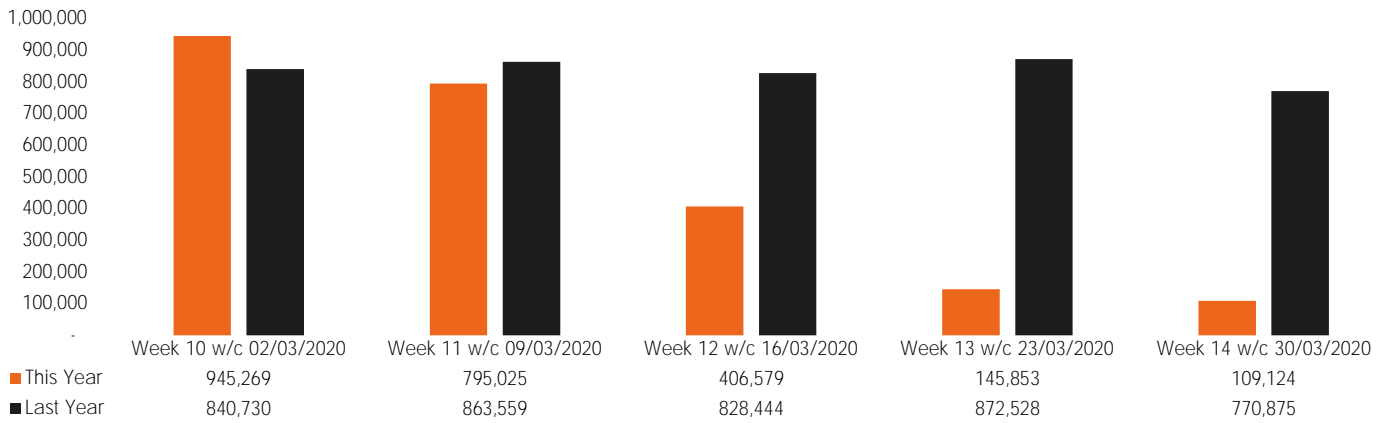


Please Note: This report contains all available data. Some of the data usually available has been impacted by Covid-19 and therefore unable to be included

Springboard Benchmarks - YoY

High Street Index	
Cambridge	-42.5%
East	-41.4%
UK	-46.7%

Cambridge City Centre Footfall

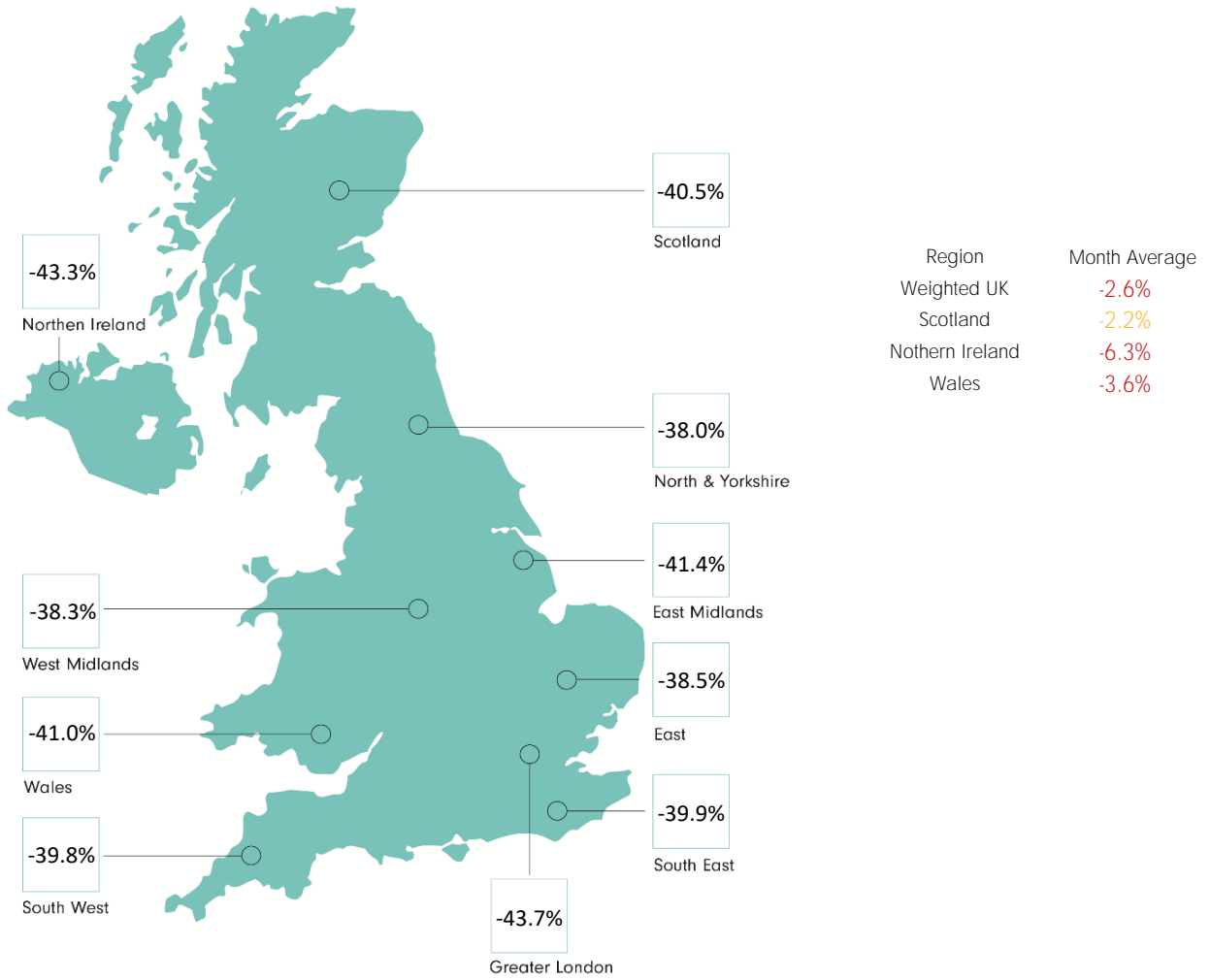


The Weekly Average Total for March 2020 was 480370

The Weekly Average Total for March 2019 was 835227

The Weekly Average Total for March 2020 was -42.49% compared to the previous year

	Total Retail Footfall	High Street	Retail Park	Shopping Centre
March 2020	-41.3%	-46.7%	-29.2%	-41.9%
January - March	-2.6%	-4.4%	-0.1%	-1.5%



Diane Wehrle, Insights Director at Springboard, said:

March 2020 will forever be remembered as the month that the UK went into lockdown due to the Coronavirus pandemic, with the closure of all stores but those selling the most essential of items. The resulting impact on footfall in retail destinations inevitably was an unprecedented decline of -41.3% over the month from March 2019.

The month will also go down in retail history as the first ever in which retailers and retail locations across the UK were united in the last two weeks of the month in wanting to see the lowest possible footfall figures, as a sign that Britons had responded to lock down advice from the government to avoid the spread of the virus.

Being a five week month (our calendar means that a five week month features each quarter of the year) meant that the lockdown became official at the beginning of Week Four, the penultimate week of the month, although social distancing and working from home was prevalent in the week before. This sea change meant that whilst in the first two weeks of the month footfall declined annually by an average of just -2.9%, in the final three weeks the drop averaged -61.5%, reaching -81.4% in the last week.

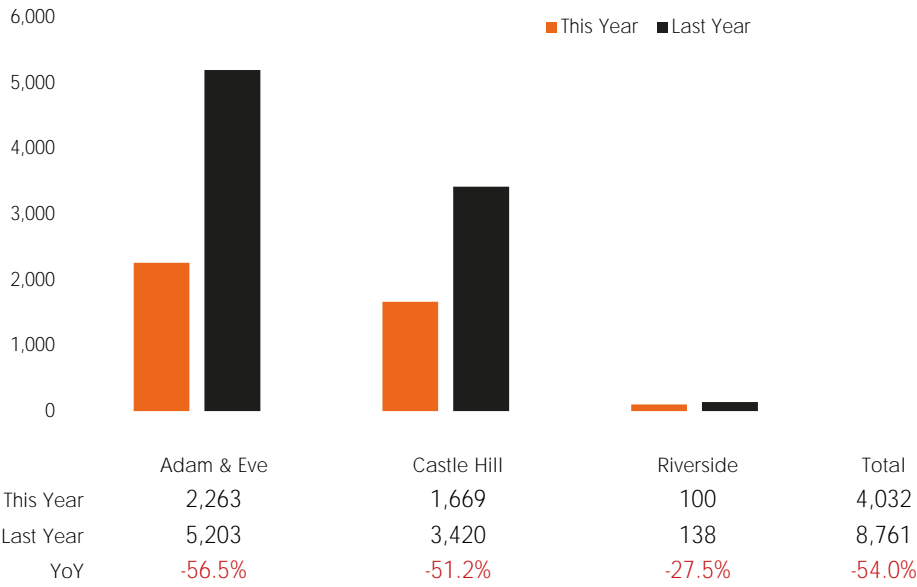
For retail parks the picture was a little more nuanced: the panic buying that ensued when people realised that lockdown was an increasingly likely prospect, meant that the drop in footfall experienced in the third week of the month in high streets and shopping centres didn't occur until the fourth week in retail parks, and even then the drop was around a third lower due to the need to shop for essentials. In the last week of the month, the drop in footfall in retail parks was 15.0% less than in high streets and shopping centres.

Inevitably retail parks will continue to fare better during the lock down than malls or high streets. The need to shop safely is paramount, and with a premium placed by shoppers on suitable "social distancing" retail spaces large stores are more desired as they are situated in more spacious environments, most frequently found in retail parks. Nonetheless, even at this early stage somewhat predictably our thoughts start to turn to how UK bricks and mortar retail will fare post lock down: it is likely that even when we are in recovery the psychological impact of the pandemic will linger with social distancing continuing to be the new normal for some time to come. If this were to be the case, then retail parks and the space they offer will be a favoured destination for many.

In the meantime, as lock down is likely to continue for some weeks yet, Britons will remember the role retail staff across grocery, pharmacy and every day essentials stores played in March 2020 and beyond in keeping it possible for families and households to continue to shop during such troubling times.

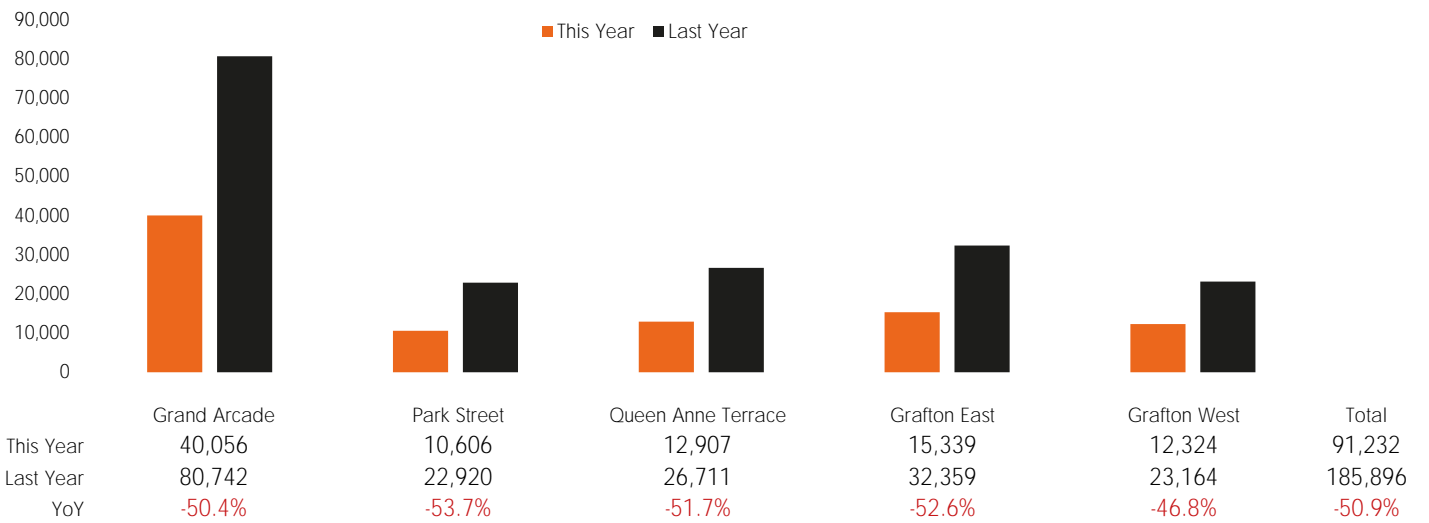


## Surface Car Park Usage

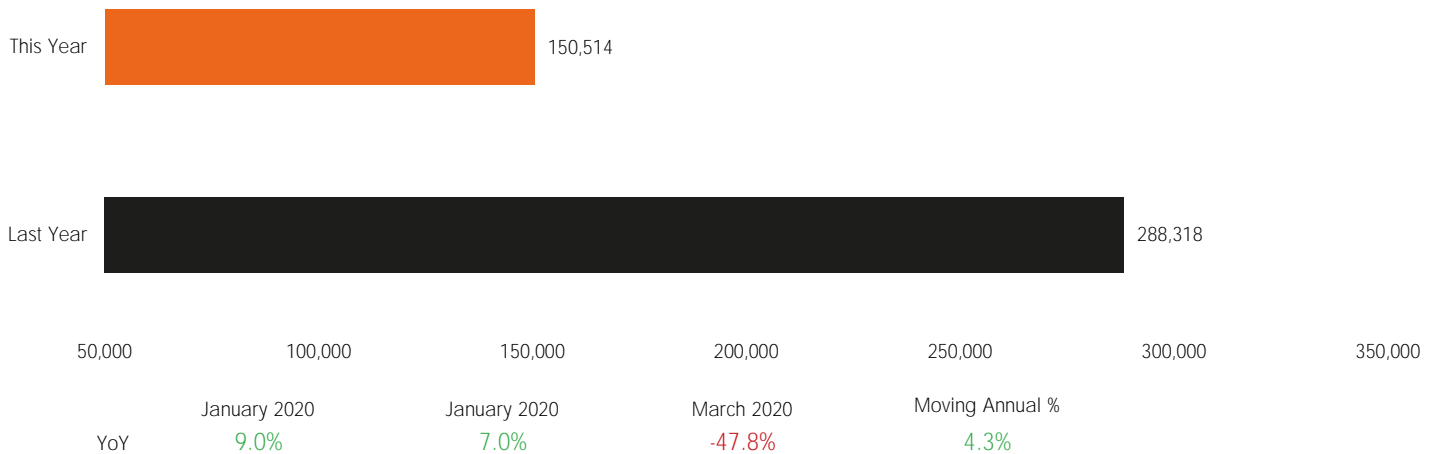


\* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

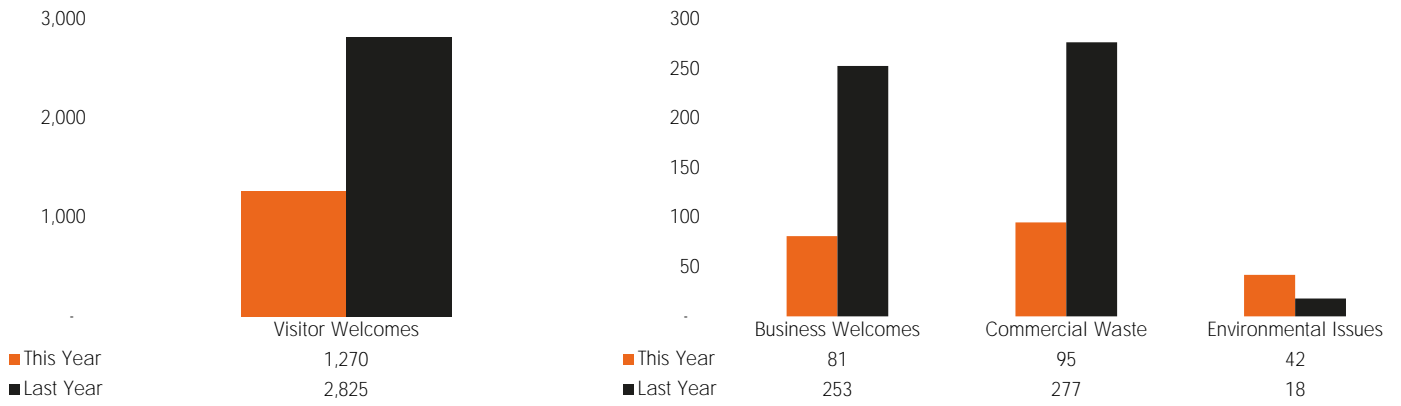
## Multi Storey Car Park Usage



## Park & Ride Usage



## 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