



**Sensormatic
Solutions**

A comprehensive measure of
store and centre entries

Benchmark by location type and
city

Compare weekly performance
by Country

BRC-SENSORMATIC IQ FOOTFALL MONITOR

June 2021

Period covered:
30 May – 03 July 2021

ShopperTrak is now part of Sensormatic Solutions. Sensormatic IQ is its new intelligent operating platform, which unifies diverse data and insights to drive improved shopper experiences and retail outcomes. The Footfall monitor name has changed accordingly.

Press commentary



Helen Dickinson OBE | Chief Executive | British Retail Consortium

"Overall footfall levels saw little improvement on the previous month, though retail parks and shopping centres experienced an uptick. Footfall is down on pre-pandemic levels, as the public are making more purposeful shopping trips, with less browsing and more buying. With most overseas holidays on hold, many Britons have sought out-of-town escapes while foreign tourist numbers have fallen. This appears to have helped footfall in smaller towns and cities."

"Retailers are hopeful that footfall will recover further with the move to the final stage of the roadmap, particularly as office workers begin to return to work in larger cities. The ongoing vaccination programme is essential to the UK economy's success in the future, as future lockdowns would imperil the current recovery. Government must provide clear and consistent guidance on 12 July to ensure both the public and businesses know what is expected of them."



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Andy Sumpter | Retail Consultant – EMEA | Sensormatic Solutions

"The UK's footfall in June was mildly better than what we saw in May. This small uplift in footfall (only seen in England and Wales) was perhaps unsurprising given that COVID rules were, by and large, the same. Whilst confidence from the vaccination program and some indoor dining might have given a much-needed boost, the delayed rollback of restrictions, due to the accelerated spread of the delta variant will have dampened the impact."

"With most restrictions expected to be lifted on the 19th of July, we can finally hope to see what the somewhat over-referenced new normal may actually look like. As more people start to venture back to their offices, the much-missed commuter business will be a welcome return. Retailers will also be hoping their customers have missed browsing without restrictions, as much as they have missed their customers."

Executive Summary

Note: For meaningful comparisons to changes in footfall, all 2021 figures are compared with 2019 (pre-pandemic). This means our 2021 figures are now year-on-two-years (Yo2Y), rather than year-on-year (YoY). With many retail outlets bouncing between being opened and closed in 2020, comparison with 2020 would not provide any useful insight.

The UK's footfall declined at a slower pace in June compared to the previous month. However, it continues to remain below pre-pandemic levels, as the public are making more purposeful shopping trips, with less browsing and more buying. With most restrictions expected to be lifted on the 19th of July, retailers are hopeful that the final stage of the roadmap will help footfall recover further.

Total Retail Footfall Index

Total UK Footfall decreased by 27.6% in June (Yo2Y), with a 0.1 percentage point improvement from May. This is above the 3-month average decline of 31.3%.

-27.6%

% change Year on Two Year

SHOPPING LOCATIONS:

High Street Footfall

Footfall on High Streets declined by 33.4% in June (Yo2Y), 1.2 percentage points above last month's rate. This is above the 3-month average decline of 36.9%.

-33.4%

% change Year on Two Year

Retail Park Footfall

Retail Parks saw footfall decrease by 8.1% (Yo2Y), 11.8 percentage points above last month's rate. This is above the 3-month average decline of 20.2%.

-8.1%

% change Year on Two Year

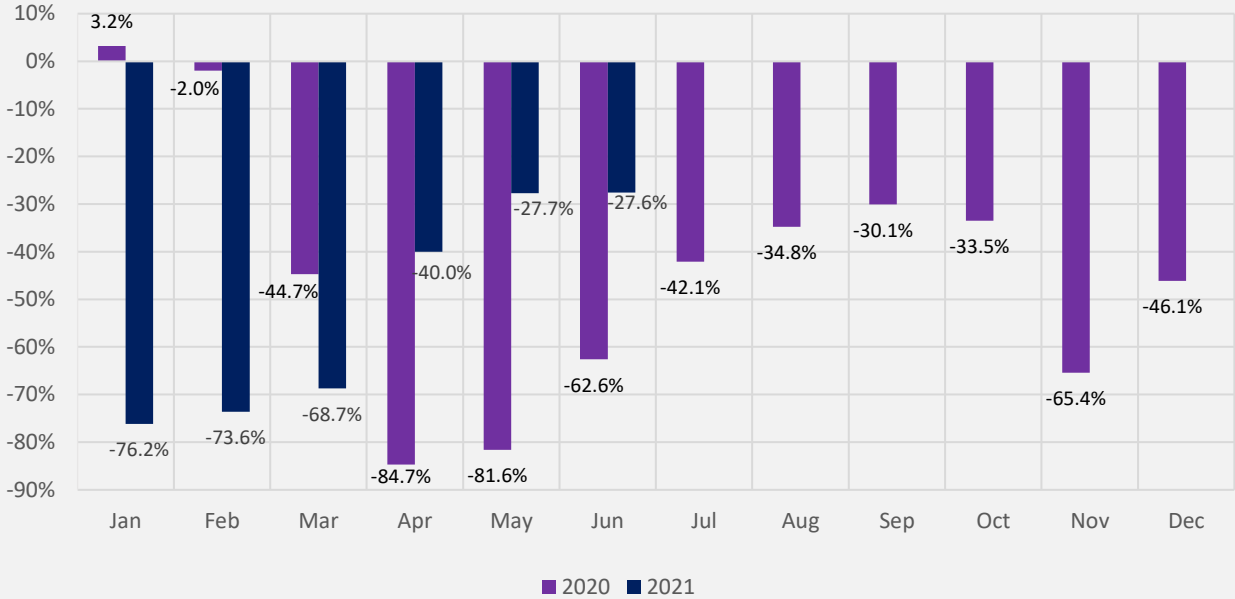
Shopping Centre Footfall

Shopping Centre footfall declined by 35.8% (Yo2Y), 5.5 percentage points above last month's rate. This is above the 3-month average decline of 41.2%.

-35.8%

% change Year on Two Year

TOTAL UK RETAIL FOOTFALL (% CHANGE ON 2019)



Footfall decline plateaus in June

The UK's footfall in June saw a modest improvement compared to May. This was perhaps unsurprising given that COVID rules were, by and large, the same.

The month's performance saw a 0.1 percentage point improvement from that seen in May, but still remained well below the normal pre-pandemic levels.

June

-27.6%

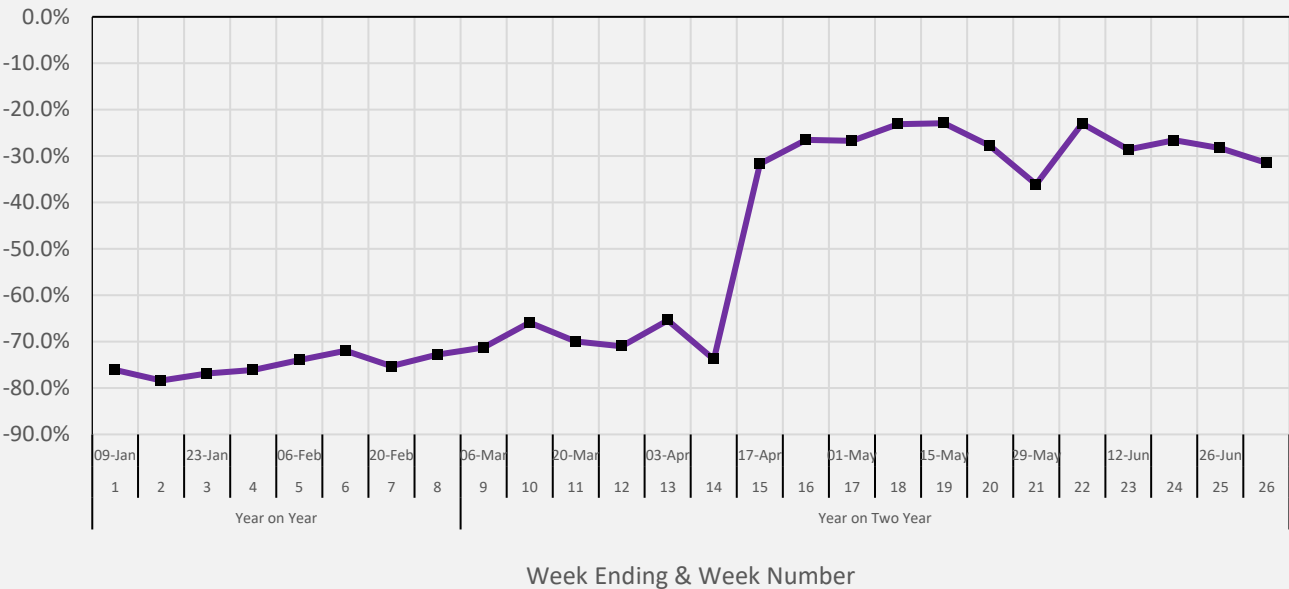
Year on Two Year

12-month average

-31.4%

Year on Year

FOOTFALL % CHANGE BY WEEK



JUNE UK WEEKLY FOOTFALL

Footfall decline in June remained above -32% throughout the month, as covid rules, by and large, remained the same.

The steepest decline was seen in week 26 (-31.5%), whilst the shallowest decline was in week 22 (-23.0%).

Footfall levels remained broadly stable over the first three weeks, with a dip towards the end of the month.

Week 22 (30 May – 05 June)

-23.0%

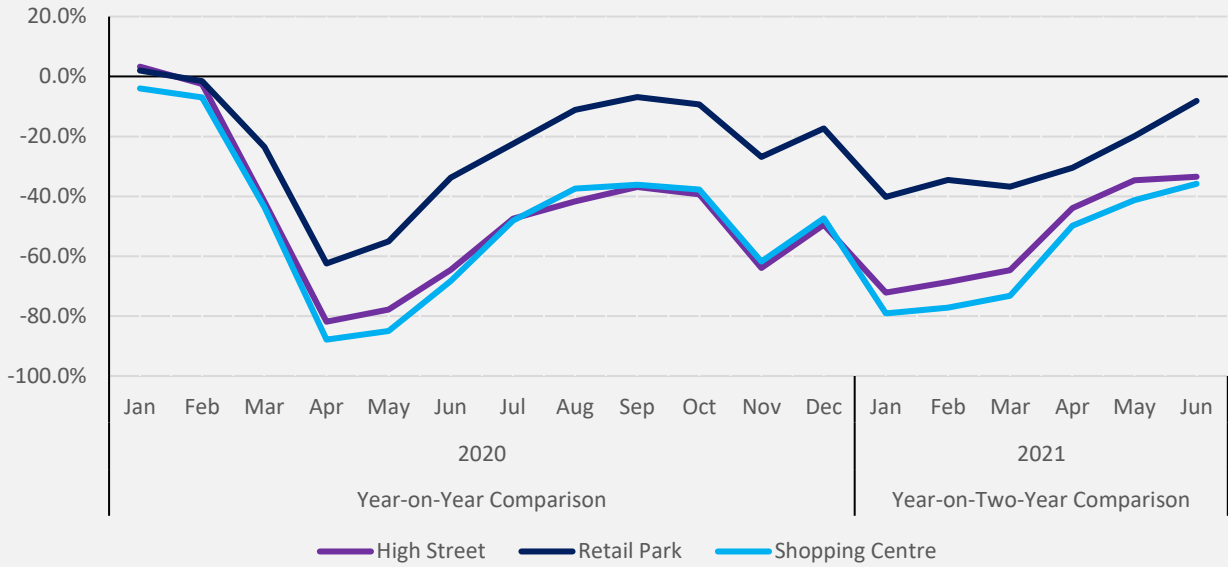
Year on Two Year

Week 26 (27 June – 03 July)

-31.6%

Year on Two Year

FOOTFALL BY LOCATION (% CHANGE ON 2019)



Retail Parks continue to set the pace to recovery

In line with the overall trend, each shopping destination saw a slight softening of the footfall decline from that seen in May. However, as with the overall trend, all locations were unable to approach levels similar to that seen pre-pandemic

In June, Retail Parks saw a decline of 8.1 percentage points in comparison to the levels of footfall seen at the same point in 2019. This was an 11.8 percentage point improvement from May.

High Street improved by 1.2 percentage points from May, to a decline of 33.4% in June.

Shopping Centres improved by 5.5 percentage points from May, to a decline of 35.8% in June.

Retail Parks

-8.1%

Year on Two Year

Shopping Centres

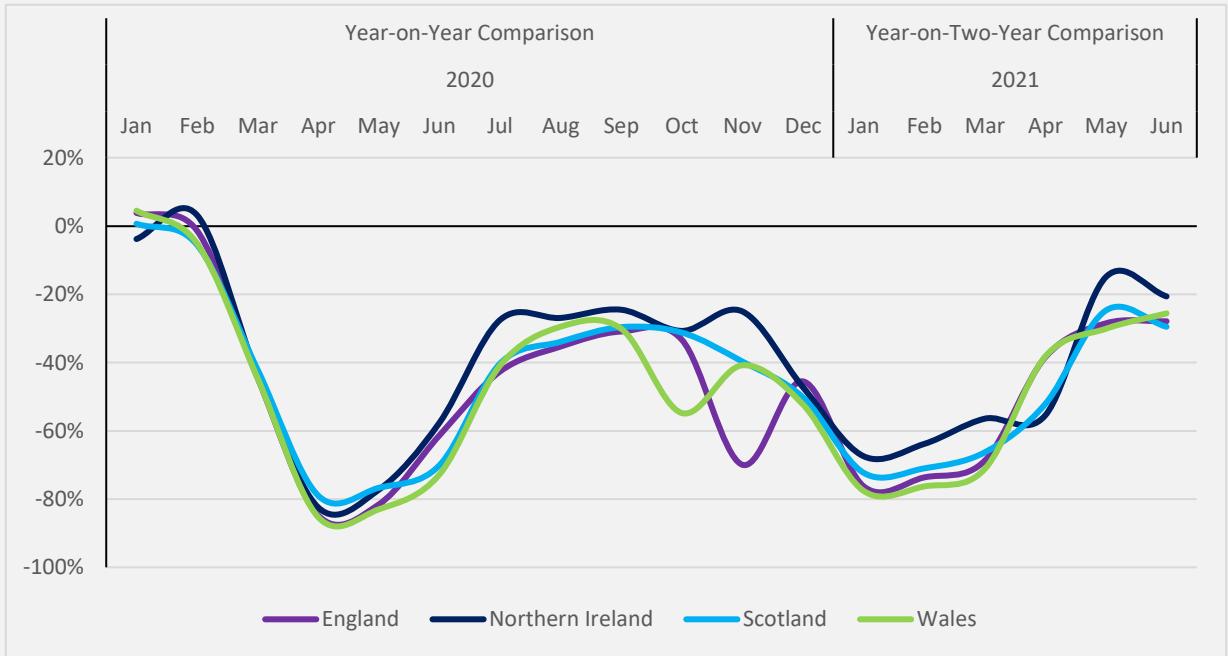
-35.8%

Year on Two Year

UK TOTAL FOOTFALL BY REGION

BRC - Sensormatic IQ Footfall Monitor

REGION FOOTFALL % CHANGE YOY AND YO2Y



JUNE FOOTFALL – UK's Nations

Northern Ireland again saw the strongest recovery of all the UK's nations in June, with a decline of 20.6%.

Despite outperforming England and Wales last month, Scotland lagged behind the rest of the UK in June, with a decline of 29.5%.

Wales saw a Footfall decline of 25.6% in June, above the 27.9% decline seen in England,

Worst Nation

-29.5%

Scotland (Yo2Y)

Best Performing Nation

-20.6%

Northern Ireland (Yo2Y)

TOTAL FOOTFALL BY REGION (% CHANGE ON 2019)

GROWTH RANK	REGION	% GROWTH Yo2Y
1	Northern Ireland	-20.6%
2	South West England	-20.6%
3	East of England	-21.6%
4	East Midlands	-22.1%
5	North West England	-24.1%
6	South East England	-24.6%
7	Wales	-25.6%
8	West Midlands	-25.9%
9	Yorkshire and the Humber	-26.2%
10	England	-27.9%
11	North East England	-28.2%
12	Scotland	-29.5%
13	London	-38.9%

REGIONAL BREAKDOWN

Northern Ireland again saw the strongest recovery in Footfall of all the regions of the UK in June, with a decline of only 20.6% from the pre-pandemic levels in 2019.

London again was the worst performing of all the UK regions. The continued lack of tourism trade, people's resistance to use public transport and working from home were the drivers behind this poor performance.

Best Performing Region

-20.6%

Northern Ireland

Worst Performing Region

-38.9%

London

TOTAL FOOTFALL BY CITY (% CHANGE ON 2019)

GROWTH RANK	CITY	% GROWTH Yo2Y
1	Portsmouth	-21.6%
2	Belfast	-22.3%
3	Liverpool	-23.1%
4	Leeds	-24.5%
5	Cardiff	-24.6%
6	Bristol	-26.2%
7	Nottingham	-27.3%
8	Glasgow	-30.3%
9	Manchester	-33.0%
10	Birmingham	-36.7%
11	London	-38.5%

CITY TRACKER

On a total basis, footfall across cities in the UK was, once again, significantly down on the levels seen pre-pandemic.

The best performing city was Portsmouth for the first time since September 2019, having been at the bottom of the growth ranking table for the first 3 months of this year.

The worst performing city was London for the second consecutive month, with a decline of 38.5%. It was also the fourth time the city sat at the bottom of the growth rankings table in the last twelve months.

Best Performing City

-21.6%

Portsmouth

Worst Performing City

-38.5%

London

THE BRC & SENSORMATIC SOLUTIONS

Sensormatic Solutions understands the need for the public to monitor broader retail traffic trends during the current Coronavirus pandemic. To help in this task, we are providing this weekly reporting that brings together the latest counts of confirmed virus cases with traffic trends for the corresponding time periods. [Weekly COVID-19 Report](#)

Together with the BRC, Sensormatic Solutions has worked to develop the most representative indicator of UK store performance available. The monitor aims to improve the way the BRC measures footfall by aggregating entries to stores across thousands of UK locations.

Unlike other measures of footfall which only count visits to retail areas, the BRC-Sensormatic IQ Footfall Monitor will track entries into the stores themselves. The BRC and Sensormatic Solutions have worked closely with our membership to develop the new measure, to ensure the Monitor provides a true representation of retail footfall, meaning retailers can benefit from greater insights generated from it.

[Sensormatic Solutions](#), the leading global retail technology portfolio from Johnson Controls, is the UK's market leader in in-store footfall measurement. Its index delivers insights based on input from more than 1.5 million data collection devices in the retail marketplace and 40 billion shopper visits captured by the Sensormatic IQ brand each year.

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