# INSIGHTS REPORT

## WORKSOP

July 2025

Covering May and June 2025

# INSIGHTS COMMENTARY – MAY AND JUNE 2025

NORTH NOTTS BID
BUILDING A BETTER FUTURE

Worksop's trading performance over the two months of May and June 2025 was resilient in the face of ongoing consumer cautiousness. Sales rose strongly during May from 2024 versus a decline in the GB benchmark, supported by the warm and sunny weather in combination with two bank holidays and the school half term break. During June sales fell back, declining from 2024, however, the drop was only two thirds that of the GB benchmark.

The annual uplift in sales during May was driven wholly by an annual increase in the average transaction value (ATV), whilst the number of customers and transactions declined. This indicates that during May the town attracted fewer customers than during May 2024, but those who did purchase spent a greater amount.

The decline in sales in Worksop during June reflected the national picture, with spending being impacted by a combination of consumers reining in their spending and very hot weather which made alternative non-town destinations attractive. This was reflected in a drop in footfall from May to June. There was also a calendar offset which meant that June 2025 had one less Saturday than June 2024, and with Saturday being the peak trading day of the week this will have inevitably impacted sales. Despite the annual decline in sales during June, the drop in Worksop was less severe than the GB benchmark with an increase in customer numbers versus a decline nationally.

Six retail sectors account for 95% of sales in Worksop, with Grocery being by far the largest. Sales were supported during both May and June by double digit increases from 2024 in Grocery, and during May by an increase of more than a fifth in Health & Beauty sales. Sales were also underpinned by modest rises during both May and June in the Food & Drink sector, which is the second largest sales sector in Worksop.

Sales in Worksop town centre rose annually during May 2025 (+6.1%) versus a drop across the GB benchmark (-1.8%). During June sales fell back to below June 2024 (-5.3%), however, this was still a stronger result than the GB benchmark (-8.5%).

The increase in sales during May was due to a stronger ATV than last year (+8.6%), whilst both customers and transactions weakened from May 2024 (-1.5% and -2.4% respectively). During June, customer numbers in Worksop rose annually (+1.4%) versus a noticeable drop across GB (-5.6%), however, there were declines in both the ATV and transaction numbers (-1.5% and -3.9%).

Six retail categories account for 95% of sales in Worksop, with 46% of sales during April accounted for by Grocery alone. Sales in both May and June were supported by large annual increases in Grocery spending (+14.8% in May and +10.2% in June), together with a significant increase in Health & Beauty spending during May (+22.9%). Overall sales in the town centre were also supported by the Food & Drink sector - the second largest sector for Worksop in terms of sales – which were higher than in 2024 during both May and June (+0.1% and +2%). During May, the uplift in Food & Drink sales in Worksop was more modest than the GB benchmark (+1.9%), but much stronger during June when Food & Drink sales across GB declined markedly(-10.5%).

38% of sales in Worksop originates from customers who belong to three demographic groups, all of which have a bias towards younger age groups. Just 33% of customers across the GB benchmark belong to these groups.

Insights commentary by Rendle Intelligence and Insights

# WORKSOP FOOTFALL – MAY AND JUNE 2025

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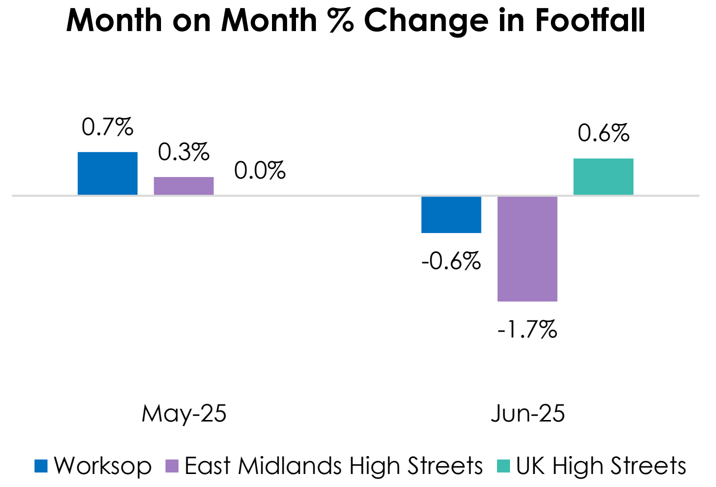
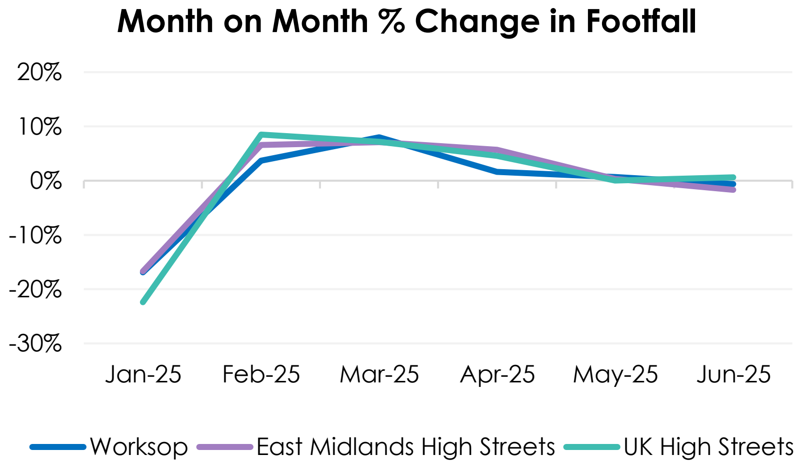
| Worksop Footfall | |
|---|---|
| | MoM % change |
| May-25 | 0.7% |
| Jun-25 | -0.6% |

| Footfall Benchmarks - MoM % change | | |
|---|---|---|
| | East Midlands High Streets | UK High Streets |
| May-25 | 0.3% | 0.0% |
| Jun-25 | -1.7% | 0.6% |

| Worksop Footfall | |
|---|---|
| | YoY % change |
| May-25 | |
| Jun-25 | |

| Footfall Benchmarks - YoY % change | | |
|---|---|---|
| | East Midlands High Streets | UK High Streets |
| May-25 | 2.4% | -1.1% |
| Jun-25 | 4.7% | 0.1% |




NB The first Year on year data will be available in December 2025.

Source: MRI Software

# WORKSOP SALES – MAY AND JUNE 2025

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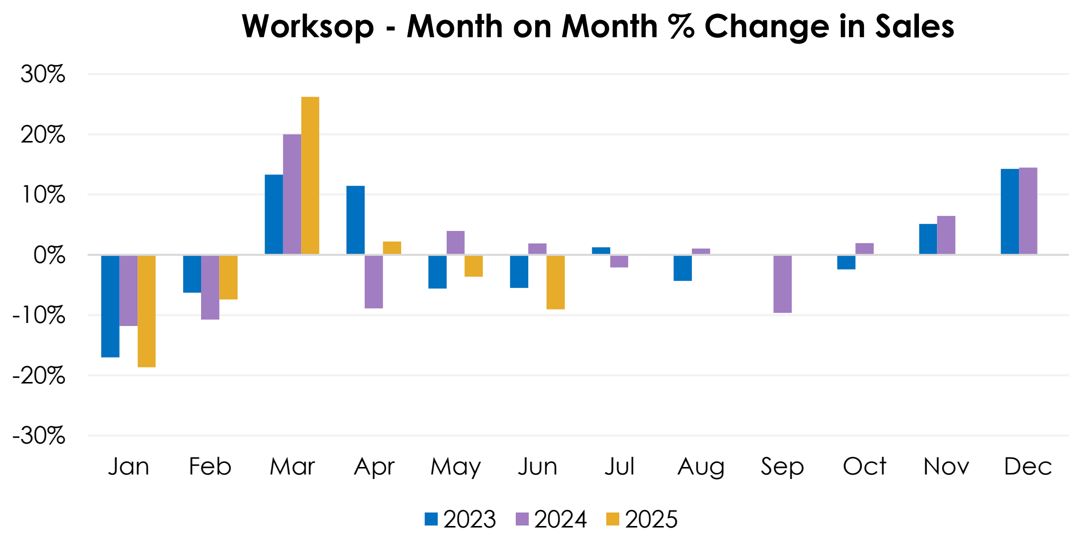
| Worksop Sales | | |
|---|---|---|
| | May-25 | Jun-25 |
| £ sales | £9,612,971 | £8,745,445 |
| Number of Transactions | 391,874 | 370,973 |
| Number of Customers | 88,765 | 89,274 |
| Average Transaction Value | £25 | £24 |
| Average Revenue per Transaction | £108 | £98 |

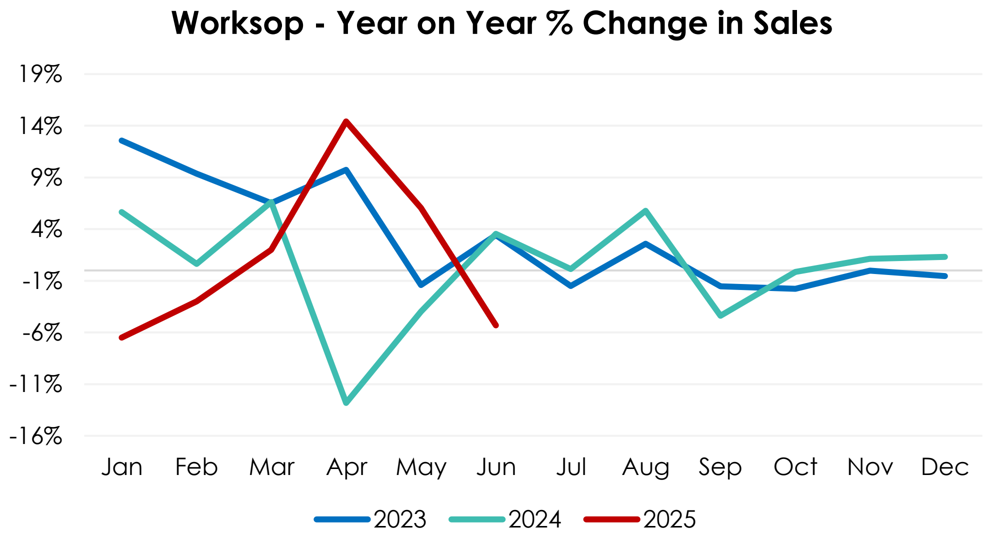
| Worksop % change in Sales | | | |
|---|---|---|---|
| Month on month % change - Apr to May 2025 | Month on month % change - May to Jun 2025 | Year on year % change - May 2025 | Year on year % change -Jun 2025 |
| -3.6% | -9.0% | 6.1% | -5.3% |
| 4.5% | -5.3% | -2.4% | -3.9% |
| 1.0% | 0.6% | -1.5% | 1.4% |
| -7.7% | -3.9% | 8.6% | -1.5% |
| -4.6% | -9.5% | 7.6% | -6.6% |

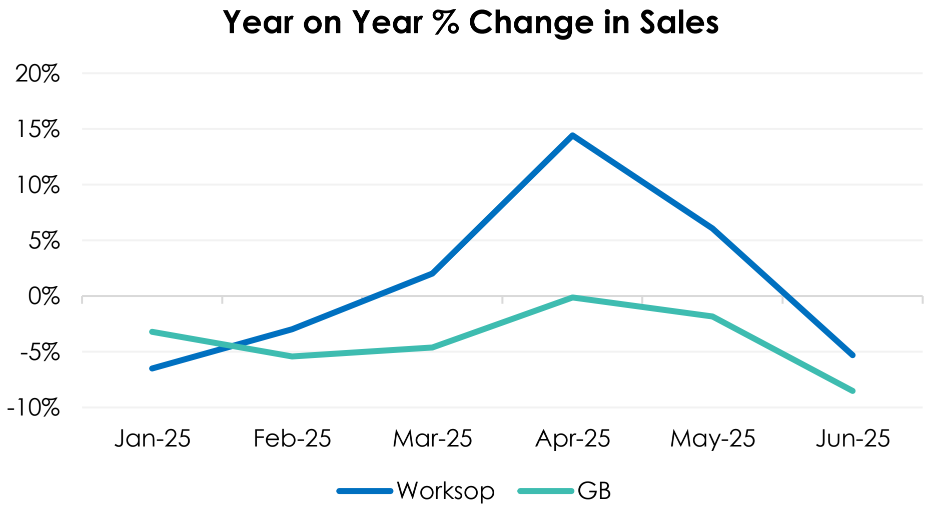
| Sales - UK Benchmark | | |
|---|---|---|
| | Year on year % change - May 2025 | Year on year % change - Jun 2025 |
| £ Sales | -1.8% | -8.5% |
| Number of Transactions | -1.3% | -7.5% |
| Number of Customers | -1.3% | -5.6% |
| Average Transaction Value | -0.5% | -1.1% |
| Average Revenue per Transaction | -0.5% | -3.1% |

Source: Beauclair

# WORKSOP SALES – TREND BY MONTH




Source: Beauclair

# WORKSOP SECTOR SALES – MAY AND JUNE 2025

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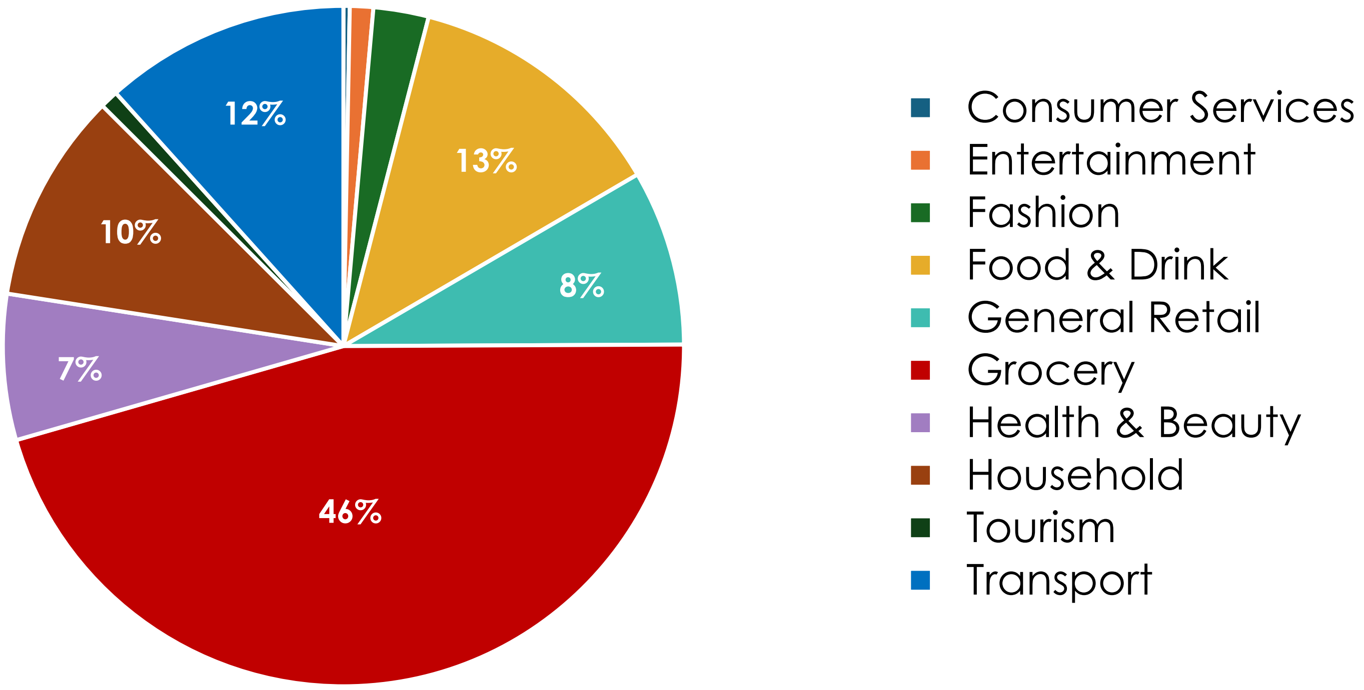
| Worksop Sales by Sector | | | |
|---|---|---|---|
| | May-25 | Jun-25 | % of total Jun 2025 |
| Consumer Services | £29,550 | £26,167 | 0% |
| Entertainment | £122,373 | £96,943 | 1% |
| Fashion | £262,107 | £229,358 | 3% |
| Food & Drink | £1,159,497 | £1,098,104 | 13% |
| General Retail | £758,446 | £729,565 | 8% |
| Grocery | £4,321,133 | £3,988,990 | 46% |
| Health & Beauty | £677,449 | £605,751 | 7% |
| Household | £1,161,226 | £876,127 | 10% |
| Tourism | £164,697 | £75,742 | 1% |
| Transport | £956,492 | £1,018,700 | 12% |
| Total | £9,612,971 | £8,745,445 | 100% |

| Worksop % change in Sales | | | |
|---|---|---|---|
| Month on month % change - Apr to May 25 | Month on month % change - May to Jun 25 | Year on year % change – May 25 | Year on year % change - Jun 25 |
| 15.0% | -11.4% | -26.4% | -21.5% |
| -12.7% | -20.8% | +36.6% | +4.2% |
| 6.9% | -12.5% | -35.0% | -32.8% |
| 5.8% | -5.3% | +0.1% | +2.0% |
| -5.9% | -3.8% | -7.9% | -16.9% |
| 5.9% | -7.7% | +14.8% | +10.2% |
| -5.4% | -10.6% | +22.9% | -13.8% |
| -21.4% | -24.6% | -7.3% | -8.9% |
| -67.4% | -54.0% | +21.8% | -87.6% |
| 8.5% | 6.5% | +12.9% | +10.9% |
| -3.6% | -9.0% | 6.1% | -5.3% |

| Sales - UK Benchmark | | |
|---|---|---|
| | Year on year % change - May 25 | Year on year % change - Jun 25 |
| Food & Drink | 1.9% | -10.5% |
| General Retail | -0.7% | -3.7% |
| Grocery | -1.3% | -5.0% |
| Health & Beauty | 0.2% | -6.9% |
| Household | 1.0% | 8.3% |
| Transport | -6.8% | -8.3% |

Source: Beauclair

# WORKSOP – SECTOR SALES – % OF TOTAL JUNE 2025

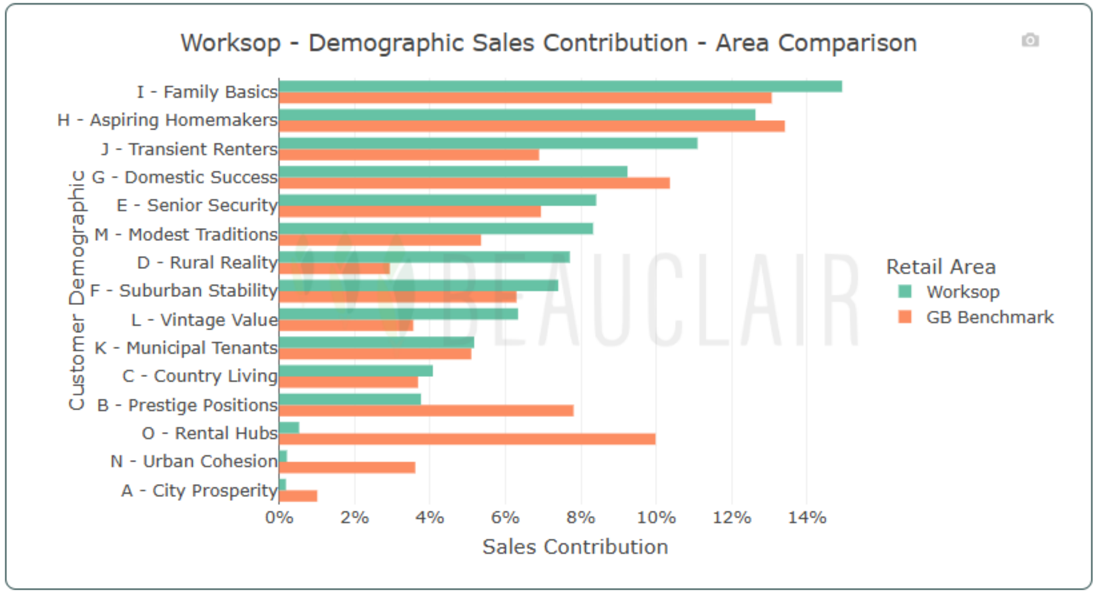



Source: Beauclair

# WORKSOP – SALES CONTRIBUTION BY DEMOGRAPHIC

**38% of sales come from customers who belong to three demographic groups**

**33% of sales from the GB benchmark come from customers in the same three demographic groups**




**Family Basics (14.9%)**
Families with limited resources who budget to make ends meet. Family Basics are households bringing up children, who have limited incomes and budget carefully. Most adults are aged in their twenties, thirties and forties. Many live as couples, others are single. Children are aged from pre-school years to adulthood. Residents live in low-cost family homes that are terraced or semi-detached houses, typically with three or fewer bedrooms. Many of these affordable homes are rented from local authorities or housing associations; others have been purchased with a mortgage. Housing typically dates from the middle part of the twentieth century and is often found within estates of similar properties.

**Aspiring Homemakers (12.6%)**
Established families in large detached homes living upmarket lifestyles. Aspiring Homemakers are young people in their twenties and thirties who are putting down roots in pleasant homes. Many have moved in recently, others have lived there for a few years and are beginning to settle. Households are a mix of young couples and single people. Around two-thirds have started families and have young children. Most have bought homes that are attractive to younger buyers. They are sensibly priced below the national average but mortgage payments still make a significant dent in these owners' monthly finances. A smaller number of residents rent from private landlords. Housing is modestly sized and a mix of styles, some modern and some dating from older eras.

**Transient Renters (11.1%)**
Single people renting low cost homes for the short term. Transient Renters are young single people in their twenties and thirties who rent affordable living spaces. Levels of movement are high, and most residents have only been living at their address for a few years or less. Some live alone while others share with housemates or partners. A minority of households include a young child. Accommodation is rented in low-value properties, usually terraced houses or flats. They are often found in locations close to urban centres, while some are situated in inexpensive neighbourhoods around cities and towns. Most are rented from private landlords; smaller numbers are rented from local authorities or housing associations.

Source: Experian/Beauclair

# WORKSOP – NOTES

- MRI monthly footfall is based on a 445 calendar. May 2025 spans Monday 5th May 2025 to Sunday 1st June 2025. June 2025 spans Monday 2nd June 2025 to Sunday 30th June 2025. Annual % change is based on a comparison with the same four 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.