



**Chester**  
 March 2018  
 25/02/2018 to 31/03/2018  
 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	-3.6%	-7.6%	2.4%
North & Yorkshire	-2.6%	-5.9%	1.3%
UK	-4.0%	-8.8%	1.7%

**Springboard Insights**

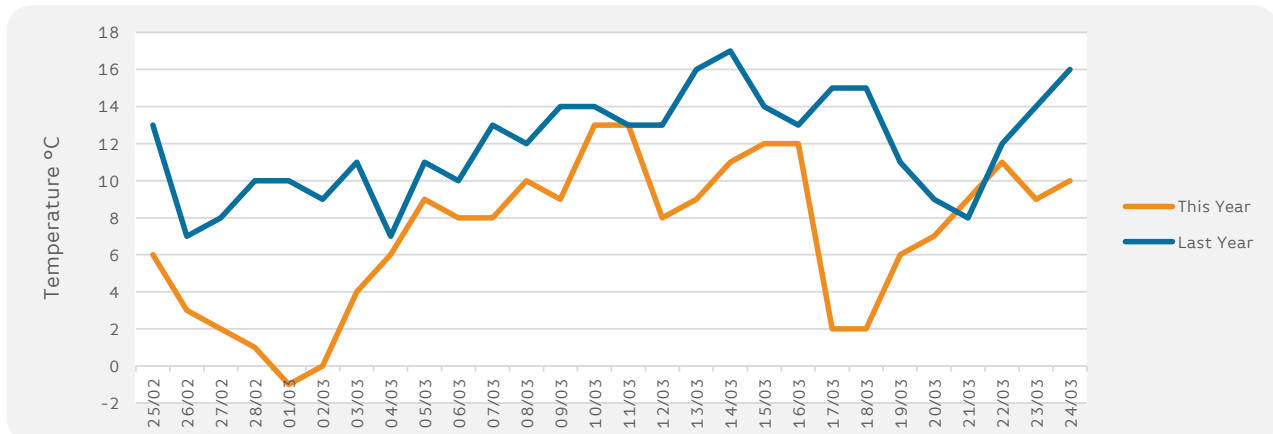
The drop of -9.3% in March driven by harsh weather compared to the result of -1.4% in February and the increase of +2.2% in March of last year paints a bleak picture for high streets. This is further compounded by announcements from several retailers and hospitality operators of impending store closures. The impact of the “Beast from the East” is particularly apparent when looking at the weekly results which show a decrease of -19.4% in the first week of the month.

**Monthly Sales**

	Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-1.1%	-3.4%	0.5%
BRC UK Sales	0.9%	1.4%	

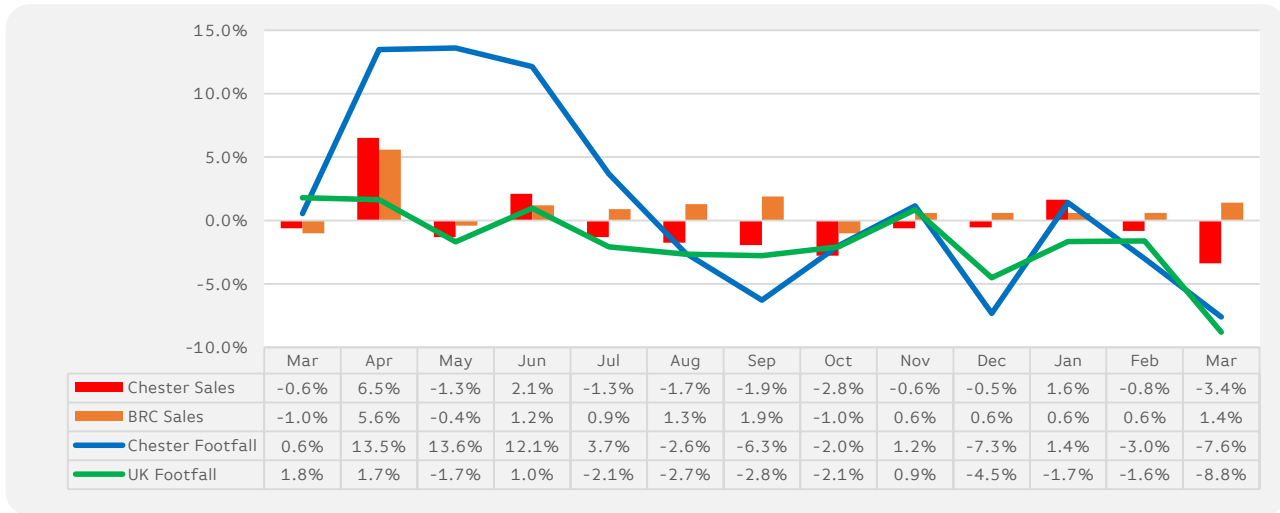
**Monthly Weather Tracker**

	SUN	CLOUD	RAIN	WIND	SNOW	FOG
Number of days this month	5	10	15	5		
Number of days last year	16	13	6			



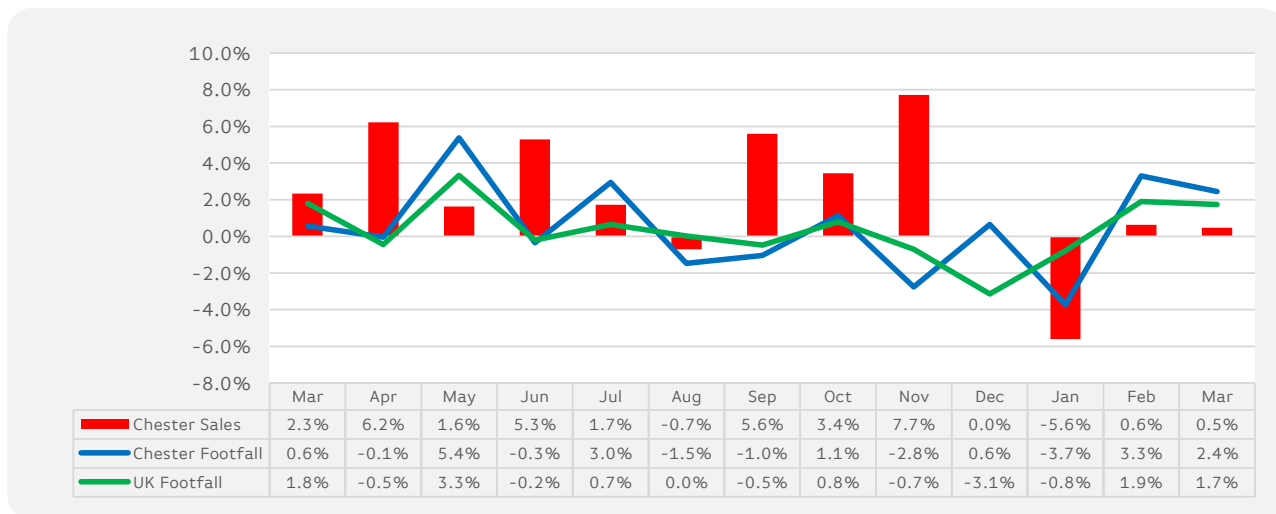
## Sales & Footfall Data

### Average Annual Percentage Changes

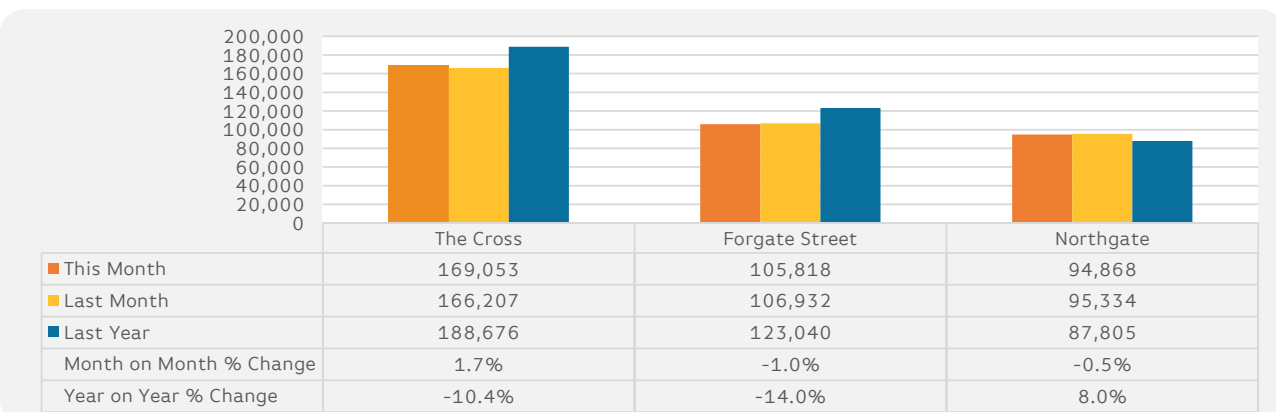


\*Notes: Due to recent addition in Cameras at the Centre the % shown from Nov 2015 will be like for like

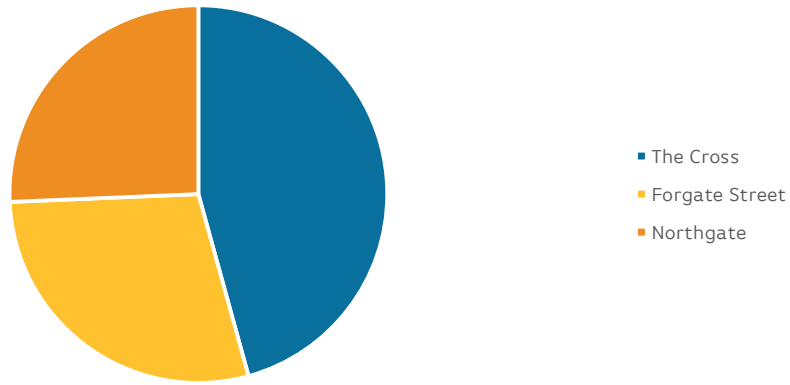
### Average Week on Week Percentage Changes



## 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.

