

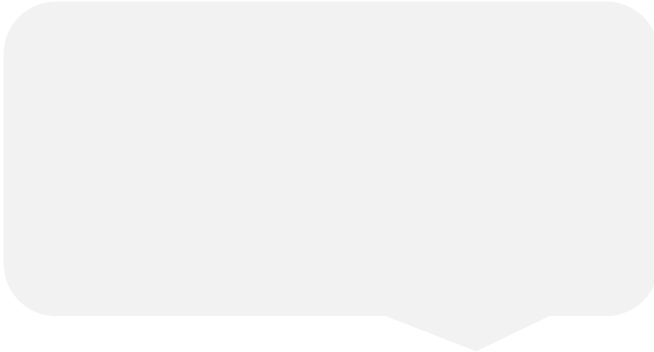


**Chester**  
 January 2019  
 30/12/2018 to 26/01/2019  
 Sunday to Saturday



REGION - North & Yorkshire

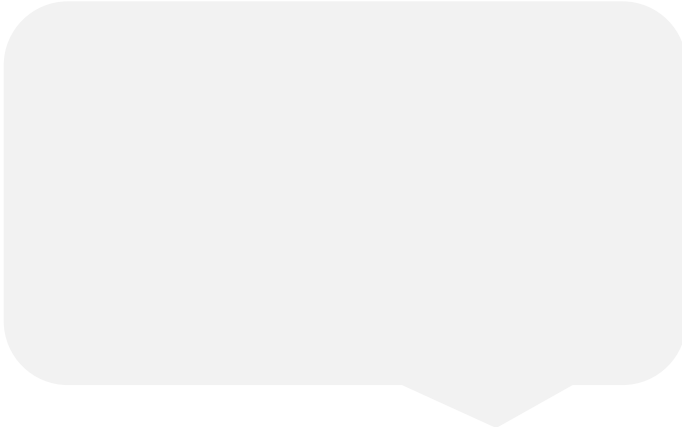
**Messages from Centre**



**Monthly Footfall**

	Average Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-1.4%	-3.6%	-5.4%
North & Yorkshire	2.7%	0.2%	-2.9%
UK	1.1%	-0.9%	-2.2%

**Springboard Insights**

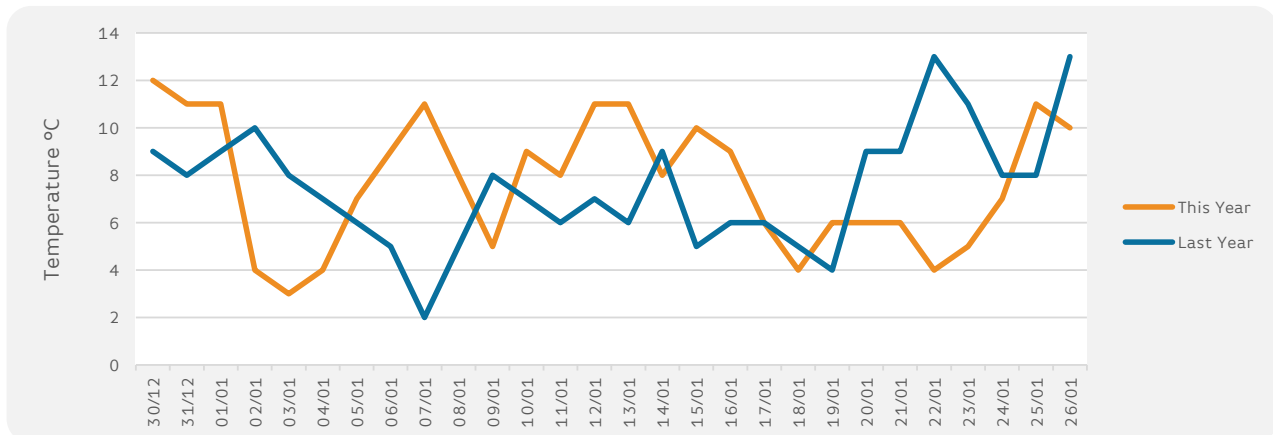


**Monthly Sales**

	Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-1.5%	-5.9%	-9.9%
BRC UK Sales	1.8%	1.8%	

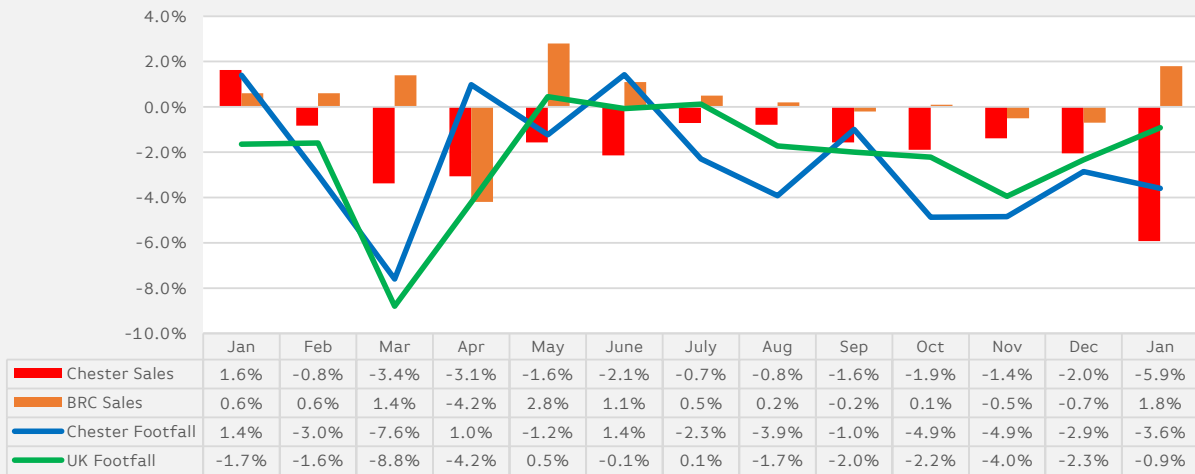
**Monthly Weather Tracker**

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



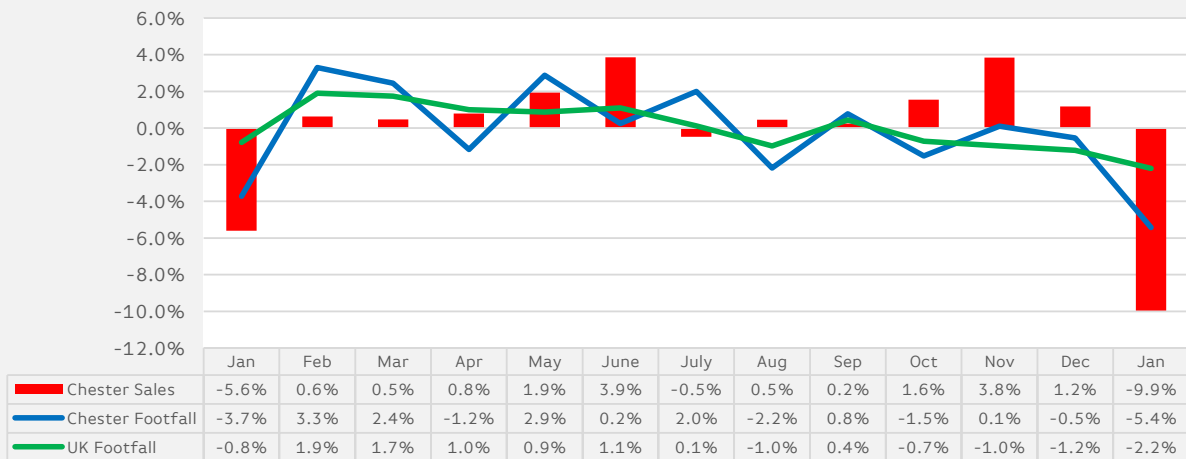
## Sales & Footfall Data

### Average Annual Percentage Changes

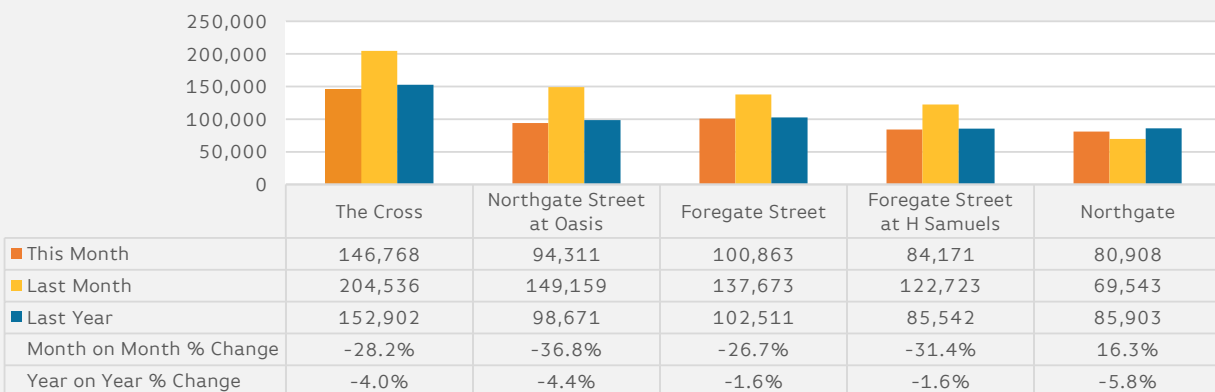


\*Notes: Due to recent addition in Cameras at the Centre the % shown from Nov 2015 will be like for like

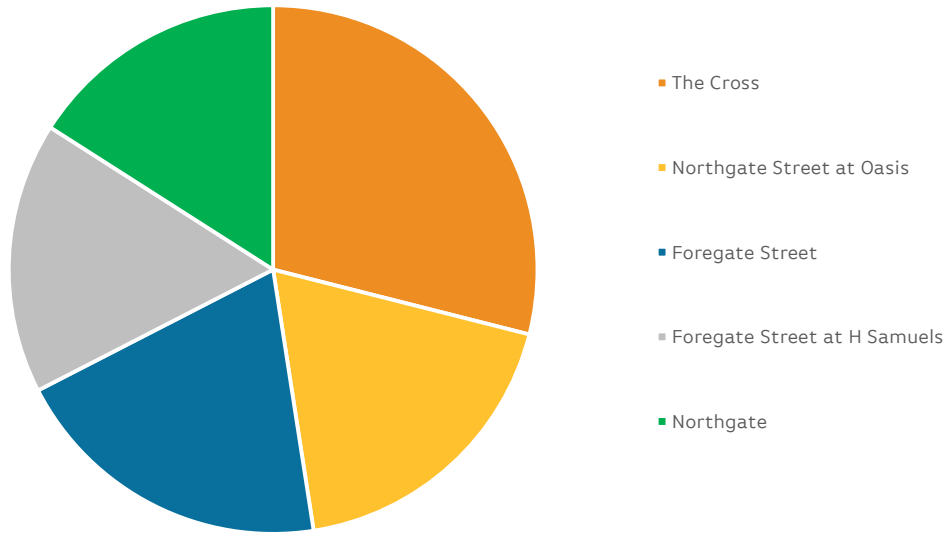
### Average Week on Week Percentage Changes



## 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.

