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May 2021. 02 May 2021 - 29 May 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	-37.1%	-19.0%
East	-29.7%	-30.7%
UK	-30.3%	-36.3%

Cambridge City Centre Footfall

	Week 18 w/c 03/05/2021	Week 19 w/c 10/05/2021	Week 20 w/c 17/05/2021	Week 21 w/c 24/05/2021
■ This Year	664,467	683,279	700,321	862,639
■ 2 Years Ago	827,302	878,705	937,604	951,410

The Weekly Average Total for May 2021 was 727677

The Weekly Average Total for May 2019 was 898755

The Weekly Average Total for May 2021 was -19.04% compared to 2019

Cambridge Shopping Centre Footfall

	Week 18 w/c 03/05/2021	Week 19 w/c 10/05/2021	Week 20 w/c 17/05/2021	Week 21 w/c 24/05/2021
■ This Year	377,451	346,944	384,945	413,192
■ 2 Years Ago	604,463	561,903	558,434	693,956

The Weekly Average Total for May 2021 was 380633

The Weekly Average Total for May 2019 was 604689

The Weekly Average Total for May 2021 was -37.05% compared to the 2019

Note:

Numbers of visitors recorded by footfall cameras in Grand Arcade, Lion Yard and The Grafton

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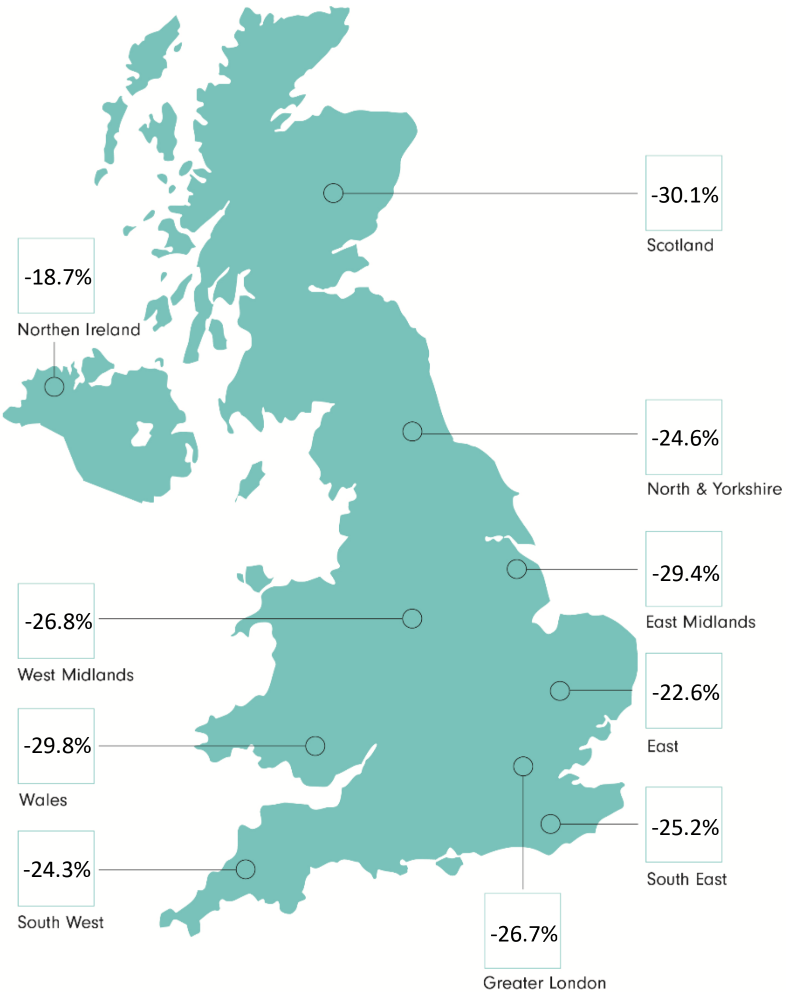
UK Trends

	Total Retail Footfall	High Street	Retail Park	Shopping Centre
May 2021	-27.5%	-36.3%	-5.7%	-30.3%
March - May	-38.5%	-47.2%	-12.7%	-45.3%



Region	3 Month Average
Weighted UK	-38.5%
Scotland	-44.6%
Nothern Ireland	-45.9%
Wales	-40.2%

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Diane Wehrle, Insights Director at Springboard, said:

"Footfall has strengthened significantly over the period since non-essential retail reopened in April, however, further gains that were hoped for in May as a result of the reopening of indoor hospitality in the third week of the month have been muted; and in fact the gap in footfall from 2019 to 2021 widened over the month; from -25.3% in the first week of May to -26.8% by the last week.

There are several reasons for this; firstly, May was the wettest on record which inevitably lowered the initial exhilaration of consumers in being able to eat out as even visiting indoor environments necessitated braving the weather. Secondly, the limitations on dining capacity in indoor venues inevitably means that the uplift in footfall generated has been limited; and thirdly most of the increase in footfall has occurred post 5pm when volumes of activity are far lower those than during retail trading hours.

What has been a positive outcome is the early sign that consumers are drifting back into larger destinations for work or leisure, with footfall in Central London increasing from April by +17.2% and in regional cities elsewhere in the UK by +20.4% compared with a rise across all UK high streets from April of just +7.1%. Unfortunately, this seems to have come at a cost for smaller high streets, with footfall declining marginally by -0.7% from April in both market towns and high streets in Outer London. However, this must be regarded in context as footfall in Central London remains -58% lower than in 2019 and -33.7% lower in regional cities outside of the capital, versus -23% in high streets in Outer London and -28.6% in market towns.

The question on everyone's lips is whether the shift of footfall back into London and other regional cities will continue, however, this will be strongly dependent on whether the government's roadmap for the easing of restrictions will proceed as planned or whether easing will be deferred beyond 21st June."

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

"As we look at the performance of May 2021 we are comparing with May 2019 to give a picture of how we are performing compared to pre-Covid times.

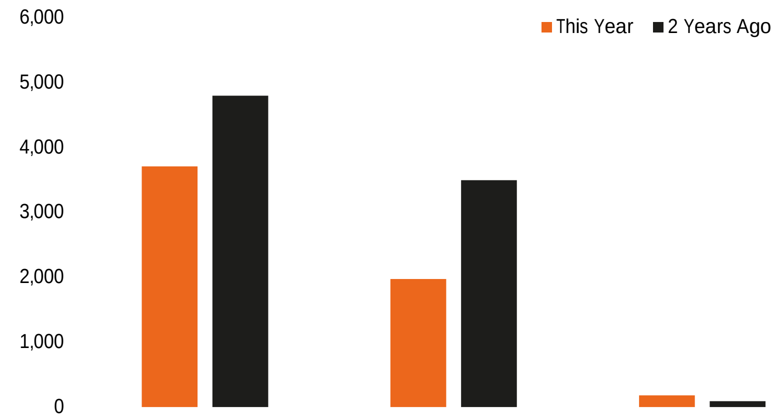
High-Street footfall in Cambridge during May 2021 was down 19% compared to May 2019, this compared very favourably with the East region which overall was 30.7% down and the UK overall which was 36.3% in May 2021 compared to May 2019. Shopping Centre footfall in May 2021 was slightly ahead of the East Region and the UK overall as it was 37.1% down compared to May 2019.

Looking at Multi-storey car parks – overall May 2021 was 17% down compared to May 2109 which is on par with high street footfall figures. Grafton West was the best performing multi-storey car park, only 5% down in May 2021 compared to May 2019.

From a Park & Ride viewpoint, passenger numbers in May 2021 were 60.6% down compared to May 2019 and for the same period the Guided Busway numbers were 59.3% down. With messages around using public transport still focused on staying safe and essential journeys it is likely that passengers numbers will start to increase as further restrictions are removed and public transport for leisure journeys encouraged again.

With regards to the Ambassador Team, in May 2021 we had a team of 4 (then 3) Ambassadors working due to a team member leaving and a recruitment process being underway. This compares to a team of 5 in May 2019. Visitor welcomes in May 2021 were fewer than in May 2019 which also reflects significantly fewer tourists in Cambridge due to ongoing travel restrictions. In contrast business visits in May 2021 were more than double May 2019, reinforcing the evolving role the Ambassador team are playing in supporting

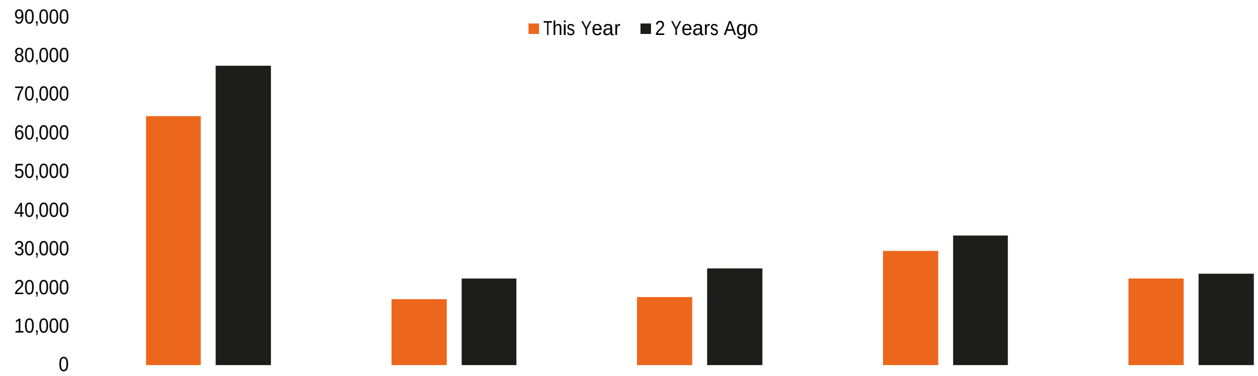
Suface Car Park Usage



	Adam & Eve	Castle Hill	Riverside	Total
This Year	3,704	1,972	183	5,859
2 Years Ago	4,793	3,498	90	8,381
YoY	-22.7%	-43.6%	103.3%	-30.1%

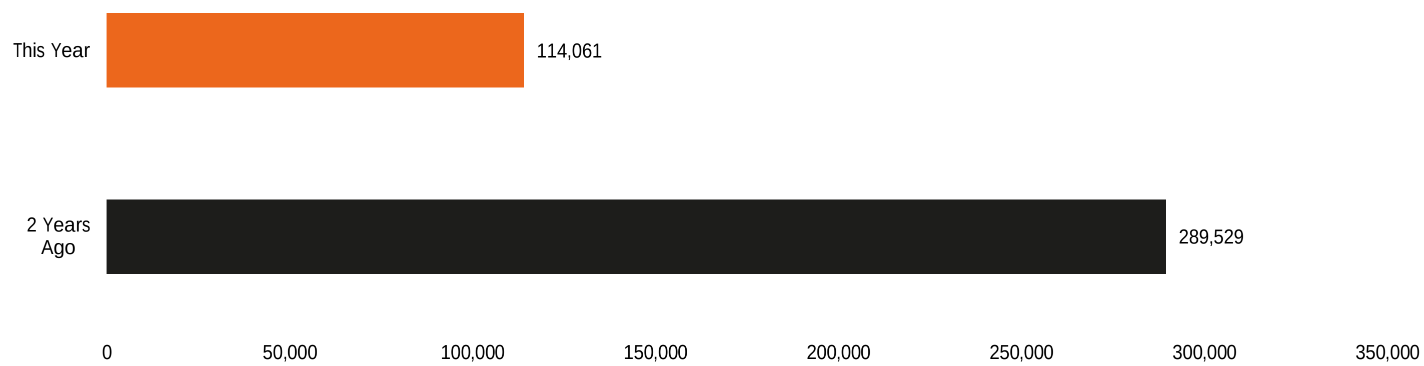
* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

Multi Storey Car Park Usage



	Grand Arcade	Park Street	Queen Anne Terrace	Grafton East	Grafton West	Total
This Year	64,359	17,010	17,617	29,525	22,391	150,902
2 Years Ago	77,447	22,443	24,962	33,472	23,580	181,904
YoY	-16.9%	-24.2%	-29.4%	-11.8%	-5.0%	-17.0%

Park & Ride Usage



	March 2021	April 2021	May 2021	Moving Annual %
YoY	-99.9%	-77.2%	-60.6%	-78.7%

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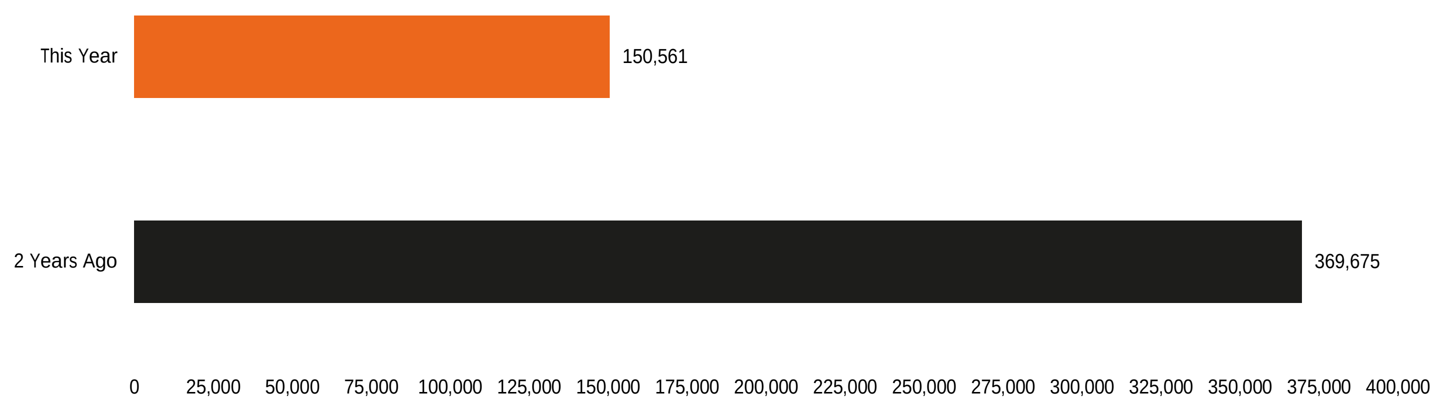
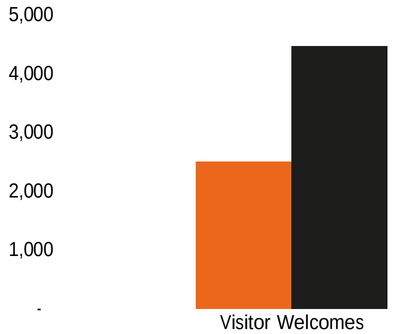
Guided Busway Usage

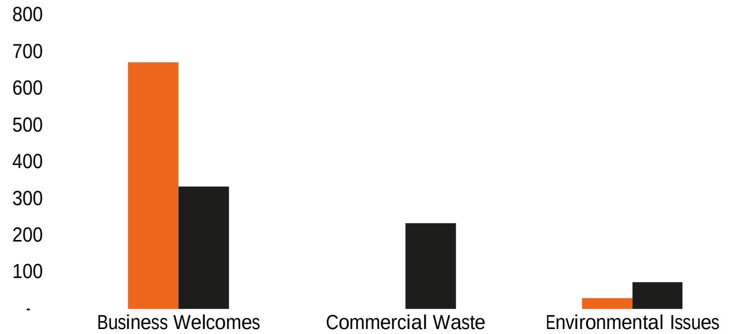


	March 2021	April 2021	May 2021	Moving Annual %
YoY	-77.3%	-64.1%	-59.3%	-74.5%

Cambridge BID Data



	Visitor Welcomes
This Year	2,505
2 Years Ago	4,465



	Business Welcomes	Commercial Waste	Environmental Issues
This Year	672	-	29
2 Years Ago	333	233	73

Note:
*Cambridge BID Ambassadors Team were furloughed during April 2020 due to lockdown 1

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