

VISITOR INSIGHTS

BASELINE REPORT

RYDE, Isle of Wight

AUGUST 2021

Produced for Ryde and RYDE Heritage Action Zones
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VISITOR | INSIGHTS

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



TOTAL VISITS



1,041,411

VISITS TO THE HIGH STREET



32%

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



23%

Y/O/Y CHANGE



25%

M/O/M CHANGE

AVERAGE DWELL TIME



137 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



9%

Y/O/Y CHANGE



-12%

Y/O/Y CHANGE



-1%

M/O/M CHANGE

PLACES VISITED



2.1

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.2

PLACES VISITED



2.1

PLACES VISITED

POPULAR VISIT DAY



MONDAY

38k AVERAGE VISITS ON FRIDAY IN AUGUST



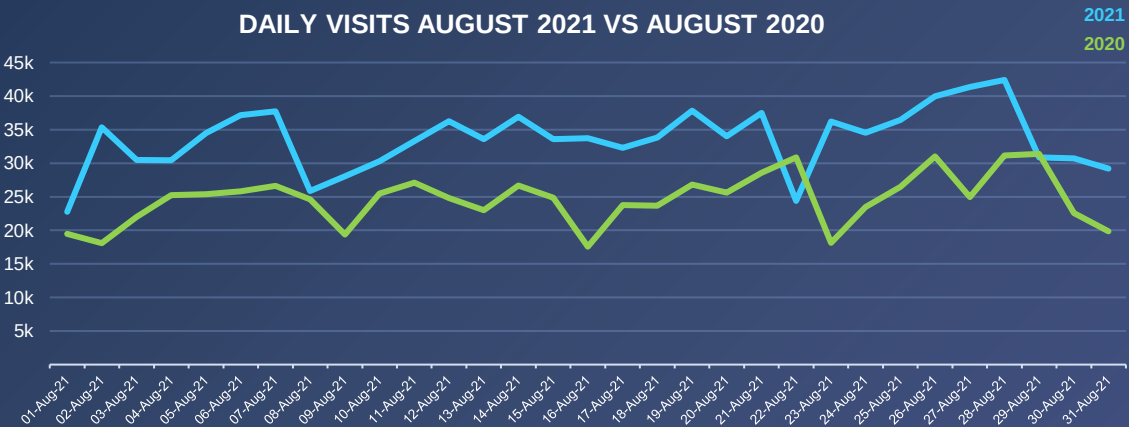
SATURDAY



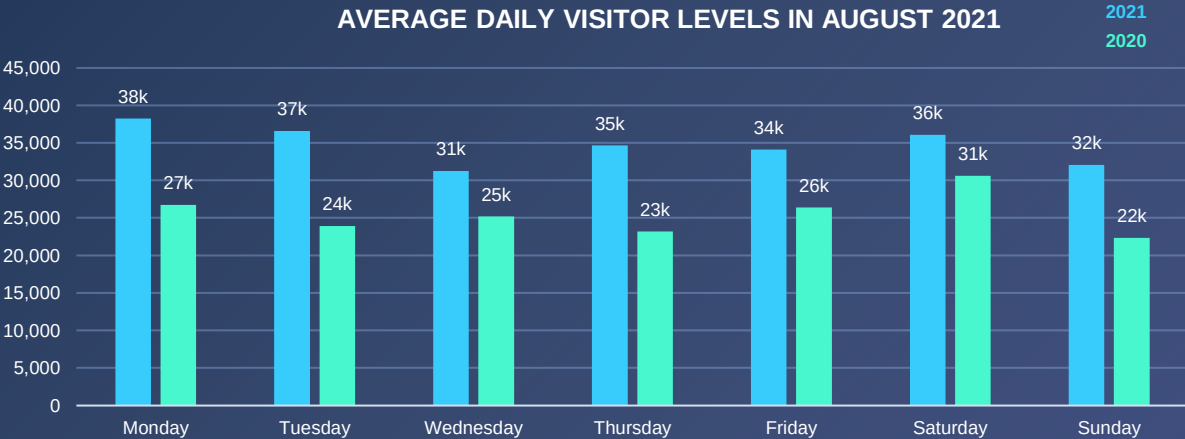
FRIDAY



DAILY VISITS AUGUST 2021 VS AUGUST 2020



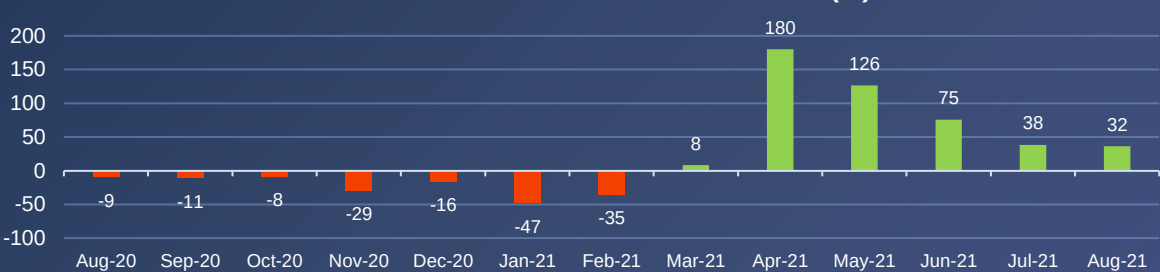
AVERAGE DAILY VISITOR LEVELS IN AUGUST 2021



TOTAL VISITS BY MONTH



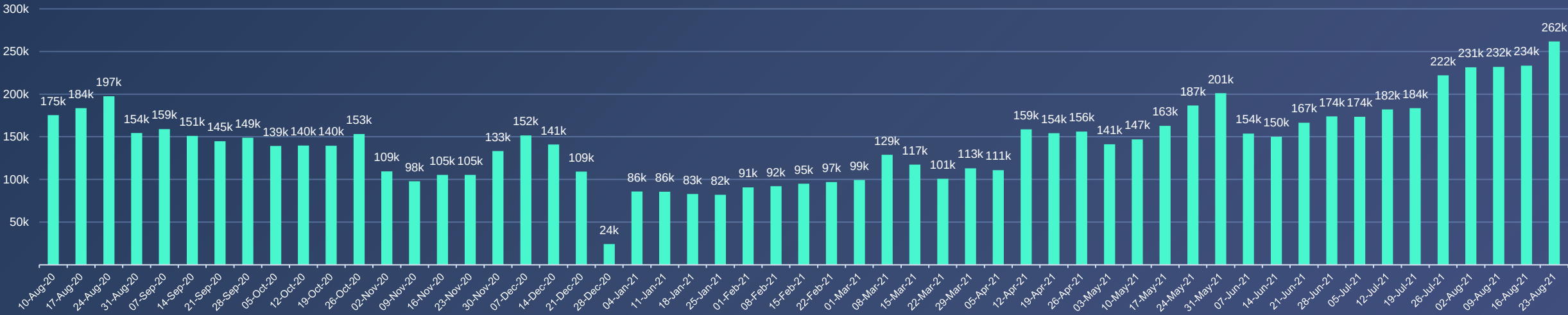
TOTAL VISIT CHANGE BY MONTH (%)



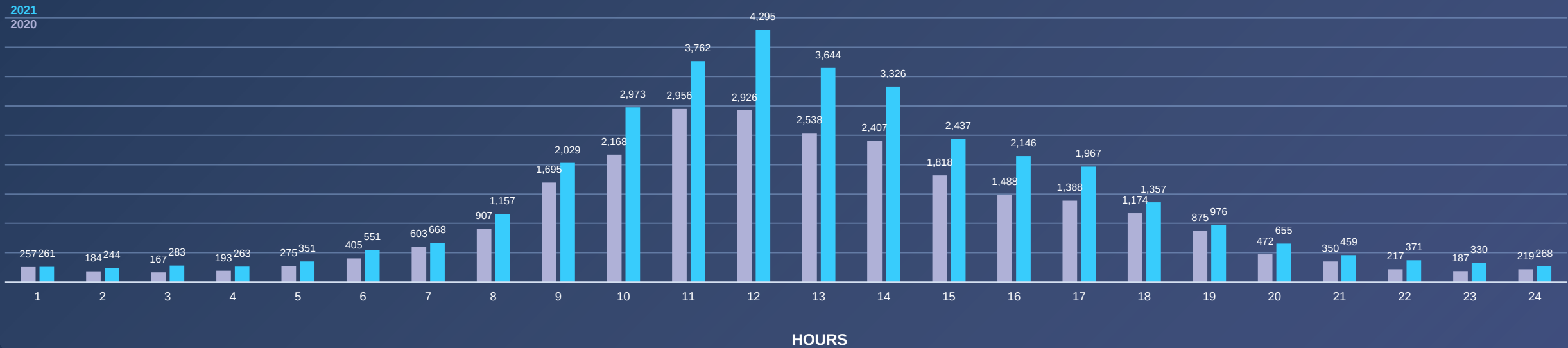
RYDE TOWN CENTRE — AUGUST 2021 SUMMARY & BENCHMARKING (AUGUST 2020-21)



WEEKLY FOOTFALL



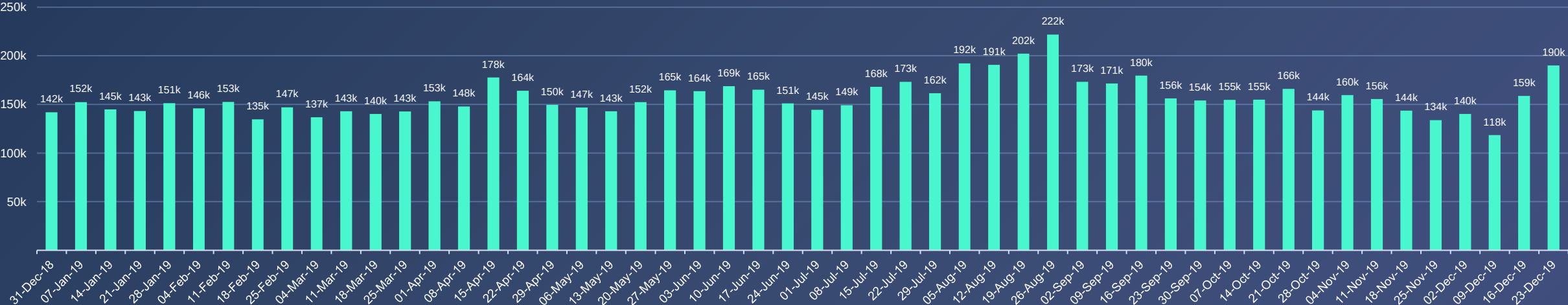
AVERAGE VISITS BY HOUR



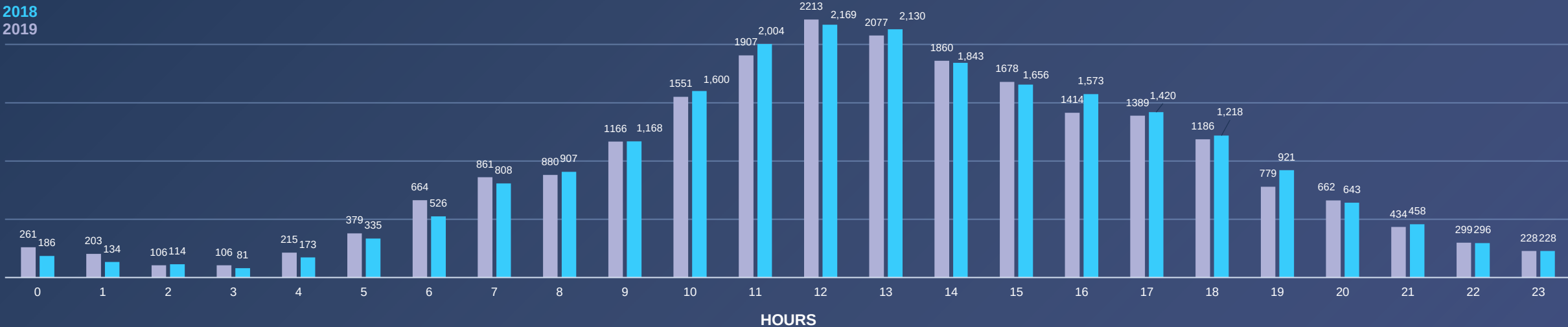
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



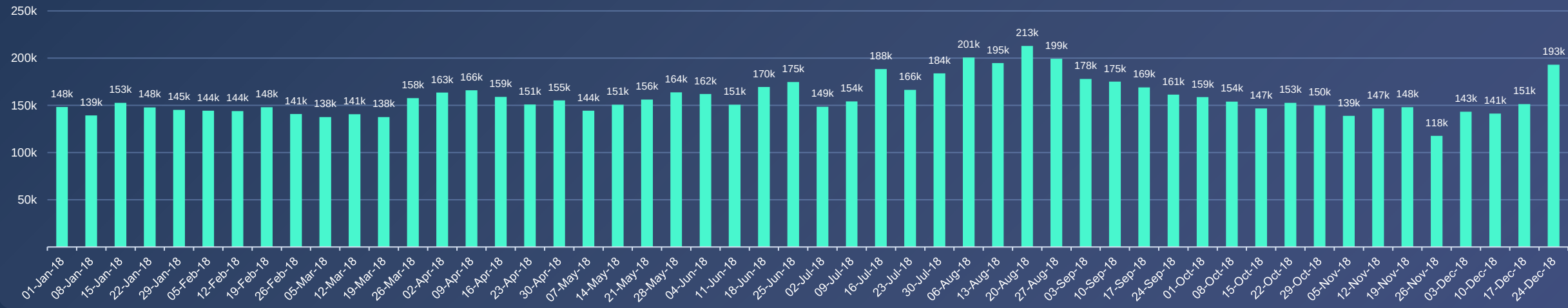
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



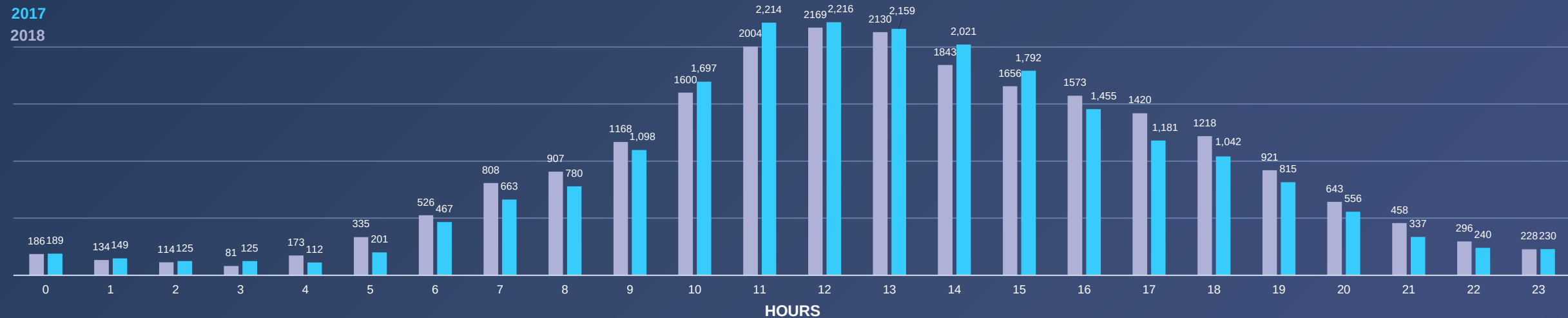
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



8,235,258

VISITS TO THE HIGH STREET
AUGUST 20 - AUGUST 21



-7%
4 YEAR CHANGE



AVERAGE DWELL TIME



155 MINS

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



-11%
4 YEAR CHANGE



PLACES VISITED



2.1

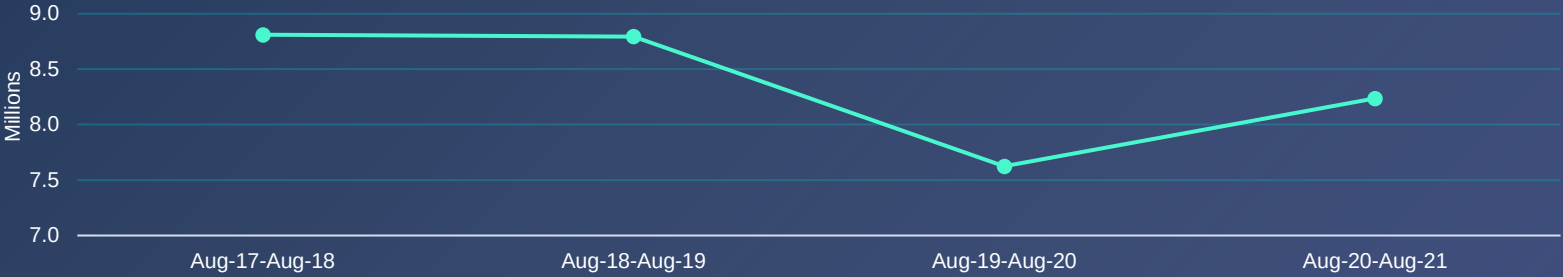
AVERAGE NUMBER OF INDOOR LOCATIONS
VISITED PER TRIP
AUGUST 20 - AUGUST 21



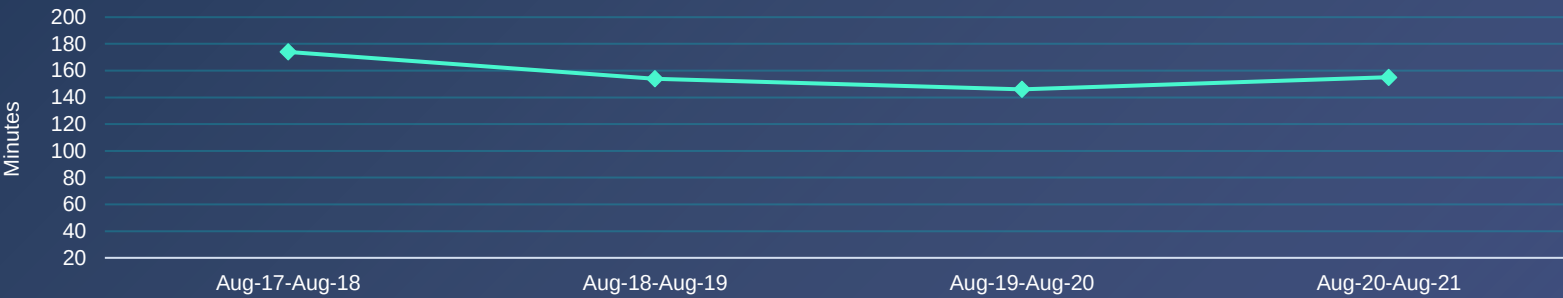
-13%
4 YEAR CHANGE



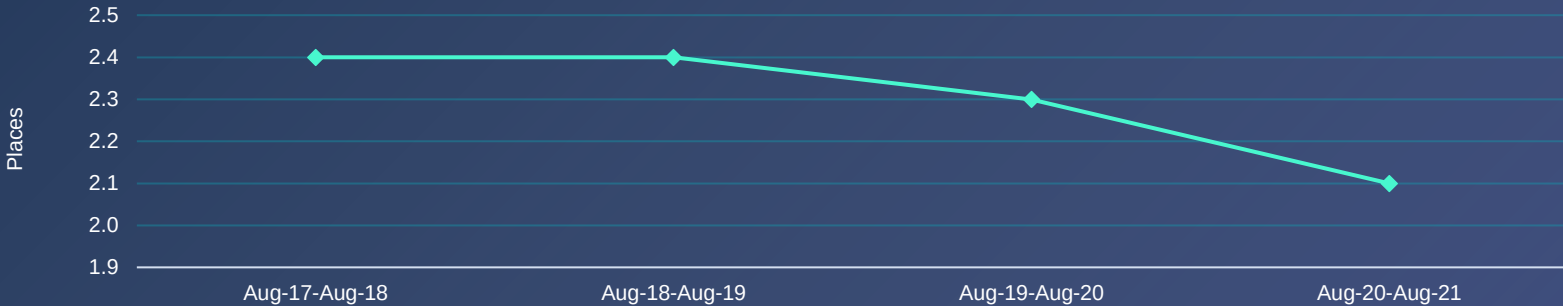
FOOTFALL



DWELL TIME

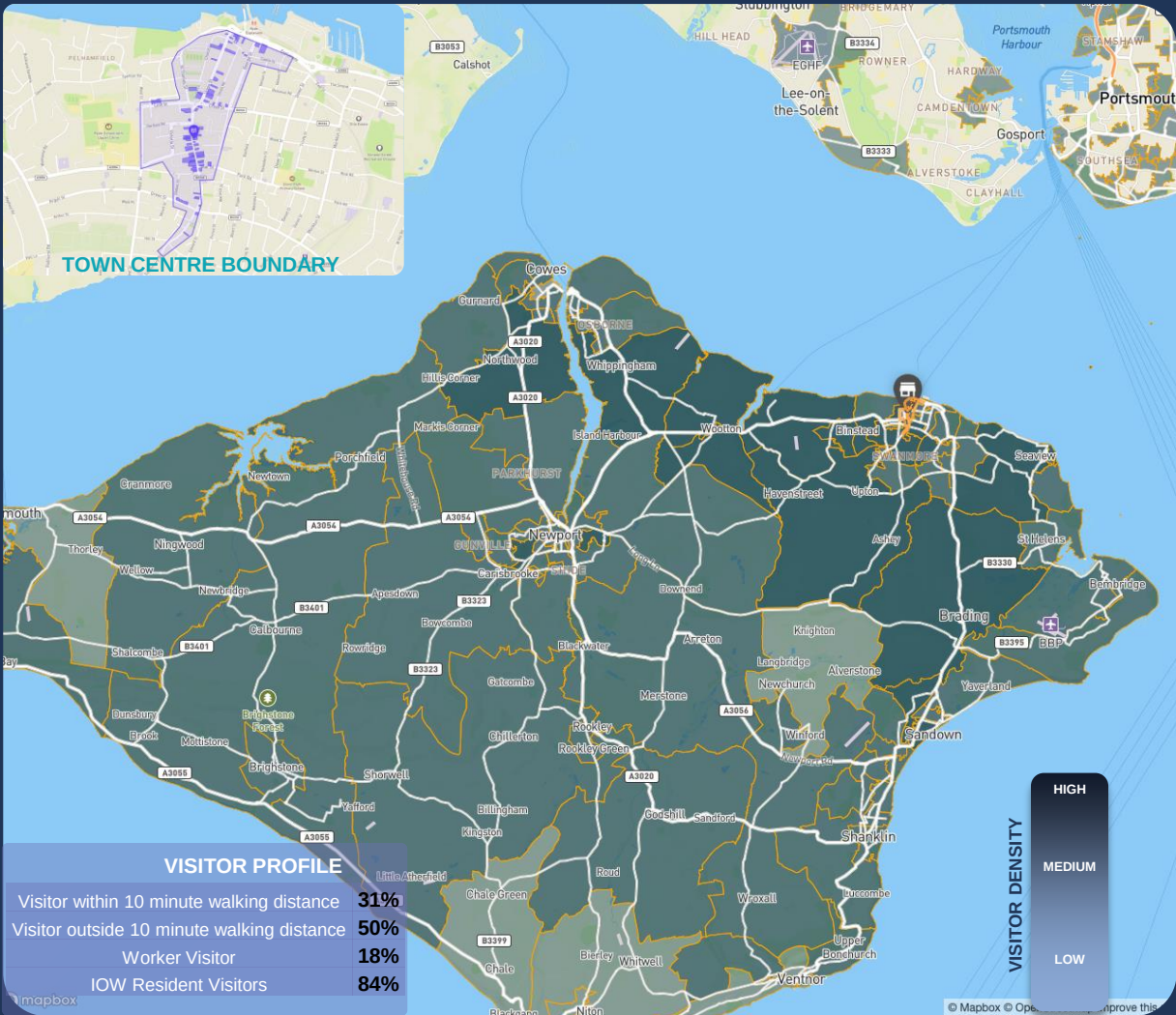


PLACES VISITED

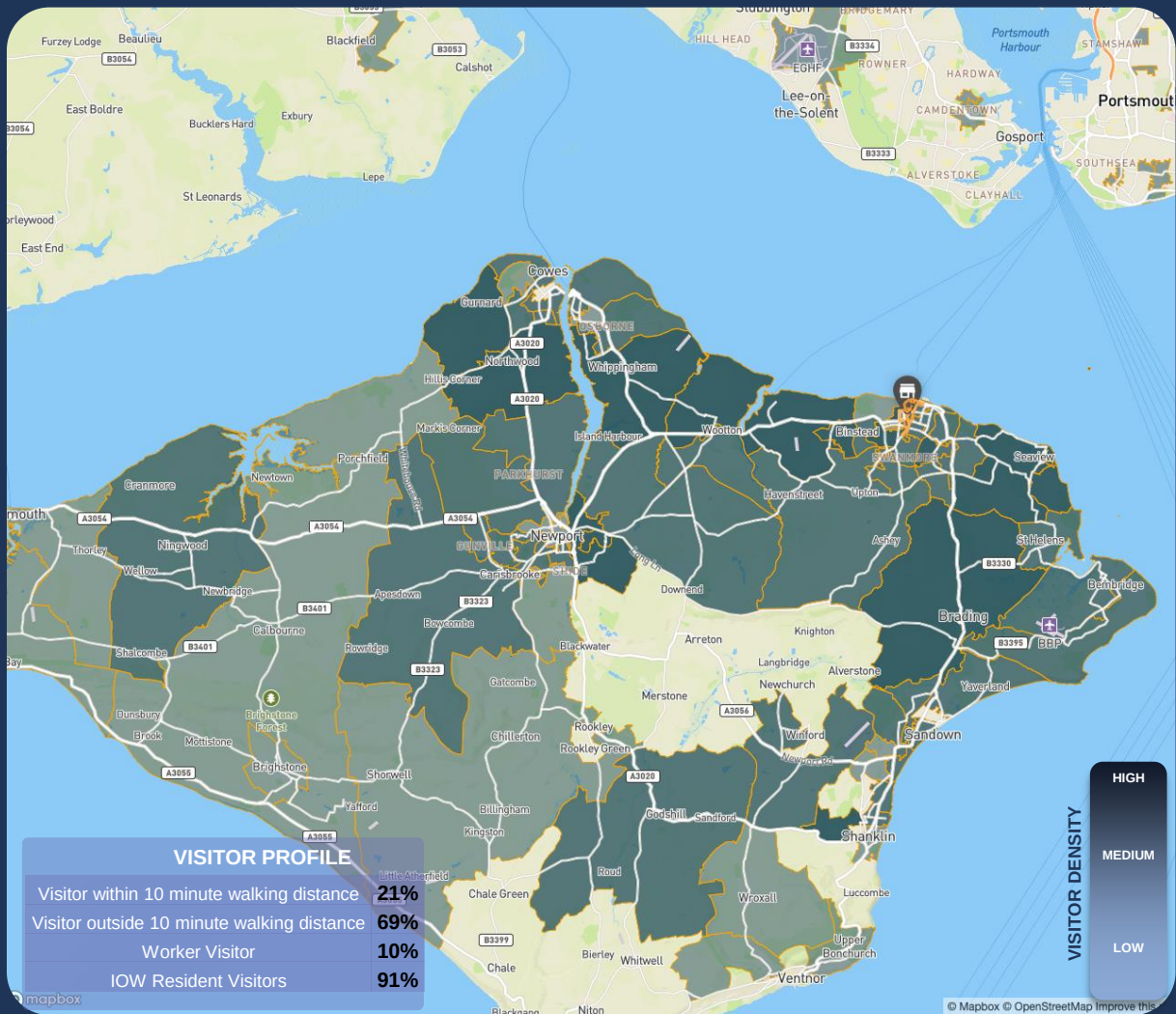


RYDE VISITOR CATCHMENT — AUGUST 2021 & BENCHMARKING (AUGUST 2020-21)

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



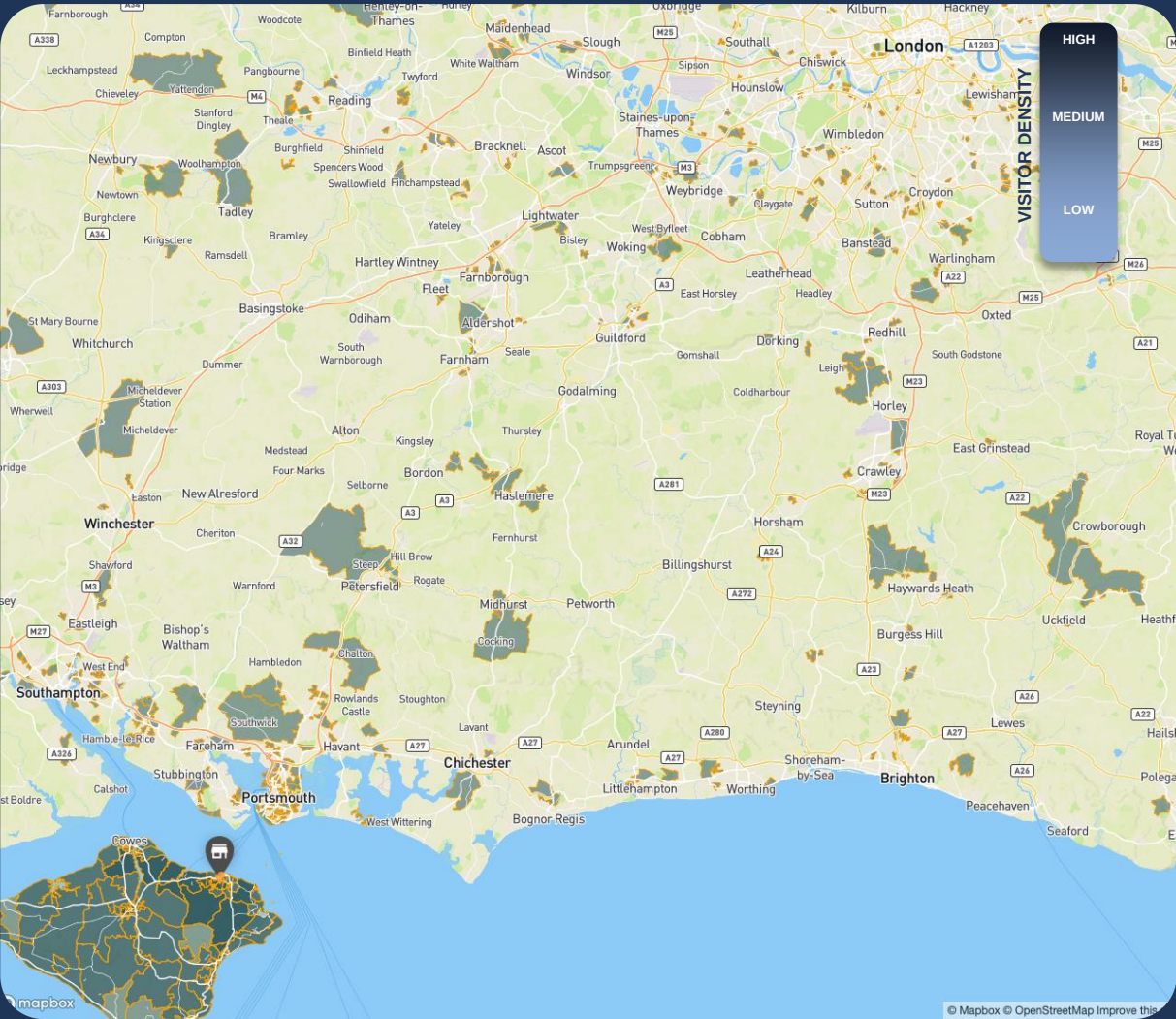
VISITOR CATCHMENT BY POSTCODE
IN AUGUST 2021 (zoomed in)



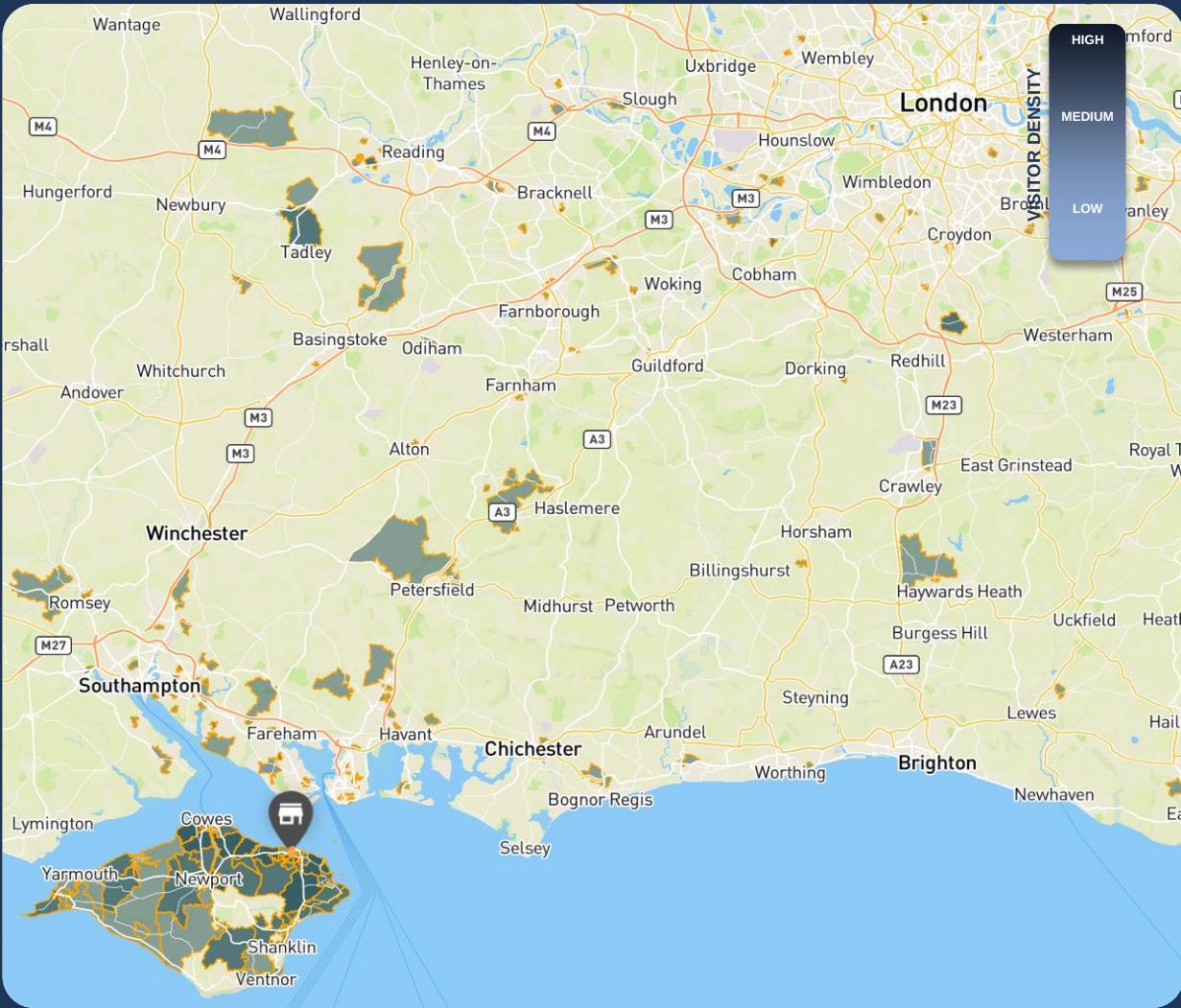
RYDE VISITOR CATCHMENT — AUGUST 2021 & BENCHMARKING (AUGUST 2020-21)



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

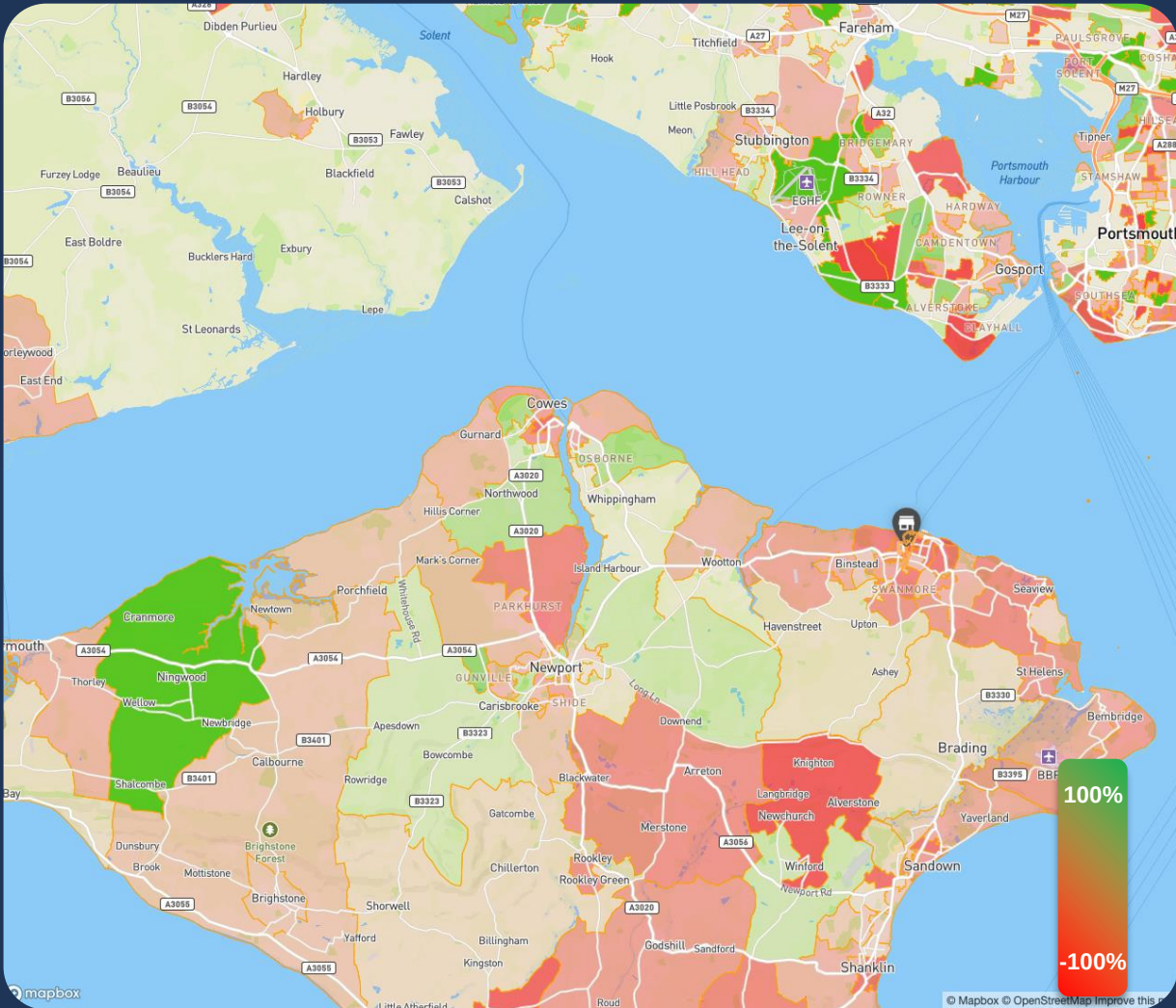


VISITOR CATCHMENT BY POSTCODE
IN AUGUST 2021 (zoomed out)

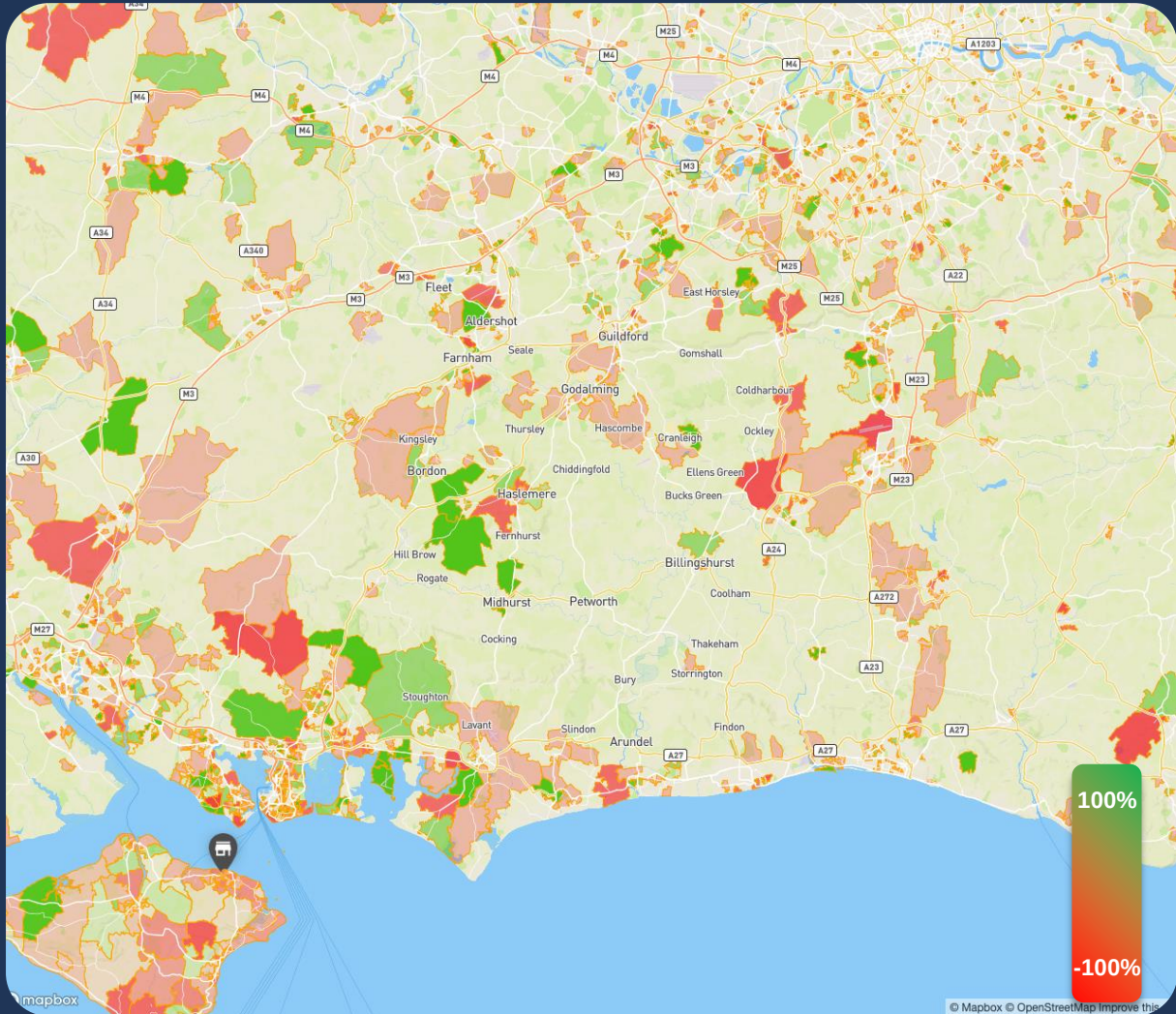


RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (AUGUST 2020-21)

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

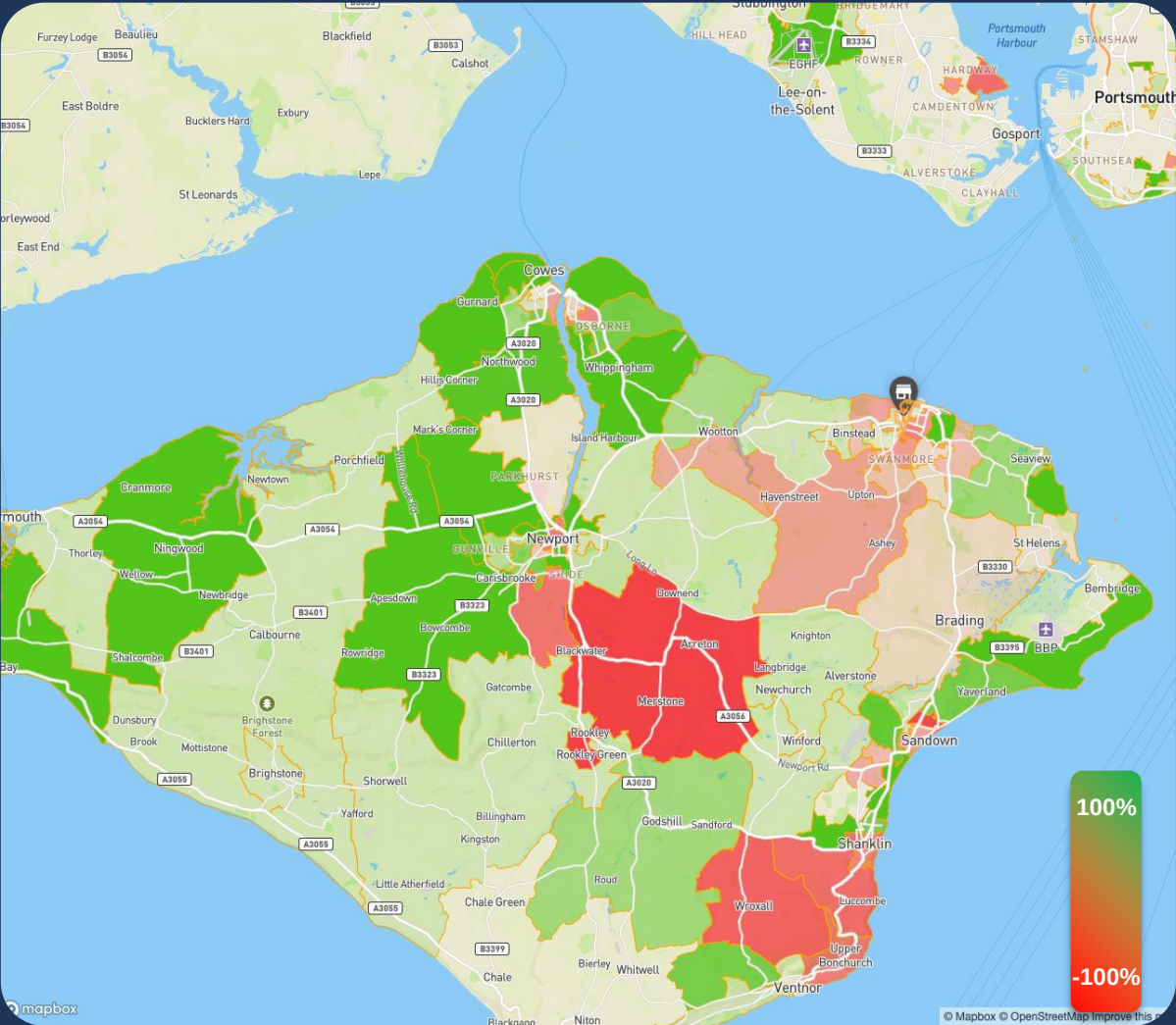


CHANGE IN VISITOR LEVELS
AUGUST 2020-21 vs AUGUST 2019-20 (zoomed out)

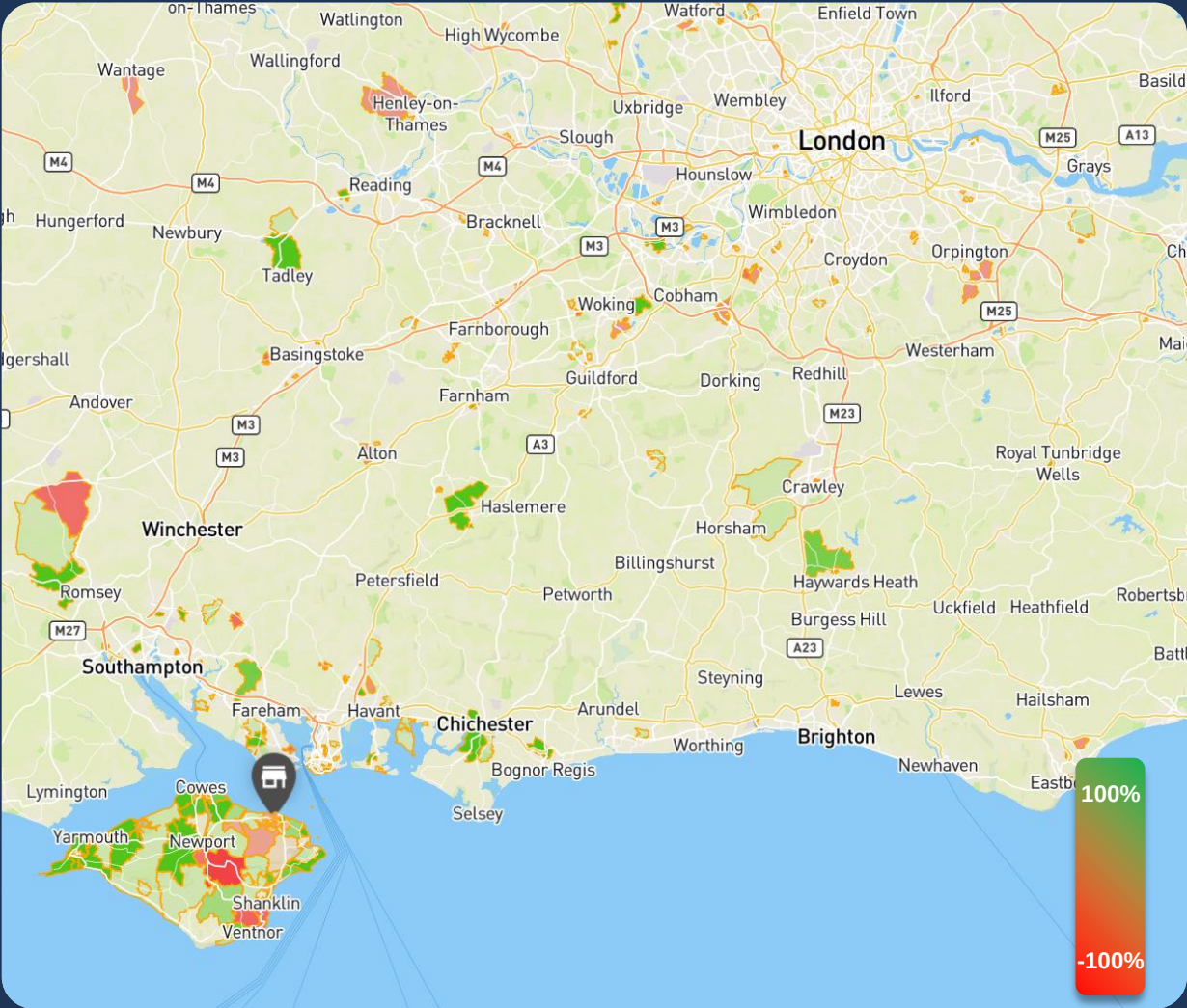


RYDE VISITOR CHANGE BY POSTCODE – AUGUST 2021 & BENCHMARKING

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

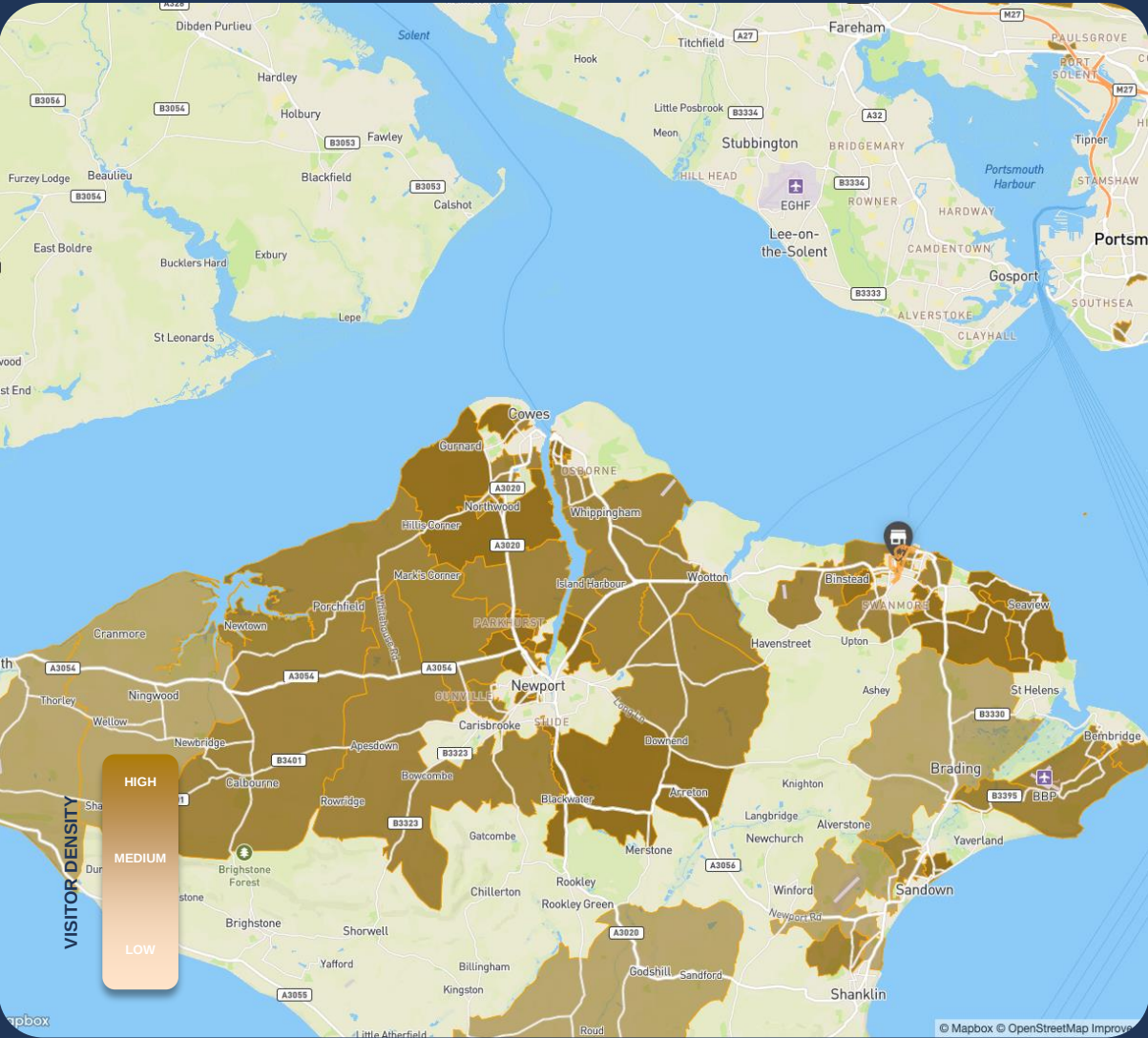


CHANGE IN VISITOR LEVELS
AUGUST 2021 vs AUGUST 2020 (zoomed out)

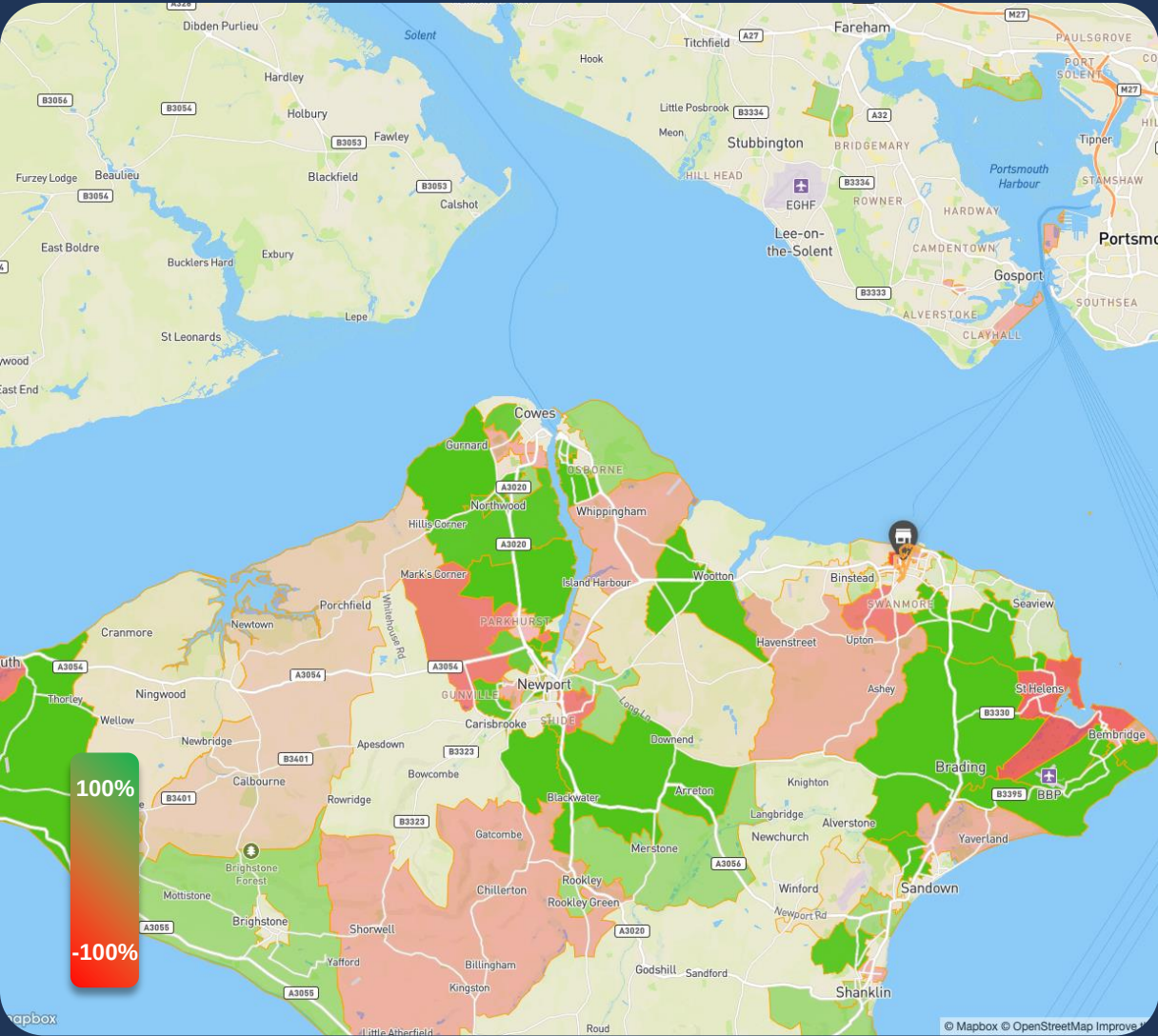


RYDE WORKER CATCHMENT CHANGE — AUGUST 2021 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE AUGUST 2021

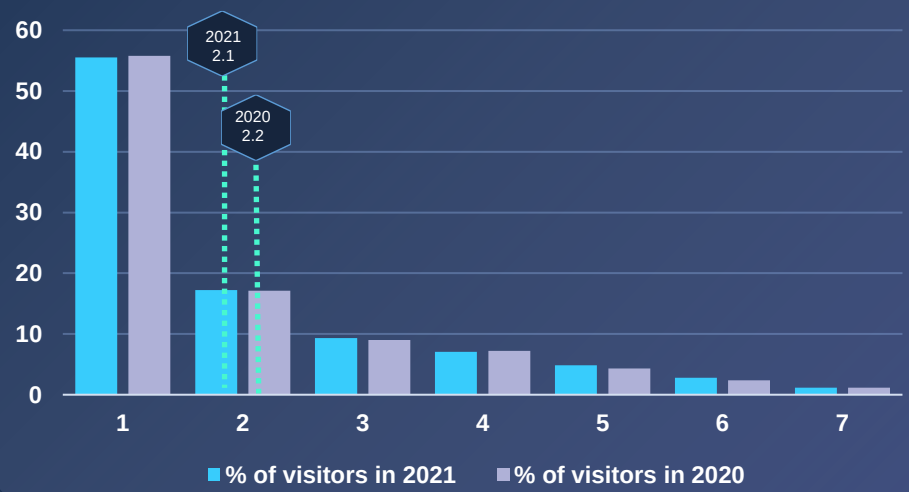


CHANGE IN WORKER CATCHMENT AUGUST 2021 vs AUGUST 2020

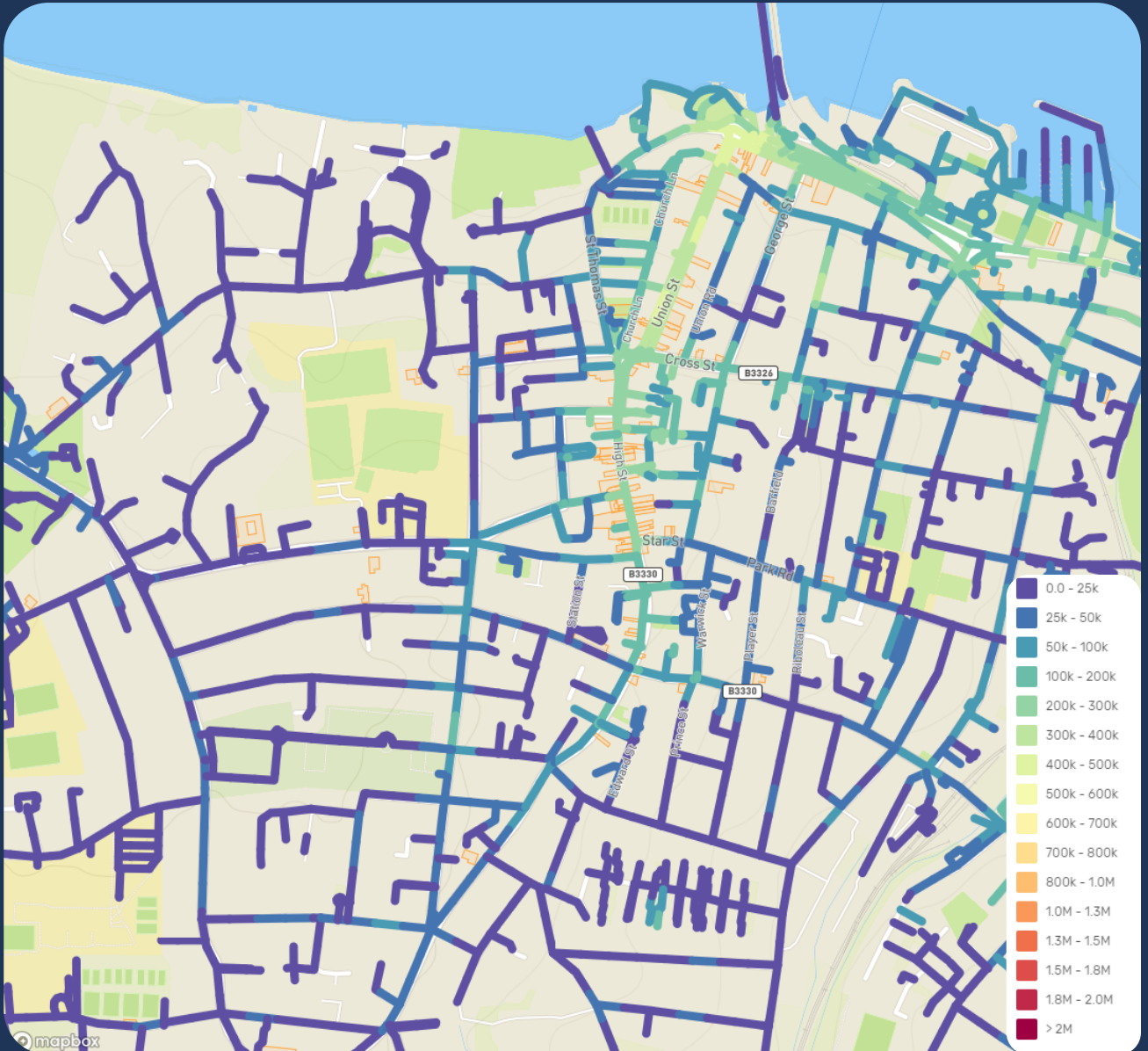
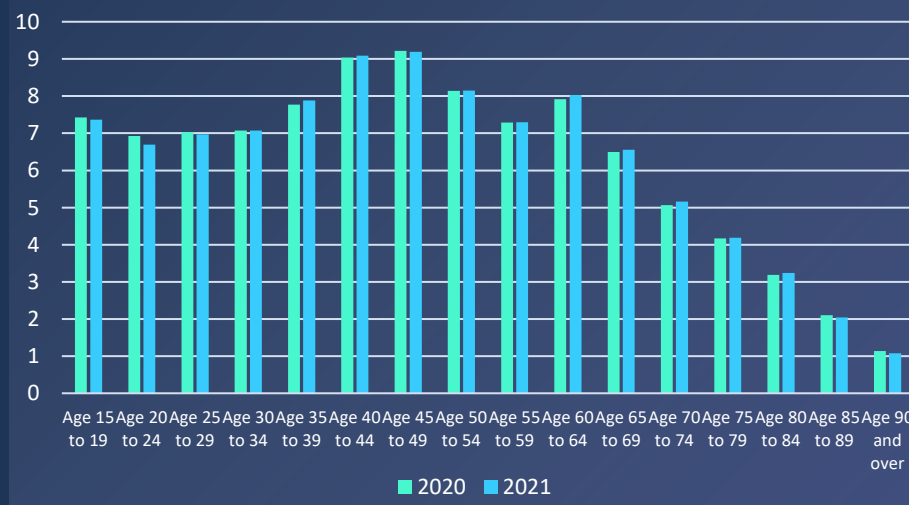


RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (AUGUST 2020-21)

NUMBER OF PLACES VISITED PER TRIP (%)



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



RYDE TOWN CENTRE FOOTFALL HEAT MAP AUGUST 2021

RYDE PEDESTRIAN VISITOR BEHAVIOURS – AUGUST 2021 & BENCHMARKING

RYDE TOWN CENTRE FOOTFALL HEAT MAP AUGUST 2021



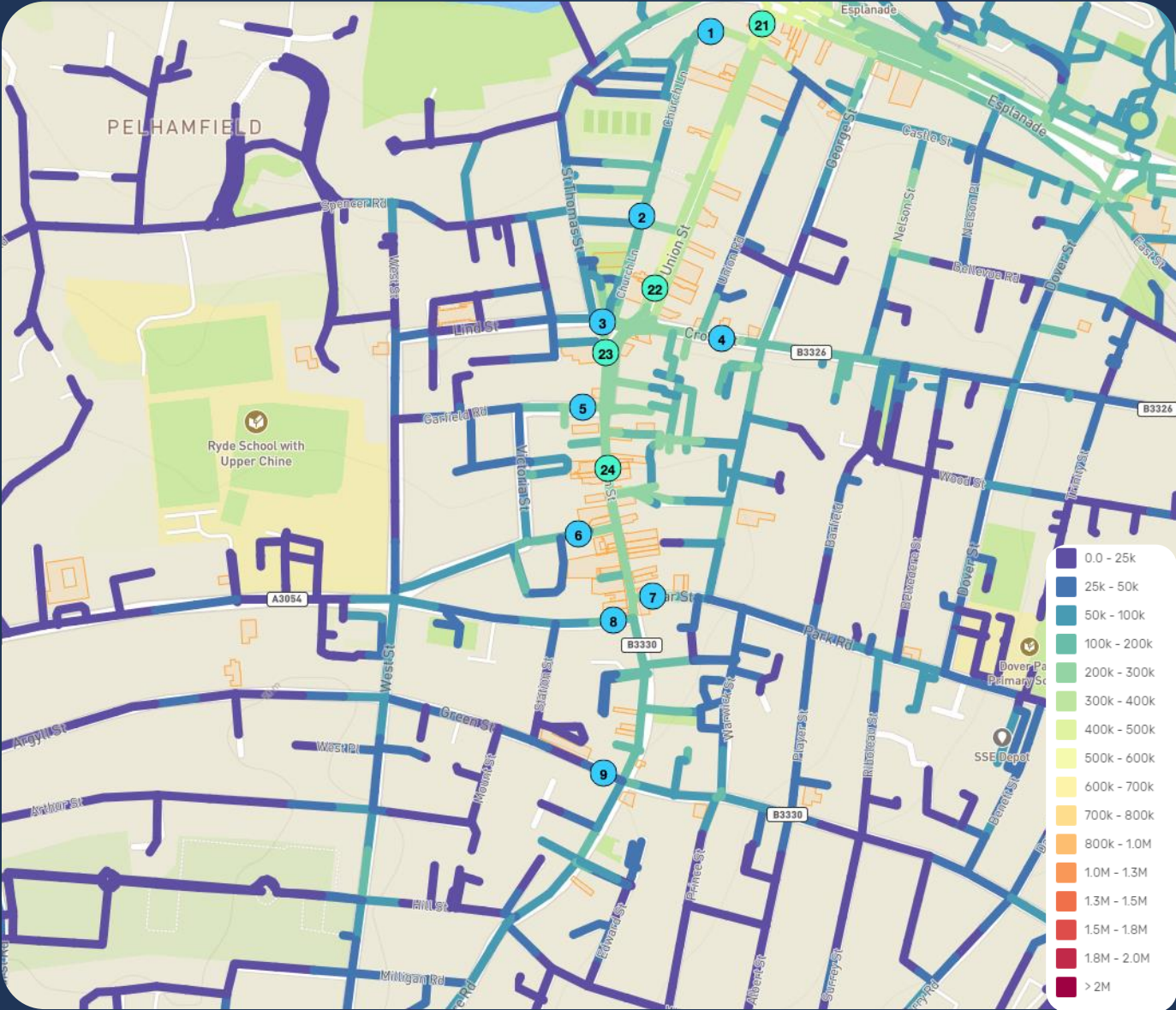
RYDE TOWN CENTRE FOOTFALL HEAT MAP AUGUST 2020



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



CENTRE FOOTFALL DATA AUGUST 2021 VS AUGUST 2020 – ENTRY POINTS

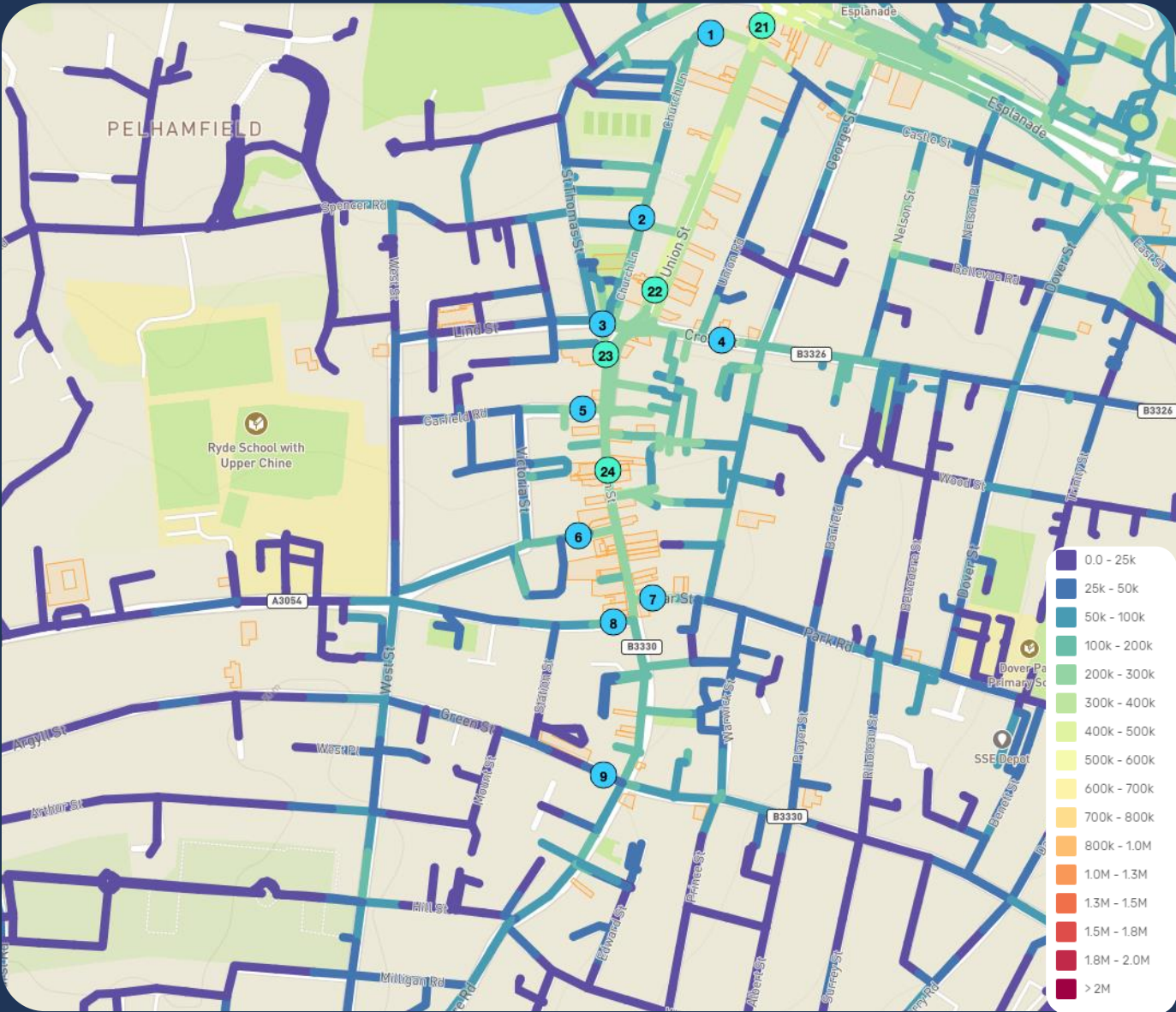
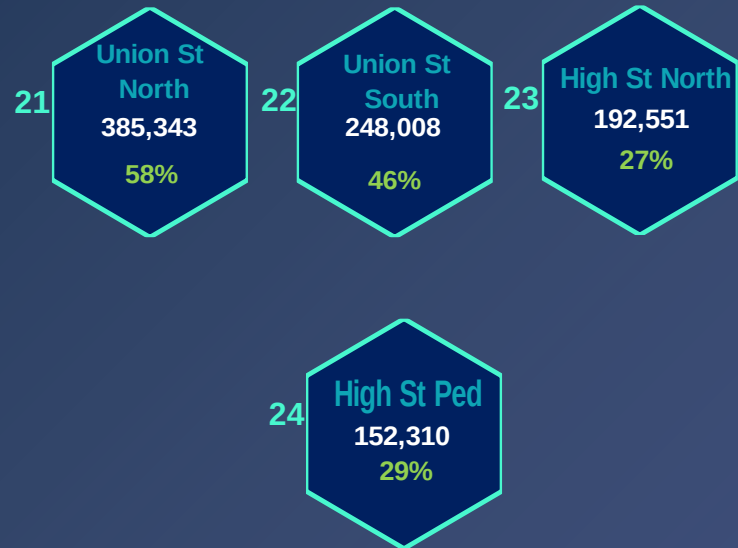


RYDE TOWN CENTRE FOOTFALL HEAT MAP AUGUST 2021

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



CENTRE FOOTFALL DATA AUGUST 2021 VS AUGUST 2020 — ENTRY POINTS



KEY: PEDESTRIAN NUMBERS AUGUST 2021

RYDE TOWN CENTRE FOOTFALL HEAT MAP AUGUST 2021

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

RYDE TOWN SQUARE

TOTAL VISITS

90,536

VISITS AUGUST 21

12.9%
VS JULY 2020



AVERAGE DWELL TIME

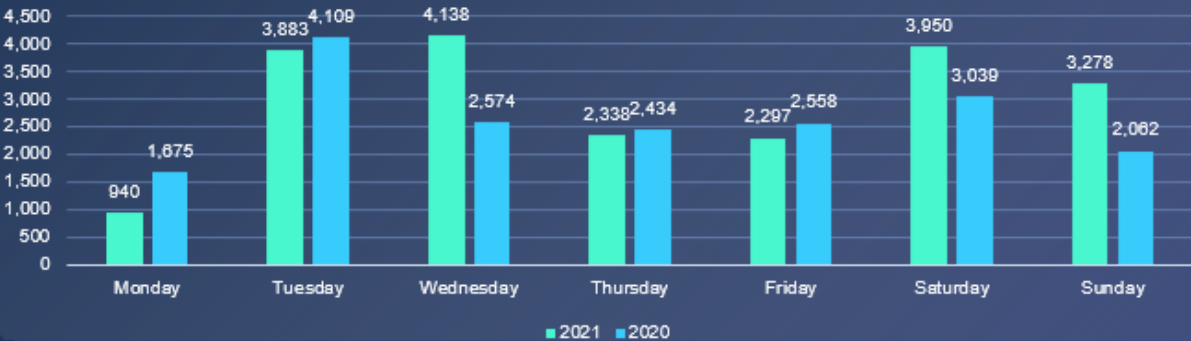
28 MINS

AVERAGE TIME SPENT AUGUST 21

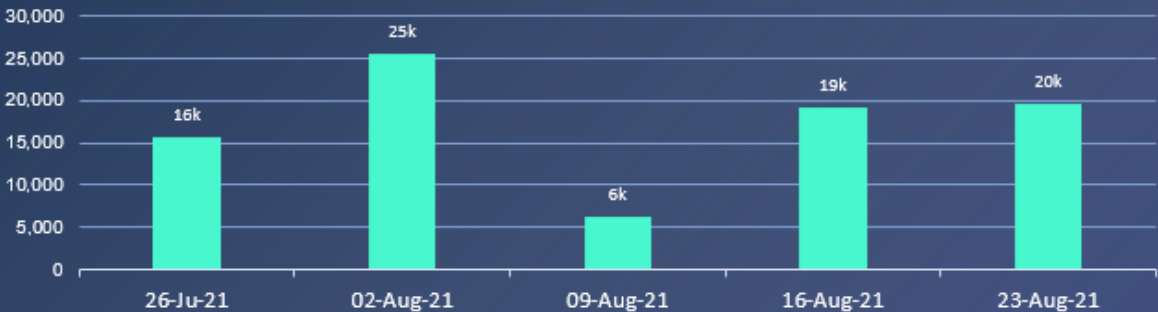
9 MINS
VS JULY 2020



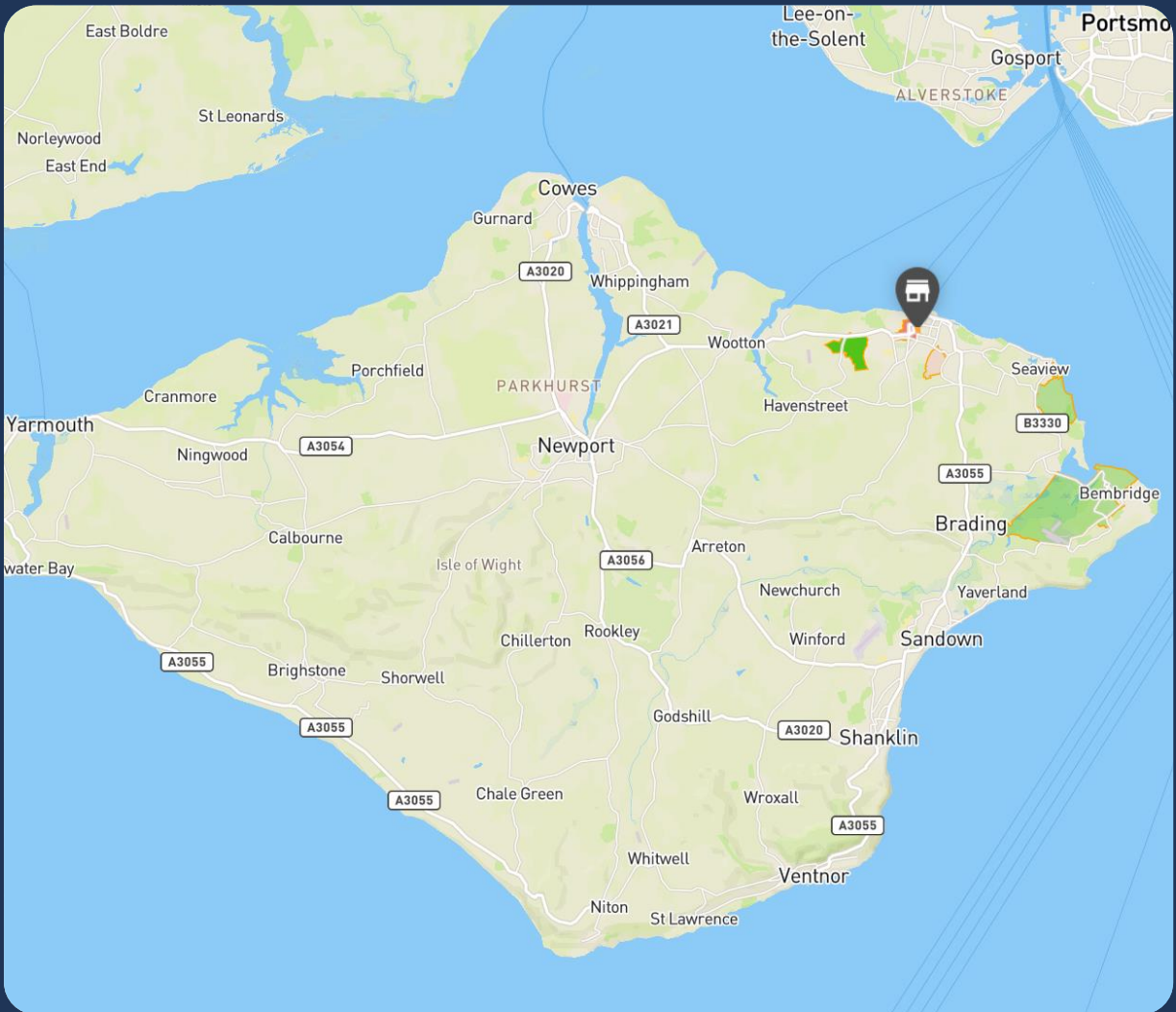
AVERAGE DAILY AUGUST 2021 VS AUGUST 2020



WEEKLY VISITS AUGUST 2021



CHANGE IN VISITOR LEVELS AUGUST 2021 vs AUGUST 2020



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

ST THOMAS SQUARE

TOTAL VISITS

94,310

VISITS AUGUST 21

24.3%
VS JULY 2020



AVERAGE DWELL TIME

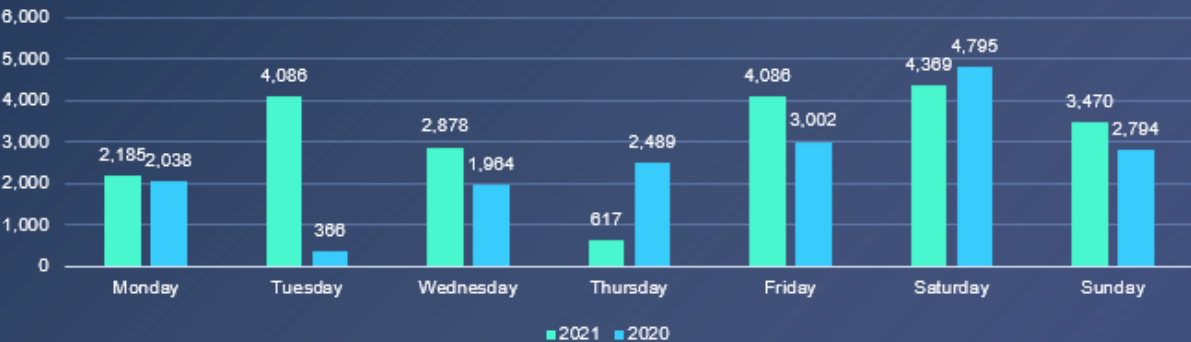
77 MINS

AVERAGE TIME SPENT AUGUST 21

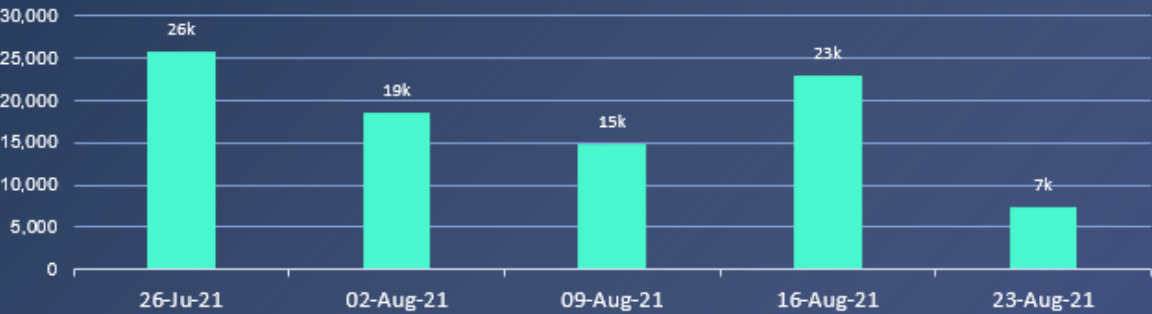
11 MINS
VS JULY 2020



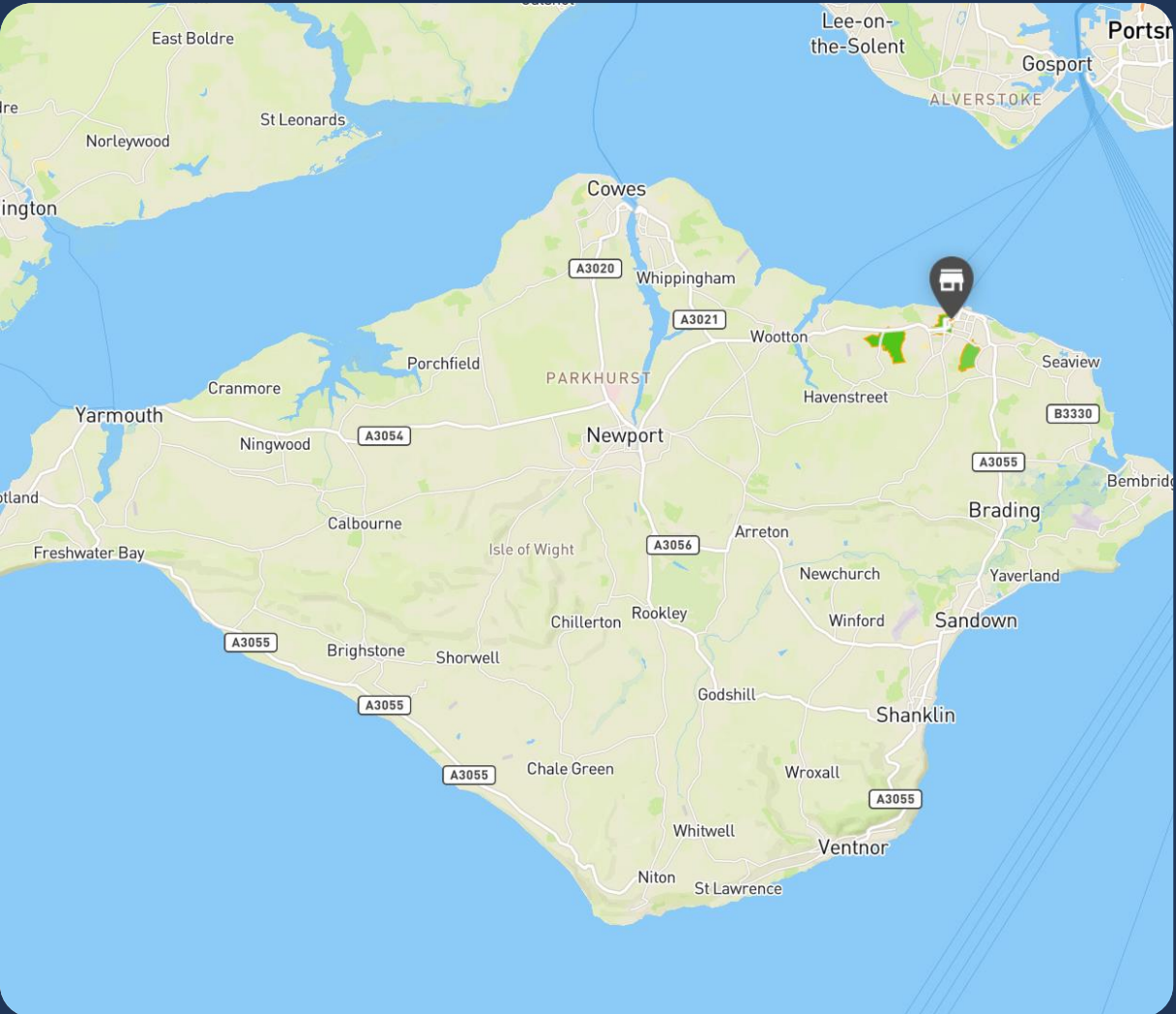
AVERAGE DAILY AUGUST 2021 VS AUGUST 2020



WEEKLY VISITS AUGUST 2021



CHANGE IN VISITOR LEVELS AUGUST 2021 vs AUGUST 2020



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



MINGHELLA SQUARE

TOTAL VISITS

85,905

VISITS AUGUST 21

37.0%
VS JULY 2020



AVERAGE DWELL TIME

27 MINS

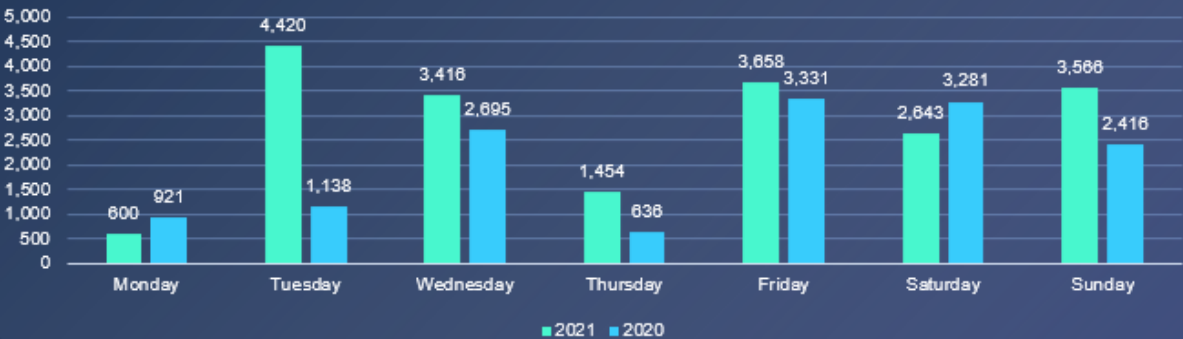
AVERAGE TIME SPENT AUGUST 21

8 MINS
VS JULY 2020



CHANGE IN VISITOR LEVELS AUGUST 2021 vs AUGUST 2020

AVERAGE DAILY AUGUST 2021 VS AUGUST 2020



WEEKLY VISITS AUGUST 2021

