

City Metrics monthly report

Coventry city centre

07 February 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 – January 2025
 - 2025 monthly footfall vs 2024
 - 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 – January 2025

**Measure - footfall total for
January 2025**

**Coventry city
centre**

**Leicester
city centre**

Month-on-month

(% change compared to previous month)

- 8.4 %



+6.7%

Year-on-year

(% change compared to same month last year)

+ 9.4%



+ 16.9%

Compared to pre-pandemic

(% change compared to same month in 2019)

- 42.9%



- 22.9%



Footfall headlines – January 2025

- Coventry city centre footfall reduced in January 2025; it was 8.4% lower than it was in the previous month (December 2024), this is due to high footfall during the Christmas and New year period.
- Total footfall during January 2025 was significantly higher 'year on year', it was 9.4% higher than the footfall levels in January 2024.
- We also have data for one other city centre: Leicester, footfall is much higher, up 'year on year' by 16.9% higher than last year.



Monthly Coventry city centre footfall to January 2025

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

January 2025

Last 5 Calendar Months

Year	Month	Coventry city centre
2024	September	1,760,117
2024	October	2,226,143
2024	November	2,318,553
2024	December	2,124,050
2025	January	1,944,744

Selected Month Footfall: 1,944,744

January 2025

Previous Month Footfall: 2,124,050

December 2024

Percentage change

-8.4%

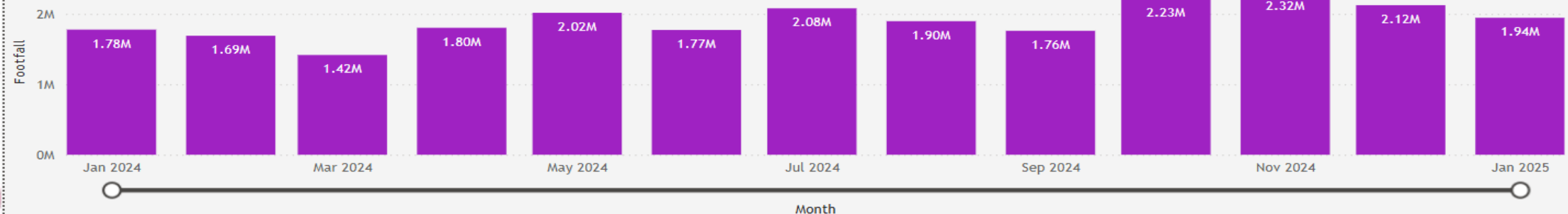
Previous Year Footfall: 1,776,902

January 2024

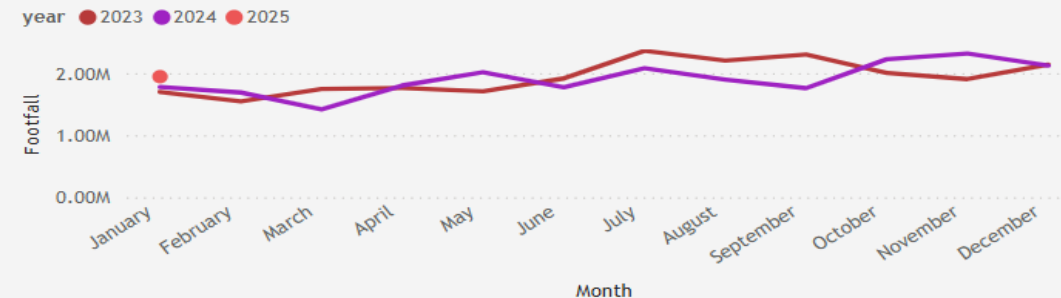
Percentage change

9.4%

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 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:

January 2025

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

All

Selected Month: 1,944,744
January 2025

Previous Month: 2,124,050
December 2024
Percentage change -8.4%

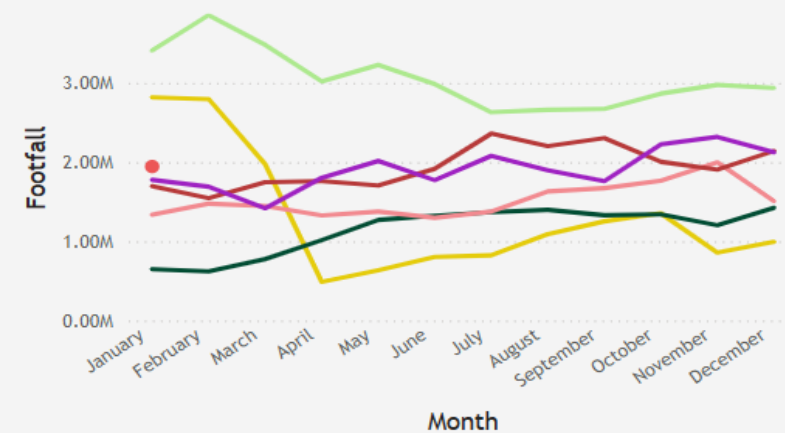
Previous Year: 1,776,902
January 2024
Percentage change 9.4%

Two Years Ago: 1,697,135
January 2023
Percentage change 14.6%

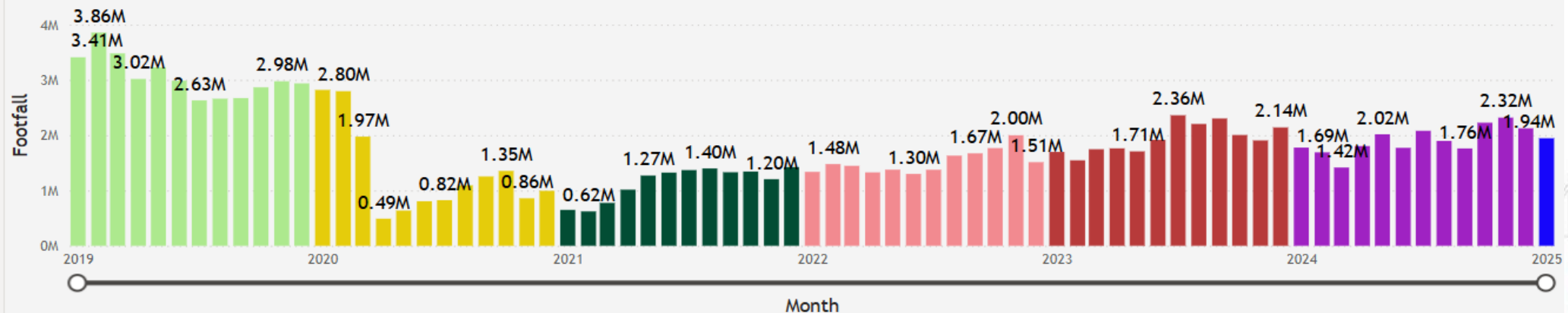
2019: 3,408,600
January 2019
Percentage change -42.9%

Footfall comparison with previous years by month

year ● 2019 ● 2020 ● 2021 ● 2022 ● 2023 ● 2024 ● 2025



Coventry city centre monthly footfall



Month

Insight

Monthly Coventry city centre footfall January 2019 to January 2025

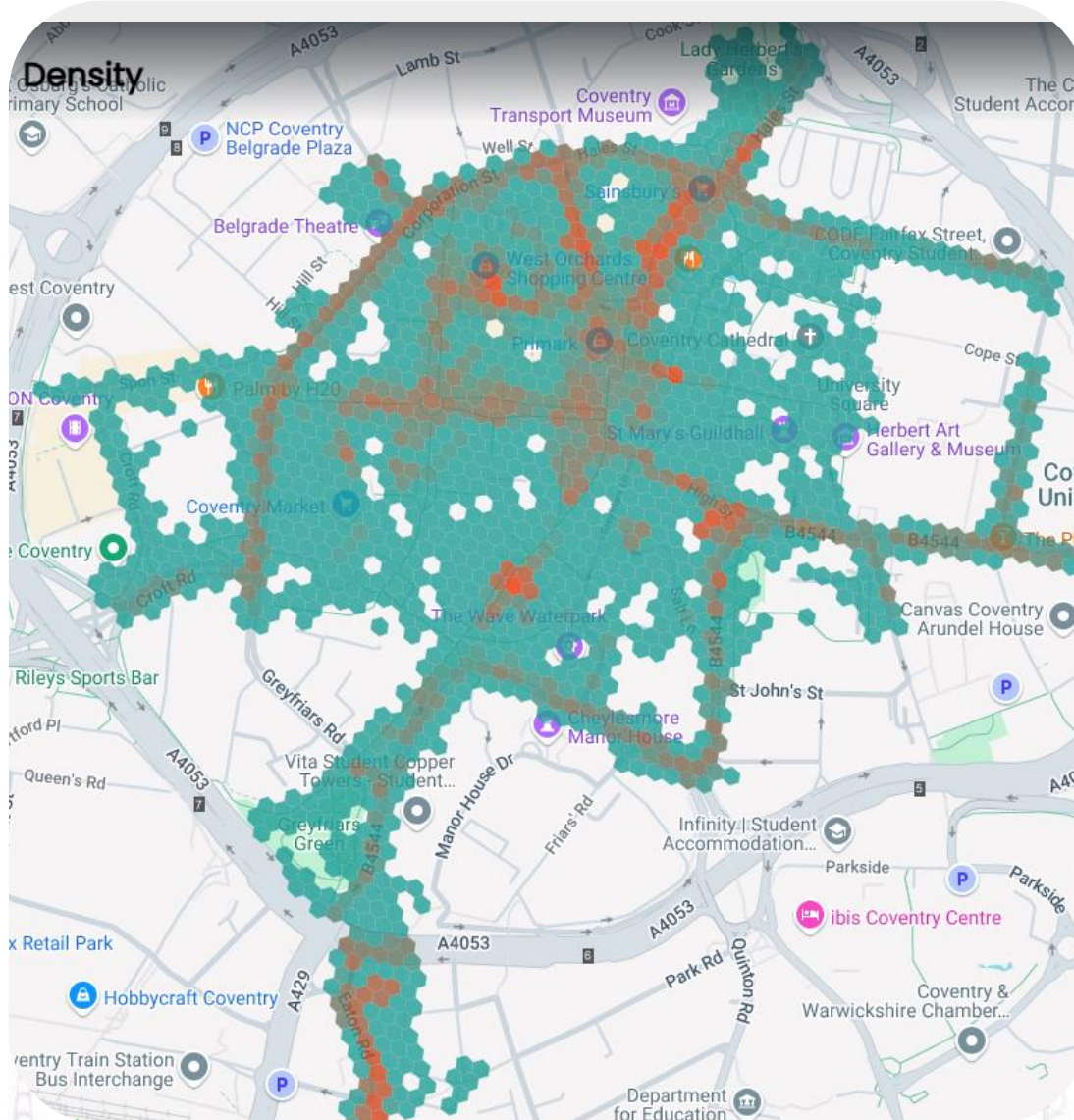
- Coventry city centre footfall has been on an increasing trend since October 2024. January 2025 footfall levels are much higher compared to the footfall levels seen in January 2024.
- Total footfall during January 2025 significantly higher than the footfall levels in January 2023, it is 14.6% higher.
- Coventry city centre footfall remains significantly lower than pre pandemic levels, 42.9% lower than it was in January 2019.



'Density' February 2024 – January 2025

Hotspots/
busyness by city
centre locality

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



Source: [Density |](#)
[Huq Signals](#)

INSIGHT

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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/
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