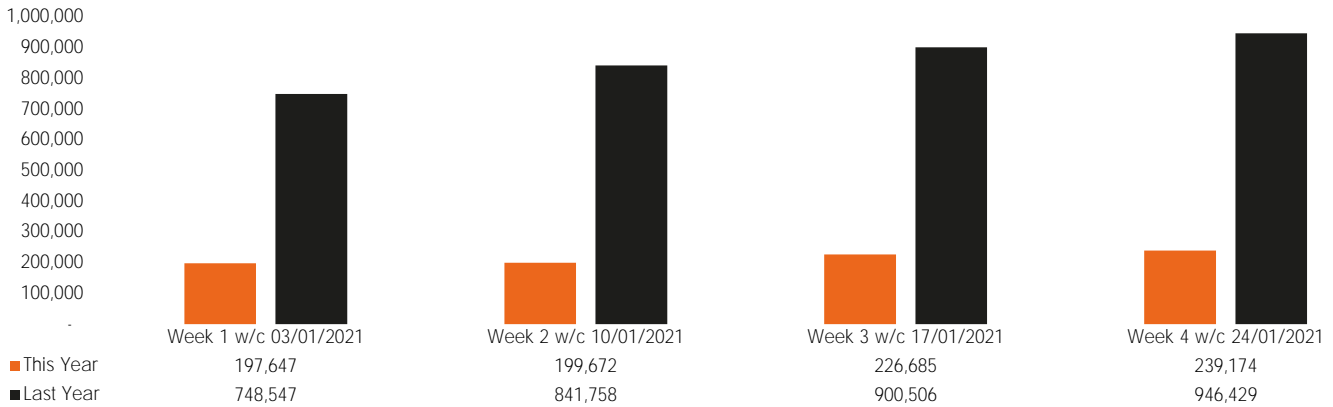


Please Note: This report contains all available data. Some of the data usually available has been impacted by Covid-19 and therefore unable to be included

Springboard Benchmarks - YoY

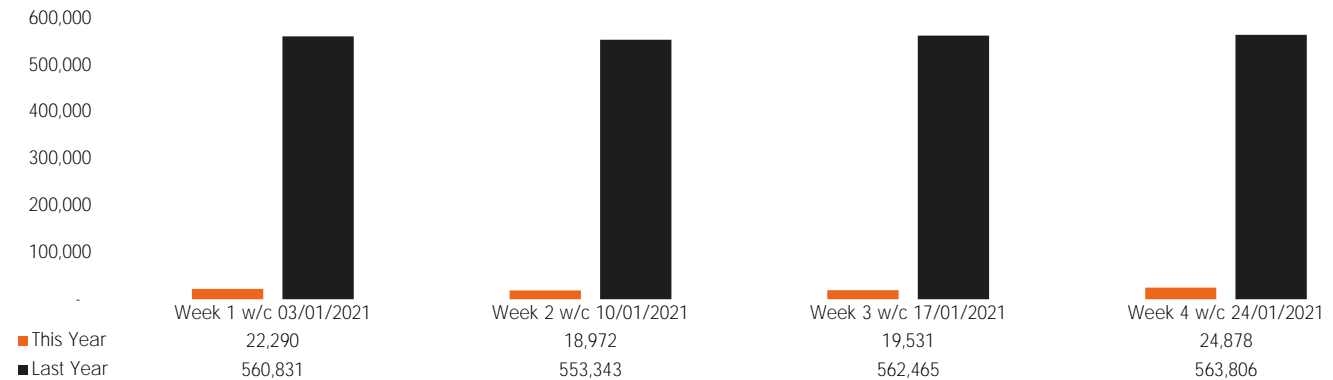
	Shopping Centre Index	High Street Index
Cambridge	-96.2%	-74.9%
East	-75.3%	-69.0%
UK	-73.6%	-72.6%

Cambridge City Centre Footfall



The Weekly Average Total for January 2021 was 215795
 The Weekly Average Total for January 2020 was 859310
 The Weekly Average Total for January 2021 was -74.89% compared to the previous year

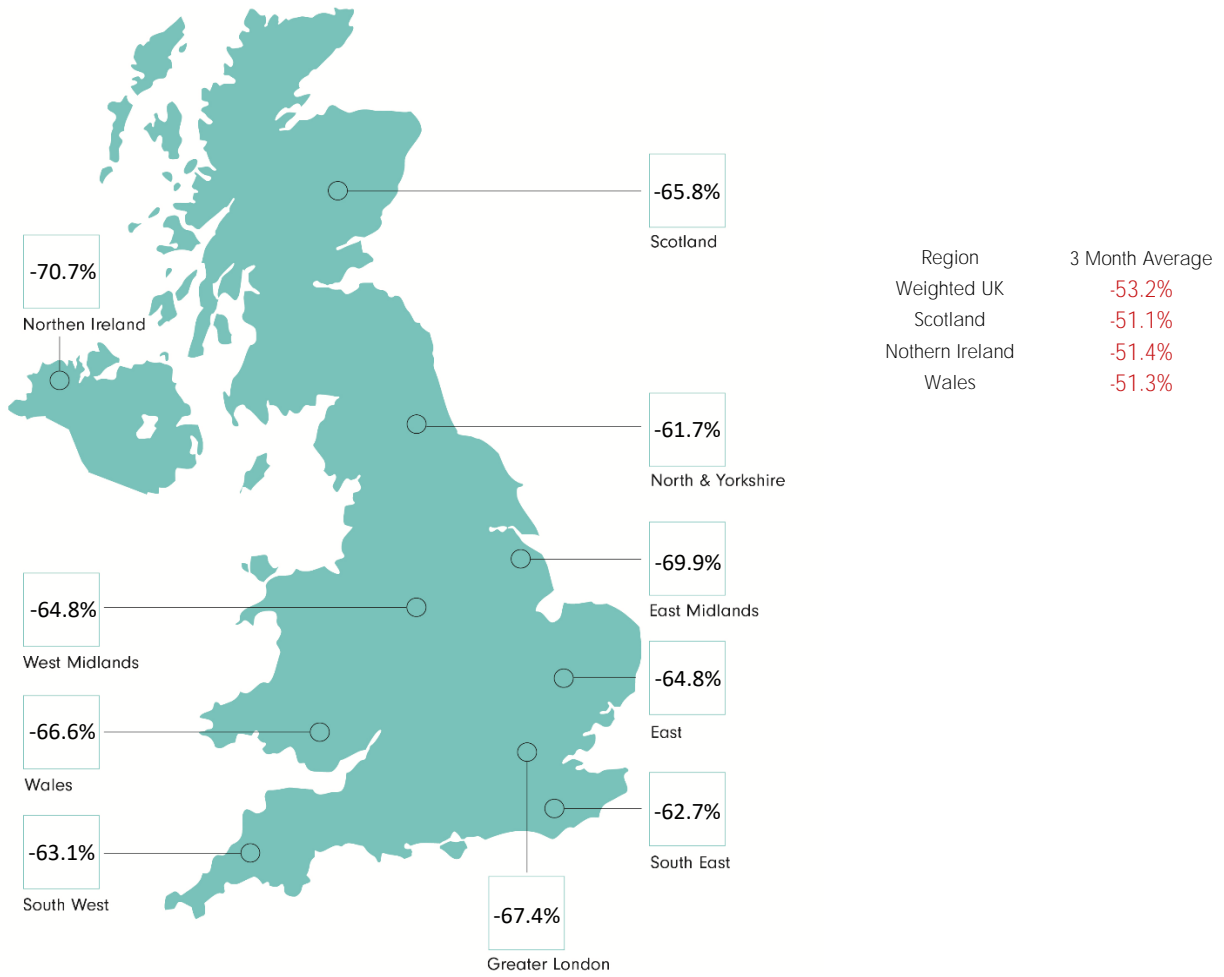
Cambridge Shopping Centre Footfall



The Weekly Average Total for January 2021 was 21418
 The Weekly Average Total for January 2020 was 560111
 The Weekly Average Total for January 2021 was -96.18% 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 2021	-65.6%	-72.6%	-42.1%	-73.6%
November - January	-53.2%	-61.0%	-29.4%	-59.7%



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:

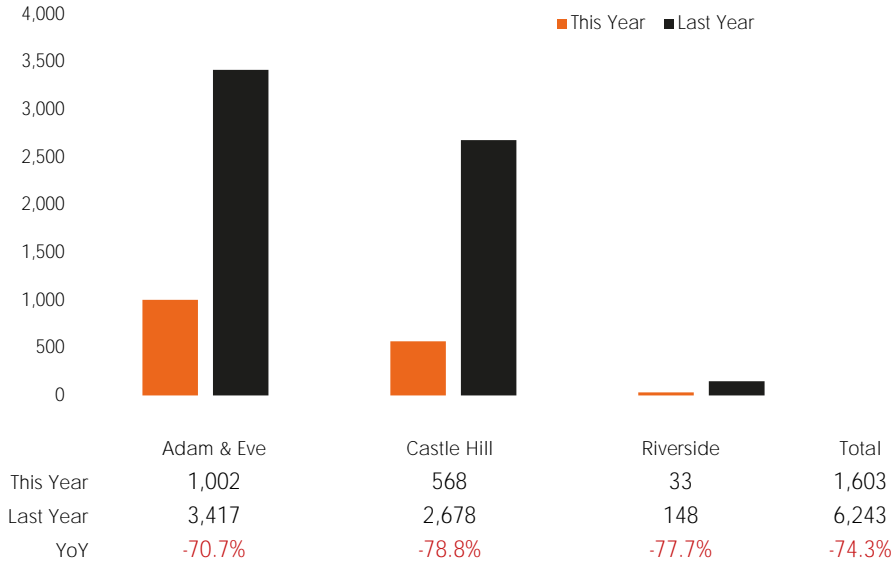
The start of January saw the start of the third national lockdown which had a **significant impact on footfall as the Government asked everyone to 'stay at home'**. High street footfall in Cambridge was 74.9% down YOY which was comparable with the UK average of 72.6% down. Shopping Centre footfall in Cambridge was down 96.2% compared to January 2020 which exceeded the UK average of 73.6% down.

Car Park data showed that on street car parks were 74.3% down in January 2021 compared to January 2020 and multi-storey car parks down 88.8%. Park & Ride usage was down 94.7% in January 2021 and the service stopped operating from Sunday 24th January due to such low demand. Guided Bus usage was down 86.4% in January 2021 compared to January 2020.

The Cambridge BID Ambassador team were furloughed from 26th December when Cambridgeshire was placed into tier 4 ahead of the National Lockdown from 4th January - therefore there is no Ambassador data for January 2021.

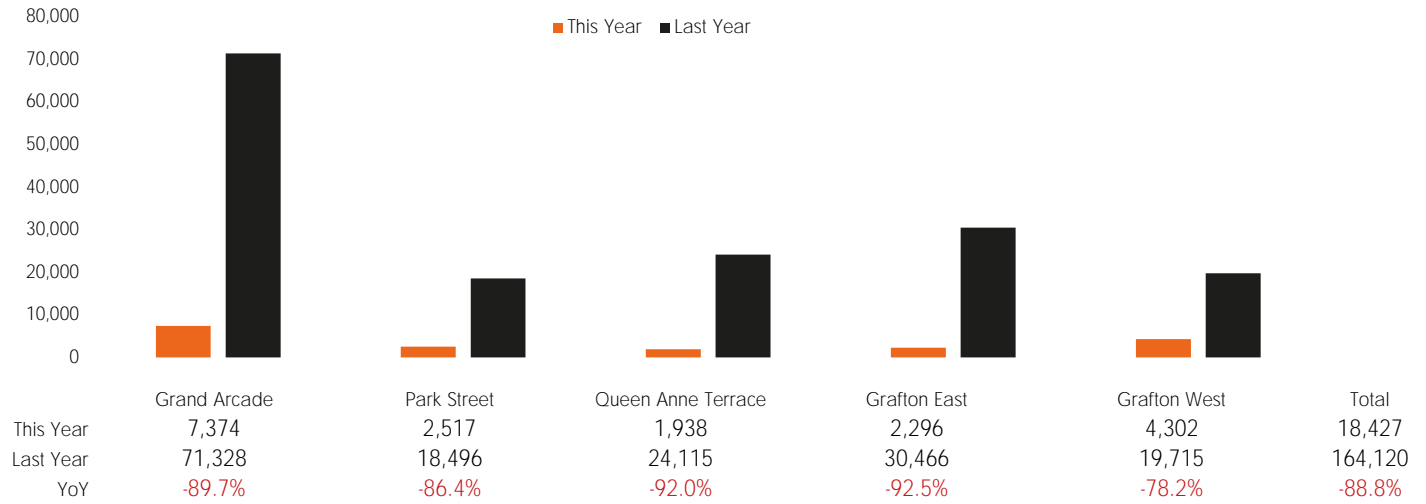


Surface Car Park Usage

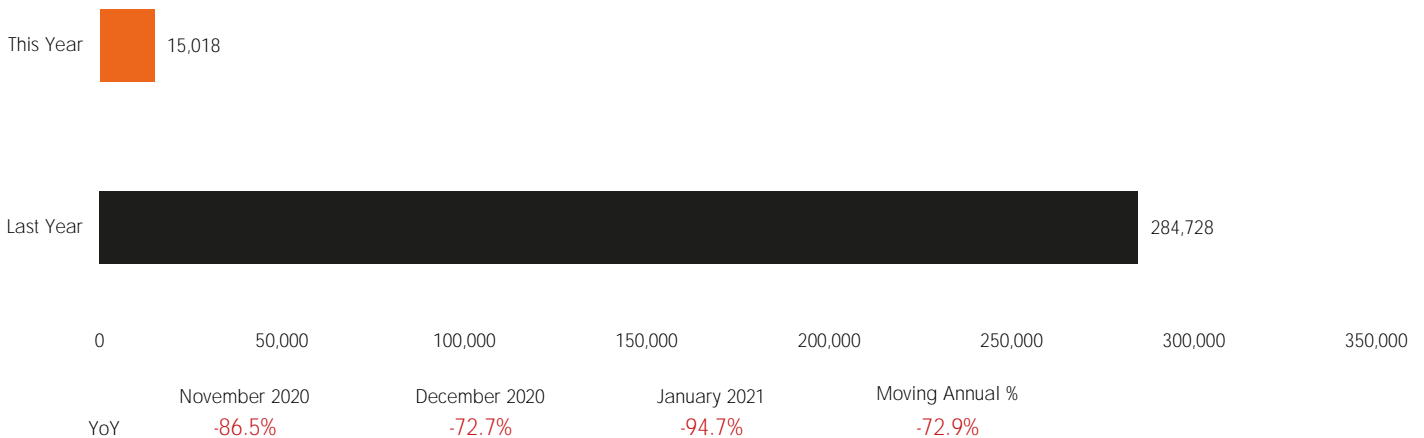


* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

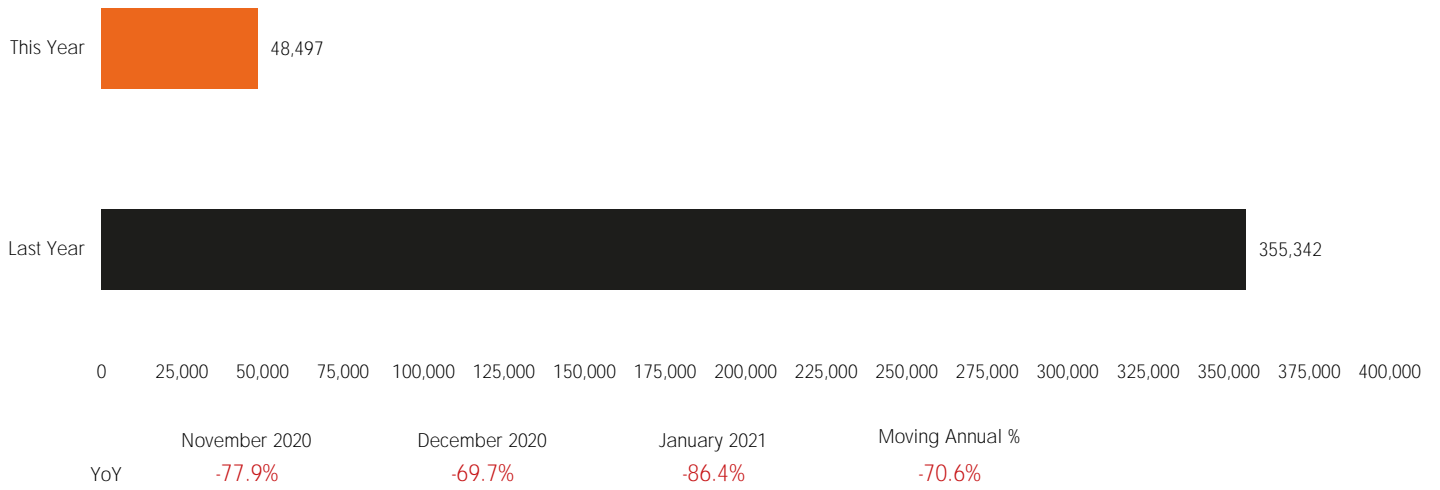
Multi Storey Car Park Usage



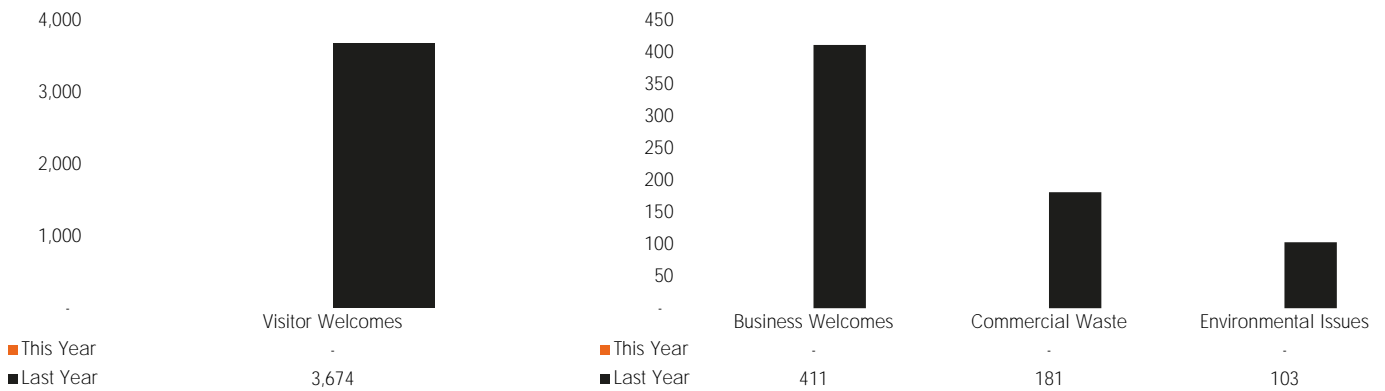
Park & Ride Usage



Guided Busway Usage



Cambridge BID Data



Note:
 *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