

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 1.9% increase on May 2026, and a 5.7% increase with respect to June 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 (May 2026) and previous year (June 2025) is represented in (Fig.1) and monthly totals in (Fig. 2) and daily levels in (Fig. 3)

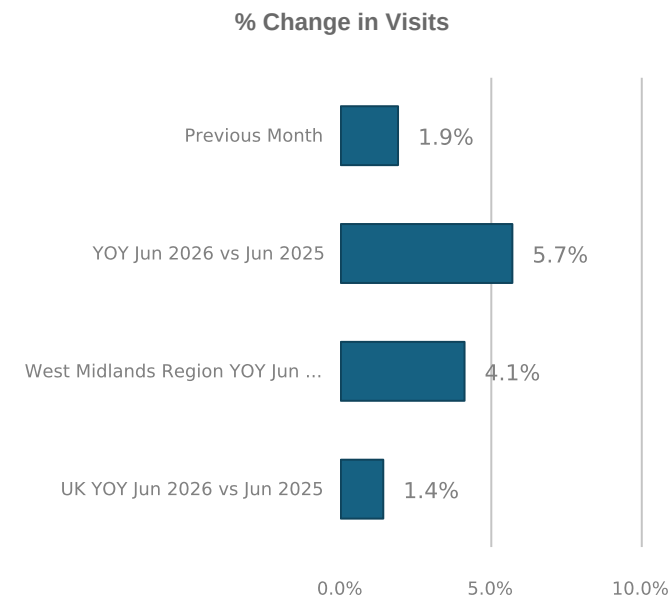


Fig.1 % change in total visits to the town centre

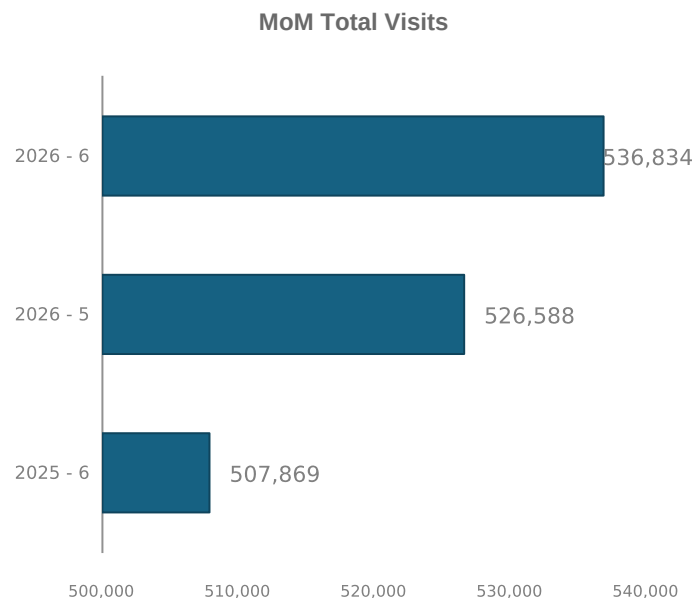


Fig.2 Total visits to the town centre

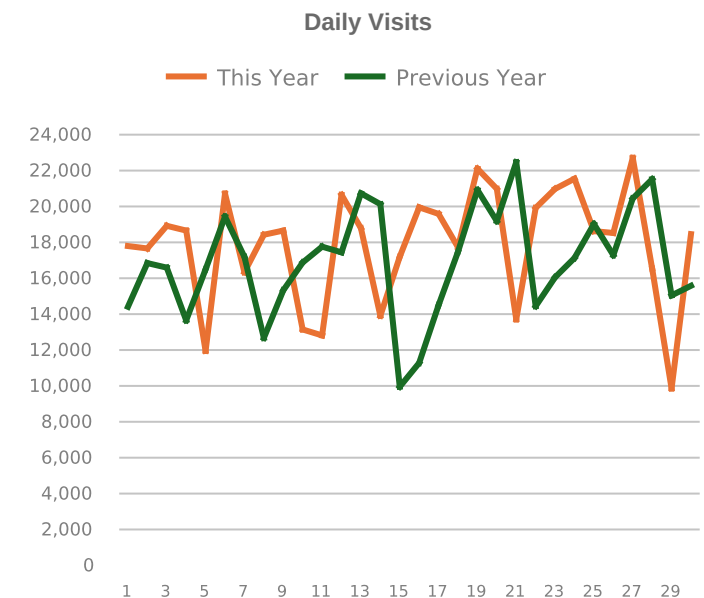


Fig.3 Number of daily visits to the town centre

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Visitors to Streets

The following charts provide footfall by streets in Oswestry town centre. Festival Square is the busiest road with 117,571 visits in June 2026 (Fig .4), this was 13.8% higher than June 2025 (Fig. 5) and 9.2% higher than in May 2026. Festival Square attracts the most visitors with 14.8 % of all street visits. (Fig .6)

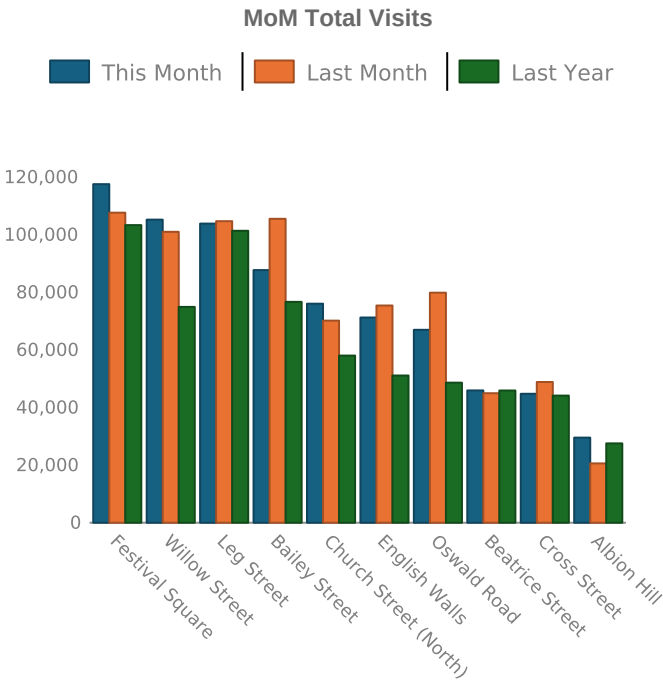


Fig.4 Total visits to street

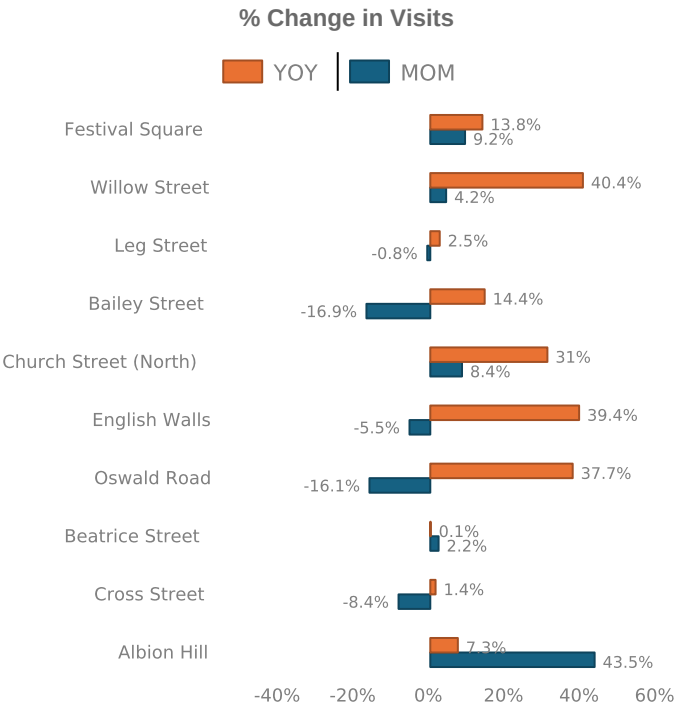


Fig.5 % in visits to street

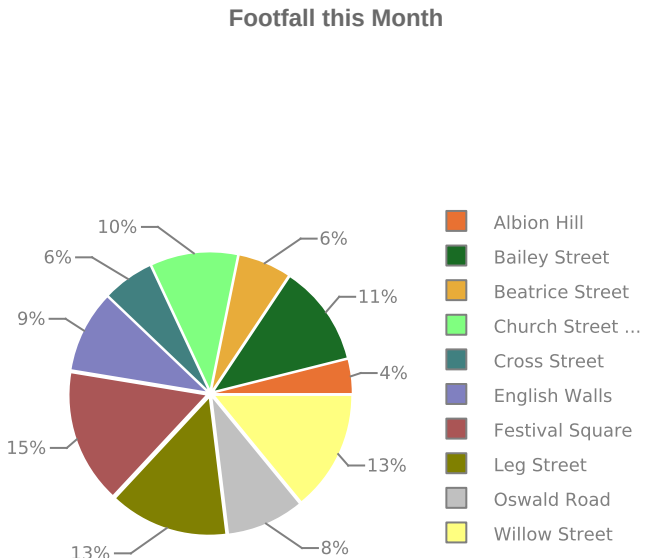


Fig.6 % footfall by street

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How Long do Visitors Stay For?

Average dwell time in Oswestry town centre was 58 Minutes in June 2026 (Fig. 7) an increase of 13 minutes compared to June 2025. The percentage of visitors by dwell minutes has shown 23.6% of all visitors in June 2026 (Fig. 8) dwelling for 60 – 90 minutes and short 6 - 12 minutes dwell times of 13.7% of all visitors.

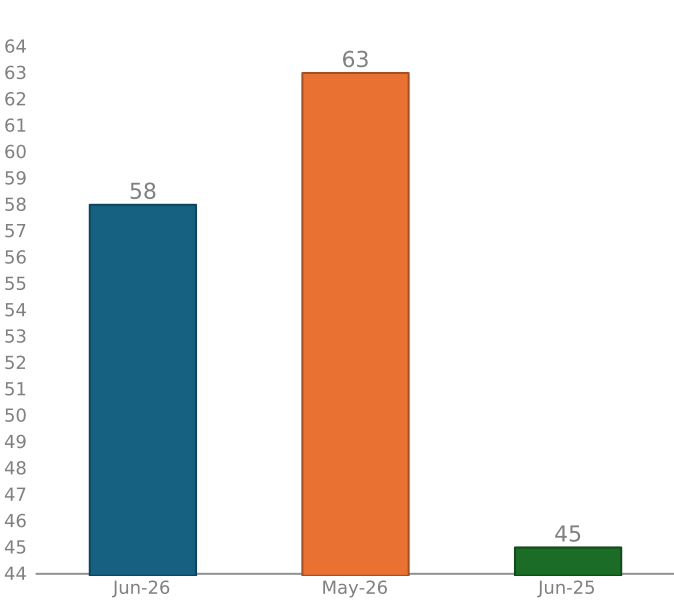


Fig.7 Average dwell time (minutes) in the town centre

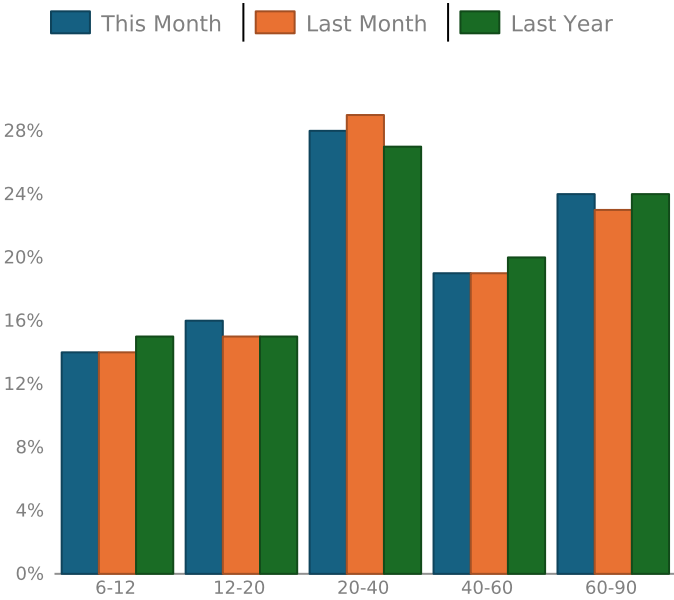


Fig.8 % of visitors by dwell time (minutes)

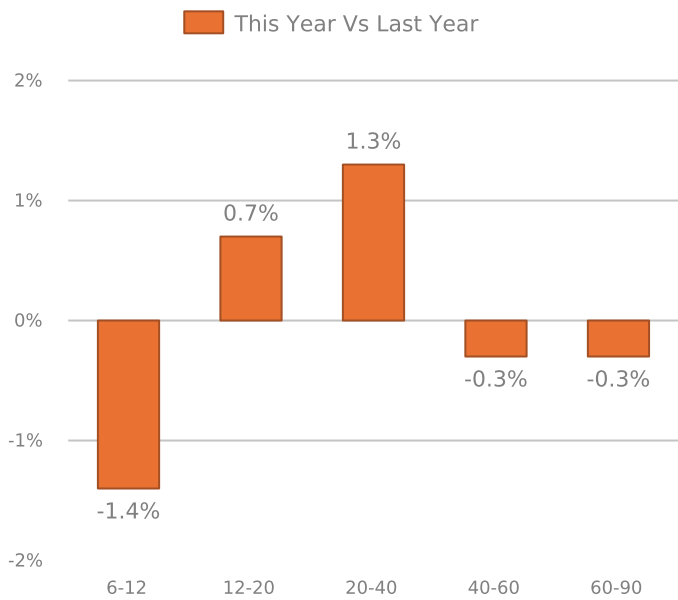


Fig.9 Change in % of visitors by dwell time (minutes)

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Where Do Visitors Come From?

The total number of visitors to Oswestry town centre has increased from 58,248 in June 2025 to 61,211 in June 2026. The proportion of visitors residing within 3 miles has fallen from 51.7% (Fig . 12) in May 2026 to 50.97% in June 2026.

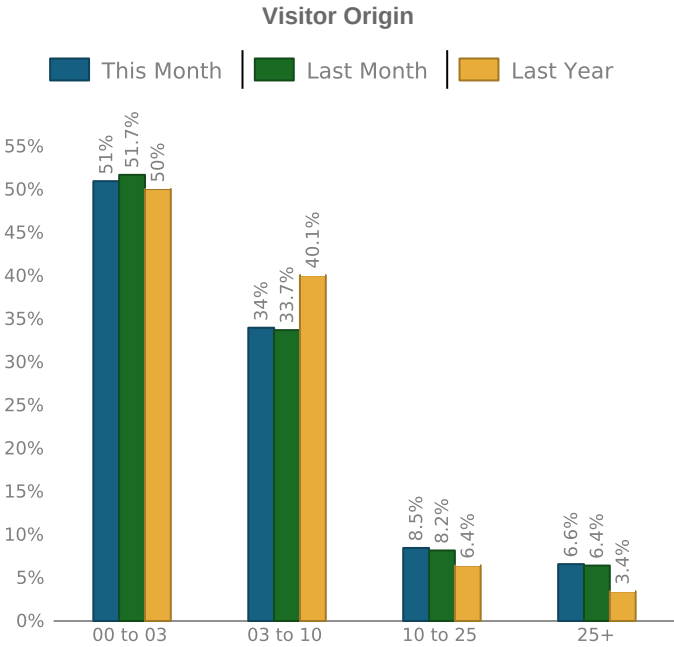


Fig.10 % volume of visitors by origin distance (miles)

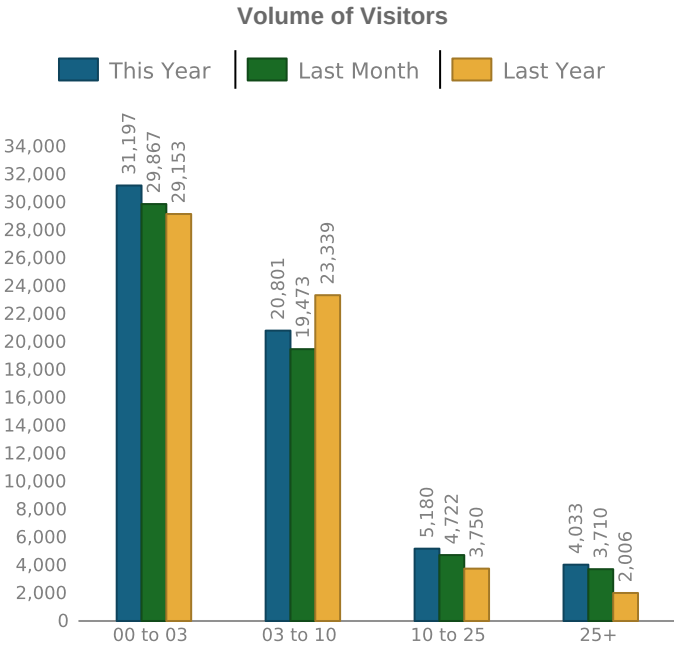


Fig.11 Volume of visitors by origin distance (miles)

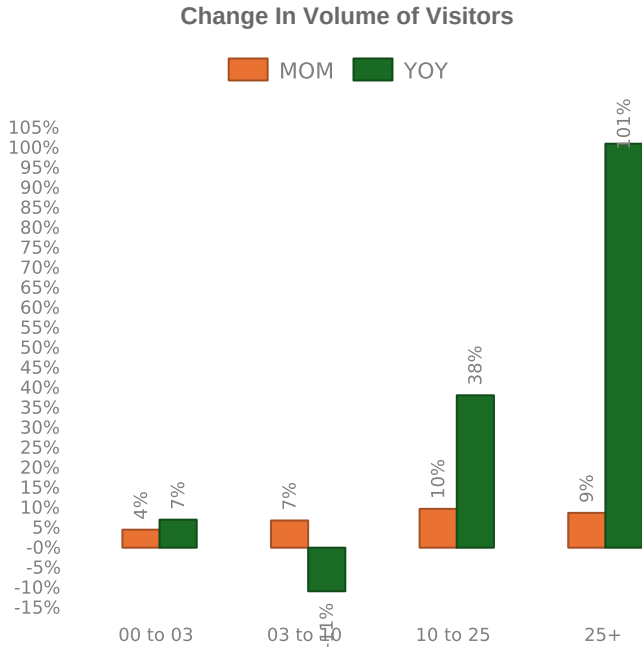


Fig.12 % of visitors by visitor origin distance (miles)

Where do visitors with the highest spend potential come from?

SY11 postcode (Fig. 13) provides the highest volume of high spend visitors, totalling 3,357 in June 2026. Postcode SY3 (Fig. 14) has the largest number of potential high spend visitors totalling 9,795. Currently 121 high spend visitors are from this postcode. In June 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

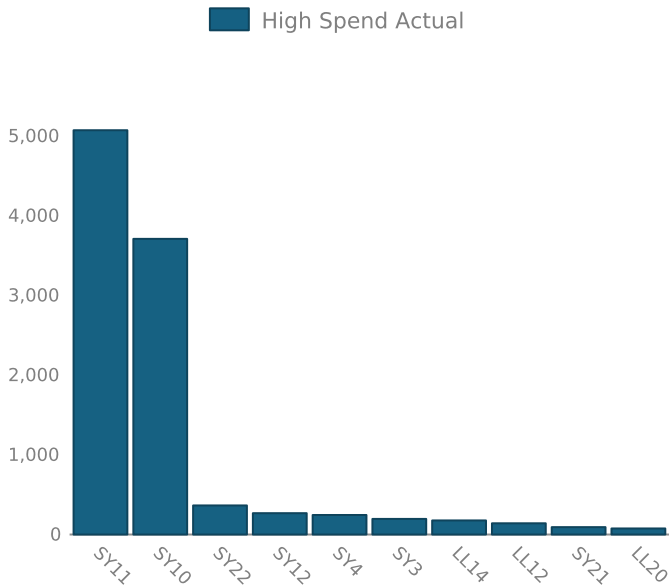


Fig.13 Visitors by postcode district

Postcodes with the largest High Spend Visitor Opportunity

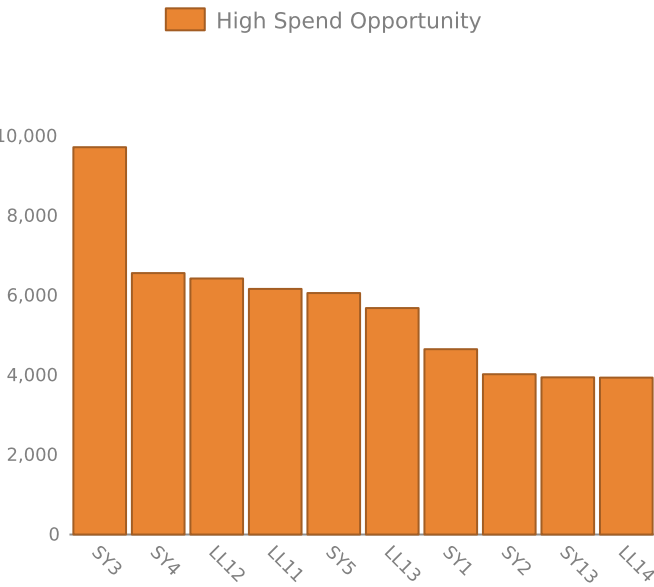


Fig.14 Visitors by postcode district

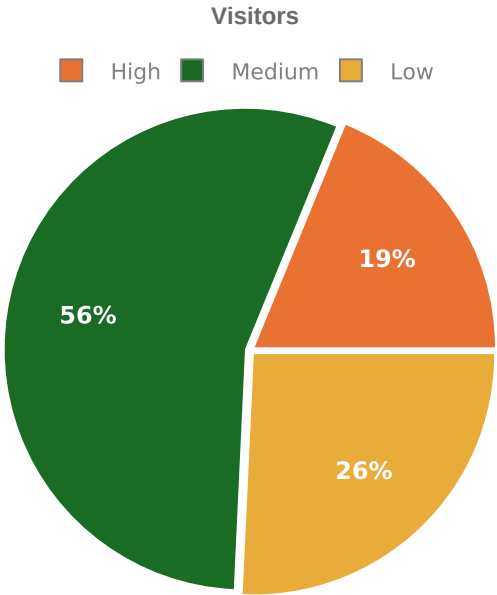


Fig.15 % of visitors by spend potential

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

In June 2026, the largest number of visitors came from IMD decile 5 areas(Fig.16), contributing 45,483 visitors(Fig.17). The postcode district contributing the largest number of visitors was SY11 which ranked in IMD decile 5(Fig.18).

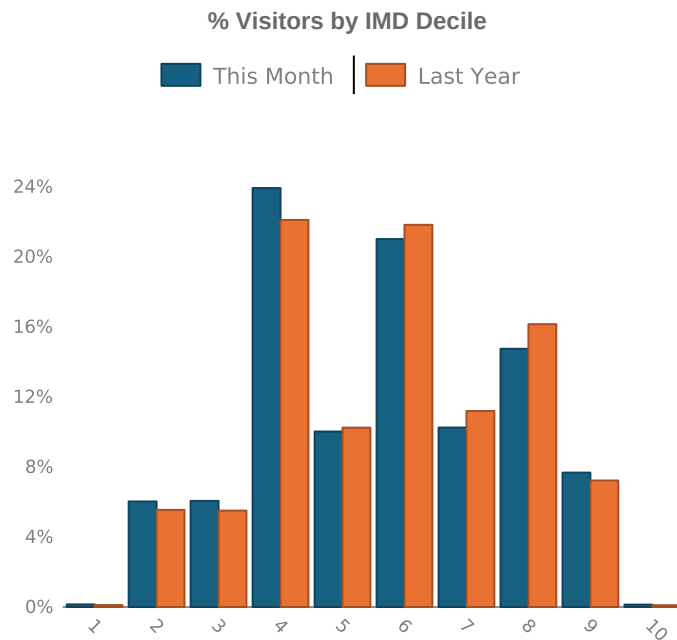


Fig.16 % of Visitors by Index of Multiple Deprivation Decile

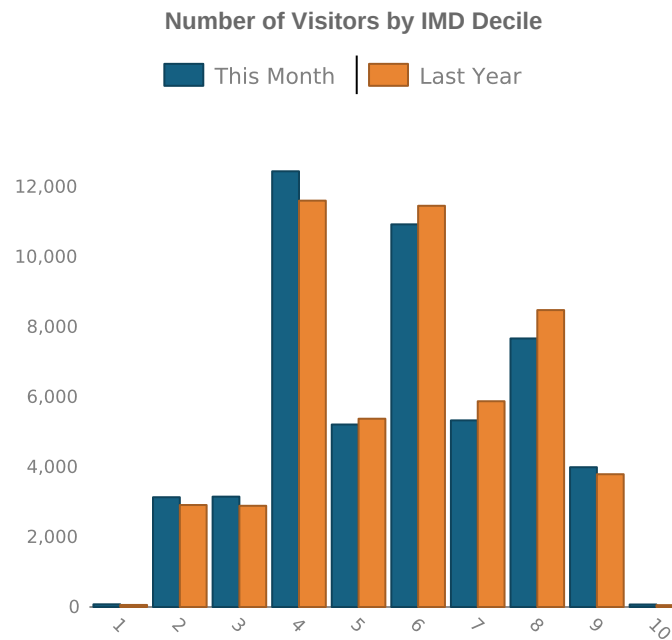


Fig.17 Visitors by Index of Multiple Deprivation Decile

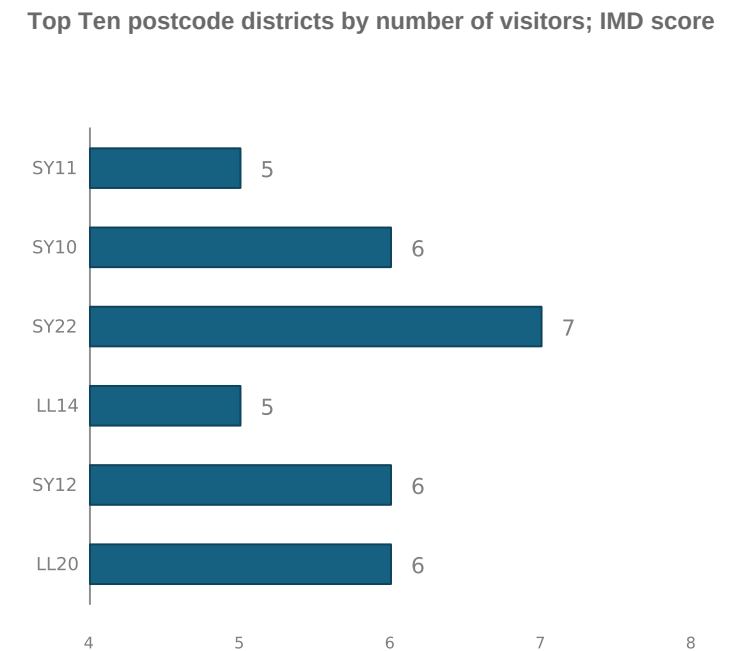


Fig.18 Top Ten postcode districts by number of visitors; IMD score

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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 4.5% share of the nearest 10 postcode districts(Fig.20)

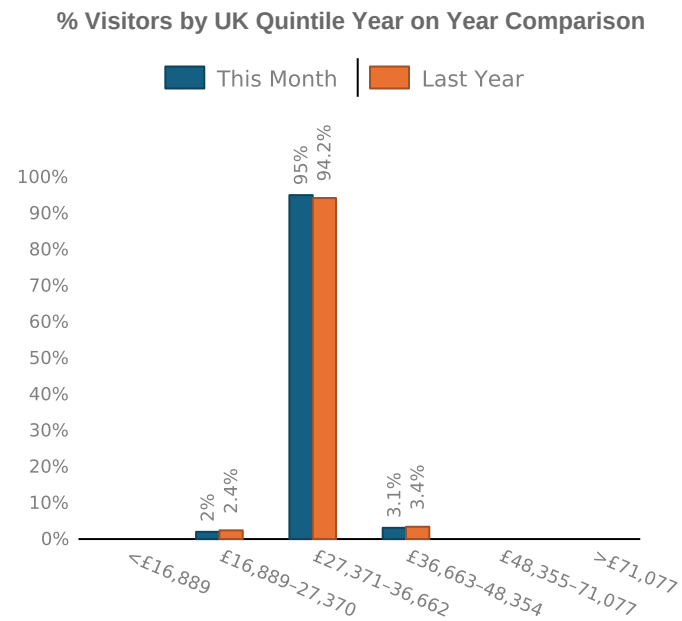


Fig.19 % Visitors by UK Disposable Income Quintile

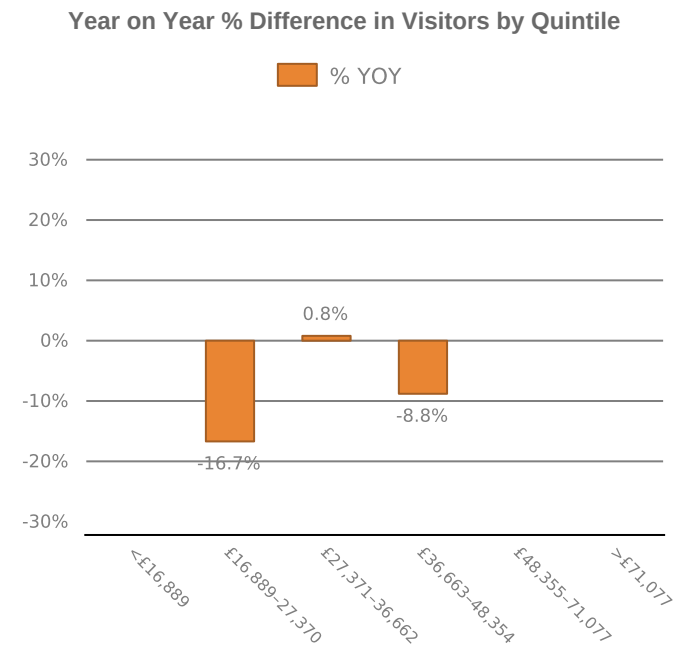


Fig.20 % Difference in Visitors by income Quintile