

# City Metrics monthly report

Coventry city centre

23 September 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 – August 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 – August 2024

**Measure: footfall total for August 2024**

**Coventry city centre**

**Leicester city centre**

**Month-on-month**

(% change compared to previous month)

- 8.8%



+ 7.1%

**Year-on-year**

(% change compared to same month last year)

- 13.9%



- 1.3%

**Year-to-date**

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

- 3.3%



+ 13.2%

**Compared to pre-pandemic**

(% change compared to same month in 2019)

- 28.7%



- 6.2%



## Footfall headlines – August 2024

- Coventry city centre footfall during August 2024 was 8.8% lower than it was the previous month July 2024
- Coventry city centre footfall during August 2024 was down ‘year-on-year’, lower than the same point last year, 13.9% lower than it was in August 2023
- For comparison we also have data for one other city centre: Leicester, footfall here is also down ‘year-on-year’, but by less, only 1.3% lower; the change in Coventry city centre has been worse
- Footfall remains significantly lower than pre-pandemic levels. August 2024 footfall was 28.7% lower than it was in August 2019. Leicester is down by less, 6.2%



# Monthly Coventry city centre footfall to August 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

August 2024

Last 5 Calendar Months

Year	Month	Coventry city centre
2024	April	1,802,942
2024	May	2,015,571
2024	June	1,772,105
2024	July	2,079,463
2024	August	1,896,634

Selected Month Footfall: **1,896,634**

August 2024

Previous Month Footfall: **2,079,463**

July 2024

Percentage change

**-8.8%**

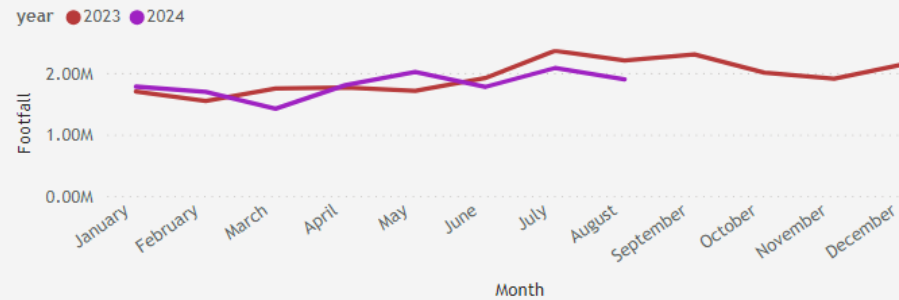
Previous Year Footfall: **2,203,201**

August 2023

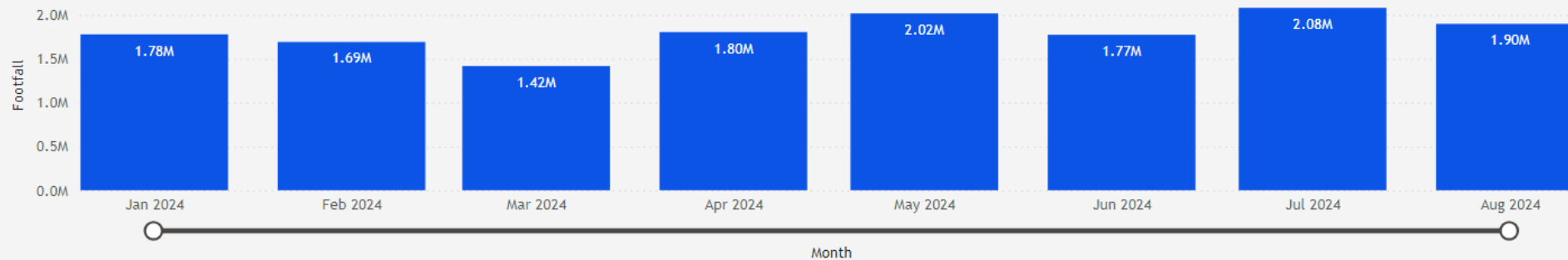
Percentage change

**-13.9%**

Footfall comparison with previous year by calendar month



## Coventry city centre monthly footfall



Month

# Monthly Coventry city centre footfall to August 2024

- Coventry city centre footfall was on downward trend in the first months of the year up to March 2024, continuing a trend since the summer of 2023
- Since March 2024 footfall has increased, particularly from March to May, before levelling off during summer
- Throughout summer 2024 footfall has generally been lower than it was in summer 2023, particularly in August



# 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 Hug industries via 'Signals'. The footfall figures are modelled based on mobile phone app usage data.

1. Select the month and year to compare from:

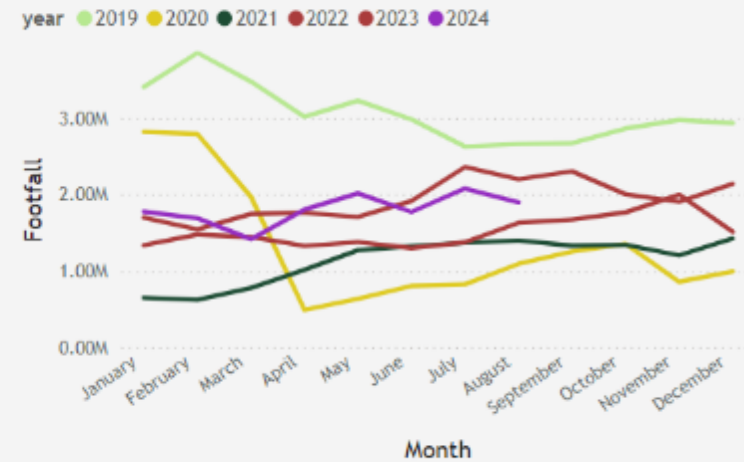
August 2024

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

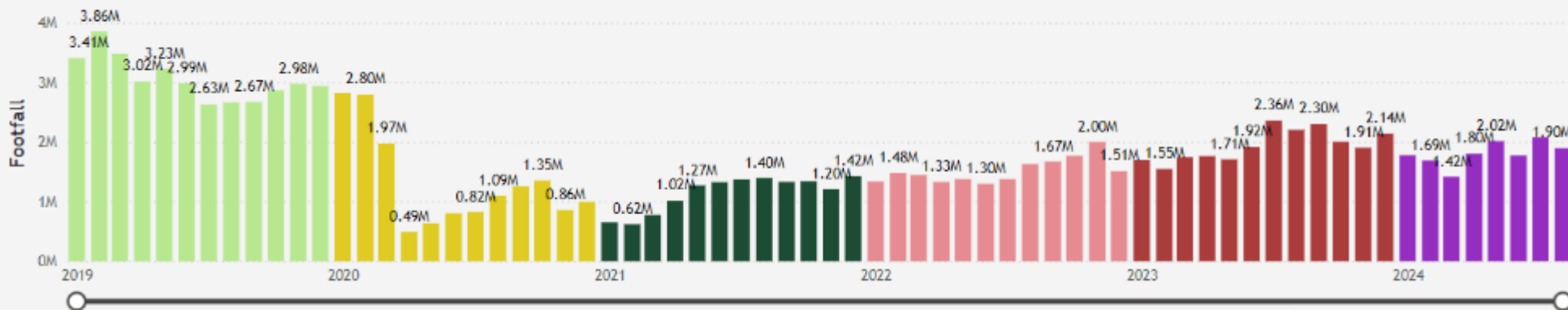
All

Selected Month:	1,896,634
August 2024	
Previous Month:	2,079,463
July 2024	Percentage change -8.8%
Previous Year:	2,203,201
August 2023	Percentage change -13.9%
Two Years Ago:	1,630,960
August 2022	Percentage change 16.3%
2019:	2,660,723
August 2019	Percentage change -28.7%

## Footfall comparison with previous years by month



## Coventry city centre monthly footfall



# Monthly Coventry city centre footfall from January 2019

- 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
- Total footfall for the partial year-to-date (Jan-Aug 2024) is 3.3% lower than last year (Jan-Aug 2023)
- Footfall remains significantly below pre-pandemic levels

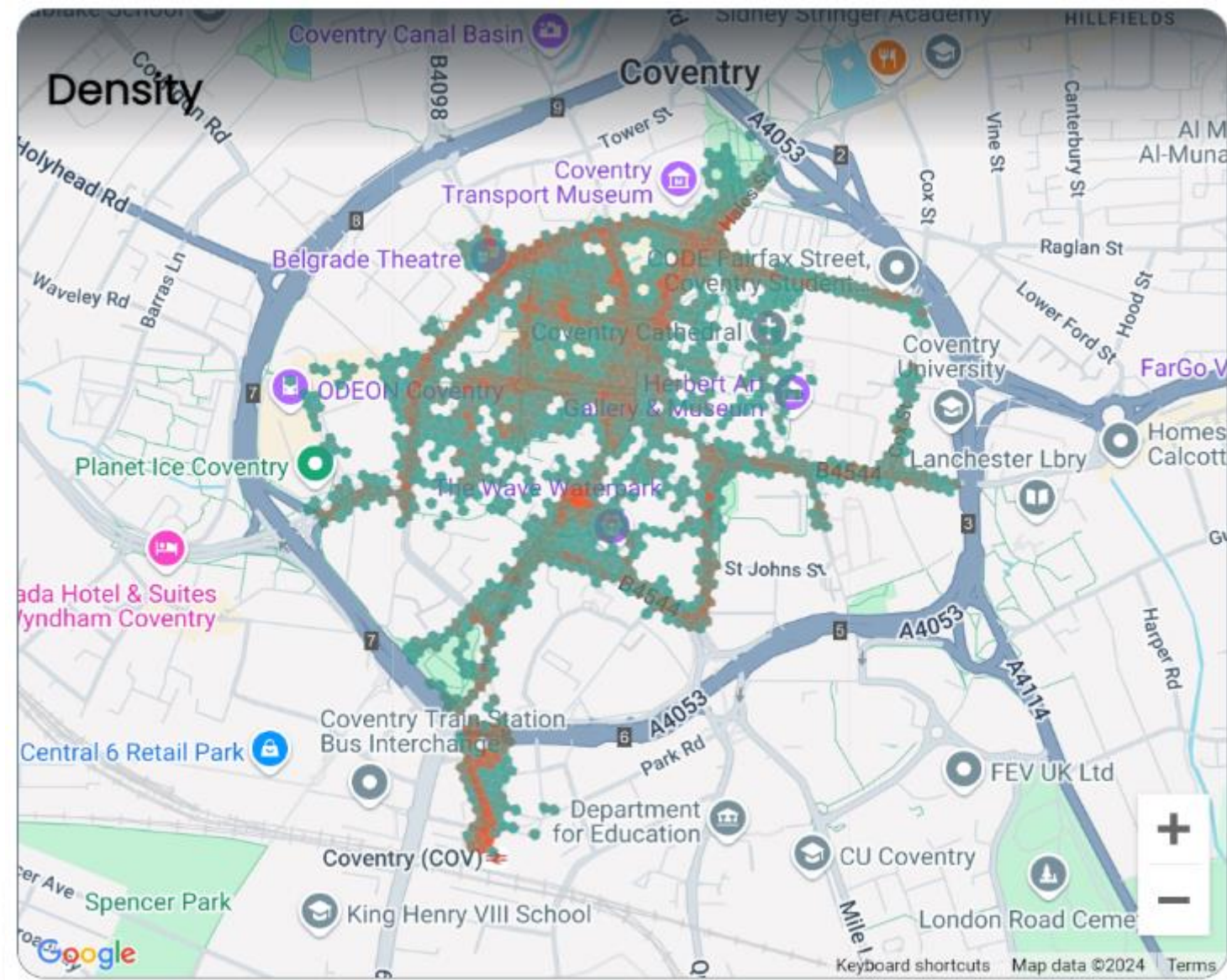




# 'Density' June - August 2024

Hotspots/  
busyness by city  
centre locality

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



# Hotspots/busyness by city centre locality

June to August 2024

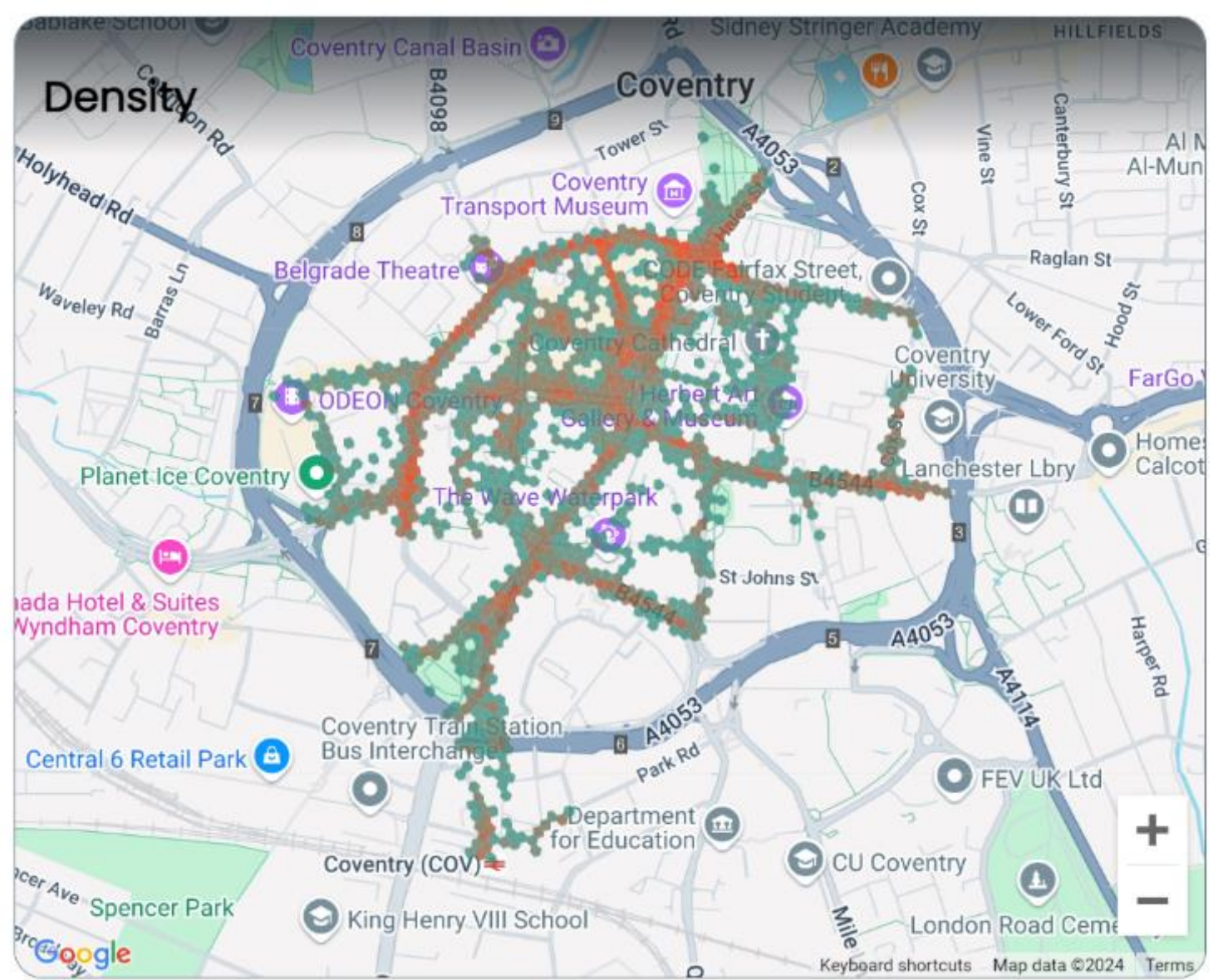
- There are a number of areas in the city centre shown as busier than others, highlighted in orange on the map of the previous page
- The busiest areas during the summer of 2024 are shown as:
  - An area of lower Hertford Street
  - The walkway leading to the railway station



# 'Density' June - August 2023

Hotspots/  
busyness by city  
centre locality

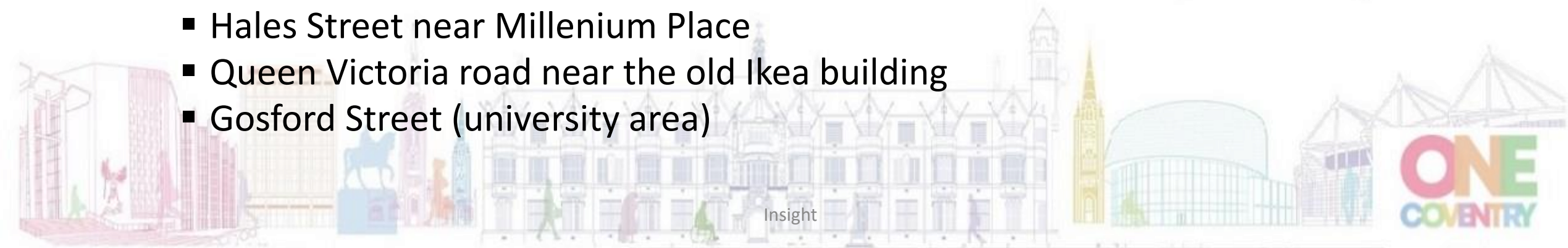
Brightest  
orange areas  
were the  
busiest, light  
green areas less  
busy



# Hotspots/busyness by city centre locality

Jun-Aug 2023 to Jun-Aug 2024 change

- Total city centre footfall was lower in the summer of 2024 than in the previous summer
- Areas that were relatively busier during June to August 2024 compared to the same period the previous year:
  - An area of lower Hertford Street
  - The walkway leading to the railway station
- Areas that were less busy during summer 2024:
  - Trinity Street and The Burgess
  - Hales Street near Millenium Place
  - Queen Victoria road near the old Ikea building
  - Gosford Street (university area)



# 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 access Signals, contact Insight.

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