

City Metrics monthly report

Coventry city centre

24 October 2024



About the City Metrics report

Welcome to the revised Coventry City Metrics report. This report contains:

- monthly Coventry city centre footfall data
 - Footfall headlines – September 2024
 - 2024 monthly footfall vs 2023
 - Monthly footfall from January 2019
 - Hotspots by city centre localities

Data provided via the Signals platform by Huq industries

- data for other topics may be added in future



Footfall headlines – September 2024

Measure - footfall total for September 2024

Coventry city centre

Leicester city centre

Month-on-month

(% change compared to previous month)

- 7.2%



+ 2.3%

Year-on-year

(% change compared to same month last year)

- 23.6%



- 5.2%

Year-to-date

(% change - total 2024 footfall up to end of this month compared to same period last year)

- 6.0%



+ 12.1%

Compared to pre-pandemic

(% change compared to same month in 2019)

- 34.1%



- 13.6%



Footfall headlines – September 2024

- Coventry city centre footfall during September 2024 was 7.2% lower than it was in the previous month (August 2024).
- Coventry city centre footfall during September 2024 was down ‘year on year’, it was 23.6% lower than it was in September 2023.
- We also have data for one other city centre: Leicester, the footfall is also down in this city ‘year on year’ but by less, it was only 5.2% lower; the change in Coventry city centre has been worse compared to Leicester.



Monthly Coventry city centre footfall to September 2024

Monthly Footfall - Current Year

- The charts show Coventry city centre's monthly footfall. The bar chart shows this year's and the line chart includes last year's too.
- To see comparisons to previous months and years, select the month you want from menu to the right.
- Data for the most recent months are provisional and may be subject to change. Footfall does not equate to visitors, it is not a count of unique individuals.
- The data is provided to Coventry City Council by Huq industries via 'Signals'. The footfall figures are modelled based on mobile phone app usage data.

Month

Last 5 Calendar Months

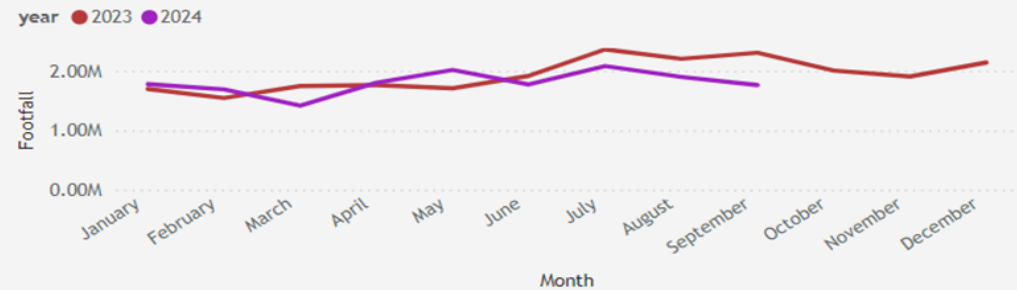
Year	Month	Coventry city centre
2024	May	2,015,571
2024	June	1,772,105
2024	July	2,079,463
2024	August	1,896,634
2024	September	1,760,117

Selected Month Footfall: **1,760,117**
 September 2024

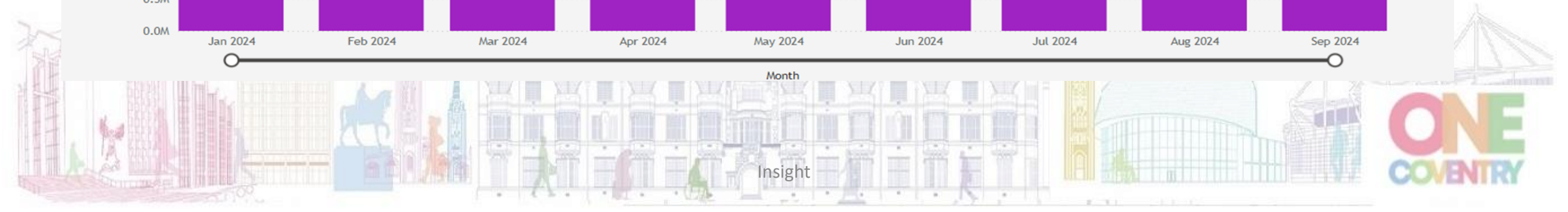
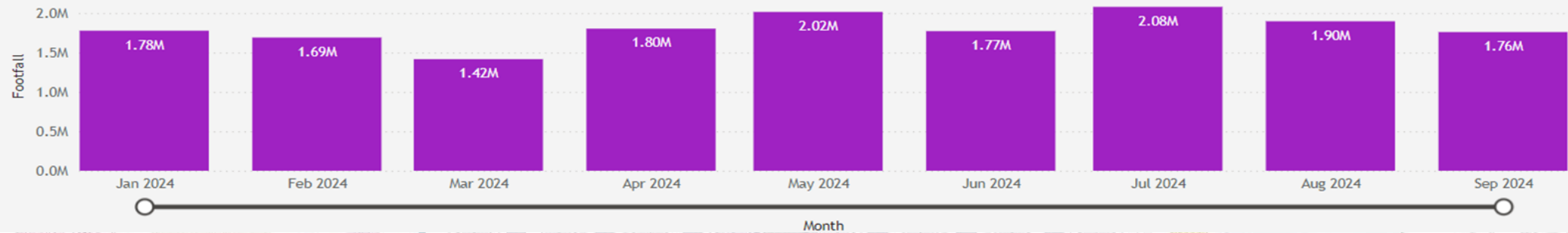
Previous Month Footfall: **1,896,634** Percentage change **-7.2%**
 August 2024

Previous Year Footfall: **2,303,053** Percentage change **-23.6%**
 September 2023

Footfall comparison with previous year by calendar month



Coventry city centre monthly footfall



Monthly Coventry city centre footfall from January 2019 INSIGHT

Monthly Footfall - Since January 2019

- The charts show Coventry city centre's monthly footfall since January 2019. You can change the year they show by using the second dropdown below.
- To see comparisons to the previous week and years, please use dropdown 1 below to select the year and month you're interested in.
- The data is provided to Coventry City Council by Huq industries via 'Signals'. The footfall figures are modelled based on mobile phone app usage data.

1. Select the month and year to compare from:

September 2024

2. Use this dropdown to filter by year(s) for the two charts:

All

Selected Month: 1,760,117

September 2024

Previous Month: 1,896,634

August 2024

Percentage change
-7.2%

Previous Year: 2,303,053

September 2023

Percentage change
-23.6%

Two Years Ago: 1,672,286

September 2022

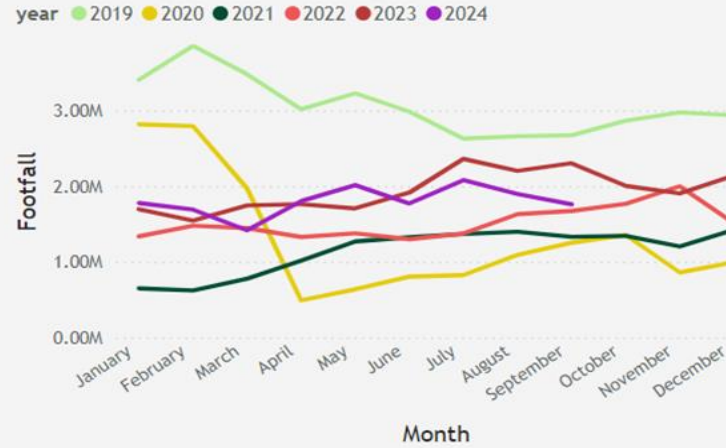
Percentage change
5.3%

2019: 2,672,068

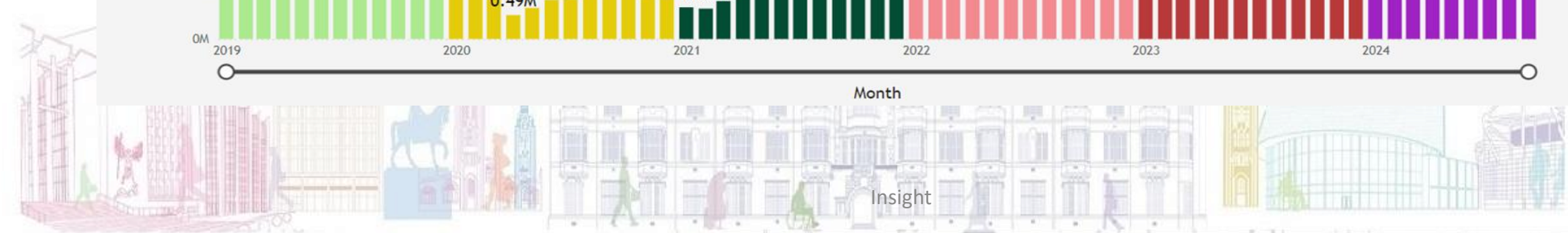
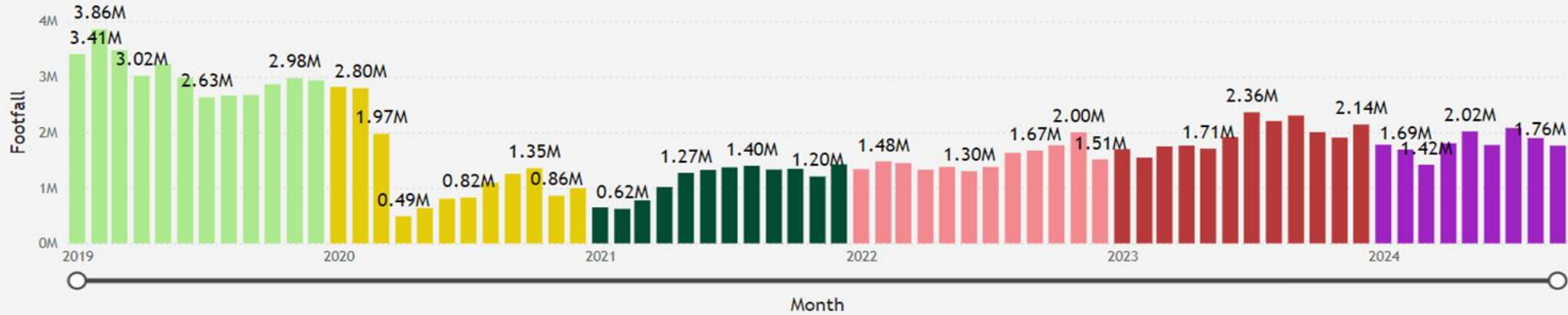
September 2019

Percentage change
-34.1%

Footfall comparison with previous years by month



Coventry city centre monthly footfall



Monthly Coventry city centre footfall January 2019 to September 2024

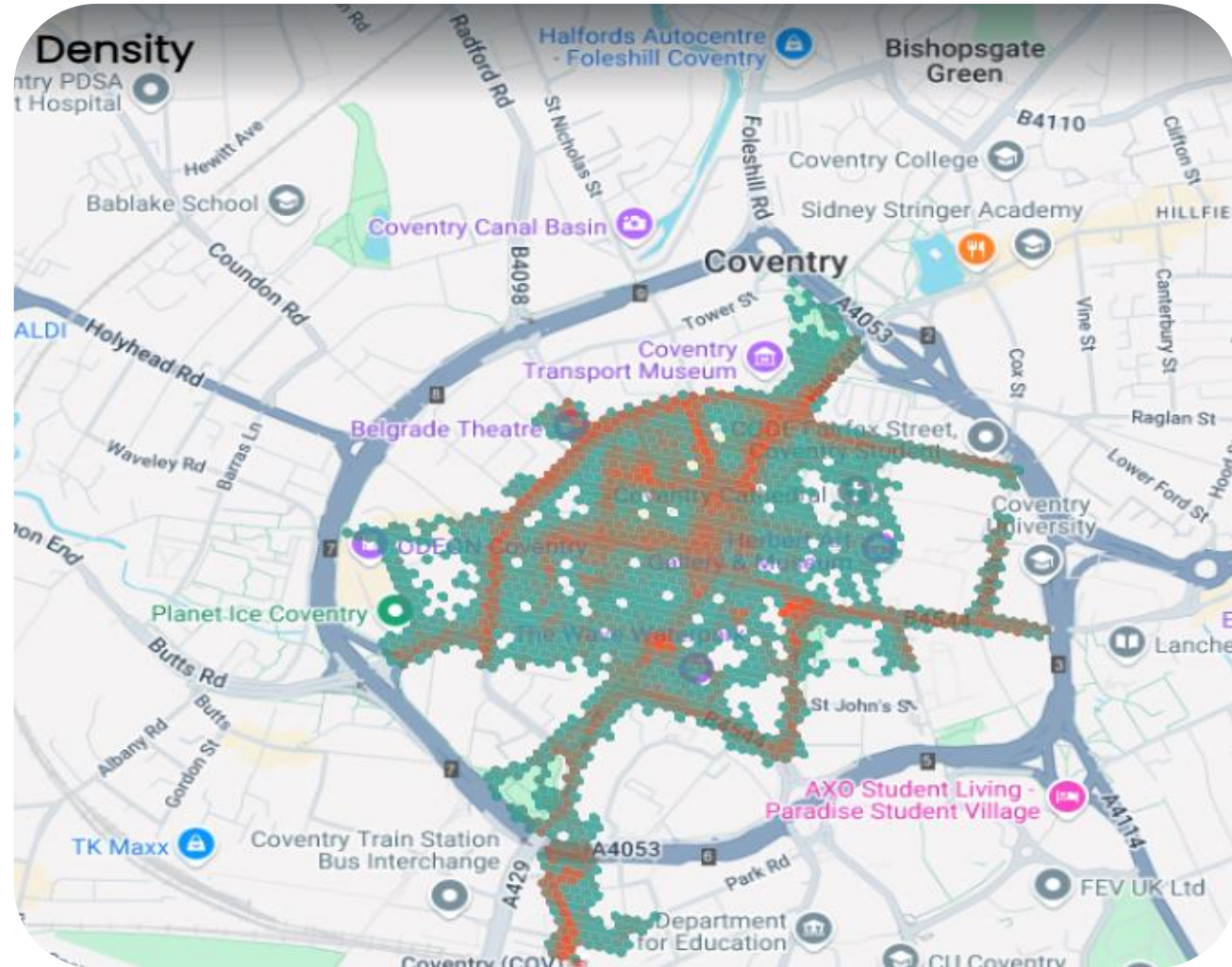
- Total footfall for the partial year-to-date (Jan- Sept 2024) is 6.0% lower than last year (Jan- Sept 2023).
- Footfall has generally been lower than it was in summer 2023, particularly in September, 23.6% lower than footfall in September 2023.
- Coventry city centre footfall remains significantly below pre pandemic levels, 34.1% lower than footfall in September 2019.



'Density' October 2023 – September 2024

Hotspots/
busyness by city
centre locality

Brightest orange
areas were the
busiest, light green
areas less busy



Source: [Density | Huq Signals](#)



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The latest data can be seen on dashboards at Facts about Coventry – direct link:
<https://www.coventry.gov.uk/facts-coventry/economy-business/4>

Direct link to Coventry city centre footfall data platform Signals: <https://signals.huq.io/>
Coventry City Council employees can use Signals, contact Insight for access.

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