

# Coventry City Metrics Dashboard

Coventry City Centre

22 March 2024



City Metrics Dashboard



# About the City Metrics Dashboard

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

- weekly Broadgate footfall data
- car park occupancy

The latest data is now available and accessible on Facts about Coventry – direct link:

<https://www.coventry.gov.uk/facts-coventry/economy-business/4>



# Key messages

## 1. City Centre Footfall – Broadgate weekly

- Slides 5 to 8 show data from the secondary source of footfall data, which measures one entrance to Broadgate. This data is more up to date, giving an indication of recent weekly trends. But this is just one location.
- It shows footfall at this location during the last week ending 17<sup>th</sup> March 2024, footfall has decreased by 4.6% compared to the previous week ending 10<sup>th</sup> March 2024 , while the UK average footfall decreased by 2.8%.
- Overall levels for week ending 17<sup>th</sup> March 2024 were down by 9.9% than at the same time last year –the UK high street average went down by 2.2 %.
- The year-to-date percentage of footfall in Coventry City Centre for the week ending on 17<sup>th</sup> March 2024 has decreased by 15.6%, whereas in the UK, it has seen a lower decline of 1.6%.
- Slide 6 focuses on the change for each day in the week ending 17<sup>th</sup> March,2024. It shows that footfall was lower week-on-week for most of the days apart from Sunday, 17<sup>th</sup> March 2024. Saturday, 16<sup>th</sup> March has highest footfall during this week.
- Slide 7 compares hourly footfall by hour for the last week. The peak hour for week ending 17<sup>th</sup> March 2024 was between 12 pm and 1 pm on Saturday, 16<sup>th</sup> March 2024.
- Slide 8 shows the daily footfall trend line from July 2022 to 19<sup>th</sup> March 2024 , the most recent data is therefore newer than the weekly data ending 17<sup>th</sup> March 2024 discussed above.



# Key messages

## 3. Car parking in the city centre

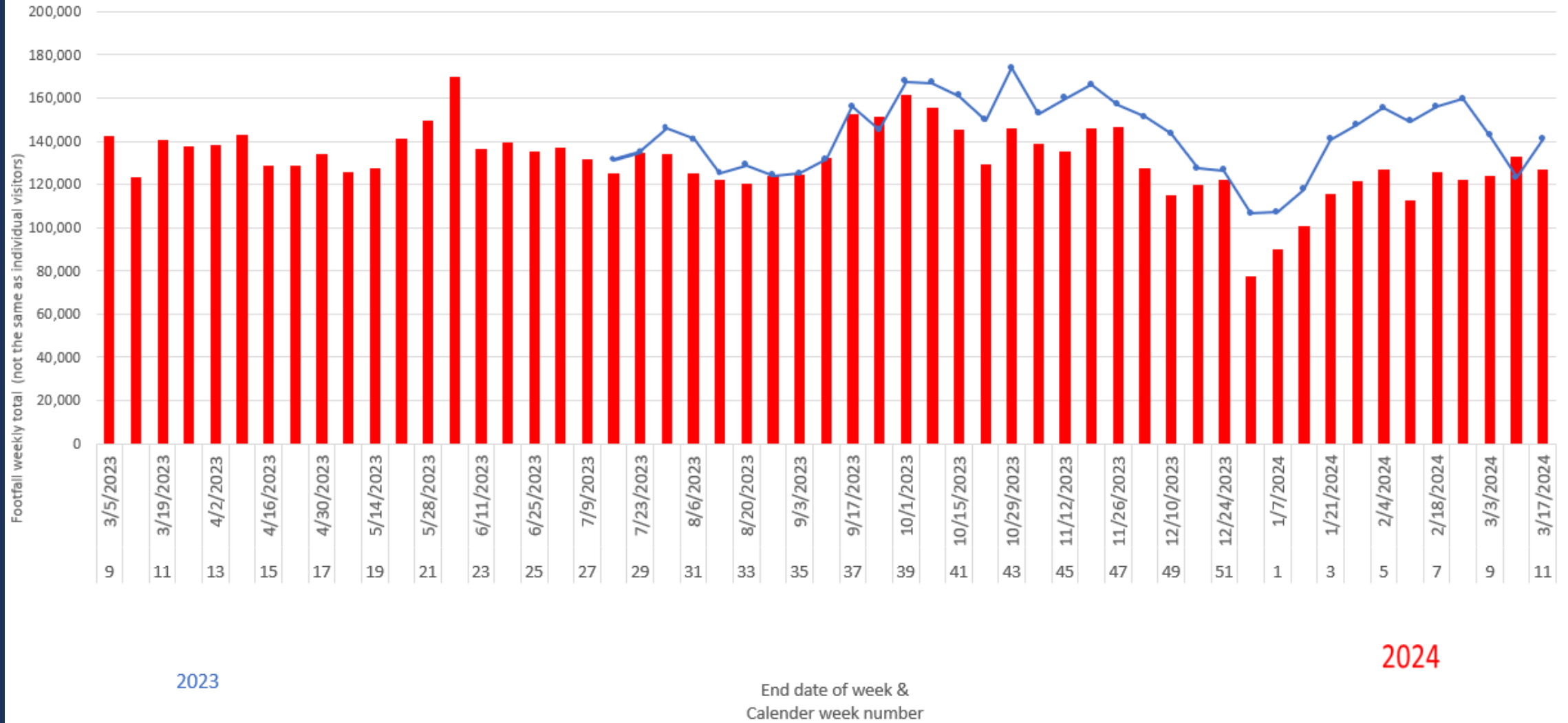
- This slide provides information on car parking usage for the week ending 17<sup>th</sup> March 2024.
- For the week ending 17<sup>th</sup> March 2024 the overall usage level recorded was 8% lower than the week ending 10<sup>th</sup> March 2024.
- The weekday usage levels for week ending 17<sup>th</sup> March 2024 recorded was 5% lower than week ending 10<sup>th</sup> March 2024.
- Weekend usage levels recorded was 19% lower than the week ending 10<sup>th</sup> March 2024. On Saturday 16<sup>th</sup> March the overall occupancy levels recorded decreased to 41% and on Sunday 17<sup>th</sup> March the recorded overall occupancy levels increased to 21%.
- Overall levels for week ending 17<sup>th</sup> March 2024 was 11% lower than at the same time last year.



# Weekly Broadgate footfall

- weekly total number of entries and exits along walkway between Cosy Club and NatWest

— Footfall total for equivalent week last year



2023

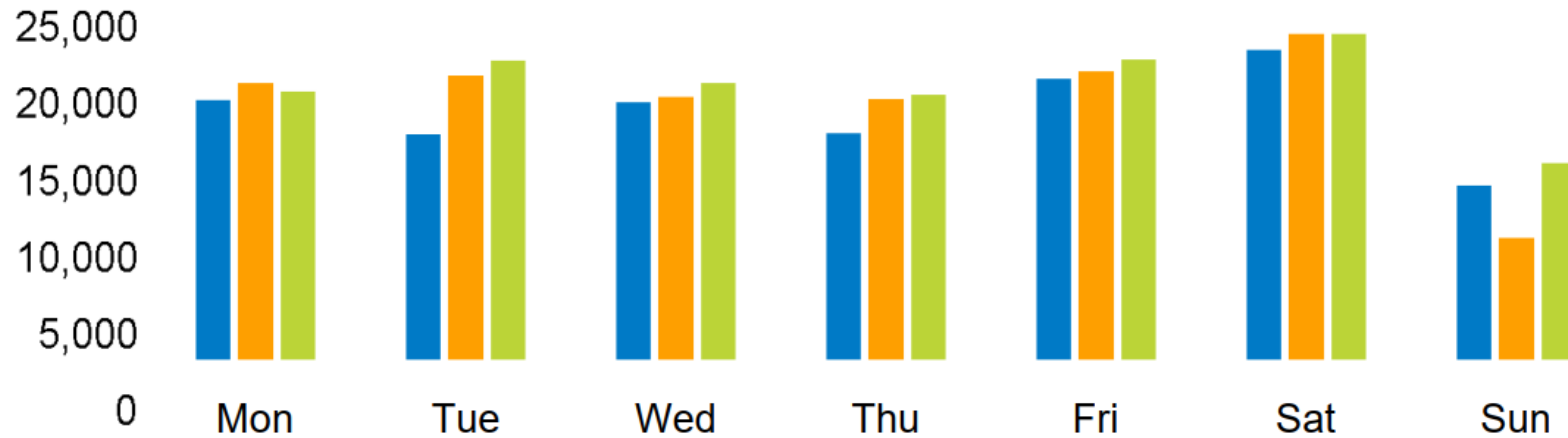
2024



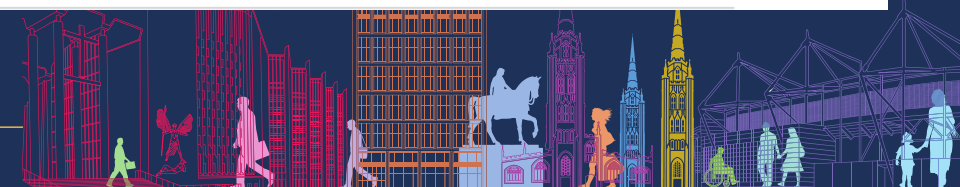
# Daily Broadgate footfall – Week 11 2024 vs Week 10 2024

Week 11: 11 – 17 Mar  
Week 10: 04 Feb – 10 Mar

## Footfall Counts by day

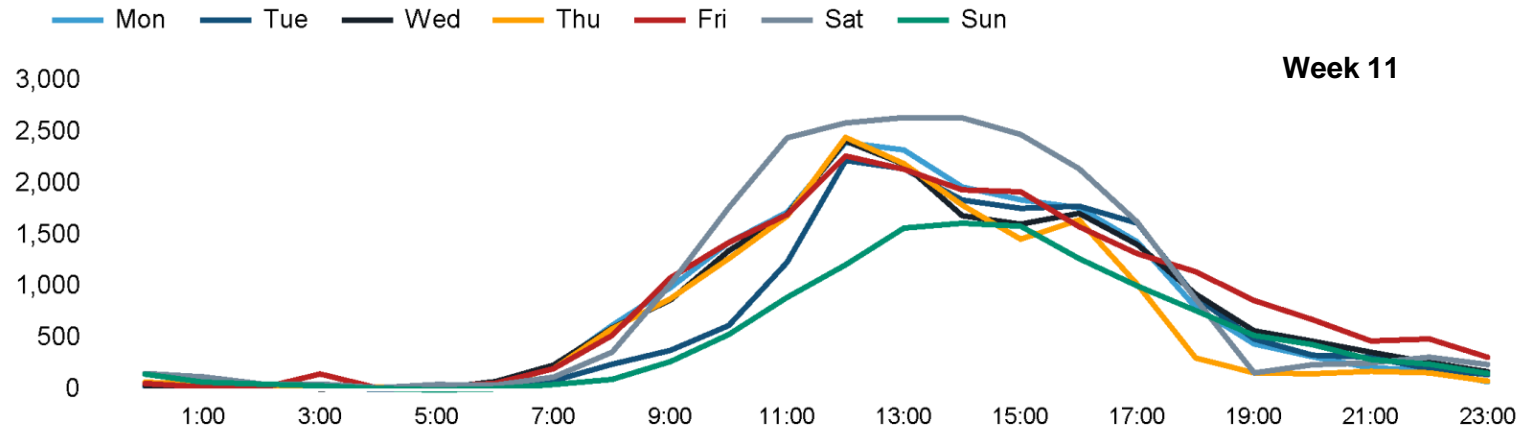


	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Weekly totals
<b>This Week</b>	<b>18,966</b>	<b>16,499</b>	<b>18,787</b>	<b>16,615</b>	<b>20,489</b>	<b>22,488</b>	<b>12,932</b>	<b>126,776</b>
<b>Previous Week</b>	<b>20,123</b>	<b>20,701</b>	<b>19,200</b>	<b>18,993</b>	<b>20,995</b>	<b>23,642</b>	<b>9,179</b>	<b>132,833</b>
<b>Previous Year</b>	<b>19,526</b>	<b>21,736</b>	<b>20,125</b>	<b>19,340</b>	<b>21,837</b>	<b>23,659</b>	<b>14,492</b>	<b>140,715</b>
<b>Week on week %</b>	<b>-5.7%</b>	<b>-20.3%</b>	<b>-2.2%</b>	<b>-12.5%</b>	<b>-2.4%</b>	<b>-4.9%</b>	<b>40.9%</b>	
<b>Year on year %</b>	<b>-2.9%</b>	<b>-24.1%</b>	<b>-6.6%</b>	<b>-14.1%</b>	<b>-6.2%</b>	<b>-4.9%</b>	<b>-10.8%</b>	
<b>% of week</b>	<b>15.0%</b>	<b>13.0%</b>	<b>14.8%</b>	<b>13.1%</b>	<b>16.2%</b>	<b>17.7%</b>	<b>10.2%</b>	



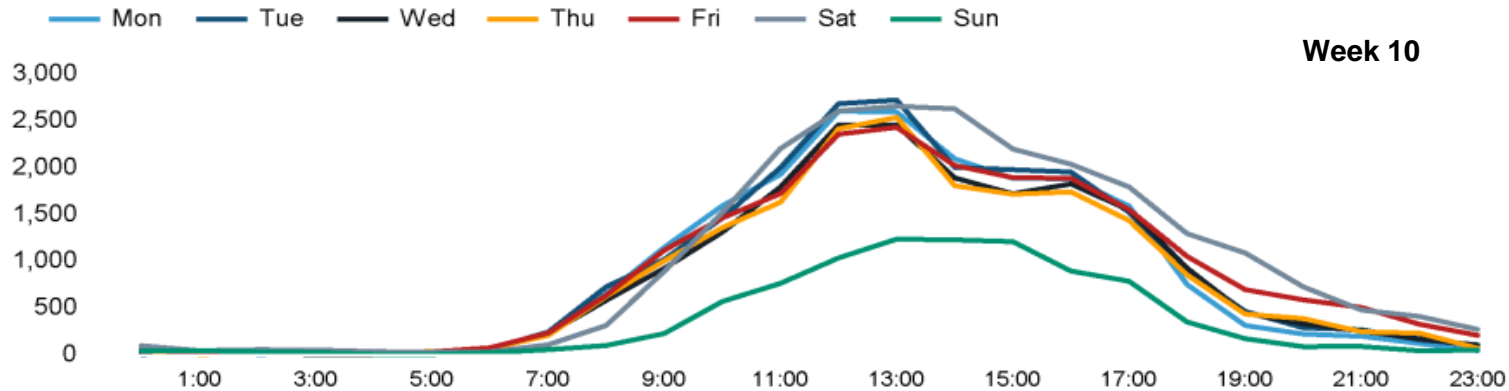
# Hourly Broadgate footfall by day – Week 11 2024 vs Week 10 2024

## Footfall Counts by hour

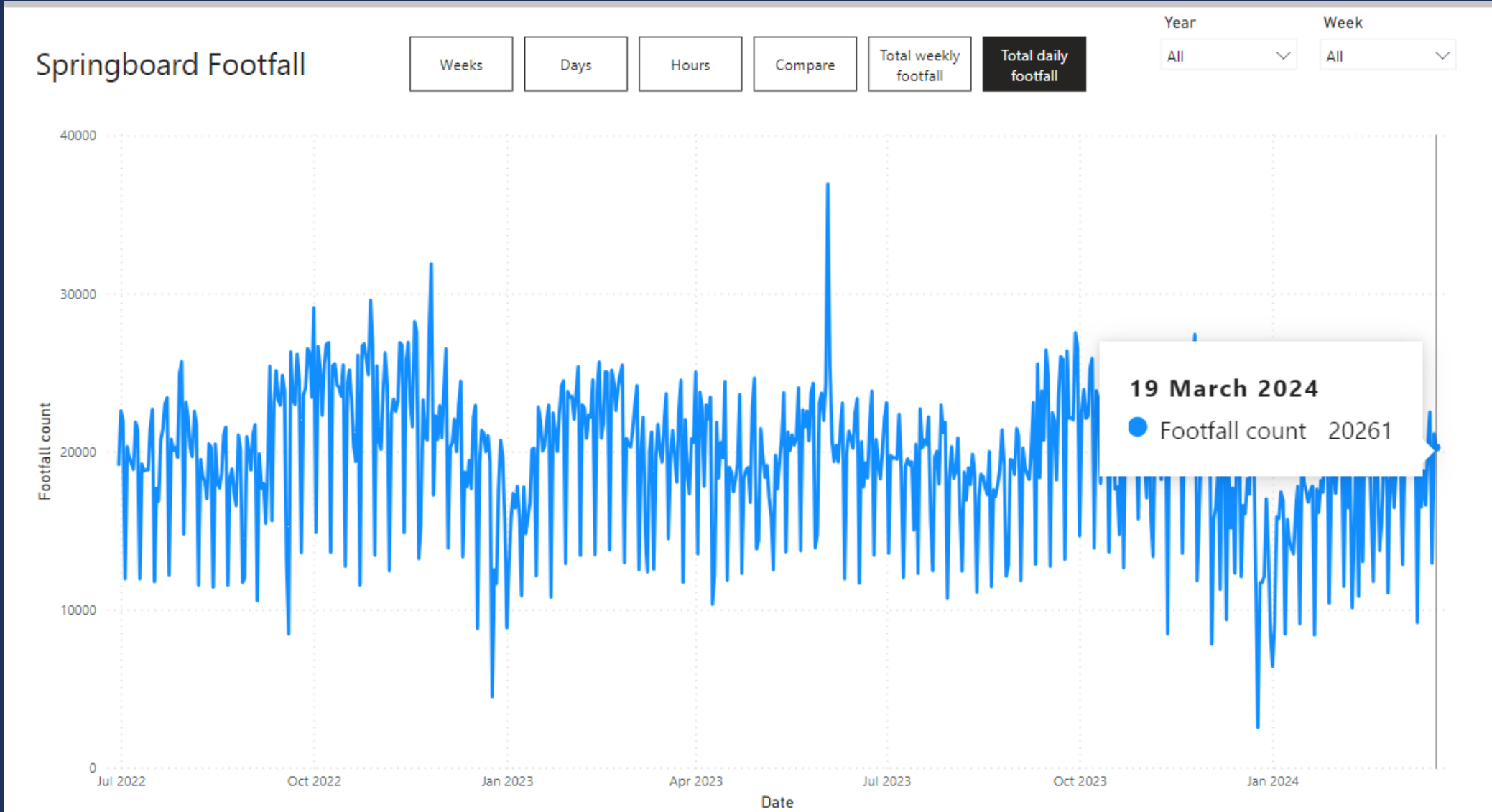


Week 11: 11 Mar – 17 Mar  
Week 10: 04 – 10 Mar

## Footfall Counts by hour



# Daily Broadgate footfall





# Car park occupancy : 02 January 2024 - 20 March 2024

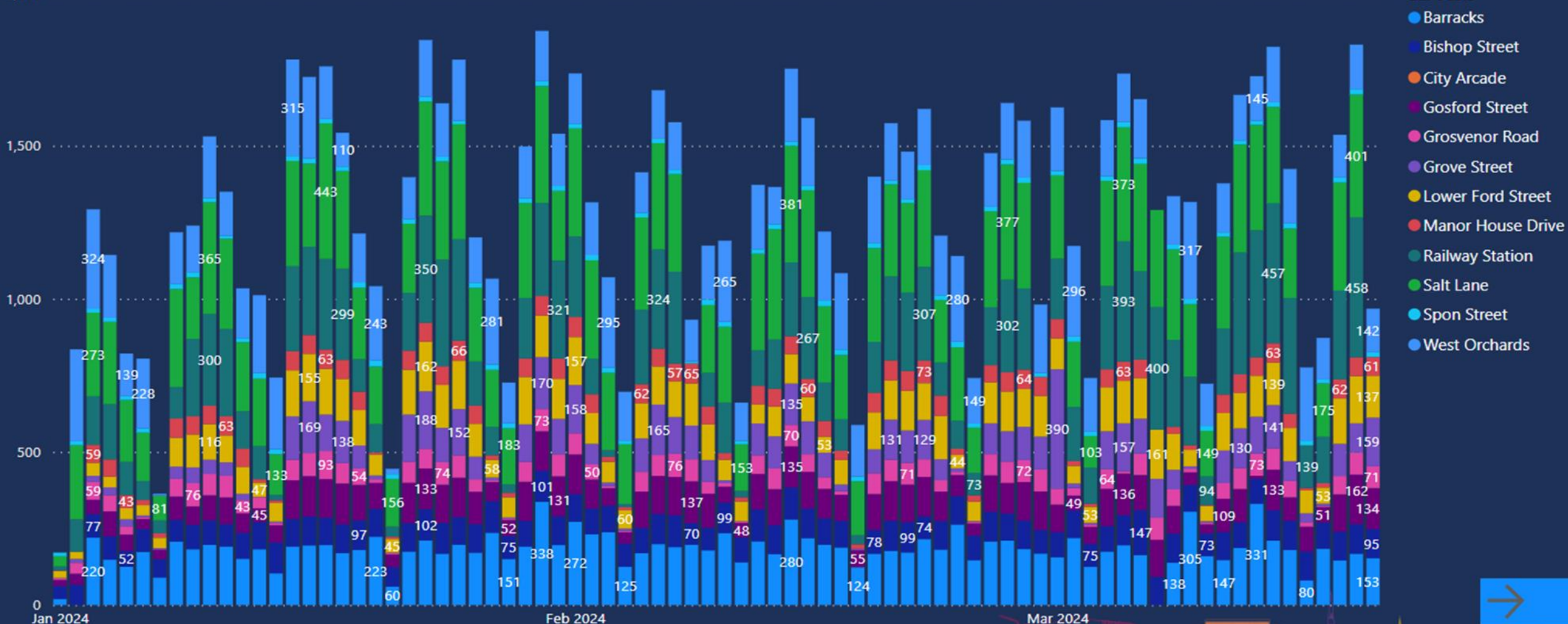


2024



Car park usage **P**

2,000



# Contact information



Data collected by colleagues across public realm, parking services and traffic management; compiled by insight.

[www.coventry.gov.uk/factsaboutcoventry/](http://www.coventry.gov.uk/factsaboutcoventry/)

[insight@coventry.gov.uk](mailto:insight@coventry.gov.uk)



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