

Colliers



Victoria BID

Visitor insights: January 2024

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LONDON
HERITAGE
QUARTER HQ

Accelerating success.



Victoria, Victoria Westminster and Whitehall BIDs

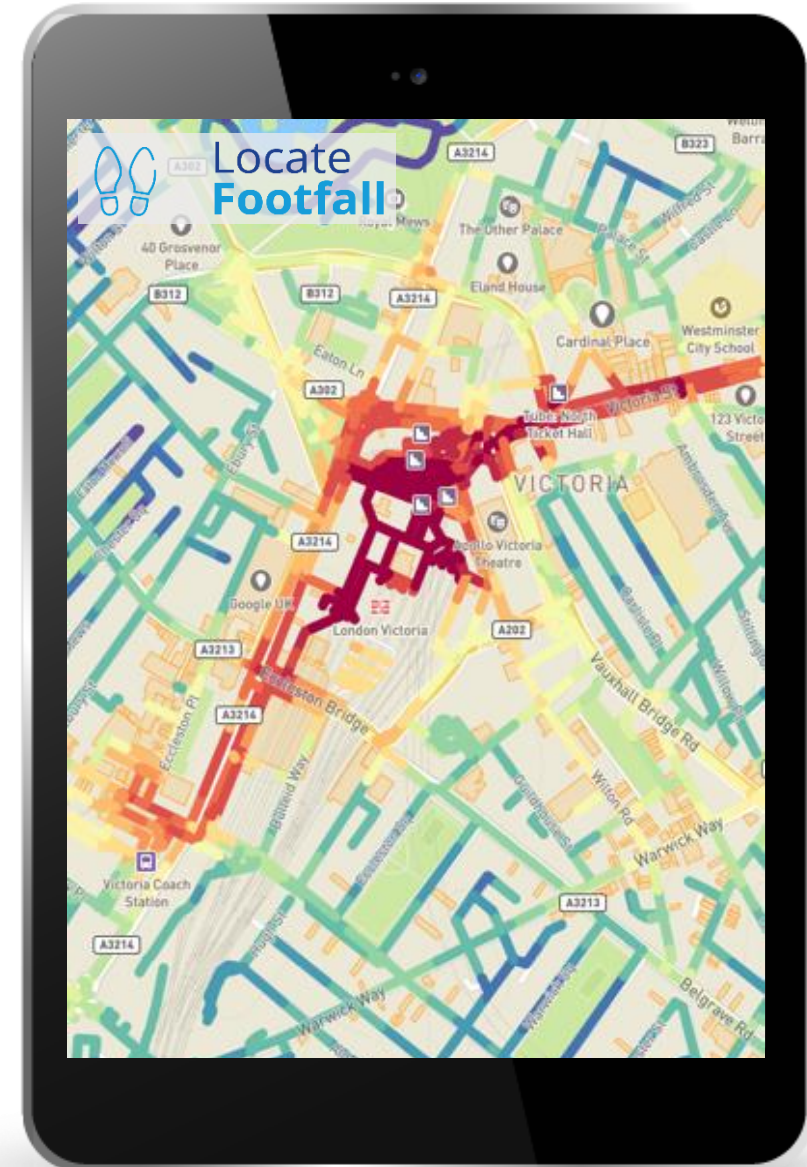
Introduction

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.



Visitor insights

Visits

Area	Footfall (Millions)	Month-on- Month	Year-on- Year	vs. 2019
Victoria BID	11.2	-16.6%	39.4%	-29.5%
Benchmark: West End	16.3	-20.5%	0.9%	-59.3%

- Visits to Victoria BID study areas up +39.4% year-on-year
- Visits to the West End were up +0.9% vs. the same month last year
- Visits to the BID were down -16.6% vs. December 2023, compared to -20.5% for West End

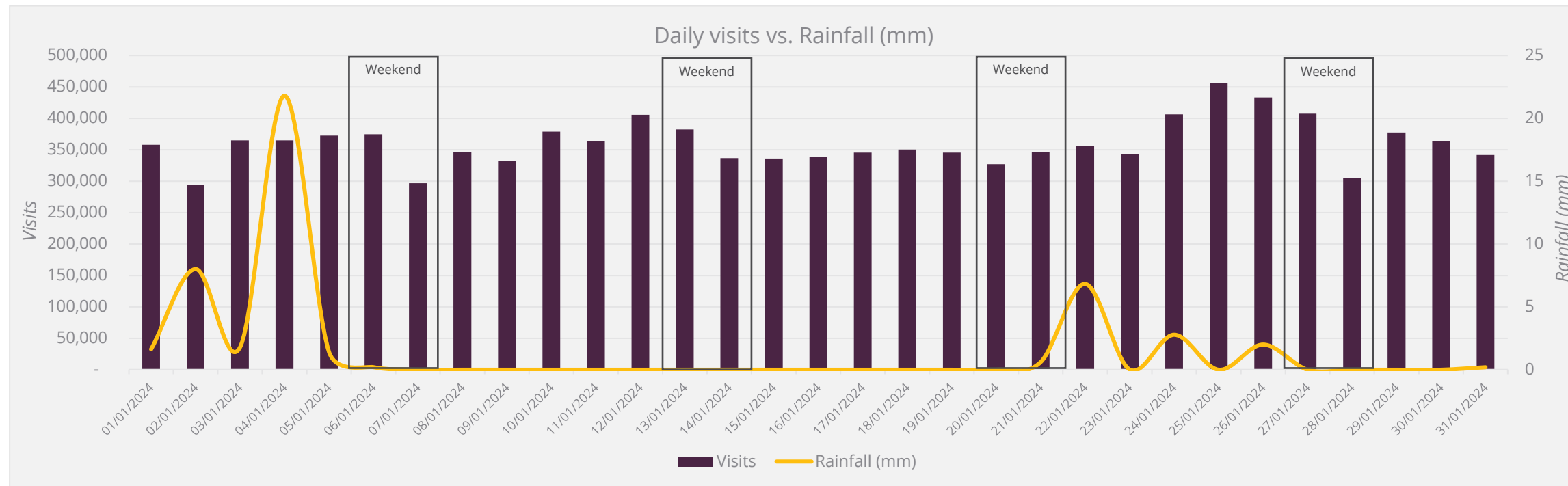
Source: LocateFootfall



- Footfall up +39.4% year & down -16.6% vs. December 2023

Visitor insights

Weather



- Visits remained fairly consistent throughout January 2023, with a slight rise towards the end of the month (25th-26th)
- Middle week in the month experienced a slight decline (-6% vs. prior week)

Source: LocateFootfall (Colliers), Visual Crossing Weather

Visitor insights

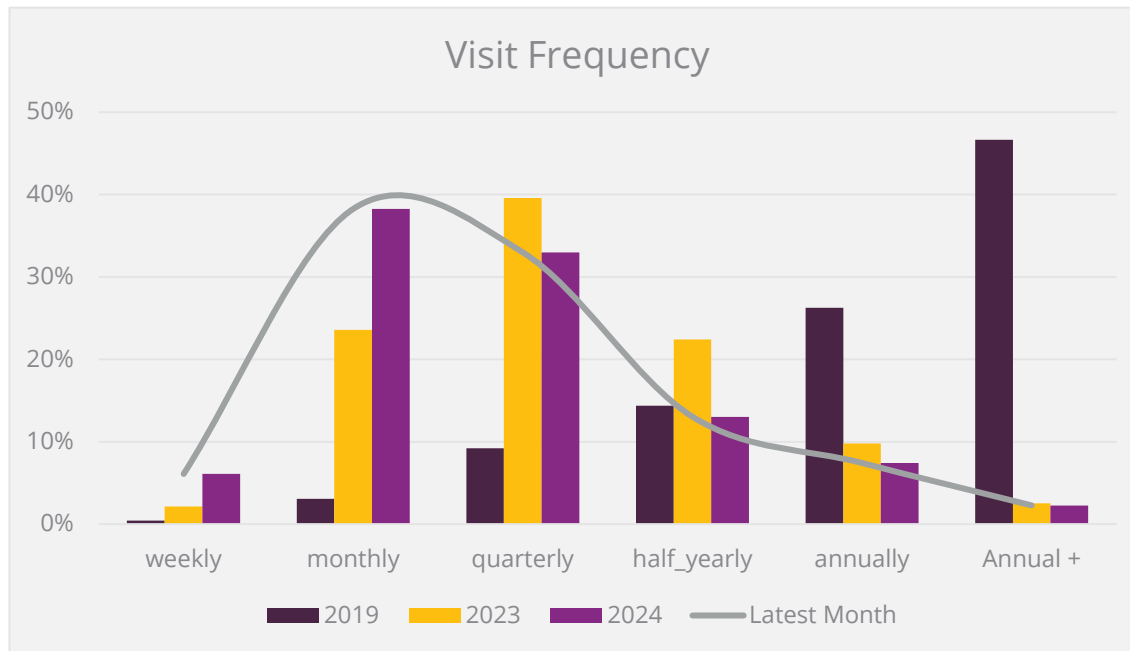
Area visits

Area	2024 January	Month-on- Month	Year-on-year	vs. 2019
Victoria BID (All)	11,153,973	-16.6%	39.4%	-29.5%
Buckingham Palace Road	1,843,063	-14.3%	37.1%	-32.2%
Parliament Square	2,235,348	-21.9%	38.1%	-23.4%
Terminus Place	997,969	-11.1%	59.2%	-51.7%
Victoria Street - West	1,098,312	-20.5%	43.6%	-60.4%
St. James's Park Station	100,092	-42.9%	21.6%	-86.8%
Victoria Street - East	894,864	-17.8%	36.1%	-23.4%
Whitehall	3,984,326	-13.2%	37.1%	16.7%
<i>Benchmark - West End</i>	<i>16,335,111</i>	<i>-20.5%</i>	<i>0.9%</i>	<i>-59.3%</i>

- All areas experienced strong performance year-on-year, with the whole Victoria BID seeing +39.4% growth vs. January 2023
 - Terminus Place & Victoria Street – West performed the strongest year-on-year
- Month-on-month performance down across the BID, due to festive trading period in December
 - Terminus Place & Whitehall had the strongest performance month-on-month

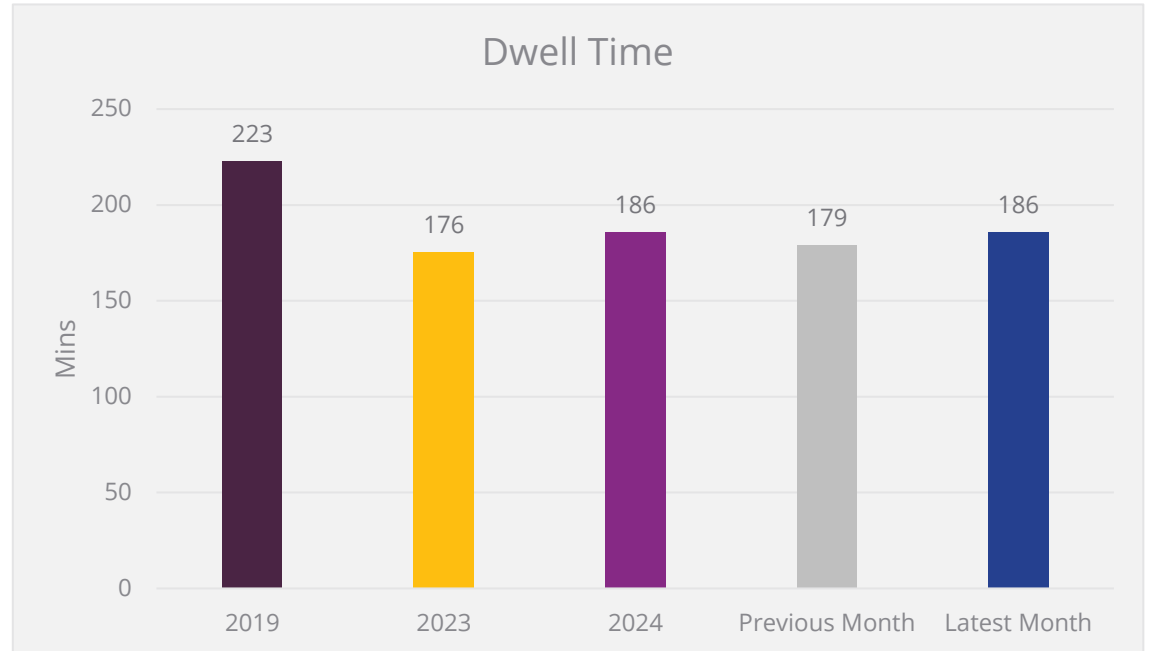
Visitor insights

Visit frequency



- Significant increase in visit frequency compared to 2019, with an increase in more frequent, shorter trips to the BID area
- Increase in proportion of visitors visiting monthly (38%) and quarterly (33%) in January 2024

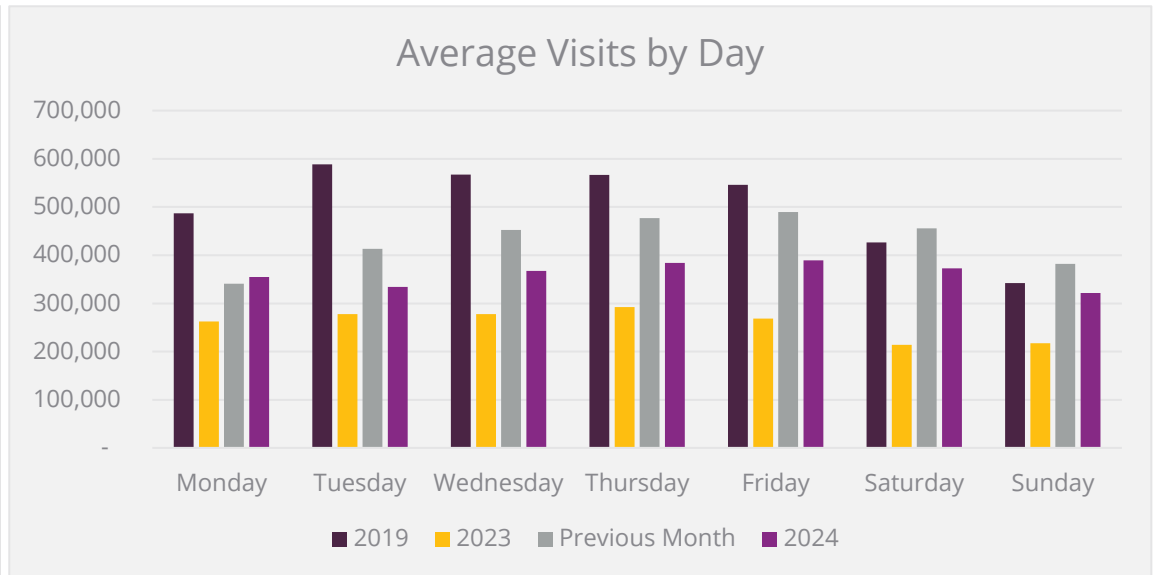
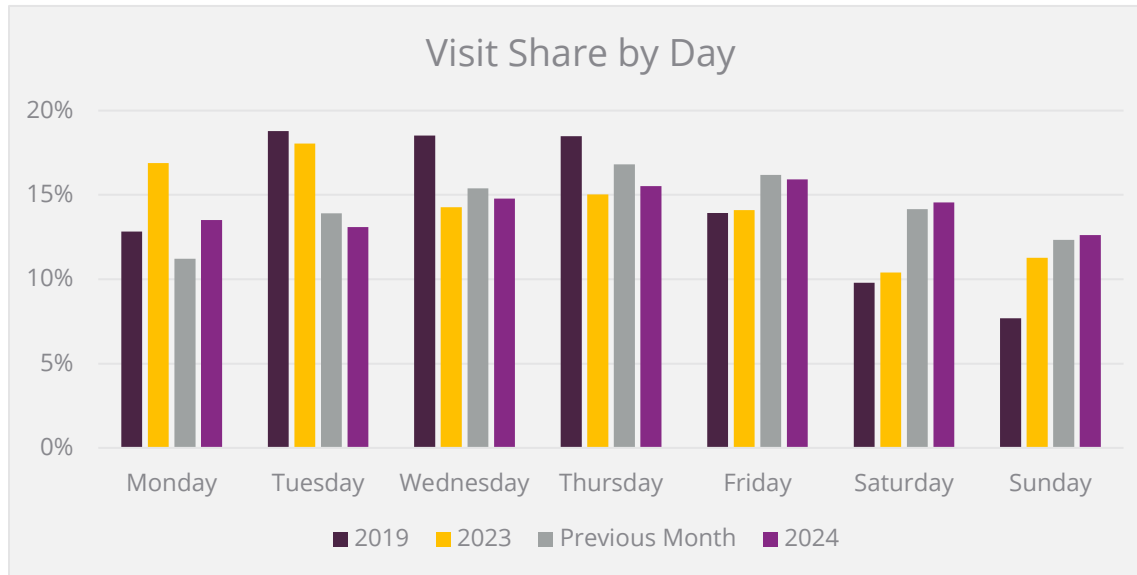
Source: LocateFootfall



- Dwell time in January 2024 up +6% vs. 2023 average
- Visitor dwell in January 2024 up +4% vs. December 2023

Visitor insights

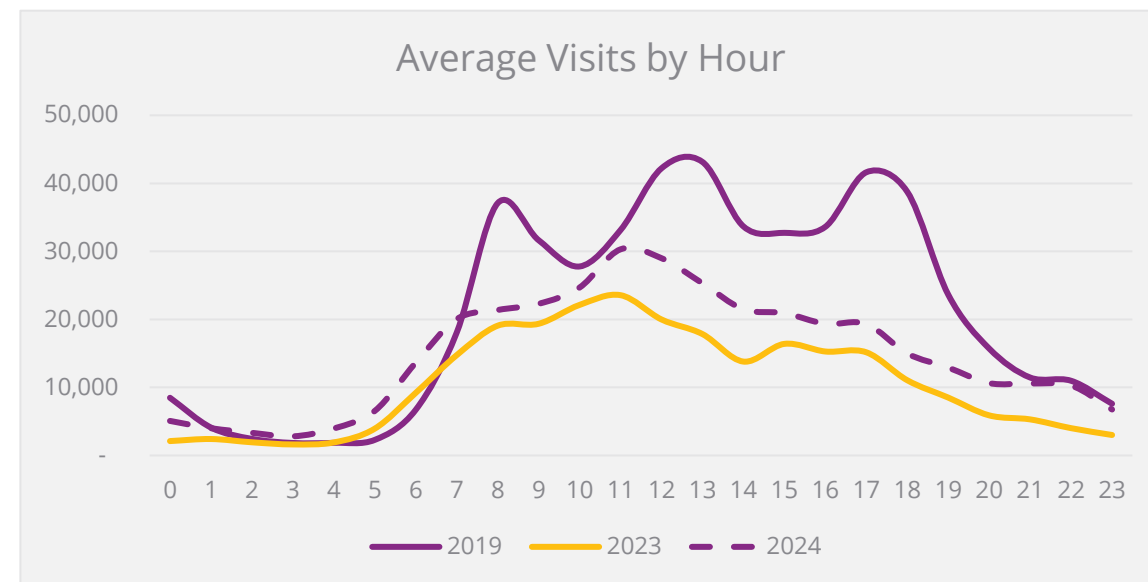
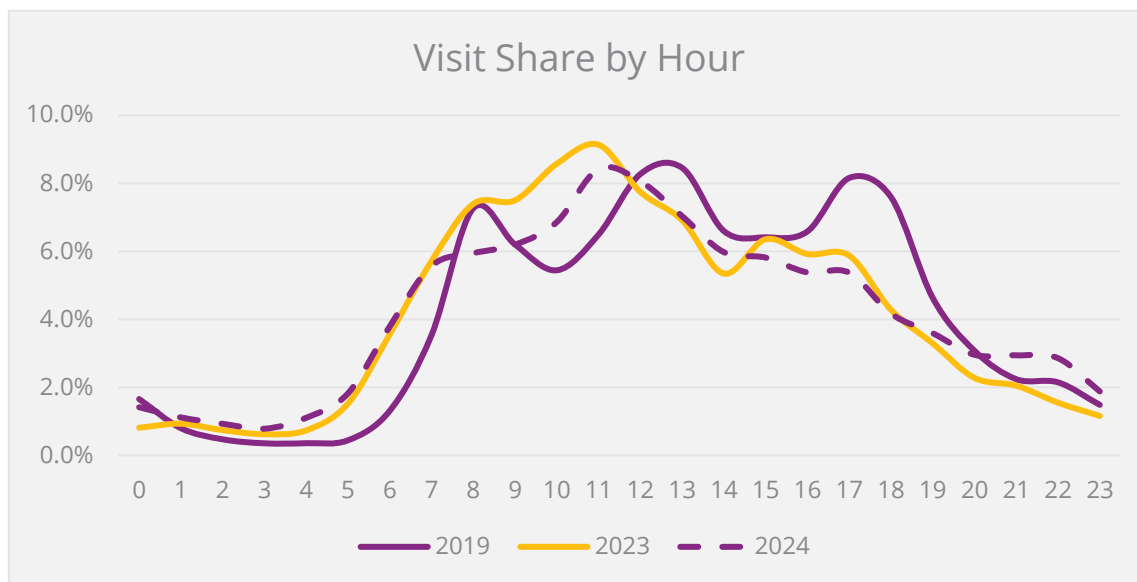
Visits by day



- Throughout January 2024, Fridays became the most popular day to visit Victoria BID (16%)
- Visit share throughout the week is more distributed in January 2024 compared to 2019 & 2023, potentially representing a change in working behaviours with less office workers visiting the area on Monday & Tuesdays

Visitor insights

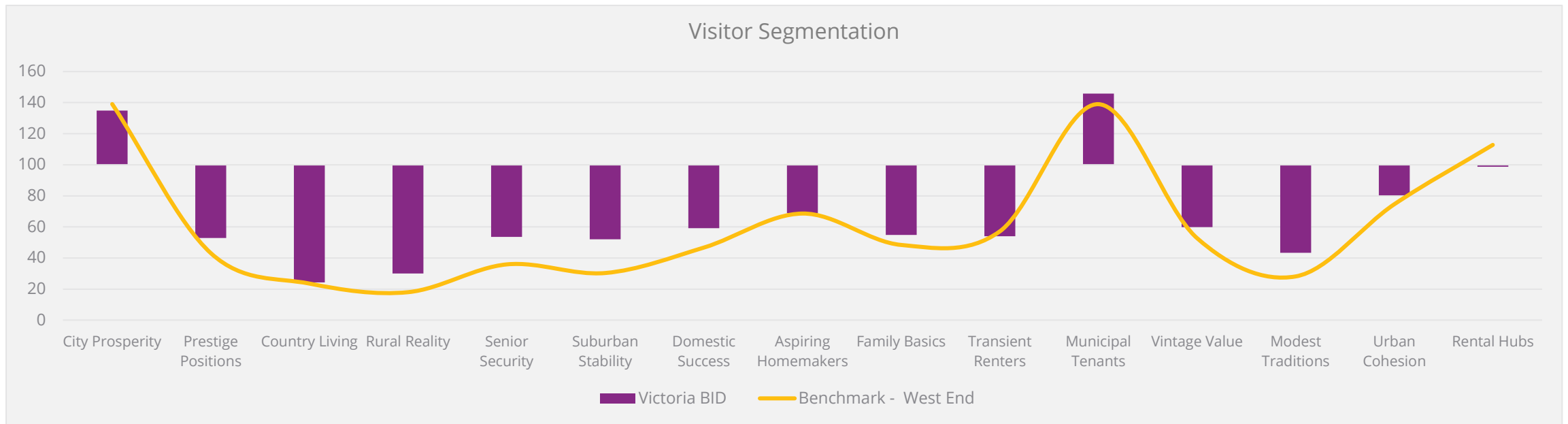
Visits by hour



- Peak time for visit volumes in the BID remained between 11am-12pm, however there was a greater proportion of visits taking place in the evening in January 2024 compared with 2023 & 2019
- Despite a lower % of visits taking place during the morning (7am-11am), January 2024 still captured more visits in this time period vs. 2023

Visitor insights

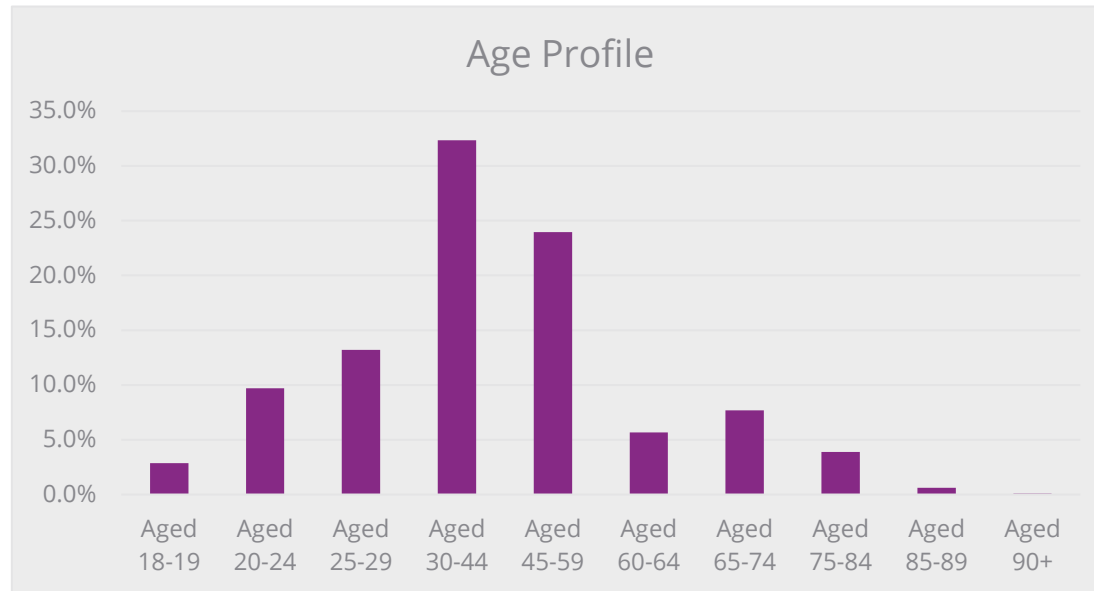
Visitor segmentation



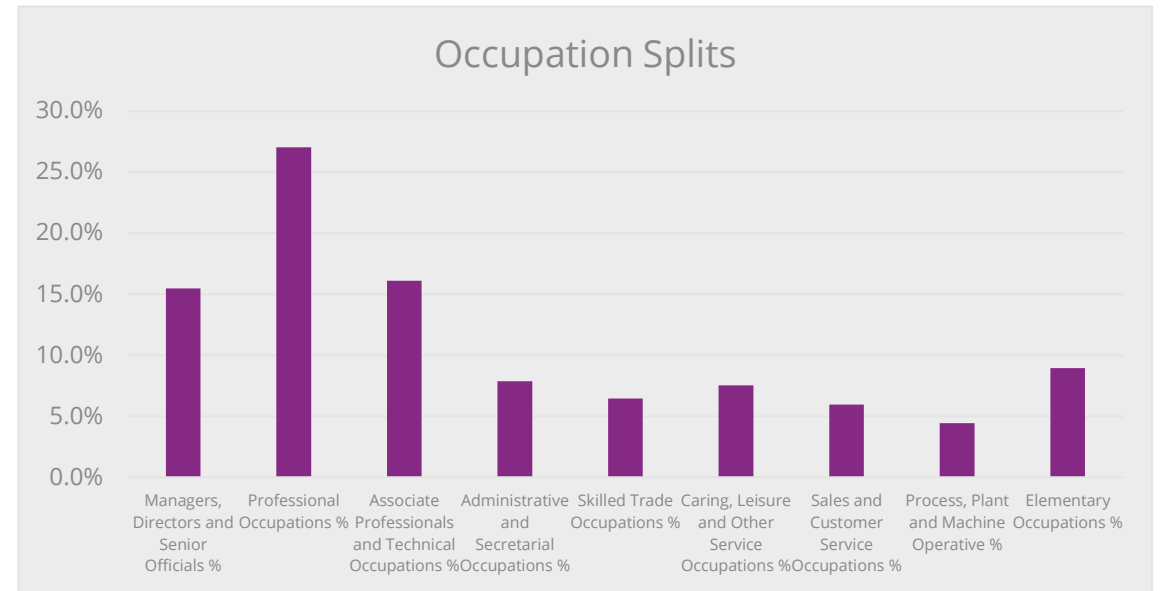
- Visitor profile in line with the West End, with a bias towards 2 Mosaic groups 'City Prosperity' and 'Municipal Tenants'
 - City Prosperity are high-income residents who have expensive homes in desirable metropolitan locations (Age 26-35, Income £100-150k)
 - Municipal Tenants are residents who rent inexpensive city homes in central locations (Age 56-65, Income <£15k)

Visitor insights

Catchment profile



- Study areas have a bias towards younger age groups, particularly aged 30-44 years old (32%)



- 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 27% of study area

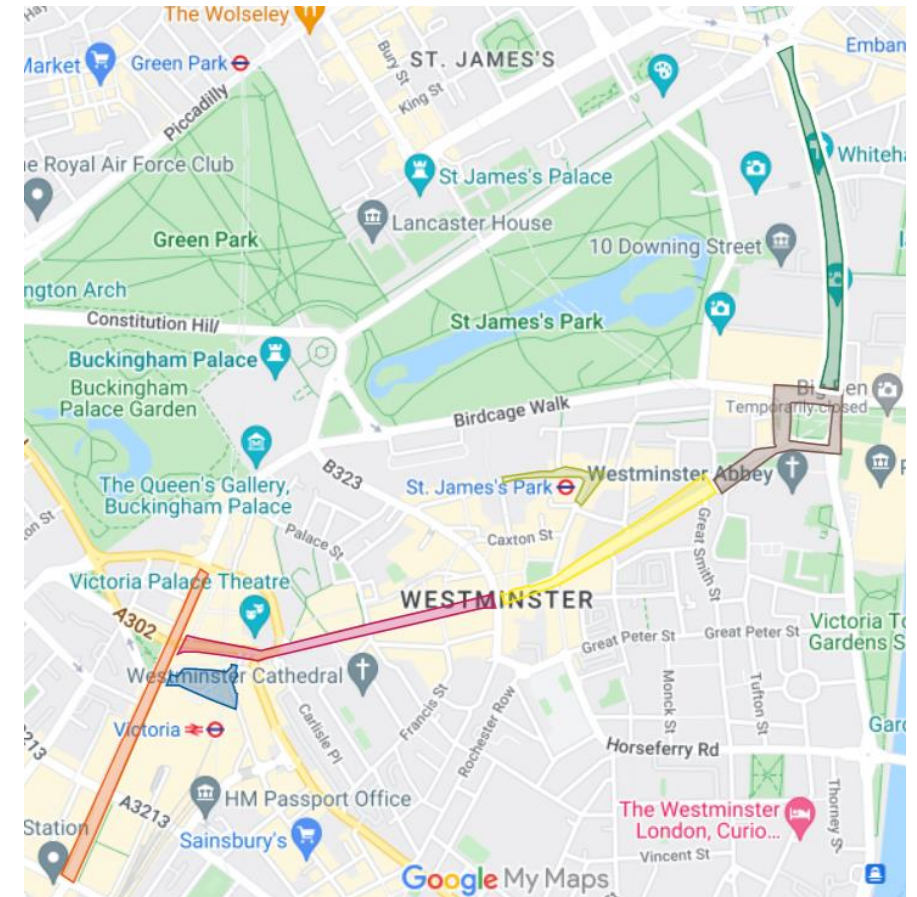
Appendix



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.

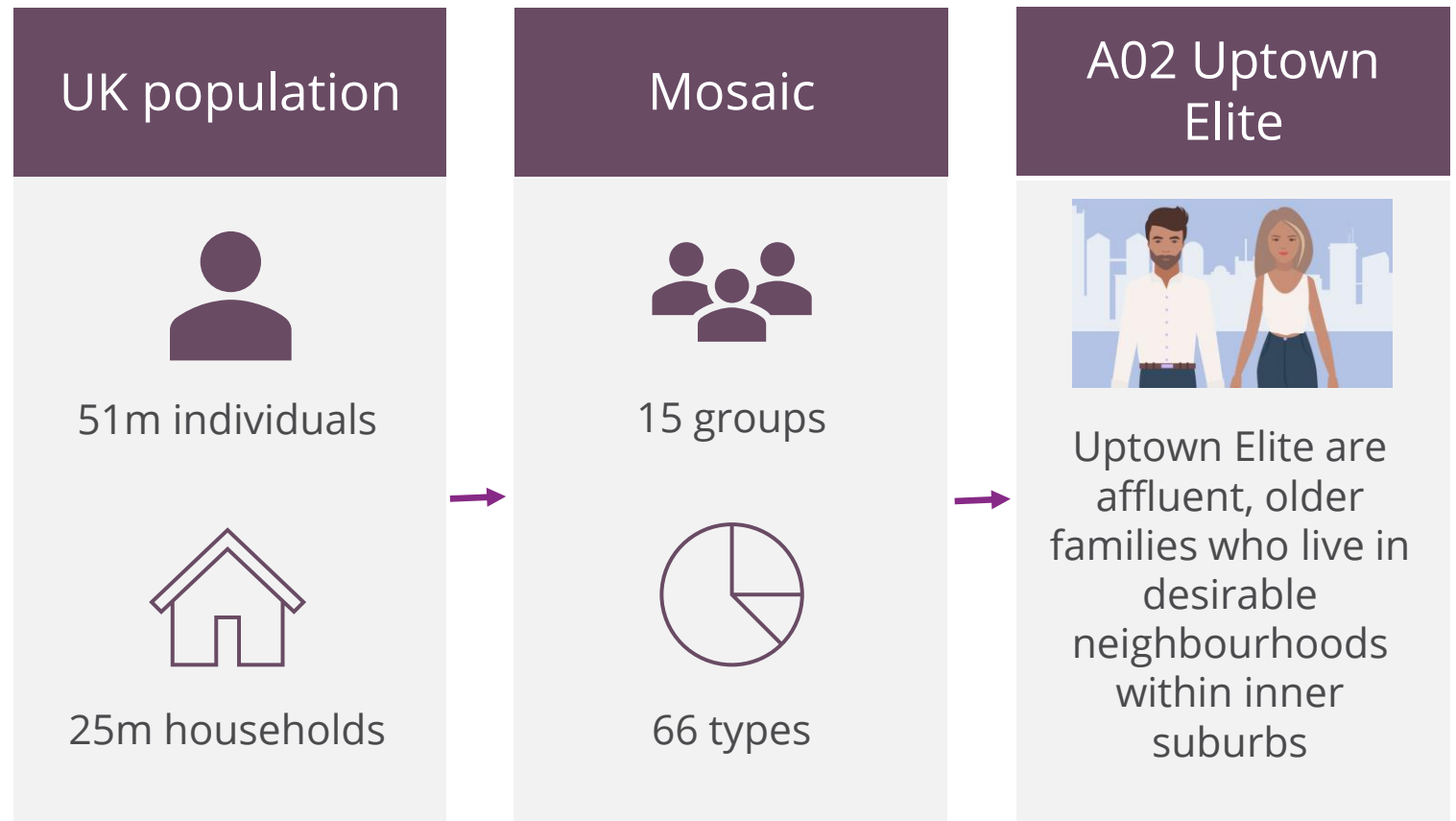


Appendix

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



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



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

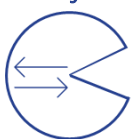
Roll-out
prioritisation



Network
optimisation



Cannibalisation
analytics



Predictive
performance
forecasting



For Landlords

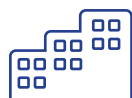
Sustainable
rent modelling



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

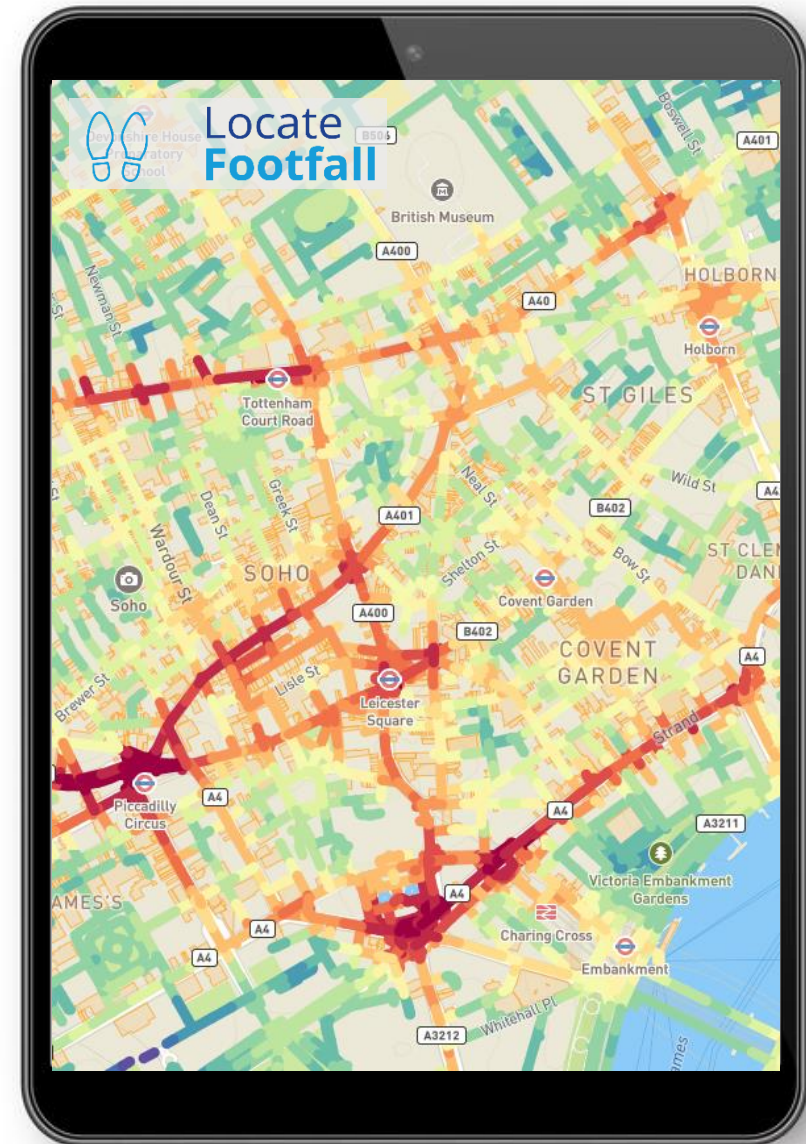
Part of Colliers' proprietary LocateInsights Platform, LocateFootfall delivers unique crowd level profile & behavioural insights for use across the UK retail sector.

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



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

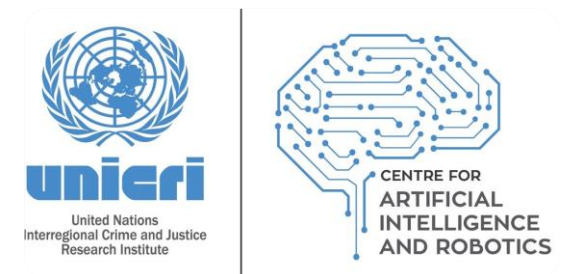
Colliers LocateFootfall platform

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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