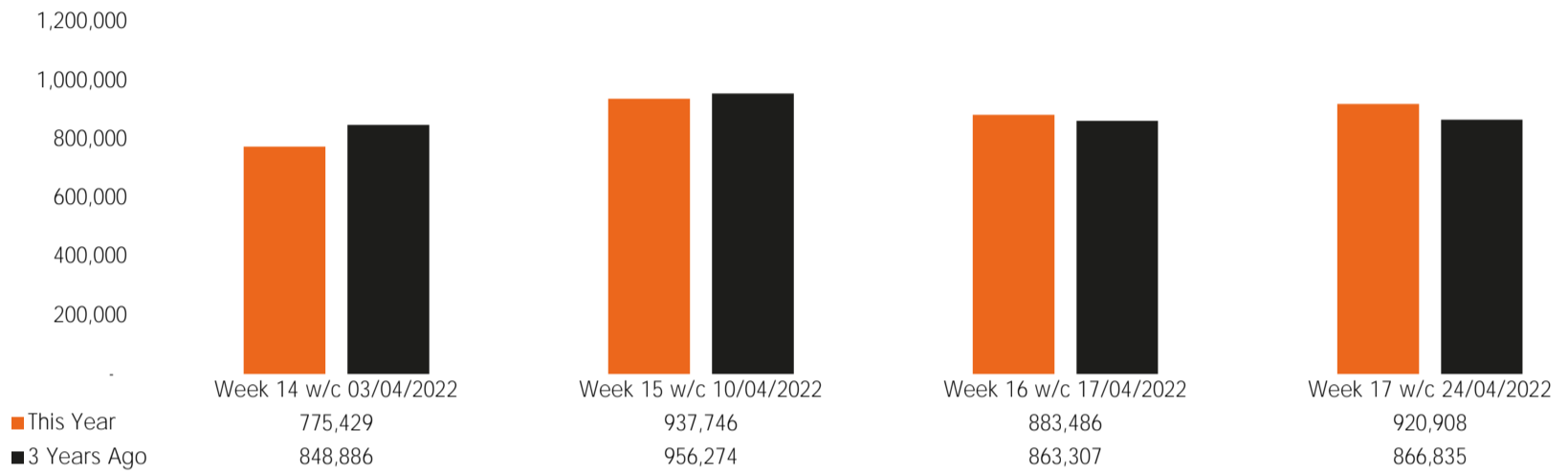


Please Note: This report contains all available data. Some of the data usually available has been impacted by Covid-19 and therefore unable to be included

Springboard Benchmarks - vs 2019

	Shopping Centre Index	High Street Index
Cambridge	-23.1%	-0.5%
East	-20.3%	-14.0%
UK	-20.3%	-18.5%

Cambridge City Centre Footfall

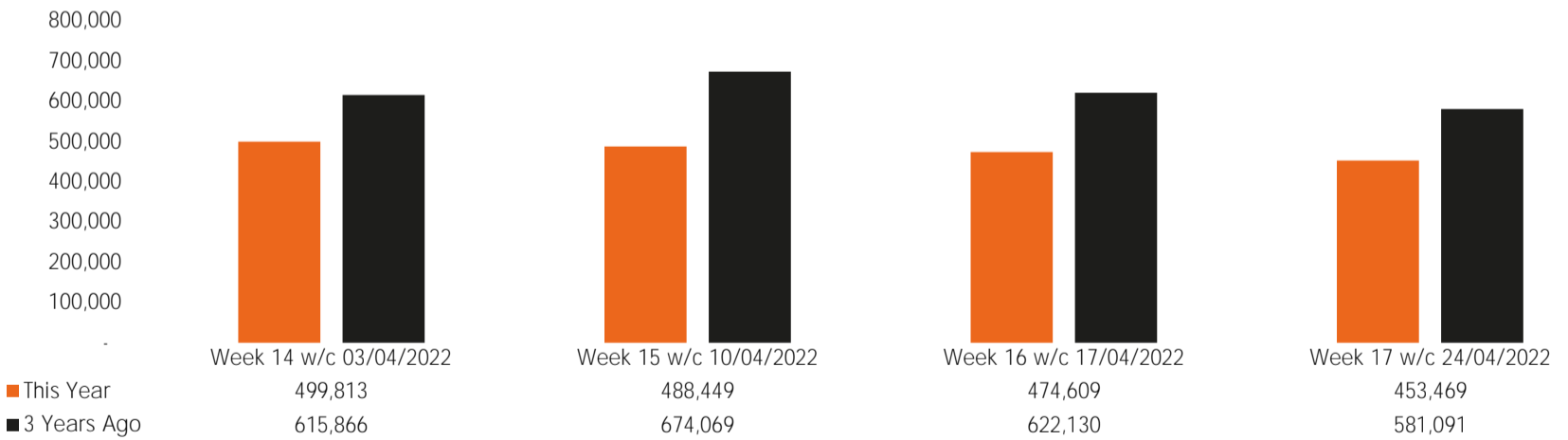


The Weekly Average Total for April 2022 was 879392

The Weekly Average Total for April 2020 was 883826

The Weekly Average Total for April 2022 was -0.50% compared to 2019

Cambridge Shopping Centre Footfall



The Weekly Average Total for April 2022 was 479085

The Weekly Average Total for April 2020 was 623289

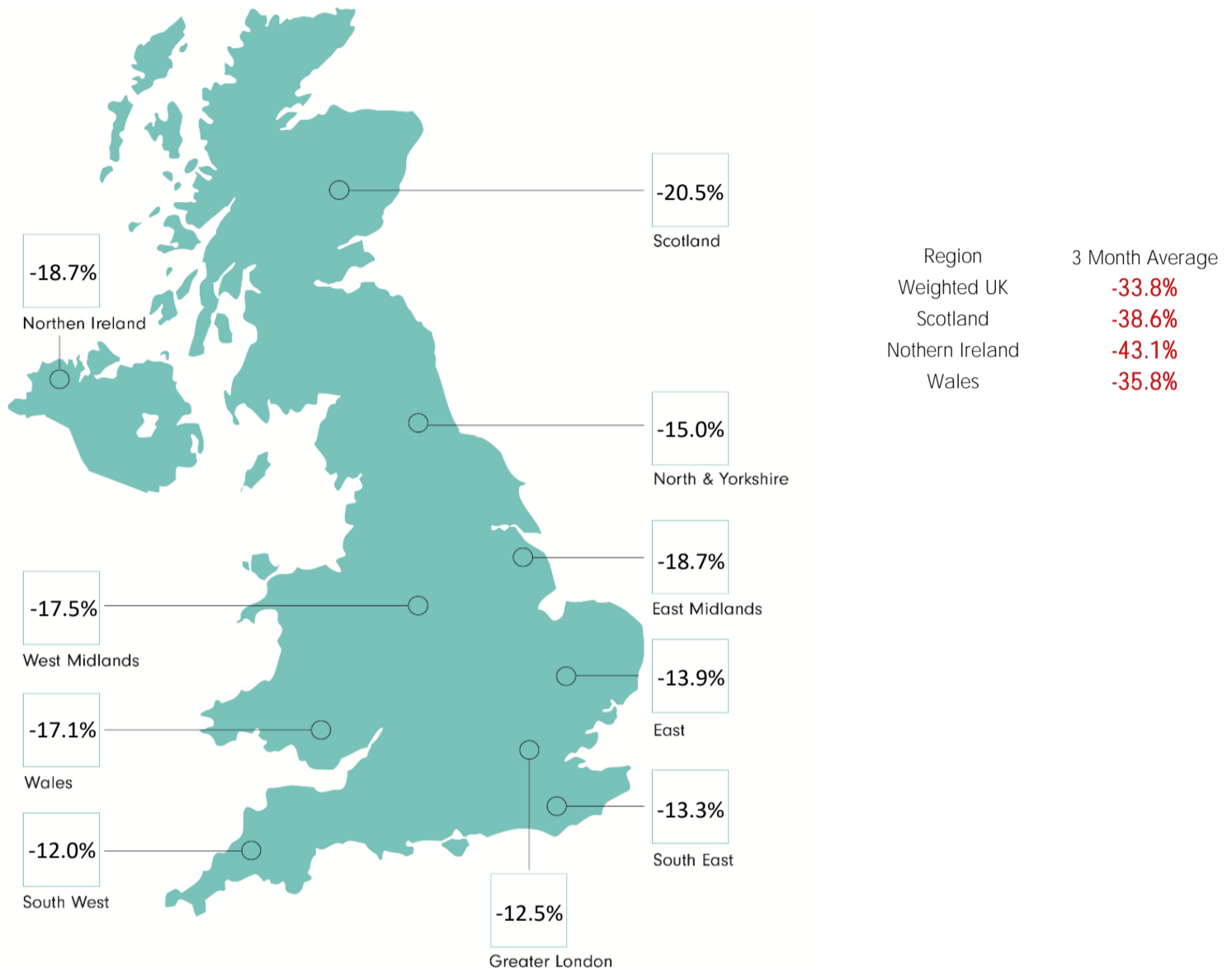
The Weekly Average Total for April 2022 was -23.14% compared to the 2019

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 2022	-15.9%	-18.5%	-5.3%	-20.3%
February - April	-33.8%	-39.8%	-13.7%	-40.6%



Diane Wehrle, Insights Director at Springboard, said:

"Footfall in UK retail destinations fell back once again in April 2022, albeit only marginally to -15.9% below from -15.3% in March 2022. It seems that the month was only really salvaged by Easter in the second week of the month, when footfall rose by +9.1% from the week before compared with a week on week drop across the remaining three weeks that averaged -1.1%.

Despite the absence of any noticeable boost in footfall in April, Springboard's town centre sales tracker identified that sales in physical stores in April remained positive, with increases from 2019 across a number of key retail categories: department stores (+9.7%), food and beverage (+5.9%), fashion (+3.7%), health and beauty (+2.5%) and jewellery (+16.7%).

So, it seems that whilst consumer activity in stores and destinations is not bouncing back to the pre-pandemic level, those consumers who remain insulated from increasing cost of living pressures are still spending, undoubtedly supported by the fact that many will have not had the opportunity to shop in store since the start of the pandemic and have additional savings available to them.

The issue for retail is whether the result for April is a precursor to a contraction in retail consumer activity over the forthcoming months, as strong inflationary pressures start to hit household budgets that are forecast to become of far greater significance as we move through 2022."

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

"The April Cambridge Performance Report again looks at 2022 against 2019 to compare this year with pre-Covid. High Street footfall in April performed well again, down only 0.5% in April 2022 compared to April 2019. This is a significantly better position than both the East and UK averages of -14% and -18.5% respectively. Shopping Centre footfall in Cambridge in April 2022 was 23.1% down compared to April 2019 which is in line with the East and UK averages of 20.3% down.

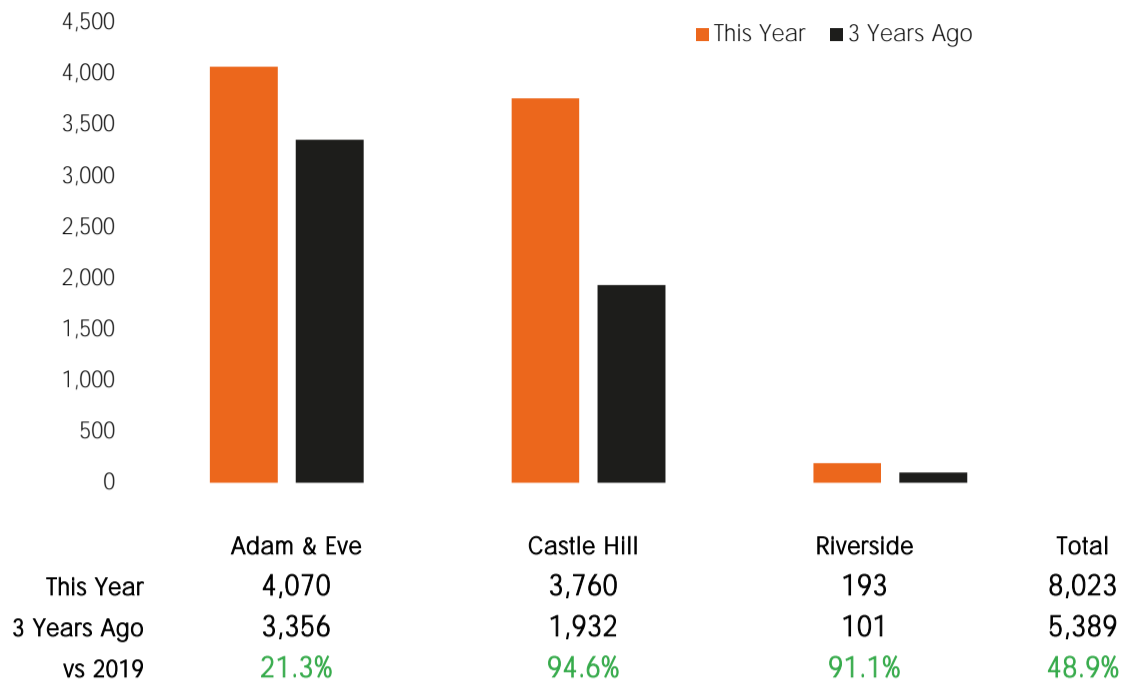
Multi Storey Car Park Usage in April 2022 was only 1.7% down overall when compared to 2019 (based on the car parks currently open). Grand Arcade car park saw an increase of 2.7% in usage in April 2022 compared to April 2019. This increase, along with the overall picture needs to be understood in the context of Park Street car park currently being closed, which wasn't the case in 2019. On-Street car parking in April 2022 was up 48.9% overall compared to April 2019 with much greater usage of the spaces on Castle Hill and Riverside.

Park & Ride usage in April 2022 compared to April 2019 was 20.5% down but the figures for 2022 show a continually improving picture with every month so far this year getting closer to 2019 figures. The Guided Busway usage in April 2022 was 44.5% down compared to April 2019 – whilst many people have returned to offices, the increase in popularity of hybrid working patterns is likely to still be having an impact on Guided Busway usage.

The Cambridge BID Ambassador team is smaller than in 2019 and has been impacted by current recruitment challenges across the sector. Despite these challenges the team still delivered nearly 2000 visitor welcomes in April 2022 assisting those coming to Cambridge to ensure they can make the most of their stay."

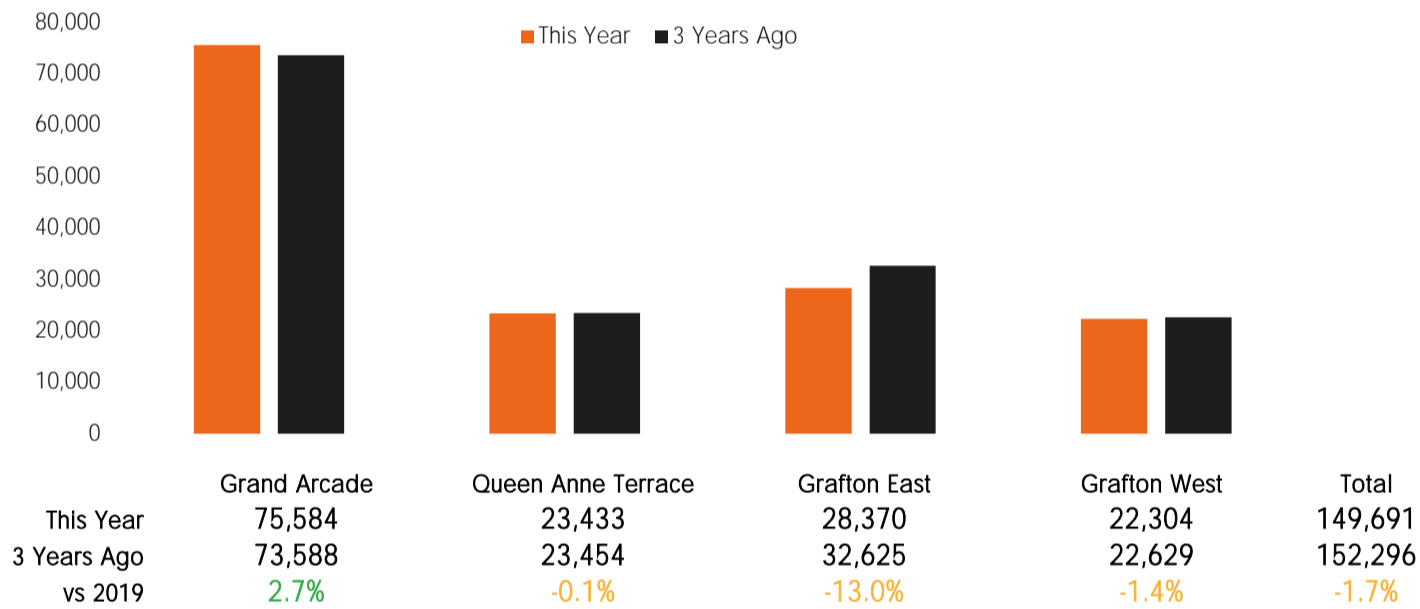


Surface Car Park Usage

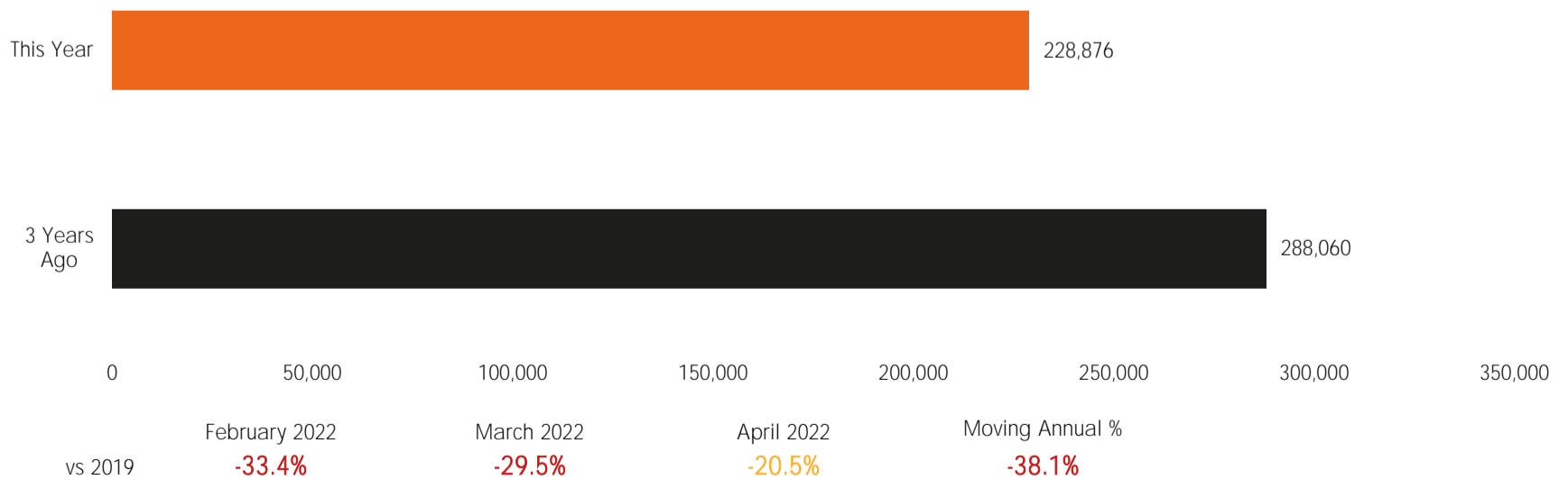


* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

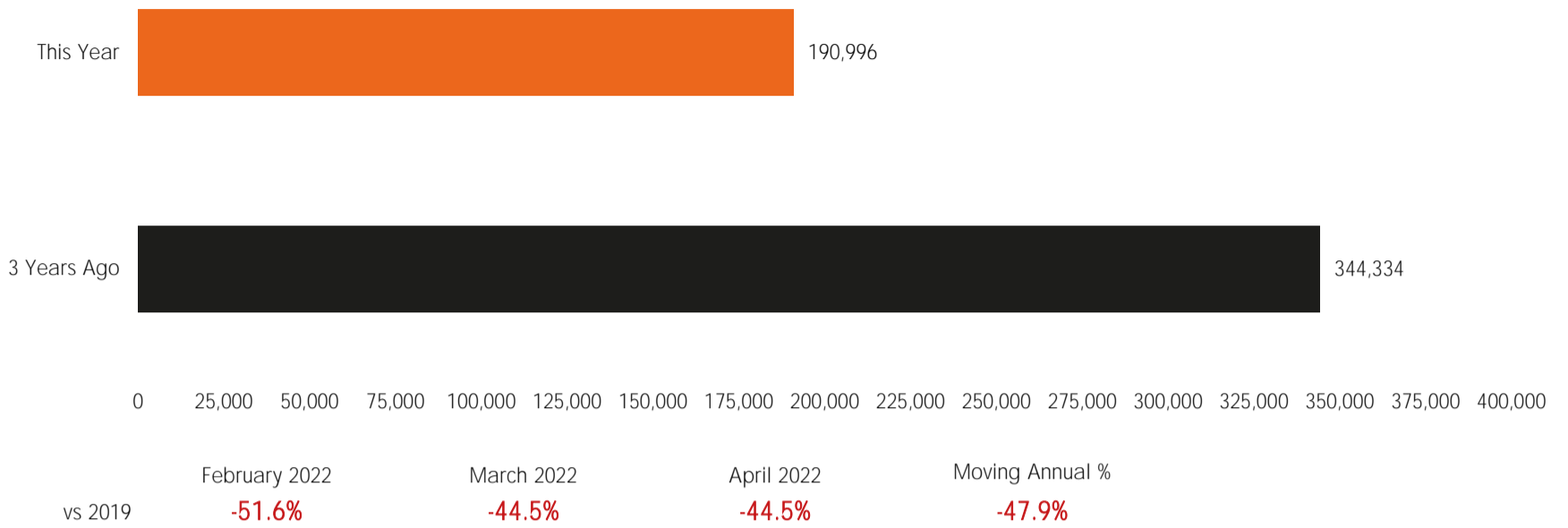
Multi Storey Car Park Usage



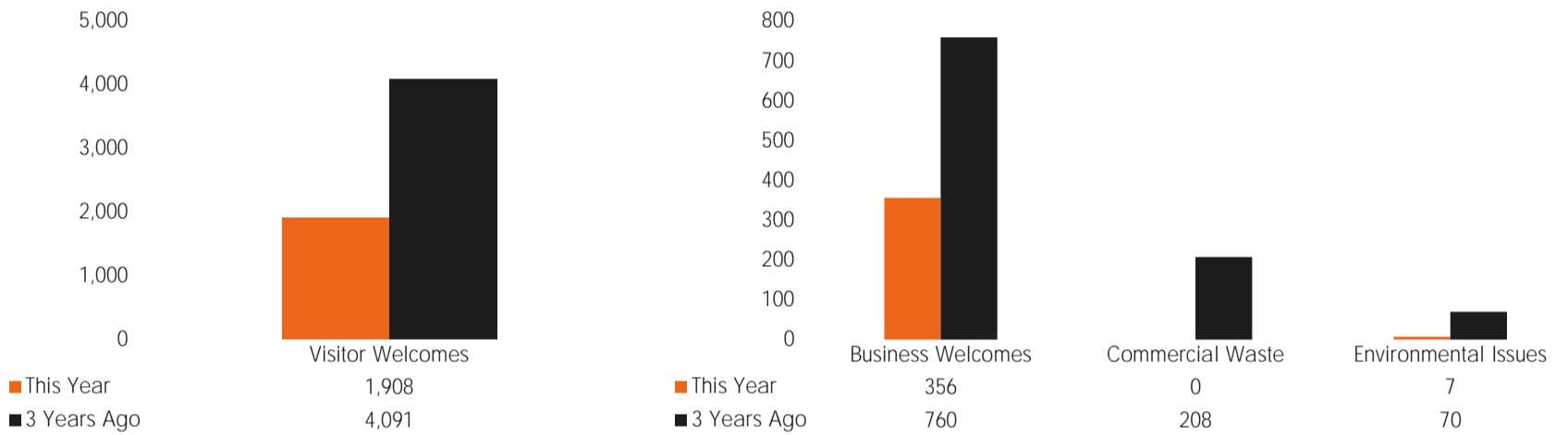
Park & Ride Usage



Guided Busway Usage



Cambridge BID Data



Note:
 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