

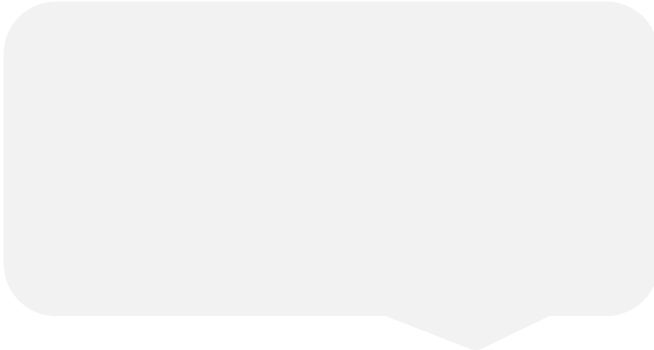


Chester
 October 2018
 30/09/2018 to 27/10/2018
 Sunday to Saturday



REGION - North & Yorkshire

Messages from Centre



Monthly Footfall

	Average Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-2.7%	-4.9%	-1.5%
North & Yorkshire	-0.8%	-1.9%	-1.4%
UK	-2.3%	-2.2%	-0.7%

Springboard Insights

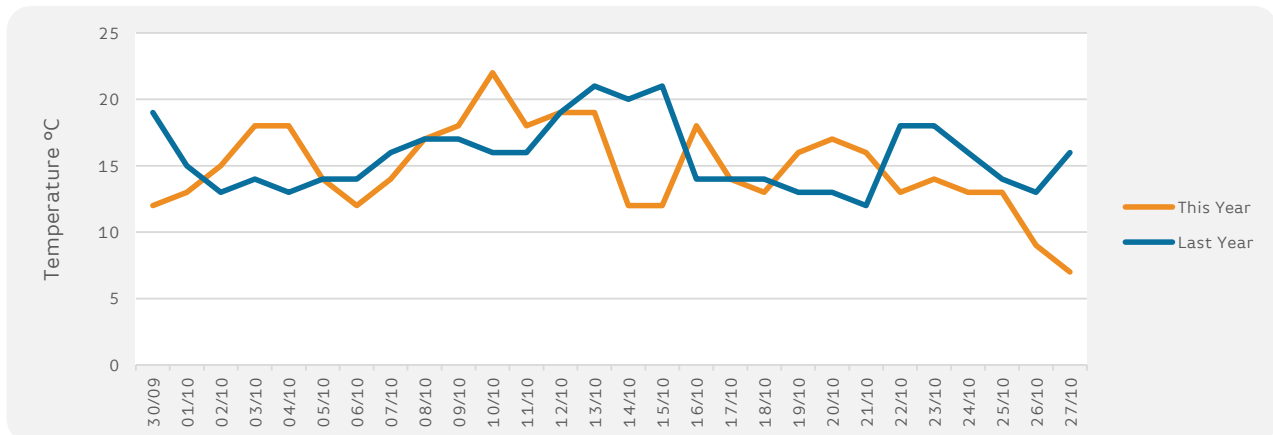
Footfall in UK High Streets dropped by -2.3% in October. Footfall dropped across all parts of the day with a fall of -2.5% during retail trading hours of 9am-5pm, declining further from a drop of -2.4% in September. Further drops were seen in footfall post 5pm with the hours of 5pm-8pm dropping to -0.5% compared to an increase of 0.8% in October 2017. Post 8pm also fell to -3.5% compared to an increase of 1.1% in October 2017.

Monthly Sales

	Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-1.5%	-1.9%	1.6%
BRC UK Sales	0.3%	0.1%	

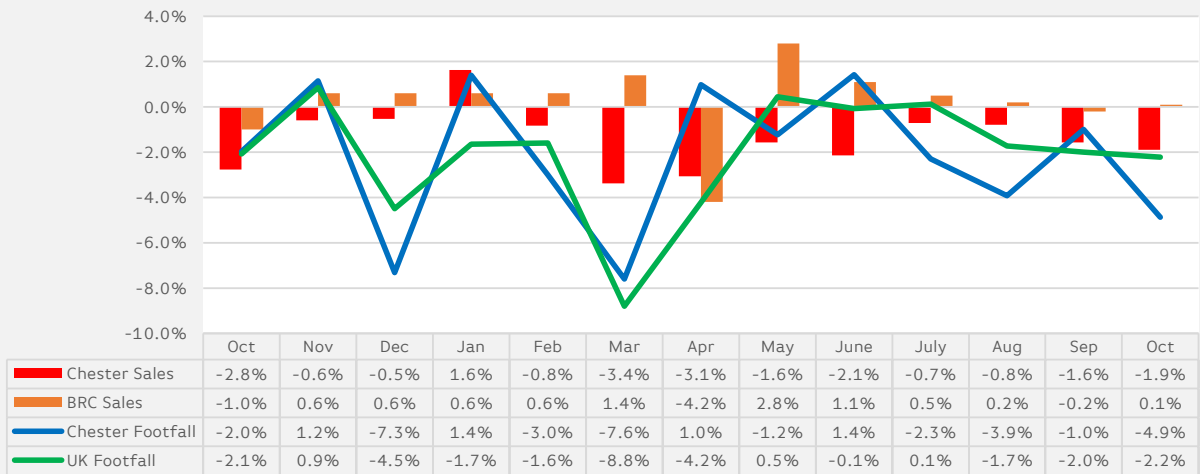
Monthly Weather Tracker

Number of days this month	8	9	11	11	FOG
Number of days last year	8	6	14	14	FOG



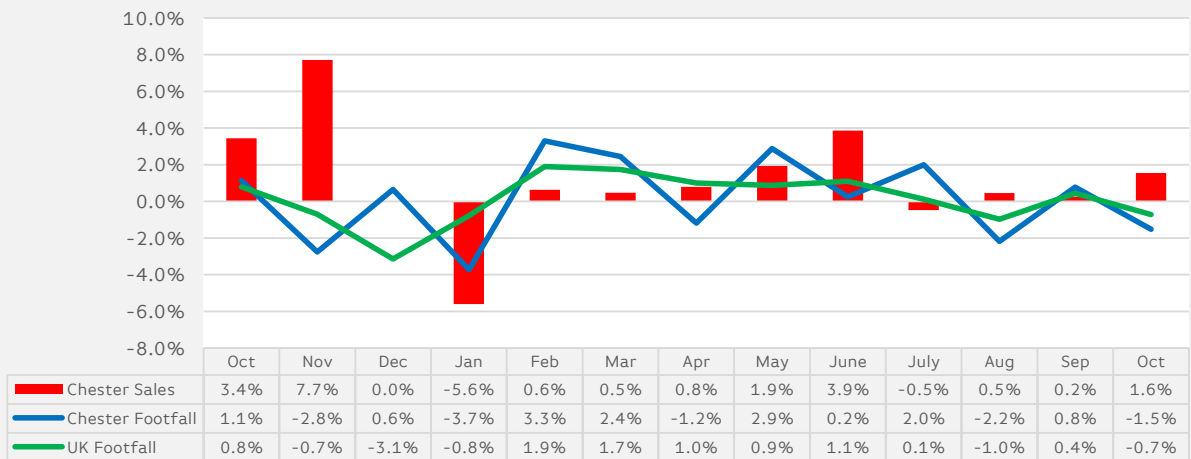
Sales & Footfall Data

Average Annual Percentage Changes

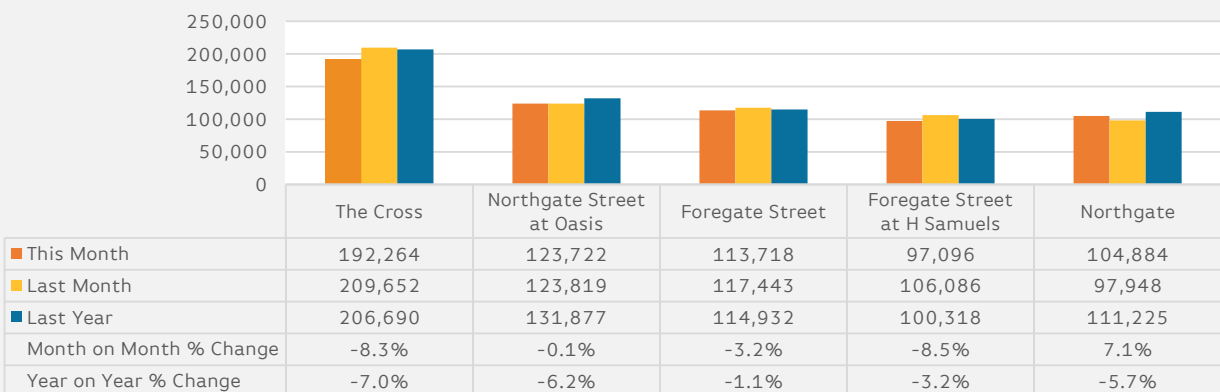


*Notes: Due to recent addition in Cameras at the Centre the % shown from Nov 2015 will be like for like

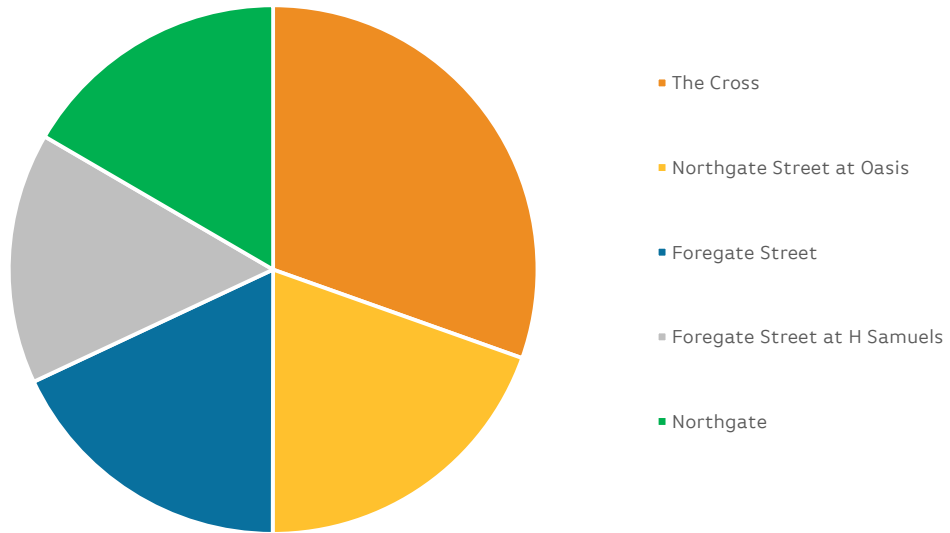
Average Week on Week Percentage Changes



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.

