

VISITOR INSIGHTS

BASELINE REPORT

RYDE, Isle of Wight

DECEMBER 2021

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



VISITOR | INSIGHTS

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



TOTAL VISITS



731,393

VISITS TO THE HIGH STREET



27%

Y/O/Y CHANGE
*Average national benchmark +39%



4%

M/O/M CHANGE



10%

Y/O/2Y CHANGE
*Average national benchmark -19%



AVERAGE DWELL TIME



155 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



-2%

Y/O/Y CHANGE



-6%

M/O/M CHANGE



-1%

Y/O/Y CHANGE



PLACES VISITED



2.2

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



2.2

PLACES VISITED



2.2

PLACES VISITED



POPULAR VISIT DAY



THURSDAY

31k AVERAGE VISITS ON FRIDAY IN DECEMBER



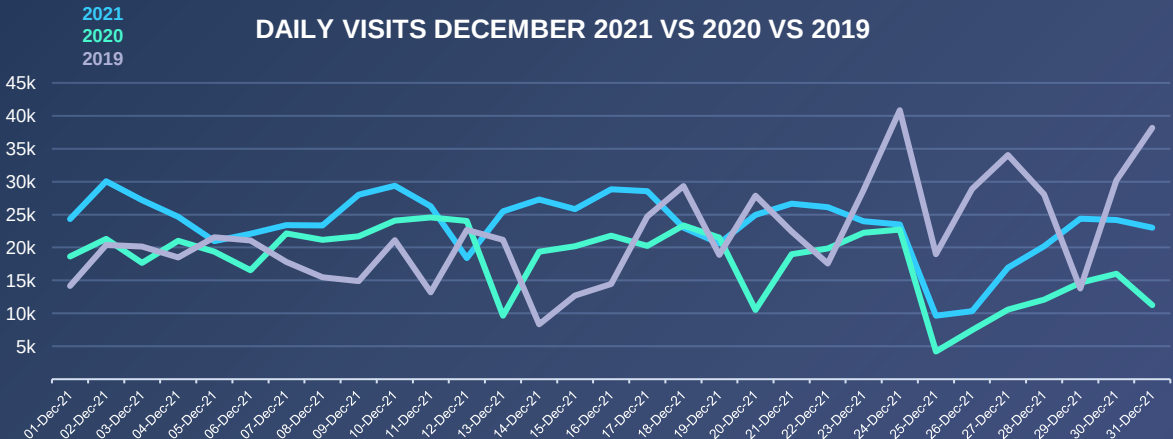
WEDNESDAY



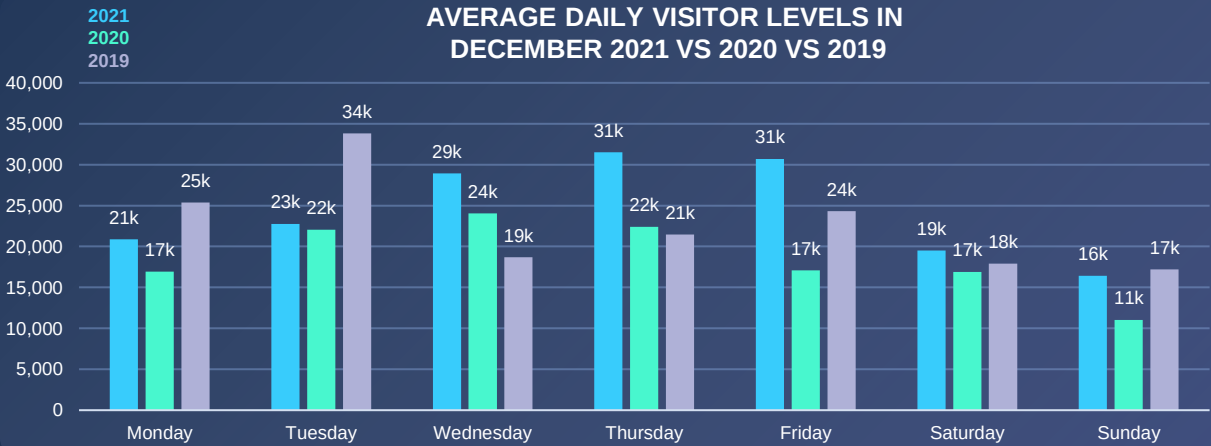
TUESDAY



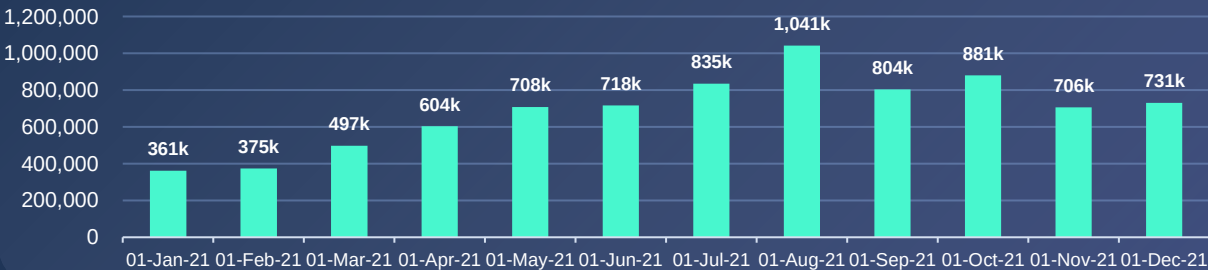
DAILY VISITS DECEMBER 2021 VS 2020 VS 2019



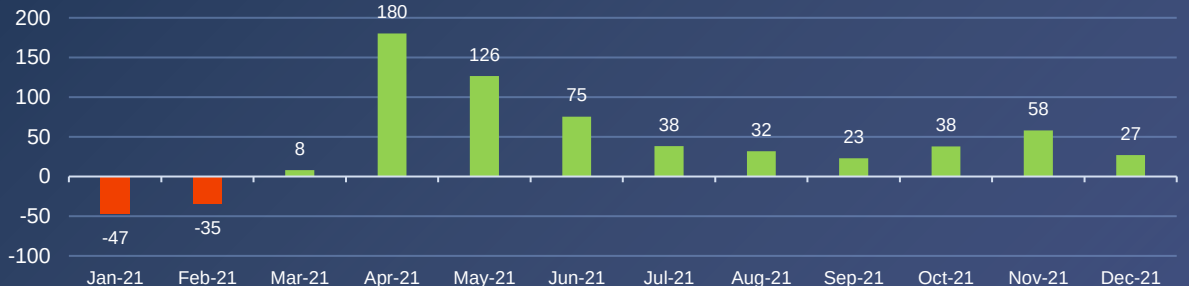
AVERAGE DAILY VISITOR LEVELS IN DECEMBER 2021 VS 2020 VS 2019



TOTAL VISITS BY MONTH



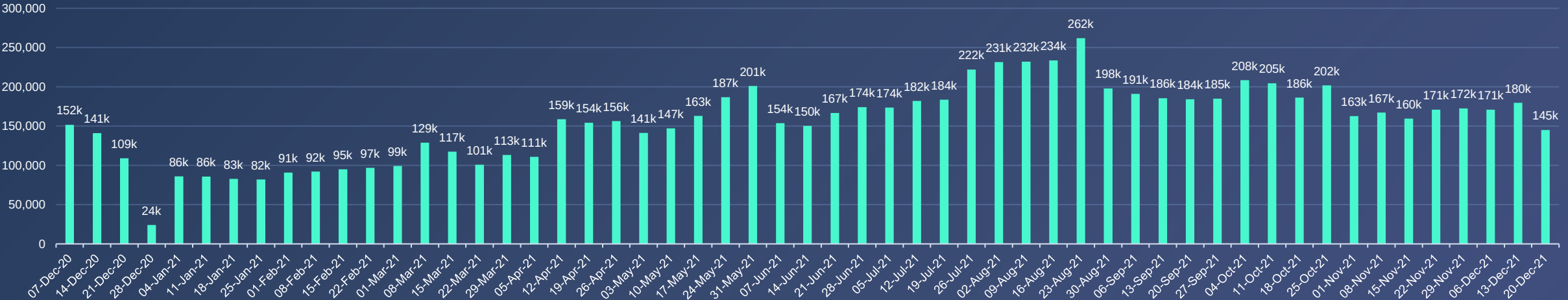
TOTAL VISIT CHANGE BY MONTH (%)



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

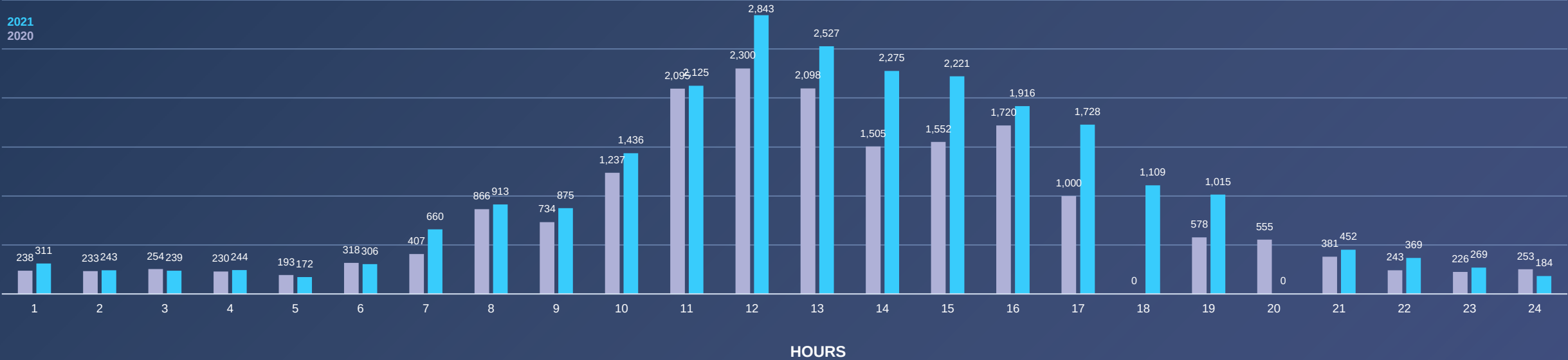


WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR

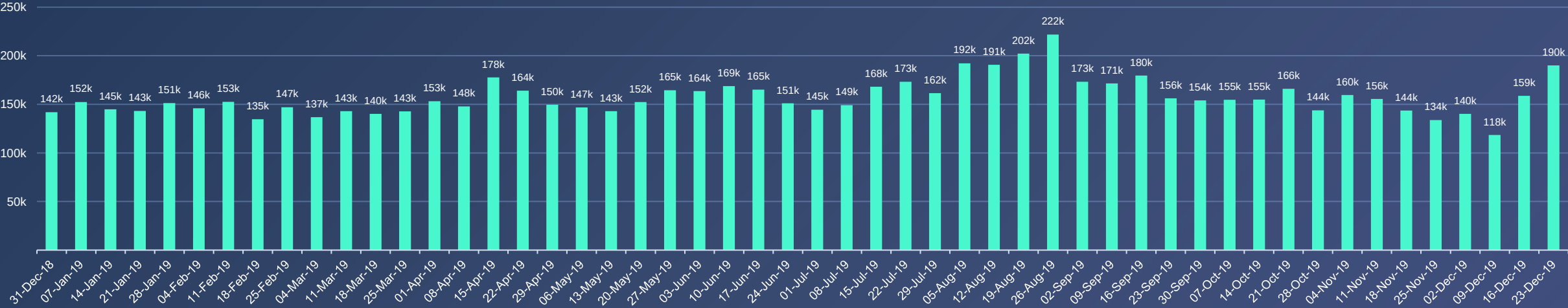
2021
2020



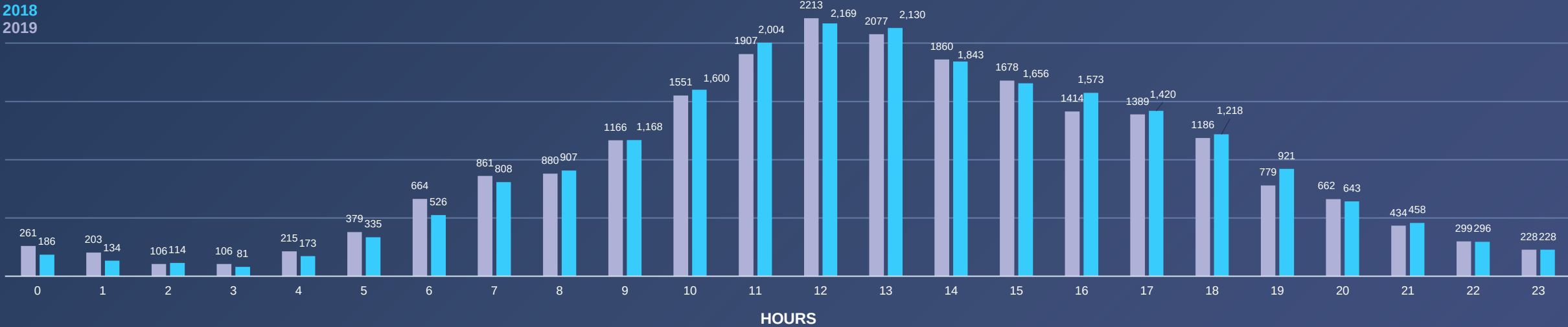
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2019 BENCHMARKING



WEEKLY FOOTFALL



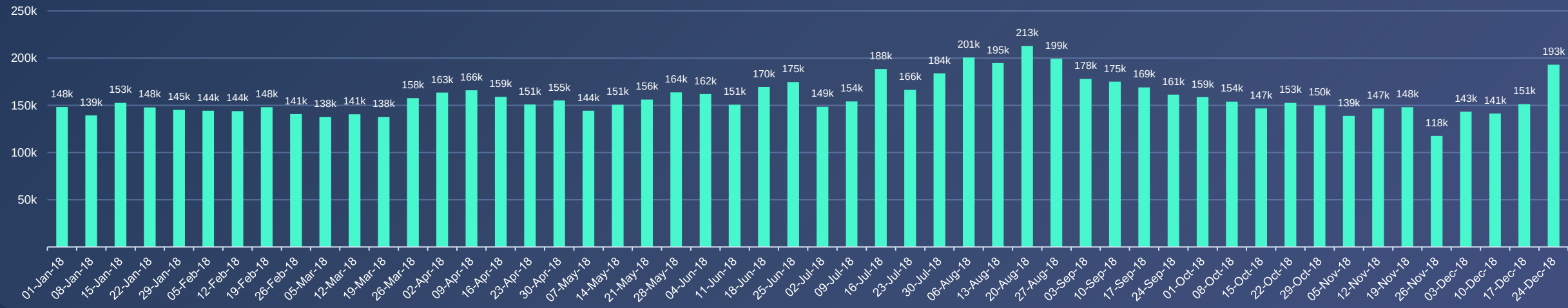
AVERAGE VISITS BY HOUR FULL YEAR 2019 VS 2018



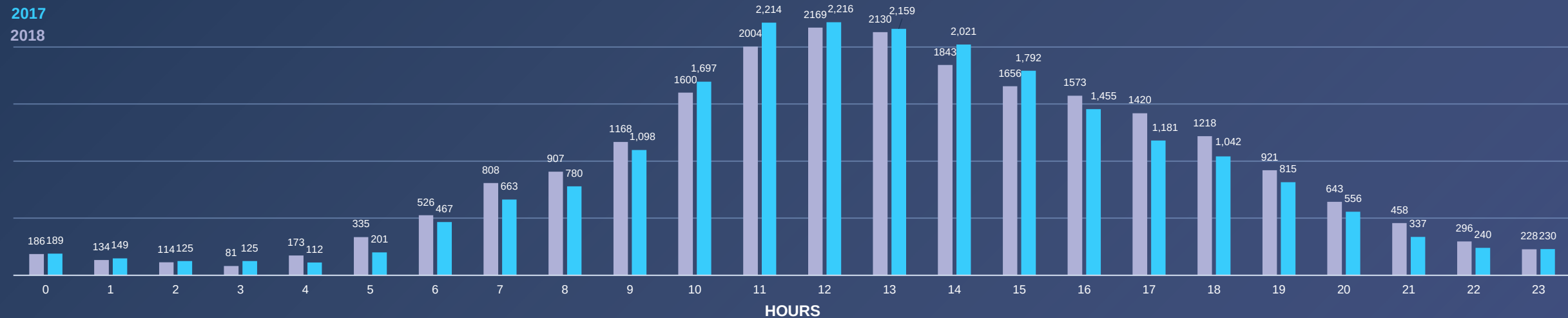
RYDE TOWN CENTRE — HISTORICAL DATA FULL YEAR 2018 BENCHMARKING



WEEKLY FOOTFALL



AVERAGE VISITS BY HOUR FULL YEAR 2018 VS 2017



RYDE TOWN CENTRE HISTORICAL DATA — LONG TERM TRENDS

TOTAL ANNUAL VISITS



8,835,903

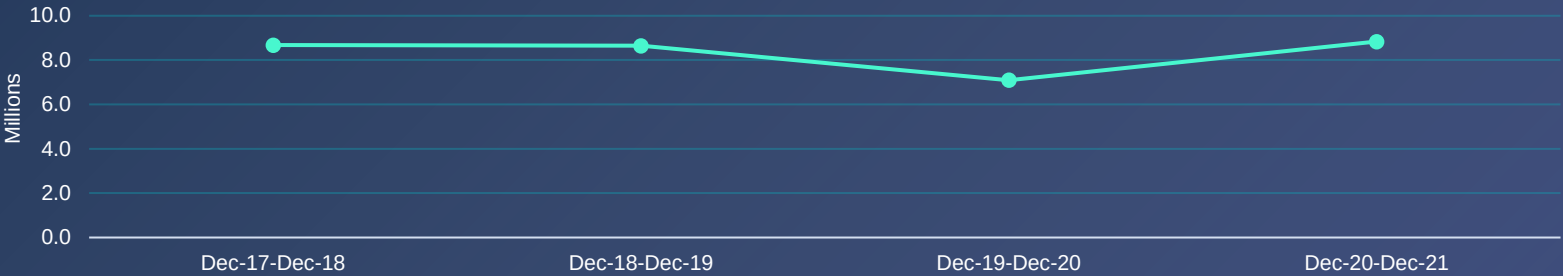
VISITS TO THE HIGH STREET
DECEMBER 20 - DECEMBER 21



2%
4 YEAR CHANGE



FOOTFALL



AVERAGE DWELL TIME



147MINS

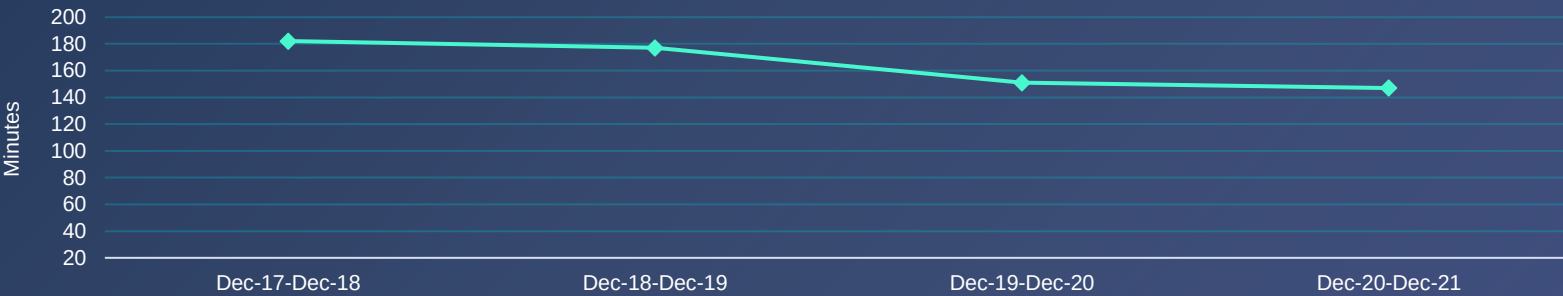
AVERAGE TIME SPENT IN THE HIGH STREET
DECEMBER 20 - DECEMBER 21



-19%
4 YEAR CHANGE



DWELL TIME



PLACES VISITED



2.1

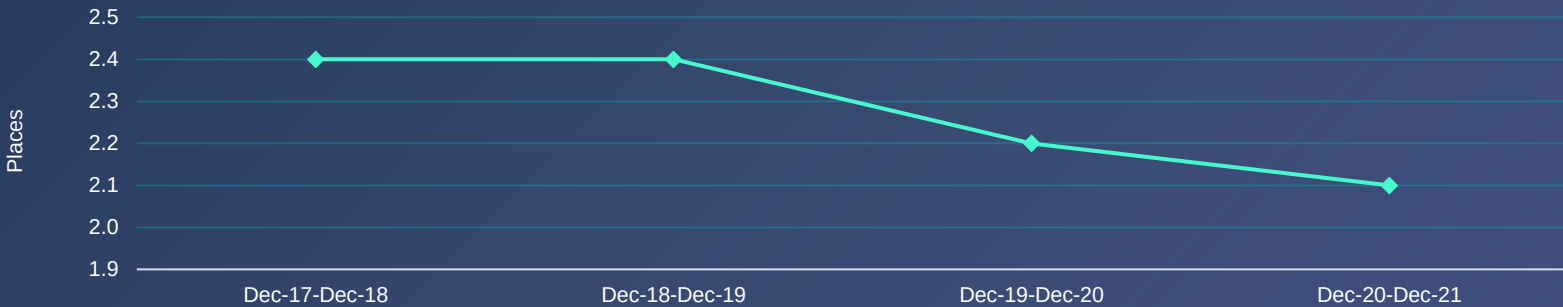
AVERAGE NUMBER OF INDOOR LOCATIONS
VISITED PER TRIP
DECEMBER 20 - DECEMBER 21



-13%
4 YEAR CHANGE

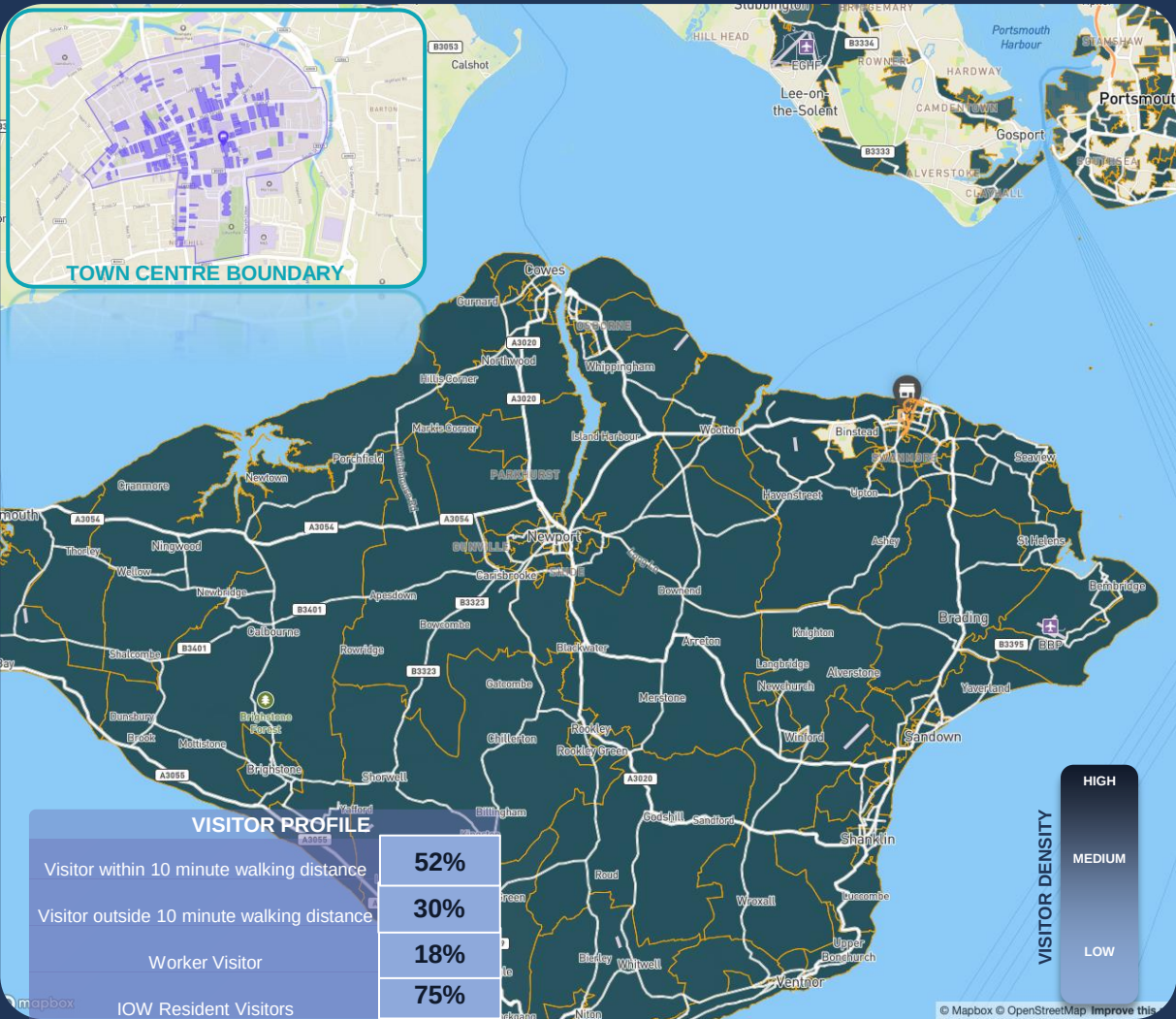


PLACES VISITED

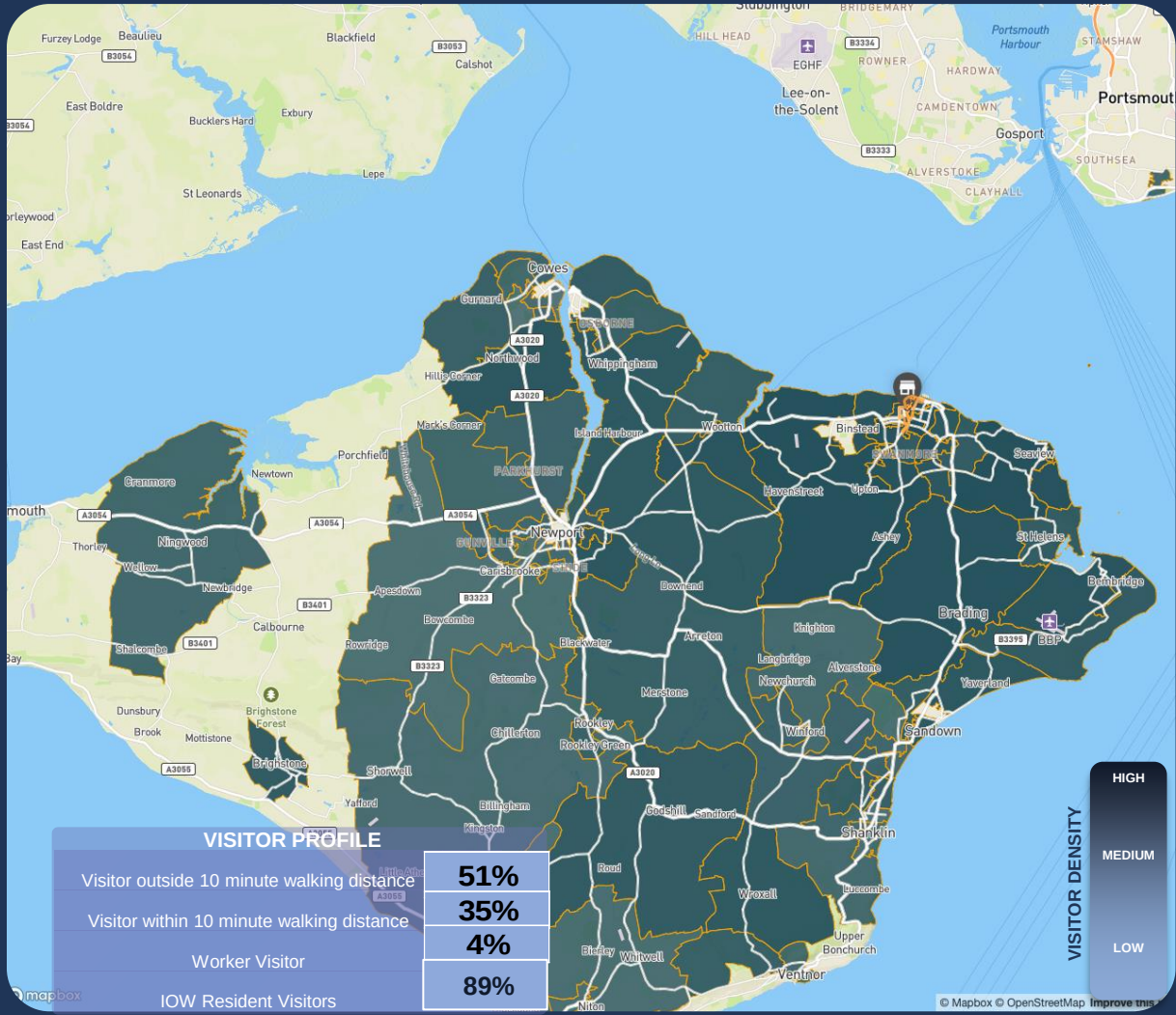


RYDE VISITOR CATCHMENT — DECEMBER 2021 & BENCHMARKING (DECEMBER 2020-21)

VISITOR CATCHMENT BY POSTCODE
JANUARY 2021 - DECEMBER 2021 (zoomed in)

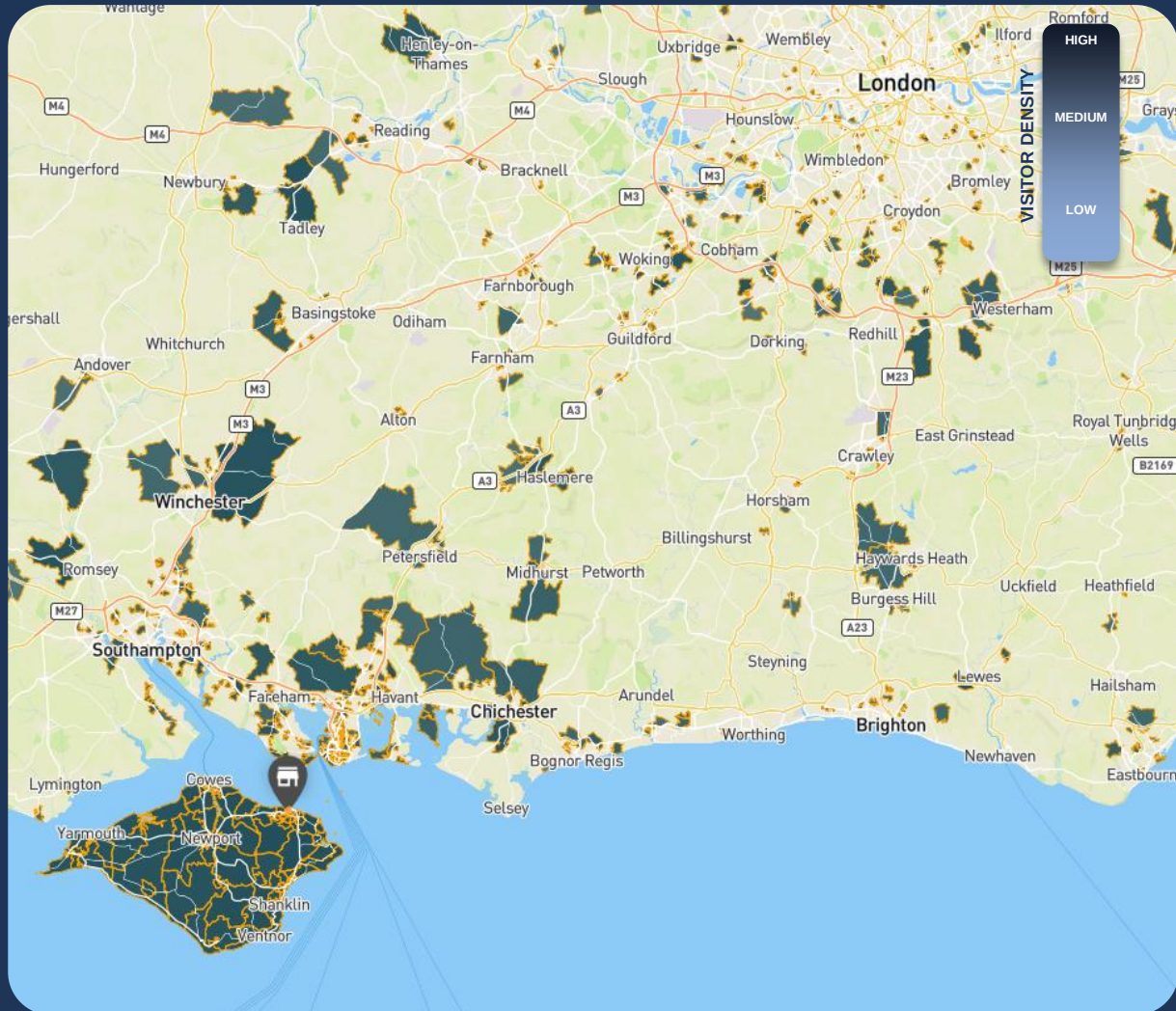


VISITOR CATCHMENT BY POSTCODE
IN DECEMBER 2021 (zoomed in)

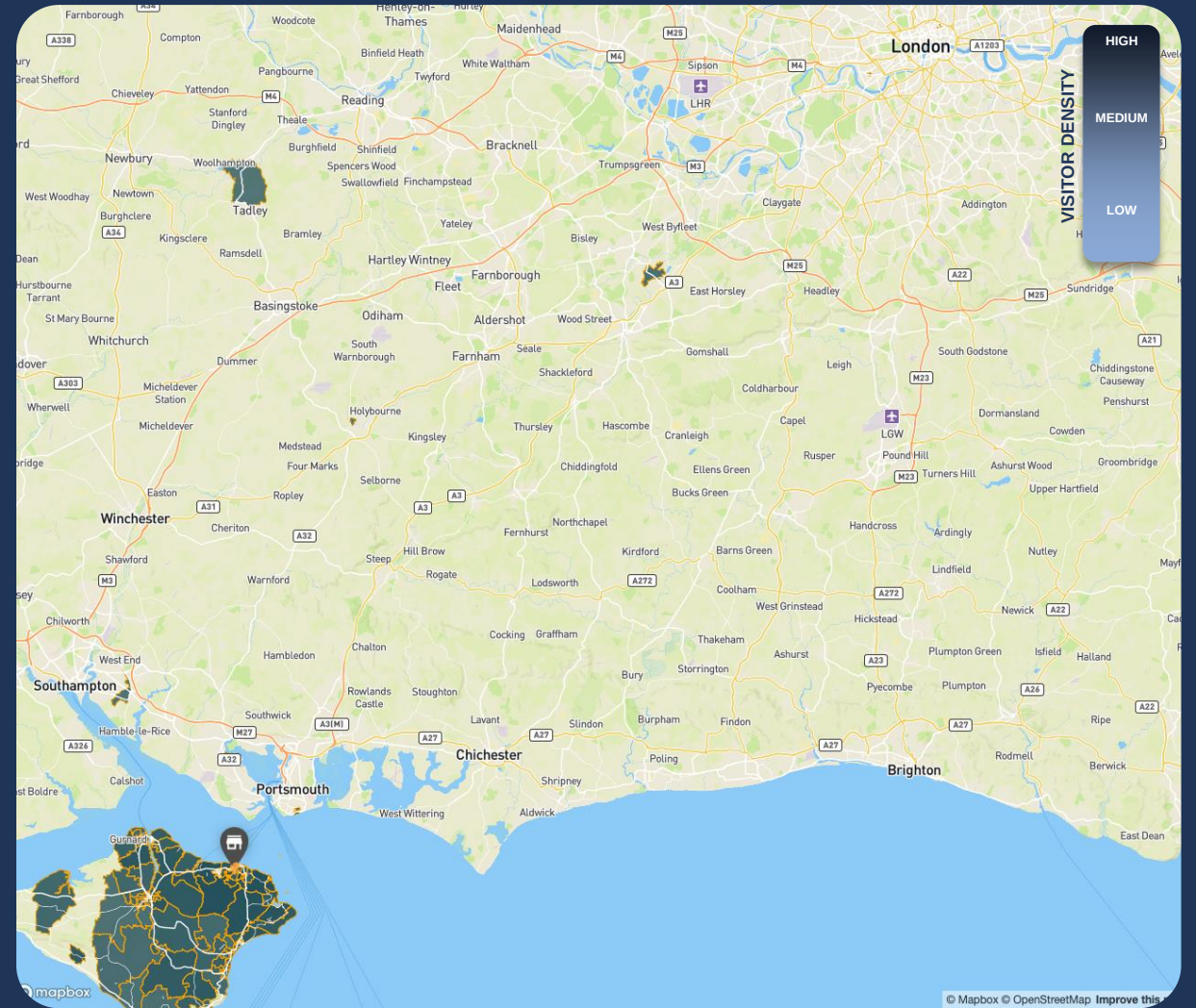


RYDE VISITOR CATCHMENT — DECEMBER 2021 & BENCHMARKING (DECEMBER 2020-21)

VISITOR CATCHMENT BY POSTCODE
JANUARY 2021– DECEMBER 2021 (zoomed out)

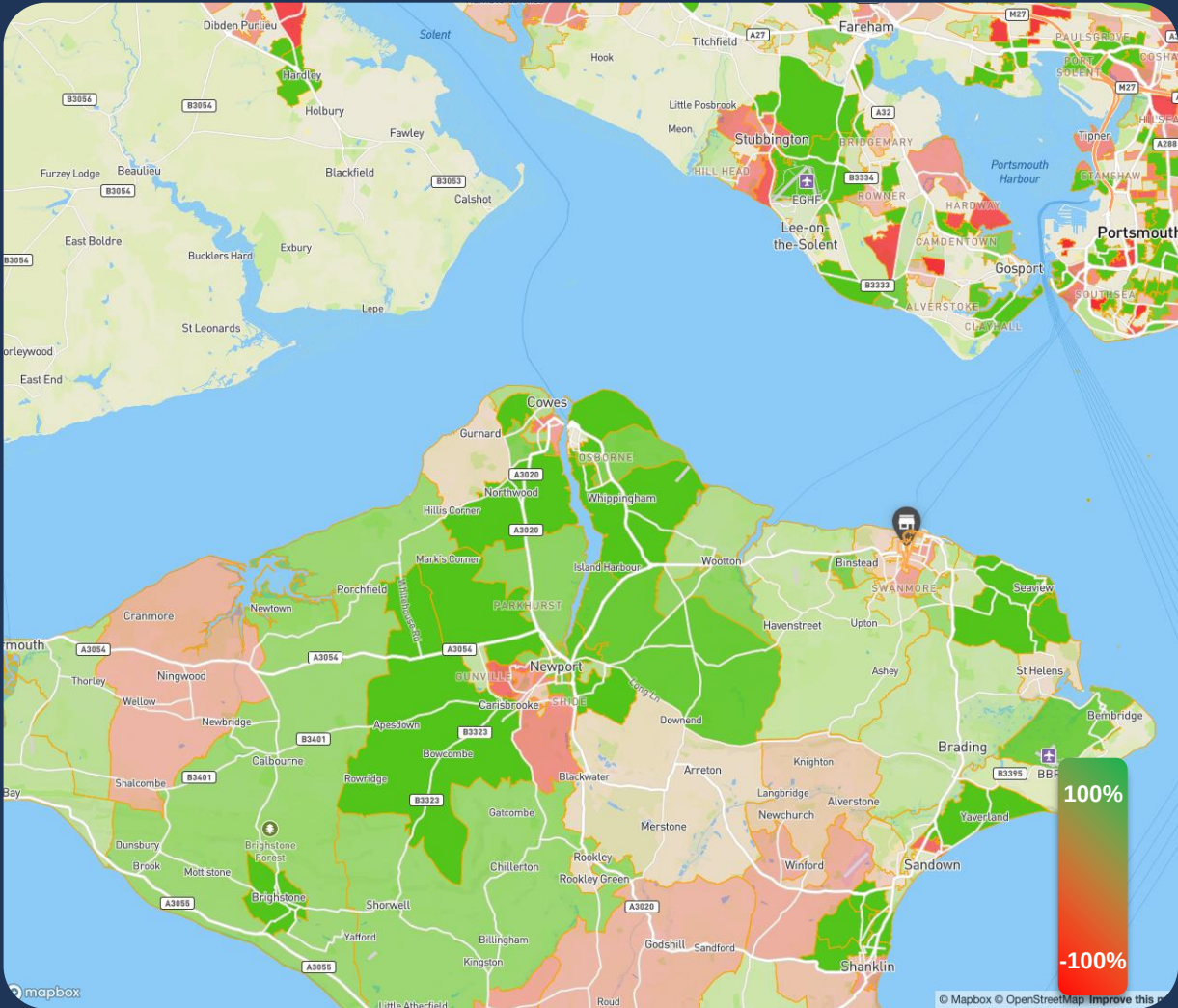


VISITOR CATCHMENT BY POSTCODE
IN DECEMBER 2021 (zoomed out)

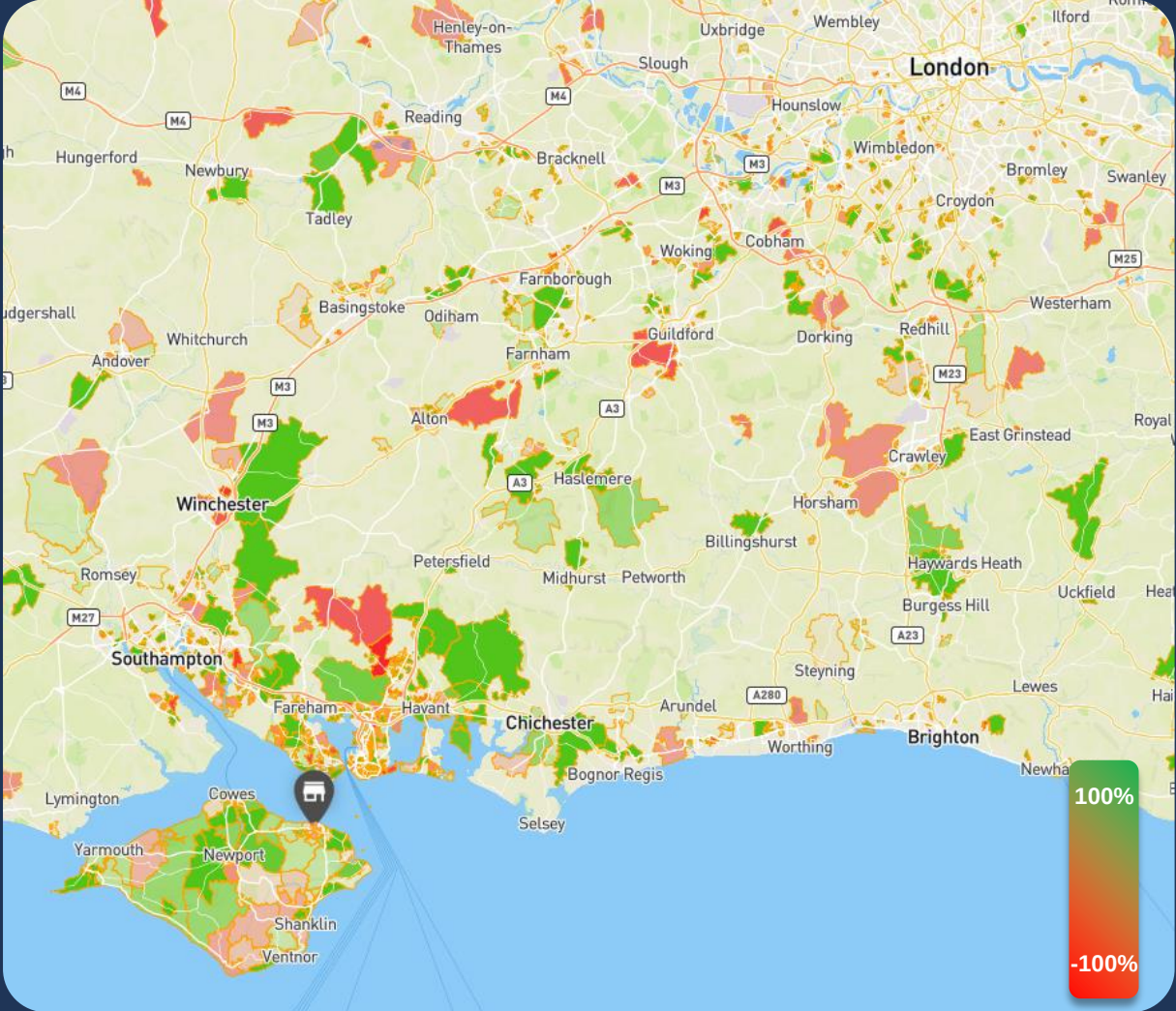


RYDE VISITOR LEVEL CATCHMENT CHANGE — 12 MONTHS (DECEMBER 2020-21)

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

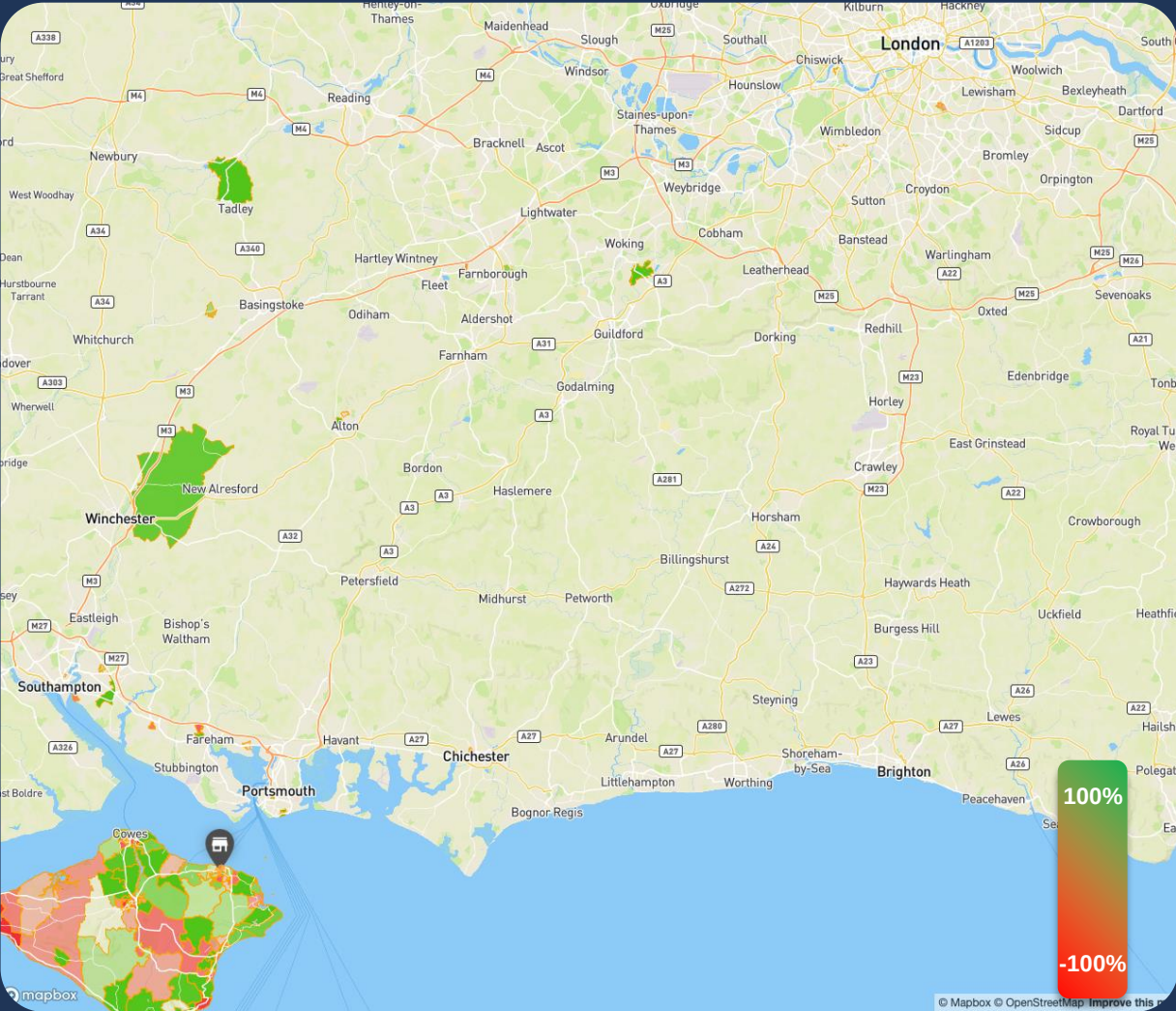


CHANGE IN VISITOR LEVELS
DECEMBER 2020-21 vs DECEMBER 2019-20 (zoomed out)

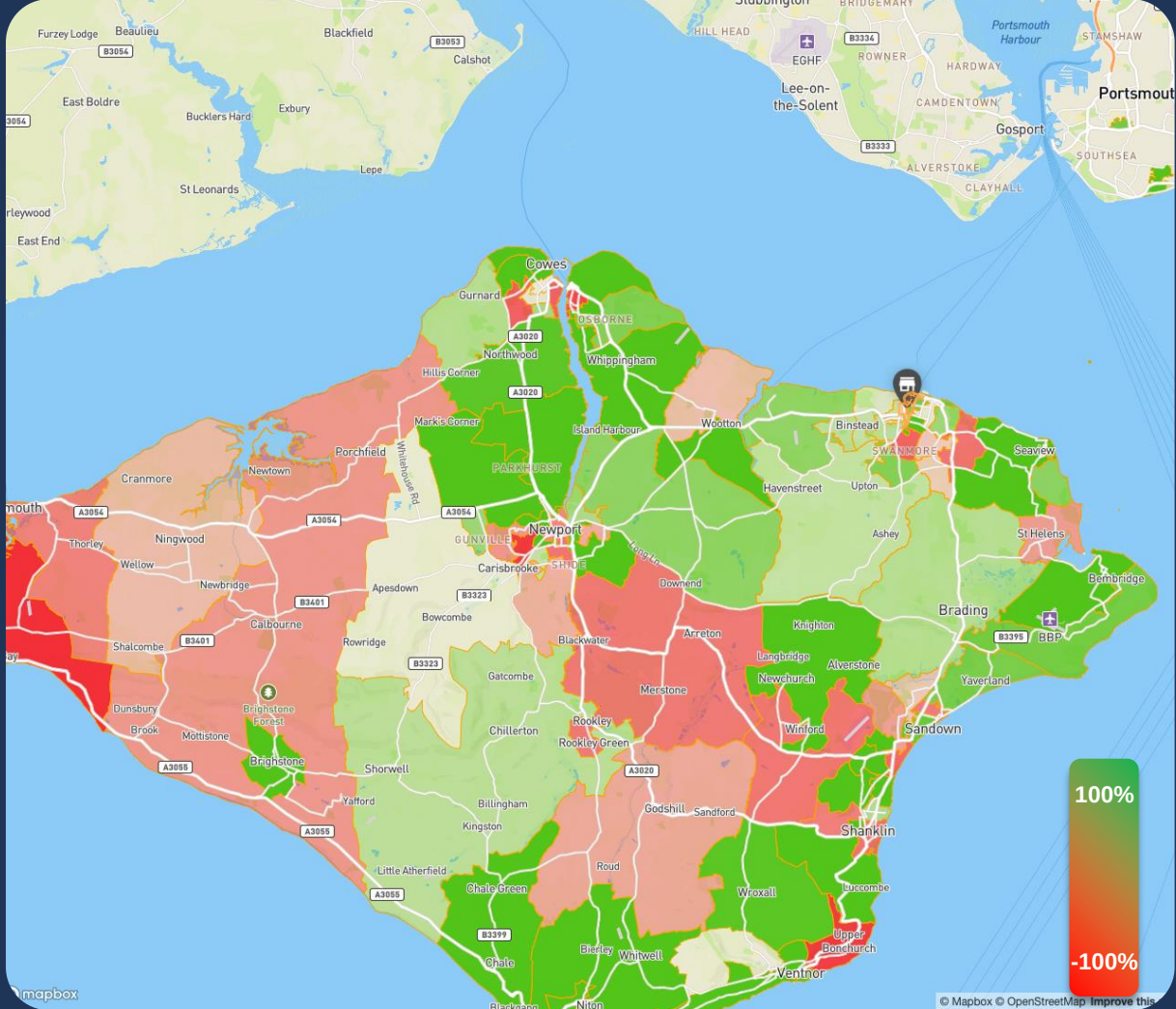


RYDE VISITOR CHANGE BY POSTCODE – DECEMBER 2021 & BENCHMARKING

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

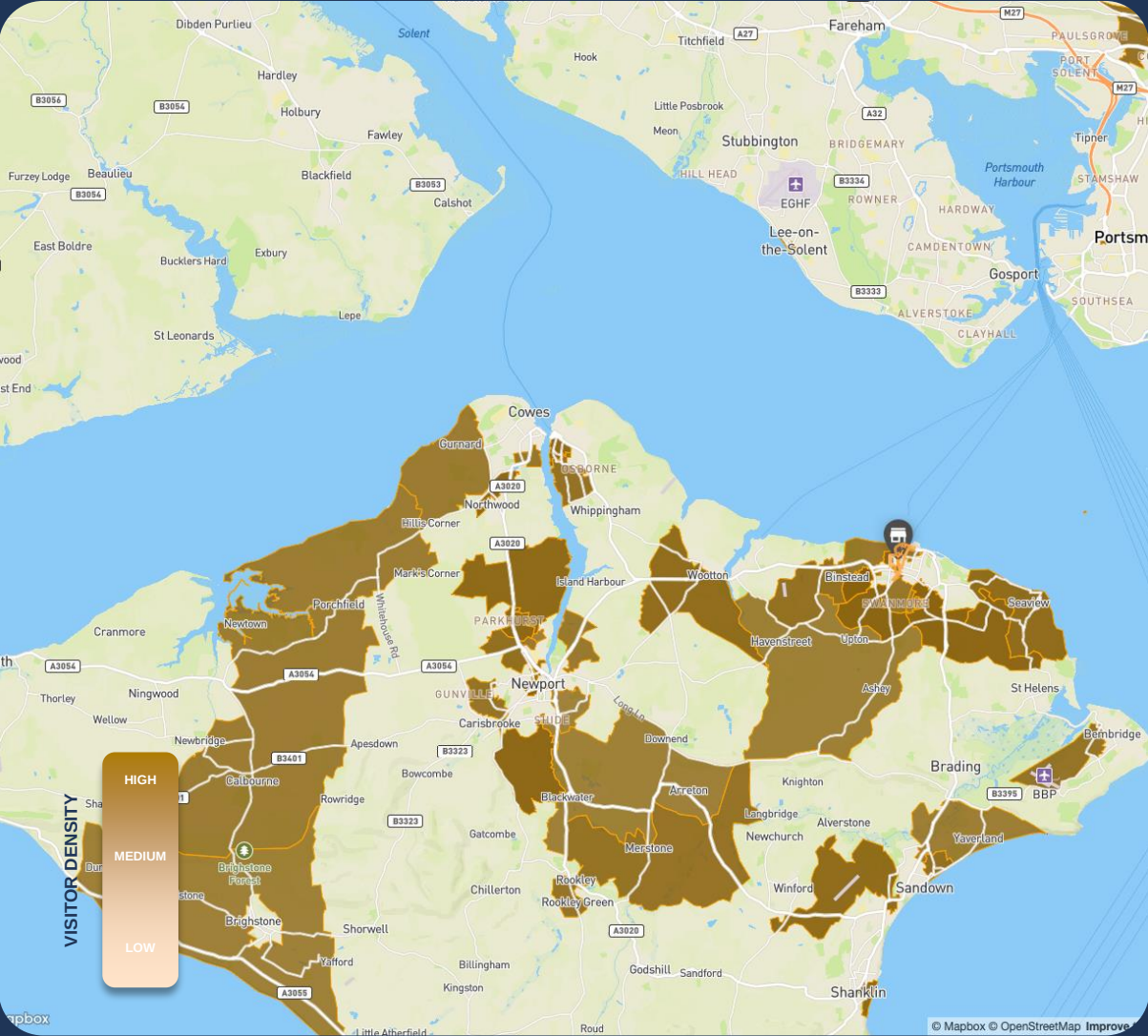


CHANGE IN VISITOR LEVELS
DECEMBER 2021 vs DECEMBER 2020 (zoomed out)

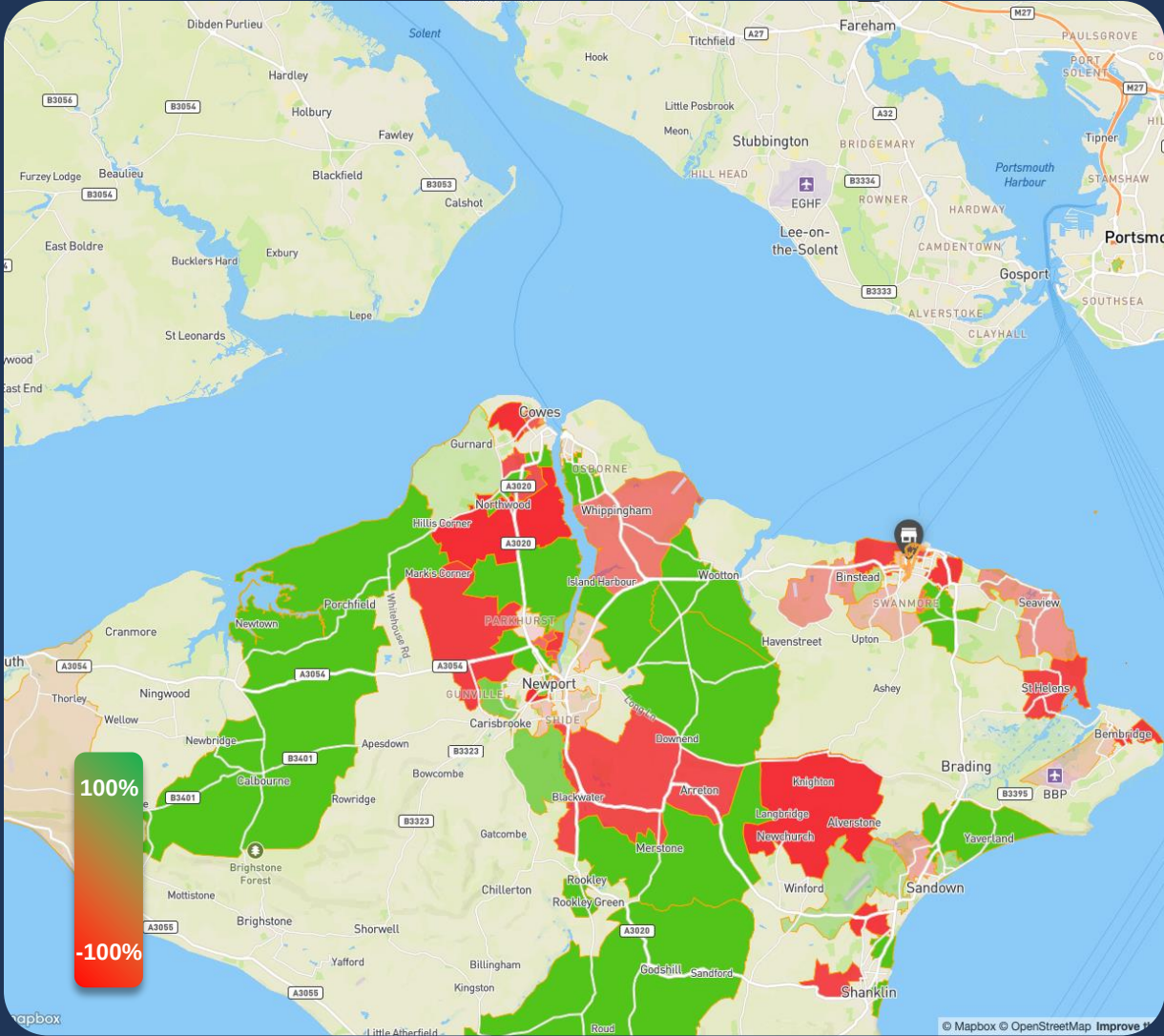


RYDE WORKER CATCHMENT CHANGE — DECEMBER 2021 & BENCHMARKING

WORKER CATCHMENT BY POSTCODE DECEMBER 2021

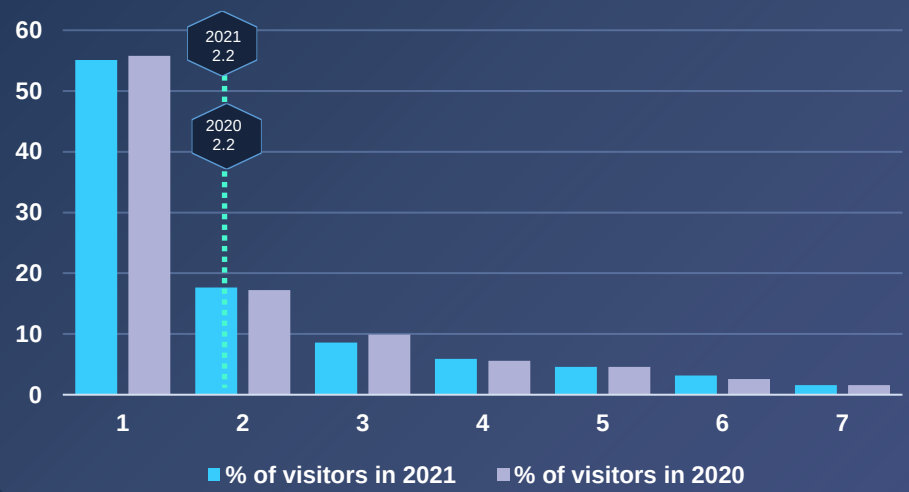


CHANGE IN WORKER CATCHMENT DECEMBER 2021 vs DECEMBER 2020

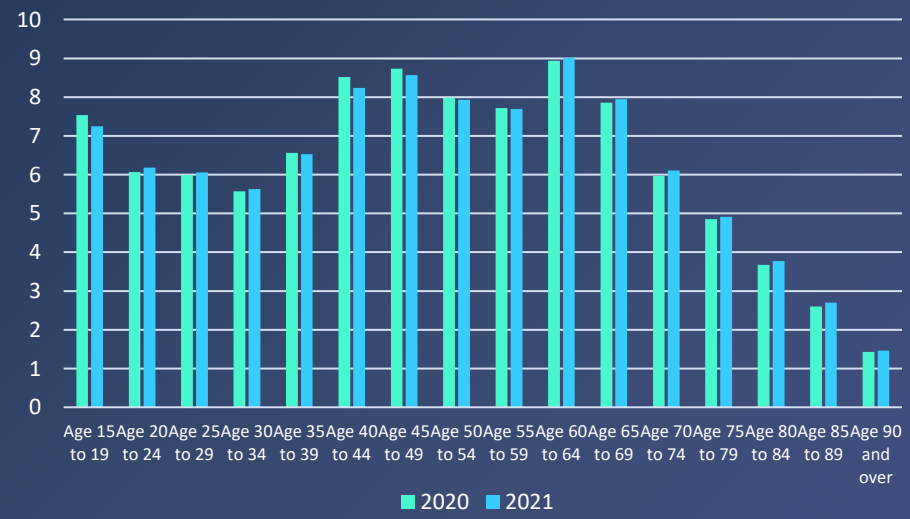


RYDE PEDESTRIAN VISITOR BEHAVIOURS — 12 MONTHS (DECEMBER 2020-21)

NUMBER OF PLACES VISITED PER TRIP (%)



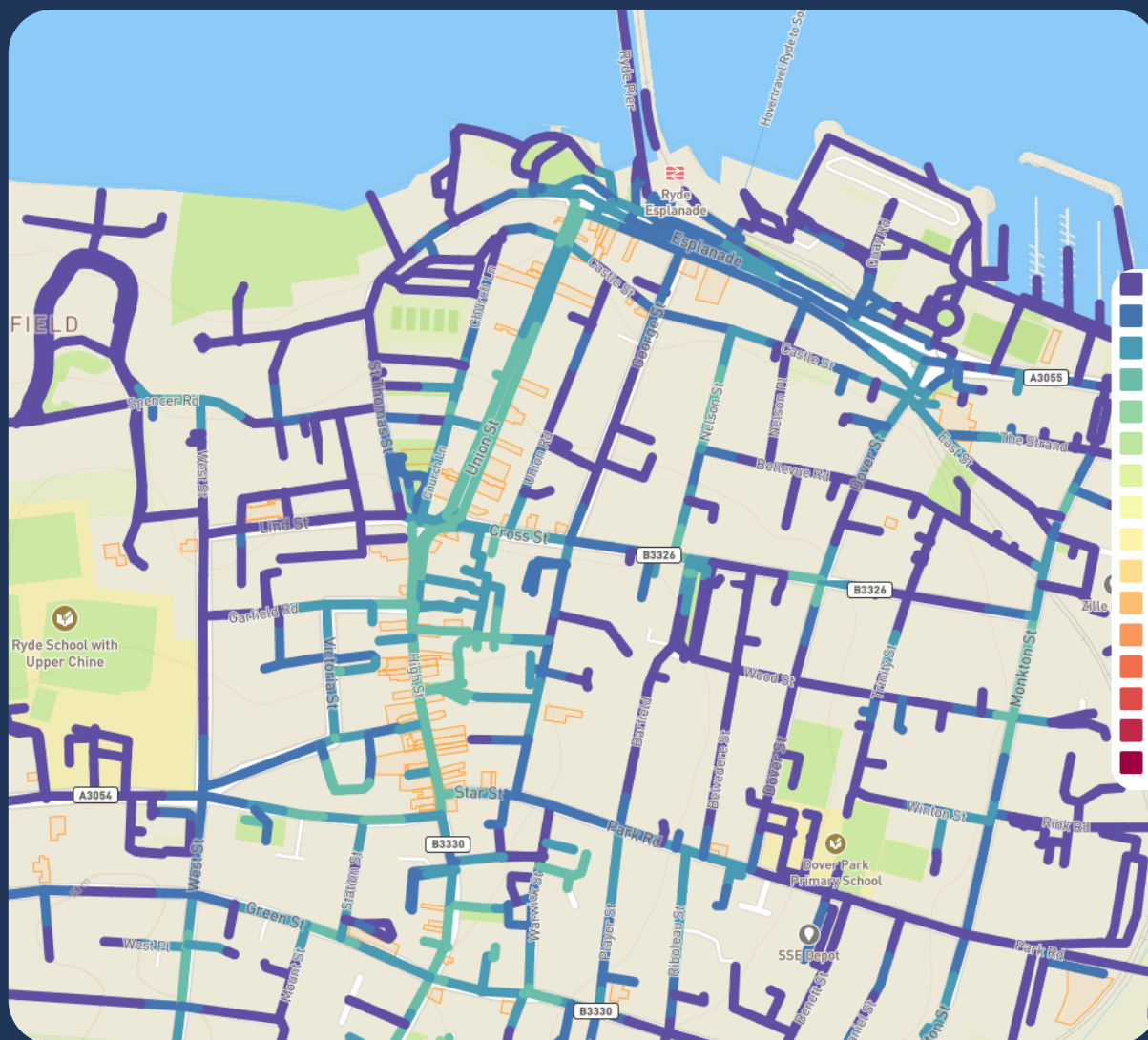
RYDE VISITOR AGE RANGE (%)
DECEMBER 2021 VS DECEMBER 2020



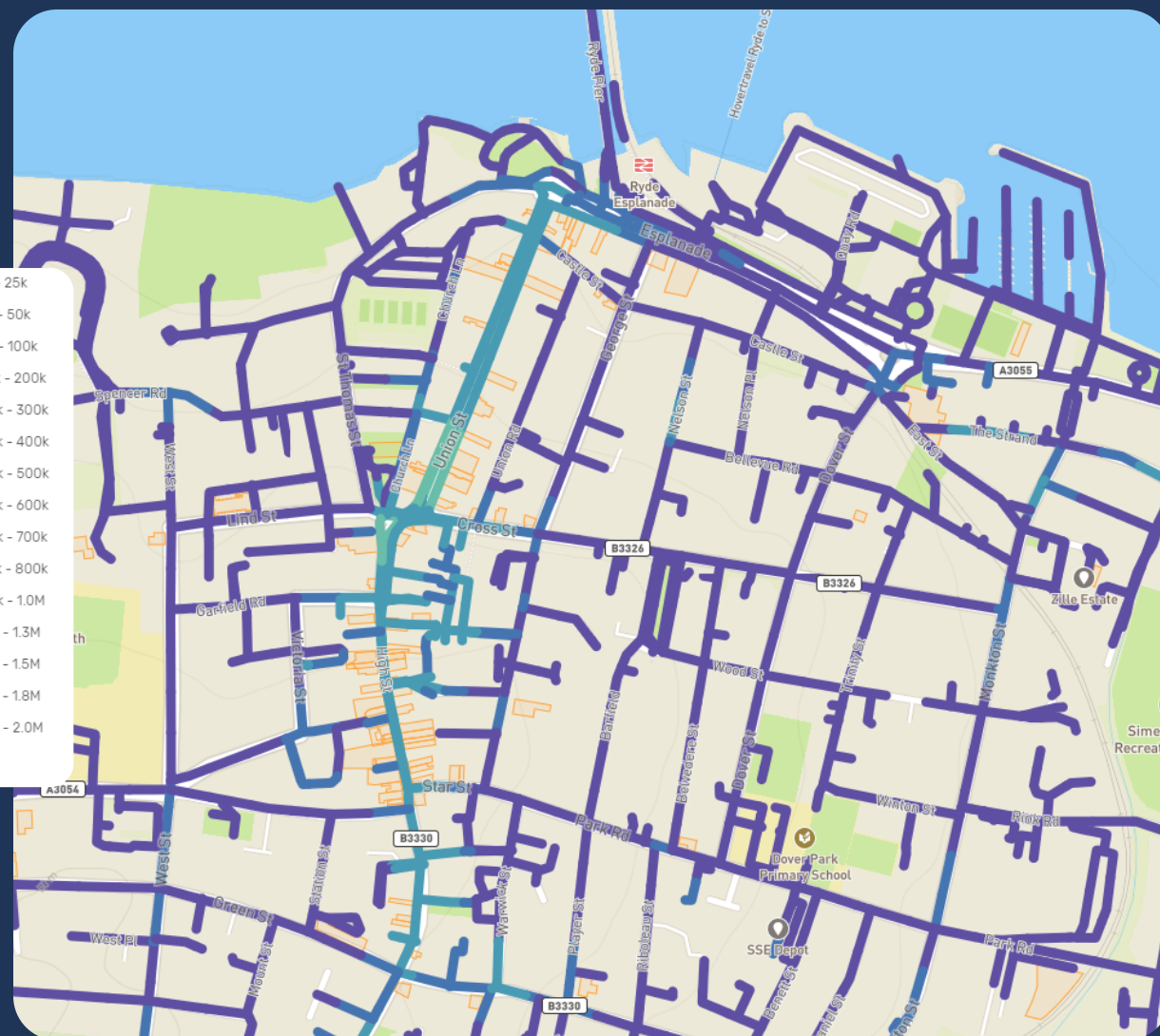
RYDE TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2021

RYDE PEDESTRIAN VISITOR BEHAVIOURS – DECEMBER 2021 & BENCHMARKING

RYDE TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2021



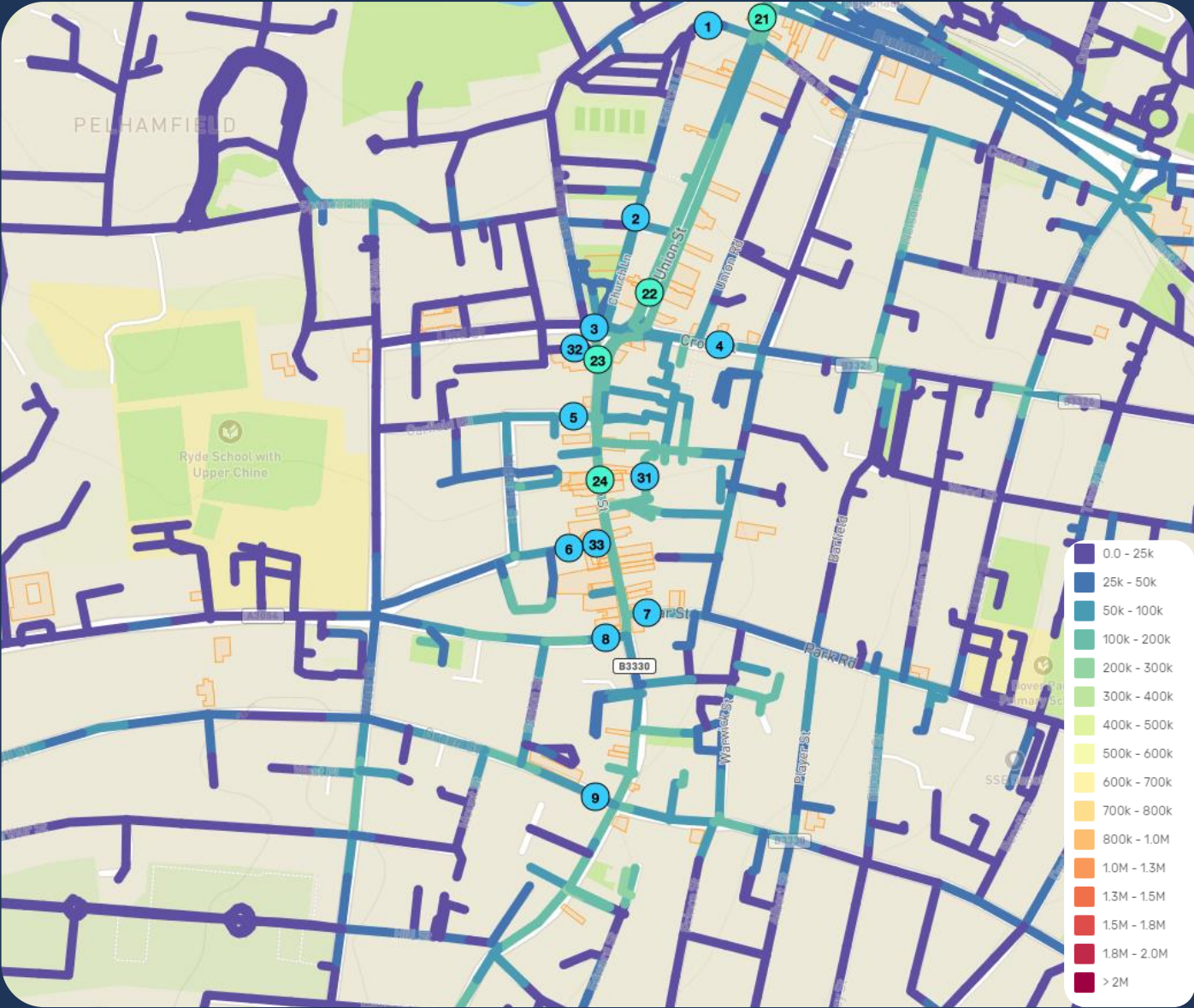
RYDE TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2020



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



CENTRE FOOTFALL DATA DECEMBER 2021 VS DECEMBER 2020 — ENTRY POINTS



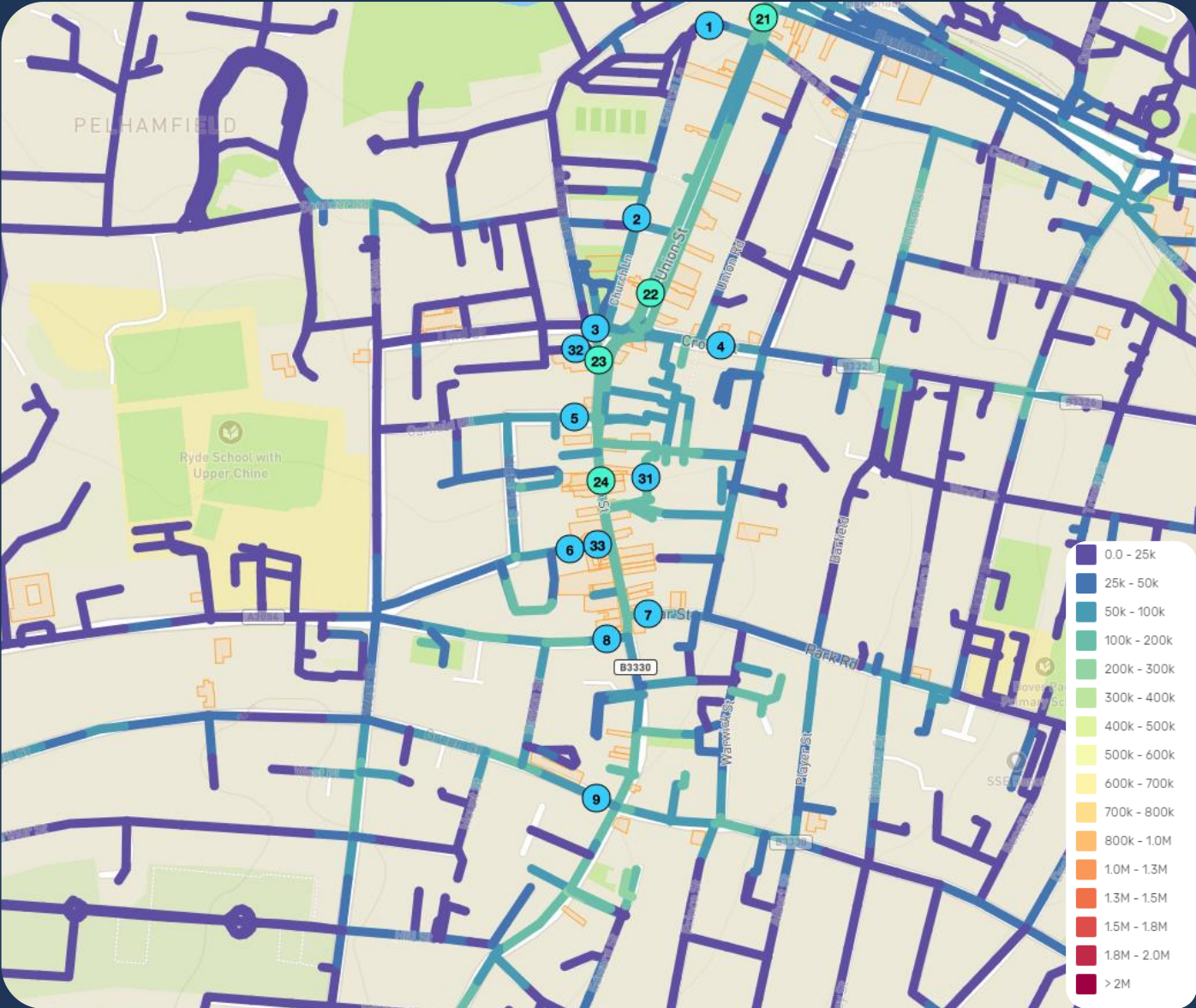
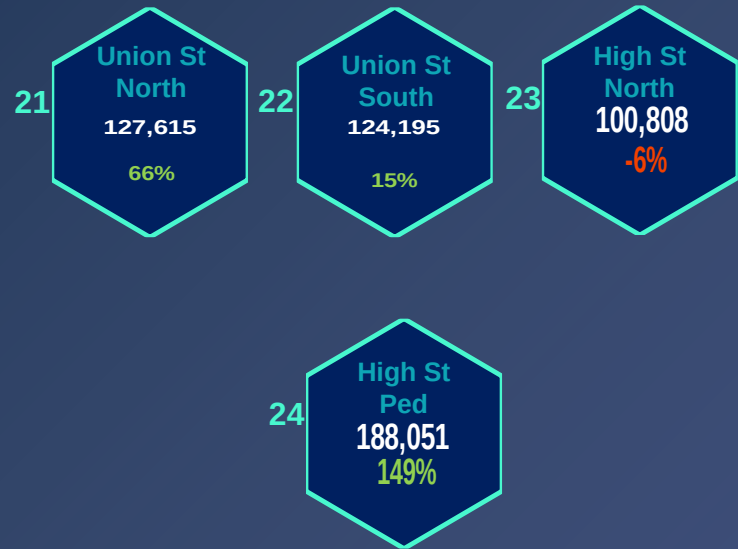
RYDE TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2021

KEY: PEDESTRIAN NUMBERS DECEMBER 2021

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



CENTRE FOOTFALL DATA DECEMBER 2021 VS DECEMBER 2020 — ENTRY POINTS



RYDE TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2021

KEY: PEDESTRIAN NUMBERS DECEMBER 2021

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



RYDE TOWN SQUARE

TOTAL VISITS

6,403

VISITS DECEMBER 20

60%

VS DECEMBER 2020

DEC 20

DEC 21

AVERAGE DWELL TIME

187MINS

AVERAGE TIME SPENT DECEMBER 20

103MINS

VS DECEMBER 2020

DEC 20

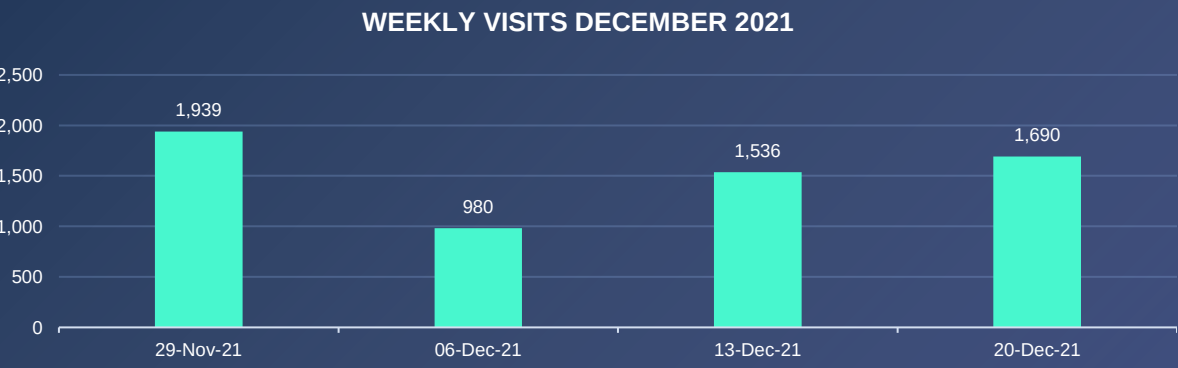
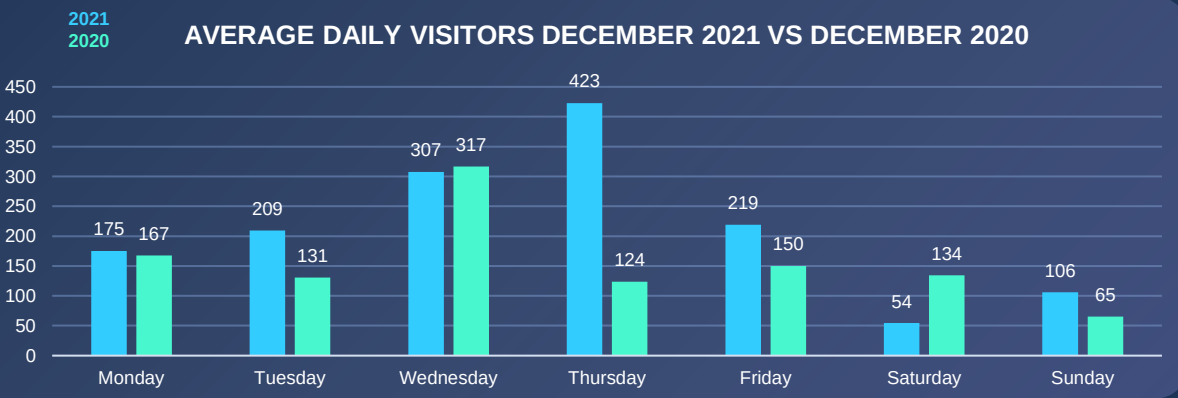
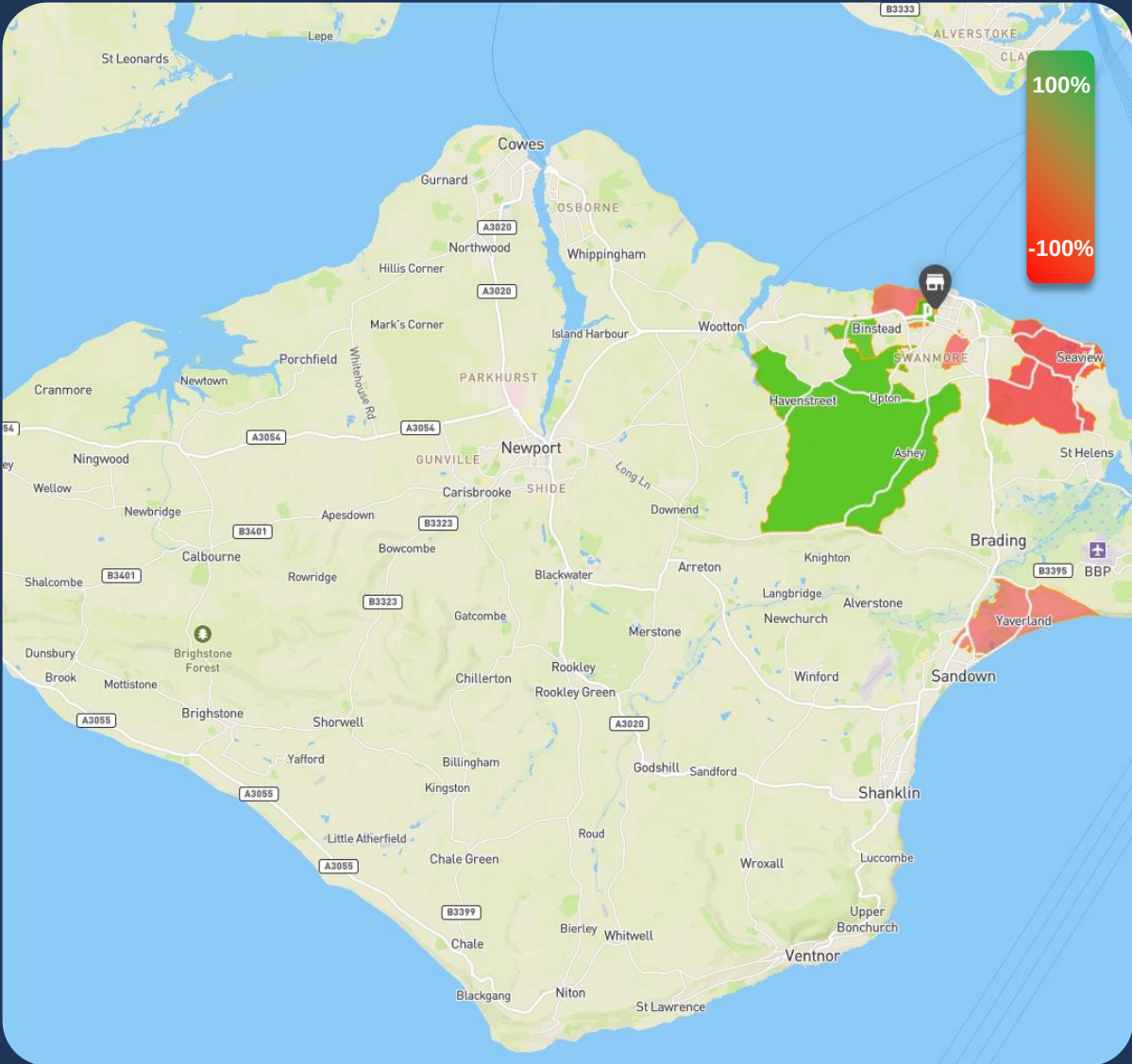
DEC 21

PEDESTRIANS

183,677

PEDESTRIANS PASSING THROUGH SQUARE DECEMBER 2021

CHANGE IN VISITOR LEVELS DECEMBER 2021 vs DECEMBER 2020



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2021

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



ST THOMAS SQUARE

TOTAL VISITS

2,934

VISITS DECEMBER 20

66%

VS DECEMBER 2020

DEC 20

DEC 21

AVERAGE DWELL TIME

169 MINS

AVERAGE TIME SPENT DECEMBER 20

20 MINS

VS DECEMBER 2020

DEC 20

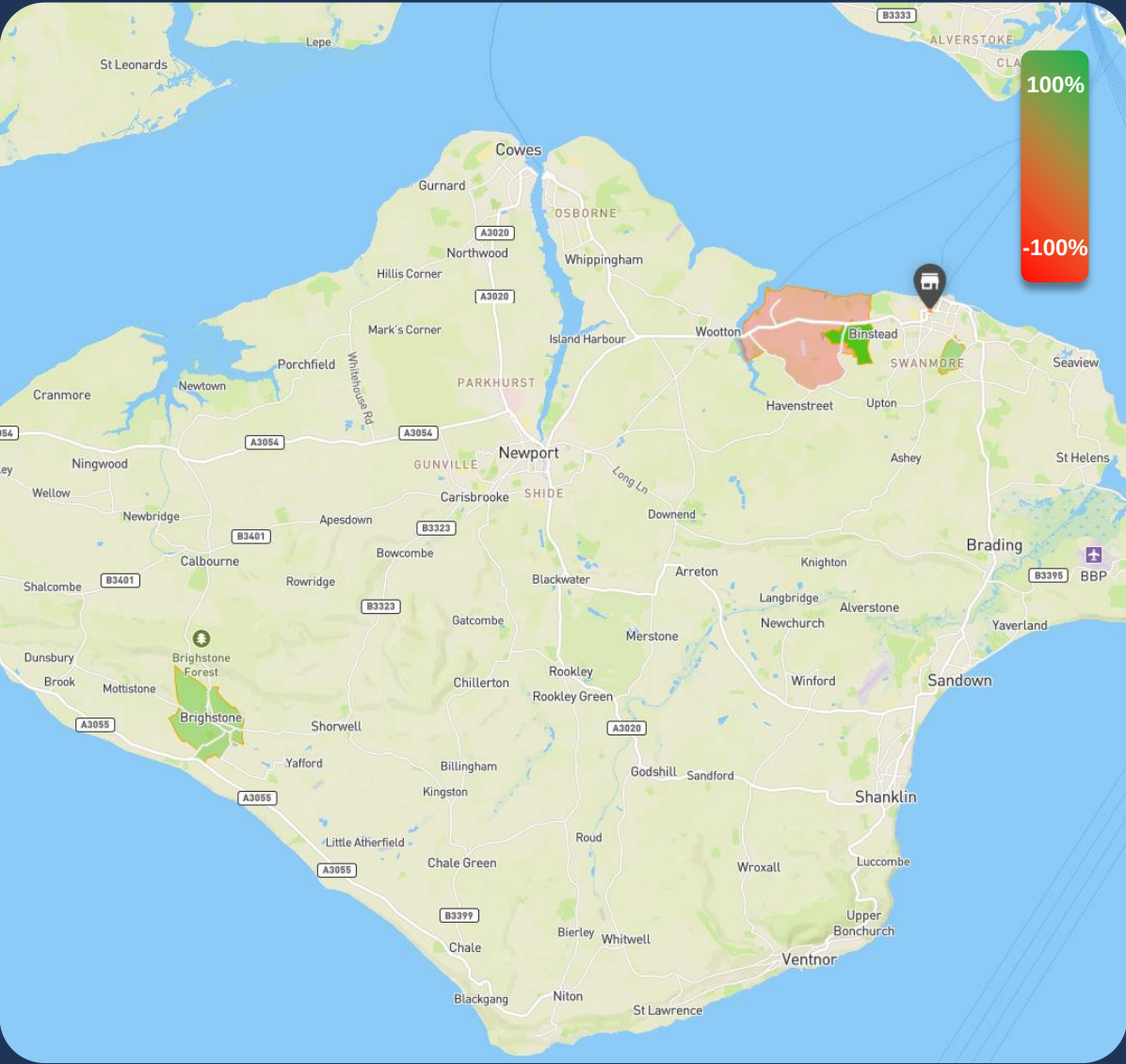
DEC 21

PEDESTRIANS

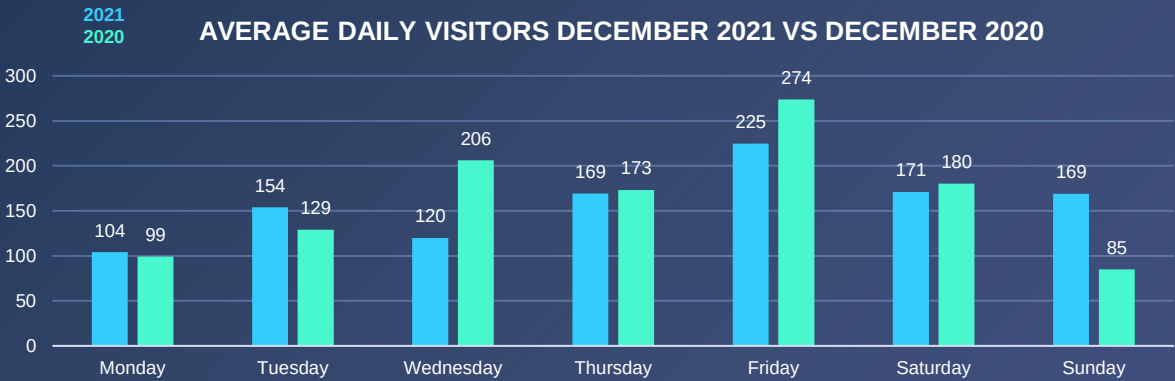
21,906

PEDESTRIANS PASSING THROUGH SQUARE DECEMBER 2021

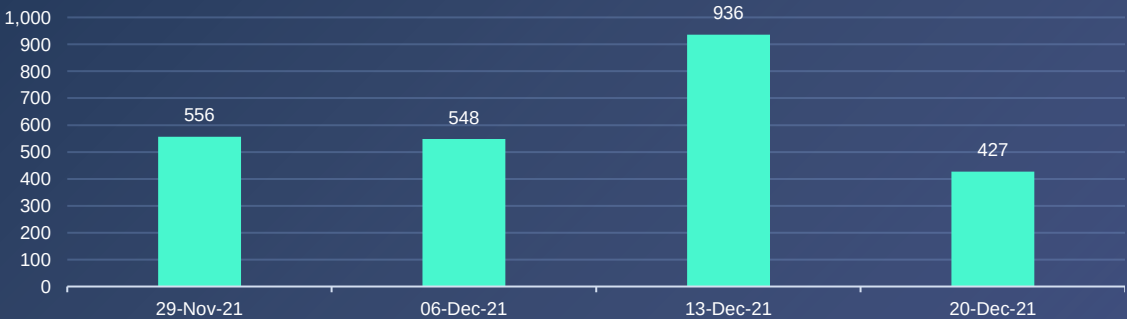
CHANGE IN VISITOR LEVELS DECEMBER 2021 vs DECEMBER 2020



AVERAGE DAILY VISITORS DECEMBER 2021 VS DECEMBER 2020



WEEKLY VISITS DECEMBER 2021



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2021

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



MINGHELLA SQUARE

TOTAL VISITS

1,846

VISITS DECEMBER 20

4%

VS DECEMBER 2020

DEC 20

DEC 21

AVERAGE DWELL TIME

17 MINS

AVERAGE TIME SPENT DECEMBER 20

-10 MINS

VS DECEMBER 2020

DEC 20

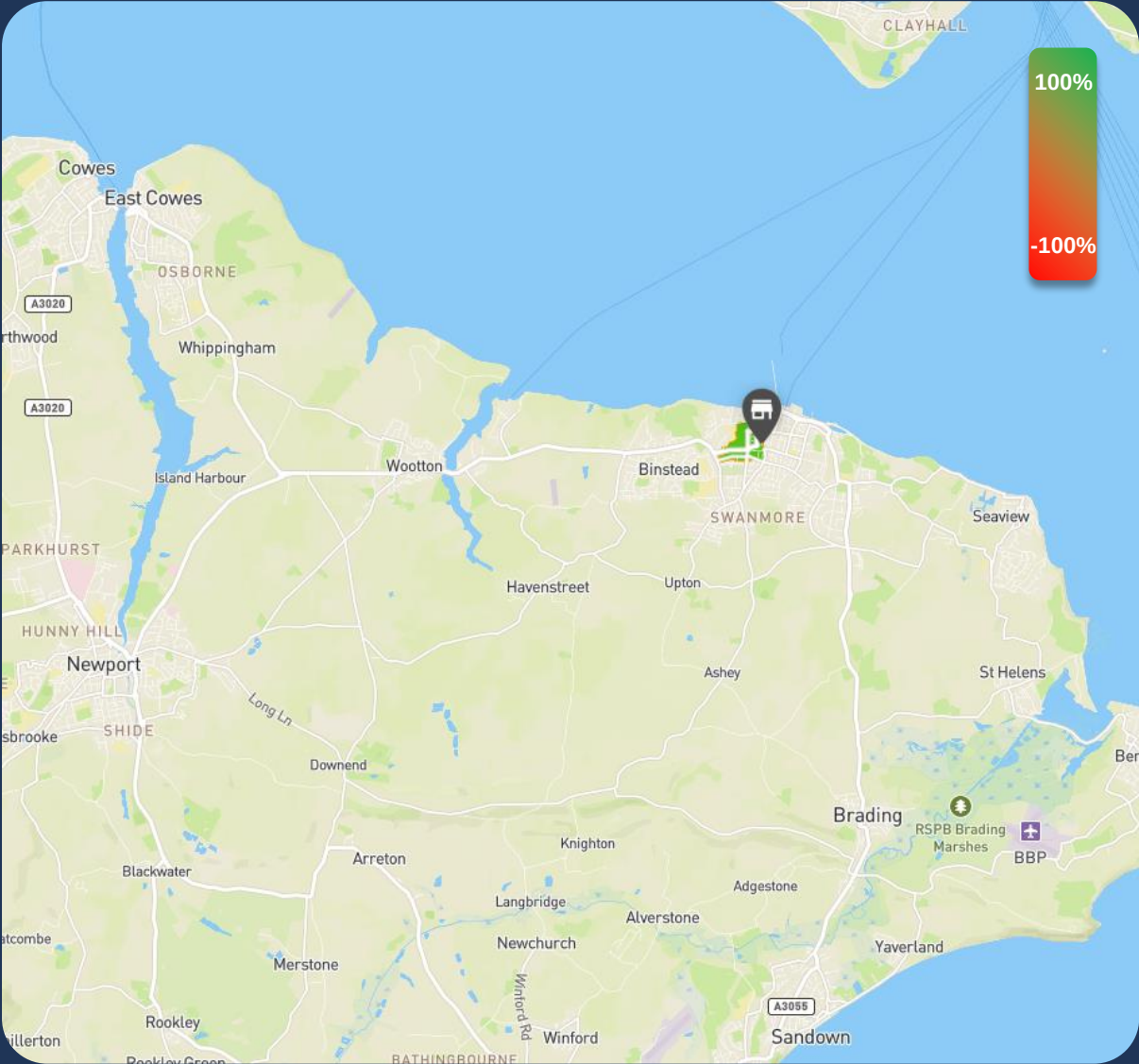
DEC 21

PEDESTRIANS

75,484

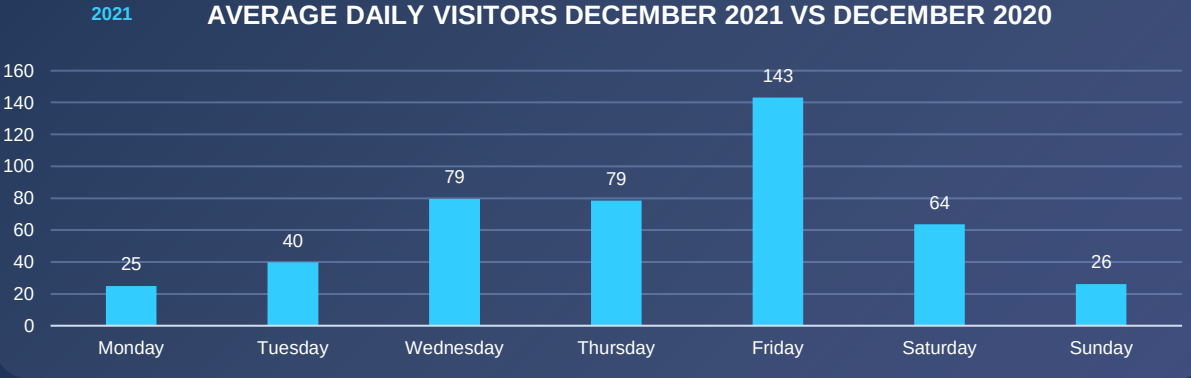
PEDESTRIANS PASSING THROUGH SQUARE DECEMBER 2021

CHANGE IN VISITOR LEVELS DECEMBER 2021 vs DECEMBER 2020



NEWPORT TOWN CENTRE FOOTFALL HEAT MAP DECEMBER 2021

AVERAGE DAILY VISITORS DECEMBER 2021 VS DECEMBER 2020



WEEKLY VISITS DECEMBER 2021

