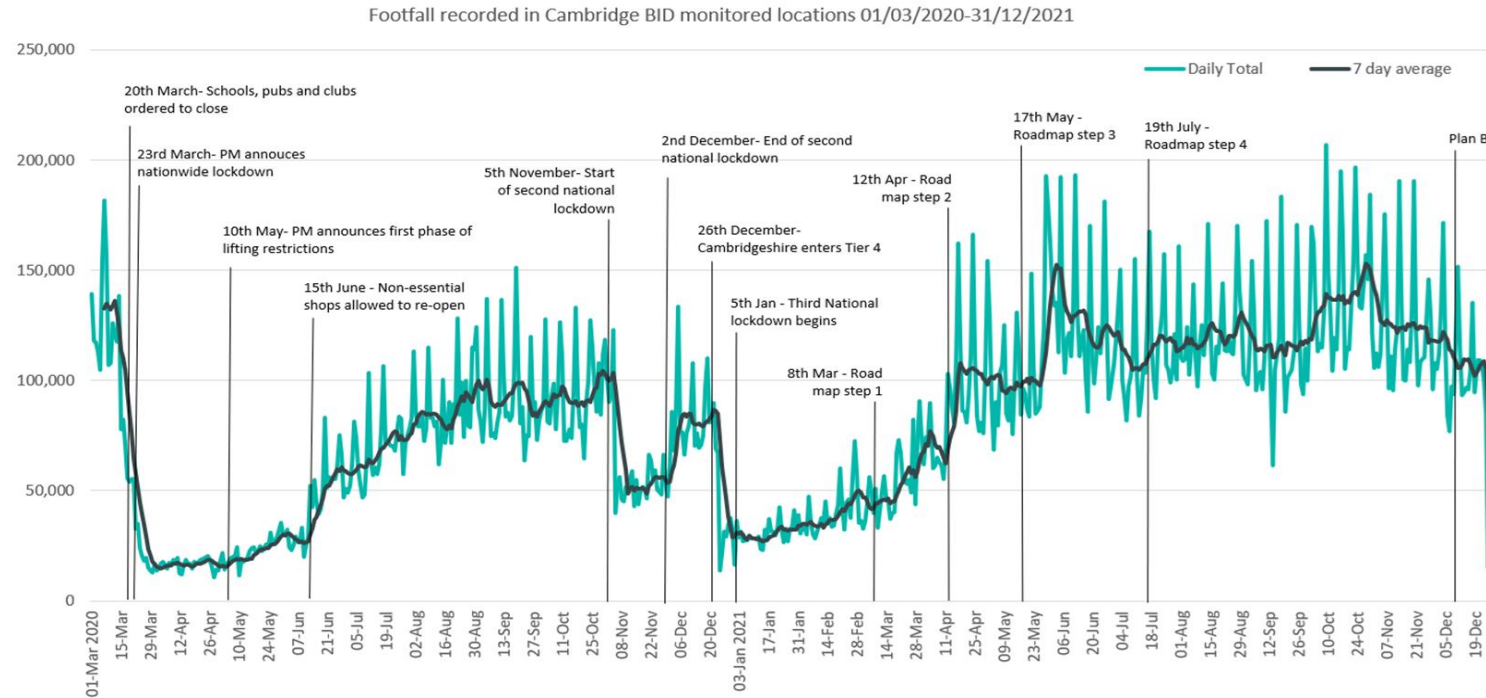


Consumer Behaviour – Footfall

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

Overview:

- Comparing average daily footfall in December 2021 overall to November 2021 overall shows a -17% decrease
- The chart above highlights footfall slowly decreasing in December before sharply decreasing over the Christmas holidays



Cambridge BID footfall data:

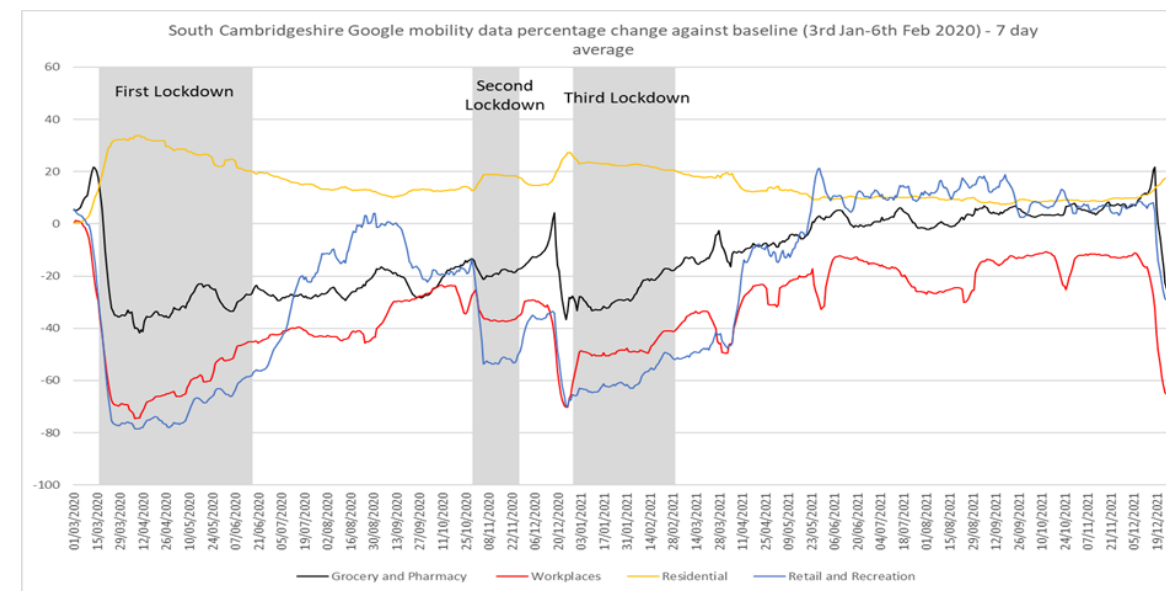
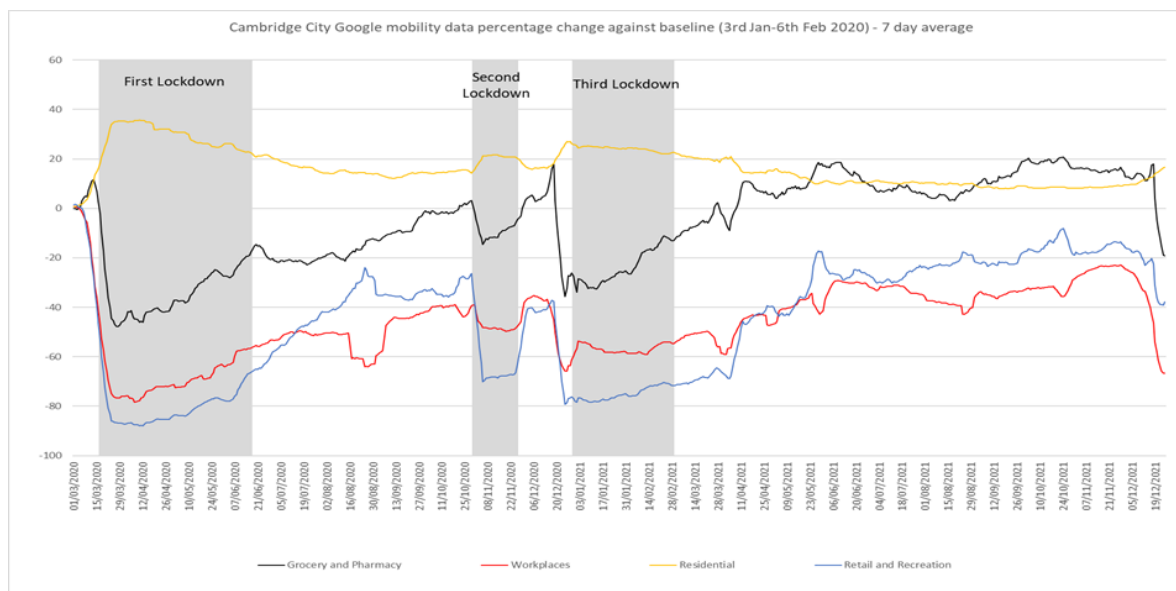
- Comparing average daily footfall in December 2021 overall to November 2021 overall shows a -17% decrease
- The chart above highlights footfall slowly decreasing in December before sharply decreasing over the Christmas holidays
- Overall retail footfall was down by -21% when comparing December 2021 to December 2019*, but volumes were 45% above December 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 (31st Dec 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 -9% in December 2021 compared to November 2021 and were 7% above the baseline for December 2021 on average,
- Workplace visits decreased by -16% in December 2021 compared to November 2021 and were -42% below the baseline for December 2021 on average.
- Residential visits increased by 4% in December 2021 compared to November 2021 and were 13% above the baseline for December 2021 on average.
- Retail and recreation visits decreased by -6% in December 2021 compared to November 2021 and were -23% below the baseline for December 2021 on average.

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

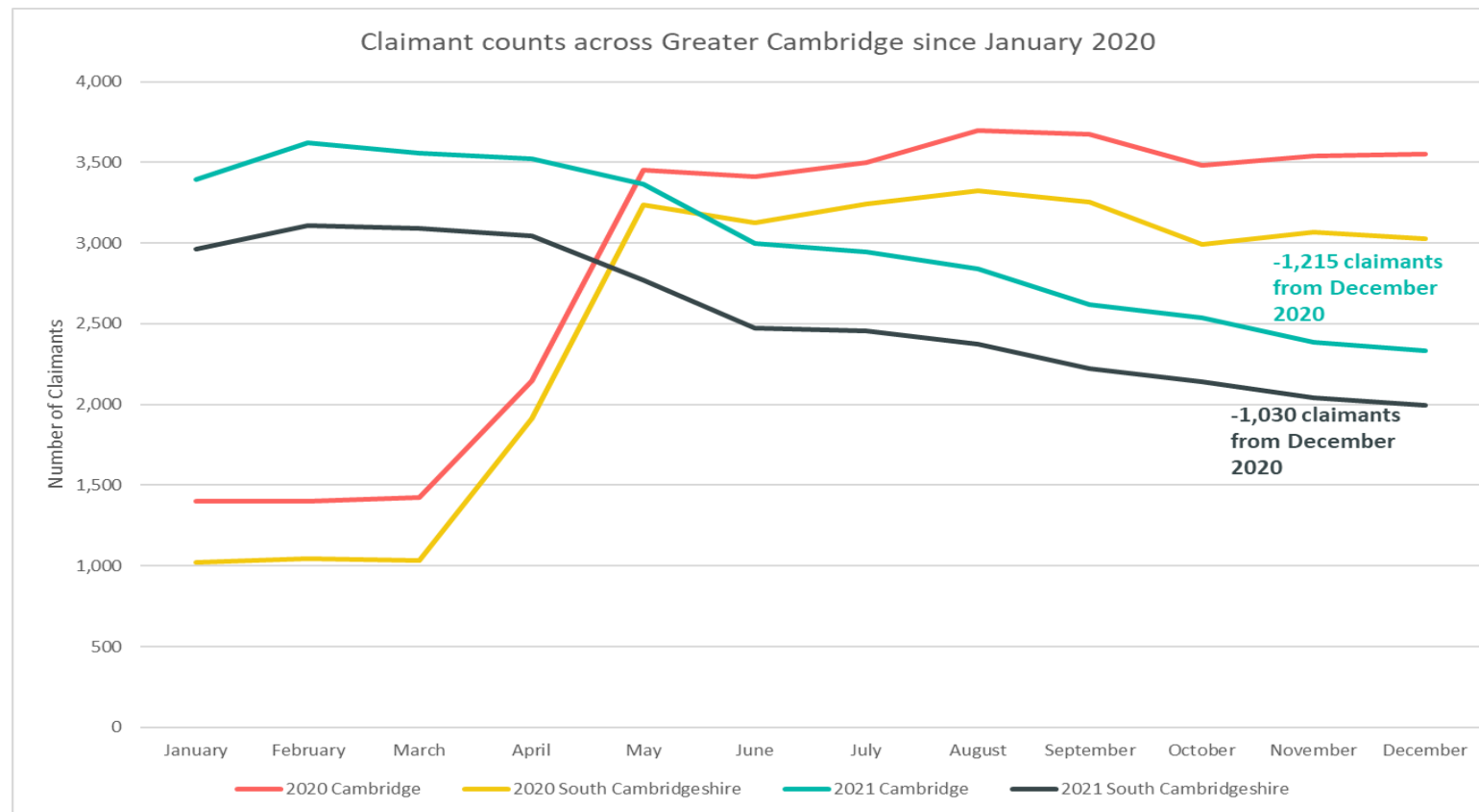
- Grocery visits decreased by -2% in December 2021 compared to November 2021 and were 4% above the baseline for December 2021 on average,
- Workplace visits decreased by -18% in December 2021 compared to November 2021 and were -31% below the baseline for December 2021 on average.
- Residential visits increased by +4% in December 2021 compared to November 2021 and were 13% above the baseline for December 2021 on average.
- Retail and recreation visits decreased by -7% in December 2021 compared to November 2021 and were -1% below the baseline for December 2021 on average.

Labour Market – Claimant Count

Overview:

- December 2021 data showed slight decreases in claimant counts, there was a -2% decrease from November 2021 across Greater Cambridge, with a -2% decrease in Cambridge and South Cambridgeshire, and the same -2% decrease across England overall.

Claimant Count data across Greater Cambridge, as at 9th December 2021



- 4,330 claimants*** across the GCP area; **2.4% of people aged 16-64**, compared to 4.5% across England. This compares to **2,460 claimants (1.3% of people aged 16-64)** across the GCP area in March 2020, a +76% increase.

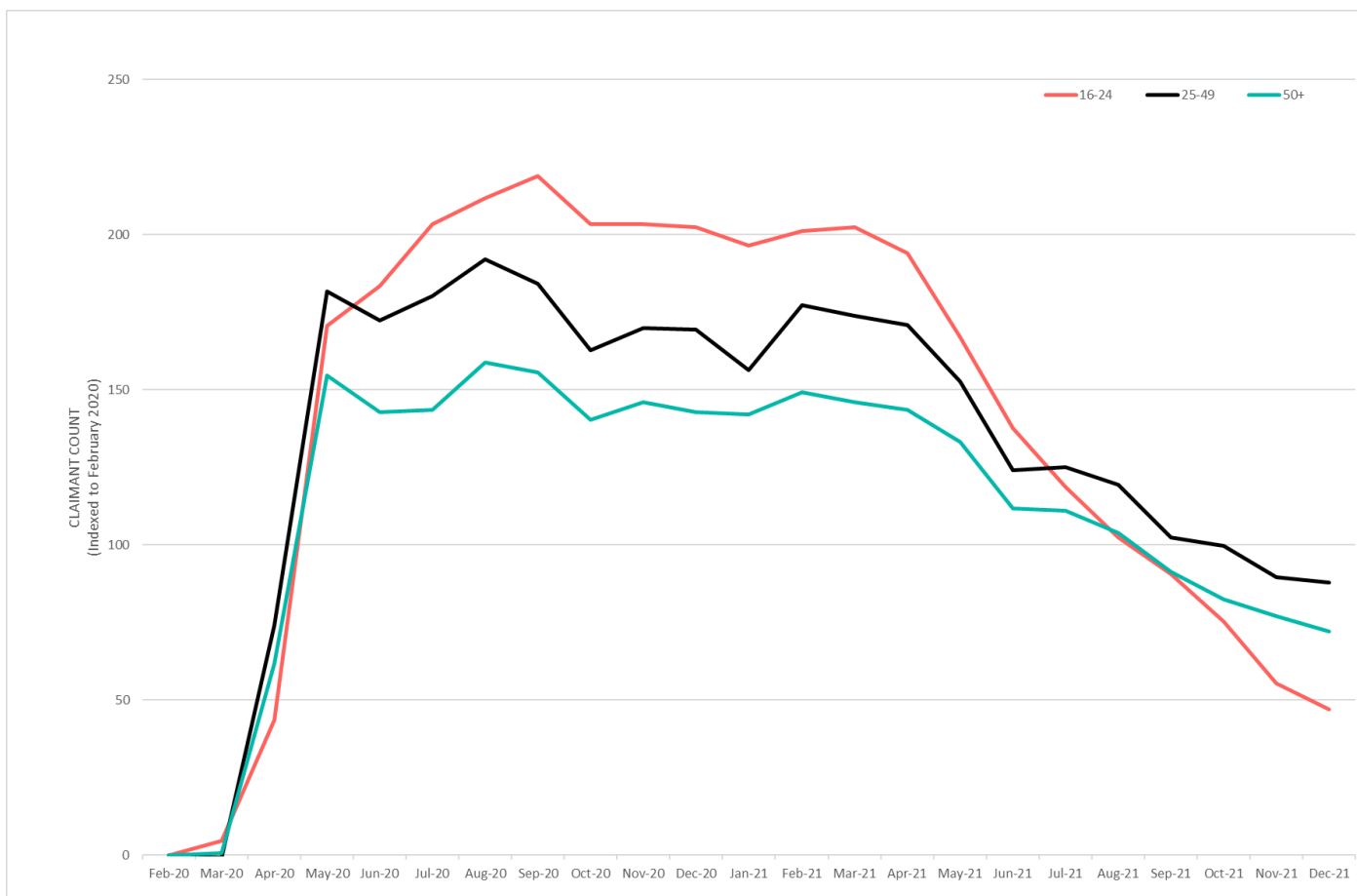
*this figure includes all residents over the age of 16 (not just working age)

Labour Market – Claimant Count by Age

Overview:

- In December 2021, there was a -5% decrease in claimants aged 16-24 from November 2021, a -1% decrease in claimants aged 25-49 and a -3% decrease in claimants aged 50+. Although the gap in claimant counts by age group which was observed between March 2020-April 2021 has narrowed, in the last two months there are still gaps between all three age groups.

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



December 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+	2.7% (2,335)	↓	2.1% (1,995)
16-17	0.2% (5)	↔	0.1% (5)
18-24	1.2% (320)	↓	3.1% (295)
25-49	3.5% (1,405)	↓	2.4% (1,215)
50+	1.7% (600)	↓	0.8% (485)
			↔
			4.5%
			0.2%
			5.4%
			5.1%
			1.8%

*figures may not add up due to rounding

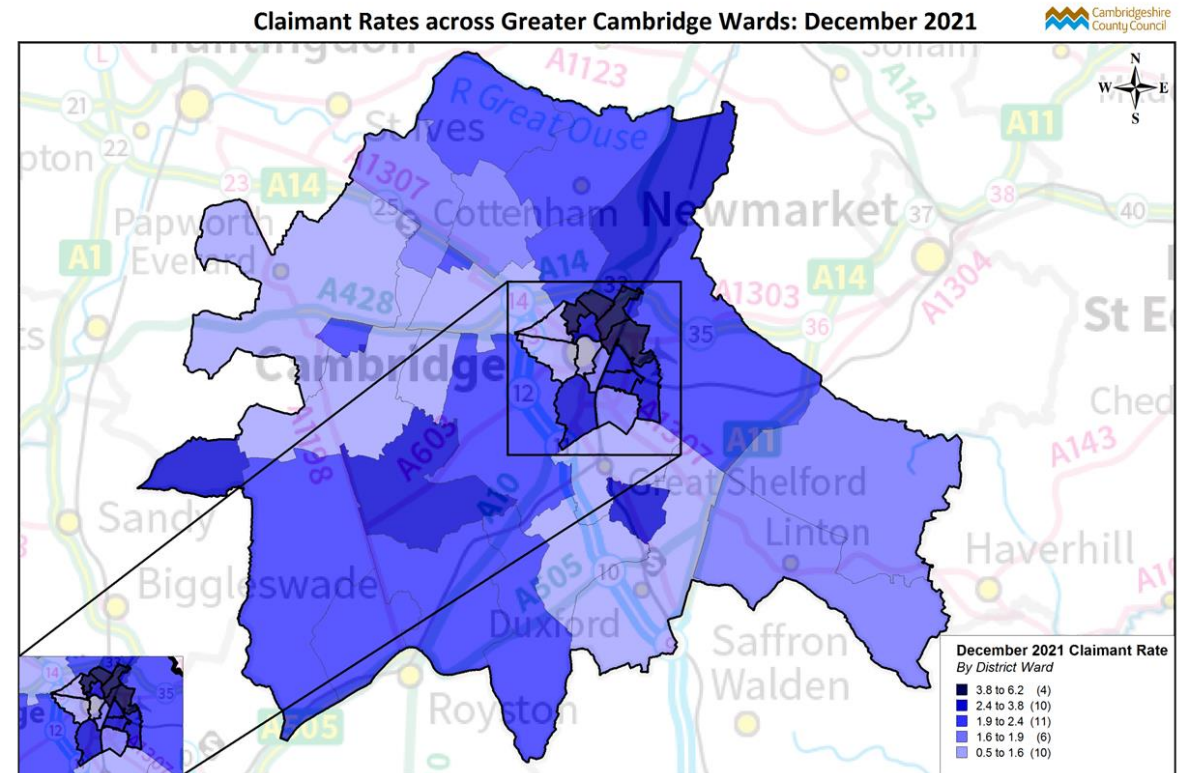
Labour Market – Claimant Count by Location

Overview:

- Whilst the overall GCP rate sees around 2.4% of people aged 16-64 claiming, **Kings Hedges has a higher rate of 6.2% of the 16-64 population claiming.**
- With the exception of Barrington (2.5%), Milton & Waterbeach (2.8%) and Over & Willingham (2.3%), the **top 10 wards with the highest claimant rates in December 2021 are all in Cambridge City**, with **Kings Hedges having the highest claimant rate (6.2%)** 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%), 3.4% higher than December 2021.
- **The lowest claimant rates across Greater Cambridge are in the Castle (0.5%), Newnham (0.6%) and Market wards (0.7%)**

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

Ward	Claimant Rate – December 2021	Claimant Rate – December 2019
Kings Hedges	6.2	3.7
East Chesterton	4.7	2.5
Abbey	4.6	2.4
Arbury	4.6	3.1
Cherry Hinton	3.8	1.7



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

Labour Market – Job Retention Scheme

Overview:

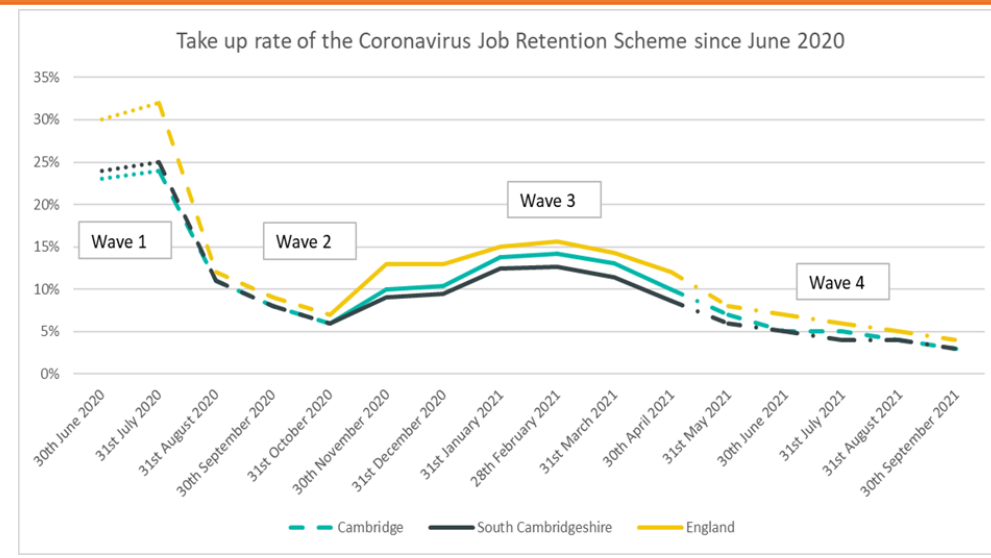
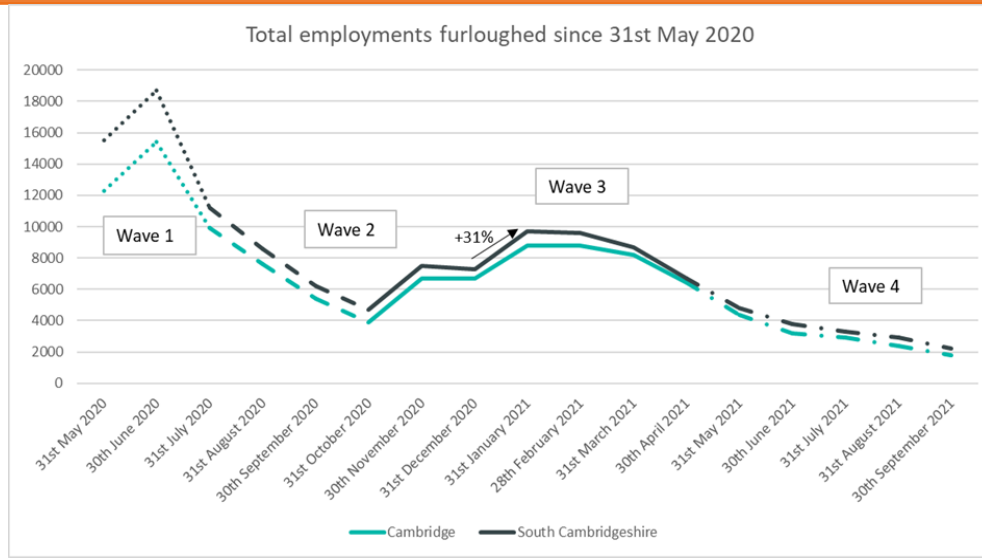
- Overall, 44,000 employments were furloughed at some point across Greater Cambridge from the beginning of the scheme to the 30th September, representing 24% of employees aged 16-64. This is less than England overall, where 27% were furloughed.
- The final fourth wave, as at September 30th 2021, saw 4,000 employments furloughed across Greater Cambridge. This represents a take-up rate of 3% based on eligible employments.
- There were 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 (2.8%).
- Greater Cambridge has had a lower take up rate of the CJRS across all four waves compared to regionally and nationally.

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

Second wave to October 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.

Third wave to April 2021: 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.

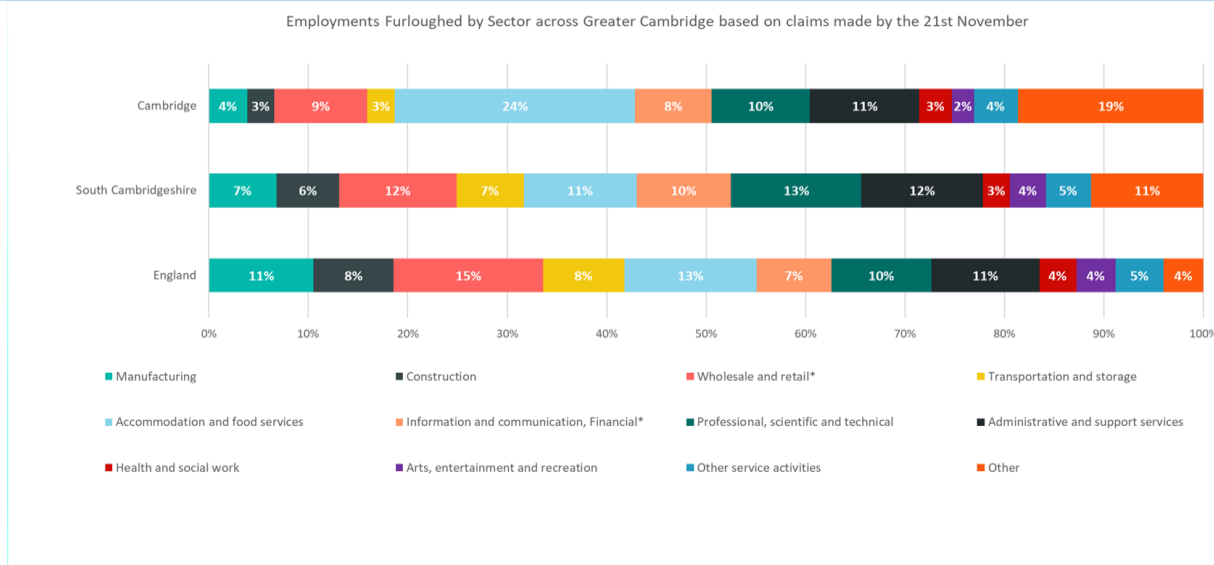
Fourth wave to September 2021: The fourth and final wave of the scheme saw 4,000 employments across Greater Cambridge furloughed to the end of September, a decrease compared to the third wave.



Labour Market – Furloughed by Sector

Overview:

- Across the Greater Cambridge area overall, the sector with highest proportion of employments furloughed (17%) was 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 included the **Education sector**. This was most notable in Cambridge (19%).



Employment Sector	% Change in Employments furloughed August to September 2021
Other*	-45%
Health and social work	-33%
Accommodation and food services	-30%
Arts, entertainment and recreation	-20%
Transportation and Storage	-20%
Wholesale and retail*	-19%
Manufacturing	-19%
Other service activities	-18%
Information and Communication, Financial*	-15%
Administrative and support services	-15%
Professional and scientific and technical	-13%
Construction	-10%

- **The Other* sector** saw a -45% decrease in employments furloughed from August to September 2021, the largest decrease across all sectors.
- **The Health and social work sector** saw a -33% 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 -13% decrease in employments furloughed from August to September 2021.

Labour Market – Self Employment Income Support Scheme

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.
- £106.5 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 saw 4,300 claims made across the GCP area to the 28th 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.

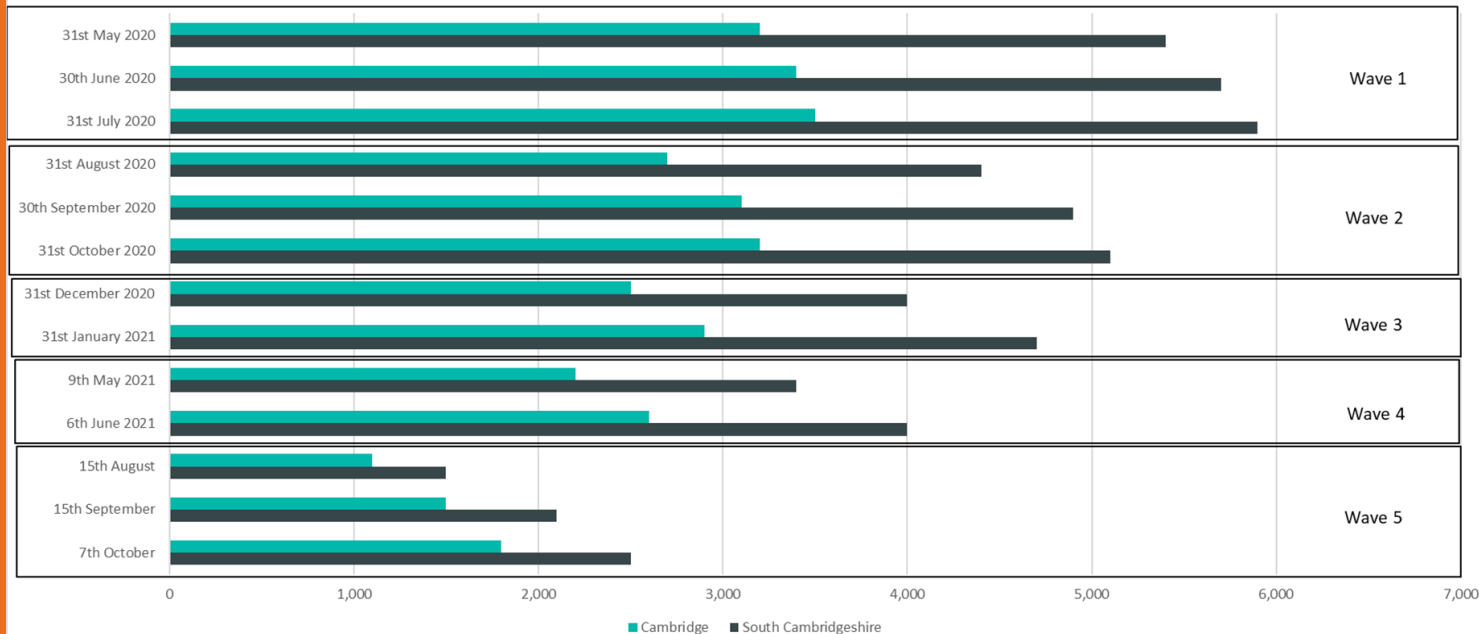
The second wave of the scheme saw 8,300 claims made across Greater Cambridge (worth £22.9m) to 31st October 2020.

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.

The fifth wave of the scheme saw 4,300 claims made across the GCP area to the 28th October 2021, worth £10.4m.

Claims made to the Self Employed Income Support Scheme since 31st May 2020



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 – Claimant Count by Location

Overview:

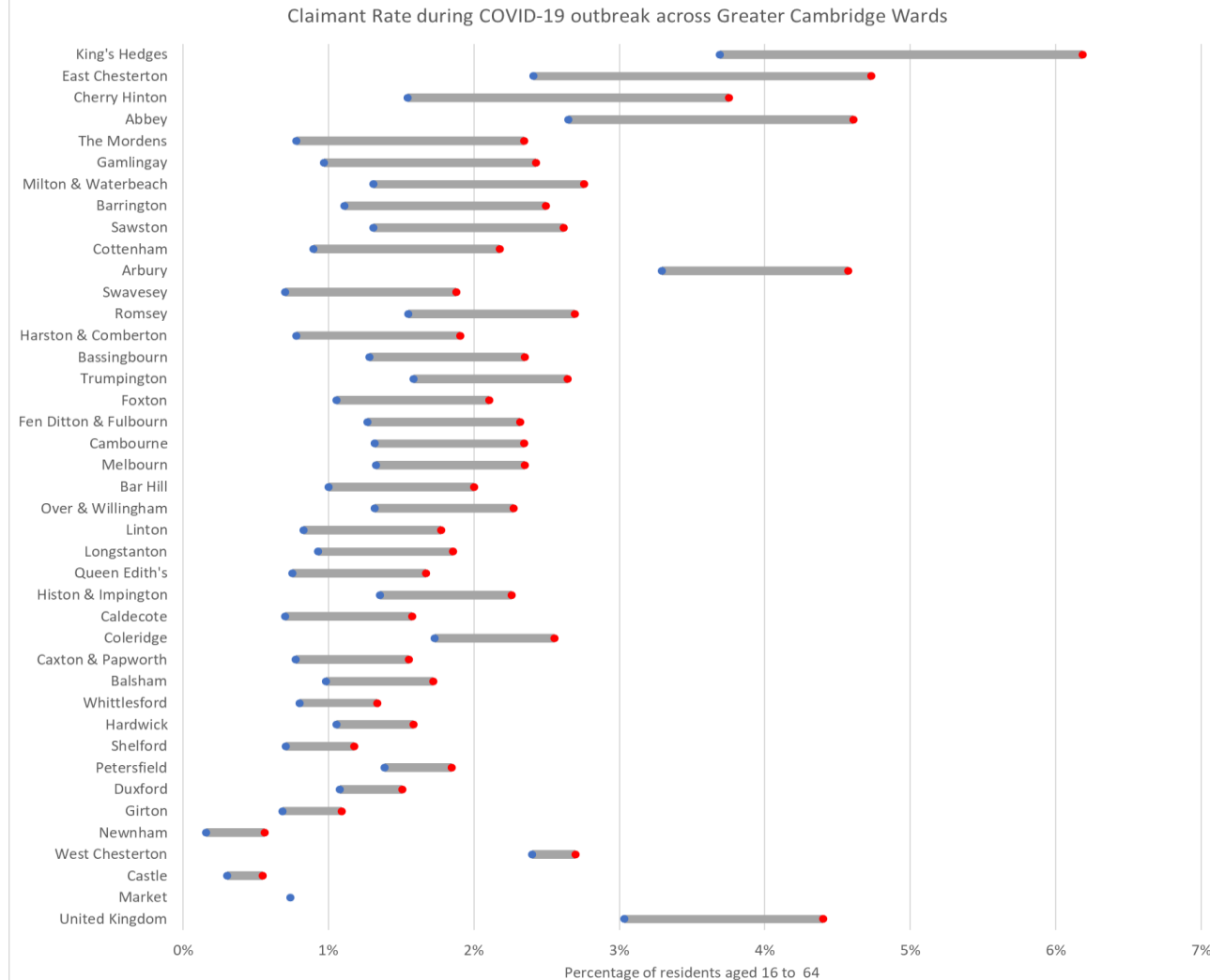
- Whilst United Kingdom saw an increase of +1.4% in claimant rate between March 2020 and December 2021, King's Hedges saw an increase of +2.5%.

- King's Hedges had the largest increase in claimant rate from March 2020 to December 2021 (+2.5%), East Chesterton (+2.3%), Cherry Hinton (+2.2%) and Abbey (+2.0%) 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 December 2021, King Hedges (6.2%), East Chesterton (4.7%), Abbey (4.6%) and Arbury (4.6%) all had higher claimant rates than the United Kingdom.**
- Market now has no difference in claimant rate between March 2020 and December 2021**
- The United Kingdom saw an increase of +1.4% between March 2020 and December 2021.

March 2020



December 2021



Labour Market – Vacancies

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

*Please note that this data is only indicative of the trend in job postings. This is due to a transitional period with EMSI merging with Burning Glass.

Overview:

- In December 2021, there were 42,860 unique job postings across Greater Cambridge. This is the highest number of vacancies recorded for the past five years*.
- From November 2021 to December 2021, postings increased by +6% across Greater Cambridge. Nationally, job postings increased by +1% in this period.
- When compared to a pre-Covid-19 period*, job postings were up by 47% in December 2021, nationally they were 63% higher.

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

District	October - December 2020	October - December 2021	% Difference
Cambridge	69,889	102,302	46%
South Cambridgeshire	11,326	17,110	51%
Greater Cambridge	81,215	119,412	47%

- In the last three months (October – December 2021) job postings were up by 47% when compared to October - December 2020. When compared to the same period in 2019, there was a 44% increase in job postings. **Job vacancies increased by 34% from the previous quarter (July – September 2021) across the GCP area.**

Monthly unique job postings across Greater Cambridge

