

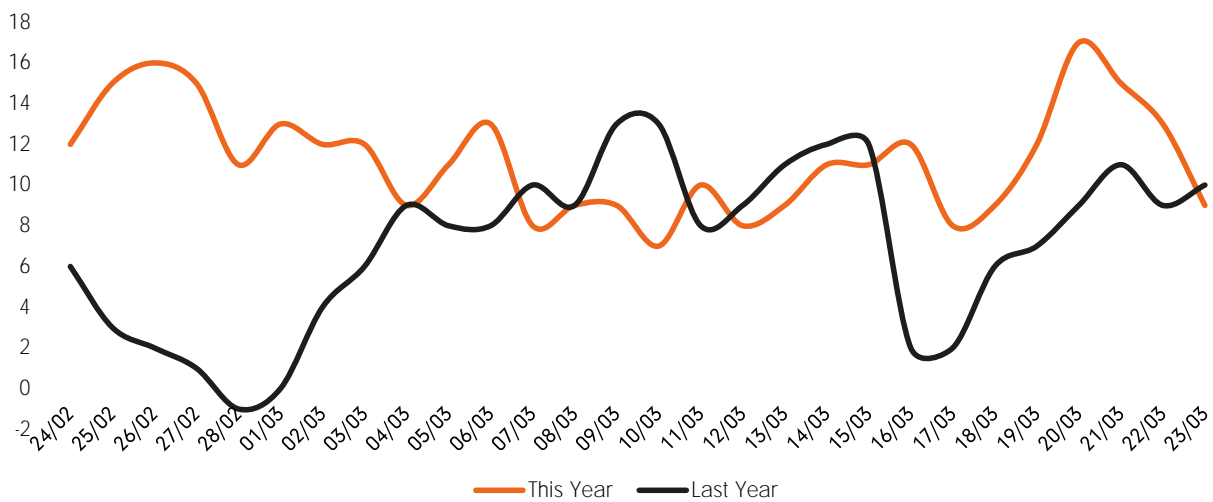
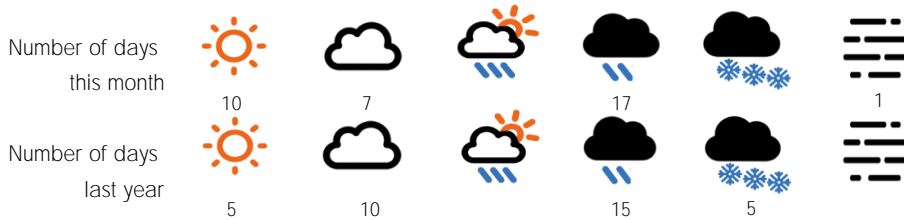
Springboard Benchmarks

	Average Year to Date % Change	Average Year on year % Change	Average Week on Week % Change
Chester Footfall	-2.5%	-0.5%	0.2%
North & Yorkshire	0.8%	4.3%	0.1%
UK	0.6%	4.1%	0.3%
Chester Sales	-3.5%	-1.4%	3.9%
BRC UK Sales	0.9%	-1.1%	

Springboard Insights

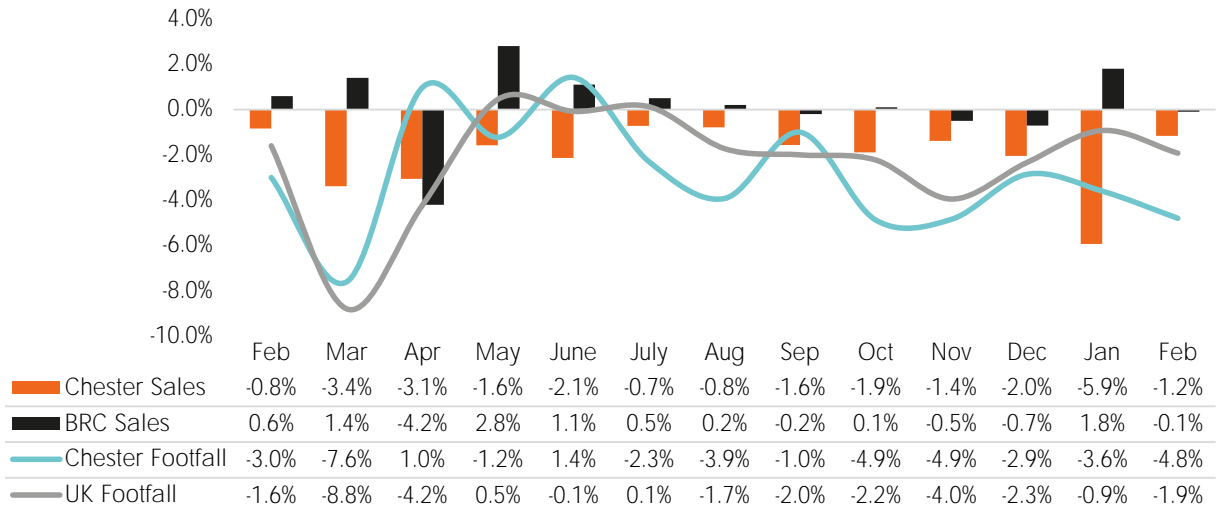
The +1.4% increase in footfall in March across all retail destinations, only the second positive result in the past two years, is because of the exceptional circumstances in March 2018 that led to a drop of -6.0%. Footfall in shopping centres declined by -1.0% in March, compared with -3.4% in February and -4.8% in March 2018 and marked the twenty fourth consecutive month with a negative result. Footfall declined by -1.5% during retail trading hours of 9am-5pm; by -0.8% between 5pm-8pm and increased by +6.1% post 8pm.

Monthly Weather Tracker



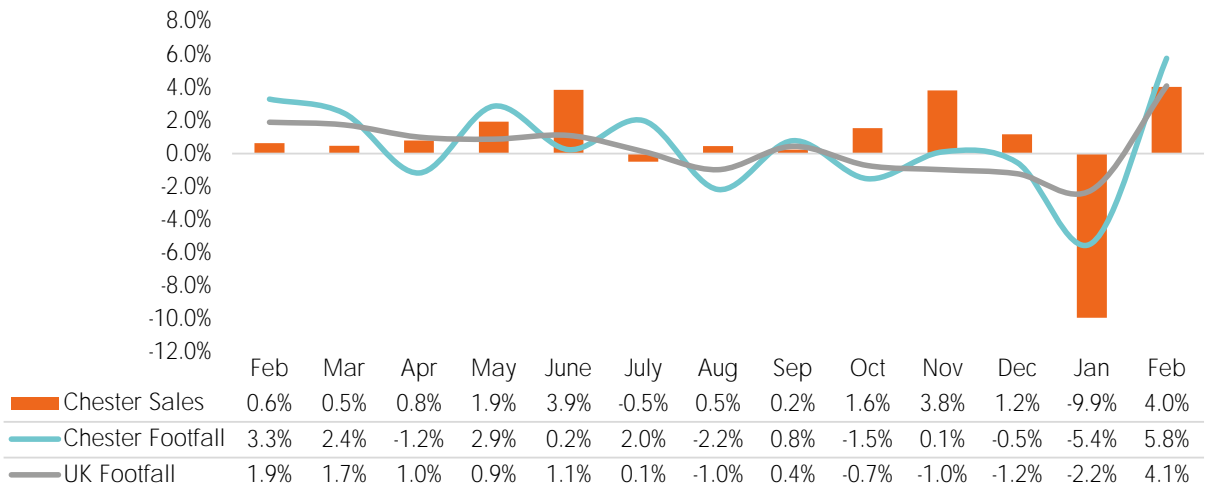
Sales & Footfall Data

Average Annual Percentage Changes

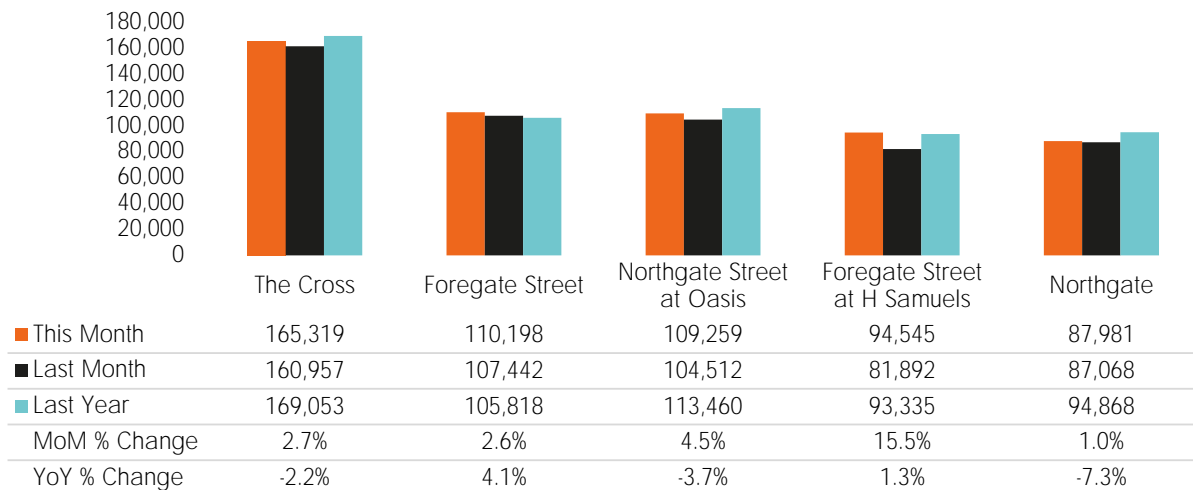


*Notes: Due to recent addition in Cameras at the Centre the % shown from Nov 2015 will be like for like

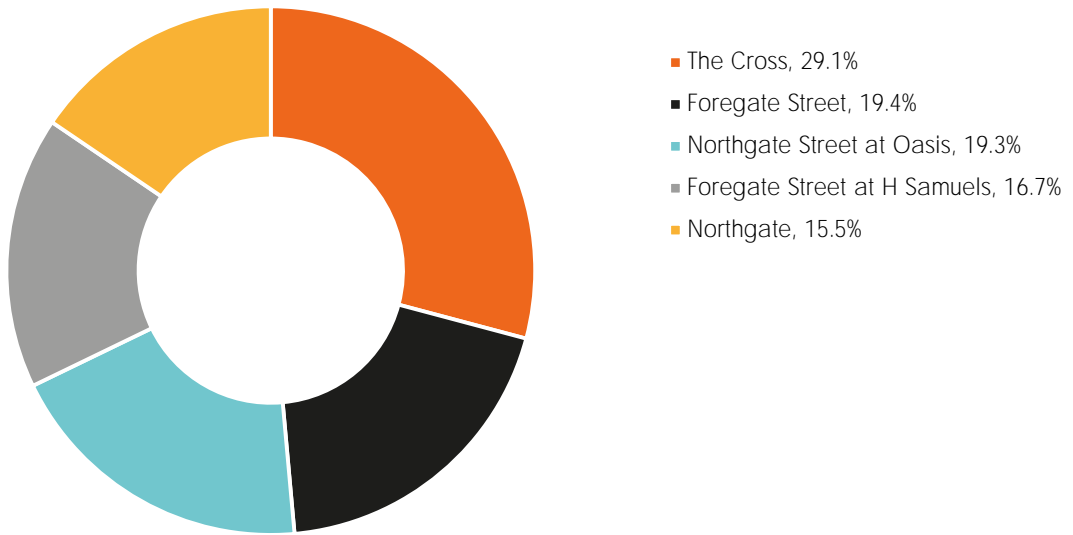
Average Week on Week Percentage Changes



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.