



SEPTEMBER 2024

# LONDON HERITAGE QUARTER MONTHLY INSIGHTS

Prepared by: Paul Matthews & Tom Rollinson



## 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.

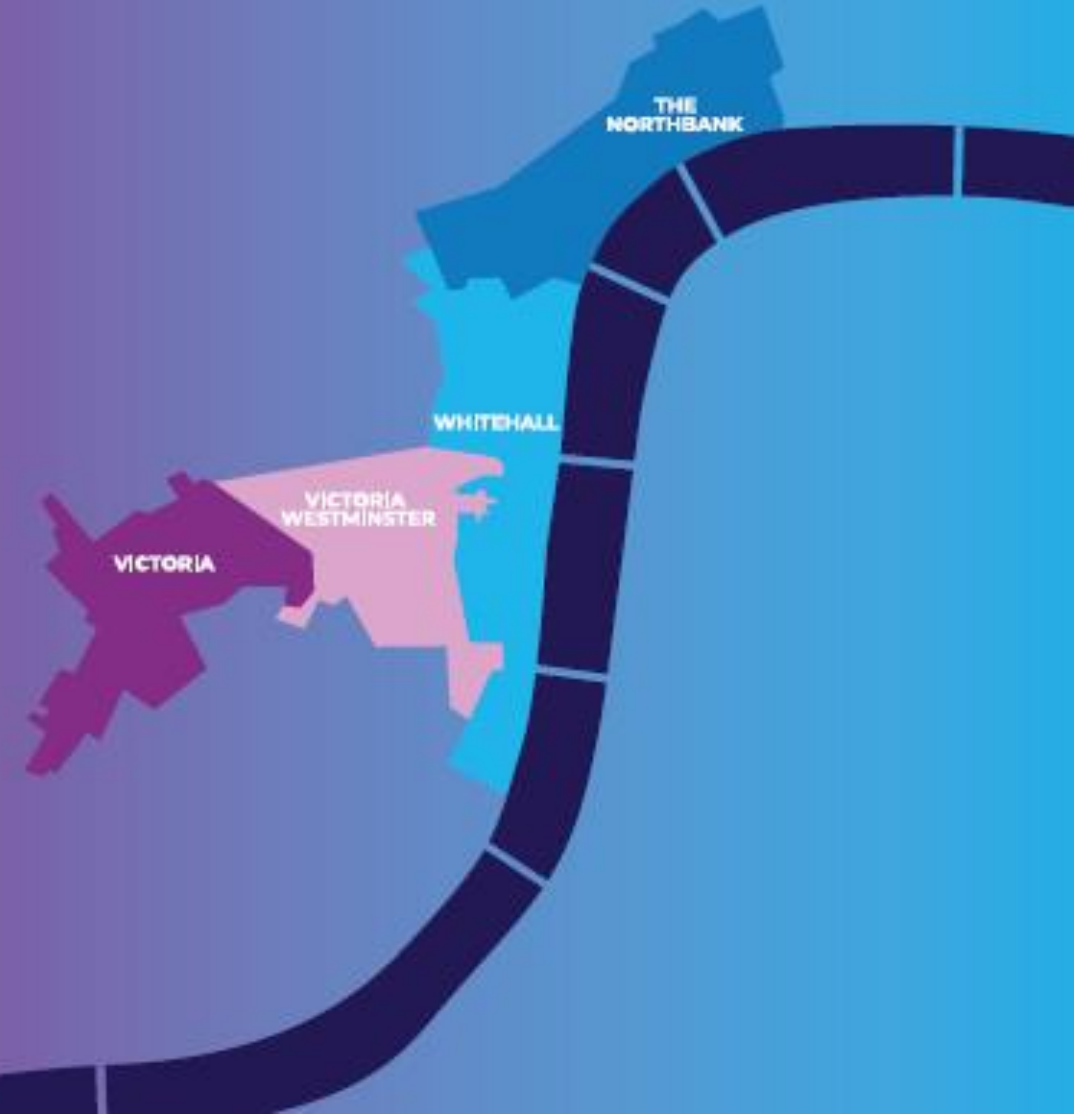
**VICTORIA:** The Victoria Business Improvement District (BID) is a business-led and business-funded body formed to support economic growth in Victoria and to create a vibrant destination for those who work, visit or live in the area.

**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:

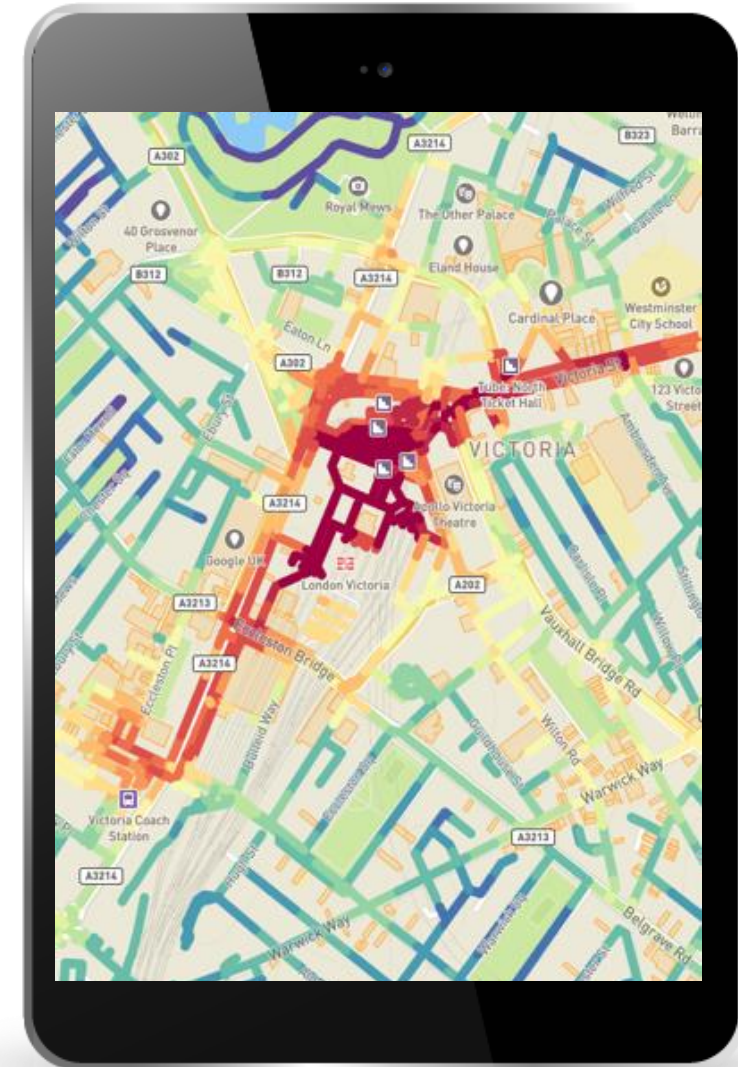
- ❑ Visitor footfall
- ❑ Visitor profile
- ❑ Visitor behaviour

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*





# CONTENTS

01

Visit Performance

02

Visitor Behaviour

03

Visitor Segmentation

04

Appendix



01

# VISIT PERFORMANCE

VISIT PERFORMANCE | VICTORIA BID

# VISITS TO VICTORIA BID UP +24% YEAR-ON-YEAR

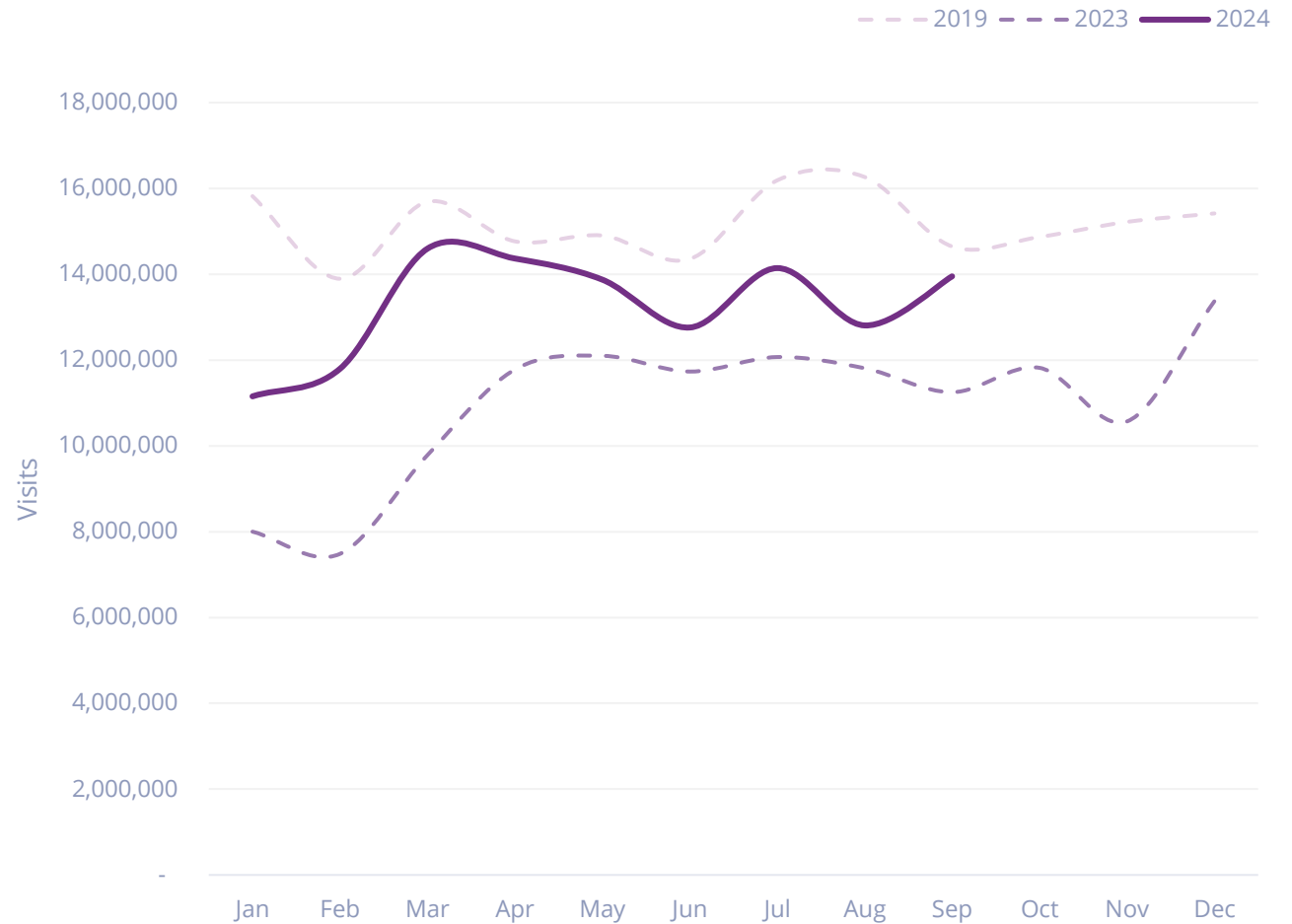
**Strong visit performance to Victoria BID during September 2024, with growth year-on-year and month-on-month**

Total visits to Victoria BID in September 2024 were **14.0 million**, with September out-performing visitation vs. same month last year, as has been seen in all months in 2024 to date. Performance relative to prior month and year out-performed visit performance change seen in West End, despite similar growth trajectory.

### September 2024

Area	Footfall (millions)	Month-on-Month	Year-on-Year	vs. 2019
Victoria BID	14.0	+8.9%	+24.0%	-4.8%
West End (Benchmark)	21.2	+7.9%	+18.9%	-39.9%

Monthly Overview

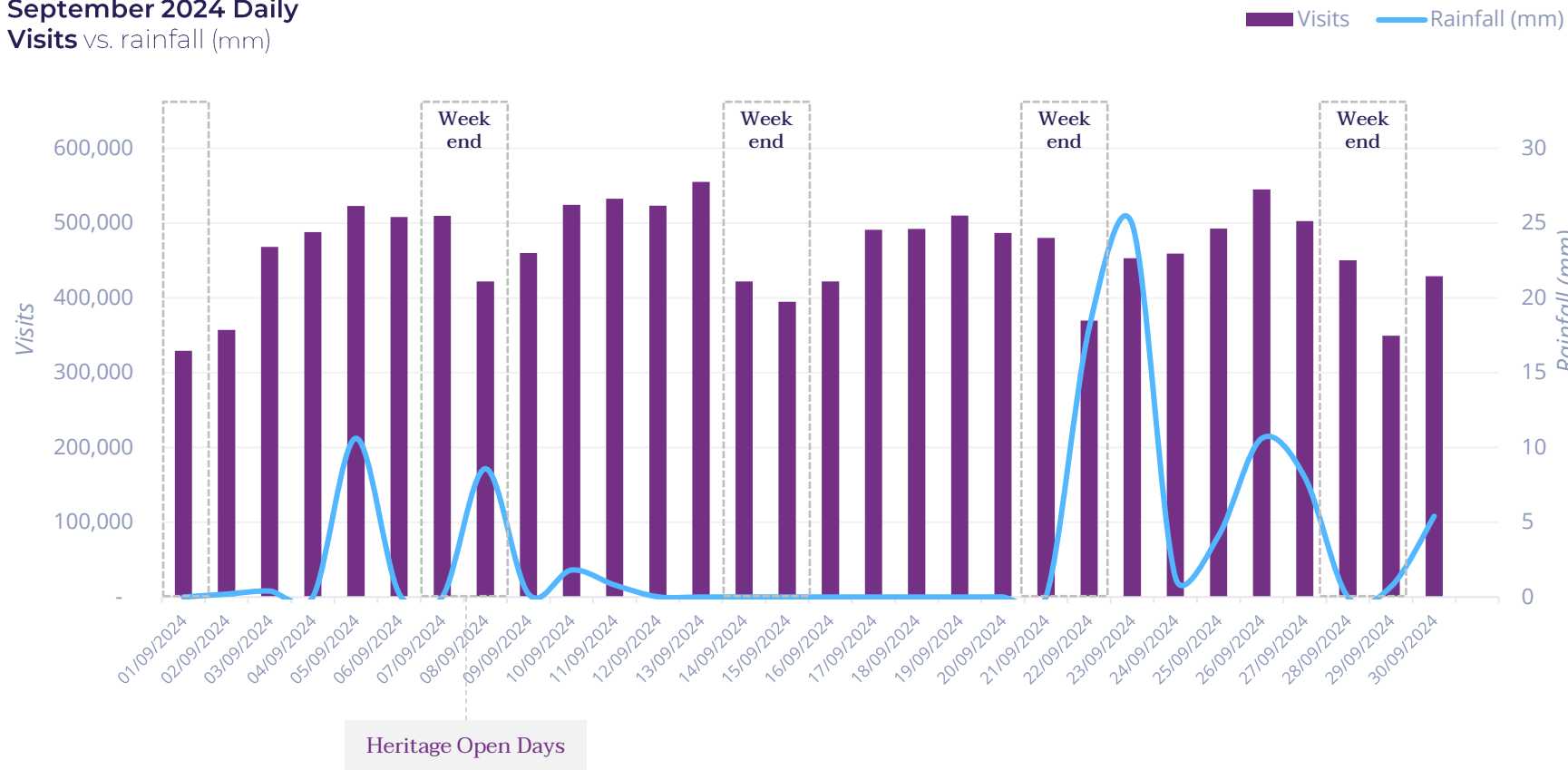


Source: Colliers LocateFootfall  
See Appendix for defined BID boundaries

VISIT PERFORMANCE | VICTORIA BID

# SLIGHT PEAK IN VISIT VOLUMES AT START OF SEPTEMBER BEFORE WET WEATHER DAMPENED VISITATION

September 2024 Daily Visits vs. rainfall (mm)



Visit volumes to Victoria BID across the month returned to normal distribution following summer

First weekend of September (7<sup>th</sup> & 8<sup>th</sup>) saw an increase in visitation, in part due to London HQ's **Heritage Open Days** event – a community led festival of history & culture offering free admission to venues across the district. Visitation up **+10% & +13%** on Saturday & Sunday respectively, vs. September average for these days.

End of September witnessed period of wetter weather, dampening visitation; last week of September down on average **~ -3%** vs. September 2024 performance

Source: Colliers LocateFootfall  
See Appendix for defined BID boundaries

Strong year-on-year and month-on-month performance across all clusters within Victoria BID in September 2024

VISIT PERFORMANCE | VICTORIA BID

# GROWTH YEAR-ON-YEAR ACROSS ALL CLUSTERS IN SEPTEMBER 2024

September 2024

Area	Footfall	Month-on-Month	Year-on-Year	vs. 2019
Victoria BID	13,950,694	+8.9%	+24.0%	-4.8%
Buckingham Palace Road	2,161,817	+9.2%	+18.3%	-4.2%
Parliament Square	2,667,819	+4.6%	+11.2%	-8.0%
Terminus Place	1,437,284	+6.8%	+49.5%	-42.5%
Victoria Street – West	1,428,018	+13.8%	+18.2%	-33.5%
St. James’ Park Station	153,900	+23.3%	+5.6%	-76.5%
Victoria Street – East	1,141,606	+5.4%	+21.0%	+14.9%
Whitehall	4,960,250	+11.0%	+31.7%	+55.1%
West End (Benchmark)	21,233,349	+7.9%	+18.9%	-39.9%

Following a period of slightly lower visitation in August, as a result of school holidays leading to a lack of workers to the district, visits to Victoria BID in September 2024 saw growth across all clusters month-on-month. Greatest growth month-on-month in September was seen around St. James’ Park Station (+23%) – perhaps indicative of increase in commuters vs. August.

Strong performance was also seen year-on-year across the district, with all but one cluster experiencing double digit growth in visitation. Overall, visits to Victoria BID were up +24% vs. the same month last year, signalling very strong performance in September.

Similar performance trends were witnessed in the wider West End benchmark location, with performance up +7.9% month-on-month and +18.9% year-on-year.

Source: Colliers LocateFootfall  
See Appendix for defined BID boundaries



VISIT PERFORMANCE | NORTHBANK BID

# +22.9% GROWTH IN VISITS TO NORTHBANK VS. 2024

Visits to Northbank BID up vs. same month last year, and vs. previous month, in September 2024

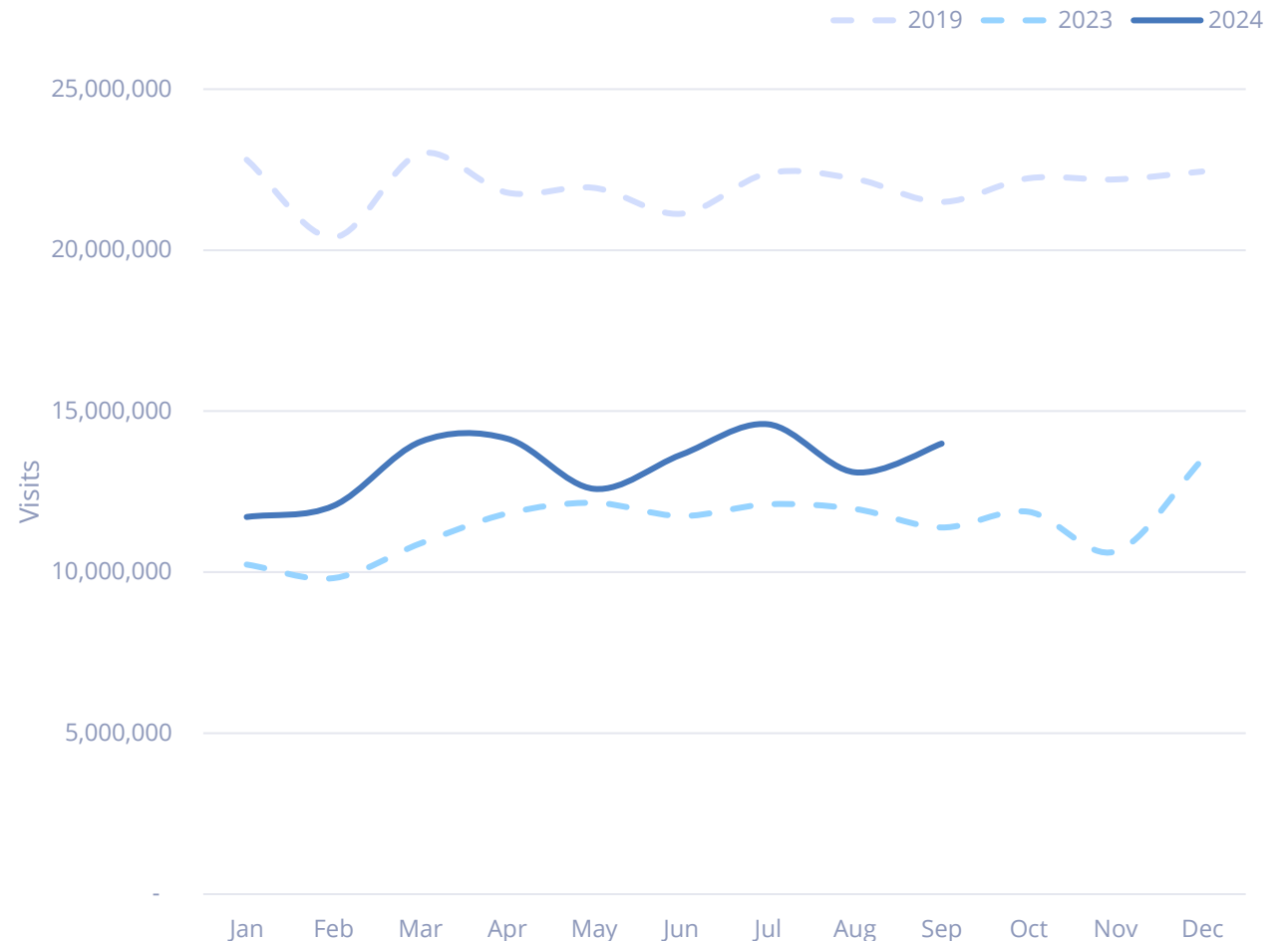
Total visits to Northbank BID were **14.0 million**, with strong performance relative to September 2023, and also compared against August 2024.

As has been seen in all months of 2024 to-date, visit volumes were above previous year – with year-to-date performance **+16.9** above same period in 2024.

### September 2024

Area	Footfall (millions)	Month-on-Month	Year-on-Year	vs. 2019
Northbank BID	14.0	+6.8%	+22.9%	-34.9%
West End (Benchmark)	21.2	+7.9%	+18.9%	-39.8%

Monthly Overview

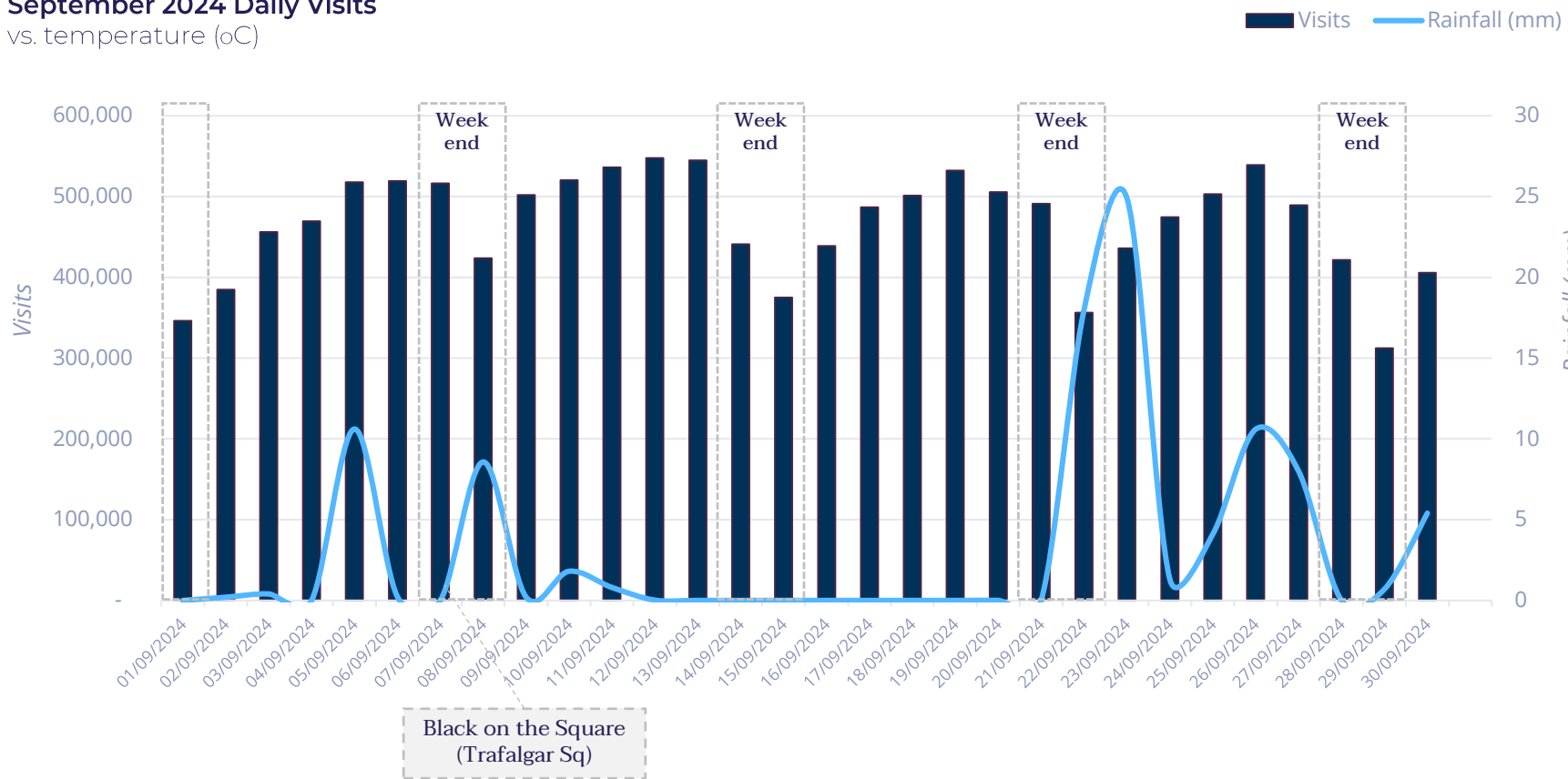


Source: Colliers LocateFootfall  
See Appendix for defined BID boundaries

VISIT PERFORMANCE | NORTHBANK BID

# VISIT DISTRIBUTION RETURNED TO 'NORMAL' PATTERN FOLLOWING SUMMER HOLIDAYS IN SEPTEMBER 2024

September 2024 Daily Visits vs. temperature (oC)



Despite slightly higher visits at the start of the month, visit distribution follows similar pattern during the week, with a slight peak on Thursdays due to workers

Peak Saturday visits occurred on the first weekend of the month (7<sup>th</sup>) with **516k visits** to Northbank BID, coinciding with 'Black on the Square' in Trafalgar Square. Visits on this day were **+10.5%** higher across the BID vs. an average Saturday in September 2024.

Source: Colliers LocateFootfall  
See Appendix for defined BID boundaries

Strong growth across most clusters within Northbank BID in September 2024, with strong year-on-year growth in Aldwych D (+28.2%)

VISIT PERFORMANCE | NORTHBANK BID

# POSITIVE PERFORMANCE ACROSS MOST CLUSTERS IN SEPTEMBER 2024

As seen in Victoria BID, performance in Northbank saw growth vs. same month last year (+22.9%) and vs. August 2024 (+6.8%). Strongest performance year-on-year was seen in Aldwych D (+28.2%), with all but one cluster across the BID experiencing growth.

Month-on-month, Strand Aldwych (+30%) experienced the strongest growth, with 9 out of the 12 clusters experiencing growth vs. August 2024, contributing to overall growth in Northbank BID of +6.8% vs. previous month.

Northbank BID experienced stronger growth than the wider West End benchmark area year-on-year, despite slightly smaller growth month-on-month.

Area	Footfall	Month-on-Month	Year-on-Year	vs. 2019
Northbank BID	13,992,481	+6.8%	+22.9%	-34.9%
Strand - Central	2,230,479	+9.2%	+9.3%	-6.5%
Strand – West	2,242,705	+2.0%	+10.9%	-48.5%
Maiden Lane & Tavistock	563,686	-5.0%	-4.4%	-36.3%
Aldwych D	5,136,772	+10.1%	+28.2%	+37.4%
Strand Aldwych	449,295	+30.0%	+9.9%	-75.9%
Somerset/Arundel	1,934,571	+21.1%	+18.7%	+7.9%
Riverfront	3,326,383	+14.6%	+17.9%	+6.4%
Adelphi	325,900	+11.0%	+6.5%	-68.1%
Victoria Embankment Gardens	400,781	+14.1%	+3.0%	-43.8%
Villiers Street	1,137,688	-0.3%	+7.7%	-53.6%
Northumberland Avenue	2,355,874	-1.9%	+23.7%	-21.4%
Trafalgar Square	4,860,947	+7.1%	+12.0%	+18.5%
West End (Benchmark)	21,233,349	+7.9%	+18.9%	-39.8%

Source: Colliers LocateFootfall  
See Appendix for defined BID boundaries

02

# VISITOR BEHAVIOUR

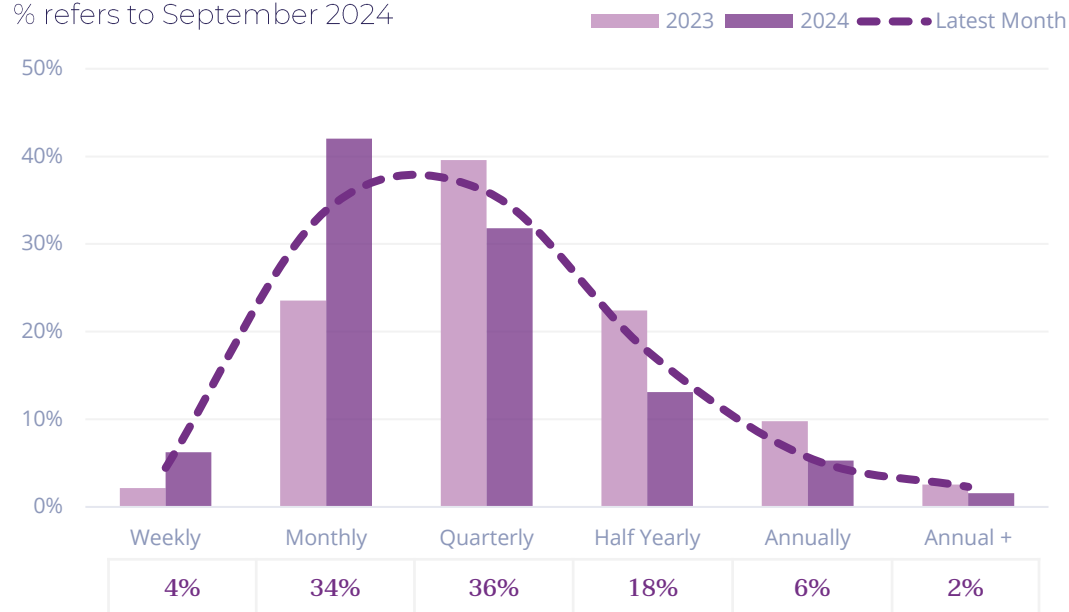


VISIT BEHAVIOUR | VICTORIA BID

# INCREASE IN DWELL TIME FROM VISITORS TO VICTORIA BID IN SEPTEMBER 2024

## Visit Frequency

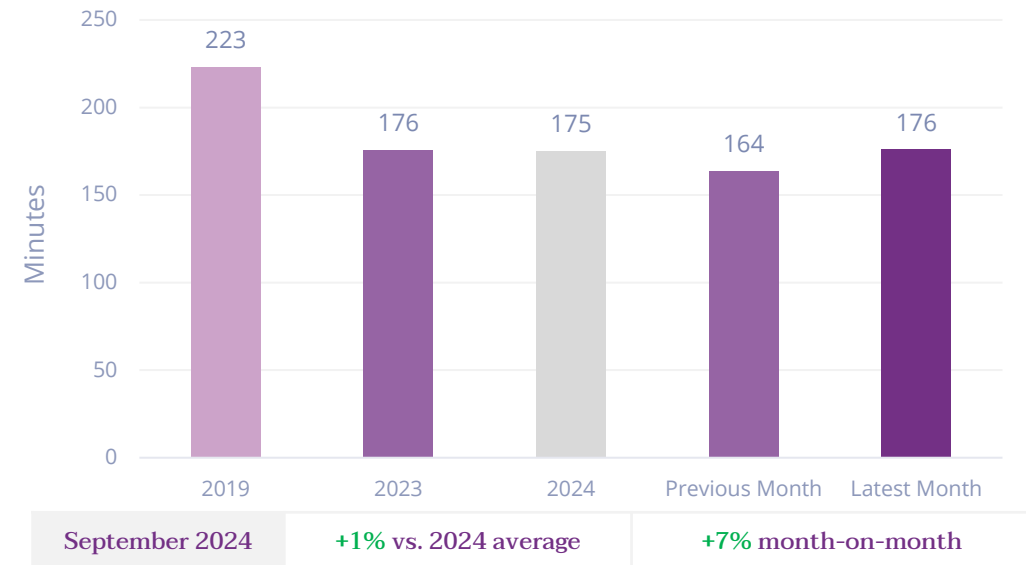
% refers to September 2024



Visit frequency follows broadly the same trend as wider 2024 distribution, with around two-thirds of visitors visiting the BID either monthly or quarterly. Despite this, there was a slightly higher proportion of visitors visiting quarterly (36% in Sep vs. 32%), compared to the 2024 average.

## Average Dwell

September 2024



Increase in the average dwell time in Victoria BID during September 2024, relative to previous month and to the 2024 average.

Visitor dwell +7% vs. August 2024, and +1% vs. 2024 average.

Source: Colliers LocateFootfall  
See Appendix for defined BID boundaries

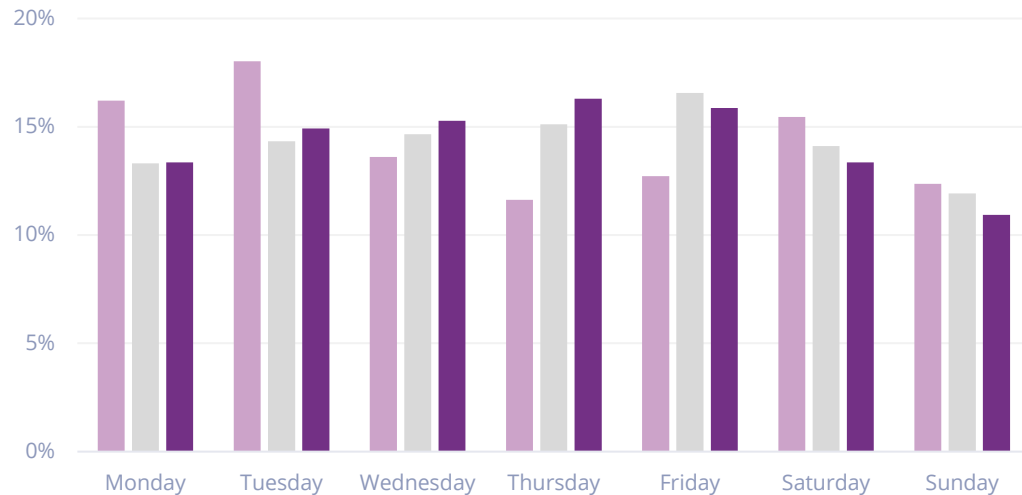
VISIT BEHAVIOUR | VICTORIA BID

# RETURN OF OFFICE WORKERS BOOSTED SHARE OF VISITS TO VICTORIA BID DURING WEEKDAYS

## Visit Share by Day

% refers to September 2024

■ 2023 ■ Previous Month ■ 2024

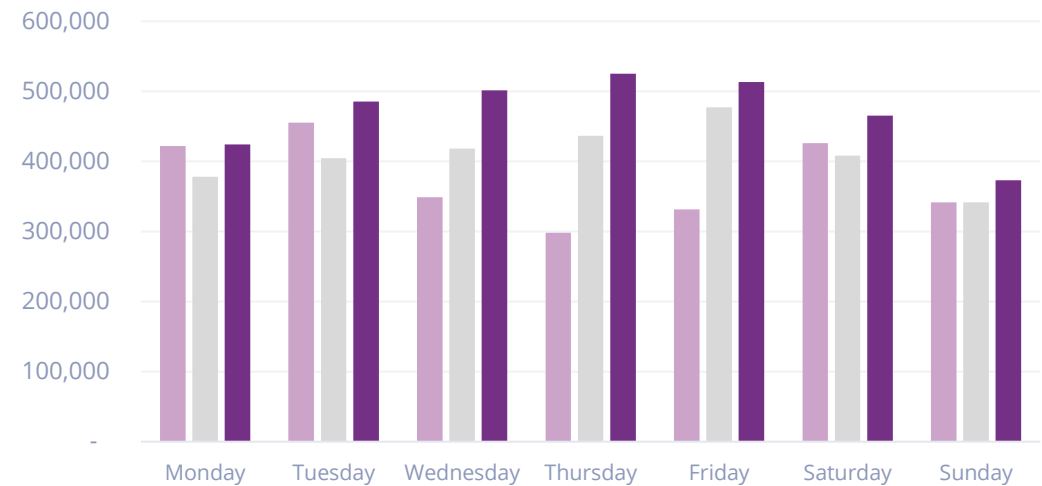


13%	15%	15%	16%	16%	13%	11%
-----	-----	-----	-----	-----	-----	-----

## Average Visits by Day

Raw Visit Volumes refers to September 2024

■ 2023 ■ Previous Month ■ 2024



424,260	485,679	501,310	525,276	513,243	465,533	373,046
---------	---------	---------	---------	---------	---------	---------

Slight increase in the proportion of visitors visiting the BID during the working-week in September vs. August 2024, indicative of a return of office workers following the summer. **Thursday (16%)** was the busiest day across the BID, followed closely behind by Fridays.

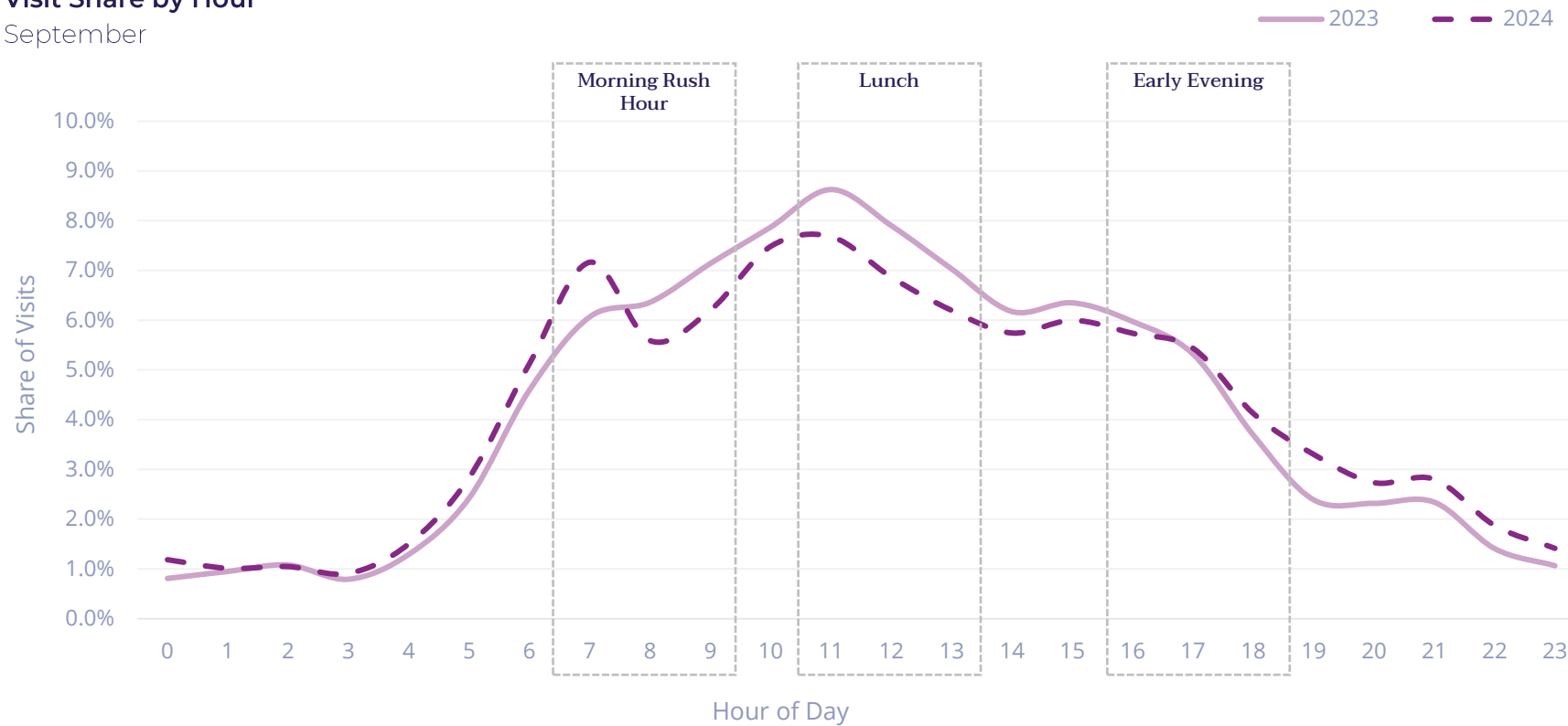
Despite a lower share of visits on the weekend in September 2024, average visits on these days still surpassed volumes seen in previous year & month.

Source: Colliers LocateFootfall  
See Appendix for defined BID boundaries

VISIT BEHAVIOUR | VICTORIA BID

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

Visit Share by Hour  
September



Share of visits throughout the day in-line with trend seen in previous year, with peak visits occurring at 11am (7.7%)

Despite following a similar distribution, visit share in September 2024 is slightly more distributed – as represented by the line being lower during majority of the day. Rather than a greater share of visits during the working day, September 2024 experienced a slight increase in proportion of visitors visiting after 6pm vs. prior year; 16.3% vs. 13.2%.

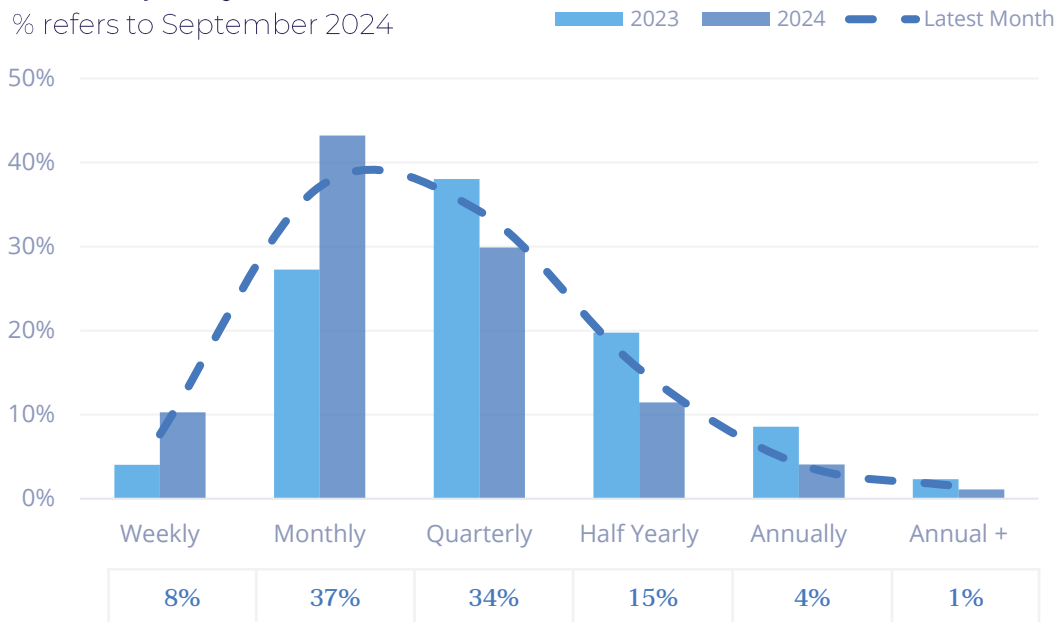
Source: Colliers LocateFootfall  
See Appendix for defined BID boundaries

VISIT BEHAVIOUR | NORTHBANK BID

# SEPTEMBER 2024 EXPERIENCED AN INCREASE IN VISITOR DWELL TO NORTHBANK BID

## Visit Frequency

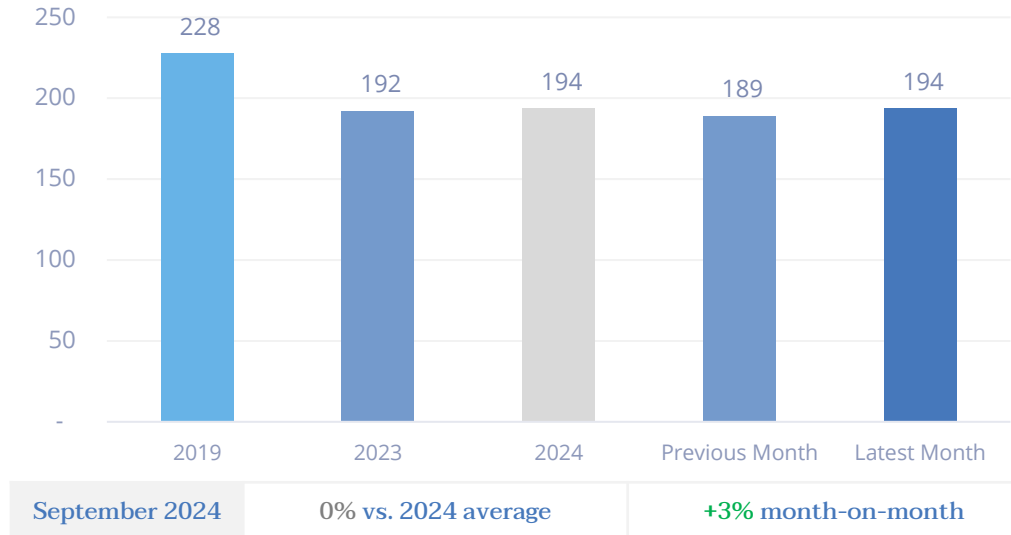
% refers to September 2024



Visit frequency in September 2024 relatively consistent with 2024 average, with most visitors visiting Monthly (37%), despite a slight shift to a greater proportion visiting the BID quarterly or half-yearly.

## Average Dwell

September 2024



Slight increase in dwell time in September 2024 vs. previous month (+5 minutes), while consistent with 2024 year-to-date average.

Dwell time down flat vs. 2024 average, and +3% vs. August 2024.

Source: Colliers LocateFootfall  
See Appendix for defined BID boundaries



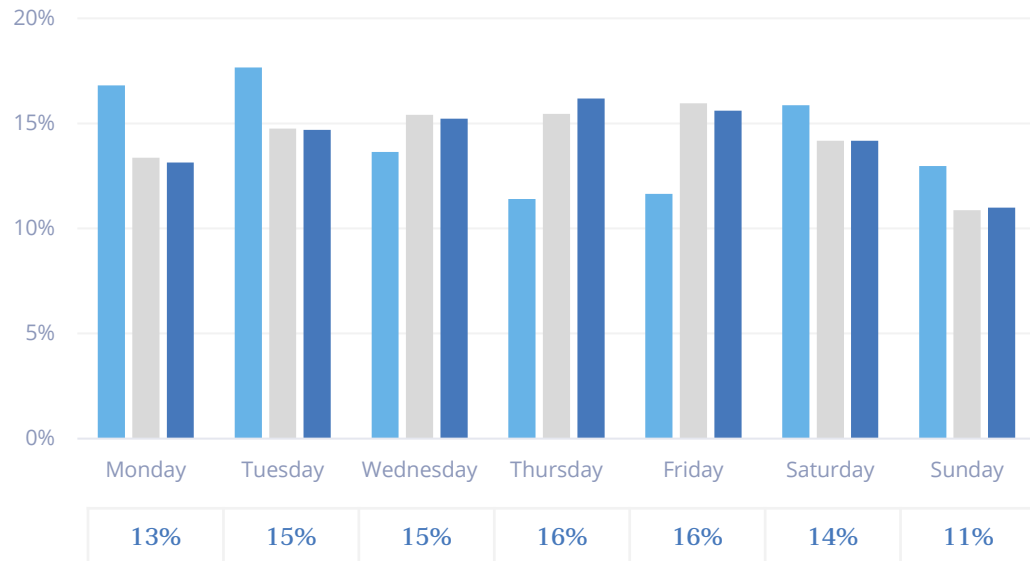
VISIT BEHAVIOUR | NORTHBANK BID

# CONSISTENT DISTRIBUTION ACROSS WEEK, HOWEVER AVERAGE VISIT VOLUMES INCREASED ON ALL DAYS

**Visit Share by Day**

% refers to September 2024

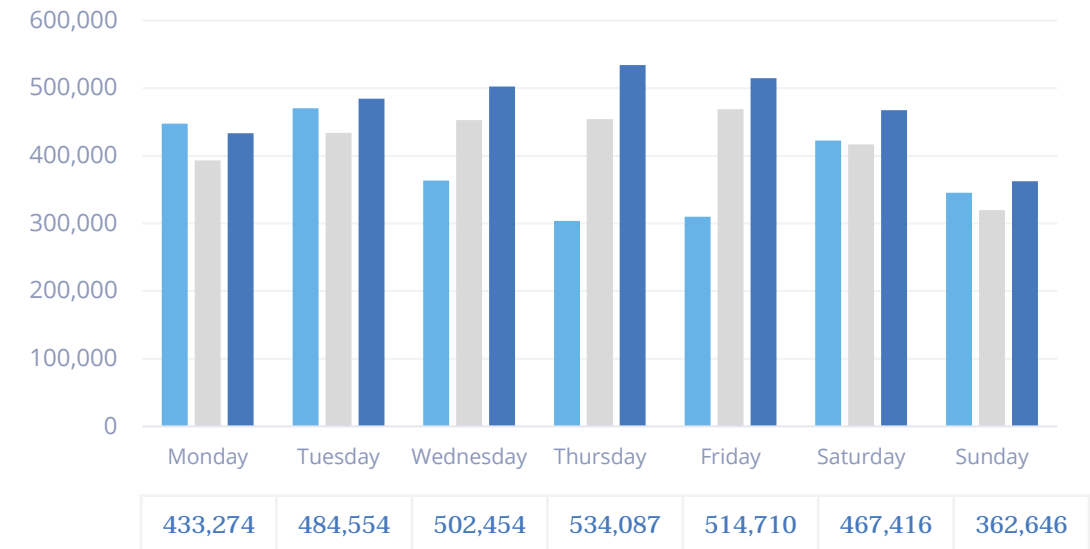
■ 2023 ■ Previous Month ■ 2024



**Average visits by day**

Raw Visit Volumes refers to September 2024

■ 2023 ■ Previous Month ■ 2024



Visit distribution broadly in-line with August 2024 across Northbank BID, with a slightly higher share of visits on Thursday in September 2024. Despite consistent proportion of visits throughout the week, average visits by day on each day has increased relative to previous month, due to increased visitor performance in September.

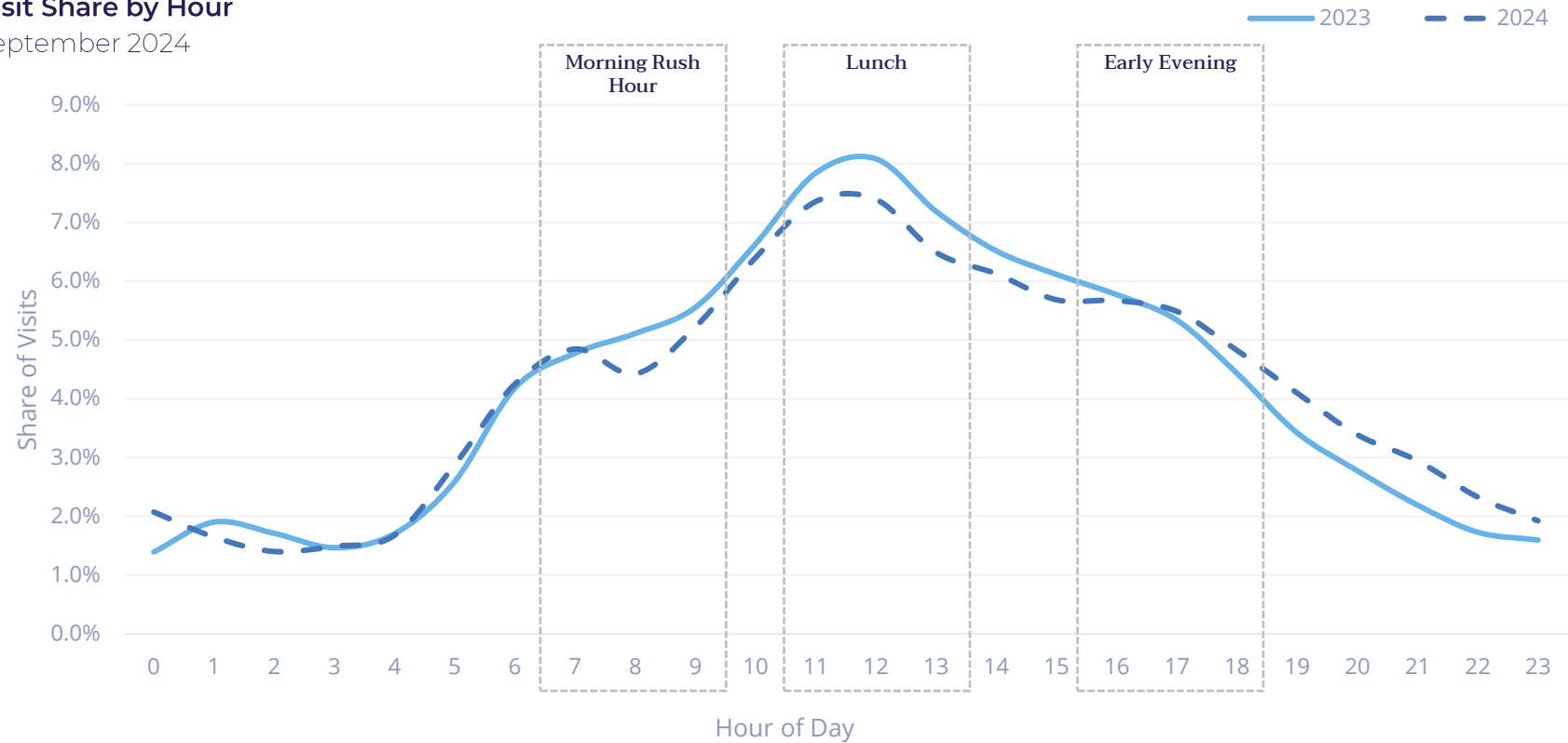
Source: Colliers LocateFootfall  
See Appendix for defined BID boundaries

VISIT BEHAVIOUR | NORTHBANK BID

# MORE DISTRIBUTED VISITS THROUGHOUT THE DAY IN SEPTEMBER 2024

## Visit Share by Hour

September 2024



**Greater proportion of visits after 6pm in September year-on-year**

Visit behaviour remained relatively consistent throughout the day in Northbank BID, with peak visits occurring ~12pm (7.4%).

There has a higher share of visits occurring after **6pm (19.5%)** vs. the same month last year (16.1%).

Source: Colliers LocateFootfall  
See Appendix for defined BID boundaries

03

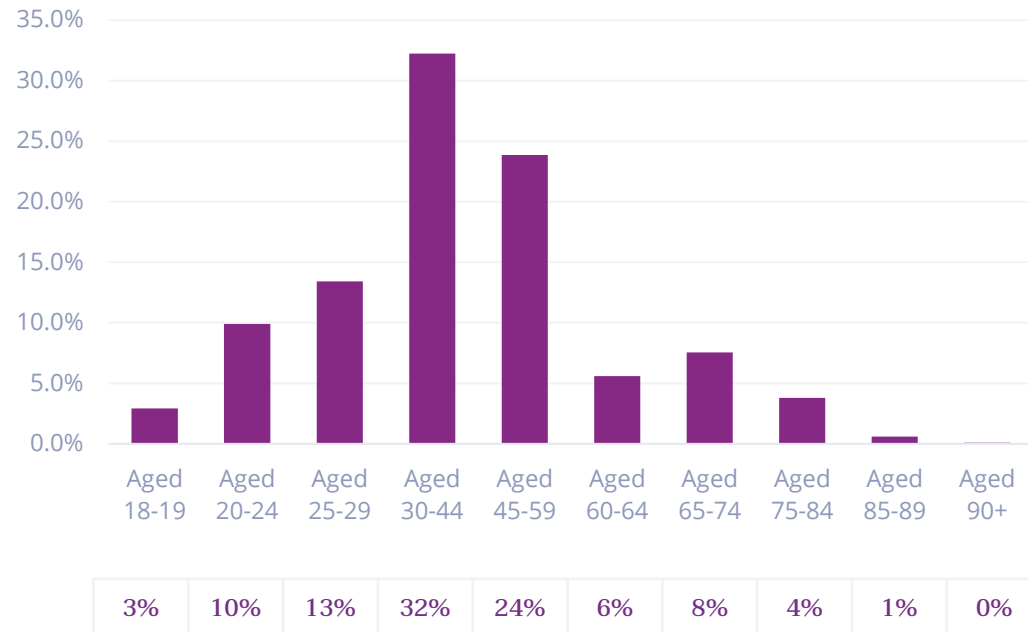
# VISITOR SEGMENTATION



VISIT SEGMENTATION | VICTORIA BID

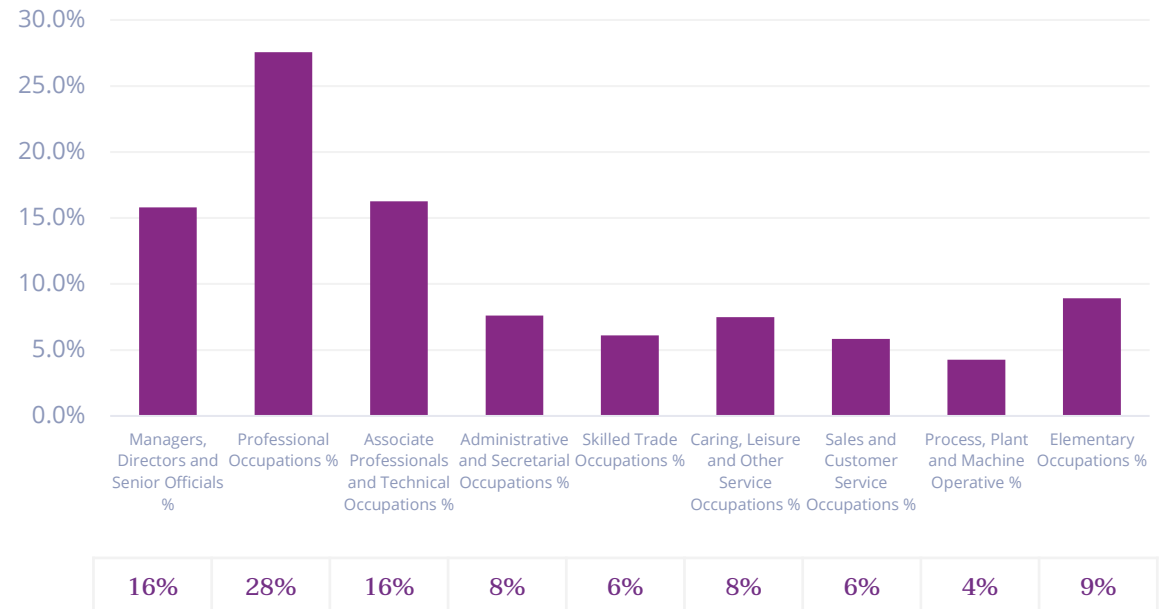
# VICTORIA BID CATCHMENT PROFILE SKEWED TOWARDS HIGH-INCOME, MIDDLE-AGED VISITORS

Age Profile



Victoria BID has a bias towards mid-ranged age groups, particularly aged 30-44 years old (32.2%) 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 27.5% 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'

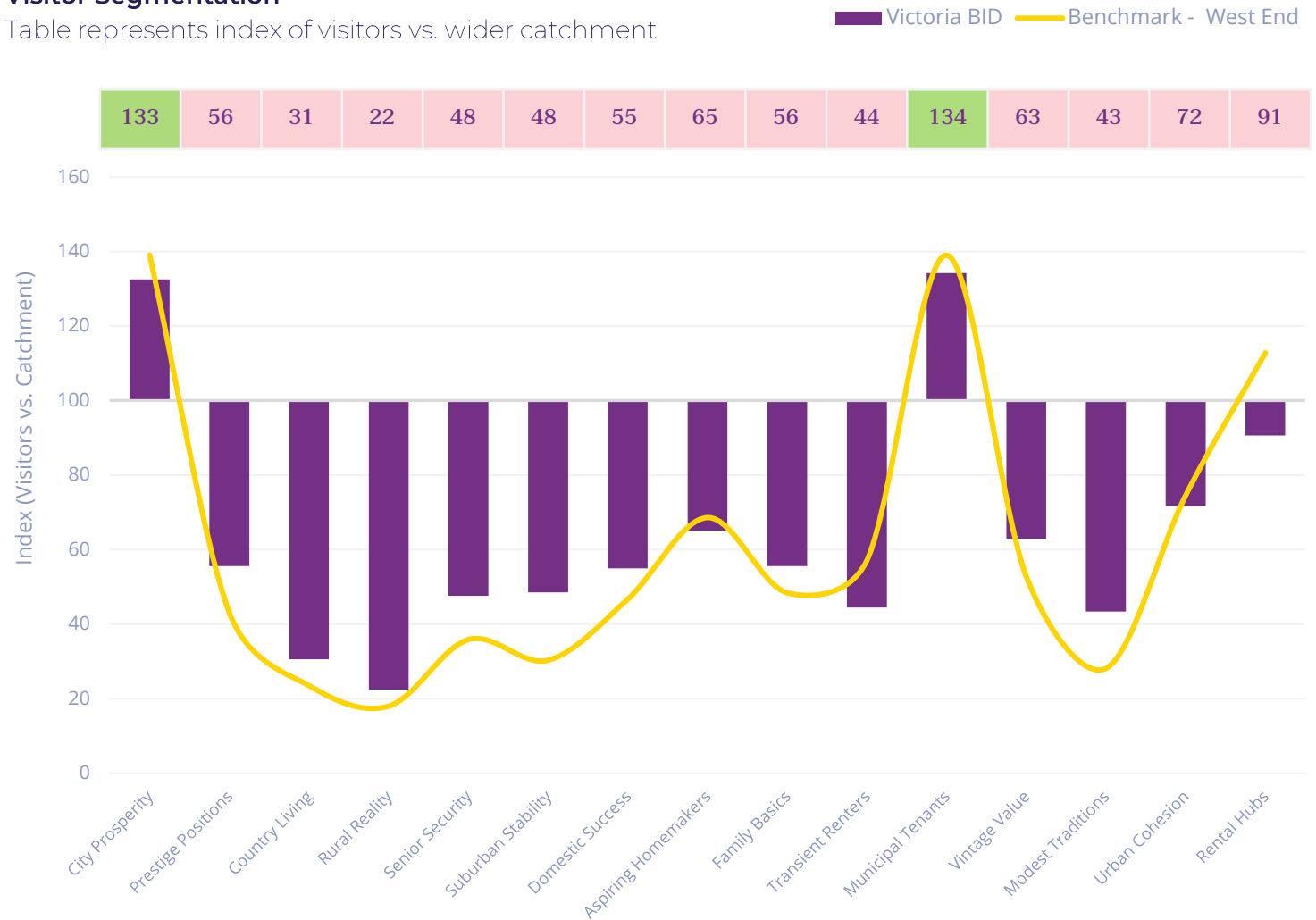
City Prosperity are high-income residents who have expensive homes in desirable metropolitan locations (Age: 26-35 | Income: £100k-£150k)

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

(Age: 56-65 | Income: <£15k)

## Visitor Segmentation

Table represents index of visitors vs. wider catchment

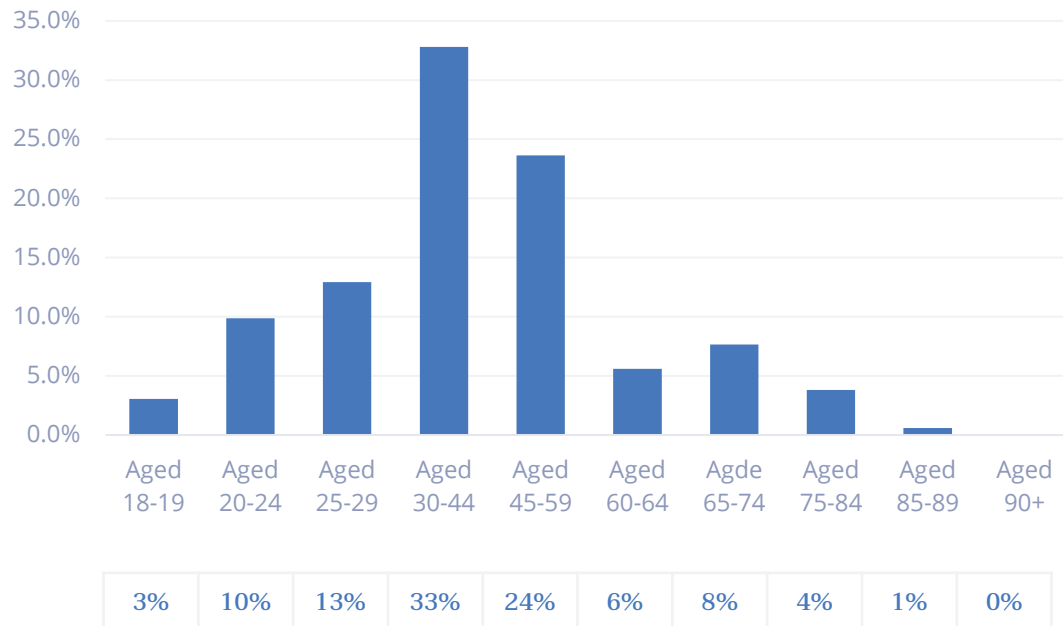


Source: Colliers LocateFootfall | Mosaic Experian  
See Appendix for defined BID boundaries

VISIT SEGMENTATION | NORTHBANK BID

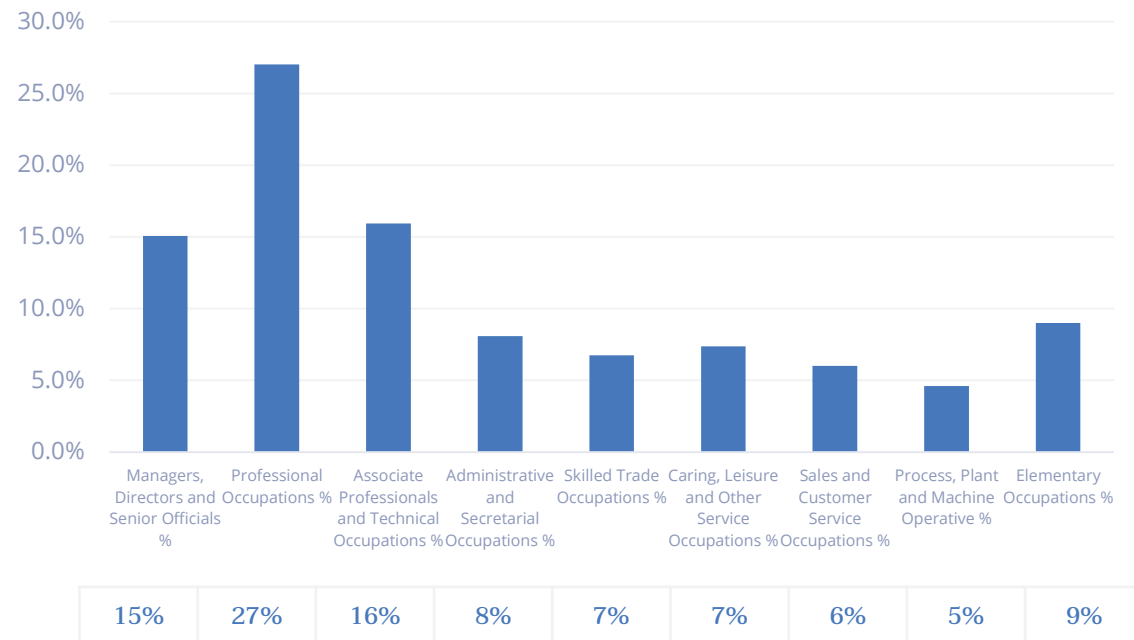
# 42% OF NORTHBANK BID VISITORS WITHIN MANAGERIAL OR PROFESSIONAL OCCUPATIONS CATEGORIES

Age Profile



Northbank BID has a bias towards mid-ranged age groups, particularly aged **30-44 years old (32.8%)** and **45-59 years old (23.6%)**

Occupation Splits



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**

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

VISIT SEGMENTATION | NORTHBANK BID

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

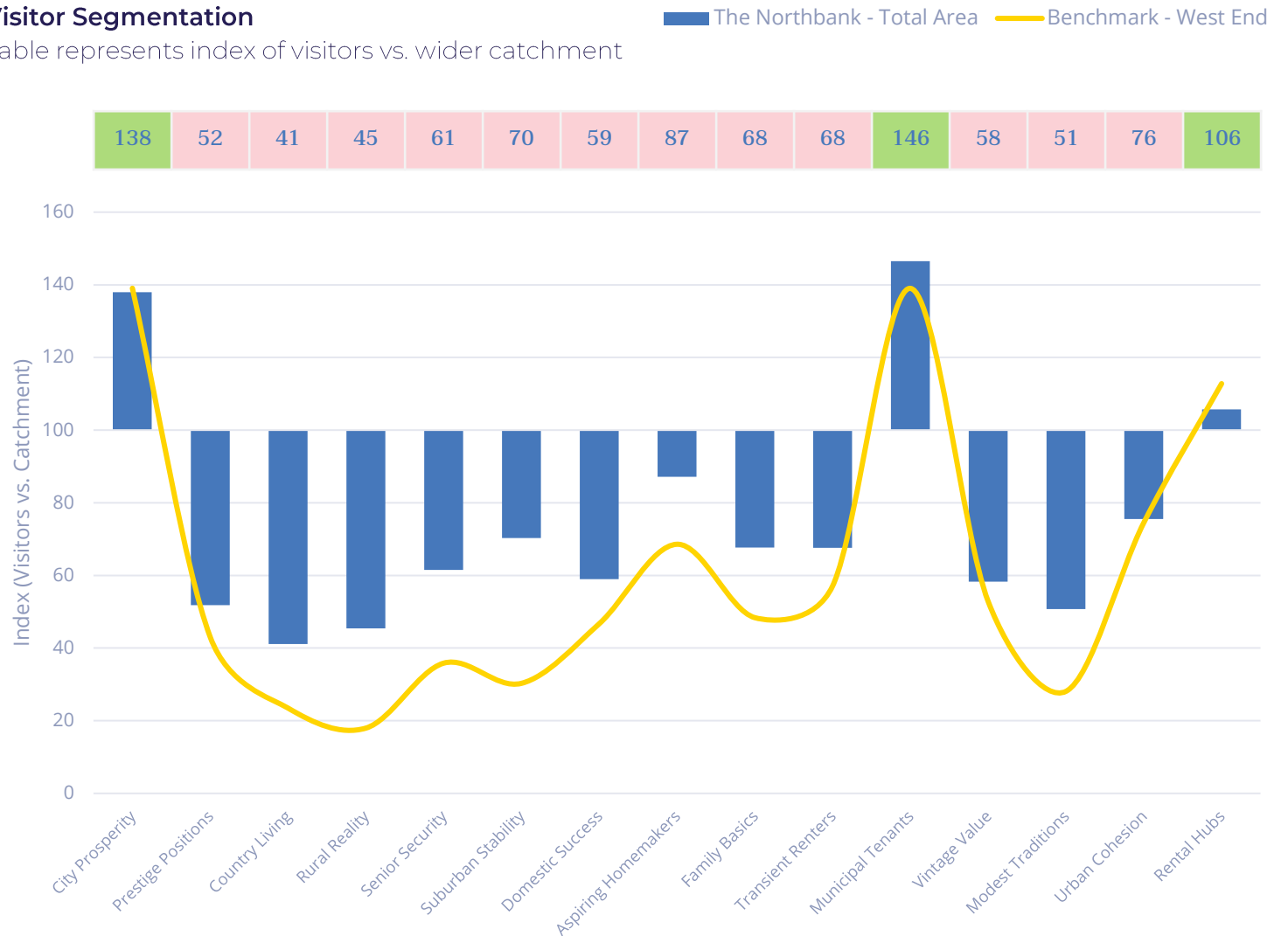
Visitor profile remains in line with West End, with a strong bias towards 2 Mosaic groups 'City Prosperity' and 'Municipal Tenants'

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)

### Visitor Segmentation

Table represents index of visitors vs. wider catchment



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



04

# APPENDIX



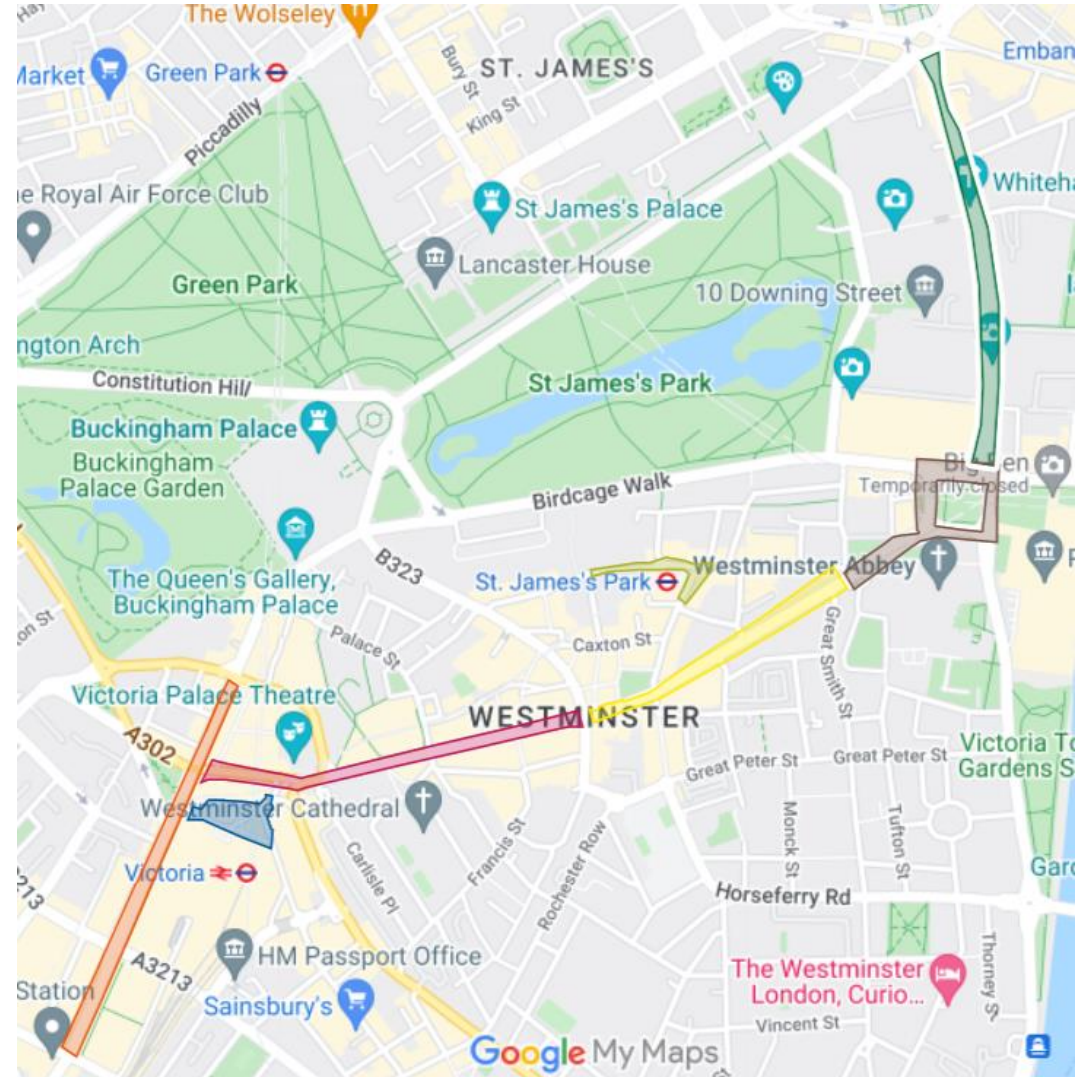
APPENDIX | VICTORIA BID

# 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

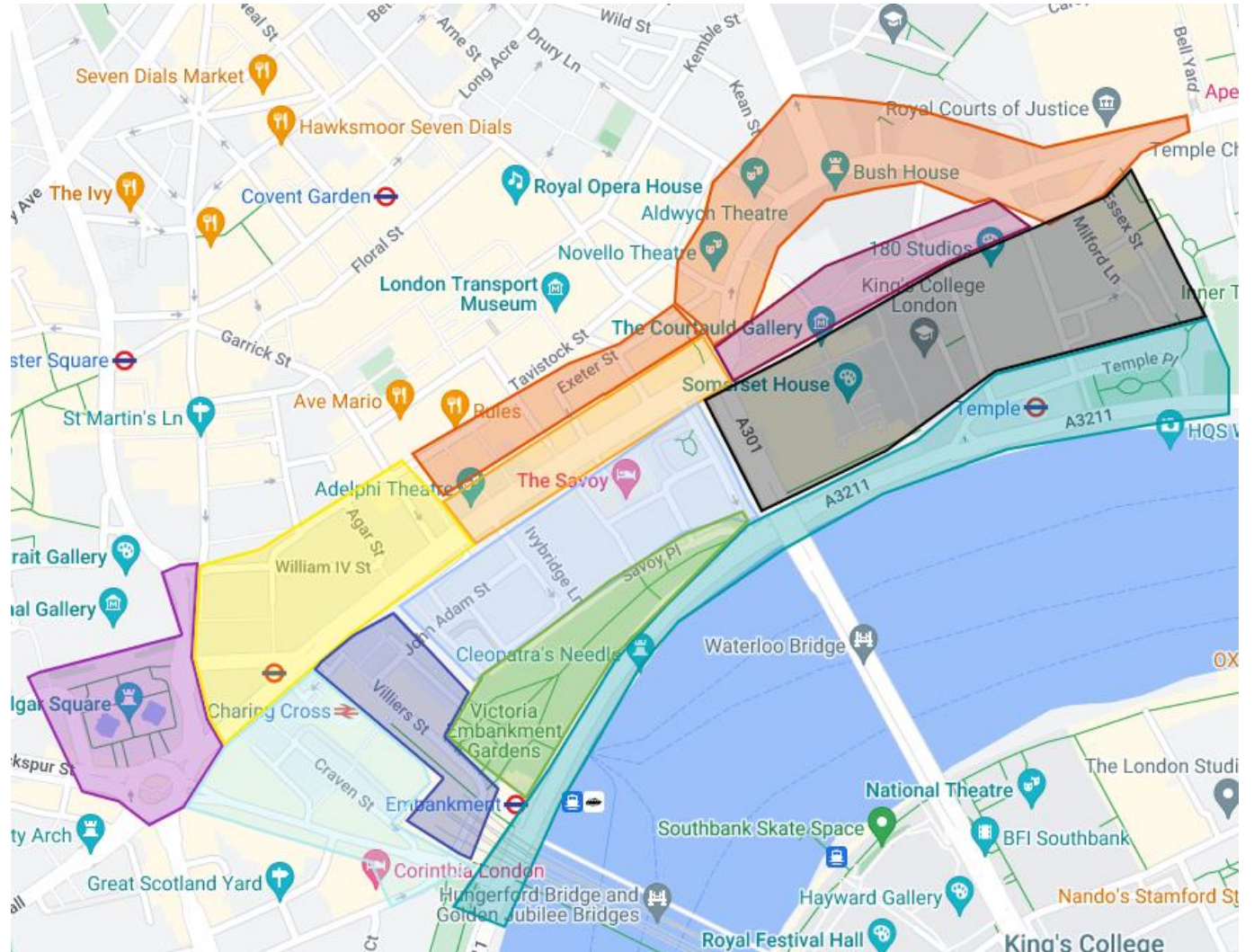


APPENDIX | NORTHBANK BID

# 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.



VICTORIA BID

NORTHBANK BID

## APPENDIX | MOSAIC EXPERIAN

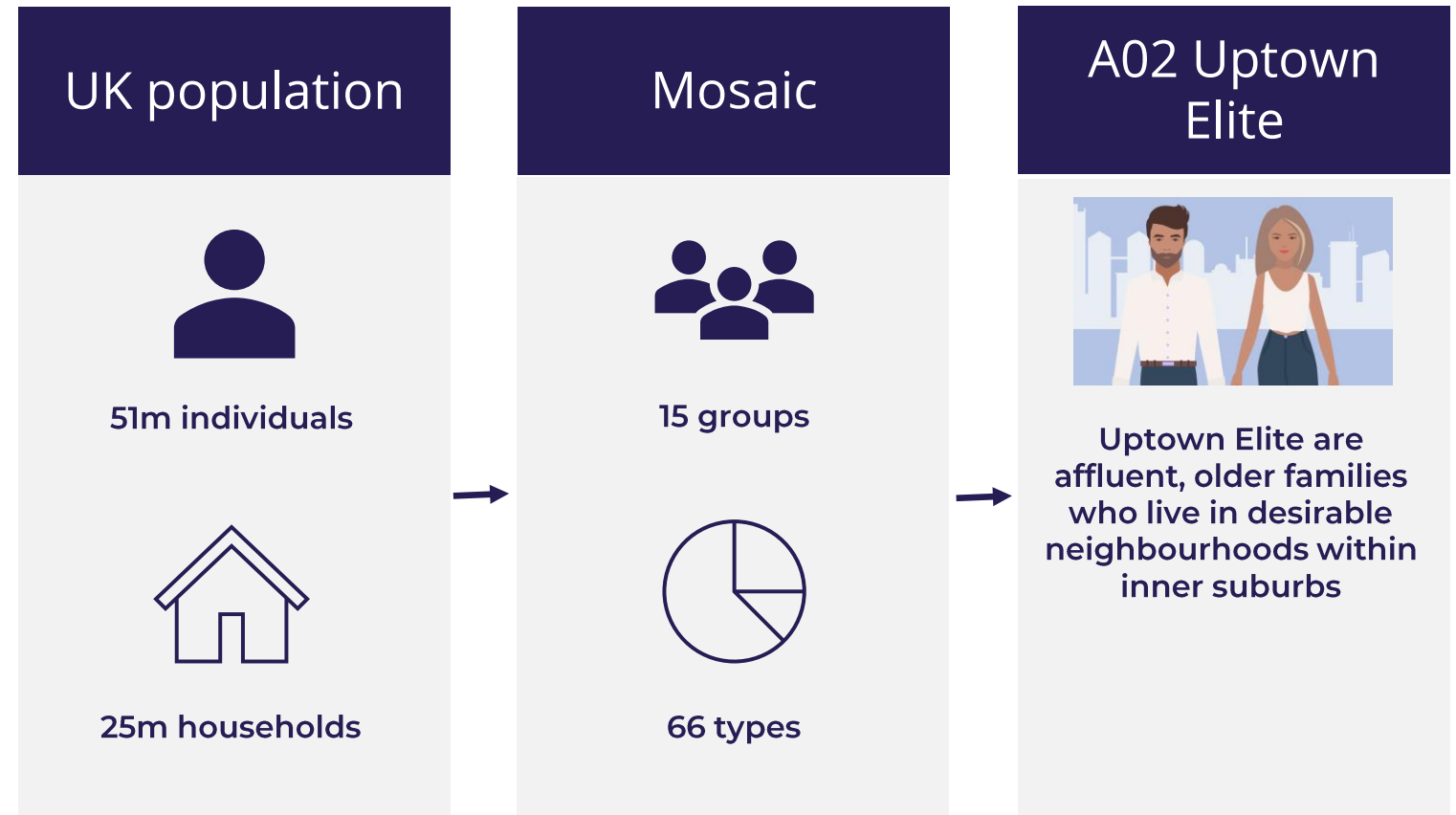
## EXPERIAN'S MOSAIC SEGMENTATION

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

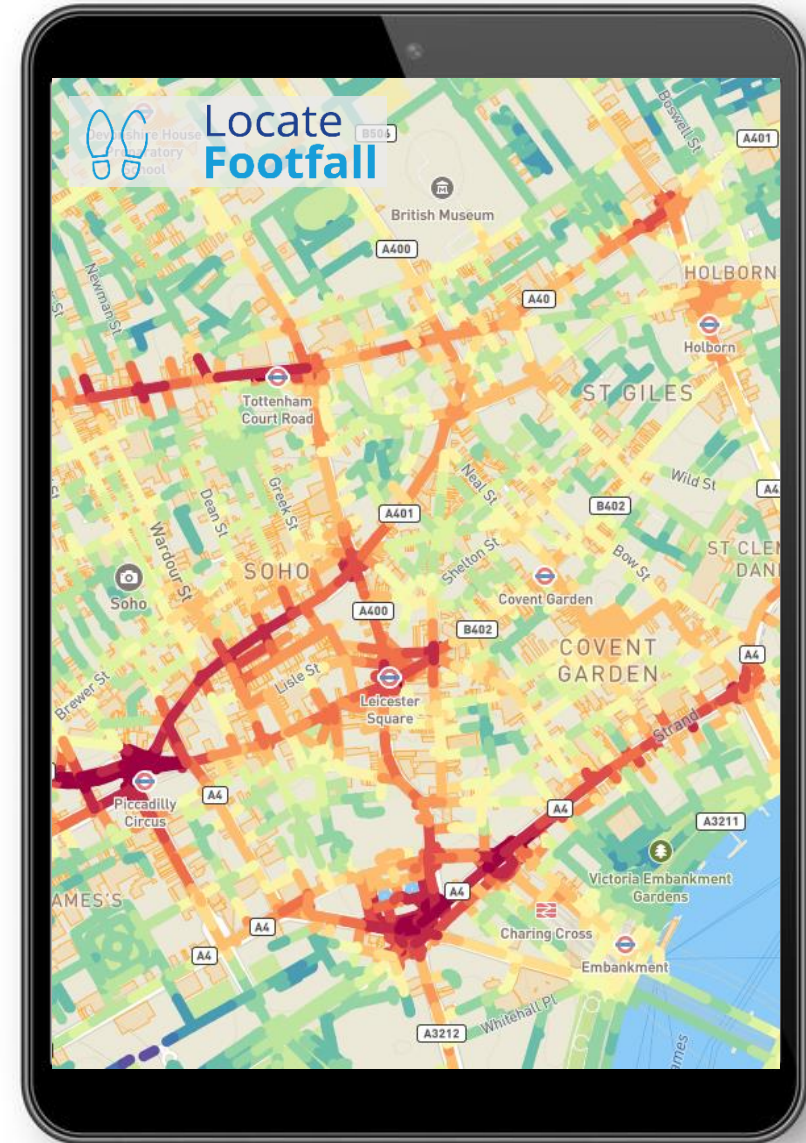
# Footfall Intelligence

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.



## 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

# 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.



**PAUL MATTHEWS**

Director, Retail Strategy & Analytics  
+44 7920 072436  
Paul.Matthews@colliers.com



**AMY GIBSON**

Senior Consultant  
+44 7395 370591  
Amy.Gibson@colliers.com



**ALEX FOX**

Analyst  
+44 7801 954850  
Alex.Fox@colliers.com



**PADDY GAMBLE**

Director, Retail Strategy & Analytics  
+44 7966 323 271  
Paddy.Gamble@colliers.com



**EMMA SHARMAN**

Senior Consultant  
+44 7873 626188  
Emma.Sharman@colliers.com



**TOM ROLLINSON**

Analyst  
+44 7385 11056  
Tom.Rollinson@colliers.com

Colliers

# DISCLAIMER

- This report is confidential to the addressee and Colliers accepts no responsibility whatsoever in respect of this report to any other person.
- Any market projections incorporated within this report including but not limited to, income, expenditure, associated growth rates, interest rates, incentives, yields and costs are projections only and may prove to be inaccurate. Accordingly, such market projections should be interpreted as an indicative assessment of potentialities only, as opposed to certainties. Financial, market and economic projections, estimates and forecasts are inherently uncertain. Colliers cannot accept any liability should any projections, estimates, forecasts, data, recommendations or any other statements made in this report prove to be inaccurate or based on incorrect premises. No warranty is given as to the accuracy of any projections, estimates, forecasts, data, recommendations or any other statements made in this report. This report does not constitute and must not be treated as investment or valuation advice.
- This publication is the copyrighted property of Colliers and/or its licensor(s). © 2024. All rights reserved.
- Colliers is the licensed trading name of Colliers International Retail UK LLP which is a limited liability partnership registered in England and Wales with registered number OC334835. Our registered office is at 95 Wigmore Street, London W1U 1FD.



**Paul Matthews**

Director | Head of Retail Strategy & Analytics

Direct: +44 207 344 6782 | Mobile: +44 7920 072436

[paul.matthews@colliers.com](mailto:paul.matthews@colliers.com)

**Tom Rollinson**

Analyst | Retail Strategy & Analytics

Mobile: +44 7385 111056

[tom.rollinson@colliers.com](mailto:tom.rollinson@colliers.com)