

Springboard Benchmarks

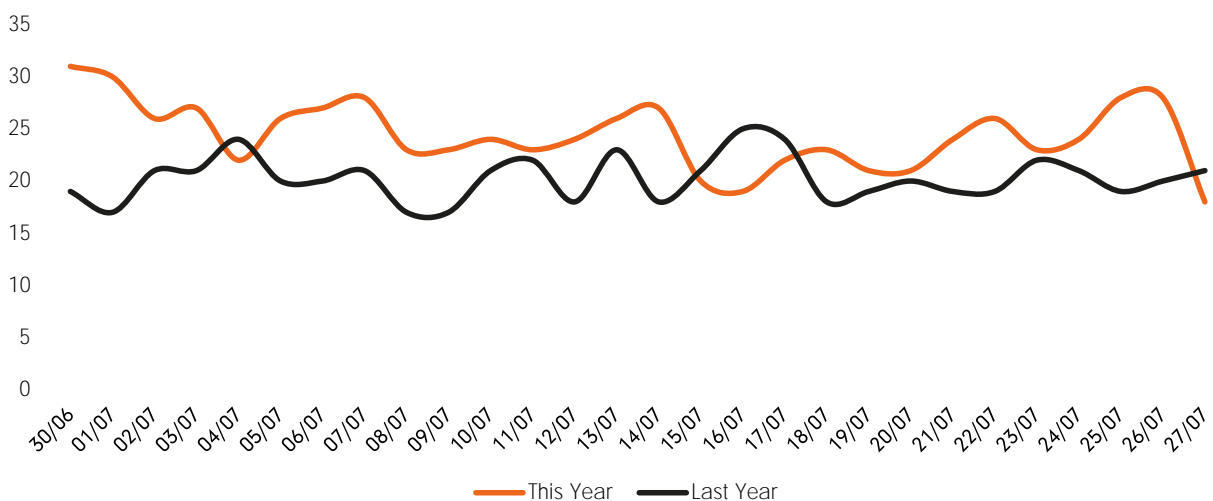
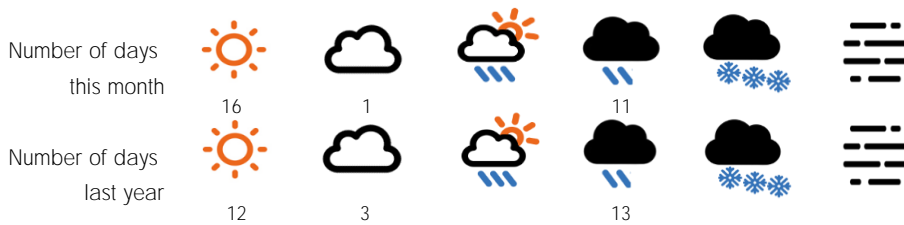
	Average Year to Date % Change	Average Year on year % Change	Average Week on Week % Change
Chester Footfall	-6.1%	-7.4%	1.1%
North & Yorkshire	-1.9%	-4.0%	0.5%
UK	-1.4%	-2.5%	0.5%
Chester Sales	-2.9%	-4.6%	0.4%
BRC UK Sales	0.0%	0.1%	

Springboard Insights

Footfall in shopping centres declined by -3.6% in May, with -2.9% in May 2018. This slightly worse result is a result of better weather and special events in May last year which boosted footfall after a challenging April marred by bad weather and a loss of seasonal sales due to an early Easter.

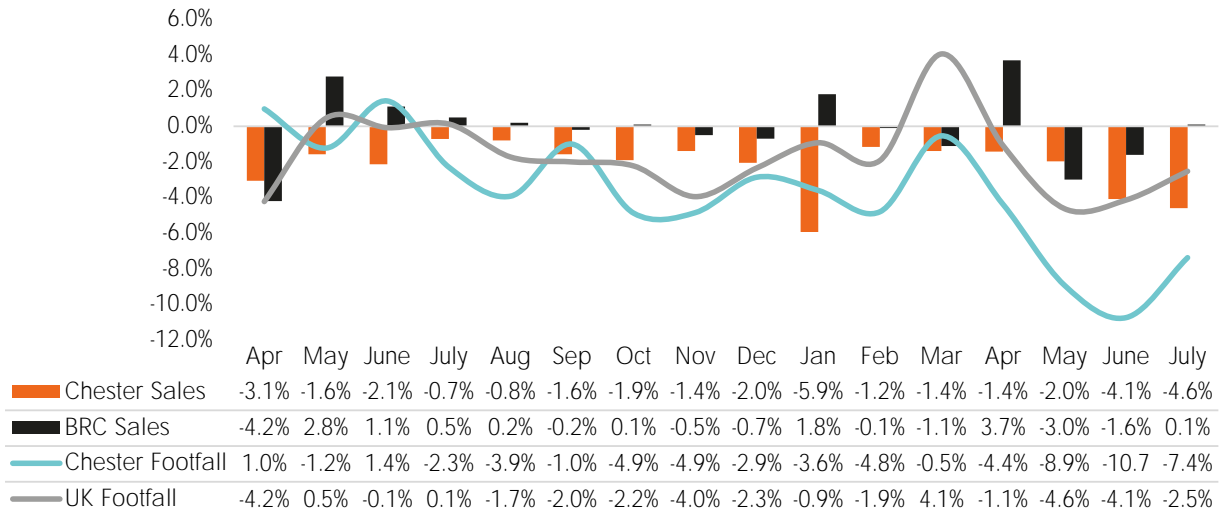
Footfall declined by -3.7% during normal retail trading hours of 9am-5pm; by -3.2% between 5pm-8pm and by -3.0% post 8pm. Across all destinations footfall declined by -3.5% in May, which is the poorest result since March 2018 when footfall was severely impacted by the Beast from the East.

Monthly Weather Tracker



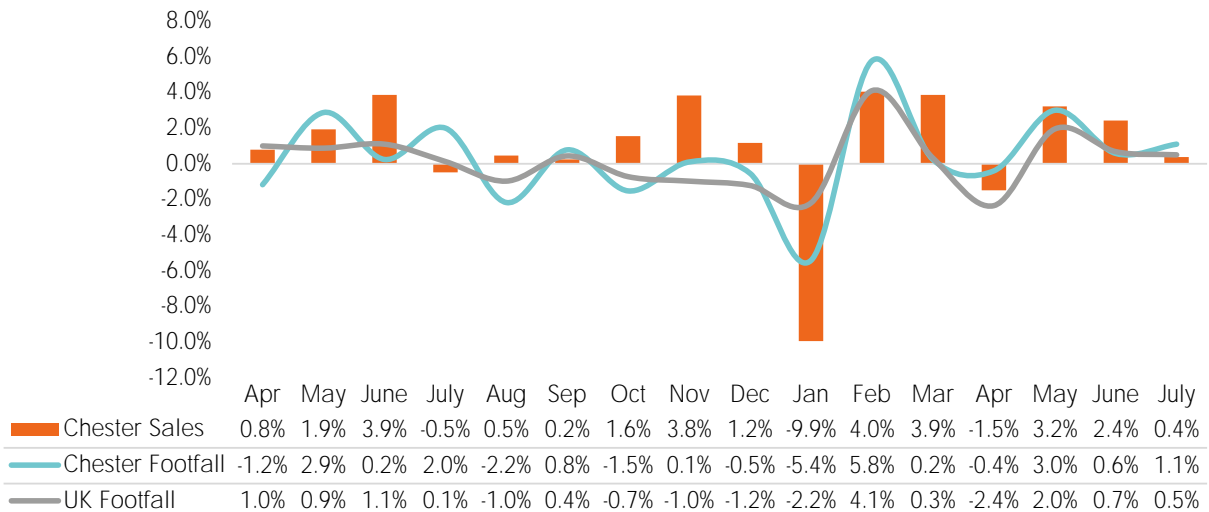
Sales & Footfall Data

Average Annual Percentage Changes

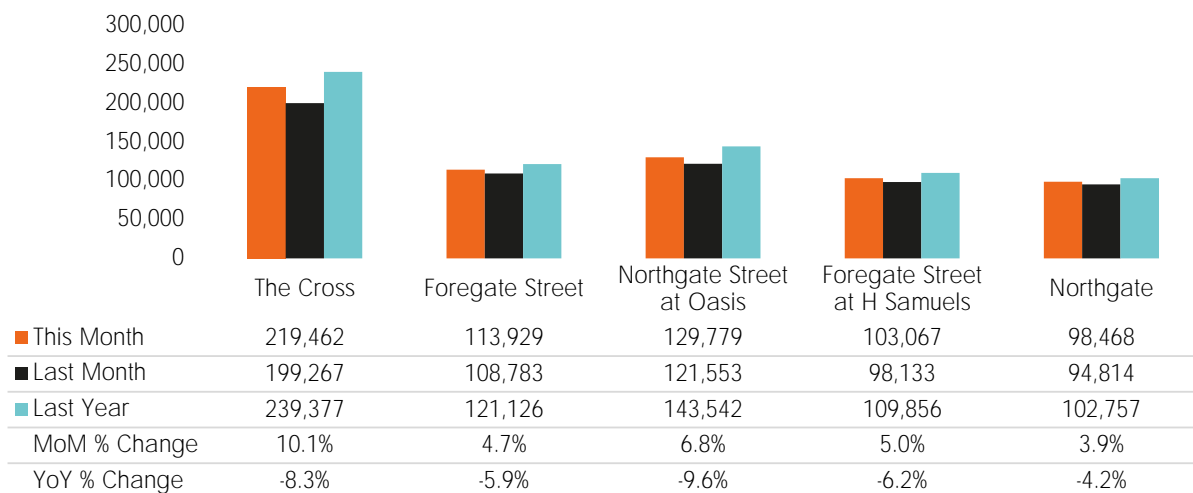


*Notes: Due to recent addition in Cameras at the Centre the % shown from Nov 2015 will be like for like

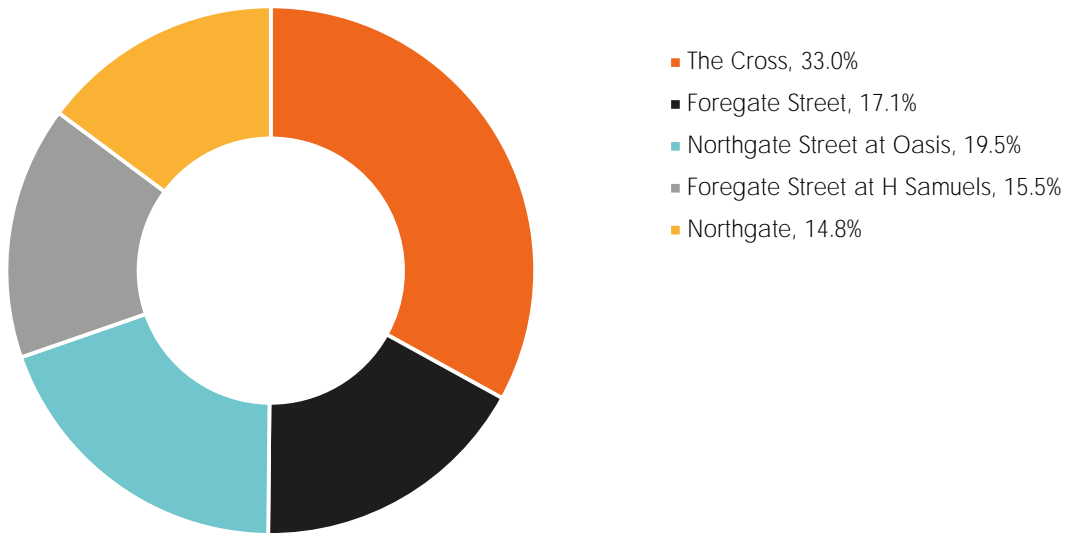
Average Week on Week Percentage Changes



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.