

VISITOR INSIGHTS

BASELINE REPORT

RYDE, Isle of Wight

JULY 2021

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



VISITOR | INSIGHTS

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



TOTAL VISITS



835,206

VISITS TO THE HIGH STREET



38%

Y/O/Y CHANGE
* This compares to an average national benchmark of +27.2%



22%

Y/O/Y CHANGE



16%

M/O/M CHANGE

AVERAGE DWELL TIME



139 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



-3%

Y/O/Y CHANGE



-25%

Y/O/Y CHANGE



-11%

M/O/M CHANGE

PLACES VISITED



2.1

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.3

PLACES VISITED



2.1

PLACES VISITED



POPULAR VISIT DAY



FRIDAY

37k AVERAGE VISITS ON FRIDAY IN JULY



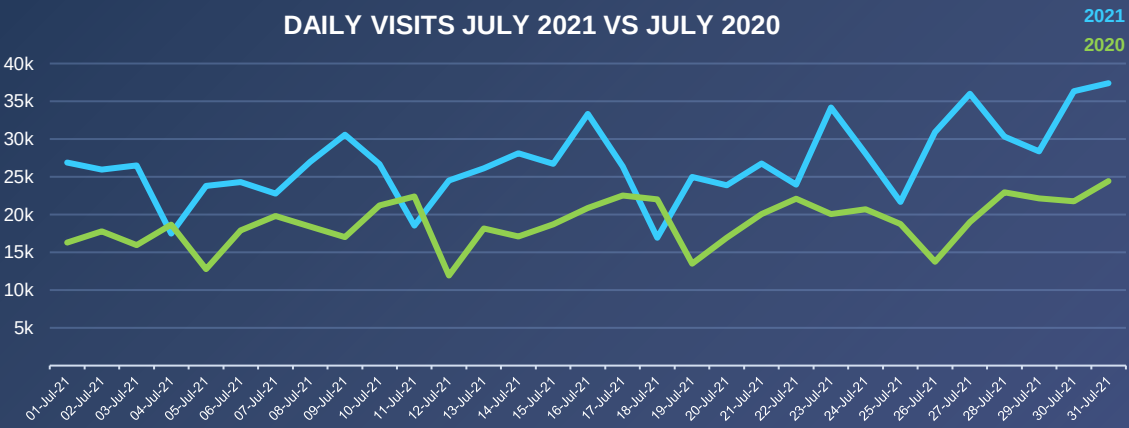
FRIDAY



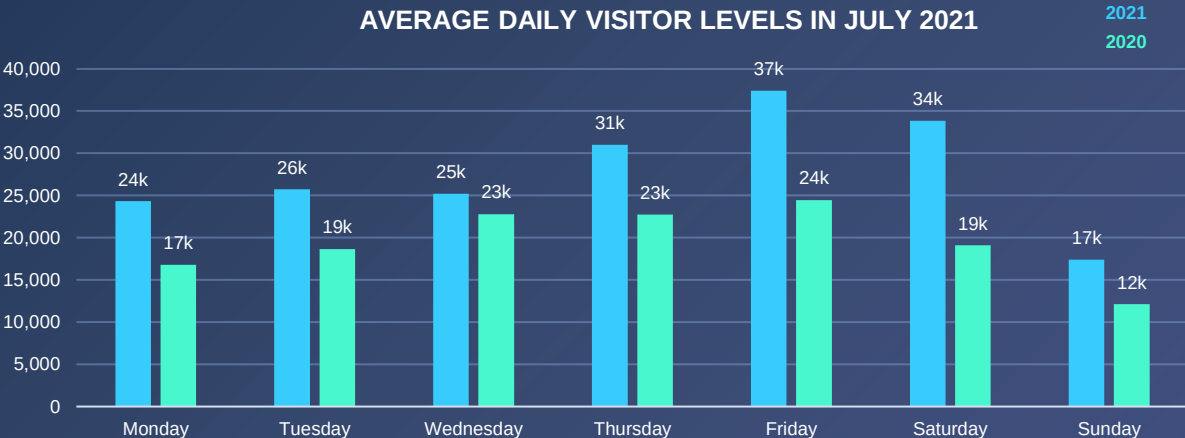
WEDNESDAY



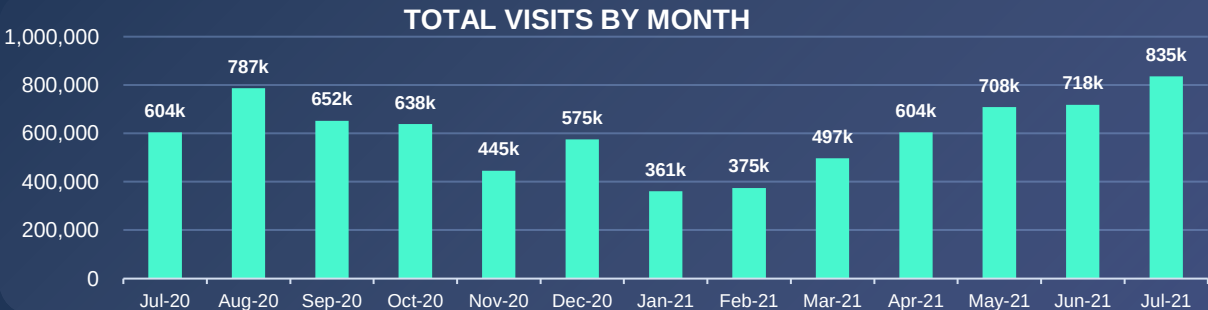
DAILY VISITS JULY 2021 VS JULY 2020



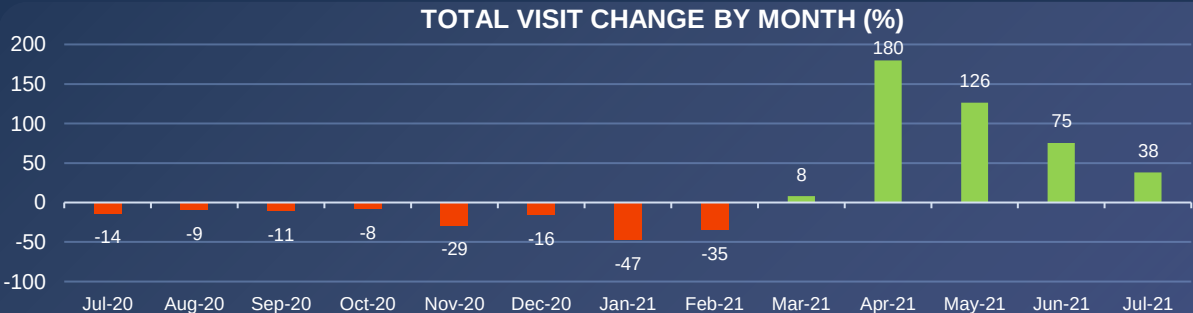
AVERAGE DAILY VISITOR LEVELS IN JULY 2021



TOTAL VISITS BY MONTH



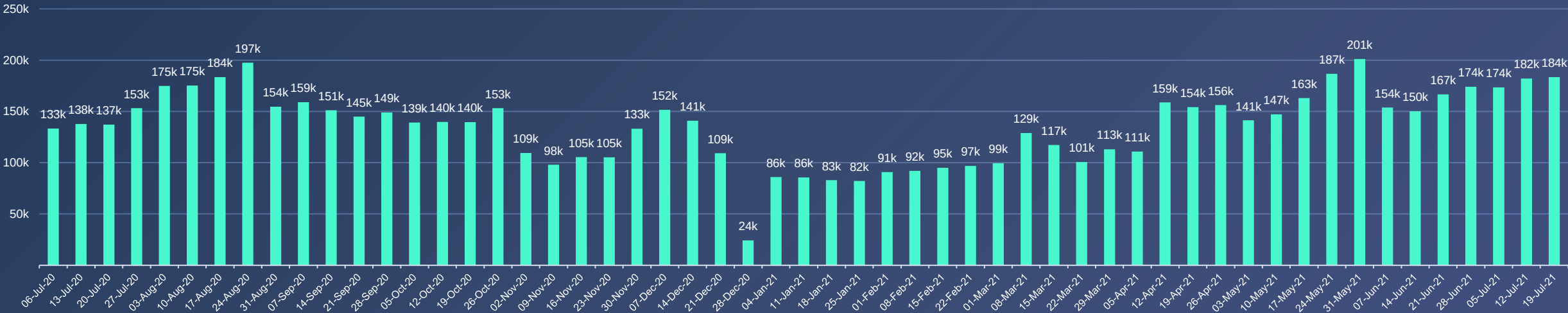
TOTAL VISIT CHANGE BY MONTH (%)



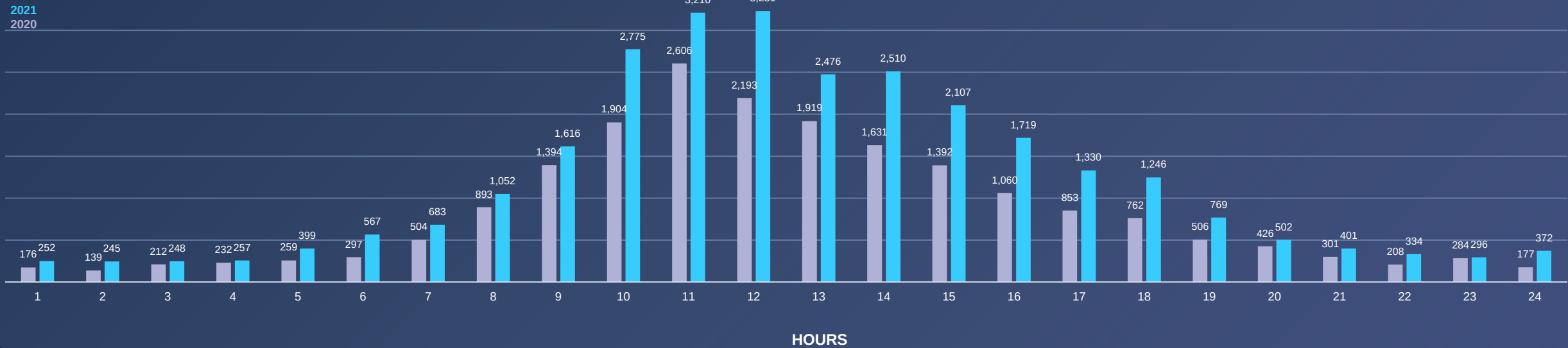
RYDE TOWN CENTRE — JULY 2021 SUMMARY & BENCHMARKING (JULY 2020-21)



WEEKLY FOOTFALL



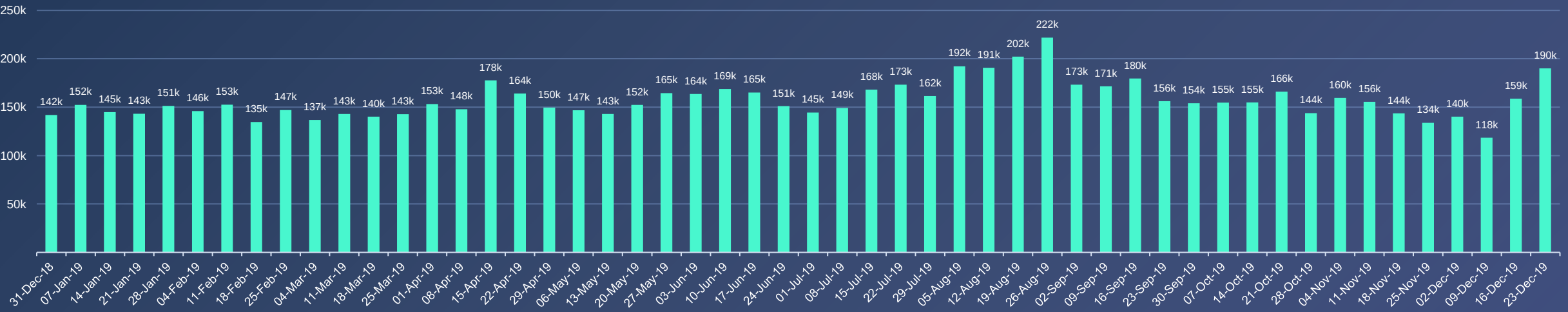
AVERAGE VISITS BY HOUR



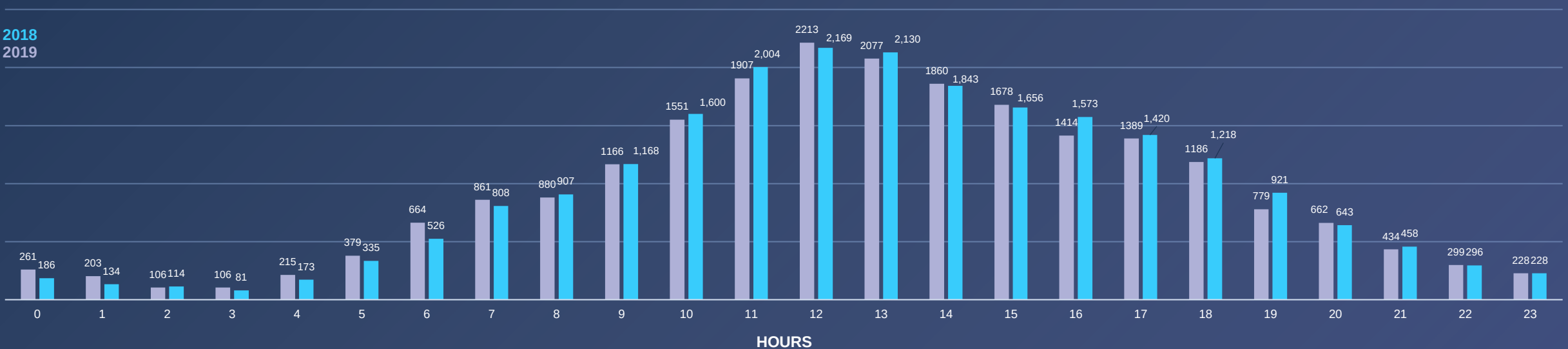
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



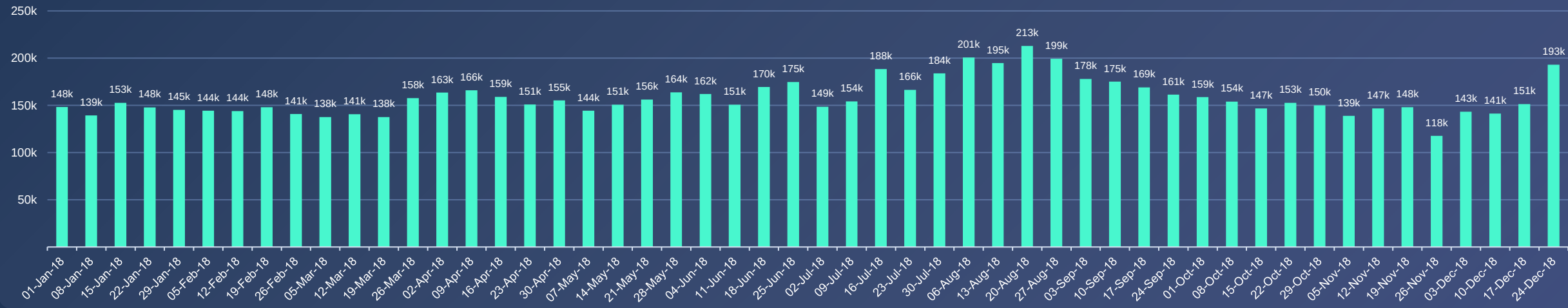
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



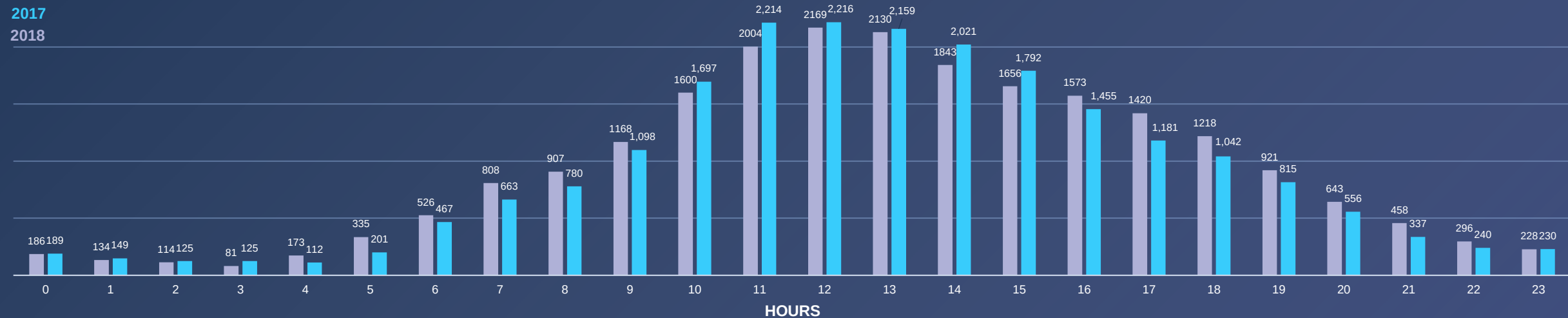
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



7,797,796

VISITS TO THE HIGH STREET
JULY 20 - JULY 21

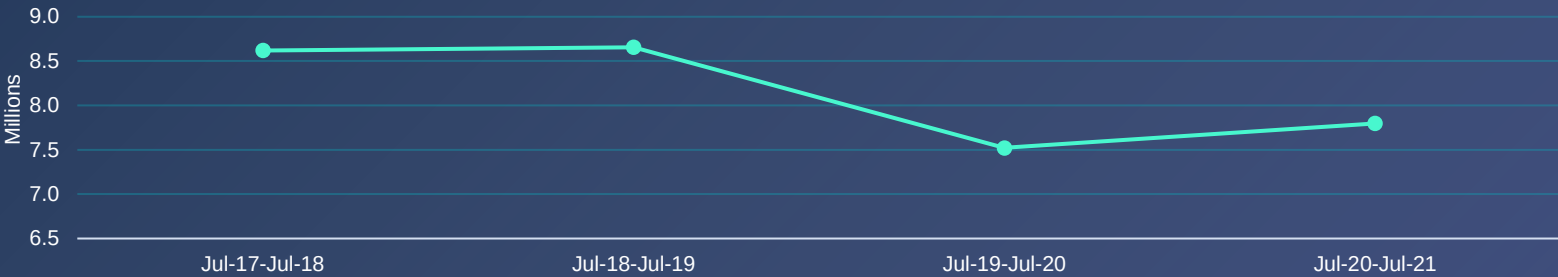


-10%

4 YEAR CHANGE



FOOTFALL



AVERAGE DWELL TIME



146 MINS

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

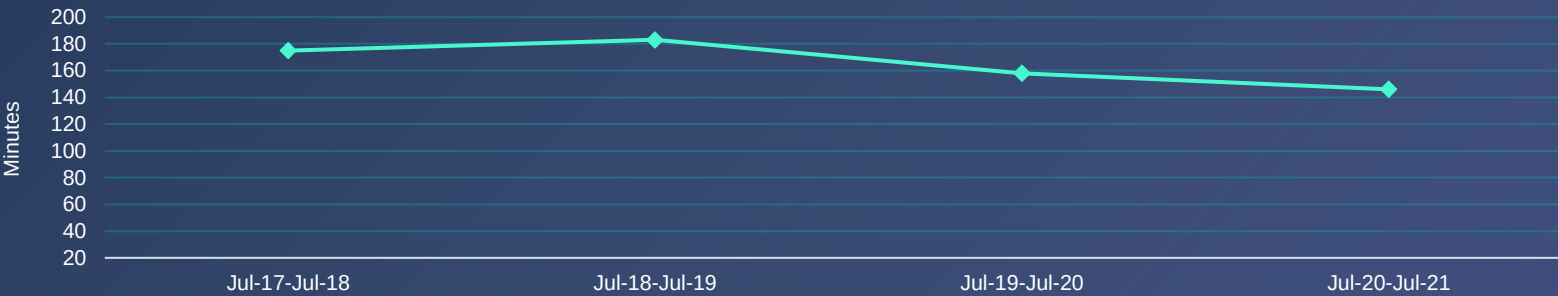


-17%

4 YEAR CHANGE



DWELL TIME



PLACES VISITED



2.1

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

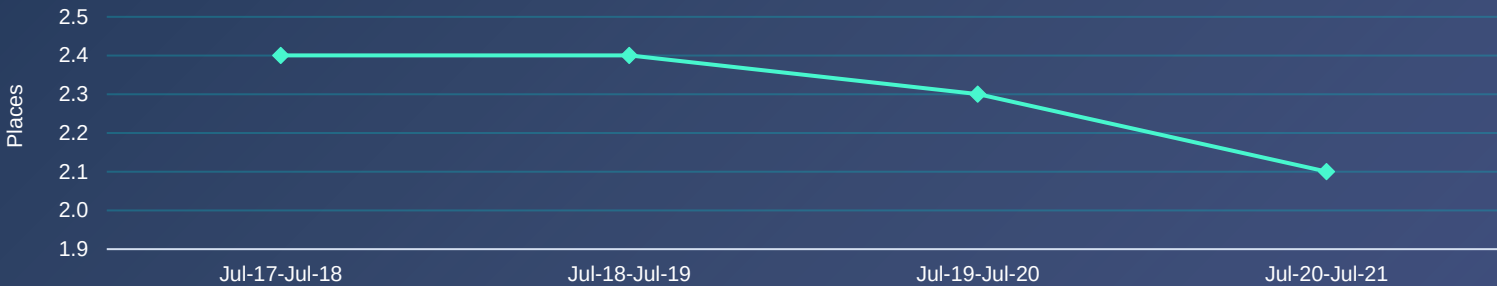


-13%

4 YEAR CHANGE

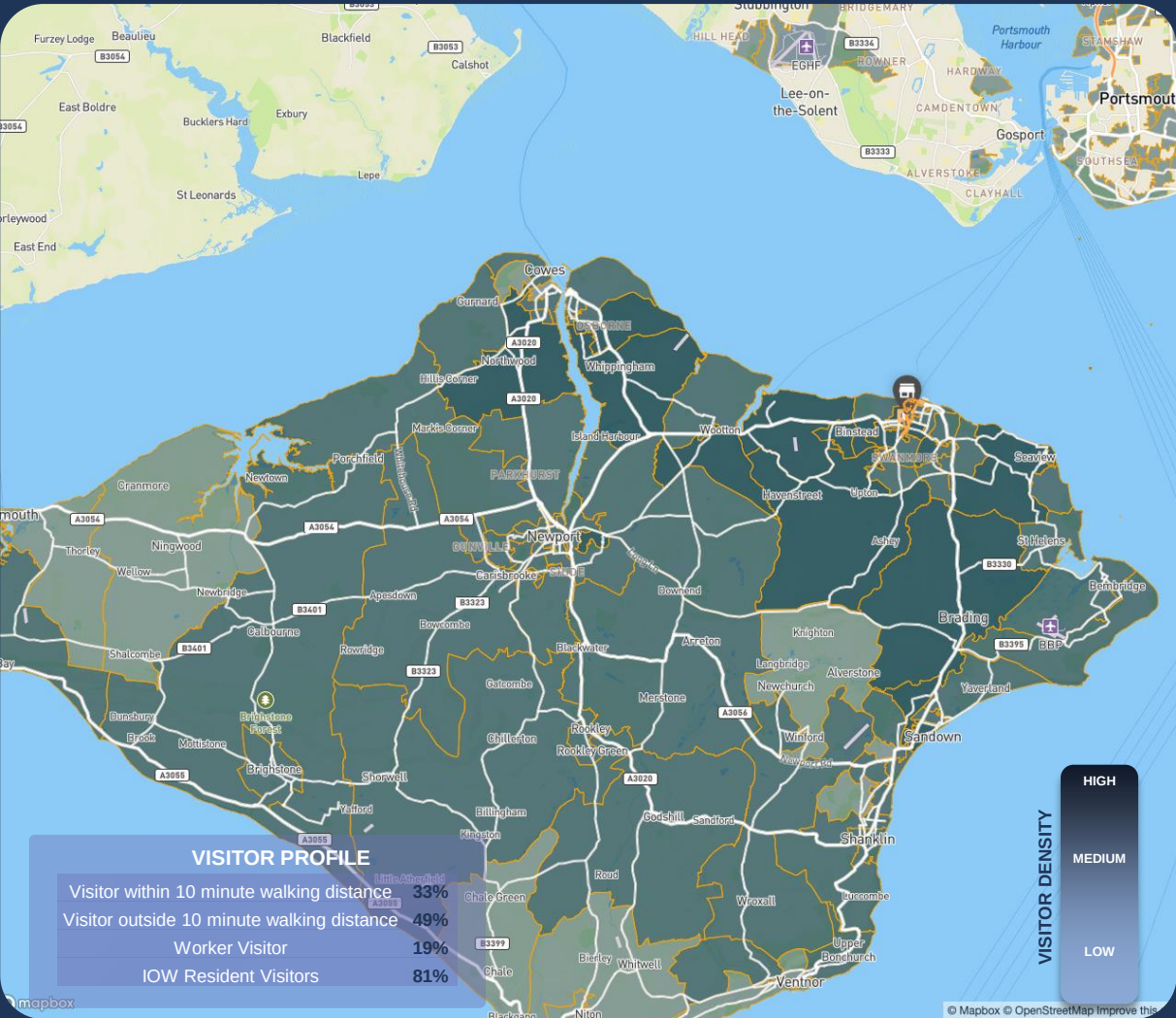


PLACES VISITED

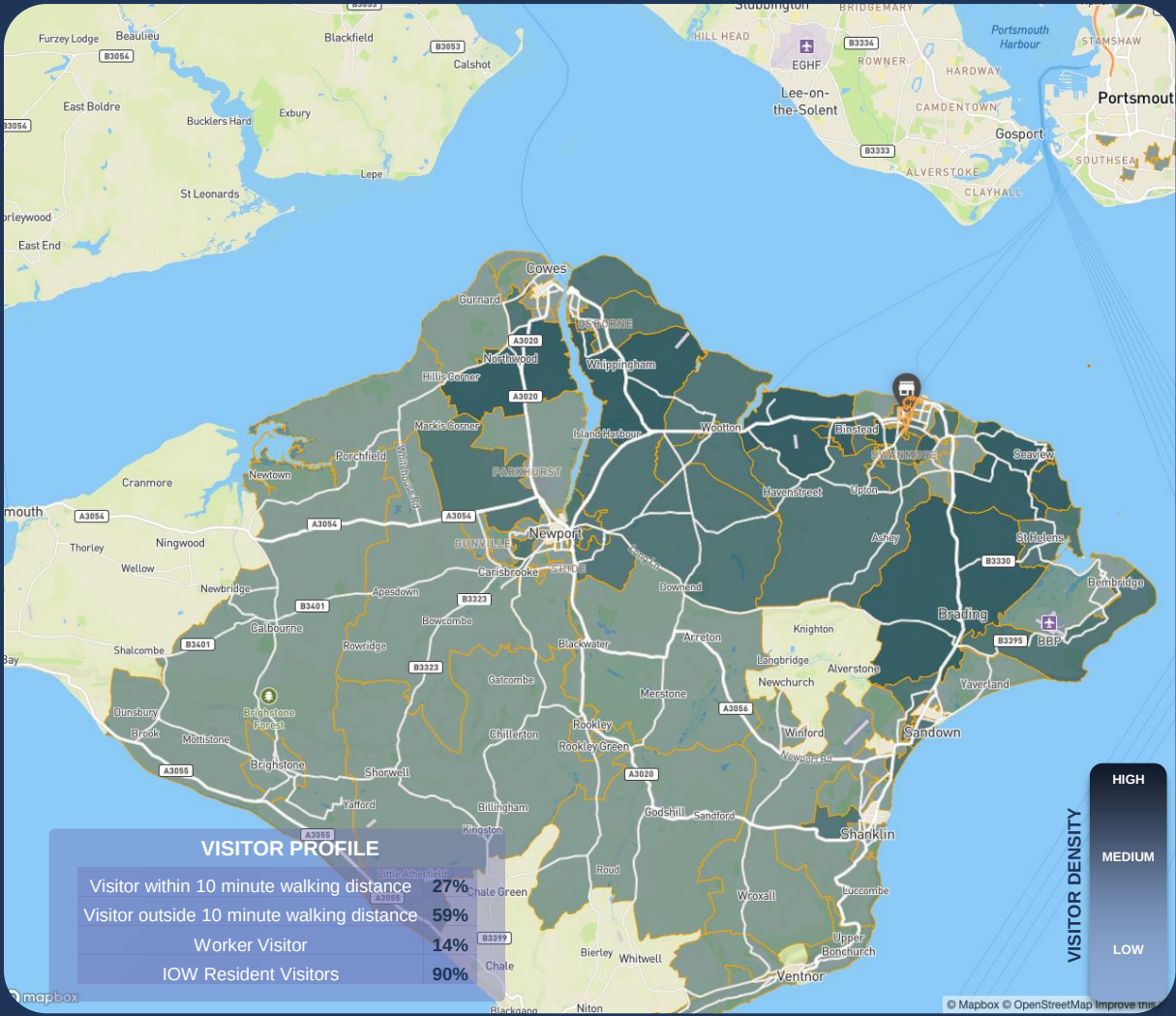


RYDE VISITOR CATCHMENT — JULY 2021 & BENCHMARKING (JULY 2020-21)

VISITOR CATCHMENT BY POSTCODE
AUGUST 2020 - JULY 2021 (zoomed in)



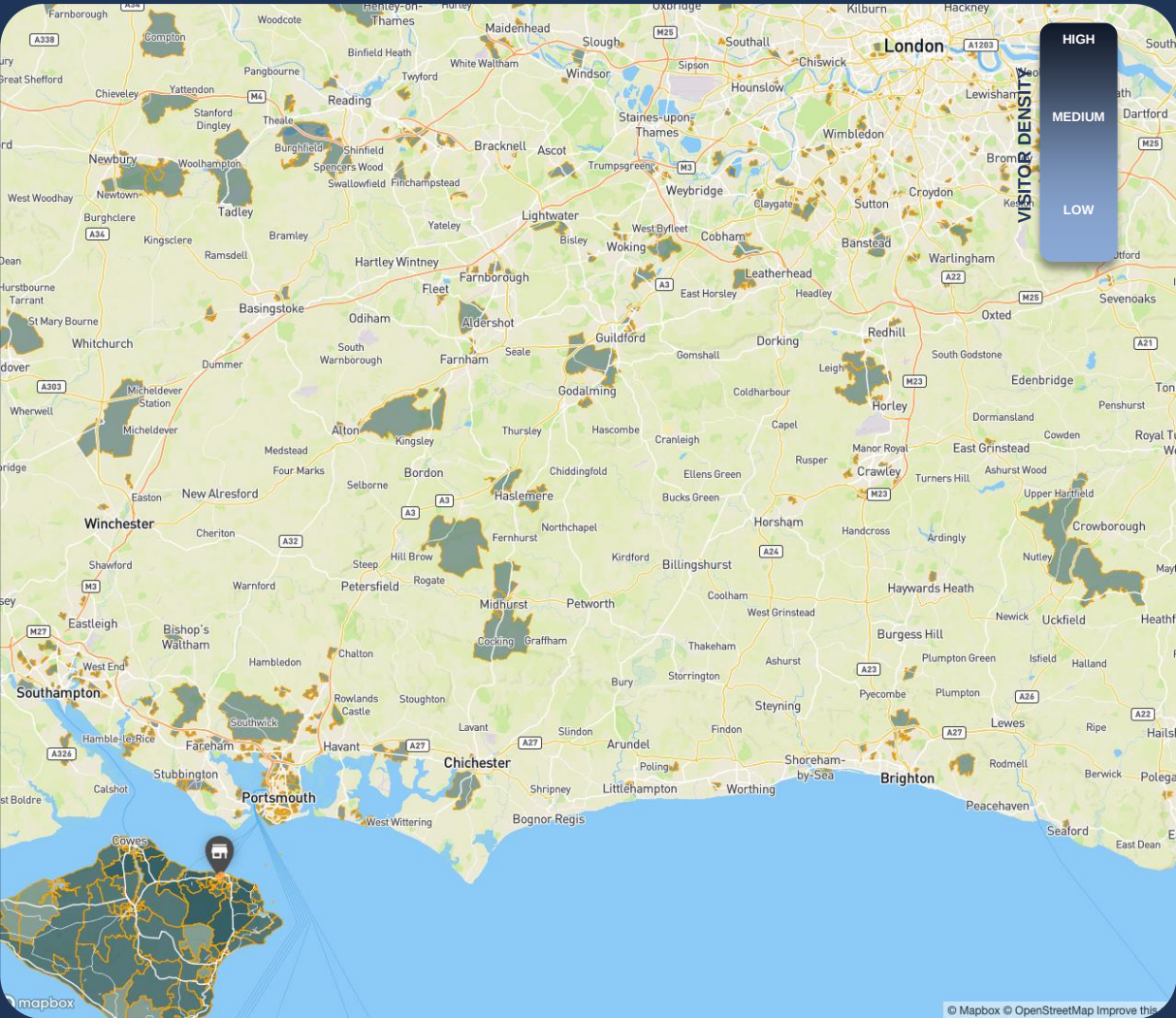
VISITOR CATCHMENT BY POSTCODE
IN JULY 2021 (zoomed in)



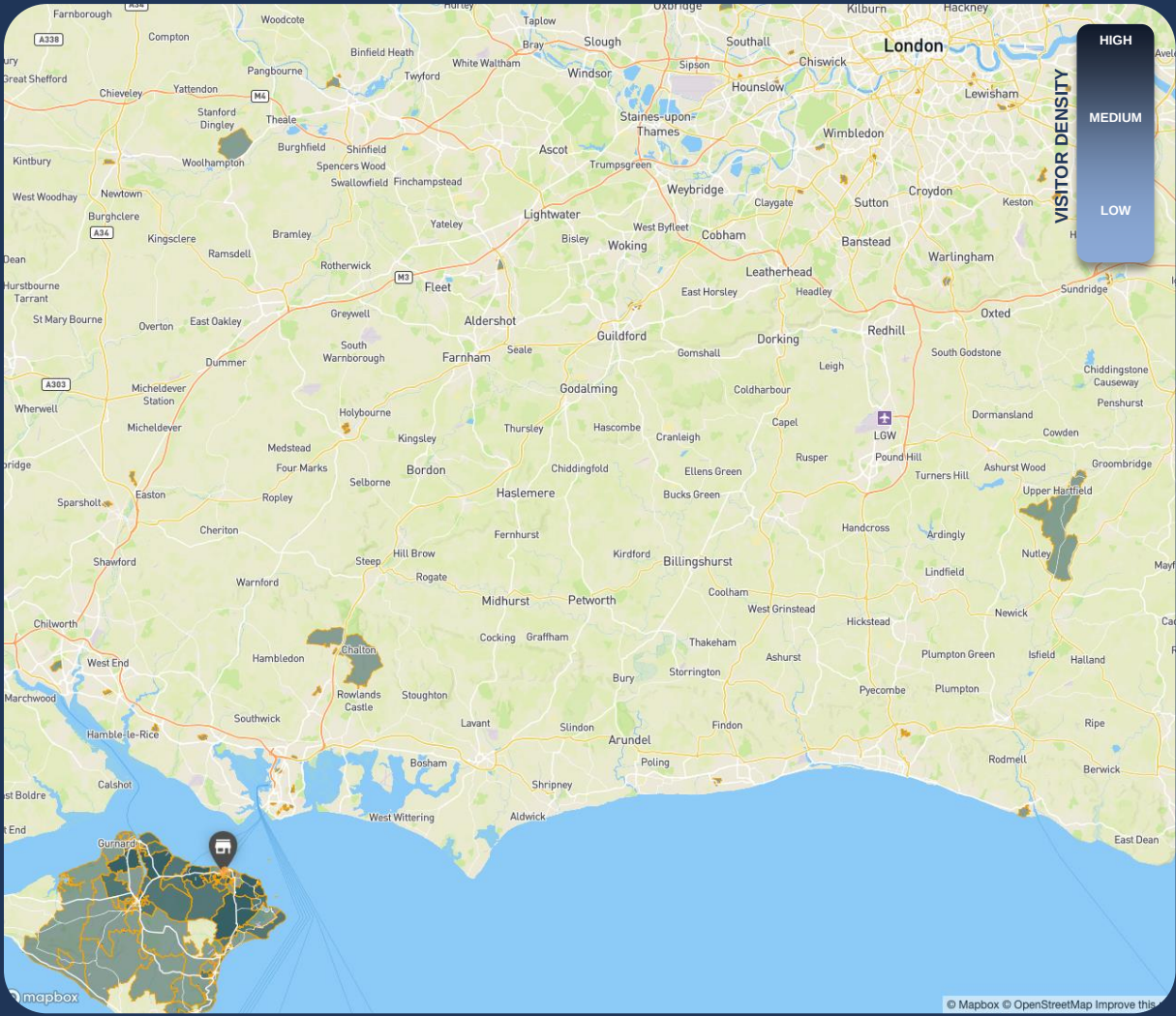
RYDE VISITOR CATCHMENT — JULY 2021 & BENCHMARKING (JULY 2020-21)



VISITOR CATCHMENT BY POSTCODE
AUGUST 2020 – JULY 2021 (zoomed out)

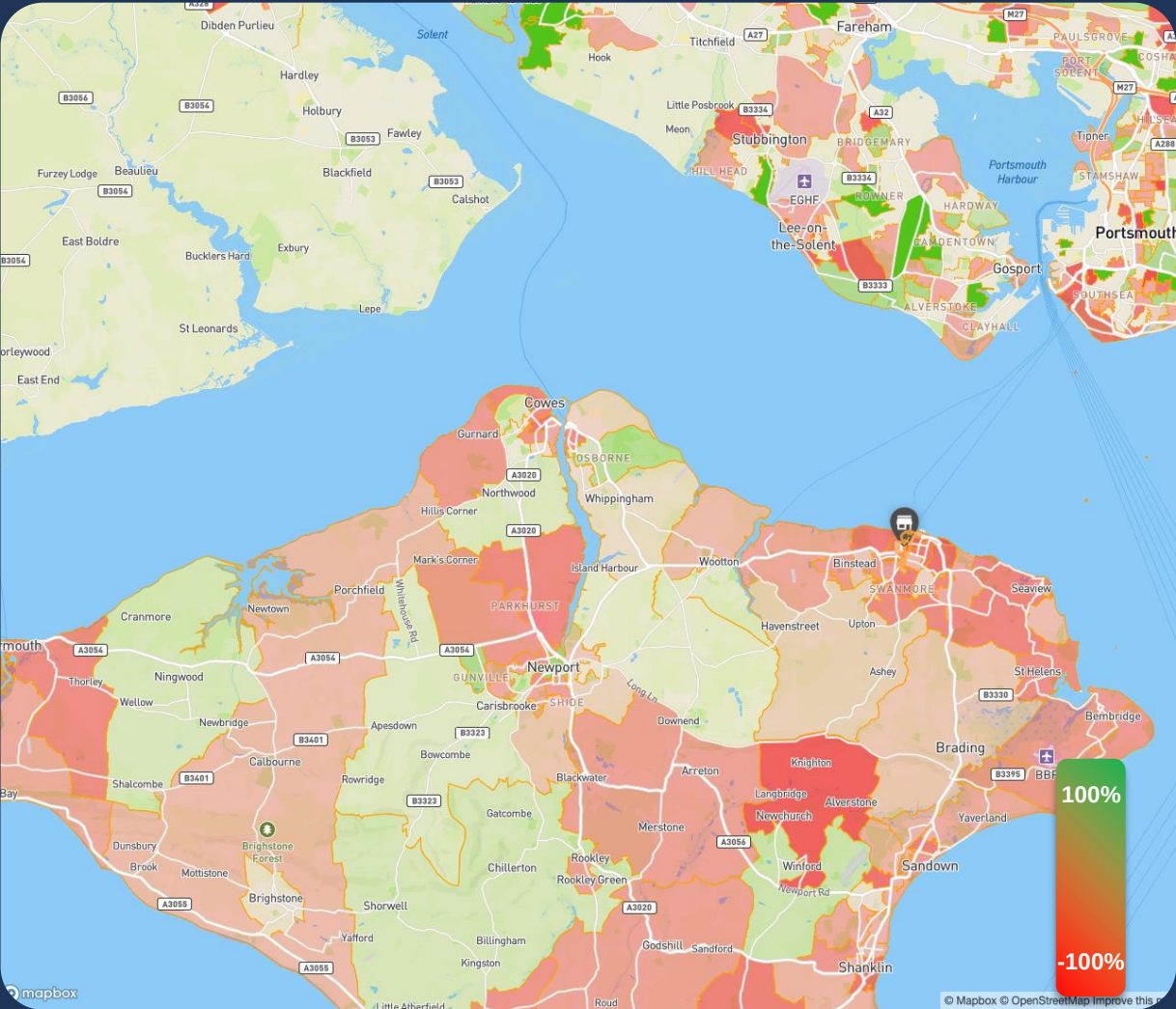


VISITOR CATCHMENT BY POSTCODE
IN JULY 2021 (zoomed out)

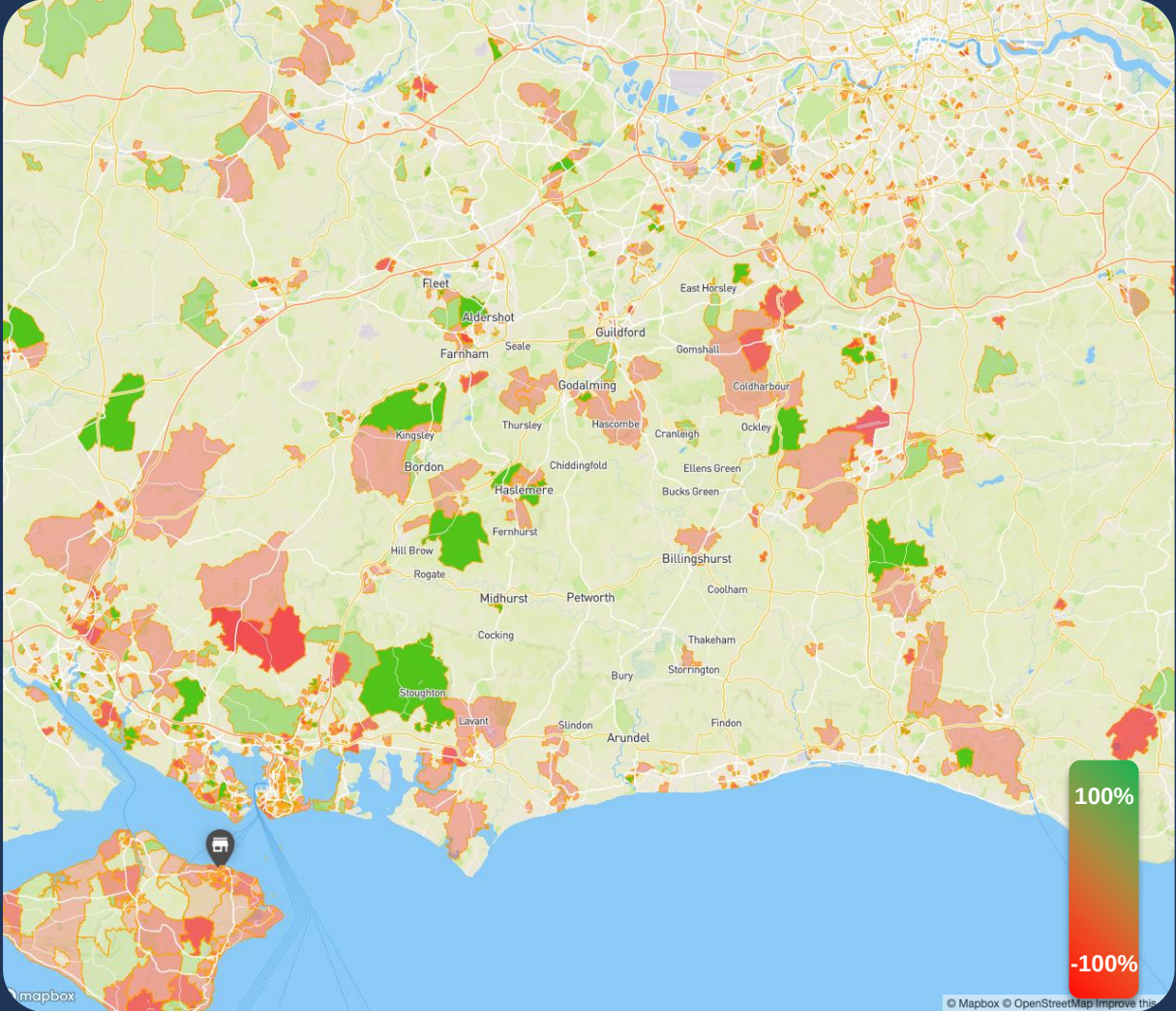


RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (JULY 2020-21)

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

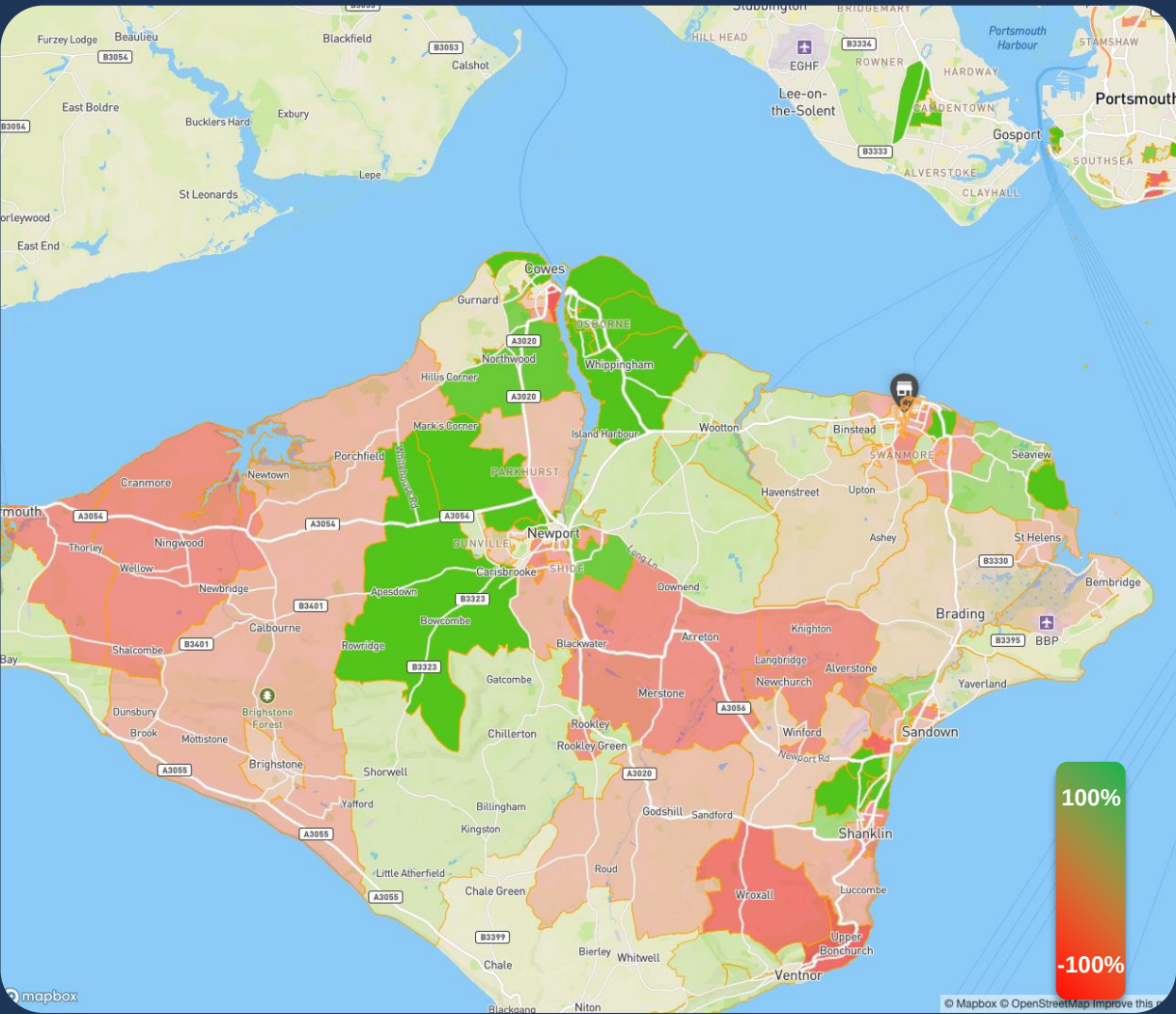


CHANGE IN VISITOR LEVELS
JULY 2020-21 vs JULY 2019-20 (zoomed out)

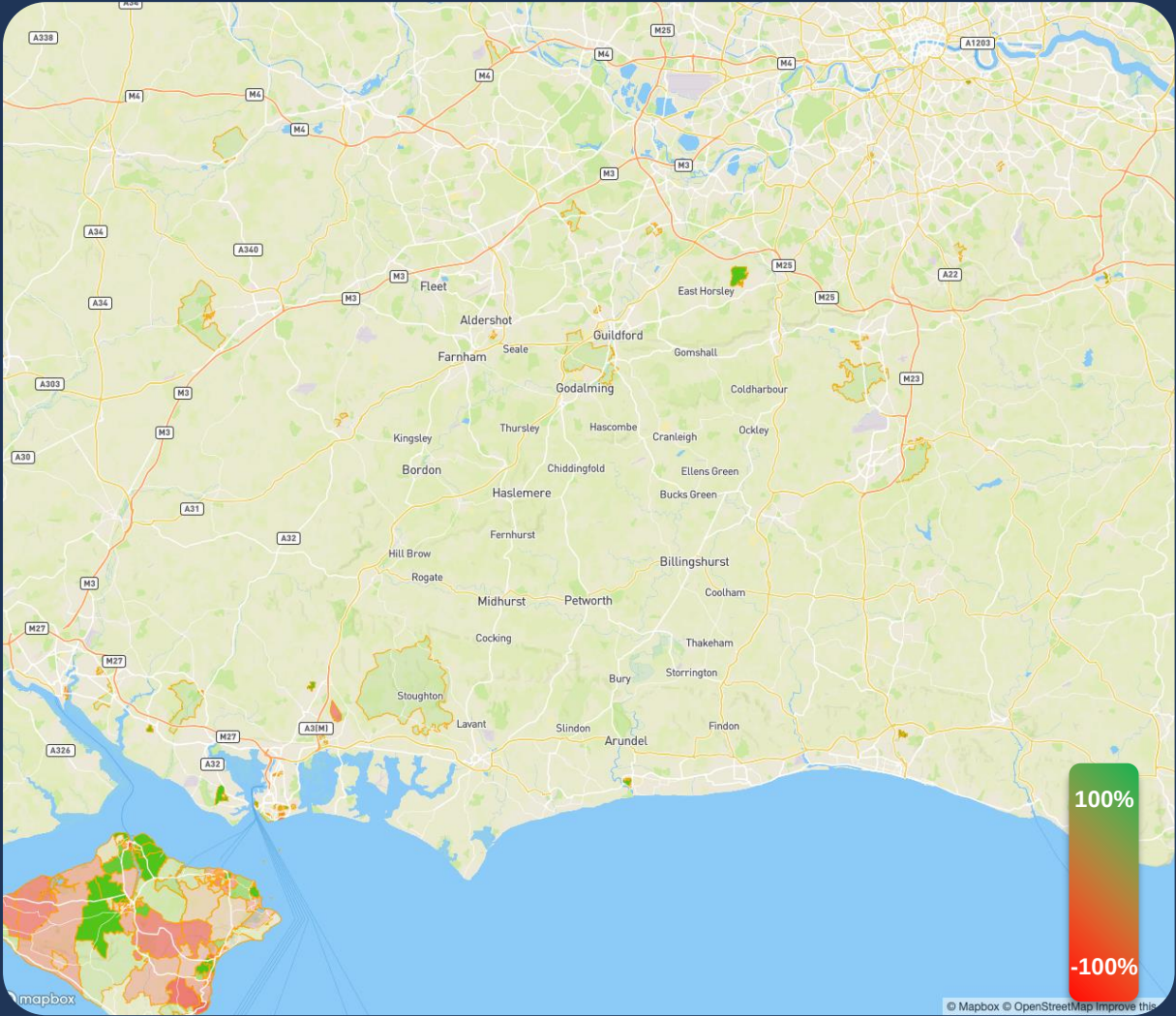


RYDE VISITOR CHANGE BY POSTCODE – JULY 2021 & BENCHMARKING

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

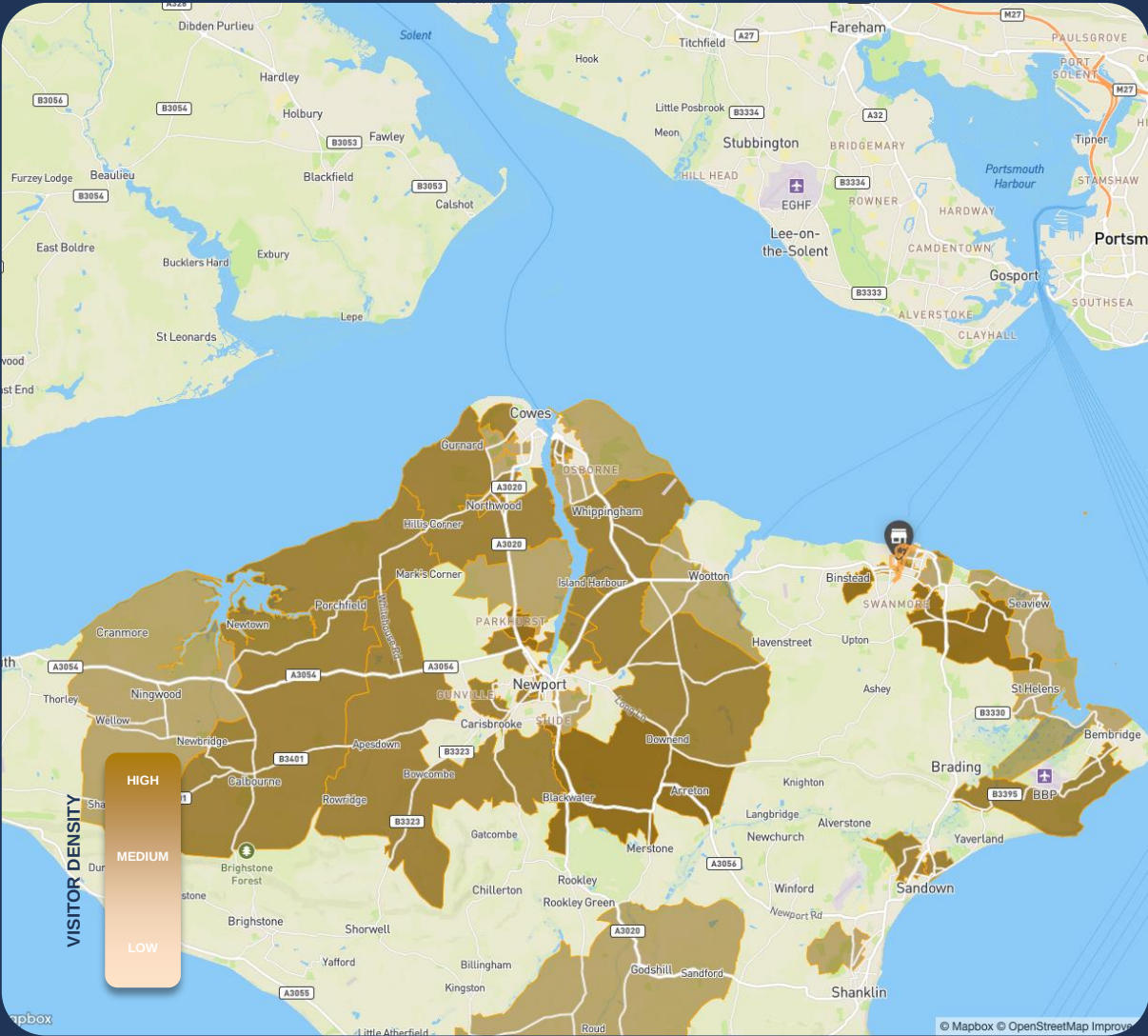


CHANGE IN VISITOR LEVELS
JULY 2021 vs JULY 2020 (zoomed out)

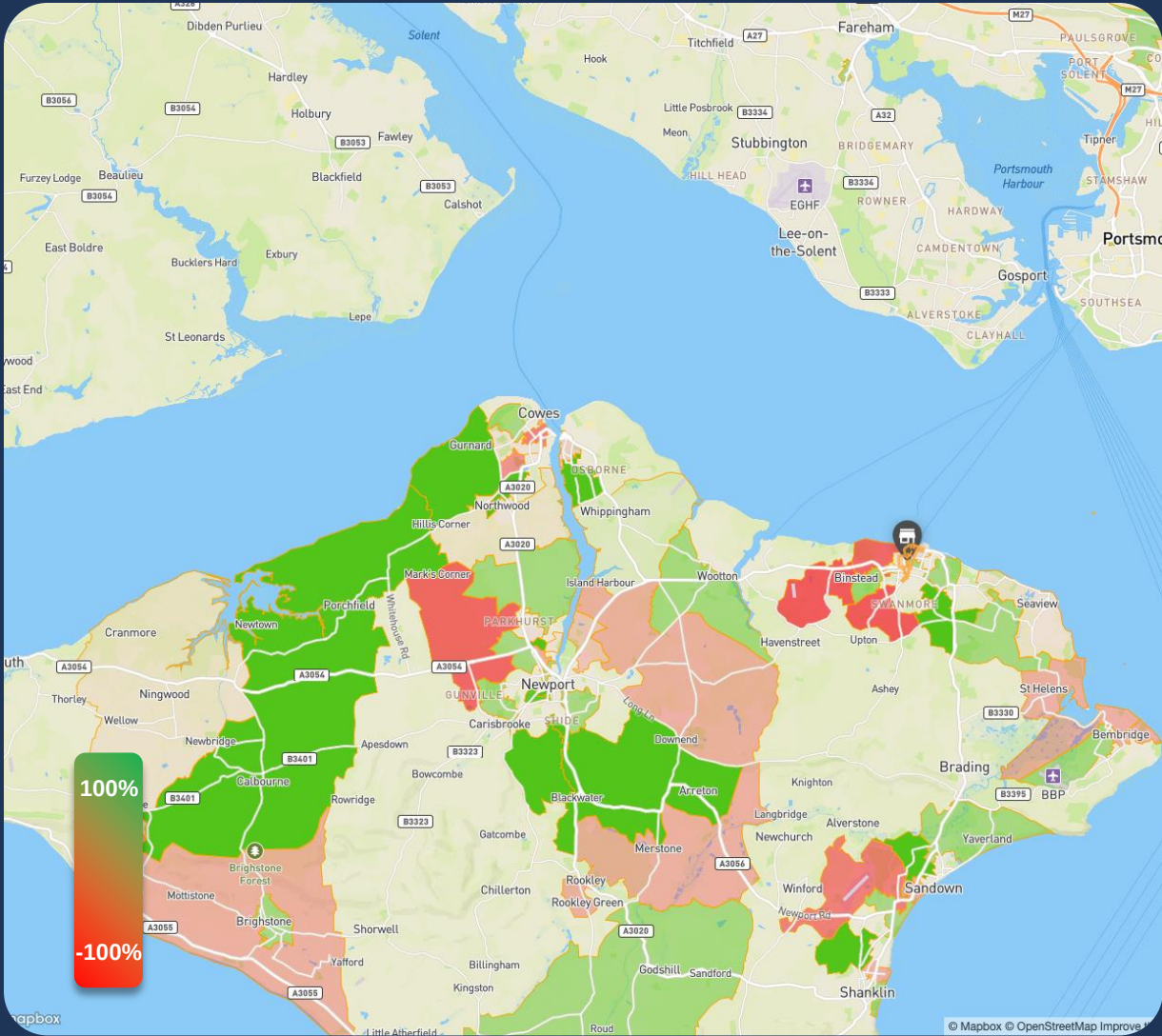


RYDE WORKER CATCHMENT CHANGE — JULY 2021 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE JULY 2021

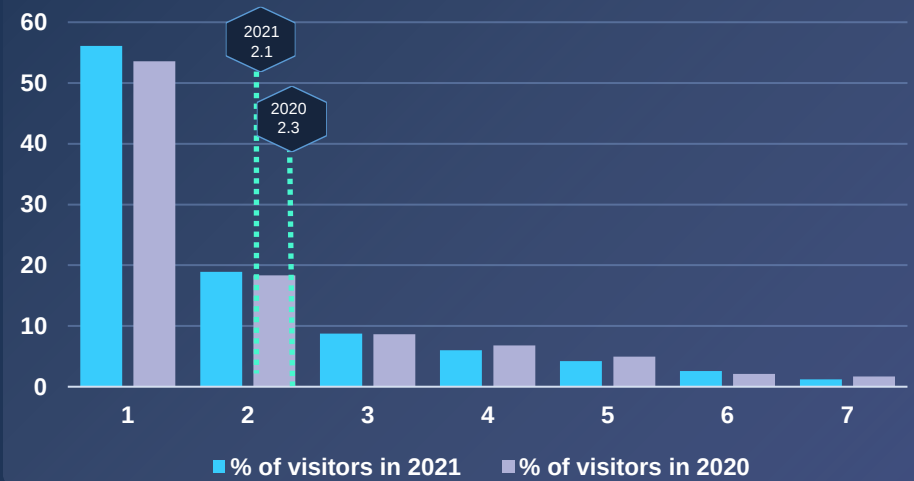


CHANGE IN WORKER CATCHMENT JULY 2021 vs JULY 2020

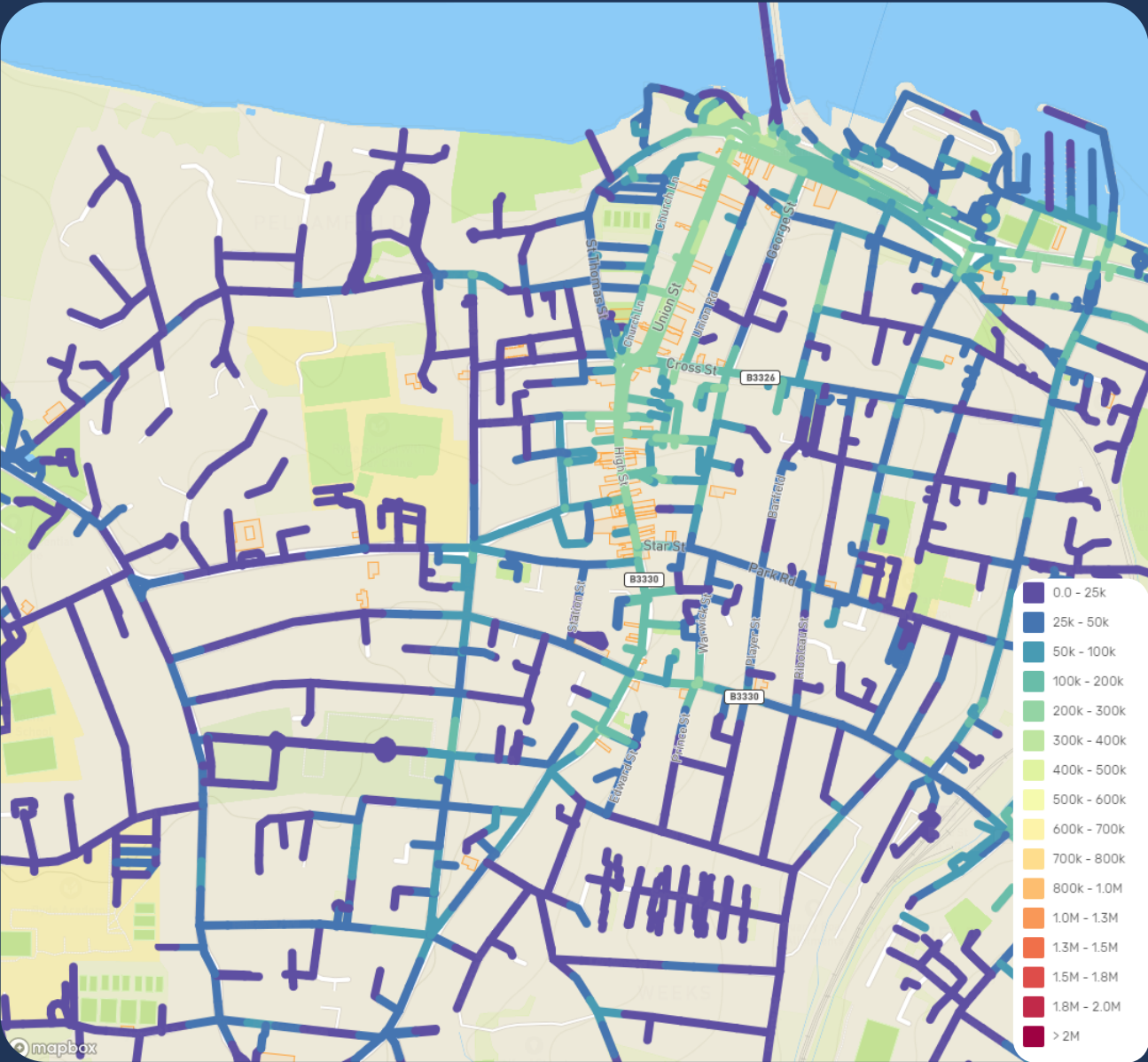
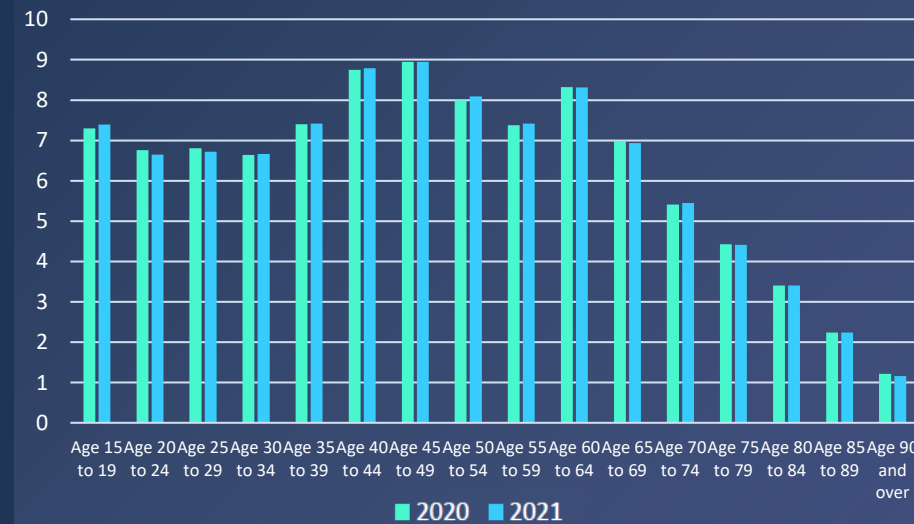


RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (JULY 2020-21)

NUMBER OF PLACES VISITED PER TRIP (%)



RYDE VISITOR AGE RANGE (%)
JULY 2021 VS JULY 2020



RYDE TOWN CENTRE FOOTFALL HEAT MAP JULY 2021

RYDE PEDESTRIAN VISITOR BEHAVIOURS – JULY 2021 & BENCHMARKING

RYDE TOWN CENTRE FOOTFALL HEAT MAP JULY 2021



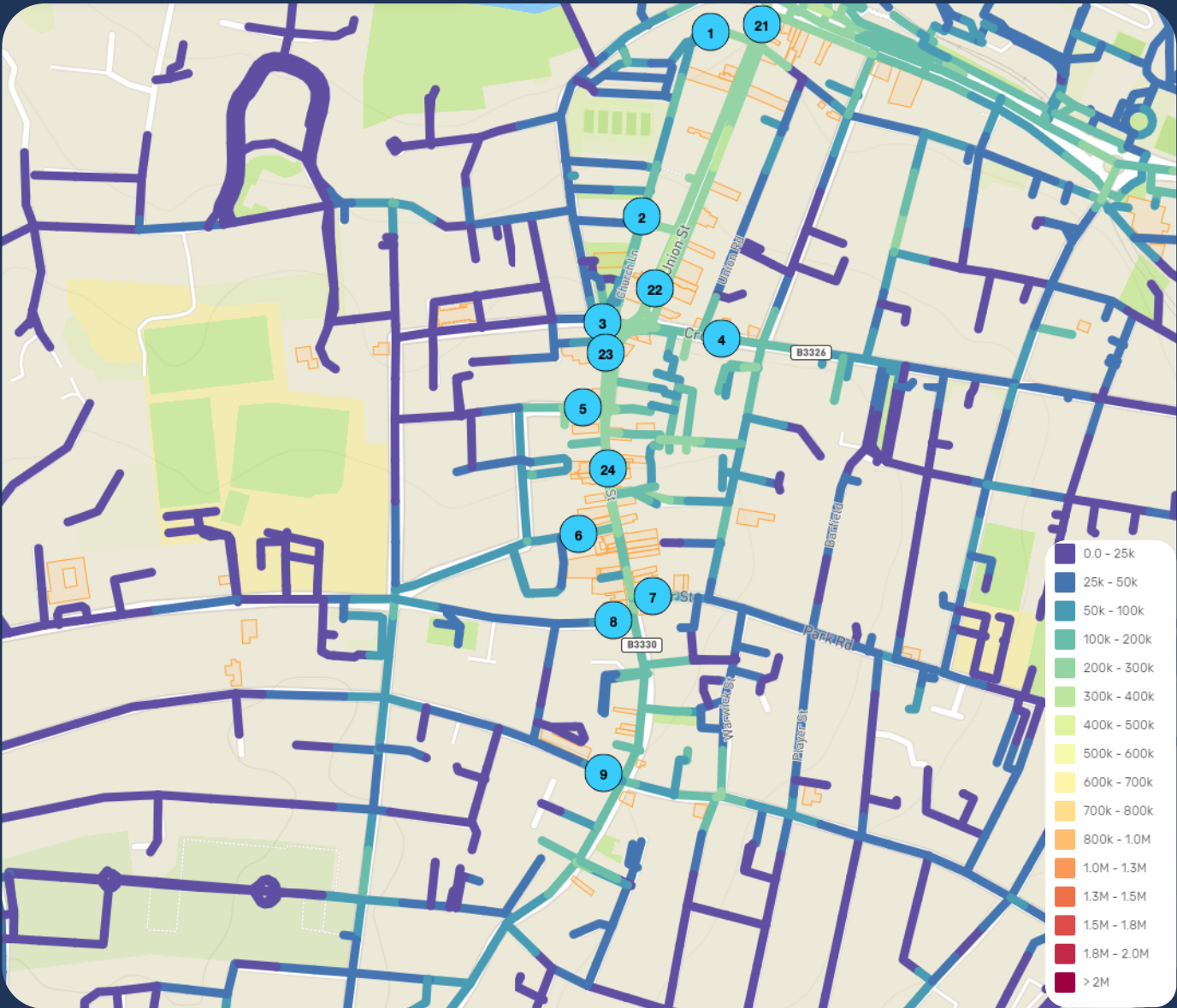
RYDE TOWN CENTRE FOOTFALL HEAT MAP JULY 2020



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



CENTRE FOOTFALL DATA JULY 2021 VS JULY 2020 – ENTRY POINTS



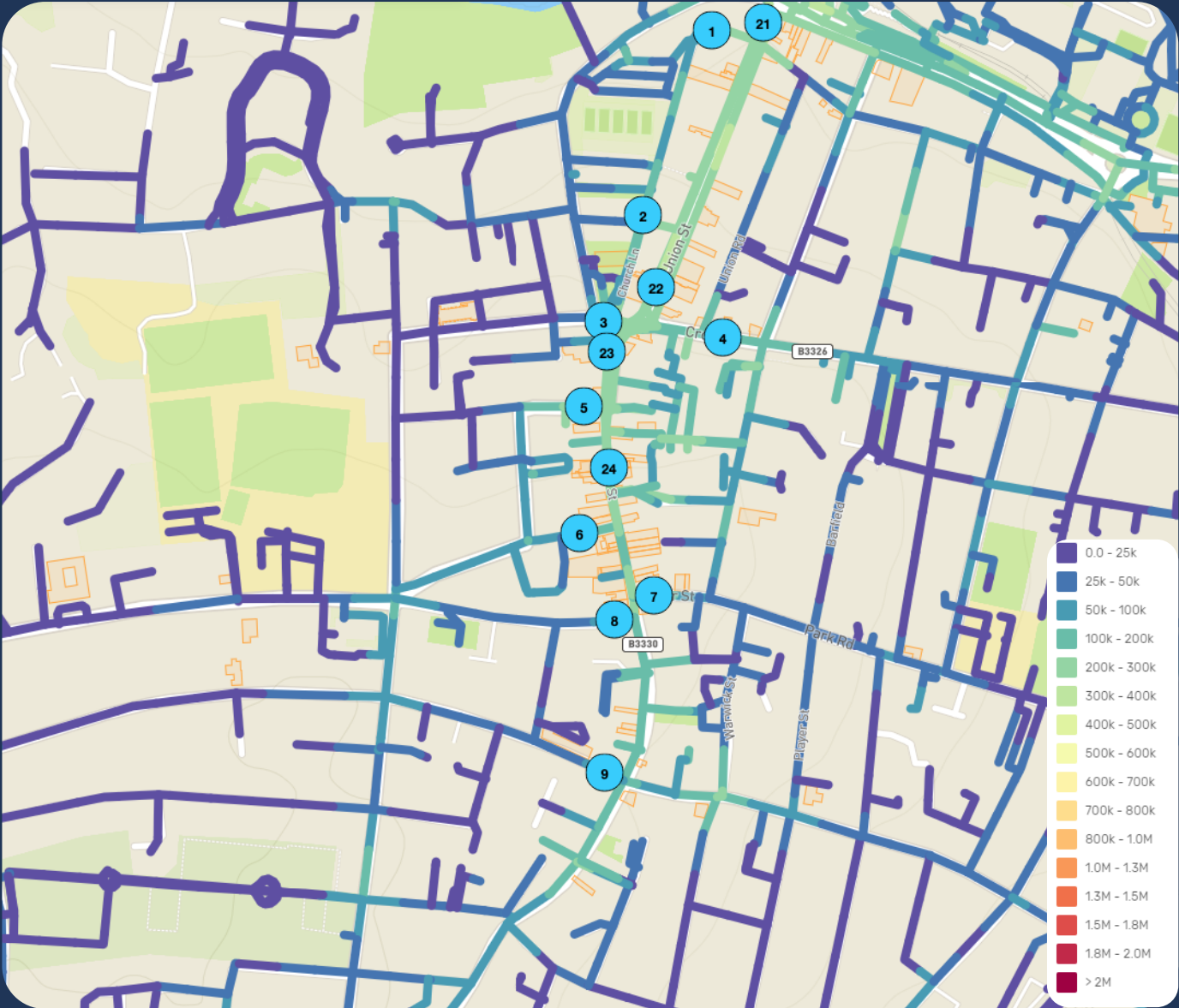
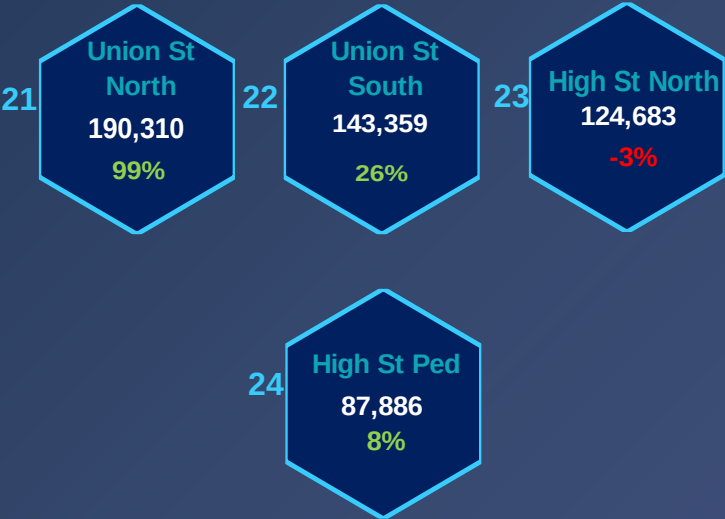
RYDE TOWN CENTRE FOOTFALL HEAT MAP JULY 2021

KEY: PEDESTRIAN NUMBERS JUL Y 2021

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



CENTRE FOOTFALL DATA JULY 2021 VS JULY 2020 – COUNT POINTS



RYDE TOWN CENTRE FOOTFALL HEAT MAP JULY 2021

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



RYDE TOWN SQUARE

TOTAL VISITS

72,422

VISITS JULY 21



AVERAGE DWELL TIME

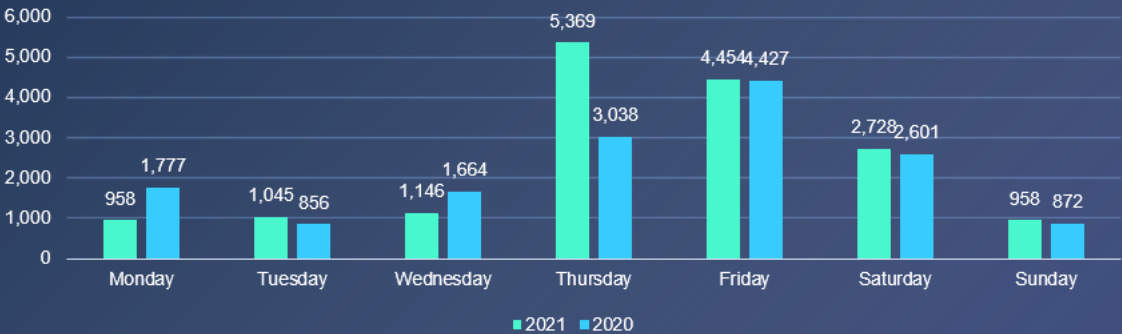
21 MINS

AVERAGE TIME SPENT JULY 21

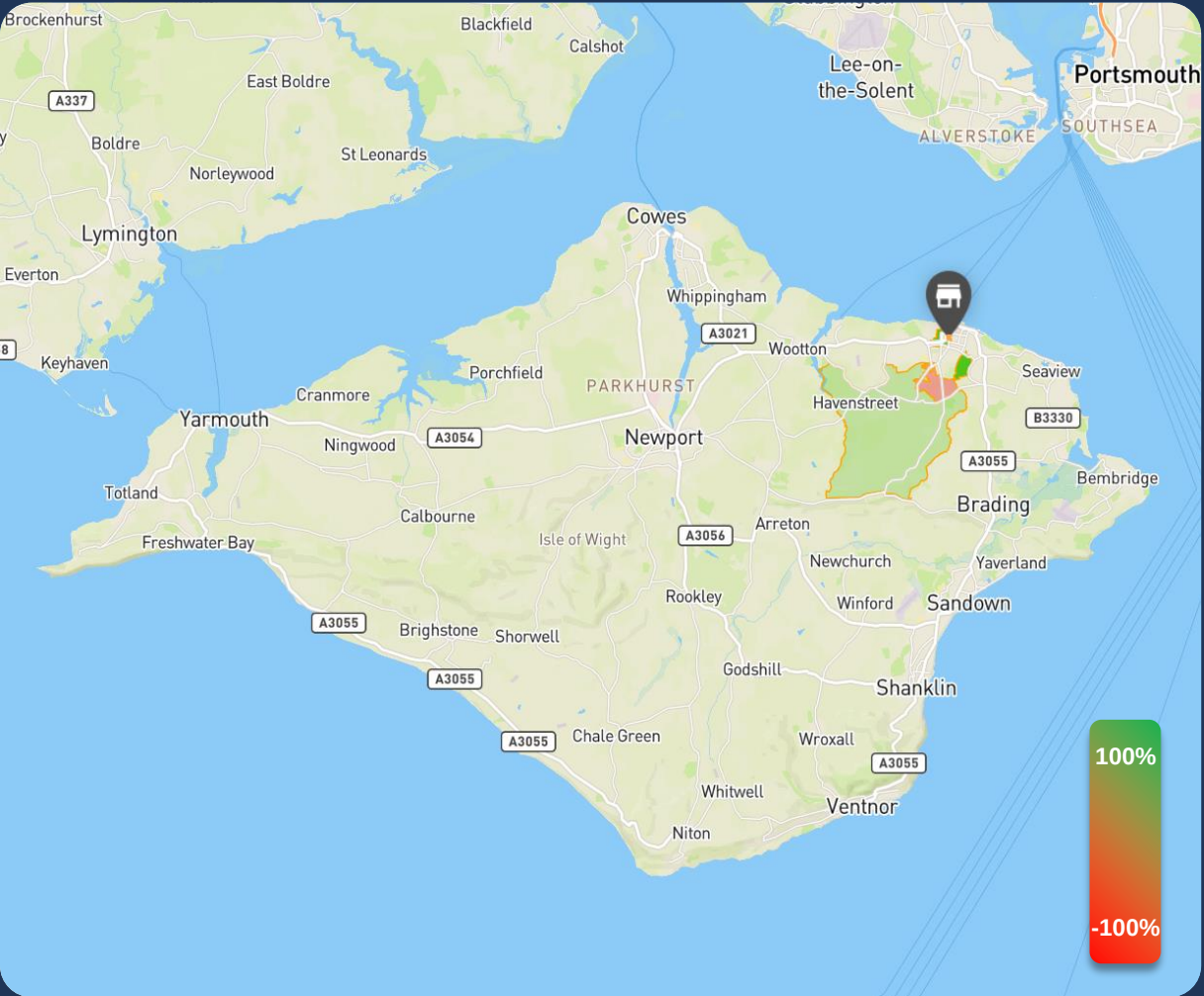
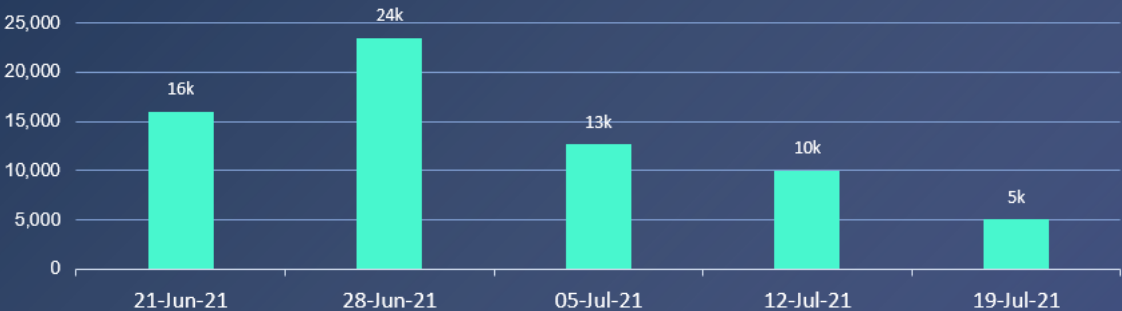


CHANGE IN VISITOR LEVELS JULY 2021 vs JULY 2020

AVERAGE DAILY JULY 2021 VS JULY 2020



WEEKLY VISITS JULY 2021



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



ST THOMAS SQUARE

TOTAL VISITS

83,213

VISITS JULY 21



4.2%

VS JULY 2020



AVERAGE DWELL TIME

82 MINS

AVERAGE TIME SPENT JULY 21



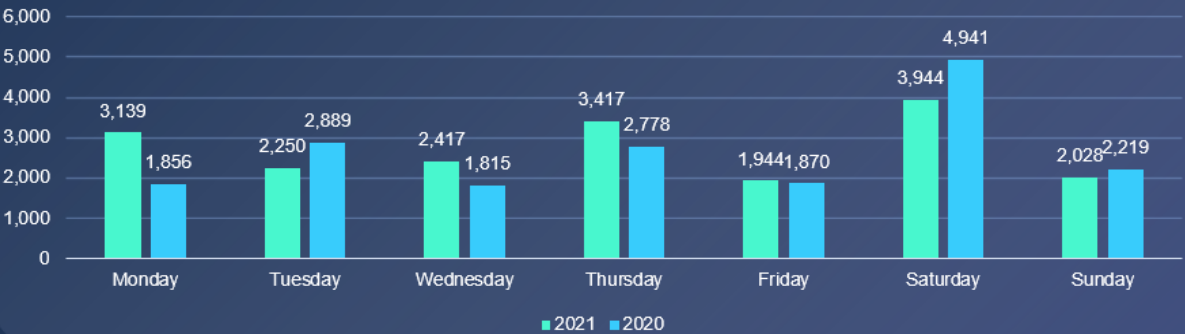
127 MINS

VS JULY 2020

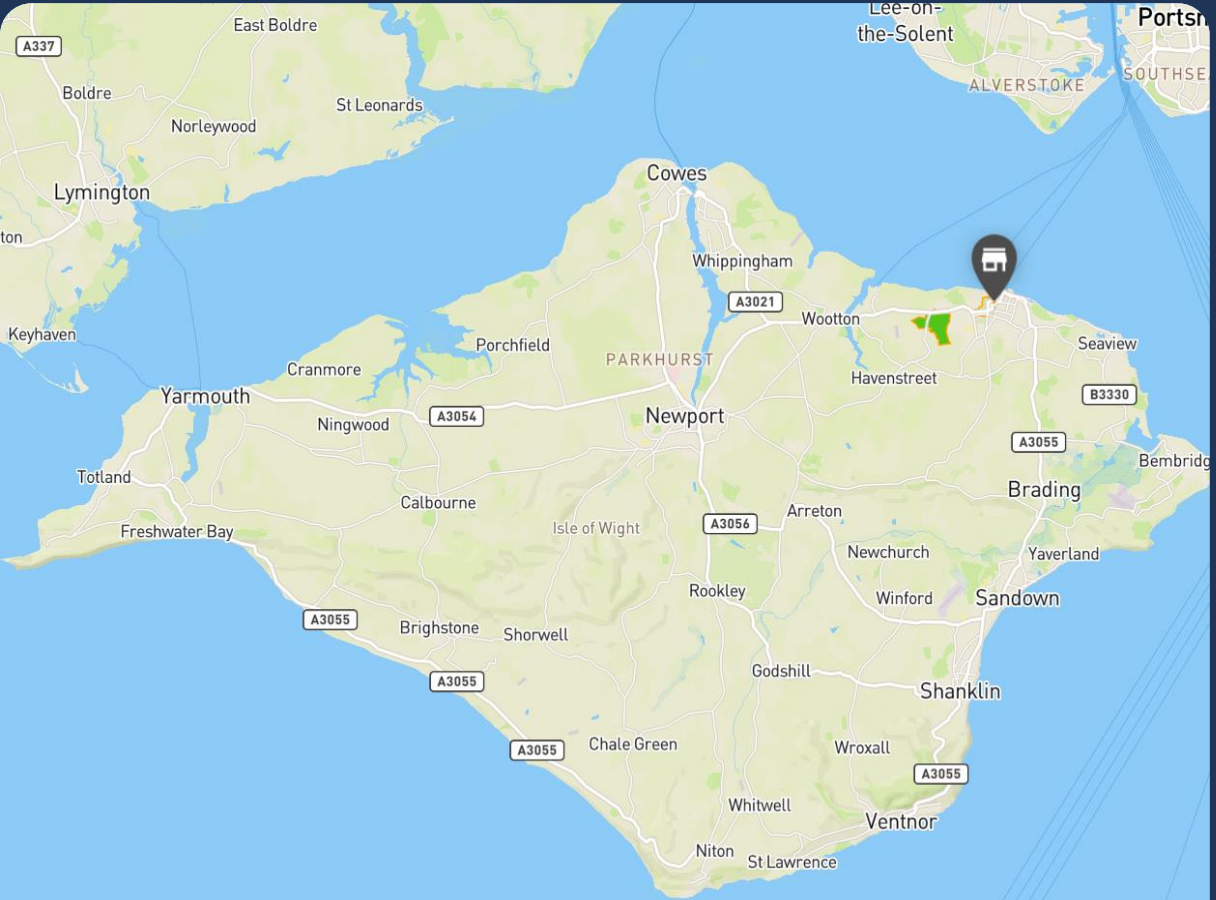
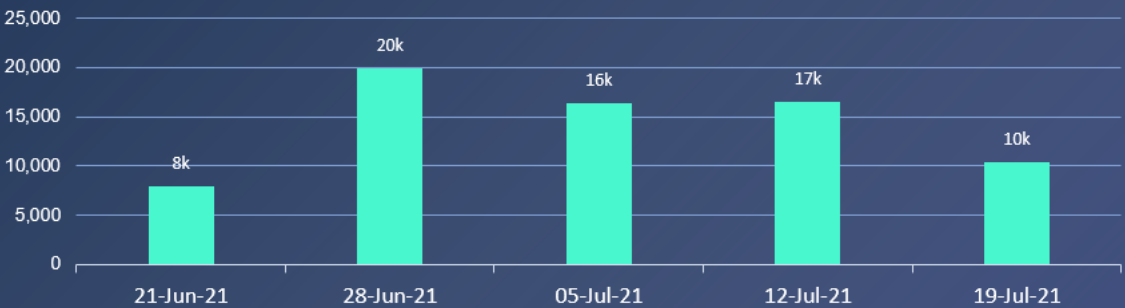


CHANGE IN VISITOR LEVELS JULY 2021 vs JULY 2020

AVERAGE DAILY JULY 2021 VS JULY 2020



WEEKLY VISITS JULY 2021



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

MINGHELLA SQUARE

TOTAL VISITS

64,629

VISITS JULY 21

15.9%
VS JULY 2020



AVERAGE DWELL TIME

23 MINS

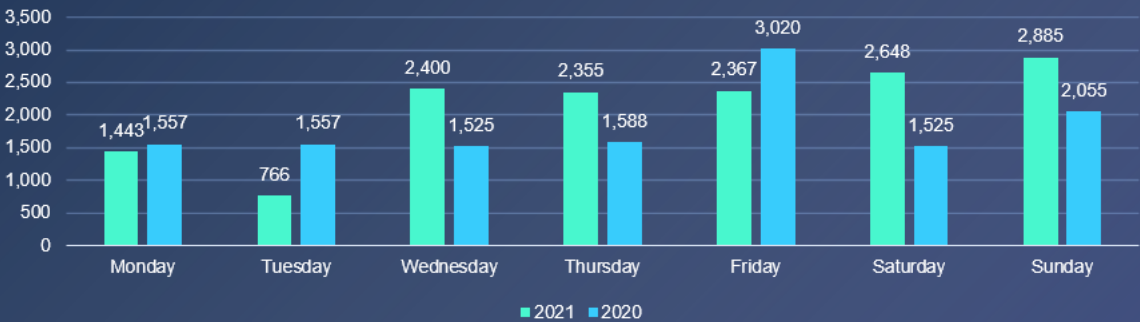
AVERAGE TIME SPENT JULY 21

26 MINS
VS JULY 2020



CHANGE IN VISITOR LEVELS JULY 2021 vs JULY 2020

AVERAGE DAILY JULY 2021 VS JULY 2020



WEEKLY VISITS JULY 2021

