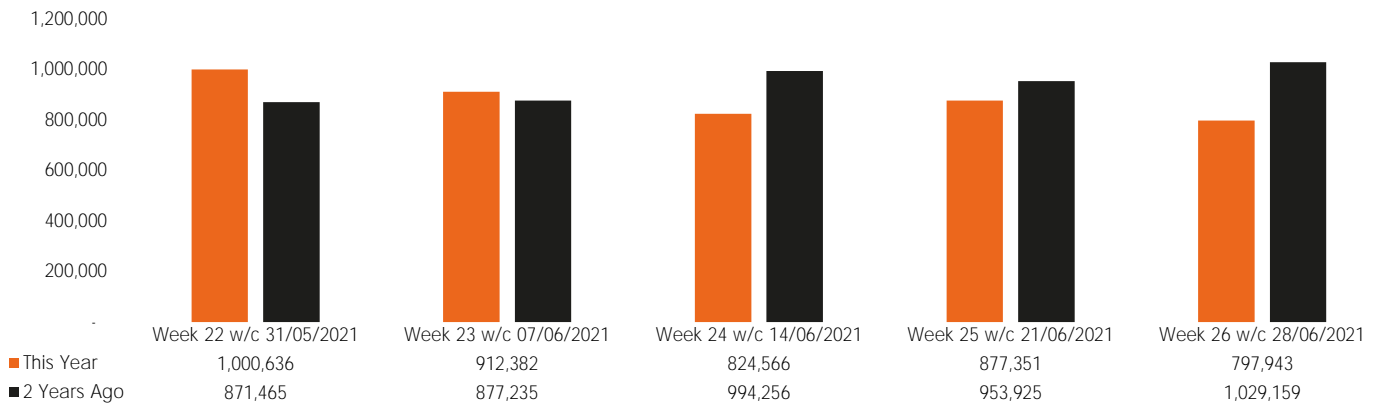


Please Note: This report contains all available data. Some of the data usually available has been impacted by Covid-19 and therefore unable to be included
Springboard Benchmarks - YoY

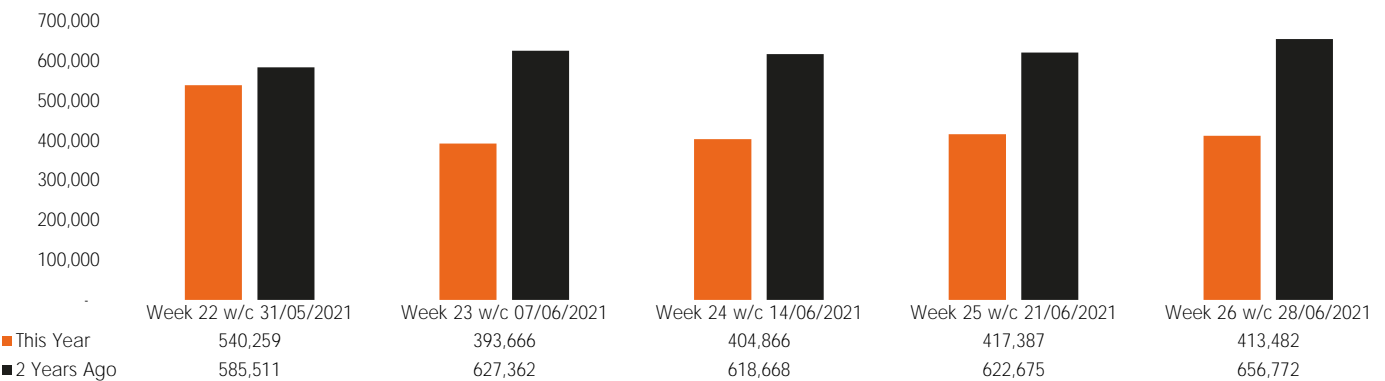
	Shopping Centre Index	High Street Index
Cambridge	-30.3%	-6.6%
East	-28.5%	-20.2%
UK	-29.1%	-27.2%

Cambridge City Centre Footfall



The Weekly Average Total for June 2021 was 882576
 The Weekly Average Total for June 2019 was 945208
 The Weekly Average Total for June 2021 was -6.63% compared to 2019

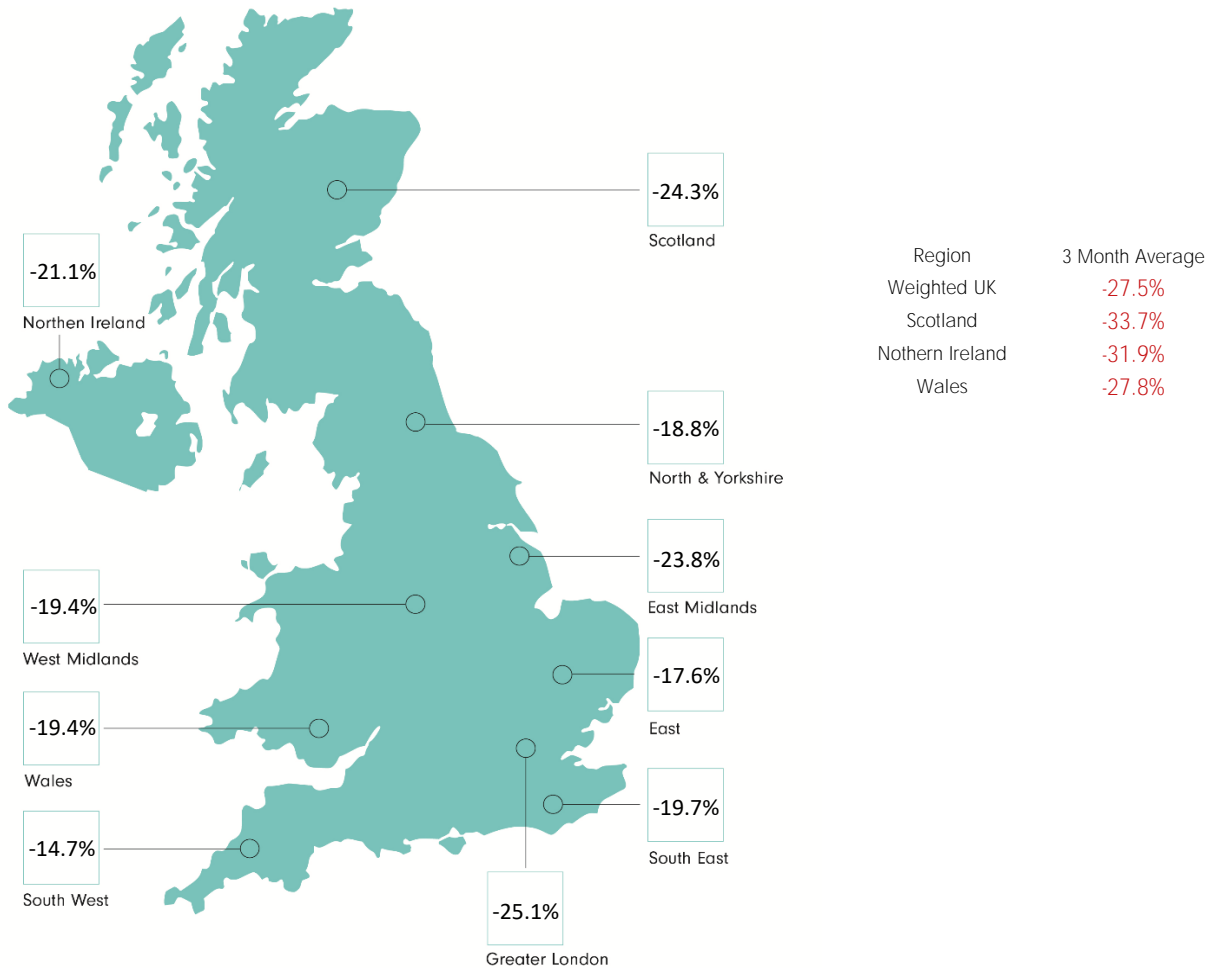
Cambridge Shopping Centre Footfall



The Weekly Average Total for June 2021 was 433932
 The Weekly Average Total for June 2019 was 622198
 The Weekly Average Total for June 2021 was -30.26% 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
June 2021	-22.2%	-27.2%	-4.1%	-29.1%
April - June	-27.5%	-35.0%	-5.7%	-32.8%



Diane Wehrle, Insights Director at Springboard, said:

"Following an above average start to the week as a result of "Freedom Day" on Monday 19th July, the growth in footfall in UK retail destinations slowed considerably from Tuesday onwards. This is likely to be driven by a combination of the extreme heat, the start of the school summer break, and an increased nervousness amongst shoppers in visiting potentially crowded areas created by the growing "pingdemic" which could force them to self isolate.

This is demonstrated by a proportionately greater rise in footfall in coastal towns, and also in the evening post 8pm, when it was cooler but which is the period of the day that accounts for the smallest proportion of footfall and when the vast majority of stores are closed with only hospitality outlets trading.

Footfall across UK retail destinations rose by +3.3% last week from the week before; footfall rose in all three destination types, but the +4.1% increase in shopping centres versus +3.3% in high streets may well be a consequence of shoppers seeking a respite from the extremely hot weather in covered environments. Footfall rose by a staggering +16.5% on "Freedom Day" itself, but from Tuesday onwards, when the heat intensified, the uplift from the week before was much more modest averaging just +1.7%.

The effect of the intense heat, the end of the school summer term on Tuesday and the nervousness amongst shoppers created by the "pingdemic" was evident in the results. Footfall in coastal towns - where shoppers naturally gravitate when the weather is hot and sunny - was much stronger than in high streets generally with a rise of +11% from the week before. The exodus to the coast is demonstrated further by a decline footfall in Greater London of -0.7%, contrasting with rises of +5.4% in the South West and +6.5% in the East, both of which have long expanses of coastline.

The impact of the heat on customer activity was also evident by a rise in footfall of +12.8% post 8pm - when the weather had cooled a little - versus +2.8% pre 8pm. In the South West, the contrast was even starker with a rise of +18.6% post 8pm versus +4.2% pre 8pm and +2.9% pre 5pm, when many people were enjoying the beach rather than shopping in stores.

The overall results for the week left the gap in footfall from the 2019 level largely unchanged at -23.3% across UK retail destinations versus -24.9% in the previous week. However, the +10.8% uplift in footfall in retail parks on "Freedom Day" itself - whilst more modest than in high streets and shopping centres (+19.4% and +15.9%) on that day - was enough to close the gap from 2019 completely, reaching +0.4% above the pre-pandemic level."

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

The June 2021 Cambridge Performance Report compares June 2021 with June 2019 as 2020 was significantly affected by the easing of lockdown.

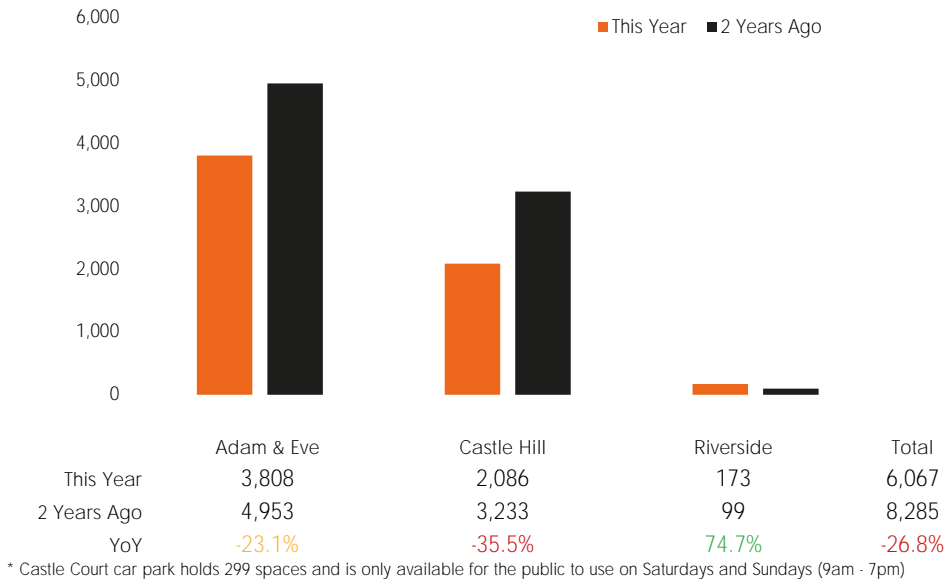
When comparing High-street footfall in June 2021 with 2019 Cambridge was only 6.6% down which compares very favourably to a UK average of 27.2% Down. Shopping Centre footfall was much closer to the UK average of 29.1% down at 30.3% down for June 2021 compared to June 2019.

Multi-storey car park usage was 15.7% down in June 2021 compared to 2019 and on-street car parks were 26.8% down for the same period. Park & Ride usage continues to increase but is still significantly behind 2019 levels. Public transport is still an area where national government messaging remained cautious during June 2021 and passenger numbers reflect this. Park & Ride Usage in June 2021 was 52.3% down in June 2019 and Guided Busway usage was 53.9% down for the same period.

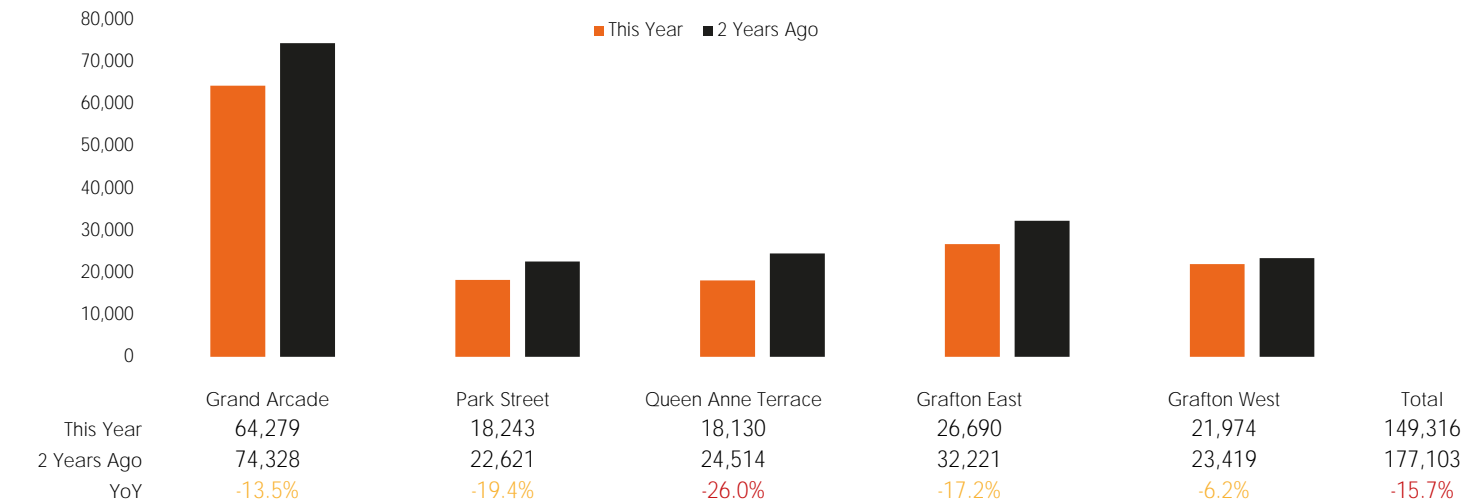
The Cambridge BID data showed fewer visitor welcomes were completed in June 2021 compared to June 2019 - this is down too fewer visitors to the city and also a smaller ambassador team. Likewise business welcomes were reduced in June 2021 largely due to the smaller ambassador team. Commercial waste and environmental issues reported were similar 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.



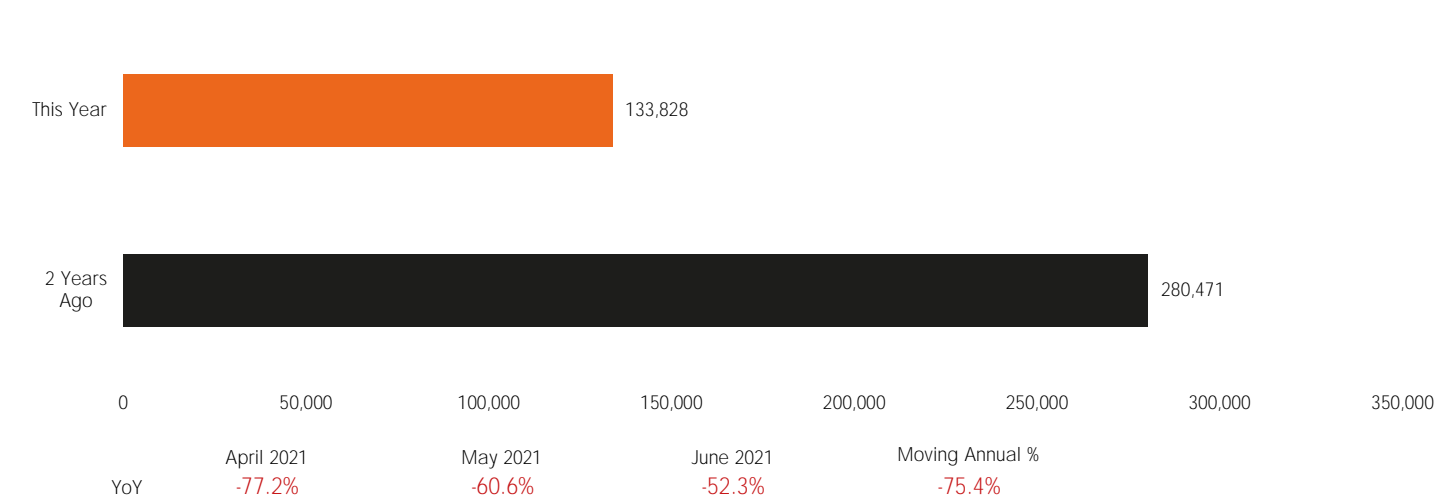
Surface Car Park Usage



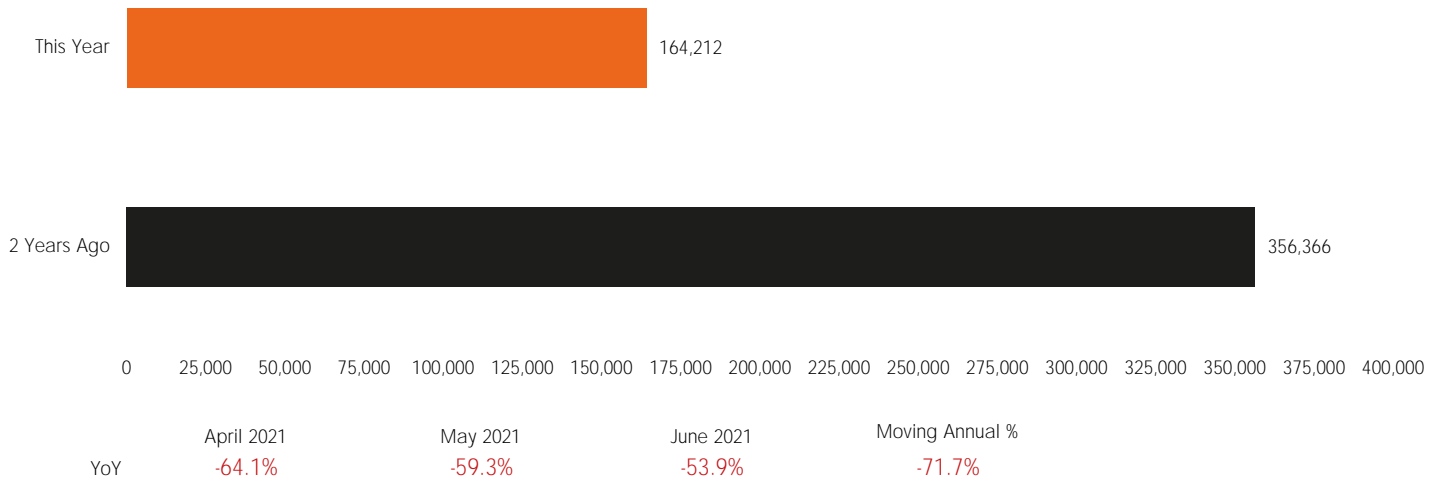
Multi Storey Car Park Usage



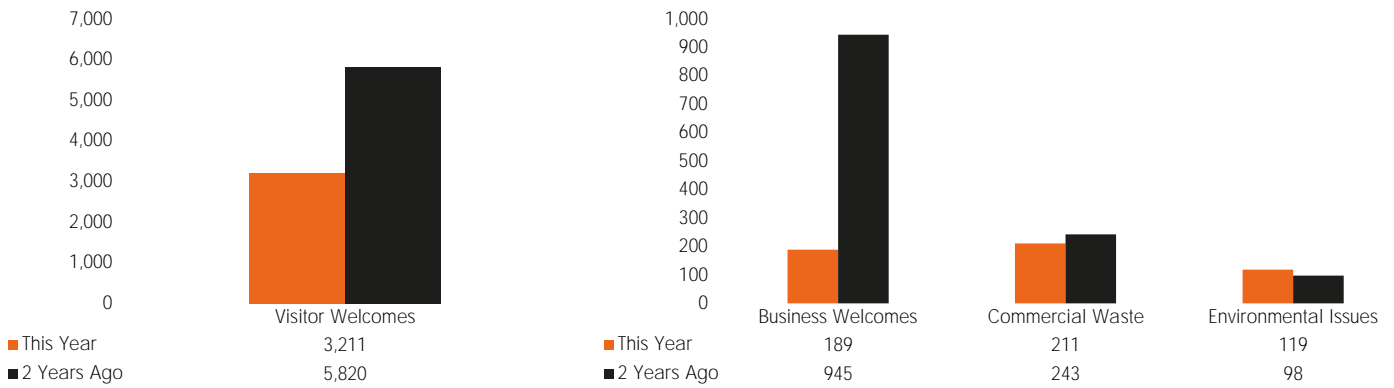
Park & Ride Usage



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