

Ellesmere Town Centre Monthly Report for Visit Shropshire

All data is anonymised, aggregated and GDPR compliant

Summary

The monthly footfall in Ellesmere town centre has seen a 3.5% increase on April 2026, and a 0.1% increase with respect to May 2025.

Footfall

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

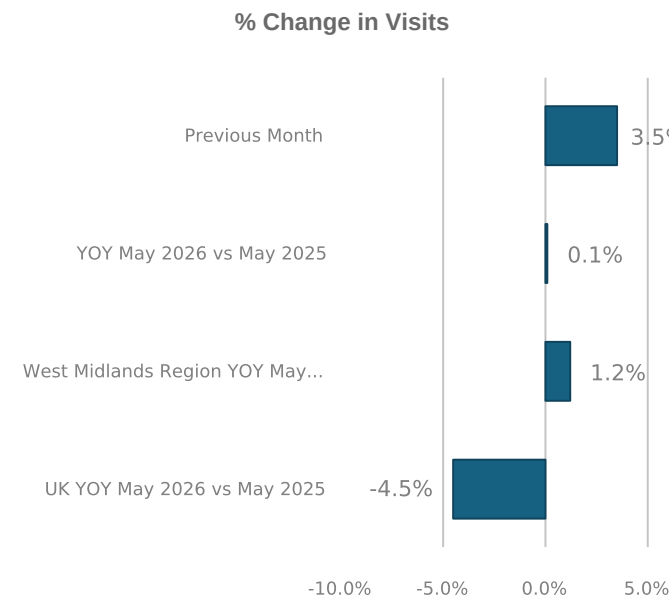


Fig.1 % change in total visits to the town centre

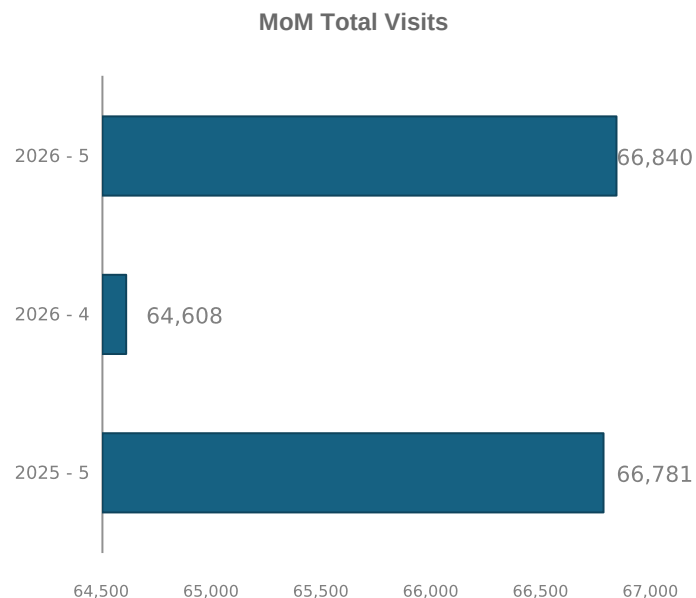


Fig.2 Total visits to the town centre

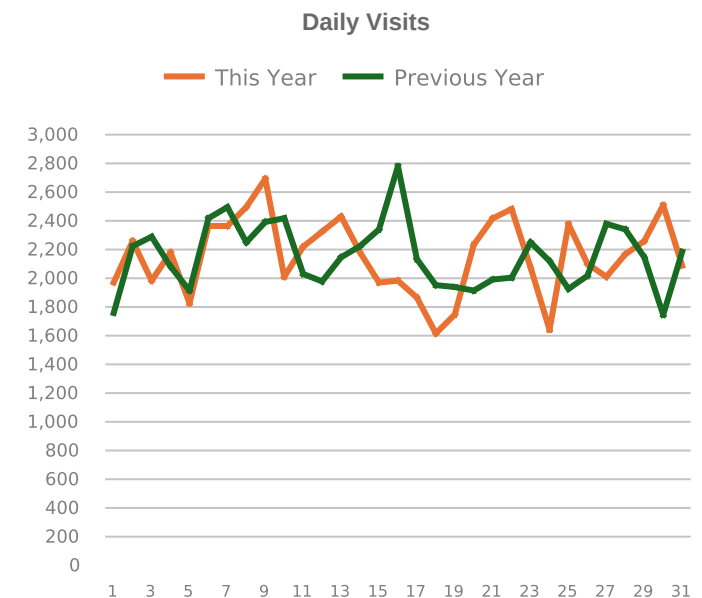


Fig.3 Number of daily visits to the town centre

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Visitors to Streets

The following charts provide footfall by streets in Ellesmere town centre. Cross Street is the busiest road with 25,100 visits in May 2026 (Fig .4), this was 5.7% higher than May 2025 (Fig. 5) and -1.7% lower than in April 2026. Cross Street attracts the most visitors with 27.5 % of all street visits. (Fig .6)

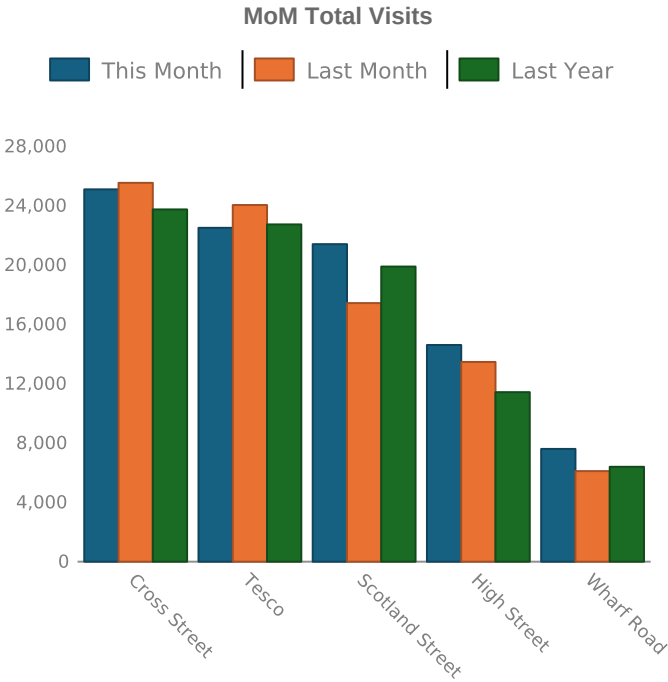


Fig.4 Total visits to street

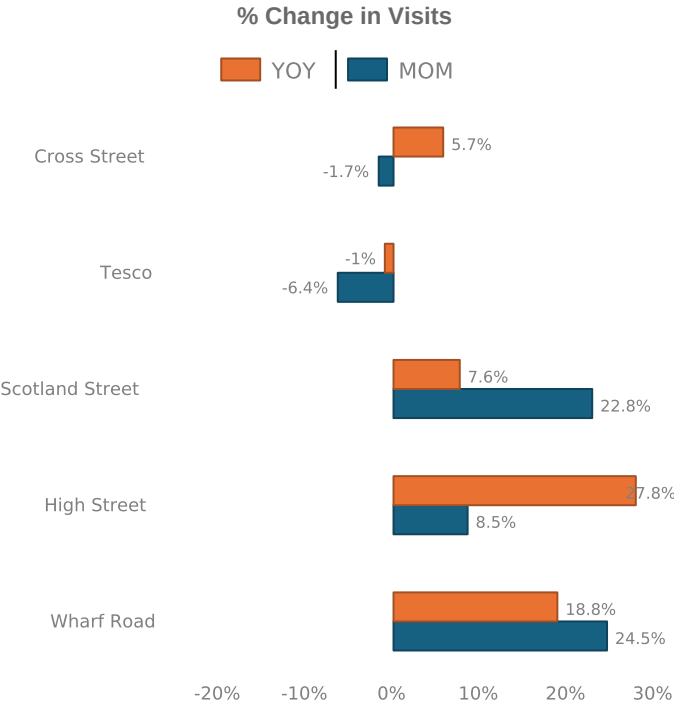


Fig.5 % in visits to street

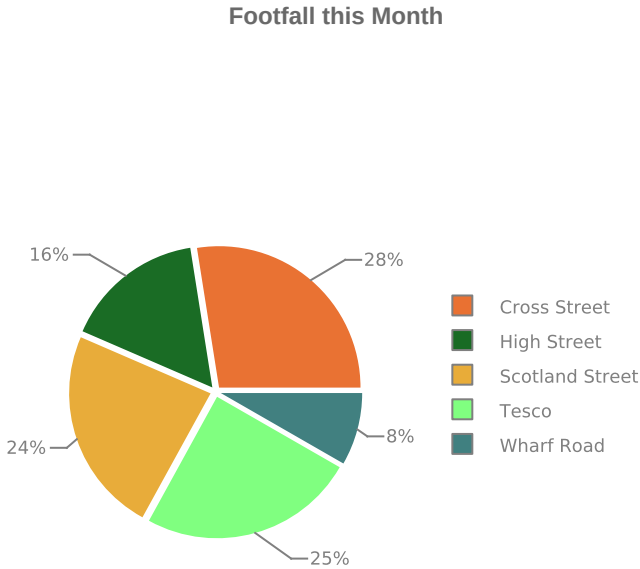


Fig.6 % footfall by street

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How Long do Visitors Stay For?

Average dwell time in Ellesmere town centre was 62 Minutes in May 2026 (Fig. 7) an increase of 17 minutes compared to May 2025. The percentage of visitors by dwell minutes has shown 26.3% of all visitors in May 2026 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 12.6% of all visitors.

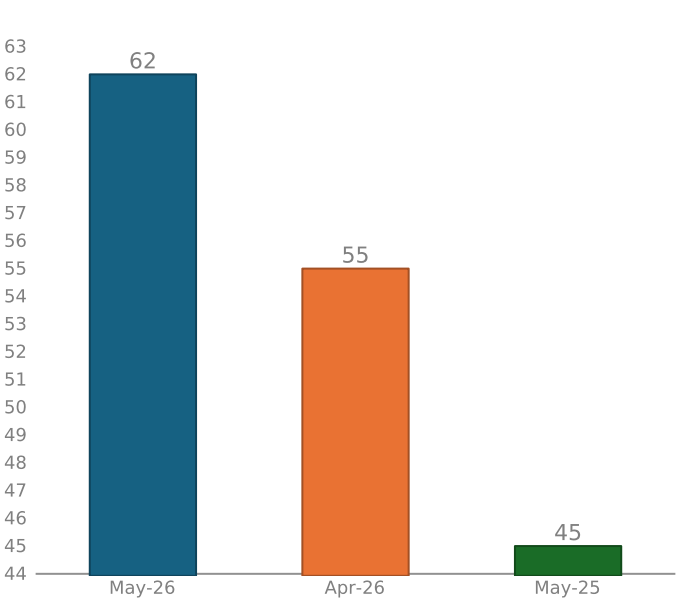


Fig.7 Average dwell time (minutes) in the town centre

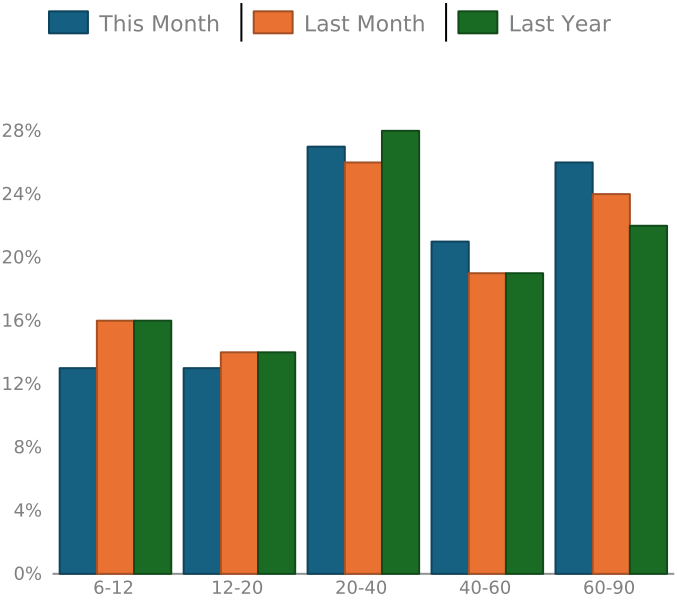


Fig.8 % of visitors by dwell time (minutes)

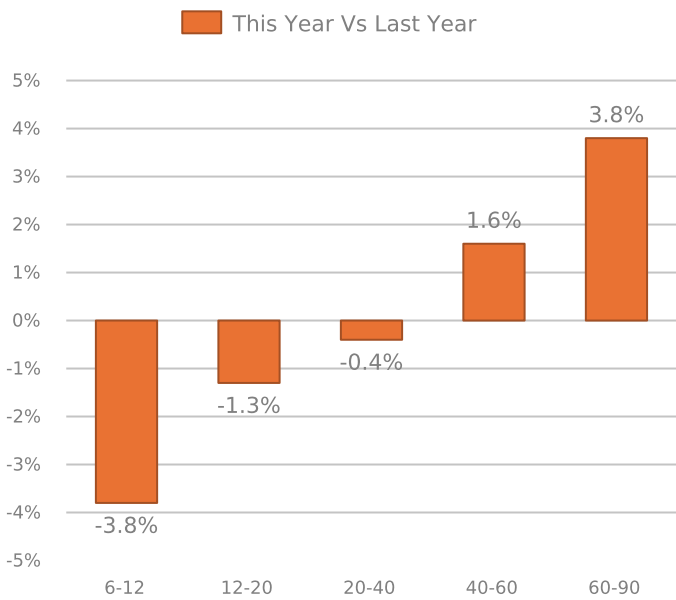


Fig.9 Change in % of visitors by dwell time (minutes)

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Where Do Visitors Come From?

The total number of visitors to Ellesmere town centre has decreased from 8,235 in May 2025 to 7,941 in May 2026. The proportion of visitors residing within 3 miles has risen from 38.21% (Fig . 12) in April 2026 to 38.47% in May 2026.

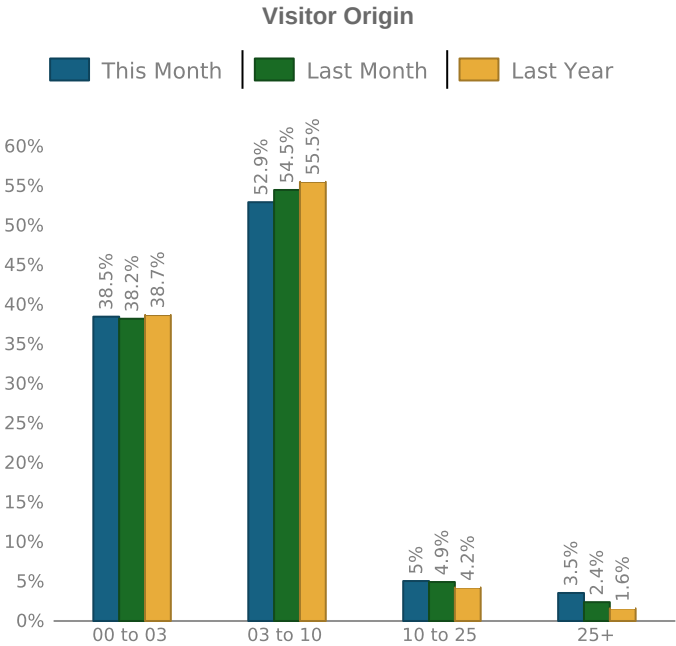


Fig.10 % volume of visitors by origin distance (miles)

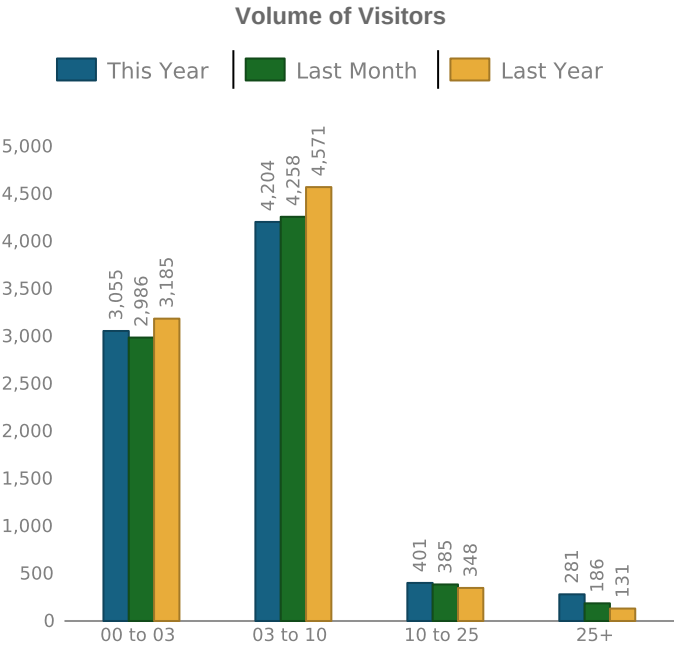


Fig.11 Volume of visitors by origin distance (miles)

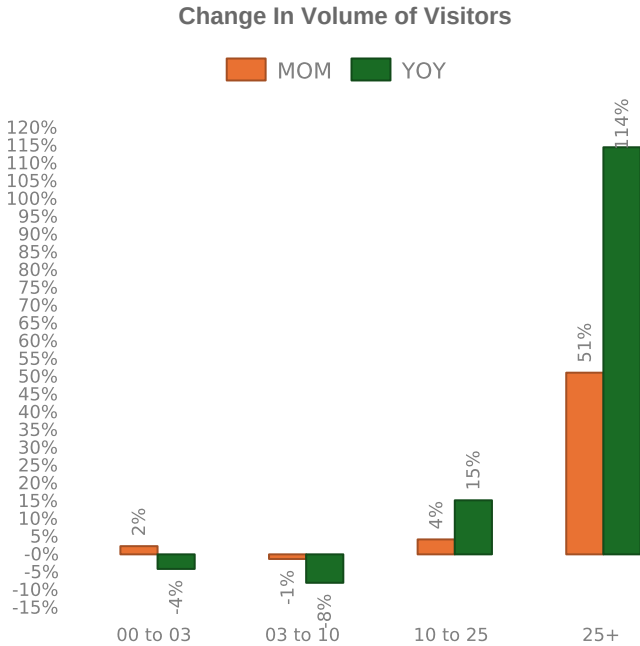


Fig.12 % of visitors by visitor origin distance (miles)

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Where do visitors with the highest spend potential come from?

SY12 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 732 in May 2026. Postcode SY3 (Fig. 14) has the largest number of potential high spend visitors totalling 9,904. Currently 12 high spend visitors are from this postcode. In May 2026 21% of all visitors to Ellesmere were classified as high spend potential, 54% medium and 25% low spend potential.

Postcodes providing largest number of High Spend Visitors

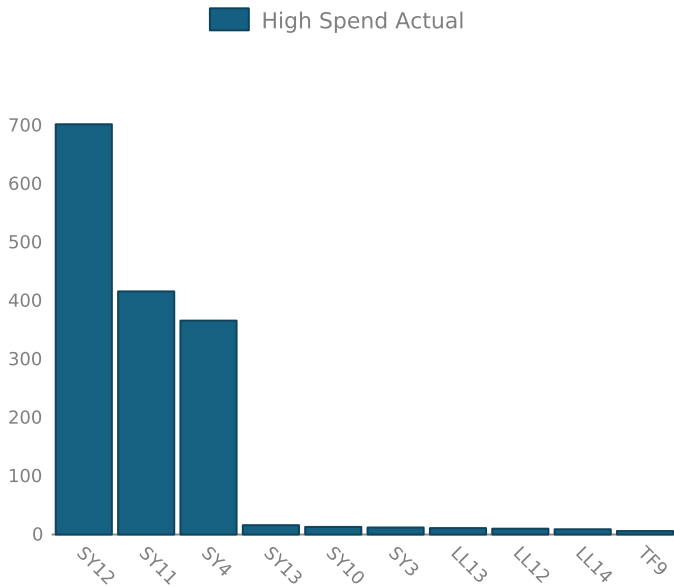


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

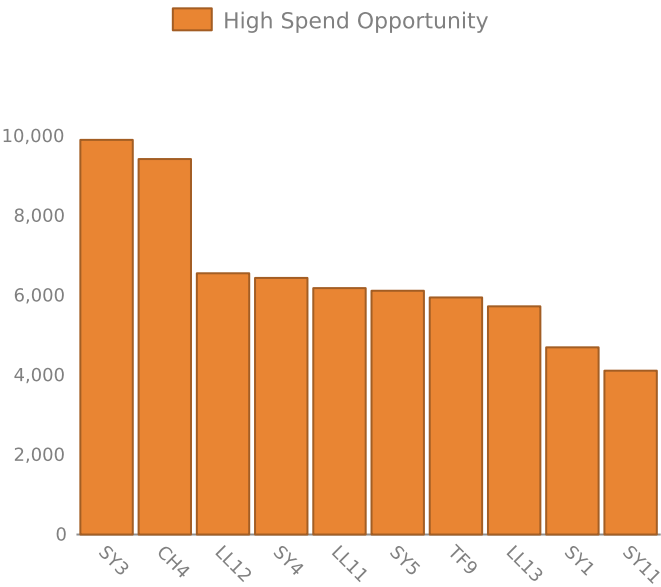


Fig.14 Visitors by postcode district

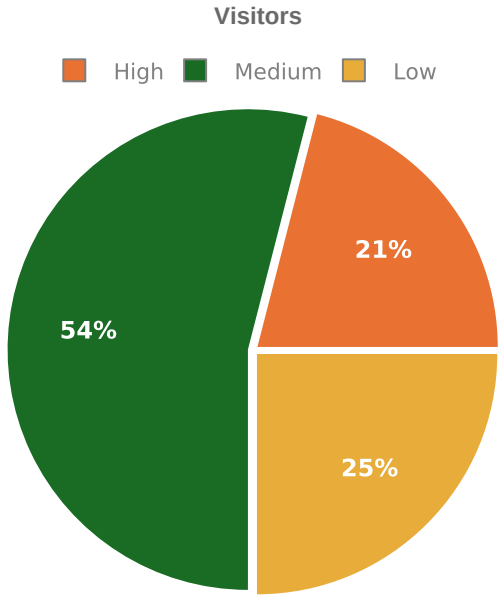


Fig.15 % of visitors by spend potential

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

In May 2026, the largest number of visitors came from IMD decile 5 areas(Fig.16), contributing 6,380 visitors(Fig.17). The postcode district contributing the largest number of visitors was LL14 which ranked in IMD decile 5(Fig.18).

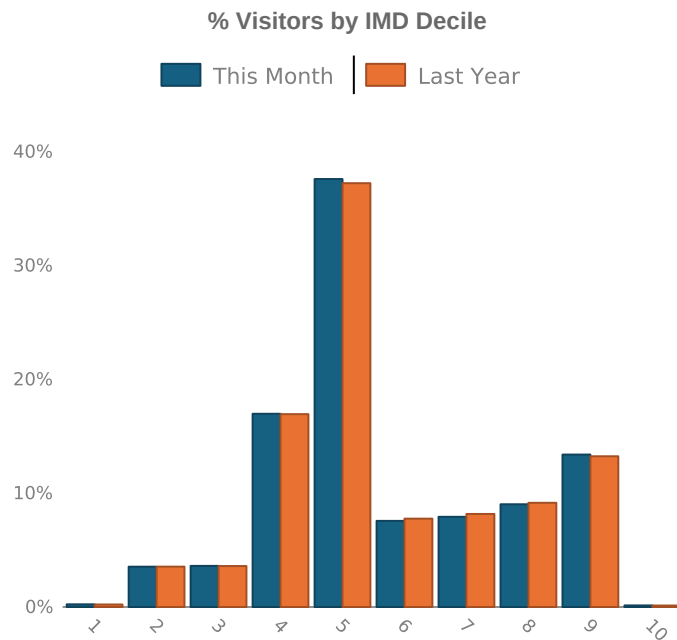


Fig.16 % of Visitors by Index of Multiple Deprivation Decile

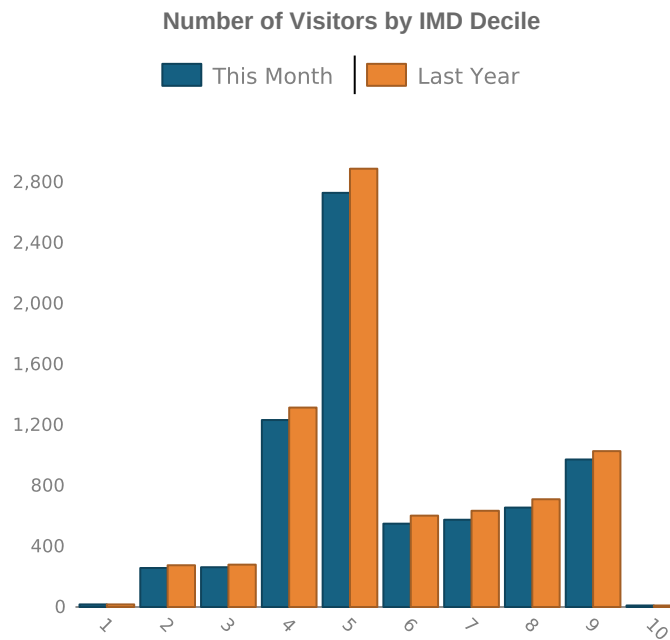


Fig.17 Visitors by Index of Multiple Deprivation Decile

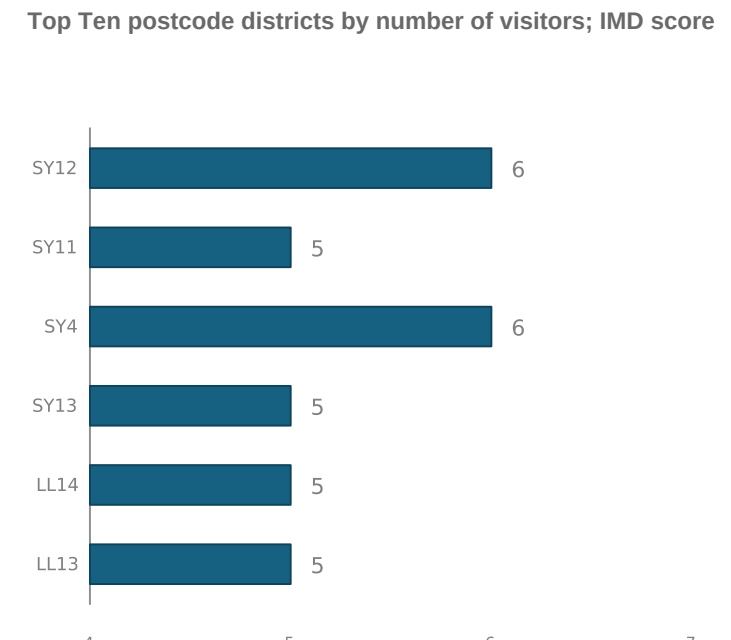


Fig.18 Top Ten postcode districts by number of visitors; IMD score

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What is the disposable income of your visitors?

The average income of the outcode contributing the most visitors is £34,840 (Fig.19). The £34,840 income group experienced the greatest increase in visitor volume, rising by a 1% share of the nearest 10 postcode districts(Fig.20)

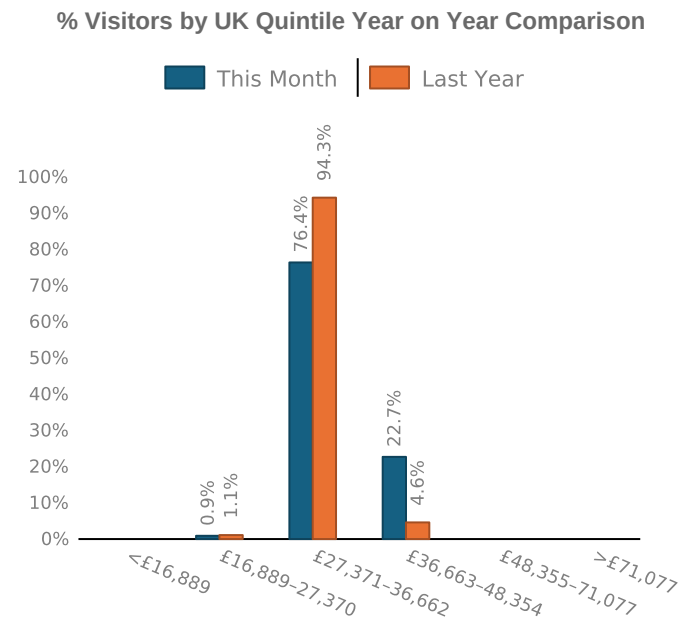


Fig.19 % Visitors by UK Disposable Income Quintile

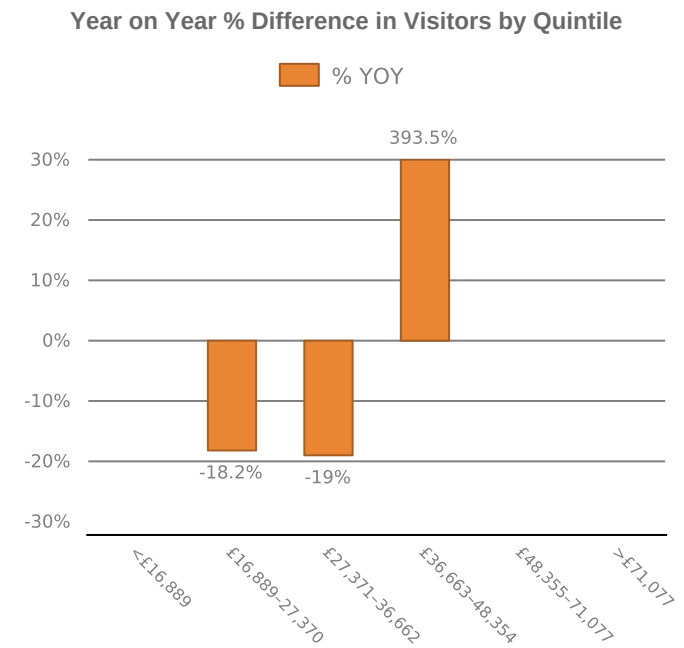


Fig.20 % Difference in Visitors by income Quintile