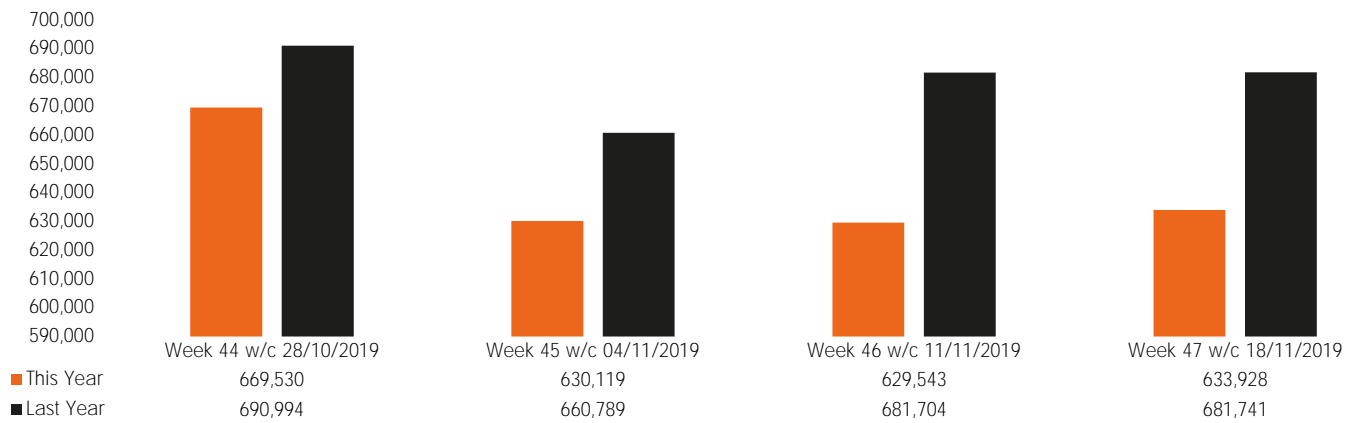


Springboard Benchmarks - YoY

	Shopping Centre Index	High Street Index
Cambridge	-4.0%	-5.6%
East	-3.7%	-3.4%
UK	-3.0%	-4.3%

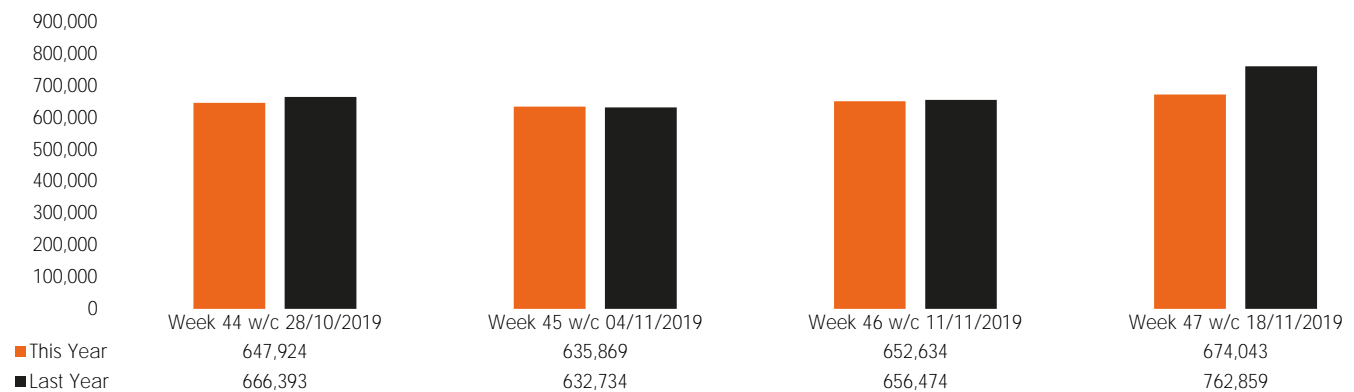
Cambridge City Centre Footfall



The Weekly Average Total for November 2019 was 640780
 The Weekly Average Total for November 2018 was 678807
 The Weekly Average Total for November 2019 was -5.60% compared to the previous year

Note:
 Numbers of visitors recorded in Cambridge City Centre via footfall cameras situated in Sidney Street, Bridge Street, Kings Parade, Regent Street and Fitzroy Street.

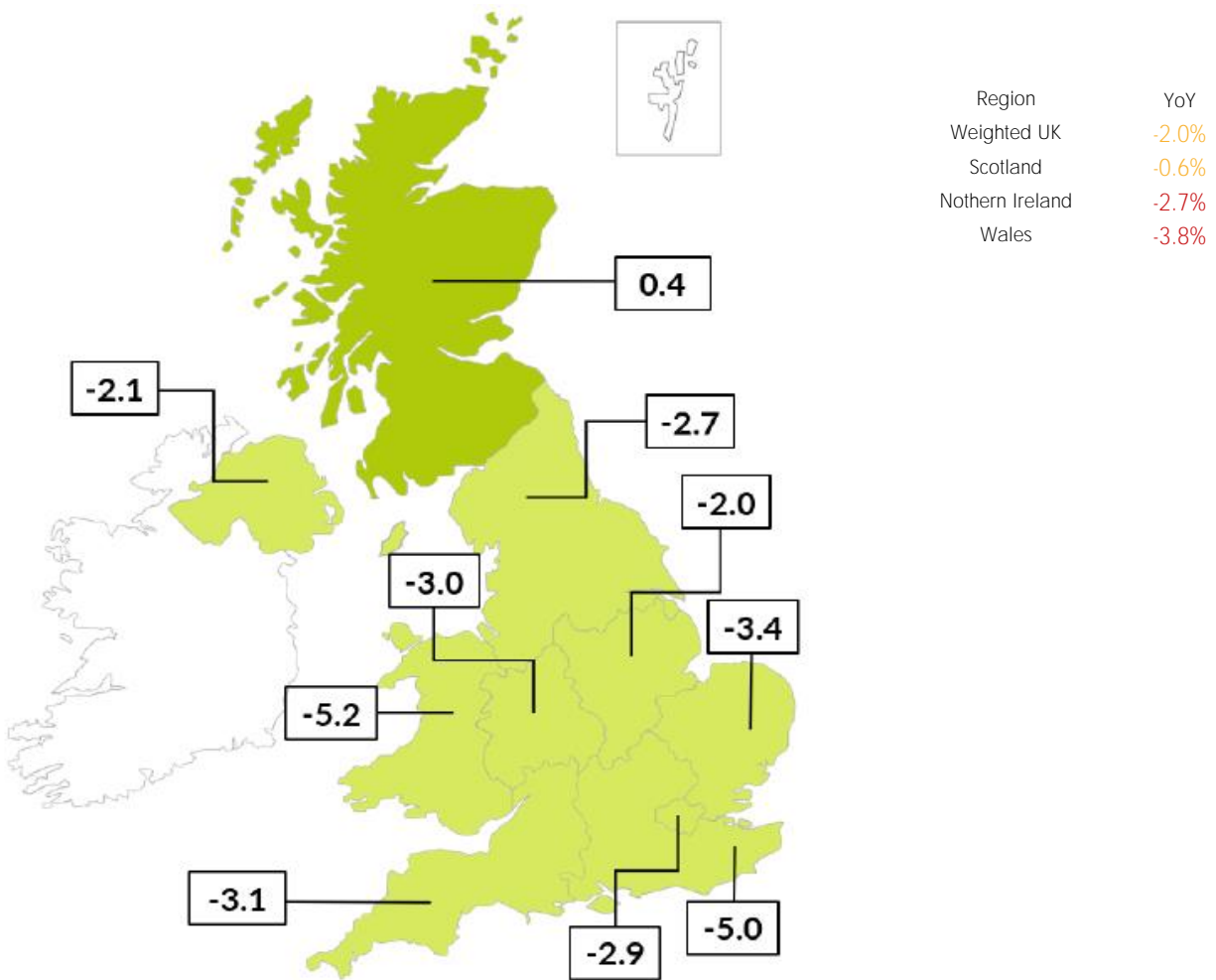
Cambridge Shopping Centre Footfall



The Weekly Average Total for November 2019 was 652618
 The Weekly Average Total for November 2018 was 679615
 The Weekly Average Total for November 2019 was -3.97% compared to the previous year

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

	Total Retail Footfall	High Street	Retail Park	Shopping Centre
November 2019	-3.4%	-4.3%	-1.8%	-3.0%
September - November	-2.8%	-3.7%	-0.7%	-2.9%



Diane Wehrle, Insights Director at Springboard, said:

"Black Friday fell outside of the November trading period, which meant that the month didn't see the benefit of the +3.3% increase in footfall from Black Friday 2018. Footfall dropped by -3.4% in November, and this was also partly a result of severe rainfall in the latter half of the month which meant that footfall declined by an average of -4.4% compared with -2.4% over the first two weeks.

Whilst the heavy rain will have deterred many shoppers from making trips to retail destinations, the poor footfall in the second half of the month will have been exacerbated by the proximity of Black Friday discounts. Alerts arriving on a regular basis into consumers' inboxes in the run up to Black Friday enabled consumers to watch the retail market easily and identify the depth and spread of discounts being offered. If they weren't already planning on doing so, this will have led to many consumers pulling back on trips to destinations causing a spending freeze over the last two weeks of the month in anticipation of big discounts on current stock.

The fact that the Black Friday weekend also started on payday heightened the chances of a spending spree which took place after the month had ended. This pent up demand is clearly evident from the fact that footfall in the last week of the month in shopping centres dropped by -5.2%, more than in high streets and retail parks. Having the greatest concentration of retailers heavily promoting discounts, it was not surprising that it was in shopping centres where footfall increased most over Black Friday."



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

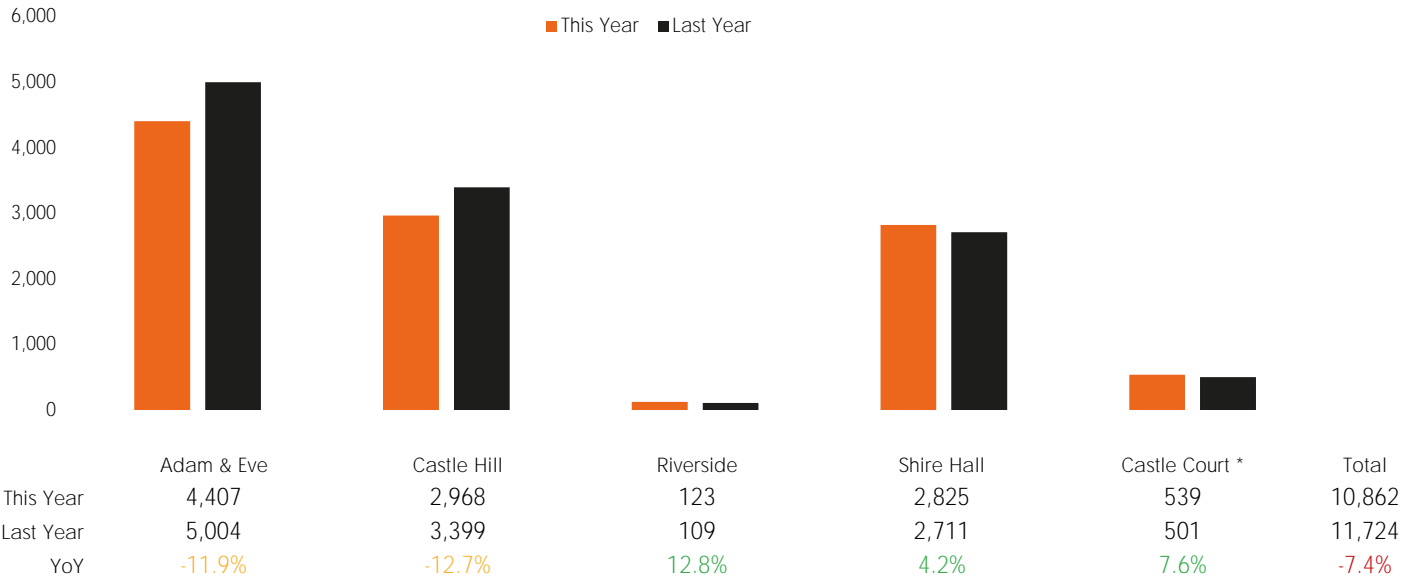
"November was another strong month for Park & Ride and Cambridgeshire Guided Busway usage with both services seeing increases in passenger journeys when compared to November 2018. Overall, across both services, over 33,000 extra passenger journeys were made in November 2019 compared to November 2018."

"Car park usage continues to reduce slightly year on year, with multi-storey car park usage down 1.8% and on-street car park usage down 7.4% in November 2019 compared to November 2018. Grafton East was the only multi-storey car showing an increase during this period. The 4,000 reduction in car park users was more than offset by growth in bus usage, noted above."

"Our Ambassador team also welcomed over 100 extra visitors to Cambridge in November 2019 compared to November 2018. They also conducted over double the number of business visits and reported fewer incidents of commercial waste. Slightly fewer visitors came through the Visitor Information Centre in November 2019 compared to November 2018."

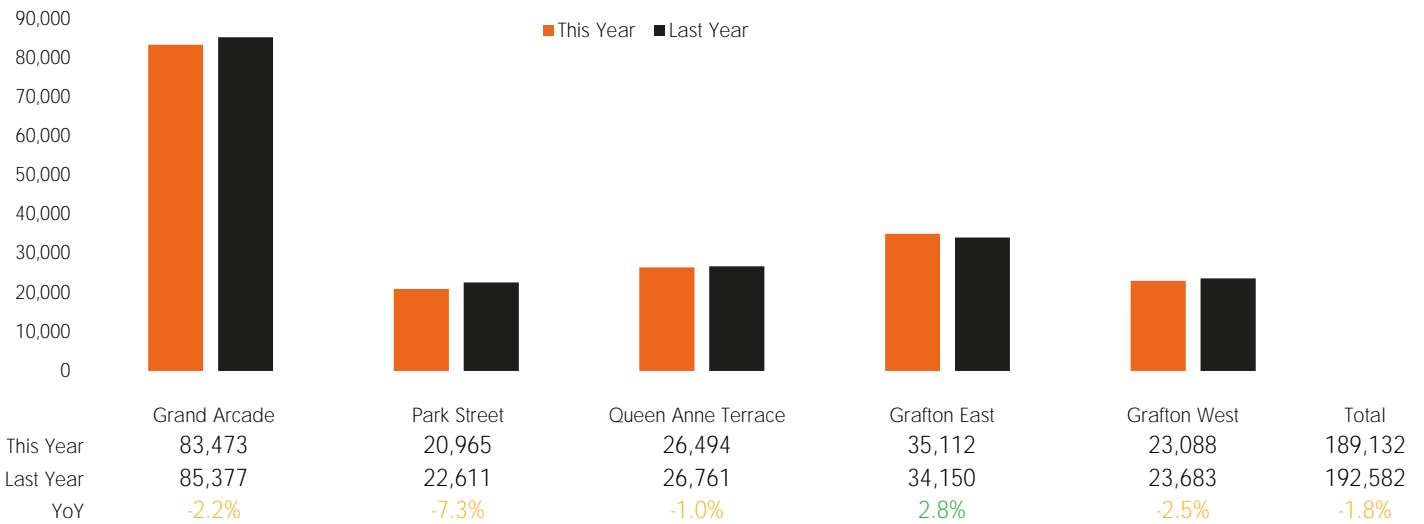
"Footfall across both the High Street and in shopping centres was down in November 2019 compared to November 2018. Black Friday in 2019 fell outside the November reporting period for footfall and coincided with the pay day weekend this year. This is likely to have impacted footfall towards the end of the month as people waited until Black Friday to spend. Nationally, footfall was down across both shopping centres and on high streets and the pattern in Cambridge followed suit."

Surface Car Park Usage

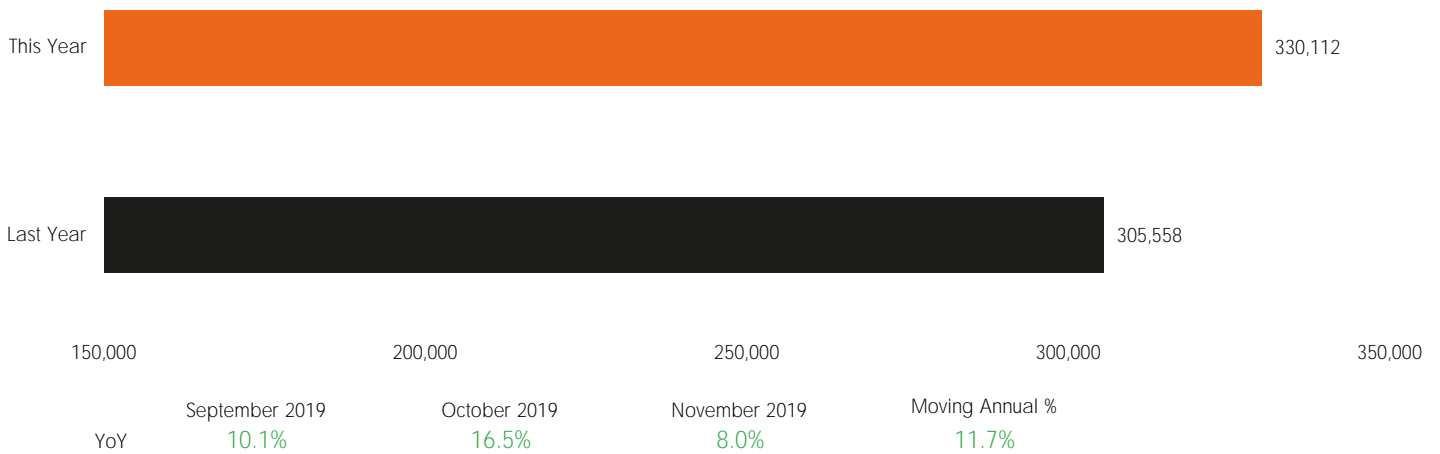


* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

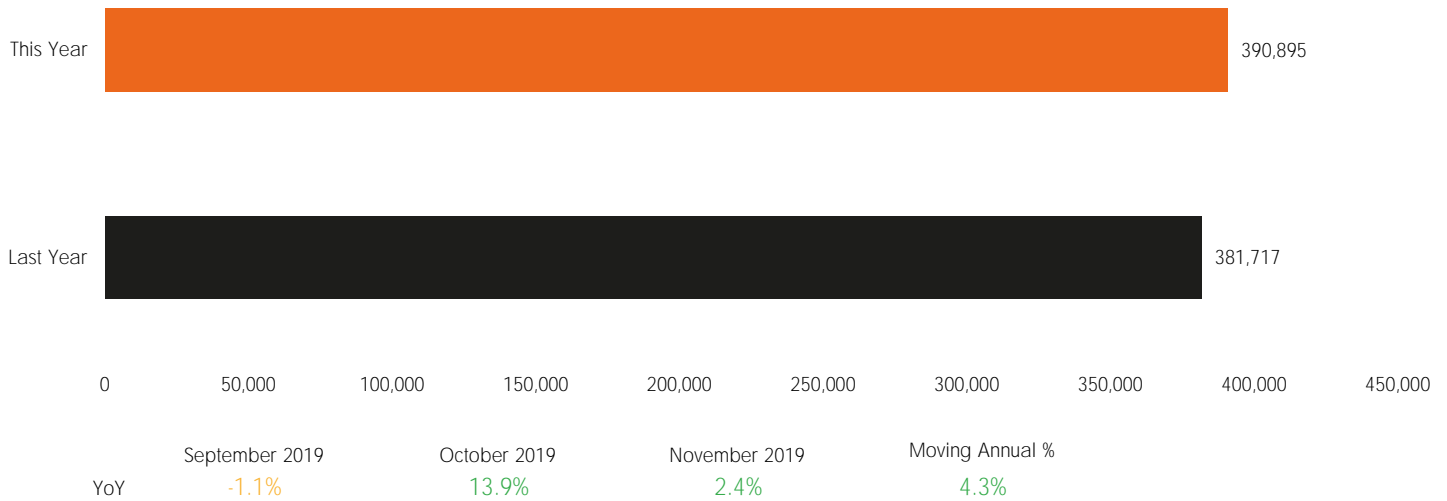
Multi Storey Car Park Usage



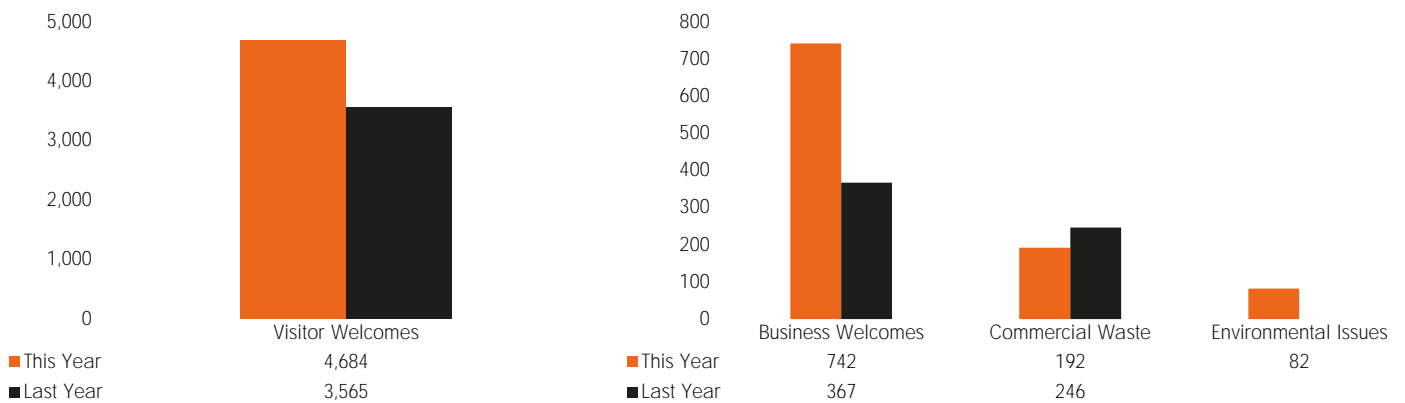
Park & Ride Usage



Guided Busway Usage



Cambridge BID Data



Note:
 *Cambridge BID have recently started using a new data capture system so we are expecting some variation in the figures

Visitor Information Centre



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