

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 2.0% increase on May 2026, and a 3.4% increase with respect to June 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 (May 2026) and previous year (June 2025) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

% Change in Visits

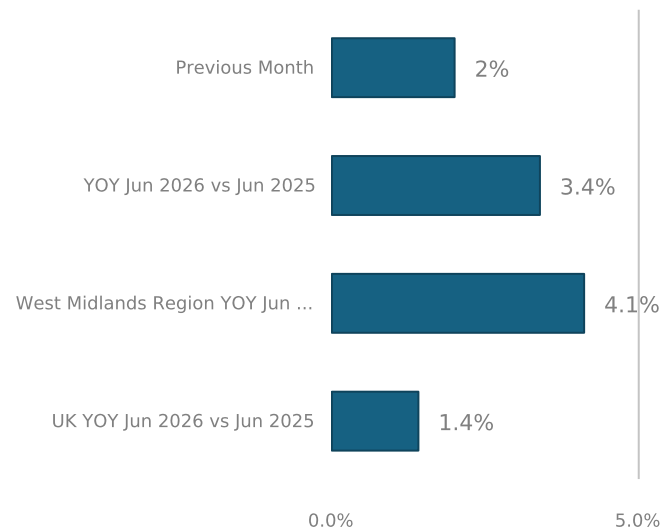


Fig.1 % change in total visits to the town centre

MoM Total Visits

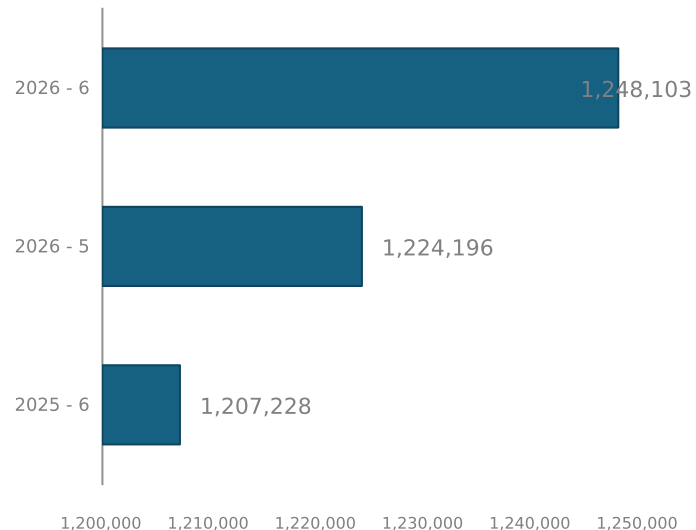


Fig.2 Total visits to the town centre

Daily Visits

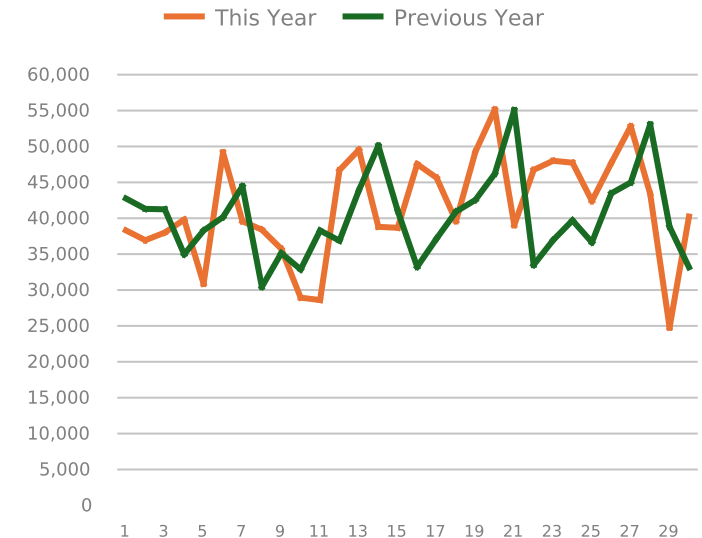


Fig.3 Number of daily visits to the town centre

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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 286,144 visits in June 2026 (Fig .4), this was 7.6% higher than June 2025 (Fig. 5) and -3.6% lower than in May 2026. Darwin Shopping Centre attracts the most visitors with 11.2 % of all street visits. (Fig .6)

MoM Total Visits

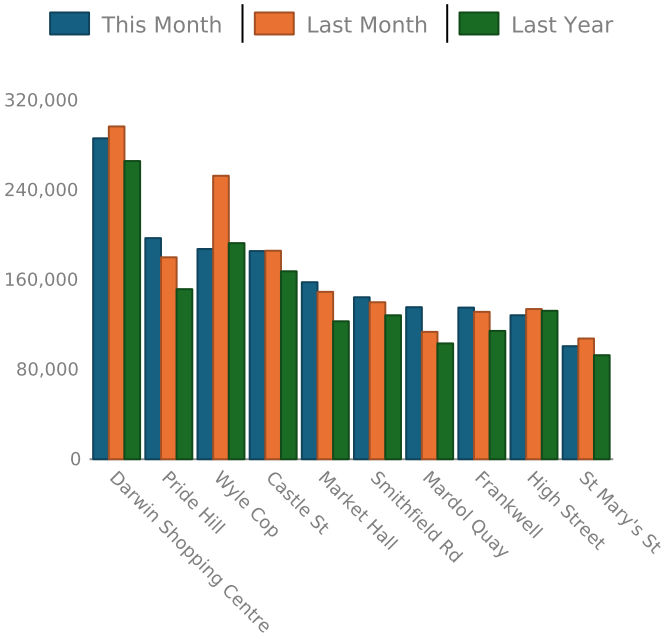


Fig.4 Total visits to street

% Change in Visits

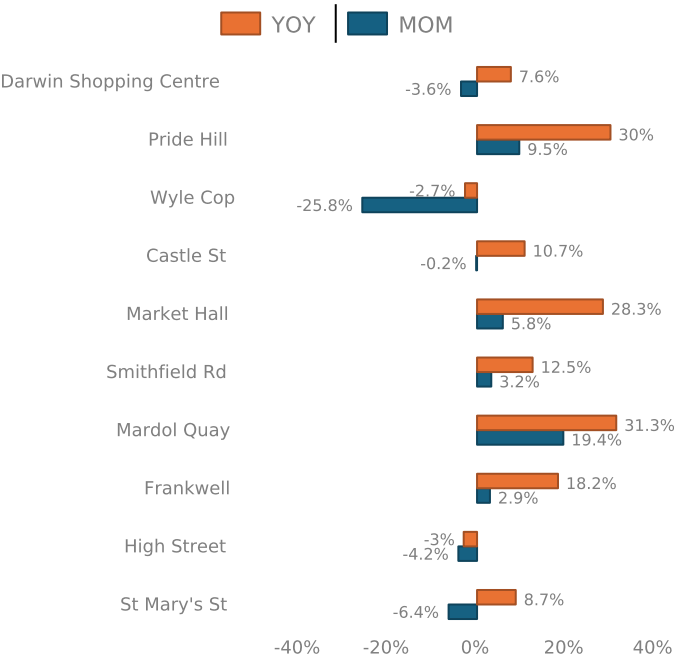


Fig.5 % in visits to street

Footfall this Month

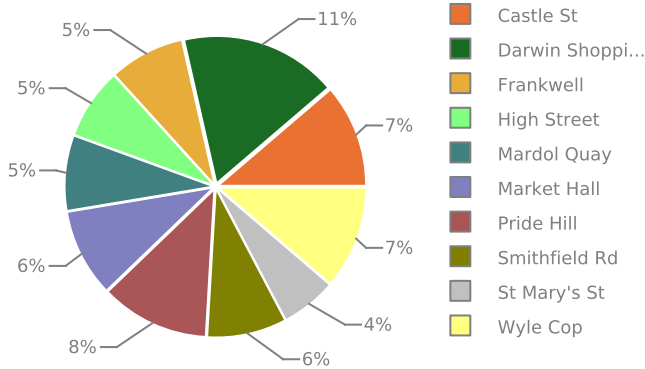


Fig.6 % footfall by street

How Long do Visitors Stay For?

Average dwell time in Shrewsbury town centre was 67 Minutes in June 2026 (Fig. 7) an increase of 14 minutes compared to June 2025. The percentage of visitors by dwell minutes has shown 29.2% of all visitors in June 2026 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 13.8% of all visitors.

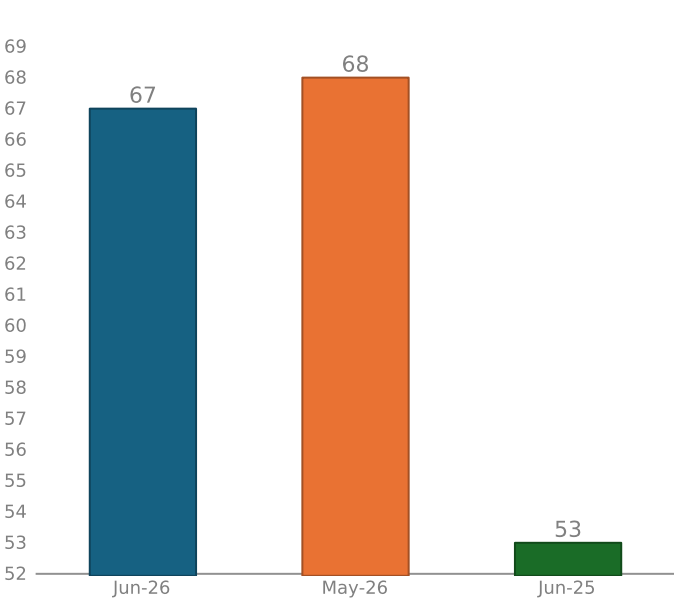


Fig.7 Average dwell time (minutes) in the town centre

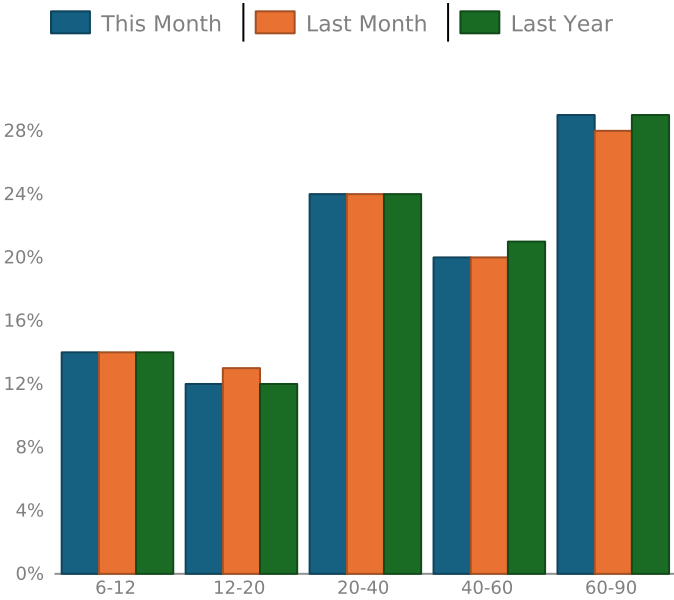


Fig.8 % of visitors by dwell time (minutes)

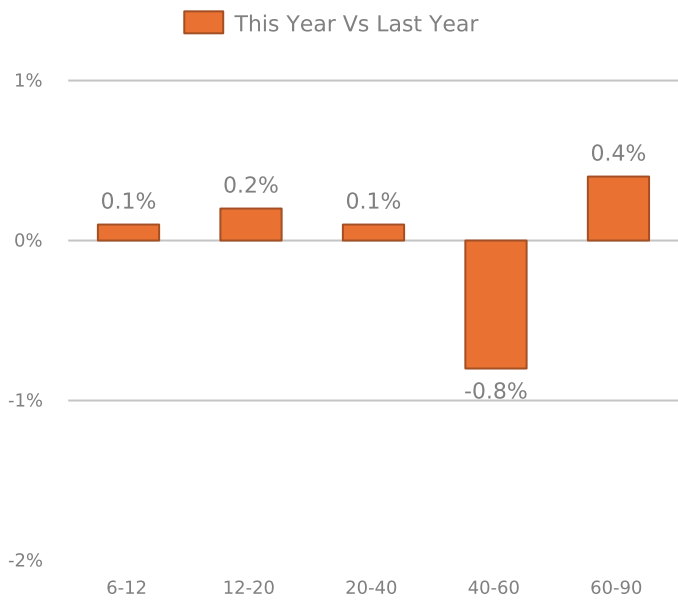


Fig.9 Change in % of visitors by dwell time (minutes)

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Where Do Visitors Come From?

The total number of visitors to Shrewsbury town centre has increased from 181,816 in June 2025 to 184,053 in June 2026. The proportion of visitors residing within 3 miles has fallen from 66.83% (Fig . 12) in May 2026 to 65.51% in June 2026.

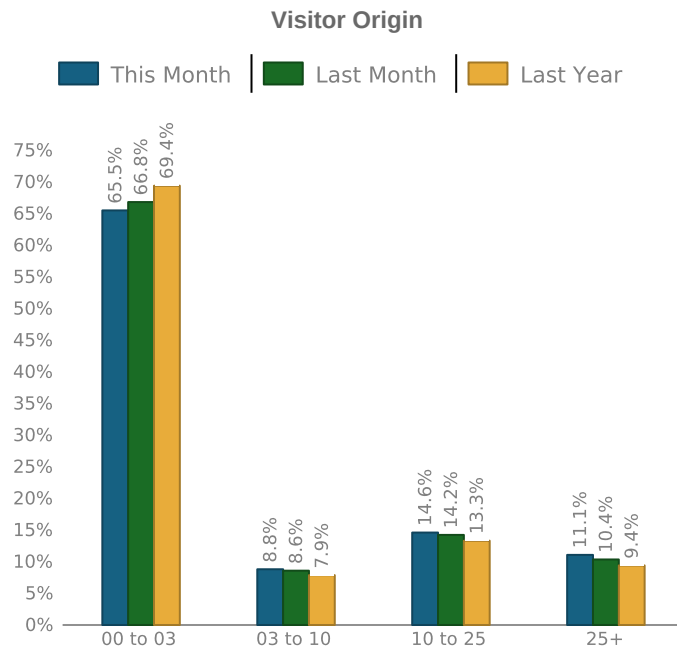


Fig.10 % volume of visitors by origin distance (miles)

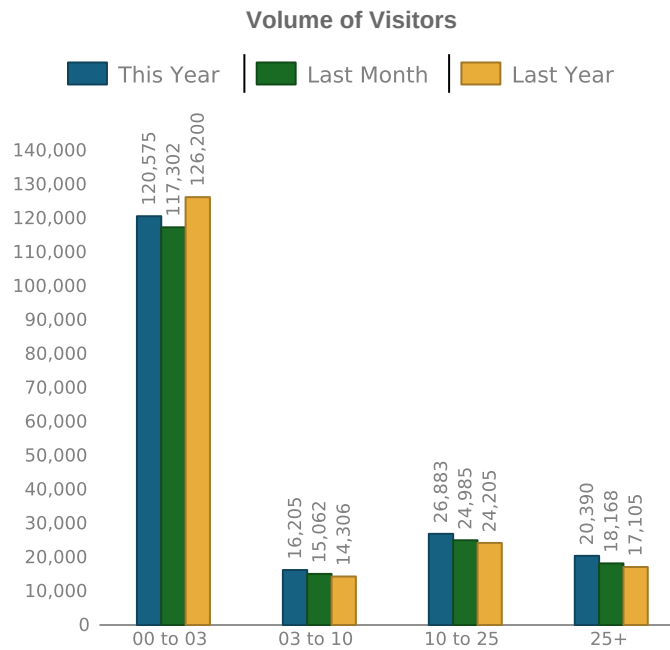


Fig.11 Volume of visitors by origin distance (miles)

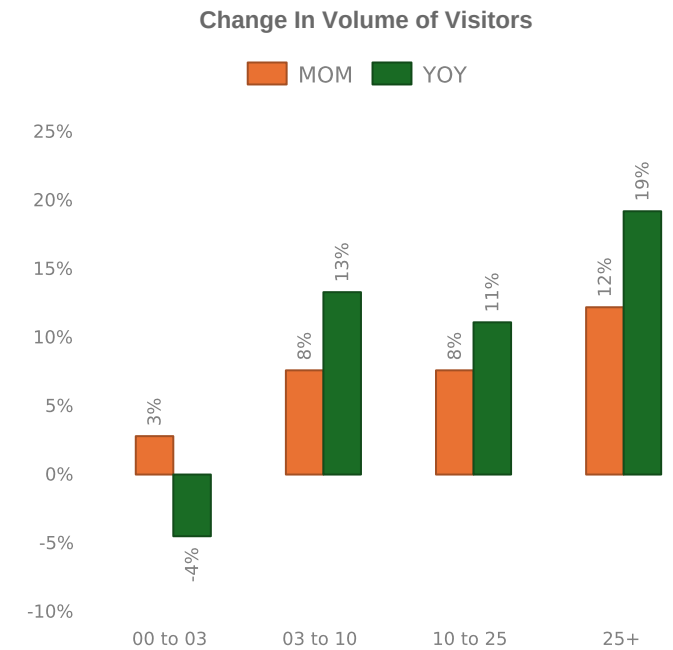


Fig.12 % of visitors by visitor origin distance (miles)

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Where do visitors with the highest spend potential come from?

SY3 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 14,557 in June 2026. Postcode TF1 (Fig. 14) has the largest number of potential high spend visitors totalling 7,181. Currently 323 high spend visitors are from this postcode. In June 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

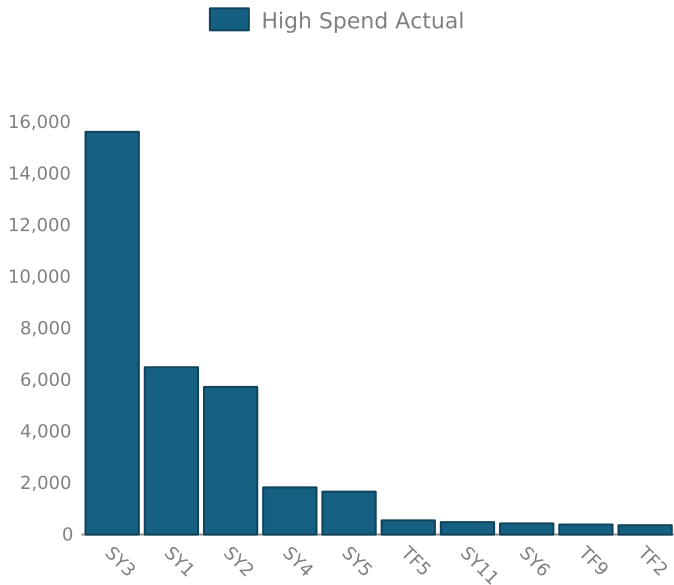


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

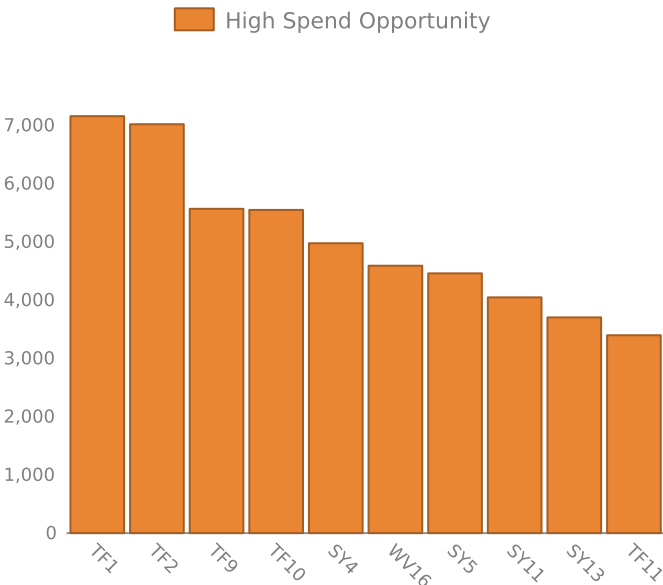


Fig.14 Visitors by postcode district

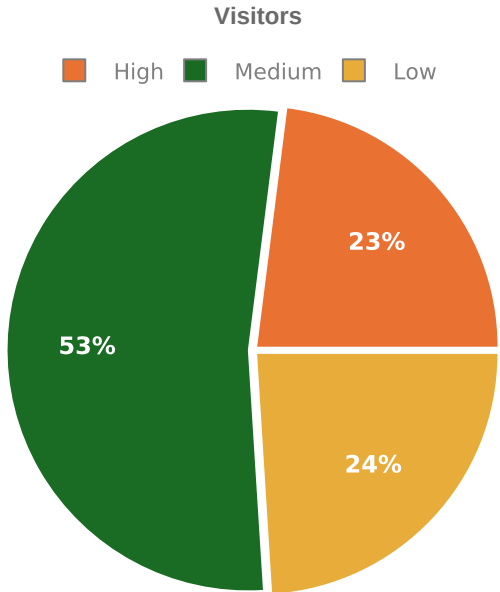


Fig.15 % of visitors by spend potential

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

In June 2026, the largest number of visitors came from IMD decile 7 areas(Fig.16), contributing 76,968 visitors(Fig.17). The postcode district contributing the largest number of visitors was SY3 which ranked in IMD decile 8(Fig.18).

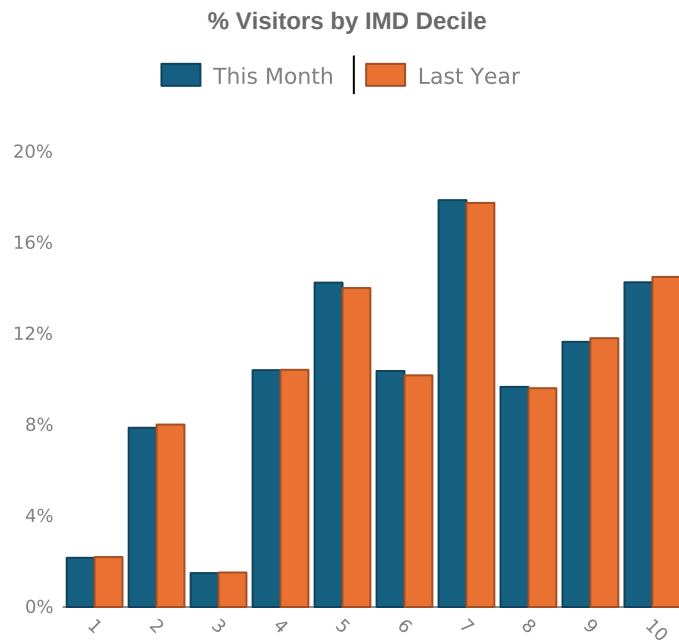


Fig.16 % of Visitors by Index of Multiple Deprivation Decile

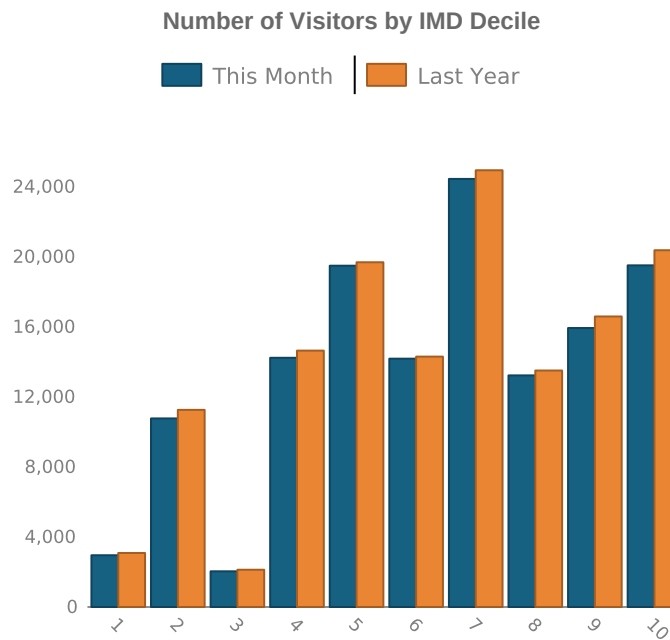


Fig.17 Visitors by Index of Multiple Deprivation Decile

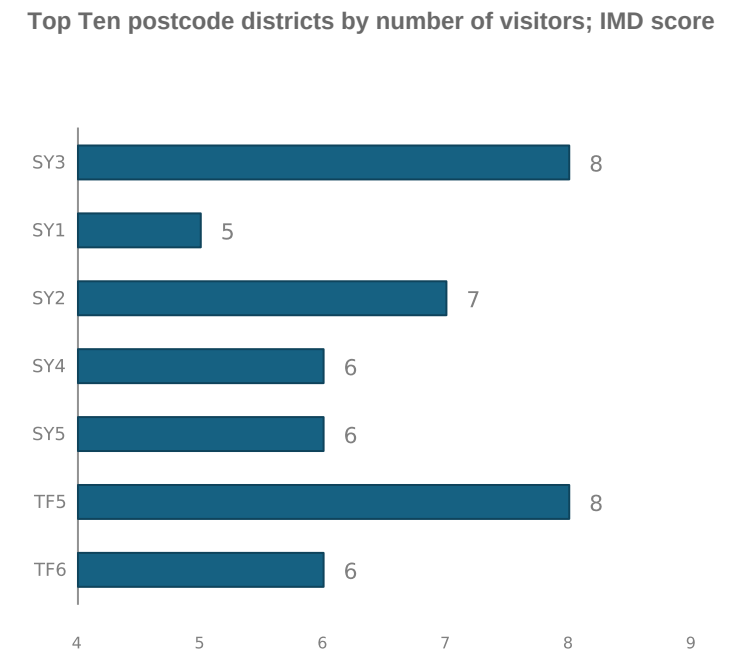


Fig.18 Top Ten postcode districts by number of visitors; IMD score

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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 0.8% share of the nearest 10 postcode districts(Fig.20)

% Visitors by UK Quintile Year on Year Comparison

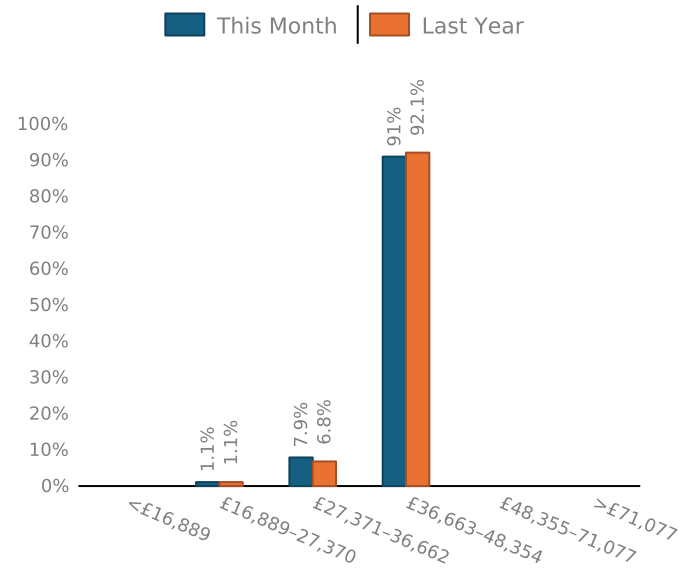


Fig.19 % Visitors by UK Disposable Income Quintile

Year on Year % Difference in Visitors by Quintile

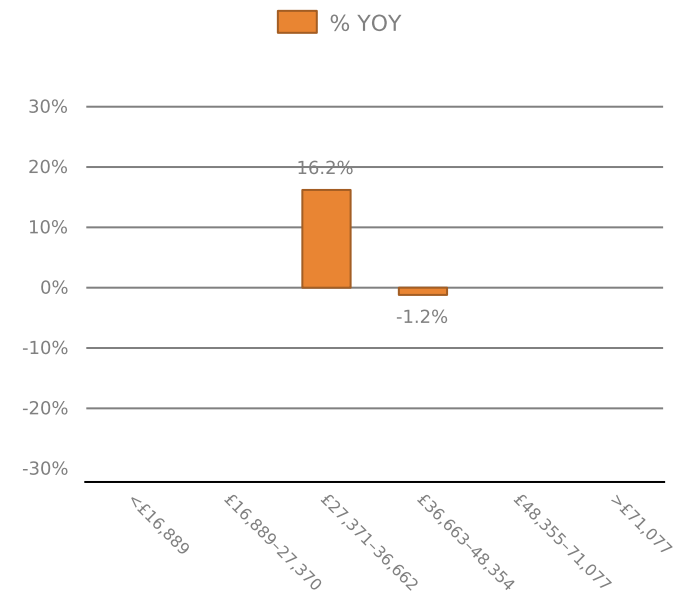


Fig.20 % Difference in Visitors by income Quintile