VISITOR INSIGHTS BASELINE REPORT

Ryde, Isle of Wight

March 2020 - 2021

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



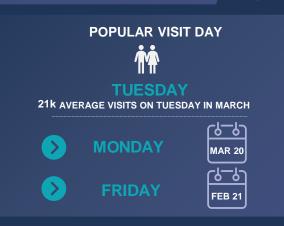
RYDE TOWN CENTRE — MARCH 2021 SUMMARY & BENCHMARKING (MARCH 2020-21)





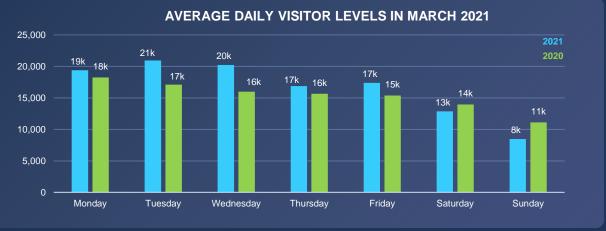














RYDE TOWN CENTRE — MARCH 2021 SUMMARY & BENCHMARKING (MARCH 2020-21)





AVERAGE VISITS BY HOUR

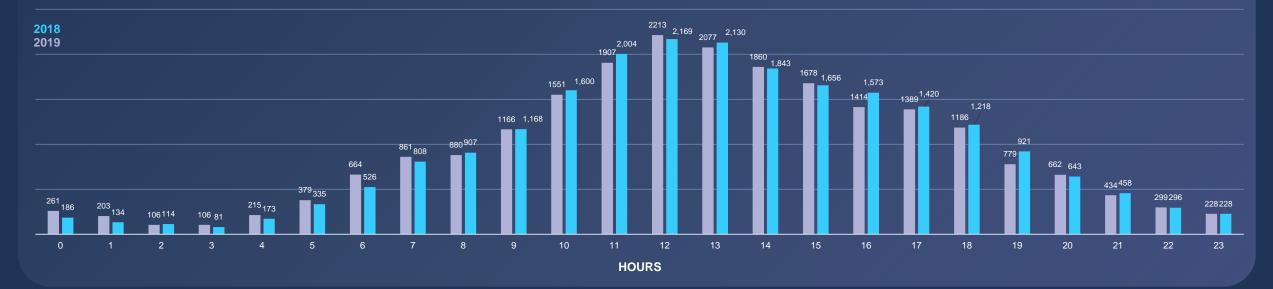


RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING







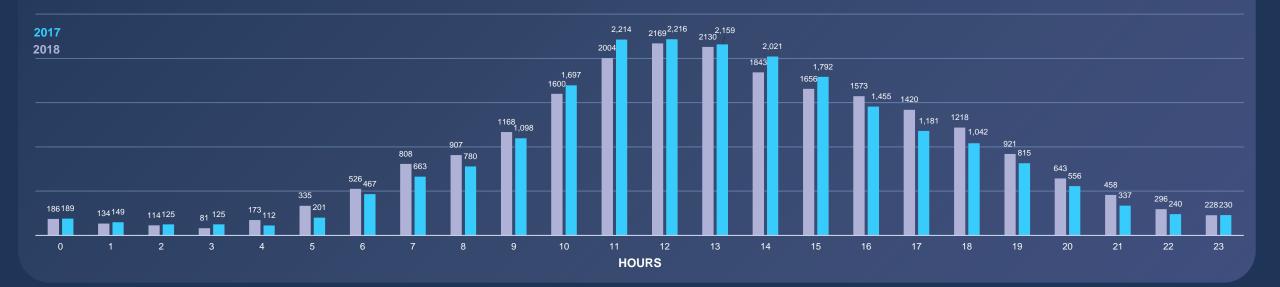


RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING









RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS



TOTAL ANNUAL VISITS



6,242,453

VISITS TO THE HIGH STREET MARCH 20- MARCH 21



-26%

4 YEAR CHANGE



AVERAGE DWELL TIME



143 MINS

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



4 YEAR CHANGE

MAR 17 MAR 21

PLACES VISITED



2.2

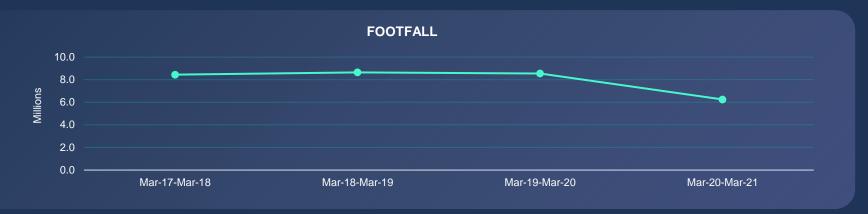
AVERAGE NUMBER OF INDOOR LOCATIONS
VISITED PER TRIP
MARCH 20- MARCH 21

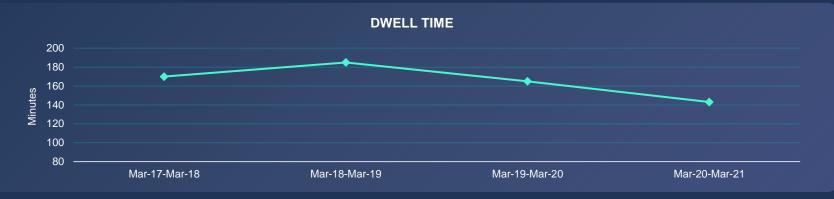


-6%

4 YEAR CHANGE





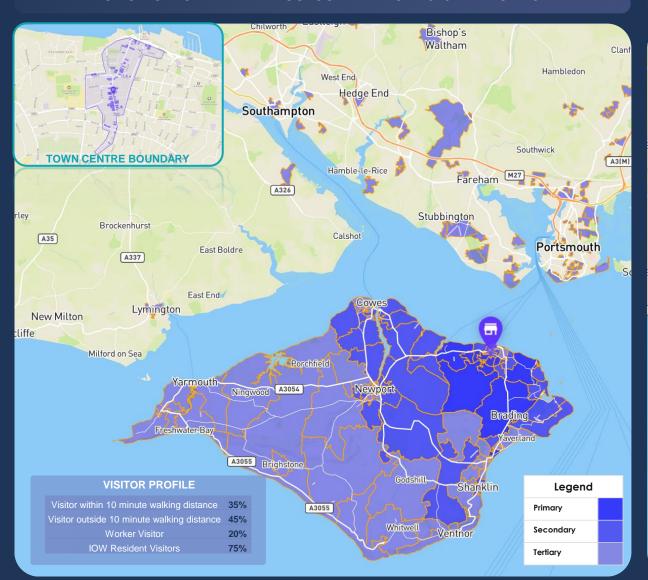




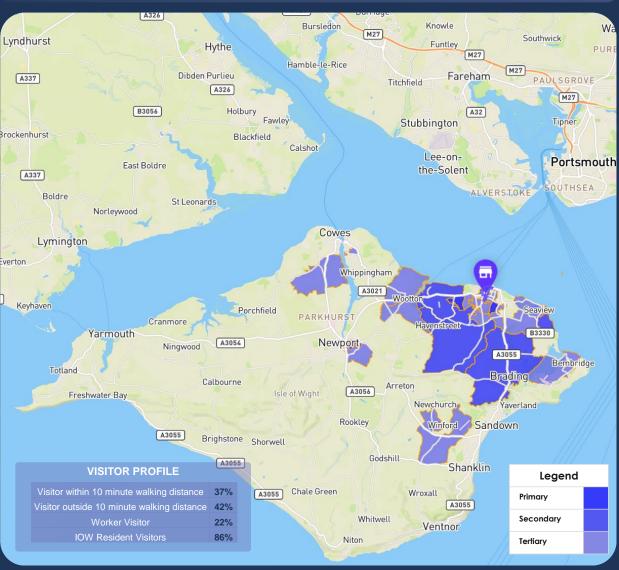
RYDE VISITOR CATCHMENT — MARCH 2021 & BENCHMARKING (MARCH 2020-21)



VISITOR CATCHMENT BY POSTCODE MARCH 2020 - MARCH 2021



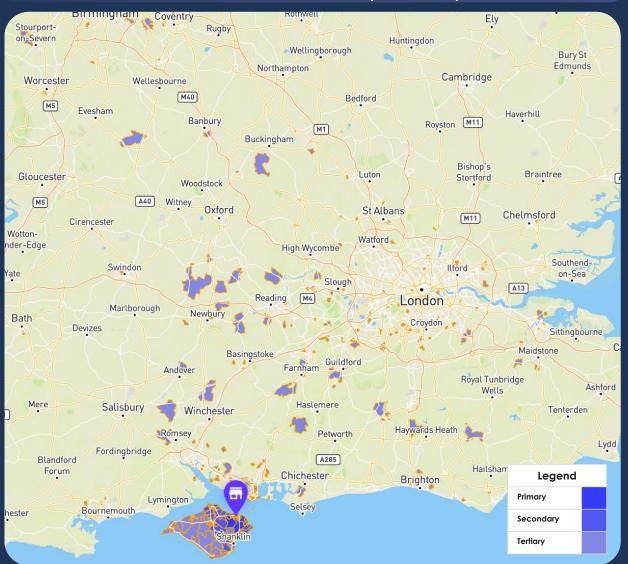
VISITOR CATCHMENT BY POSTCODE IN MARCH 2021



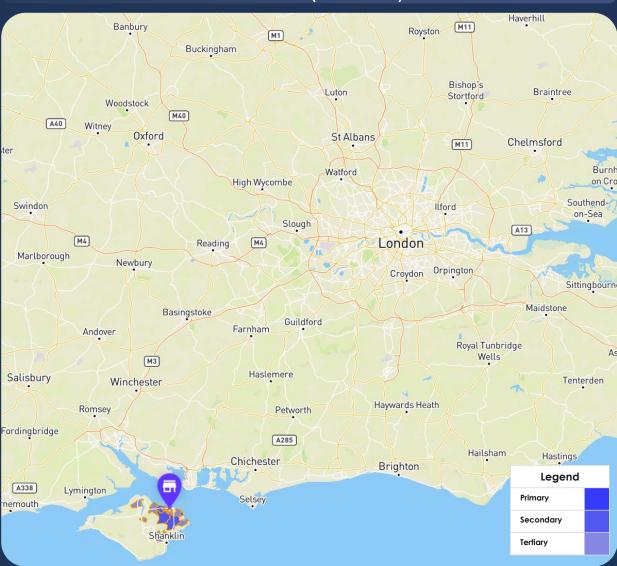
RYDE VISITOR CATCHMENT — MARCH 2021 & BENCHMARKING (MARCH 2020-21)



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



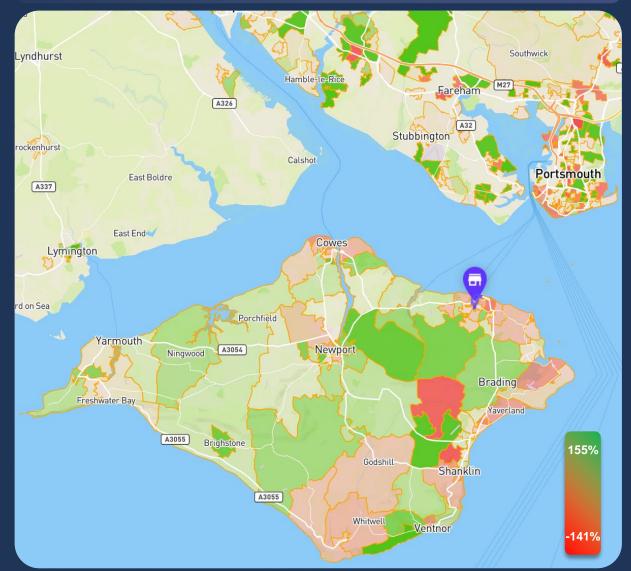
VISITOR CATCHMENT BY POSTCODE MARCH 2021 (zoomed out)



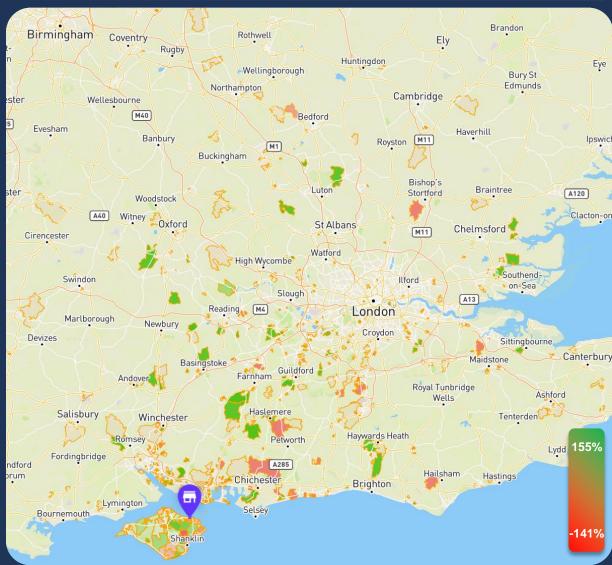
RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (MARCH 2020-21)



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



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

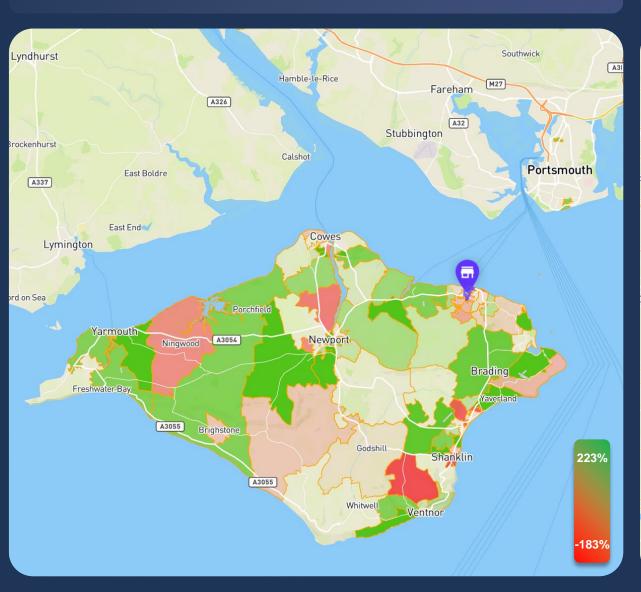


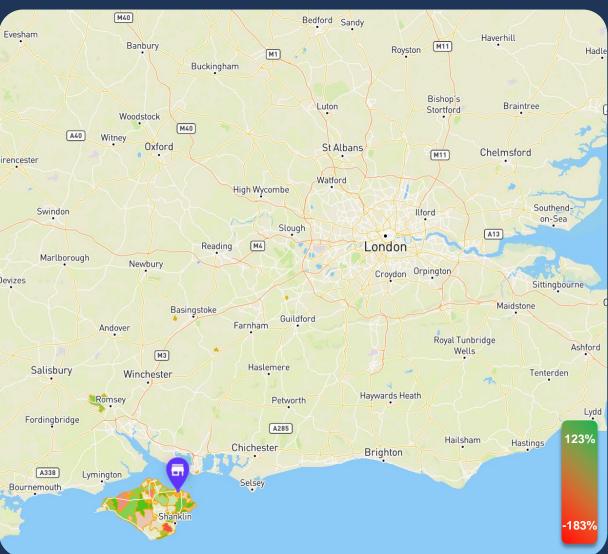
RYDE VISITOR CHANGE BY POSTCODE - MARCH 2021 & BENCHMARKING



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

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





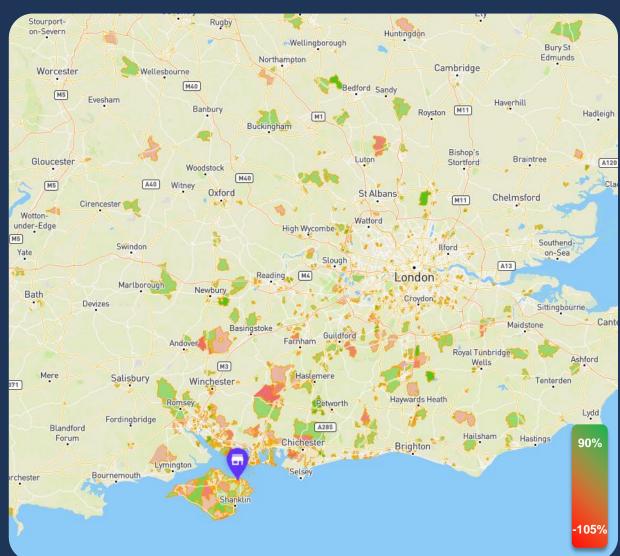
RYDE VISITOR CHANGE BY POSTCODE - PRE-COVID BENCHMARKING



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

Fawley Blackfield Calshot East Boldre the-Solent A337 St Leonards Norleywood Cowes A3020 Whippingham A3021 Porchfield PARKHURS Cranmore Havenstreet B3330 Yarmouth Newport Ningwood A3055 Brading Arreton A3056 Freshwater Bay Newchurch Rookley Sandown Shanklin A3055 90%

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

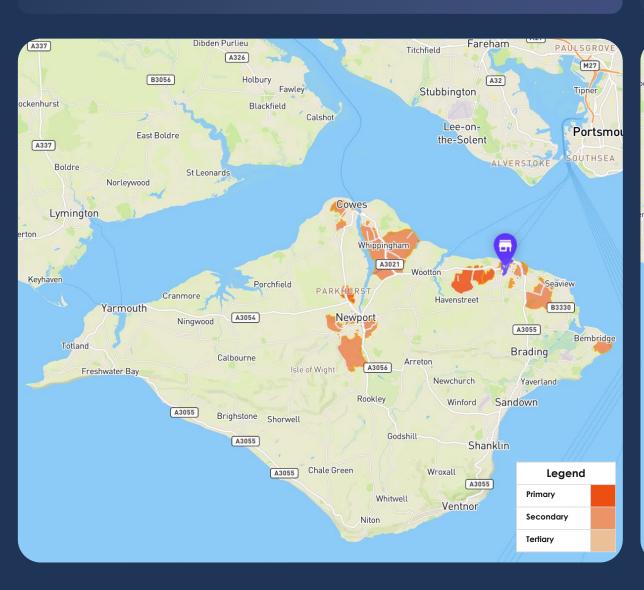


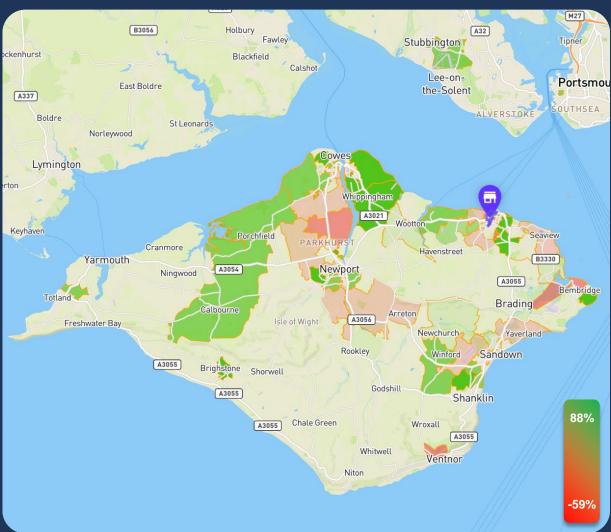
RYDE WORKER CATCHMENT CHANGE — MARCH 2021 & BENCHMARKING



WORKER CATCHMENT BY POSTCODE MARCH 2021

CHANGE IN WORKER CATCHMENT MARCH 2021 vs MARCH 2020

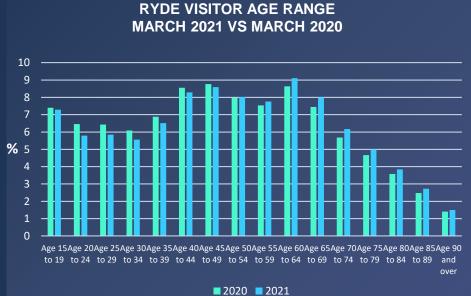




RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (MARCH 2020-21)







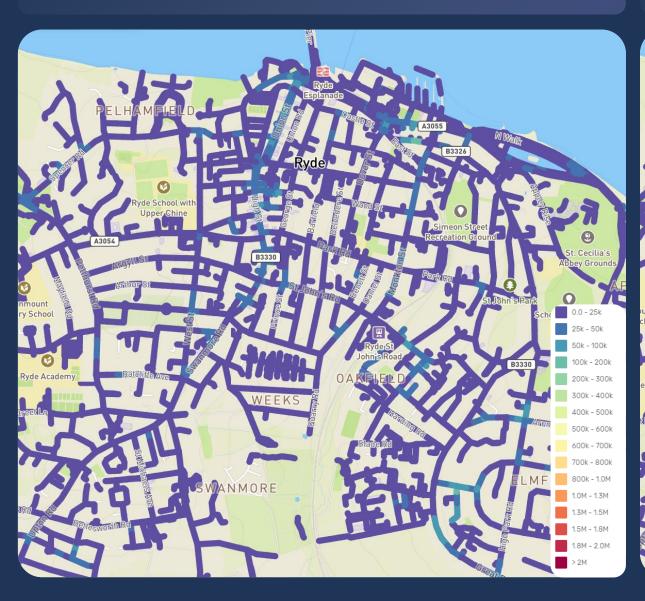


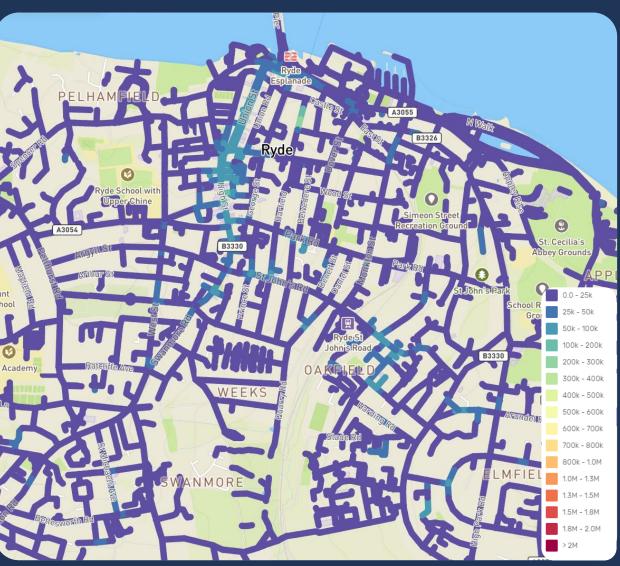
RYDE PEDESTRIAN VISITOR BEHAVIOURS - MARCH 2021 & BENCHMARKING



RYDE TOWN CENTRE FOOTFALL HEAT MAP MARCH 2021

RYDE TOWN CENTRE FOOTFALL HEAT MAP MARCH 2020





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





CENTRE FOOTFALL DATA MARCH 2021 VS MARCH 2020 – ENTRY POINTS



Yelfs Rd 21,252 -26.4%

Lind St 26,881 -61.2%



Garfield Rd 35,778 -45.5%

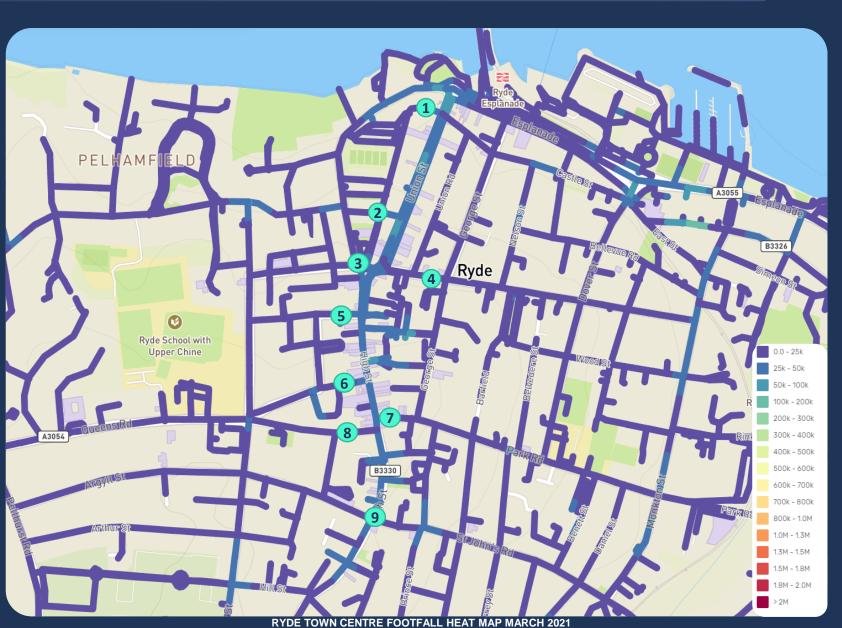
5

John St 16,989 -49.7%



RYDE Street 11,406 -22.9%

High Street / St Johns Rd 14,719 -22.7%



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





CENTRE FOOTFALL DATA MARCH 2021 VS MARCH 2020 - COUNT POINTS

Union St 56,003 +18.2% **Union St** 41,922

High St 37,010

High St Ped 45,780



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



RYDE TOWN SQUARE



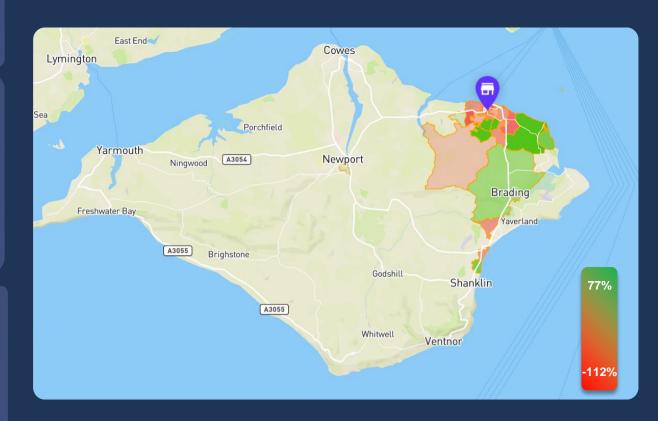
AVERAGE DAILY MARCH 2021 VS MARCH 2020



WEEKLY VISITS MARCH 2021

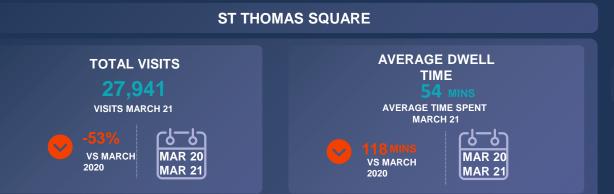


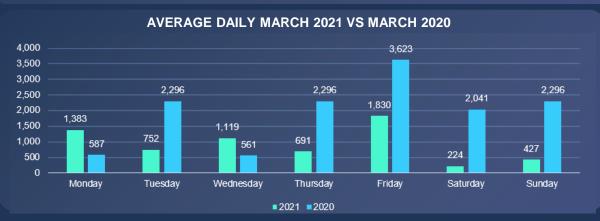
CHANGE IN VISITOR LEVELS MARCH 21 vs MARCH 20



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

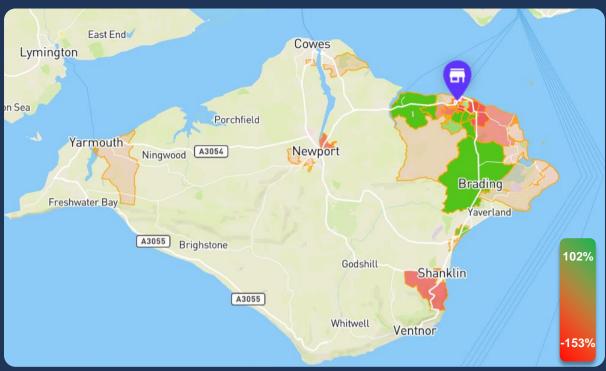






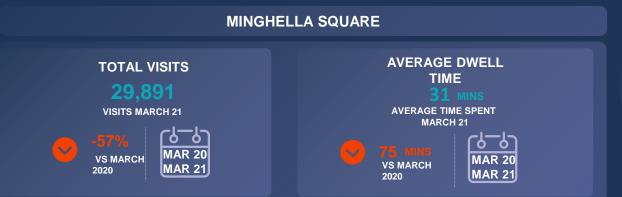


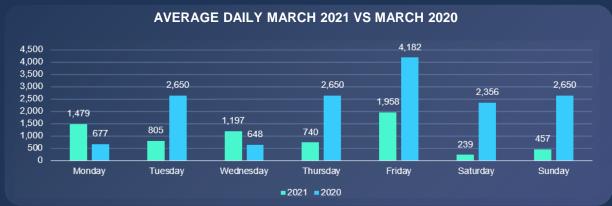
CHANGE IN VISITOR LEVELS MARCH 21 vs MARCH 20



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









CHANGE IN VISITOR LEVELS MARCH 21 vs MARCH 20

