

Oswestry Town Centre Monthly Report for Visit Shropshire

All data is anonymised, aggregated and GDPR compliant

Summary

The monthly footfall in Oswestry town centre has seen a -14.1% decrease on July 2026, and a 2.0% increase with respect to August 2025.

Footfall

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

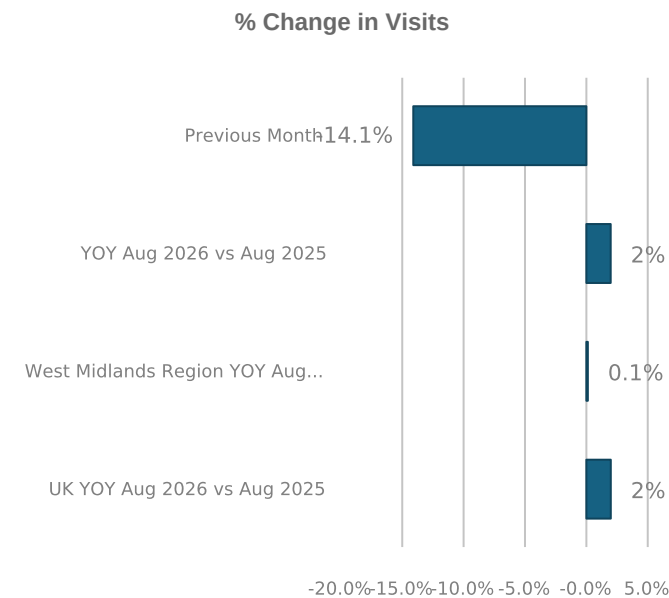


Fig.1 % change in total visits to the town centre

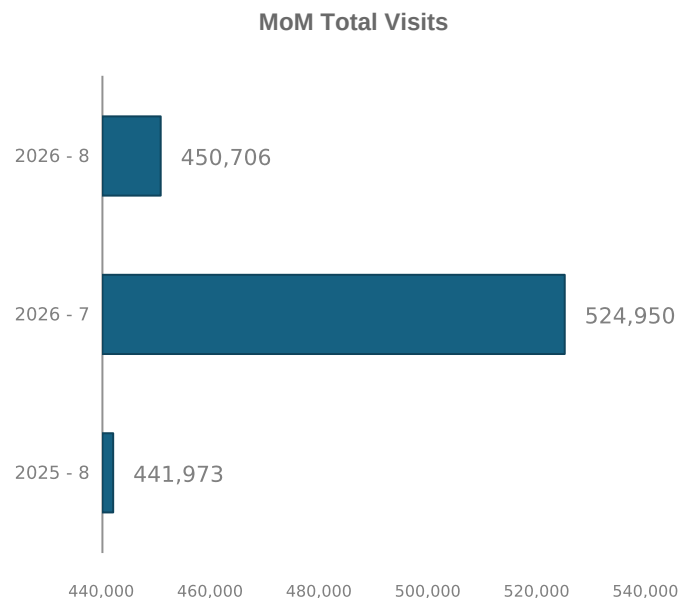


Fig.2 Total visits to the town centre

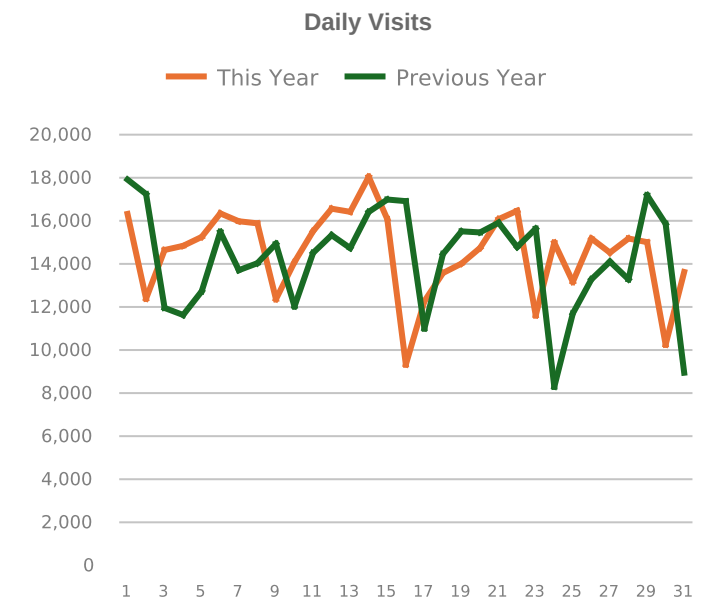


Fig.3 Number of daily visits to the town centre

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Visitors to Streets

The following charts provide footfall by streets in Oswestry town centre. Bailey Street is the busiest road with 96,319 visits in August 2026 (Fig .4), this was 13.6% higher than August 2025 (Fig. 5) and -10.0% lower than in July 2026. Bailey Street attracts the most visitors with 14.9 % of all street visits. (Fig .6)

MoM Total Visits

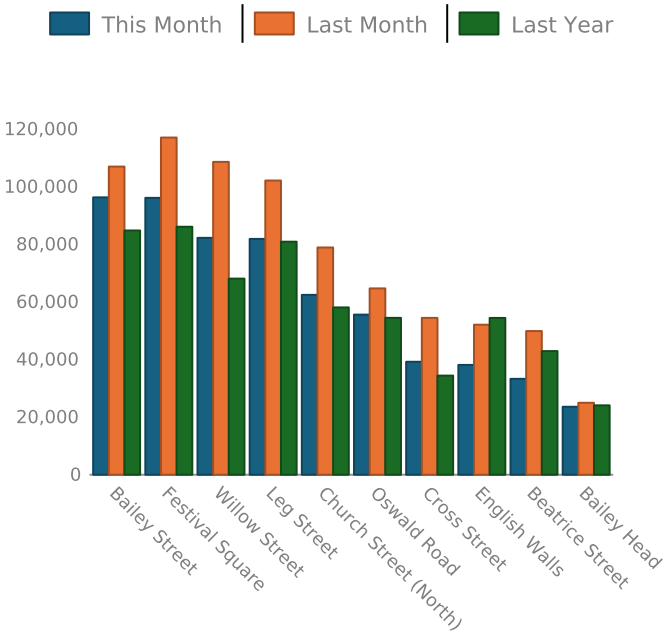


Fig.4 Total visits to street

% Change in Visits

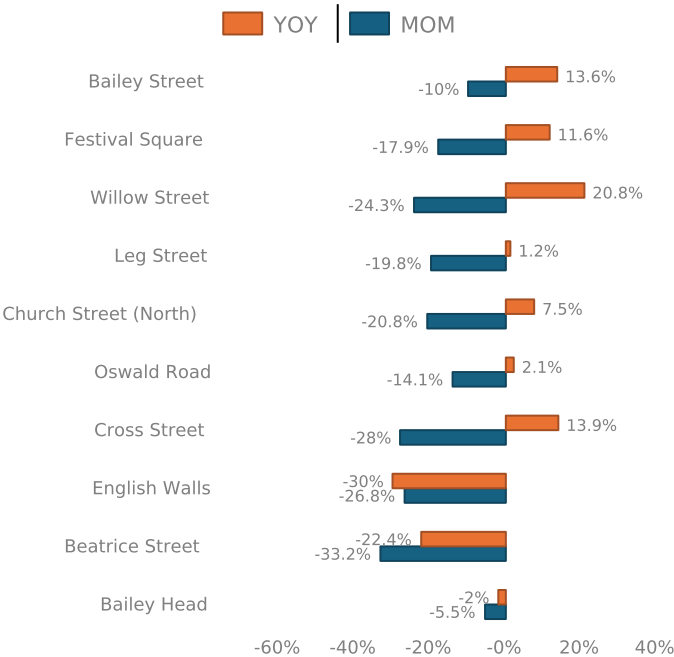


Fig.5 % in visits to street

Footfall this Month

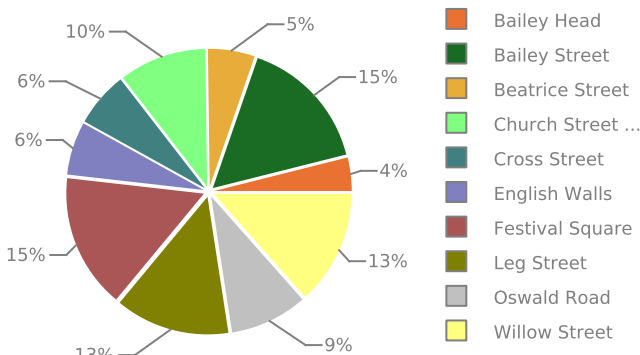


Fig.6 % footfall by street

We are moving away from Average Dwell

Every location attracts a mix of different visitor types, and a single average dwell time can mask that variety. To give a more accurate picture, we've introduced **three visitor audiences** into the dashboard:

- **Typical** — a representative sample of all visitors, closest to the previous flat average.
- **Engaged** — visitors moving across multiple streets and locations for a range of reasons.
- **Visitor** — the most engaged group, who dwell longest and interact most with the town.

This feature **will soon be live on the dashboard** and will **be applied retrospectively across historical data**, so you can compare consistently across all time periods.

Why we made this change

Our aim is always to give you the most realistic view of visitor behaviour. As with any data or analytics platform, the underlying models evolve over time as we gather more data and refine our methods — this is standard practice across the industry, not something unique to your account. As we continue to advance the models used, we have identified that a **three-tier breakdown** gives a much clearer and more truthful picture of how different visitors actually engage with your town.

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How Long do Visitors Stay For?

Engaged dwell time in Oswestry town centre was 46 Minutes in August 2026 (Fig. 7). The percentage of visitors by dwell minutes has shown 22.7% of all visitors in August 2026 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 14.1% of all visitors.

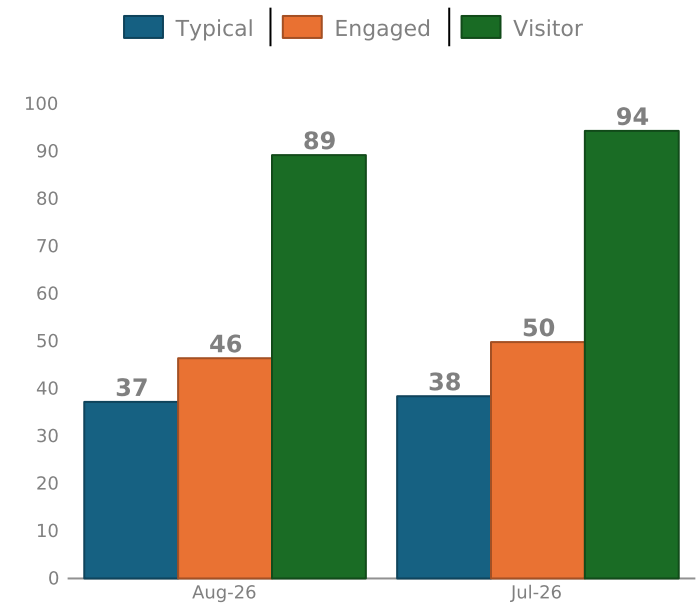


Fig.7 Average dwell time (minutes) in the town centre

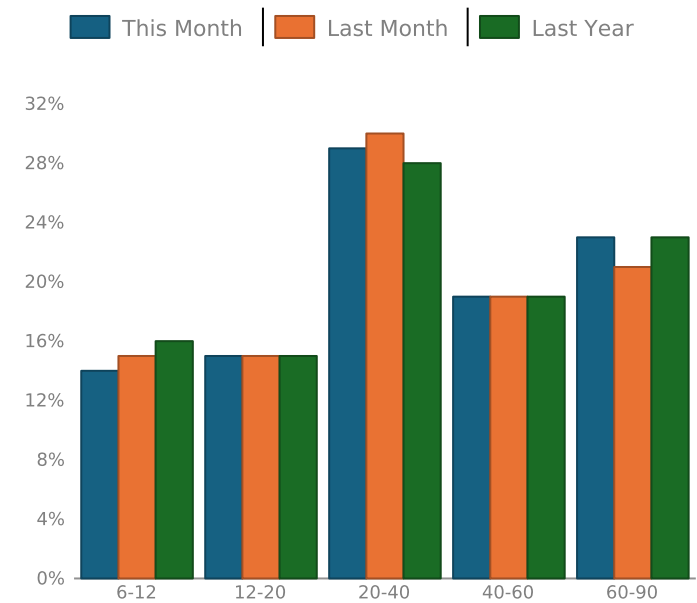


Fig.8 % of visitors by dwell time (minutes)

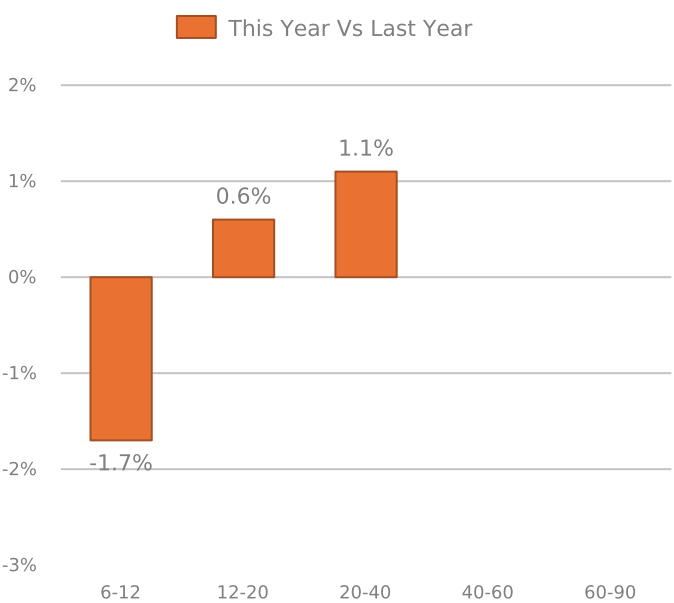


Fig.9 Change in % of visitors by dwell time (minutes)

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Where Do Visitors Come From?

The total number of visitors to Oswestry town centre has increased from 48,233 in August 2025 to 50,177 in August 2026. The proportion of visitors residing within 3 miles has risen from 29.35% (Fig . 12) in July 2026 to 54.28% in August 2026.

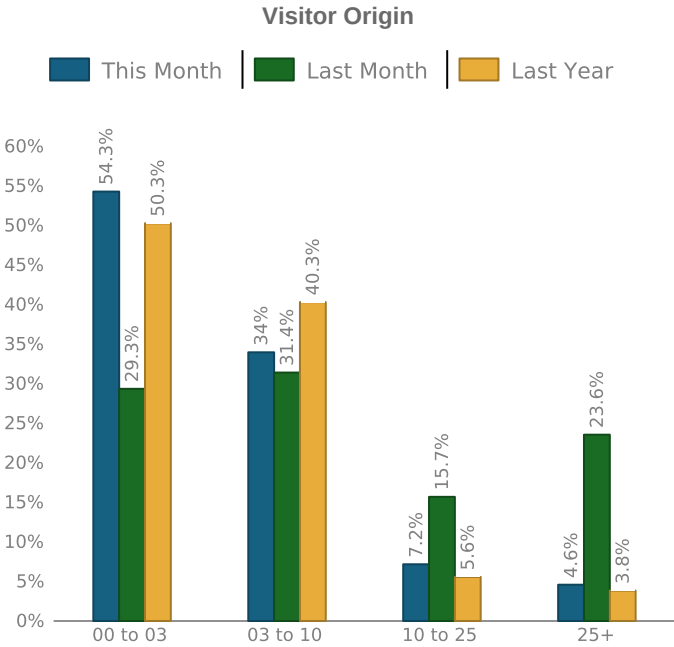


Fig.10 % volume of visitors by origin distance (miles)

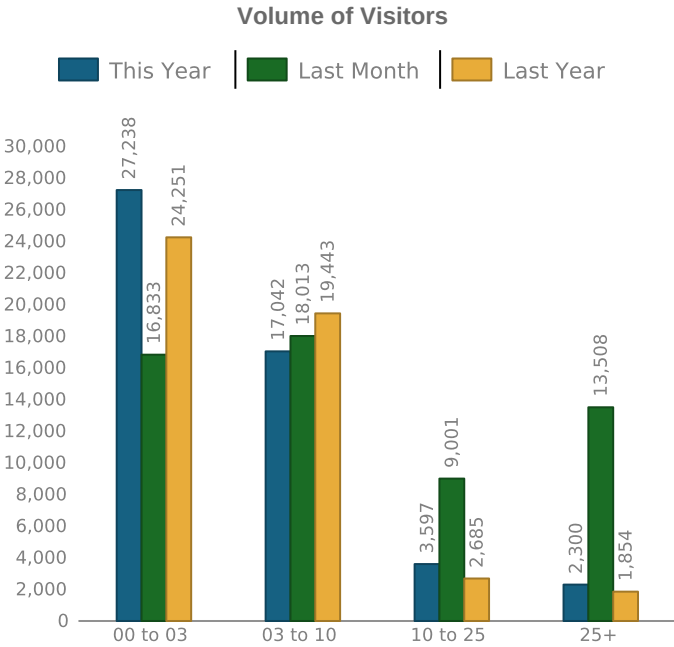


Fig.11 Volume of visitors by origin distance (miles)

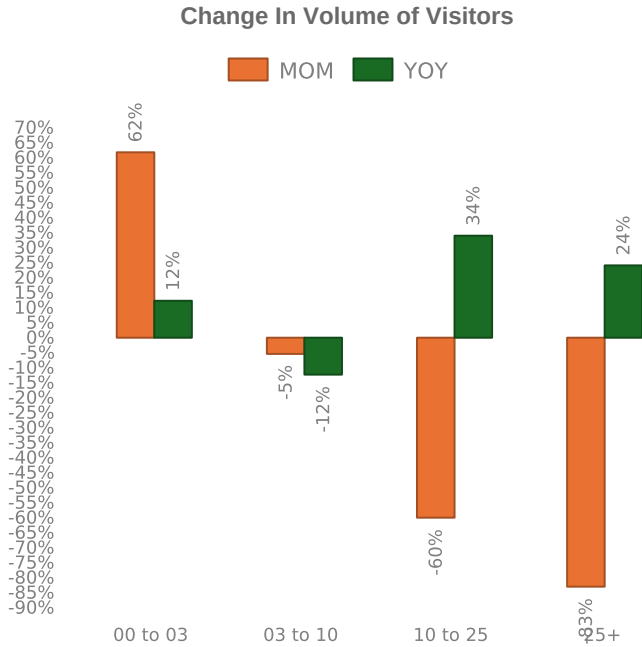


Fig.12 % of visitors by visitor origin distance (miles)

Where do visitors with the highest spend potential come from?

SY11 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 3,730 in August 2026. Postcode SY3 (Fig. 14) has the largest number of potential high spend visitors totalling 9,803. Currently 113 high spend visitors are from this postcode. In August 2026 19% of all visitors to Oswestry were classified as high spend potential, 55% medium and 26% low spend potential.

Postcodes providing largest number of High Spend Visitors

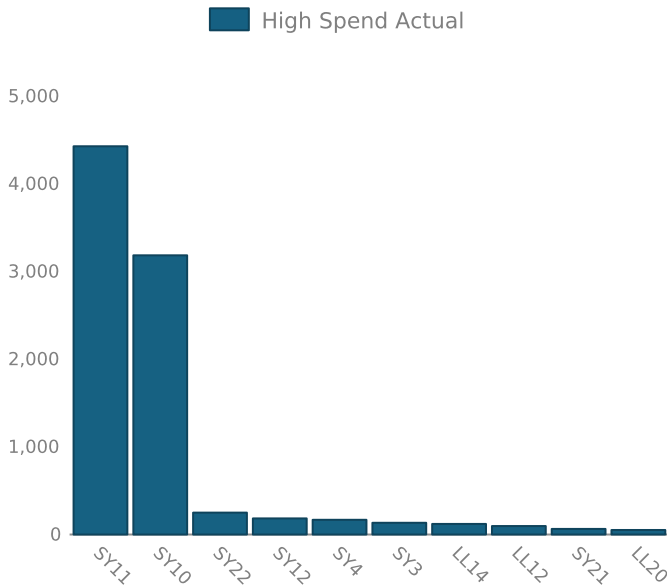


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

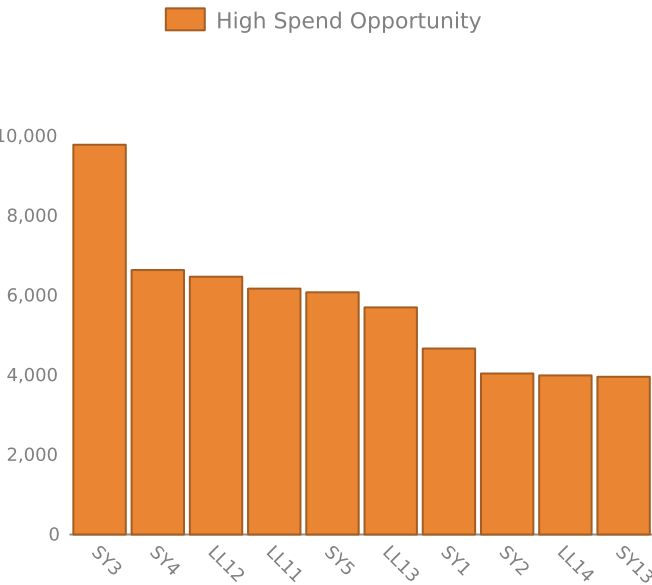


Fig.14 Visitors by postcode district

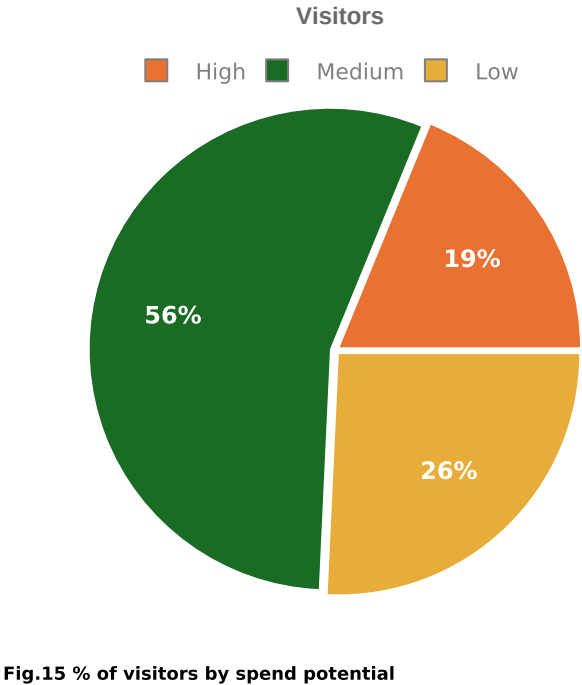


Fig.15 % of visitors by spend potential

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

In August 2026, the largest number of visitors came from IMD decile 5 areas(Fig.16), contributing 37,284 visitors(Fig.17). The postcode district contributing the largest number of visitors was SY11 which ranked in IMD decile 5(Fig.18).

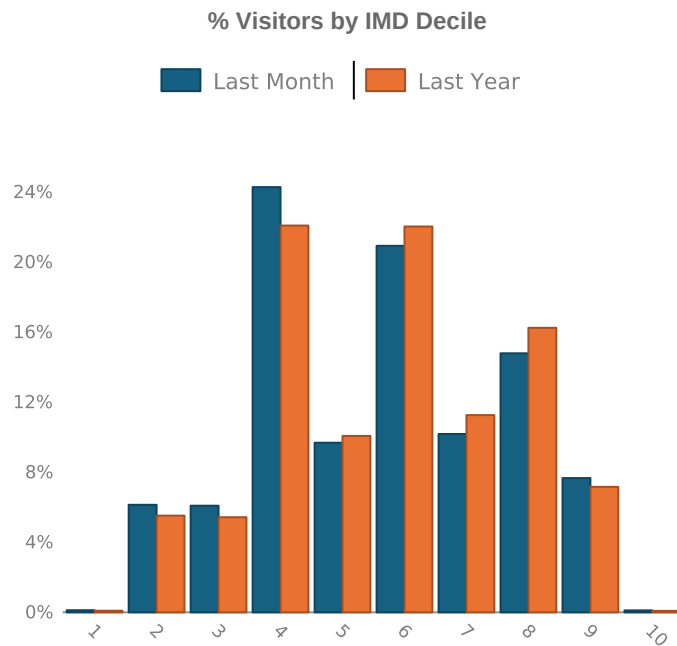


Fig.16 % of Visitors by Index of Multiple Deprivation Decile

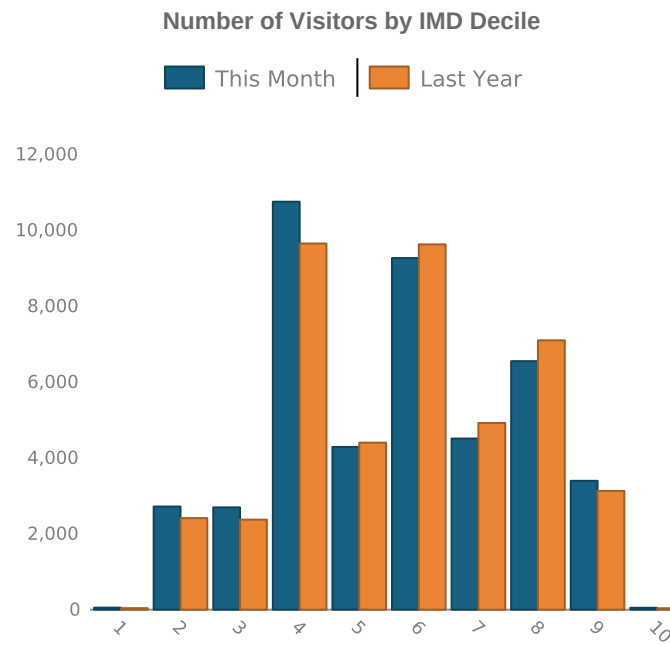


Fig.17 Visitors by Index of Multiple Deprivation Decile

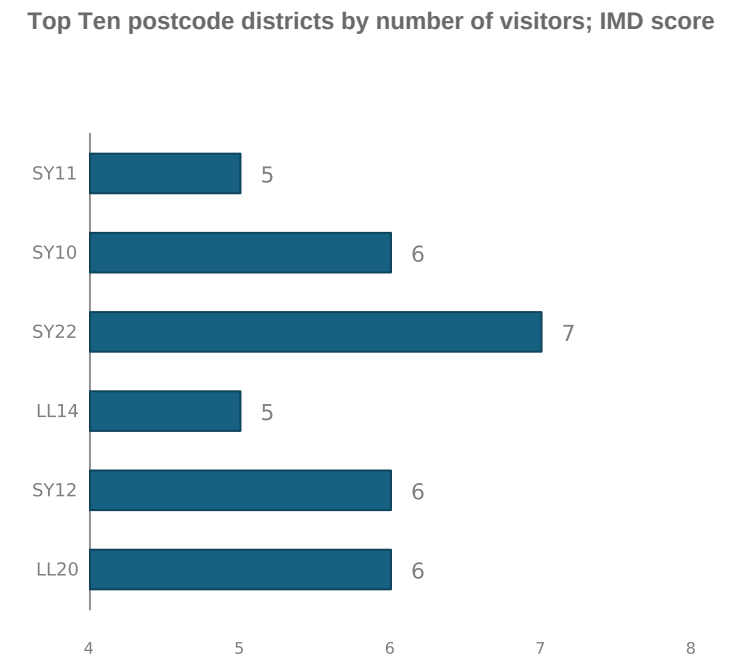


Fig.18 Top Ten postcode districts by number of visitors; IMD score

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What is the disposable income of your visitors?

The average income of the outcode contributing the most visitors is £31,720 (Fig.19). The £31,720 income group experienced the greatest increase in visitor volume, rising by a 6% share of the nearest 10 postcode districts(Fig.20)

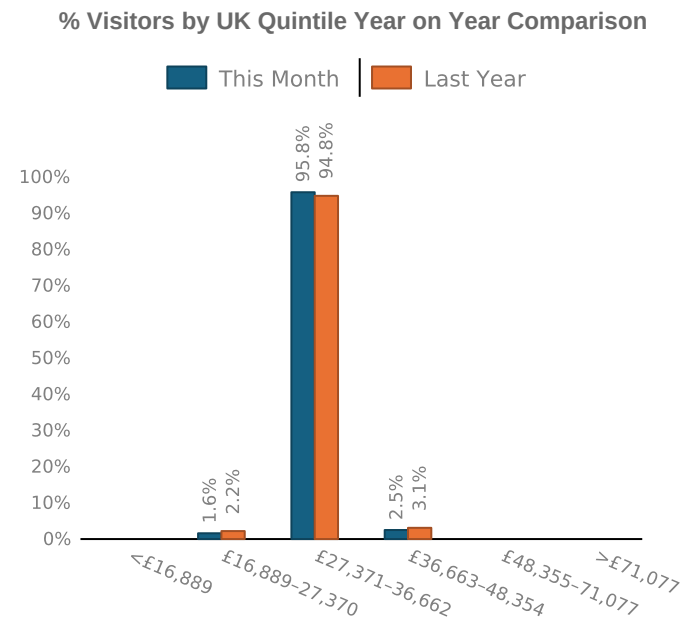


Fig.19 % Visitors by UK Disposable Income Quintile

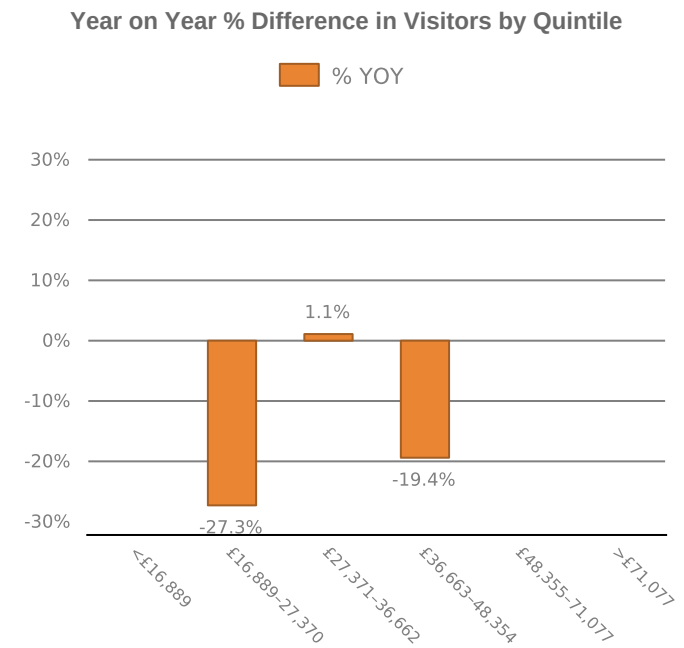


Fig.20 % Difference in Visitors by income Quintile