

City Metrics monthly report

Coventry city centre

7 March 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 – February 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 – February 2025

Measure - footfall total for February 2025

Month-on-month

(% change compared to previous month)

Coventry city
centre

- 10.2%

Leicester
city centre

- 7.0%

Year-on-year

(% change compared to same month last year)

+ 3.3%

+ 14.4%

Year-to-date

(% change - total 2025 footfall up to end of this month compared to same period last year)

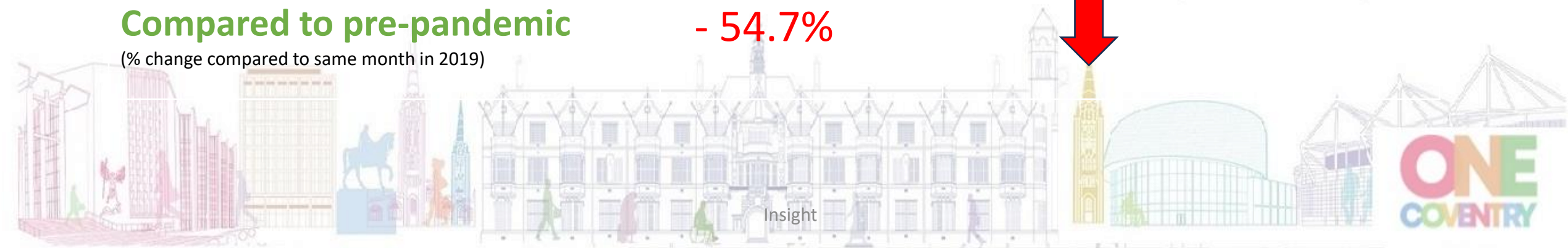
+ 6.4%

+ 15.7%

Compared to pre-pandemic

(% change compared to same month in 2019)

- 54.7%



Footfall headlines – February 2025

- Total Coventry city centre footfall reduced between January 2025 and February 2025 - down by 10.2%. The overall reduction is due to there being fewer days in February however, the average daily footfall was about the same as January.
- The reducing monthly trend throughout this winter is typical of seasonal trends, total footfall also fell in February in the past 2 years.
- To understand longer trends, the year on year % change indicates improvement, February 2025 total footfall being 3.3% higher than it was in February 2024. We also have data for one other city centre: annual trends are better in Leicester, footfall is up 'year on year' here, 14.4% higher than last year.
- To get a fuller understanding, these headline visitor figures should be combined with dwell data. Lower total visitor numbers doesn't necessarily lead to lower 'busyness' in the city centre if visitors spend longer periods in the city centre.



Monthly Coventry city centre footfall to February 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

February 2025

Last 5 Calendar Months

Year	Month	Coventry city centre
2024	October	2,226,143
2024	November	2,318,553
2024	December	2,124,050
2025	January	1,944,744
2025	February	1,745,754

Selected Month Footfall: 1,745,754

February 2025

Previous Month Footfall: 1,944,744

January 2025

Percentage change
-10.2%

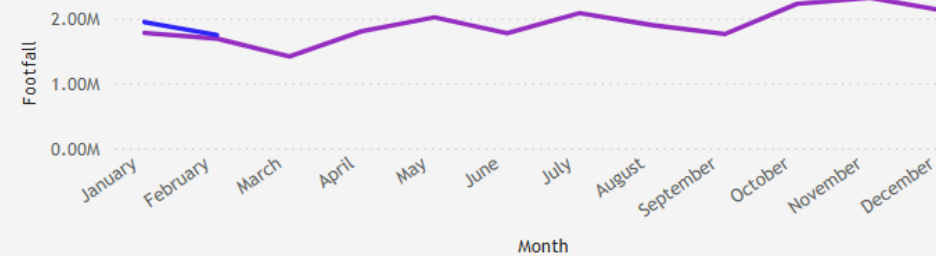
Previous Year Footfall: 1,690,168

February 2024

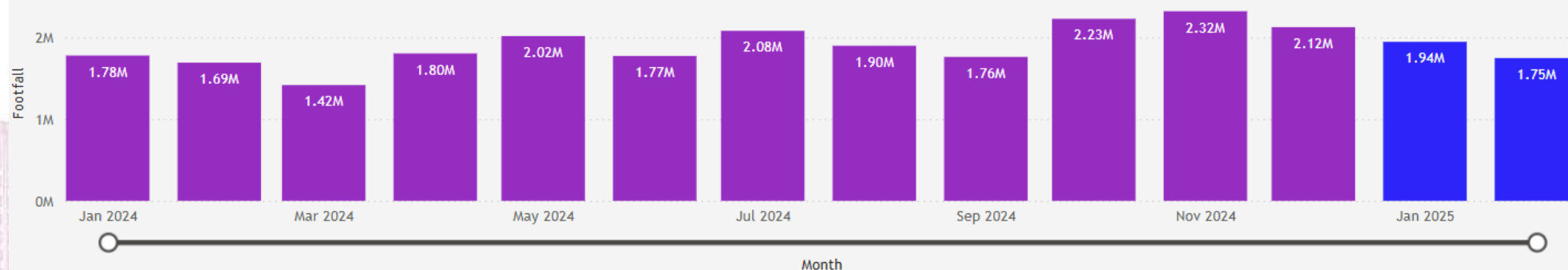
Percentage change
3.3%

Footfall comparison with previous year by calendar month

year ● 2024 ● 2025



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:

February 2025

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

All

Selected Month: 1,745,754
February 2025

Previous Month: 1,944,744
January 2025
Percentage change -10.2%

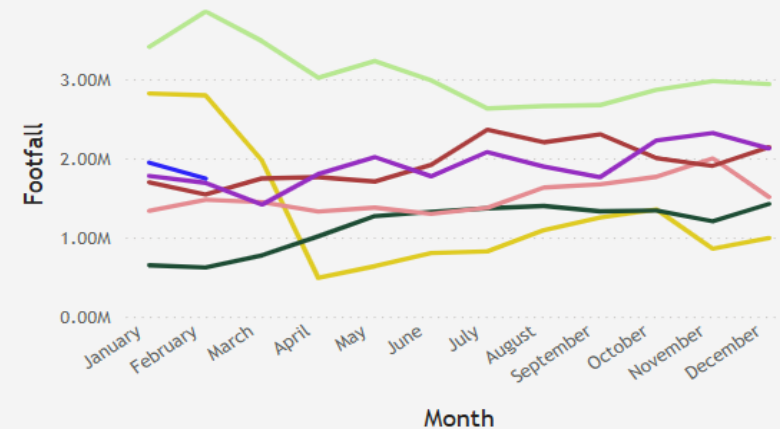
Previous Year: 1,690,168
February 2024
Percentage change 3.3%

Two Years Ago: 1,545,765
February 2023
Percentage change 12.9%

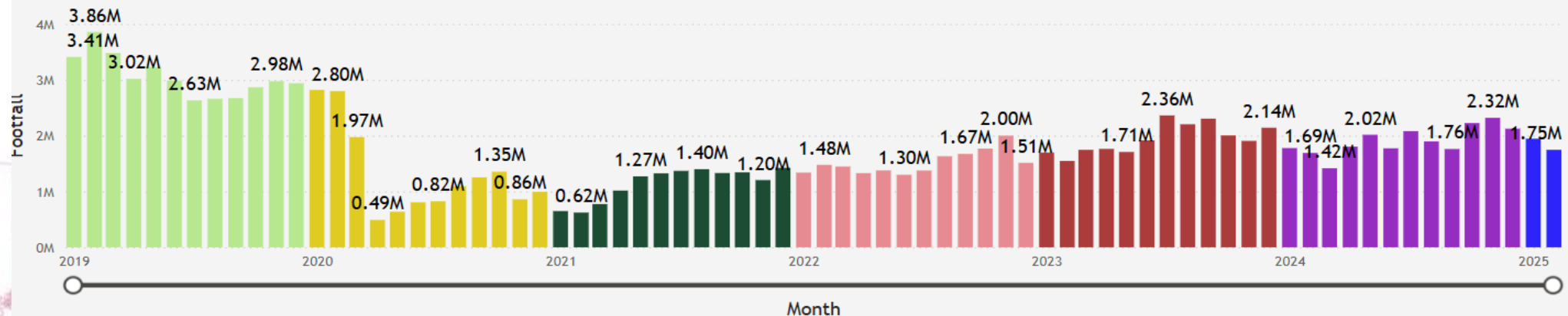
2019: 3,856,268
February 2019
Percentage change -54.7%

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 February 2025

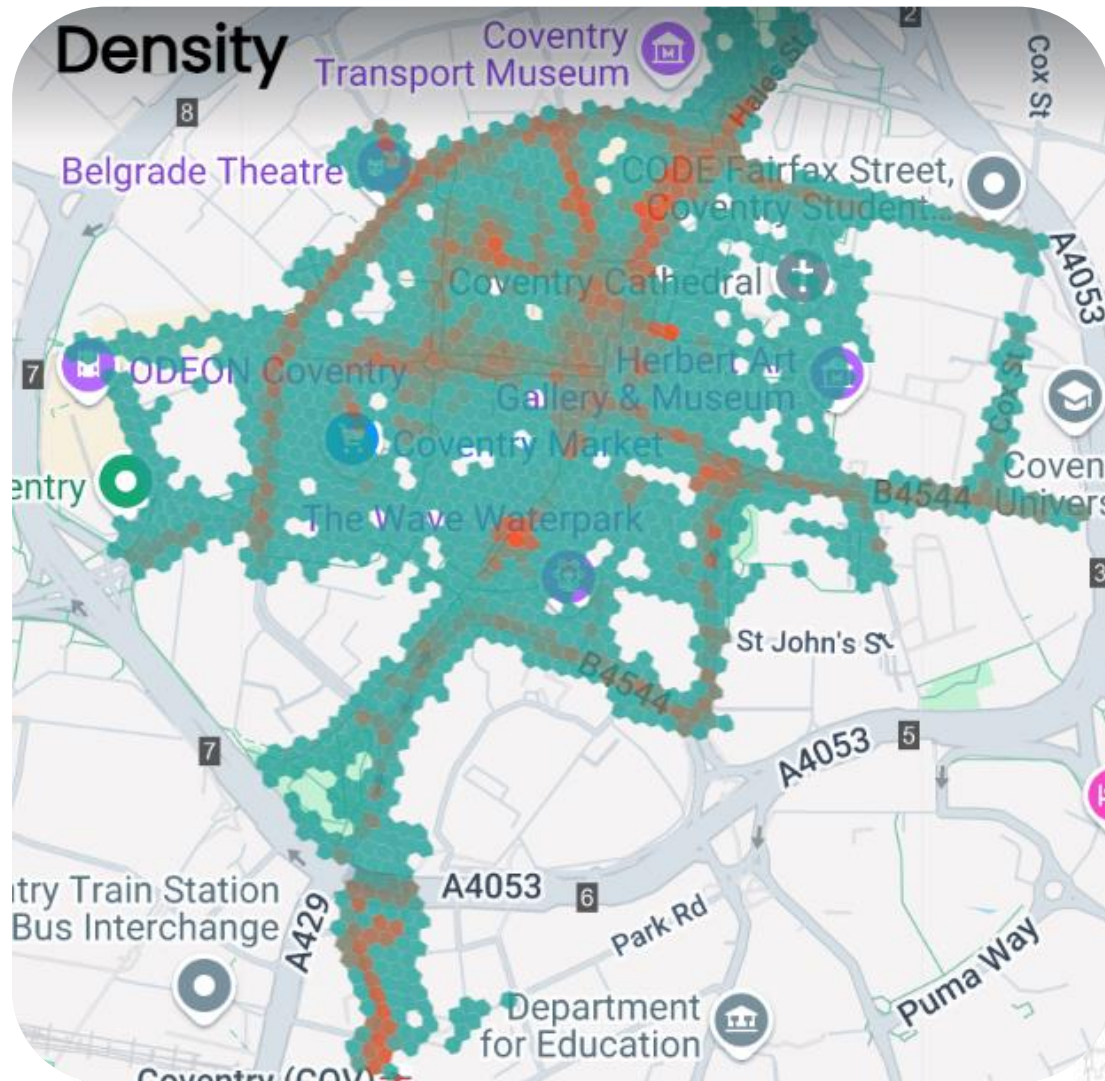
- The post-pandemic recovery showed clear improvement up to the summer of 2023; it has fluctuated since then although February 2025 footfall is still notably higher than 2 years previously (+12.9%).
- The fact that monthly footfall is 'up year on year', and has been for a few months, indicates possible improving trends despite recent seasonal falls.
- However, a key insight remains: Footfall is notably lower than pre-pandemic levels. In February 2025 it was 54.7% lower than the level in February 2019.
- The pre-pandemic gap is not currently closing significantly



'Density' March 2024 - February 2025

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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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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