



Place Informatics



Monthly Performance Report

Ryde High Street Heritage Action Zone

December 2022

Retail site Monthly Footfall: December 2022



+24.9%

Dec Year on Year

	Dec 22	Dec 21	% Change
Footfall YTD	1,696,265	1,268,475	+33.7%
Footfall Month	143,935	115,195	+24.9%
Dec 22 Ave	Average Footfall Per Hour 387	Average Footfall Per Day 4,643	

Footfall Monthly Year-To-Date

+33.7%

YTD Year on Year

YTD	Jan	Feb	Mar	Apr	May	Jun
2022	105,417	209,868	322,226	454,852	602,303	758,394
2021	58,915	107,123	161,918	215,687	309,328	444,916
% Change	+78.9%	+95.9%	+99.0%	+110.9%	+94.7%	+70.5%
YTD	Jul	Aug	Sep	Oct	Nov	Dec
2022	917,419	1,095,642	1,256,134	1,405,437	1,552,330	1,696,265
2021	596,736	754,953	891,293	1,030,774	1,153,280	1,268,475
% Change	+53.7%	+45.1%	+40.9%	+36.4%	+34.6%	+33.7%

Place Informatics



Unique Visitors to Retail sites



-22.7%

Dec Year on Year

	Dec 22	Dec 21	% Change
Unique Visitors YTD	441,579	529,853	-16.7%
Unique Visitors Month	29,844	38,614	-22.7%

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	4	54%	16,233	-33%
District	6	23%	6,746	+58%
Region	15	7%	2,175	-70%

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



-16.7%

YTD Year on Year

YTD	Jan	Feb	Mar	Apr	May	Jun
2022	35,102	70,913	107,648	151,203	175,352	184,936
2021	18,268	40,864	76,916	118,997	173,952	238,099
% Change	+92.2%	+73.5%	+40.0%	+27.1%	+0.8%	-22.3%

YTD	Jul	Aug	Sep	Oct	Nov	Dec
2022	218,636	270,046	315,933	365,648	411,735	441,579
2021	313,163	367,716	408,666	455,692	491,240	529,853
% Change	-30.2%	-26.6%	-22.7%	-19.8%	-16.2%	-16.7%

Catchment

-38%

Variance Month on Month

	Nov 22	Dec 22	Variance	% Mth on Mth change	% Yr on Yr change
Catchment Population	99,875	105,311	5,436	+5%	-2%
% of Catchment Population Visiting	46%	28%	-17%	-38%	-20%

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

Place Informatics



% of Visits by Dwell Time



<p>-24%</p> <p>40 - 60 Minutes Most Improved Dwell Time</p>	Dwell Time (minutes)			Dwell Time (minutes)			
	% Visits	% Visits	Variance	% Visits	% Visits	Variance	
	Nov 22	Dec 22	Mth on Mth	Nov 22	Dec 22	Mth on Mth	
	6 - 12	14%	14%	0%	40 - 60	18%	19%
12 - 20	15%	12%	-3%	60 - 90	26%	28%	+2%
20 - 40	27%	26%	-1%				

Demographics

<p>+0.2%</p> <p>AB Month on Month</p>	AB	C1	C2	DE	
	Core	18%	29%	24%	28%
	District	19%	29%	25%	27%
	Core+District	19%	29%	24%	28%
	Mth on Mth Variance	+0.2%	-0.5%	+0.1%	+0.2%

Place Informatics



Average Dwell



<h1>+11.1%</h1> <p>Month on Month</p>	Nov 22 01:26:13	Dec 22 01:35:48	Variance 00:09:35	Growth +11.1%

Average Visit Frequency

<h1>+32.7%</h1> <p>Month on Month</p>	Nov 22 2.66	Dec 22 3.53	Variance 0.87	Growth +32.7%

Place Informatics



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
<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														



Visit TownandPlace.AI to view your site dashboard.

Our behaviour insight platforms include:

TownandPlace.AI - 3,500+ Town Centres

RetailSites.AI - 3,000+ Retail, Leisure, Outlet and Shopping Centres

To request your login details please contact:

clive@placeinformatics.com

PlaceInformatics.com

Place Informatics provides footfall and behaviour insight for town centres, retail parks, shopping centres, leisure parks and outlet parks.

Providing local government, business improvement districts and retail real estate clients access to online dashboards, Place Informatics provides valuable performance measurement data and insight which supports investment decisions.

Place Informatics

