

# City Metrics monthly report

Coventry city centre

08 November 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 – October 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 – October 2024

## Measure - footfall total for October 2024

### Month-on-month

(% change compared to previous month)

## Coventry city centre

+ 26.5%

## Leicester city centre

+ 22.4%

### Year-on-year

(% change compared to same month last year)

+ 11.1%

+ 20.0%

### Year-to-date

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

-4.2%

+ 13.1%

### Compared to pre-pandemic

(% change compared to same month in 2019)

- 22.3%

- 5.3%



# Footfall headlines – October 2024

- After a reducing trend up to September, Coventry city centre footfall bounced in October 2024, with a significant month-on month increase, 26.5% higher than in September 2024
- While footfall was notably lower this summer and September than it was at the same time last year, October 2024 is actually better, 11.1% above the level in October 2023
- For comparison we also have data for one other city centre: Leicester, footfall there is in a better position, up ‘year-on-year’ by more, 20.0% higher
- Footfall remains notably lower than pre-pandemic levels. October 2024 footfall was 22.3% lower than it was in October 2019. Leicester is down by much less, 5.3%



# Monthly Coventry city centre footfall to October 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 the 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

October 2024

### Last 5 Calendar Months

Year	Month	Coventry city centre
2024	June	1,772,105
2024	July	2,079,463
2024	August	1,896,634
2024	September	1,760,117
2024	October	2,226,143

Selected Month Footfall: 2,226,143

October 2024

Previous Month Footfall: 1,760,117

September 2024

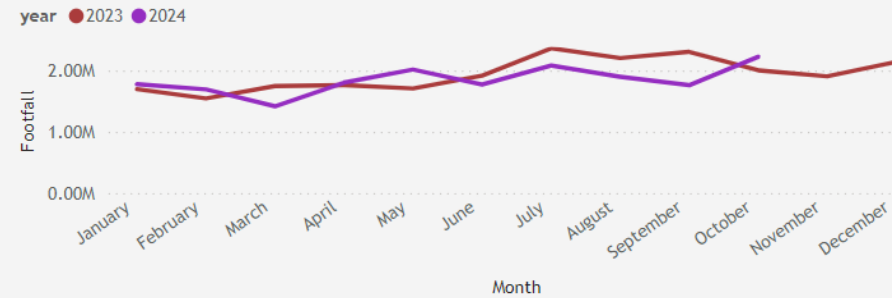
Percentage change  
**26.5%**

Previous Year Footfall: 2,003,795

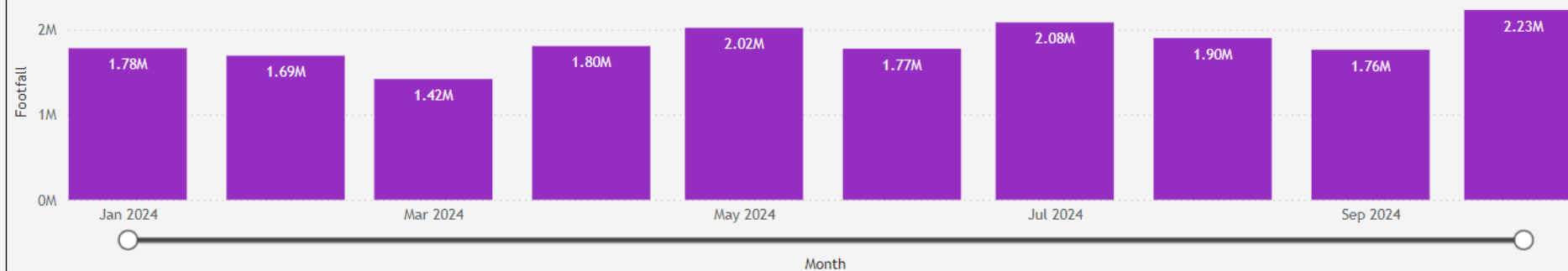
October 2023

Percentage change  
**11.1%**

## Footfall comparison with previous year by calendar month



## Coventry city centre monthly footfall



Month

Insight



# Monthly Coventry city centre footfall from January 2019

## 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:

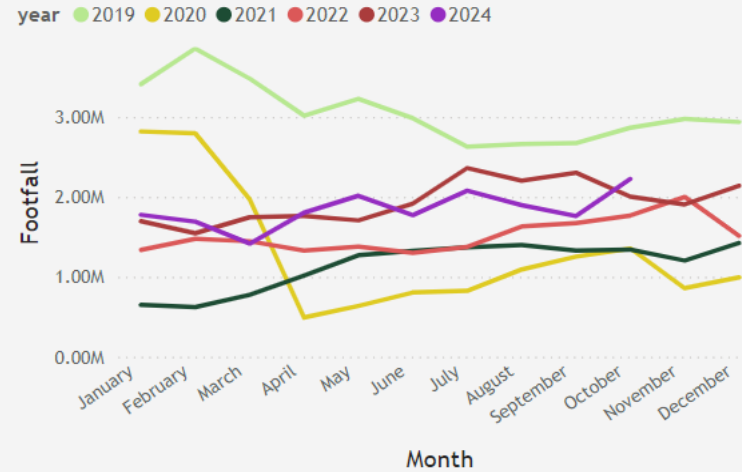
October 2024

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

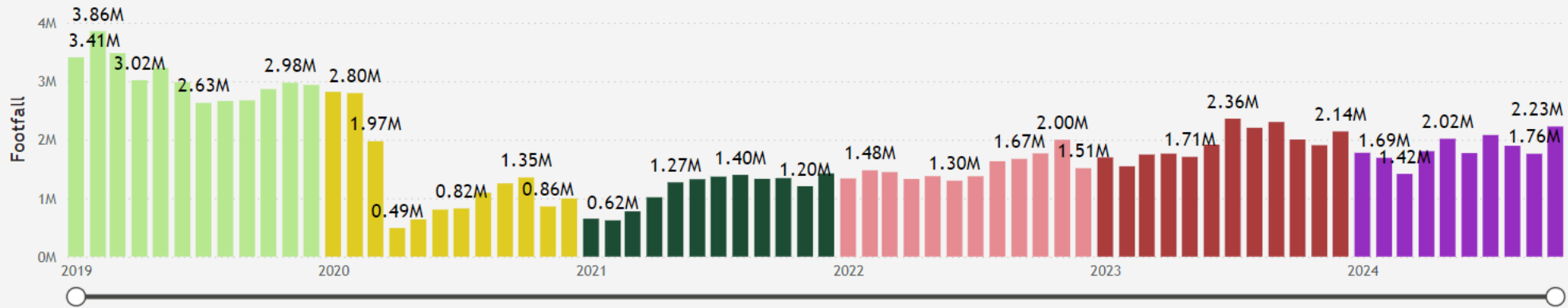
All

Selected Month:	2,226,143
October 2024	
Previous Month:	1,760,117
September 2024	Percentage change 26.5%
Previous Year:	2,003,795
October 2023	Percentage change 11.1%
Two Years Ago:	1,766,501
October 2022	Percentage change 26%
2019:	2,865,320
October 2019	Percentage change -22.3%

## Footfall comparison with previous years by month



## Coventry city centre monthly footfall



# Monthly Coventry city centre footfall January 2019 to October 2024

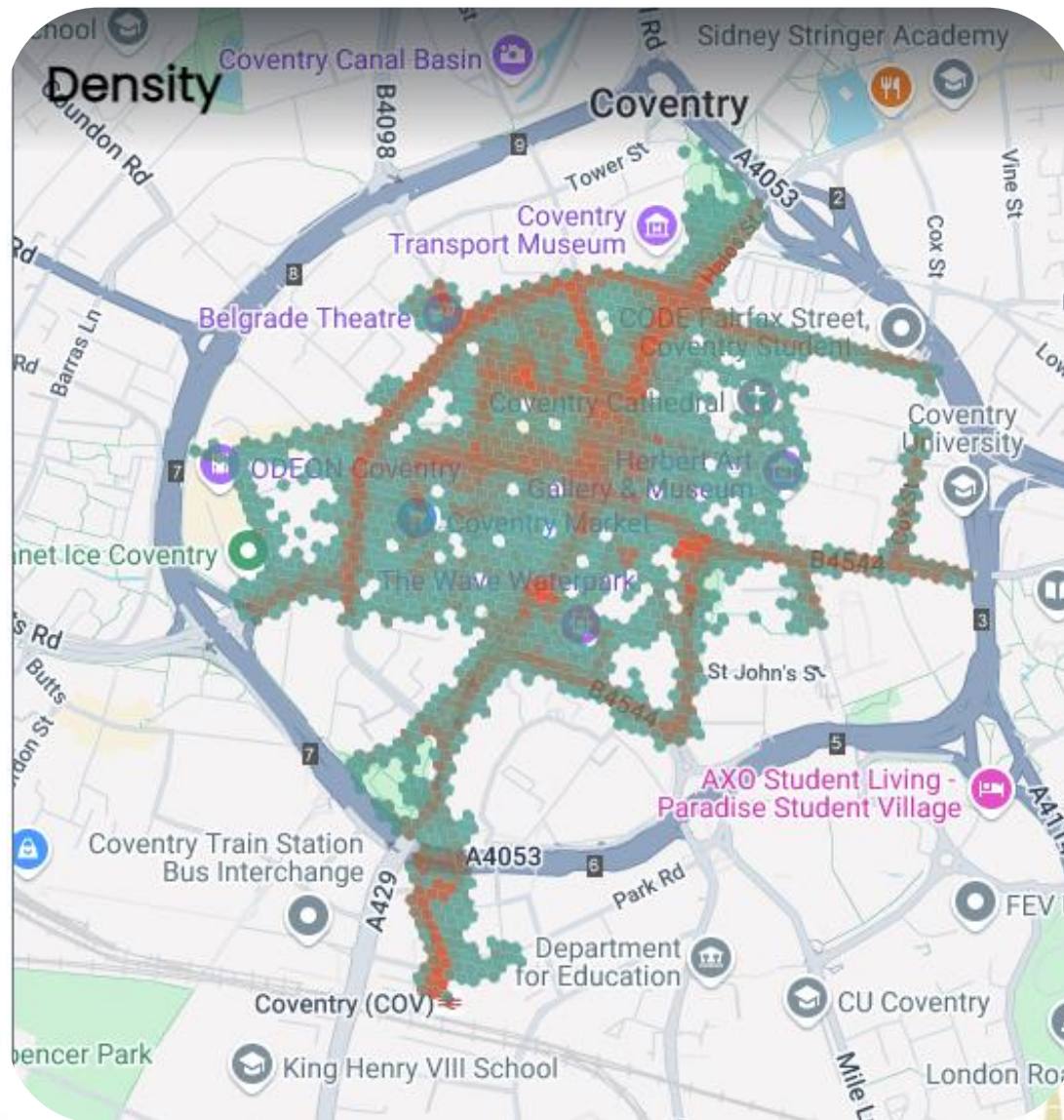
- Coventry city centre footfall was on an increasing trend in early 2023, up to the summer, July 2023
- This continued the general overall trend of recovery, since COVID-19 lockdowns, with some fluctuations
- Footfall then fell as a trend between July 2023 and March 2024 and has fluctuated since
- Total footfall for the partial year-to-date (Jan-Oct 2024) is 4.2% lower than last year (Jan-Oct 2023)
- Footfall remains below pre-pandemic levels



# 'Density' November 2023 - October 2024

Hotspots/  
busyness by city  
centre locality

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



Source: [Density | Huq Signals](#)





# City Metrics monthly report

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.

[www.coventry.gov.uk/factsaboutcoventry/](https://www.coventry.gov.uk/factsaboutcoventry/)  
[insight@coventry.gov.uk](mailto:insight@coventry.gov.uk)

