



Chester
 January 2018
 31/12/2017 to 27/01/2018
 Sunday to Saturday



REGION - North & Yorkshire

Messages from Centre

[Empty message box]

Monthly Footfall

	Average Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	4.0%	1.4%	-3.7%
North & Yorkshire	0.3%	-0.6%	-0.8%
UK	-0.6%	-1.7%	-0.8%

Springboard Insights

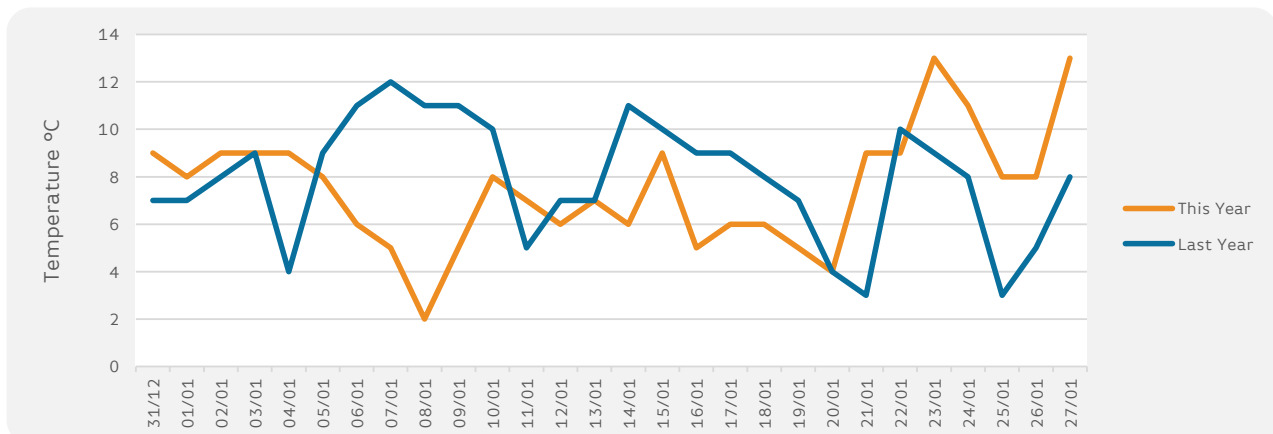
Footfall dropped by -1.6% in January, an improvement on December's -3.5%, but the worst result for January since 2013. So it is clear that the challenges facing bricks and mortar retailing are continuing to build - the -1.9% decline in high street footfall is more than double the -0.8% in January 2017 and shopping centre footfall continues to languish at -3.1% following a -3% drop in January last year. In contrast retail parks continue to strengthen, with footfall rising by +0.9%, despite furniture and household appliance sales in January being the worst of all 13 categories.

Monthly Sales

	Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	1.6%	1.6%	-5.6%
BRC UK Sales	0.6%	0.6%	

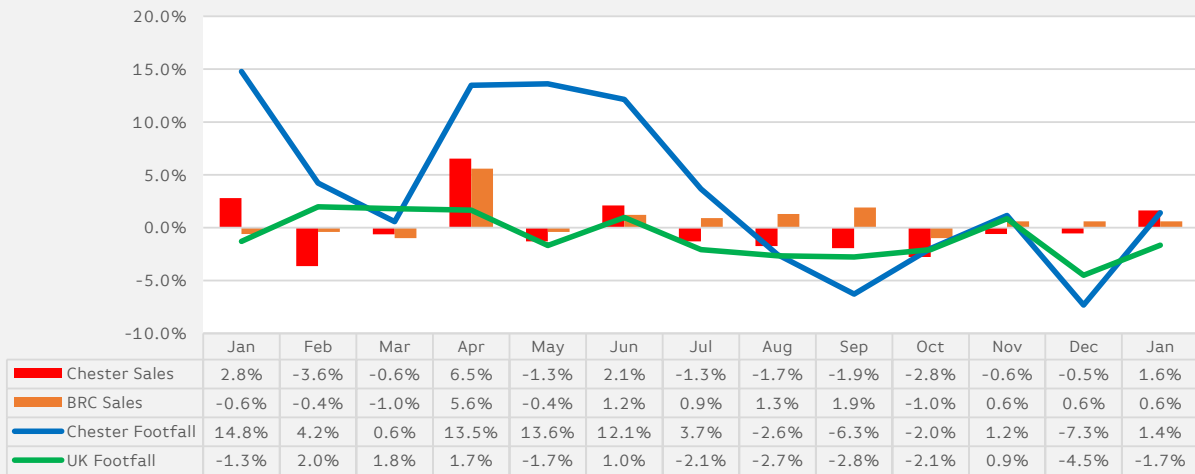
Monthly Weather Tracker

						FOG
Number of days this month	5	5	1	17	1	0
Number of days last year	10	12	1	5	1	1



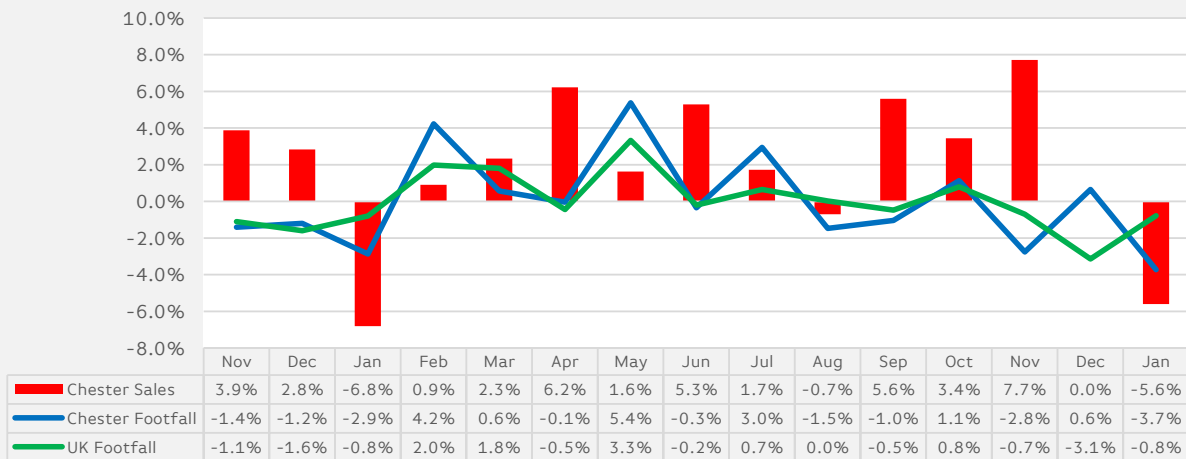
Sales & Footfall Data

Average Annual Percentage Changes

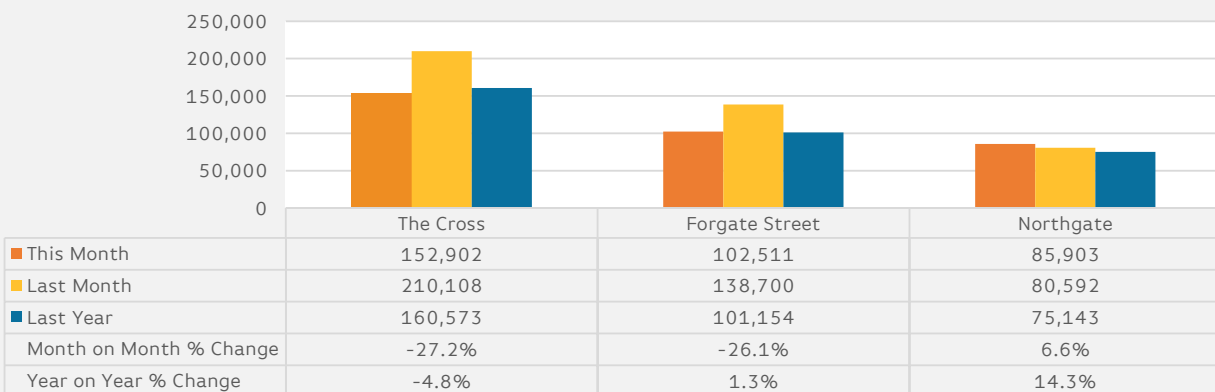


*Notes: Due to recent addition in Cameras at the Centre the % shown from Nov 2015 will be like for like

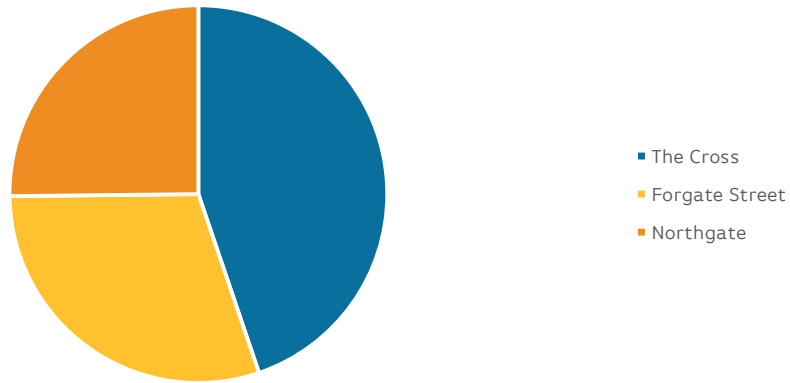
Average Week on Week Percentage Changes



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.

