March 2021. 28 Feb 2021 - 03 Apr 2021

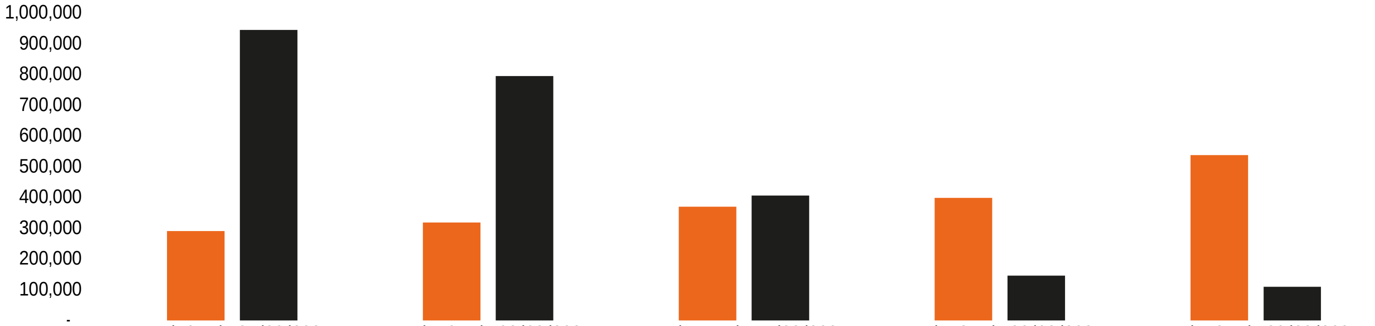
Monthly Performance Report for: Cambridge

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	-71.6%	-20.2%
East	-47.5%	-28.9%
UK	-44.6%	-34.5%

Cambridge City Centre Footfall



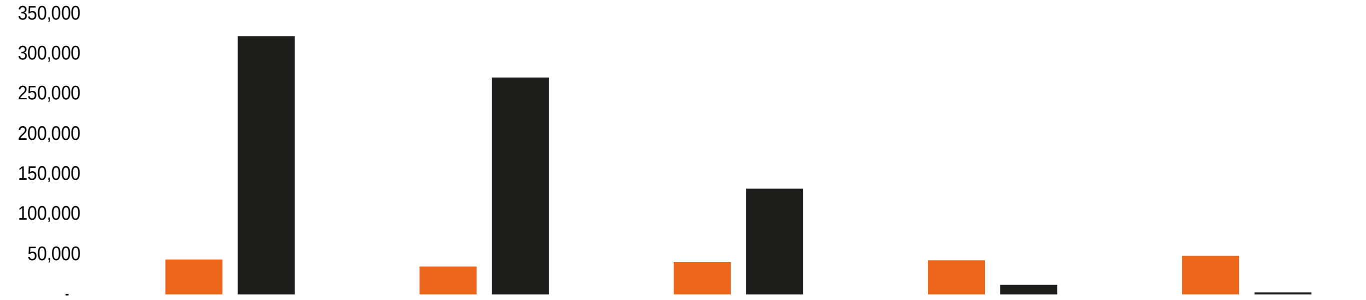
	Week 9 w/c 01/03/2021	Week 10 w/c 08/03/2021	Week 11 w/c 15/03/2021	Week 12 w/c 22/03/2021	Week 13 w/c 29/03/2021
■ This Year	290,894	318,373	369,850	399,045	537,764
■ Last Year	945,269	795,025	406,579	145,853	109,124

The Weekly Average Total for March 2021 was 383185

The Weekly Average Total for March 2020 was 480370

The Weekly Average Total for March 2021 was -20.23% compared to the previous year

Cambridge Shopping Centre Footfall



	Week 9 w/c 01/03/2021	Week 10 w/c 08/03/2021	Week 11 w/c 15/03/2021	Week 12 w/c 22/03/2021	Week 13 w/c 29/03/2021
■ This Year	43,642	34,949	40,300	42,706	48,036
■ Last Year	322,057	270,376	132,015	11,819	2,564

The Weekly Average Total for March 2021 was 41927

The Weekly Average Total for March 2020 was 147766

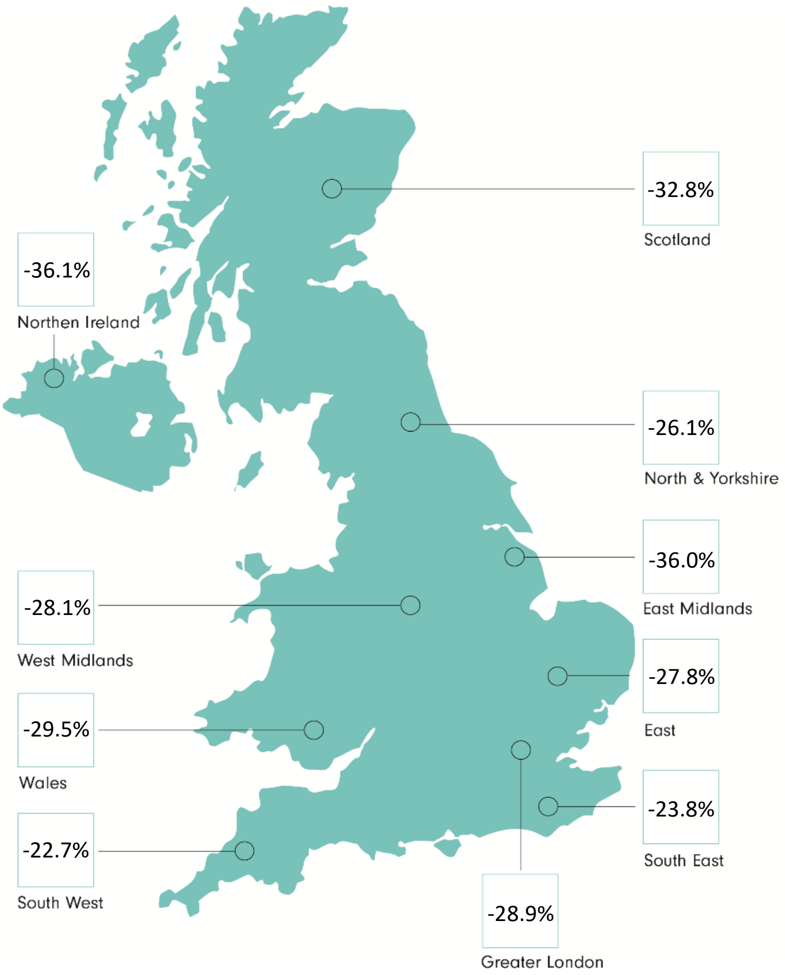
The Weekly Average Total for March 2021 was -71.63% compared to the previous year

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
March 2021	-28.1%	-34.5%	3.4%	-44.6%
January - March	-51.5%	-58.4%	-24.4%	-63.2%



Region	3 Month Average
Weighted UK	-51.5%
Scotland	-53.9%
Nothern Ireland	-57.7%
Wales	-52.9%

Diane Wehrle, Insights Director at Springboard, said:

"In March 2021, retail footfall appeared to recover strongly - in what everybody hopes will be the final month of the lockdown. However, this was distorted by the anniversary of the Lockdown 1 coinciding with the penultimate week of the month. This meant that whilst in the first three weeks of the month footfall averaged -50.5% lower than in 2020, in the final two weeks it was more than twice the level in the same two weeks in 2020. Of more relevance therefore is a comparison with 2019, which shows that in March as a whole, footfall was still -55.2% lower than before the pandemic.

Retail parks continued to be the clear winners outperforming high street and shopping centres which is not at all surprising given that food stores, DIY stores and garden centres continue to trade whilst all non-essential stores remain closed. Since the start of 2021 Springboard identified the degree of pent up demand from shoppers for bricks and mortar stores, and this was ever more evident in the results for March 2021; even drawing a comparison with March 2019 shows that footfall strengthened over the month in all three destination types. In high streets the annual decline moved from -65.9% in week 1 to -58.4% by the final week of the month, in shopping centres it moved from -69% to -62.5% and in retail parks it virtually halved from -29.8% in week 1 to just -14.8% by the final week.

This further supports Springboard's forecast for a significant uplift in footfall when non-essential retail opens on 12th April 2021, anticipated to be around +48% in the first week from the week before followed by a further rise of +10% in the second week. Footfall is likely to continue to rise over the following weeks but probably at a slightly slower rate as shoppers look forward to dining out following the reopening of indoor hospitality on 17th May."

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

During March 2021 all non-essential retail and hospitality remained closed as part of Lockdown 3. During March children in England returned to school and two households were permitted to meet outside from the 29th March. The weather during the early part of w/c 29th March was very spring like which almost certainly boosted footfall as temperatures reached over 20 degrees and people wanted to spend time outdoors. In terms of context, late March 2020 was also when the first lockdown was introduced so like for like comparisons are difficult.

Overall High Street footfall in Cambridge was 20.2% DOWN in March 2021 compared to March 2020, this compared to a UK average of 34.5% DOWN and possibly reflects the good weather and people choosing to spend time walking around Cambridge for their daily exercise. Shopping Centre footfall in March 2021 was 71.6% DOWN compared to March 2020.

Multi-storey car park data shows that car parks were DOWN 57.5% in March 2021 compared to March 2020. Surface car parks were also 44.8% DOWN for the same period. Park & Ride services were still not running as normal during March with other local services calling into the sites to provide an essential service. Guided Busway Services were DOWN 58.7% for March 2021, an improving picture as January and February were both over 80% DOWN compared to the same months in 2020.

The Cambridge BID Ambassador team remained furloughed during March 2021 so no Cambridge BID data is available for March 2021.

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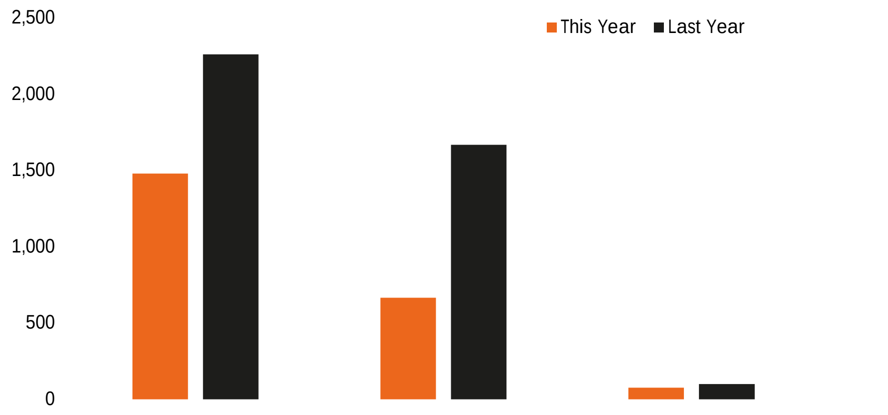
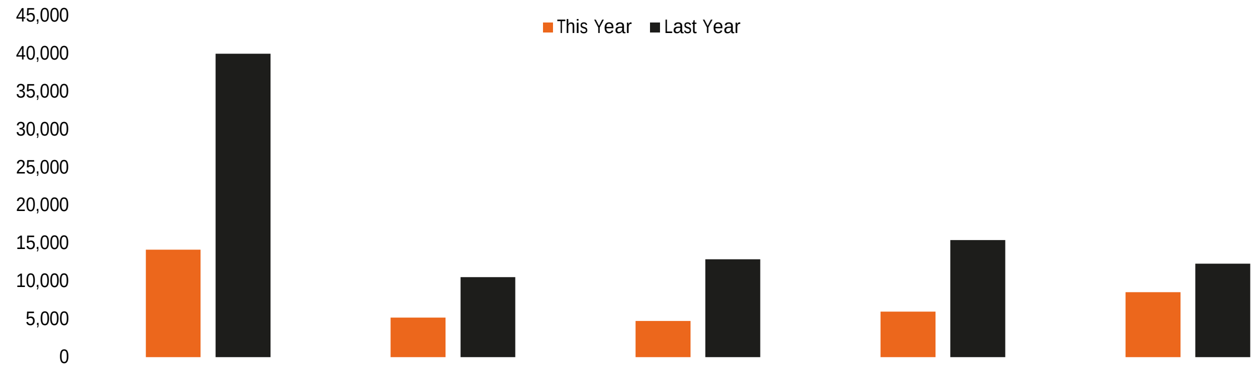
Suface Car Park Usage



	Adam & Eve	Castle Hill	Riverside	Total
This Year	1,481	666	77	2,224
Last Year	2,263	1,669	100	4,032
YoY	-34.6%	-60.1%	-23.0%	-44.8%

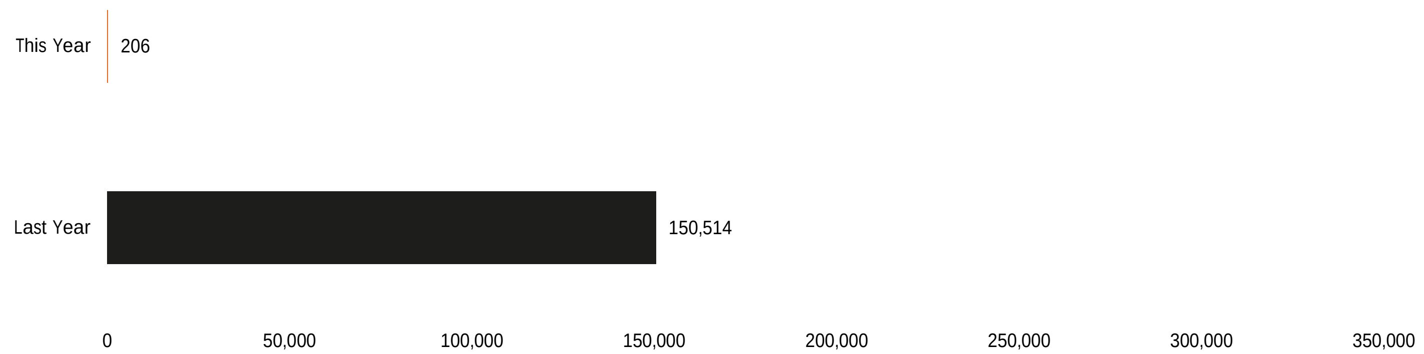
* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

Multi Storey Car Park Usage



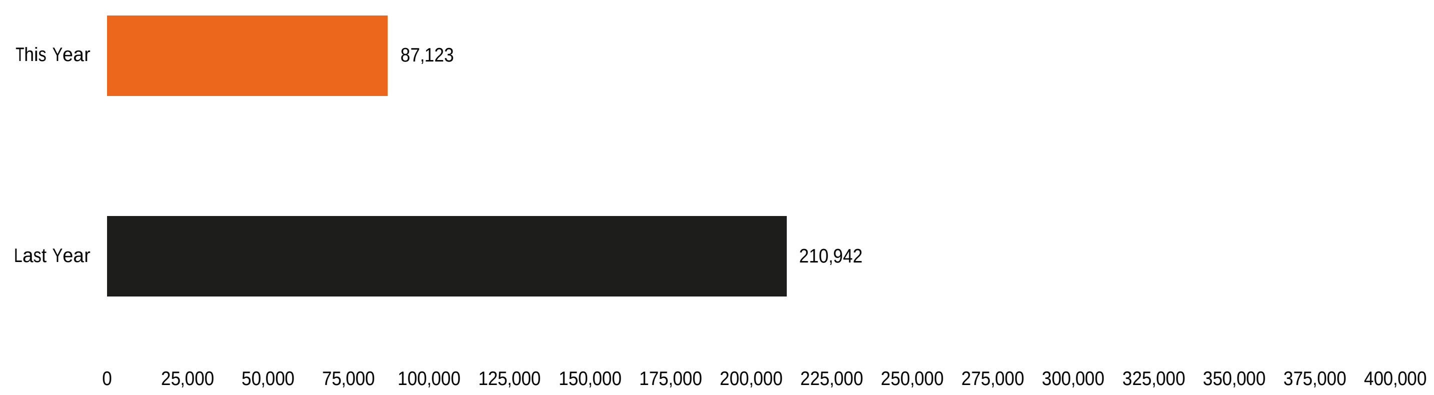
	Grand Arcade	Park Street	Queen Anne Terrace	Grafton East	Grafton West	Total
This Year	14,193	5,215	4,779	5,994	8,582	38,763
Last Year	40,056	10,556	12,907	15,452	12,324	91,295
YoY	-64.6%	-50.6%	-63.0%	-61.2%	-30.4%	-57.5%

Park & Ride Usage



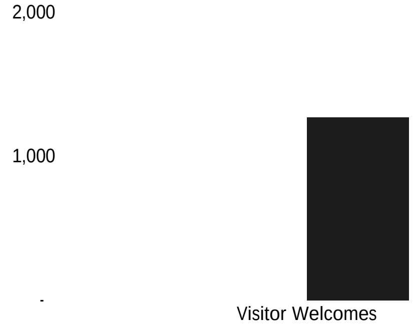
	January 2021	February 2021	March 2021	Moving Annual %
YoY	-94.7%	-99.9%	-99.9%	-84.2%

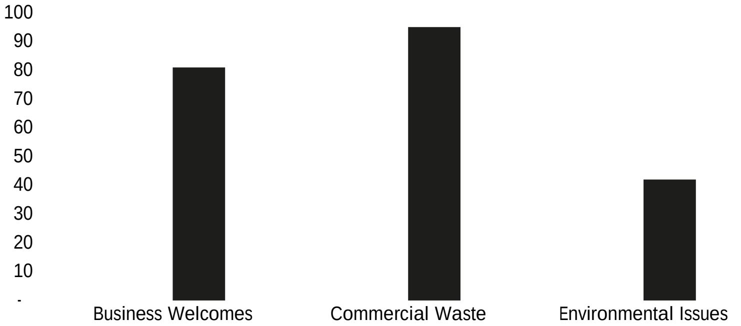
Guided Busway Usage



	January 2021	February 2021	March 2021	Moving Annual %
YoY	-86.4%	-85.0%	-58.7%	-79.4%

Cambridge BID Data





	Visitor Welcomes
This Year	-
Last Year	1,270

	Business Welcomes	Commercial Waste	Environmental Issues
This Year	-	-	-
Last Year	81	95	42

Note:
*Cambridge BID Ambassadors are currently furloughed due to COVID-19

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