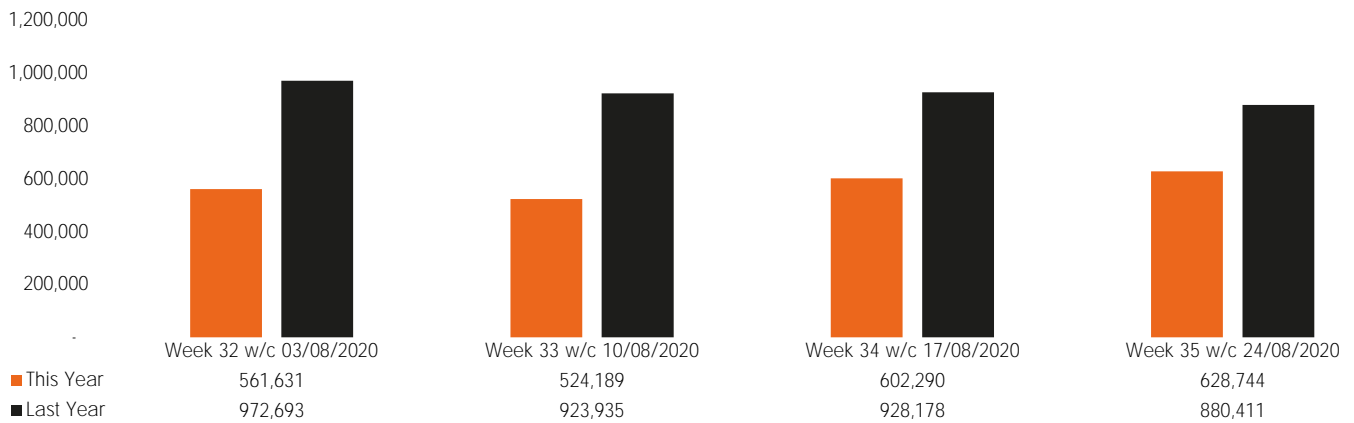


Please Note: This report contains all available data. Some of the data usually available has been impacted by Covid-19 and therefore unable to be included

Springboard Benchmarks - YoY

	Shopping Centre Index	High Street Index
Cambridge	-40.5%	-37.5%
East	-34.5%	-30.7%
UK	-33.9%	-38.3%

Cambridge City Centre Footfall

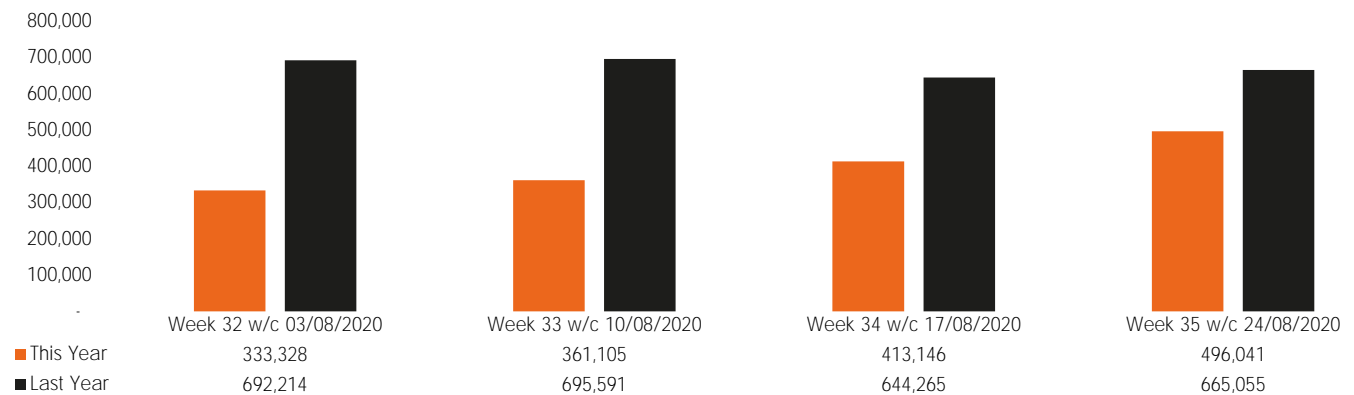


The Weekly Average Total for August 2020 was 579214

The Weekly Average Total for August 2019 was 926304

The Weekly Average Total for August 2020 was -37.47% compared to the previous year

Cambridge Shopping Centre Footfall



The Weekly Average Total for August 2020 was 400905

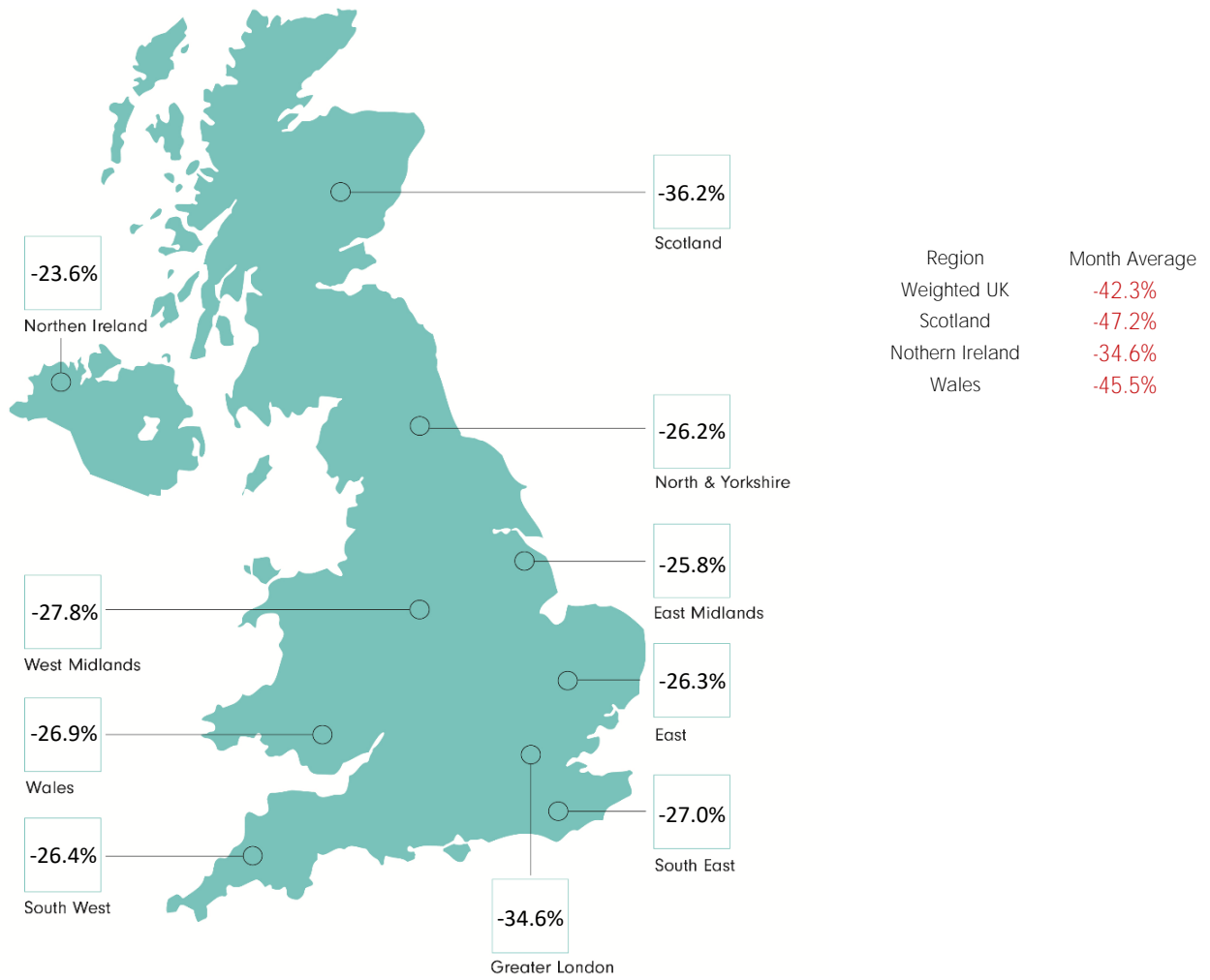
The Weekly Average Total for August 2019 was 674281

The Weekly Average Total for August 2020 was -40.54% 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
August 2020	-30.8%	-38.3%	-11.1%	-33.9%
June - August	-42.3%	-50.2%	-21.1%	-46.1%



Diane Wehrle, Insights Director at Springboard, said:

In August, UK retail footfall continued to strengthen for the third consecutive month, with a drop of -30.8% from last year, as the Government's 'Eat Out to Help Out' scheme enticed visitors back to UK retail destinations. All three destination types benefited, although retail parks remain a clear winner in the competition for shoppers, with footfall in July just 11.1% lower than in 2019.

Despite the growth, the rate of improvement was only around half that in June and July 2020 when non-essential retail stores and hospitality reopened following the lockdown, suggesting that the climb back to pre-COVID footfall levels is going to be a steep one. It is clear that footfall has only been marginally boosted by the government support initiatives, and the ONS have reported that non-food spending remains lower than in February 2020. With the news this month of the UK officially going into recession and the impending end to the furlough scheme in two months which is likely to see unemployment levels rise, it appears that the retail sector is standing at the edge of a trading precipice.

As many continue to work from home and shop locally, smaller high streets have continued to benefit: footfall in market towns was down by -26.6% on last year in August versus -38.3% across all UK high streets. Coastal towns have also performed strongly with footfall down -24.4% from August 2019, as the shifting quarantine regulations have led to a summer of staycations.

The reality of the new normal has already started to bite, with Springboard's latest vacancy rate data reflecting the widespread store closures announced by large retail and hospitality operators. Representing those stores and outlets that have ceased trading rather than not having yet reopened, the UK vacancy rate rose in July 2020 to 10.8% from 9.8% in January 2020 which means it is now at the highest level since January 2014. Vacancies rose in six out of ten geographies across the UK, but by far the greatest increase occurred in Greater London where the vacancy rate rose by nearly two-thirds. With Central London dominating Greater London in terms of footfall volume, this result brings into sharp focus the difficulties faced by large cities in attracting customers back and the impact of this on our bricks and mortar retail landscape.

The importance of large cities in the ongoing evolution of bricks and mortar retailing needs to be emphasised; in 2019 regional cities across the UK attracted three times the volume of footfall compared to UK high streets, and these greater volumes of footfall are required to support new store formats and environments now demanded by shoppers. But with footfall in regional cities still 50.3% lower than in 2019 versus an annual decline of just -11.1% in retail parks it suggests that out of town locations may become even more attractive to retailers.

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

High Street Footfall in August was just ahead of the UK average. Cambridge High Street Footfall in August 2020 was 37.5% down on August 2019 compared with a UK decrease of 38.3%. Shopping Centre footfall however was 40.5% down compared to August 2019. The end of the month was significantly better, week 35 was under 30% down in a year on year comparison. A mix of good weather and staycation **benefits, the impact of 'Eat Out to Help Out' and growing consumer confidence** were likely to be factors in the strong end to August.

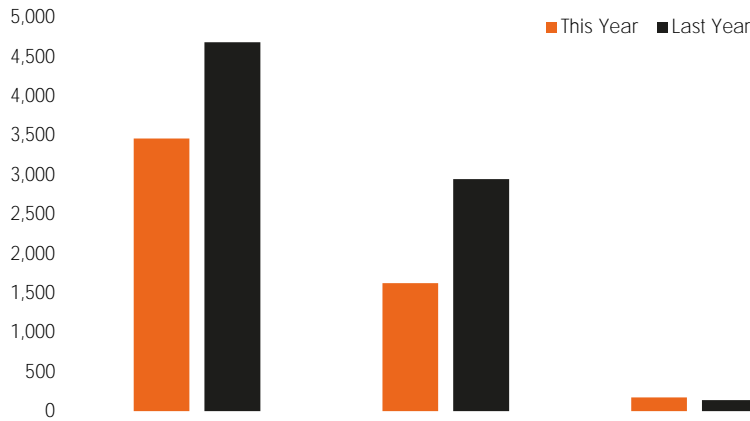
Cambridge continued in August to offer parking at all multi-storey car parks for £1 per hour which has had a positive impact on usage. Multi storey car park usage was 11% down in August 2020 compared to 2019. Grafton West was 0.1% up in August 2020 compared to August 2019 and Grand Arcade only 4.6% down.

Park & Ride and Guided Bus usage continue to be affected by Government messaging regarding working from home where possible and limiting your travel. Park & Ride usage was down 68.4% in August 2020 compared to August 2019 as a result and Guided Busway was even more impacted with a 71% reduction in passengers in August 2020 compared to August 2019.

Understandably with numerous international travel restrictions and a smaller team of Ambassadors on street the number of visitor welcomes in August 2020 was down compared to August 2019. In August 2019, a team of six Ambassadors would have been on street and Cambridge would have seen a significant number of international visitors. During August, a team of 3 Ambassadors were on street and the number of visitors significantly down as footfall has indicated. The Cambridge BID Ambassadors continue to play a significant business support role and more business visits were recorded in August 2020 compared to August 2019. Ambassadors have been issuing COVID floor stickers for queue management for **example, something that wasn't required in August 2019.**



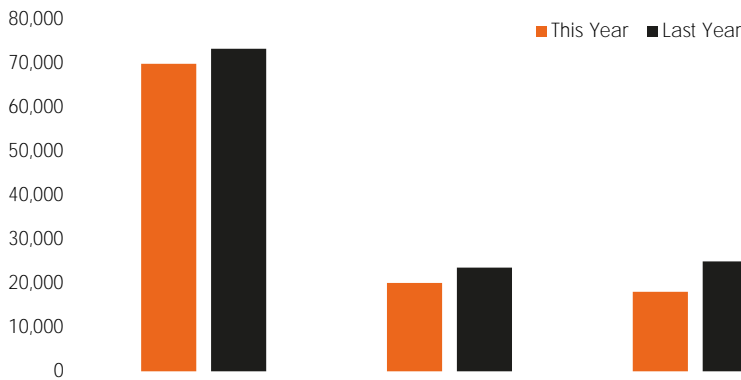
Surface Car Park Usage



	Adam & Eve	Castle Hill	Riverside	Total
This Year	3,465	1,627	176	5,268
Last Year	4,688	2,950	139	7,777
YoY	-26.1%	-44.8%	26.6%	-32.3%

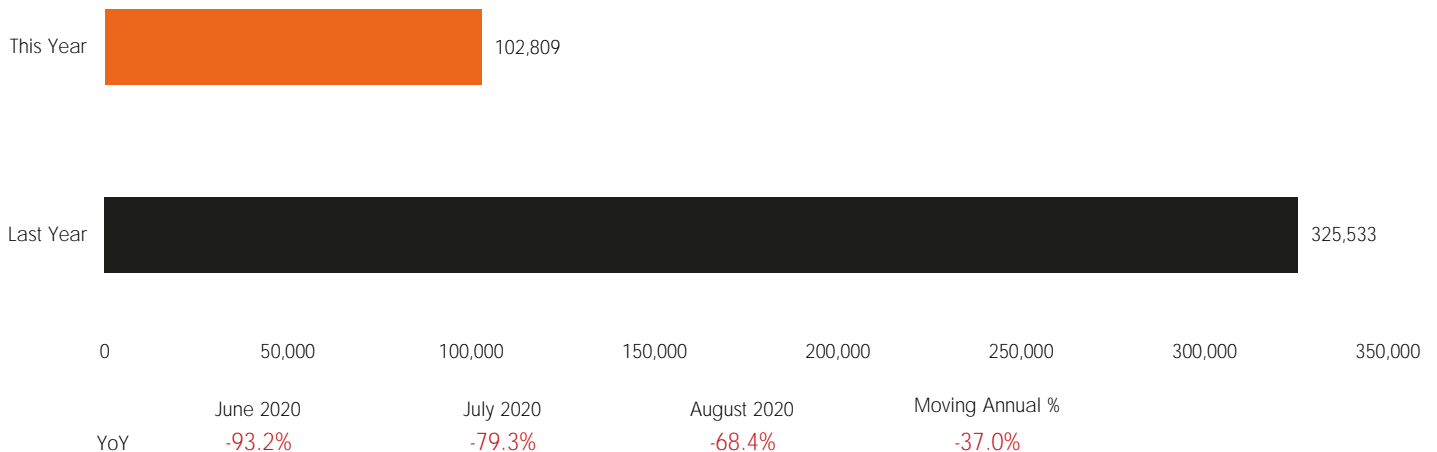
* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

Multi Storey Car Park Usage

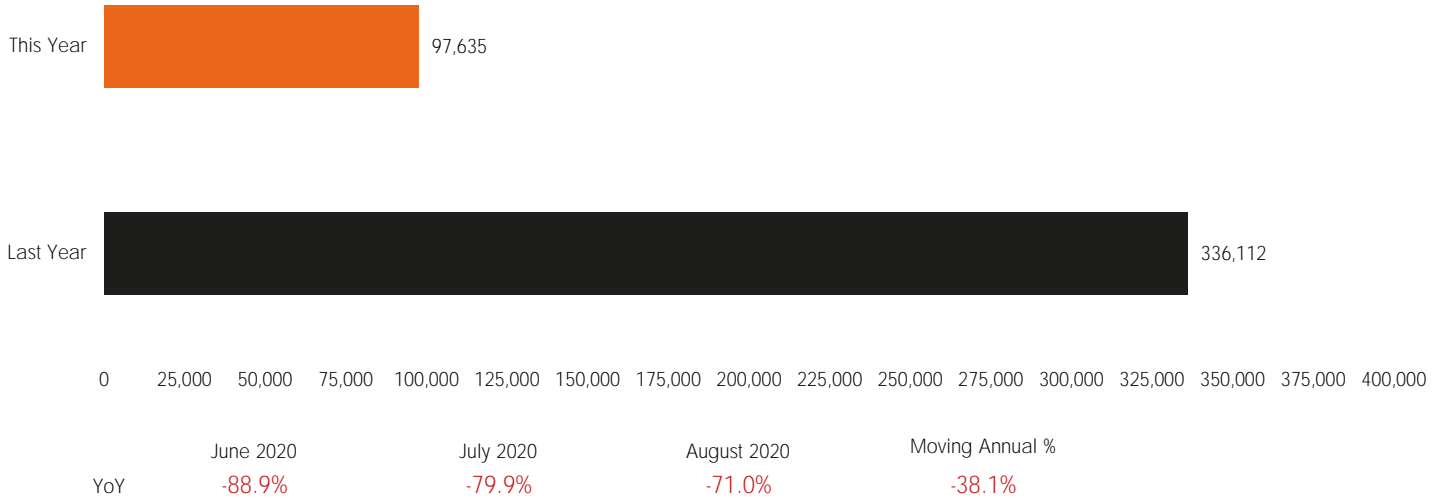


	Grand Arcade	Park Street	Queen Anne Terrace	Grafton East	Grafton West	Total
This Year	69,881	20,109	18,078	27,154	22,542	157,764
Last Year	73,266	23,591	24,952	32,842	22,525	177,176
YoY	-4.6%	-14.8%	-27.5%	-17.3%	0.1%	-11.0%

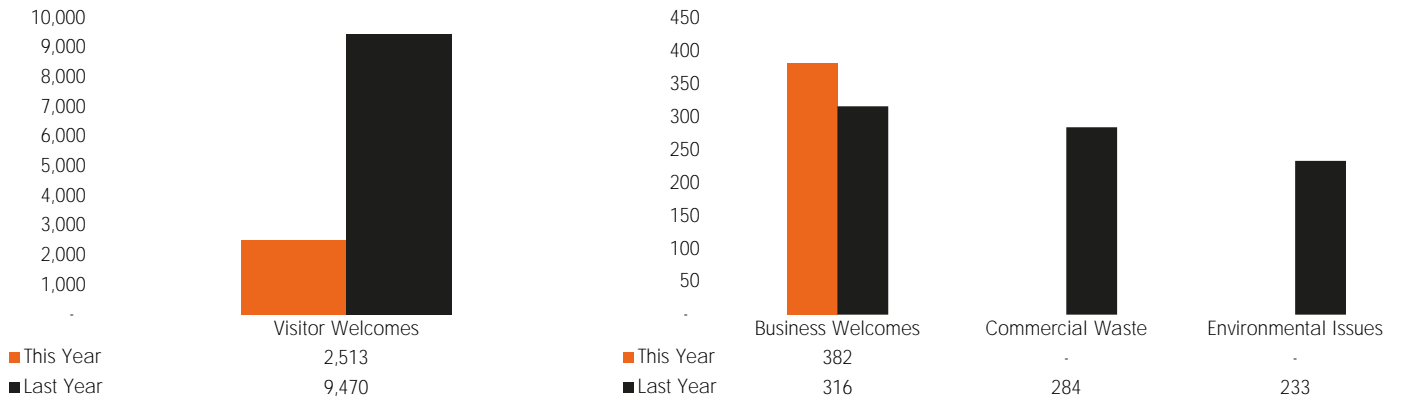
Park & Ride Usage



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

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