



**Chester**  
 July 2018  
 01/07/2018 to 28/07/2018  
 Sunday to Saturday



REGION - North & Yorkshire

**Messages from Centre**

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**Monthly Footfall**

	Average Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-2.5%	-2.3%	2.0%
North & Yorkshire	-0.5%	1.1%	0.5%
UK	-2.6%	0.1%	0.1%

**Springboard Insights**

The hot weather in July impacted footfall as the attraction of external environments and non-retail experiences lured consumers away from stores. But the marginal rise in high streets (+0.3%) and only a slight decline in retail parks (-0.5%) versus a drop of -3.4% in shopping centres, gives the greatest insight into consumer trends.

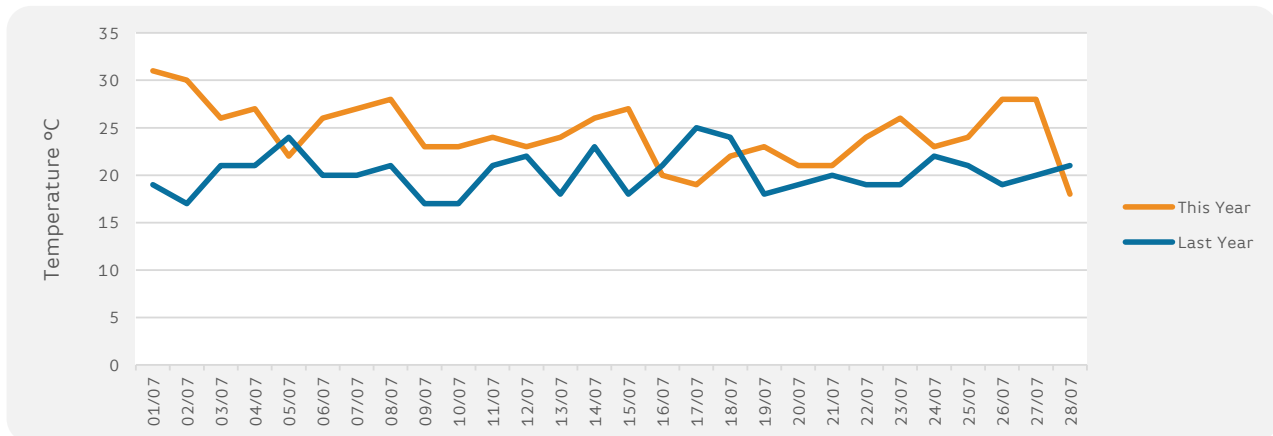
Undoubtedly the convenience of retail parks supported activity in July, with summer led purchases of garden furniture and BBQ's helping to offset poor furniture sales. And the increasing presence of food and beverage on parks clearly boosted footfall by +0.2% between 5pm and 8pm. In high streets, the very marginal -0.3% decline in footfall during shopping hours and a +1.7% rise post 5pm indicates their ability to cater for shoppers' demands.

**Monthly Sales**

	Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-1.7%	-0.7%	3.9%
BRC UK Sales	0.4%	0.5%	

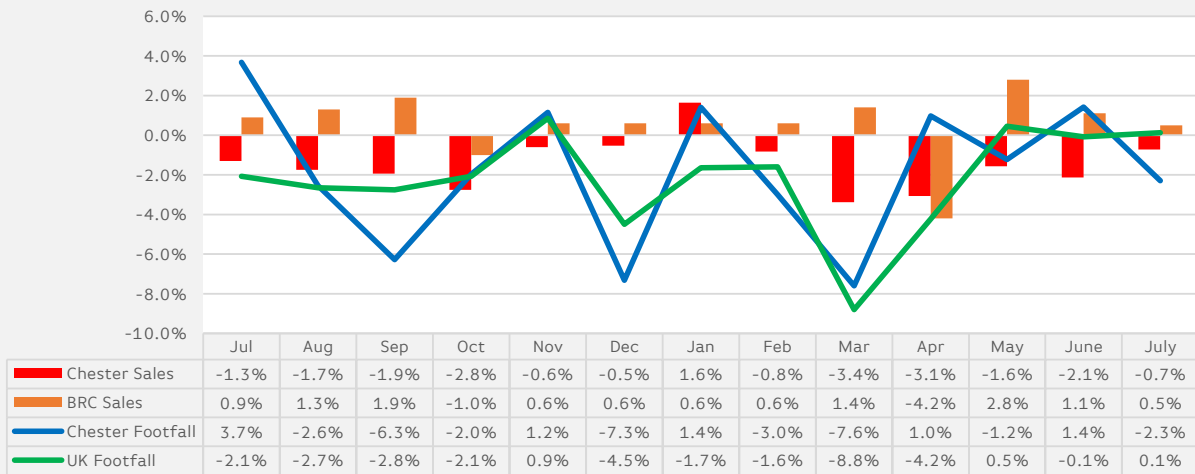
**Monthly Weather Tracker**

Number of days this month	16	1	1	11	1	FOG
Number of days last year	12	3	1	13	1	FOG



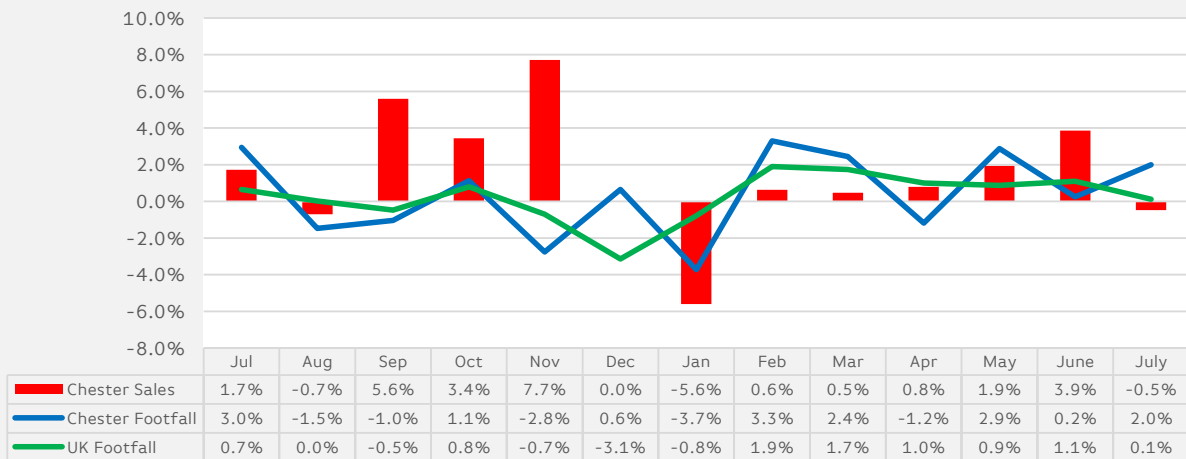
## Sales & Footfall Data

### Average Annual Percentage Changes

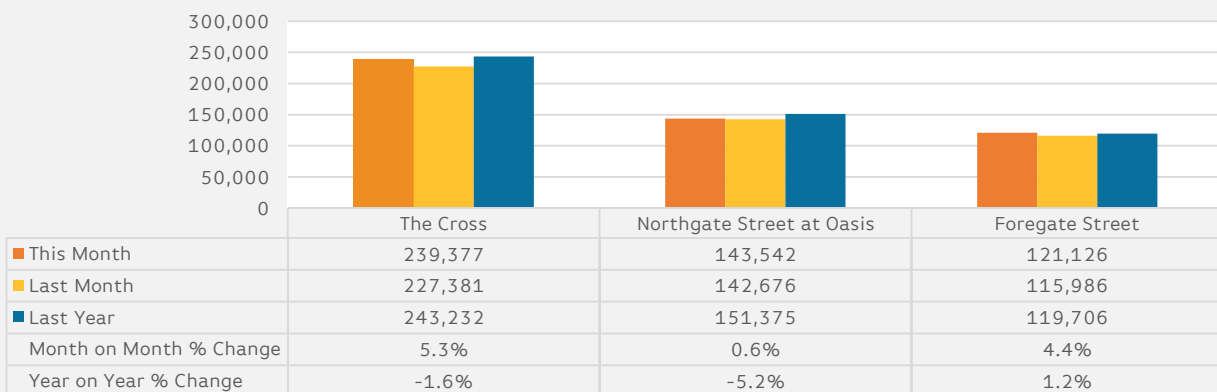


\*Notes: Due to recent addition in Cameras at the Centre the % shown from Nov 2015 will be like for like

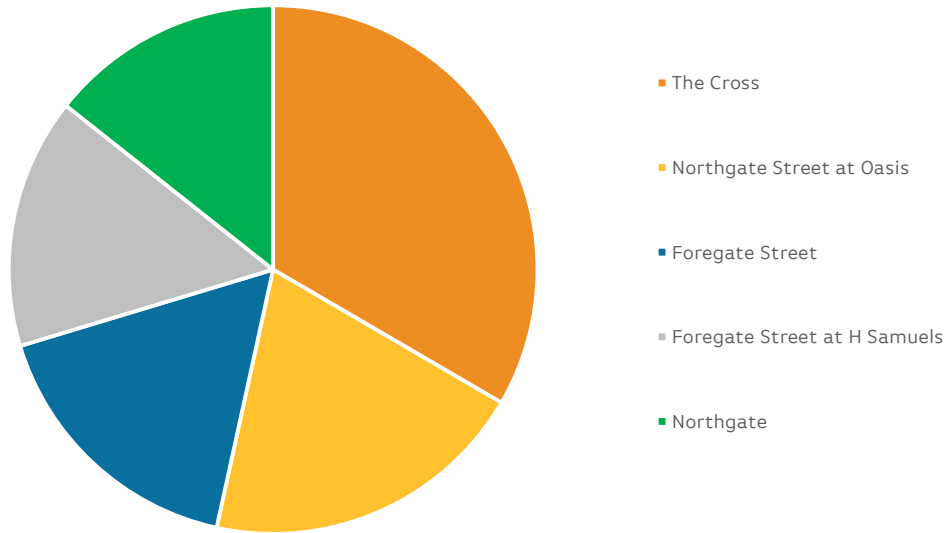
### Average Week on Week Percentage Changes



## 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.

