

VISITOR INSIGHTS

BASELINE REPORT

RYDE, Isle of Wight

SEPTEMBER 2021

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



VISITOR | INSIGHTS

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

TOTAL VISITS



803,572

VISITS TO THE HIGH STREET



23%

Y/O/Y CHANGE
* This compares to an average national benchmark of +15%



SEP 20
SEP 21



13%

Y/O/Y CHANGE



AUG 21
SEP 21



-23%

M/O/M CHANGE



SEP 19
SEP 21

AVERAGE DWELL TIME



162 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



-4%

Y/O/Y CHANGE



SEP 20
SEP 21



-4%

Y/O/Y CHANGE



SEP 19
SEP 21



18%

M/O/M CHANGE



AUG 21
SEP 21

PLACES VISITED



2.1

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.2

PLACES VISITED



SEP 20



2.1

PLACES VISITED



AUG 21

POPULAR VISIT DAY



THURSDAY

34k AVERAGE VISITS ON FRIDAY IN SEPTEMBER

WEDNESDAY



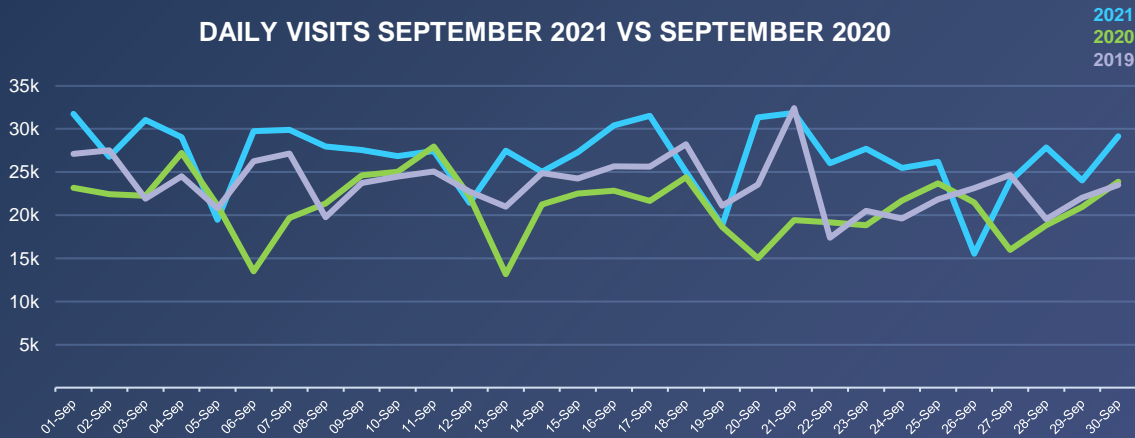
SEP 20

MONDAY

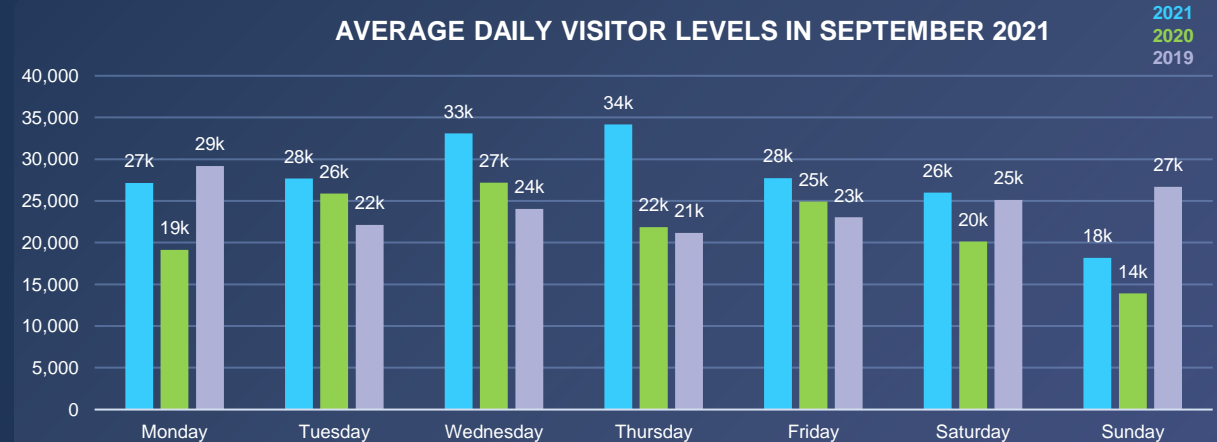


AUG 21

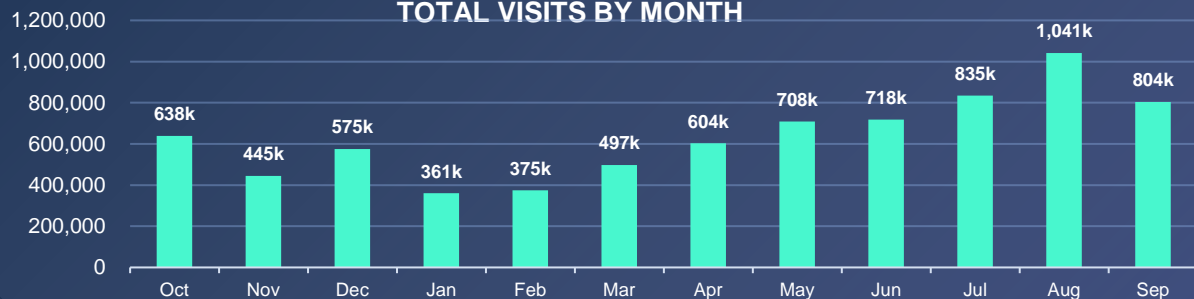
DAILY VISITS SEPTEMBER 2021 VS SEPTEMBER 2020



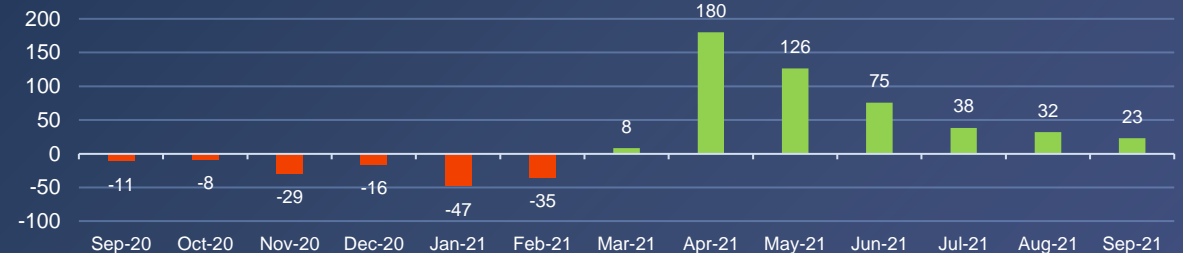
AVERAGE DAILY VISITOR LEVELS IN SEPTEMBER 2021



TOTAL VISITS BY MONTH



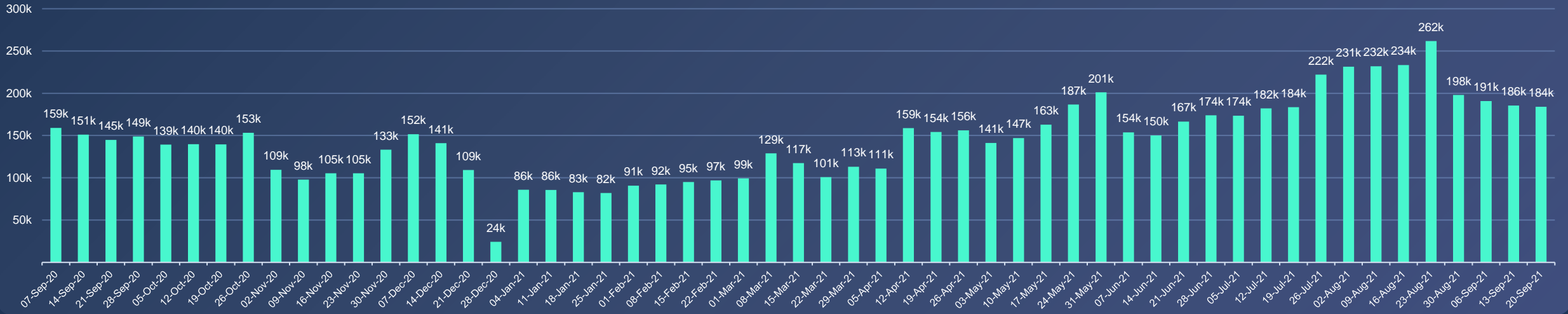
TOTAL VISIT CHANGE BY MONTH (%)



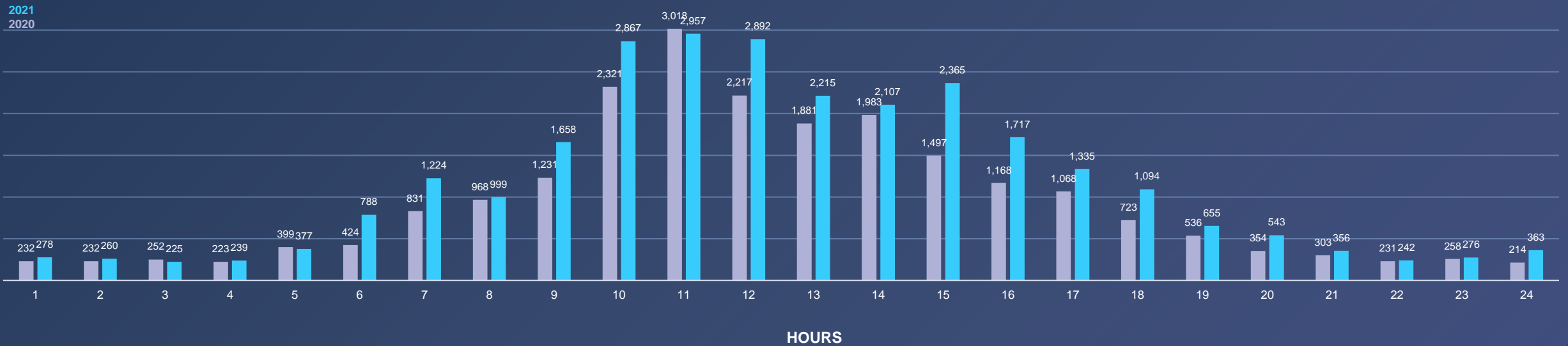
RYDE TOWN CENTRE — SEPTEMBER 2021 SUMMARY & BENCHMARKING (SEPTEMBER 2020-21)



WEEKLY FOOTFALL



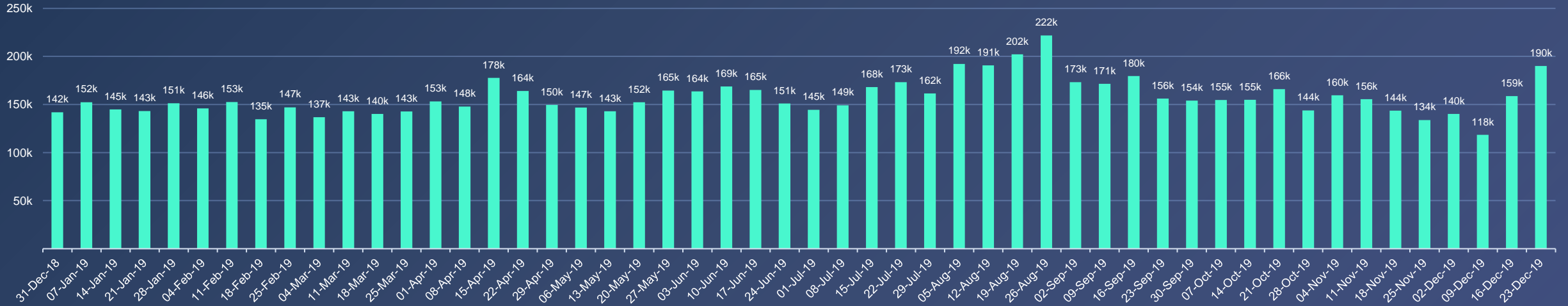
AVERAGE VISITS BY HOUR



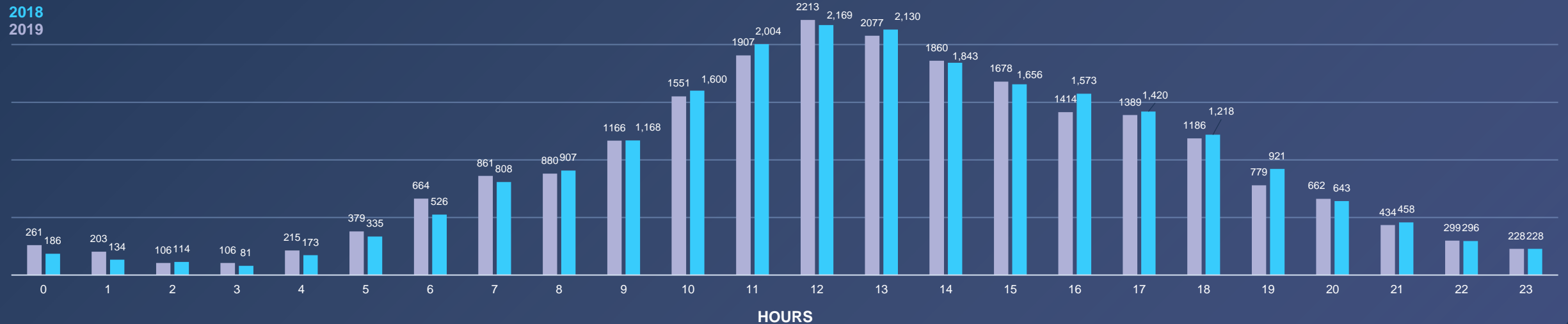
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



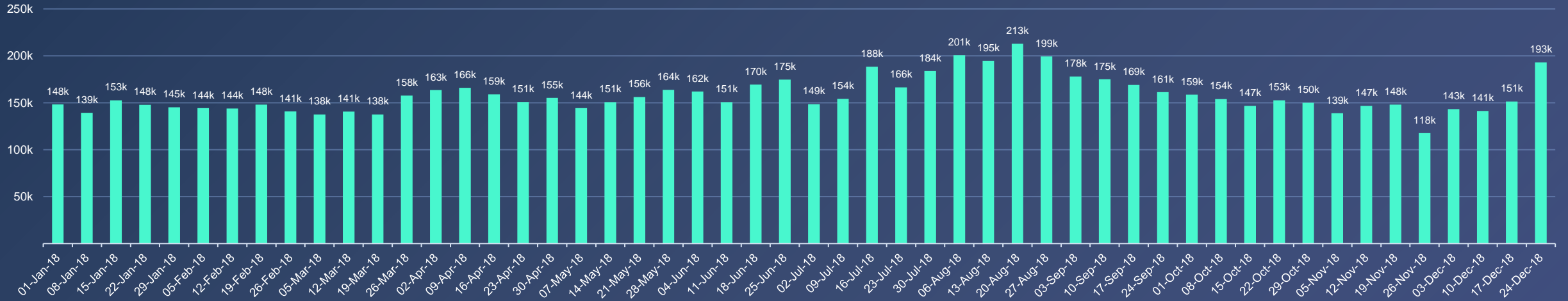
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



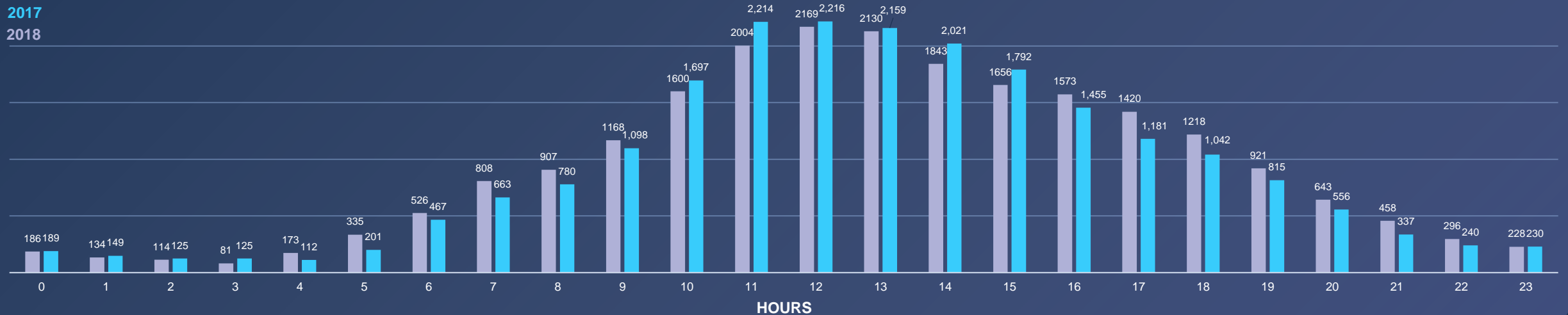
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



8,252,254

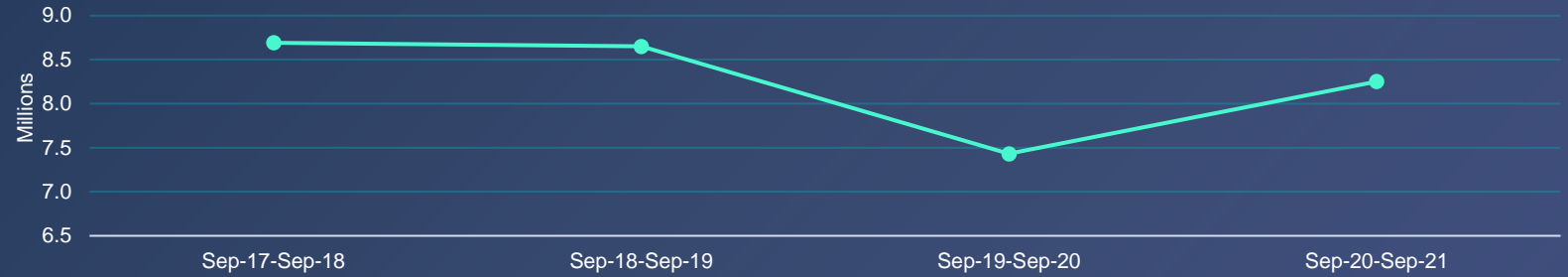
VISITS TO THE HIGH STREET
SEPTEMBER 20 - SEPTEMBER 21



-5%
4 YEAR CHANGE



FOOTFALL



AVERAGE DWELL TIME



146 MINS

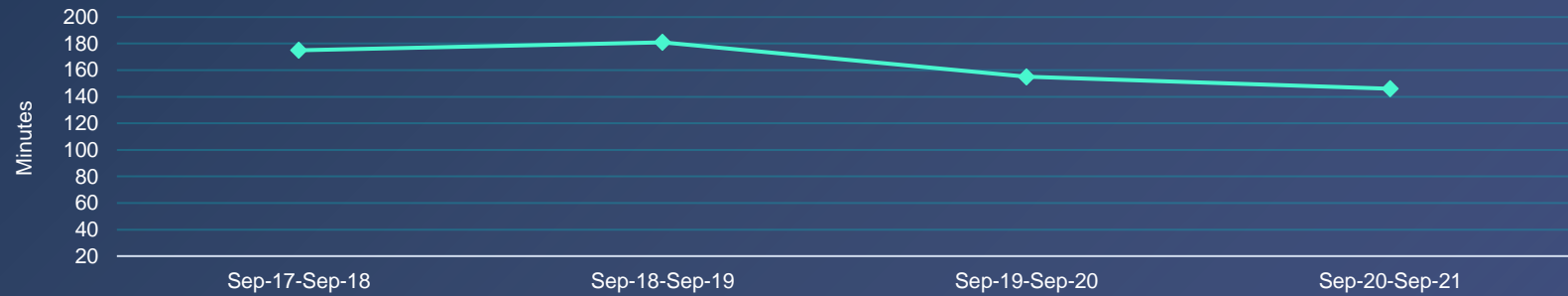
AVERAGE TIME SPENT IN THE HIGH STREET
SEPTEMBER 20 - SEPTEMBER 21



-17%
4 YEAR CHANGE



DWELL TIME



PLACES VISITED



2.1

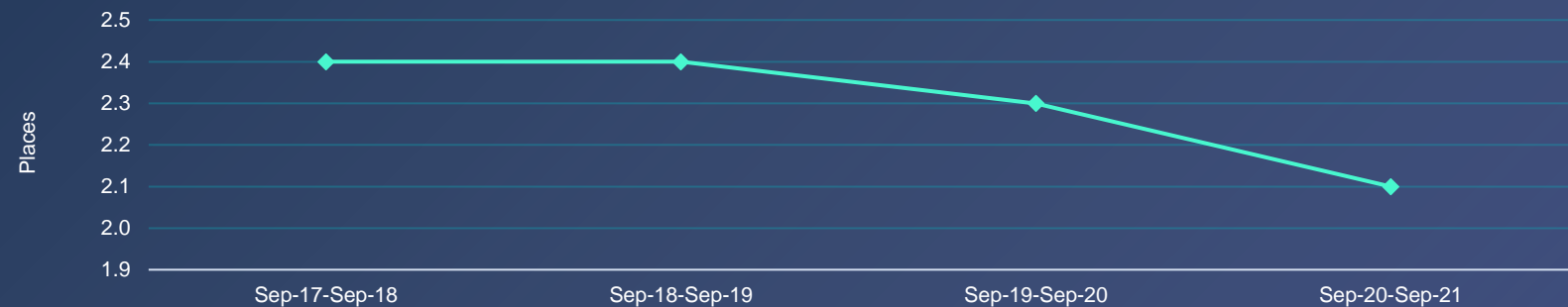
AVERAGE NUMBER OF INDOOR LOCATIONS
VISITED PER TRIP
SEPTEMBER 20 - SEPTEMBER 21



-13%
4 YEAR CHANGE

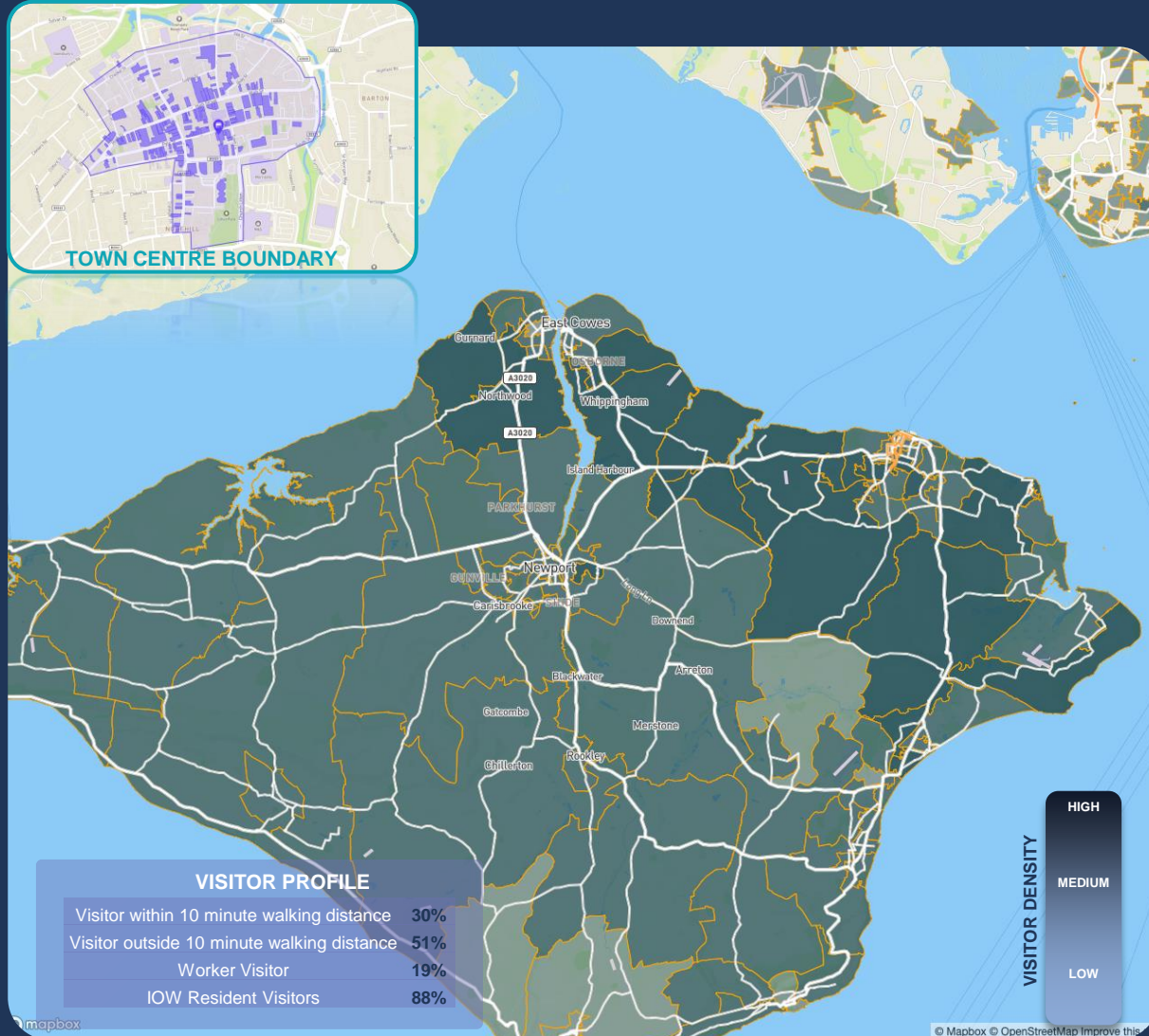


PLACES VISITED

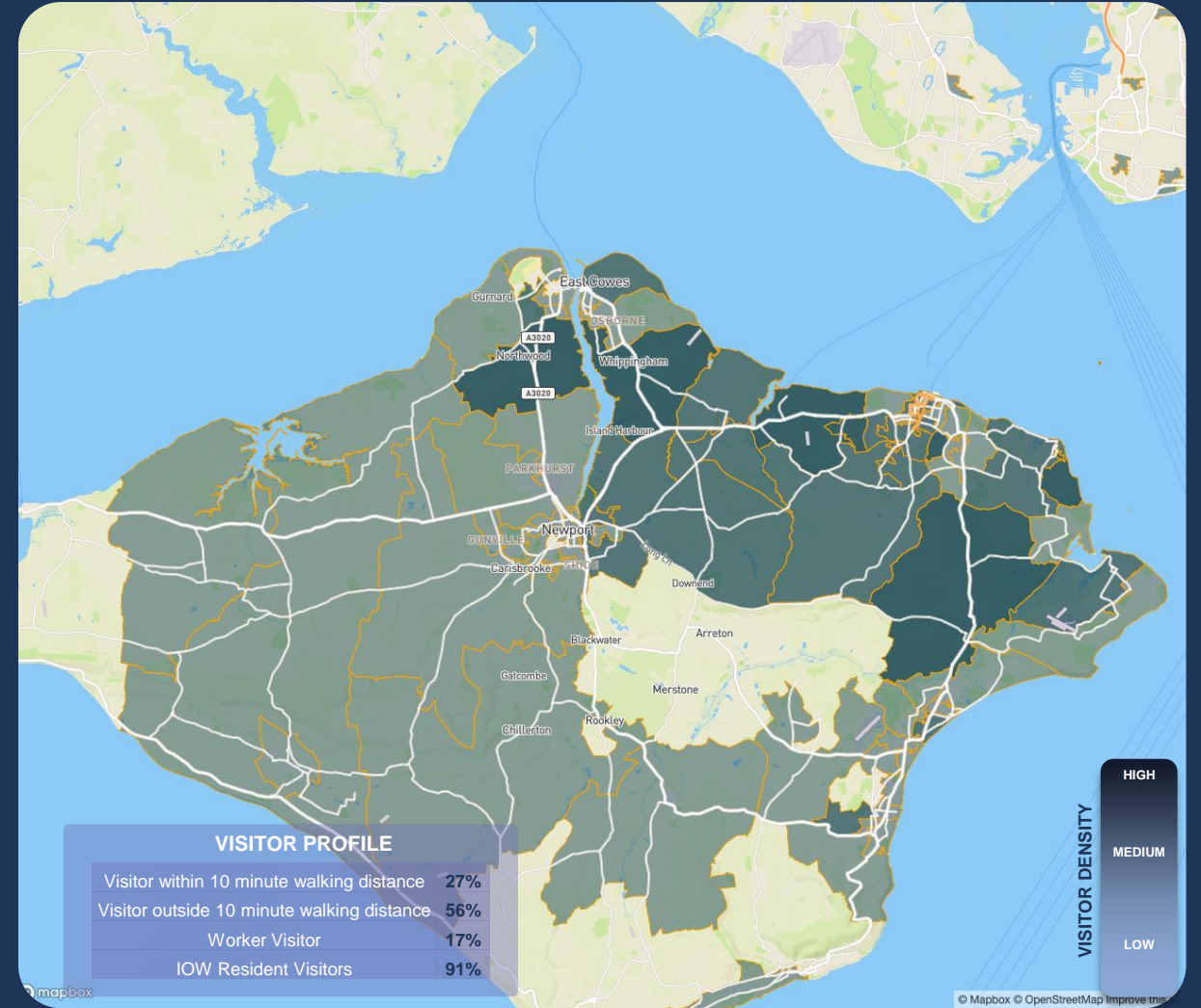


RYDE VISITOR CATCHMENT — SEPTEMBER 2021 & BENCHMARKING (SEPTEMBER 2020-21)

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



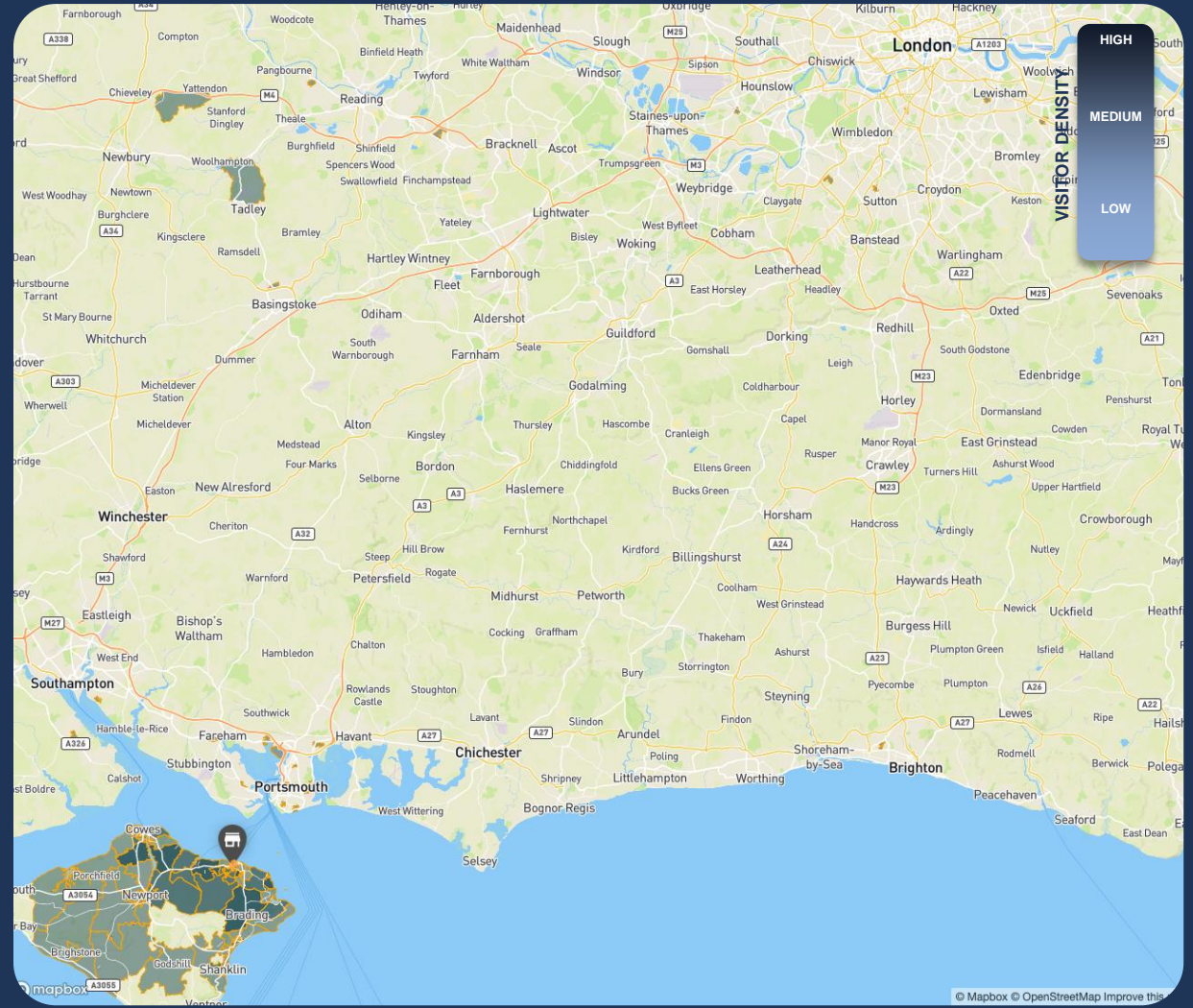
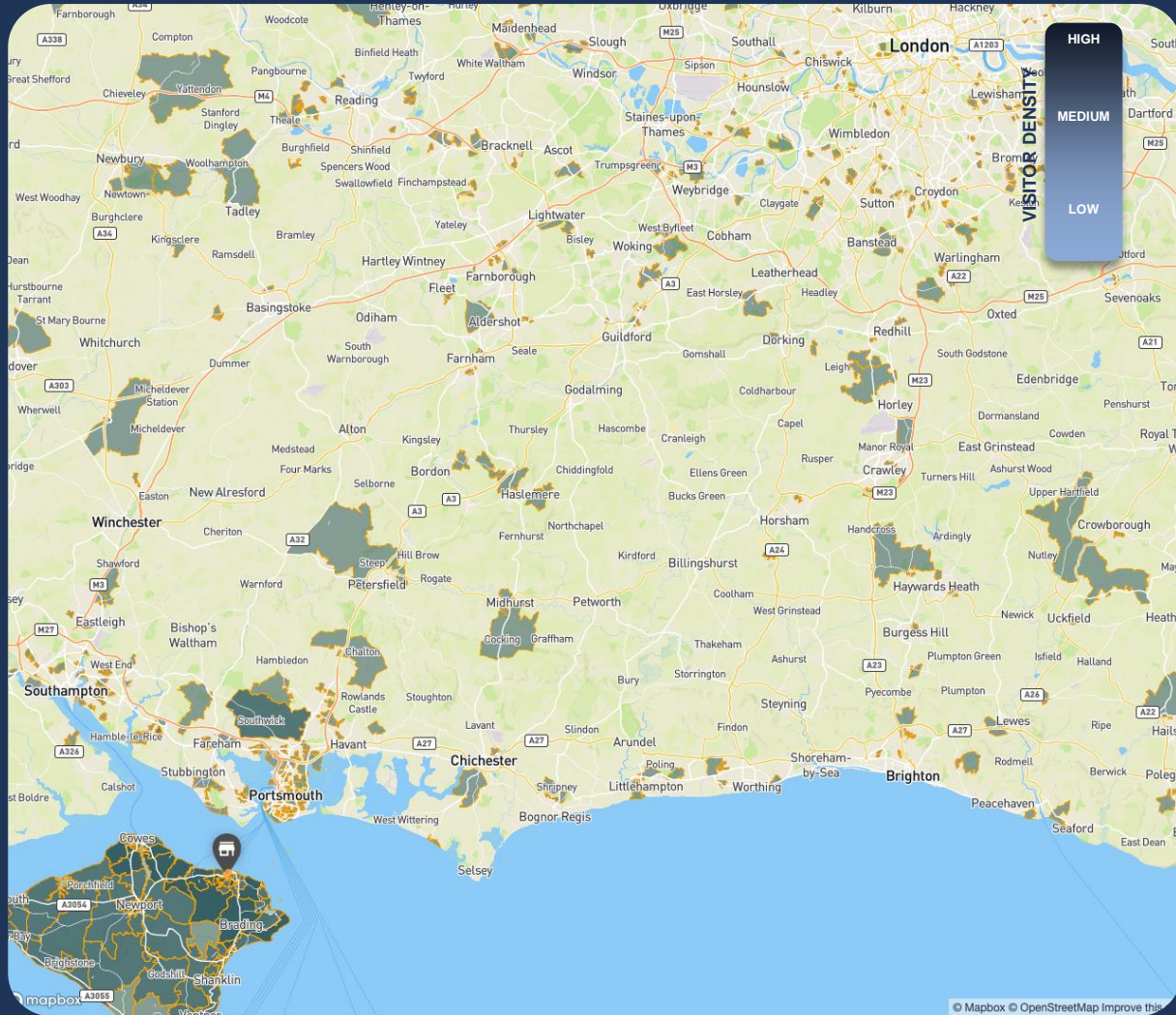
**VISITOR CATCHMENT BY POSTCODE
IN SEPTEMBER 2021 (zoomed in)**



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

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

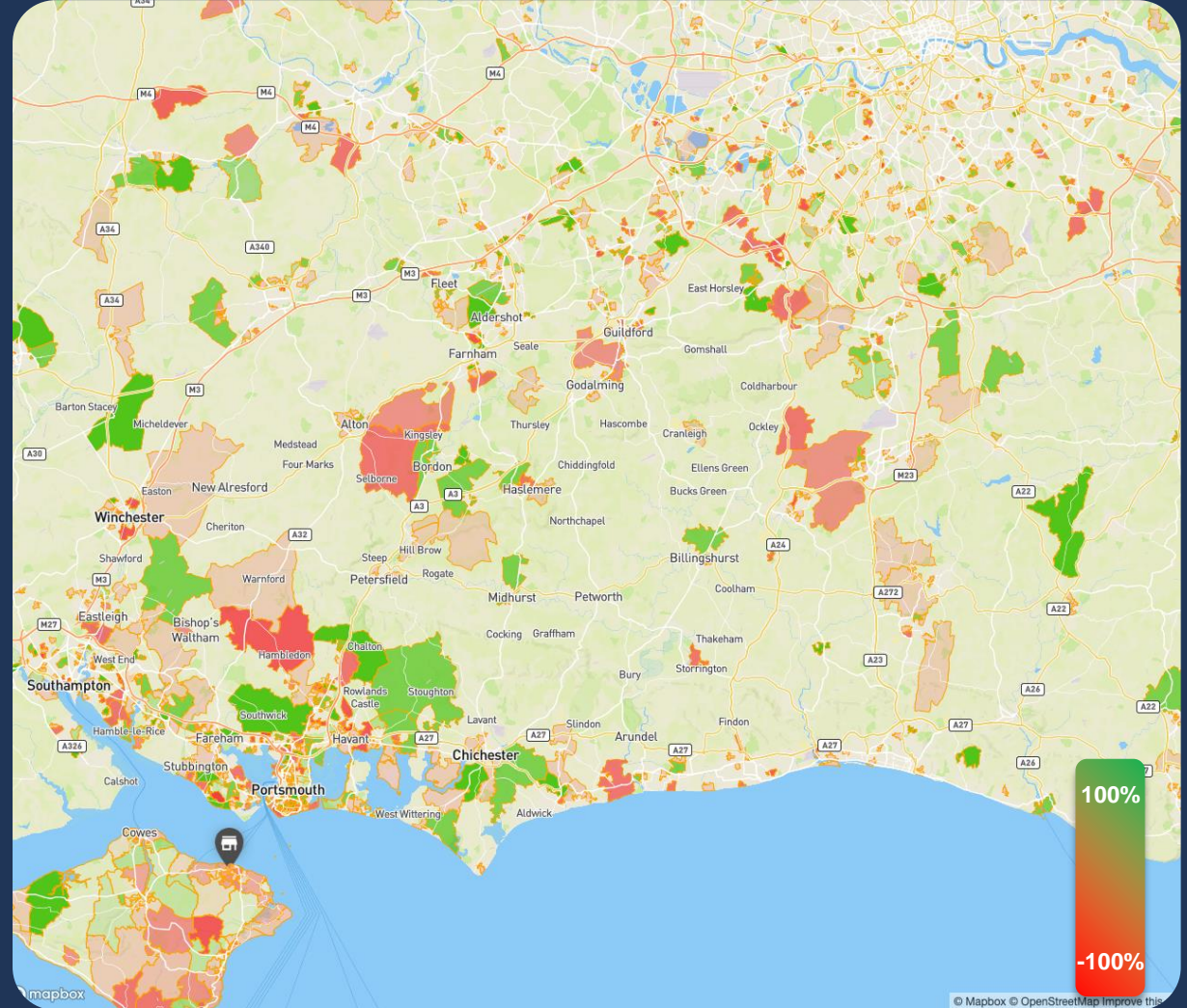
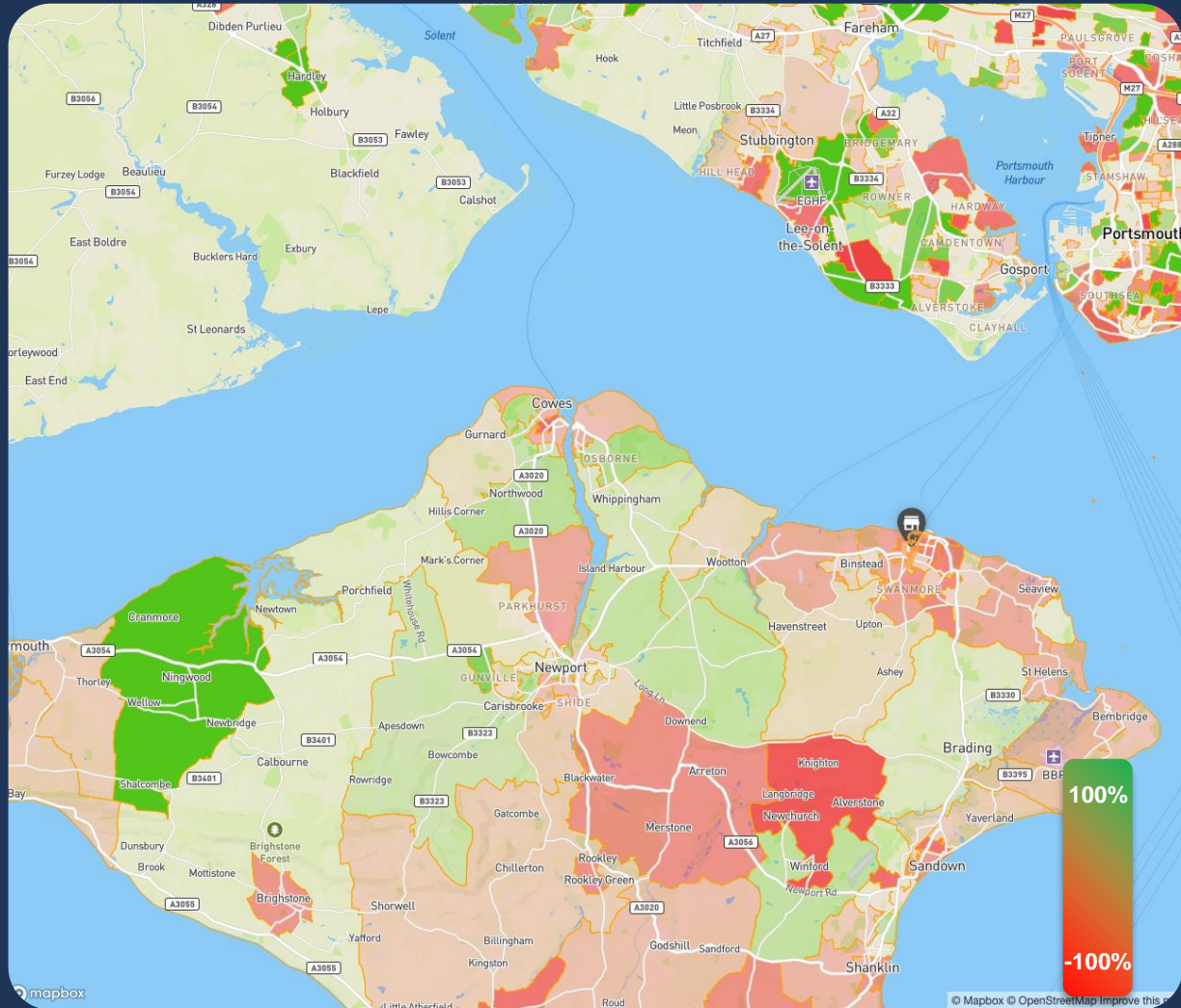
VISITOR CATCHMENT BY POSTCODE IN SEPTEMBER 2021 (zoomed out)



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

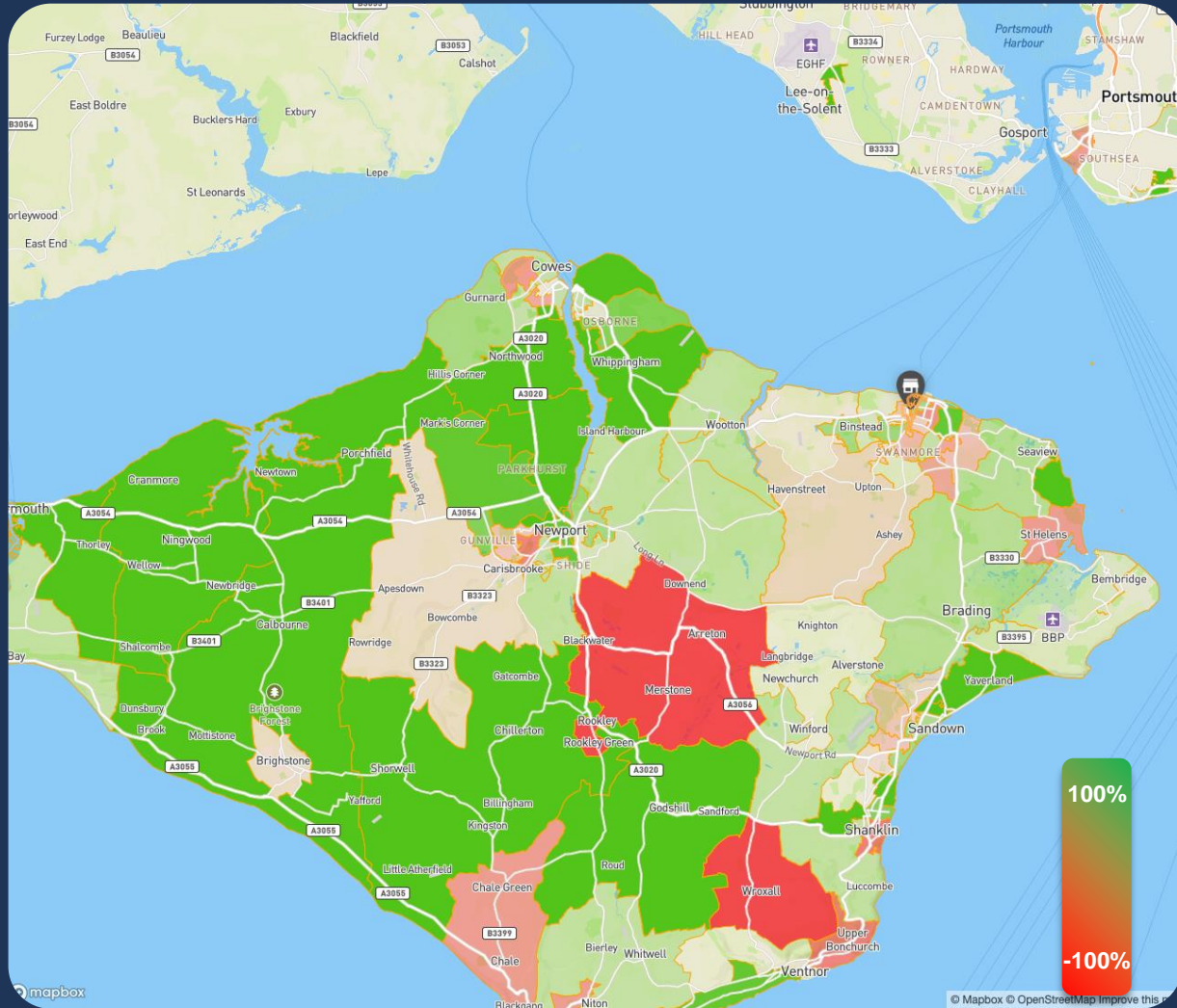
CHANGE IN VISITOR LEVELS SEPTEMBER 2020-21 vs SEPTEMBER 2019-20 (zoomed in)

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

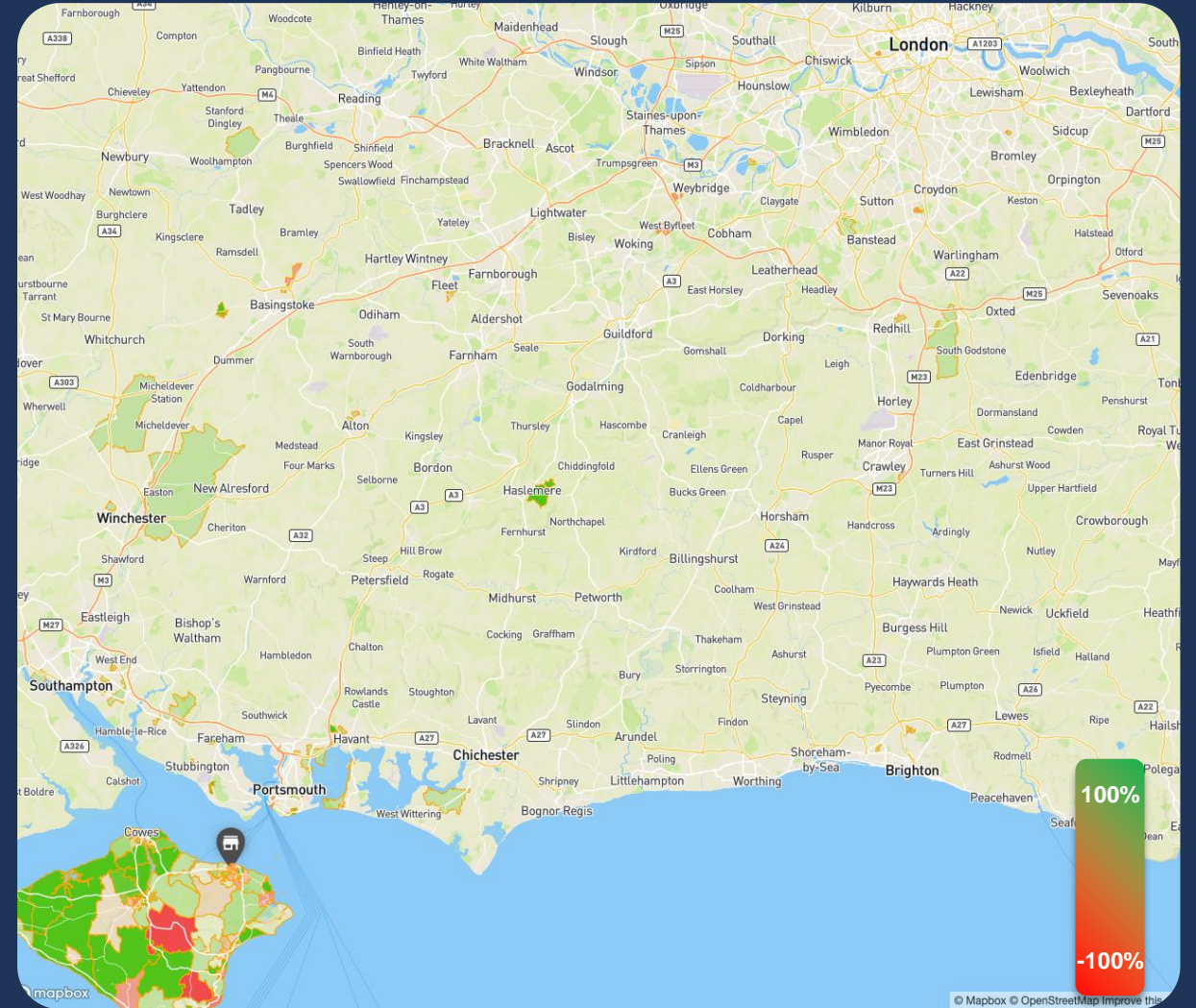


RYDE VISITOR CHANGE BY POSTCODE – SEPTEMBER 2021 & BENCHMARKING

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

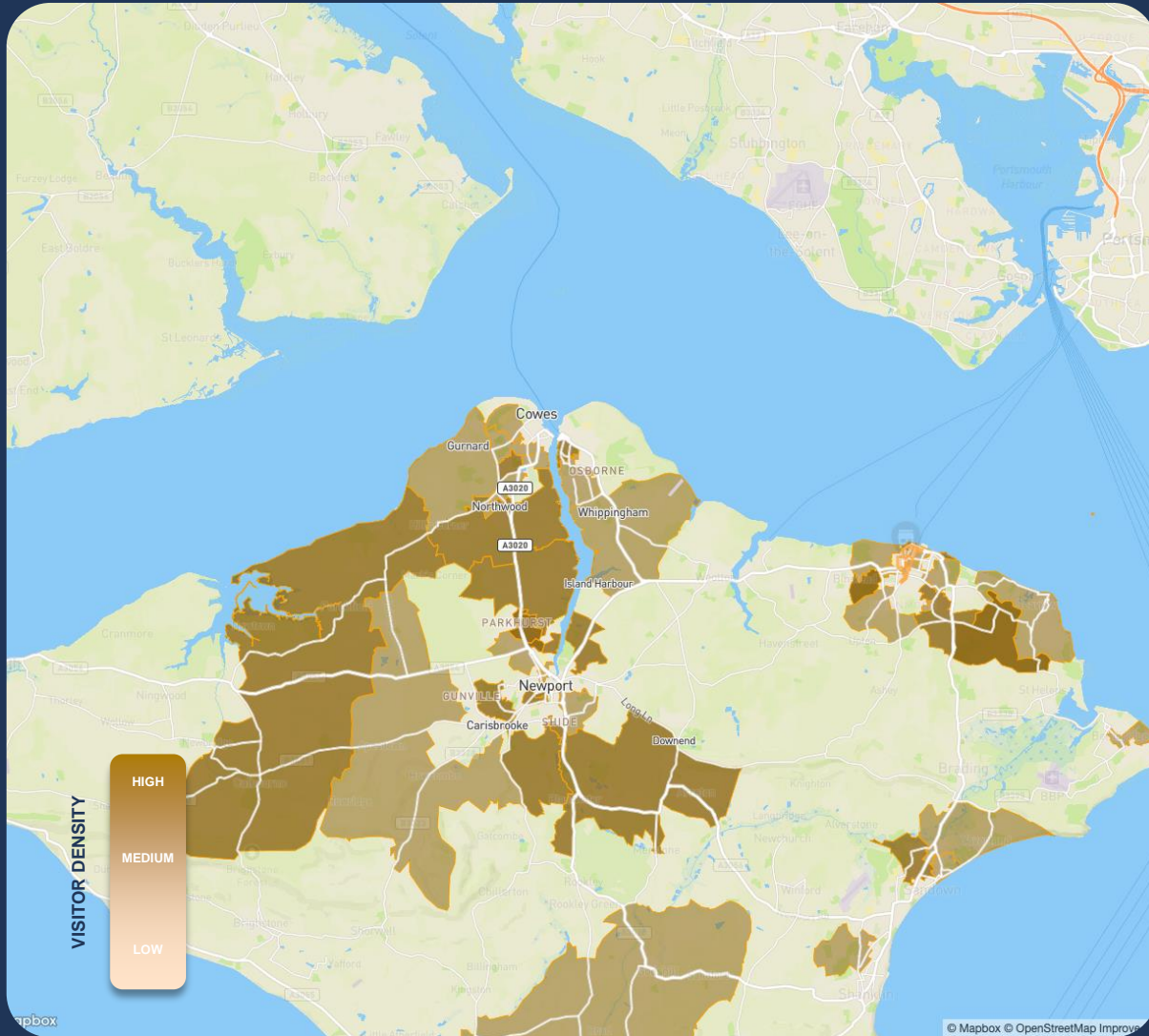


CHANGE IN VISITOR LEVELS SEPTEMBER 2021 vs SEPTEMBER 2020 (zoomed out)

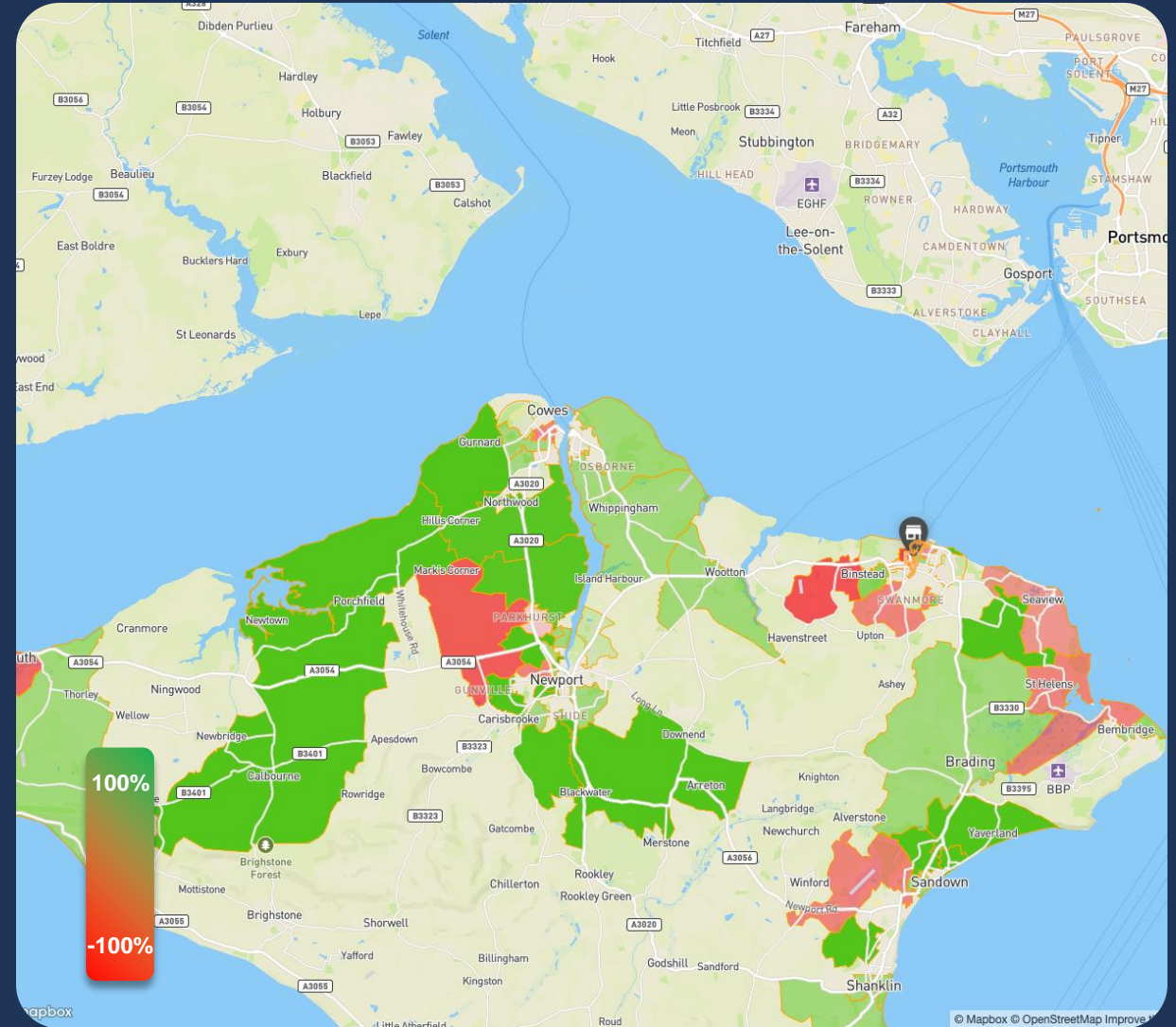


RYDE WORKER CATCHMENT CHANGE — SEPTEMBER 2021 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE SEPTEMBER 2021

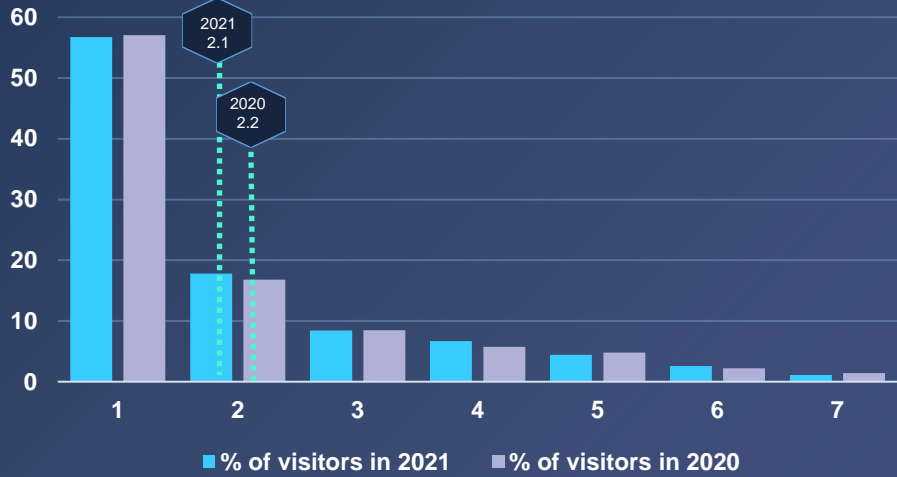


CHANGE IN WORKER CATCHMENT SEPTEMBER 2021 vs SEPTEMBER 2020

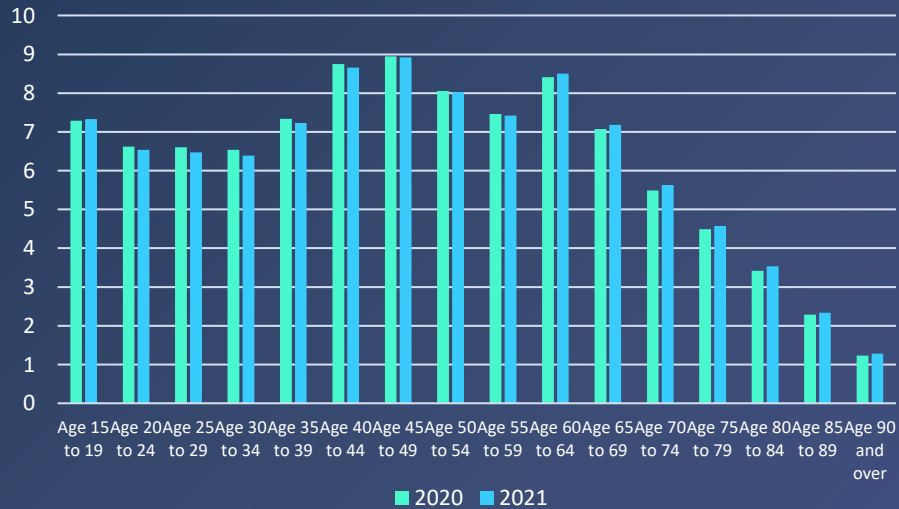


RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (SEPTEMBER 2020-21)

NUMBER OF PLACES VISITED PER TRIP (%)



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



KEY: PEDESTRIAN NUMBERS SEPTEMBER 2021

RYDE TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2021

RYDE PEDESTRIAN VISITOR BEHAVIOURS – SEPTEMBER 2021 & BENCHMARKING

RYDE TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2021



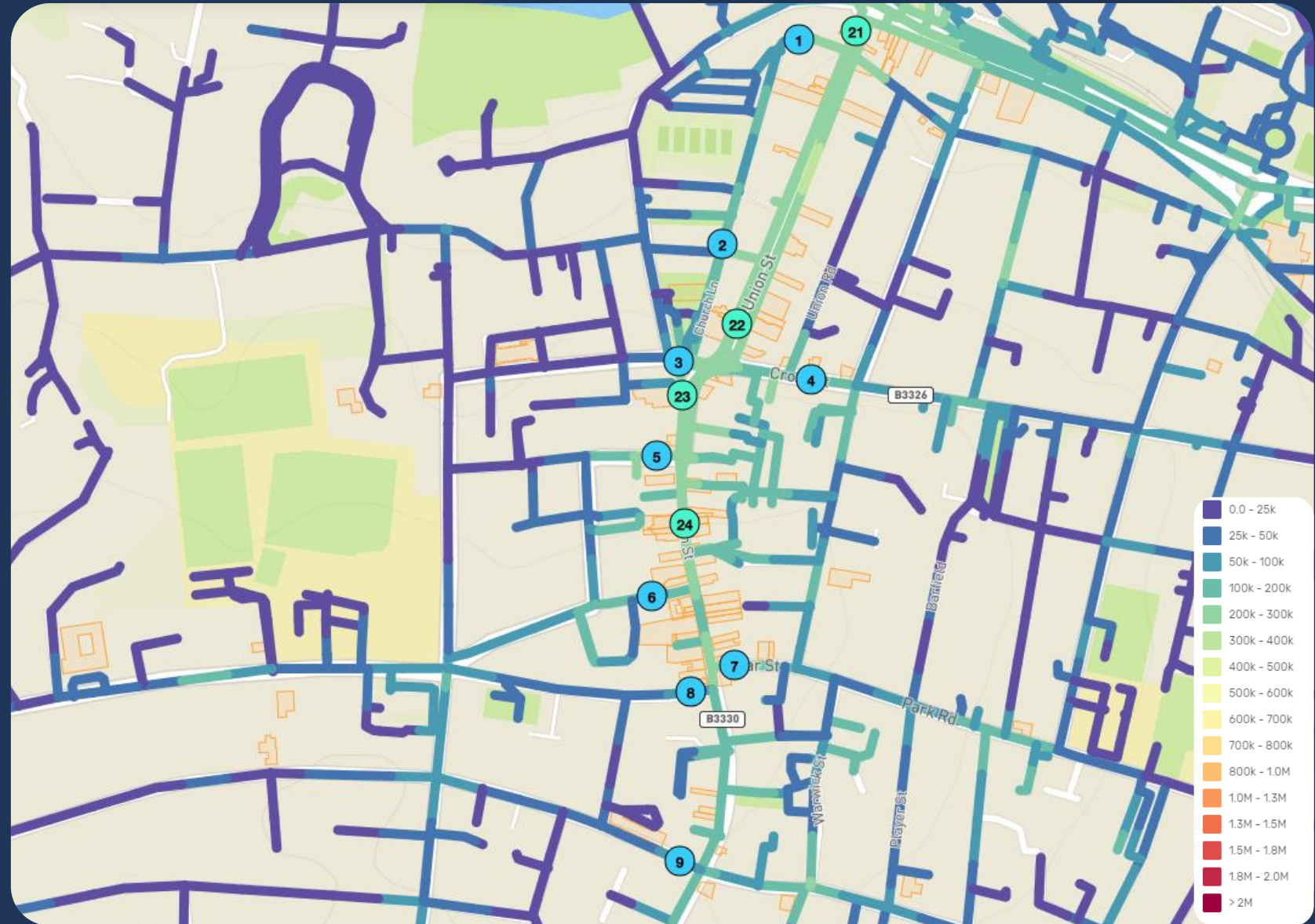
RYDE TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2020



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



CENTRE FOOTFALL DATA SEPTEMBER 2021 VS SEPTEMBER 2020 – ENTRY POINTS

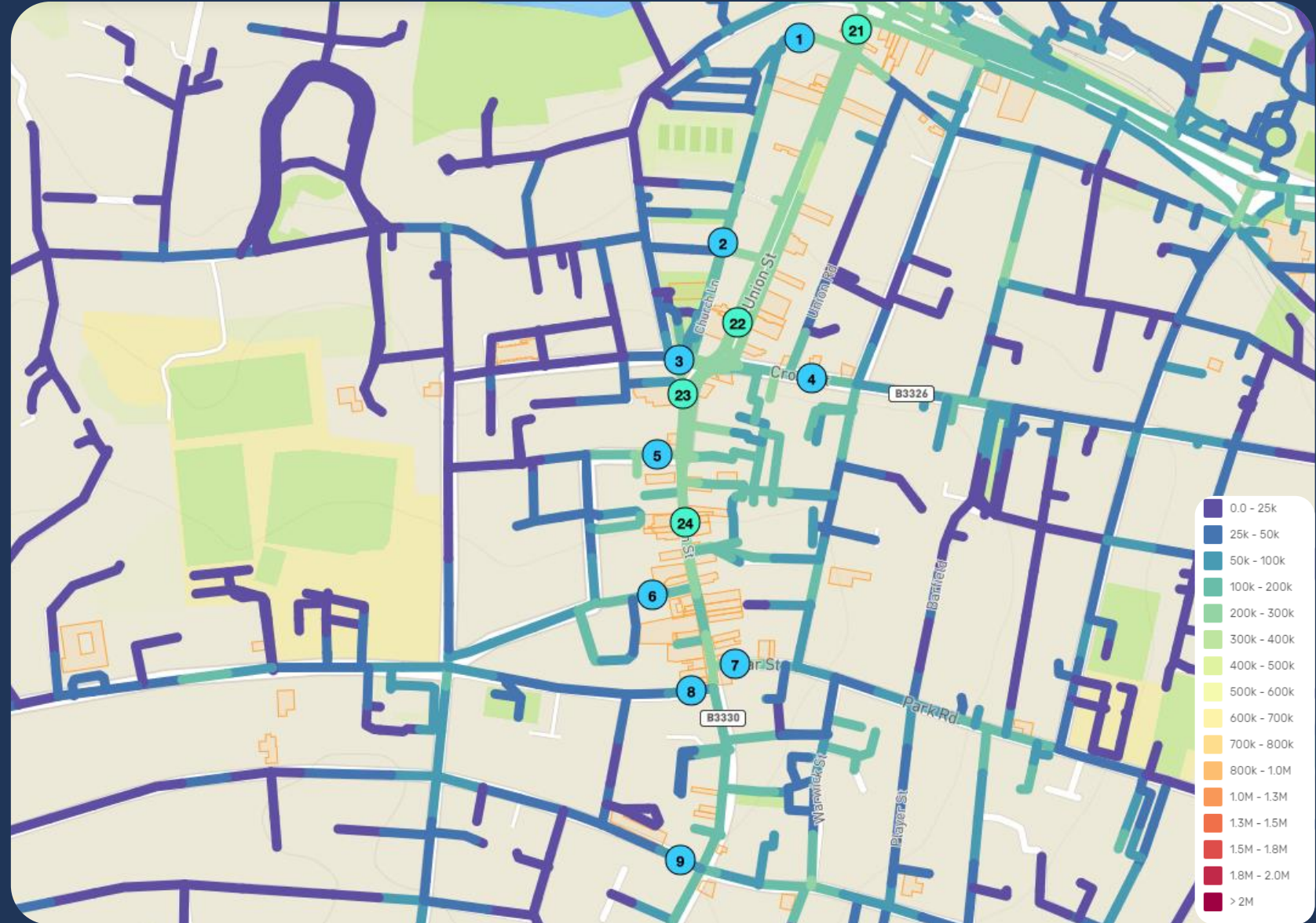
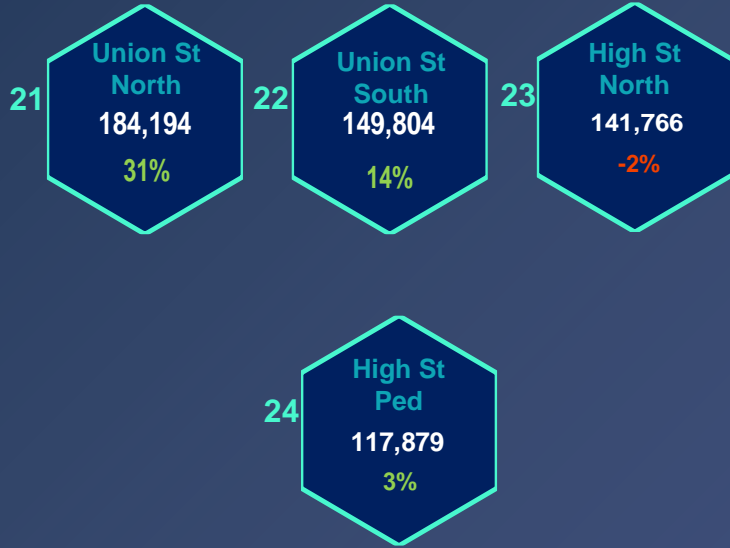


RYDE TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2021

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



CENTRE FOOTFALL DATA SEPTEMBER 2021 VS SEPTEMBER 2020 — ENTRY POINTS



KEY: PEDESTRIAN NUMBERS SEPTEMBER 2021

RYDE TOWN CENTRE FOOTFALL HEAT MAP SEPTEMBER 2021

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

RYDE TOWN SQUARE

TOTAL VISITS

8,059

VISITS SEPTEMBER 21



32%
VS SEP 2020



AVERAGE DWELL TIME

128 MINS

AVERAGE TIME SPENT
SEPTEMBER 21



105 MINS
VS SEP 2020

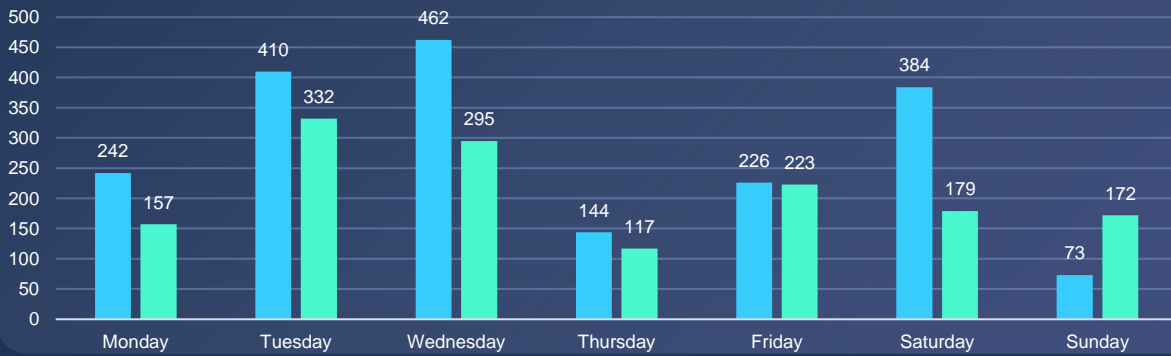


PEDESTRIANS

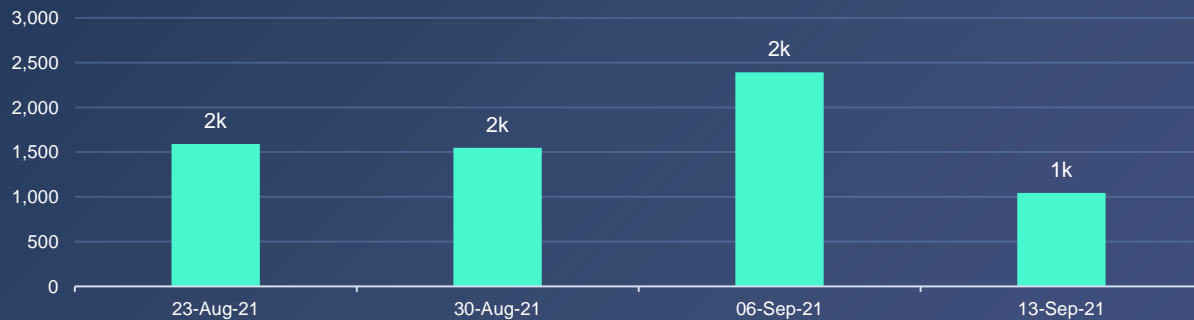
45,896

PEDESTRIANS PASSING
THROUGH SQUARE
SEPTEMBER 2021

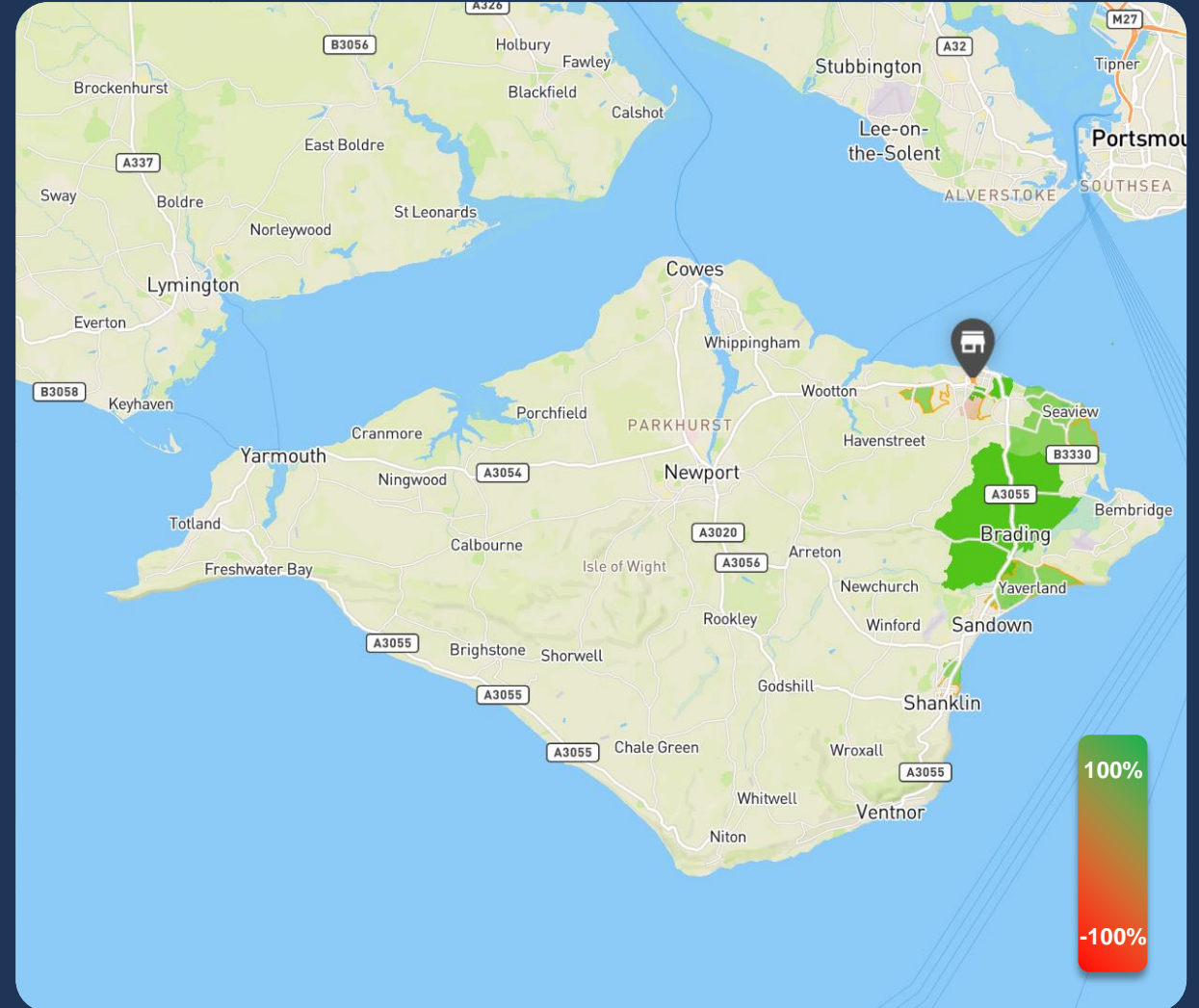
AVERAGE DAILY VISITORS SEPTEMBER 2021 VS SEPTEMBER 2020



WEEKLY VISITS SEPTEMBER 2021



CHANGE IN VISITOR LEVELS SEPTEMBER 2021 vs SEPTEMBER 2020



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

ST THOMAS SQUARE

TOTAL VISITS

2,891

VISITS SEPTEMBER 21



-38%

VS SEP 2020



AVERAGE DWELL TIME

85 MINS

AVERAGE TIME SPENT
SEPTEMBER 21



20 MINS

VS SEP 2020

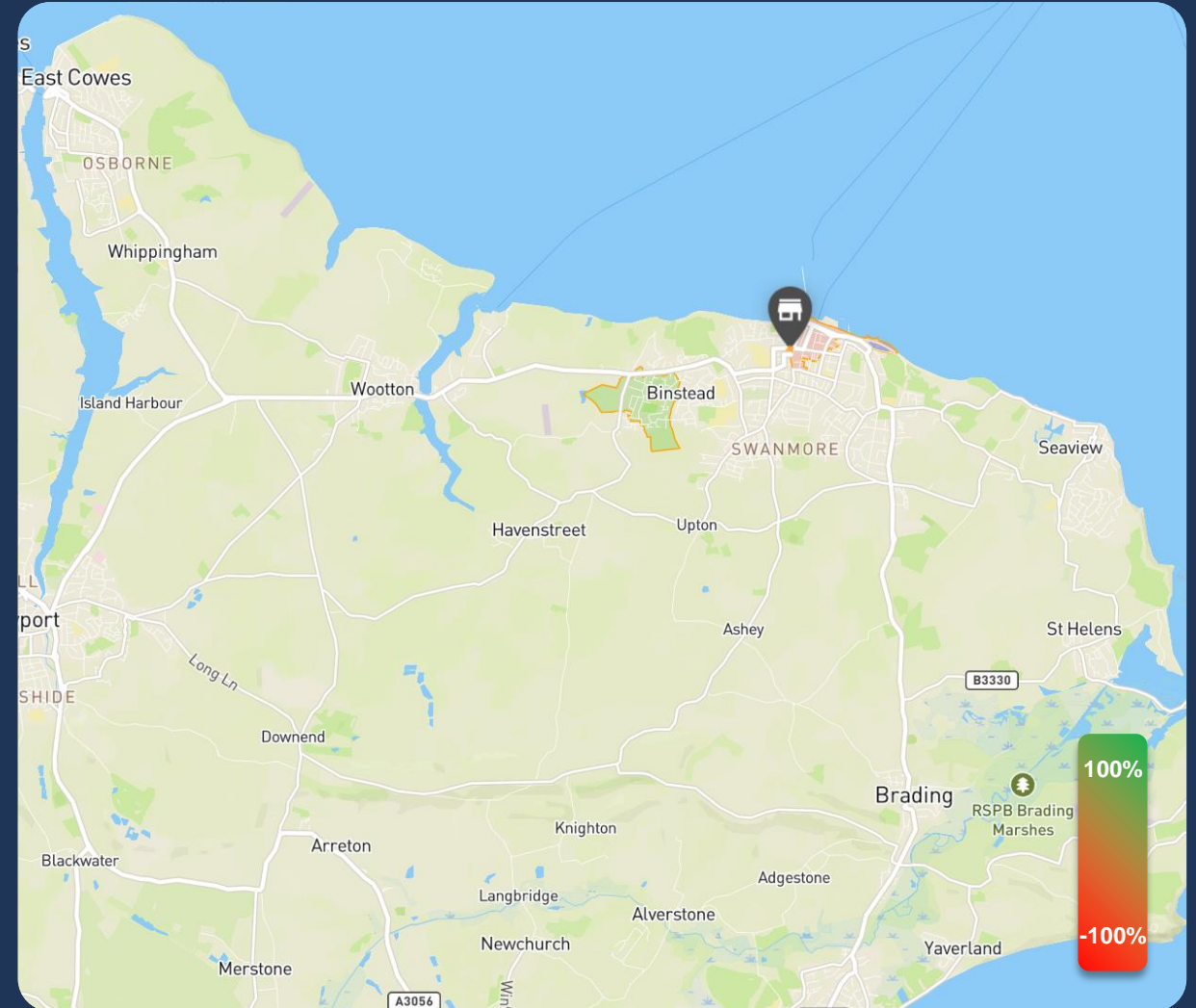


PEDESTRIANS

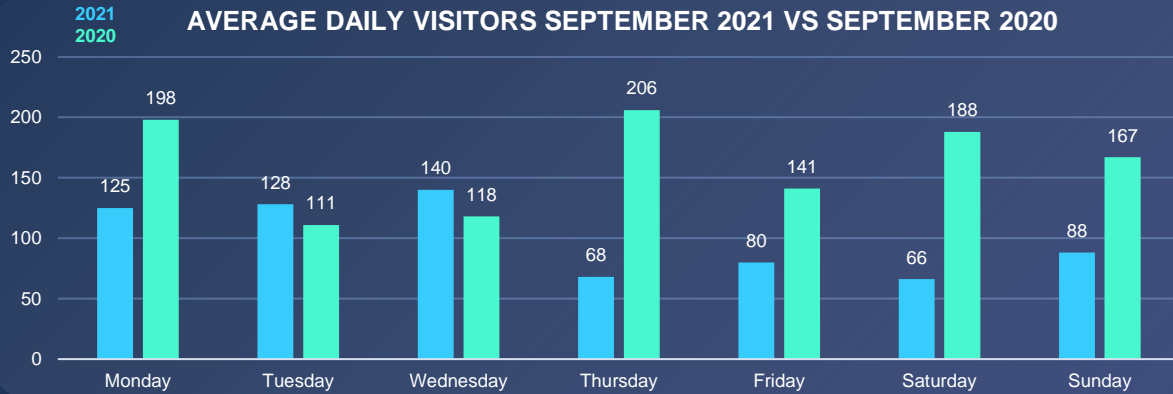
26,095

PEDESTRIANS PASSING
THROUGH SQUARE
SEPTEMBER 2021

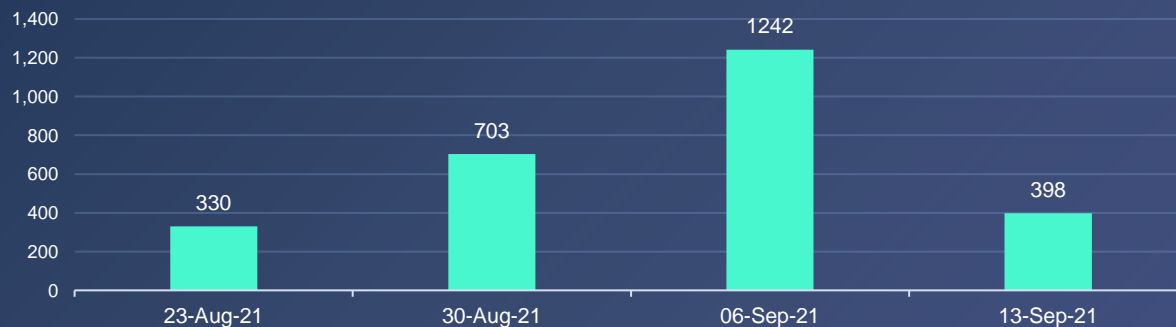
CHANGE IN VISITOR LEVELS SEPTEMBER 2021 vs SEPTEMBER 2020



AVERAGE DAILY VISITORS SEPTEMBER 2021 VS SEPTEMBER 2020



WEEKLY VISITS SEPTEMBER 2021



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

MINGHELLA SQUARE

TOTAL VISITS

5,003

VISITS SEPTEMBER 21

81%
VS SEP 2020



AVERAGE DWELL TIME

26 MINS

AVERAGE TIME SPENT
SEPTEMBER 21

8 MINS
VS SEP 2020

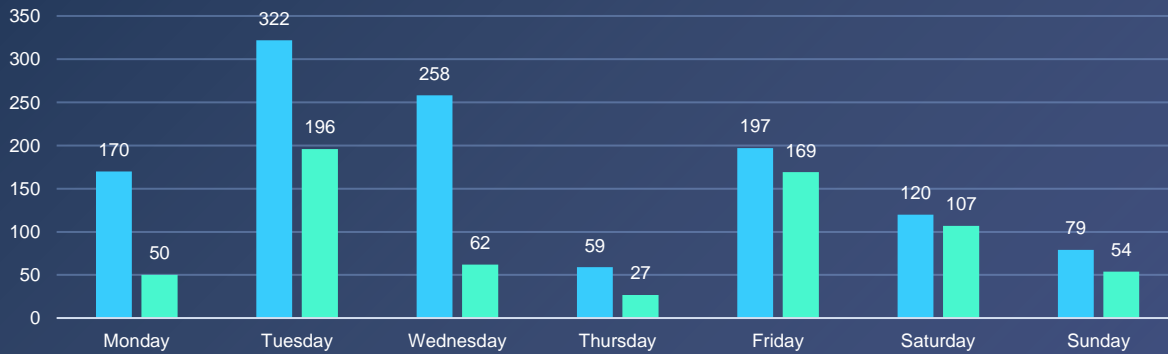


PEDESTRIANS

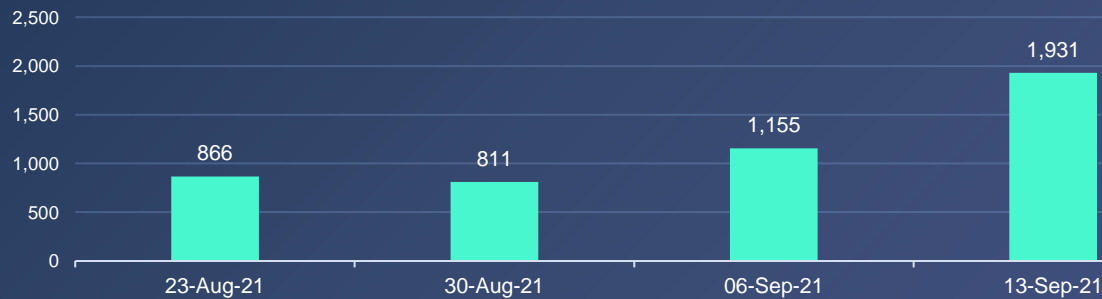
73,339

PEDESTRIANS PASSING
THROUGH SQUARE
SEPTEMBER 2021

AVERAGE DAILY VISITORS SEPTEMBER 2021 VS SEPTEMBER 2020



WEEKLY VISITS SEPTEMBER 2021



CHANGE IN VISITOR LEVELS SEPTEMBER 2021 vs SEPTEMBER 2020

