

# City Metrics monthly report

Coventry city centre

4 April 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 – March 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 – March 2025

## Measure - footfall total for March 2025

### Month-on-month

(% change compared to previous month)

**Coventry city centre**

+ 1.2%

**Leicester city centre**

+ 3.0%

### Year-on-year

(% change compared to same month last year)

+ 24.7%

+ 22.7%

### Year-to-date

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

+ 11.7%

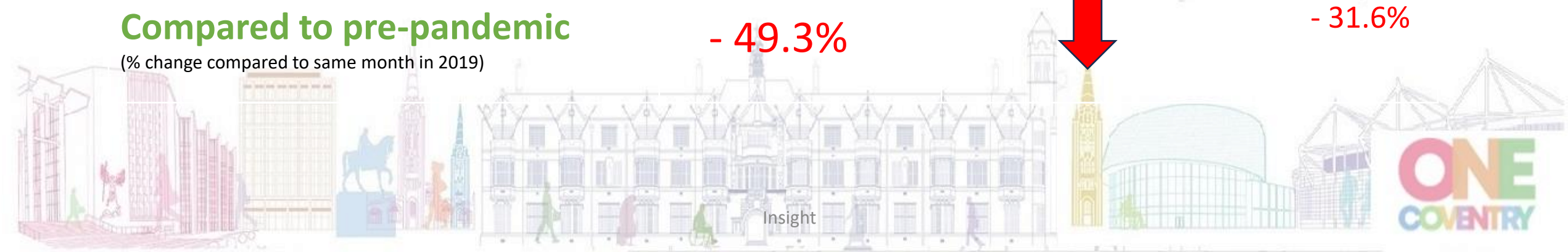
+ 17.9%

### Compared to pre-pandemic

(% change compared to same month in 2019)

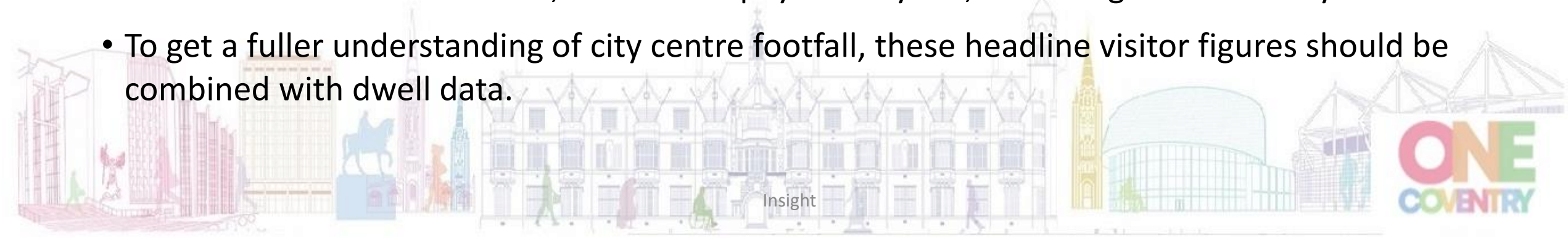
- 49.3%

- 31.6%



# Footfall headlines – March 2025

- Total Coventry city centre footfall increased marginally between February 2025 and March 2025 - up by 1.2%. However, there are more days in March, so the daily average was actually 8.6% down.
- The year on year % change trends are positive – city centre visitor numbers continue to be up on the same last time last year, as they were in January and February. In total for the first 3 months of the year numbers are 11.7% up on the same time last year ('year to date').
- So, the year on year % change indicates improvement, March 2025 total footfall being 24.7% higher than it was in March 2024 – although the size of the difference this month was partly due to a particularly low March last year. We also have data for one other city centre: annual trends are similar in Leicester, footfall is up 'year on year', 22.7% higher than last year.
- To get a fuller understanding of city centre footfall, these headline visitor figures should be combined with dwell data.



# Monthly Coventry city centre footfall to March 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

Last 5 Calendar Months

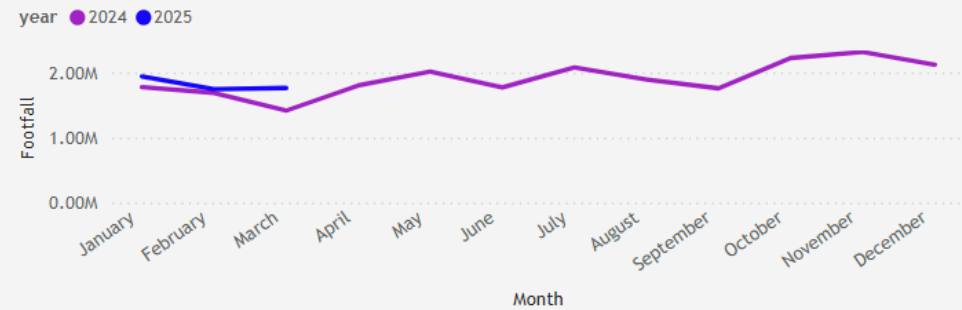
Year	Month	Coventry city centre
2024	November	2,318,553
2024	December	2,124,050
2025	January	1,944,744
2025	February	1,745,754
2025	March	1,765,971

Selected Month Footfall: **1,765,971**  
 March 2025

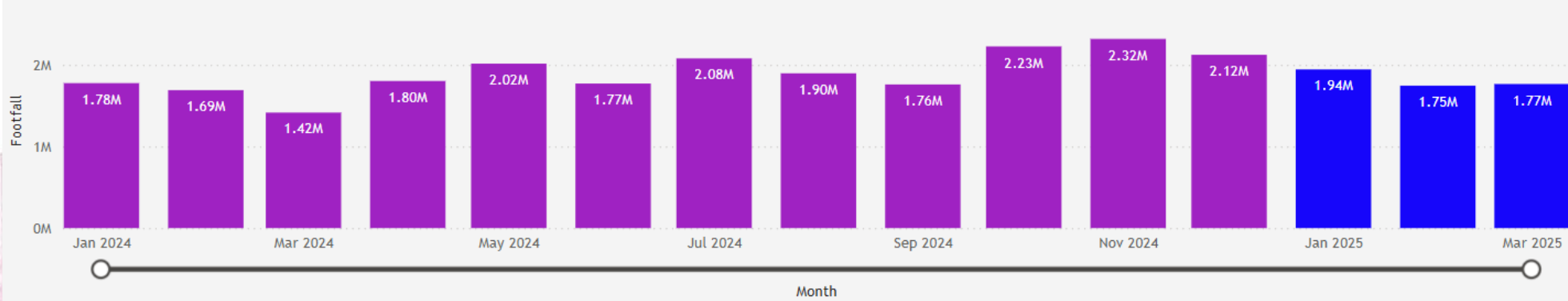
Previous Month Footfall: **1,745,754**    Percentage change **1.2%**  
 February 2025

Previous Year Footfall: **1,416,033**    Percentage change **24.7%**  
 March 2024

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 from:

March 2025

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

All

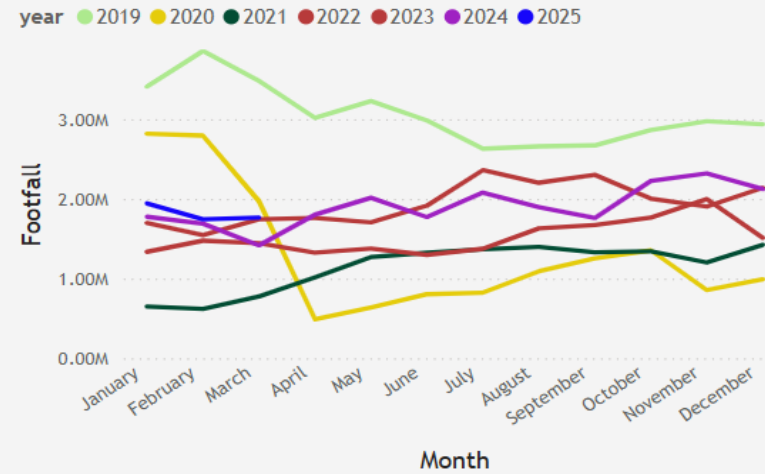
Selected Month: 1,765,971  
March 2025

Previous Month: 1,745,754  
February 2025  
Percentage change 1.2%

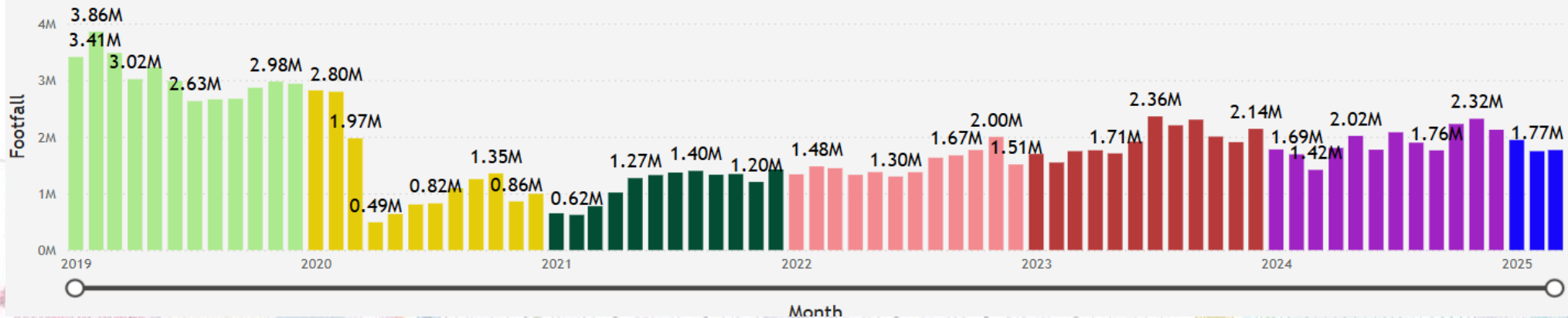
Previous Year: 1,416,033  
March 2024  
Percentage change 24.7%

2019: 3,480,076  
March 2019  
Percentage change -49.3%

## Footfall comparison with previous years by month



## Coventry city centre monthly footfall



# Monthly Coventry city centre footfall January 2019 to March 2025

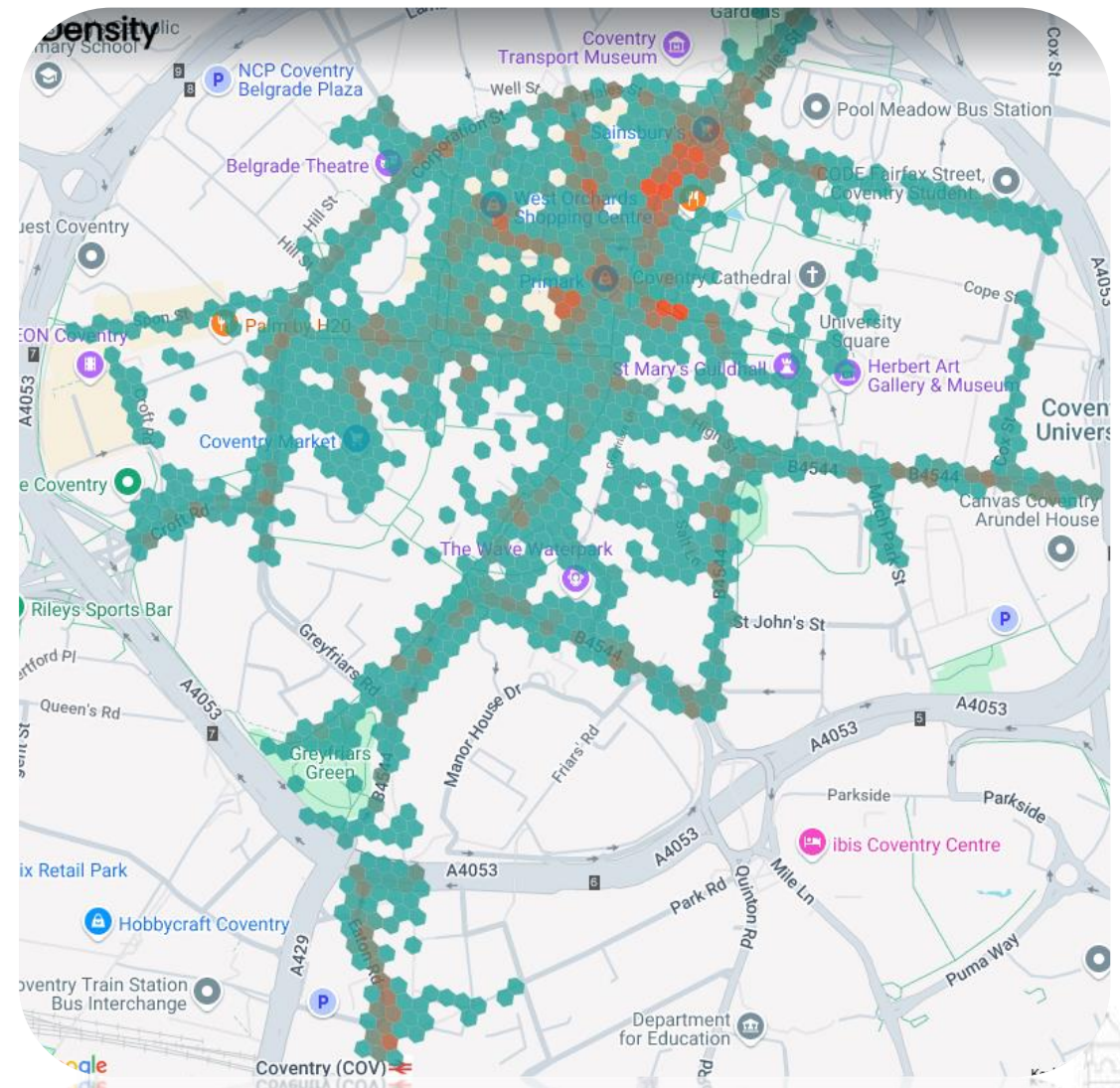
- The post-pandemic recovery showed clear improvement up to the summer of 2023; it has fluctuated since then.
- The fact that monthly footfall has been 'up year on year' for a few months *might be an indication* of positive future trends to come.
- However, a key insight remains: Footfall is notably lower than pre-pandemic levels. In March 2025 it was 49.3% lower than the level in March 2019. It is also remains lower in Leicester, but by less (-31.6%).
- The gap with pre-pandemic levels is not currently closing significantly.



# 'Density' – last 3 months Jan - Mar 2025

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.

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