



# OSWESTRY MARKET TOWN PROFILE

Spring 2021



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# Market Town Profile

## Oswestry

Oswestry is an ancient market town located in the North of Shropshire close to the English - Welsh Border. Its strategic position as a 'frontier town' has given it a turbulent history. Today the town still retains its vital function as a market and shopping centre serving North West Shropshire and Mid Wales. The origins of the town are uncertain although the towns market dates back to 1190.

Most of the town centre has been designated a Conservation Area conveying a mixture of architectural styles. There are many old timber framed houses, for example Llywd Mansion on Cross Street, the Heritage Centre, the Blackgate, the Fox Inn and the shops along Beatrice Street. Georgian architecture is also represented particularly around St Oswald's Church where there are a number of imposing town houses complete with grand entrance staircases and front doors.

It has a significant Victorian legacy. Many of the shop fronts and facades, the many terraced houses and churches and railway buildings reflect this period. There are further conservation areas nearby at Whittington Castle, Pant Glas and Brogyntyn.

Historically Oswestry was a coal mining area with the large colliery of Ifton closed in 1968.

## Area Quick Statistics

**882 hectares**

**7,671 households**

**18,200 people**

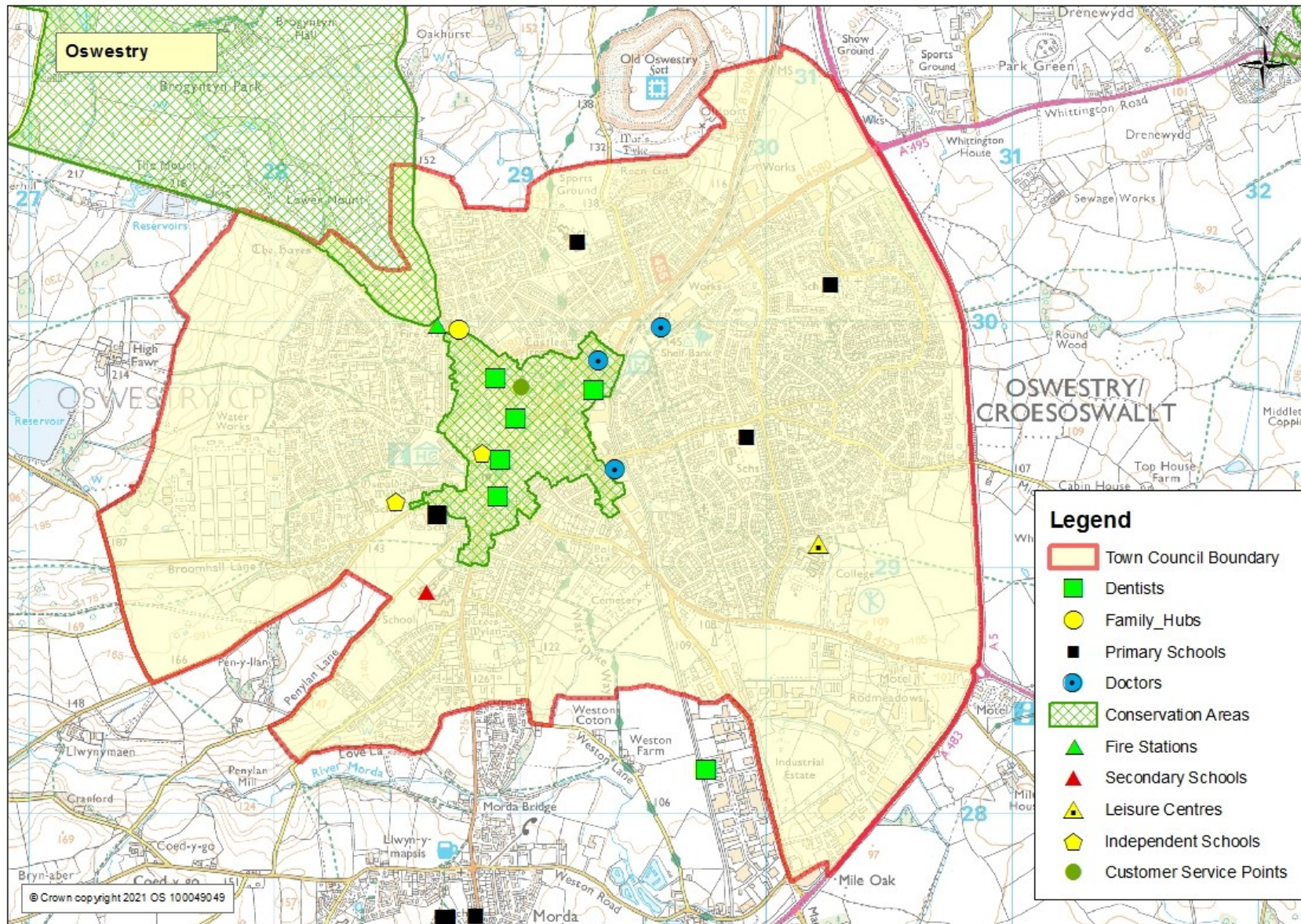
**20.6 people per hectare**

**7,989 dwellings**

**43 is the average age**

This town profile has been produced by the Information, Intelligence and Insight team of Shropshire Council. Whilst every effort has been made to ensure the accuracy of the information supplied herein, Shropshire Council cannot be held responsible for any errors or omissions.

# Area Map



## Local Politics

Oswestry is represented by a local town council that is responsible for the management of 3 car parks, retail markets, visitor centre, town park and cemetery. The council responds to planning applications and is active in supporting the visitor economy by promoting a range of local events.

Visit <http://www.oswestry-tc.gov.uk/home.html> to view the aims and objectives of the Council.

**Oswestry Town Council** consists of 7 wards; Cabin Lane, Cambrian, Carreg Llwyd, Castle, Gatacre, Maserfield and Victoria. There are a total of 18 elected councillors who represent the town's population. Details of the current elected members can be found at the town council website.

A mayor is elected each year – the mayor for 2017/18 is Cllr Duncan Kerr.

**Shropshire Council** is responsible for many services including; education, environment, highways, licensing, planning, social care, trading standards and waste collection. Details of all services can be found at <https://www.shropshire.gov.uk/>

There are 3 Shropshire Council wards covering the town council area. Elections are held on a 4 year cycle with the next elections due May 2025.

Ward councillors are :-

Oswestry East – Councillor Chris Schofield and Cllr John Price

Oswestry South – Councillor Duncan Kerr

Oswestry West – Councillor Mike Isherwood

### Member of Parliament

Oswestry is part of the North Shropshire parliamentary ward which is represented by the Rt Hon Owen Paterson MP.

<https://www.owenpaterson.org/>

### Other Representative Groups

**Oswestry & District Civic Society** - a local society which aims to encourage a balance of new developments and the conservation of existing buildings.

**Oswestry Chamber of Commerce** - <http://oswestrychamber.org.uk/about/> - regular meetings and networking events to support and promote local businesses.

## Community Assets

Oswestry has a number of public services which operate from the town. There are also a number of facilities which can be used for hire.

### Public Services

**Oswestry Fire Station**, Mount Rd, Oswestry, SY11 1BB <https://www.shropshirefire.gov.uk/stations/oswestry-fire-station> Lecture room available for hire, contact the station management team for details.

**Oswestry Police Station**, Park St, Oswestry SY11 2HE [www.westmercia.police.uk](http://www.westmercia.police.uk)

**Shropshire Council**, Arthur St, Oswestry SY11 1JR <https://www.shropshire.gov.uk/>

**Oswestry Library**, 9 Arthur St, Oswestry SY11 1JN <https://www.shropshire.gov.uk/libraries/find-a-library/oswestry-library/>

**Oswestry Town Council**, 1 Bailey Head, Oswestry SY11 1PZ [www.oswestry-tc.gov.uk](http://www.oswestry-tc.gov.uk)

### Community Facilities

**Memorial Hall**, Smithfield St, Oswestry SY11 2EG - email [oswmemorialhall@btinternet.com](mailto:oswmemorialhall@btinternet.com)

Public hall with 8 rooms available for let.

**Eastern Oswestry Community Centre**, Cabin Lane, Oswestry, Shropshire, SY11 2LQ

The centre offers a range of activities including a nursery, parent and toddler group, after-school club and holiday club. The Centre also hosts a wide range of recreational and healthy living courses such as: Keep Fit, Brownies, Painting, Weight Watchers, Zumba and other activities.

Rooms available for meetings, seminars, training courses, community groups and children's parties.

# Demographics

Shropshire Town and Parish Council	1981 Census	1991 Census	2001 Census	2011 Census
Oswestry	12,389	14,219	15,613	17,105

Source: Census data

Oswestry is the second largest town in Shropshire by population. The latest population of Oswestry is 17,400 (Mid Year Population Estimates, ONS, 2015) covering 882 hectares. Oswestry's population density was 19.7 people per hectare, making it the second most densely populated of all Shropshire Market Towns. Oswestry's population consists of 49% male and 51 % female. Oswestry Town Council population has increased since 1981 from 12,389 to 17,105. This is an increase of 38% in 30 years.

## Population Forecast

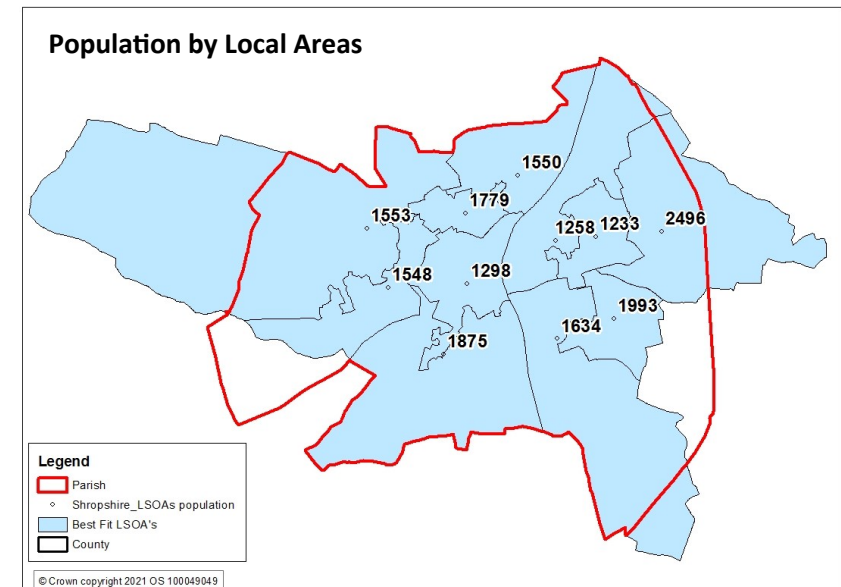
Built up Area Geography Oswestry	Census Day 27th March 2011	2016	2026
Population	18,700	19,100	23,200
Dwellings	8,600	8,800	10,700
Households	8,300	8,400	10,300

Note: the population, dwellings and household figures are based on a wider area than the parish council area. Population forecasts are based on developments of new housing.

The population of Oswestry area is forecast to rise from 18,700 in 2011 to 23,200 in 2026. This is a rise of 24% over this period. The largest part of this increase is expected between 2016 and 2026, when the population is forecast to rise by just over 4,000 people or 21%.

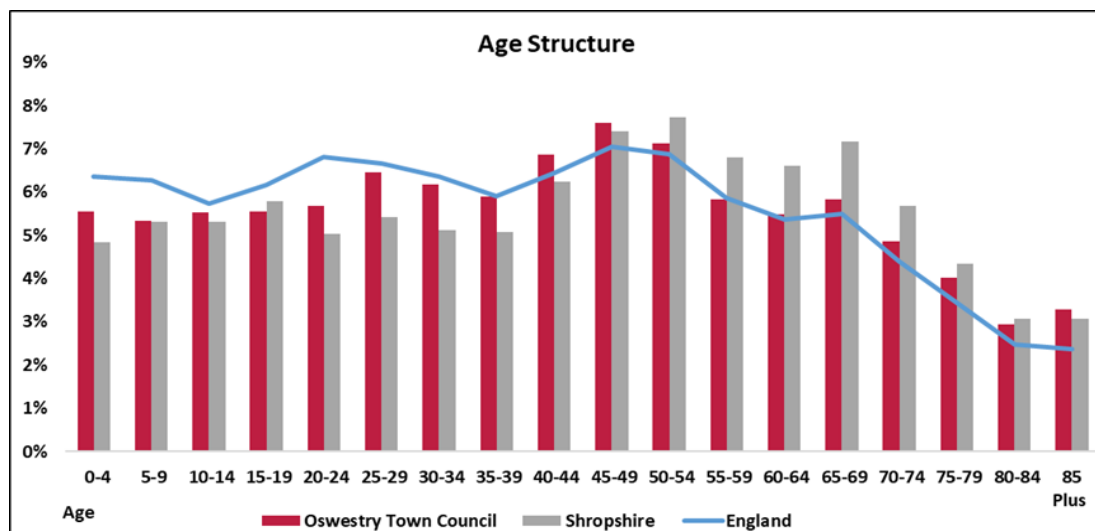
The number of dwellings is also forecast to increase from 8,600 in 2011 to 10,700 in 2026. This is an increase of 24%. Similarly the largest part of this growth is forecast to happen between 2016 and 2026.

The information in this market town is predominantly focussed on the town council area of Oswestry. Due to the nature of national statistical data it is not always possible to fully replicate these boundaries. Statistics quoted in this profile will use the best fit to the town council area. If these are not available the next best fit is the use of Lower Super Output Areas (LSOA's). These small area figures are part of a national dataset which comprises of 32,000 areas of which there are 192 in Shropshire and 11 which cover most of the town council area.



## Age Structure

- The age structure in Oswestry shows that there is a younger age profile in the town when compared to Shropshire.
- Most of the age bands under the age of 50 show a higher percentage than for Shropshire.
- Conversely, Oswestry has a lower rate of people in the age bands over the age of 50.
- The one exception is for the rate of people aged over 85.
- Despite having a younger age profile than Shropshire, Oswestry has an older profile when compared to England.
- Oswestry has a lower rate of people in the age bands under 40 than in England.
- There is a higher rate of people aged over 65 than in England.



Source: Office of National Statistic (ONS) Mid Year Estimates, 2019 - Ward Level Mid Year Population Estimates, 2019.

11,100 Oswestry residents are of traditional working age (16-64) which is the equivalent of 61.1% of the population. This compares with 58.9% for Shropshire as a whole, 61.7% in the West Midlands and 62.5% in Great Britain.

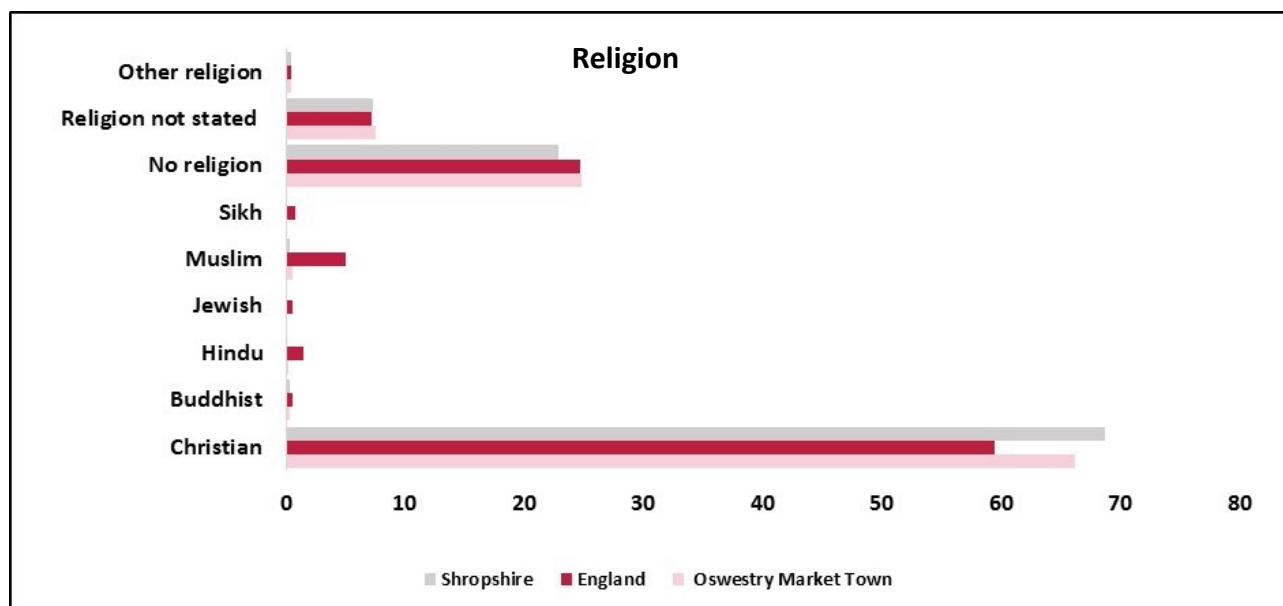
Place	Working age as % of population
Albrighton	53.8
Bishop's Castle	52.6
Bridgnorth	55.8
Broseley	58.0
Church Stretton	47.7
Cleobury Mortimer	59.6
Craven Arms	57.2
Ellesmere	56.8
Highley	56.2
Ludlow	55.0
Market Drayton	59.0
Much Wenlock	51.6
<b>Oswestry</b>	<b>61.1</b>
Shifnal	60.7
Shrewsbury	61.4
Wem	57.5
Whitchurch	59.6
Shropshire	58.9
West Midlands	61.7
Great Britain	62.5



## Ethnicity and Religion

The total BME (black minority ethnic group) in Oswestry was 2.0% or 403 of the total population at the time of the 2011 Census. The largest group was Asian/Asian British, 1.2%. Ethnicity levels in Oswestry are similar to Shropshire but significantly lower than England.

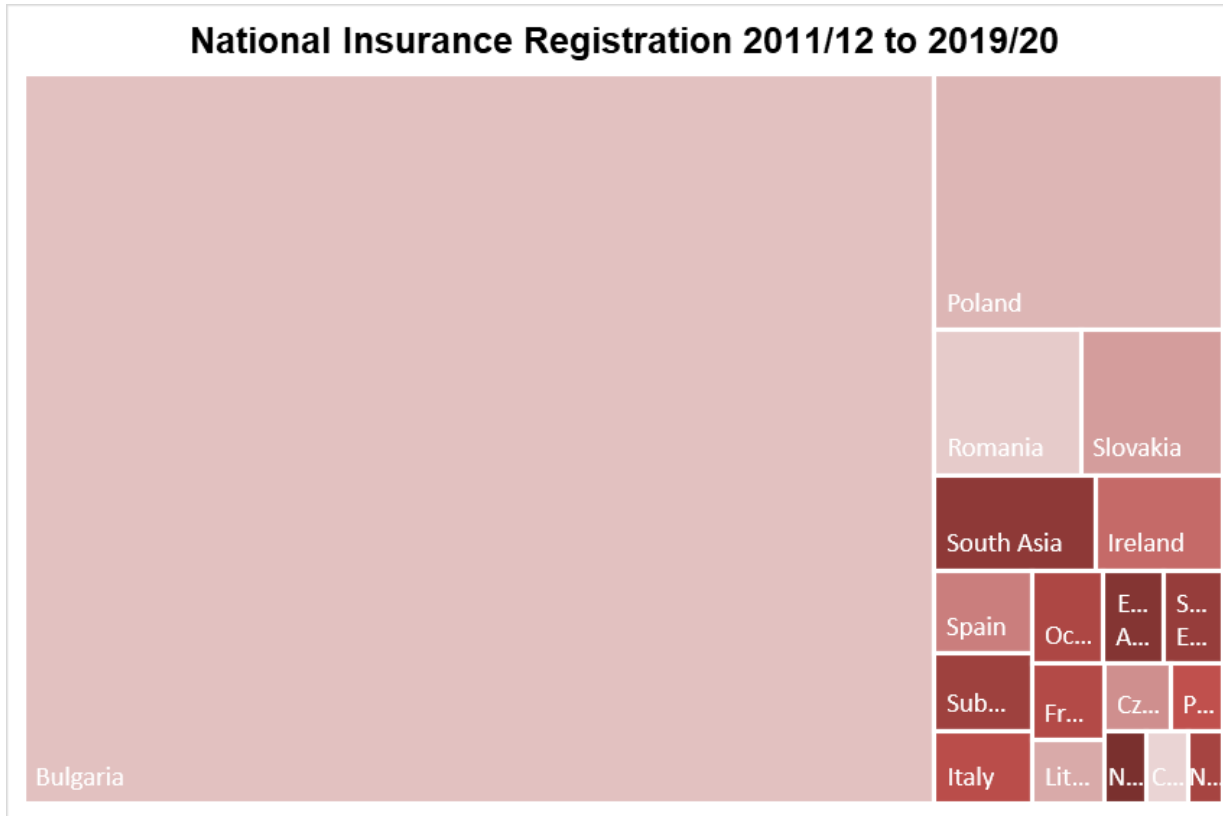
Area	White	White: British	Mixed/multiple ethnic groups	Asian/Asian British	Black/African/Caribbean/Black British	Other ethnic group	Total BME
Oswestry	97.6%	93.4%	0.8%	1.2%	0.3%	0.1%	2.0%
Shropshire	98.0%	95.4%	0.7%	1.0%	0.2%	0.1%	2.0%
England	85.4%	79.8%	2.3%	7.8%	3.5%	1.0%	14.6%



In 2011, more than two-thirds of the Oswestry population affiliated themselves with a religion. This percentage is marginally lower than for Shropshire or England. As is the case county-wide and nationally, the vast majority classified their religion as Christian (66.2% of the population or 97.8% of those expressing any religious affiliation). A higher proportion of Oswestry residents classed themselves as Muslim compared with Shropshire as a whole (0.6% compared with 0.3%) but this is low compared with England. Other religions represented in Oswestry include Buddhism and Hinduism.

Source: 2011 Census

## Ethnicity



The latest ethnicity data is taken from the 2011 census. The next census is due in 2021 with the results likely to be published from 2023.

To help provide an indication of changes to ethnicity data the number National Insurance registrations to adult overseas nationals entering the UK are shown. These numbers should only be used as an indication of population changes. A registration does not mean that a national has made permanent residence or has remained in the area.

The numbers shown are based on Middle Layer Super Output Areas. These areas are larger than the lower layers described in the population map.

Source: Department for Work and Pensions - Stat-Xplore

There are two middle layers that cover the Oswestry town centre. These layers do extend further than the 11 lower level layers that cover the town and mainly extends to also cover the area of Morda.

Where registrations are less than 5, from any nation, the numbers are withheld to prevent identification of individuals. Therefore small numbers of other nationalities will have made registrations. The total number of overseas NI registrations from 2011/12 to 2019/20 in Oswestry area was 1728.

The number of national insurance registrations provided to adult overseas nationals entering the UK within the Oswestry area saw a significant increase from 2014. This coincides with the end of restrictions on employing Bulgarian and Romanian nationals on 1<sup>st</sup> Jan 2014. The majority of NI registrations from this period has been from 1312 Bulgarian nationals.

## Ethnicity and Religion

Oswestry is home to a number of churches and chapels which reflect the majority of the population who have a Christian faith. Oswestry does have a small Muslim community which is a higher percentage than in Shropshire as a whole. Previous plans to develop a Muslim prayer centre did not materialise. The nearest Muslim prayer centre is in Shrewsbury. Places of worship in the town of Oswestry include:-

**Albert Road Evangelical Chapel**, Albert Road, Oswestry SY11 1NF - <http://www.albertroadchurch.com/>

**Cabin Lane Church**, The Whole Life Christian Centre, Cabin Lane, Oswestry SY11 2LQ - [www.cabinlanechurch.org.uk](http://www.cabinlanechurch.org.uk)

**Cornerstone Baptist Church**, 11 Lower Brook St, Oswestry SY11 2HJ - [www.cornerstonebaptist.org.uk](http://www.cornerstonebaptist.org.uk)

**Holy Trinity Church**, Victoria Parade, Roft St, Oswestry SY11 2ES - <http://www.holytrinityoswestry.org/>

Building started in 1837, Holy Trinity has been the parish church of east and south-east Oswestry since 1842 and its spire forms a prominent local landmark.

**Hope Church**, 52 Laburnum Dr, Oswestry SY11 2QR - [www.hopechurchoswestry.org.uk](http://www.hopechurchoswestry.org.uk)

**Kingdom Hall**, Jehovah Witness, 10 Oswald Rd, Oswestry SY11 1RE

**Oswestry Methodist Church**, Chapel St, Oswestry SY11 1LF - <http://www.shropshireandmarches.org.uk/find-a-chapel/northern-area/oswestry/>

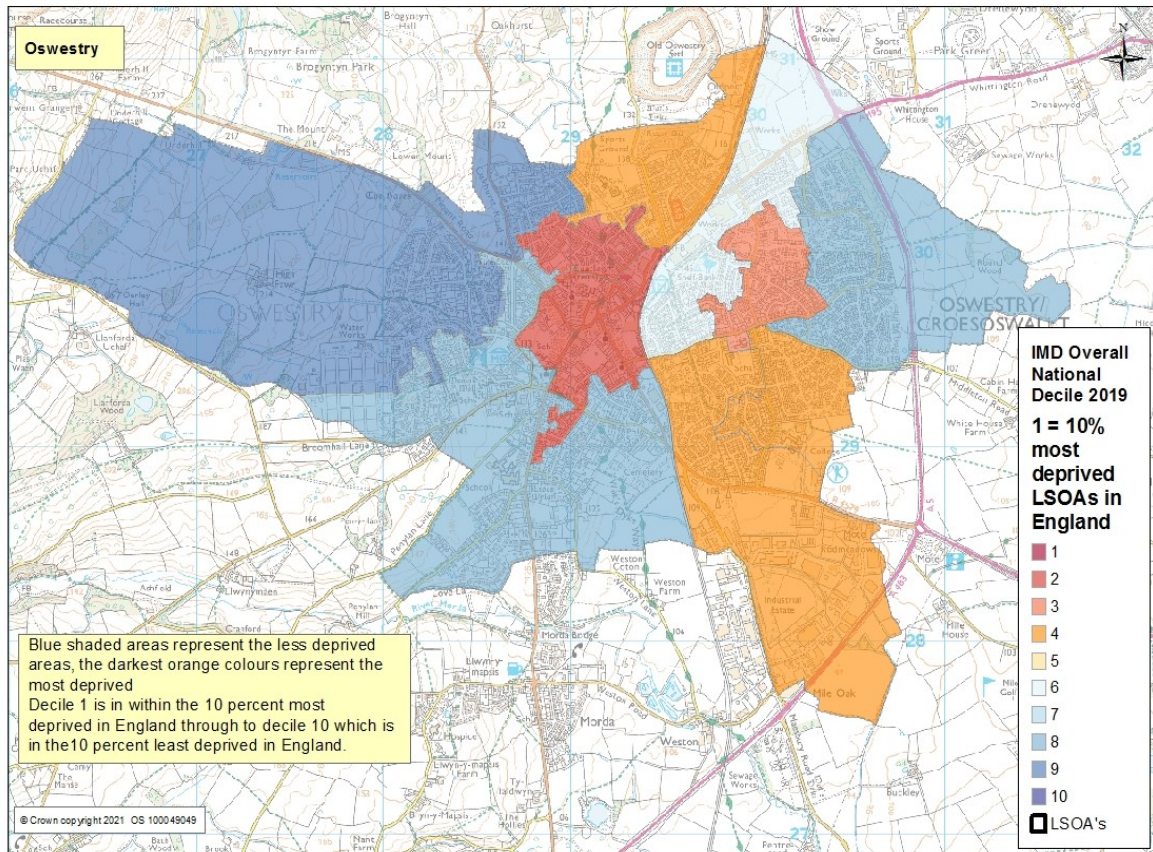
Built in 1898 is part of the Northern Area of the Shropshire and Marches Methodist Circuit.

**Our Lady and Saint Oswald's Catholic Church**, 43 Upper Brook St, Oswestry SY11 2TG - <http://oswestry-catholics.org.uk/>

**St Oswald's Church, Church St**, Oswestry SY11 2SY – <http://stoswaldsoswestry.org.uk/>

The parish church of Oswestry is mentioned in the Domesday book of 1085 with its tower dating back to 1200. It is named after King Oswald who was canonised after being killed and dismembered by the pagan King Penda. Despite suffering great damage during the civil war much of the medieval building remains. Features of the interior include a 17th century font celebrating the restoration of the monarchy in 1660, and a memorial to Hugh Yale and his wife, whose family founded Yale University in the United States. In the churchyard there is also a timber framed lych-gate which was erected in 1631.

## Multiple Deprivation



Source: Index of Multiple Deprivation (IMD), Department of Communities and Local Government, crown copyright 2019

The Index of Multiple Deprivation (IMD 2019) is designed to identify areas where communities lack resources and are in need. To do this, seven factors are considered, which are:

- Income deprivation
- Employment deprivation
- Health deprivation and disability
- Education deprivation
- Barriers to housing and services
- Crime
- Living environment deprivation

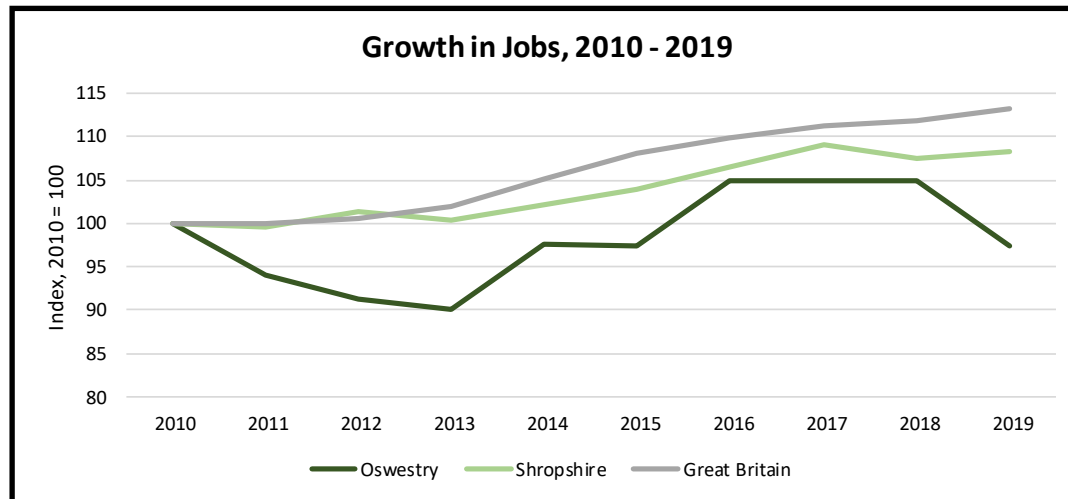
Oswestry has two areas of deprivation within the most deprived 20% nationally. These areas are located in and around the town centre and are within Oswestry South electoral ward. There is also one area within the top 30% most deprived nationally. This area is located to the east area of the town centre around College Road and within Oswestry East ward.

For more information on IMD see:

<https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>

## Economy

Oswestry is the second largest employment centre in Shropshire behind the county town of Shrewsbury, providing employment opportunities for residents of the town as well the wider Shropshire population and beyond. 616 businesses have registered offices in Oswestry (Source: FAME (Bureau van Dijk), February 2021) which is about 3% of all businesses registered in Shropshire. 6,500 people are employed in the town, the equivalent of 5.2% of the Shropshire total.

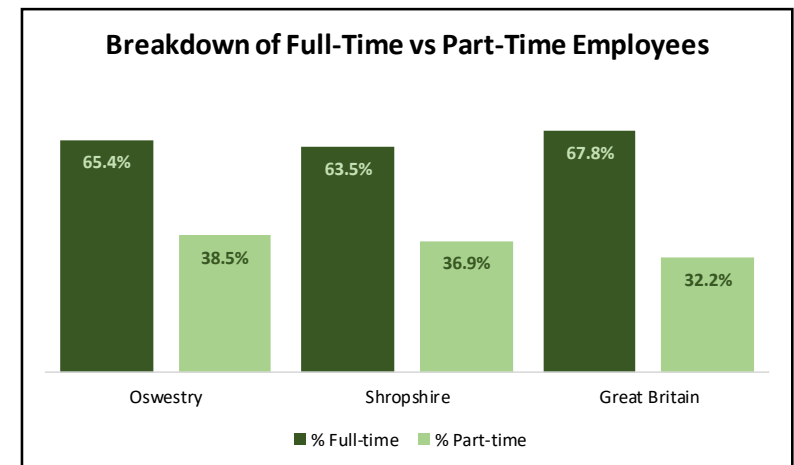


The number of jobs in Oswestry has fallen by 200 since 2010, which constitutes a decline of 2.7% and represents an annual average loss of 20-25 jobs. In comparison, the number of jobs in Shropshire rose by 8.3% over the same period. Nationally, jobs growth between 2010 and 2019 stood at 13.2%.

In addition to the 6,500 employee jobs, there are approximately 500 business proprietors/sole traders based in the town, taking overall employment levels to 7,000.

## Breakdown Part/Full Time

Part-time employment is more common in Shropshire than it is regionally or nationally, and its prevalence is just as pronounced in Oswestry as illustrated in the chart opposite. Part-time employment accounts for 39% of jobs compared with 37% for Shropshire and 32% nationally.



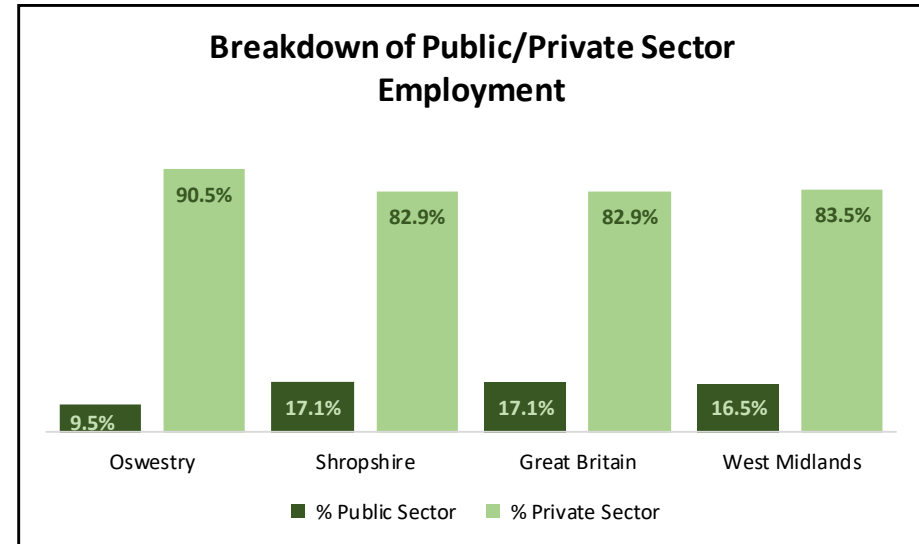
Source: Business Register and Employment Survey, Office of National Statistics, Crown Copyright 2021

Note: Numbers may not add up due to rounding

## Public/Private Sector

Across Shropshire, the number of public sector jobs has fallen by 4,700 since 2010 (-18.2%) while the number of private sector jobs has risen by 17,800 (+20.9%). The share of all the jobs attributable to the public sector has declined from 23.3% in 2010 to 17.1% by 2019. Employment in the public sector has been largely stable since 2015, with the rapid decline in public service based employment occurring during the first half of the 2010's.

In Oswestry, public sector jobs account for almost a tenth of all employment, notably less than the Shropshire average. Public sector employment has fallen in the town since 2015 (-11.0%) while the number of private sector jobs has risen by +6.9%.



## Employment Sectors

The five largest employment sectors in Oswestry are retail, education, manufacturing, health and accommodation & food services. Together these account for 56.3% of employment within the town, with retail accounting for 18.8% and education for 10.5%. This compares with shares of 9.5% and 8.3% across Shropshire for retail and education respectively. Manufacturing, accommodation & food services and health all account for a 9% share of jobs. Other sectors accounting for at least 5% of employment include wholesale, arts, entertainment and recreation, transport and storage and business administration and support. Compared with Shropshire, employment in health is low (9% against 15.1%). It is worth noting though that employment at the Robert Jones & Agnes Hunt hospital is not included, with the hospital site in Gobowen located approximately 2 miles from Oswestry town centre.

## INFORMATION, INTELLIGENCE & INSIGHT

Employment Sector	Oswestry	Shropshire	West Midlands	Great Britain
Agriculture, forestry & fishing	0.2%	3.0%	0.8%	0.7%
Mining, quarrying & utilities	0.1%	1.3%	1.3%	1.3%
Manufacturing	9.0%	9.9%	11.6%	8.0%
Construction	3.6%	6.0%	4.4%	4.9%
Motor trades	2.1%	3.0%	2.5%	1.9%
Wholesale	6.8%	4.4%	4.9%	3.9%
Retail	18.8%	9.5%	8.5%	9.2%
Transport & Storage	6.0%	3.8%	6.0%	4.9%
Accommodation and Food Services	9.0%	9.9%	7.3%	7.6%
Information & communication	1.7%	2.0%	2.6%	4.3%
Financial & insurance	4.9%	1.2%	2.4%	3.5%
Property	2.1%	1.9%	1.7%	1.7%
Professional, scientific & technical	4.1%	7.2%	6.4%	8.7%
Business Administration & Support	5.3%	4.8%	9.4%	8.8%
Public administration & defence	1.8%	4.0%	3.7%	4.4%
Education	10.5%	8.3%	8.8%	8.6%
Health	9.0%	15.1%	13.3%	13.0%
Arts, entertainment, recreation	5.3%	4.8%	4.3%	4.5%

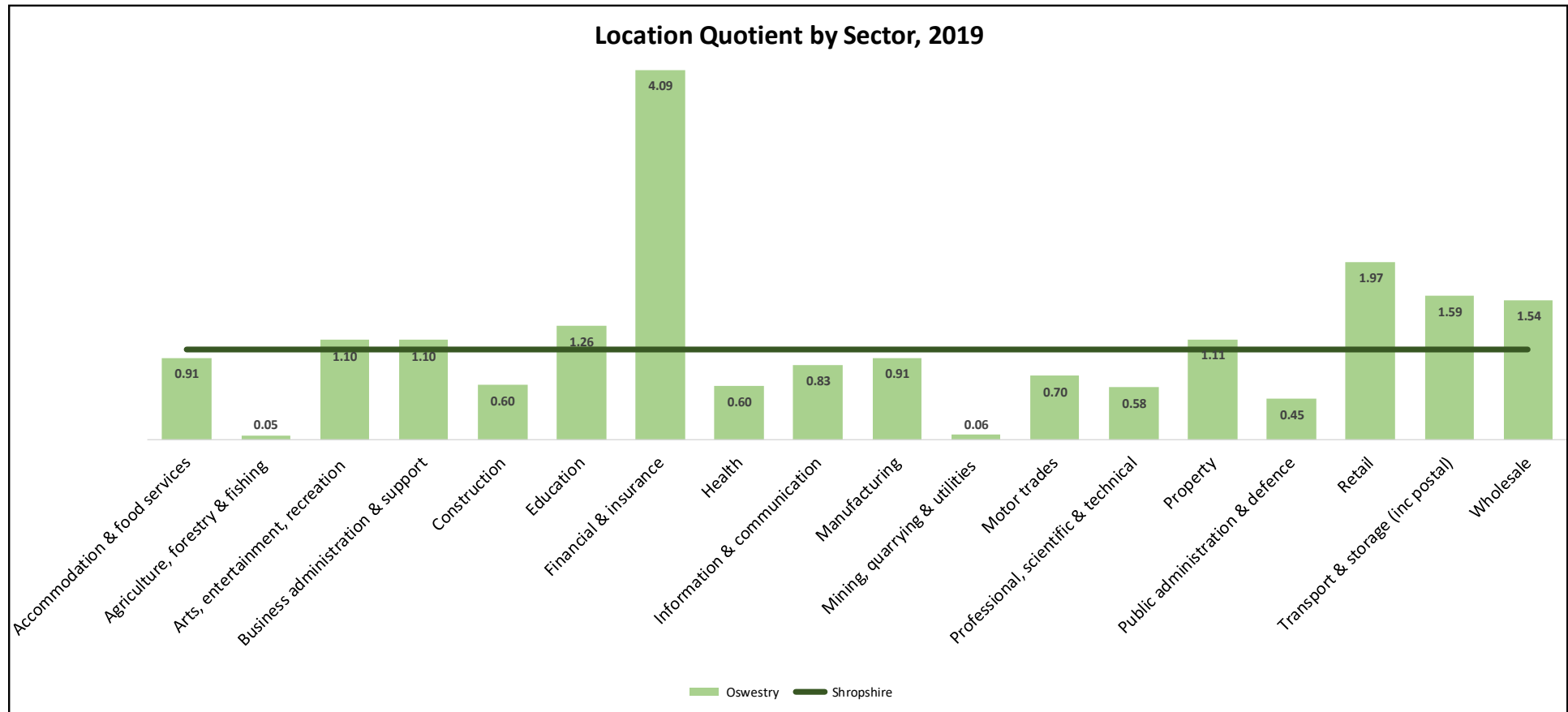
The adjacent table shows the breakdown of employment sectors in Oswestry alongside the comparable breakdowns for Shropshire, the West Midlands and for Great Britain.

It shows that agriculture, mining & quarrying, construction, motor trades, information & communication, finance & insurance, property, professional, scientific & technical and public administration and defence employ relatively few people in Oswestry (20.5% of the total), with none of these sectors accounting for as much as 5% of total employment.

The chart on the following page shows the relative importance of each sector in Oswestry according to its location quotient. This measures each sector in relation to the Shropshire average, with any score over 1 reflecting a sector that is more important than the Shropshire average, and any score under 1 reflecting a sector that has less importance.

The highest sector location quotient is allocated to the finance & insurance sector, which is four times as important to the Oswestry economy than it is to Shropshire generally. Other sectors of above average significance include education, retail, wholesale and transport & storage.

Source: Business Register and Employment Survey, Office for National Statistics, Crown Copyright 2021



Source: Business Register and Employment Survey, Office for National Statistics, Crown Copyright 2021

Note: Excludes land-based agriculture



## Main Employers

Employers	Number of Employees	Turnover(£'000s)
Total Catering	383	n.a
Marches Academy	356	22,614
Oswestry School	138	6,286
Ultraclean (Oswestry) Ltd	120	n.a
Physiological Measurements Ltd	99	n.a
J.P Arthur & Sons Limited	88	27,164
Wynnstay Oswestry Limited	80	n.a
Skyjack UK	79	107,799
Guttercrest (GB) Limited	69	7,362
Woodside Primary	66	3,091
Pant Motor Bodies	51	n.a
Oswestry Care Ltd	37	n.a
Midac UK Ltd	37	n.a
DMH Tyres Ltd	27	n.a
Sunhill Transport Ltd	23	n.a
Gillhams Deli Ltd	23	n.a
D. Powell Plumbing	21	n.a

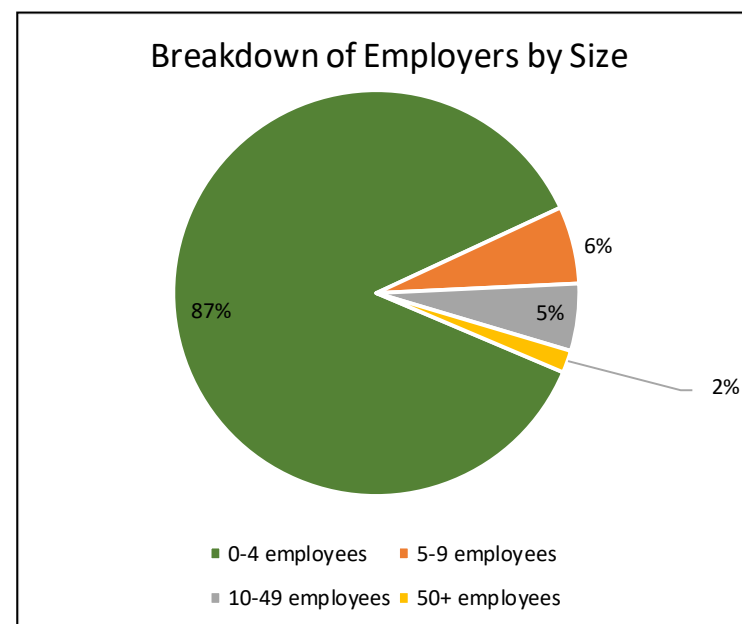
Source: FAME (Bureau Van Dijk), February 2021

Note: Information based on company accounts returned to Companies House. May include businesses that are registered in the town but which do not necessarily trade there. Excludes branch businesses which have their HQ elsewhere in the UK.

The following organisations are identified by the business directory FAME as being the largest employers in Oswestry. The list includes a number of educational establishments, which is not surprising given the high level of employment in education in the town.

Large employers which are not included within the above table include national retail stores, of which there are several in Oswestry. The largest retailers in the town include Sainsbury's, Aldi and Morrisons.

More than 8 out of 10 businesses in Oswestry employ less than 5 people. An additional 10% employ between 5 and 9. Less than 5% have a workforce of 20 or more.

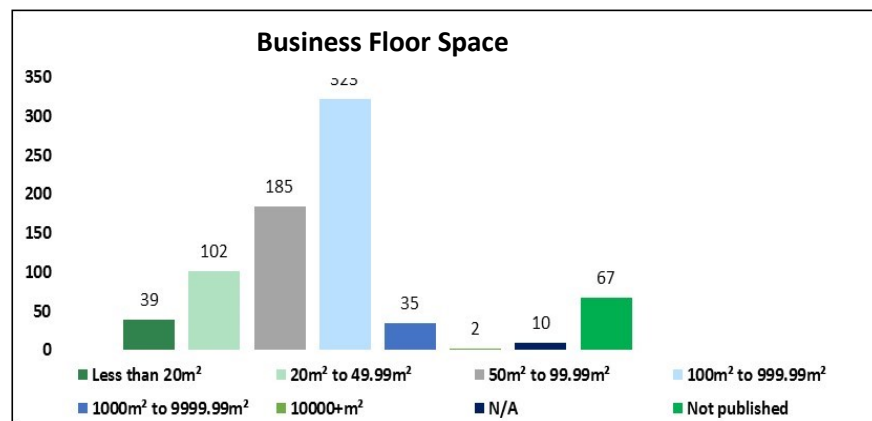
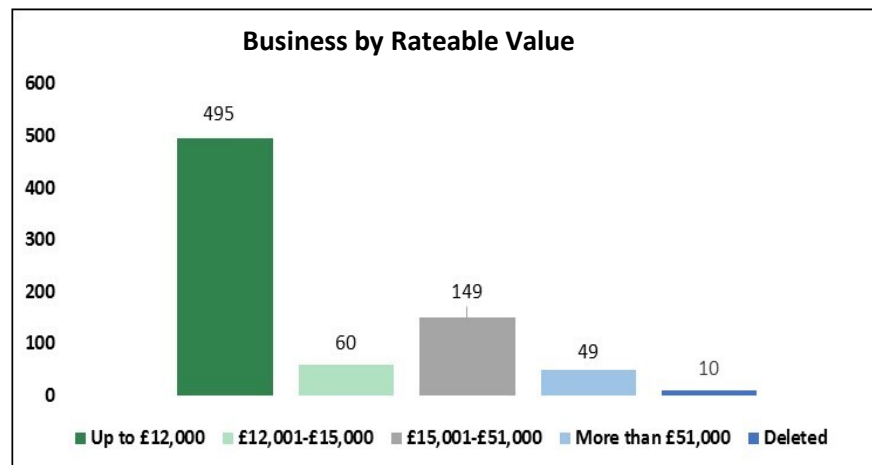


Note: 0-4 employee category includes all companies where employment levels are unknown.

## Business Rates

763 establishments have a rateable value in Oswestry and the combined rateable value of these organisations is almost £15.5 million. This is the equivalent of 6.7% of the total rateable value of all businesses in Shropshire.

495 businesses have a rateable value of less than £12,000, which means that they are eligible for 100% small business rate relief. Just 49 (6.4%) have a rateable value of more than £51,000. 326 businesses have a floor space of less than 100m<sup>2</sup>, while just 37 have floor space of more than 1,000m<sup>2</sup>. The largest two organisations cover 13,312m<sup>2</sup> and 18,303m<sup>2</sup>.



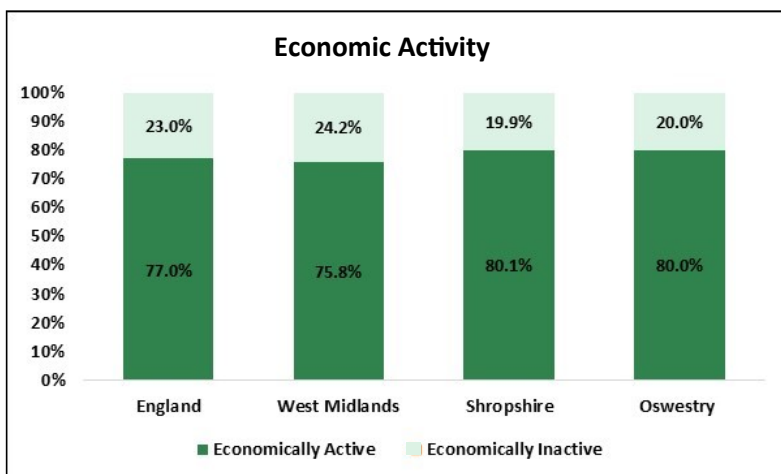
Source: Valuation Office Agency

Count of Classification	Oswestry
Commercial	631
Education Training and Culture	12
Factories	1
Industrial	65
Leisure	21
Miscellaneous	30
Transport	1
Utilities	2
<b>Total</b>	<b>763</b>

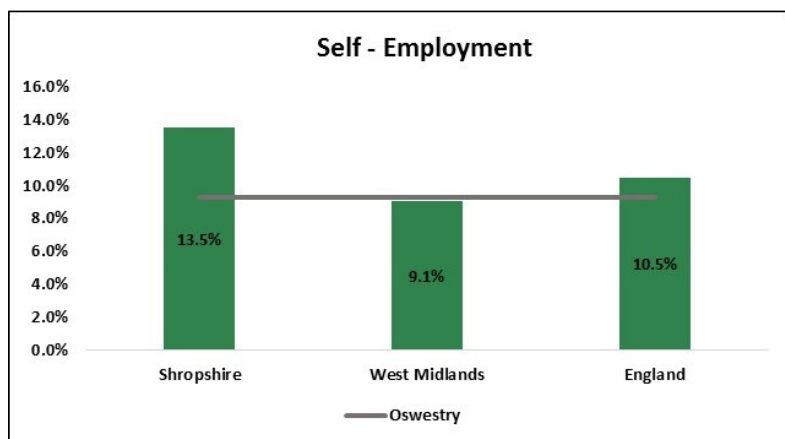
The majority of organisations on the Oswestry business rates list are classed as commercial, these are primarily retail outlets and offices. These account for 82.7% of the total. Industrial is the second largest classification, accounting for 7% of the total.

## Economic Activity

The status of Oswestry residents aged 16-64 at the time of the 2011 Census showed 80% of residents were economically active, which includes people who are both employed and actively seeking employment. This is comparable to the Shropshire figure of 80.1%. Economic activity rates in Oswestry (and Shropshire) compare favourably with those in England (77%) and the West Midlands (75.8%).



Source: 2011 Census



Of those who were economically active, 73.8% were in employment while 6.2% were unemployed. This compares with 75.8% and 4.3% for Shropshire as a whole and with 71.2% and 5.8% for England. At the time of the census, therefore, unemployment was a greater issue in Oswestry not just in relation to Shropshire but also compared with the national average.

Of the 8,016 Oswestry residents in employment, the majority are employees (87.5%) while the remainder are self-employed. 70% of employees work full-time compared with 75% of the self-employed.

Employment Breakdown	Oswestry
In Employment Total	8016
Of which Employee: Total	7011
Of which Employee: Part-time	2116
Of which Employee: Full-time	4895
Of which: Self-employed: Total	1005
Of which Self-employed: Part-time	247
Of which Self-employed: Full-time	758

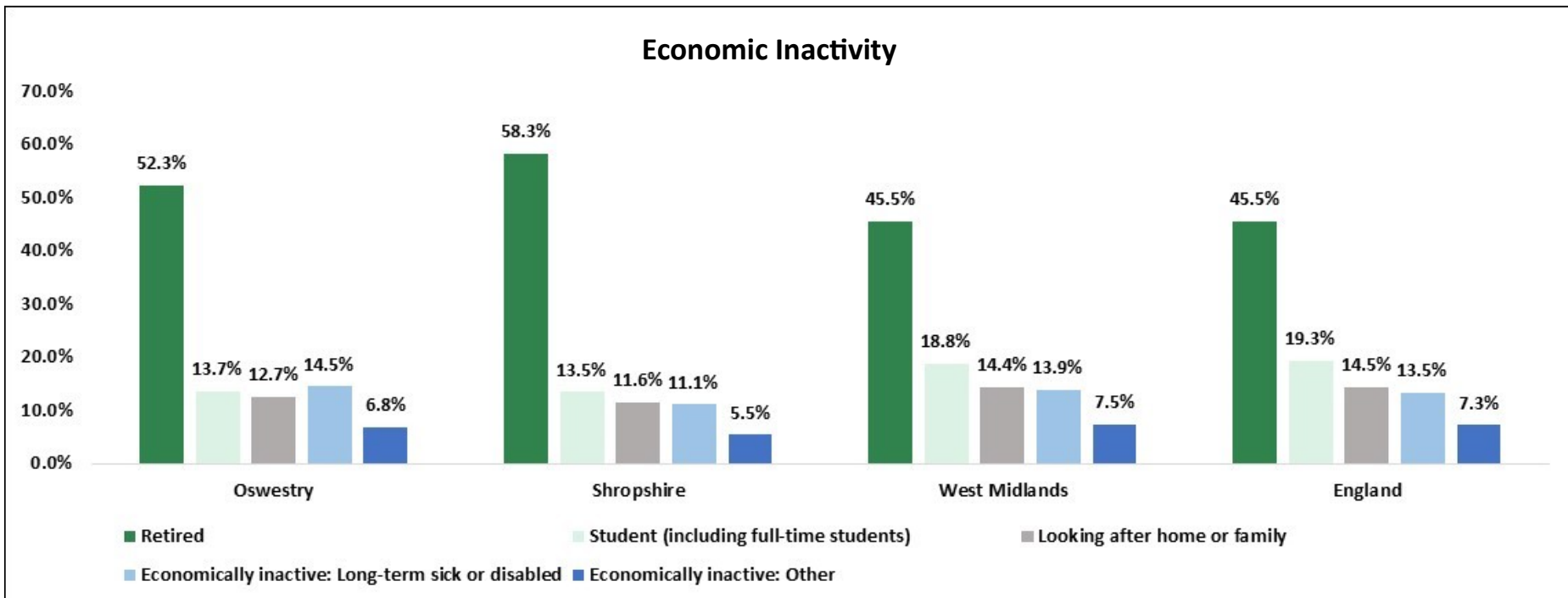
Self-employment is notably higher in Shropshire than it is nationally, accounting for 13.5% of 16-64 year old residents (10.5% in England). Typically, levels of self-employment are lower in the County's market towns, especially the main employment centres. Self-employment in Oswestry is lower than in any other Shropshire market towns except Market Drayton and Shrewsbury and, at 9.3%, is also lower than it is nationally.

## Economic Inactivity

2,168 Oswestry residents aged 16-64 were economically inactive in 2011, which represents a fifth of the age cohort. These people – representing those who are neither working nor seeking employment – include those who are retired, full time students, those looking after family or the long term sick. The proportion of the Oswestry population which does not participate in the labour market is on a par with the average for Shropshire.

The following chart shows the breakdown of the economically inactive population in Oswestry, Shropshire, the West Midlands and England according to the reason why they do not participate in the labour market. These figures relate to the 16-74 population rather than to 16 to 64 year olds.

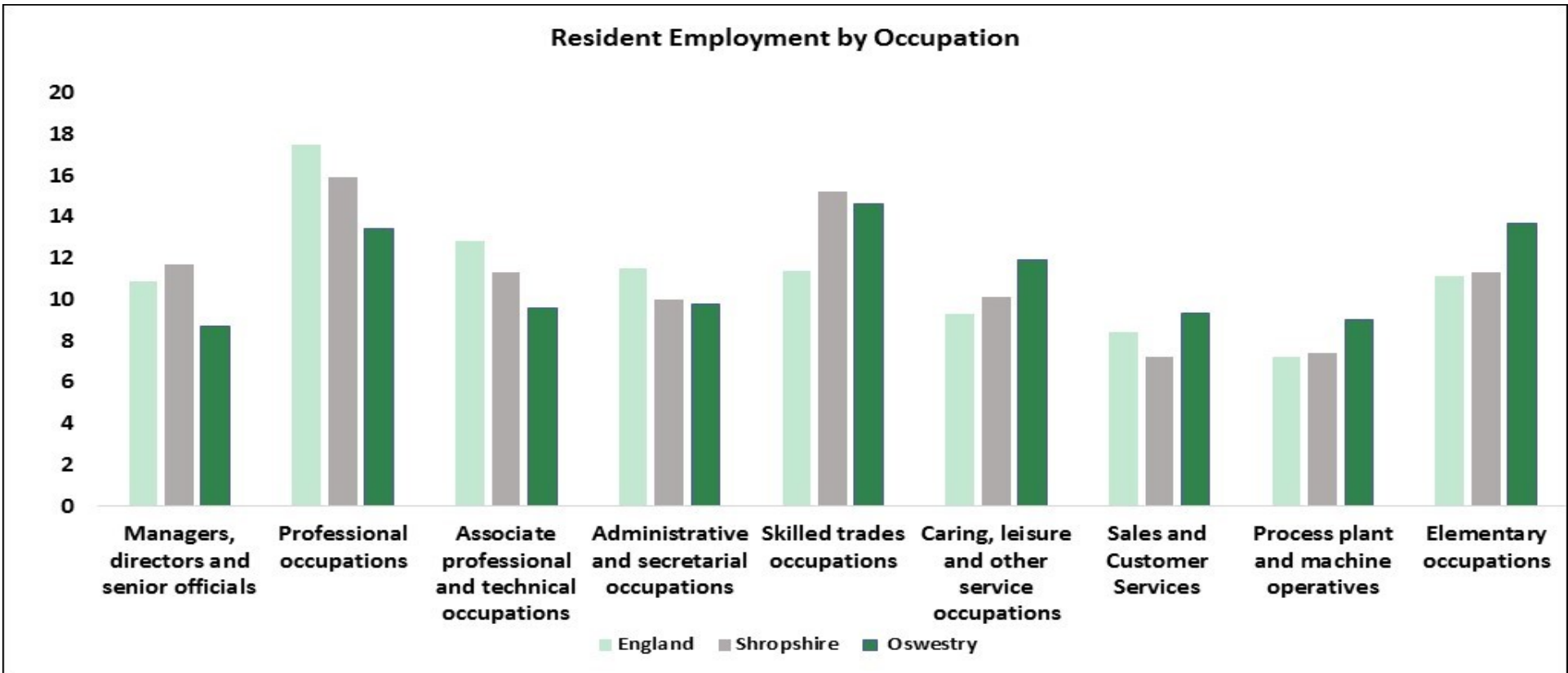
It is apparent that a lower proportion of economically inactive Oswestry residents are inactive because they are retired than is the case across Shropshire, although the proportion still exceeds that in the West Midlands and England. Compared with Shropshire, a higher proportion (14.5% compared with 11.1%) are long-term sick or disabled.



Source: 2011 Census

## Employment by Occupation

Oswestry supports fewer people working in Standard Occupation Classification 1 to 3 professions, with 31.7% of residents in work employed as managers, directors and senior officials (9.7%), in professional occupations (13.4%) or in associate professional and technical occupations (9.6%) as is the case either in Shropshire (38.9%) or nationally (41.2%). In contrast, a higher proportion are employed in lower level occupations, including elementary occupations (13.7% compared with 11.3% for Shropshire) and process, plant and machine operatives (9.3% compared with 7.4% for Shropshire). Oswestry also supports a higher proportion of residents working in sales and customer services and in caring, leisure and other service occupations as is the case either county-wide or nationally. This corresponds with high levels of employment in retail and in industries relating to the tourism sector.



Source: 2011 Census

## Qualifications

According to the Census 2011, 22.5% of residents had a level 4 qualification or above, less than the Shropshire average of 29.4%. In total 15.6% of people had no qualification. This was slightly higher than the Shropshire average (14.0%)

Qualifications	Oswestry	Shropshire	England and Wales
Level 1	17.5	15.4	15.2
Level 2	21.5	19.4	17.2
Level 3	14.7	14.7	14.5
Level 4/5	22.5	29.4	29.7
Other qualifications	8.2	7.1	8.6
No qualifications	15.6	14.0	15.0

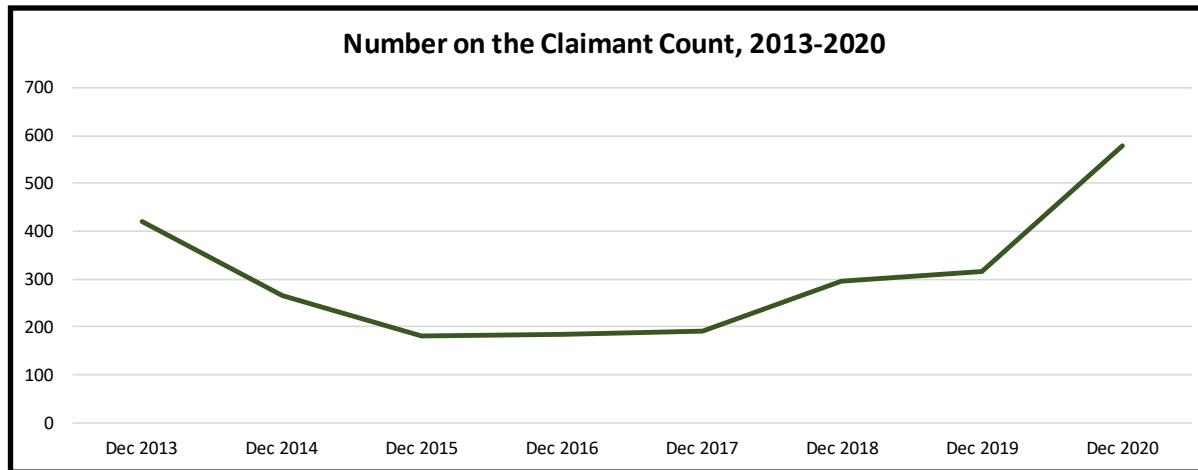
Source: 2011 Census, ONS, Highest Level of Qualification Population aged 16-64.

For further information on qualification levels and definitions visit Office of National Statistics (ONS)

<http://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/articles/qualificationsandlabourmarketparticipationinenglandandwales/2014-06-18#background-notes>

## Unemployment

The claimant count is the main measure of people who are under pensionable age who are available for and actively seeking work and who are claiming out-of-work benefits (mostly Universal Credit but also Jobseekers Allowance). The chart below shows the number claiming this benefit in Oswestry between December 2013 and December 2020.



Source: Department of Work and Pensions/ONS

## Universal Credit

The following table shows the number of people claiming Universal Credit in Oswestry in January 2021. It includes those who are out-of-work (and hence on the claimant count shown above), and also those who are on low incomes and entitled to in work benefits. The table also shows the number of households on universal credit in the town.

	Number
People on Universal Credit (Jan 21)	1,595
Households on Universal Credit (Nov 20)	1,268

In December 2020, 580 Oswestry residents were on the claimant count, which is more than three times higher than the 180 who were on the count in December 2015. The claimant rate in Oswestry (the percentage of the 16-64 population which is claiming) is slightly higher than the average for Shropshire (5.2% compared with 4.4%). However, the rate is lower than in Great Britain (6.2%) and the West Midlands (7.2%). Claimant numbers everywhere were elevated throughout 2020 due to the coronavirus pandemic.

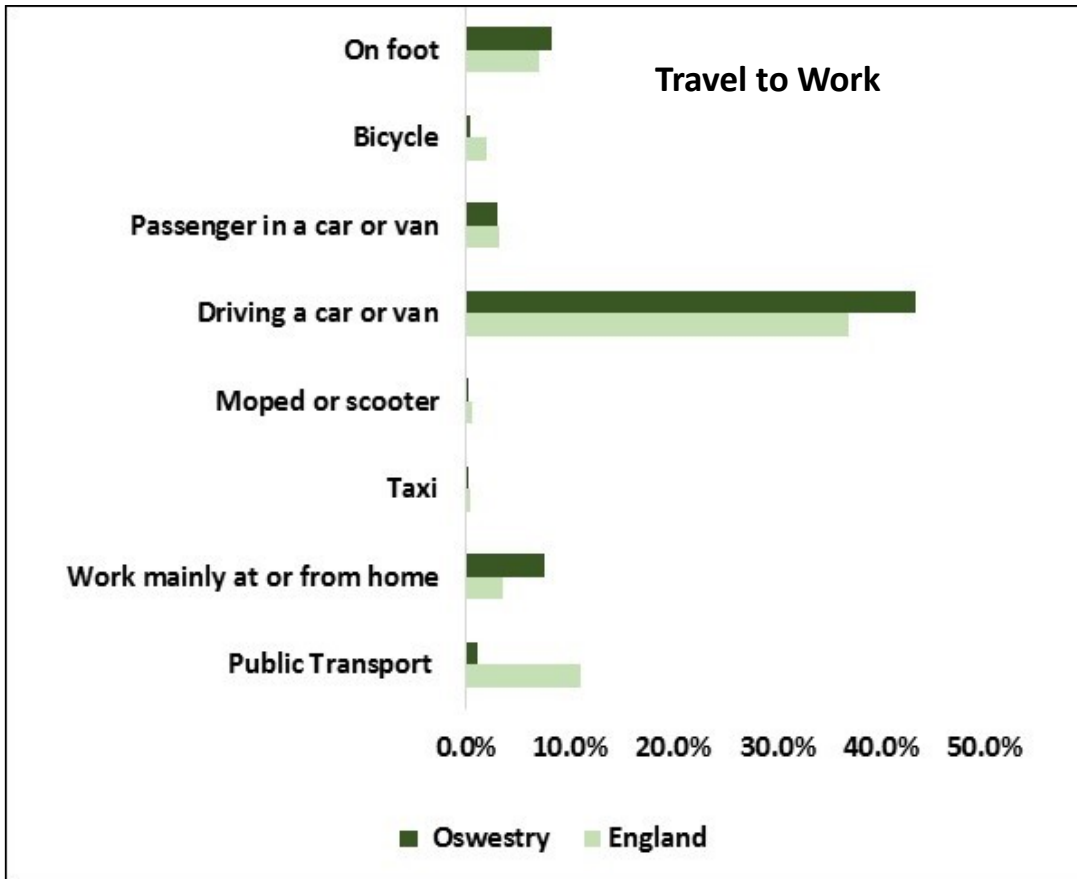
## State Pension

In Shropshire there were 75,688, people claiming state pension in August 2020. This is slightly lower than 76,250 in February 2017, which is attributed to changes in retirement age.

Claimants in Oswestry total 3,723 or 4.9% of the state pension claimants in the county.

## Travel and Commuting

Oswestry had a greater number of people working from home, 7.5% compared to 3.5% for England. There were also a greater number of people travelling to work on foot 8.2% compared to 6.9% for England. Unsurprisingly there were considerably less people travelling by public transport. This is a pattern familiar to many rural areas. The most popular method of transport to work was to travel by car or van accounting for 43.4% of those in employment, greater than 36.9% for England.

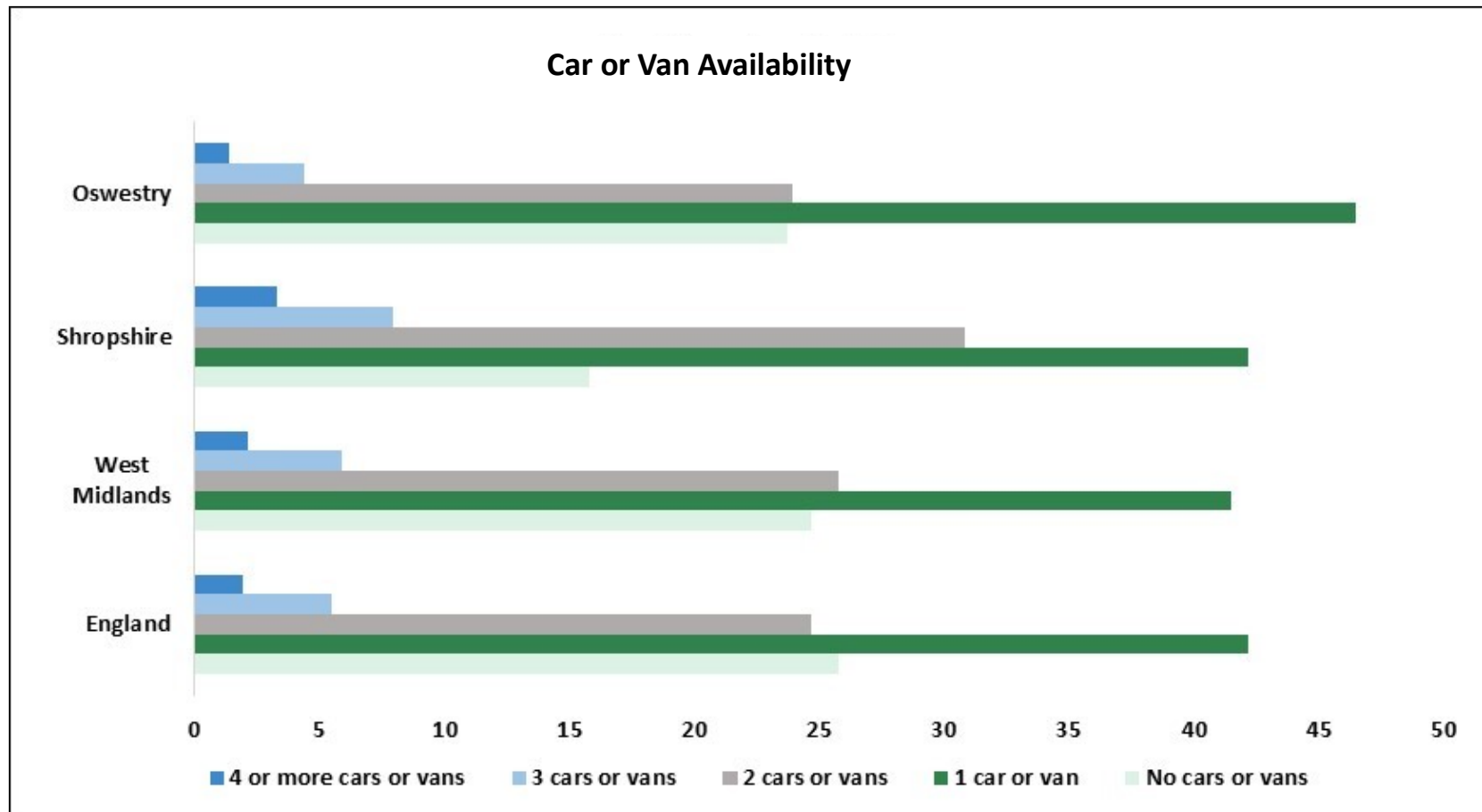


Source: 2011 Census



## Car or Van Availability

Car ownership is high in Shropshire, which is typical of a rural area. Just 15.8% of households in the County do not have a car or van compared with a 25.8% of households nationally according to the 2011 Census. The proportion of households without a car in Oswestry is closer to the national average than it is to the Shropshire average, at 23.7% of the total. The only town in Shropshire where more households do not have a car is Ludlow (24.4%). 46.5% of households have one car, 23.9% have two cars while fewer than 5% have three or more. The total number of cars and vans owned by Oswestry households stood at 8,734 in 2011.

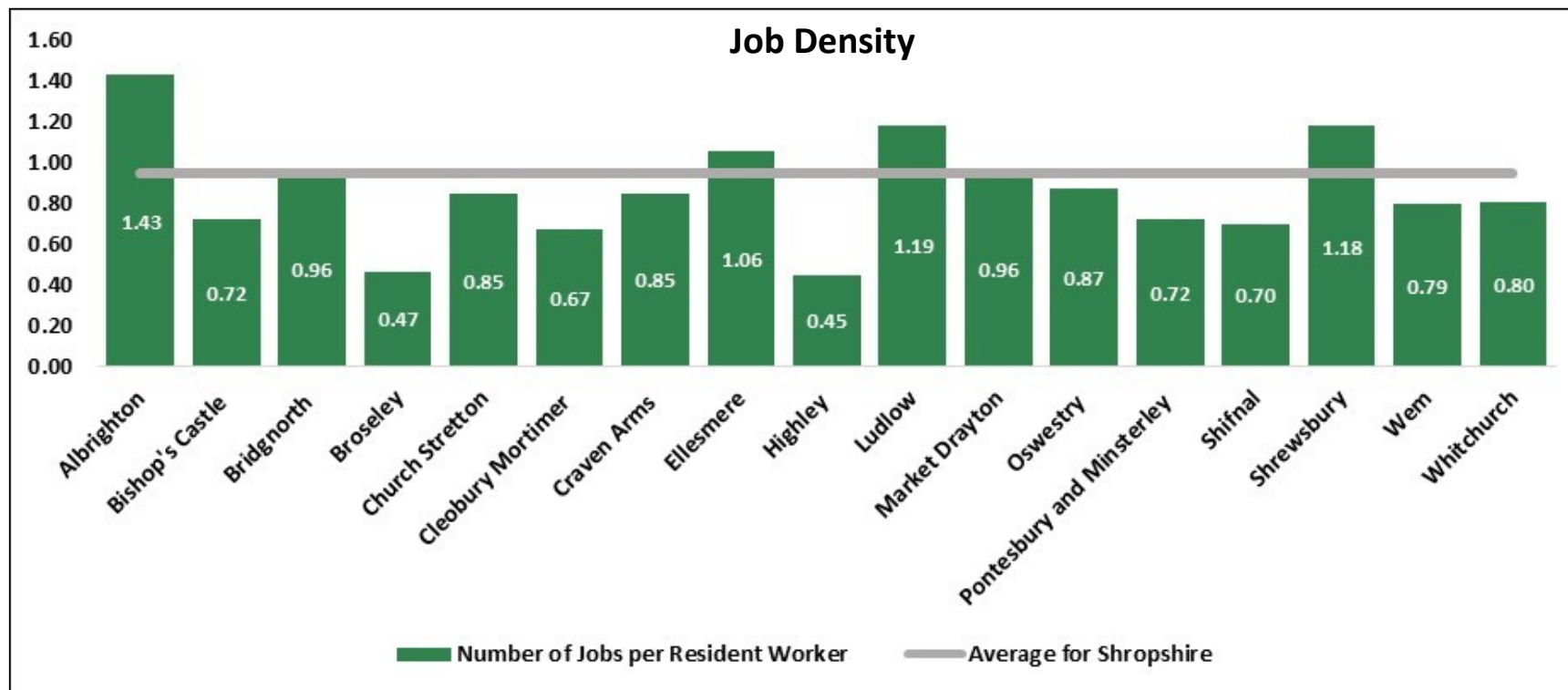


Source: 2011 Census

## Commuting Patterns

Oswestry (place plan area) supports a higher level of employment self-containment than any other Shropshire market town with the exception of Shrewsbury. 63% of all Oswestry jobs are filled by Oswestry residents while 55% of working people who live in Oswestry also work there, which gives an overall level of self-containment of 59%. Despite a comparatively high level of self-containment, there are fewer jobs in Oswestry than there are resident workers, with net commuting across the Oswestry place plan border standing at -1,993. This equates with 7,094 people living in Oswestry but working elsewhere and 5,101 people working in Oswestry but living elsewhere.

As in Shropshire, more residents of Oswestry work than there are jobs. In Shropshire there is a job density of 0.95 jobs per resident worker whilst in Oswestry, there are 0.87 jobs per worker. As illustrated in the chart below, the only towns where the number of jobs exceeds the resident workforce are Albrighton, Ellesmere, Ludlow and Shrewsbury.



Source: Census 2011

Note: Data relates to Mid Super Output Areas (MSOA) aligned as closely as possible to Shropshire place plan areas

## Origins and Destination of Workforce

Other than Oswestry, the rest of Shropshire is the main source of workers for Oswestry jobs, with significant numbers also commuting into the town from across the border in Wales. Likewise, most Oswestry resident workers who are not employed in Oswestry work elsewhere in Shropshire, with significant numbers also working in Wales.

Main Origins of Oswestry Workforce	Number	%
Oswestry	8,667	63.0%
Rest of Shropshire	1,868	13.6%
Cheshire West and Chester	113	0.8%
Telford and Wrekin	125	0.9%
Denbighshire	113	0.8%
Flintshire	120	0.9%
Wrexham	1,283	9.3%
Powys	1,067	7.7%
Other	412	3.0%
<b>Total</b>	<b>13,768</b>	<b>100.0%</b>

Source: Census 2011

Note: Data relates to Mid Super Output Areas (MSOA) aligned as closely as possible to Shropshire place plan areas this covers a wider geographic area than the Parish. This results in a higher workforce number than quoted in the economic activity table.

Main Destinations for Oswestry Resident Workers	Number	%
Oswestry	8,667	55.0%
Rest of Shropshire	3,338	21.2%
Cheshire East	50	0.3%
Cheshire West and Chester	250	1.6%
Telford and Wrekin	353	2.2%
Denbighshire	90	0.6%
Flintshire	124	0.8%
Wrexham	1,310	8.3%
Powys	713	4.5%
Other	866	5.5%
<b>Total</b>	<b>15,761</b>	<b>100.0%</b>

Note: Data relates to Mid Super Output Areas (MSOA) aligned as closely as possible to Shropshire place plan areas

## Household Income

Source: CACI, 2020, Paycheck Income Data, Shropshire

Market Town	Households	15k or less	15k - 30k	30k - 50k	50k - 80k	80k +
Albrighton	2,285	17%	29%	26%	18%	10%
Bishop's Castle	708	23%	33%	24%	14%	6%
Bridgnorth	5,911	16%	28%	26%	19%	11%
Broseley	2,568	18%	29%	26%	18%	10%
Church Stretton	2,374	16%	28%	26%	19%	10%
Cleobury Mortimer	1,506	15%	26%	27%	20%	12%
Craven Arms Town Council	1,380	24%	32%	24%	14%	6%
Ellesmere	2,263	21%	31%	25%	16%	8%
Highley Parish Council	1,710	21%	31%	25%	16%	7%
Ludlow	5,436	21%	32%	25%	15%	7%
Market Drayton	5,549	21%	31%	25%	16%	7%
Minsterley	810	20%	30%	25%	17%	8%
Much Wenlock	1,537	15%	27%	26%	20%	12%
Oswestry	8,387	23%	31%	24%	15%	7%
Pontesbury	1,589	13%	26%	27%	21%	13%
Shifnal	4,116	17%	27%	26%	19%	11%
Shrewsbury	34,187	18%	28%	26%	18%	10%
Wem	2,937	22%	33%	25%	14%	6%
Whitchurch	4,638	21%	31%	25%	16%	7%

Note: the methodology to calculate the number of households is based on commercial and credit data rather than census information.

Household income table for Shropshire shows that 23% or 1904 households in Oswestry earn less than £15,000 per year. At the other end of the scale 7% of households had an income exceeding £80,000 per annum. Household income rates in Oswestry are lower than the Shropshire average.

## Retail Economy

Retail accounts for 18.8% of total employment in Oswestry, which makes it the largest sector in the town. Out of all 18 Shropshire market towns and key settlements, retail takes the highest share of employment in Oswestry. 10.4% of all retail employment across the whole of Shropshire is absorbed by the town.

Retail plays an important role in the economy of Oswestry. Providing everyday amenities and shopping for local residents and serving as a shopping hub for the hinterland of the market town. The retail sector also assists in attracting visitors to the town by offering a mix of independent stores, its market and special event markets. The town also offers a good range of establishments for eating and drinking.

**High Street Shopping,** The main shopping area of Oswestry is centred along and around the streets of Cross Street, Church Street, Leg Street, Beatrice Street and Willow Street.

**Penda Retail Park,** on the Shrewsbury Road around ½ mile from the town centre the retail park is home to a number of national stores including Halfords and B&M stores.

**Supermarkets,** Oswestry is well served for supermarkets with Aldi, Co-operative, Heron Foods, Iceland, Lidl, Morrisons and Sainsburys all in close proximity to the town centre.

### Markets

**Indoor Market,** Bailey Head, SY11 1PZ

The indoor market is open every Wednesday, Friday and Saturdays. Visit <http://www.oswestrymarket.co.uk> for dates of special event markets held throughout the year.

**Outdoor Market,** Bailey Head, Oswestry, SY11 1PZ

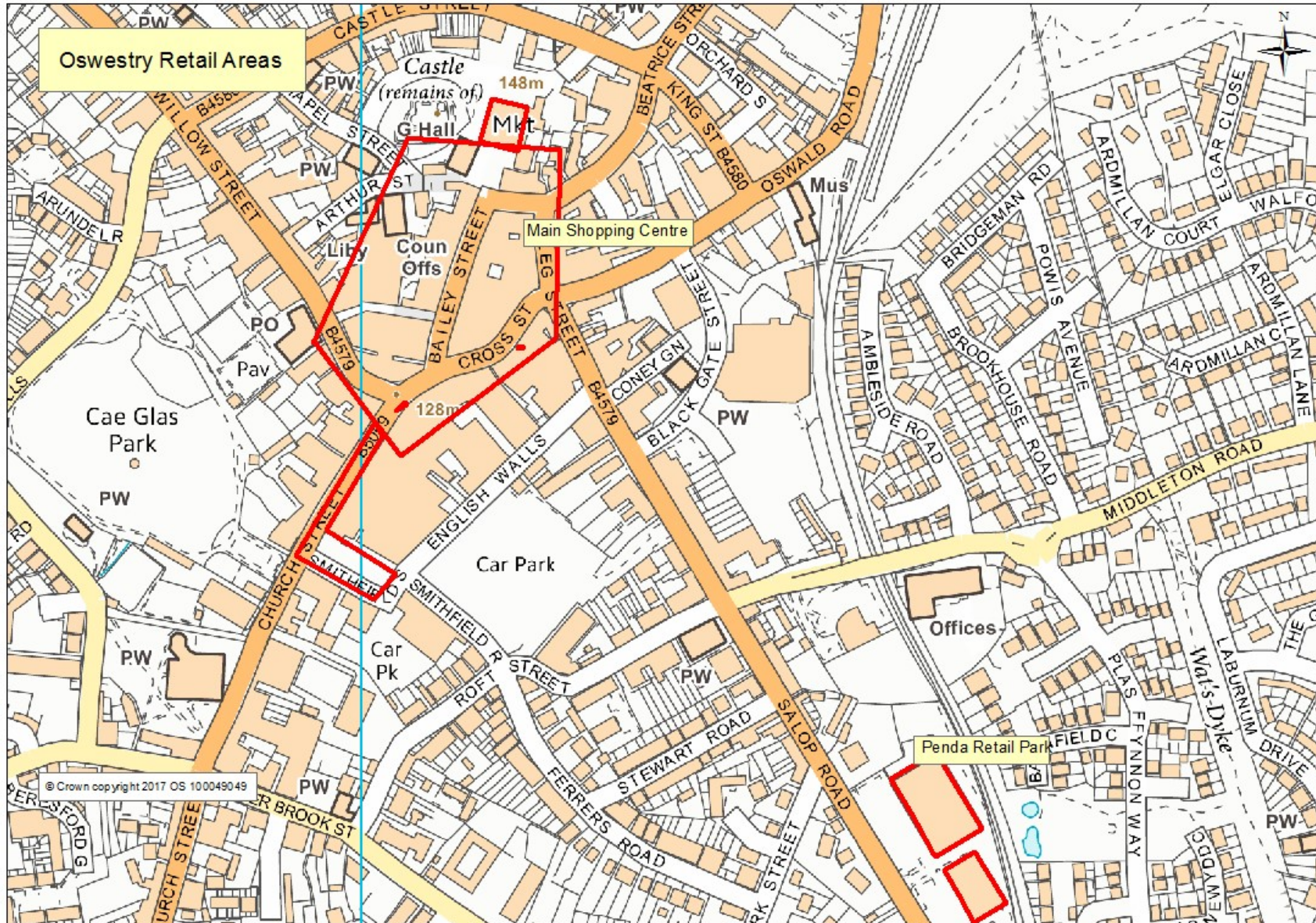
Wednesday, Friday and Saturday.

**Artisan Market,** Last Friday of each month.

**Livestock Market,** New Smithfield, 9 Shrewsbury Rd, Oswestry SY11 4QA - <http://oswestryauctions.co.uk/>

Weekly livestock markets held on a Wednesday.

## Main Retail Area



## Tourism & Leisure

Oswestry is a key town in the north-west of Shropshire close to the border with Wales. Oswestry is steeped in ancient history with one of the best preserved Iron Age hill forts in the country. A market town which holds regular markets in the town and a nearby livestock market which preserves the agricultural links to the town.

Oswestry holds a range of annual events and is an ideal base to explore the surrounding borderland areas.

Approximately 1,000 people are employed in the tourism sector in Oswestry, of which around 600 are employed in accommodation and food services and 400 in arts, entertainment, recreation and other services. This is the equivalent of 14.3% of the total Oswestry workforce which represents a comparable share to Shropshire as a whole (14.7%). 5.1% of total employment in the tourism sector in Shropshire is provided by Oswestry.

### Visitors Attractions

An ideal starting place for information on places to visit is the -

**Tourist Information Centre**, Oswestry Heritage & Exhibition Centre, 2 Church Terrace, Oswestry SY11 2TE - [www.oswestry-welshborders.org.uk](http://www.oswestry-welshborders.org.uk)  
The Centre is set within the parish churchyard of St Oswald King & Martyr. Formerly called Holbache House, it was originally the site of Oswestry Grammar School founded in 1407. Today the building houses the tourist information centre, art exhibition areas and a café. There is small display about Wilfred Owen.

**Wilfred Owen Trail**, 90 - 120 minute walking tour of Oswestry to discover its rich history and heritage, through the family story of Wilfred Owen. Wilfred Owen was an English poet and soldier, one of the leading poets of the First World War. Collect a tour guide map at the tourist information centre.

**Oswestry Transport Museum**, Oswald Rd, Oswestry SY11 1RE - <http://www.cambrianrailways.com/>

The railway museum houses an exhibition of Cambrian railways history , it holds a number of events throughout the year. Check the website for details.

**Oswestry Town Museum**, The Guildhall, Bailey Head, Oswestry, SY11 1PZ

## INFORMATION, INTELLIGENCE & INSIGHT

### **Oswestry Castle Remains**, Castle Street, Oswestry

Originally dating to around 1086 the castle survived until the civil war after which it was demolished. Today the motte and a few remains of stone can be seen.

### **Oswald's Well**, 4 Maserfield, Oswestry SY11 1RZ

Visit the site where, according to legend, the arm of King Oswald who died in battle was taken by a giant eagle who dropped it from a nearby tree from where a natural holy spring formed. Also view a giant metal eagle which forms part of the metal safari trail around Oswestry.

### **Cae Glas Park**, 33 Welsh Walls, Oswestry SY11 1AP

A town centre park which hosts a range of events throughout the year. The park includes large areas of spring and summer bedding displays, a traditional bandstand, a bowling green, children's play area and memorial gates. A sports village created in 2006 includes floodlit tennis, floodlit 5 a-side football, mini tennis, cricket wicket, basketball and netball facilities.

### **Willow Gallery**, 56 Willow St, Oswestry SY11 1AD - [www.willowgalleryoswestry.org](http://www.willowgalleryoswestry.org)

The Willow Gallery is a contemporary art space displaying works from both local and international artists. The gallery is a community interest not-for-profit gallery which holds workshops, talks, live music, events and exhibitions. A craft shop and a cafe provide space to relax, chat, work and enjoy the art on display.

### **Old Hill Fort**, Old Oswestry Hill Fort, Gobowen, Oswestry SY11 1HT - [www.english-heritage.org.uk](http://www.english-heritage.org.uk)

One of the best-preserved hillforts in Britain the hillfort at Old Oswestry was probably the stronghold and principal settlement of an Iron Age tribe, with its 40 acres protected by formidable ramparts .

### **The British Ironwork Centre**, A5, Morda, Oswestry, SY11 4JH - [www.britishironworkcentre.co.uk](http://www.britishironworkcentre.co.uk)

The centre is famous for developing the 'Spoon Gorilla' and Knife Angel- the UK's national monument against knife crime. Visit the metal safari park with over 100 exhibits, see the workshops, live music events and cafe.



## Nearby Attractions

**Oswestry Park Hall Countryside Experience**, Park Hall Farm, Burma Road, Whittington, Oswestry SY11 4AS - [www.parkhallfarm.co.uk](http://www.parkhallfarm.co.uk) - Park Hall near Oswestry provides visitor attractions with regular hands-on animal activities, pig racing, indoor play barns, outdoor adventure activities, Welsh Guards Museum and World War One Trenches set in acres of countryside. Educational experiences available for pre-school and primary age pupils.

**Whittington Castle**, Castle Street, Whittington, Shropshire SY11 4DF – [www.whittingtoncastle.co.uk](http://www.whittingtoncastle.co.uk)

Around 3 miles from Oswestry, Whittington is a moated castle in the heart of the village. The gatehouse towers of the castle remain in place along with other evidence of the castle's past.

**Chirk Castle**, Chirk, LL14 5AF - [www.nationaltrust.org.uk/chirk-castle](http://www.nationaltrust.org.uk/chirk-castle)

Around 8 miles from Oswestry the castle was built in 1295 as part of Edward I defences of north Wales. The castle was occupied until recently and remains in excellent condition. Now managed by the National Trust the castle and gardens are open to the public.

**Pontcysyllte Aqueduct**, [www.pontcysyllte-aqueduct.co.uk/explore](http://www.pontcysyllte-aqueduct.co.uk/explore)

Walk along the canalside of this Unesco World Heritage site. Starting from Gledrid which is 5 miles north of Oswestry, walk the 11 miles past Chirk and Llangollen and on to the Horseshoe Falls taking in a 421 metre tunnel along the Welsh/English border and the 39 metre high aqueduct.

## Events

Oswestry hosts a number of events throughout the year. Key annual events are listed here but it is worth visiting the town council website for details of all events. [www.oswestry-tc.gov.uk](http://www.oswestry-tc.gov.uk)

**Youth Music Festival** (March) Talented young performers compete in this respected competition aimed at encouraging musical development.

Performances are free to watch and are held in local venues concluding in the final. Check the town council website for dates and venues - [www.oswestry-tc.gov.uk](http://www.oswestry-tc.gov.uk)

**Oswestry Food and Drink Festival** (July) [www.oswestryfoodfestival.co.uk](http://www.oswestryfoodfestival.co.uk)

Held at a number of venues around the town

**Oswestry Show**, Oswestry Showground, Oswestry, SY11 4AB - [www.oswestryshow.co.uk](http://www.oswestryshow.co.uk)

Held on the first Saturday of August this annual livestock show dates back to 1862.

**Christmas Lights Switch On** (November) Oswestry holds a number of Christmas events and markets before the festive period. Visit the town council website for further information and dates.

## Sports, Leisure & Culture

Oswestry has an active range of sporting, leisure and social clubs. If you are looking for particular activities the Community Directory is a good starting place – [www.new.shropshire.gov.uk/libraries/community-directory](http://www.new.shropshire.gov.uk/libraries/community-directory)

The following list highlights some of the cultural, sporting groups and facilities in the Oswestry area:-

**Oswestry Leisure Centre**, Shrewsbury Rd, Oswestry SY11 4QB [www.shropshireleisurecentres.com/oswestry](http://www.shropshireleisurecentres.com/oswestry)

Public facilities which provide 2 swimming pools, gym, sports hall, workout studio and café.

**Attfield Theatre Company**, The Guildhall, Bailey Head, Oswestry, Shropshire. SY11 1PZ- [www.attfieldtheatre.co.uk](http://www.attfieldtheatre.co.uk)

Founded in 1928 by G.W.Attfield, The Attfield Theatre Company is an amateur dramatic society based in Oswestry in North Shropshire.

Performing around 5 plays per year in the small theatre within the Guildhall.

**Oswestry Community Cinema**, 9 Arthur St, Oswestry, Oswestry SY11 1JN – <http://www.kinokulture.org.uk/>

An independently run community cinema offering a regular programme of films and events throughout the year. Host to other community events in the auditorium and meeting rooms available for community use.

**Mile End Golf Club**, Shrewsbury Rd, Morda, Oswestry SY11 4JF - [www.mileendgolfclub.co.uk](http://www.mileendgolfclub.co.uk)

**Oswestry Church Bowling Club**, 40-42 Church St, Oswestry SY11 2SY

**Oswestry Rugby Football Club**, Dingley Dell, Whittington, Oswestry SY11 4AB - [www.oswestryrugby.co.uk](http://www.oswestryrugby.co.uk)

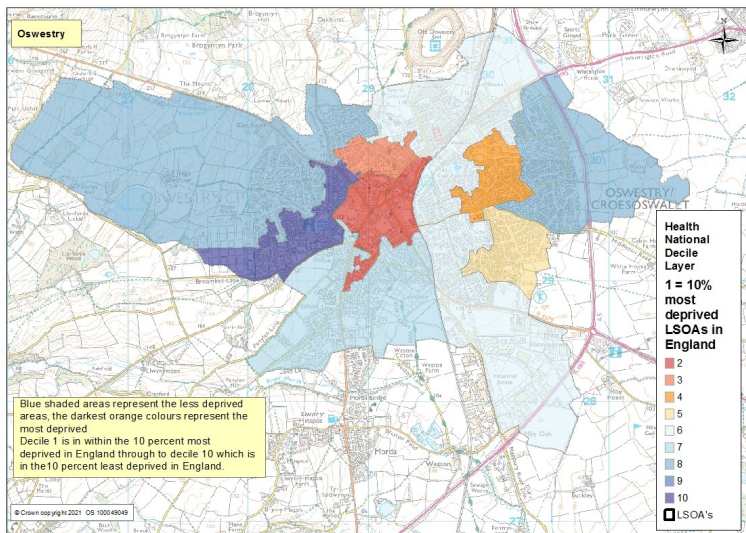
**Oswestry Tennis Club**, Welsh Walls, Oswestry SY11 1RW - [www.oswestrytennisclub.co.uk](http://www.oswestrytennisclub.co.uk)

**Oswestry Town Football Club**, Park Hall Stadium, The Venue, Burma Road, Oswestry, SY11 4AS - [www.pitchero.com/clubs/fcoswestrytown](http://www.pitchero.com/clubs/fcoswestrytown)

**Whittington Cricket Club**, Whittington, Oswestry SY11 4PF [www.whittingtoncc.play-cricket.com](http://www.whittingtoncc.play-cricket.com)

# Health

Residents of Shropshire generally enjoy better health than across England as a whole with a healthy life expectancy being higher than average. Life expectancy in Shropshire is also higher than the national average. Life expectancy for births in Shropshire between 2016- 18 are 80.5 for males and 83.5 for females. This compares to an average of 79.3 and 82.9 for England. Despite this there are areas in Shropshire where health inequalities may exist. The index of deprivation, shown on the following map, highlight the areas where there are higher degrees of deprivation. The life expectancy variation between the least and most deprived health areas in Shropshire is equivalent to 4.2 years for men and 3.3 for women.



Source: Index of Multiple Deprivation (IMD), Department of Communities and Local Government, crown copyright 2019

This domain measures the following:

- Years of potential life lost
- Comparative illness and disability ratio
- Acute morbidity
- Mood and anxiety disorders

Oswestry has two areas of health deprivation within the most deprived 20% nationally. One area is located in and around the town centre within Oswestry South electoral ward. The others area is located north of the town centre in Oswestry West electoral ward. There is a third area within the 30% most deprived nationally. This area is located in Oswestry East electoral ward. Health deprivation declines as the population moves further away from the centre.

Of the **17105** residents of Oswestry in the last census reporting on their health conditions:

**1604** reported that their day-to-day activities were limited a lot

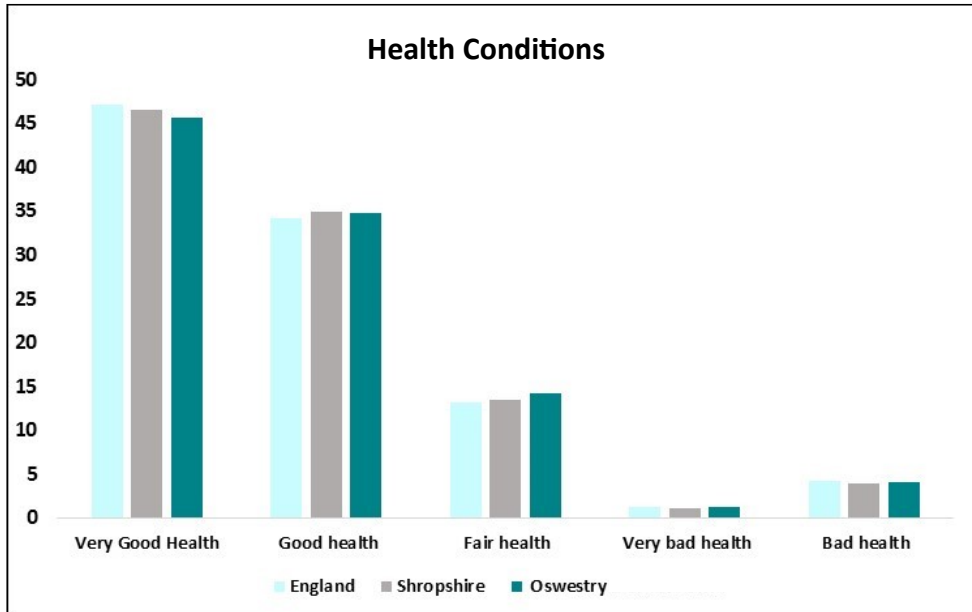
**1809** reported that their day-to-day activities were limited a little

**13692** reported that their day-to-day activities were not limited

The rate of people expressing that their day-to-day activities were limited a lot was **9.4%** which is higher than the rate for Shropshire **8.4%** and England **8.3%**.

## Health Conditions

At the time of the 2011 Census, 80% of residents in Oswestry, said that they felt they were in very good or good health. This was similar to the Shropshire and England average of 81%. In contrast 4.1% of people said their health was bad and 1.2% said their health was very bad.



Source: 2011 Census

## Health Economy

Approximately 500 people are employed in the health sector in Oswestry (7.2% of total employment) which is low compared to the Shropshire average of 14.7%. As stated earlier, this does not include employment in the Agnes and Robert Hunt Hospital in Gobowen, which is located outside the Oswestry market town boundary.

Area	Provide unpaid care a week		
	1 to 19 hours	20 to 49 hours	50 + hours
Oswestry	5.8%	1.4%	1.9%
Shropshire	7.5%	1.3%	2.4%
England	6.5%	1.4%	2.4%

Source: 2011 Census

5.8% of people provided in Oswestry provided unpaid care for 1-19 hours per week, this was slightly lower than Shropshire as a whole. Oswestry also had fewer people providing care for 50 or more hours per week 1.9% compared to 2.4% for Shropshire and England.

## Health Facilities

Oswestry has local access to a range of health facilities including **chemists, doctors, dentists** and a minor injuries unit. The nearest accident and emergency services are based in Shrewsbury. Check with the NHS for latest opening times and which services should be used.

## Hospitals

**Accident & Emergency**, 15.0 miles to the nearest Accident and Emergency service provided at The Royal Shrewsbury Hospital, Mytton Oak Road, Shrewsbury, Shropshire, SY3 8XQ.

**The Robert Jones and Agnes Hunt Orthopaedic Hospital**, Gobowen, Oswestry SY10 7AG - [www.rjah.nhs.uk](http://www.rjah.nhs.uk) - The hospital has a national and international reputation for orthopaedic surgery and musculoskeletal medicine, including research into disorders of bone, joints and muscles.

## Doctors

**Oswestry Health Centre**, Thomas Savin Road, Off Gobowen Road, Oswestry, SY11 1GA - multi-purpose outpatient healthcare centre. Services are provided by Shropshire Community Health Trust, South Staffordshire and Shropshire Mental Health Foundation Trust, The Shrewsbury and Telford Hospital NHS Trust and Cambrian Medical Practice. A Minor Injury Unit (MIU) is also housed at the Oswestry Health Centre and opens from 8:30am to 6pm, Mon – Fri and 8.30am to 1pm Sat – Sun. <https://www.cambriansurgery.co.uk/>

**The Caxton Surgery**, Oswald Rd, Oswestry SY11 1RD - [www.caxtonsurgery.co.uk](http://www.caxtonsurgery.co.uk)

**Plas Fynnon Surgery Medical Centre**, Middleton Road, Shropshire, SY11 2RB <https://www.pfmc.co.uk/>

## Dentists

**Church Street Dental Practice**, 36 Church St, Oswestry SY11 2SP

**Oswyn House Dental Surgery**, 20 Oswald Rd, Oswestry SY11 1RE

**Oswestry Dental**, Oswestry Health Centre, Thomas Savin Rd, Oswestry, SY11 2GA

**Thomas Dental Care**, 3 Lower Brook St, Oswestry SY11 2HG

**Willow Street Dental Practice**, 64 Willow St, Oswestry SY11 1AD

## Pharmacies

**Boots**, 5-7 Church St, Oswestry SY11 2SU

**Cabrian Pharmacy**, Oswestry Health Centre, Thomas Savin Rd, Oswestry, SY11 1GA

**Old Chapel Pharmacy**, 14 English Walls, Oswestry SY11 2PA

**Pharmacy at Caxton**, Oswald Rd, Oswestry SY11 1RD

**Station Pharmacy**, The Station Building, Oswald Rd, Oswestry SY11 1RB

## Residential Nursing Homes

There are a good range of care providers, residential and nursing homes within or close to Oswestry Town. Please check with the Care Quality Commission for the latest details of providers and their care ratings - <http://www.cqc.org.uk/>

Care Providers in Oswestry include: -

**Hartlands Rest Home**, 57 Salop Rd, Oswestry SY11 2RJ

Residential home – Latest CQC Inspection Aug 2019 overall rating Good.

**High Lea House**, Lanforda Rise, Oswestry, SY11 1SY

Residential home – Latest CQC Inspection Oct 2017 overall rating Good.

**LLysfield**, 129 Middleton Rd, Oswestry SY11 2LJ

Latest CQC Inspection Jun 2019 overall rating Good.

**New Fairholme**, Shrewsbury Rd, Oswestry SY11 1RB

Residential home for the categories of old age or dementia – Latest CQC Inspection Feb 2019 overall rating Good

## **Residential Nursing Homes**

**Windsor House Trident Reach** 47 Windsor Rd, Oswestry SY11 2UB

Residential home for 10 people with learning or physical disabilities - Latest CQC Inspection March 2019 overall rating Good.

**Woodland Residential Care Home**, Trefonen Rd, Oswestry SY10 9NX

Residential home – Latest CQC Inspection Oct 2017 overall rating Good.

\* Inspection ratings as at March 2020 – source CQC Website

## **Home Care Services**

**Allenby Douglas**, Elliott House, 39 Church Street, Oswestry SY11 2SZ

Providers of homecare services – Latest CQC Inspection Jan 2108 overall rating Outstanding.

**Approved Care and Support Oswestry**, 13 Arthur Street, Oswestry, SY11 1JN

Providers of homecare services – Latest CQC Inspection July 2020 overall rating Requires improvement

**M & S Care Solutions Ltd**, 12 English Walls, Oswestry SY11 2PA

Providers of homecare services – Latest CQC Inspection Sept 2020 overall rating Good.

**Oswestry Care Ltd**, 3 Queens Courtyard, Oswestry SY11 1RB

Providers of homecare services – Latest CQC Inspection Jan 2018 overall rating Good.

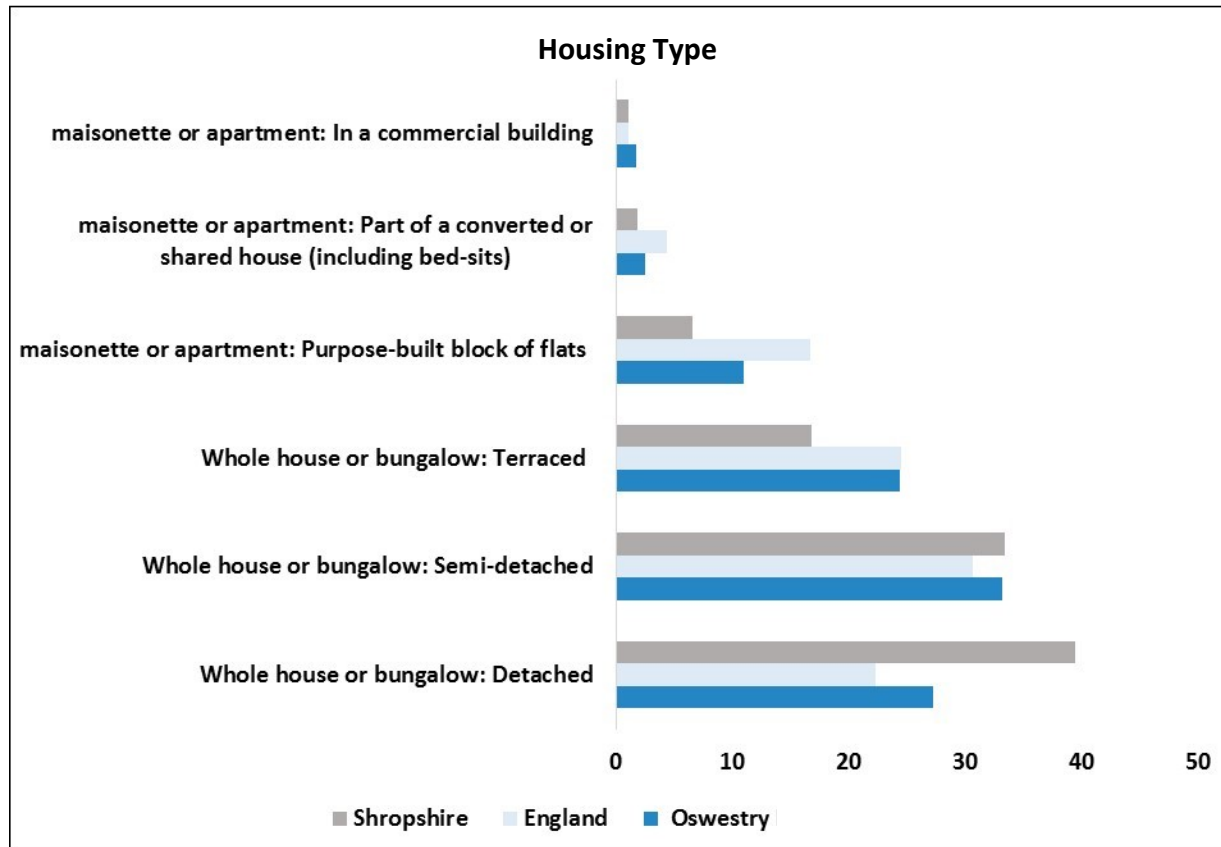
**Phoenix Homecare and Support Ltd**, The Granary, Weston, Oswestry SY10 9ER

Providers of homecare services – Latest CQC Inspection Dec 2017 overall rating Good.

# Housing & Households

Oswestry has developed as a market town from the days of the Hill Fort and Castle. Housing has developed over these years to provide a wide range of housing. Oswestry first municipal housing estate at Woodside was opened in 1921.

The town has a higher rate of terraced houses and flats than in Shropshire. This may explain the lower than average house prices which are the lowest in Shropshire.



Fewer Oswestry household spaces were detached properties (27.2%) compared to Shropshire as a whole (39.5%).

A similar percentage of household spaces were semi-detached (33.2%) compared to Shropshire as a whole (33.4%). This is the largest housing type in Oswestry as is the case nationally. In Shropshire the largest housing type was detached.

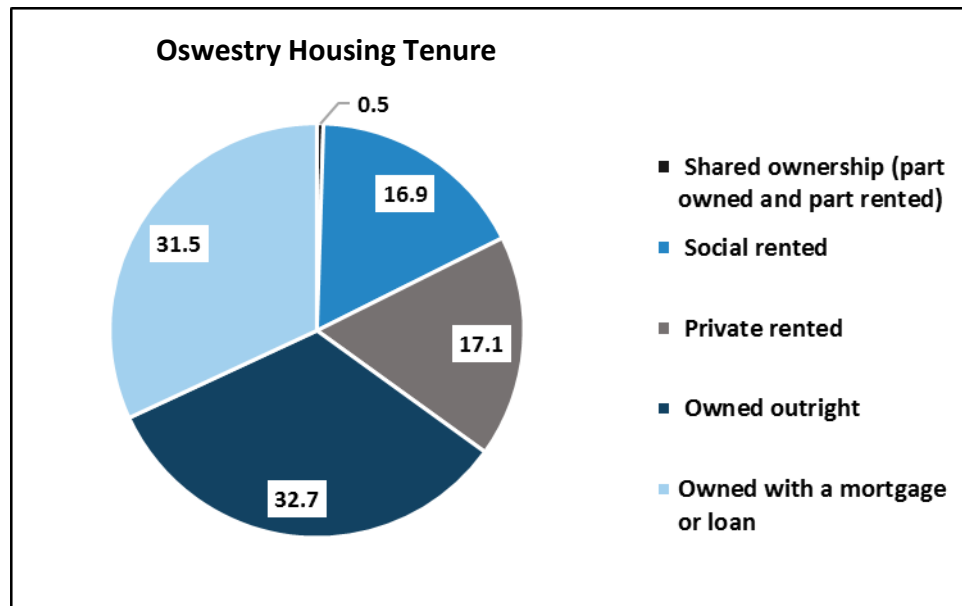
There were a greater proportion of household spaces which were flat, maisonette, or apartment: purpose built block of flats, (11%) compared to Shropshire (6.6%).

Source: 2011 Census



## Housing Composition

- 34.9% of households were One Person Households greater than the Shropshire average (28.9%) and England (30.2%).
- 7.0% of households were Lone Parent with dependent children higher than the Shropshire average (5.2%) and similar to England (7.1%).
- 14.9% of households were One Person Pensioner aged 65 and over, greater than the Shropshire average of (13.9%) and England (12.4%).
- 13% of households were married couples with dependent children lower than the Shropshire average of (15.3) and England (15.3).



Source: 2011 Census

In Oswestry, at the time of the 2011 Census, there were 7,671 households, 7,989 dwellings and 26 Communal Establishments housing 281 people. The largest proportion (32.7%) of houses in Oswestry which were owned outright, less than the Shropshire figure of 39%. 16.9% of households were social rented housing, this was greater than for Shropshire as a whole (13.5%) but fewer than for England (17.7%).

There were slightly more houses privately rented 17.1% compared to 15% for Shropshire and 14% for England. In Oswestry there are 945 registered social landlord (RSL) homes. These homes are owned by a range of RSL's but mainly Star Housing.

## Housing

Uses town council boundaries	Sales 2020	Median Gross Household Income	Median House Price	Median Affordability Ratio	Lower Quartile Gross Household Income	Lower Quartile House Price	Lower Quartile Affordability Ratio
Albrighton	52	£32,252	£250,000	7.8	£18,701	£185,250	9.9
Bishop's Castle	24	£26,663	£256,500	9.6	£15,701	£172,500	11.0
Bridgnorth	148	£33,596	£221,000	6.6	£19,216	£170,000	8.8
Broseley	37	£32,187	£195,000	6.1	£18,277	£161,000	8.8
Church Stretton	70	£33,396	£320,000	9.6	£19,220	£198,250	10.3
Cleobury Mortimer	31	£36,028	£185,000	5.1	£20,691	£114,500	5.5
Craven Arms	23	£26,872	£175,000	6.5	£15,391	£153,750	10.0
Ellesmere Urban	73	£28,943	£178,000	6.1	£16,630	£156,000	9.4
Highley	51	£28,869	£172,000	6.0	£16,716	£151,875	9.1
Ludlow	121	£28,487	£230,000	8.1	£16,559	£160,000	9.7
Market Drayton	157	£29,144	£180,000	6.2	£16,761	£145,000	8.7
Much Wenlock	32	£35,467	£238,475	6.7	£20,282	£191,863	9.5
<b>Oswestry</b>	<b>222</b>	<b>£27,730</b>	<b>£151,000</b>	<b>5.4</b>	<b>£15,944</b>	<b>£125,000</b>	<b>7.8</b>
Shifnal	139	£34,191	£239,995	7.0	£19,268	£198,725	10.3
Shrewsbury	932	£32,548	£203,500	6.3	£18,525	£159,713	8.6
Wem Urban	83	£27,362	£187,500	6.9	£16,007	£135,250	8.4
Whitchurch Urban	144	£28,931	£179,775	6.2	£16,668	£135,000	8.1
<b>Shropshire</b>	<b>3,626</b>	<b>£33,337</b>	<b>£222,500</b>	<b>6.7</b>	<b>£19,089</b>	<b>£163,625</b>	<b>8.6</b>

The table shows affordability ratios for housing in Shropshire. The income data relates to Shropshire Place Plan areas which are a slightly broader geography than market towns, and take account of hinterlands. The table shows that in Oswestry a household with a median household income of (£27,730) would need 5.4 times this income to afford a median priced house (£151,000) as of year end 2020. This is lower than a ratio of 6.7 for Shropshire.

Source: Shropshire/England House Price Figures—ONS House Price Datasets, CACI Paycheck Data, DCLG Land Registry Price Paid Data. Year end 2020

## Housing Developments

Shropshire’s Core Strategy (March 2011) sets out the strategic vision and objectives to guide development and growth for the period 2006-2026. This includes a vision for Oswestry.

Detailed proposals to deliver the strategic vision within the Core Strategy are contained within the Site Allocations and Management of Development (SAMDev) document which together with the Core Strategy forms Shropshire’s Local Plan for 2006-2026.

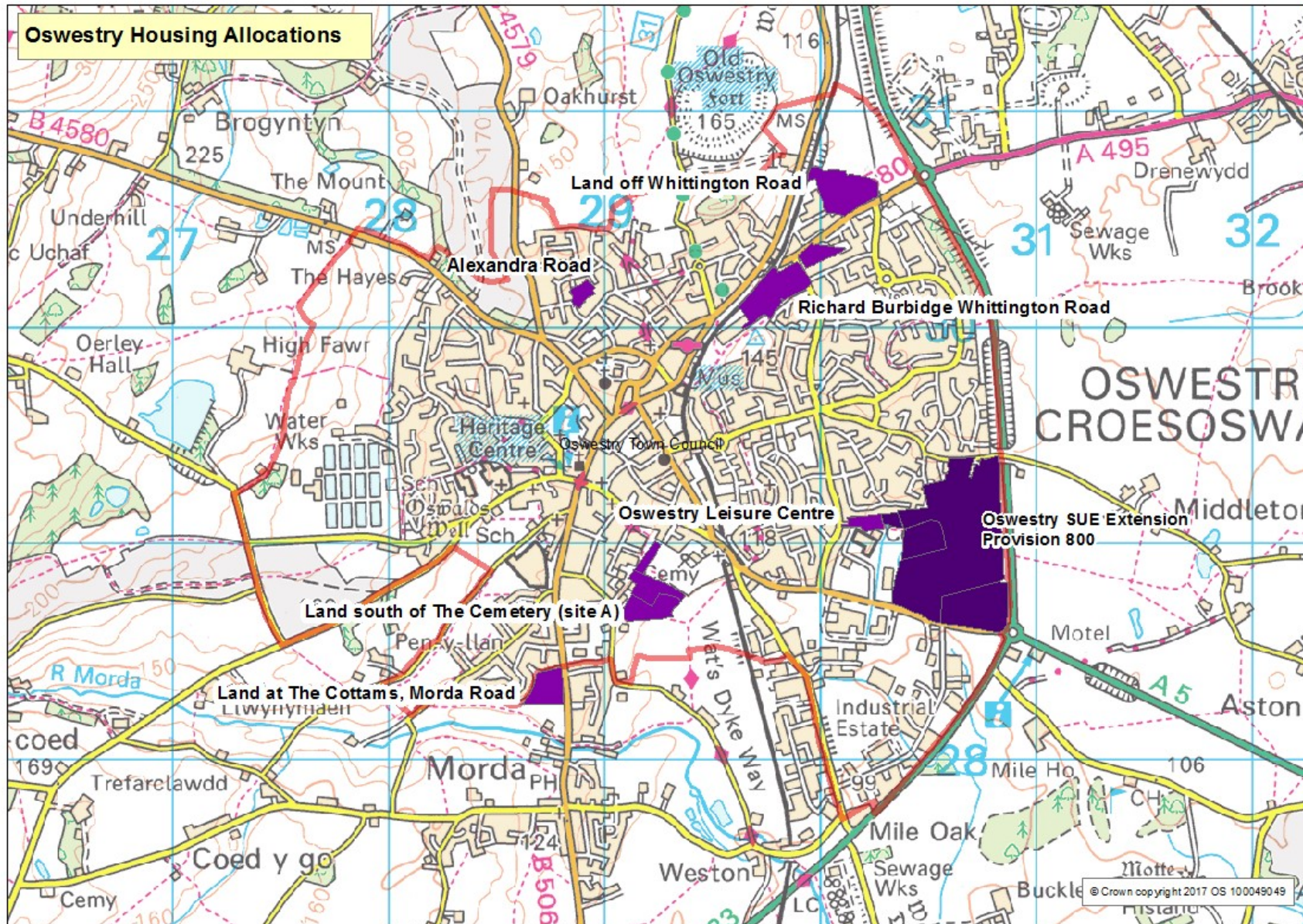
Consultations on the Local Plan Review Preferred Scale and Distribution of Growth for the period to 2036 are due to be presented to Cabinet on 18th October 2017.

The following table shows progress and expectations with current site allocations:

Housing Allocations	Provision	Already Completed	Expected Build Out Rate									
			2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-32
Oswestry SUE	900	0	0	10	50	50	50	75	75	75	75	440
Land off Whittington Road	117	0	0	0	0	10	25	25	25	25	7	0
Former Oswestry Leisure	46	0	9	20	17	0	0	0	0	0	0	0
The Cottams, Morda Road	65	0	16	24	25	0	0	0	0	0	0	0
Land South of the Cemetery	80	0	0	0	0	0	25	25	25	5	0	0
Alexandra Road	61	0	25	25	11	0	0	0	0	0	0	0
Richard Burbidge	183	0	25	25	25	25	25	25	25	8	0	0
Additional windfall sites (sites unknown)	107	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0
<b>Total</b>	<b>1,559</b>	<b>0</b>	<b>75</b>	<b>104</b>	<b>128</b>	<b>85</b>	<b>100</b>	<b>150</b>	<b>150</b>	<b>133</b>	<b>87</b>	<b>440</b>

Additional housing will require the development of employment opportunities to support the additional population. Development land for a new business park has been identified at Mile End. Road improvements at the Mile End Roundabout have opened up access to the land which is now awaiting development.

## Proposed Development Sites



# Education

Market Town	Number school age children 4-15	Free School Meals (FSM) eligible	English as an additional Language (EAL)
Albrighton	407	34	4
Bishops Castle	189	28	9
Bridgnorth	1258	69	29
Broseley	547	34	4
Church Stretton	389	33	9
Cleobury Mortimer	373	37	6
Craven Arms	299	45	22
Ellesmere	495	57	43
Highley	384	43	10
Ludlow	992	122	19
Market Drayton	1531	215	66
Much Wenlock	334	32	9
<b>Oswestry</b>	<b>1986</b>	<b>226</b>	<b>188</b>
Shifnal	819	55	16
Shrewsbury	8771	1001	390
Wem	777	71	61
Whitchurch	973	122	83
<b>Total</b>	<b>21108</b>	<b>2266</b>	<b>979</b>

Oswestry is a key educational centre for the north of Shropshire. Pupils are mainly drawn from the Oswestry Town area but schools also attract pupils from surrounding rural areas and other towns including some from Wales.

The town council area has four primary schools, a secondary school, college and an independent school.

The percentage of children living in the town parish area who are eligible for free school meals is 11.38%. This is similar to the rate for Shropshire which is 10.74%.

The percentage of children who have English as an additional language is 9.74%. This is the highest rate in Shropshire where the overall rate is 4.64%

The number of school aged children shown is the number resident in the market town. This figure may differ from the total number of pupils at school in the area due to children attending schools within or outside of their school catchment areas.

## **Primary Schools**

**Holy Trinity C of E Primary Academy**, Middleton Rd, Oswestry SY11 2LF - [www.holytrinity.shropshire.sch.uk](http://www.holytrinity.shropshire.sch.uk)

Number of pupils 226 - Capacity 350 - 24.6% of pupils receive free school meals. Currently no Ofsted assessment published.

Whilst current pupil numbers are below capacity the catchment area of Holy Trinity encompasses the urban extension area. If plans come forward to develop the site with the planned number of homes then additional capacity is likely to be required.

**Meadows Primary School**, 1 Harlech Avenue, Oswestry SY11 2EJ [www.meadows.shropshire.sch.uk](http://www.meadows.shropshire.sch.uk)

Number of pupils 278 - Capacity 266 - Ofsted Rating Good - 4.3% of pupils receive free school meals.

Although the school is currently shown as being slightly over capacity these numbers are spread across 7 school years. In addition to classrooms the school has additional space to support the management of places.

**Our Lady and St Oswald's Catholic Primary School**, Upper Brook St, Oswestry SY11 2TG - [www.osoprimary.co.uk](http://www.osoprimary.co.uk)

Number of pupils 121 - Capacity 140 - Ofsted Rating Good - 6% of pupils receive free school meals.

**Woodside Primary School**, 29 Gatacre Rd, Oswestry SY11 1DN - [www.woodsideschool.co.uk](http://www.woodsideschool.co.uk)

Number of pupils 591 - Capacity 630 - Ofsted Rating Good - 14.3% of pupils receive free school meals.

## **Secondary Schools**

**Marches Secondary School**, 14 Ash Rd, Oswestry SY11 1NB – [www.marchesschool.co.uk](http://www.marchesschool.co.uk)

Number of pupils 1413 - Capacity 1500 - Ofsted Rating Good - 10% of pupils receive free school meals.

## **Further Education College**

**North Shropshire College**, Oswestry Campus, Shrewsbury Rd, Oswestry SY11 4QB

Provider of Further Education services offering learning opportunities, including Apprenticeships, full-time programmes and part-time opportunities, ranging from professional qualifications through to degree level. Facilities at Oswestry include;

- Four hair and beauty salons meeting the latest professional standards
- Dedicated art studio, with ceramics and photography facilities
- Six computer classrooms plus graphics/multimedia workshop with a suite of Apple Macs
- Professional teaching kitchen and Scholars restaurant
- High-quality sports pitch, training pitch and Multi-Use Games Area
- Construction centre
- Two fully-equipped science laboratories

## **Independent Schools**

**Oswestry School**, Upper Brook Street, Oswestry, Shropshire, SY11 2TL - <http://oswestryschool.org.uk/>

Independent School founded in 1407.

# Transport and Infrastructure

## Railways

Despite being home to a transport museum in the former railway station Oswestry is no longer on the rail network. The nearest railway station is at Gobowen, Chirk Road, SY11 3JS around 3 miles from Oswestry town centre.

## Road Networks

**The A5**, which provides a direct southerly link to the main Shropshire market town of Shrewsbury. Taking the A5 north provides a direct route to North Wales and the port of Holyhead (88 miles).

**The A483** provides access north to Wrexham (15 miles) and south to Welshpool (15 miles).

**The A495** heads east from the town to take in Whittington (3 miles), Ellesmere (9.5 miles) and Whitchurch (21.5 miles).

Area	Miles	Drive Time	Train Time
Manchester	67 miles	1 hour 30 minutes	2 hours
Birmingham	65 miles	1 hour 30 minutes	1 hour 20 minutes
London	187 miles	3 hours 40 minutes	3 hours 5 minutes
Wrexham	14 miles	28 minutes	20 minutes
Liverpool	48 miles	1 hour 10 minutes	2 hours
Shrewsbury	19.5 miles	37 minutes	20 minutes
Cardiff	123 miles	3 hours 8 minutes	2 hours 17 minutes

## Canal

Oswestry is close to the canal network with the Montgomery Canal around 3 miles south of the town centre. This links to the Shropshire Union canal to the east of Oswestry.

## Airports

The nearest main airports to Oswestry are in Liverpool and Manchester

**Liverpool John Lennon Airport**, Speke Hall Ave, Speke, Liverpool L24 1YD – 54 miles north of Oswestry

**Manchester International Airport**, Manchester M90 1QX – 60 miles north east of Oswestry

## Light Aircraft

Knockin Airfield, West Felton, Oswestry - local airport for light aircraft – 3 miles south of Oswestry

Welshpool Mid Wales Airport, Welshpool SY21 8SG – local airport for light aircraft – 17 miles south of Oswestry

<http://www.welshpoolairport.co.uk/>

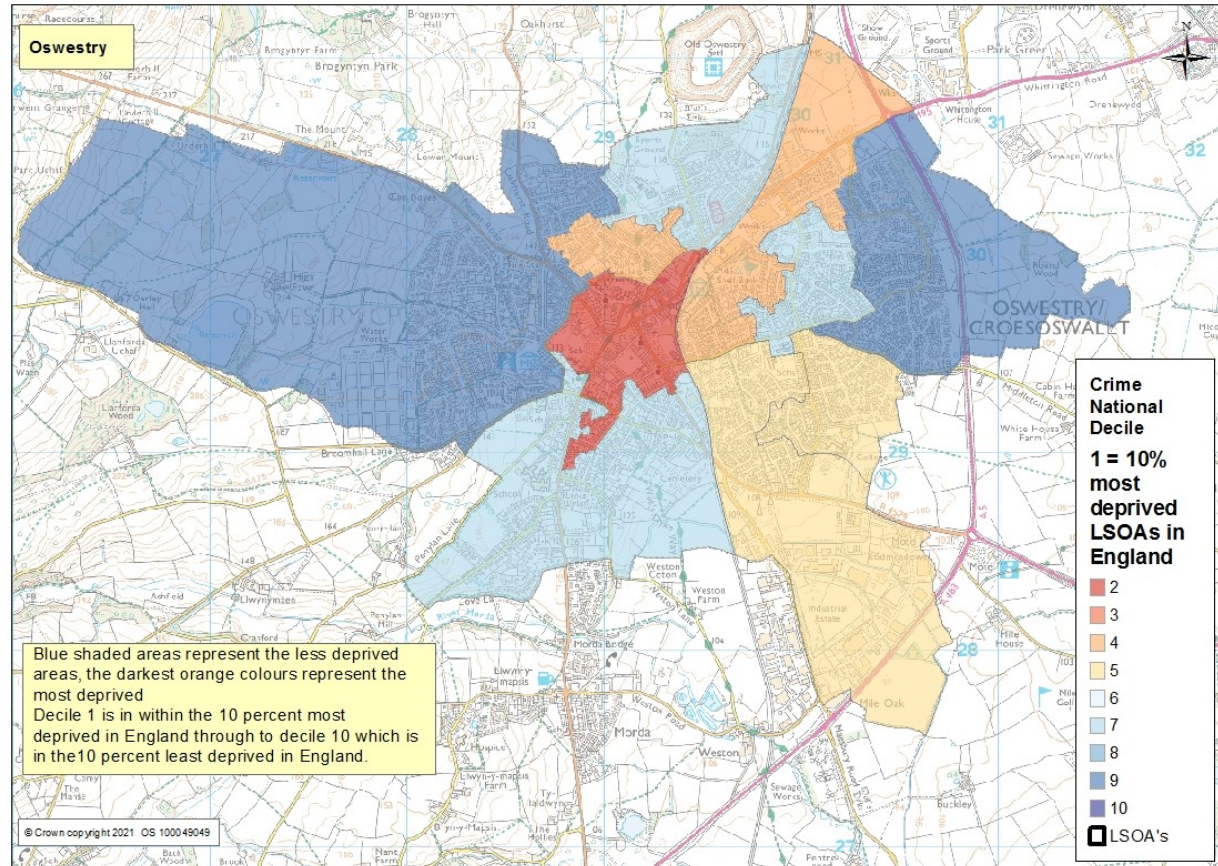
## Broadband

Digital connectivity is viewed as an increasingly important factor for business success, and nowadays broadband speed is a vital consideration when businesses are looking to relocate.

Superfast broadband is being rolled out across Shropshire, and all premises in Oswestry have access, or will have access within the next two years, to infrastructure that allows download speeds of at least 30 Mbps. Oswestry is the only market town in the county which has no premises where speeds fall below this threshold. Most premises in Oswestry (and throughout most of Shropshire) are supplied by just one infrastructure provider, although 2.9% of premises are supplied by two or more providers.



# Community Safety



The crime domain comprises four underlying indicators, each one accounting for a proportion of the total crime domain score. They are weighted as:

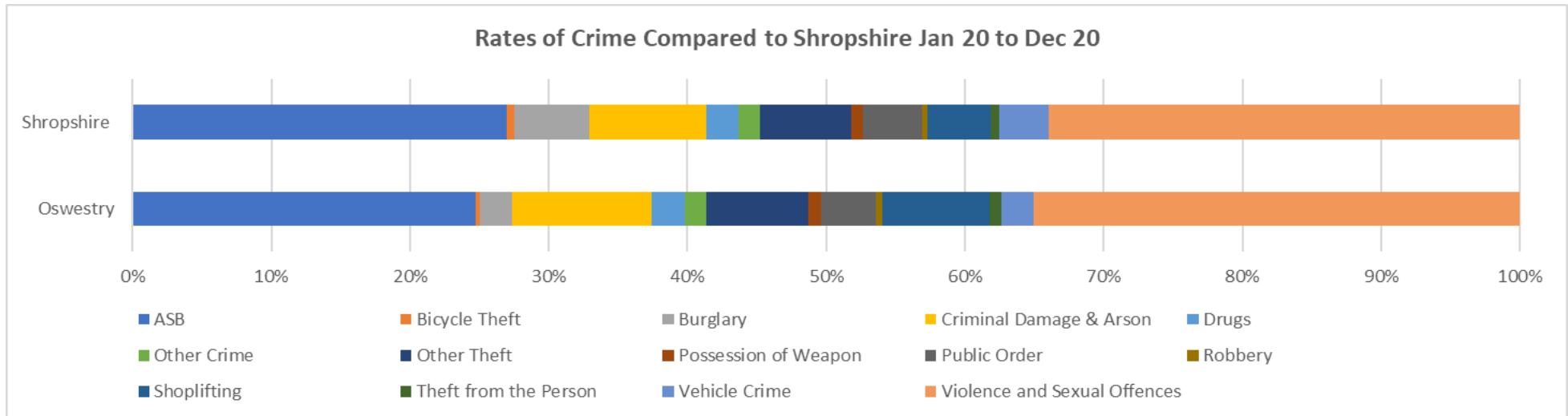
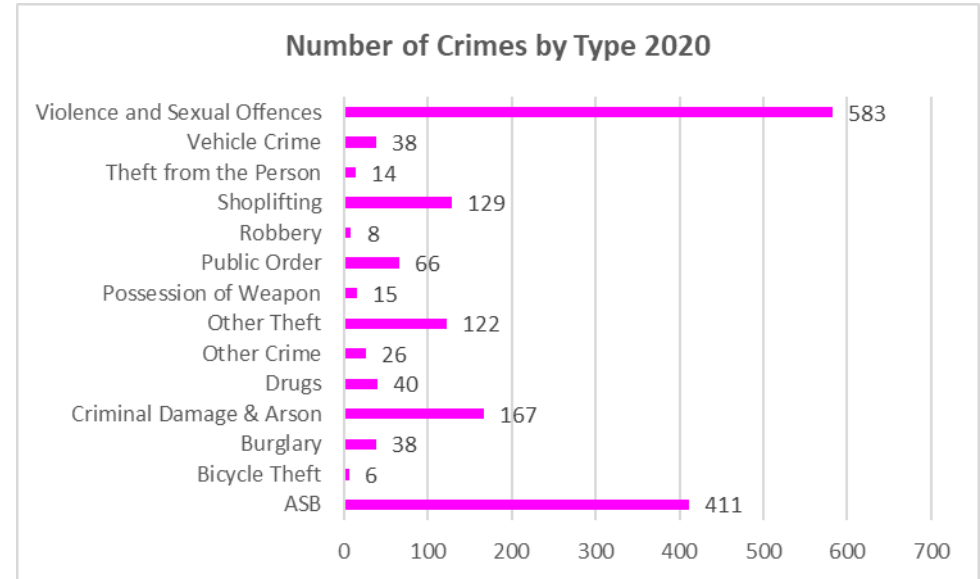
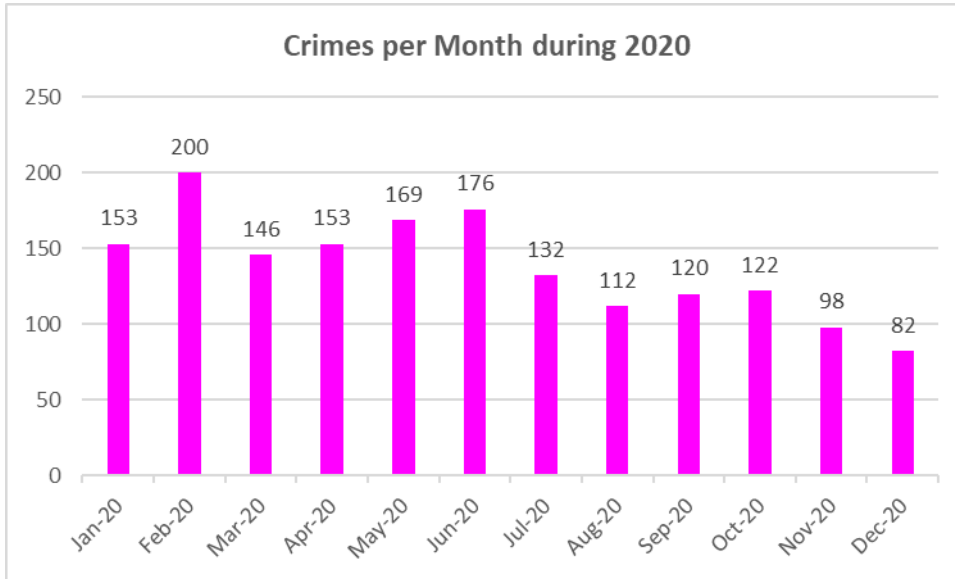
- Violence – 32.4%
- Criminal damage – 26.5%
- Theft – 22.2%
- Burglary – 18.9%

In Oswestry one LSOA located in the centre was ranked within the 20% most deprived nationally. Two areas north and north east of the town centre were ranked within the 40% most deprived nationally. As you would expect crime reduces the further away from the centre. As with any town the town centre often has higher levels of crime especially due to the night time economy and retail crime.

Source: Index of Multiple Deprivation (IMD), Department of Communities and Local Government, crown copyright 2019

# Crime - Oswestry Central

Source: <https://www.police.uk/>



Overall levels of crime in Shropshire are low. Town centres generally experience higher rates of crime through anti-social behaviour and shoplifting. Latest crime data and more precise details of localities and investigations can be found by using the police crime map at <https://www.police.uk/>

## Additional Information

### Produced and designed by the Information, Intelligence and Insight team of Shropshire Council

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### Easy ways to get in touch

- Telephone - **0345 678 9000**
- Email - **[commissioning.support@shropshire.gov.uk](mailto:commissioning.support@shropshire.gov.uk)**

### Find out more information on Shropshire

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