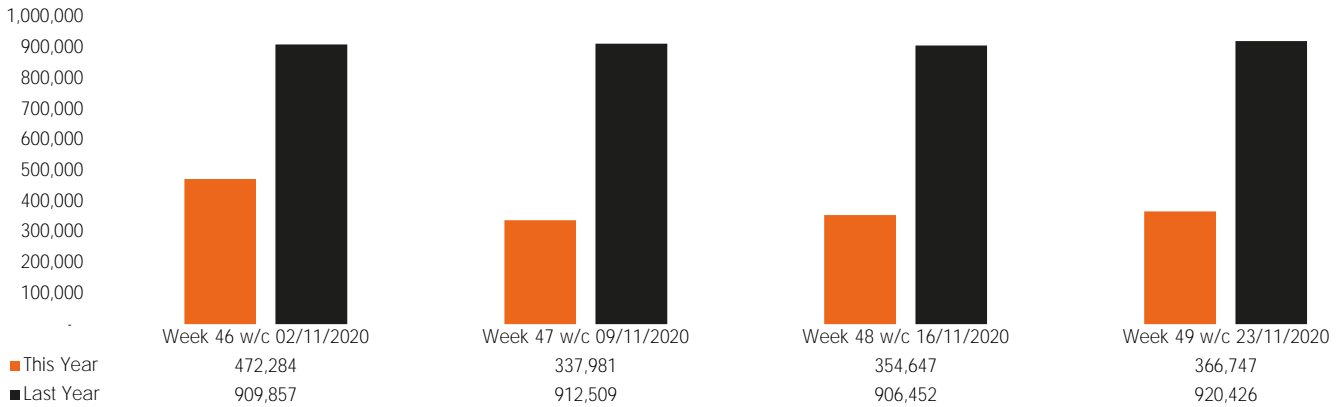


Please Note: This report contains all available data. Some of the data usually available has been impacted by Covid-19 and therefore unable to be included

Springboard Benchmarks - YoY

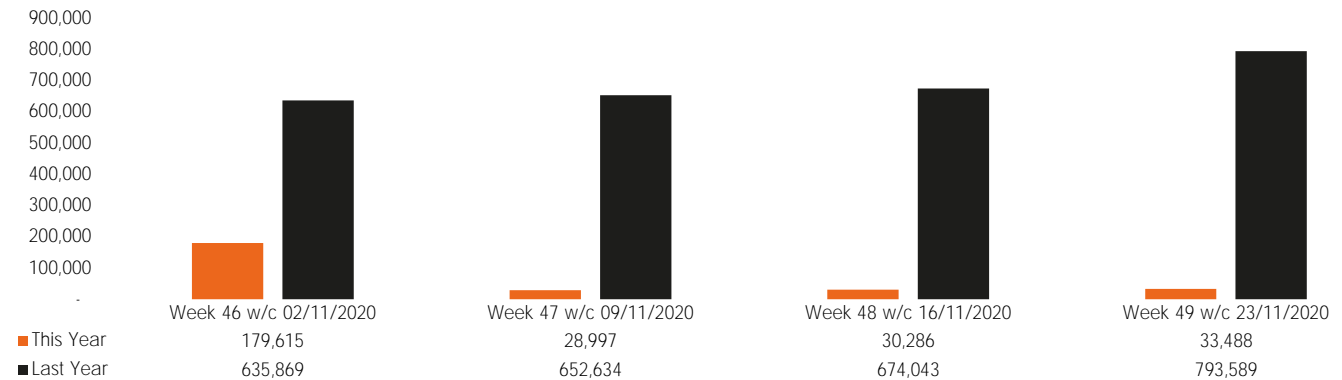
	Shopping Centre Index	High Street Index
Cambridge	-90.1%	-58.0%
East	-63.1%	-55.0%
UK	-60.1%	-59.5%

Cambridge City Centre Footfall



The Weekly Average Total for November 2020 was 382915
 The Weekly Average Total for November 2019 was 912311
 The Weekly Average Total for November 2020 was -58.03% compared to the previous year

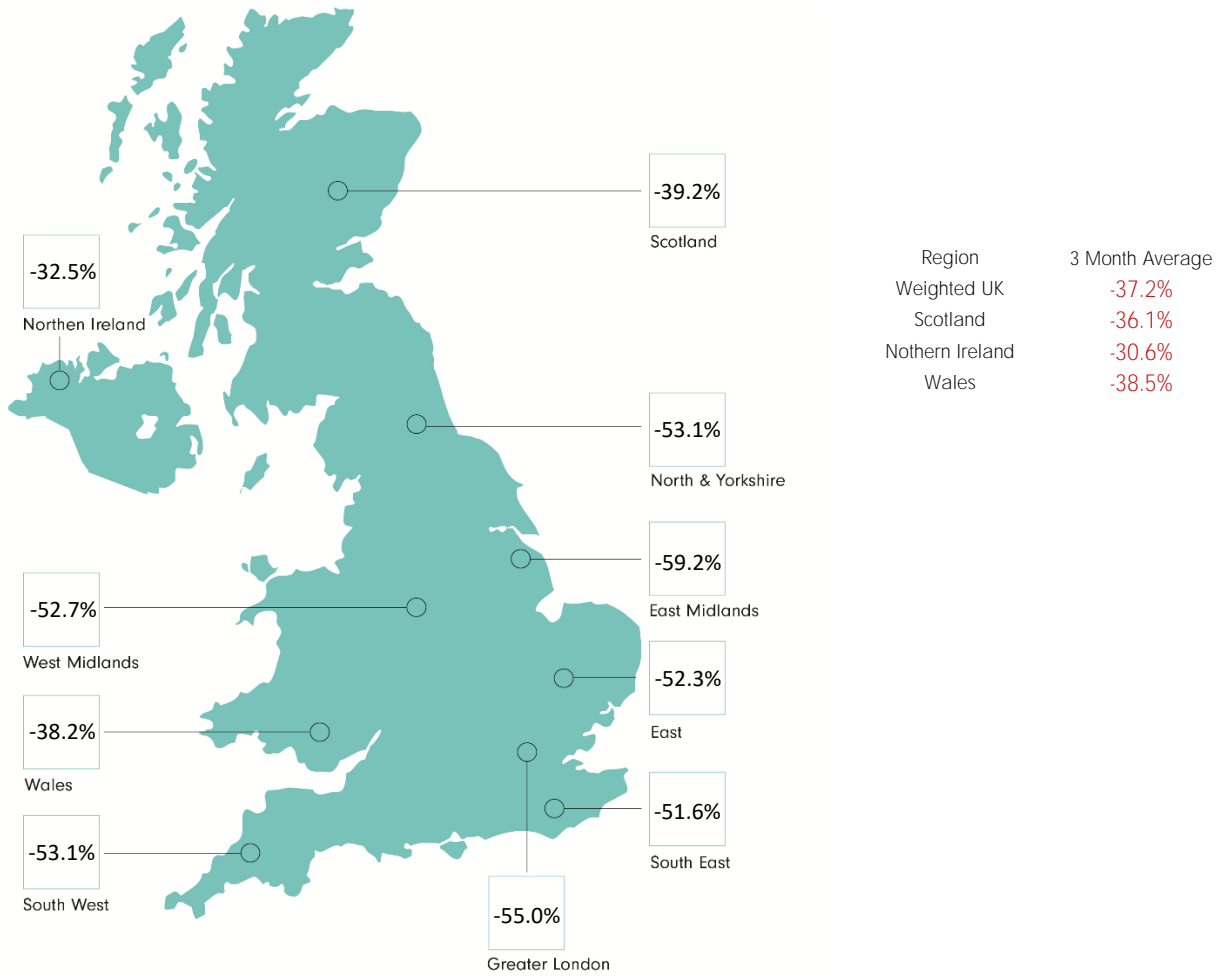
Cambridge Shopping Centre Footfall



The Weekly Average Total for November 2020 was 68097
 The Weekly Average Total for November 2019 was 689034
 The Weekly Average Total for November 2020 was -90.12% 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 2020	-52.1%	-59.5%	-27.5%	-60.1%
September - November	-37.2%	-44.7%	-16.7%	-41.5%



Diane Wehrle, Insights Director at Springboard, said:

Shopper behaviour never fails to surprise, and during November which again was a month dominated by lockdown and severe restrictions, the decline in footfall of -51.2% was far less significant than the drop of -76.7% during the first lockdown in April and May. In part this difference is a result of schools remaining open, garden centres continuing to trade alongside essential stores, and some health services continuing to operate. But only a few of these are typically located in high streets, with even fewer in shopping centres, so it suggests there is a degree of "lockdown fatigue" amongst consumers who continue to make trips to retail destinations despite the ongoing closure of hospitality.

On a positive note, this fatigue - which may well be a consequence of the season, with consumers increasingly keen to make trips out to enjoy the run up to Christmas - indicates a pent up demand amongst shoppers for visits to bricks and mortar stores. This is probably best illustrated by the fact that on Black Friday - the day even under normal trading conditions when online sales dominate footfall rose by 8.7% from the previous Friday. Whilst destinations and stores will need to woo shoppers back with the prospect of a safe shopping experience, we are anticipating a sudden and pronounced bounce back in footfall following the reopening of non-essential stores in England this week. Indeed, this bounce back could reduce the decline in footfall to around a half of its current level, which would be welcome news for retailers who have just three weeks in which to recover nine weeks of sales lost during the most critical trading period of the year.

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

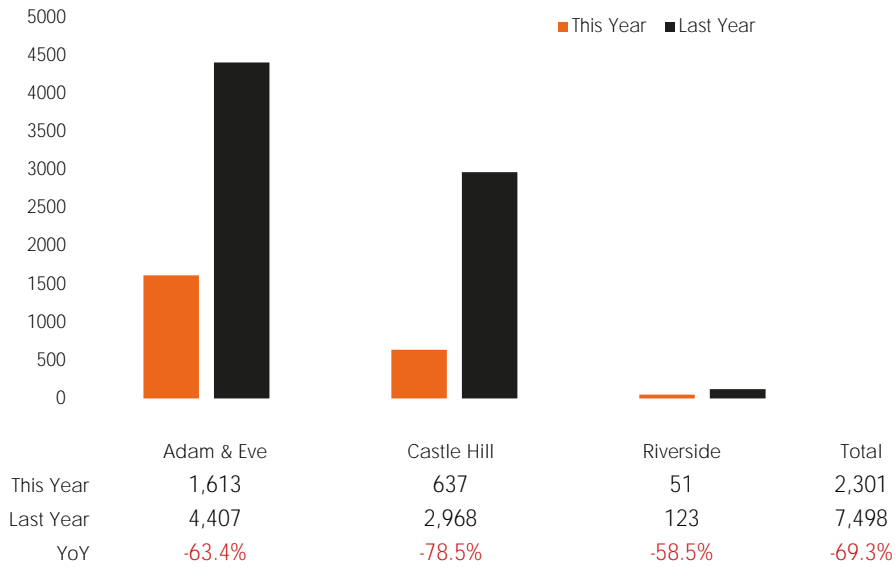
The majority of November fell under Lockdown 2 in England. High Street footfall was 58% DOWN YOY in Cambridge compared to a UK average of 59.5%. Shopping Centre footfall was down 90.1% with shopping centres largely closed except to those accessing click n collect services or essential retail.

As a result of the 2nd lockdown surface car park usage was down 69.3% in November 2020 compared to November 2019 and multi storey car park usage down 73.7% YOY. Park & Ride usage was down 86.5% and Cambridgeshire Guided Busway down 77.9% during November 2020 compared to November 2019.

The Cambridge BID Ambassador team were furloughed during lockdown 2 and therefore no Cambridge BID data is available for November.

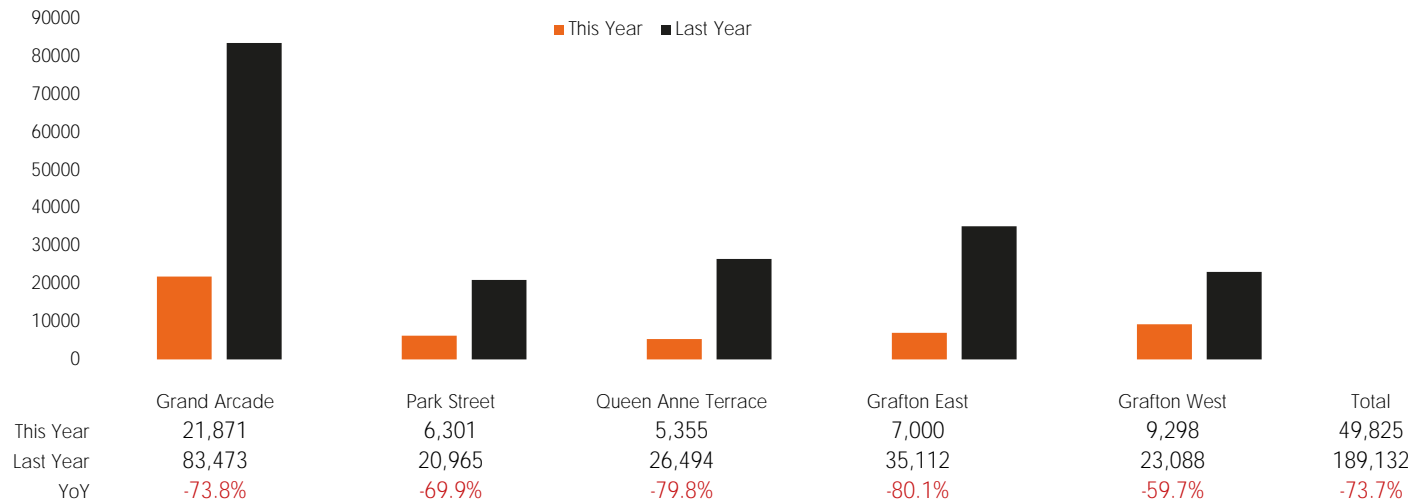


Surface Car Park Usage

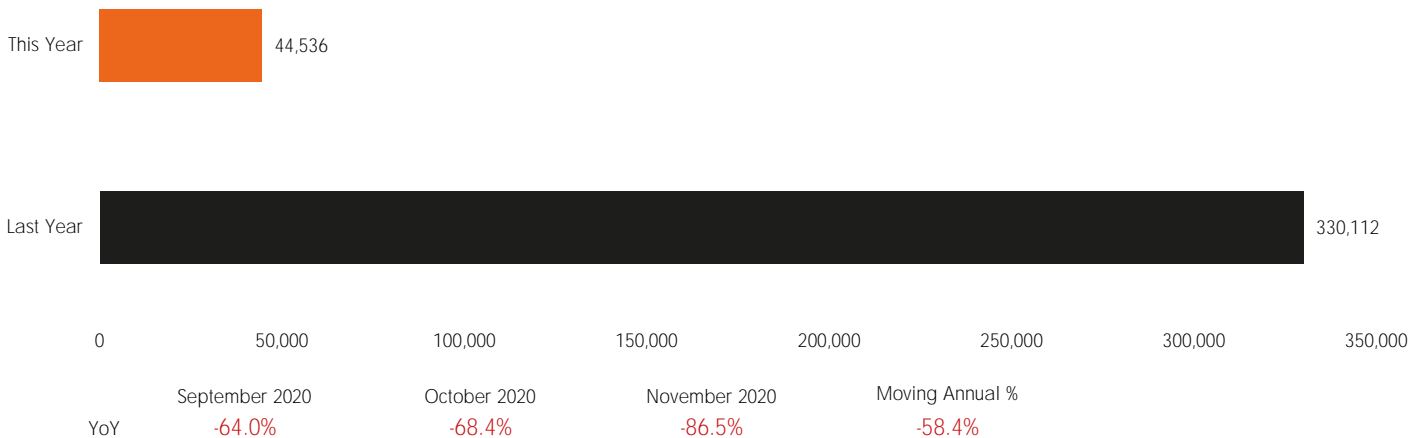


* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

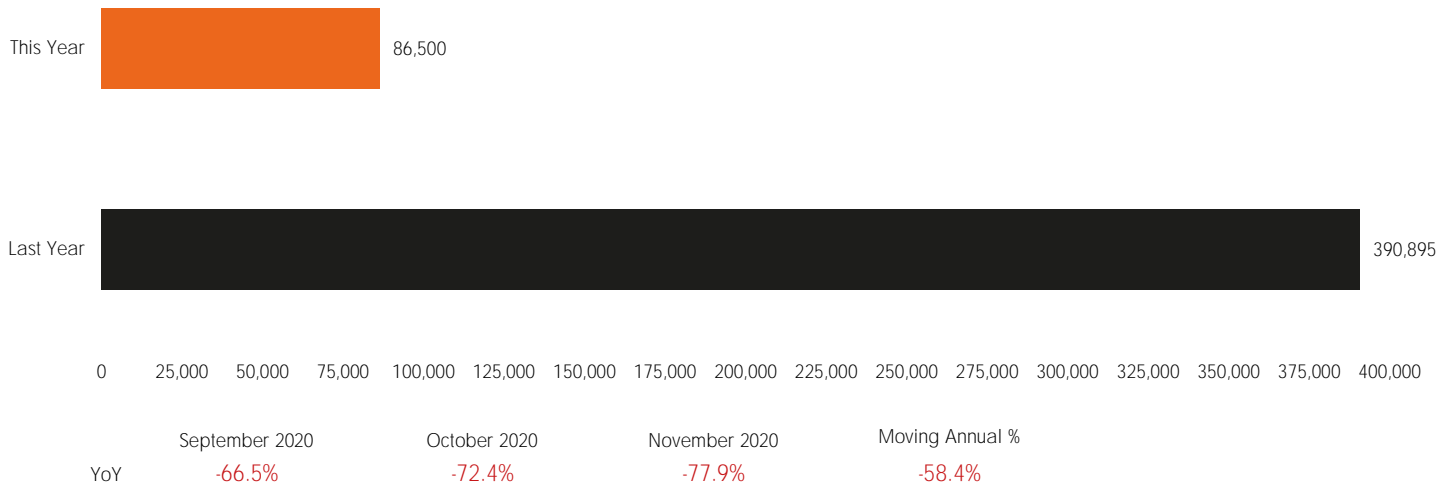
Multi Storey Car Park Usage



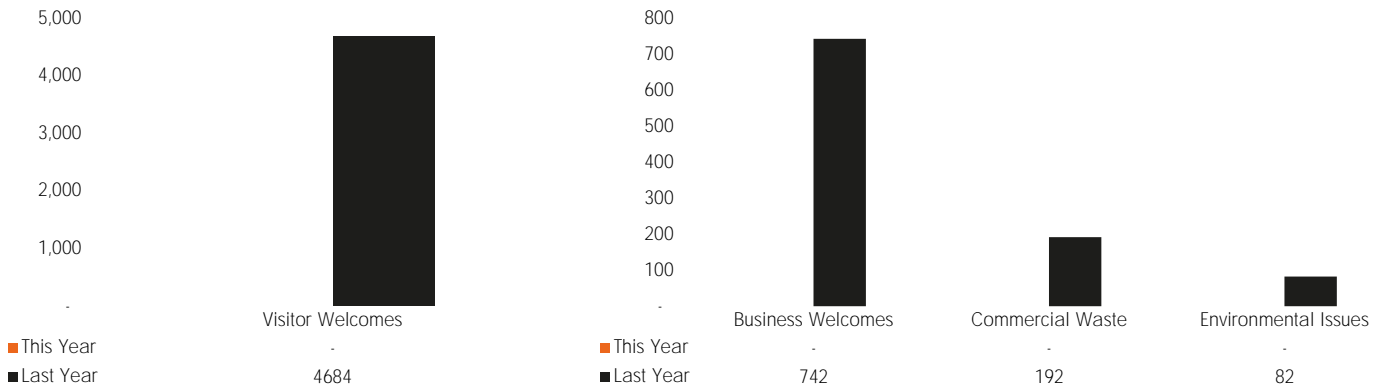
Park & Ride Usage



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

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