

INSIGHTS REPORT

RETFORD

March 2026

Covering January and February 2026



INSIGHTS COMMENTARY – JANUARY AND FEBRUARY 2026

Retford's trading performance during January and February 2026 was a mixed picture. Footfall declined from 2025 in both months, and by more than key benchmarks in January. At the same time, sales in the town centre rose from last year during January – a hugely positive result in the face of declining footfall - but then fell back to pre 2025 level during February. The positive news for Retford was that sales outperformed the GB average in both months.

The resilient sales performance during January was a result of the town centre retaining purchasing customers from January 2025, despite a noticeable annual drop in footfall, combined with an increase in the average transaction value. During February, whilst sales declined from last year, the drop was not as severe as the GB benchmark.

Five key sectors accounted for 94% of total sales in Retford during February, with Grocery continuing to account for over half of the town's total sales. General retail was the strongest sector, with annual increases in sales during both January and February. For the remaining four sectors, sales either rose during January and declined during February or vice versa. The only exception was Transport, which includes car parks, with sales in this sector declining during both months. This is consistent with the drop in footfall which would have reduced the demand for car parking.

Sales in Retford town centre rose annually during January 2026 (+3%) but declined during February (-2.2%), however, in both months sales outperformed the GB average (-0.7% and -4% respectively).

During January the town maintained the number of customers who made purchases (+0.6% from January 2025), with only a modest decrease in the number of transactions (-1.8%), alongside an increase in the average transaction value (+4.4%). During February, there was a greater decline in the number of customers making purchases (-3.2%), but this was more favourable than across GB (-4.2%).

The drop in footfall that occurred in both months was more severe during January (-7.3% vs -3.3% across the UK and -2.3% across the East Midlands). The drop in footfall during February was more modest (-1.8%) and better than benchmarks (-2% across the UK and -3.1% in the East Midlands). This inevitably meant that the number of customers making purchases was always likely to be challenged, so the increase in sales during January was a particularly positive result.

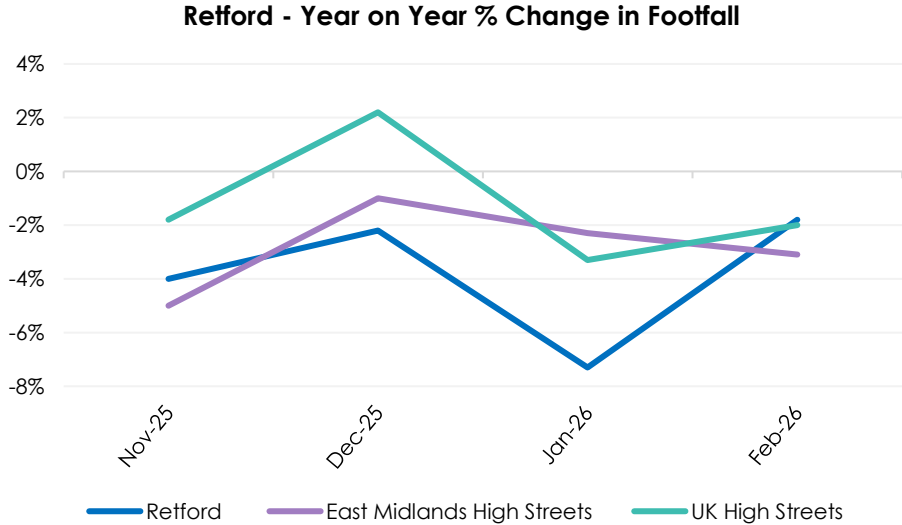
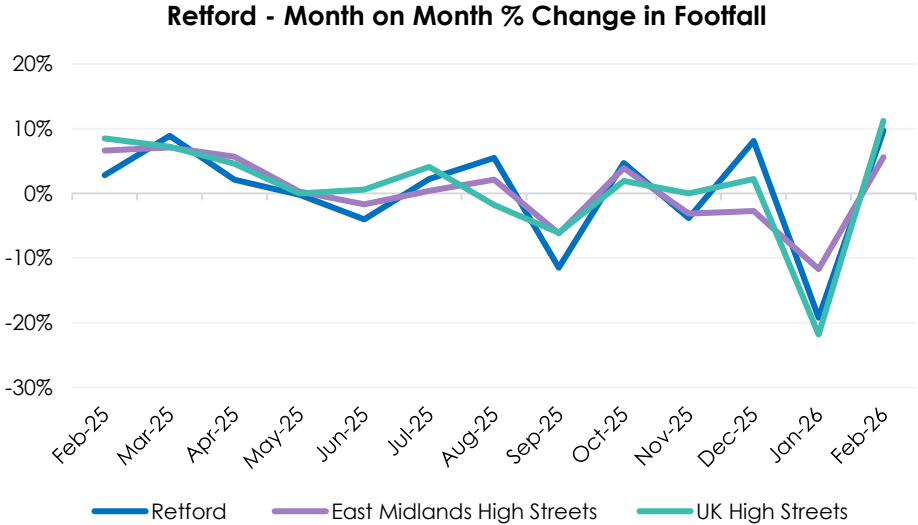
Grocery accounted for 51% of total sales in Retford town centre during February, and over the two months this sector declined slightly (an annual increase in sales of +1% during January followed by a decline of -5.9% during February). By far the strongest performing sector was General Retail, with increases in sales during both months (+23.6% and 4.6%). By far the weakest sector was Transport – comprising car parks – where sales declined significantly in both months (-14.6% and -9.8% respectively), reflecting a reduction in footfall to the town centre.

54% of sales in Retford continued to originate from customers who belong to four demographic groups which reflects its rural geography. Just 33% of customers across the GB benchmark belong to these groups.

RETFORD FOOTFALL – JANUARY AND FEBRUARY 2026

Footfall - Month on Month % Change			
	Retford	East Midlands High Streets	UK High Streets
Jan-26	-19.2%	-11.7%	-21.8%
Feb-26	9.7%	5.6%	11.2%

Footfall - Year on Year % Change			
	Retford	East Midlands High Streets	UK High Streets
Jan-26	-7.3%	-2.3%	-3.3%
Feb-26	-1.8%	-3.1%	-2.0%



Source: MRI Software

RETFORD SALES – JANUARY AND FEBRUARY 2026

Retford Sales		
	Jan-26	Feb-26
£ sales	£6,964,671	£6,419,489
Number of Transactions	267,670	253,945
Number of Customers	45,261	44,931
Average Transaction Value	£26.02	£25.28
Average Revenue per Customer	£153.88	£142.87

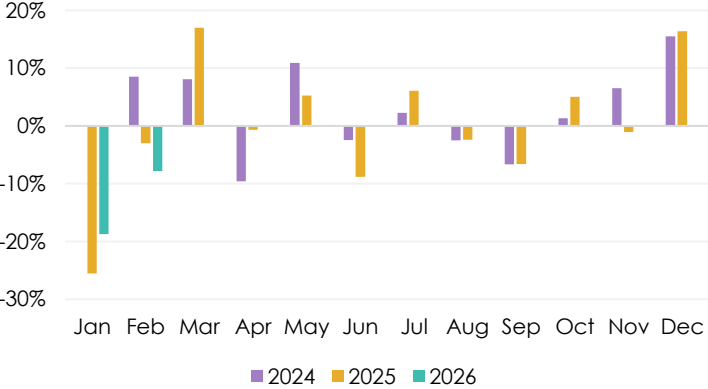
Retford % change in Sales			
Month on month % change - Dec 2025 to Jan 2026	Month on month % change - Jan 2026 to Feb 2026	Year on year % change - Jan 2026	Year on year % change - Feb 2026
-18.7%	-7.8%	3.0%	-2.2%
-17.4%	-5.1%	-1.4%	-2.8%
-10.1%	-0.7%	0.6%	-3.2%
-1.6%	-2.8%	4.4%	0.7%
-9.6%	-7.2%	2.3%	1.0%

NB Sales values are as at the end of the second month

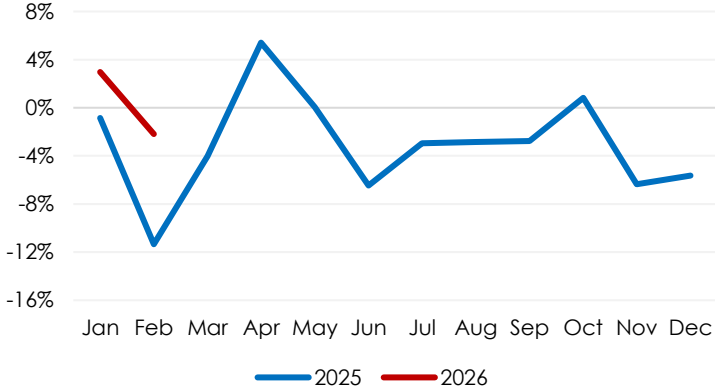
Sales - UK Benchmark		
	Year on year % change - Jan 2026	Year on year % change - Feb 2026
£ Sales	-0.7%	-4.0%
Number of Transactions	-3.1%	-5.7%
Number of Customers	-2.2%	-4.2%
Average Transaction Value	2.5%	1.8%
Average Revenue per Transaction	1.5%	0.2%

RETFORD SALES – TREND BY MONTH

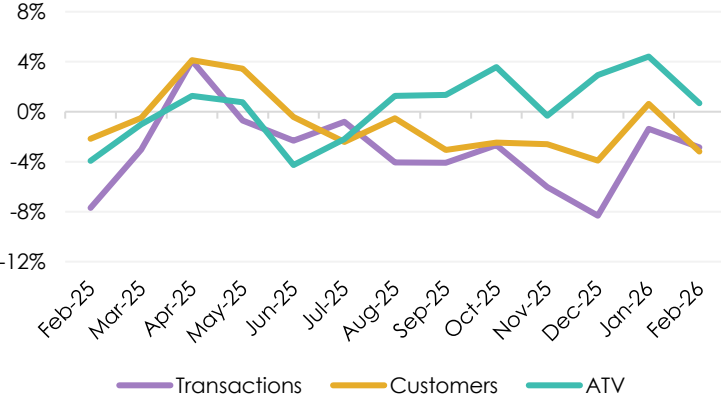
Month on Month % Change in Sales



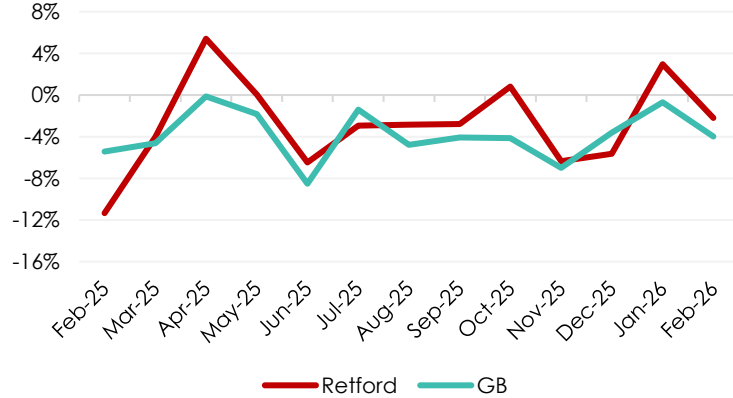
Year on Year % Change in Sales



Year on Year % Change - Transactions, Customers, ATV



Retford vs GB - Year on Year % Change in Sales



Source: Beauclair

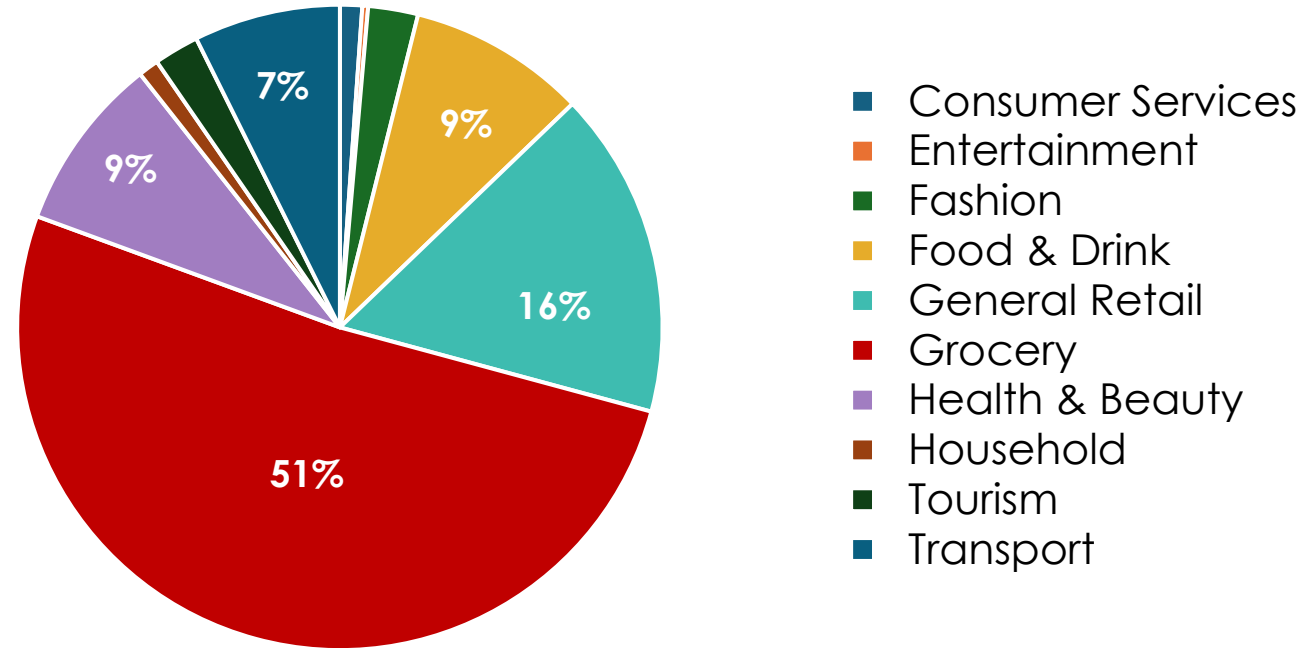
RETFORD SECTOR SALES – JANUARY AND FEBRUARY 2026

Retford Sales by Sector			
	Jan-26	Feb-26	% of total Feb 2026
Consumer Services	£39,335	£71,419	1%
Entertainment	£24,085	£18,642	0%
Fashion	£131,802	£160,442	2%
Food & Drink	£543,923	£572,234	9%
General Retail	£1,256,587	£1,052,138	16%
Grocery	£3,649,892	£3,298,909	51%
Health & Beauty	£577,777	£563,530	9%
Household	£40,635	£65,775	1%
Tourism	£252,312	£144,849	2%
Transport	£448,323	£471,552	7%
Total	£6,964,671	£6,419,489	100%

Retford % change in Sales			
Month on month % change - Dec 2025 to Jan 2026	Month on month % change - Jan 2026 to Feb 2026	Year on year % change - Jan 2026	Year on year % change - Feb 2026
-57.4%	81.6%	-15.5%	+105.9%
110.2%	-22.6%	+3.8%	-13.1%
-52.3%	21.7%	+15.1%	+122.5%
-26.2%	5.2%	-7.1%	+5.5%
-17.9%	-16.3%	+23.6%	+4.6%
-20.2%	-9.6%	+1.0%	-5.9%
3.1%	-2.5%	+9.9%	-3.4%
-25.5%	61.9%	-65.9%	-51.9%
19.1%	-42.6%	+29.4%	+4.6%
-14.1%	5.2%	-14.6%	-9.8%
-18.7%	-7.8%	3.0%	-2.2%

Sales - UK Benchmark		
	Year on year % change - Jan 2026	Year on year % change - Feb 2026
Food & Drink	0.7%	-5.0%
General Retail	-3.0%	-3.2%
Grocery	-1.9%	-2.0%
Health & Beauty	-0.4%	-0.7%
Transport	-7.6%	-7.7%

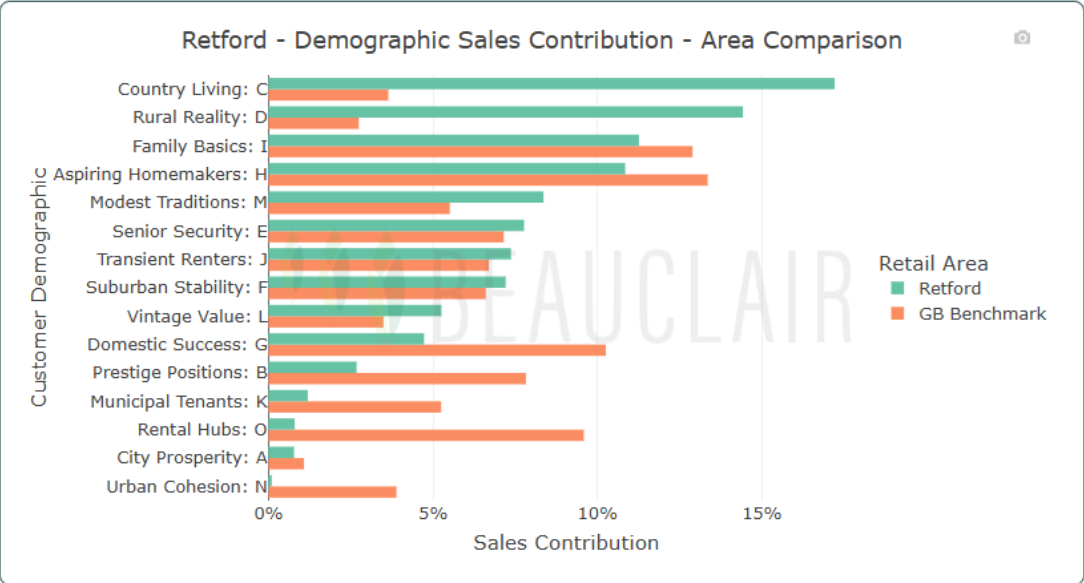
RETFORD – SECTOR SALES – % OF TOTAL FEBRUARY 2026



RETFORD – SALES CONTRIBUTION BY DEMOGRAPHIC

54% of sales in Retford during January and February 2026 come from customers who belong to four demographic groups

33% of sales from the GB benchmark during January and February 2026 come from customers in the same four demographic groups



Country Living (17.2%)

Well-off owners in rural locations enjoying the benefits of country life.

- Rural locations
- Own old, detached houses
- Electronic money transfers
- Garden or allotment
- Oil central heating
- High environmental impact gap

Rural Reality (14.4%)

Householders living in less expensive homes in village communities.

- Rural areas
- Oil/solid fuel central heating
- Internet at home
- Free mobile phone apps
- Watch TV
- Comprehensive car insurance

Aspiring Homemakers (10.8%)

Younger households settling down in housing priced within their means.

- Families with young children
- 3 bedrooms
- High outstanding mortgages
- Internet via smartphone
- Texts and phones on smartphone
- Order from takeaways

Family Basics (11.3%)

Families with limited resources who budget to make end meet.

- Families with children
- Council/HA tenants
- Low discretionary income
- Low affluence
- Internet via smartphone
- Games consoles

NB Beauclair uses Mosaic7 by Experian for demographics. [Click here](#) for definitions of all Customer Demographic groups.

RETFORD – NOTES

- MRI monthly footfall is based on a 445 calendar. January 2026 spans Monday 5th January 2026 to Sunday 1st February 2026, and February spans Monday 2nd February 2026 to Sunday 1st March 2026. Annual % change is based on a comparison with the same weeks during 2025. Footfall is tracked at two locations in Retford town centre (Carolgate and Grove Street).
- Beauclair spend data for the month is sourced from debit card transactions from UK bank accounts, and is based on the period covered by the calendar month. Data is sourced from businesses located within a defined geographic boundary of the town centre agreed between Beauclair and North Notts BID.