



Place Informatics



Monthly Performance Report

Ryde High Street Heritage Action Zone

August 2023

Retail site Monthly Footfall: August 2023



<h1 style="font-size: 2em; margin: 0;">-3.0%</h1> <p style="font-size: 1.2em; margin: 5px 0;">Aug Year on Year</p>	<p>Footfall YTD</p> <p>Footfall Month</p>	<p>Aug 23</p> <p>1,190,844</p> <p>172,895</p>	<p>Aug 22</p> <p>1,095,642</p> <p>178,223</p>	<p>% Change</p> <p style="color: green;">+8.7%</p> <p style="color: red;">-3.0%</p>
	<p>Aug 23 Ave</p>	<p>Average Footfall Per Hour</p> <p>465</p>	<p>Average Footfall Per Day</p> <p>5,577</p>	

Footfall Monthly Year-To-Date

<h1 style="font-size: 2em; margin: 0;">+8.7%</h1> <p style="font-size: 1.2em; margin: 5px 0;">YTD Year on Year</p>	<p>YTD</p> <p>2023</p> <p>2022</p> <p>% Change</p>	<p>Jan</p> <p>146,410</p> <p>105,417</p> <p style="color: green;">+38.9%</p>	<p>Feb</p> <p>288,824</p> <p>209,868</p> <p style="color: green;">+37.6%</p>	<p>Mar</p> <p>418,239</p> <p>322,226</p> <p style="color: green;">+29.8%</p>	<p>Apr</p> <p>550,168</p> <p>454,852</p> <p style="color: green;">+21.0%</p>	<p>May</p> <p>697,458</p> <p>602,303</p> <p style="color: green;">+15.8%</p>	<p>Jun</p> <p>851,217</p> <p>758,394</p> <p style="color: green;">+12.2%</p>
	<p>YTD</p> <p>2023</p> <p>2022</p> <p>% Change</p>	<p>Jul</p> <p>1,017,949</p> <p>917,419</p> <p style="color: green;">+11.0%</p>	<p>Aug</p> <p>1,190,844</p> <p>1,095,642</p> <p style="color: green;">+8.7%</p>	<p>Sep</p> <p>1,256,134</p>	<p>Oct</p> <p>1,405,437</p>	<p>Nov</p> <p>1,552,330</p>	<p>Dec</p> <p>1,696,265</p>

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Unique Visitors to Retail sites



-41.4%

Aug Year on Year

	Aug 23	Aug 22	% Change
Unique Visitors YTD	230,203	270,046	-14.8%
Unique Visitors Month	30,108	51,410	-41.4%

Unique Visitor = One person visiting the site during the month. A unique visitor can visit multiple times which is calculated as footfall

Where unique visitors originate from by catchment area

Catchment Area	Postcodes	% Unique Visitors	Nº Unique Visitors	% Mthly change
Core	3	48%	14,379	-7%
District	8	20%	6,154	-30%
Region	15	7%	2,145	+22%

Postcode catchment Area Categories are calculated based on the % of the postcode population visiting the retail site e.g a postcode where 17% of the postcode population visit the site during the month will be classified as part of the Core postcode catchment area.

Core: 15%+ District: 3% to 14.9% Region : 0.5% to 2.9%



Unique Visitors Monthly Year-To-Date



-14.8%

YTD Year on Year

YTD	Jan	Feb	Mar	Apr	May	Jun
2023	31,752		65,112	90,974	130,228	164,255
2022	35,102	70,913	107,648	151,203	175,352	184,936
% Change	-9.5%		-39.5%	-39.8%	-25.7%	-11.2%

YTD	Jul	Aug	Sep	Oct	Nov	Dec
2023	200,094	230,203				
2022	218,636	270,046	315,933	365,648	411,735	441,579
% Change	-8.5%	-14.8%				

Catchment

-3%

Variance Month on Month

	Jul 23	Aug 23	Variance	% Mth on Mth change	% Yr on Yr change
Catchment Population	126,805	109,745	-17,060	-13%	-4%
% of Catchment Population Visiting	28%	27%	+0%	-3%	-38%

Catchment population: Aggregated population of all postcodes where 3% or more of the population visit the retail site

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% of Visits by Dwell Time



+79%

6 - 12 Minutes
Most Improved
Dwell Time

Dwell Time (minutes)	% Visits Jul 23	% Visits Aug 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Jul 23	% Visits Aug 23	Variance Mth on Mth
6 - 12	16%	18%	+2%	40 - 60	19%	17%	-2%
12 - 20	17%	15%	-2%	60 - 90	22%	22%	0%
20 - 40	27%	28%	+1%				

Demographics

0.0%

AB Month on
Month

	AB	C1	C2	DE
Core	19%	29%	24%	28%
District	21%	30%	23%	26%
Core+District	20%	30%	23%	27%
Mth on Mth Variance	0.0%	+0.3%	+0.3%	-0.8%

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Average Dwell



<h1>+1.4%</h1> <p>Month on Month</p>	Jul 23 01:27:11	Aug 23 01:28:23	Variance 00:01:12	Growth +1.4%

Average Visit Frequency

<h1>+17.4%</h1> <p>Month on Month</p>	Jul 23 2.30	Aug 23 2.70	Variance 0.40	Growth +17.4%

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Glossary



Unique Visitor	A person can only be a unique visitor once in a defined time period e.g. once in a month.															
Footfall	Total number of unique visits made to a location by a unique visitor.															
Core, District, Region Postcodes	<p>Postcode catchment area categories are calculated based on the % of the postcode population visiting the retail site e.g. a postcode where 17% of the postcode population visit the site during the month will be classified as part of the Core postcode catchment area.</p> <p><u>Category</u> <u>Percentage of postcode population visiting the town centre</u></p> <p>Core: 15%</p> <p>District: 3% to 14.9%</p> <p>Region: 0.5% to 2.9%</p>															
Postcode Catchment Population	Aggregated postcode populations for all Core and District postcodes in your location catchment area e.g. WA15: 30,000 population, M33: 25,000 population. Total catchment population 55,000.															
Postcode Catchment Conversion	% of the aggregated postcode population for all Core and District postcodes visiting your location.															
% Visitors By Dwell Time	% of visitors who dwell by time period e.g. 7% of all visitors dwell 6 -12 minutes.															
% Visitors By Social Demographics	<p>% of visitors from Core and District who are classified as social grade AB,C1, C2, DE. Social grade classifications are published by Office for National Statistics (ONS) and are based on occupation, employment status, qualification and full/part time not working.</p> <table border="1"> <thead> <tr> <th><u>Social Grade</u></th> <th><u>Description</u></th> <th><u>% Population</u></th> </tr> </thead> <tbody> <tr> <td>AB:</td> <td>Higher & Intermediate Manager</td> <td>22</td> </tr> <tr> <td>C1:</td> <td>Supervisory, Junior Managerial, Administrative</td> <td>31</td> </tr> <tr> <td>C2:</td> <td>Skilled Manual Occupations</td> <td>21</td> </tr> <tr> <td>DE:</td> <td>Semi-skilled, Unskilled, Unemployed</td> <td>26</td> </tr> </tbody> </table>	<u>Social Grade</u>	<u>Description</u>	<u>% Population</u>	AB:	Higher & Intermediate Manager	22	C1:	Supervisory, Junior Managerial, Administrative	31	C2:	Skilled Manual Occupations	21	DE:	Semi-skilled, Unskilled, Unemployed	26
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