



Place Informatics



Monthly Performance Report

Ryde High Street Heritage Action Zone

November 2022

Retail site Monthly Footfall: November 2022



+19.9%

Nov Year on Year

	Nov 22	Nov 21	% Change
Footfall YTD	1,552,330	1,153,280	+34.6%
Footfall Month	146,893	122,506	+19.9%
Nov 22 Ave	Average Footfall Per Hour 408	Average Footfall Per Day 4,896	

Footfall Monthly Year-To-Date

+34.6%

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	
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%	

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Unique Visitors to Retail sites



+29.6%

Nov Year on Year

	Nov 22	Nov 21	% Change
Unique Visitors YTD	411,735	491,240	-16.2%
Unique Visitors Month	46,087	35,548	+29.6%

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	53%	24,393	-24%
District	3	9%	4,281	+672%
Region	36	16%	7,276	+64%

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



-16.2%

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	
2021	313,163	367,716	408,666	455,692	491,240	529,853
% Change	-30.2%	-26.6%	-22.7%	-19.8%	-16.2%	

Catchment

0%

Variance Month on Month

	Oct 22	Nov 22	Variance	% Mth on Mth change	% Yr on Yr change
Catchment Population	107,956	99,875	-8,081	-7%	-7%
% of Catchment Population Visiting	46%	46%	0%	0%	+40%

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



-2%

60 - 90 Minutes
Most Improved
Dwell Time

Dwell Time (minutes)	% Visits Oct 22	% Visits Nov 22	Variance Mth on Mth	Dwell Time (minutes)	% Visits Oct 22	% Visits Nov 22	Variance Mth on Mth
6 - 12	13%	14%	+1%	40 - 60	20%	18%	-2%
12 - 20	15%	15%	0%	60 - 90	24%	26%	+2%
20 - 40	28%	27%	-1%				

Demographics

+0.2%

AB Month on
Month

	AB	C1	C2	DE
Core	20%	30%	24%	27%
District	17%	29%	26%	29%
Core+District	19%	29%	24%	27%
Mth on Mth Variance	+0.2%	+0.4%	-0.1%	-0.5%

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Average Dwell



<h1>+5.6%</h1> <p>Month on Month</p>	Oct 22 01:21:37	Nov 22 01:26:13	Variance 00:04:36	Growth +5.6%

Average Visit Frequency

<h1>-1.1%</h1> <p>Month on Month</p>	Oct 22 2.69	Nov 22 2.66	Variance -0.03	Growth -1.1%

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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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