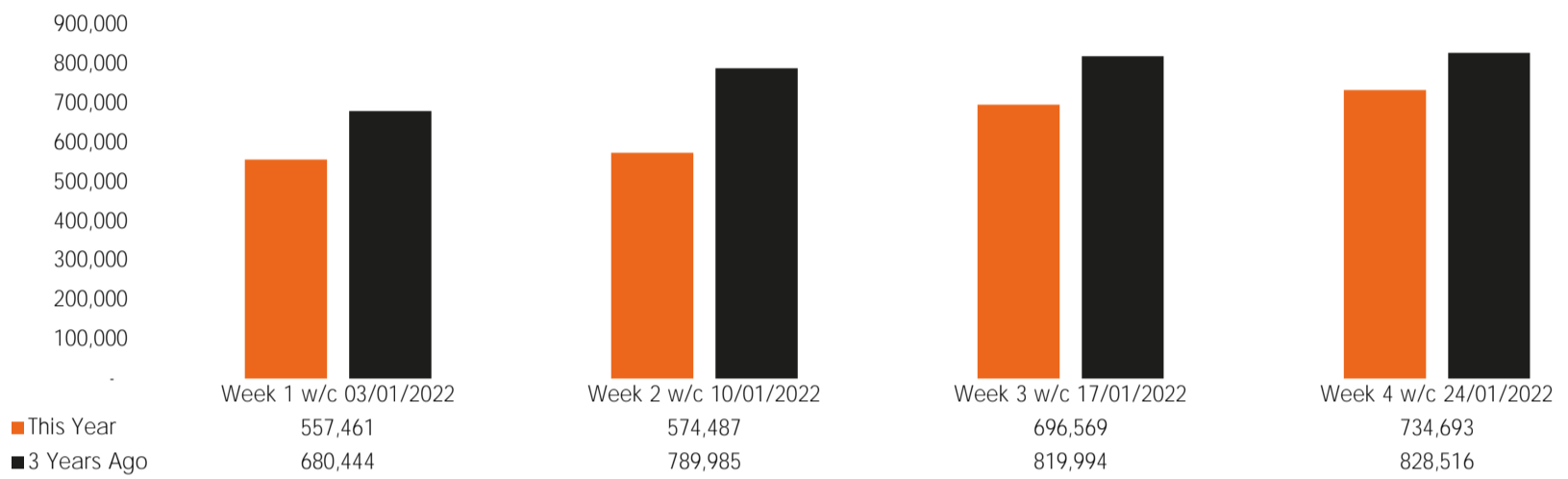


Please Note: This report contains all available data. Some of the data usually available has been impacted by Covid-19 and therefore unable to be included

Springboard Benchmarks - vs 2019

	Shopping Centre Index	High Street Index
Cambridge	-29.5%	-17.8%
East	-24.3%	-25.7%
UK	-25.5%	-26.1%

Cambridge City Centre Footfall

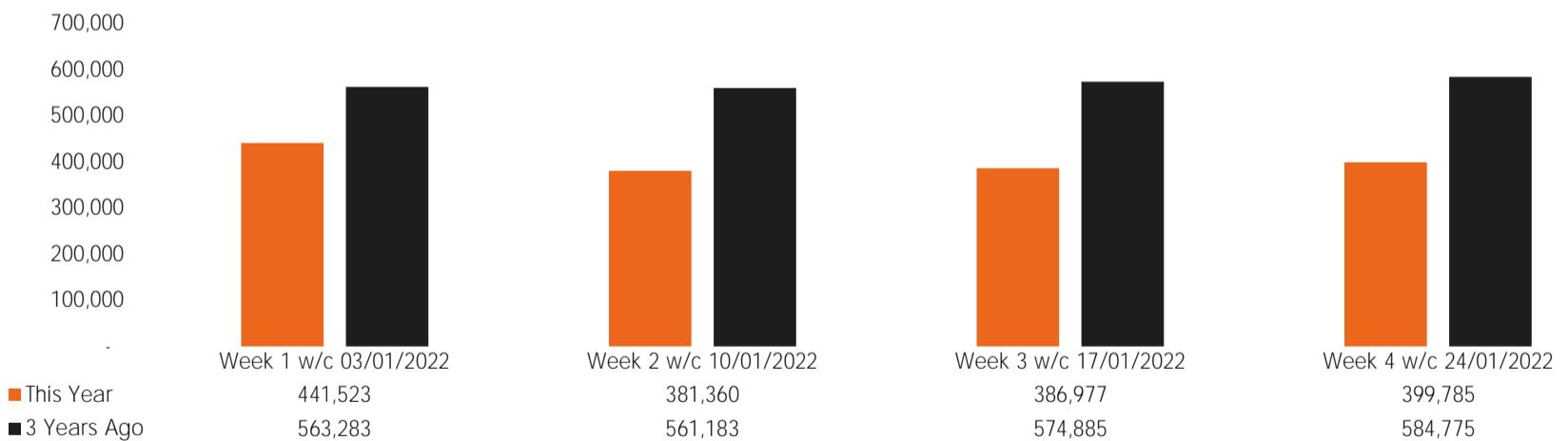


The Weekly Average Total for January 2022 was 640803

The Weekly Average Total for January 2020 was 779735

The Weekly Average Total for January 2022 was -17.82% compared to 2019

Cambridge Shopping Centre Footfall



The Weekly Average Total for January 2022 was 402411

The Weekly Average Total for January 2020 was 571032

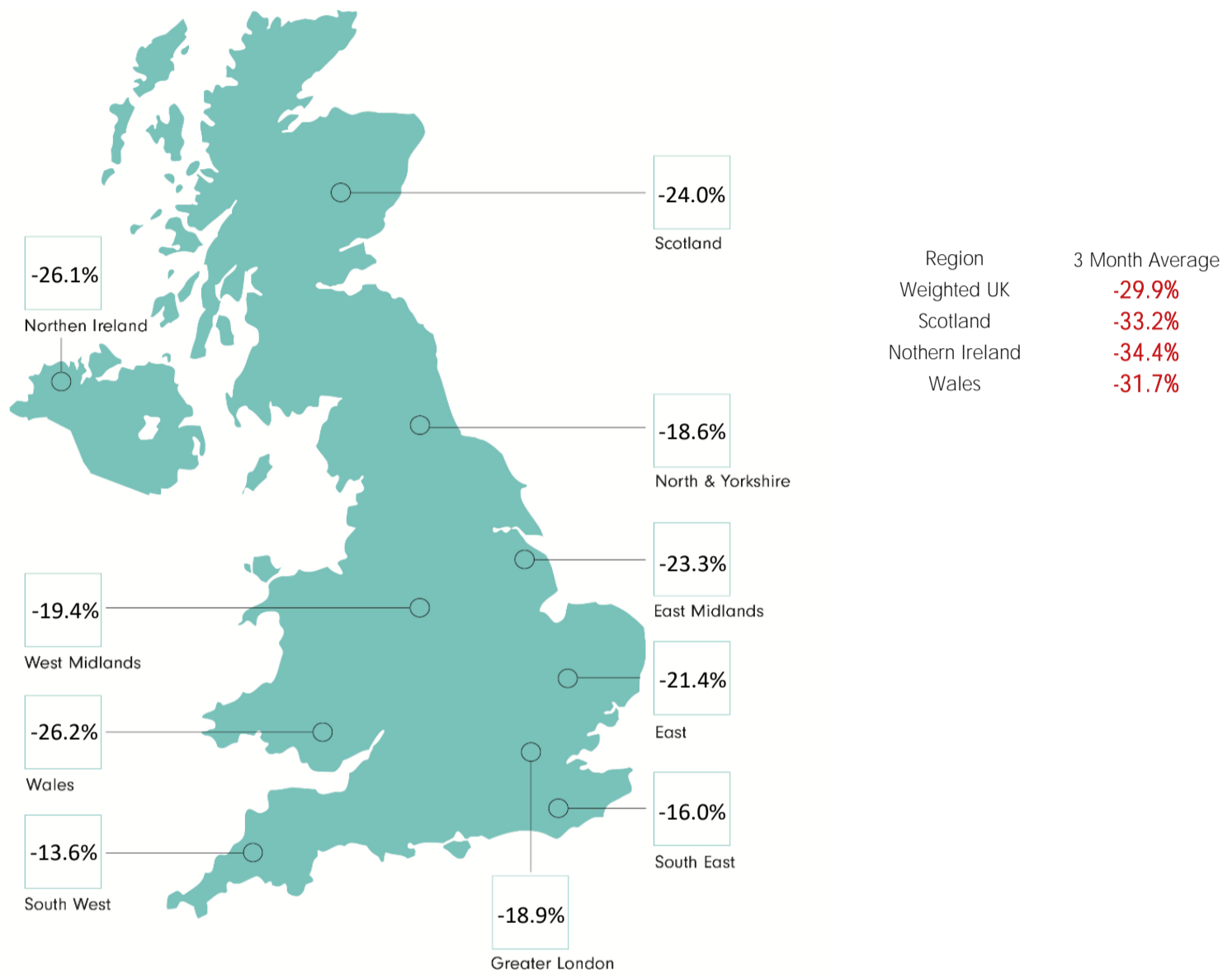
The Weekly Average Total for January 2022 was -29.53% compared to the 2019

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
January 2022	-20.8%	-26.1%	-4.3%	-25.5%
November - January	-29.9%	-34.3%	-13.6%	-36.4%



Diane Wehrle, Insights Director at Springboard, said:

"Looking at the month as a whole, footfall in UK retail destinations weakened in January, reaching a gap of -20.8% from the 2019 level versus -18.6% in December, driven by a poorer relative performance in high streets and shopping centres. However, this belies the positive impact on customer activity that emerged from the removal of Plan B restrictions. This meant that it was most definitely a month of two halves, with footfall strengthening noticeably in the second half of the month to -19.2% below 2019 from -21.5% below 2019 in the first two weeks.

However, the gain in the second half of the month was not an even one across all of the three destination types, with the start of the great return of shoppers occurring only in high streets where footfall strengthened (from -28.9% below 2019 in the first two weeks to -22.4% in the second two weeks) whilst in shopping centres and retail parks the gap from 2019 widened (from -24.9% to -25.4% in shopping centres and from -2.2% to -5.8% in retail parks).

For high streets the results in January are positive on two fronts; firstly, activity started to increase in overall terms as employees returned to their offices for at part of the week, and customers began to return to physical stores during the day and to dine out again in the evening.

The second positive aspect for high streets is that the start of the recovery in footfall to the high street took place in both smaller high streets and in larger city centres as a result of hybrid home/ office working, and the growth of coworking spaces that are starting to emerge in smaller high streets, particularly in Outer London. Footfall in Central London, regional cities and market towns around the UK all strengthened by around a quarter between the second and the fourth week of the month, and in Outer London it strengthened by nearly a third.

Whilst shopping centres and retail parks did not see a noticeable uplift in footfall in January, the impetus created by the start of the great return to the high street will inevitably generate a ripple effect across all physical destinations in the forthcoming weeks, which even at this early stage offers a reason for optimism amongst retailers and retail destinations. "

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

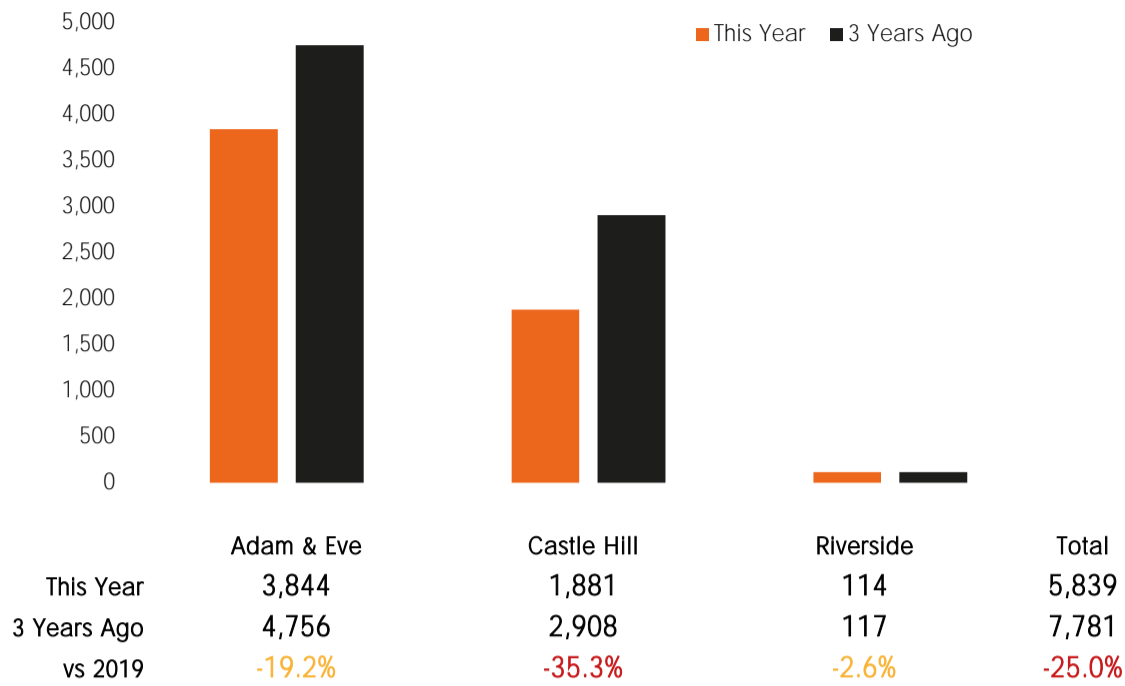
"The Cambridge Performance Reports during 2022 will compare data in 2022 with data in 2019 which was pre-covid. In January 2022 high street footfall was 17.8% down in Cambridge compared to 2019 whilst shopping centre footfall was 29.5% down. High Street footfall in Cambridge was performing better than the national picture which was 26.1% down. The later part of January performed better than the start with the gap between 2022 and 2019 narrowing towards the end of the month. With regards to car park usage, all multi-storey car parks were down in January 2022 compared to January 2019. Grafton West performed the best, as it was only 4.4% down in January 2022 compared to January 2019. January 2022 also saw the closure of Park Street car park for redevelopment so an overall reduction in city centre multi-storey car park spaces. On-Street car parking was also down in January 2022 compared to January 2019.

Park & Ride and Guided Busway usage continues to be down in January 2022 when compared to January 2019. Park & Ride was 42.8% down for this period and Guided Busway 53.6% indicating a significant number of people continue to work from home.

The number of visitor welcomes made by the Ambassadors in January 2022 was down compared to January 2019 but less visitors were into the city and the team was smaller so this is expected. The Ambassador team did pick up more environmental issues in January 2022 compared to January 2019 and these were passed to the appropriate local authority for action. "

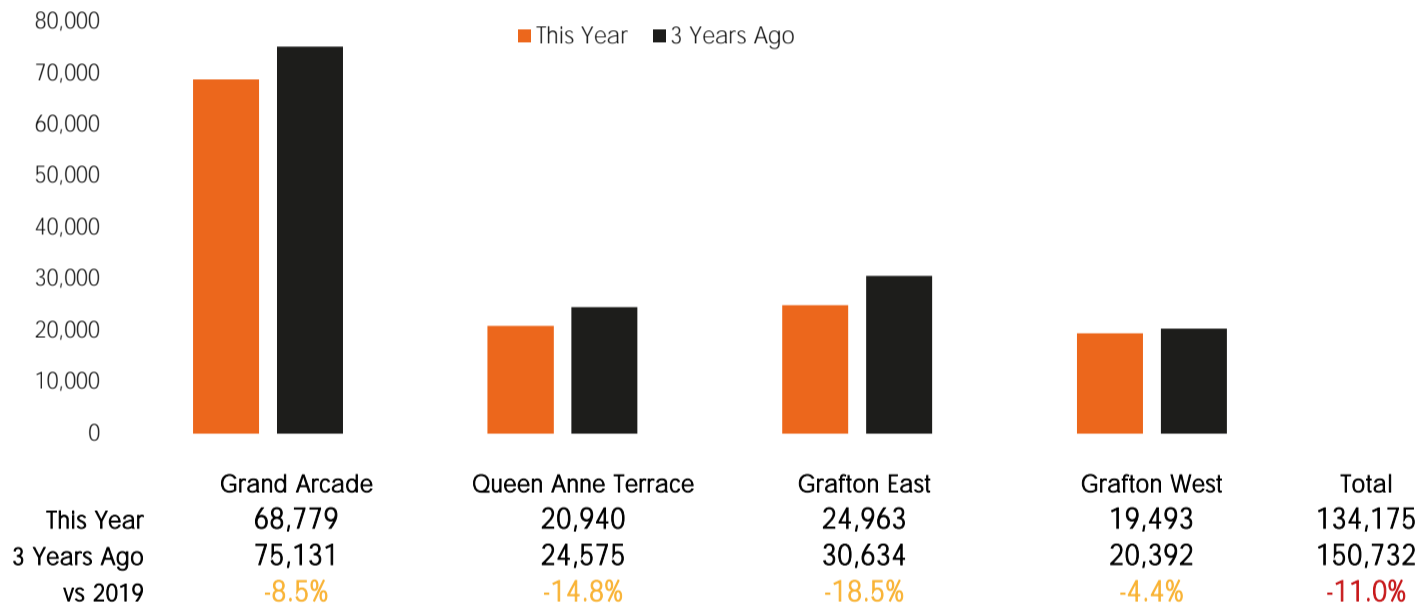


Surface Car Park Usage

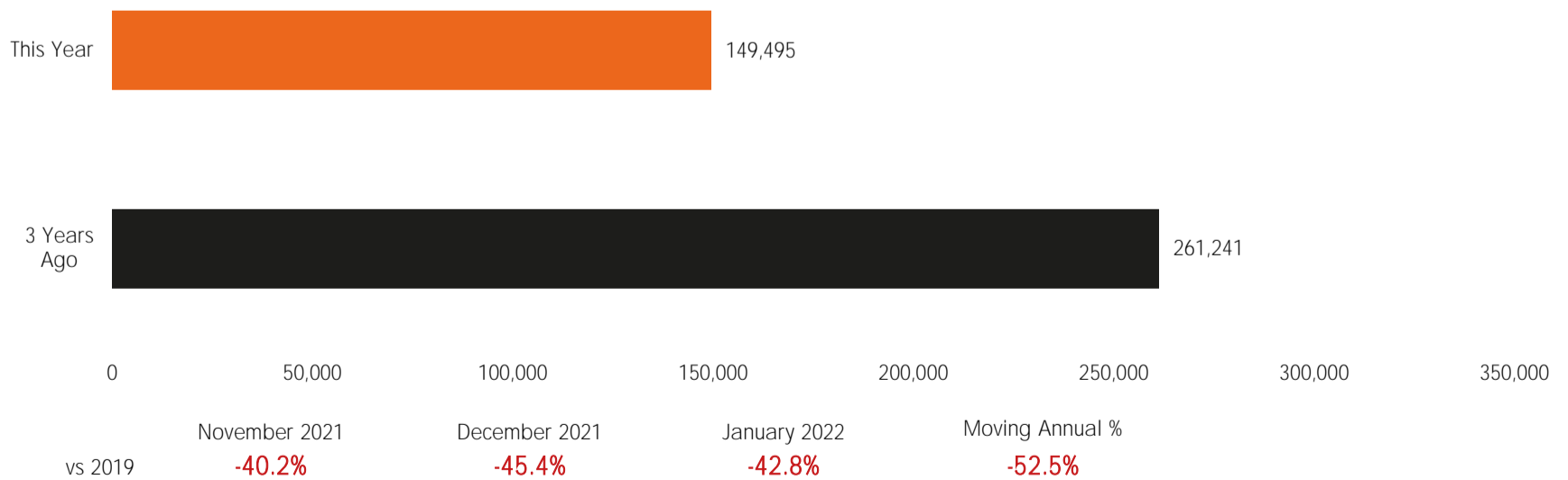


* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

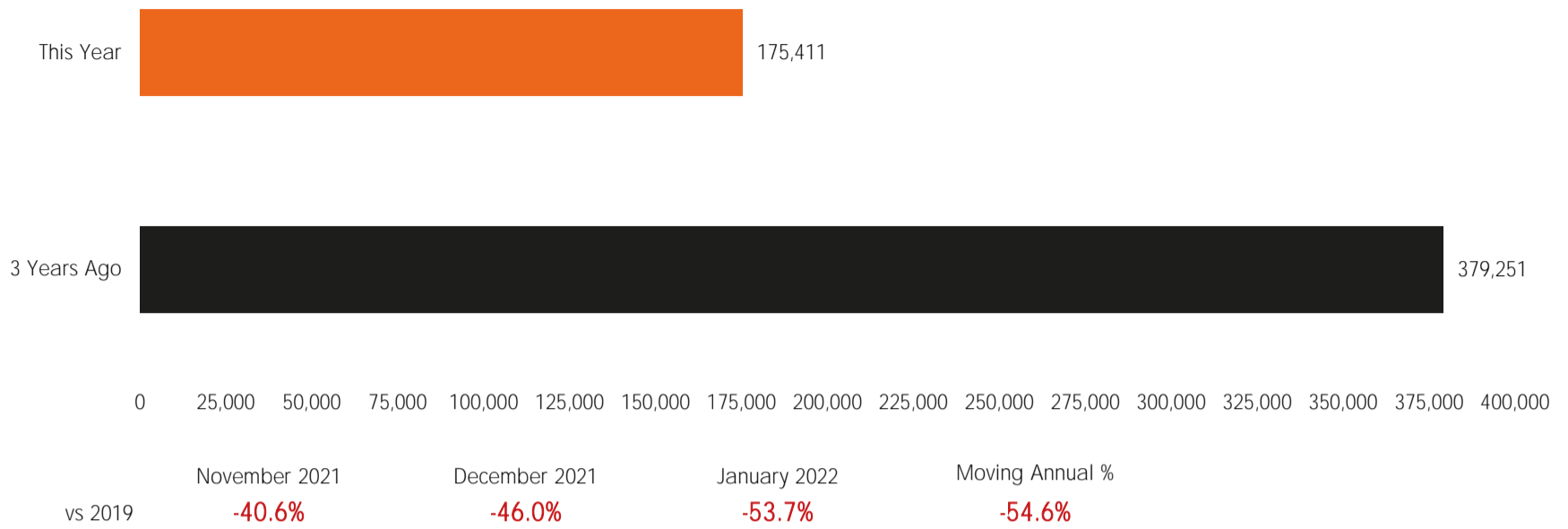
Multi Storey Car Park Usage



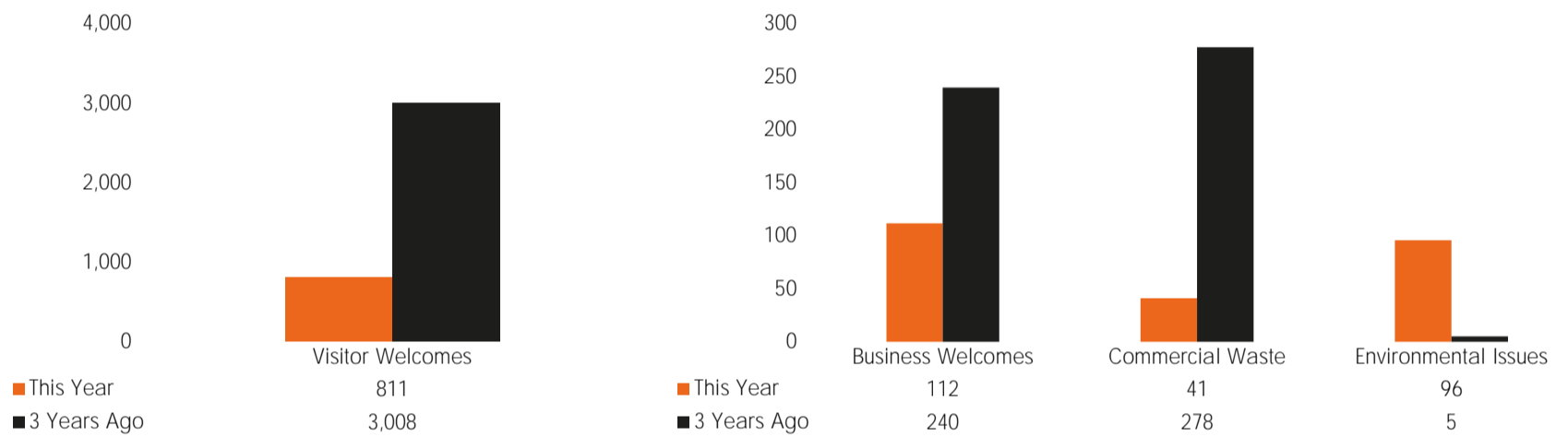
Park & Ride Usage



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