

# INSIGHTS REPORT

## WORKSOP

July 2026

Covering May and June 2026



# INSIGHTS COMMENTARY – MARCH AND APRIL 2026

Worksop's fragile trading performance persisted throughout May and June, with footfall continuing to underperform both the regional and national benchmarks. Annual visitor numbers declined by -13.5% in May and -14.9% in June, extending a pattern of sustained underperformance that has been evident every month since November 2025, when annual footfall comparisons first became available.

Despite the sharp decline in visits, sales increased annually in both months (+7.7% in May and +2.8% in June). However, this growth was driven entirely by higher average transaction values (+11.3% and +10.4% respectively), rather than increased consumer activity. Both the number of transactions (-3.3% in May and -7.0% in June) and customer numbers (-1.3% and -5.0%) continued to decline, mirroring national trends. The data therefore indicates that Worksop is attracting fewer shoppers, but those who do visit are spending more per transaction - a pattern that has been consistently evident since sales data became available in May 2025.

Encouragingly, the decline in customer numbers and transactions remains considerably less severe than the fall in footfall, suggesting that the town centre continues to convert visitors into purchasers relatively effectively.

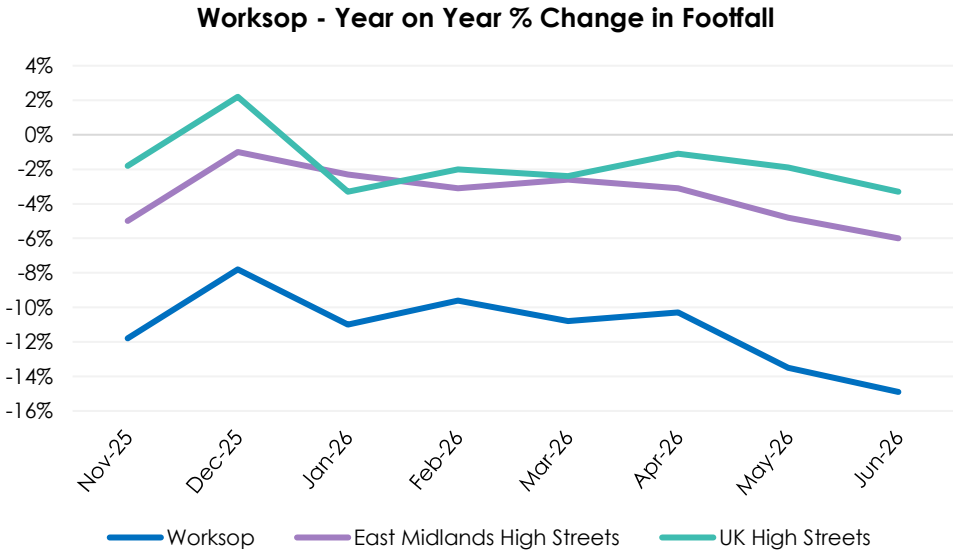
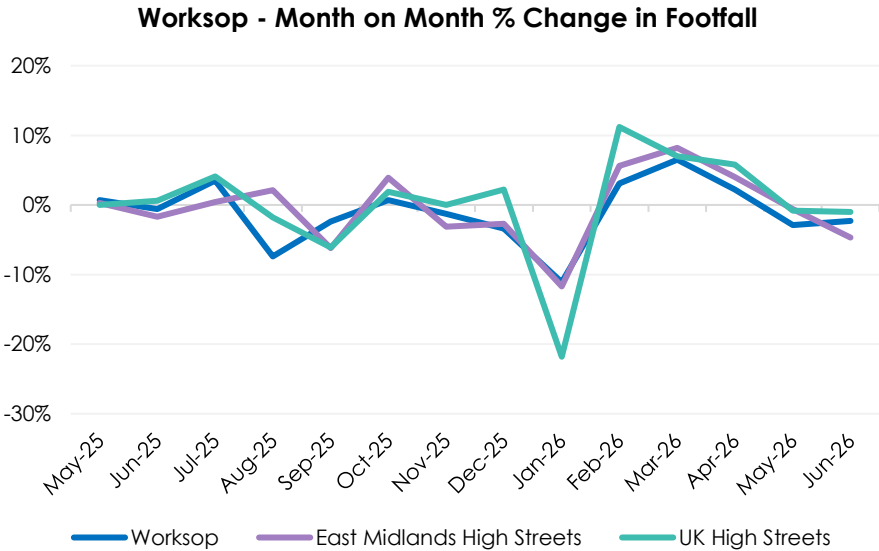
Six retail sectors account for 91% of all spending in Worksop, with Grocery representing almost half of total expenditure. Grocery, General Retail and Food & Drink were the strongest-performing sectors over the two-month period. Grocery sales increased in both May (+4.7%) and June (+3.4%), while General Retail recorded exceptional growth in May (+27.5%) before remaining broadly flat in June (-0.2%). Food & Drink also performed relatively well, rising by +2.4% in May and remaining almost unchanged year-on-year in June (-0.2%). In contrast, Transport—which includes car parking and is likely to reflect reduced visitor volumes—and Health & Beauty were the weakest-performing sectors. Transport sales fell by -1.5% in May and -7.7% in June, while Health & Beauty recorded much steeper declines of -21.1% and -15.3% respectively.

Worksop's customer profile is slightly less affluent than the GB average. Four key demographic groups—Family Basics, Aspiring Homemakers, Domestic Success and Transient Renters—accounted for 47% of customers during May and June, broadly in line with the GB benchmark (48%) and continuing to reflect a younger customer base. However, an older demographic - Vintage Value - was more strongly represented in Worksop than nationally, accounting for 8.6% of customers compared with just 3.0% across the GB benchmark.

# WORKSOP FOOTFALL – MAY AND JUNE 2026

| Footfall - Month on Month % Change |          |                            |                 |
|------------------------------------|----------|----------------------------|-----------------|
|                                    | Workshop | East Midlands High Streets | UK High Streets |
| May-26                             | -2.9%    | -0.6%                      | -0.8%           |
| Jun-26                             | -2.3%    | -4.7%                      | -1.0%           |

| Footfall - Year on Year % Change |          |                            |                 |
|----------------------------------|----------|----------------------------|-----------------|
|                                  | Workshop | East Midlands High Streets | UK High Streets |
| May-26                           | -13.5%   | -4.8%                      | -1.9%           |
| Jun-26                           | -14.9%   | -6.0%                      | -3.3%           |



# WORKSOP SALES – MAY AND JUNE 2026

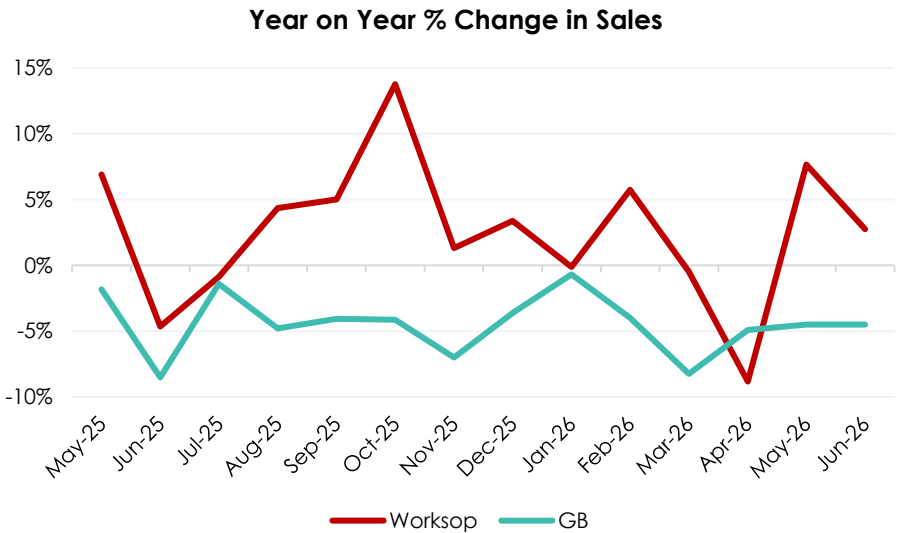
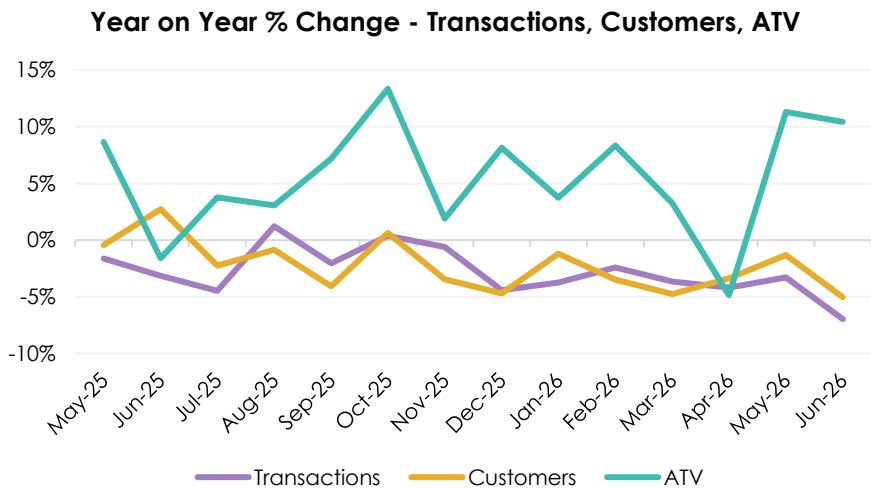
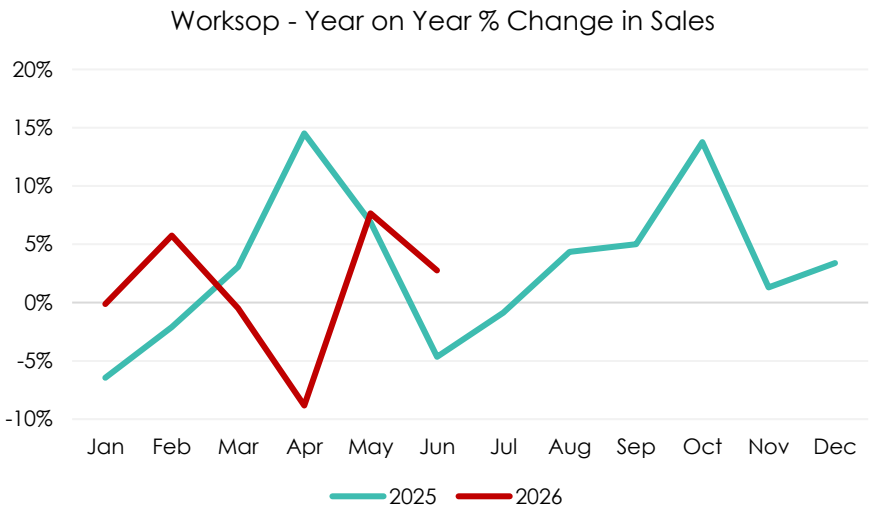
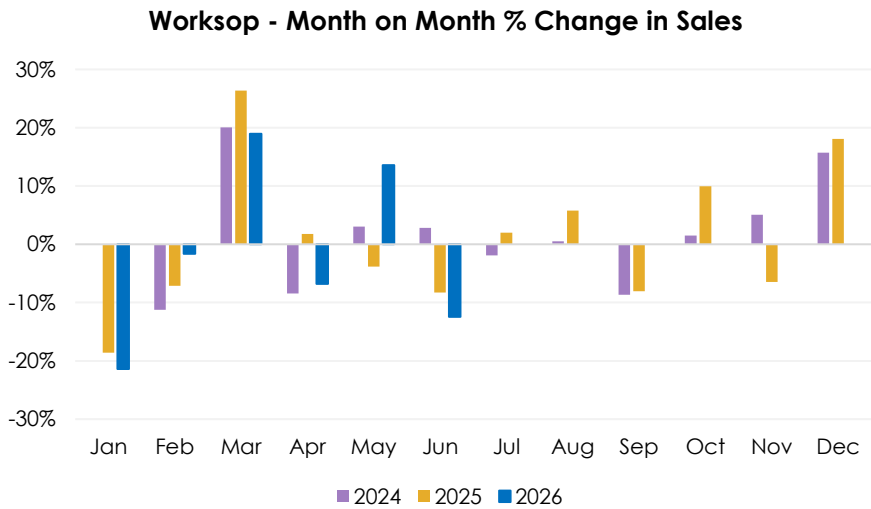
| Workshop Sales                  |            |            |
|---------------------------------|------------|------------|
|                                 | May-26     | Jun-26     |
| £ sales                         | £9,948,139 | £8,709,978 |
| Number of Transactions          | 365,377    | 333,435    |
| Number of Customers             | 83,963     | 81,537     |
| Average Transaction Value       | £27        | £26        |
| Average Revenue per Transaction | £118       | £107       |

| Workshop % 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 |
| 13.6%                                          | -12.4%                                         | 7.7%                             | 2.8%                             |
| 5.5%                                           | -8.7%                                          | -3.3%                            | -7.0%                            |
| 3.0%                                           | -2.9%                                          | -1.3%                            | -5.0%                            |
| 7.7%                                           | -4.1%                                          | 11.3%                            | 10.4%                            |
| 10.2%                                          | -9.8%                                          | 9.1%                             | 8.2%                             |

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

| Sales - GB 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%                             |

# WORKSOP SALES – TREND BY MONTH



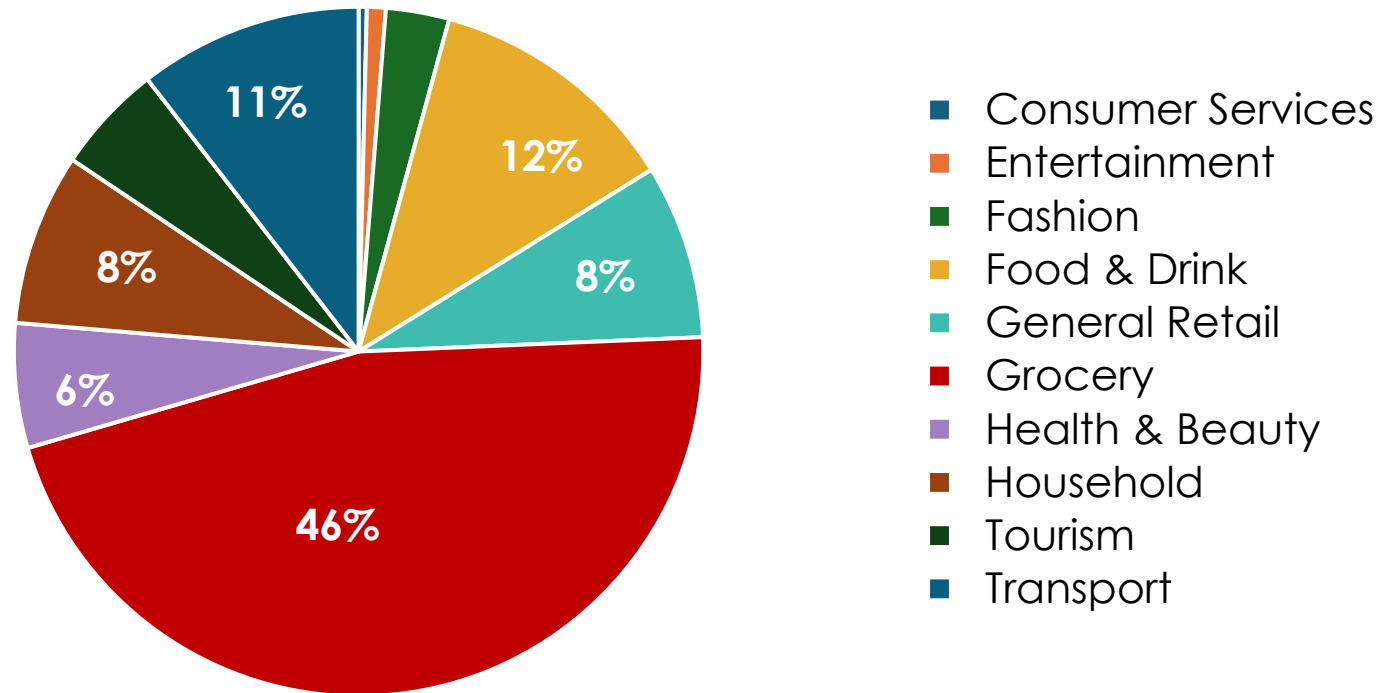
# WORKSOP SECTOR SALES – MAY AND JUNE 2026

| Workshop Sales by Sector |            |            |                     |
|--------------------------|------------|------------|---------------------|
|                          | May-26     | Jun-26     | % of total Jun 2026 |
| Consumer Services        | £28,928    | £33,341    | 0%                  |
| Entertainment            | £83,899    | £77,126    | 1%                  |
| Fashion                  | £248,224   | £258,867   | 3%                  |
| Food & Drink             | £1,112,477 | £1,037,930 | 12%                 |
| General Retail           | £940,443   | £712,299   | 8%                  |
| Grocery                  | £4,410,913 | £4,019,703 | 46%                 |
| Health & Beauty          | £514,121   | £509,185   | 6%                  |
| Household                | £1,070,456 | £702,422   | 8%                  |
| Tourism                  | £622,927   | £444,481   | 5%                  |
| Transport                | £915,752   | £914,625   | 11%                 |
| Total                    | £9,948,139 | £8,709,978 | 100%                |

| Workshop % 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 |
| -20.8%                                         | 15.3%                                          | -0.6%                            | +26.3%                           |
| -13.1%                                         | -8.1%                                          | -13.2%                           | +13.4%                           |
| 8.6%                                           | 4.3%                                           | +3.5%                            | +18.4%                           |
| 10.6%                                          | -6.7%                                          | +2.4%                            | -0.2%                            |
| 47.8%                                          | -24.3%                                         | +27.5%                           | -0.2%                            |
| 10.0%                                          | -8.9%                                          | +4.7%                            | +3.4%                            |
| -26.9%                                         | -1.0%                                          | -21.1%                           | -15.3%                           |
| 1.6%                                           | -34.4%                                         | -2.3%                            | -17.9%                           |
| 344.8%                                         | -28.6%                                         | +282.4%                          | +495.1%                          |
| 7.7%                                           | -0.1%                                          | -1.5%                            | -7.7%                            |
| 13.6%                                          | -12.4%                                         | 7.7%                             | 2.8%                             |

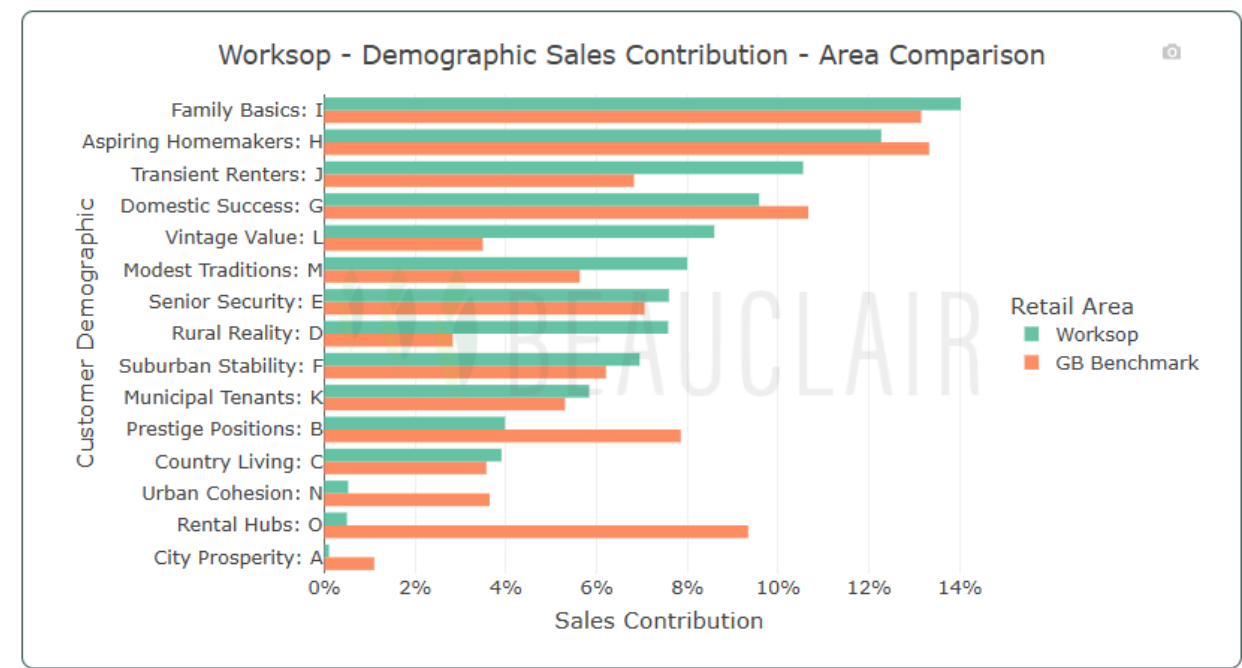
| Sales - GB Benchmark |                                  |                                  |
|----------------------|----------------------------------|----------------------------------|
|                      | Year on year % change - May 2026 | Year on year % change - Jun 2026 |
| Food & Drink         | -3.0%                            | -5.3%                            |
| General Retail       | -4.9%                            | -6.7%                            |
| Grocery              | -1.2%                            | -2.9%                            |
| Health & Beauty      | -6.4%                            | -1.9%                            |
| Household            | -3.7%                            | -2.5%                            |
| Transport            | -2.1%                            | -1.7%                            |

# WORKSOP – SECTOR SALES – % OF TOTAL JUNE 2026



# WORKSOP – SALES CONTRIBUTION BY DEMOGRAPHIC

55% of sales in Worksop town centre during May and June 2026 come from customers who belong to five demographic groups  
48% of sales from the GB benchmark during May and June 2026 come from customers in the same five demographic groups



**Family Basics (14.0%)**  
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 (9.6%)**  
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 (12.3%)**  
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 (10.6%)**  
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

**Vintage Value (8.6%)**  
Elderly people with limited pension income, mostly living alone.

- Retired singles
- Council/HA tenants
- No qualifications
- Low discretionary income
- Very low-tech households
- Fuel and water poverty

# WORKSOP – NOTES

- MRI monthly footfall is based on a 445 calendar. April spans Monday 6<sup>th</sup> April 2026 to Sunday 3<sup>rd</sup> May 2026, May spans Monday 4<sup>th</sup> May 2026 to Sunday 31<sup>st</sup> May 2026 and June spans Monday 1<sup>st</sup> June 2026 to Sunday 5<sup>th</sup> July 2026. Annual % change is based on a comparison with the same weeks in 2025. 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.