

INSIGHTS REPORT

WORKSOP

May 2026

Covering March and April 2026



INSIGHTS COMMENTARY – MARCH AND APRIL 2026

Worksop's trading performance during March and April was fragile. The town centre continued to experience a marked decline in footfall during March and April 2026, falling by -10.8% and -10.3% respectively year-on-year significantly underperforming the wider region, where footfall declined by -2.6% in March and -3.1% in April. Indeed, footfall in Worksop has remained consistently below the previous year in every month since annual comparisons became available.

Despite the sharp drop in footfall during March, town centre sales were broadly flat against March 2025 (-0.3%), highlighting a degree of consumer resilience. However, the timing of Easter, which fell in the first weekend of April this year, appears to have brought forward seasonal spending into March weakening April's performance, with sales falling by -9.1% from April 2025, when Easter occurred later in the month.

A more encouraging trend for Worksop was that declines in customers and transactions remained less severe than across GB. In March, transactions and customers fell by -3.6% and -4.3% respectively, compared with declines of -8.3% and -7.6% nationally. Similarly, in April, Worksop recorded declines of -3.2% in transactions and -4.4% in customers, outperforming the GB benchmark of -4.6% and -6.0%.

April's weaker sales performance was compounded by a decline in average transaction value of -4.9%, contrasting sharply with growth of +3.4% in March and a +1.1% increase across GB during April. This indicates that, while consumers continued to spend during the Easter period, the value of purchases was notably lower than in 2025.

Six retail sectors account for 96% of all sales in Worksop, with Grocery representing just under half of total town centre expenditure. The Health & Beauty and Household sectors delivered particularly strong growth in March, with sales rising by +11.4% and +20.5% respectively year-on-year. However, momentum weakened significantly in April, when sales growth slowed to +0.7% in Health & Beauty and declined sharply by -27.6% in Household. General Retail also deteriorated, moving from -4.6% in March to -17.2% in April. These results compared unfavourably with the GB benchmark, where April sales declined by -3.4% in Health & Beauty, -1.2% in Household, and -7.8% in General Retail.

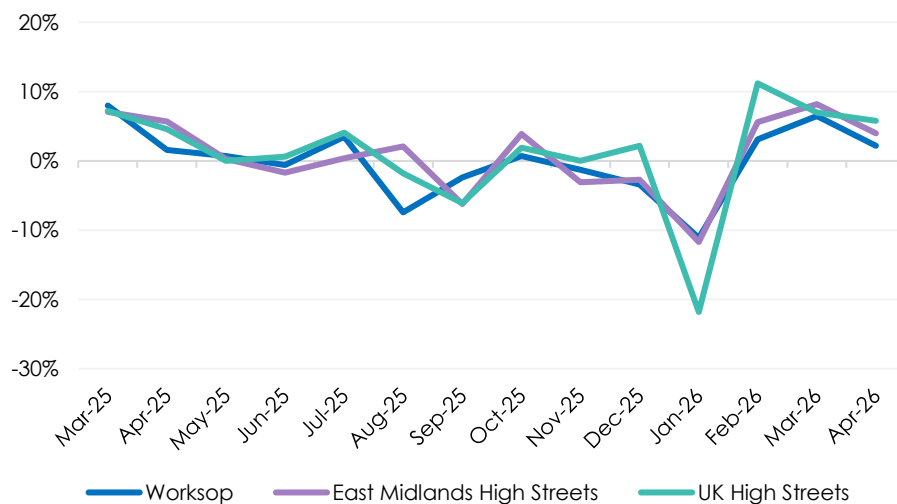
Worksop's customer profile remains notably younger than the GB average, with younger demographic groups accounting for a disproportionately high share of visitors. Five key demographic segments — Family Basics, Aspiring Homemakers, Domestic Success, Transient Renters and Rural Reality — represented 56% of all customers during March and April 2026, broadly consistent with the town's long-term customer profile. With the exception of Rural Reality, these groups are all skewed towards younger age demographics. By comparison, these same groups account for 47% of customers across the GB benchmark.

WORKSOP FOOTFALL – MARCH AND APRIL 2026

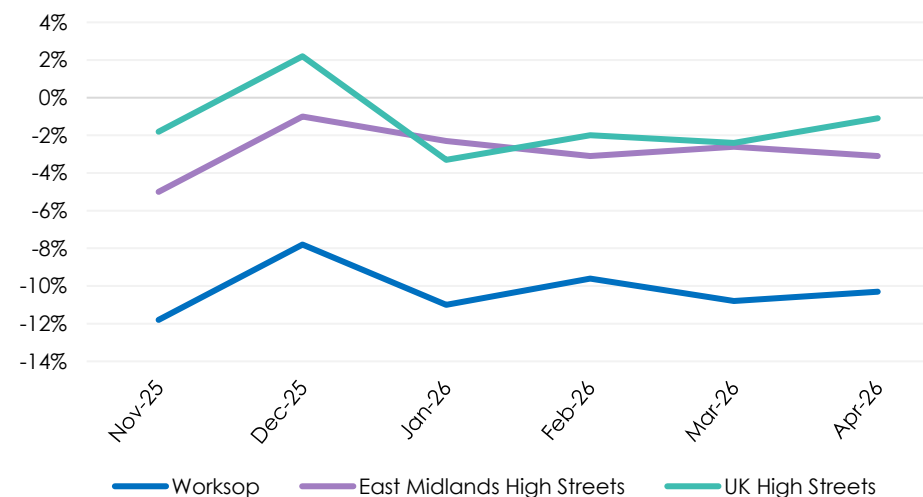
Footfall - Month on Month % Change			
	Worksop	East Midlands High Streets	UK High Streets
Mar-26	6.5%	8.2%	7.0%
Apr-26	2.2%	4.0%	5.8%

Footfall - Year on Year % Change			
	Worksop	East Midlands High Streets	UK High Streets
Mar-26	-10.8%	-2.6%	-2.4%
Apr-26	-10.3%	-3.1%	-1.1%

Worksop - Month on Month % Change in Footfall



Worksop - Year on Year % Change in Footfall



WORKSOP SALES – MARCH AND APRIL 2026

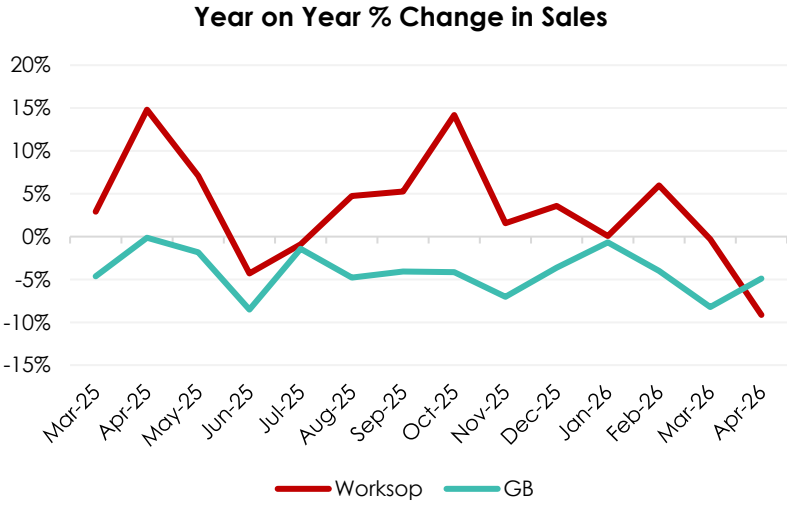
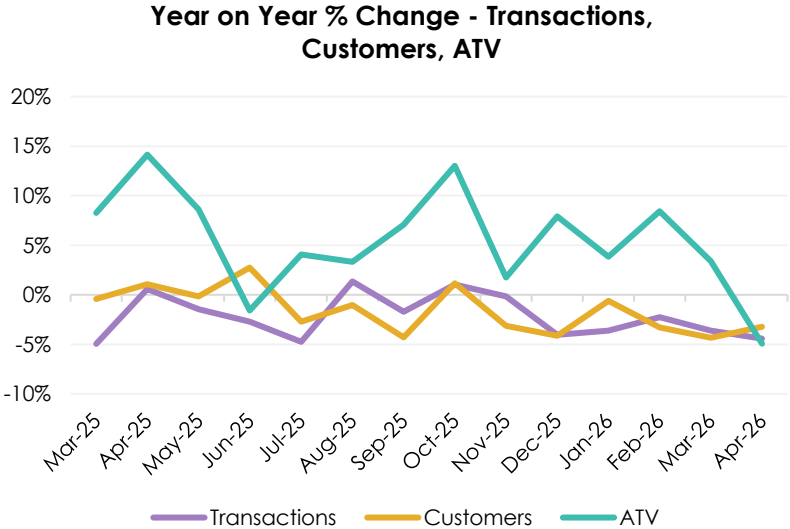
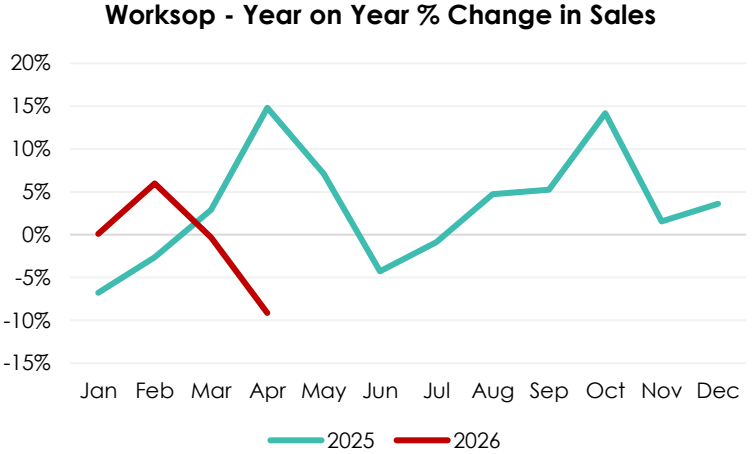
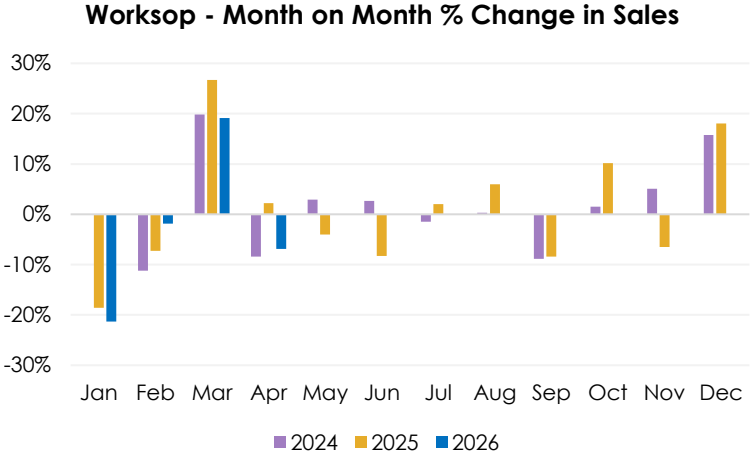
Workshop Sales		
	Mar-26	Apr-26
£ sales	£9,399,238	£8,755,598
Number of Transactions	354,005	346,917
Number of Customers	82,360	81,825
Average Transaction Value	£27	£25
Average Revenue per Transaction	£114	£107

Workshop % 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
19.1%	-6.8%	-0.3%	-9.1%
12.5%	-2.0%	-3.6%	-4.4%
6.6%	-0.6%	-4.3%	-3.2%
5.9%	-4.9%	3.4%	-4.9%
11.8%	-6.2%	4.2%	-6.1%

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

Sales - GB 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%

WORKSOP SALES – TREND BY MONTH



Source: Beauclair

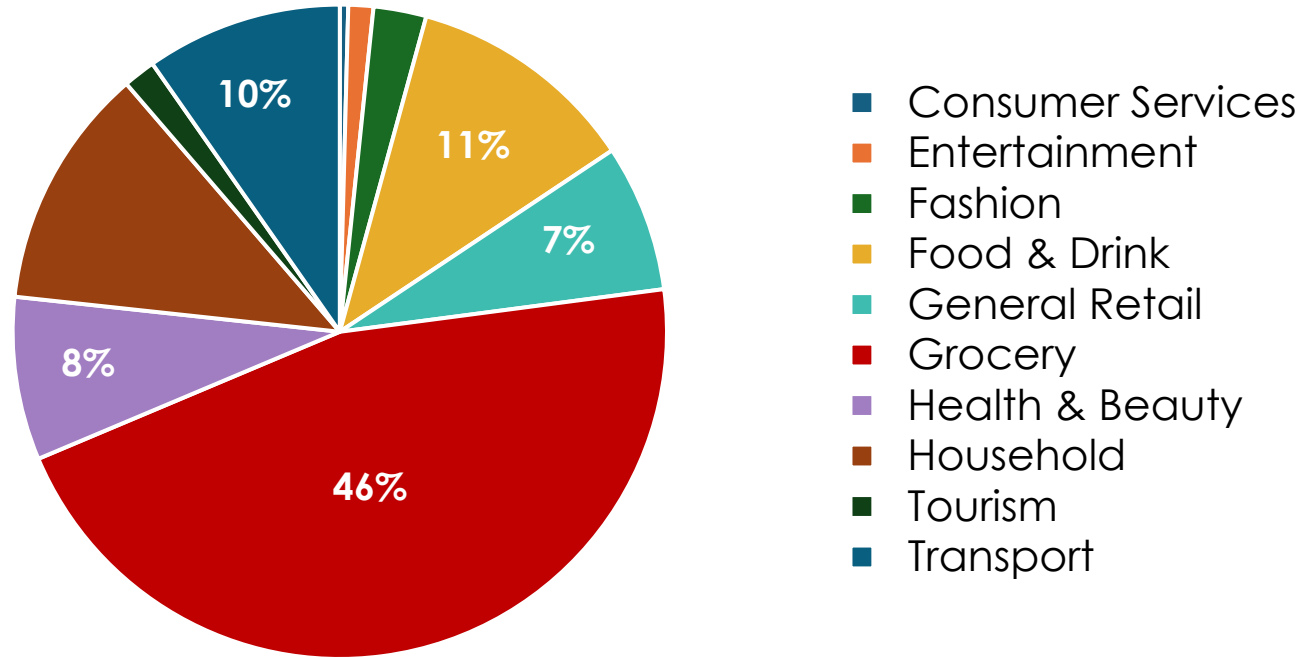
WORKSOP SECTOR SALES – MARCH AND APRIL 2026

Workshop Sales by Sector			
	Mar-26	Apr-26	% of total Apr 2026
Consumer Services	£25,999	£36,314	0%
Entertainment	£67,986	£108,260	1%
Fashion	£174,496	£228,569	3%
Food & Drink	£1,077,227	£996,858	11%
General Retail	£706,593	£636,529	7%
Grocery	£4,012,391	£4,004,433	46%
Health & Beauty	£726,371	£705,777	8%
Household	£1,324,862	£1,048,655	12%
Tourism	£289,379	£140,040	2%
Transport	£993,932	£850,165	10%
Total	£9,399,238	£8,755,598	100%

Workshop % 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
38.1%	39.7%	-10.7%	+45.5%
-14.0%	59.2%	-35.5%	-12.7%
34.9%	31.0%	-27.0%	-4.1%
9.1%	-7.5%	-0.6%	-2.0%
24.8%	-9.9%	-4.6%	-17.2%
11.6%	-0.2%	-4.8%	+1.3%
43.8%	-2.8%	+11.4%	+0.7%
13.3%	-20.8%	+20.5%	-27.6%
375.8%	-51.6%	+77.7%	-72.3%
28.0%	-14.5%	+7.3%	-0.4%
19.1%	-6.8%	-0.3%	-9.1%

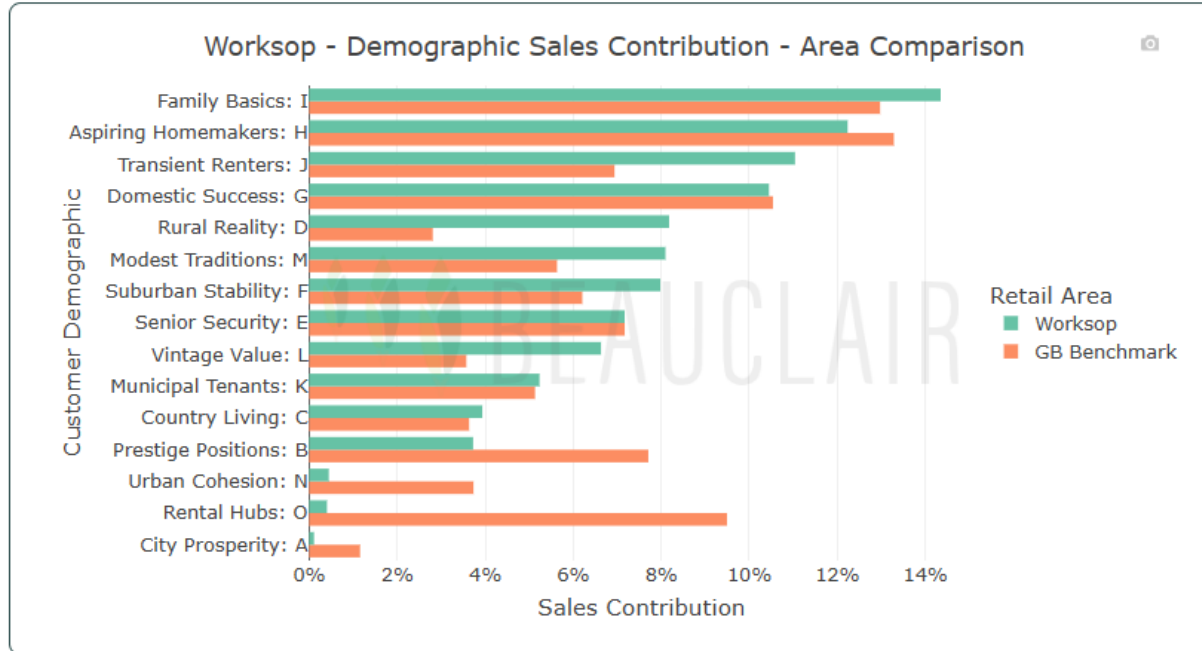
Sales - GB Benchmark		
	Year on year % change - Mar 2026	Year on year % change - Apr 2026
Food & Drink	-11.0%	-5.1%
General Retail	-7.9%	-7.8%
Grocery	-5.8%	-3.4%
Health & Beauty	-6.2%	-3.4%
Household	-16.8%	-1.2%
Transport	-6.5%	-1.6%

WORKSOP – SECTOR SALES – % OF TOTAL APRIL 2026



WORKSOP – SALES CONTRIBUTION BY DEMOGRAPHIC

56% of sales in Worksop town centre during March and April 2026 come from customers who belong to five demographic groups
47% of sales from the GB benchmark during March and April 2026 come from customers in the same five demographic groups



Family Basics (14.4%)

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 (11.0%)

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 (8.2%)

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. 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 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.