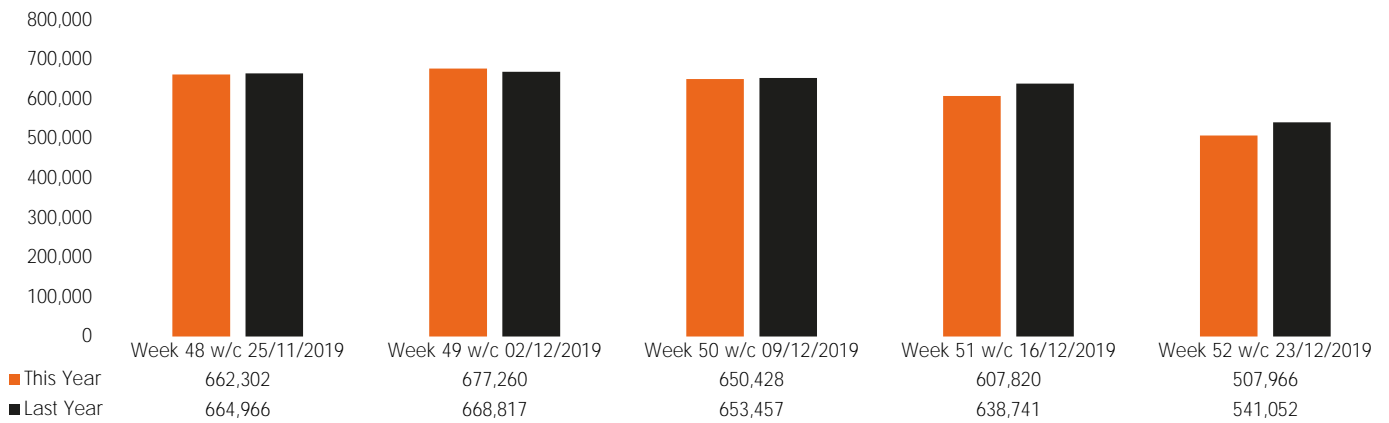


Springboard Benchmarks - YoY

	Shopping Centre Index	High Street Index
Cambridge	-0.8%	-1.9%
East	-3.0%	-5.2%
UK	-2.1%	-3.5%

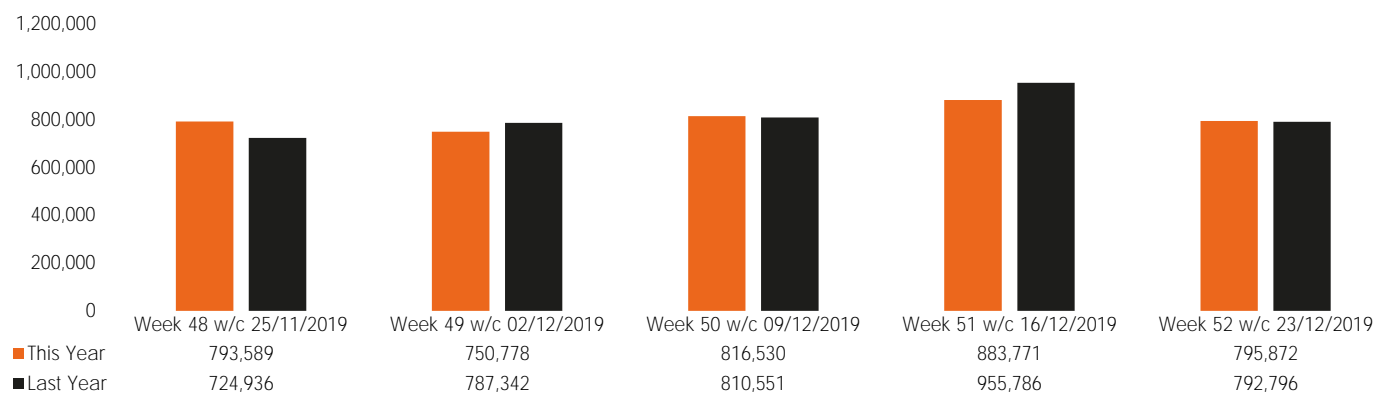
Cambridge City Centre Footfall



The Weekly Average Total for December 2019 was 621155
 The Weekly Average Total for December 2018 was 633407
 The Weekly Average Total for December 2019 was -1.93% compared to the previous year

Note:
 Numbers of visitors recorded in Cambridge City Centre via footfall cameras situated in Sidney Street, Bridge Street, Kings Parade, Regent Street and Fitzroy Street.

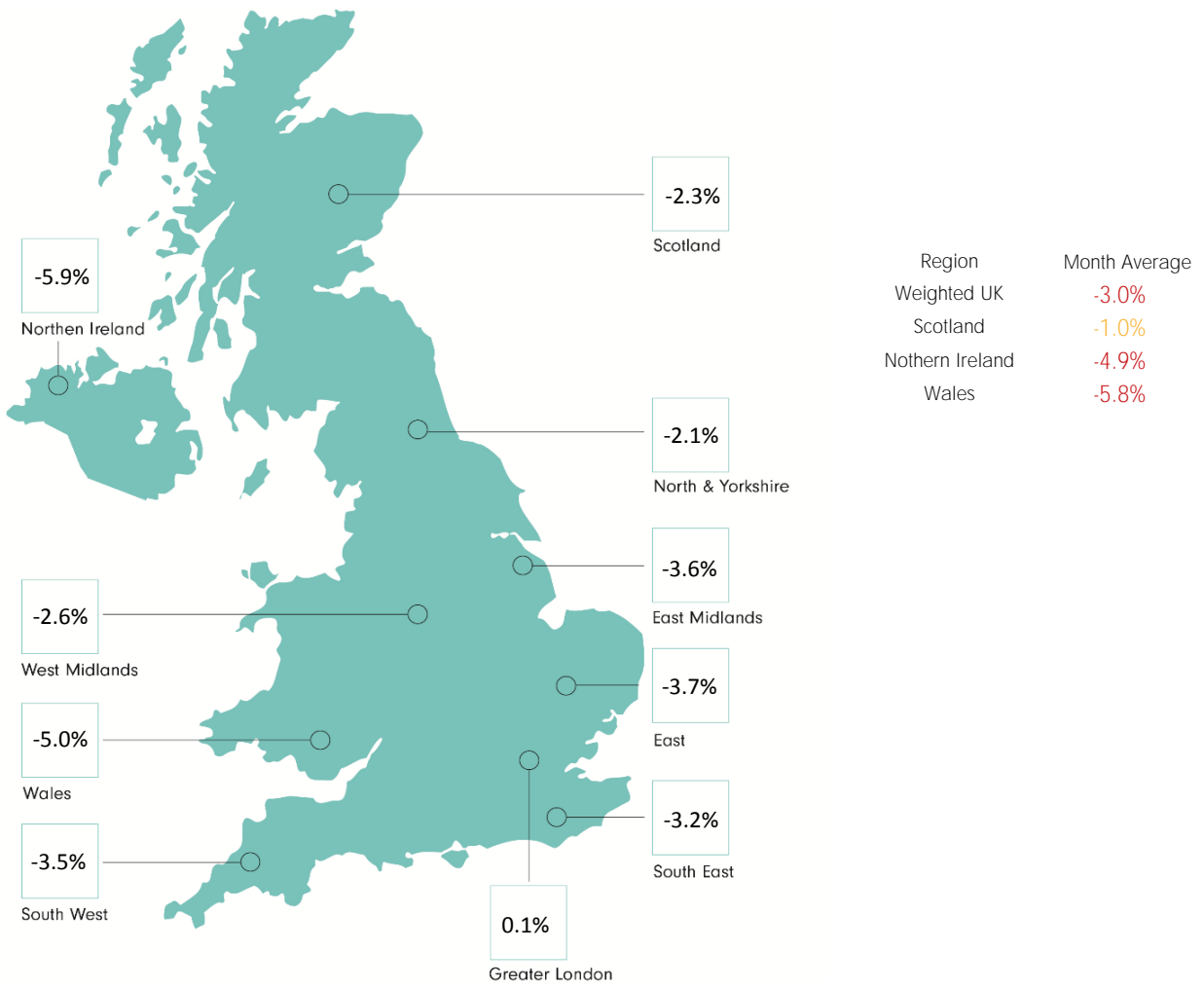
Cambridge Shopping Centre Footfall



The Weekly Average Total for December 2019 was 808108
 The Weekly Average Total for December 2018 was 814282
 The Weekly Average Total for December 2019 was -0.76% 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
December 2019	-2.5%	-3.5%	-0.5%	-2.1%
October - December	-3.0%	-4.2%	-1.0%	-2.5%



Diane Wehrle, Insights Director at Springboard, said:

The -2.5% drop in footfall across UK retail destinations during December was not a surprise as footfall has declined in December in all but one year since 2009. The challenge for destinations and stores was not only that this was the eighth consecutive year that footfall has decreased in this key trading month, but that it was also at the upper end of the scale in terms of the magnitude of decline.

All of this was despite the occurrence of Black Friday during the December trading month which, in conjunction with Cyber Monday, helped to increase footfall in the first two weeks by +0.1%. Essentially this discounting bonanza pulled Christmas trading forward, demonstrated by a drop in footfall of -6.1% over the third and fourth weeks of December which was nearly three times as large as the -2.2% drop in the same weeks in 2018.

Other influences that will have driven down footfall in stores and destinations during December include the strong shift in consumer demand towards experience/leisure based trips, away from wholly transaction focussed visits. This was evident on Boxing Day when footfall up to 5pm, whilst stores were trading, declined by -10.6%, but post 5pm - when most stores were nearing the end of the trading day - footfall dropped by less than half this at -5.1%, with restaurants and bars benefiting.



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

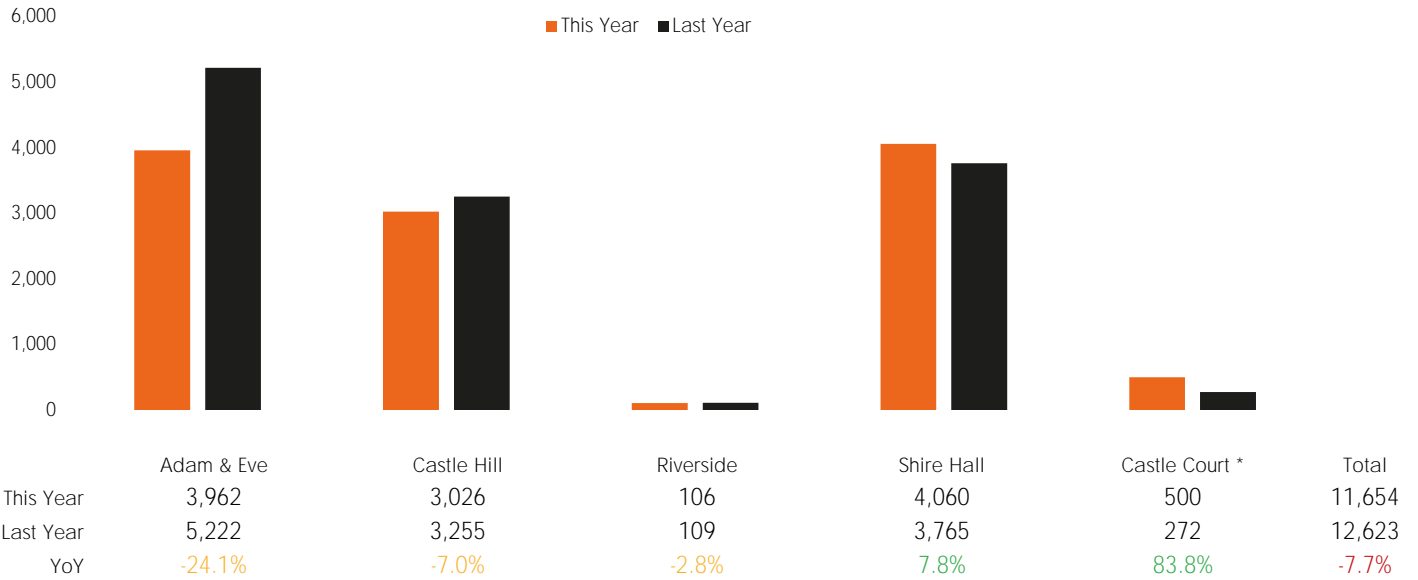
Cambridge was ahead of the national trend for footfall in December. Our high street footfall was 1.9% down compared to an average UK decline of 3.5%. In addition, our shopping centre footfall was 0.8% lower in December 2019 compared to December 2018; this compares to a UK average of minus 2.1%.

Park & Ride and the Guided Busway were both up in December 2019, with Park & Ride showing a 5.9% increase in passenger numbers and the Guided Busway growing by 2.4% compared to December 2018. These increases account for over 26,000 extra passenger journeys in December 2019.

Both multi-storey and on-street car parking were down in December 2019 compared to December 2018. Multi-storey car parks had 9.1% fewer users and on-street car parking 7.7% down. On-street parking in Castle Court and at Shire Hall were up in December 2019 compared to the previous year.

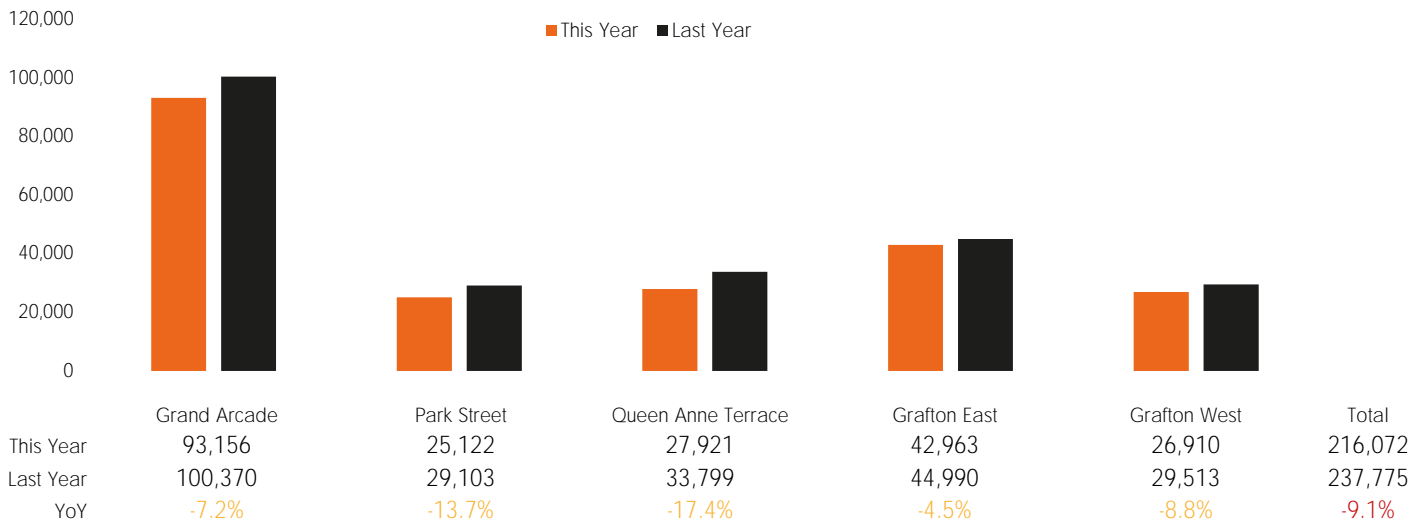
In December 2019, the Visitor information centre (VIC) on Peas Hill saw an increase in visitors compared to December 2018. Over 10,000 visitors to Cambridge came into the VIC and the Cambridge BID Ambassador Team provided an on-street welcome to over 4,500 visitors.

Surface Car Park Usage

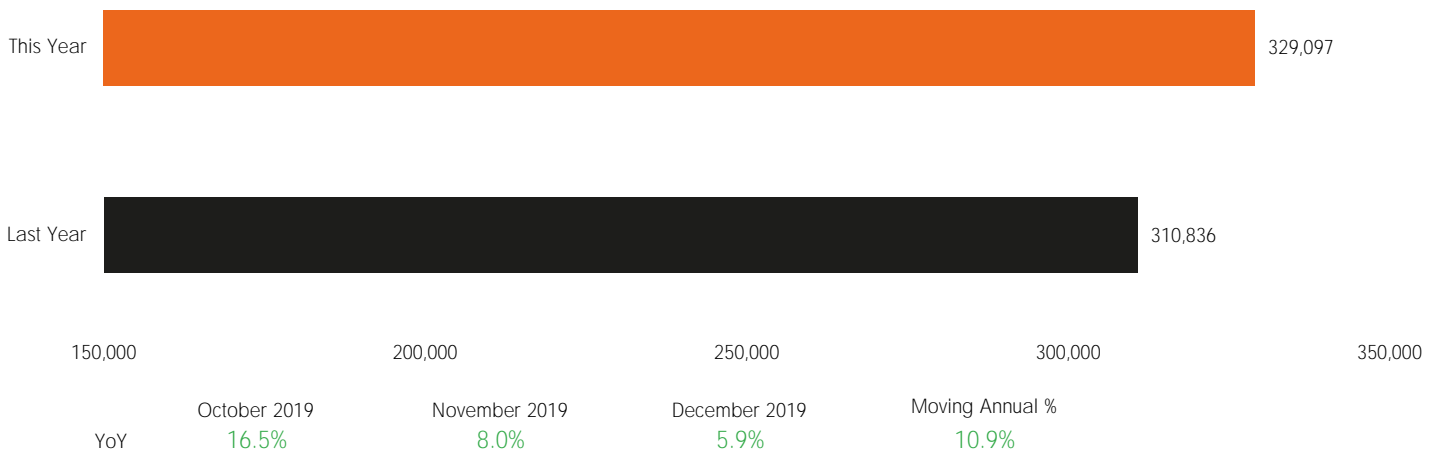


* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

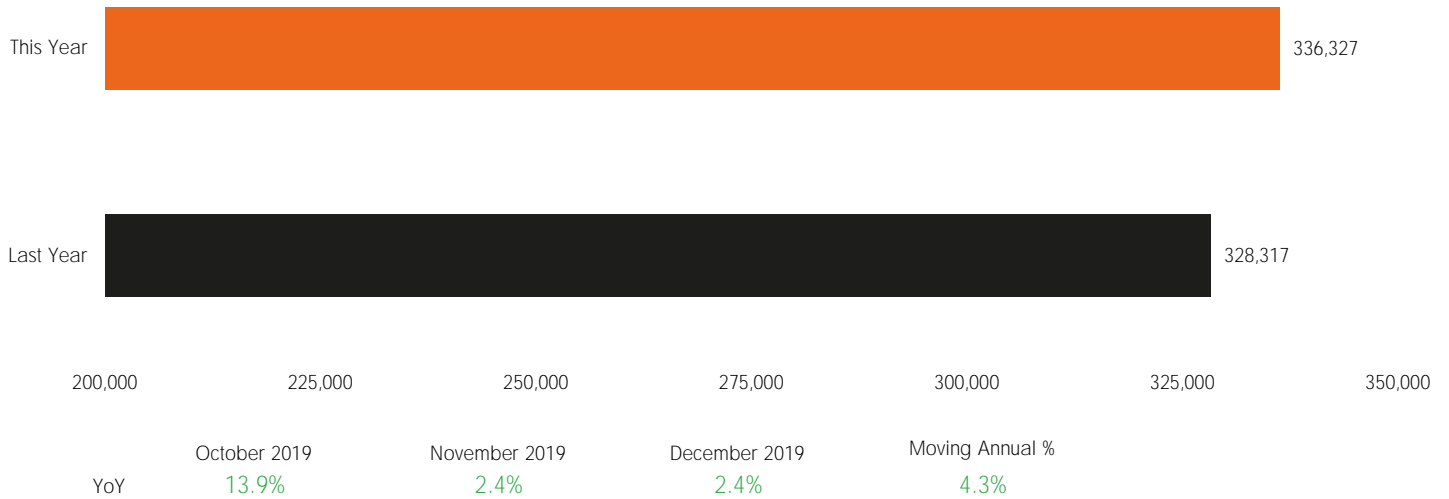
Multi Storey Car Park Usage



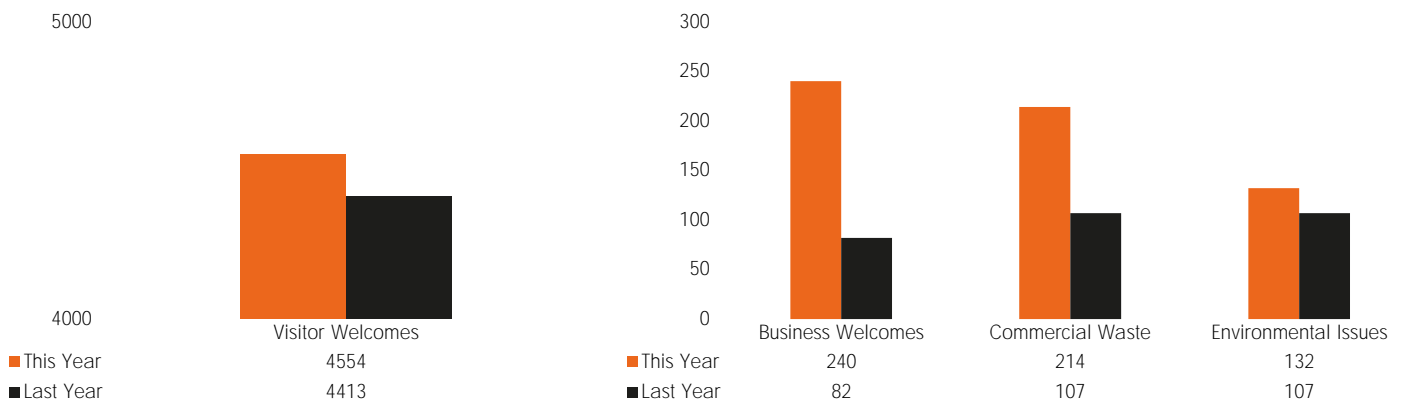
Park & Ride Usage



Guided Busway Usage



Cambridge BID Data



Note:
 *Cambridge BID have recently started using a new data capture system so we are expecting some variation in the figures

Visitor Information Centre



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