

Wellington (Shropshire) Town Centre Monthly Report for Telford and Wrekin Council

All data is anonymised, aggregated and GDPR compliant

Summary

The monthly footfall in Wellington (Shropshire) town centre has seen a 3.4% increase on April 2026, and a 2.9% increase with respect to May 2025.

Footfall

Footfall is measured by the volume of sample unique phones visiting Wellington (Shropshire) 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

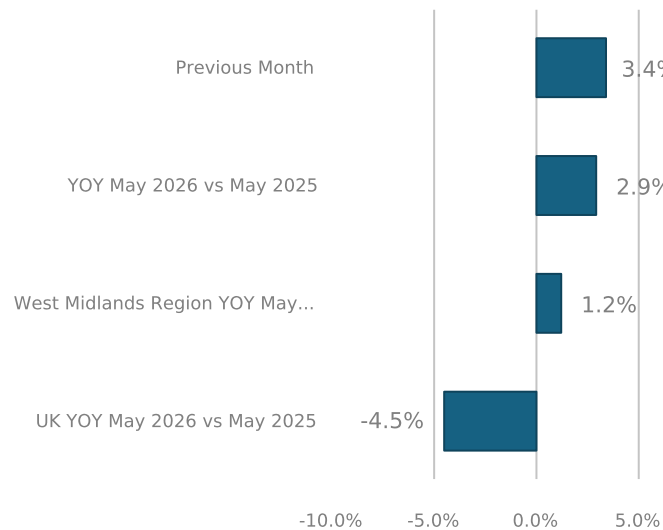


Fig.1 % change in total visits to the town centre

MoM Total Visits

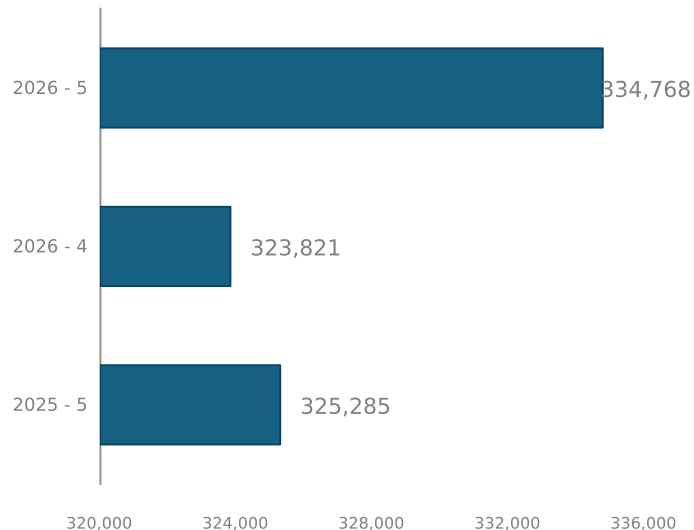


Fig.2 Total visits to the town centre

Daily Visits

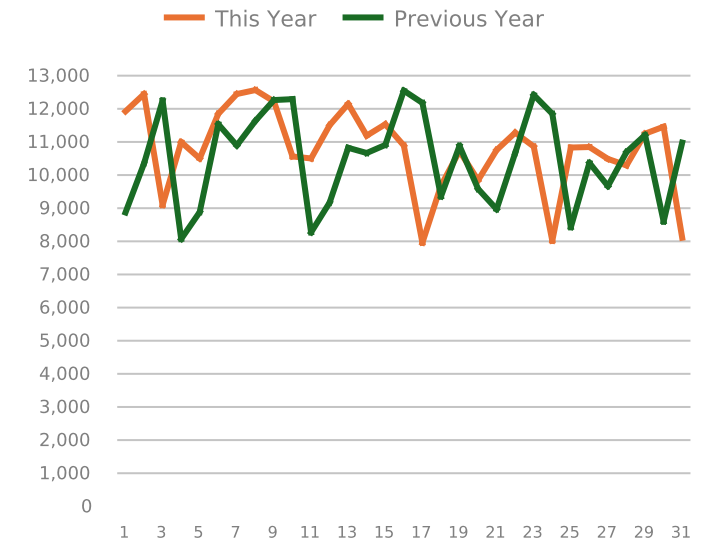


Fig.3 Number of daily visits to the town centre

Wellington (Shropshire) Town Centre Monthly Report for Telford and Wrekin Council

All data is anonymised, aggregated and GDPR compliant

Visitors to Streets

The following charts provide footfall by streets in Wellington (Shropshire) town centre. New Street is the busiest road with 90,113 visits in May 2026 (Fig .4), this was -11.2% lower than May 2025 (Fig. 5) and 7.8% higher than in April 2026. New Street attracts the most visitors with 20.6 % of all street visits. (Fig .6)

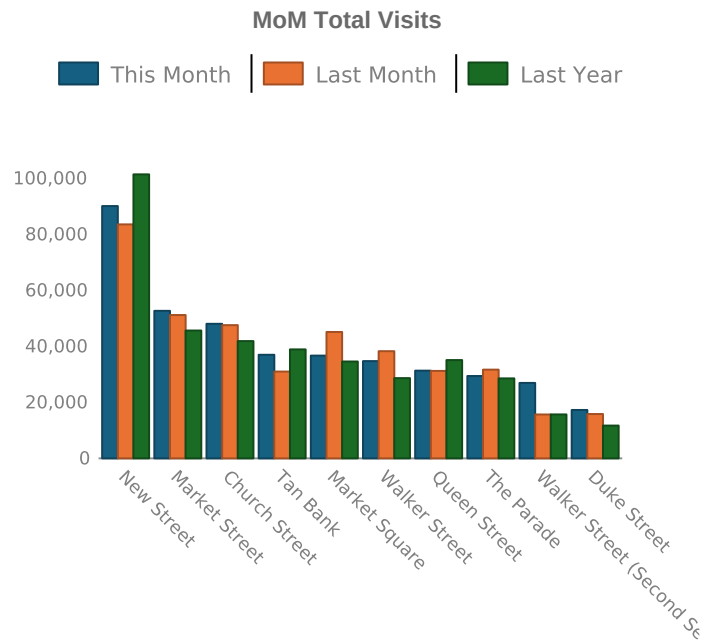


Fig.4 Total visits to street

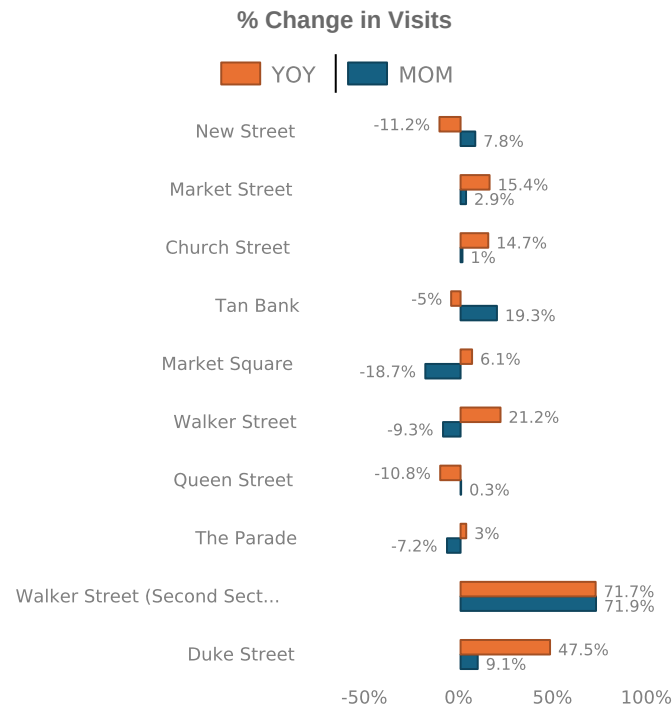


Fig.5 % in visits to street

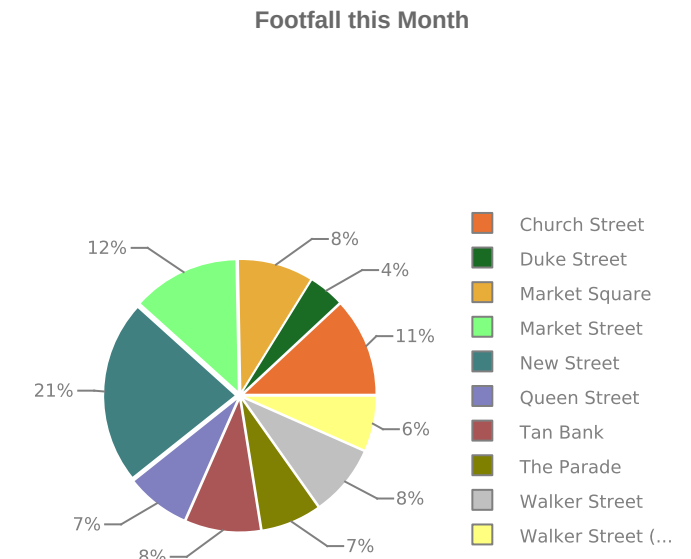


Fig.6 % footfall by street

Wellington (Shropshire) Town Centre Monthly Report for Telford and Wrekin Council

All data is anonymised, aggregated and GDPR compliant

How Long do Visitors Stay For?

Average dwell time in Wellington (Shropshire) town centre was 55 Minutes in May 2026 (Fig. 7) an increase of 20 minutes compared to May 2025. The percentage of visitors by dwell minutes has shown 20.2% of all visitors in May 2026 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 16.3% of all visitors.

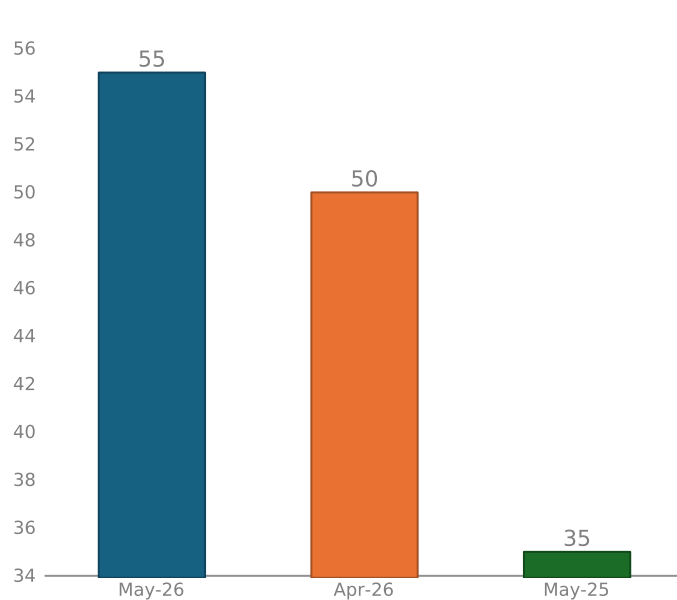


Fig.7 Average dwell time (minutes) in the town centre

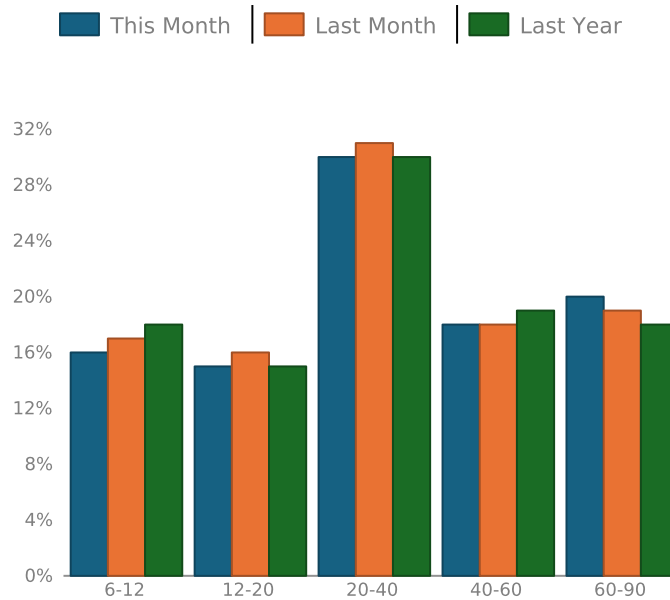


Fig.8 % of visitors by dwell time (minutes)

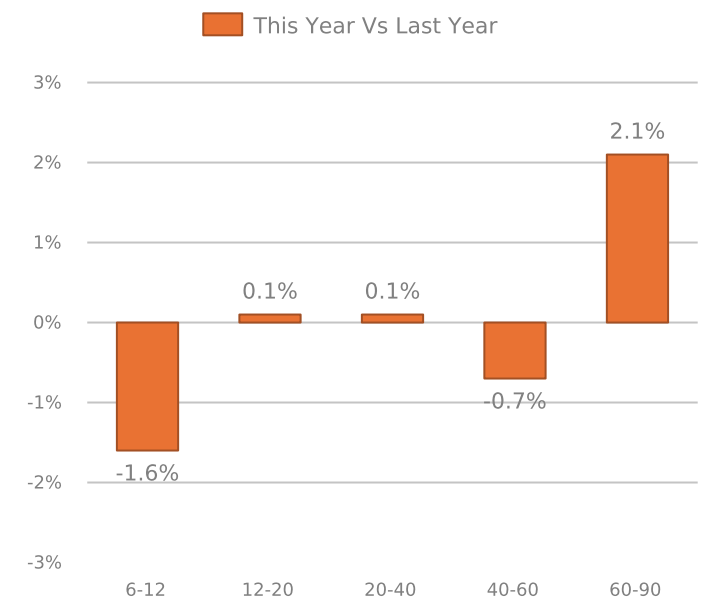


Fig.9 Change in % of visitors by dwell time (minutes)

Wellington (Shropshire) Town Centre Monthly Report for Telford and Wrekin Council

All data is anonymised, aggregated and GDPR compliant

Where Do Visitors Come From?

The total number of visitors to Wellington (Shropshire) town centre has increased from 50,884 in May 2025 to 51,847 in May 2026. The proportion of visitors residing within 3 miles has fallen from 47.87% (Fig . 12) in April 2026 to 47.39% in May 2026.

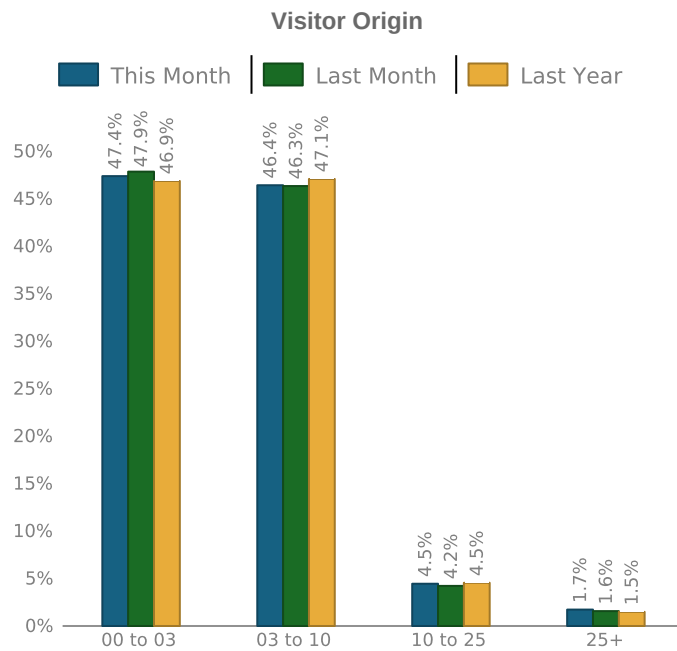


Fig.10 % volume of visitors by origin distance (miles)

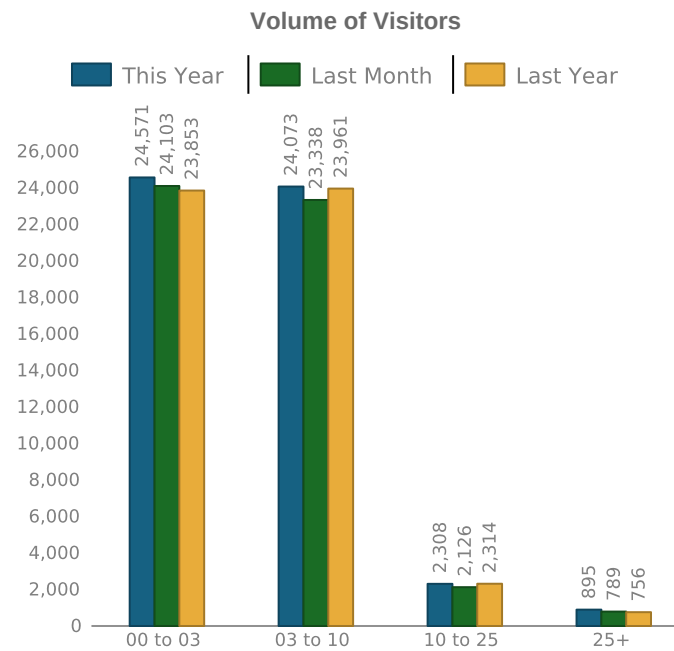


Fig.11 Volume of visitors by origin distance (miles)

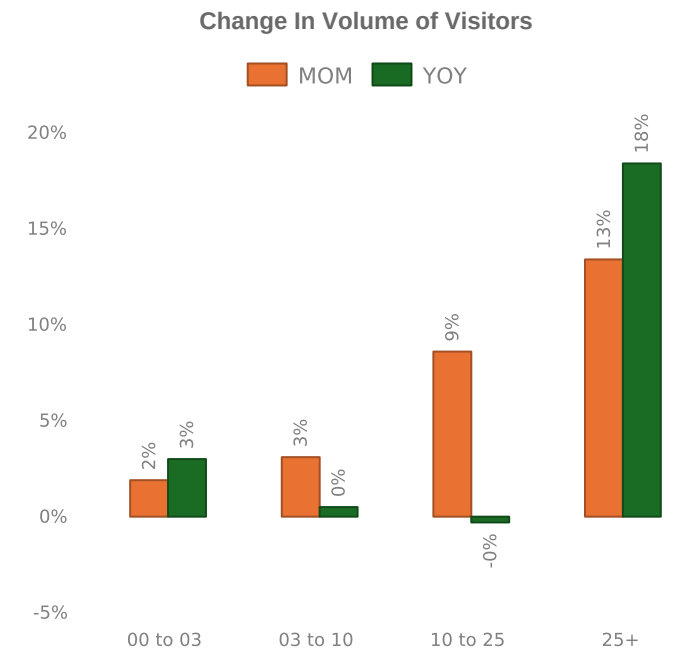


Fig.12 % of visitors by visitor origin distance (miles)

Wellington (Shropshire) Town Centre Monthly Report for Telford and Wrekin Council

All data is anonymised, aggregated and GDPR compliant

Where do visitors with the highest spend potential come from?

TF1 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 2,809 in May 2026. Postcode WV6 (Fig. 14) has the largest number of potential high spend visitors totalling 10,879. Currently 15 high spend visitors are from this postcode. In May 2026 19% of all visitors to Wellington (Shropshire) were classified as high spend potential, 52% medium and 29% low spend potential.

Postcodes providing largest number of High Spend Visitors

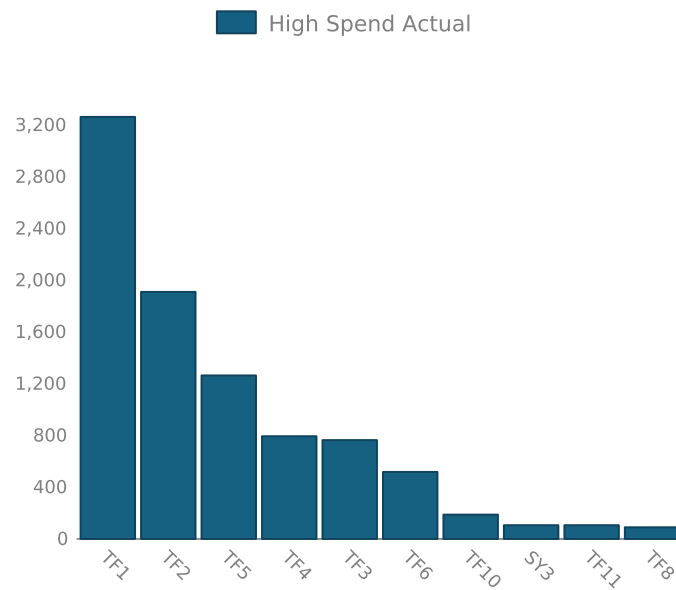


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

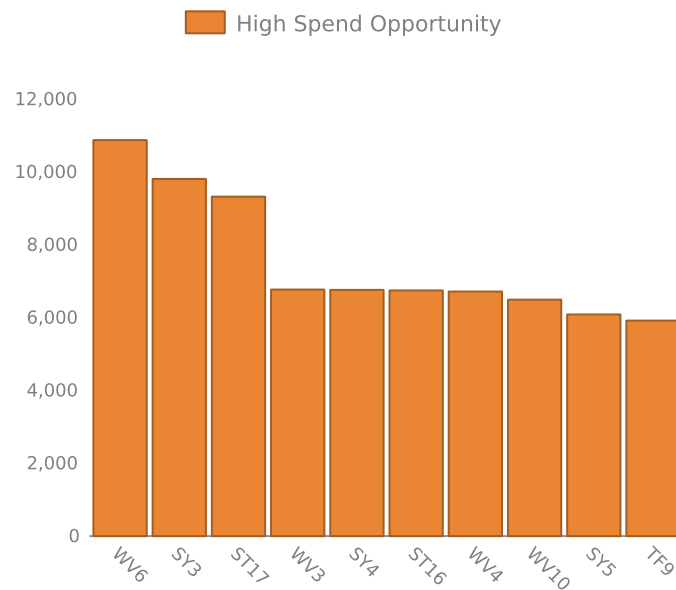


Fig.14 Visitors by postcode district

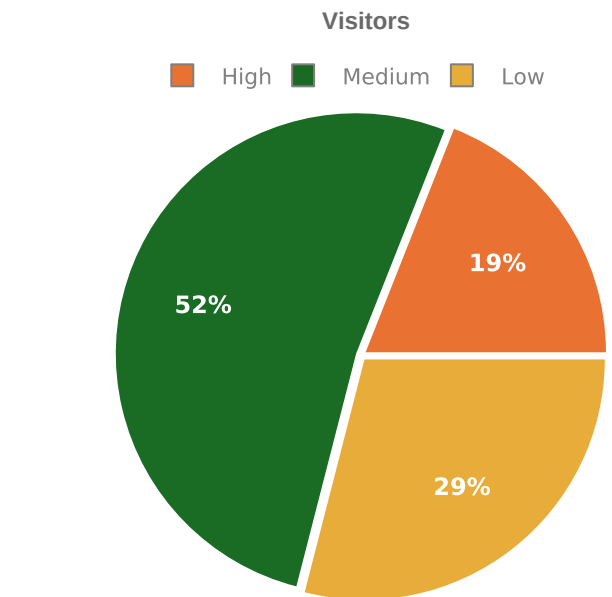


Fig.15 % of visitors by spend potential

Wellington (Shropshire) Town Centre Monthly Report for Telford and Wrekin Council

All data is anonymised, aggregated and GDPR compliant

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 4 areas(Fig.16), contributing 29,489 visitors(Fig.17). The postcode district contributing the largest number of visitors was TF1 which ranked in IMD decile 5(Fig.18).

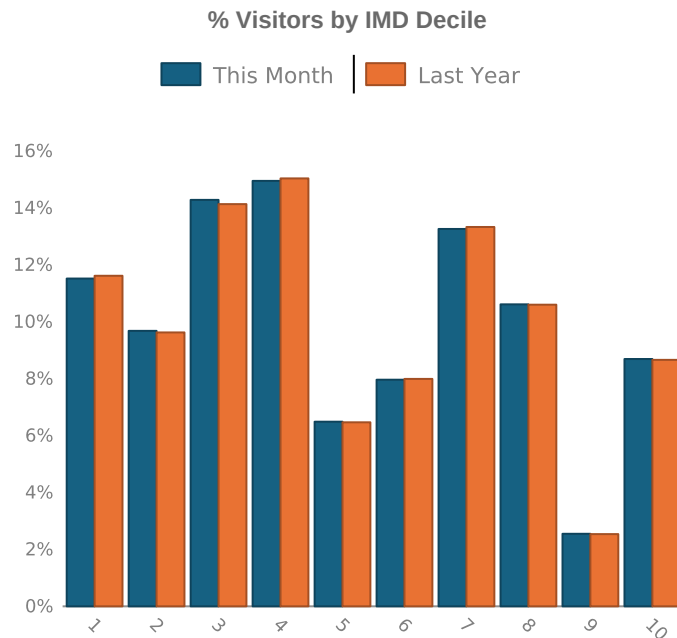


Fig.16 % of Visitors by Index of Multiple Deprivation Decile

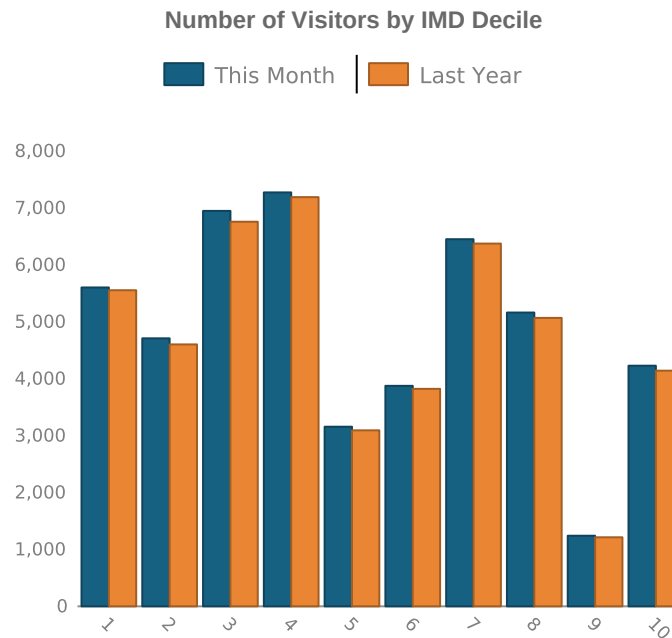


Fig.17 Visitors by Index of Multiple Deprivation Decile

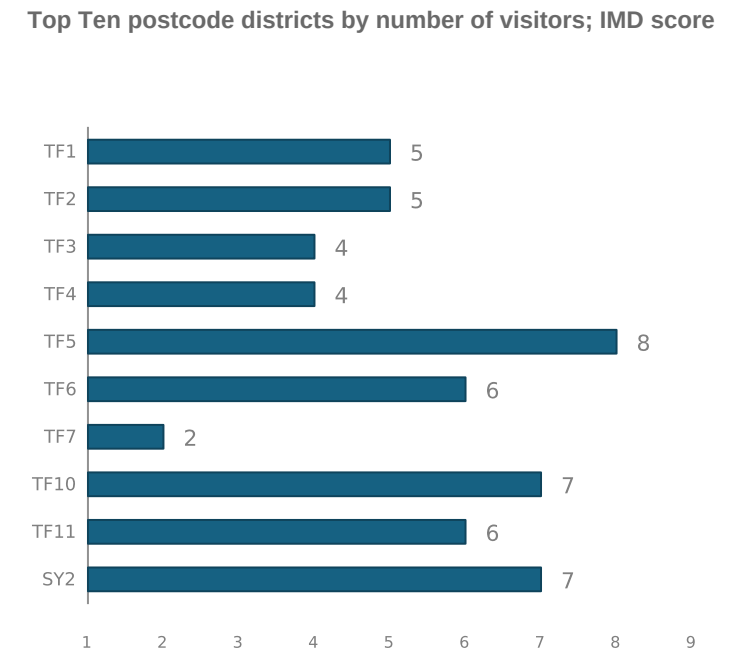


Fig.18 Top Ten postcode districts by number of visitors; IMD score

Wellington (Shropshire) Town Centre Monthly Report for Telford and Wrekin Council

All data is anonymised, aggregated and GDPR compliant

What is the disposable income of your visitors?

The average income of the outcode contributing the most visitors is £34,320 (Fig.19). The £34,320 income group experienced the greatest increase in visitor volume, rising by a 0.9% share of the nearest 10 postcode districts(Fig.20)

% Visitors by UK Quintile Year on Year Comparison

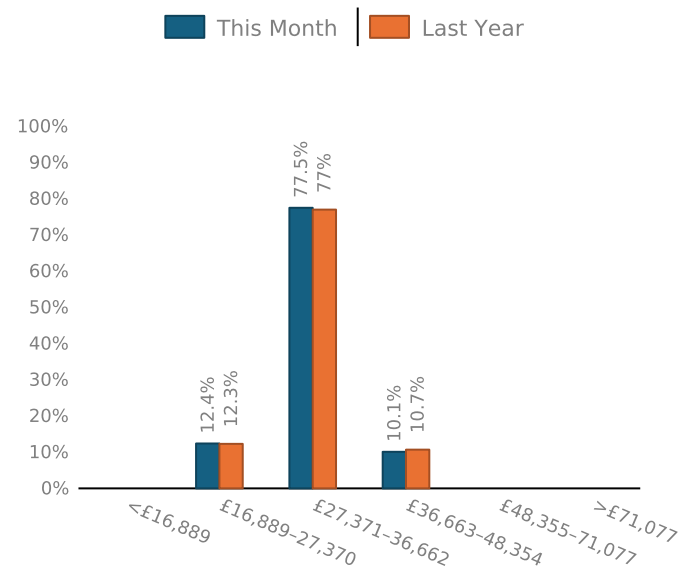


Fig.19 % Visitors by UK Disposable Income Quintile

Year on Year % Difference in Visitors by Quintile

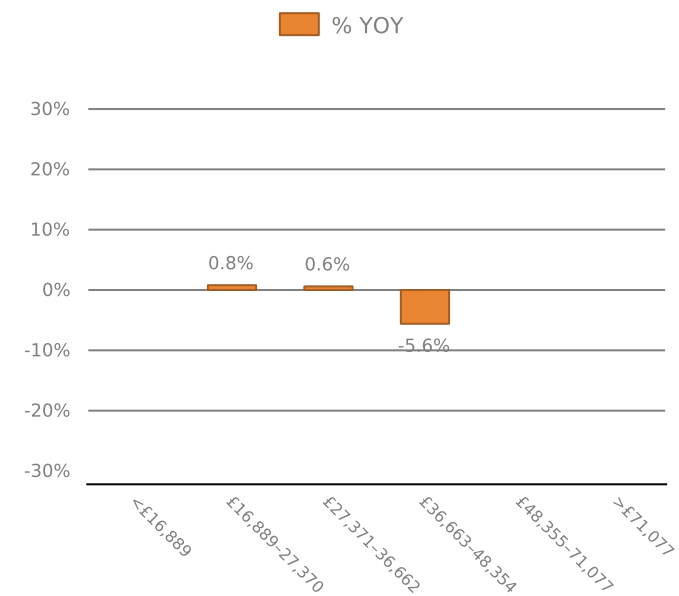


Fig.20 % Difference in Visitors by income Quintile