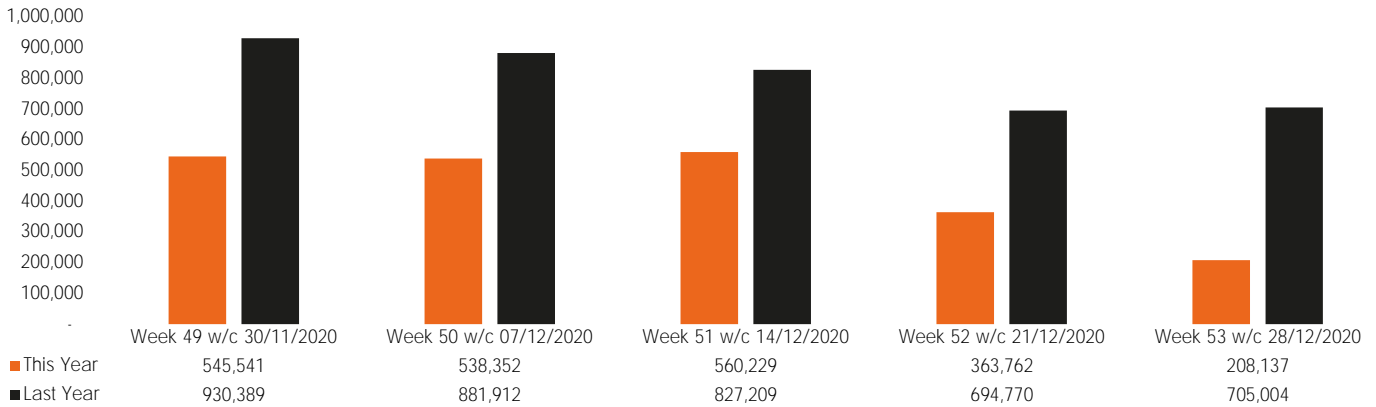


Please Note: This report contains all available data. Some of the data usually available has been impacted by Covid-19 and therefore unable to be included
 Springboard Benchmarks - YoY

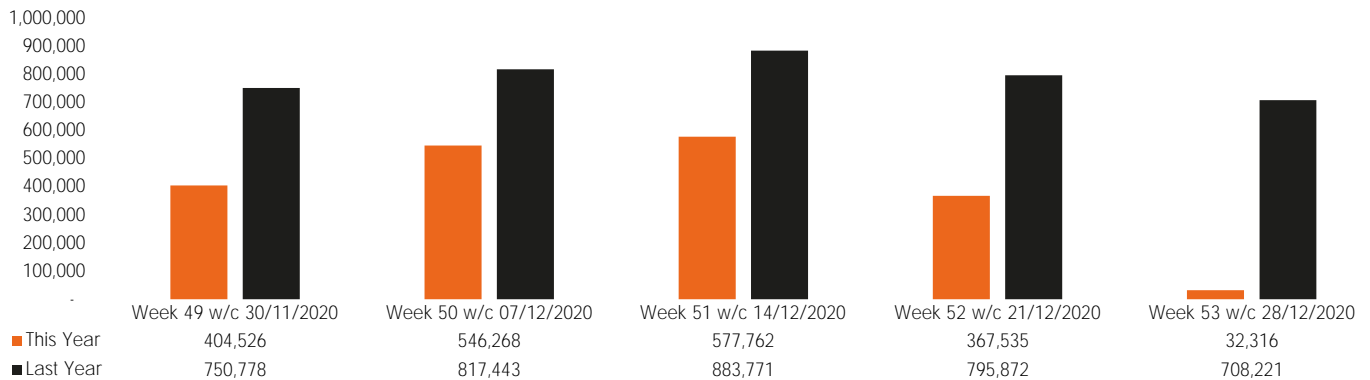
	Shopping Centre Index	High Street Index
Cambridge	-51.3%	-45.1%
East	-50.4%	-42.8%
UK	-45.5%	-50.8%

Cambridge City Centre Footfall



The Weekly Average Total for December 2020 was 443204
 The Weekly Average Total for December 2019 was 807857
 The Weekly Average Total for December 2020 was -45.14% compared to the previous year

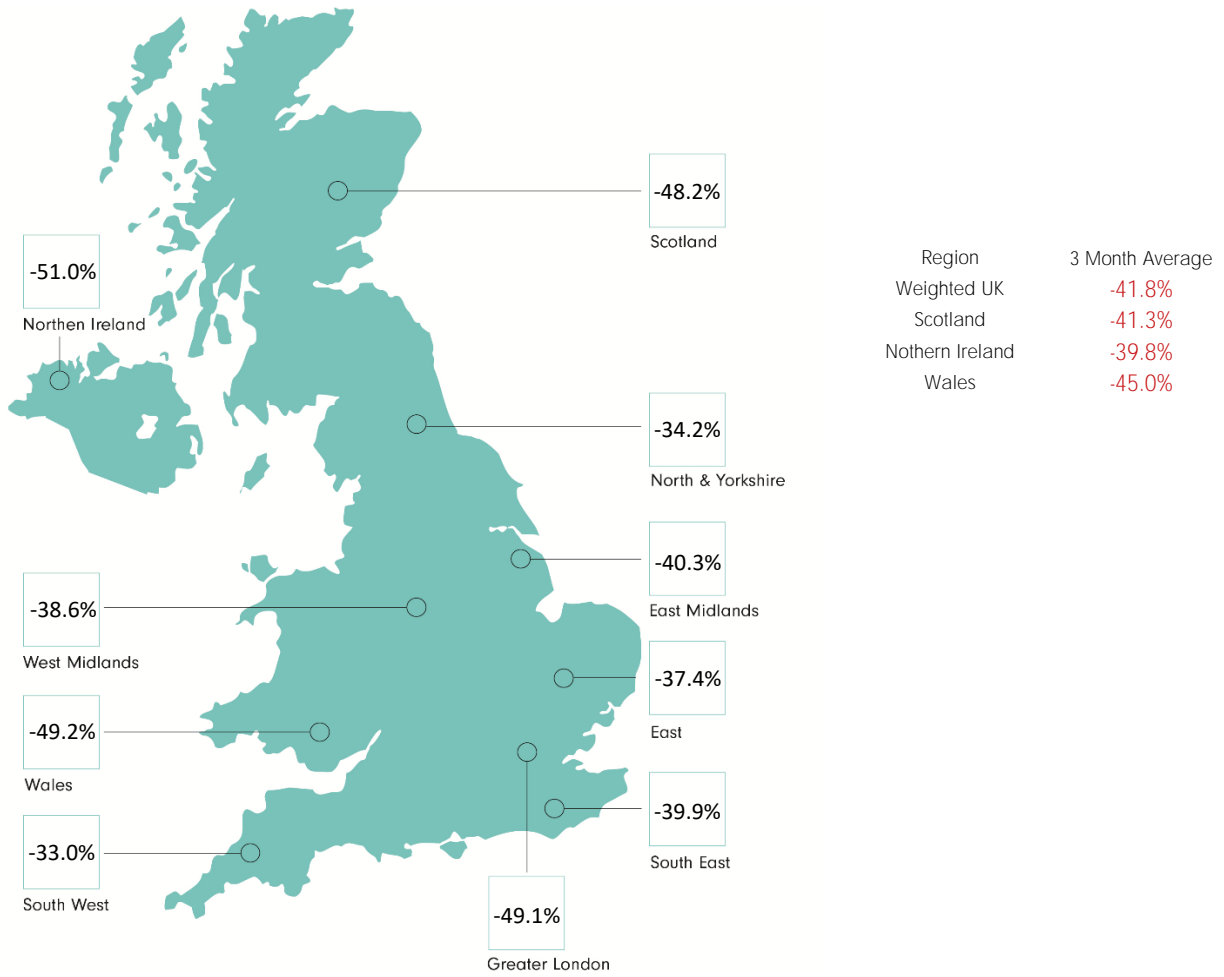
Cambridge Shopping Centre Footfall



The Weekly Average Total for December 2020 was 385681
 The Weekly Average Total for December 2019 was 791217
 The Weekly Average Total for December 2020 was -51.25% 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 2020	-41.9%	-50.8%	-18.8%	-45.5%
October - December	-41.8%	-50.0%	-19.4%	-46.2%



Diane Wehrle, Insights Director at Springboard, said:

December brought an end to a year where we have recorded declines in footfall of a magnitude never before seen in our recorded data. Over the 10 months since March, the decline in footfall averaged -47.4%, and the result for December of -41.9% is in line with this average.

Footfall during December as a whole improved from November in all three destination types, however, the month can only be described as a month of two halves which was a trading rollercoaster for retailers. Footfall improved at the beginning of the month when Lockdown2 ended but was sharply curtailed by further Tier 4 restrictions imposed across a large number of UK destinations during the penultimate trading week of the year. In the second and third weeks of the month footfall strengthened by a quarter to average -31.5%, only to worsen in the final two weeks averaging -50%. On Boxing Day - traditionally the most iconic and important trading day for retailers - footfall was 60% lower than on Boxing Day 2019.

Somewhat inevitably, it was retail parks - with the majority hosting food stores - that fared the best in December, a narrative that has been frequently repeated since March. Indeed, unlike most high streets and shopping centres the cancellation of the relaxation of restrictions over the five day Christmas period is likely to have provided even greater support for retail parks as far more households then needed to stock up with Christmas food and groceries. In the week leading up to Christmas day, footfall was only 19% lower than 2019 in retail parks but 47.2% lower in Shopping Centres and 54.6% lower in high streets.

A new year brings yet another lockdown which will be a further blow to non-essential retail but with a renewed optimism that bricks and mortar will bounce back in the summer as consumers will be eager to get out again and spend.

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

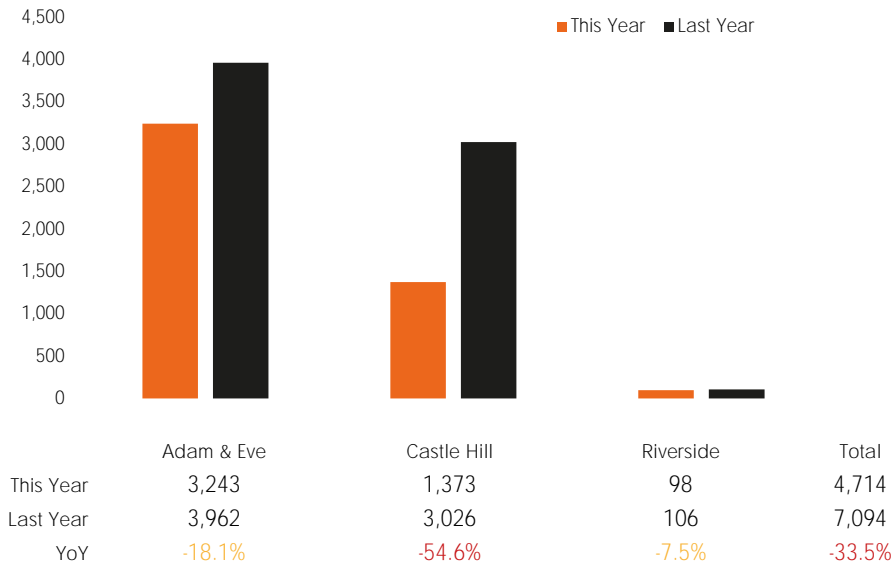
During December High Street footfall in Cambridge was down 45.1% compared to December 2019. UK wide high street footfall was down 50.8% and in the East overall it was down 42.8%. Cambridge entered tier 4 restrictions on Boxing Day and then a full national lockdown on the 4th January along with the rest of the UK. Both these factors had a significant impact on post-Christmas footfall and the **traditional 'boxing day' sales moved almost entirely online. Shopping Centre** footfall in Cambridge was 51.3% down in December 2020 against December 2019 which was comparable with the Eastern region which was 50.4% down and slightly behind the UK average of 45.5%.

As expected Park & Ride usage in December 2020 was significantly down (72.7%) on December 2019 and Cambridgeshire Guided Busway usage was also 69.7% down for the same reporting period. Multi-storey car parks in comparison were only 31.5% down in December 2020 compared to December 2019 indicating that customers are still preferring to travel by car into Cambridge rather than via public transport. Surface car parks were similar, 33.5% down in December 2020 compared to December 2019.

The data from Cambridge BID ambassadors shows the team welcomed far fewer visitors in December 2020 compared to December 2019. Business welcomes and commercial waste reports were just under half in December 2020 compared to December 2019. Our ambassador team did however, report more environmental issues in December 2020. This means that issues like graffiti, cracked pavements or street light faults were identified and report back to the relevant authority who in turn can ensure improvements are carried out.

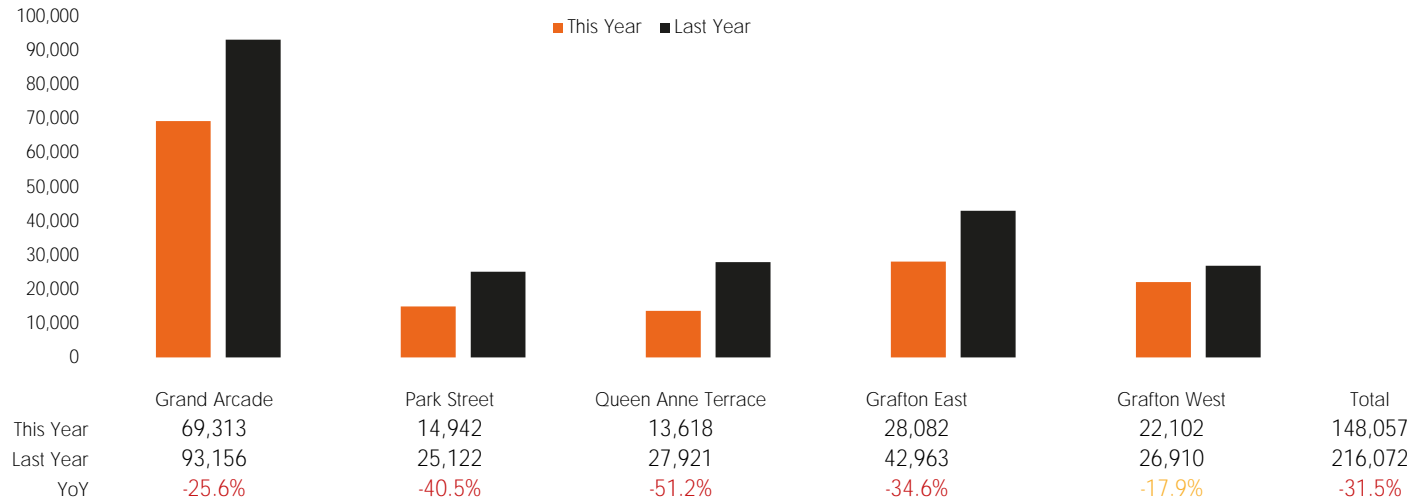


Surface Car Park Usage

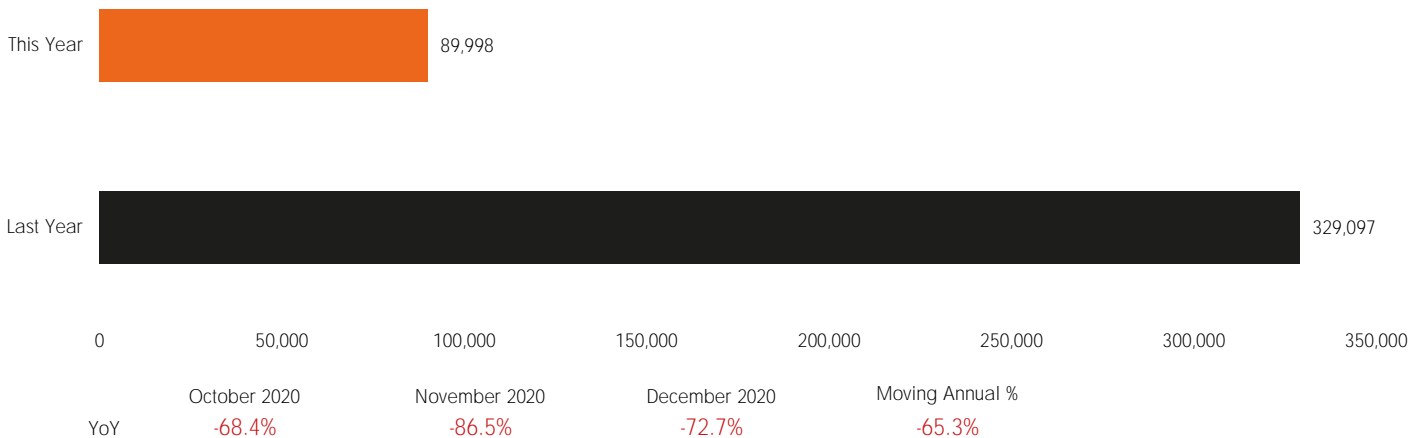


* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

Multi Storey Car Park Usage



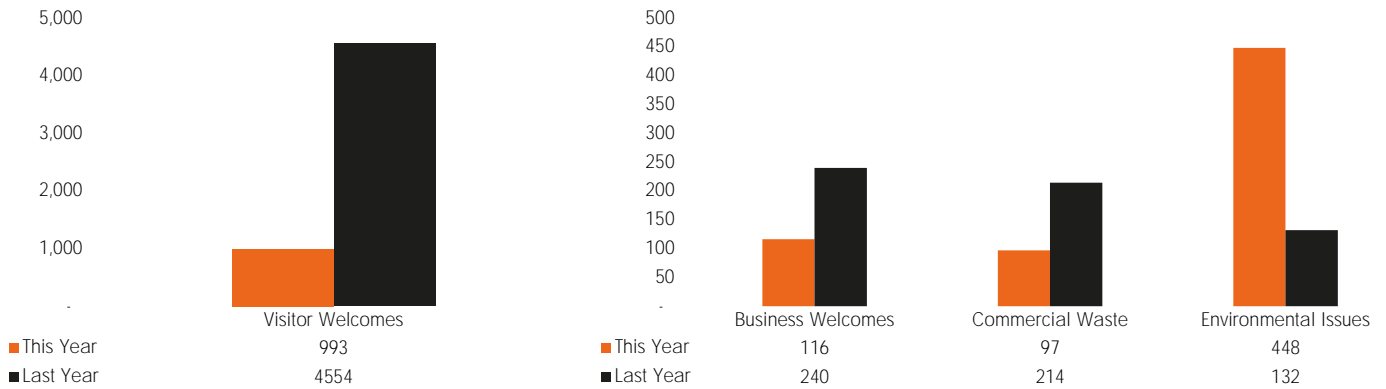
Park & Ride Usage



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

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