

INSIGHTS REPORT

RETFORD

May 2026

Covering March and April 2026



INSIGHTS COMMENTARY – MARCH AND APRIL 2026

Retford's trading performance across March and April 2026 demonstrated notable resilience against an increasingly challenging economic backdrop.

With Easter falling in the first week of April, some consumer spending will have shifted forward into March, dampening April's performance. At the same time, consumer confidence, as measured by GfK, fell to its lowest level of the past year, driven in part by geopolitical uncertainty and rising fuel prices linked to conflict in the Middle East.

Although both footfall and sales in Retford declined year-on-year across the two months, the town centre outperformed, or broadly matched, regional and national benchmarks.

Footfall in Retford fell by -2.9% in March and -2.8% in April, compared with declines across the East Midlands of -2.6% and -3.1% respectively. Nationally, footfall trends were marginally stronger, with UK declines of -2.4% in March and -1.1% in April.

Sales performance in Retford was comparatively robust. Total sales declined by -1.9% in March and -4.6% in April year-on-year, significantly outperforming the GB benchmark, where sales dropped by -8.2% and -4.9% respectively.

This resilience was driven primarily by strong performances in the Health & Beauty and Transport sectors, both of which recorded national declines despite delivering substantial growth in Retford. Together, these sectors account for 18% of the town centre's total sales and form part of the five core sectors responsible for 94% of all spending in Retford. Health & Beauty sales increased by +8% in March and +15.8% in April compared with 2025, contrasting sharply with GB-wide declines of -6.2% and -3.4%. The Transport sector — comprising car parking, fuel, vehicle rental and transportation — recorded exceptional growth of +73.2% in March and +35.1% in April, against national declines of -6.5% and -1.6%.

Retford's customer base also continued to reflect the town's rural catchment profile. Four key demographic groups accounted for 54% of all sales in the town centre, compared with just 33% across the GB benchmark.

RETFORD FOOTFALL – MARCH AND APRIL 2026

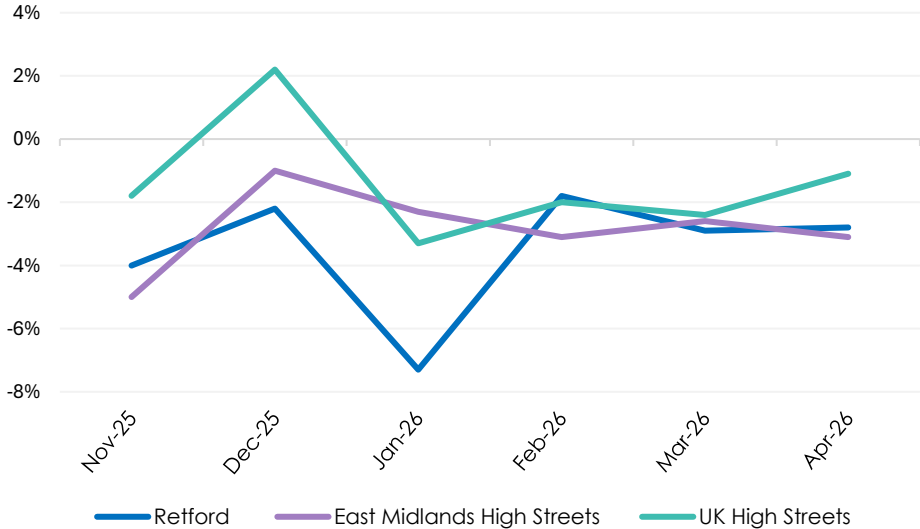
Footfall - Month on Month % Change			
	Retford	East Midlands High Streets	UK High Streets
Mar-26	7.7%	8.2%	7.0%
Apr-26	2.2%	4.0%	5.8%

Footfall - Year on Year % Change			
	Retford	East Midlands High Streets	UK High Streets
Mar-26	-2.9%	-2.6%	-2.4%
Apr-26	-2.8%	-3.1%	-1.1%

Retford - Month on Month % Change in Footfall



Retford - Year on Year % Change in Footfall



Source: MRI Software

RETFORD SALES – MARCH AND APRIL 2026

Retford Sales		
	Mar-26	Apr-26
£ sales	£7,508,440	£7,261,119
Number of Transactions	293,720	280,171
Number of Customers	48,760	48,021
Average Transaction Value	£25.56	£25.92
Average Revenue per Customer	£153.99	£151.21

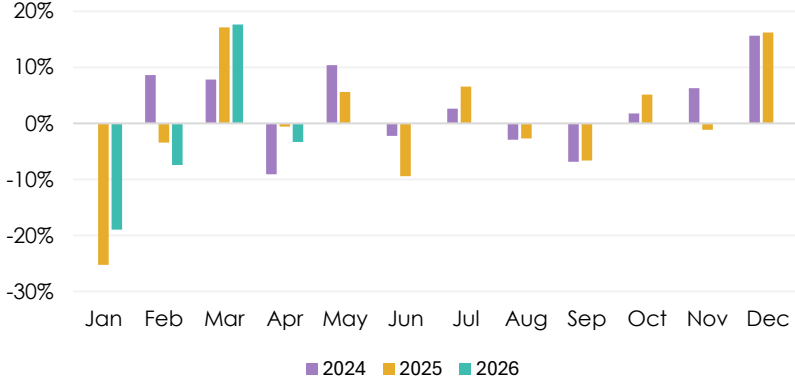
NB Sales values are as at the end of the second month

Retford % change in Sales			
Month on month % change - Feb 2026 to Mar 2026	Month on month % change - Mar 2026 to Apr 2026	Year on year % change - Mar 2026	Year on year % change - Apr 2026
17.6%	-3.3%	-1.9%	-4.6%
16.1%	-4.6%	-3.4%	-5.3%
9.2%	-1.5%	-1.2%	-3.9%
1.3%	1.4%	1.5%	0.8%
7.7%	-1.8%	-0.7%	-0.7%

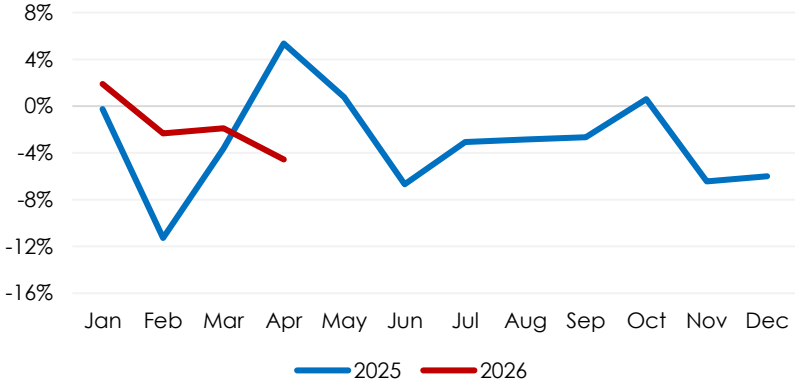
Sales - UK Benchmark		
	Year on year % change - Mar 2026	Year on year % change - Apr 2026
£ Sales	-8.2%	-4.9%
Number of Transactions	-8.3%	-6.0%
Number of Customers	-7.6%	-4.6%
Average Transaction Value	0.1%	1.1%
Average Revenue per Transaction	-0.6%	-0.4%

RETFORD SALES – TREND BY MONTH

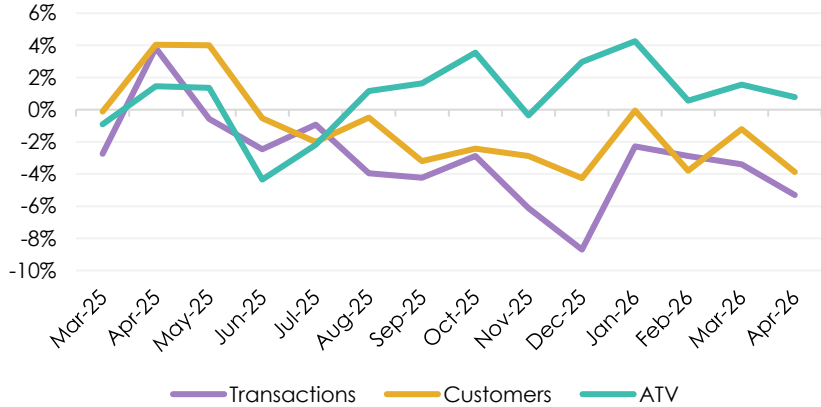
Month on Month % Change in Sales



Year on Year % Change in Sales



Year on Year % Change - Transactions, Customers, ATV



Retford vs GB - Year on Year % Change in Sales



Source: Beauclair

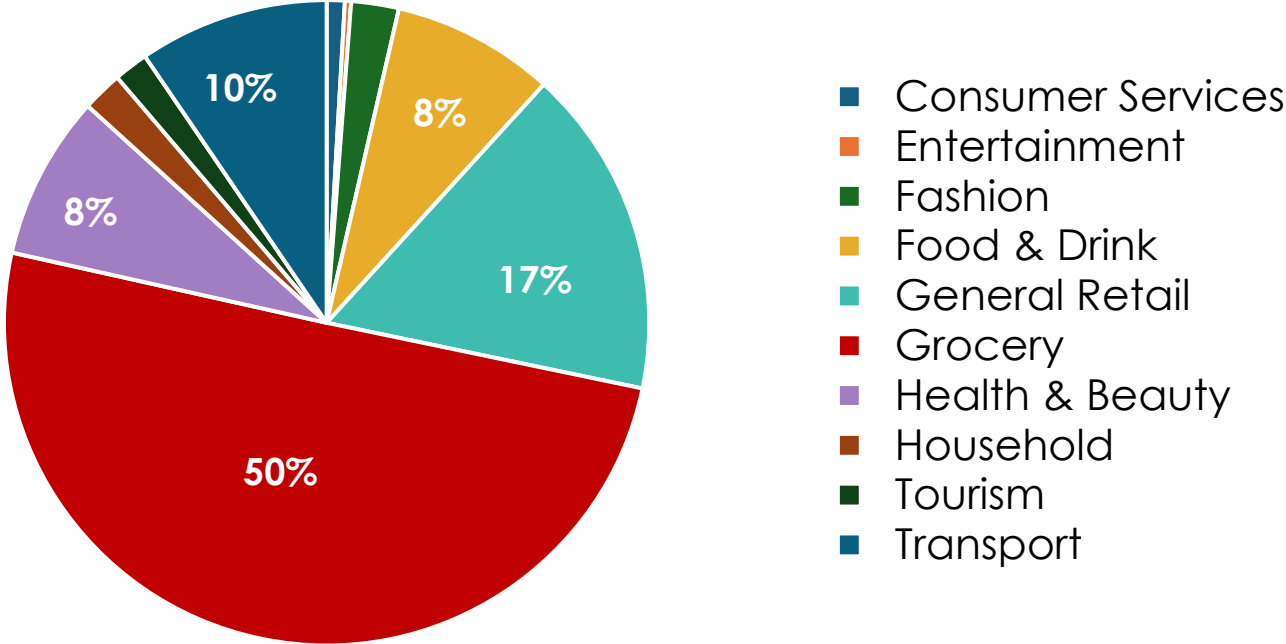
RETFORD SECTOR SALES – MARCH AND APRIL 2026

Retford Sales by Sector			
	Mar-26	Apr-26	% of total Apr 2026
Consumer Services	£47,667	£65,620	1%
Entertainment	£36,478	£22,738	0%
Fashion	£127,231	£173,327	2%
Food & Drink	£593,410	£592,478	8%
General Retail	£1,244,849	£1,198,098	17%
Grocery	£3,815,515	£3,647,282	50%
Health & Beauty	£610,640	£598,015	8%
Household	£108,446	£146,983	2%
Tourism	£83,756	£124,934	2%
Transport	£840,449	£691,643	10%
Total	£7,508,440	£7,261,119	100%

Retford % change in Sales			
Month on month % change - Feb 2026 to Mar 2026	Month on month % change - Mar 2026 to Apr 2026	Year on year % change - Mar 2026	Year on year % change - Apr 2026
-32.3%	37.7%	+15.7%	-1.1%
78.7%	-37.7%	+46.5%	+6.1%
-19.7%	36.2%	-32.0%	+29.5%
4.7%	-0.2%	-18.5%	-8.7%
18.9%	-3.8%	-9.1%	-2.6%
16.2%	-4.4%	-7.9%	-11.0%
9.0%	-2.1%	+8.0%	+15.8%
60.0%	35.5%	+31.7%	-10.8%
-37.5%	49.2%	-79.4%	-42.5%
77.8%	-17.7%	+73.2%	+35.1%
17.6%	-3.3%	-1.9%	-4.6%

Sales - UK Benchmark		
	Year on year % change - Mar 2026	Year on year % change - Apr 2026
Food & Drink	-11.0%	-5.1%
General Retail	-7.9%	-7.8%
Grocery	-5.8%	-3.4%
Health & Beauty	-6.2%	-3.4%
Transport	-6.5%	-1.6%

RETFORD – SECTOR SALES – % OF TOTAL APRIL 2026



Source: Beauclair

RETFORD – SALES CONTRIBUTION BY DEMOGRAPHIC

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

33% of sales from the GB benchmark during March and April 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 (14.7%)

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 (10.9%)

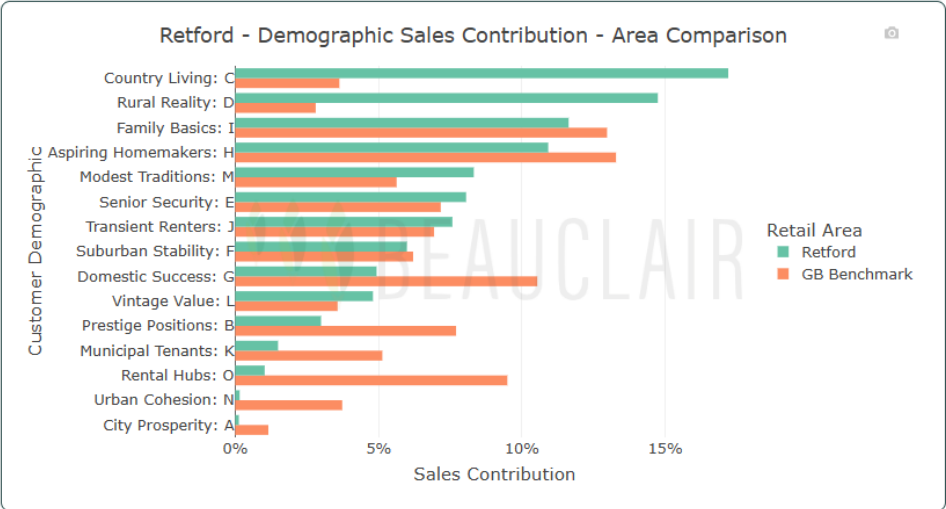
Younger households settling down in housing priced within their means.

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

Family Basics (11.6%)

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. MRI monthly footfall is based on a 445 calendar. March spans Monday 2nd March 2026 to Sunday 5th April 2026 and April spans Monday 6th April 2026 to Sunday 3rd May 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.