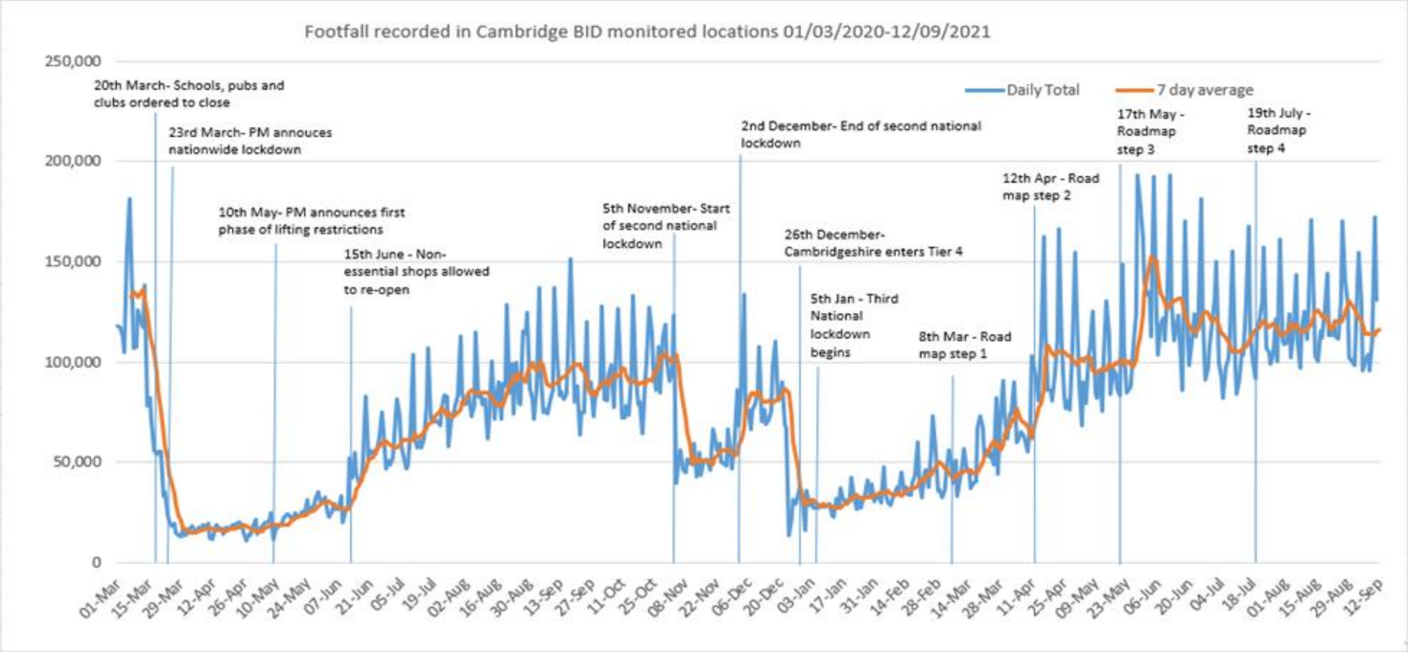
Consumer Behaviour – Footfall

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

Overview:
- Comparing average daily footfall in August 2021 overall to July 2021 overall shows a +5% increase.
- Overall retail footfall was down by -10% when comparing August 2021 overall to a pre-Covid-19 period*.



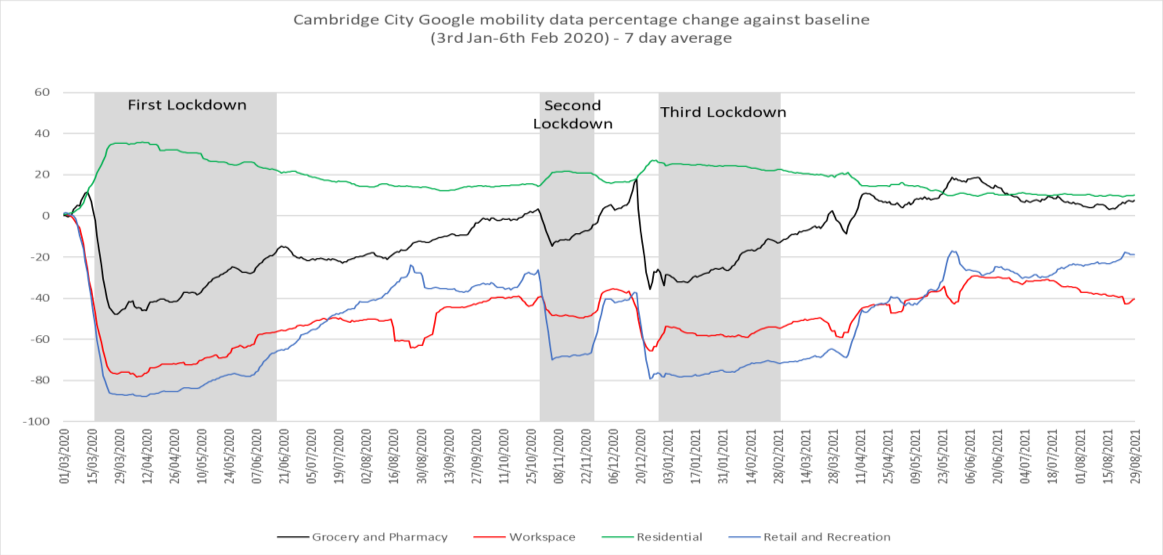
Cambridge BID footfall data:
- Comparing average daily footfall in August 2021 overall to July 2021 overall shows a 5% increase.
- The chart above highlights a shallow increase in volumes throughout August. Overall retail footfall across all Cambridge City locations saw a decrease of -2% in the latest week (06/09/2021-12/09/2021) when comparing overall counts to the week before (30/08/2021-05/09/2021).
- Overall retail footfall was down by -10% when comparing August 2021 overall to a pre-Covid-19 period*

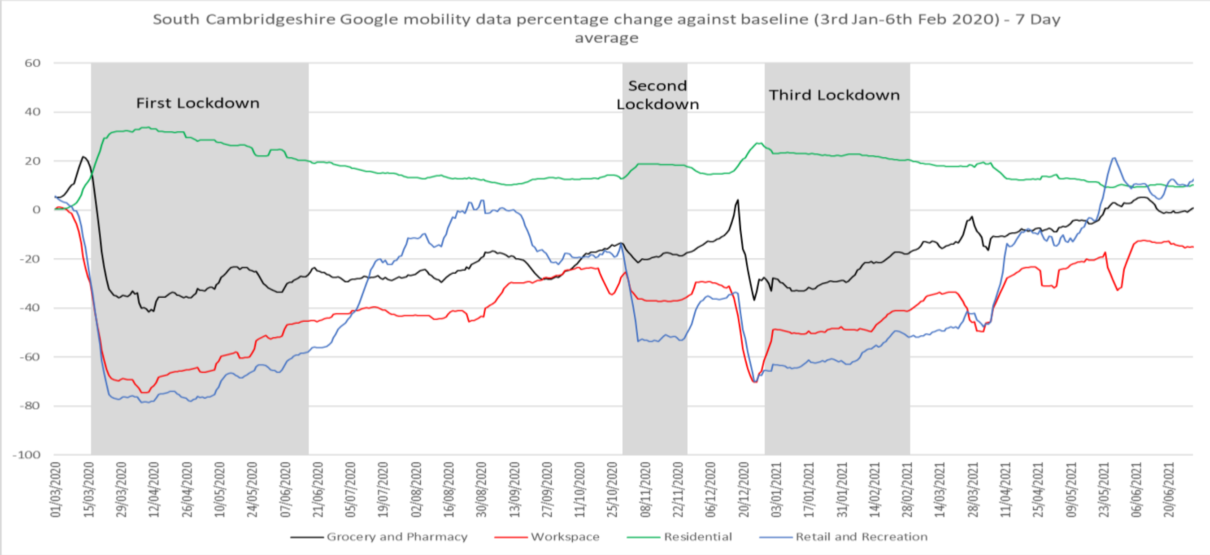
**The pre-Covid-19 comparison period is September 2019. For this comparison, all sensors except for Kings Parade and One Station Square are used. The King's Parade sensor was recalibrated in 2021 and therefore counts are no longer comparable. The One Station Square sensor was fitted in December 2019.*

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 (4th September 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 +2% in last the 7 days to 4th September and are now 8% above the baseline.
- Workplace visits decreased by -1% in last 7 days compared to the 7 days prior and are now -40% below the baseline.
- Residential visits increased by +1% in the last 7 days compared to the 7 days prior and are now 10% above the baseline.
- Retail and Recreation visits increased by +2% in the last 7 days compared to the 7 days prior are now -19% lower than the baseline.

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

- Grocery visits increased by +1% in the 7 days to 4th September compared to the 7 days prior and are now +3% above the baseline.
- Workplace visits decreased by -1% in the last 7 days compared to the 7 days prior and are now -25% below the baseline.
- Residential visits increased by +1% in the last 7 days compared to the 7 days prior and are now 10% above the baseline.
- Retail and recreation visits did not change in the last 7 days compared to the 7 days prior and are now 15% above the baseline.

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

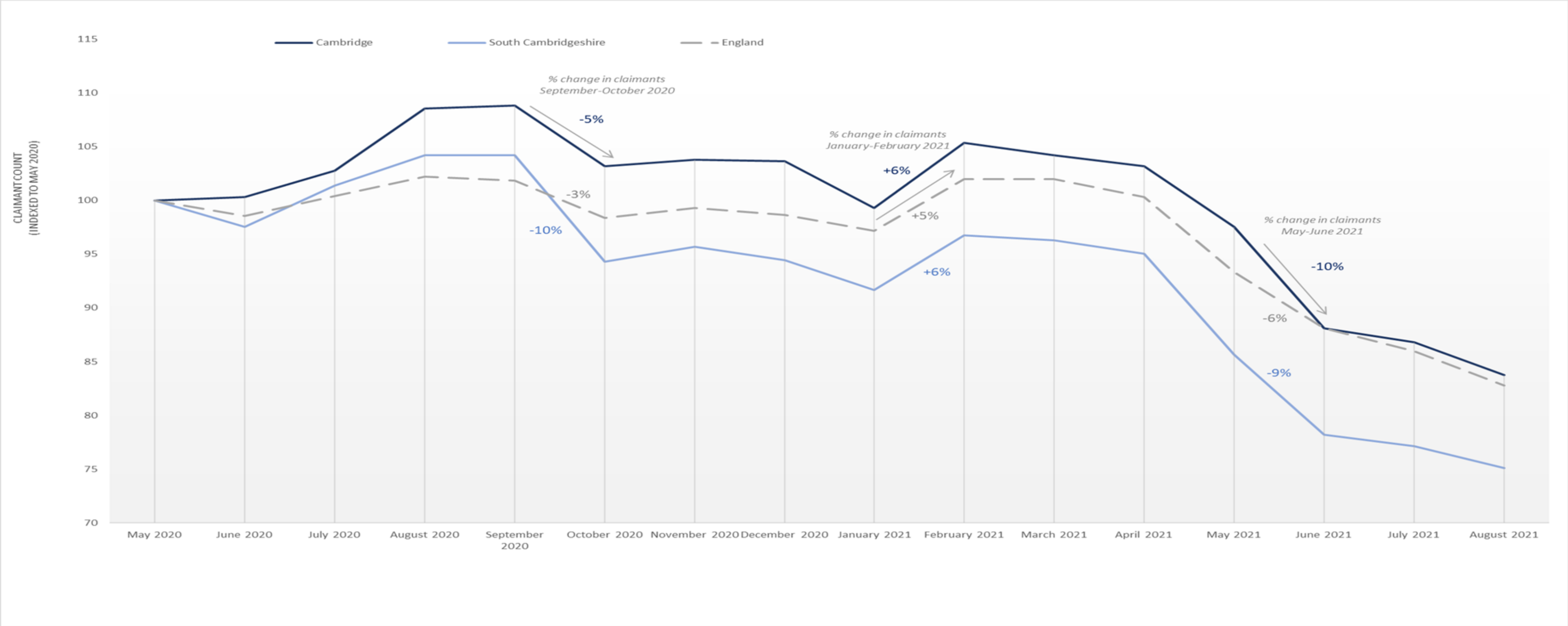
Google LLC "*Google COVID-19 Community Mobility Reports*". https://www.google.com/covid19/mobility/ Accessed: 09/09/2021

Labour Market – Claimant Count

Overview:

- **August 2021 data showed further decreases in claimant counts, there was a -3% decrease from July 2021 across Greater Cambridge, with a -4% decrease in Cambridge, -3% in South Cambridgeshire, compared with -4% across England overall.**

Claimant Count data across Greater Cambridge, as at 12th August 2021



- **5,320 claimants*** across the GCP area; **2.9% of people aged 16-64**, compared to 5.3% across England.

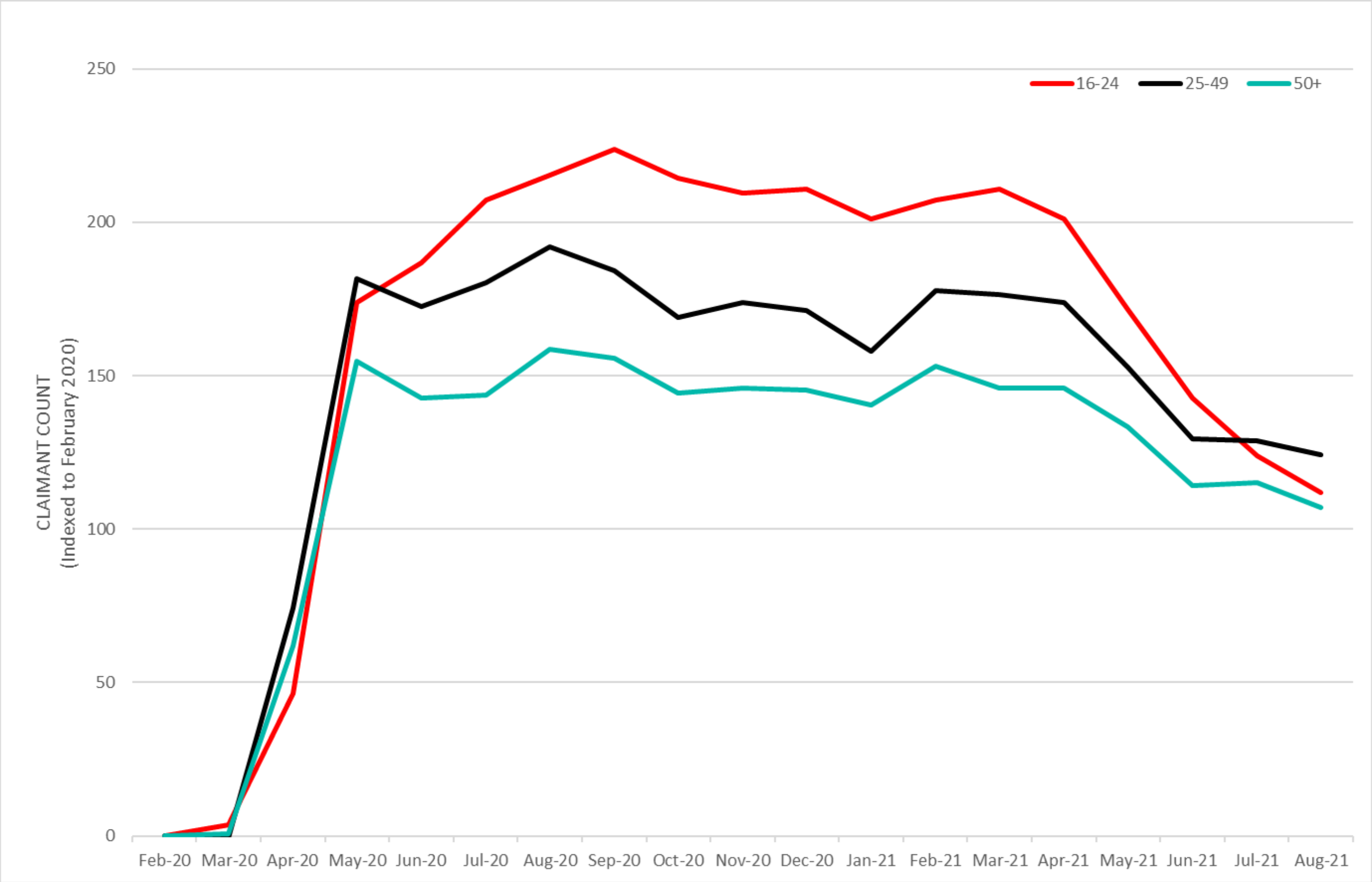
**this figure includes all residents over the age of 16 (not just working age)*

Labour Market – Claimant Count by Age

Overview:

- **In August 2021, there was an -5% decrease in claimants aged 16-24 from July 2021, with -2% decrease in claimants aged 25-49 and a -4% 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.**

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



August 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+	3.3% (2,890)	2.5% (2,430)	5.3%
16-17	0.2% (5)	0.1% (5)	0.3%
18-24	1.8% (460)	4.4% (410)	6.9%
25-49	4.2% (1,720)	2.8% (1,410)	5.9%
50+	2.0% (700)	1.0% (605)	2.2%

*figures may not add up due to rounding

Labour Market – Claimant Count by Location

Overview:

- Whilst the overall GCP rate sees around 3.0% of people aged 16-64 claiming, **Kings Hedges has a higher rate of 7.5% of the 16-64 population claiming.**

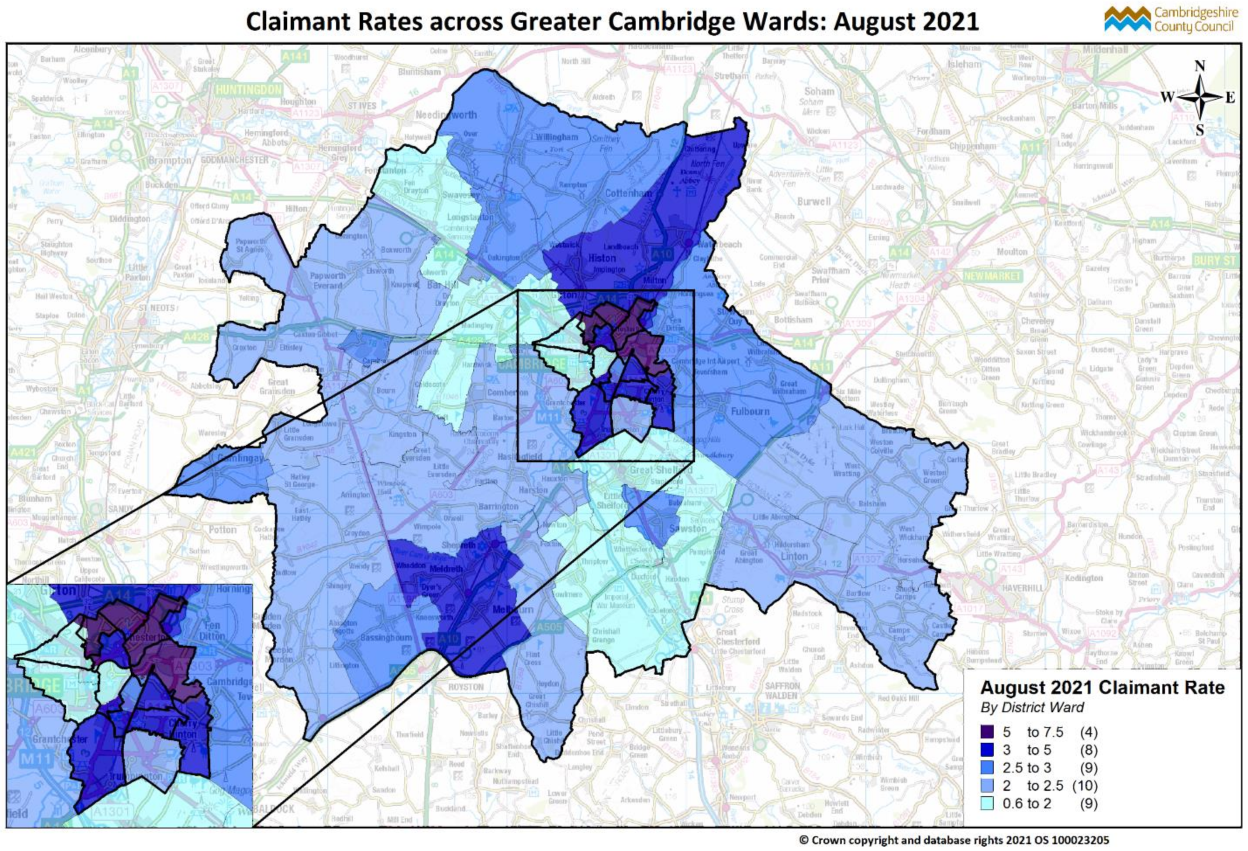
- With the exception of Milton & Waterbeach, the **top 10 wards with the highest claimant rates in August 2021 are all in Cambridge City,** with **Kings Hedges having the highest claimant rate (7.2%)** across Greater Cambridge.

- **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%), 2.4% higher than in August 2021.

- **The lowest claimant rates across Greater Cambridge are in the Newnham, Castle and Market wards**, all of which have a **claimant rate of around 0.9%** (August 2021).

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

Ward	Claimant Rate – August 2021	Claimant Rate – August 2019
Kings Hedges	7.2	3.4
Abbey	5.8	2.1
East Chesterton	5.6	2.4
Arbury	5.5	2.4
Cherry Hinton	4.0	1.6



The top 5 wards with the highest claimant rate remain the same as they did in July 2021 with all wards showing slight decreases.

Labour Market – Claimant Count by Location

Overview:

- Whilst United Kingdom saw an increase of +2.2% in claimant rate between March 2020 and August 2021, King's Hedges saw an increase of +3.6%.

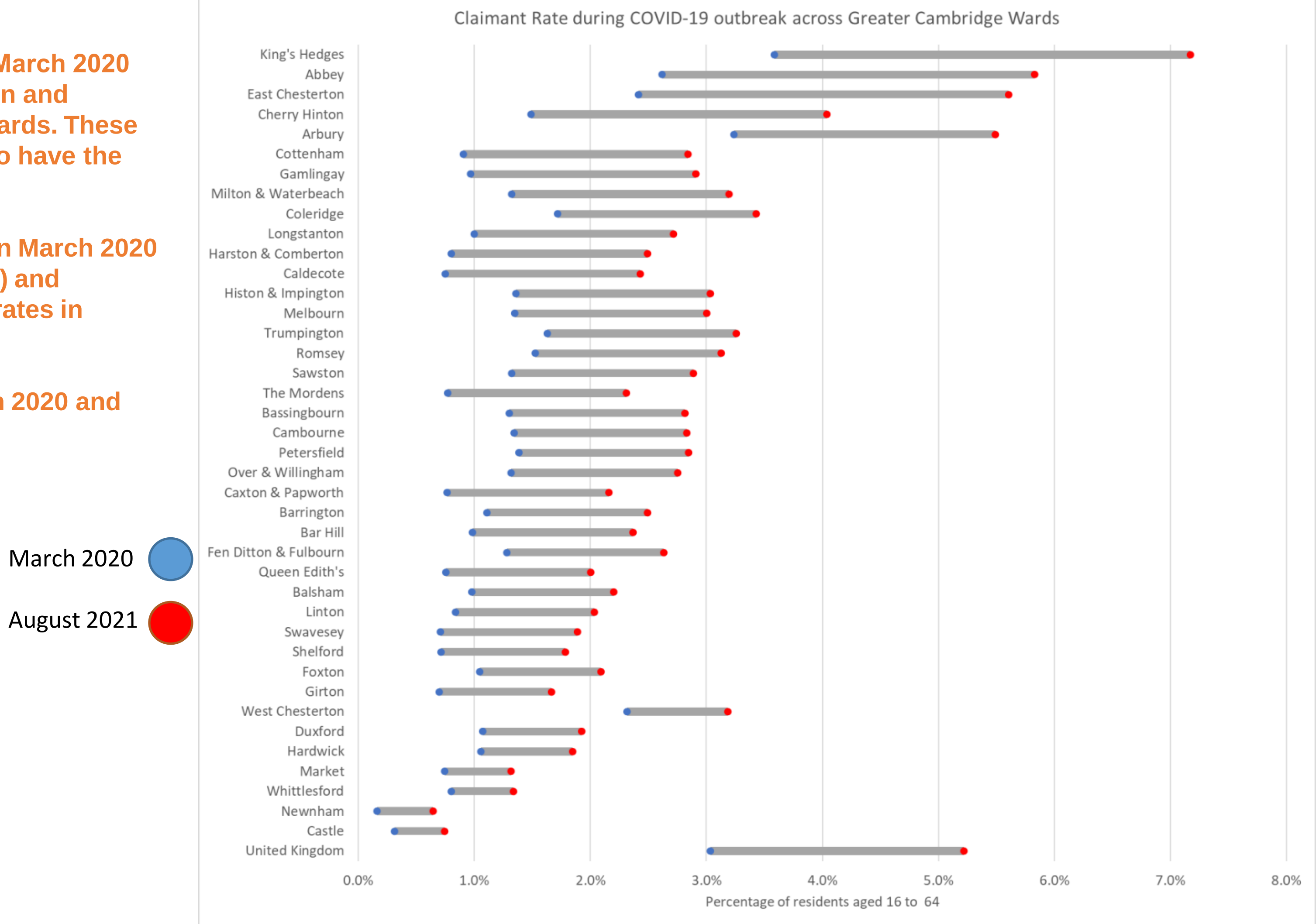
- **King's Hedges had the largest increase in claimant rate from March 2020 to August 2021 (+3.6%). Abbey, East Chesterton, Cherry Hinton and Arbury also have larger increases relative to the majority of wards. These top five wards with the greatest difference in claimant rate also have the highest claimant rates in August 2021.**

- **The wards with the lowest difference in claimant rates between March 2020 and August 2021 across Greater Cambridge are Castle (+0.4%) and Newham (+0.5%). These wards also have the lowest claimant rates in August 2021.**

- **The United Kingdom saw an increase of +2.2% between March 2020 and August 2021.**

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

Ward	Claimant Rate – August 2021	Claimant Rate – March 2020
Kings Hedges	7.2	3.6
Abbey	5.8	2.6
East Chesterton	5.6	2.4
Cherry Hinton	4.0	1.5
Arbury	5.5	3.2



Labour Market – Job Retention Scheme

Overview:

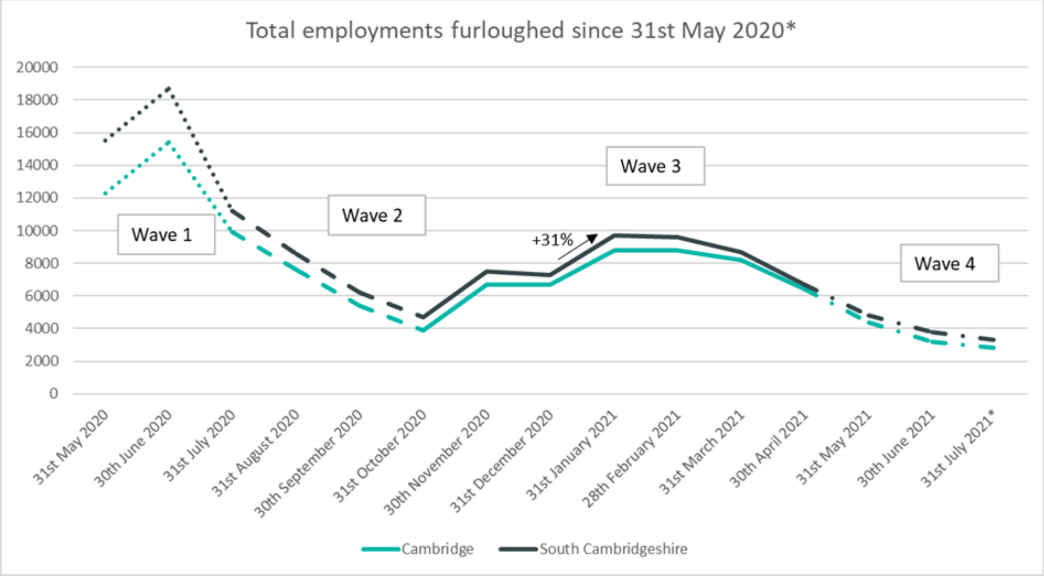
In the fourth wave of the governments coronavirus job retention scheme, **at July 31st 2021**:

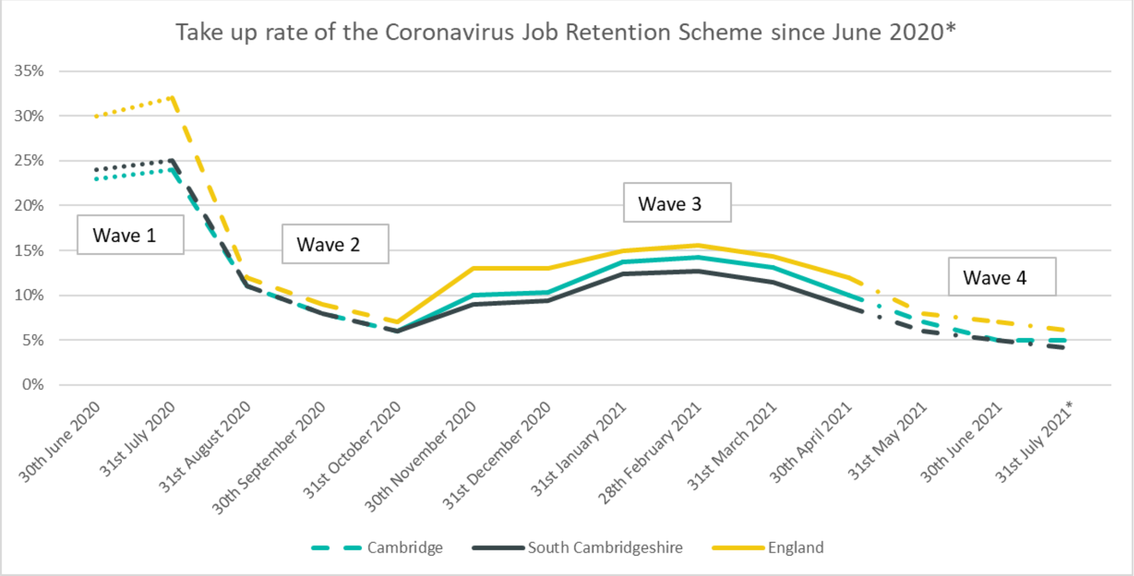
- **6,100 employments furloughed across the GCP area, representing a take-up rate of 5%, based on eligible employments.**
- **Employments furloughed across the GCP area decreased by 900 (-13%) from the 30th June to 31st July 2021. This compares to a -16% decrease across England overall.**
- 2,800 employments furloughed in Cambridge and 3,300 in South Cambridgeshire, accounting for 4.5% and 4.9% of employees aged 16-64 respectively, this is in line with Cambridgeshire overall (4.5%) but lower than nationally (5.8%).
- **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.

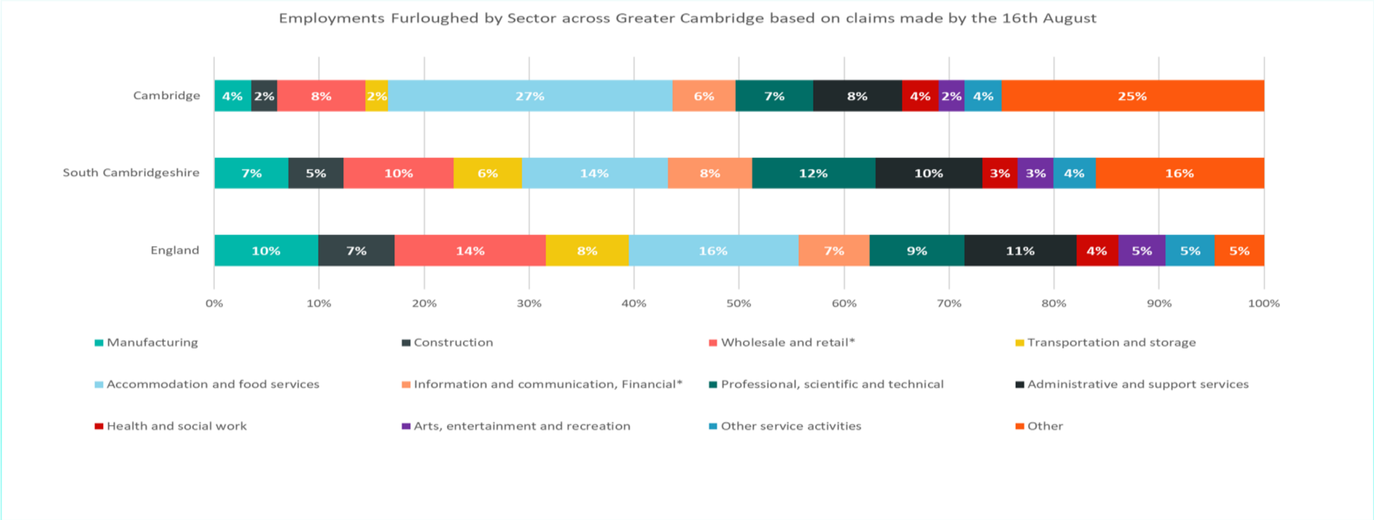




Labour Market – Furloughed by Sector

Overview:

- Across the Greater Cambridge area overall, **the sector with highest proportion of employments furloughed (20%) is the Accommodation and Food services sector.**
- **The Other* sector accounts for a higher proportion of employments furloughed locally than it does nationally** (20% across the Greater Cambridge area overall compared with 5% nationally), **this is most notable in Cambridge (25%).**



Employment Sector	% Change in Employments furloughed June to July 2021
Arts, entertainment and recreation	-49%
Administrative and support services	-20%
Wholesale and retail*	-18%
Health and social work	-16%
Other service activities	-15%
Professional and scientific and technical	-14%
Construction	-14%
Manufacturing	-13%
Information and Communication, Financial*	-12%
Accomodation and food services	-10%
Transportation and Storage	-7%
Other*	3%

- **Across the Greater Cambridge area overall, the sector with highest proportion of employments furloughed (20%) is the Accommodation and Food services sector.** This compares to 16% of employments furloughed nationally. **Cambridge has a higher proportion of employments furloughed in this sector (27%) than South Cambridgeshire (14%). This sector saw a -10% decrease in employments furloughed from June to July 2021.**

- **The Other* sector accounts for a higher proportion of employments furloughed locally than it does nationally** (20% across the Greater Cambridge area overall compared with 5% nationally) because it now includes the education sector. **This is most notable in Cambridge (25%).**

- The Professional, Scientific and Technical sector accounted for 10% of employments furloughed across the GCP area, 12% in South Cambridgeshire and 7% in Cambridge. This sector saw a -14% decrease in employments furloughed from June to July.

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

Labour Market – Self Employment Income Support Scheme

Overview:

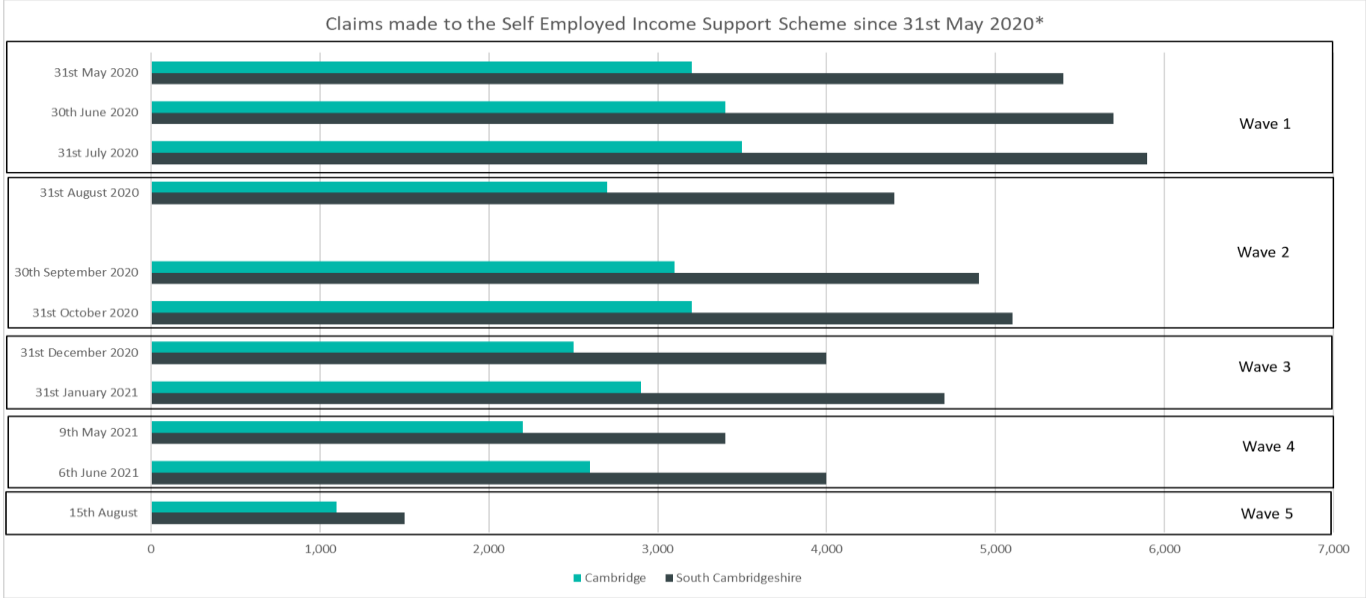
- **Greater Cambridge has had lower take up rates of the SEISS in all five waves compared to regionally and nationally.**
- **£119.5 million worth of claims have been made to the SEISS since the start of the pandemic.**
- **The fifth wave of the scheme so far has seen 2,600 claims made across the GCP area to the 15th August 2021, worth £6.5m. The fifth wave is expected to run until 30th September 2021.**

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 (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)	Wave 5 SEISS Take-Up Rate (based on # eligible individuals)
Cambridge	70%	65%	58%	53%	23%
South Cambridgeshire	72%	63%	58%	49%	19%
East of England	76%	68%	64%	56%	23%
England	77%	69%	65%	58%	24%

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