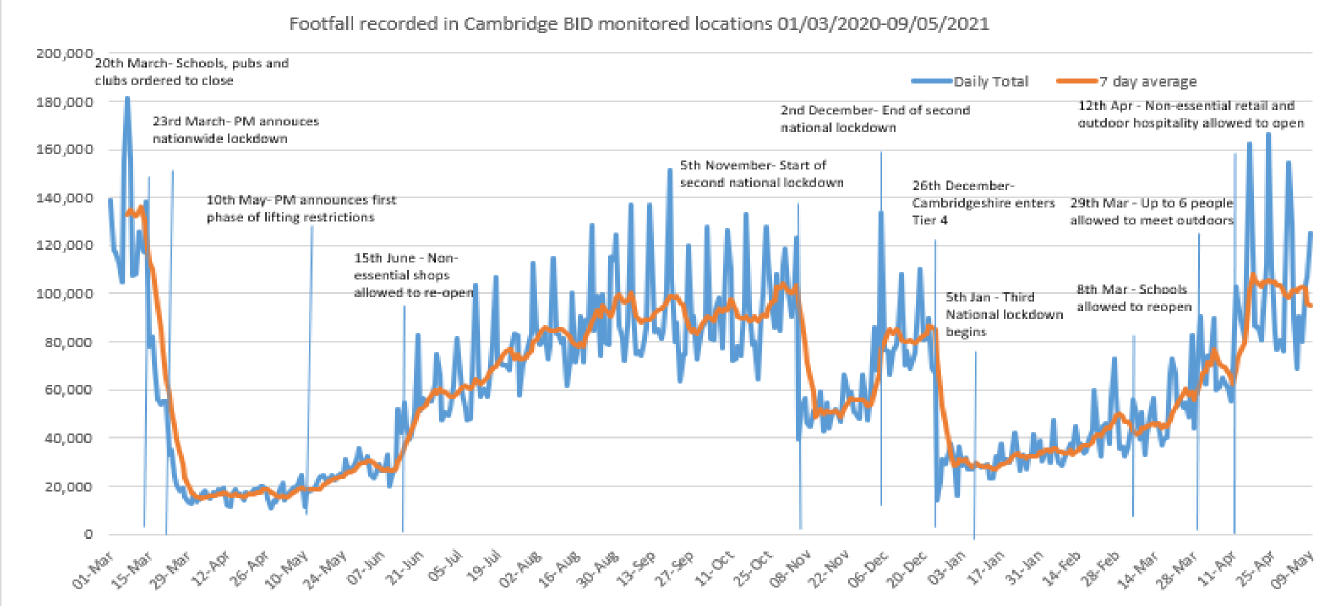
Consumer Behaviour – Footfall

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

Overview:

- Comparing average daily footfall in May overall to April overall shows a 23% increase, this highlights the impact of restrictions easing into step 3 of the governments roadmap on the 17th of May.
- Overall retail footfall was down by -22% when comparing May 2021 overall to a pre-Covid-19 period*



Cambridge BID footfall data:

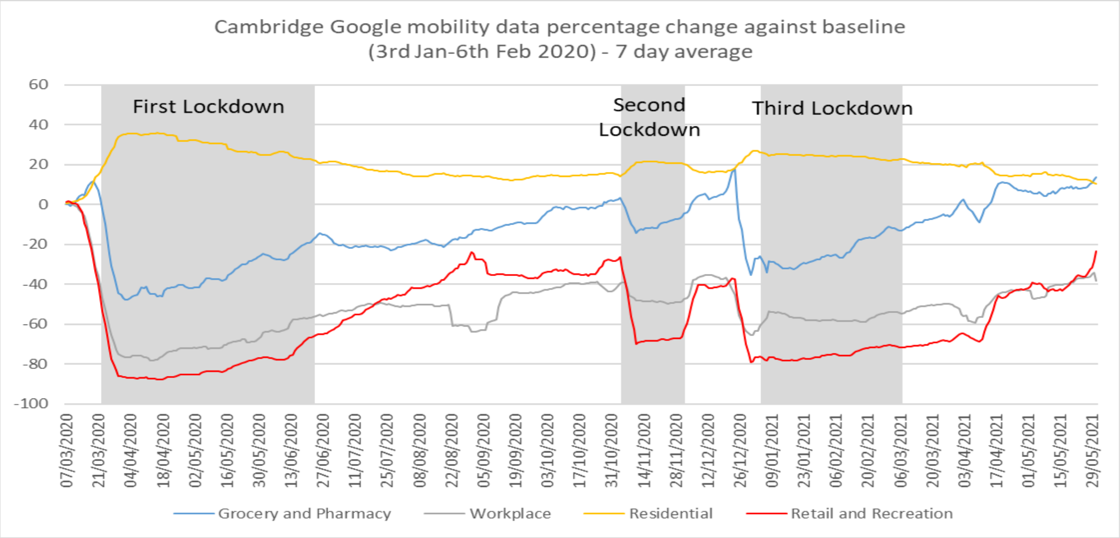
- Comparing average daily footfall in May overall to April overall shows a 23% increase, this highlights the impact of restrictions easing into step 3 of the governments roadmap on the 17th of May.
- Overall retail footfall across all Cambridge City locations saw an increase of 16% in the latest week (31/05/2021-06/06/2021) when comparing overall counts to the week before (24/05/2021-30/05/2021). This is influenced by the half-term break which generally sees increased footfall traffic.
- Overall retail footfall was down by -22% when compared to a pre-Covid-19 period*

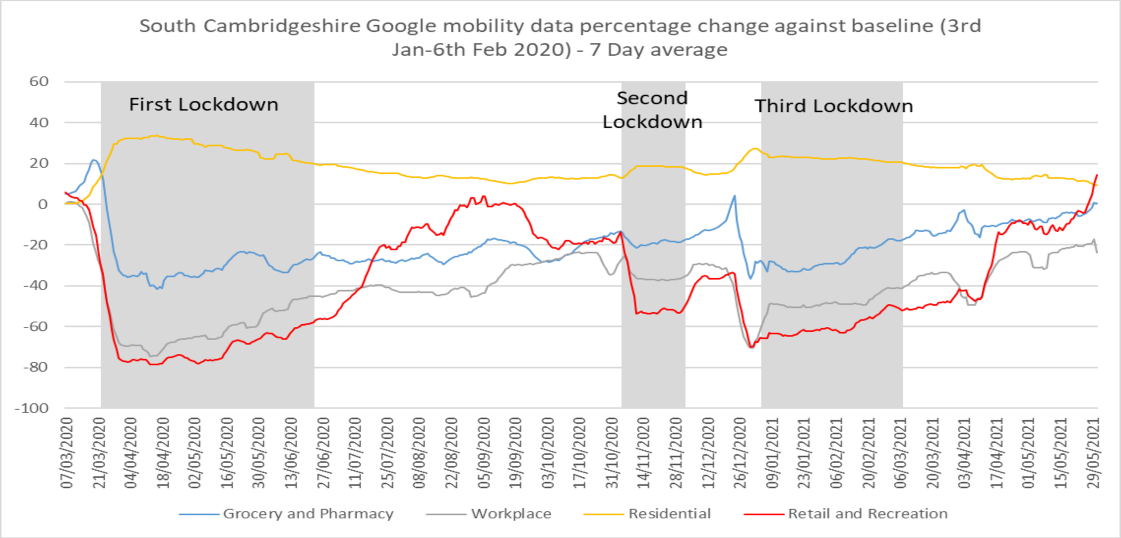
**The pre-Covid-19 comparison period is February 2020. For this comparison, all sensors except Kings Parade are used as this was recalibrated during 2021 making the figures incomparable to 2020.*

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 (31st May 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 2020 baseline):

- Grocery visits increased by 6% in the 7 days to 31st May and are now 14% above the baseline.
- Workplace visits decreased by -1% in the last 7 days compared to the 7 days prior and are now -38% below the baseline.
- Residential visits decreased by -2% in the last 7 days and are 10% above the baseline.
- Retail and Recreation visits increased by 13% in the 7 days to 31st May compared to the 7 days prior and are now -23% lower than the baseline.

South Cambridgeshire Mobility data (based on Jan/Feb 2020 baseline):

- Grocery visits increased by 6% in the 7 days to 31st May compared to the 7 days prior and are now 1% above the baseline.
- Workplace visits decreased by -3% in the last 7 days and are now -24% below the baseline.
- Residential visits decreased by -2% in the last 7 days compared to the 7 days prior and are 9% above the baseline.
- Retail and recreation visits increased by 18% in the last 7 days compared to the 7 days prior and are now 14% above the baseline.

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

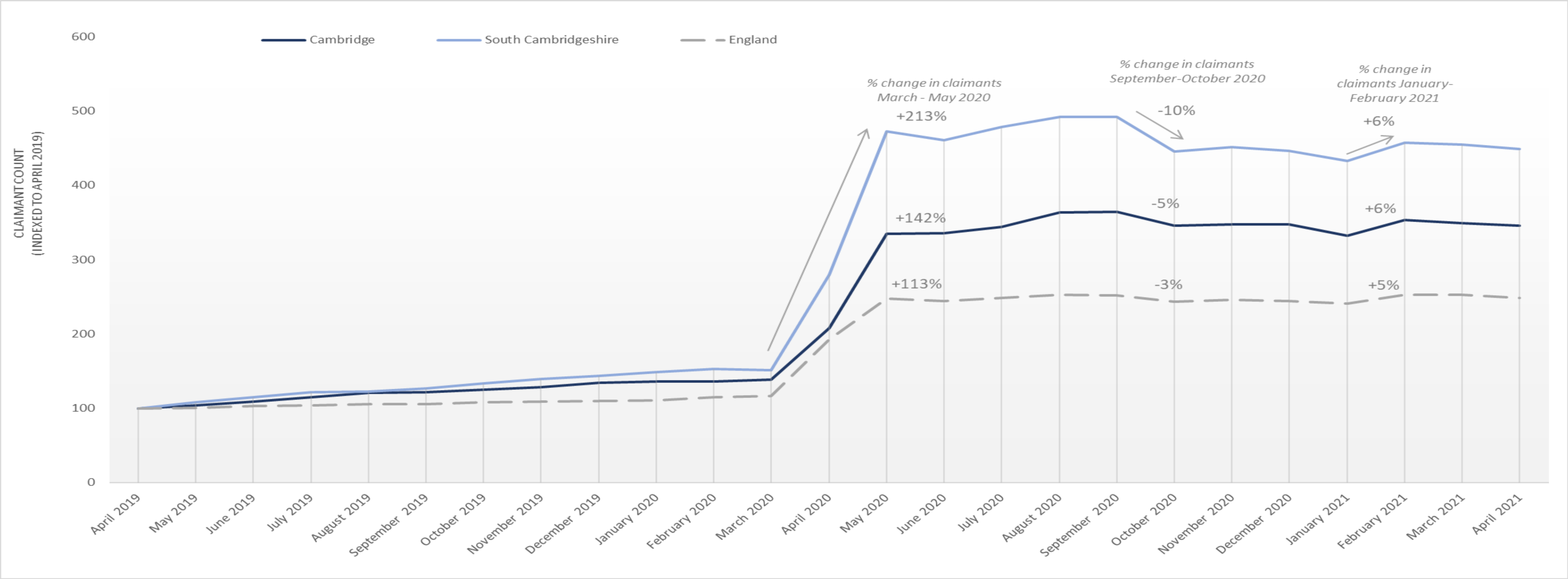
Google LLC "*Google COVID-19 Community Mobility Reports*". https://www.google.com/covid19/mobility/ Accessed: 04/06/2021

Labour Market – Claimant Count

Overview:

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

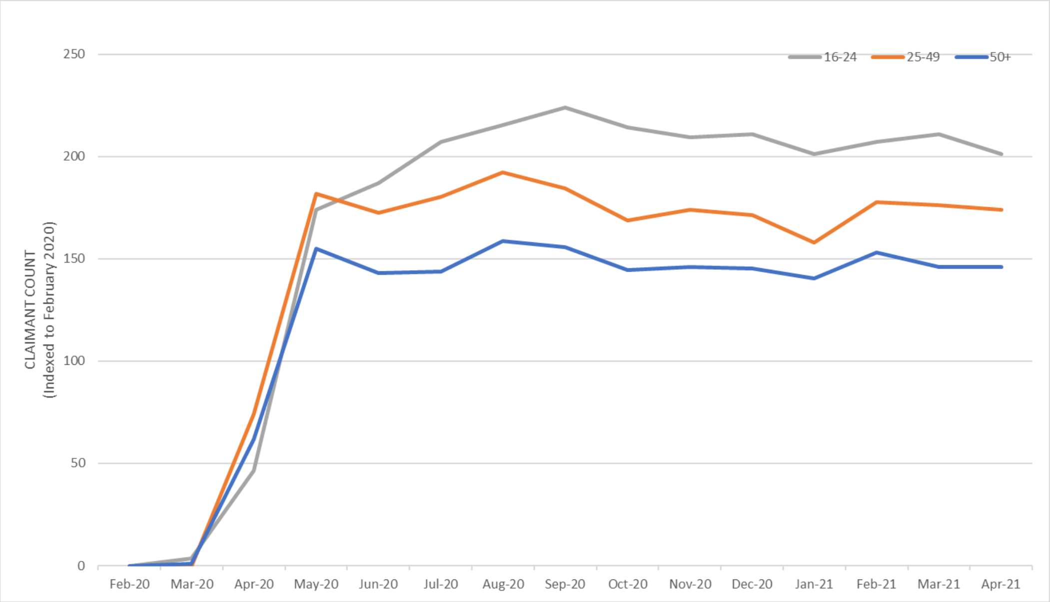
**this figure includes all residents over the age of 16 (not just working age)*

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.**

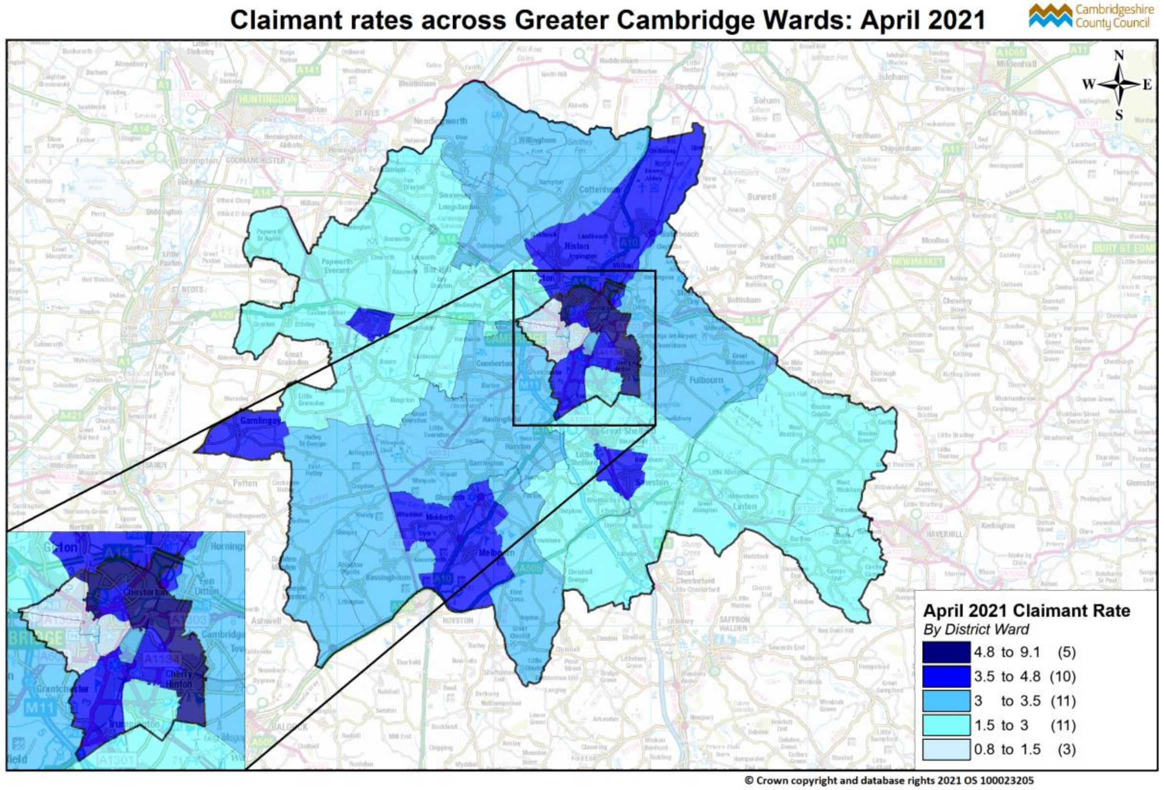
- The **top 10 wards with the highest claimant rates in April 2021 are all in Cambridge City (except for Sawston and Melbourne which are 9th and 10th highest respectively)**, with **Kings Hedges having the highest claimant rate (9.0%)** across Greater Cambridge.

- **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

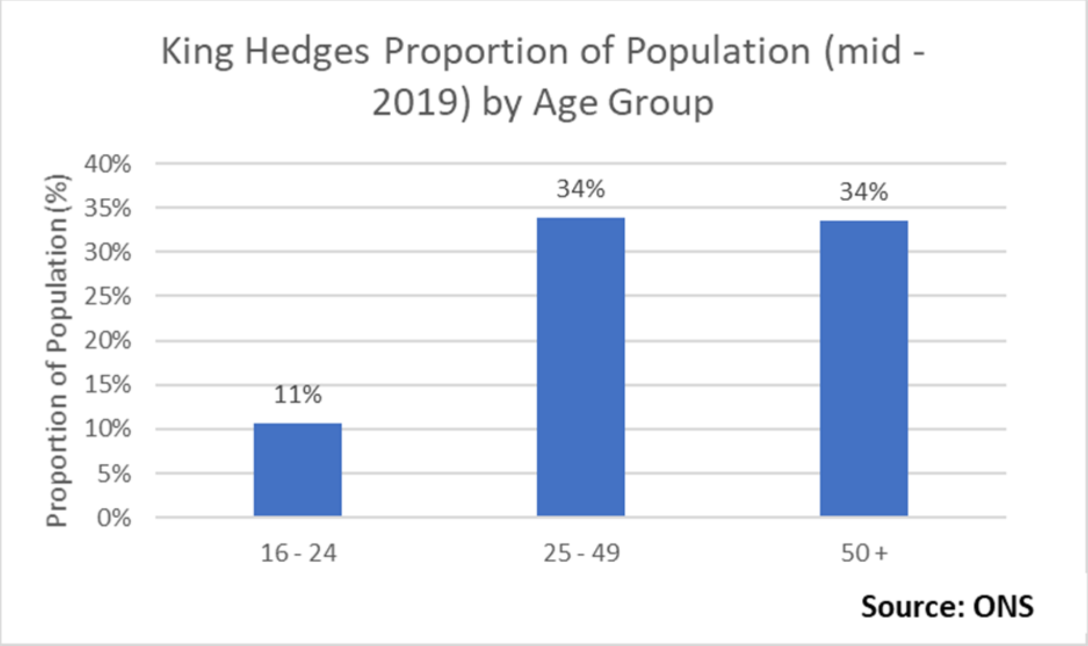
The top 5 wards with the highest claimant rate remain the same as they did in March 2021, with King Hedges and Cherry Hinton showing slight decreases.

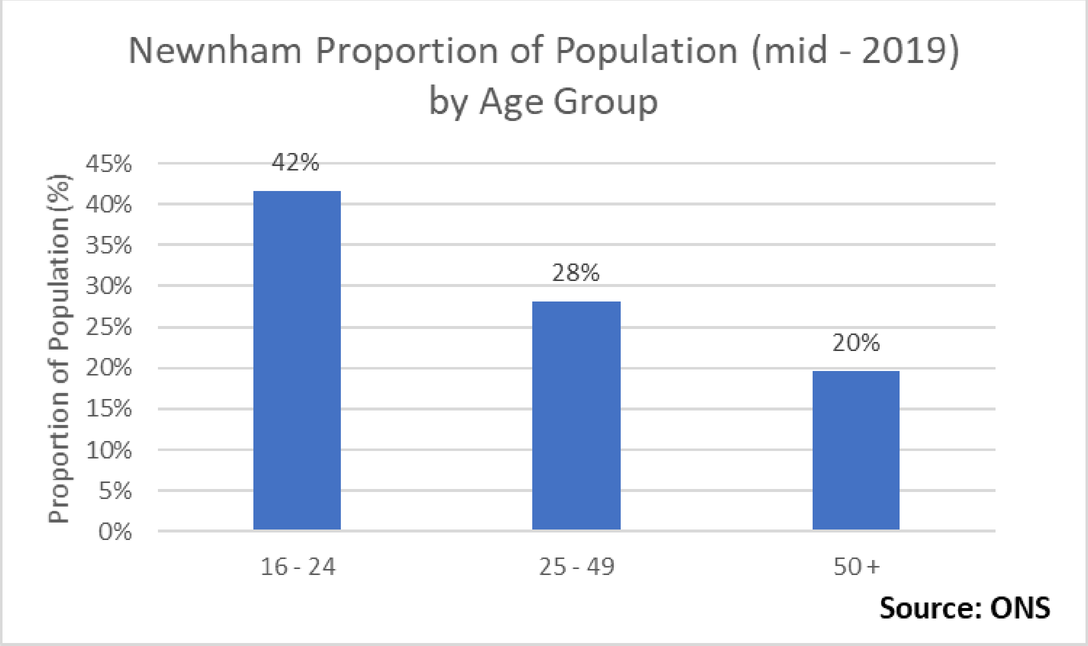


Labour Market – Ward Population Profiles

Overview:

- Across the Greater Cambridge area, wards with the highest claimant rates (April 2021) had lower proportions of 16–24 year olds compared with wards that had lower claimant rates, which had a higher proportion of 16-24 year olds.





- Across the Greater Cambridge area, wards with the highest claimant rates (April 2021) had lower proportions of 16–24 year olds compared with wards which had lower claimant rates, which had a higher proportion of 16-24 year olds.

- **The 16–24 year old age group only represents 11% of King's Hedges (9.0% Claimant Rate) total population. In Newnham (0.8% Claimant Rate) this age group represents 42% of the total population, this is +31% more than in King's Hedges . This can be observed in the top three highest and lowest claimant rate wards. Low claimant rates may reflect the influence of the student population.**

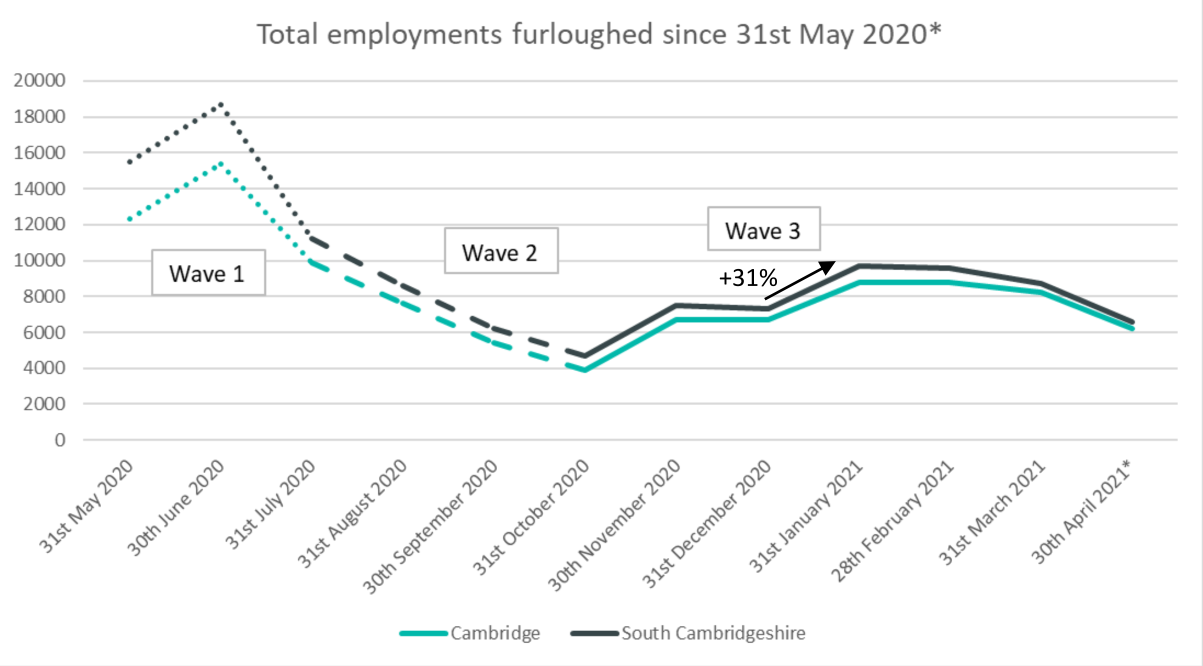
Labour Market – Job Retention Scheme

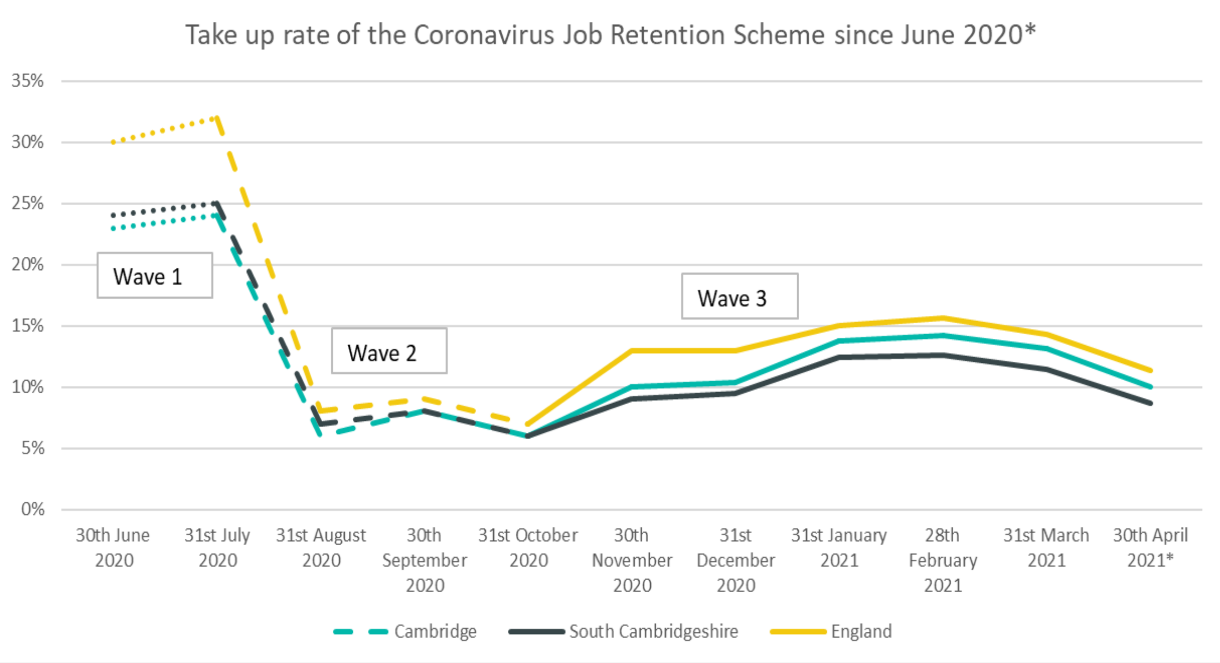
Overview:

- 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, both accounting 10% of employees aged 16-64, this is in line with Cambridgeshire overall (10%) but lower than nationally (12%).
- **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.



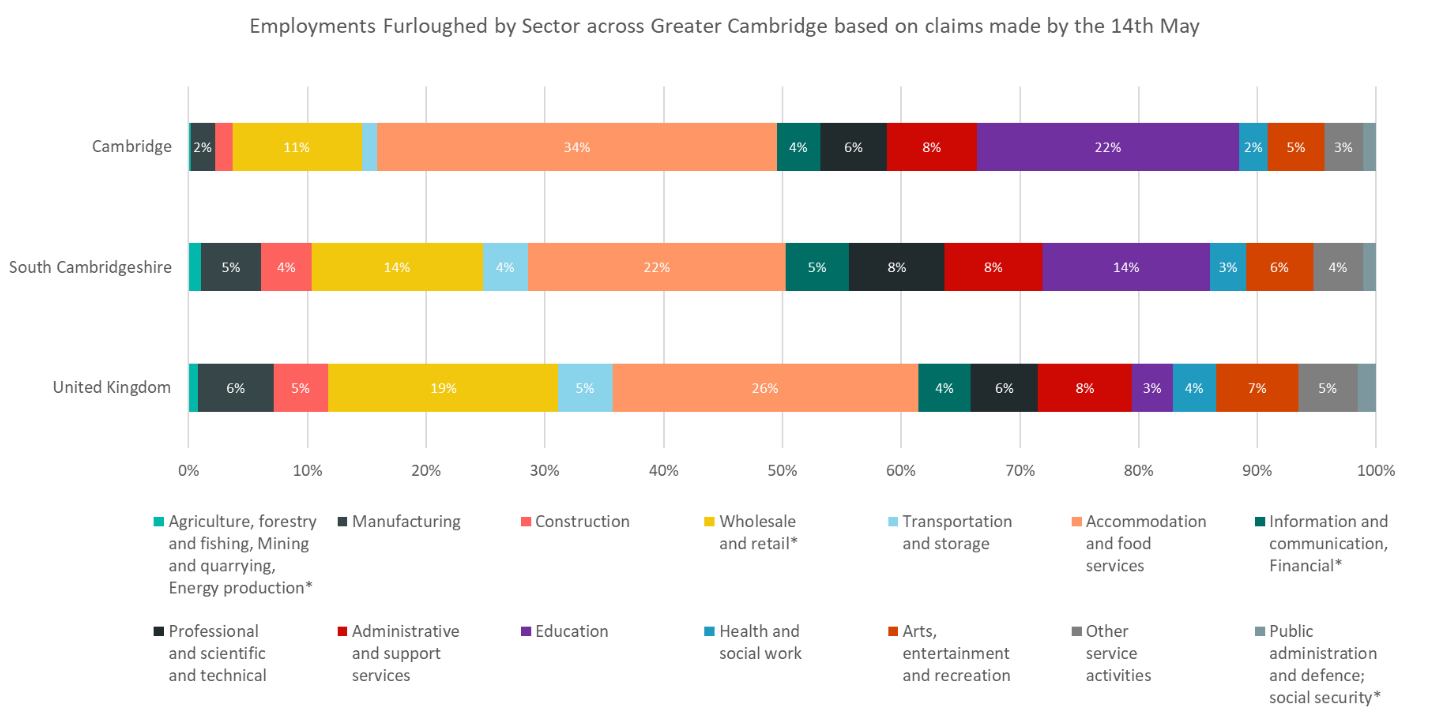


The number of employments furloughed are not directly comparable across waves as there are differences in eligibility criteria and claim values.
April 2021 data is provisional and subject to change

Labour Market – Furloughed by Sector

Overview:

- Across the Greater Cambridge area overall, **the sector with highest proportion of employments furloughed (28%) is the Accommodation and Food services sector.**
- **The Education sector accounts for a higher proportion of employments furloughed locally than it does nationally** (18% across the Greater Cambridge area overall compared with 3% nationally), **this is most notable in Cambridge (22%).**



**The sectors in the chart above have been abbreviated for clarity, the full list of sector names can be seen in the notes below.*

- **Across the Greater Cambridge area overall, the sector with highest proportion of employments furloughed (28%) is the Accommodation and Food services sector.** This compares to 26% of employments furloughed nationally. **Cambridge has a higher proportion of employments furloughed in this sector (34%) than South Cambridgeshire (22%).**
- **The Education sector accounts for a higher proportion of employments furloughed locally than it does nationally**. Across the Greater Cambridge area overall, 18% of employments furloughed were in this sector. This compares to 3% nationally, a 15% difference. **Cambridge has a higher proportion of employments furloughed in this sector (22%) than South Cambridgeshire (14%).**
- The Professional, Scientific and Technical sector accounted for 7% of employments furloughed across the GCP area, 8% in South Cambridgeshire and 6% in Cambridge. Nationally it accounted for 6%.

Labour Market – Self Employment Income Support Scheme

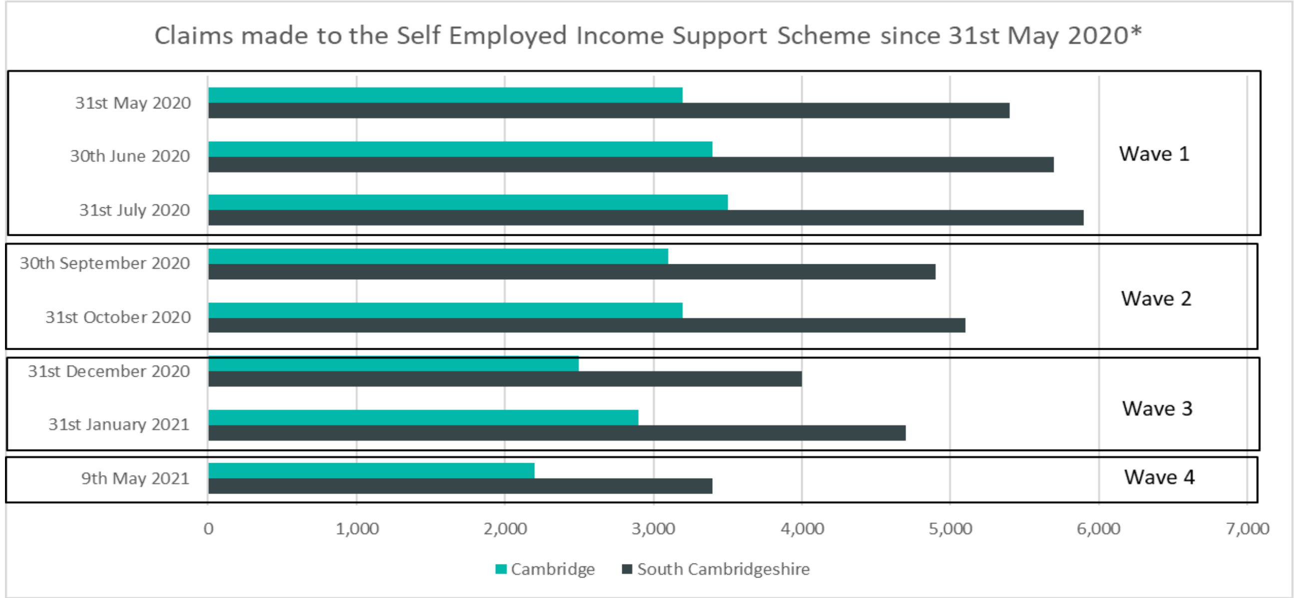
Overview:

- **Greater Cambridge has had lower take up rates of the SEISS in all three waves compared to regionally and nationally.**
- **£92.9 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.

The third wave of the scheme saw 7,600 claims made across Greater Cambridge (worth £23.3m) to the 31st January 2021.



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 £17.1m. 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 May 2021, **there were 6,722 postings across Greater Cambridge.**
- **From April 2021 to May 2021, postings increased by 6% across Greater Cambridge. Nationally, job postings increased by 8% in this period. When compared to a pre-Covid-19 period* job postings were up by 9%.**
- **Job postings were up by 54%** in the last three months compared to the same period last year.

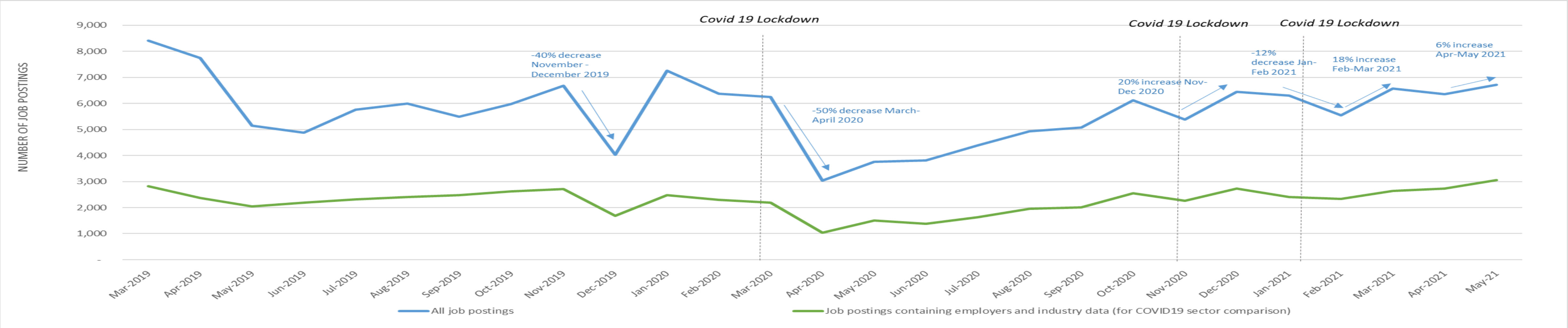
- There were **6,722 postings across Greater Cambridge in May 2021, up by 6% from April 2021. Nationally, job postings increased by 8% in the same period.**
- Looking at the last three months (March-May) **job postings were up by 54% when compared to March-May 2020. However, in April 2020 vacancies were at their lowest due to the first national lockdown.**
- When comparing vacancies in the **latest month to a pre-Covid-19 period*, postings were up by 9%. Nationally, they were 25% higher.**

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

District	Mar-May 2020	Mar-May 2021	% Difference
Cambridge	12,026	18,588	54.6
South Cambridgeshire	717	1,047	46.0
Greater Cambridge	12,743	19,635	54.1

**The pre-Covid-19 comparison period is based on a twelve month average from March 2019-February 2020.*

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**. In May 2021, the Accommodation and Food Service activities sector had seen the largest increases since April 2020, both locally and nationally. This is likely influenced by the easing of restrictions and the re-opening of hospitality.**

Employment Sector	Vacancies in Greater Cambridge: May 2021	Greater Cambridge % Difference May 2021-Pre-Covid-19	National % Difference May 2021-Pre-Covid-19
HUMAN HEALTH AND SOCIAL WORK ACTIVITIES	628	▲ 42.0	▲ 30.6
EDUCATION	691	▲ 32.0	▲ 63.9
PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES	439	▲ 22.8	▲ 47.9
MANUFACTURING	390	▲ 43.4	▲ 42.7
WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES AND MOTORCYCLES	159	▬ -2.1	▲ 15.9
ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES	106	▲ 38.0	▲ 33.3
INFORMATION AND COMMUNICATION	138	▲ 37.0	▲ 75.9
ACCOMMODATION AND FOOD SERVICE ACTIVITIES	94	▼ -6.5	▲ 27.6
OTHER SERVICE ACTIVITIES	47	▼ -43.8	▲ 34.6
PUBLIC ADMINISTRATION AND DEFENCE; COMPULSORY SOCIAL SECURITY	122	▲ 101.1	▲ 46.6
FINANCIAL AND INSURANCE ACTIVITIES	70	▲ 54.7	▲ 42.1
CONSTRUCTION	47	▬ 3.7	▲ 52.4
TRANSPORTATION AND STORAGE	35	▲ 60.3	▲ 37.6
REAL ESTATE ACTIVITIES	35	▲ 37.3	▲ 38.3
ARTS, ENTERTAINMENT AND RECREATION	17	▼ -9.3	▲ 13.0
OTHER SECTORS*	34	▲ 121.7	▲ 43.0

**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. **In May 2021, the Accommodation and Food Service activities sector had seen the largest increases since April 2020, both locally and nationally. This is likely influenced by the easing of restrictions and the re-opening of hospitality. However, some of these are against very low bases at the GCP geography.**

May 2021 saw an increase **in vacancies by 6%** from April 2021, with vacancies in May 2021 9% higher than pre-Covid-19*. The following sectors still have less vacancies than the pre-Covid-19* baseline:

- **Accommodation and Food Service activities**
- **Other Service activities**
- **Arts, Entertainment and Recreation**

Locally, all other employment sectors are showing similar or higher numbers of vacancies compared to the pre-Covid-19 baseline.

Nationally, all employment sectors were showing increases compared to the pre-Covid-19 baseline*.

**The pre-Covid-19 comparison period is based on a twelve month average from March 2019-February 2020.*