

INSIGHTS REPORT

WORKSOP

March 2026

Covering January and February 2026



INSIGHTS COMMENTARY – JANUARY AND FEBRUARY 2026

There was a noticeable decline in footfall in Worksop during January and February 2026, however, town centre sales performed strongly, remaining virtually level with 2025 during January and increasing from 2025 during February.

The drop in footfall was reflected in both fewer customers making purchases and in the number of transactions made by customers, but sales were supported by an increase in the average transaction value. This indicates that those who made purchases spent a greater amount per purchase than last year.

Six retail sectors account for 96% of sales in Worksop, with Grocery accounting for just under half of total sales in the town centre. Grocery sales increased annually during both January and February 2026, which underpinned the strong sales performance. In addition to this, Food & Drink sales also rose annually in both months, and there were very large annual increases in Transport sales during January and in Household sales during February.

The demographic profile of customers in Worksop has an emphasis towards younger age groups, and these groups account for a greater proportion of the town's customers than across GB.

Footfall in Worksop declined significantly during both January and February from the same months in 2025 (-11% and -9.6% respectively). These drops were far larger than in high streets nationally (-3.3% in January and -2% in February).

Despite the considerable reduction in the volume of visitors in the town centre, sales were remarkably robust, with only a very marginal annual decline during January (-0.4%) and an appreciable annual increase during February (+5.5%). The result for February was particularly strong as sales across GB declined by -4% during February.

The particular strength of Worksop during January and February in terms of its sales was that despite fewer customers and fewer transactions, its average transaction value rose in both months (by +3.7% during January and +8.9% during February). This demonstrated that the value of purchases made in the town centre increased.

Five demographic groups accounted for 57% of all customers in Worksop during January and February 2026 which is in line with the long term profile of the town's customer base; Family Basics, Aspiring Homemakers, Domestic Success, Transient Renters and Rural Reality. All groups apart from Rural Reality, are biased towards younger age groups. Across the GB benchmark 46% of customers belong to these five groups.

WORKSOP FOOTFALL – JANUARY AND FEBRUARY 2026

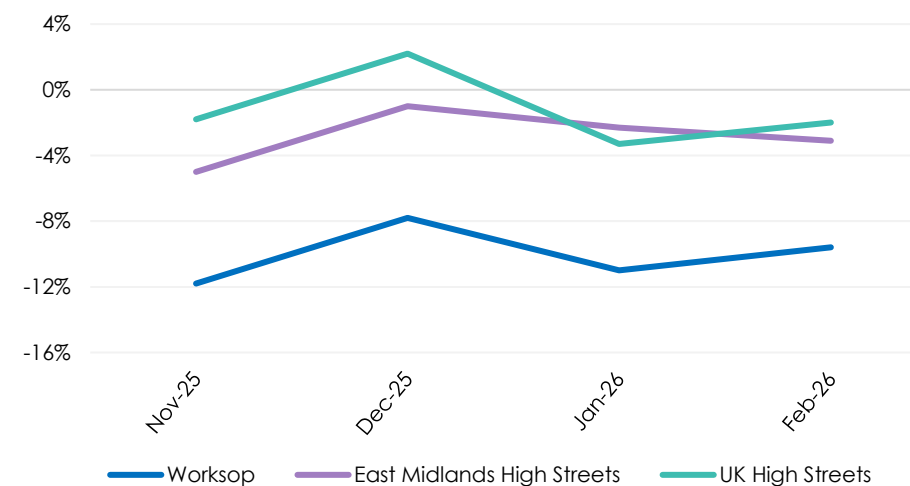
Footfall - Month on Month % Change			
	Worksop	East Midlands High Streets	UK High Streets
Jan-26	-11.1%	-11.7%	-21.8%
Feb-26	3.1%	5.6%	11.2%

Footfall - Year on Year % Change			
	Worksop	East Midlands High Streets	UK High Streets
Jan-26	-11.0%	-2.3%	-3.3%
Feb-26	-9.6%	-3.1%	-2.0%

Worksop - Month on Month % Change in Footfall



Worksop - Year on Year % Change in Footfall



WORKSOP SALES – JANUARY AND FEBRUARY 2026

Workshop Sales		
	Jan-26	Feb-26
£ sales	£8,069,072	£7,934,875
Number of Transactions	323,397	314,859
Number of Customers	77,410	77,758
Average Transaction Value	£25	£25
Average Revenue per Transaction	£104	£102

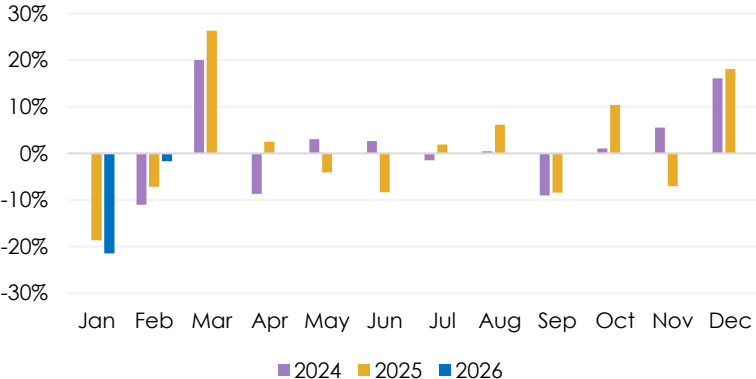
Workshop % change in Sales			
Month on month % change - Dec 2025 to Jan 2026	Month on month % change - Jan 2026 to Feb 2026	Year on year % change - Jan 2026	Year on year % change - Feb 2026
-21.4%	-1.7%	-0.4%	5.5%
-15.0%	-2.6%	-4.0%	-3.1%
-10.5%	0.4%	-1.1%	-3.8%
-7.6%	1.0%	3.7%	8.9%
-12.2%	-2.1%	0.7%	9.7%

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

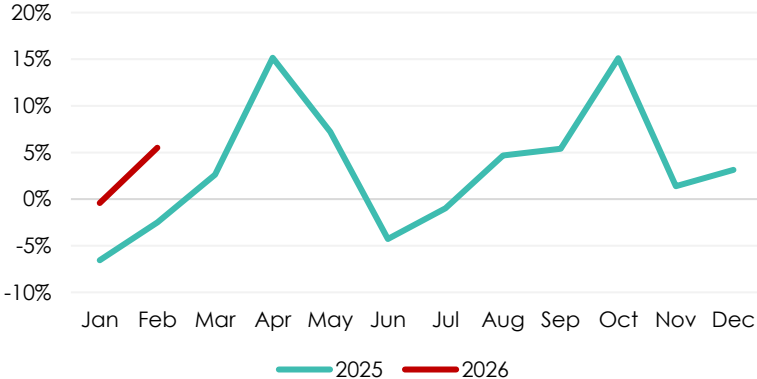
Sales - GB Benchmark		
	Year on year % change - Jan 2026	Year on year % change - Feb 2026
£ Sales	-0.7%	-4.0%
Number of Transactions	-3.1%	-5.7%
Number of Customers	-2.2%	-4.2%
Average Transaction Value	2.5%	1.8%
Average Revenue per Transaction	1.5%	0.2%

WORKSOP SALES – TREND BY MONTH

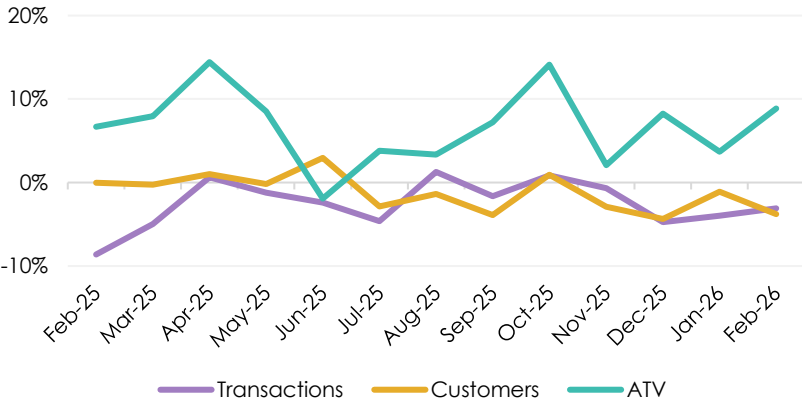
Workshop - Month on Month % Change in Sales



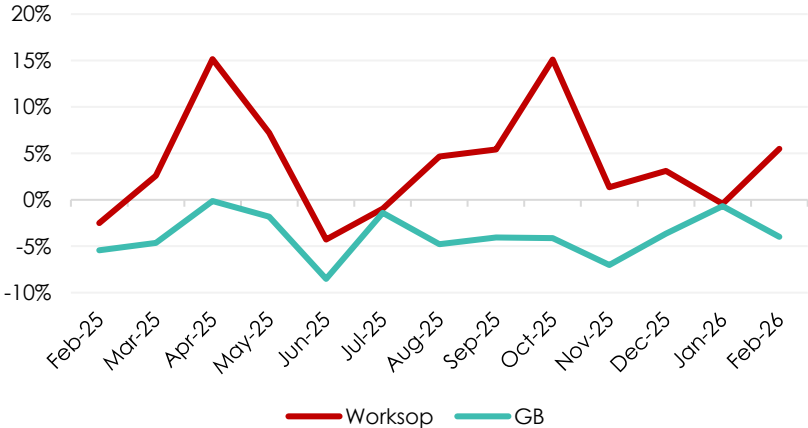
Workshop - Year on Year % Change in Sales



Year on Year % Change - Transactions, Customers, ATV



Year on Year % Change in Sales



Source: Beauclair

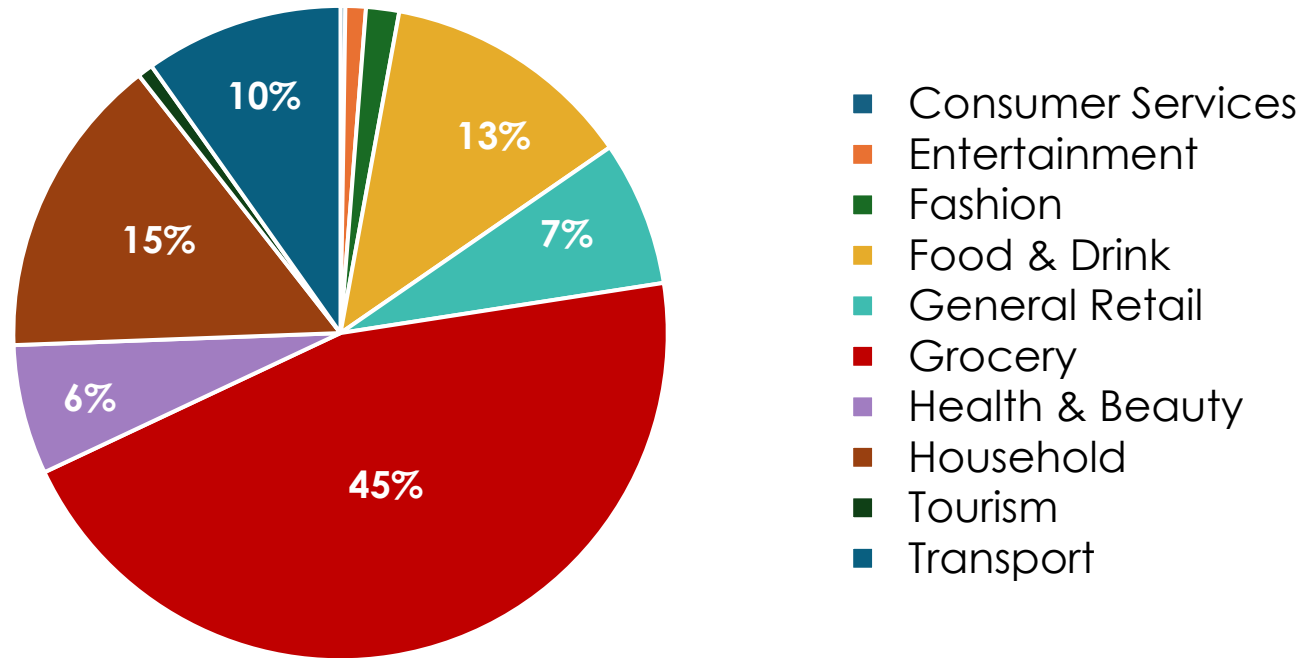
WORKSOP SECTOR SALES – JANUARY AND FEBRUARY 2026

Worksop Sales by Sector			
	Jan-26	Feb-26	% of total Feb 2026
Consumer Services	£19,895	£18,825	0%
Entertainment	£87,989	£80,114	1%
Fashion	£120,213	£129,735	2%
Food & Drink	£968,046	£992,486	13%
General Retail	£687,297	£567,914	7%
Grocery	£3,736,813	£3,607,143	45%
Health & Beauty	£557,391	£508,291	6%
Household	£773,157	£1,191,562	15%
Tourism	£156,032	£60,816	1%
Transport	£962,238	£777,988	10%
Total	£8,069,072	£7,934,875	100%

Worksop % 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
-54.5%	-5.4%	-47.8%	-27.8%
-19.6%	-9.0%	+17.3%	-7.0%
-60.3%	7.9%	-19.4%	-14.9%
-21.8%	2.5%	+5.7%	+3.7%
-38.4%	-17.4%	-5.7%	-10.2%
-19.4%	-3.5%	+5.4%	+7.6%
-5.6%	-8.8%	+4.8%	-4.9%
20.8%	54.1%	-13.4%	+46.2%
-72.2%	-61.0%	-64.7%	-65.8%
-6.7%	-19.1%	+22.4%	-1.3%
-21.4%	-1.7%	-0.4%	5.5%

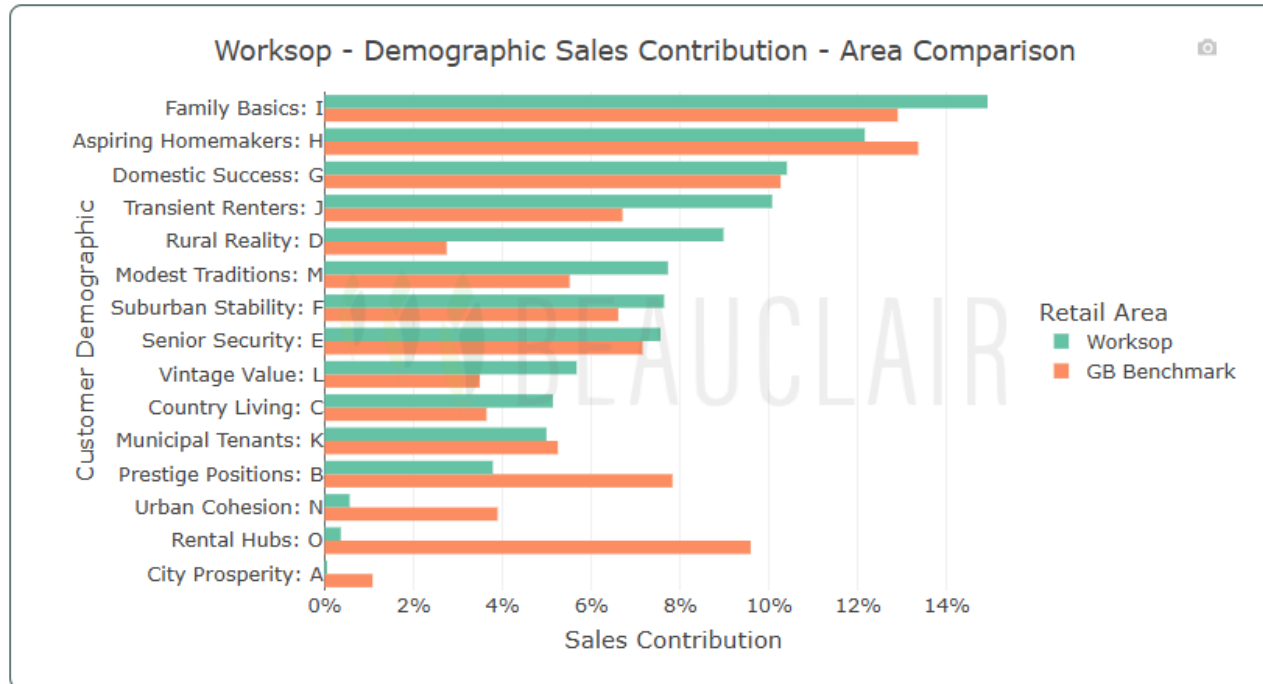
Sales - GB Benchmark		
	Year on year % change - Jan 2026	Year on year % change - Feb 2026
Food & Drink	0.7%	-5.0%
General Retail	-3.0%	-3.2%
Grocery	-1.9%	-2.0%
Health & Beauty	-0.4%	-0.7%
Household	19.5%	-10.8%
Transport	-7.6%	-7.7%

WORKSOP – SECTOR SALES – % OF TOTAL FEBRUARY 2026



WORKSOP – SALES CONTRIBUTION BY DEMOGRAPHIC

57% of sales in Worksop town centre during January and February 2026 come from customers who belong to five demographic groups
46% of sales from the GB benchmark during January and February 2026 come from customers in the same five demographic groups



Family Basics (12.9%)

Families with limited resources who budget to make ends meet.

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

Domestic Success (10.4%)

Thriving families who are busy bringing up children and following careers.

- Families with children
- Mid to high household income
- Monthly discretionary income under £1,000
- Very high mortgage debt
- Internet via smartphone
- Online shoppers

Aspiring Homemakers (12.2%)

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

Transient Renters (10.1%)

Single people renting low cost homes for the short term.

- Young singles and homesharers
- Millennials
- Rent low value terraces
- Internet via smartphone
- High social networking
- Don't use landlines

Rural Reality (9%)

Mature homeowners of value homes enjoying stable lifestyles

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

WORKSOP – 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 in 2024. Footfall is tracked at two locations in Worksop town centre (Bridge Street and Ryton 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.