September 2021. 29 Aug 2021 - 02 Oct 2021

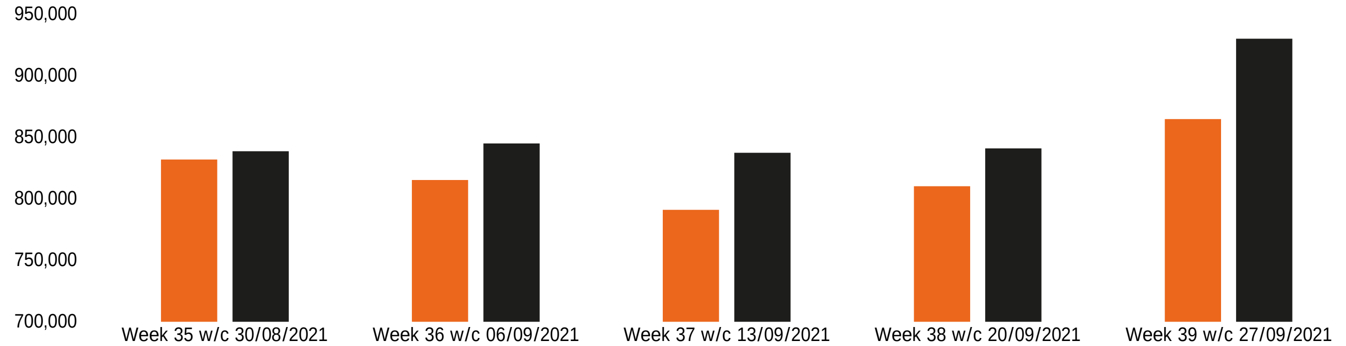
Monthly Performance Report for: Cambridge

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 - YoY

	Shopping Centre Index	High Street Index
Cambridge	-23.4%	-4.2%
East	-23.4%	-17.4%
UK	-23.6%	-20.3%

Cambridge City Centre Footfall



	Week 35 w/c 30/08/2021	Week 36 w/c 06/09/2021	Week 37 w/c 13/09/2021	Week 38 w/c 20/09/2021	Week 39 w/c 27/09/2021
This Year	831,975	815,244	791,064	810,210	864,735
2 Years Ago	838,614	844,919	837,414	840,925	930,123

The Weekly Average Total for September 2021 was 822646

The Weekly Average Total for September 2019 was 858399

The Weekly Average Total for September 2021 was -4.17% compared to 2019

Cambridge Shopping Centre Footfall

	Week 35 w/c 30/08/2021	Week 36 w/c 06/09/2021	Week 37 w/c 13/09/2021	Week 38 w/c 20/09/2021	Week 39 w/c 27/09/2021
This Year	545,451	410,481	419,662	418,238	464,884
2 Years Ago	621,633	565,475	565,790	577,597	618,067

The Weekly Average Total for September 2021 was 451743

The Weekly Average Total for September 2019 was 589712

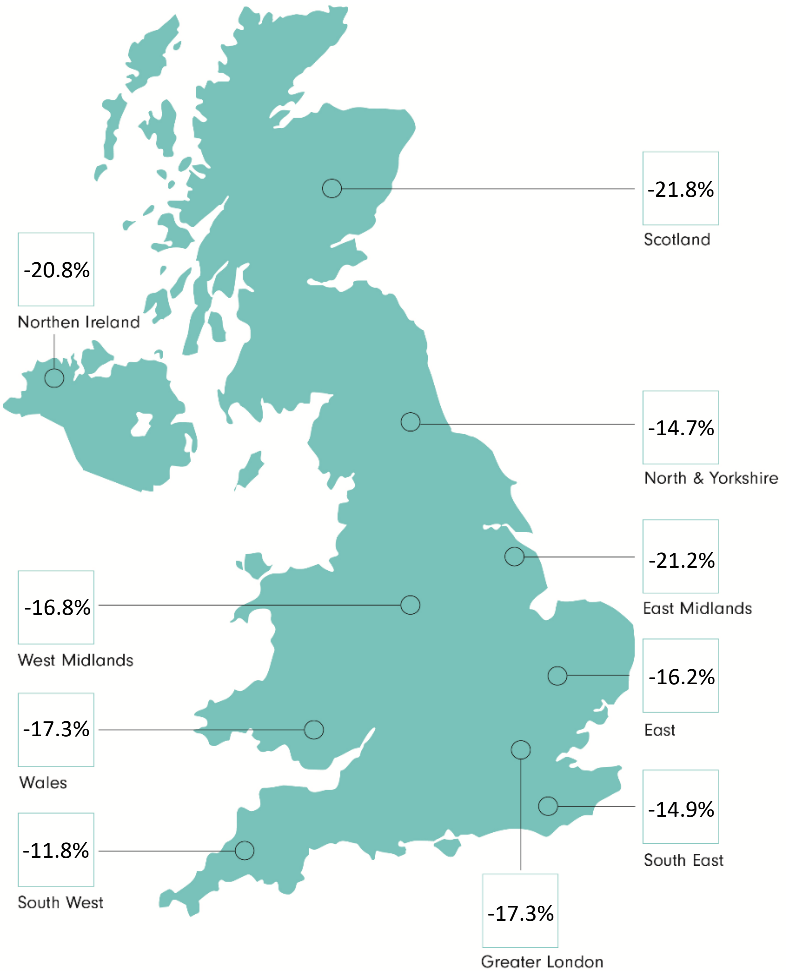
The Weekly Average Total for September 2021 was -23.40% compared to the 2019

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
September 2021	-17.4%	-20.3%	-4.6%	-23.6%
July - September	-20.0%	-24.7%	-3.7%	-25.9%



Region	3 Month Average
Weighted UK	-20.0%
Scotland	-22.3%
Nothern Ireland	-19.6%
Wales	-18.7%

Diane Wehrle, Insights Director at Springboard, said:

"Retail footfall continued to strengthen in September, narrowing the gap from 2019 to -17.4% from -18.6% in August. Although this is the most marginal improvement of any month in 2021, this result is more positive than it first appears. This month's results go against the long term footfall trend for September, which traditionally is a month in which footfall levels off or declines from the year before as schools go back and spending for the festive period is yet to start.

The improvement in footfall emanated from high streets and shopping centres, and it was only in retail parks where customer activity worsened. The month benefitted from the inclusion of August bank holiday which occurred during August in 2019, and which will have boosted high street footfall in particular with the popularity of daycations and staycations over the summer months. This is further evidenced by the gap from 2019 narrowing to -20.3% in September from -23.5% in August. Over the two weeks that spanned the bank holiday weekend, high street footfall improved to -19.1% below 2019, versus -26.3% in the week before.

Whilst much of the decline in footfall from 2019 is accounted for by the loss of office workers and tourists in retail destinations due to the ongoing pandemic, we must also recognise the accelerating impact of online on bricks and mortar retail that has been a feature of the past decade. The reduction of in-store browsing, together with a transition of some spending online has meant that over the past decade, footfall had already been declining by around -1.5% per annum. Therefore, regardless of the Covid-19 pandemic, retail footfall would likely have declined by -3% from 2019, and by circa -4% in high streets, implying that the true impact of Covid on footfall is around -14% to -16%.

As we move into the second month of Q4, we are anticipating a continued and steady increase in the return of employees to office working for at least part of the week together with the beginnings of the return of overseas tourists. The combination of which, will add further support to footfall in retail stores and destinations as we near the Christmas trading period."

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

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

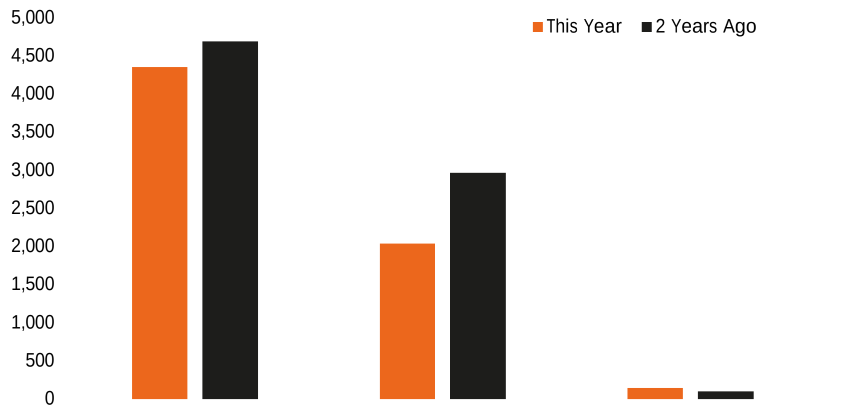
High Street footfall during September 2021 was only 4.2% down on September 2019 which is very encouraging and significantly ahead of the UK average which was 20.3% down. Shopping Centre footfall in Cambridge was 23.4% down on 2019 levels which is almost exactly the same as the UK average of 23.6% down.

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 September 2021 was only 9.3% down on 2019. Grand Arcade Car park was itself only 2.9% down in September 2021 when compared to 2019. Surface car parks overall, were 15.7% down in September 2021 against September 2019.

Park & Ride passenger numbers saw September 2021 43% down on September 2019 and Guided Busway passengers numbers were similar showing a 42.2% decrease compared to September 2019. Passenger numbers are generally increasing month on month but the gap between 2021 and 2019 still remains much larger than in car parks, for example.

With regards to the Cambridge BID data, fewer visitor welcomes were made in September 2021 compared to September 2019 which is to be expected. A higher number of business visits were carried out as the Ambassador Team delivered the Cambridge BID Annual Report and AGM invite. They also reported a similar number of commercial waste issues and environmental concerns in September 2021 compared to September 2019 – continuing to be reliable eyes and ears on the street for reporting concerns that impact on the perception of Cambridge."

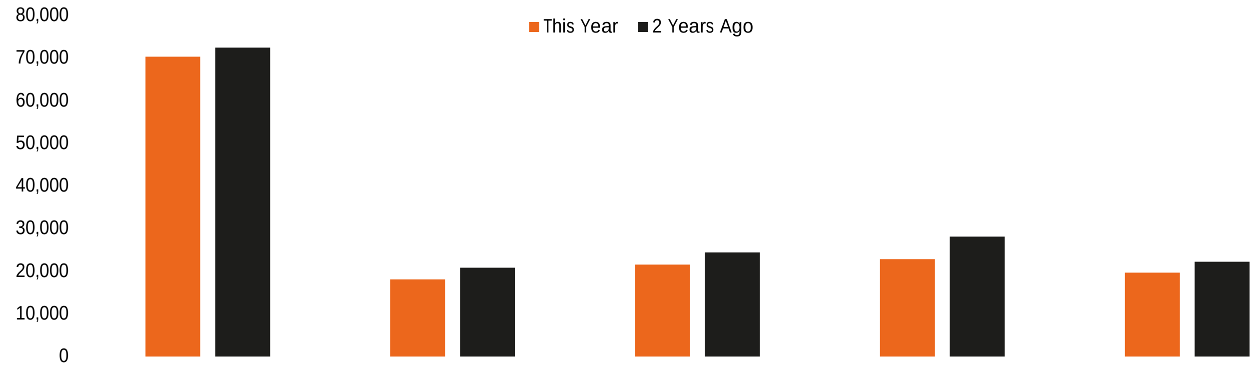
Suface Car Park Usage



	Adam & Eve	Castle Hill	Riverside	Total
This Year	4,356	2,040	146	6,542
2 Years Ago	4,693	2,967	100	7,760
YoY	-7.2%	-31.2%	46.0%	-15.7%

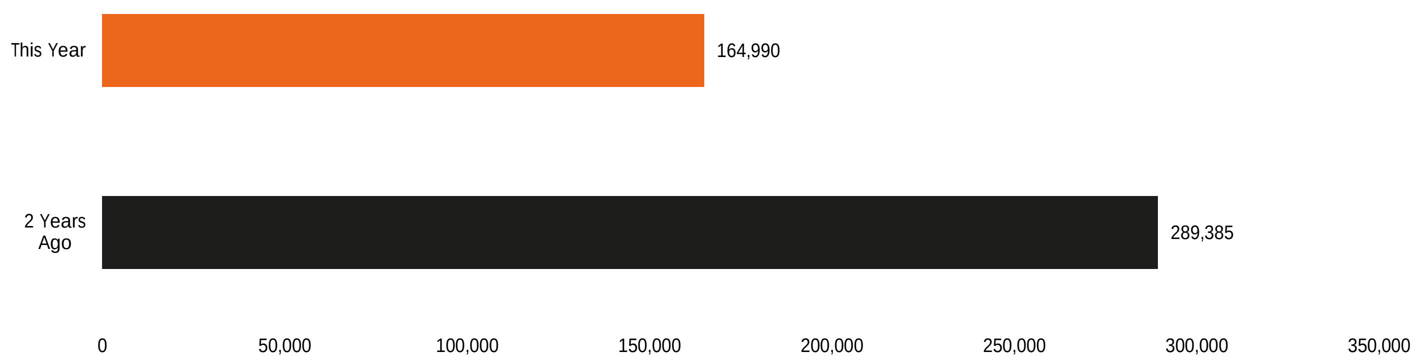
* Castle Court car park holds 299 spaces and is only available for the public to use on Saturdays and Sundays (9am - 7pm)

Multi Storey Car Park Usage



	Grand Arcade	Park Street	Queen Anne Terrace	Grafton East	Grafton West	Total
This Year	70,345	18,073	21,564	22,864	19,649	152,495
2 Years Ago	72,454	20,848	24,423	28,160	22,254	168,139
YoY	-2.9%	-13.3%	-11.7%	-18.8%	-11.7%	-9.3%

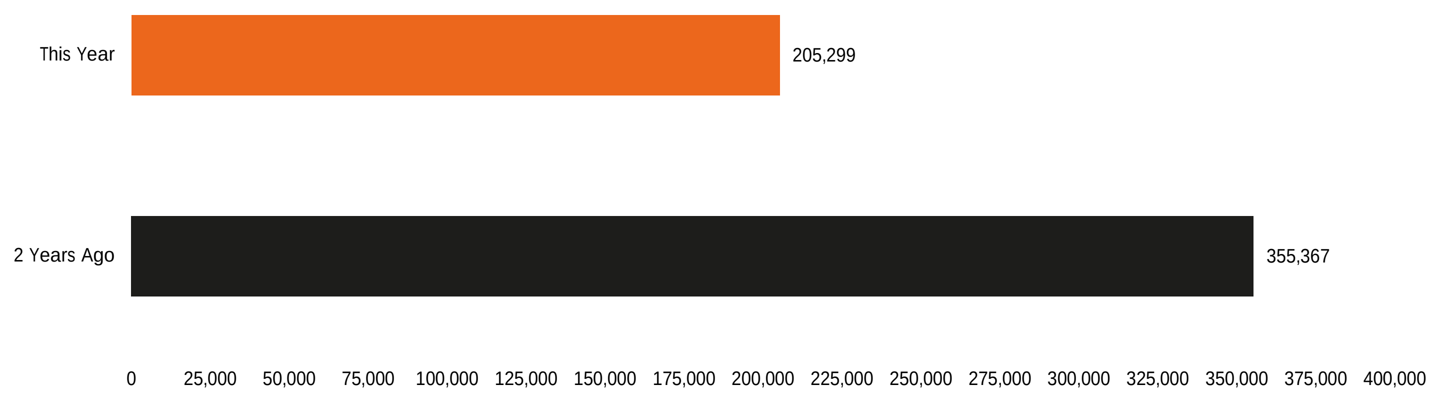
Park & Ride Usage



	July 2021	August 2021	September 2021	Moving Annual %
YoY	-50.3%	-38.0%	-43.0%	-68.8%

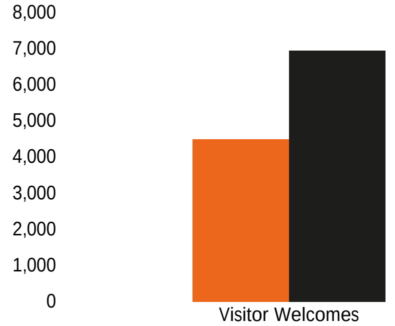
SB.

Guided Busway Usage

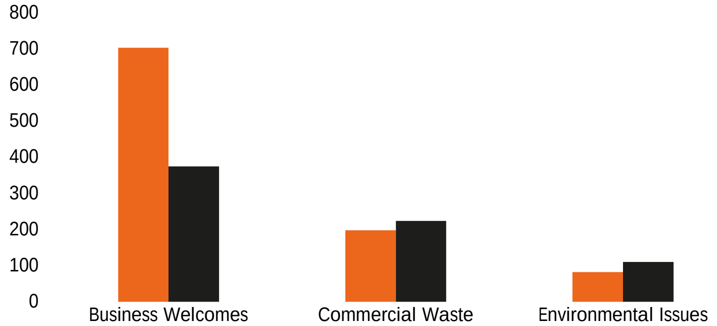


	July 2021	August 2021	September 2021	Moving Annual %
YoY	-53.2%	-49.6%	-42.2%	-65.9%

Cambridge BID Data



	Visitor Welcomes
This Year	4,498
2 Years Ago	6,963



	Business Welcomes	Commercial Waste	Environmental Issues
This Year	704	198	82
2 Years Ago	375	224	110

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