

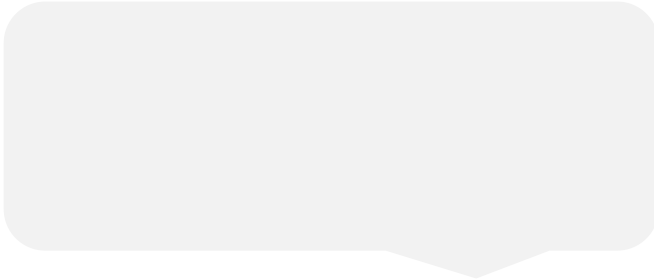


Chester
 August 2018
 29/07/2018 to 25/08/2018
 Sunday to Saturday



REGION - North & Yorkshire

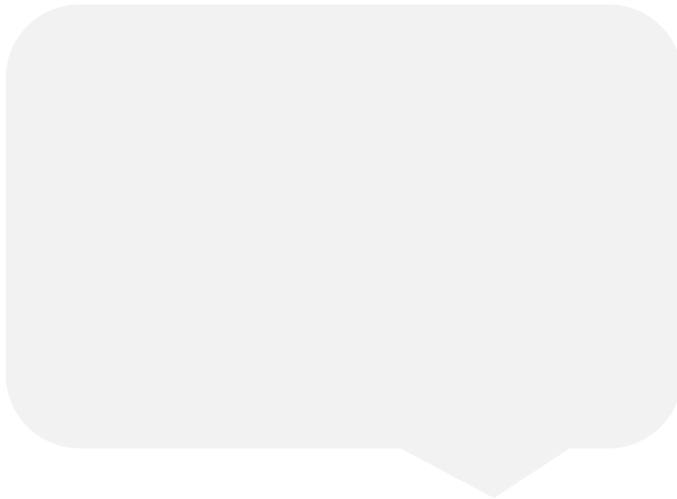
Messages from Centre



Monthly Footfall

	Average Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-2.6%	-3.9%	-2.2%
North & Yorkshire	-0.5%	-1.3%	-1.0%
UK	-2.3%	-1.7%	-1.0%

Springboard Insights

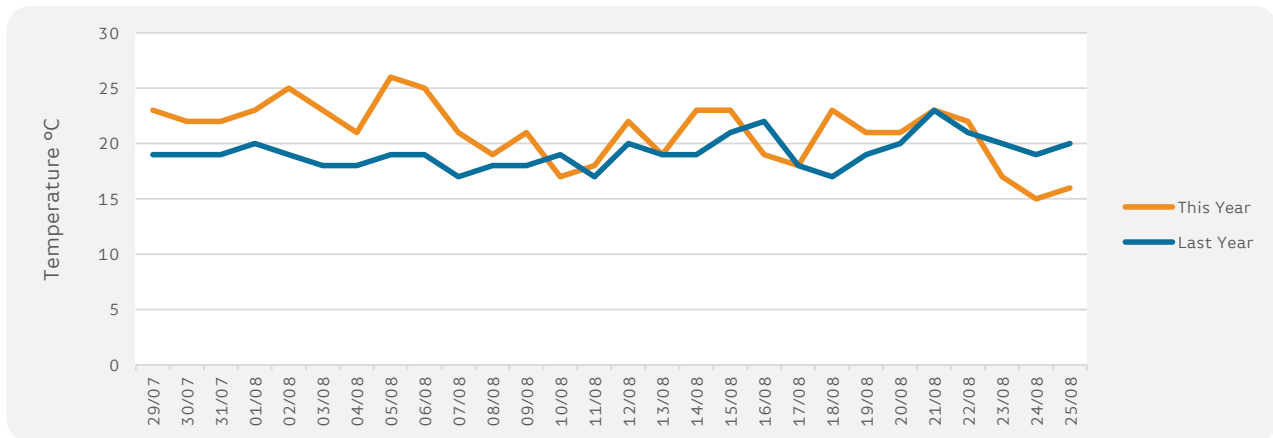


Monthly Sales

	Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-1.7%	-0.8%	0.5%
BRC UK Sales	0.4%		

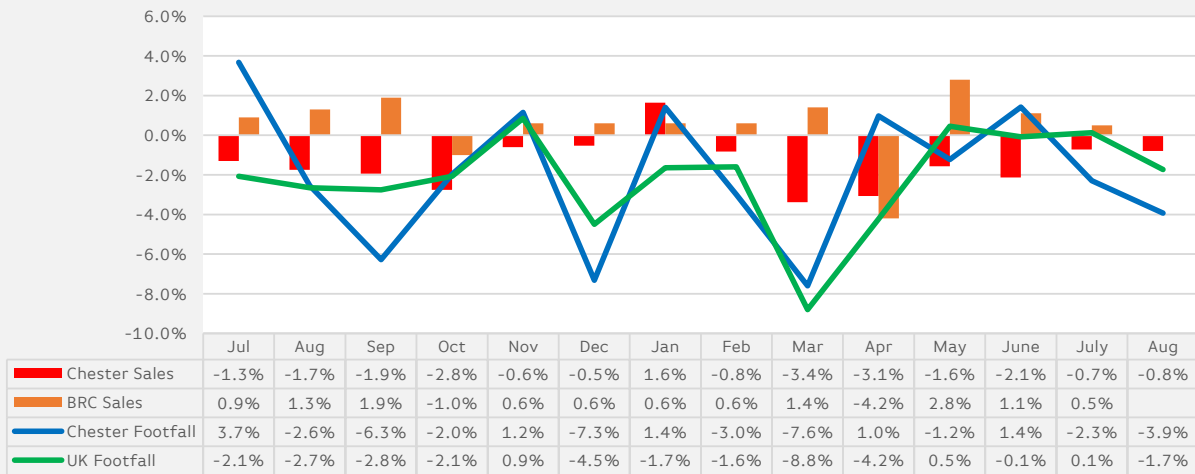
Monthly Weather Tracker

Number of days this month	6	8	14	14	1	FOG
Number of days last year	8	5	14	14	1	FOG



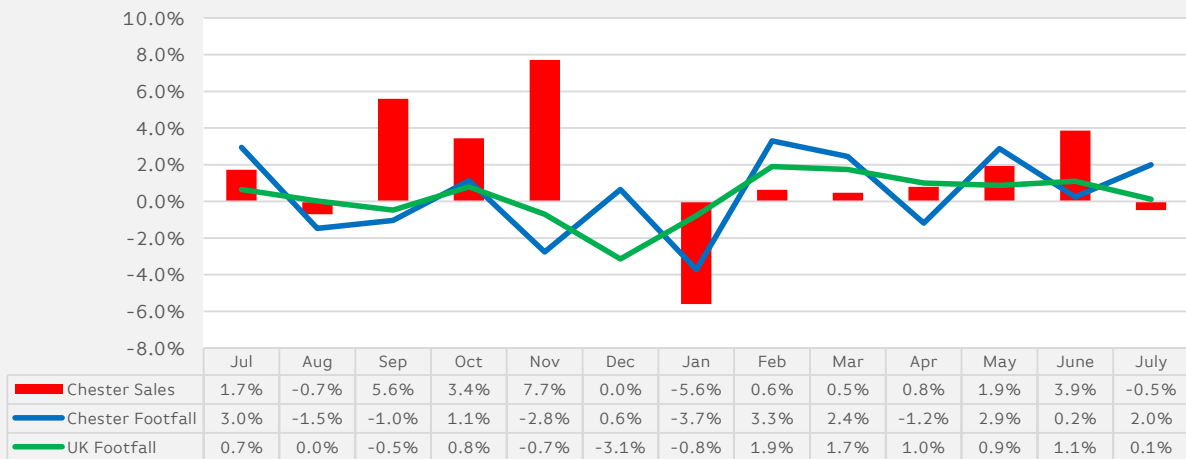
Sales & Footfall Data

Average Annual Percentage Changes

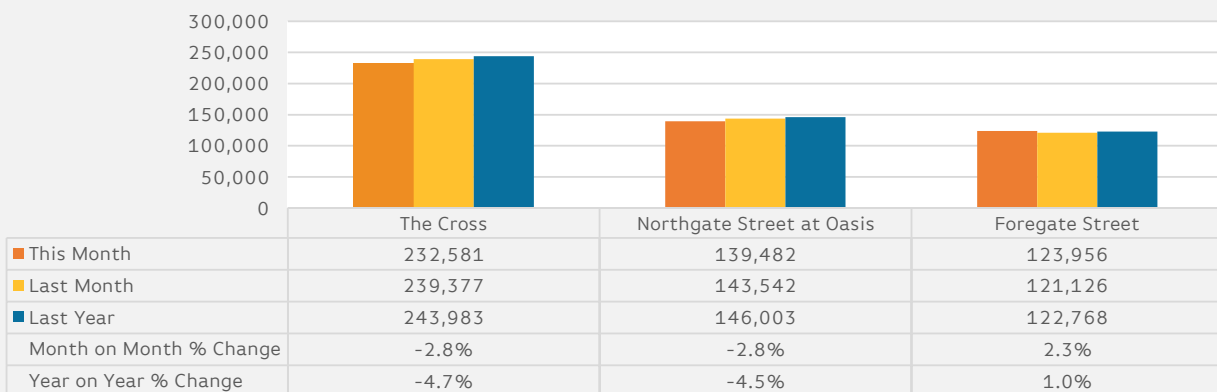


*Notes: Due to recent addition in Cameras at the Centre the % shown from Nov 2015 will be like for like

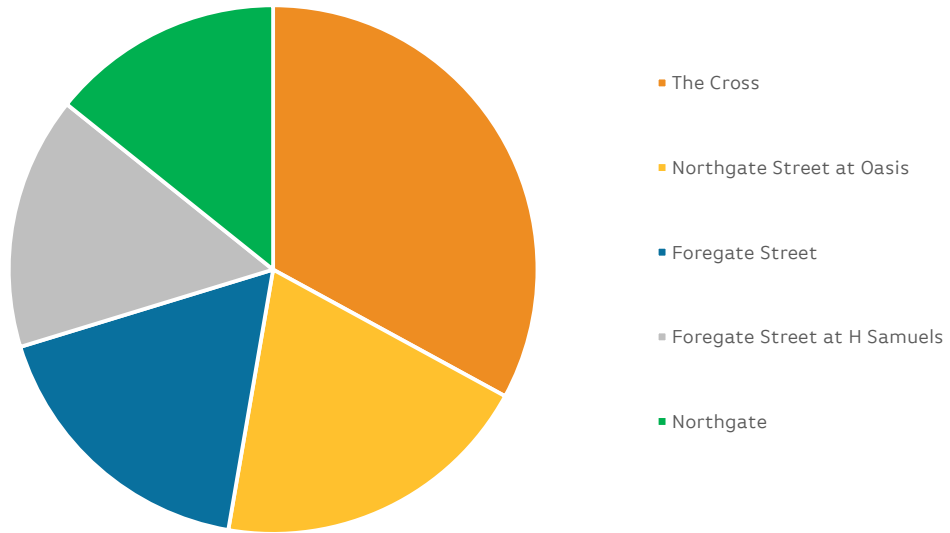
Average Week on Week Percentage Changes



Footfall Totals-Weekly Ave.



Counting By Location Main Locations Only



Notes:

*The Regional Benchmark comprises of High Street locations within the BRC defined region of North and Yorkshire. National Benchmarks comprise of High Street Locations within the entire UK.

BRC Calendar: The BRC Calendar ensures that each month consists of full weeks, to enable data comparison

Gross Sales: We collect Gross Sales fro the tracker (these include VAT)

% Change YTD-An Average of the YoY comparison each month

Average Annual % Change-The % change in footfall/sales from the same month last year

Average Week on week % change-The Average comparison in footfall/sales of each week compared to the previous week for all weeks within the reporting month.

