



Chester
 April 2018
 01/04/2018 to 28/04/2018
 Sunday to Saturday



REGION - North & Yorkshire

Messages from Centre

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Monthly Footfall

	Average Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-3.3%	1.0%	-1.2%
North & Yorkshire	-3.0%	-2.6%	0.3%
UK	-4.7%	-4.2%	1.0%

Springboard Insights

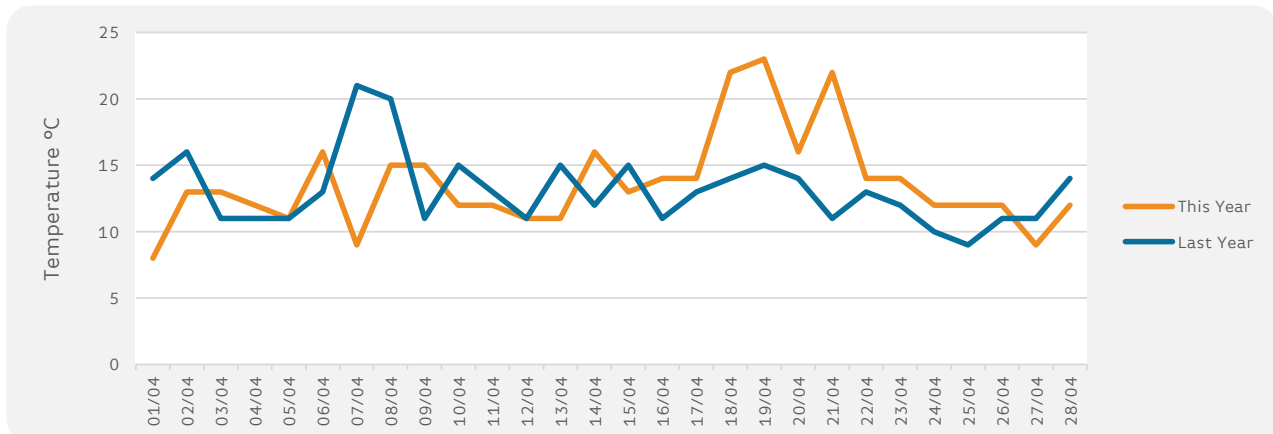
Much could be made of the adverse impact on April's footfall of Easter shifting to March, but even looking at March and April together - so smoothing this out - still demonstrates that footfall has plummeted. A -3.3% drop in April, following on from -6% in March, resulted in an unprecedented drop of -4.8% over the two months. Not since the depths of recession in 2009, has footfall over March and April declined to such a degree, and even then the drop was less severe at -3.8%.

Monthly Sales

	Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-1.5%	-3.1%	0.8%
BRC UK Sales	-0.4%	-4.2%	

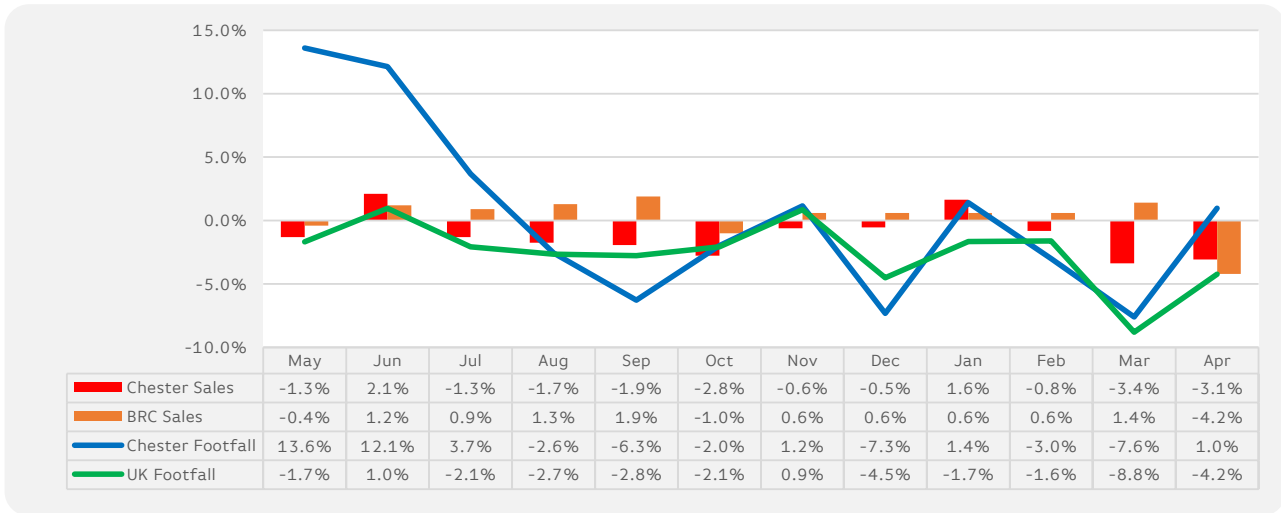
Monthly Weather Tracker

	SUN	CLOUD	RAIN	WIND	SNOW	FOG
Number of days this month	6	5	17	1		
Number of days last year	13	14	1			



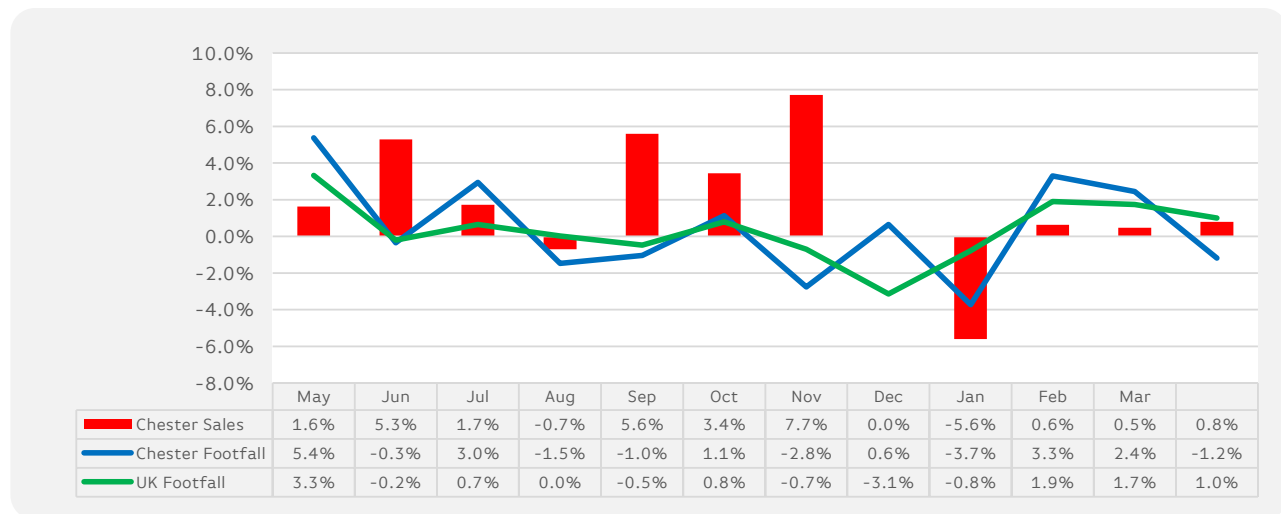
Sales & Footfall Data

Average Annual Percentage Changes

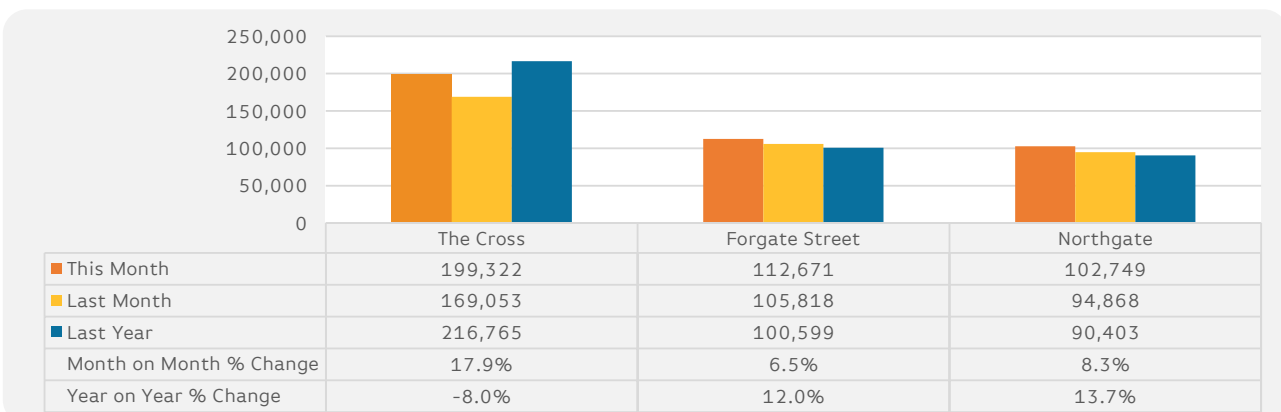


*Notes: Due to recent addition in Cameras at the Centre the % shown from Nov 2015 will be like for like

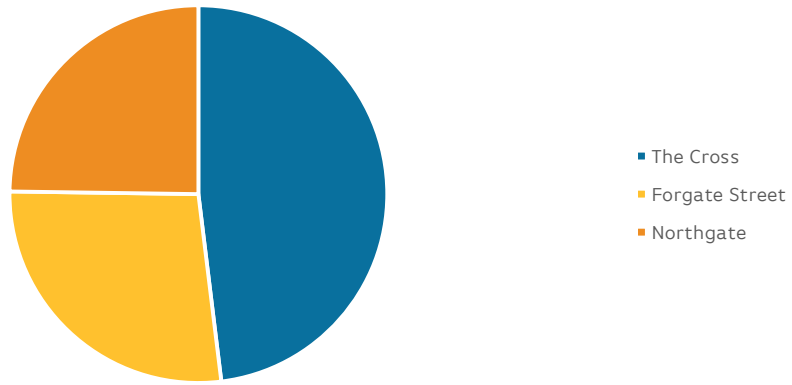
Average Week on Week Percentage Changes



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.

