

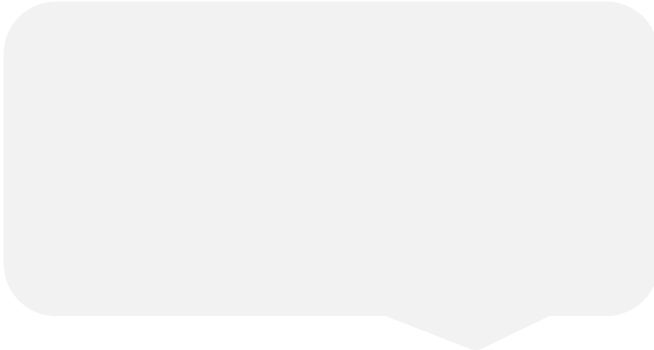


Chester
 December 2018
 25/11/2018 to 29/12/2018
 Sunday to Saturday



REGION - North & Yorkshire

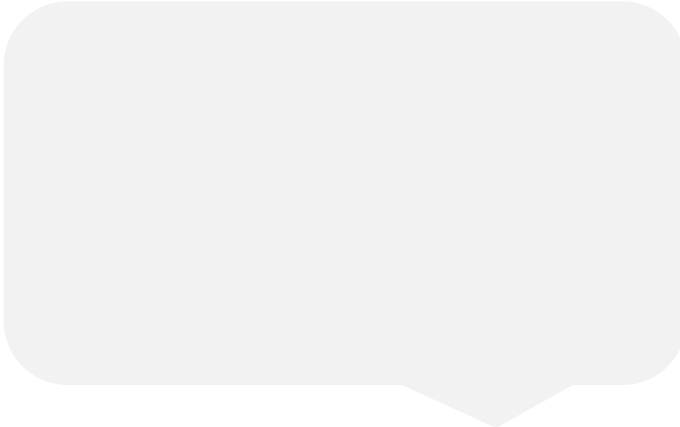
Messages from Centre



Monthly Footfall

	Average Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-3.0%	-2.9%	-0.5%
North & Yorkshire	-1.4%	-2.9%	-1.3%
UK	-2.5%	-2.3%	-1.2%

Springboard Insights

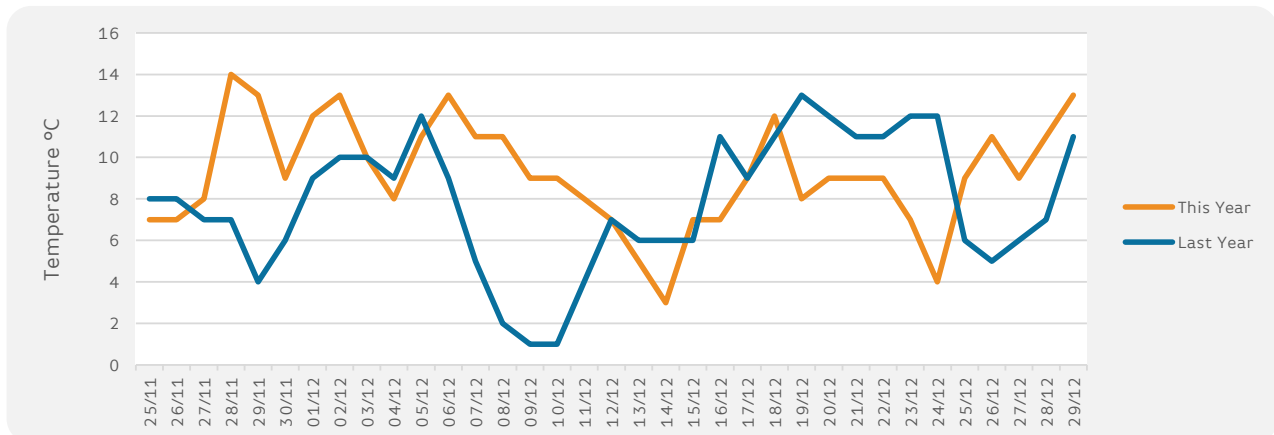


Monthly Sales

	Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-1.5%	-2.0%	1.2%
BRC UK Sales	0.1%	-0.7%	

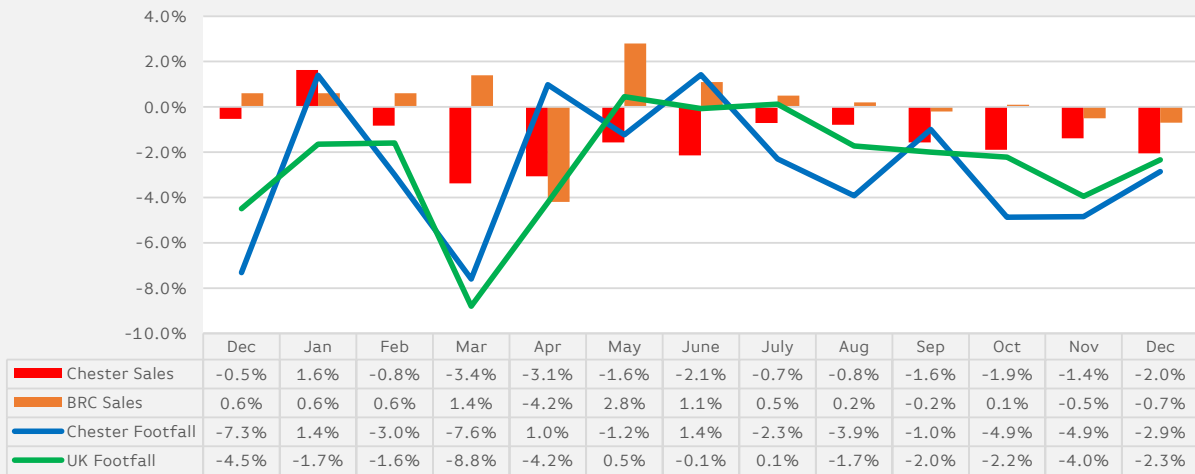
Monthly Weather Tracker

Number of days this month	7	8	20	3	FOG
Number of days last year	11	7	14	3	FOG



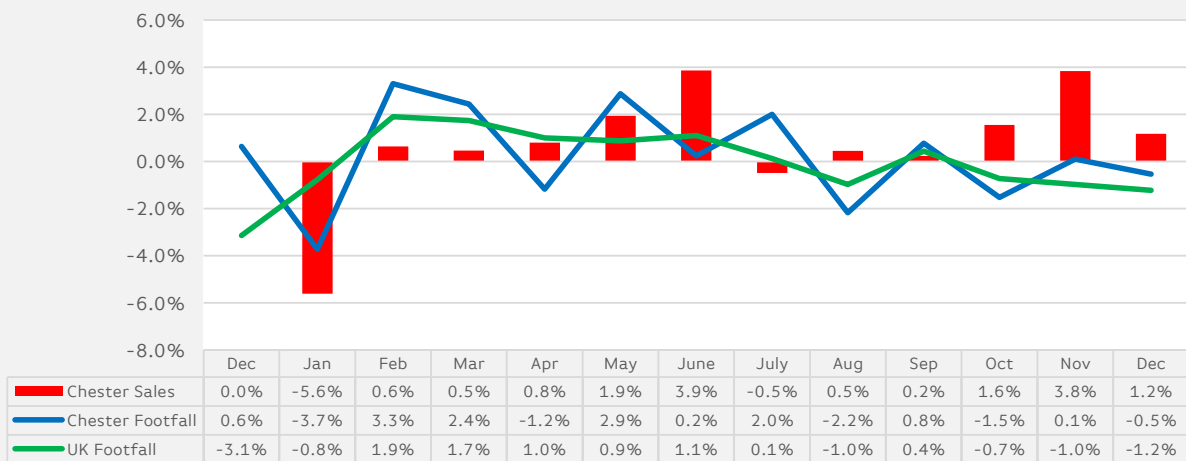
Sales & Footfall Data

Average Annual Percentage Changes

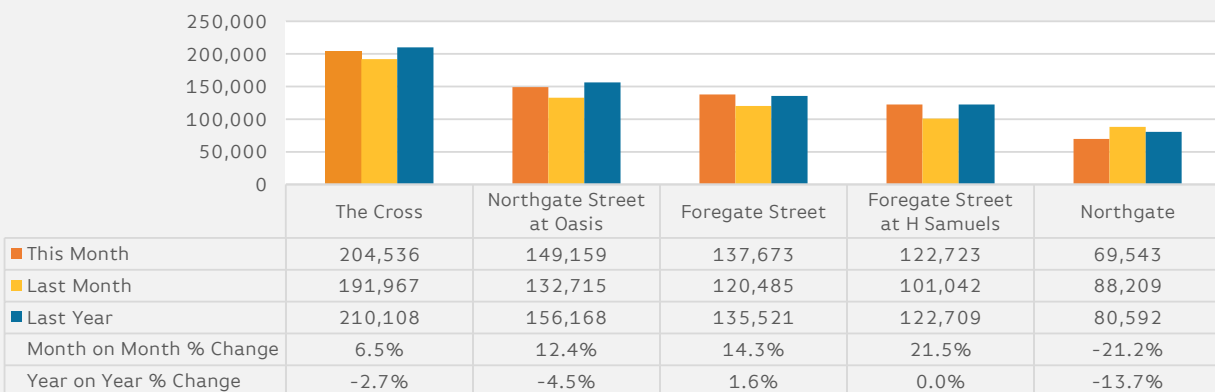


*Notes: Due to recent addition in Cameras at the Centre the % shown from Nov 2015 will be like for like

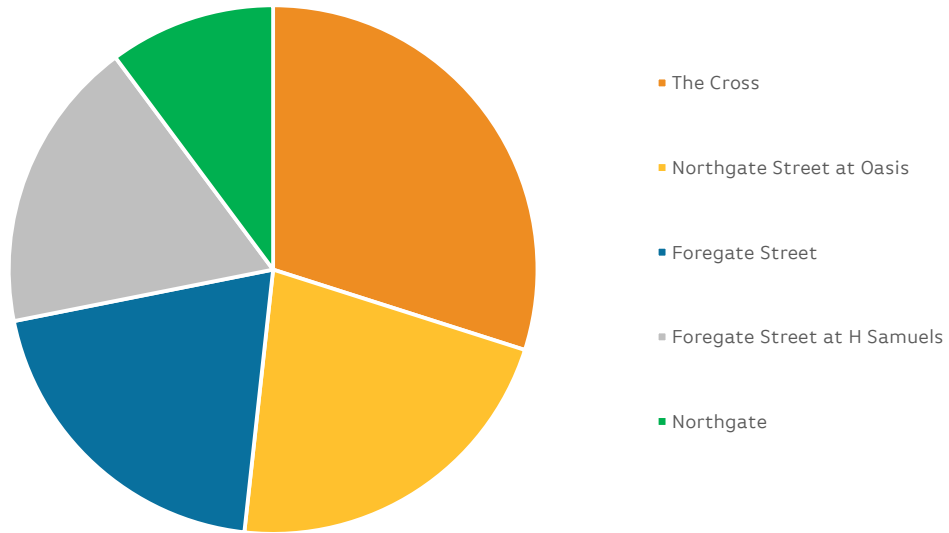
Average Week on Week Percentage Changes



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.

