May 2020. 03 May 2020 - 30 May 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

	High Street Index
Cambridge	-82.9%
East	-73.4%
UK	-78.2%

Cambridge City Centre Footfall

	Week 19 w/c 04/05/2020	Week 20 w/c 11/05/2020	Week 21 w/c 18/05/2020	Week 22 w/c 25/05/2020
This Year	123,514	136,400	155,618	197,623
Last Year	827,302	878,705	937,604	951,410

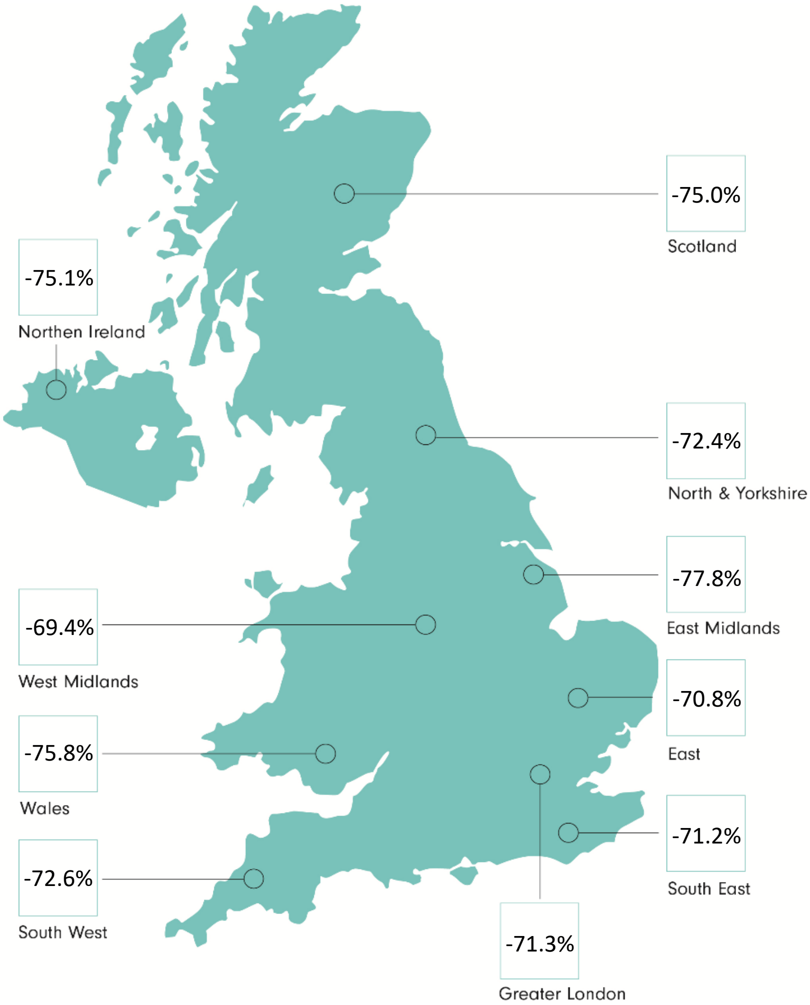
The Weekly Average Total for May 2020 was 153289

The Weekly Average Total for May 2019 was 898755

The Weekly Average Total for May 2020 was -82.94% compared to the previous year

UK Trends

	Total Retail Footfall	High Street	Retail Park	Shopping Centre
May 2020	-73.3%	-78.2%	-55.1%	-80.5%
March - May	-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 marginal improvement on the drop of -80.1% in April, reflecting the immediate response of consumers to the easing of government restrictions as garden centres and home stores were given the green light to reopen. However, in Scotland, Wales and Northern Ireland, where restrictions were not relaxed, footfall was -75.0% lower than in May 2019, reflecting the more limited movement of consumers.

The fact that it was the sunniest May since 1957 certainly helped, combined with the two bank holidays which bookended the month. In the week leading up to each bank holiday footfall across all UK retail destinations rose by an average of +12.0% from the week before compared with just +5.5% in the other two weeks of the month. In high streets, the impact was even more startling, with an average increase in footfall of +15.4% from the weeks before as consumers took advantage of new found freedom for outdoor activity.

The opening of home stores and garden centres led to a significant rebound in footfall in retail parks, from a drop of -68.1% in April to -55.1% in May. In each week of the month, footfall strengthened slightly, moving from an annual decline of -59.1% in the first week to -50.8% by the last week of the month.

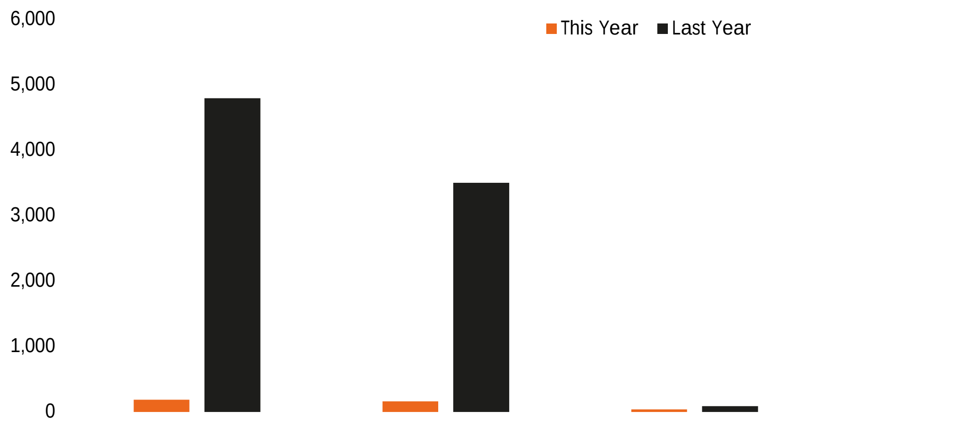
The subject on everyone's lips is what will the likely success be of the reopening of non-essential retail on 15th June. The limited evidence so far has suggested that despite the growth in online shopping over the past two months, there is a huge amount of pent up demand amongst consumers for bricks and mortar shopping.

The first indication of this were the monumental queues that built up at major home stores in the weekend before the official easing of lockdown restrictions in England on 1st June; footfall strengthened noticeably in retail parks over the first few days of the week following this, with the decline averaging -42.9% versus -56.2% over the same days at the beginning of May.

Whilst retail parks are already seeing some recovery in footfall, this is certainly not the case for high streets and shopping centres, where the decline in footfall over the few days since 1st June still remains at more than -70.0%. Inevitably it has been smaller high streets that have been the most resilient as consumers stayed local, with footfall in UK regional cities declining by -88.8% in May compared with -41.4% across the smallest high streets.

The key trend to be watched over the period of retail reopening in June, and over subsequent months, will be whether this signals the beginning of a new era for local high streets. Certainly, what is likely is that those destinations and retailers that are best able to manage customer numbers to ensure social distancing will be the most in demand by consumers as safety during shopping is paramount.

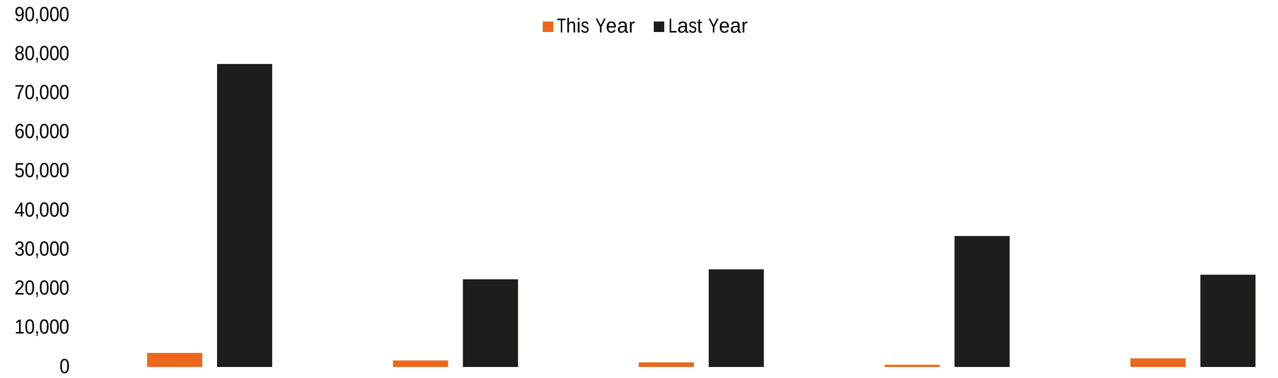
Suface Car Park Usage



	Adam & Eve	Castle Hill	Riverside	Total
This Year	185	162	40	387
Last Year	4,793	3,498	90	8,381
YoY	-96.1%	-95.4%	-55.6%	-95.4%

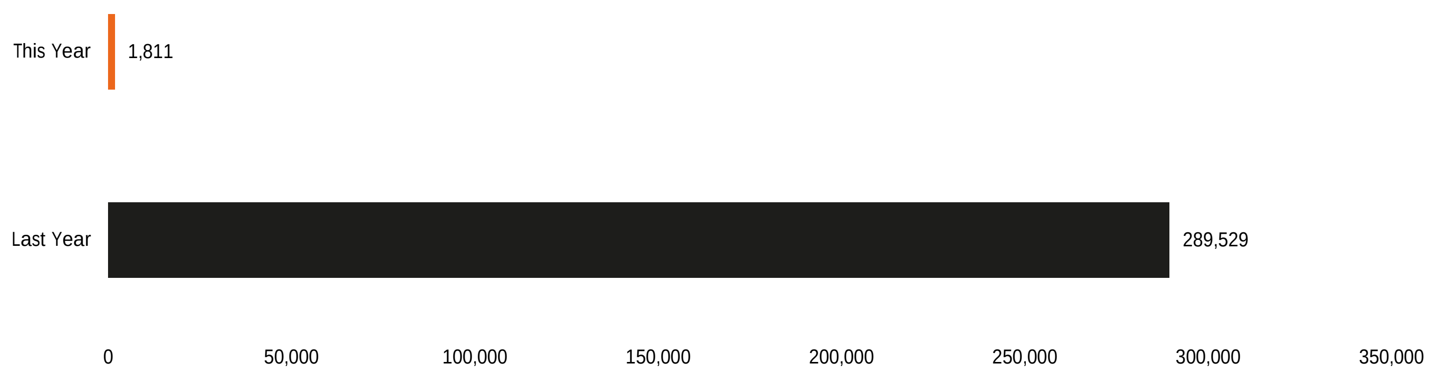
* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

Multi Storey Car Park Usage



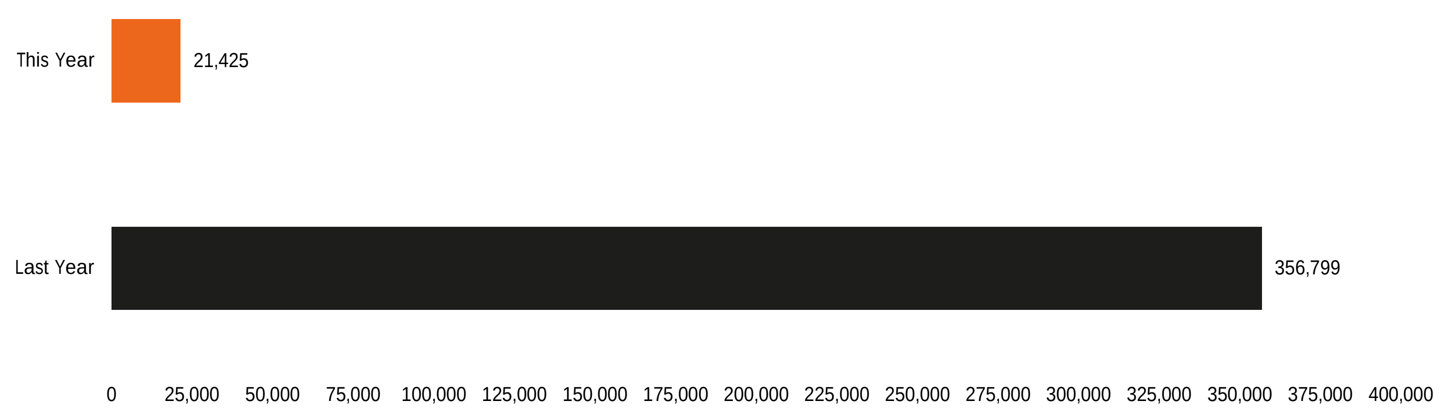
	Grand Arcade	Park Street	Queen Anne Terrace	Grafton East	Grafton West	Total
This Year	3,582	1,682	1,202	591	2,206	9,263
Last Year	77,447	22,443	24,962	33,472	23,580	181,904
YoY	-95.4%	-92.5%	-95.2%	-98.2%	-90.6%	-94.9%

Park & Ride Usage



	March 2020	April 2020	May 2020	Moving Annual %
YoY	-47.8%	-99.4%	-99.4%	-14.2%

Guided Busway Usage



	March 2020	April 2020	May 2020	Moving Annual %
YoY	N/A	-95.4%	-94.0%	-18.3%

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 May 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