LHQ

JULY 2024

LONDON HERITAGE QUARTER MONTHLY INSIGHTS

Prepared by: Paul Matthews & Tom Rollinson

Colliers

Accelerating success.

LONDON HERITATE 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
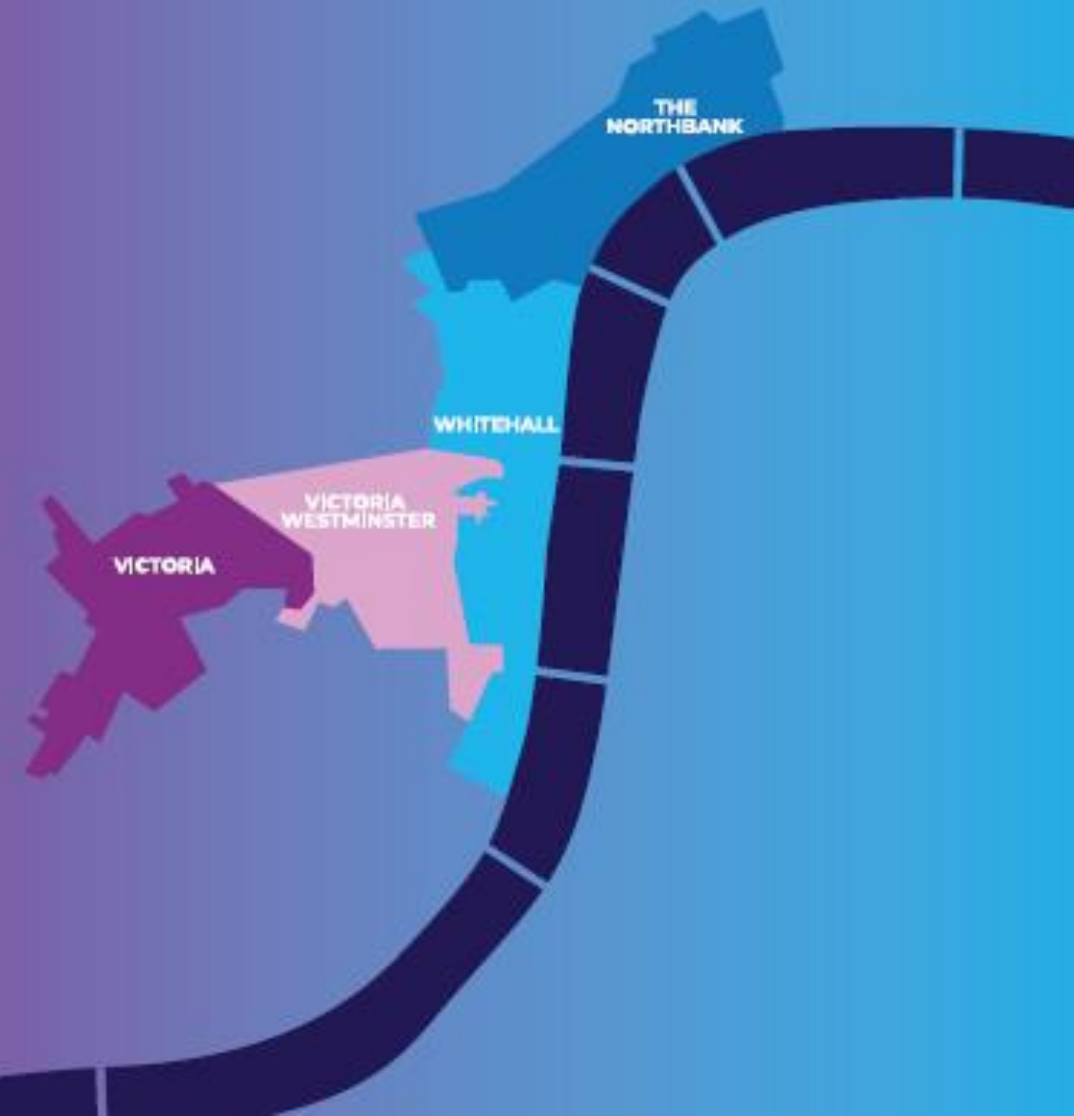
LONDON HERITAGE QUARTER MONTHLY INSIGHTS

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
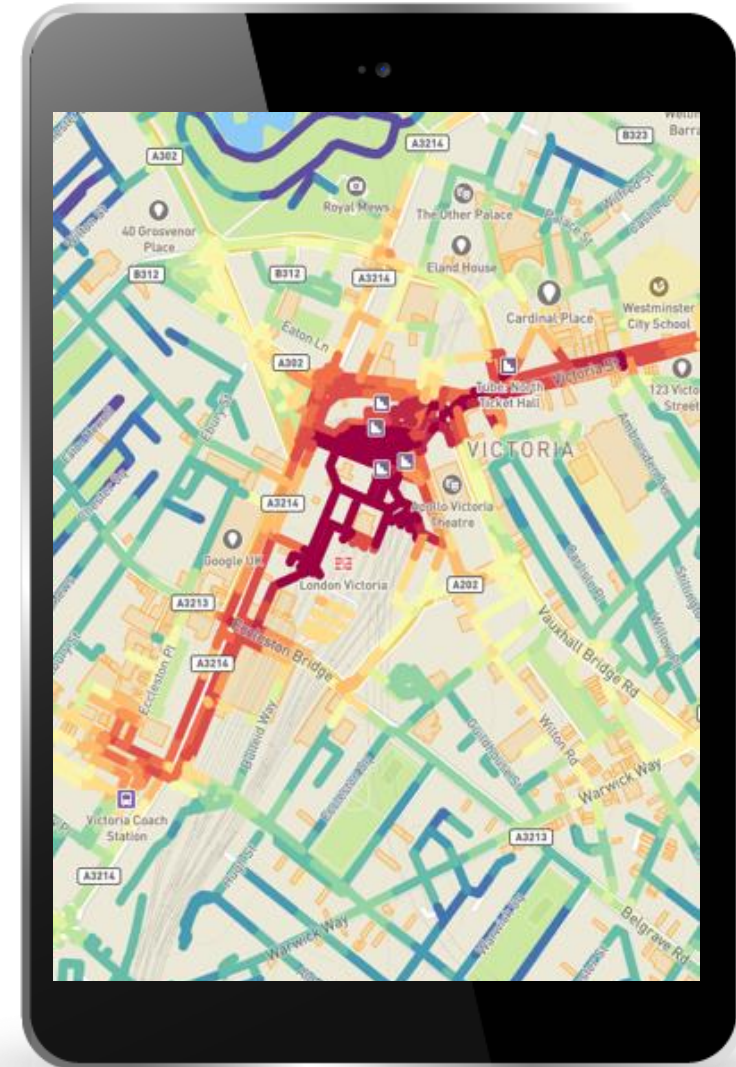
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01

VISIT PERFORMANCE

VICTORIA BID

NORTHBANK BID

VISIT PERFORMANCE | VICTORIA BID

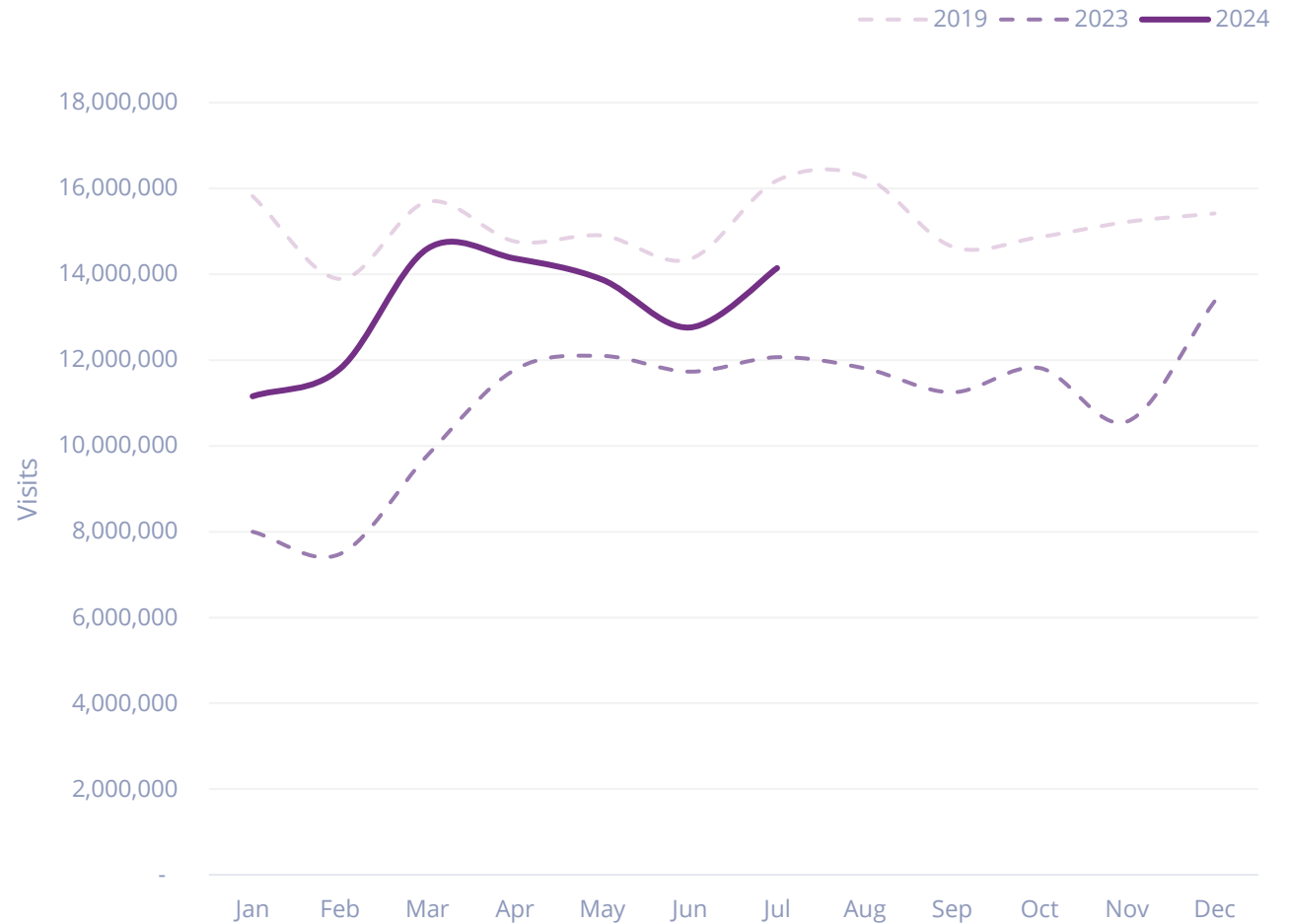# VISITS TO VICTORIA BID UP +17.2% YEAR-ON-YEAR

Strong visit performance to Victoria BID during July 2024, with growth of +17.2% vs. prior year & +10.9% compared with June 2024

Total visits to Victoria BID in July 2024 were **14.1 million**, with growth indicative of school summer holidays and various screenings, including for the Olympics & Wimbledon across the Business Improvement District driving visitation.

July 2024

Area	Footfall (millions)	Month-on-Month	Year-on-Year	vs. 2019
Victoria BID	14.1	+10.9%	+17.2%	-12.6%
West End (Benchmark)	21.2	+0.6%	+11.1%	-46.4%

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Monthly Overview

Legend: - - 2019 - - 2023 — 2024

VICTORIA BID

NORTHBANK BID

VISIT PERFORMANCE | VICTORIA BID

VISIT VOLUMES SLIGHTLY HIGHER TOWARDS THE BEGINNING OF JULY 2024

July 2024 Daily Visits
vs. temperature (oC)

Visits — Temperature (oC)

Week end

Week end

Week end

Week end

School Holidays

Visits

Temperature (oC)
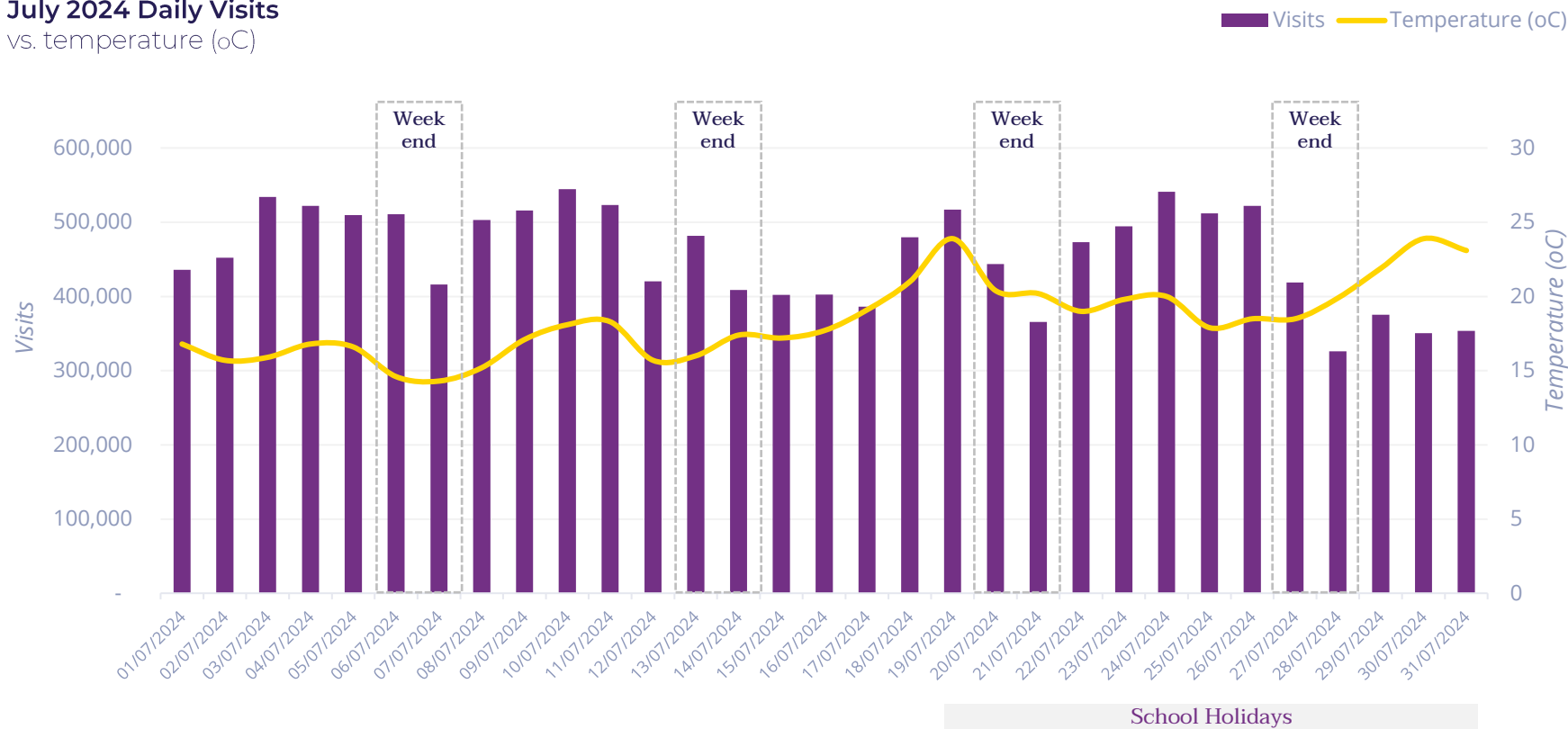
Higher visits to Victoria BID during first half of the month, in-line with events such as Wimbledon screenings

Warmer weather during July 2024 has also contributed to increased performance; Friday 19th was the warmest day of the month and visit performance **+5%** higher than typical Friday in July.

Visit volumes were also higher during the first half of the month, perhaps representing worker behaviour during July, with increased holidays being taken towards the end of the month in-line with school summer holidays.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VICTORIA BID

NORTHBANK BID

Strong year-on-year performance in Terminus Place and Whitehall in July 2024

July 2024

Area	Footfall	Month-on-Month	Year-on-Year	vs. 2019
Victoria BID	14,143,455	+10.9%	+17.2%	-12.6%
Buckingham Palace Road	2,351,338	+12.2%	+20.0%	-7.0%
Parliament Square	2,689,380	+8.9%	+4.7%	-21.0%
Terminus Place	1,399,339	+7.1%	+35.2%	-38.7%
Victoria Street – West	1,360,500	+0.8%	+5.3%	-48.4%
St. James' Park Station	125,432	-12.9%	-17.0%	-84.3%
Victoria Street – East	1,158,427	+19.0%	+15.3%	-8.6%
Whitehall	5,059,039	+14.5%	+24.6%	+41.1%
West End (Benchmark)	21,190,894	+0.6%	+11.1%	-46.4%

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT PERFORMANCE | VICTORIA BID

STRONG GROWTH ACROSS MOST BID CLUSTERS IN JULY 2024

Return to growth across most BID areas, following a month of mixed performance in June, with all clusters except St James's Park Station experiencing growth month-on-month and year-on-year in July 2024.

Victoria BID, as a whole, experienced **+17.2%** growth year-on-year, largely due to strong performance in Terminus Place (+35%) and Whitehall (+25%). This growth perhaps attributed to various screenings and events, such as Wimbledon & the Olympics.

There was also increased performance month-on-month across most BID clusters, with an improvement in weather and the start of the summer holidays increasing visit volumes to the district.

In contrast, the wider West End benchmark remained relatively flat (+0.6%) month-on-month, but also saw strong performance year-on-year (+11.1%).

VICTORIA BID

NORTHBANK BID

VISIT PERFORMANCE | NORTHBANK BID

CONTINUED STRONG PERFORMANCE TO NORTHBANK BID

Visits up +20.5% year-on-year to Northbank BID and +11.1% month-on-month in July 2024

Total visits to Northbank BID were **14.6 million**, with strong performance relative to June 2024 and compared to the same month last year. While performance remained relatively flat between June – July 2023, in 2024, performance continued to grow at a similar monthly rate as has been seen since May.

Each month in 2024 has exceeded 2023 performance, with total year-to-date performance up **+17.4%**.

July 2024

Area	Footfall (millions)	Month-on-Month	Year-on-Year	vs. 2019
Northbank BID	14.6	+6.9%	+20.5%	-34.8%
West End (Benchmark)	21.2	+0.6%	+11.1%	-46.4%
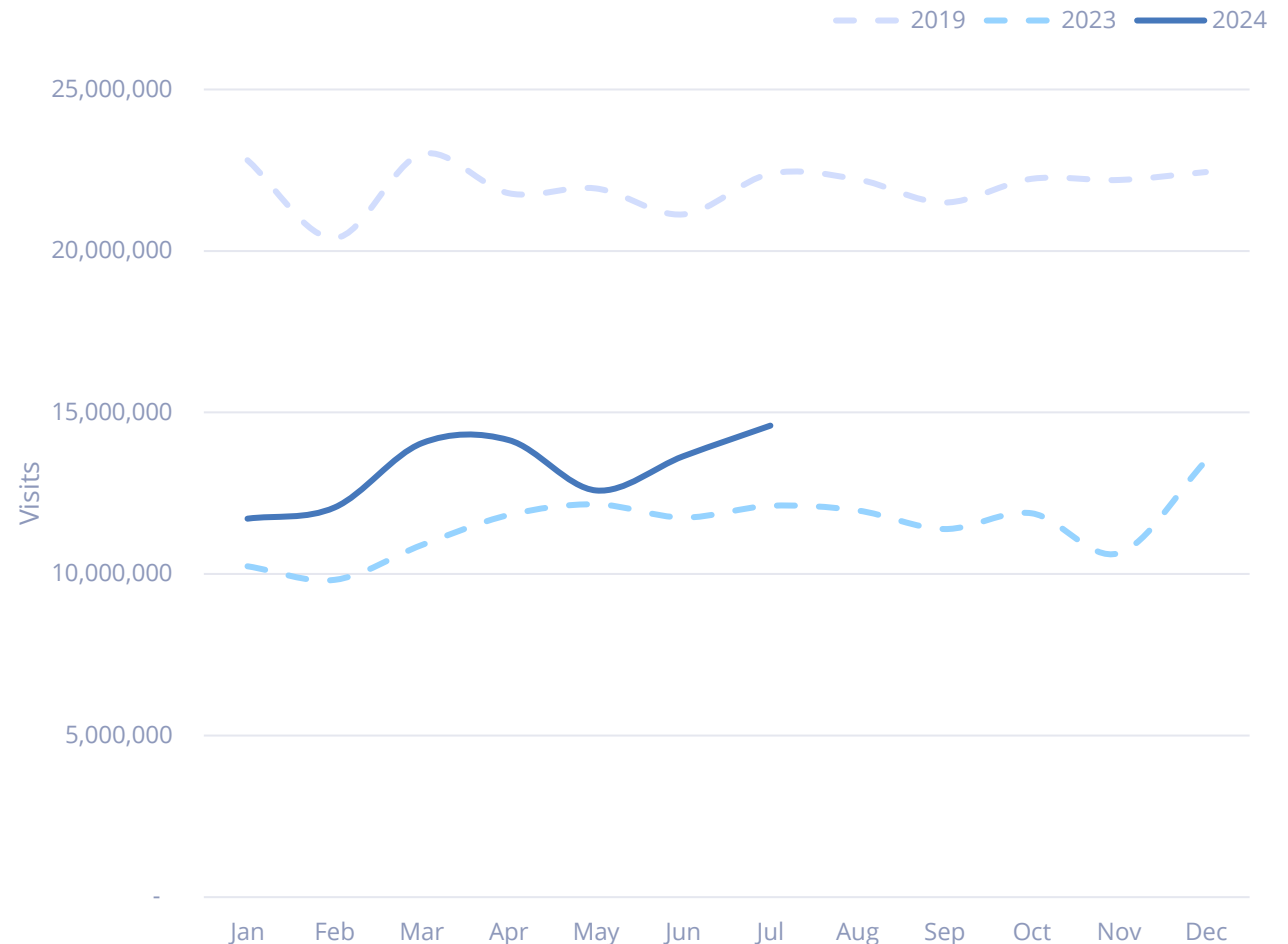
Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Monthly Overview

Legend: 2019, 2023, 2024

VISIT PERFORMANCE | NORTHBANK BID

PEAK VISITS OCCURRED DURING W/C 22ND JULY IN NORTHBANK, IN-LINE WITH OLYMPICS SCREENINGS

VICTORIA BID

NORTHBANK BID

July 2024 Daily Visits
vs. temperature (oC)

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries
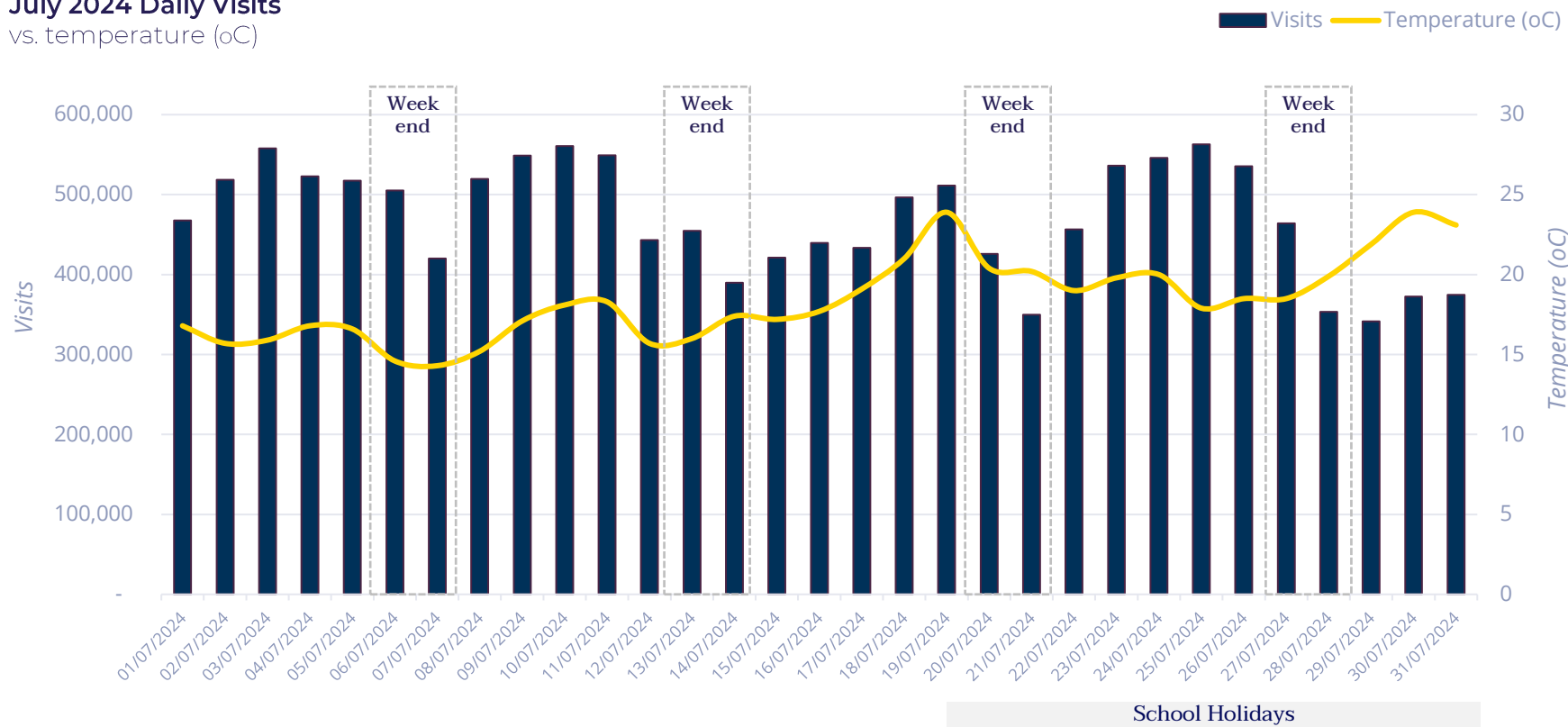
Strong visit performance during w/c 22nd July across Northbank District

Strong performance during w/c 22nd July in-line with various events and screenings promoting Olympics, alongside consistently improved weather.

Peak visits occurred on Thursday 25th July, with **+6%** more visits than the average Thursday performance in July 2024

VICTORIA BID

NORTHBANK BID

Visits up +6.9% month-on-month and +20.5% year-on-year in Northbank BID

VISIT PERFORMANCE | NORTHBANK BID

STRONG YEAR-ON-YEAR GROWTH ACROSS MOST BID CLUSTERS

Area	Footfall	Month-on-Month	Year-on-Year	vs. 2019
Northbank BID	14,593,612	+6.9%	+20.5%	-34.8%
Strand - Central	2,286,280	+2.7%	+4.5%	-14.2%
Strand – West	2,475,406	+8.7%	+15.6%	-47.6%
Maiden Lane & Tavistock	629,577	-0.3%	-2.7%	-30.8%
Aldwych D	5,128,872	+7.4%	+18.9%	+38.5%
Strand Aldwych	436,542	-8.1%	-0.6%	-77.4%
Somerset/Arundel	1,812,065	+0.1%	+3.4%	-18.7%
Riverfront	3,175,719	+6.5%	+9.0%	+1.5%
Adelphi	320,497	-5.6%	-2.2%	-69.6%
Victoria Embankment Gardens	435,515	+6.4%	+6.6%	-52.5%
Villiers Street	1,292,338	+9.0%	+16.6%	-48.0%
Northumberland Avenue	2,595,325	+12.5%	+29.0%	-24.0%
Trafalgar Square	5,020,323	+12.7%	+7.8%	-2.8%
West End (Benchmark)	21,190,894	+0.6%	+11.1%	-46.4%

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Most Northbank BID clusters experienced strong growth year-on-year, with 8 out of the 11 clusters seeing an increase in visitation, which contributed to total Northbank BID growth of **+20.5%.**

Northumberland Avenue and Aldwych D were the strongest performers year-on-year, with **+29%** and **18.9%** growth in visits respectively.

Areas surrounding Trafalgar Square, including Strand – West and Northumberland Avenue witnessed strong performance month-on-month, with Trafalgar Square seeing **+12.7%** growth vs. June 2024, with events taking place at the start of July, including the 2024 BMW Classics Show.

Similarly, the wider West End benchmark saw strong growth year-on-year, up **+11.1%**.
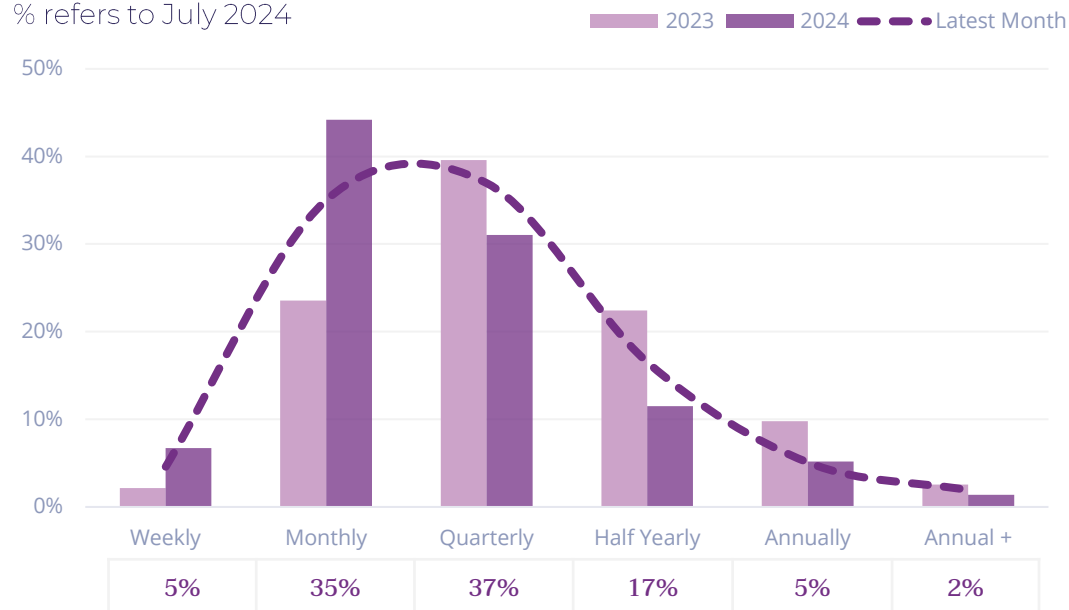
02

VISITOR BEHAVIOUR

VICTORIA BID

NORTHBANK BID

VISIT BEHAVIOUR | VICTORIA BID

SLIGHT SHIFT IN JULY 2024 ATTRACTING A LESS-FREQUENT VISITOR, INDICATIVE OF VARIOUS EVENTS

Visit Frequency
% refers to July 2024

Legend: 2023 | 2024 | ●Latest Month

Weekly	Monthly	Quarterly	Half Yearly	Annually	Annual +
5%	35%	37%	17%	5%	2%

Average Dwell
July 2024

July 2024	+1% vs. 2024 average	+2% month-on-month

Slight increase in proportion of visitors who visit Victoria BID quarterly, 37% in July 2024 compared to 2024 average of 31%, representing the impact of infrequent special events including Wimbledon & Olympics screenings attracting a wider visitor base. Slight decline in proportions visiting weekly reflects impact of summer holidays impacting worker behaviour.
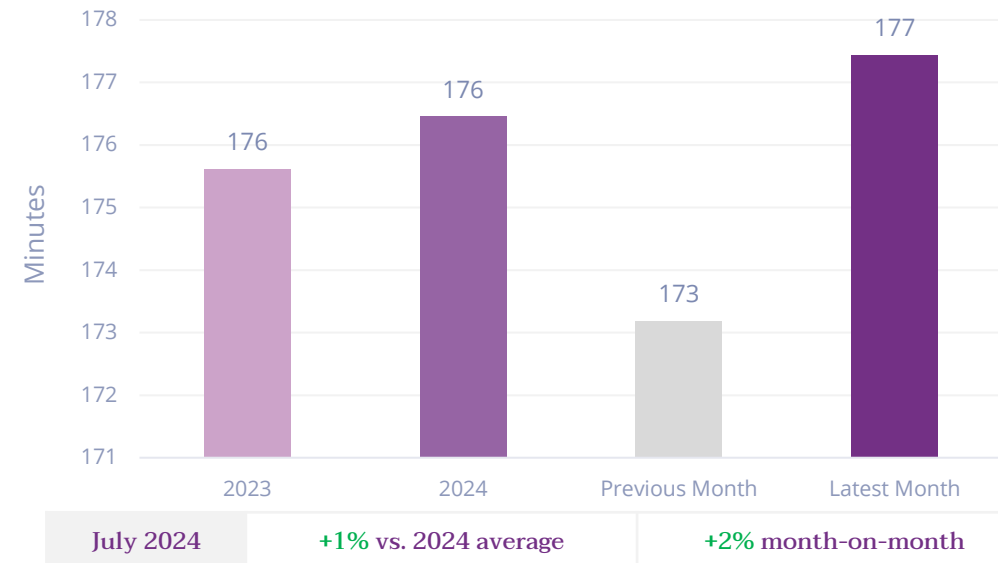
Increase in average dwell time in Victoria BID during July 2024, reflecting improvement in weather alongside events capturing and encouraging visitors to spend more time in the BID.

Visitor dwell +2% vs. June 2024, and up +1% vs. 2024 average

Source: Colliers LocateFootfall
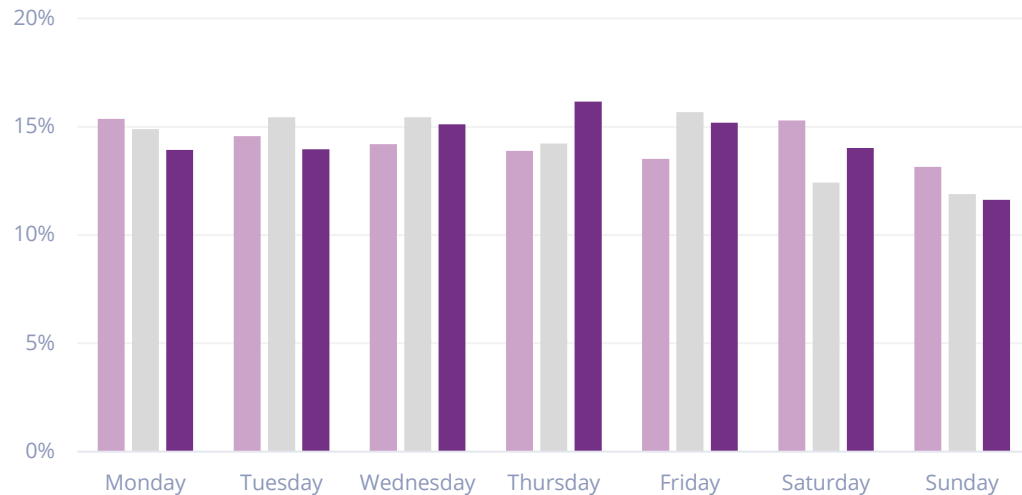*See Appendix for defined BID boundaries*

VICTORIA BID

NORTHBANK BID

VISIT BEHAVIOUR | VICTORIA BID

THURSDAYS WERE THE MOST POPULAR VISITOR DAY ACROSS VICTORIA BID (16% OF VISITS)

Visit Share by Day
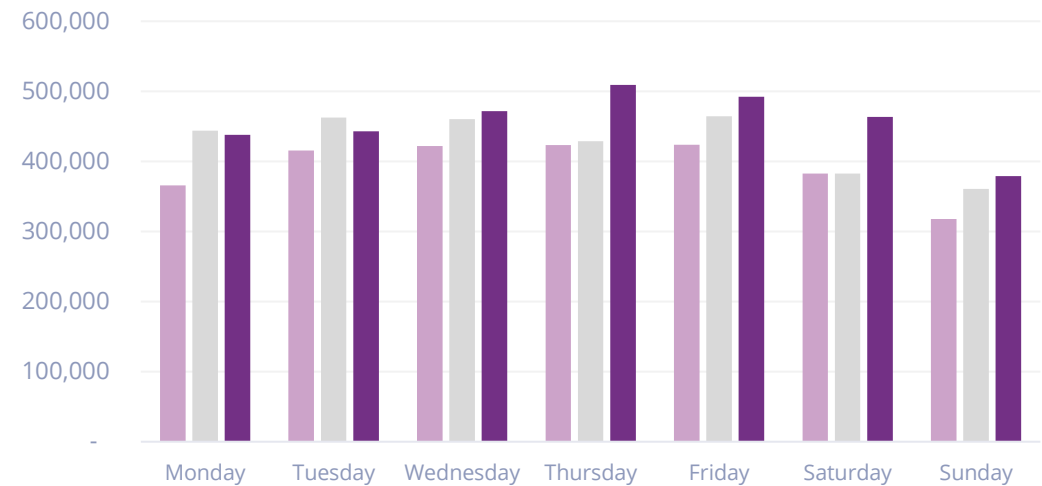% refers to July 2024

■ 2023 ■ Previous Month ■ 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
14%	14%	15%	16%	15%	14%	12%

Average Visits by Day
Raw Visit Volumes refers to July 2024

■ 2023 ■ Previous Month ■ 2024

| Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
437,947	443,171	471,874	509,369	492,360	463,741	379,154

July continues to represent a **more evenly distributed visitor share** behaviour from visitors across the entire week, with an increase in proportion of visits taking place on Saturdays compared to previous month; **14%** vs. 12%. There was a slight decline in volume and share of visits to the BID during the first half of the week (Monday-Wednesday) compared to June 2024, perhaps due to the influence of school summer holidays resulting in more office workers taking holiday.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VICTORIA BID

NORTHBANK BID

VISIT BEHAVIOUR | VICTORIA BID

DISTRIBUTION OF VISITS THROUGHOUT THE DAY FOLLOWS A SIMILAR TREND TO JULY 2023

Visit Share by Hour
July
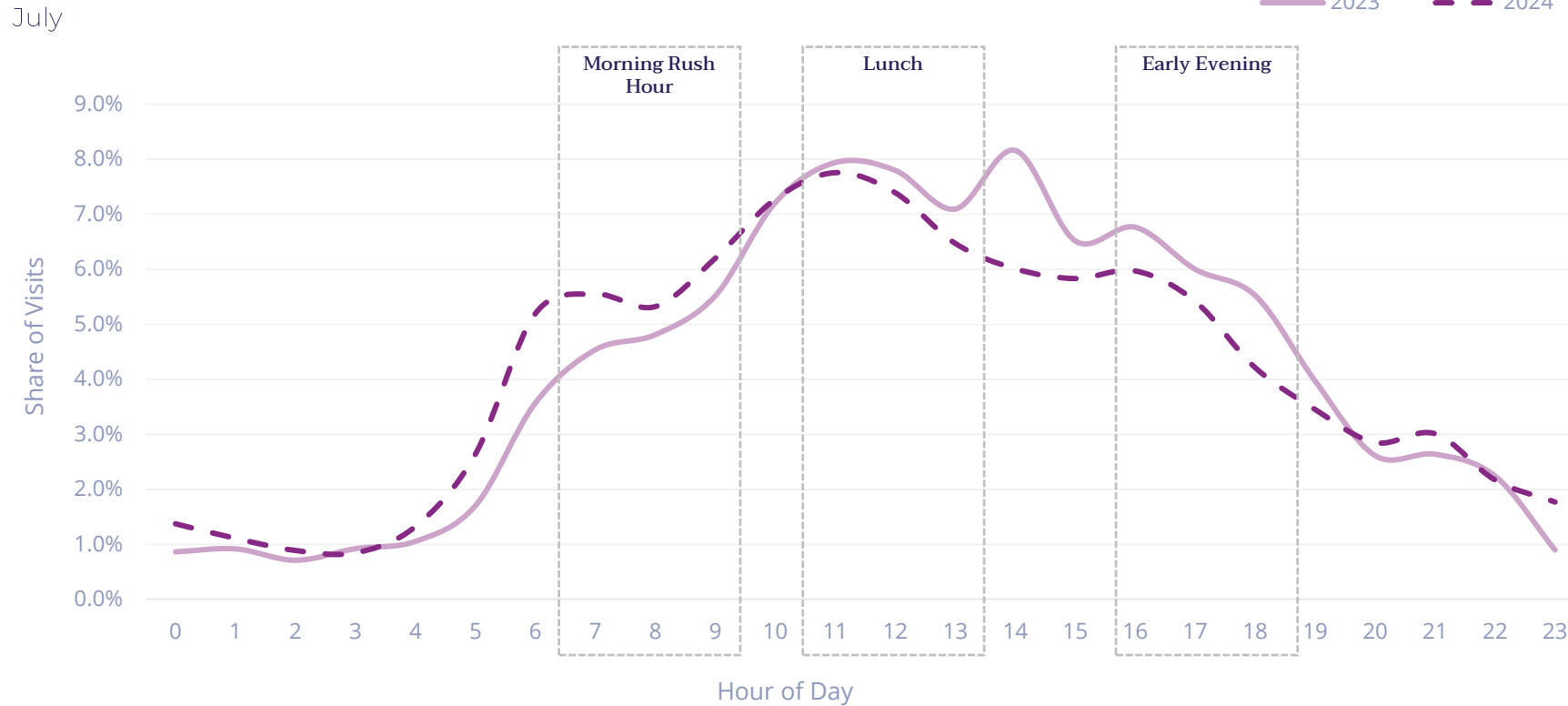
Share of visits throughout the day follows a similar trend to previous year, with peak visits occurring during lunch period (11am-1pm)

Visit share increased during the morning compared to July 2023, with 17.0% of visits taking place between 7am – 9am. compared to 14.8% in 2023.

Early evening visits were down slightly year-on-year, however there was a slightly higher share post 7pm across the BID.
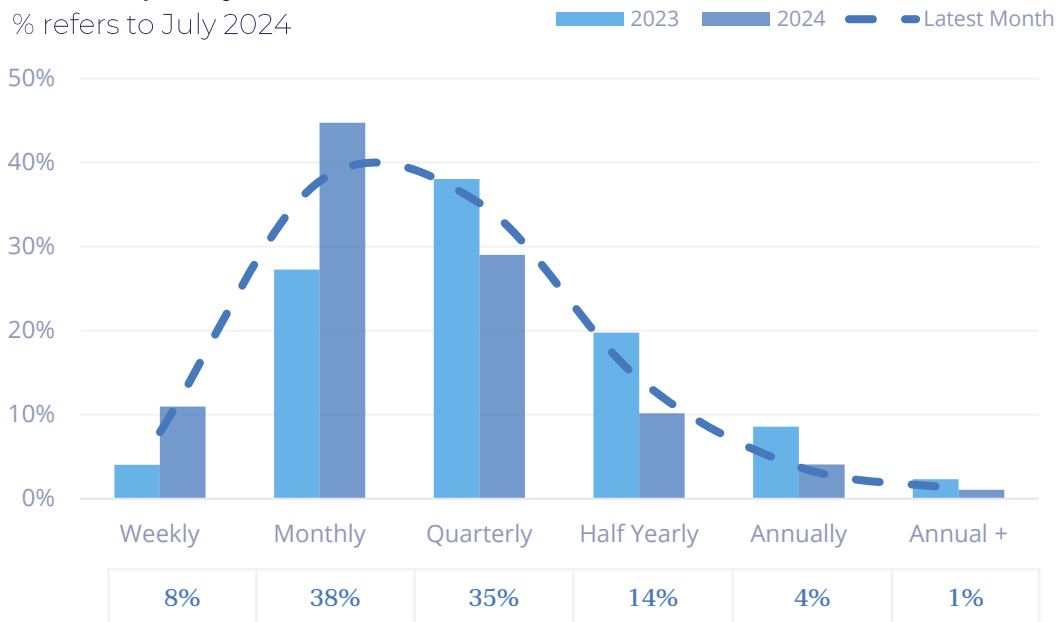
Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VICTORIA BID

NORTHBANK BID

VISIT BEHAVIOUR | NORTHBANK BID

JULY 2024 ATTRACTED A SLIGHTLY LESS FREQUENT VISITOR TO NORTHBANK BID

Visit Frequency
% refers to July 2024

Legend: 2023 | 2024 | Latest Month

| Weekly	Monthly	Quarterly	Half Yearly	Annually	Annual +
8%	38%	35%	14%	4%	1%

Visit frequency in July 2024 relatively consistent with 2024 average frequency; **38%** of visitors visiting monthly in July 2024. Slight increase in the proportion of visitors visiting quarterly or more infrequently, reflecting the impact of various events throughout July attracting a slightly less-frequent visitor.

Average Dwell
July 2024

July 2024	-3% vs. 2024 average	-2% month-on-month
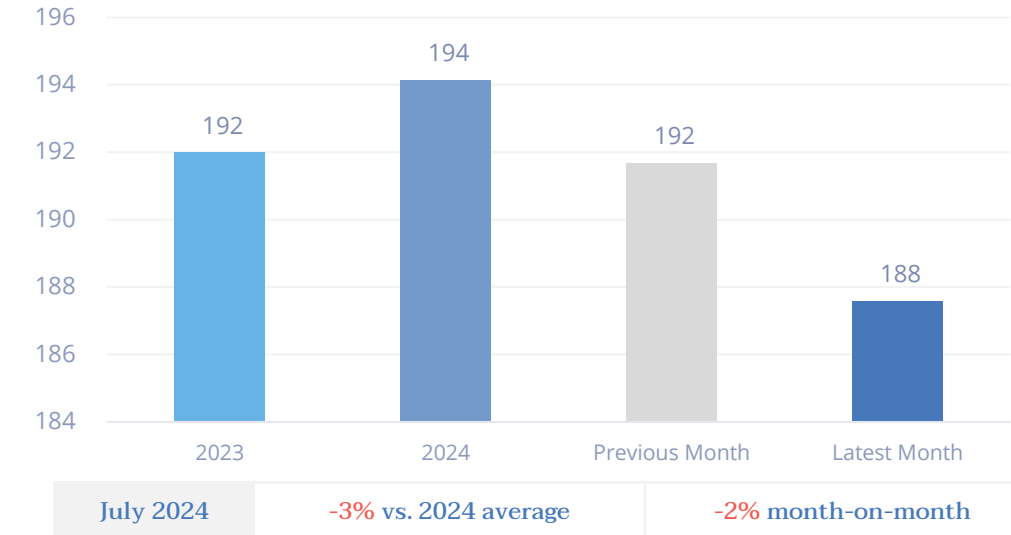
Dwell time in July 2024 down slightly month-on-month and compared to 2024 year-to-date average.

Dwell time down **-2%** vs. June 2024, and **-3%** vs. 2024 average.

Source: Colliers LocateFootfall
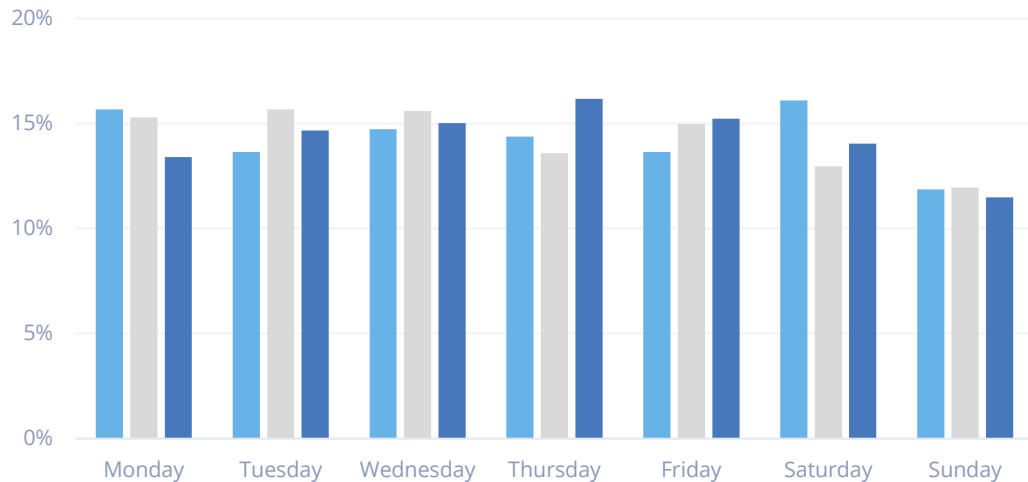*See Appendix for defined BID boundaries*

VISIT BEHAVIOUR | NORTHBANK BID

MORE DISTRIBUTED SHARE OF VISITS ACROSS THE WEEK TO NORTHBANK COMPARED TO 2023

Visit Share by Day
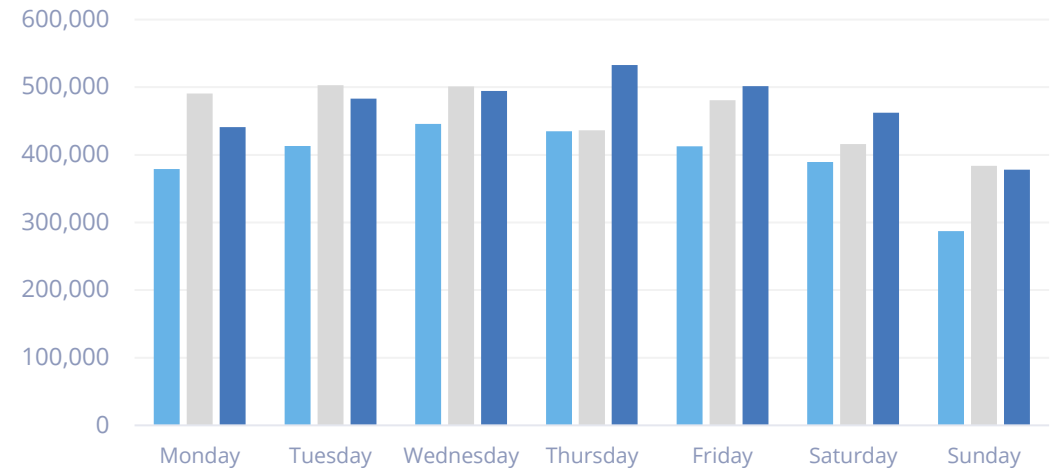% refers to July 2024

Legend: 2023, Previous Month, 2024

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	13%	15%	15%	16%	15%	14%	11%

Average visits by day
Raw Visit Volumes refers to July 2024

Legend: 2023, Previous Month, 2024

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	441,184	483,022	494,376	532,760	501,708	462,411	378,297

July 2024 experienced a distributed visit share across the entire week, with a slight increase in proportion of visitors on **Friday & Saturday** compared to previous month. There was a slight decline in volume and share of visits to Northbank on Monday – Wednesday in July 2024, representing change in office worker behaviour during school summer holidays.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT BEHAVIOUR | NORTHBANK BID

VISIT DISTRIBUTION REMAINED BROADLY IN-LINE WITH JUNE 2023 IN NORTHBANK

VICTORIA BID

NORTHBANK BID

Visit Share by Hour
July 2024

— 2023   — — 2024

Morning Rush Hour   Lunch   Early Evening

Share of Visits

Hour of Day
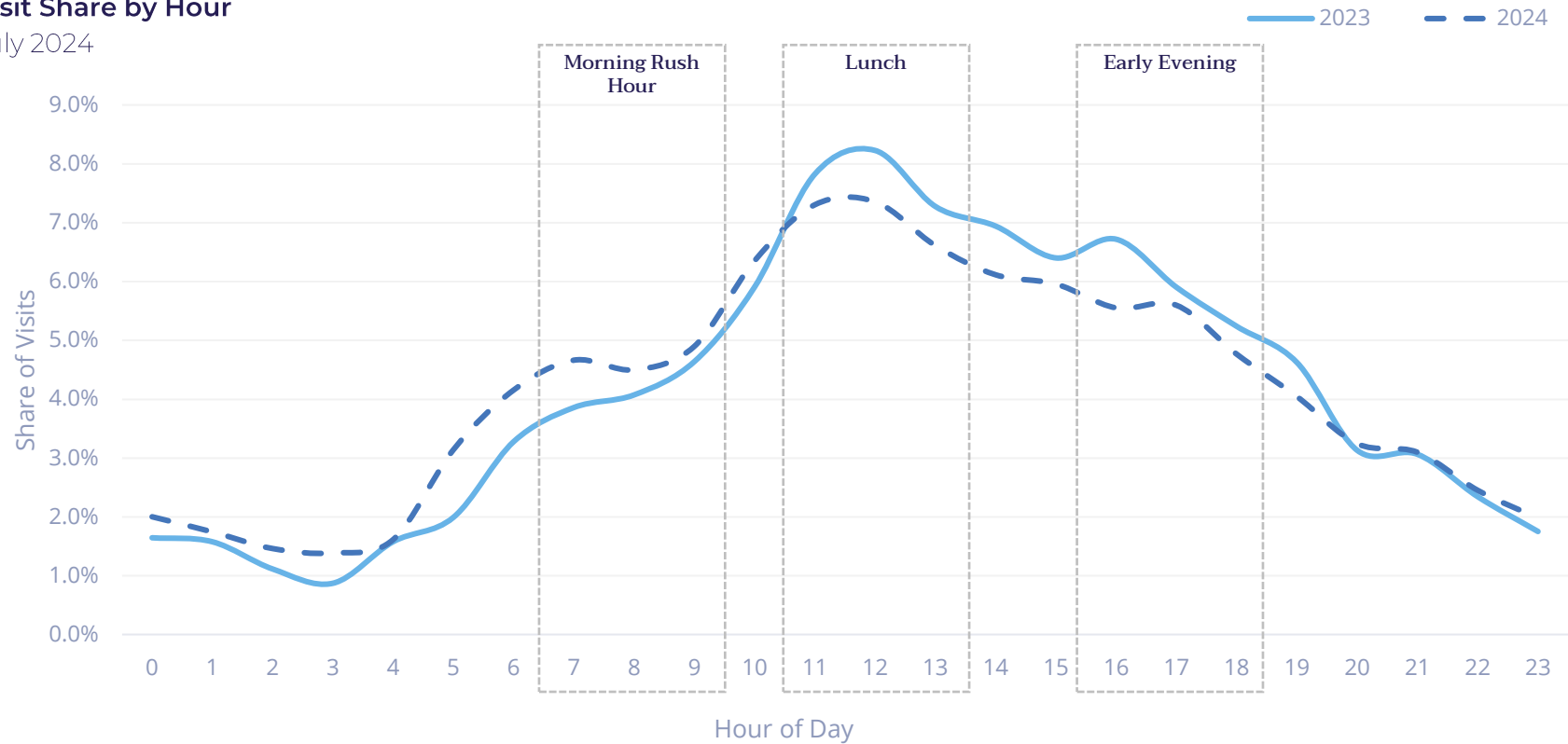
Visit distribution throughout the day broadly in-line with previous year; peak remained between 11am-1pm

Share of visits in the morning were slightly higher than previous year, which created a more distributed share throughout the day.

Visit behaviour remained consistent in the evening in Northbank BID.

Source: Colliers LocateFootfall
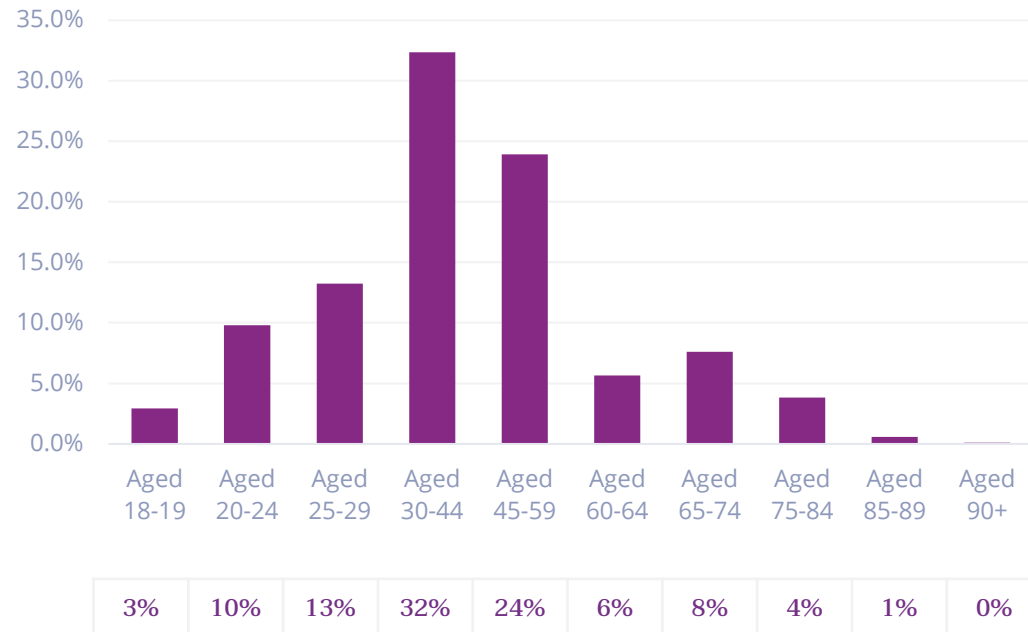*See Appendix for defined BID boundaries*

03

VISITOR SEGMENTATION
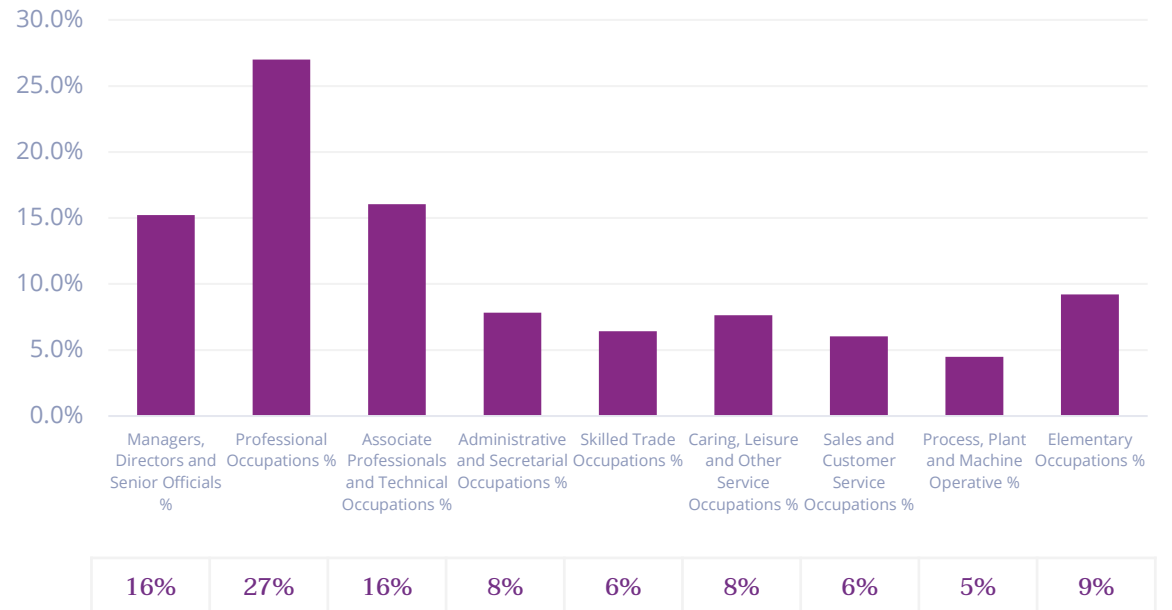
VISIT SEGMENTATION | VICTORIA BID

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

VICTORIA BID

NORTHBANK BID

Age Profile

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+
3%	10%	13%	32%	24%	6%	8%	4%	1%	0%

Victoria BID has a bias towards mid-ranged age groups, particularly aged 30-44 years old (**32.3%**) and 45-59 years old (**23.9%**)

Occupation Splits

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 %
16%	27%	16%	8%	6%	8%	6%	5%	9%

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 **27.0%** of visitor profile.

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

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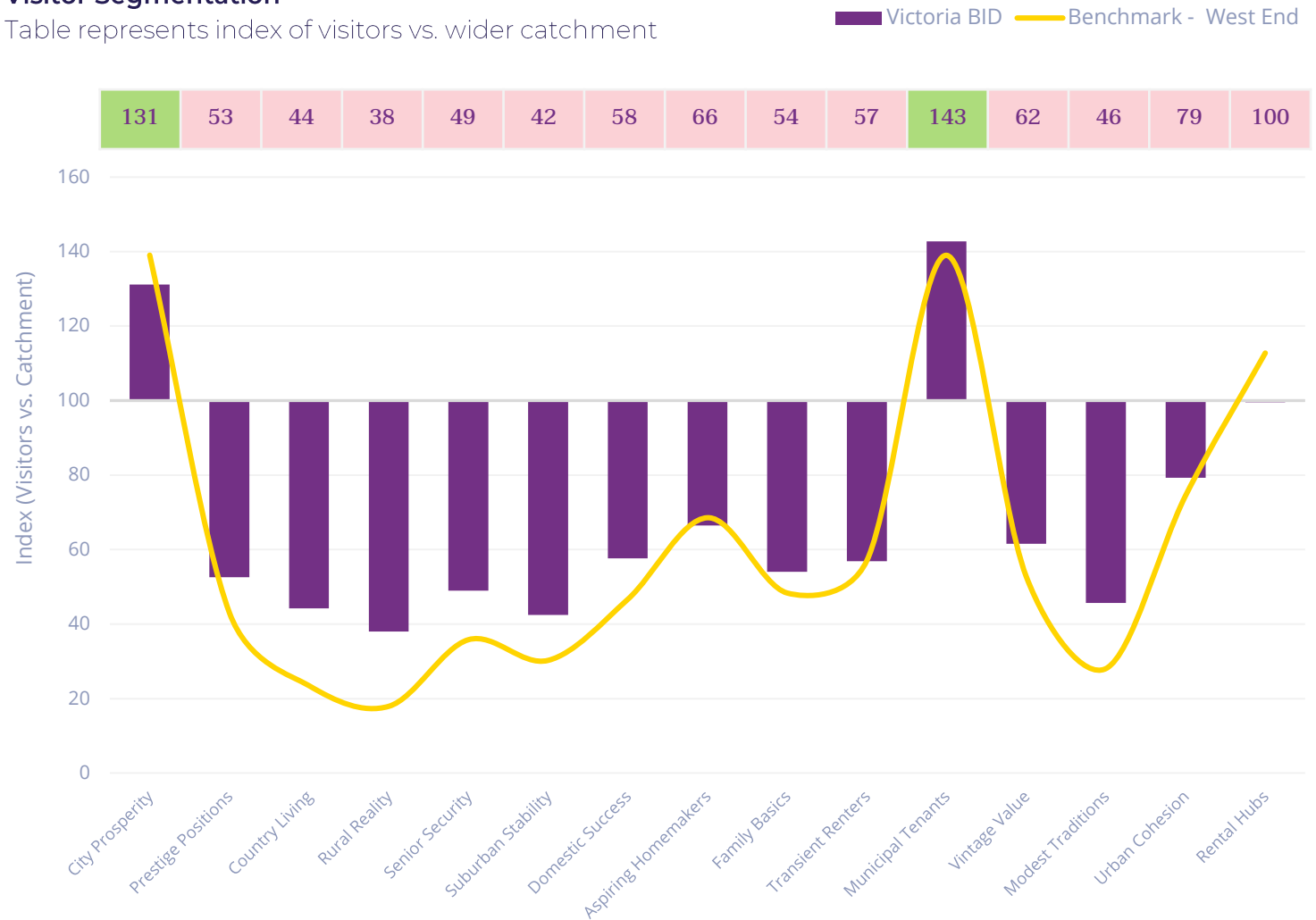
City Prosperity are high-income residents who have expensive homes in desirable metropolitan locations (Age: 26-35 | Income: £100k-£150k)

Municipal Tenants are residents who rent inexpensive city homes in central locations

(Age: 56-65 | Income: <£15k)

VICTORIA BID

NORTHBANK BID

Visitor Segmentation
Table represents index of visitors vs. wider catchment

■ Victoria BID ── Benchmark - West End

| 131 | 53 | 44 | 38 | 49 | 42 | 58 | 66 | 54 | 57 | 143 | 62 | 46 | 79 | 100 |

Index (Visitors vs. Catchment)

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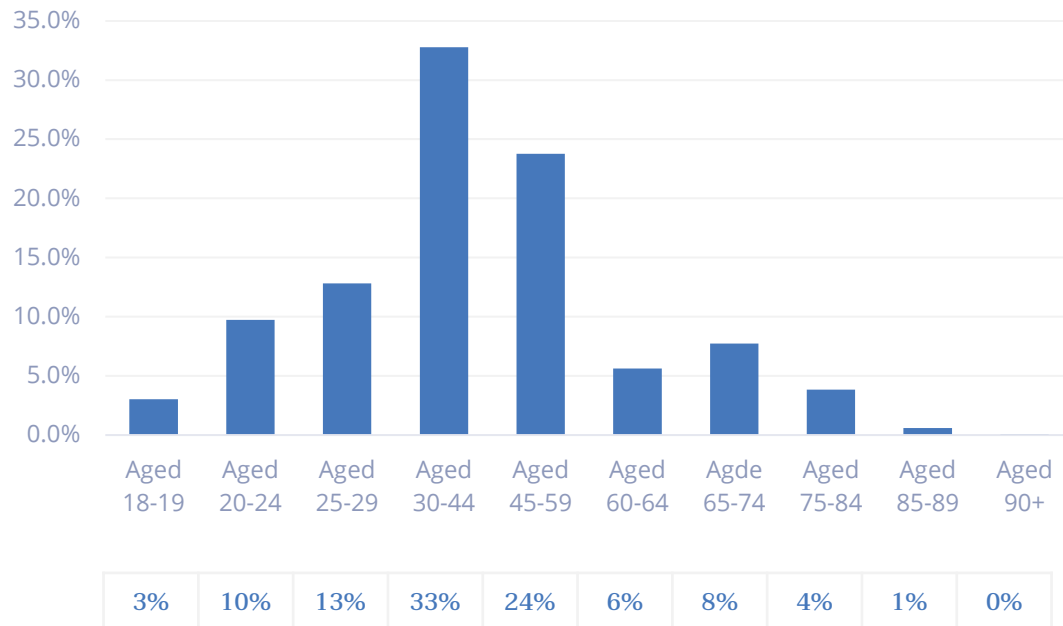
Source: Colliers LocateFootfall | Mosaic Experian
See Appendix for defined BID boundaries

VISIT SEGMENTATION | NORTHBANK BID

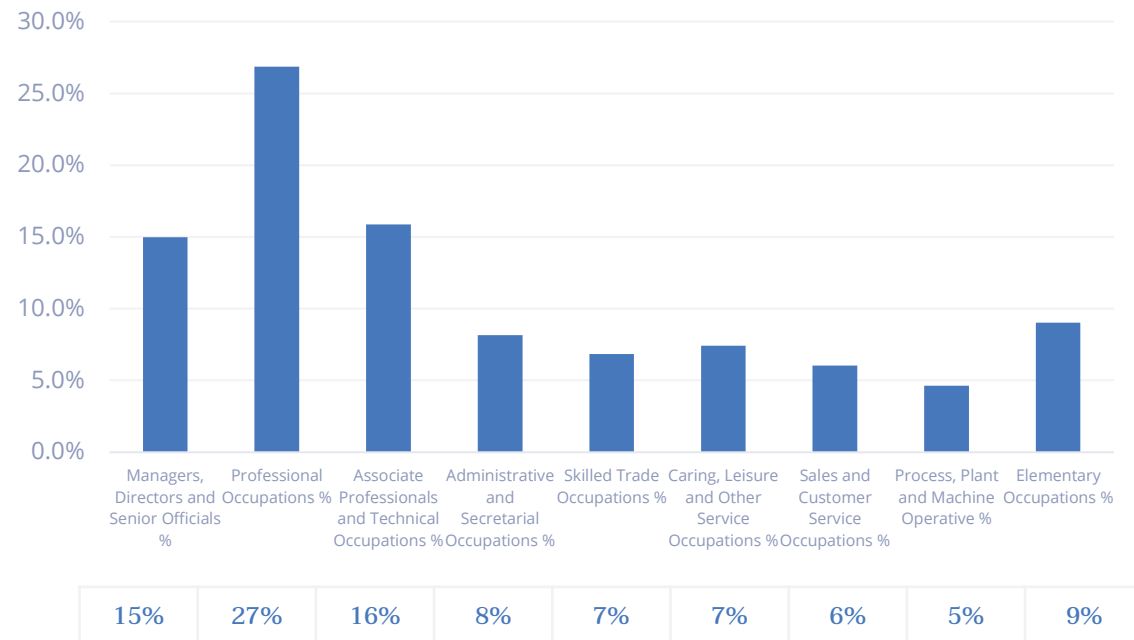# 42% OF NORTHBANK BID VISITORS WITHIN MANAGERIAL OR PROFESSIONAL OCCUPATIONS CATEGORIES

VICTORIA BID

NORTHBANK BID

Age Profile

Aged 18-19	Aged 20-24	Aged 25-29	Aged 30-44	Aged 45-59	Aged 60-64	Agde 65-74	Aged 75-84	Aged 85-89	Aged 90+
3%	10%	13%	33%	24%	6%	8%	4%	1%	0%

Northbank BID has a bias towards mid-ranged age groups, particularly aged **30-44 years old (32.8%)** and **45-59 years old (23.8%)**

Occupation Splits

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 %
15%	27%	16%	8%	7%	7%	6%	5%	9%

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

26.9% of visitors in **Professional Occupations**

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

VISIT SEGMENTATION | NORTHBANK BID

VICTORIA BID

NORTHBANK BID

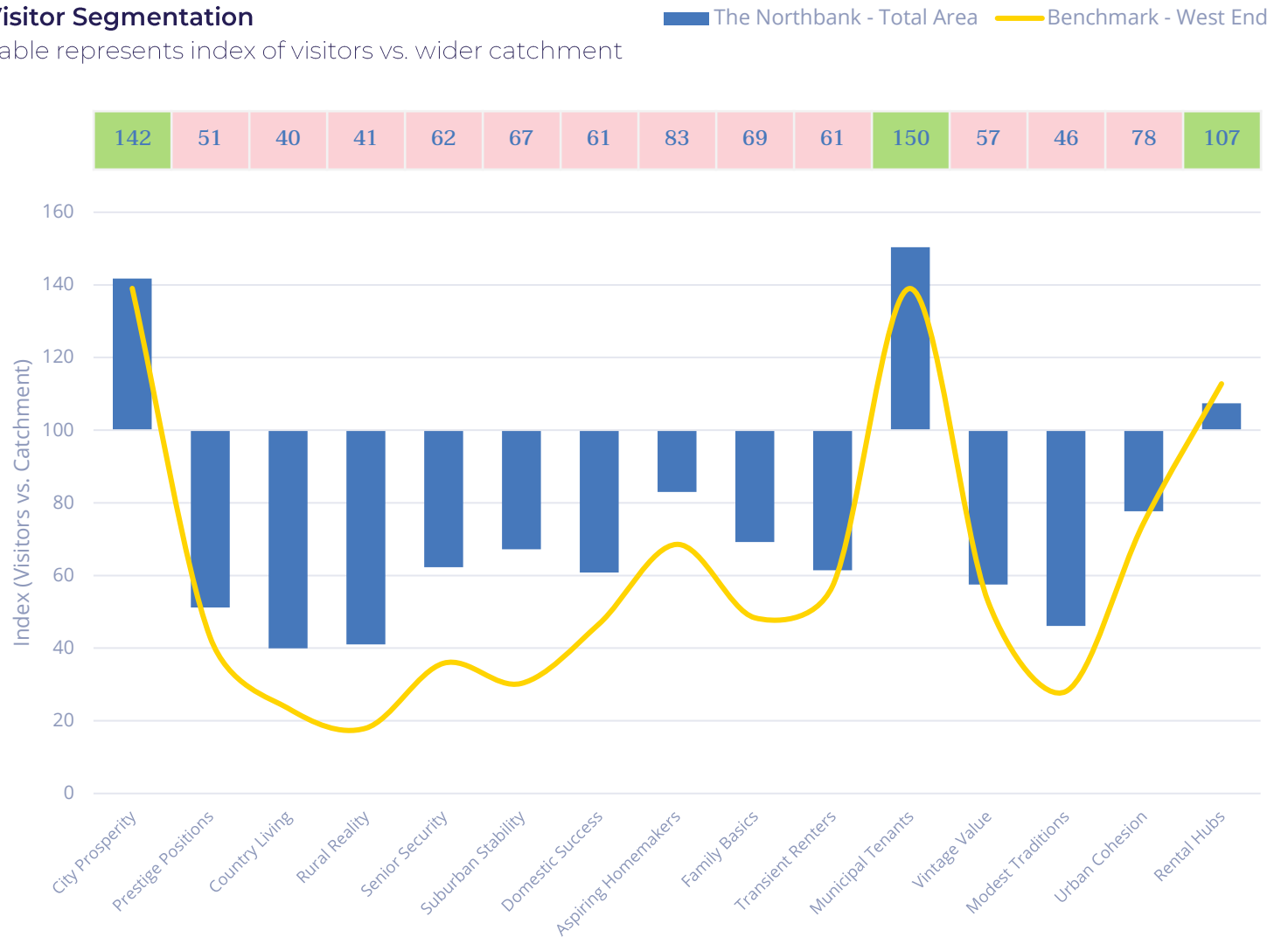# NORTHBANK BID OVER-INDEXES ON CITY PROSPERITY, MUNICIPAL TENANTS & RENTAL HUBS

Visitor profile remains in line with West End, with a strong 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)

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

Visitor Segmentation
Table represents index of visitors vs. wider catchment

Legend: The Northbank - Total Area | Benchmark - West End

| 142 | 51 | 40 | 41 | 62 | 67 | 61 | 83 | 69 | 61 | 150 | 57 | 46 | 78 | 107 |

Index (Visitors vs. Catchment)

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

04

APPENDIX

VICTORIA BID

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
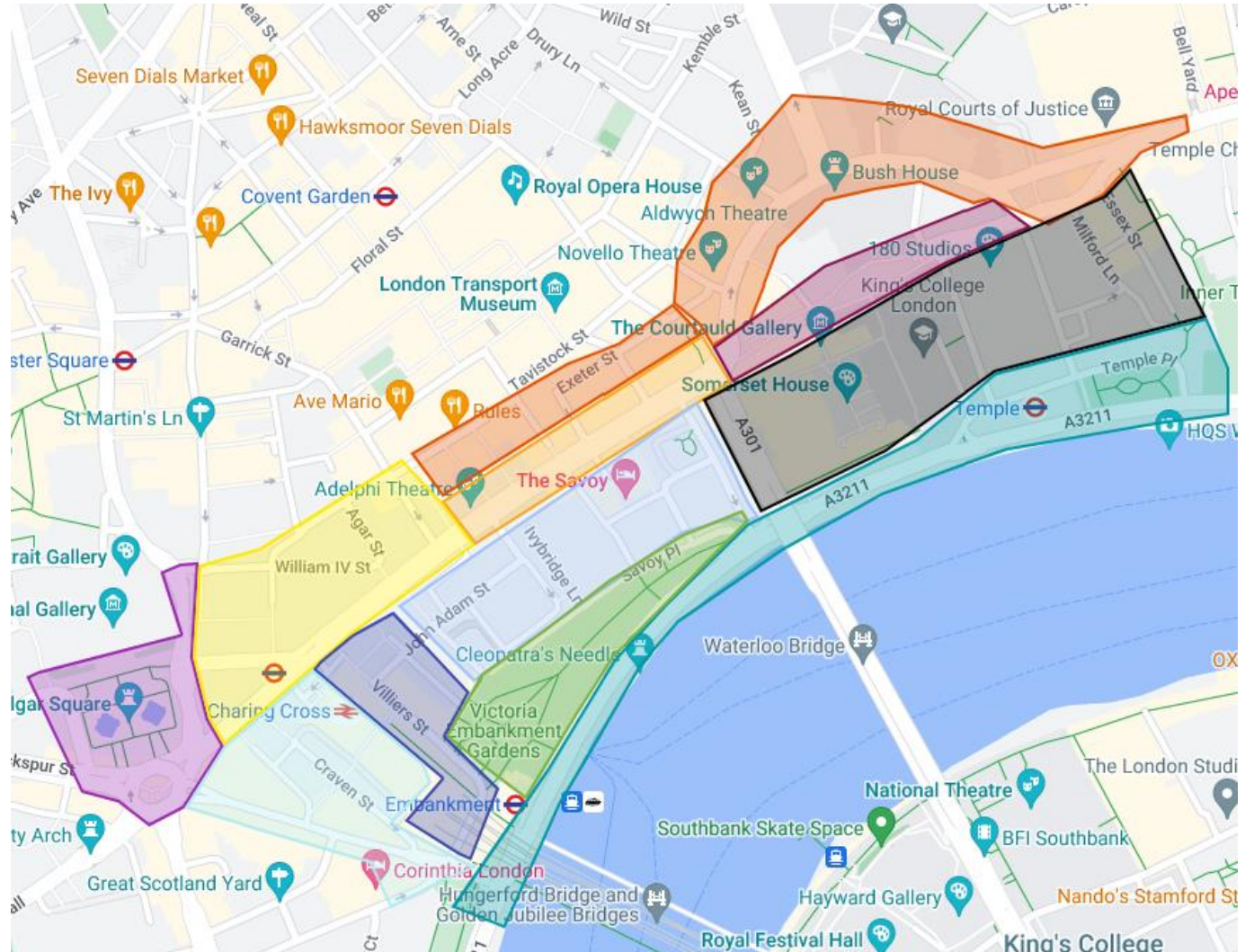

NORTHBANK BID

VICTORIA BID
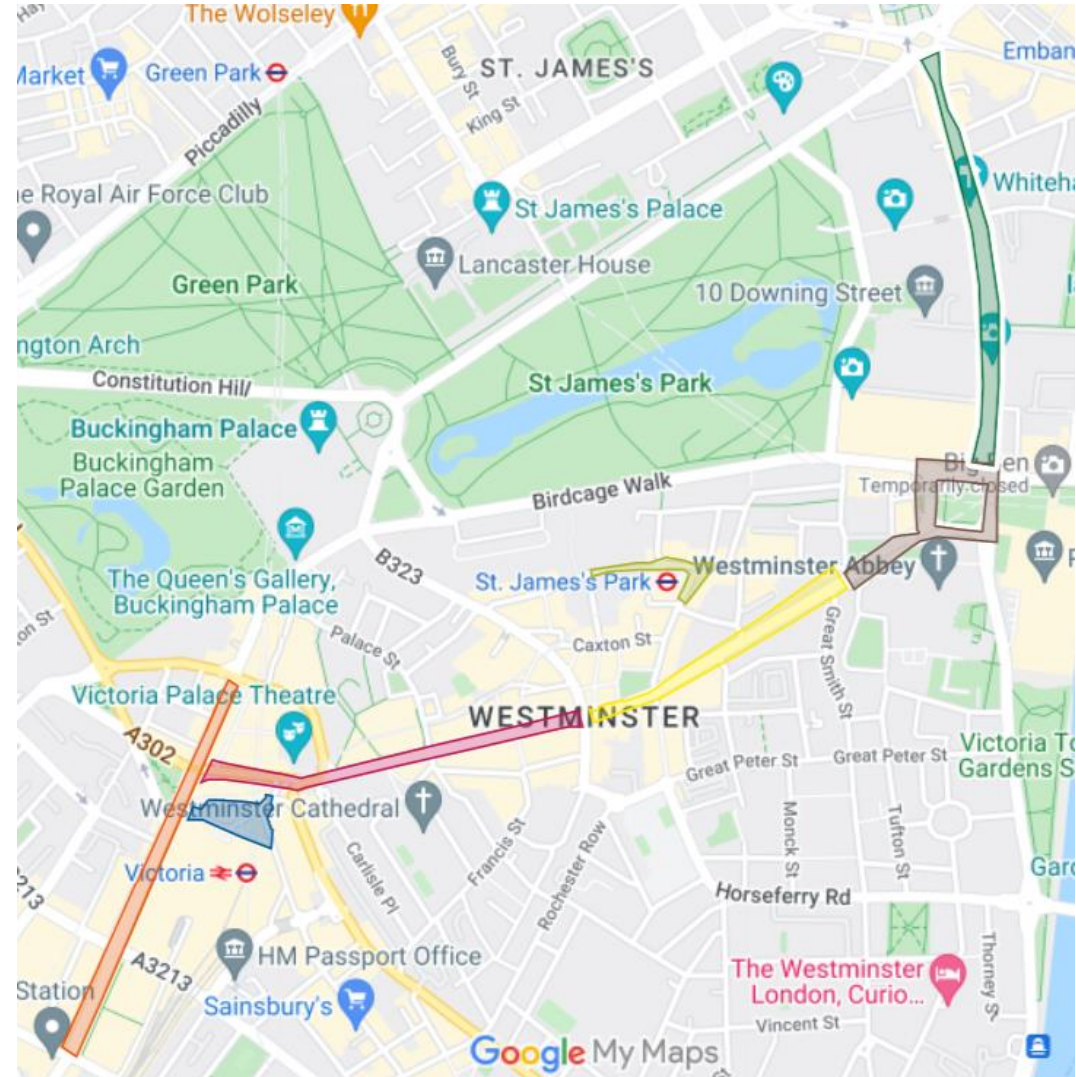
NORTHBANK BID

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.
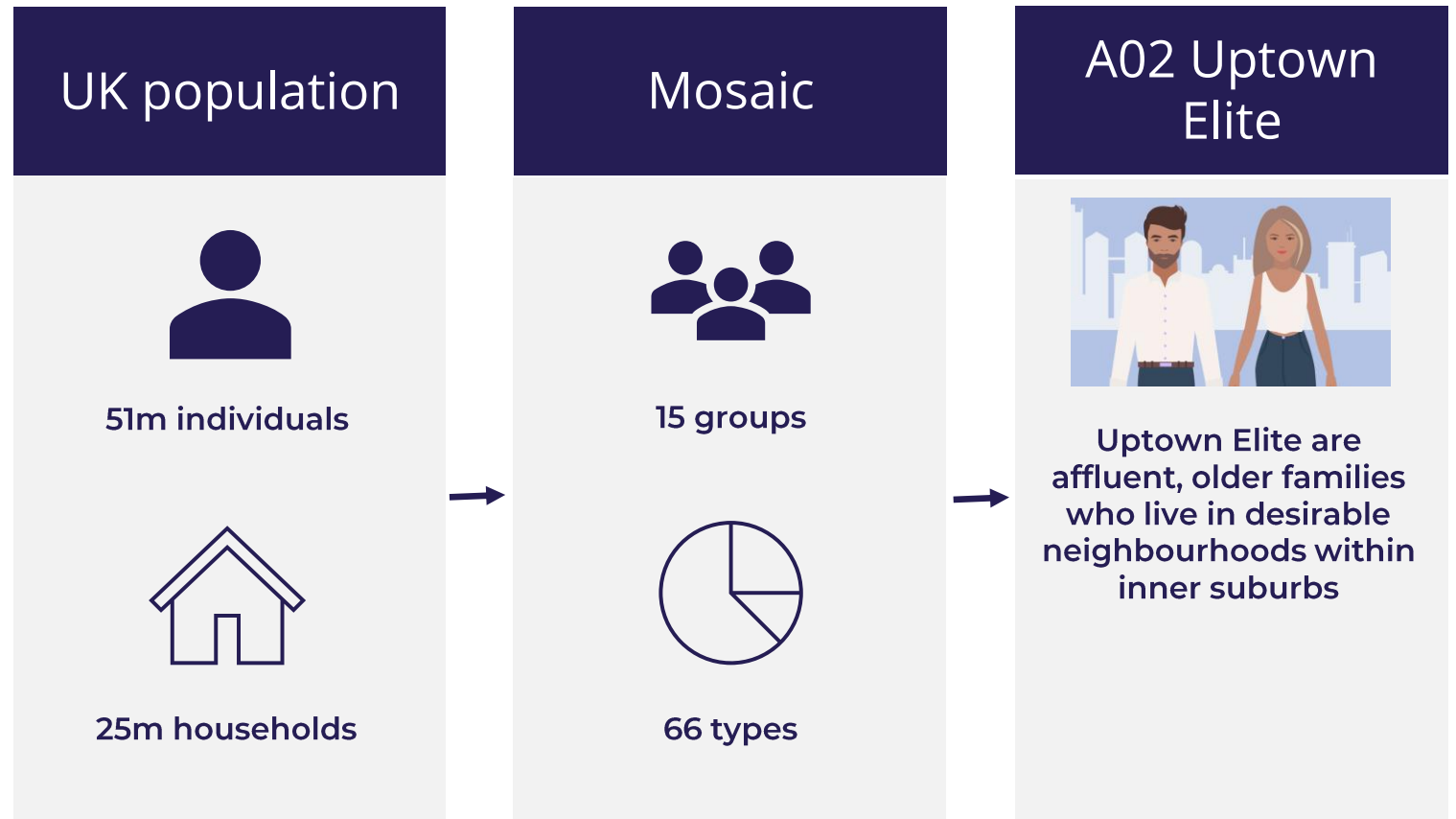
EXPERIAN'S MOSAIC SEGMENTATION

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

UK population

51m individuals

25m households

Mosaic

15 groups

66 types

A02 Uptown Elite

Uptown Elite are affluent, older families who live in desirable neighbourhoods within inner suburbs

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

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

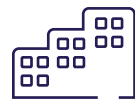Predictive performance forecasting

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
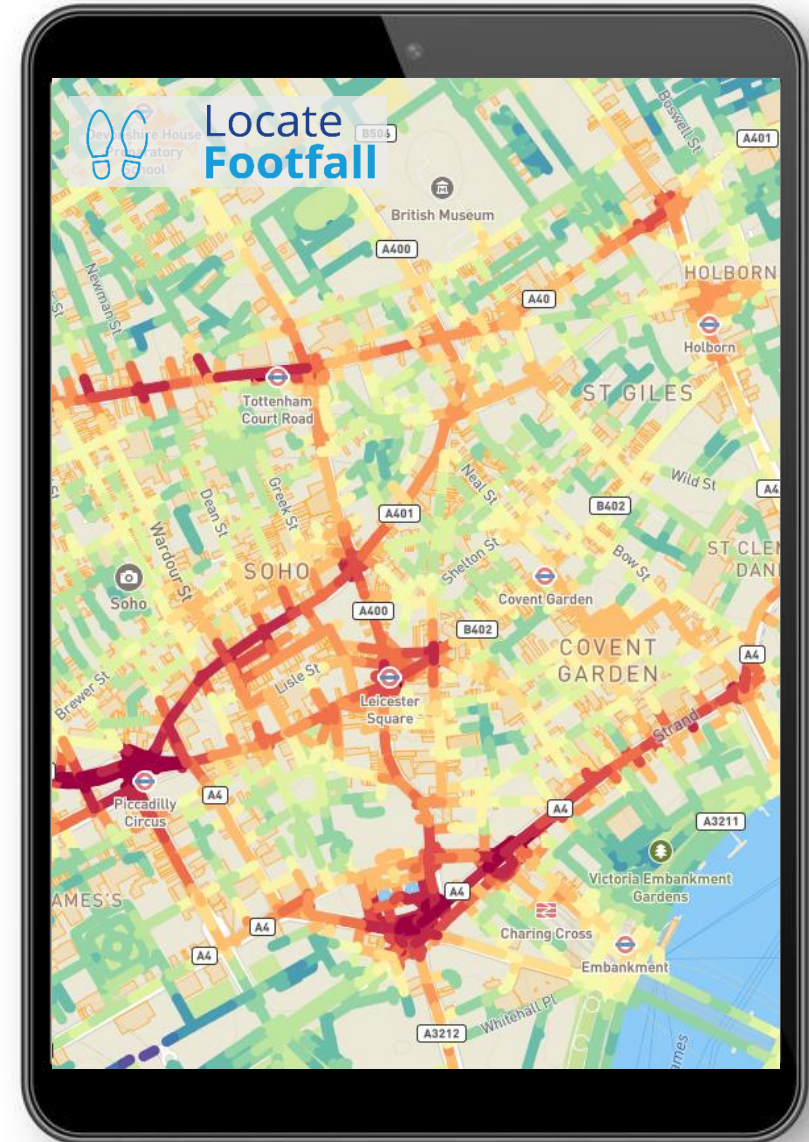
Colliers LocateFootfall

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 9 million active smartphone users

✓ Delivers data instantly without hardware installation

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

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:

Gartner
cool vendor

British
Assessment
Bureau
THE MARK OF CONFIDENCE SINCE 1969

unicri
United Nations
Interregional Crime and Justice
Research Institute

CENTRE FOR
ARTIFICIAL
INTELLIGENCE
AND ROBOTICS

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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