June 2020. 31 May 2020 - 04 Jul 2020

Monthly Performance Report for: Cambridge

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	-77.0%	-67.2%
East	-60.0%	-57.1%
UK	-62.3%	-65.1%

Cambridge City Centre Footfall

	Week 23 w/c 01/06/2020	Week 24 w/c 08/06/2020	Week 25 w/c 15/06/2020	Week 26 w/c 22/06/2020	Week 27 w/c 29/06/2020
This Year	180,127	216,949	350,409	406,171	398,398
Last Year	871,465	877,235	994,256	953,925	1,029,159

The Weekly Average Total for June 2020 was 310411

The Weekly Average Total for June 2019 was 945208

The Weekly Average Total for June 2020 was -67.16% compared to the previous year

Cambridge Shopping Centre Footfall

	Week 23 w/c 01/06/2020	Week 24 w/c 08/06/2020	Week 25 w/c 15/06/2020	Week 26 w/c 22/06/2020	Week 27 w/c 29/06/2020
This Year	Centres Closed	Centres Closed	170,468	247,973	298,535
Last Year	585,511	627,362	618,668	622,675	656,772

The Weekly Average Total for June 2020 was 238992

The Weekly Average Total for June 2019 was 622198

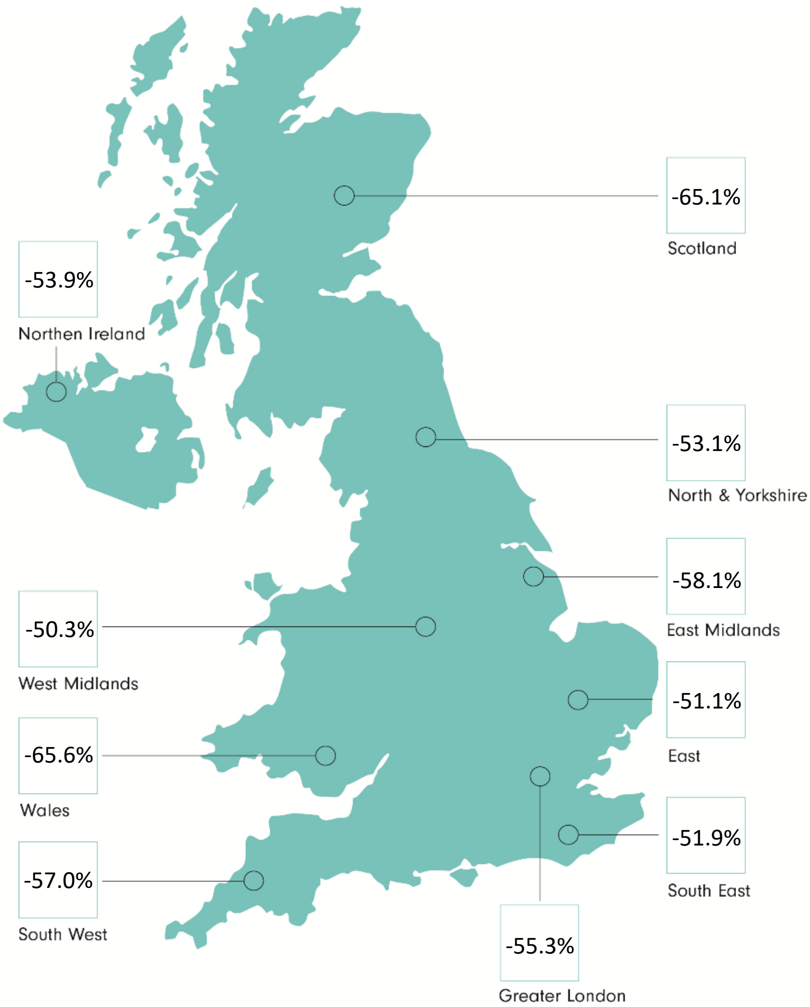
The Weekly Average Total for June 2020 was -61.59% compared to the previous year

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
June 2020	-56.6%	-65.1%	-32.2%	-62.3%
April - June	-2.6%	-4.4%	-0.1%	-1.5%



Region	Month Average
Weighted UK	-2.6%
Scotland	-2.2%
Nothern Ireland	-6.3%
Wales	-3.6%

Diane Wehrle, Insights Director at Springboard, said:

The second month of lock down meant that retail footfall in May continued to remain at an unprecedented low, declining by -73.3 % year on year. This was a Whilst footfall across the UK in June was still less than half the level of last year, the annual decline of -56.6% represented a significant improvement from May, when footfall was -73.3% lower than 2019. The reopening of non-essential retail stores in England on 15th June was the turning point which led to footfall across all UK retail destinations increasing by +40% week on week. This catapulted the overall UK footfall result from an average annual decline of -67% in the first two weeks to -50% for the remainder of the month.

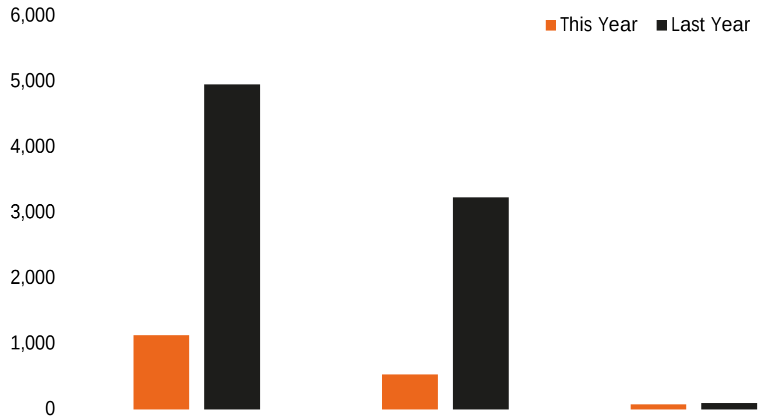
In England and Northern Ireland where non-essential retail stores reopened, the increase in footfall was even greater; rising in the first week of reopening from the week before by +44.5% in England and +38.6% in Northern Ireland. This led to an improvement in the annual decline in both of these nations to around -55% versus -73% in both Scotland and Wales.

The pent anticipation to shop after more than three months of closure resulted in a huge spike in footfall in the week of re-opening, however footfall in the subsequent two weeks slowed considerably, from +6.6% in the first week after reopening to +2.4% in the second week. Long queues coupled with a restricted shopping experience due to social distancing could be the contributing factors to this sudden drop off in footfall. This is concerning for the economic recovery path of bricks and mortar retail who are heavily reliant on customer experience.

Underlying the headline UK figure, there are key differences between the three destination types that may provide an early indication for the way forward for bricks mortar retail. Retail parks have been the most resilient of the three destination types throughout the lockdown. This is due to the presence of food stores and also home ware stores that opened ahead of non-essential retail. Whilst footfall in retail parks rose by less than that in high streets or shopping centres in the week when non-essential retail reopened, the rate of decline in retail parks on an annual basis, is still around half of that in the other two destination types. The fact that retail parks are easily accessible by car, they are open air and comprise large spacious stores, makes them more appealing to consumers during the phases of easing lockdown restrictions.

This is a sharp contrast with high streets and shopping centres (a large proportion of shopping centres are located within town centres) which rely on a blend of shoppers, workers, students, tourists and residents to fuel spending. The fact that much of the workforce continues to work from home, tourists and many students are absent, as well as the government urging consumers to only use public transport for essential travel, means that footfall and therefore sales, will continue to be compromised in these retail destinations. This is highlighted most clearly in the results for Central London, which has the highest footfall volume of any part of the UK and, where despite footfall rising by +40.9% in the week that retail reopened, it remains -80.8% lower than last year.

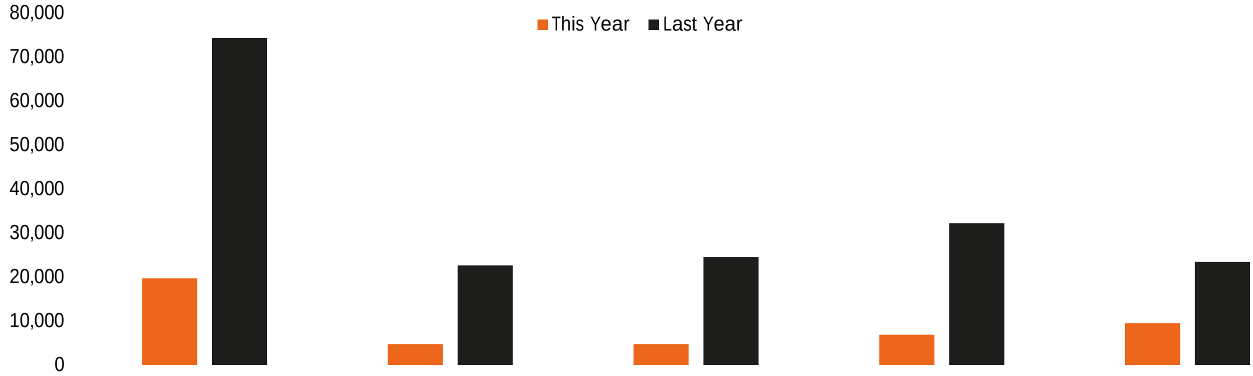
Suface Car Park Usage



	Adam & Eve	Castle Hill	Riverside	Total
This Year	1,130	534	78	1,742
Last Year	4,953	3,233	99	8,285
YoY	-77.2%	-83.5%	-21.2%	-79.0%

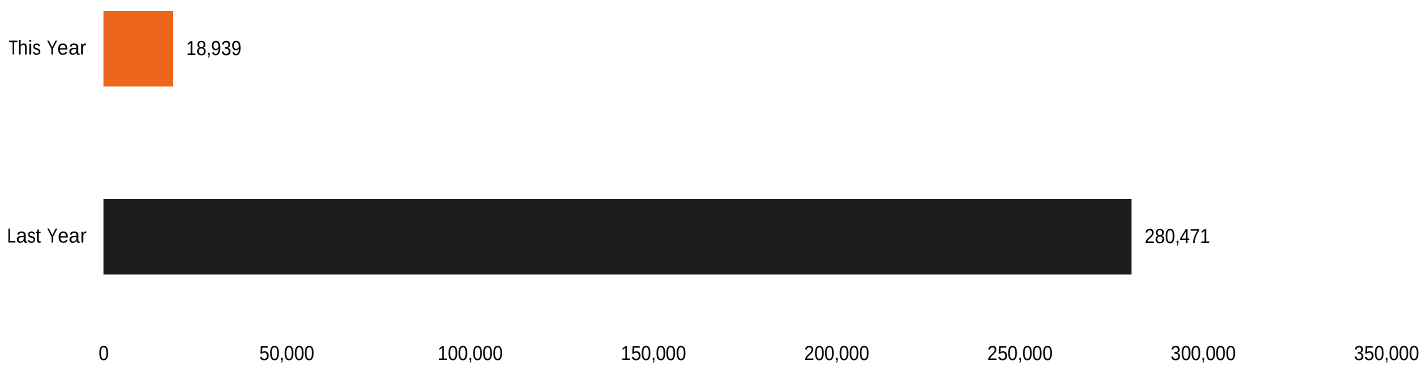
* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

Multi Storey Car Park Usage



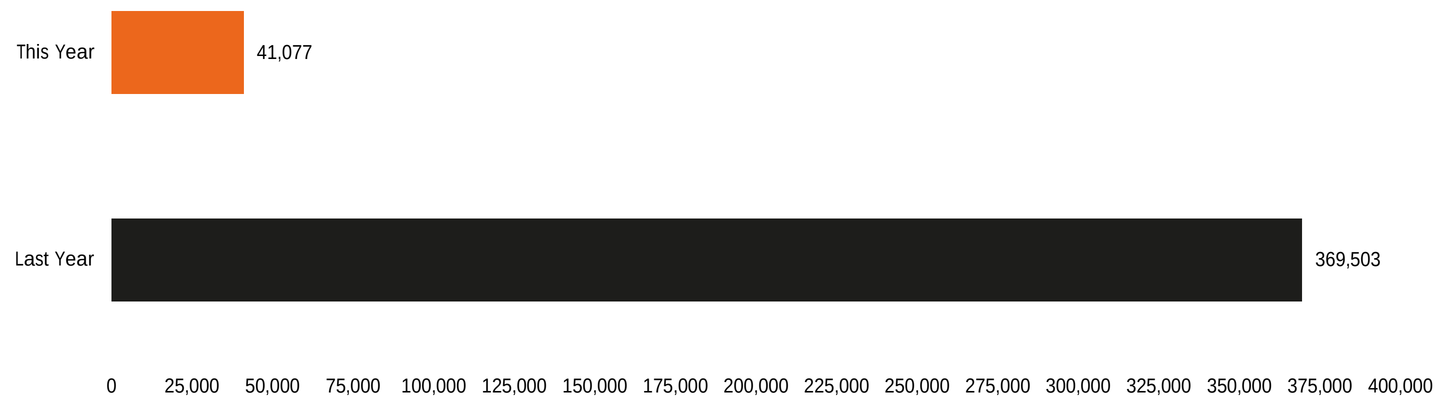
	Grand Arcade	Park Street	Queen Anne Terrace	Grafton East	Grafton West	Total
This Year	19,731	4,718	4,764	6,913	9,487	45,613
Last Year	74,328	22,621	24,514	32,221	23,419	177,103
YoY	-73.5%	-79.1%	-80.6%	-78.5%	-59.5%	-74.2%

Park & Ride Usage



	April 2020	May 2020	June 2020	Moving Annual %
YoY	-99.4%	-99.4%	-93.2%	-22.1%

Guided Busway Usage



	April 2020	May 2020	June 2020	Moving Annual %
YoY	-95.4%	-94.0%	-88.9%	-25.6%

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

*Cambridge BID Ambassadors were furloughed for June 2020 and therefore not operating

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