

Springboard Benchmarks

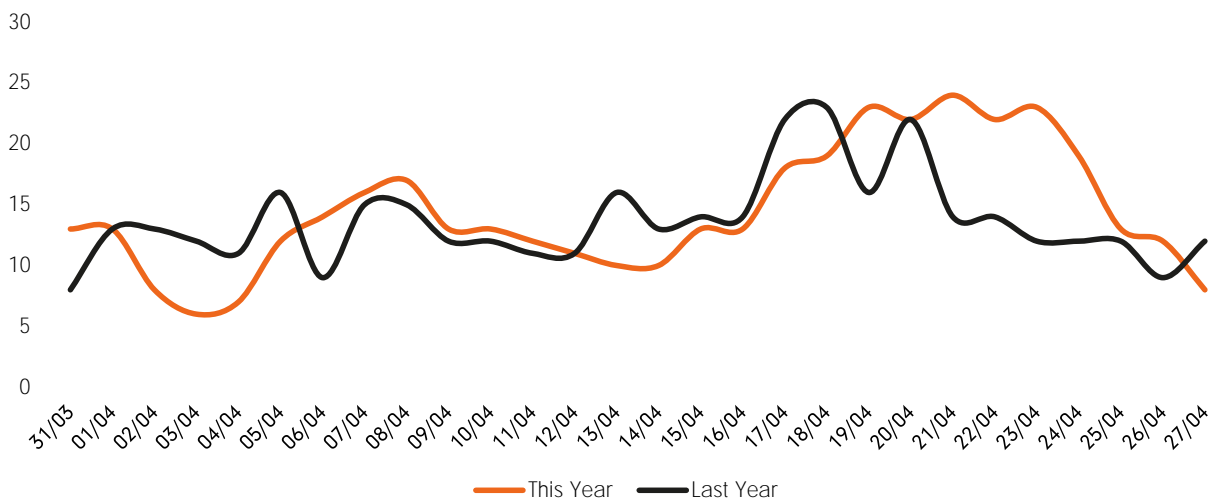
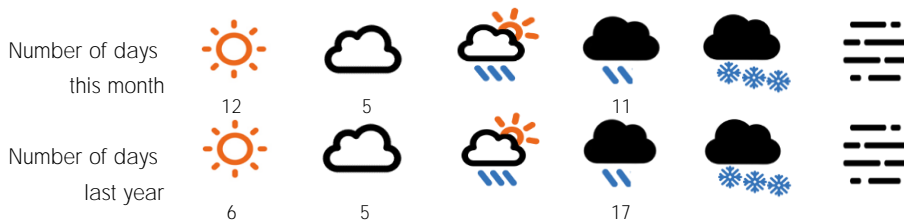
	Average Year to Date % Change	Average Year on year % Change	Average Week on Week % Change
Chester Footfall	-3.6%	-4.4%	-0.4%
North & Yorkshire	0.8%	-0.3%	-2.9%
UK	0.5%	-1.1%	-2.4%
Chester Sales	-2.4%	-1.4%	-1.5%
BRC UK Sales	1.1%	3.7%	

Springboard Insights

There is an obvious distortion in the year on year footfall results for April due to the early Easter in March last year. However, the expected bounty as a result of Easter occurring in April this year did not provide enough of a boost to deliver positive figures for the month, with footfall still -0.5% lower than April last year across all retail destinations.

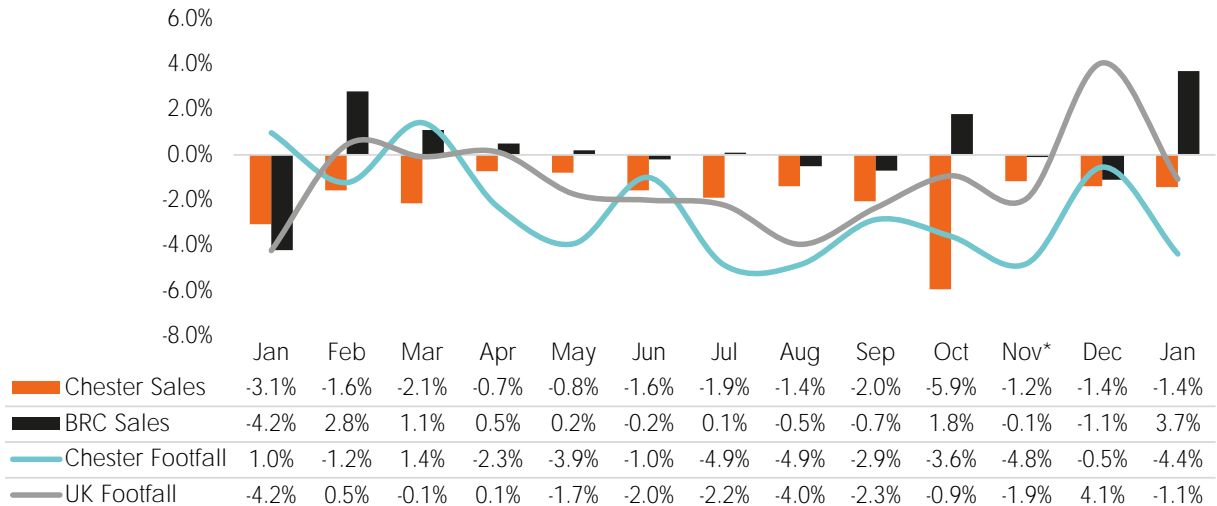
Footfall in shopping centres declined by -2.1% in April, compared with -1.0% in March and -3.5% in April 2018. Footfall declined by -2.3% during normal retail trading hours of 9am-5pm; by -1.9% between 5pm-8pm and by -3.0% post 8pm.

Monthly Weather Tracker



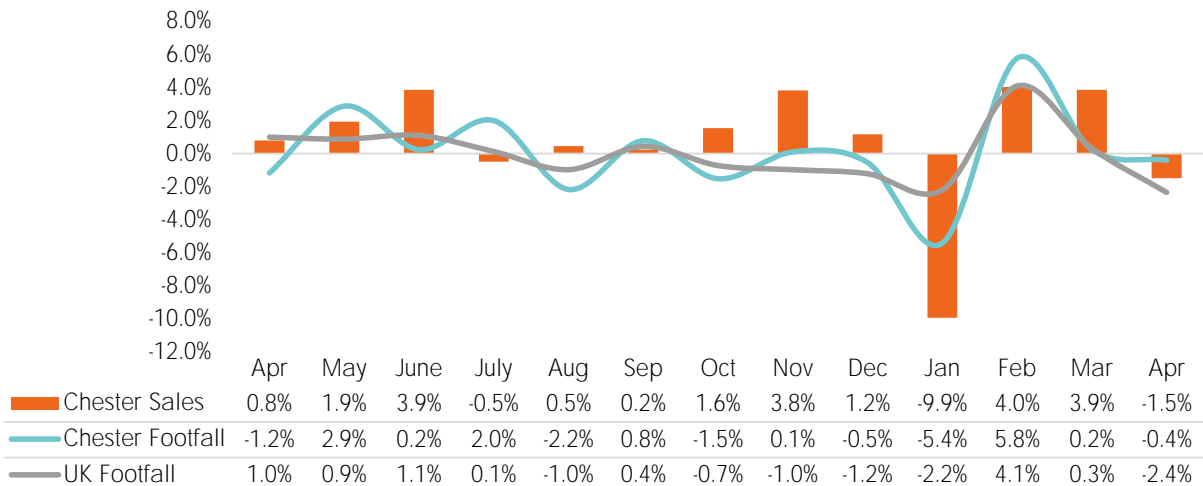
Sales & Footfall Data

Average Annual Percentage Changes

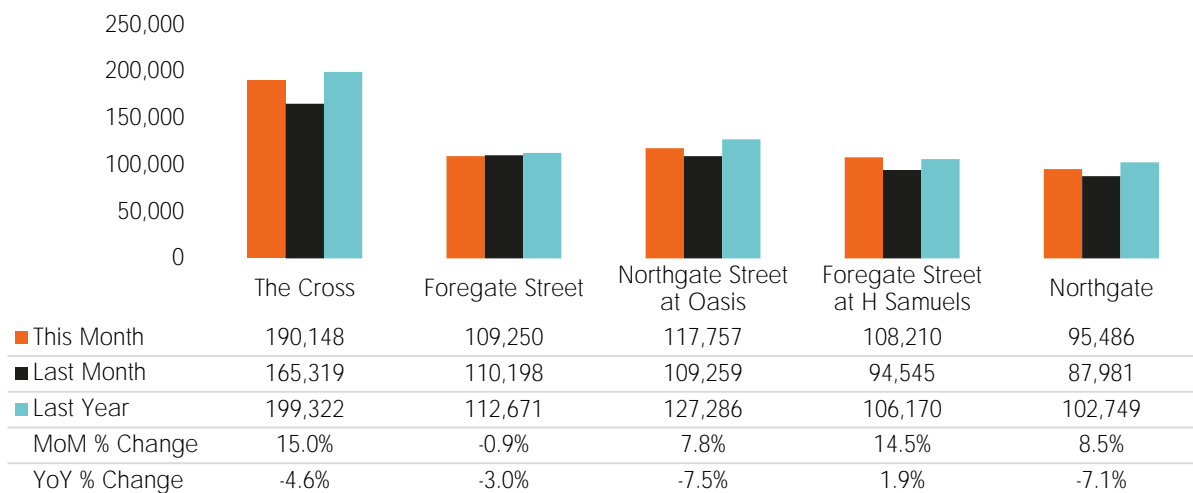


*Notes: Due to recent addition in Cameras at the Centre the % shown from Nov 2015 will be like for like

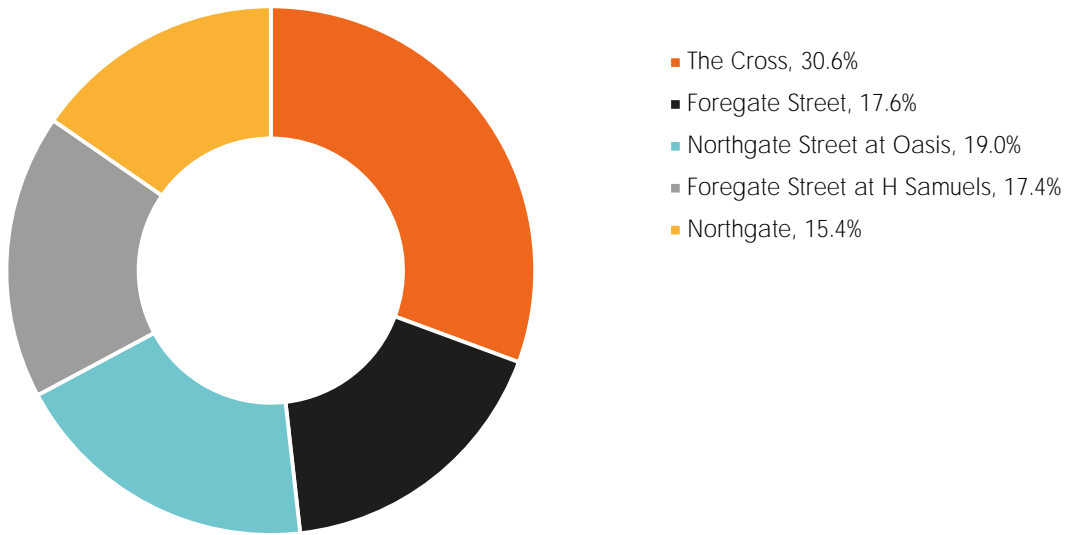
Average Week on Week Percentage Changes



Footfall Totals - Weekly Average



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 from 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.