



DECEMBER 2024

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.

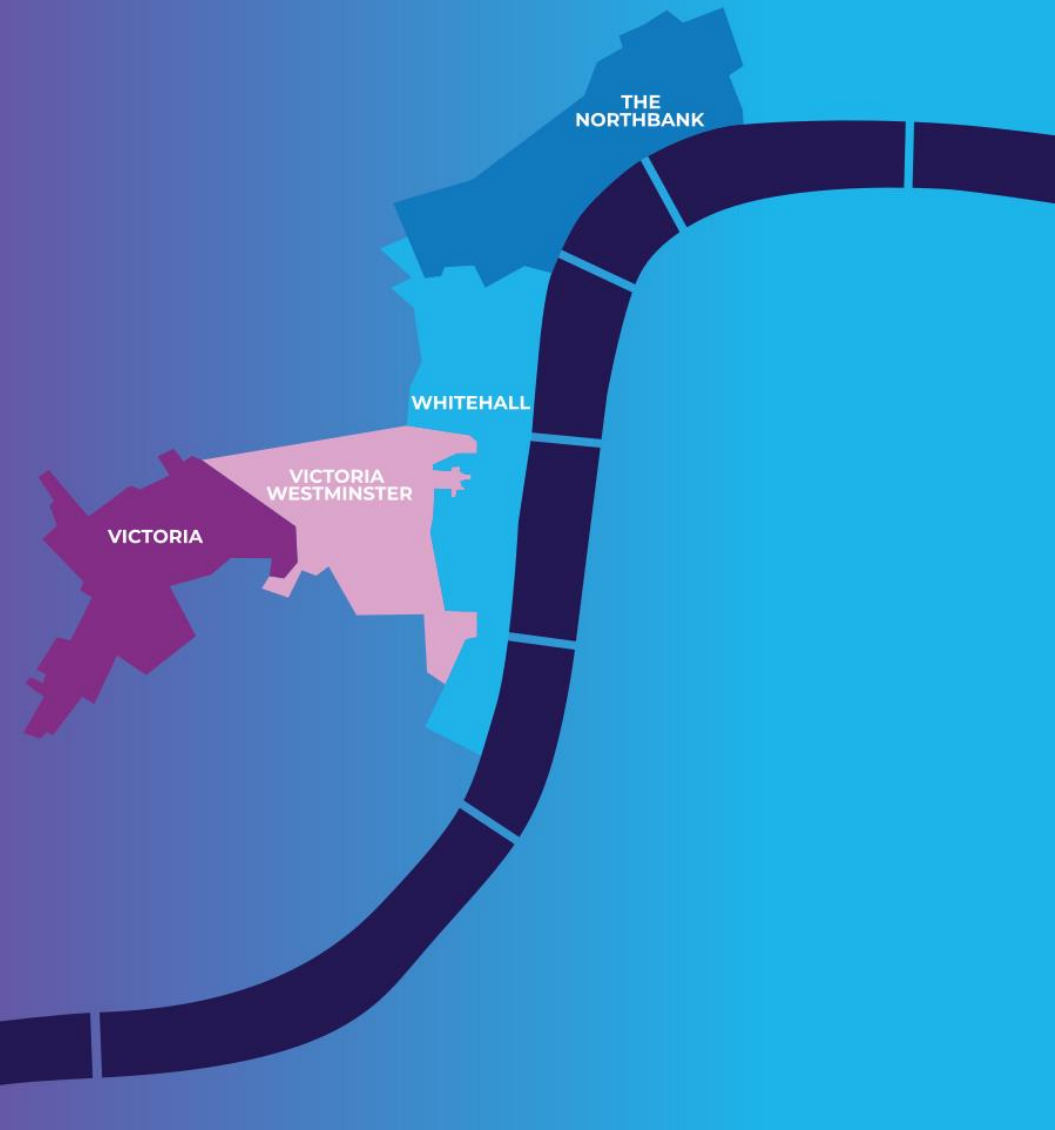
VICTORIA: The Victoria Business Improvement District (BID) is a business-led and business-funded body formed to support economic growth in Victoria and to create a vibrant destination for those who work, visit or live in the area.

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:

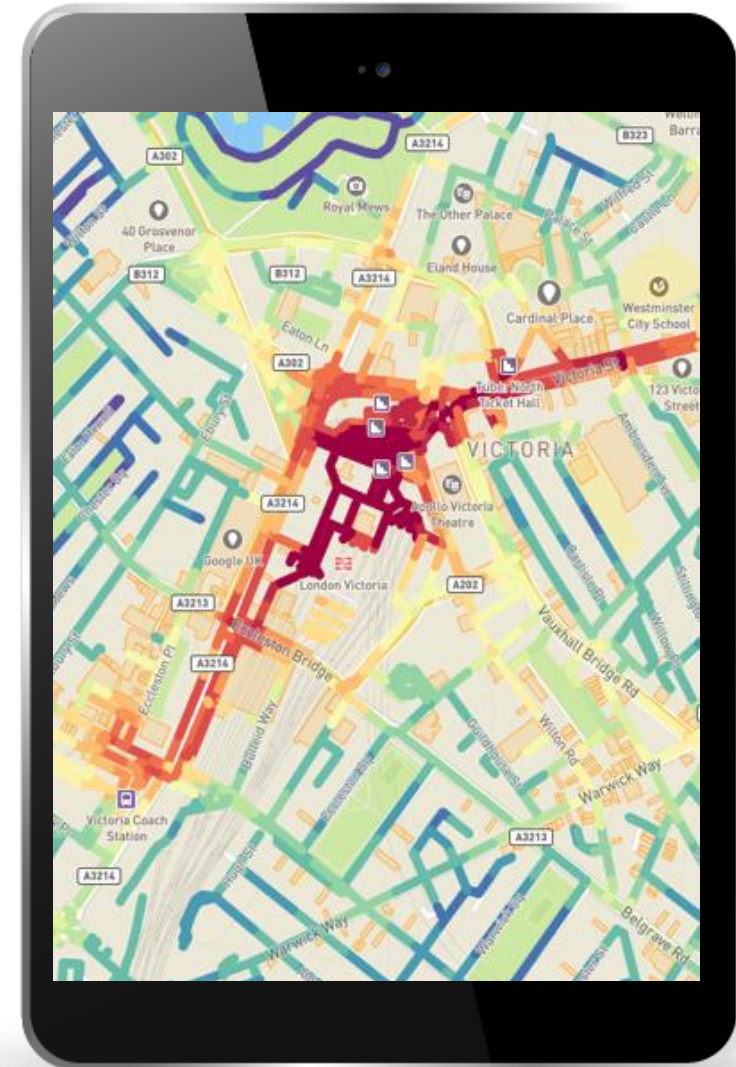
- ❑ Visitor footfall
- ❑ Visitor profile
- ❑ Visitor behaviour

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 +8% YEAR-ON-YEAR

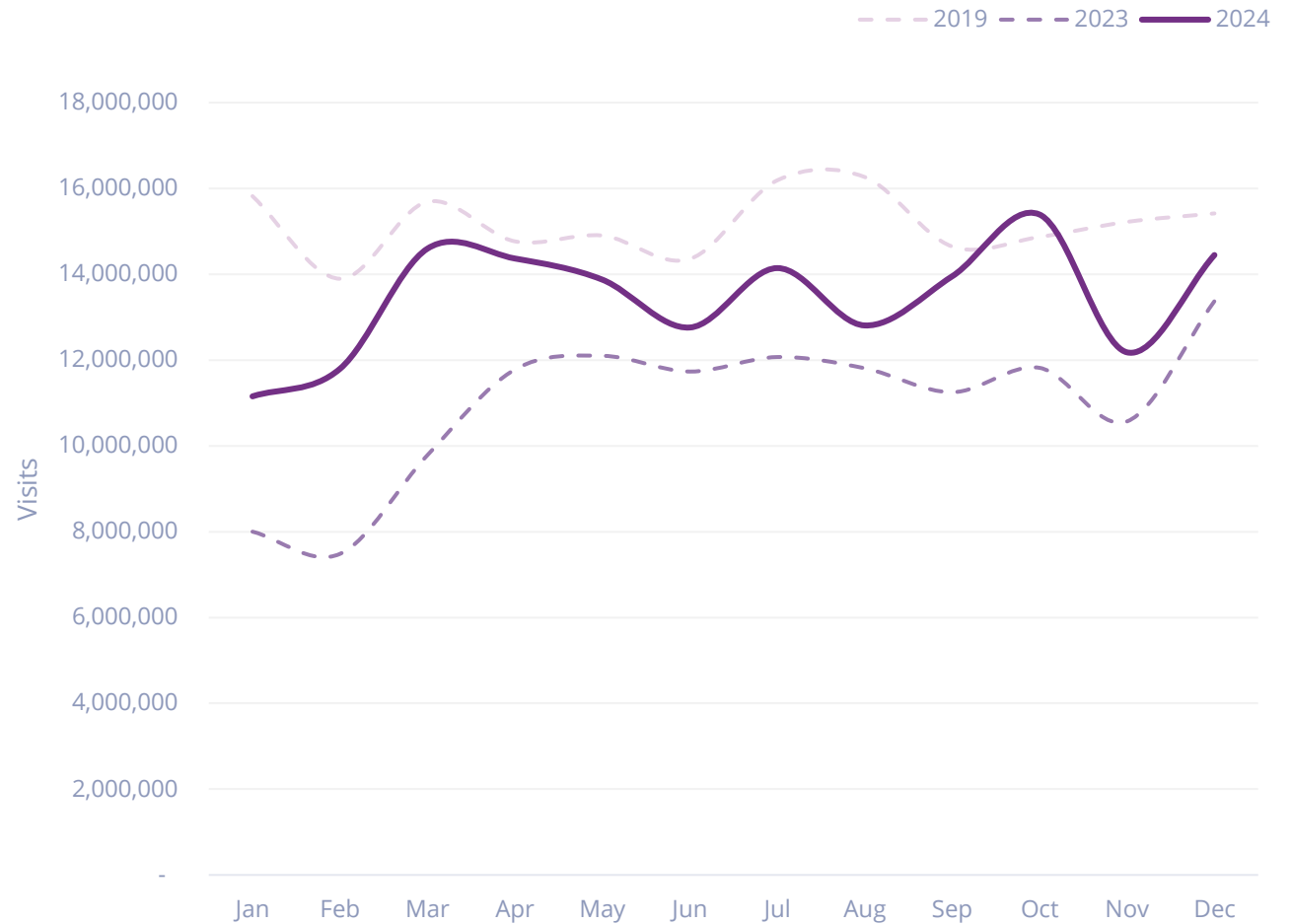
Visits to Victoria BID up +8% year-on-year in December 2024, with strong growth seen vs. November (+18.6%)

Total visits to Victoria BID in December 2024 were **14.4 million**, with December out-performing visitation vs. same month last year, and in-line with performance seen for most months in 2024. December saw strong recovery following a slight drop in visitation last month, with visits up +18.6% month-on-month. Victoria BID follows the same trend as benchmark West End location in December, albeit at faster growth rates month-on-month and year-on-year.

December 2024

Area	Footfall (millions)	Month-on-Month	Year-on-Year	vs. 2019
Victoria BID	14.4	+18.6%	+8.0	-6.3%
West End (Benchmark)	22.1	+3.3%	+7.6%	-48.1%

Monthly Overview

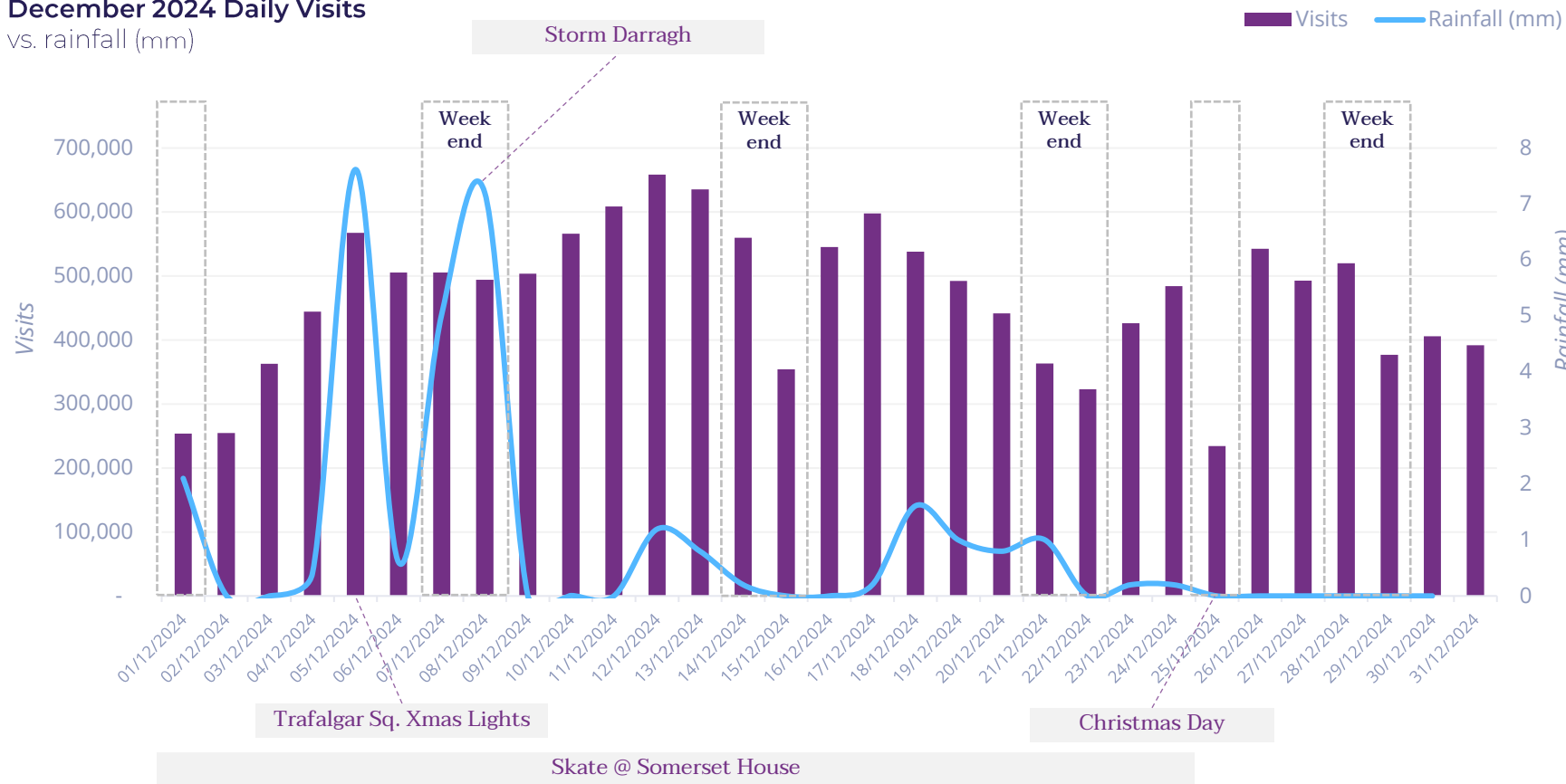


Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT PERFORMANCE | VICTORIA BID

VISITS TO VICTORIA BID PEAKED IN WEEK 50 (W/C 9TH), WHICH WAS THE BUSIEST WEEK OF 2024

December 2024 Daily Visits vs. rainfall (mm)



Visit distribution to Victoria BID showed a tale of two halves in December, with higher visits during first half of the month

Peak visits occurred on Thursday 12th December (659k visits), in-line with wider trends in retail locations in December. This peak in visits also contributed to Week 50 being the **busiest week in 2024** for visits to Victoria BID.

Visits remained resilient despite poorer weather on 8th / 9th December, with weekend visits up +20% vs. average December weekend.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Strong performance across all clusters month-on-month, contributing to overall growth in Victoria BID of +18.6% vs. November 2024

VISIT PERFORMANCE | VICTORIA BID

GROWTH MONTH-ON-MONTH ACROSS ALL CLUSTERS IN DECEMBER 2024

December 2024

Area	Footfall	Month-on-Month	Year-on-Year	vs. 2019
Victoria BID	14,447,556	+18.6%	+8.0%	-6.3%
Buckingham Palace Road	2,494,996	+22.9%	+16.0%	-0.9%
Parliament Square	2,963,132	+18.1%	+3.6%	-1.8%
Terminus Place	1,198,932	+8.8%	+6.8%	-44.1%
Victoria Street – West	1,426,926	+11.1%	+3.2%	-41.7%
St. James’ Park Station	172,269	+8.3%	-1.8%	-73.8%
Victoria Street – East	1,183,102	+22.9%	+8.7%	+2.8%
Whitehall	5,008,199	+21.2%	+9.0%	+43.8%
West End (Benchmark)	22,115,170	+3.3%	+7.6%	-48.1%

Visits to Victoria BID in December 2024 saw growth across all clusters month-on-month, with largest growth experienced around Buckingham Palace Road & Victoria Street East (+22.9%) – representing strong recovery following a dip in visits in November.

Strong performance across most clusters year-on-year, with all but one cluster seeing growth vs. previous December; Buckingham Palace Road saw greatest increase, up +16% year-on-year.

Similar performance trends were witnessed in the wider West End benchmark location, both month-on-month and year-on-year; Victoria BID outperformed benchmark West End year-on-year growth, and also experienced faster month-on-month growth vs. this benchmark location.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT PERFORMANCE | NORTHBANK BID

+14.9% GROWTH IN VISITS YEAR-ON-YEAR TO NORTHBANK

Visits to Northbank BID up +15% vs. same month last year, in December 2024

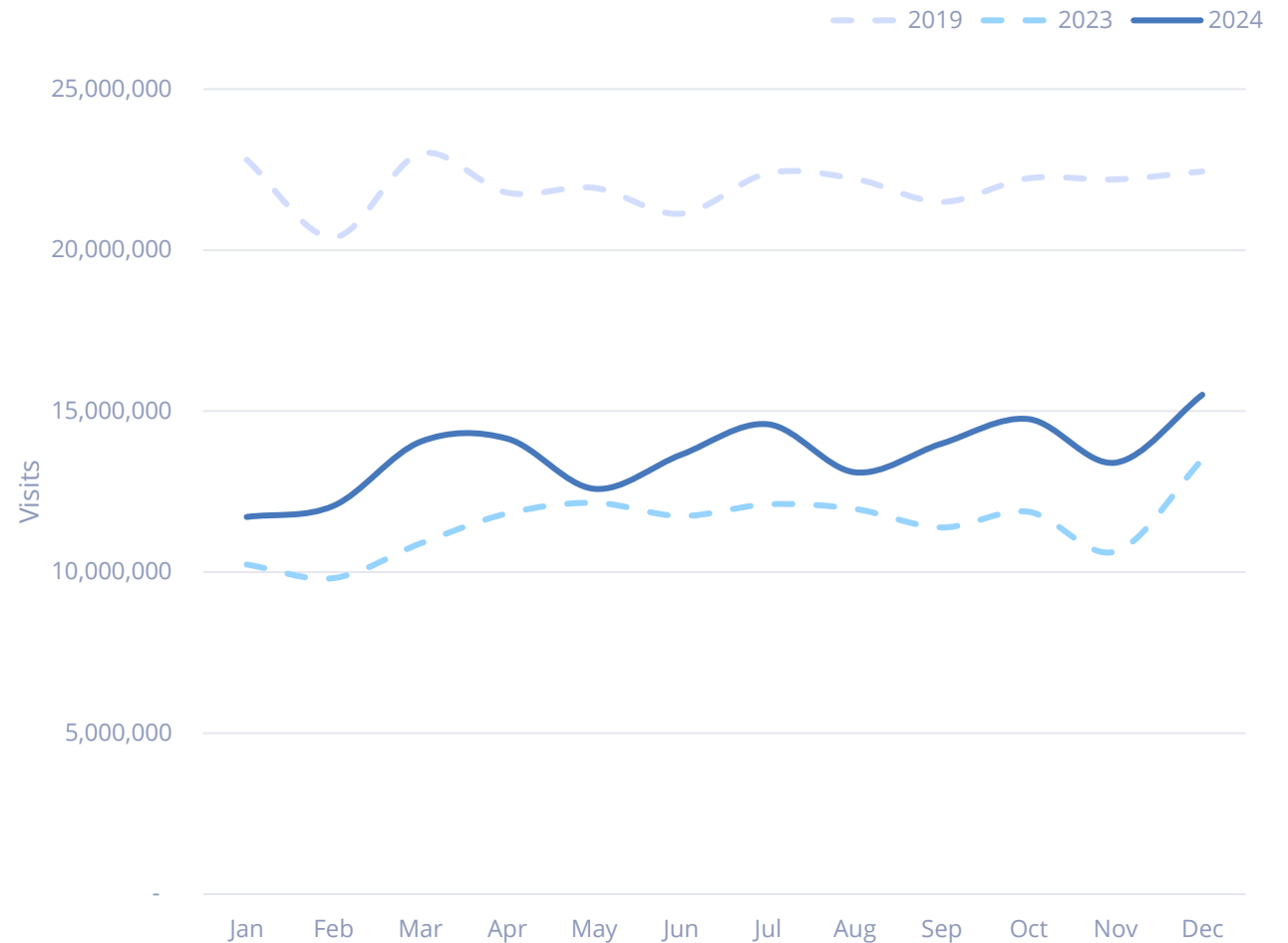
Total visits to Northbank BID were **15.5 million**, showing strong growth vs. previous month (+15.7%), with December being busiest month in Northbank in 2024.

Strong performance in December contributed to overall growth of **+18.4%** in 2024 visits to Northbank vs. 2023, with all months out-performing previous year.

December 2024

Area	Footfall (millions)	Month-on-Month	Year-on-Year	vs. 2019
Northbank BID	15.5	+15.7%	+14.9%	-30.9%
West End (Benchmark)	22.1	+3.3%	+7.6%	-48.1%

Monthly Overview

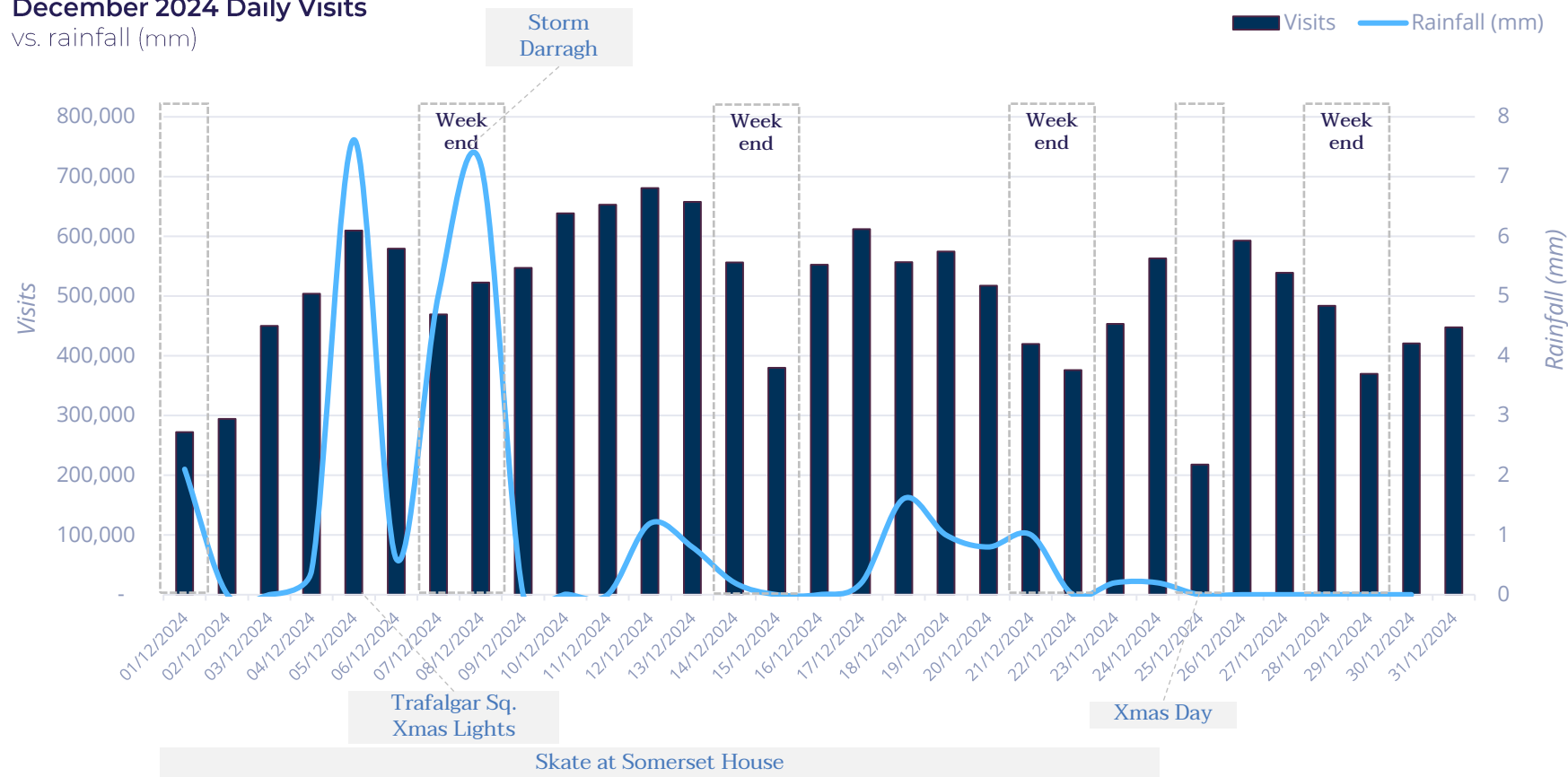


Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT PERFORMANCE | NORTHBANK BID

STRONG VISITATION IN DECEMBER, WITH VISITS PEAKING IN THE FIRST HALF OF THE MONTH

December 2024 Daily Visits vs. rainfall (mm)



Visits to Northbank BID peaked in the first half of December, with Week 50 (w/c 9th) being busiest week in 2024

Strong visit performance on 5th December, coinciding with Trafalgar Square’s Christmas Light Switch-on, despite poorer weather as a result of Storm Darragh.

Peak visits occurred on Thursday 12th December, following trend seen in Victoria BID, with 681k visits to Northbank BID on this day (+11% higher than average Thursday in Dec-24).

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Strong performance in Trafalgar Square in December 2024 (+20% month-on-month), reflecting various seasonal activations and events

VISIT PERFORMANCE | NORTHBANK BID

POSITIVE PERFORMANCE ACROSS ALL CLUSTERS MONTH-ON-MONTH IN DECEMBER 2024

Visit performance growth rate slightly out-performed Victoria BID in December, with both month-on-month (+15.7%) and year-on-year (+14.9%) increasing at a faster rate across Northbank.

Strong performance around Trafalgar Square in December 2024, capturing highest cluster visits, and seeing growth of +20% month-on-month and +7% year-on-year. Various events, including Xmas Light Switch On on 5th December contributed to increased visitation to the cluster.

Northbank BID experienced an increased growth rate relative to previous month and year, compared to benchmark West End location.

Area	Footfall	Month-on-Month	Year-on-Year	vs. 2019
The Northbank - Total Area	15,509,324	+15.7%	+14.9%	-30.9%
Strand - Central	2,482,410	+15.0%	+6.4%	-18.1%
Strand - West	2,499,631	+14.1%	+6.5%	-53.6%
Maiden Lane + Tavistock	655,392	+12.7%	+0.1%	-38.3%
Aldwych D	5,295,834	+21.8%	+11.8%	+43.9%
Strand Aldwych	537,317	+15.8%	+12.8%	-73.6%
Somerset / Arundel	1,938,549	+7.5%	+2.3%	-2.7%
Riverfront	3,889,231	+26.3%	+17.3%	+23.3%
Adelphi	341,203	+1.6%	-5.2%	-66.9%
Victoria Embankment Gardens	430,632	+1.8%	-6.1%	-34.7%
Villiers Street	1,237,471	+7.9%	+1.1%	-49.3%
Northumberland Avenue	2,704,869	+16.7%	+18.9%	-16.0%
Trafalgar Square	5,455,398	+20.2%	+6.8%	+5.8%
West End (Benchmark)	22,115,170	+3.3%	+7.6%	-48.1%

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

02

VISITOR BEHAVIOUR

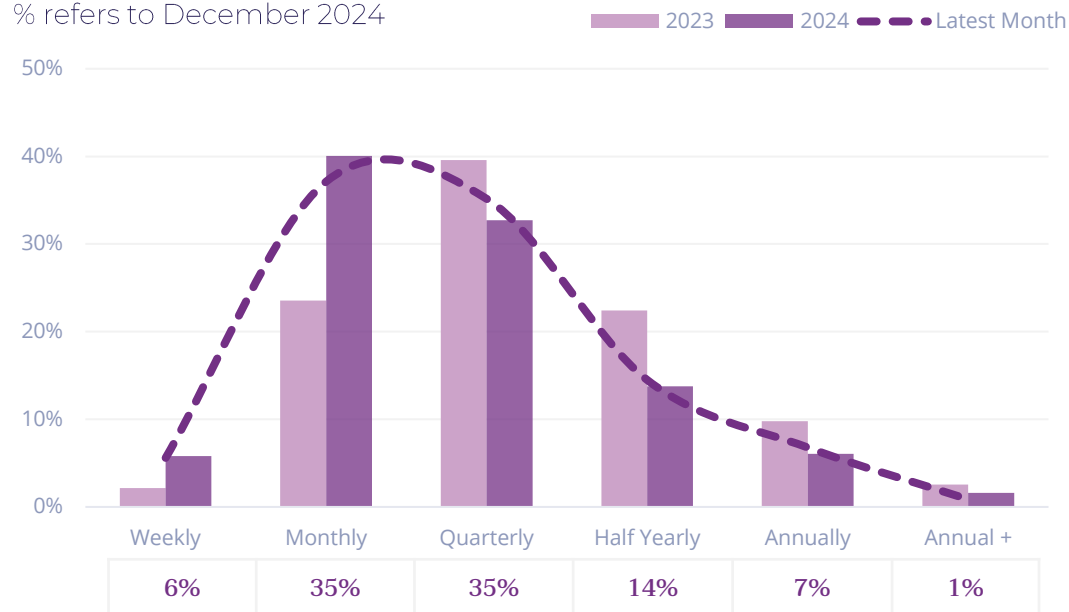


VISIT BEHAVIOUR | VICTORIA BID

+7% INCREASE IN AVERAGE DWELL TIME VS. 2024 AVERAGE IN DECEMBER 2024

Visit Frequency

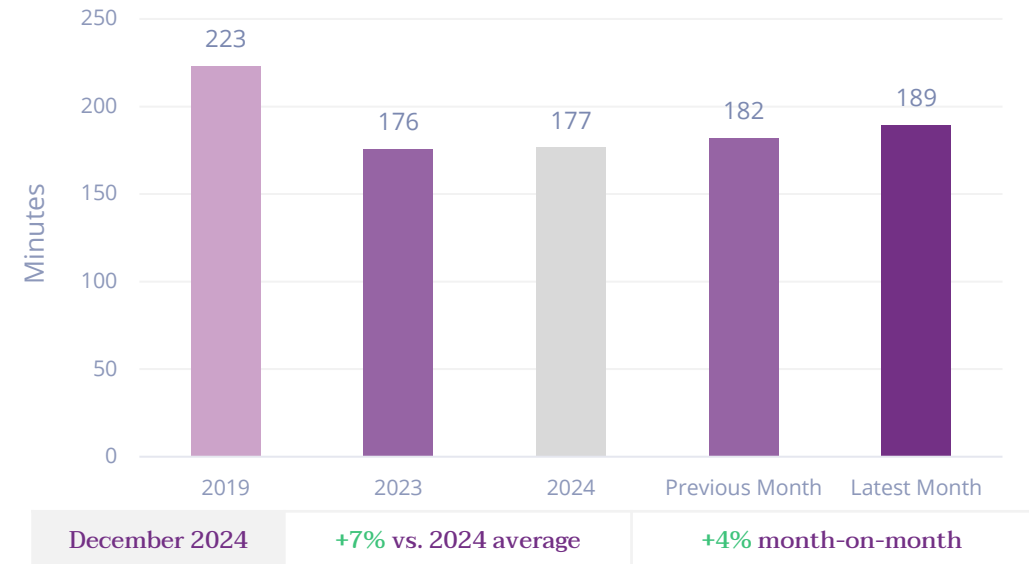
% refers to December 2024



Visit frequency distribution in-line with 2024 average, with high proportion of visitors visiting the BID either Monthly or Quarterly, indicative of social and festive events capturing a slightly less frequent visitor.

Average Dwell

December 2024



Increase in the average dwell time in Victoria BID during December 2024, relative to previous month (+7mins) and to the 2024 average (+12mins).

Visitor dwell **+4%** vs. November 2024, and **+7%** vs. 2024 average.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

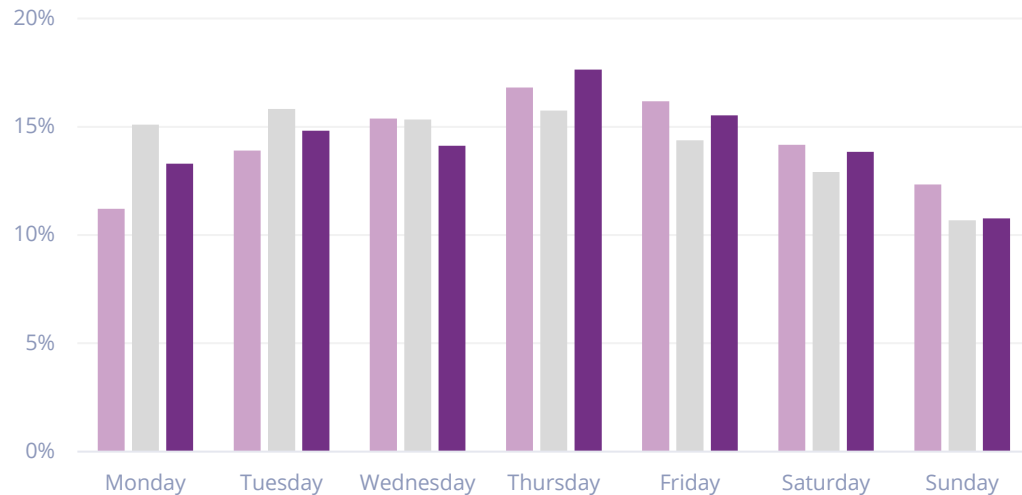
VISIT BEHAVIOUR | VICTORIA BID

INCREASE IN SHARE, AND AVERAGE VOLUME, OF VISITS TO VICTORIA BID ON THURSDAYS IN DECEMBER 2024

Visit Share by Day

% refers to December 2024

■ 2023 ■ Previous Month ■ 2024

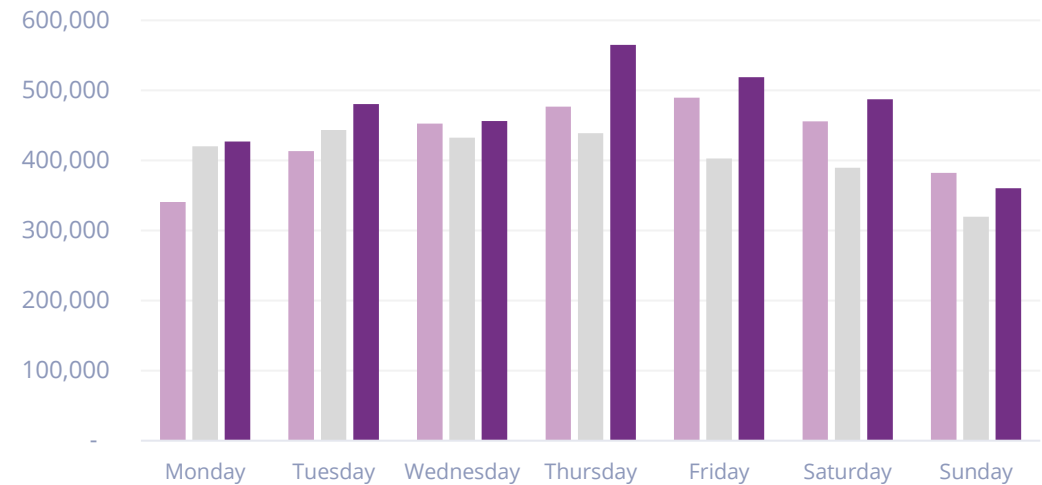


13%	15%	14%	18%	16%	14%	11%
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Average Visits by Day

Raw Visit Volumes refers to December 2024

■ 2023 ■ Previous Month ■ 2024



427,032	480,391	456,119	565,144	518,721	487,137	360,392
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Increase in the proportion of visitors visiting the BID during the second half of the week in December, indicative of increased social and leisure visits on the run-up to Christmas. Thursdays captured peak visitation (18%), while share of visits were much more distributed in previous month.

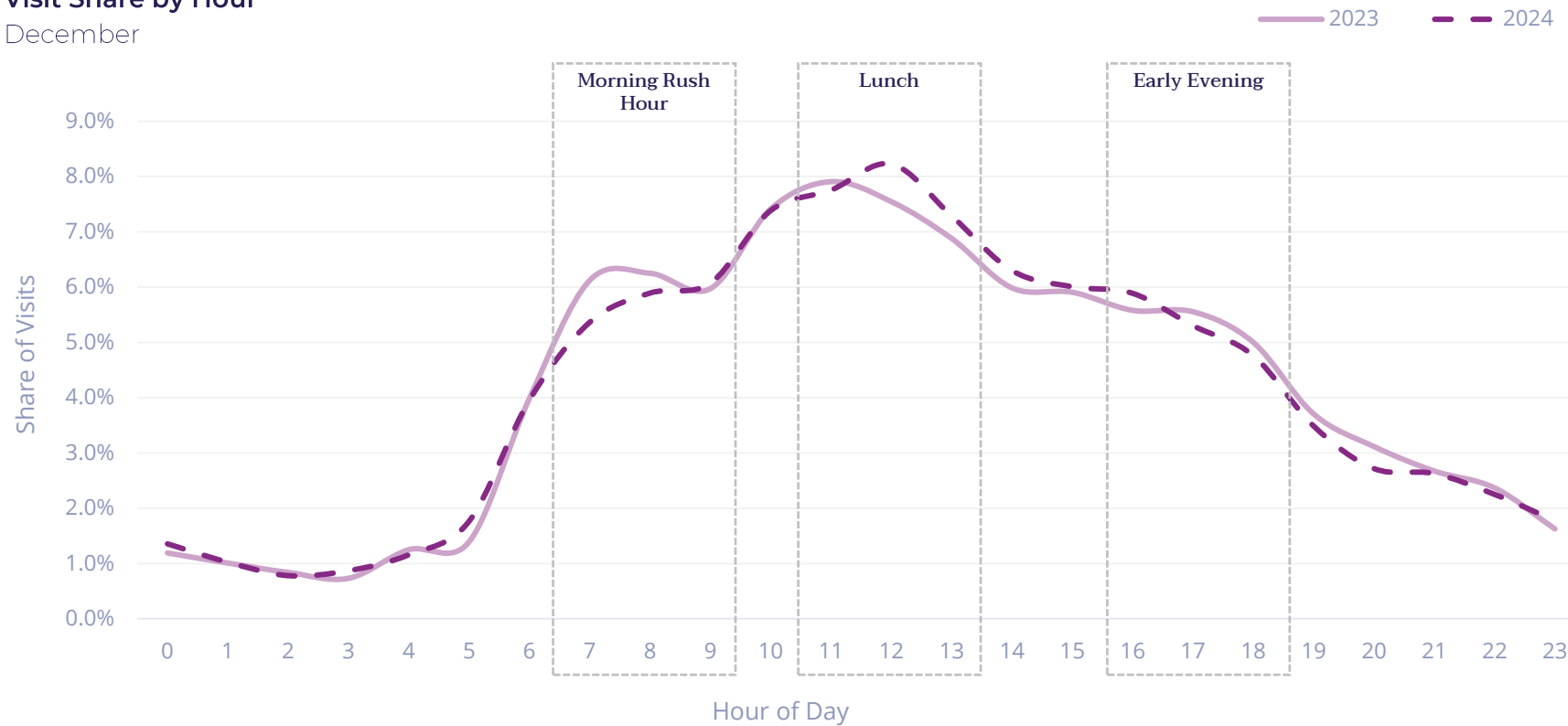
Despite a lower share of visits on Friday - Sunday in December 2024 vs. 2023, average visits on these days still surpassed average volumes for these days seen in December 2023.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT BEHAVIOUR | VICTORIA BID

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

Visit Share by Hour
December



Share of visits throughout the day in-line with trend seen in previous year, despite slightly higher peak around Lunch (12pm-1pm)

Visit distribution throughout the day to Victoria BID displays three clear phases: a peak in morning rush hour at ~8am (5.9% of daily visits), a lunchtime peak (8.2%), before a gradual share of visits throughout late afternoon/early evening.

Slightly lower peak in morning rush hour in December, reflecting a reduced worker presence due to Christmas Holidays.

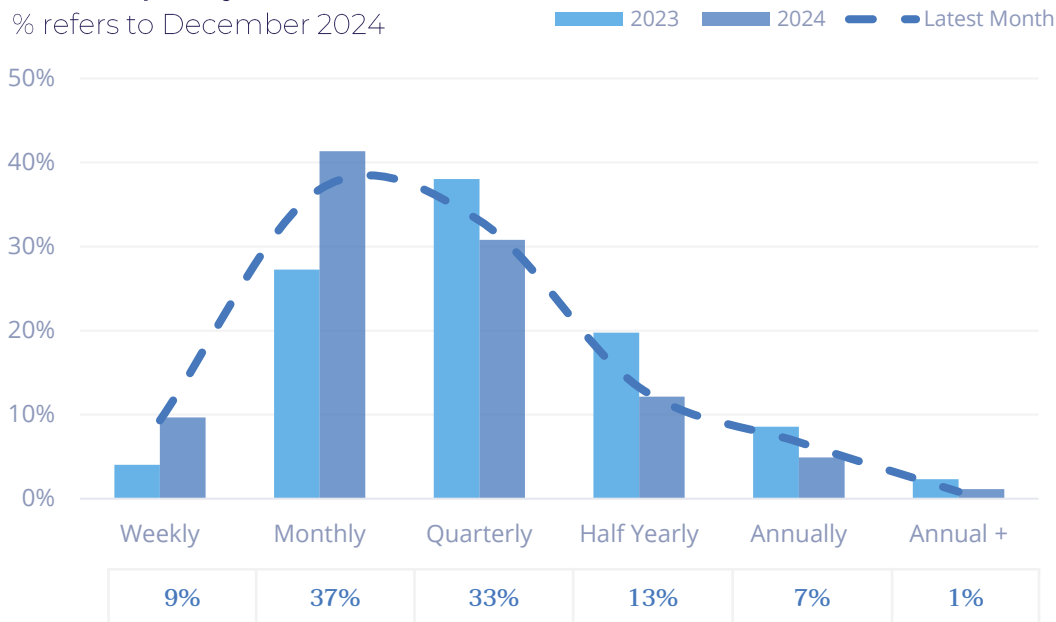
Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT BEHAVIOUR | NORTHBANK BID

DECEMBER CAPTURED A SLIGHTLY LESS-FREQUENT VISITOR, WITH AN INCREASE VISITING QUARTERLY

Visit Frequency

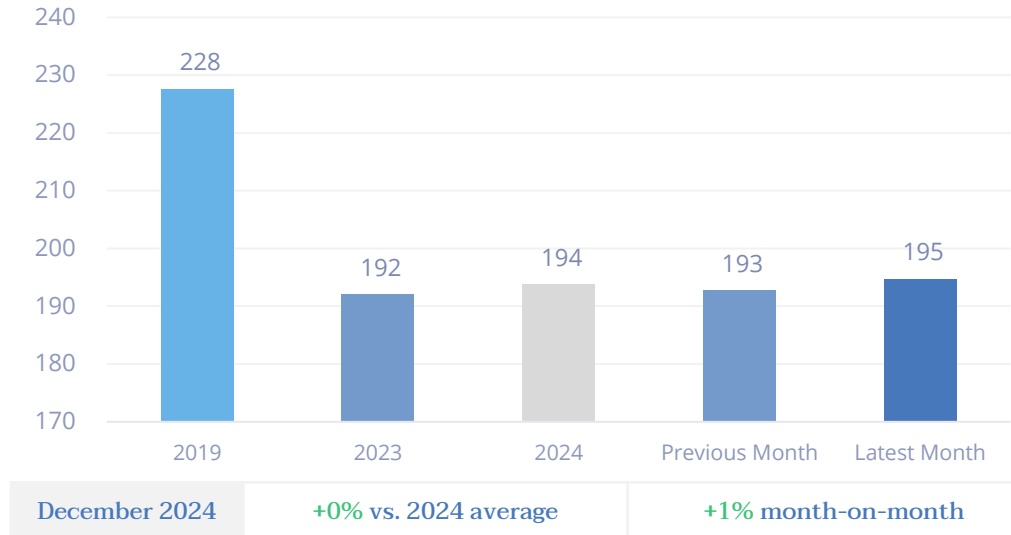
% refers to December 2024



As seen in Victoria BID, December 2024 saw a slight shift in visit frequency to Northbank BID, with an increase in share of visitors visiting quarterly compared to 2024 average; **33%** of visitors in December 2024, vs. 31% average across 2024.

Average Dwell

December 2024



Dwell time around Northbank BID relatively consistent in December 2024 compared to 2024 average, while slightly up (+2 mins) vs. previous month.

Dwell time up **+0%** vs. 2024 average, and **+1%** vs. November 2024.

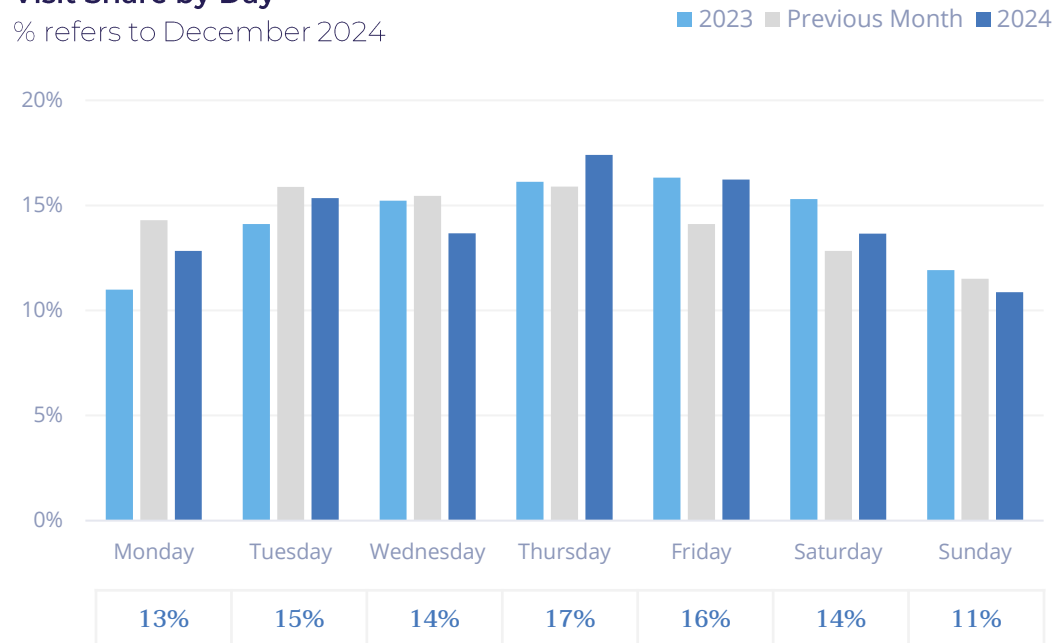
Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT BEHAVIOUR | NORTHBANK BID

SHIFT IN DISTRIBUTION OF VISITS TO THE SECOND HALF OF THE WEEK IN DECEMBER 2024

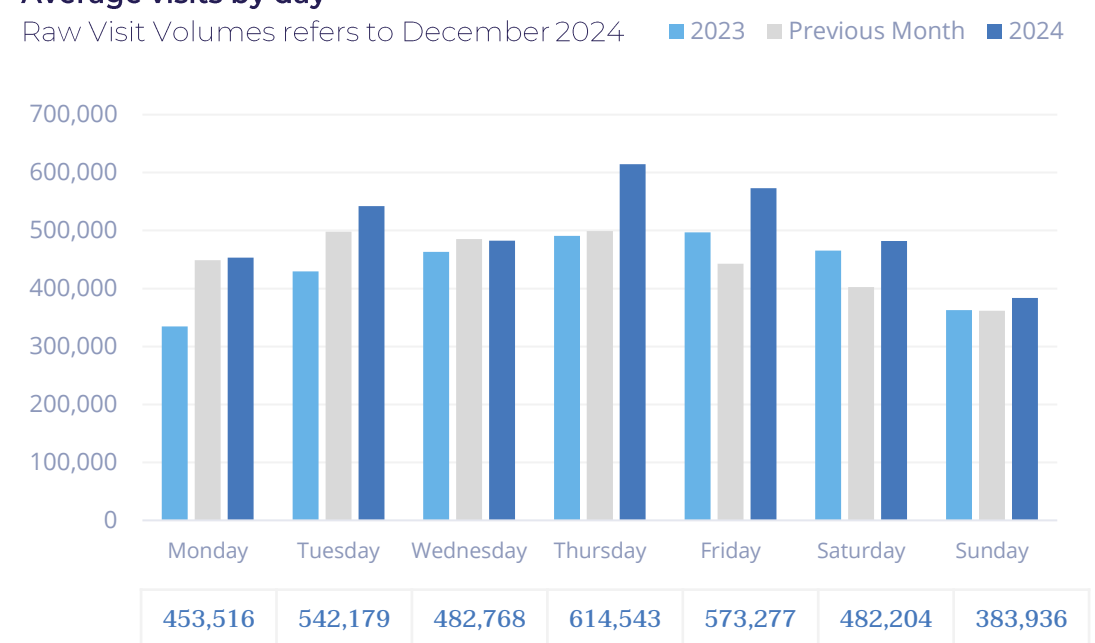
Visit Share by Day

% refers to December 2024



Average visits by day

Raw Visit Volumes refers to December 2024



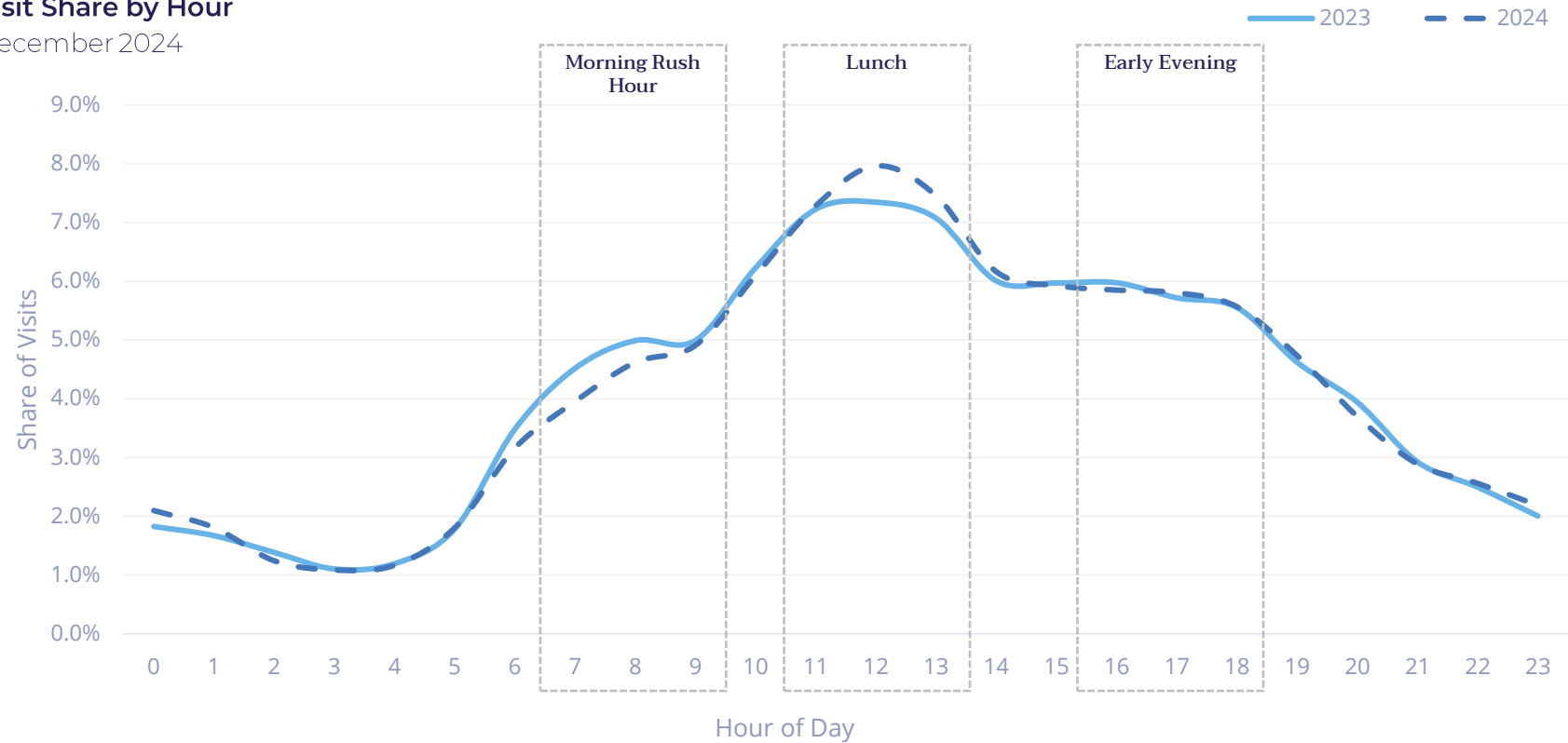
Visit distribution shifted in December, capturing a higher share of visits in the second half of the week, vs. previous month; Thursdays were the peak visit days, accounting for 17% of total visits to Northbank BID in December. Despite capturing a lower share of total visits, average weekend volumes to Northbank increased in December 2024 vs. 2023, reflecting an increase in visits to the BID in total.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT BEHAVIOUR | NORTHBANK BID

INCREASED LUNCH PEAK IN NORTHBANK BID IN DECEMBER 2024, WHILE EVENING SHARE CONSISTENT

Visit Share by Hour
December 2024



Visit distribution throughout December 2024 relatively in-line with trend seen in previous year

Peak visits occurred in Northbank BID between 11am – 12pm (8% of daily visits).

Slight reduction in Morning Rush Hour peak in December 2024, with this fall in share of visits being pushed to Lunch Time period (11am – 1pm).

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

03

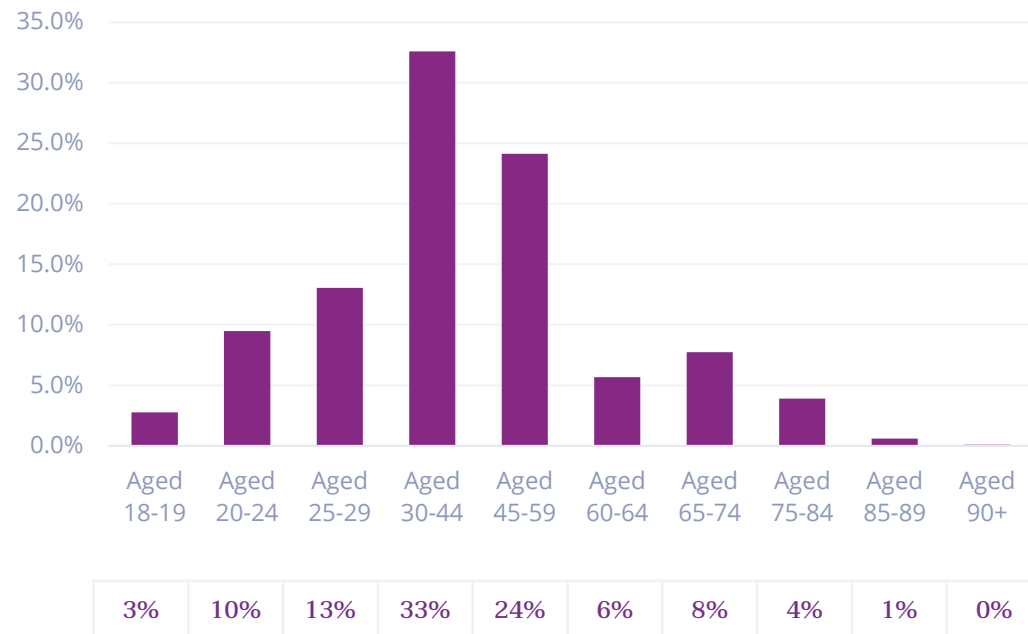
VISITOR SEGMENTATION



VISIT SEGMENTATION | VICTORIA BID

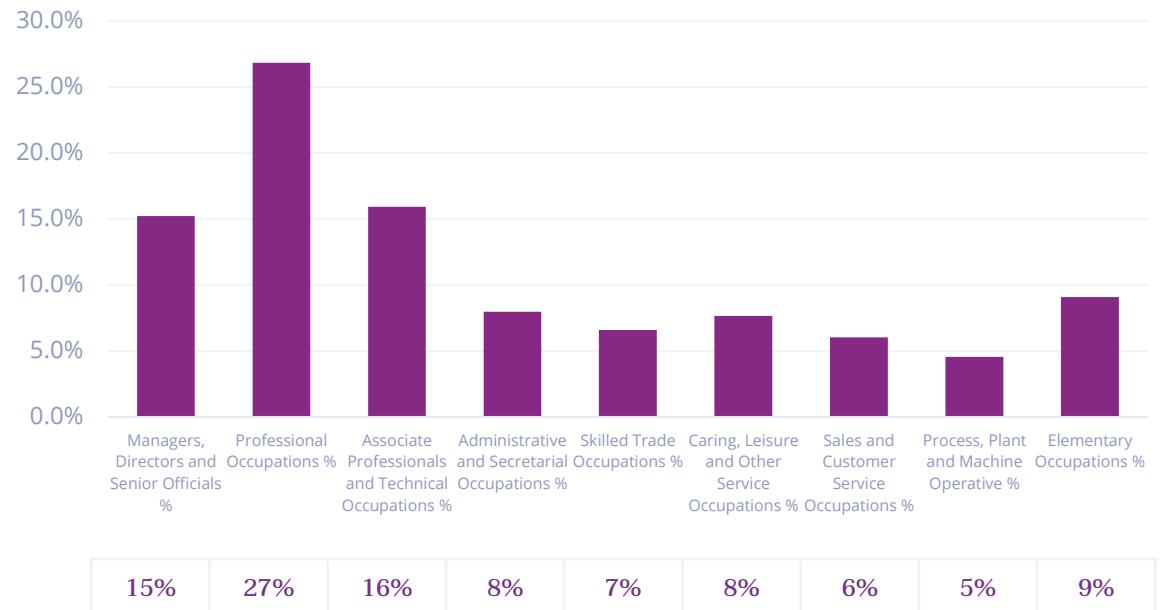
VICTORIA BID CATCHMENT PROFILE SKEWED TOWARDS HIGH-INCOME, MIDDLE-AGED VISITORS

Age Profile



Victoria BID has a bias towards mid-ranged age groups, particularly aged 30-44 years old (32.6%) and 45-59 years old (24.1%)

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 26.8% 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'

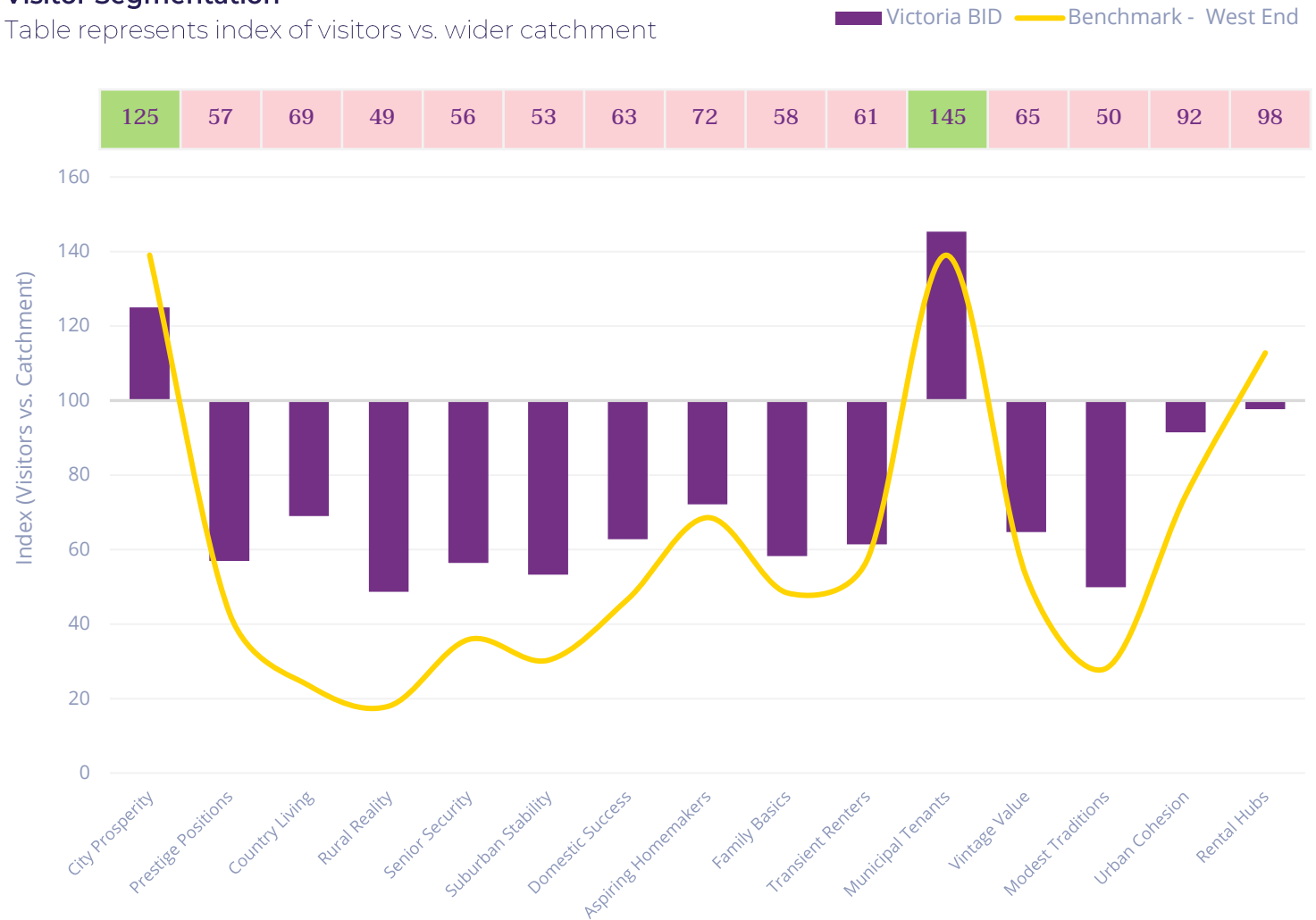
City Prosperity are high-income residents who have expensive homes in desirable metropolitan locations (Age: 26-35 | Income: £100k-£150k)

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

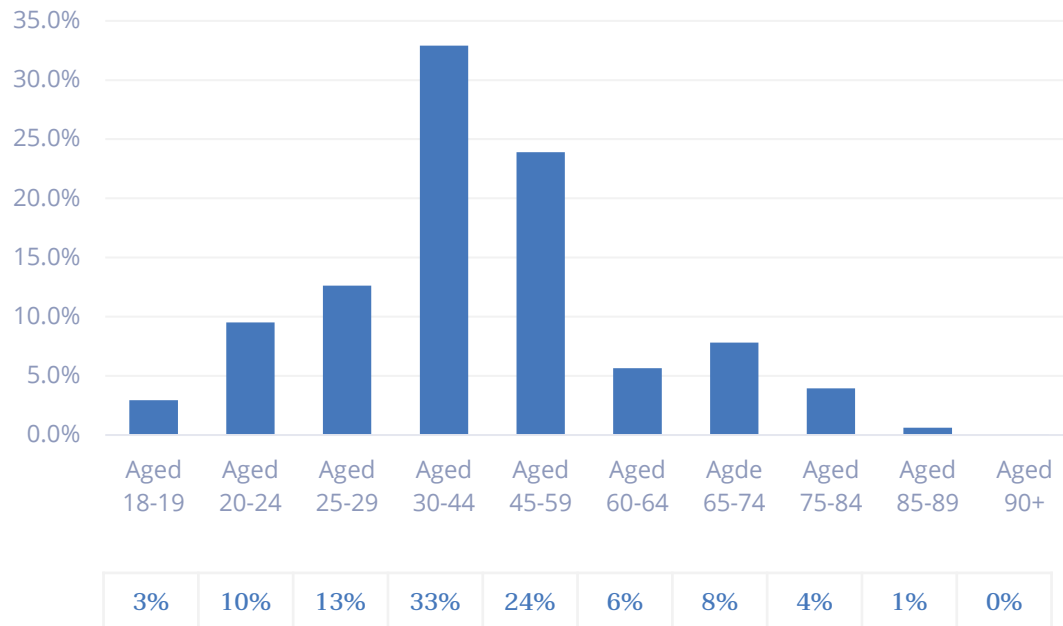


Source: Colliers LocateFootfall | Mosaic Experian
See Appendix for defined BID boundaries

VISIT SEGMENTATION | NORTHBANK BID

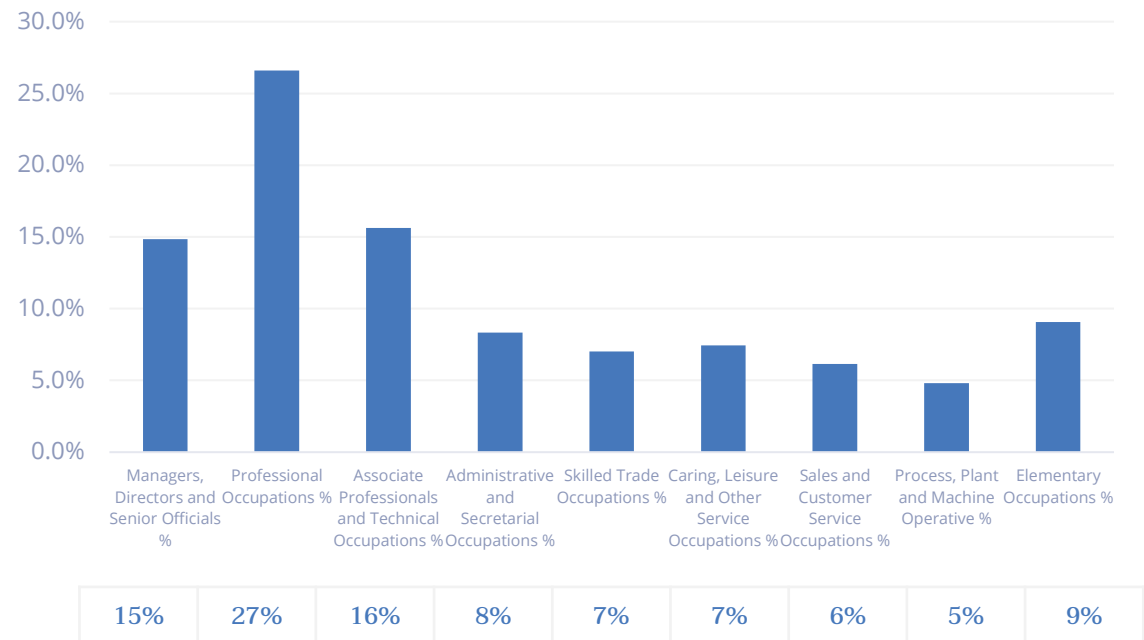
41.5% OF NORTHBANK BID VISITORS WITHIN MANAGERIAL OR PROFESSIONAL OCCUPATIONS CATEGORIES

Age Profile



Northbank BID has a bias towards mid-ranged age groups, particularly aged **30-44 years old (32.9%)** and **45-59 years old (23.9%)**

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

26.6% 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

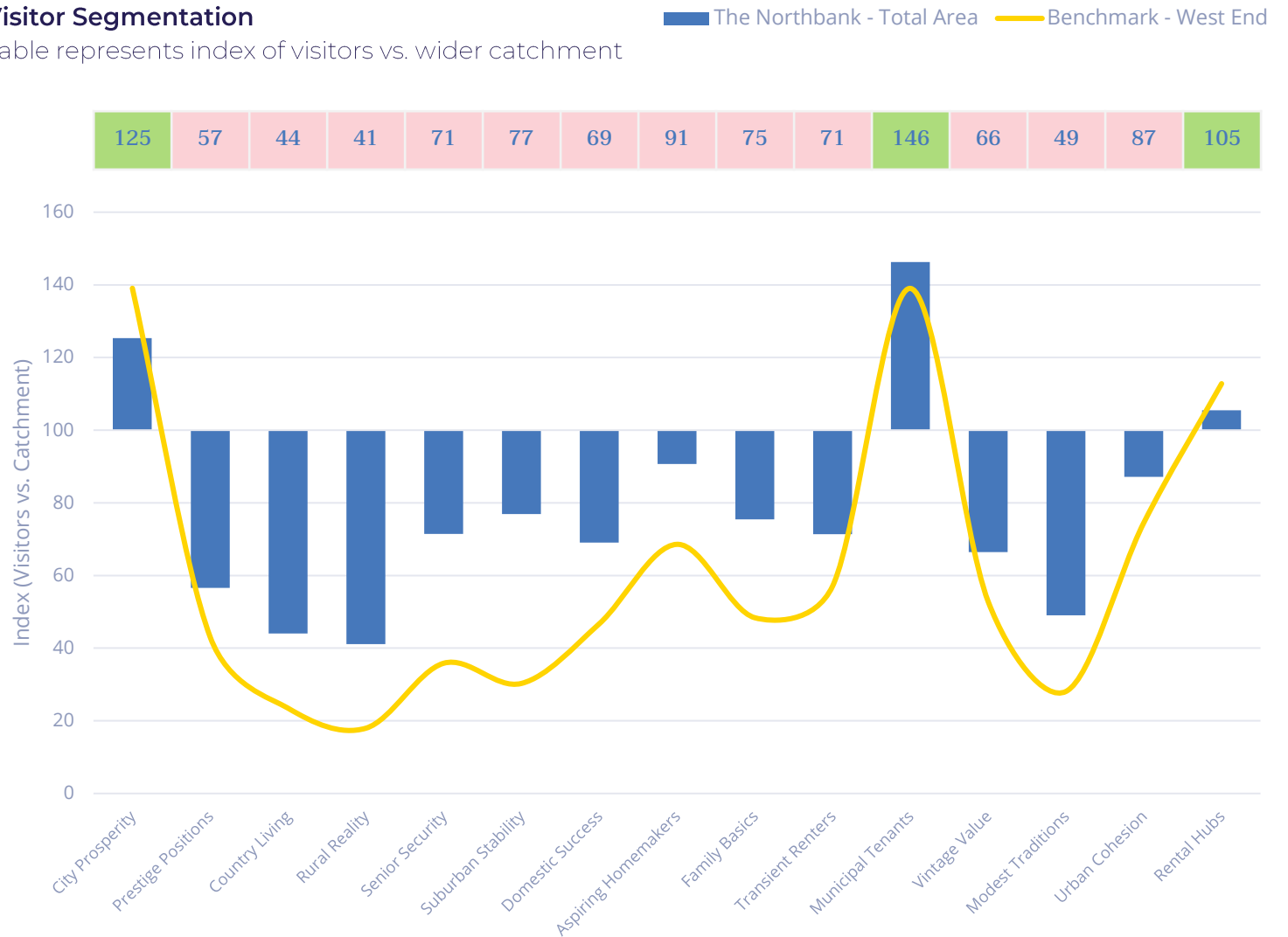
Visitor profile remains in line with West End, with a strong bias towards 2 Mosaic groups ‘City Prosperity’ and ‘Municipal Tenants’

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

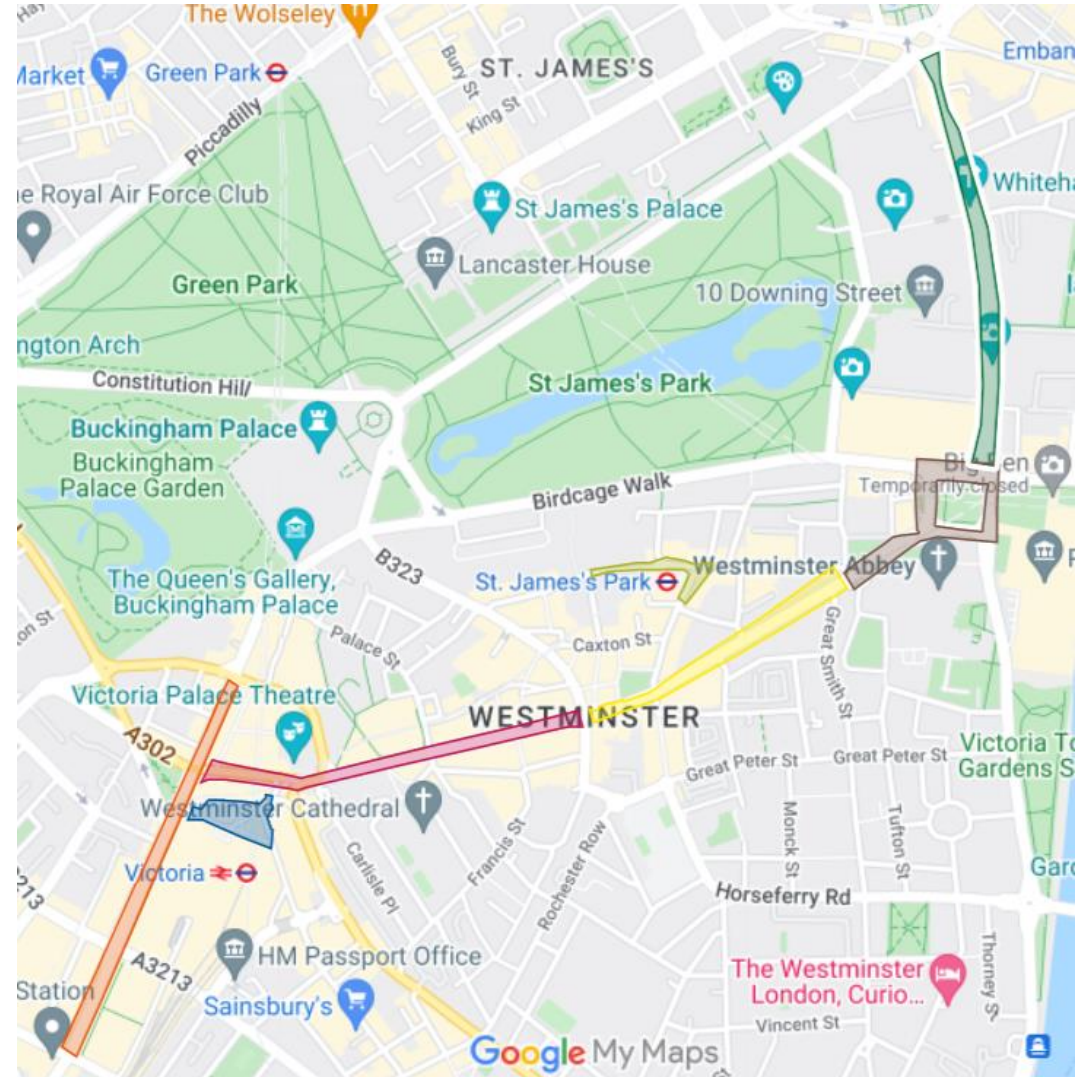
APPENDIX | VICTORIA BID

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

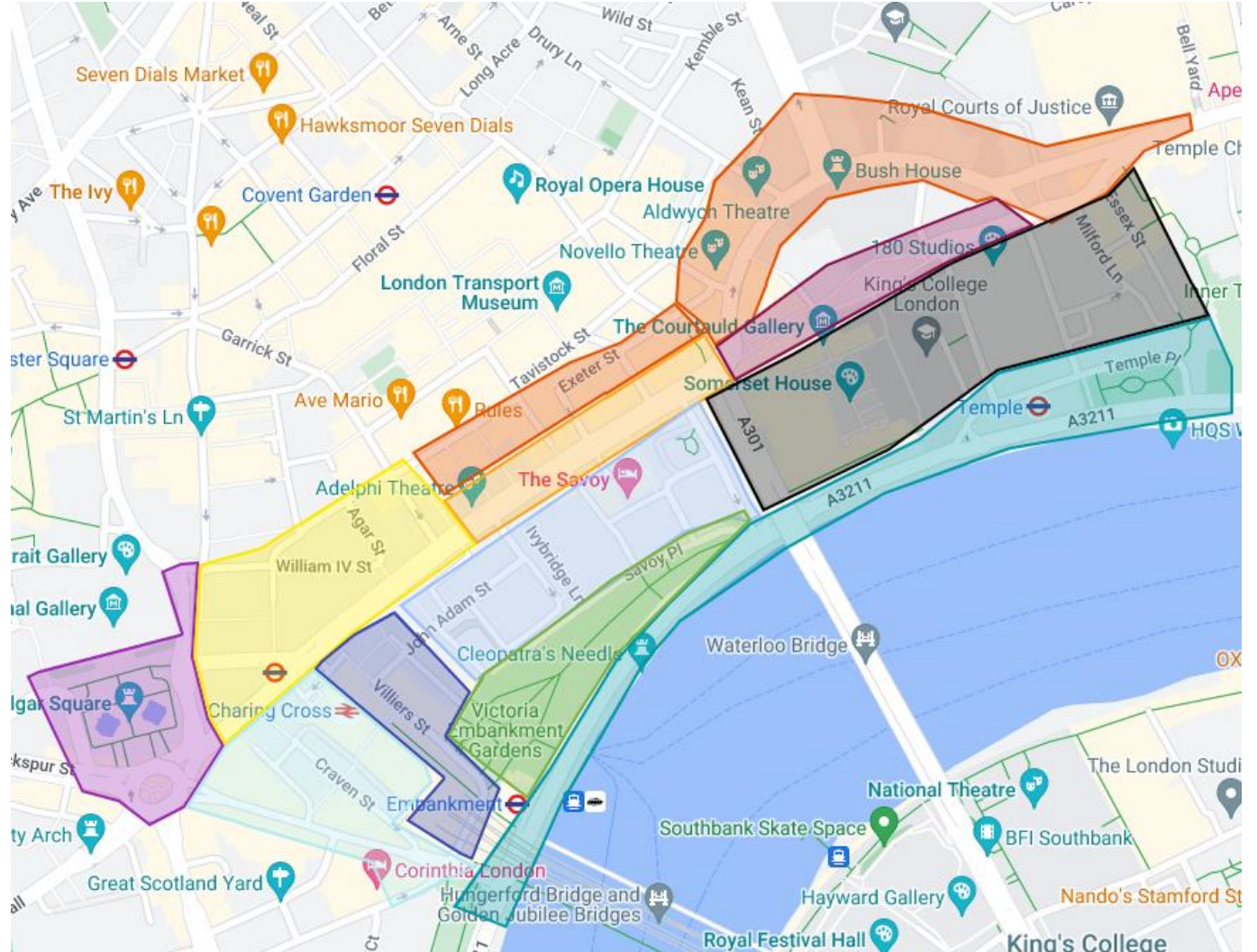


APPENDIX | NORTHBANK BID

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.



APPENDIX | MOSAIC EXPERIAN

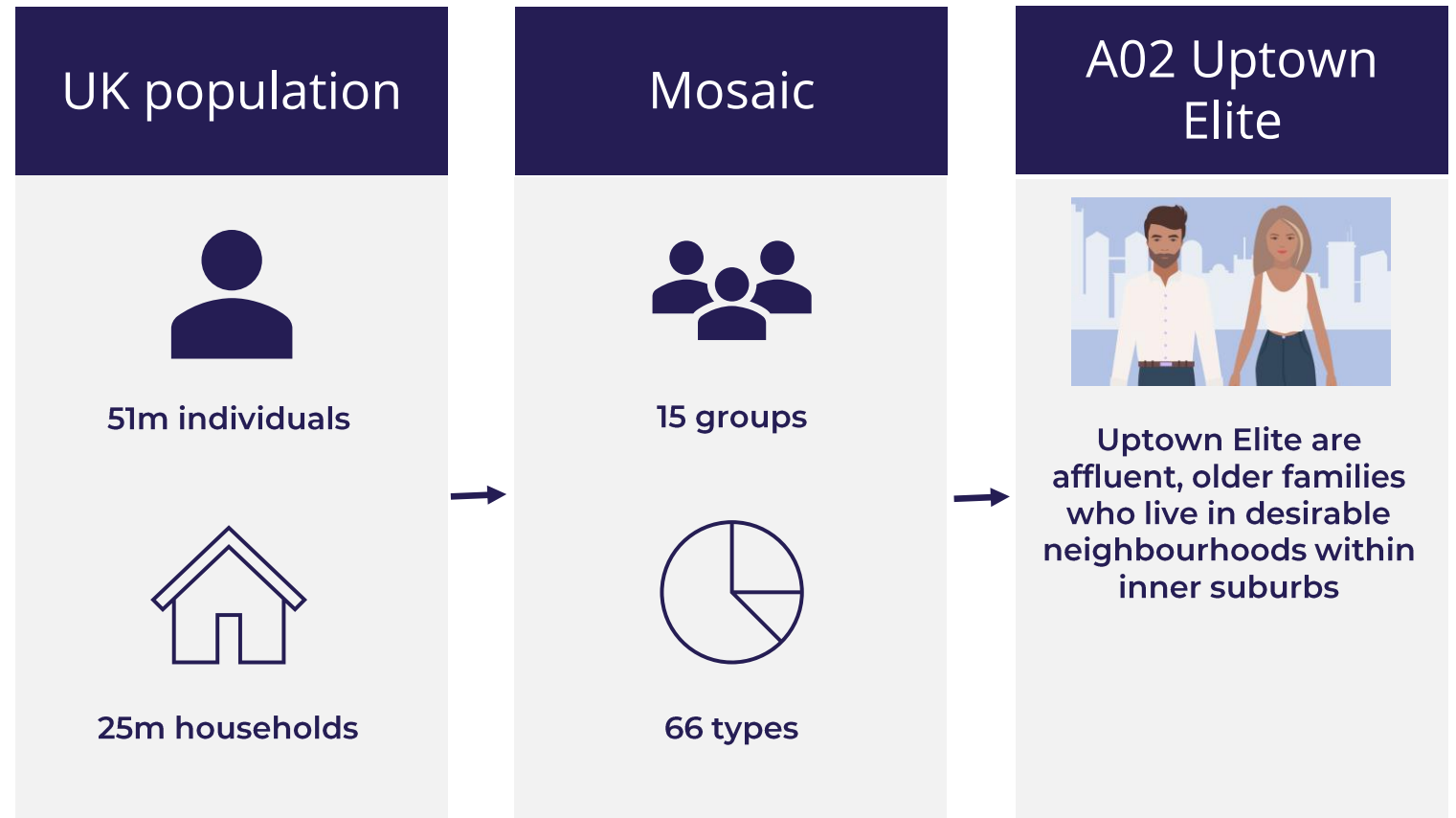
EXPERIAN'S MOSAIC SEGMENTATION

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...



Colliers LocateFootfall

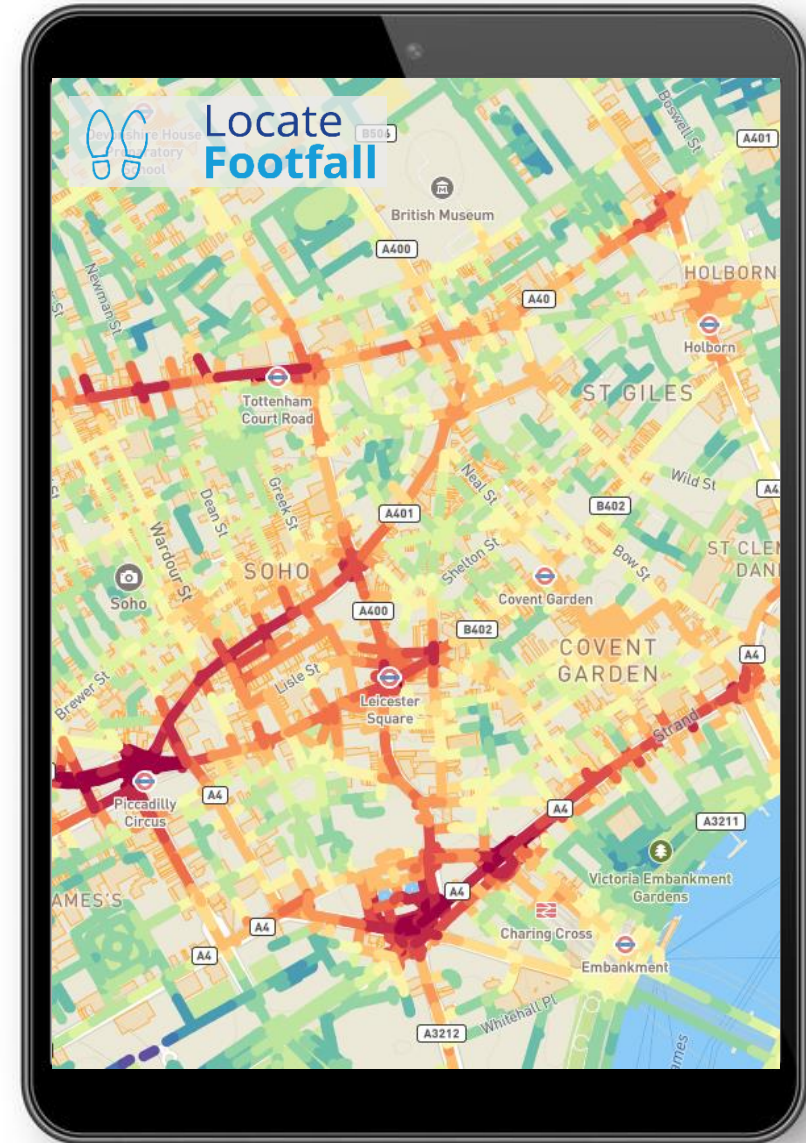
Footfall Intelligence

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



LocateFootfall



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.



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