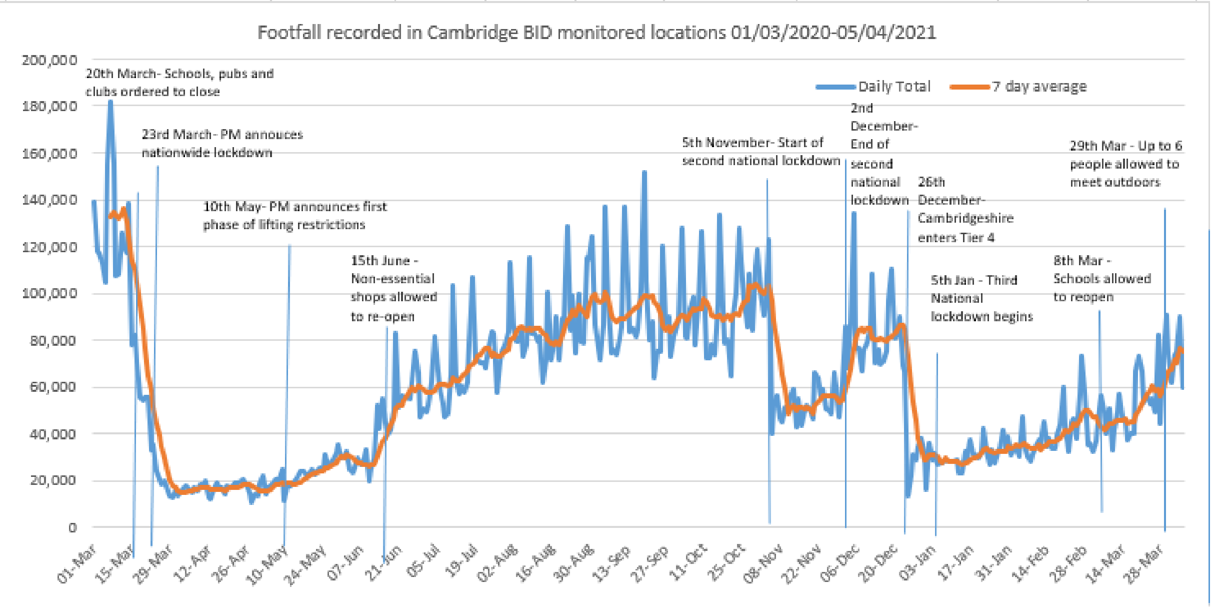
Consumer Behaviour – Footfall

With a focus on footfall, understanding emerging indications of consumer behaviour, including of spending and confidence.

Overview:

- Comparing average daily footfall in March 2021 against February 2021 shows a 29% increase in overall footfall, this highlights the impact of restrictions easing, with schools opening on the 8th of March and up to six people being allowed to meet outdoors from the 29th of March.
- Footfall was down by -38% in the latest week when compared to a pre-Covid-19 period*.



Cambridge BID footfall data:

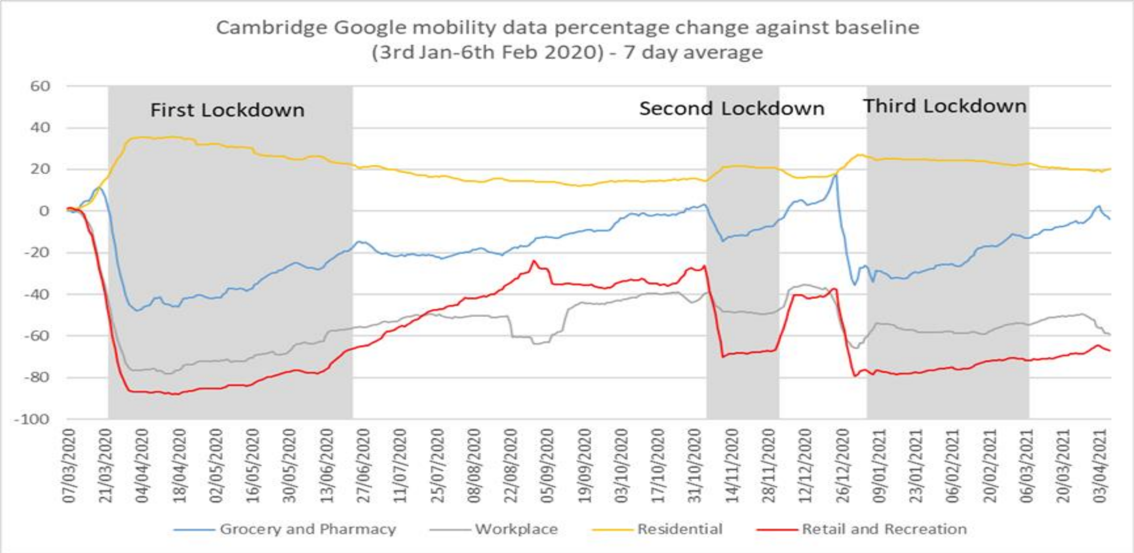
- Comparing average daily footfall in March 2021 against February 2021 shows a 29% increase in overall footfall, this highlights the impact of restrictions easing, with schools opening on the 8th of March and up to six people being allowed to meet outdoors from the 29th of March.
- Overall retail footfall across all Cambridge City locations saw a 37% increase in the latest week (29/03/21-04/04/21) when comparing overall counts to the week before (22/03/21-28/03/21). This will have been influenced by the easing of restrictions on the 29th March, followed by the Easter weekend, which also saw overall footfall counts increase.
- However, overall retail footfall is still down by -26% when compared to the last week of October, just before we entered the November lockdown and down by -38% when compared to a pre-Covid-19 period.*

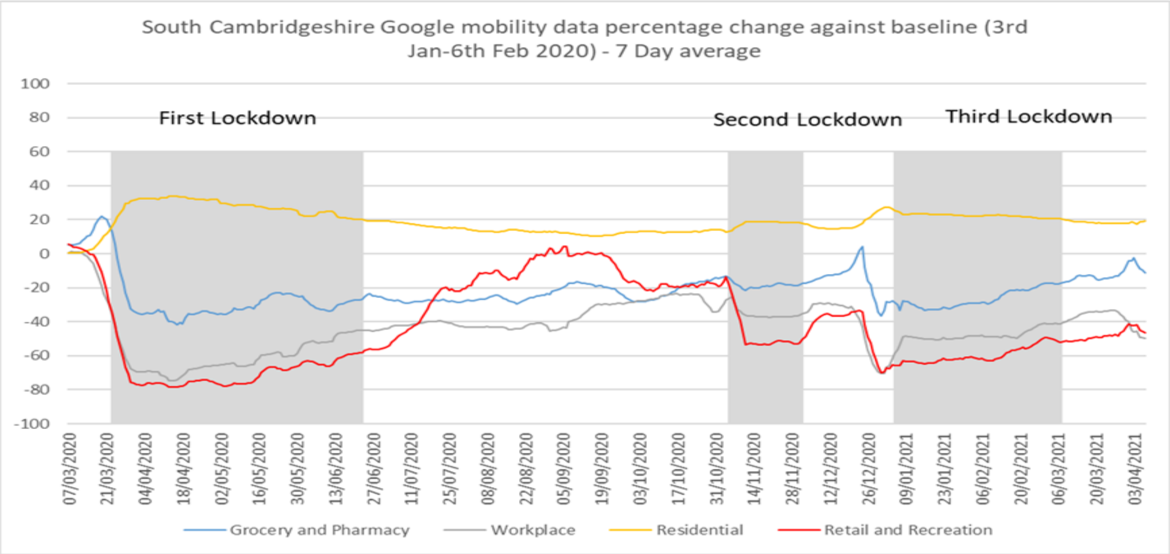
**The pre-Covid-19 comparison period is 02/03/2020-15/03/2020*

Consumer Behaviour – Google Mobility Data

Overview:

- Data gathered from Google account holders location history. The comparison of social mobility change is based on the most recent several weeks up to the report date (7th April 2021) compared to the median of the corresponding day in the baseline period (3rd Jan-6th Feb 2020)





Cambridge Mobility data (based on Jan/Feb baseline):

- Grocery visits decreased by -2% in the 7 days to 07th April and are now
- -4% below the baseline.
- Workplace visits decreased by -7% in the last 7 days compared to the 7 days prior and are now -59% below the baseline.
- Residential visits* increased by 1% in the last 7 days and are 20% above the baseline.
- Retail and Recreation visits decreased by -1% in the 7 days to 07th April compared to the 7 days prior and are now -67% lower than the baseline.

South Cambridgeshire Mobility data (based on Jan/Feb baseline):

- Grocery visits decreased by -3% in the 7 days to 07th April compared to the 7 days prior and are now -11% below the baseline.
- Workplace visits decreased by -11% in the last 7 days and are now -50% below the baseline.
- Residential visits increased by 2% in the last 7 days compared to the 7 days prior and are 19% above the baseline.
- Retail and recreation visits decreased by -3% in the last 7 days compared to the 7 days prior and are now -47% lower than the baseline.

**Residential visits above baseline levels is partly influenced by people working from home.*

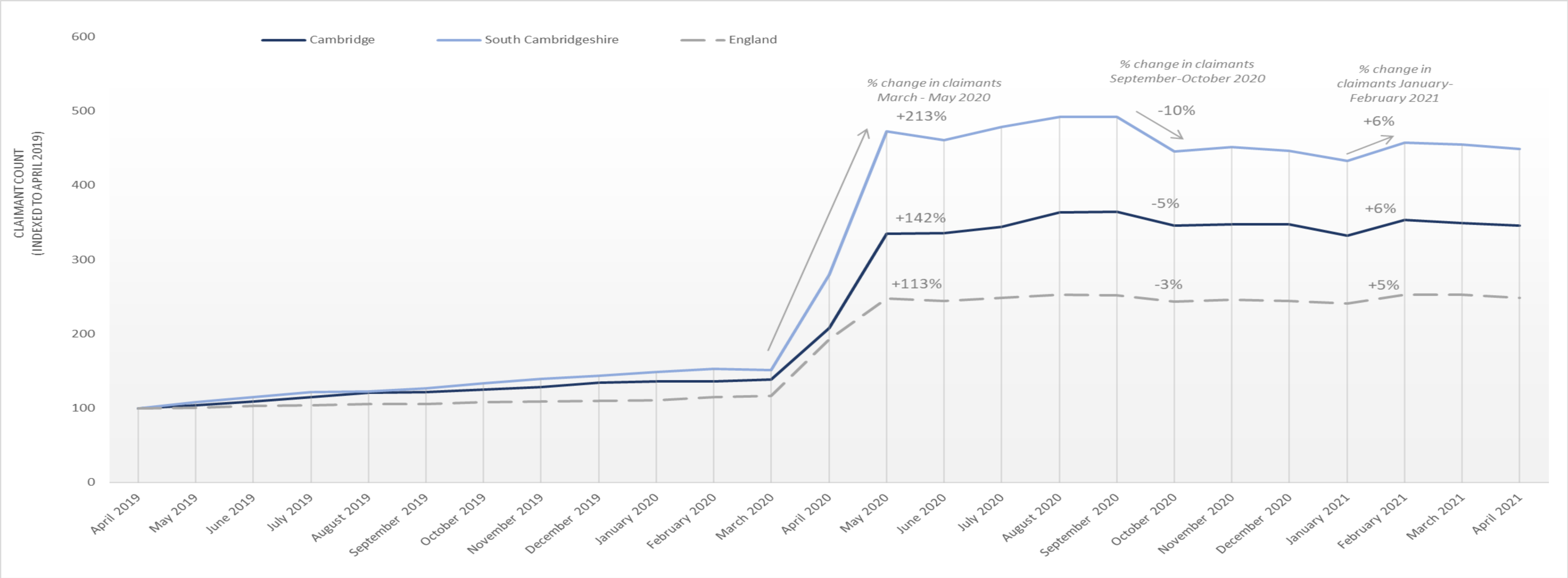
Google LLC "*Google COVID-19 Community Mobility Reports*". https://www.google.com/covid19/mobility/ Accessed: 12/04/2021

Labour Market – Claimant Count

Overview:

- **April 2021 data showed slight decreases from March 2021 in claimant counts across Greater Cambridge, with a -1.0% decrease in Cambridge and a -1.3% decrease in South Cambridgeshire, compared with -1.6% decrease across England overall.**

Claimant Count data across Greater Cambridge, as at 8th April 2021



- **6,635 claimants*** across the GCP area; **3.6% of people aged 16-64**, compared to 6.5% across England;
- **Claimant counts across Greater Cambridge slightly decreased from March 2021 to April 2021**, with **a -1.0% decrease in Cambridge, and -1.3% in South Cambridgeshire, compared with a -1.6% decrease across England overall.**

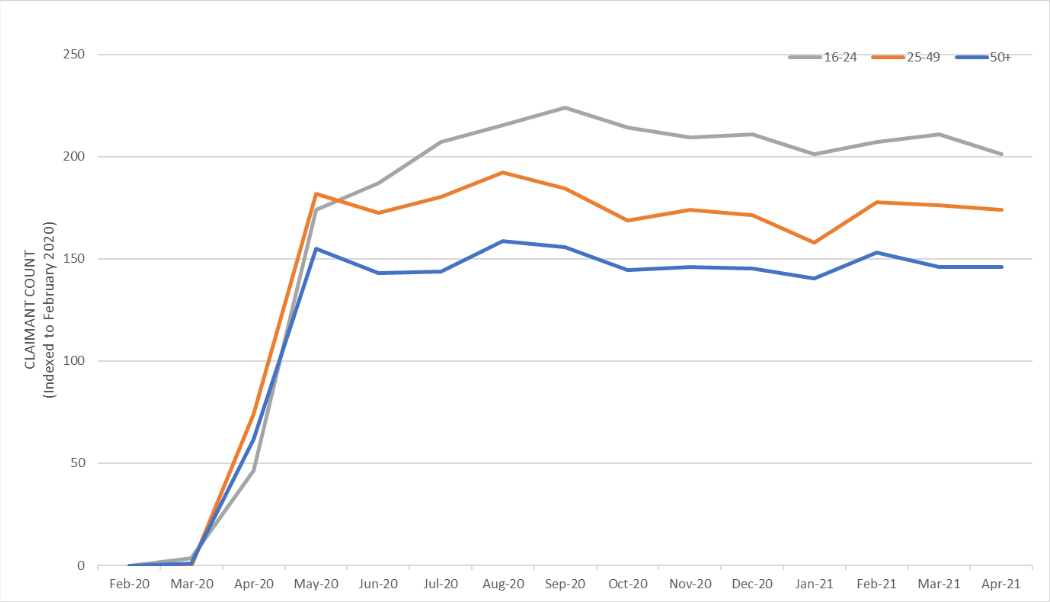
**this figure includes all residents over the age of 16 (not just working age)*

Labour Market – Claimant Count by Age

Overview:

- In total, 6,635 people or 3.6% of people aged 16-64 in Greater Cambridge are currently claiming (April 2021). **In South Cambridgeshire, a higher proportion (6.4%) of 18-24 year olds are currently claiming**, compared to the working age population (3.2%).
- Over the period May 2020 to April 2021 there has been a noticeable widening in claimant counts by age groups, with 16-24 year olds increasing at a faster rate than other age groups. **However, the latest month (April 2021) shows a decrease in the 16-24 age group.**

April 2021 Claimant Counts by Age Group (Indexed to February 2020)



April Claimant Rate, by selected age groups

(Note: percentages are presented as a proportion of all (or subset of the) working age population 16-64, where applicable; numbers in brackets include all residents 16+ (i.e. include those over the age of 64)

	Cambridge		South Cambs		ENG
Age	**Claimant Rate (arrow indicates monthly change)**				
16+	4.1% (3,560)	↓	3.2% (3,075)	↓	6.5%
16-17	0.4% (10)	↔	0.1% (5)	↔	0.3%
18-24	2.5% (650)	↔	6.4% (600)	↔	9.0%
25-49	5.1% (2,090)	↓	3.4% (1,730)	↔	7.0%
50+	2.3% (810)	↔	1.2% (740)	↓	2.6%

*figures may not add up due to rounding

In total, 6,635 people or 3.6% of people aged 16-64 in Greater Cambridge are currently claiming (April 2021). **In South Cambridgeshire, a higher proportion (6.4%) of 18-24 year olds are currently claiming, compared to the working age population (3.2%).**
Over the period May 2020 to April 2021 there has been a noticeable widening in claimant counts by age groups, with 16-24 year olds increasing at a faster rate than other age groups. **However, the latest month (April 2021) shows a decrease in the 16-24 age group.**

Labour Market – Claimant Count by Location

Overview:

- Whilst the overall GCP rate sees around 3.6% of people aged 16-64 claiming, **Kings Hedges has a higher rate of 9.0% of the 16-64 population claiming.**

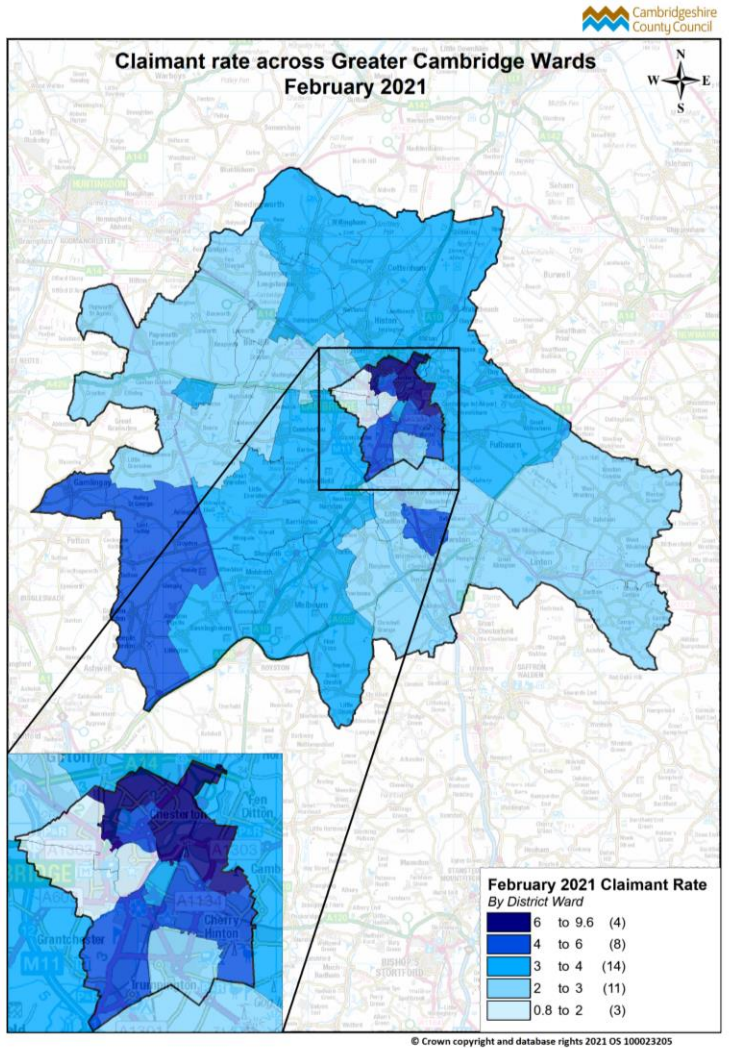
- The **top 10 wards with the highest claimant rates in April 2021 are all in Cambridge City (except for Sawston and Melbourne which are 9th and 10th highest respectively)**, with **Kings Hedges having the highest claimant rate (9.0%)** across Greater Cambridge.

- **The lowest claimant rates across Greater Cambridge are in the Newnham, Castle and Market wards**, all of which have a **claimant rate of around 1%** (April 2021).

Wards with highest claimant rate in Greater Cambridge (as a proportion of 16-64 population)

Ward	Claimant Rate – April 2021
Kings Hedges	9.0
Arbury	6.9
Abbey	6.8
East Chesterton	6.6
Cherry Hinton	4.9

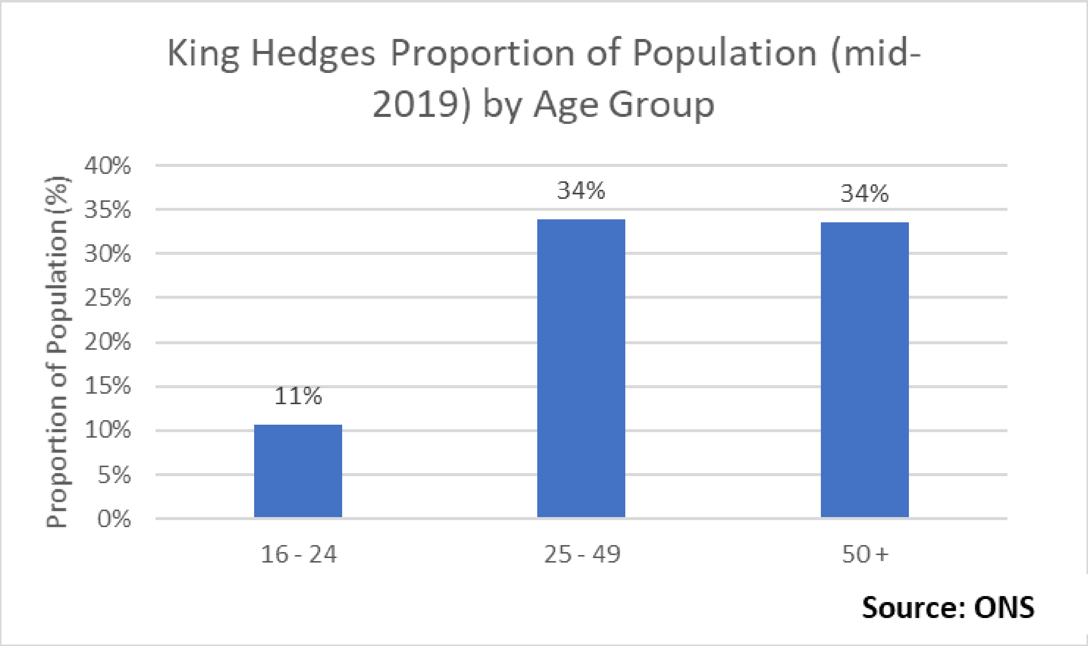
The top 5 wards with the highest claimant rate remain the same as they did in March 2021, with King Hedges and Cherry Hinton showing slight decreases.

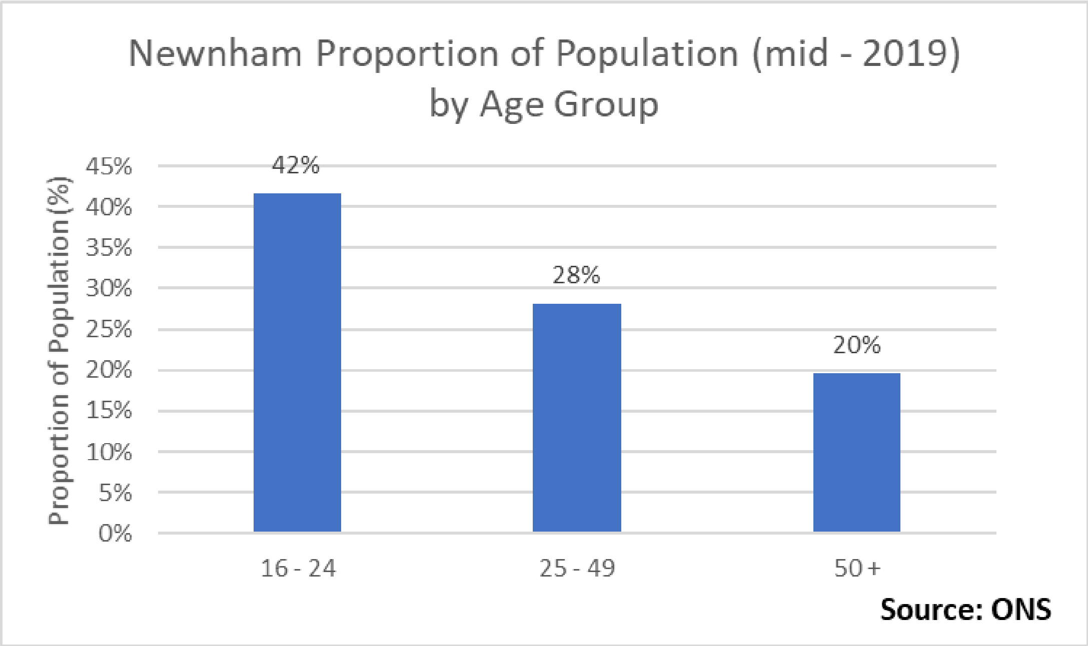


Labour Market – Ward Population Profiles

Overview:

. Wards with the highest claimant rates have a lower proportion of 16 – 24 year olds compared to wards with the lowest claimant rates.





. Wards with the highest claimant rates have a lower proportion of 16 – 24 year olds compared to wards with the lowest claimant rates.

. **The 16 – 24 year old age group only represents 11% of King Hedges (9.0% Claimant Rate) total population. In Newnham (0.8% Claimant Rate) this age group represents 42% of the total population, an increase of +31%. Therefore low claimant rates may reflect the influence of the student population.**

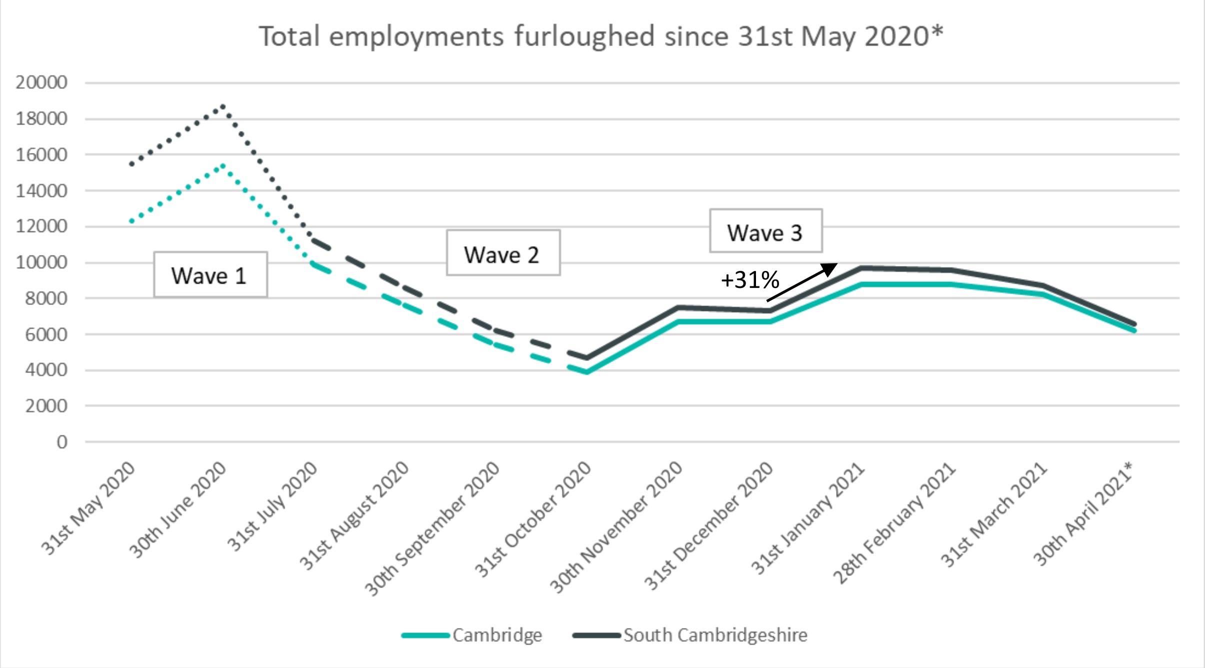
Labour Market – Job Retention Scheme

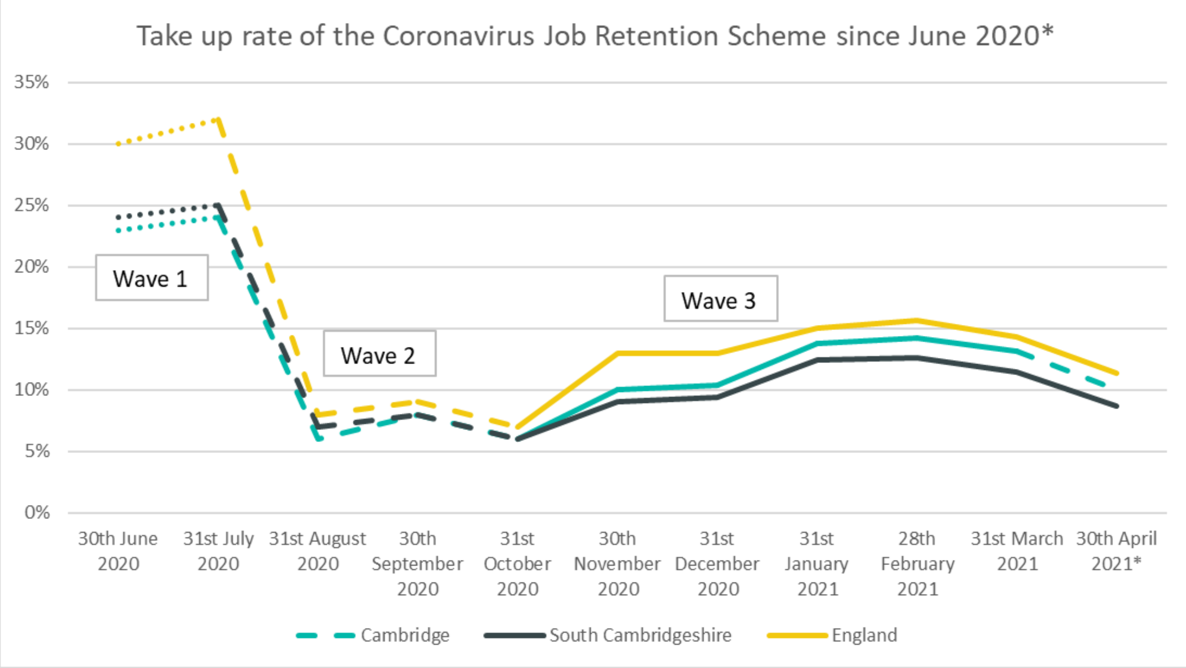
Overview:

- 12,800 employments furloughed as **at April 30th 2021, representing a take-up rate of 9%, based on eligible employments.**
- 6,200 employments furloughed in Cambridge and 6,600 in South Cambridgeshire, accounting for 10% and 9.7% of employees aged 16-64, this is in line with Cambridgeshire overall (9.7%) but lower than nationally (12.3%).
- **Greater Cambridge has had a lower take up rate of the CJRS across all three waves compared to regionally nationally.**

The first wave of the governments coronavirus job retention scheme saw 36,600 employments across Greater Cambridge furloughed to the end of June 2020.

The second wave of the scheme saw noticeably less employments furloughed compared to the first wave. There were 8,600 employments furloughed to the end of October.





The number of employments furloughed are not directly comparable across waves as there are differences in eligibility criteria and claim values.
**April 2021 data is provisional and subject to change*

Labour Market – Self Employment Income Support Scheme

Overview:

- **Greater Cambridge has had lower take up rates of the SEISS in all three waves compared to regionally and nationally.**
- **£99.2 million worth of claims have been made to the SEISS since the start of the pandemic.**

The first wave of the Self Employment Income Support Scheme (SEISS) saw 9,400 claims made across Greater Cambridge (worth £29.6m) up to 31st July 2020.

The second wave of the scheme saw 8,300 claims made across Greater Cambridge (worth £22.9m) to 31st October 2020.

Location	Wave 1 SEISS Take-Up Rate (based on # eligible individuals)	Wave 2 SEISS Take-Up Rate (based on # eligible individuals)	Wave 3 SEISS Take-Up Rate (based on # eligible individuals)	Wave 4 SEISS Take-Up Rate (based on # eligible individuals)
Cambridge	70%	65%	58%	45%
South Cambridgeshire	72%	63%	58%	42%
East of England	76%	68%	64%	49%
UK	77%	69%	65%	50%

** The number and values of claims are not directly comparable across waves as there are differences in eligibility criteria and claim values.*

In the fourth wave of the scheme, 5,600 claims were made across the GCP area to the 9 May 2021, worth £17.31m. This takes the support for self employment in the area to over £90million since the beginning of the pandemic.

Greater Cambridge has had lower take up rates of the SEISS in all three waves compared to regionally and nationally.

Labour Market – Vacancies

Data provided through Burning Glass by the Cambridgeshire and Peterborough Combined Authority.

Overview:

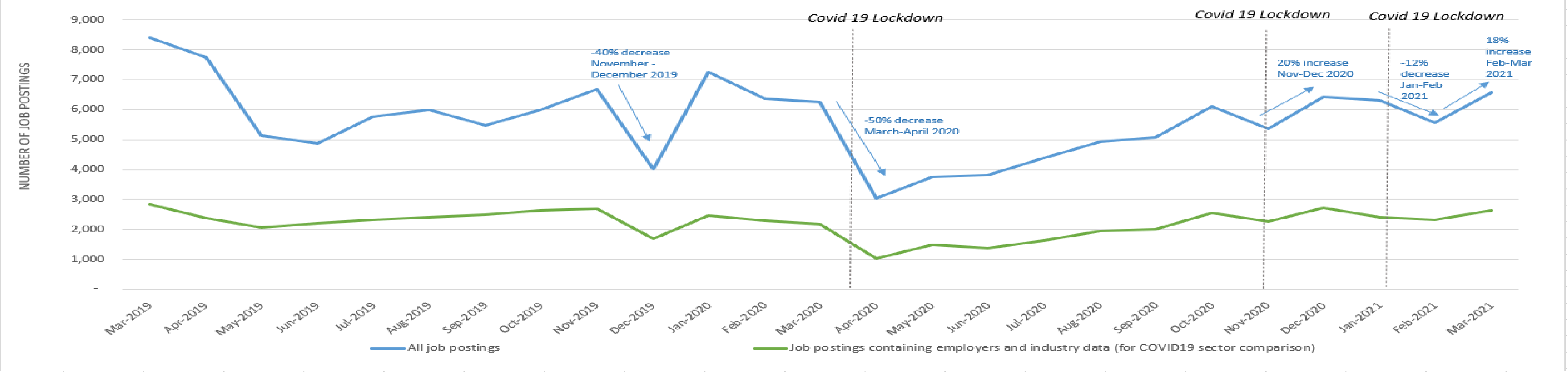
- In March 2021, **total postings were 5% higher than they were in March 2020.**
- **From February 2021 to March 2021, postings increased by 18% across Greater Cambridge. Nationally, job postings increased by 16% in this period.**
- **Job postings were down by -7%** in the last three months compared to the same period last year.

- There were **6,564 postings across Greater Cambridge in March 2021, up by 18% from February 2021. Nationally, job postings increased by 16% in the same period.**
- **In March 2021, job postings were up by 5% when compared to March 2020.**
- Looking at the last three months (January-March) **job postings were down by -7.4% when compared to January-March 2020. South Cambridgeshire had 30% more postings compared to the same period last year (however this is against a low base).**

Job postings from January to March 2021 compared to the same period the year before

District	Jan-Mar 2020	Jan-Mar 2021	% Difference
Cambridge	18,701	16,876	-9.8
South Cambridgeshire	1,181	1,537	30.1
Greater Cambridge	19,882	18,413	-7.4

Monthly job postings across Greater Cambridge



Labour Market – Vacancies by Sector

Data provided through Burning Glass by the Cambridgeshire and Peterborough Combined Authority.

Overview:

- **All sectors have seen increased vacancies since April 2020, both locally and nationally. The Accommodation and Food Service activities sector has seen the largest increases, locally and nationally.**

Employment Sector	Vacancies in Greater Cambridge: March 2021	Greater Cambridge % Difference April 2020-March 2021	National % Difference April 2020-March 2021
HUMAN HEALTH AND SOCIAL WORK ACTIVITIES	591	▲ 45.2	▲ 36.2
EDUCATION	487	▲ 198.8	▲ 166.2
PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES	416	▲ 212.8	▲ 214.7
MANUFACTURING	418	▲ 280.0	▲ 224.3
WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES AND MOTORCYCLES	127	▲ 182.2	▲ 242.8
ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES	64	▲ 178.3	▲ 229.7
INFORMATION AND COMMUNICATION	159	▲ 269.8	▲ 181.8
ACCOMMODATION AND FOOD SERVICE ACTIVITIES	43	▲ 514.3	▲ 470.9
OTHER SERVICE ACTIVITIES	57	▲ 159.1	▲ 149.0
PUBLIC ADMINISTRATION AND DEFENCE; COMPULSORY SOCIAL SECURITY	82	▲ 331.6	▲ 245.8
FINANCIAL AND INSURANCE ACTIVITIES	74	▲ 164.3	▲ 191.3
CONSTRUCTION	41	▲ 485.7	▲ 410.9
TRANSPORTATION AND STORAGE	26	▲ 333.3	▲ 377.1
REAL ESTATE ACTIVITIES	27	▲ 237.5	▲ 368.1
ARTS, ENTERTAINMENT AND RECREATION	12	▲ 300.0	▲ 435.0
OTHER SECTORS*	17	▲ 466.7	▲ 281.6

**OTHER SECTORS INCLUDES: MINING AND QUARRYING; WATER SUPPLY; SEWERAGE; WASTE MANAGEMENT AND REMEDIATION ACTIVITIES; ELECTRICITY, GAS, STEAM AND AIR CONDITIONING SUPPLY; ACTIVITIES OF EXTRATERRITORIAL ORGANISATIONS AND BODIES; AND AGRICULTURE, FORESTRY AND FISHING*

All sectors have seen increased vacancies since April 2020, both locally and nationally. However, some of these are against very low bases at the GCP geography.

March 2021 saw an increase **in vacancies by 18%** from February 2021, with vacancies in March 2021 5% higher than in March 2020. The following sectors are the only ones which have less vacancies than the same time last year:

- **Arts, Entertainment and Recreation**
- **Accommodation and Food Service activities**
- **Construction**
- **Other Service activities**
- **Human Health and Social Work activities**

Locally, all other employment sectors have seen increases in vacancies since the same time last year. (Except for Transportation and Storage and Real Estate activities where the number of vacancies did not change in this period).

Nationally, changes in vacancies since the same time last year shows similar patterns to locally, with less vacancies than the same time last year in Arts, Entertainment and Recreation and Accommodation and Food Service activities.