

Colliers



Victoria BID

Visitor insights: October 2023

Prepared by: Paul Matthews, Amy Gibson & Alex Fox

LONDON
HERITAGE
QUARTER
HQ

Accelerating success.



Victoria, Victoria Westminster and Whitehall BIDs

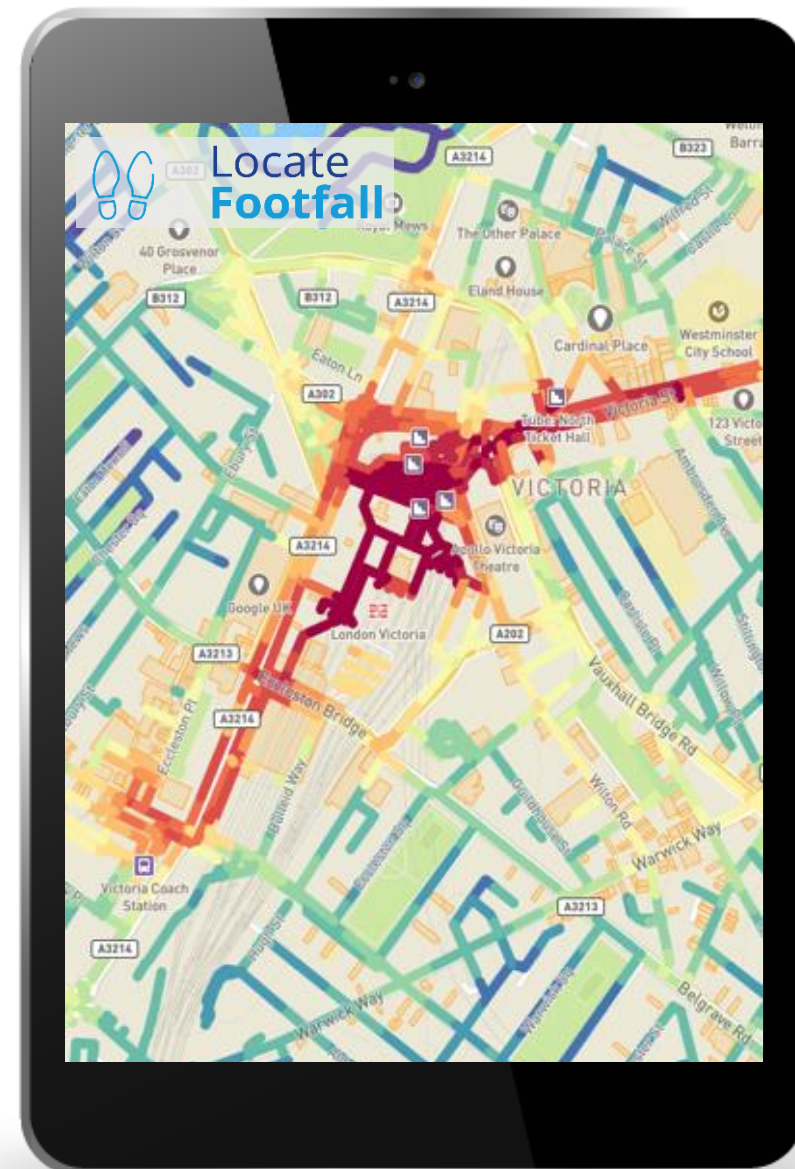
Introduction

Colliers works with the BIDs to provide ongoing visitor insights to support BID managers and members in driving activity and growth across the area.

This monthly report provides key insights from preceding month including information about:

- ✓ Visitor footfall & profile
- ✓ Visitor behaviour

Visitor insights data is sourced from Colliers' LocateFootfall platform and profiled using Experian's Mosaic segmentation. The platform is powered by extensive mobility data covering a growing sample of 15+ million smartphone users.



Visitor insights

Visits

Area	Footfall (Millions)	Month-on-Month	Year-on-Year	vs. 2019
Victoria BID	10.3	-4.5%	-6.6%	-32.4%
Benchmark: West End	16.2	-4%	-25%	-56.8%

- Visits to Victoria BID study areas down 4.5% month on month, and -6.6% versus 2022
- Visits to the West End were down 25% vs. the same month last year
- Visits to the BID area remain 32% behind 2019 levels

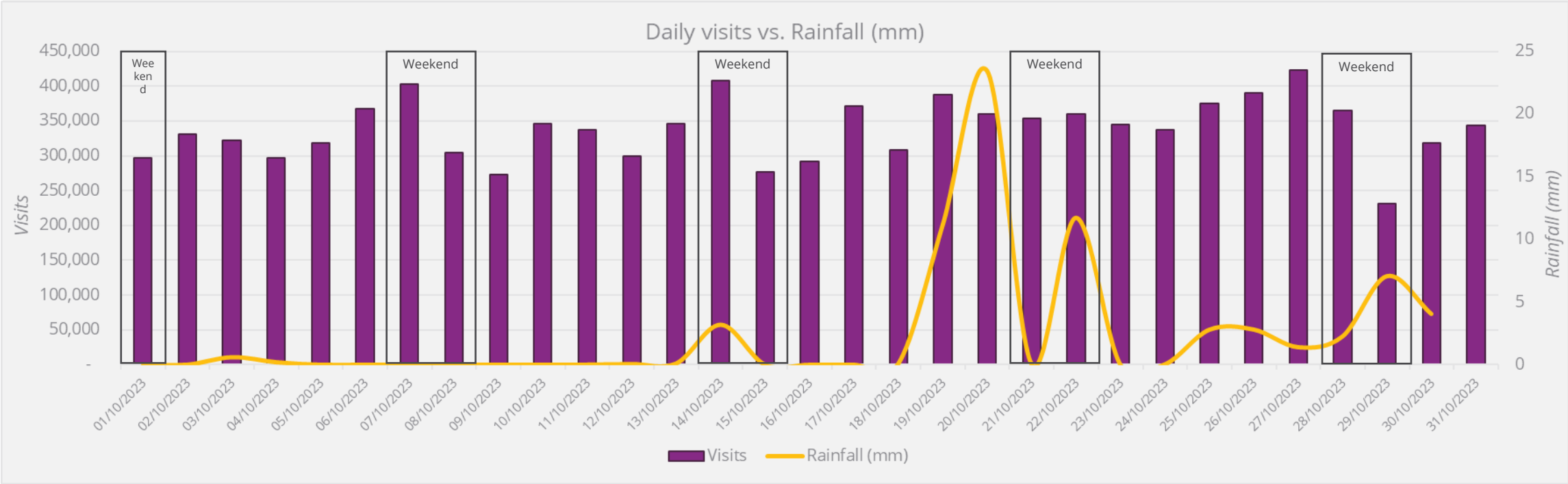
Source: LocateFootfall



- Footfall down 4.5% month-on-month



Visitor insights Weather



- 27/10 saw the highest number of visits during October, the final day of half term.

Source: LocateFootfall (Colliers), Visual Crossing Weather

Visitor insights

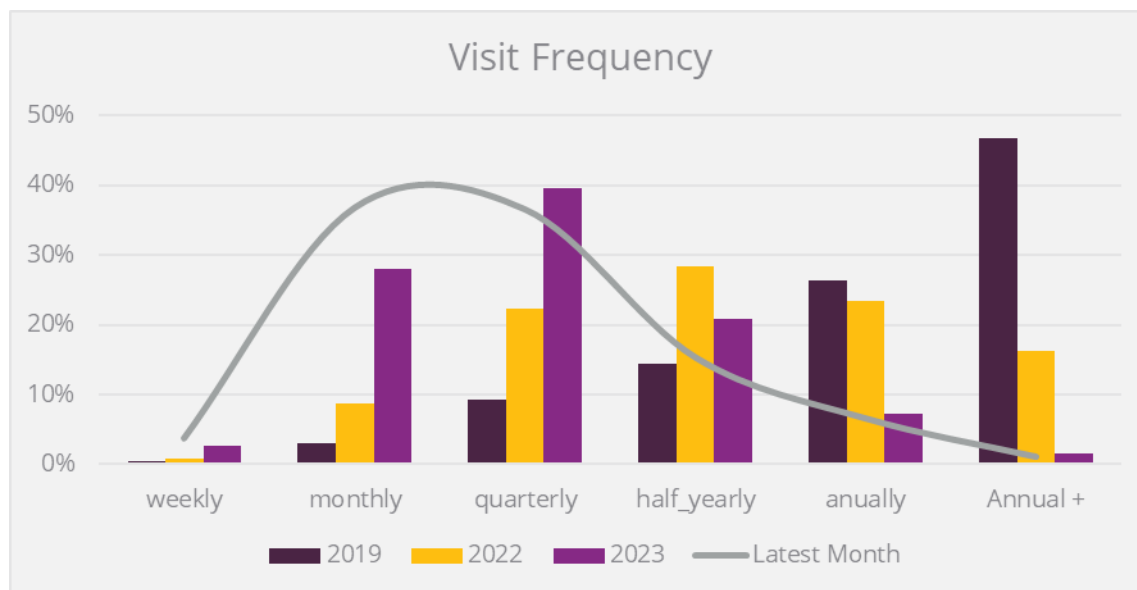
Area visits

Area	2023 October	Month-on- Month	Year-on-year	vs. 2019
Victoria BID (All)	10,284,143	-4.5%	-6.6%	-32.4%
Buckingham Palace Road	1,610,420	-3.9%	-16.2%	-32.9%
Parliament Square	2,208,974	-1.0%	9.4%	-21.5%
Terminus Place	848,808	-2.0%	-6.5%	-63.0%
Victoria Street - West	1,081,340	-5.0%	0.8%	-51.8%
St. James's Park Station	132,604	-2.3%	15.3%	-78.2%
Victoria Street - East	867,791	-2.9%	-1.0%	-21.4%
Whitehall	3,534,208	-2.3%	-9.8%	3.8%
<i>Benchmark - West End</i>	<i>16,163,729</i>	<i>-4.0%</i>	<i>-25.0%</i>	<i>-56.8%</i>

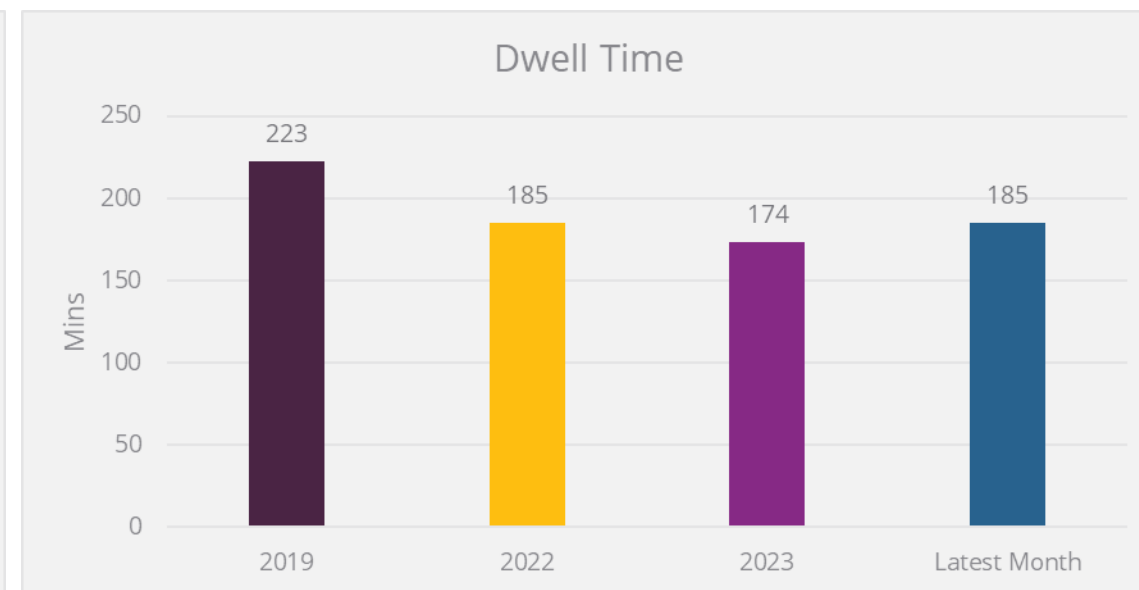
- Decline in visits against the previous month seen across all streets
- Mixed year-on-year growth across the study areas
- Visits around St James's Park and Terminus Place remain significantly behind 2019 levels whilst Whitehall continues to see visits ahead of 2019

Visitor insights

Visit frequency



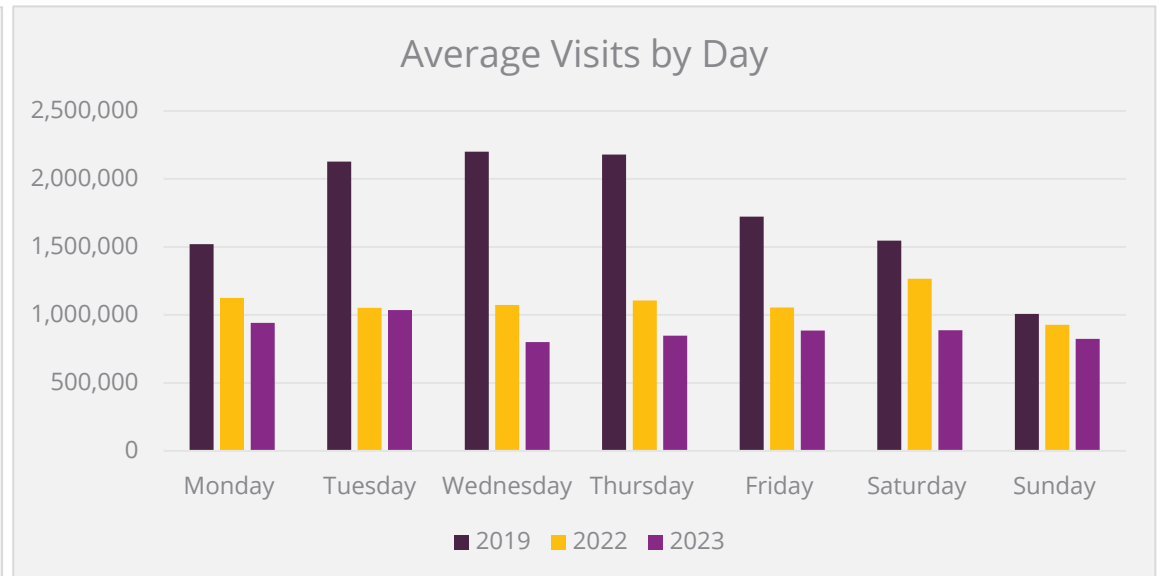
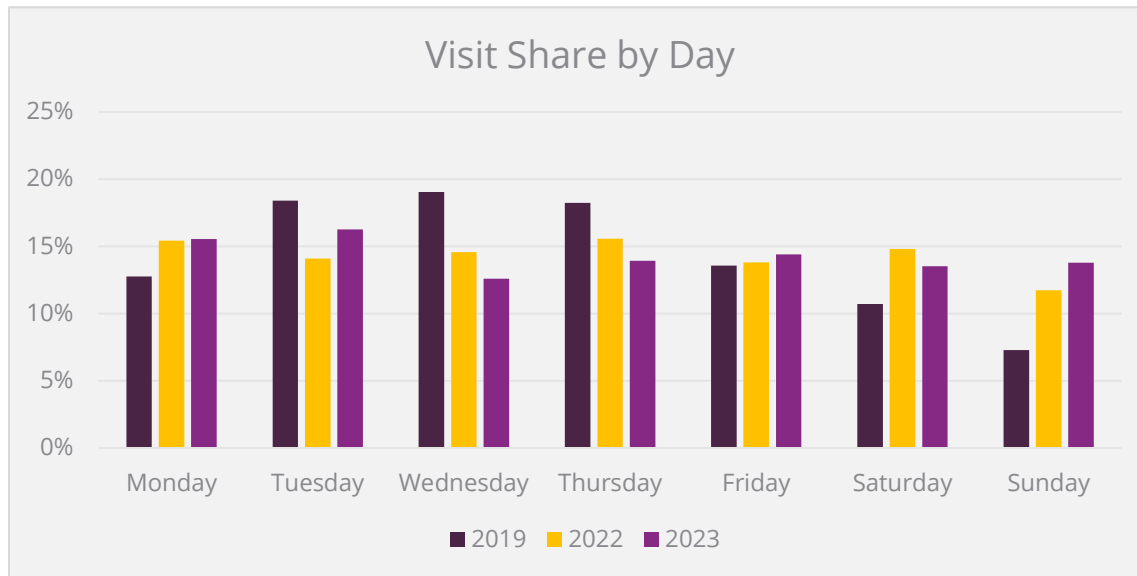
- Increase in proportion of visitors visiting monthly and quarterly



- Dwell time in October 6% ahead of the YTD average

Visitor insights

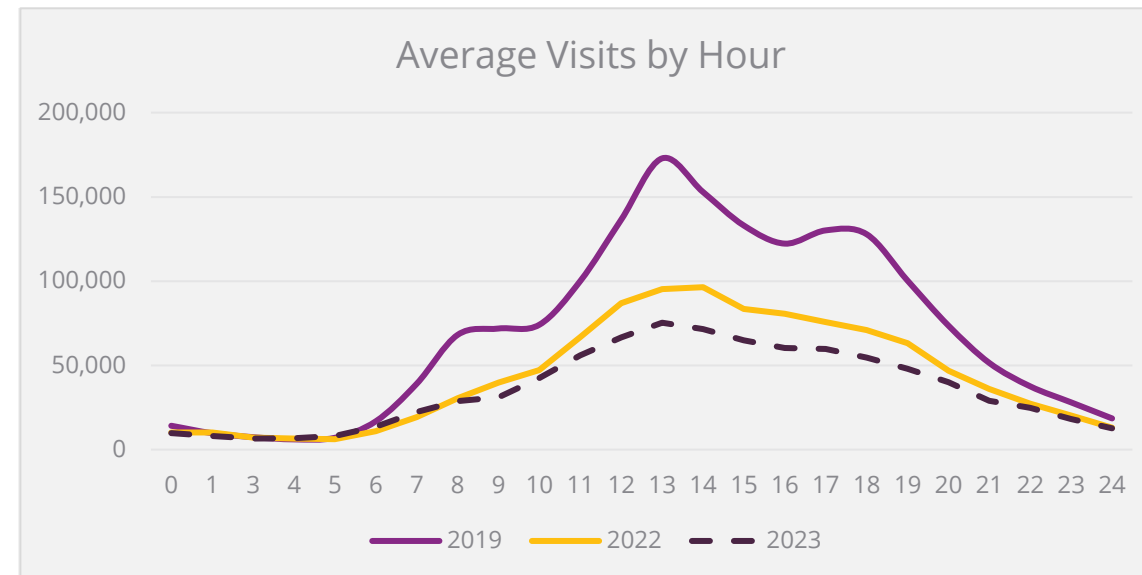
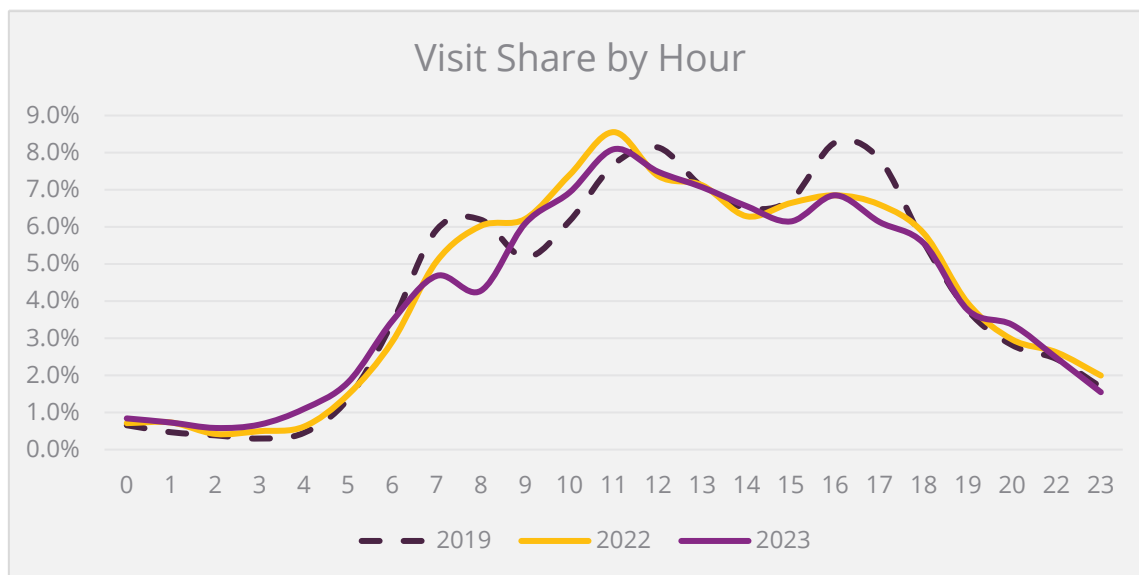
Visits by day



- Throughout the month Tuesday had the highest proportion of visitors (16%)
- The previous October had more of a bias to the second half of the week, both proportionally and in overall terms

Visitor insights

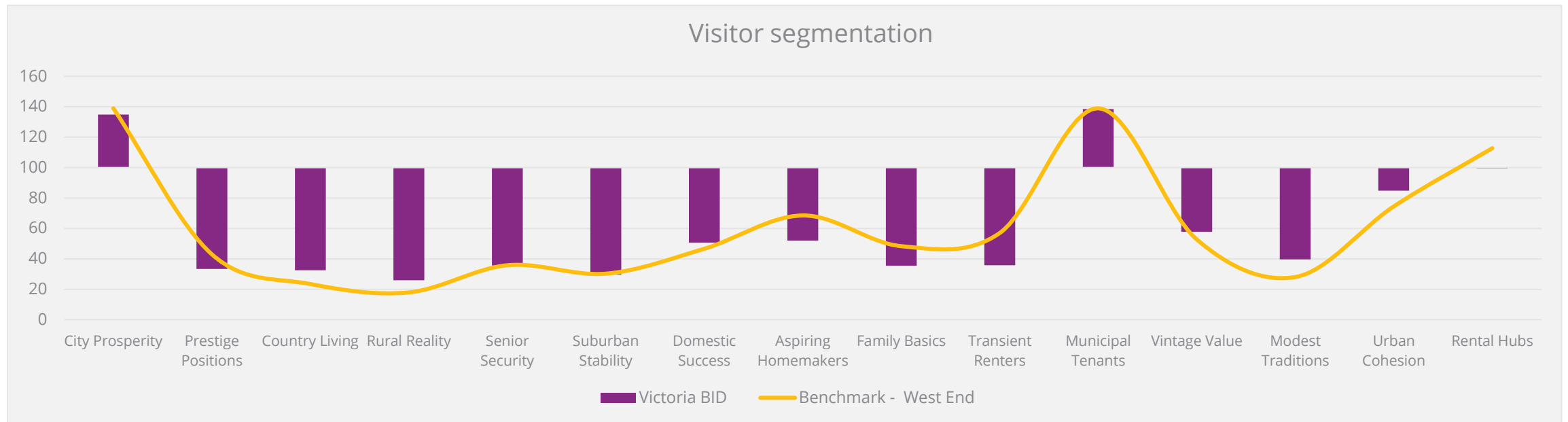
Visits by hour



- Visitor volumes typically peak in the morning, and then again around 2-4pm
- 2023 has fewer afternoon and evening visits on average than previous years

Visitor insights

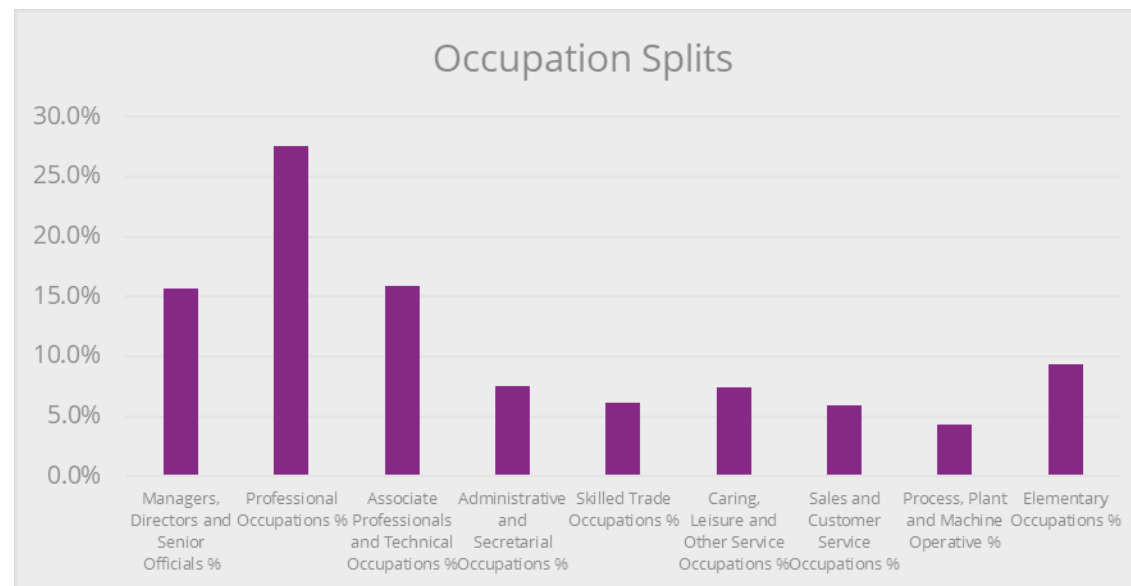
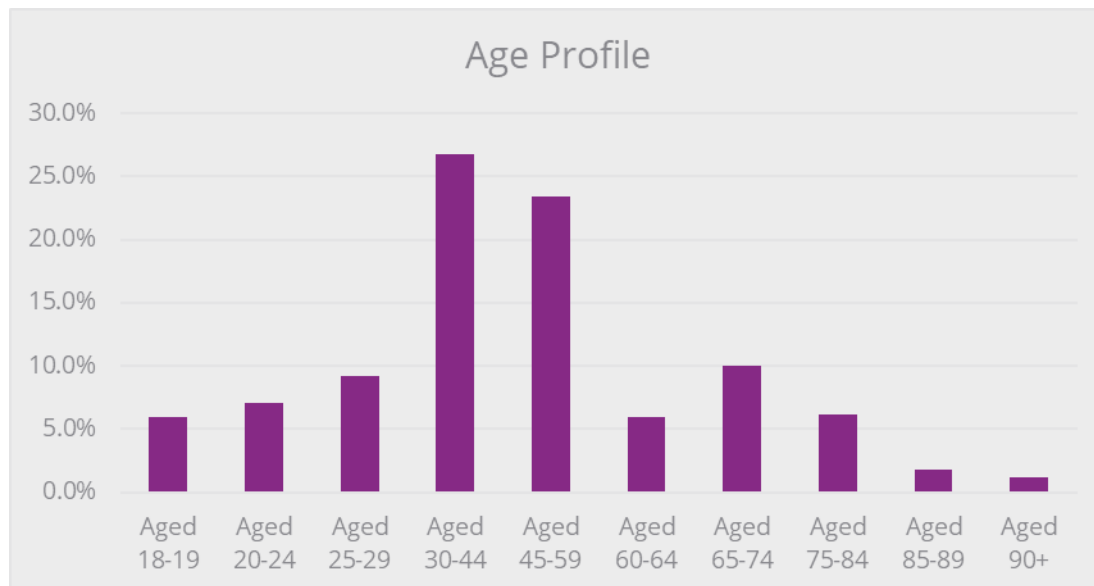
Visitor segmentation



- Visitor profile in line with the 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 £100-150k)
 - Municipal Tenants are residents who rent inexpensive city homes in central locations (Age 56-65, Income <£15k)

Visitor insights

Catchment profile



- Study areas have a bias towards younger age groups, particularly aged 30-44 years old

- Victoria BID study areas have a bias towards 'white collar', typically higher paid occupations (towards left hand side of the graph) than the UK average

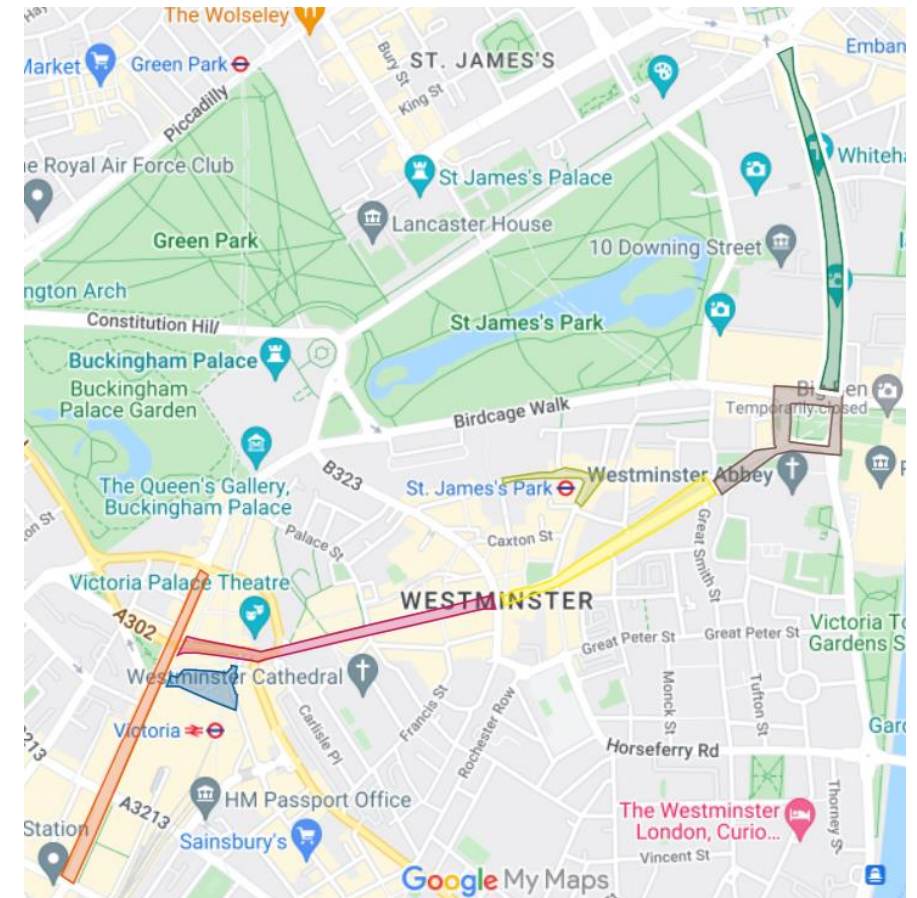


Appendix

Appendix

BID study areas

- Visitor insights have been tracked across 7 study areas within the BID area:
 1. Whitehall
 2. Buckingham Palace Road
 3. Parliament Square
 4. St James's 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
- Annual numbers throughout report reflect Jan-Dec period.

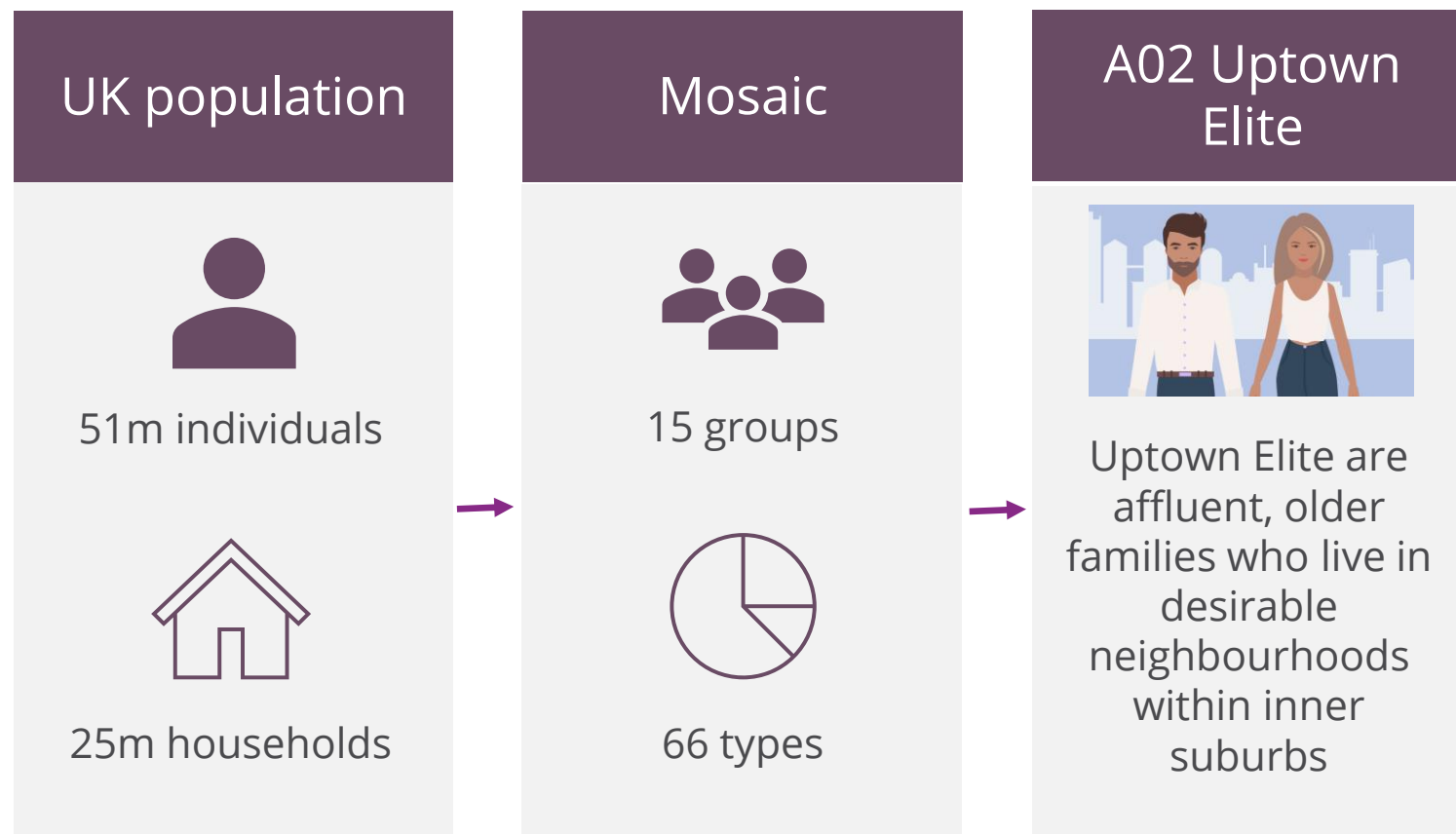


Appendix

Mosaic 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 groups

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



Data-driven, objective location strategy

We work with Occupiers and Landlords/Investors to optimize store/branch estates and real estate assets

Retail Strategy & Analytics

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

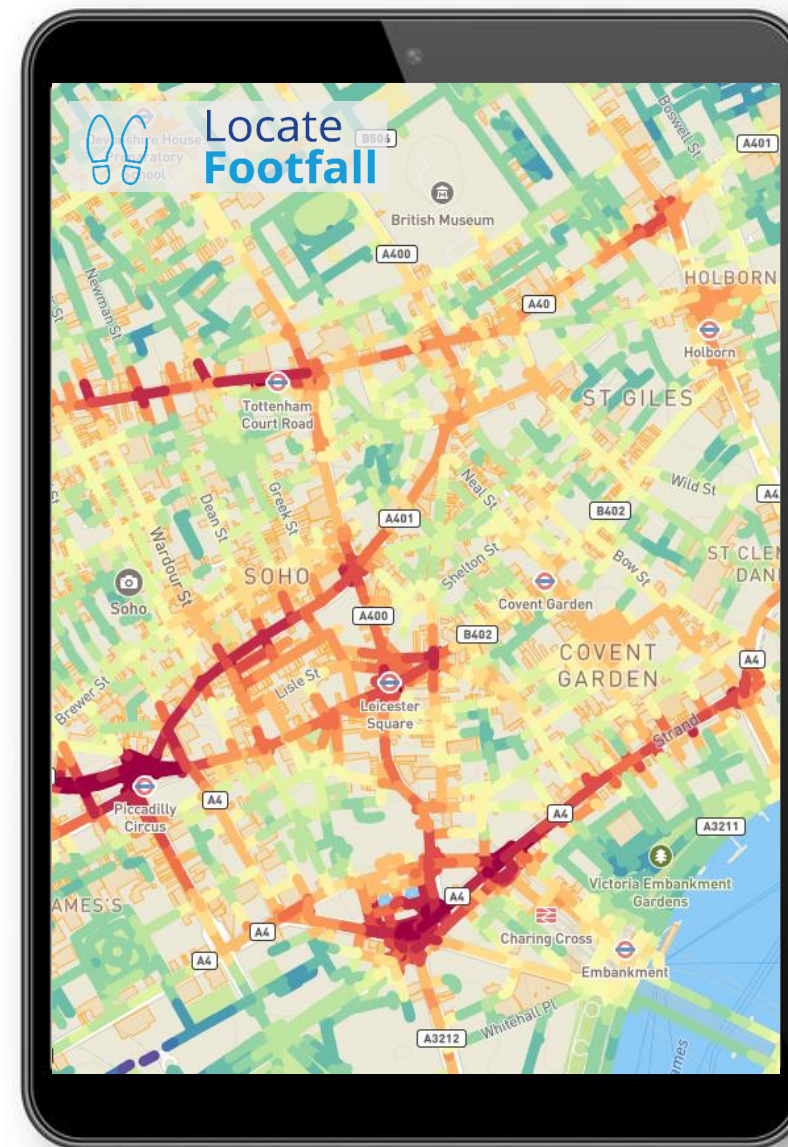
Footfall intelligence

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 15 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

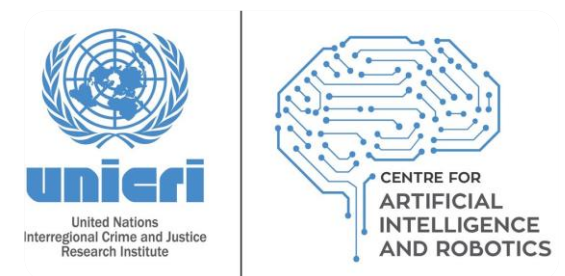
Algorithms applied so the insights represent the entire population

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

15+ years' experience across leadership

Retail Strategy & Analytics practice led by Paul Matthews and Paddy Gamble

**PAUL MATTHEWS**

Director | Co-Head, Retail Strategy & Analytics

paul.matthews@colliers.com

+44 (0) 7920 072436

London – West End

**PADDY GAMBLE**

Director | Co-Head, Retail Strategy & Analytics

paddy.gamble@colliers.com

+44 (0) 7966 323271

London – West End

- 13+ years' experience in location analytics and retail strategy
 - Previously Global 'Shape of Chain' Location Analytics Lead at Javelin Group/Accenture
 - Worked with 80+ occupiers across UK, EMEA, US and Asia providing objective, analytics driven store/branch estate optimisation strategy and insights
- 15+ years' experience in spatial & data analytics and retail strategy
 - Led multiple global retail real estate engagements relating to development evaluations, acquisition appraisals and strategic advice on existing assets
 - Developed advanced analytical techniques and data insights to provide analytics-driven strategy for asset management and real estate development

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Contacts

Paul Matthews

Director | Head of Retail Strategy & Analytics

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

paul.matthews@colliers.com

Emma Sharman

Senior Consultant | Retail Strategy & Analytics

Direct +44 207 344 6781 | Mobile +44 7873 626188

emma.sharman@colliers.com

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