

Retail floor space (RFS) shops
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 How do fieldworkers determine and assess inaccessible areas?

Locatus®

Retail Floor Space shops

For every retail outlet, Locatus registers the retail floor space (RFS). This can be defined as:



The area of a retail outlet which is freely accessible or visible to the customer (areas directly related to the retail activity and sale).

For most outlets, it is clear which areas should be included into the RFS. However, how do we measure the pond in the middle of the furniture shop, or the coffee corner in a fashion store? These parts contribute to the shop's flair, and thus to its sales intentions. Therefore, these areas are included as retail floor space.

The RFS is measured at a height of 1.50 m. Lower spaces, such as under sloping roofs, are therefore not taken into account.

The retail sales floor area **does** include:

- Dressing rooms;
- Shop windows;
- Space for shopping trolleys;
- Entrance areas;
- Space behind the counter;
- Showcases;
- Shelf space;
- Cash desk area in supermarkets.

However, the retail sales floor area does **not** include:

- Office space and warehouse space;
- Toilet and kitchen area;
- Canteen;
- All areas subject to weather influences (porch area, area under a roof and the like);
- Customer service area (separate);
- Production and repair area;
- Staircases, lift shafts and stairwells;
- Cold stores.

Retail Floor Space Services and Catering Industry

As said, Locatus registers the retail floor space (RFS) for all retail outlets. We can distinguish shops versus other commercial services. Here, the RFS also references freely accessible areas. More specifically, it can be defined as:



The area of services of catering which is freely accessible to the customer (areas directly related to customer contact).

For most outlets, determining the freely accessible areas pertaining to the RFS will not cause any problems (hairdressers, restaurants etc. There are also services which come with areas that are not accessible to every consumer. For example, areas that require an entrance ticket are not included in the total RFS. This can be, for example, the cinema auditorium or the event venue in a hotel.

If an outlet carries an area that is separated by a counter, the measurement is taken up to one meter behind the counter.

For a **hotel-restaurant**, the WVO consists of the lobby, the restaurant, the bar and all traffic areas to these areas.

The retail sales floor area **does** include:

- Shop windows;
- Entrance space;
- Consumption area;
- Reception area;
- Handling area;

However, the retail sales floor area does **not** include:

- Workshop and warehouse space;
- Treatment rooms;
- Toilet and kitchen area;
- Canteen area;
- All areas subject to weathering (porch area, area under cover)
- Staircases, lift shafts and stairwells;
- Meeting room.
- Swimming pool and sauna area in hotels.
- All areas for which a ticket or key is required.
- All corridors to the above areas.
- Party venue in catering establishments
- Breakfast room at a hotel (only accommodation without lunch and/or dinner).

How do fieldworkers determine and assess inaccessible areas?

As shown on the previous two pages, we make a slight distinction in RFS-definition between the surface areas of shops and service providers. However, **the freely accessible space is the determining factor for both. For a shop, this is synonym with the retail space, but for service providers it is often different.** Take a theatre: the foyer is freely accessible, but you can only enter the auditorium with a ticket.

We have therefore sharpened our guidelines for our field workers. We distinguish two types of service providers:

A. Service providers with a kind of store / treatment room and/or showroom

The freely accessible area here is comparable to that of the retail sector. This surface area is estimated and/or measured by our fieldworker.

Examples of this type of service provider:

Restaurant, lunchroom, hairdresser, tattoo shop, car dealer or gallery.

B. Service providers with a counter / 'restricted access' area

For these cases, the store's retail floor space is limited to the area with the counter or reception desk. We have chosen to note here a fixed value per branch.

Examples of this type of service provider:

Hotel, cinema, theatre, museum, swimming pool, car repair or sauna.

In Locatus Online, the option “**BRONVVO**” shows which criterion is used to determine the RFS:

