



Place Informatics



# Monthly Performance Report

## Ryde High Street Heritage Action Zone

December 2023

## Retail site Monthly Footfall: December 2023



|  |  |  |                          |
|--|--|--|--------------------------|
| <h1>-3.1%</h1> <p>Dec Year on Year</p> | <b>Dec 23</b><br>Footfall YTD<br>1,770,038 | <b>Dec 22</b><br>1,696,265               | <b>% Change</b><br>+4.3% |
|  | Footfall Month<br>139,491                  | 143,935                                  | -3.1%                    |
| <b>Dec 23 Ave</b>                      | <b>Average Footfall Per Hour</b><br>375    | <b>Average Footfall Per Day</b><br>4,500 |                          |

## Footfall Monthly Year-To-Date

|  |  |  |   |   |   |   |   |
|--|--|--|---|---|---|---|---|
| <h1>+4.3%</h1> <p>YTD Year on Year</p> | <b>YTD</b><br>2023<br>2022<br>% Change | <b>Jan</b><br>146,410<br>105,417<br>+38.9%   | <b>Feb</b><br>288,824<br>209,868<br>+37.6%    | <b>Mar</b><br>418,239<br>322,226<br>+29.8%    | <b>Apr</b><br>550,168<br>454,852<br>+21.0%    | <b>May</b><br>697,458<br>602,303<br>+15.8%    | <b>Jun</b><br>851,217<br>758,394<br>+12.2%    |
|  | <b>YTD</b><br>2023<br>2022<br>% Change | <b>Jul</b><br>1,017,949<br>917,419<br>+11.0% | <b>Aug</b><br>1,190,844<br>1,095,642<br>+8.7% | <b>Sep</b><br>1,344,543<br>1,256,134<br>+7.0% | <b>Oct</b><br>1,488,127<br>1,405,437<br>+5.9% | <b>Nov</b><br>1,630,547<br>1,552,330<br>+5.0% | <b>Dec</b><br>1,770,038<br>1,696,265<br>+4.3% |

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## Unique Visitors to Retail sites



# +8.2%

Dec Year on Year

|                       | Dec 23  | Dec 22  | % Change |
|-----------------------|---------|---------|----------|
| Unique Visitors YTD   | 358,384 | 441,579 | -18.8%   |
| Unique Visitors Month | 32,277  | 29,844  | +8.2%    |

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           | 5         | 70%               | 22,634             | +36%           |
| District       | 3         | 14%               | 4,468              | -37%           |
| Region         | 2         | 1%                | 173                | -89%           |

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



**-18.8%**

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 | 264,451 | 296,937 | 326,107 | 358,384 |
| 2022     | 218,636 | 270,046 | 315,933 | 365,648 | 411,735 | 441,579 |
| % Change | -8.5%   | -14.8%  | -16.3%  | -18.8%  | -20.8%  | -18.8%  |

## Catchment

**+13%**

Variance Month on Month

|                                    | Nov 23  | Dec 23 | Variance | % Mth on Mth change | % Yr on Yr change |
|------------------------------------|---------|--------|----------|---------------------|-------------------|
| Catchment Population               | 100,499 | 97,854 | -2,645   | -2%                 | -7%               |
| % of Catchment Population Visiting | 29%     | 33%    | +4%      | +13%                | +16%              |

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



**+36%**

12 - 20 Minutes  
Most Improved  
Dwell Time

| Dwell Time (minutes) | % Visits<br>Nov 23 | % Visits<br>Dec 23 | Variance<br>Mth on Mth | Dwell Time (minutes) | % Visits<br>Nov 23 | % Visits<br>Dec 23 | Variance<br>Mth on Mth |
|----------------------|--------------------|--------------------|------------------------|----------------------|--------------------|--------------------|------------------------|
| 6 - 12               | 17%                | 15%                | -2%                    | 40 - 60              | 18%                | 19%                | +1%                    |
| 12 - 20              | 15%                | 16%                | +1%                    | 60 - 90              | 25%                | 23%                | -2%                    |
| 20 - 40              | 25%                | 26%                | +1%                    |                      |                    |                    |                        |

## Demographics

**-1.5%**

AB Month on  
Month

|                     | AB    | C1    | C2    | DE    |
|---------------------|-------|-------|-------|-------|
| Core                | 17%   | 29%   | 25%   | 29%   |
| District            | 21%   | 30%   | 24%   | 26%   |
| Core+District       | 19%   | 29%   | 24%   | 28%   |
| Mth on Mth Variance | -1.5% | -0.4% | +0.6% | +1.3% |

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## Average Dwell



|   |                                      |                                      |   |                                   |
|---|--------------------------------------|--------------------------------------|---|-----------------------------------|
| <p><b>-0.6%</b></p> <p>Month on Month</p> | <p><b>Nov 23</b></p> <p>01:37:05</p> | <p><b>Dec 23</b></p> <p>01:36:28</p> | <p><b>Variance</b></p> <p>-00:00:37</p> | <p><b>Growth</b></p> <p>-0.6%</p> |
|   |                                      |                                      |   |                                   |

## Average Visit Frequency

|   |                                  |                                  |                                    |                                   |
|---|----------------------------------|----------------------------------|------------------------------------|-----------------------------------|
| <p><b>+3.7%</b></p> <p>Month on Month</p> | <p><b>Nov 23</b></p> <p>3.23</p> | <p><b>Dec 23</b></p> <p>3.35</p> | <p><b>Variance</b></p> <p>0.12</p> | <p><b>Growth</b></p> <p>+3.7%</p> |
|   |                                  |                                  |                                    |                                   |

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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 &amp; 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                  |                    |                     |     |                               |    |     |  |    |     |                            |    |     |                                     |    |



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