

VISITOR INSIGHTS

BASELINE REPORT

Ryde, Isle of Wight

April 2020 - 2021

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



VISITOR | INSIGHTS

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



TOTAL VISITS



603,843

VISITS TO THE HIGH STREET



180%

Y/O/Y CHANGE
* This compares to an average national benchmark of +240.8%



21%

M/O/M CHANGE



AVERAGE DWELL TIME



142 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



-15%

Y/O/Y CHANGE



-22%

M/O/M CHANGE



PLACES VISITED



2.1

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.3

PLACES VISITED



2.0

PLACES VISITED



POPULAR VISIT DAY



THURSDAY

27k AVERAGE VISITS ON FRIDAY IN APRIL



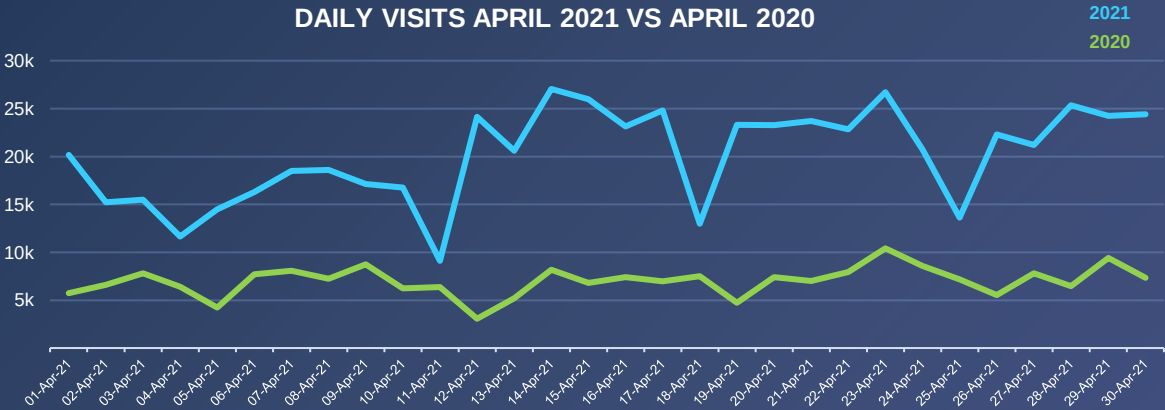
THURSDAY



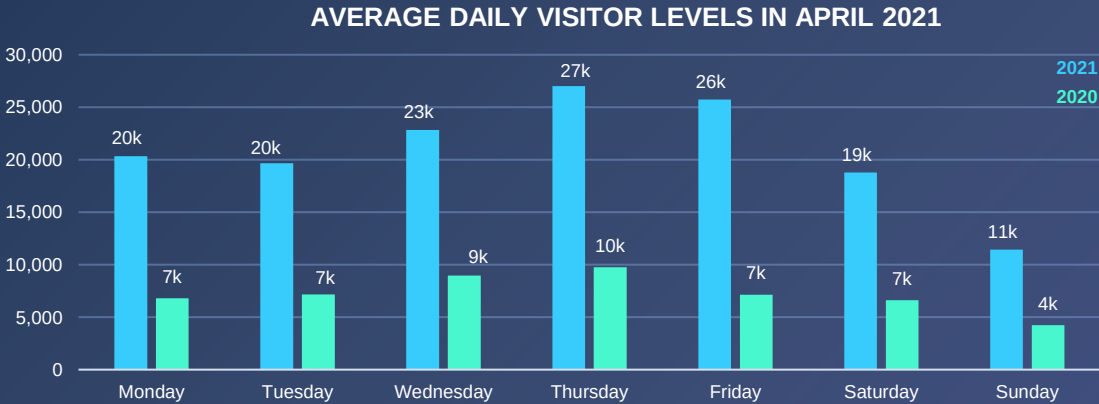
TUESDAY



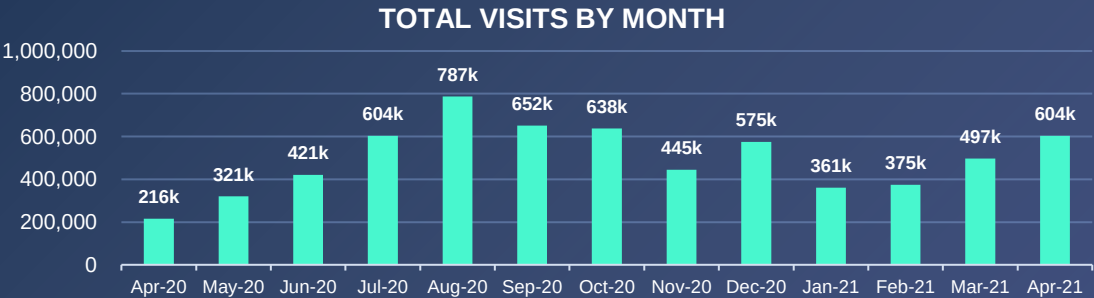
DAILY VISITS APRIL 2021 VS APRIL 2020



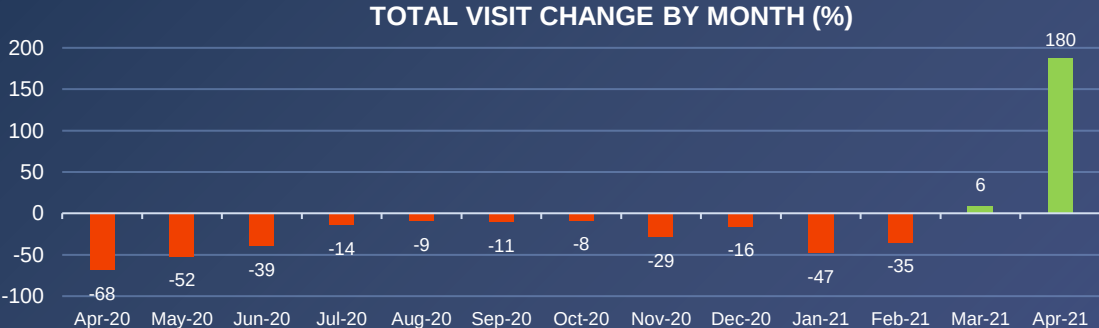
AVERAGE DAILY VISITOR LEVELS IN APRIL 2021



TOTAL VISITS BY MONTH



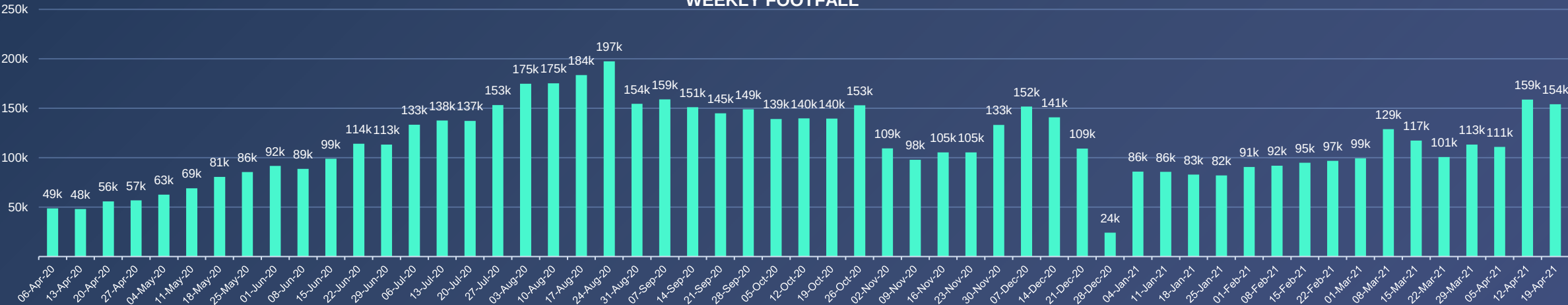
TOTAL VISIT CHANGE BY MONTH (%)



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

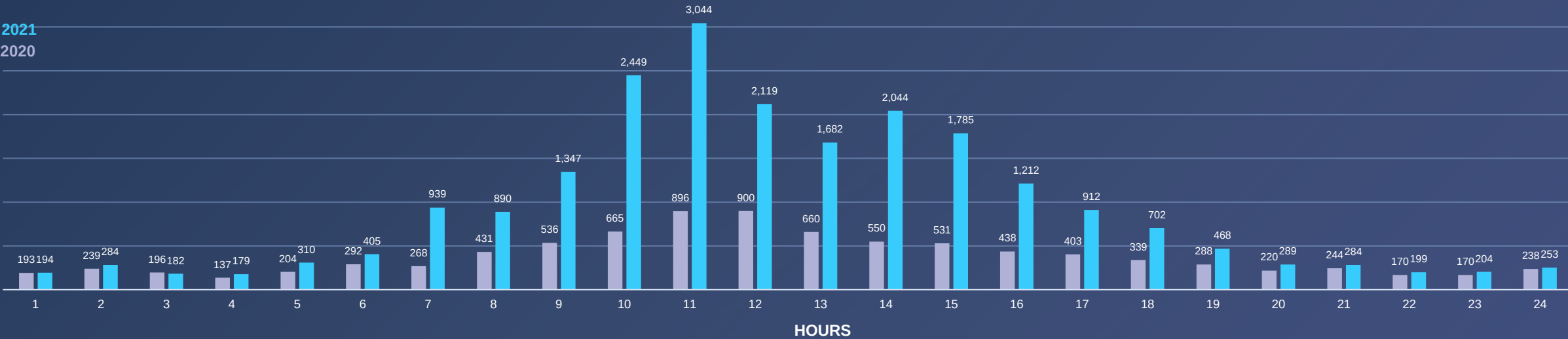


WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR

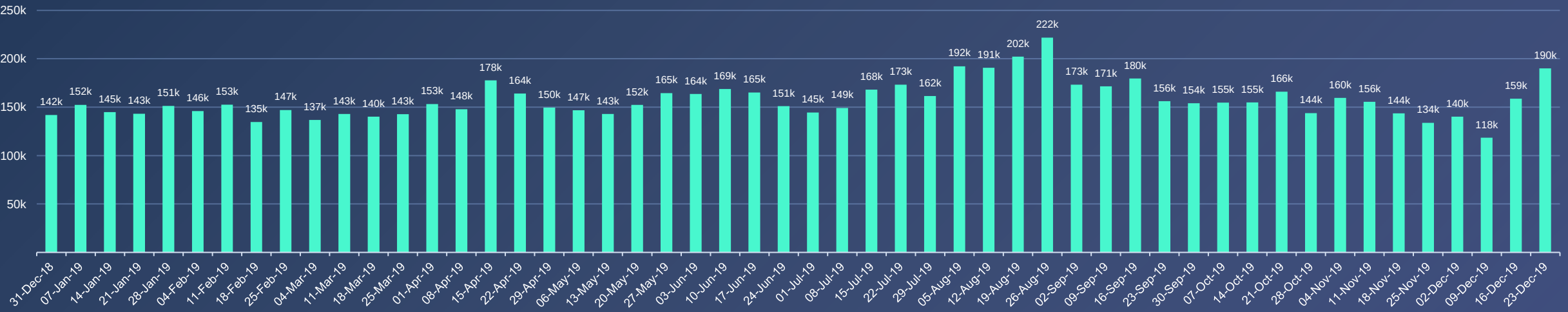
2021
2020



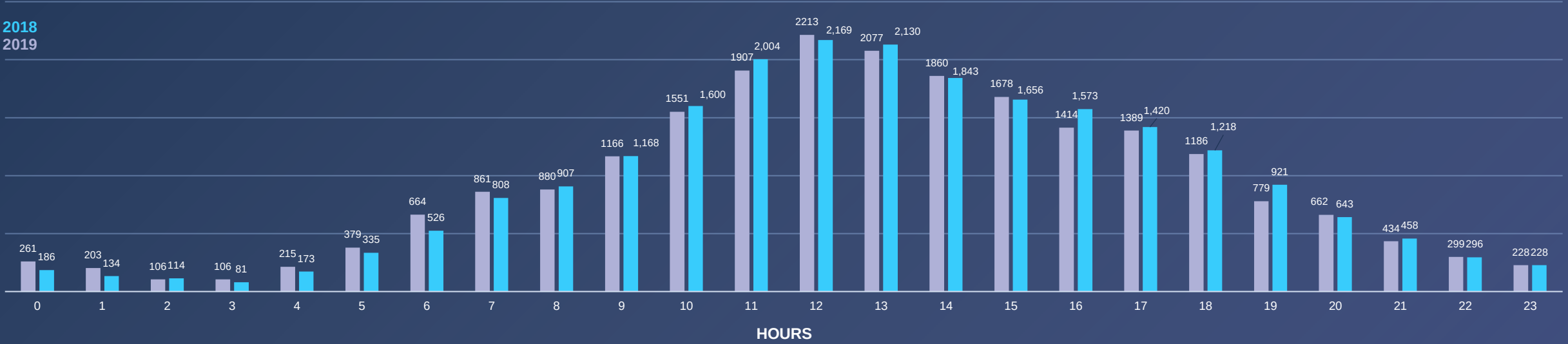
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



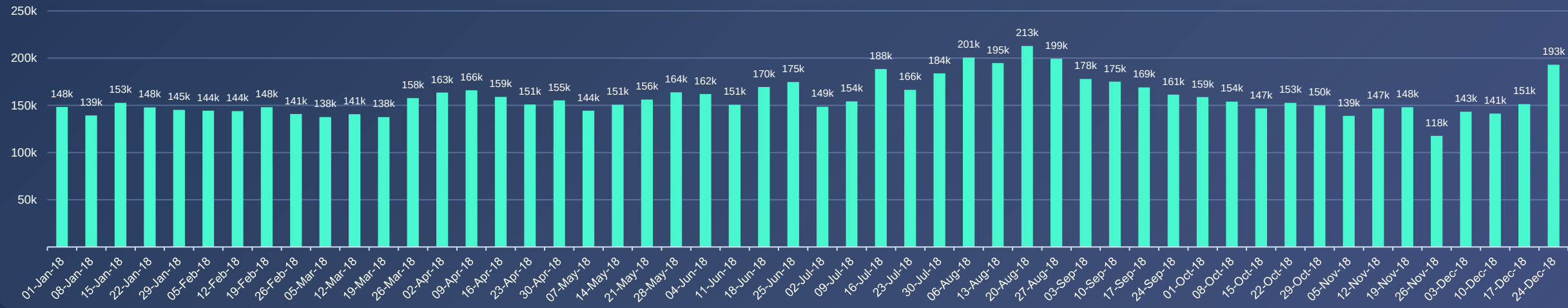
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



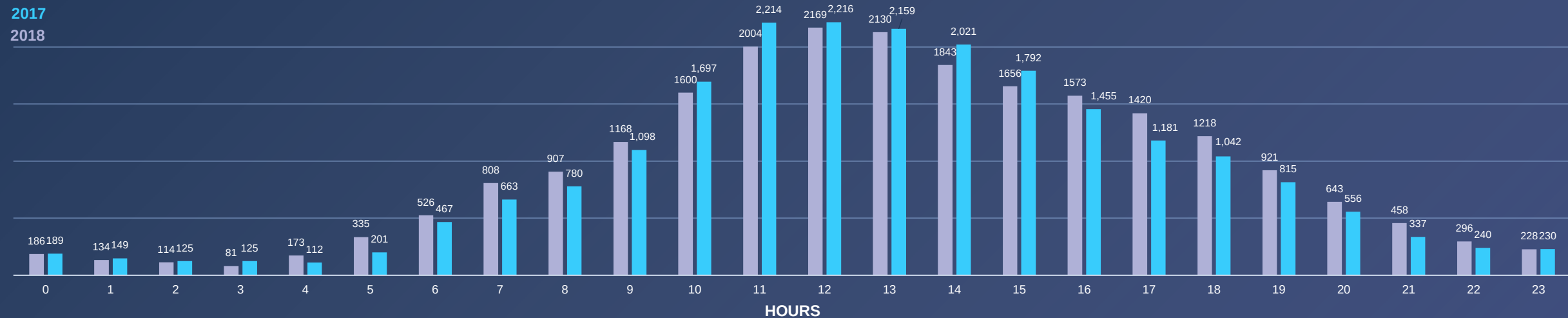
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



6,494,379

VISITS TO THE HIGH STREET
APRIL 20- APRIL 21

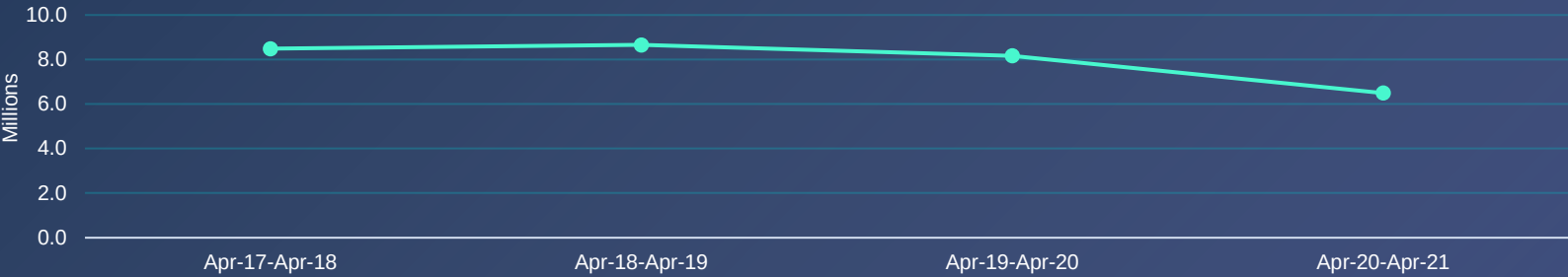


-23%

4 YEAR CHANGE



FOOTFALL



AVERAGE DWELL TIME



146 MINS

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

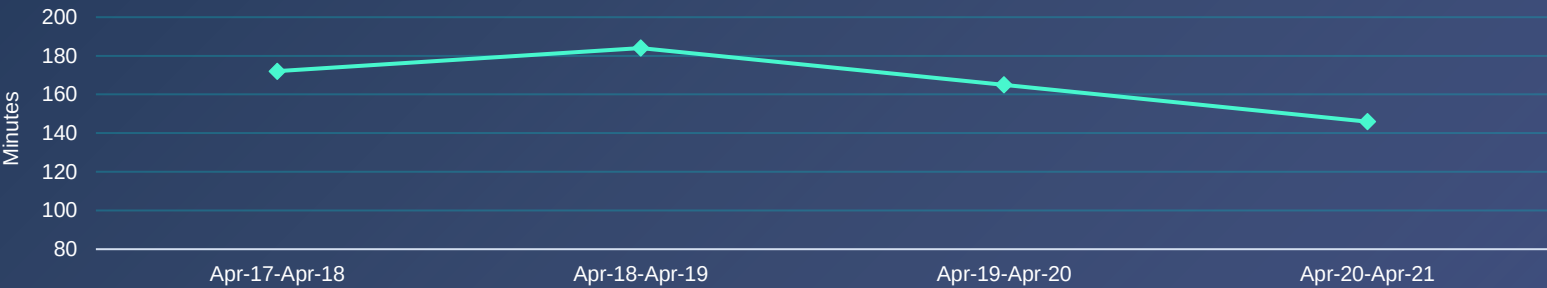


-15%

4 YEAR CHANGE



DWELL TIME



PLACES VISITED



2.1

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

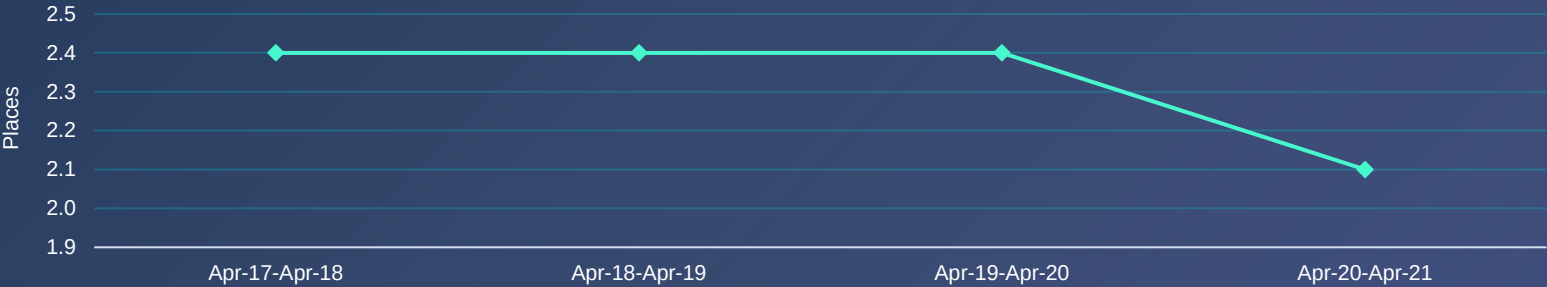


-13%

4 YEAR CHANGE

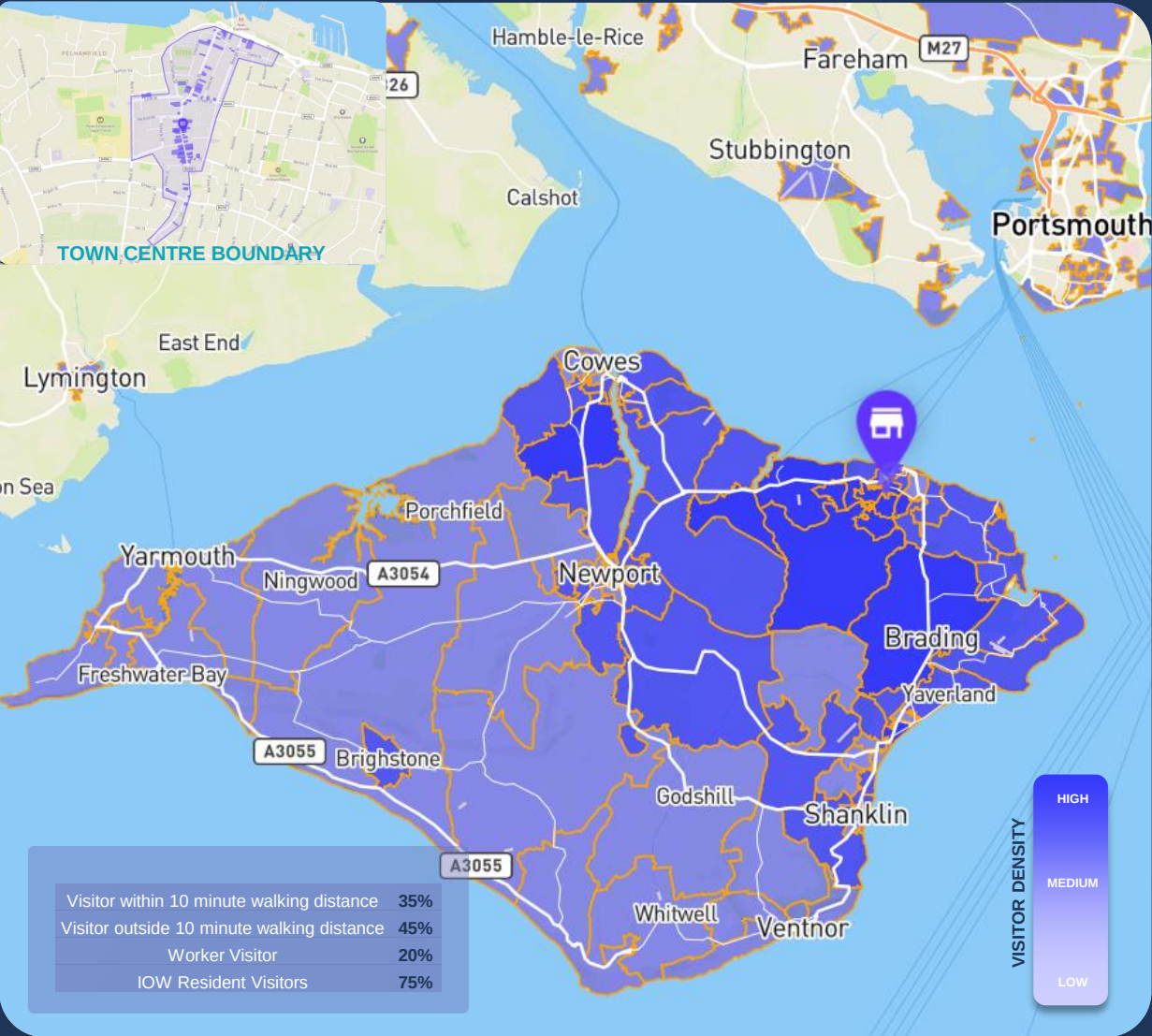


PLACES VISITED

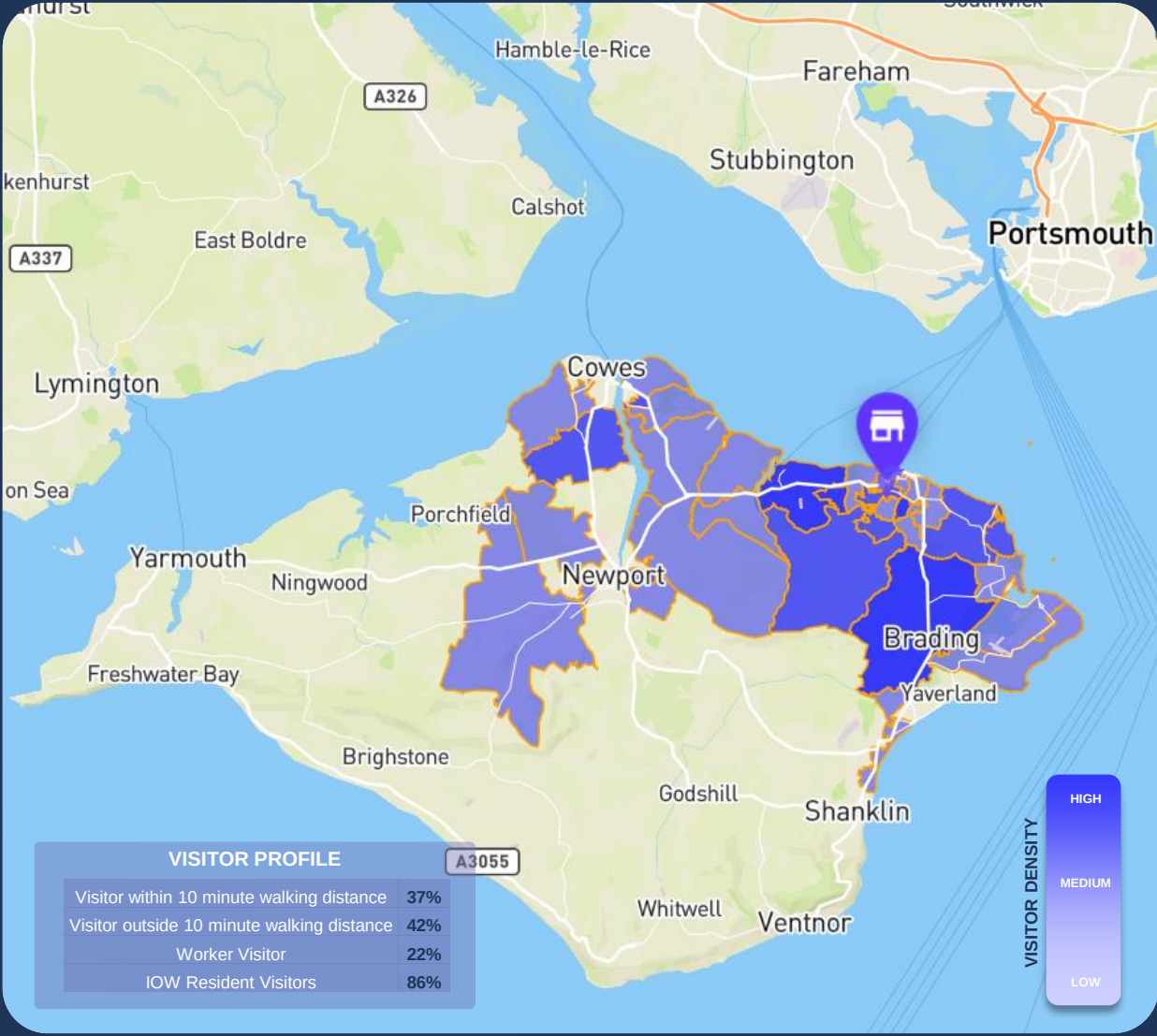


RYDE VISITOR CATCHMENT — APRIL 2021 & BENCHMARKING (APRIL 2020-21)

VISITOR CATCHMENT BY POSTCODE
MAY 2020 - APRIL 2021 (zoomed in)

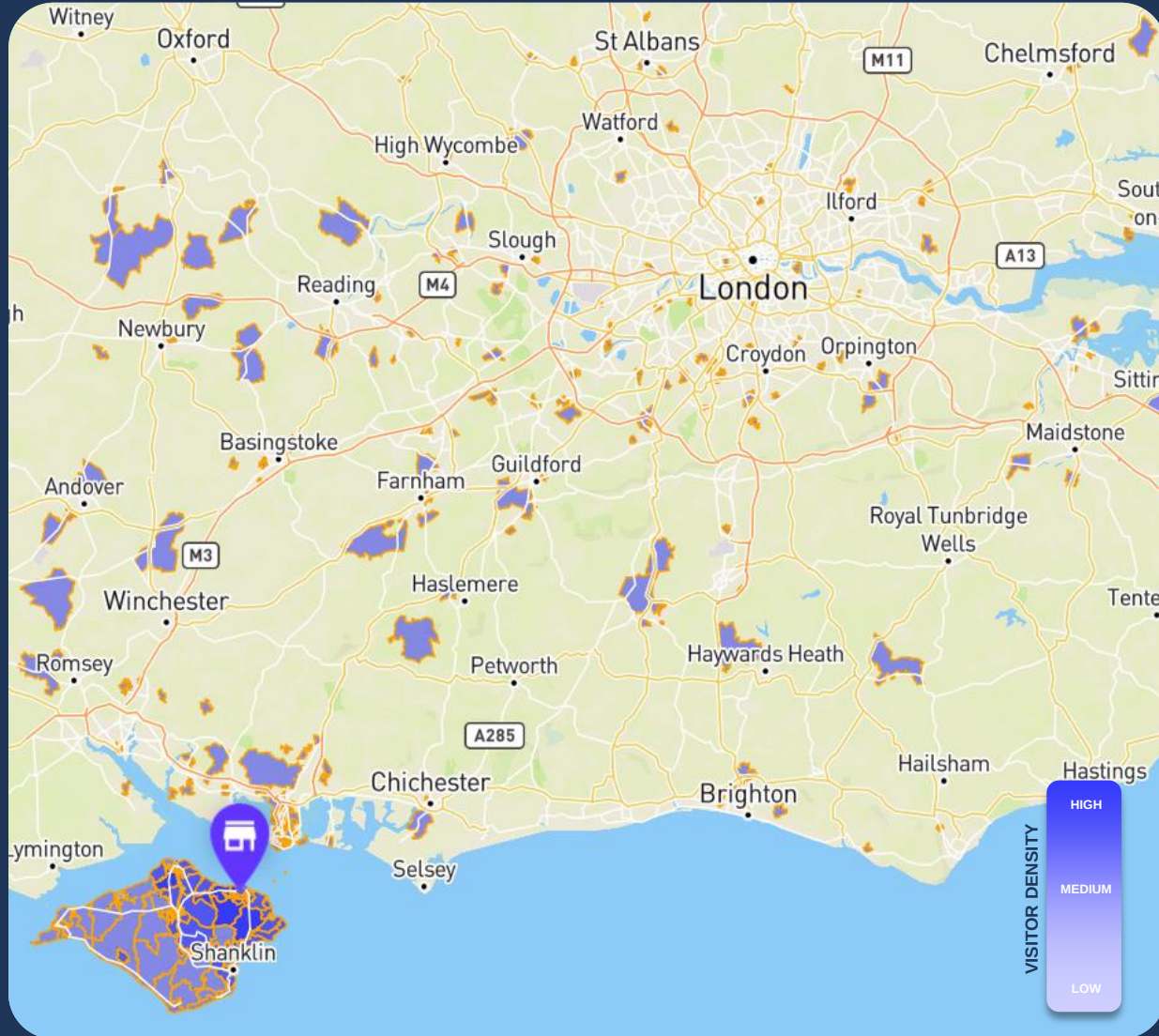


VISITOR CATCHMENT BY POSTCODE
IN APRIL 2021 (zoomed in)

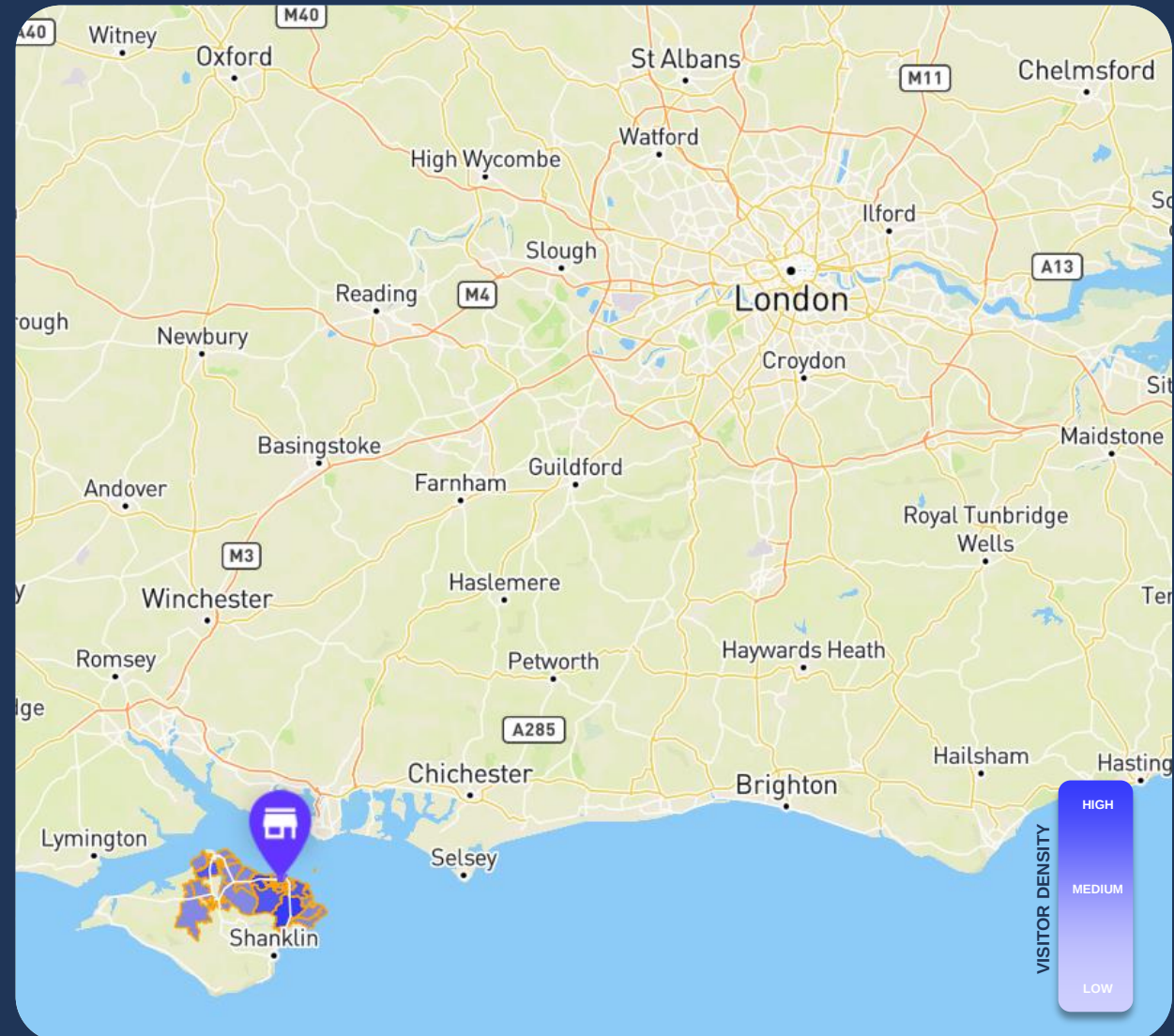


RYDE VISITOR CATCHMENT — APRIL 2021 & BENCHMARKING (APRIL 2020-21)

VISITOR CATCHMENT BY POSTCODE
MAY 2020 - APRIL 2021 (zoomed out)

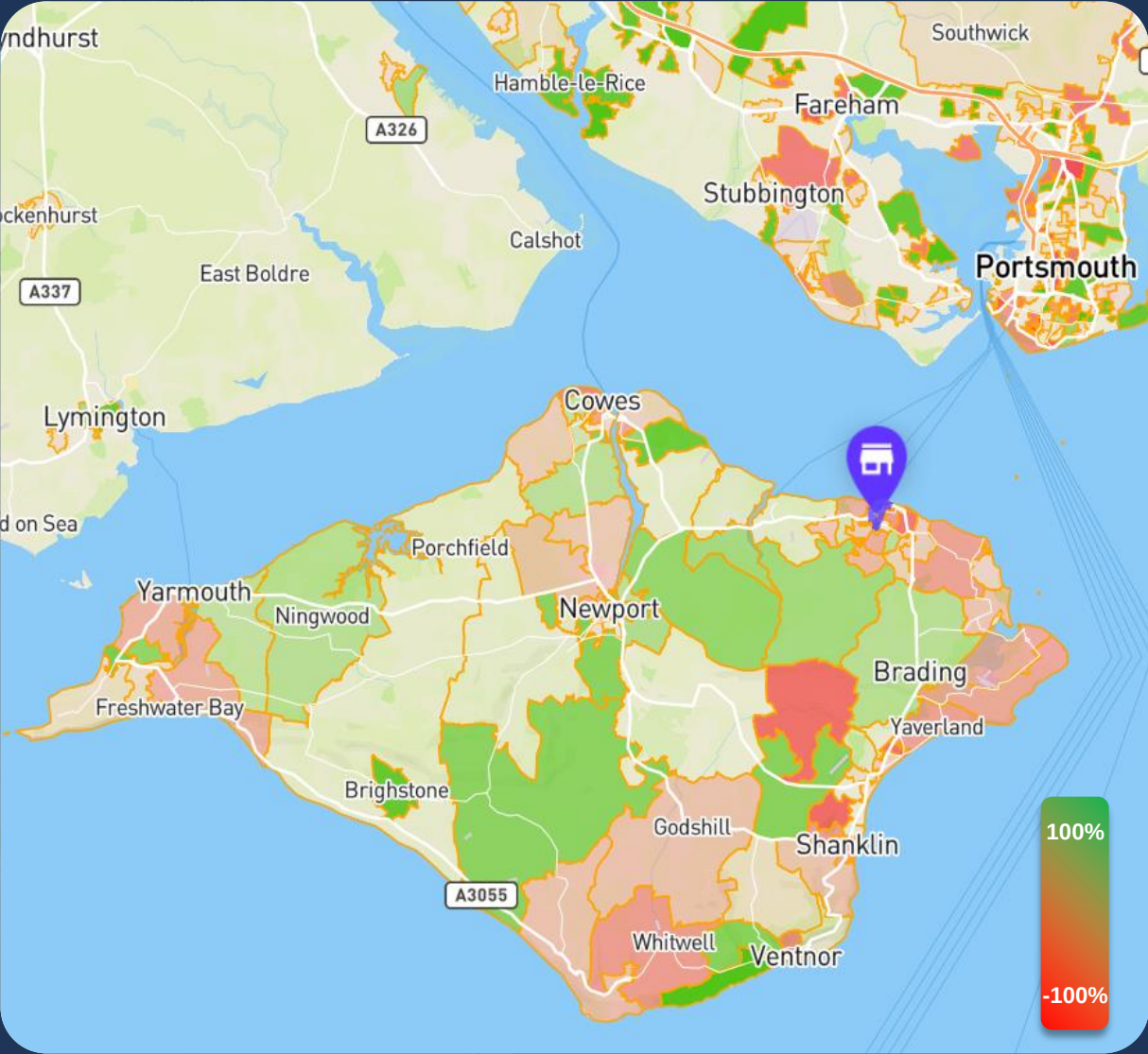


VISITOR CATCHMENT BY POSTCODE
IN APRIL 2021 (zoomed out)

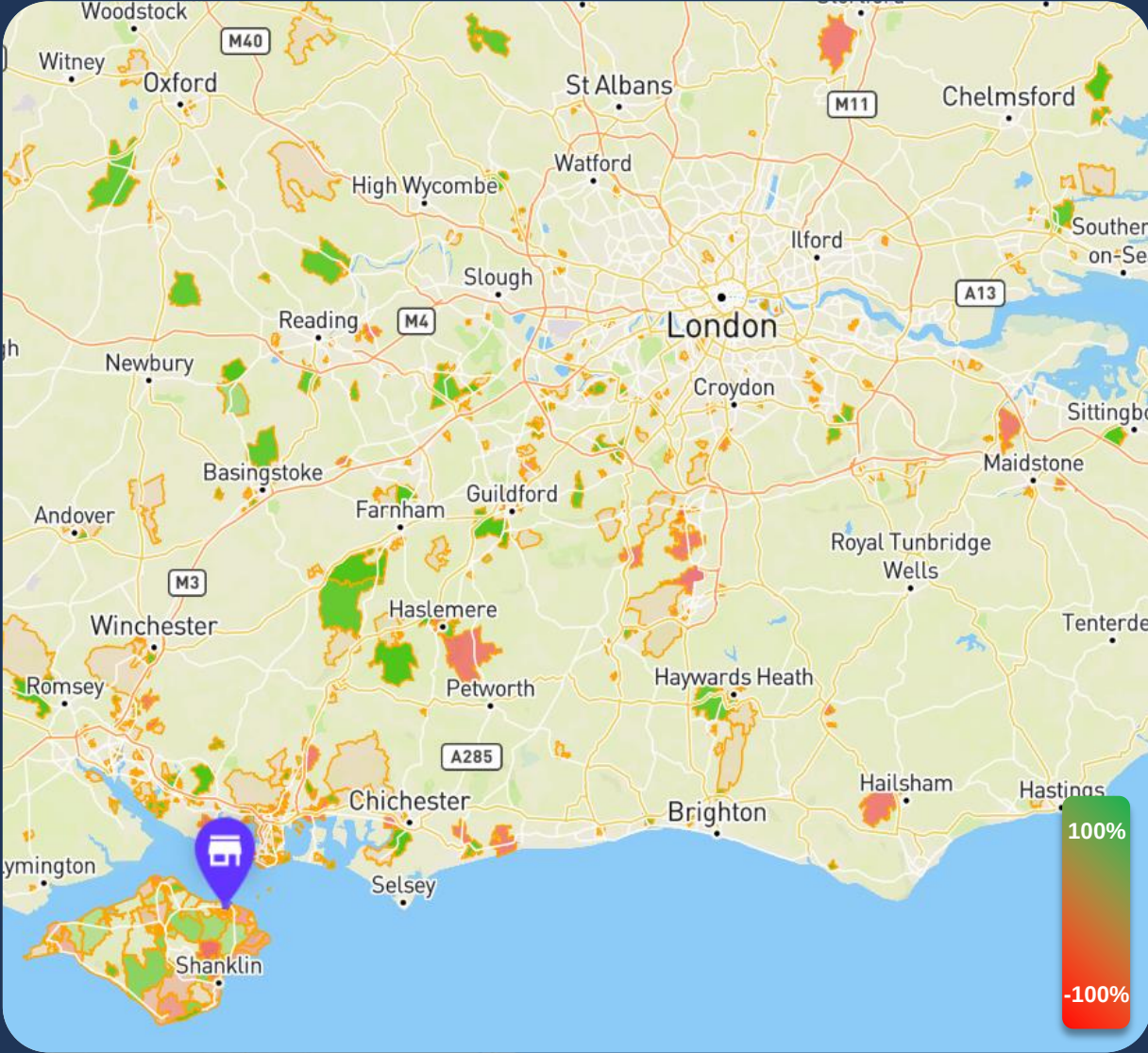


RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (APRIL 2020-21)

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

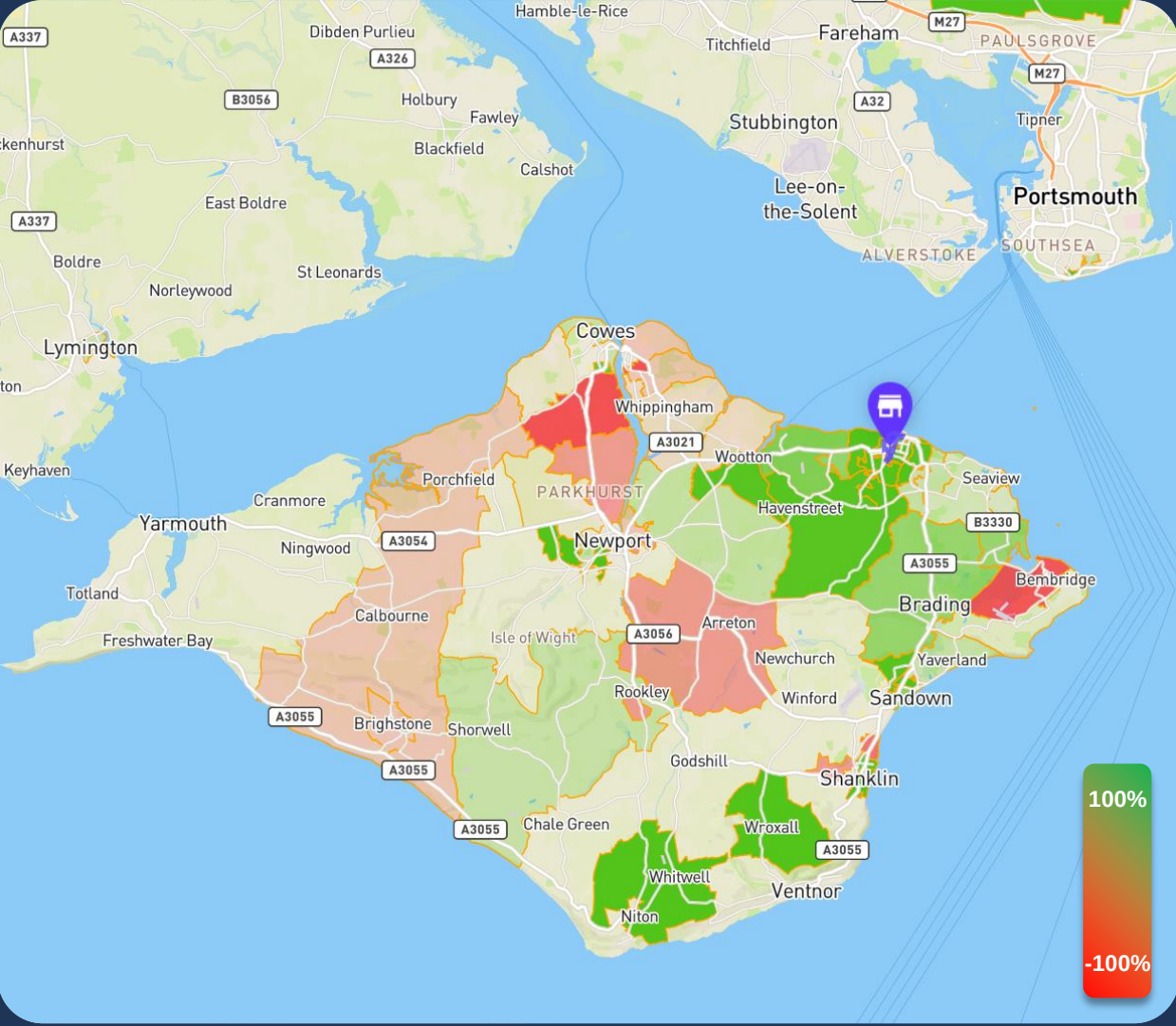


CHANGE IN VISITOR LEVELS
APRIL 2020-21 vs APRIL 2019-20 (zoomed out)

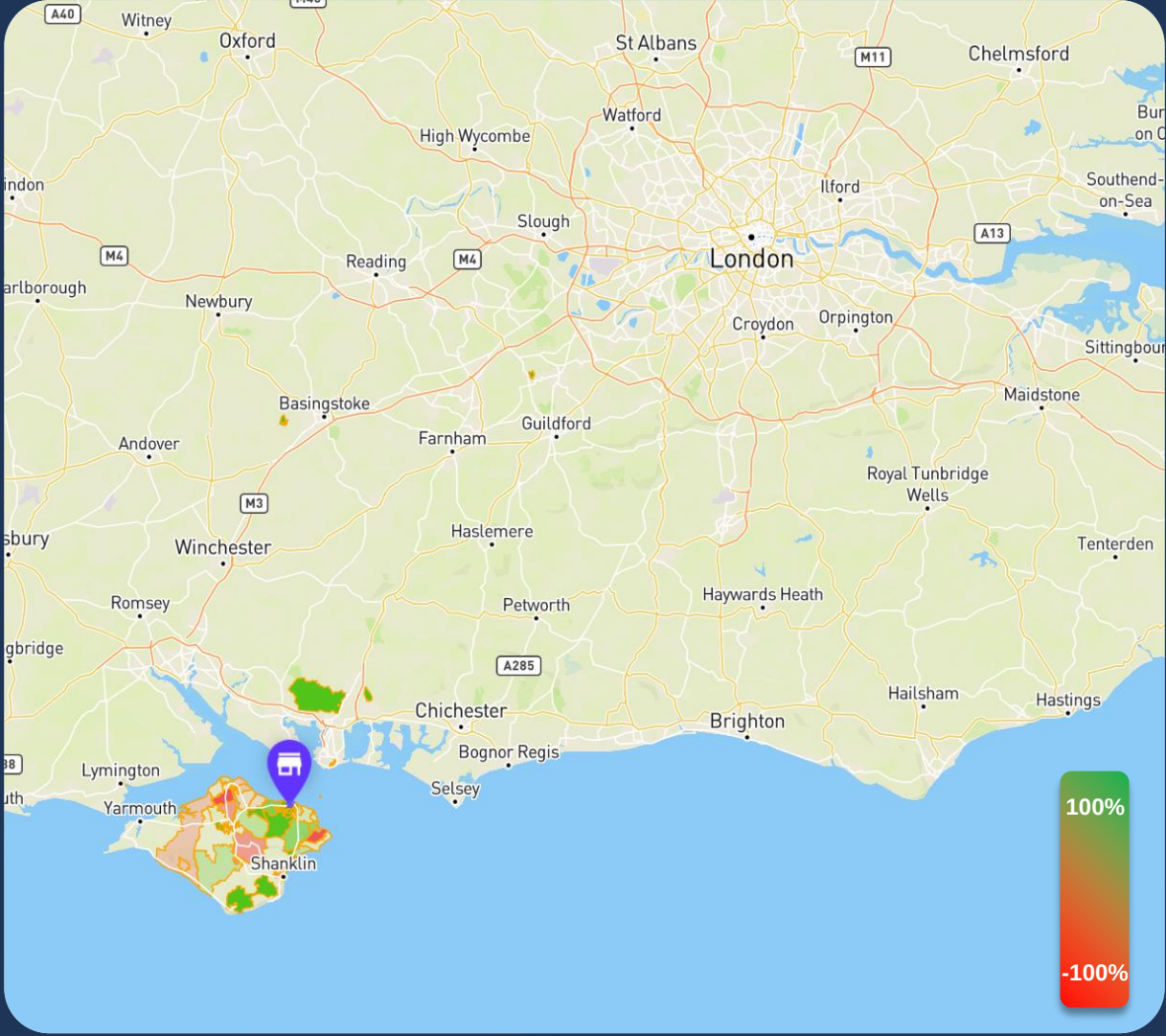


RYDE VISITOR CHANGE BY POSTCODE – APRIL 2021 & BENCHMARKING

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

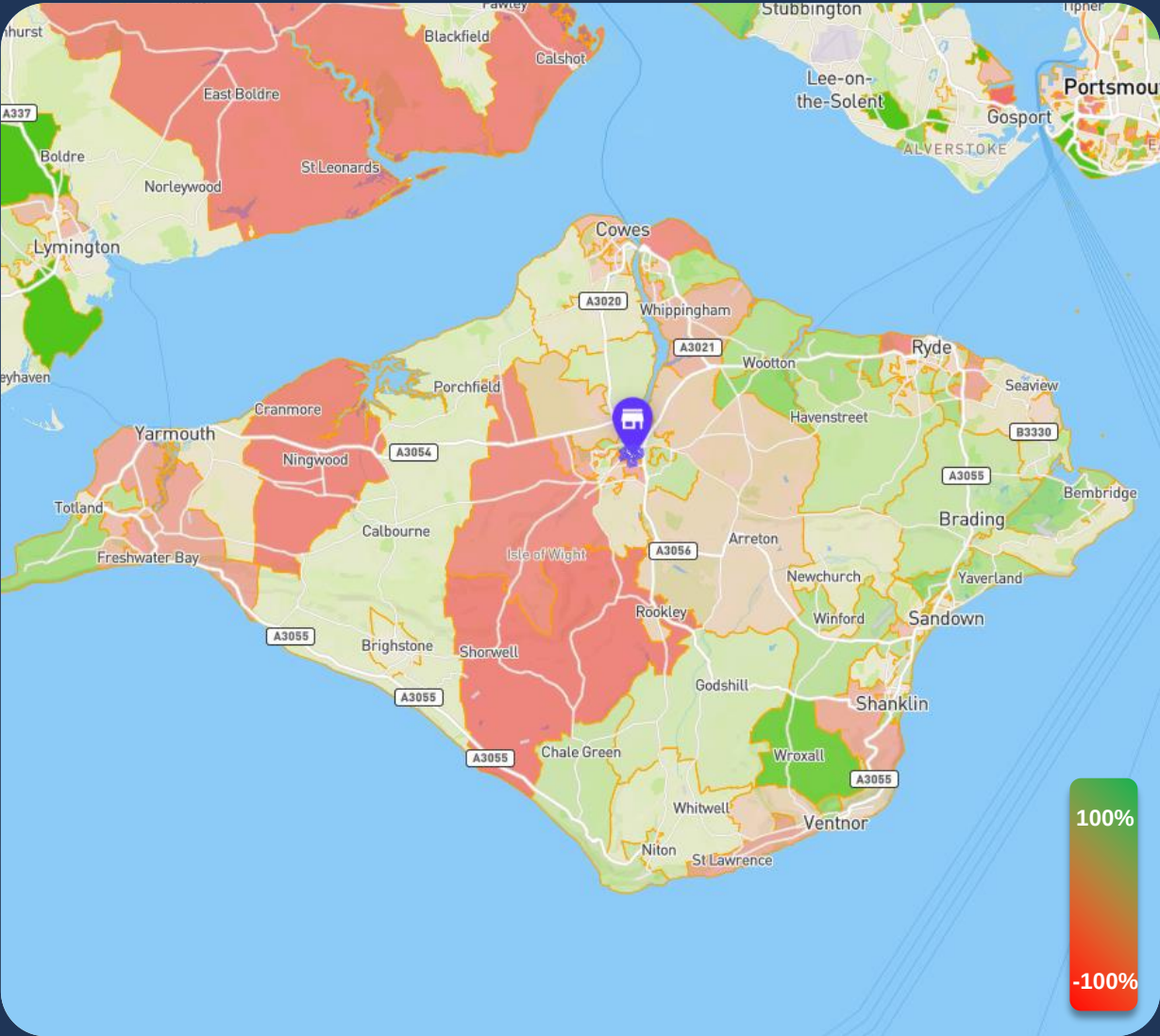


CHANGE IN VISITOR LEVELS
APRIL 2021 vs APRIL 2020 (zoomed out)

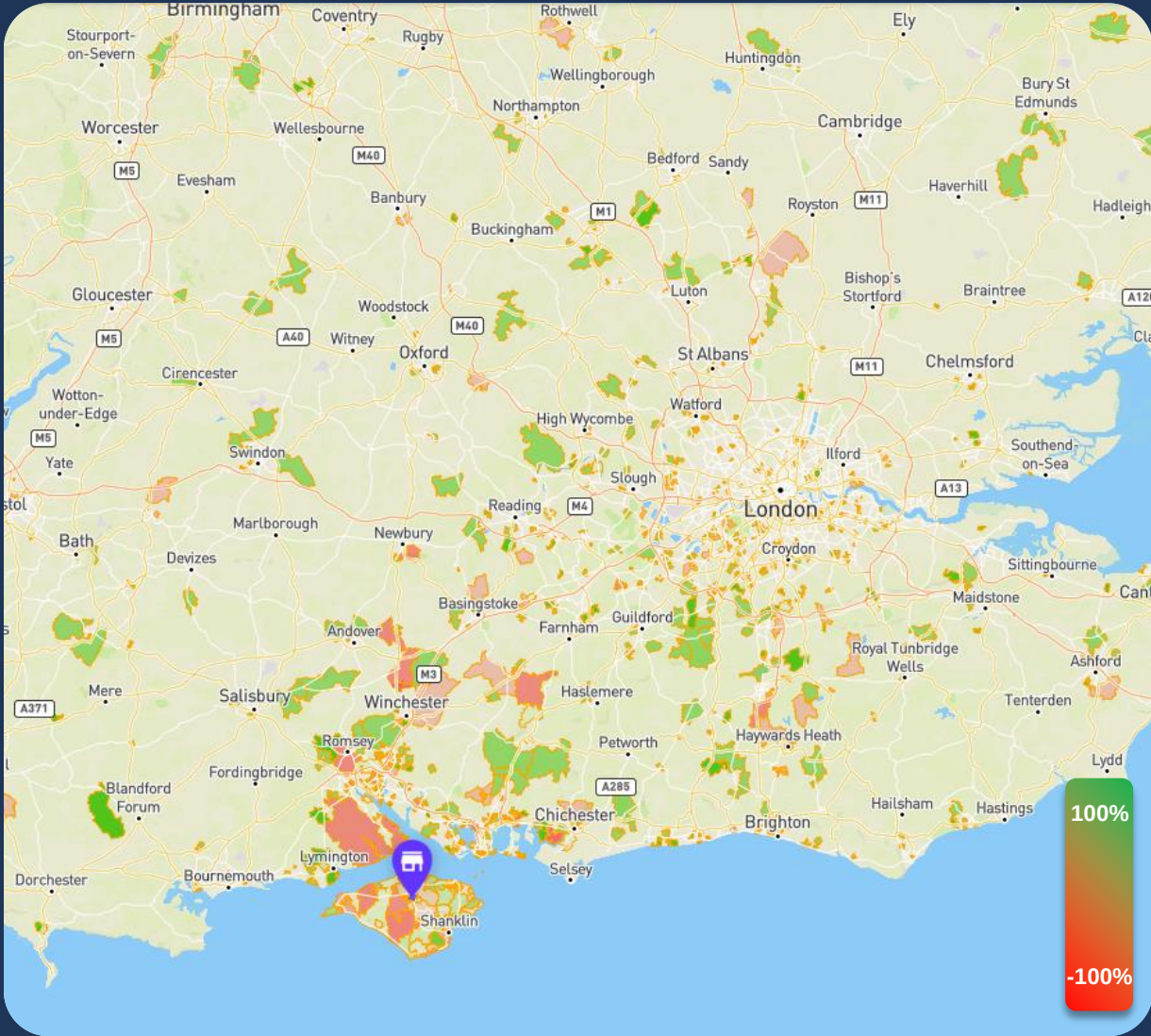


RYDE VISITOR CHANGE BY POSTCODE – PRE-COVID BENCHMARKING

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

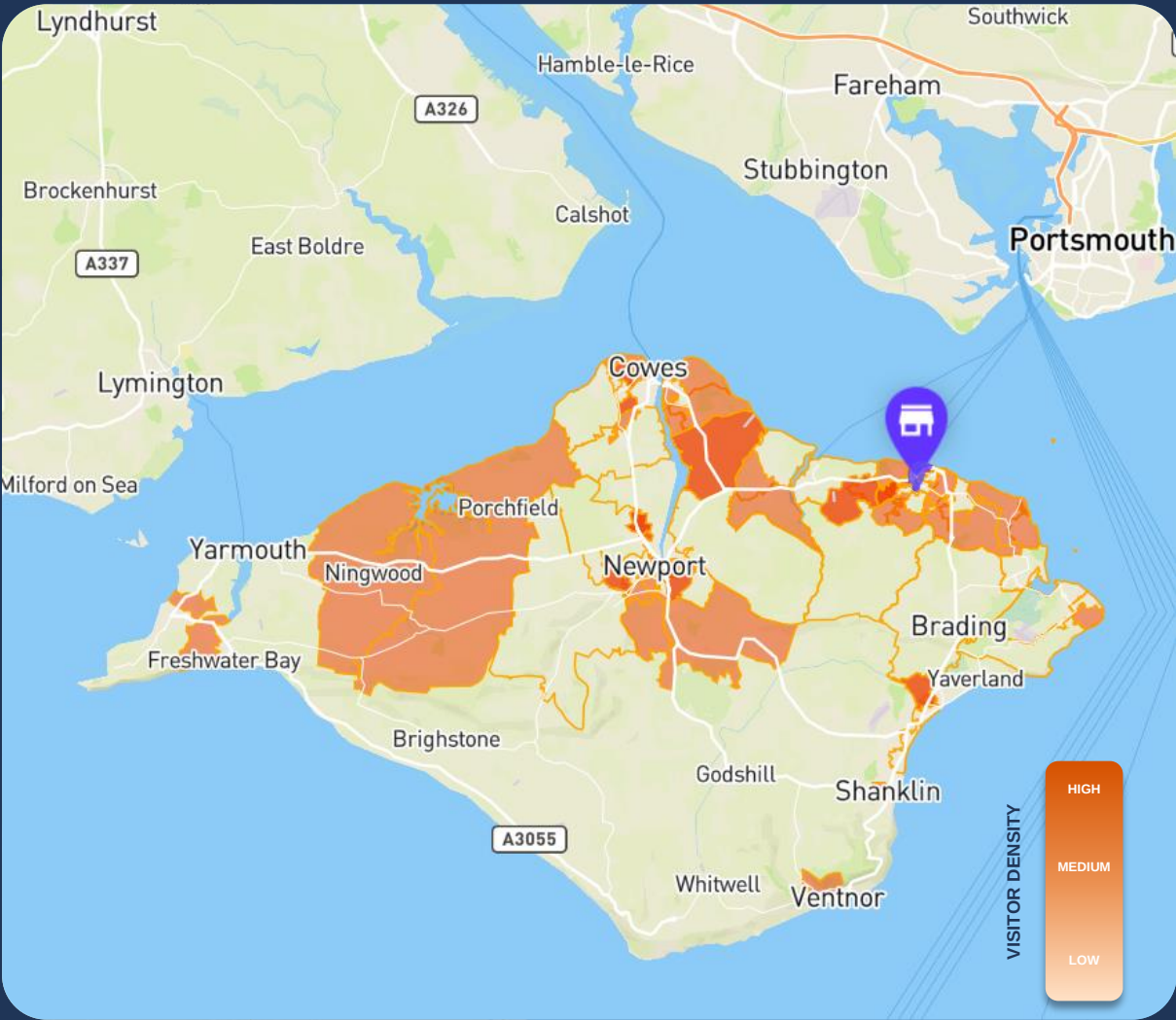


CHANGE IN VISITOR LEVELS FEBRUARY 2020-21 VS FEBRUARY 2018-19
(PRE-COVID) (zoomed out)

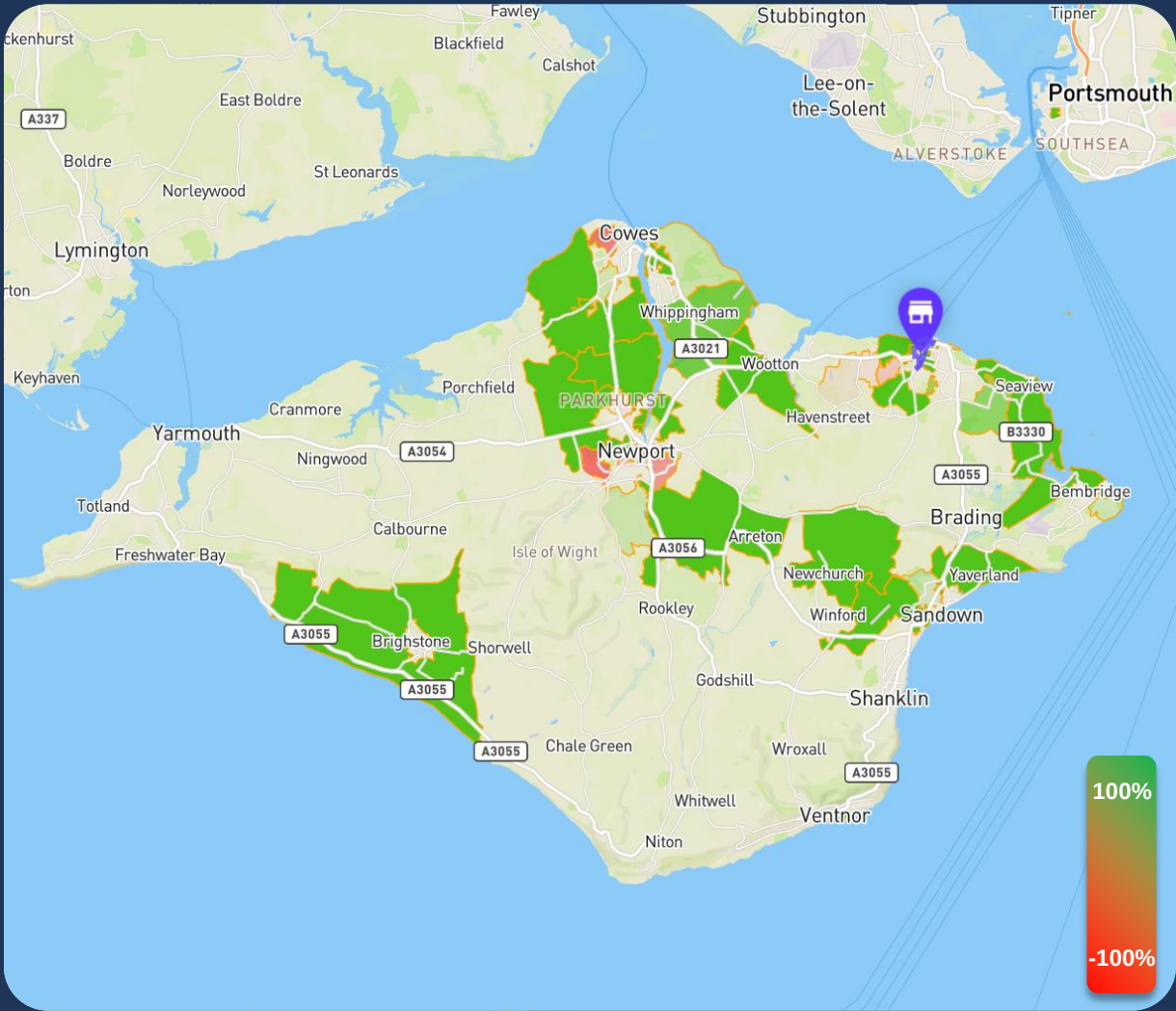


RYDE WORKER CATCHMENT CHANGE — APRIL 2021 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE APRIL 2021

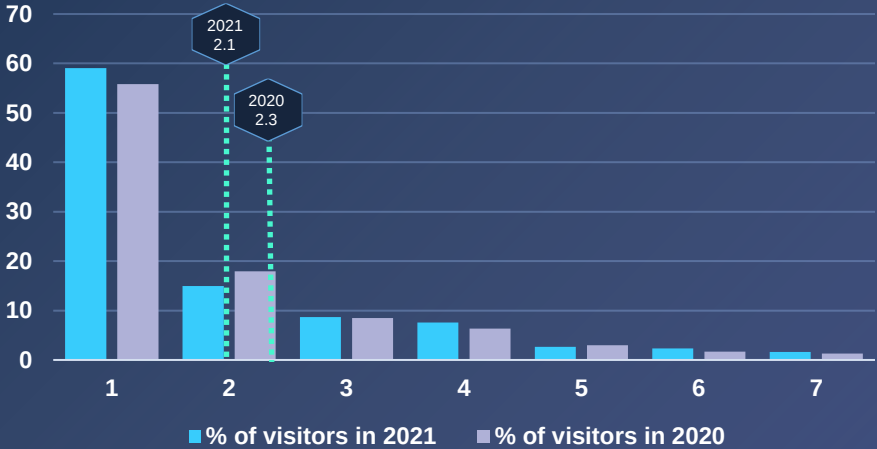


CHANGE IN WORKER CATCHMENT APRIL 2021 vs APRIL 2020

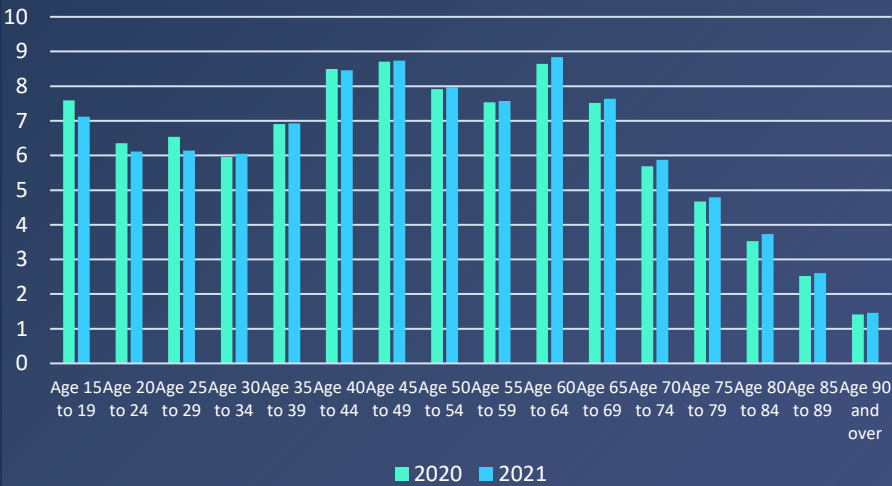


RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (APRIL 2020-21)

NUMBER OF PLACES VISITED PER TRIP



RYDE VISITOR AGE RANGE
APRIL 2021 VS APRIL 2020

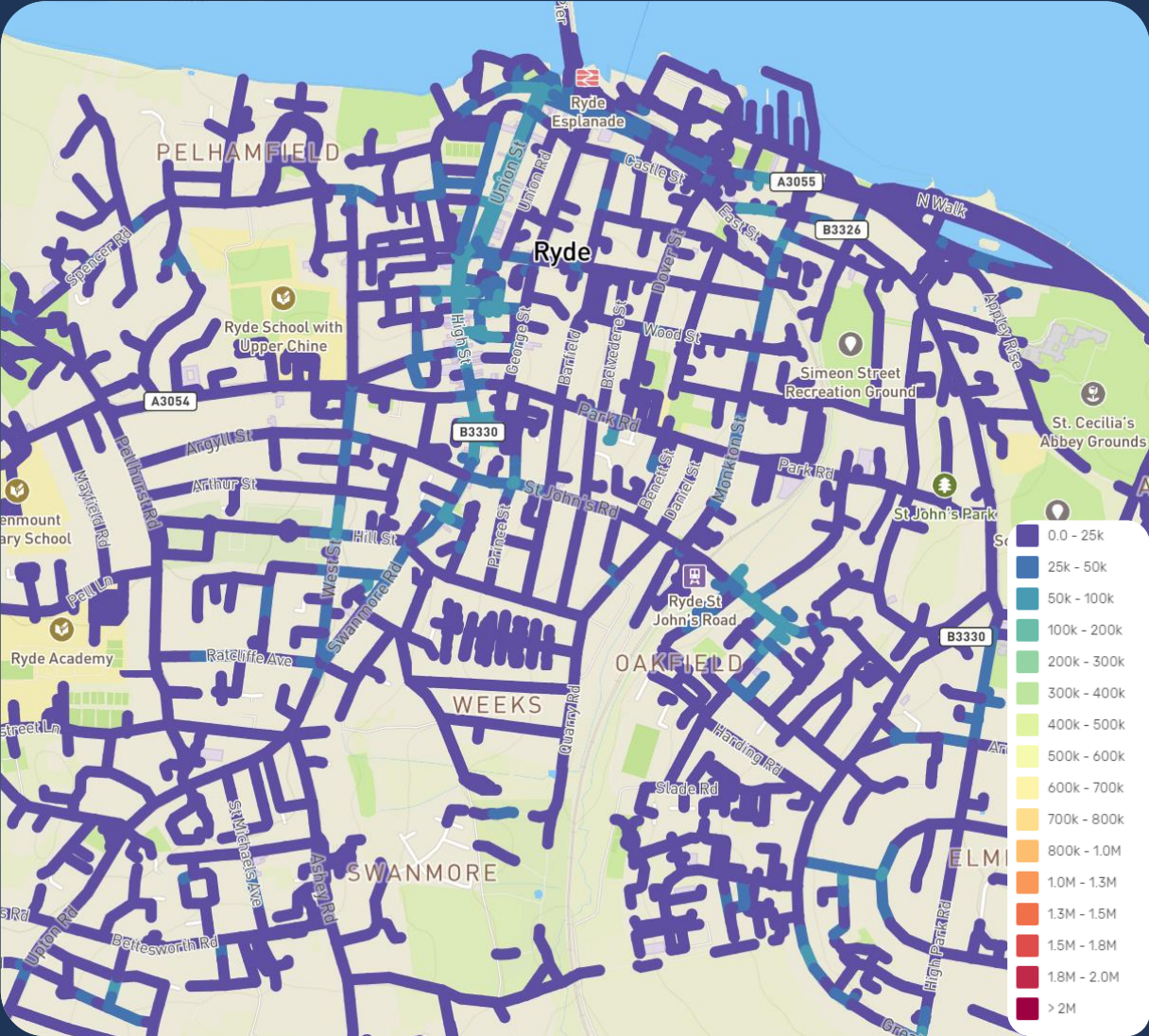


RYDE TOWN CENTRE FOOTFALL HEAT MAP APRIL 2021

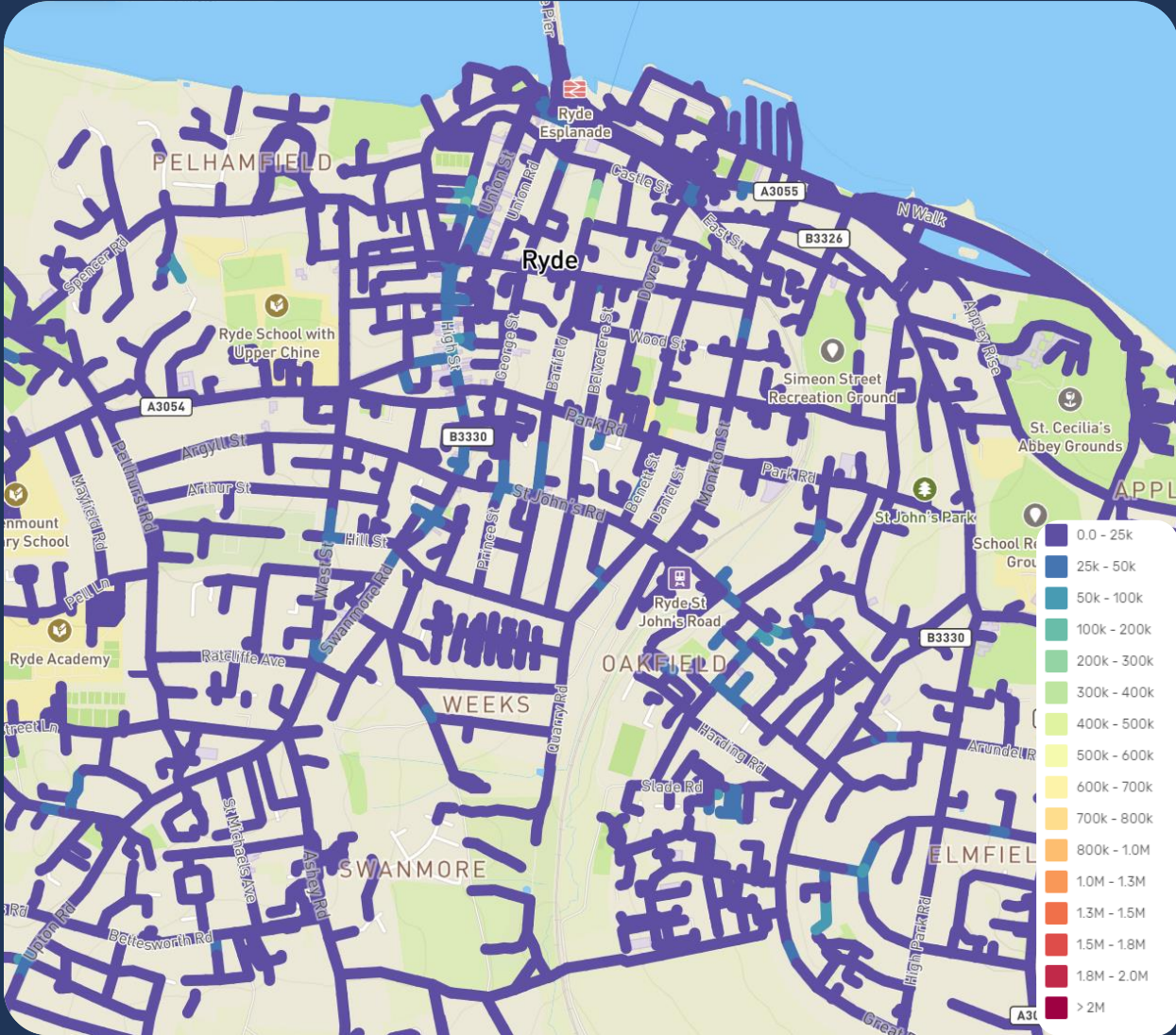
KEY: PEDESTRIAN NUMBERS APRIL 2021

RYDE PEDESTRIAN VISITOR BEHAVIOURS – APRIL 2021 & BENCHMARKING

RYDE TOWN CENTRE FOOTFALL HEAT MAP APRIL 2021



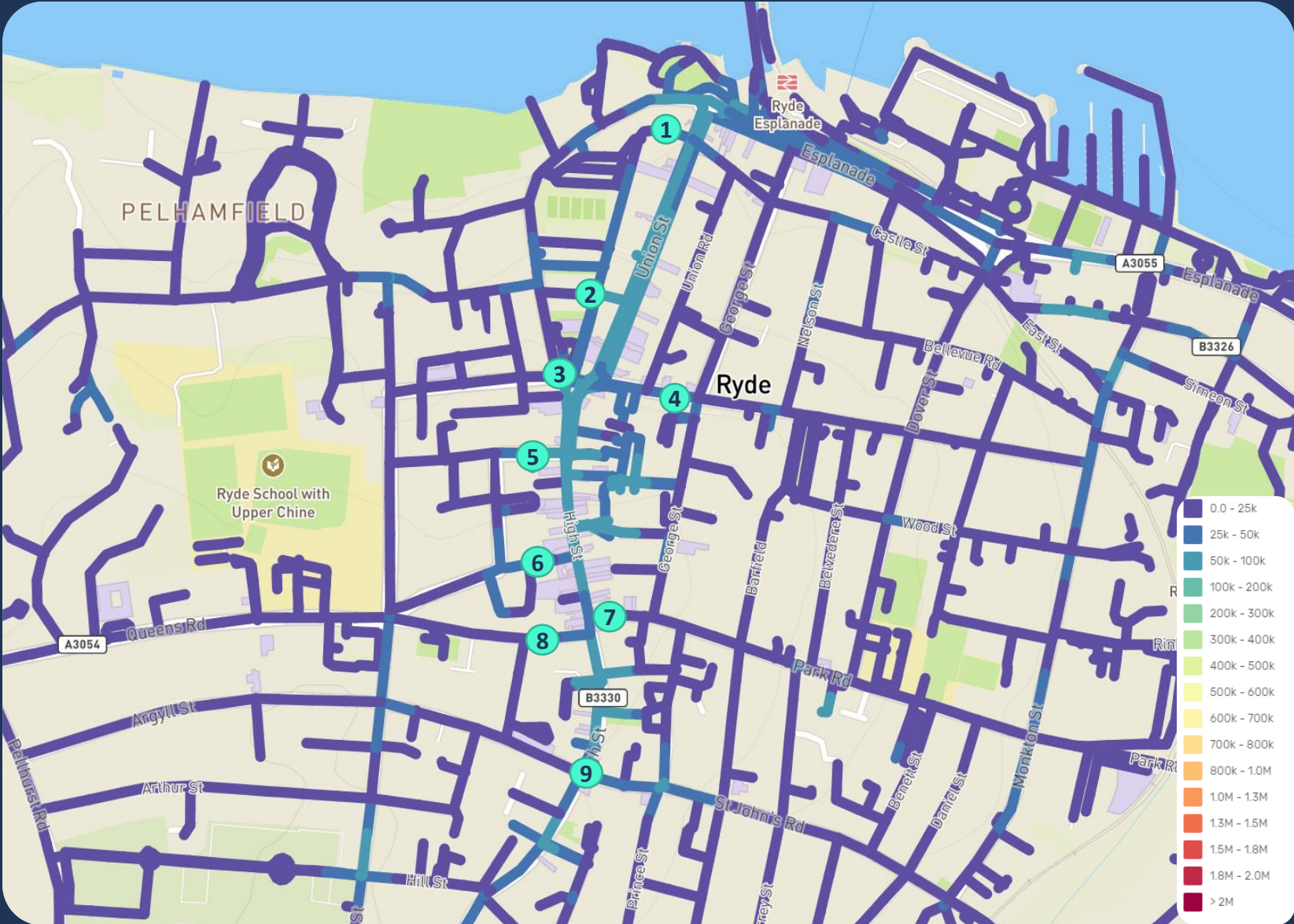
RYDE TOWN CENTRE FOOTFALL HEAT MAP APRIL 2020



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



CENTRE FOOTFALL DATA APRIL 2021 VS APRIL 2020 – ENTRY POINTS

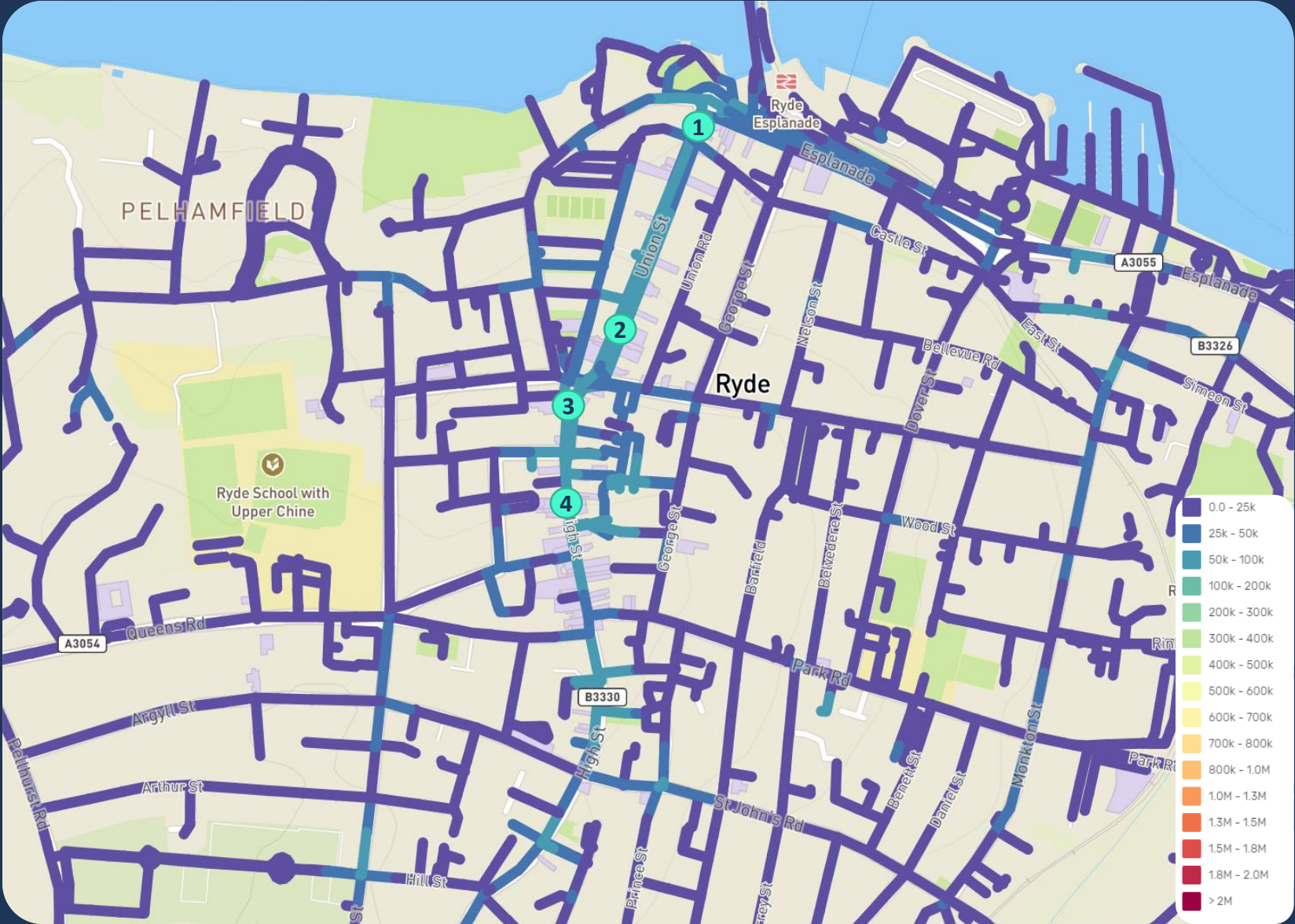
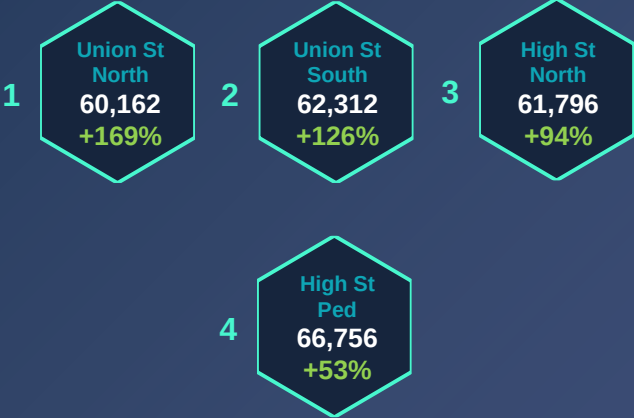


RYDE TOWN CENTRE FOOTFALL HEAT MAP APRIL 2021

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



CENTRE FOOTFALL DATA APRIL 2021 VS APRIL 2020 — COUNT POINTS



RYDE TOWN CENTRE FOOTFALL HEAT MAP APRIL 2021

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



RYDE TOWN SQUARE

TOTAL VISITS

46,411

VISITS APRIL 21



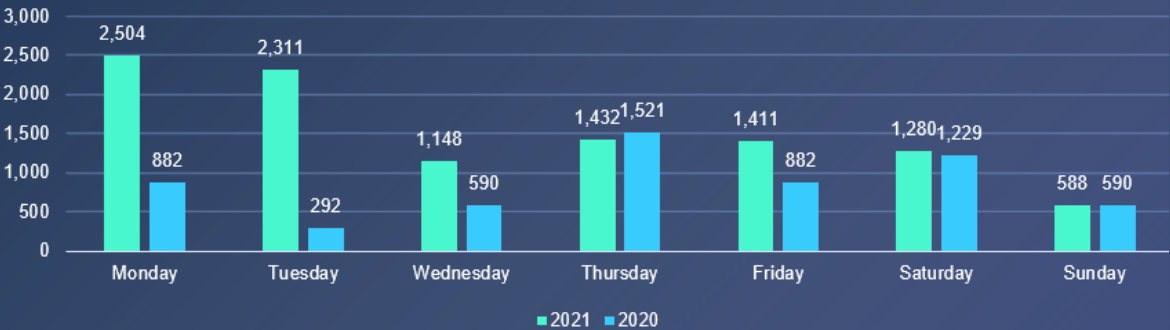
AVERAGE DWELL TIME

15 MINS

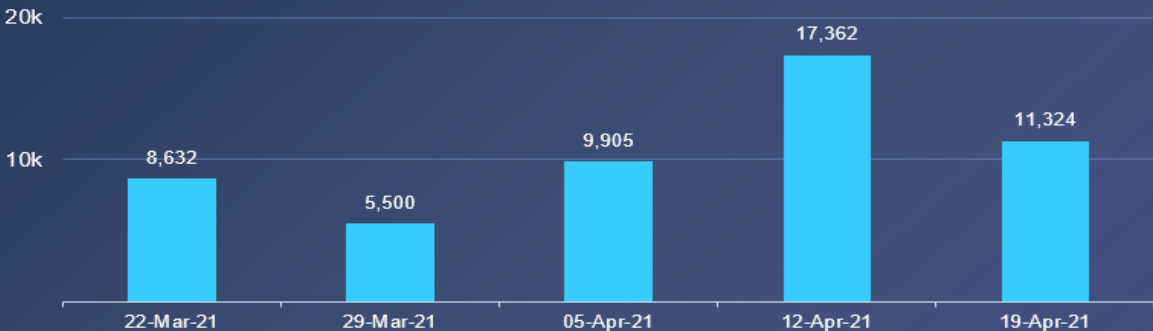
AVERAGE TIME SPENT
APRIL 21



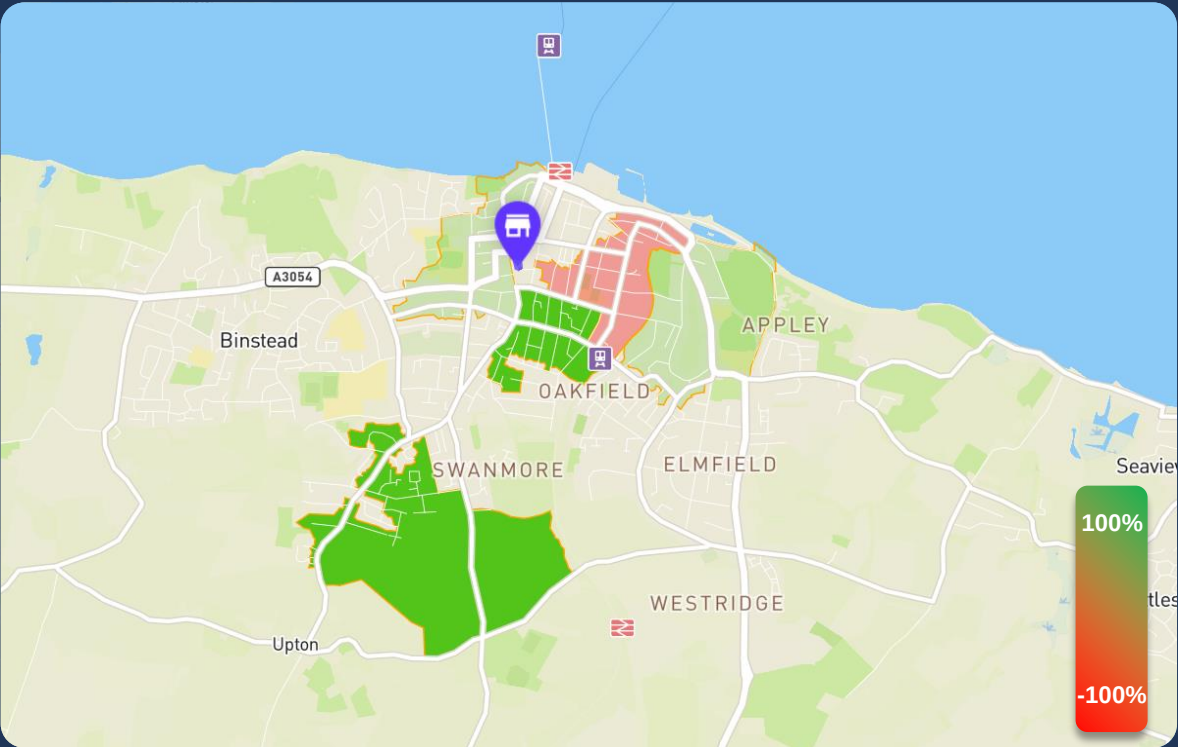
AVERAGE DAILY APRIL 2021 VS APRIL 2020



WEEKLY VISITS APRIL 2021



CHANGE IN VISITOR LEVELS APRIL 21 vs APRIL 20



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



ST THOMAS SQUARE

TOTAL VISITS

35,051

VISITS APRIL 21



83%

VS APRIL 2020



AVERAGE DWELL TIME

65 MINS

AVERAGE TIME SPENT APRIL 21



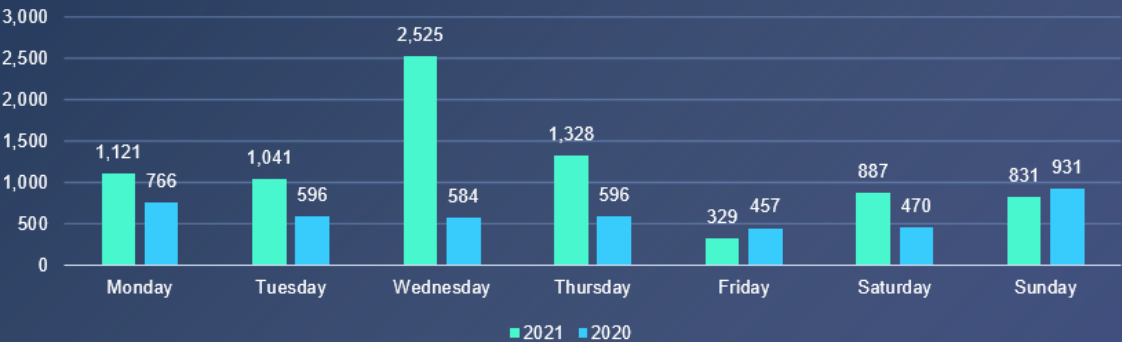
117 MINS

VS APRIL 2020

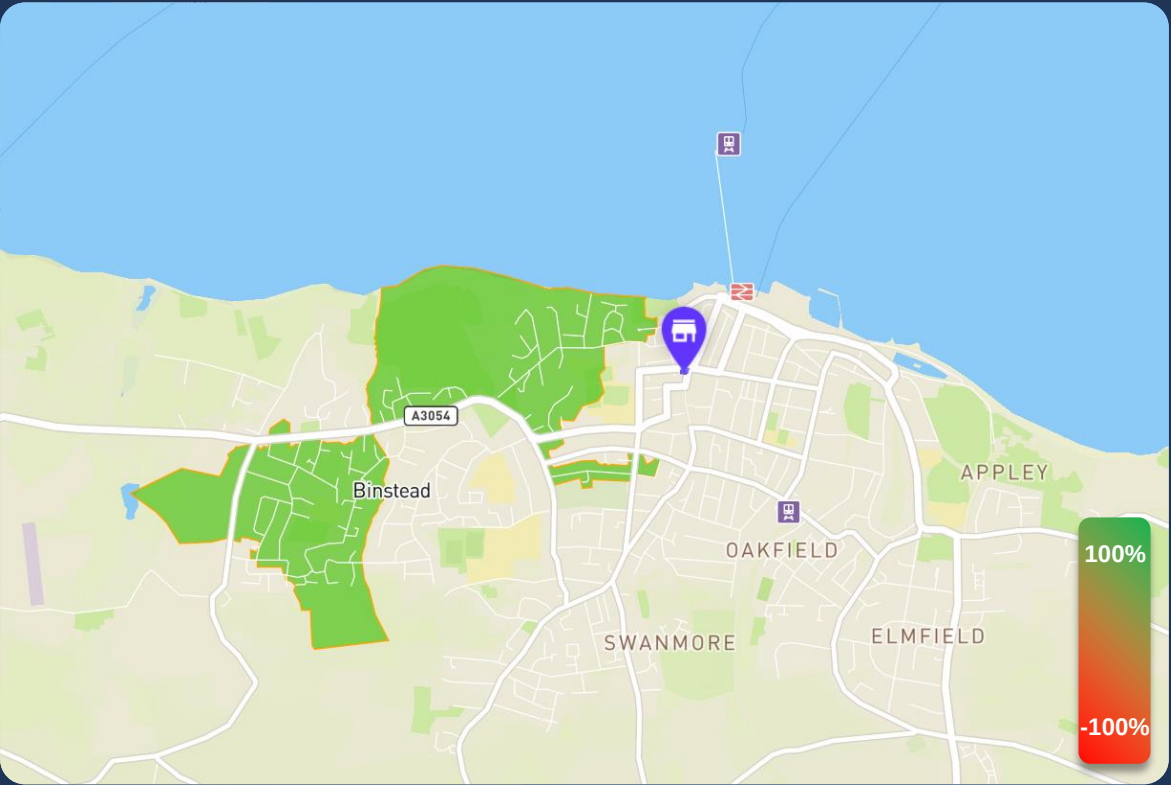
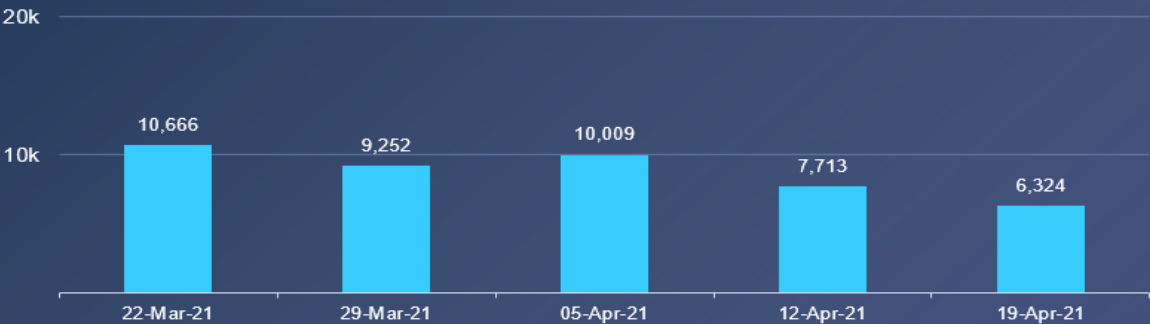


CHANGE IN VISITOR LEVELS APRIL 21 vs APRIL 20

AVERAGE DAILY APRIL 2021 VS APRIL 2020



WEEKLY VISITS APRIL 2021



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

MINGHELLA SQUARE

TOTAL VISITS

37,174

VISITS APRIL 21



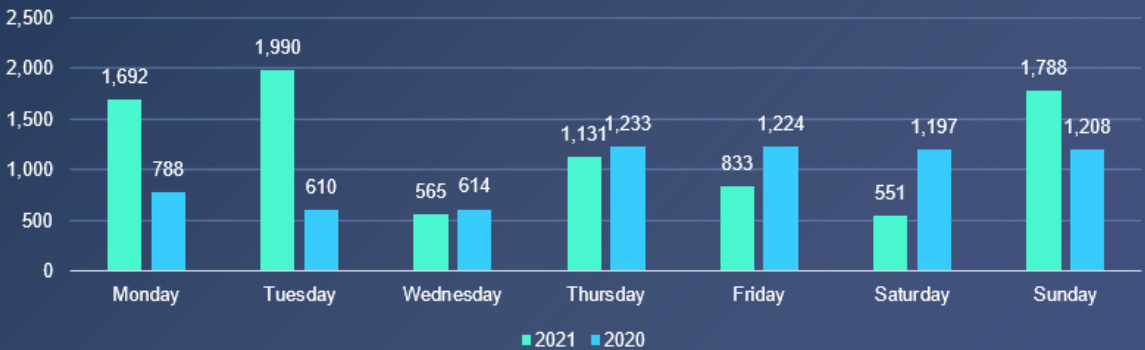
AVERAGE DWELL TIME

84 MINS

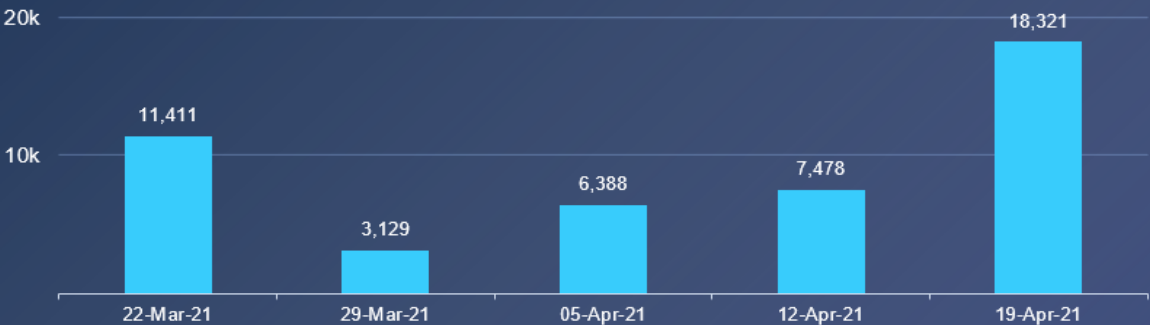
AVERAGE TIME SPENT
APRIL 21



AVERAGE DAILY APRIL 2021 VS APRIL 2020



WEEKLY VISITS APRIL 2021



CHANGE IN VISITOR LEVELS APRIL 21 vs APRIL 20

