

VISITOR INSIGHTS

BASELINE REPORT

RYDE, Isle of Wight

NOVEMBER 2021

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



VISITOR | INSIGHTS

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

TOTAL VISITS



705,924

VISITS TO THE HIGH STREET



59%

Y/O/Y CHANGE
*Average national benchmark +86%



-20%

M/O/M CHANGE



16%

Y/O/2Y CHANGE
*Average national benchmark -15%



AVERAGE DWELL TIME



165 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



-2%

Y/O/Y CHANGE



10%

M/O/M CHANGE



-11%

Y/O/Y CHANGE



PLACES VISITED



2.2

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.2

PLACES VISITED



2.1

PLACES VISITED



POPULAR VISIT DAY



TUESDAY

29k AVERAGE VISITS ON FRIDAY IN NOVEMBER



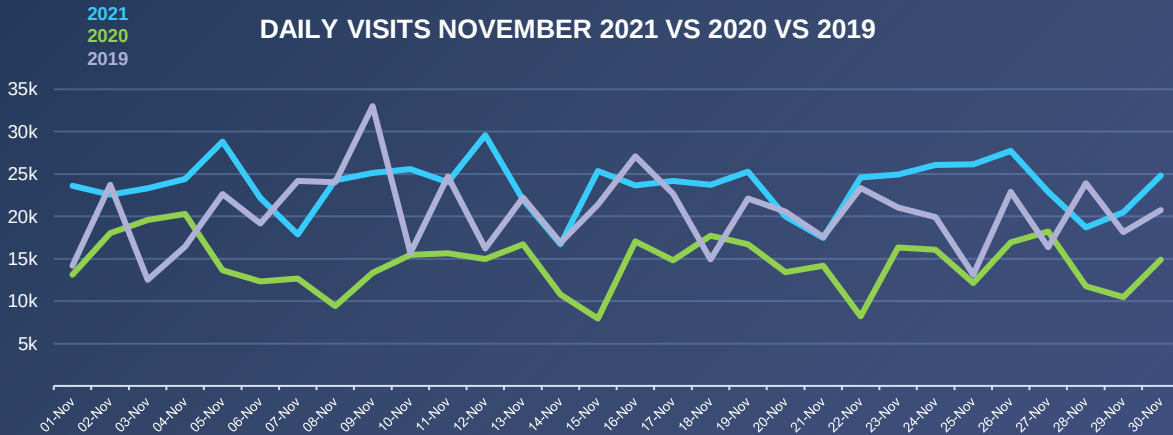
MONDAY



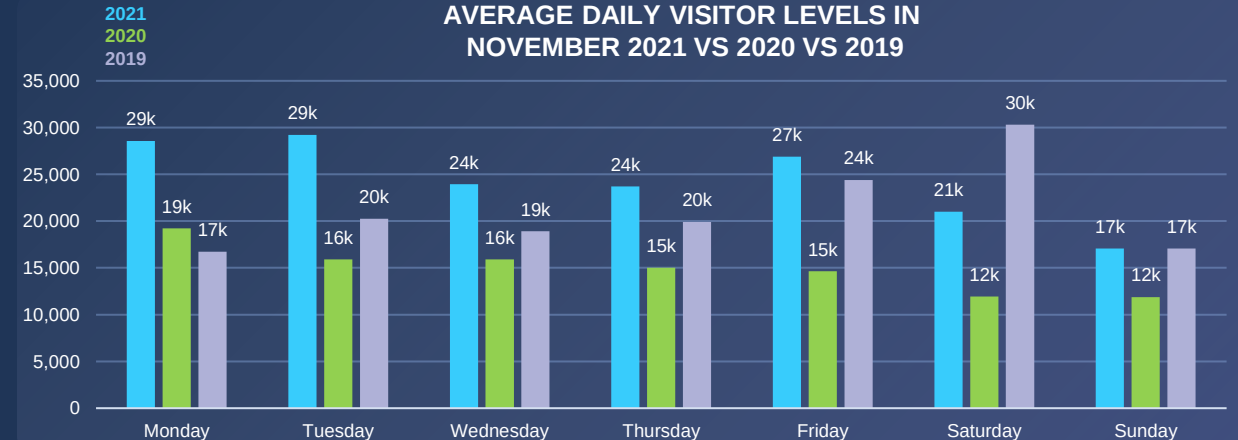
FRIDAY



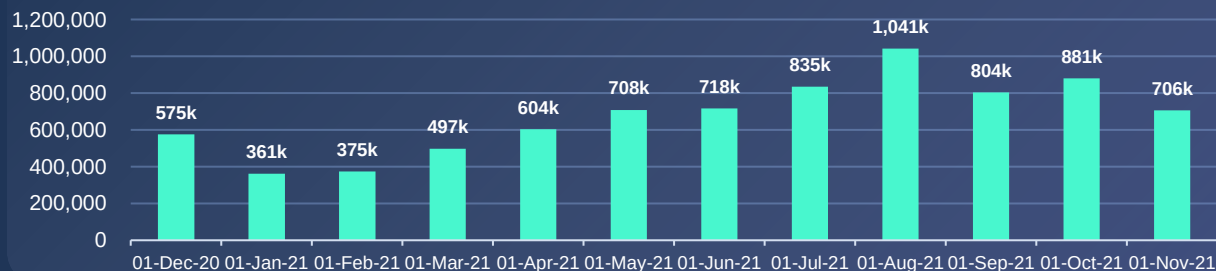
DAILY VISITS NOVEMBER 2021 VS 2020 VS 2019



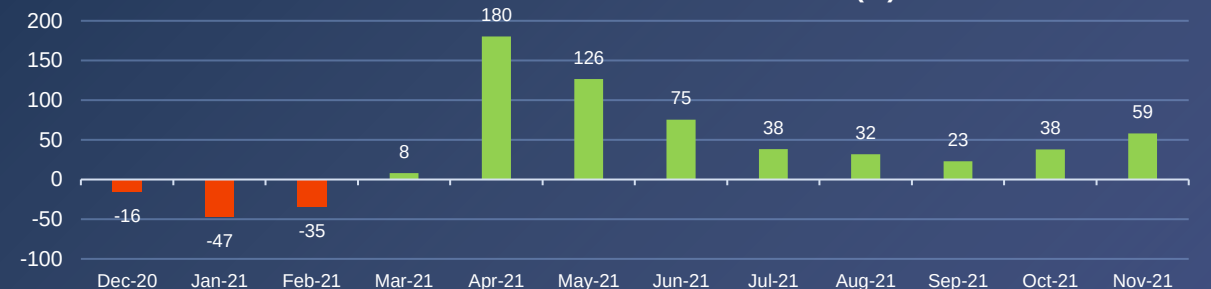
AVERAGE DAILY VISITOR LEVELS IN NOVEMBER 2021 VS 2020 VS 2019



TOTAL VISITS BY MONTH



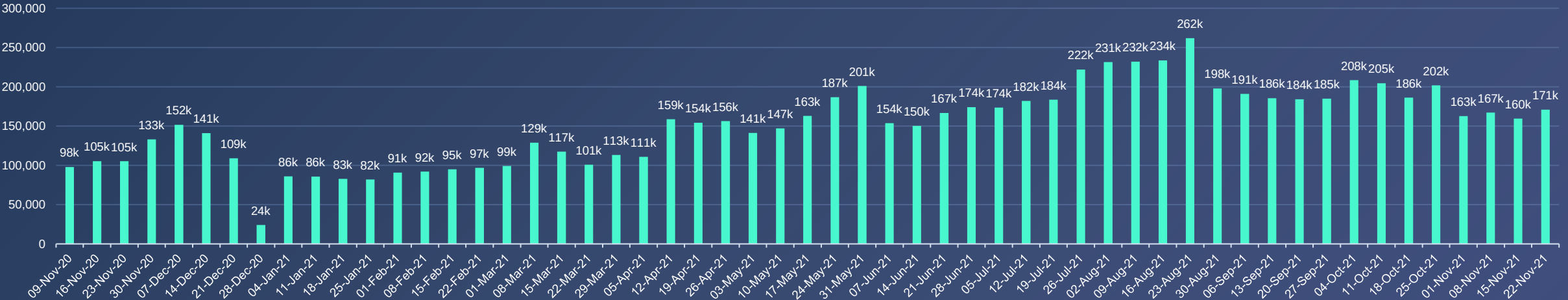
TOTAL VISIT CHANGE BY MONTH (%)



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

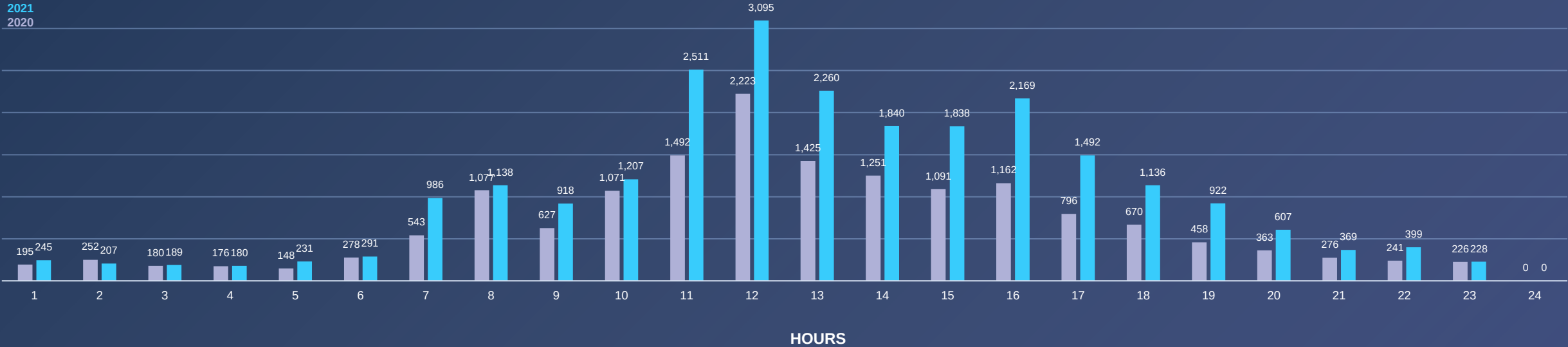


WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR

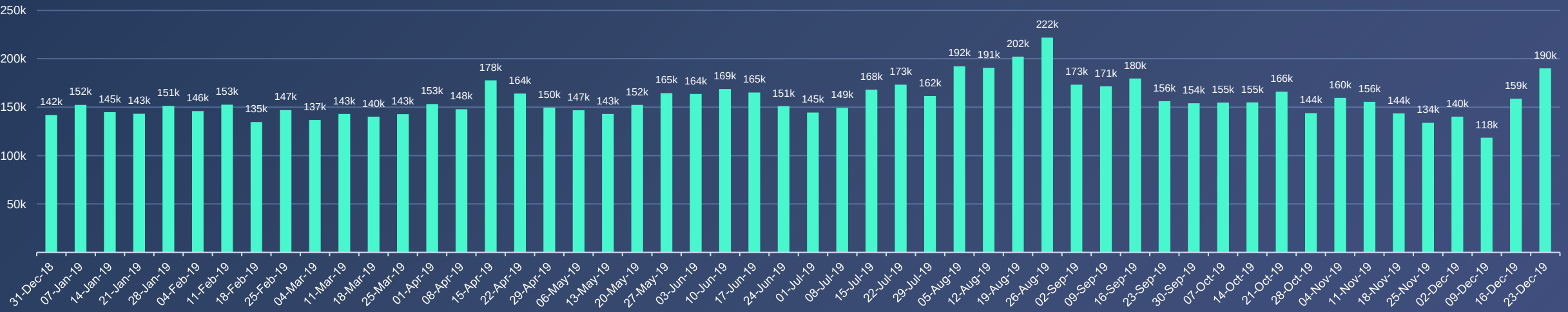
2021
2020



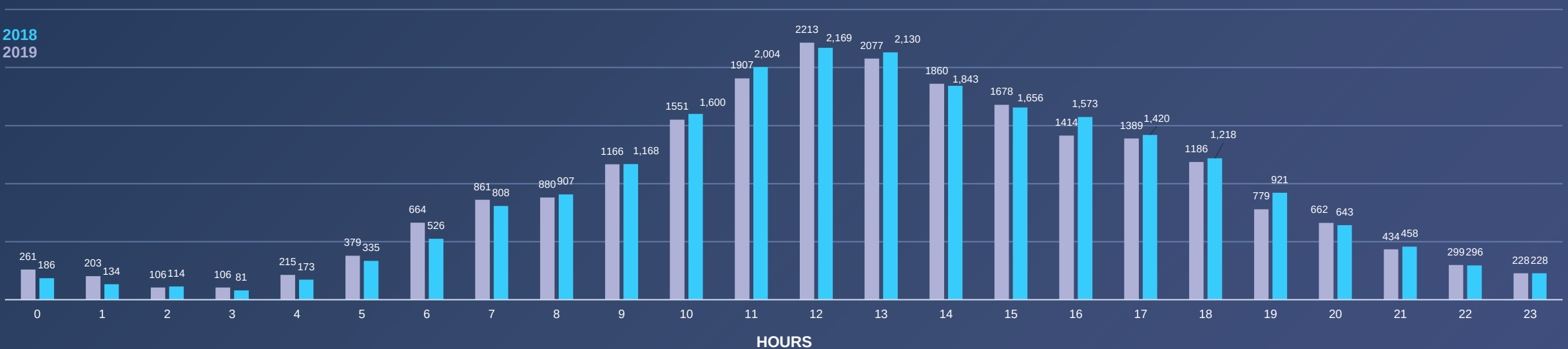
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



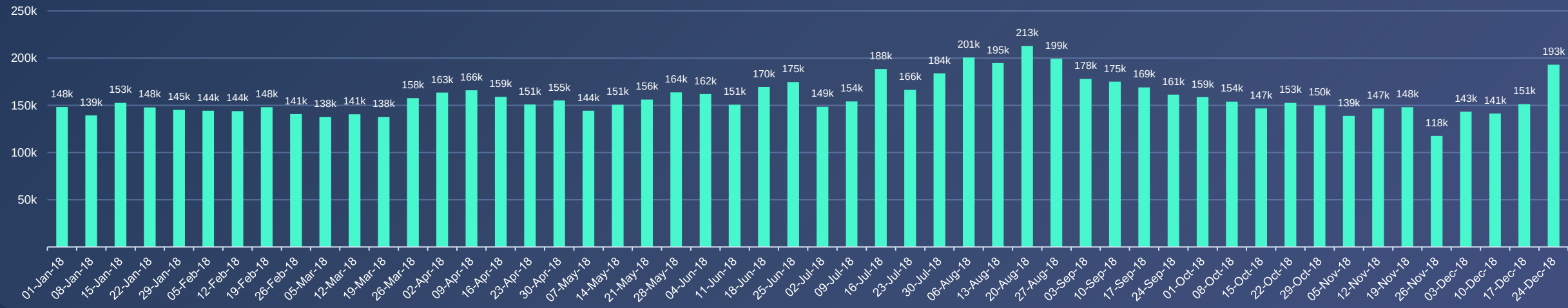
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



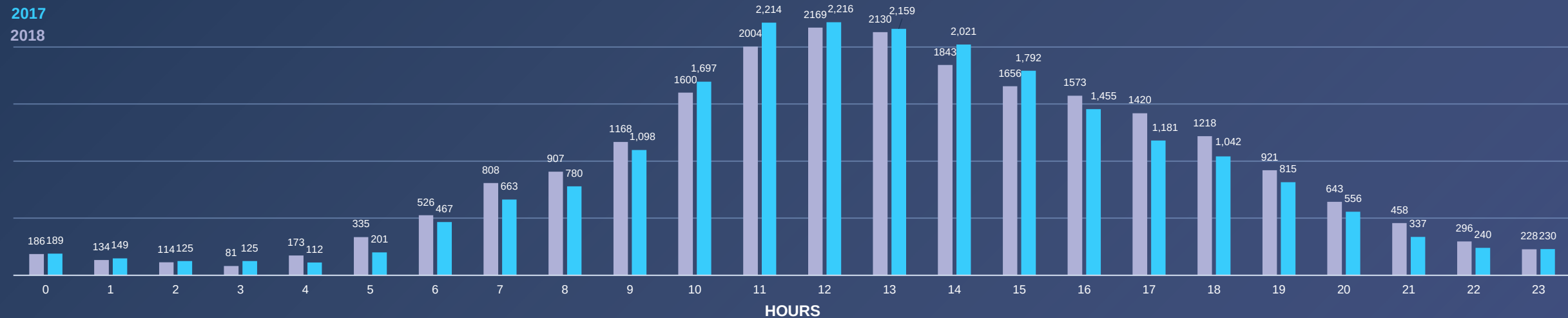
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



8,549,332

VISITS TO THE HIGH STREET
NOVEMBER 20 - NOVEMBER 21



-1%
4 YEAR CHANGE



AVERAGE DWELL TIME



147 MINS

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



-18%
4 YEAR CHANGE



PLACES VISITED



2.1

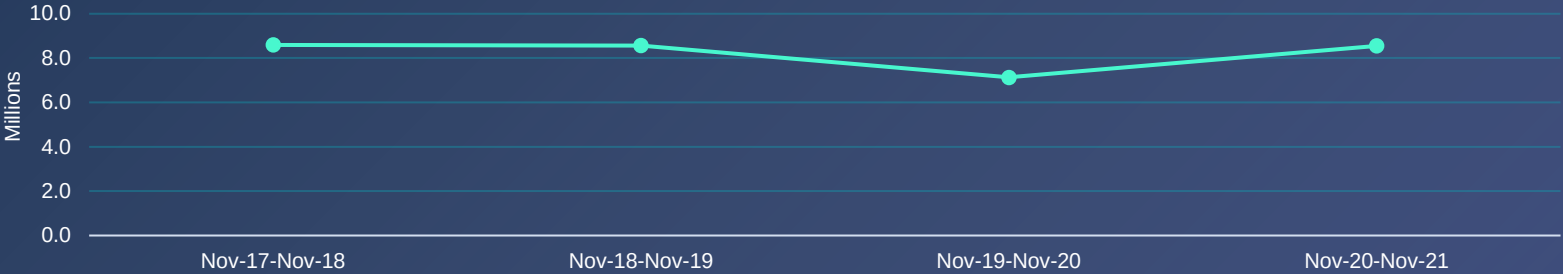
AVERAGE NUMBER OF INDOOR LOCATIONS
VISITED PER TRIP
NOVEMBER 20 - NOVEMBER 21



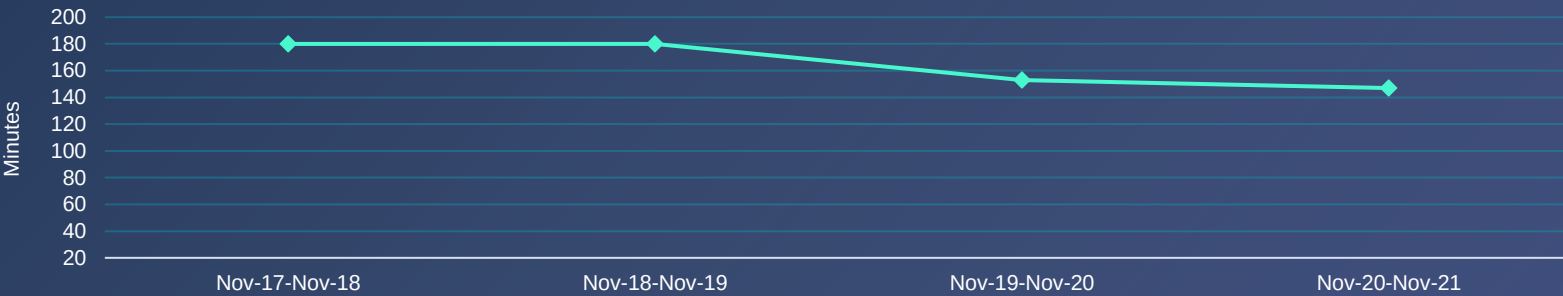
-13%
4 YEAR CHANGE



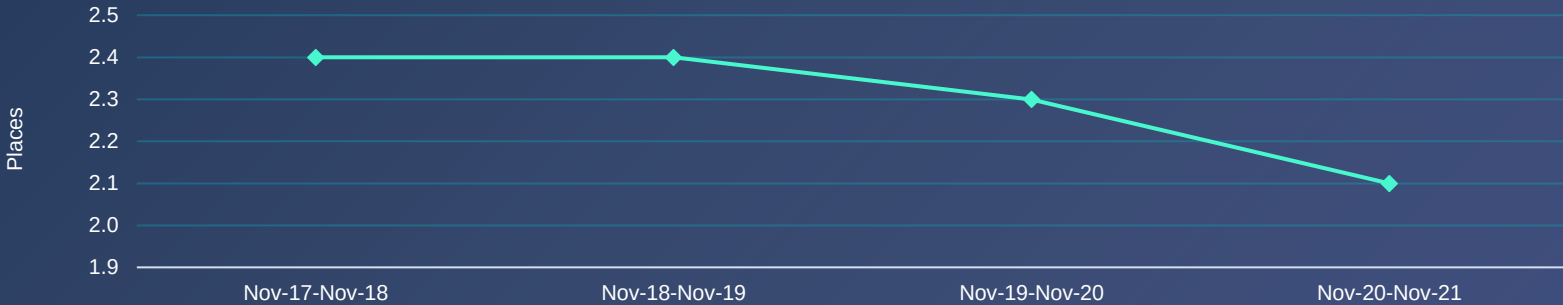
FOOTFALL



DWELL TIME

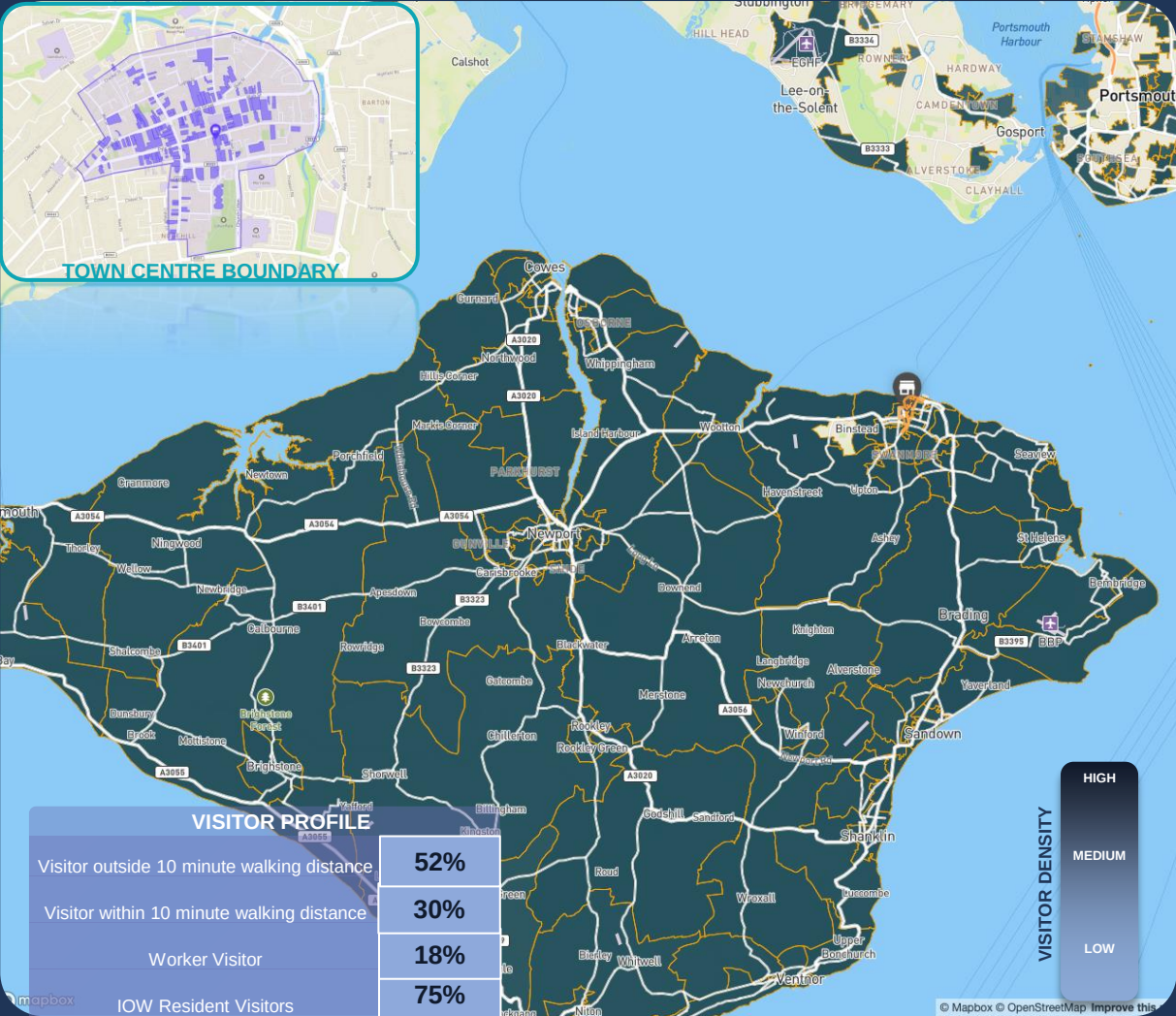


PLACES VISITED

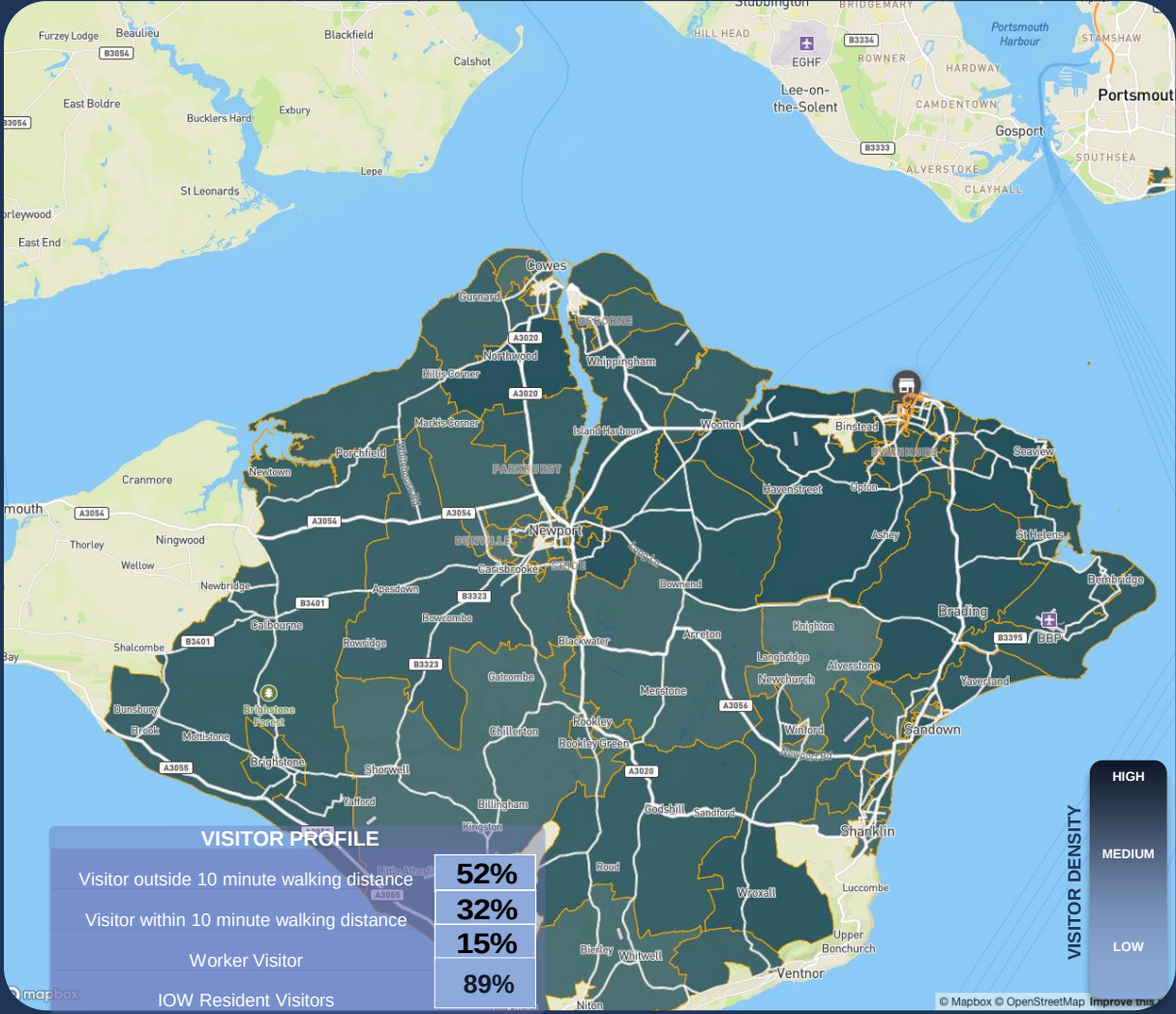


RYDE VISITOR CATCHMENT — NOVEMBER 2021 & BENCHMARKING (NOVEMBER 2020-21)

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

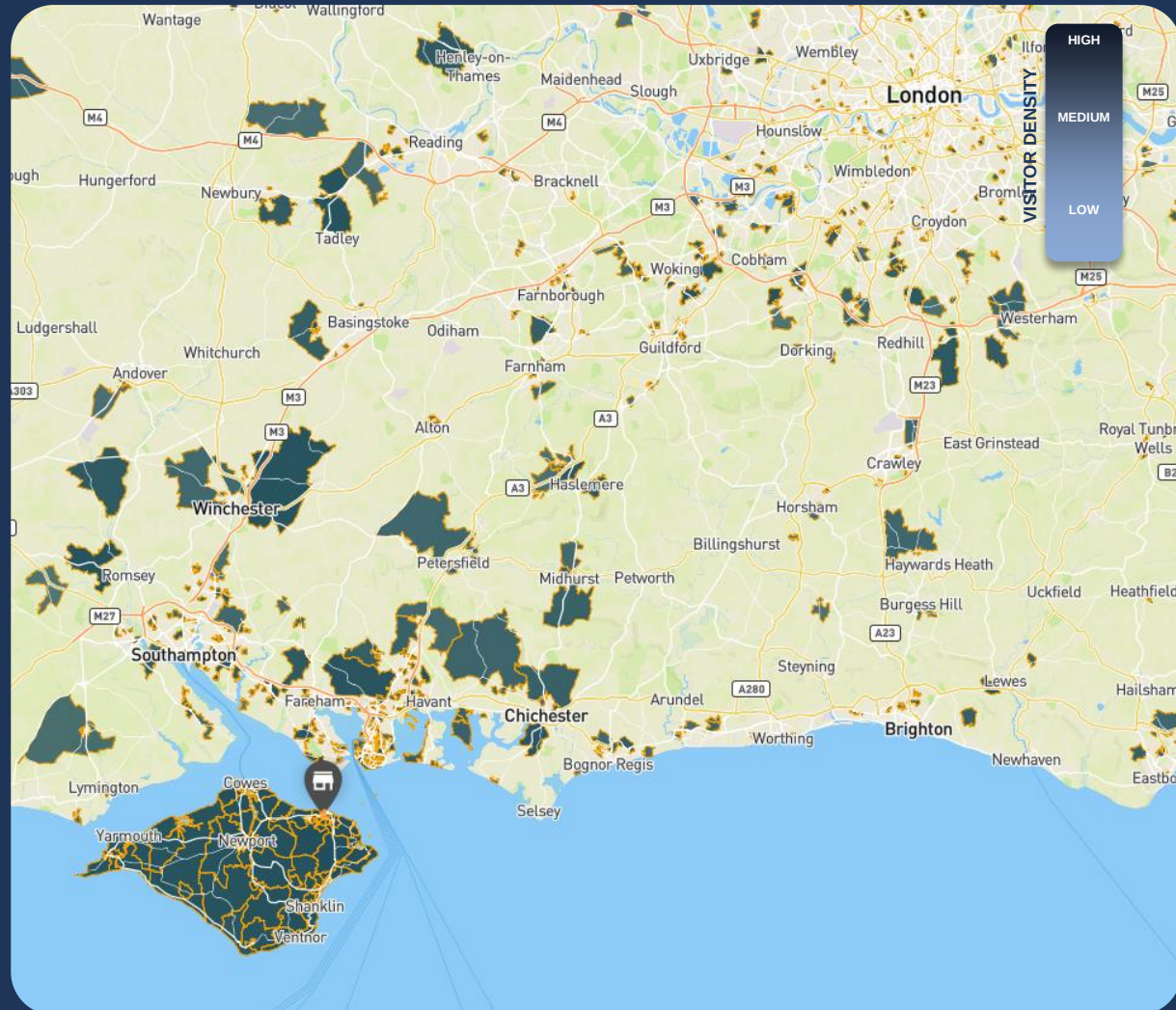


VISITOR CATCHMENT BY POSTCODE
IN NOVEMBER 2021 (zoomed in)

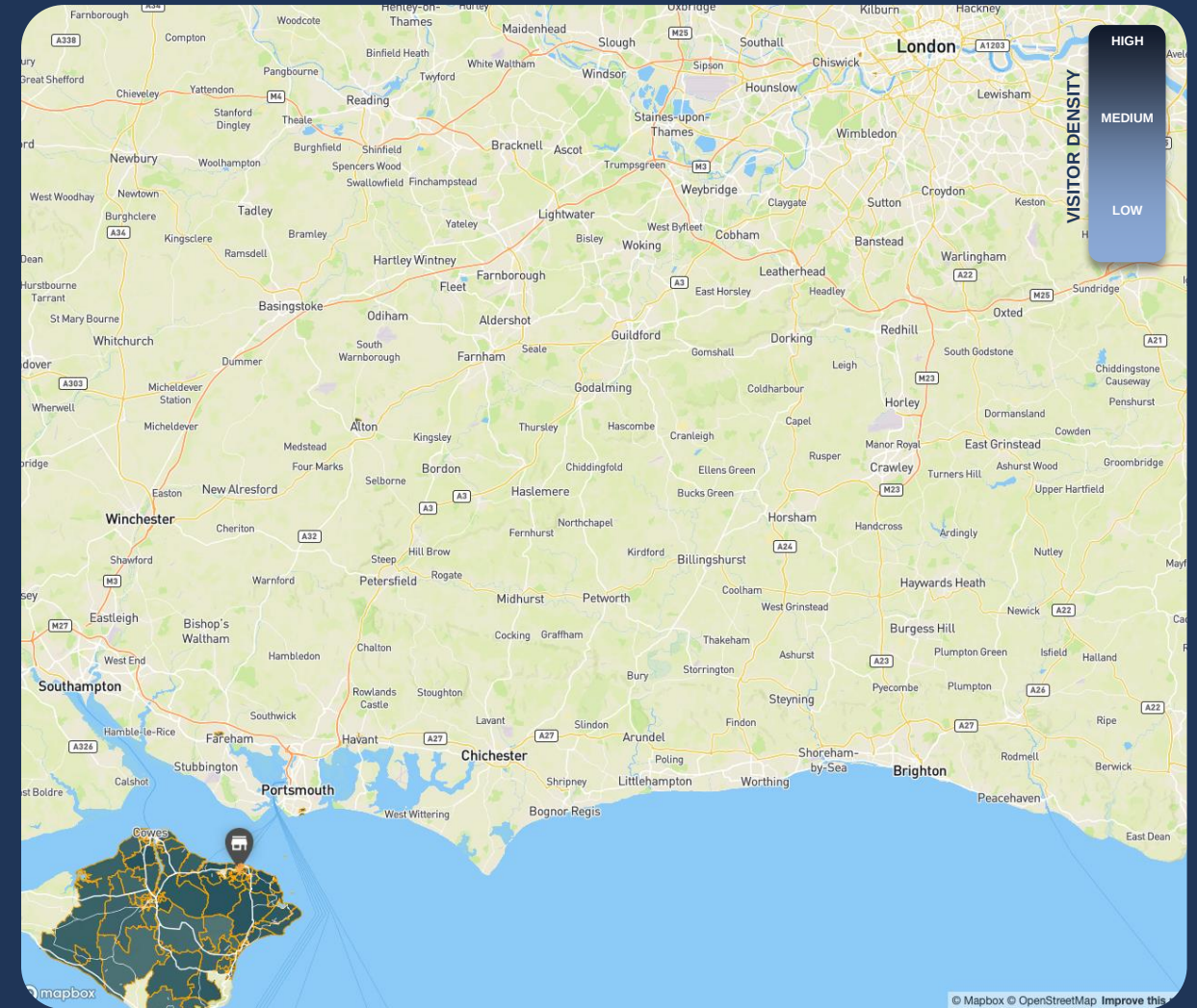


RYDE VISITOR CATCHMENT — NOVEMBER 2021 & BENCHMARKING (NOVEMBER 2020-21)

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

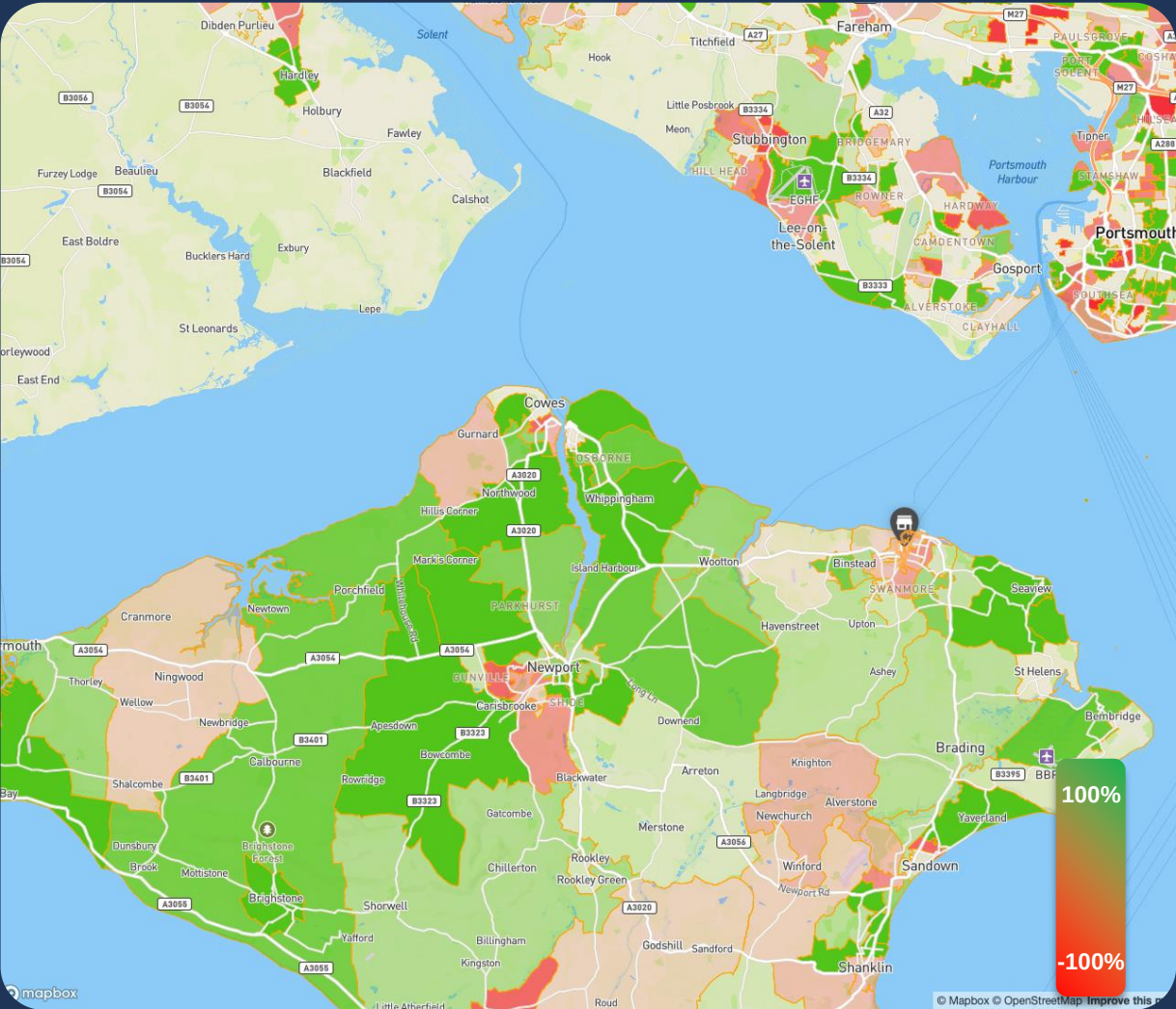


VISITOR CATCHMENT BY POSTCODE
IN NOVEMBER 2021 (zoomed out)

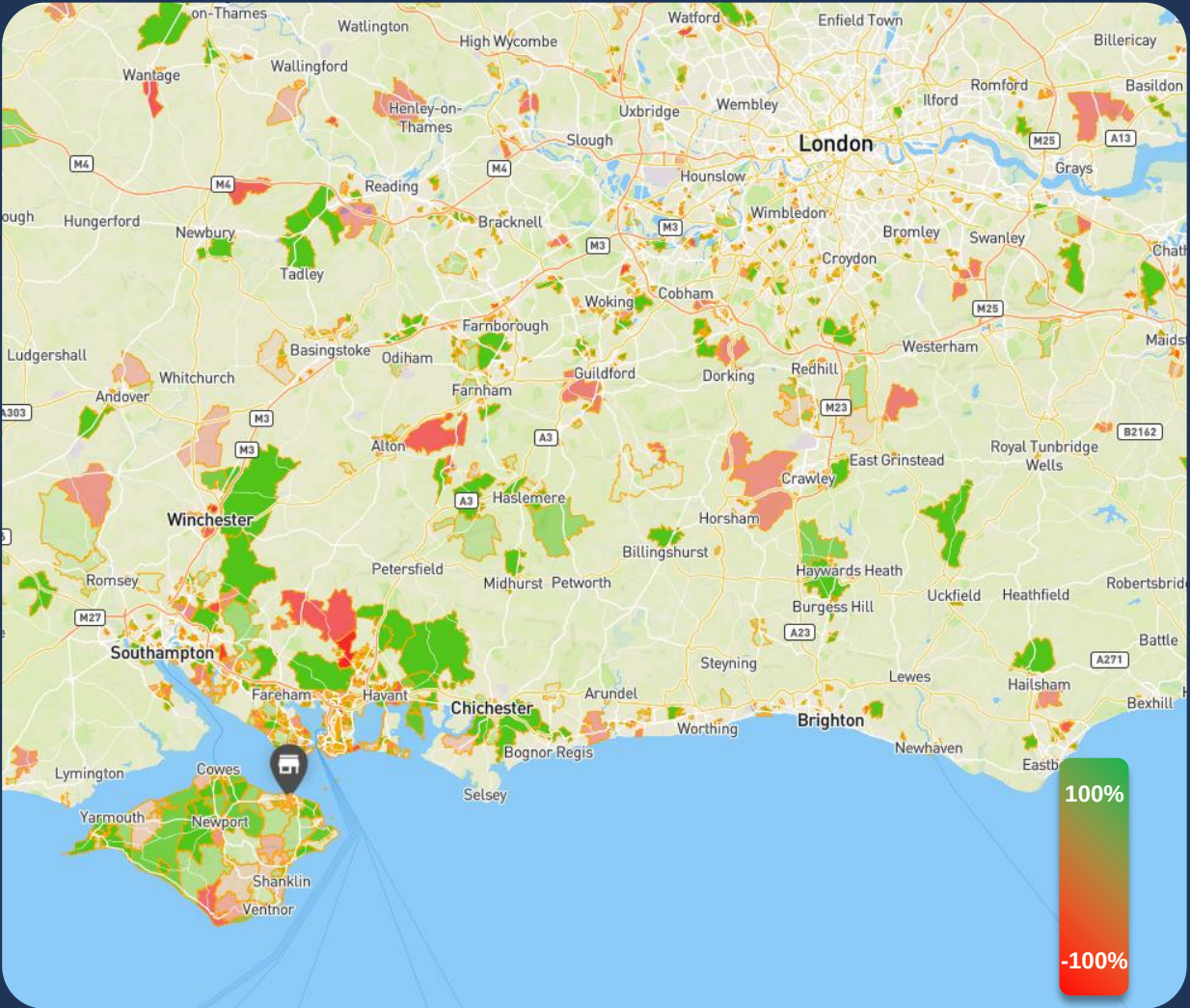


RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (NOVEMBER 2020-21)

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

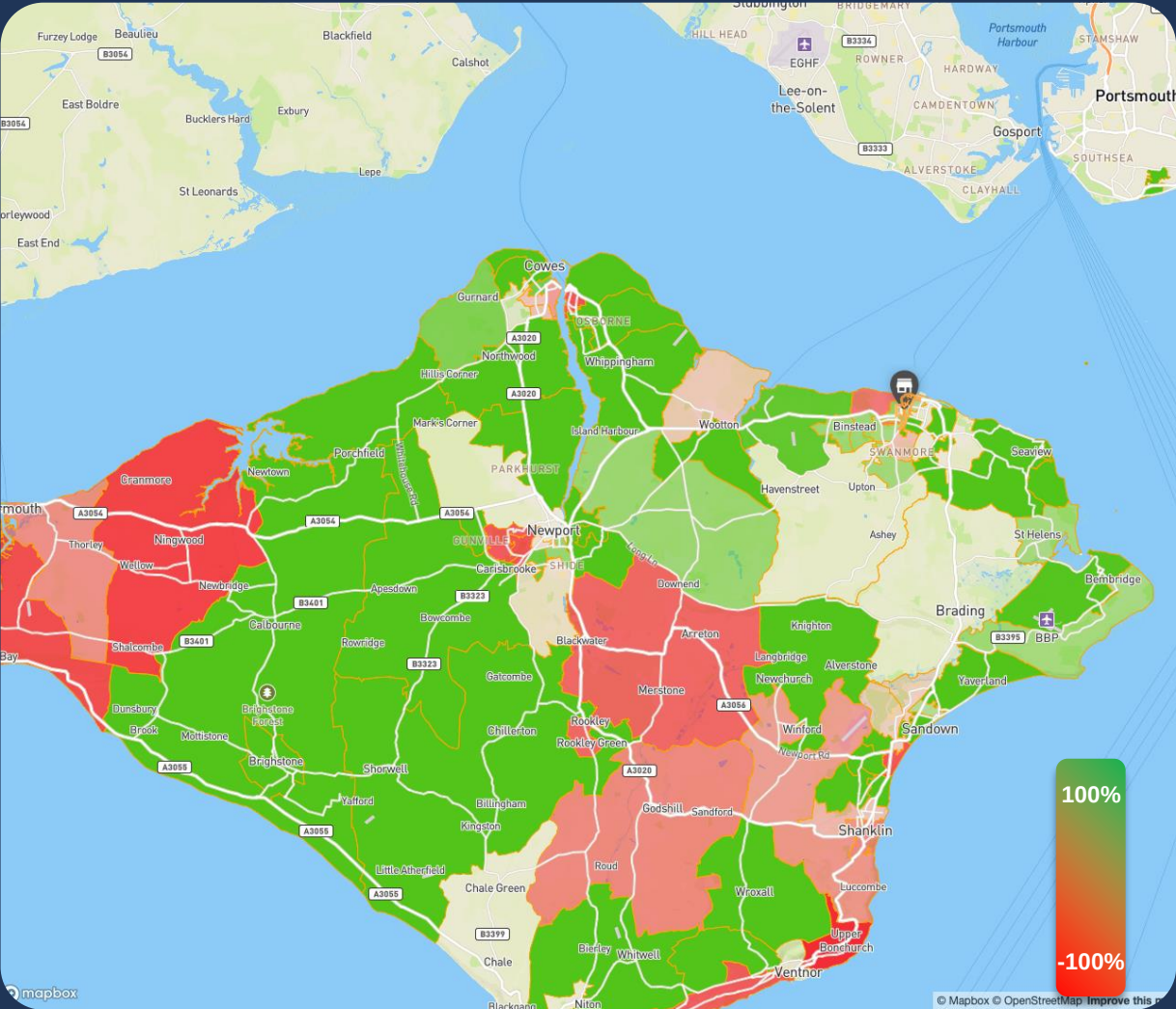


CHANGE IN VISITOR LEVELS
NOVEMBER 2020-21 vs NOVEMBER 2019-20 (zoomed out)

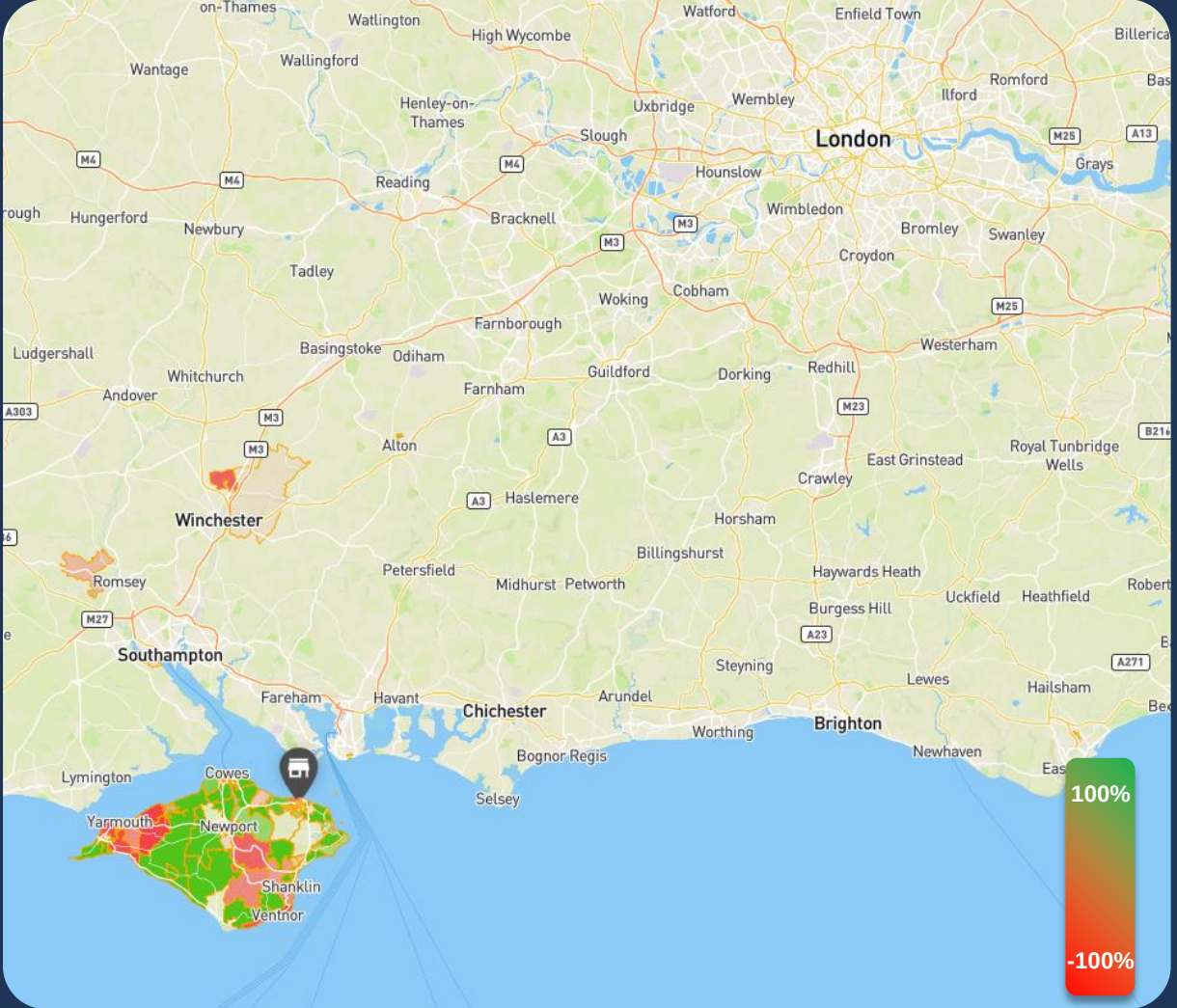


RYDE VISITOR CHANGE BY POSTCODE – NOVEMBER 2021 & BENCHMARKING

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

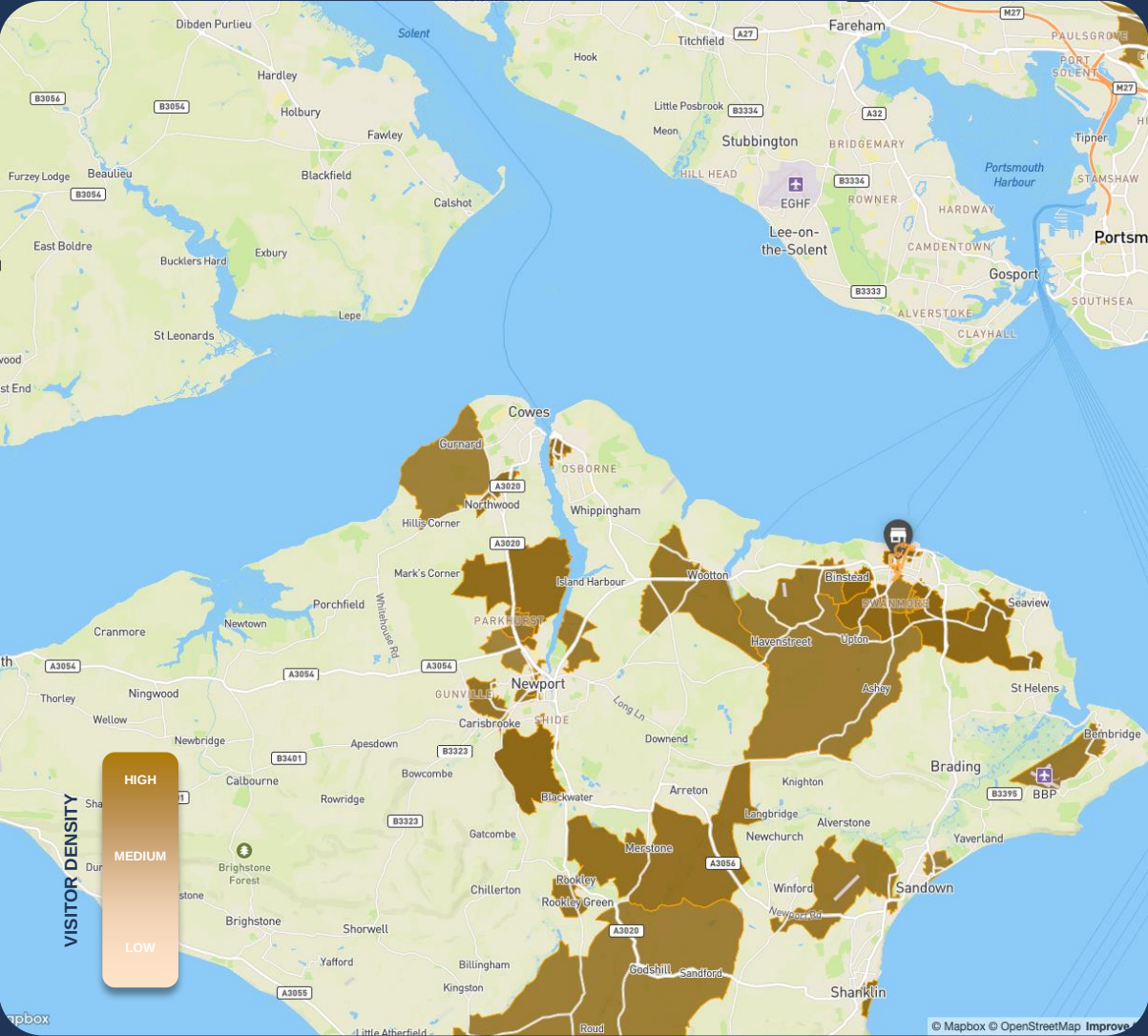


CHANGE IN VISITOR LEVELS
NOVEMBER 2021 vs NOVEMBER 2020 (zoomed out)

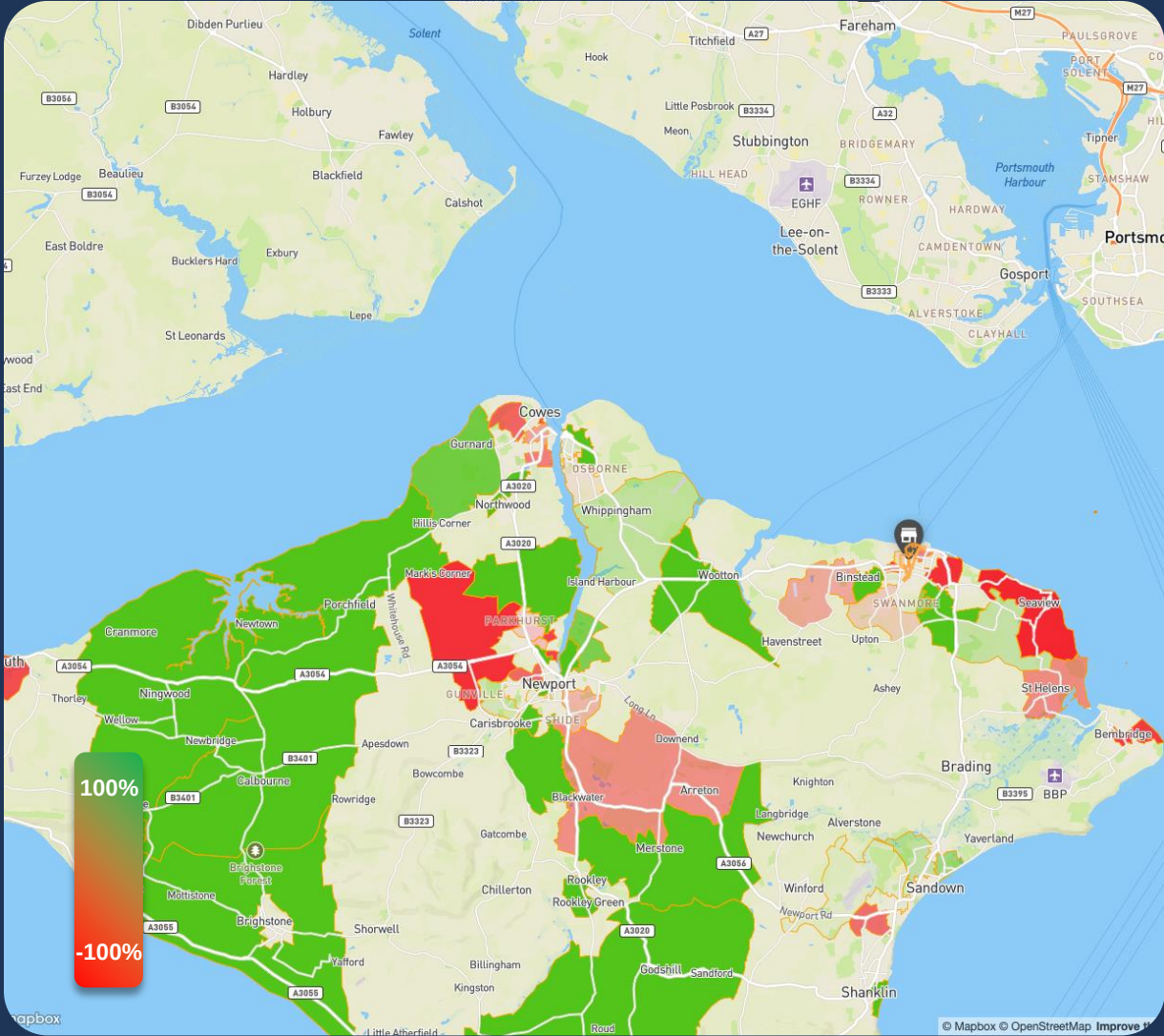


RYDE WORKER CATCHMENT CHANGE — NOVEMBER 2021 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE NOVEMBER 2021

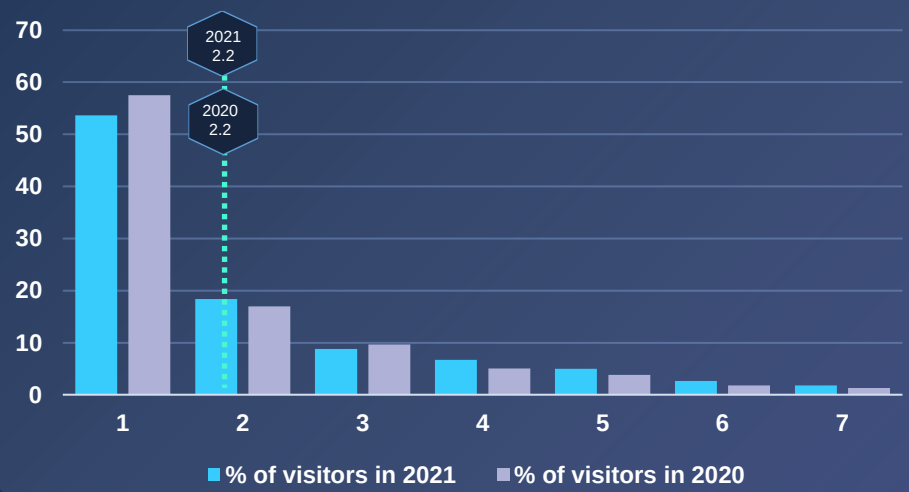


CHANGE IN WORKER CATCHMENT NOVEMBER 2021 vs NOVEMBER 2020

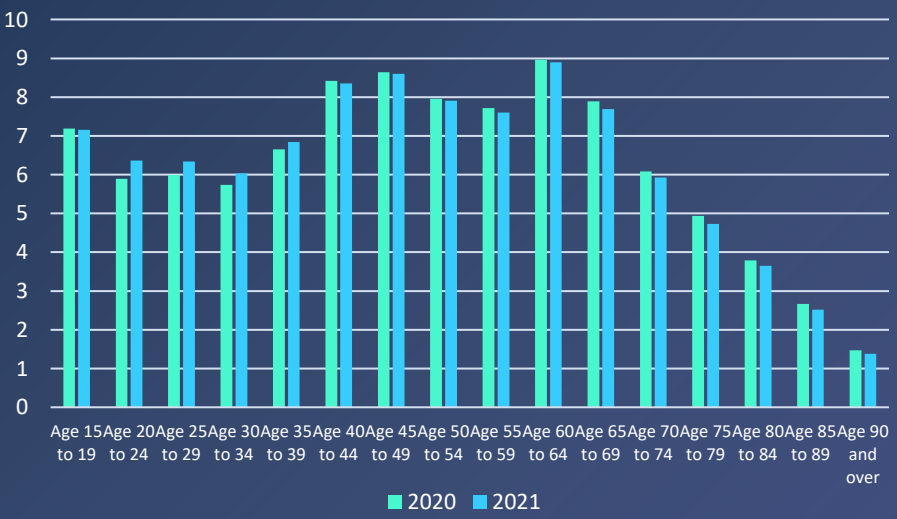


RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (NOVEMBER 2020-21)

NUMBER OF PLACES VISITED PER TRIP (%)



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



RYDE TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2021

KEY: PEDESTRIAN NUMBERS NOVEMBER 2021

RYDE PEDESTRIAN VISITOR BEHAVIOURS – NOVEMBER 2021 & BENCHMARKING

RYDE TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2021



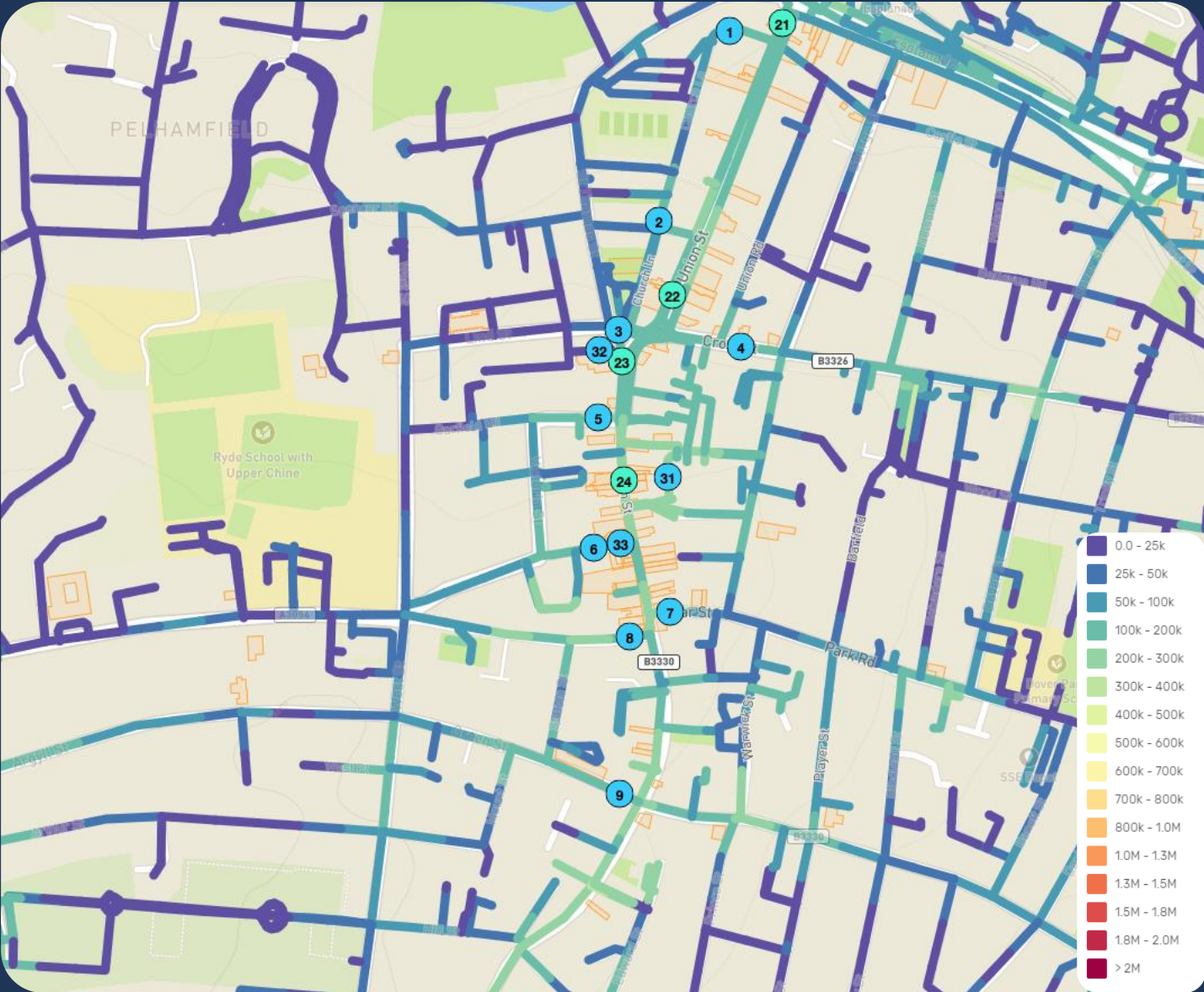
RYDE TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2020



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



CENTRE FOOTFALL DATA NOVEMBER 2021 VS NOVEMBER 2020 – ENTRY POINTS



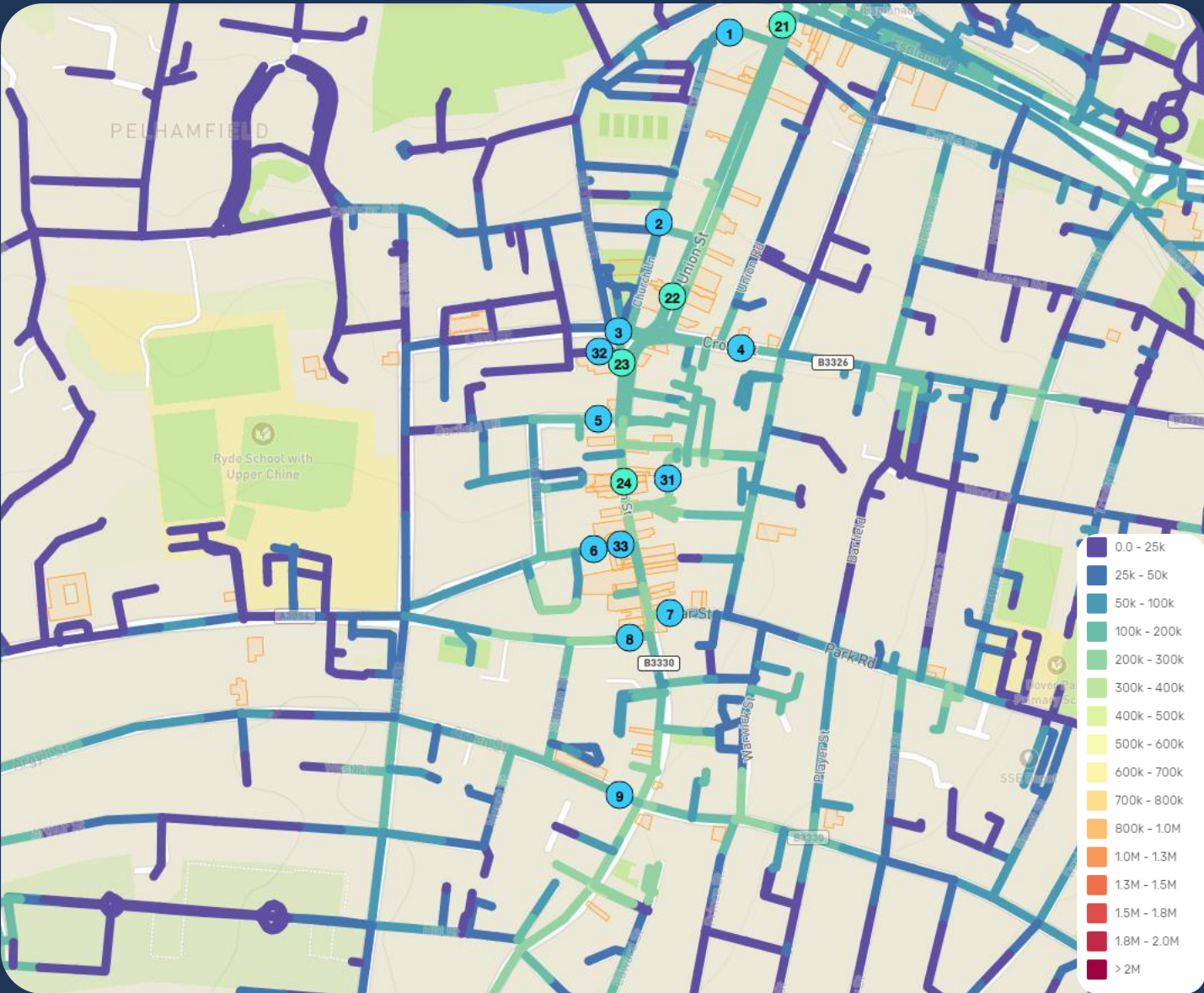
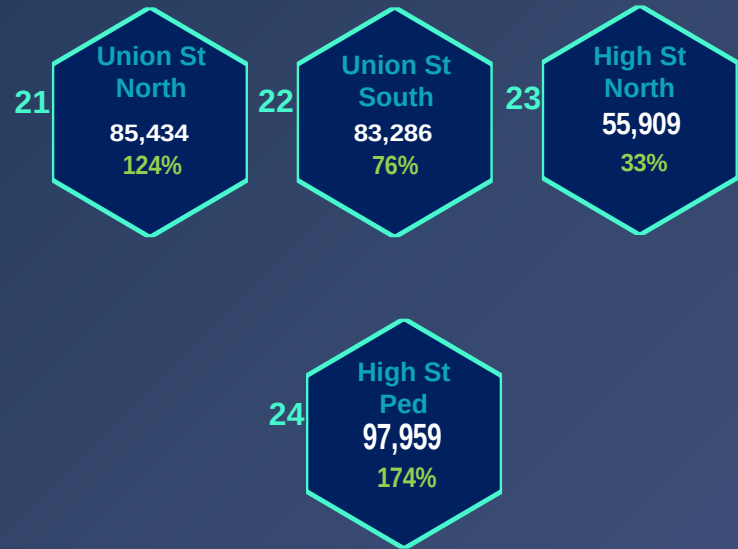
RYDE TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2021

KEY: PEDESTRIAN NUMBERS NOVEMBER 2021

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

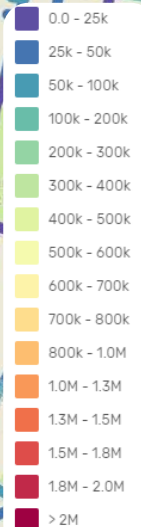


CENTRE FOOTFALL DATA NOVEMBER 2021 VS NOVEMBER 2020 — ENTRY POINTS



RYDE TOWN CENTRE FOOTFALL HEAT MAP NOVEMBER 2021

KEY: PEDESTRIAN NUMBERS NOVEMBER 2021



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

RYDE TOWN SQUARE

TOTAL VISITS

6,231

VISITS NOVEMBER 21

AVERAGE DWELL TIME

161MINS

AVERAGE TIME SPENT
NOVEMBER 21

PEDESTRIANS

146,335

PEDESTRIANS PASSING
THROUGH SQUARE
NOVEMBER 2021

▲ 47%
VS NOVEMBER
2020

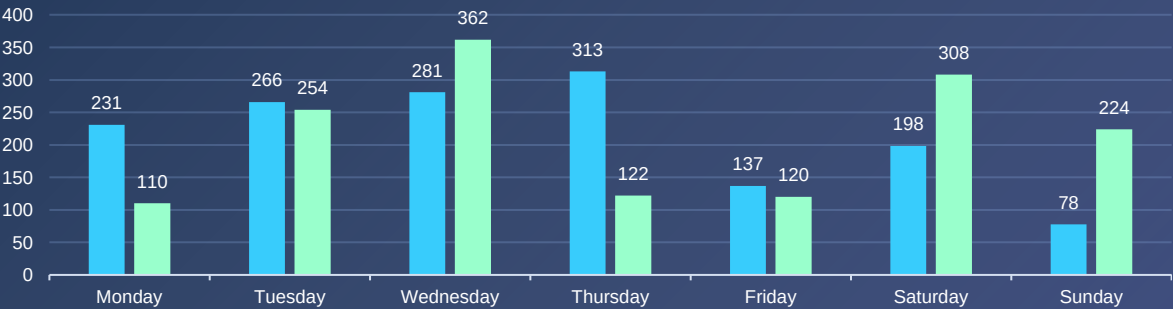


▲ 25 MINS
VS NOVEMBER
2020

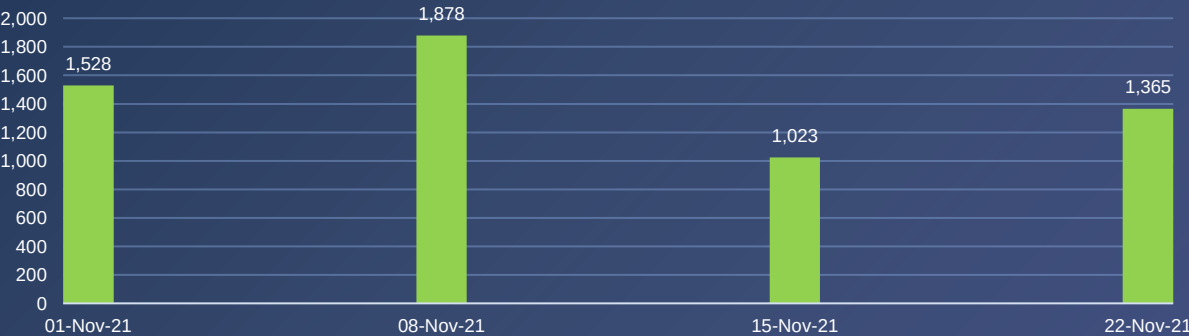


2021
2020

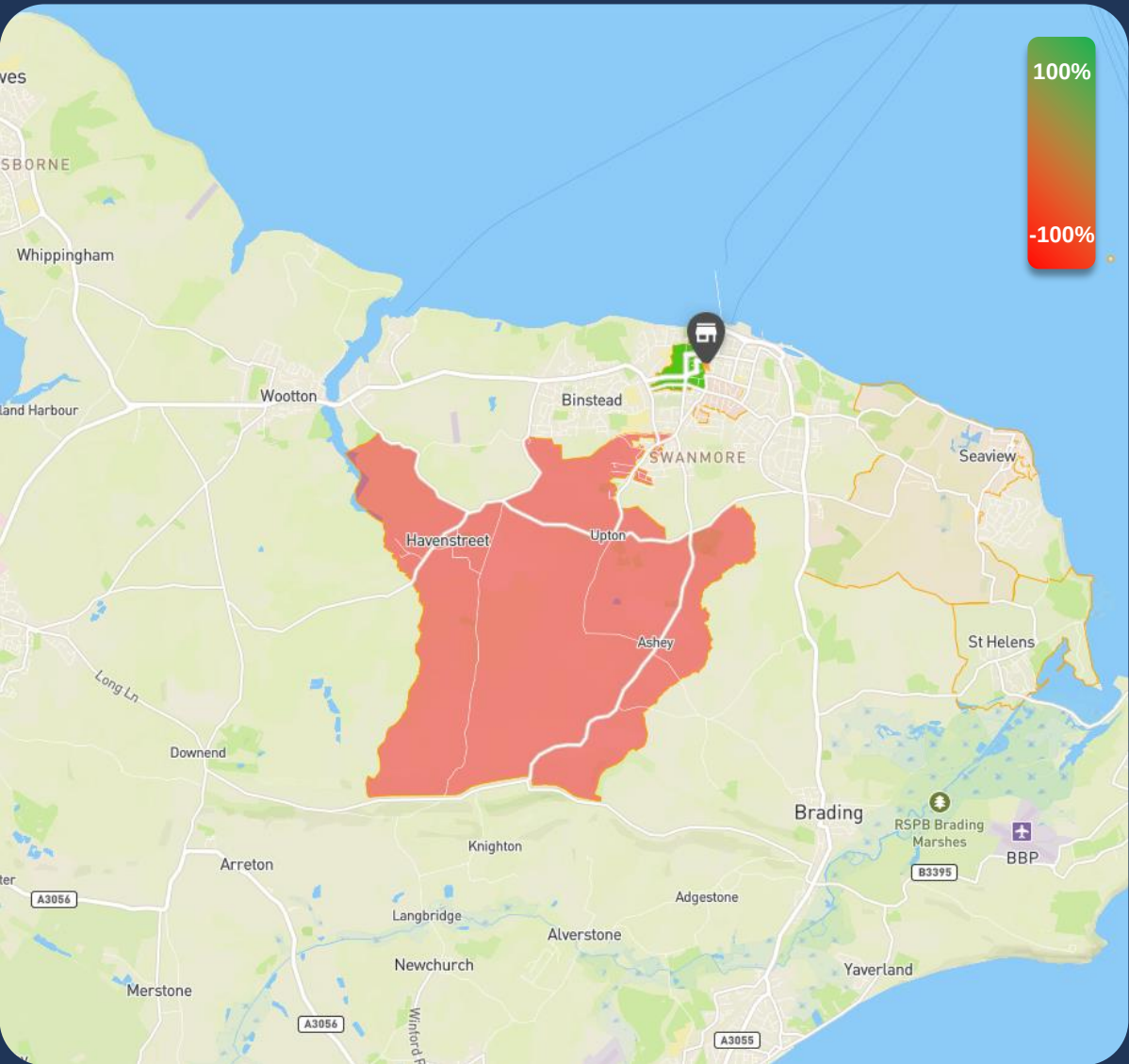
AVERAGE DAILY VISITORS NOVEMBER 2021 VS NOVEMBER 2020



WEEKLY VISITS NOVEMBER 2021



CHANGE IN VISITOR LEVELS NOVEMBER 2021 vs NOVEMBER 2020



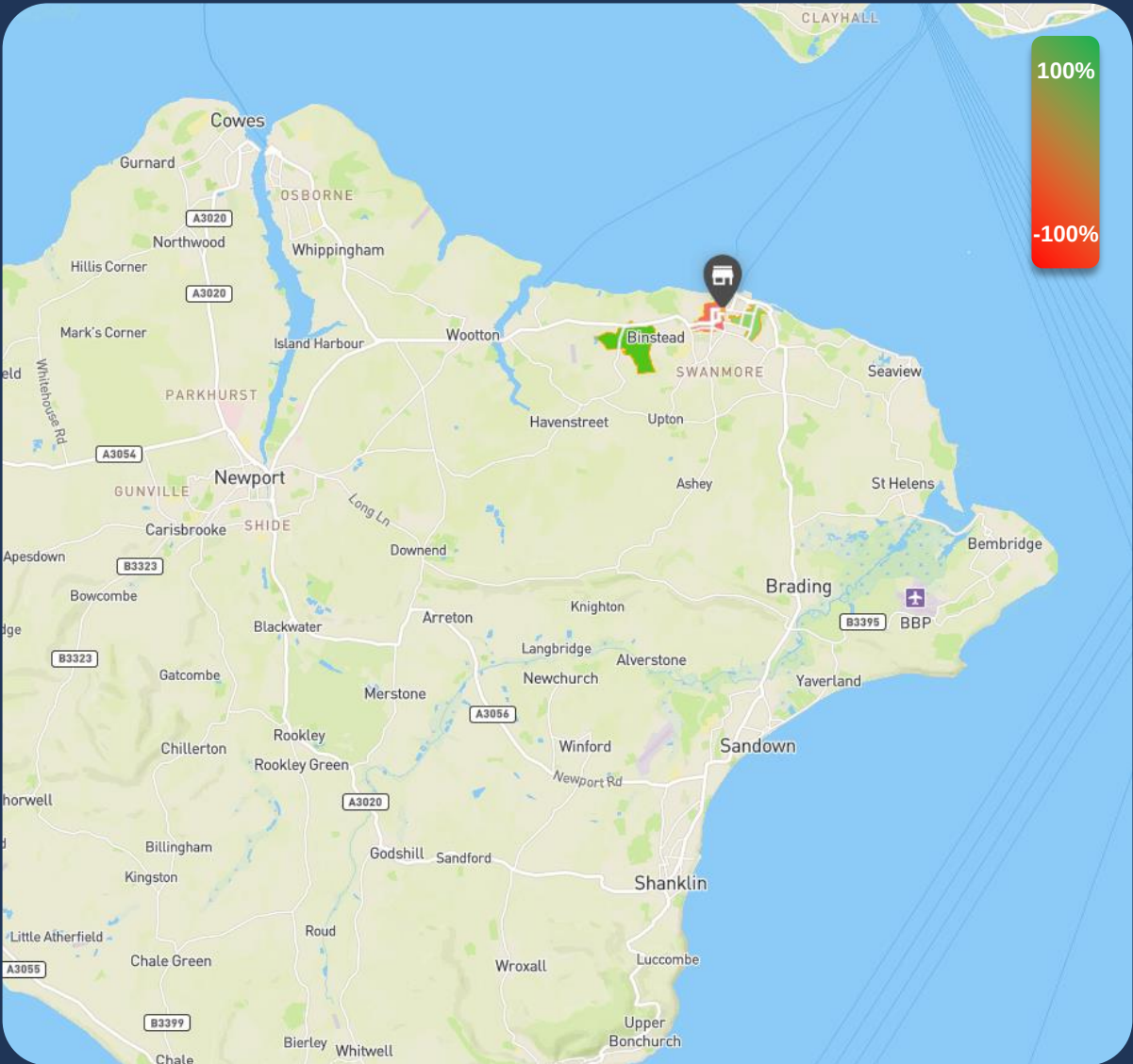
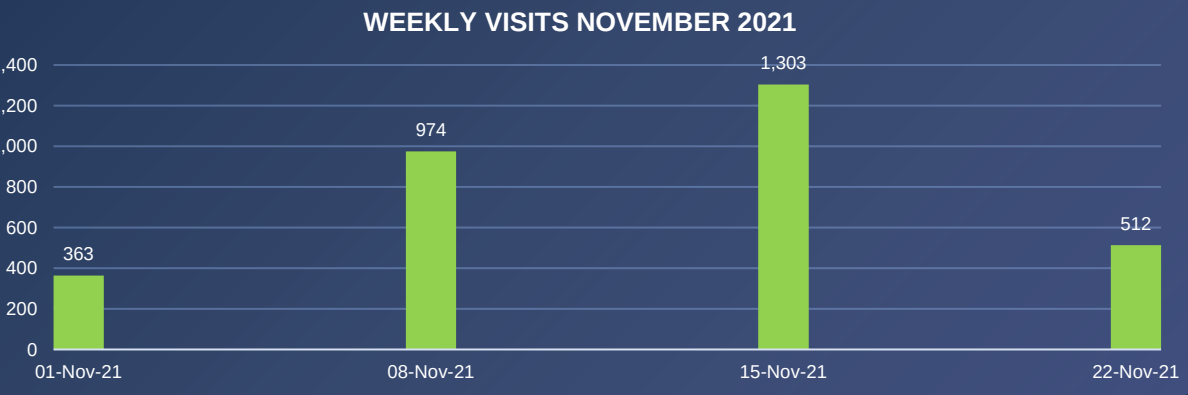
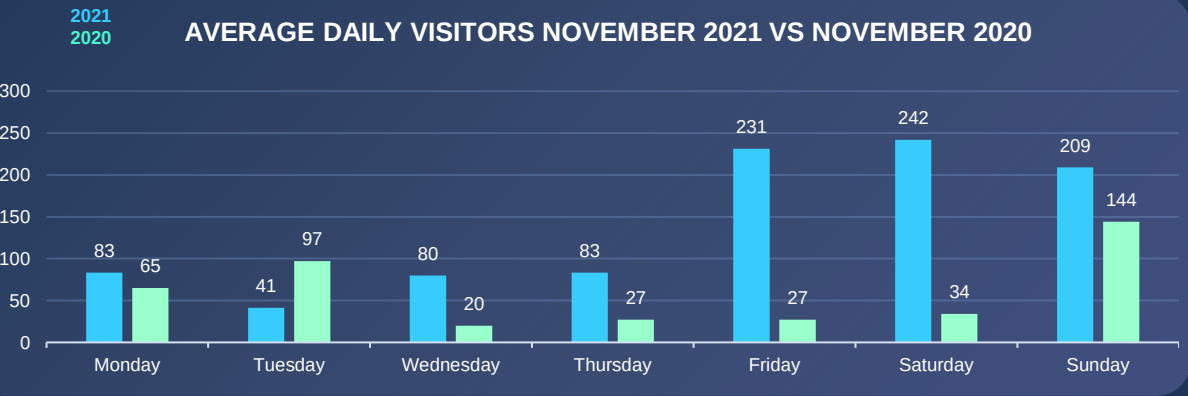
RYDE TOWN CENTRE KEY LOCATIONS - NOVEMBER 2021 & BENCHMARKING (NOVEMBER 2020-21)



ST THOMAS SQUARE



CHANGE IN VISITOR LEVELS NOVEMBER 2021 vs NOVEMBER 2020



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

MINGHELLA SQUARE

TOTAL VISITS

946

VISITS NOVEMBER 21

▲ 42%
VS NOVEMBER
2020



AVERAGE DWELL TIME

43 MINS

AVERAGE TIME SPENT
NOVEMBER 21

▲ 3 MINS
VS NOVEMBER
2020

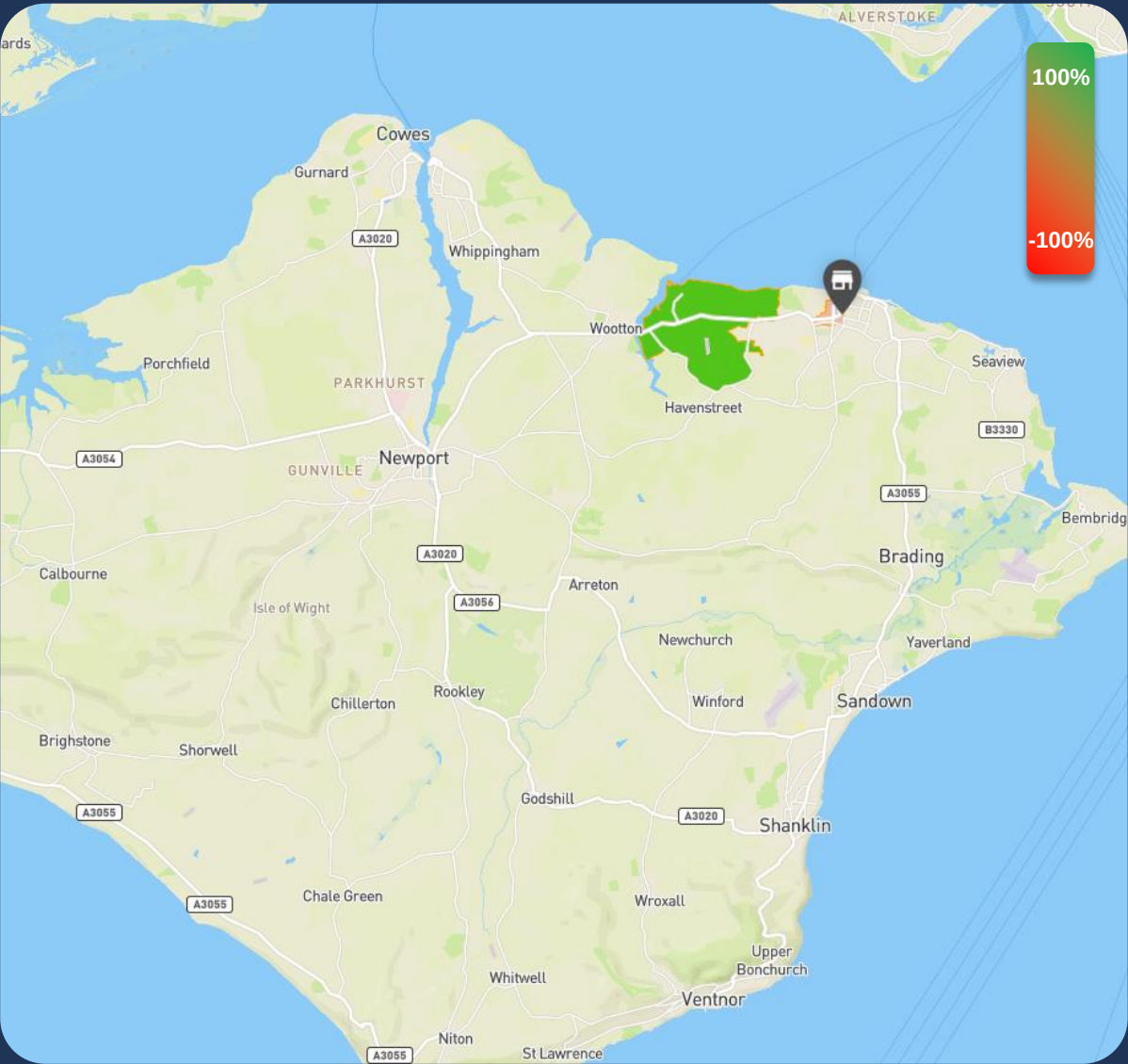


PEDESTRIANS

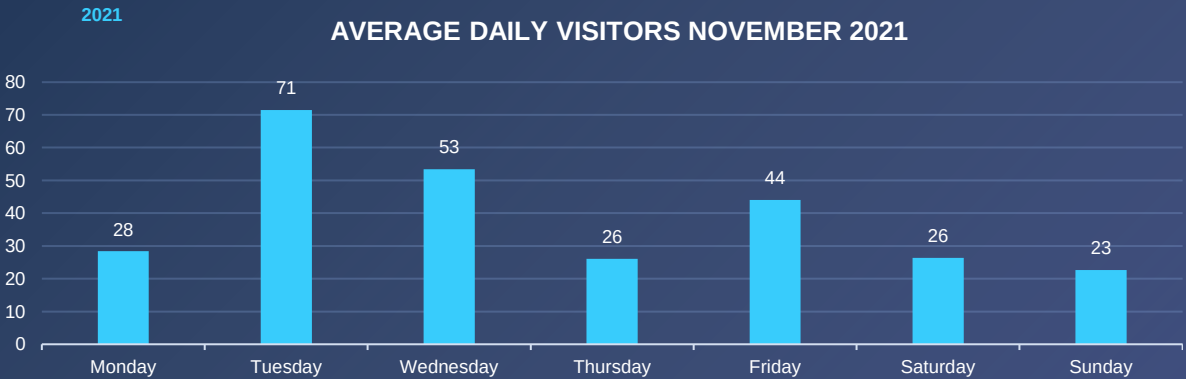
57,068

PEDESTRIANS PASSING
THROUGH SQUARE
NOVEMBER 2021

CHANGE IN VISITOR LEVELS NOVEMBER 2021 vs NOVEMBER 2020



AVERAGE DAILY VISITORS NOVEMBER 2021



WEEKLY VISITS NOVEMBER 2021

