

Shrewsbury Town Centre Monthly Report for Visit Shropshire

All data is anonymised, aggregated and GDPR compliant

Summary

The monthly footfall in Shrewsbury town centre has seen a 4.5% increase on April 2026, and a 2.1% increase with respect to May 2025.

Footfall

Footfall is measured by the volume of sample unique phones visiting Shrewsbury 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)

% Change in Visits

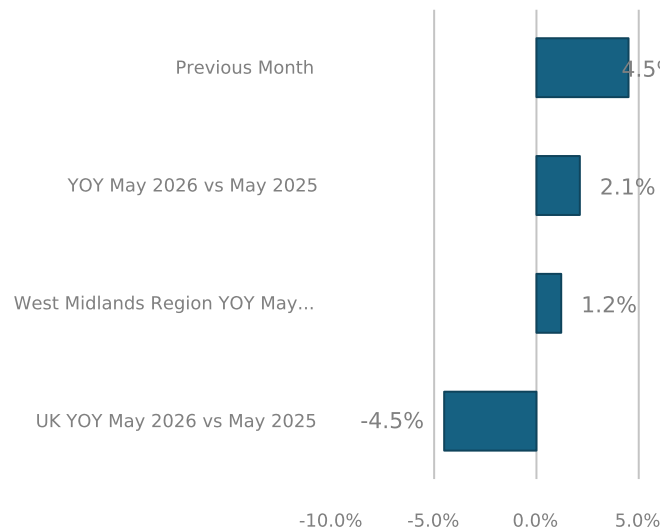


Fig.1 % change in total visits to the town centre

MoM Total Visits

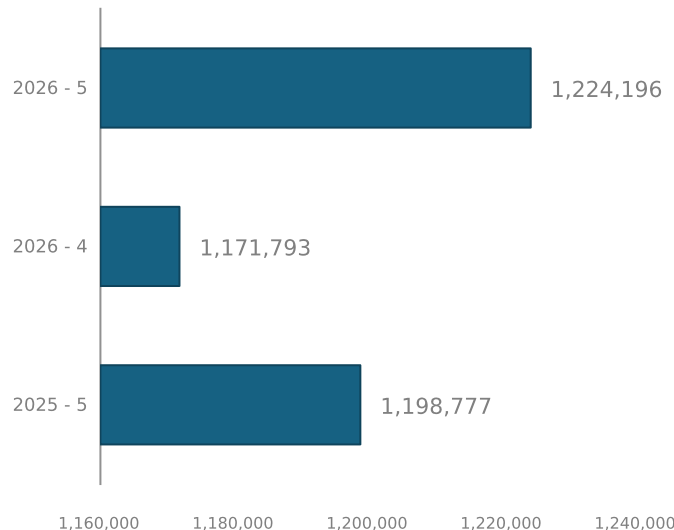


Fig.2 Total visits to the town centre

Daily Visits

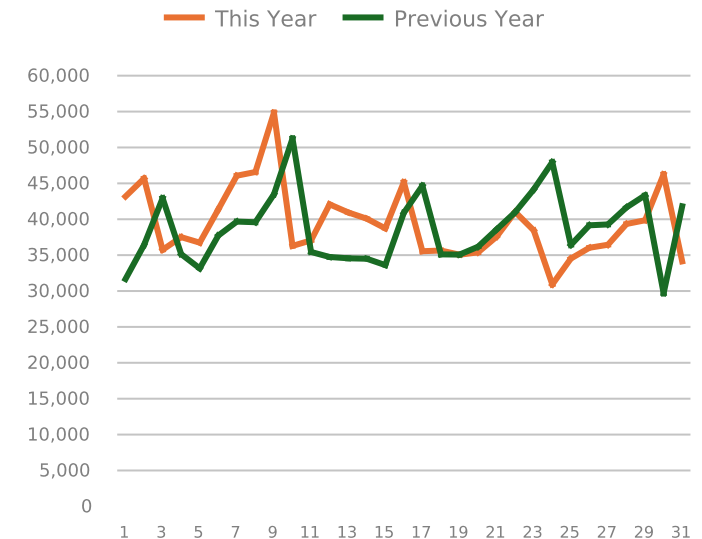


Fig.3 Number of daily visits to the town centre

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Visitors to Streets

The following charts provide footfall by streets in Shrewsbury town centre. Darwin Shopping Centre is the busiest road with 296,749 visits in May 2026 (Fig .4), this was 17.8% higher than May 2025 (Fig. 5) and 10.1% higher than in April 2026. Darwin Shopping Centre attracts the most visitors with 11.7 % of all street visits. (Fig .6)

MoM Total Visits



Fig.4 Total visits to street

% Change in Visits

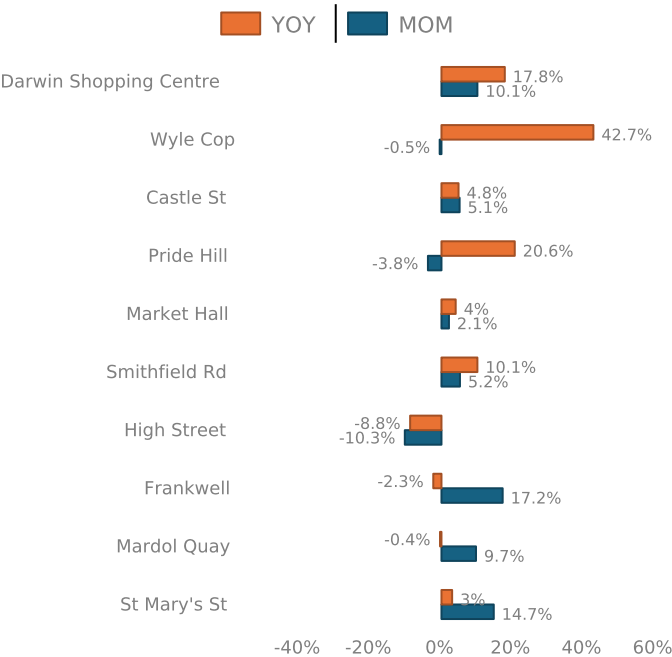


Fig.5 % in visits to street

Footfall this Month

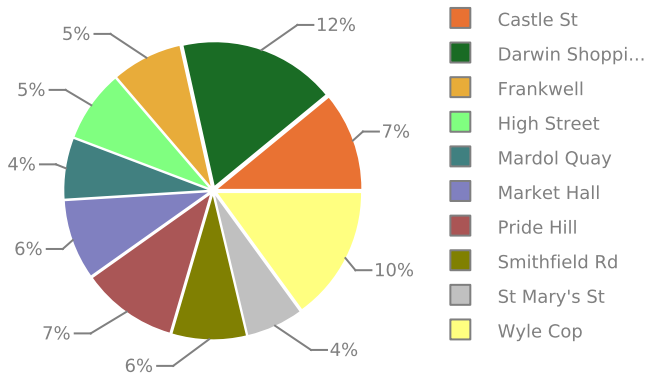


Fig.6 % footfall by street

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How Long do Visitors Stay For?

Average dwell time in Shrewsbury town centre was 68 Minutes in May 2026 (Fig. 7) an increase of 10 minutes compared to May 2025. The percentage of visitors by dwell minutes has shown 28.4% of all visitors in May 2026 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 13.6% of all visitors.

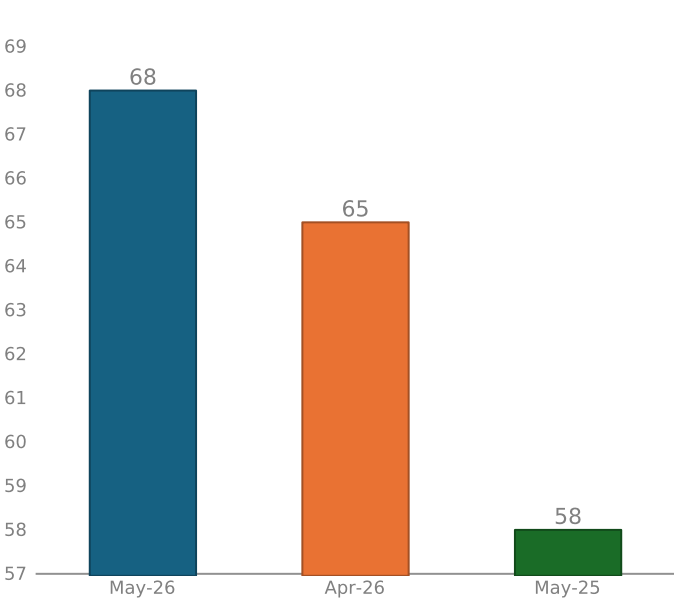


Fig.7 Average dwell time (minutes) in the town centre

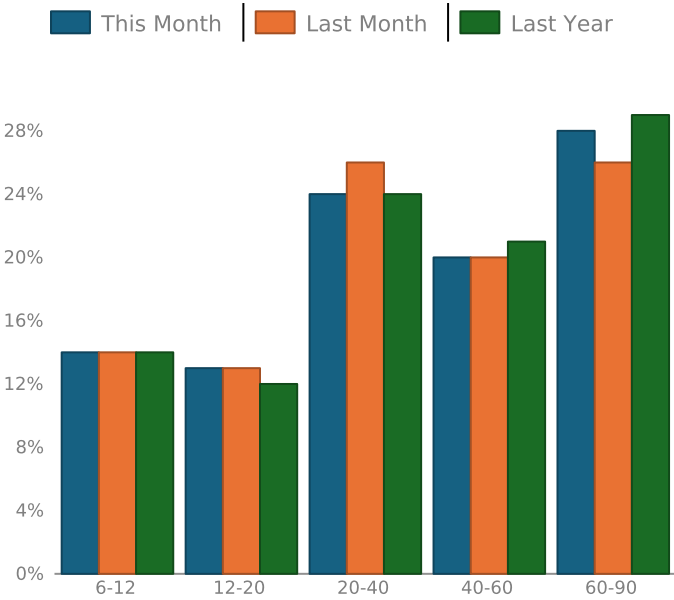


Fig.8 % of visitors by dwell time (minutes)

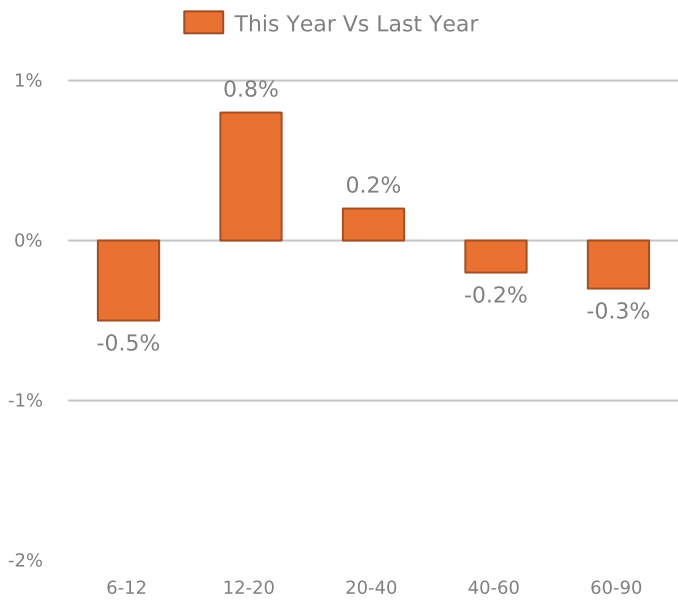


Fig.9 Change in % of visitors by dwell time (minutes)

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Where Do Visitors Come From?

The total number of visitors to Shrewsbury town centre has increased from 168,663 in May 2025 to 175,517 in May 2026. The proportion of visitors residing within 3 miles has fallen from 67.73% (Fig . 12) in April 2026 to 66.83% in May 2026.

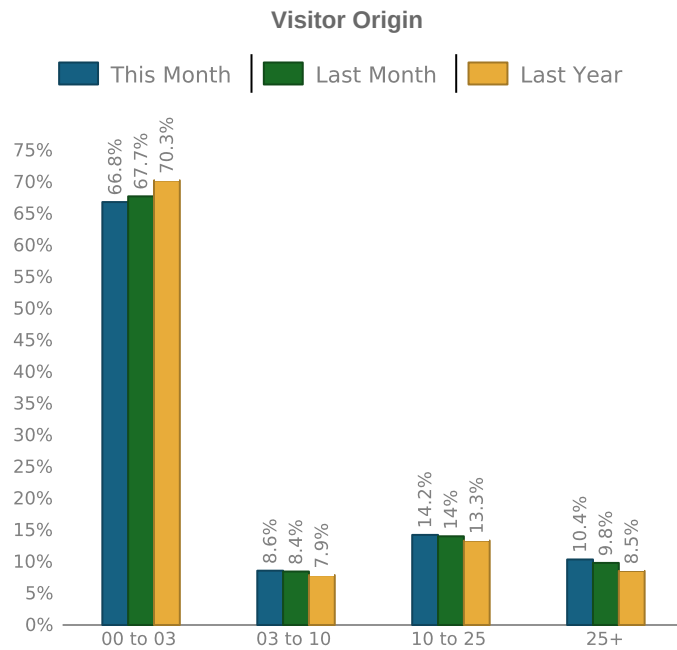


Fig.10 % volume of visitors by origin distance (miles)

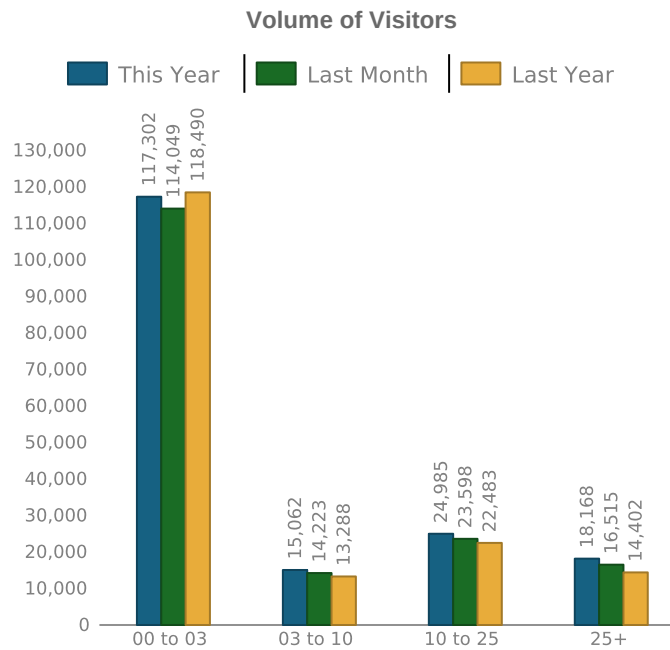


Fig.11 Volume of visitors by origin distance (miles)

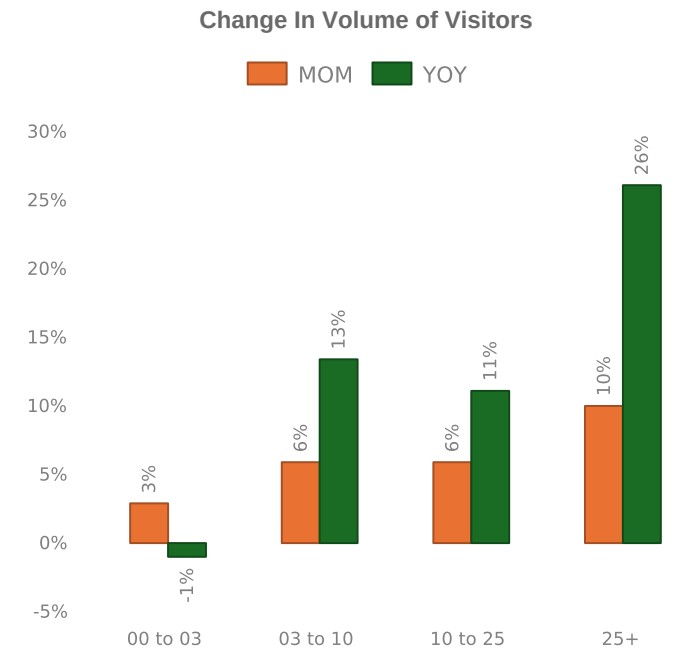


Fig.12 % of visitors by visitor origin distance (miles)

Where do visitors with the highest spend potential come from?

SY3 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 15,090 in May 2026. Postcode TF1 (Fig. 14) has the largest number of potential high spend visitors totalling 7,184. Currently 320 high spend visitors are from this postcode. In May 2026 23% of all visitors to Shrewsbury were classified as high spend potential, 53% medium and 24% low spend potential.

Postcodes providing largest number of High Spend Visitors

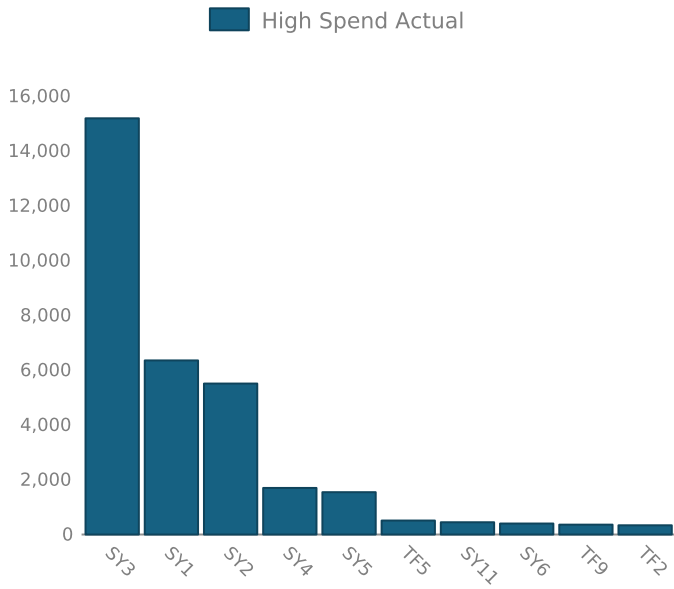


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

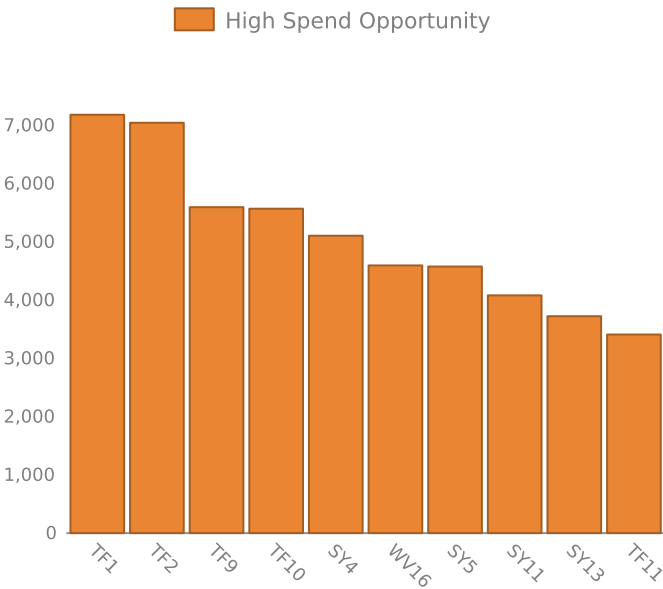


Fig.14 Visitors by postcode district

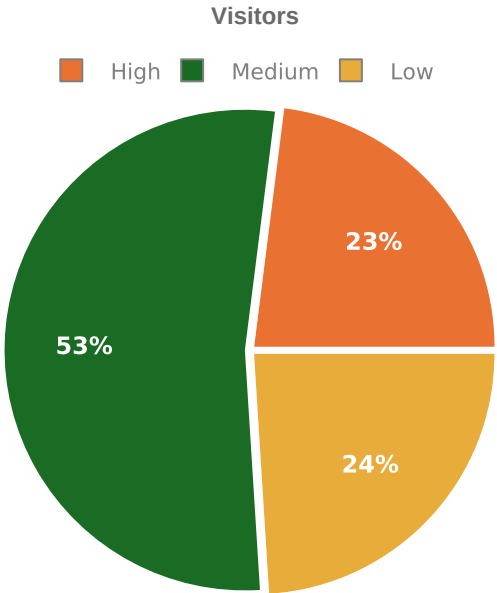


Fig.15 % of visitors by spend potential

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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 7 areas(Fig.16), contributing 73,397 visitors(Fig.17). The postcode district contributing the largest number of visitors was SY3 which ranked in IMD decile 8(Fig.18).

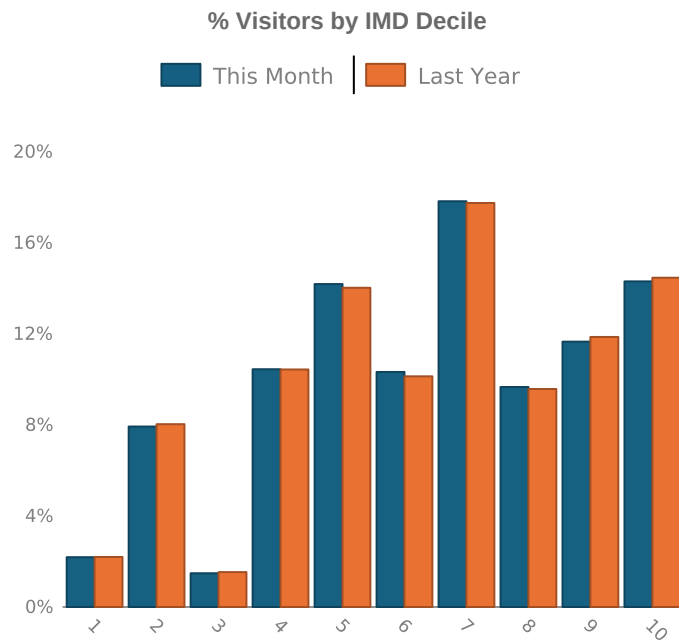


Fig.16 % of Visitors by Index of Multiple Deprivation Decile

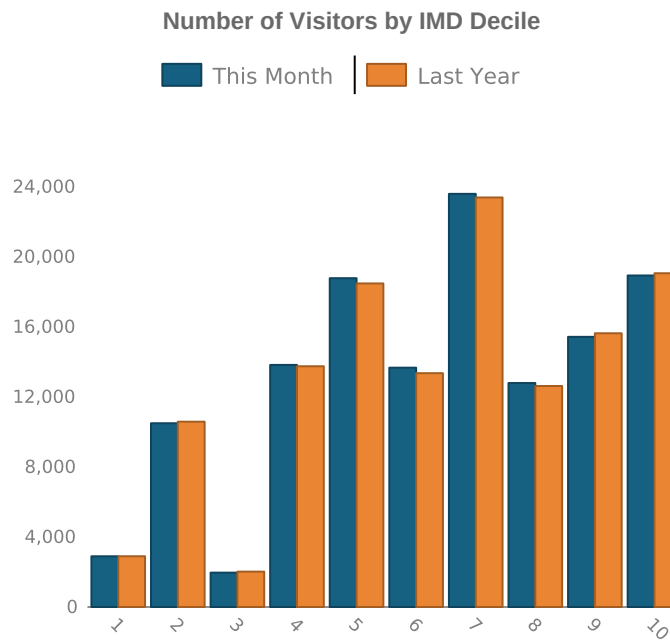


Fig.17 Visitors by Index of Multiple Deprivation Decile

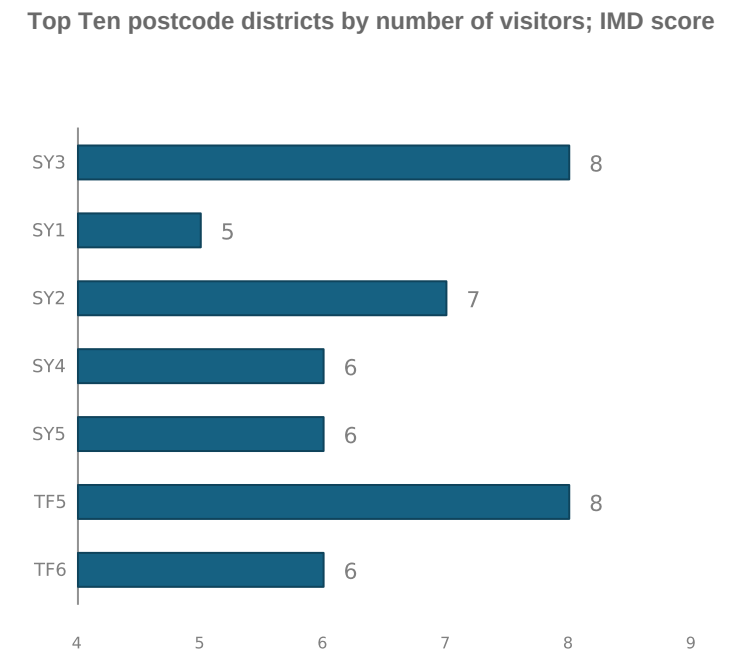


Fig.18 Top Ten postcode districts by number of visitors; IMD score

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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 0.6% share of the nearest 10 postcode districts(Fig.20)

% Visitors by UK Quintile Year on Year Comparison

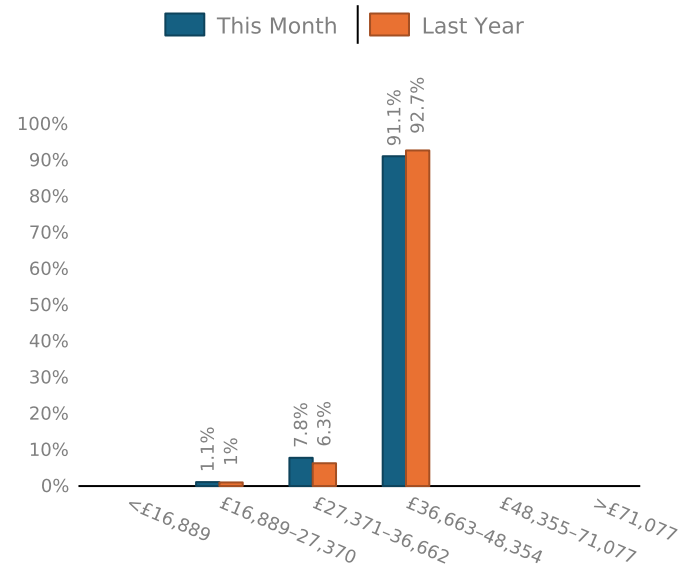


Fig.19 % Visitors by UK Disposable Income Quintile

Year on Year % Difference in Visitors by Quintile

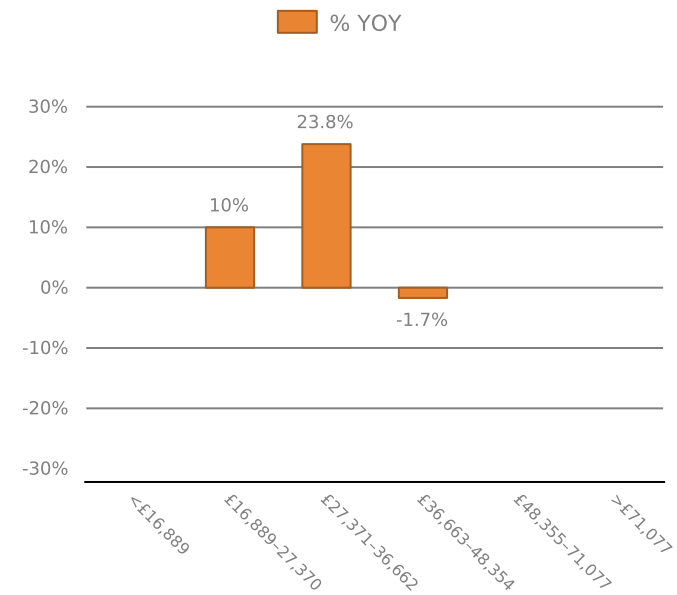


Fig.20 % Difference in Visitors by income Quintile