

City Metrics monthly report

Coventry city centre

10 January 2025



About the City Metrics report

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

- monthly Coventry city centre footfall data
 - Footfall headlines – December 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 – December 2024

Measure - footfall total for December 2024

Month-on-month

(% change compared to previous month)

Coventry city centre

- 9.0%

Leicester city centre

- 19.9%

Year-on-year

(% change compared to same month last year)

- 1.4%

+ 6.2%

Year-to-date

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

- 1.8%

+ 13.3%

Compared to pre-pandemic

(% change compared to same month in 2019)

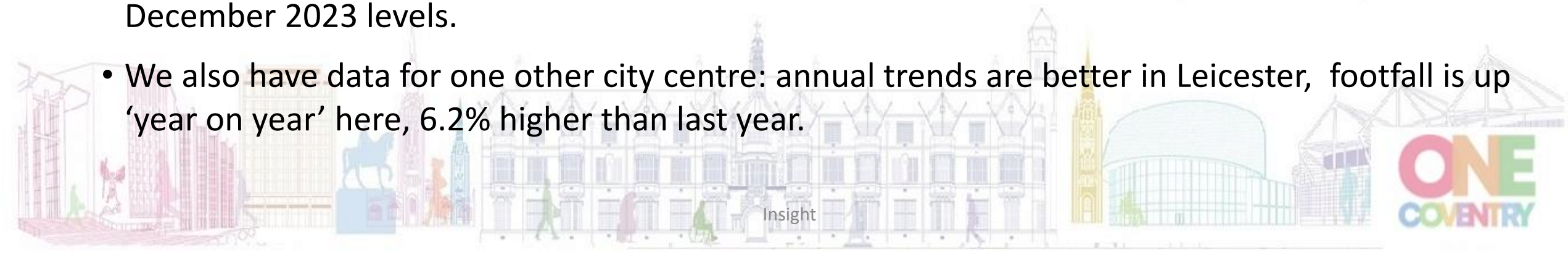
- 37.7%

- 22.4%



Footfall headlines – December 2024

- Total Coventry city centre footfall reduced between November 2024 and December 2024 - down by 9%.
- The month-on-month fall must be understood in context, much of the reason behind it is due to low footfall on Christmas Day and Boxing Day and during the week between Christmas and the new year.
- Footfall has been increasing since September and was at relatively high levels in October and November – it remained around these levels in the first 2 weeks of December and only started to fall just before Christmas.
- Total December 2024 footfall was slightly lower than the same time last year - 1.4% down on December 2023 levels.
- We also have data for one other city centre: annual trends are better in Leicester, footfall is up 'year on year' here, 6.2% higher than last year.



Monthly Coventry city centre footfall to December 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

Last 5 Calendar Months

Year	Month	Coventry city centre
2024	August	1,896,634
2024	September	1,760,117
2024	October	2,226,143
2024	November	2,318,553
2024	December	2,110,580

Selected Month Footfall: **2,110,580**

December 2024

Previous Month Footfall: **2,318,553**

November 2024

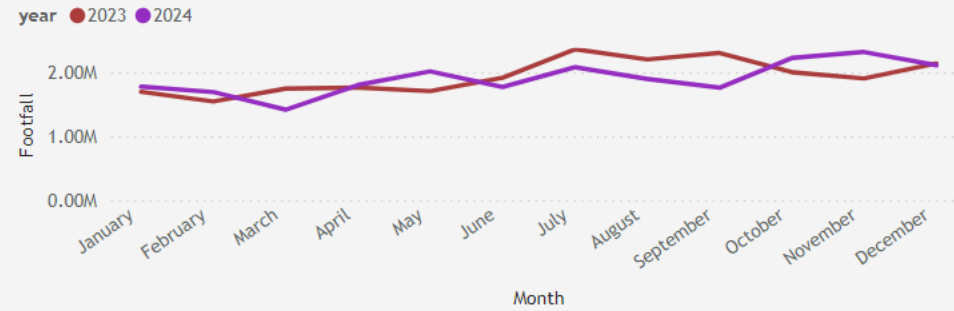
Percentage change
-9%

Previous Year Footfall: **2,140,747**

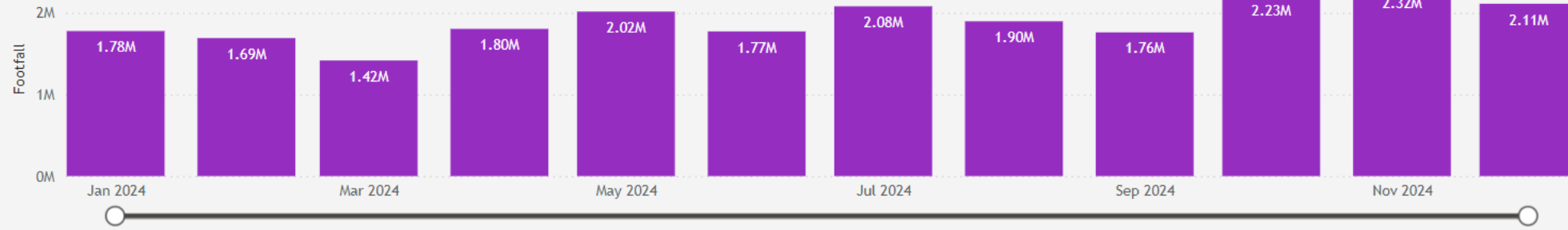
December 2023

Percentage change
-1.4%

Footfall comparison with previous year by calendar month



Coventry city centre monthly footfall



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

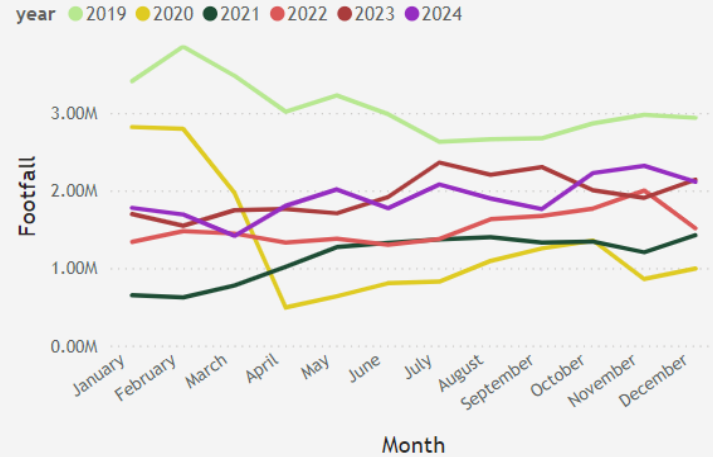
December 2024

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

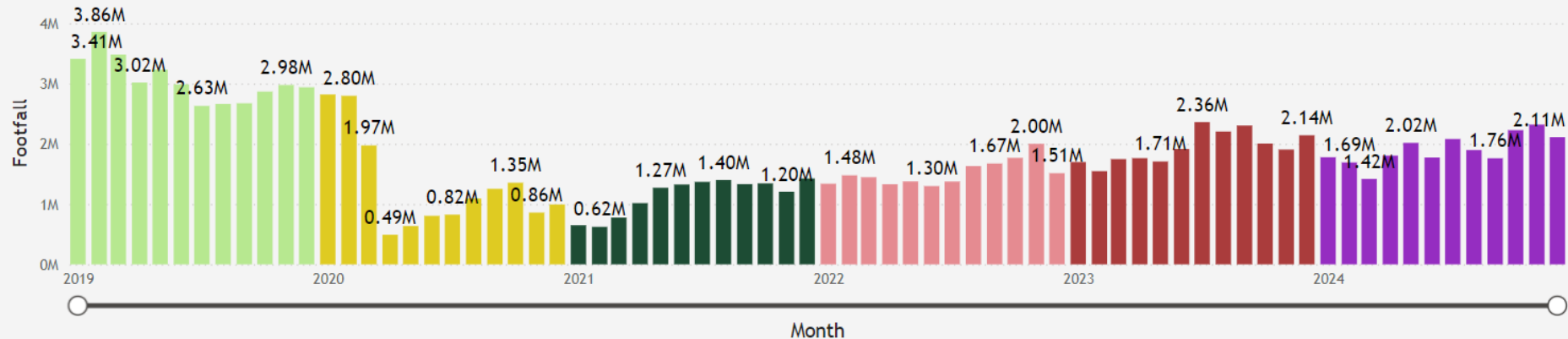
All

Selected Month:	2,110,580
December 2024	
Previous Month:	2,318,553
November 2024	Percentage change -9%
Previous Year:	2,140,747
December 2023	Percentage change -1.4%
Two Years Ago:	1,512,075
December 2022	Percentage change 39.6%
2019:	2,937,259
December 2019	Percentage change -28.1%

Footfall comparison with previous years by month



Coventry city centre monthly footfall



Monthly Coventry city centre footfall January 2019 to December 2024

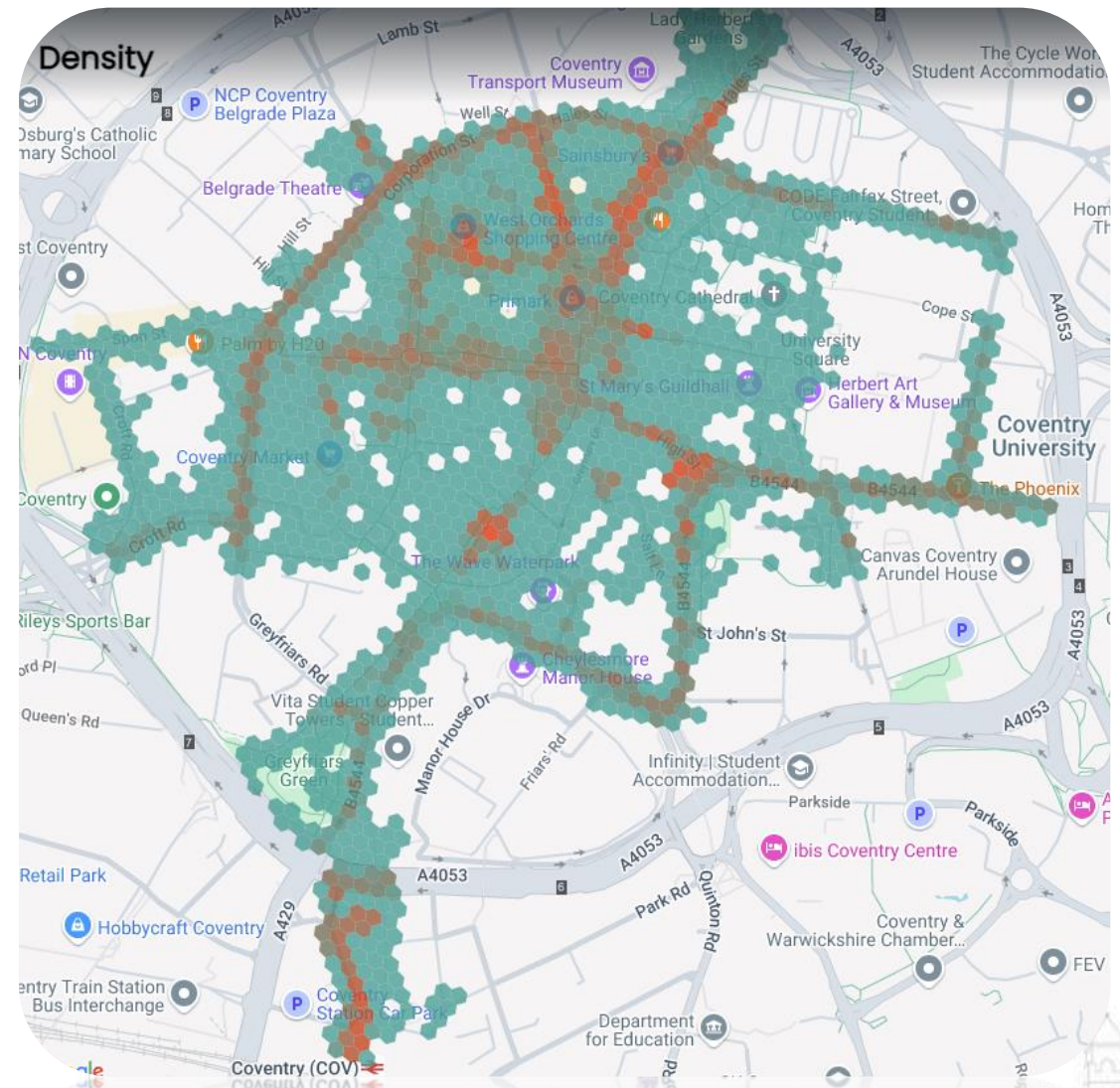
- Total footfall for the full year of 2024 (year-to-date) was slightly lower than last year: overall 1.8% lower than 2023.
- This compares unfavourably to Leicester where 2024 footfall was higher than in 2023 (13.3% up).
- Footfall remains notably lower than pre-pandemic levels. In December 2024 it was 37.7% lower than the level in December 2019.



'Density' January 2024 - December 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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