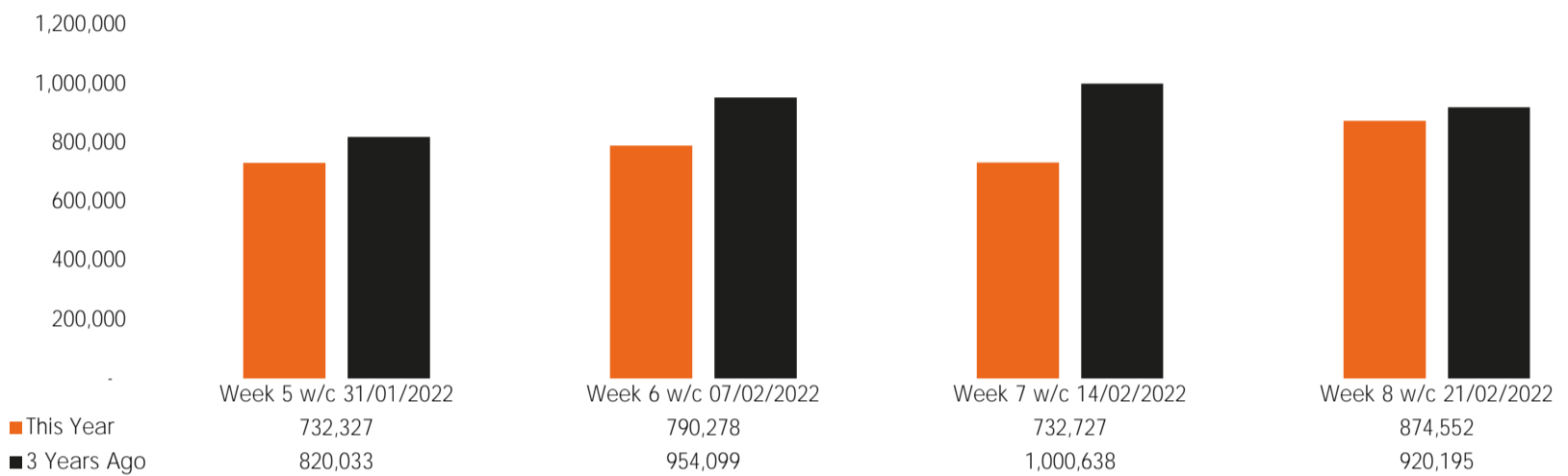


Please Note: This report contains all available data. Some of the data usually available has been impacted by Covid-19 and therefore unable to be included

Springboard Benchmarks - vs 2019

	Shopping Centre Index	High Street Index
Cambridge	-28.3%	-15.3%
East	-22.2%	-24.4%
UK	-24.1%	-26.2%

Cambridge City Centre Footfall

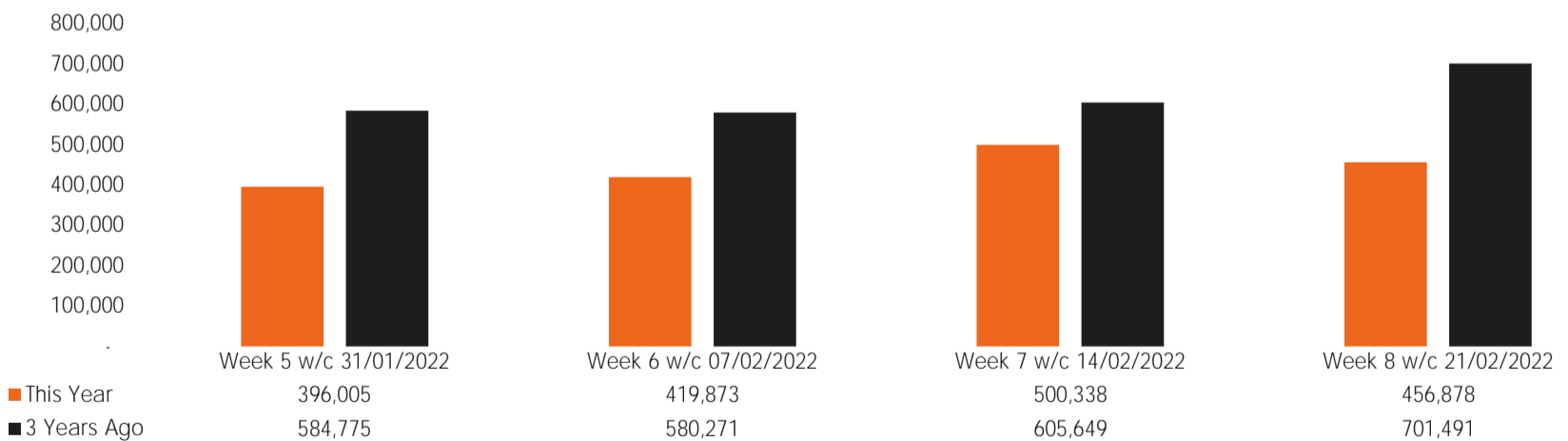


The Weekly Average Total for February 2022 was 782471

The Weekly Average Total for February 2020 was 923741

The Weekly Average Total for February 2022 was -15.29% compared to 2019

Cambridge Shopping Centre Footfall



The Weekly Average Total for February 2022 was 443274

The Weekly Average Total for February 2020 was 618047

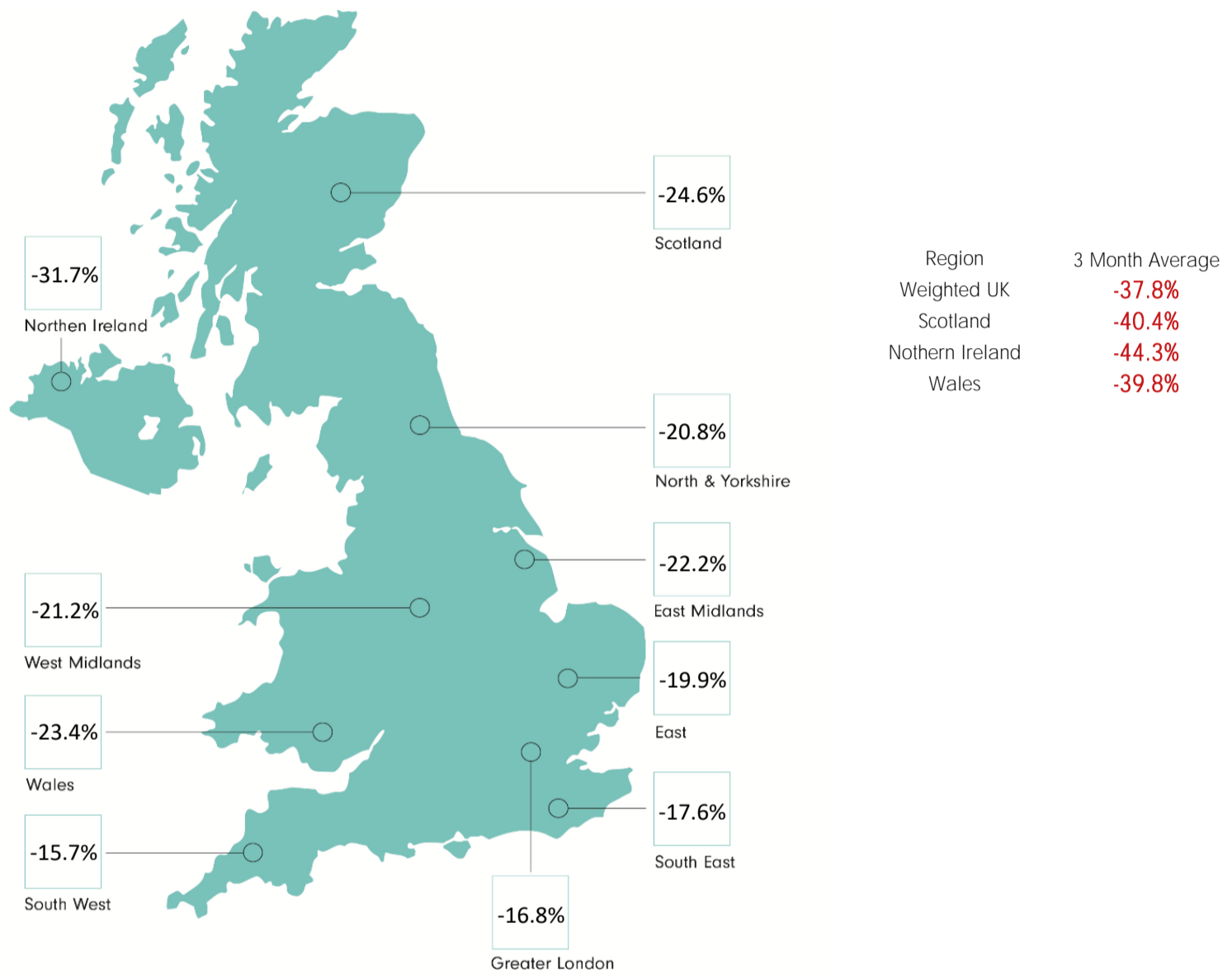
The Weekly Average Total for February 2022 was -28.28% compared to the 2019

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 2022	-20.7%	-26.2%	-5.3%	-24.1%
December - February	-37.8%	-43.8%	-18.3%	-44.0%



Diane Wehrle, Insights Director at Springboard, said:

"Despite the third week of February being impacted by severe storms (Dudley and Eunice), footfall across UK retail destinations over the month as a whole was surprisingly robust.

With a gap of -20.7% from the 2019 level, footfall strengthened marginally from January when it was -20.8% below 2019, driven by a month on month increase of +9.1% which was the largest single monthly uplift since June 2021 and nearly three times as great as the increase from September to October, before the Omicron variant hit. In the weeks before and after the storms footfall averaged -18.5% below 2019 and, in the absence of the extreme weather in the third week of the month when footfall dropped to -26.3% below 2019 and to -34.7% in high streets, it is likely that the overall result for the month would have been circa -18%.

The uplift in February 2022 is a reverse of the result in six of the nine years up to and including 2019 when the annual change in footfall in February worsened from January despite the occurrence of the school half term, offering a source of optimism for retailers in what remains a retail landscape that is impacted to some degree by Covid.

Some of the stronger performance in February is likely to have emanated from the drift back of employees to offices, although this has been a steady trickle rather than a flood, and continues to suppress footfall in major city centres. Footfall in Central London and in cities outside London was -31.9% and -29.8% below the 2019 level respectively in February, versus -27.3% in market towns and -20.2% in outer London which have consistently been more resilient in terms of retaining footfall as people work from home.

February appeared to represent a sweet spot in terms of returning footfall, with consumers' confidence riding high on the back of the removal of Covid restrictions. However, the concern for retailers over the coming months must be the likely impact on spending of rising household energy prices and fuel costs."

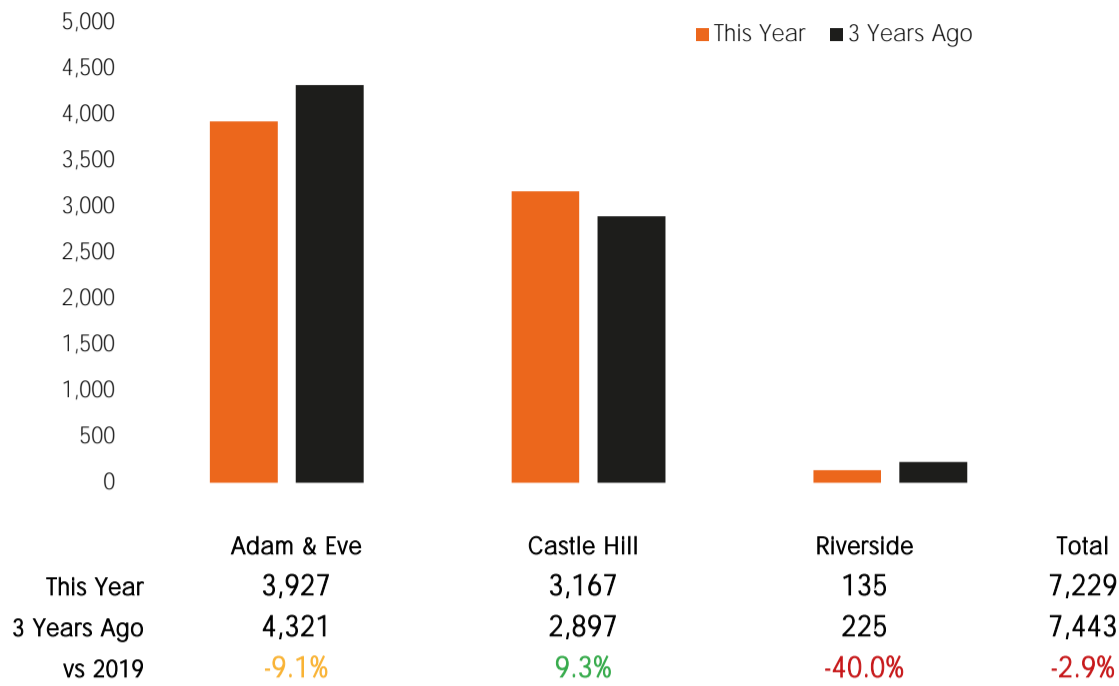
Commenting on the Cambridge Monthly Performance Report, Cambridge BID added:

"This report compares February 2022 with February 2019. From a high street footfall perspective Cambridge was 15.3% down in February 2022 compared to February 2019. This compares favourably with the national average which was 26.2% down. Shopping Centre footfall was 28.3% down in Cambridge compared to a national average of 24.1% down. Multi-storey car parks in Cambridge were down 6% overall in February 2022 compared to February 2019 (please note Park Street Car Park is closed so removed from the figures). Grafton West and Grand Arcade continued to perform the best at 1.8% down and 2.3% down respectively. Park & Ride was 33.4% down in February 2022 compared to February 2019 which is an improving picture compared to January 2022 and indicates a gradual return to the office. The number of Guided Busway passengers was 51.6% down in February 2022 compared to February 2019 but a slight improvement on January 2022 so again supporting the gradual return to the office.

Visitor welcomes made by the Cambridge BID Ambassador team in February 2022 were still relatively low but as expected. The team reported several environmental issues which could then be followed up alongside some incidents of commercial waste which would have been reported. In addition, over 200 business visits were made, providing vital communication between Cambridge BID and businesses. "

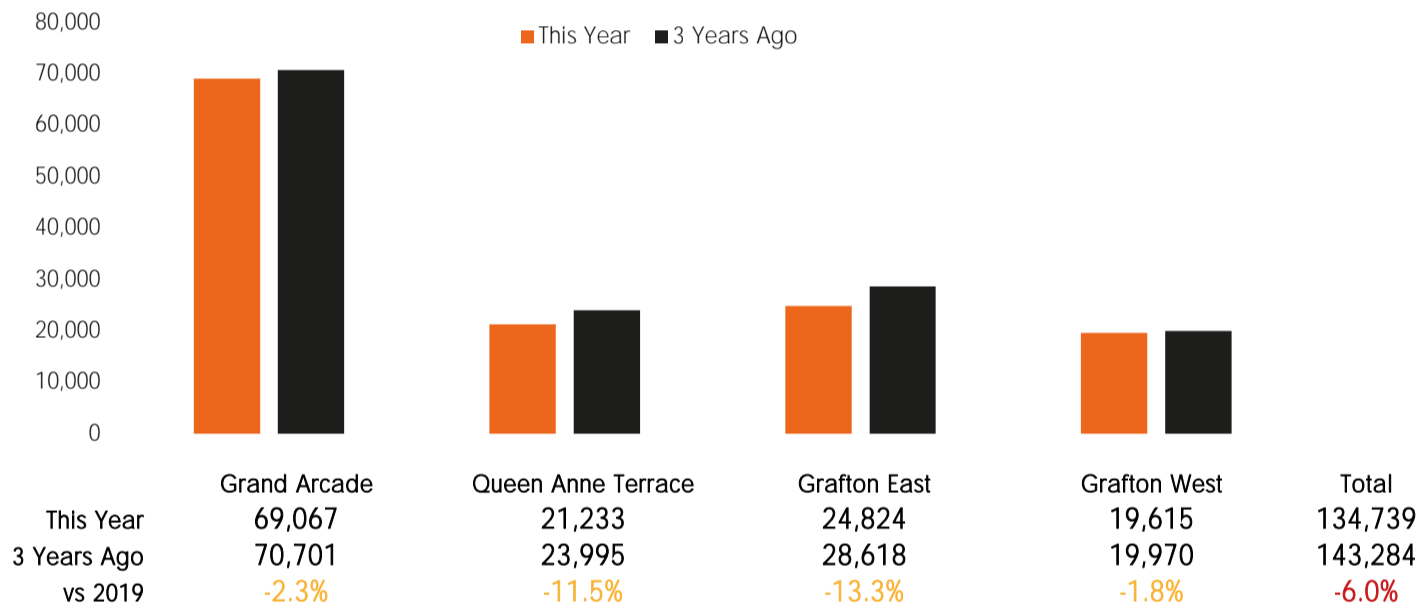


Surface Car Park Usage

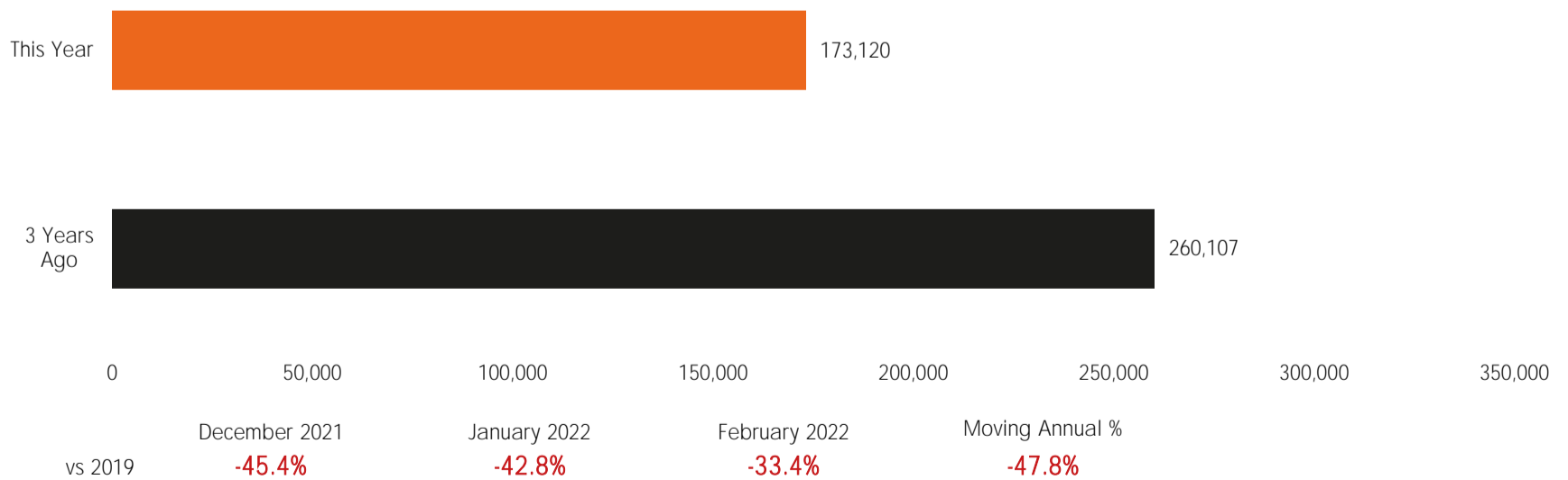


* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

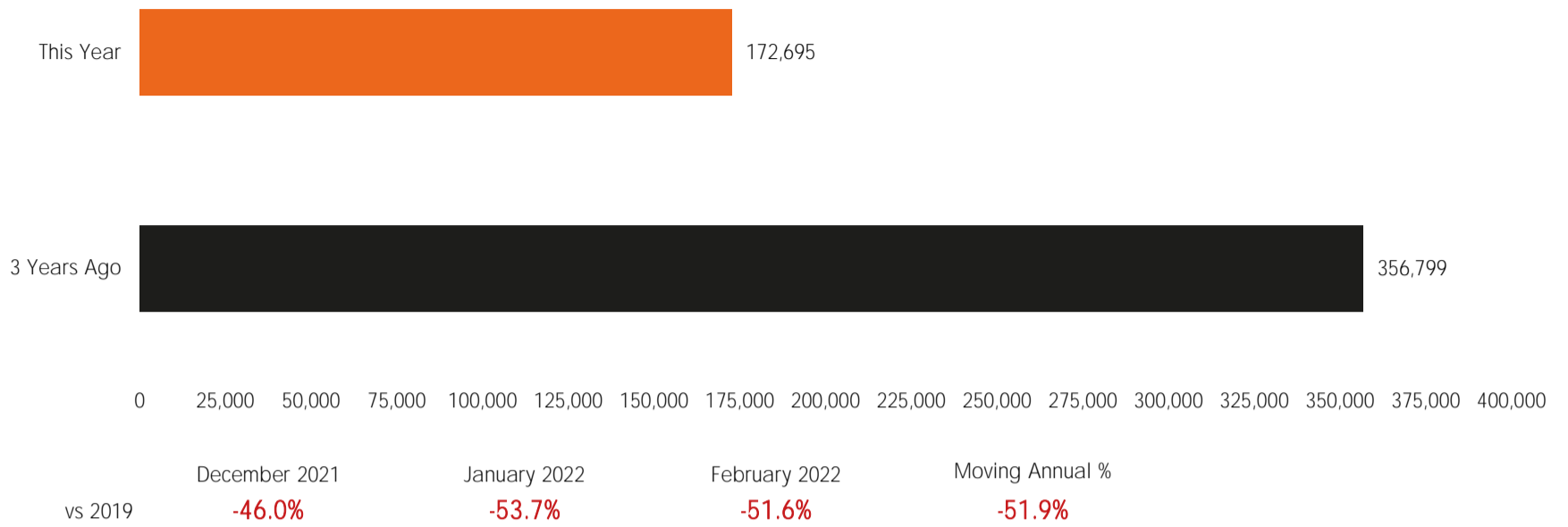
Multi Storey Car Park Usage



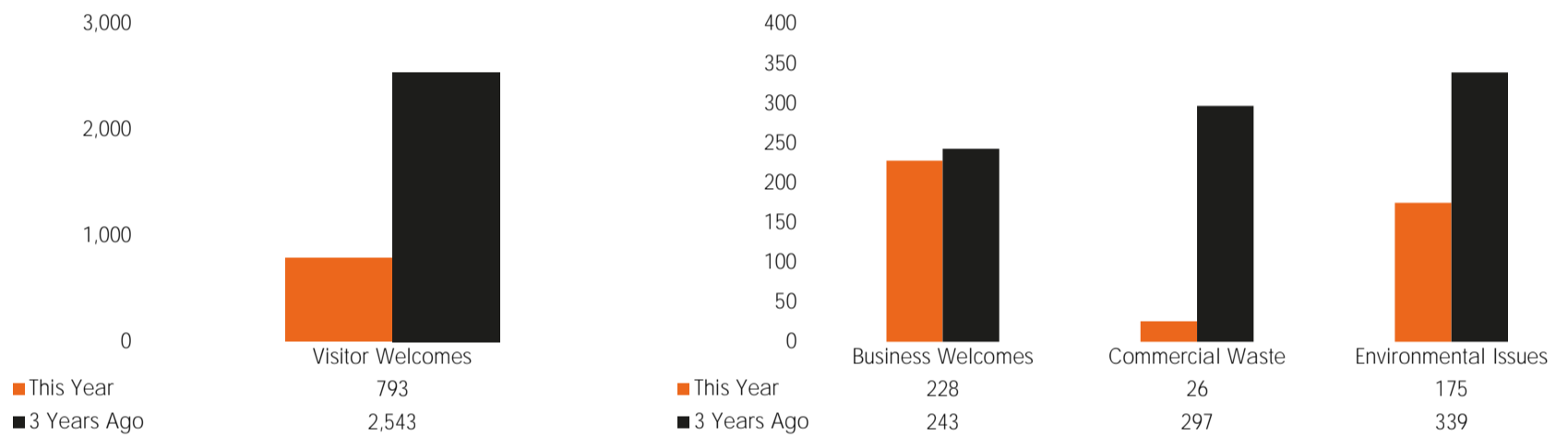
Park & Ride Usage



Guided Busway Usage



Cambridge BID Data



Note:
 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