October 2020. 04 Oct 2020 - 31 Oct 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

	Shopping Centre Index	High Street Index
Cambridge	-38.1%	-35.0%
East	-31.9%	-29.4%
UK	-33.1%	-39.8%

Cambridge City Centre Footfall

	Week 41 w/c 05/10/2020	Week 42 w/c 12/10/2020	Week 43 w/c 19/10/2020	Week 44 w/c 26/10/2020
This Year	646,492	582,637	618,801	674,120
Last Year	979,287	979,070	974,969	948,223

The Weekly Average Total for October 2020 was 630513

The Weekly Average Total for October 2019 was 970387

The Weekly Average Total for October 2020 was -35.02% compared to the previous year

Cambridge Shopping Centre Footfall

	Week 41 w/c 05/10/2020	Week 42 w/c 12/10/2020	Week 43 w/c 19/10/2020	Week 44 w/c 26/10/2020
This Year	396,130	365,387	385,643	485,268
Last Year	637,512	627,721	725,117	647,924

The Weekly Average Total for October 2020 was 408107

The Weekly Average Total for October 2019 was 659569

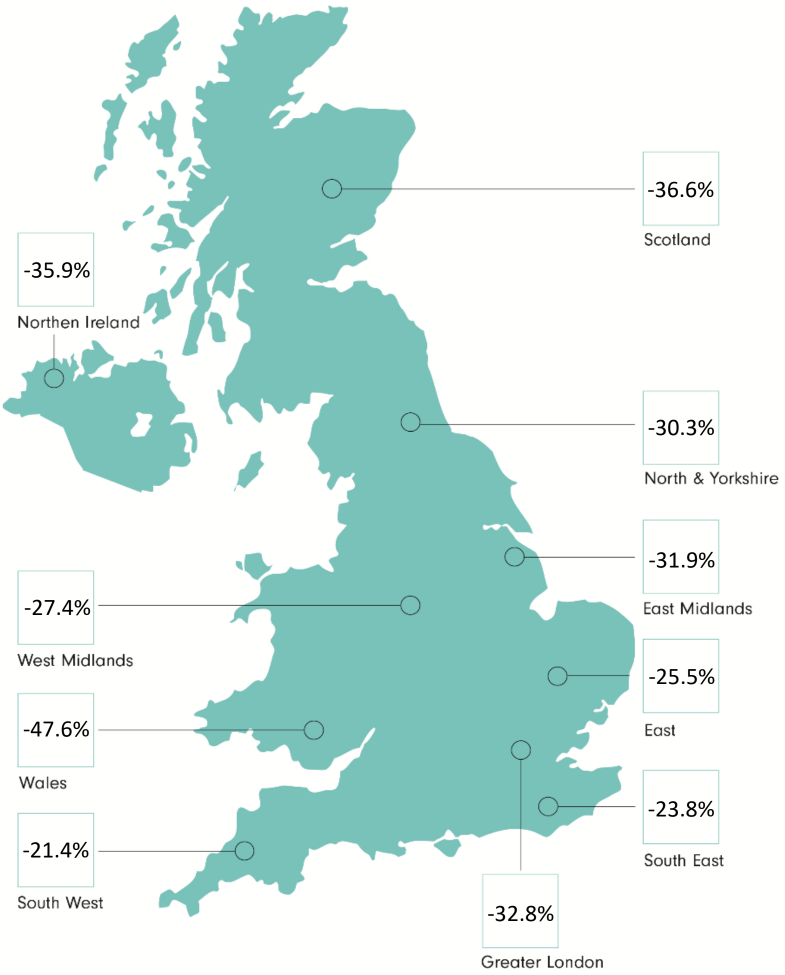
The Weekly Average Total for October 2020 was -38.13% compared to the previous year

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
October 2020	-31.5%	-39.8%	-11.9%	-33.1%
August - October	-30.2%	-37.6%	-11.3%	-32.8%



Region	3 Month Average
Weighted UK	-30.2%
Scotland	-35.1%
Nothern Ireland	-27.6%
Wales	-34.7%

SB.

Diane Wehrle, Insights Director at Springboard, said:

Despite the easing of restrictions over the summer and the Eat Out to Help Out scheme, at the end of October 2020 footfall in UK retail destinations remained a third lower than October 2019. The impact on bricks and mortar retail has become even more evident by a further rise in the UK vacancy rate in October to 11.3%, the highest since April 2013 and a significant increase from 9.8% in January 2020. Vacancies have risen in every area of the UK from January 2020 apart from Scotland and Wales, with the rate in Greater London of 9.4% nearing double that in January 2020 when it stood at 5.3%.

The month was characterised by the introduction of greater restrictions, with the 3 tier approach in England, the two week firebreak in Wales and the closure of hospitality in Northern Ireland. In Wales and Northern Ireland the impact was severe, with drops in high street footfall in the final week of the month of 78.5% in Wales (compared with -43.9% in the first week) and 50.3% in Northern Ireland (-35.2% in the first week), but less so in England. Interestingly in the regions most impacted by the Tier 3 restrictions - the North & Yorkshire and the East Midlands - high street footfall dropped by less than 2% between the second week of the month when the tiered restrictions came into force and the fourth week.

During the second month long lockdown in England which is due to start on Thursday 5th November 2020 we expect to see footfall plummet by around -80% from last year. November 2020 is a major month in the retail calendar, with footfall increasing week on week during this month for the last three consecutive years, so the loss of this trading opportunity will be irreversible for many businesses. We knew that before the lockdown was announced that it was going to be a tough Christmas for retail with 61% of shoppers already planning to spend more online this year, 64% planning on spending less and only 10% planning to increase the number of gifts they buy*. The spending lost from stores in these key trading weeks will simply not be recovered, so we have to expect the vacancy rate to rise even further in 2021.

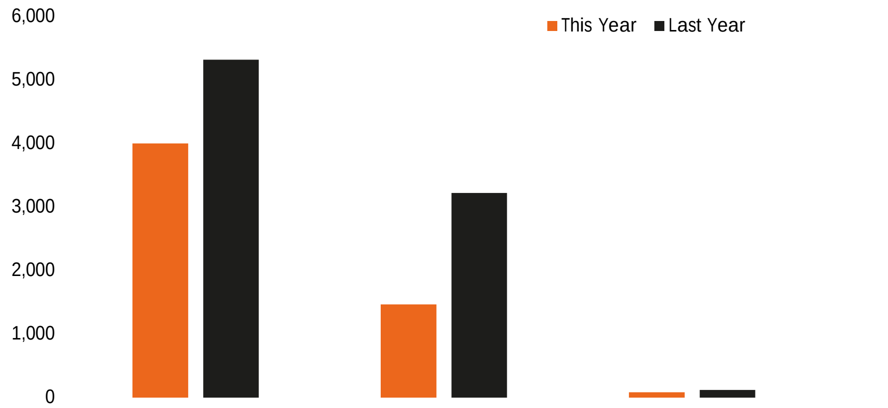
*"Unwrapping Christmas with Covid 19" by Springboard and AL Marketing

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

During October High Street footfall in Cambridge was 35% down compared to a UK average of 39.8%. Shopping Centre footfall in Cambridge was 38.1% down compared to a UK average of 33.1%. Surface car park usage continued to be down YOY as were multi storey car parks overall. Grafton West multi storey car park saw a 5.7% increase YOY during October 2020 compared to October 2019. This is likely to have been down to £1 per hour car park offer and continued messaging around not using public transport. Park & Ride usage was 68.4% down YOY in October and the Guided Busway was 72.4% reflecting the continued working from home trend.

The Cambridge BID data showed that whilst Visitor welcomes were naturally down YOY, business visits were equivalent as was the reporting of key challenges within the city to the appropriate authorities.

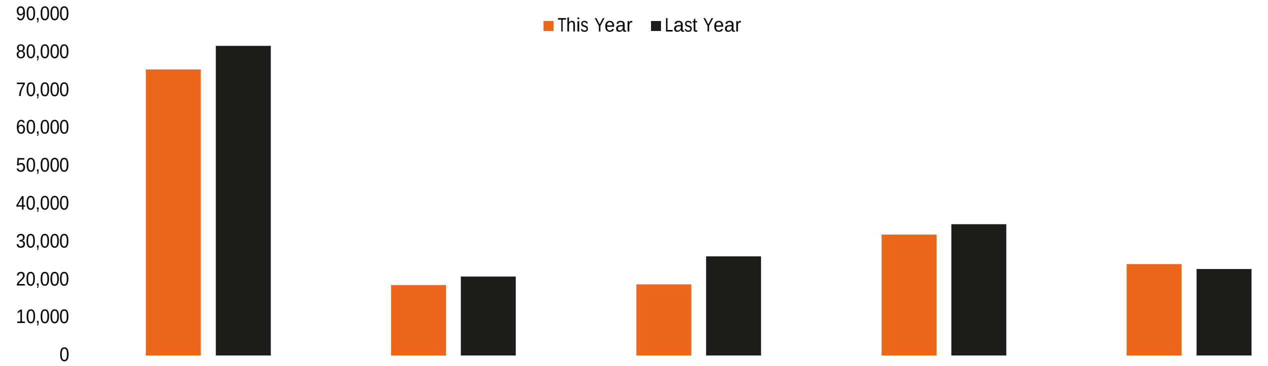
Suface Car Park Usage



	Adam & Eve	Castle Hill	Riverside	Total
This Year	4,001	1,467	85	5,553
Last Year	5,318	3,222	123	8,663
YoY	-24.8%	-54.5%	-30.9%	-35.9%

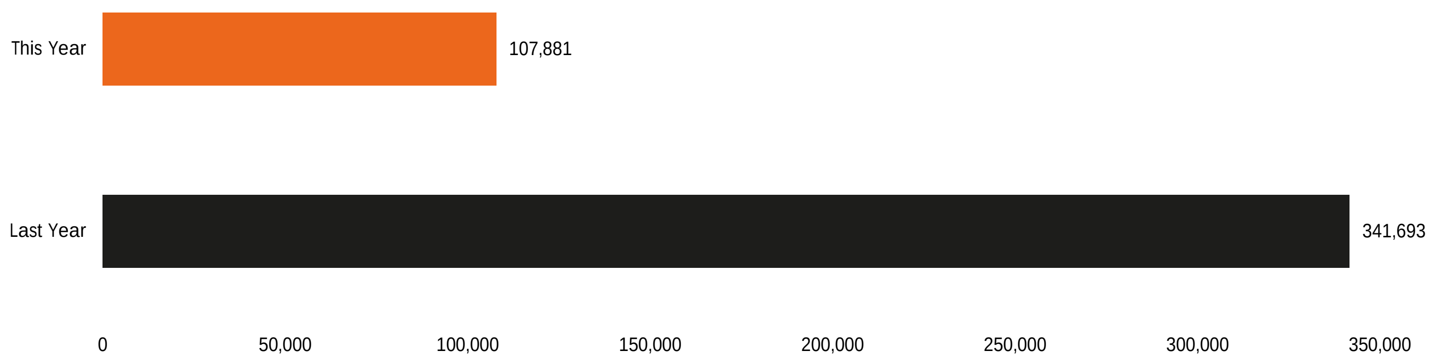
* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

Multi Storey Car Park Usage



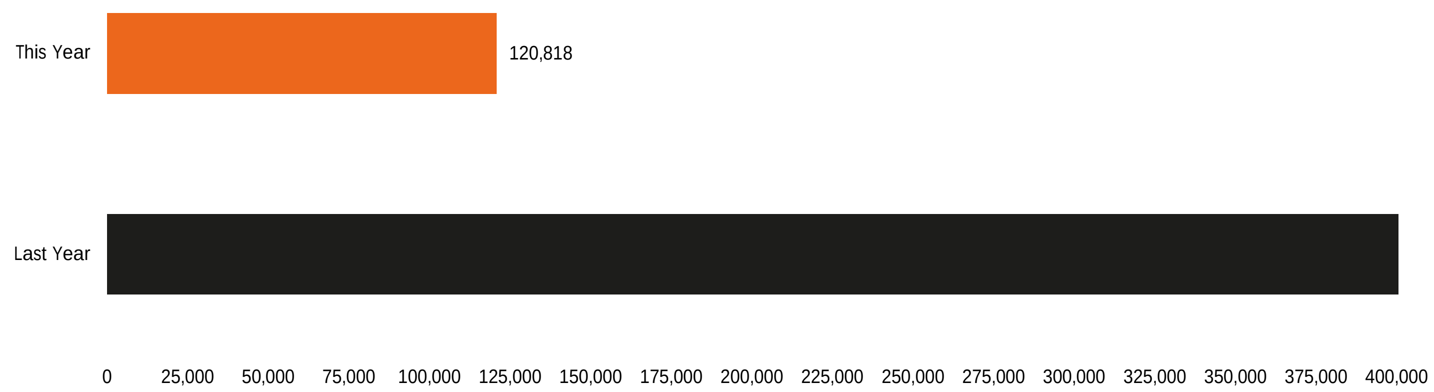
	Grand Arcade	Park Street	Queen Anne Terrace	Grafton East	Grafton West	Total
This Year	75,499	18,578	18,809	31,922	24,099	168,907
Last Year	81,734	20,860	26,176	34,641	22,797	186,208
YoY	-7.6%	-10.9%	-28.1%	-7.8%	5.7%	-9.3%

Park & Ride Usage



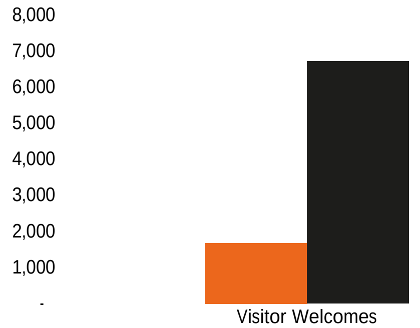
	August 2020	September 2020	October 2020	Moving Annual %
YoY	-68.4%	-64.0%	-68.4%	-50.1%

Guided Busway Usage

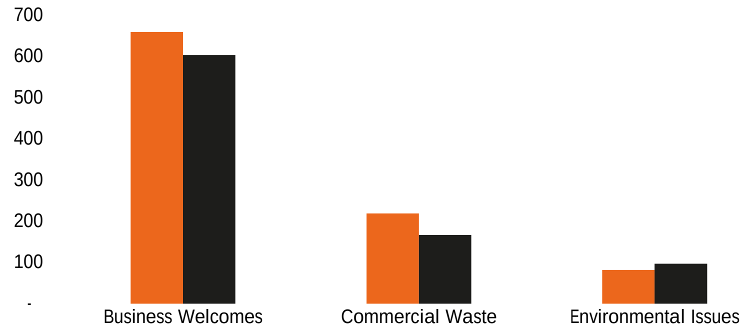


	August 2020	September 2020	October 2020	Moving Annual %
YoY	-71.0%	-66.5%	-72.4%	-51.4%

Cambridge BID Data



	Visitor Welcomes
This Year	1,682
Last Year	6,726



	Business Welcomes	Commercial Waste	Environmental Issues
This Year	660	219	82
Last Year	604	167	97

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