

Springboard has been monitoring footfall in Chester City centre for a number of years. Each month detailed reports on footfall are produced and posted on the CH1ChesterBID website. However, CH1ChesterBID have committed to providing its BID members more information which will enable you, your team and management/Head Office team to have a more in depth understanding of how the city centre is performing particularly in relation to other city centres around Cheshire and Merseyside as well as the rest of the UK. CH1ChesterBID has commissioned Springboard to track sales trends alongside footfall which will enable them to evaluate whether initiatives to increase footfall are translating into improved sales.

It is important for as many BID based businesses' as possible to participate in this report and I have asked Springboard to contact you to see if you would be willing to participate. The provision of this vital trading information will be provided to you **free of charge** by Springboard in partnership with CH1ChesterBID and will be yours to use as appropriate to your business and reporting structures.

As a participating business, you will receive a Weekly Sales report from CH1ChesterBID and Springboard which enables you to compare your sales performance with the average for the rest of the City centre and also with the UK. The report also includes footfall, so that you can understand whether sales trends in your store are in line with footfall within the region and the rest of the UK. Should you wish to be involved in this, there are two important points to note.

1. **Springboard will not require you to provide actual £ sales value data – they will only be asking for % change in sales.**
2. **The information you provide remains confidential at all times – your business name will not be identified on any reports other than your individual report provided exclusively to you for your own internal use.**

Each week Springboard will contact you via email or telephone to collect two % change figures – the week on week % change, and the year on year % change.

That's it! And in exchange, you will receive your personalised report via email the same week as well as taking part in an important data collection exercise that have an influence on where and how CH1ChesterBID invest in city centre improvements.

We have selected to use Springboard as they are a UK leading expert on providing this type of service across towns and cities with participants ranging from large national stores to independent retailers all of whom find the weekly data useful to their businesses.

If you have any further questions or would like to take part in the monitoring service please email

info@ch1chesterbid.co.uk