

City Metrics monthly report

Coventry city centre

6 December 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 – November 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 – November 2024

Measure - footfall total for November 2024

Month-on-month

(% change compared to previous month)

Coventry city centre

+ 4.2%



Leicester city centre

- 8.3%

Year-on-year

(% change compared to same month last year)

+ 21.7%



+ 22.2%

Year-to-date

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

- 1.9%



+ 14.0%

Compared to pre-pandemic

(% change compared to same month in 2019)

- 22.1%

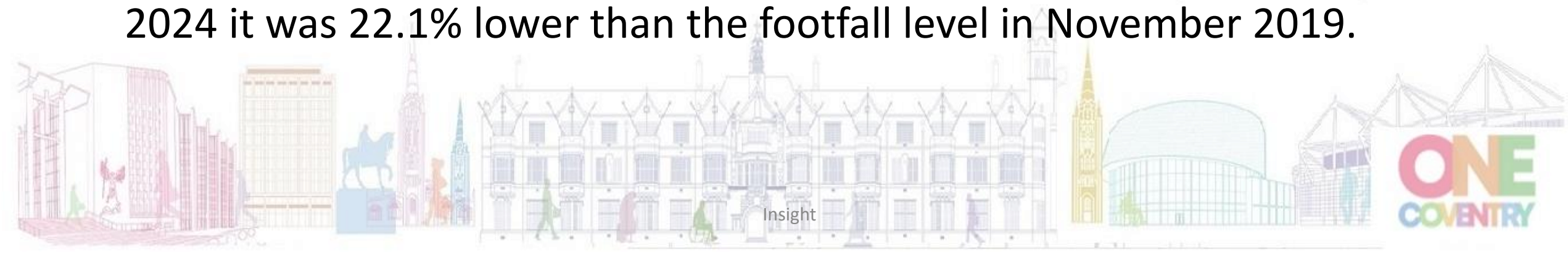


- 13.3%



Footfall headlines – November 2024

- Coventry city centre footfall has increased in November 2024; it was 4.2% higher than it was in the previous month (October 2024).
- Coventry city centre footfall during November 2024 was significantly higher ‘year on year’, it was 21.7% higher than the footfall level in November 2023.
- We also have data for one other city centre: Leicester; footfall is also up ‘year on year’ here, to a similar degree, 22.2% higher.
- Footfall remains notably lower than pre pandemic levels. In November 2024 it was 22.1% lower than the footfall level in November 2019.



Monthly Coventry city centre footfall to November 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

November 2024

Last 5 Calendar Months

Year	Month	Coventry city centre
2024	July	2,079,463
2024	August	1,896,634
2024	September	1,760,117
2024	October	2,226,143
2024	November	2,318,553

Selected Month Footfall: 2,318,553

November 2024

Previous Month Footfall: 2,226,143

October 2024

Percentage change

4.2%

Previous Year Footfall: 1,905,612

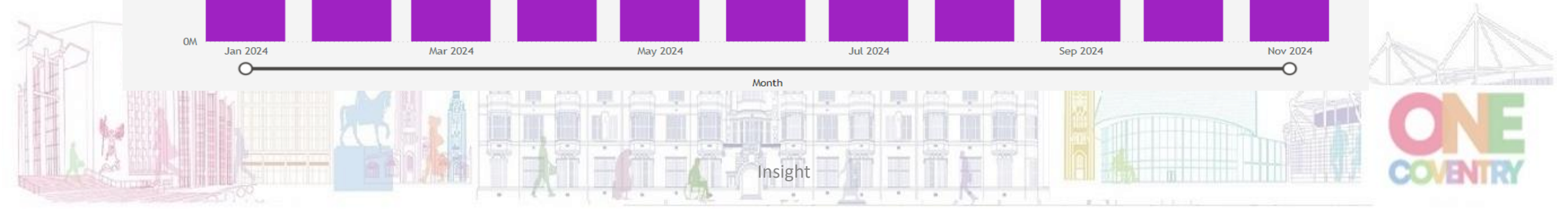
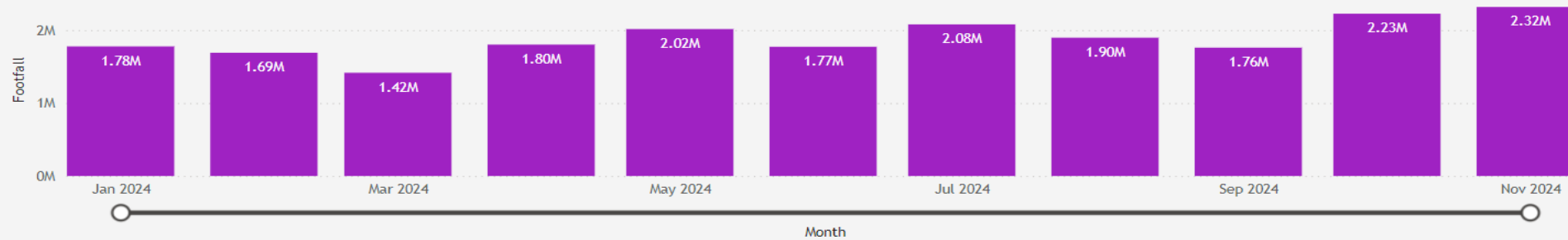
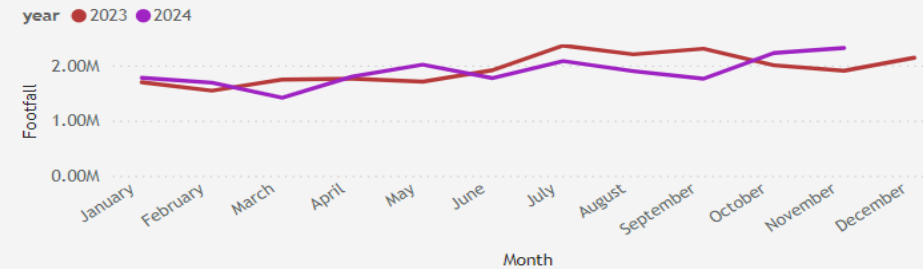
November 2023

Percentage change

21.7%

Coventry city centre monthly footfall

Footfall comparison with previous year by calendar month



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:

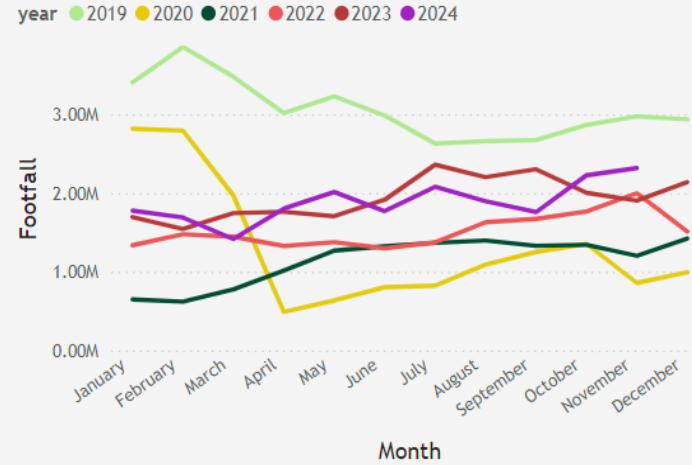
November 2024

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

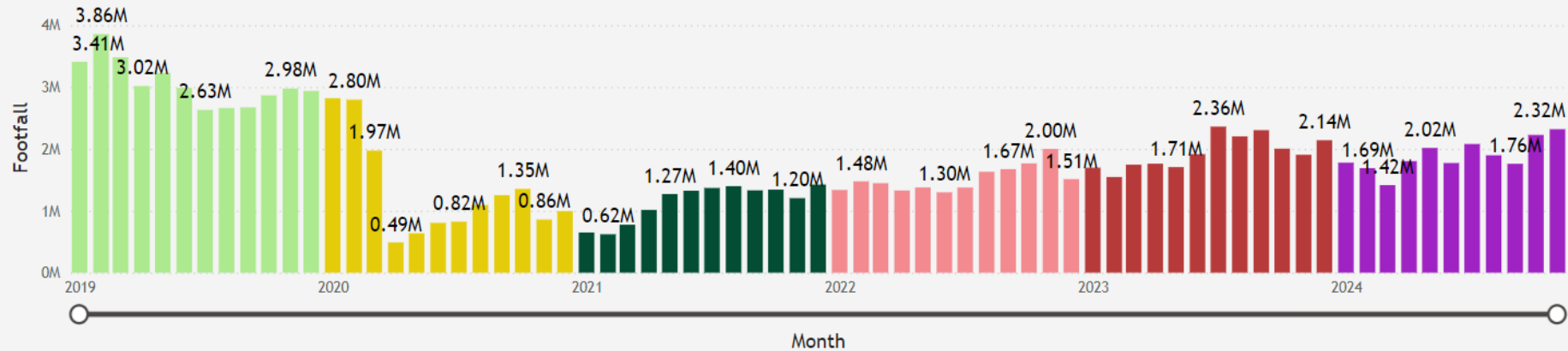
All

Selected Month:	2,318,553
November 2024	
Previous Month:	2,226,143
October 2024	Percentage change 4.2%
Previous Year:	1,905,612
November 2023	Percentage change 21.7%
Two Years Ago:	1,999,297
November 2022	Percentage change 16%
2019:	2,975,497
November 2019	Percentage change -22.1%

Footfall comparison with previous years by month



Coventry city centre monthly footfall



Monthly Coventry city centre footfall January 2019 to November 2024

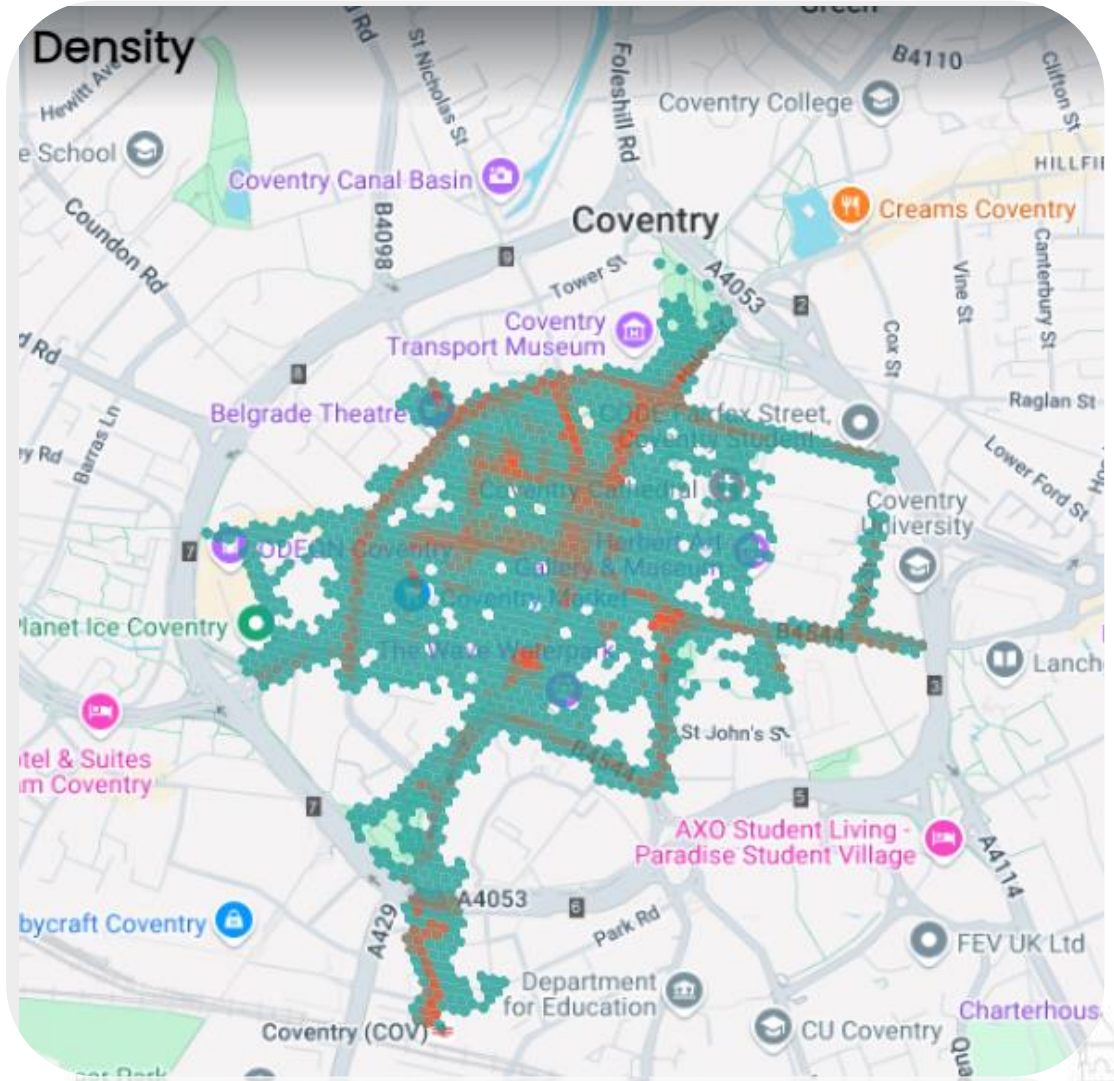
- Coventry city centre footfall is on an increasing trend since October 2024, after a reducing trend in summer and September 2024.
- Total footfall for the partial year-to-date (Jan-Nov 2024) is 1.9% lower than last year (Jan- Nov 2023).
- Coventry city centre footfall remains significantly below the pre-pandemic levels.



'Density' December 2023 - November 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.

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