

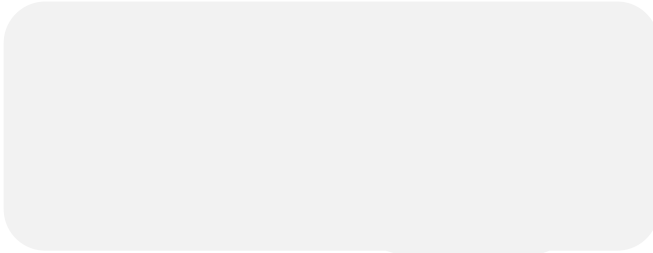


Chester
 September 2018
 26/08/2018 to 29/09/2018
 Sunday to Saturday



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%	-1.0%	0.8%
North & Yorkshire	-0.8%	-2.5%	1.2%
UK	-2.3%	-2.0%	0.4%

Springboard Insights

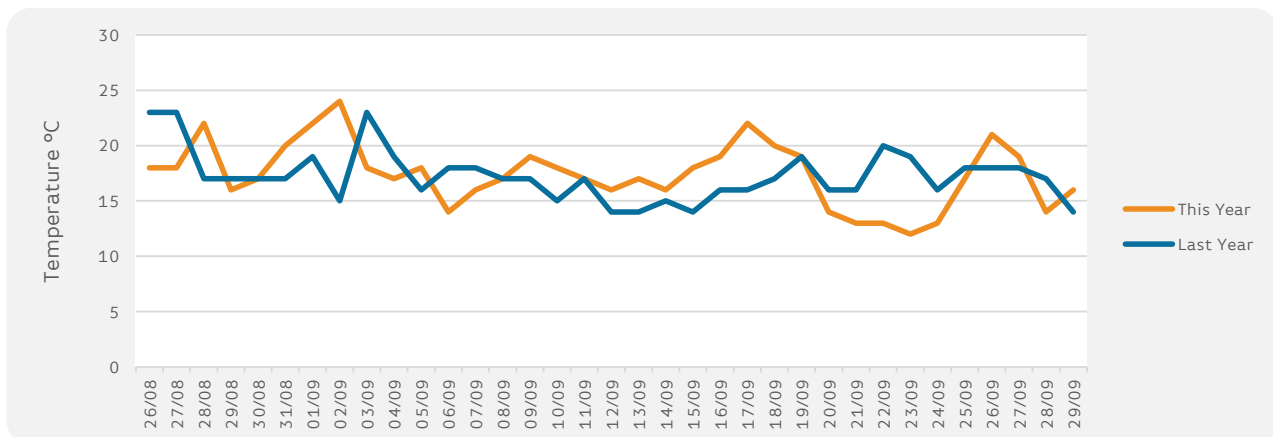
A drop in footfall of -1.7% in September - an even slightly greater rate of footfall decline than the -1.6% decline in August - provides further evidence of the current challenges facing bricks and mortar retail. However whilst it would be easy to put this down to the shift to online spending, the story is not nearly as cut and dried. With the growth in non-food online sales in September of +5.4% being the lowest since January and just half what it was in September 2017, combined with the highest level consumer credit for five years, a recent increase in inflation, a 20% drop in new car sales which is the worst since 2008, and the rise in house prices only a half what it was a year ago, all indicators point to the fact that footfall is simply reflecting the underlying constraints on consumer spend generally.

Monthly Sales

	Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-1.5%	-0.8%	0.5%
BRC UK Sales	0.3%	-0.2%	

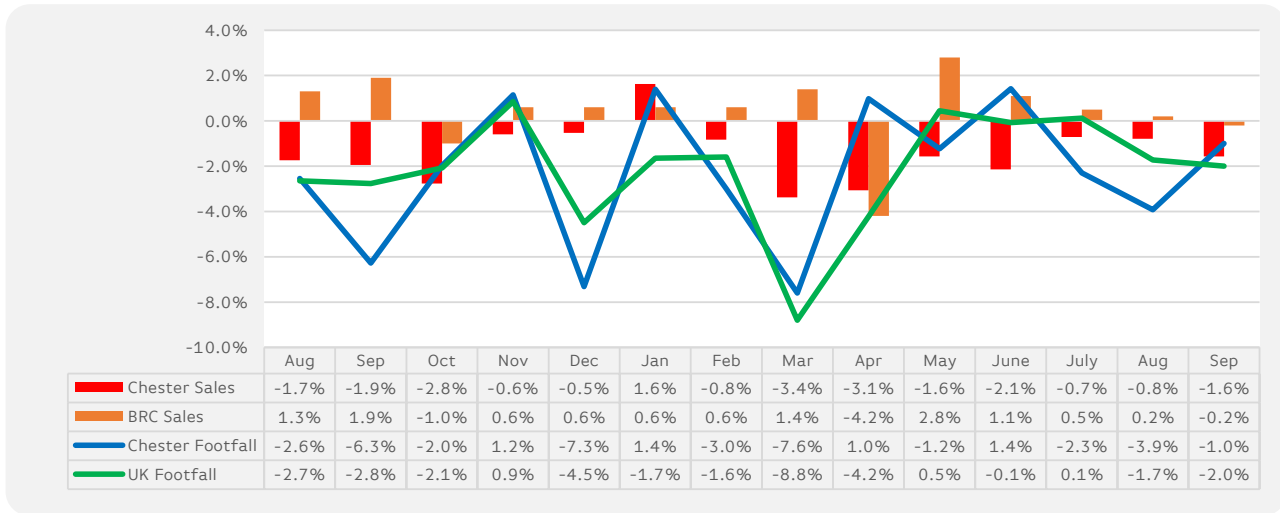
Monthly Weather Tracker

						FOG
Number of days this month	14	9		12		
Number of days last year	7	6		20		2



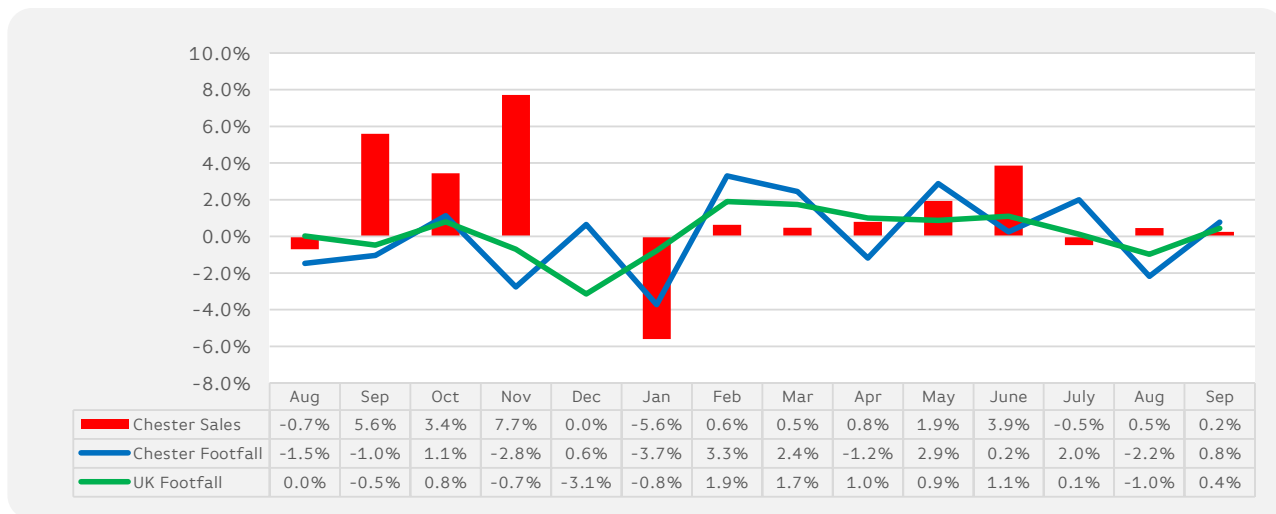
Sales & Footfall Data

Average Annual Percentage Changes

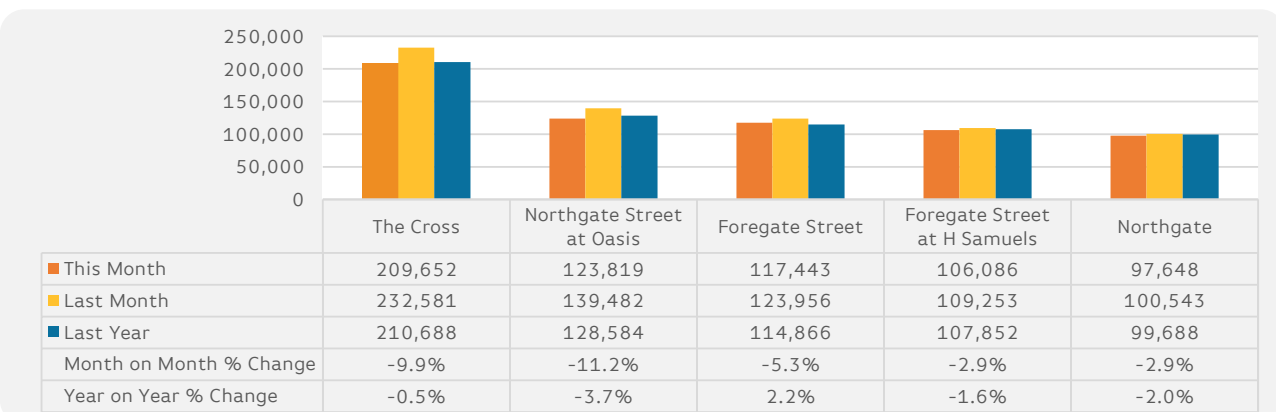


*Notes: Due to recent addition in Cameras at the Centre the % shown from Nov 2015 will be like for like

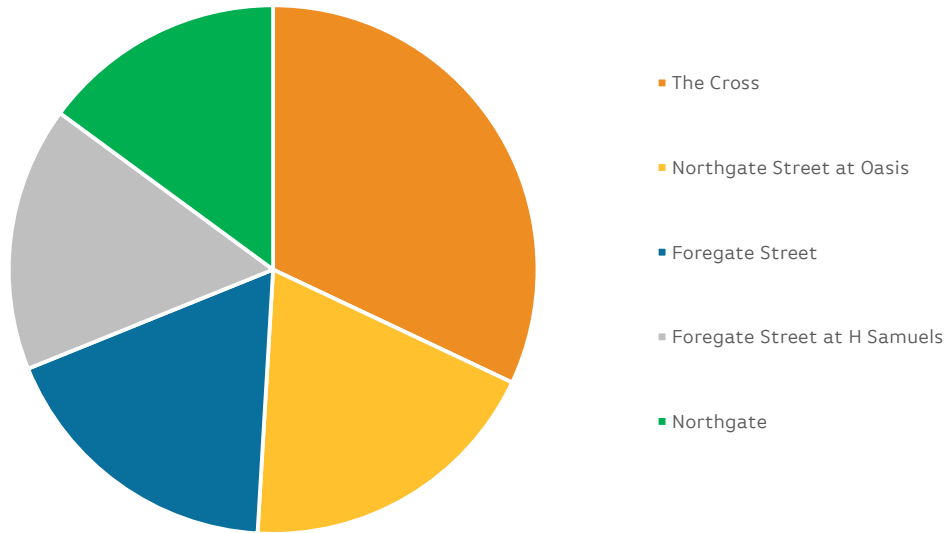
Average Week on Week Percentage Changes



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.

