



FEBRUARY 2025

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.

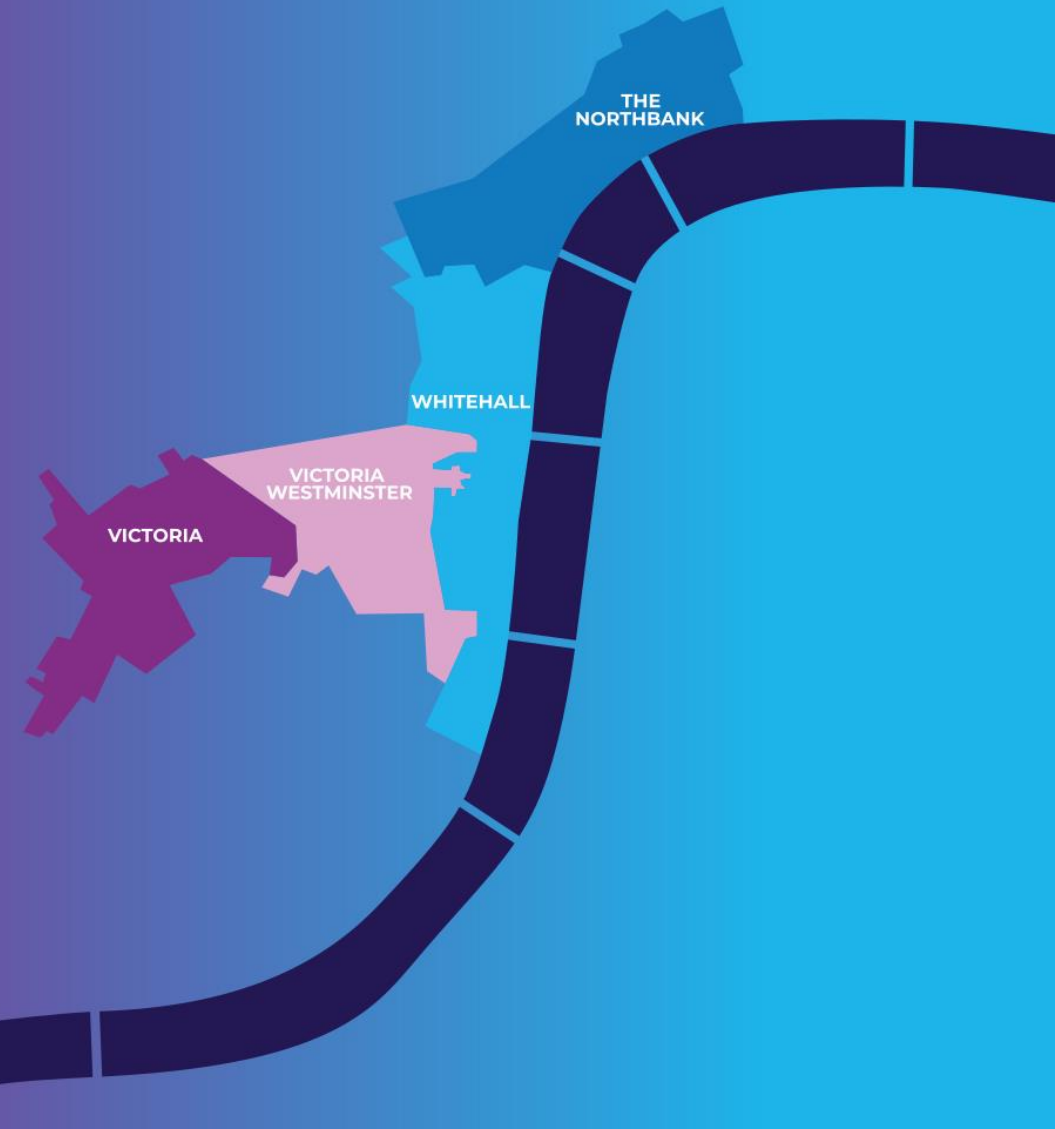
VICTORIA: The Victoria Business Improvement District (BID) is a business-led and business-funded body formed to support economic growth in Victoria and to create a vibrant destination for those who work, visit or live in the area.

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

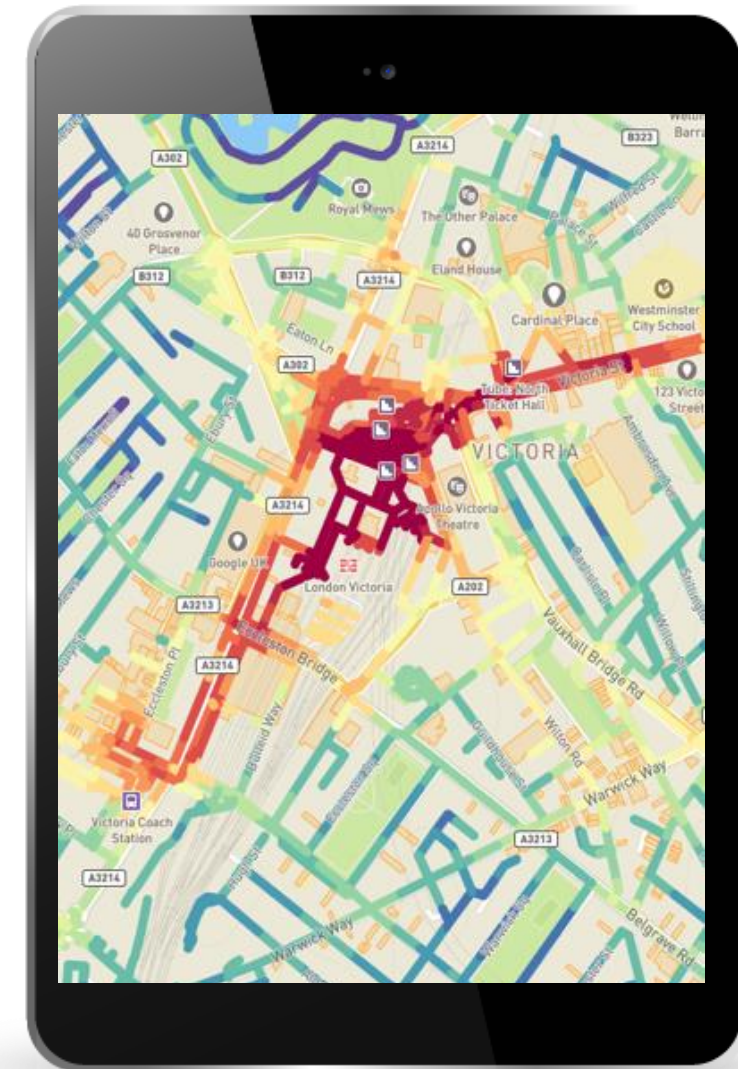
London Heritage Quarter partners with Colliers to provide data and insights on visitors to the area. Monthly visitor reports provide key insights around:

- ❑ 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.





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01

VISIT PERFORMANCE



VISIT PERFORMANCE | VICTORIA BID

VISITS TO VICTORIA BID UP +4.0% YEAR- ON-YEAR

Visits to Victoria BID up +4% year-on-year in February 2025, despite anticipated month-on-month total decline due to fewer days in February vs. January

Despite -4% month-on-month decline, comparing average daily visit performance between February & January, shows average daily performance up +6%.

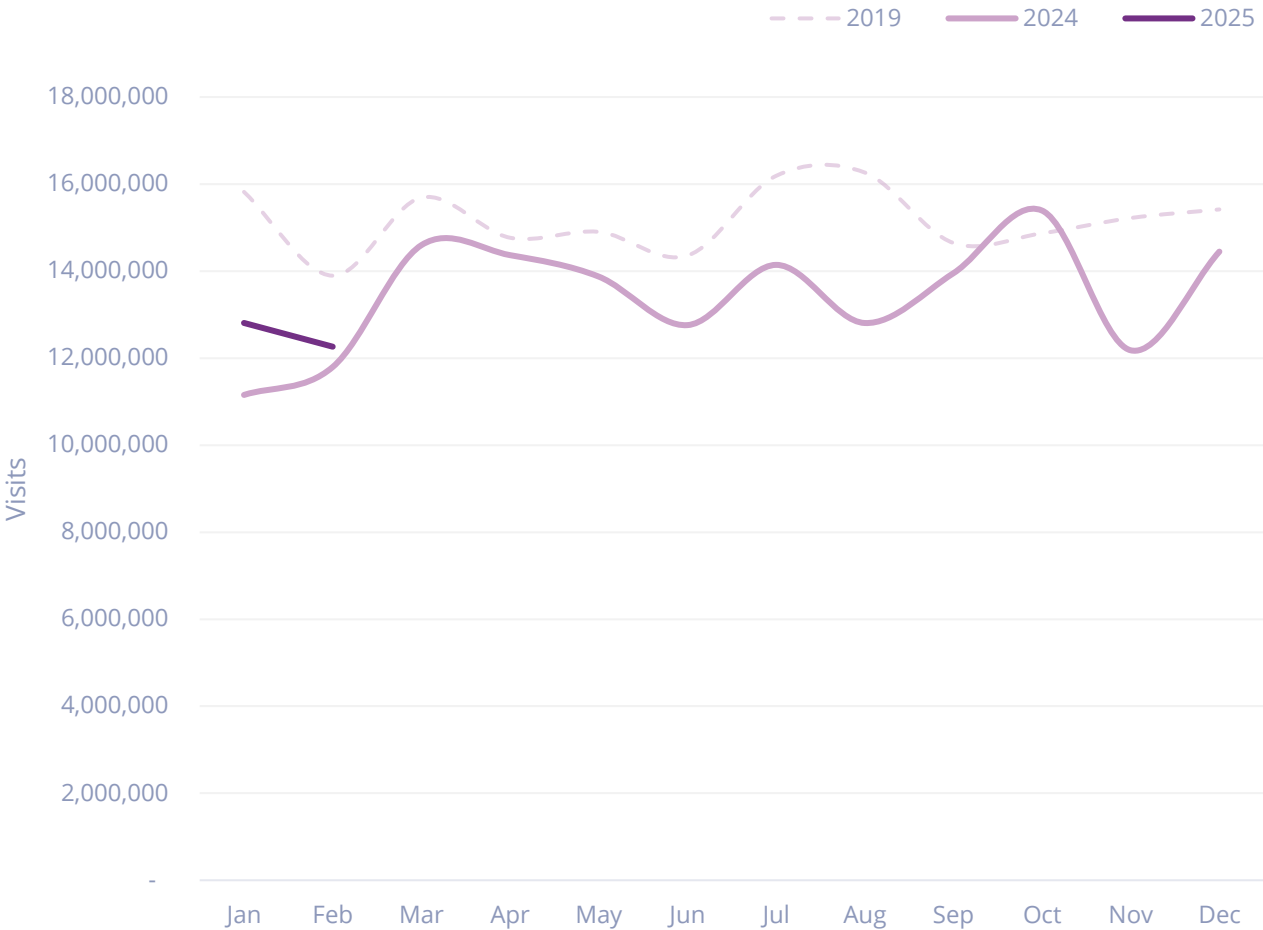
Year-to-date performance across Victoria BID up +9.9% vs. same period in 2024.

February 2025

Area	Footfall (millions)	Month-on-Month	Year-on-Year	vs. 2019
Victoria BID	12.3	-4.3%	+4.0%	-11.7%
West End (Benchmark)	16.1	-12.6%	+1.2%	-54.2%

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

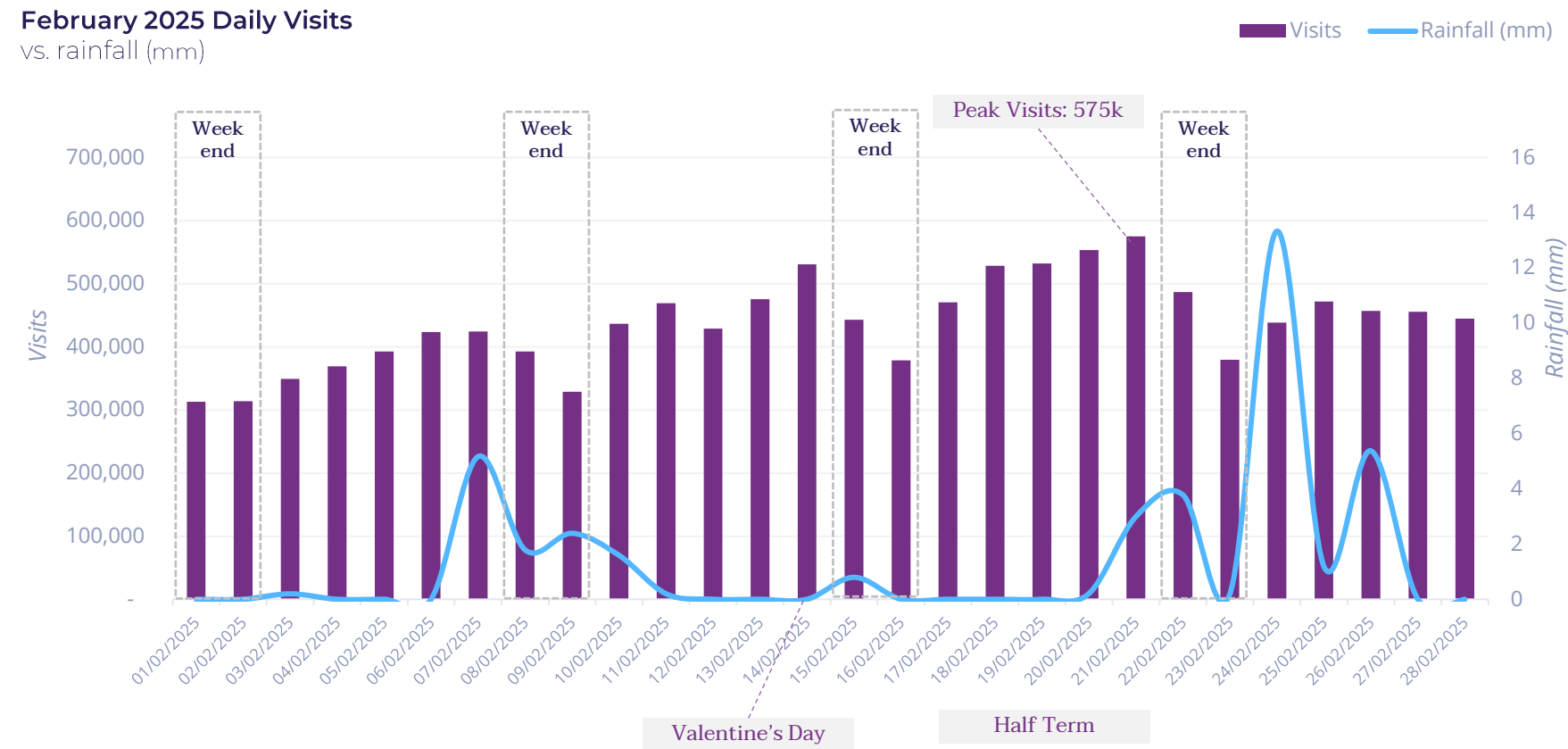
Monthly Overview



VISIT PERFORMANCE | VICTORIA BID

STRONG UPLIFT IN VISITATION TO VICTORIA BID DURING HALF TERM (W/C 17TH) – VISITS +15.8% ON AVERAGE

February 2025 Daily Visits
vs. rainfall (mm)



Visits to Victoria BID peaked during the third week of February, in-line with half-term

Visits up +15.8% on average during half-term (w/c 17th Feb), with peak visits during February occurring on Friday 21st – 575k (+16.4% ahead of average Friday performance in February)

Uplift in visits in-line with improvement in weather towards the end of half-term, with average temperatures in London ahead of average for this time of year; average temperatures of 11.8 °C

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Moderate growth across most clusters vs. Feb-24 contributing to overall +4.0% year-on-year across Victoria BID

February 2025

Area	Footfall	Month-on-Month	Year-on-Year	vs. 2019
Victoria BID	12,262,779	-4.3%	+4.0%	-11.7%
Buckingham Palace Road	1,995,406	-8.9%	+6.4%	-14.2%
Parliament Square	2,336,574	-12.6%	+2.7%	-4.5%
Terminus Place	1,340,076	+45.8%	+13.1%	-31.5%
Victoria Street – West	1,201,748	+4.6%	+7.2%	-52.7%
St. James’ Park Station	109,722	+19.3%	-4.0%	-81.6%
Victoria Street – East	1,042,776	+0.9%	+3.5%	-3.3%
Whitehall	4,236,478	-10.9%	+0.5%	+43.6%
West End (Benchmark)	16,134,974	-12.6%	+1.2%	-54.2%

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT PERFORMANCE | VICTORIA BID

SINGLE-DIGIT YEAR-ON-YEAR GROWTH ACROSS MOST CLUSTERS IN FEBRUARY 2025

Visits to Victoria BID in February saw **+4.0%** year-on-year growth, with Terminus Place (+13%) & Victoria Street – West (+7%) seeing strongest performance vs. same month last year.

Despite this, total visits to Victoria BID saw decline (-4.3%) month-on-month, with mixed performance across character clusters across Victoria BID. However, when analysing average daily visits in February, compared to January, shows +6% uplift in average daily visits; this average daily visit growth largely driven by strong uplift in Tuesday to Friday performance.

Similar performance trends were seen in the wider West End benchmark location, however Victoria BID saw improved rate of trends; Victoria BID saw increased year-on-year performance, and lower month-on-month decline.

VISIT PERFORMANCE | NORTHBANK BID

-3.7% YEAR-ON-YEAR DECLINE IN VISITS TO NORTHBANK BID

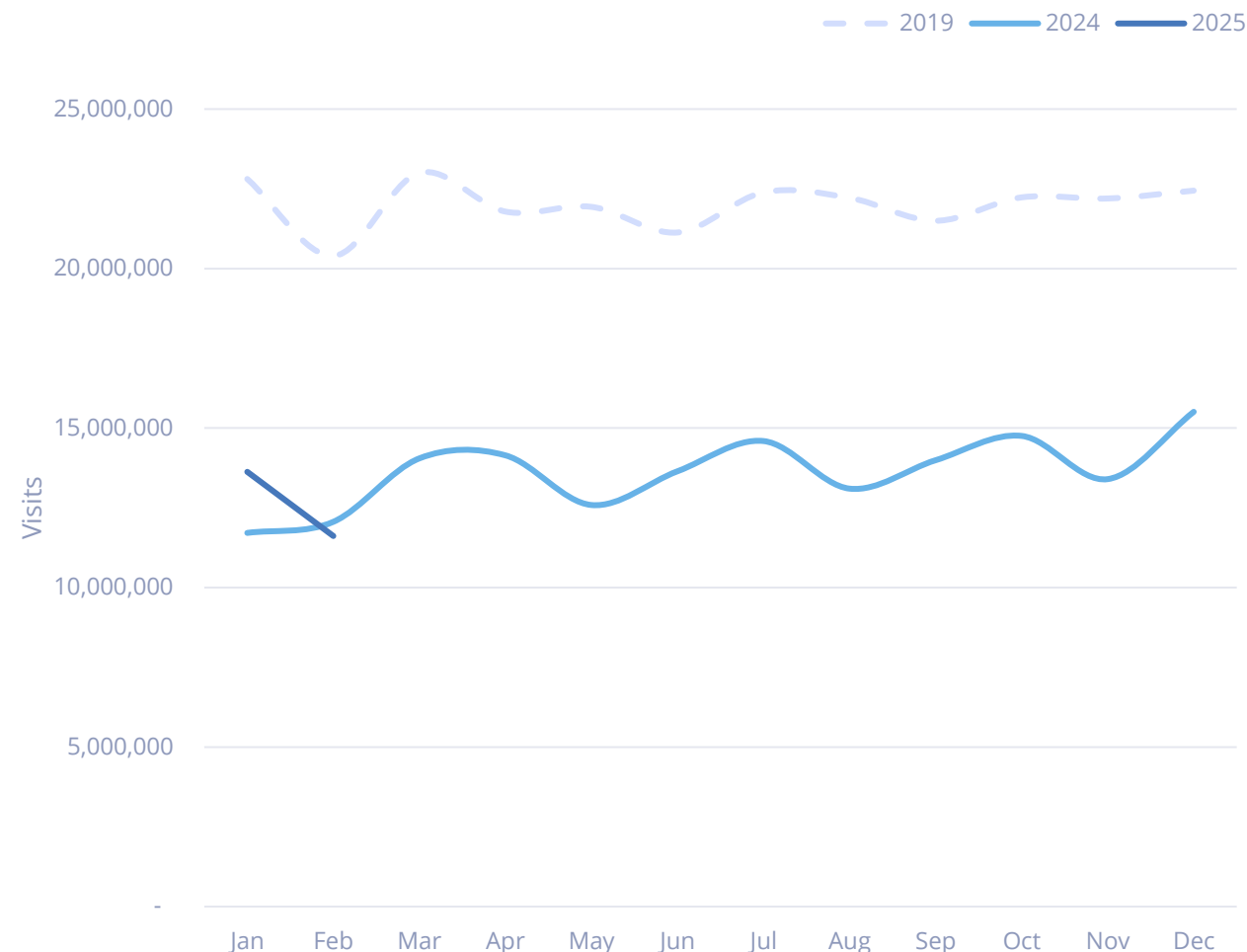
Visits to Northbank BID saw slight decline year-on-year in February, -3.7% vs. same month last year

11.6 million visits were recorded across Northbank BID in February 2025, showing decline year-on-year and month-on-month. However, as seen within wider London HQ clusters, this month-on-month decline largely driven by fewer number of days within February vs. January.

February 2025

Area	Footfall (millions)	Month-on-Month	Year-on-Year	vs. 2019
Northbank BID	11.6	-14.8%	-3.7%	-43.0%
West End (Benchmark)	16.1	-12.6%	+1.2%	-54.1%

Monthly Overview

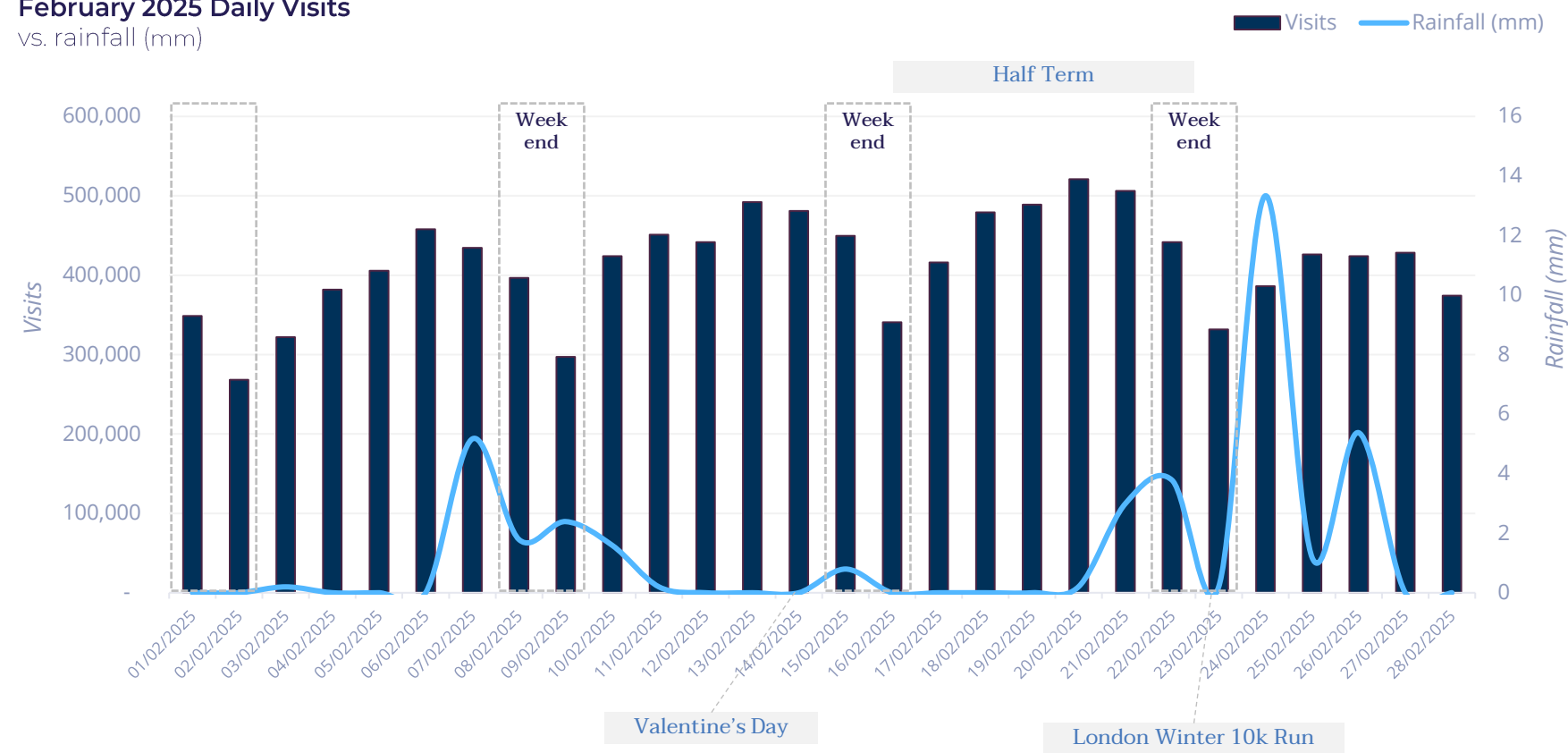


Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT PERFORMANCE | NORTHBANK BID

+10.3% UPLIFT IN WEEKDAY VISITS DURING HALF TERM (W/C 17TH) COMPARED TO AVERAGE FEBRUARY WEEK

February 2025 Daily Visits
vs. rainfall (mm)



Strong performance in visits to Northbank BID during third week of the month, in-line with half-term and the London Winter Run

Visit volumes **+7.2%** ahead of average Sunday on 21st February, in-line with London Winter 10k run, with the route passing through areas of Northbank.

Trend throughout February follows distribution seen throughout wider London HQ areas, with gradual increase in visits week-on-week.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Mixed performance across clusters leading to slight year-on-year decline (-3.7%) across The Northbank BID in February

VISIT PERFORMANCE | NORTHBANK BID

VARIED YEAR-ON-YEAR PERFORMANCE ACROSS CLUSTERS IN FEBRUARY 2025

Area	Footfall	Month-on-Month	Year-on-Year	vs. 2019
The Northbank - Total Area	11,616,861	-14.8%	-3.7%	-43.0%
Strand - Central	1,948,861	-3.1%	-1.7%	-22.7%
Strand - West	1,984,267	-9.1%	-1.1%	-54.9%
Maiden Lane + Tavistock	551,863	+2.1%	+1.6%	-37.8%
Aldwych D	4,605,130	-1.0%	-2.7%	+32.3%
Strand Aldwych	350,982	-10.2%	+6.9%	-80.2%
Somerset / Arundel	1,590,746	+0.4%	+1.6%	-18.2%
Riverfront	2,822,535	-18.4%	+1.9%	-7.1%
Adelphi	254,516	-4.6%	-10.6%	-72.7%
Victoria Embankment Gardens	366,913	+9.5%	+6.8%	-44.8%
Villiers Street	1,061,596	+5.1%	+4.6%	-51.3%
Northumberland Avenue	2,097,129	-12.1%	+2.9%	-29.3%
Trafalgar Square	4,203,809	-13.7%	+3.0%	-0.7%
West End (Benchmark)	16,134,974	-12.6%	+1.2%	-54.1%

Visit performance across Northbank BID in February 2025 experienced decline across most clusters month-on-month, contributing to overall change in visit volumes of -14.8%.

However, there was mixed performance year-on-year across character clusters, with areas around Strand – Aldwych & Victoria Embankment Gardens seeing more resilient year-on-year growth.

Year-to-date, visit volumes to Northbank BID are up **+7.9%** vs. the same period in 2024.

Wider West End benchmark saw similar change in visit volumes month-on-month to Northbank BID.

02

VISITOR BEHAVIOUR

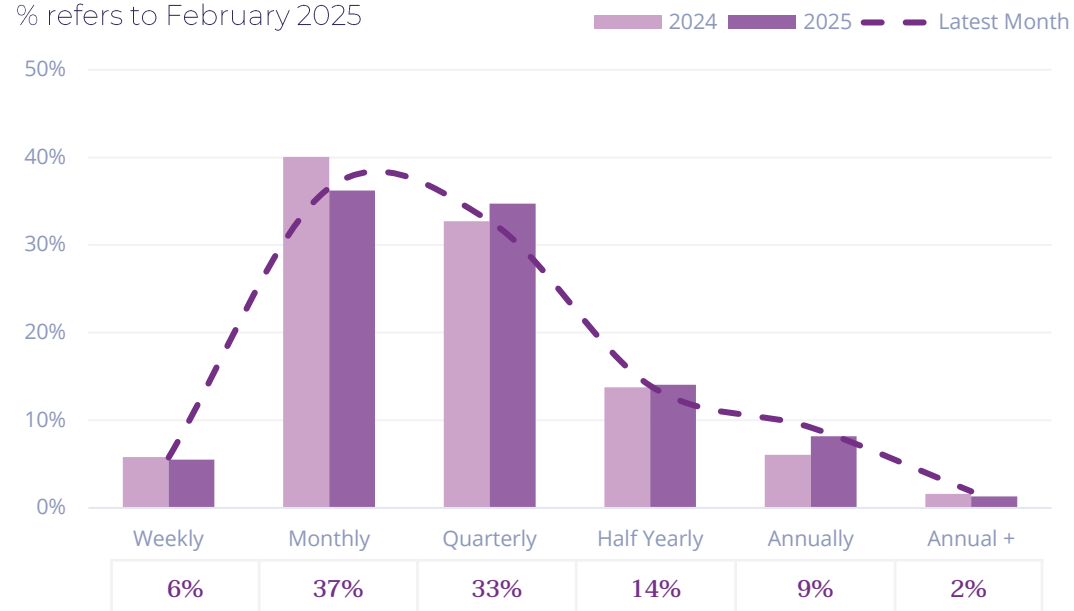


VISIT BEHAVIOUR | VICTORIA BID

SLIGHT INCREASE IN VISITOR DWELL IN FEBRUARY; +3% VS. 2024 FULL-YEAR AVERAGE

Visit Frequency

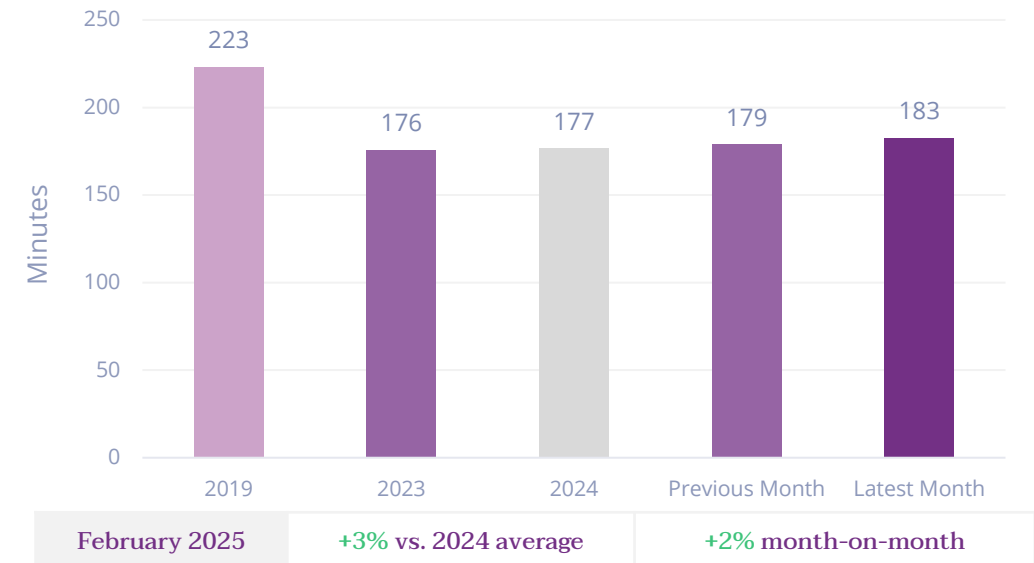
% refers to February 2025



Visit frequency distribution remained largely in-line with 2024 average, with high proportion of visitors visiting the BID either Monthly or Quarterly, representing the area's social and cultural offerings capturing a destination-focussed visitor.

Average Dwell

February 2025



Slight increase in dwell time both month-on-month (+4 mins) and vs. last year's full-year average (+6mins)

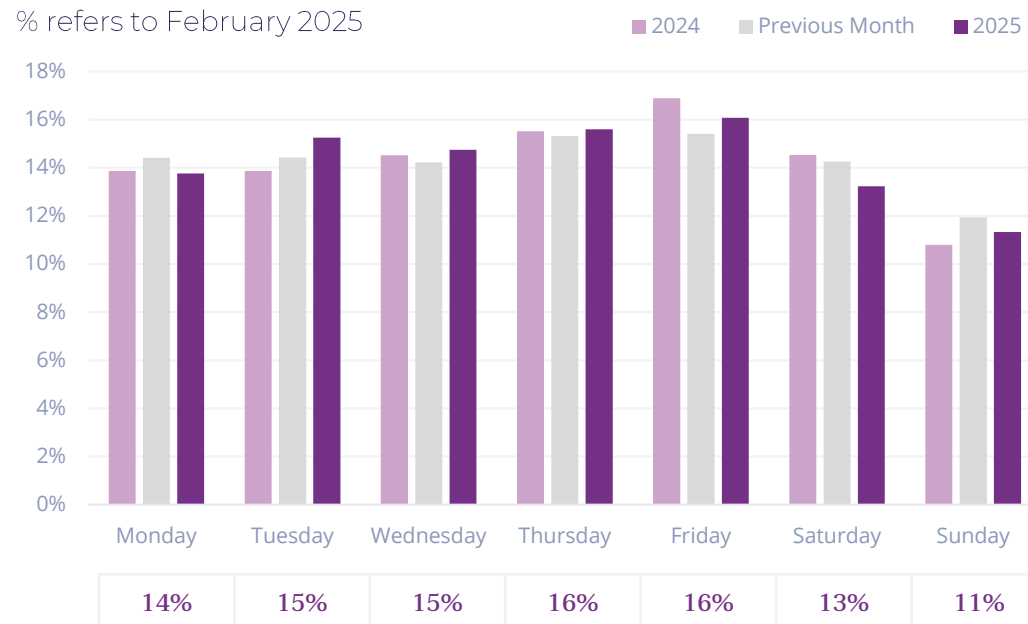
Visitor dwell +2% vs. January 2025, and +3% vs. 2024 average.

VISIT BEHAVIOUR | VICTORIA BID

MORE DISTRIBUTED SHARE OF VISITS THROUGHOUT THE WEEK DUE TO HALF-TERM INFLUENCING VISIT BEHAVIOUR

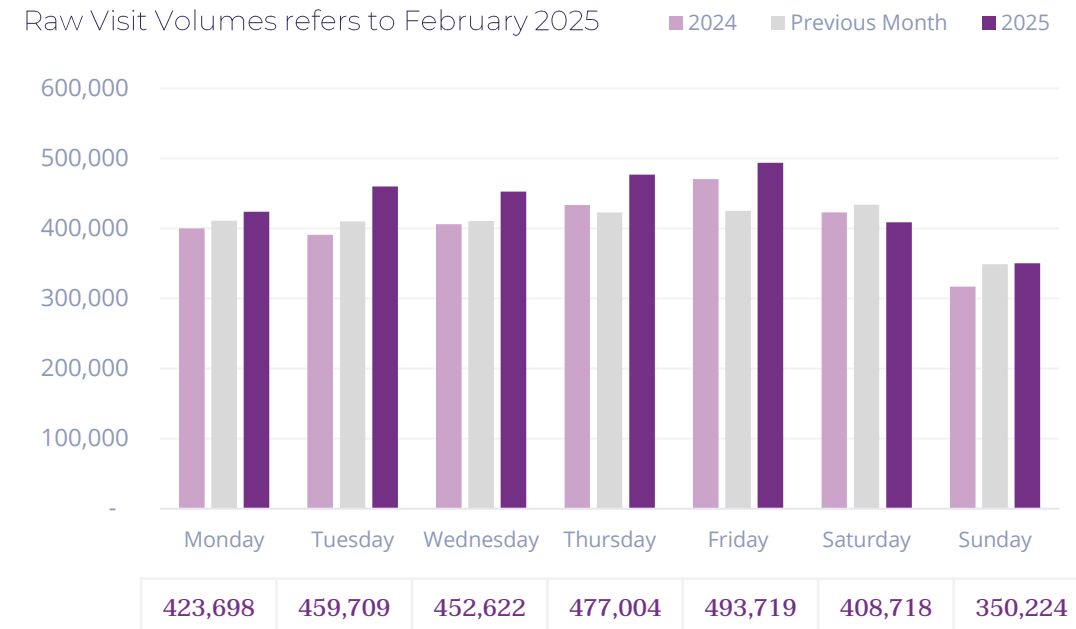
Visit Share by Day

% refers to February 2025



Average Visits by Day

Raw Visit Volumes refers to February 2025



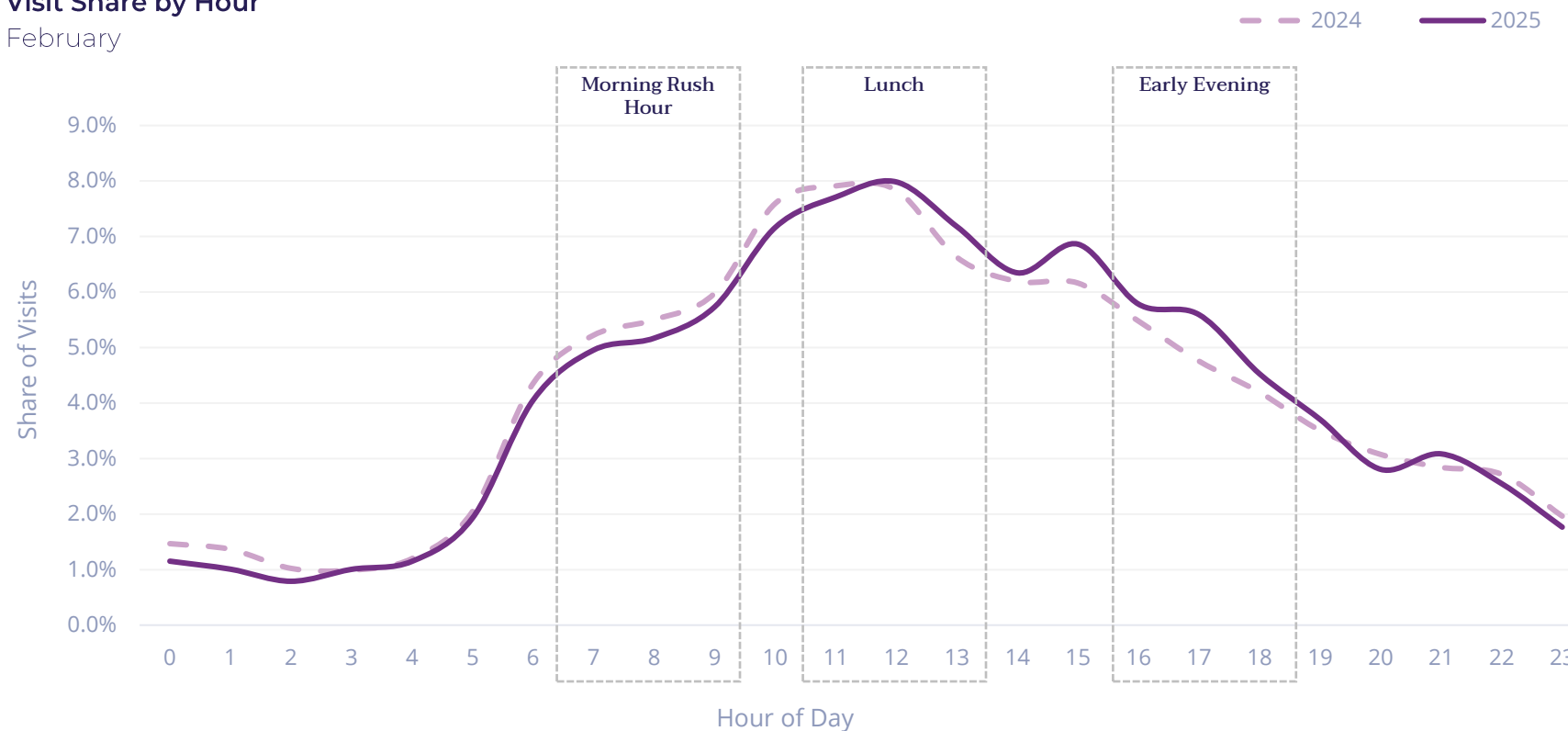
Slight increase in proportion of visits during weekdays in February 2025 across Victoria BID; half-term (w/c 17th February) contributing to a more evenly distributed visit share throughout the month, as social visitors were able to engage with the area throughout the week. Despite seeing a considerable drop in share of visits on Saturdays in February (due to a more evenly distributed visit share), average visit volumes on weekends largely in-line with previous month/year view.

VISIT BEHAVIOUR | VICTORIA BID

HOURLY DISTRIBUTION OF VISITS IN FEBRUARY FOLLOWS SIMILAR TREND TO 2024, DESPITE SLIGHT EVENING UPLIFT

Visit Share by Hour

February



Distribution of visits throughout the day in-line with trend seen in previous year, despite slightly higher share of visits in 'early evening'

Visit distribution throughout February shows three clear phases: morning rush hour (7-9am), lunchtime peak (11am – 1pm), before a gradual decline from mid-afternoon.

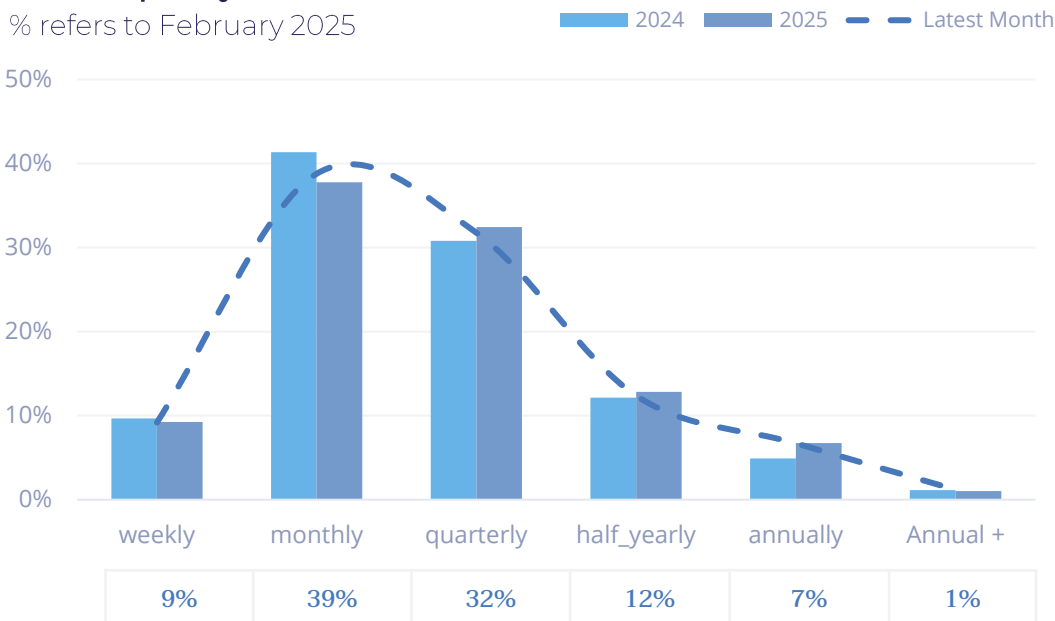
Peak share of visits occurred at ~12pm in February 2025, with 8.0% of visits being captured during this hour.

VISIT BEHAVIOUR | NORTHBANK BID

INCREASE IN DWELL DURING FEBRUARY 2025 ACROSS NORTHBANK BID VS. 2024

Visit Frequency

% refers to February 2025

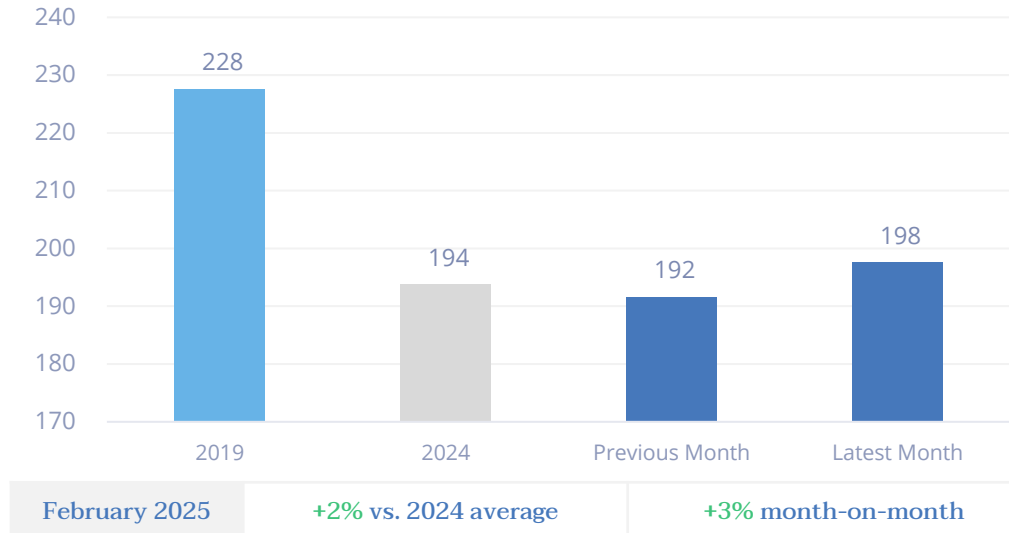


As seen in Victoria BID, February 2025 continued to see slight shift in visit frequency with an increase in visitors visiting Northbank BID quarterly compared to 2024. However, ‘Monthly’ remains the peak visit frequency bracket, with 39% of visitors visiting monthly to Northbank BID.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Average Dwell

February 2025



Dwell time around Northbank BID saw month-on-month growth (+6 mins) and an increase vs. 2024 (+4 mins)

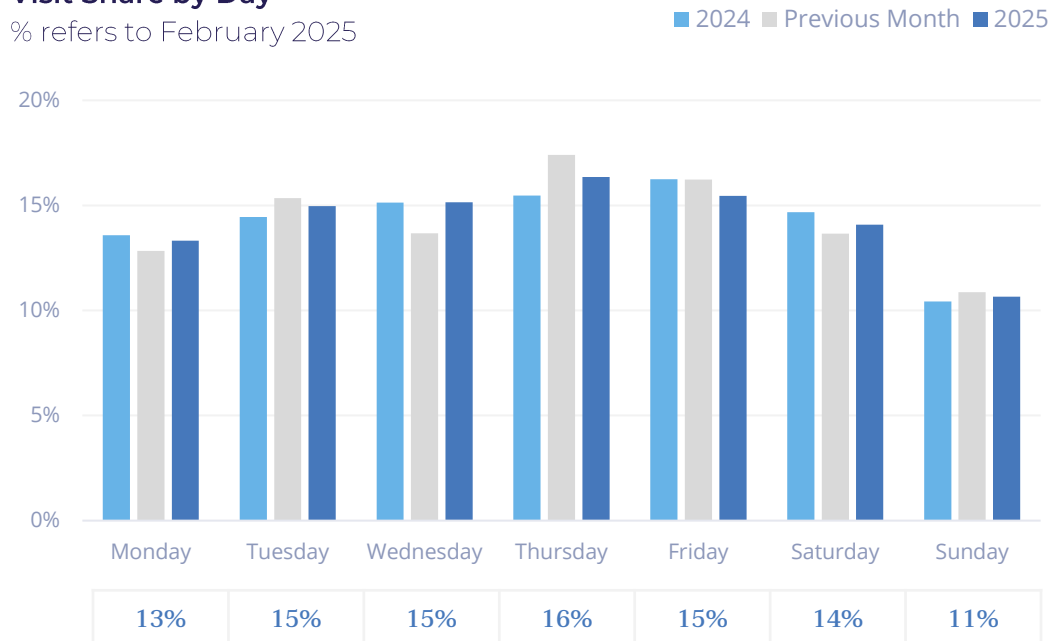
Dwell time down **+2%** vs. 2024 average, and **+3%** vs. January 2025.

VISIT BEHAVIOUR | NORTHBANK BID

DISTRIBUTION OF WEEKLY VISITS ACROSS NORTHBANK CONSISTENT WITH PREVIOUS MONTH

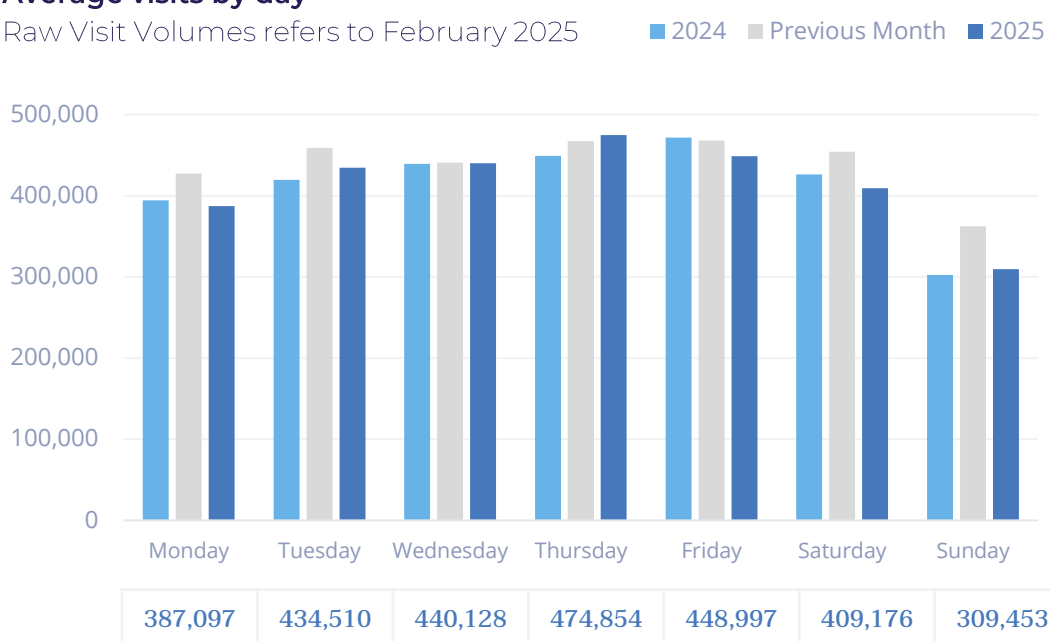
Visit Share by Day

% refers to February 2025



Average visits by day

Raw Visit Volumes refers to February 2025



In contrast to Victoria BID, Northbank saw more consistent share of visits vs. previous month, despite considerable increase in share of visits on Wednesdays during the month. Thursdays (16%) & Fridays (15%) continued to capture peak visitation around Northbank BID in February 2025.

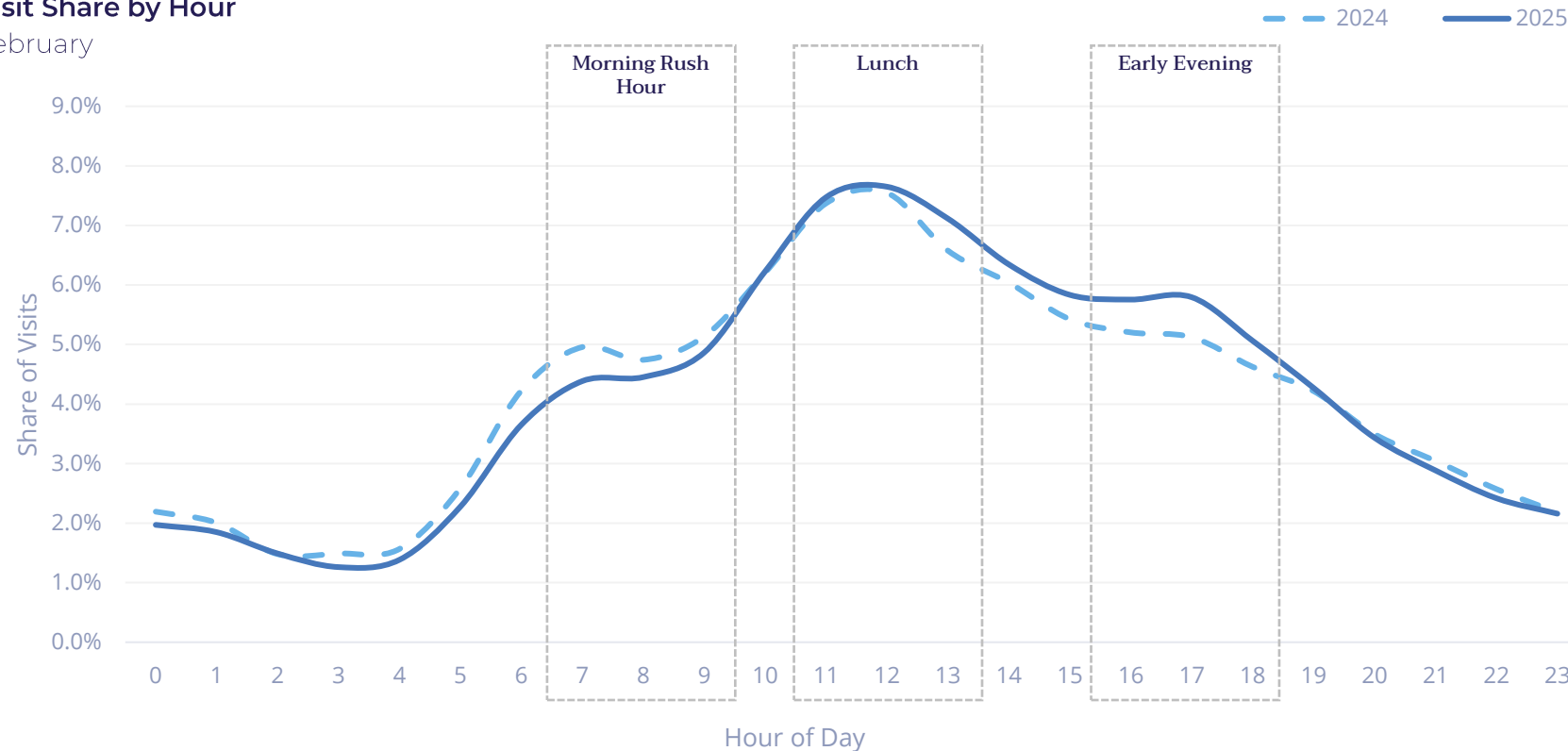
Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT BEHAVIOUR | NORTHBANK BID

SLIGHT UPLIFT IN EARLY EVENING VISITS TO NORTHBANK BID IN FEBRUARY 2025; A TREND ALSO SEEN LAST MONTH

Visit Share by Hour

February



Visit distribution throughout February 2025 relatively in-line with the distribution seen in the same month last year

There was a slight reduction in share of visits being captured during 'morning rush hour'; 13.7% of visits in February 2025 between 7am-9am, vs. 14.8% in February 2024.

In contrast, share of visits have shifted slightly later in the day; 'Early Evening' (4pm-6pm) accounted for 16.6% of Feb-25 visits, vs. 14.9% in Feb-24.

03

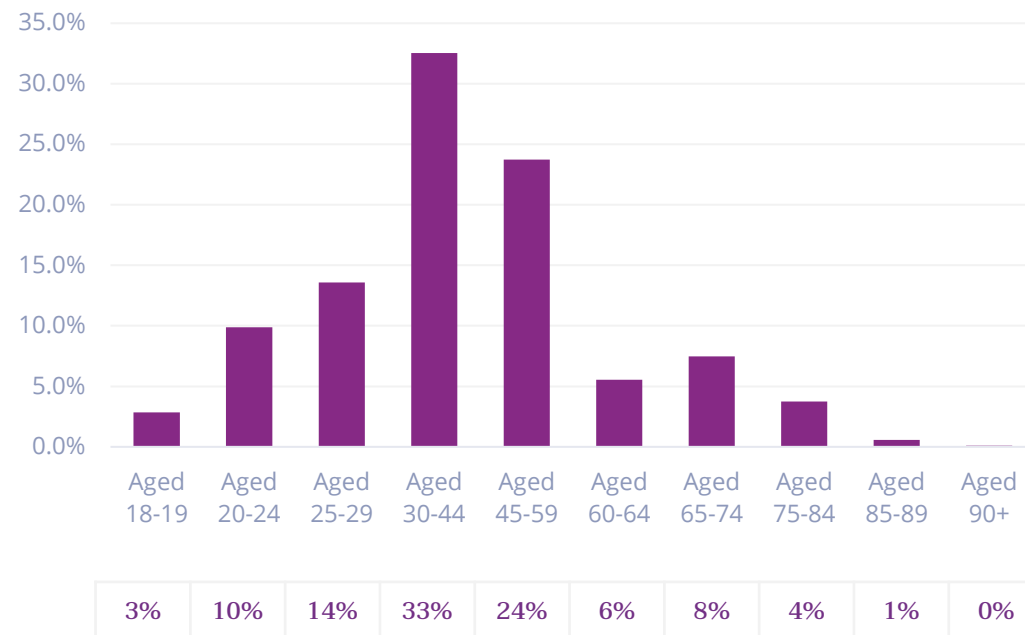
VISITOR SEGMENTATION



VISIT SEGMENTATION | VICTORIA BID

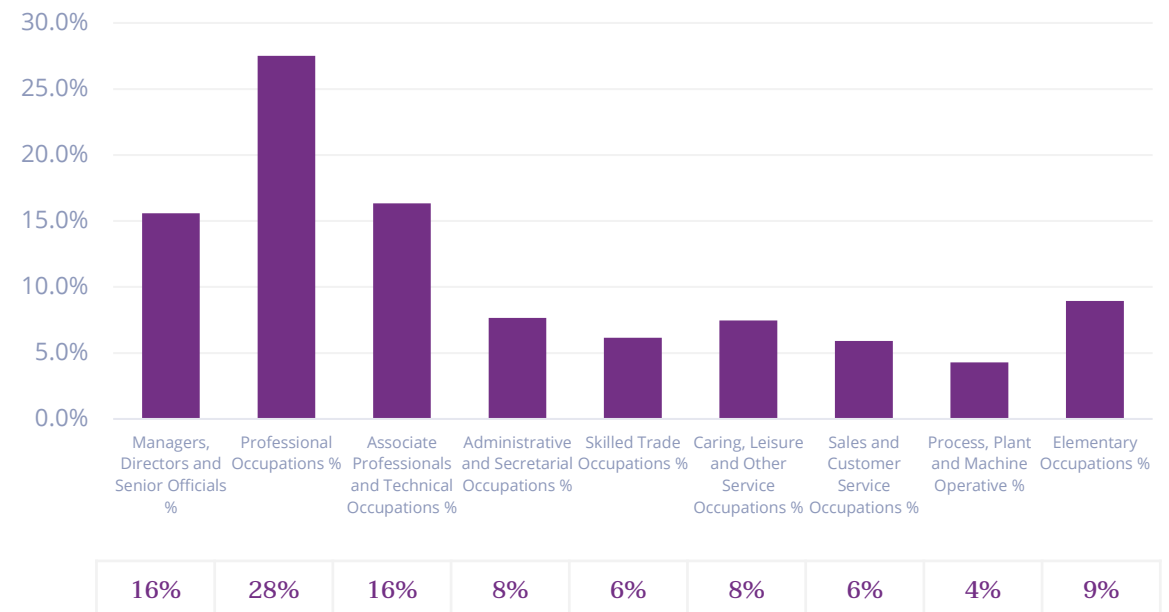
VICTORIA BID CATCHMENT PROFILE SKEWED TOWARDS HIGH-INCOME, MIDDLE-AGED VISITORS

Age Profile



Victoria BID has a bias towards mid-ranged age groups, particularly aged 30-44 years old (32.5%) and 45-59 years old (23.7%)

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; up +0.9% vs. previous month

VISIT SEGMENTATION | VICTORIA BID

VISITOR PROFILE OVER-INDEXES ON CITY PROSPERITY & MUNICIPAL TENANTS

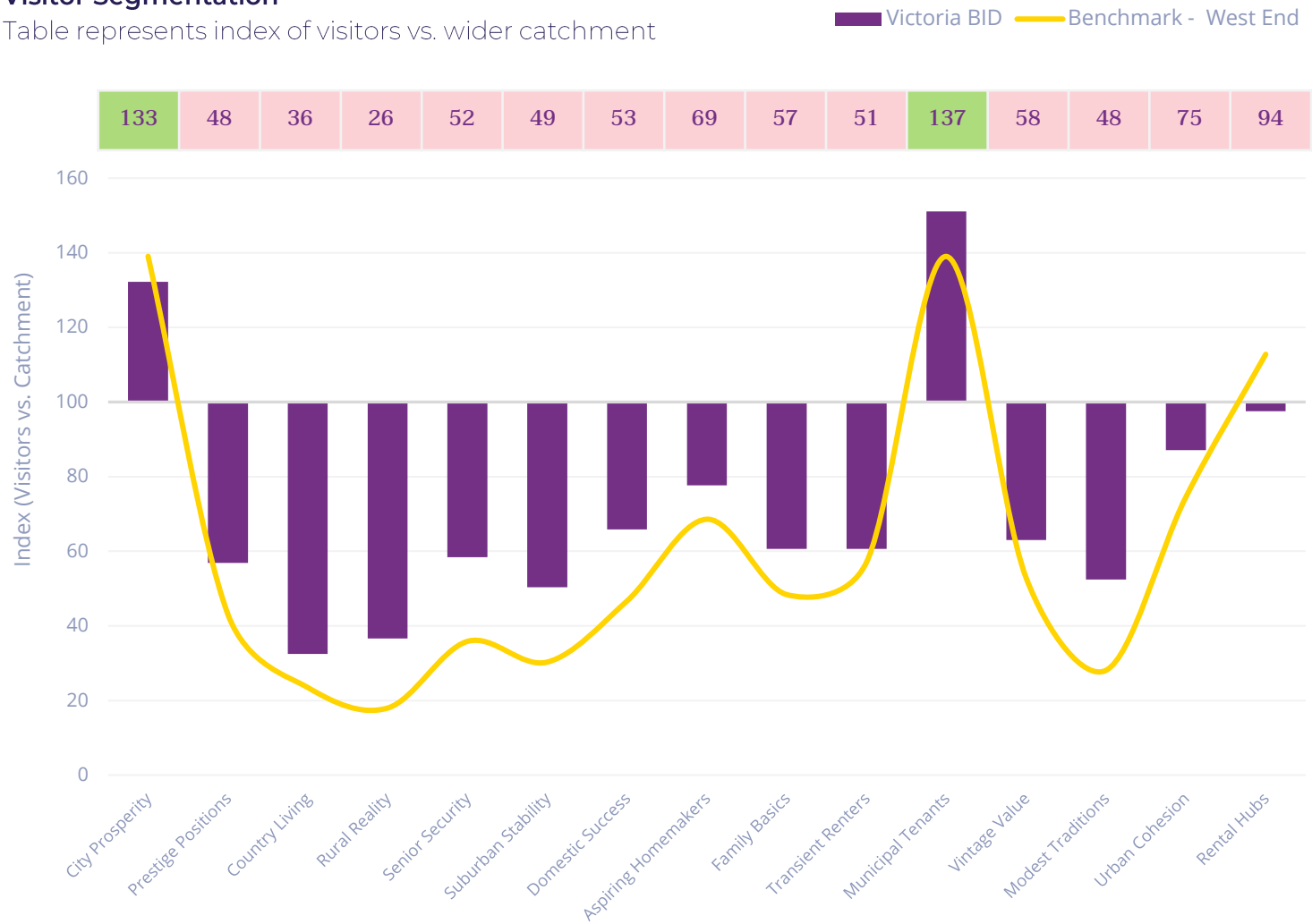
Visitor profile remains in line with West End, with a bias towards 2 Mosaic groups ‘City Prosperity’ and ‘Municipal Tenants’

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

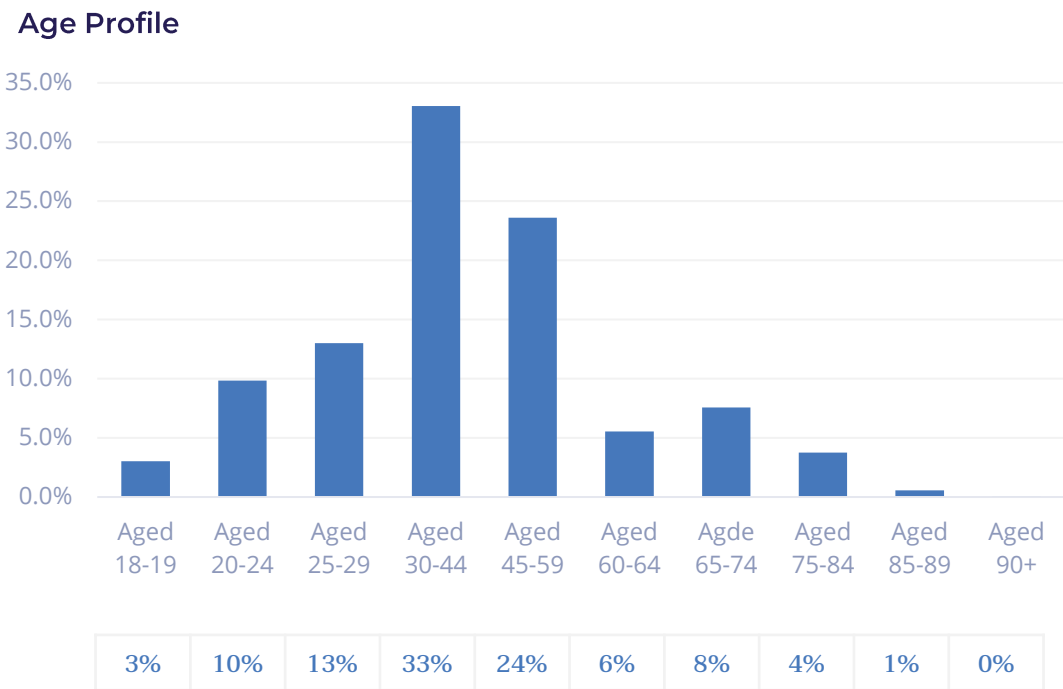
Table represents index of visitors vs. wider catchment



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

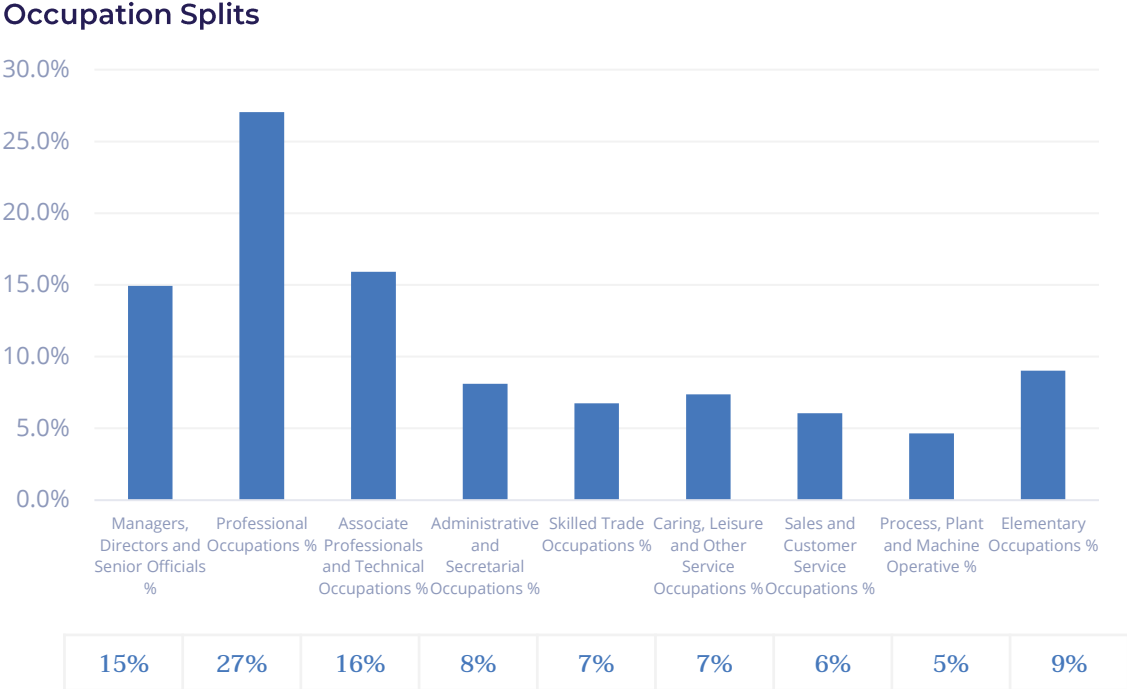
VISIT SEGMENTATION | NORTHBANK BID

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



Northbank BID has a bias towards mid-ranged age groups, particularly aged **30-44 years old (33.0%)** and **45-59 years old (23.6%)**

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



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**; up +0.5% vs. January 2025

VISIT SEGMENTATION | NORTHBANK BID

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

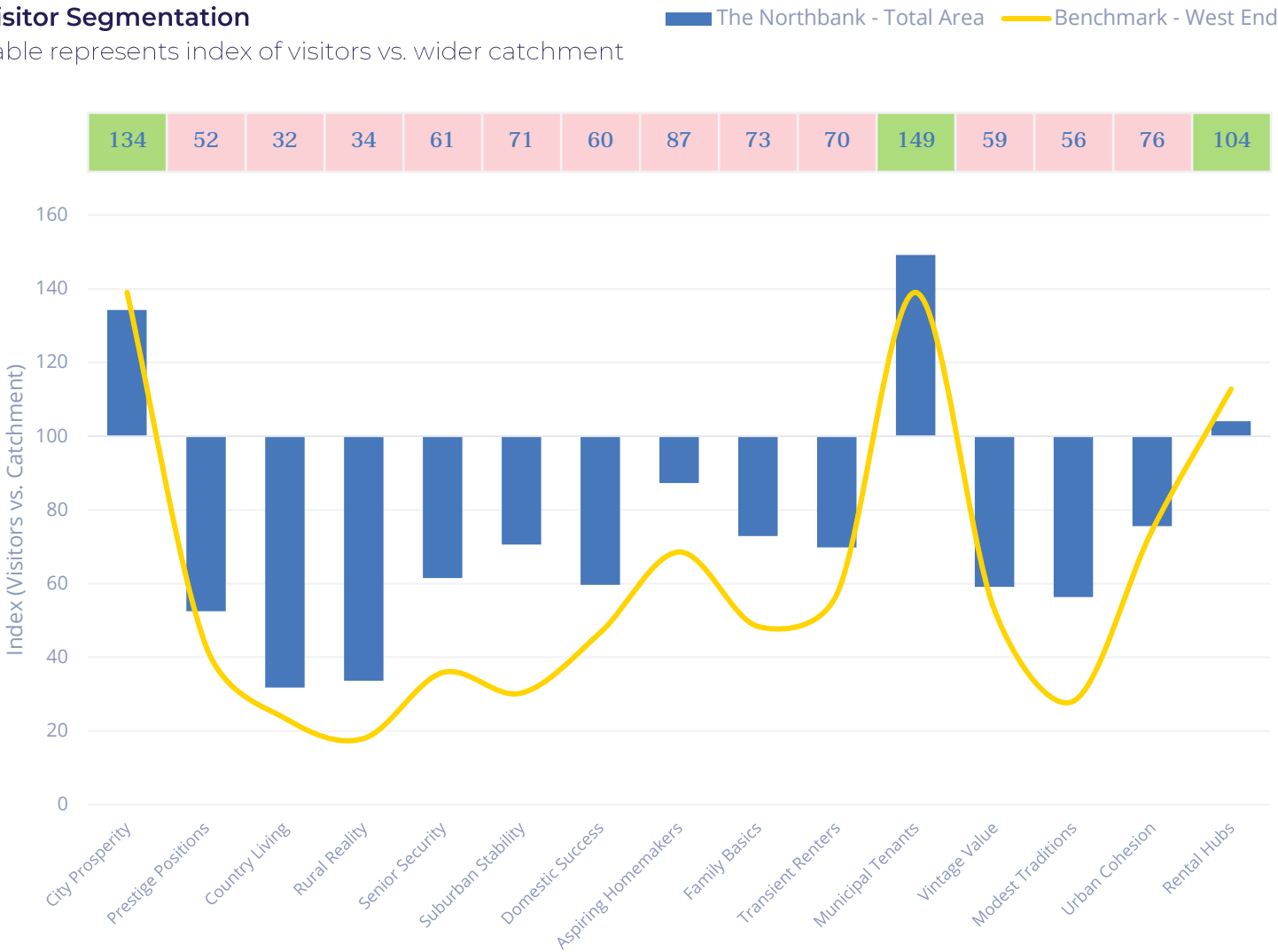
Visitor profile remains in line with West End, with a strong bias towards 2 Mosaic groups ‘City Prosperity’ and ‘Municipal Tenants’

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



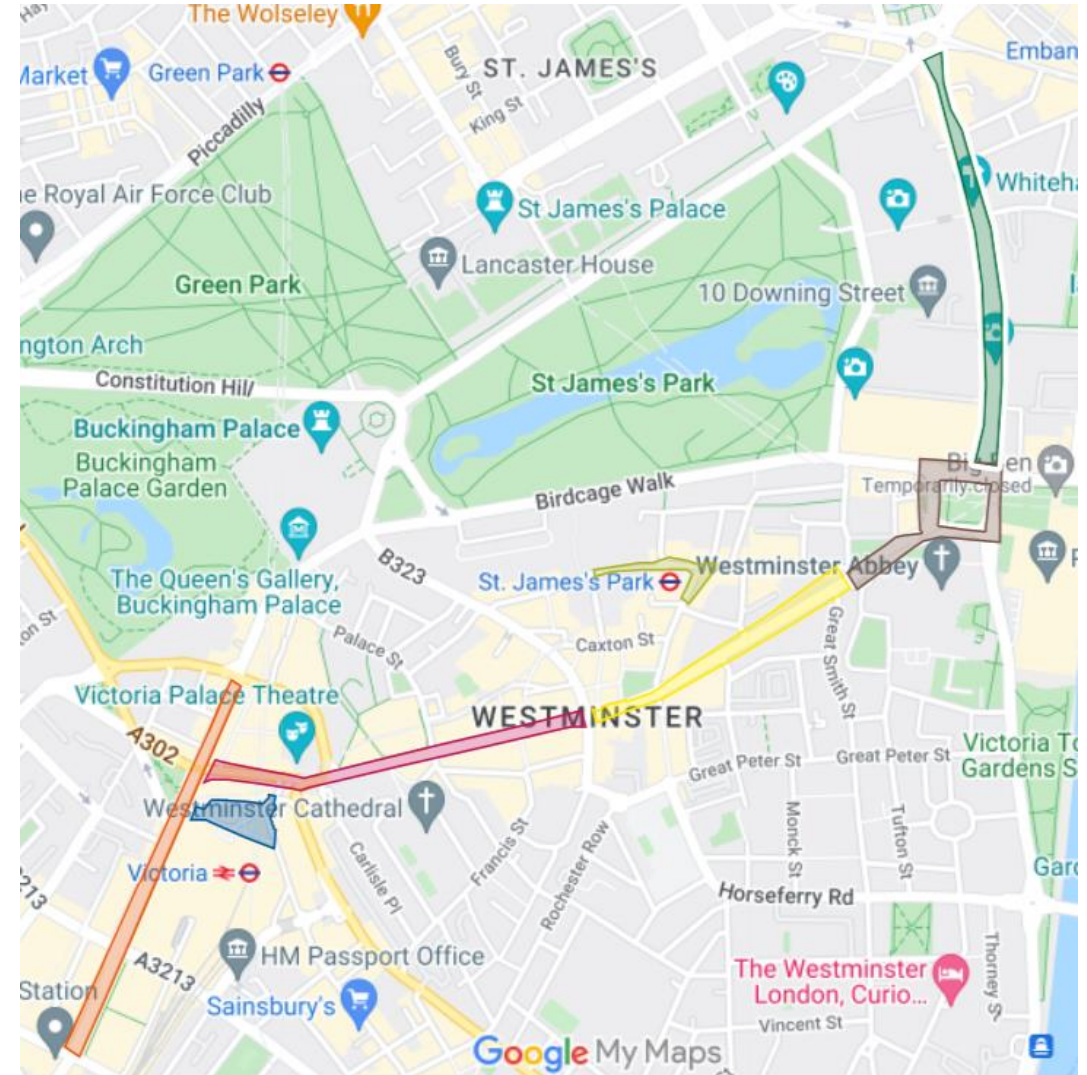
APPENDIX | VICTORIA BID

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

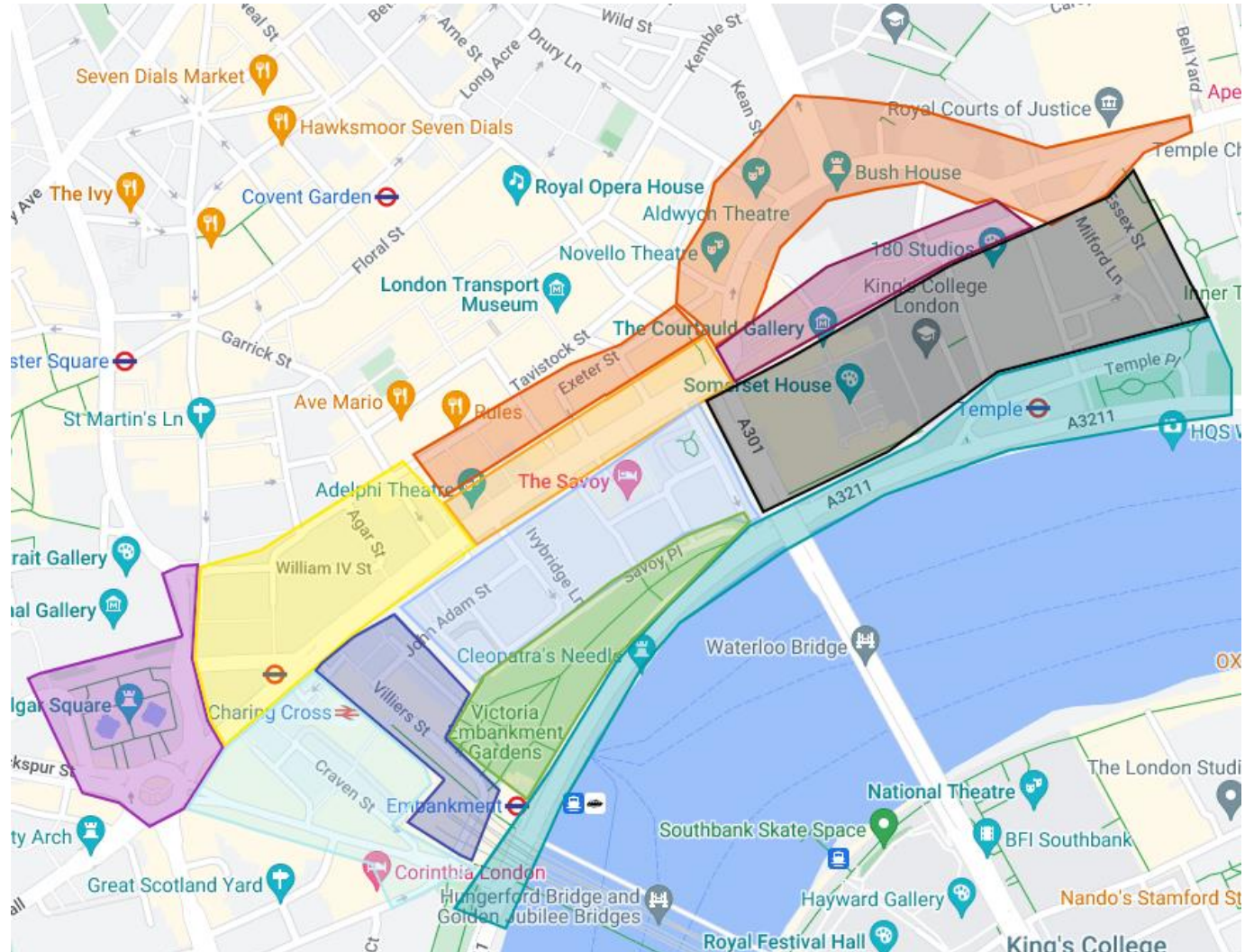


APPENDIX | NORTHBANK BID

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

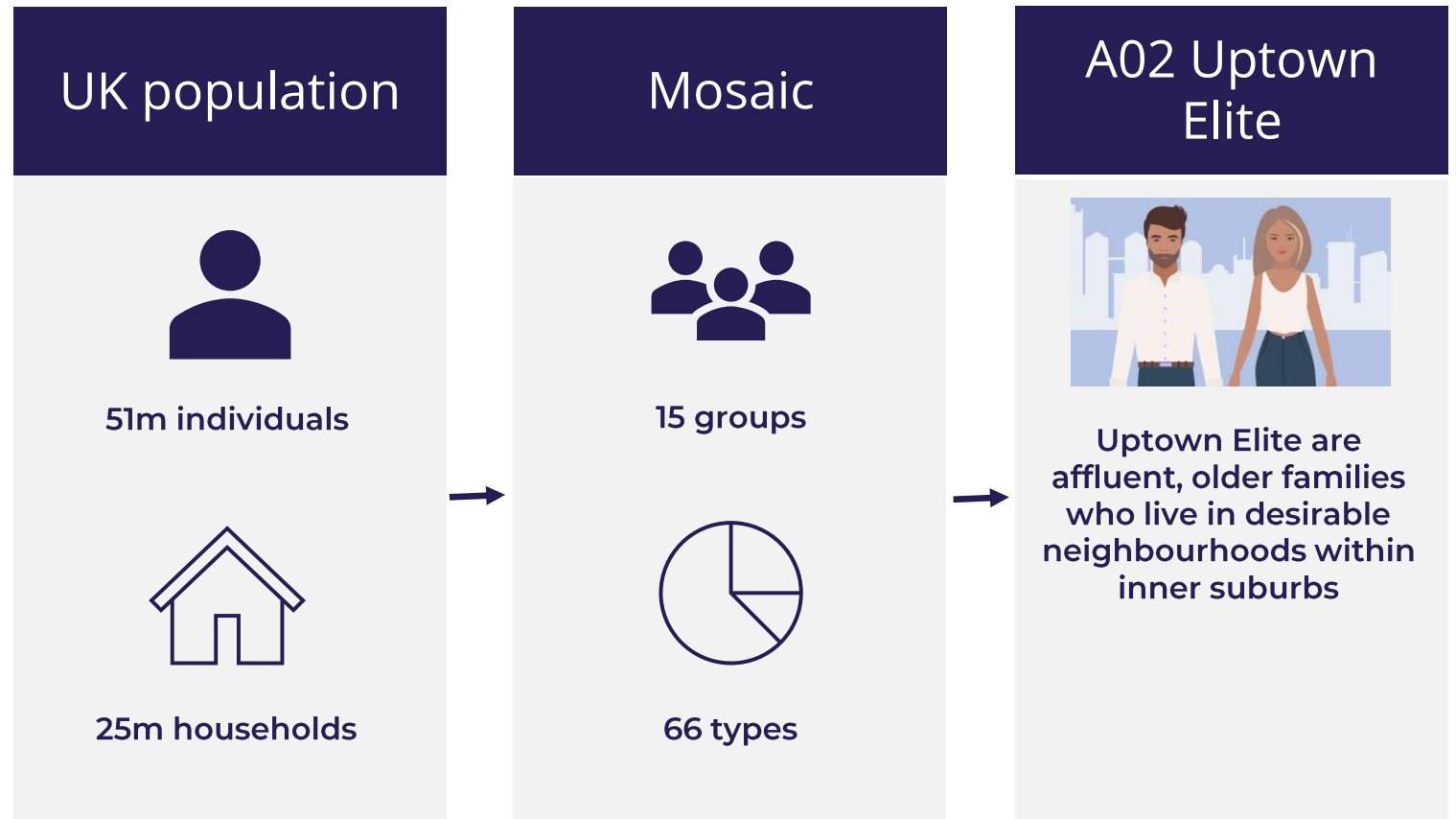
EXPERIAN'S MOSAIC SEGMENTATION

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...



For Occupiers

Roll-out
prioritisation



Network
optimisation

Cannibalisation
analytics



Predictive
performance
forecasting



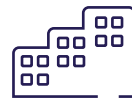
For Landlords



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

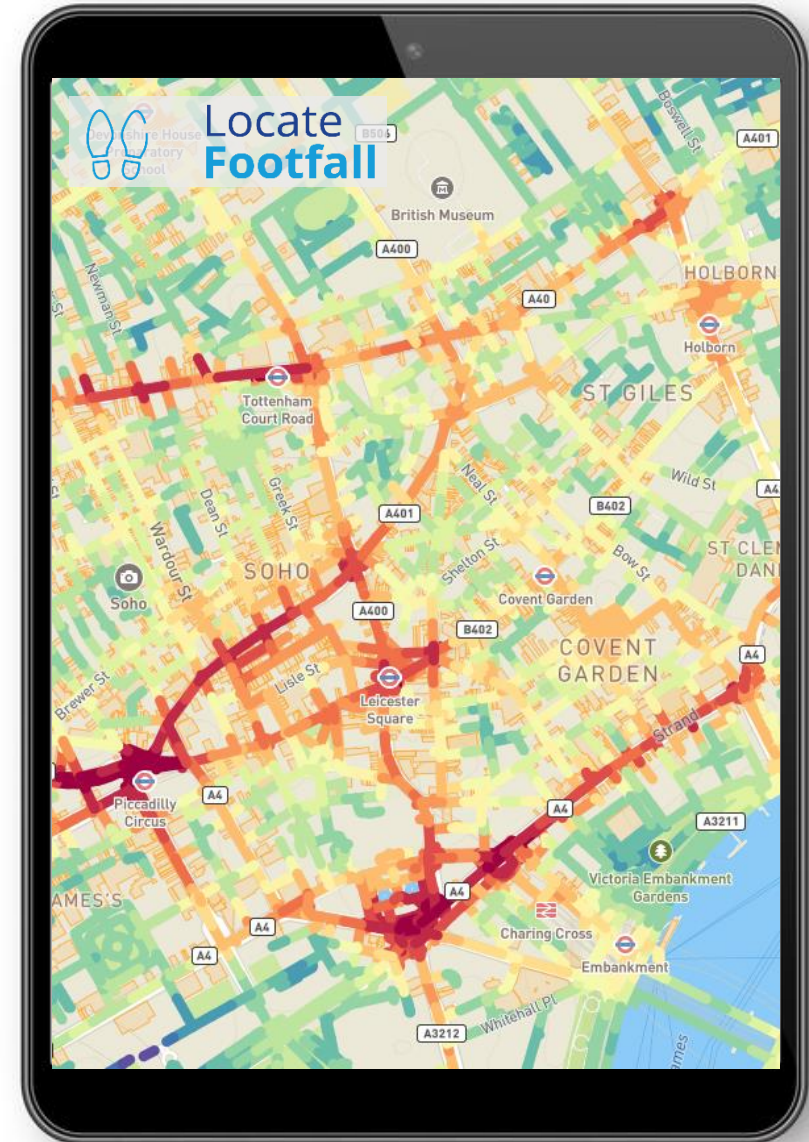
Footfall Intelligence

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.

**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

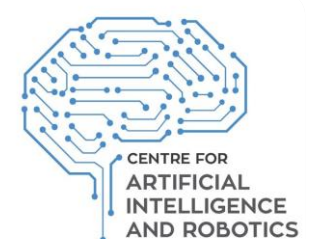
Algorithms applied so the insights represent the entire population

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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