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# Monthly Performance Report

## Ryde High Street Heritage Action Zone

February 2024

## Retail site Monthly Footfall: February 2024



<h1 style="font-size: 2em; margin: 0;">-1.4%</h1> <p style="margin: 0;">Feb Year on Year</p>	<b>Feb 24</b>	<b>Feb 23</b>	<b>% Change</b>	
	Footfall YTD	284,694	288,824	-1.4%
	Footfall Month	140,396	142,414	-1.4%
	<b>Feb 24 Ave</b>	<b>Average Footfall Per Hour</b>	<b>Average Footfall Per Day</b>	
	403	403	4,841	

## Footfall Monthly Year-To-Date

<h1 style="font-size: 2em; margin: 0;">-1.4%</h1> <p style="margin: 0;">YTD Year on Year</p>	<b>YTD</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>
	2024	144,298	284,694				
	2023	146,410	288,824	418,239	550,168	697,458	851,217
	% Change	-1.4%	-1.4%				
	<b>YTD</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
	2024						
	2023	1,017,949	1,190,844	1,344,543	1,488,127	1,630,547	1,770,038
	% Change						

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## Unique Visitors to Retail sites



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Feb Year on Year		Feb 24	Feb 23	% Change
	Unique Visitors YTD	64,292		
	Unique Visitors Month	29,720	0	
<p>Unique Visitor = One person visiting the site during the month. A unique visitor can visit multiple times which is calculated as footfall</p>				
<p>Where unique visitors originate from by catchment area</p>				
Catchment Area	Postcodes	% Unique Visitors	Nº Unique Visitors	% Mthly change
Core	4	64%	18,885	-27%
District	4	14%	4,257	+41%
Region	7	3%	754	+26%
<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>Core: 15%+    District: 3% to 14.9%    Region : 0.5% to 2.9%</p>				

## Unique Visitors Monthly Year-To-Date



YTD Year on Year	<b>YTD</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>
	2024	34,572	64,292				
	2023	31,752		65,112	90,974	130,228	164,255
	% Change	+8.9%					
	<b>YTD</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
	2024						
	2023	200,094	230,203	264,451	296,937	326,107	358,384
	% Change						

## Catchment

<p><b>-13%</b></p> <p>Variance Month on Month</p>		<b>Jan 24</b>	<b>Feb 24</b>	<b>Variance</b>	<b>% Mth on Mth change</b>	<b>% Yr on Yr change</b>
	Catchment Population	97,854	97,854	0	0%	
	% of Catchment Population Visiting	35%	30%	-4%	-13%	
	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



<h1 style="font-size: 2em; margin: 0;">-29%</h1> <p style="margin: 0;">12 - 20 Minutes Most Improved Dwell Time</p>	Dwell Time (minutes)			Dwell Time (minutes)			
	% Visits	% Visits	Variance	% Visits	% Visits	Variance	
	Jan 24	Feb 24	Mth on Mth	Jan 24	Feb 24	Mth on Mth	
	6 - 12	14%	15%	+1%	40 - 60	20%	19%
12 - 20	14%	15%	+1%	60 - 90	25%	23%	-2%
20 - 40	26%	28%	+2%				

## Demographics

<h1 style="font-size: 2em; margin: 0;">+0.1%</h1> <p style="margin: 0;">AB Month on Month</p>	AB	C1	C2	DE	
	Core	17%	29%	25%	29%
	District	20%	30%	24%	26%
	Core+District	19%	29%	24%	28%
	Mth on Mth Variance	+0.1%	+0.3%	+0.1%	-0.5%

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## Average Dwell



<h1>+1.2%</h1> <p>Month on Month</p>	<b>Jan 24</b>	<b>Feb 24</b>	<b>Variance</b>	<b>Growth</b>
	01:34:34	01:35:45	00:01:11	+1.2%

## Average Visit Frequency

<h1>-3.5%</h1> <p>Month on Month</p>	<b>Jan 24</b>	<b>Feb 24</b>	<b>Variance</b>	<b>Growth</b>
	3.16	3.05	-0.11	-3.5%

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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
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