



Chester
 June 2018
 27/05/2018 to 30/06/2018
 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	-3.0%	1.4%	0.2%
North & Yorkshire	-1.1%	2.9%	0.3%
UK	-3.1%	-0.1%	1.1%

Springboard Insights

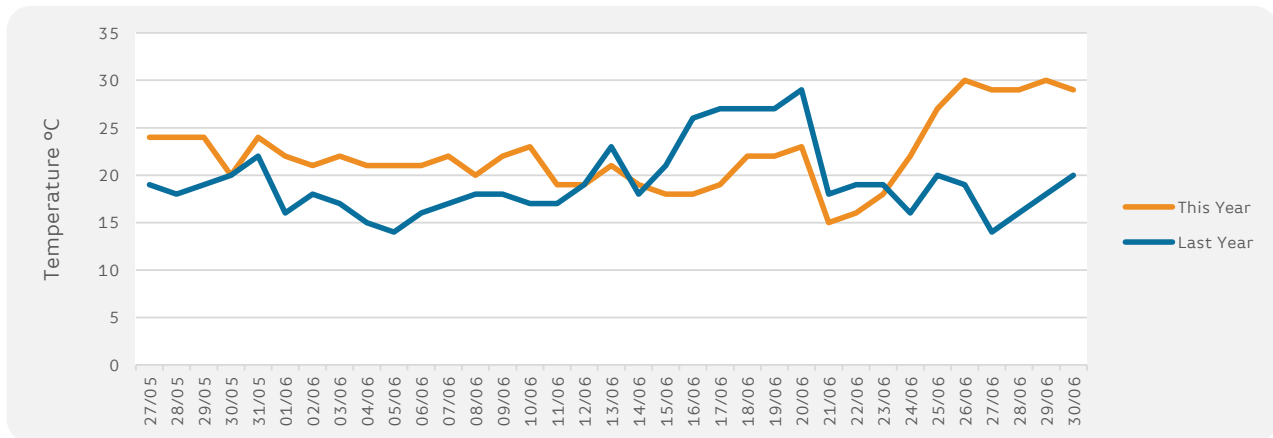
Footfall in UK High Streets dropped by -0.1% in June, a worse performance than in May when footfall rose by +0.8%, and also in June 2017 when footfall rose by +1.0%. Footfall during retail trading hours of 9am to 5pm dropped by -0.9% whilst post 5pm footfall rose – by +2.2% and night time footfall by +1.2%. This is likely to be a function of the warm and sunny weather which led to shoppers spending more time in external environments.

Monthly Sales

	Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-1.7%	-2.1%	3.9%
BRC UK Sales	0.4%	1.1%	

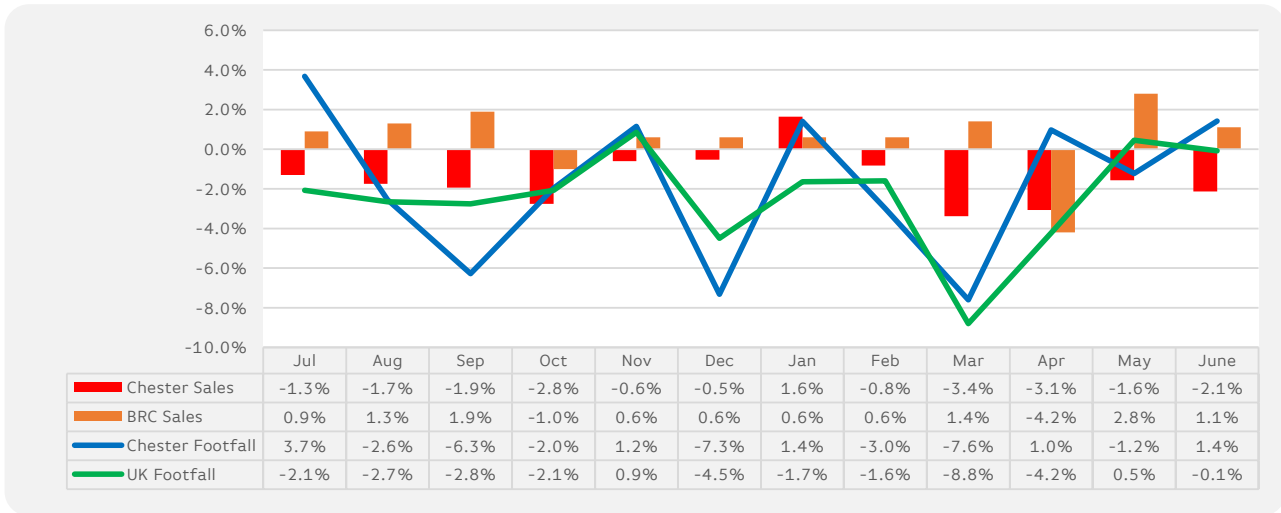
Monthly Weather Tracker

						FOG
Number of days this month	20	5		10		
Number of days last year	9	4		22		



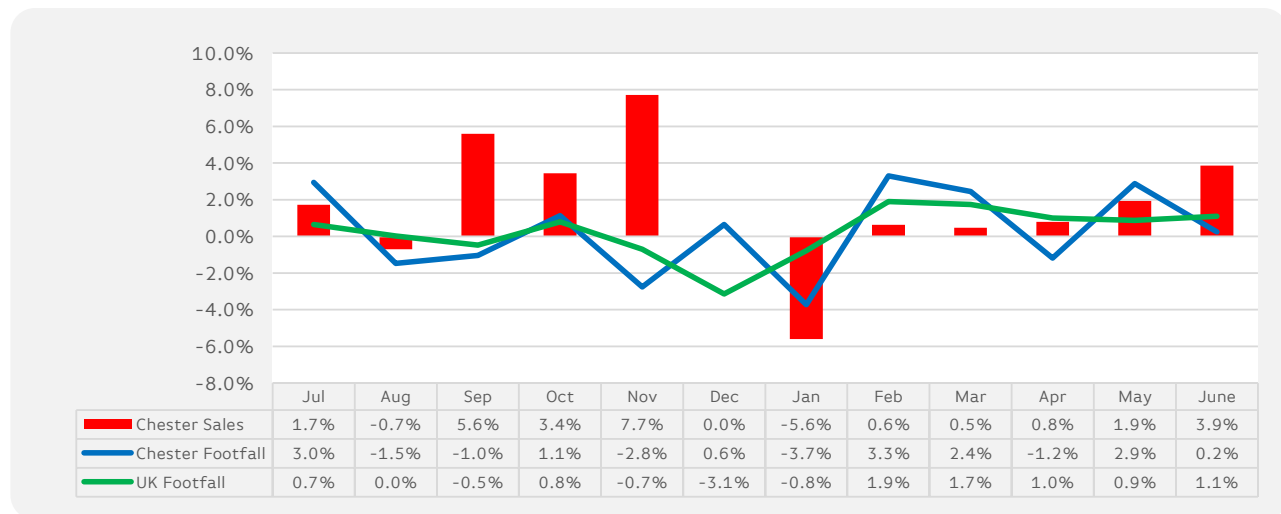
Sales & Footfall Data

Average Annual Percentage Changes

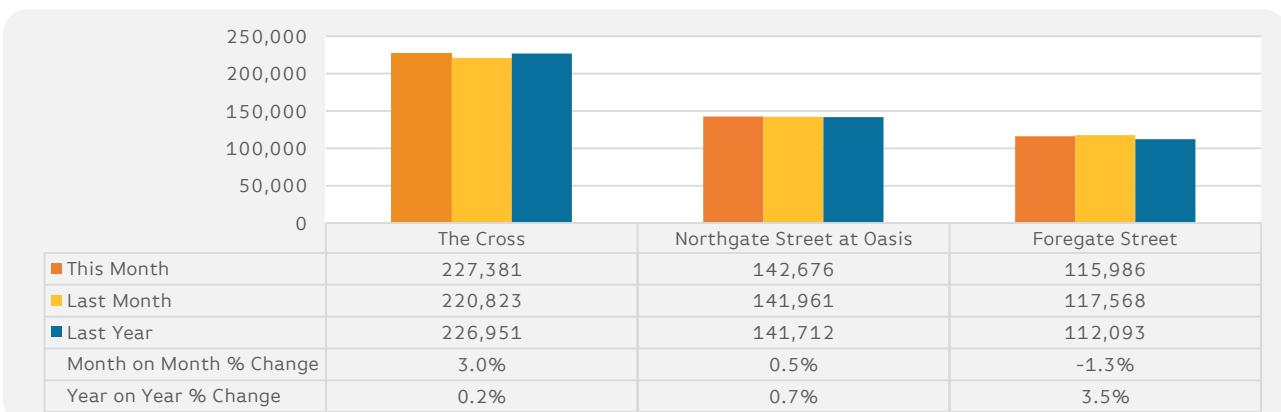


*Notes: Due to recent addition in Cameras at the Centre the % shown from Nov 2015 will be like for like

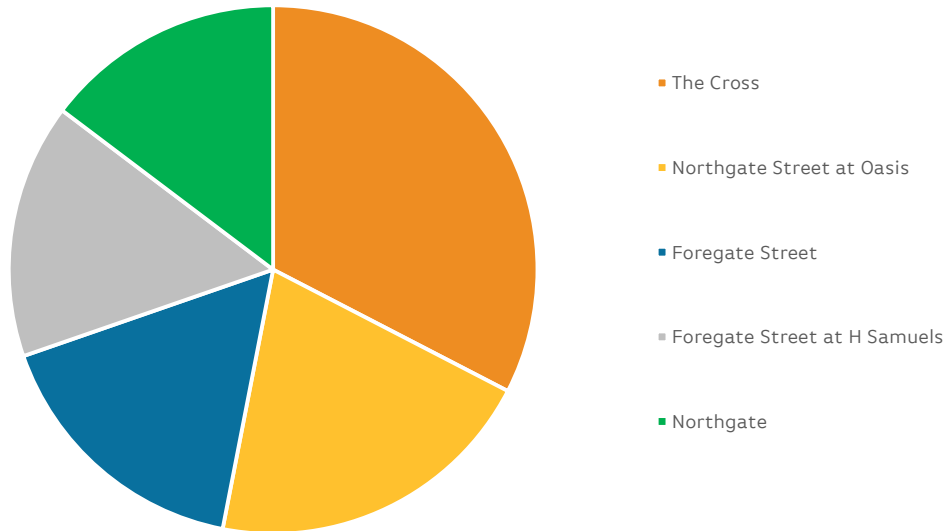
Average Week on Week Percentage Changes



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.