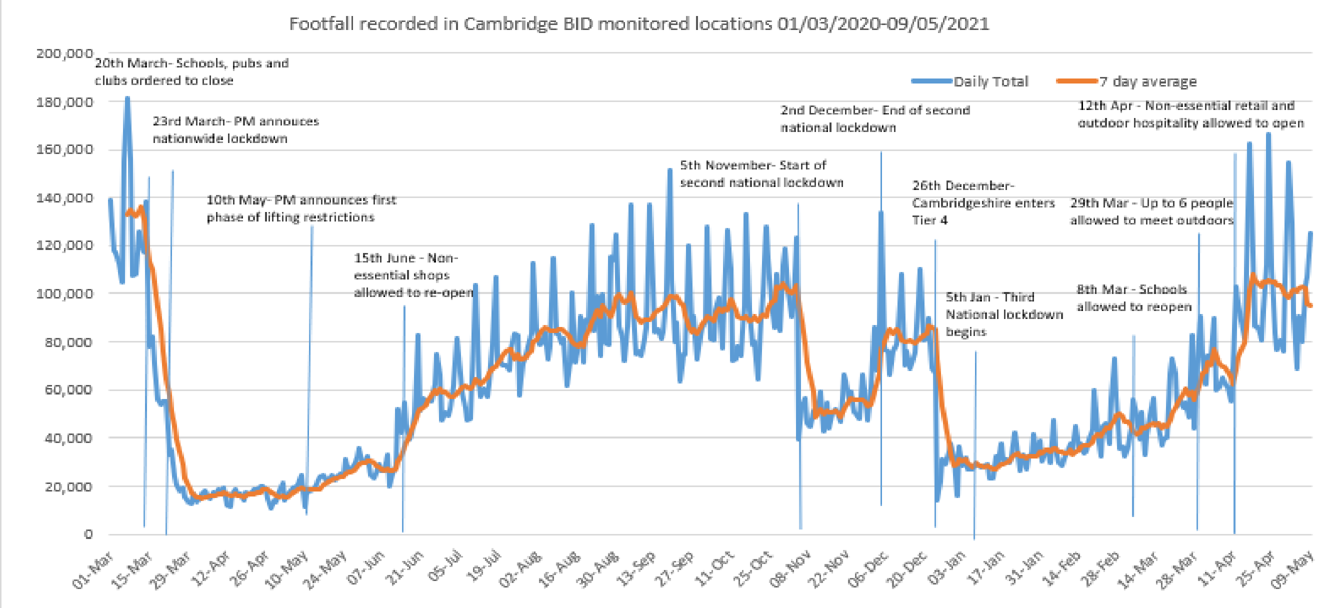
Consumer Behaviour – Footfall

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

Overview:

- Comparing average daily footfall in April 2021 against March 2021 shows a 70% increase in overall footfall, this highlights the impact of restrictions easing, with non-essential retail and outdoor hospitality being allowed to re-open from the 12th of April.
- Footfall was down by -24% in the latest week when compared to a pre-Covid-19 period*.



Cambridge BID footfall data:

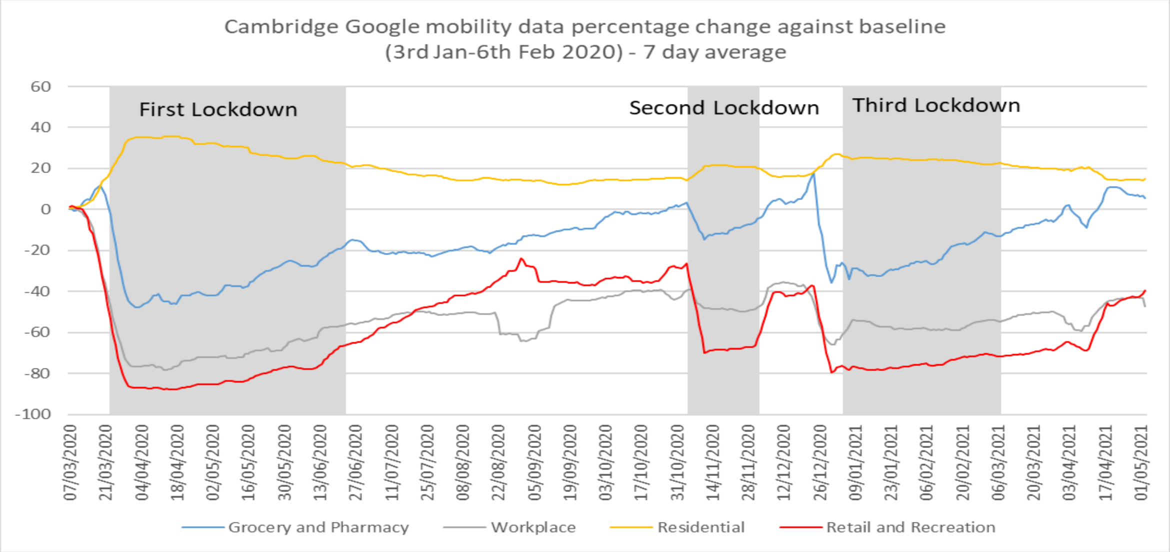
- Comparing average daily footfall in April 2021 against March 2021 shows a 70% increase in overall footfall, this highlights the impact of restrictions easing, with non-essential retail and outdoor hospitality being allowed to re-open from the 12th of April.
- Overall retail footfall across all Cambridge City locations saw a decrease of -6% in the latest week (03/05/2021-09/05/2021) when comparing overall counts to the week before (26/04/2021-02/05/2021).
- Overall retail footfall is down by -9% when compared to the last week of October, just before we entered the November lockdown and down by -24% when compared to a pre-Covid-19 period.*

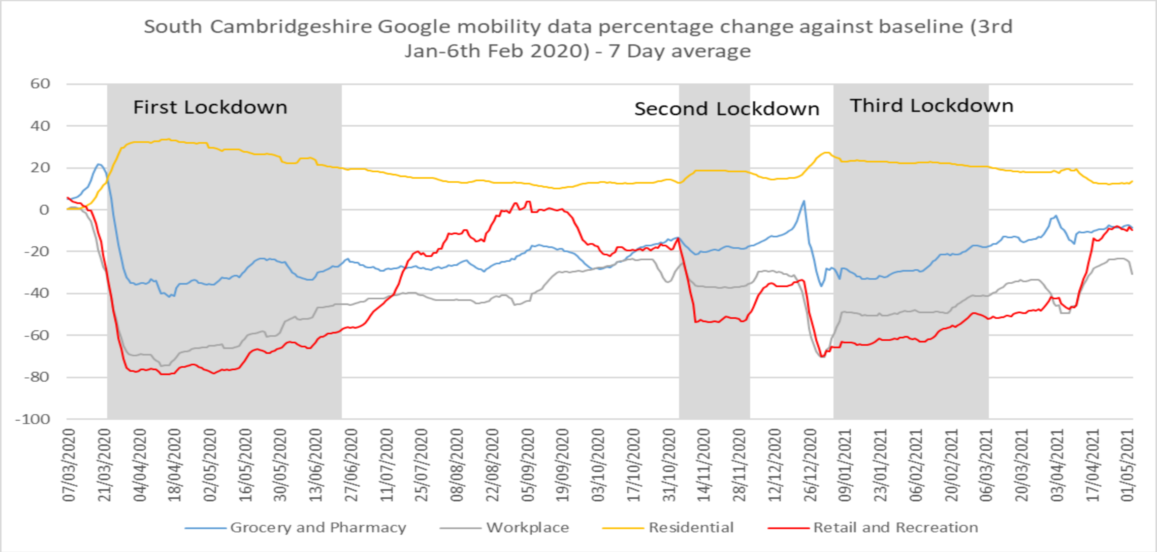
**The pre-Covid-19 comparison period is 02/03/2020-15/03/2020*

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 (03rd 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 decreased by -2% in the 7 days to 03rd May and are now
- 6% above the baseline.
- Workplace visits decreased by -4% in the last 7 days compared to the 7 days prior and are now -47% below the baseline.
- Residential visits* increased by 1% in the last 7 days and are 15% above the baseline.
- Retail and Recreation visits increased by 4% in the 7 days to 03rd May compared to the 7 days prior and are now -39% lower than the baseline.

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

- Grocery visits decreased by -1% in the 7 days to 03rd May compared to the 7 days prior and are now -10% below the baseline.
- Workplace visits decreased by -7% in the last 7 days and are now -31% below the baseline.
- Residential visits increased by 1% in the last 7 days compared to the 7 days prior and are 14% above the baseline.
- Retail and recreation visits decreased by -1% in the last 7 days compared to the 7 days prior and are now -10% lower than the baseline.

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

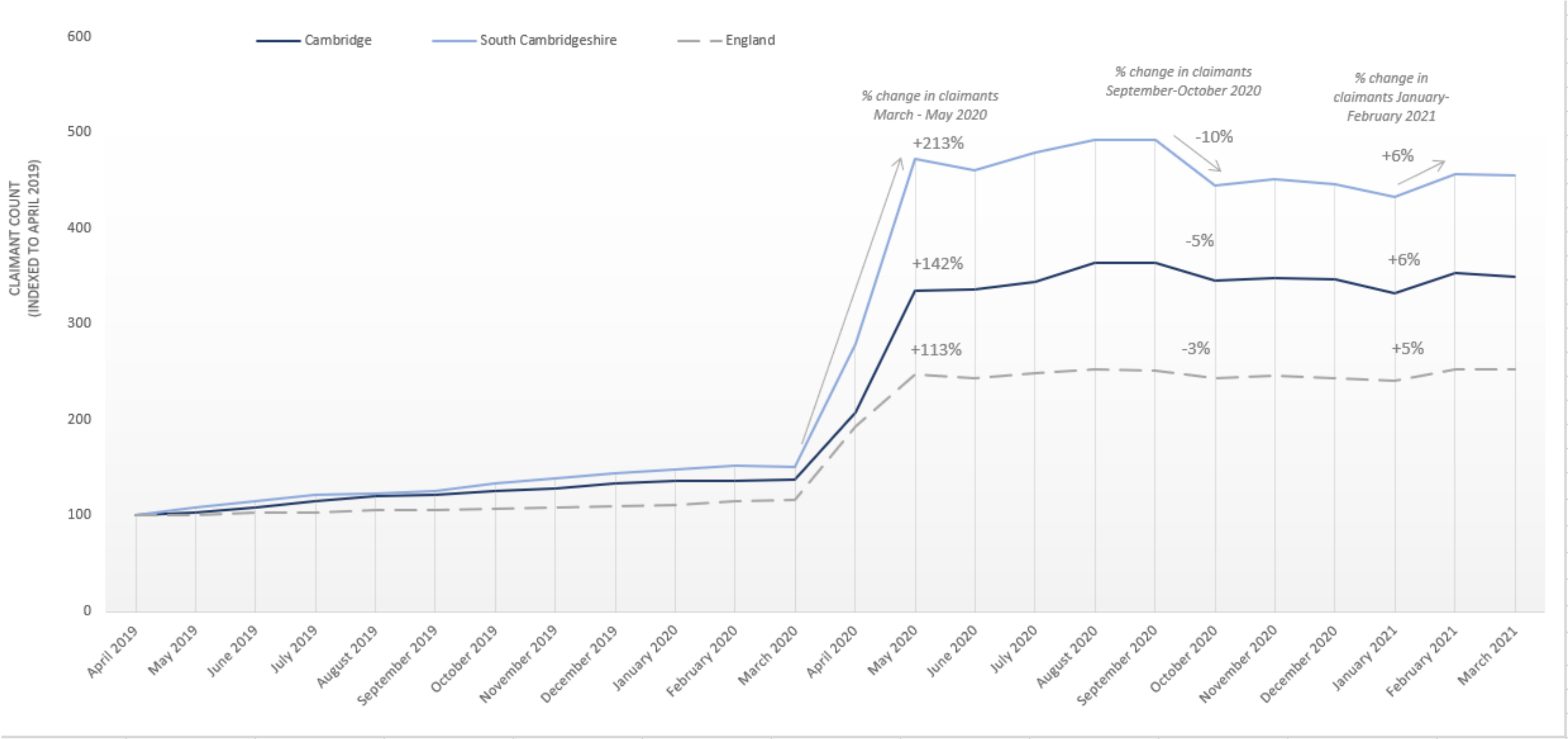
Google LLC "*Google COVID-19 Community Mobility Reports*". https://www.google.com/covid19/mobility/ Accessed: 07/05/2021

Labour Market – Claimant Count

Overview:

- **March 2021 data showed very little change from February 2021 in claimant counts across Greater Cambridge, with a 1.1% decrease in Cambridge and a 0.5% decrease in South Cambridgeshire, compared with no change across England overall. This highlights the impact of the third national lockdown, following increases in February 2021.**

Claimant Count data across Greater Cambridge, as at 11th March 2021



- **6,710 claimants*** across the GCP area; **3.7% of people aged 16-64**, compared to 6.6% across England;
- **Claimant counts across Greater Cambridge in March 2021 showed very little change from February 2021, with a 1.1% decrease in Cambridge and a 0.5% decrease in South Cambridgeshire, compared with no change across England overall.**

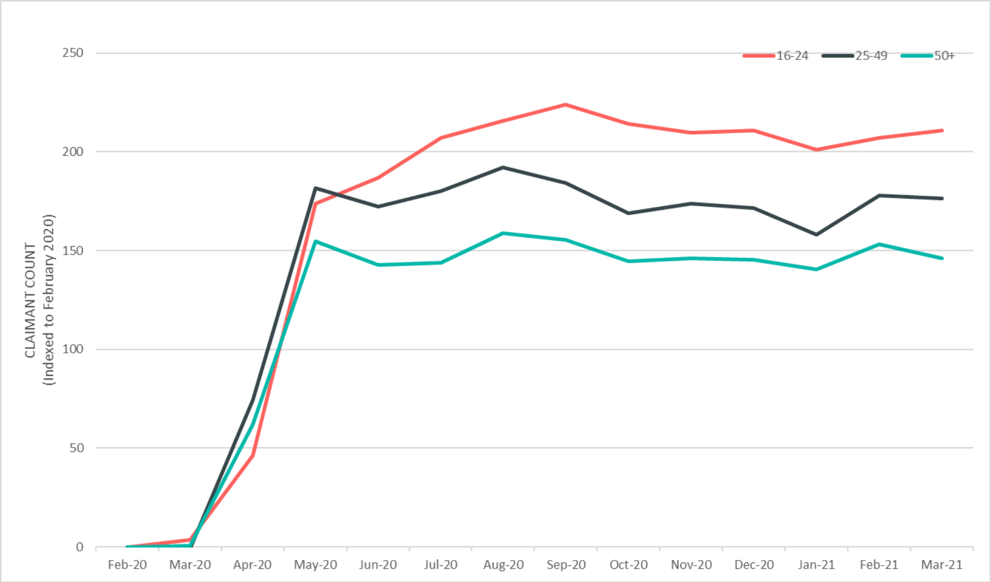
**this figure includes all residents over the age of 16 (not just working age)*

Labour Market – Claimant Count by Age

Overview:

- In total, 6,710 people or 4% of people aged 16-64 in Greater Cambridge are currently claiming (March 2021). **In South Cambridgeshire, a higher proportion (6.5%) of 18-24 year olds are currently claiming**, compared to the working age population (3.2%).
- The latest month of data has shown **slight but further widening between age groups**, with **increases among 16-24 year olds** but decreases among 25-49 year olds and those aged 50+.

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



March 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% (3,595)	↓	3.2% (3,115)	↓	6.6%
16-17	0.4% (10)	↔	0.1% (5)	↔	0.3%
18-24	2.6% (675)	↔	6.5% (615)	↑	9.2%
25-49	5.2% (2,115)	↓	3.4% (1,740)	↑	7.1%
50+	2.3% (795)	↓	1.2% (755)	↓	2.6%

*figures may not add up due to rounding

Over the period May 2020 to March 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. **The latest month of data has shown slight but further widening between age groups**, with increases among 16-24 year olds but decreases among 25-49 year olds and those aged 50+.

In total, 6,710 people or 4% of people aged 16-64 in Greater Cambridge are currently claiming (March 2021). **In South Cambridgeshire, a higher proportion (6.5%) of 18-24 year olds are currently claiming, compared to the working age population (3.2%).**

Labour Market – Claimant Count by Location

Overview:

- 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 10 wards with the highest claimant rates in February 2021 are all in Cambridge City (except for Sawston, which is the 7th highest)**, with **Kings Hedges having the highest claimant rate (9.4%)** 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%** (March 2021).

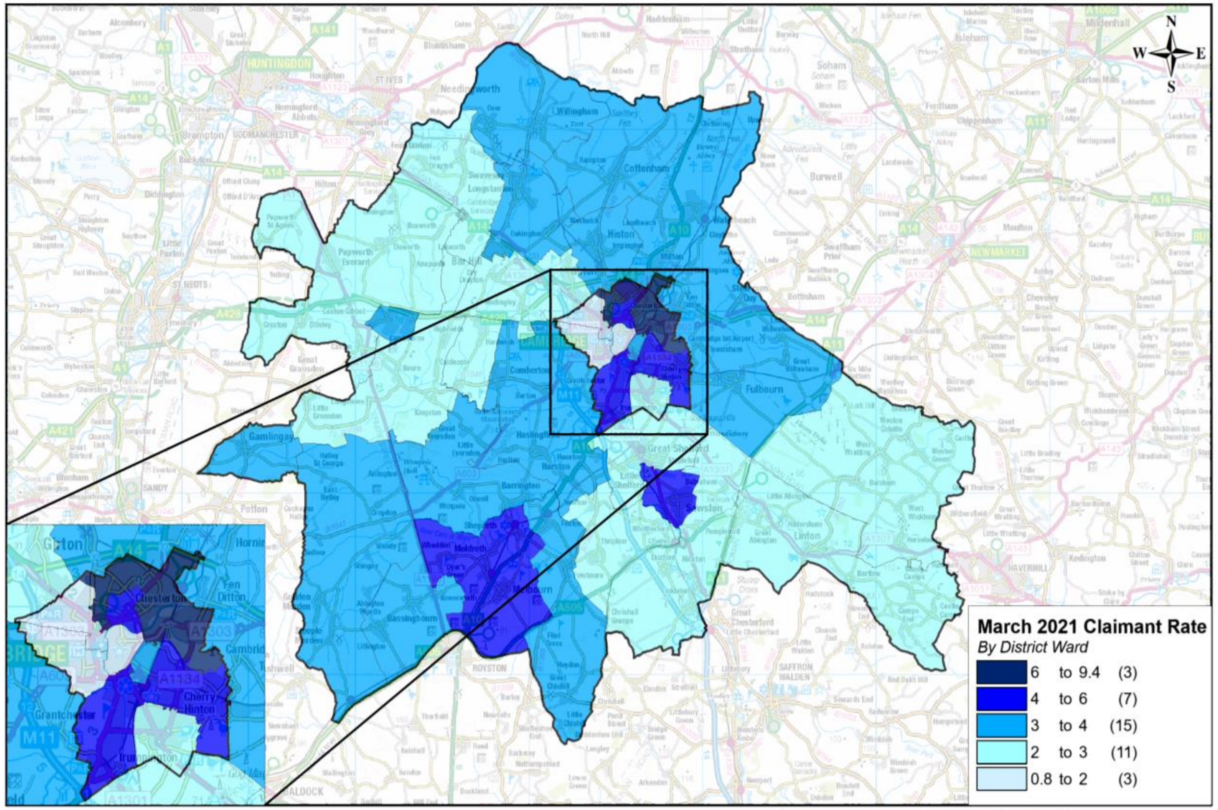
Wards with highest claimant rate in Greater Cambridge (as a proportion of 16-64 population)

Ward	Claimant Rate – March 2021
Kings Hedges	9.4
Arbury	7.0
Abbey	7.0
East Chesterton	6.6
Cherry Hinton	5.0

The top 5 wards with the highest claimant rate remain the same as they did in February 2021. Kings Hedges and Cherry Hinton saw slight decreases, there was no change in East Chesterton and Arbury saw a small increase.

Claimant Counts across Greater Cambridge Wards: March 2021

Cambridgeshire County Council



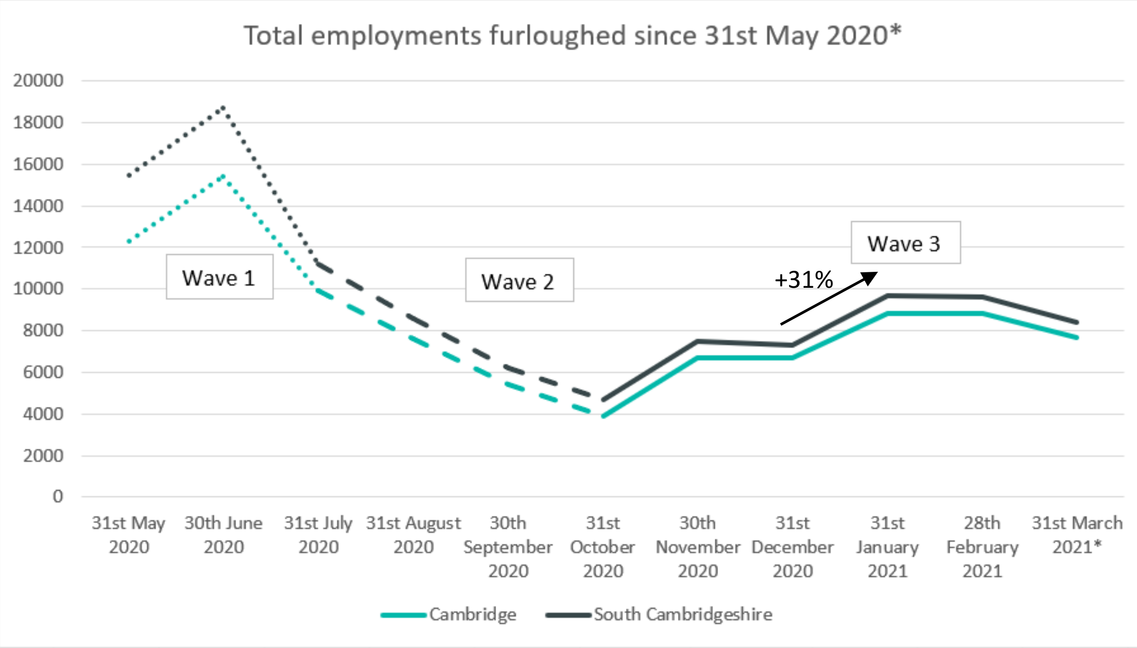
Labour Market – Job Retention Scheme

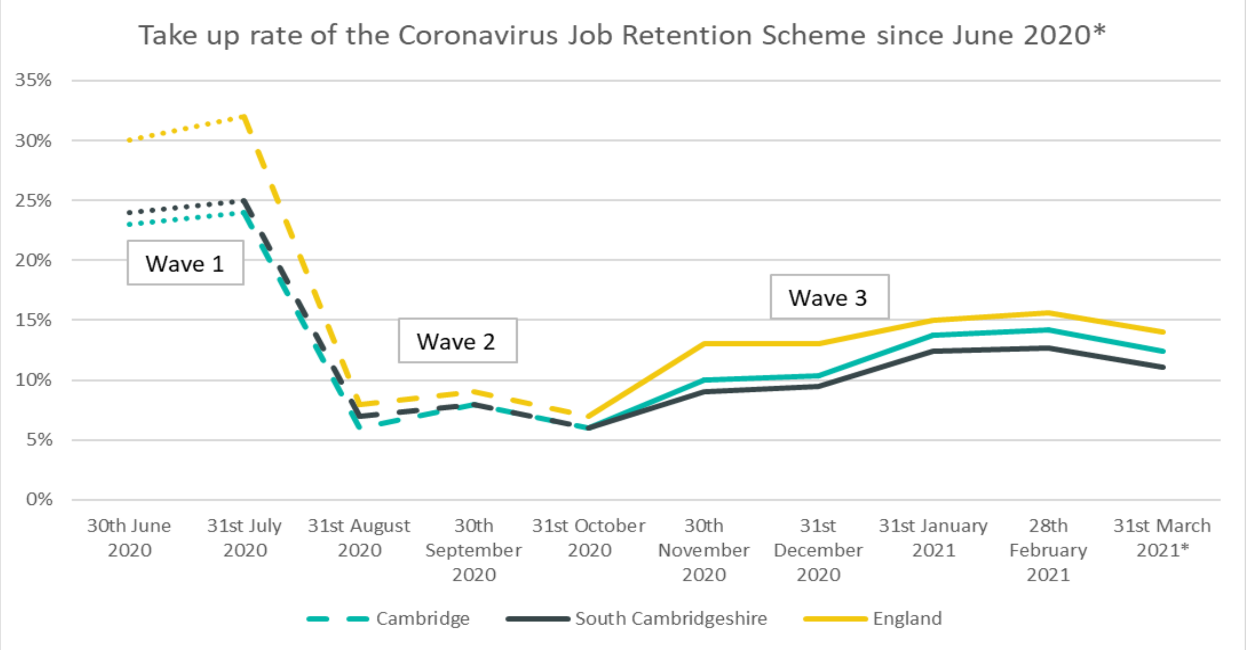
Overview:

- 16,100 employments furloughed as **at March 31st 2021, representing a take-up rate of 12%, based on eligible employments.**
- 7,700 employments furloughed in Cambridge and 8,400 in South Cambridgeshire, both accounting for 12% of employees aged 16-64, this is in line with Cambridgeshire overall (12%) but lower than nationally (15%).
- **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.*

**February 2021 data is provisional and subject to change*

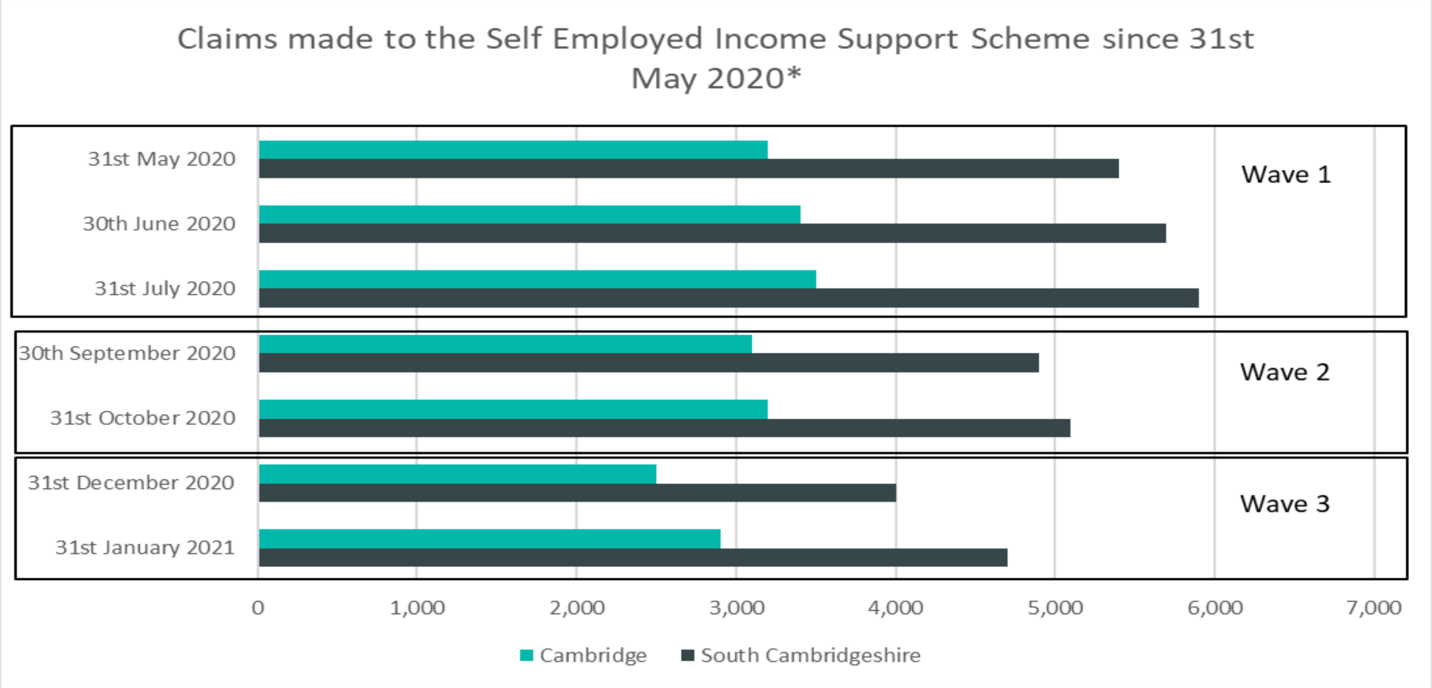
Labour Market – Self Employment Income Support Scheme

Note: The third wave of SEISS is now closed, the next update providing the first data from the fourth wave will be available in June 2021, covering claims made up until the end of May 2021.

Overview:
- **Greater Cambridge has had lower take up rates of the SEISS in all three waves compared to regionally and nationally.**
- **£75.8 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)
Cambridge	70%	65%	58%
South Cambridgeshire	72%	63%	58%
East of England	76%	68%	64%
UK	77%	69%	65%

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

In the third wave of the scheme, 7,600 claims were made across the GCP area to the end of January 2021, worth £23.3m. This takes the support for self employment in the area to over £75million 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 April 2021, **total postings were 109% higher than they were in April 2020. When compared to a pre-Covid-19 period* they were up by 3%.**
- **From March 2021 to April 2021, postings decreased by -3% across Greater Cambridge. Nationally, job postings increased by 4% in this period.**
- **Job postings were up by 19%** in the last three months compared to the same period last year.

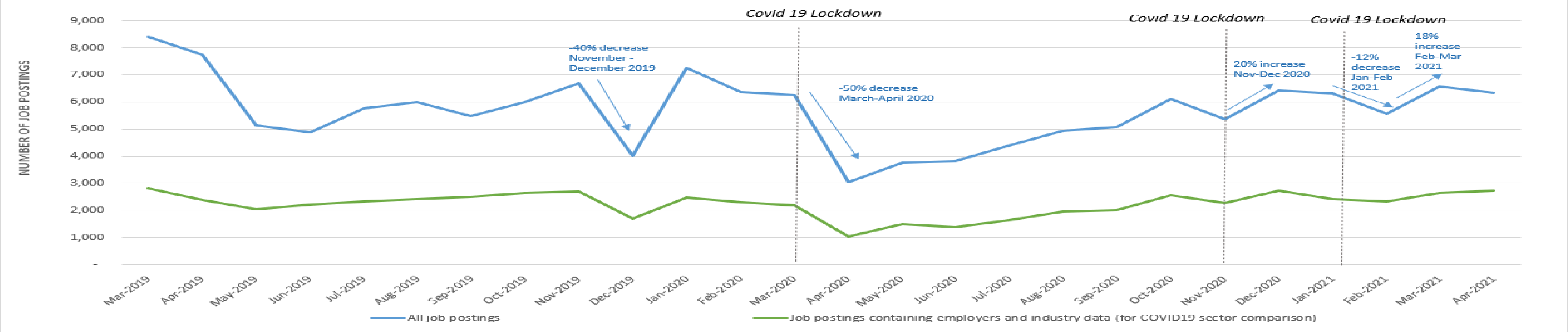
- There were **6,349 postings across Greater Cambridge in April 2021, down by -3% from March 2021. Nationally, job postings increased by 4% in the same period.**
- Looking at the last three months (February-April) **job postings were up by 19% when compared to February-April 2020. However, in April 2020 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 3%. Nationally, they were 24% higher.**

Job postings from February to April 2021 compared to the same period the year before

District	Feb-Apr 2020	Feb-Apr 2021	% Difference
Cambridge	14,680	17,567	19.7
South Cambridgeshire	835	897	7.4
Greater Cambridge	15,515	18,464	19.0

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. The Accommodation and Food Service activities sector has seen the largest increases, locally and nationally.**

Employment Sector	Vacancies in Greater Cambridge: April 2021	Greater Cambridge % Difference April 2021-Pre-Covid-19	National % Difference April 2020-Pre-Covid-19
HUMAN HEALTH AND SOCIAL WORK ACTIVITIES	586	32.5	31.7
EDUCATION	518	-1.0	14.1
PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES	412	15.3	42.5
MANUFACTURING	408	50.0	39.5
WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES AND MOTORCYCLES	168	3.5	7.9
ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES	77	0.2	15.4
INFORMATION AND COMMUNICATION	172	70.7	52.0
ACCOMMODATION AND FOOD SERVICE ACTIVITIES	65	-35.4	-10.3
OTHER SERVICE ACTIVITIES	61	-27.0	26.8
PUBLIC ADMINISTRATION AND DEFENCE; COMPULSORY SOCIAL SECURITY	47	-22.5	12.1
FINANCIAL AND INSURANCE ACTIVITIES	54	19.3	38.2
CONSTRUCTION	62	36.8	52.0
TRANSPORTATION AND STORAGE	27	23.7	35.7
REAL ESTATE ACTIVITIES	34	33.3	31.6
ARTS, ENTERTAINMENT AND RECREATION	14	-25.3	-9.2
OTHER SECTORS*	18	17.4	48.8

***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.

April 2021 saw a decrease **in vacancies by -3%** from March 2021, with vacancies in April 2021 3% 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**
- **Public Administration and Defence**

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

Nationally, changes in vacancies since the same time last year shows similar patterns to locally, with less vacancies than pre-Covid-19 in Accommodation and Food Service activities and Arts, Entertainment and Recreation.

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