



**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

October 2021

Period covered:
03 October – 30 October 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

“It was great to see the UK leading the way for footfall in October among the major European economies. This gives more retailers a reason to be hopeful as we enter the crucial golden quarter, with many embracing both digital and physical connections with their customers, and indicates that retail is playing a key part in the economic recovery. Footfall in retail parks almost reached its pre-pandemic level with their attractive offer of larger stores and free parking.

“While many UK cities have seen a significant rise in footfall in recent months, the largest cities – London, Birmingham and Glasgow – continue to lag behind other areas. Lower tourism levels, more working from home and lower usage of public transport due to Covid have disproportionately affected these cities as a result, as well as holding back shopping in city centres across the UK.”



**Sensormatic
Solutions**

Andy Sumpter | Retail Consultant – EMEA | Sensormatic Solutions

“October’s footfall bounced back after the September slowdown, as traffic was bolstered by half term and Halloween - now retail’s third-biggest trading event after Christmas and Easter. Halloween proved a welcomed excuse for seasonal socialising and helped consumer confidence around in-store shopping to remain un-spooked by the UK’s rising covid-19 infection rates.

“Some of the lift in footfall performance, which saw retail parks in particular rise to their highest point of recovery since the start of the pandemic, may also be attributed to early Christmas spend, as retailers brought forward Christmas range launches to help smooth out supply chain bumps ahead of the peak trading period and consumers also indicated they would shop earlier for the festive season this year.”

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 retail Footfall levels took a stronger step in the right direction in October, following last month's slowdown. Bolstered by half-term and Halloween, October represented the highest recovery point compared to pre-pandemic levels yet this year.

Total Retail Footfall Index

Total UK Footfall decreased by 13.7% in October (Yo2Y), with a 3.2 percentage point increase from September. This is above the 3-month average decline of 16.0%.

-13.7%

% change Year on Two Year

SHOPPING LOCATIONS:

High Street Footfall

Footfall on High Streets declined by 18.3% in October (Yo2Y), 4.3 percentage points above last month's rate and above the 3-month average decline of 21.8%.

-18.3%

% change Year on Two Year

Retail Park Footfall

Retail Parks saw footfall decrease by 0.4% (Yo2Y), 1.2 percentage points above last month's rate and above the 3-month average decline of 1.4%.

-0.4%

% change Year on Two Year

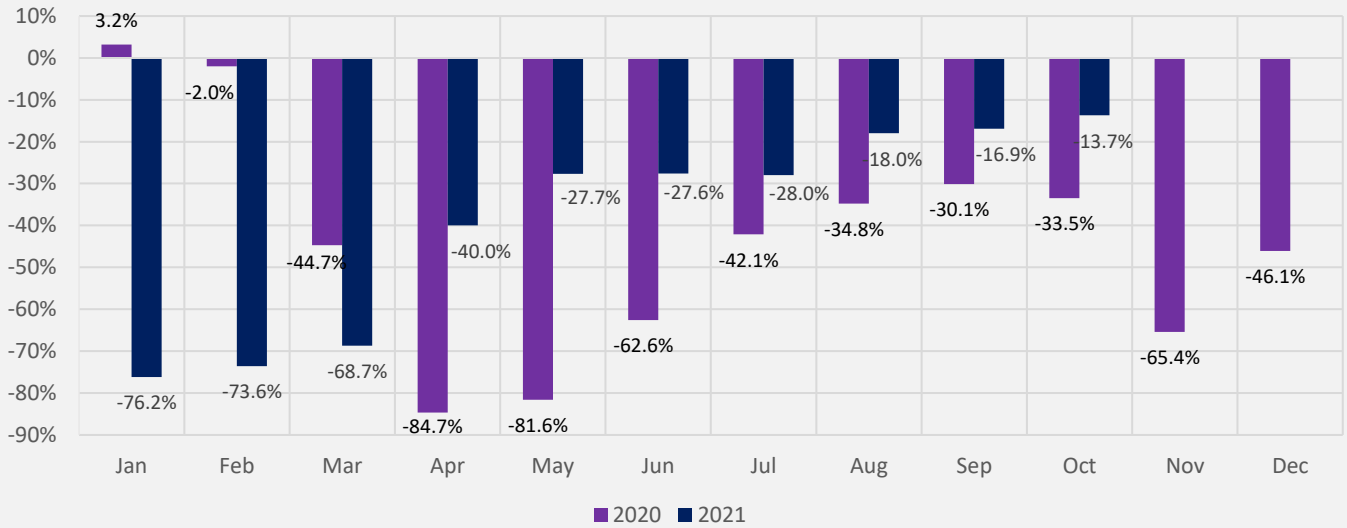
Shopping Centre Footfall

Shopping Centre footfall declined by 33.6% (Yo2Y), 2.6 percentage points above last month's rate and above the 3-month average decline of 34.3%.

-33.6%

% change Year on Two Year

TOTAL UK RETAIL FOOTFALL (% CHANGE ON 2019)



Footfall bounces back

The UK's footfall in October saw an improvement compared to last month and was the lowest year-on-two-year decline seen in 2021.

The month's performance saw a 3.2 percentage point-improvement from that seen in September, but still remained below the normal pre-pandemic levels.

October

-13.7%

Year on Two Year

12-month average

-12.1%

Year on Year

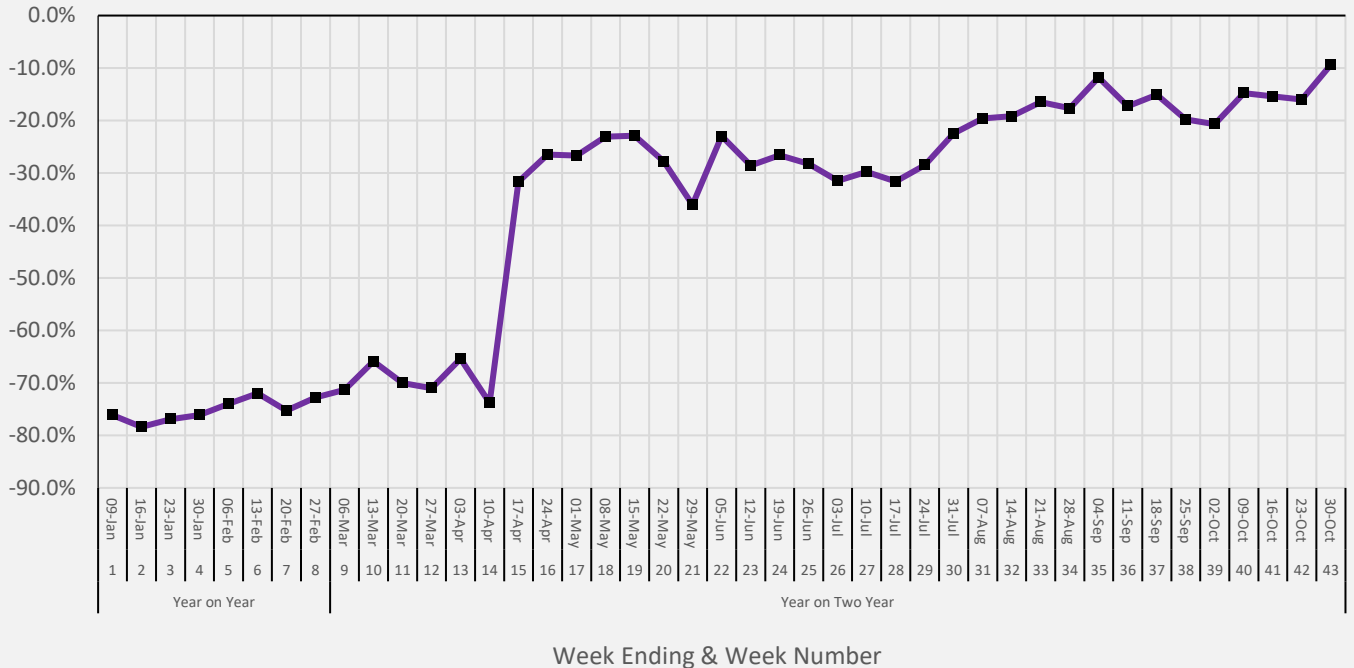
TOTAL FOOTFALL – BY WEEK

BRC - Sensormatic IQ Footfall Monitor



Sensormatic
Solutions

FOOTFALL % CHANGE BY WEEK



OCTOBER UK WEEKLY FOOTFALL

Footfall in October remained above -17% throughout the month as legal restrictions remain lifted and more people continue to be vaccinated.

The steepest decline was seen in week 42 (-16.0%), whilst the shallowest decline was in week 43 (-9.4%).

Footfall levels remained broadly stable over the four weeks of the month, with the last week showing the best weekly performance of October and of 2021.

Week 43 (24 Oct – 30 Oct)

-9.4%

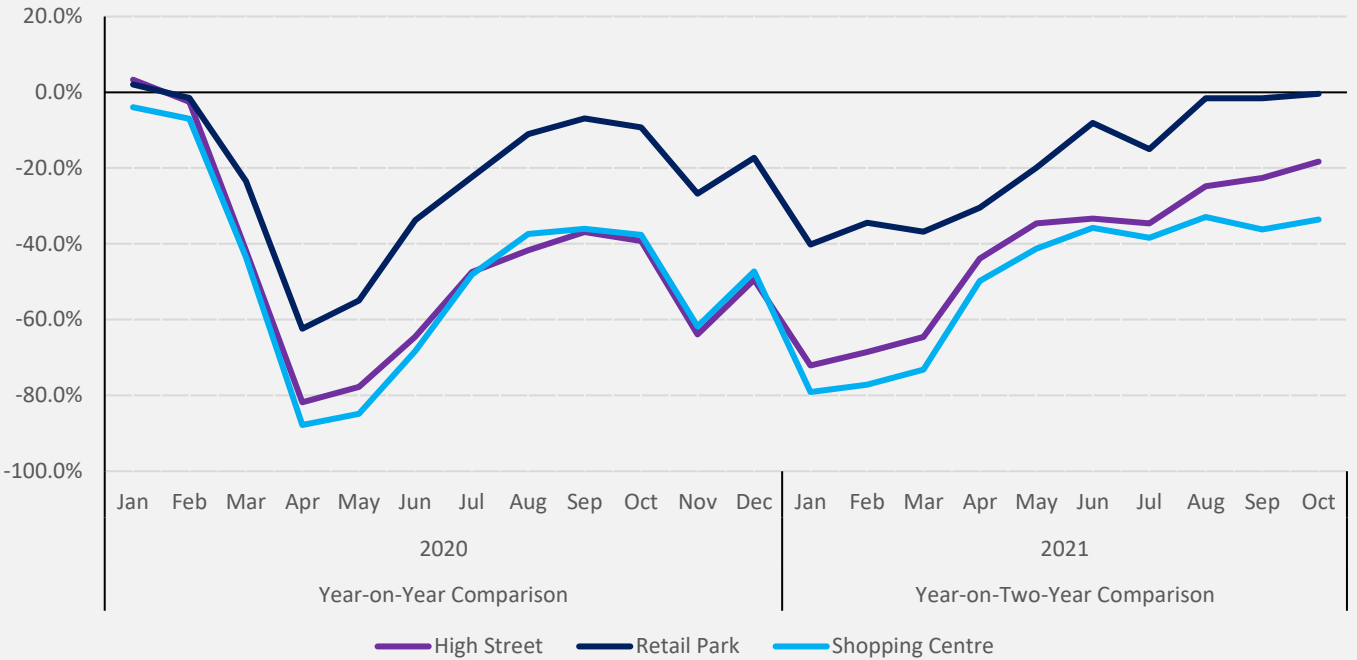
Year on Two Year

Week 42 (17 Oct – 23 Oct)

-16.0%

Year on Two Year

FOOTFALL BY LOCATION (% CHANGE ON 2019)



Retail Parks continue to set the pace in the race to recovery

In line with the overall trend, each shopping destination saw an increase in footfall from that seen in September. However, all locations were unable to approach levels similar to that seen during 'normal' trading conditions.

In October, Retail Parks saw a decline of 0.4 percentage points in comparison to the levels of footfall seen at the same point in 2019. This was an 1.2 percentage point-increase from September.

High Street Footfall in the UK improved by 4.3 percentage points from September, to - 18.3% in October.

Shopping Centres improved by 2.6 percentage points from September, to -33.6% in October.

Retail Parks

-0.4%

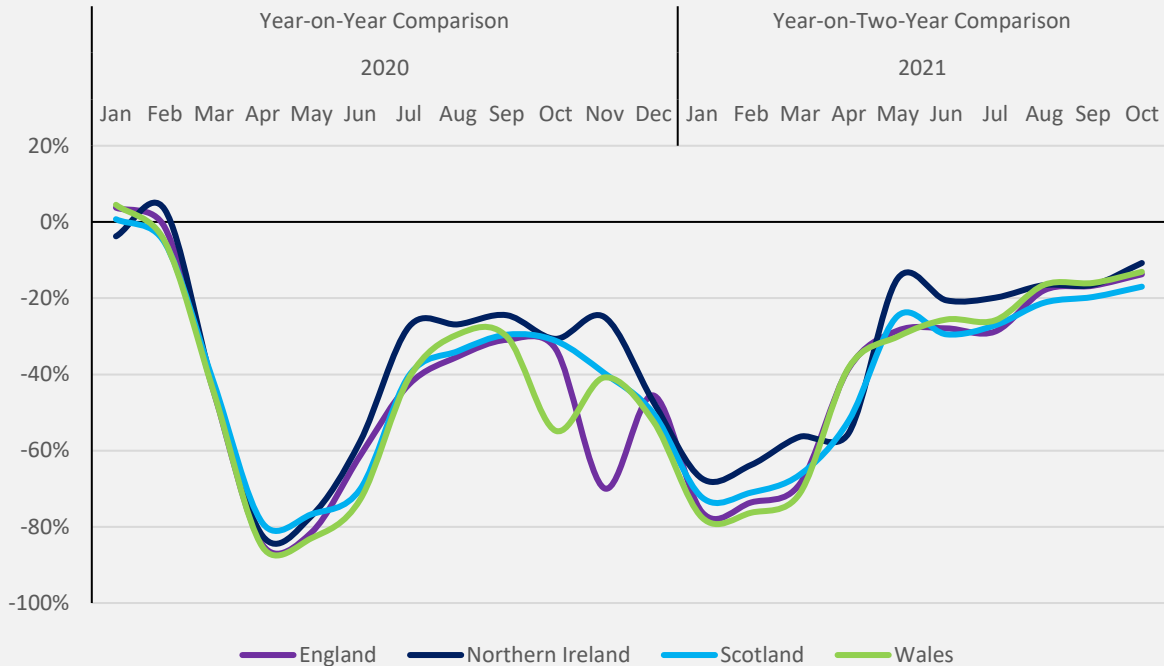
Year on Two Year

Shopping Centres

-33.6%

Year on Two Year

REGION FOOTFALL % CHANGE YOY AND YO2Y



OCTOBER FOOTFALL – UK's Nations

Northern Ireland saw the strongest recovery of all the UK's nations in October, with a decline of 10.8%.

For the third consecutive month, Scotland lagged behind the rest of the UK in October, with a decline of 17.0%.

Wales and England saw a Footfall decline of 13.1% and 13.7% respectively in October.

Best Performing Nation

-10.8%

Northern Ireland (Yo2Y)

Worst Performing Nation

-17.0%

Scotland (Yo2Y)

TOTAL FOOTFALL BY REGION (% CHANGE ON 2019)

GROWTH RANK	REGION	% GROWTH Yo2Y
1	North West England	-8.7%
2	South West England	-10.0%
3	Northern Ireland	-10.8%
4	East Midlands	-10.9%
5	East of England	-11.2%
6	Yorkshire and the Humber	-11.6%
7	West Midlands	-11.7%
8	South East England	-12.4%
9	Wales	-13.1%
10	England	-13.7%
11	North East England	-14.2%
12	Scotland	-17.0%
13	London	-21.4%

REGIONAL BREAKDOWN

For the third consecutive month, North West England saw the strongest recovery in Footfall of all the regions of the UK in October, with a decline of 8.7% from the pre-pandemic levels in 2019.

For the sixth consecutive month, London was the worst performing of all the UK regions. The continued lack of tourism trade will have no doubt been a factor in this result and although workers continue to head back to offices, footfall remains well below pre-pandemic levels.

Best Performing Region

-8.7%

North West England (Yo2Y)

Worst Performing Region

-21.4%

London (Yo2Y)

TOTAL FOOTFALL BY CITY (% CHANGE ON 2019)

GROWTH RANK	CITY	% GROWTH Yo2Y
1	Portsmouth	-2.9%
2	Liverpool	-5.3%
3	Manchester	-6.2%
4	Belfast	-8.6%
5	Leeds	-9.0%
6	Nottingham	-9.5%
7	Cardiff	-10.5%
8	Bristol	-12.7%
9	Birmingham	-17.5%
10	Glasgow	-18.4%
11	London	-20.5%

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, with a decline of 2.9%, topping the monthly growth rankings table for the third time this year.

For the sixth consecutive month, the worst performing city was London, with a decline of 20.5%.

Best Performing City

-2.9%

Portsmouth (Yo2Y)

Worst Performing City

-20.5%

London (Yo2Y)

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.

MEDIA ENQUIRIES

Sensormatic Solutions Press Office
Katarzyna Breczko
 Marketing Director EMEA Retail
 T: +49 173 7070 562
katarzyna.breczko@jci.com

BRC Press Office
 Lara Conradie
 T: +44 (0)207 854 8924
 M: +44 (0)7785 612 214
lara.conradie@brc.org.uk / media@brc.org.uk

DATA ENQUIRIES



JAMES HARDIMAN
 ANALYST

E: james.hardiman@brc.org.uk
 T: +44 (0)207 854 8970

© British Retail Consortium (2016). The contents of this report and those of all ancillary documents and preparatory materials are the sole property of BRC and are not to be copied, modified, published, distributed or commercially exploited other than with the express permission of BRC or for the purposes of journalistic comment and review. All rights reserved.

