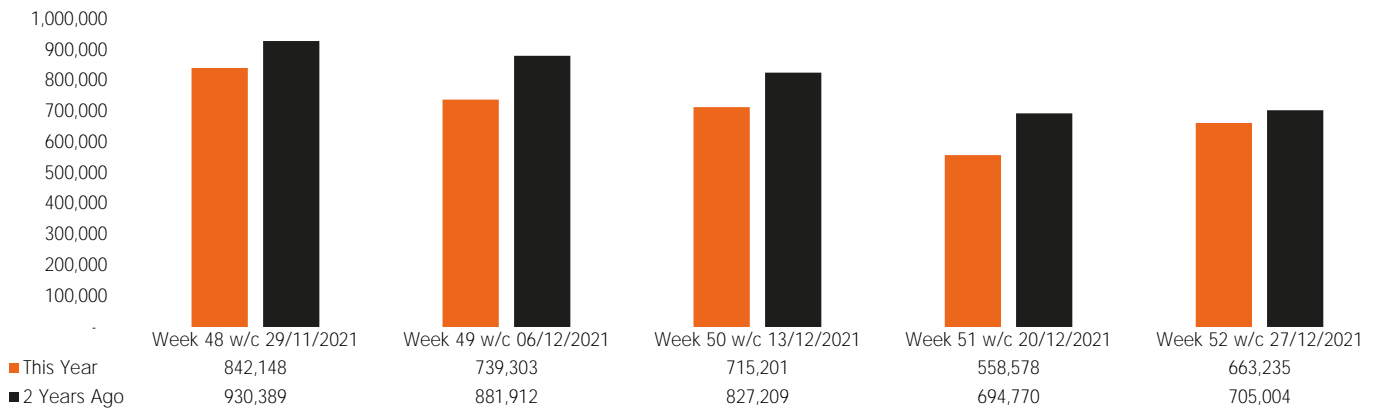


Please Note: This report contains all available data. Some of the data usually available has been impacted by Covid-19 and therefore unable to be included  
**Springboard Benchmarks - vs 2019**

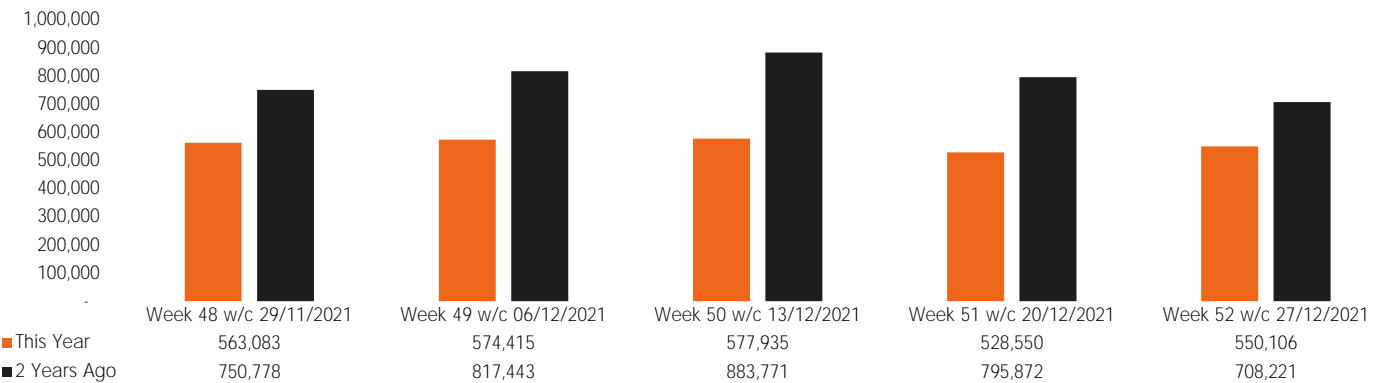
	Shopping Centre Index	High Street Index
Cambridge	-29.4%	-12.9%
East	-24.2%	-21.7%
UK	-24.1%	-22.2%

### Cambridge City Centre Footfall



The Weekly Average Total for December 2021 was 703693  
 The Weekly Average Total for December 2019 was 807857  
 The Weekly Average Total for December 2021 was -12.89% compared to 2019

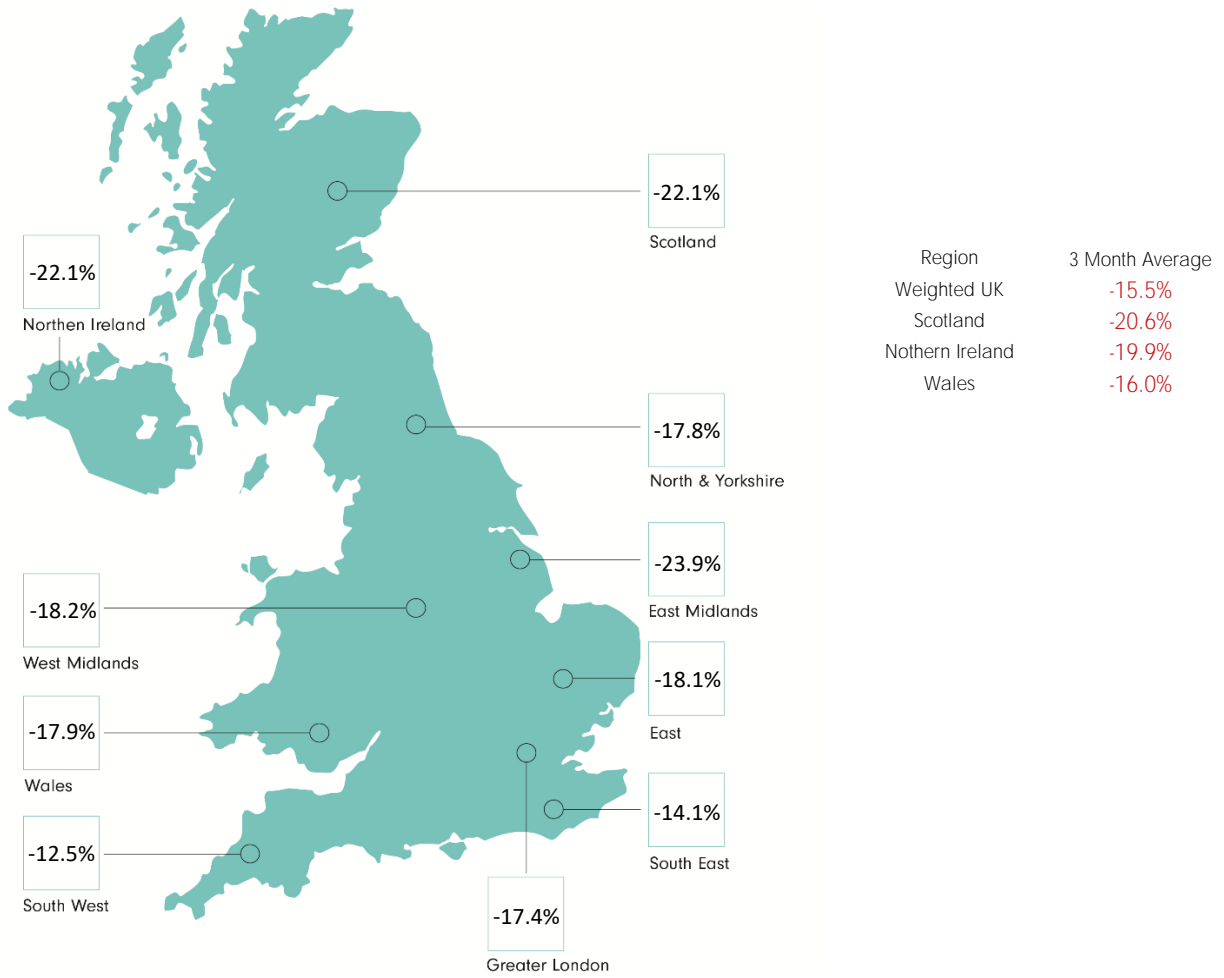
### Cambridge Shopping Centre Footfall



The Weekly Average Total for December 2021 was 558818  
 The Weekly Average Total for December 2019 was 791217  
 The Weekly Average Total for December 2021 was -29.37% 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
December 2021	-18.6%	-22.2%	-4.9%	-24.1%
October - December	-15.5%	-17.7%	-3.9%	-22.1%



Diane Wehrle, Insights Director at Springboard, said:

"Footfall in December was clearly impacted by the rapid spread of the Omicron variant and the introduction of Plan B guidance by the government from the third week of the month. This meant that the natural boost in shopper activity which typically occurs in the run up to Christmas did not materialise, due to a blend of consumers nervousness around the rapid rise in infections and the risk of missing out on Christmas, households isolating due to infection and the re-introduction of working from home.

Footfall over across all UK retail destinations in December was -18.6% below the 2019 level, the worst result since August and a significant drop off from November when it stood at -14.5% below 2019.

The greatest deterioration occurred in high streets, where the gap in footfall from the 2019 level widened to -22.2% in December from -15.8% in November. In shopping centres, the gap from the 2019 footfall level remained greater than in high streets at -24.1%, however, the deterioration from November when it was -22% below 2019 was more modest.

The bright spot of the month was in the fourth week (week beginning 19th December) when the gap from 2019 narrowed to -13.8% across all UK retail destinations from -19.1% in the week before, as consumers made the most of the six available trading days in the week running up to Christmas Day on Saturday. The most improvement occurred in retail parks, where footfall was +5.1% higher than in 2019, undoubtedly supported by shoppers visiting food stores to stock up on Christmas groceries. However, the result is partially distorted by the date offset of Christmas in 2019, when Christmas Day fell on Wednesday of the fourth week of the month leaving only three full trading days versus five trading days in 2021.

The biggest challenge for the retail sector in the weeks to come will be the ongoing working from home guidance that suppresses footfall, combined with increasing staff shortages due to isolation and the great return of goods purchased over the Christmas period."

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

"The December 2021 Cambridge Performance Report compares December 2021 with December 2019.

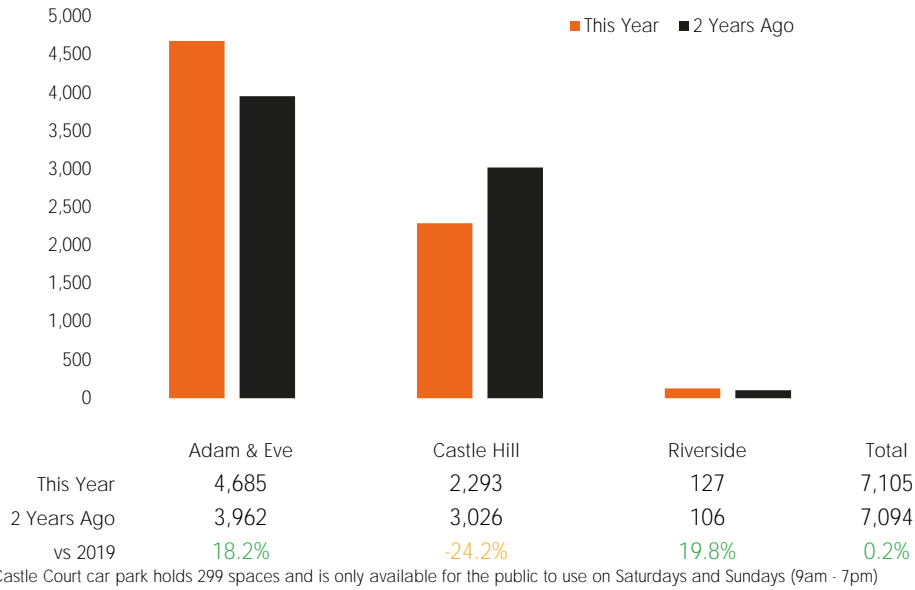
High Street footfall during December 2021 was 12.9% DOWN against December 2019 which compares very well to the UK average of 22.2% DOWN. Shopping Centre footfall in Cambridge was 29.4% down on 2019 levels which was slightly higher than the UK average of 24.1% down. Footfall in December was impacted by the rapid spread of Omicron across the UK and the introduction of plan B measures impacted on the later part of the month in particular.

The data continues to show that car parks (surface and multi-storey) are trending much closer to 2019 levels than public transport. Overall multi-storey car park usage in Cambridge in December 2021 was 5.2% down compared to 2019 with Grand Arcade car park only 0.7% DOWN compared to 2019 and Queen Anne Terrace 0.2% DOWN. Surface car parks overall, were 0.2% UP in December 2021 against December 2019.

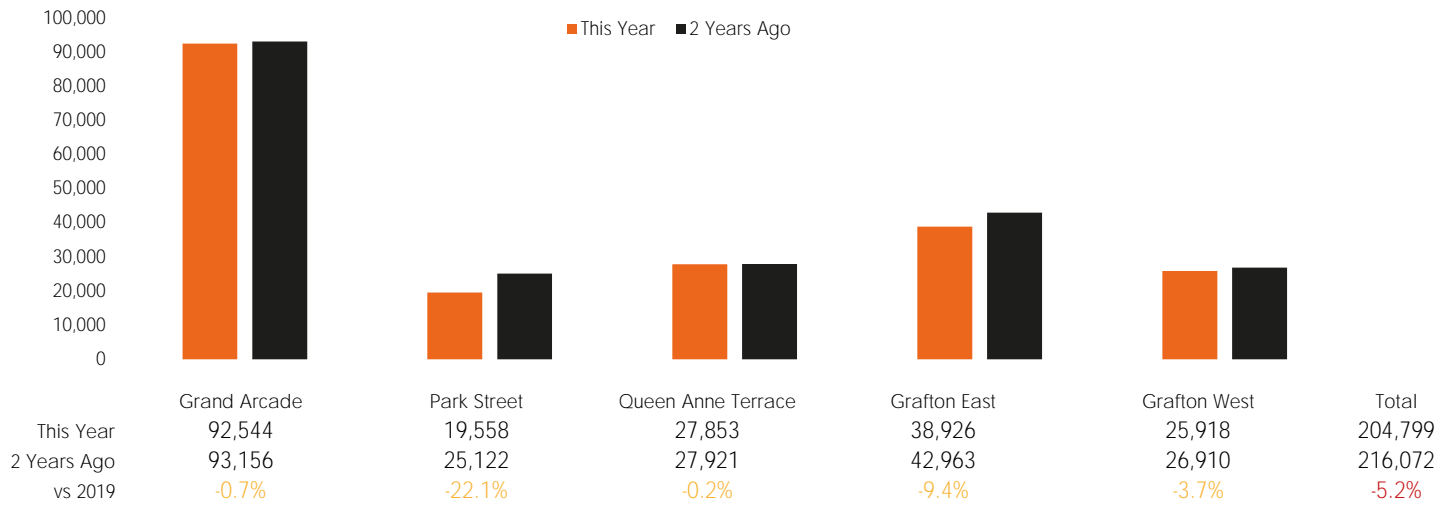
Park & Ride passenger numbers saw December 2021 45.4% DOWN compared to December 2019 and Guided Busway passenger numbers were similar showing a 46.0% decrease compared to December 2019. With regards to the Cambridge BID data, fewer visitor welcomes were made in December 2021 compared to December 2019 as a smaller team was available. The Cambridge BID Ambassadors also reported fewer incidents of commercial waster in December 2021 compared to December 2019 but significantly more environmental issues. The Ambassador Team report the environmental issues to the appropriate partners to ensure they are dealt with; to help maintain the appearance of Cambridge."



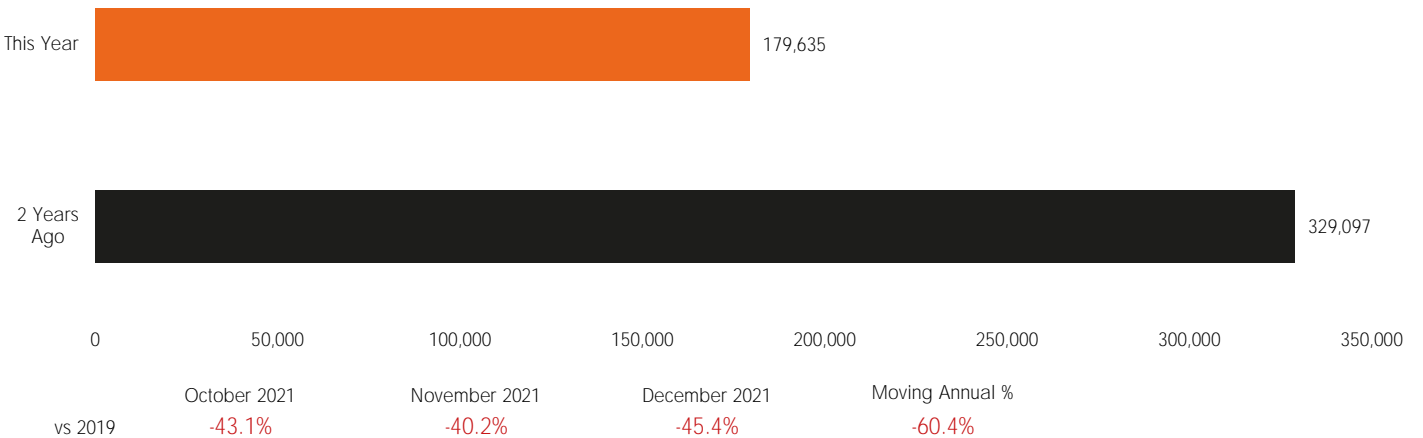
### Surface Car Park Usage



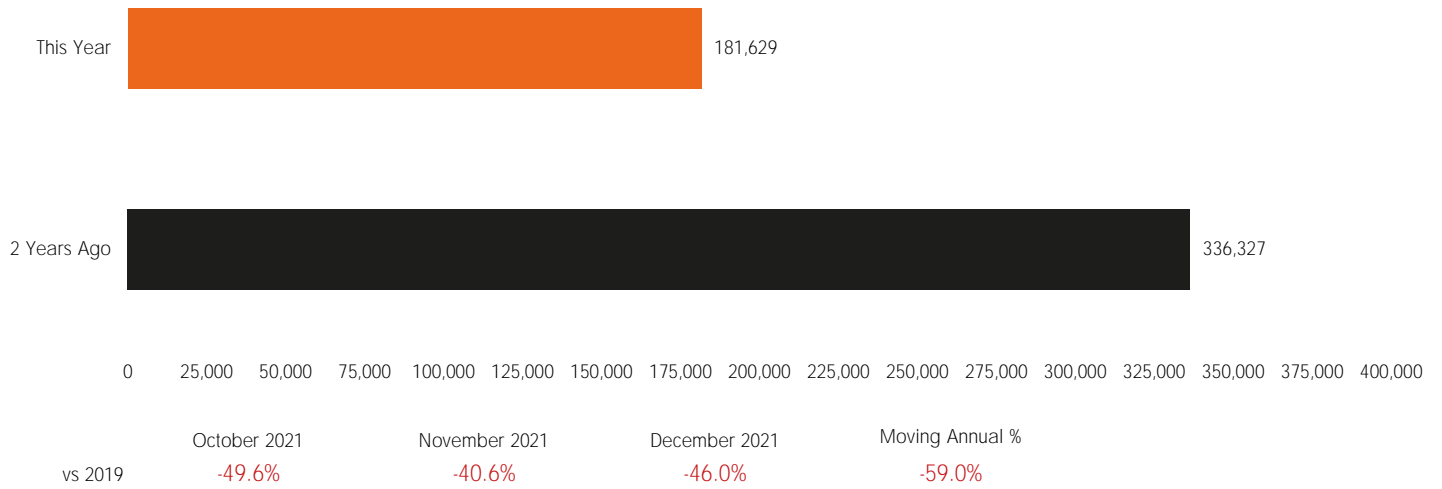
### Multi Storey Car Park Usage



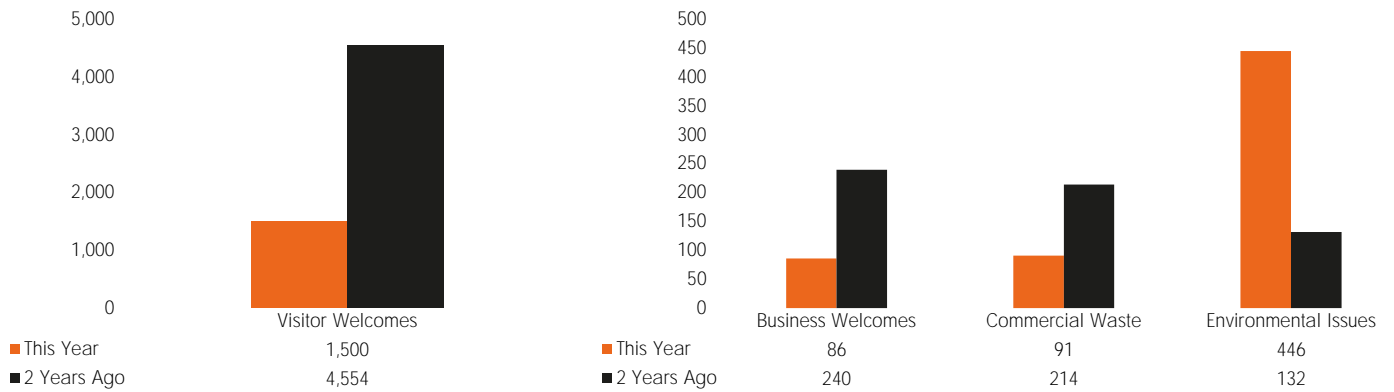
### Park & Ride Usage



## 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