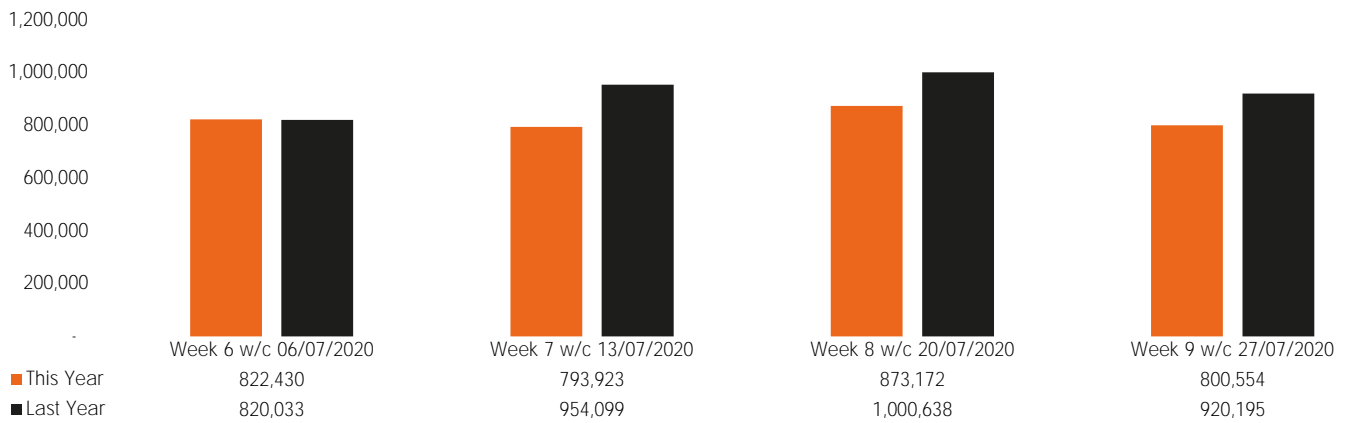


Springboard Benchmarks - YoY

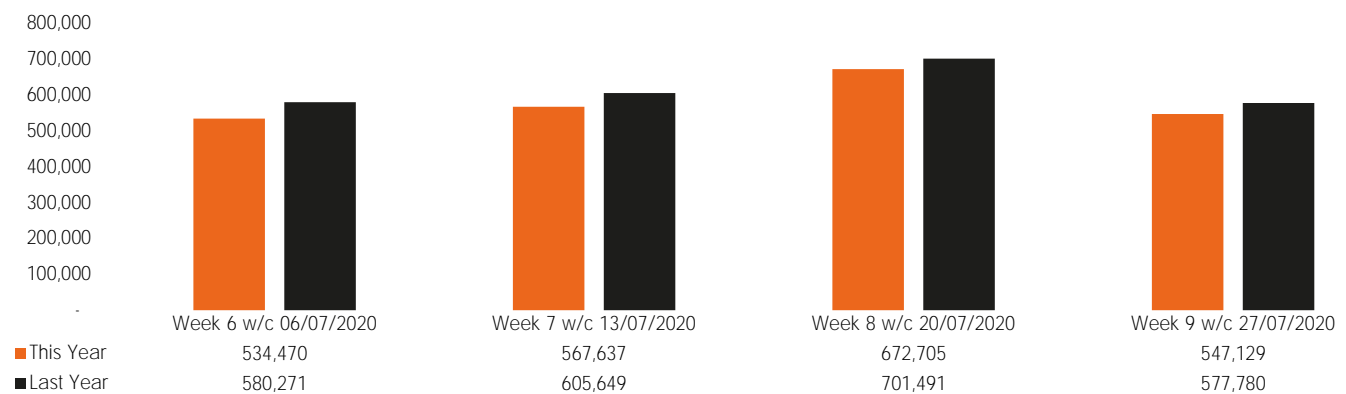
	Shopping Centre Index	High Street Index
Cambridge	-5.8%	-11.0%
East	-3.5%	-7.4%
UK	-2.5%	-7.8%

Cambridge City Centre Footfall



The Weekly Average Total for February 2020 was 822520
 The Weekly Average Total for February 2019 was 923741
 The Weekly Average Total for February 2020 was -10.96% compared to the previous year

Cambridge Shopping Centre Footfall

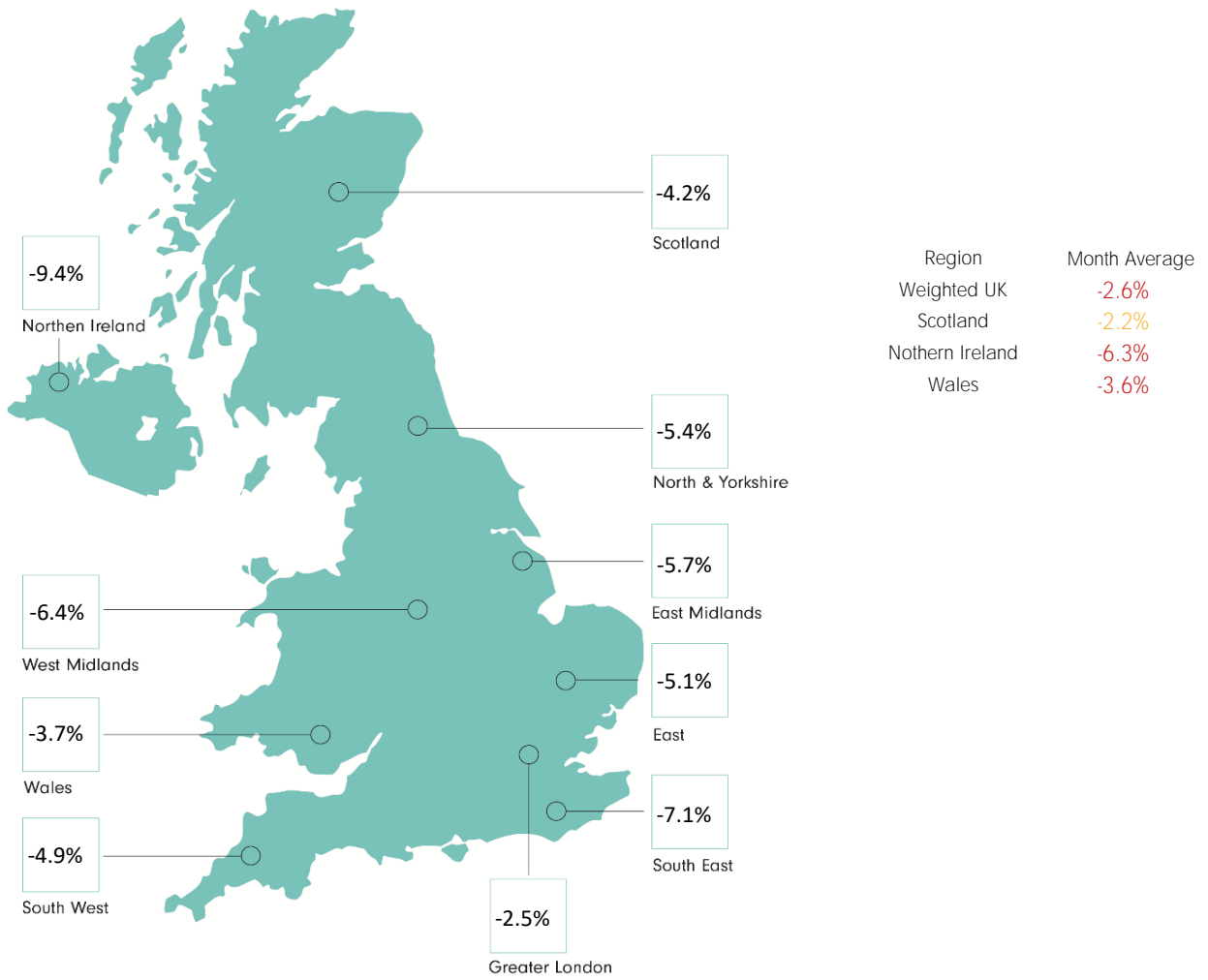


The Weekly Average Total for February 2020 was 580485
 The Weekly Average Total for February 2019 was 616298
 The Weekly Average Total for February 2020 was -5.81% compared to the previous year

Note:
 Numbers of visitors recorded by footfall cameras in Grand Arcade, Lion Yard and The Grafton

UK Trends

	Total Retail Footfall	High Street	Retail Park	Shopping Centre
February 2020	-4.9%	-7.8%	-1.1%	-2.5%
December - February	-2.6%	-4.4%	-0.1%	-1.5%



Diane Wehrle, Insights Director at Springboard, said:

If further proof of the fragility of high streets were needed, it was provided in February when the impact of the severe and ongoing rain led to a drop in footfall of -7.8%. Whilst an average of 17 days of rain across the UK over the month led to shoppers staying away from high streets, shopping centres and retail parks still appealed to many by virtue of either their covered environment or ease of access and proximity of parking, which in retail parks is free of charge.

A disparity of 6.7% between the monthly result for high streets and retail parks clearly demonstrates the exposure to extreme conditions that high streets have to contend with. In contrast, retail parks are much more sheltered from many of the vagaries that derail high streets: a major part of their advantage is their free and accessible parking, but it is also in part a consequence of the attention they have received from owners over the last few years in enhancing their offer.

Shopping centres remain at the cusp of achieving some stability in terms of their attraction to shoppers with a drop in footfall of just -1.1% over the first two months of 2020 versus -2.1% over the same period in 2019. However, it is the larger centres of more than half a million sq ft that continue to lead the charge in their recovery, with a drop in footfall of just -1.1% in February compared with -4.2% in smaller centres and -8.0% in centres of less than 100,000 sq ft.

The resilience of retail parks and shopping centres demonstrates that coronavirus did not have a noticeable impact on footfall in February – if Covid-19 had been a significant factor then it is likely that all three destination types would have been impacted more equally. However, the month ended before the warning of its increased severity in the UK was made, and so moving forward it is likely that shopper activity will be stemmed as consumers become more wary about interacting in public spaces. Whilst it seems that the first quarter of 2020 will yield yet more challenges for bricks and mortar retailers, experience has proven that footfall bounces back quickly once the immediate period of concern has passed.

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

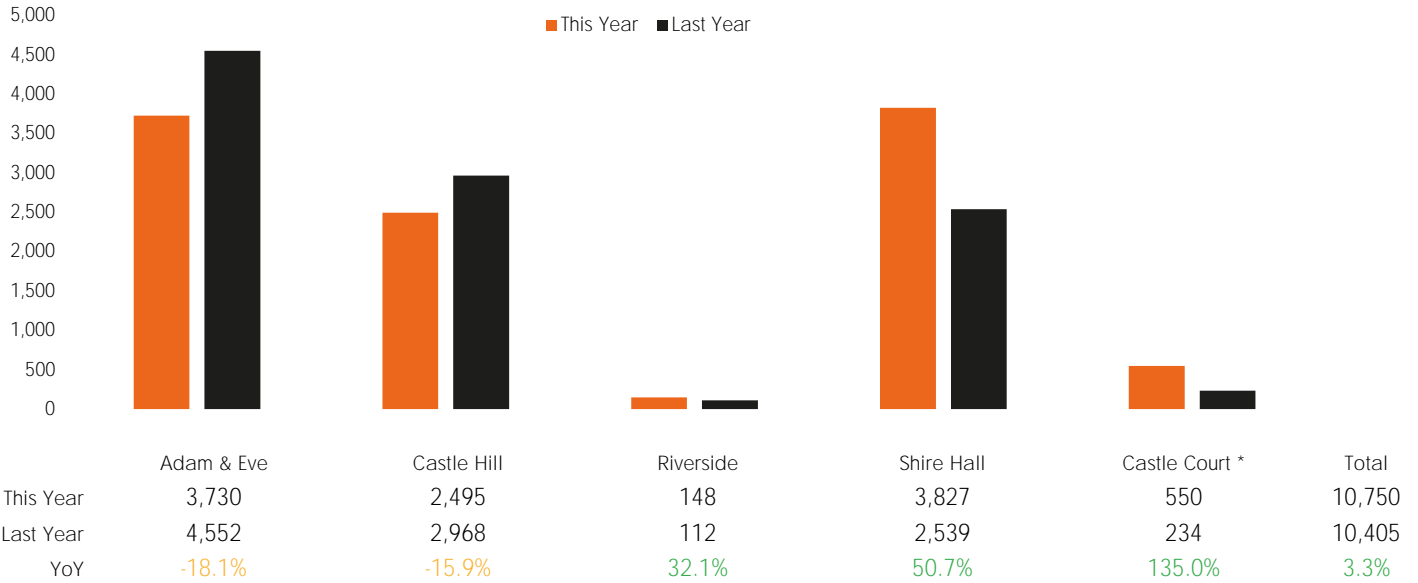
February can only be described as a challenging month locally and nationally. The impact of the coronavirus outbreak has really started to be seen with a noticeable decline in Visitor numbers in Cambridge. This coupled with 3 significant storms disrupting travel and resulting in the wettest February in years, alongside a week long protest in mid-February all impacted on footfall. Overall these factors contributed towards an 11% decrease in high street footfall in February 2020 compared to February 2019. Similarly shopping centre footfall in Cambridge was 5.8% down in February 2020 compared to February 2019. It is likely that shopping centres fared slightly better than the high street due to the poor weather conditions during February 2020.

Multi-storey car park usage was 3.7% down in February 2020 with all multi storey car parks down year on year except Grafton East which was 4.5% up for the month compared to February 2019. Surface car park usage was up in February 2020 with increases in the number of people using Shire Hall, Castle Court and Riverside contributing towards an overall positive increase. In addition, the number of journeys made on Park & Ride in February 2020 was 7% up on those made in February 2019 which is encouraging.

The Cambridge BID Ambassador team welcomed more people during February 2020 than in February 2019 meaning those that did visit Cambridge were encouraged to make the most of their stay. The conducted slightly fewer business visits and reported fewer commercial waste and environmental issues during February 2020 than in February 2019.

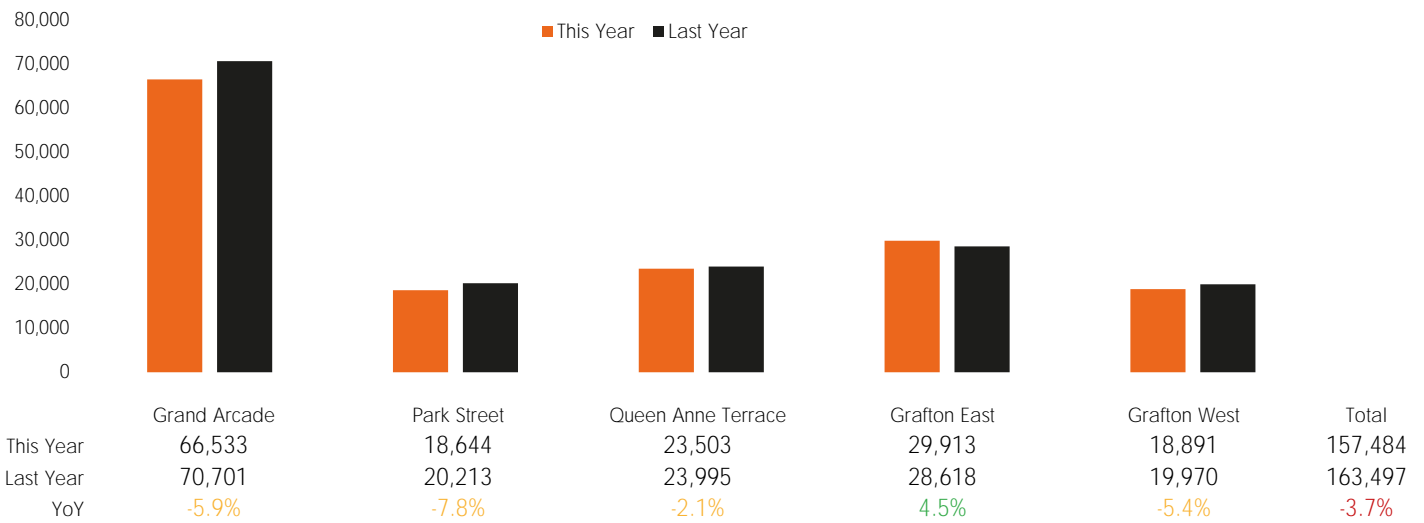


Surface Car Park Usage

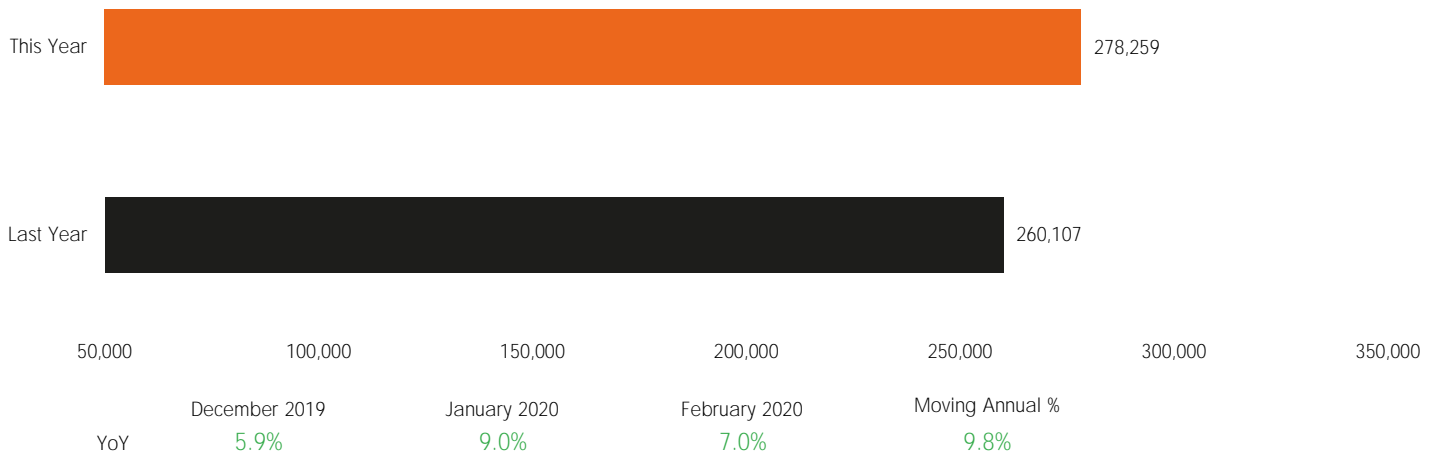


* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

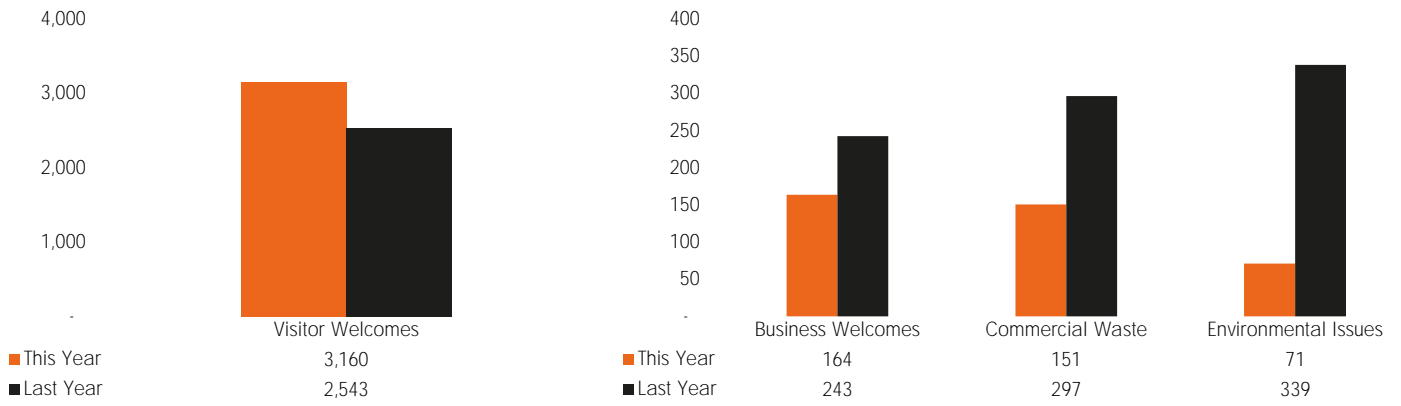
Multi Storey Car Park Usage



Park & Ride Usage



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