



APRIL 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.

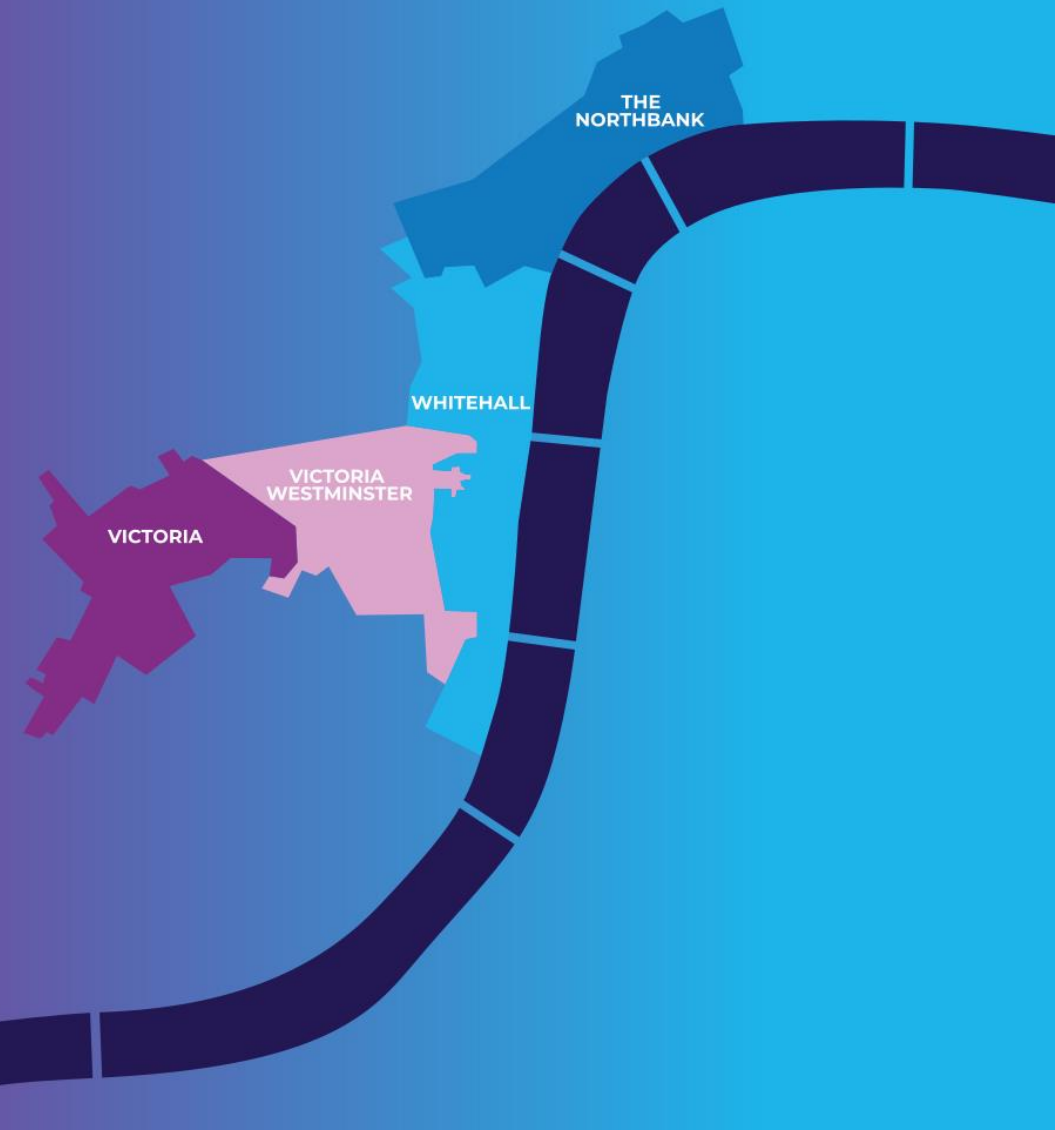
VICTORIA: The Victoria Business Improvement District (BID) is a business-led and business-funded body formed to support economic growth in Victoria and to create a vibrant destination for those who work, visit or live in the area.

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:

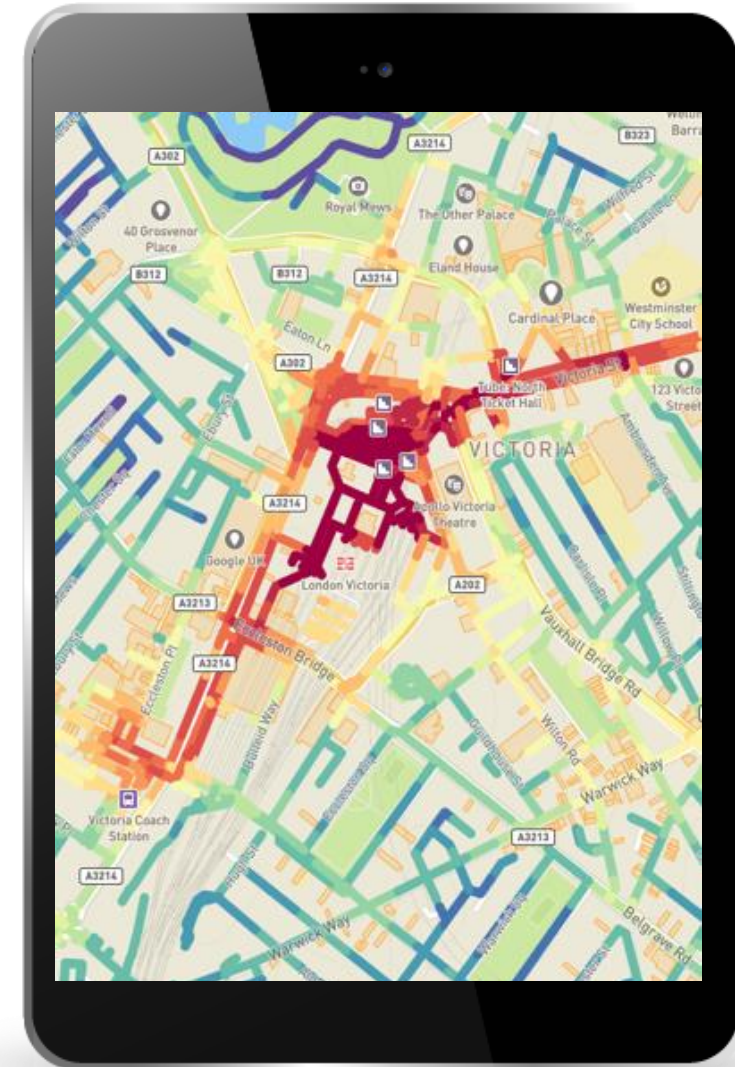
- ❑ Visitor footfall
- ❑ Visitor profile
- ❑ Visitor behaviour

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.

See Appendix for defined BID boundaries





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VISIT PERFORMANCE



VISIT PERFORMANCE | VICTORIA BID

VISITS TO VICTORIA BID UP +1.1% MONTH-ON-MONTH

Visits to Victoria BID relatively consistent month-on-month (+1.1%), despite slight decline year-on-year (-3.7%)

Timing of Easter in April 2025 vs. March 2024 influenced visit performance across Victoria BID, with a reduced worker presence during Easter school holidays across the BID.

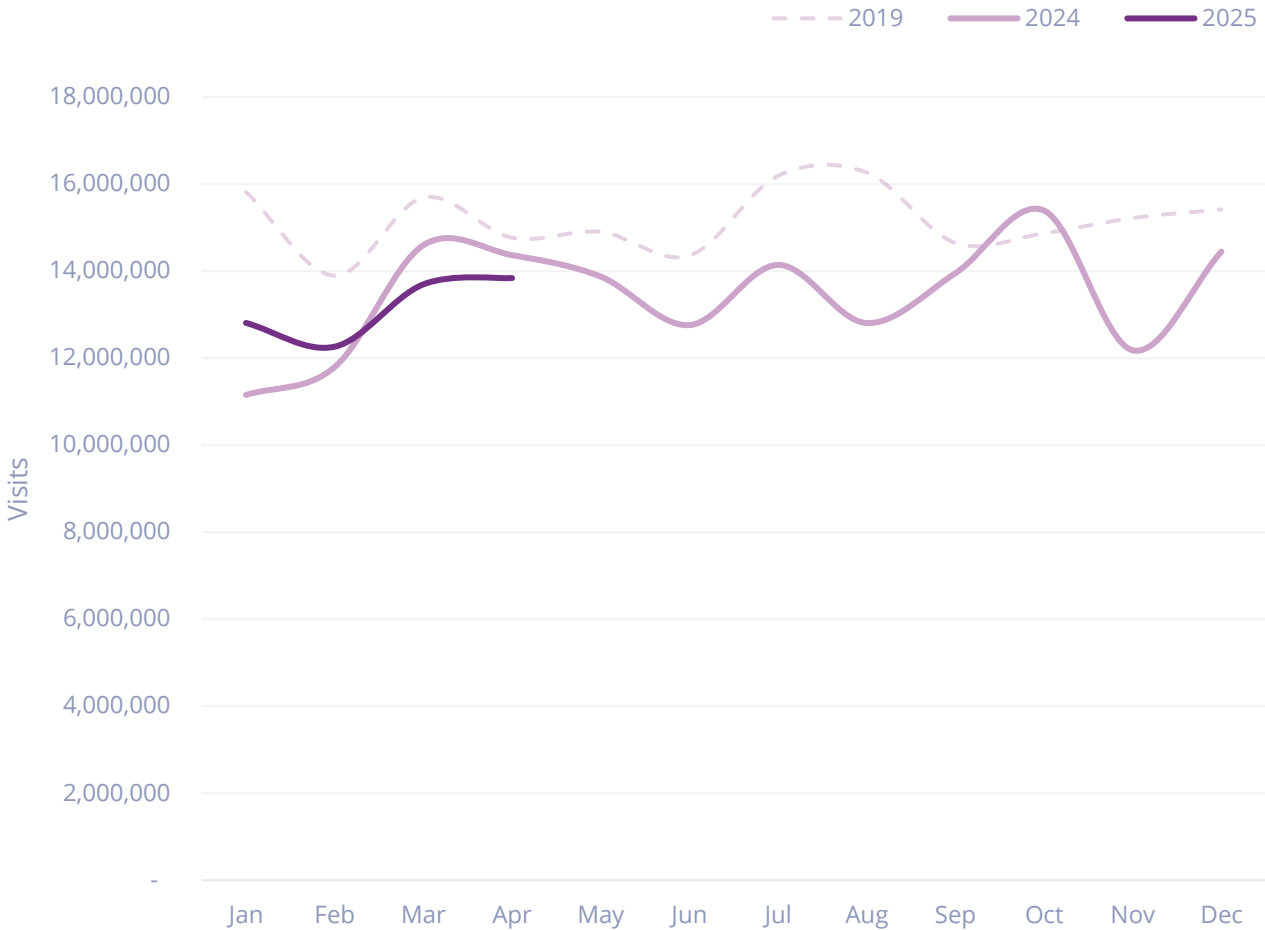
Year-to-date performance across Victoria BID up +2.1% vs. same period in 2024.

April 2025

Area	Footfall (millions)	Month-on-Month	Year-on-Year	vs. 2019
Victoria BID	13.8	+1.1%	-3.7%	-6.3%
West End (Benchmark)	18.3	+10.2%	-10.5%	-50.7%

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

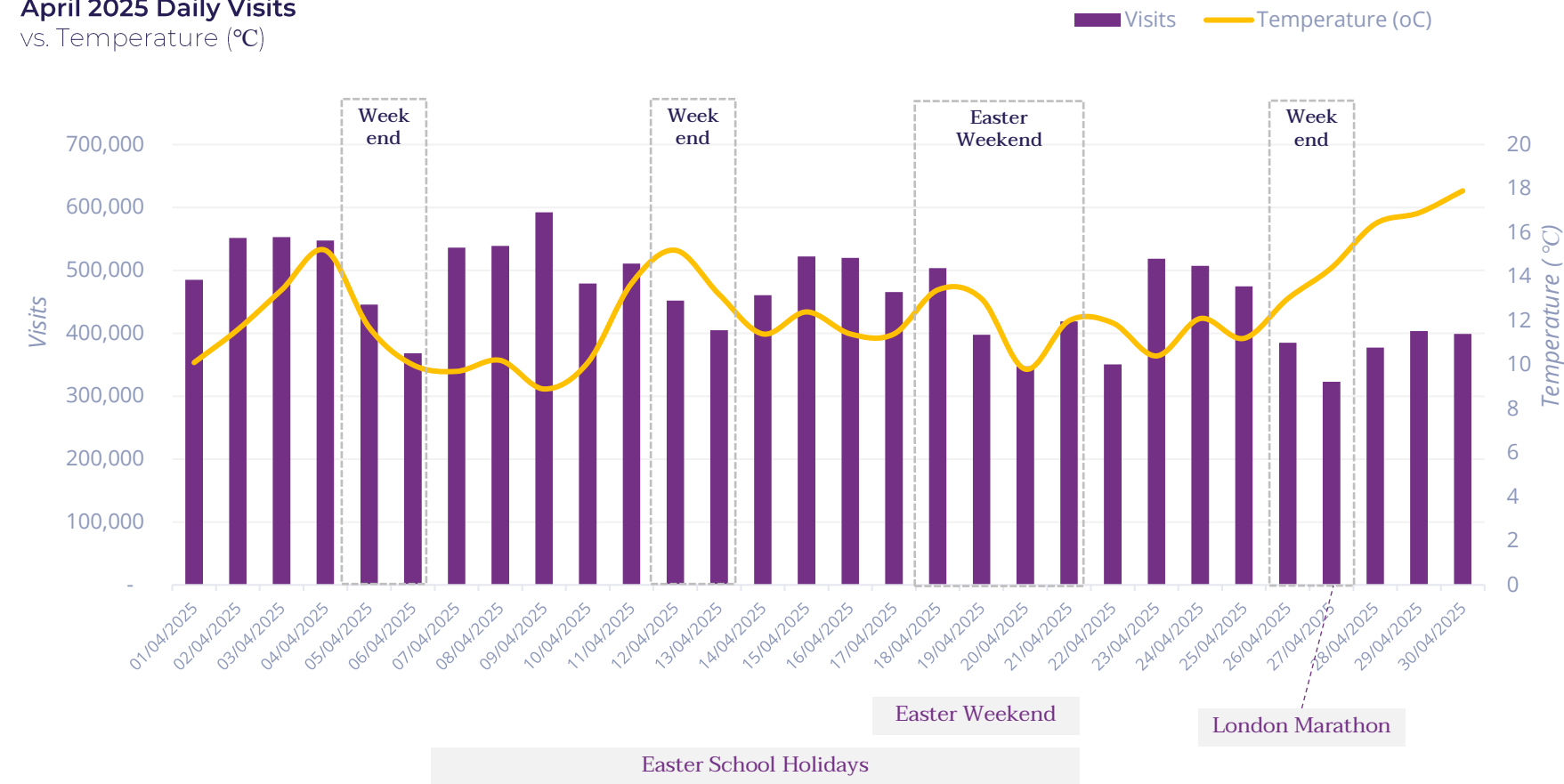
Monthly Overview



VISIT PERFORMANCE | VICTORIA BID

INCREASED VISITS TO VICTORIA BID DURING W/C 7TH, IN-LINE WITH START OF EASTER SCHOOL HOLIDAYS

April 2025 Daily Visits
vs. Temperature (°C)



Visits up +9.5% on average across Mon 7th – Fri 11th vs. average April performance

Impact of Easter Weekend saw a reduction in visit volumes across Victoria BID; visits down -4.2% on average across the Bank Holiday weekend vs. average daily performance in April 2025.

However, Victoria BID saw increased performance on the run-up to Easter, in-line with school holidays, indicating increased social visitors around the district at the start of the holidays.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Uplift in performance around St James' Park Station (+1.0% YoY), while slight decline across other clusters leading to a -3.7% decrease in visits across Victoria BID

VISIT PERFORMANCE | VICTORIA BID

MIXED PERFORMANCE ACROSS CLUSTERS IN APRIL 2025

April 2025

Area	Footfall	Month-on-Month	Year-on-Year	vs. 2019
Victoria BID	13,840,537	+1.1%	-3.7%	-6.3%
Buckingham Palace Road	2,350,983	+7.5%	+0.7%	-2.1%
Parliament Square	2,885,931	+4.7%	-3.8%	-13.4%
Terminus Place	1,435,152	-1.8%	-4.9%	-15.3%
Victoria Street – West	1,468,922	-0.5%	-1.2%	-33.4%
St. James' Park Station	191,365	+11.5%	+1.0%	-70.0%
Victoria Street – East	1,062,270	-9.0%	-2.2%	+4.5%
Whitehall	4,445,914	-0.7%	-6.6%	+27.7%
West End (Benchmark)	18,300,206	+10.2%	-10.5%	-50.7%

Overall growth of +1.1% month-on-month across Victoria BID in April 2025, with strong uplift around **St James' Park Station & Buckingham Palace Road** month-on-month.

Despite slight uplift in performance month-on-month, visits to Victoria BID saw -3.7% decline year-on-year, with reduction in worker presence during the holidays outweighing uplift of social visitors across the BID. Timing of Easter also influenced visitor behaviours and profile across the area, as discussed in the following section(s).

Similar performance trends were seen across benchmark West End locations, despite at a greater rate of change; Victoria BID saw lower month-on-month growth, however less of a year-on-year decline.

VISIT PERFORMANCE | NORTHBANK BID

+9.3% MONTH-ON-MONTH GROWTH IN VISITS ACROSS THE NORTHBANK BID

Visits to Northbank BID saw strong month-on-month growth in April (+9.3%), despite slight decline year-on-year (-4.0%)

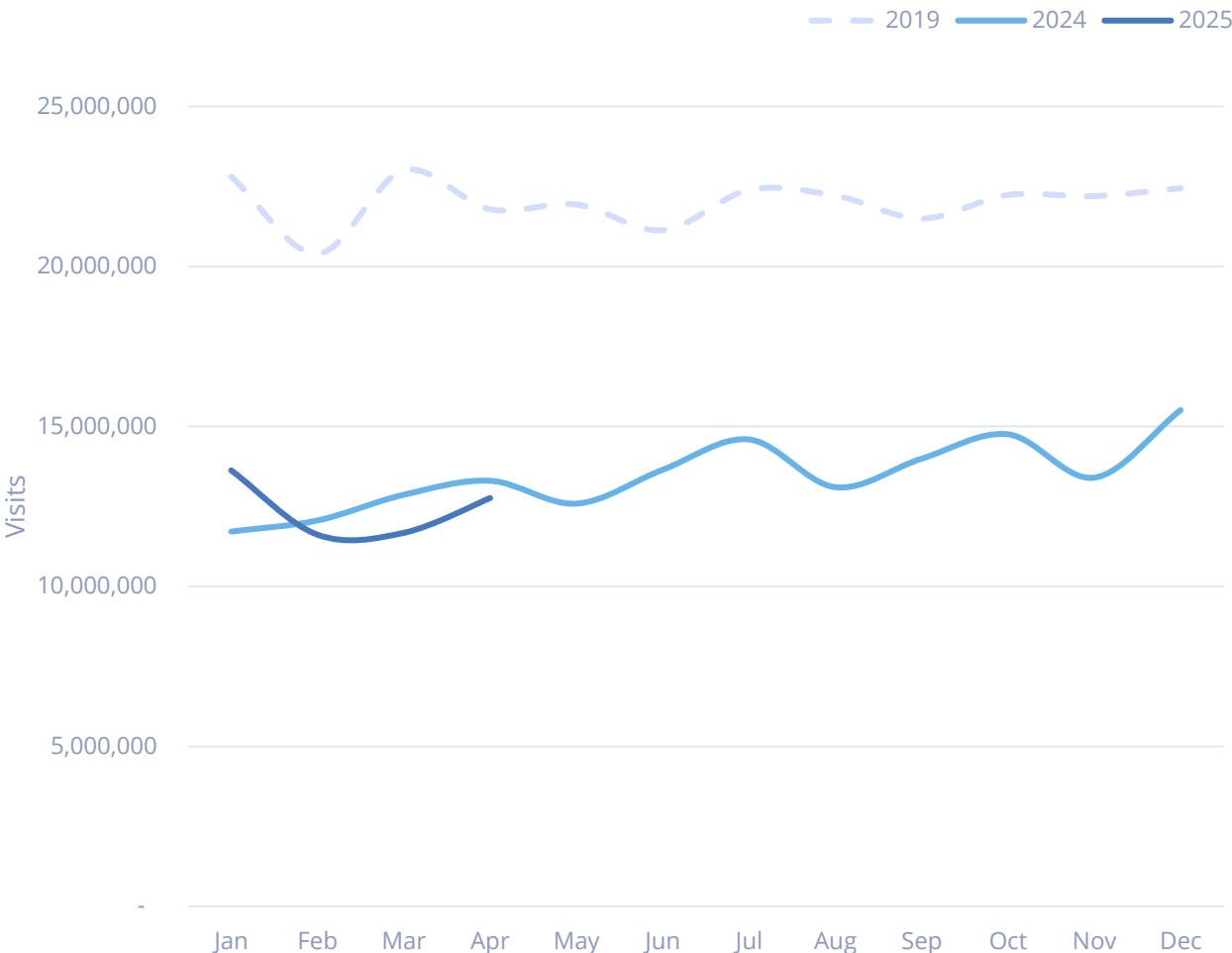
12.8 million visits were recorded across Northbank BID in April 2025, with year-to-date performance consistent vs. same period last year (up +0.2%).

April 2025

Area	Footfall (millions)	Month-on-Month	Year-on-Year	vs. 2019
Northbank BID	12.8	+9.3%	-4.0%	-41.4%
West End (Benchmark)	18.3	+10.2%	-10.5%	-50.7%

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

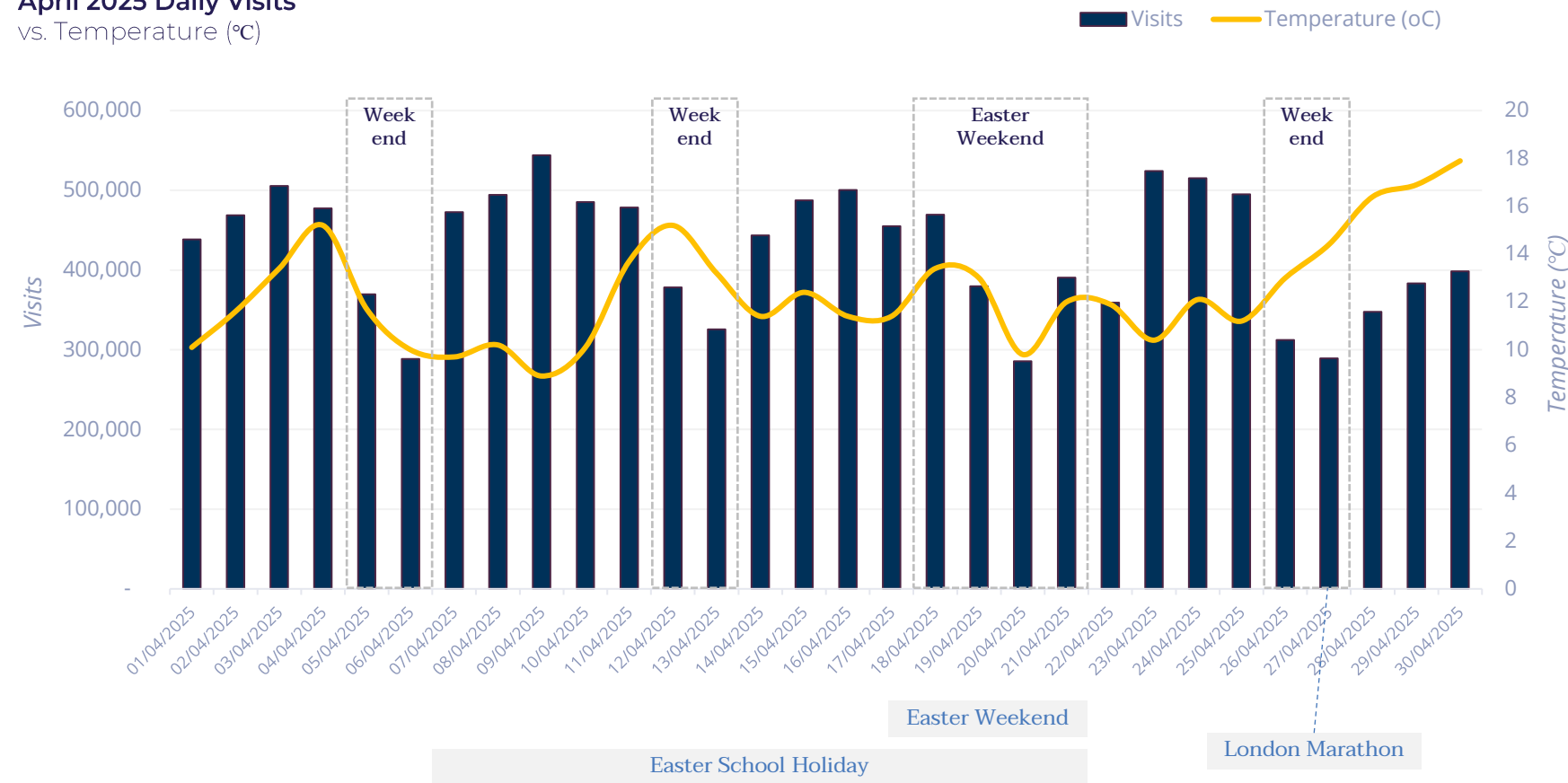
Monthly Overview



VISIT PERFORMANCE | NORTHBANK BID

+7.8% UPLIFT IN VISITS DURING W/C 7TH APRIL AT THE START OF EASTER SCHOOL HOLIDAYS

April 2025 Daily Visits
vs. Temperature (°C)



Consistent with wider London HQ trends, Northbank BID saw greatest uplift in visits during w/c 7th April

Visits to Northbank BID up +7.8% on average across w/c 7th April compared to average week in April 2025, coinciding with the start of the Easter school holidays.

Impact of improved warmer weather towards the end of the month (from 28th April) had little impact on visit performance initially, in part due to consistent behaviour of workers during first half of the week.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Increased year-on-year performance across most clusters, despite overall -4% decline across Northbank BID, reflecting increased cross-visitation between character clusters from visitors on social visits

VISIT PERFORMANCE | NORTHBANK BID

INCREASED CROSS-VISITATION BETWEEN CLUSTERS FROM SOCIAL VISITORS IN APRIL 2025

All clusters experienced growth in visitation **month-on-month** in April, leading to overall Northbank growth of **+9.3%**; strongest performance seen along Strand Aldwych and around Victoria Embankment Gardens, perhaps indicative of improved warmer weather.

Despite considerable year-on-year growth across most clusters, overall year-on-year performance to Northbank BID saw **-4% decline**, reflecting a slight change in visitor behaviour. Overall BID seeing visit volumes decline, despite most clusters experiencing growth, reflects **increased cross-visitation** between character clusters; social visitors more likely to visit multiple areas across the BID compared to a focussed-trip from workers.

Area	Footfall	Month-on-Month	Year-on-Year	vs. 2019
The Northbank - Total Area	12,763,248	+9.3%	-4.0%	-41.4%
Strand - Central	2,275,324	+6.5%	+6.9%	-17.4%
Strand - West	2,294,443	+6.0%	+0.4%	-52.6%
Maiden Lane + Tavistock	606,987	+9.7%	+1.7%	-37.1%
Aldwych D	4,682,453	+2.2%	+2.2%	+36.0%
Strand Aldwych	537,775	+27.9%	+20.7%	-67.9%
Somerset / Arundel	1,900,367	+6.7%	+5.5%	-6.8%
Riverfront	3,327,710	+9.9%	+10.4%	+16.0%
Adelphi	340,428	+23.0%	-6.1%	-66.2%
Victoria Embankment Gardens	559,445	+19.3%	+12.5%	-35.5%
Villiers Street	1,308,656	+11.7%	+0.1%	-41.9%
Northumberland Avenue	2,349,243	+2.8%	-0.3%	-24.1%
Trafalgar Square	4,859,452	+3.9%	+0.3%	-7.3%
West End (Benchmark)	18,300,206	+10.2%	-10.5%	-50.7%

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

02

VISITOR BEHAVIOUR

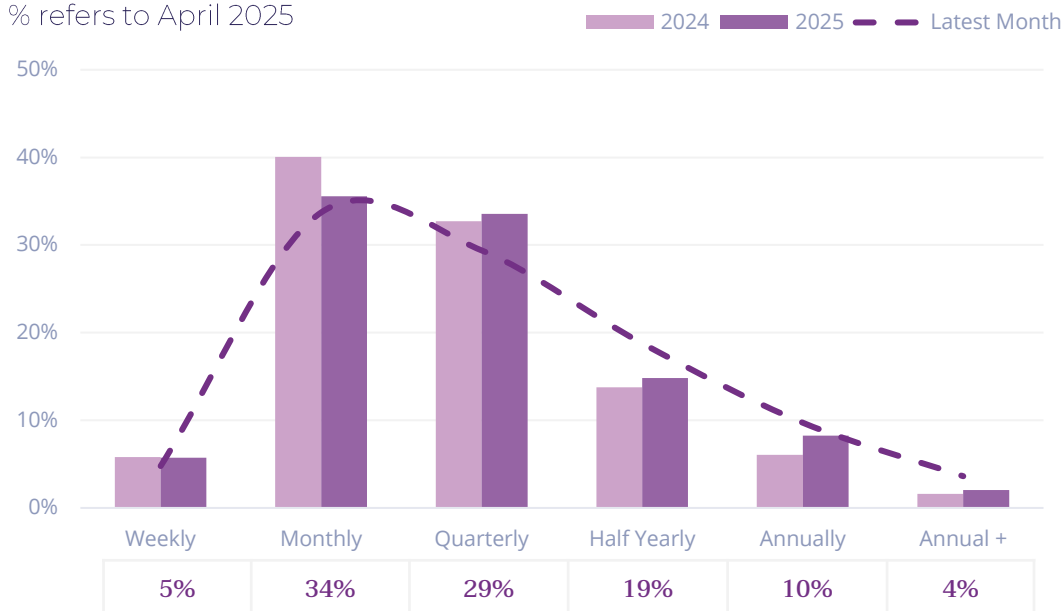


VISIT BEHAVIOUR | VICTORIA BID

REDUCED VISIT FREQUENCY IN APRIL 2025, INDICATIVE OF INFREQUENT SOCIAL VISITORS TO VICTORIA BID

Visit Frequency

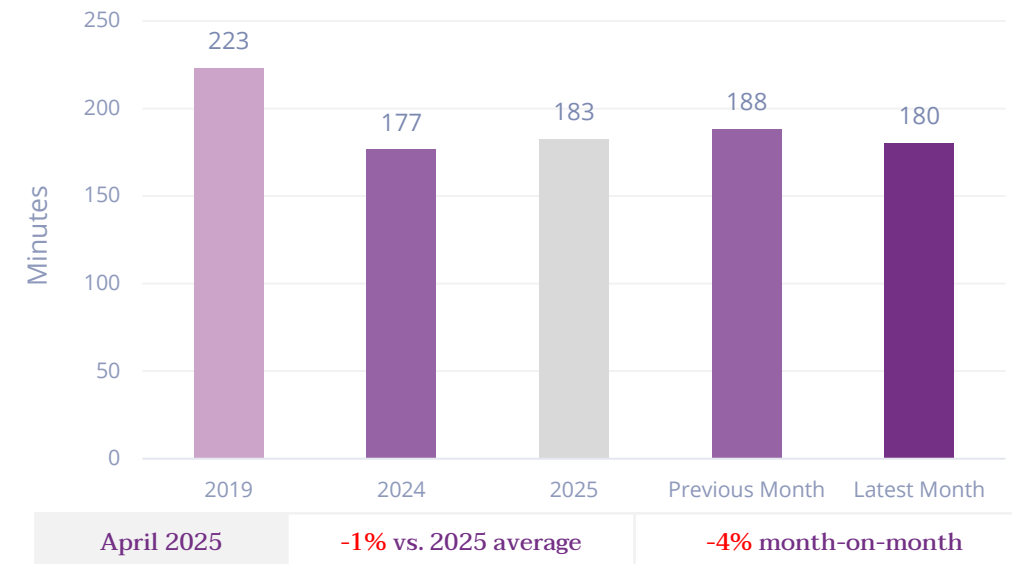
% refers to April 2025



Reduced visit frequency from visitors to Victoria BID during April 2025, capturing a more infrequent social visitor during Easter Holidays, representing the area's social and cultural offerings capturing a destination-focussed visitor.

Average Dwell

April 2025



Despite increased social visitors, average dwell time saw slight decline in April 2025, reflecting reduced worker presence across the district.

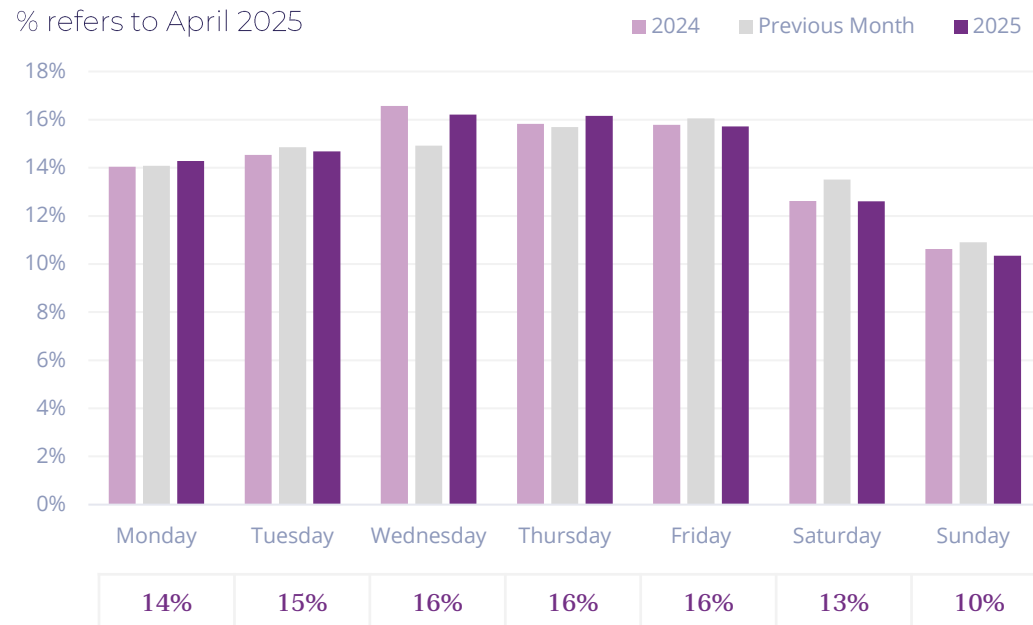
Visitor dwell **-8 mins** vs. March 2025, and **-3 mins** vs. 2025 average.

VISIT BEHAVIOUR | VICTORIA BID

SLIGHTLY MORE DISTRIBUTED SHARE OF VISITS ACROSS THE WEEK REFLECTING IMPACT OF EASTER HOLIDAYS

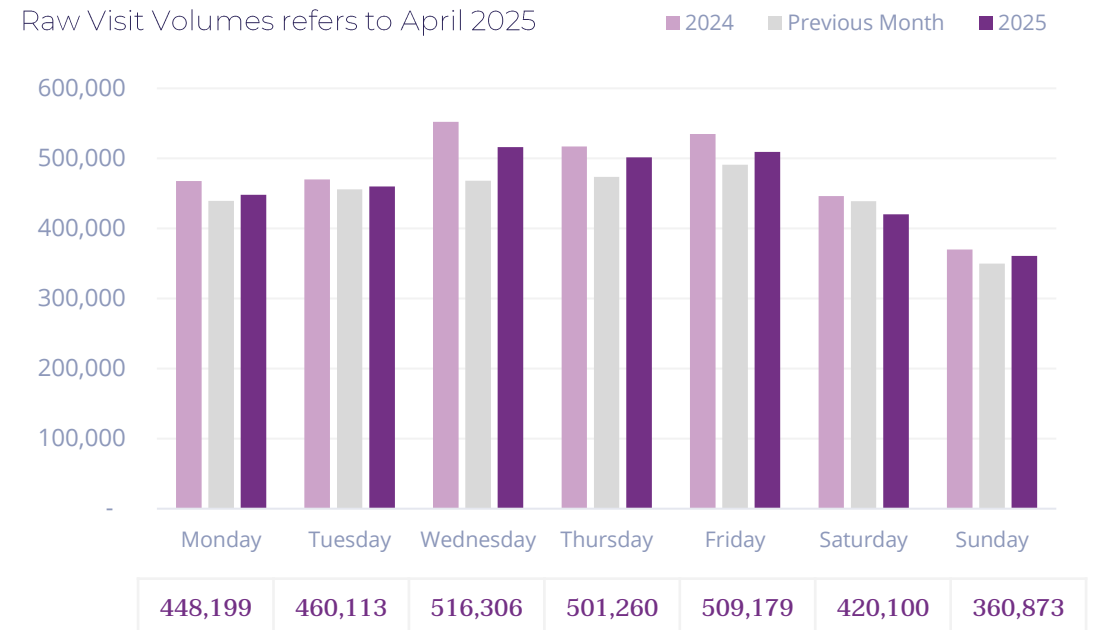
Visit Share by Day

% refers to April 2025



Average Visits by Day

Raw Visit Volumes refers to April 2025



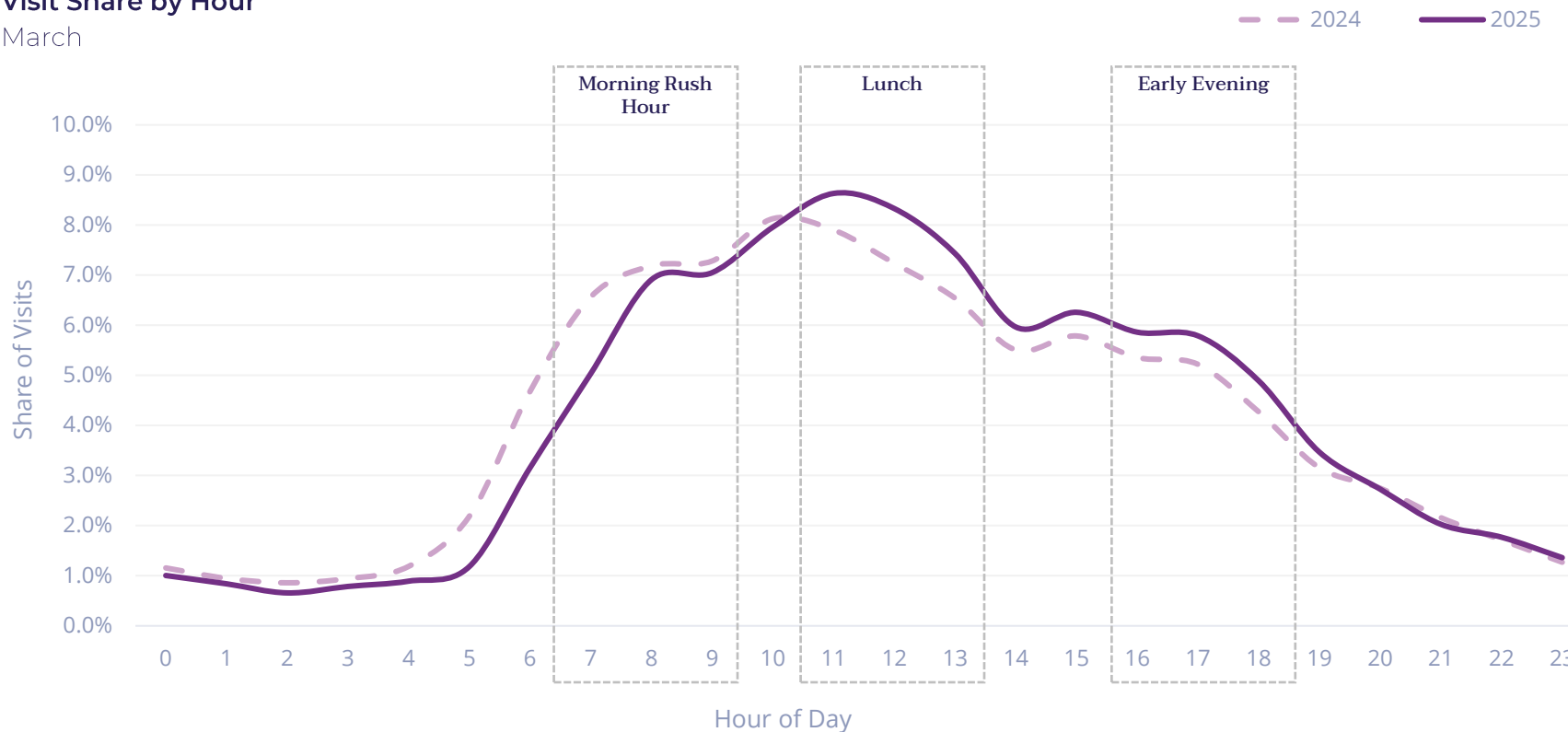
Visit distribution across Victoria BID slightly more distributed across the week in April 2025, reflecting increased social visits during weekdays throughout the Easter Holidays; 23% of visits captured on weekends in April 2025 vs. 25% in March.

VISIT BEHAVIOUR | VICTORIA BID

SHIFT IN DISTRIBUTION OF VISITS WITH HIGHER SHARE OF VISITS THROUGHOUT THE AFTERNOON IN APRIL 2025

Visit Share by Hour

March



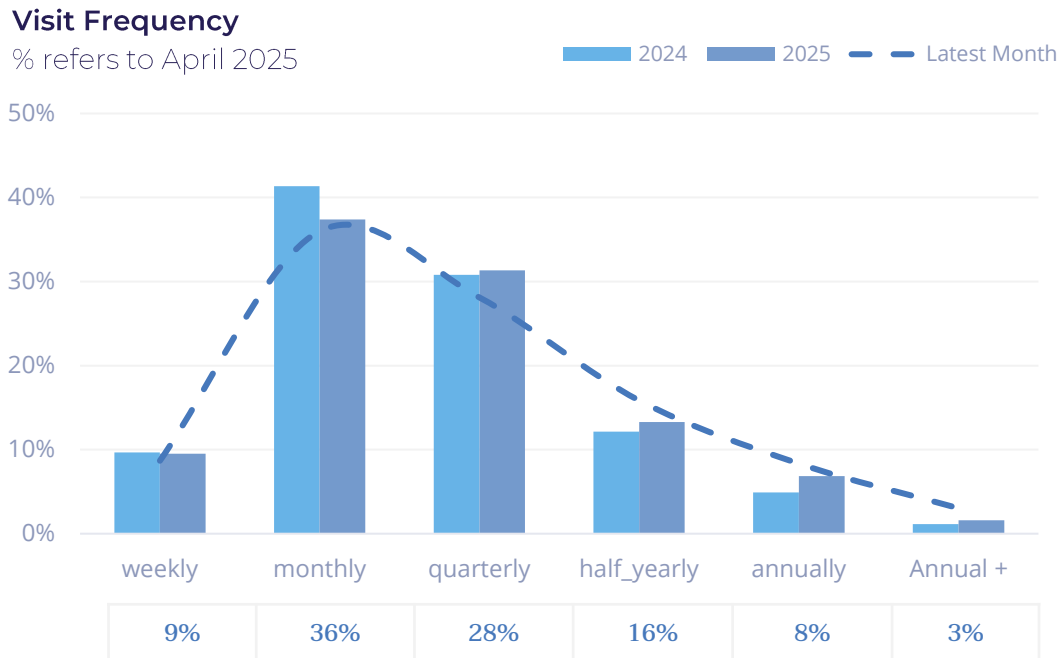
Slight shift in hourly distribution of visits to later in day, further reflecting reduced worker presence

Visit distribution follows similar trend year-on-year throughout April showing three clear phases: morning rush hour (7-9am), lunchtime peak (11am – 1pm), before a gradual decline from mid-afternoon.

However, due to timing of Easter in 2025, distribution of visits saw a slightly later shift, with reduced 'morning rush hour' and an increased share of visits following lunch peak throughout the afternoon & early evening.

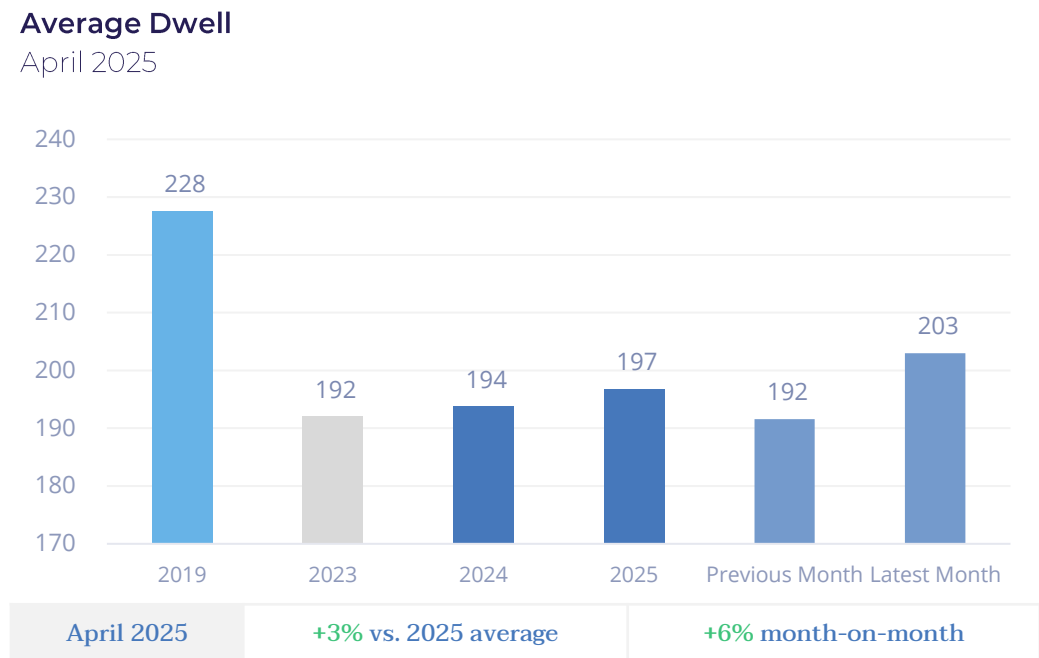
VISIT BEHAVIOUR | NORTHBANK BID

INCREASED DWELL & REDUCED VISIT FREQUENCY IN APRIL 2025, REFLECTING INCREASED SOCIAL VISITORS



As seen across wider London HQ BIDs, Northbank captured a more infrequent visitor throughout April 2025, reflecting presence of social visitors from further afield. 27% of visitors to Northbank BID in April 2025 visit every 6 months or less often, vs. 19% of visitors in previous year.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries



Dwell time around Northbank BID saw month-on-month growth (+11 mins) and growth vs. year-to-date average (+6 mins) in April

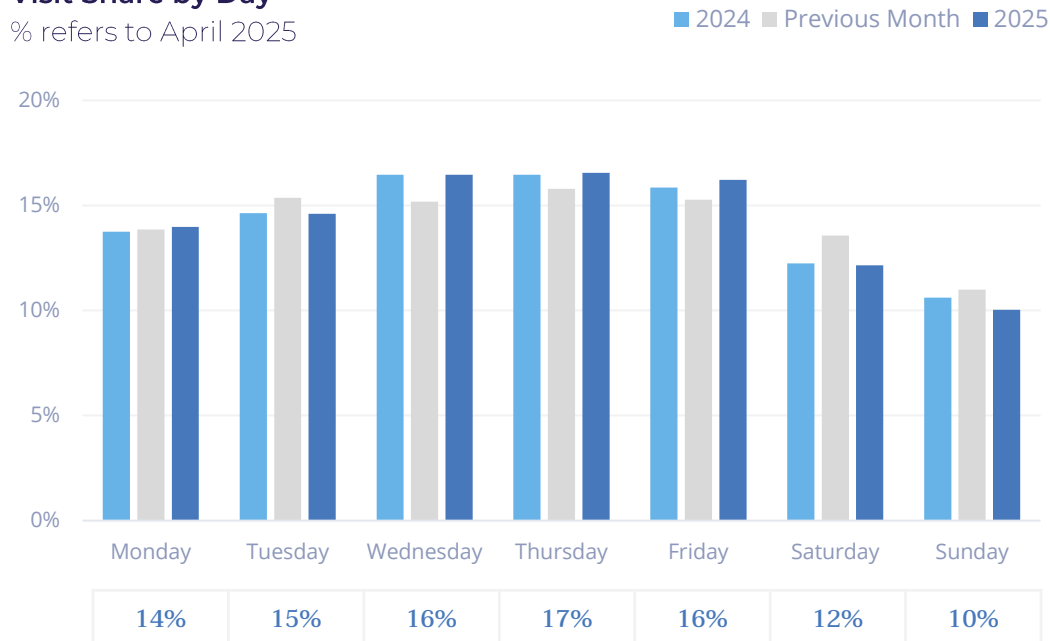
Dwell time up **+3%** vs. 2025 YTD average, and **+6%** vs. March 2025.

VISIT BEHAVIOUR | NORTHBANK BID

REDUCTION IN SHARE OF WEEKEND VISITS, WITH EASTER HOLIDAYS LEADING TO MORE DISTRIBUTED BEHAVIOUR

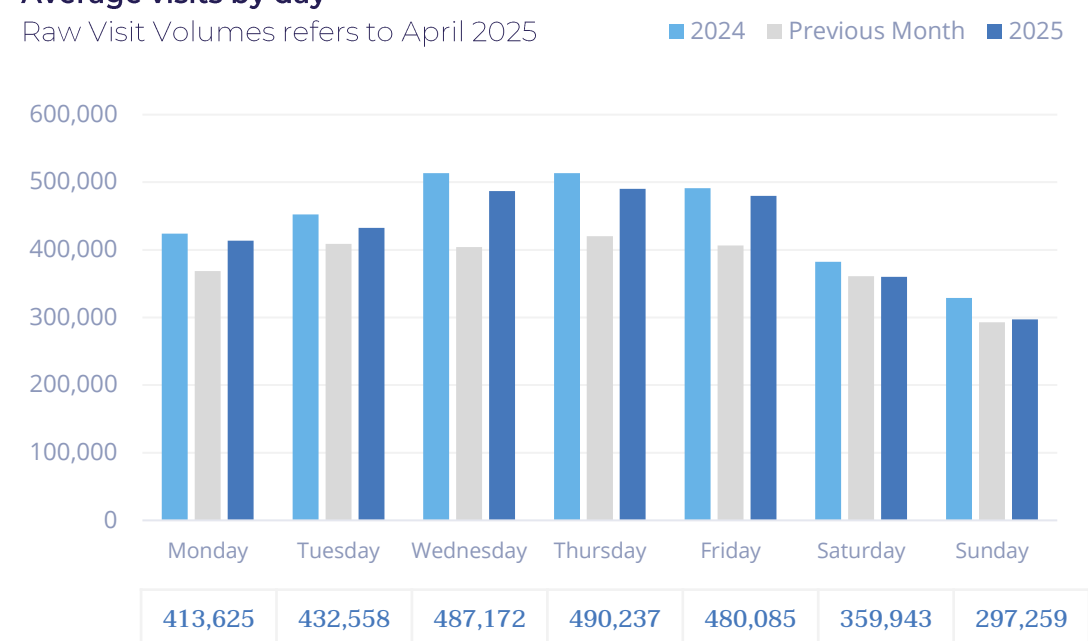
Visit Share by Day

% refers to April 2025



Average visits by day

Raw Visit Volumes refers to April 2025



Slight increase in share of visits during weekdays in April 2025, with Easter Holidays allowing more social visitors to visit Northbank BID with increased flexibility; 22% of visits occurred on weekends during April 2025 vs. 25% in March 2025.

Despite a lower share of weekend visits month-on-month, average visits on weekends across April 2025 out-performed March 2025.

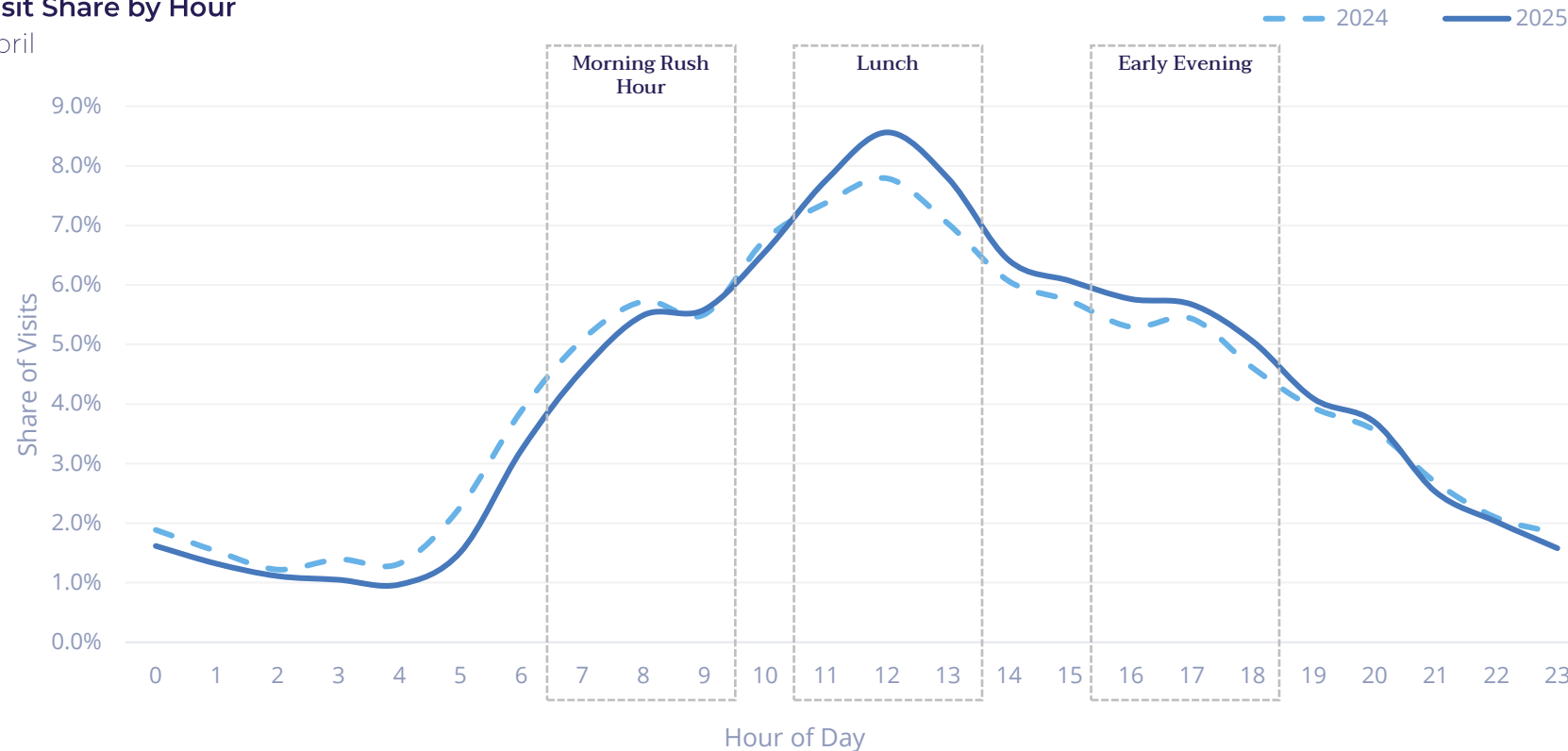
Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT BEHAVIOUR | NORTHBANK BID

HIGHER SHARE OF VISITS DURING LUNCH PEAK & THROUGHOUT AFTERNOON IN APRIL 2025

Visit Share by Hour

April



Visit distribution throughout April 2025 saw increased share of visits throughout the afternoon (1-4pm) vs. 2024

Slight reduction in share of visits being captured during 'morning rush hour, with hourly distribution seeing slight shift to later in the afternoon in April 2025.

Northbank's distribution of visits throughout the day in-line with wider trend seen across wider London HQ BIDs throughout April 2025.

03

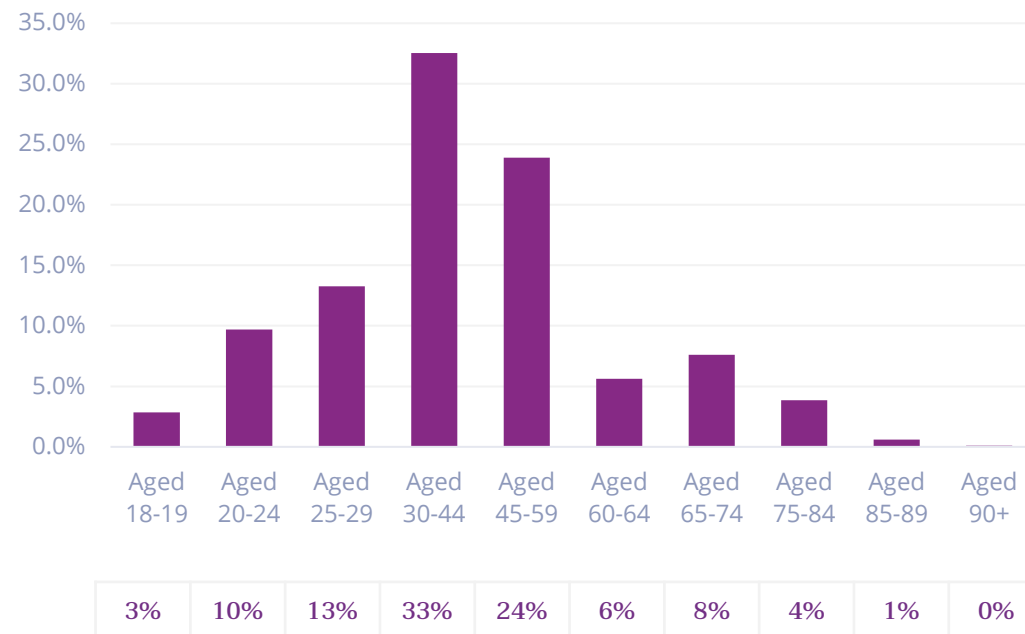
VISITOR SEGMENTATION



VISIT SEGMENTATION | VICTORIA BID

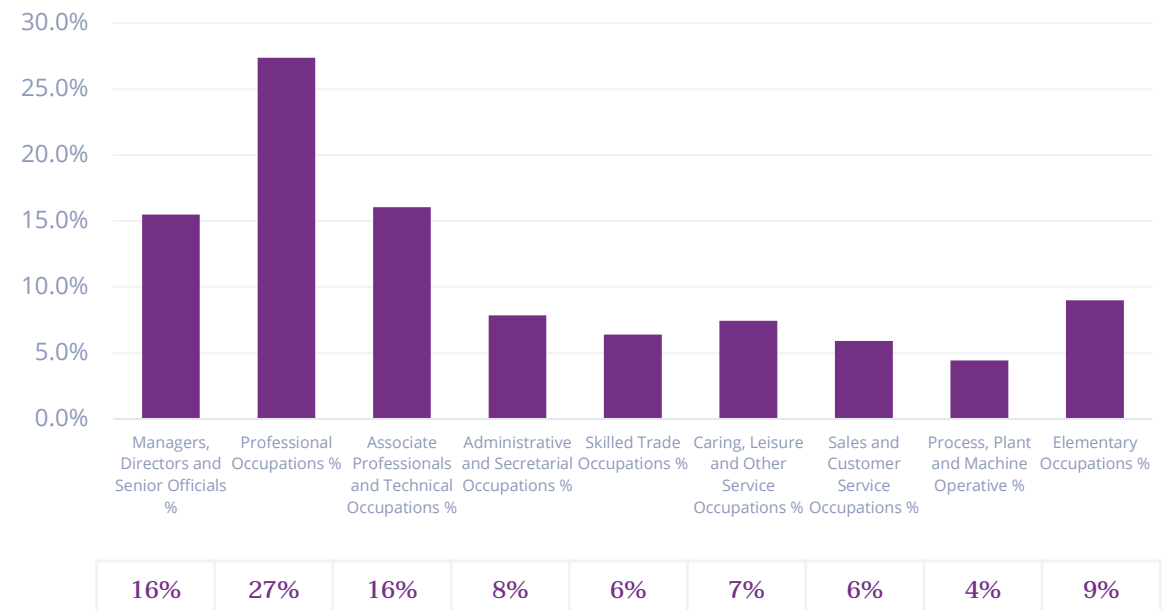
VICTORIA BID CATCHMENT PROFILE SKEWED TOWARDS HIGH-INCOME, MIDDLE-AGED VISITORS

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 (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 27.4% of visitor profile; up slightly (+0.1%) 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’

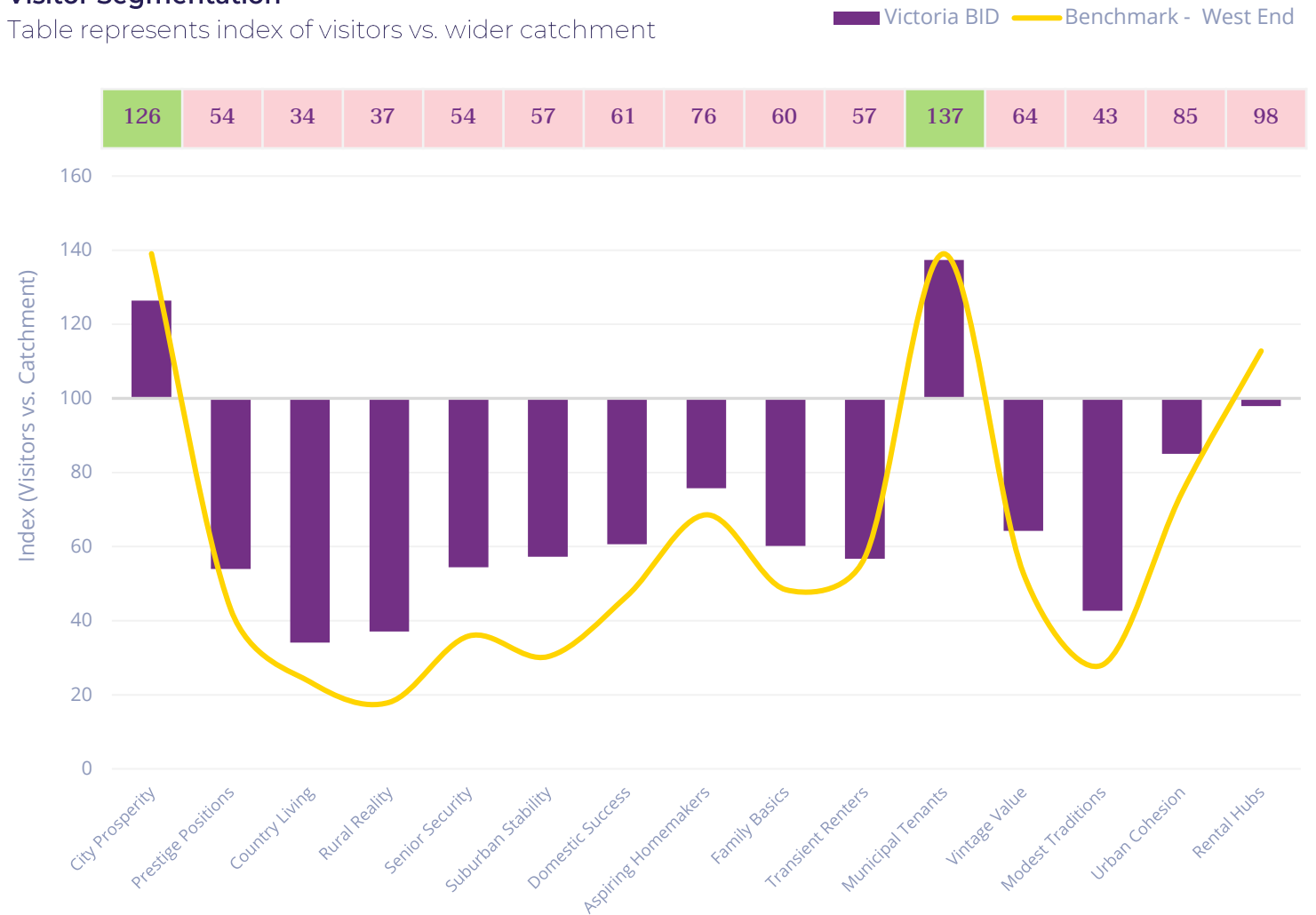
City Prosperity are high-income residents who have expensive homes in desirable metropolitan locations (Age: 26-35 | Income: £100k-£150k)

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

(Age: 56-65 | Income: <£15k)

Visitor Segmentation

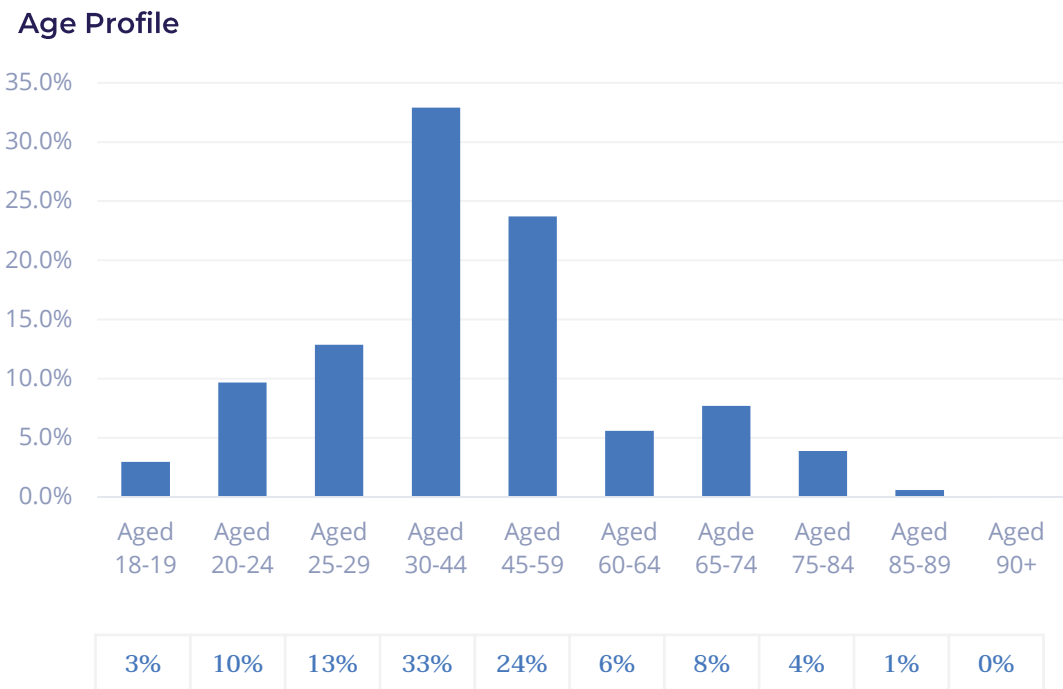
Table represents index of visitors vs. wider catchment



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

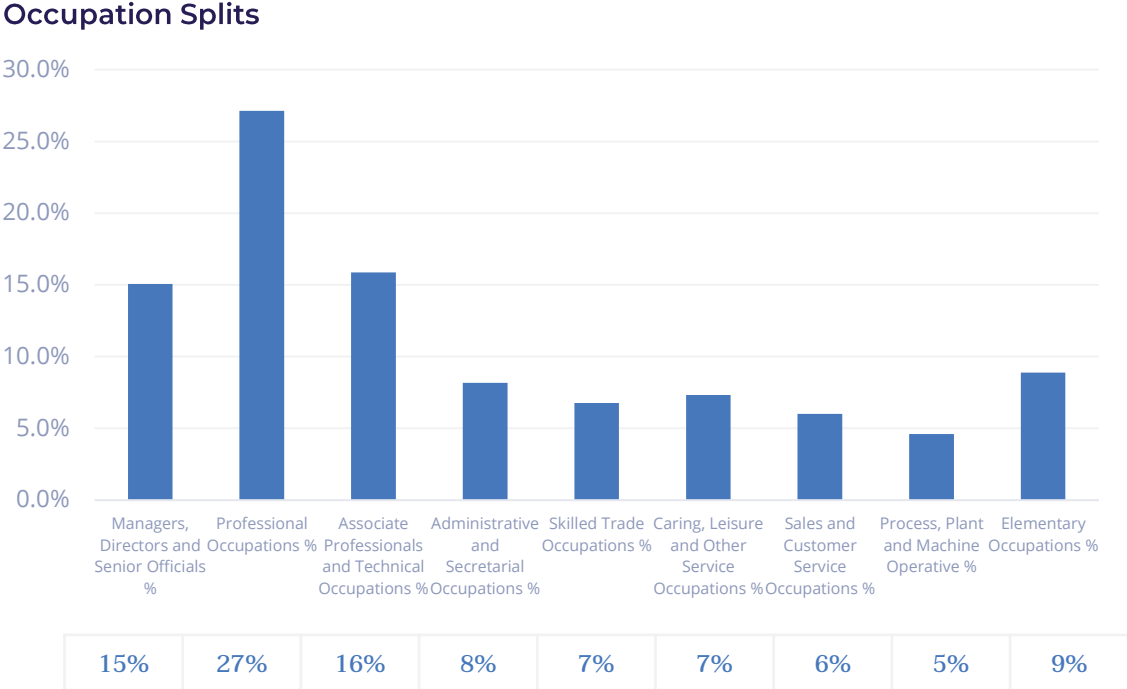
VISIT SEGMENTATION | NORTHBANK BID

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 (32.9%)** and **45-59 years old (23.7%)**

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

27.1% of visitors in **Professional Occupations**, up marginally (+0.1% vs. previous month).

VISIT SEGMENTATION | NORTHBANK BID

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

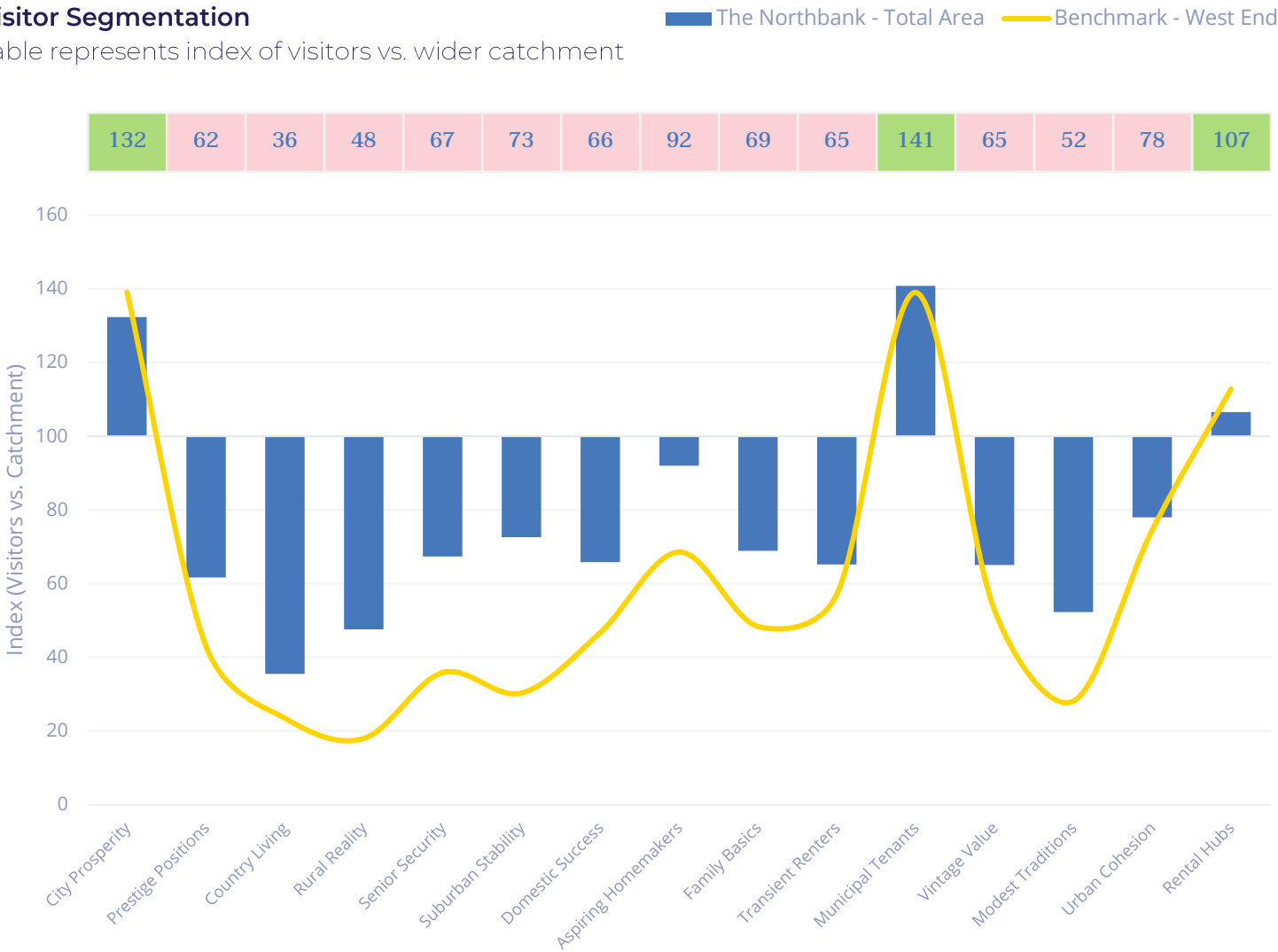
Visitor profile remains in line with West End, with a strong bias towards 2 Mosaic groups ‘City Prosperity’ and ‘Municipal Tenants’

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



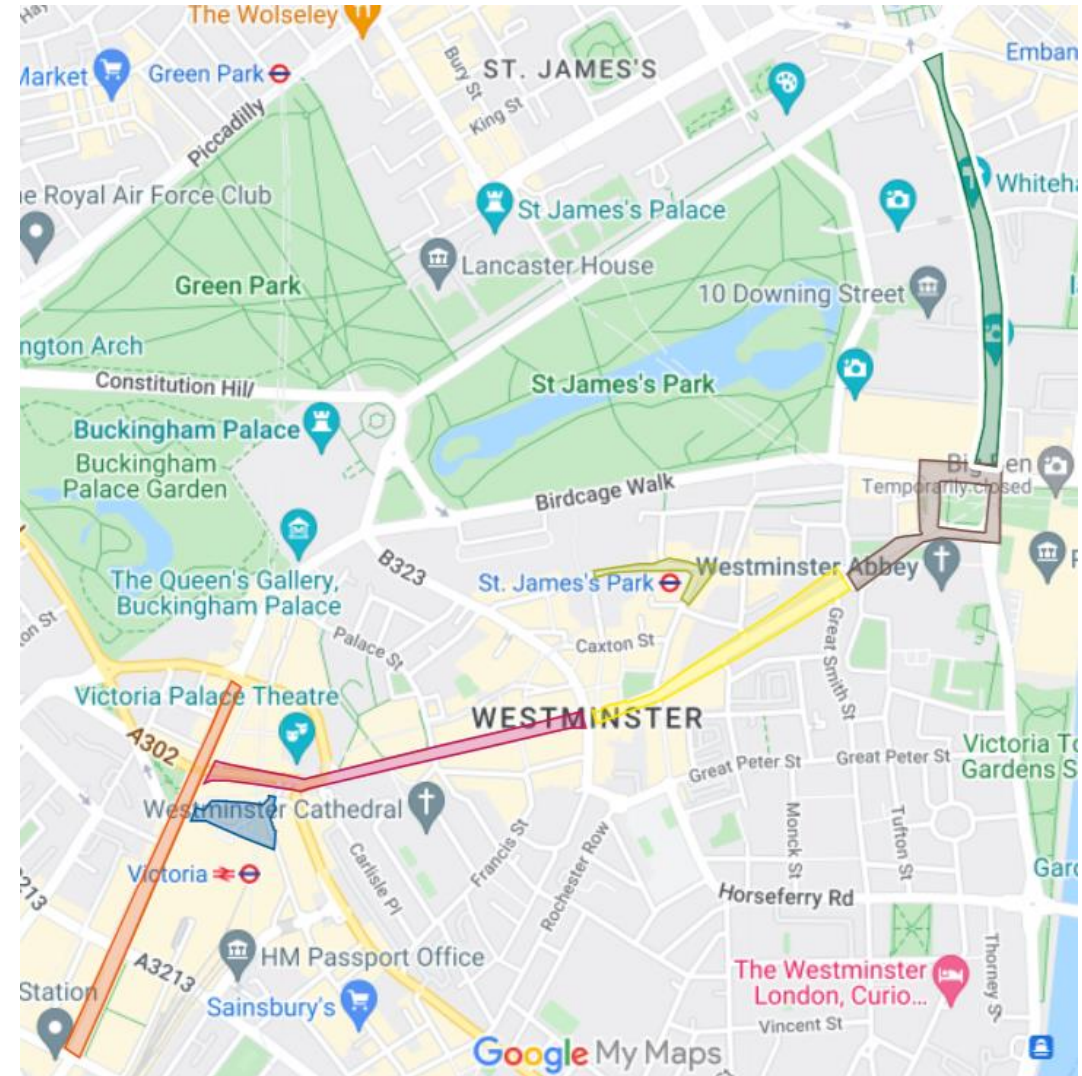
APPENDIX | VICTORIA BID

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

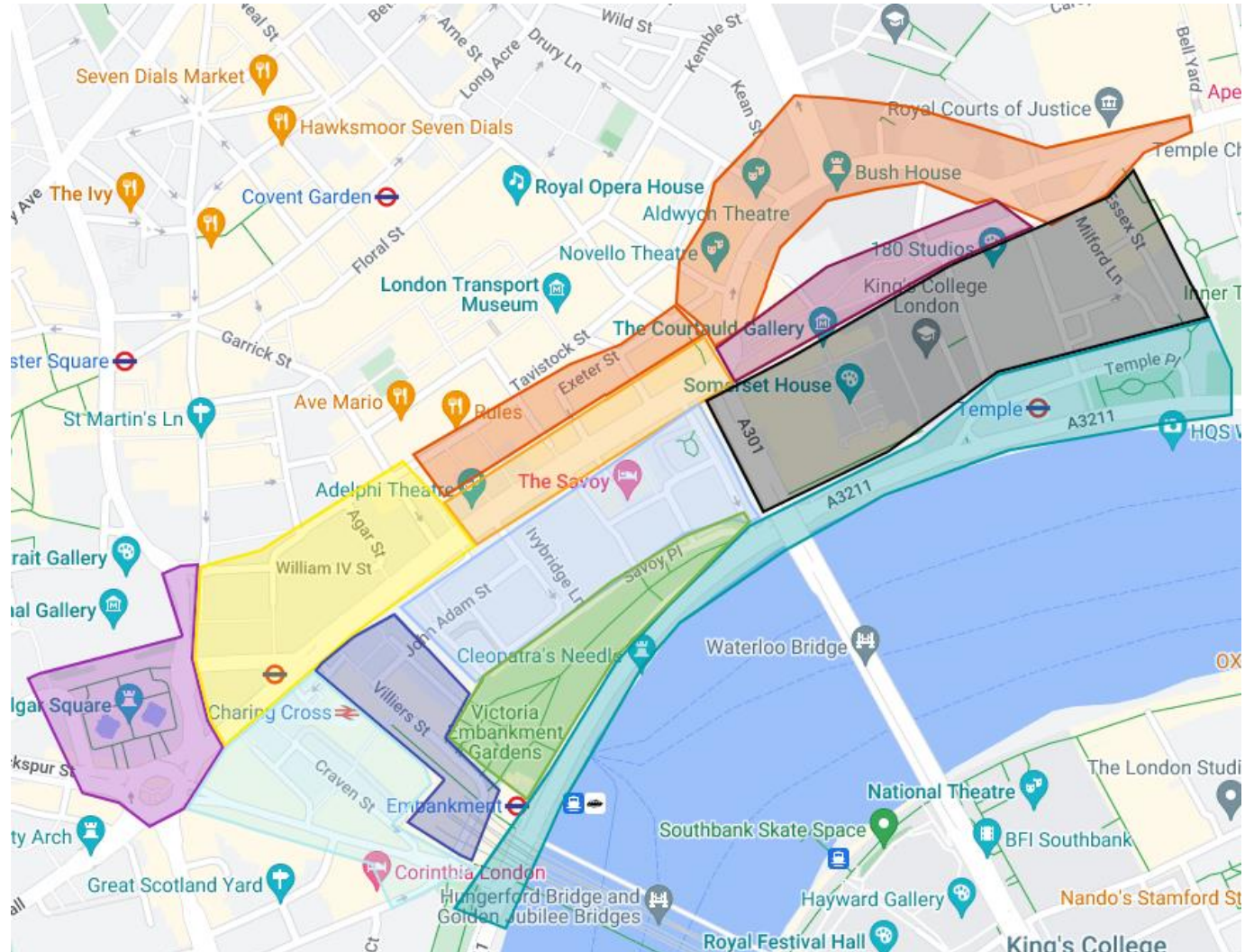


APPENDIX | NORTHBANK BID

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

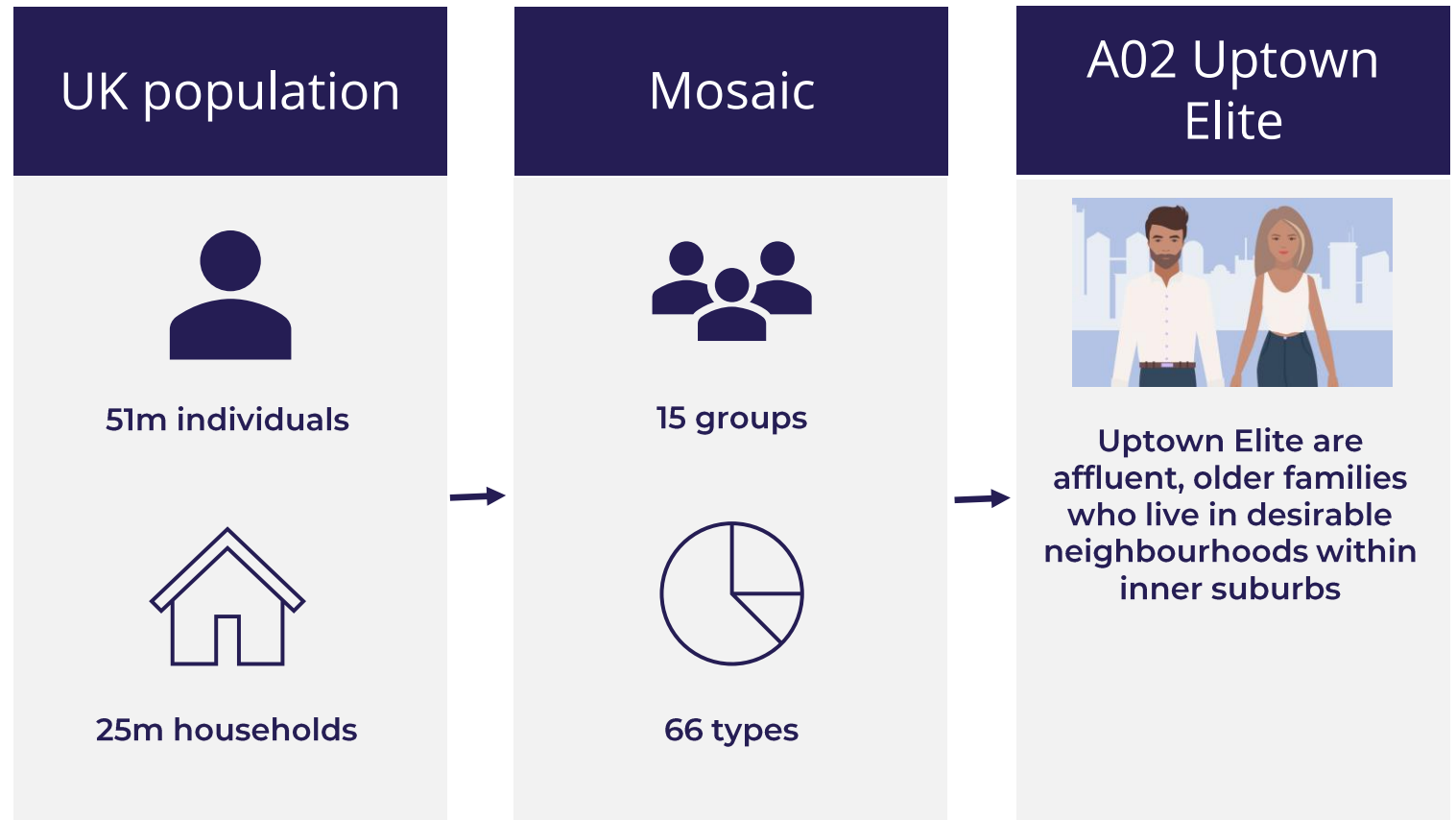
EXPERIAN'S MOSAIC SEGMENTATION

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

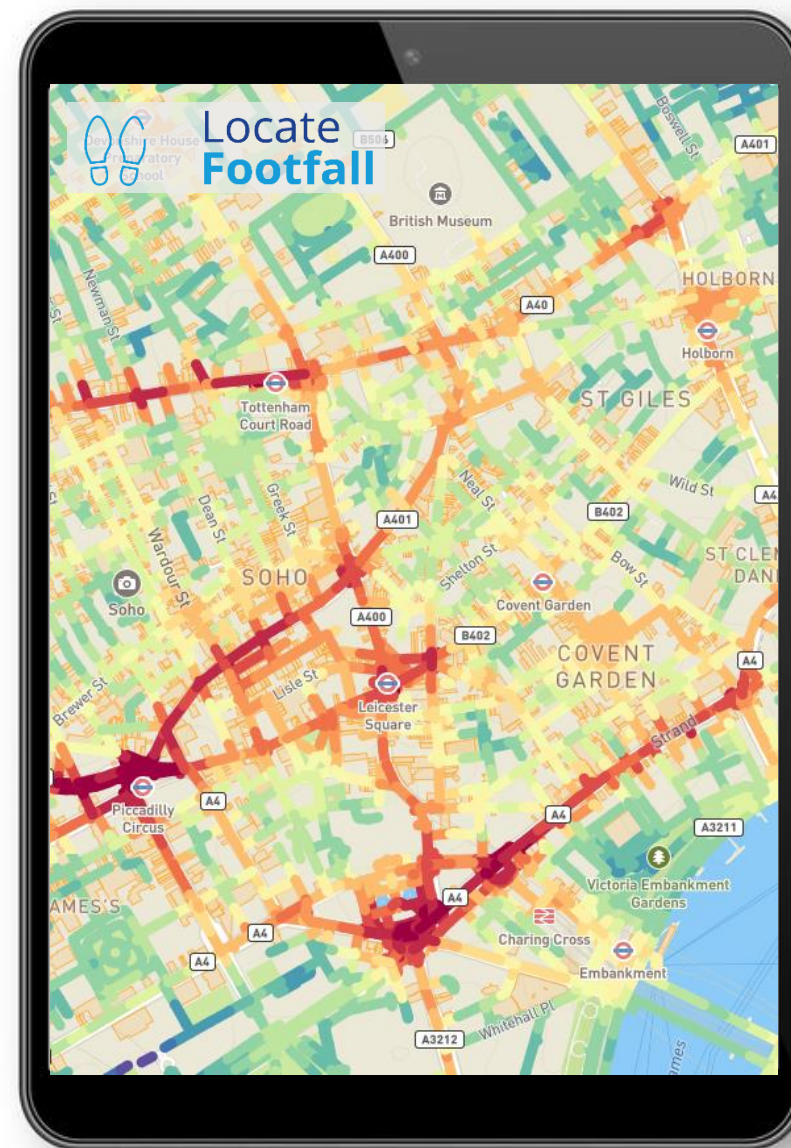
Footfall Intelligence

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



Colliers LocateFootfall platform

OVERVIEW

**Locate
Footfall**

80+ DATA SOURCES

Data is derived from three core sources; GPS data from mobile apps, Wifi providers and Telecoms providers. Three sources combined deliver national coverage, to the highest levels of granularity.

**15
million**
mobile
customers

Anonymised

Personal data eliminated and hashed to keep an anonymised ID only

Aggregated

IDs grouped to crowd data, no individual is identifiable

Extrapolated

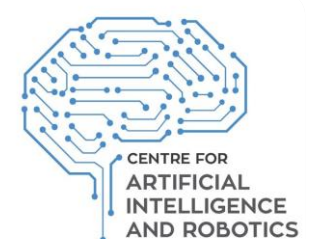
Algorithms applied so the insights represent the entire population

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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