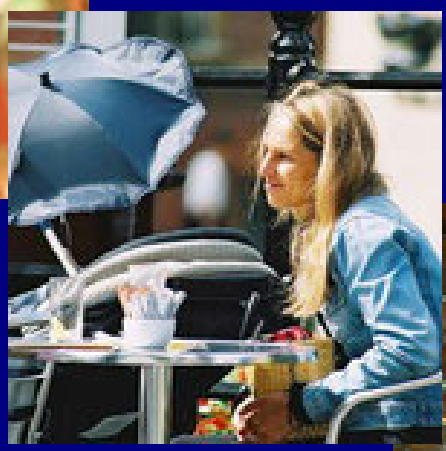




CITY CENTRE MANAGEMENT – KEY PERFORMANCE INDICATOR REPORT



INTRODUCTION

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Welcome...

...to our November edition of the City Centre Management Key Performance Indicator report. It has been an extremely busy year for the City Centre Management team with the launch of the new Love Cambridge Partnership as an independent entity in April of this year. The Partnership has bedded in very well, and now has over 100 members and has delivered some excellent projects over the past 8 months. For more information on the new partnership and its work visit www.love-cambridge.co.uk.

Whilst the trading position remains challenging, Cambridge has continued to perform well against the national picture. It is extremely encouraging to see how Cambridge has shot up the retail ranking index from 21st position a couple of years ago, to 16th place. This is without doubt following the significant enhancement of the retail offer through the opening of the Grand Arcade and Christ's lane developments.

You will see from the report that footfall this year across the city has been a mixed picture in parts, but broadly speaking Cambridge continues to buck the national trend with key areas of the city showing an increase year on year. The arrival of Primark has already had a significant impact on footfall in the Grafton area of the city and we feel confident that this will result in a levelling of the current picture moving forward.

However like all towns and cities Cambridge has not been immune to the economic downturn and has had its share of empty shop units. The city has responded proactively to this challenge through the "Changing Spaces" vacant shop units coordinated by Love Cambridge and delivered by the Arts Development team at the City Council. This has seen many streets in Cambridge revitalised with a diverse range of arts installations and creative uses.

Interestingly you will see that visitor numbers to Cambridge are significantly up year on year, which is reflective of the "Staycation" trend where more people are choosing to holiday locally. Indications from recent tourism research which has been undertaken are that this trend is likely to continue as people rediscover the country they live in.

Cambridge Business Against Crime (CAMBAC), our Business Crime Partnership continues to grow from strength to strength, proactively working to reduce the impact of business crime and associated anti social behaviour in the city centre.

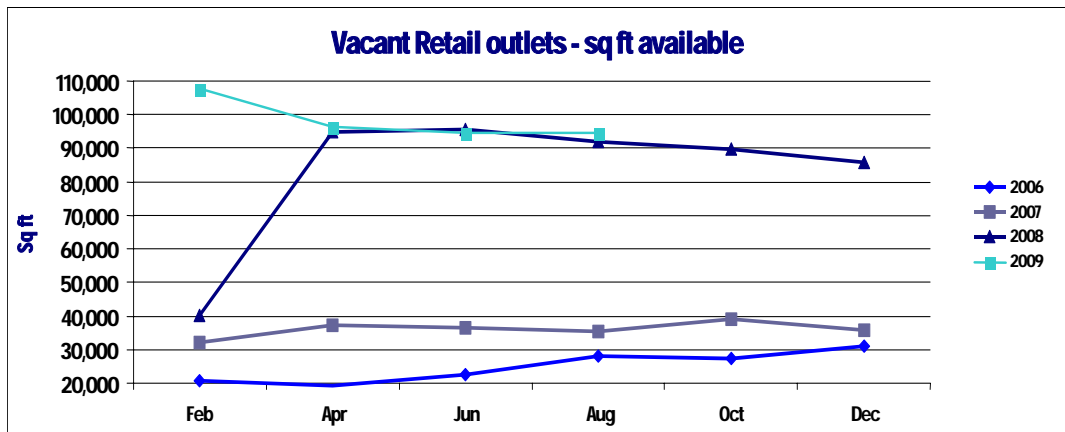
I hope you find this report both interesting and informative.

With Kind Regards
Emma Thornton - City Centre Manager

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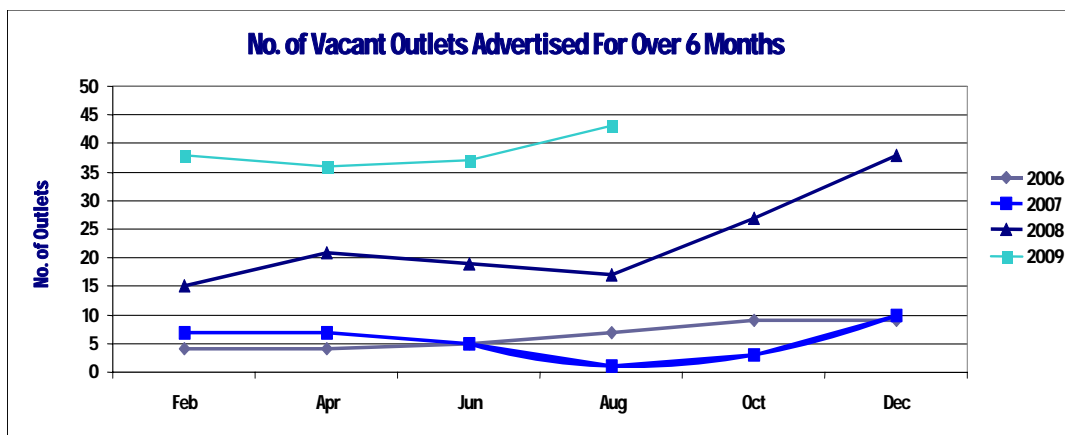


VACANT RETAIL OUTLETS

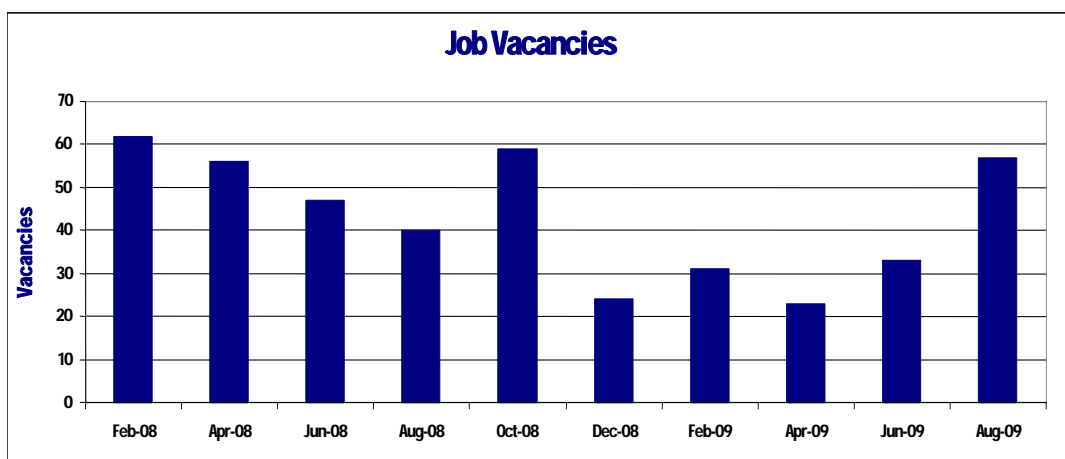


The data gathered details the number of vacant retail outlets in Cambridge city centre².

The method used consists of a web-based search and a walk through the city centre; it is conducted bi-monthly. The charts below are an indication of the health of the retail sector in the city.



The charts show that the overall square foot of vacant retail units seem to currently be in line with last year's figures. June and August 2009 both show total retail unit square foot at 94,000.



There are a number of units that have been vacant for over 6 months. Over half of these units have over 1,000 sqft of floorspace. Cambridge is responding proactively to this challenge with the Changing Spaces Vacant Shop Unit Project.

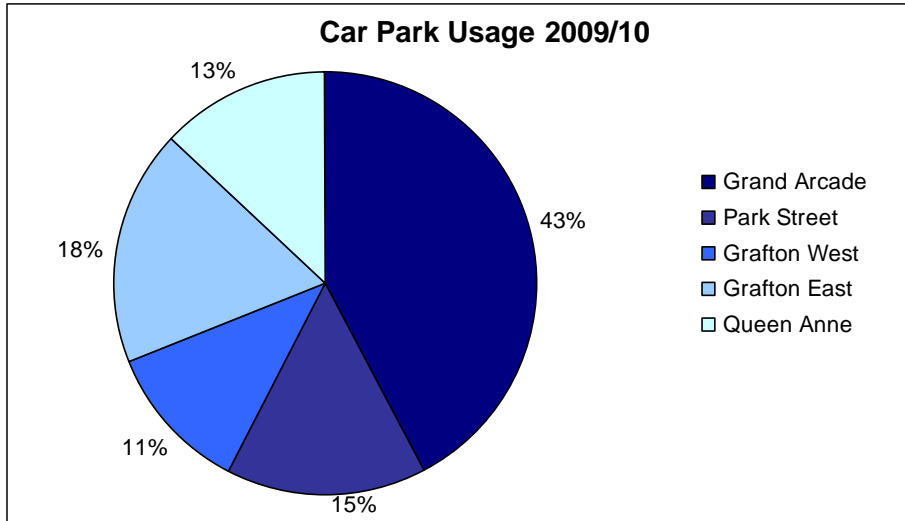
Regent St, the Grafton Centre Bridge St and Fitzroy St are still showing the highest number of retail vacancies totalling 47,854 sq ft of vacant units and representing 50% of the total vacant sq ft in the City.

However, recent press coverage indicate that six stores in the Bridge St/All Saints Passage/Jesus Lane area of the city are due to take on new tenants imminently (Cambridge Evening News, 26th November 2009), which will greatly enhance the pull of shoppers to this area of the City Centre and have a positive effect on vacant retail figures.

² Including the Grafton Centre, Fitzroy St, Burleigh St, Mill Rd Cambridge Leisure Park and Cambridge Retail Park

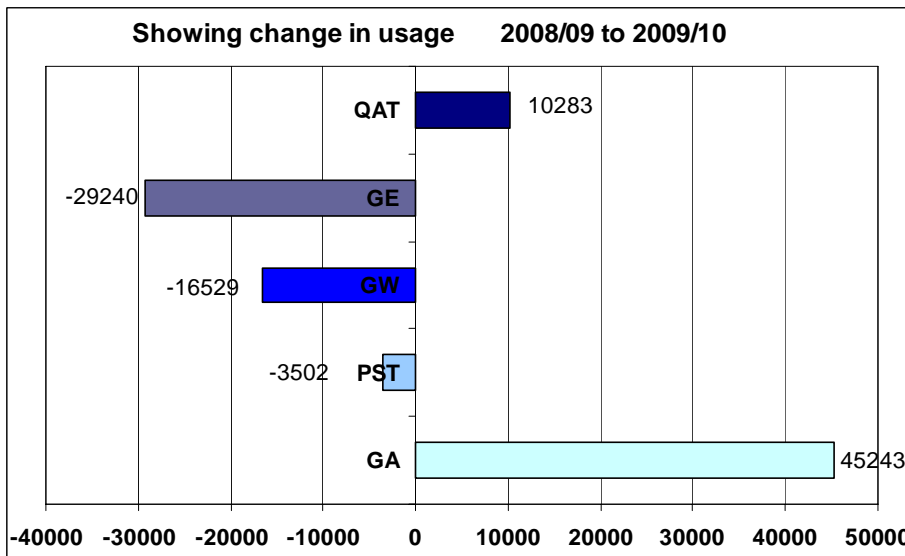


PARKING TRENDS



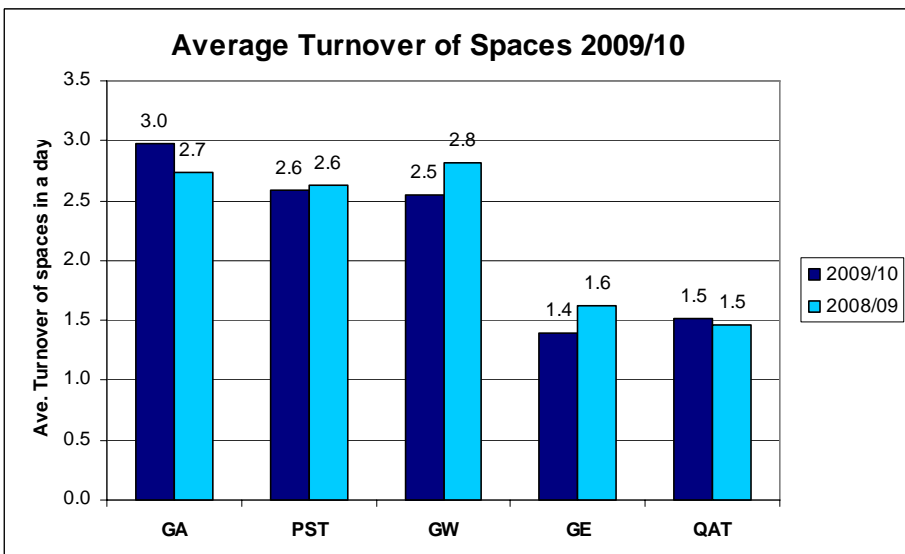
The charts show car park usage from the 29th April 2009 to the 31st October 2009.

In comparison with the equivalent dates for 2008, there has been a marginal increase in the total usage of Cambridge City multi-storey car parks. The fixed nature of this trend could associate itself with many theories, the impact of the recession on peoples shopping and spending habits and the increase in public transport use. This is encouraging in the current climate.



If you look in the *Tourism* section of this document you will notice that the number of people visiting the Visitor Information Centre has remain buoyant. Whilst footfall in some areas is down on last year (as you will see in Page 4), in others we have seen an increase.

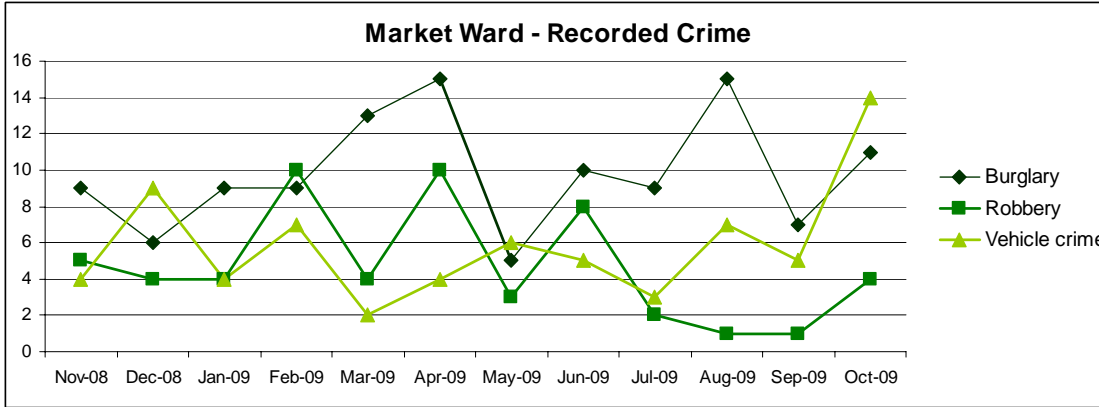
Although the total usage has remained static the Grand Arcade and Queen Anne Terrace Car Park has seen an increase in usage by 9% and 6% respectively. Park St, Grafton West and Grafton East have seen decreased usage by 2%, 10% and 11%.



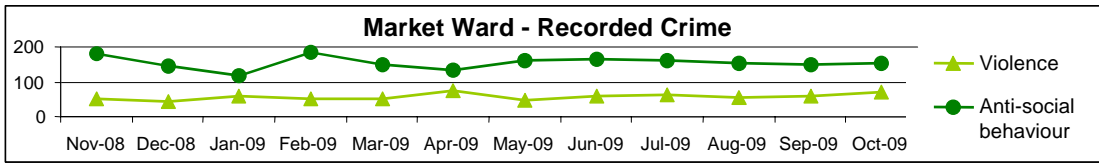
Park St figures may have been affected by the high number of vacant retail outlets in the Bridge St area of Cambridge. Whilst the reduction in Grafton Car Parks are intrinsically linked with the reduction in footfall over this period of the Grafton Shopping Centre. On a more positive note the Car Park Administration Team have recently been finding that usage at the Grafton Centre Car Parks has jumped since the opening of Primark.



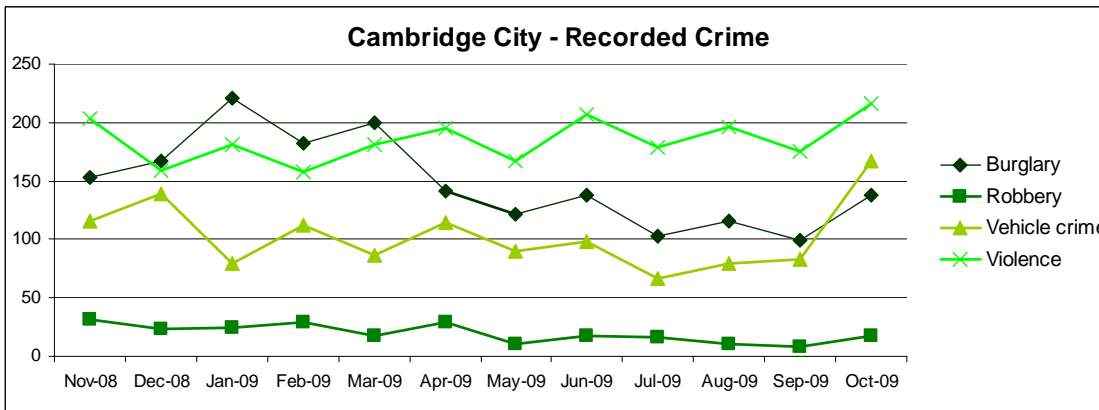
CRIME



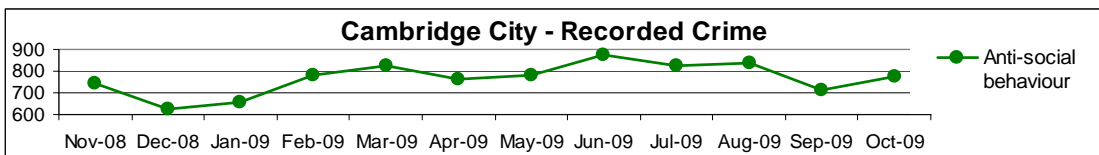
Over the past year (from October 2009 to November 2008) total crime figures have remained the same in the Market Ward (389 recorded crimes). July August and September 2009 saw a dip in crime, but this has since risen back to November 2008 levels.



The major changes in recorded crime levels over the past year have stemmed from vehicle crime, violence and anti-social behaviour.



Vehicle crime in the Market ward peaked in October 2009 recording 14 incidents, this mirrors trends across the city. The total increase in recorded violent crime incidents across the city shows an increase



by 44% with Castle ward and Romsey showing the highest percentage increases.

Anti-social behaviour in the Market ward has gradually dropped over the course of the year from 182 reported incidents in November 2008 to 153 in October 2009 a substantial improvement on total crime figures for the city which shows a 4% increase. However over the course of the year, Market ward shows the highest total of recorded anti-social behaviour and is double that of the next two highest wards of Abbey and Kings Hedges. This is representative of all city centres however due to the high concentration of bars, nightlife and shops in the area.

For similar reasons Market also has the highest number of recorded violent offences than any other ward in the city. Incidents of Violence have risen by 41% rising from 51 in November 2008 to 72 in October 2009; Cambridge City recorded violent crime however has remained relatively constant.



WITH THANKS TO:

- Cambridge City Council - Parking Services
- Cambridgeshire County Council
- The Grafton Centre
- The Grand Arcade
- Lion Yard Shopping Centre
- Visit Cambridge

FOR PROVIDING DATA AND INFORMATION FOR THIS REPORT