



MAY 2025

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.

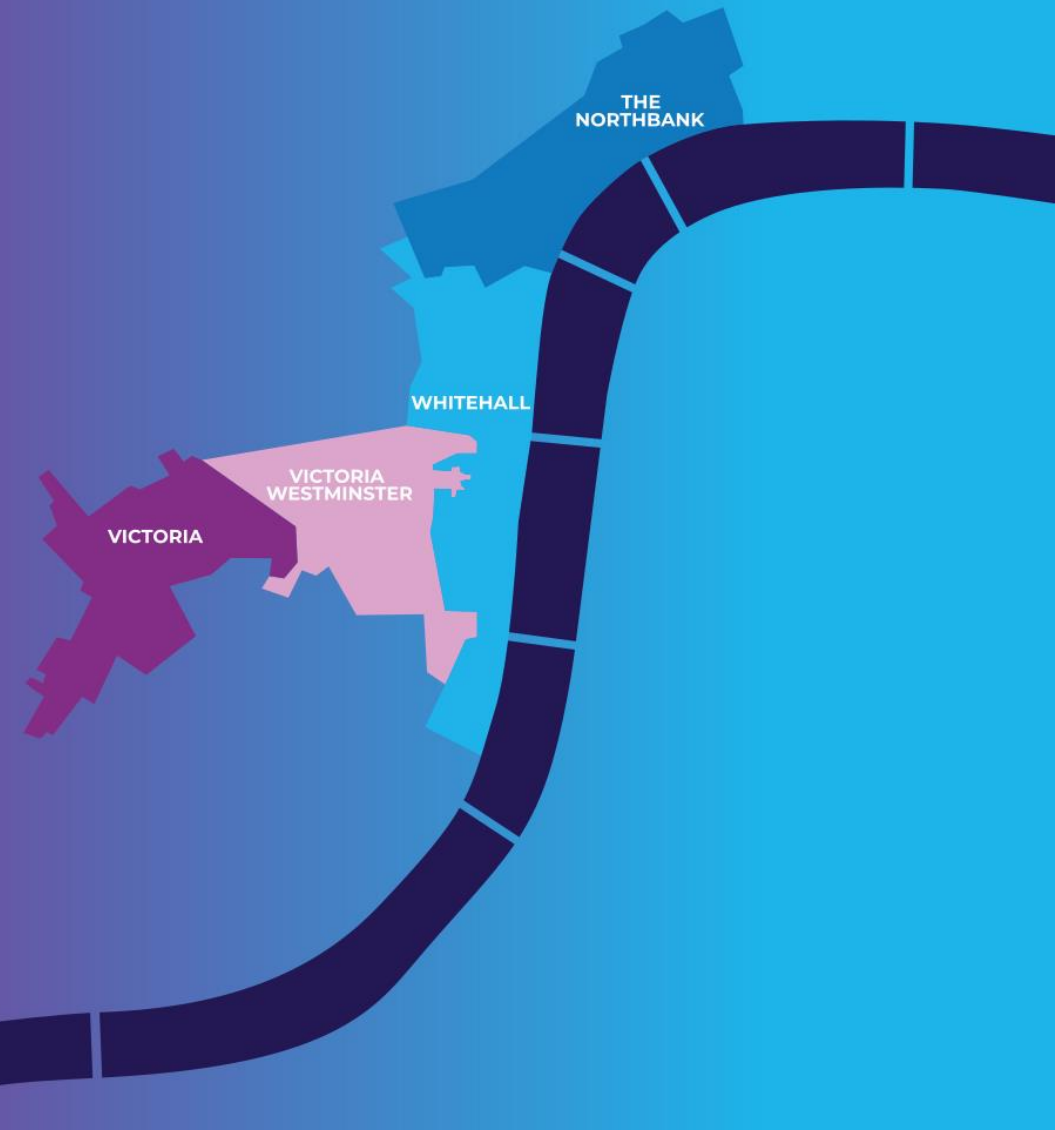
VICTORIA: The Victoria Business Improvement District (BID) is a business-led and business-funded body formed to support economic growth in Victoria and to create a vibrant destination for those who work, visit or live in the area.

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:

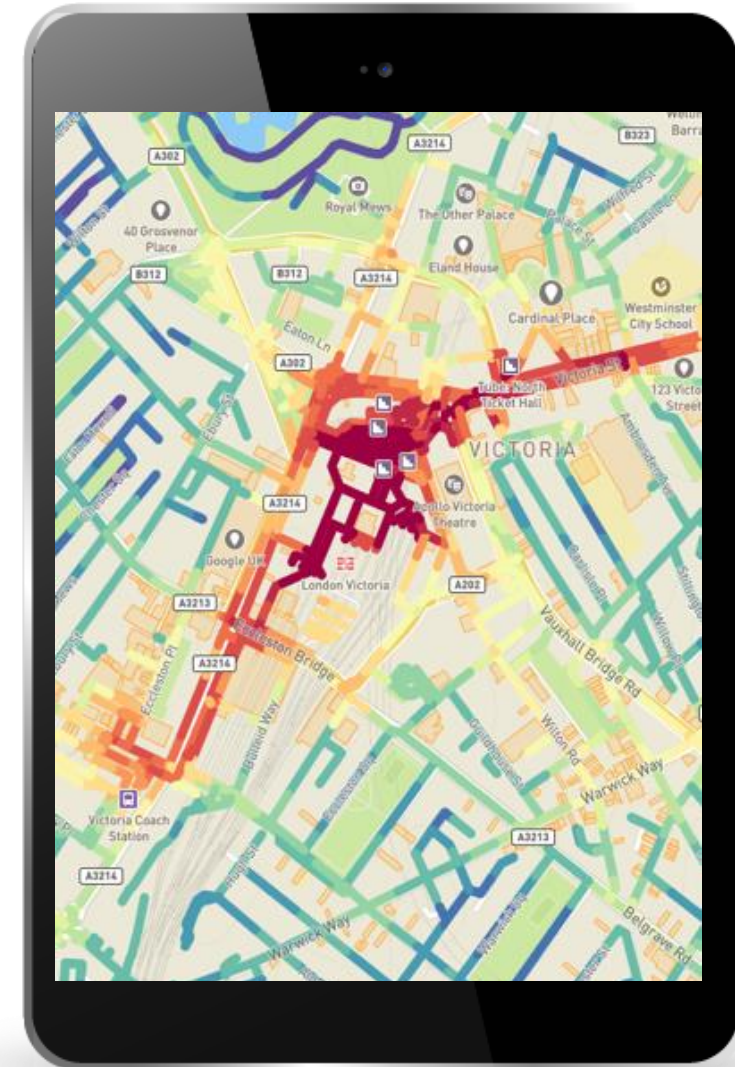
- ❑ Visitor footfall
- ❑ Visitor profile
- ❑ Visitor behaviour

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 +1.5% MONTH-ON-MONTH

Growth in visit performance across Victoria BID both month-on-month (+1.5%) and year-on-year (+1.3%)

Return of workers following Easter in April contributed to month-on-month growth across the BID, with less days affected by half-term vs. May 2024 leading to an increase in visits relative to previous year.

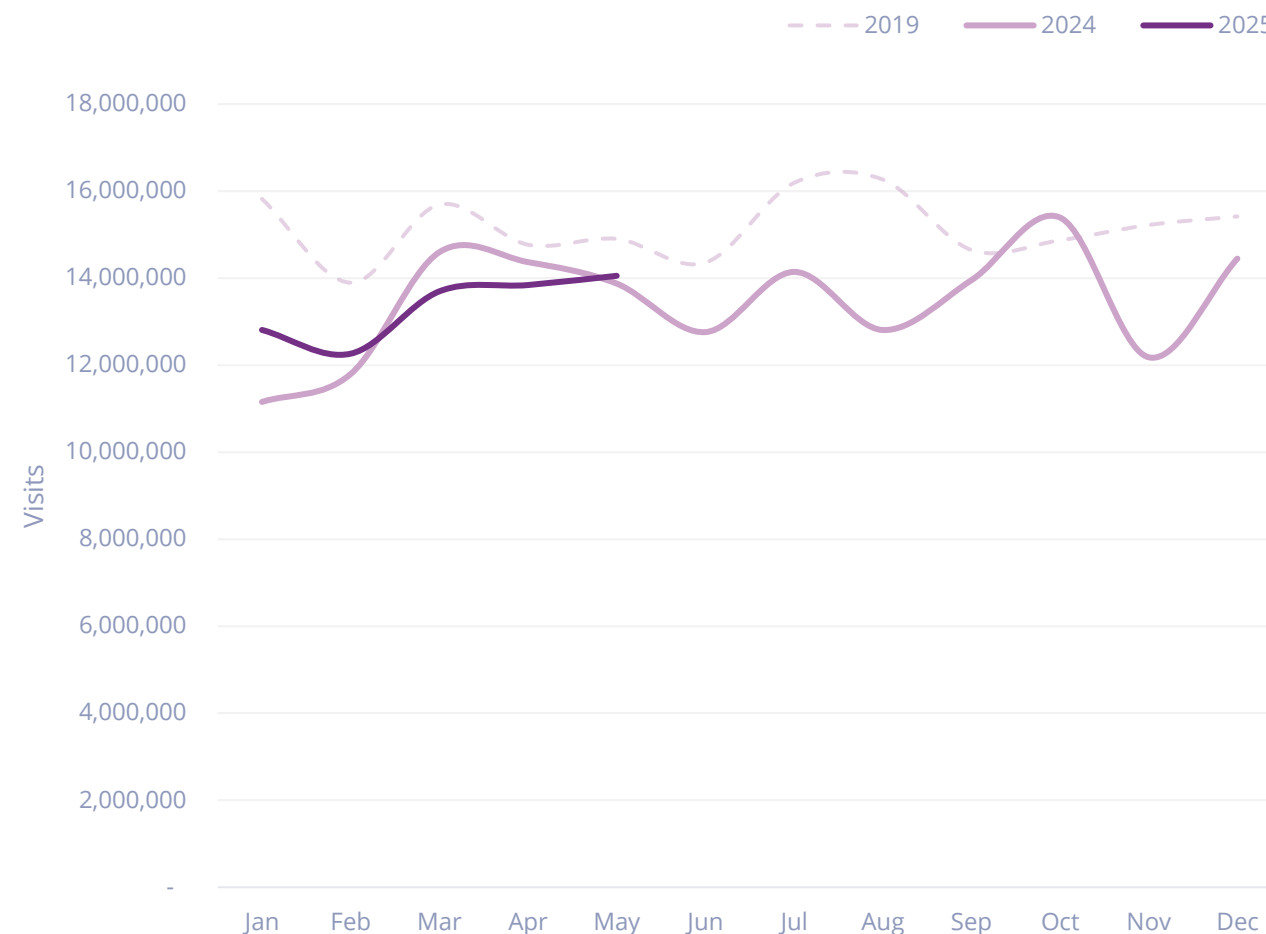
Year-to-date performance across Victoria BID up **+2.9%** vs. same period in 2024.

May 2025

Area	Footfall (millions)	Month-on-Month	Year-on-Year	vs. 2019
Victoria BID	14.1	+1.5%	+1.3%	-5.7%
West End (Benchmark)	20.5	+12.2%	+12.3%	-46.3%

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

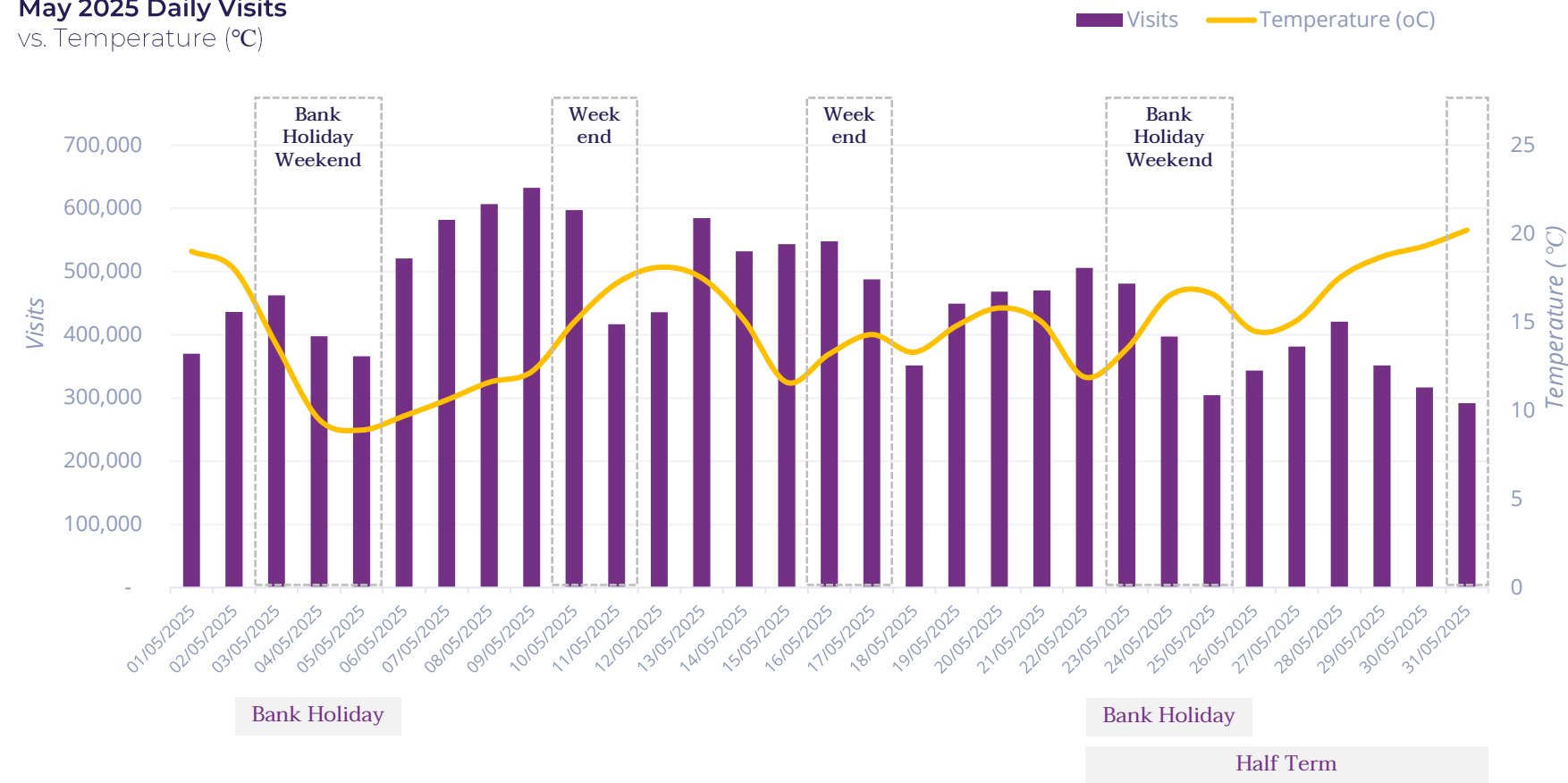
Monthly Overview



VISIT PERFORMANCE | VICTORIA BID

INCREASED VISIT PERFORMANCE TO VICTORIA BID DURING THE FIRST HALF OF MAY

May 2025 Daily Visits vs. Temperature (°C)



Visits to Victoria BID +17.1% ahead of average weekly visits during w/c 5th May, following Early May Bank Holiday

Peak visits across Victoria BID following the first bank holiday in May; visits on Friday 9th +33.5% ahead of average Friday visits.

Despite an increase in temperatures during the final week of May, visit performance saw a drop-off, due to half term reducing worker presence across the BID.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Varied performance across clusters with strong growth along Buckingham Palace Road (+9.1% YoY) leading to overall growth across Victoria BID of +1.3%

VISIT PERFORMANCE | VICTORIA BID

MIXED PERFORMANCE ACROSS CLUSTERS IN MAY 2025

May 2025

Area	Footfall	Month-on-Month	Year-on-Year	vs. 2019
Victoria BID	14,052,553	+1.5%	+1.3%	-5.7%
Buckingham Palace Road	2,410,064	+2.5%	+9.1%	-1.8%
Parliament Square	2,915,656	+1.0%	+4.3%	-5.1%
Terminus Place	1,479,239	+3.1%	+3.6%	-25.8%
Victoria Street – West	1,456,013	-0.9%	-1.7%	-38.6%
St. James' Park Station	169,360	-11.5%	-9.4%	-75.6%
Victoria Street – East	1,125,866	+6.0%	-5.3%	+2.1%
Whitehall	4,496,355	+1.1%	-1.9%	+39.9%
West End (Benchmark)	20,532,926	+12.2%	+12.3%	-46.3%

Strong month-on-month performance along **Victoria Street – East** (+6.0%) and **Terminus Place** (+3.1%) contributing to overall Victoria BID growth of +1.5% vs. April 2025. Return of workers following Easter led to overall month-on-month growth across the BID.

Victoria BID also saw growth year-on-year (+1.3%), with a significant uplift in visits along **Buckingham Palace Road** (+9.1%) vs. May 2024. Timing of school half term in May 2025, being slightly later in the month, could have contributed to greater worker presence throughout May vs. the same month last year.

Wider West End benchmark also experienced positive performance both month-on-month and year-on-year, despite at a slightly higher rate of growth; benchmark West End up around 12% across both time periods.

VISIT PERFORMANCE | NORTHBANK BID

+9.0% YEAR-ON-YEAR GROWTH IN VISITS ACROSS THE NORTHBANK BID

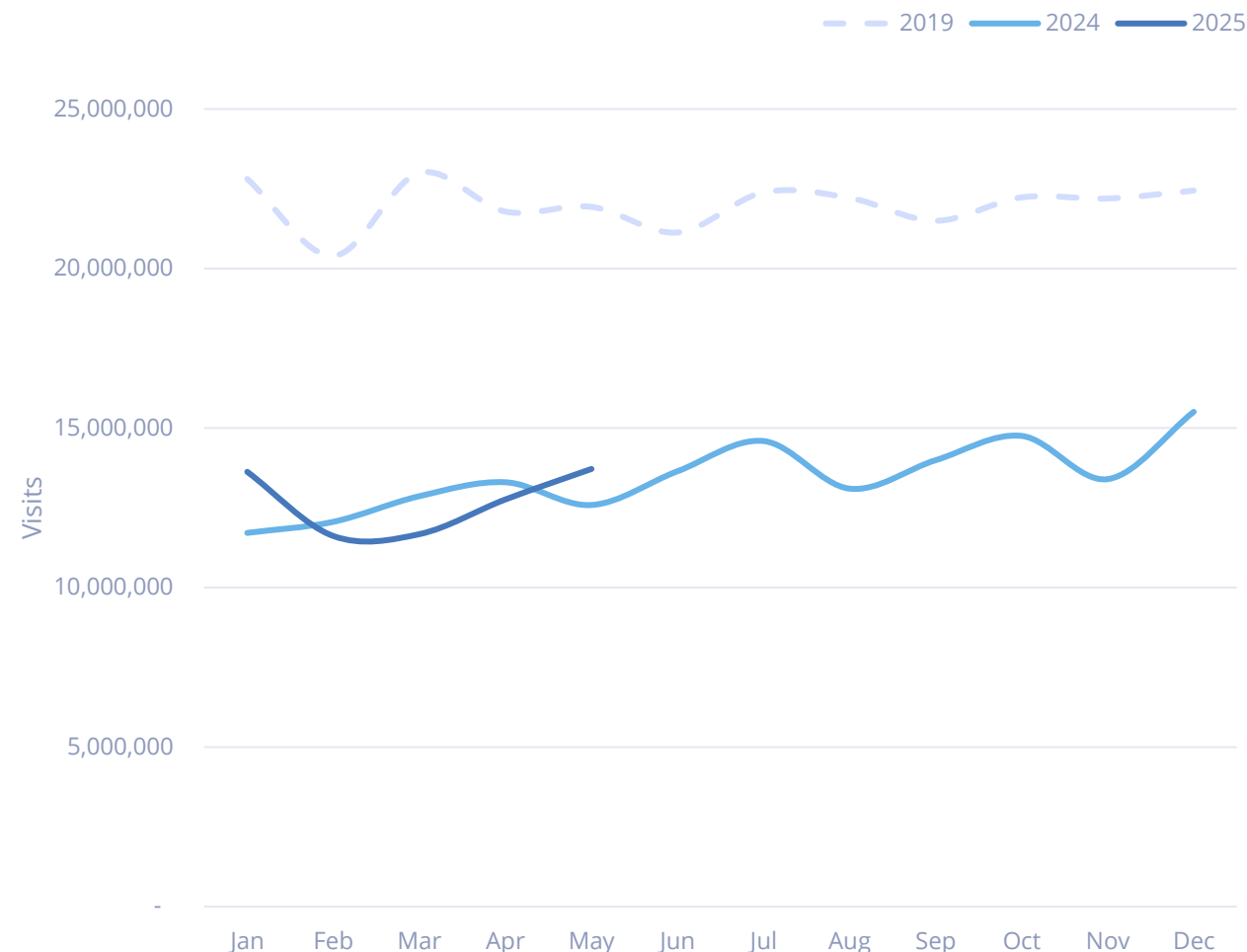
Northbank BID saw greater rate of growth compared to other areas across London HQ; visits up +9.0% year-on-year and +7.5% month-on-month

13.7 million visits across Northbank BID in May 2025, continuing recent month-on-month growth experienced since March. Year-to-date, visits to Northbank BID up +3.2%.

May 2025

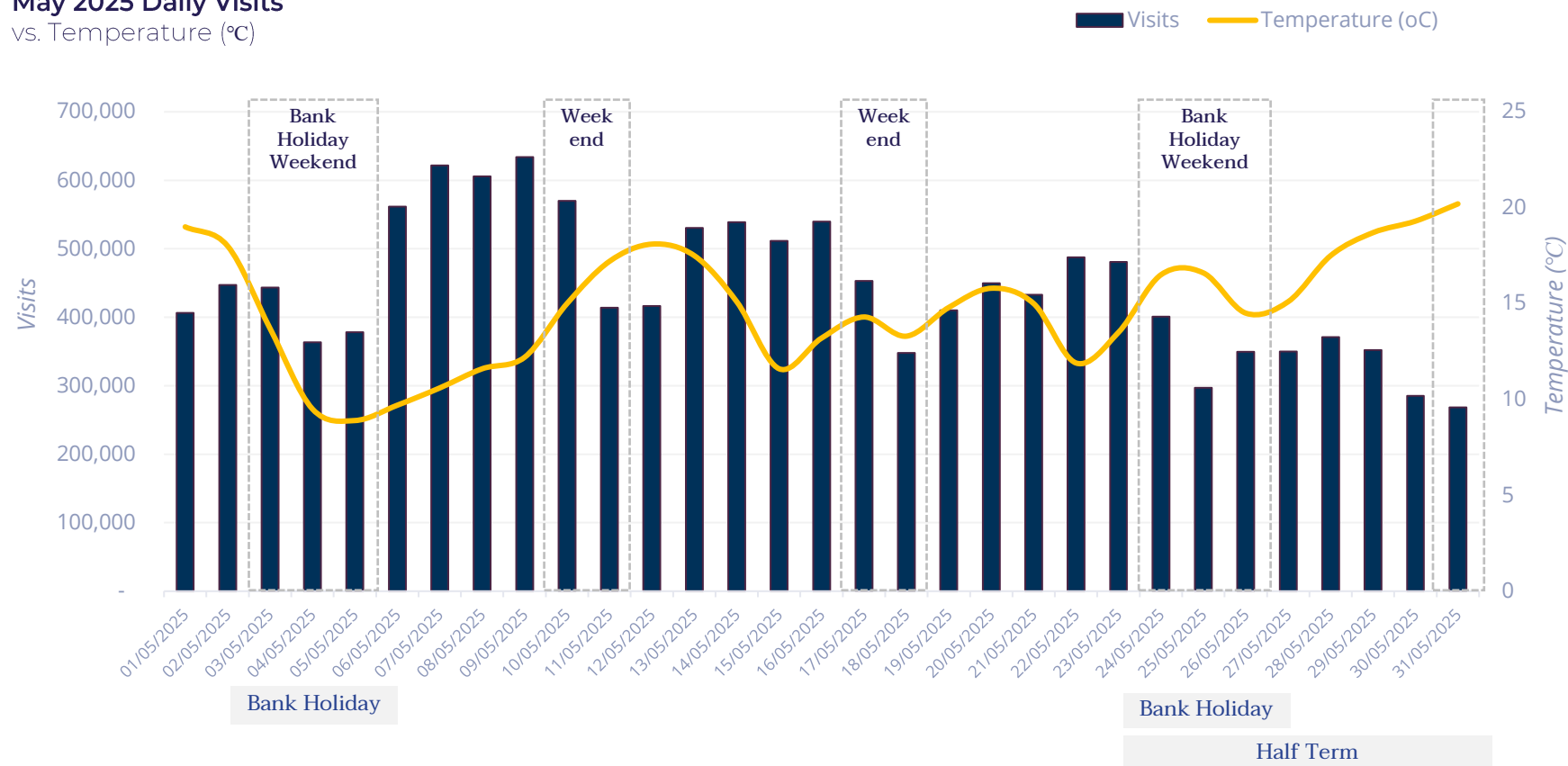
Area	Footfall (millions)	Month-on-Month	Year-on-Year	vs. 2019
Northbank BID	13.7	+7.5%	+9.0%	-37.5%
West End (Benchmark)	20.5	+12.2%	+12.3%	-46.3%

Monthly Overview



IN-LINE WITH WIDER LONDON HQ TRENDS, NORTHBANK SAW UPLIFT IN VISITS FOLLOWING EARLY MAY BANK HOL

May 2025 Daily Visits vs. Temperature (°C)



Visit performance across Northbank BID experienced a tale-of-two-halves; first half of May saw strong uplift in visits across Northbank

Visits during w/c 5th May up **+21.9%** compared to average weekly visits during May, despite impact of the Bank Holiday; peak visits across the BID occurred on Friday 9th with over **633k** visits.

Similar to Victoria BID, Northbank experienced a decline in visit performance during half-term, despite the uplift in average temperatures. Reduced worker presence led to -25% decline in average daily visits vs. a typical week.

Increased year-on-year performance across most clusters leading to overall BID growth of +9% in May 2025

VISIT PERFORMANCE | NORTHBANK BID

STRONG GROWTH ACROSS MOST CLUSTERS VS. APRIL 2025

Northbank BID saw a +7.5% growth in visits year-on-year, driven by an increase across most clusters. **Villiers Street** saw the strongest performance vs. previous year, with growth of +9%; sustained period of warm & drier weather contributed to this uplift in performance vs. May 2024.

Alongside strong performance vs. the same month last year, Northbank Bid also experience growth vs. previous month; visits up +7.5% across the BID area. All clusters, except Victoria Embankment Gardens, saw an uplift in visits relative to April 2025 – with increased worker presence following Easter contributing to this growth.

Area	Footfall	Month-on-Month	Year-on-Year	vs. 2019
The Northbank - Total Area	13,718,602	+7.5%	+9.0%	-37.5%
Strand - Central	2,413,714	+6.1%	+7.6%	-5.9%
Strand - West	2,400,569	+4.6%	+2.1%	-46.4%
Maiden Lane + Tavistock	613,097	+1.0%	+9.8%	-31.5%
Aldwych D	4,921,733	+5.1%	+5.3%	+38.4%
Strand Aldwych	563,916	+4.9%	+13.8%	-68.4%
Somerset / Arundel	2,054,527	+8.1%	+7.0%	-0.7%
Riverfront	3,432,047	+3.1%	+13.6%	+18.7%
Adelphi	346,505	+1.8%	-3.8%	-66.6%
Victoria Embankment Gardens	519,274	-7.2%	+6.8%	-35.1%
Villiers Street	1,412,169	+7.9%	+15.8%	-37.1%
Northumberland Avenue	2,520,863	+7.3%	+12.6%	-15.0%
Trafalgar Square	4,908,040	+1.0%	+1.7%	+4.0%
West End (Benchmark)	20,532,926	+12.2%	+12.3%	-46.2%

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

02

VISITOR BEHAVIOUR

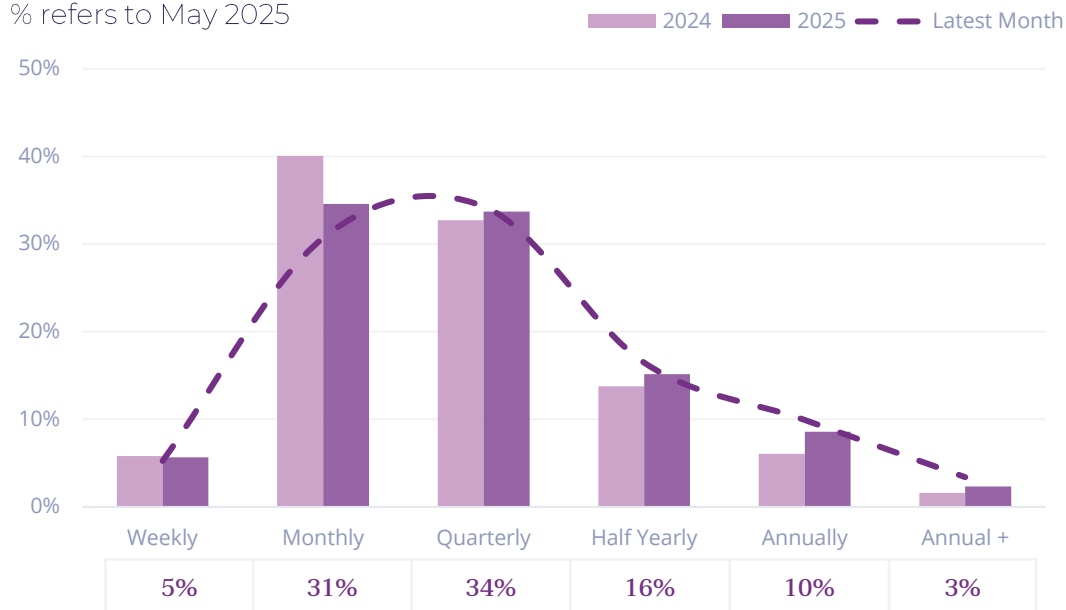


VISIT BEHAVIOUR | VICTORIA BID

INCREASED VISITOR DWELL IN MAY INDICATIVE OF RETURN OF WORKERS FOLLOWING EASTER

Visit Frequency

% refers to May 2025

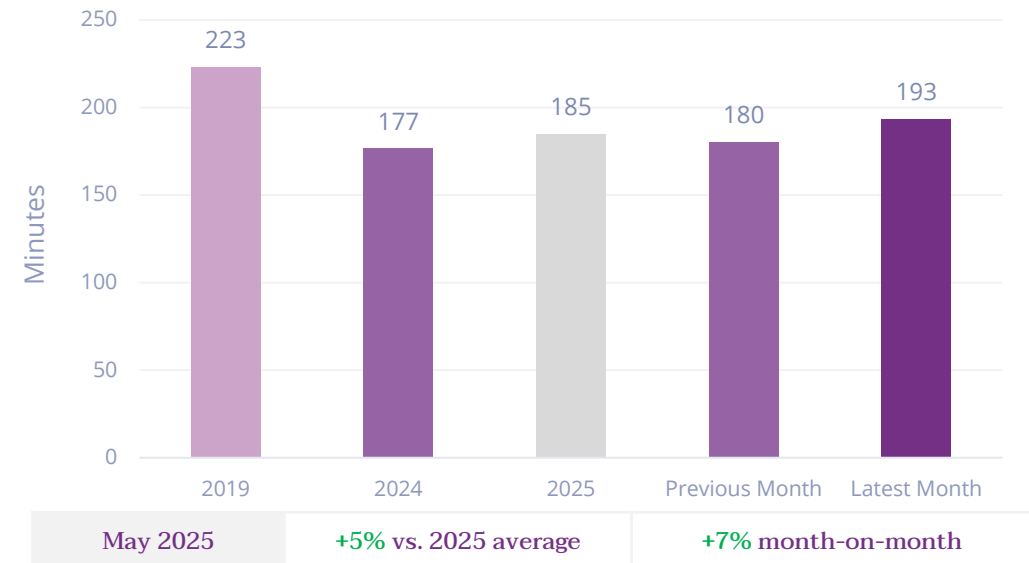


Visit frequency during May 2025 in-line with year-to-date average; over two-thirds of visitors visiting the BID at least quarterly.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Average Dwell

May 2025



Return of office workers in May led to an increase in average dwell across Victoria BID month-on-month, with continued warm & dry weather capturing longer dwell vs. year-to-date average.

Visitor dwell **+13 mins** vs. April 2025, and **+8 mins** vs. 2025 average.

VICTORIA BID

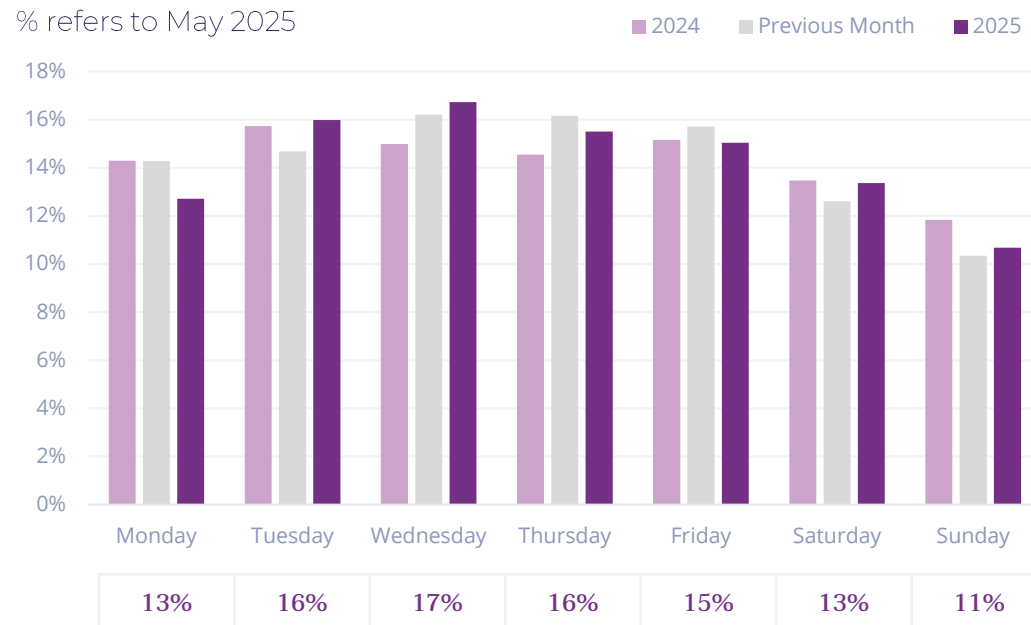
NORTHBANK BID

VISIT BEHAVIOUR | VICTORIA BID

IMPACT OF BANK HOLIDAYS REDUCED MONDAY VISIT SHARE, WHILE GROWTH IN AVERAGE SATURDAY VISITS

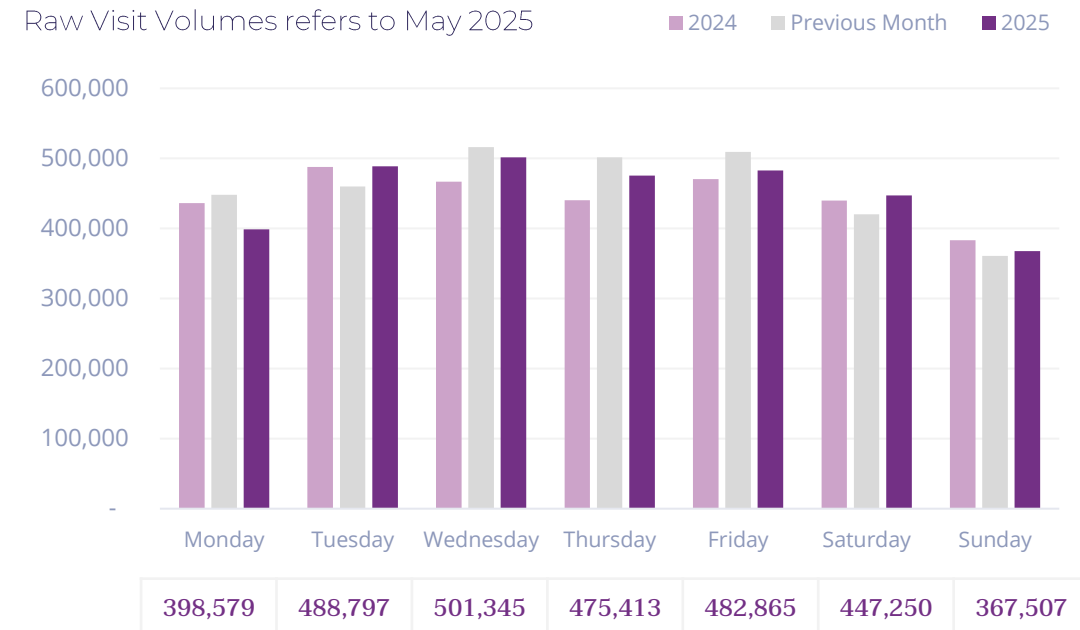
Visit Share by Day

% refers to May 2025



Average Visits by Day

Raw Visit Volumes refers to May 2025



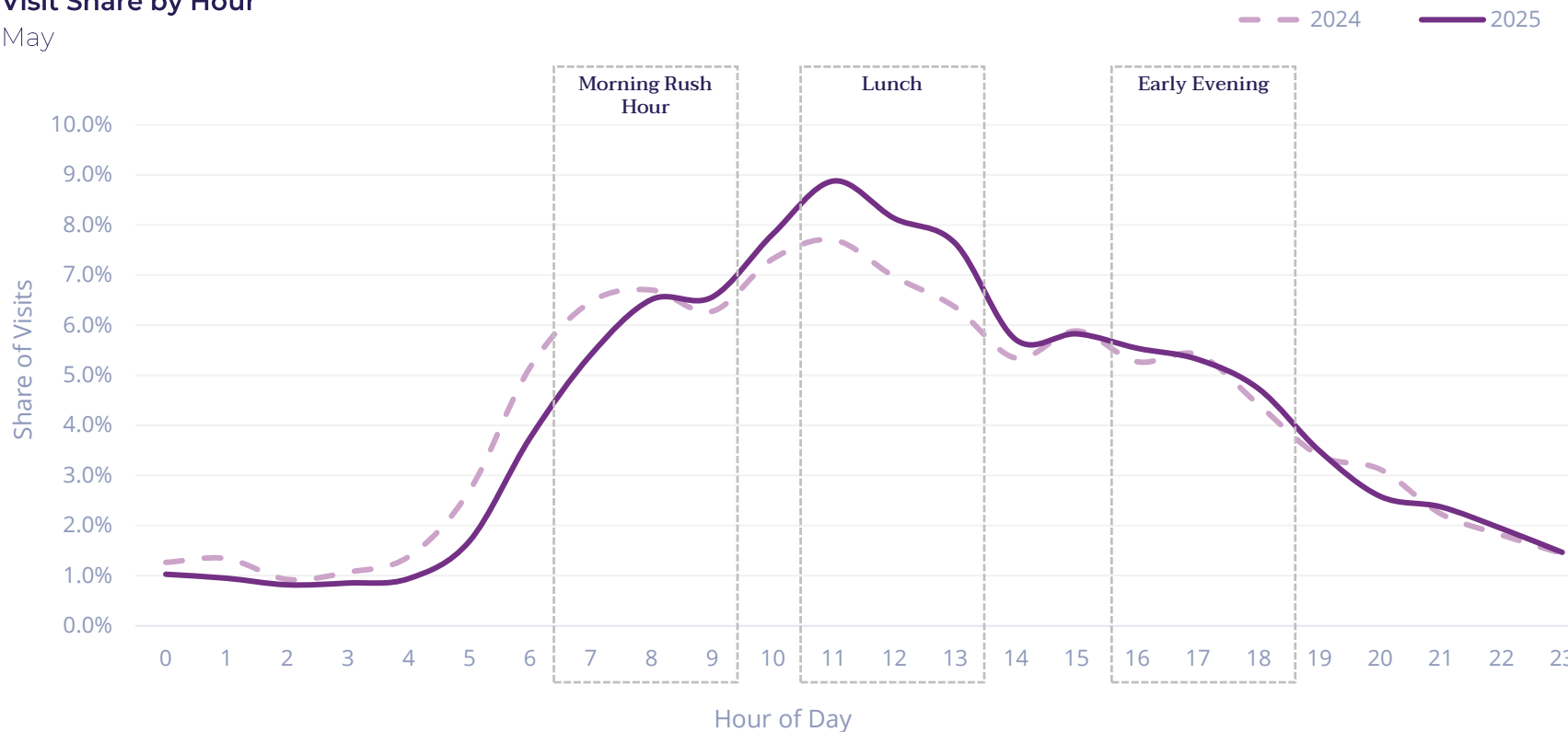
Visit distribution across Victoria BID slightly more skewed towards mid-week visits during May 2025; impact of bank holiday Mondays evident, with a reduction in share of visits vs. previous month. Average Monday visits -11% below previous month's average, while increase in average Saturday visits vs. April (+6%).

VISIT BEHAVIOUR | VICTORIA BID

HIGHER SHARE OF VISITS DURING LUNCH-PEAK IN MAY 2025, WITH SLIGHT REDUCTION IN EARLY MORNING

Visit Share by Hour

May



Slight shift in hourly distribution of visits focussed around midday, further reflecting increased worker presence

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

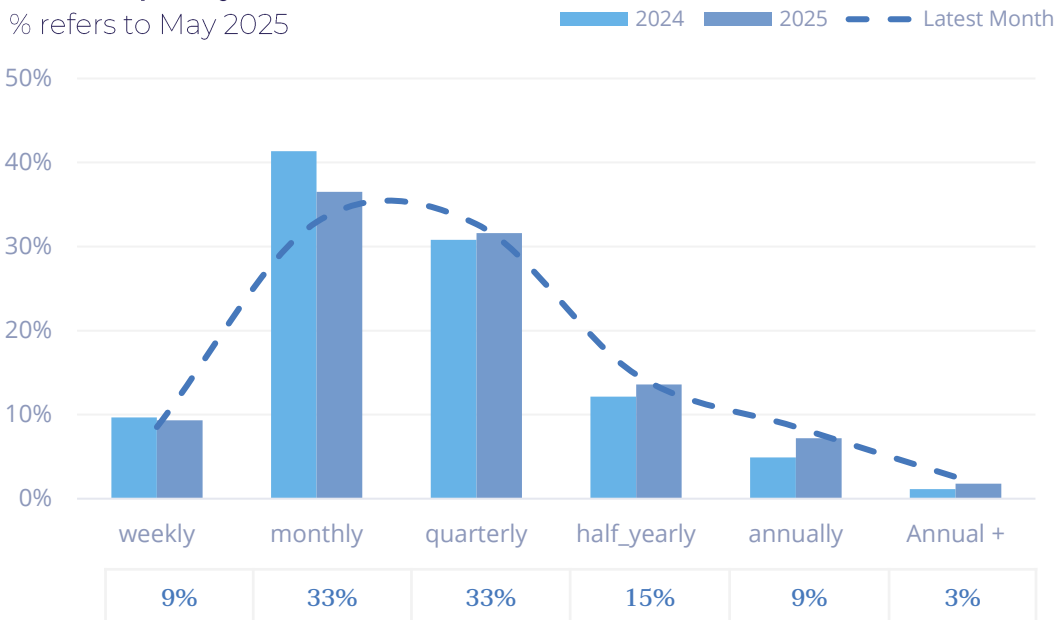
However, proportion of visits during each phase changed year-on-year, with a greater share of visits between 11am – 1pm; **24.7%** in May 2025 vs. **21.0%** in May 2024.

VISIT BEHAVIOUR | NORTHBANK BID

INCREASED DWELL ACROSS NORTHBANK BID DURING MAY 2025, UP 13 MINS VS. APRIL

Visit Frequency

% refers to May 2025

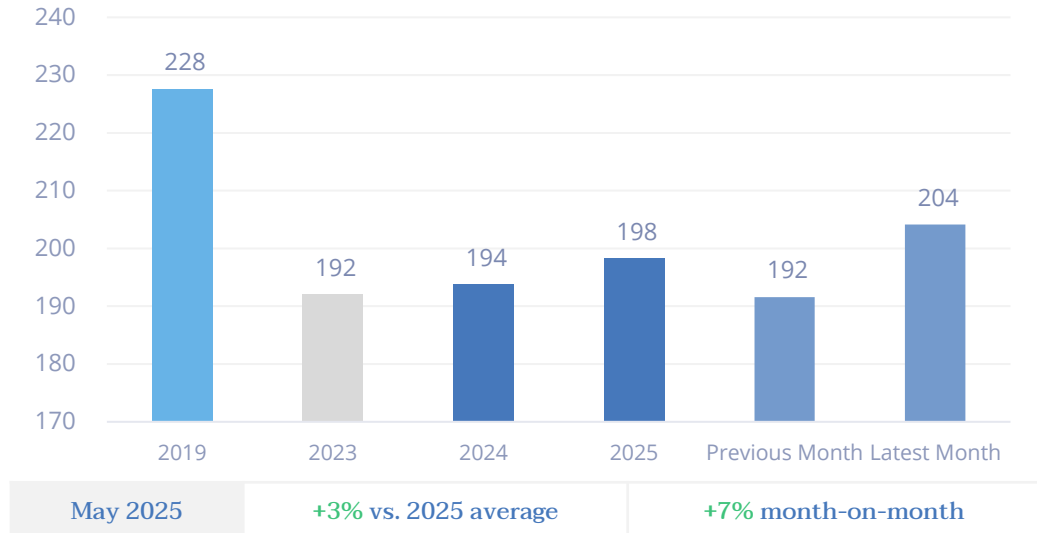


Visit frequency distribution across Northbank BID relatively in-line with year-to-date average; two-thirds of visitors to the BID area visit either monthly or quarterly.

Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

Average Dwell

May 2025



Dwell time around Northbank BID saw month-on-month growth (+12 mins) and growth vs. year-to-date average (+6 mins) in May.

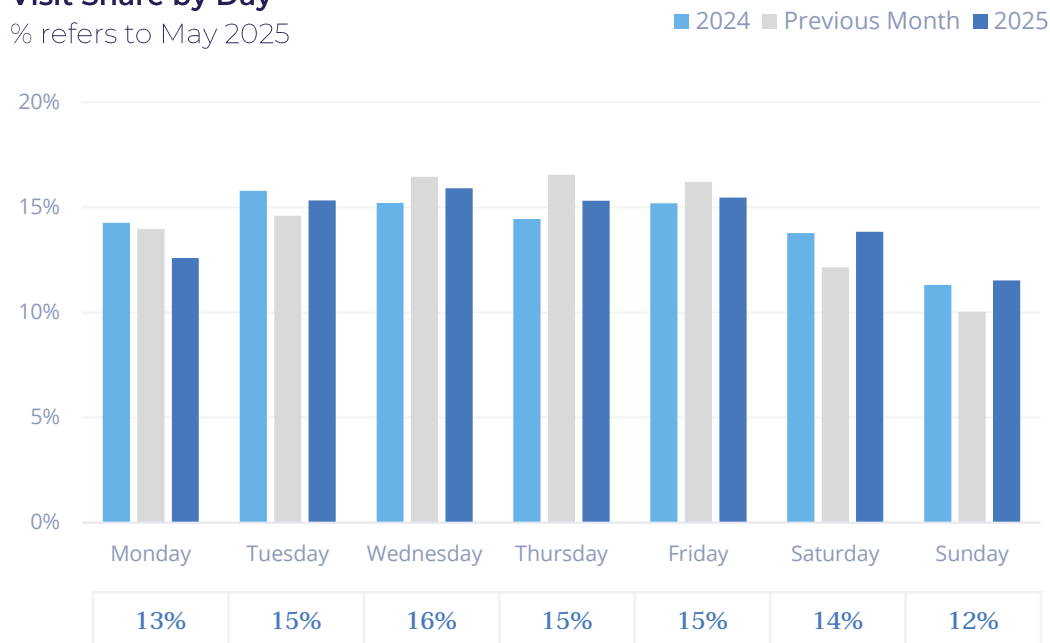
Dwell time up **+3%** vs. 2025 YTD average, and **+7%** vs. April 2025.

VISIT BEHAVIOUR | NORTHBANK BID

MORE DISTRIBUTED VISIT SHARE ACROSS THE WEEK IN MAY FOLLOWING EASTER IN APRIL

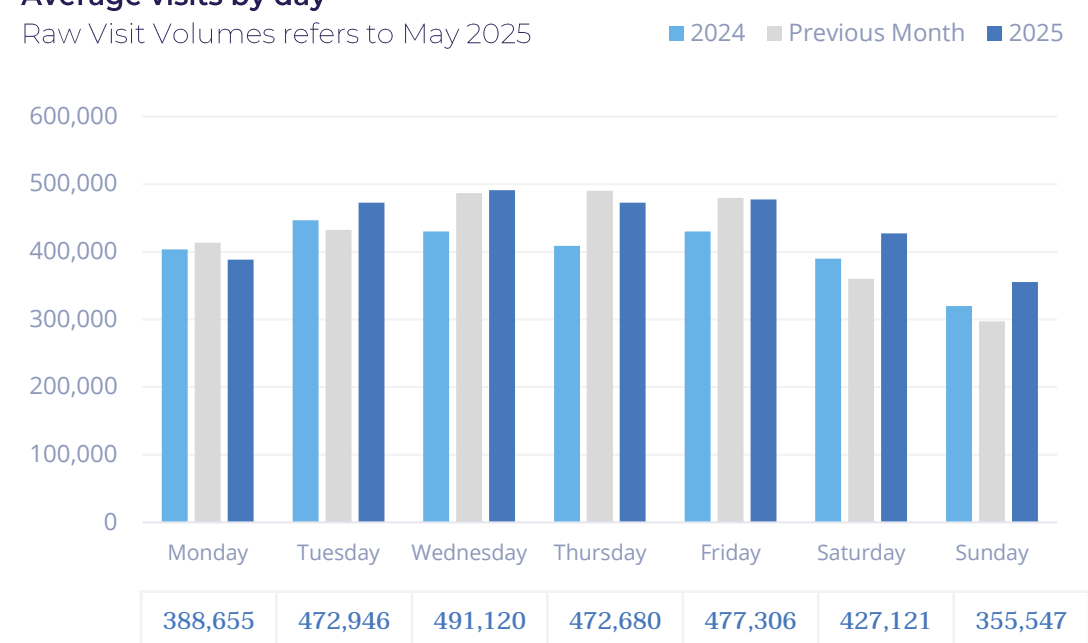
Visit Share by Day

% refers to May 2025



Average visits by day

Raw Visit Volumes refers to May 2025



Increased share of visits on Saturday vs. previous month, with impact of bank holidays seen across wider London HQ area being evident across Northbank; Mondays in May saw ~ 25k fewer visitors on average compared to April.

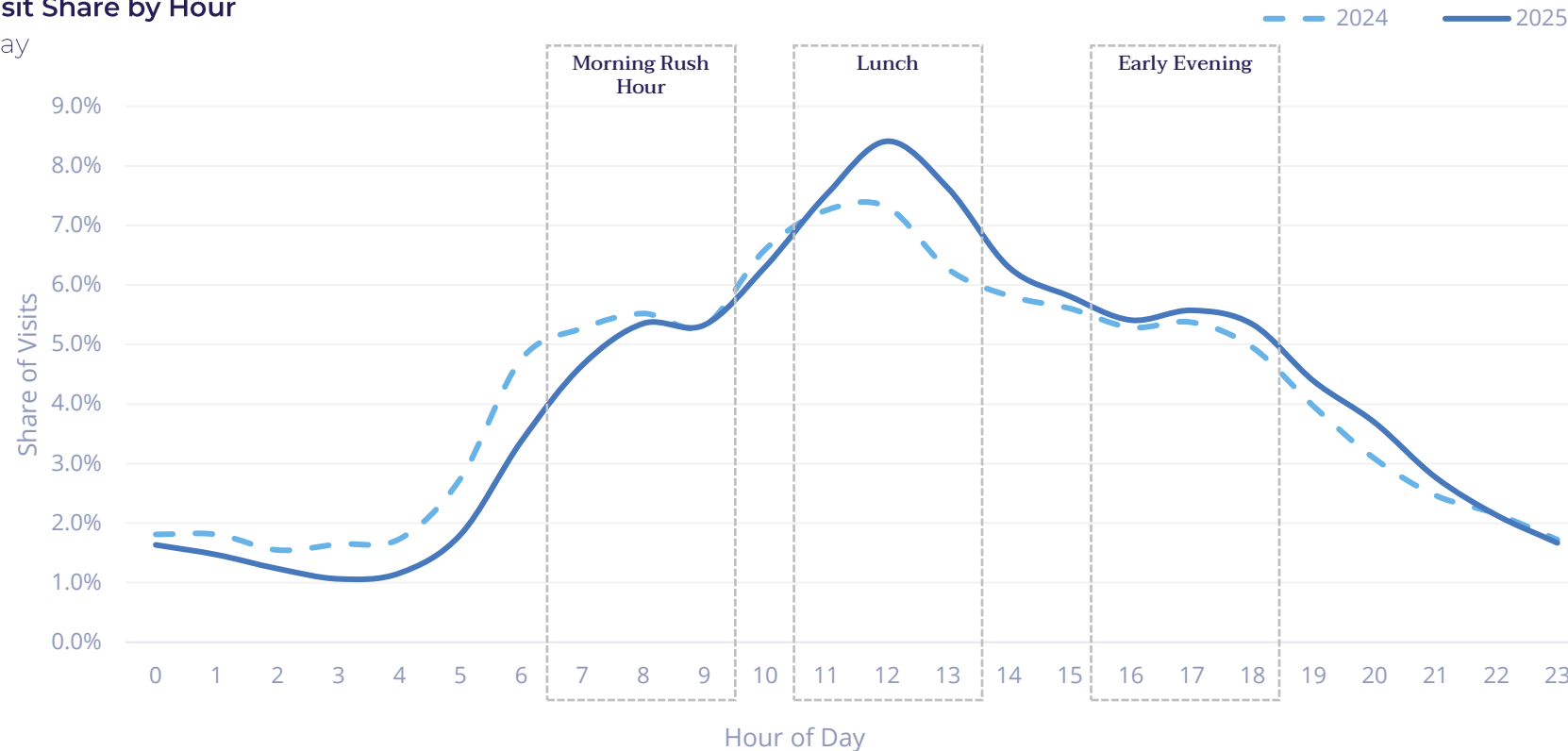
Source: Colliers LocateFootfall
See Appendix for defined BID boundaries

VISIT BEHAVIOUR | NORTHBANK BID

INCREASED SHARE OF VISITS DURING LUNCH PEAK & THROUGHOUT THE EVENING IN MAY 2025

Visit Share by Hour

May



Visit distribution throughout May 2025 saw increased share of visits during lunch peak (11am – 1pm)

Slight reduction in share of visits being captured during 'morning rush hour', with higher share of visits for each hour from 12pm onwards, reflecting a later hourly distribution.

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

03

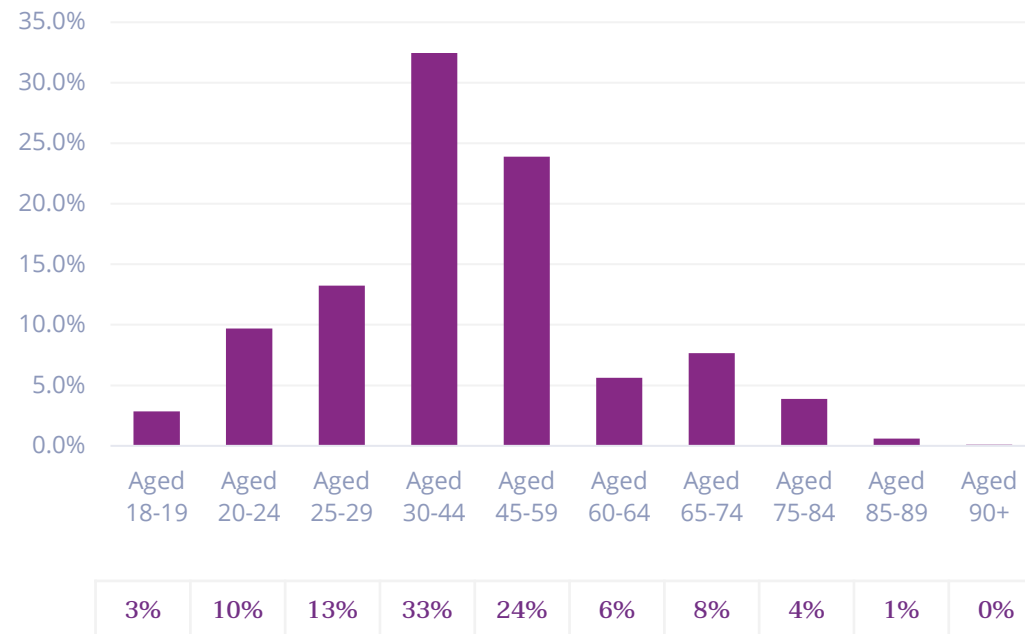
VISITOR SEGMENTATION



VISIT SEGMENTATION | VICTORIA BID

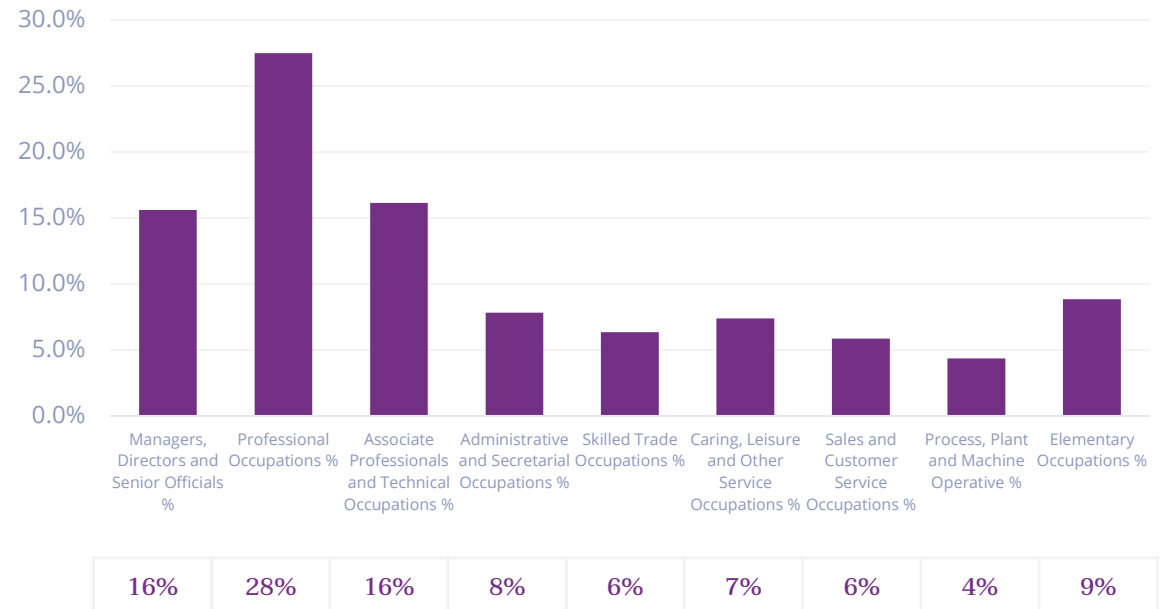
VICTORIA BID CATCHMENT PROFILE SKEWED TOWARDS HIGH-INCOME, MIDDLE-AGED VISITORS

Age Profile



Victoria BID has a bias towards mid-ranged age groups, particularly aged 30-44 years old (32.5%) 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; 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’

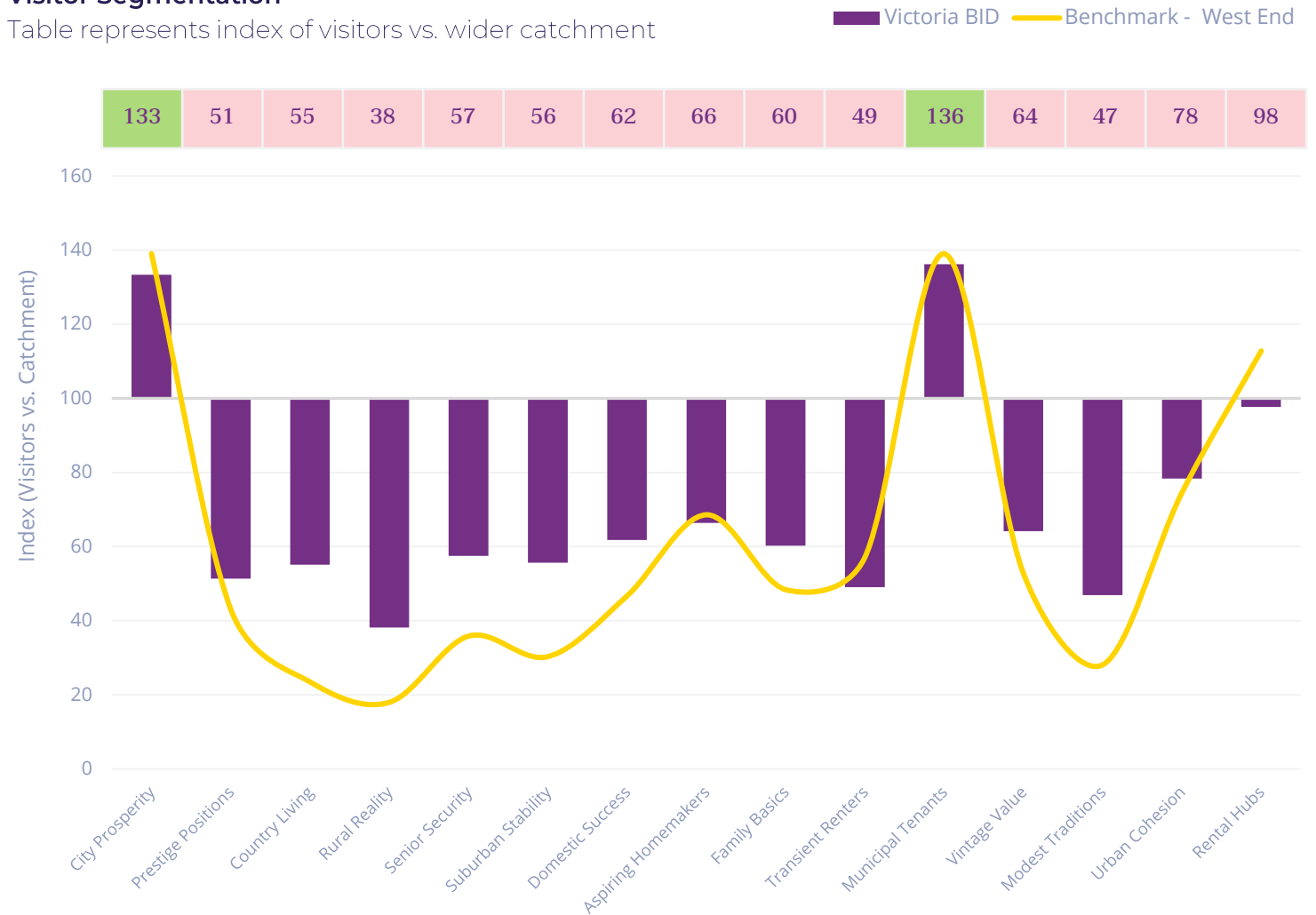
City Prosperity are high-income residents who have expensive homes in desirable metropolitan locations (Age: 26-35 | Income: £100k-£150k)

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

(Age: 56-65 | Income: <£15k)

Visitor Segmentation

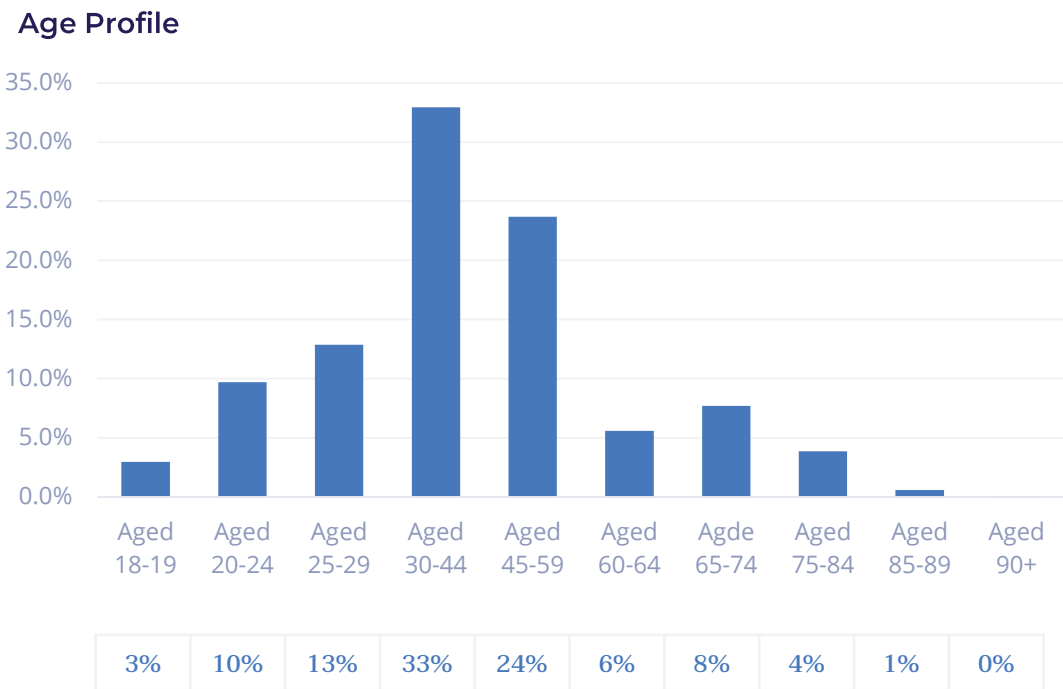
Table represents index of visitors vs. wider catchment



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

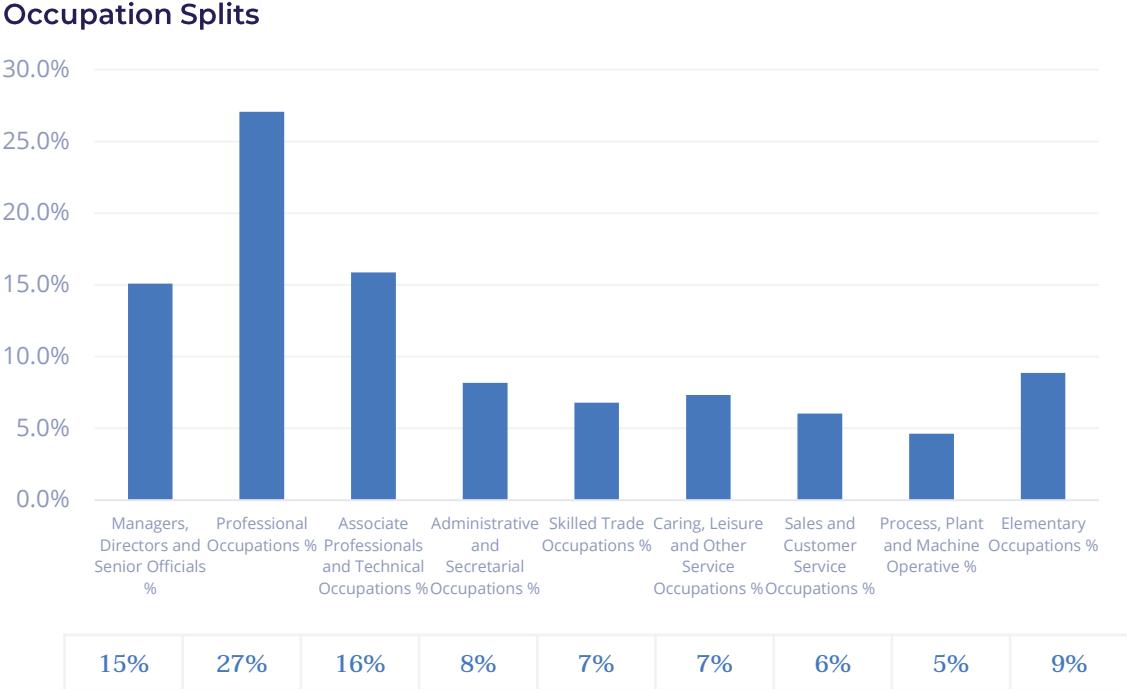
VISIT SEGMENTATION | NORTHBANK BID

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, consistent vs previous vious month.

VISIT SEGMENTATION | NORTHBANK BID

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

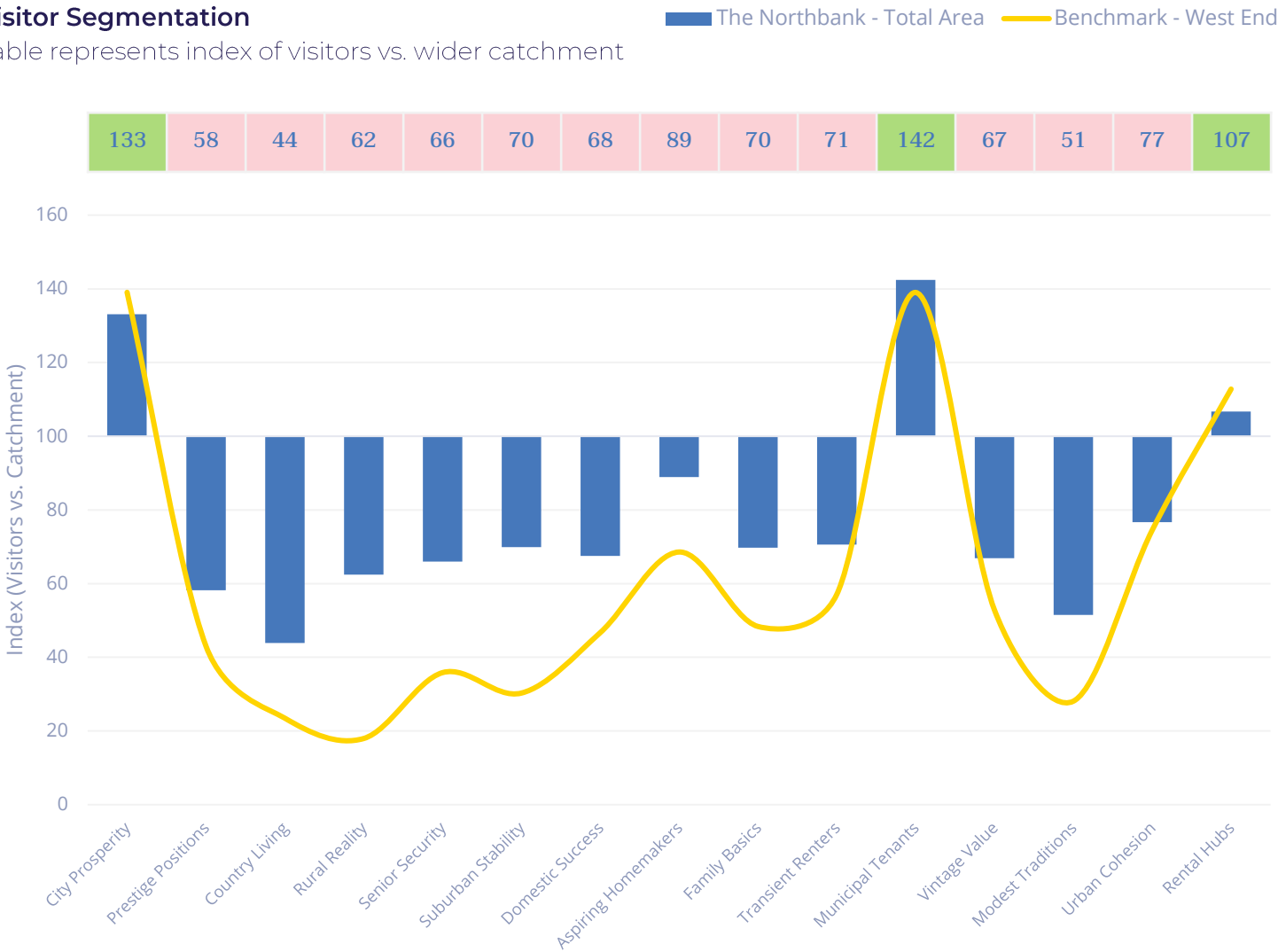
Visitor profile remains in line with West End, with a strong bias towards 2 Mosaic groups ‘City Prosperity’ and ‘Municipal Tenants’

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



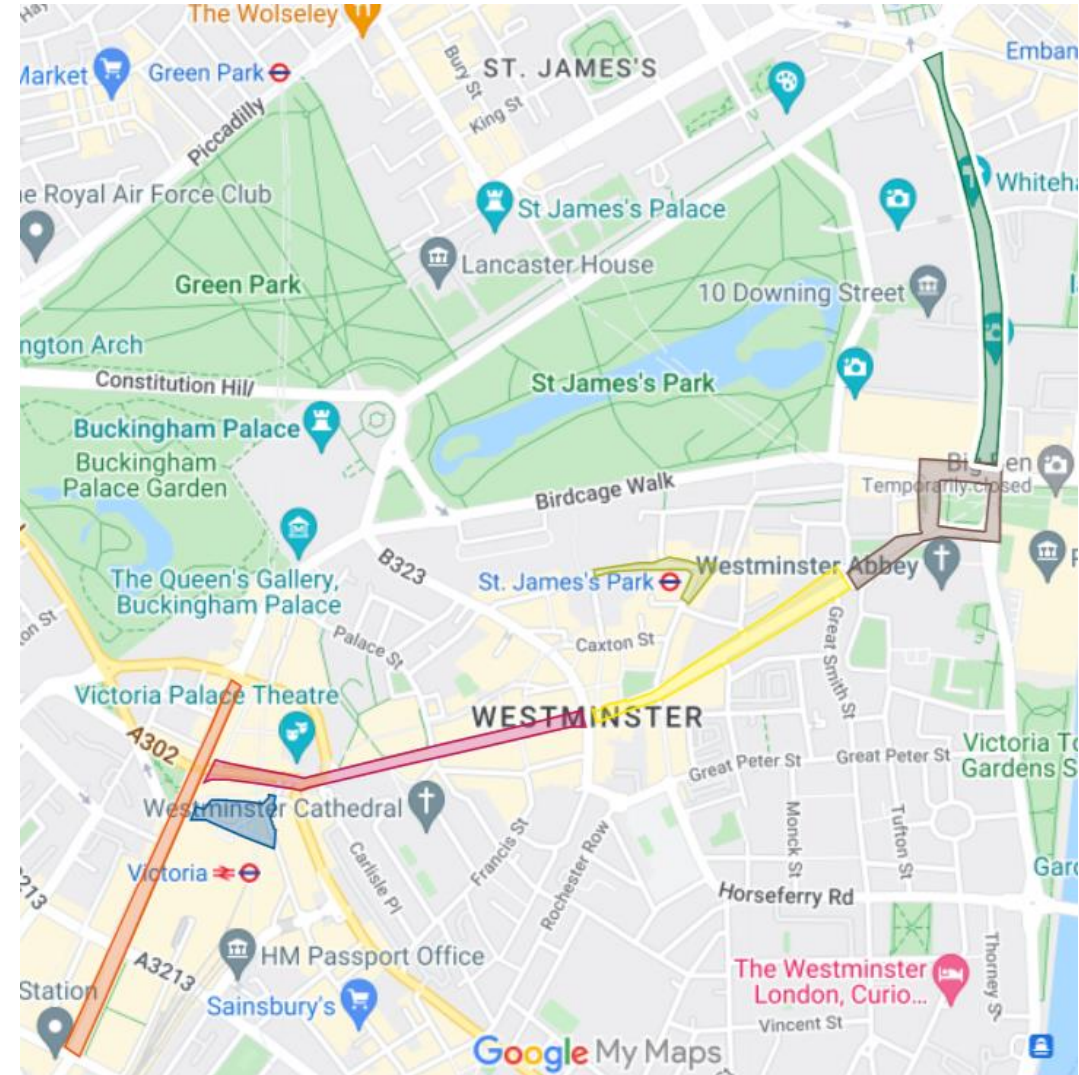
APPENDIX | VICTORIA BID

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

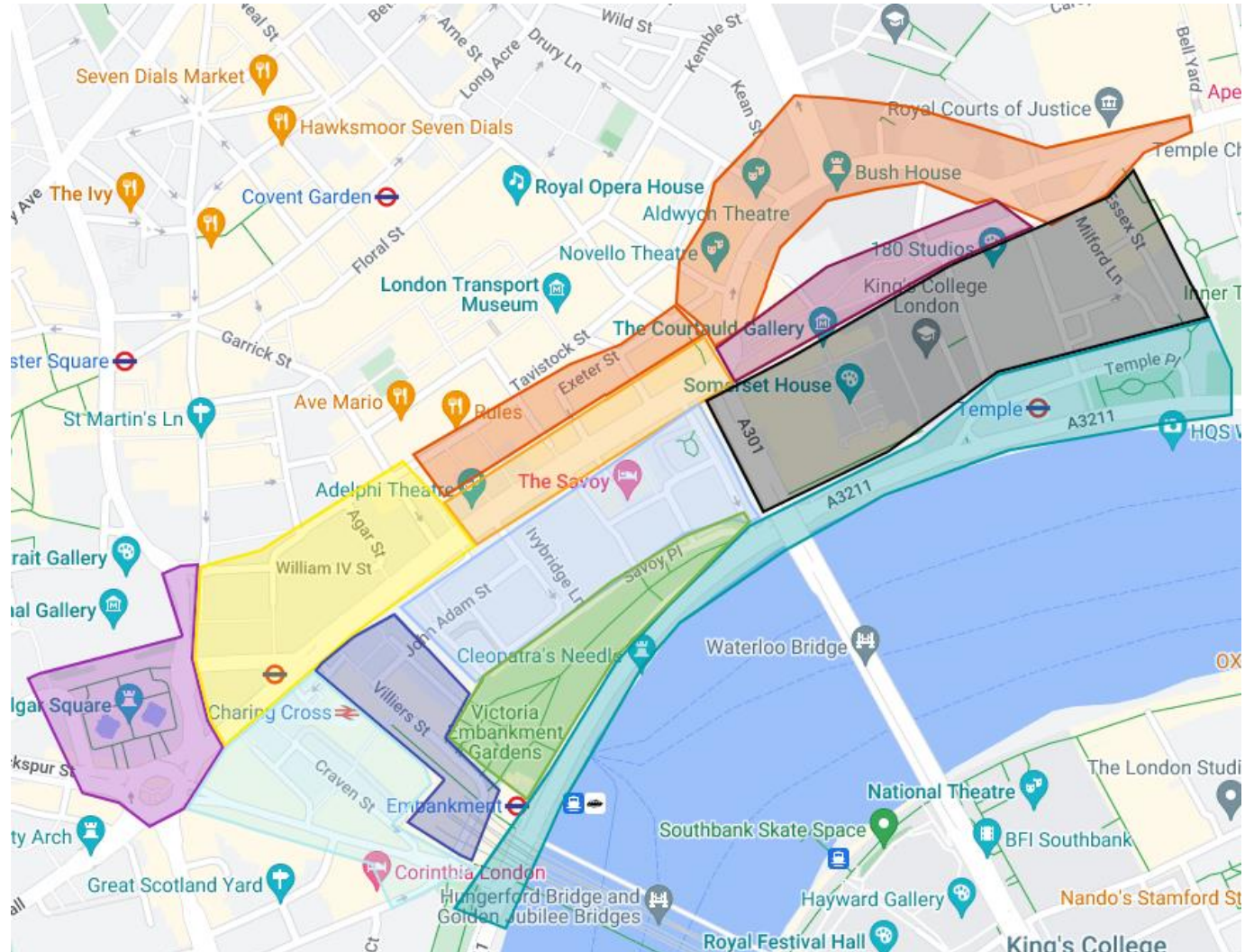


APPENDIX | NORTHBANK BID

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

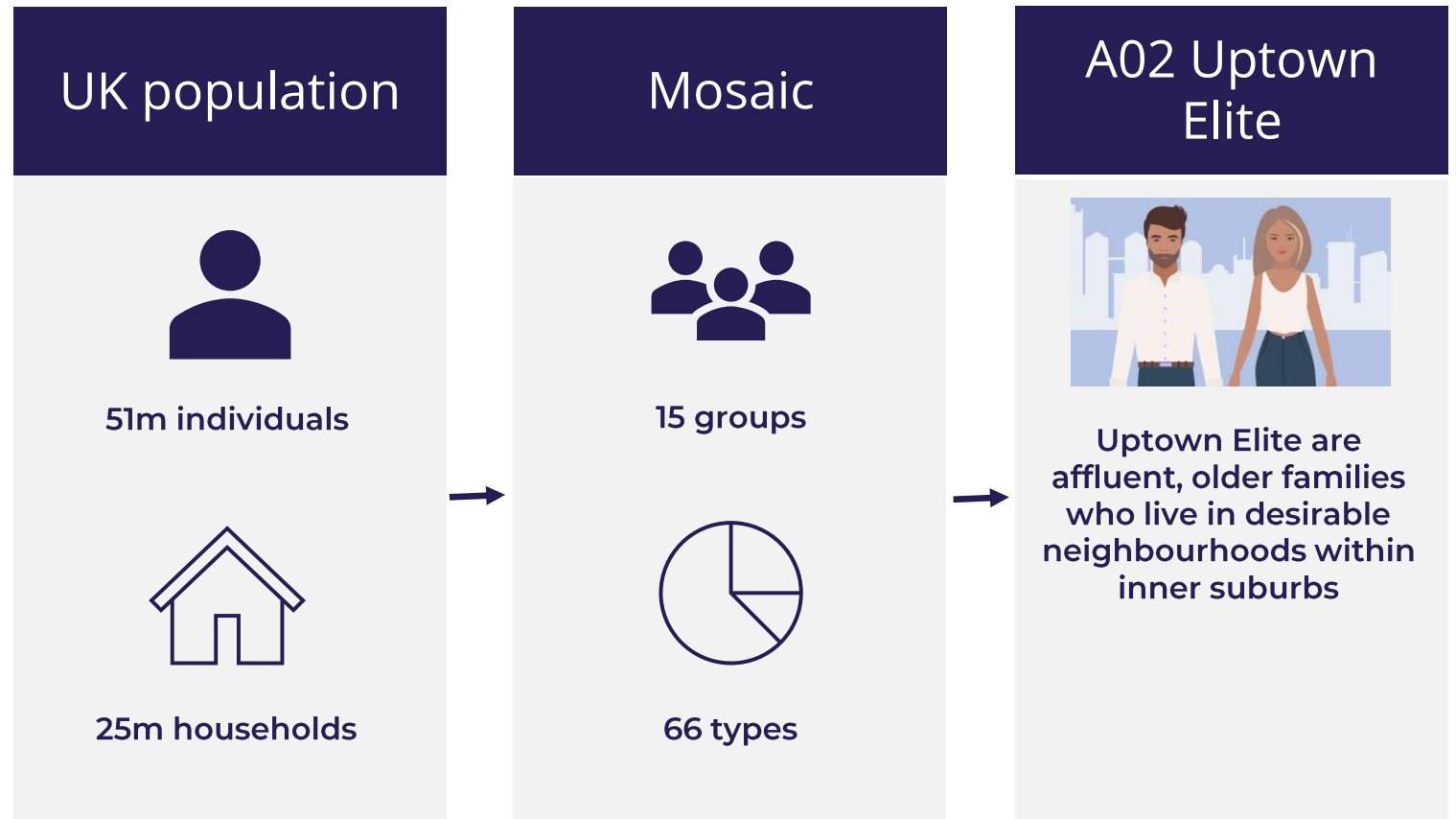
EXPERIAN'S MOSAIC SEGMENTATION

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...



Colliers LocateFootfall

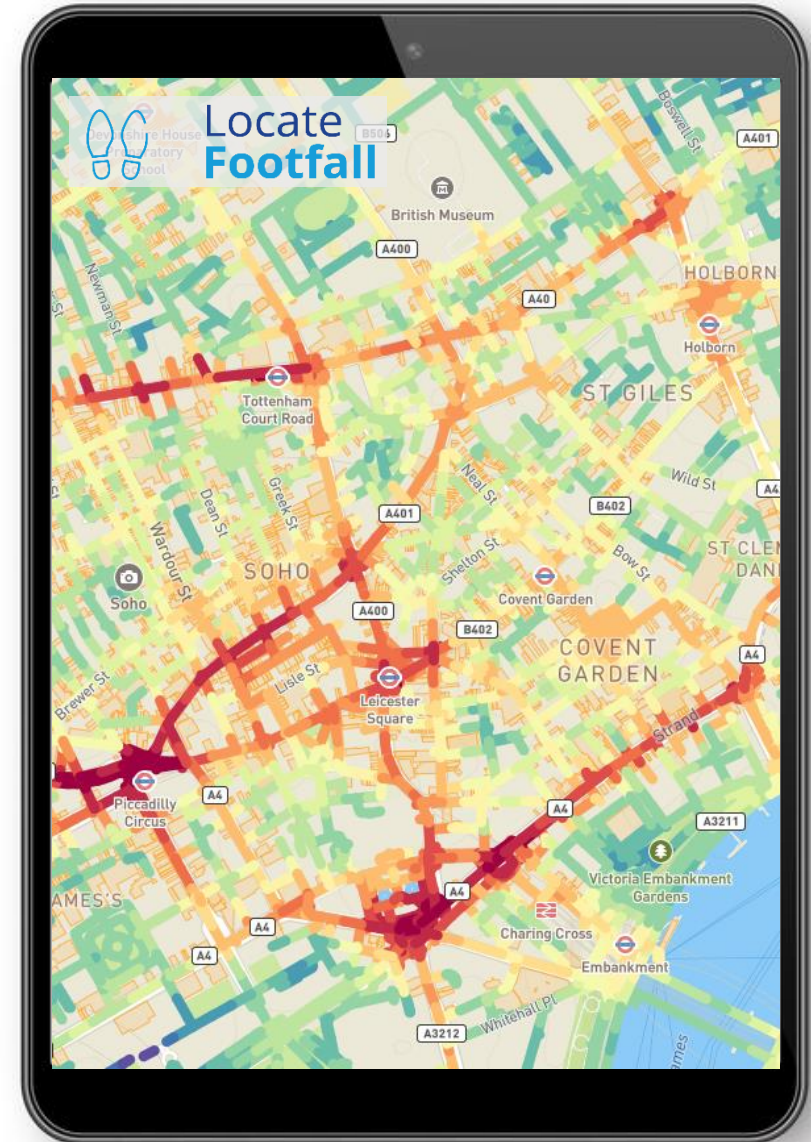
Footfall Intelligence

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

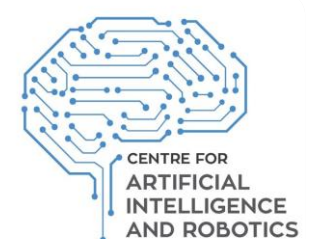
Algorithms applied so the insights represent the entire population

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.

**PAUL MATTHEWS**

Head of 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

**EMMA SHARMAN**

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

**TOM ROLLINSON**

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

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). © 2025. 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

Tom Rollinson

Consultant | Retail Strategy & Analytics

Mobile: +44 7385 111056

tom.rollinson@colliers.com