

VISITOR INSIGHTS

BASELINE REPORT

RYDE, Isle of Wight

OCTOBER 2021

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



VISITOR | INSIGHTS

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

TOTAL VISITS



880,819

VISITS TO THE HIGH STREET



38%

Y/O/Y CHANGE
* This compares to an average national benchmark of +29%



10%

M/O/M CHANGE



30%

Y/O/Y CHANGE



AVERAGE DWELL TIME



150 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



13%

Y/O/Y CHANGE



-7%

M/O/M CHANGE



-3%

Y/O/Y CHANGE



PLACES VISITED



2.1

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.0

PLACES VISITED



2.1

PLACES VISITED



POPULAR VISIT DAY



FRIDAY

38k AVERAGE VISITS ON FRIDAY IN OCTOBER



THURSDAY



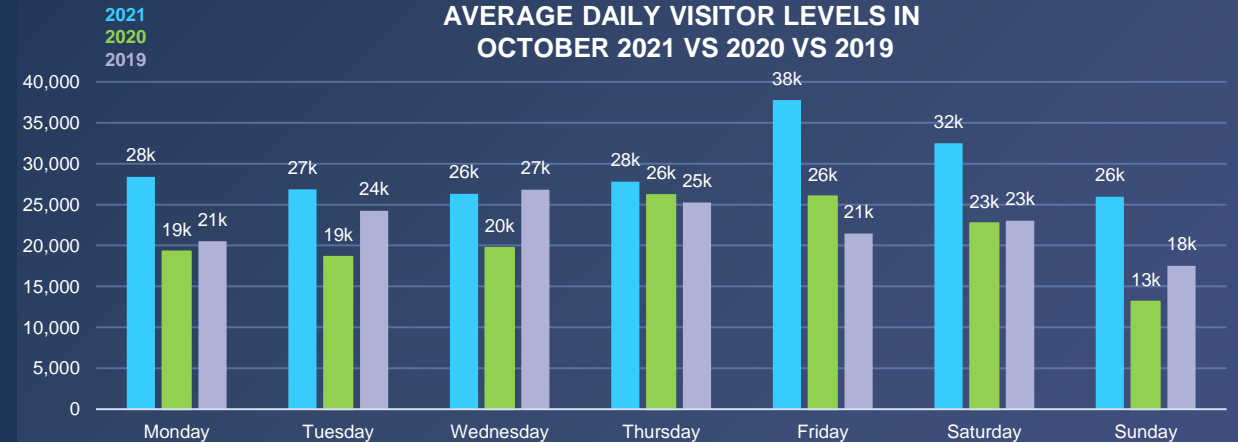
THURSDAY



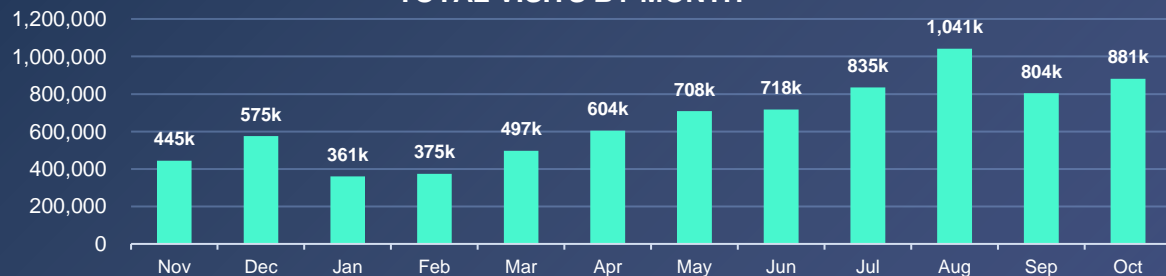
DAILY VISITS OCTOBER 2021 VS 2020 VS 2019



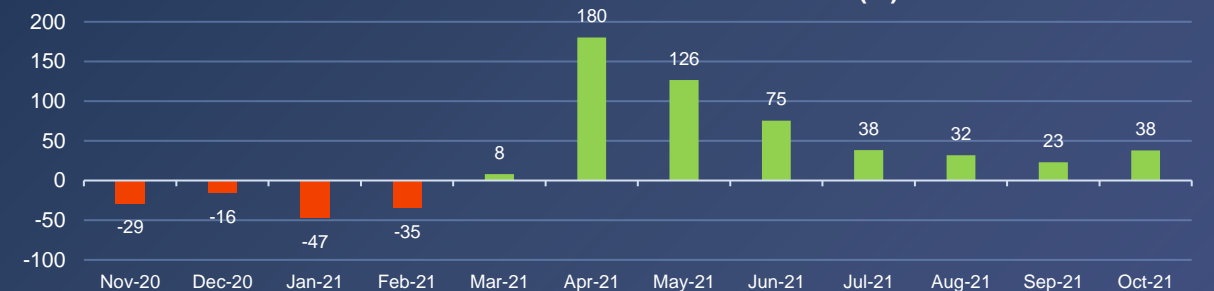
AVERAGE DAILY VISITOR LEVELS IN OCTOBER 2021 VS 2020 VS 2019



TOTAL VISITS BY MONTH



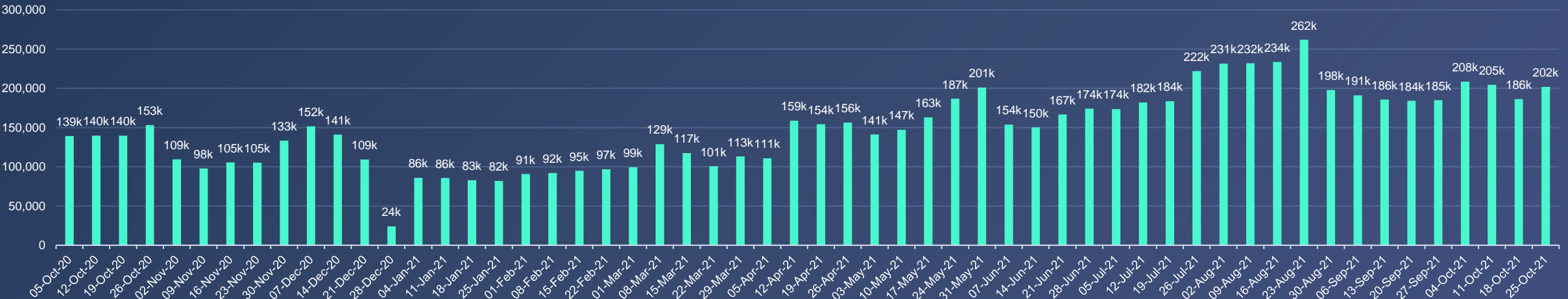
TOTAL VISIT CHANGE BY MONTH (%)



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

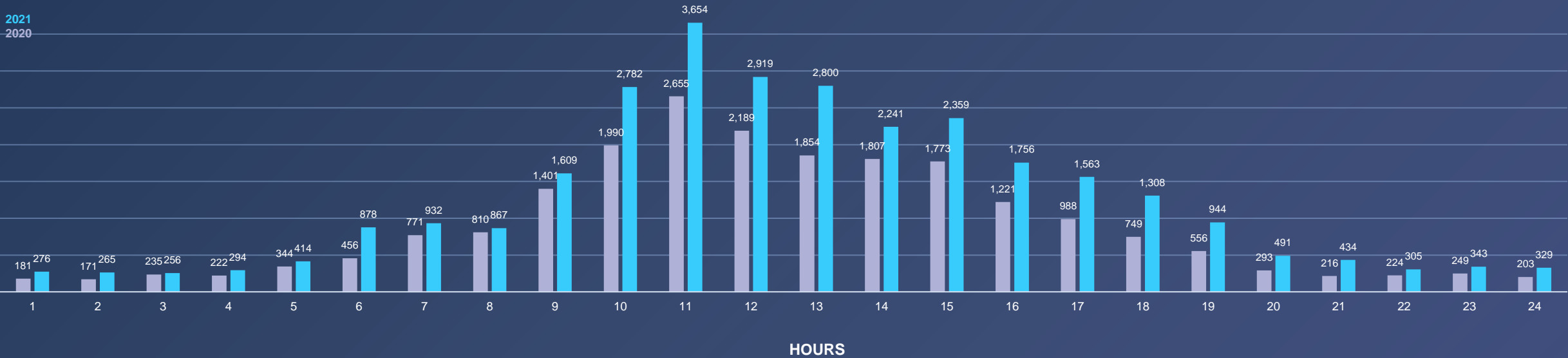


WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR

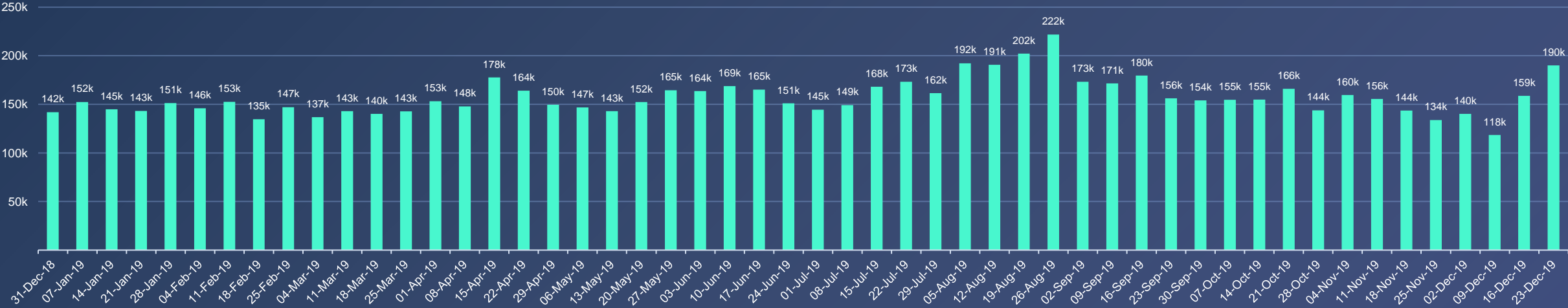
2021
2020



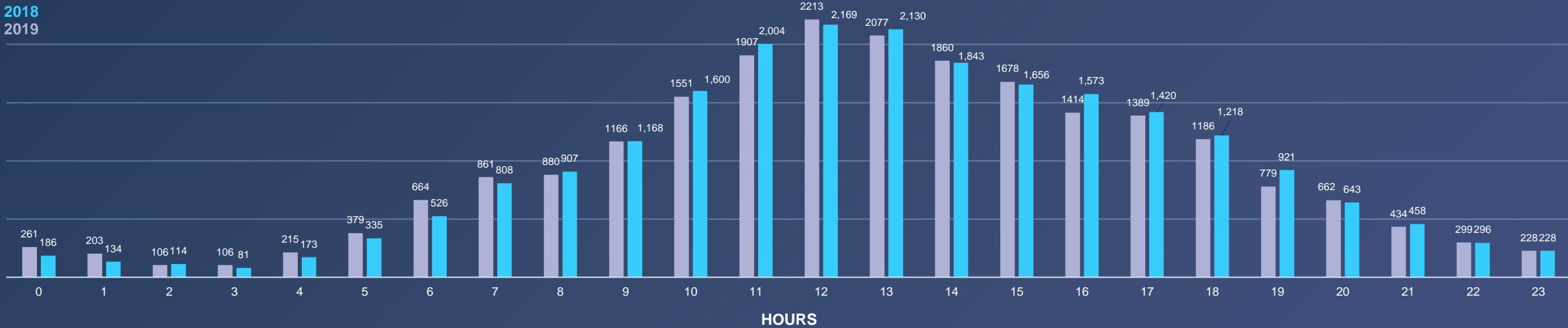
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



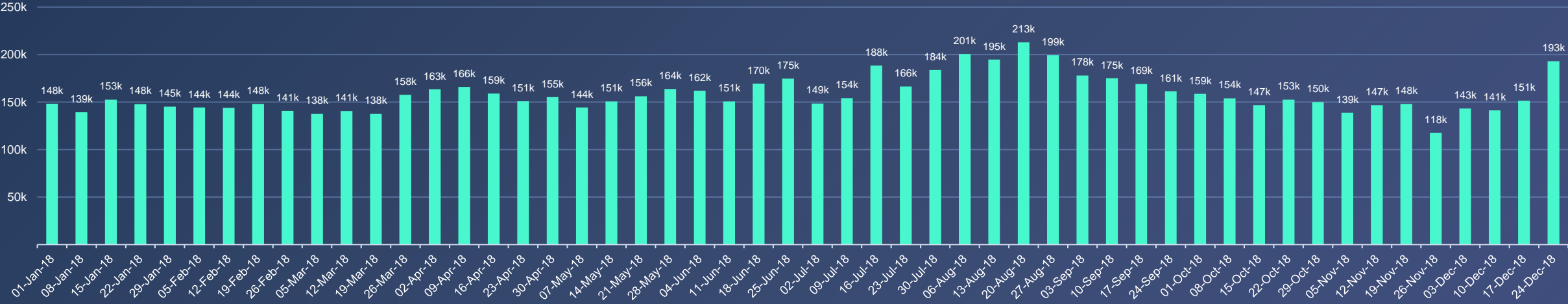
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



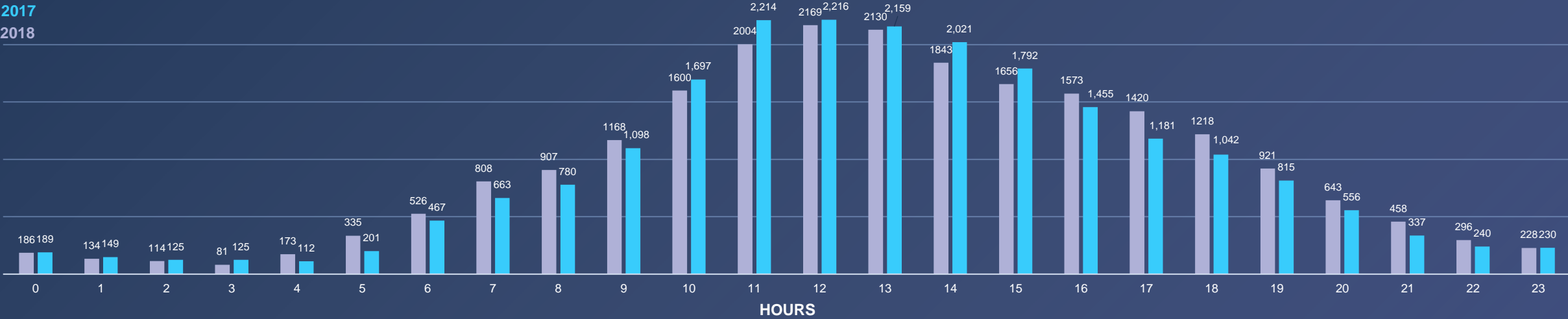
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



8,481,493

VISITS TO THE HIGH STREET
OCTOBER 20 - OCTOBER 21



-2%
4 YEAR CHANGE



AVERAGE DWELL TIME



146 MINS

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



-18%
4 YEAR CHANGE



PLACES VISITED



2.1

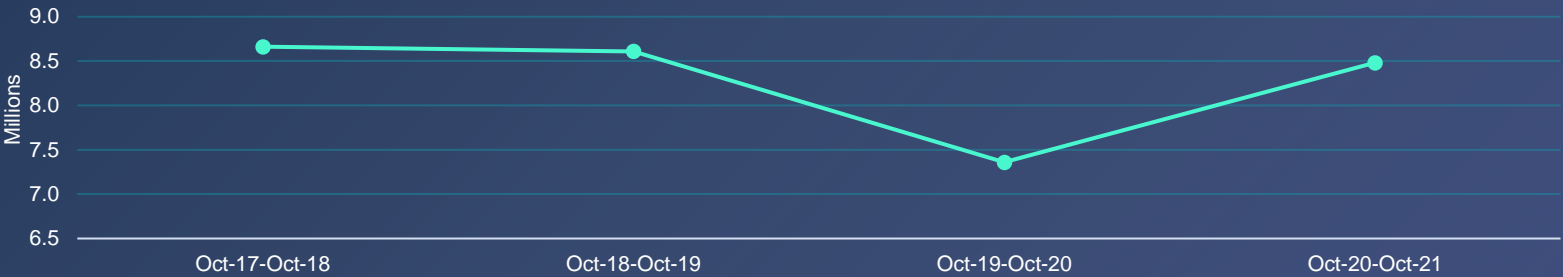
AVERAGE NUMBER OF INDOOR LOCATIONS
VISITED PER TRIP
OCTOBER 20 - OCTOBER 21



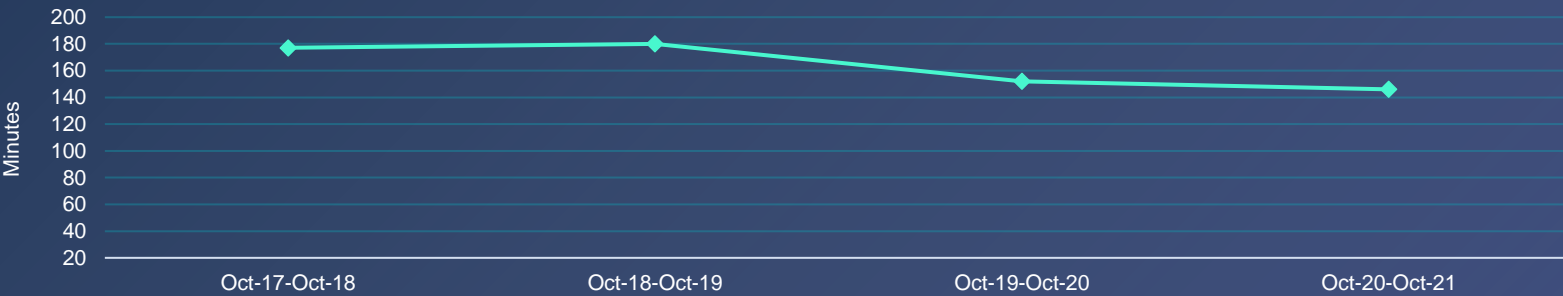
-13%
4 YEAR CHANGE



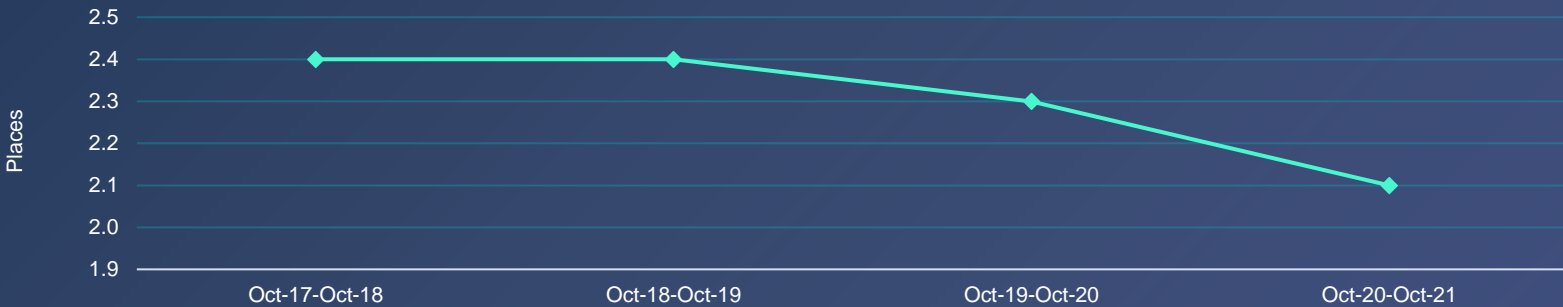
FOOTFALL



DWELL TIME



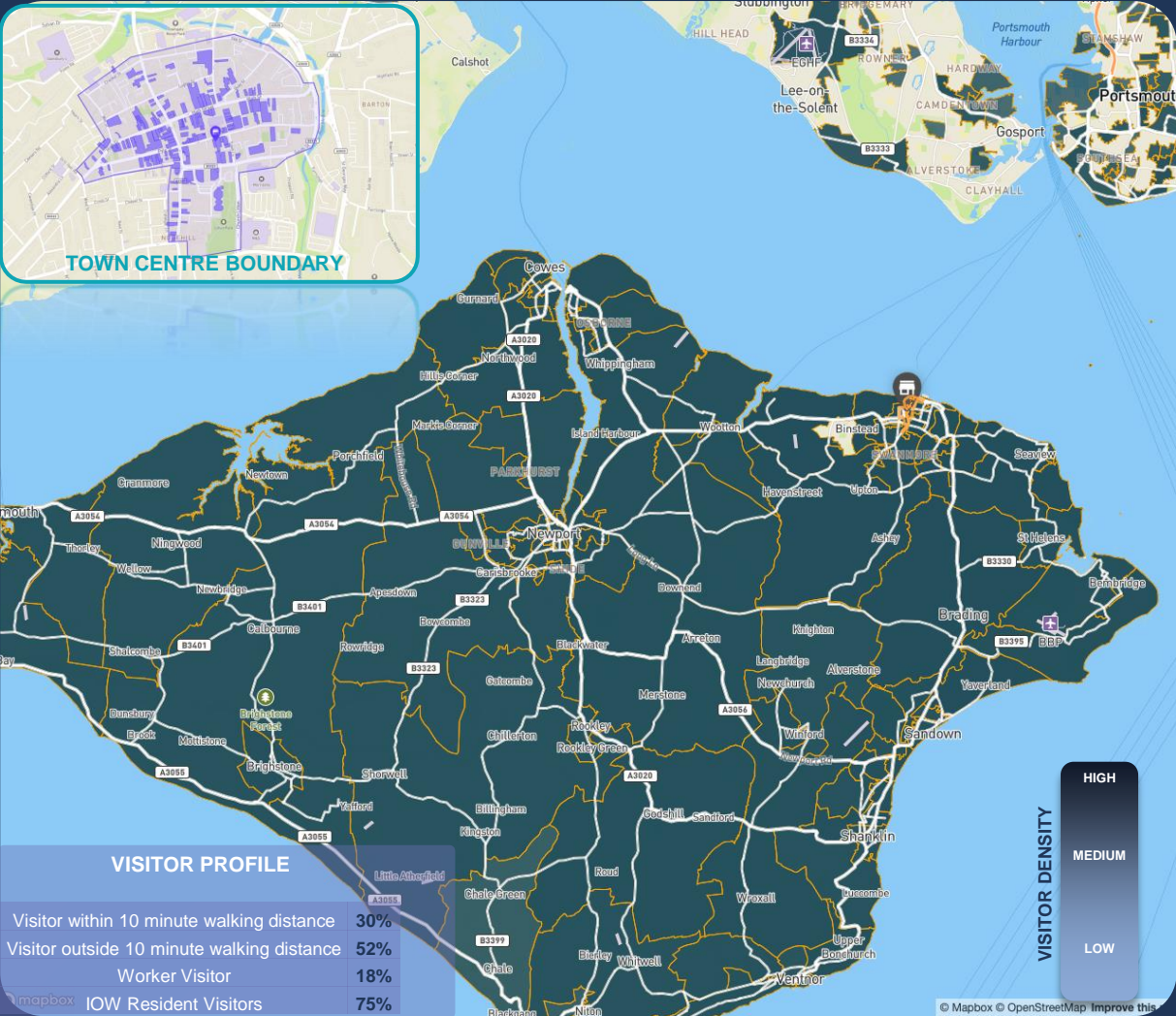
PLACES VISITED



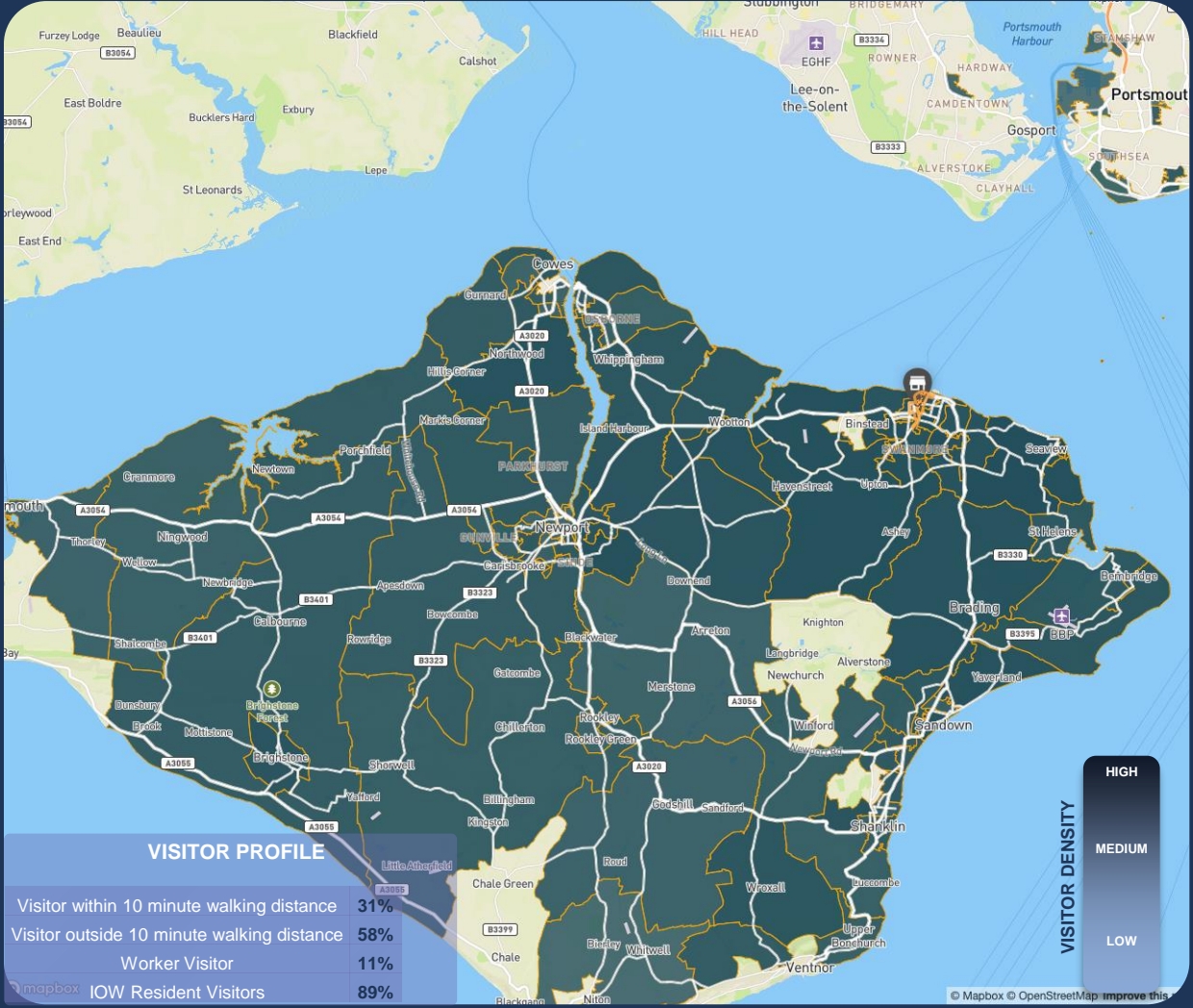
RYDE VISITOR CATCHMENT — OCTOBER 2021 & BENCHMARKING (OCTOBER 2020-21)



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



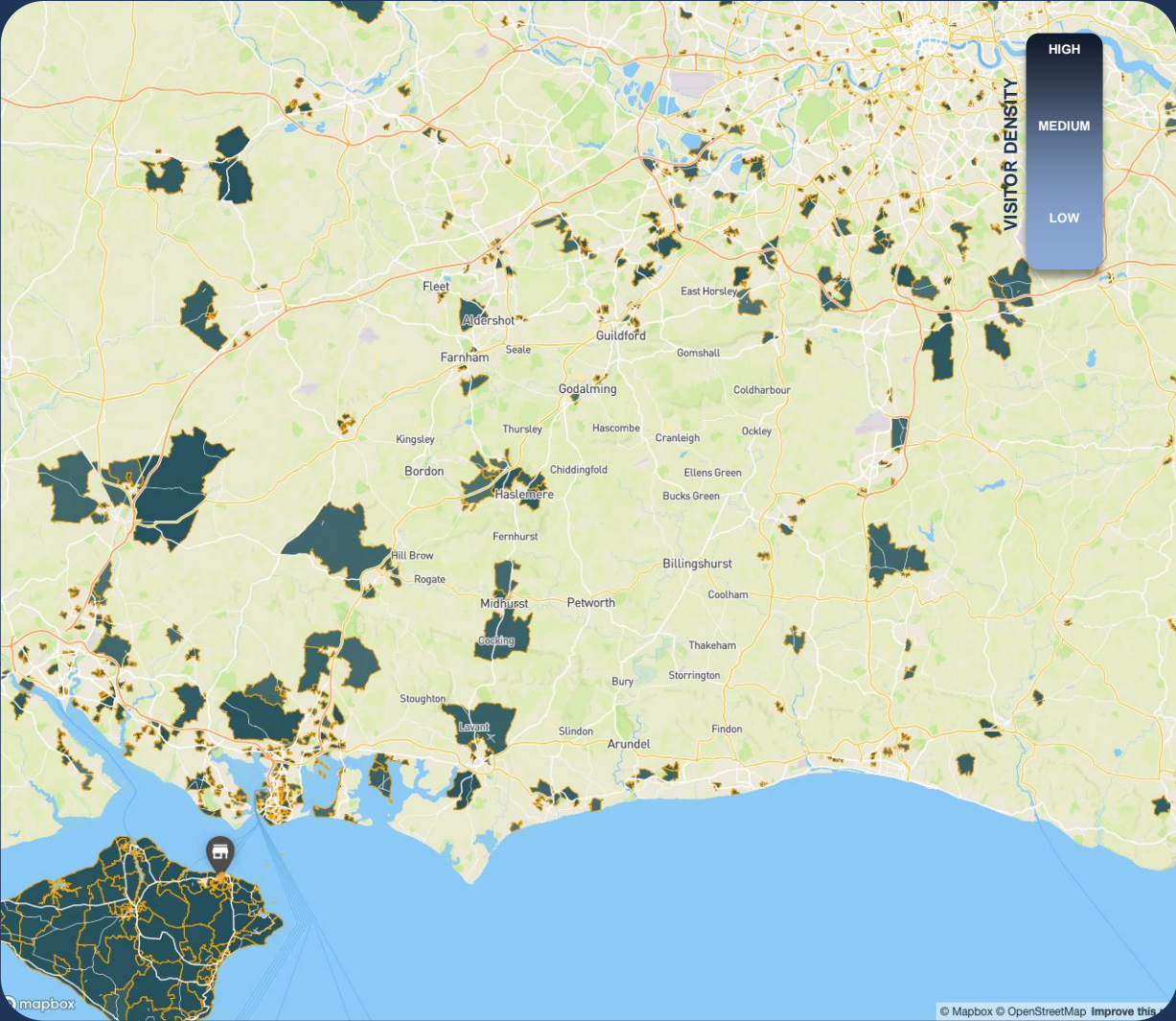
VISITOR CATCHMENT BY POSTCODE
IN OCTOBER 2021 (zoomed in)



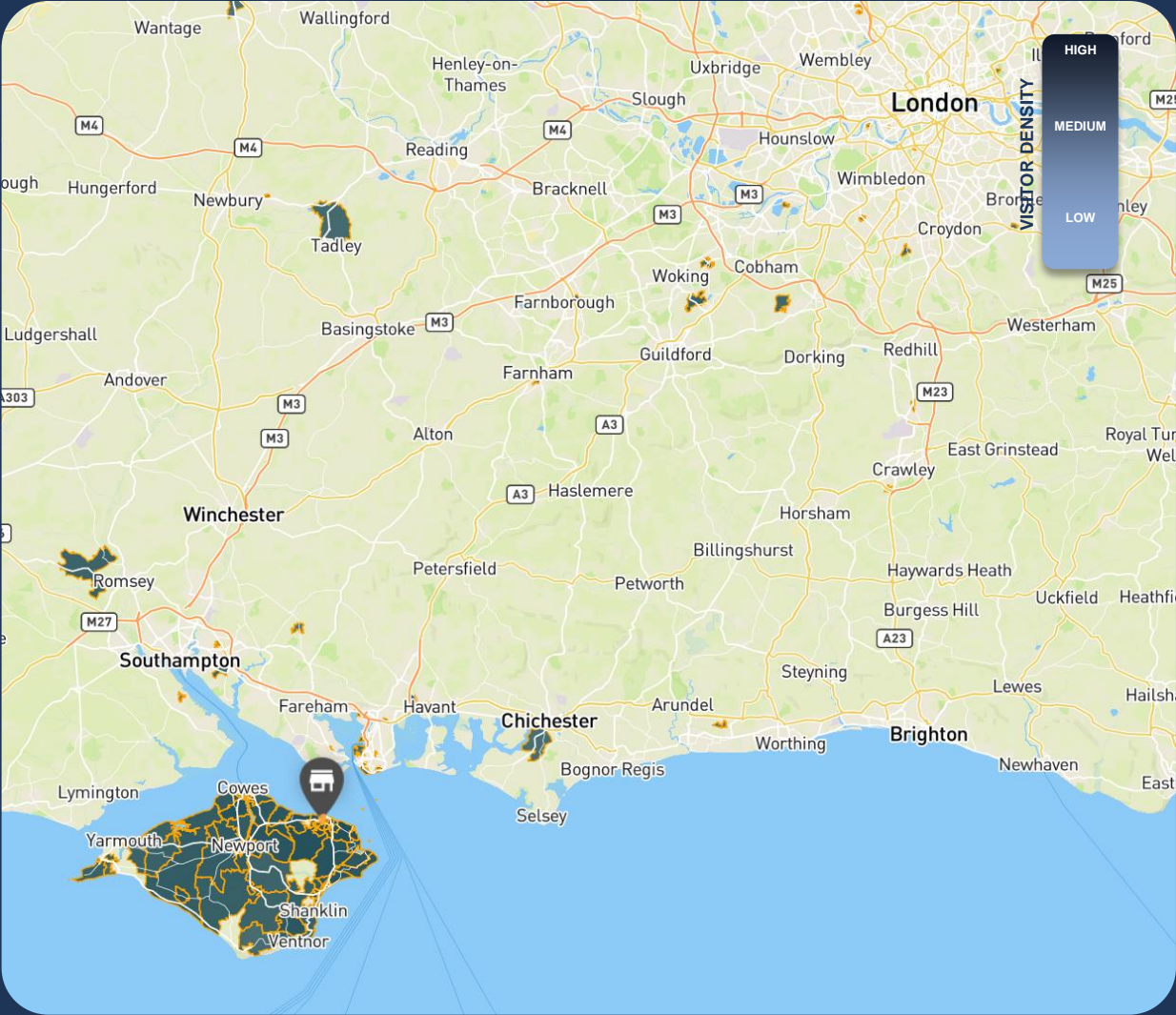
RYDE VISITOR CATCHMENT — OCTOBER 2021 & BENCHMARKING (OCTOBER 2020-21)



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

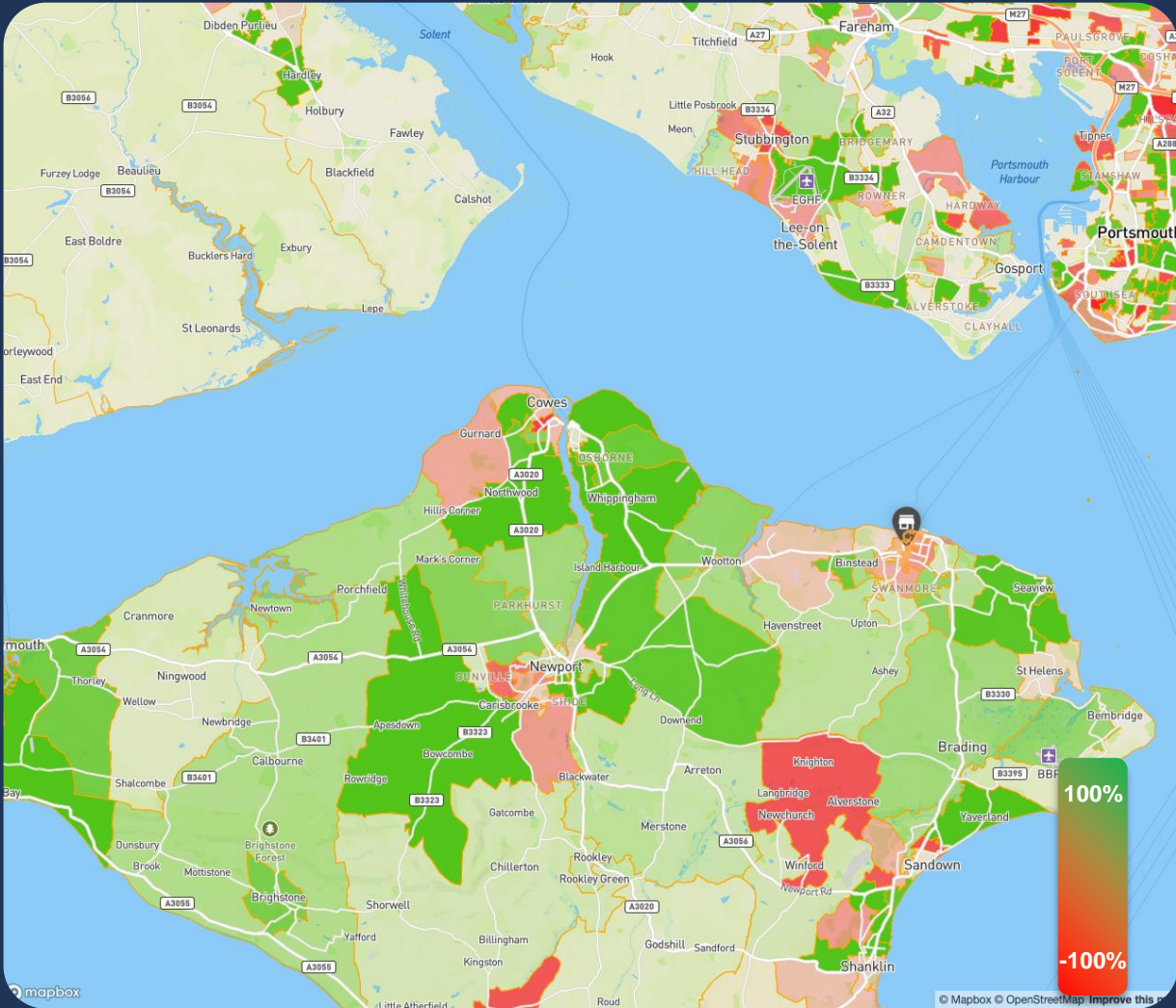


VISITOR CATCHMENT BY POSTCODE
IN OCTOBER 2021 (zoomed out)

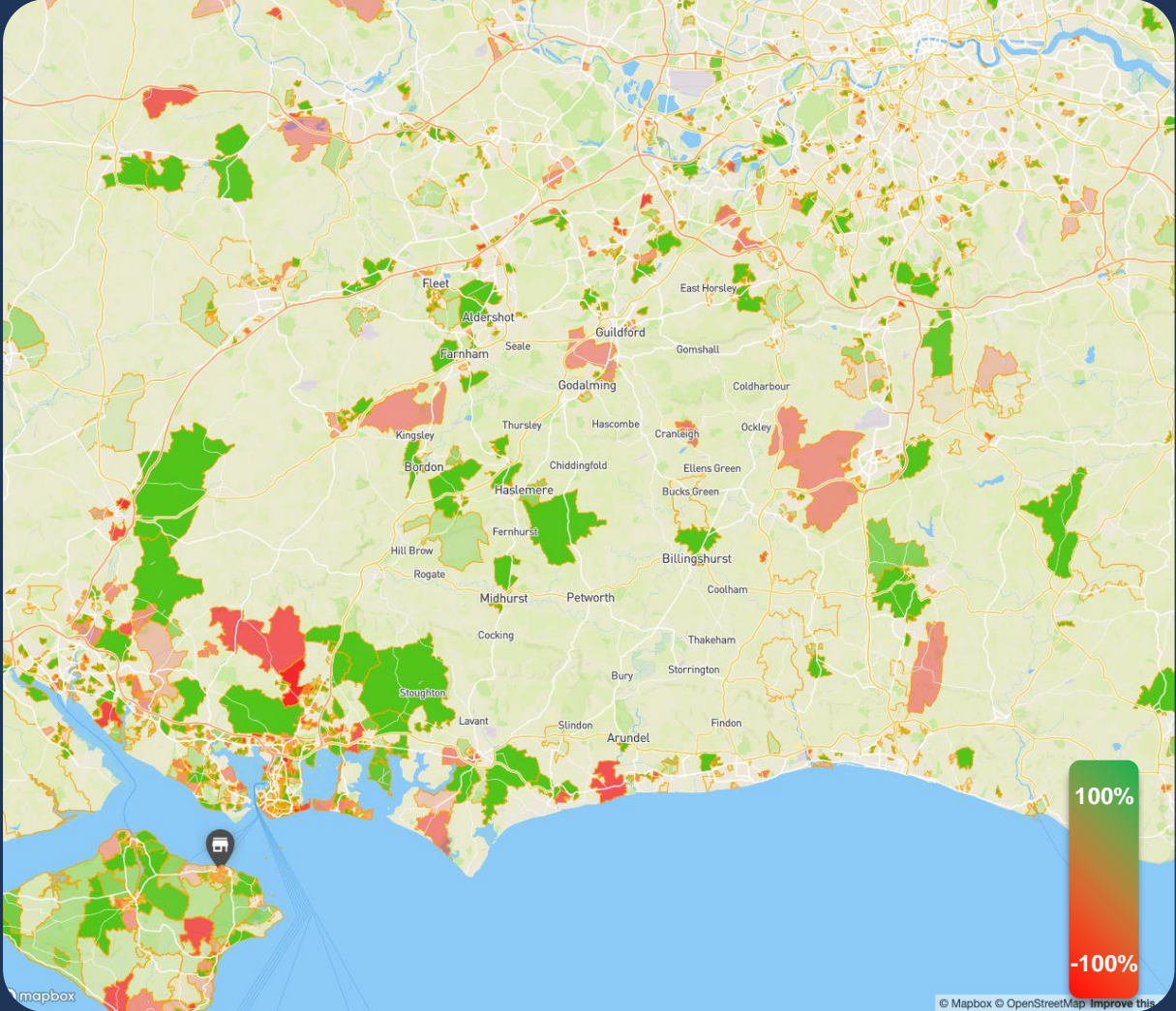


RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (OCTOBER 2020-21)

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

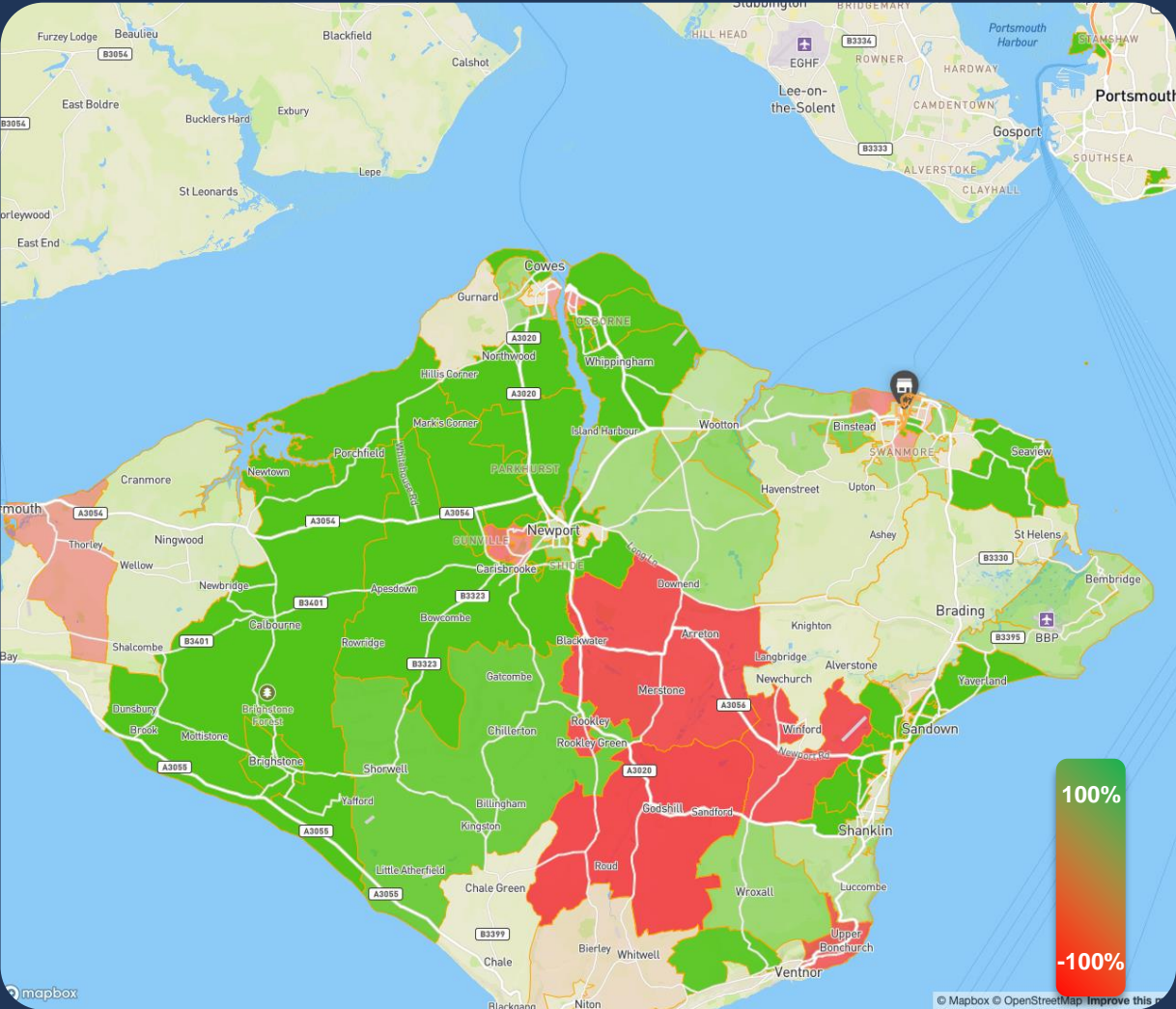


CHANGE IN VISITOR LEVELS
OCTOBER 2020-21 vs OCTOBER 2019-20 (zoomed out)

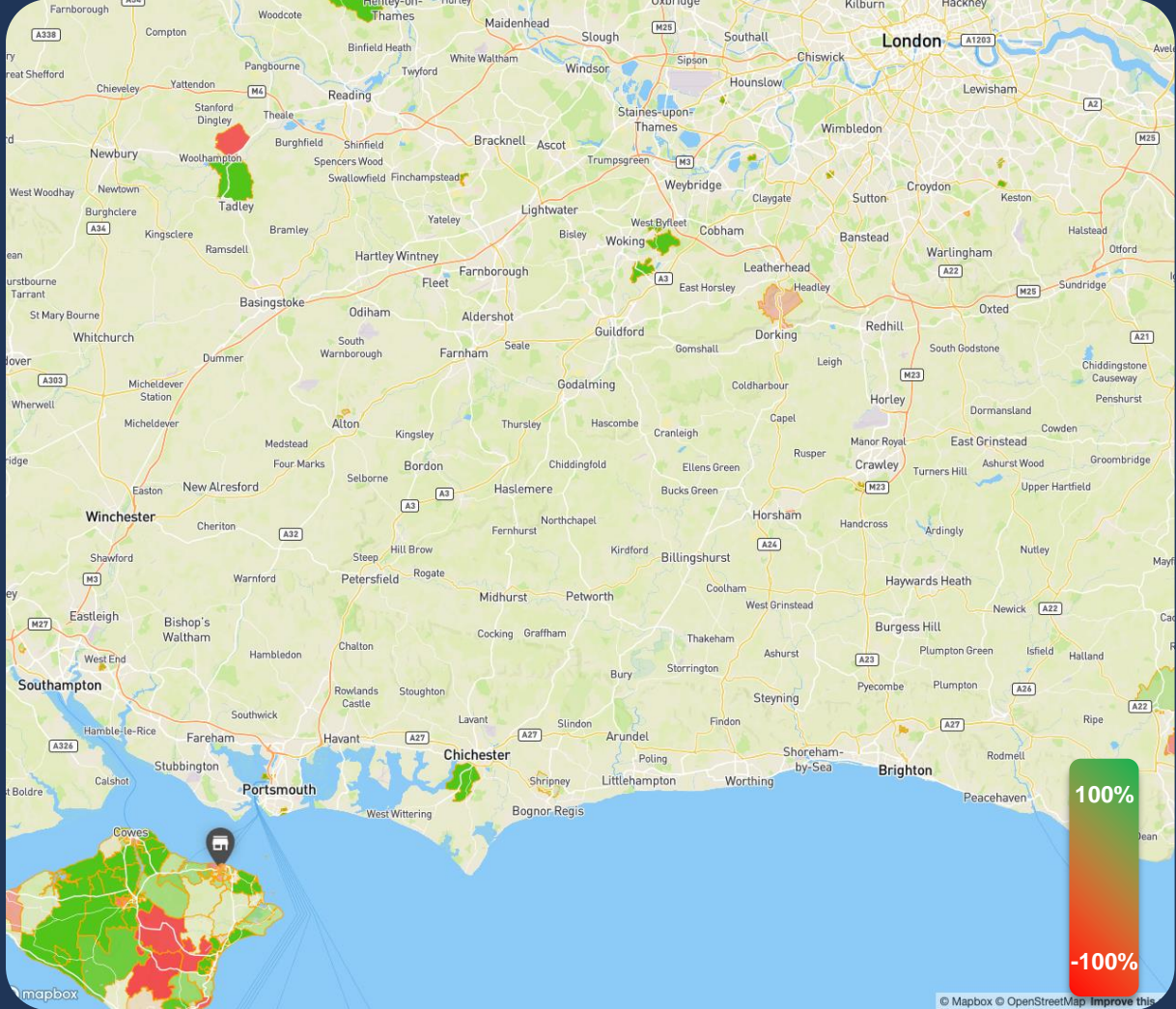


RYDE VISITOR CHANGE BY POSTCODE – OCTOBER 2021 & BENCHMARKING

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

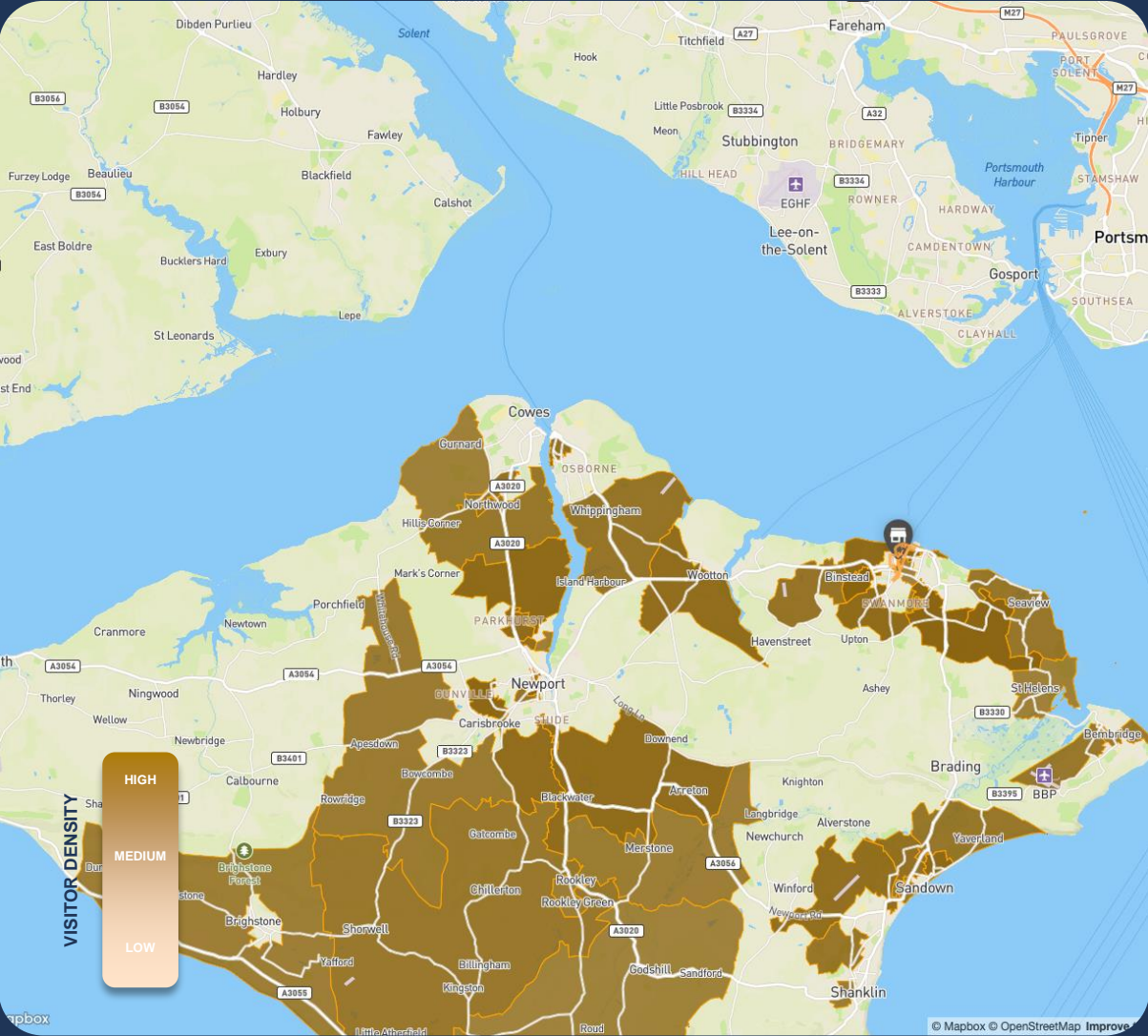


CHANGE IN VISITOR LEVELS
OCTOBER 2021 vs OCTOBER 2020 (zoomed out)

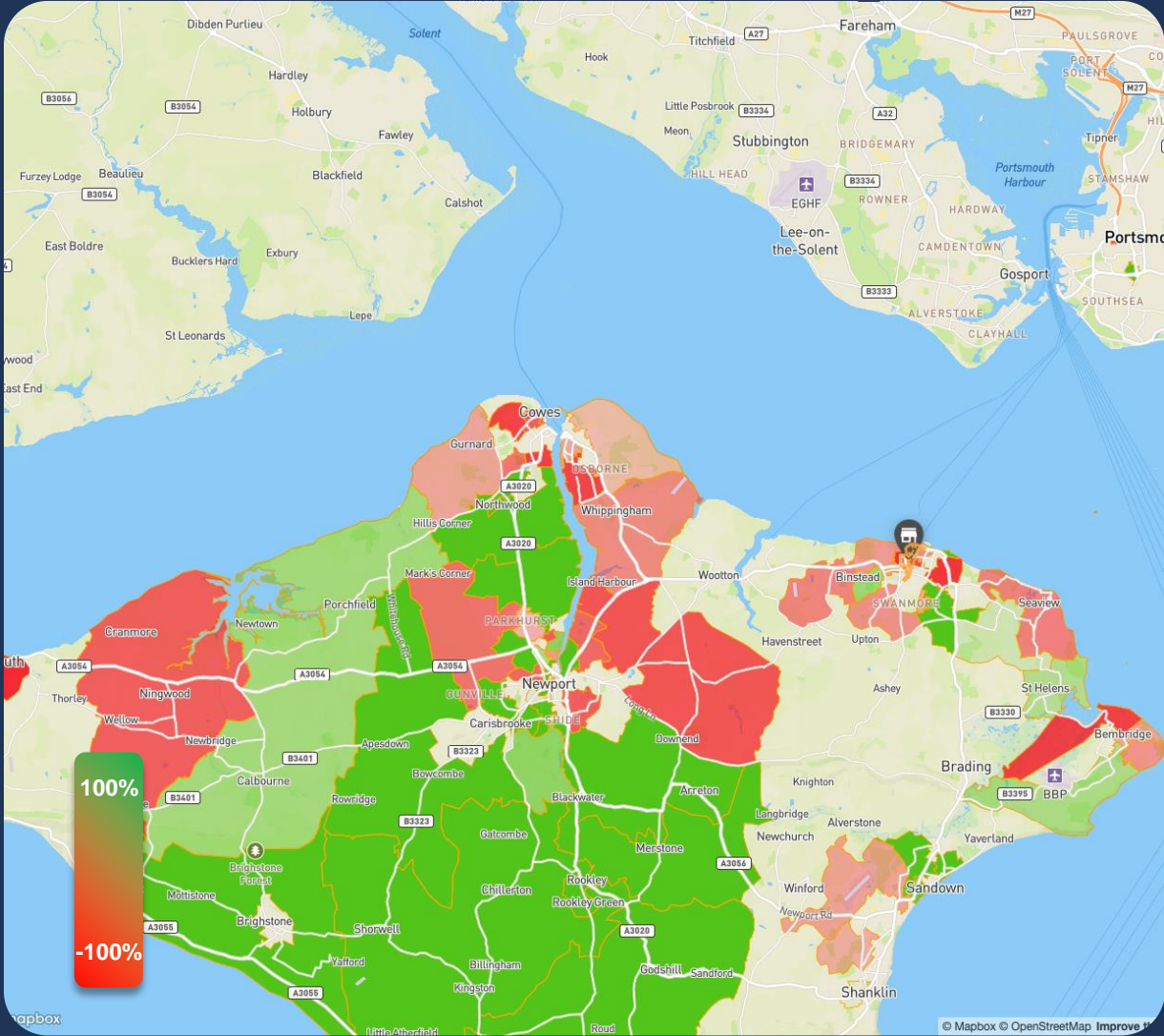


RYDE WORKER CATCHMENT CHANGE — OCTOBER 2021 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE OCTOBER 2021

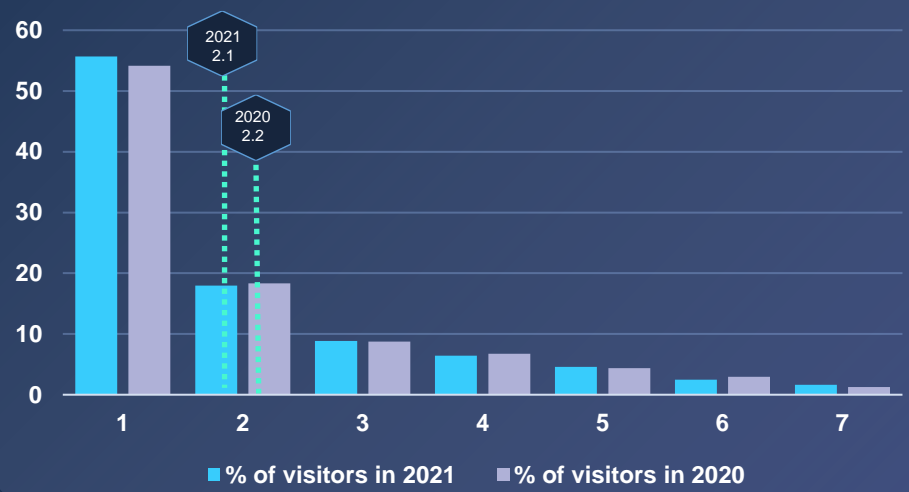


CHANGE IN WORKER CATCHMENT OCTOBER 2021 vs OCTOBER 2020

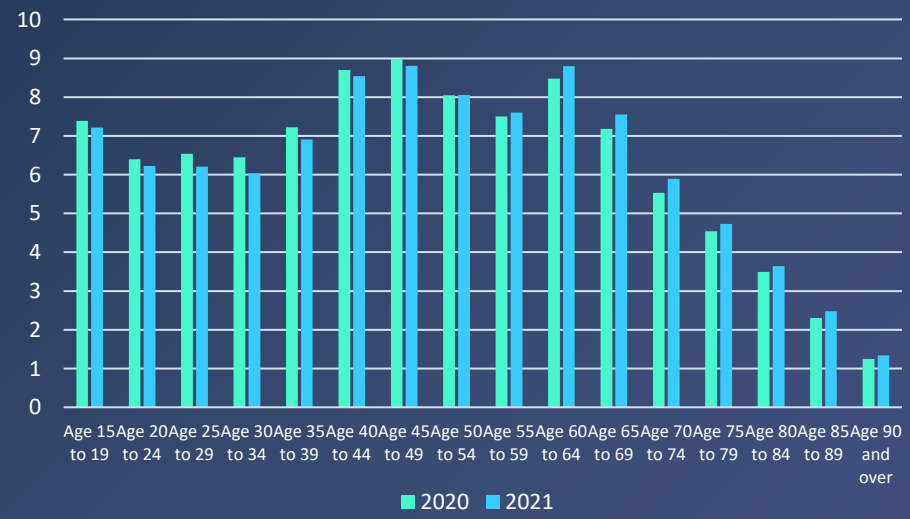


RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (OCTOBER 2020-21)

NUMBER OF PLACES VISITED PER TRIP (%)



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



RYDE TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2021

KEY: PEDESTRIAN NUMBERS OCTOBER 2021

RYDE PEDESTRIAN VISITOR BEHAVIOURS – OCTOBER 2021 & BENCHMARKING

RYDE TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2021



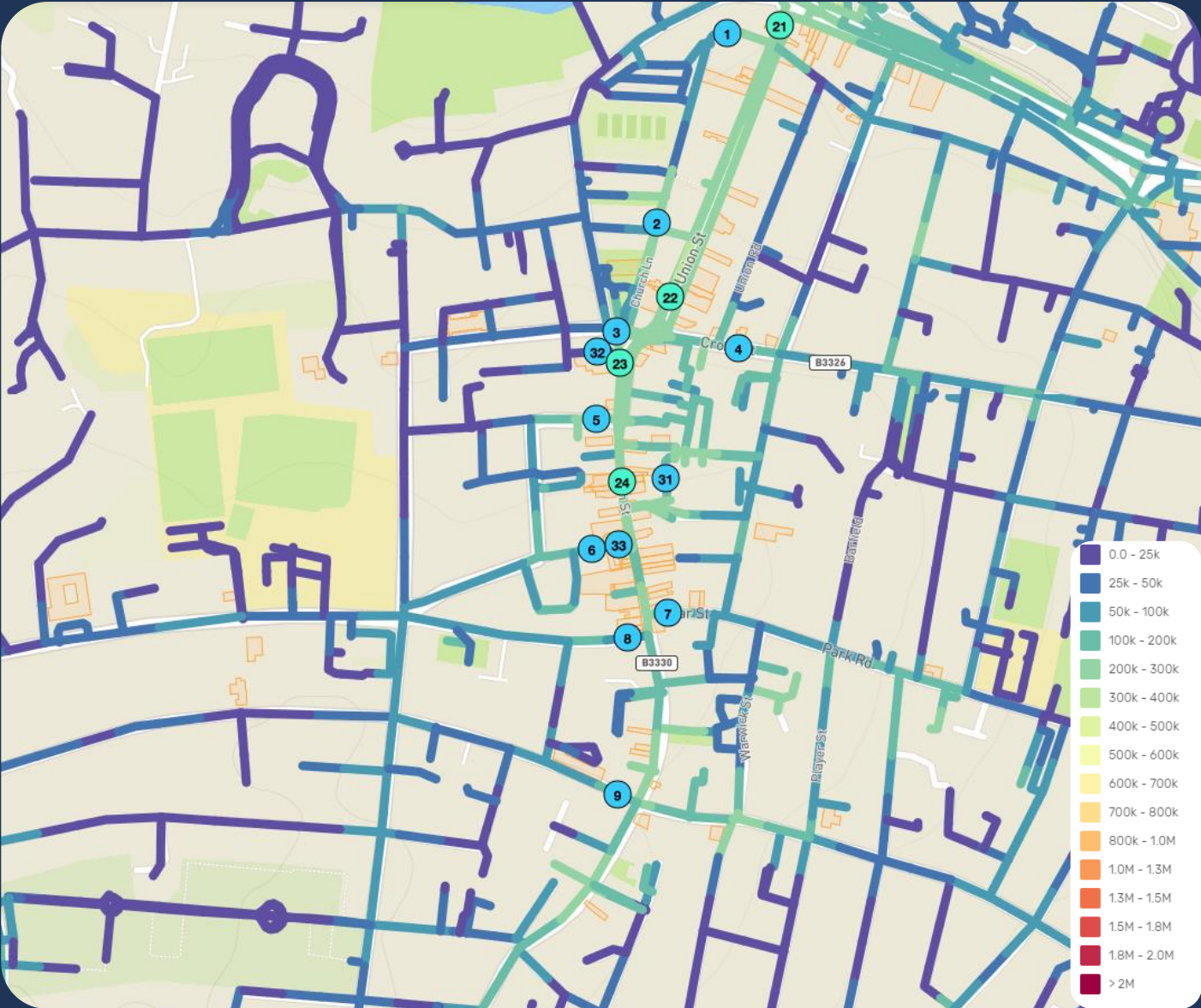
RYDE TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2020



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



CENTRE FOOTFALL DATA OCTOBER 2021 VS OCTOBER 2020 — ENTRY POINTS



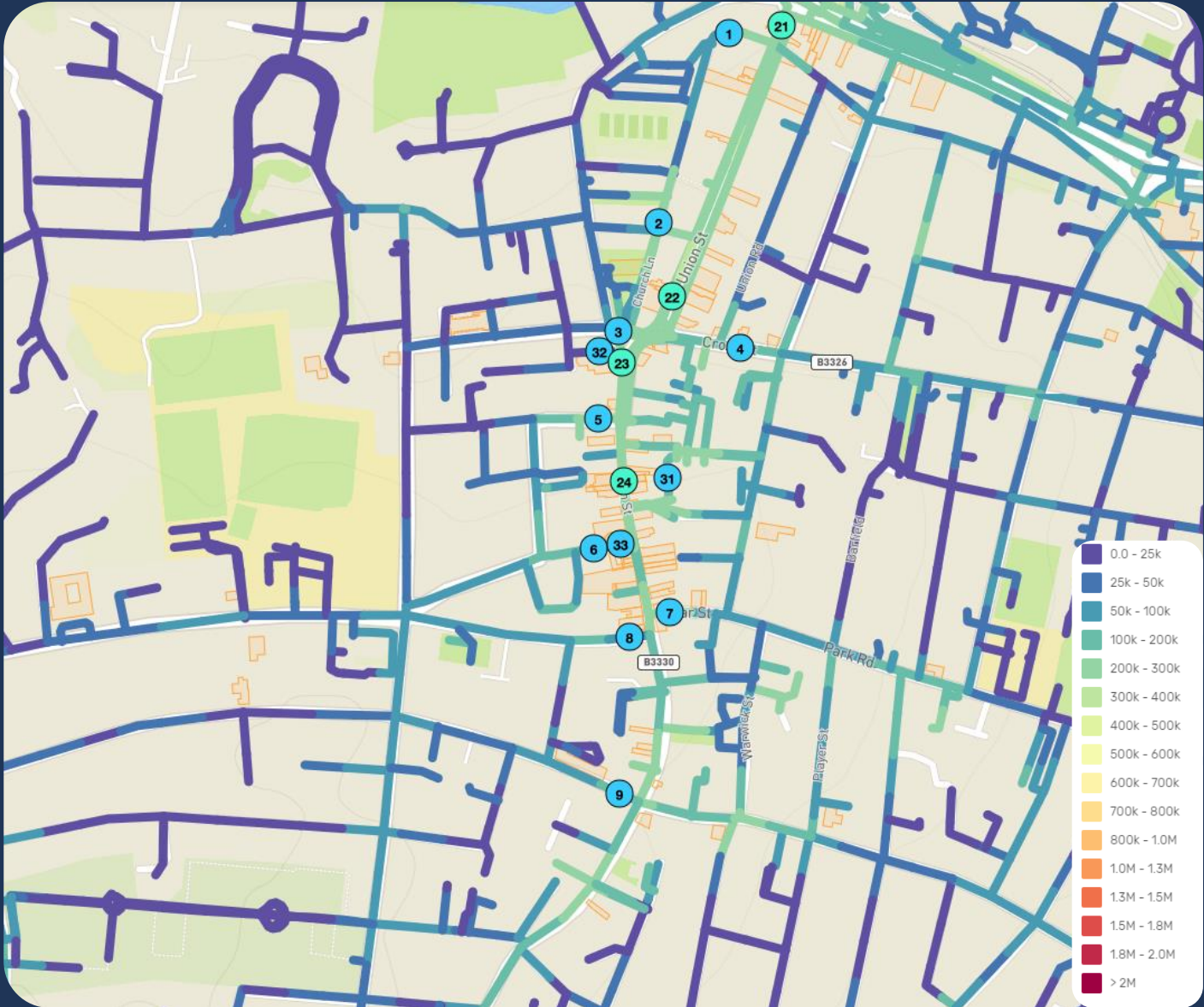
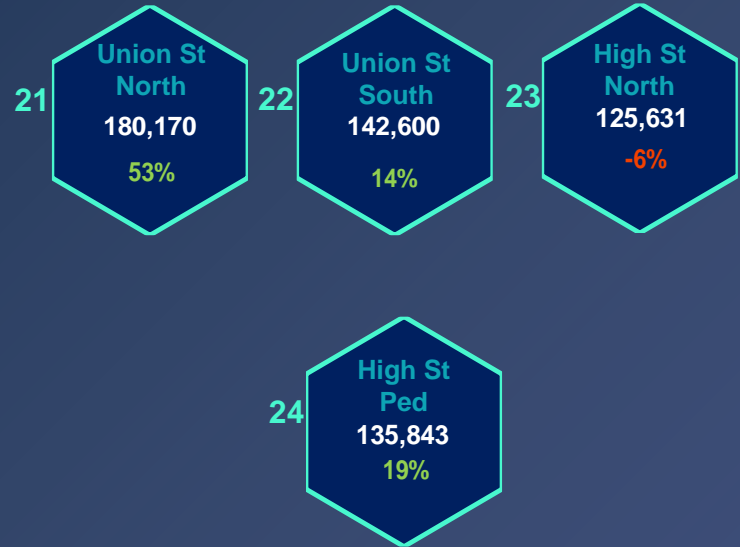
RYDE TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2021

KEY: PEDESTRIAN NUMBERS OCTOBER 2021

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



CENTRE FOOTFALL DATA OCTOBER 2021 VS OCTOBER 2020 — ENTRY POINTS



RYDE TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2021

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



RYDE TOWN SQUARE

TOTAL VISITS

3,884
VISITS OCTOBER 21

-36%
VS OCT 2020



AVERAGE DWELL TIME

107 MINS
AVERAGE TIME SPENT
OCTOBER 21

73 MINS
VS OCT 2020

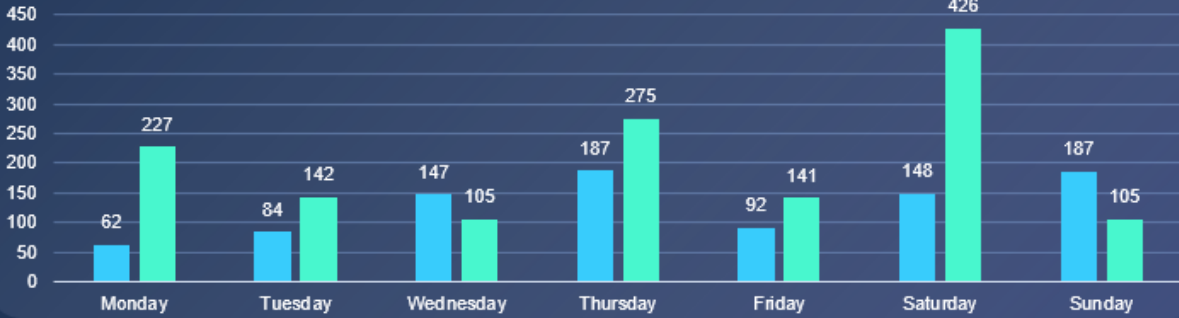


PEDESTRIANS

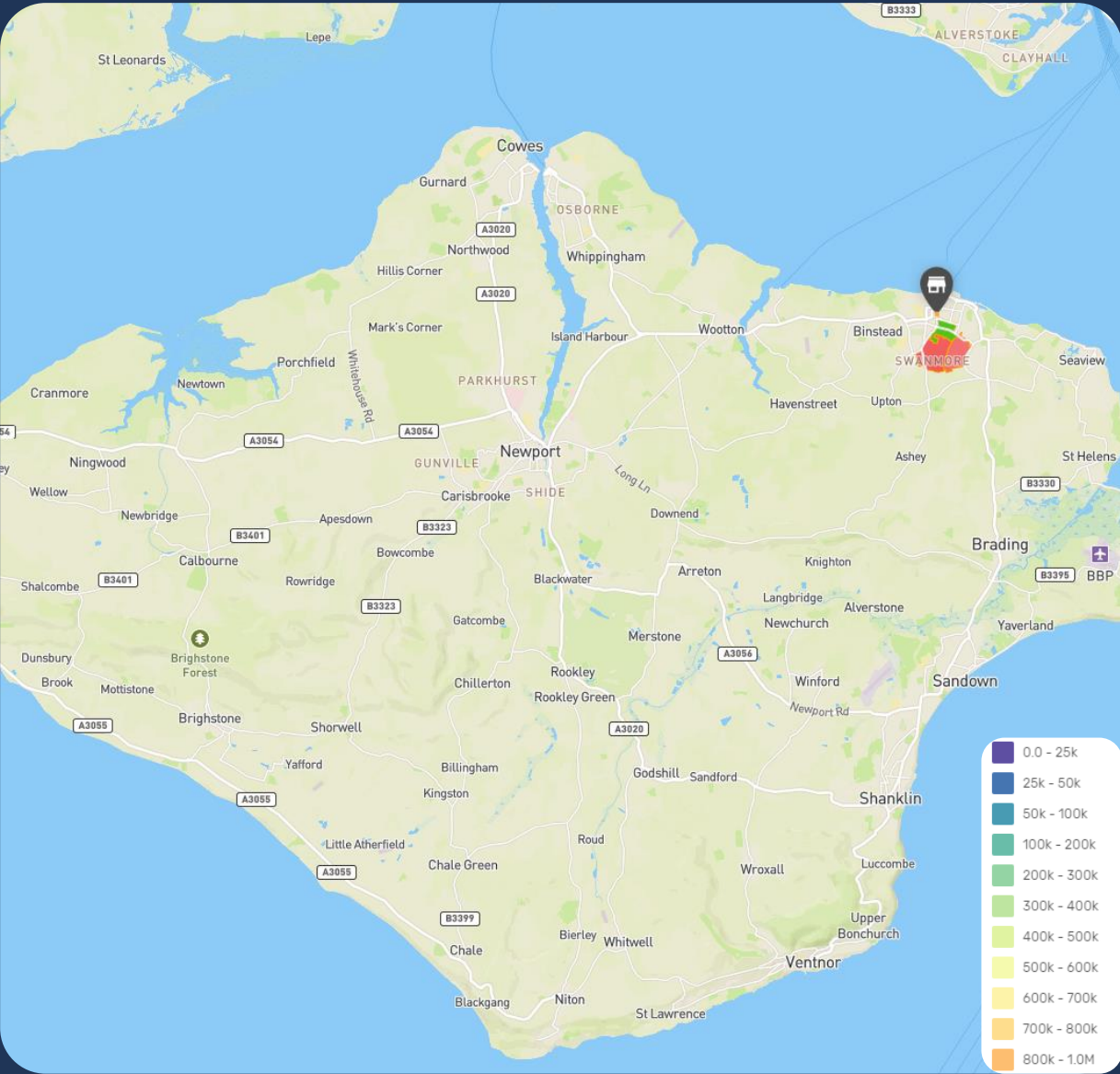
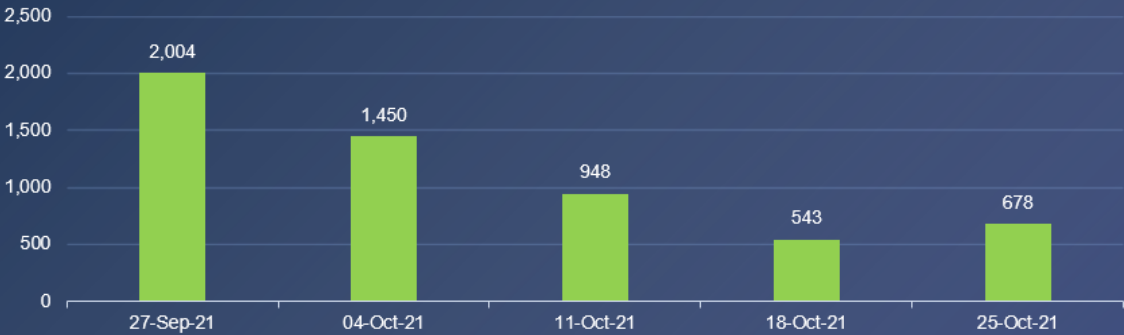
76,841
PEDESTRIANS PASSING
THROUGH SQUARE
OCTOBER 2021

CHANGE IN VISITOR LEVELS OCTOBER 2021 vs OCTOBER 2020

AVERAGE DAILY VISITORS OCTOBER 2021 VS OCTOBER 2020



WEEKLY VISITS OCTOBER 2021



RYDE TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2021

KEY: PEDESTRIAN NUMBERS OCTOBER 2021

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



ST THOMAS SQUARE

TOTAL VISITS

3,446
VISITS OCTOBER 21

-23%
VS OCT 2020



AVERAGE DWELL TIME

90 MINS
AVERAGE TIME SPENT
OCTOBER 21

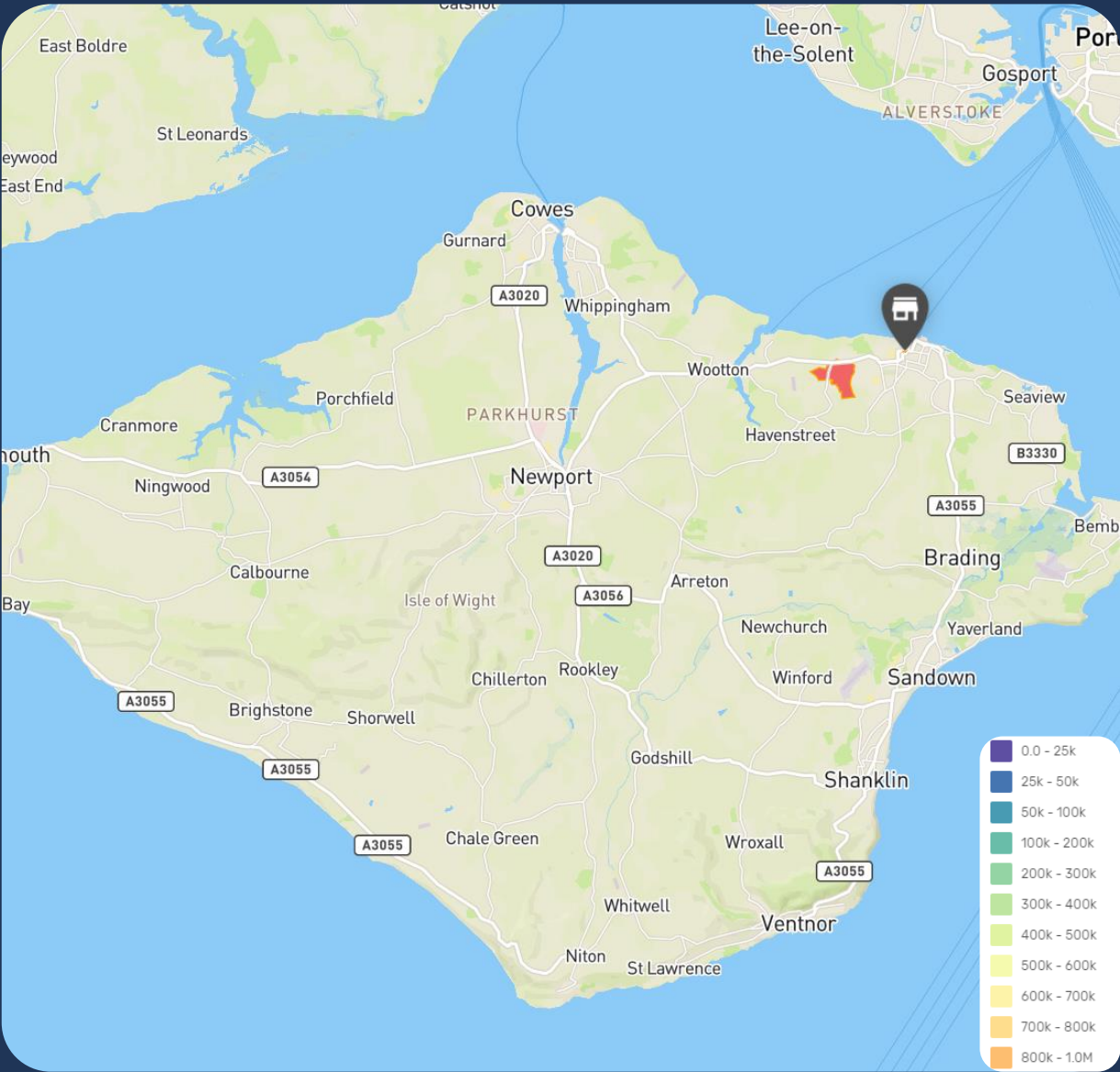
5 MINS
VS OCT 2020



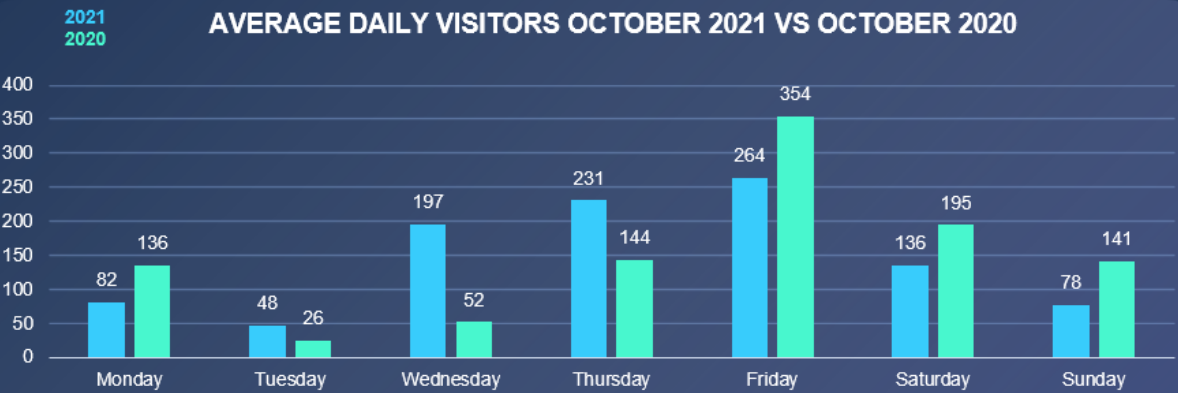
PEDESTRIANS

19,044
PEDESTRIANS PASSING
THROUGH SQUARE
OCTOBER 2021

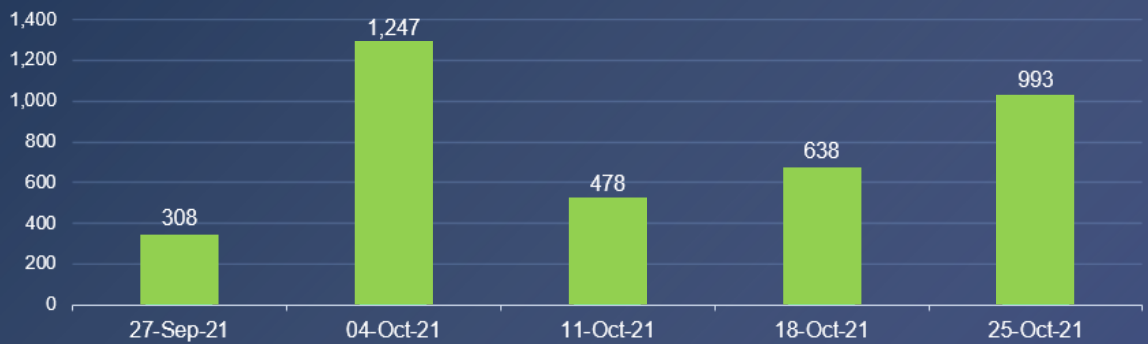
CHANGE IN VISITOR LEVELS OCTOBER 2021 vs OCTOBER 2020



AVERAGE DAILY VISITORS OCTOBER 2021 VS OCTOBER 2020



WEEKLY VISITS OCTOBER 2021



RYDE TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2021

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



MINGHELLA SQUARE

TOTAL VISITS

4,653

VISITS OCTOBER 21

▲ 182%
VS OCT 2020



AVERAGE DWELL TIME

41 MINS

AVERAGE TIME SPENT
OCTOBER 21

▲ 28 MINS
VS OCT 2020

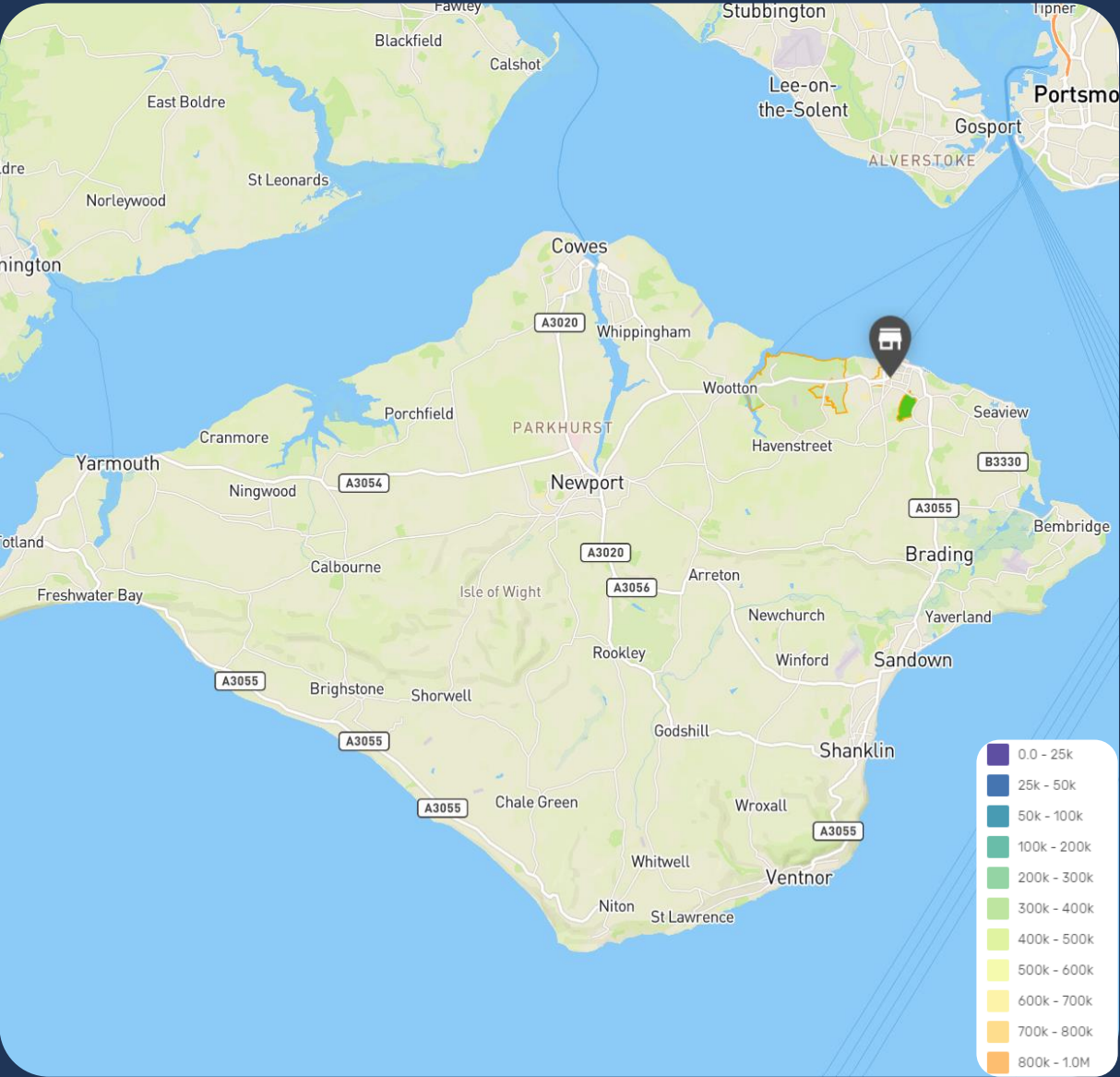


PEDESTRIANS

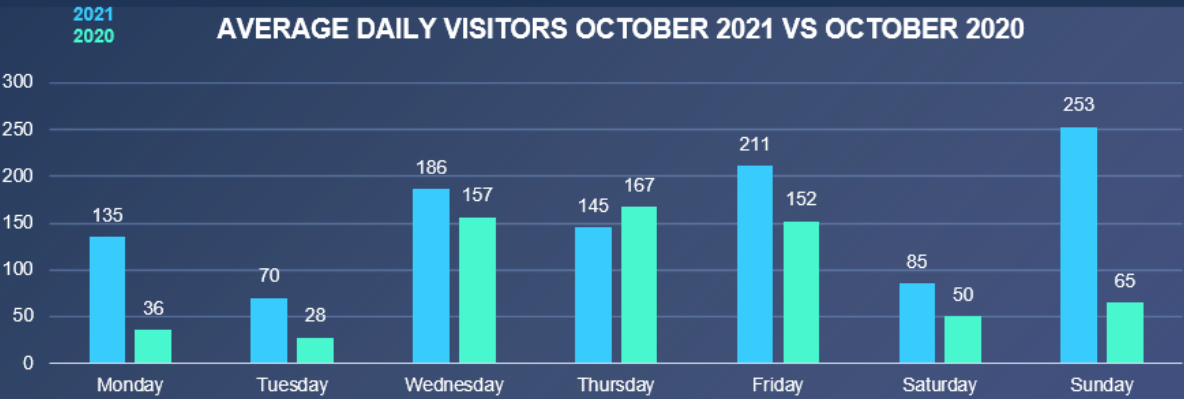
74,972

PEDESTRIANS PASSING
THROUGH SQUARE
OCTOBER 2021

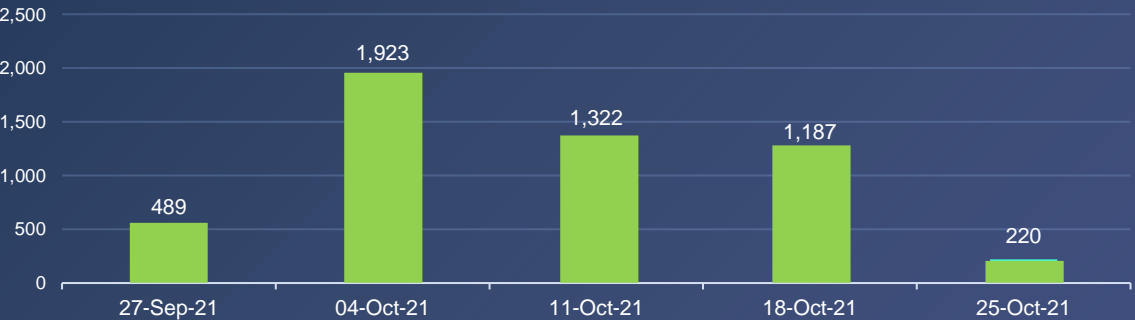
CHANGE IN VISITOR LEVELS OCTOBER 2021 vs OCTOBER 2020



AVERAGE DAILY VISITORS OCTOBER 2021 VS OCTOBER 2020



WEEKLY VISITS OCTOBER 2021



RYDE TOWN CENTRE FOOTFALL HEAT MAP OCTOBER 2021