Curzon Street Terminal

Opportunities to develop and promote the surrounding area

The Curzon Street Terminal

What opportunities does the new HS2 terminal present to invest in the surrounding areas to help realise the HS2 business case?
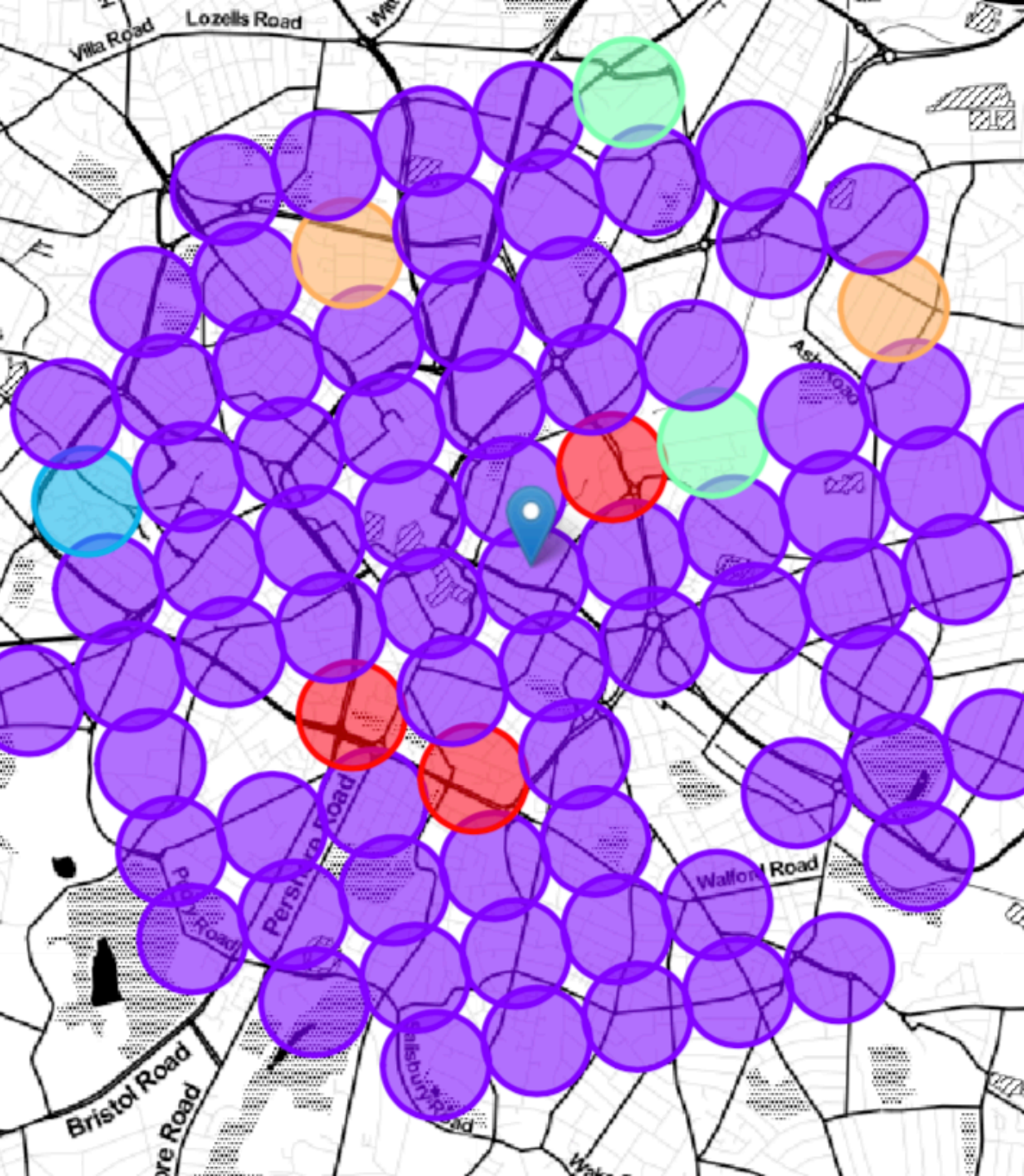
Current Density

Opportunities to the North, South and East

City center to West already well served

Some zones have no venues, why?

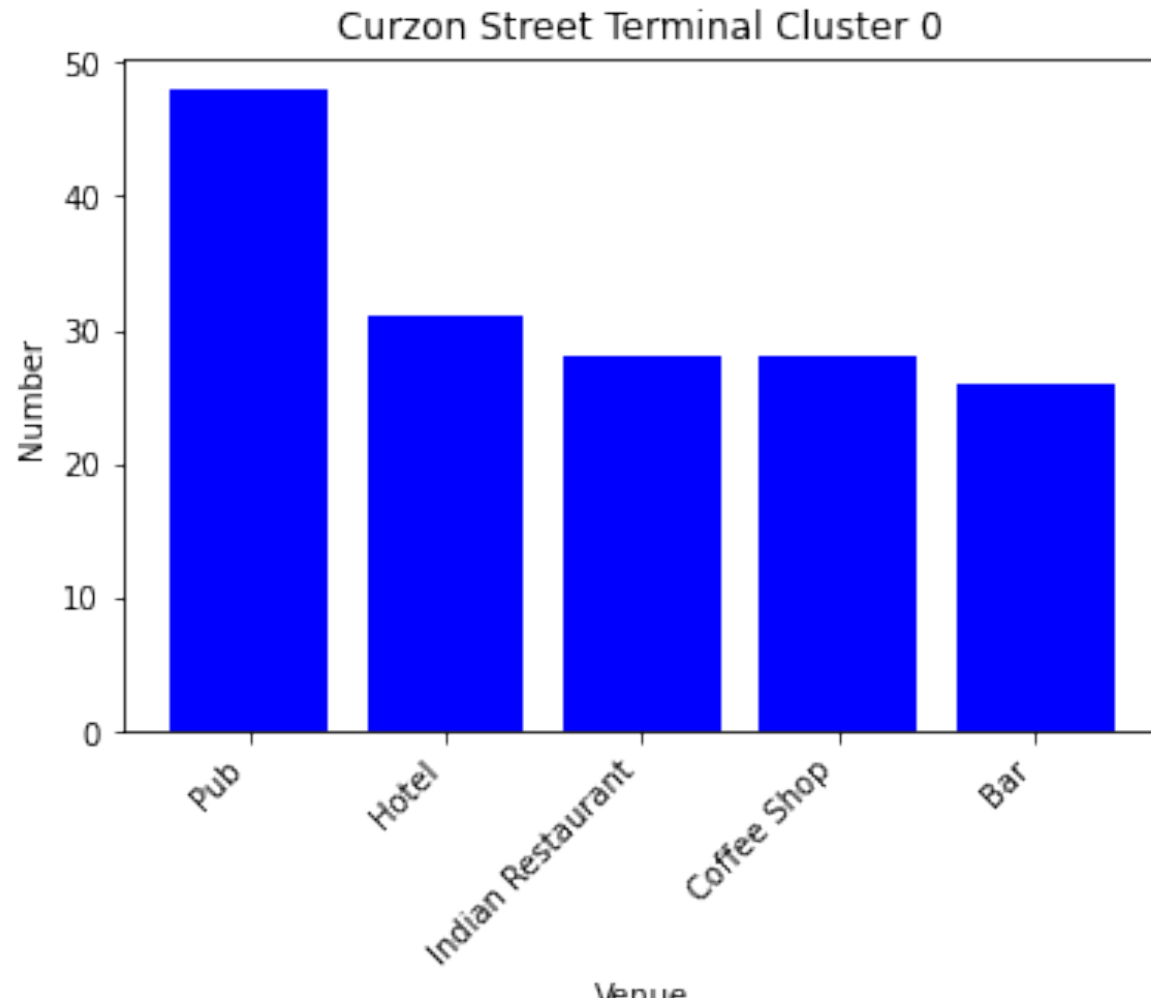| Number of Venues	Zone Colour
None	Zone not shown on map
Red	Less than 5
Orange	Less than 20
Green	Over 20

Clusters

Blue cluster well served by venues

Orange, Yellow clusters underserved by venues

Red cluster venues focused on local community

Cyan cluster, historic site

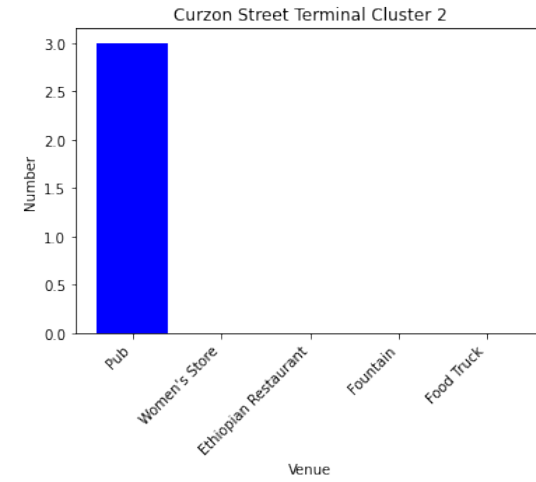Blanks have no venues

Blue Cluster

Focus of hospitality

Venues supportive of terminal
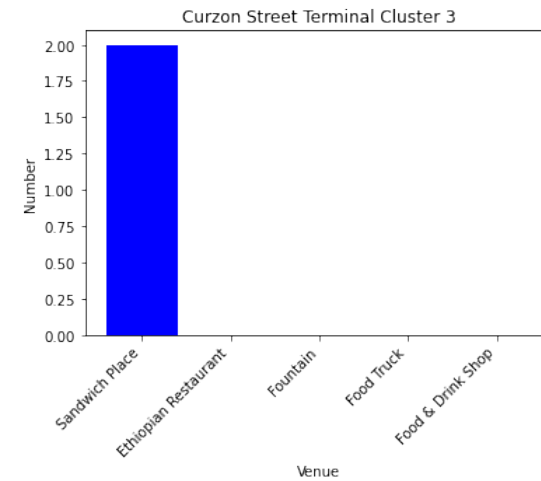
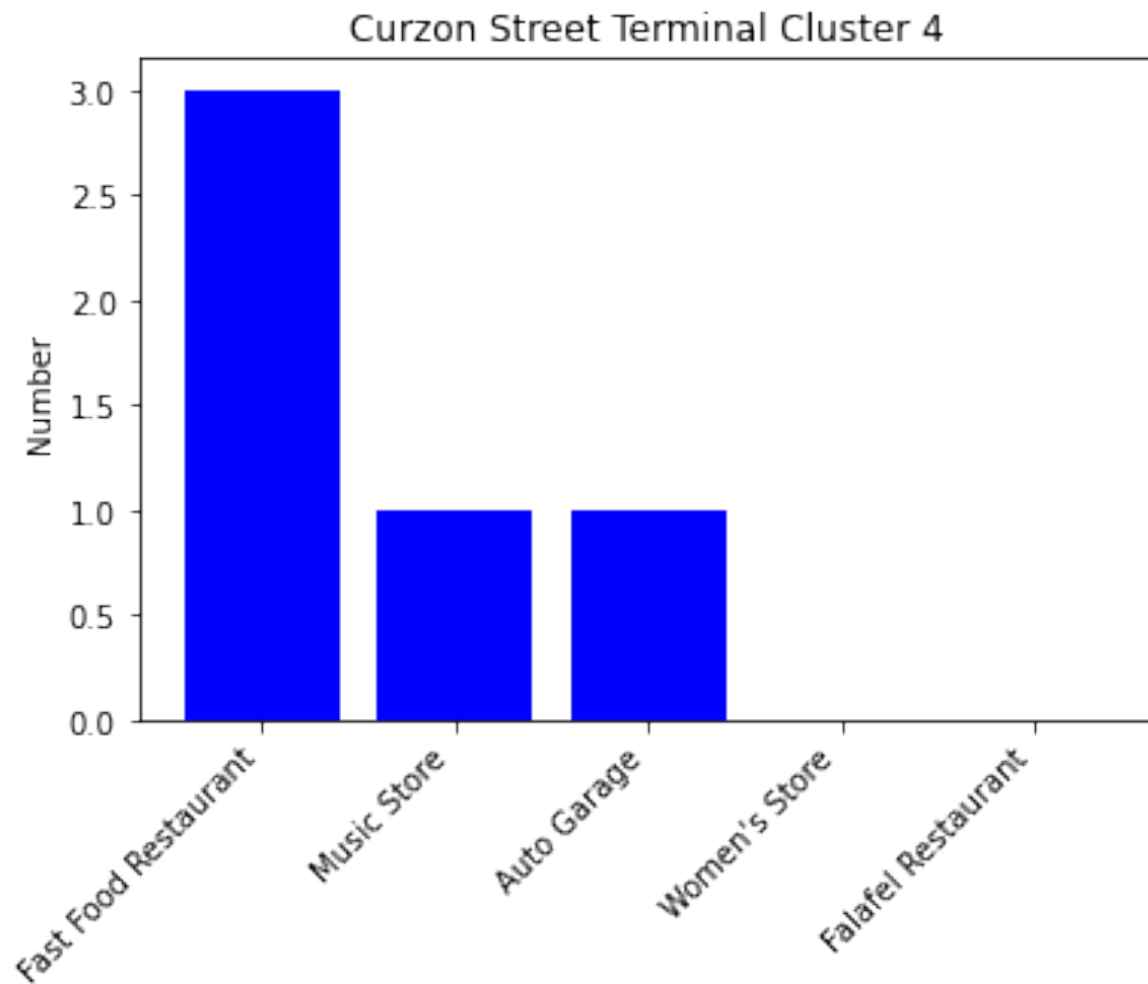# Yellow & Orange Clusters

Venues limited

Opportunities to invest in line with Blue cluster

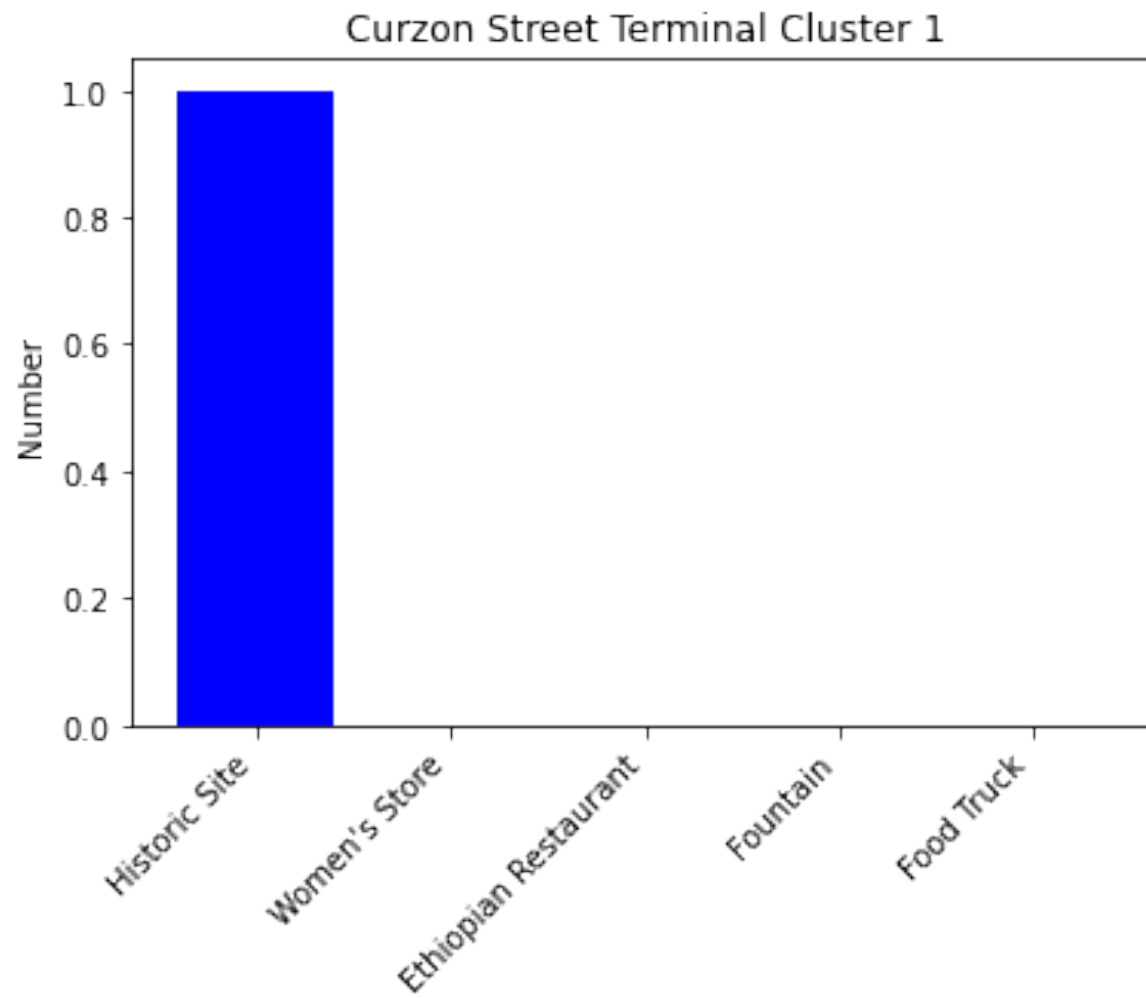## Yellow Cluster

Orange Cluster

Red Cluster

Focus on local community

Opportunities to invest?

One zone adjacent to terminal

Curzon Street Terminal Cluster 1

Cyan Cluster

Potential to promote tourism?

Conclusions

- The City Centre to the West of is well served with venues.

- The areas to the North, East and South have investment potential

- Some zones have no venues. The reason for this should be investigated.

- Zones in the Blue cluster already seem to well placed to serve the terminal

- The potential of the Yellow, Orange and Red clusters should be investigated.

- Investigate the possibility of promoting local historic sites

Methodology

- The are within 3km of the Curzon Street terminal was zoned
- The zones were circular and set out in a hexagonal pattern
- Each zone was 600m in diameter
- FourSquare data was retrieved for each zone
- The density of venues in each zone was investigated
- An elbow test was used to determine the optimum number of clusters (5)
- The zones were clustered
- The resulting outcomes were analysed