



Chester
 May 2018
 29/04/2018 to 26/05/2018
 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	-3.8%	-1.2%	2.9%
North & Yorkshire	-2.0%	2.9%	1.2%
UK	-3.7%	0.5%	0.9%

Springboard Insights

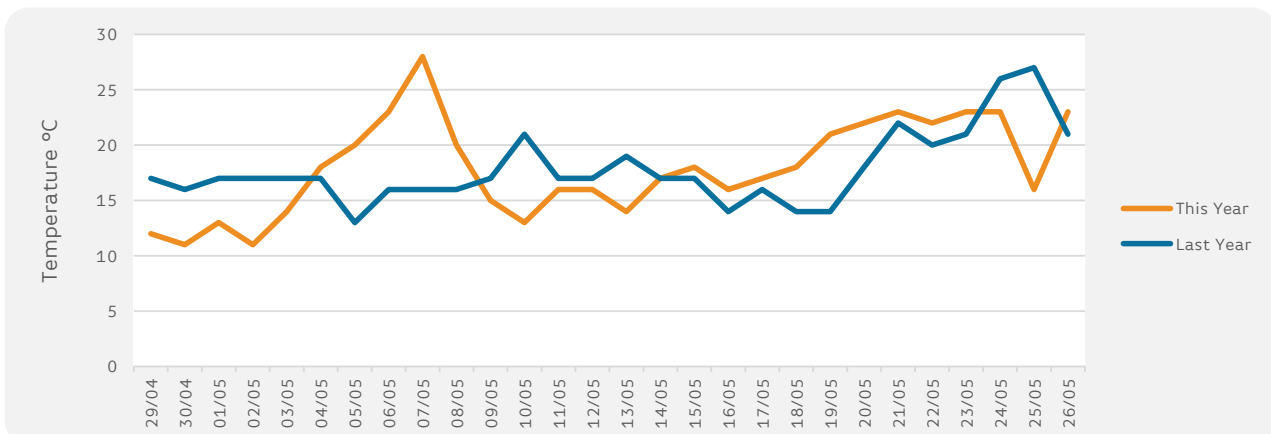
It would be highly premature to regard the improvement in UK footfall to -0.4% in May from a drop of -3.3% in April as any form of bounce back. Instead at least in part it is likely to be a consequence of shopping trips being deferred from April - when the weather continued to be cold and wet - into May. It might also be regarded as a reflection of consumer demand resulting from the two May bank holidays which anchored the month at both ends. In reality, however, footfall actually declined in both bank holiday weeks, reflecting a long term trend identified by Springboard of the lessening in importance of public holidays for retail.

Monthly Sales

	Year to Date % Change	Average Year on Year % Change	Average Week on Week % Change
Chester	-1.5%	-1.6%	1.9%
BRC UK Sales	0.2%	2.8%	

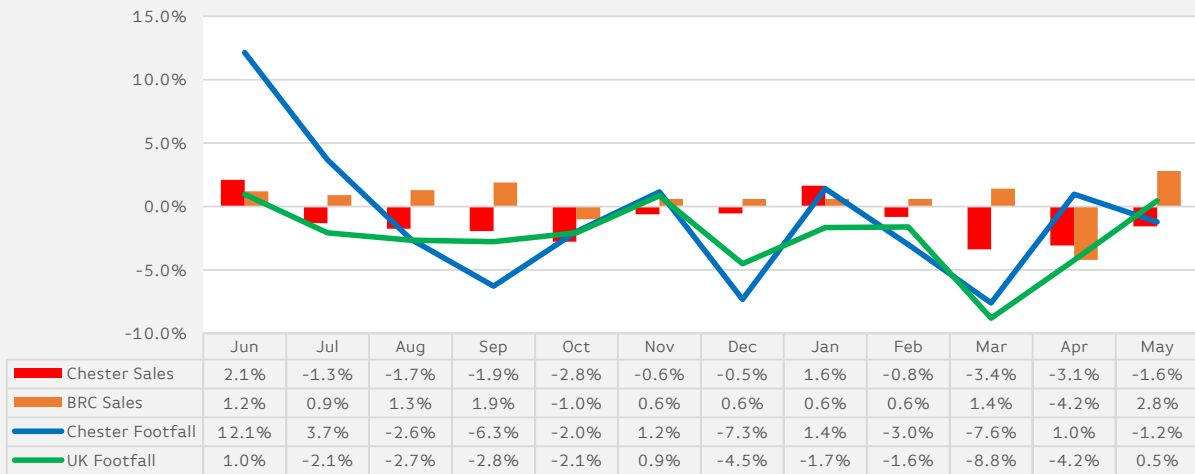
Monthly Weather Tracker

Number of days this month	15	7	6	6	FOG
Number of days last year	16	4	8	8	FOG



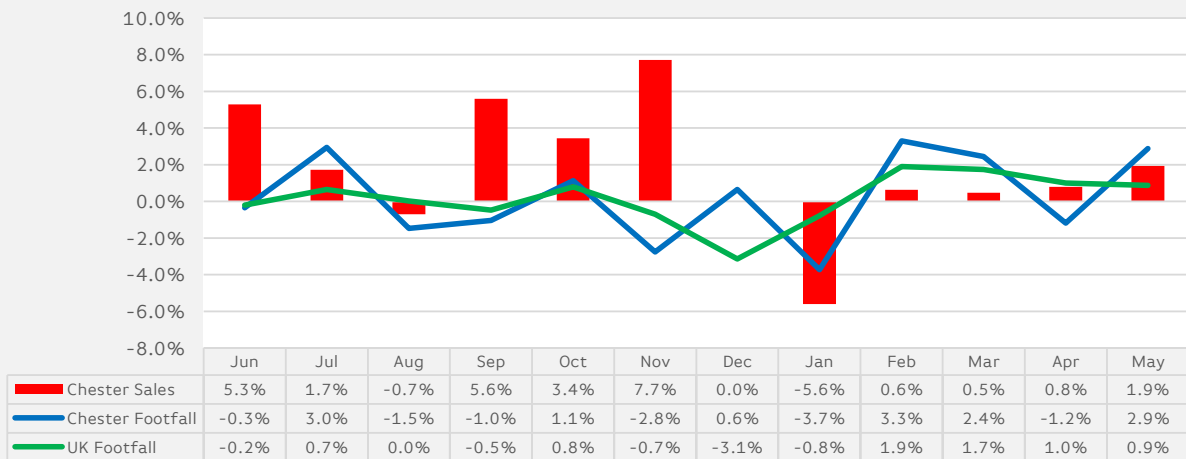
Sales & Footfall Data

Average Annual Percentage Changes

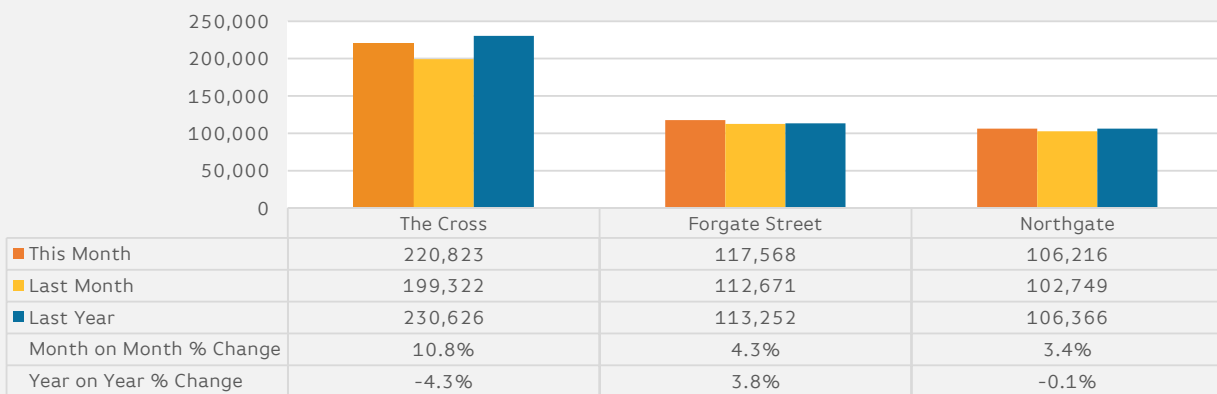


*Notes: Due to recent addition in Cameras at the Centre the % shown from Nov 2015 will be like for like

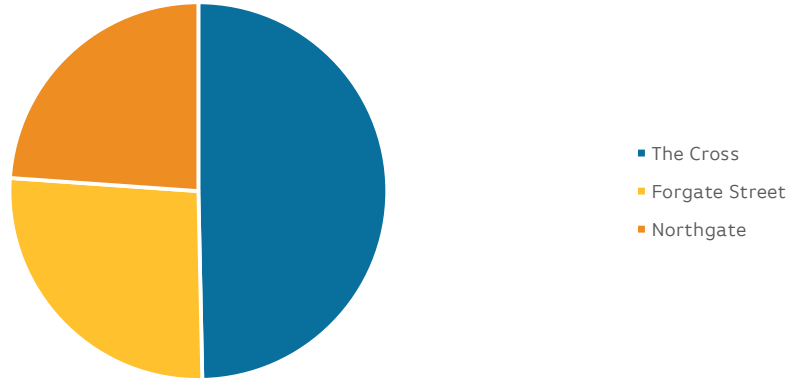
Average Week on Week Percentage Changes



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.

