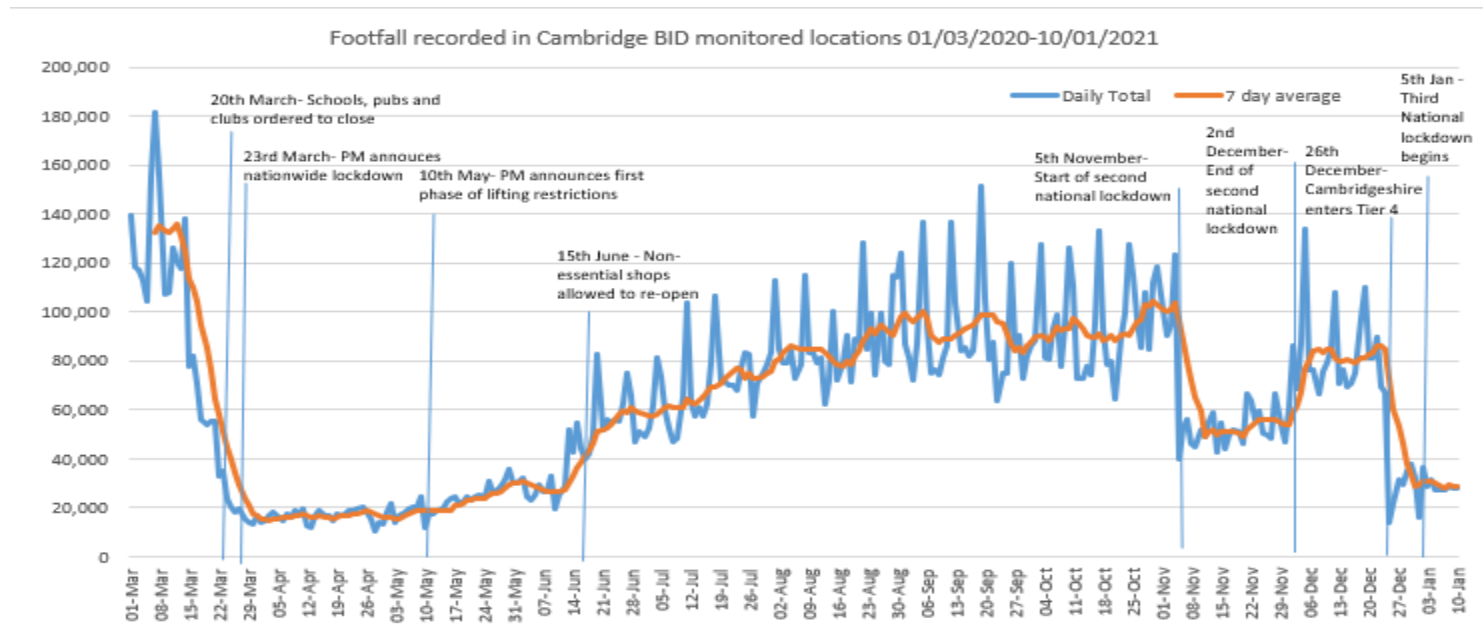


# Consumer Behaviour – Footfall

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

## Overview:

- Cambridge BID data for the city centre indicates that retail footfall saw rapid decreases from the 26<sup>th</sup> of December, when Cambridgeshire entered Tier 4, and this has continued as we have entered a third national lockdown.
- Footfall was down by -80% in the latest week when compared to the same week in January 2020.



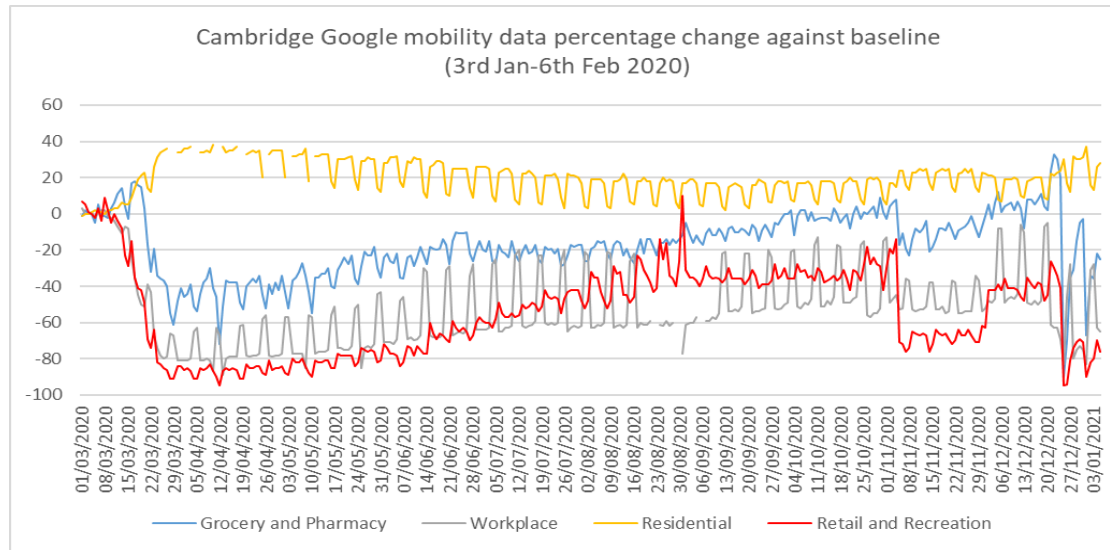
## Cambridge BID footfall data:

- Retail footfall increased at the beginning of December, due to Cambridgeshire entering Tier 2 at the end of the second national lockdown on the 2<sup>nd</sup> of December. However, this saw rapid decreases from the 26<sup>th</sup> of December, when Cambridgeshire entered Tier 4, and this has continued as we have entered a third national lockdown.
- In the latest week (04/01/21-10/01/21), retail footfall decreased by a further -8% when compared to the week before (28/12/20-03/01/21), highlighting the impact of the lockdown. The week prior saw a -43% decrease when Cambridgeshire went into Tier 4. Footfall in the latest week was down by -80% when compared to the same point last year.

# Consumer Behaviour – Google Mobility Data

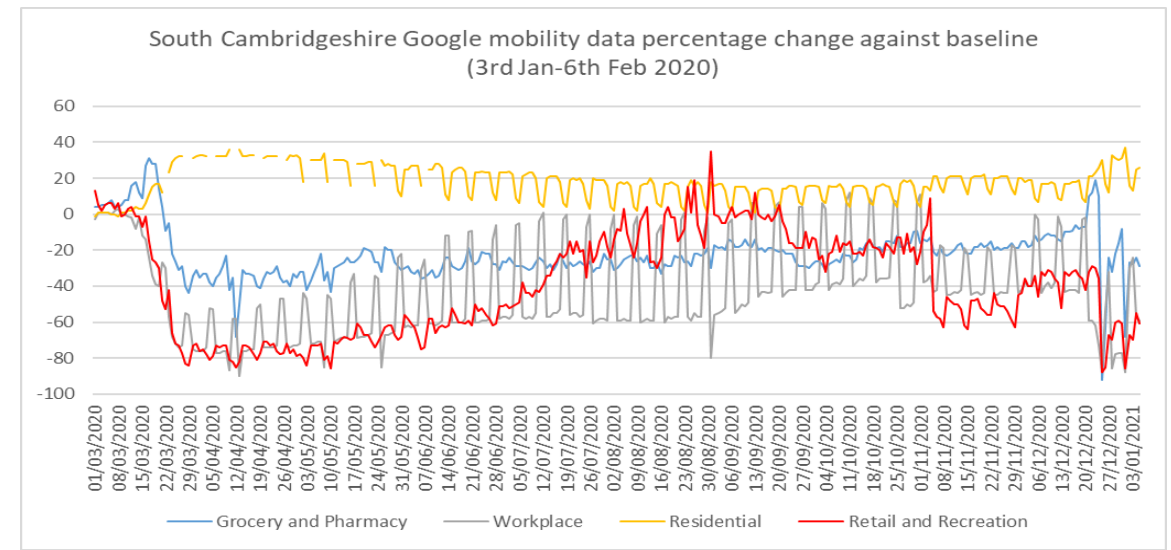
## Overview:

- 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 (5<sup>th</sup> January) compared to the median of the corresponding day in the baseline period (3rd Jan-6th Feb)



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

- Grocery visits did not change in the 7 days to 5th January and are -27% below the baseline.
- Workplace visits were 4% closer to the baseline in the last 7 days compared to the 7 days prior and are now -60% below the baseline.
- Residential visits were 2% closer to the baseline in the last 7 days and are now 26% above the baseline.
- Retail and recreation visits were -7% further from the baseline in the 7 days to 5th January compared to the 7 days prior and are now -77% lower than the baseline.



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

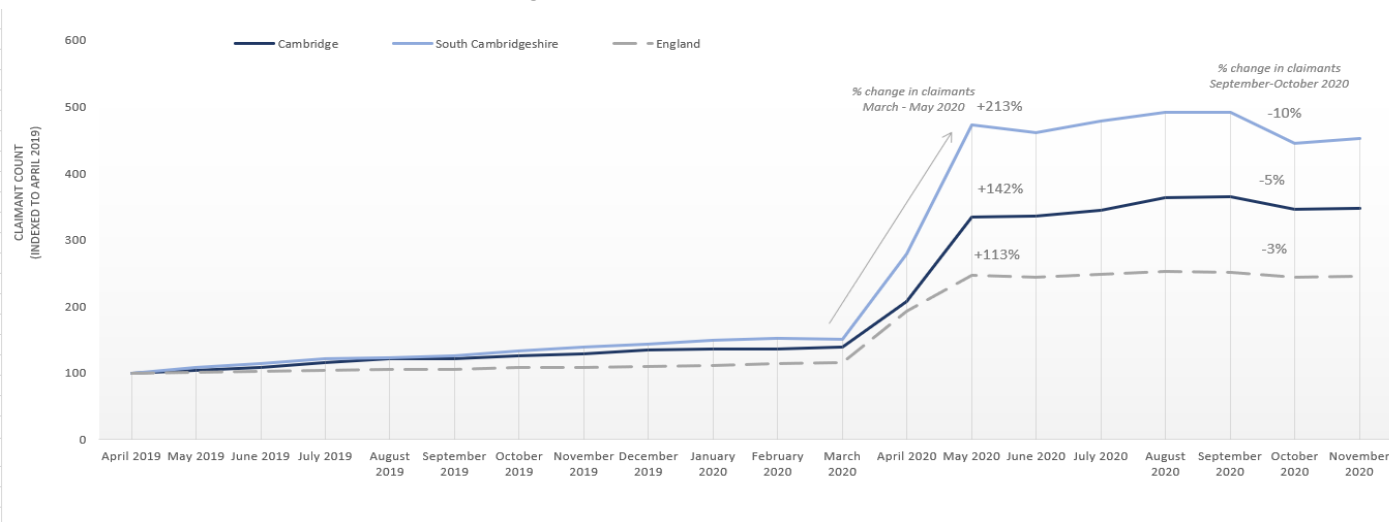
- Grocery visits were 1% closer to the baseline in the 7 days to 5th January compared to the 7 days prior and are now -29% below the baseline
- Workplace visits were 9% closer to the baseline in the last 7 days and are now -59% below the baseline.
- Residential visits were 1% closer to the baseline in the last 7 days compared to the 7 days prior and are now 25% above the baseline.
- Retail and recreation visits were -3% further from the baseline in the last 7 days compared to the 7 days prior and are now -66% lower than the baseline.

# Labour Market – Claimant Count

## Overview:

- Following decreases in the October 2020 data, November 2020 showed small increases in claimant counts, with a 0.6% increase in Cambridge and 1.5% in South Cambridgeshire.
- In total, **6,675 people or 4% of people aged 16+ in Greater Cambridge are currently claiming (November 2020)**. In South Cambridgeshire, a higher proportion (6.4%) of 18-24 year olds are currently claiming, compared the whole population 16+ (3.2%)

Claimant Count data across Greater Cambridge, to 30<sup>th</sup> November 2020



November 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
<b>Age</b>	<b>Claimant Rate (arrow indicates monthly change)</b>				
16+	4.1% (3,580)	↔	3.2% (3,095)	↑	6.4%
16-17	0.6% (15)	↔	0.0% (0)	↓	0.3%
18-24	2.7% (685)	↔	6.4% (600)	↔	9.1%
25-49	5.2% (2,110)	↔	3.4% (1,710)	↑	6.9%
50+	2.2% (770)	↑	1.2% (780)	↓	2.5%

\*figures may not add up due to rounding

- **6,675 claimants\*** across the GCP area; **3.7% of people aged 16+**, 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. November 2020 showed small increase in claimant counts again, with a 0.6% increase in Cambridge and 1.5% in South Cambridgeshire.**
- **South Cambridgeshire has seen the biggest increases in claimants across the period March – November 2020.** Despite this, it still has the lowest proportion of residents aged 16-64 claiming (3.2%) compared to the rest of the county.

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

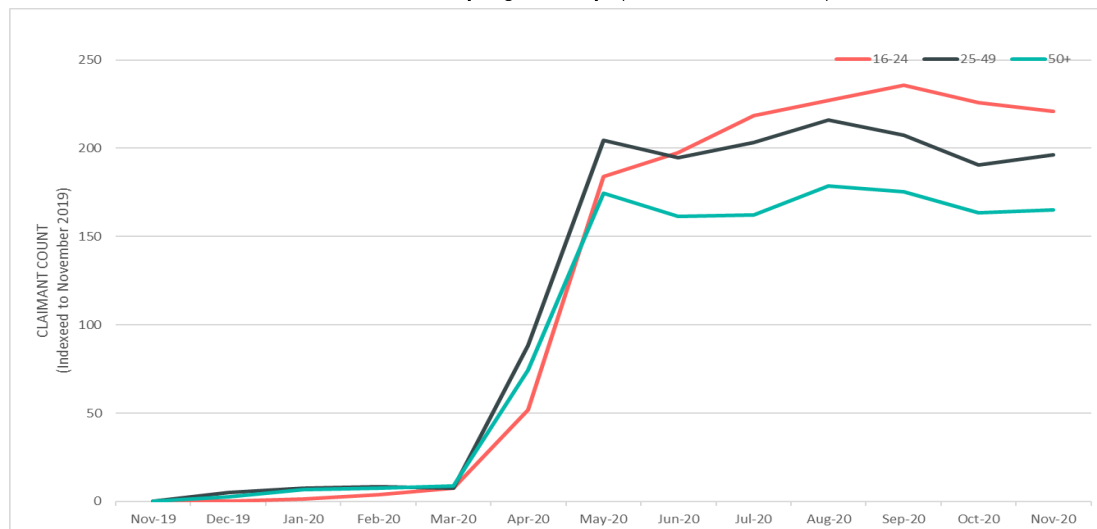
	November 2020	Compared to March 2020 (number/%)	Proportion of residents 16-64 claiming (November 2020)
Cambridge City	3,580	+2,155 (+150%)	4%
South Cambridgeshire	3,095	+2,060 (+199%)	3%
Cambridgeshire	16,335	+9,830 (+151%)	4%

# Labour Market – Claimant Count by Age and Location

## Overview:

- Over the period May to November 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 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 November 2020 are all in Cambridge City**, with **Kings Hedges having the highest claimant rate (9.4%)** across Greater Cambridge.
- Looking at the **changes in claimant rate from November 2019** indicates that the following wards have seen the highest levels of change: **The Mordens (+550%), Girton (467%), Newnham (400%)**. **Note low bases – In November 2019 Girton had a claimant count of 15 and Newnham and The Mordens had claimant counts of 10**.
- The areas with the highest levels of claimants have seen relatively low levels of change** (all less than +206%) in comparison to the wards listed above – this highlights the higher base for claimants in these areas.

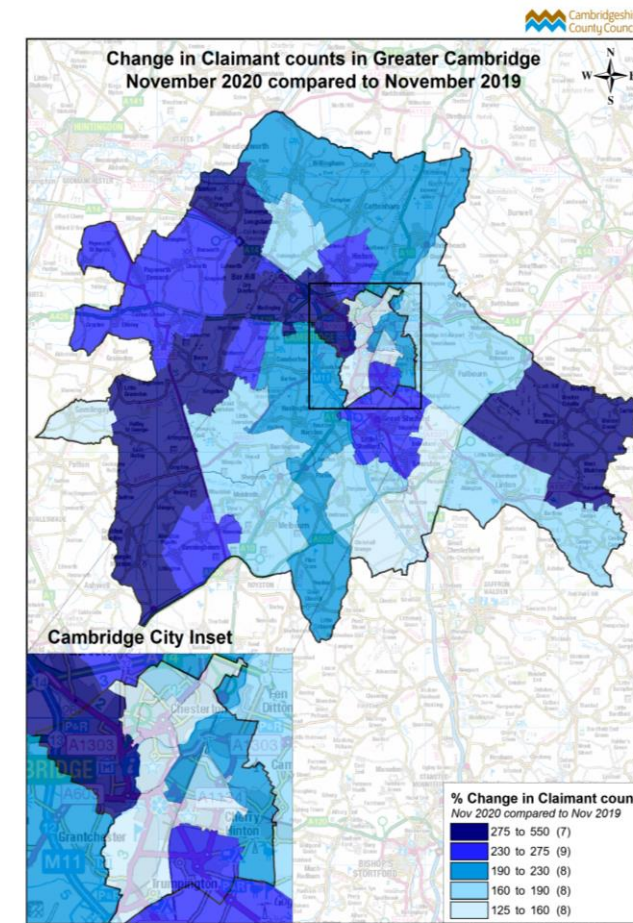
November Claimant Counts by Age Group (Indexed to 2019)



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

Ward	Claimant Rate - November
Kings Hedges	9.4
Arbury	6.8
Abbey	6.5
East Chesterton	6.5
Cherry Hinton	5.2

*The wards with the highest claimant rate remain the same as they did in October 2020, however all areas have shown an increase in claimant rates and Arbury and Abbey have swapped places.*





# Labour Market – Job Retention Scheme

## Overview:

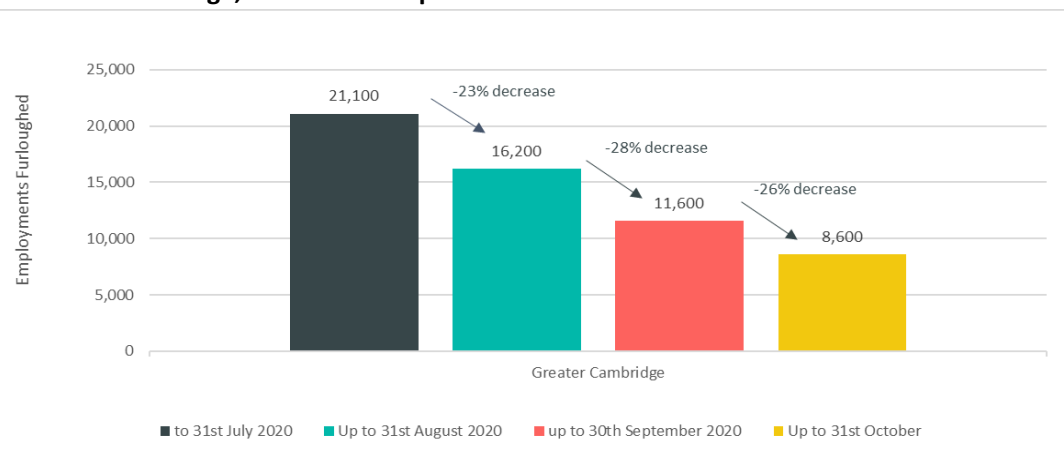
- 8,600 employments furloughed as at **October 31<sup>st</sup> 2020**, representing **7% of employees**.
- **The number of employments furloughed has been noticeably less in wave 2** than wave 1. Numbers have fallen month on month, with a decrease by -26% from the end September across Greater Cambridge.

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

Since the beginning of July 2020, the second wave of the governments coronavirus job retention scheme opened. In the second wave, employers have had the flexibility to bring furloughed employees back to work part time. Additionally, employers have the flexibility to decide the hours and shift patterns of their employees – with the government continuing to pay 80% of salaries for the hours they do not work.

On 5 November 2020, an extension to the scheme was announced and it is anticipated that the CJRS will now remain open until 31 March 2021. However, this will be analysed separately as a third wave as employers do not need to have used the CJRS previously indicating slight differences in the eligibility criteria. Data on wave 3 is yet to be released.

Number of employments furloughed under the Government's Job Retention Scheme (JRS) in Greater Cambridge, second wave up until 31<sup>st</sup> October



- In Greater Cambridge, there were **8,600 employments furloughed as at October 31<sup>st</sup> 2020\***, representing **7% of employees aged 16-64**, this decreased by -26% from the end of September, when there were 11,600 employments furloughed, accounting for 9% of employees aged 16-64.
- At the beginning of wave 1, **at the end of July, there were 21,100 employments furloughed in Greater Cambridge, accounting for 16% of employees aged 16-64**, this has gradually decreased each month, highlighting the reduction in furlough support.
- **There have been noticeably less employments furloughed in wave 2 compared to wave 1**, where 36,600 employments (28% of employees) were furloughed by the end of June 2020.

*\*This update presents CJRS statistics as at 31 October and revised figures for the period from July to September incorporating additional claims submitted up to the 30 November deadline. Further changes from the start of August, September and October gradually reduced the total level of support available for each furloughed employee up to the end of October.*

# Labour Market – Self Employment Income Support Scheme

## Support Scheme

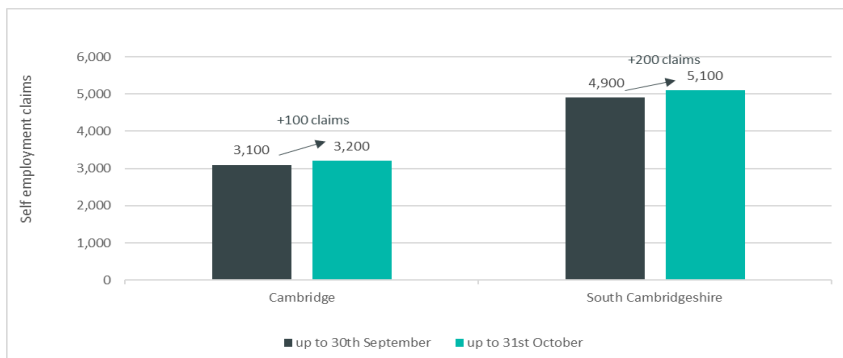
### Overview:

- **8,300 claims** have been made to the Self Employment Income Support Scheme (SEISS) to the end of October, worth **£22.9m** in the second grant wave.
- **Take-up of the SEISS has been lower in wave 2** compared to wave 1, and take up remains lower in Greater Cambridge than regional and national rates.

The Self-Employment Income Support Scheme grant has been extended to provide 2 further grants, each available for 3 month periods covering November 2020 to January 2021 and February 2021 to April 2021. The eligibility criteria for these grants are the same as the grants in the first two waves of the scheme. Data on wave 3 is yet to be released.

The first wave of the governments self employment income support scheme saw 9,400 claims made across Greater Cambridge (worth £29.6m) up to 31<sup>st</sup> July 2020.

Number of claims to the Government's Self-Employment Income Support Scheme (SEISS) in Greater Cambridge, Second grant wave up to 31<sup>st</sup> October\*



### SEISS up until 31<sup>st</sup> October (second grant wave)

- **8,300 claims** to the SEISS across Greater Cambridge to 31<sup>st</sup> October 2020\* – worth **£22.9m** (claims in wave 1 were worth £29.6m over 9,400 claims).
- Cambridge has seen **lowest number of claims** (3,200), and **lowest value of claims** (£8.4m) across the county. **South Cambridgeshire saw more claims** (5,100), to a higher value (£14.5m).
- Average claim value in Cambridge (£2,600) is lower than South Cambridgeshire (£2,800).

\*Applications for the second wave of the SEISS closed on the 19<sup>th</sup> October

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

- The Wave 2 SEISS take-up rate across Greater Cambridge increased from 62% at the end of September to 64% by the end of October, in line with regional and national monthly increases.
- This is still lower than the regional take up rate of 68% and the national at 69%.

# Labour Market – Vacancies

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

## Overview:

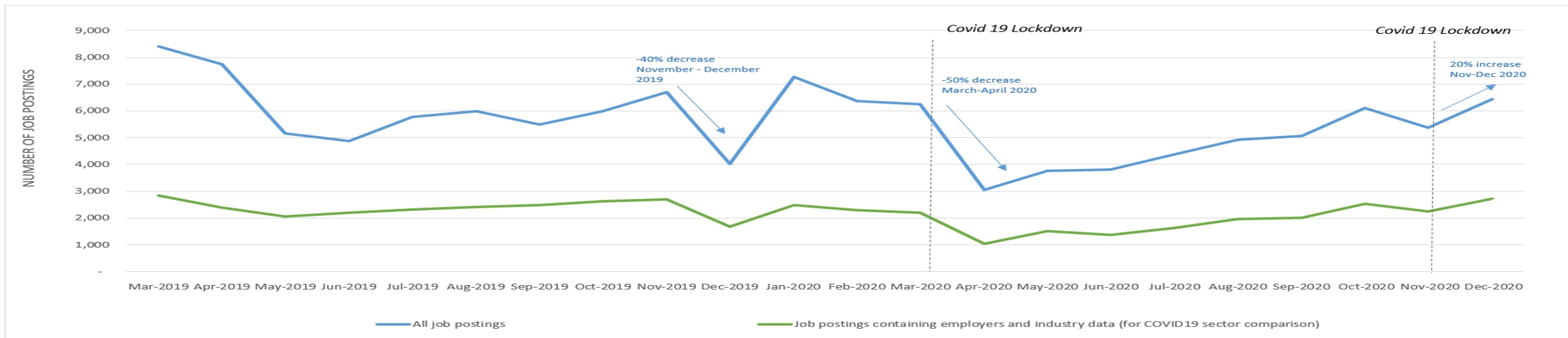
- In December 2020, total postings were the highest they have been since January 2020, with a 20% increase from November 2020. Nationally, job postings decreased by -2% in the same period.
- December 2020 postings were 60% higher than December 2019.
- Job postings were up by 7% in the last three months compared to the same period last year.

- There were **6,437 postings across Greater Cambridge in December 2020, up by 20% from November**. Nationally, job postings decreased by -2% in the same period.
- **In December 2020, job postings were the highest they have been since January 2020 and were 60% higher than December 2019.**
- Looking at the last three months (October-December) **job postings were up by -7.4% when compared to October to December in 2019.**

Job postings from October to December in 2020 compared to 2019

District	Oct-Dec 2019	Oct-Dec 2020	% Difference
Cambridge	15,711	16,705	6.3
South Cambridgeshire	982	1,219	24.1
Greater Cambridge	16,693	17,924	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:

- Increased vacancies in December 2020 has resulted in most employment sectors having more vacancies than the same time last year.
- All sectors have seen increased vacancies since April 2020, both locally and nationally.**

Employment Sector	Vacancies in Greater Cambridge: December 2020	Greater Cambridge % Difference April-December 2020	National % Difference April-December 2020
HUMAN HEALTH AND SOCIAL WORK ACTIVITIES	714	▲ 75.4	▲ 39.8
EDUCATION	676	▲ 314.7	▲ 142.5
PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES	383	▲ 188.0	▲ 141.7
MANUFACTURING	297	▲ 170.0	▲ 140.8
WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES AND MOTORCYCLES	123	▲ 173.3	▲ 189.6
ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES	54	▲ 134.8	▲ 152.8
INFORMATION AND COMMUNICATION	118	▲ 174.4	▲ 112.9
ACCOMMODATION AND FOOD SERVICE ACTIVITIES	40	▲ 471.4	▲ 285.8
OTHER SERVICE ACTIVITIES	51	▲ 131.8	▲ 83.5
PUBLIC ADMINISTRATION AND DEFENCE; COMPULSORY SOCIAL SECURITY	101	▲ 431.6	▲ 171.8
FINANCIAL AND INSURANCE ACTIVITIES	52	▲ 85.7	▲ 110.8
CONSTRUCTION	41	▲ 485.7	▲ 230.0
TRANSPORTATION AND STORAGE	24	▲ 300.0	▲ 258.5
REAL ESTATE ACTIVITIES	25	▲ 212.5	▲ 108.0
ARTS, ENTERTAINMENT AND RECREATION	6	▲ 100.0	▲ 378.8
OTHER SECTORS*	17	▲ 466.7	▲ 210.9

\*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.**

December 2020 saw an increase **in vacancies by 20%** from November 2020, the following sectors are the only areas which have less vacancies than the same time last year<sup>1</sup>:

- Arts, Entertainment and Recreation**
- Accommodation and Food Service activities**
- Transportation and Storage**

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

The employment sectors which have seen the largest increases since the same time last year are:

- Information and Communication**
- Human Health and Social work activities**
- Public Administration and Defence; Compulsory social security**

However, it should be noted that **job postings saw a decrease of -40% in Greater Cambridge from November to December 2019, and they were at the lowest point of 2019.**

<sup>1</sup>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 Decemner 2020, how this compares to April 2020, December 2019 and a national comparison.

Employment Sector	Vacancies in Greater Cambridge: December 2020	Greater Cambridge % Difference December 2019-2020	Greater Cambridge % Difference April-December 2020	National % Difference December 2019-2020	National % Difference April-December 2020
HUMAN HEALTH AND SOCIAL WORK ACTIVITIES	714	▲ 122.4	▲ 75.4	▲ 90.9	▲ 39.8
EDUCATION	676	▲ 47.3	▲ 314.7	▲ 30.5	▲ 142.5
PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES	383	▲ 55.1	▲ 188.0	▲ 27.0	▲ 141.7
MANUFACTURING	297	▲ 32.6	▲ 170.0	▲ 9.4	▲ 140.8
WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES AND MOTORCYCLES	123	▲ 30.9	▲ 173.3	▲ 14.3	▲ 189.6
ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES	54	▲ 5.9	▲ 134.8	▲ 15.4	▲ 152.8
INFORMATION AND COMMUNICATION	118	▲ 210.5	▲ 174.4	▲ 34.6	▲ 112.9
ACCOMMODATION AND FOOD SERVICE ACTIVITIES	40	▼ -16.7	▲ 471.4	▼ -41.7	▲ 285.8
OTHER SERVICE ACTIVITIES	51	▲ 41.7	▲ 131.8	▲ 35.7	▲ 83.5
PUBLIC ADMINISTRATION AND DEFENCE; COMPULSORY SOCIAL SECURITY	101	▲ 110.4	▲ 431.6	▲ 29.4	▲ 171.8
FINANCIAL AND INSURANCE ACTIVITIES	52	▲ 57.6	▲ 85.7	▲ 21.4	▲ 110.8
CONSTRUCTION	41	▲ 105.0	▲ 485.7	▲ 26.0	▲ 230.0
TRANSPORTATION AND STORAGE	24	▼ -7.7	▲ 300.0	▲ 32.6	▲ 258.5
REAL ESTATE ACTIVITIES	25	▲ 38.9	▲ 212.5	▲ 12.7	▲ 108.0
ARTS, ENTERTAINMENT AND RECREATION	6	▼ -50.0	▲ 100.0	▬ 3.7	▲ 378.8
OTHER SECTORS*	17	▬ 0.0	▲ 466.7	▲ 22.5	▲ 210.9

\*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