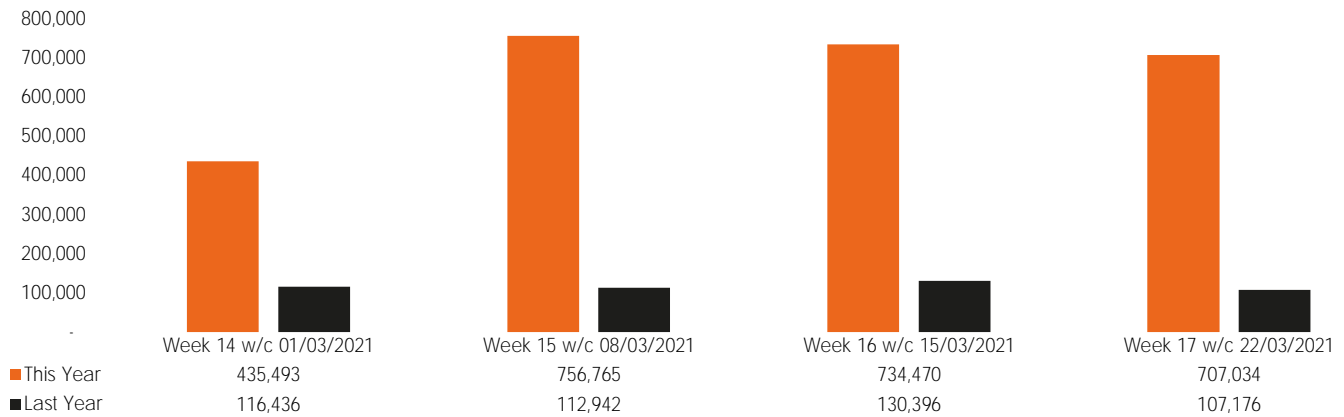


Please Note: This report contains all available data. Some of the data usually available has been impacted by Covid-19 and therefore unable to be included  
 Springboard Benchmarks - YoY

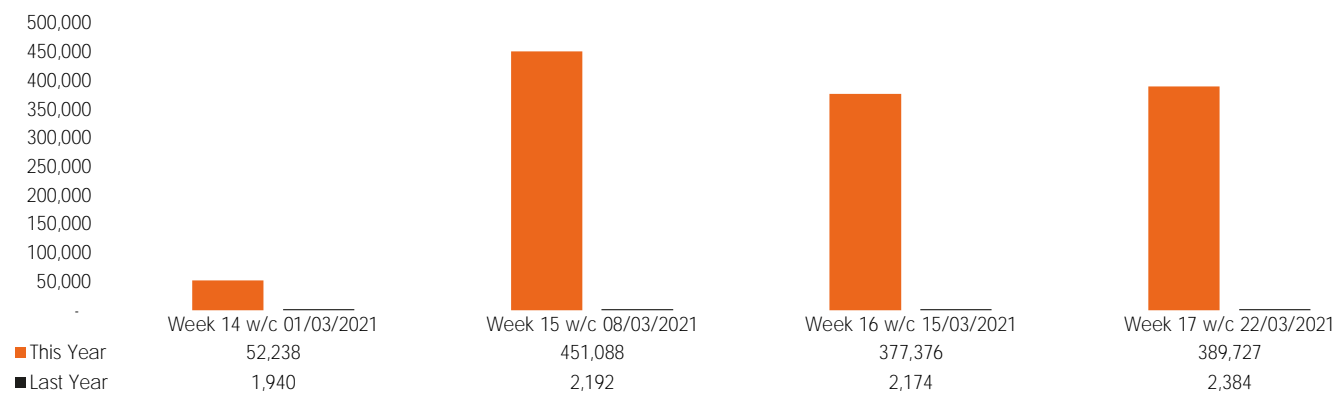
	Shopping Centre Index	High Street Index
Cambridge	14519.4%	464.0%
East	264.0%	236.5%
UK	283.2%	247.7%

### Cambridge City Centre Footfall



The Weekly Average Total for April 2021 was 658441  
 The Weekly Average Total for April 2020 was 116738  
 The Weekly Average Total for April 2021 was 464.04% compared to the previous year

### Cambridge Shopping Centre Footfall

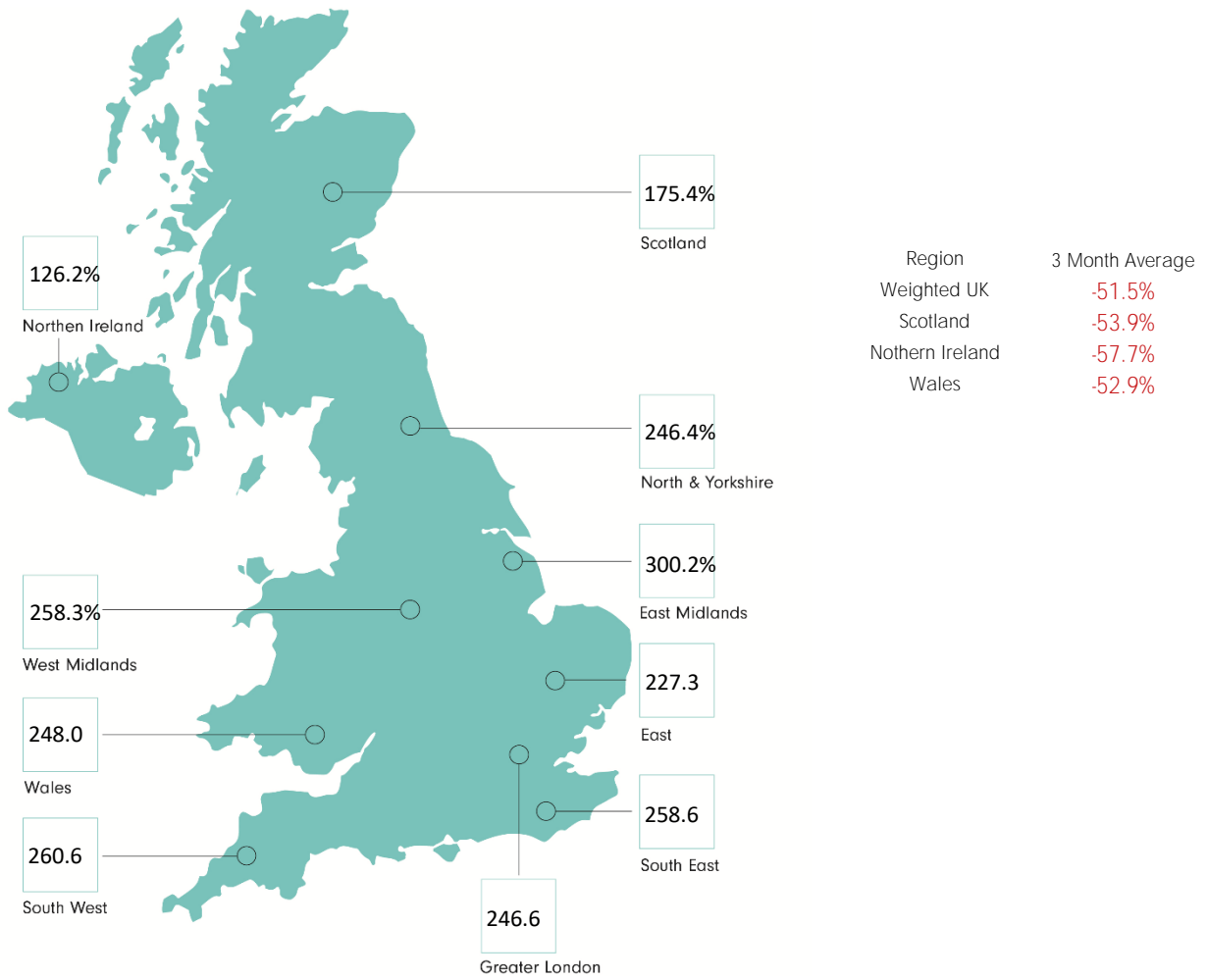


The Weekly Average Total for April 2021 was 317607  
 The Weekly Average Total for April 2020 was 2173  
 The Weekly Average Total for April 2021 was 14519.44% compared to the previous year

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

UK Trends

	Total Retail Footfall	High Street	Retail Park	Shopping Centre
April 2021	240.8%	247.7%	181.0%	283.2%
February - April	-51.5%	-58.4%	-24.4%	-63.2%



Diane Wehrle, Insights Director at Springboard, said:

"April 2021 was most definitely a month defined by the reopening of non-essential retail. Over the month as a whole footfall was -32.7% lower than the 2019, pre-pandemic level, compared with -55.2% in March, but this under-estimates the substantial impact that reopening had on activity in bricks and mortar stores.

In the first week of the month, whilst stores were closed footfall across all retail destinations was -56.5% lower than in 2019, but from the second week onwards footfall was on average just -23.7% lower. And in retail parks - the most resilient of the three destination types in retaining shopper activity - footfall over the month was just -7.4% lower than the 2019 level, shifting from -25.8% in the first week to an average of just -0.9% between the second and fourth weeks.

The results for the month reflect our predictions for a substantial boost to footfall following retail reopening and is evidence of significant pent up consumer demand for bricks and mortar stores. This pent up demand is also reflected in the UK store vacancy rate which strengthened in April to 11.5% from 11.7% in January. At least part of this is likely to be due to the increasing emergence of pop up stores and the trend for digital brands to bring their brands to life via physical space.

With the imminent opening of indoor hospitality in the next two weeks, we are anticipating that the gap between the level of footfall in 2019 and 2021 will narrow further, although the extent to which this occurs will be a function of the degree to which there is a return to office working, the growth in both domestic and overseas tourism in the UK and the impact on employment of the end of the furlough scheme in September."

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

April was a month of two halves with non-essential retail all remaining closed until Monday 12th April. From the 29th March the roadmap out of lockdown allowed the mixing of two households only outside and for the return of organised outdoor sport. In Cambridgeshire the two weeks from the 29th March - 11th April were also the school Easter holidays. From Monday 12th April non-essential retail was allowed to open and outdoor hospitality. Self-contained accommodation and most outdoor attractions were allowed to reopen as were hairdressers and other personal care services.

In terms of context, it is important to remember that in comparing April 2021 with April 2020, we are comparing a month of partial lockdown and reopening against April 2020 which was when the Country was in the middle of the first national lockdown.

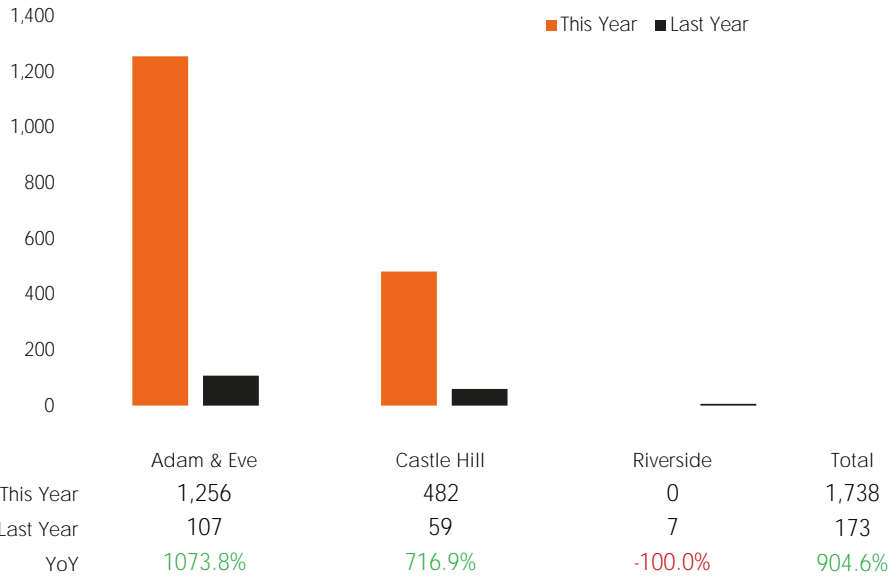
Overall High Street footfall in Cambridge was 464% UP in April 2021 compared to April 2020, this compares to a UK average of 247.7% UP and clearly reflects the Easter Holidays and the reopening of non-essential retail from the 12th April. Shopping Centre footfall in April 2021 was significantly higher compared to April 2020 when all shopping centres were closed as part of the first national lockdown.

Multi-storey car park data shows that car parks were UP 2187.5% in April 2021 compared to April 2020. Surface car parks were also 904.6% UP for the same period. Park & Ride services returned on the 12th April and as such April 2021 was 3472% up on April 2020. Guided Busway Services were UP 606.9% for April 2021 as people started to return to work.

The Cambridge BID Ambassador team returned to work on the 12th April as Cambridge reopened so Cambridge BID data is available again. The Ambassador team were furloughed in April 2020 so comparison between this year and last is not possible.

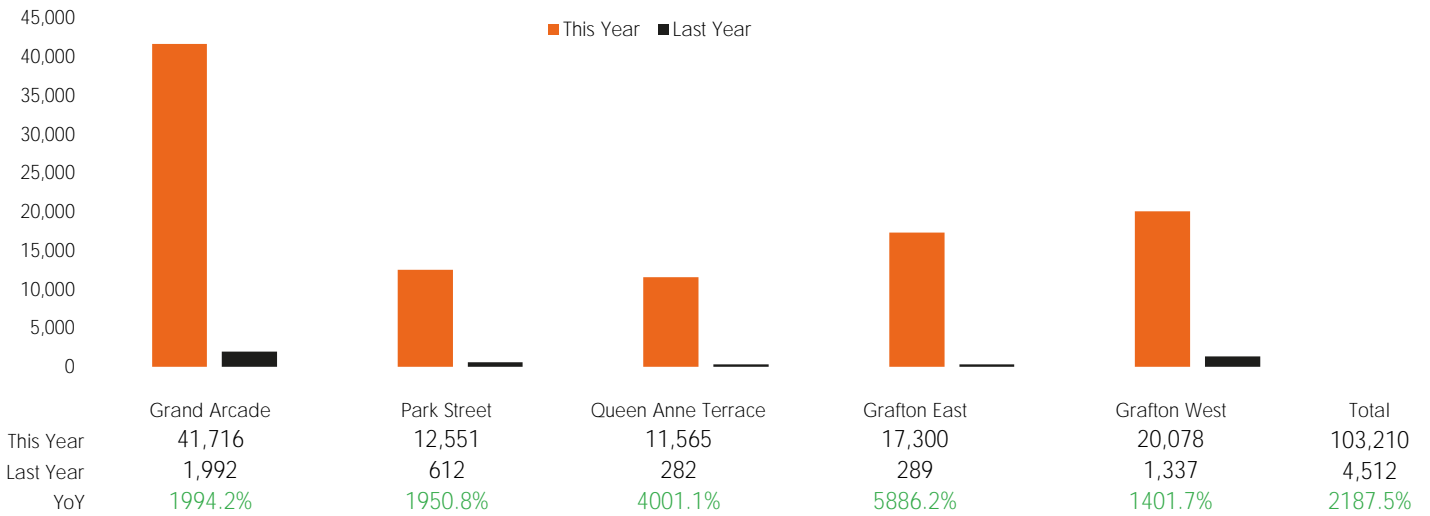


## Surface Car Park Usage



\* 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

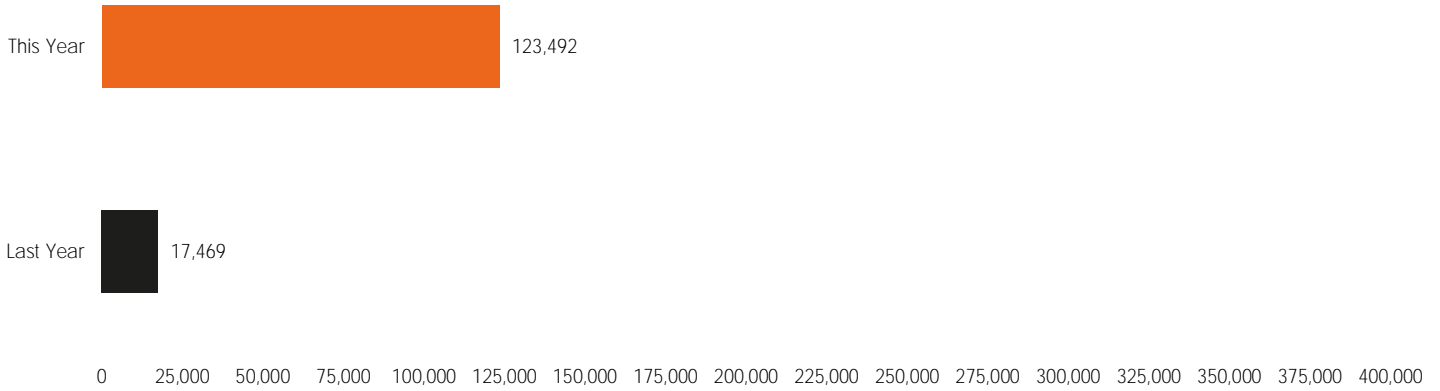


## Park & Ride Usage



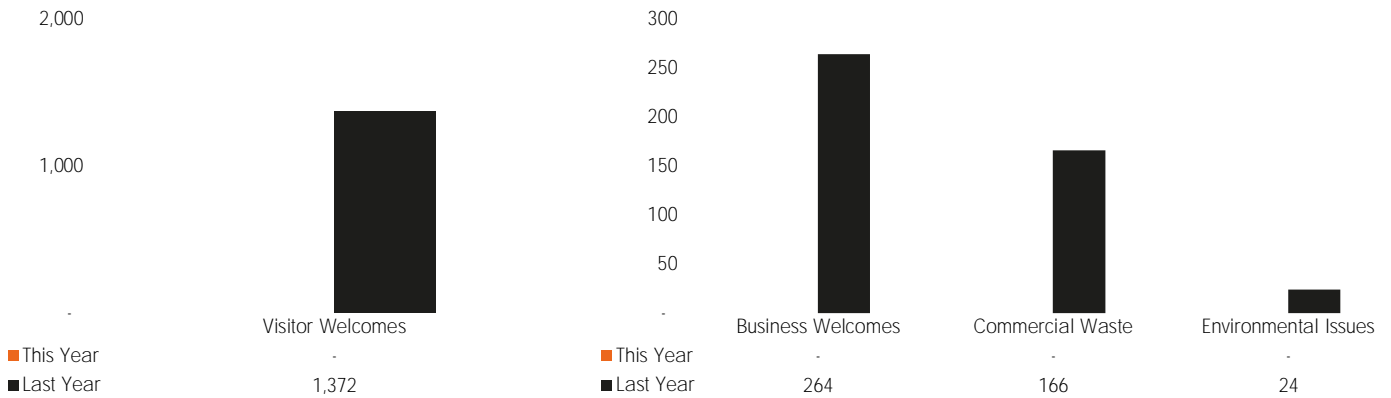
	February 2021	March 2021	April 2021	Moving Annual %
YoY	-99.9%	-99.9%	3472.0%	-80.8%

### Guided Busway Usage



	February 2021	March 2021	April 2021	Moving Annual %
YoY	-85.0%	-58.7%	606.9%	-74.9%

### Cambridge BID Data



Note:  
 \*Cambridge BID Ambassadors Team were furloughed during April 2020 due to lockdown 1

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