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Monthly Performance Report

Ryde High Street Heritage Action Zone

January 2024

Retail site Monthly Footfall: January 2024



<h1 style="font-size: 2em; margin: 0;">-1.4%</h1> <p style="font-size: 1.2em; margin: 5px 0;">Jan Year on Year</p>	Jan 24	Jan 23	% Change	
	Footfall YTD	144,298	146,410	-1.4%
	Footfall Month	144,298	146,410	-1.4%
	Jan 24 Ave	Average Footfall Per Hour	Average Footfall Per Day	
	388	388	4,655	

Footfall Monthly Year-To-Date

<h1 style="font-size: 2em; margin: 0;">-1.4%</h1> <p style="font-size: 1.2em; margin: 5px 0;">YTD Year on Year</p>	YTD	Jan	Feb	Mar	Apr	May	Jun
	2024	144,298					
	2023	146,410	288,824	418,239	550,168	697,458	851,217
	% Change	-1.4%					
	YTD	Jul	Aug	Sep	Oct	Nov	Dec
	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



+8.9%

Jan Year on Year

	Jan 24	Jan 23	% Change
Unique Visitors YTD	34,572	31,752	+8.9%
Unique Visitors Month	34,572	31,752	+8.9%

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	6	75%	25,782	+14%
District	2	9%	3,022	-32%
Region	4	2%	601	+248%

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



+8.9%

YTD Year on Year

YTD	Jan	Feb	Mar	Apr	May	Jun
2024	34,572					
2023	31,752		65,112	90,974	130,228	164,255
% Change	+8.9%					

YTD	Jul	Aug	Sep	Oct	Nov	Dec
2024						
2023	200,094	230,203	264,451	296,937	326,107	358,384
% Change						

Catchment

+7%

Variance Month on Month

	Dec 23	Jan 24	Variance	% Mth on Mth change	% Yr on Yr change
Catchment Population	97,854	97,854	0	0%	-9%
% of Catchment Population Visiting	33%	35%	+2%	+7%	+19%

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



+34%

60 - 90 Minutes
Most Improved
Dwell Time

Dwell Time (minutes)	% Visits Dec 23	% Visits Jan 24	Variance Mth on Mth	Dwell Time (minutes)	% Visits Dec 23	% Visits Jan 24	Variance Mth on Mth
6 - 12	15%	14%	-1%	40 - 60	19%	20%	+1%
12 - 20	16%	14%	-2%	60 - 90	23%	25%	+2%
20 - 40	26%	26%	0%				

Demographics

+0.4%

AB Month on
Month

	AB	C1	C2	DE
Core	17%	29%	25%	29%
District	23%	30%	24%	23%
Core+District	19%	29%	24%	28%
Mth on Mth Variance	+0.4%	+0.1%	0.0%	-0.4%

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Average Dwell



<p>-2.0%</p> <p>Month on Month</p>	<p>Dec 23</p> <p>01:36:28</p>	<p>Jan 24</p> <p>01:34:34</p>	<p>Variance</p> <p>-00:01:54</p>	<p>Growth</p> <p>-2.0%</p>

Average Visit Frequency

<p>-5.7%</p> <p>Month on Month</p>	<p>Dec 23</p> <p>3.35</p>	<p>Jan 24</p> <p>3.16</p>	<p>Variance</p> <p>-0.19</p>	<p>Growth</p> <p>-5.7%</p>

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Glossary



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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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