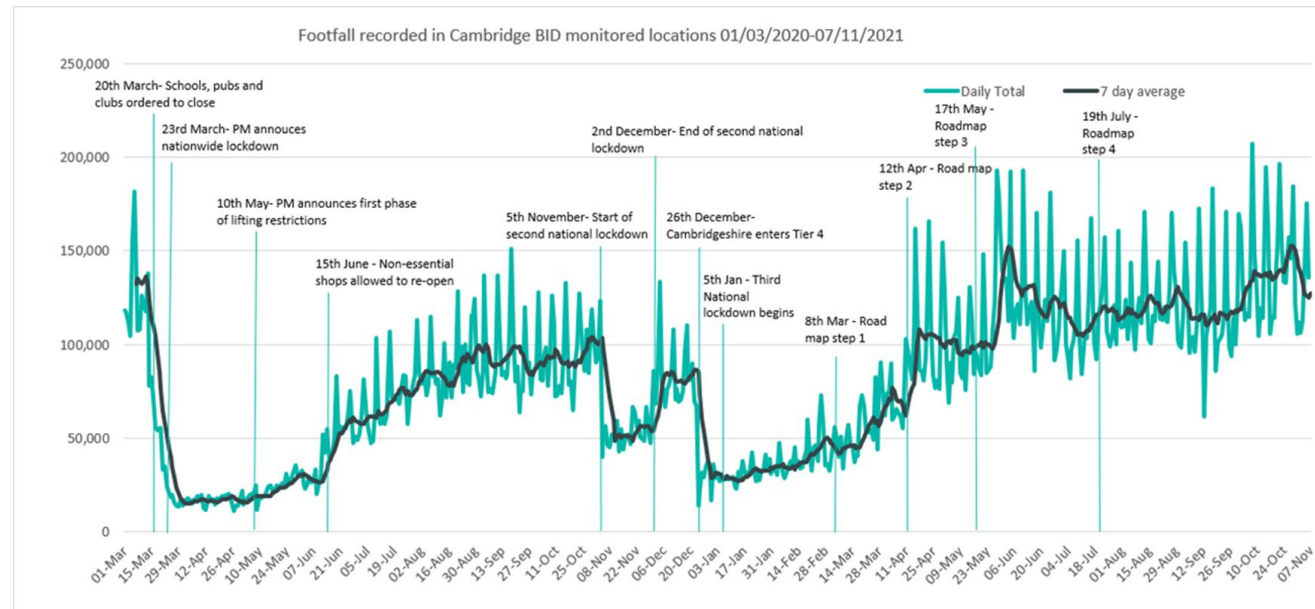


Consumer Behaviour – Footfall

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

Overview:

- Comparing average daily footfall in October 2021 overall to September 2021 overall shows a +24% increase.
- Overall retail footfall was down by -8% when comparing October 2021 to October 2019*, but volumes were 42% above October 2020.



Cambridge BID footfall data:

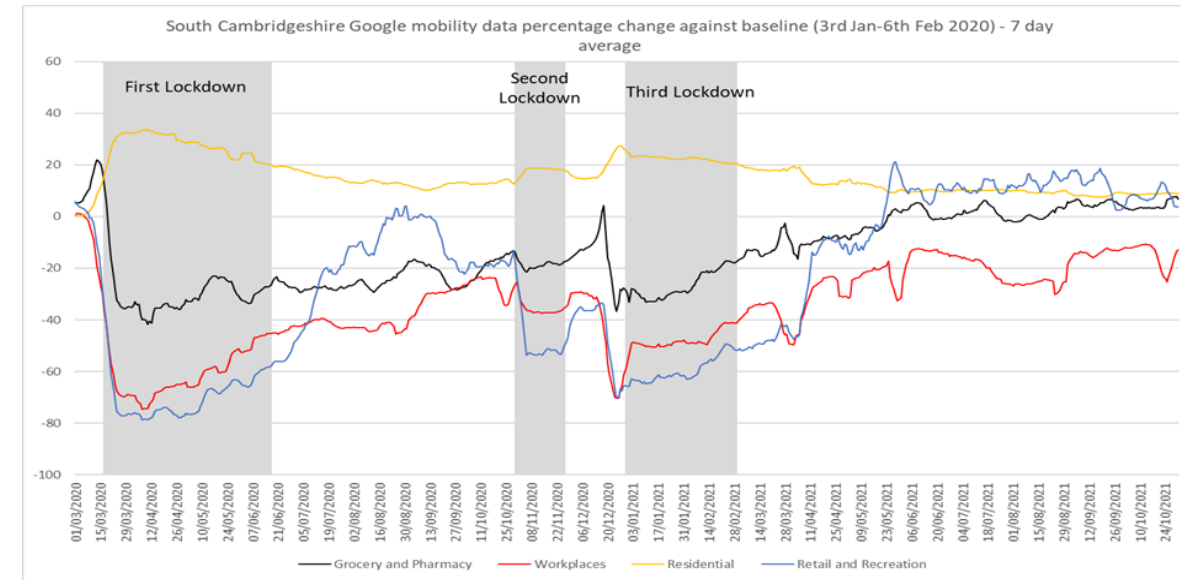
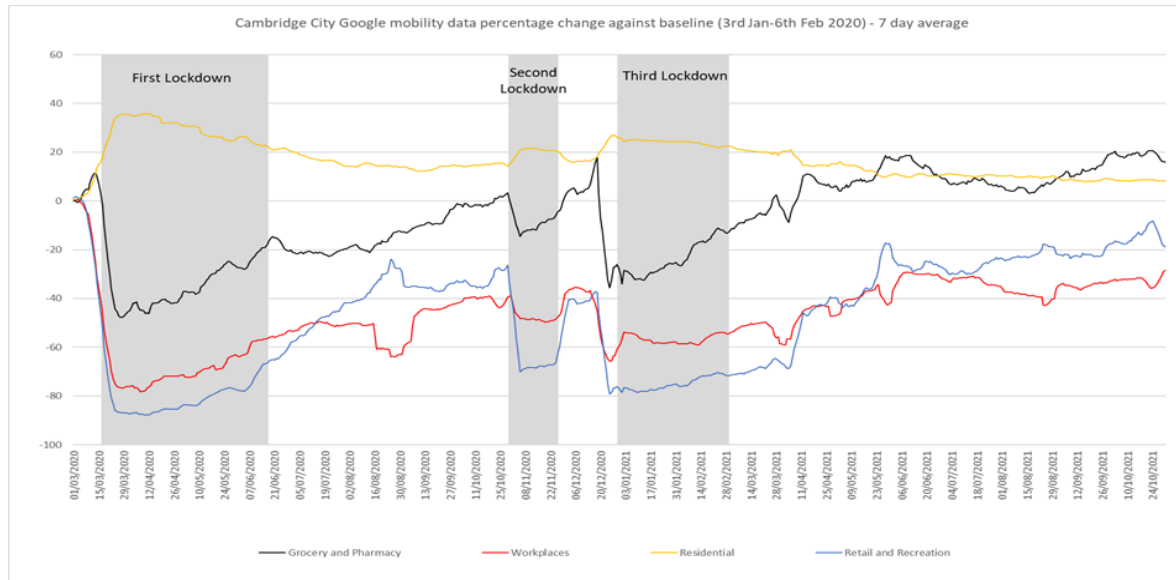
- Comparing average daily footfall in October 2021 overall to September 2021 overall shows a +24% increase.
- The chart above highlights footfall stabilising in October before sharply increasing and then decreasing at the end of the month. This is likely to have been influenced by the half term holiday.
- In the latest week (01/11/2021-07/11/2021) retail footfall across all Cambridge City locations saw a decrease of -13% compared to overall counts to the week before (25/10/2021-31/10/2021). This weekly decrease highlights the impact of the half term week which saw increased footfall.
- Overall retail footfall was down by -8% when comparing October 2021 to October 2019*, but volumes were 42% above October 2020.

**For this comparison, all sensors except for Kings Parade and One Station Square are used. The King's Parade sensor was recalibrated in 2021 and therefore counts are no longer comparable. The One Station Square sensor was fitted in December 2019.*

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 (6th November 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 8% in October 2021 compared to September 2021 and are now 16% above the baseline.
- Workplace visits increased by 4% in October 2021 compared to September 2021 and are now -28% below the baseline.
- Residential visits decreased by 1% in October 2021 compared to September 2021 and are 8% above the baseline.
- Retail and recreation visits increased by 8% in October 2021 compared to September 2021 and are now -19% below the baseline.

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

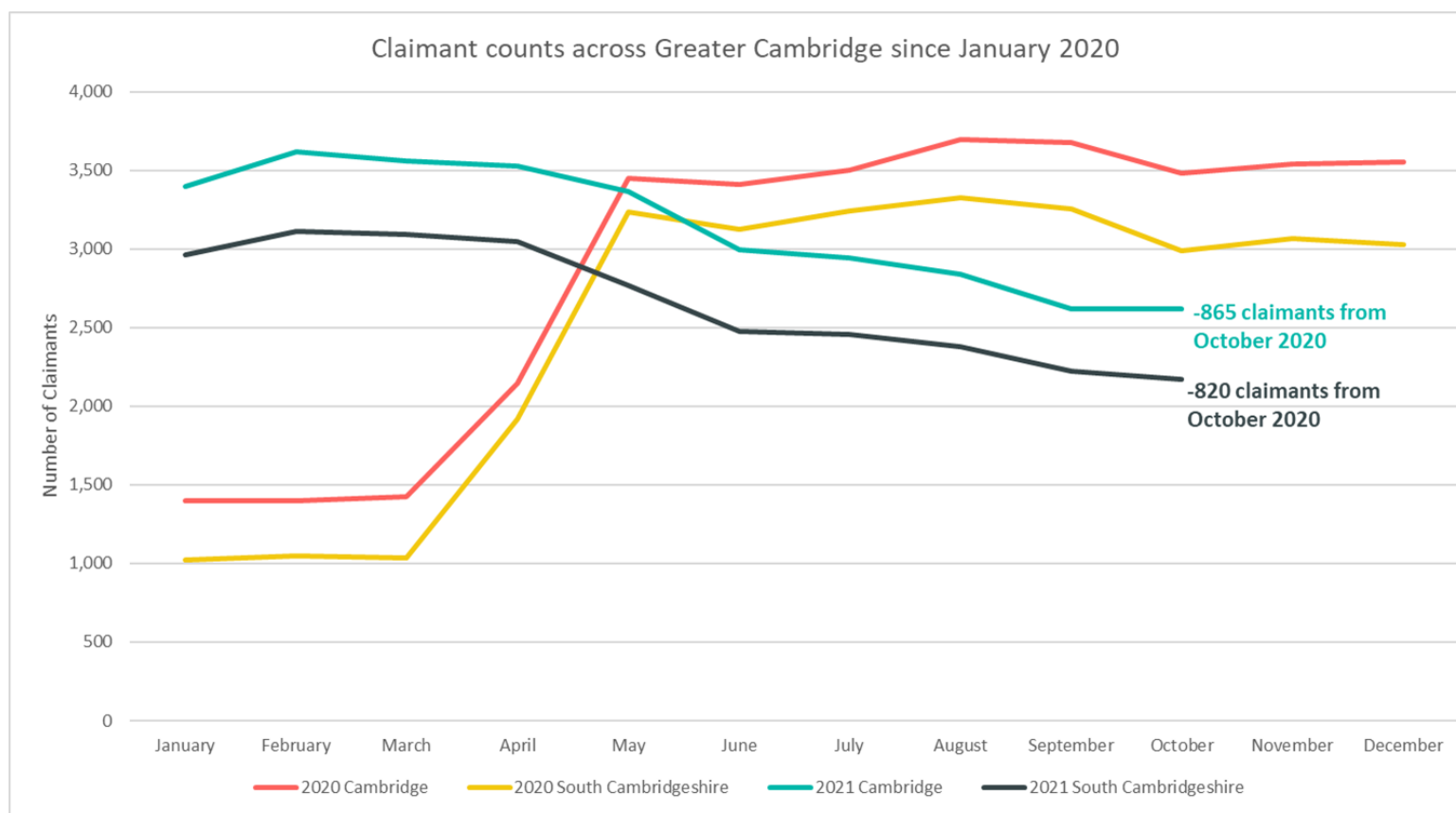
- Grocery visits decreased by 1% in October 2021 compared to September 2021 and are now 7% above the baseline.
- Workplace visits increased by 2% in October 2021 compared to September 2021 and are now -13% below the baseline.
- Residential visits did not change in October 2021 compared to September 2021 and are 9% above the baseline.
- Retail and recreation visits decreased by 7% in October 2021 compared to September 2021 and are now 4% above the baseline.

Labour Market – Claimant Count

Overview:

- October 2021 data showed slight decreases in claimant counts, there was a -1% decrease from September 2021 across Greater Cambridge, with no change in Cambridge and a -2% decrease in South Cambridgeshire, compared with -2% across England overall.

Claimant Count data across Greater Cambridge, as at 14th October 2021



- 4,785 claimants*** across the GCP area; **2.6% of people aged 16-64**, compared to 4.9% across England. This compares to **2,460 claimants (1.3% of people aged 16-64)** across the GCP area in March 2020, a +95% increase.

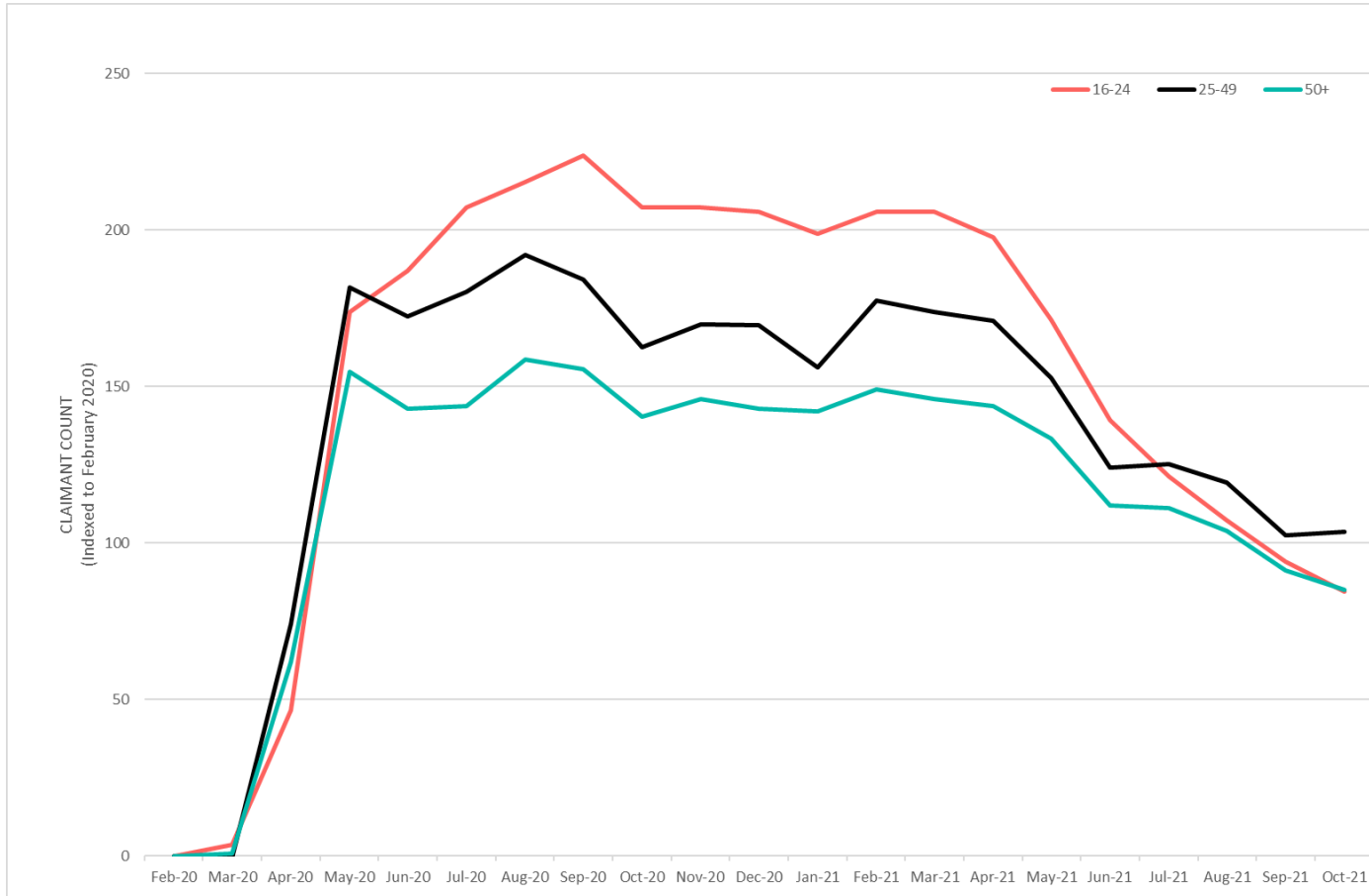
*this figure includes all residents over the age of 16 (not just working age)

Labour Market – Claimant Count by Age

Overview:

- In October 2021, there was an -5% decrease in claimants aged 16-24 from September 2021, a 1% increase in claimants aged 25-49 and a -3% decrease in claimants aged 50+. This has further narrowed the gap in claimant counts by age group which was observed between March 2020-April 2021 with the gap between 16-24 year olds and 50+ year olds narrowing more so than 25-49 year olds.

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



October 2021 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+	3.0% (2,615)	↓ 2.2% (2,170)	↓ 4.9%
16-17	0.2% (5)	↓ 0.1% (5)	↓ 0.2%
18-24	1.6% (405)	↓ 3.8% (360)	↓ 6.1%
25-49	4.0% (1,570)	↔ 2.5% (1,270)	↓ 5.5%
50+	1.8% (630)	↓ 0.8% (535)	↓ 2.0%

*figures may not add up due to rounding

Labour Market – Claimant Count by Location

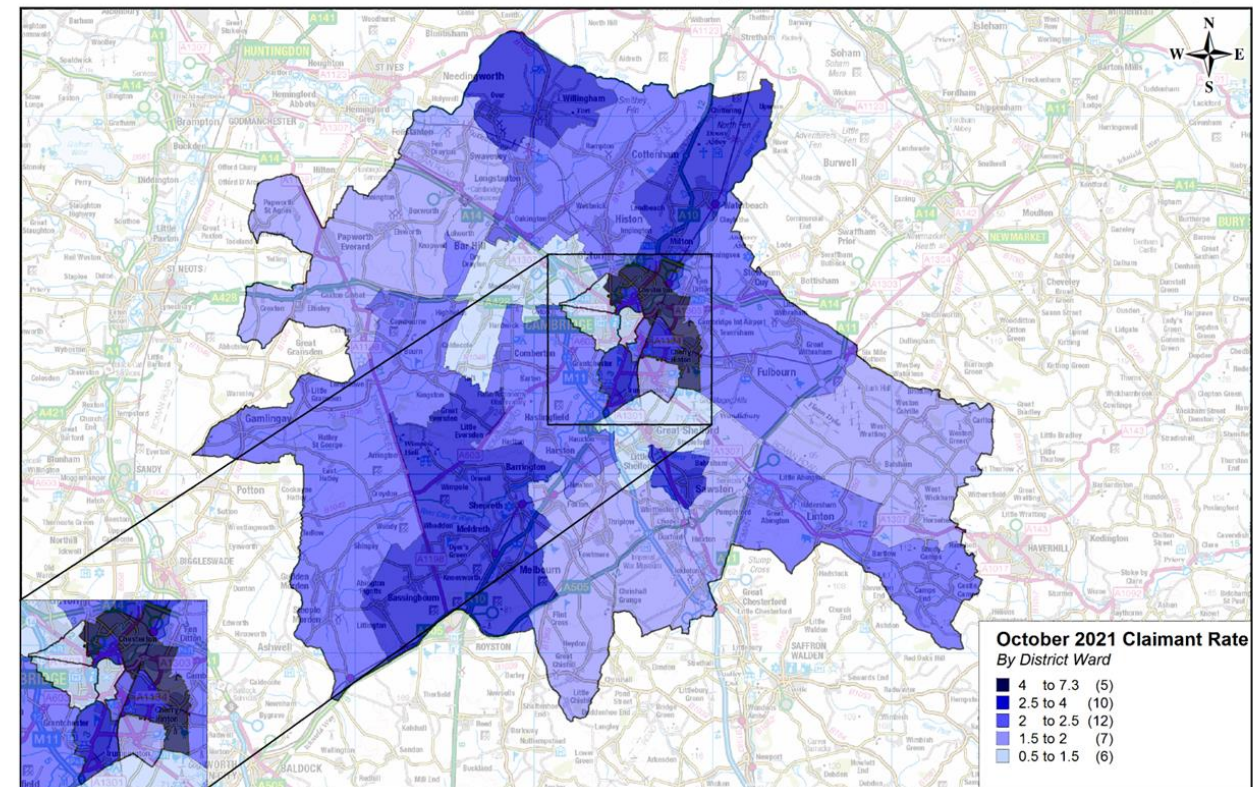
Overview:

- Whilst the overall GCP rate sees around 2.6% of people aged 16-64 claiming, **Kings Hedges has a higher rate of 7.3% of the 16-64 population claiming.**
- With the exception of Milton & Waterbeach (3.0%), the **top 10 wards with the highest claimant rates in October 2021 are all in Cambridge City**, with **Kings Hedges having the highest claimant rate (7.3%)** across Greater Cambridge.
- **All areas have seen decreases in claimant counts since the beginning of the year**, in February 2021, the claimant rate in Kings Hedges was (9.6%), 2.3% higher than October 2021.
- **The lowest claimant rates across Greater Cambridge are in the Newnham (0.6%), Castle (0.7%) and Market wards (1.0%).**

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

Ward	Claimant Rate – October 2021	Claimant Rate – October 2019
Kings Hedges	7.3	3.3
Abbey	5.2	2.3
East Chesterton	5.1	2.5
Arbury	4.9	2.8
Cherry Hinton	4.3	1.7

Claimant Rates across Greater Cambridge Wards: October 2021



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The top 5 wards with the highest claimant rate remain the same as they did in September 2021.

Labour Market – Claimant Count by Location

Overview:

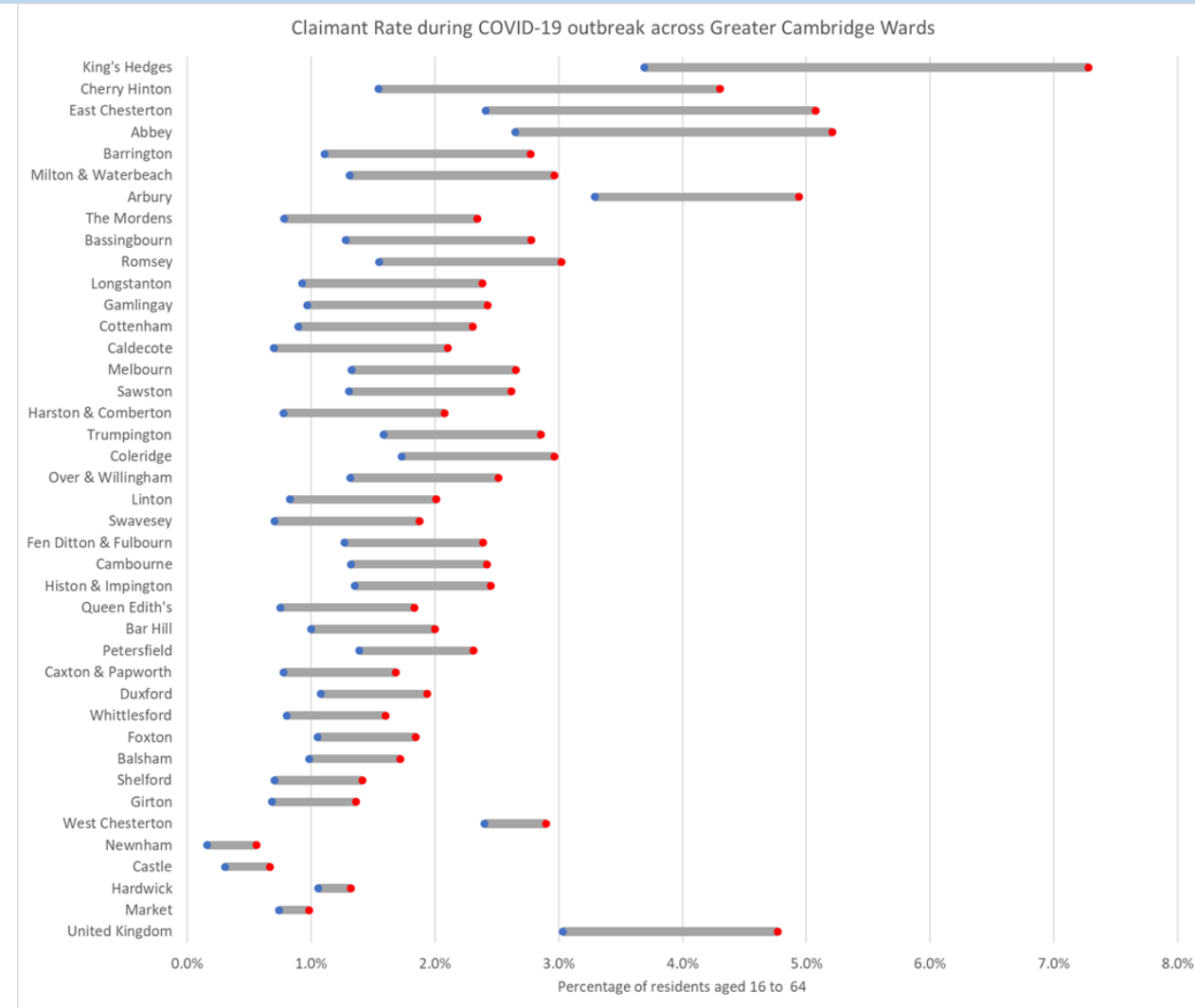
- Whilst United Kingdom saw an increase of +1.7% in claimant rate between March 2020 and October 2021, King's Hedges saw an increase of +3.6%.

- **King's Hedges had the largest increase in claimant rate from March 2020 to October 2021 (+3.6%).** Cherry Hinton (+2.8%), East Chesterton (+2.7%) and Abbey (+2.6%) also have larger increases relative to the majority of wards.
- **In March 2020, Kings Hedges and Arbury were the only wards with higher claimant rates than the United Kingdom. In October 2021, King Hedges (7.3%), Abbey (5.2%), East Chesterton (5.1%) and Arbury (4.9%) all had higher claimant rates than the United Kingdom.**
- The United Kingdom saw an increase of +1.7% between March 2020 and October 2021.

March 2020



October 2021



Note: While the Job Retention Scheme came to an end on the 30th of September, final non-provisional data covering claims up until the end of the scheme will not be available until 16th December 2021.

Labour Market – Job Retention Scheme

Overview:

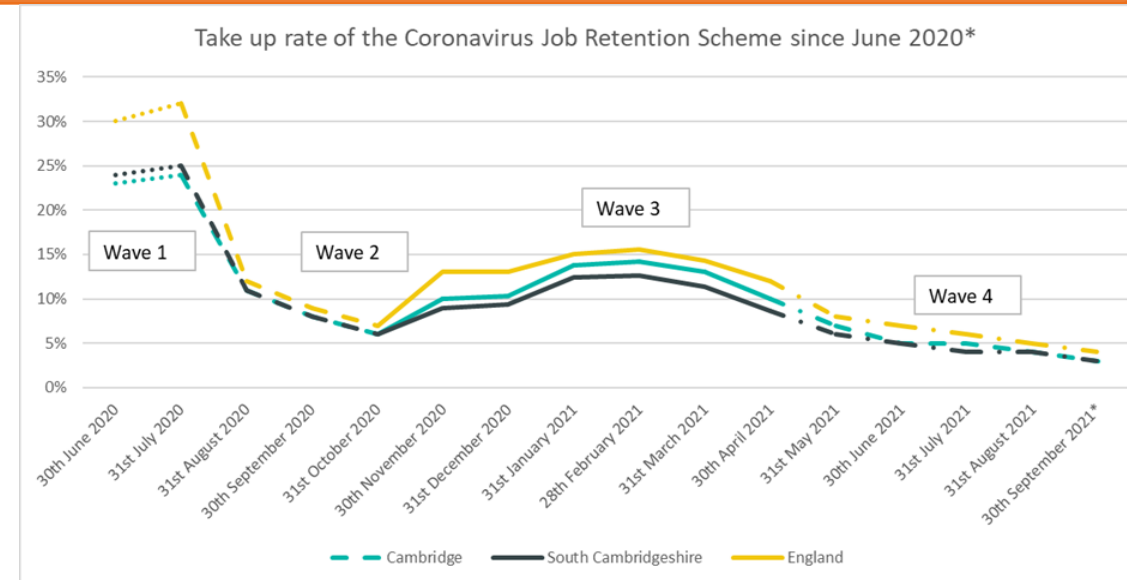
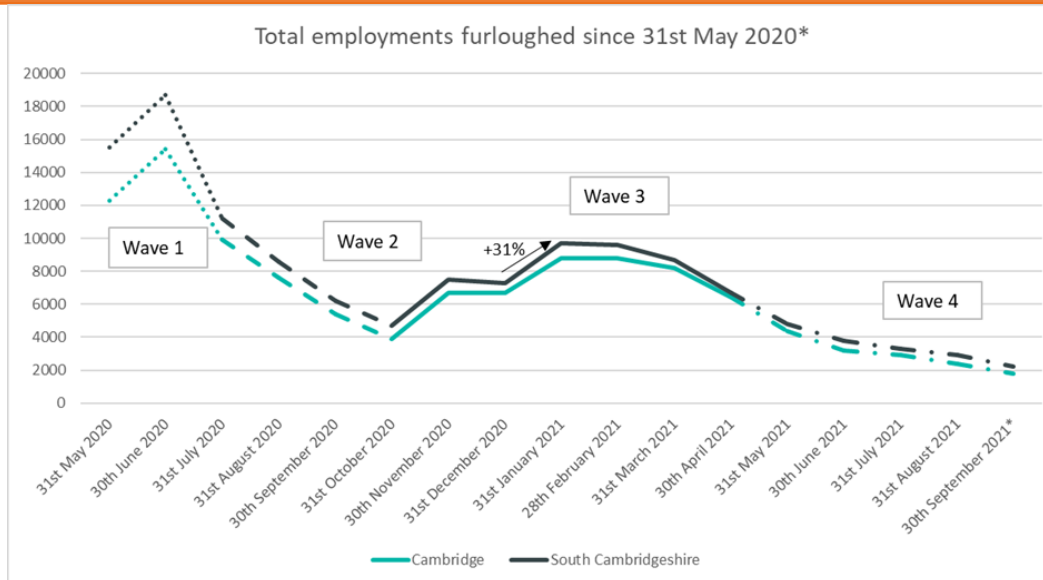
In the fourth wave of the governments coronavirus job retention scheme, at **September 30th 2021**:

- **4,000 employments furloughed across the GCP area, representing a take-up rate of 3%, based on eligible employments.**
- **Employments furloughed across the GCP area decreased by 1,300 (-25%) from the 31st August 2021 to 30th September 2021. This is comparable to a -15% decrease across England overall.**
- 1,800 employments furloughed in Cambridge and 2,200 in South Cambridgeshire, accounting for 2.1% and 2.3% of employees aged 16-64 respectively, these are similar or slightly higher than Cambridgeshire overall (2.1%) but lower than nationally (2.7%).
- **Greater Cambridge has had a lower take up rate of the CJRS across all four waves compared to regionally and 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 third wave of the scheme saw 13,100 employments across Greater Cambridge furloughed to the end of April, an increase compared to the second wave.

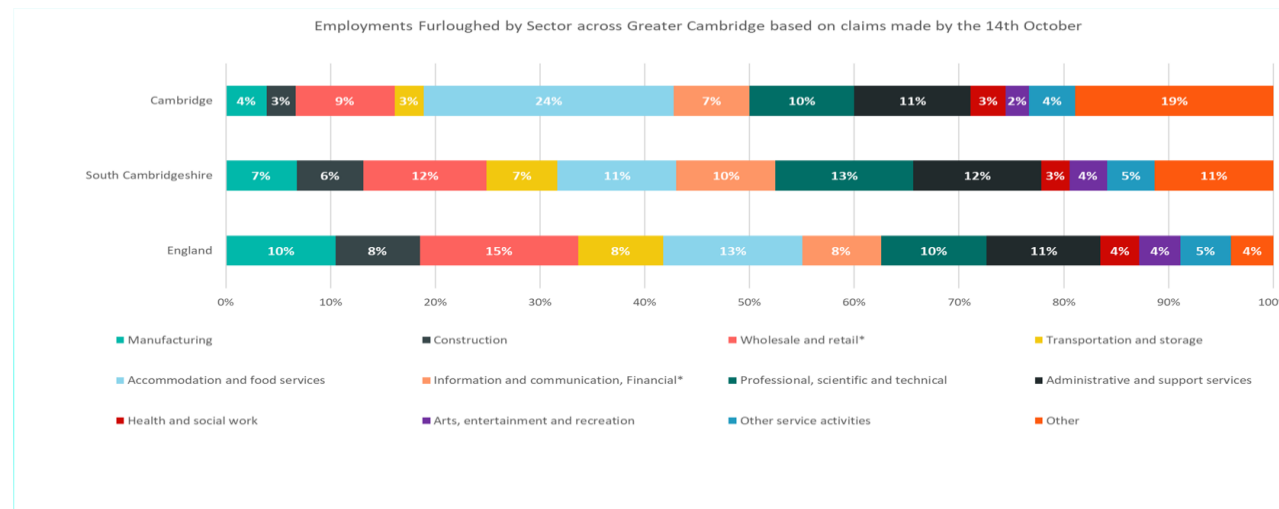


Note: While the Job Retention Scheme came to an end on the 30th of September, final non-provisional data covering claims up until the end of the scheme will not be available until 16th December 2021.

Labour Market – Furloughed by Sector

Overview:

- Across the Greater Cambridge area overall, the sector with highest proportion of employments furloughed (17%) is the **Accommodation and food services sector**. This compares to 13% of employments furloughed nationally. .
- **The Other* sector had the second highest proportion of employments furloughed** (15% across the Greater Cambridge area overall compared with 4% nationally). This is because it includes the Education sector. This is most notable in Cambridge (19%).



Employment Sector	% Change in Employments furloughed August to September 2021
Accommodation and food services	-46%
Other*	-45%
Health and social work	-33%
Arts, entertainment and recreation	-20%
Transportation and Storage	-20%
Wholesale and retail*	-19%
Manufacturing	-19%
Other service activities	-18%
Information and Communication, Financial*	-17%
Administrative and support services	-15%
Professional and scientific and technical	-13%
Construction	-10%

- **The Accommodation and food services** sector saw a -46% decrease in employments furloughed from August to September 2021, the largest decrease across all sectors.
- **The Other* sector** saw a -45% decrease in employments furloughed between August and September 2021.
- **The Professional, Scientific and Technical sector** accounted for 10% of employments furloughed across the GCP area, 12% in South Cambridgeshire and 8% in Cambridge. This sector saw a -8% decrease in employments furloughed from August to September 2021.

Labour Market – Self Employment Income Support Scheme

Note: While claims for the fifth SEISS grant closed on the 30th September, final non-provisional data covering claims up until the end of the scheme will not be available until 16th December 2021.

Overview:

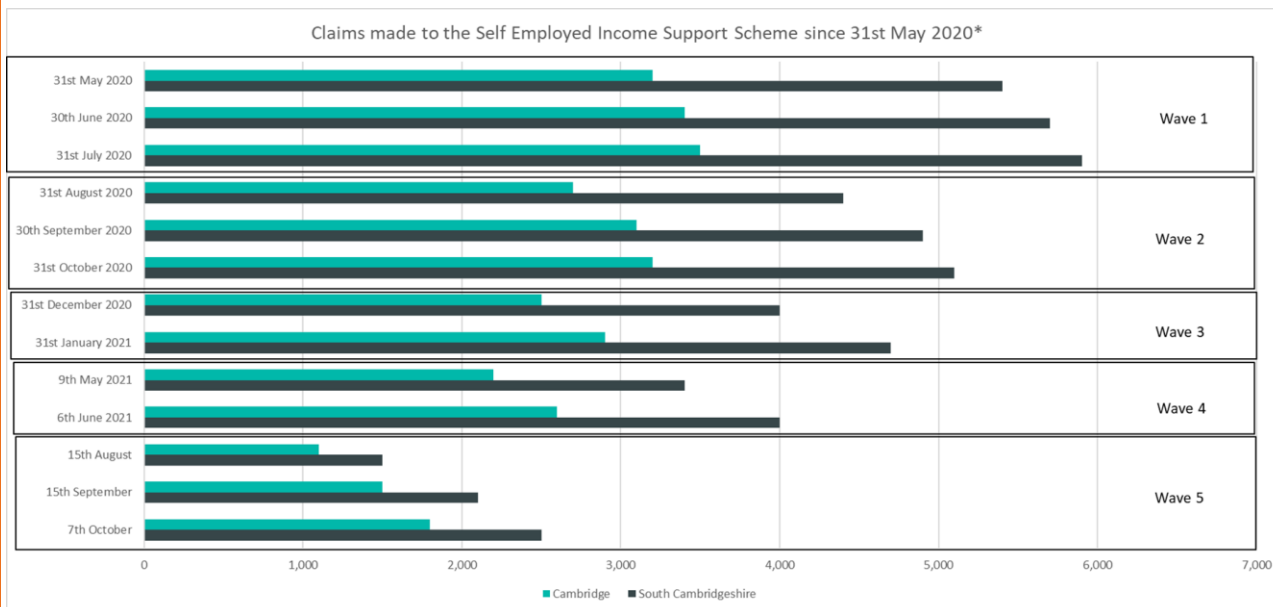
- Greater Cambridge overall has had lower take up rates of the SEISS in all five waves compared to regionally and nationally.
- Cambridge has had a slightly higher take rate than regionally in the fifth wave.
- £106.2 million worth of claims have been made to the SEISS across Greater Cambridge since the start of the pandemic.
- The fifth wave of the scheme so far has seen 4,300 claims made across the GCP area to the 7th October 2021, worth £10.4m.

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.

The fourth wave of the scheme saw 6,600 claims made across the GCP area to the 6th June 2021, worth £20.1m.



Location	Wave 1 SEISS Take-Up Rate	Wave 2 SEISS Take-Up Rate	Wave 3 SEISS Take-Up Rate	Wave 4 SEISS Take-Up Rate	Wave 5 SEISS Take-Up Rate
Cambridge	70%	65%	58%	53%	37%
South Cambridgeshire	72%	63%	58%	49%	30%
East of England	76%	68%	64%	56%	36%
England	77%	69%	65%	58%	38%

**Based on the number of eligible individuals*

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

Labour Market – Vacancies

Data provided through EMSI by the Cambridgeshire and Peterborough Combined Authority.

Overview:

- In October 2021, there were 36,050 unique job postings across Greater Cambridge. This is the highest number of vacancies recorded for the past five years*.
- From September 2021 to October 2021, postings increased by +19% across Greater Cambridge. Nationally, job postings also increased by +21% in this period.
- When compared to a pre-Covid-19 period*, job postings were up by 24% in October 2021, nationally they were 43% higher.
- In the last three months (August-October 2021) job postings were up by 29% when compared to August-October 2020. When compared to the same period in 2019, there was a 11% increase in job postings. Job vacancies increased by 9% from the previous quarter (May-July 2021) across the GCP area.

Job postings from August to October 2021 compared to the same period the year before

District	August-October 2020	August-October 2021	% Difference
Cambridge	64,120	81,807	28%
South Cambridgeshire	9,876	13,449	36%
Greater Cambridge	73,996	95,256	29%

Monthly unique job postings across Greater Cambridge

