

VISITOR INSIGHTS

BASELINE REPORT

Ryde, Isle of Wight

June 2021

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



VISITOR | INSIGHTS

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



TOTAL VISITS



717,512

VISITS TO THE HIGH STREET



71%

Y/O/Y CHANGE
* This compares to an average national benchmark of +85.0%



1%

M/O/M CHANGE



AVERAGE DWELL TIME



156 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



5%

Y/O/Y CHANGE



5%

M/O/M CHANGE



PLACES VISITED



2.1

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.1

PLACES VISITED



2.1

PLACES VISITED



POPULAR VISIT DAY



WEDNESDAY

31k AVERAGE VISITS ON FRIDAY IN JUNE



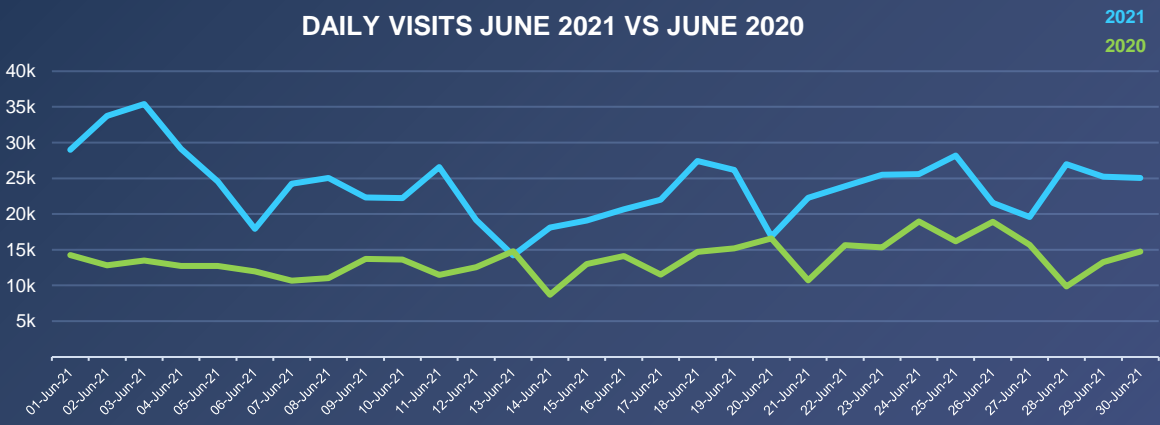
TUESDAY



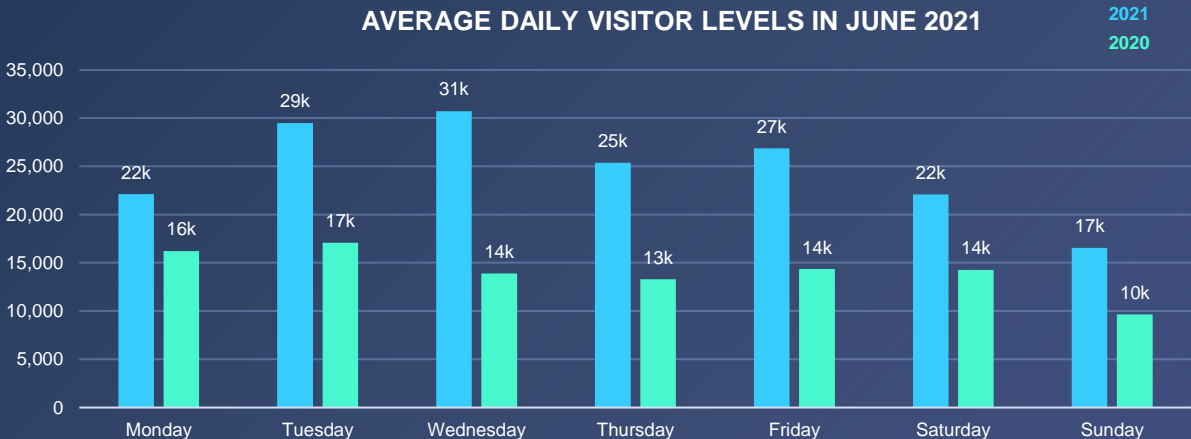
SATURDAY



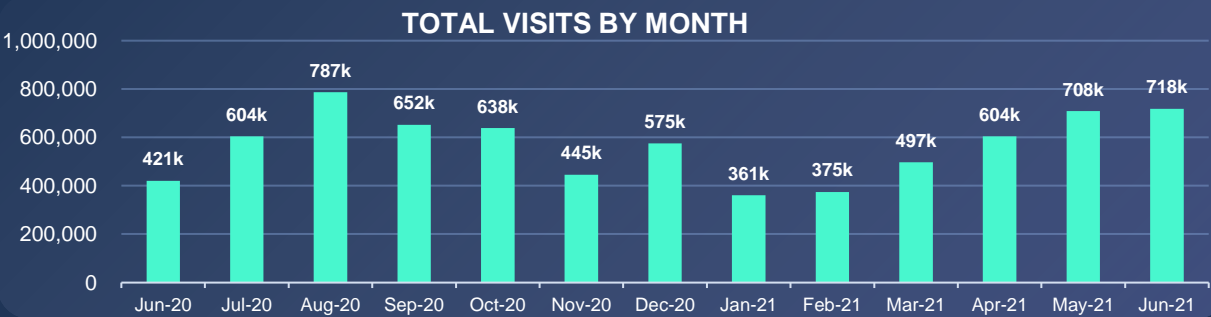
DAILY VISITS JUNE 2021 VS JUNE 2020



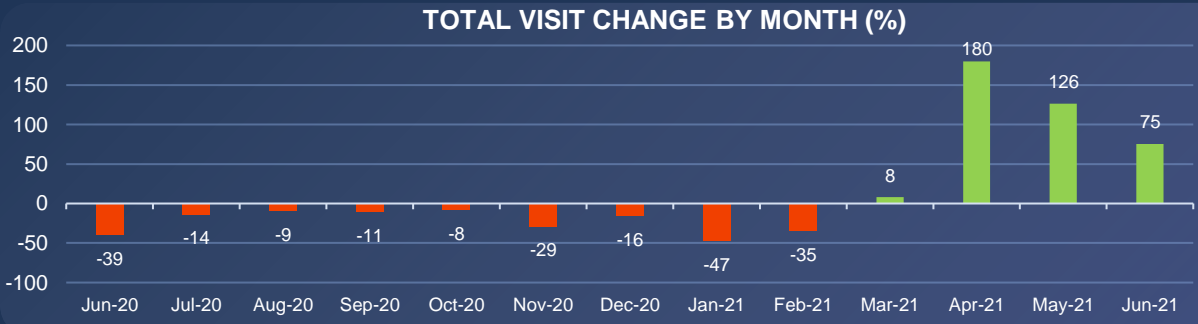
AVERAGE DAILY VISITOR LEVELS IN JUNE 2021



TOTAL VISITS BY MONTH



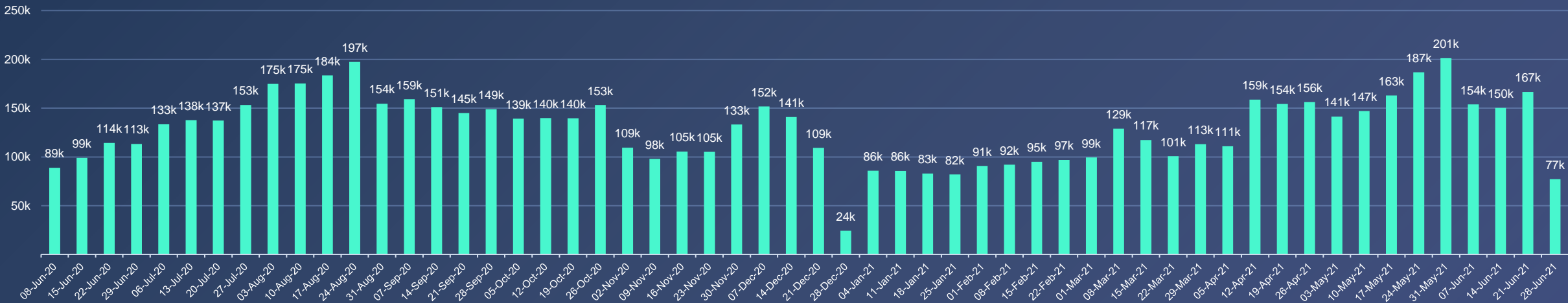
TOTAL VISIT CHANGE BY MONTH (%)



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



WEEKLY FOOTFALL



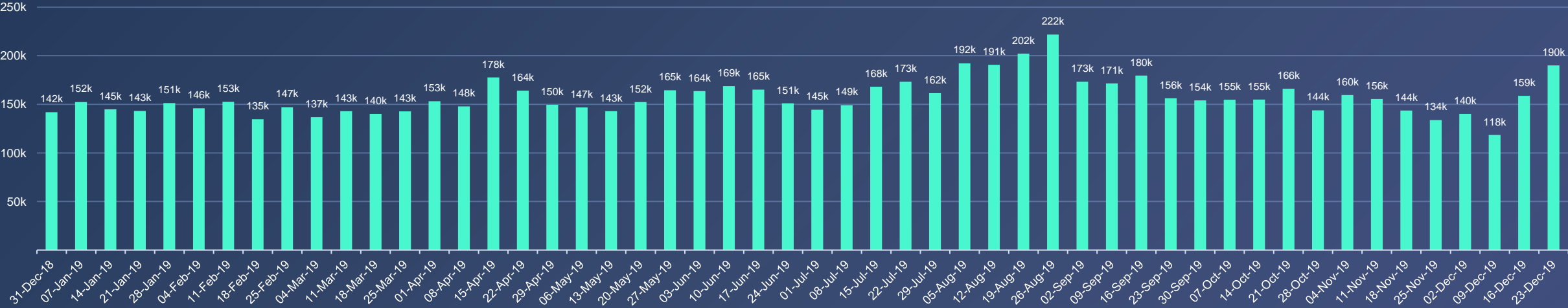
AVERAGE VISITS BY HOUR



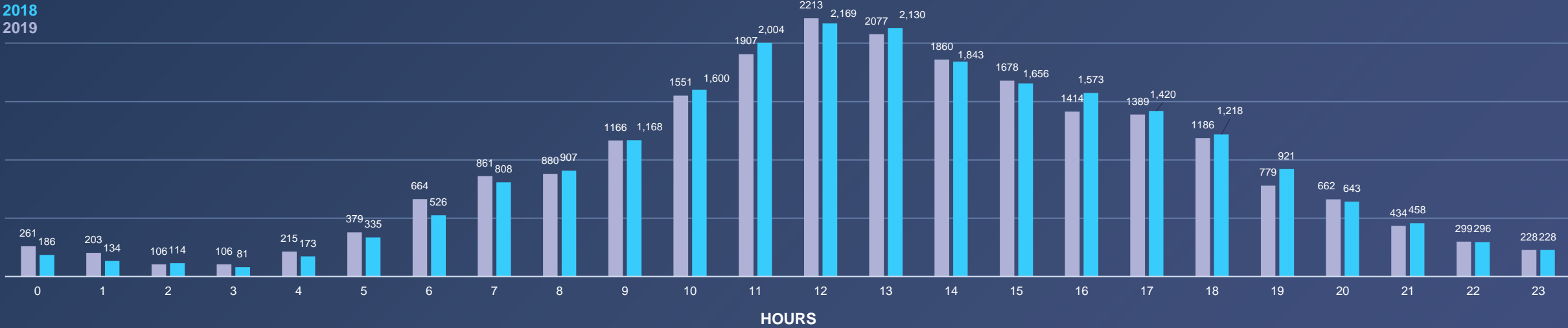
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



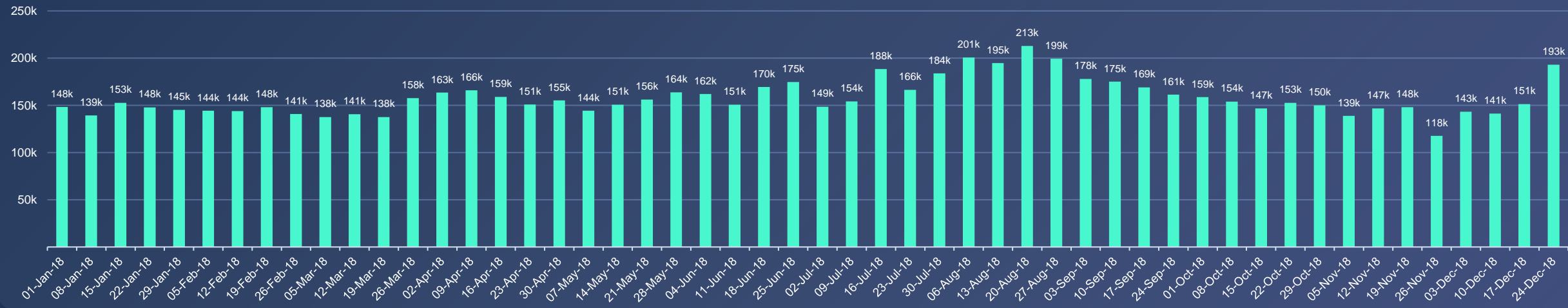
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



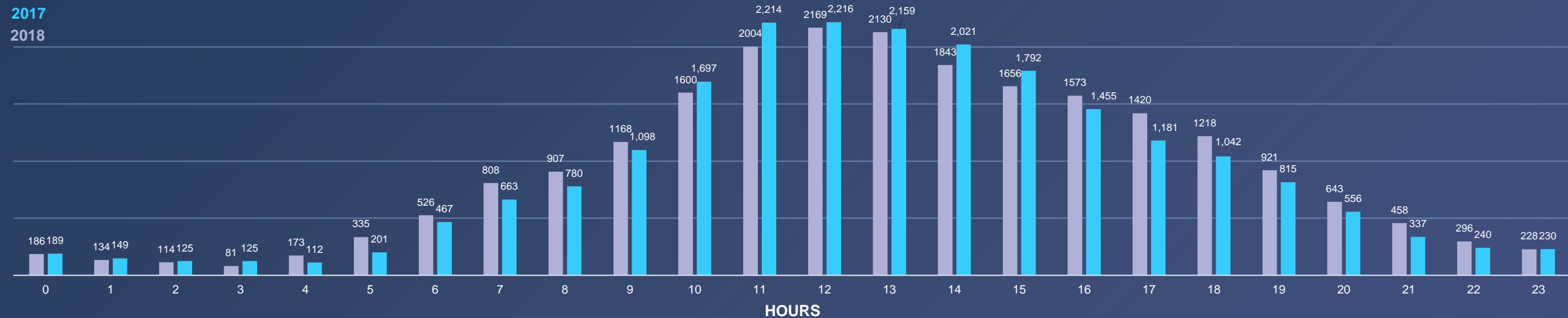
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



7,383,217

VISITS TO THE HIGH STREET
JUNE 20 - JUNE 21

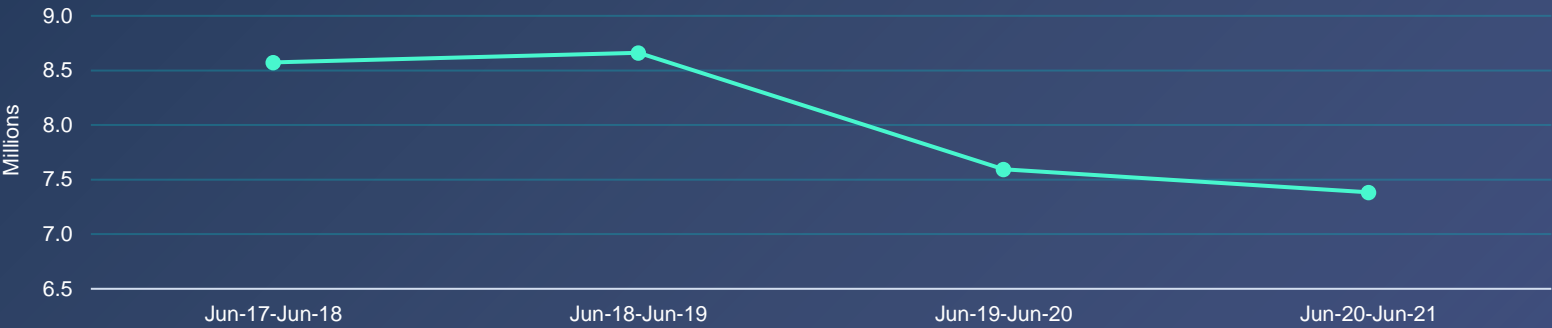


-14%

4 YEAR CHANGE



FOOTFALL



AVERAGE DWELL TIME



145MINS

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

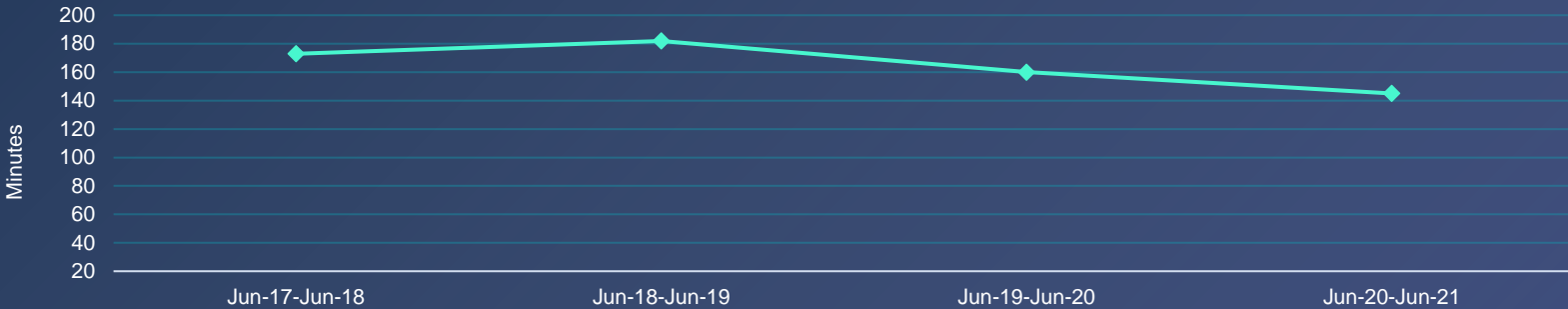


-16%

4 YEAR CHANGE



DWELL TIME



PLACES VISITED



2.1

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

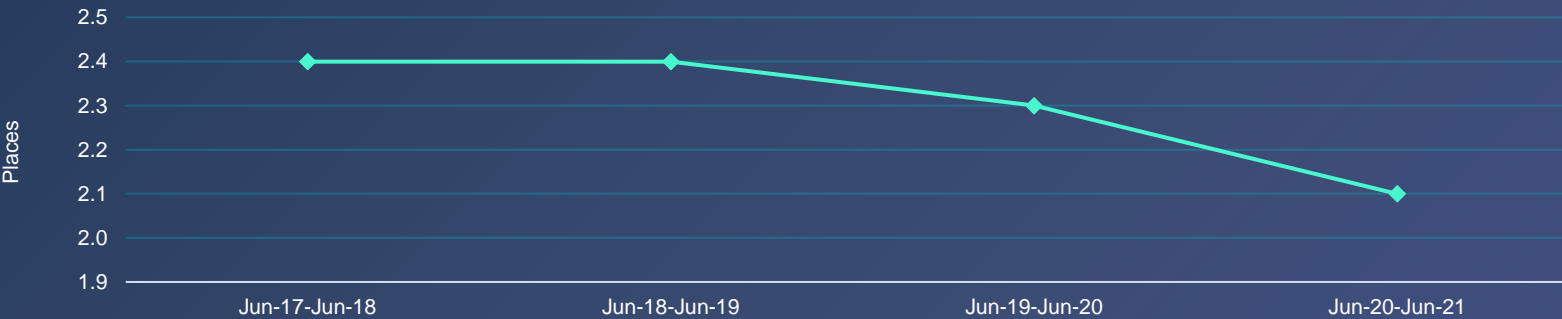


-13%

4 YEAR CHANGE

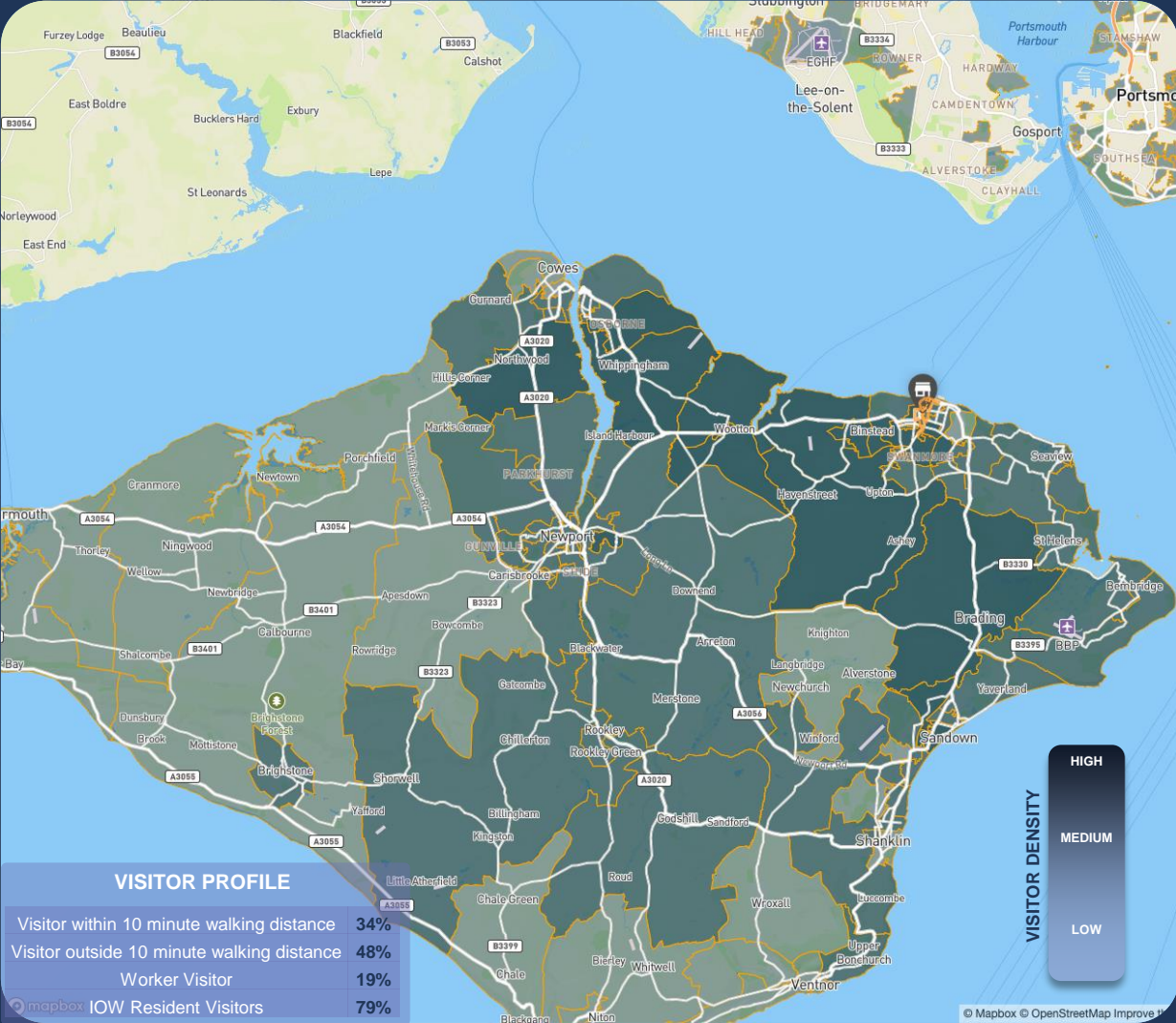


PLACES VISITED

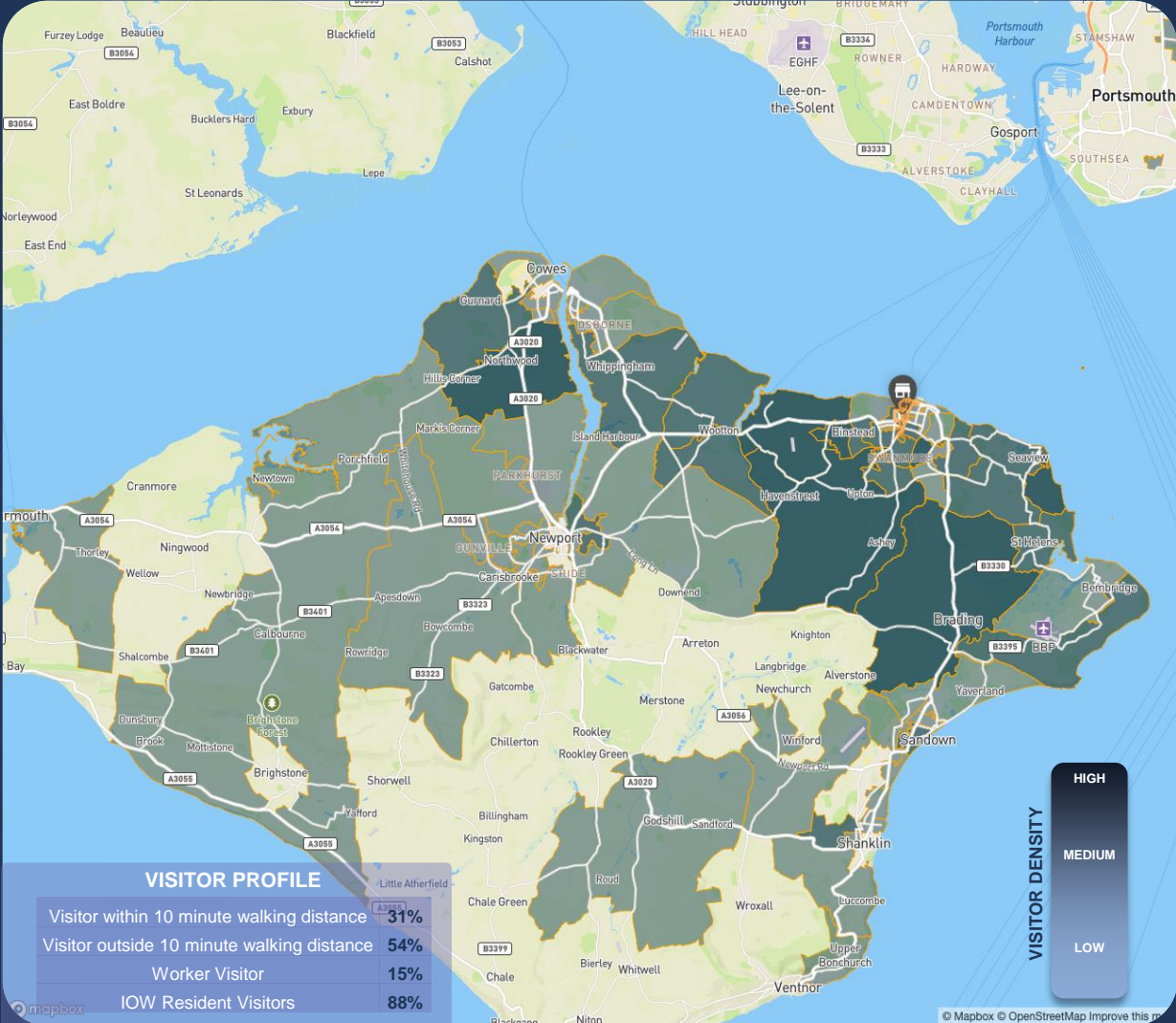


RYDE VISITOR CATCHMENT — JUNE 2021 & BENCHMARKING (JUNE 2020-21)

VISITOR CATCHMENT BY POSTCODE
JUNE 2020 - JUNE 2021 (zoomed in)

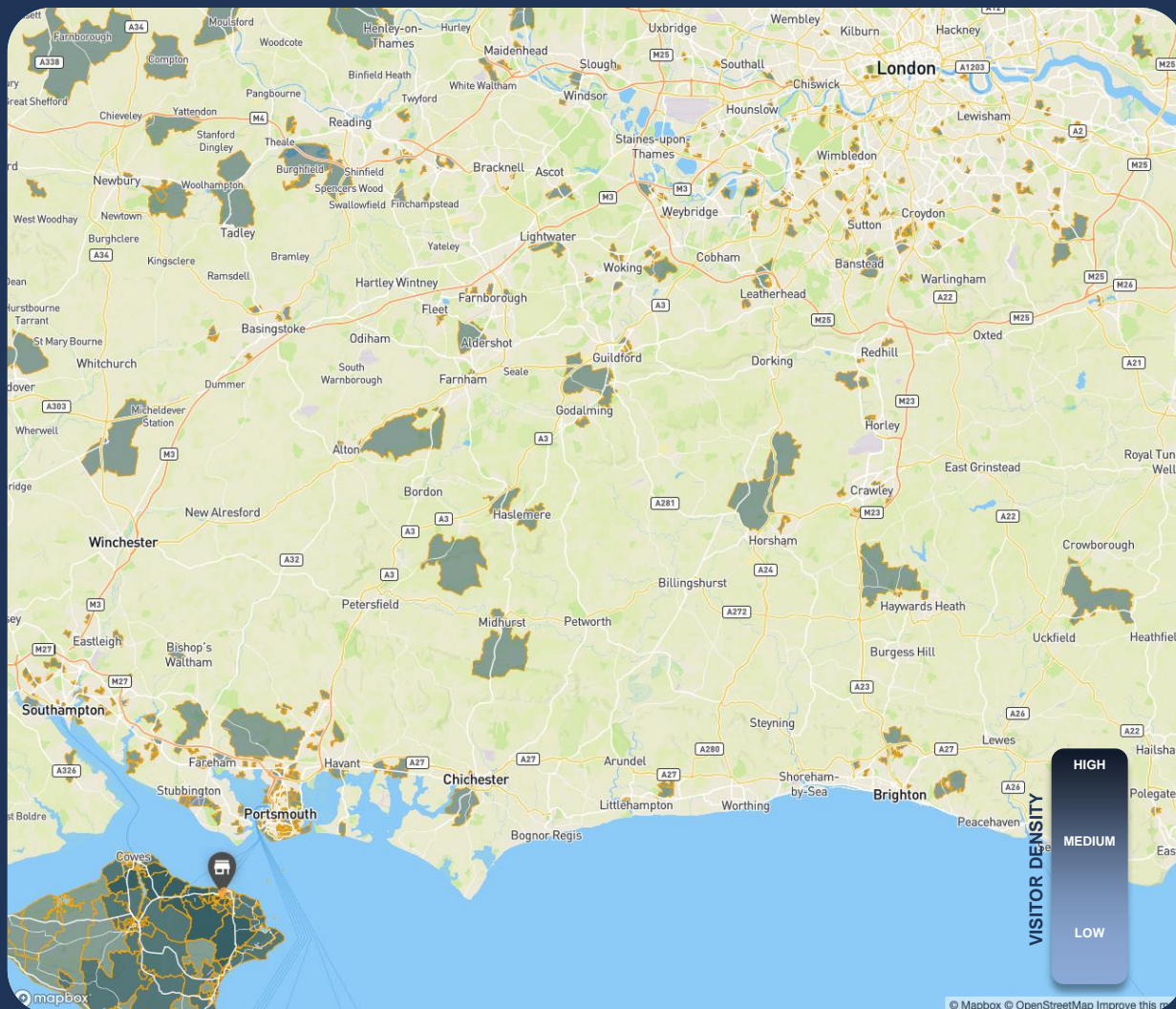


VISITOR CATCHMENT BY POSTCODE
IN JUNE 2021 (zoomed in)

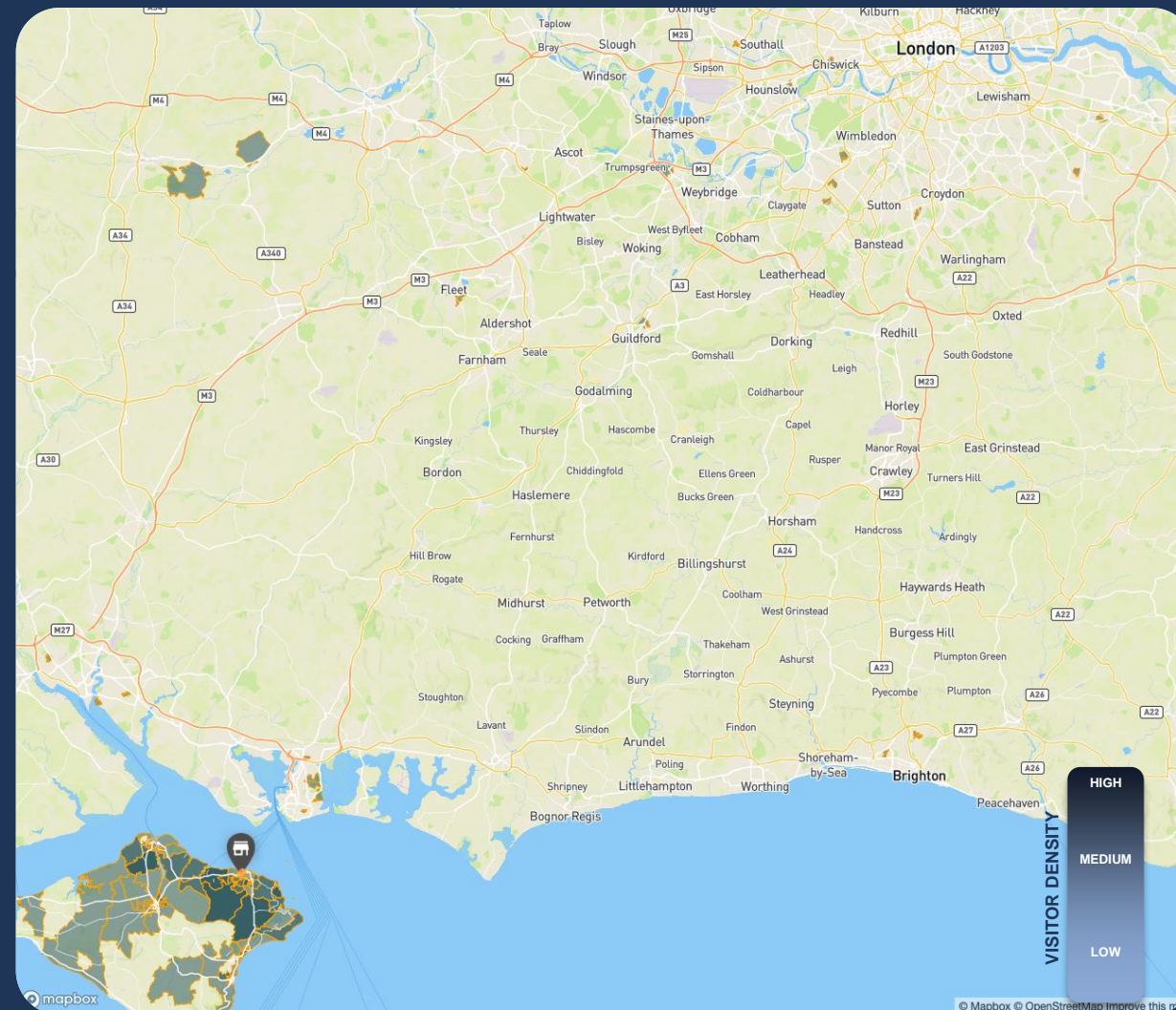


RYDE VISITOR CATCHMENT — JUNE 2021 & BENCHMARKING (JUNE 2020-21)

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

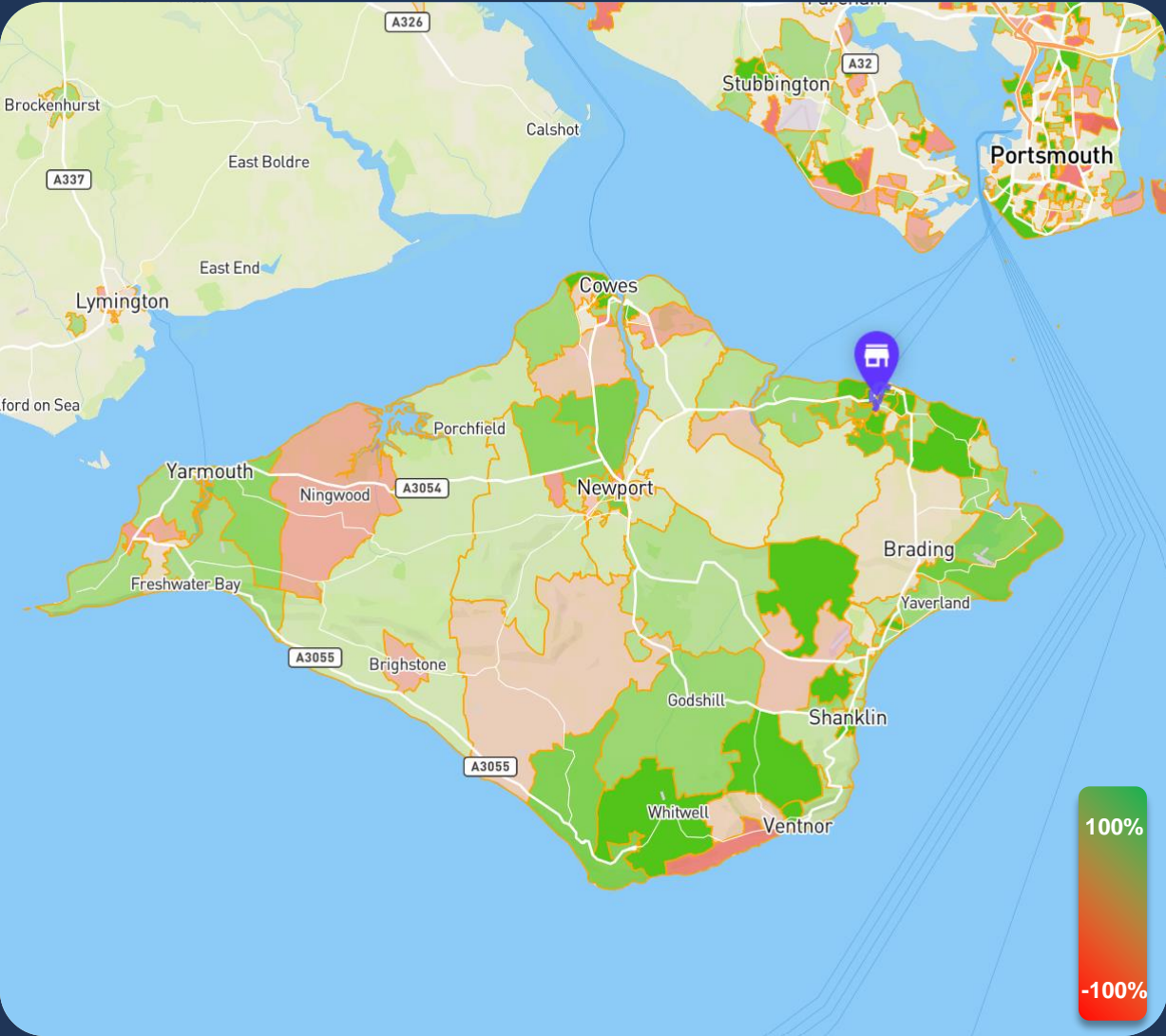


VISITOR CATCHMENT BY POSTCODE IN JUNE 2021 (zoomed out)

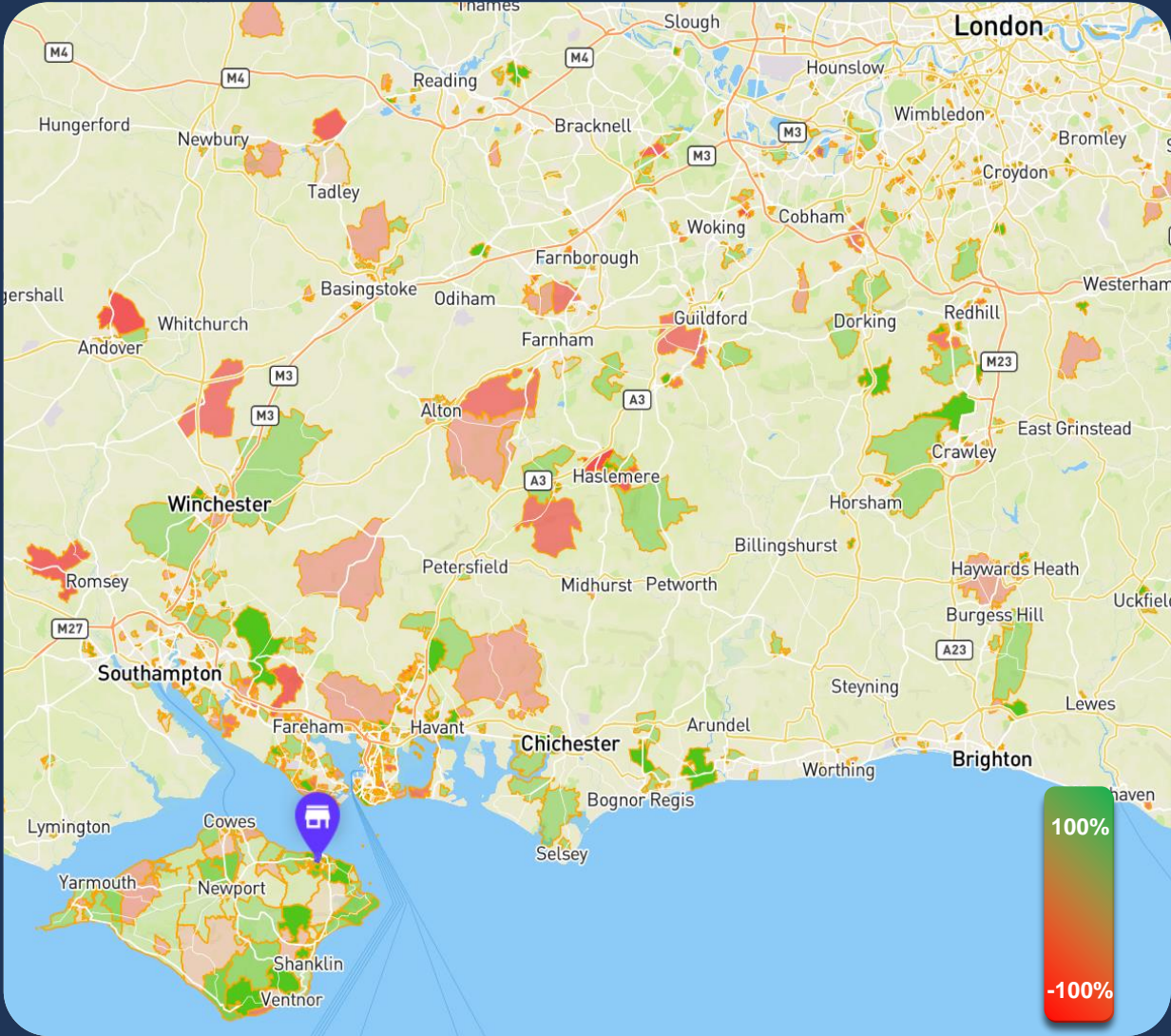


RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (JUNE 2020-21)

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

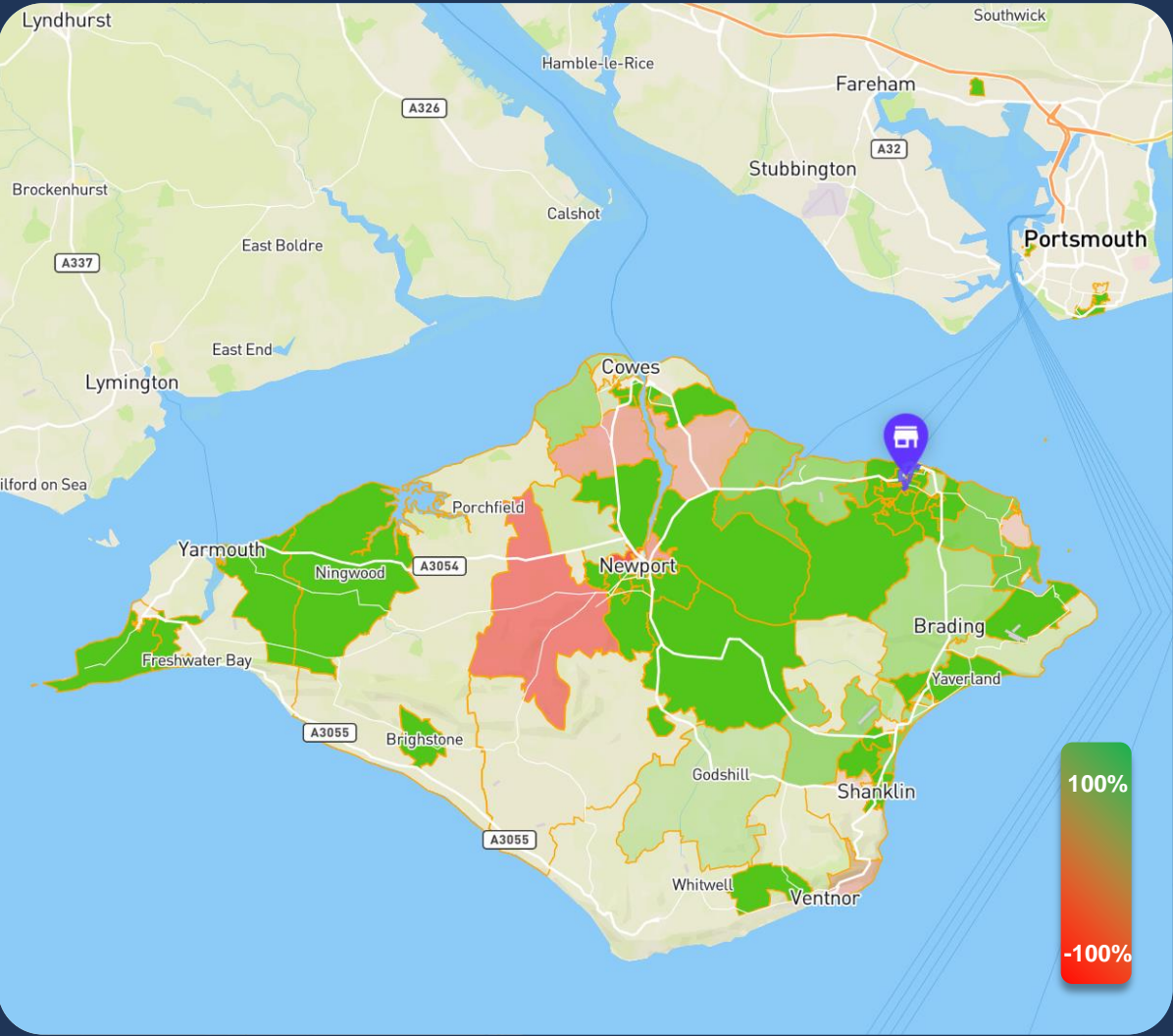


CHANGE IN VISITOR LEVELS
JUNE 2020-21 vs JUNE 2019-20 (zoomed out)

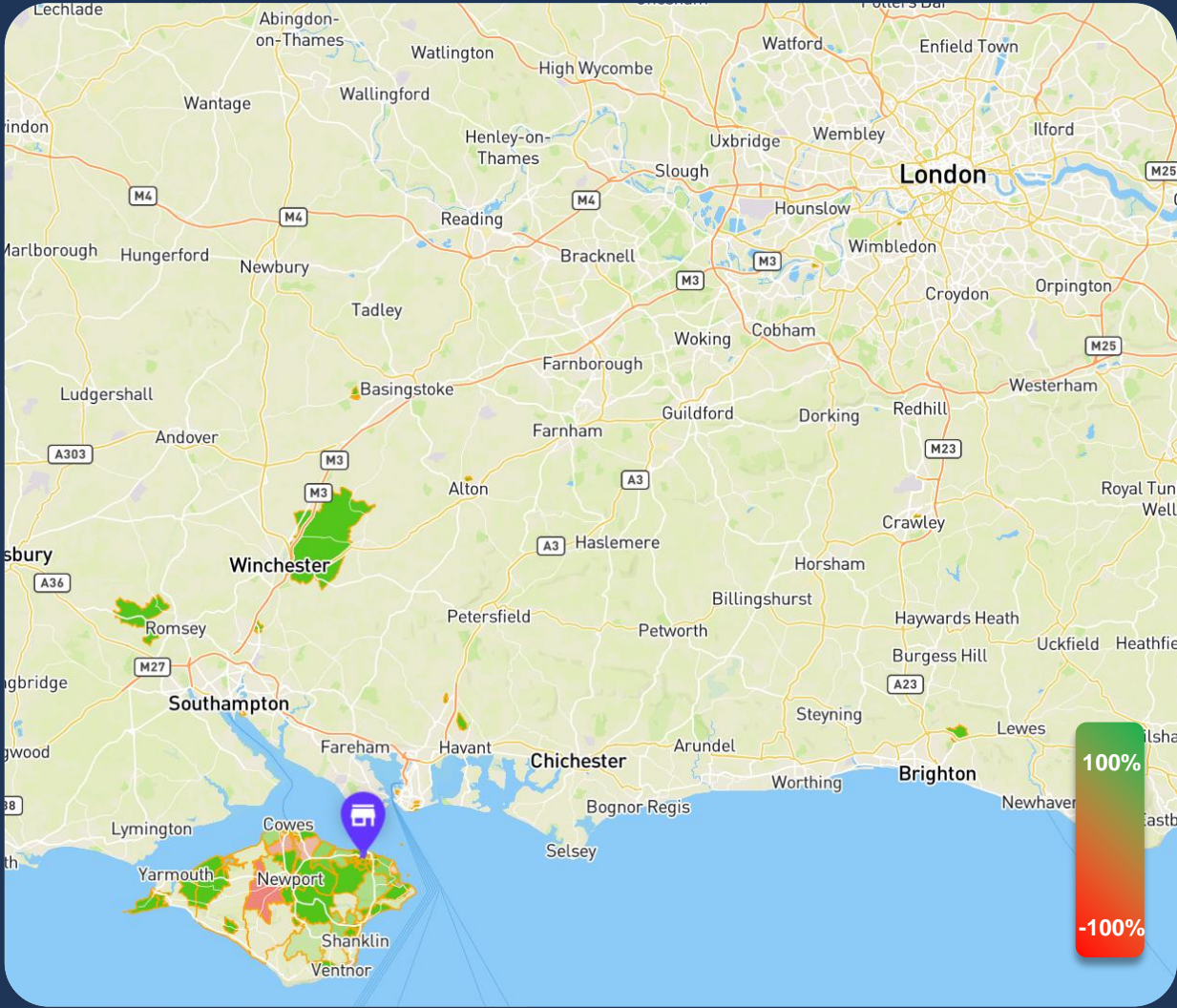


RYDE VISITOR CHANGE BY POSTCODE – JUNE 2021 & BENCHMARKING

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

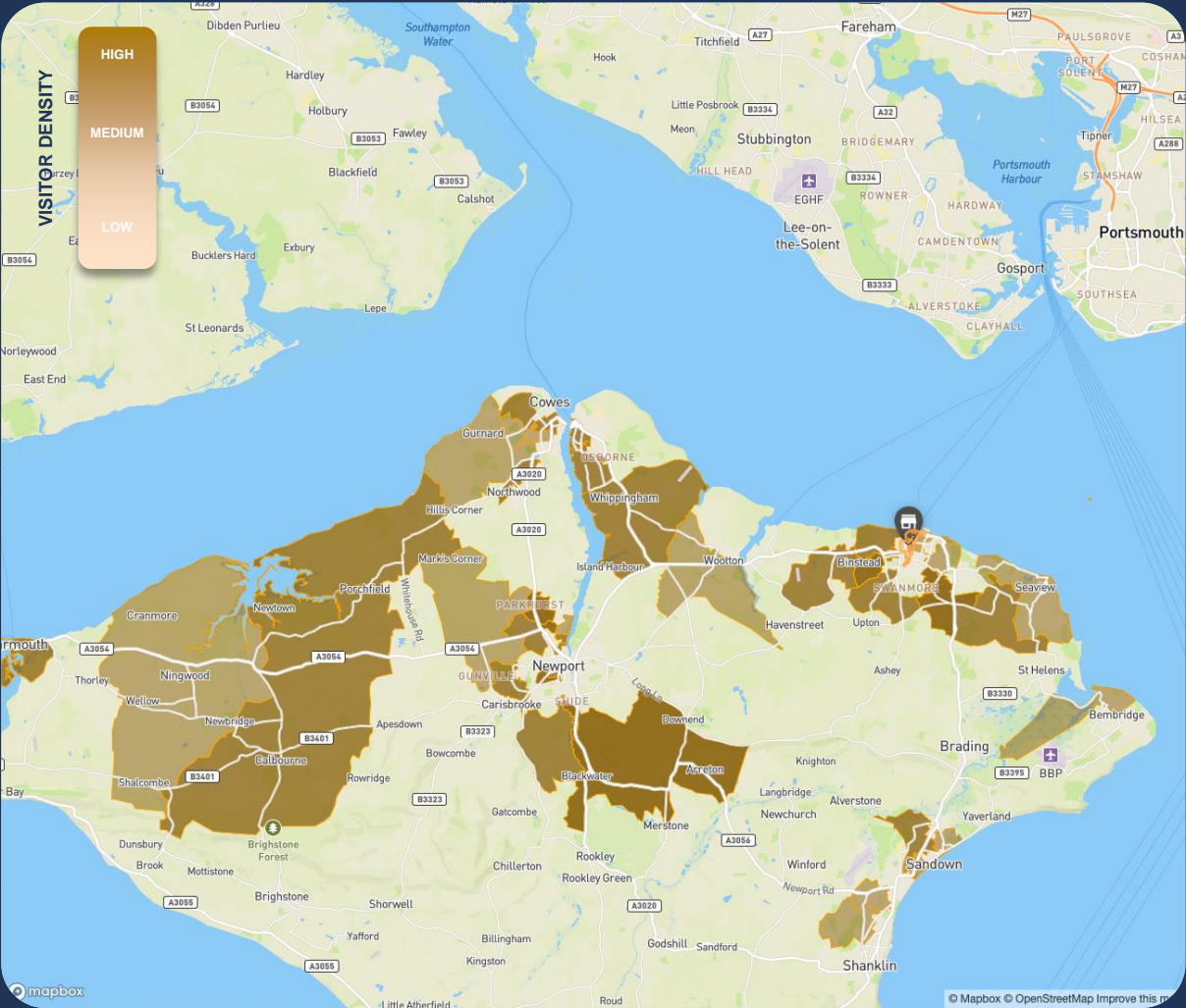


CHANGE IN VISITOR LEVELS
JUNE 2021 vs JUNE 2020 (zoomed out)

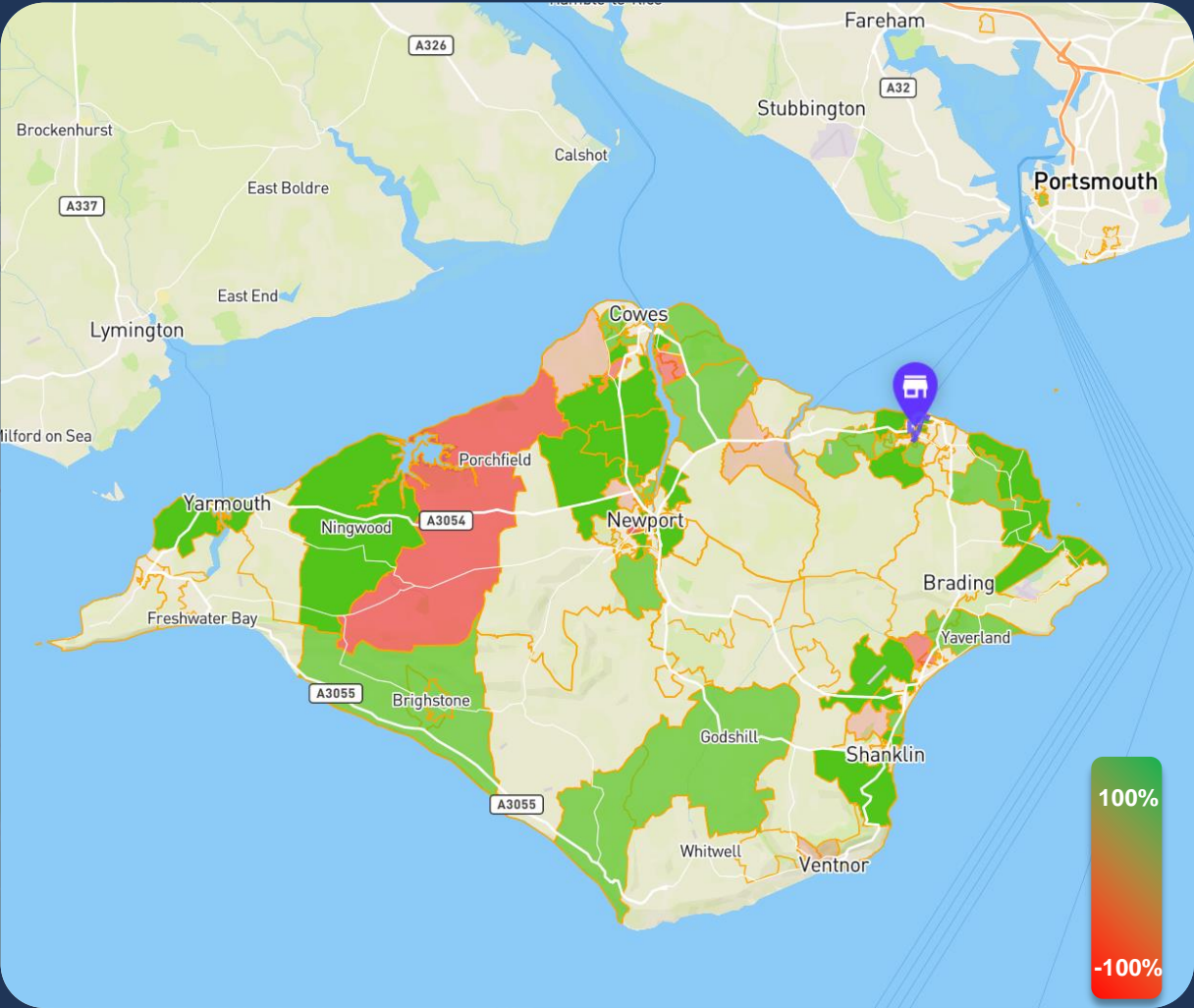


RYDE WORKER CATCHMENT CHANGE — JUNE 2021 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE JUNE 2021

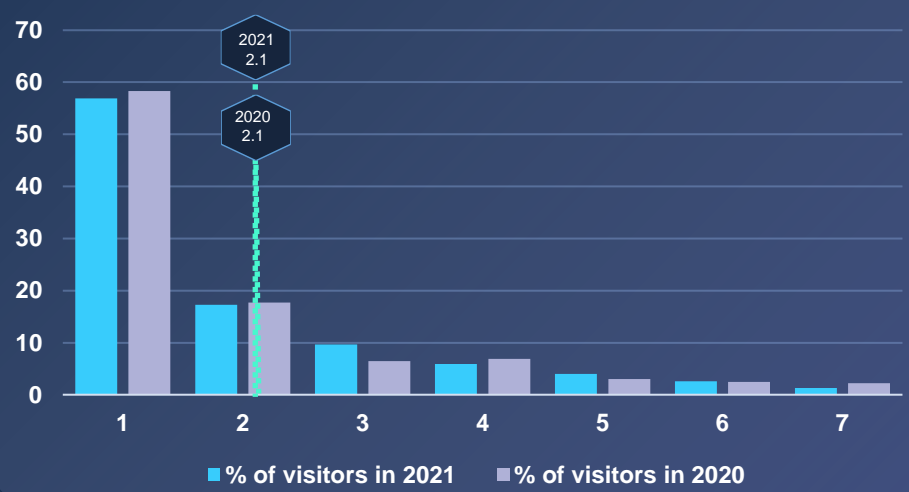


CHANGE IN WORKER CATCHMENT JUNE 2021 vs JUNE 2020

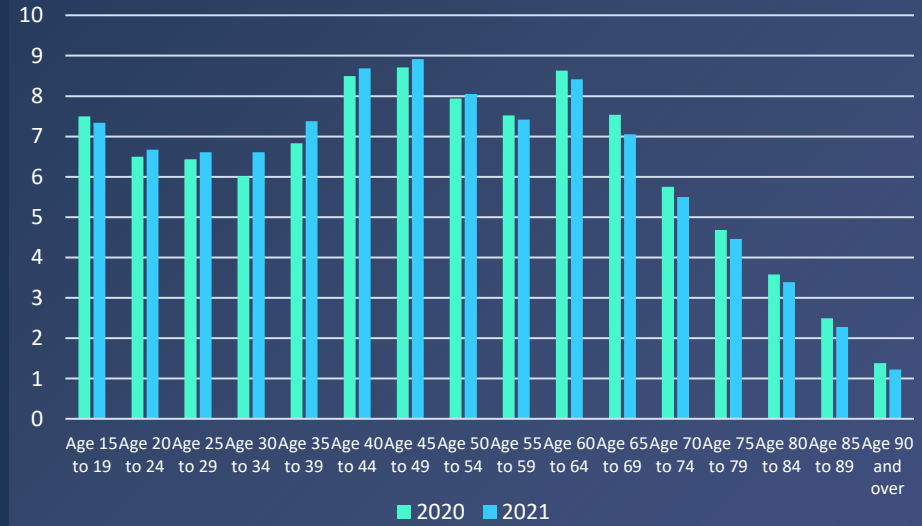


RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (JUNE 2020-21)

NUMBER OF PLACES VISITED PER TRIP (%)



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

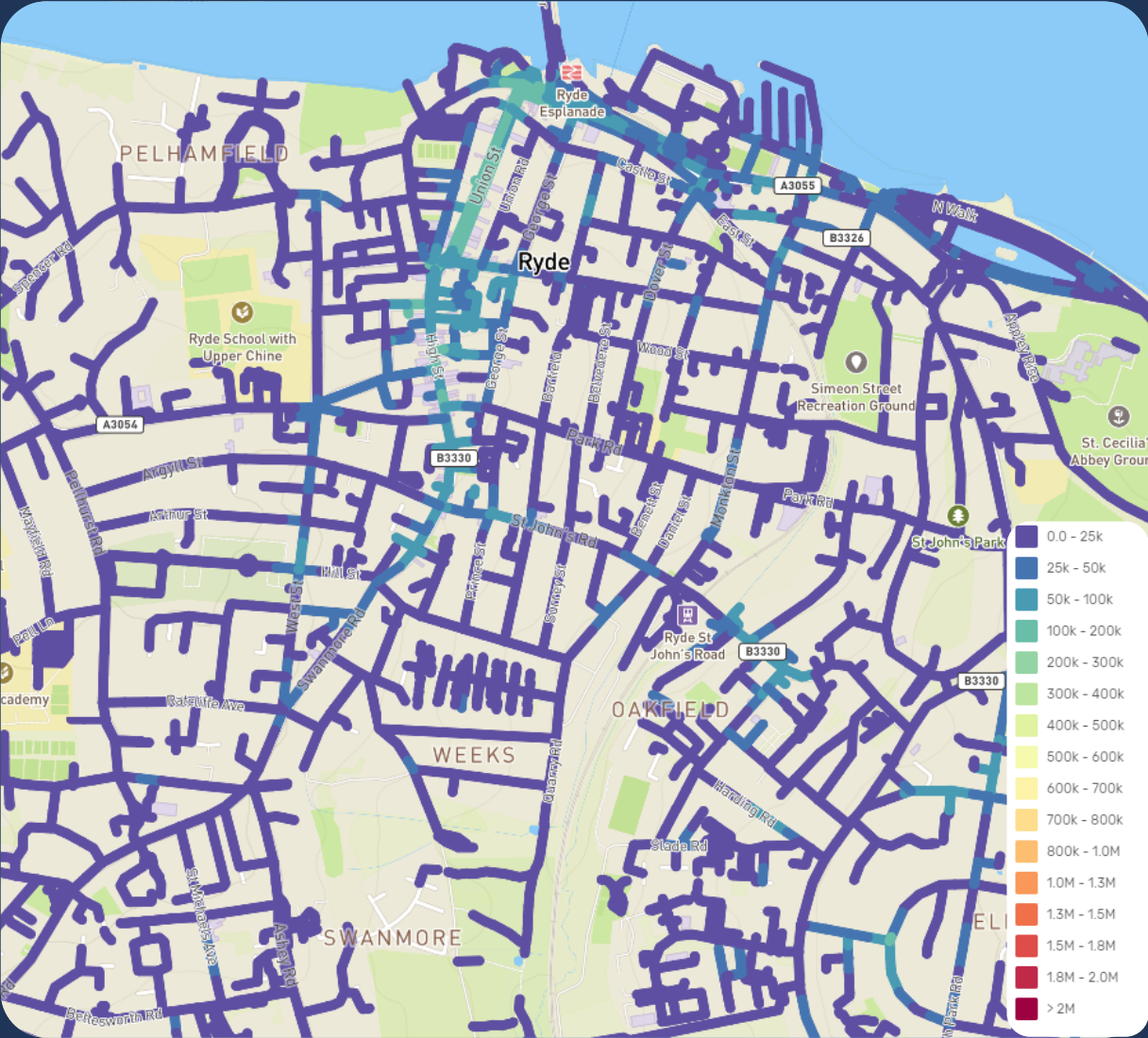


RYDE TOWN CENTRE FOOTFALL HEAT MAP JUNE 2021

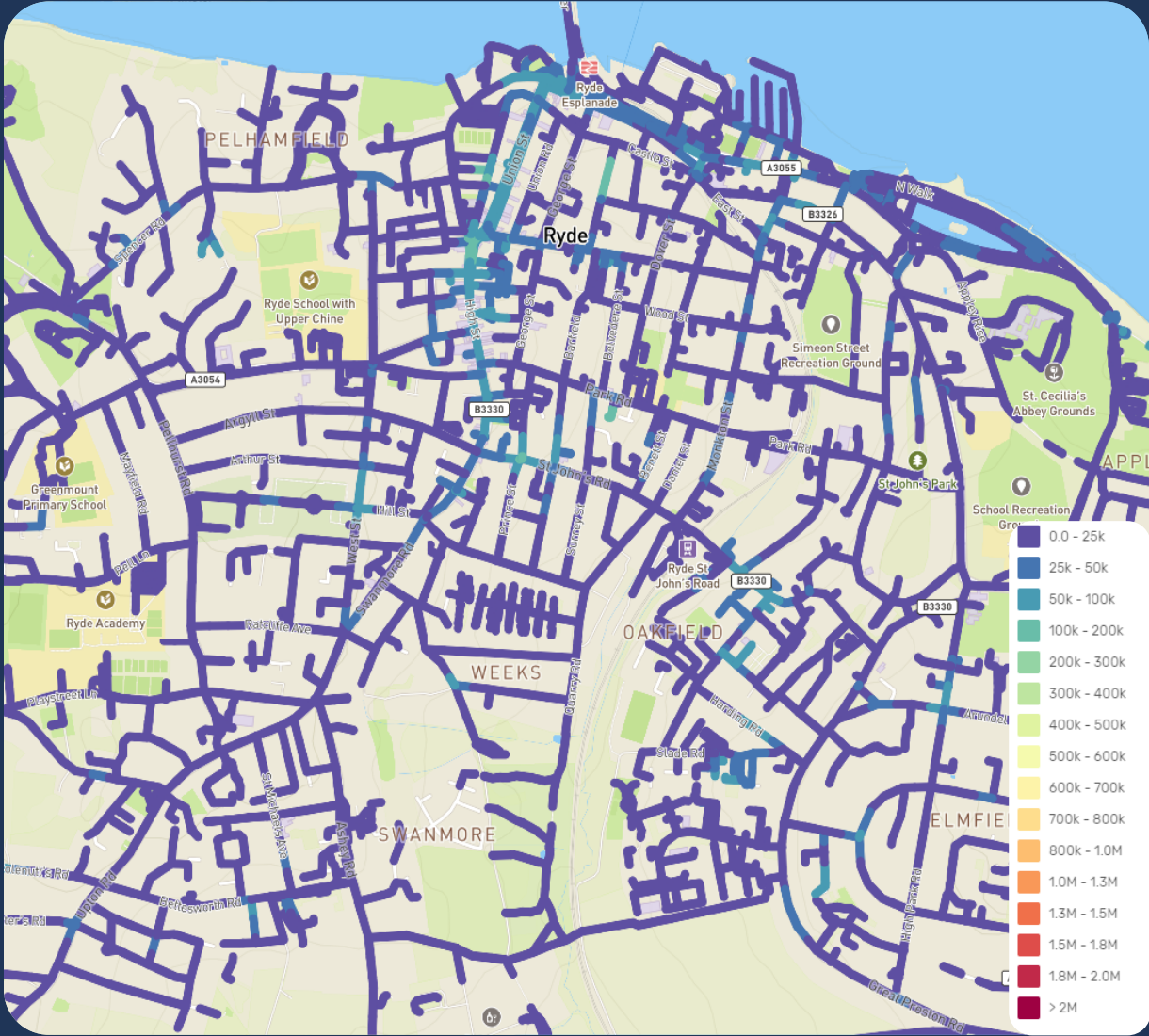
RYDE PEDESTRIAN VISITOR BEHAVIOURS – JUNE 2021 & BENCHMARKING



RYDE TOWN CENTRE FOOTFALL HEAT MAP JUNE 2021



RYDE TOWN CENTRE FOOTFALL HEAT MAP JUNE 2020

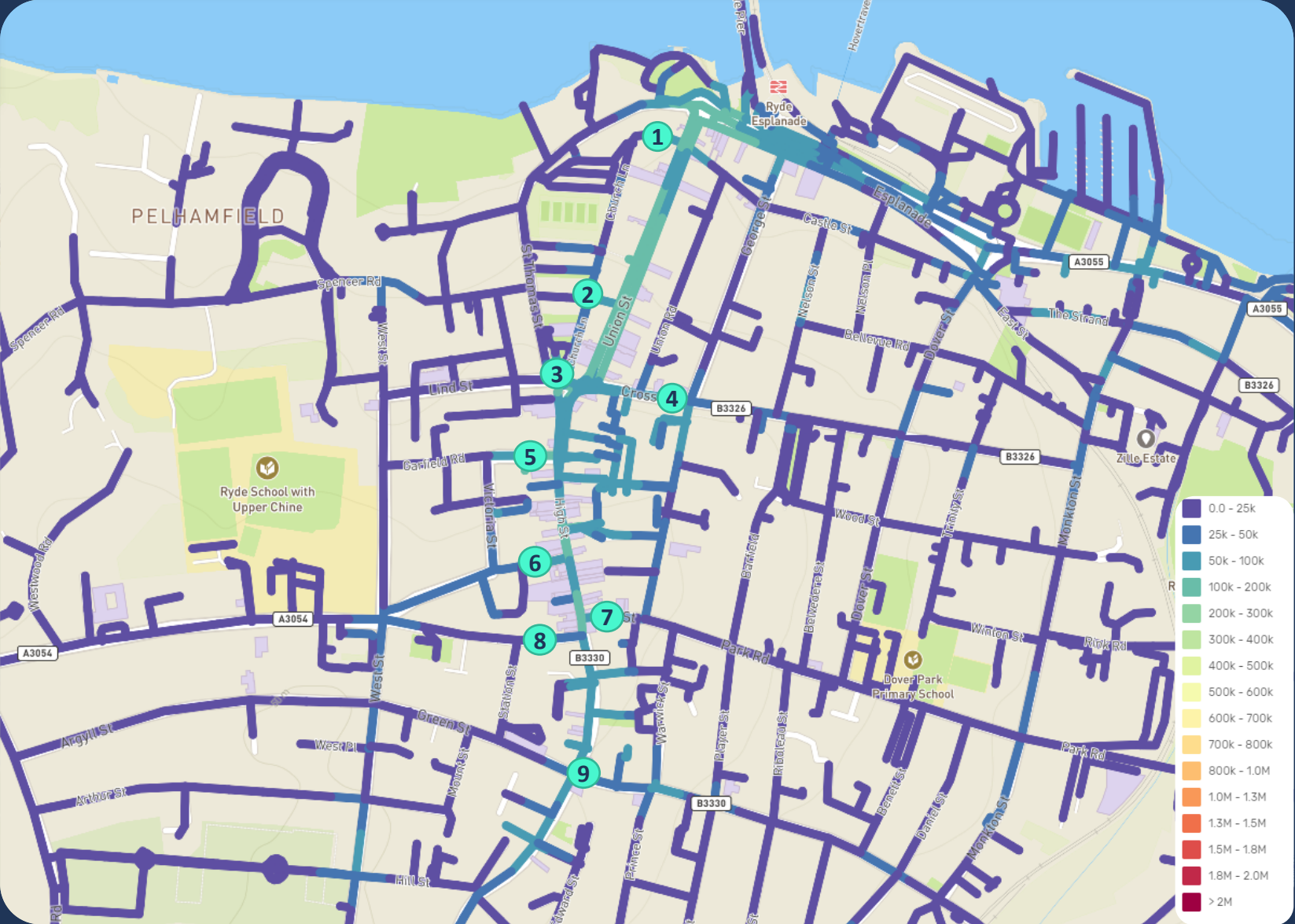


KEY: PEDESTRIAN NUMBERS JUNE 2021

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



CENTRE FOOTFALL DATA JUNE 2021 VS JUNE 2020 – ENTRY POINTS



RYDE TOWN CENTRE FOOTFALL HEAT MAP MAY 2021

KEY: PEDESTRIAN NUMBERS JUNE 2021

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

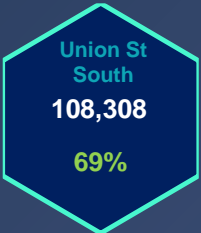


CENTRE FOOTFALL DATA JUNE 2021 VS JUNE 2020 – COUNT POINTS

1



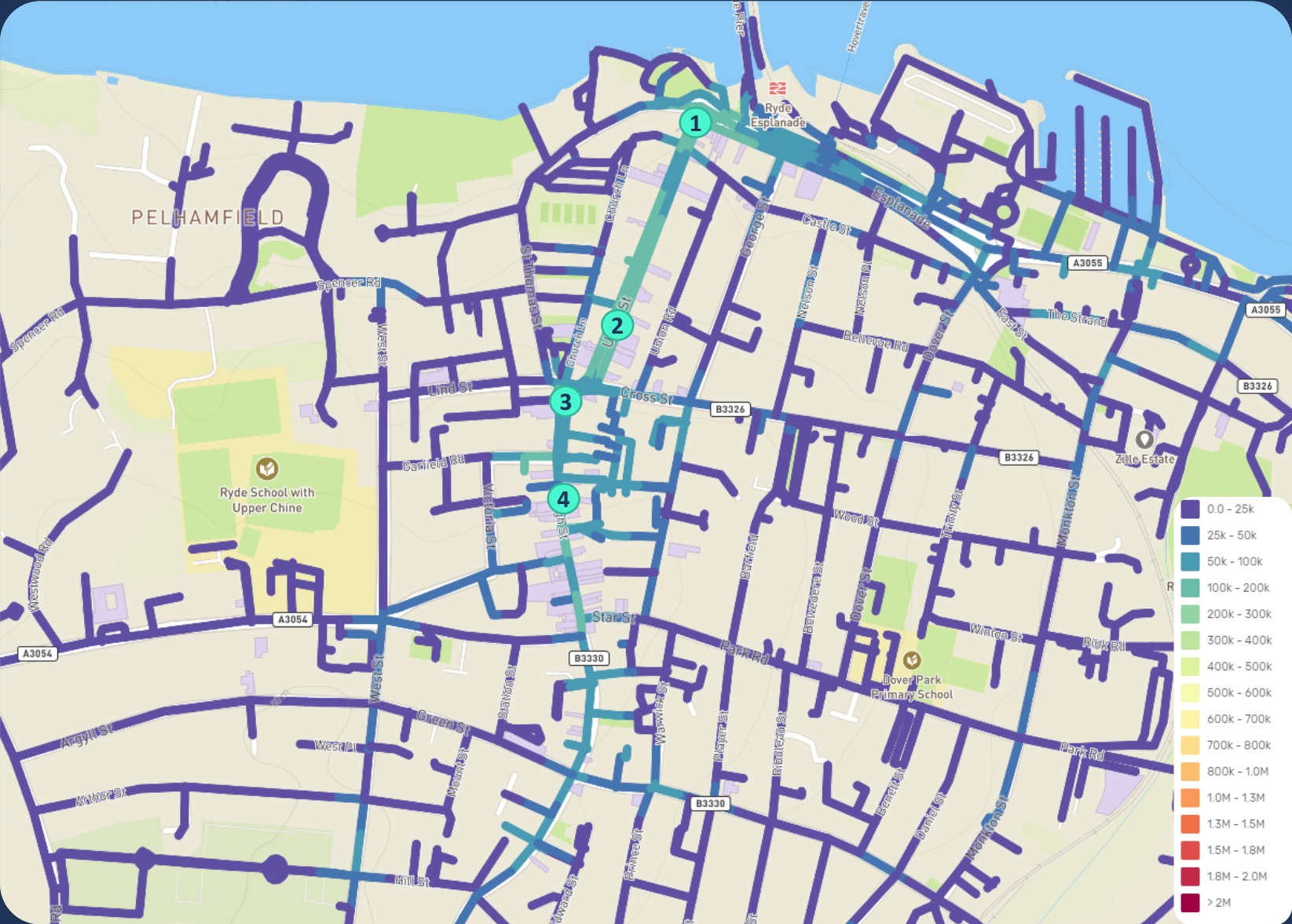
2



3



4



RYDE TOWN CENTRE FOOTFALL HEAT MAP MAY 2021

KEY: PEDESTRIAN NUMBERS JUNE 2021

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



RYDE TOWN SQUARE

TOTAL VISITS

66,355

VISITS JUNE 21



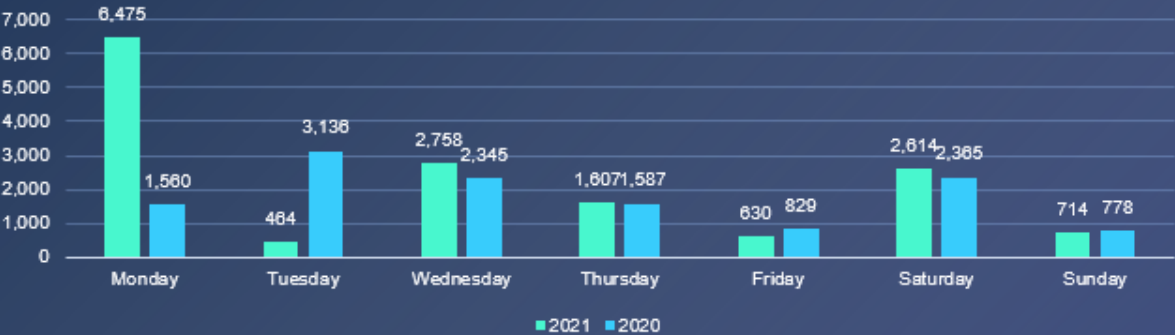
AVERAGE DWELL TIME

66 MINS

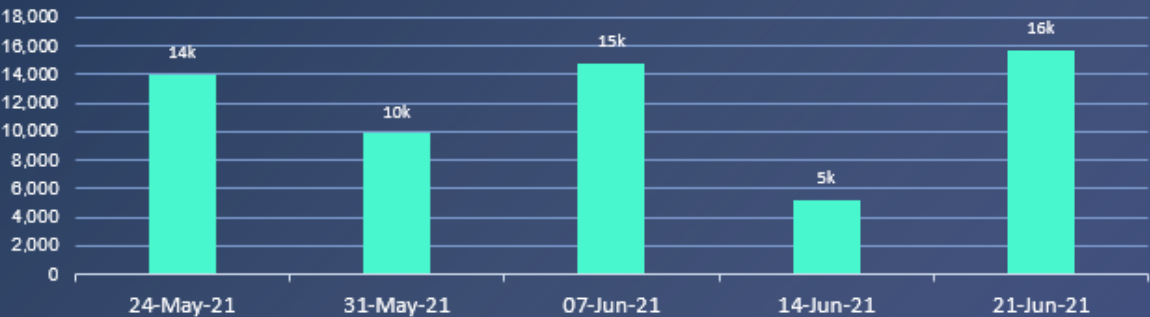
AVERAGE TIME SPENT
JUNE 21



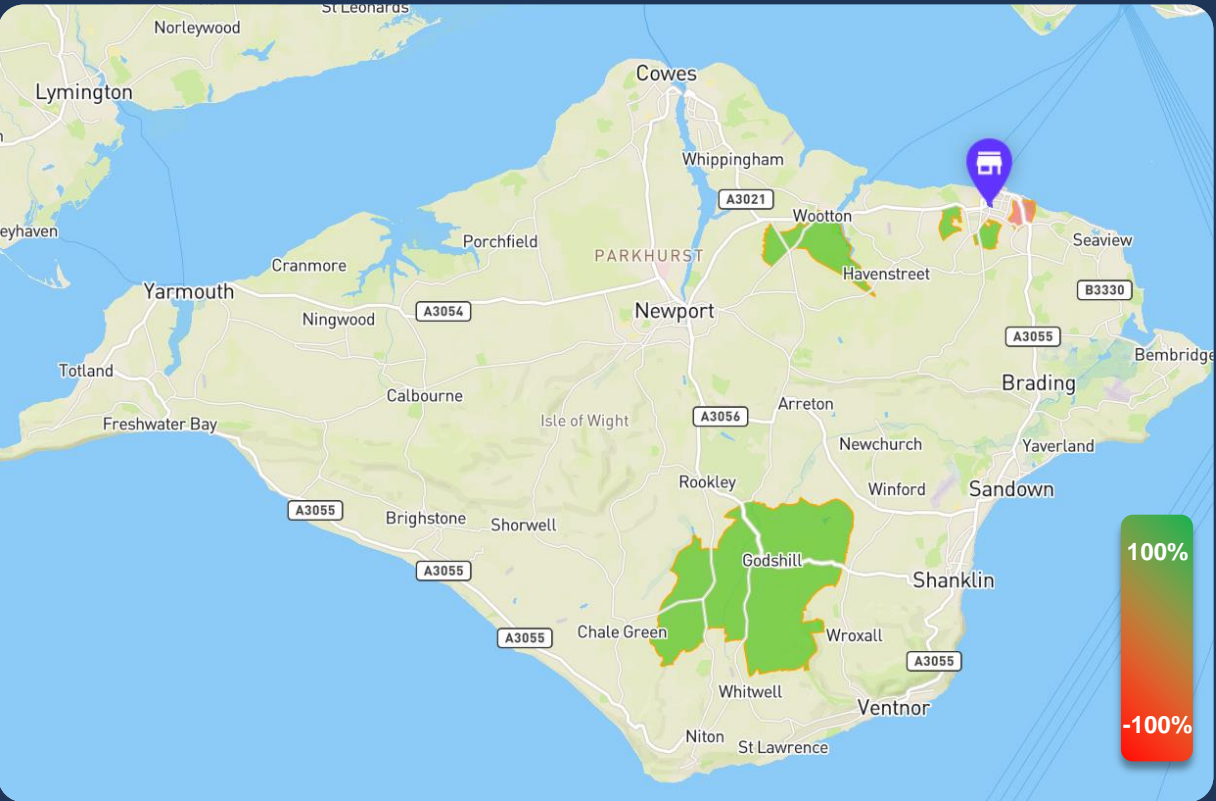
AVERAGE DAILY JUNE 2021 VS JUNE 2020



WEEKLY VISITS JUNE 2021



CHANGE IN VISITOR LEVELS JUNE 21 vs JUNE 20



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

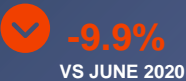


ST THOMAS SQUARE

TOTAL VISITS

47,840

VISITS JUNE 21



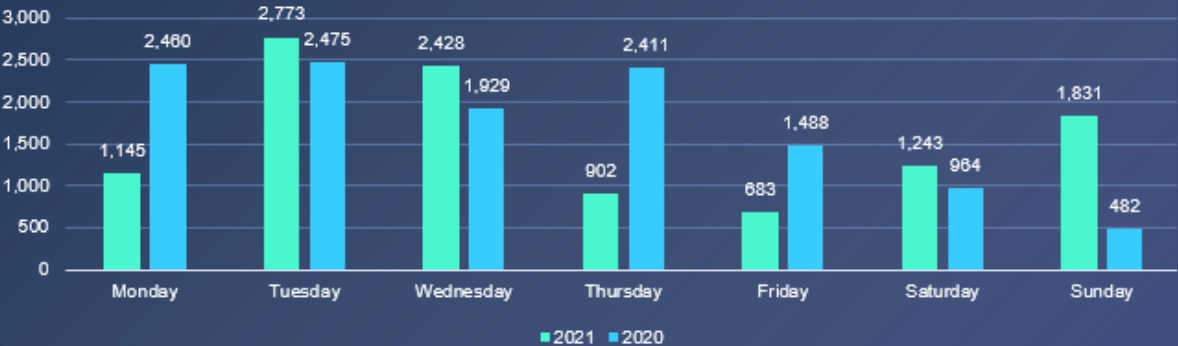
AVERAGE DWELL TIME

74 MINS

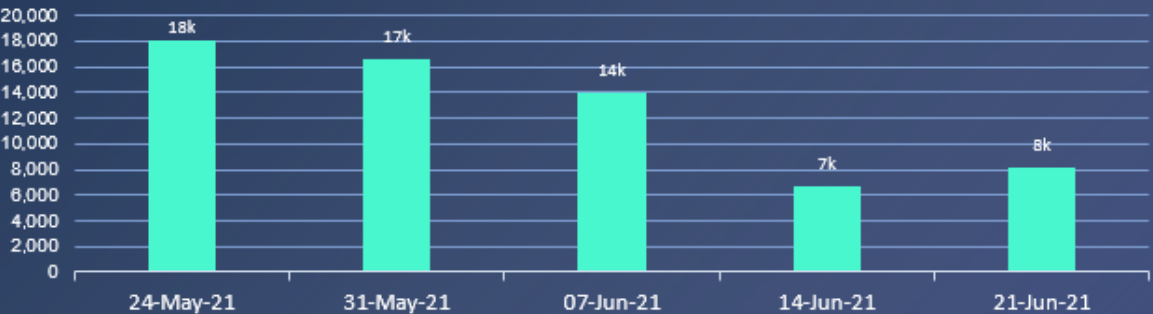
AVERAGE TIME SPENT
JUNE 21



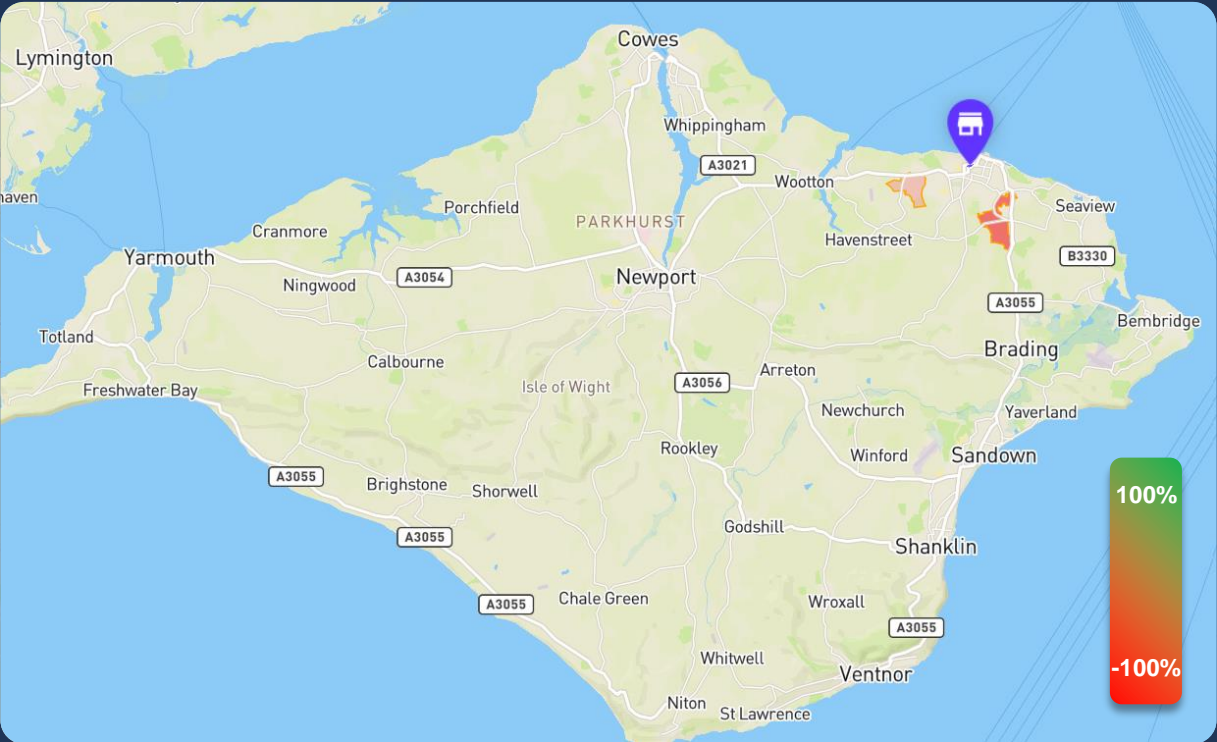
AVERAGE DAILY JUNE 2021 VS JUNE 2020



WEEKLY VISITS JUNE 2021



CHANGE IN VISITOR LEVELS JUNE 21 vs JUNE 20



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



MINGHELLA SQUARE

TOTAL VISITS

52,379

VISITS JUNE 21



AVERAGE DWELL TIME

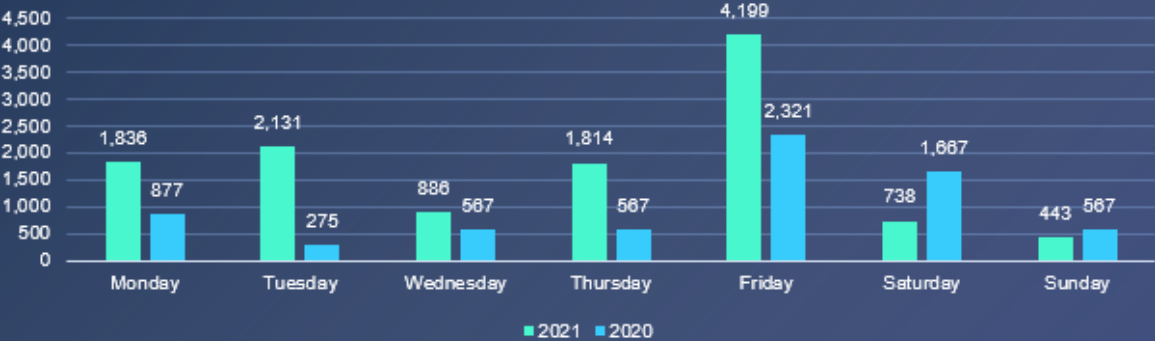
32 MINS

AVERAGE TIME SPENT
JUNE 21



CHANGE IN VISITOR LEVELS JUNE 21 vs JUNE 20

AVERAGE DAILY JUNE 2021 VS JUNE 2020



WEEKLY VISITS JUNE 2021

