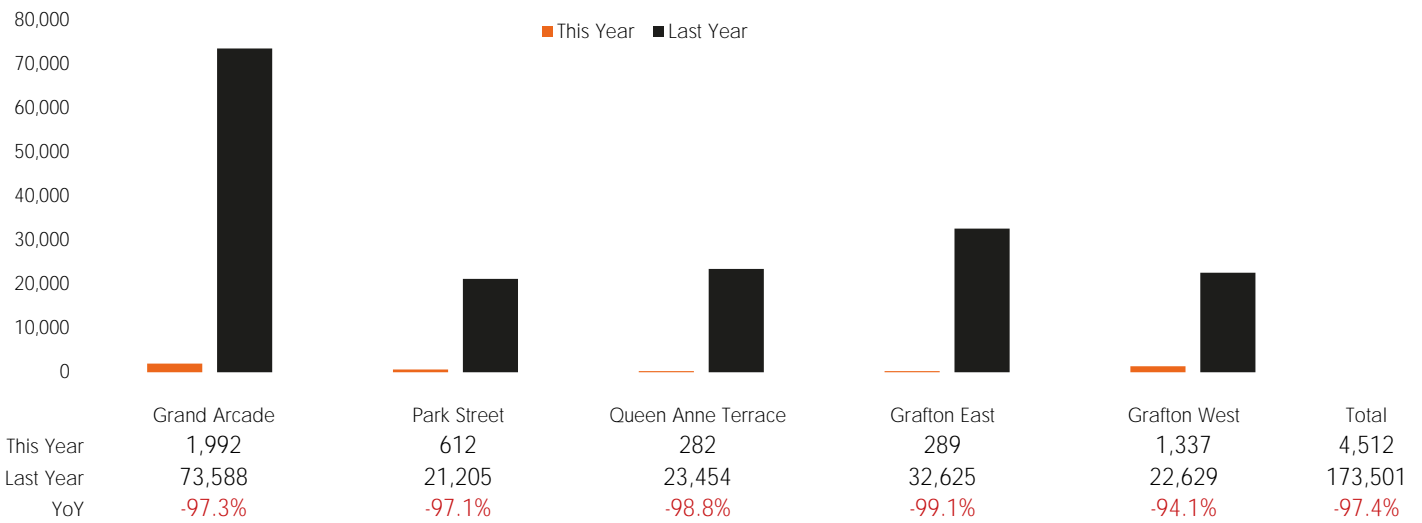


Surface Car Park Usage

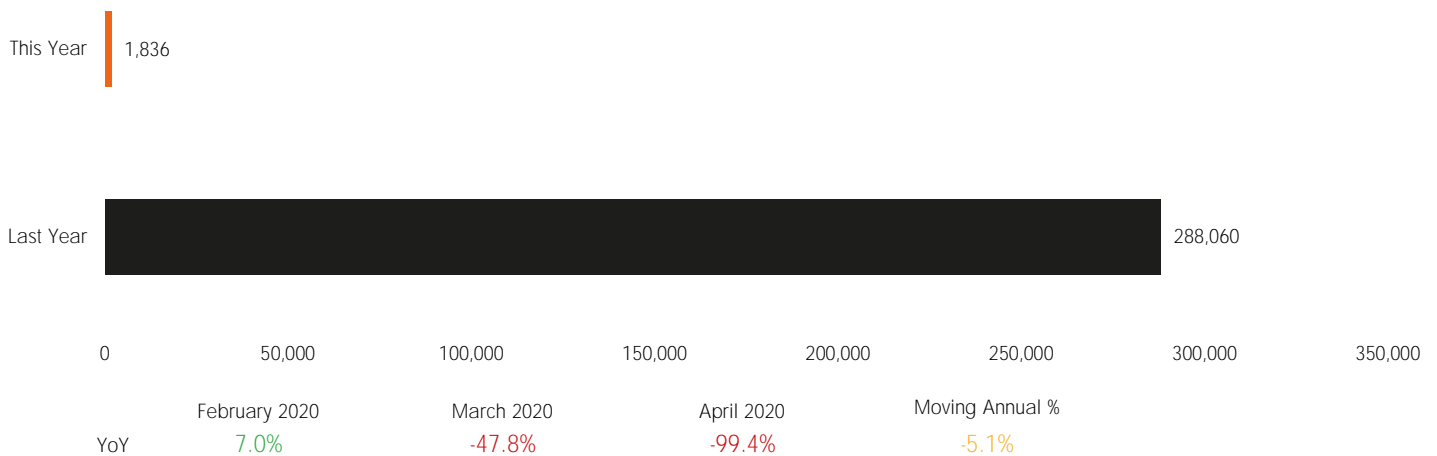


* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

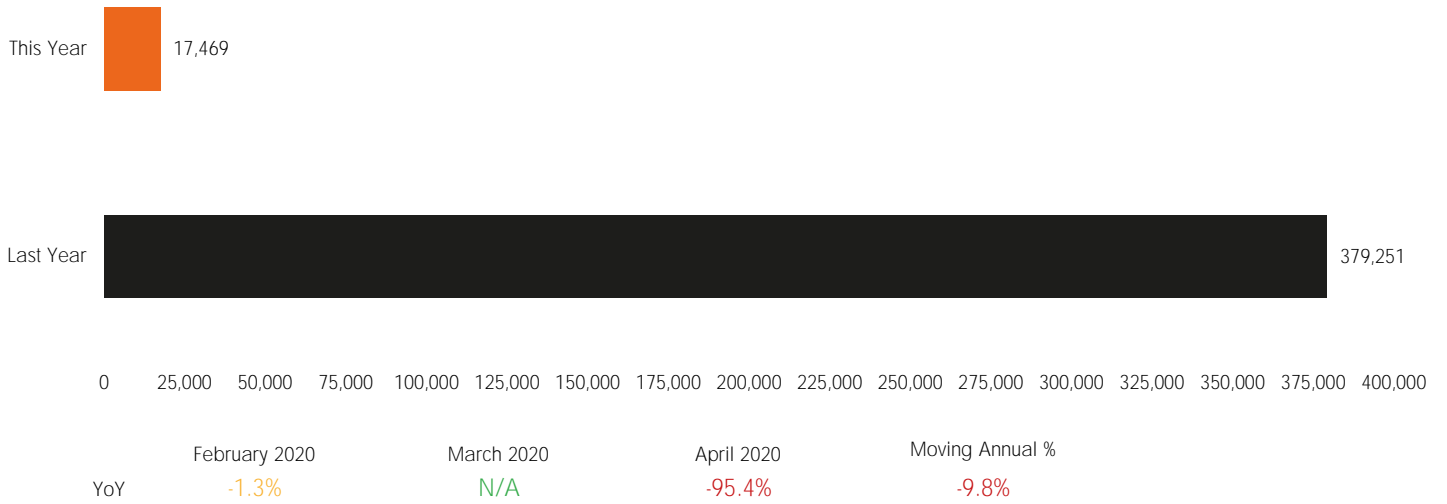
Multi Storey Car Park Usage



Park & Ride Usage



Guided Busway Usage



Note:
 *Cambridge BID have recently started using a new data capture system so we are expecting some variation in the figures
 *Cambridge BID Ambassadors were furloughed for April 2020 and therefore not operating

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