



Chester
February 2018
28/01/2018 to 24/02/2018
Sunday to Saturday



REGION - North & Yorkshire

Messages from Centre

[Placeholder for messages from the centre]

Monthly Footfall

	Average Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-0.3%	-3.0%	3.3%
North & Yorkshire	-0.6%	-0.8%	2.5%
UK	-1.5%	-1.6%	1.9%

Springboard Insights

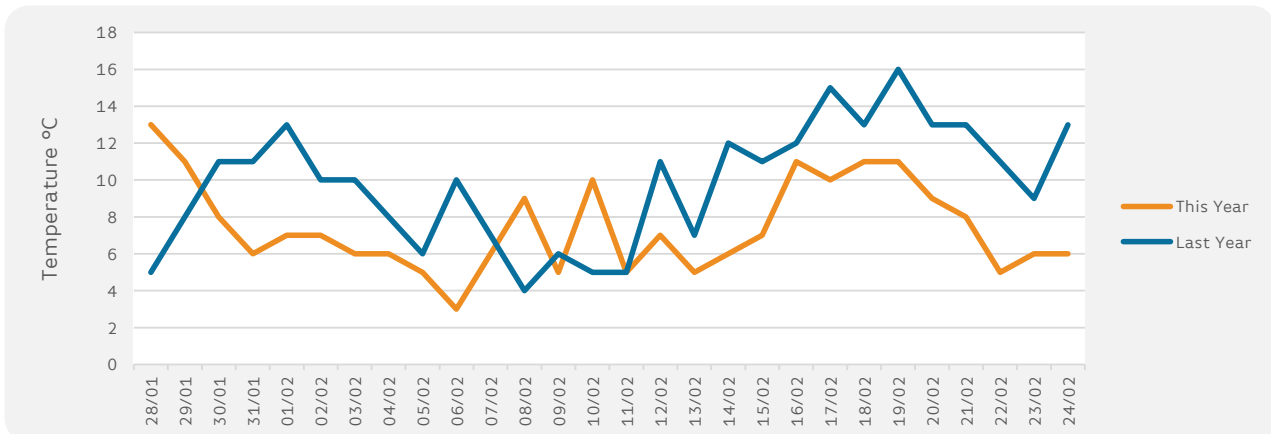
Footfall declined by -0.5% across all retail destinations in February, a significant improvement on both January's result of -1.6% and -1% in February last year. February's results are particularly encouraging for shopping centres, as footfall declined by -0.9% compared with -3.1% in January and -1.3% in February 2017. This is the strongest performance for shopping centres since August last year. Further good news is that daytime footfall – which accounts for around three quarters of all footfall – improved in February, declining over the year by just -1.1% compared with -3.3% in January.

Monthly Sales

	Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	0.4%	-0.8%	0.6%
BRC UK Sales	0.6%	0.6%	

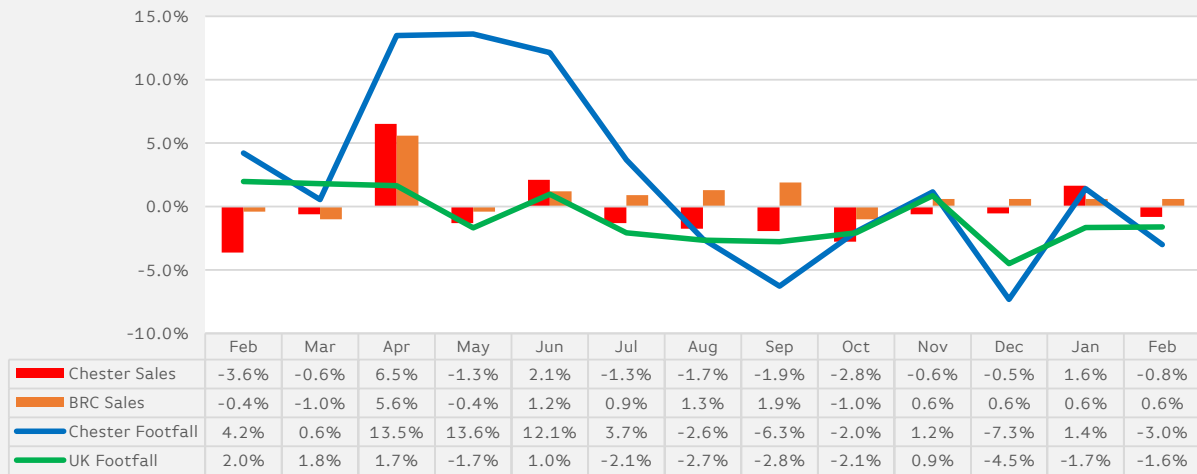
Monthly Weather Tracker

	SUN	CLOUD	RAIN	WIND	SNOW	FOG
Number of days this month	11	4	10	3		
Number of days last year	10	15	3			



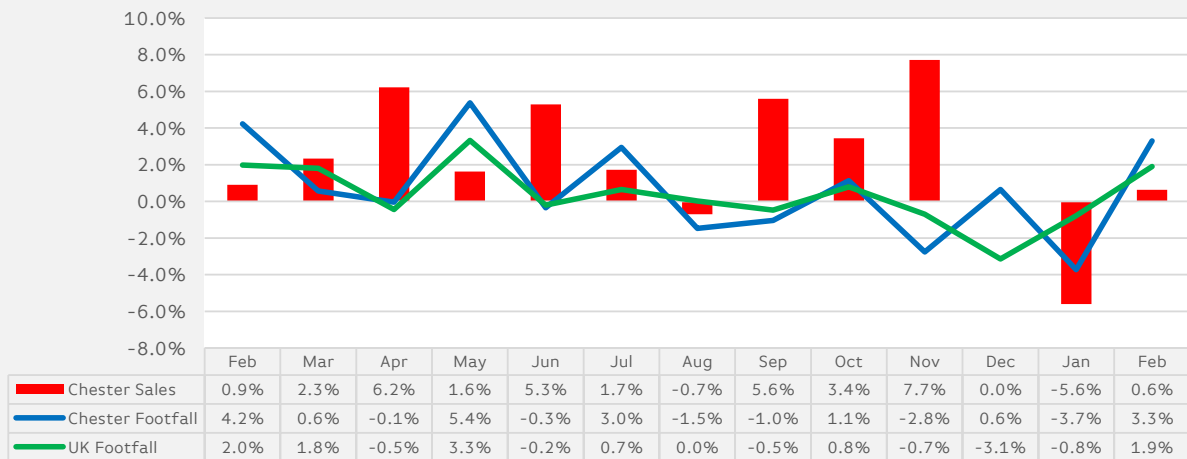
Sales & Footfall Data

Average Annual Percentage Changes

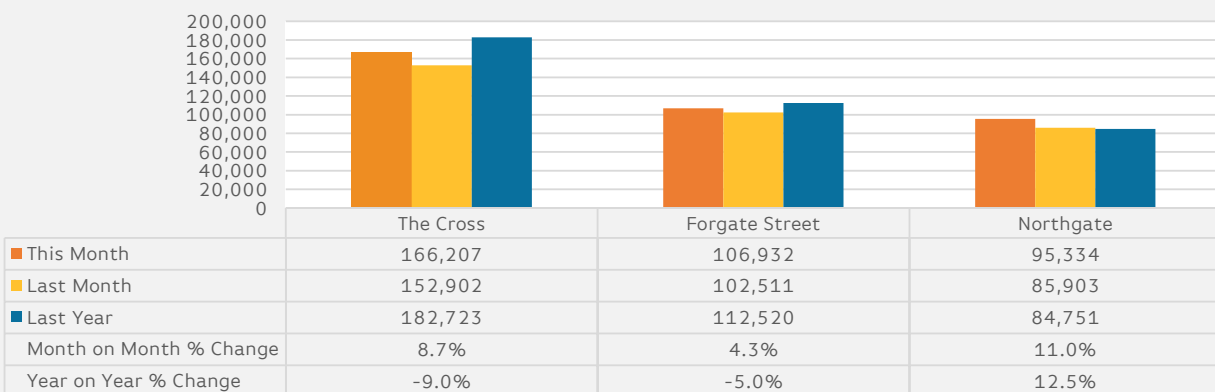


*Notes: Due to recent addition in Cameras at the Centre the % shown from Nov 2015 will be like for like

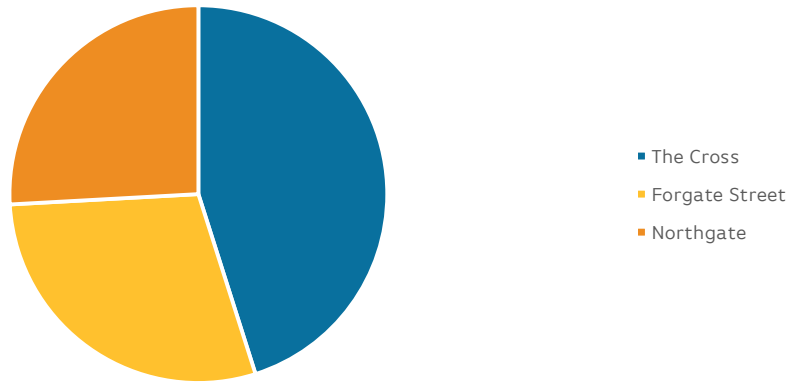
Average Week on Week Percentage Changes



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.

