

TEXTE

Footfall down by more than half for UK Boxing Day sales

Molly Blackall and Jedidajah Otte
Saturday 26 Dec 2020

5



The Coronavirus situation in England from Boxing Day 2020 to January 6 2021

10 Footfall at the Boxing Day sales was down by more than half on last year as non-essential retail remained closed in much of the country under tightened coronavirus restrictions. While queues were seen outside shops in areas under tiers 2 and 3, high streets in the 43% of England that is under tier 4 were empty.

15 The Centre for Retail Research estimated that £1.45bn would be taken in physical stores on Saturday, with a further £1.79bn taken online. The centre's director, Professor Joshua Bamfield, said: "We had been expecting offline (bricks and mortar stores) to provide hard-pressed retailers with sales of £2.2m but £1.45m must be lower than any year since 1999. Christmas sales were always going to be problematic in times of Covid-19 but these figures are a disaster for the sector."

20 Many customers in lower tiers took advantage of the festive discounts, with some queueing outside shops in the early hours. Outside Next in Leicester, which is under tier 3 restrictions, 200 people had formed a socially distanced queue by 5.50am. In Birmingham, also in tier 3, customers queued at another Next store from 4am, with security guards hired to monitor the crowds. The queues stood in sharp contrast to the scenes in London, in tier 4, where popular shopping areas on Regent Street and Oxford Street were deserted.

25 Several parts of England joined London, in tier 4 restrictions on Boxing Day, meaning non-essential retailers selling clothing, toys, furniture and electrical goods were closed. High streets in Scotland, Wales and Northern Ireland were also largely shut, and Marks & Spencer joined John Lewis in deciding to remain closed nationwide on Boxing Day this year.

30 Source: www.theguardian.com

Tier = level

BTS Négociation et digitalisation de la relation client		Session 2021
Nom de l'épreuve : Anglais	Code : NDRC/ANG/ORAL/OBL	Page 1 / 1