February 2021. 31 Jan 2021 - 27 Feb 2021

Monthly Performance Report for: Cambridge

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	-94.8%	-68.6%
East	-72.3%	-64.1%
UK	-71.4%	-68.2%

Cambridge City Centre Footfall

	Week 5 w/c 01/02/2021	Week 6 w/c 08/02/2021	Week 7 w/c 15/02/2021	Week 8 w/c 22/02/2021
This Year	241,215	247,109	291,078	347,942
Last Year	900,180	869,968	948,687	872,119

The Weekly Average Total for February 2021 was 281836

The Weekly Average Total for February 2020 was 897739

The Weekly Average Total for February 2021 was -68.61% compared to the previous year

Cambridge Shopping Centre Footfall

	Week 5 w/c 01/02/2021	Week 6 w/c 08/02/2021	Week 7 w/c 15/02/2021	Week 8 w/c 22/02/2021
This Year	27,541	26,363	30,792	36,216
Last Year	534,470	567,637	672,705	547,129

The Weekly Average Total for February 2021 was 30228

The Weekly Average Total for February 2020 was 580485

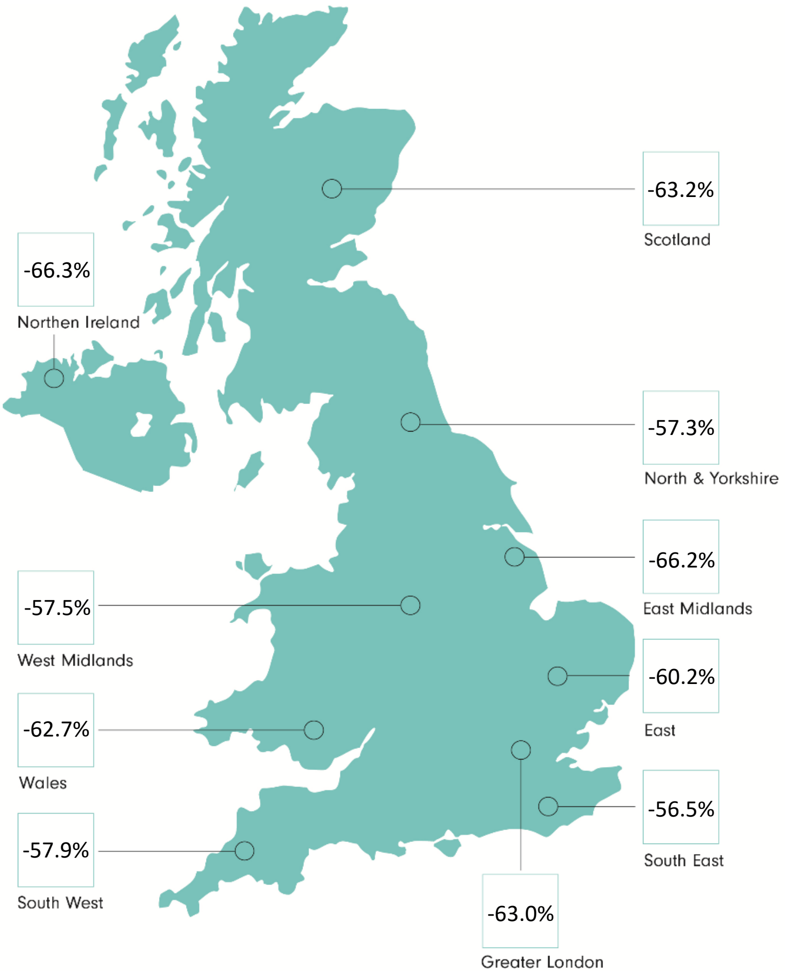
The Weekly Average Total for February 2021 was -94.79% compared to the previous year

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 2021	-61.0%	-68.2%	-34.5%	-71.4%
December - February	-56.2%	-63.9%	-31.8%	-63.5%



Region	3 Month Average
Weighted UK	-56.2%
Scotland	-59.1%
Nothern Ireland	-62.7%
Wales	-59.5%

SB.

Diane Wehrle, Insights Director at Springboard, said:

Footfall declined in UK retail destinations sharply in January - the first full month of Lockdown 3 - to -65.6%, from -41.9% in December 2020. Whilst this result clearly demonstrates that Lockdown 3 has driven footfall activity down, the drop in footfall has not been as severe as the decline of -80.1% recorded in April 2020 which was the first full month of Lockdown 1.

The degree of decline is more modest than in Lockdown 1 in all three destination types, but particularly in retail parks where the drop of -42.1% from January 2020 is a third less than the -68.1% drop in April 2020 during Lockdown 1. Footfall in high streets and shopping centres in January was around a tenth higher than in April 2020, a smaller differential than in retail parks but nonetheless significant, and possibly a reflection of the activity generated by health services such as dentists and opticians that are continuing to operate.

The fact that footfall on retail parks was stronger in January 2021 than in April 2020 is interesting as there is generally a greater uplift in retail park footfall in the Spring when many shoppers turn their attention to their gardens and homes. Stronger footfall in retail parks is synonymous with a degree of lockdown fatigue and pent up demand to get out of the house and shop, despite food store operators expanding their delivery capability. Shoppers are also clearly visiting retail parks for leisure based trips in the absence of any other opportunity to shop (particularly as drive-thru's and coffee shops continue to offer take away and click and collect is operating). This is the first indication of the potential for a bounce back in spending when non-essential retailers reopen once again.

At the same time, the longer term impact of the pandemic on bricks and mortar retail is starting to become clear, with the vacancy rate rising for the third consecutive time in January to 11.7%, from 11.3% in October 2020 and 9.8% in January 2020.

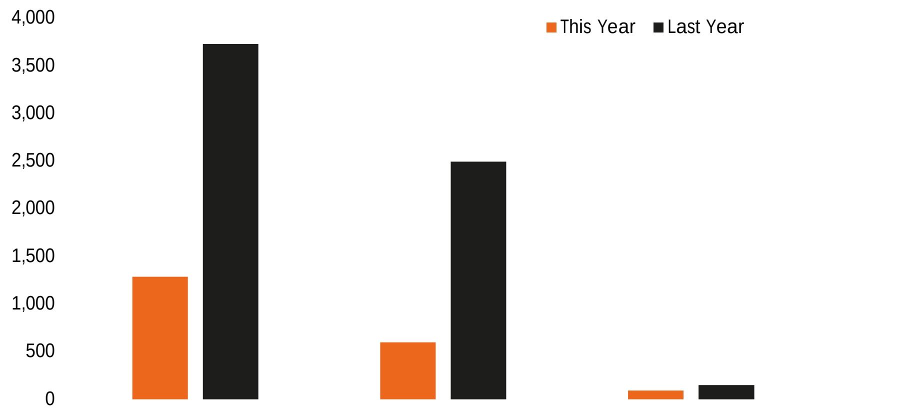
Commenting on the Cambridge Monthly Performance Report, Cambridge BID added:

During the whole of February Lockdown 3 was fully in place. High Street footfall in Cambridge was down 68.6% in Cambridge which compared to 68.2% across the UK. Shopping Centre footfall in Cambridge was down 94.8% which was higher than the UK average. With only essential retail able to be open and in Cambridge much of essential retail being outside shopping centres the impact on shopping centre footfall in Cambridge is very high.

In line with footfall decreases, multi-store car park usage in February 2021 compared to February 2020 was down 83.9%. Surface car park usage was also down 69% in February 2021 compared to February 2020. Park & Ride numbers for February 2021 were exceptionally low as the service stopped operating on 24th January due to the national lockdown with local services stopping at P&R sites instead to cater for passengers than needed to travel for essential journeys. Guided Busway passenger numbers were down 85% in February 2021 compared to February 2020, reflective of the national stay at home guidance.

The Cambridge BID Ambassador team remained furloughed during February 2021 so no Cambridge BID data is available for February 2021.

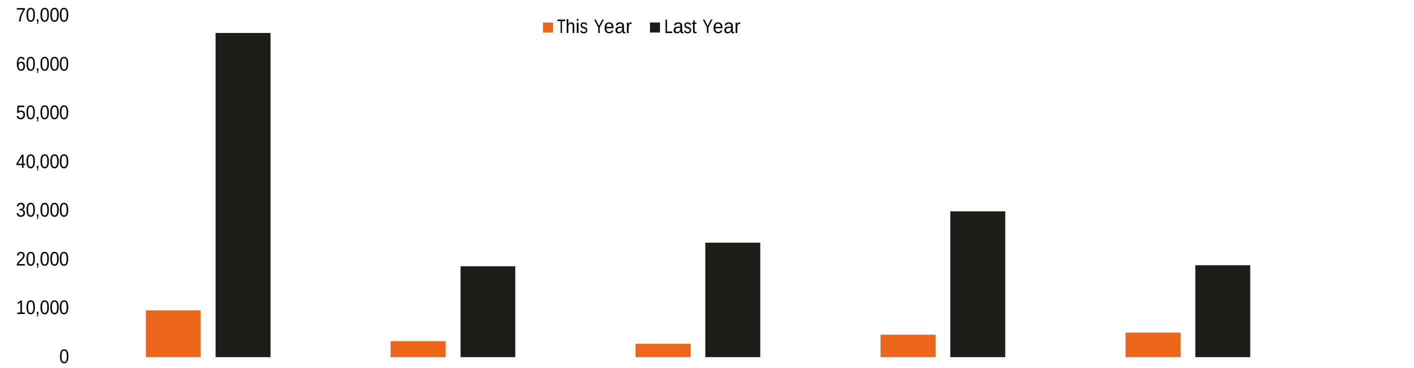
Suface Car Park Usage



	Adam & Eve	Castle Hill	Riverside	Total
This Year	1,287	598	93	1,978
Last Year	3,730	2,495	148	6,373
YoY	-65.5%	-76.0%	-37.2%	-69.0%

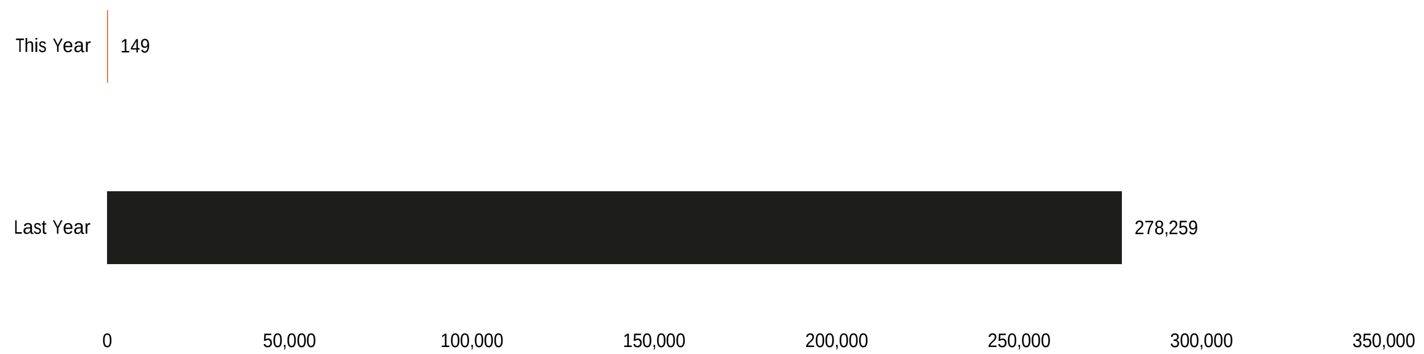
* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

Multi Storey Car Park Usage



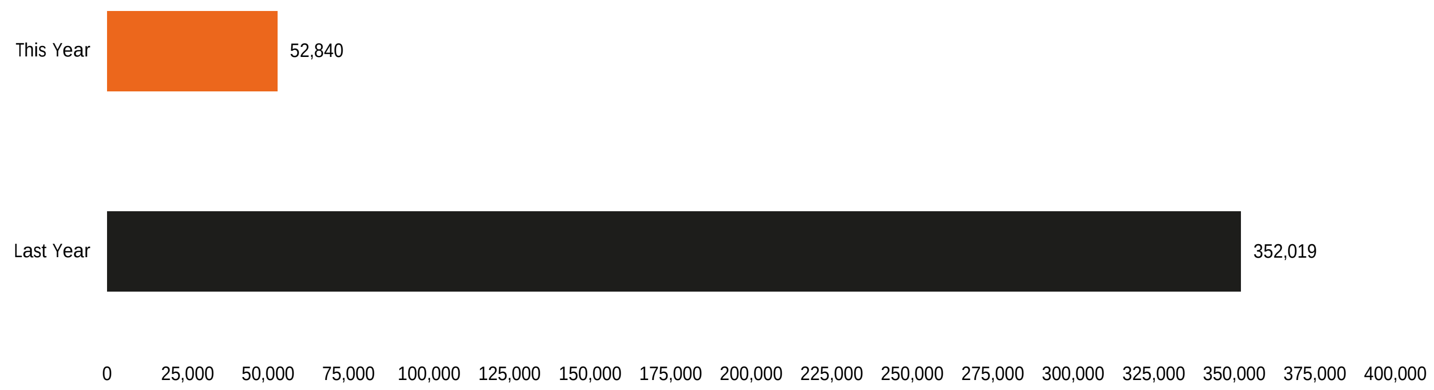
	Grand Arcade	Park Street	Queen Anne Terrace	Grafton East	Grafton West	Total
This Year	9,634	3,295	2,734	4,598	5,057	25,318
Last Year	66,533	18,644	23,503	29,913	18,891	157,484
YoY	-85.5%	-82.3%	-88.4%	-84.6%	-73.2%	-83.9%

Park & Ride Usage



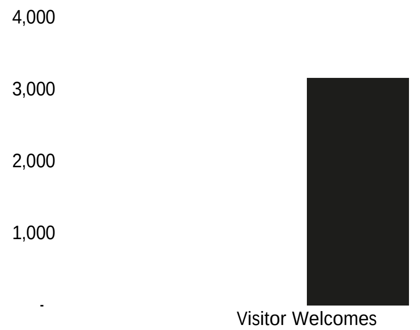
	December 2020	January 2021	February 2021	Moving Annual %
YoY	-72.7%	-94.7%	-99.9%	-80.7%

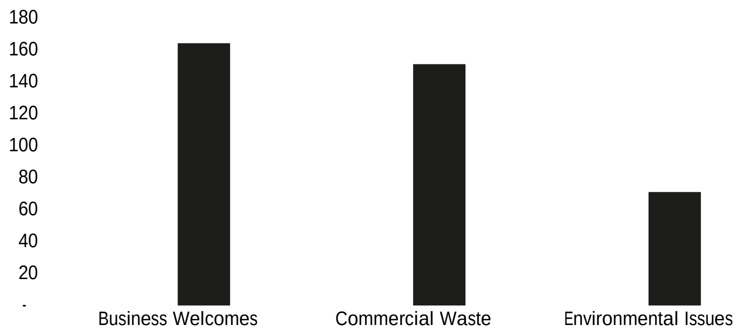
Guided Busway Usage



	December 2020	January 2021	February 2021	Moving Annual %
YoY	-69.7%	-86.4%	-85.0%	-77.4%

Cambridge BID Data





	Visitor Welcomes
This Year	-
Last Year	3,160

	Business Welcomes	Commercial Waste	Environmental Issues
This Year	-	-	-
Last Year	164	151	71

Note:
*Cambridge BID Ambassadors are currently furloughed due to COVID-19

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