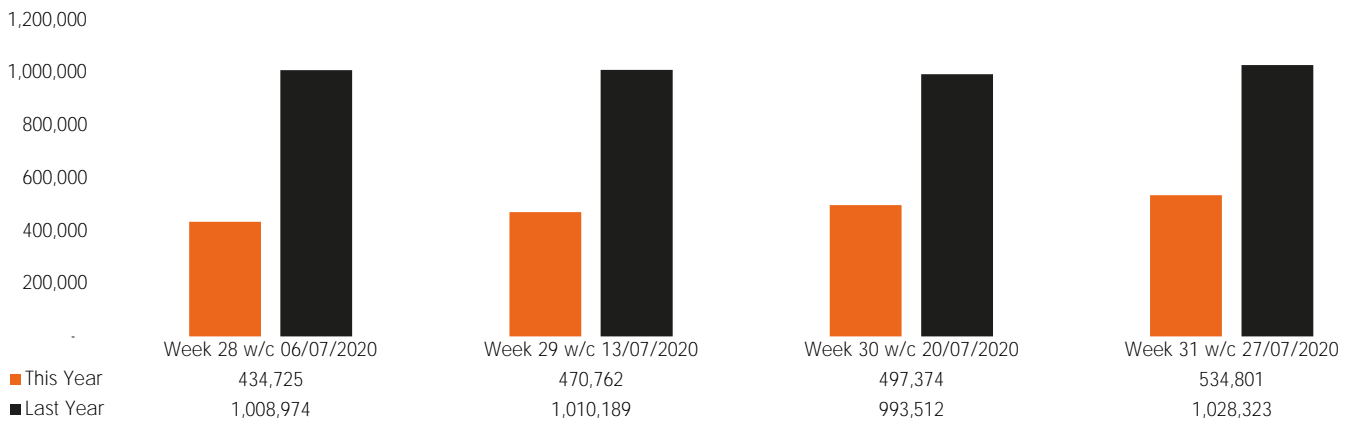


Springboard Benchmarks - YoY

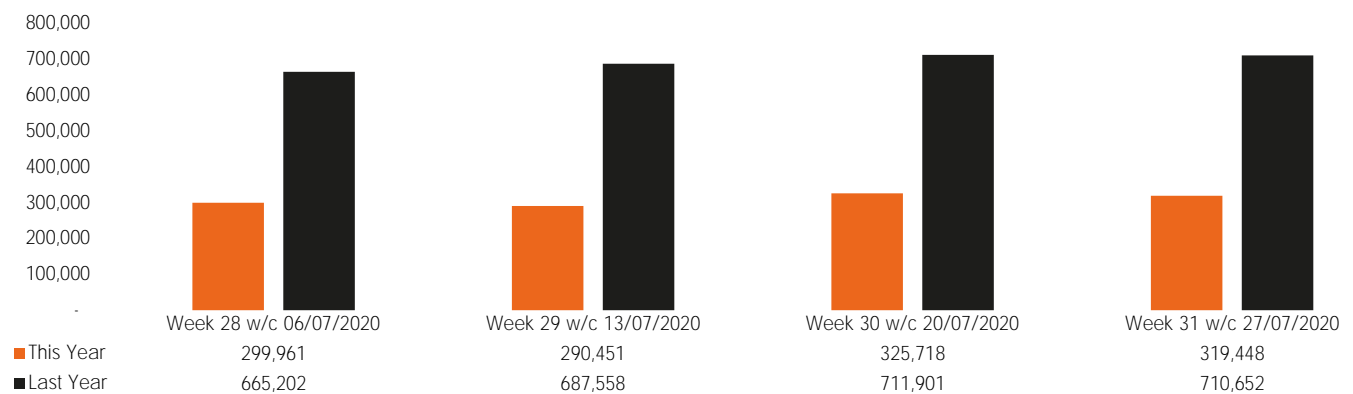
	Shopping Centre Index	High Street Index
Cambridge	-55.5%	-52.0%
East	-43.0%	-39.8%
UK	-42.0%	-47.2%

Cambridge City Centre Footfall



The Weekly Average Total for July 2020 was 484416
 The Weekly Average Total for July 2019 was 1010250
 The Weekly Average Total for July 2020 was -52.05% compared to the previous year

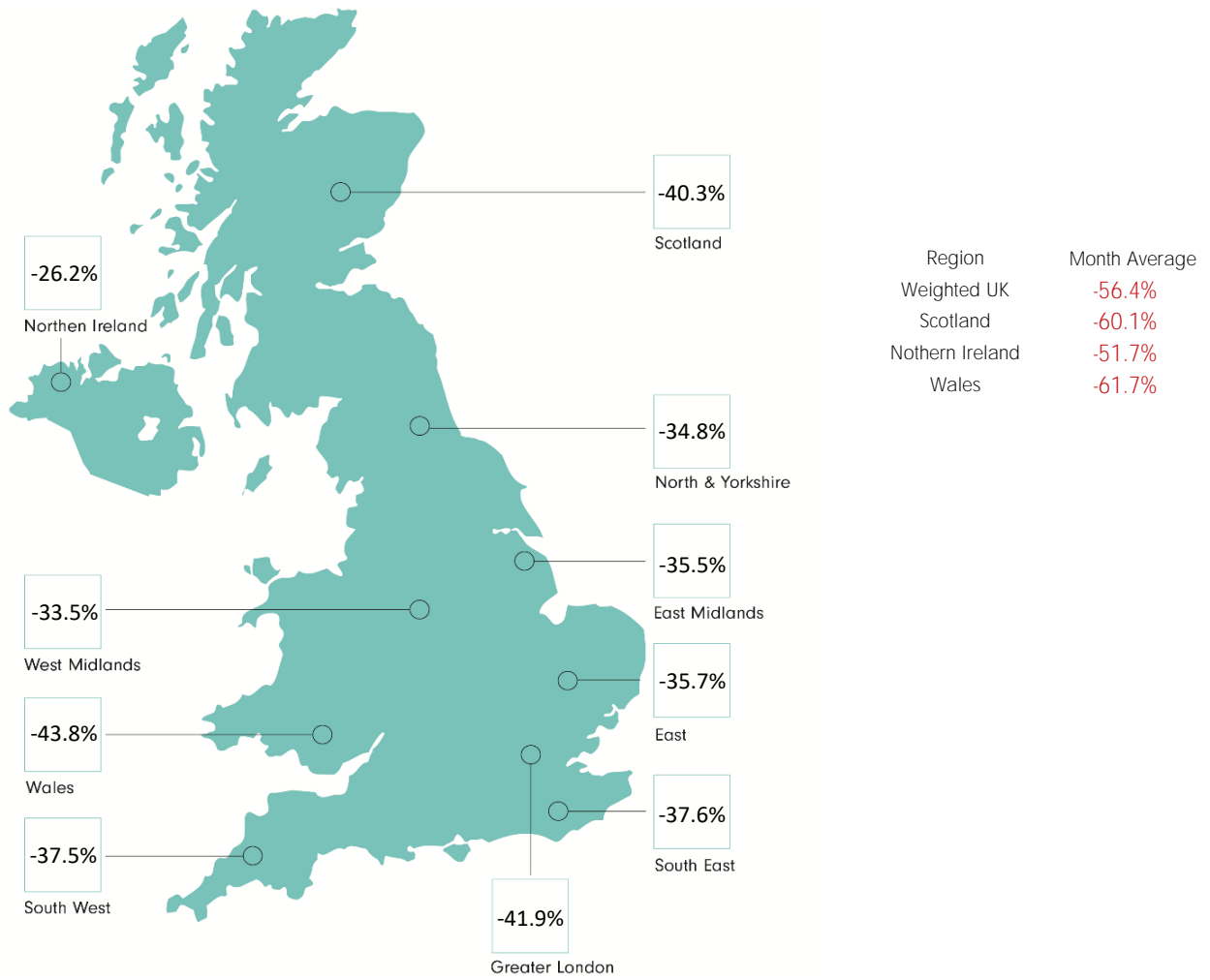
Cambridge Shopping Centre Footfall



The Weekly Average Total for July 2020 was 308895
 The Weekly Average Total for July 2019 was 693828
 The Weekly Average Total for July 2020 was -55.48% 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
July 2020	-39.4%	-47.2%	-19.9%	-42.0%
May - July	-56.4%	-63.5%	-35.7%	-61.6%



Diane Wehrle, Insights Director at Springboard, said:

The decline in footfall in the UK's retail destinations of -39.4% in July represented an improvement of nearly a fifth from June, and meant the month ended with the best result since February. Footfall in July was clearly boosted by the reopening of hospitality businesses, and the fact that footfall strengthened as much in July as it did in June when retail reopened indicates the importance of this sector for bricks and mortar retail.

High streets and shopping centres saw the most noticeable improvement, although both of these destination types have far more ground to make up than retail parks in terms of recovering shopper numbers as footfall in both is more than 40% lower than last year (-42.7% in high streets and -42% in shopping centres versus -19.9% in retail parks). Retail parks have an integral advantage with their ease of access by car, free parking, open air environments and large stores which make social distancing easier to achieve. This is going to be an ongoing competing challenge for high streets and shopping centres, and they therefore need to work even harder at reassuring shoppers of their safety. Indeed, whilst the introduction of mandatory wearing of face coverings in retail stores and enclosed environments in England is intended to contribute to the feeling of safety, the fact that it occurred at the tail end of the penultimate week of the month means that its contribution to footfall is yet to be established.

Whilst July's result is the most positive since the pandemic, it comes with a note of caution; all of the key changes that are recognised as obvious boosts to footfall have now been implemented, and yet bricks and mortar destinations are still only attracting six out of every ten shoppers that visited last year.

We know that the significance of online spending now exceeds the CRR's forecast for 2028, and it is unlikely to retract back into the starting blocks with many consumers having acquired new shopping habits, but other key factors that will constrain footfall are the lack of tourism, the fact that so many people continue to work from home and rising unemployment, as businesses feel the impact on their revenues of the lockdown and the ongoing social distancing requirements. This is demonstrated by the fact footfall is significantly lower in large towns and cities that are a focus for workers and overseas tourists. The most extreme example is Central London, which is more reliant than anywhere else in the UK on a combination of tourists and workers, and where footfall in July remained 69% lower than in 2019.

With current discussions bubbling over about how we get the schools back in September and expert views that in order to do this sectors of the hospitality sector may need to close, the improvement in footfall over the coming weeks is not likely to be any more than gradual. A further key factor that will inevitably constrain the ongoing recovery of retail, whether it be online or bricks and mortar, is the impending recession which we know is just around the corner.

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

As Cambridge continues to reopen after the impact of the Covid-19 lockdown our Performance Report looks at key indicators to illustrate how Cambridge is performing.

High Street footfall in July was 53% down compared to July 2019 and this reduction was comparable against a national UK picture of high street footfall which was 47.2% down in July 2020. The encouraging signs were that for each week during July footfall grew indicating that confidence is slowly returning and people are coming into Cambridge in a continually increasing number.

Shopping Centre footfall was 55% down in July 2020 compared to July 2019. The UK average was 42% down in shopping centres.

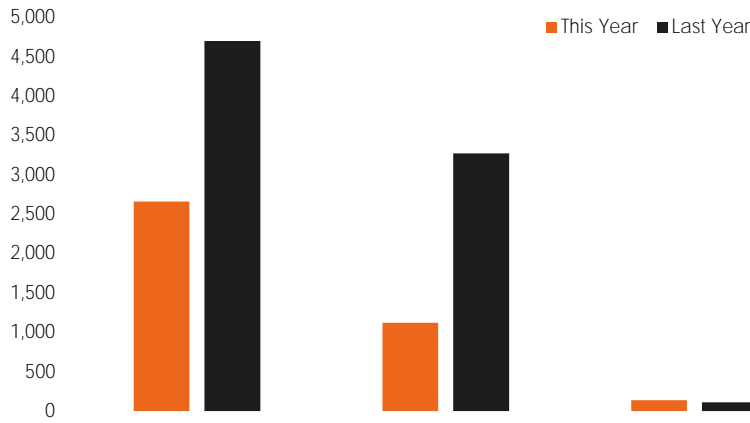
The hospitality sector opened up in July for the first time since lockdown and the increasing footfall could be attributed to a wider range of businesses being open and confidence in the public returning.

Car Park usage was on par with footfall, multi storey car parks were 42.6% down in July and surface car parks 51.5% down. Looking ahead Cambridge City Council launched the £1 per hour parking across all multi storey car parks from 1st August so this, alongside the Eat Out to help Out Initiative in August will hopefully generate a boost in both footfall and car parking next month.

Park & Ride and Guided Busway Usage in July were both very significantly down. With Government advice against public transport usage, little competition for car parking and the majority of employers having not yet brought staff back into offices the impact on public transport usage is clearly significant.



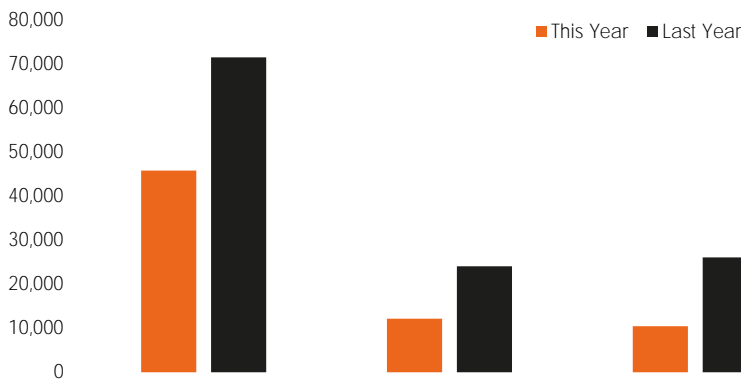
Surface Car Park Usage



	Adam & Eve	Castle Hill	Riverside	Total
This Year	2,663	1,124	140	3,927
Last Year	4,703	3,276	112	8,091
YoY	-43.4%	-65.7%	25.0%	-51.5%

* 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	45,833	12,146	10,427	16,844	18,472	103,722
Last Year	71,570	24,100	26,109	34,022	24,917	180,718
YoY	-36.0%	-49.6%	-60.1%	-50.5%	-25.9%	-42.6%

Park & Ride Usage

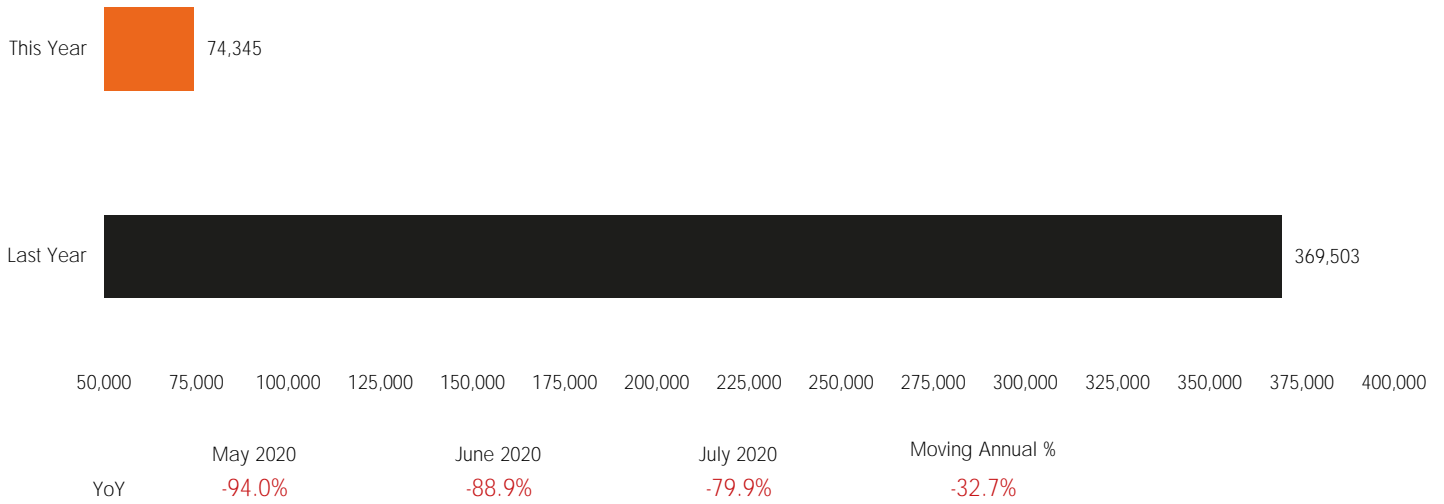
This Year 65,411

Last Year 316,716

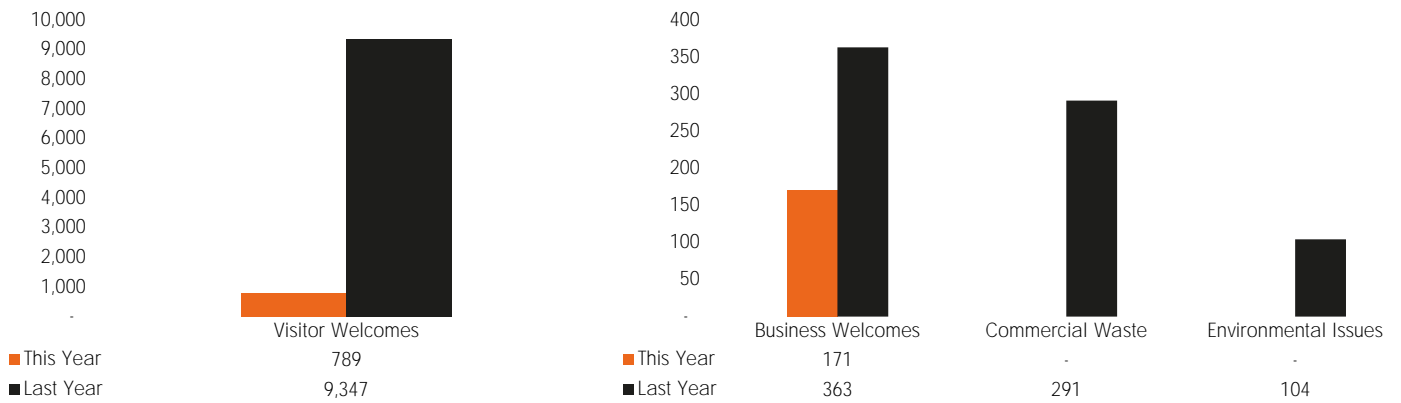
50,000 100,000 150,000 200,000 250,000 300,000 350,000

	May 2020	June 2020	July 2020	Moving Annual %
YoY	-99.4%	-93.2%	-79.3%	-30.1%

Guided Busway Usage



Cambridge BID Data



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

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