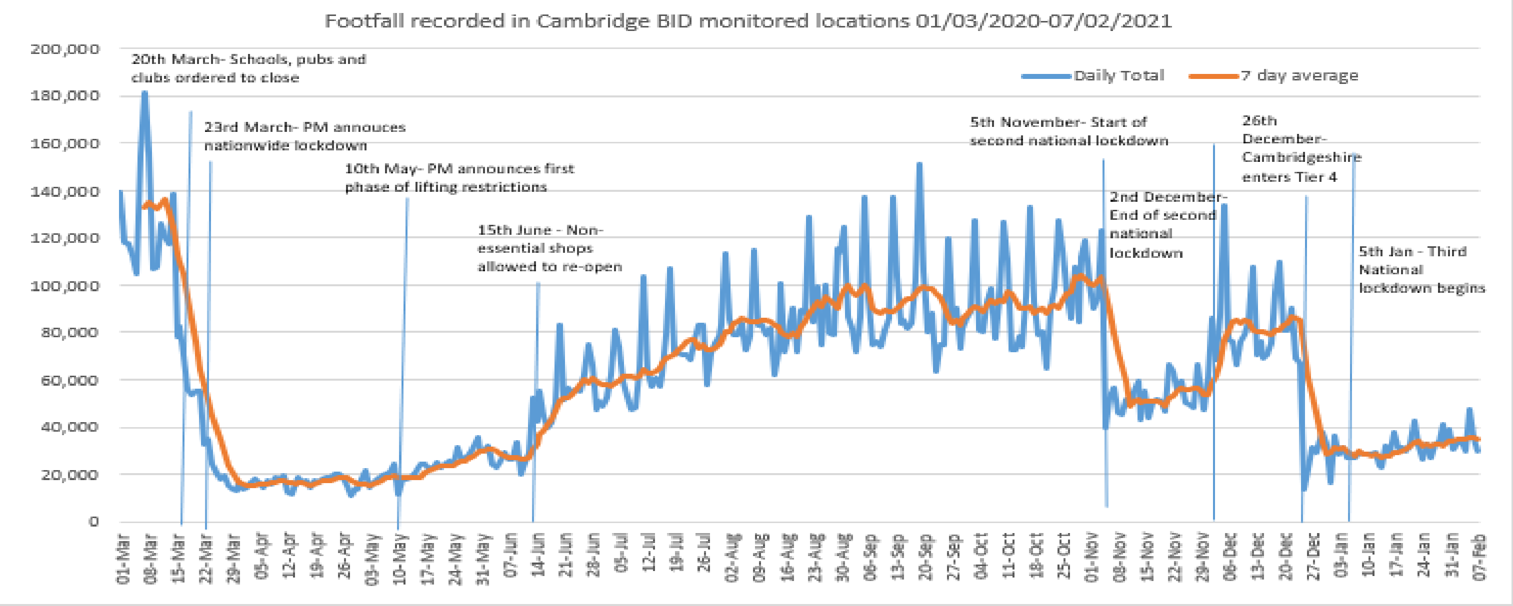
# Consumer Behaviour – Footfall

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

**Overview:**

- Comparing average daily footfall in January 2021 against December 2020 shows a -56% decrease in overall footfall, this highlights the impact of the third national lockdown which began on the 5th of January.
- Footfall was down by -73% in the latest week when compared to the same week in February 2020.



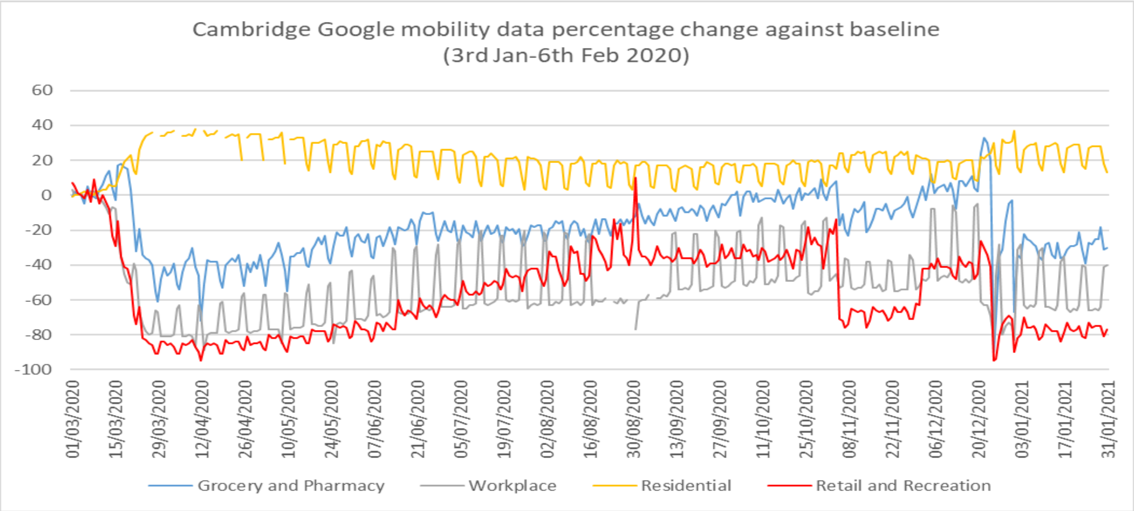

**Cambridge BID footfall data**:

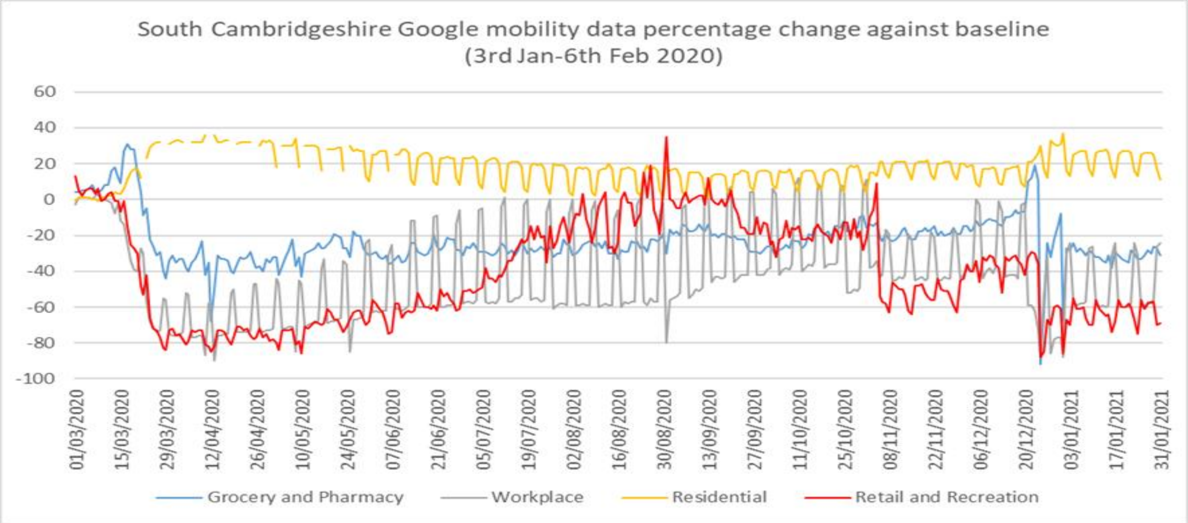
- Comparing average daily footfall in January 2021 against December 2020 shows a -56% decrease in overall footfall, this highlights the impact of the third national lockdown which began on the 5th of January.
- Overall retail footfall across all Cambridge City locations has seen little change over the past few weeks, with a 1% increase when comparing overall counts in the latest week (01/02/21-07/02/21) to the week before (25/01/21-31/01/21).
- Retail footfall is down by -67% when compared to the last week of October, just before we entered the November lockdown and down by -73% when compared to the same time last year.
- Time of day analysis highlights that peak times had started to return in December 2020, however since we have entered another national lockdown, the decreases in footfall have been spread throughout the day, with only a small lunchtime peak evident.

# 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 (31st January) 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 were -3% further from the baseline in the 7 days to 31st January and are now -26% below the baseline.
- Workplace visits did not change in the last 7 days compared to the 7 days prior and are now -58% below the baseline.
- Residential visits were -1% further from the baseline in the last 7 days and are now 24% above the baseline.
- Retail and recreation visits were -2% further from the baseline in the 7 days to 31st January compared to the 7 days prior and are now -76% lower than the baseline.

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

- Grocery visits were -3% further from the baseline in the 7 days to 31st January compared to the 7 days prior and are now -29% below the baseline.
- Workplace visits were -2% further from the baseline in the last 7 days and are now -49% below the baseline.
- Residential visits were -1% further from the baseline in the last 7 days compared to the 7 days prior and are 22% above the baseline.
- Retail and recreation visits were -1% further from the baseline in the last 7 days compared to the 7 days prior and are now -61% lower than the baseline.

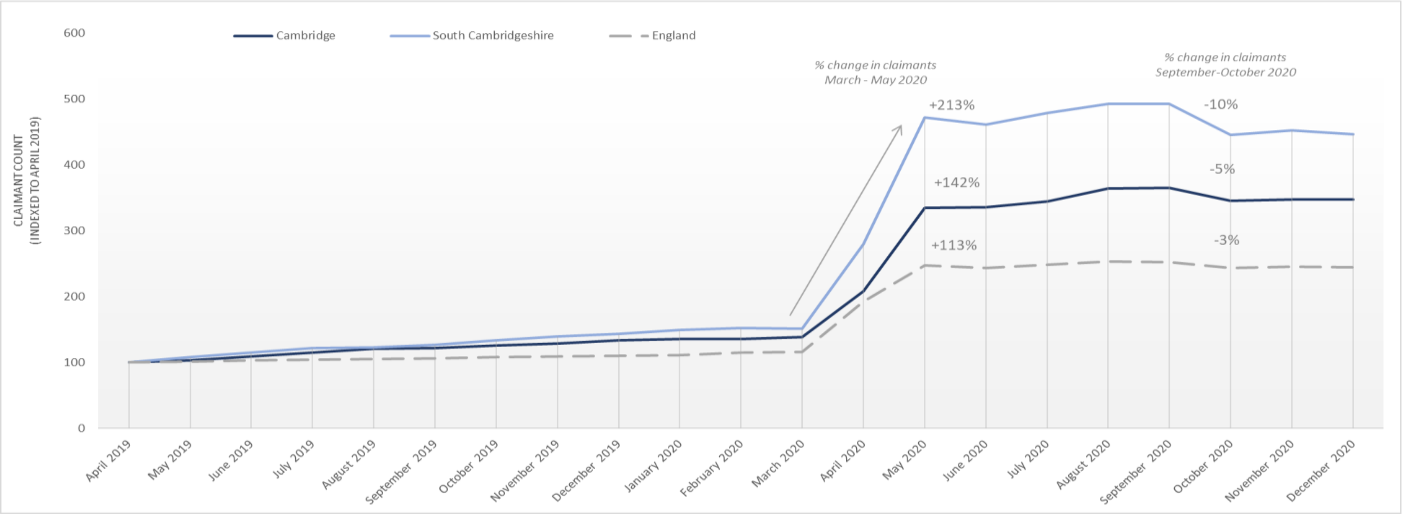
Google LLC *"Google COVID-19 Community Mobility Reports"*. https://www.google.com/covid19/mobility/ Accessed: 05/02/2021

# Labour Market – Claimant Count

**Overview:**

- **December 2020 showed very little change in claimants with a -0.1% decrease in Cambridge and -1.3% in South Cambridgeshire.**
- In total, **6,630 people or 4% of people aged 16-64 in Greater Cambridge are currently claiming (December 2020)**. In South Cambridgeshire, a higher proportion (6.4%) of 18-24 year olds are currently claiming, compared to the working age population (3.2%)
- This data reflects the situation in December, when Cambridgeshire was under Tier 2 restrictions.

**Claimant Count data across Greater Cambridge, as at 8th December 2020**




- **6,630 claimants*** across the GCP area; **3.6% of people aged 16-64**, compared to 6.4% across England;
- **There was a -10% decrease in claimants in South Cambridgeshire from September-October,** the largest decrease across the county**. However there has been very little change since then. December 2020 showed small decreases in claimant counts,** with a -0.1% decrease in Cambridge and -1.3% in South Cambridgeshire.
- **South Cambridgeshire has seen the biggest increases in claimants across the period March – December 2020**. Despite this, it still has the lowest proportion of residents aged 16-64 claiming (3.2%) compared to the rest of the county.

**December 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% (3,575) | ⟷ | 3.2% (3,055) | ↓ | 6.4% |
| 16-17 | 0.6% (15) | ⟷ | 0.1% (5) | ↑ | 0.3% |
| 18-24 | 2.7% (680) | ⟷ | 6.4% (600) | ⟷ | 9.0% |
| 25-49 | 5.2% (2,115) | ⟷ | 3.3% (1,670) | ↓ | 6.9% |
| 50+ | 2.2% (765) | ⟷ | 1.2% (780) | ⟷ | 2.5% |

*figures may not add up due to rounding

| | December 2020 | Compared to March 2020 (number/%) | Proportion of residents 16-64 claiming (December 2020) |
|---|---|---|---|
| Cambridge City | 3,575 | +2,150 (+151%) | 4% |
| South Cambridgeshire | 3,055 | +2,020 (+195%) | 3% |
| Cambridgeshire | 16,335 | +9,660(+149%) | 4% |

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

# Labour Market – Claimant Count by Age and Location

## Overview:

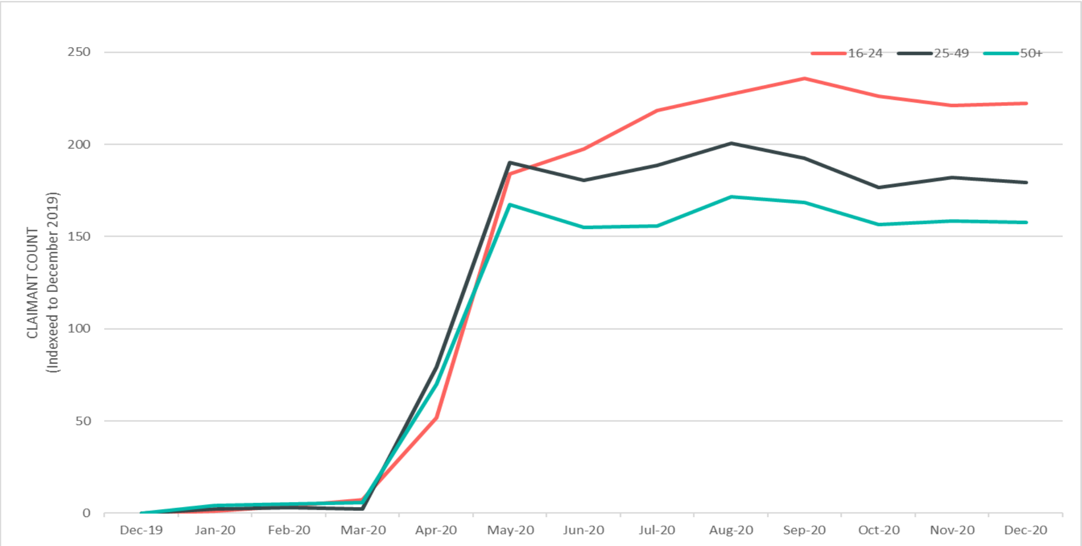
- Over the period May to December 2020 there has been **a noticeable widening in claimant counts by age groups**, with 16-24 year olds increasing at a faster rate than other age groups.
- Whilst the overall GCP rate sees around 4% of people aged 16-64 claiming, **Kings Hedges has a higher rate of 9% of the 16-64 population claiming**.

- The **top 8 wards with the highest claimant rates in December 2020 are all in Cambridge City**, with **Kings Hedges having the highest claimant rate (9.2%)** across Greater Cambridge.

- Looking at the **changes in claimant rate since December 2019 indicates there has been a 181% increase in claimant rate across Greater Cambridge**. The following wards have seen the highest levels of change: **The Mordens (+550%), Newnham (+400%) and Whittlesford (+350%). Note low bases – In December 2019 all above wards had a claimant count of 10.**

- **The areas with the highest levels of claimants have seen relatively low levels of change** (all less than +194%) in comparison to the wards listed above – this highlights the higher base for claimants in these areas.

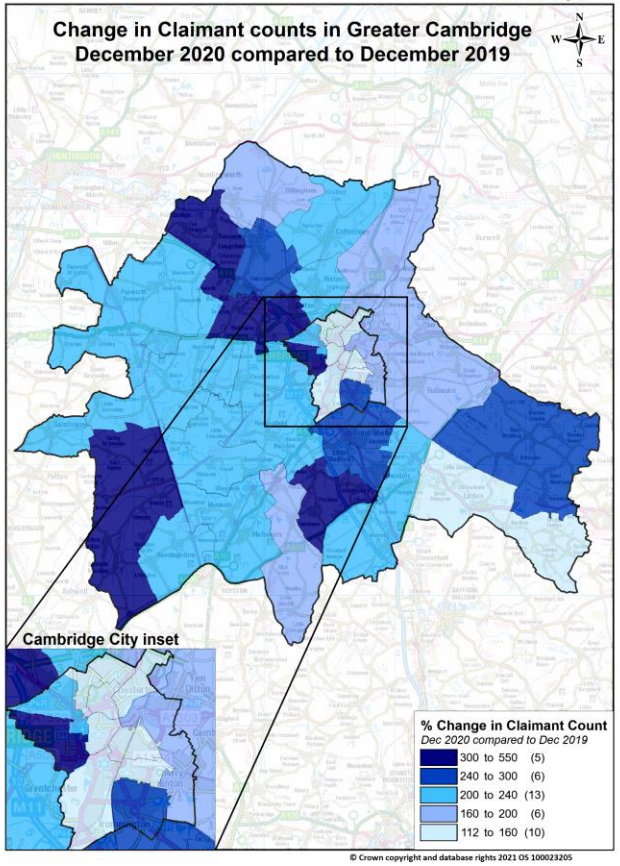
December Claimant Counts by Age Group (Indexed to 2019)




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

| Ward | Claimant Rate - December |
|---|---|
| Kings Hedges | 9.2 |
| Arbury | 6.9 |
| Abbey | 6.8 |
| East Chesterton | 6.4 |
| Cherry Hinton | 5.0 |

*The wards with the highest claimant rate remain the same as they did in November 2020, however all areas except for Arbury and Abbey have shown slight decreases.*



# Labour Market – Job Retention Scheme

## Overview:

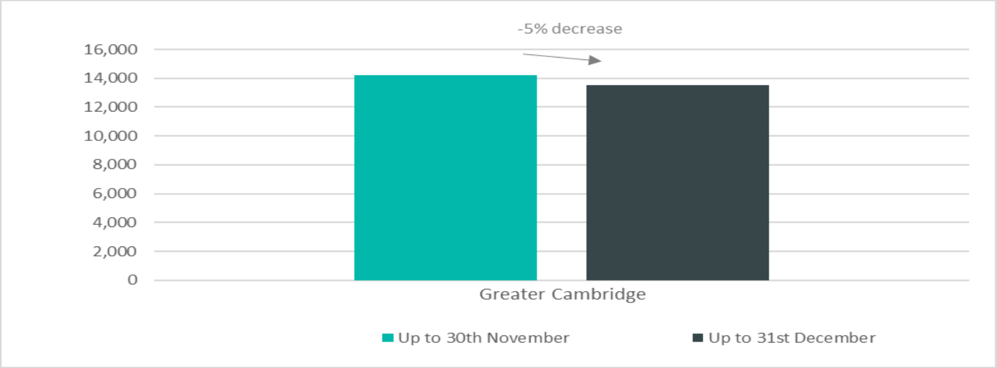
- 13,500 employments furloughed as **at December 31st 2020, representing a take-up rate of 9%, based on eligible employments**
- 6,400 employments furloughed in Cambridge and 7,100 in South Cambridgeshire, both accounting for 10% of employees aged 16-64, this is a lower proportion compared to Cambridgeshire overall (11%) and nationally (14%).

**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.**

On 5 November 2020, the government announced an extension to the CJRS to support individuals and businesses who are impacted by disruption caused by COVID-19. The CJRS will remain open until 30 April 2021. This is analysed as a third wave as employers do not need to have used the CJRS previously indicating slight differences in the eligibility criteria to the previous two schemes. This update presents the first figures published from the third wave of CJRS. The data for December is incomplete as while claims relating to December should have been filed by 14 January 2021, employers could file claims later with the agreement of HMRC if they had a reasonable excuse. December claims could also be amended until 28 January.

**Number of employments furloughed under the Government's Job Retention Scheme (JRS) in Greater Cambridge, third wave up until 31st December**




- In Greater Cambridge, in the third wave, there were **13,500 employments furloughed as at December 31st 2020, representing a take-up rate of 9%, based on eligible employments.** This is a reduction of 700 employments since the end of November 2020, at the beginning of the third wave during the second national lockdown.

- **6,400 employments furloughed in Cambridge and 7,100 in South Cambridgeshire, both accounting for 10% of employees aged 16-64, this is a lower proportion compared to Cambridgeshire overall (11%) and nationally (14%).**

# Labour Market – Self Employment Income Support Scheme

**Overview:**

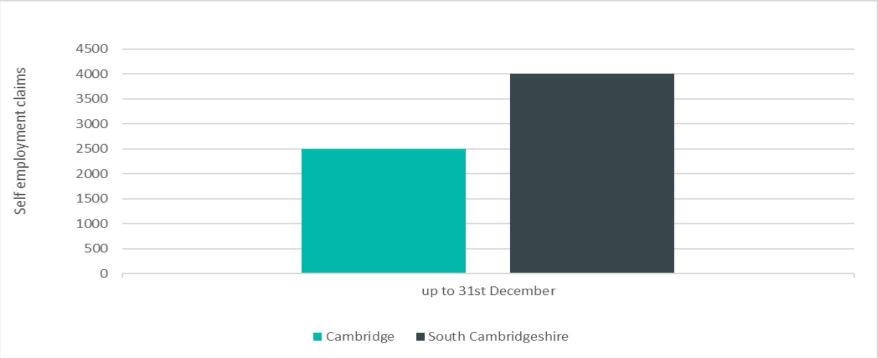
- **6,500 claims have been made to the Self Employment Income Support Scheme (SEISS) to the end of December, worth £19.7m** in the third grant wave. This takes the support for self employment in the area to over £72million since the beginning of the pandemic.
- **Greater Cambridge has had lower take up rates of the SEISS in all three waves compared to regionally and nationally.**

**The first wave of the governments self employment income support scheme 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 Cambridgeshire and Peterborough (worth £22.9m) to 31st October 2020.**

On the 30 November 2020 applications for the third grant of SEISS opened and closed on 29 January 2021. To make a claim for the third grant businesses must have had a new or continuing impact from coronavirus between 1 November 2020 and 29 January 2021. This is a grant worth 80% of their average monthly trading profits, paid out in a single instalment covering 3 months' worth of profits, and capped at £7,500 in total. To be eligible for SEISS 3 an individual must have been eligible for SEISS 1 and 2.

**Number of claims to the Government's Self-Employment Income Support Scheme (SEISS) in Greater Cambridge, Third grant wave up to 31st December***




| 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) |
|---|---|---|---|
| Cambridge | 70% | 65% | 51% |
| South Cambridgeshire | 72% | 63% | 49% |
| East of England | 76% | 68% | 56% |
| UK | 77% | 69% | 57% |

- Greater Cambridge has had lower take up rates of the SEISS in all three waves compared to regional and national take up rates.
- At the end of December 2020, wave 3 had a take up rate of 50% in the GCP area, compared with 56% regionally and 57% nationally.

## SEISS up until 31st December (third grant wave)

- **6,500 claims** to the SEISS across Greater Cambridge to 31st December 2020 – worth **£19.7m** (claims in wave 2 were worth £22.9m over 8,300 claims).
- Cambridge has seen **the second lowest number of claims** (2,500), and **lowest value of claims** (£7.3m) across the county. **South Cambridgeshire saw more claims** (4,000), to a higher value (£12.4m).
- Average claim value in Cambridge (£2,900) is lower than South Cambridgeshire (£3,100).

**Applications for the third wave of the SEISS closed on the 29th January 2021, however this data only reflects claims up until 31st December therefore the figures are likely to increase*

# Labour Market – Unemployment

*Unemployment measures people without a job who have been actively seeking work within the last four weeks and are available to start work within the next two weeks. The unemployment rate is not the proportion of the total population who are unemployed. The proportions are of the economically active population (those in work plus those seeking and available to work) who are unemployed.*

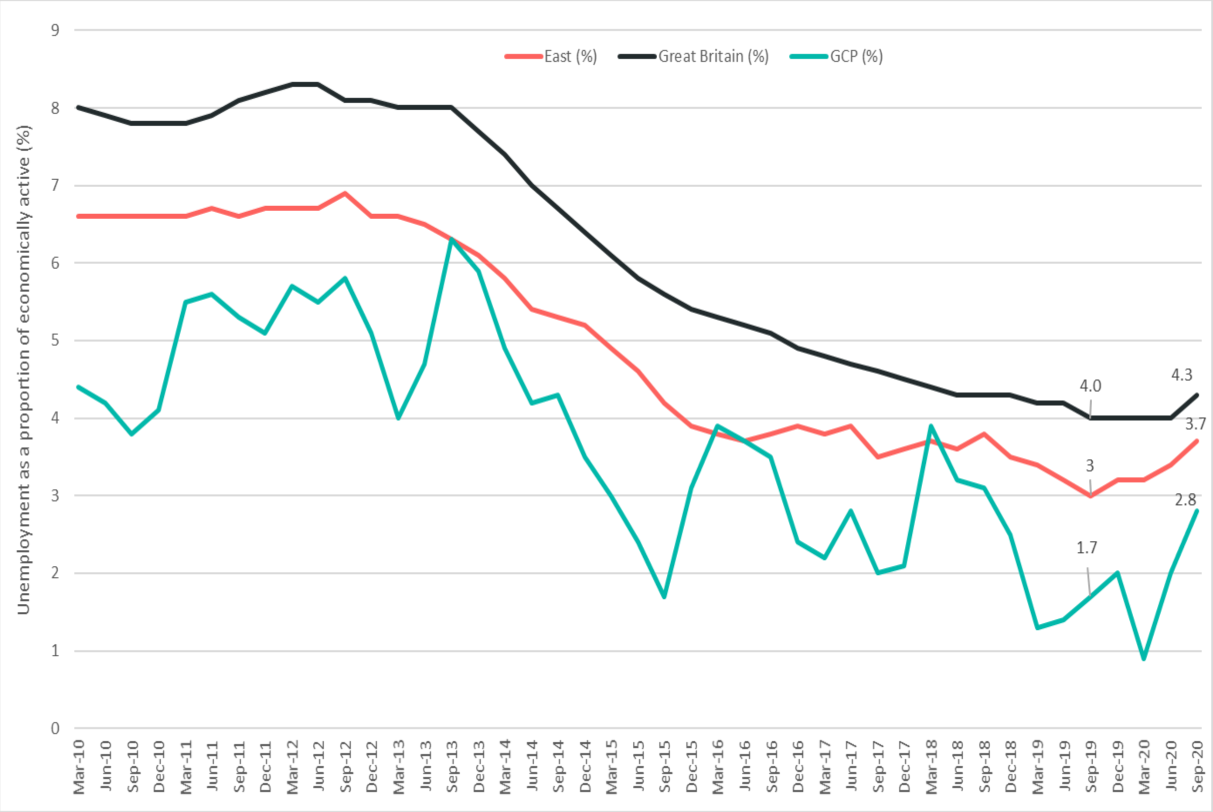
**Overview:**

- 4,100 people across the Greater Cambridge area were estimated to be unemployed July-September 2020*.
- Greater Cambridge saw a 0.8 percentage point increase from Q2 of 2020, and a 1.1 percentage point increase from Q3 2019 - both greater increases compared to regional and national average equivalents.

**The data presents the situation up to September 2020, and although this covers the period after the implementation of the coronavirus (COVID-19) social distancing measures furlough and other employment support measures were still in place during this reference period.**

- Historically, unemployment rates have been falling over the past decade and in the past few years Greater Cambridge unemployment rate has been falling away from the regional and national average.
- **Estimates for July to September 2020 show 4,100 people across the Greater Cambridge area were unemployed, 1,500 more than a year earlier and an increase of 2,700 compared to the first quarter of 2020.**
- In Quarter 3 of 2020, Greater Cambridge saw a 0.8 percentage point increase from Q2 of 2020, and a 1.1 percentage point increase from Q3 2019 - **both greater increases compared to regional and national average equivalents**.

**In October 2020, the last estimates from the Annual Population Survey were reweighted for the period to June 2020 to account for this bias. Therefore estimates are likely to have changed since previous reporting.*



# Labour Market – Vacancies

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

## Overview:

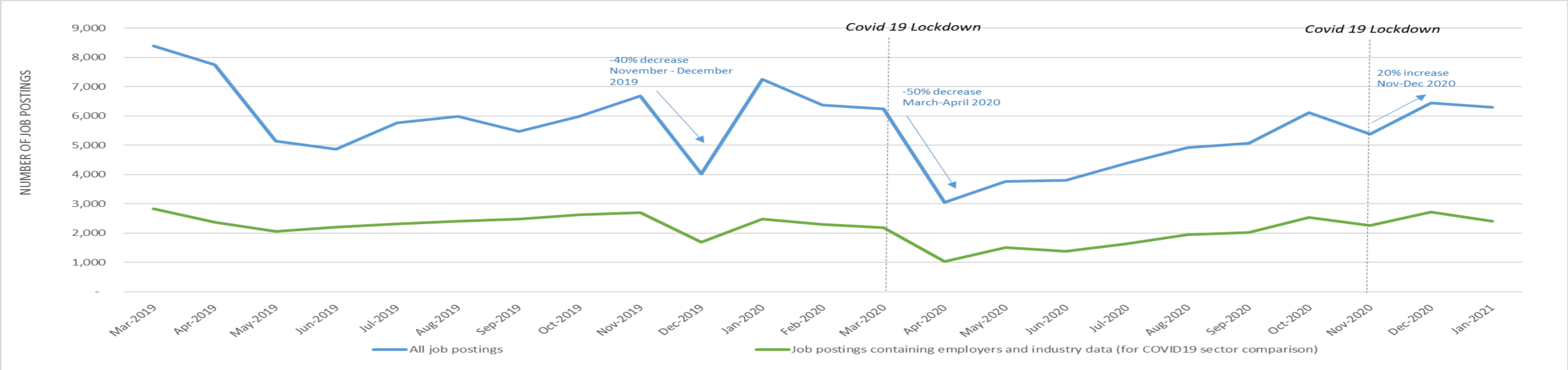
- In January 2021, **total postings were showing similar levels to March 2020, with a -2% decrease from December 2020. Nationally, job postings increased by 3% in the same period.**
- **January 2021 postings were -13% lower than January 2020**.
- **Job postings were up by 0.8%** in the last three months compared to the same period last year.

- There were **6,298 postings across Greater Cambridge in January 2021, down by -2% from December. Nationally, job postings increased by 3% in the same period.**
- **In January 2021, job postings were down by -13% when compared to January 2020. Vacancies in the latest month were similar to March 2020, with 1% more postings.**
- Looking at the last three months (November-January) **job postings were up by 0.8% when compared to November 2019-January 2021. South Cambridgeshire had 66% more postings compared to the same period last year.**

**Job postings from November 2020 to January 2021 compared to the same period the year before**

| District | Nov 2019-Jan 2020 | Nov 2020-Jan 2021 | % Difference |
|---|---|---|---|
| Cambridge | 16,840 | 16,231 | -3.6 |
| South Cambridgeshire | 1,130 | 1,878 | 66.2 |
| Greater Cambridge | 17,970 | 18,109 | 0.8 |

**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 Construction sector has seen the largest increases, locally and nationally.**

| Employment Sector | Vacancies in Greater Cambridge: January 2021 | Greater Cambridge % Difference April 2020-January 2021 | National % Difference April 2020-January 2021 |
|---|---|---|---|
| HUMAN HEALTH AND SOCIAL WORK ACTIVITIES | 592 | ▲ 45.5 | ▲ 27.0 |
| EDUCATION | 452 | ▲ 177.3 | ▲ 87.7 |
| PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES | 374 | ▲ 181.2 | ▲ 131.2 |
| MANUFACTURING | 310 | ▲ 181.8 | ▲ 148.3 |
| WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES AND MOTORCYCLES | 141 | ▲ 213.3 | ▲ 188.1 |
| ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES | 87 | ▲ 278.3 | ▲ 163.3 |
| INFORMATION AND COMMUNICATION | 105 | ▲ 144.2 | ▲ 126.6 |
| ACCOMMODATION AND FOOD SERVICE ACTIVITIES | 28 | ▲ 300.0 | ▲ 187.6 |
| OTHER SERVICE ACTIVITIES | 55 | ▲ 150.0 | ▲ 124.7 |
| PUBLIC ADMINISTRATION AND DEFENCE; COMPULSORY SOCIAL SECURITY | 78 | ▲ 310.5 | ▲ 209.7 |
| FINANCIAL AND INSURANCE ACTIVITIES | 52 | ▲ 85.7 | ▲ 125.4 |
| CONSTRUCTION | 53 | ▲ 657.1 | ▲ 340.7 |
| TRANSPORTATION AND STORAGE | 26 | ▲ 333.3 | ▲ 262.3 |
| REAL ESTATE ACTIVITIES | 28 | ▲ 250.0 | ▲ 144.3 |
| ARTS, ENTERTAINMENT AND RECREATION | 13 | ▲ 333.3 | ▲ 255.8 |
| OTHER SECTORS* | 12 | ▲ 300.0 | ▲ 205.3 |

**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.**

January 2021 saw a slight decrease **in vacancies by -2%** from December 2020, with vacancies in January 2021 -13% lower than in January 2020. The following sectors are still have more vacancies than the same time last year[1]:

- **Administrative and Support Service Activities**
- **Wholesale and Retail Trade**
- **Professional, Scientific and Technical Activities**
- **Public Administration and Defence**
- **Human Health and Social Work activities**

**All other employment sectors have seen decreases in vacancies since the same time last year, both locally and nationally.**

**Nationally, the only employment sector with more vacancies than the same time last year is Human Health and Social Work Activities.**

*[1]Full vacancies analysis looking back to this time last year provided separately*

# Labour Market – Vacancies by Sector 2

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

**Overview:** The below table provides a full overview of vacancies in Greater Cambridge in January 2021, how this compares to April 2020, January 2020 and a national comparison.

| Employment Sector | Vacancies in Greater Cambridge: January 2021 | Greater Cambridge % Difference January 2020-2021 | Greater Cambridge % Difference April 2020-January 2021 | National % Difference January 2020-2021 | National % Difference April 2020-January 2021 |
|---|---|---|---|---|---|
| HUMAN HEALTH AND SOCIAL WORK ACTIVITIES | 592 | 7.8 | 45.5 | 9.7 | 27.0 |
| EDUCATION | 452 | -18.9 | 177.3 | -35.6 | 87.7 |
| PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES | 374 | 16.1 | 181.2 | -20.6 | 131.2 |
| MANUFACTURING | 310 | -1.0 | 181.8 | -21.0 | 148.3 |
| WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES AND MOTORCYCLES | 141 | 23.7 | 213.3 | -25.1 | 188.1 |
| ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES | 87 | 29.9 | 278.3 | -33.2 | 163.3 |
| INFORMATION AND COMMUNICATION | 105 | -2.8 | 144.2 | -10.9 | 126.6 |
| ACCOMMODATION AND FOOD SERVICE ACTIVITIES | 28 | -65.0 | 300.0 | -74.0 | 187.6 |
| OTHER SERVICE ACTIVITIES | 55 | -12.7 | 150.0 | -12.1 | 124.7 |
| PUBLIC ADMINISTRATION AND DEFENCE; COMPULSORY SOCIAL SECURITY | 78 | 13.0 | 310.5 | -2.9 | 209.7 |
| FINANCIAL AND INSURANCE ACTIVITIES | 52 | -13.3 | 85.7 | -17.5 | 125.4 |
| CONSTRUCTION | 53 | -11.7 | 657.1 | 1.8 | 340.7 |
| TRANSPORTATION AND STORAGE | 26 | -13.3 | 333.3 | -15.9 | 262.3 |
| REAL ESTATE ACTIVITIES | 28 | -20.0 | 250.0 | -23.4 | 144.3 |
| ARTS, ENTERTAINMENT AND RECREATION | 13 | -50.0 | 333.3 | -50.8 | 255.8 |
| OTHER SECTORS* | 12 | -55.6 | 300.0 | -15.7 | 205.3 |

**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*