October 2021. 03 Oct 2021 - 30 Oct 2021

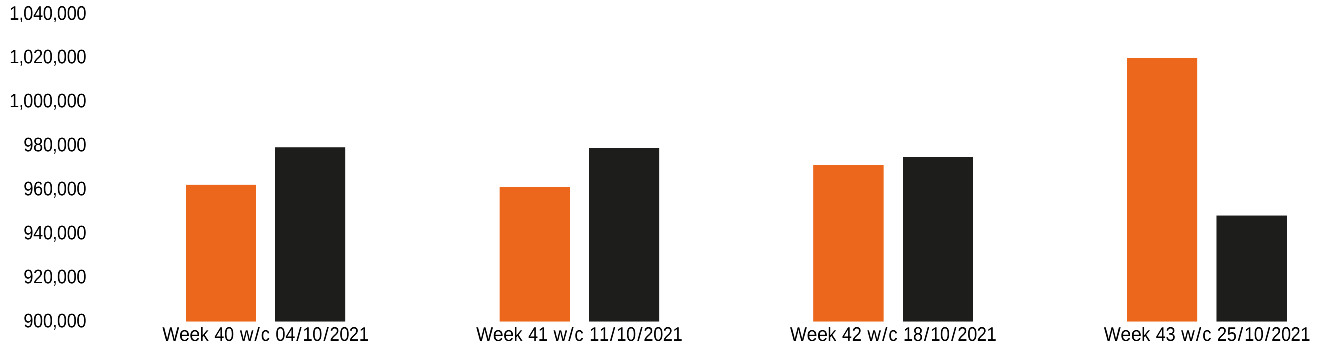
Monthly Performance Report for: Cambridge

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 - vs 2019

	Shopping Centre Index	High Street Index
Cambridge	-26.1%	0.9%
East	-19.4%	-10.5%
UK	-20.0%	-15.0%

Cambridge City Centre Footfall



	Week 40 w/c 04/10/2021	Week 41 w/c 11/10/2021	Week 42 w/c 18/10/2021	Week 43 w/c 25/10/2021
■ This Year	962,314	961,379	971,290	1,019,981
■ 2 Years Ago	979,287	979,070	974,969	948,223

The Weekly Average Total for October 2021 was 978741

The Weekly Average Total for October 2019 was 970387

The Weekly Average Total for October 2021 was 0.86% compared to 2019

Cambridge Shopping Centre Footfall

	Week 40 w/c 04/10/2021	Week 41 w/c 11/10/2021	Week 42 w/c 18/10/2021	Week 43 w/c 25/10/2021
■ This Year	445,644	444,106	465,912	593,062
■ 2 Years Ago	637,512	627,721	725,117	647,924

The Weekly Average Total for October 2021 was 487181

The Weekly Average Total for October 2019 was 659569

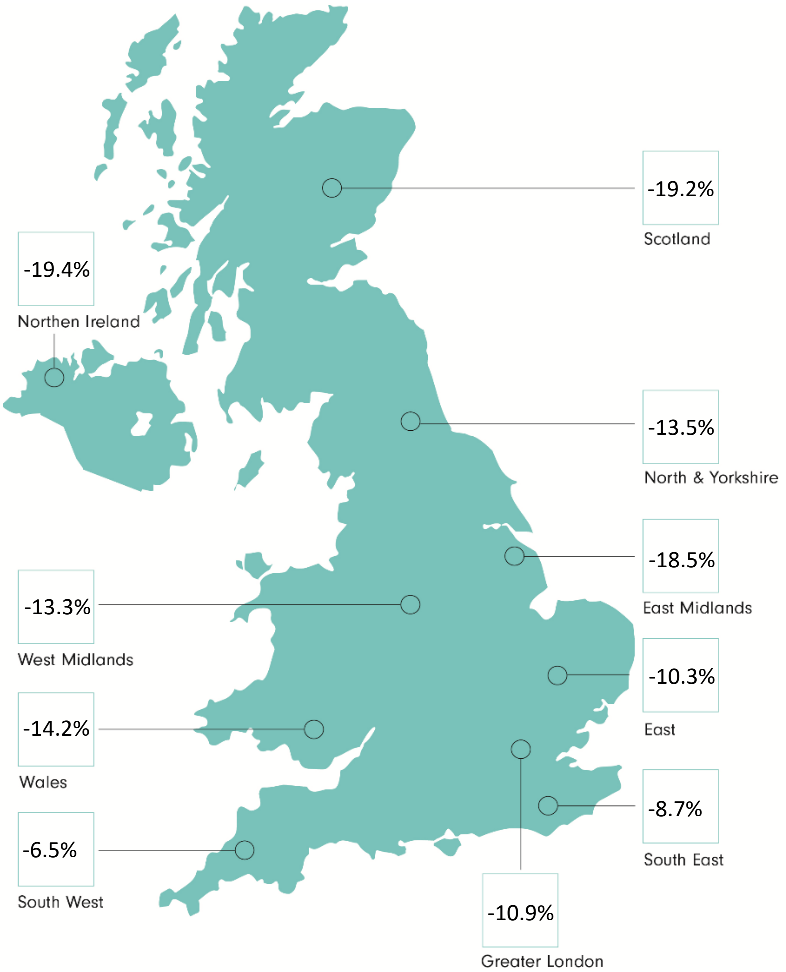
The Weekly Average Total for October 2021 was -26.14% compared to the 2019

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 2021	-13.4%	-15.0%	-3.1%	-20.0%
August - October	-16.5%	-19.6%	-3.4%	-22.5%



Region	3 Month Average
Weighted UK	-16.5%
Scotland	-21.0%
Nothern Ireland	-19.7%
Wales	-15.8%

Diane Wehrle, Insights Director at Springboard, said:

"Footfall in August suggests the month was a turning point for bricks and mortar retail; not only was there was a strong recovery in overall footfall from July of around a quarter (from -24.2% in July to -18.6% in August), but the gap from the 2019 footfall level was less than -20% for the first time since the start of the pandemic. What is even more encouraging is that the indications were positive for all three destination types; in both high streets and shopping centres the gap from 2019 dropped below -25% for the first time, and in retail parks footfall was only marginally below the level two years ago.

It seems that the popularity of staycations and daycations in August bolstered footfall activity, particularly in high streets. Although the lack of office workers and overseas tourists continued to impact Central London with footfall in August -38% below the 2019 level, it strengthened considerably from -50.4% in July and is expected to continue to do so in September. Despite restrictions being lifted for overseas travel, it is clear that Brits chose to stay home for the summer which gave a welcome boost to high streets and particularly those that are attractive visitor destinations such as coastal and historic towns. In large cities outside of the capital, the improvement in footfall in August was nearly double that in smaller high streets, putting them at a comparable level versus 2019 for the first time.

These results reflect the findings of the Springboard UK Retail Consumer Report for August which identified that 89% of consumers feel some degree of comfort in visiting retail destinations and 50% are completely comfortable in making trips. The report also found 47% of consumers visit bricks and mortar destinations at least once a week, far more than in the US where only 28% of consumers do so.

This boost puts bricks and mortar retail in a good place at what is the start of Q4, leading up to the peak trading period of the year - Christmas. On the basis that nothing untoward occurs and restrictions are not put back in place, it appears to be a reasonable expectation that by the end of the year footfall will be just 10% to 15% below the pre-pandemic level."

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

"The October 2021 Cambridge Performance Report compares October 2021 with October 2019.

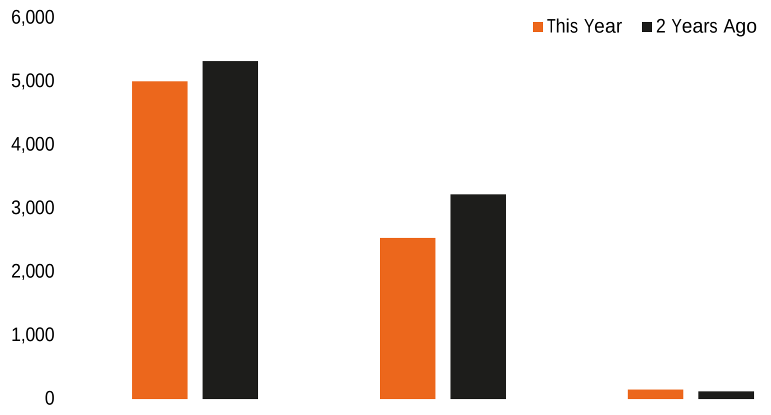
High Street footfall during October 2021 was 0.9% up against October 2019 due to week 43 being significantly higher in 2021. Week 43 was half term holidays in both years, but October 2021 was ahead of October 2019. The remainder of the month was slightly behind 2019 footfall on the high street. The high street footfall picture for October did however compare very favourably with a UK average of 15% down. Shopping Centre footfall in Cambridge was 26.1% down on 2019 levels which was slightly higher than the UK average of 20% down.

The data continues to show that car parks (surface and multi-storey) are trending much closer to 2019 levels than public transport. Overall multi-storey car park usage in Cambridge in October 2021 was only 5.9% down compared to 2019. Grand Arcade and Grafton West Car parks were only 2.6% down in October 2021 when compared to 2019. Surface car parks overall, were 11.2% down in October 2021 against October 2019.

Park & Ride passenger numbers saw October 2021 43.1% down compared to October 2019 and Guided Busway passengers numbers were similar showing a 49.6% decrease compared to October 2019.

With regards to the Cambridge BID data, fewer visitor welcomes were made in October 2021 compared to October 2019 which is to be expected. The Cambridge BID Ambassadors also reported a higher number of commercial waste issues and environmental concerns in October 2021 compared to October 2019 – continuing to be reliable eyes and ears on the street for reporting concerns that impact on the perception of Cambridge. "

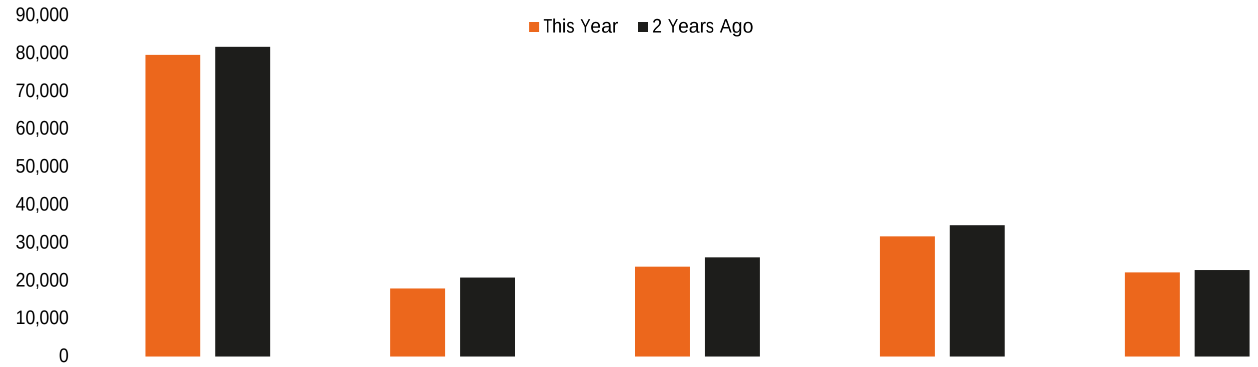
Suface Car Park Usage



	Adam & Eve	Castle Hill	Riverside	Total
This Year	5,000	2,537	152	7,689
2 Years Ago	5,318	3,222	123	8,663
vs 2019	-6.0%	-21.3%	23.6%	-11.2%

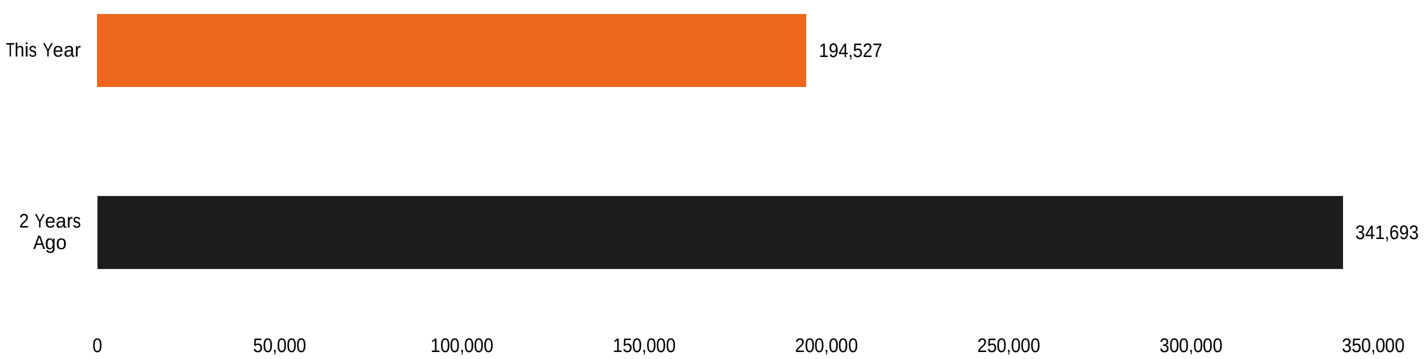
* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

Multi Storey Car Park Usage



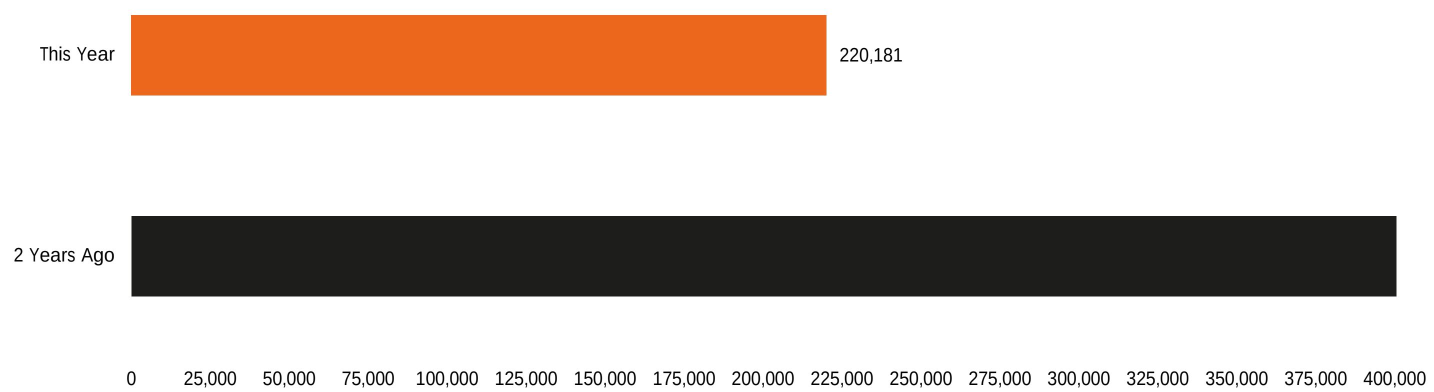
	Grand Arcade	Park Street	Queen Anne Terrace	Grafton East	Grafton West	Total
This Year	79,578	17,982	23,722	31,733	22,212	175,227
2 Years Ago	81,734	20,860	26,176	34,641	22,797	186,208
vs 2019	-2.6%	-13.8%	-9.4%	-8.4%	-2.6%	-5.9%

Park & Ride Usage



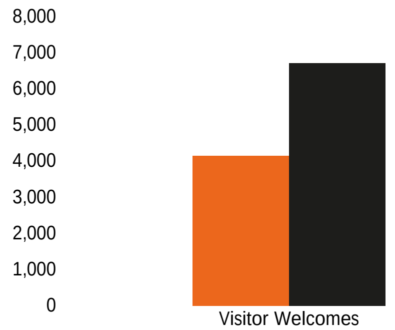
	August 2021	September 2021	October 2021	Moving Annual %
vs 2019	-38.0%	-43.0%	-43.1%	-66.8%

Guided Busway Usage

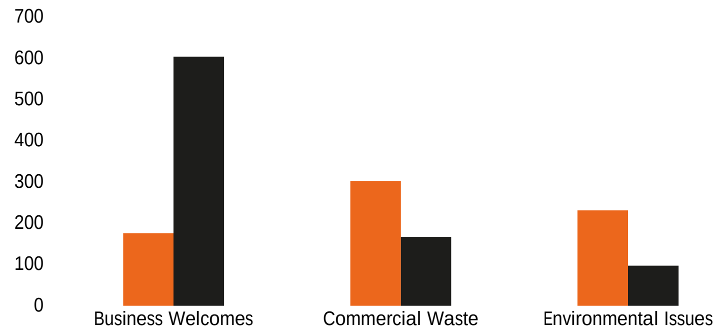


	August 2021	September 2021	October 2021	Moving Annual %
vs 2019	-49.6%	-42.2%	-49.6%	-64.0%

Cambridge BID Data



	Visitor Welcomes
This Year	4,160
2 Years Ago	6,726



	Business Welcomes	Commercial Waste	Environmental Issues
This Year	176	303	231
2 Years Ago	604	167	97

Note:

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

SB.