

VISITOR INSIGHT

BASELINE REPORT

Ryde, Isle of Wight

February 2020 - 2021

Produced for Ryde and Ryde Heritage Action Zones
www.iwhaz.uk
web@iwhaz.uk



VISITOR | INSIGHTS

RYDE TOWN CENTRE — FEBRUARY 2021 SUMMARY & BENCHMARKING (FEBRUARY 2020-21)

TOTAL VISITS



374,568

VISITS TO THE HIGH STREET



-37%

Y/O/Y CHANGE
* This compares to an average national benchmark of -61.0%



4%

M/O/M CHANGE



AVERAGE DWELL TIME



126 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



-13%

Y/O/Y CHANGE



26%

M/O/M CHANGE



PLACES VISITED



1.9

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.3

PLACES VISITED



2.1

PLACES VISITED



POPULAR VISIT DAY



FRIDAY

17k AVERAGE VISITS ON FRIDAY IN FEBRUARY



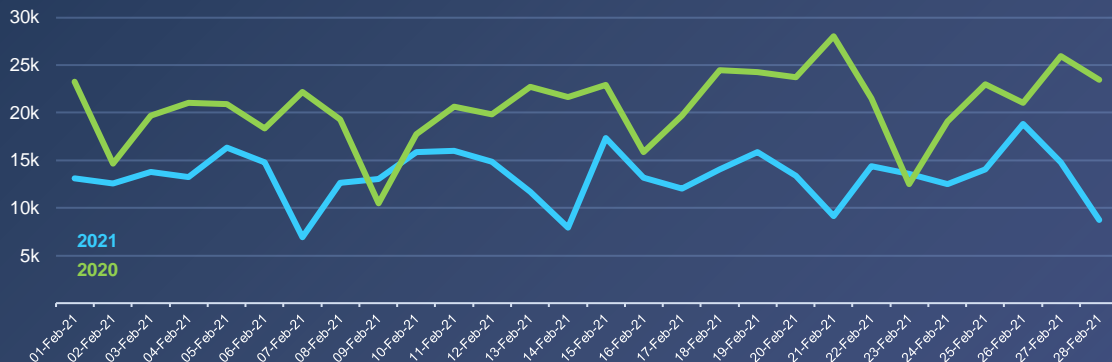
SATURDAY



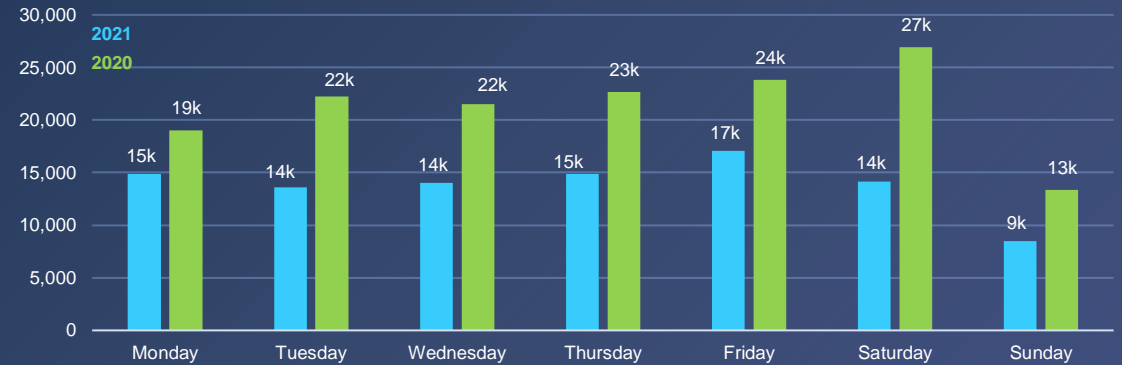
FRIDAY



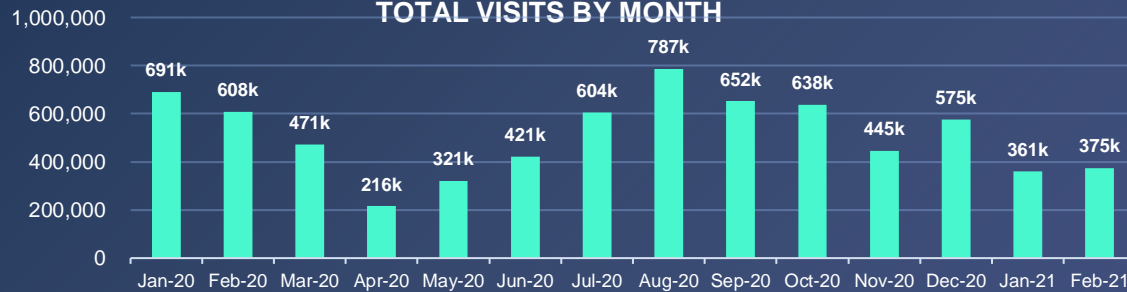
DAILY VISITS FEBRUARY 2021 VS FEBRUARY 2020



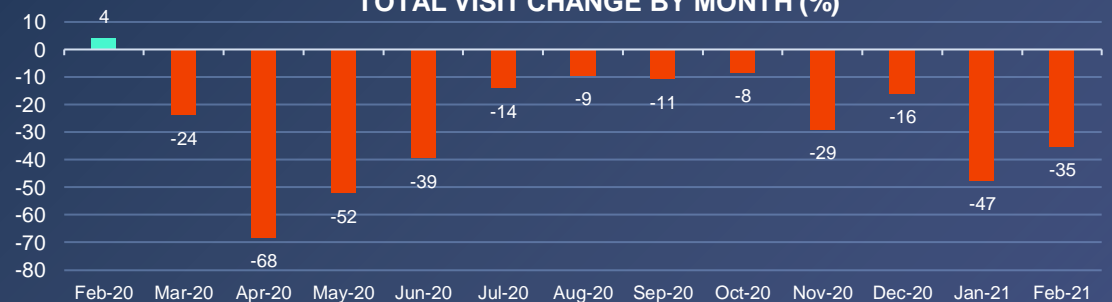
AVERAGE DAILY VISITOR LEVELS IN FEBRUARY 2021



TOTAL VISITS BY MONTH



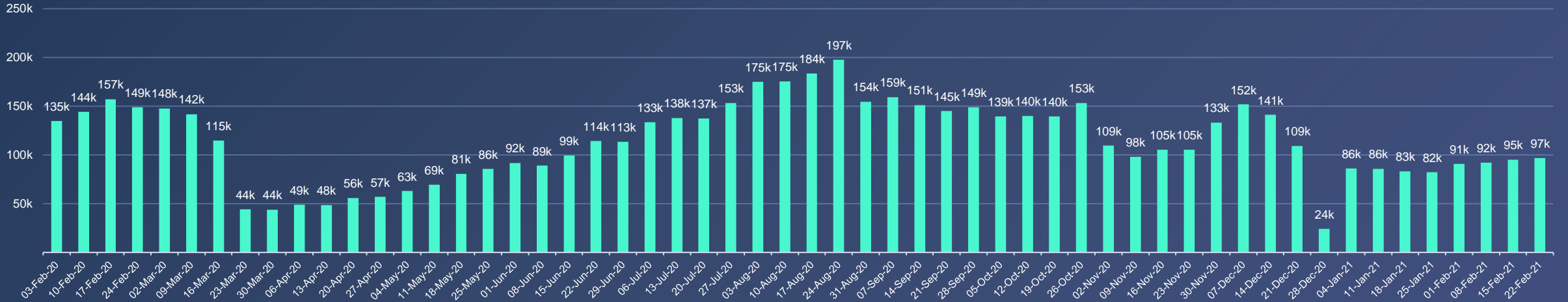
TOTAL VISIT CHANGE BY MONTH (%)



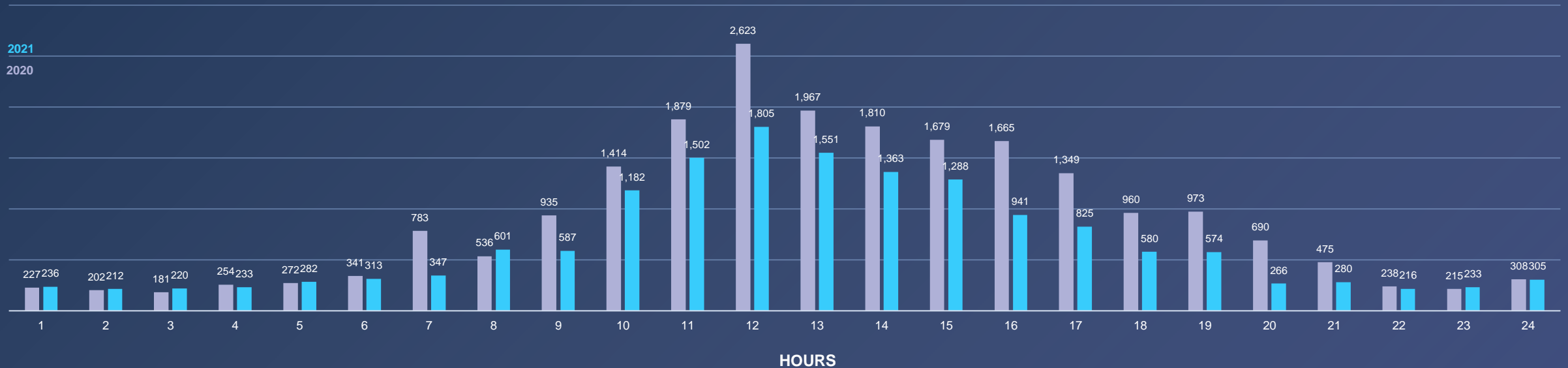
RYDE TOWN CENTRE — FEBRUARY 2021 SUMMARY & BENCHMARKING (FEBRUARY 2020-21)



WEEKLY FOOTFALL



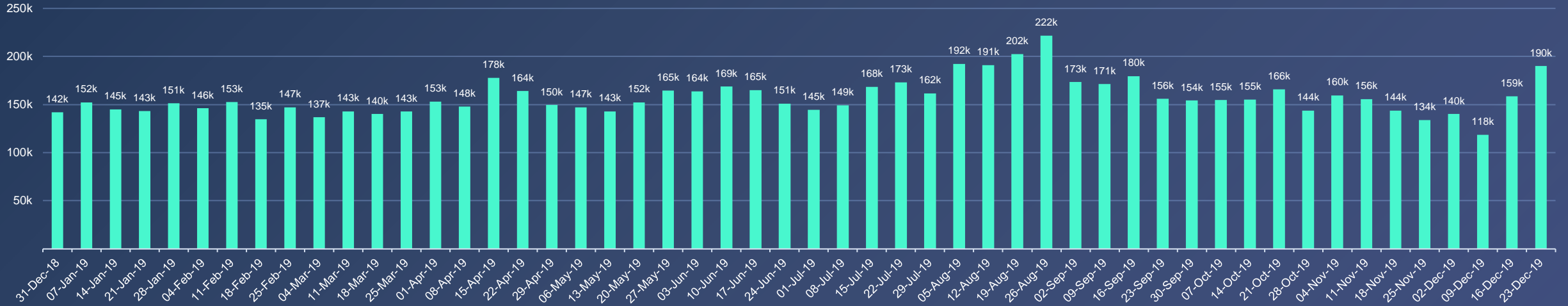
AVERAGE VISITS BY HOUR



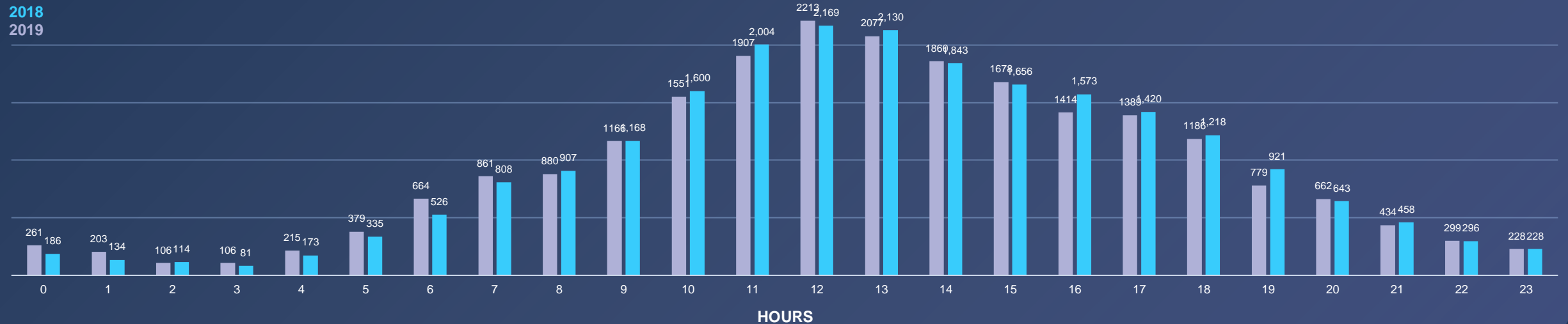
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



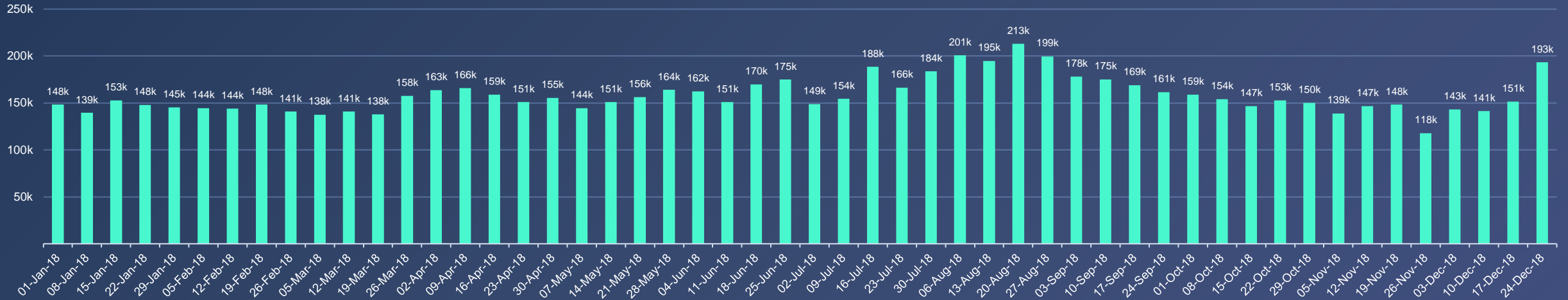
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



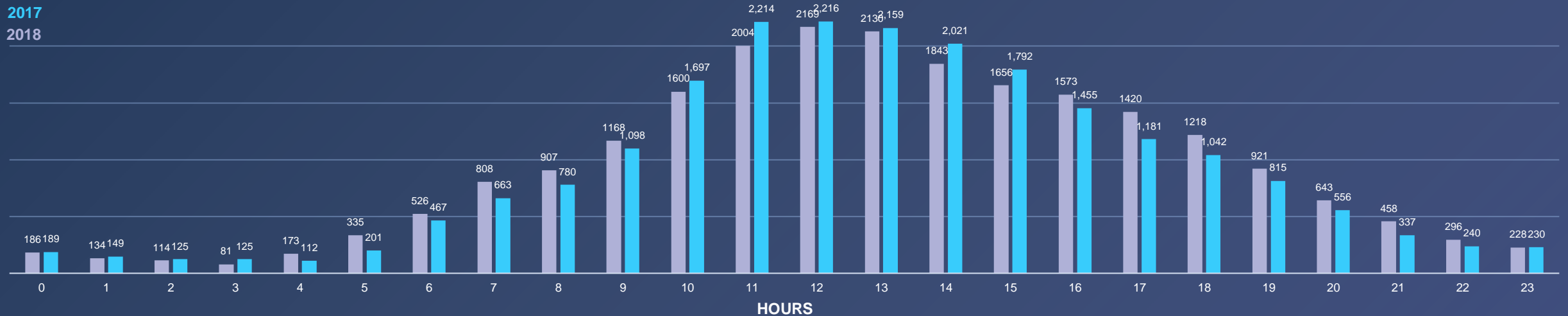
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



6,379,279

VISITS TO THE HIGH STREET
FEBRUARY 20- FEBRUARY 21



-25%
4 YEAR CHANGE



FOOTFALL



AVERAGE DWELL TIME



142 MINS

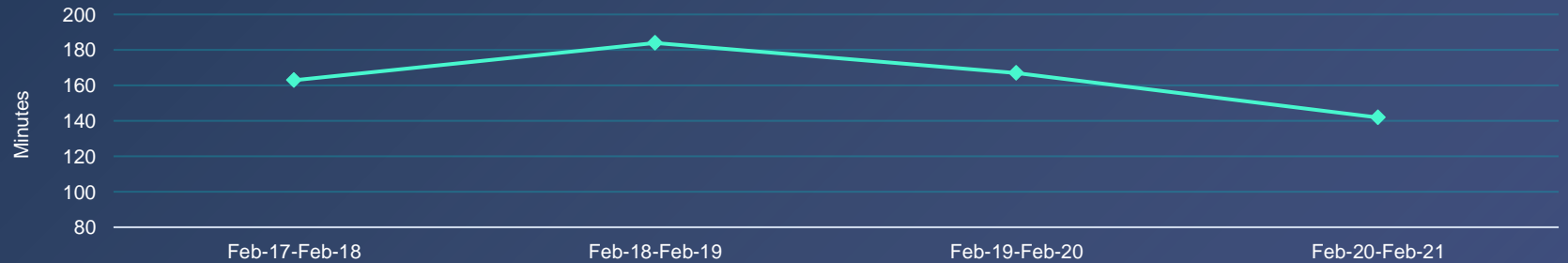
AVERAGE TIME SPENT IN THE HIGH STREET
FEBRUARY 20- FEBRUARY 21



-13%
4 YEAR CHANGE



DWELL TIME



PLACES VISITED



2.2

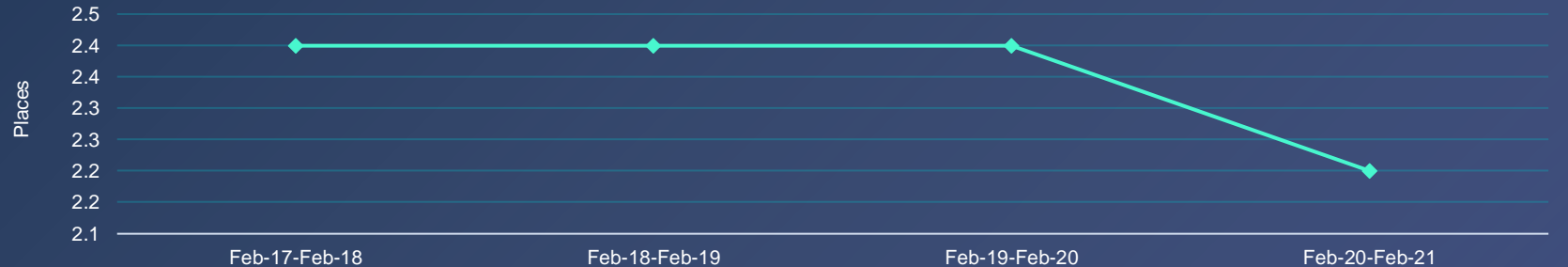
AVERAGE NUMBER OF INDOOR LOCATIONS
VISITED PER TRIP
FEBRUARY 20- FEBRUARY 21



-8%
4 YEAR CHANGE



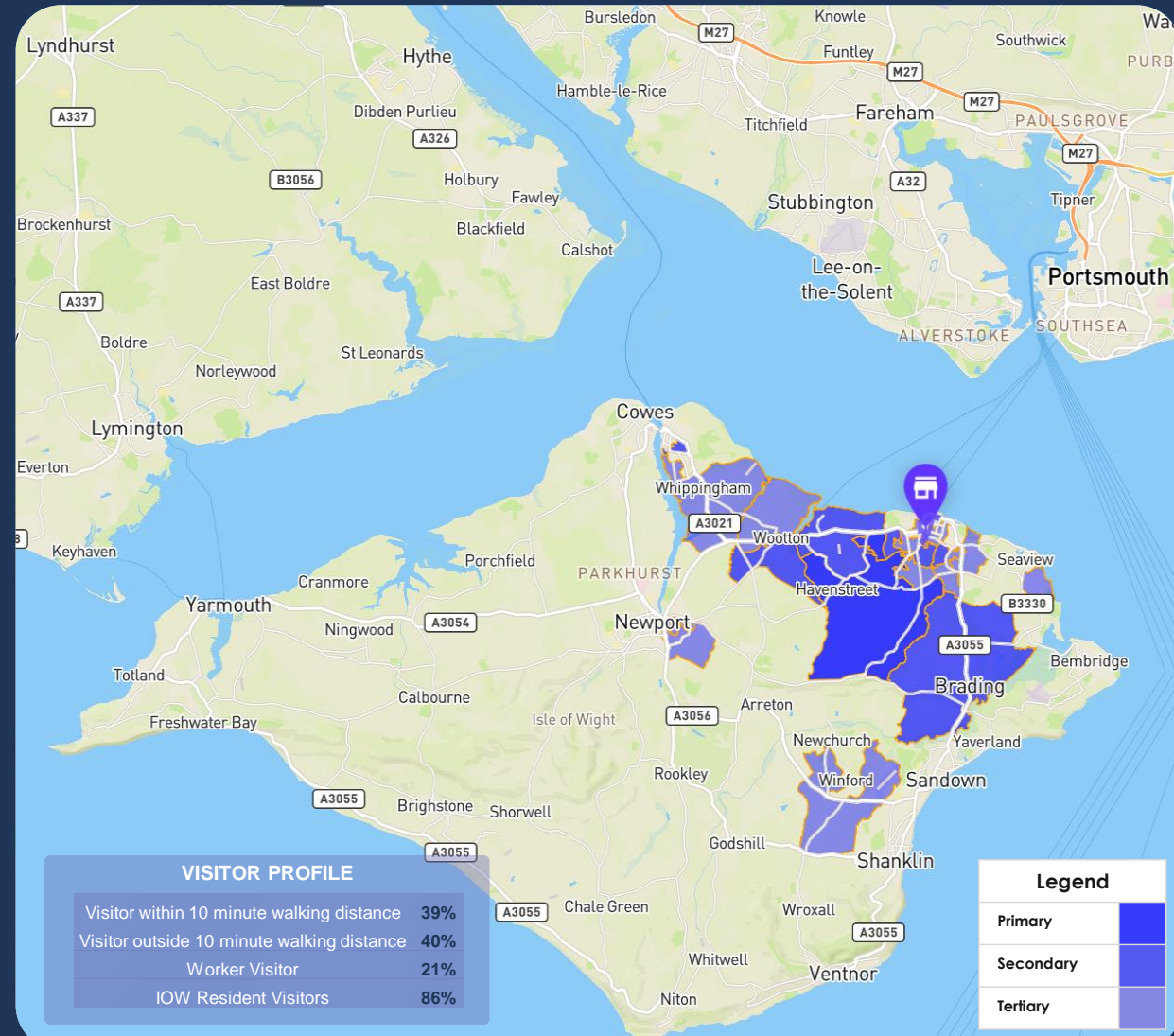
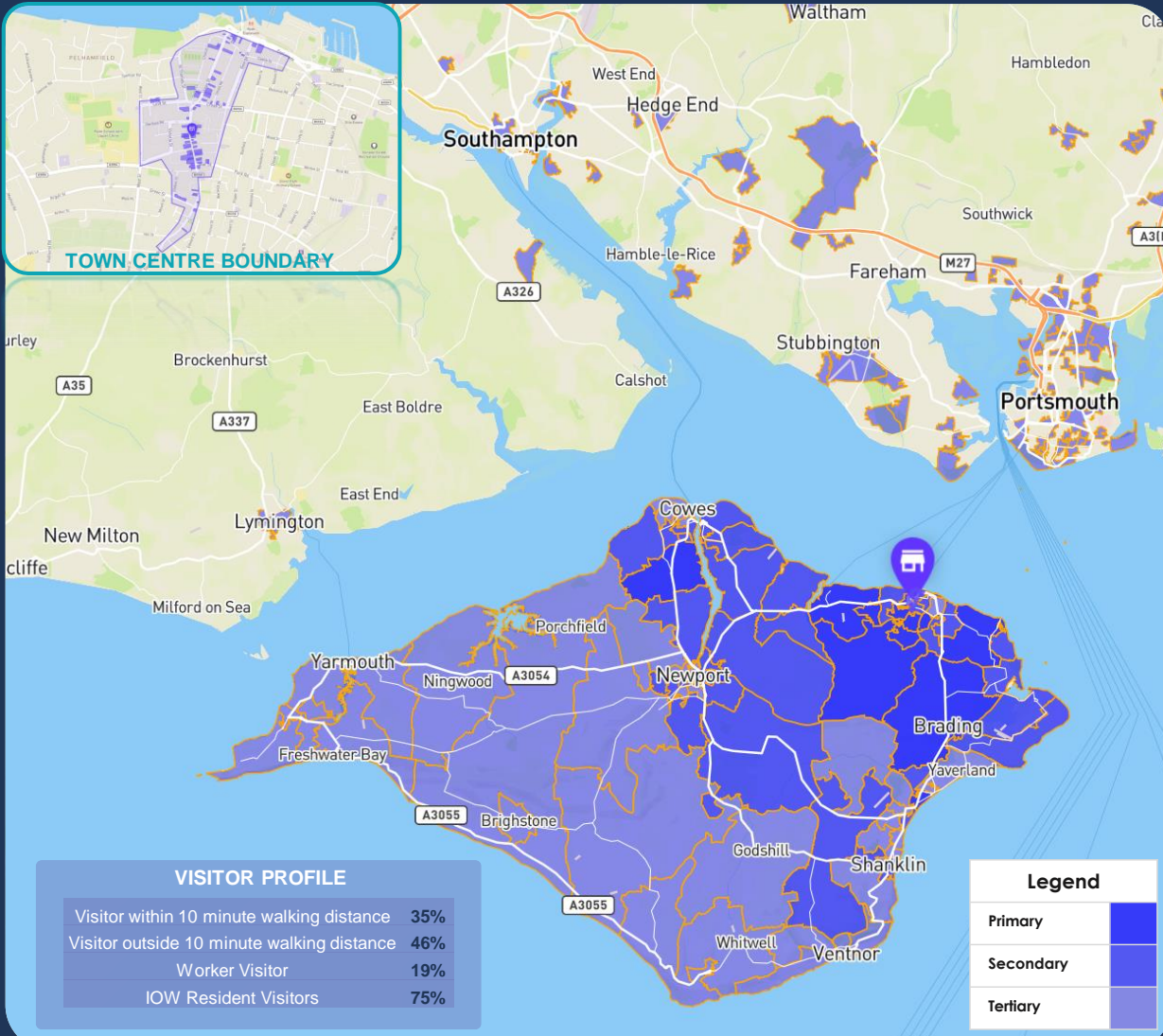
PLACES VISITED



RYDE VISITOR CATCHMENT — FEBRUARY 2021 & BENCHMARKING (FEBRUARY 2020-21)

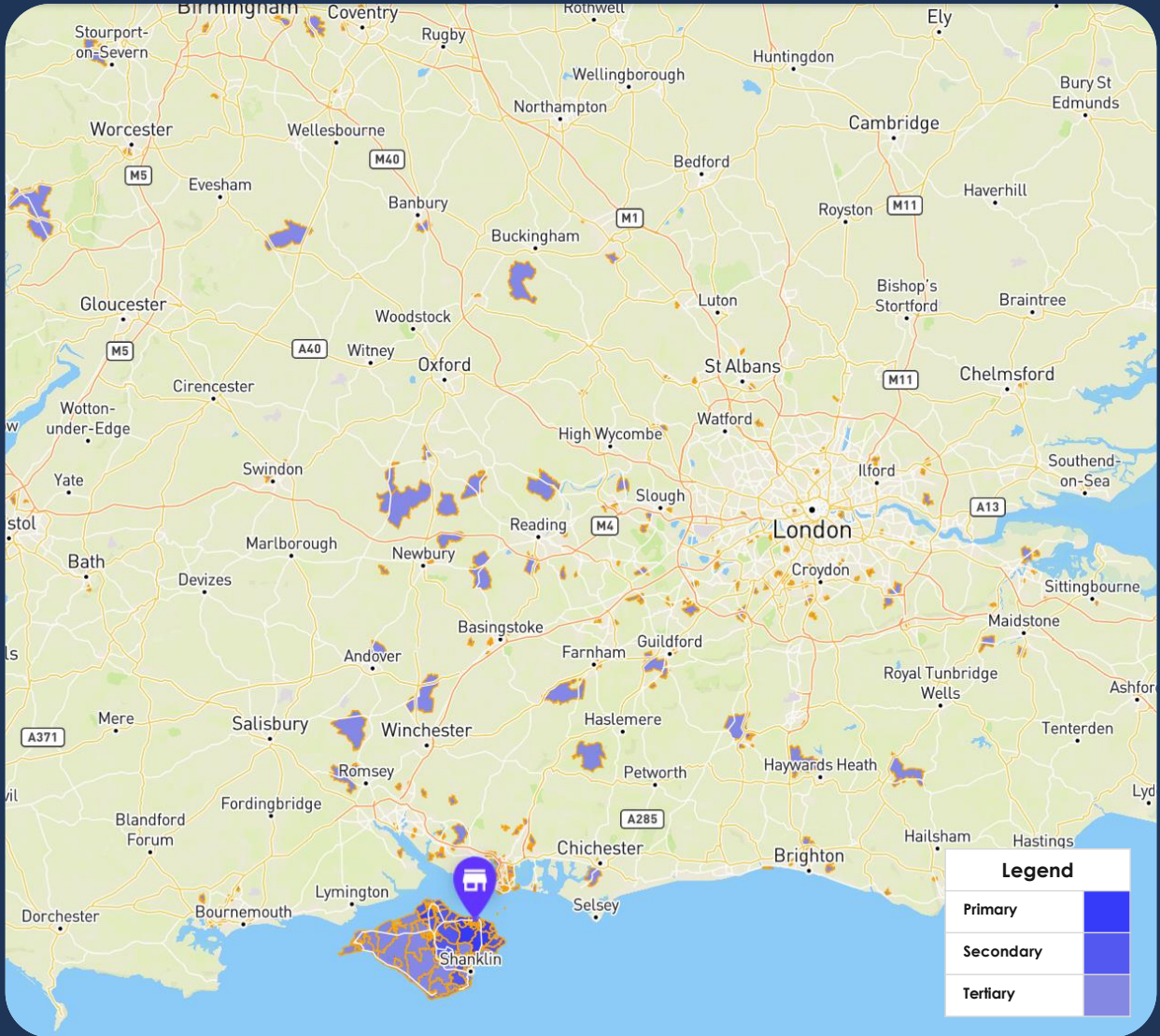
VISITOR CATCHMENT BY POSTCODE MARCH 2020 - FEBRUARY 2021

VISITOR CATCHMENT BY POSTCODE IN FEBRUARY 2021

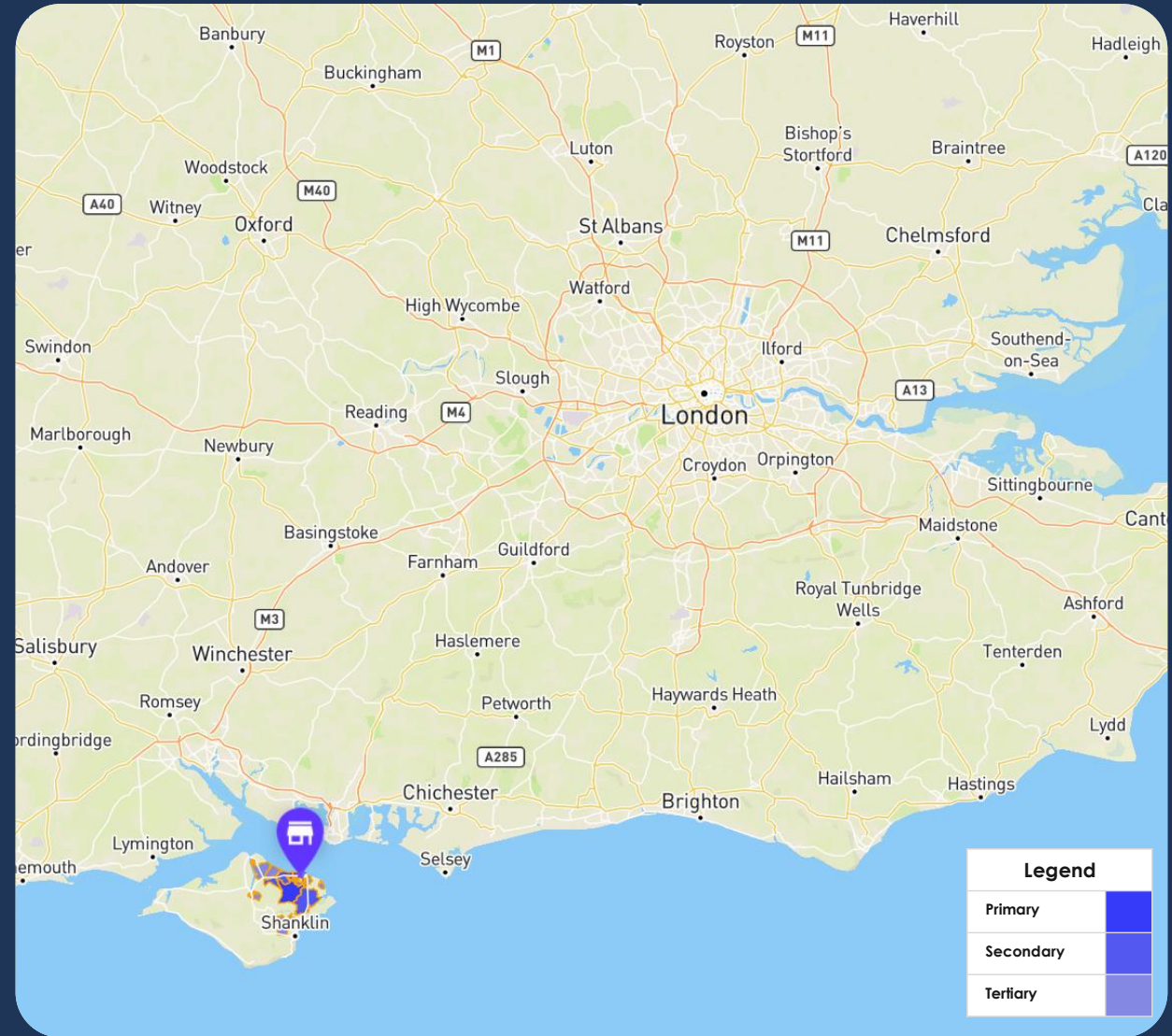


RYDE VISITOR CATCHMENT — FEBRUARY 2021 & BENCHMARKING (FEBRUARY 2020-21)

VISITOR CATCHMENT BY POSTCODE MARCH 2020 - FEBRUARY 2021 (zoomed out)

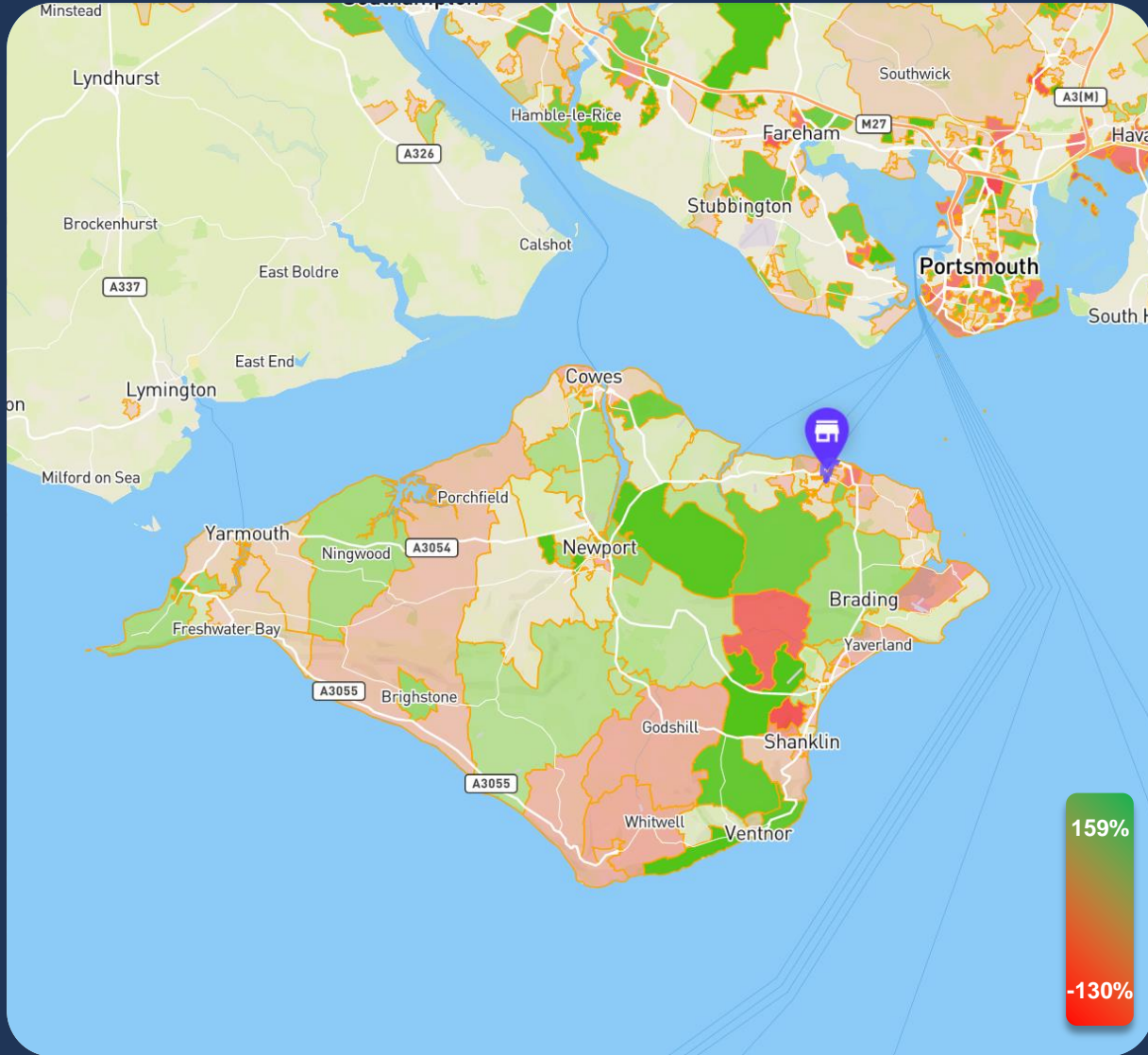


VISITOR CATCHMENT BY POSTCODE IN FEBRUARY 2021 (zoomed out)

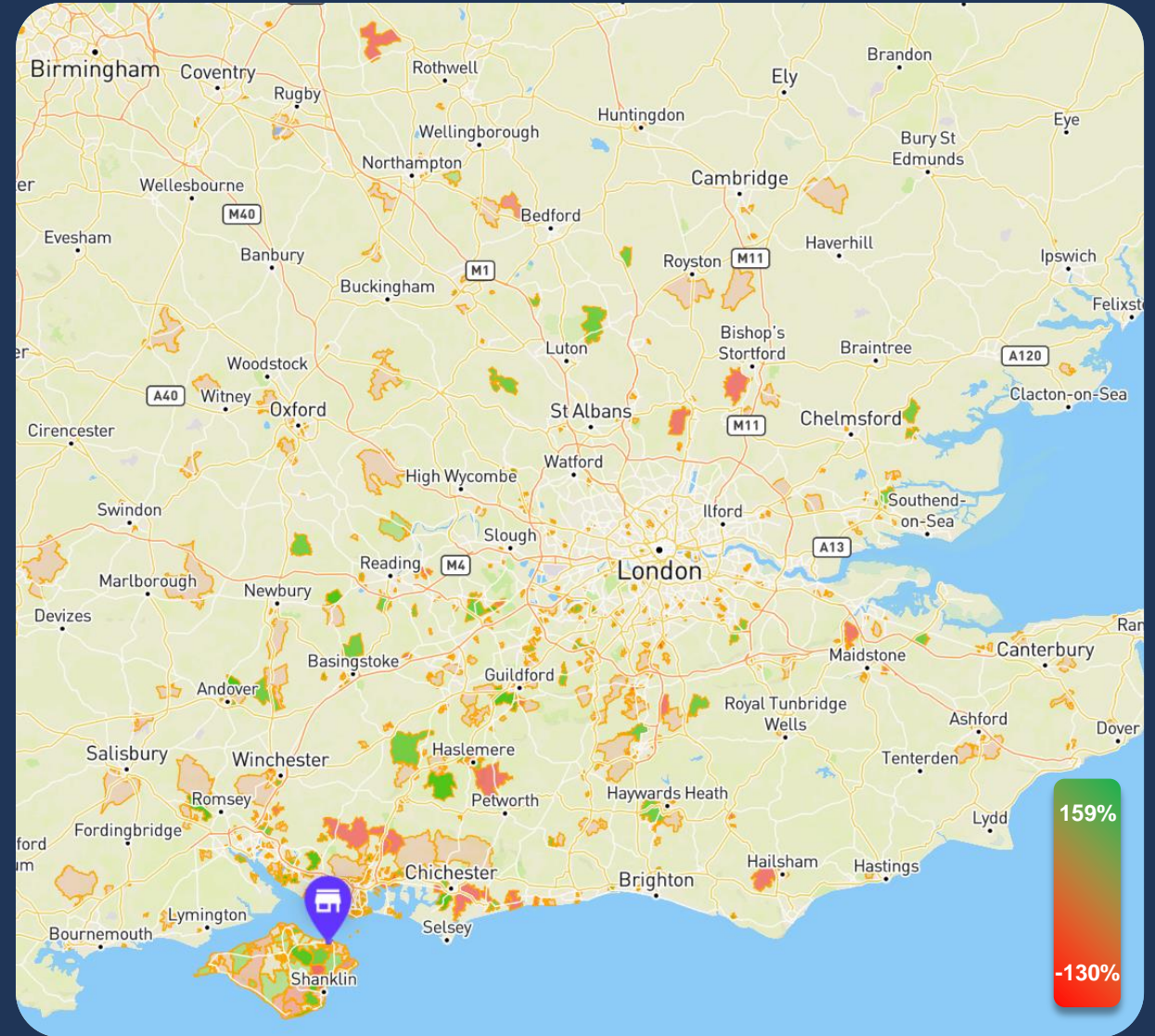


RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (FEBRUARY 2020-21)

CHANGE IN VISITOR LEVELS FEBRUARY 2020-21 vs FEBRUARY 2019-20 (zoomed in)



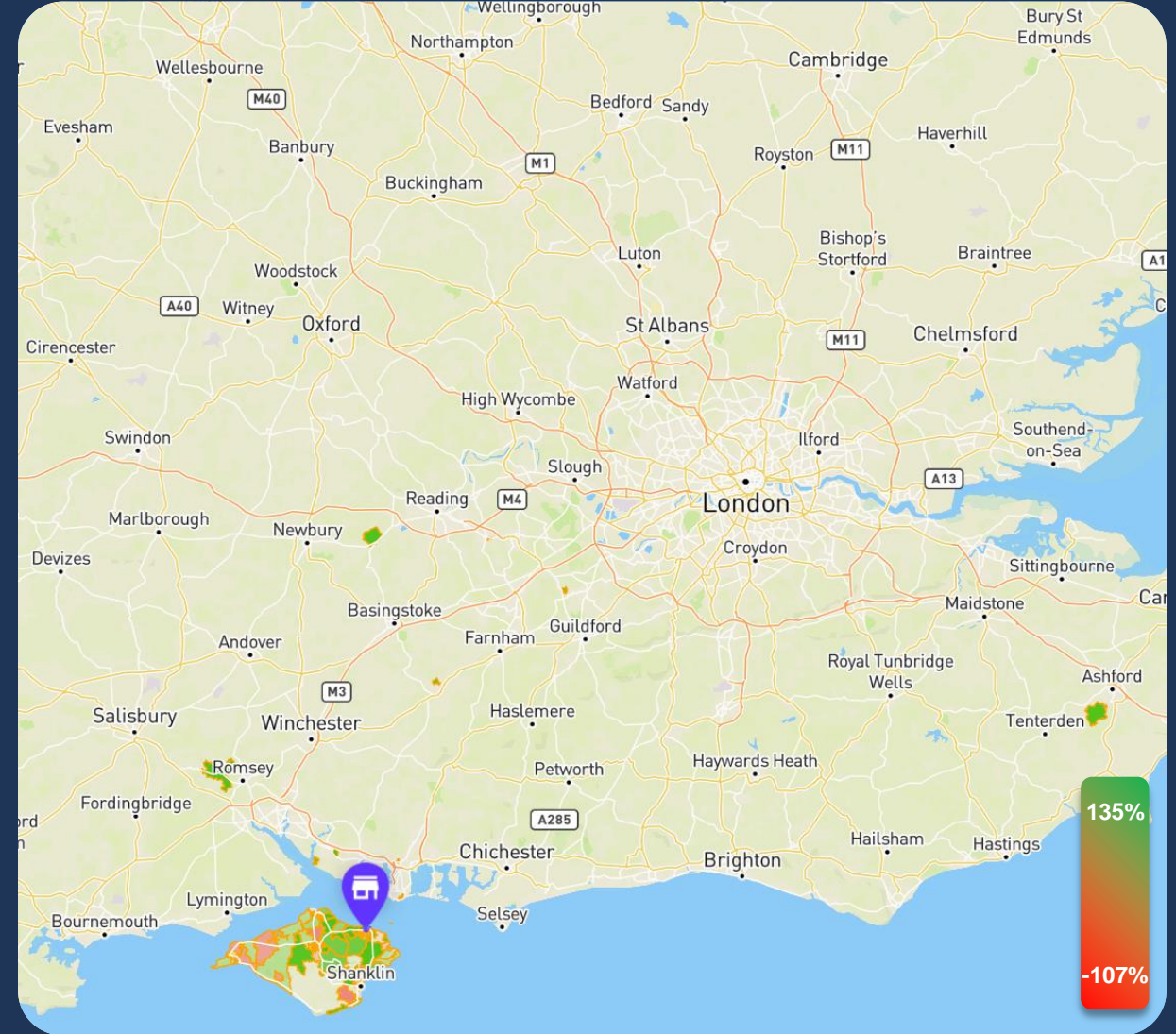
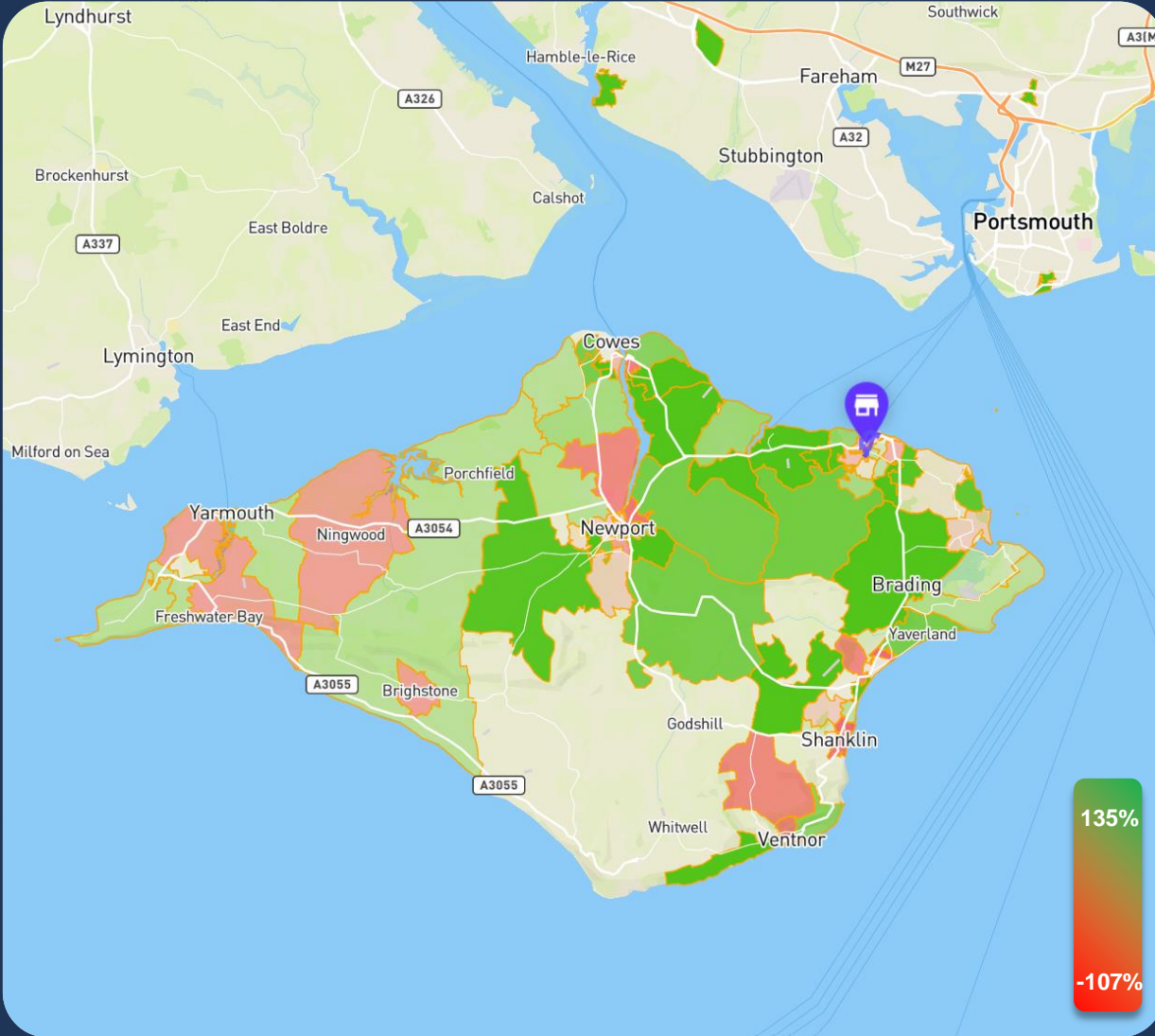
CHANGE IN VISITOR LEVELS FEBRUARY 2020-21 vs FEBRUARY 2019-20 (zoomed out)



RYDE VISITOR CHANGE BY POSTCODE – FEBRUARY 2021 & BENCHMARKING

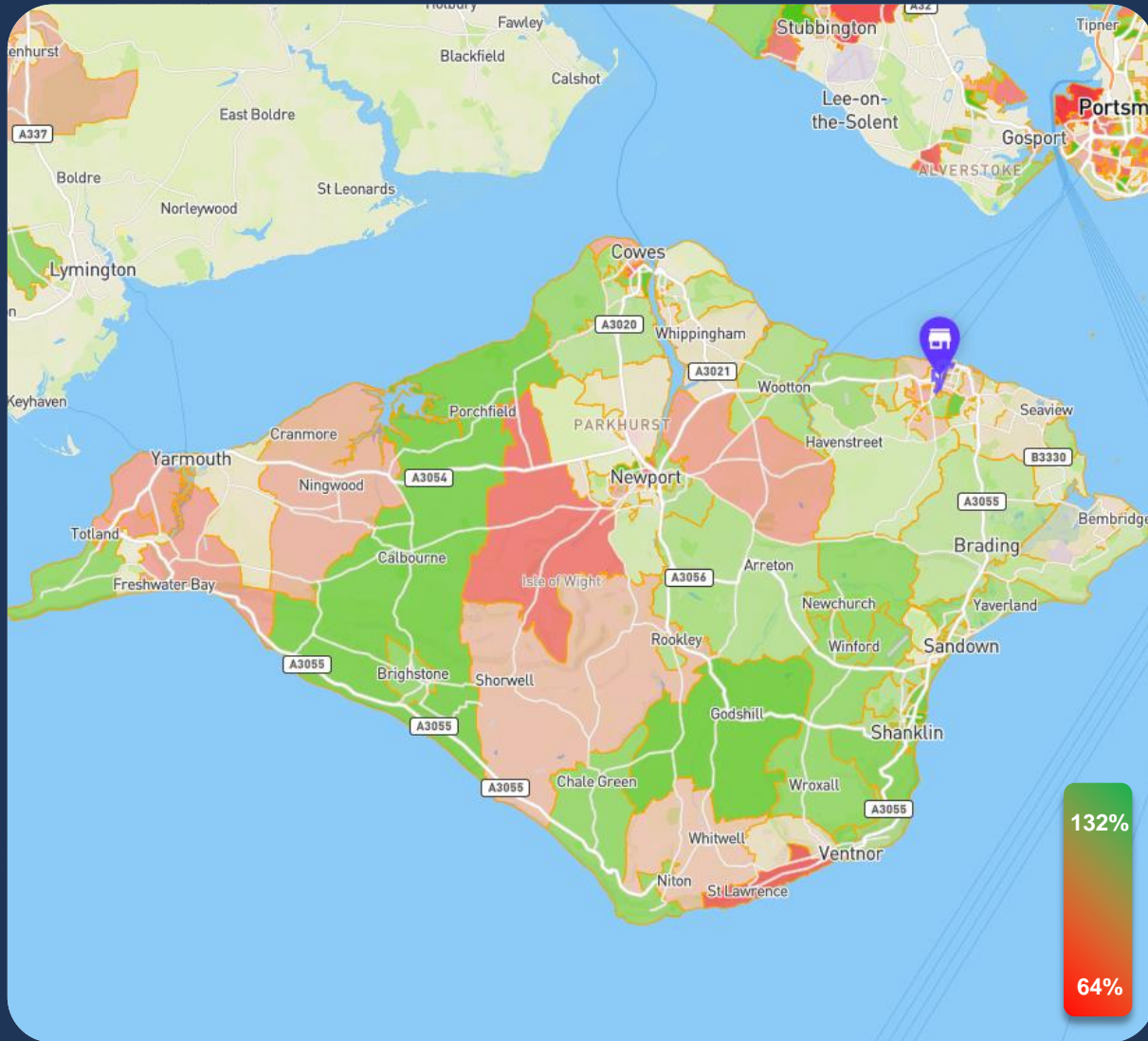
CHANGE IN VISITOR LEVELS FEBRUARY 2021 vs FEBRUARY 2020 (zoomed in)

CHANGE IN VISITOR LEVELS FEBRUARY 2021 vs FEBRUARY 2020 (zoomed out)

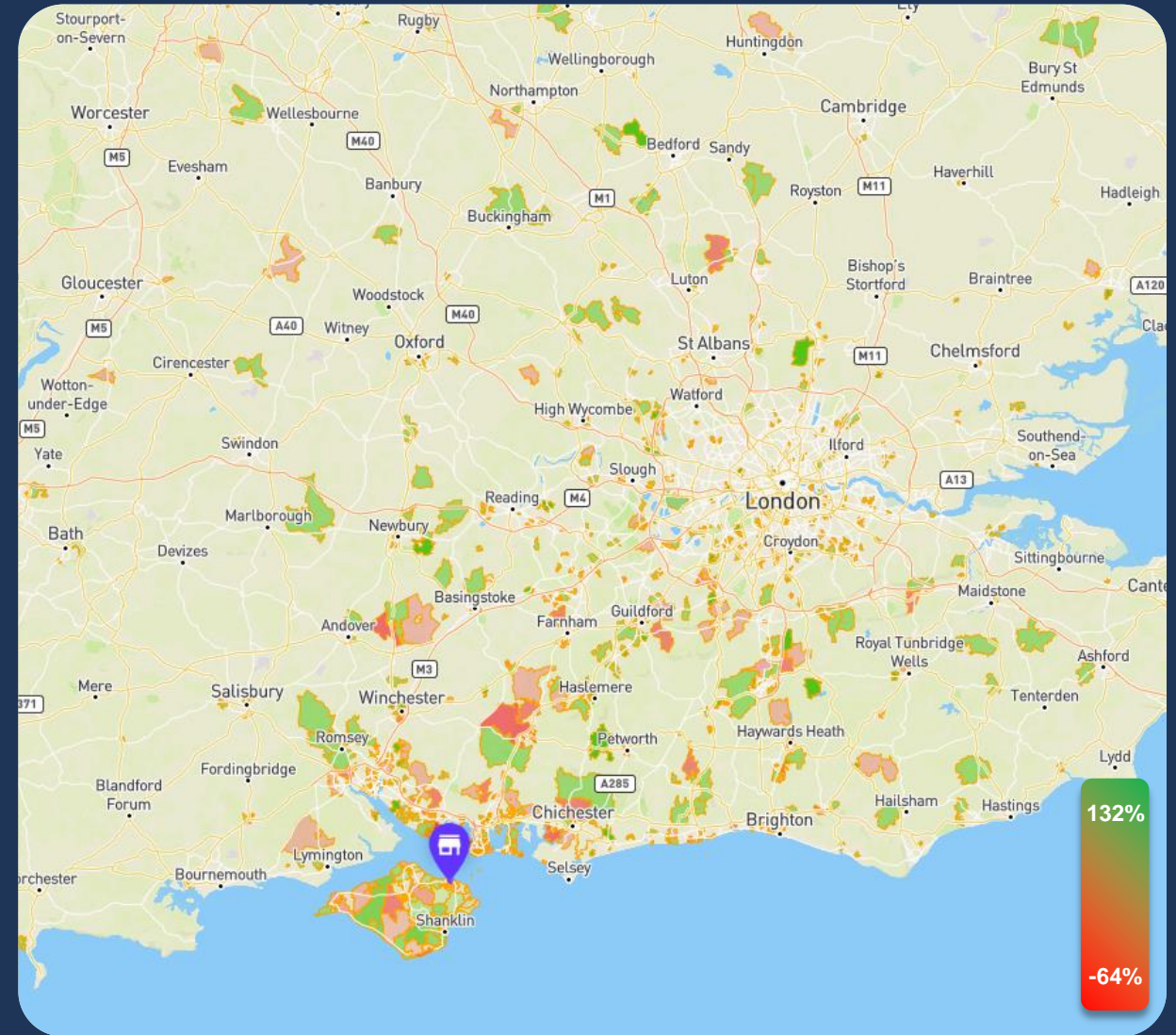


RYDE VISITOR CHANGE BY POSTCODE – PRE-COVID BENCHMARKING

CHANGE IN VISITOR LEVELS FEB 2019-20 VS FEB 2018-19 (PRE-COVID) (zoomed in)

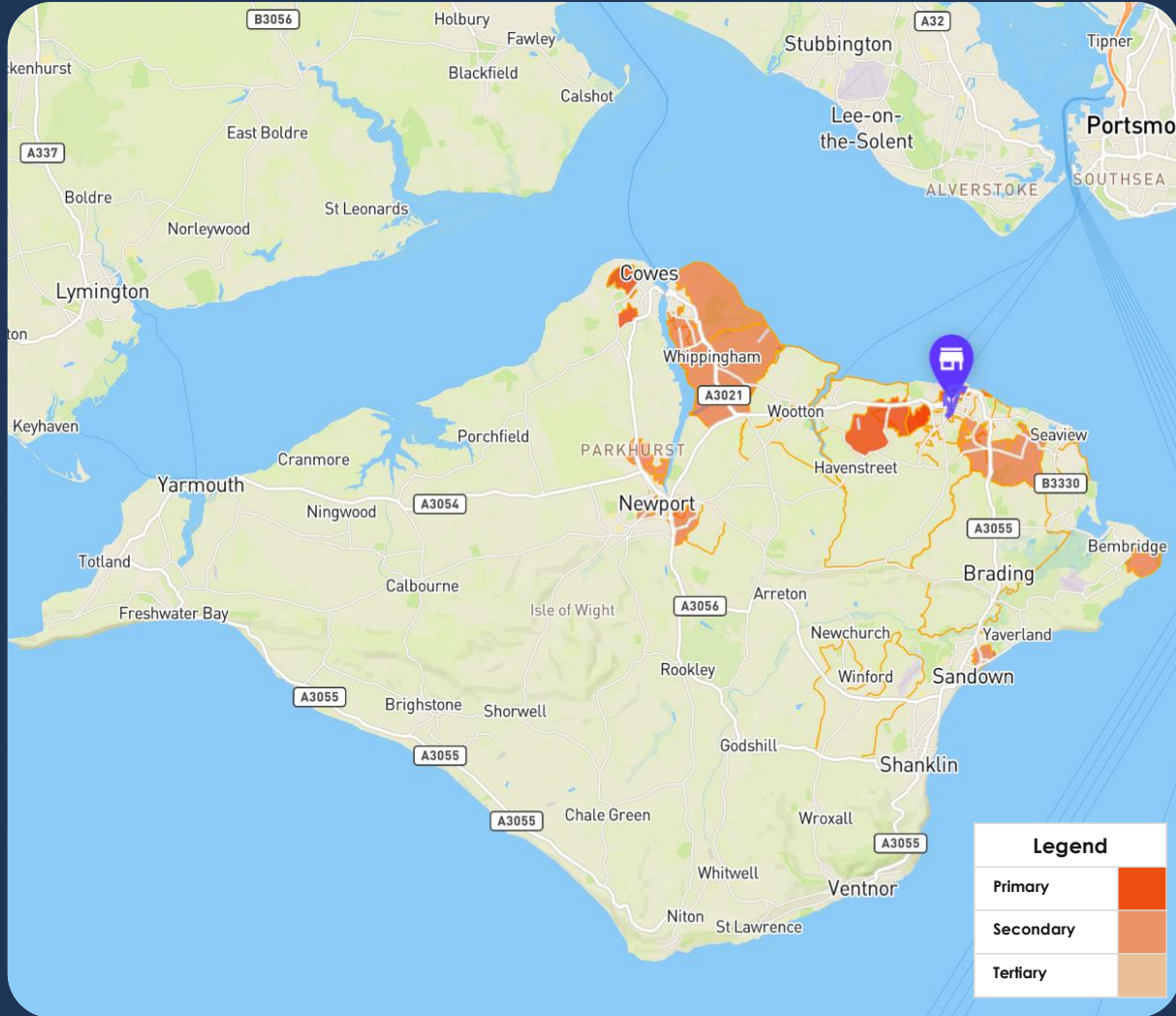


CHANGE IN VISITOR LEVELS PRE-COVID FEB 2019-20 VS FEB 2018-19 (PRE-COVID) (zoomed out)

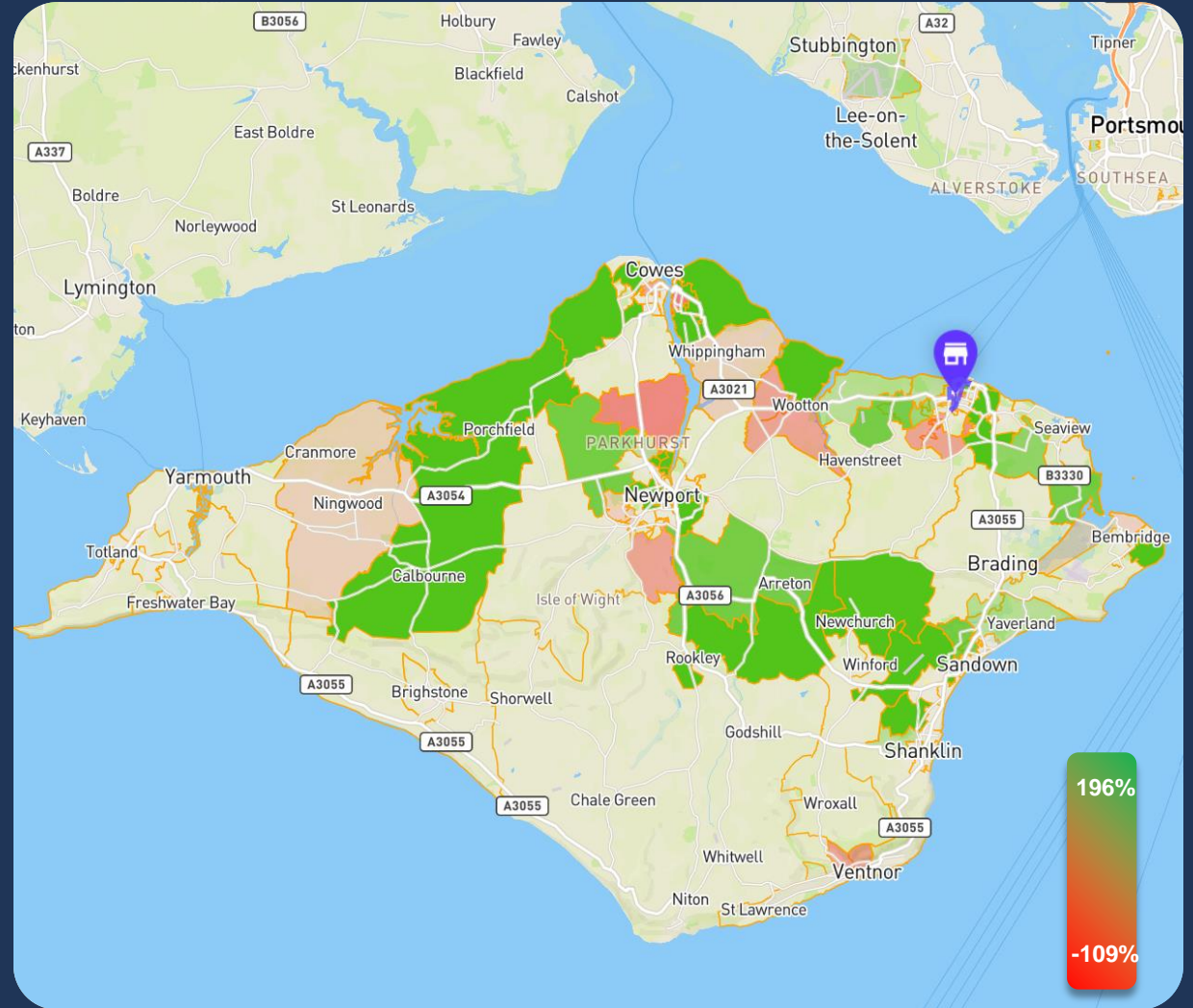


RYDE WORKER CATCHMENT CHANGE — FEBRUARY 2021 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE FEBRUARY 2021

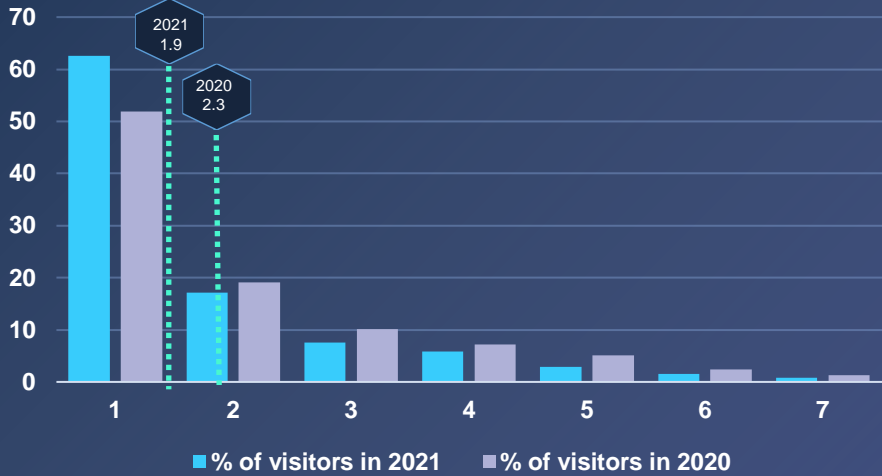


CHANGE IN WORKER CATCHMENT FEBRUARY 2021 vs FEBRUARY 2020

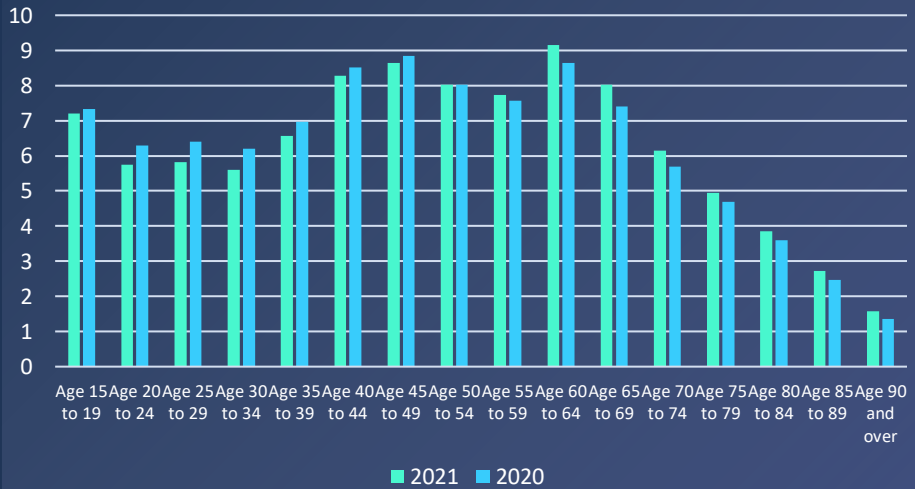


RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (FEBRUARY 2021-20)

NUMBER OF PLACES VISITED PER TRIP



RYDE VISITOR AGE RANGE FEBRUARY 2021 VS FEBRUARY 2020



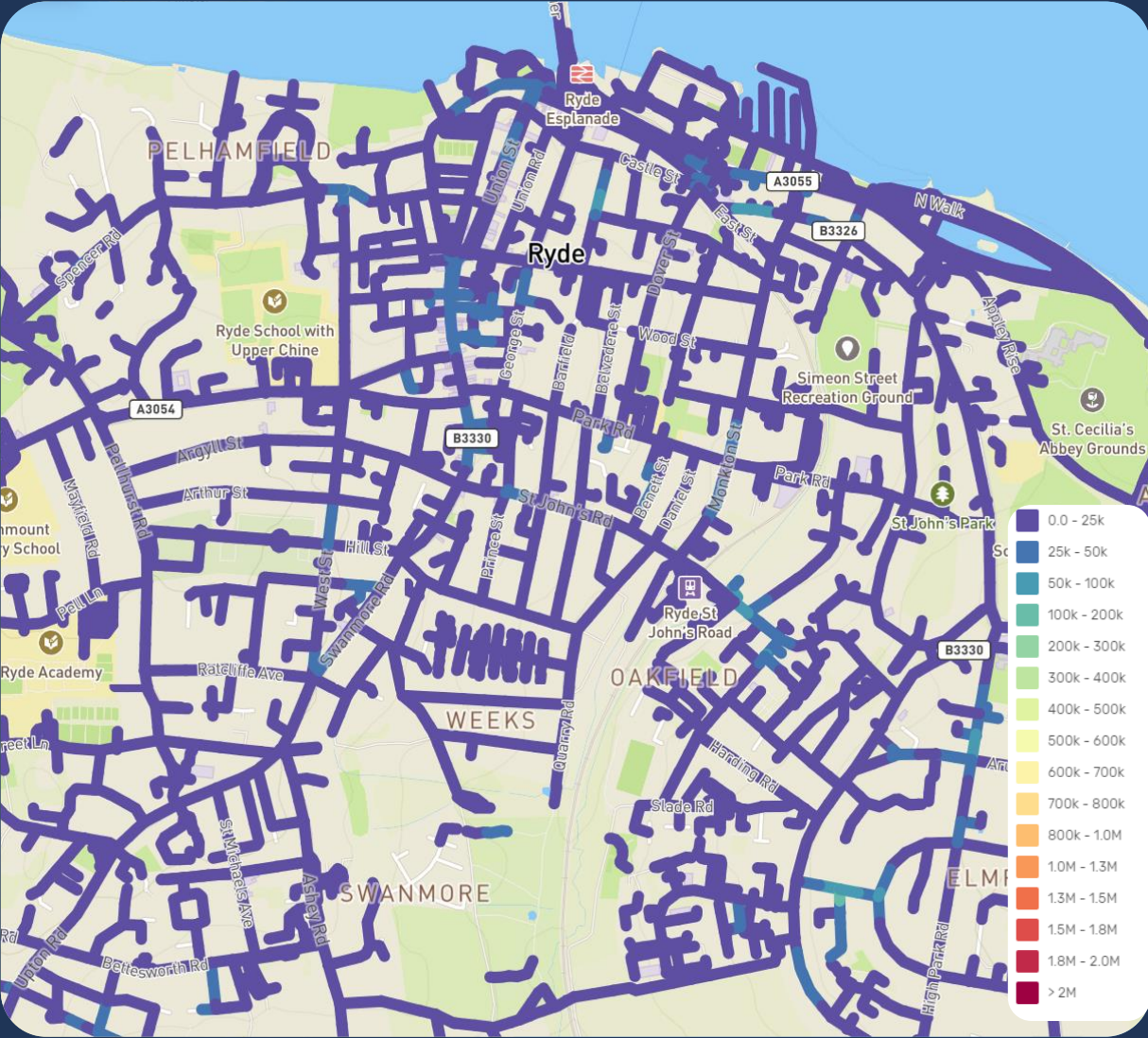
RYDE TOWN CENTRE FOOTFALL HEAT MAP FEBRUARY 2021

KEY: PEDESTRIAN NUMBERS FEBRUARY 2021

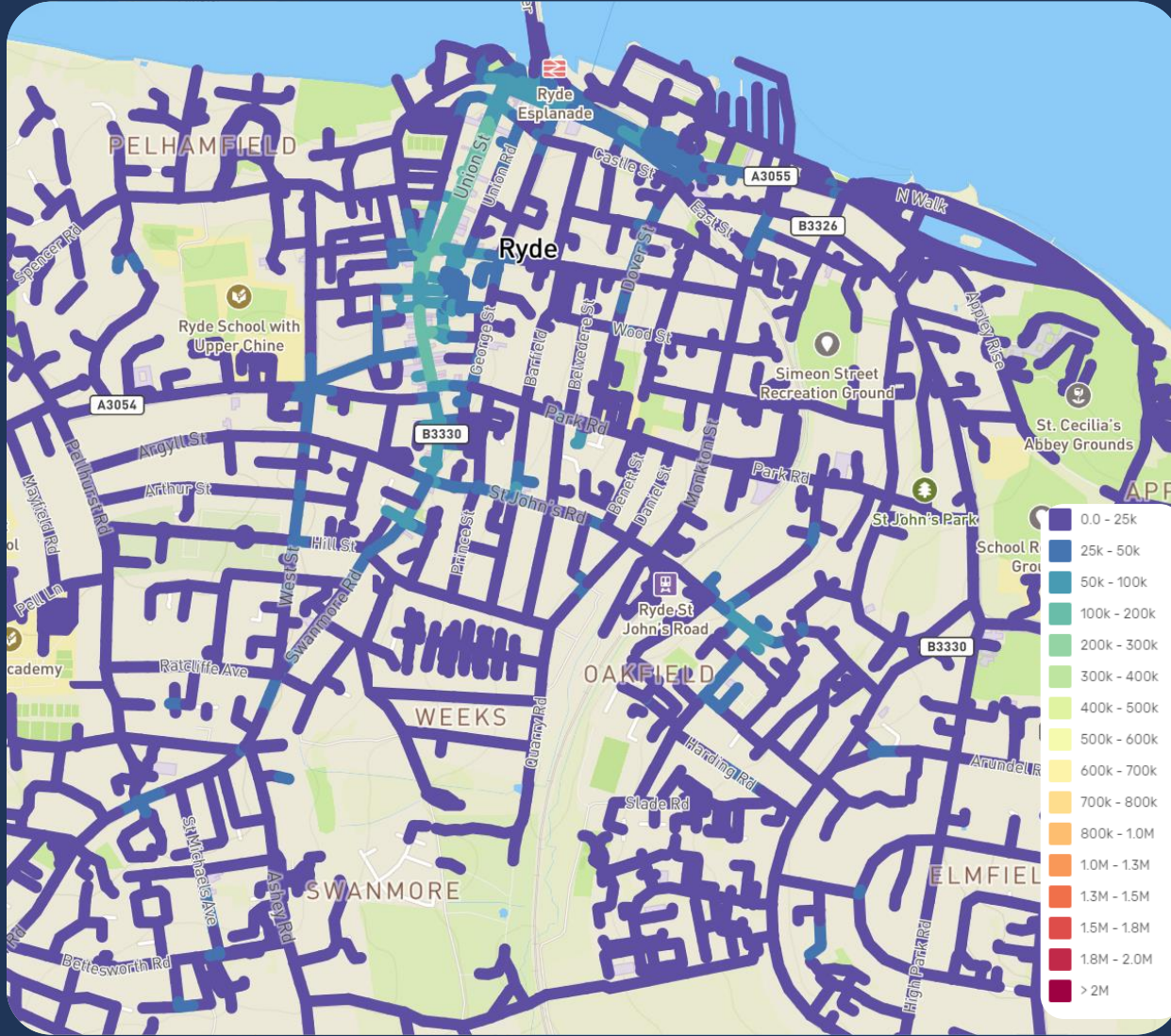
RYDE PEDESTRIAN VISITOR BEHAVIOURS – FEBRUARY 2021 & BENCHMARKING



RYDE TOWN CENTRE FOOTFALL HEAT MAP FEBRUARY 2021



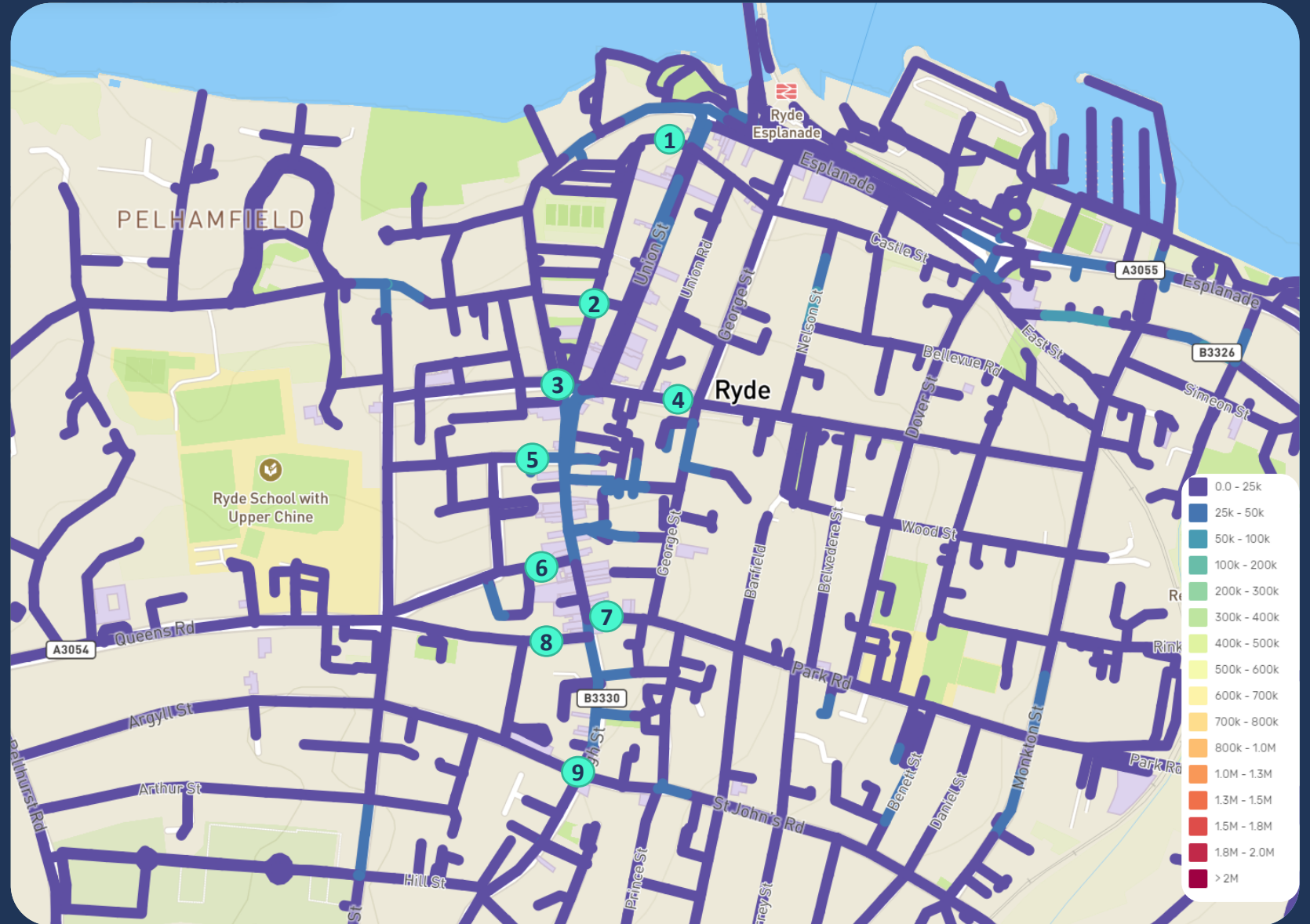
RYDE TOWN CENTRE FOOTFALL HEAT MAP FEBRUARY 2020



RYDE KEY LOCATION FOOTFALL — (FEBRUARY 2021 VS FEBRUARY 2020)



CENTRE FOOTFALL DATA FEBRUARY 2021 VS FEBRUARY 2020 — ENTRY POINTS

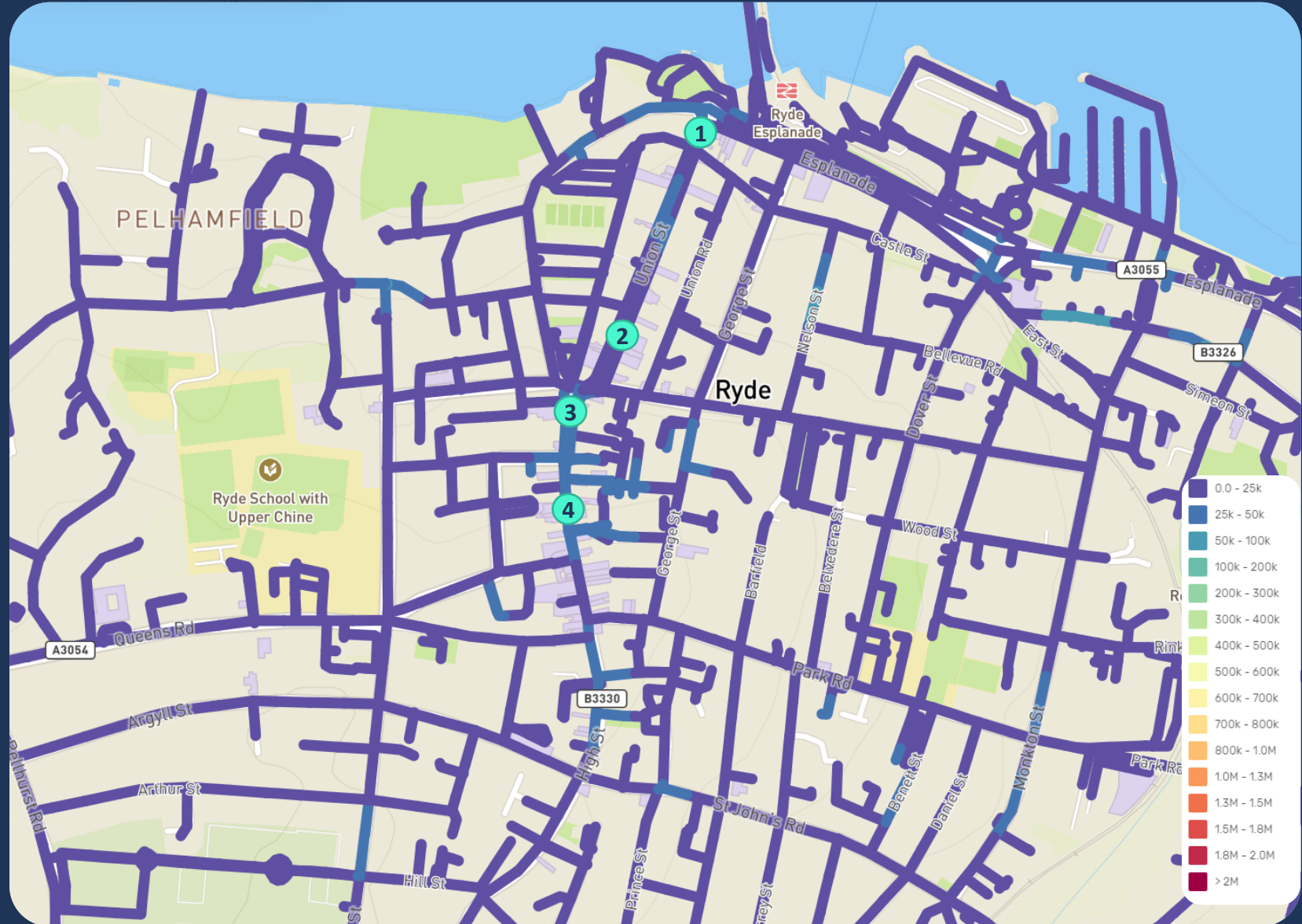
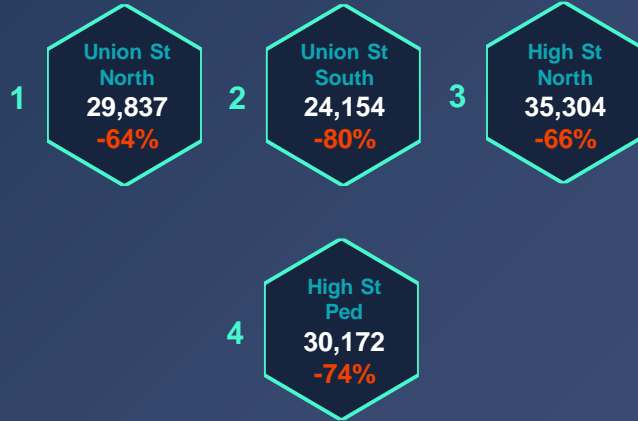


RYDE TOWN CENTRE FOOTFALL HEAT MAP FEBRUARY 2021

RYDE KEY LOCATION FOOTFALL — (FEBRUARY 2021 VS FEBRUARY 2020)



CENTRE FOOTFALL DATA FEBRUARY 2021 VS FEBRUARY 2020 — COUNT POINTS



RYDE TOWN CENTRE FOOTFALL HEAT MAP FEBRUARY 2021

RYDE TOWN CENTRE KEY LOCATIONS - FEBRUARY 2021 & BENCHMARKING (FEBRUARY 2020-21)

RYDE TOWN SQUARE

TOTAL VISITS

13,789

VISITS FEBRUARY 21

-73%
VS
FEBRUARY
20



AVERAGE DWELL TIME

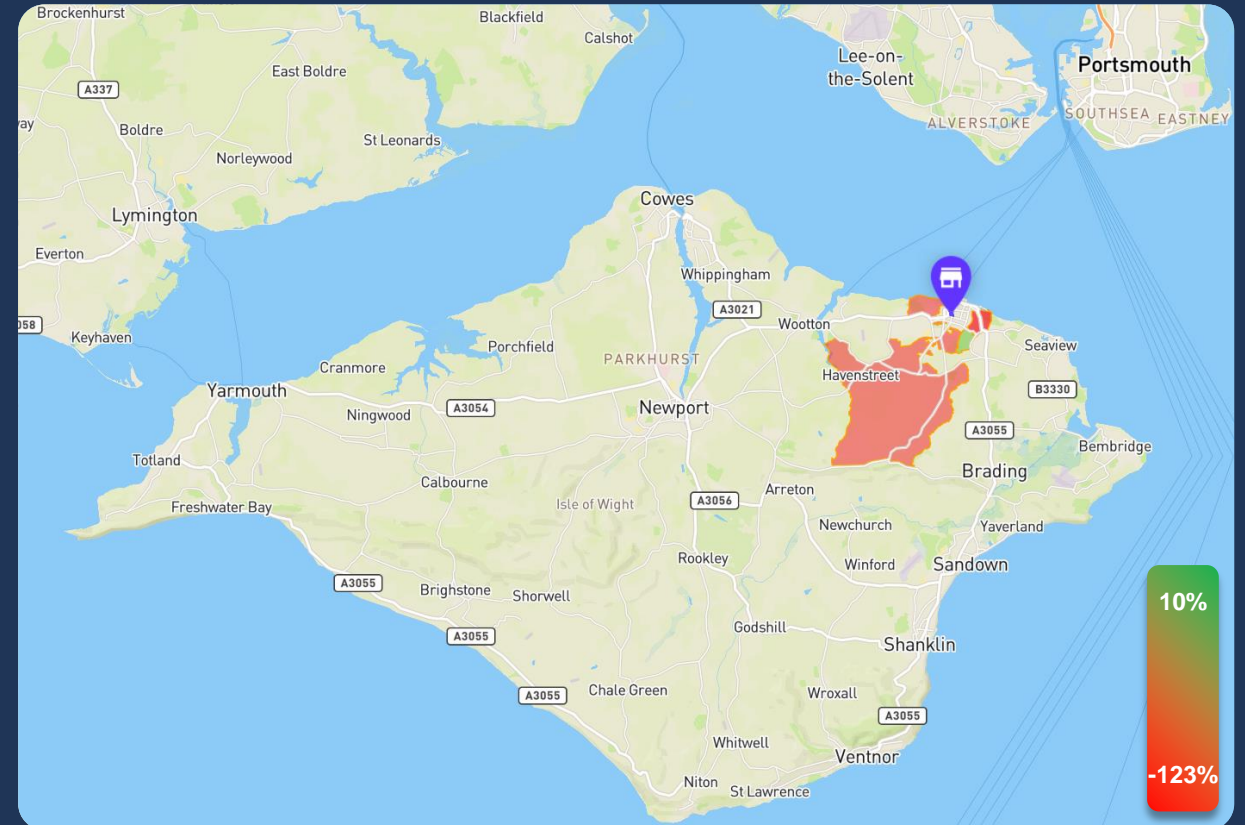
52 MINS

AVERAGE TIME SPENT
FEBRUARY 21

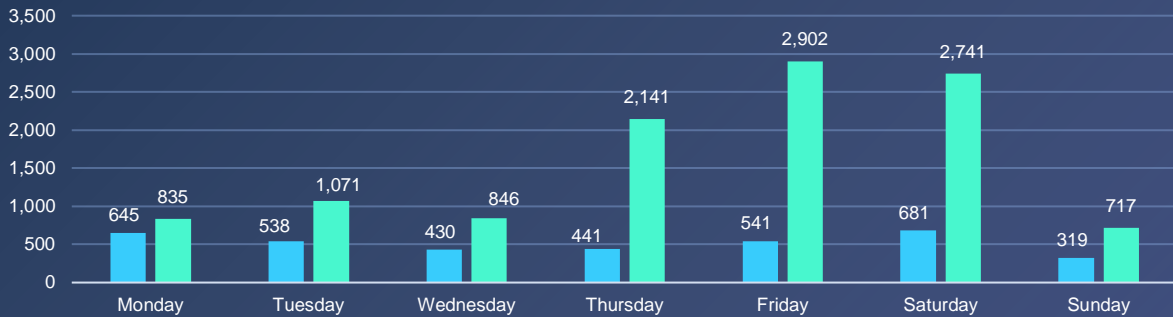
67 MINS
VS
FEBRUARY
20



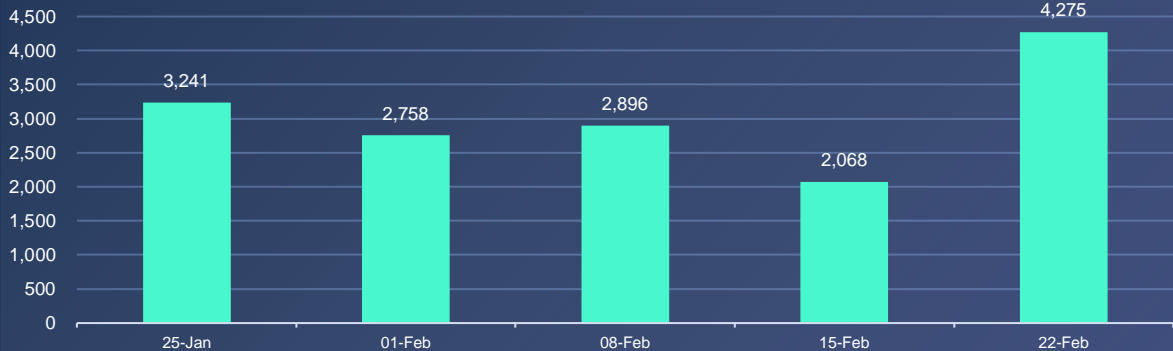
CHANGE IN VISITOR LEVELS FEBRUARY 21 vs FEBRUARY 20



AVERAGE DAILY FEBRUARY 2021 VS FEBRUARY 2020



WEEKLY VISITS FEBRUARY 2021



RYDE TOWN CENTRE KEY LOCATIONS - FEBRUARY 2021 & BENCHMARKING (FEBRUARY 2020-21)

ST THOMAS SQUARE

TOTAL VISITS

13,823

VISITS FEBRUARY 21

-86%
VS
FEBRUARY
20



AVERAGE DWELL TIME

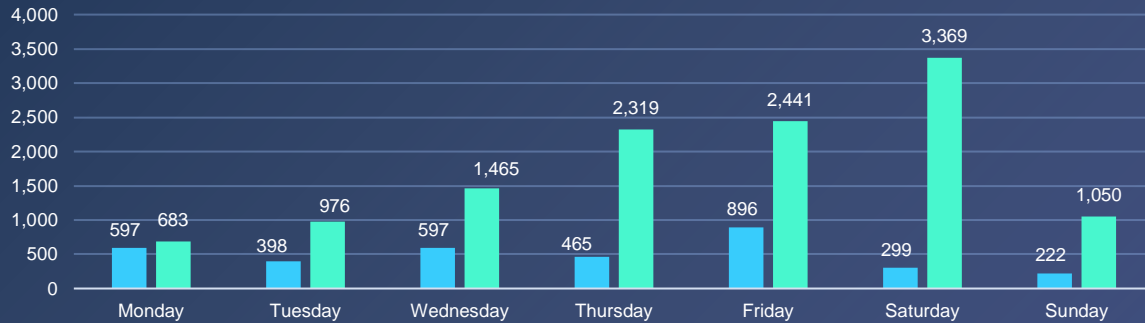
37 MINS

AVERAGE TIME SPENT
FEBRUARY 21

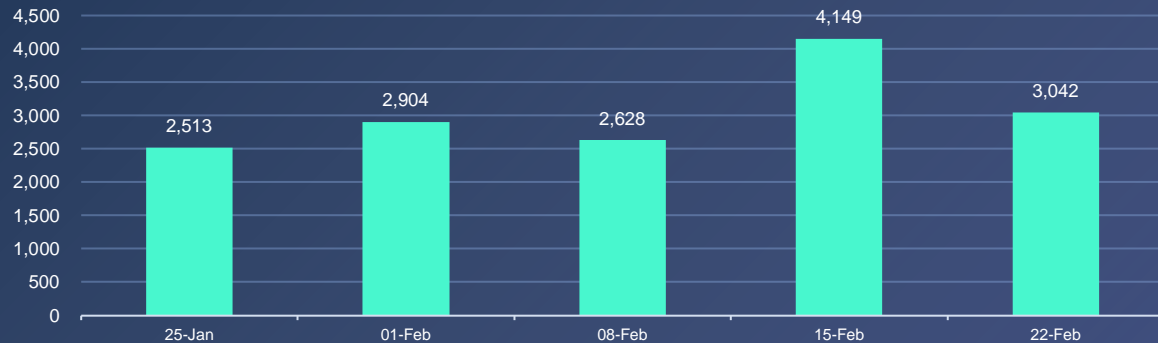
79 MINS
VS
FEBRUARY
20



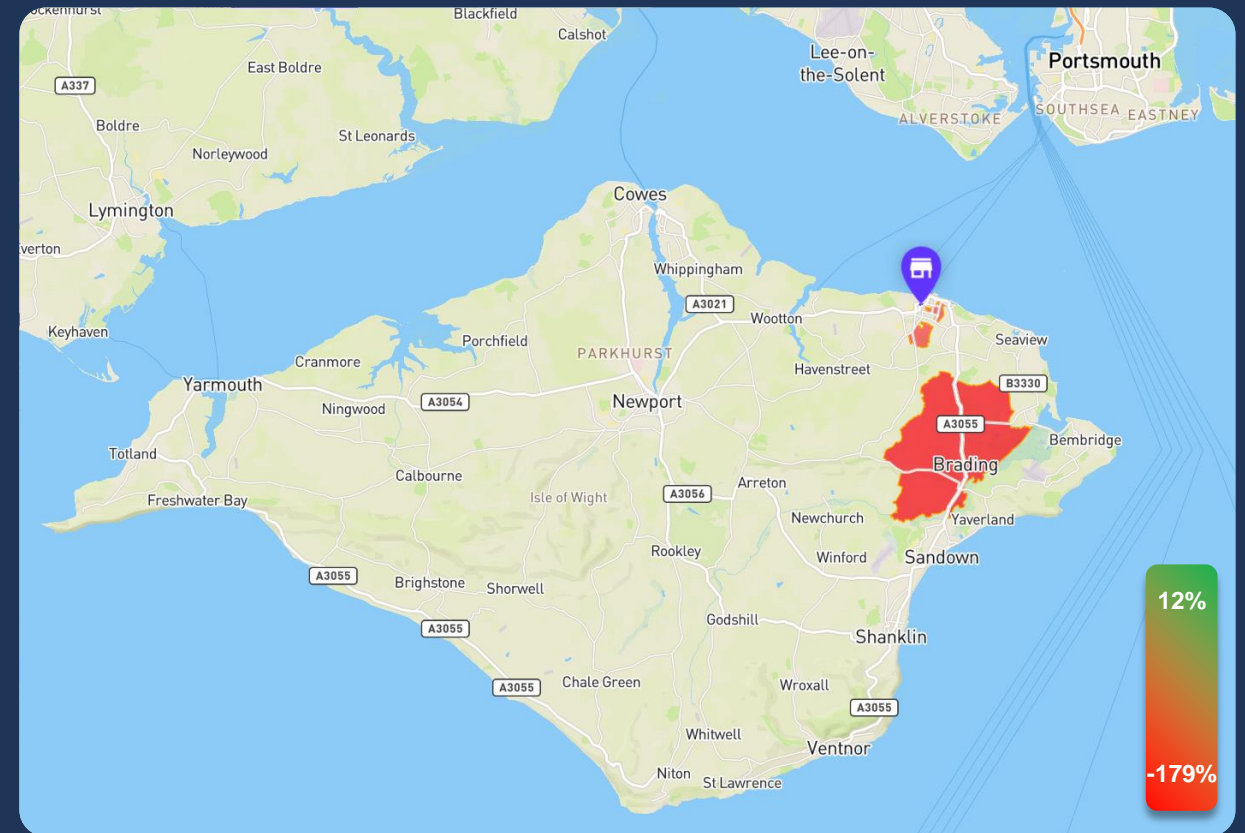
AVERAGE DAILY FEBRUARY 2021 VS FEBRUARY 2020



WEEKLY VISITS FEBRUARY 2021



CHANGE IN VISITOR LEVELS FEBRUARY 21 vs FEBRUARY 20



RYDE TOWN CENTRE KEY LOCATIONS - FEBRUARY 2021 & BENCHMARKING (FEBRUARY 2020-21)

MINGHELLA SQUARE

TOTAL VISITS

11,337

VISITS FEBRUARY 21

-76%
VS
FEBRUARY
20



AVERAGE DWELL TIME

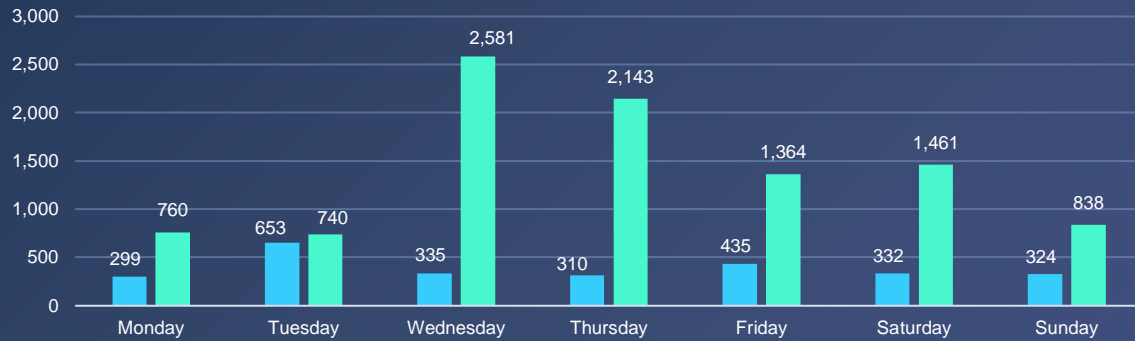
17 MINS

AVERAGE TIME SPENT
FEBRUARY 21

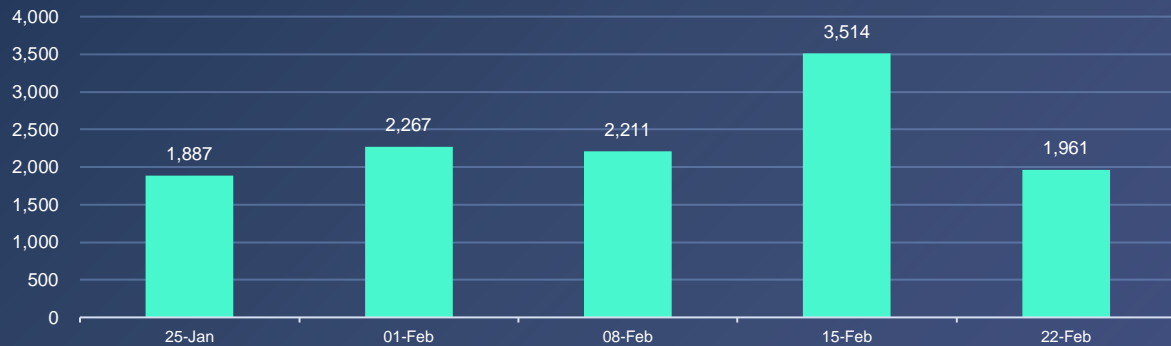
48 MINS
VS
FEBRUARY
2020



AVERAGE DAILY FEBRUARY 2021 VS FEBRUARY 2020



WEEKLY VISITS FEBRUARY 2021



CHANGE IN VISITOR LEVELS FEBRUARY 21 vs FEBRUARY 20

