

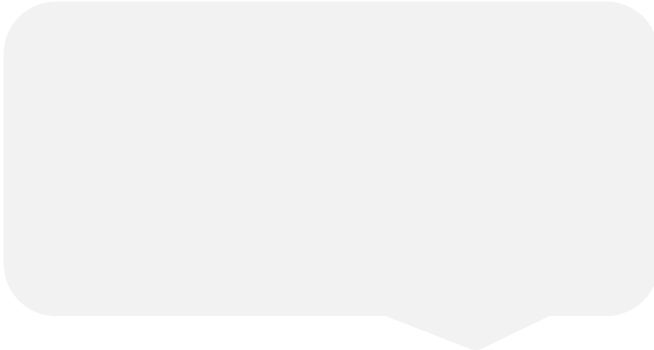


Chester
February 2019
27/01/2019 to 23/02/2019
Sunday to Saturday



REGION - North & Yorkshire

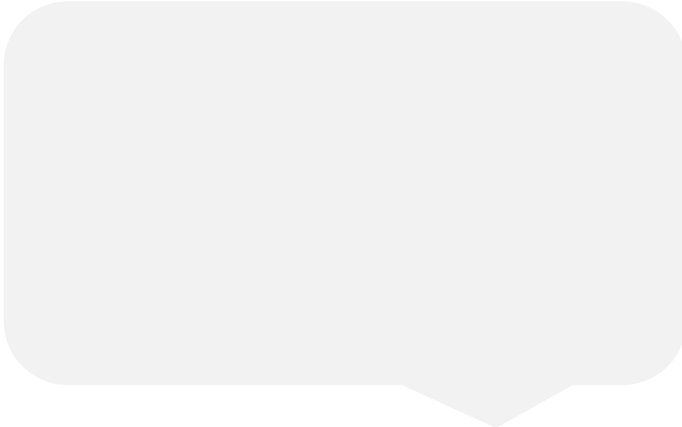
Messages from Centre



Monthly Footfall

	Average Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-4.8%	-4.8%	5.8%
North & Yorkshire	-1.6%	-2.6%	4.7%
UK	-1.8%	-1.9%	4.1%

Springboard Insights

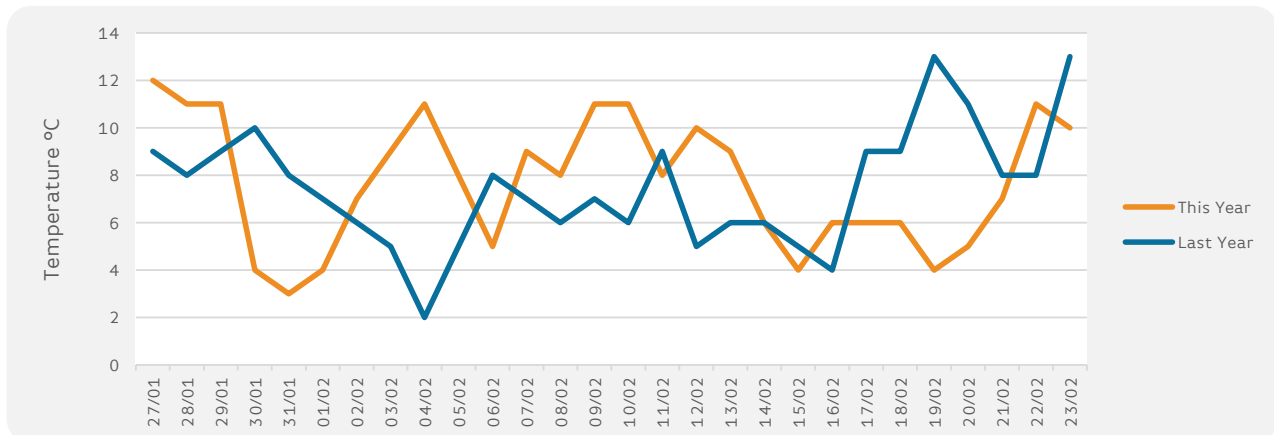


Monthly Sales

	Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-3.5%	-1.2%	4.0%
BRC UK Sales	0.9%	-0.1%	

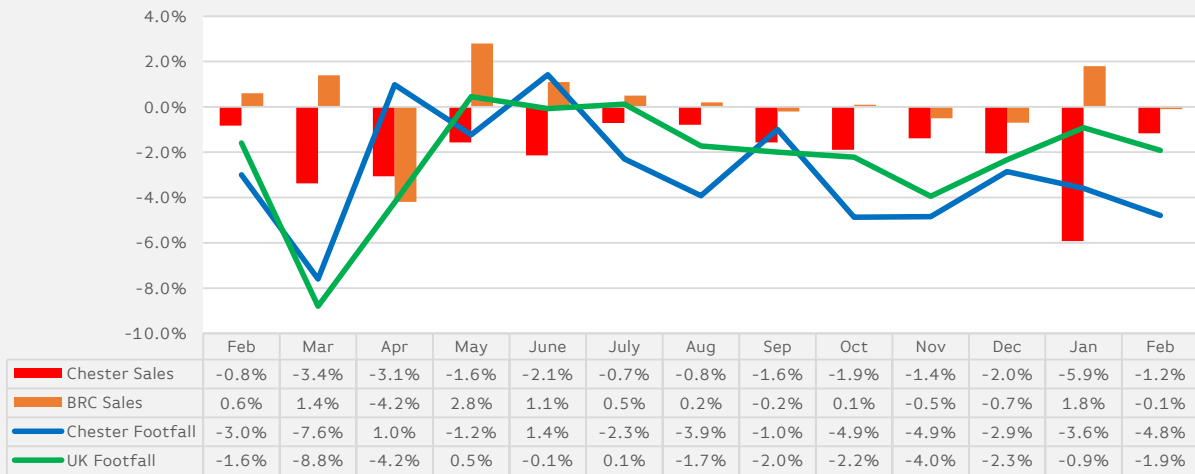
Monthly Weather Tracker

Number of days this month	12	9	5	2	FOG
Number of days last year	4	5	18	1	FOG



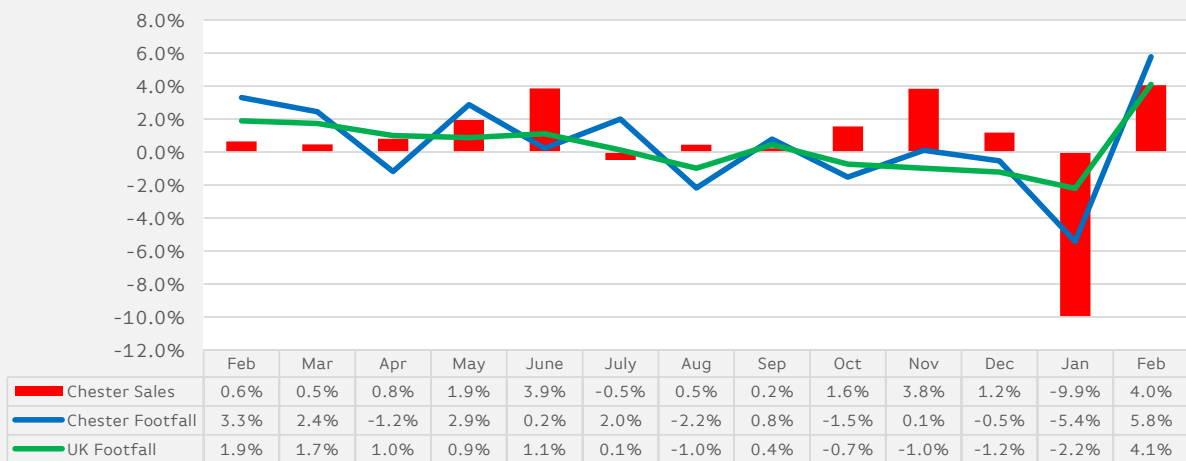
Sales & Footfall Data

Average Annual Percentage Changes

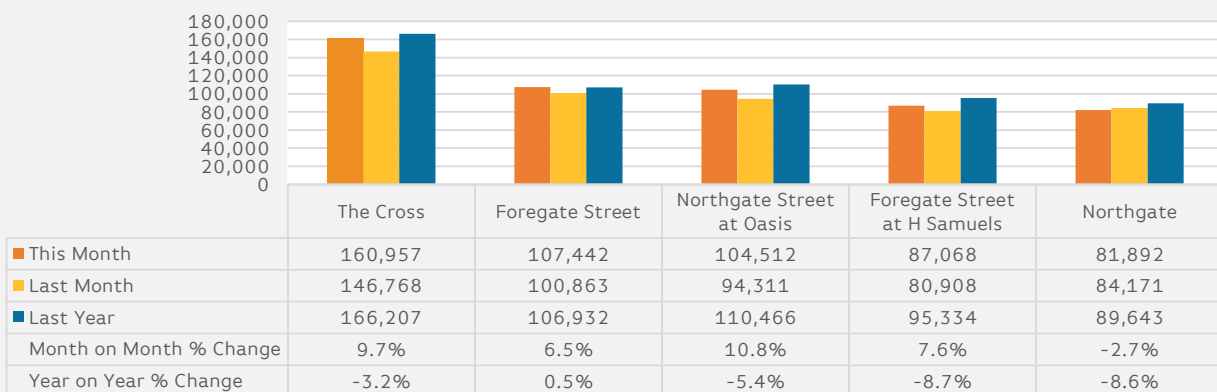


*Notes: Due to recent addition in Cameras at the Centre the % shown from Nov 2015 will be like for like

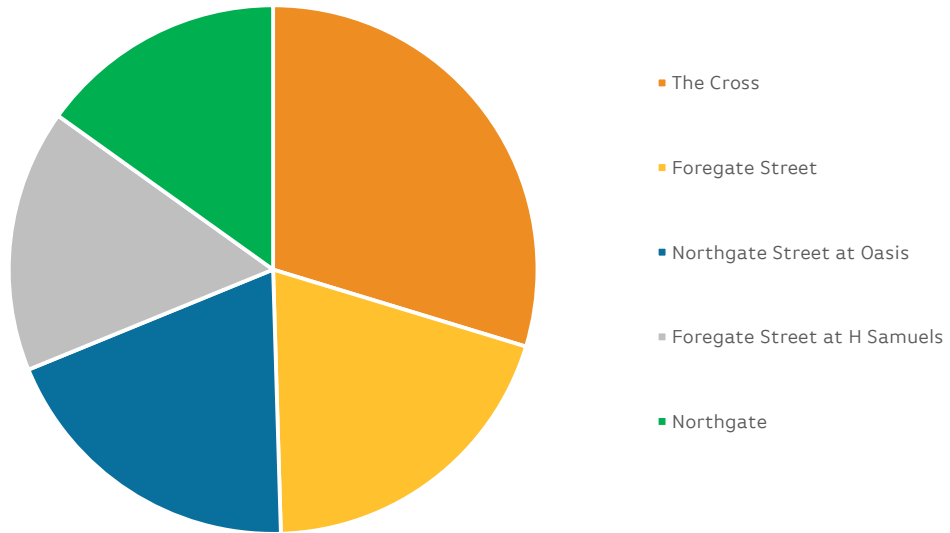
Average Week on Week Percentage Changes



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.

