

Church Stretton Town Centre Monthly Report for Visit Shropshire

All data is anonymised, aggregated and GDPR compliant

Summary

The monthly footfall in Church Stretton town centre has seen a 0.5% increase on June 2026, and a 9.7% increase with respect to July 2025.

Footfall

Footfall is measured by the volume of sample unique phones visiting Church Stretton town centre which is then extrapolated to represent the actual volume of visitors. The % change against previous month (June 2026) and previous year (July 2025) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

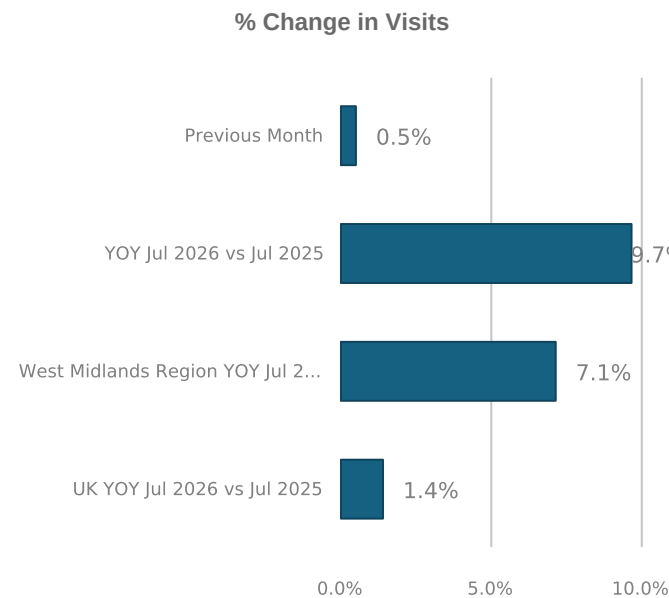


Fig.1 % change in total visits to the town centre

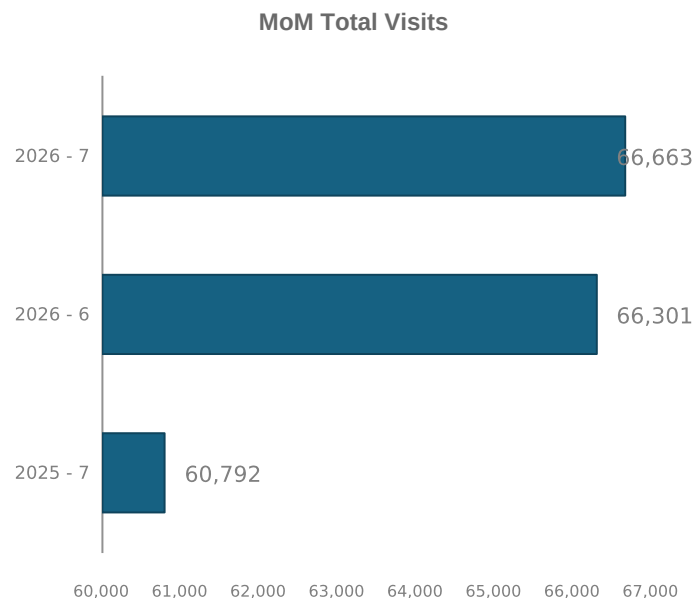


Fig.2 Total visits to the town centre

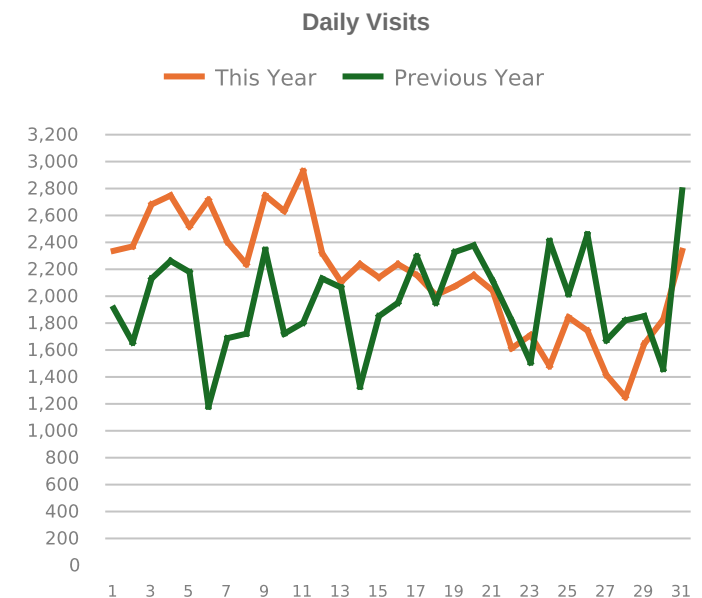


Fig.3 Number of daily visits to the town centre

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Visitors to Streets

The following charts provide footfall by streets in Church Stretton town centre. Sandford Avenue is the busiest road with 40,630 visits in July 2026 (Fig .4), this was 18.8% higher than July 2025 (Fig. 5) and 6.9% higher than in June 2026. Sandford Avenue attracts the most visitors with 51.9 % of all street visits. (Fig .6)

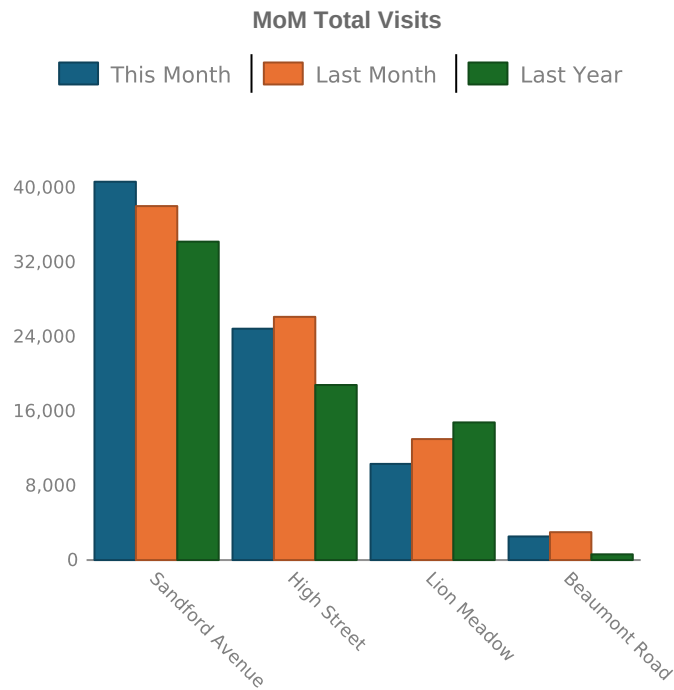


Fig.4 Total visits to street

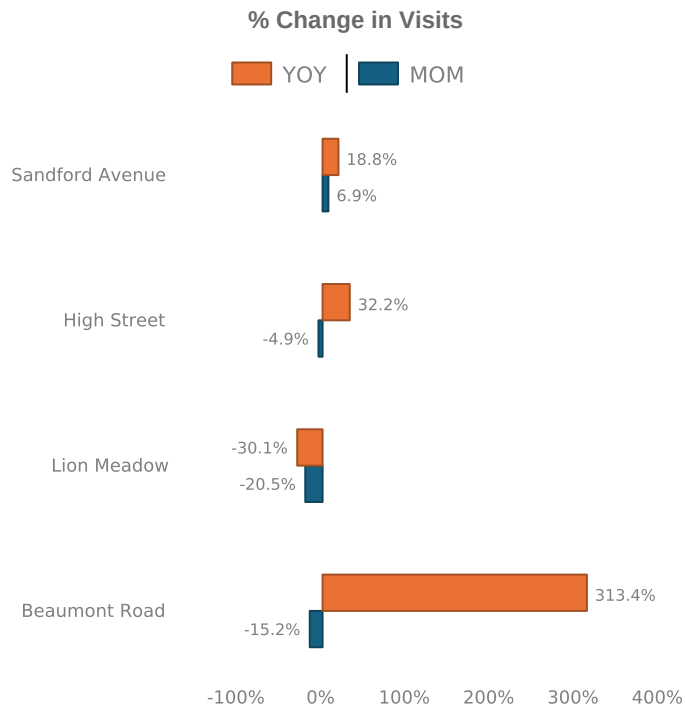


Fig.5 % in visits to street

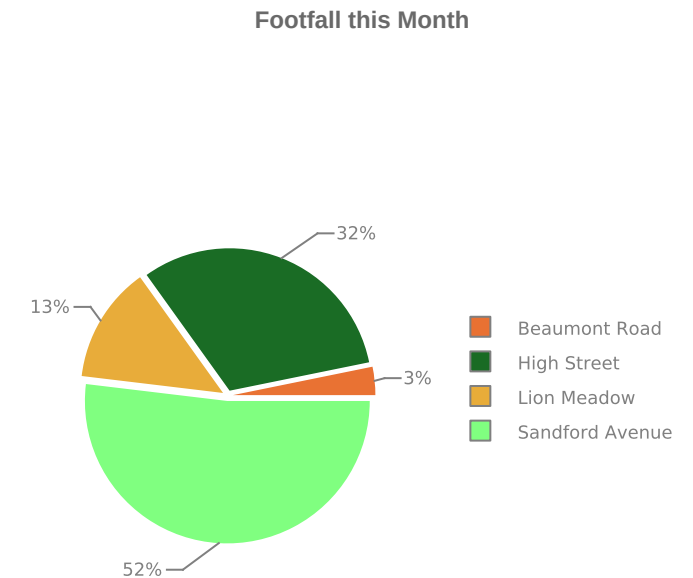


Fig.6 % footfall by street

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How Long do Visitors Stay For?

Average dwell time in Church Stretton town centre was 69 Minutes in July 2026 (Fig. 7) an increase of 4 minutes compared to July 2025.

The percentage of visitors by dwell minutes has shown 28.2% of all visitors in July 2026 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 16.5% of all visitors.

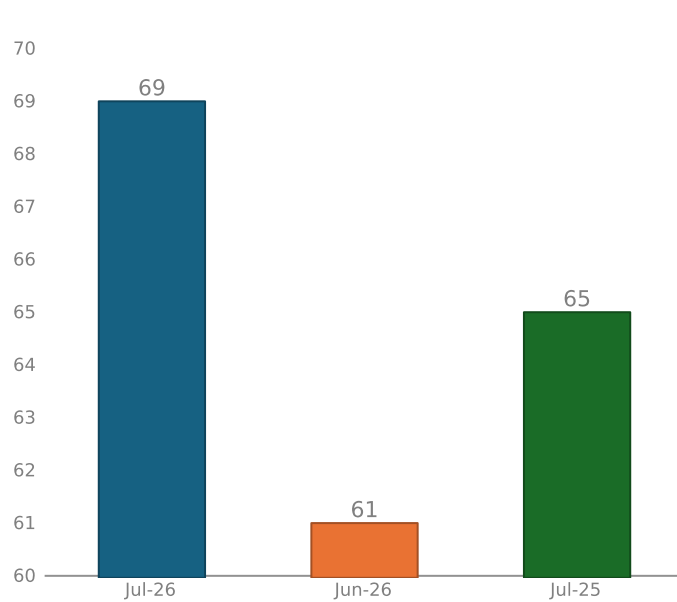


Fig.7 Average dwell time (minutes) in the town centre

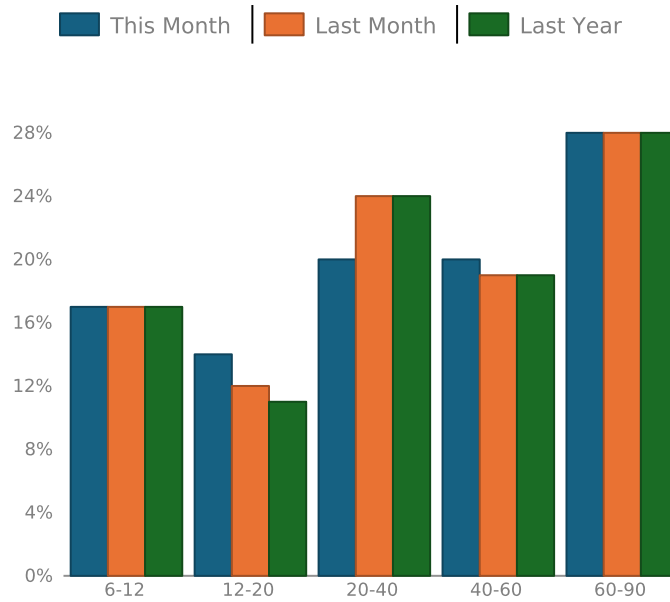


Fig.8 % of visitors by dwell time (minutes)

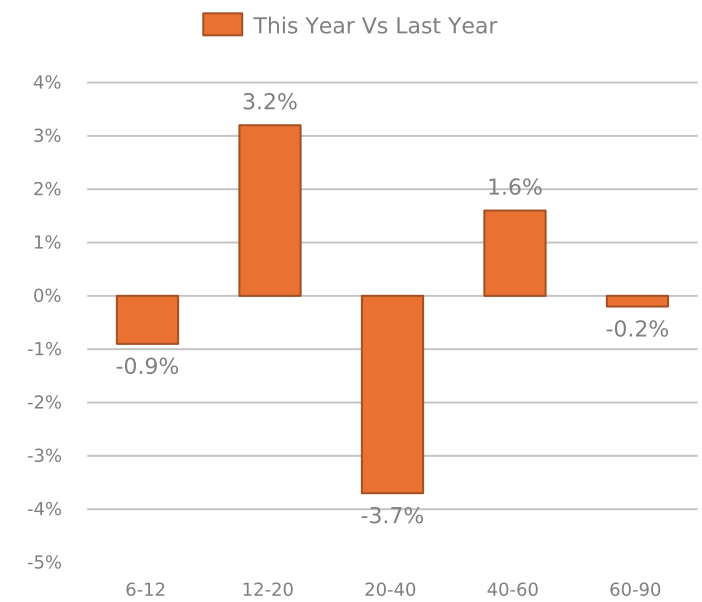


Fig.9 Change in % of visitors by dwell time (minutes)

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Where Do Visitors Come From?

The total number of visitors to Church Stretton town centre has increased from 5,674 in July 2025 to 6,526 in July 2026. The proportion of visitors residing within 3 miles has risen from 76.23% (Fig . 12) in June 2026 to 79.44% in July 2026.

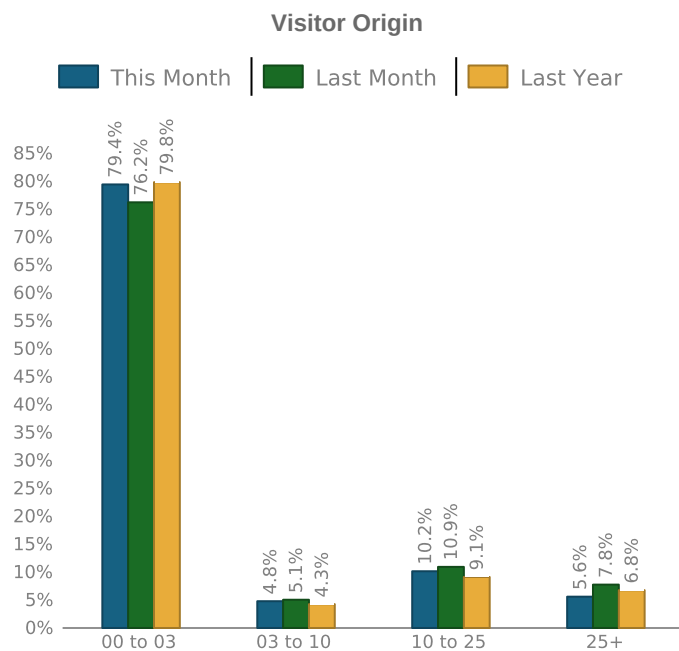


Fig.10 % volume of visitors by origin distance (miles)

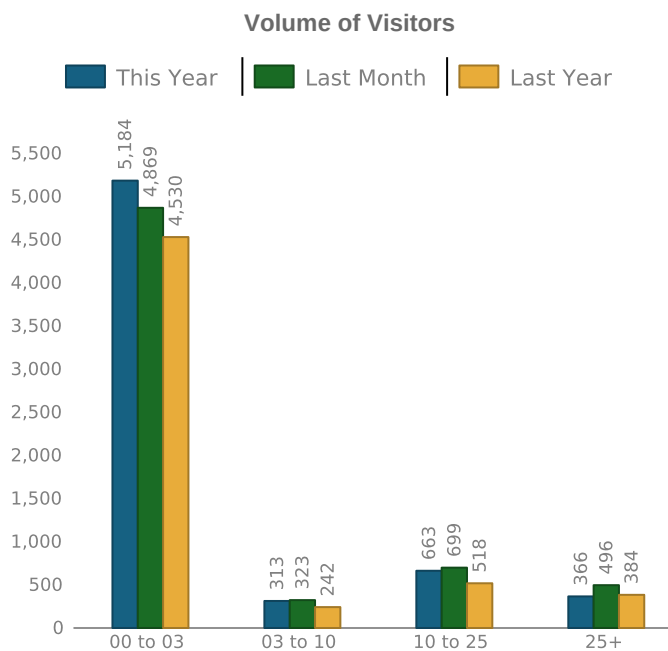


Fig.11 Volume of visitors by origin distance (miles)

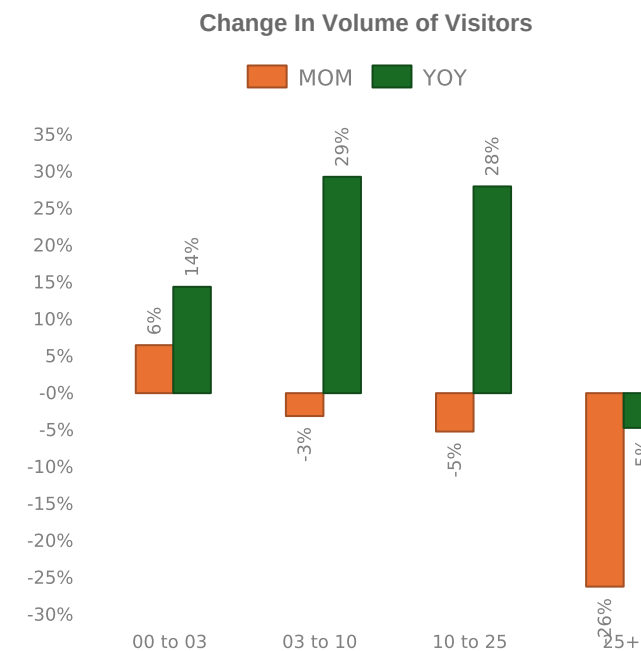


Fig.12 % of visitors by visitor origin distance (miles)

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Where do visitors with the highest spend potential come from?

SY6 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 1,327 in July 2026. Postcode SY3 (Fig. 14) has the largest number of potential high spend visitors totalling 9,879. Currently 37 high spend visitors are from this postcode. In July 2026 30% of all visitors to Church Stretton were classified as high spend potential, 53% medium and 17% low spend potential.

Postcodes providing largest number of High Spend Visitors

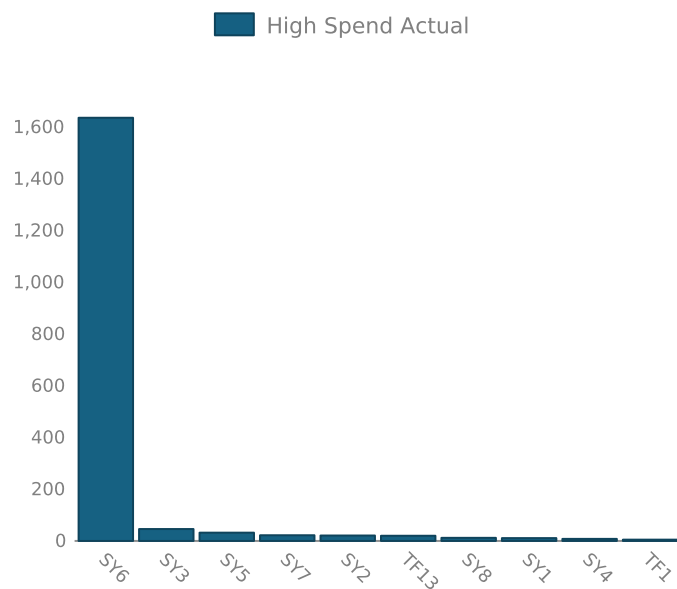


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

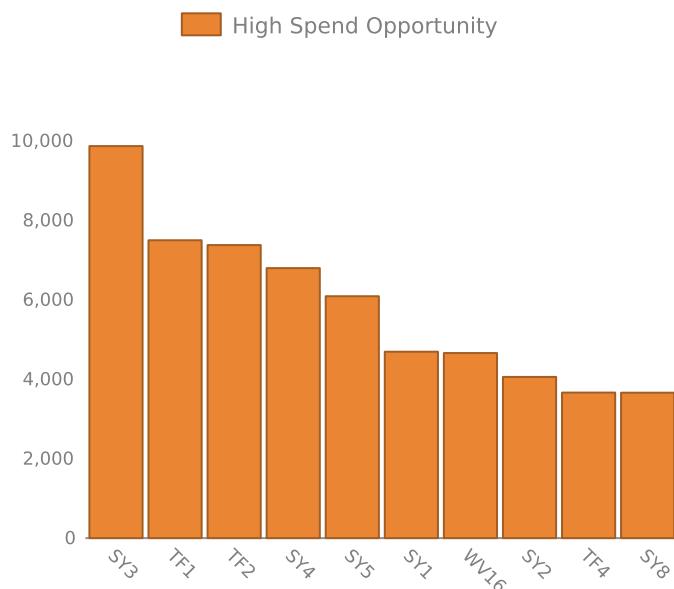


Fig.14 Visitors by postcode district

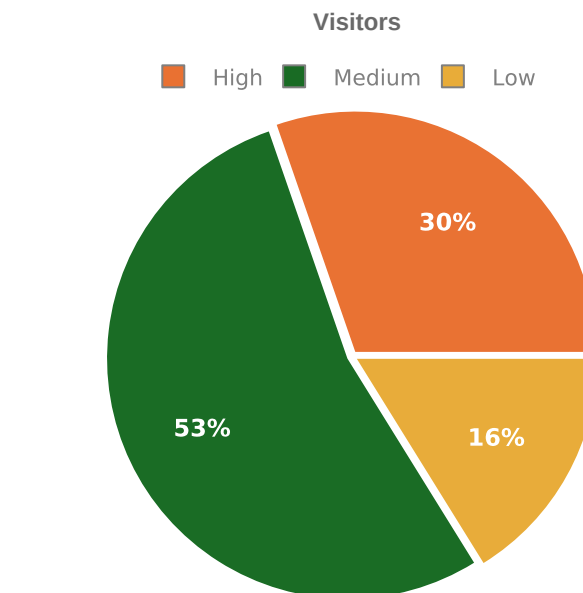


Fig.15 % of visitors by spend potential

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What is the Index of Multiple Deprivation Decile Profile of Visitors from 0 to 10 miles?

In July 2026, the largest number of visitors came from IMD decile 5 areas(Fig.16), contributing 3,658 visitors(Fig.17). The postcode district contributing the largest number of visitors was SY5 which ranked in IMD decile 6(Fig.18).

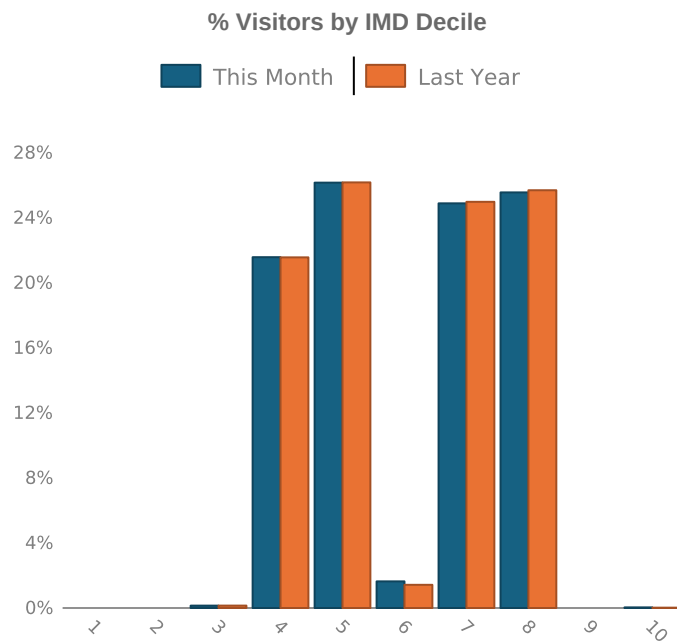


Fig.16 % of Visitors by Index of Multiple Deprivation Decile

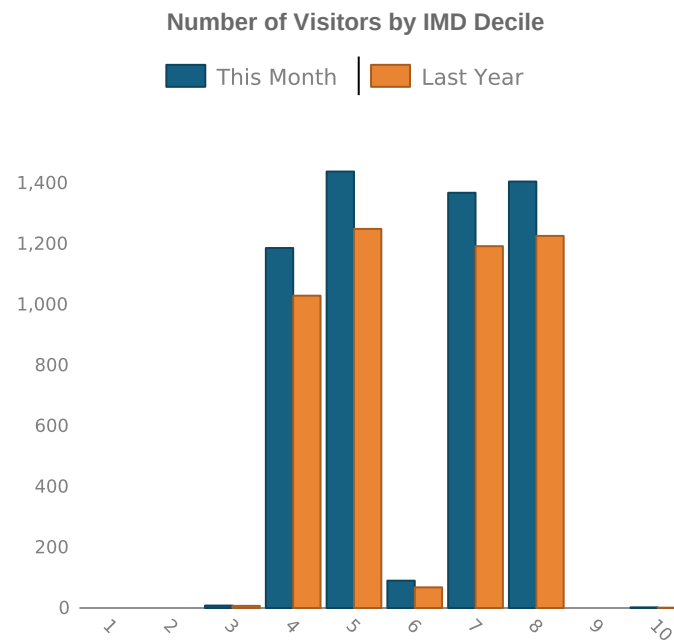


Fig.17 Visitors by Index of Multiple Deprivation Decile

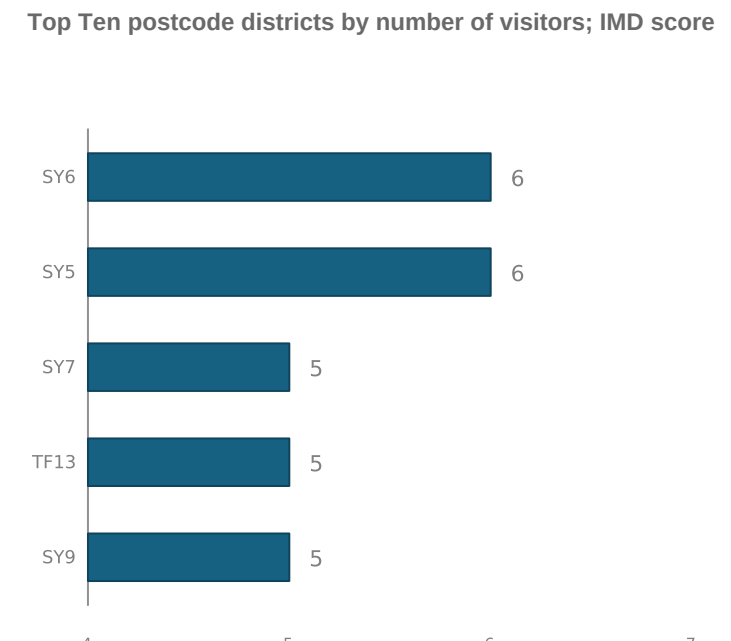


Fig.18 Top Ten postcode districts by number of visitors; IMD score

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What is the disposable income of your visitors?

The average income of the outcode contributing the most visitors is £36,920 (Fig.19). The £35,360 income group experienced the greatest increase in visitor volume, rising by a 0.3% share of the nearest 10 postcode districts(Fig.20)

% Visitors by UK Quintile Year on Year Comparison

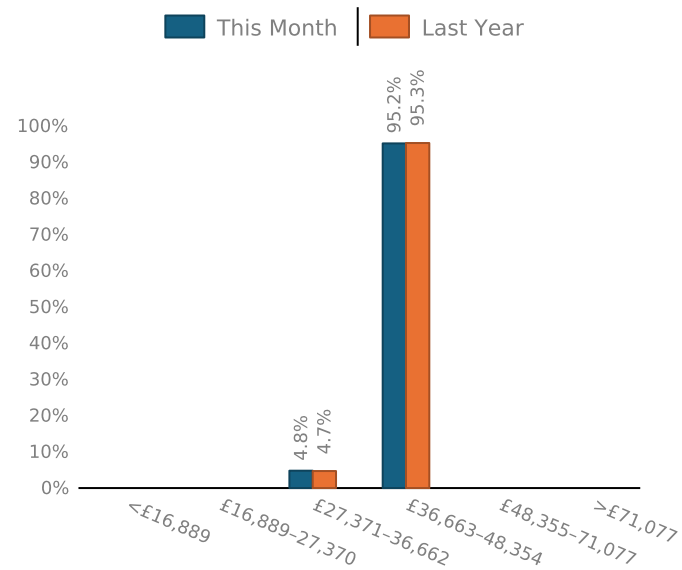


Fig.19 % Visitors by UK Disposable Income Quintile

Year on Year % Difference in Visitors by Quintile

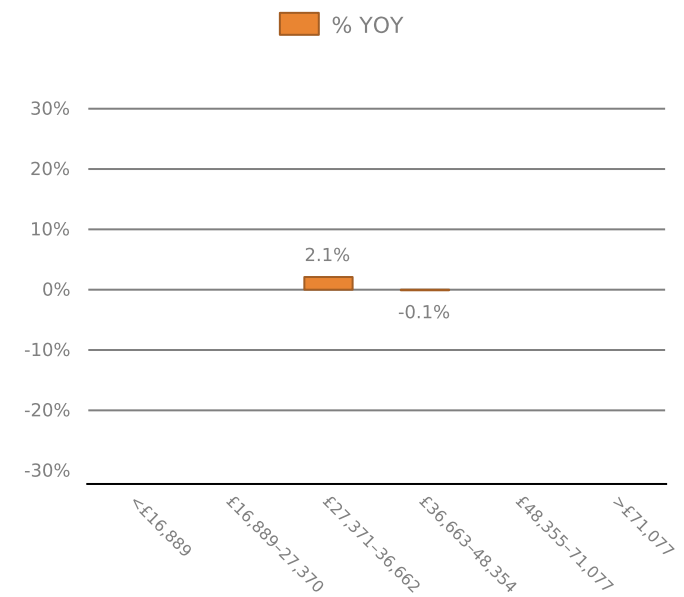


Fig.20 % Difference in Visitors by income Quintile