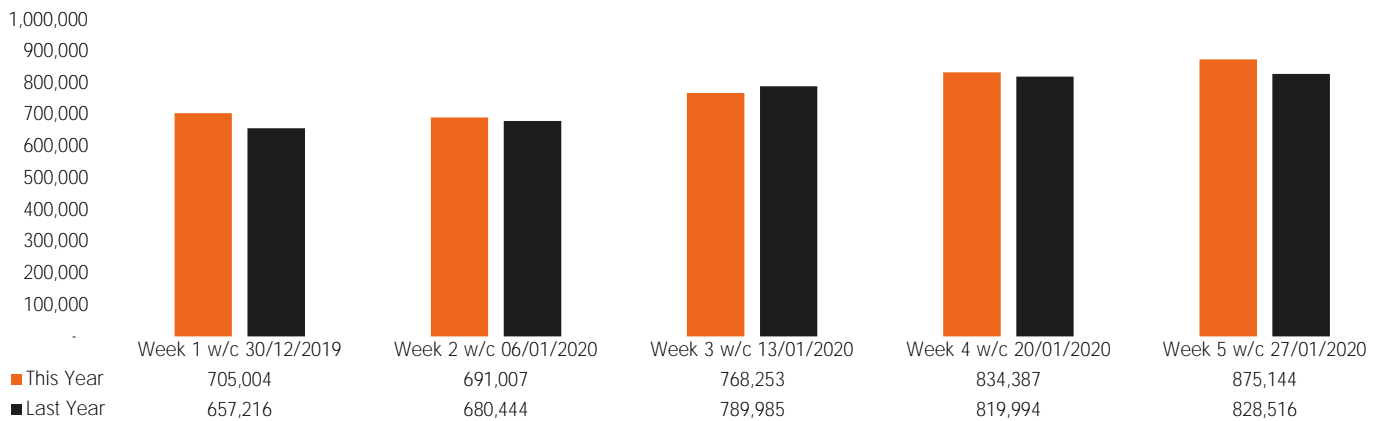


Springboard Benchmarks - YoY

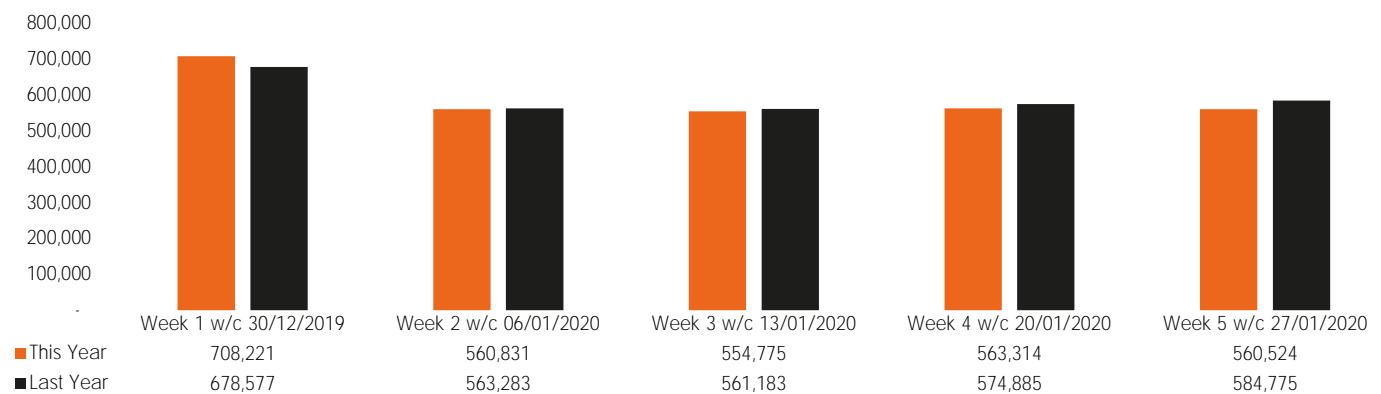
	Shopping Centre Index	High Street Index
Cambridge	-0.5%	2.6%
East	-0.1%	-1.9%
UK	0.2%	-1.8%

Cambridge City Centre Footfall



The Weekly Average Total for January 2020 was 774759  
 The Weekly Average Total for January 2019 was 755231  
 The Weekly Average Total for January 2020 was 2.59% compared to the previous year

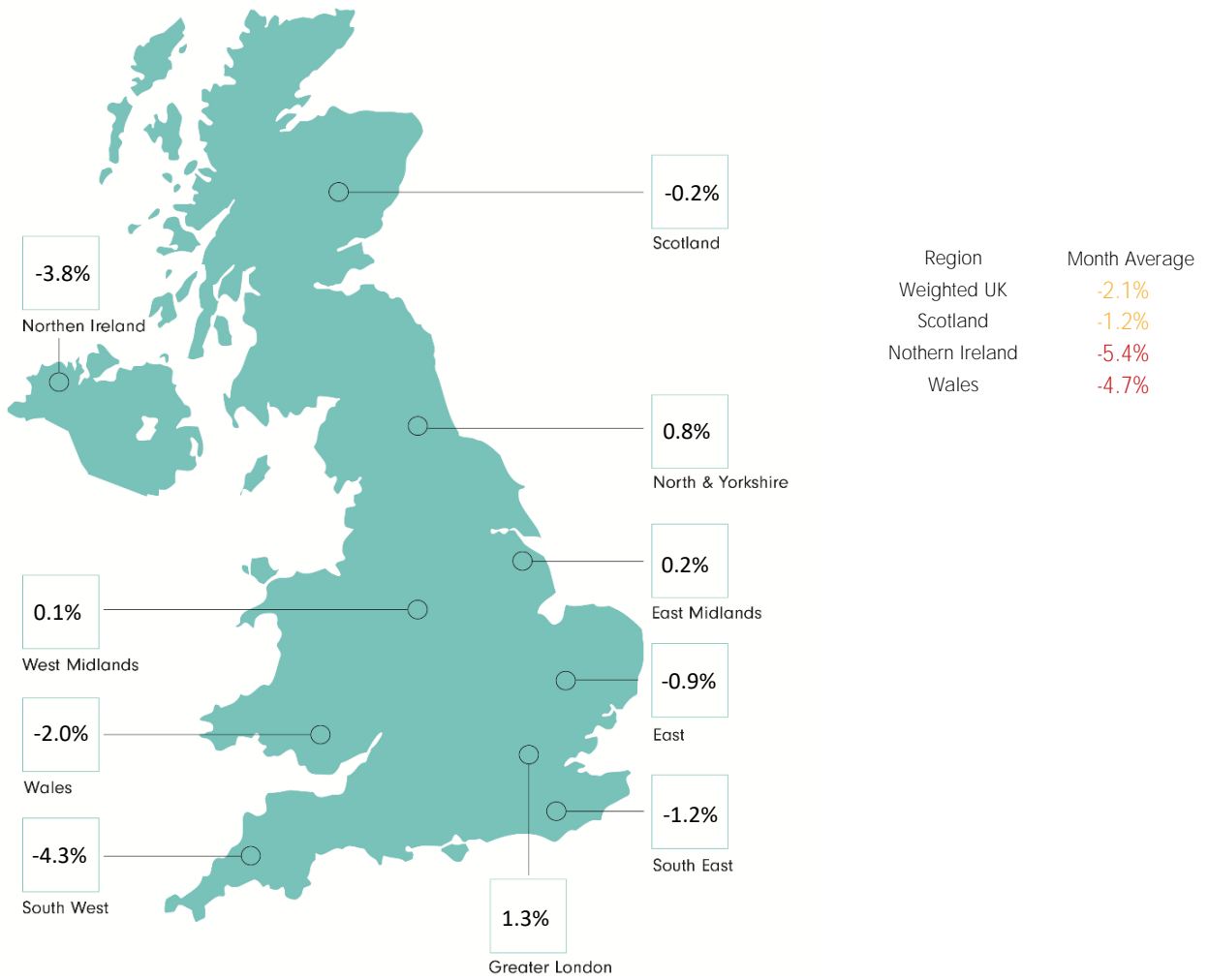
Cambridge Shopping Centre Footfall



The Weekly Average Total for January 2020 was 589533  
 The Weekly Average Total for January 2019 was 592541  
 The Weekly Average Total for January 2020 was -0.51% compared to the previous year

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
January 2020	-0.5%	-1.8%	1.4%	0.2%
November - January	-2.1%	-3.2%	-0.3%	-1.6%



Diane Wehrle, Insights Director at Springboard, said:

The start of 2020 brought some stability for bricks and mortar stores, with a drop in footfall in retail destinations of just -0.5% from January 2019, when footfall dropped by -0.7% from January 2018. Shop vacancies reinforced this, with a second consecutive quarterly improvement, bringing the UK rate down to 9.8%, the lowest for a year and below the rate of 9.9% in January 2019.

Retail parks continued to attract additional shoppers, with a rise in footfall of +1.4%, demonstrating their ability to bridge the gap between functionality and experience by offering a proposition that meets the **needs of today's efficient shopper; they are easy to access and navigate** with the additional benefit of free parking, whilst incorporating an offer that matches consumer expectations as spending restraint continues in the face of ongoing economic uncertainty.

January was the first month since March 2017, and only the third month in four years, that footfall in shopping centres rose; and whilst a rise of +0.2% is only a modest increase it brings some much needed hope for this destination type that has consistently lost shoppers for over two years. It seems that this is an early sign that the regeneration schemes long planned by owners to broaden the offer of malls to incorporate a greater experiential element, particularly in the larger malls, are working and they now better reflect consumers demands. It is likely that this is part of the reason why footfall in high streets declined by -1.8% in January, as consumers were attracted back into shopping centres, and is further illustrated by the contrast in footfall post 8pm which rose by +3% in shopping centres whilst declining by -1.3% in high streets.

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

High Street footfall in January 2020 was 2.6% up against January 2019 indicating a good start for 2020. All but week 3 in Cambridge were up year on year whereas the UK average was 3.5% down for the same period. Shopping Centre footfall in Cambridge during January 2020 was 0.5% down on January 2019 but this still compared favourably when looking at the eastern region which was 3% down and the UK which overall was 2.1% down.

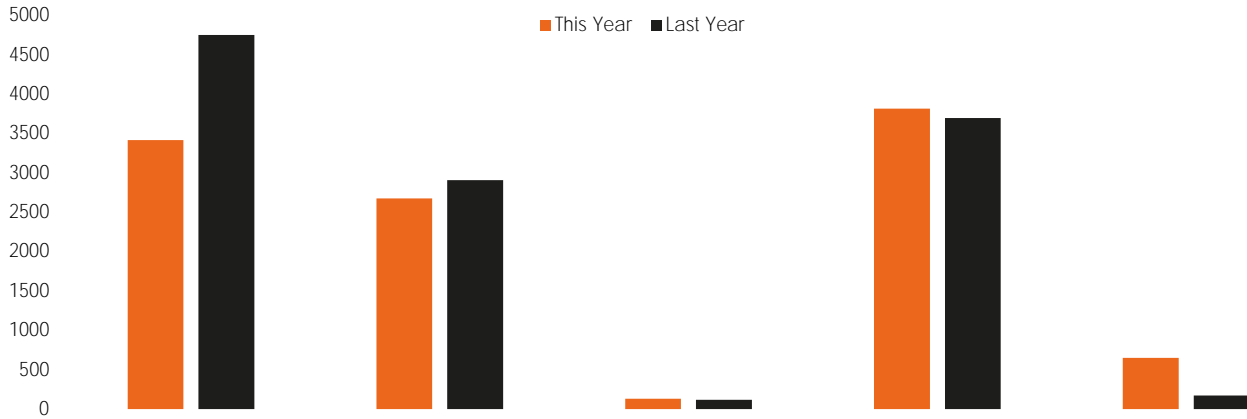
Park & Ride Figures for January show a 9% increase in the number of people using Park & Ride in January 2020 compared to January 2019. By contrast, multi storey car park usage was down 4.1% overall in January 2020 with all car parks showing a drop in usage, the largest coming from Park Street car park. Surface car park usage was down 8.2% in January 2020 with Adam & Eve the worst performing. Castle Court, Shire Hall and Riverside surface car parks all saw increases in usage.

The Cambridge BID Ambassador team welcomed over 500 more visitors in January 2020 than in January 2019. They also conducted more business welcomes, reported fewer incidents of commercial waste across the city but an increase in environmental issues when compared to January 2020.

The Visitor Information Centre, operated by Visit Cambridge & Beyond, saw a significant 17.1% increase in visitor numbers during January 2020 compared to January 2019.



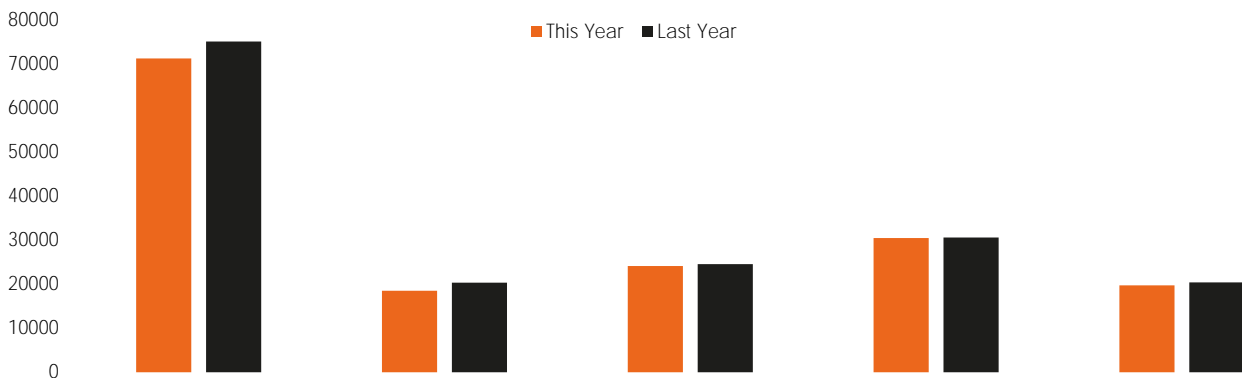
## Surface Car Park Usage



	Adam & Eve	Castle Hill	Riverside	Shire Hall	Castle Court *	Total
This Year	3,417	2,678	132	3,819	651	10,697
Last Year	4,756	2,908	117	3,699	172	11,652
YoY	-28.2%	-7.9%	12.8%	3.2%	278.5%	-8.2%

\* 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	71,328	18,496	24,115	30,466	19,715	164,120
Last Year	75,131	20,329	24,575	30,634	20,392	171,061
YoY	-5.1%	-9.0%	-1.9%	-0.5%	-3.3%	-4.1%

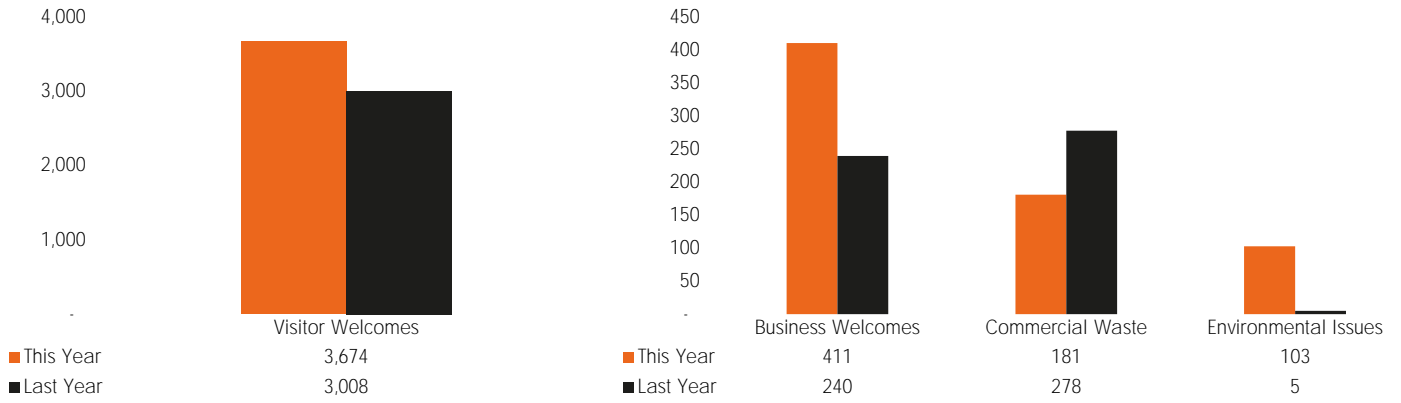
## Park & Ride Usage



150,000      200,000      250,000      300,000      350,000

YoY	November 2019	December 2019	January 2020	Moving Annual %
	8.0%	5.9%	9.0%	10.5%

## 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