



ShopperTrak

A comprehensive measure of
store and centre entries

Benchmark by location type and
city

Compare weekly performance
by Country

BRC-SHOPPERTRAK FOOTFALL MONITOR

January 2021

Period covered:
3 January 2021 – 30 January 2021

Press commentary



Helen Dickinson OBE | Chief Executive | British Retail Consortium

“Footfall went from bad to worse in January, dropping by over three quarters. So far, retail locations in England are being hit harder than in the previous lockdown. Under tight restrictions for the whole month, shopping centres saw the biggest decline in footfall of all retail locations, overtaking high streets for the first time since July 2020.

“The drop in footfall clearly shows the public heeding Government advice to stay home where possible. Retailers have also been playing their part, stepping up safety measures wherever possible in order to keep staff and customers safe. Nonetheless, the future uncertainty for closed retailers puts many jobs and stores at risk. In the face of rising rents and return to full business rates liability from April, businesses are having to make business decisions about their future. Government must reassure those hardest hit by the pandemic that they will receive vital financial support. Without urgent action, including a targeted extension to business rates relief, we will continue to see the collapse of more stores and consequent loss of many more thousands of jobs.”



Andy Sumpter | Retail Consultant - EMEA | ShopperTrak

“With the first full month of a new national lockdown, January certainly won’t have been the start to the year retailers were hoping for, as once more they had to shut up shop and inevitably footfall plummeted.

“But while it’s easy to let shuttered stores paint a bleak picture for the future of the High Street - with many retailers now having faced almost a full year of store reopenings and closures as waves of covid-19 have ebbed and flowed - it’s important to remember that when retail has reopened from lockdown, demand for in-store shopping has returned each time.

“And while the pandemic may have accelerated ‘Retail Darwinism’, those that have used this time as an opportunity to reset and invest in the operational foundations to meet new demands will be well placed to capitalise on pent-up demand for the in-person shopping experiences we have all been missing, as well as setting themselves up for strong, long-term growth.”

Executive Summary

The UK's footfall contracted significantly in January, showing a steep decline from the previous month and remaining significantly down on the level seen last year. However, with the country in lockdown, this was expected.

Total Retail Footfall Index

With the UK in lockdown, year on year UK Footfall decreased by 76.9% in January, a 30.8 % point worsening from December. This is the largest drop in the UK footfall since May 2020 (-81.6%).

-76.9%

% change Year on Year

SHOPPING LOCATIONS:

High Street Footfall

Footfall on High Streets declined by 73.3% year on year, the deepest decline since May 2020 (-77.8%). This is worse than both the 3- and 12-month average declines of 59.8% and 51.3%, respectively.

-73.3%

% change Year on Year

Retail Park Footfall

Retail Parks saw footfall decrease by 40.9% year on year, the deepest decline since May 2020 (-55.0%). This is worse than both the 3- and 12-month average declines of 26.9% and 26.3%, respectively.

-40.9%

% change Year on Year

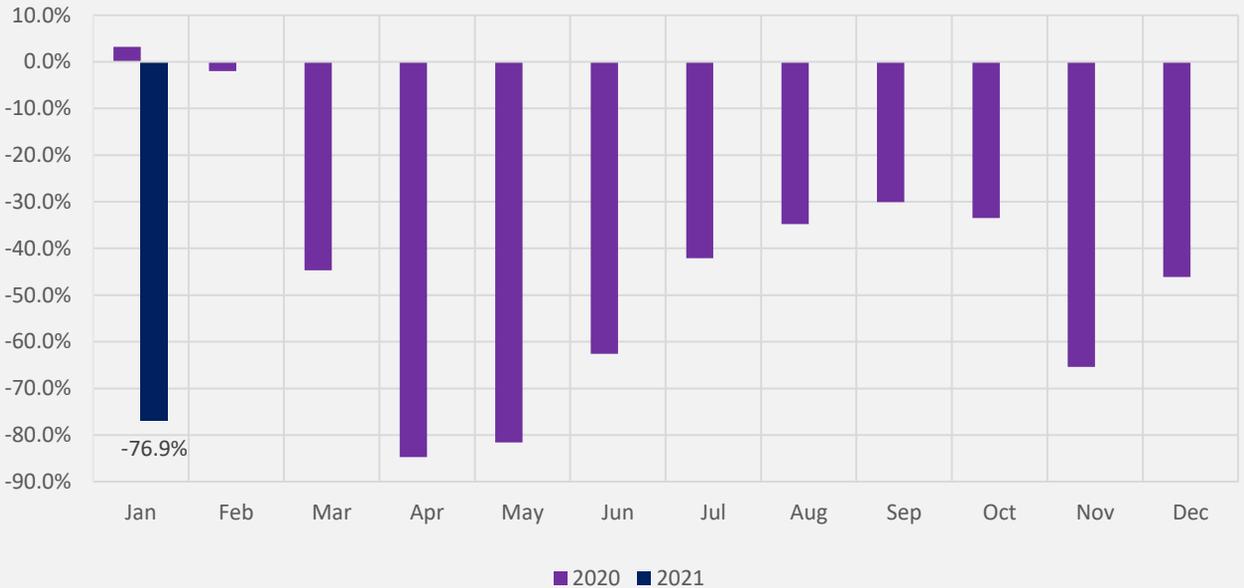
Shopping Centre Footfall

Shopping Centre footfall declined by 78.2% year on year, the deepest decline since May 2020 (-84.9%). This is below the 3- and 12-month average declines of 59.9% and 52.6%, respectively.

-78.2%

% change Year on Year

TOTAL UK RETAIL FOOTFALL (% CHANGE YOY)



UK FOOTFALL DECLINES SIGNIFICANTLY FOLLOWING LOCKDOWN

UK Footfall took a step in the wrong direction in January following the reintroduction of a lockdown, with a year-on-year decline of 76.9% (compared to December's decline of 46.1%).

In England, all stores deemed "non-essential" closed throughout the month from January 4th, with Wales, Northern Ireland and Scotland also in lockdown.

This has been the largest decline on footfall since May 2020 and is well below the 12 month average of 49.7%.

January

-76.9%

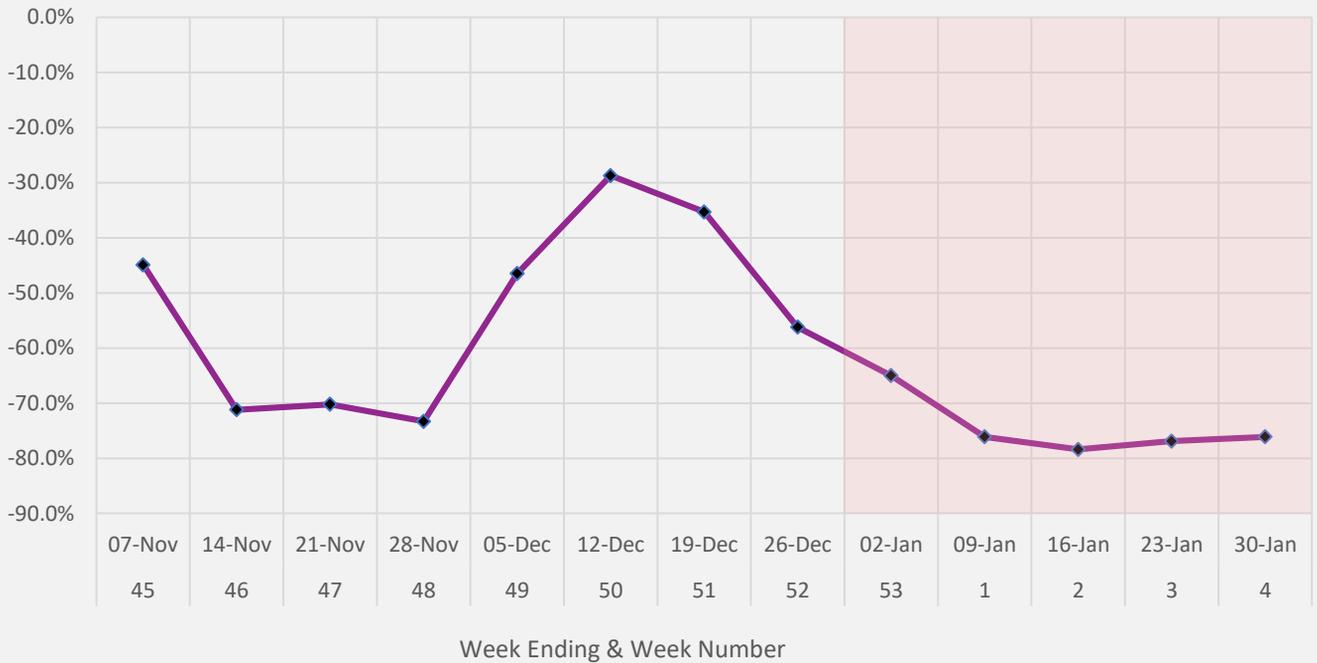
Year on Year

12-month average

-49.7%

Year on Year

FOOTFALL % CHANGE YOY BY WEEK



JANUARY UK WEEKLY FOOTFALL

Weekly footfall in January fell as the lockdown came into force and was consistently below -75%, year-on-year.

The steepest decline was seen in the second week (-78.4%) but showed a slight improvement over the two subsequent weeks (3 and 4).

Week 4 (24 Jan – 30 Jan)

-76.1%

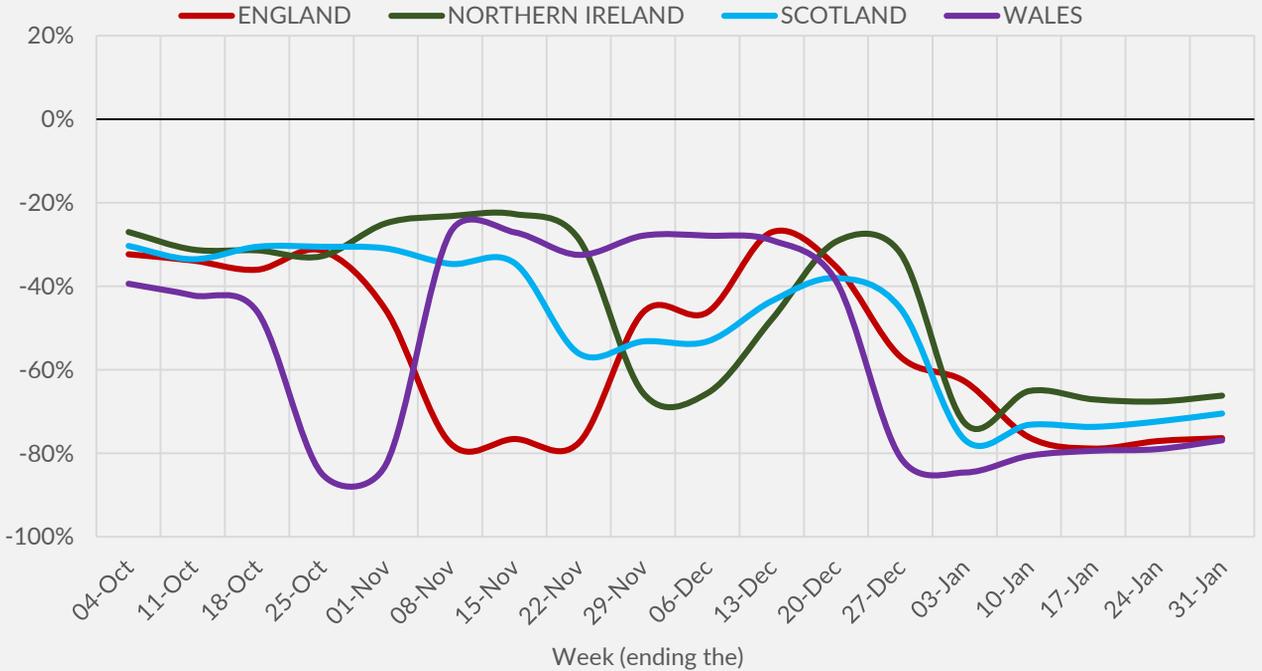
Shallowest decline in Jan, Year on Year

Week 2 (10 Jan – 16 Jan)

-78.4%

Steepest decline in Jan, Year on Year

REGION FOOTFALL % CHANGE YOY BY WEEK

JANUARY WEEKLY
REGION FOOTFALL

In all countries, there was a sharp drop in footfall in the first few days of January followed by a gradual increase over the remainder of the month.

Wales again saw the most substantial decline in footfall, with footfall in weeks one, two and three below -79%.

Best Performing Region, Week 1

-65.1%

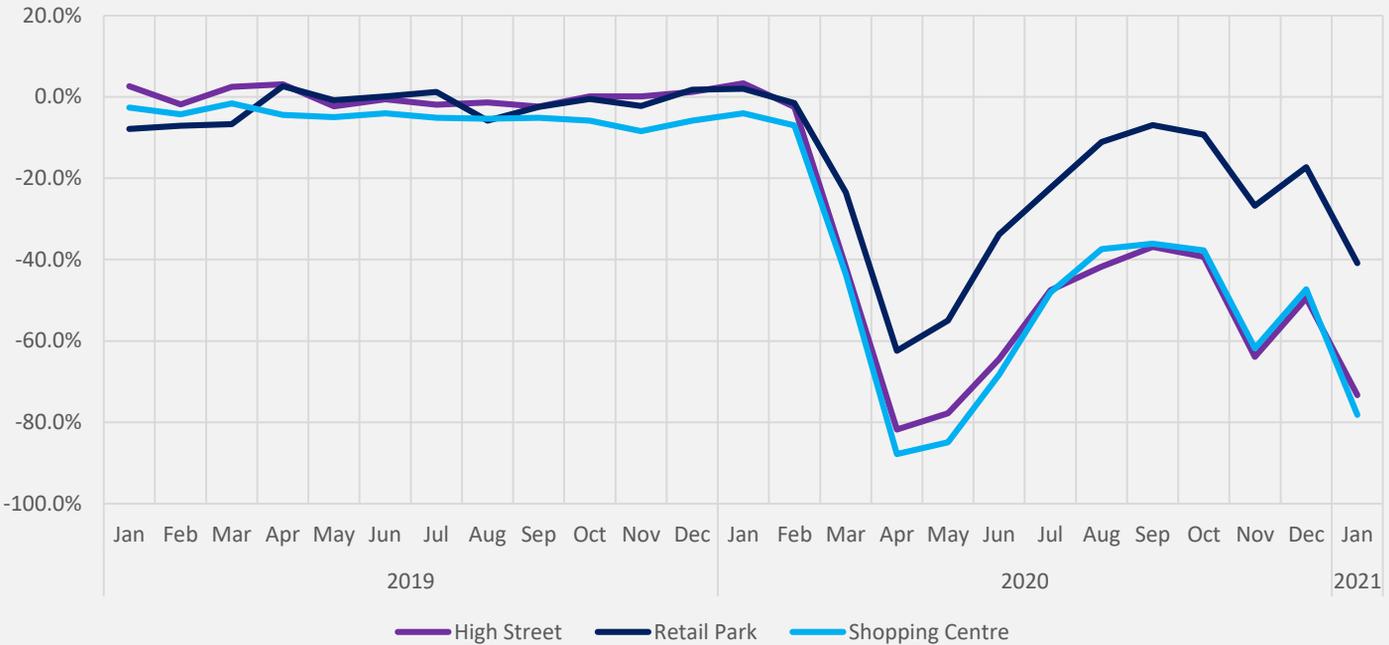
Northern Ireland

Worst Performing Region, Week 1

-80.6%

Wales

FOOTFALL % CHANGE YOY BY LOCATION



ALL LOCATIONS SHOW STEEP DECLINE

In line with the overall trend, each shopping destination saw a steep decline in footfall from that seen in December and unable to approach levels similar to that seen during 'normal' trading conditions.

Retail Parks footfall saw the shallowest rate of decline, reducing by 23.6 percentage points to reach a decline of 40.9% in January.

Shopping Centres footfall saw the weakest performance from December to January, reducing by 30.9 percentage points to reach a decline of 78.2%.

Compared to Shopping Centres and Retail Parks, the High Street rate of footfall decline sat in the middle, reducing by 23.8 percentage points to reach a decline of 73.3%.

Retail Parks

-40.9%

Year on Year

Shopping Centres

-78.2%

Year on Year

SHOPPING CENTRE FOOTFALL BY REGION

GROWTH RANK	REGION	% GROWTH YOY
1	North East	-70.6%
2	London	-73.7%
3	Scotland	-76.5%
4	North West	-77.4%
5	West Midlands	-77.8%
6	Northern Ireland	-79.0%
7	Yorkshire and the Humber	-79.1%
8	South East	-79.2%
9	South West	-80.7%
10	East Midlands	-81.3%
11	East	-83.6%
12	Wales	-89.4%

REGIONAL BREAKDOWN

Of all the regions in the UK, Shopping Centres in Wales again saw the steepest rate of declining footfall, with -89.4% year on year, compared to December's decline of 59.1%.

North East Shopping Centres were the best performing of all the UK regions for the first time in 3 years, with a decline of 70.6% in January.

Best Performing Region

-70.6%

North East

Worst Performing Region

-89.4%

Wales

TOTAL FOOTFALL BY CITY

GROWTH RANK	CITY	% GROWTH YOY
1	Belfast	-60.7%
2	Liverpool	-74.3%
3	Glasgow	-75.5%
4	Bristol	-78.2%
5	Leeds	-78.2%
6	London	-78.5%
7	Nottingham	-79.6%
8	Cardiff	-79.7%
9	Birmingham	-83.6%
10	Manchester	-88.9%
11	Portsmouth	-92.6%

CITY TRACKER

On a total basis, footfall across cities in the UK was again significantly down on the levels seen last year.

The best performing city was Belfast with a decline of 60.7%, having last topped the growth ranking tables in Nov-20.

The worst performing city was Portsmouth for the third consecutive month, with a decline of 86.8%. It was also the eighth time the city has sat at the bottom of the growth rankings table in the last twelve months.

Best Performing City

-60.7%

Belfast

Worst Performing City

-92.6%

Portsmouth

THE BRC & SHOPPERTRAK

ShopperTrak 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, ShopperTrak 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-ShopperTrak Monitor will track entries into the stores themselves. The BRC and ShopperTrak 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.

[ShopperTrak](#) from [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 ShopperTrak brand each year.

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