

INSIGHTS REPORT

RETFORD

July 2026

Covering May and June 2026



INSIGHTS COMMENTARY – MAY AND JUNE 2026

Retford's trading performance was resilient during May, supported by two bank holidays and a spell of warm, sunny weather. Both footfall and sales were broadly unchanged from May 2025, significantly outperforming the national picture as trading conditions deteriorated elsewhere. Footfall declined by just -0.2% compared with -1.9% nationally, while sales slipped by only -0.7% versus a national decline of -4.5%.

Trading softened in June, however, as prolonged periods of exceptionally hot weather impacted activity in town centres across the UK. Footfall fell by -4.2% (compared with -3.3% nationally) and sales declined by -4.1%, broadly in line with the national average (-4.5%).

Five sectors generate 94% of all spending in Retford town centre, with Grocery alone accounting for 53% of total sales. Continued declines in Grocery sales during both May (-4.5%) and June (-5.9%) constrained overall trading performance. General Retail, the second-largest sector, performed strongly in May (+5.7%) before easing back in June (-1.5%). Transport, which includes car parking and represents 10% of total spend, delivered exceptional growth across both months (+43.0% in May and +40.2% in June).

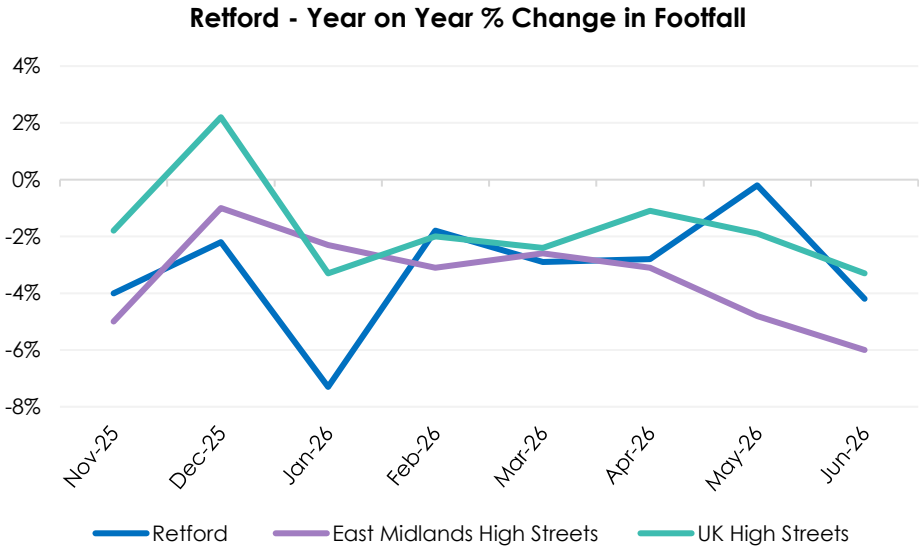
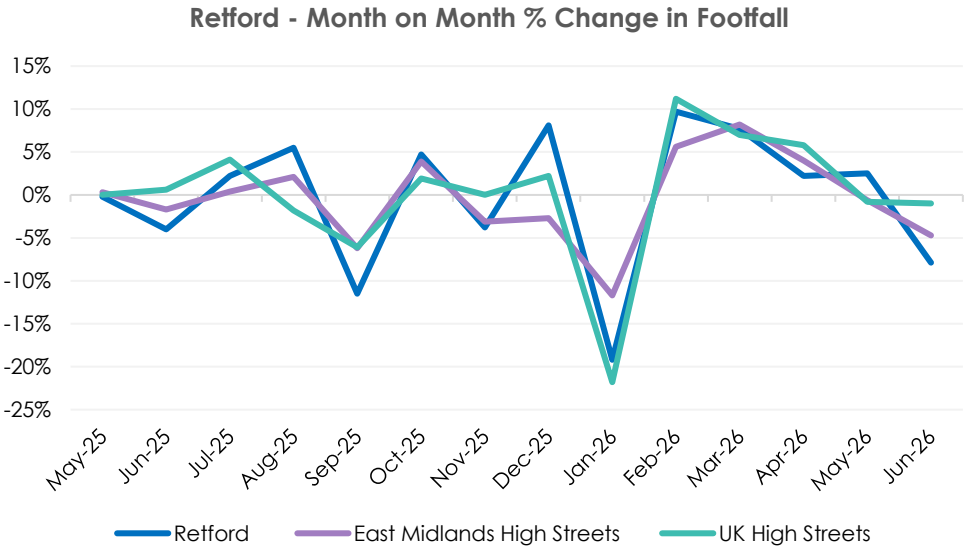
Food & Drink, despite typically benefiting from an increase in hospitality spending over bank holiday periods, recorded annual declines in both May (-3.6%) and June (-16.0%), suggesting that the prolonged hot weather may have encouraged consumers to spend time in destinations beyond the town centre. Health & Beauty also reflected the changing trading environment, with sales rising by +5.5% in May before falling by -8.6% in June.

Retford's customer profile continued to reflect its rural catchment. Four key demographic groups accounted for 54% of all town centre spending, compared with just 33% across the GB benchmark, highlighting the town's reliance on a relatively concentrated customer base.

RETFORD FOOTFALL – MAY AND JUNE 2026

Footfall - Month on Month % Change			
	Retford	East Midlands High Streets	UK High Streets
May-26	2.5%	-0.6%	-0.8%
Jun-26	-7.9%	-4.7%	-1.0%

Footfall - Year on Year % Change			
	Retford	East Midlands High Streets	UK High Streets
May-26	-0.2%	-4.8%	-1.9%
Jun-26	-4.2%	-6.0%	-3.3%



RETFORD SALES – MAY AND JUNE 2026

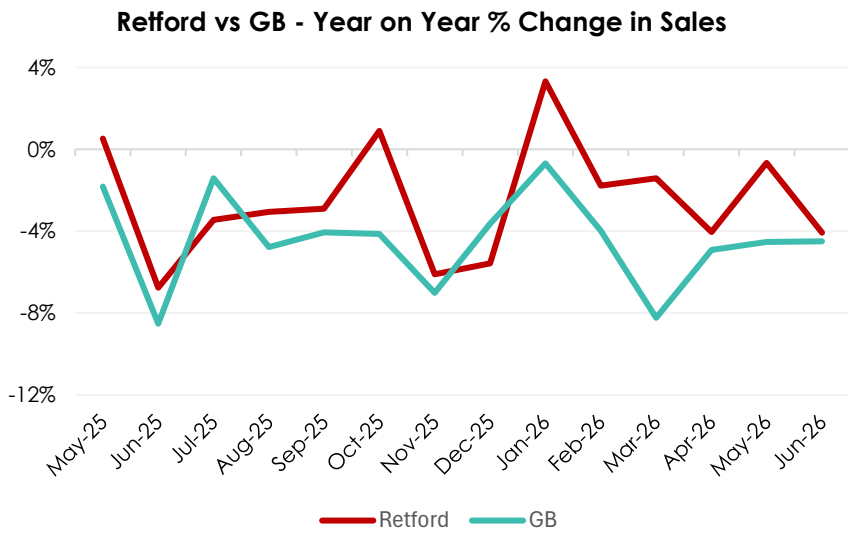
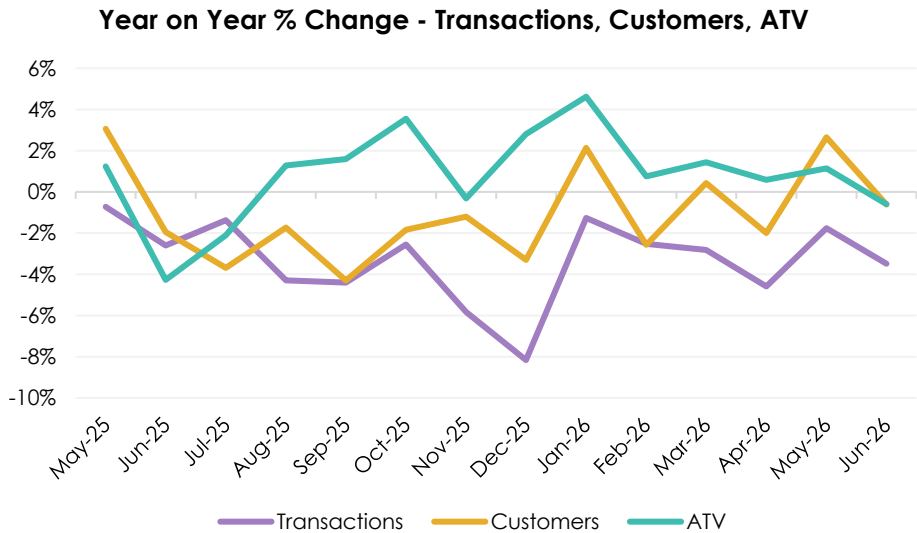
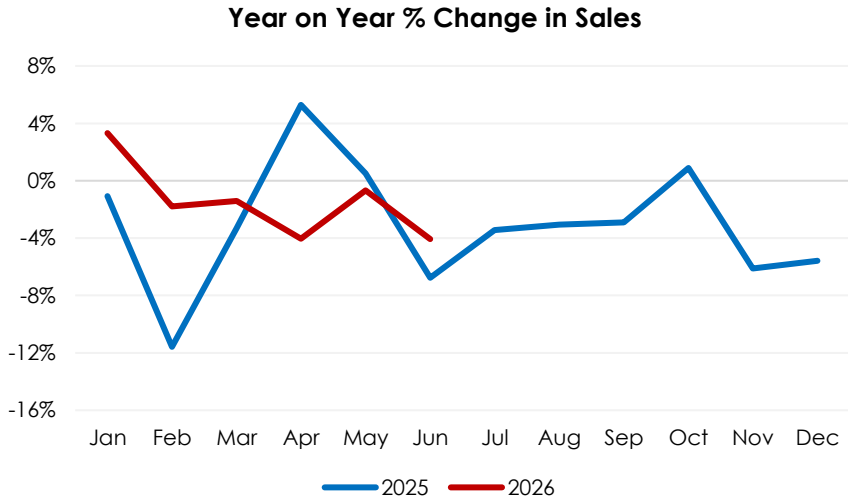
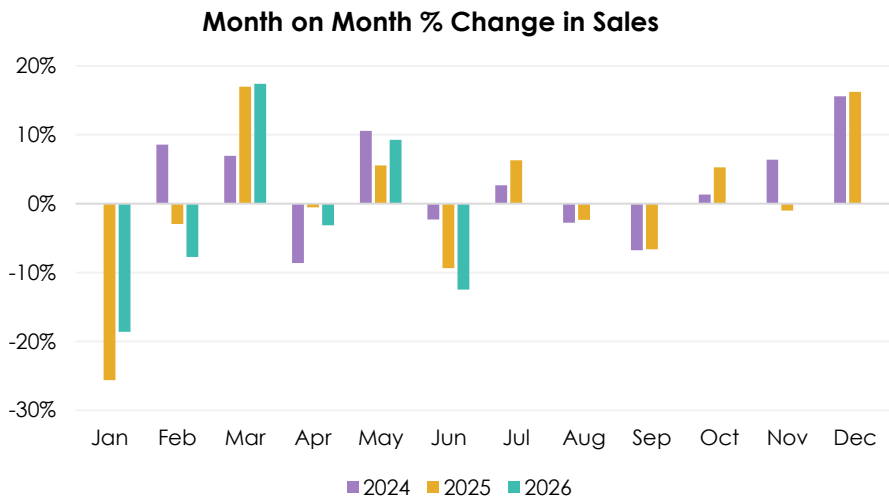
Retford Sales		
	May-26	Jun-26
£ sales	£7,952,144	£6,961,567
Number of Transactions	308,477	281,395
Number of Customers	52,803	47,413
Average Transaction Value	£25.78	£24.74
Average Revenue per Customer	£150.60	£146.83

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

Retford % change in Sales			
Month on month % change - Apr 2026 to May 2026	Month on month % change - May 2026 to Jun 2026	Year on year % change - May 2026	Year on year % change - Jun 2026
9.3%	-12.5%	-0.7%	-4.1%
9.8%	-8.8%	-1.8%	-3.5%
9.3%	-10.2%	2.6%	-0.6%
-0.5%	-4.0%	1.1%	-0.6%
-0.1%	-2.5%	-3.2%	-3.5%

Sales - UK Benchmark		
	Year on year % change - May 2026	Year on year % change - Jun 2026
£ Sales	-4.5%	-4.5%
Number of Transactions	-7.1%	-7.3%
Number of Customers	-4.8%	-6.6%
Average Transaction Value	2.8%	3.1%
Average Revenue per Transaction	0.2%	2.2%

RETFORD SALES – TREND BY MONTH



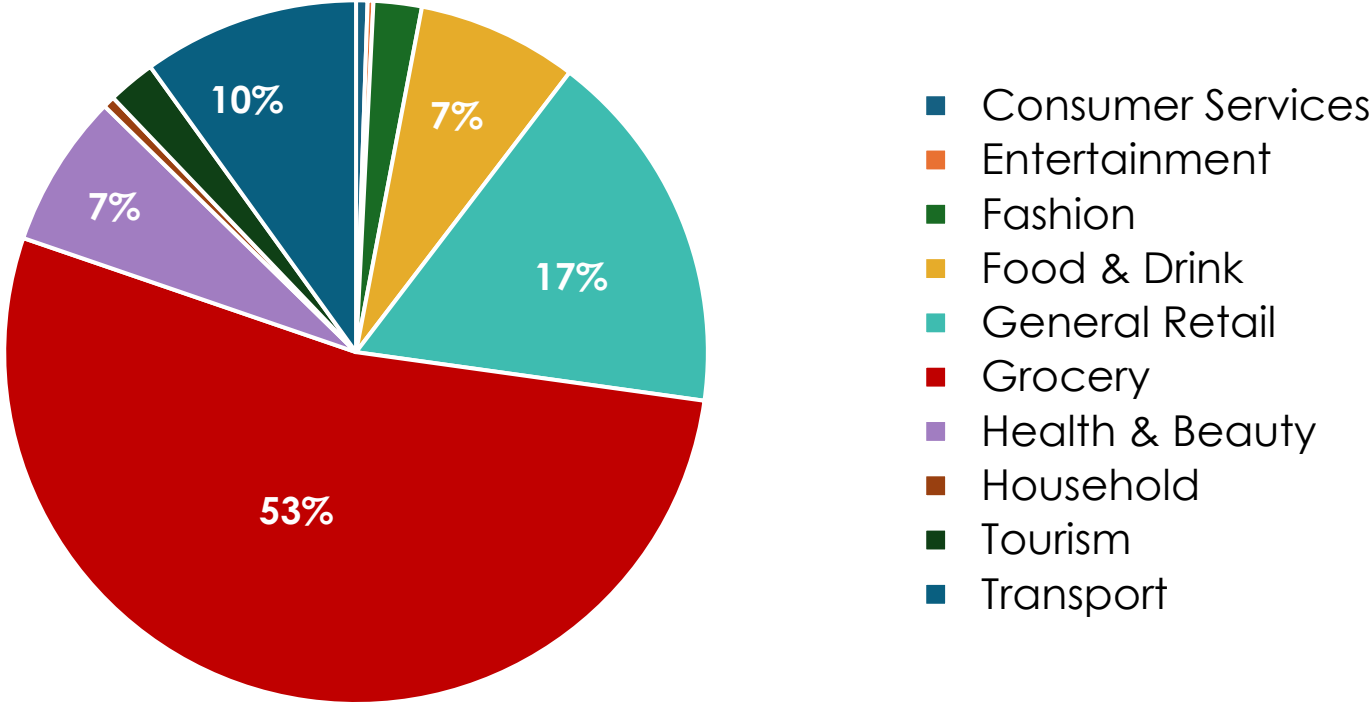
RETFORD SECTOR SALES – MAY AND JUNE 2026

Retford Sales by Sector			
	May-26	Jun-26	% of total Jun 2026
Consumer Services	£26,390	£36,562	1%
Entertainment	£25,421	£18,545	0%
Fashion	£213,544	£154,178	2%
Food & Drink	£690,936	£513,156	7%
General Retail	£1,444,644	£1,171,616	17%
Grocery	£3,946,635	£3,693,064	53%
Health & Beauty	£599,844	£491,885	7%
Household	£268,072	£37,763	1%
Tourism	£45,737	£152,804	2%
Transport	£690,921	£691,994	10%
Total	£7,952,144	£6,961,567	100%

Retford % change in Sales			
Month on month % change - Apr 2026 to May 2026	Month on month % change - May 2026 to Jun 2026	Year on year % change - May 2026	Year on year % change - Jun 2026
-58.9%	38.5%	-30.2%	+1.6%
11.8%	-27.1%	+2.1%	+56.8%
21.1%	-27.8%	+13.2%	-2.3%
16.0%	-25.7%	-3.6%	-16.0%
20.7%	-18.9%	+5.7%	-1.5%
8.0%	-6.4%	-4.5%	-5.9%
-1.0%	-18.0%	+5.5%	-8.6%
82.4%	-85.9%	+225.4%	-75.9%
-63.4%	234.1%	-88.7%	+9.5%
-0.1%	0.2%	+43.0%	+40.2%
9.3%	-12.5%	-0.7%	-4.1%

Sales - UK Benchmark		
	Year on year % change - May 2026	Year on year % change - Jun 2026
Food & Drink	-3.0%	-5.3%
General Retail	-4.9%	-6.7%
Grocery	-1.2%	-2.9%
Health & Beauty	-6.4%	-1.9%
Transport	-2.1%	-1.7%

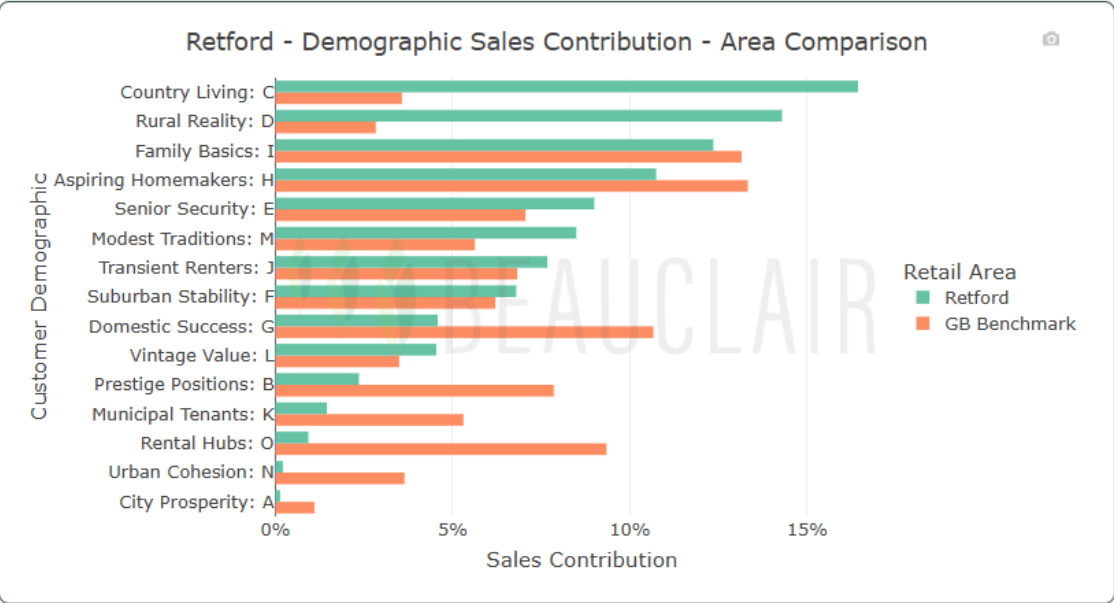
RETFORD – SECTOR SALES – % OF TOTAL JUNE 2026



RETFORD – SALES CONTRIBUTION BY DEMOGRAPHIC

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

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



Country Living (16.4%)

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 (14.3%)

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 (10.7%)

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 (12.4%)

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. April spans Monday 6th April 2026 to Sunday 3rd May 2026, May spans Monday 4th May 2026 to Sunday 31st May 2026 and June spans Monday 1st June 2026 to Sunday 5th July 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.