



Place Informatics



# Monthly Performance Report

## Ryde High Street Heritage Action Zone

September 2023

## Retail site Monthly Footfall: September 2023



<h1 style="font-size: 2em; margin: 0;">-4.2%</h1> <p style="font-size: 1.2em; margin: 0;">Sep Year on Year</p>	Footfall YTD	<b>Sep 23</b> 1,344,543	<b>Sep 22</b> 1,256,134	<b>% Change</b> <span style="color: green;">+7.0%</span>
	Footfall Month	153,699	160,492	<span style="color: red;">-4.2%</span>
	<b>Sep 23 Ave</b>	<b>Average Footfall Per Hour</b> 427	<b>Average Footfall Per Day</b> 5,123	

## Footfall Monthly Year-To-Date

<h1 style="font-size: 2em; margin: 0;">+7.0%</h1> <p style="font-size: 1.2em; 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>
	2023	146,410	288,824	418,239	550,168	697,458	851,217
	2022	105,417	209,868	322,226	454,852	602,303	758,394
	% Change	<span style="color: green;">+38.9%</span>	<span style="color: green;">+37.6%</span>	<span style="color: green;">+29.8%</span>	<span style="color: green;">+21.0%</span>	<span style="color: green;">+15.8%</span>	<span style="color: green;">+12.2%</span>
	<b>YTD</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
	2023	1,017,949	1,190,844	1,344,543			
	2022	917,419	1,095,642	1,256,134	1,405,437	1,552,330	1,696,265
	% Change	<span style="color: green;">+11.0%</span>	<span style="color: green;">+8.7%</span>	<span style="color: green;">+7.0%</span>			

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## Unique Visitors to Retail sites



**-25.4%**

Sep Year on Year

	Sep 23	Sep 22	% Change
Unique Visitors YTD	264,451	315,933	-16.3%
Unique Visitors Month	34,248	45,887	-25.4%

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	60%	20,485	+42%
District	7	17%	5,935	-4%
Region	12	5%	1,785	-17%

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



**-16.3%**

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			
2022	218,636	270,046	315,933	365,648	411,735	441,579
% Change	-8.5%	-14.8%	-16.3%			

## Catchment

**-1%**

Variance Month on Month

	Aug 23	Sep 23	Variance	% Mth on Mth change	% Yr on Yr change
Catchment Population	109,745	126,805	17,060	+15%	+17%
% of Catchment Population Visiting	27%	27%	+0%	-1%	-36%

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



## % of Visits by Dwell Time



**+32%**

40 - 60 Minutes  
Most Improved  
Dwell Time

Dwell Time (minutes)	% Visits Aug 23	% Visits Sep 23	Variance Mth on Mth	Dwell Time (minutes)	% Visits Aug 23	% Visits Sep 23	Variance Mth on Mth
6 - 12	18%	15%	-3%	40 - 60	17%	19%	+2%
12 - 20	15%	14%	-1%	60 - 90	22%	23%	+1%
20 - 40	28%	29%	+1%				

## Demographics

**+0.2%**

AB Month on  
Month

	AB	C1	C2	DE
Core	17%	29%	25%	29%
District	22%	30%	24%	24%
Core+District	20%	30%	25%	26%
Mth on Mth Variance	+0.2%	-0.3%	-0.1%	+0.3%

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## Average Dwell



<h1>+4.1%</h1> <p>Month on Month</p>	<b>Aug 23</b> 01:28:23	<b>Sep 23</b> 01:32:01	<b>Variance</b> 00:03:38	<b>Growth</b> +4.1%

## Average Visit Frequency

<h1>+11.8%</h1> <p>Month on Month</p>	<b>Aug 23</b> 2.70	<b>Sep 23</b> 3.02	<b>Variance</b> 0.32	<b>Growth</b> +11.8%

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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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