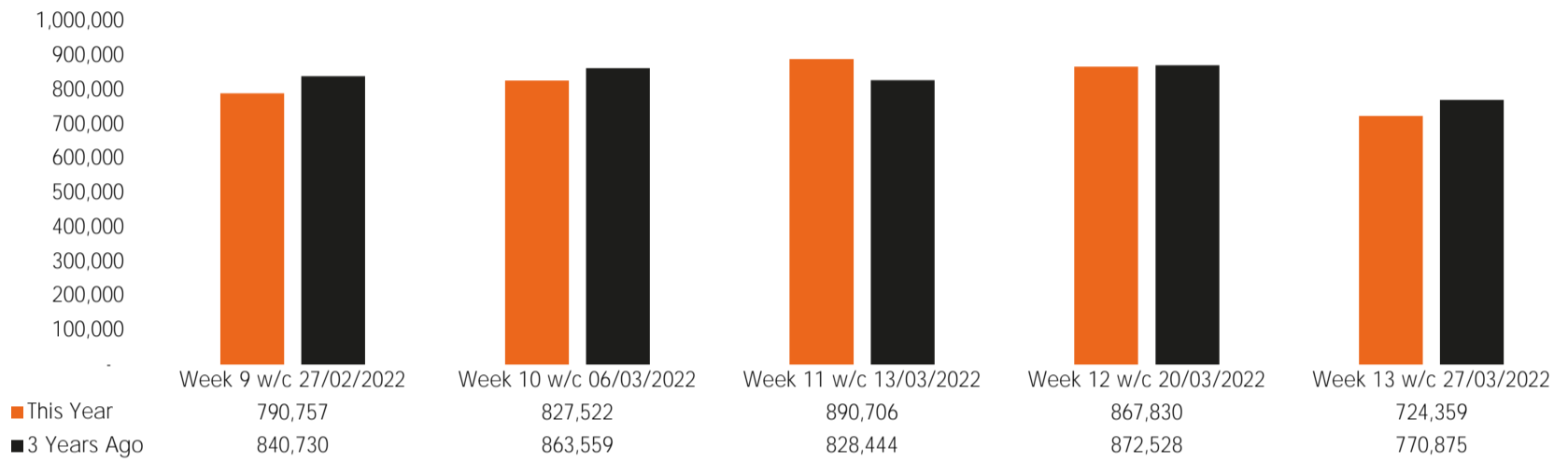


Please Note: This report contains all available data. Some of the data usually available has been impacted by Covid-19 and therefore unable to be included

**Springboard Benchmarks - vs 2019**

	Shopping Centre Index	High Street Index
Cambridge	-27.6%	-1.8%
East	-20.2%	-14.1%
UK	-21.3%	-17.4%

**Cambridge City Centre Footfall**

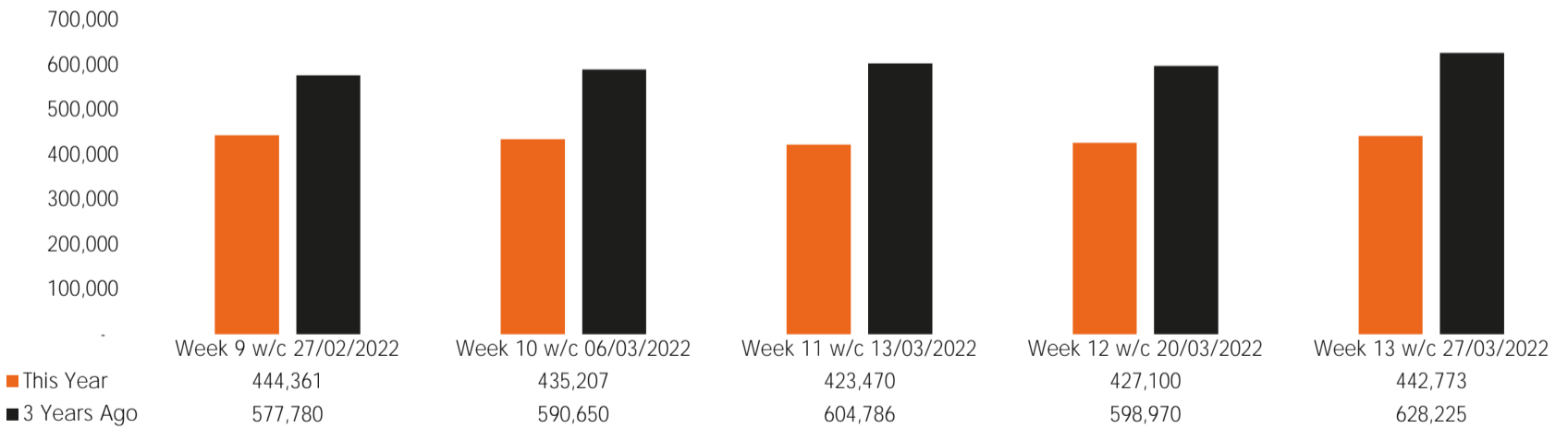


The Weekly Average Total for March 2022 was 820235

The Weekly Average Total for March 2020 was 835227

The Weekly Average Total for March 2022 was -1.80% compared to 2019

**Cambridge Shopping Centre Footfall**



The Weekly Average Total for March 2022 was 434582

The Weekly Average Total for March 2020 was 600082

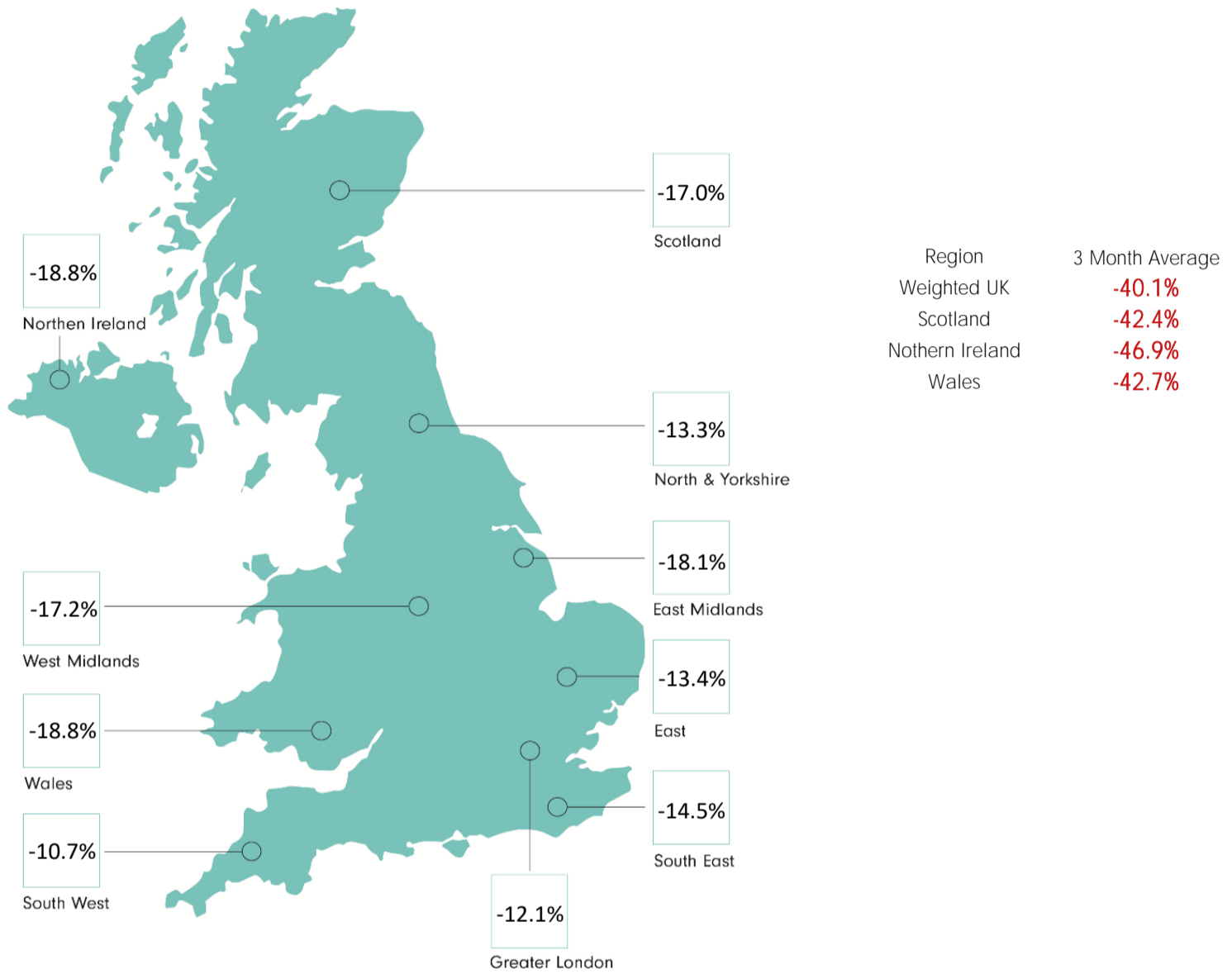
The Weekly Average Total for March 2022 was -27.58% compared to the 2019

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 2022	-15.3%	-17.4%	-4.2%	-21.3%
January - March	-40.1%	-46.3%	-19.3%	-47.3%



Diane Wehrle, Insights Director at Springboard, said:

"March delivered encouraging news for UK retail destinations, with a bounce back in footfall to -15.3% below the 2019 level. This was a significant improvement on February when footfall was -20.7% below 2019, and which nearly reached the level achieved in November of -14.5%, prior to the increase in Covid infections due to the Omicron variant.

Footfall improved in all three destination types, but high streets particularly benefited with an improvement of around a third to -17.4% below 2019 from -26.2% in February, overtaking shopping centres where footfall remained -21.4% below 2019.

Despite the strong uplift in footfall in March, this is likely to be the calm before the storm, only offering some short term good news for retailers. With the substantial increase in energy and fuel prices, consumers are aware that increased costs are on the horizon but have not fully hit and so are already being relatively cautious, and the concomitant rise in inflation that is forecast over the forthcoming months will put household budgets under increasing pressure.

Inevitably this will mean less disposable income and so some retail spending will be curtailed, particularly as we enter the summer period when many consumers will be looking to reserve budget to spend on much longed for summer holidays.

Alongside price inflation, the longer term challenge for physical retail destinations is hybrid home/office working that now appears to have become widely adopted. With many employees opting to work at home for at least part of the week, the recovery in footfall – particularly in large city centres – has been constrained and is likely to remain so for the foreseeable future. At the same time, however, it should be recognised that not all of the drop in footfall is due to Covid; even prior to the pandemic Springboard's data had shown an average drop in footfall of around -1.5% per annum for the past decade as consumers migrated some of their spending online. The net Covid impact on footfall to date, is therefore circa -12%."

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

"This report compares March 2022 with March 2019. High Street footfall in March 2022 showed very encouraging signs – Cambridge was down only 1.8% in March 2022 compared to March 2019 which against the UK average of 17.4% down is really encouraging. Shopping Centre footfall in March 2022 was 27.6% down compared to March 2019 which was slightly ahead of the UK average of 21.3%.

Multi-Storey car park usage in March 2022 was down 14.5% compared to March 2019 and Park Street Car park still remains closed so has been removed from the figures. Grafton West and Grand Arcade were again the best performing car parks. On-street car parking was down 21.1% in March 2022 compared to March 2019.

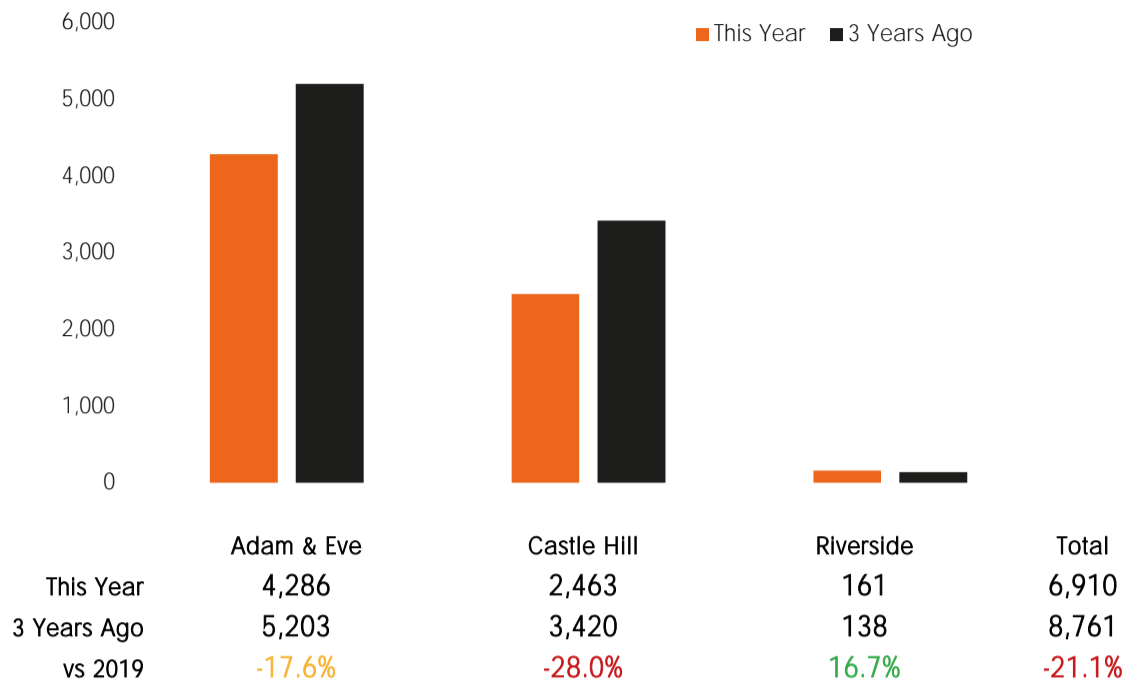
Both Park & Ride and Guided Busway usage showed improvements compared to February 2022 indicating that more people have slowly started to return to their offices. In March 2022 Park & Ride usage was 29.5% down on March 2019. Guided Busway usage for March 2022 was 44.5% down compared to March 2019.

The Cambridge BID Ambassador Team data showed an increase in the number of visitor welcomes made compared to January and February 2022 but the number is still significantly less than March 2019. Business visits during March 2022 were equivalent to those in March 2019.

"

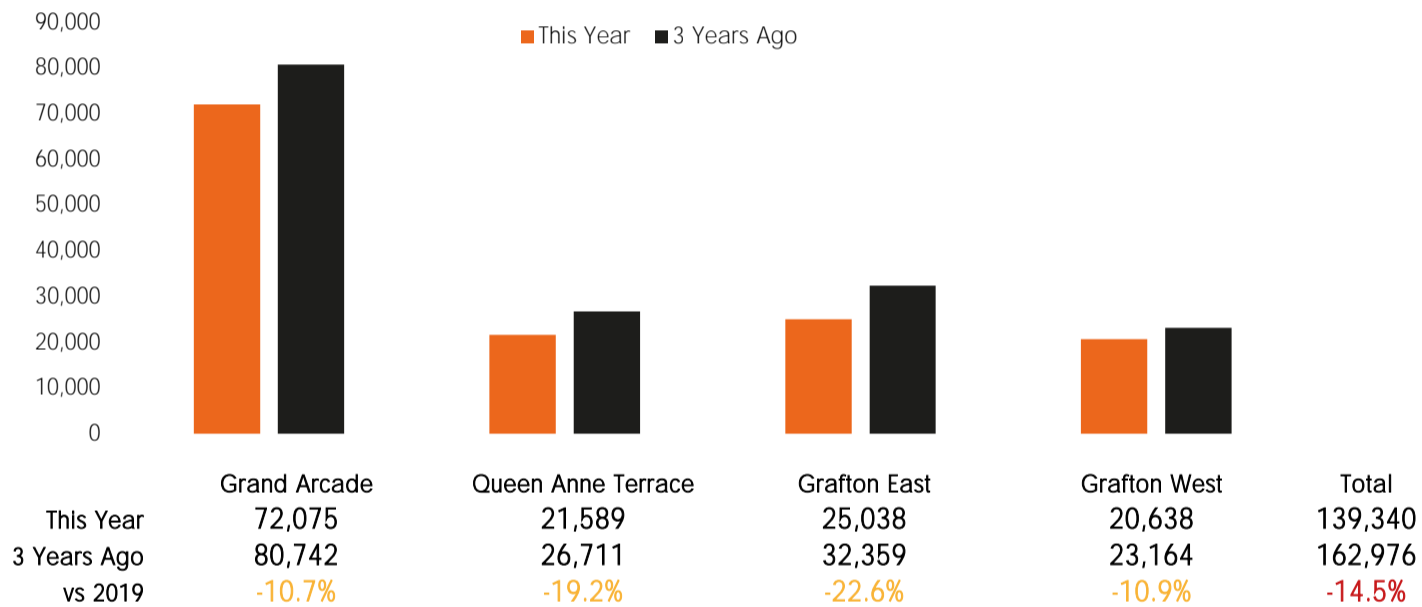


## Surface Car Park Usage

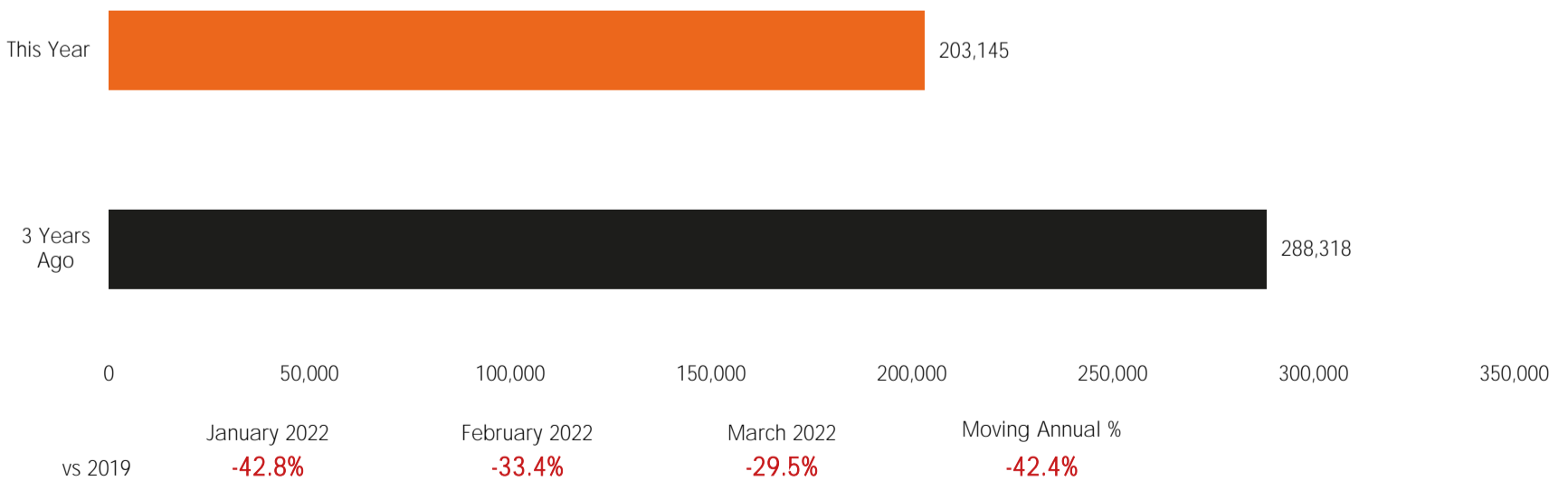


\* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

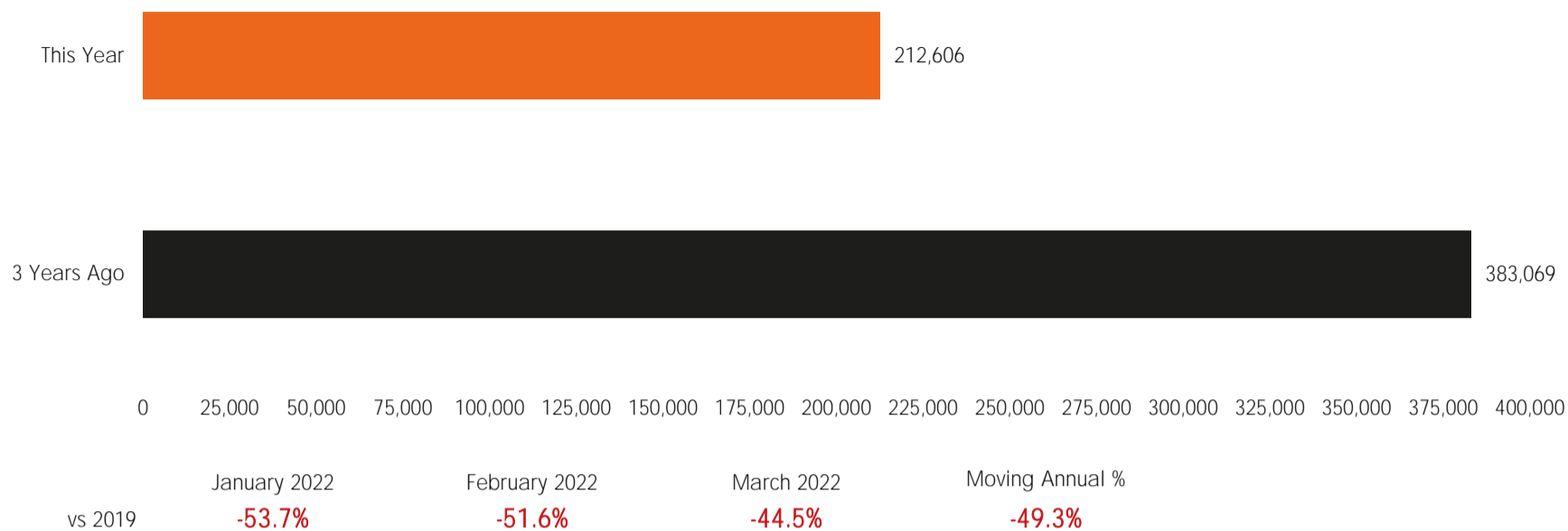
## Multi Storey Car Park Usage



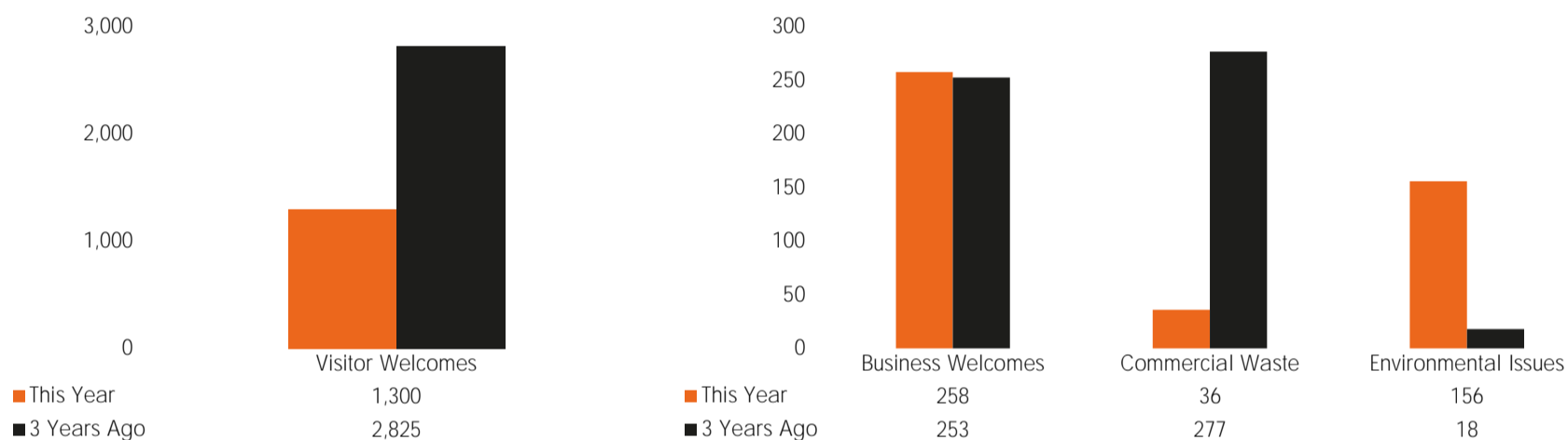
## Park & Ride Usage



## 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