



MARCH 2025

LONDON HERITAGE QUARTER MONTHLY INSIGHTS

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LONDON HERITAGE QUARTER MONTHLY INSIGHTS

INTRODUCTION

What is London Heritage Quarter?

Stretching from Belgravia through to Parliament Square and along the Strand to the Royal Courts of Justice, London Heritage Quarter is a collective of four Business Improvement Districts representing over one thousand organisations.

NORTHBANK: The Northbank Business Improvement District (BID) covers one of London's most iconic areas and includes Trafalgar Square, Strand and Aldwych.

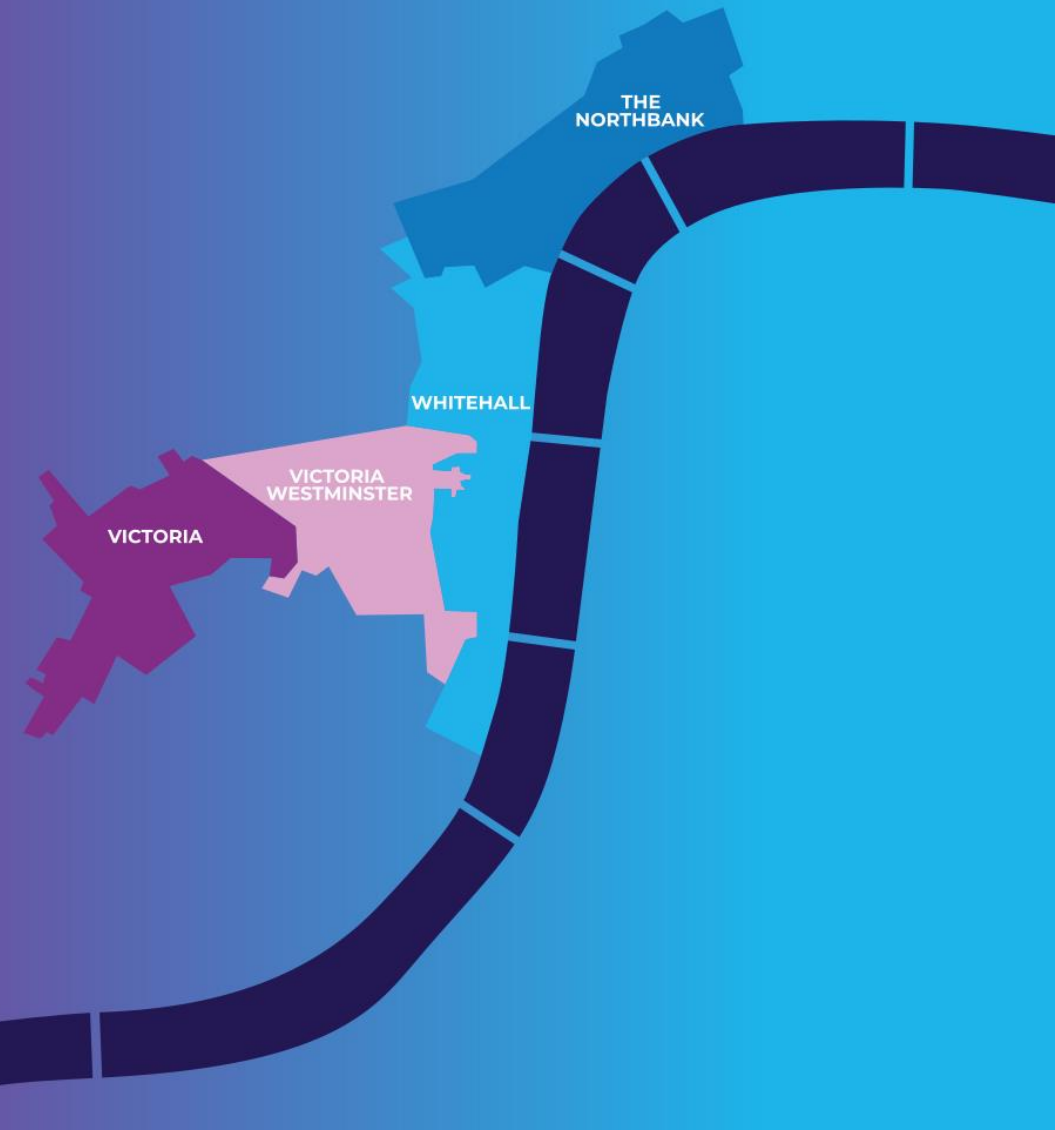
VICTORIA: The Victoria Business Improvement District (BID) is a business-led and business-funded body formed to support economic growth in Victoria and to create a vibrant destination for those who work, visit or live in the area.

VICTORIA WESTMINSTER: The Victoria Westminster BID covers an area of national significance. The footprint includes St James's Park tube station, Parliament Square and Westminster Abbey, along with a variety of historic and cultural assets, established hotels and blue-chip organisations.

WHITEHALL: The Whitehall BID footprint is one of historical and political significance. The footprint includes Westminster tube station, Downing Street, The Palace of Westminster and Horse Guards Parade, along with a variety of hotels, and historic and cultural assets such as the Tate Britain.

In this report, Victoria BID refers to Victoria, Victoria Westminster & Whitehall

Source: London Heritage Quarter



LONDON HERITAGE QUARTER MONTHLY INSIGHTS

METHODOLOGY

London Heritage Quarter partners with Colliers to provide data and insights on visitors to the area. Monthly visitor reports provide key insights around:

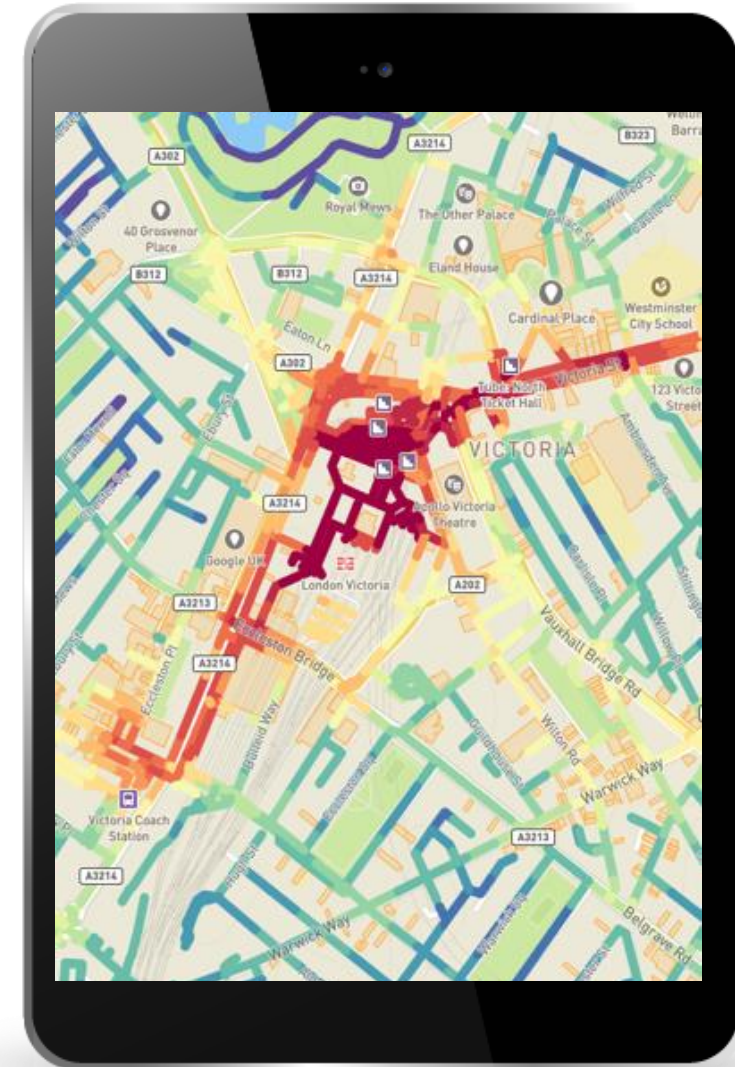
- ❑ Visitor footfall
- ❑ Visitor profile
- ❑ Visitor behaviour

Visitor insights data is sourced from Colliers LocateFootfall platform and profiled using Experian's Mosaic segmentation

Colliers works with London Heritage Quarter BIDs to provide ongoing visitor insights to support BID managers and members in driving activity and growth across the area. The report covers insights comparing Northbank & Victoria BID (comprising Victoria, Victoria Westminster & Whitehall), and individual character clusters within these.

Visitor insights data is sourced from Colliers' LocateFootfall platform and profiled using Experian's MOSAIC segmentation. The platform is powered by extensive mobility data from a pool of billions of records, and is the product of a range of unique partnerships across the Data & PropTech markets, harnessing big data and A.I to deliver unique crowd-level profile & behavioural insights.

See Appendix for defined BID boundaries





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01

VISIT PERFORMANCE



VISIT PERFORMANCE | VICTORIA BID

VISITS TO VICTORIA BID UP +11.7% MONTH-ON-MONTH

Visits to Victoria BID up +12% month-on-month in March 2025, despite -6.2% year-on-year decline vs. March 2024

Year-on-year decline attributed to timing of Easter in March 2024, compared to mid-April in 2025, influencing social visits to the area.

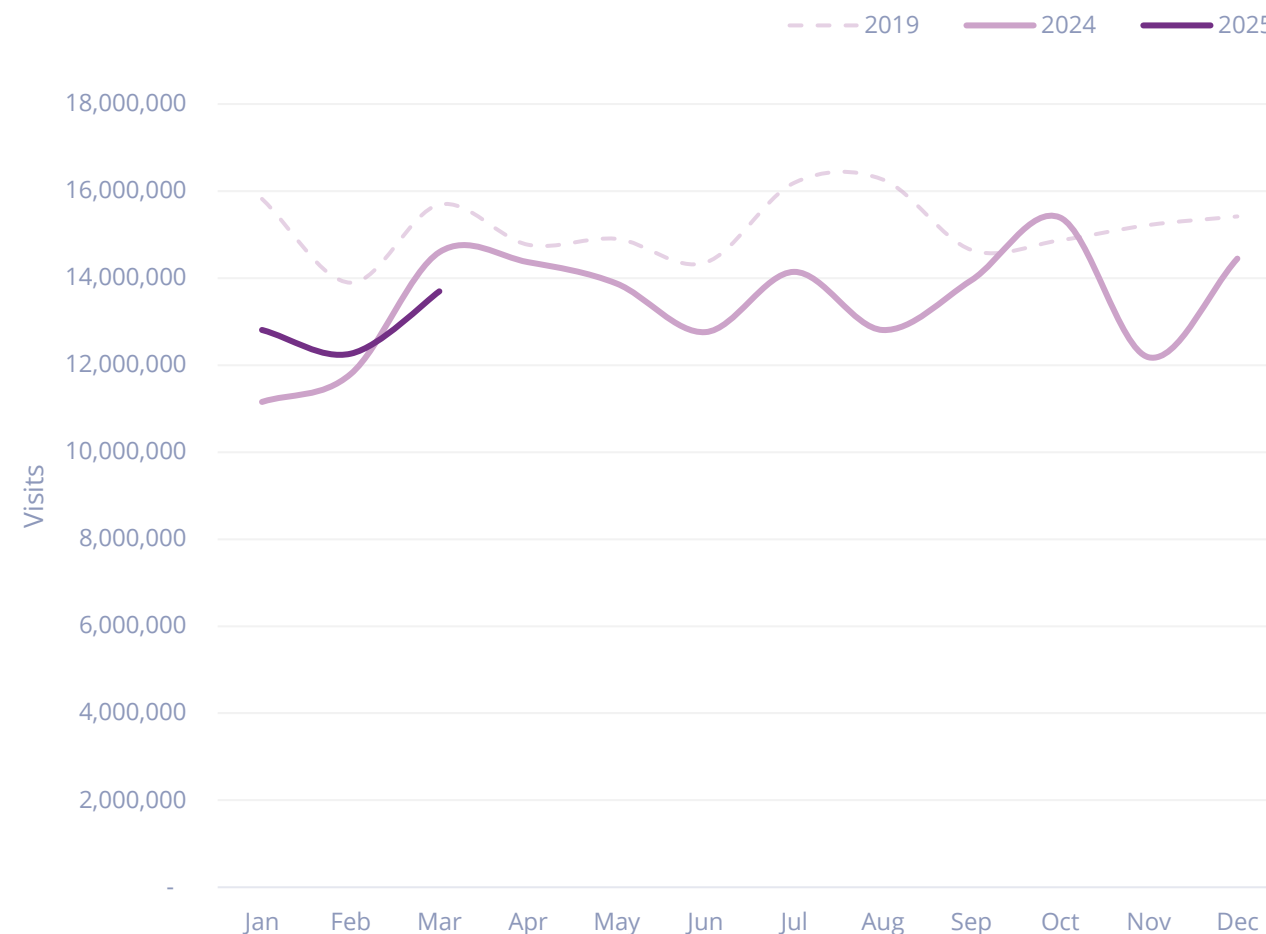
Year-to-date performance across Victoria BID **up +4.2%** vs. same period (Jan-Mar) in 2024.

March 2025

Area	Footfall (millions)	Month-on-Month	Year-on-Year	vs. 2019
Victoria BID	13.7	+11.7%	-6.2%	-12.7%
West End (Benchmark)	16.6	+2.9%	-18.2%	-58.4%

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

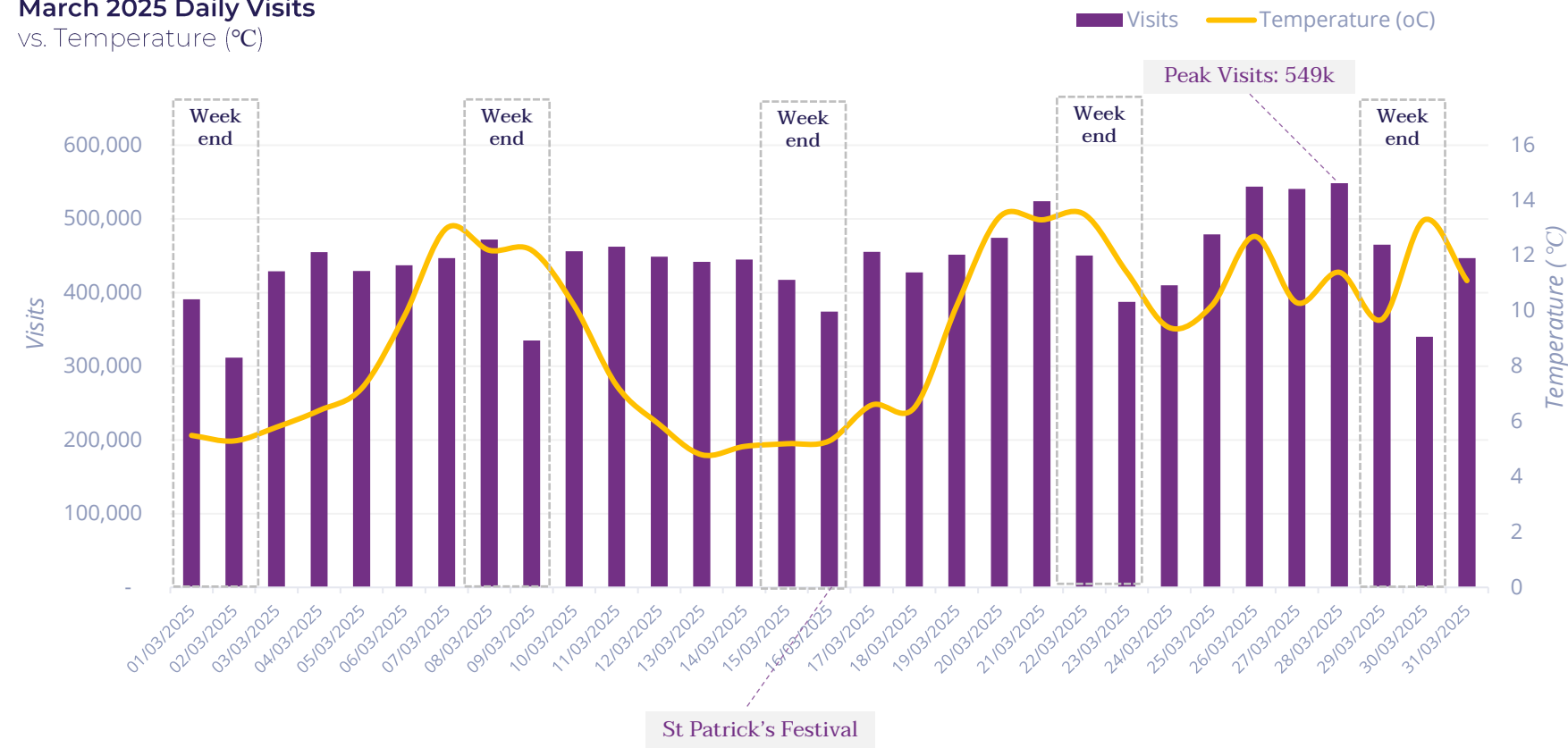
Monthly Overview



VISIT PERFORMANCE | VICTORIA BID

STRONG UPLIFT IN VISITATION DURING SECOND HALF OF MONTH, IN-LINE WITH IMPROVED WEATHER

March 2025 Daily Visits
vs. Temperature (°C)



Visit performance increased during second half of month, in-line with the start of sustained period of warmer & drier weather

Visits up +8.1% on average during 4th week in March (w/c 24th), in-line with improved, warmer weather; temperatures ~ +8°C warmer than previous week.

Peak visitation occurred on Friday 28th March (549k visits), with Weds-Fri that week seeing consistent high performance; each day ~ +13% ahead of average visitation for each respective day.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Growth across all clusters month-on-month vs. Feb-25 contributing to an overall +11.7% month-on-month increase across Victoria BID

VISIT PERFORMANCE | VICTORIA BID

STRONG MONTH-ON-MONTH GROWTH ACROSS ALL CLUSTERS IN MARCH 2025

Visits to Victoria BID in March saw **+11.7%** month-on-month growth, with St. James Park Station & Victoria Street – West seeing strong visit performance relative to previous month.

Despite this growth compared to Feb-25, total visits to Victoria BID saw decline (-6.2%) year-on-year. Timing of Easter in 2024 relative to 2025 has contributed to this visit performance, with Easter, and the subsequent school holidays, earlier last year (in March), while a few weeks later in 2025. This influenced visitor profile and behaviours across the BID, with increased social & leisure visits across the BID last year.

Similar performance trends were seen in the wider West End benchmark location, however Victoria BID saw improved rate of trends. Victoria BID saw increased month-on-month performance, and lower year-on-year decline.

March 2025

Area	Footfall	Month-on-Month	Year-on-Year	vs. 2019
Victoria BID	13,695,931	+11.7%	-6.2%	-12.7%
Buckingham Palace Road	2,186,704	+9.6%	-8.0%	-14.4%
Parliament Square	2,756,064	+18.0%	-5.1%	-9.8%
Terminus Place	1,461,439	+9.1%	-0.2%	-25.1%
Victoria Street – West	1,476,026	+22.8%	-2.9%	-47.0%
St. James’ Park Station	171,670	+56.5%	+5.8%	-75.2%
Victoria Street – East	1,167,547	+12.0%	-6.2%	+0.3%
Whitehall	4,476,480	+5.7%	-9.1%	+28.3%
West End (Benchmark)	16,607,058	+2.9%	-18.2%	-58.4%

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT PERFORMANCE | NORTHBANK BID

+0.5% MONTH-ON-MONTH IN VISIT PERFORMANCE NORTHBANK BID

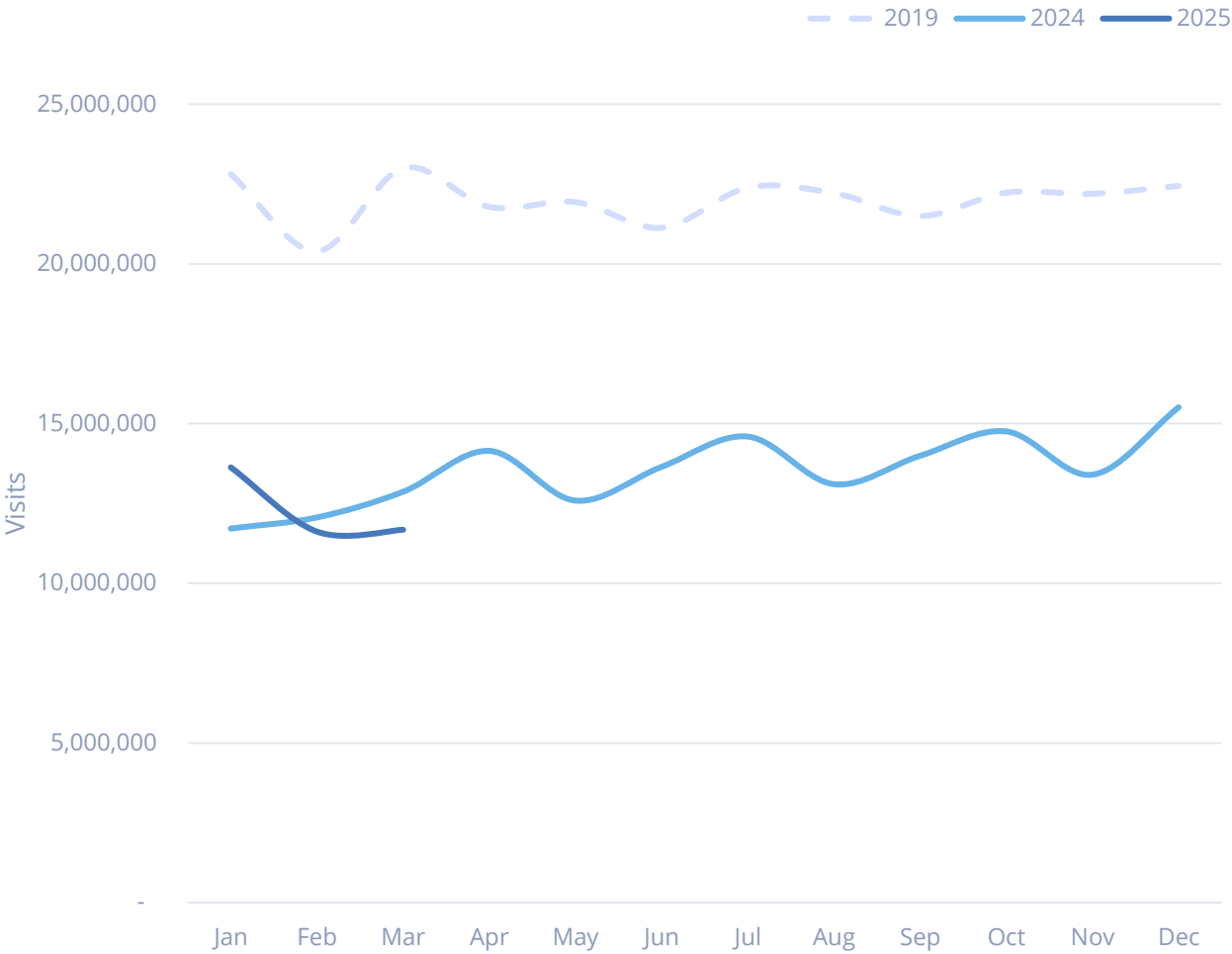
Visits to Northbank BID saw slight growth month-on-month in March, despite decline year-on-year (-9.3%)

11.7 million visits were recorded across Northbank BID in March 2025, with year-to-date performance up +2.1% vs. same period last year.

March 2025

Area	Footfall (millions)	Month-on-Month	Year-on-Year	vs. 2019
Northbank BID	11.7	+0.5%	-9.3%	-49.2%
West End (Benchmark)	16.6	+2.9%	-18.2%	-58.3%

Monthly Overview

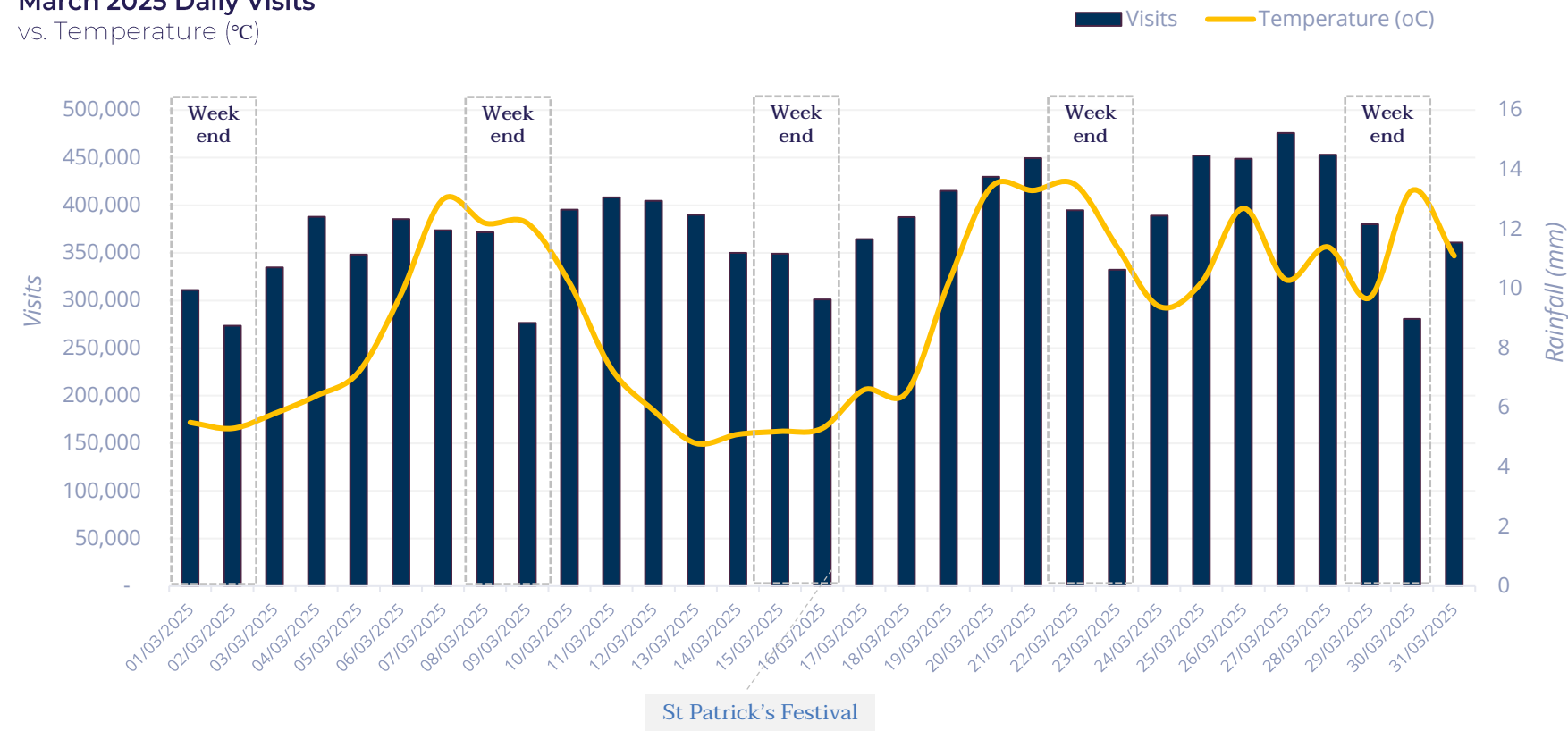


Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT PERFORMANCE | NORTHBANK BID

+7.5% UPLIFT IN VISITS DURING W/C 24TH MARCH COMPARED TO AVERAGE MARCH WEEK

March 2025 Daily Visits vs. Temperature (°C)



Strong performance in visits to Northbank BID during second half of the month, in-line with increased temperatures & drier weather

Peak visitation occurred on Thursday 27th March across Northbank BID, with **476k** visits (+13% ahead of average Thursday visits in Mar-25).

Trend throughout March follows weekly distribution seen throughout wider London HQ areas, with gradual increase in visits week-on-week.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Increased month-on-month performance across all but one cluster during March 2025, with slight growth at total BID level (+0.5%), reflecting increased cross-visitation between character clusters

VISIT PERFORMANCE | NORTHBANK BID

STRONG MONTH-ON-MONTH PERFORMANCE ACROSS MOST NORTHBANK BID CLUSTERS IN MARCH

Visit performance across Northbank BID in March 2025 experienced growth across most clusters month-on-month, with overall BID experiencing a +0.5% increase in visitation vs. Feb-25.

However, there was mixed performance year-on-year across character clusters, with areas around Victoria Embankment Gardens & Villiers Street seeing more resilient year-on-year growth.

Most clusters saw higher month-on-month growth rate than wider total BID, reflecting increased cross-visitation across clusters within the BID in March 2025, vs. February.

Year-to-date, visit volumes to Northbank BID are up +2.1% vs. the same period in 2024 (Jan-Mar).

Area	Footfall	Month-on-Month	Year-on-Year	vs. 2019
The Northbank - Total Area	11,675,553	+0.5%	-9.3%	-49.2%
Strand - Central	2,136,389	+9.6%	-2.7%	-28.3%
Strand - West	2,165,381	+9.1%	-5.2%	-55.8%
Maiden Lane + Tavistock	553,343	+0.3%	+2.7%	-44.7%
Aldwych D	4,581,222	-0.5%	-3.9%	+16.0%
Strand Aldwych	420,629	+19.8%	+2.6%	-78.6%
Somerset / Arundel	1,781,083	+12.0%	-0.5%	-23.3%
Riverfront	3,027,247	+7.3%	-2.1%	-4.4%
Adelphi	276,818	+8.8%	-12.0%	-73.4%
Victoria Embankment Gardens	468,774	+27.8%	+24.0%	-41.9%
Villiers Street	1,171,458	+10.3%	+4.1%	-50.4%
Northumberland Avenue	2,285,534	+9.0%	+0.4%	-30.0%
Trafalgar Square	4,677,512	+11.3%	+0.7%	-6.4%
West End (Benchmark)	16,607,058	+2.9%	-18.2%	-58.3%

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

02

VISITOR BEHAVIOUR

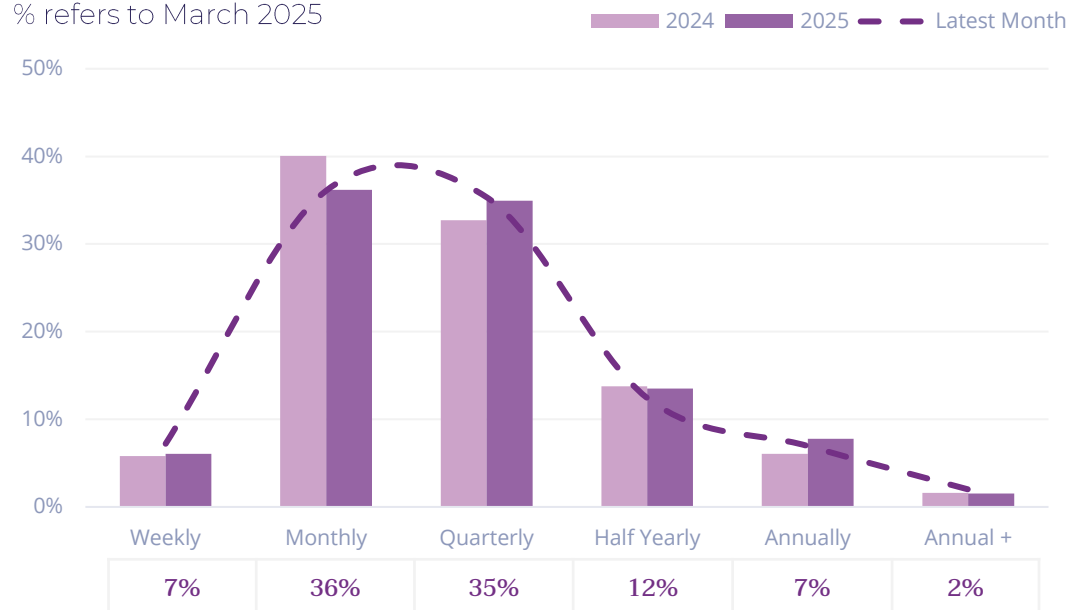


VISIT BEHAVIOUR | VICTORIA BID

INCREASE IN AVERAGE VISITOR DWELL DURING MARCH 2025; +7% VS. FULL-YEAR 2024 AVERAGE

Visit Frequency

% refers to March 2025

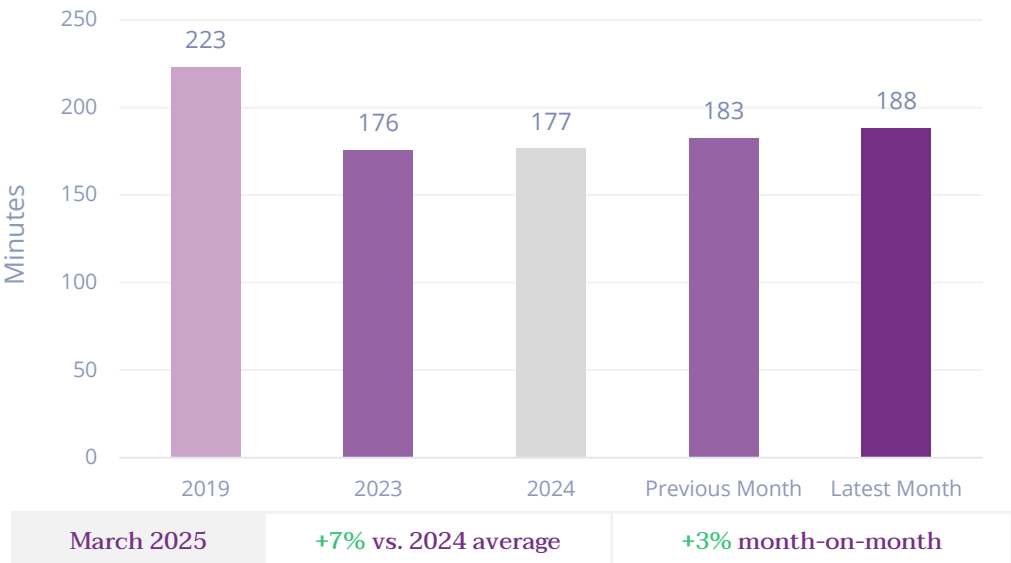


Visit frequency distribution remained largely in-line with 2025 year-to-date average, with high proportion of visitors visiting the BID either Monthly or Quarterly, representing the area’s social and cultural offerings capturing a destination-focussed visitor.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Average Dwell

March 2025



Increase in dwell time both month-on-month (+5 mins) and vs. last year’s full-year average (+11mins)

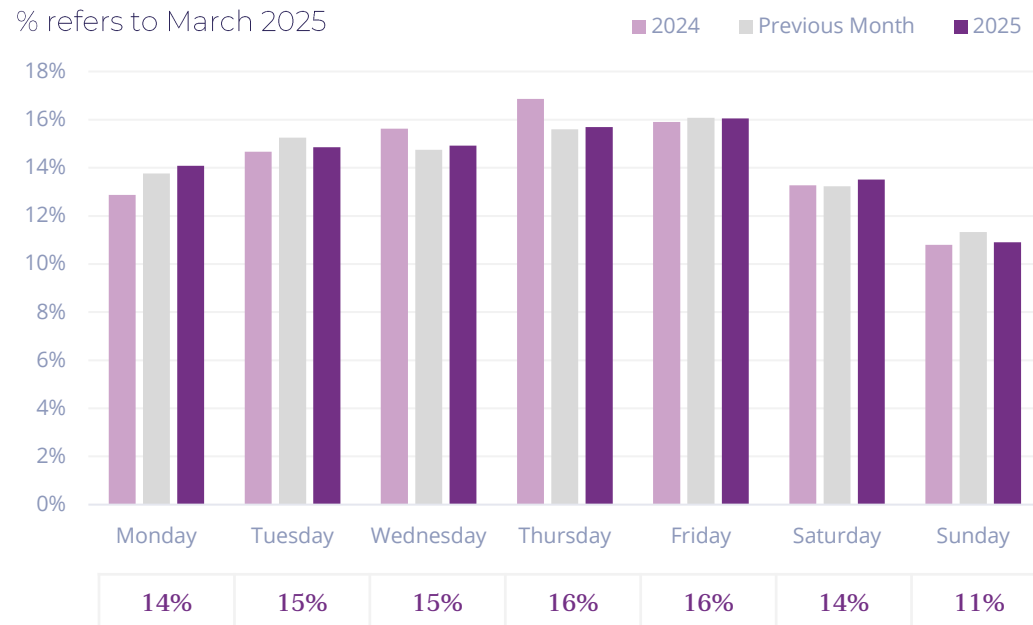
Visitor dwell +3% vs. February 2025, and +7% vs. 2024 average.

VISIT BEHAVIOUR | VICTORIA BID

CONSISTENT VISIT DISTRIBUTION THROUGHOUT THE WEEK IN MARCH 2025 RELATIVE TO PREVIOUS MONTH

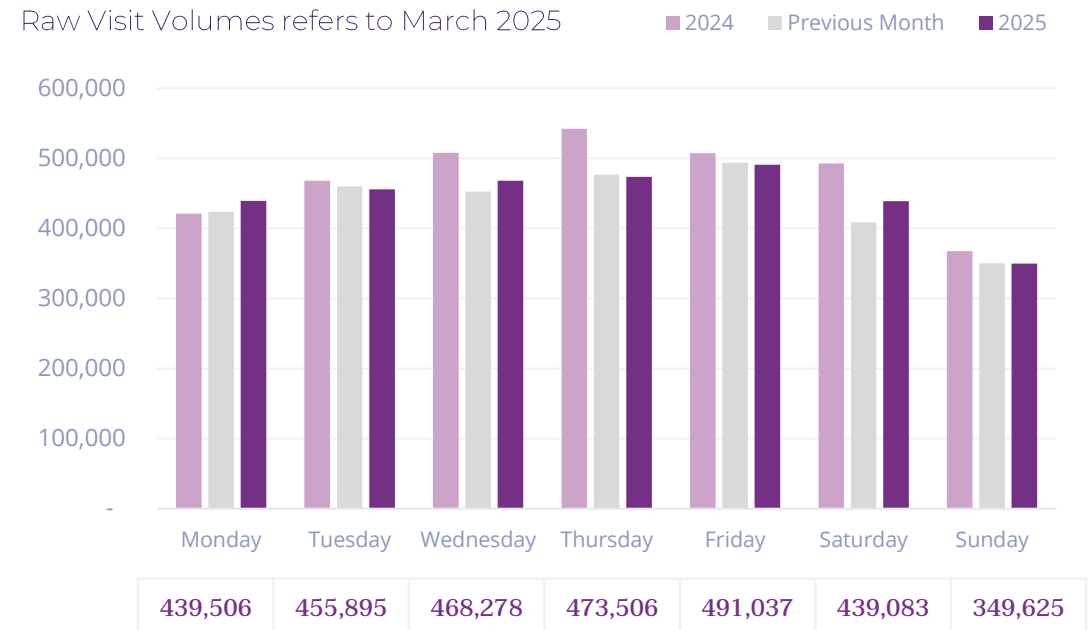
Visit Share by Day

% refers to March 2025



Average Visits by Day

Raw Visit Volumes refers to March 2025

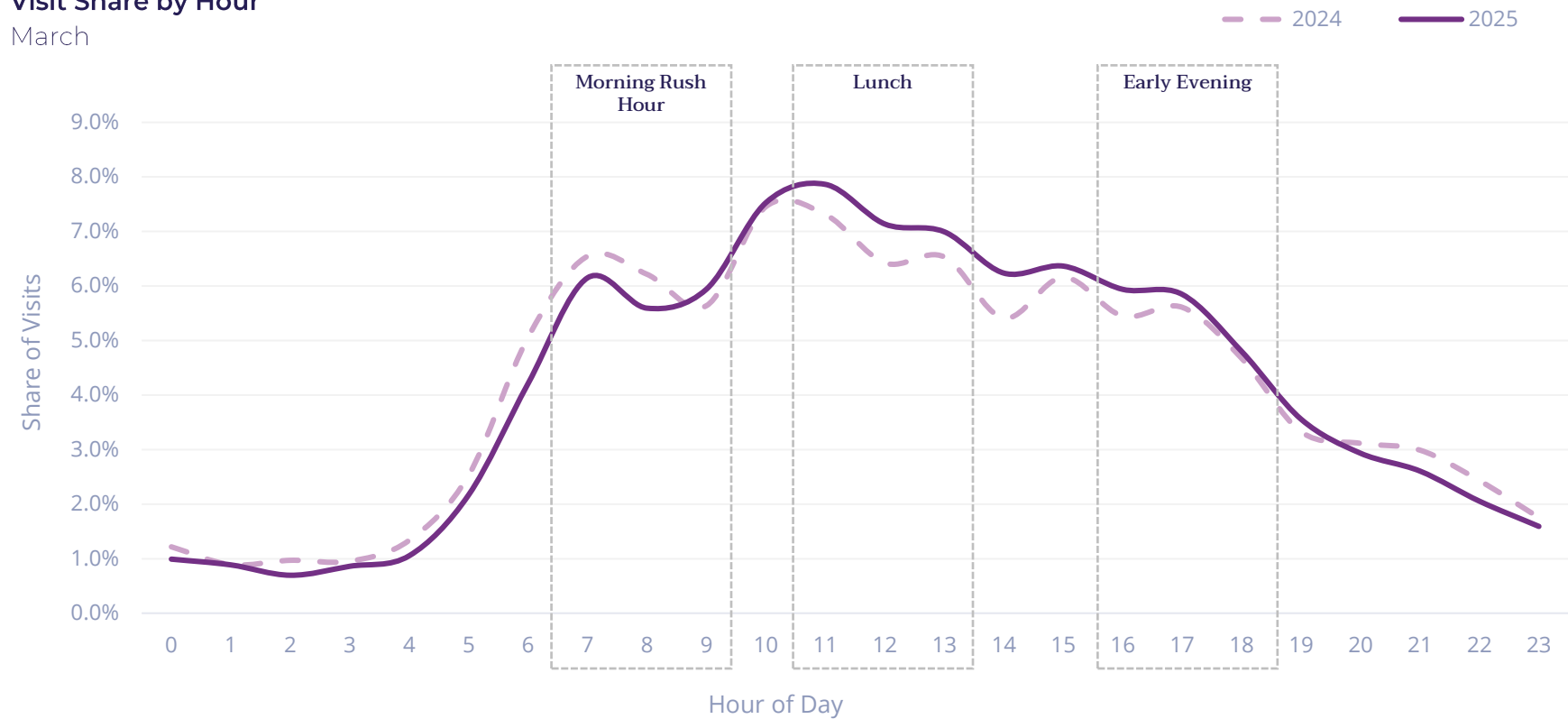


Visit distribution across Victoria BID during March 2025 relatively in-line with share of visits in previous month, with Thursday & Fridays seeing peak visitation (16% of weekly visits each). Despite capturing a greater share of weekend visits in March 2025, average visit volumes across the weekend were down vs. March 2024, due in part by overall decline in visitation year-on-year during the month.

VISIT BEHAVIOUR | VICTORIA BID

HOURLY DISTRIBUTION IN MARCH FOLLOWS SIMILAR TREND, DESPITE SLIGHT SUSTAINED AFTERNOON SHARE

Visit Share by Hour
March



Distribution of visits throughout the day in-line with trend seen in previous year, despite slightly lower share of evening visits

Visit distribution throughout March shows three clear phases: morning rush hour (7-9am), lunchtime peak (11am – 1pm), before a gradual decline from mid-afternoon.

Share of visits remained higher following lunch peak in March 2025, into the early evening, before then seeing lower share in late evening vs. 2024

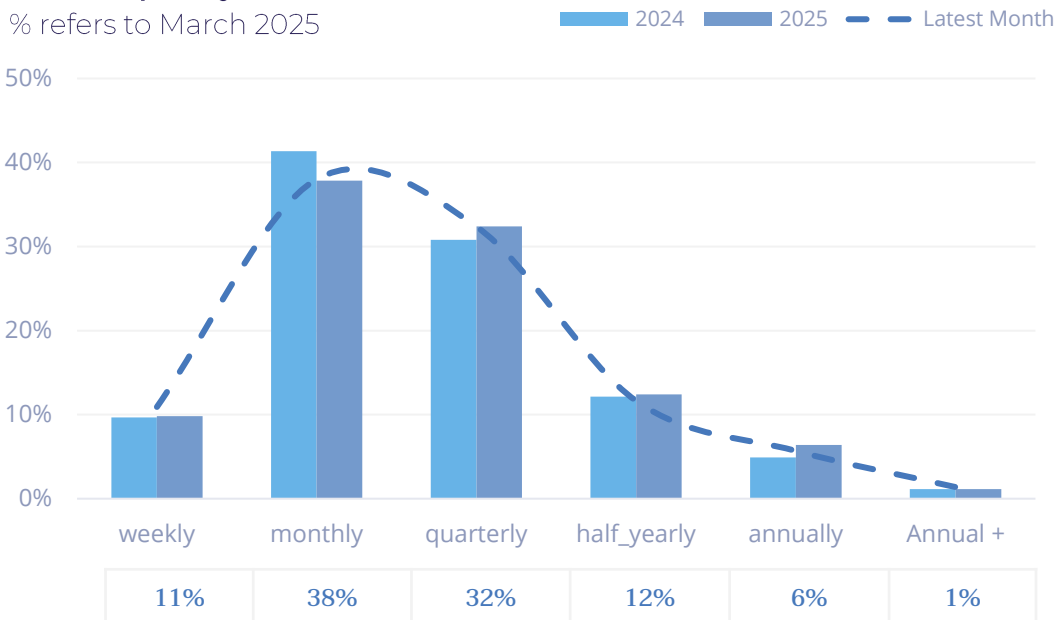
Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT BEHAVIOUR | NORTHBANK BID

SLIGHT INCREASE IN DWELL DURING MARCH 2025 ACROSS NORTHBANK BID MONTH-ON-MONTH

Visit Frequency

% refers to March 2025

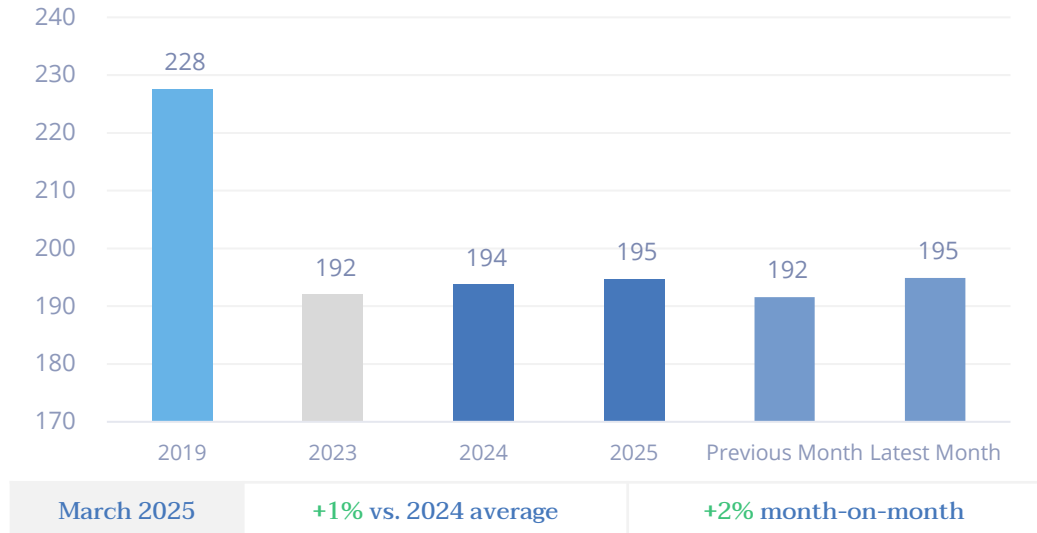


Visit Frequency largely consistent with 2025 year-to-date average across Northbank BID, despite a slight increase in proportion of visitors visiting weekly. However, ‘monthly’ remains the peak visit frequency bracket, with 38% of visitors visiting monthly to Northbank BID in March 2025.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Average Dwell

March 2025



Dwell time around Northbank BID saw month-on-month growth (+3 mins) and relatively consistent performance vs. 2024 (+1 min)

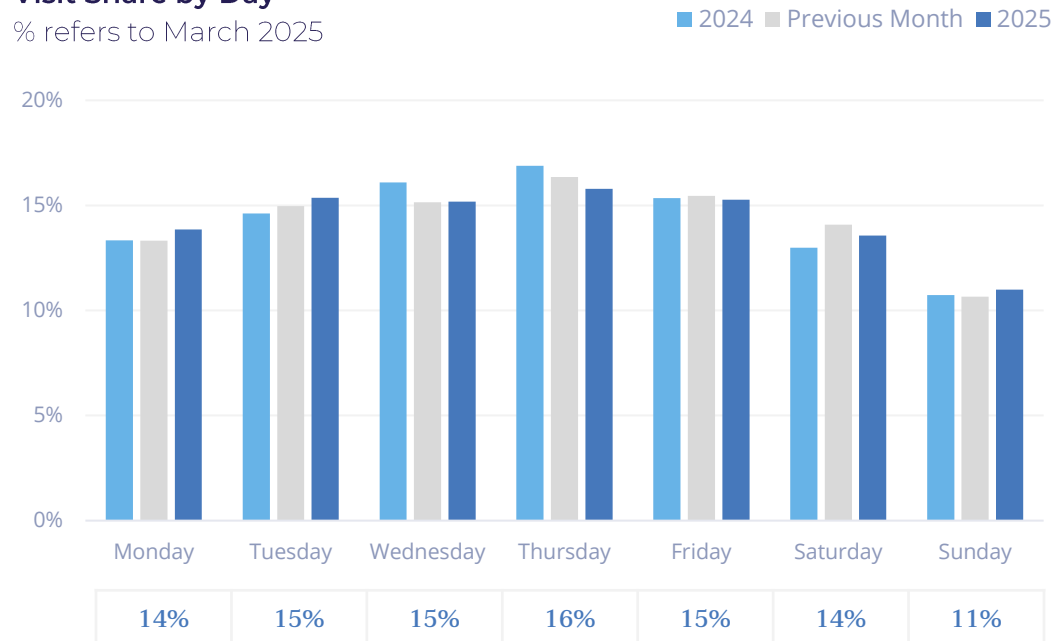
Dwell time up +1% vs. 2024 average, and +2% vs. February 2025.

VISIT BEHAVIOUR | NORTHBANK BID

SLIGHT INCREASE IN SHARE OF VISITS AT START OF WEEK & ACROSS WEEKEND IN MARCH 2025 YEAR-ON-YEAR

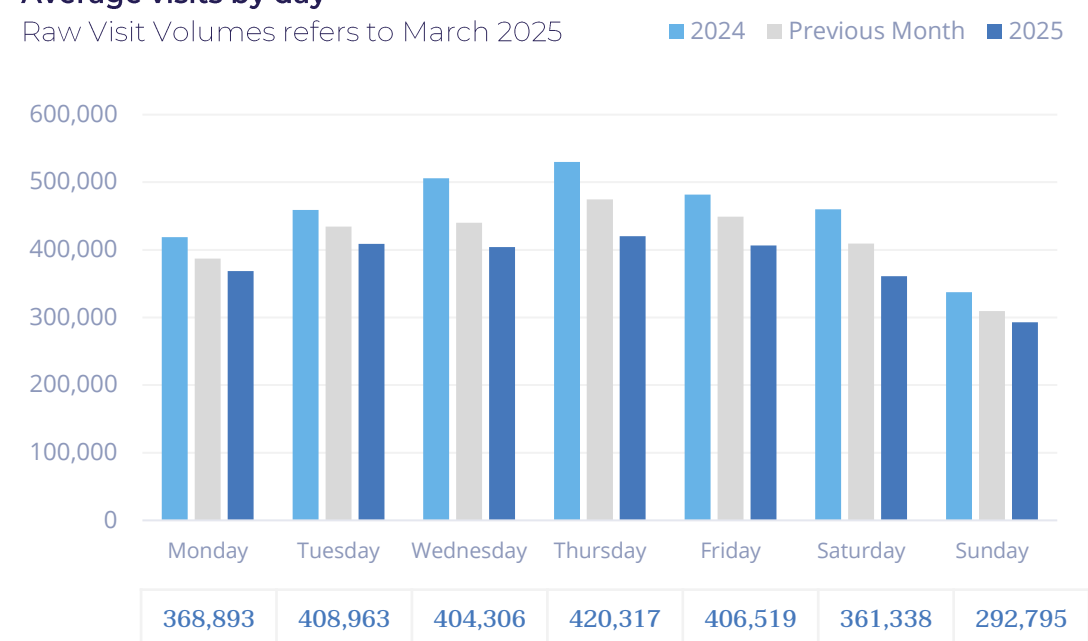
Visit Share by Day

% refers to March 2025



Average visits by day

Raw Visit Volumes refers to March 2025



Consistent distribution of visits across the week during March 2025, relative to previous month. March 2025 saw slightly higher share of visits at the start of the week (Monday & Tuesday) and at the weekend compared to March 2024.

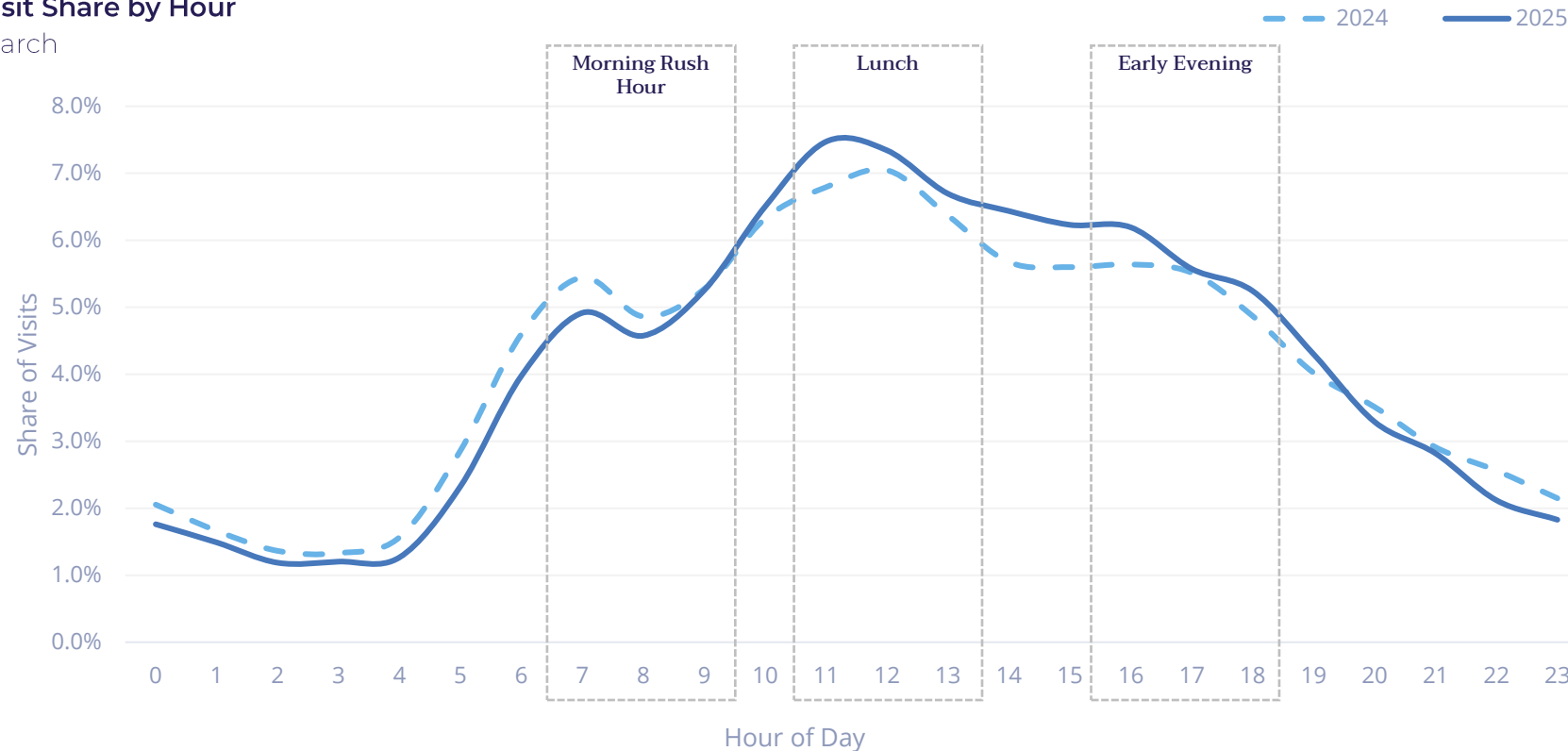
Despite a slightly higher weekend share of visits vs. last year, average visit volumes on Saturdays saw decline year-on-year across Northbank BID.

VISIT BEHAVIOUR | NORTHBANK BID

MORE CONSISTENT SHARE OF VISITS THROUGHOUT THE AFTERNOON IN MARCH 2025

Visit Share by Hour

March



Visit distribution throughout March 2025 saw increased share of visits throughout the afternoon (1-4pm) vs. March 2024

Slight reduction in share of visits being captured during 'morning rush hour'; 14.7% of visits in March 2025 between 7am-9am, vs. 15.6% in March 2024.

In contrast, March 2025 saw a greater share of visits following lunchtime peak, with distribution of visits remaining more consistent throughout the afternoon into the early evening.

03

VISITOR SEGMENTATION



VISIT SEGMENTATION | VICTORIA BID

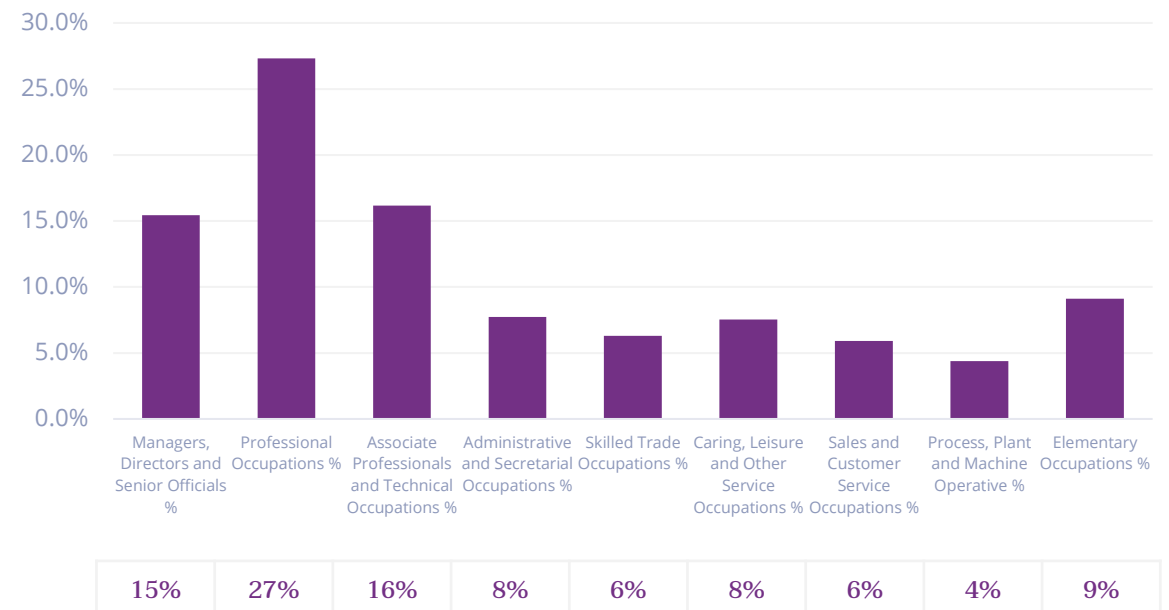
VICTORIA BID CATCHMENT PROFILE SKEWED TOWARDS HIGH-INCOME, MIDDLE-AGED VISITORS

Age Profile



Victoria BID has a bias towards mid-ranged age groups, particularly aged 30-44 years old (32.4%) and 45-59 years old (23.9%)

Occupation Splits



Victoria BID biased towards ‘white collar’, typically higher-paid occupations (towards left hand side of the graph) than the UK average.

Professional Occupations accounts for 27.3% of visitor profile; down slightly (-0.2%) vs. previous month.

VISIT SEGMENTATION | VICTORIA BID

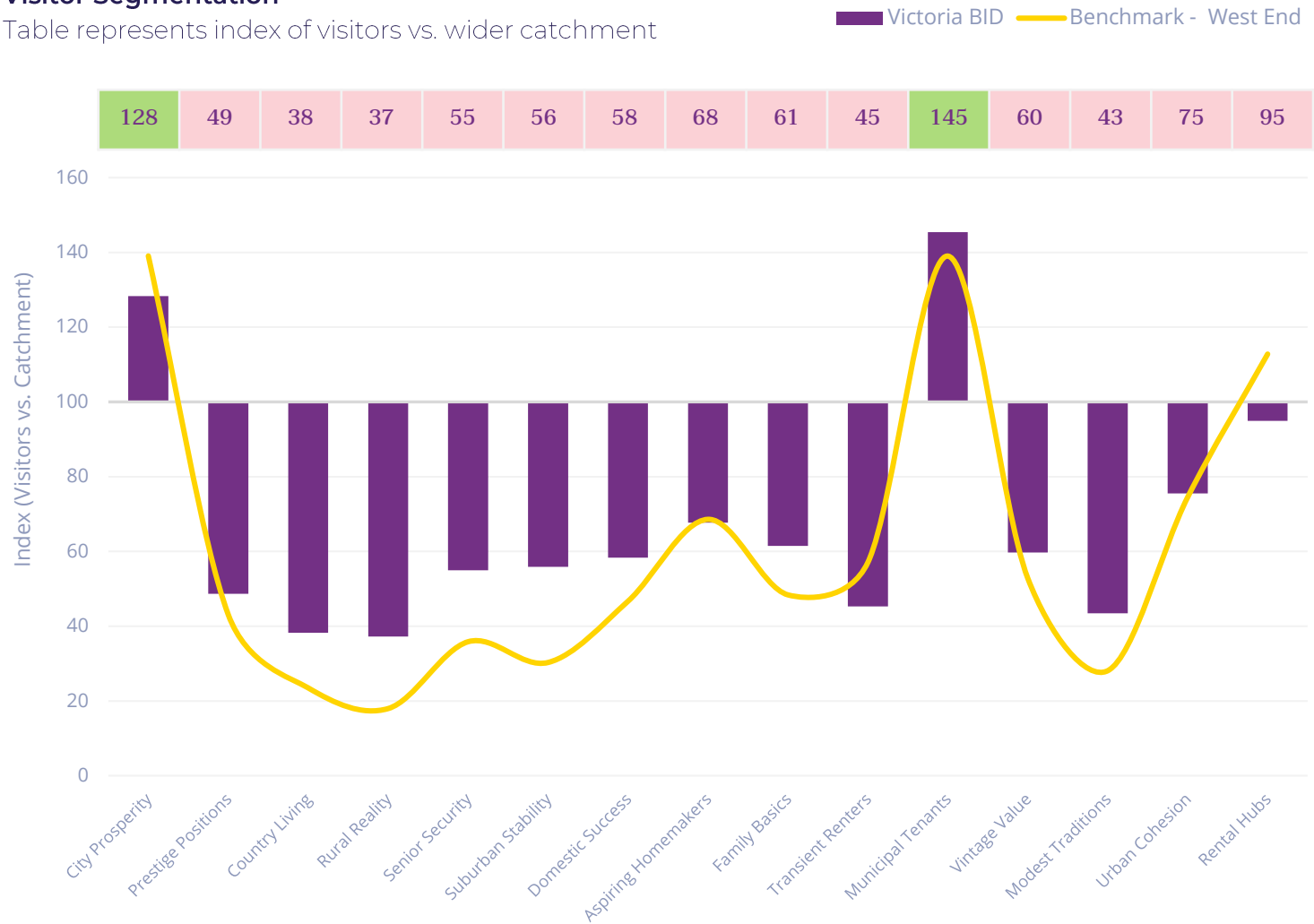
VISITOR PROFILE OVER-INDEXES ON CITY PROSPERITY & MUNICIPAL TENANTS

Visitor profile remains in line with West End, with a bias towards 2 Mosaic groups ‘City Prosperity’ and ‘Municipal Tenants’

City Prosperity are high-income residents who have expensive homes in desirable metropolitan locations (Age: 26-35 | Income: £100k-£150k)

Municipal Tenants are residents who rent inexpensive city homes in central locations (Age: 56-65 | Income: <£15k)

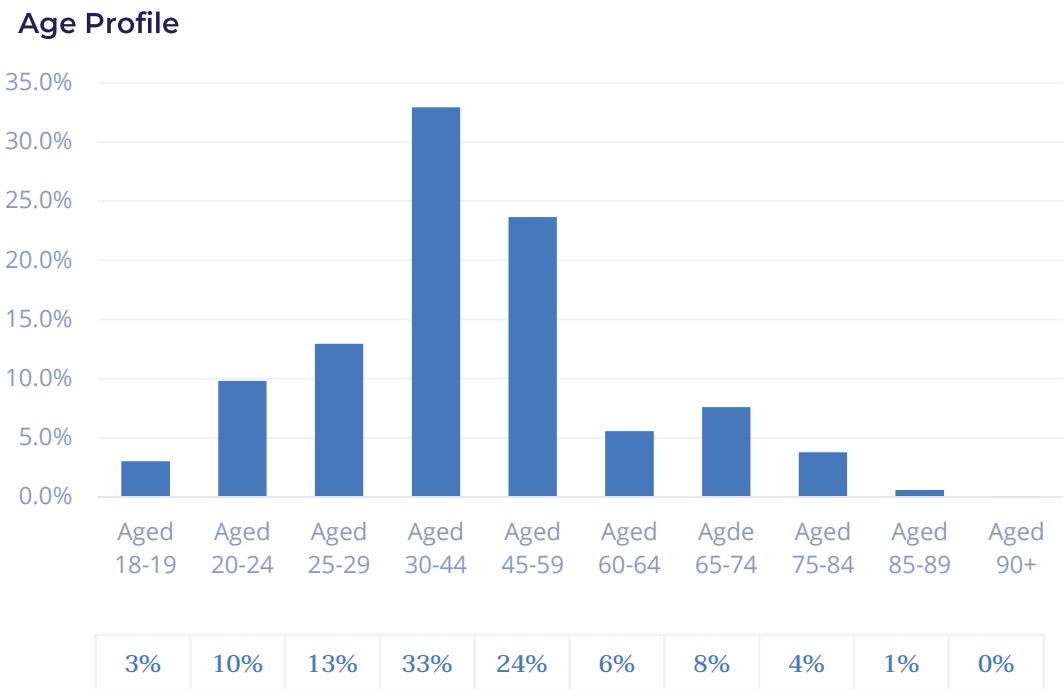
Visitor Segmentation
Table represents index of visitors vs. wider catchment



Source: Colliers LocateFootfall | Mosaic Experian
See Appendix for defined BID boundaries

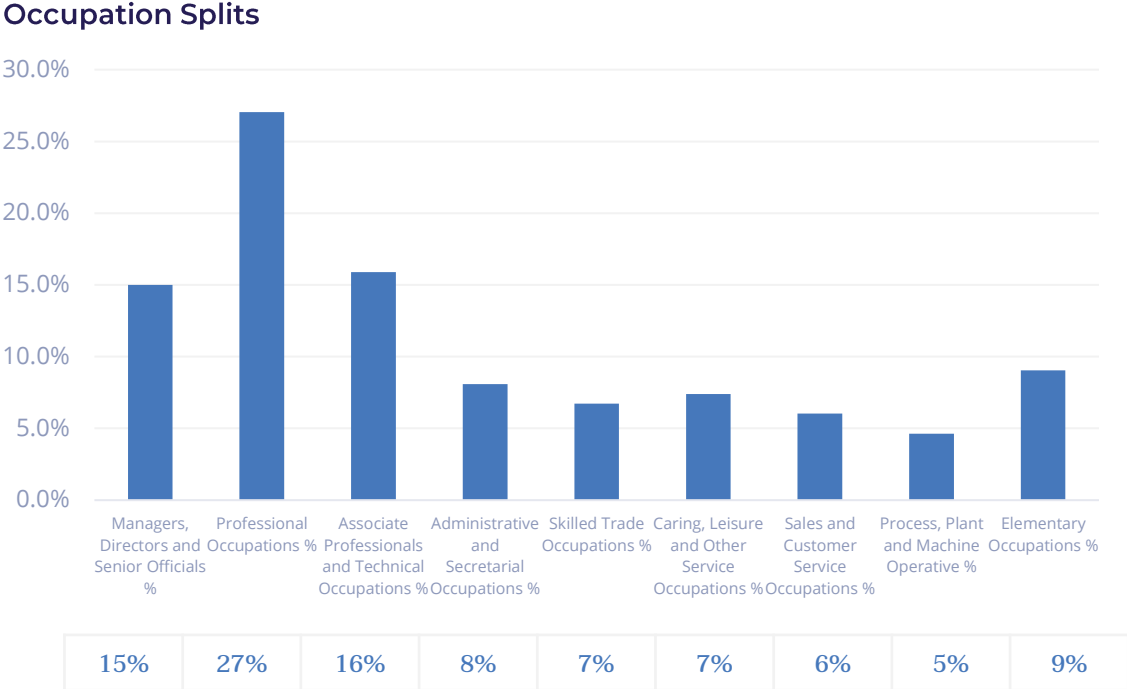
VISIT SEGMENTATION | NORTHBANK BID

42% OF NORTHBANK BID VISITORS WITHIN MANAGERIAL OR PROFESSIONAL OCCUPATIONS CATEGORIES



Northbank BID has a bias towards mid-ranged age groups, particularly aged **30-44 years old (32.9%)** and **45-59 years old (23.6%)**

Source: Colliers LocateFootfall | ORC
See Appendix for defined BID boundaries



Bias towards **‘white collar’**, typically higher paid occupations (towards left hand side of the graph) than the UK average; typical for Central London

27.0% of visitors in **Professional Occupations**, consistent with previous month.

VISIT SEGMENTATION | NORTHBANK BID

NORTHBANK BID OVER-INDEXES ON CITY PROSPERITY, MUNICIPAL TENANTS & RENTAL HUBS

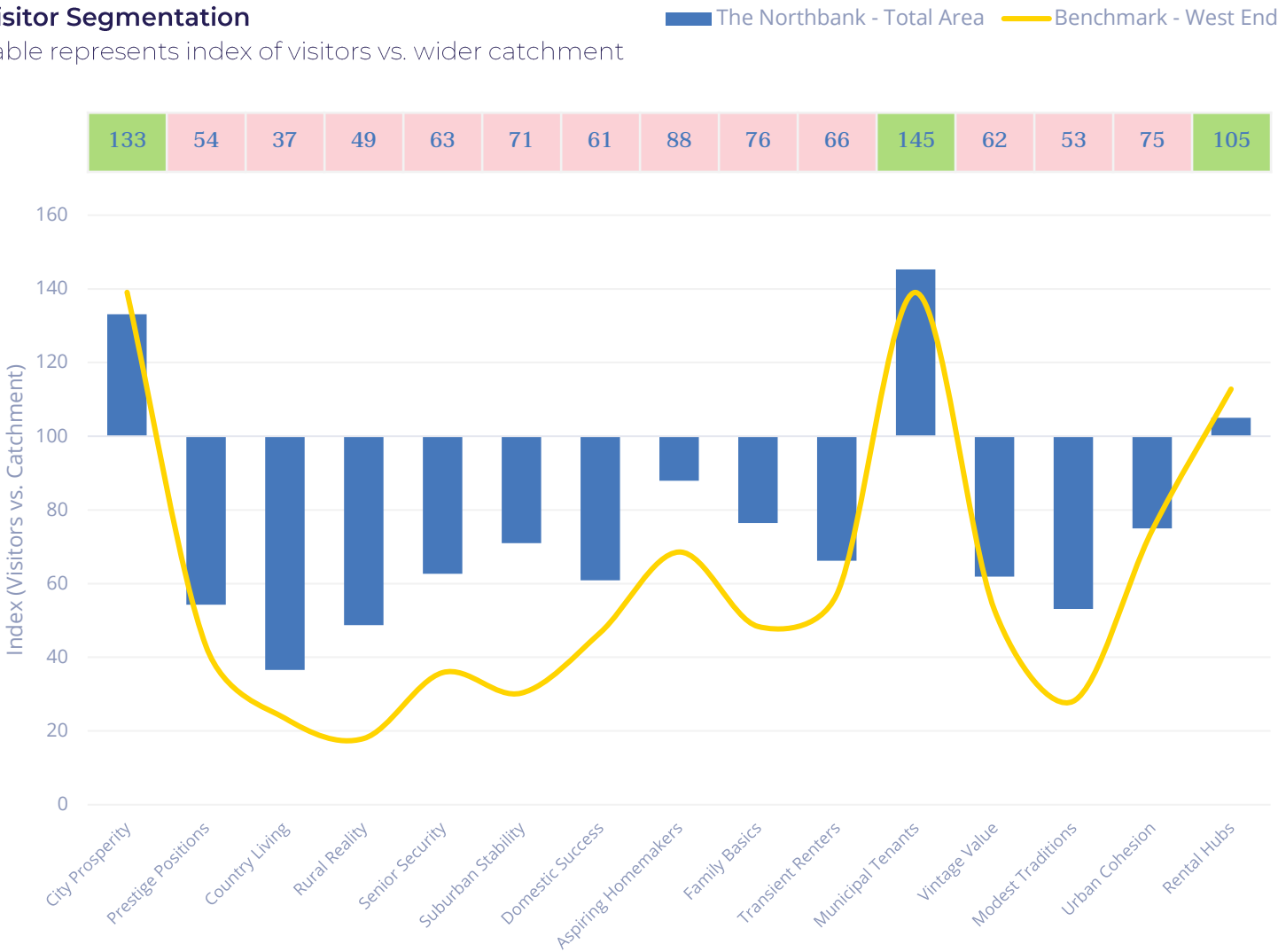
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Municipal Tenants are residents who rent inexpensive city homes in central locations (Age: 56-65 | Income: <£15k)

Visitor Segmentation

Table represents index of visitors vs. wider catchment



Source: Colliers LocateFootfall | Mosaic Experian
See Appendix for defined BID boundaries

04

APPENDIX



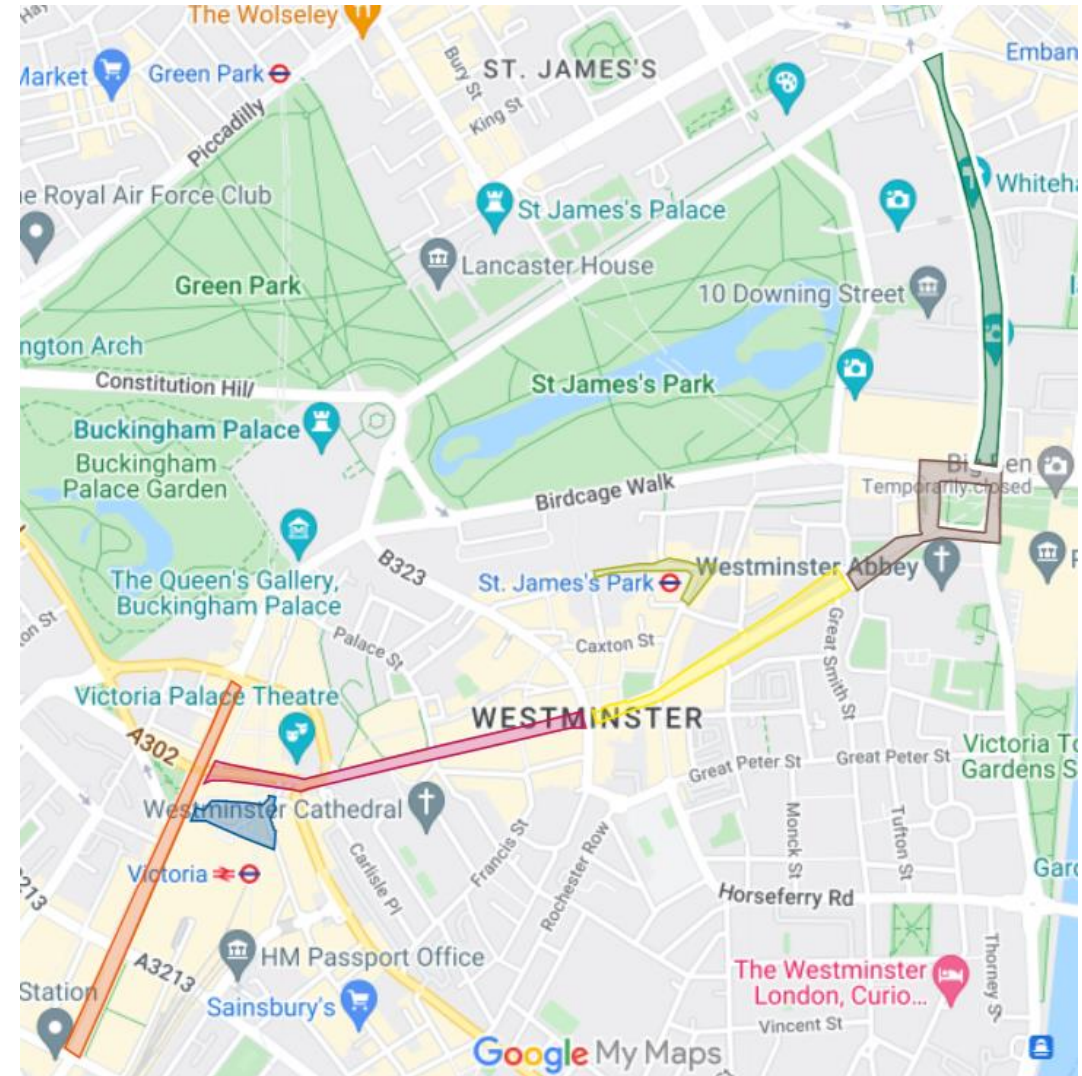
APPENDIX | VICTORIA BID

VICTORIA BID STUDY AREAS

Victoria BID insights have been tracked across 7 study areas within the BID area:

1. Whitehall
2. Buckingham Palace Road
3. Parliament Square
4. St James' Park Station
5. Terminus Place
6. Victoria Street – East
7. Victoria Street – West

In addition, London West End is used as a benchmark location to make comparisons throughout the report

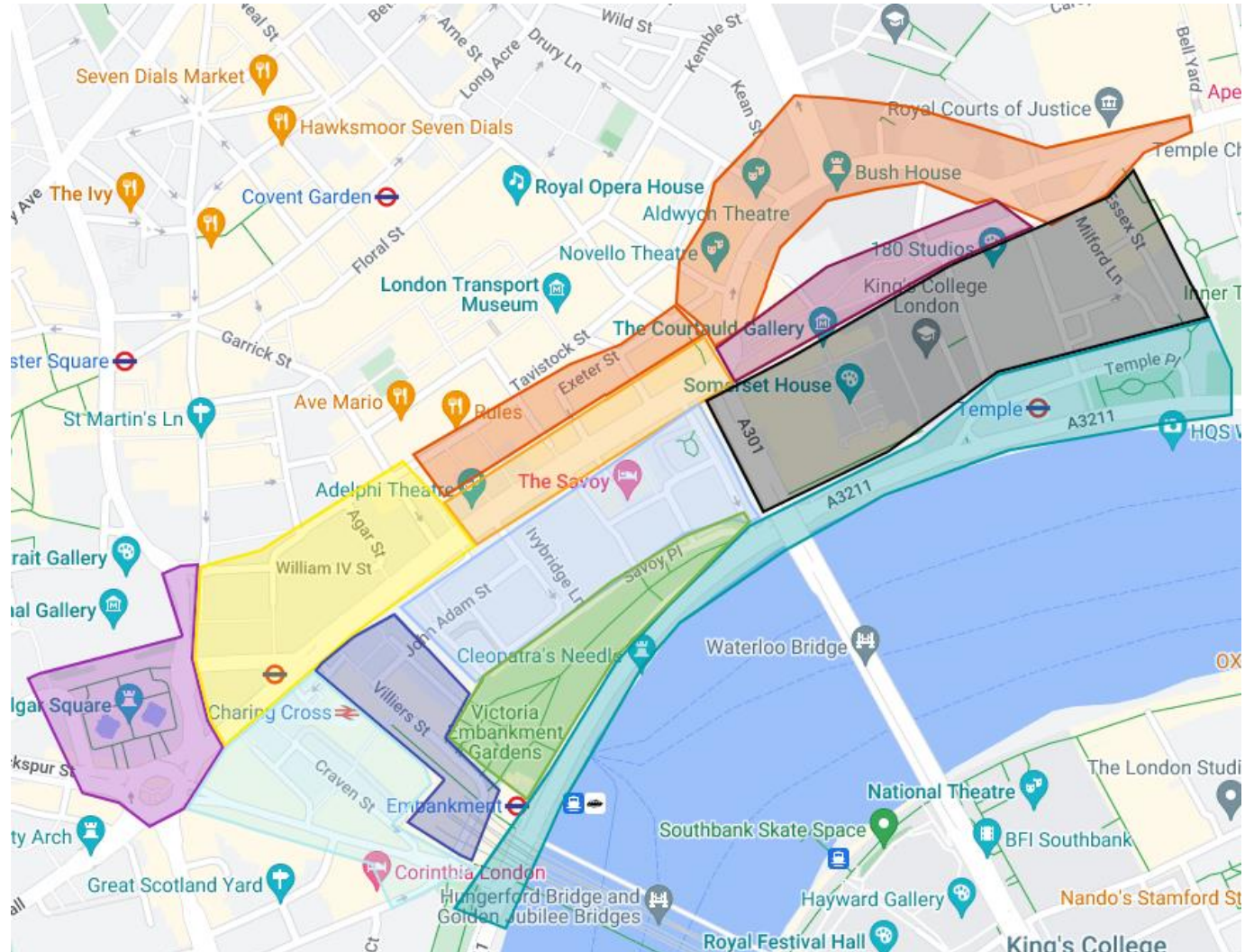


APPENDIX | NORTHBANK BID

NORTHBANK BID STUDY AREAS

Northbank BID insights have been tracked across 12 study areas within the BID area:

1. Trafalgar Square
2. Strand – West
3. Strand – Central
4. Maiden Lane & Tavistock
5. Aldwych 'D'
6. Strand/Aldwych
7. Somerset/Arundel
8. Riverfront
9. Adelphi
10. Victoria Embankment Gardens
11. Villiers Street
12. Northumberland Avenue



APPENDIX | LONDON HERITAGE QUARTER

WEST END BENCHMARK

Victoria BID & Northbank BID insights are benchmarked against wider West End to provide context.



APPENDIX | MOSAIC EXPERIAN

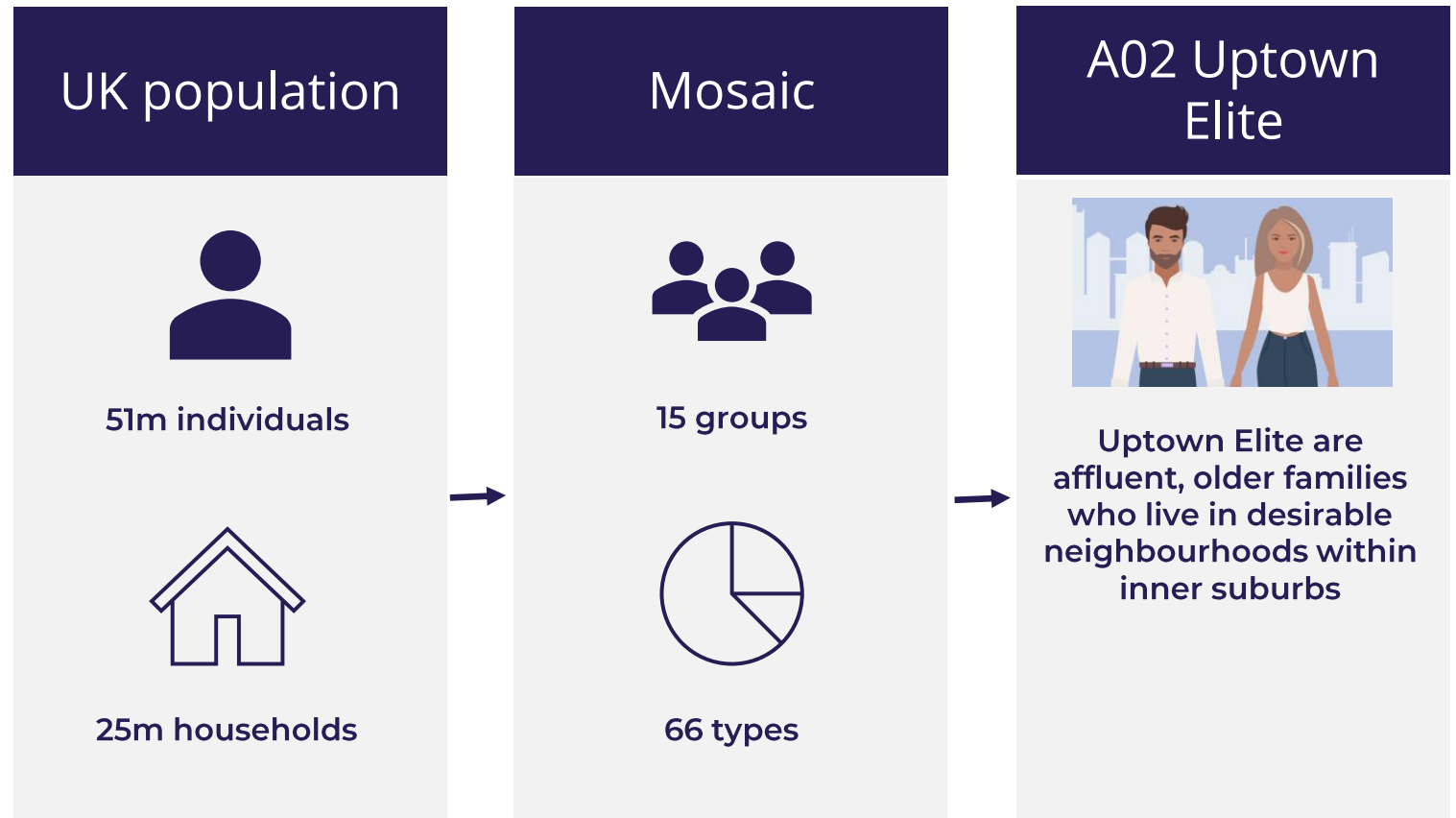
EXPERIAN'S MOSAIC SEGMENTATION

Experian is a multi-national data analytics and consumer credit reporting company, which produces Mosaic – a simple, but powerful framework to help understand customers and visitors.

Experian's Mosaic Customer segmentation tool provides detailed classification of the UK consumer market, based on demographic, behavioural and lifestyle characteristics, providing a universal, and easy-to-understand segmentation.

Mosaic customer segmentation divides a consumer base into groups of individuals that are similar in specific ways, such as:

- Age
- Interests
- Life stage
- Spending habits



APPENDIX | MOSAIC EXPERIAN

EXPERIAN'S MOSAIC SEGMENTATION DESCRIPTIONS

Type Name	Description	Age	Income
A City Prosperity	High status city dwellers living in central locations and pursuing careers with high rewards.	26-35	£100-150k
B Prestige Positions	Established families in large detached homes living upmarket lifestyles.	55-65	£150k+
C Country Living	Well-off owners in rural locations enjoying the benefits of country life.	66+	£70-99k
D Rural Reality	Householders living in less expensive homes in village communities.	56-65	£20-30k
E Senior Security	Elderly people with assets who are enjoying a comfortable retirement.	66+	£20-30k
F Suburban Stability	Mature suburban owners living settled lives in mid-range housing.	56-65	£30-39k
G Domestic Success	Thriving families who are busy bringing up children and following careers.	36-45	£70-99k
H Aspiring Homemakers	Younger households settling down in housing priced within their means.	26-35	£40-49k
I Family Basics	Families with limited resources who budget to make ends meet.	36-45	£20-29k
J Transient Renters	Single people renting low cost homes for the short term.	26-35	£20-29k
K Municipal Tenants	Urban residents renting high density housing from social landlords.	56-65	<£15k
L Vintage Value	Elderly people with limited pension income, mostly living alone.	66+	<£15k
M Modest Traditions	Mature homeowners of value homes enjoying stable lifestyles.	56-65	£20-29k
N Urban Cohesion	Residents of settled urban communities with a strong sense of identity.	36-45	£20-29k
O Rental Hubs	Educated young people privately renting in urban neighbourhoods.	26-35	£30-39k

Source: Mosaic – Experian
 All descriptions for segmentation types provided by Experian



Colliers

Data-driven, objective location strategy

We work with Occupiers and Landlords/Investors to optimize store/branch estates and real estate assets

WHAT WE DO...



For Occupiers

Roll-out
prioritisation



Network
optimisation

Cannibalisation
analytics



Predictive
performance
forecasting



For Landlords



Sustainable
rent modelling



Consumer
surveys



Development
appraisal

Geographic
marketing
recommendations



Tenant mix
strategy



For Public Sector

Venue
rankings



Visitor
profiling



Capacity
studies

For all

Customer
profiling +
segmentation



Channel 'halo'
analytics



Footfall
reporting



Turnover
forecasting



Catchment
definitions and
profiling



Colliers LocateFootfall

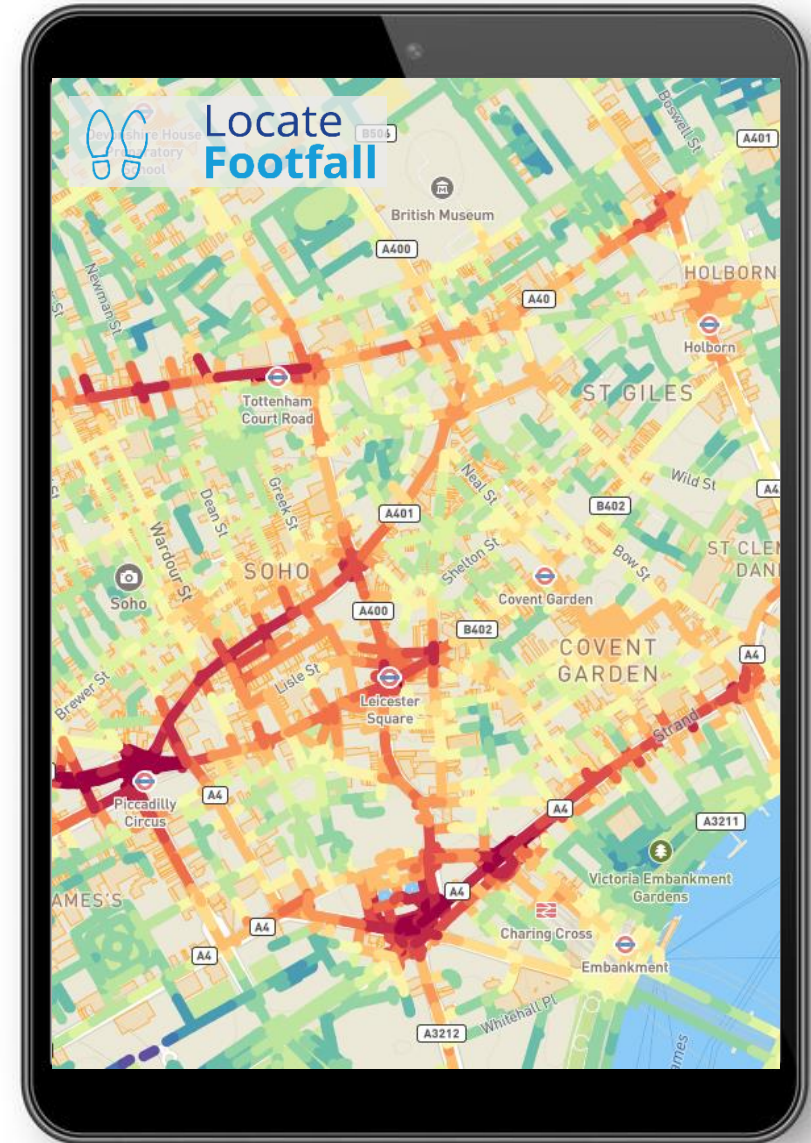
Footfall Intelligence

Using mobile data, we are able to profile visitors from a data pool of billions of records

Part of Colliers' proprietary LocateInsights Platform, LocateFootfall delivers unique crowd level profile & behavioural insights for use across the UK retail sector.

The platform is the product of a range of unique partnerships across the Data & Proptech markets, harnessing big data and A.I via a simple browser based tool.

- ✓ Market leading intelligence from 80+ data sources
- ✓ Sample size of over 9 million active smartphone users
- ✓ Delivers data instantly without hardware installation
- ✓ Location data at any level of geography, over any time period



OVERVIEW



Locate
Footfall



80+ DATA SOURCES

Data is derived from three core sources; GPS data from mobile apps, Wifi providers and Telecoms providers. Three sources combined deliver national coverage, to the highest levels of granularity.

**15
million**
mobile
customers

Anonymised

Personal data eliminated and hashed to keep an anonymised ID only

Aggregated

IDs grouped to crowd data, no individual is identifiable

Extrapolated

Algorithms applied so the insights represent the entire population

GDPR

GDPR insists that no personal data is to be used for marketing purposes, without permission even if it is anonymised...

- *In short, all mobile devices used in the data provided from the platform have opted in.*
- *All personal information is anonymised leaving only an 'anonymised identifier' for each individual. This is not personally identifiable information, and it cannot be linked against other datasets.*
- *Our data vendors have been operational long before GDPR came in to effect in 2018 – long standing security processes and strong legal frameworks.*
- *All data available in our platform is extrapolated to represent the national population - Under no circumstances is an individual ever identifiable in our data.*

Partner Accreditations:



About us



COLLIERS RETAIL STRATEGY & ANALYTICS

The Colliers Retail Strategy & Analytics platform consists of the very best talent from all over the country. Our enterprising approach and global reach mean we deliver location strategy solutions that drive exceptional results for every client, everywhere.

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