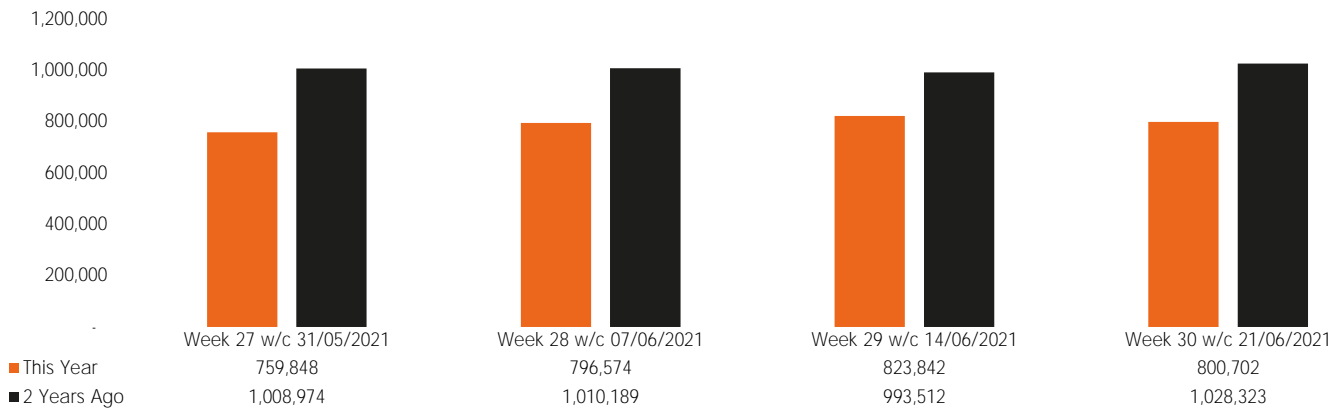


Please Note: This report contains all available data. Some of the data usually available has been impacted by Covid-19 and therefore unable to be included
 Springboard Benchmarks - YoY

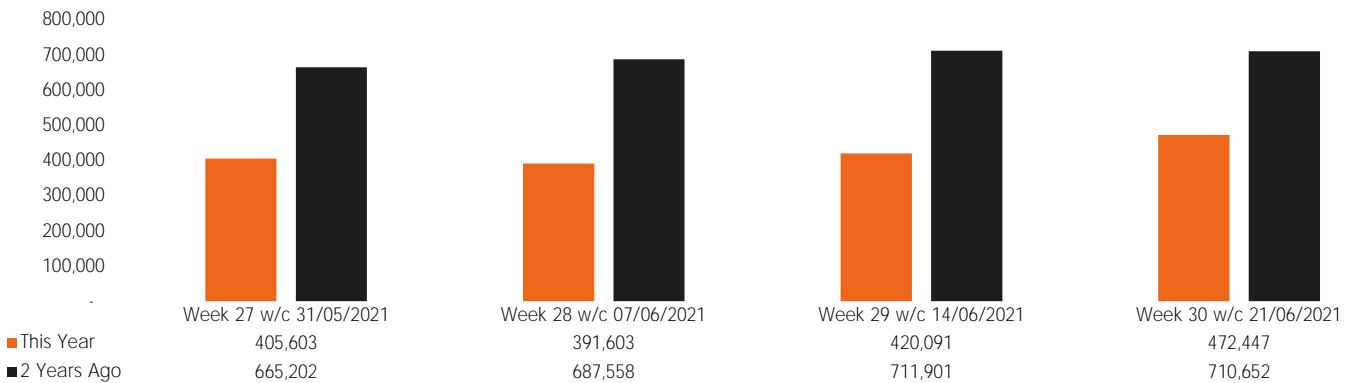
	Shopping Centre Index	High Street Index
Cambridge	-39.1%	-21.3%
East	-29.5%	-25.2%
UK	-30.2%	-30.5%

Cambridge City Centre Footfall



The Weekly Average Total for July 2021 was 795242
 The Weekly Average Total for July 2019 was 1010250
 The Weekly Average Total for July 2021 was -21.28% compared to 2019

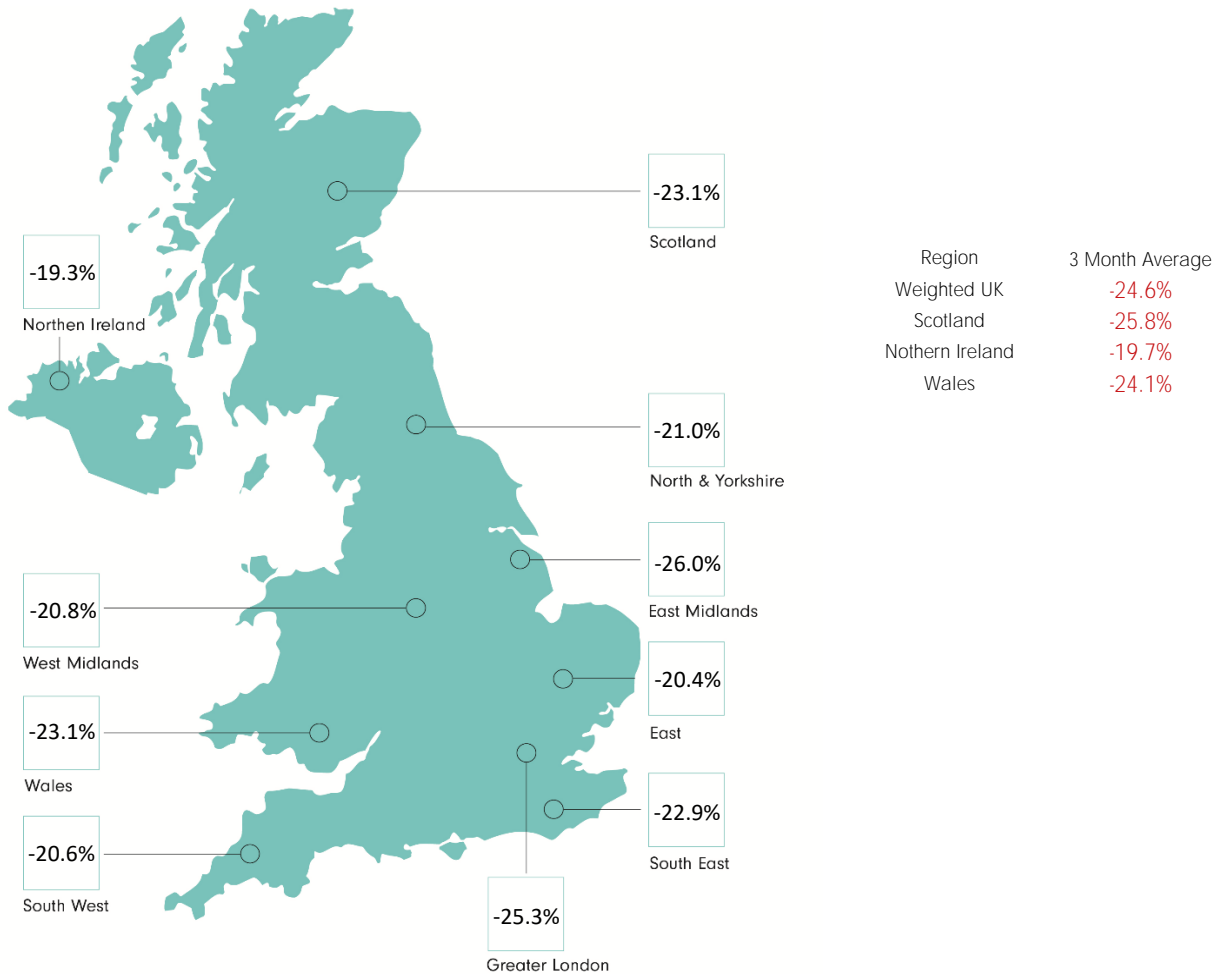
Cambridge Shopping Centre Footfall



The Weekly Average Total for July 2021 was 422436
 The Weekly Average Total for July 2019 was 693828
 The Weekly Average Total for July 2021 was -39.12% compared to the 2019

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 2021	-24.2%	-30.5%	-4.2%	-30.2%
May - July	-24.6%	-31.3%	-4.6%	-29.9%



Diane Wehrle, Insights Director at Springboard, said:

"The removal of all restrictions at the beginning of the third week of July led to a slight improvement in footfall from the second to the third week of the month. However, footfall worsened over the month as a whole, with the gap from 2019 widening from -22.2% in June to -24.2% in July. All three key retail destination types were impacted, but high streets were harder hit than shopping centres or retail parks; footfall in high streets declined further from 2019 to -30.5% in July compared with -27.2% whilst in shopping centres footfall declined by -30.2% in July compared with -29.1% in June.

Whilst there was a clear uplift in activity of +16.5% on "Freedom Day" from the same day in the week before, it was not sustained and dropped away to a very modest week on week increase that averaged around +1% on the following days of the month. This was undoubtedly due to a combination of weather - incredibly hot temperatures in the week of Freedom Day followed by rain the following week - together with the "pingdemic" which curtailed shoppers' visits to stores and destinations in case it resulted in them needing to self isolate, a key issue for many people with summer holiday bookings in August.

The longer term impact of Covid on stores and destinations is becoming ever clearer as we track the vacancy rate each quarter. The latest survey has identified that a greater number of stores are shutting their doors permanently; the UK vacancy rate rose once again to 11.8% in July from 11.5% in April, when it had improved from 11.7% in January, and it is now at its highest level since April 2013."

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

The July 2021 Cambridge Performance Report compares July 2021 with July 2019 as 2020 was significantly affected by COVID.

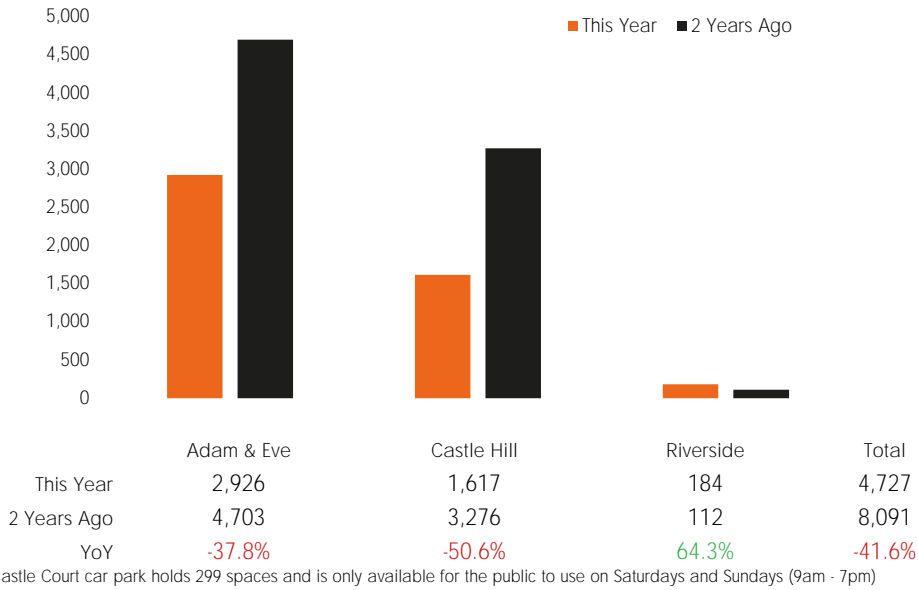
When comparing High-street footfall in July 2021 with 2019 Cambridge was 21.3% down which compares favourably to a UK average of 30.5% Down. Shopping Centre footfall was slightly ahead of the UK average of 30.2% down at 39.1% down for July 2021 compared to July 2019.

Multi-storey car park usage was 22.8% down in July 2021 compared to 2019 and on-street car parks were 41.6% down for the same period. Park & Ride usage continues to increase but is still significantly behind 2019 levels. Park & Ride Usage in July 2021 was 50.3% down compared to July 2019 and Guided Busway usage was 53.2% down for the same period.

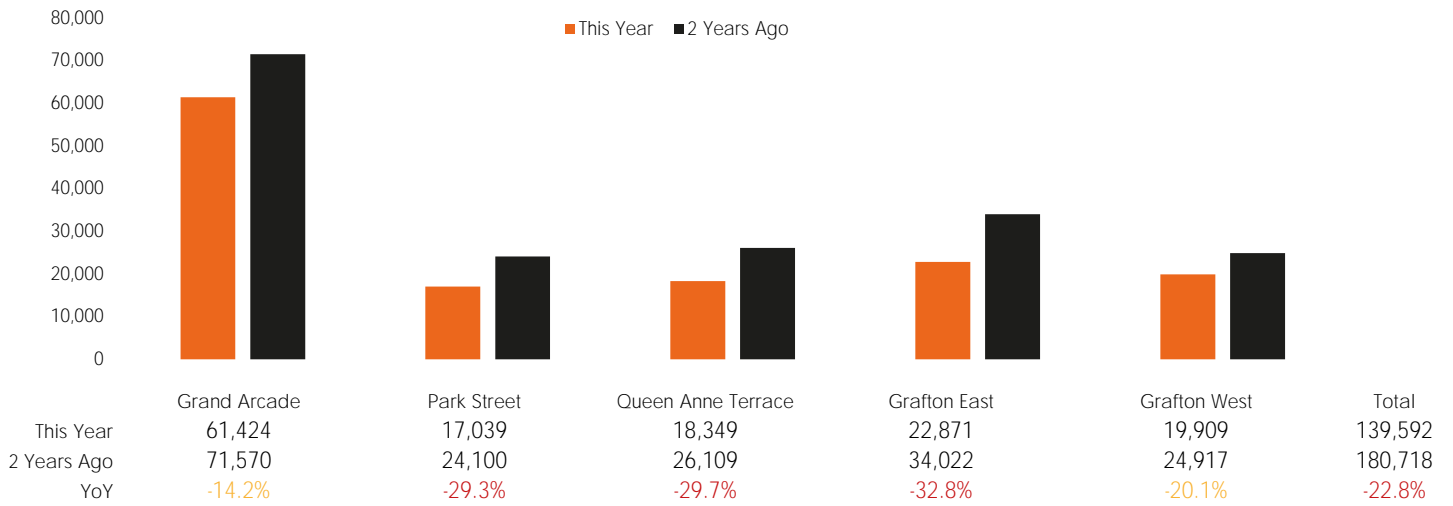
The Cambridge BID data showed fewer visitor welcomes were completed in July 2021 compared to July 2019 – this is down too fewer visitors to the city and also a smaller ambassador team. Likewise business welcomes were reduced in July 2021 largely due to the smaller ambassador team. Commercial waste and environmental issues reported were on par to two years ago showing the Ambassador team continue to be effective eyes and ears on the street report back to the appropriate local authorities issuing affecting Cambridge city centre.



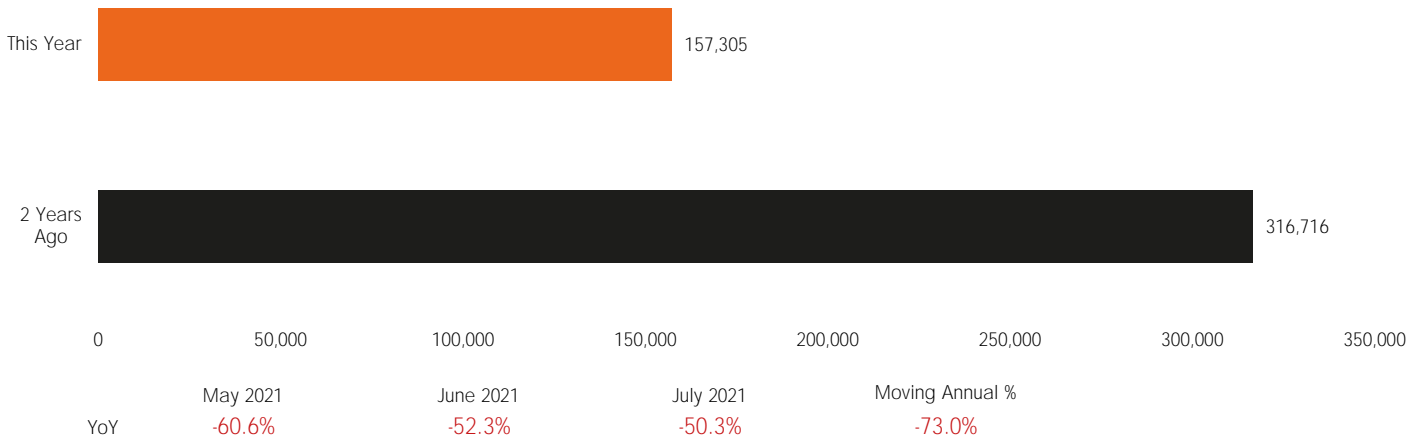
Surface Car Park Usage



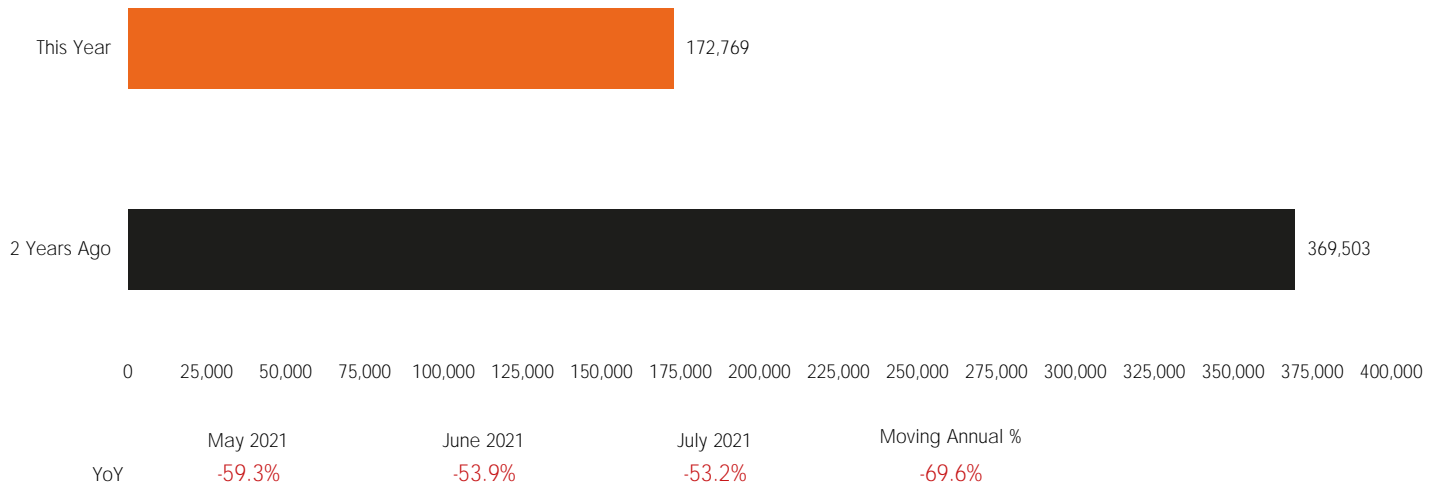
Multi Storey Car Park Usage



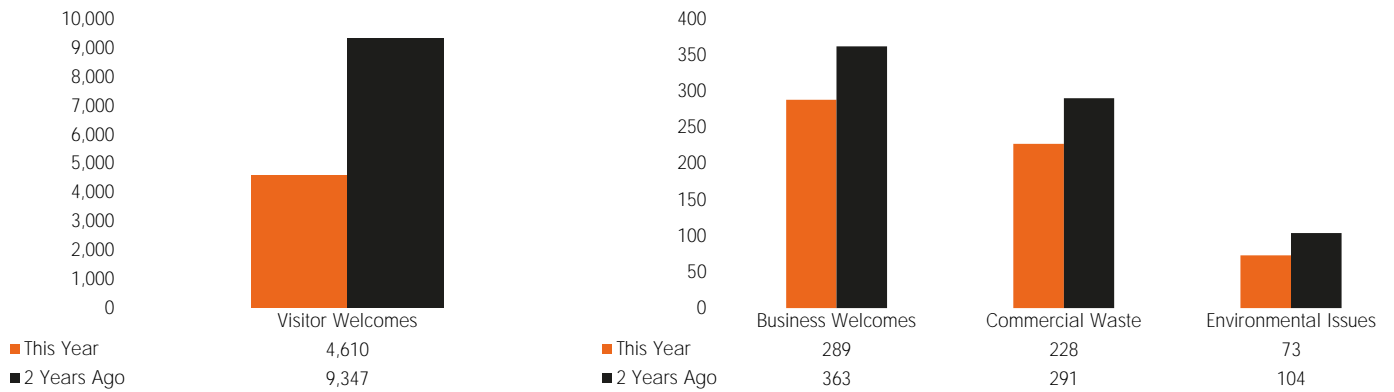
Park & Ride Usage



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