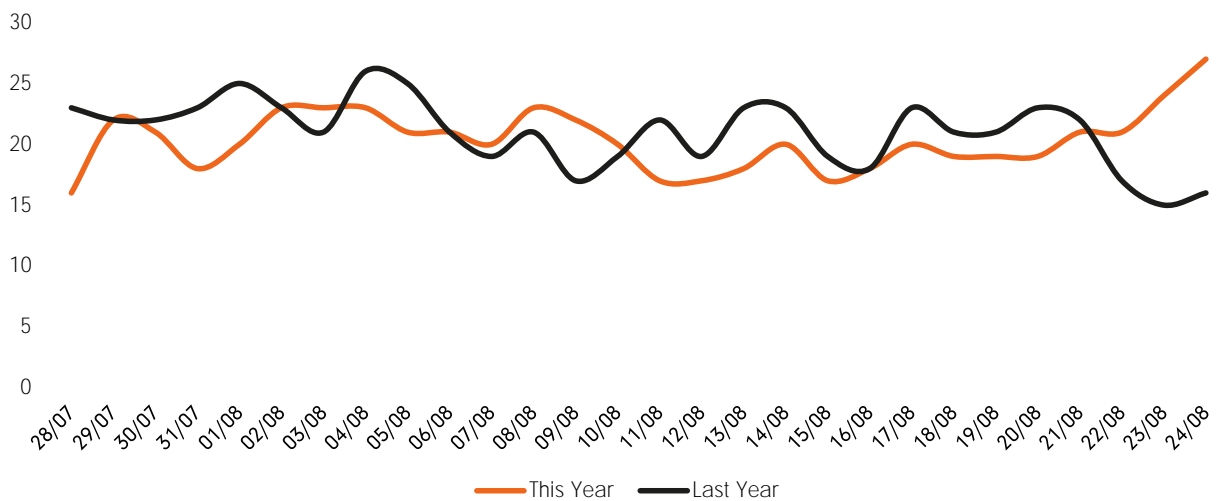
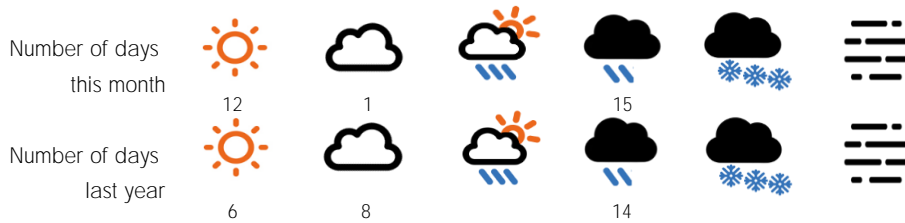


Springboard Benchmarks

	Average Year to Date % Change	Average Year on year % Change	Average Week on Week % Change
Chester Footfall	-6.0%	-4.3%	-0.6%
North & Yorkshire	-2.2%	-4.1%	-0.1%
UK	-1.5%	-1.8%	-0.1%
Chester Sales	-2.8%	-1.8%	-1.9%
BRC UK Sales	-0.1%	-0.5%	

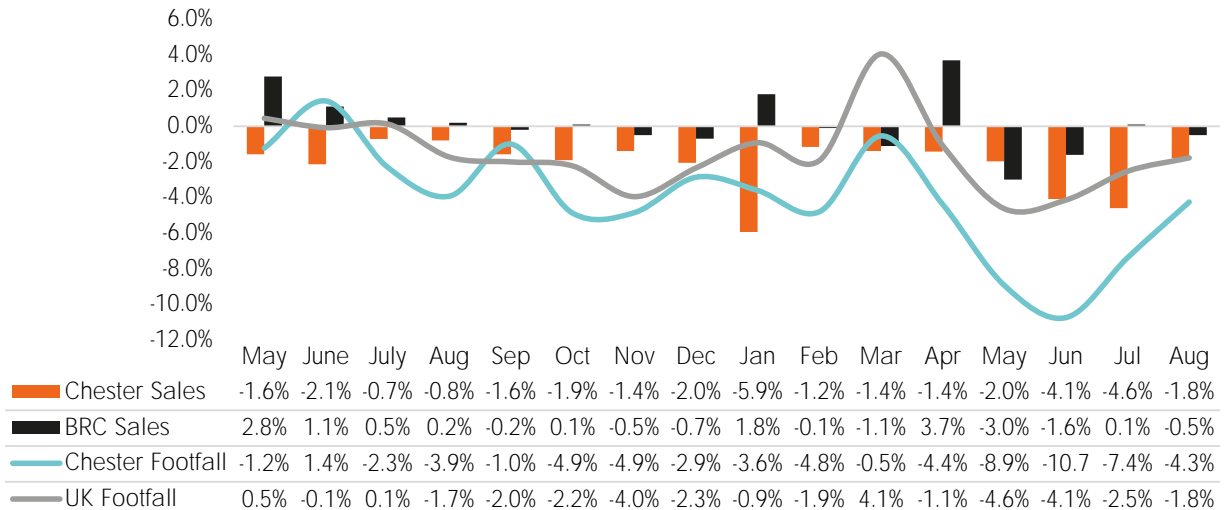
Springboard Insights

Monthly Weather Tracker



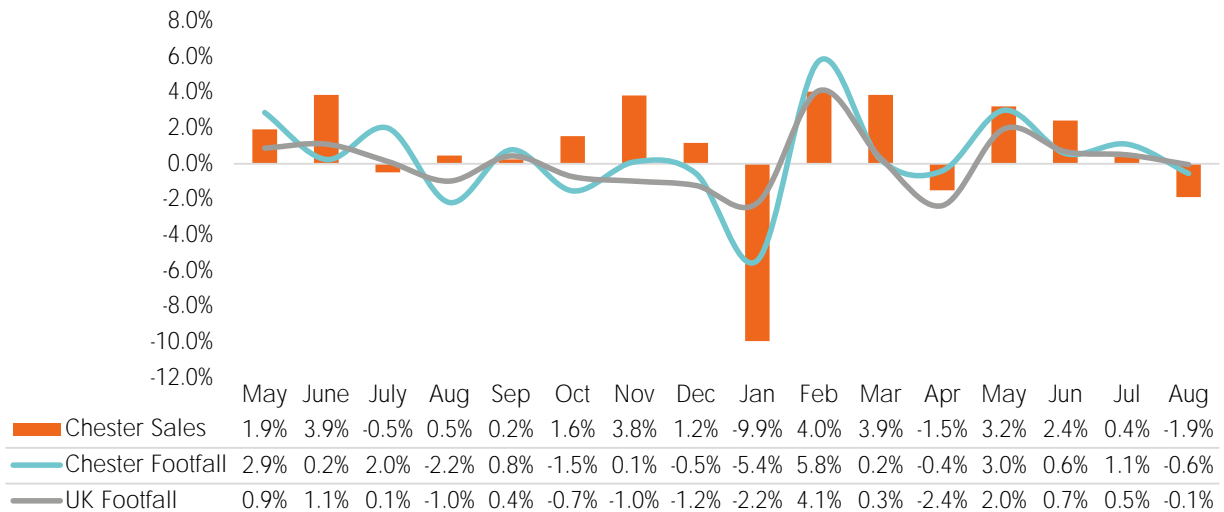
Sales & Footfall Data

Average Annual Percentage Changes

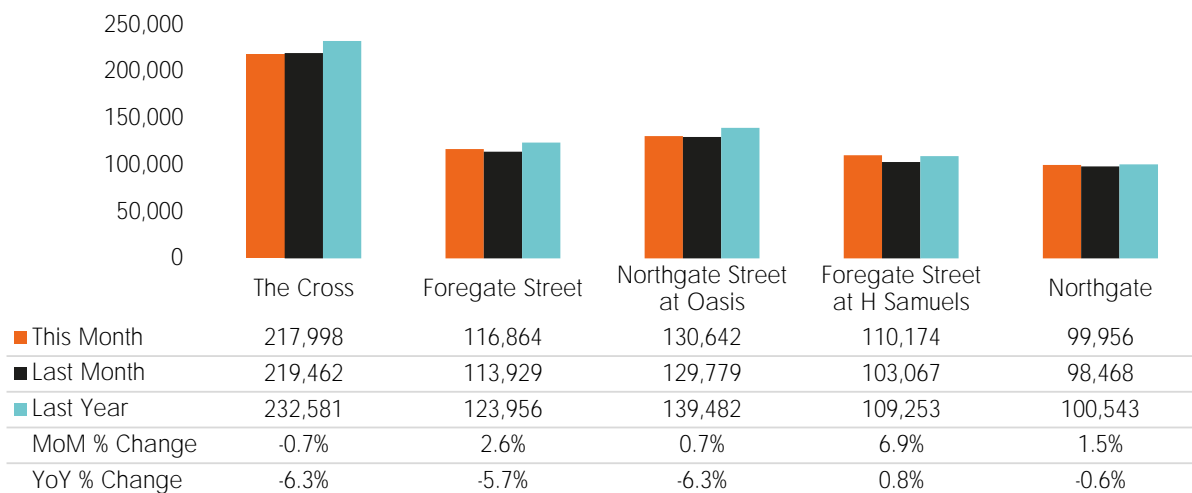


*Notes: Due to recent addition in Cameras at the Centre the % shown from Nov 2015 will be like for like

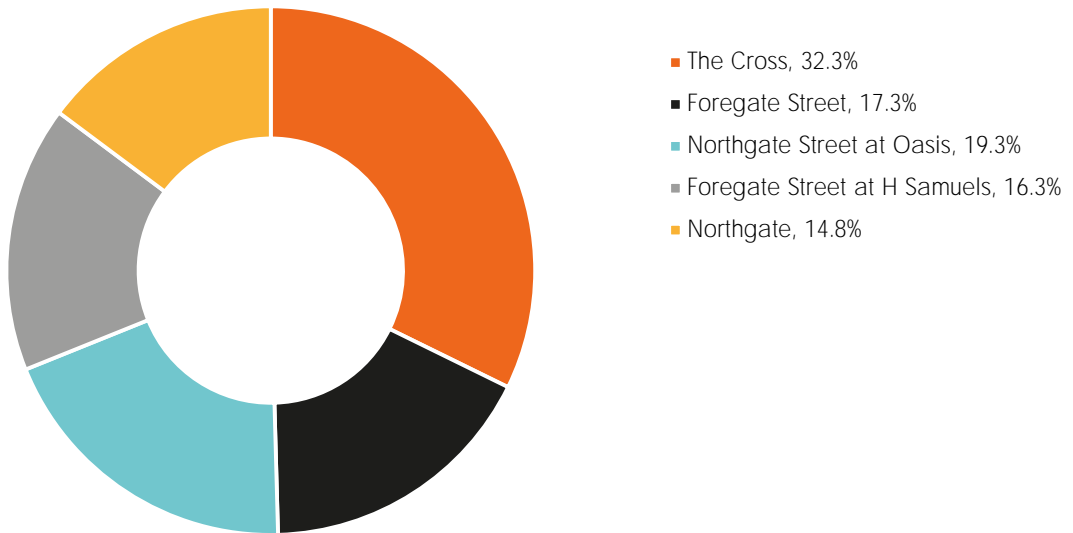
Average Week on Week Percentage Changes



Footfall Totals - Weekly Average



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 from 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.