Victoria BID

Visitor insights: April 2024

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Accelerating success.

Victoria, Victoria Westminster and Whitehall BIDs

Introduction

Colliers works with the BIDs to provide ongoing visitor insights to support BID managers and members in driving activity and growth across the area.

This monthly report provides key insights from preceding month including information about:

- ⊘ Visitor footfall & profile

- ⊘ Visitor behaviour

Visitor insights data is sourced from Colliers' LocateFootfall platform and profiled using Experian's Mosaic segmentation. The platform is powered by extensive mobility data covering a growing sample of 15+ million smartphone users.

Locate **Footfall**
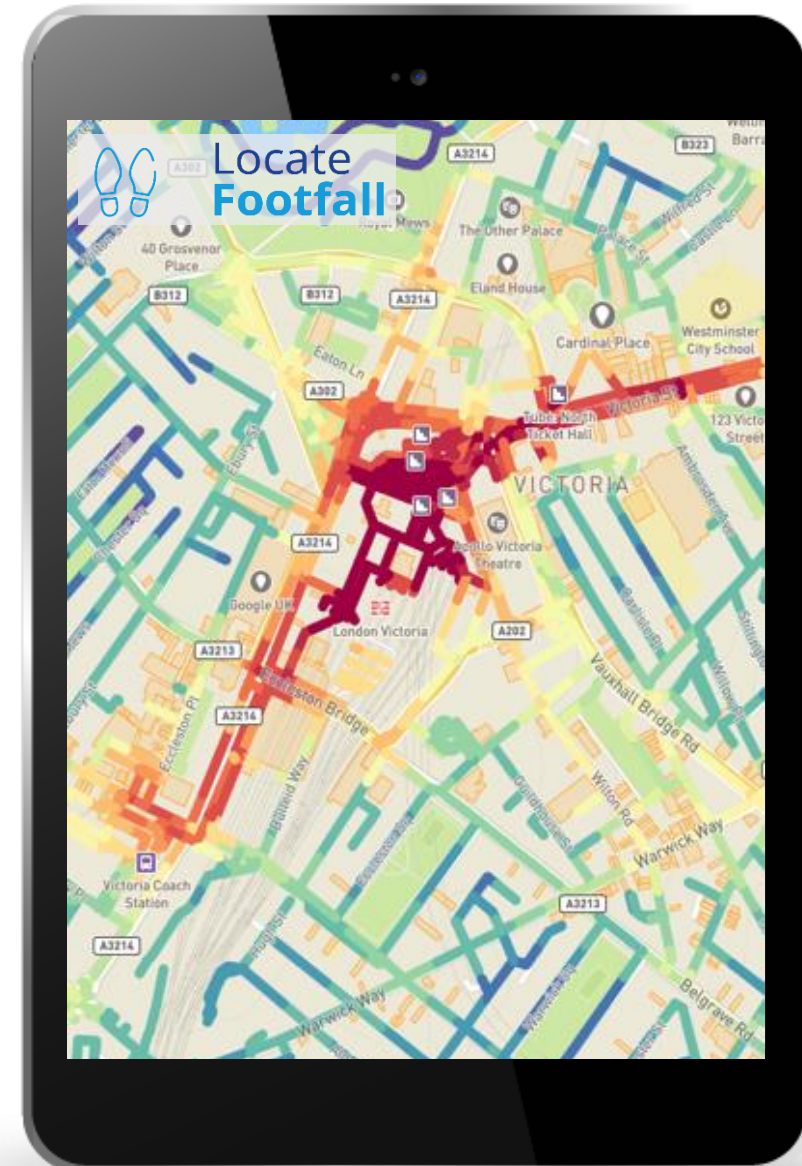
Visitor insights
Visits

Area	Footfall (Millions)	Month-on-Month	Year-on-Year	vs. 2019
Victoria BID	14.4	**-1.6%**	**22.0%**	**-2.7%**
Benchmark: West End	20.4	*0.7%*	*9.7%*	*-44.9%*

- Visits to Victoria BID study areas up +22% year-on-year in April 2024
  - Visits to the West End were up +9.7% vs. the same month last year
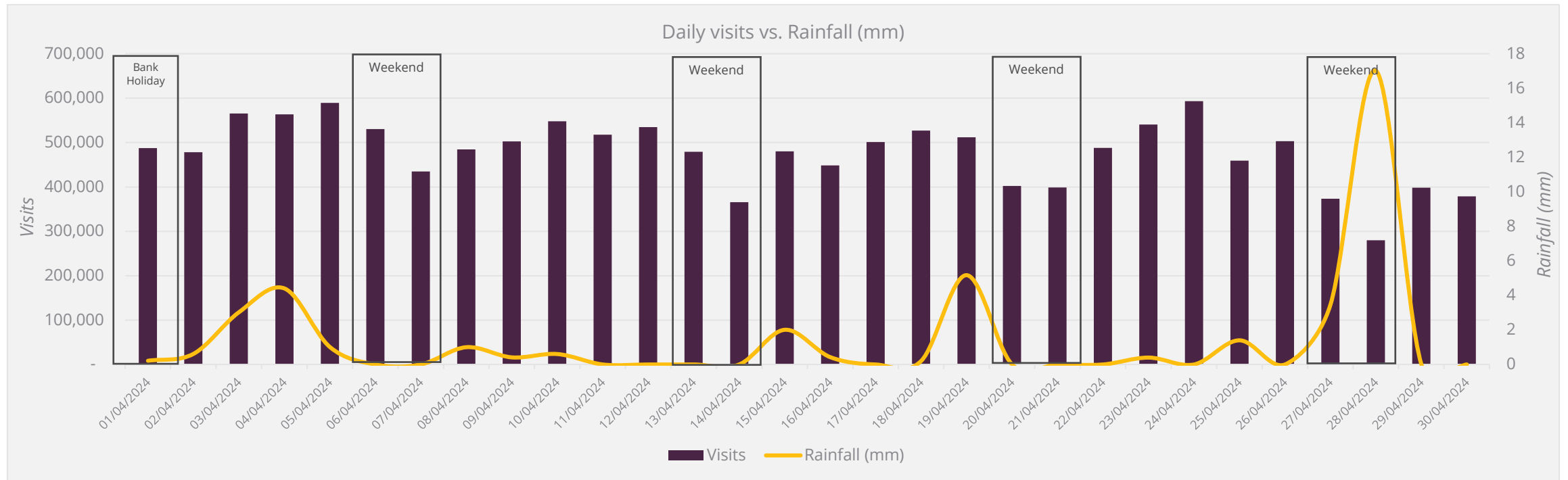- Visits to the BID were down -1.6% vs. March 2024, compared to +0.7% for West End

Source: LocateFootfall

Footfall down -1.6% month-on-month & up +22.0% year-on-year

Visitor insights
Weather

Daily visits vs. Rainfall (mm)

- Daily visits to Victoria BID higher at the start of the month, due to Easter school holidays; average daily footfall **549,331** between 2nd April – 5th April compared to **497,121** between 16th April – 19th April

- Significant rainfall on weekend of 27th / 28th April impacted visit volumes: **279,909** visits on Sunday 28th vs. **369,827** April Sunday average

*Source: LocateFootfall (Colliers), Visual Crossing Weather*

Visitor insights
Area visits

| Area	2024 April	Month-on-Month	Year-on-year	vs. 2019
Victoria BID (All)	**14,367,101**	**-1.6%**	**22.0%**	**-2.7%**
Buckingham Palace Road	2,335,781	-1.7%	22.6%	-2.7%
Parliament Square	3,000,965	3.3%	19.3%	-9.9%
Terminus Place	1,508,457	3.0%	49.8%	-11.0%
Victoria Street - West	1,486,845	-2.2%	17.9%	-32.5%
St. James's Park Station	189,503	16.7%	28.8%	-70.3%
Victoria Street - East	1,085,714	-12.8%	9.9%	6.8%
Whitehall	4,759,836	-3.4%	20.3%	36.7%
Benchmark - West End	*20,439,453*	*0.7%*	*9.7%*	*-44.9%*

- All areas continued to experience strong performance year-on-year, with the entire Victoria BID seeing **+22.0%** growth vs. April 2023

- Performance relatively consistent month-on-month, with total BID experiencing a slight decline of **-1.6%**

- St James' Park Station continued to be the strongest performer month-on-month; growth of **+16.7%** month-on-month and **28.8%** year-on-year

Source: LocateFootfall (Colliers)

Locate Footfall

Visitor insights
Visit frequency
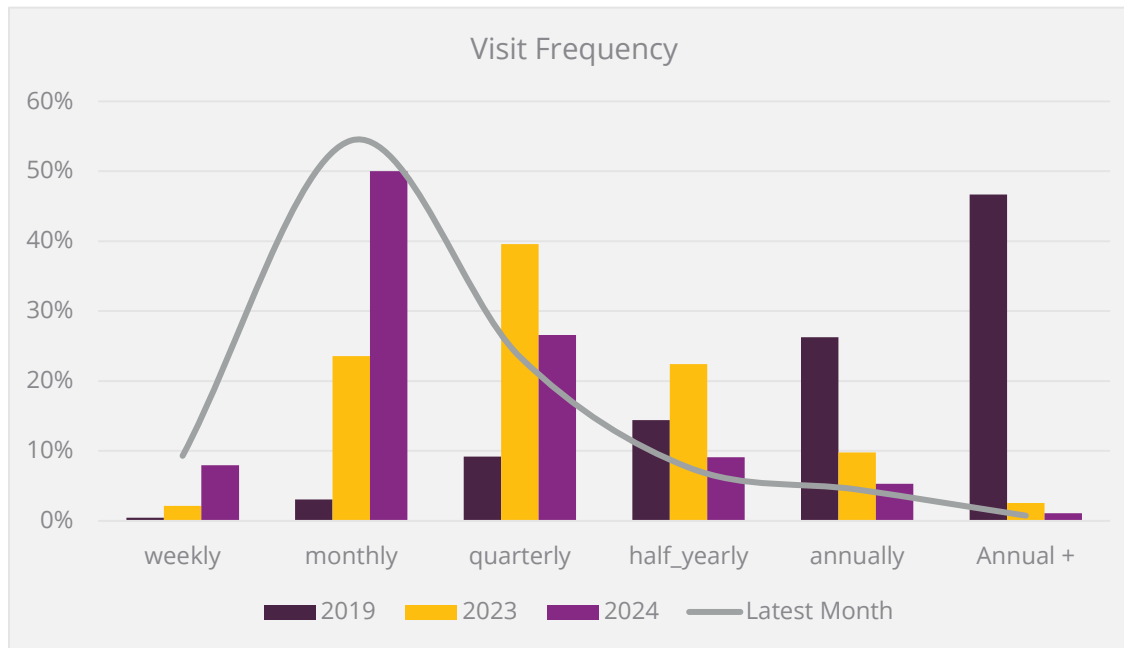
- Increase in visit frequency in April 2024 vs. the start of 2024; **63%** of visitors visiting at least monthly **vs. 58%** for 2024 average

- April visit frequency follows similar distribution to 2024 average, with a shift in behaviour to more frequent visits
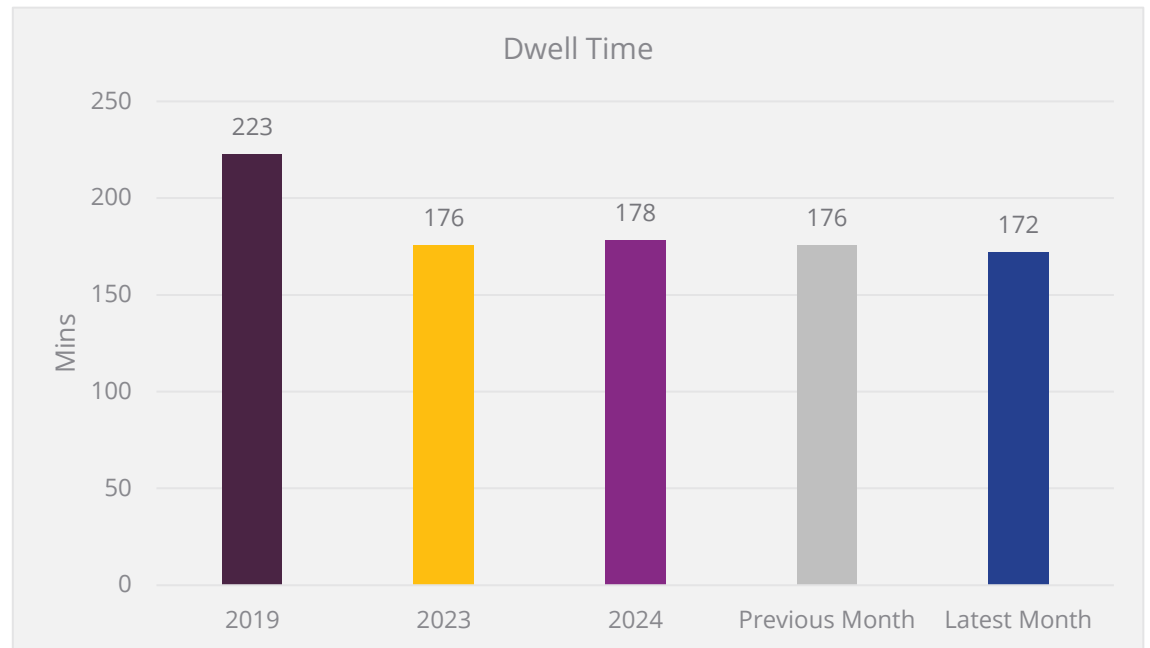
- Dwell time in April 2024 -**4%** below 2024 average, and **-2%** vs. March 2024

- Visitor dwell in April 2024 down **-1%** vs. April 2023

Source: LocateFootfall

Confidential

Visitor insights
Visits by day

Visit Share by Day

Average Visits by Day
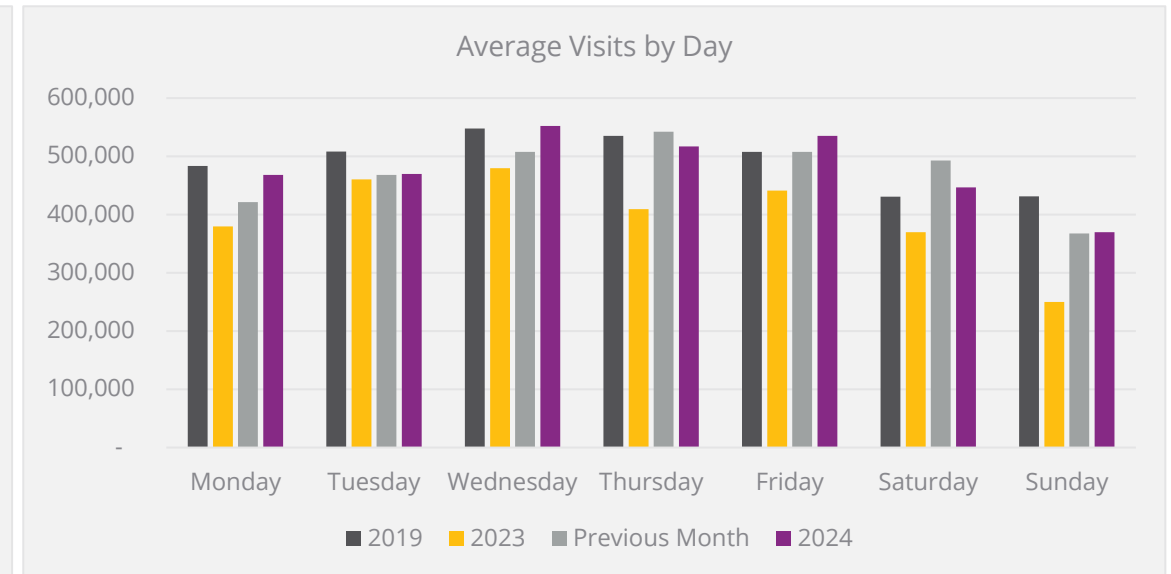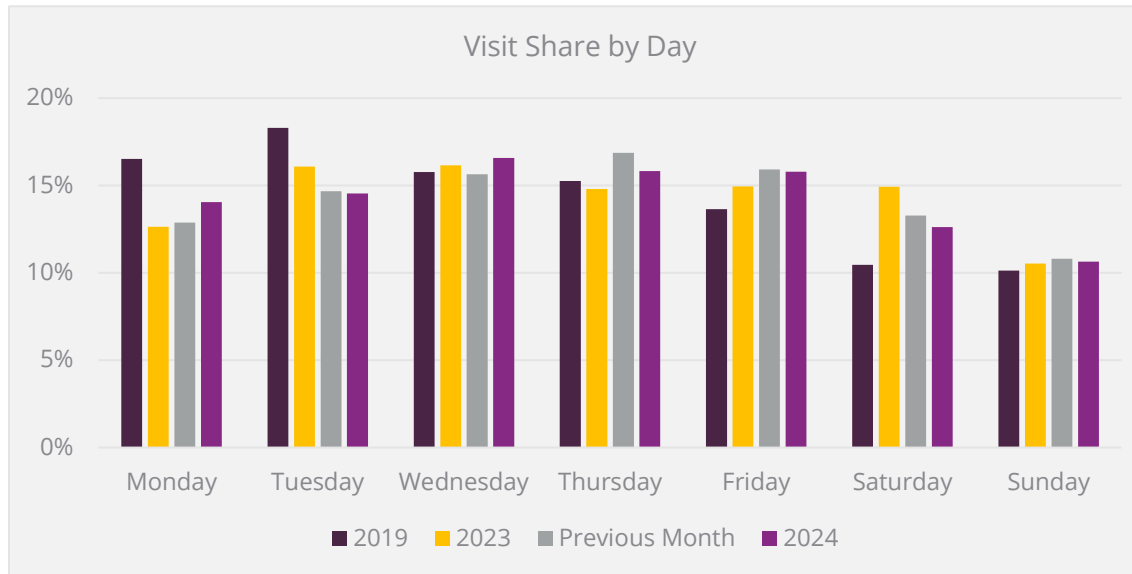
- In April 2024, **Wednesdays** became the most popular day to visit the BID, with **17%** share of weekly visits

- Slight shift in the distribution of visits throughout the week, with a **more distributed visit share** across the entire week

  - Visit behaviour was heavily dominated by weekday office visits in 2019 while weekend share of visits has increased in 2024; Tuesday accounted for 18% of visits in April 2019 vs. 15% in 2024

Source: LocateFootfall

Visitor insights
Visits by hour

Visit Share by Hour — 2019, 2023, 2024

Average Visits by Hour — 2019, 2023, 2024
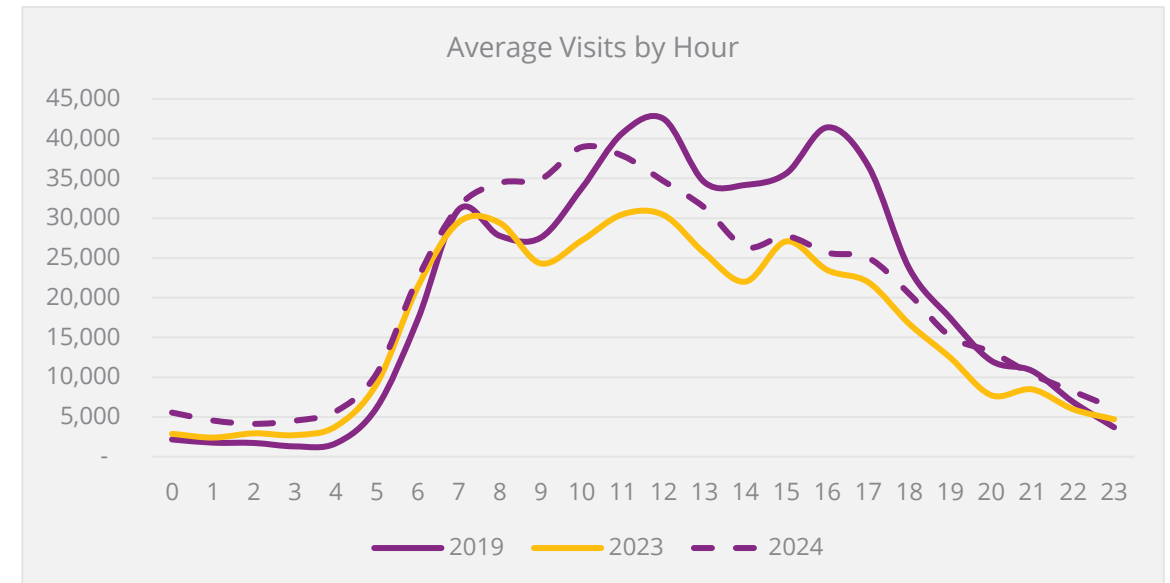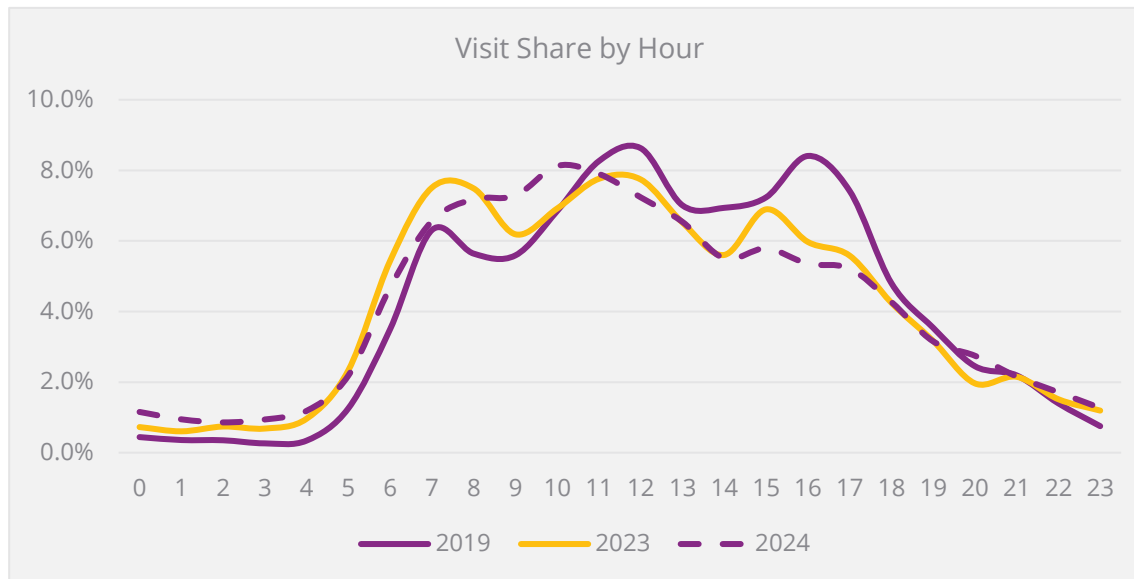
- Peak time for visits in the BID shifted slightly earlier in April 2024 to between **9am-11am**, with remaining visit distribution throughout the day following a similar trend vs. April 2023; **higher visit proportion in mid/late-morning** and lower proportion in early evenings vs. 2019

- Share of **visits in late evening** accounted for a **similar proportion to 2019**; while previous months in 2024 have seen large differences in evening visitor behaviour between 2019 & 2024.

Source: LocateFootfall

Confidential

Visitor insights
Visitor segmentation

Visitor Segmentation

(Chart legend: ■ Victoria BID   ── Benchmark - West End)

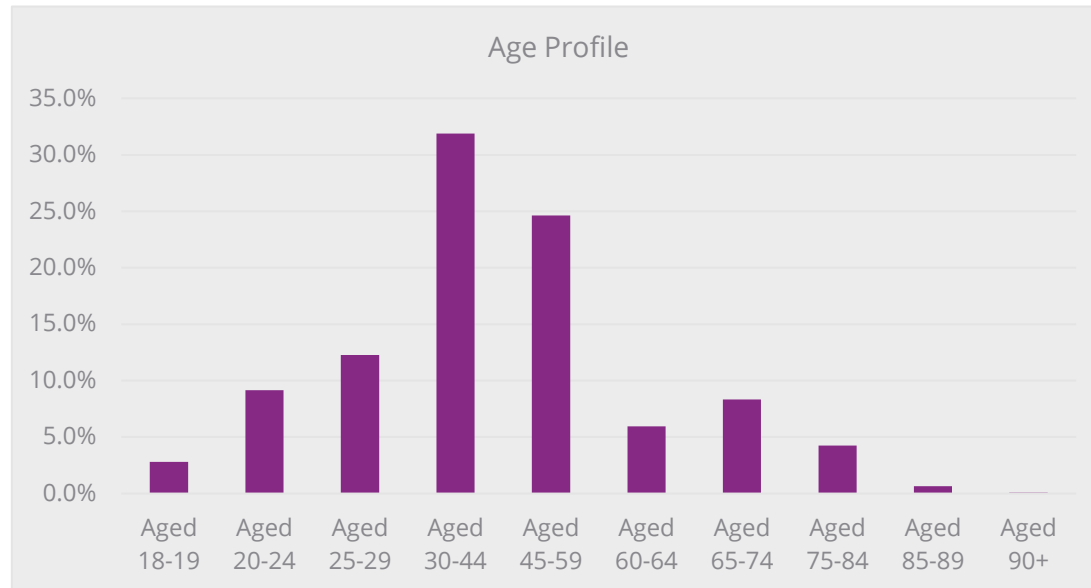Categories: City Prosperity, Prestige Positions, Country Living, Rural Reality, Senior Security, Suburban Stability, Domestic Success, Aspiring Homemakers, Family Basics, Transient Renters, Municipal Tenants, Vintage Value, Modest Traditions, Urban Cohesion, Rental Hubs
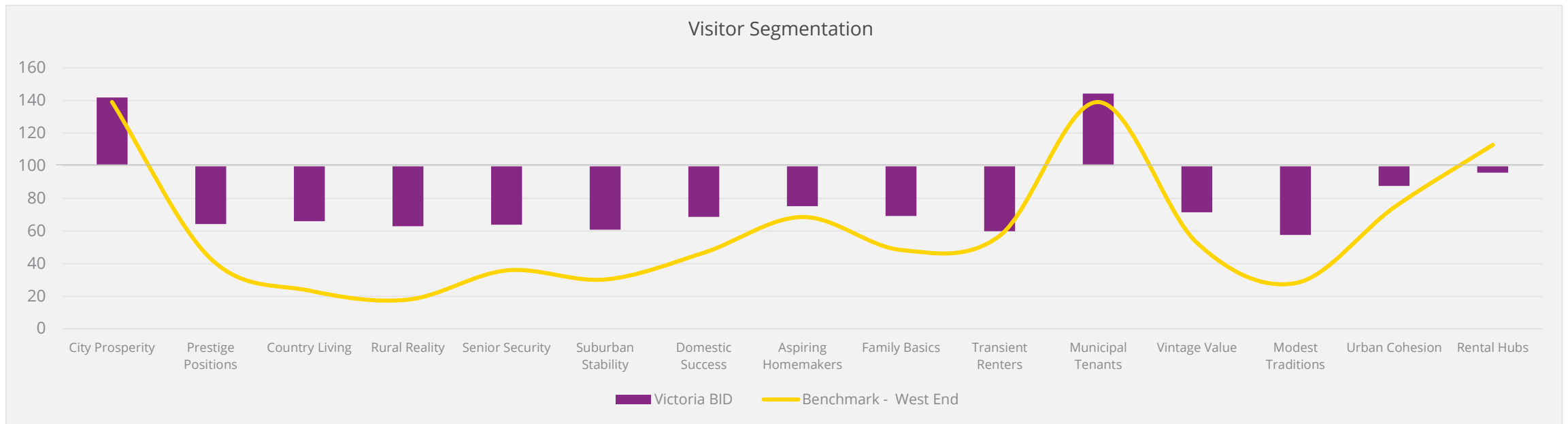
- Visitor profile remains in line with the West End, with a bias towards 2 Mosaic groups '**City Prosperity**' and '**Municipal Tenants**'
  - City Prosperity are high-income residents who have expensive homes in desirable metropolitan locations (Age 26-35, Income £100-150k)
  - Municipal Tenants are residents who rent inexpensive city homes in central locations (Age 56-65, Income <£15k)

Source: LocateFootfall, Mosaic - Experian

Visitor insights
Catchment profile

Age Profile chart showing percentages by age group:
- Aged 18-19
- Aged 20-24
- Aged 25-29
- Aged 30-44
- Aged 45-59
- Aged 60-64
- Aged 65-74
- Aged 75-84
- Aged 85-89
- Aged 90+

Occupation Splits chart showing:
- Managers, Directors and Senior Officials %
- Professional Occupations %
- Associate Professionals and Technical Occupations %
- Administrative and Secretarial Occupations %
- Skilled Trade Occupations %
- Caring, Leisure and Other Service Occupations %
- Sales and Customer Service Occupations %
- Process, Plant and Machine Operative %
- Elementary Occupations %

- Study areas have a bias towards mid-ranged age groups, particularly aged **30-44 years old (31.9%)** and **45-59 years old (24.6%)**
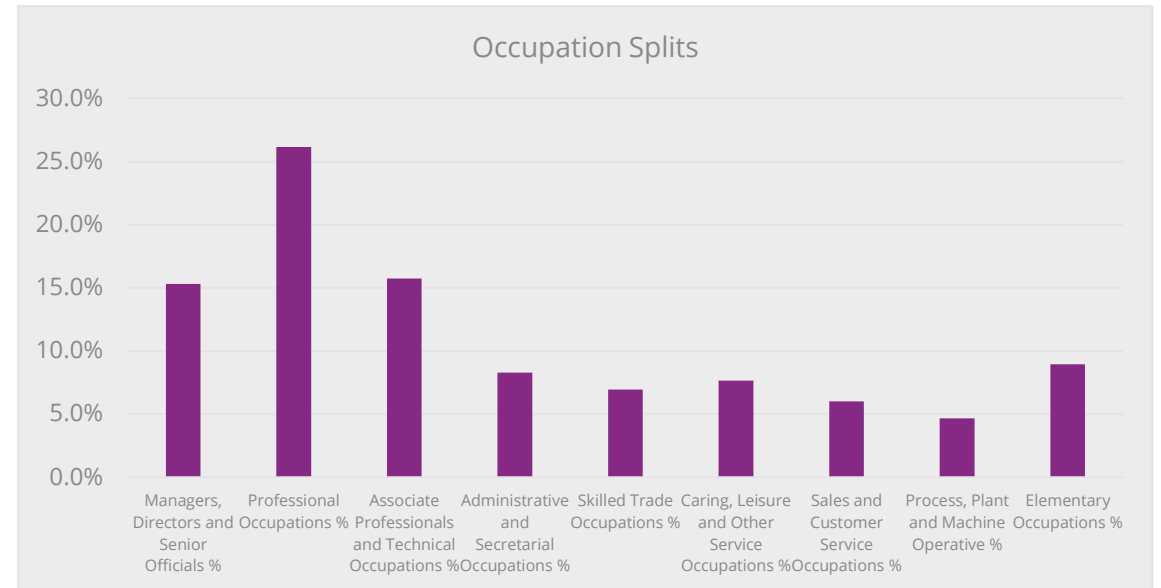
- Victoria BID study areas have a **bias towards 'white collar'**, typically higher paid occupations (towards left hand side of the graph) than the UK average

- '**Professional Occupations**' accounts for **26.2%** of study area

Appendix

Appendix
BID study areas

- Visitor insights have been tracked across 7 study areas within the BID area:
  1. Whitehall
  2. Buckingham Palace Road
  3. Parliament Square
  4. St James's 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

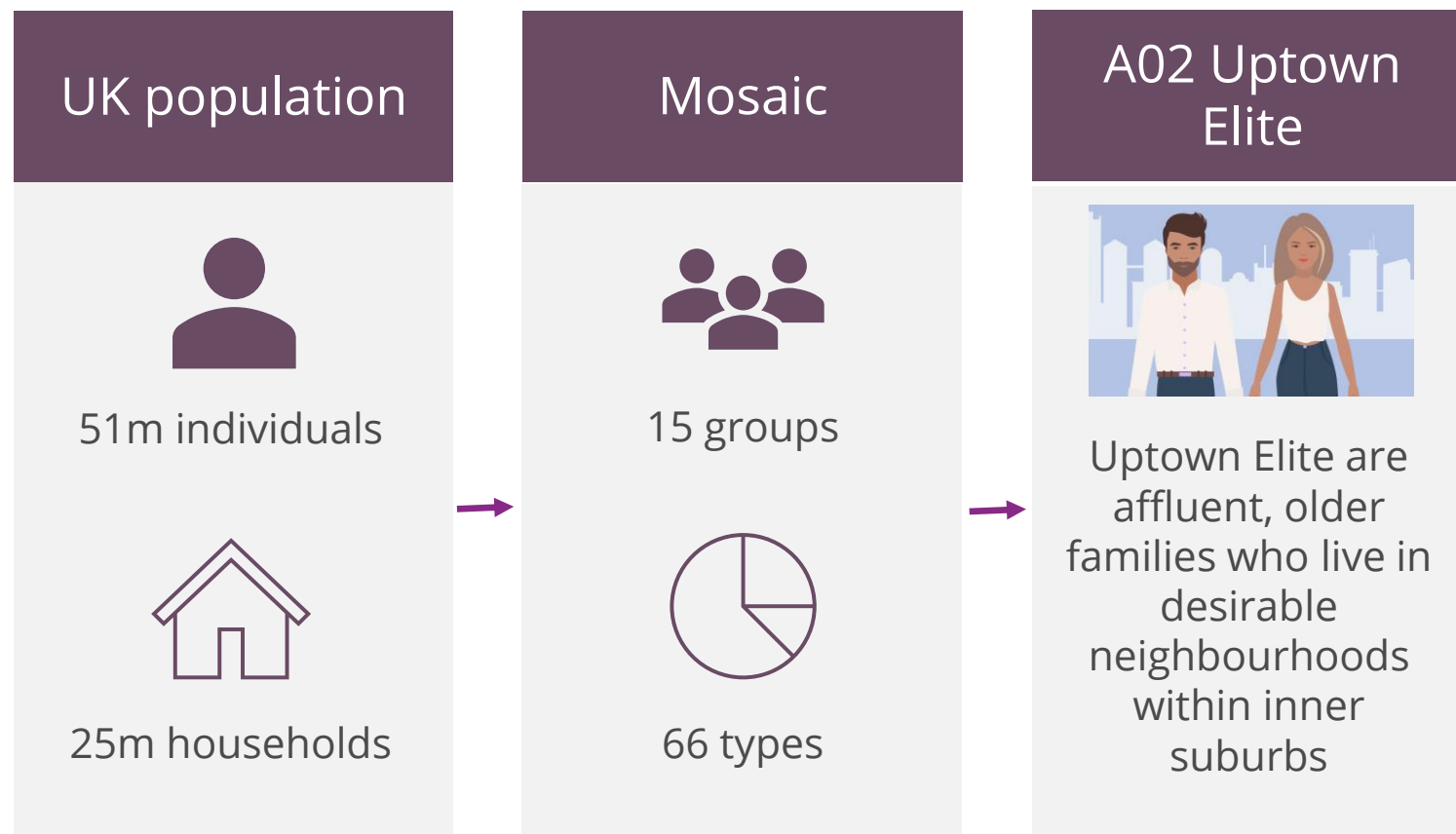- Annual numbers throughout report reflect Jan-Dec period.
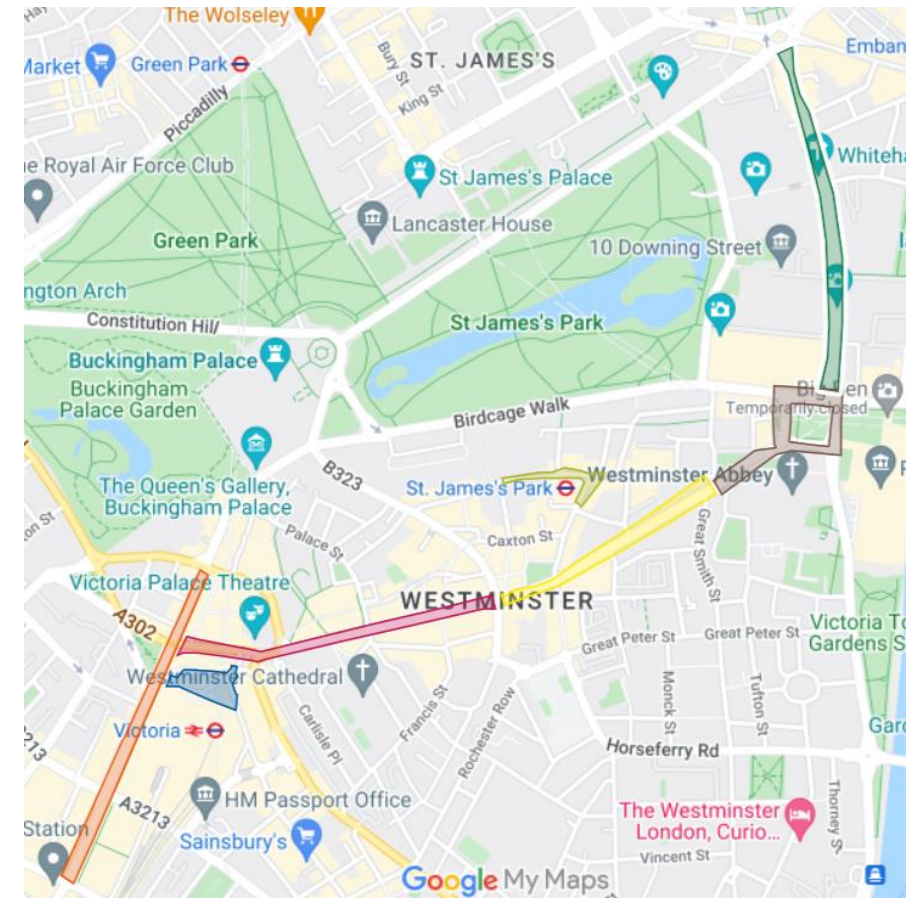
Appendix
Mosaic segmentation

- 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

UK population	Mosaic	A02 Uptown Elite
51m individuals	15 groups	Uptown Elite are affluent, older families who live in desirable neighbourhoods within inner suburbs
25m households	66 types	

Appendix
Mosaic groups

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

experian.

Data-driven, objective location strategy

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

Retail Strategy & Analytics
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 15 million active smartphone users

✓ Delivers data instantly without hardware installation

✓ Location data at any level of geography, over any time period

Locate **Footfall**
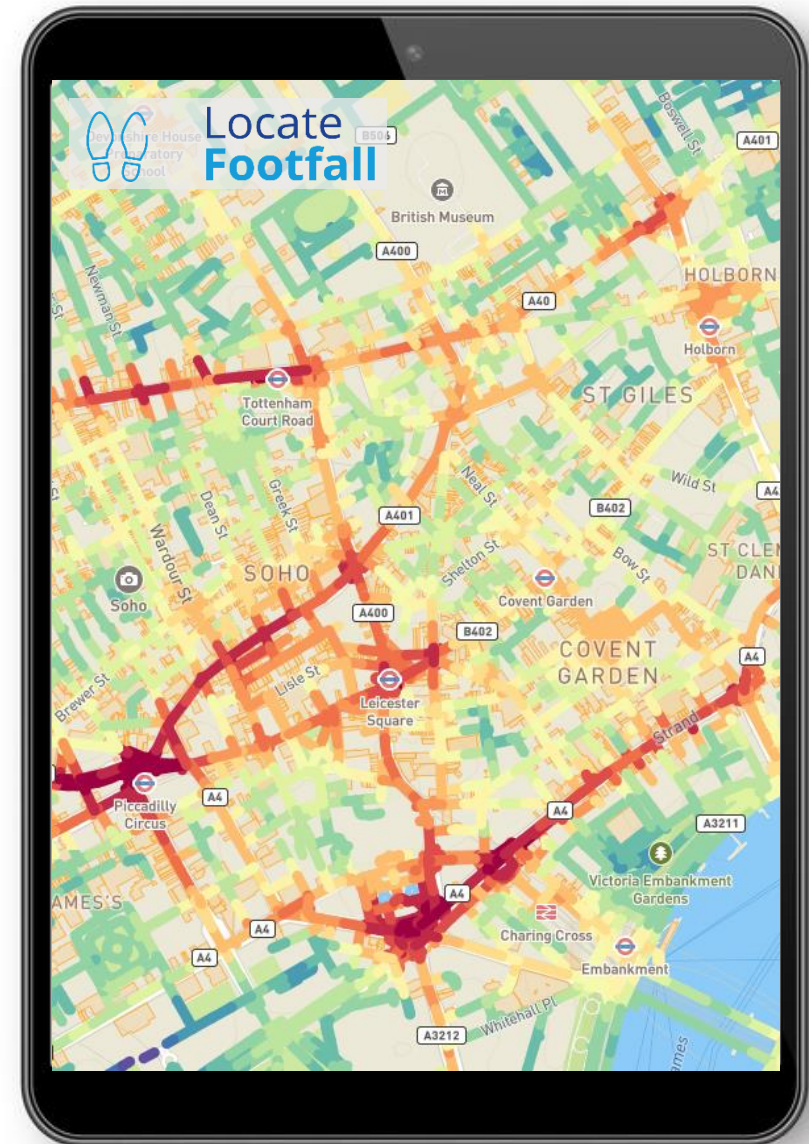
Colliers LocateFootfall platform
Overview

Locate Footfall

Anonymised
Personal data eliminated and hashed to keep an anonymised ID only

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

Aggregated
IDs grouped to crowd data, no individual is identifiable

Extrapolated
Algorithms applied so the insights represent the entire population

Colliers LocateFootfall platform
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
15+ years' experience across leadership

Retail Strategy & Analytics practice led by Paul Matthews and Paddy Gamble

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- 13+ years' experience in location analytics and retail strategy

- Previously Global 'Shape of Chain' Location Analytics Lead at Javelin Group/Accenture

- Worked with 80+ occupiers across UK, EMEA, US and Asia providing objective, analytics driven store/branch estate optimisation strategy and insights

- 15+ years' experience in spatial & data analytics and retail strategy

- Led multiple global retail real estate engagements relating to development evaluations, acquisition appraisals and strategic advice on existing assets

- Developed advanced analytical techniques and data insights to provide analytics-driven strategy for asset management and real estate development

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