



Morning all,

I'll keep this brief as I am sure Week 4 is a distant memory for most of you! Apologies for the late reporting but Week 4 was an end of month week, with eCommerce and Gift Aid added, hence the delay.

Total income for the week was **£284,014**, down **-3.6%** on budget but **+16%** like-for-like growth. Week 4 marks the end of our wonky phasing against Easter last year!

We had a difficult month for eCommerce, with combined income in eBay, EBOS and

Style of **£46,620** down **-14%** on budget. It seems April is always a slow month for eCommerce, but we need to push on with listings to avoid getting behind budget by too much. The eBay team are busy listing Hero categories, but our general stock listing is down 15% on last year, so please keep working hard on the listings.

We had a brilliant month in Gift Aid, with a total claim of **£77,941** for the month, and conversion at **51.7%**! WOW!

So after 4 weeks of ups and downs we finished the month with income just shy of **£750,000**, and down **-1%** to budget, hoping that the better weather brings us some good sales in May!

We are set to open St Neots shop on Thursday and we welcome Abi (Shop Manager) and Mel (Sales Supervisor) to the team just as we are set to open. Thank you to the HUGE work of the team to get us ready, particularly to Laura Denney, our RASM for the North West who has been surrogate manager to get us ready for opening. See you all Thursday!

Kind regards,
Ian Nicolson
Director of Retail