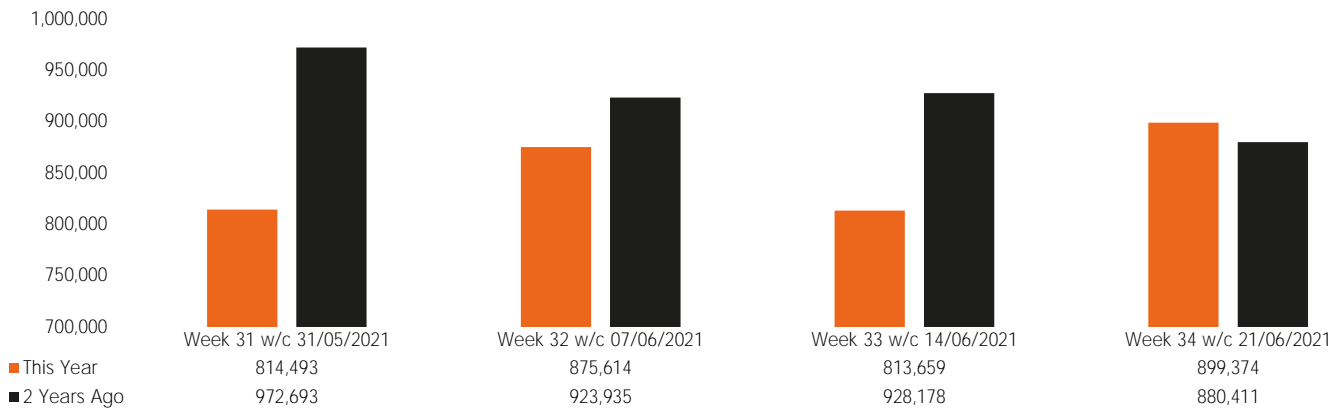


Please Note: This report contains all available data. Some of the data usually available has been impacted by Covid-19 and therefore unable to be included
 Springboard Benchmarks - YoY

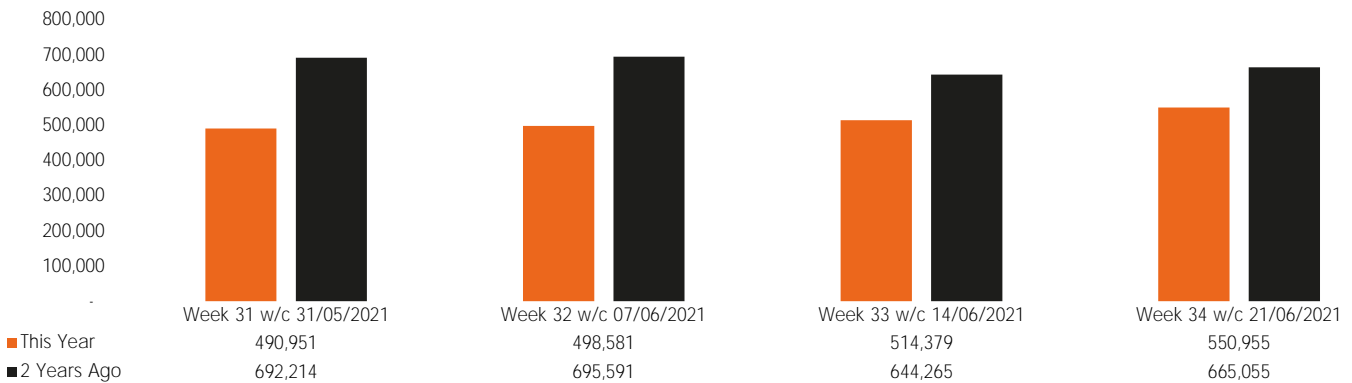
	Shopping Centre Index	High Street Index
Cambridge	-23.8%	-8.2%
East	-22.3%	-20.0%
UK	-24.0%	-23.5%

Cambridge City Centre Footfall



The Weekly Average Total for August 2021 was 850785
 The Weekly Average Total for August 2019 was 926304
 The Weekly Average Total for August 2021 was -8.15% compared to 2019

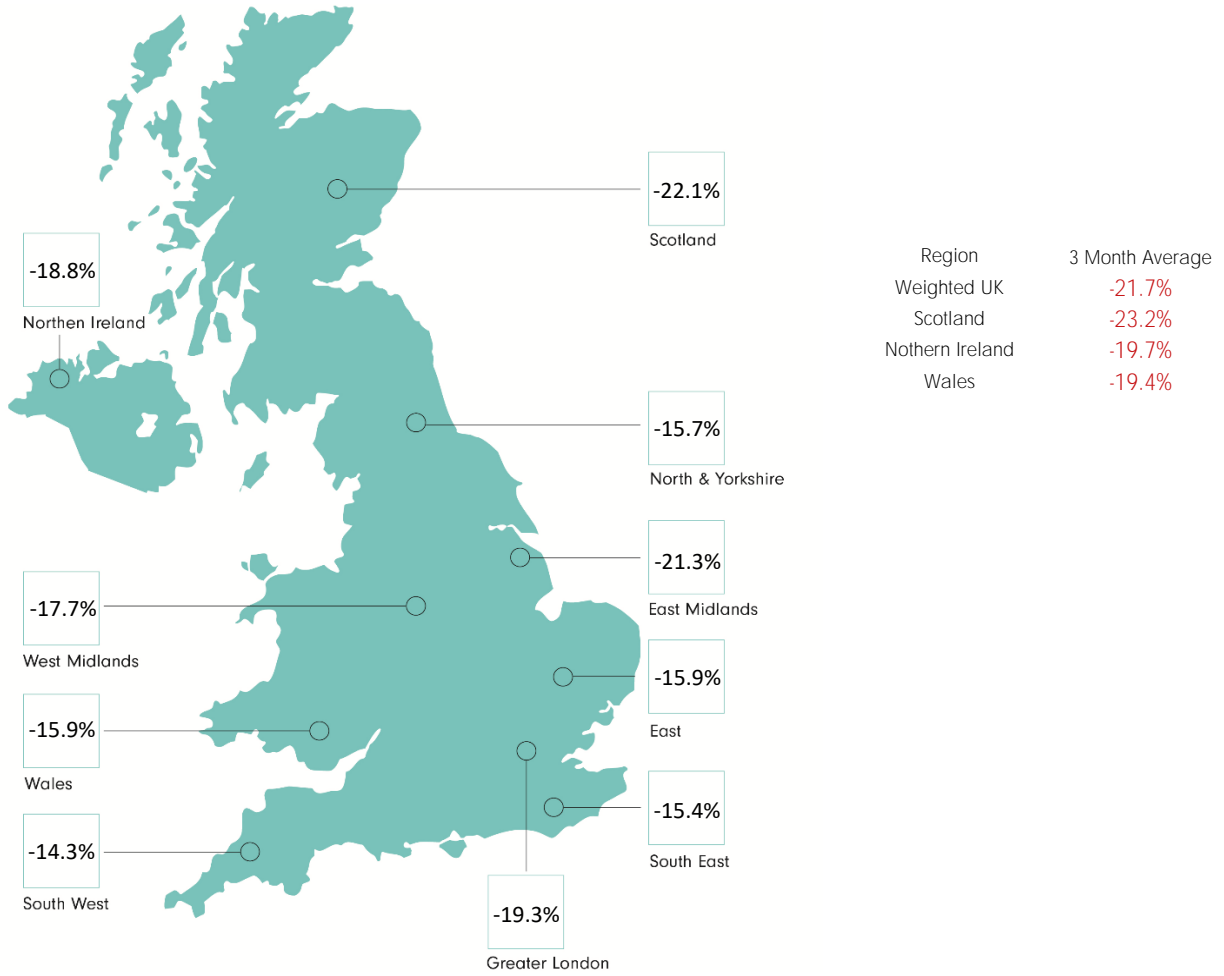
Cambridge Shopping Centre Footfall



The Weekly Average Total for August 2021 was 513717
 The Weekly Average Total for August 2019 was 674281
 The Weekly Average Total for August 2021 was -23.81% compared to the 2019

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 2021	-18.6%	-23.5%	-2.4%	-24.0%
June - August	-21.7%	-27.1%	-3.6%	-27.7%



Diane Wehrle, Insights Director at Springboard, said:

"Footfall in August suggests the month was a turning point for bricks and mortar retail; not only was there was a strong recovery in overall footfall from July of around a quarter (from -24.2% in July to -18.6% in August), but the gap from the 2019 footfall level was less than -20% for the first time since the start of the pandemic. What is even more encouraging is that the indications were positive for all three destination types; in both high streets and shopping centres the gap from 2019 dropped below -25% for the first time, and in retail parks footfall was only marginally below the level two years ago.

It seems that the popularity of staycations and daycations in August bolstered footfall activity, particularly in high streets. Although the lack of office workers and overseas tourists continued to impact Central London with footfall in August -38% below the 2019 level, it strengthened considerably from -50.4% in July and is expected to continue to do so in September. Despite restrictions being lifted for overseas travel, it is clear that Brits chose to stay home for the summer which gave a welcome boost to high streets and particularly those that are attractive visitor destinations such as coastal and historic towns. In large cities outside of the capital, the improvement in footfall in August was nearly double that in smaller high streets, putting them at a comparable level versus 2019 for the first time.

These results reflect the findings of the Springboard UK Retail Consumer Report for August which identified that 89% of consumers feel some degree of comfort in visiting retail destinations and 50% are completely comfortable in making trips. The report also found 47% of consumers visit bricks and mortar destinations at least once a week, far more than in the US where only 28% of consumers do so.

This boost puts bricks and mortar retail in a good place at what is the start of Q4, leading up to the peak trading period of the year - Christmas. On the basis that nothing untoward occurs and restrictions are not put back in place, it appears to be a reasonable expectation that by the end of the year footfall will be just 10% to 15% below the pre-pandemic level.

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

The August 2021 Cambridge Performance Report compares August 2021 with August 2019 as 2020 was affected by COVID.

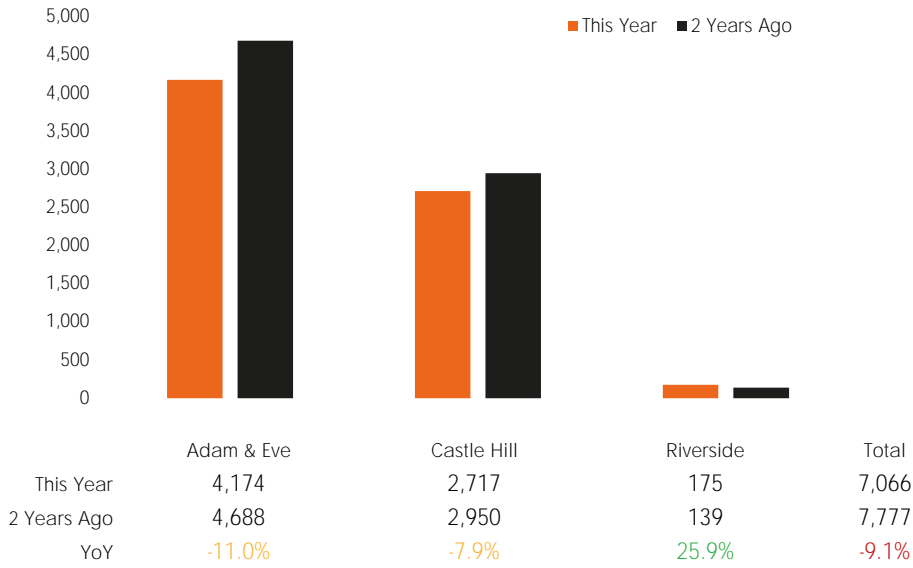
When comparing High-street footfall in August 2021 with 2019 Cambridge was only 8.2% down which compares very favourably to a UK average of 23.5% Down. Shopping Centre footfall was on par with the UK average of 24% down at 23.8% down for August 2021 compared to August 2019.

Multi-storey car park usage was only 3.8% down in August 2021 compared to 2019 and on-street car parks were 9.1% down for the same period. Park & Ride passenger numbers continued to increase month on month, with usage in August 2021 only 38% down compared to July 2019 and Guided Busway usage 49.6% down for the same period.

The Cambridge BID data showed fewer visitor welcomes were completed in August 2021 compared to August 2019 – this is down to fewer visitors to the city and also a smaller ambassador team. Likewise business welcomes were reduced in August 2021 largely due to the smaller ambassador team. Reported incidents of Commercial waste were on par to two years ago but fewer environmental issues were reported in August 2021 compared to August 2019.

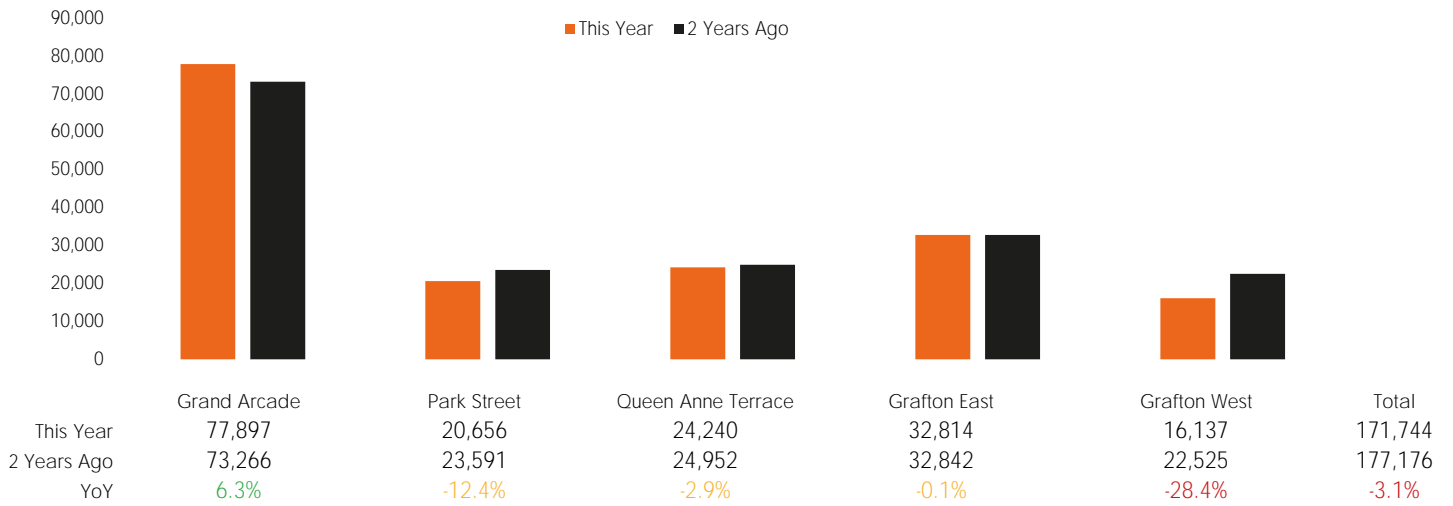


Surface Car Park Usage

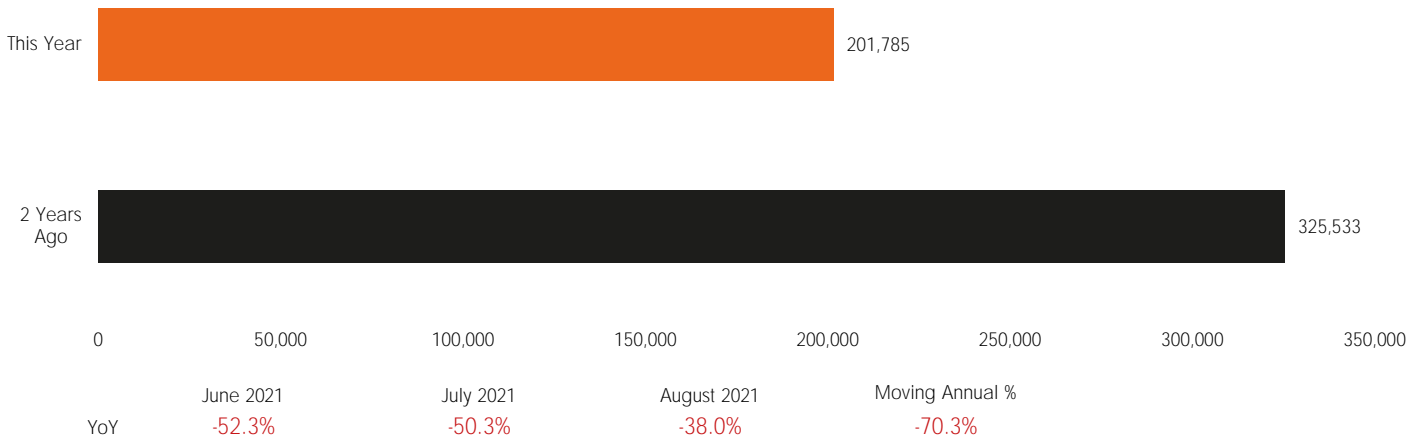


* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

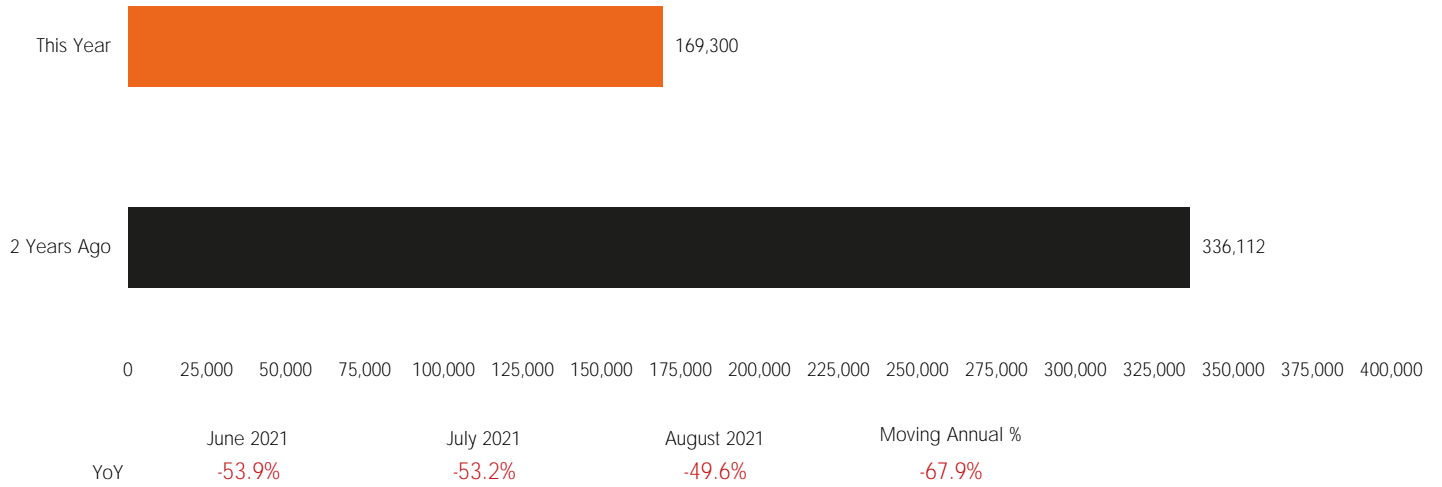
Multi Storey Car Park Usage



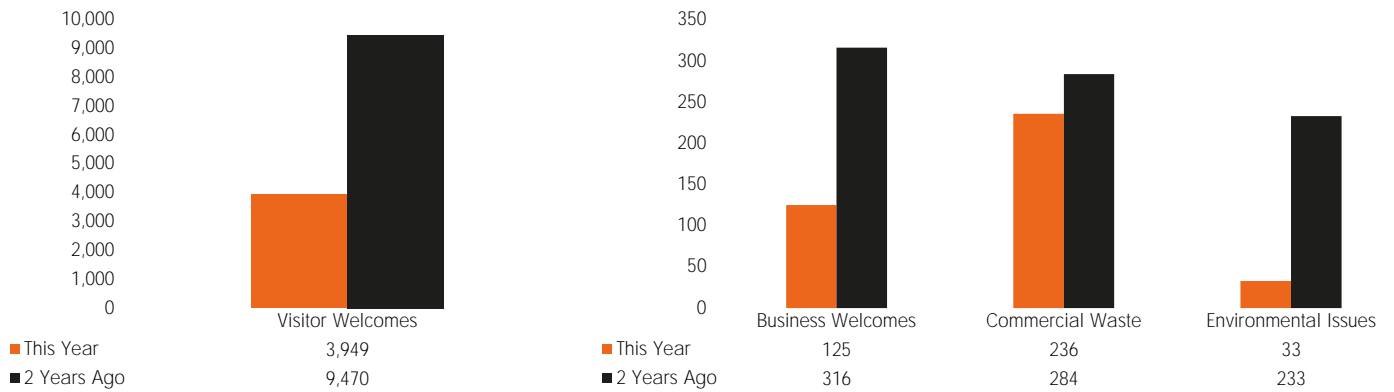
Park & Ride Usage



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