Cambridge Monthly Performance Report

January
31/12/2018 - 27/01/2019

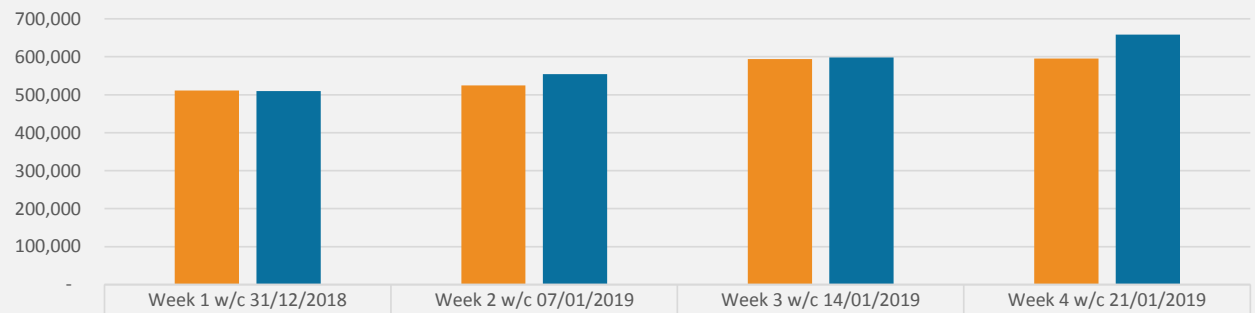
Region- East

Springboard Benchmarks - YoY

Shopping Centre Benchmarks	
Cambridge	-2.4%
East	-0.8%
UK	-0.9%

High Street Benchmarks	
Cambridge	-4.1%
East	-2.1%
UK	-0.7%

Cambridge City Centre Footfall

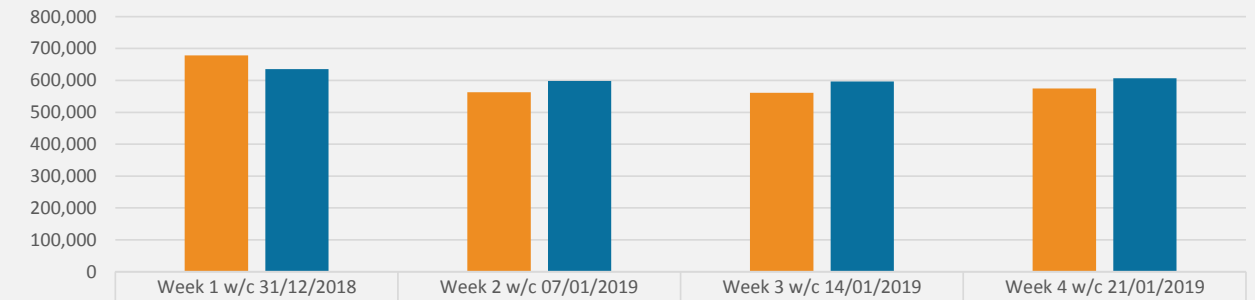


	Week 1 w/c 31/12/2018	Week 2 w/c 07/01/2019	Week 3 w/c 14/01/2019	Week 4 w/c 21/01/2019
This Year	511,337	524,618	593,647	595,230
Last Year	509,858	554,350	598,205	658,054

January 2018 Weekly Average Total	556,208	-4.1%
January 2017 Weekly Average Total	580,117	

Numbers of visitors recorded in Cambridge City Centre via footfall cameras situated in Sidney Street, Bridge Street, Kings Parade, Regent Street and Fitzroy Street.

Cambridge Shopping Centre Footfall



	Week 1 w/c 31/12/2018	Week 2 w/c 07/01/2019	Week 3 w/c 14/01/2019	Week 4 w/c 21/01/2019
This Year	678,577	563,283	561,183	574,885
Last Year	635,083	598,634	596,565	607,017

January 2018 Weekly Average Total	594,482	-2.4%
January 2017 Weekly Average Total	609,325	

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
January	-0.7%	-0.7%	-0.3%	-0.9%
November - January	-0.7%	-2.2%	-1.3%	-2.9%

Footfall in January fell by 0.7%, a lesser decline compared to the previous year where it fell by 1.6%. This is the fourteenth month of consecutive decline. With school holidays extending further into January this year compared to last, January footfall received a boost. It also appears that some retailers focused discount events within their physical stores during January, which is likely to have increased traffic as well.

Three regions experienced growth in January, Northern Ireland, the East and Wales at 3.9 per cent, 0.3 per cent and 0.3 per cent, respectively. The South East, East Midlands and Scotland experienced the deepest declines in January at 2.1 per cent, 2.0 per cent and 1.9 per cent, respectively. However, the East and Wales saw the highest improvement when compared to their declines a year ago at 2.5 per cent and 1.7 per cent.

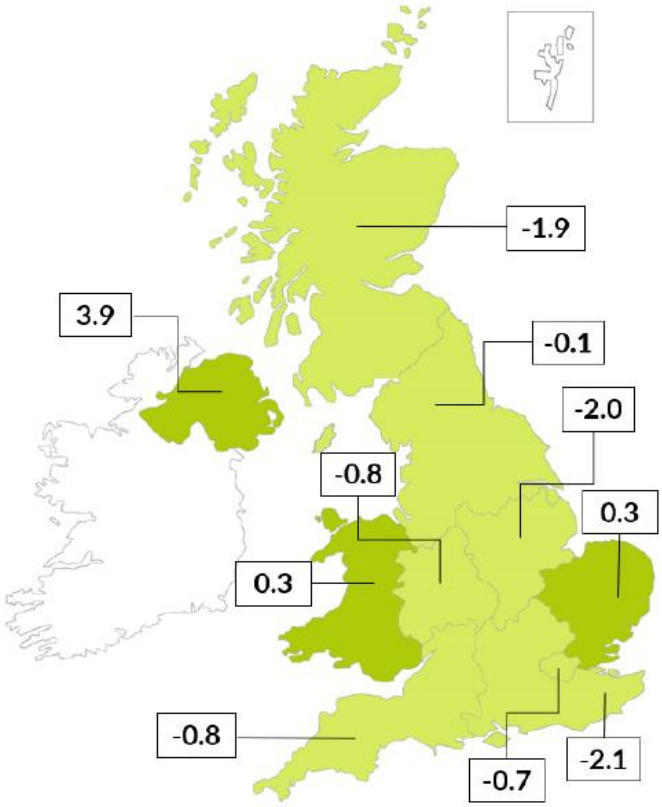
High Street footfall declined by 0.7 per cent, marking six consecutive months of weakening for this shopping location. This was a lesser decline relative to the previous year when it fell by 1.9 per cent. Northern Ireland grew by 4.7 per cent from 4.1 in December and -1.2% in January 2018. Northern Ireland was the only region to experience growth over Q4 2018 in this shopping location. In January, three other regions saw positive growth in footfall, aided by the poor performance seen in January 2018: Wales, the West Midlands and the South West increased by 3.2, 2.1, and 0.4 per cent, respectively.

Retail Parks footfall declined by 0.3 per cent, a decline on last year when it grew by 0.9 per cent. Following four consecutive months of decline, the East returned to growth, footfall increasing by 6.7 per cent, the fastest growing region for this shopping location and the largest growth since October 2017 when it grew by 6.0 per cent. The East Midlands grew as well, at 2.1 per cent, from -0.6 per cent in December and -0.1 per cent a year ago.

Shopping Centre footfall declined by 0.9 per cent, following the decline of 3.1 per cent a year ago. Northern Ireland, Scotland and the South West were the only regions to see growth, at 1.7, 0.7, and 0.3 per cent, respectively. All other regions, except West Midlands, saw a slowdown in their rate of decline relative to a year ago.

The national town centre vacancy rate was 9.9 per cent in January 2019, an increase from 9.6 per cent in October 2018 and worse than the January 2018 rate of 8.9 per cent.

FOOTFALL % CHANGE YEAR-ON-YEAR:



Region	YoY
Weighted UK	-0.7%
Scotland	-1.9%
Nothern Ireland	3.9%
Wales	0.3%

Springboard Insights

Helen Dickinson OBE, BRC Chief Executive, said:

"Footfall fell by less than the previous year as firms focused on in-store discounts – bringing relatively more people onto the streets. On the other hand the slight increase in the vacancy rate will be a cause for concern at many shopping destinations."

"The data reflects the underlying pressures which continue to challenge shops up and down the country. Retail is undergoing a seismic shift, with technology changing the way we shop. Consumers are making fewer visits to physical stores, choosing to research and pay for a greater proportion of their purchases online. This requires a reinvention of retail, with outlets investing in their physical space to encourage a more experience-led approach to shopping – something which is being held back by sky high business rates."

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

"January in Cambridge was reflective of the national trends. Week 1 in January saw increases in footfall across both the high street and shopping centres, which were driven in the main by Monday 31st December. This increase in Week 1 was not matched for the remainder of the month and overall footfall was down in shopping centres and on the high street in January 2019 compared to 2018."

"The January Sales Index however, showed a broadly even number of businesses had a 'green' and 'red' month suggesting that overall sales in Cambridge were similar, comparing year on year."

"January Park & Ride usage, however, saw the largest increase in months with 15.3% more passenger journeys being made in January 2019 compared to January 2018. Guided Busway usage was also up 7.5% up in January 2019 compared to January 2018. Between Park & Ride and Guided Busway, an extra 60,000 passenger journeys were made in January 2019 compared to 2018."

"Multi-storey car park usage was down in January 2019 compared to January 2018, with Queen Anne Terrace and Park Street car parks showing the largest drops. Surface car parks were slightly up in January 2019 compared to January 2018 but this was driven by increases in Adam & Eve car park and Castle Court, which only holds 299 spaces and is only available for the public to use on Saturdays and Sundays between 9am – 7pm."

"The Visitor Information Centre on Peas Hill saw an increase in Visitor Numbers in January 2019 compared to January 2018 with 7640 visitors compared to 6120 in January 2018. The Cambridge BID data supports this as our Ambassador team welcomed more visitors in January 2019 compared to January 2018."

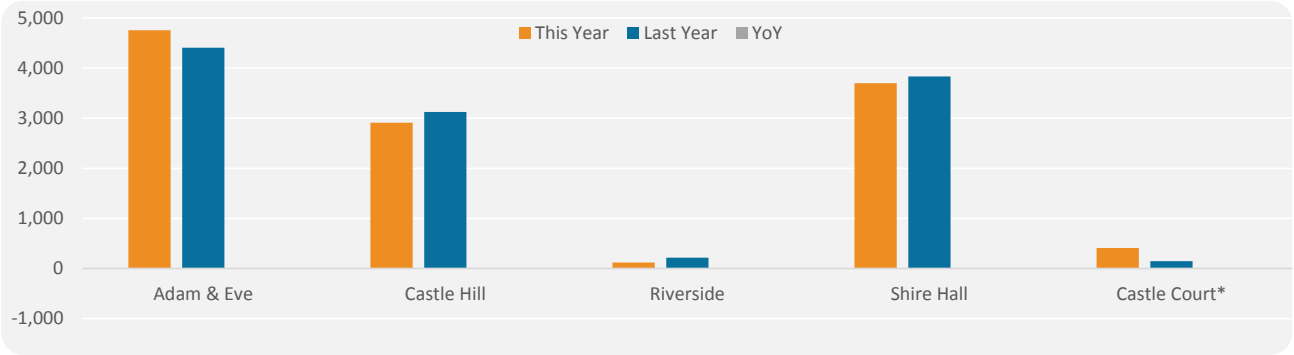
Diane Wehrle, Insights Director at Springboard, said:

"We should not be persuaded that the drop in footfall in January of just -0.7% suggests trading conditions have stabilised. On closer interrogation, the clear fact is that all of this improvement emanates from the first week when footfall rose by +2.6% whilst dropping by an average of -2.1% over the three subsequent weeks. And in even in the first week the uplift was largely driven by one day - New Year's Eve (Monday 31st December) - which showed an uplift of +151%; which again should be taken with a pinch of salt as it was compared against New Year's Day In 2017 when trading hours were more limited and the weather was very poor."

"Despite the fact that the vacancy rate is a lagged and sticky indicator – trailing sales and footfall trends, and subject to the vagaries of lease lengths – in January it reflected the ongoing challenges faced by retailers and recent store closures. It rose for the second consecutive quarter, to 9.9% from 9.6% in October and 9.2% in July, and is now at the highest it has been since July 2016 when it rose to 10.1% from 9.6% in the previous quarter."

"The truth is that footfall in overall terms is still sliding, however, a slight glimmer of hope for retailers is that day time footfall – which accounts for around 70% of total footfall volume - rose by +0.6% in January driven by a greater increase of +5.4% in the first week, with a lesser average drop of just -1.1% between the second and fourth weeks."

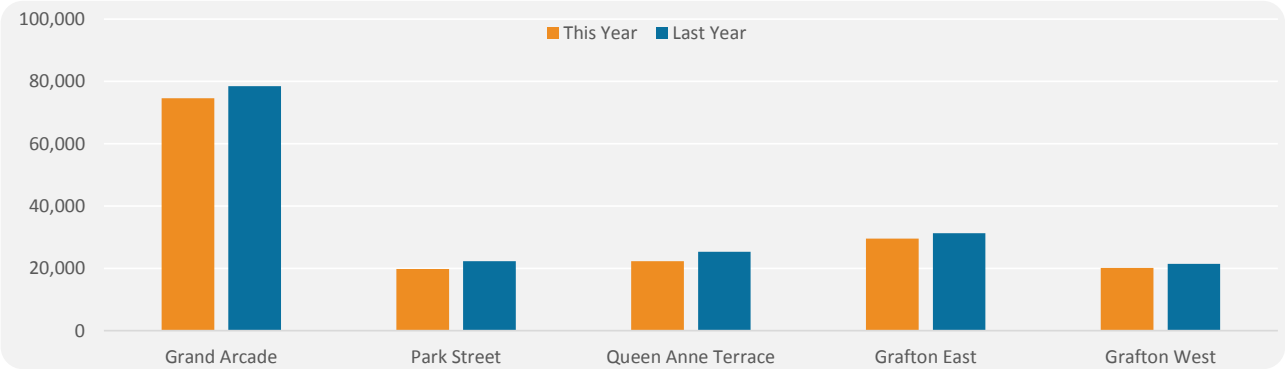
Surface Car Park Usage



	Adam & Eve	Castle Hill	Riverside	Shire Hall	Castle Court *	Total
This Year	4,756	2,908	117	3,699	408	11,888
Last Year	4,406	3,124	217	3,836	146	11,729
YoY	7.9%	-6.9%	-46.1%	-3.6%	179.5%	1.4%

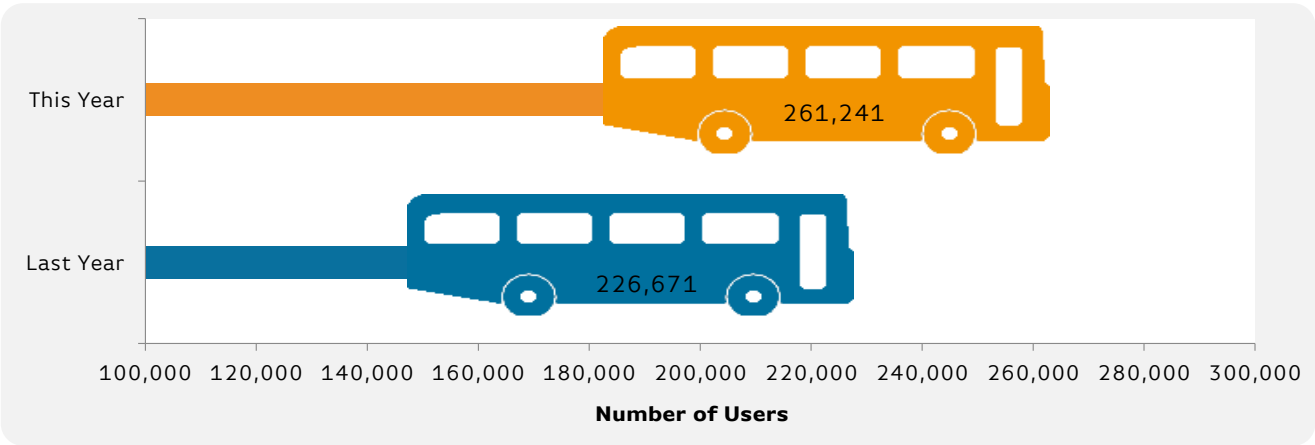
* Castle Court car park holds 299 spaces and is only avialable for the public to use on Saturdays and Sundays (9am - 7pm)

Multi Storey Car Park Usage



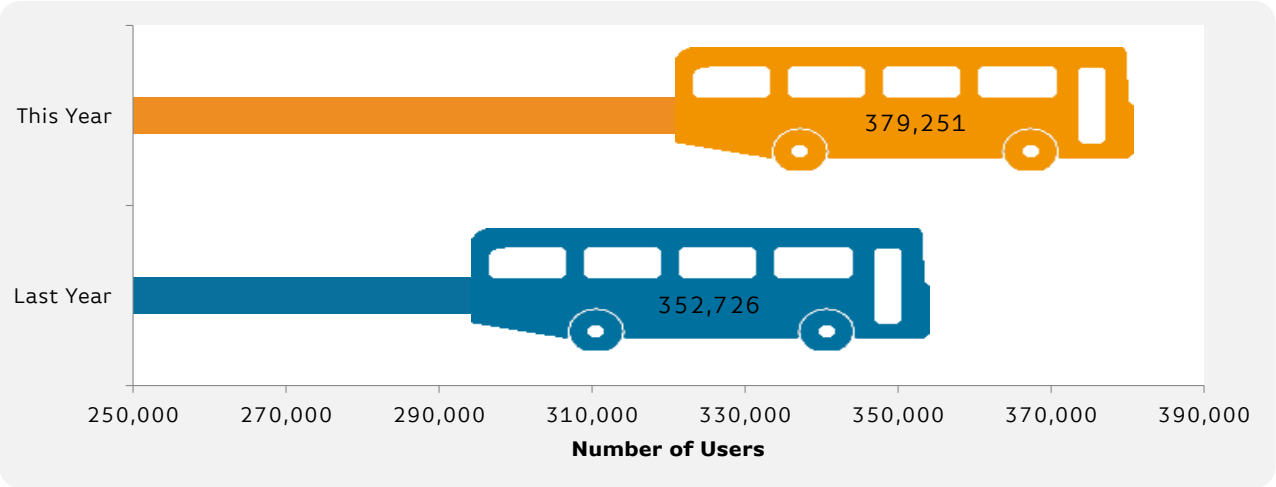
	Grand Arcade	Park Street	Queen Anne Terrace	Grafton East	Grafton West	Total
This Year	74,626	19,797	22,274	29,531	20,176	166,404
Last Year	78,502	22,285	25,335	31,276	21,472	178,870
YoY	-4.9%	-11.2%	-12.1%	-5.6%	-6.0%	-7.0%

Park & Ride Usage



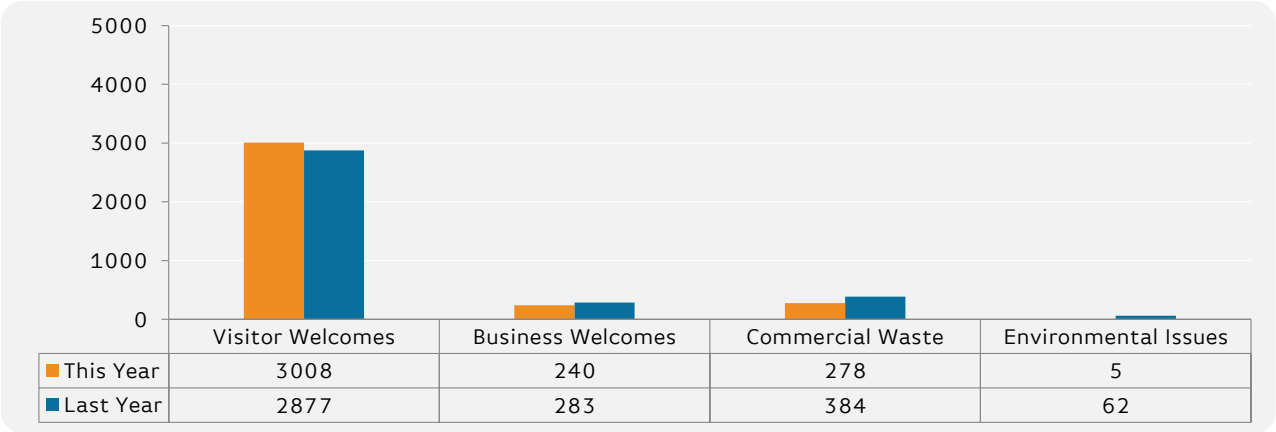
% change on November 2017	% change on December2017	% change on January 2018	Moving Annual %
7.2%	14.1%	15.3%	8.0%

Guided Busway Usage



% change on November 2017	% change on December2017	% change on January 2018	Moving Annual %
11.5%	1.5%	7.5%	5.9%

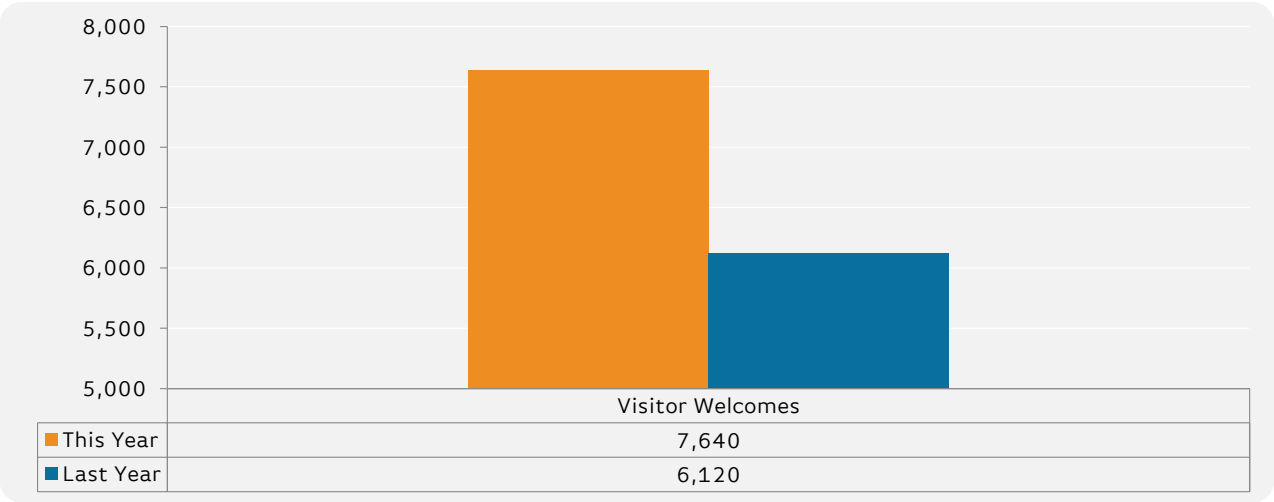
Cambridge BID Data



	Visitor Welcomes	Business Welcomes	Commercial Waste	Environmental Issues
This Year	3008	240	278	5
Last Year	2877	283	384	62

*Cambridge BID have recently started using a new data capture system so we are expecting some variation in the figures

Visitor Information Centre



	Visitor Welcomes
This Year	7,640
Last Year	6,120

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