City of London Corporation Destination City Dashboard

Destination City is the growth strategy for the Square Mile

In the decade ahead, the City aims to be a globally attractive place for businesses, seeks to attract workers back to the office, and be a place where people want to live, work, learn and explore. Its future success relies on being a welcoming and inclusive destination for all.

Destination City is a programme of collective action which aims to achieve four overlapping – and corporate wide – outcomes:

A globally attractive place for business	Attracting current City workers back to the office by "earning the commute"	An inclusive and welcoming destination which attracts the next generation of talent	A destination where people want to live, work, learn, and explore

This dashboard collates and visualises data to help us bring to life the actions and impact of the Destination City Programme and the wider City Corporation, as well as tell a story about our unique value proposition – which is key for attracting and retaining businesses, but also key to understanding our audiences and the communities we serve. It is presented in three sections:

State of the City
This section presents top-level indicators for the City; on economic performance, spend, and visitors. Monitoring these indicators will allow us to ensure we understand and reflect on the wider context within which we are operating.

Destination City Outcomes
This section outlines specific measures and targets for each of our Destination City programme outcomes. This will help us evaluate the impact of our chosen interventions.

City Health Check
This section brings together a wide range of data linked to our Destination City outcomes – and that we know influence our wider objective to make the city a magnetic place. They tell us more broadly what is happening across the Square Mile.

Sources and Data Definitions

State of the City: Economic Indicators

City Productivity
City Productivity data is drawn from the Subregional Productivity: labour productivity indices by local authority district dataset, published by the Office for National Statistics (ONS), which can be found here:
Data related to Regional and subregional labour productivity, UK - Office for National Statistics.
The data currently displayed is from the June 2025 release, relating to calendar year 2023, and will be updated annually.

City Workers
City Workers data is drawn from the Business Register and Employment Survey (BRES) data, published by the Office for National Statistics (ONS).
The data was downloaded via a bespoke query from Nomis, the official census and labour market statistics service operated by the ONS.
The dataset returned covers calendar years 2015 to 2023, and will be updated annually.

This data can be examined through four types of employment status:
 - Employees: An employee is anyone aged 16 years or over that an organisation directly pays from its payroll(s), in return for carrying out a full-time or part-time job or being on a training scheme. It excludes voluntary workers, self-employed, working owners who are not paid via PAYE.
 - Full-time employees: Employees working more than 30 hours per week.
 - Part-time employees: Employees working 30 hours or less per week.
 - Employment: Employees plus the number of working owners. BRES therefore includes self-employed workers as long as they are registered for VAT or Pay-As-You-Earn (PAYE) schemes. Self employed people not registered for these, along with HM Forces and Government Supported trainees are excluded. Working owners are typically sole traders, sole proprietors or partners who receive drawings or a share of the profits.

When referring to City Workers, the City Corporation uses the figures for Employment as standard.

City Businesses
City Businesses data is drawn from Inter Departmental Business Register (IDBR) data, published by the Office for National Statistics (ONS). The data was downloaded via a bespoke query from Nomis, the official census and labour market statistics service operated by the ONS. The dataset returned covers calendar years 2015 to 2023, and will be updated annually.

High Growth City Enterprises based in the City of London
Data on High Growth Enterprises is drawn from Inter Departmental Business Register (IDBR) published by the Office for National Statistics (ONS), which can be found here: Business demography, UK - Office for National Statistics.
The data currently displayed is from the November 2024 release, relating to calendar years 2018 to 2023, and will be updated annually.
High Growth Enterprises are defined as any business with 10 or more employees with average annualised growth in employment greater than 20% per annum, over a three-year period.

Sources and Data Definitions

State of the City: Spend and Visitors

Square Mile Spend Index
Spend Index data is anonymised and aggregated from Mastercard, via the High Streets Data Service.
The dataset runs from 1st January 2023 to the date displayed on this page.
Spend is the sum of Mastercard spend during the selected period. Values are not in pound/pence amounts, but are indexed to show relative change over time. Transactions are counted if they are made using UK-registered Mastercard debit or credit cards, made onsite at a point-of-service (POS) pay point.
Online transactions are not included.
This page includes the option to filter between three scales of area: the City of London as a whole, the five City Business Improvement Districts, and the six Principal Shopping Centres as outlined in the City Plan.

Footfall in the Square Mile
Footfall data is anonymised and aggregated from BT, via the High Streets Data Service.
The dataset runs from 1st January 2023 to the date displayed on this page.
Footfall includes all types of visitors (workers, domestic visitors & international visitors), and will not double count the same visitor within a single day. Footfall counts include people who have spent at least 10 minutes in a specified area.
Footfall is indicative, and may vary compared to other datasets.
This page includes the option to filter between three scales of area: the City of London as a whole, the five City Business Improvement Districts, and the six Principal Shopping Centres as outlined in the City Plan.

TfL Exits at Square Mile Stations
TfL Exits data is powered by TfL Open Data. Contains OS data © Crown copyright and database rights 2016' and Geomni UK Map data © and database rights [2019]. The dataset runs from 1st January 2023 to the date displayed on this page. It also includes the calendar year 2019 as a pre-pandemic baseline.
Exit taps have been chosen as a measure of visitors arriving within the City, and cover arrivals across the whole 24 hour period.
This page includes the option to filter between different groups of stations: stations geographically sited within the City of London, and stations which service the City of London i.e. are not located within the City but which passengers (particularly commuters) could use to access the Square Mile by walking or using a bus.

Sources and Data Definitions

Destination City Outcomes: Measures and Targets

A globally attractive place for business
Our target is to increase the number of new investors in the Square Mile, increase the number of new business occupiers, and increase the number of businesses we support who are starting or expanding in the City, in line with our SME Strategy.
Data for this outcome is provided by the City Corporation's City Business Investment Unit (CBIU), and will be updated on a quarterly basis.

Attracting current City workers back to the office by "earning the commute"
Our target is to reduce the average difference from 36% to 30% between the mid-week footfall and Mondays and to reduce the average difference from 42% to 37% between the mid-week footfall and Fridays.
Data for this outcome is anonymised and aggregated from BT, via the High Streets Data Service. The dataset runs from 1st January 2023 to the date displayed on the State of the City: Footfall in the Square Mile page.

An inclusive and welcoming destination which attracts the next generation of talent
Our target for this outcome is being developed, working alongside our City Belonging Project, to determine the best measurements and interventions for this area of work.

A destination where people want to live, work, learn, and explore
Our target is to increase average footfall on Friday, Saturday and Sunday by 5%.
Data for this outcome is anonymised and aggregated from BT, via the High Streets Data Service. The dataset runs from 1st January 2023 to the date displayed on the State of the City: Footfall in the Square Mile page.

State of the City: Economic Indicators

City Productivity
Subregional Productivity June 2025 release, from the Office for National Statistics (ONS)

Gross Value Added (GVA £) per hour [2023]	Gross Value Added (GVA £) per job [2023]
£79.00 City of London	**£151,920** City of London
£41.90 UK	**£66,402** UK
89% ▲ City compared to UK	**129% ▲** City compared to UK

Productivity Hours Worked per Week

City Workers
Business Register and Employment Survey (BRES) data, from the Office for National Statistics (ONS)

Employment Status
Employment ⌄

678,000 Latest Year	**10% ▲** Annual Change

Number of City Workers

High Growth Enterprises based in the City of London
Inter Departmental Business Register (IDBR) November 2024 release, from the Office for National Statistics (ONS)

Number of High Growth Enterprises

% of Enterprises recording High Growth
● City Of London ● London ● United Kingdom

465 Latest Year	**18% ▲** Annual Change	**9.4%** City of London	**6.3%** London	**4.7%** UK

City Businesses
Inter Departmental Business Register (IDBR) data, from the Office for National Statistics (ONS)

Business Size ⌄
Total ⌄

Legal Status ⌄
Total ⌄

22,485 Latest Year	**2% ▲** Annual Change

Number of City Businesses

State of the City: Square Mile Spend Index

City of London
Selected Area

01 January 2023
Dataset Start Date
31 July 2025
Dataset End Date

Spend Index in the City of London

Spend Index data anonymised and aggregated from Mastercard, via the High Streets Data Service

Year ● 2023 ● 2024 ● 2025

Aggregated Spend Index (Y-axis: 2.5M, 2.0M)

Month (X-axis: January, February, March, April, May, June, July, August, September, October, November, December)
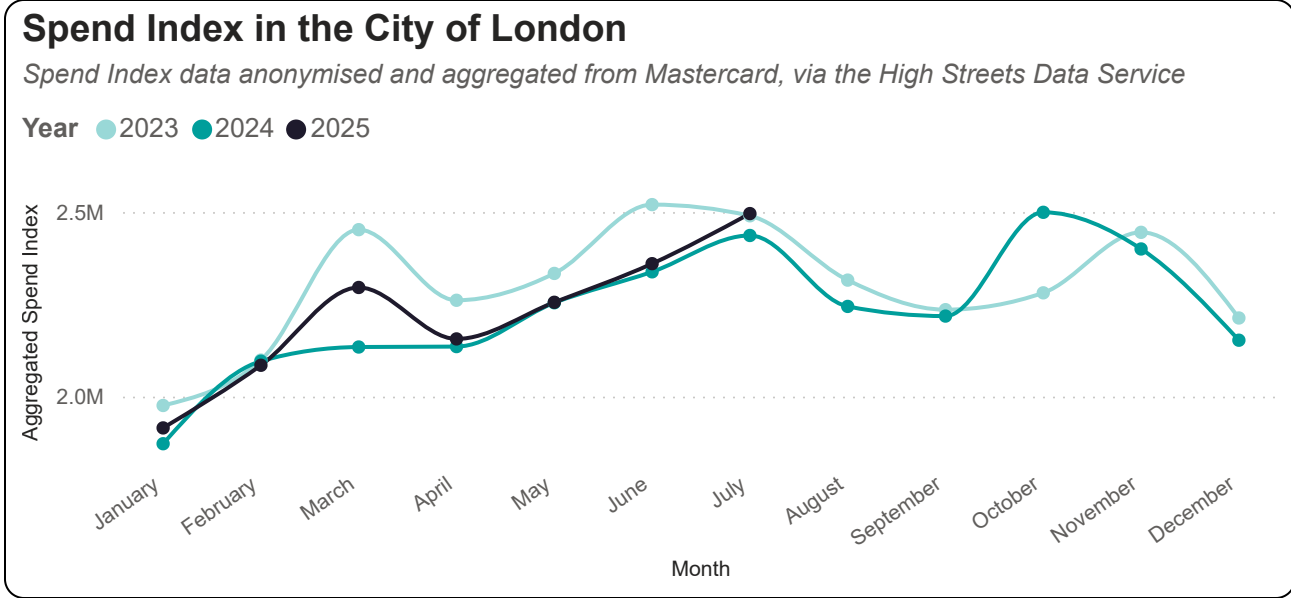
2,495,474
Latest Month

2% ▲
Compared to previous year

6,770,999
Latest Quarter

1% ▲
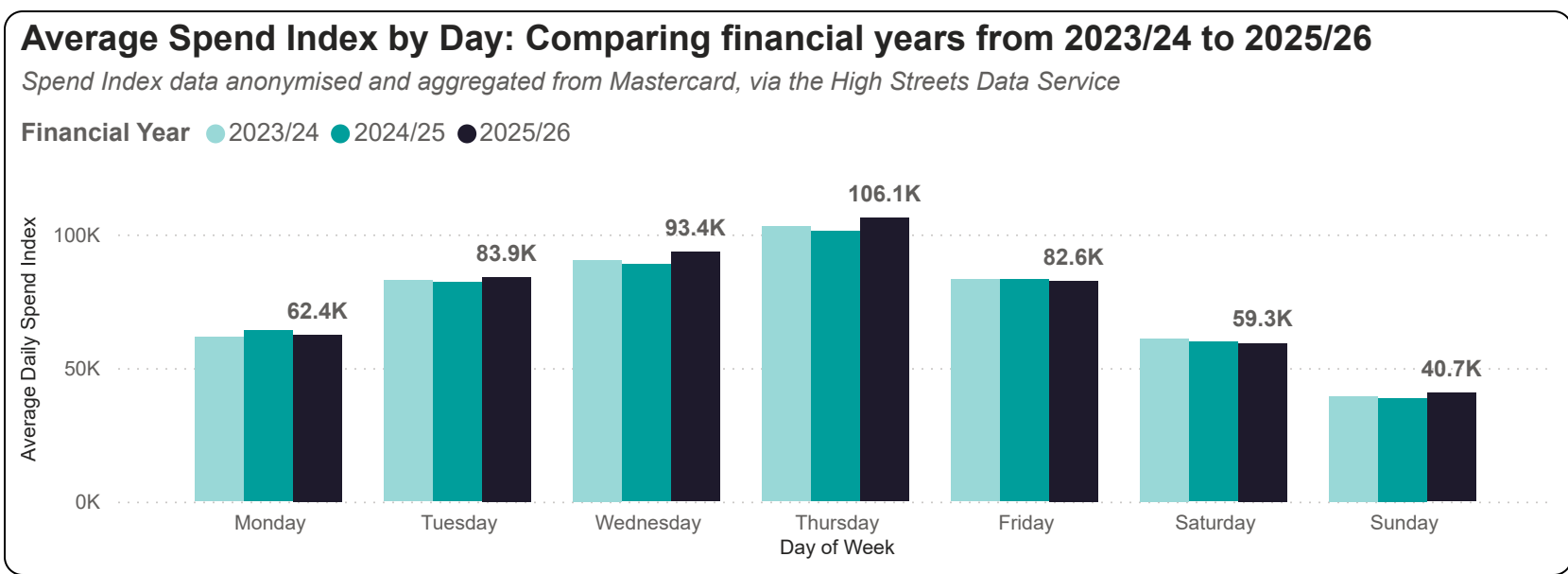Compared to previous year

27,074,181
Latest Rolling 12 Months

1% ▲
Compared to previous year

Average Spend Index by Day: Comparing financial years from 2023/24 to 2025/26

Spend Index data anonymised and aggregated from Mastercard, via the High Streets Data Service

Financial Year ● 2023/24 ● 2024/25 ● 2025/26

Average Daily Spend Index (Y-axis: 100K, 50K, 0K)

- Monday 62.4K
- Tuesday 83.9K
- Wednesday 93.4K
- Thursday 106.1K
- Friday 82.6K
- Saturday 59.3K
- Sunday 40.7K

Day of Week

Average Spend Index by Month

Average Spend Index by Quarter

Average Spend Index by Calendar Year

Average Spend Index by Financial Year

State of the City: Footfall in the Square Mile

Area
Single selection only

City of London ⌄

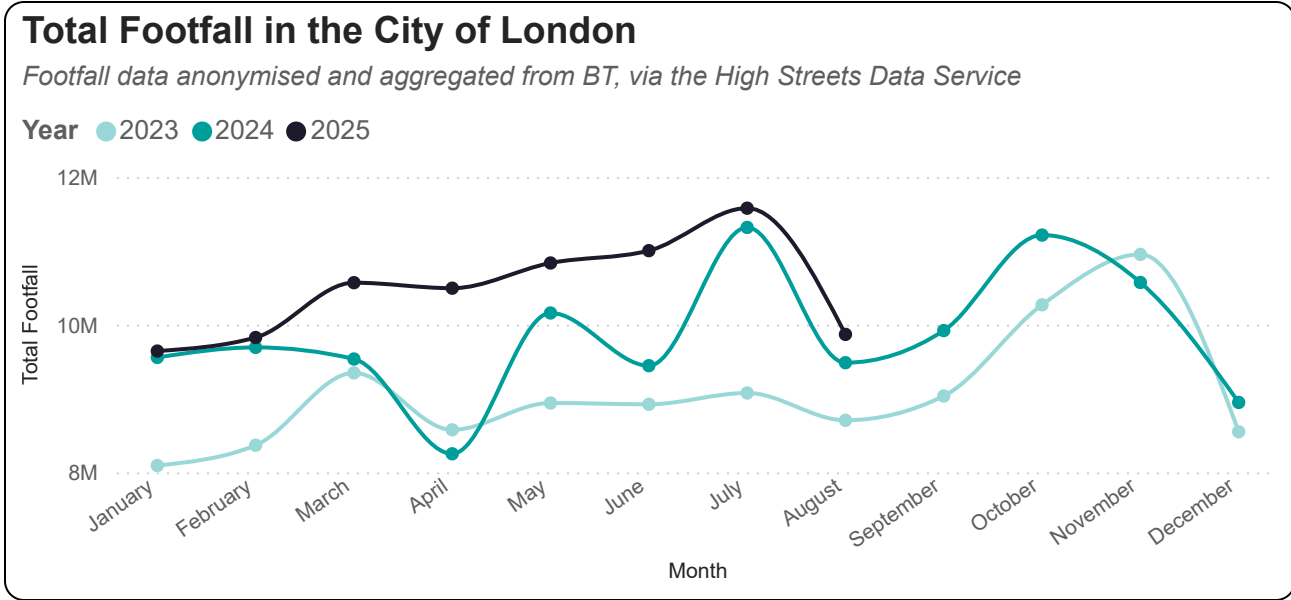## Time Period
Single selection only

24HRS (12AM - 12PM) ⌄

City of London
Selected Area

Total Footfall in the City of London
Footfall data anonymised and aggregated from BT, via the High Streets Data Service

Year ● 2023 ● 2024 ● 2025

9,868,380
Latest Month

4% ▲
Compared to previous year

32,331,775
Latest Quarter

16% ▲
Compared to previous year

124,466,510
Latest Rolling 12 Months

7% ▲
Compared to previous year

Average Footfall by Day: Comparing financial years from 2023/24 to 2025/26
Footfall data anonymised and aggregated from BT, via the High Streets Data Service

Financial Year ● 2023/24 ● 2024/25 ● 2025/26
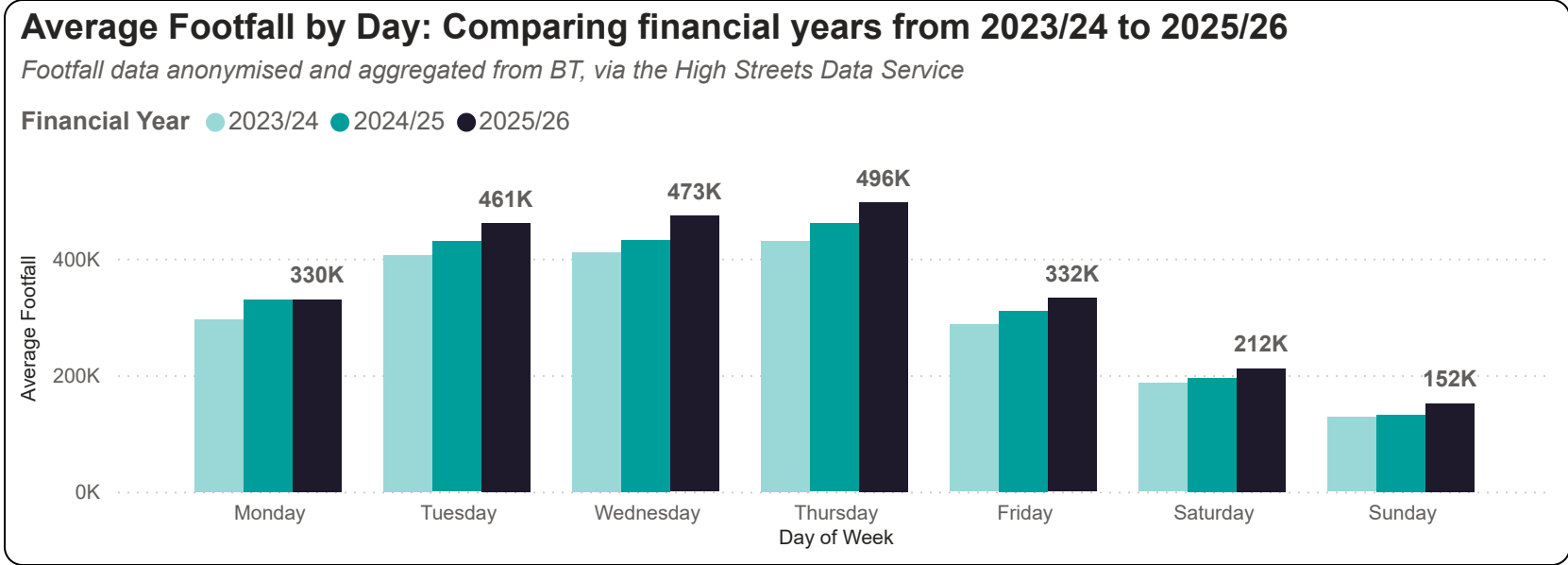
Average Footfall by Month

Average Footfall by Quarter

Average Footfall by Calendar Year

Average Footfall by Financial Year

Navigation Pane

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Programme Outline

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State of the City

Economic Indicators

Square Mile Spend Index

Footfall in the Square Mile

TfL Exit Taps at Square Mile Stations

Destination City Outcomes
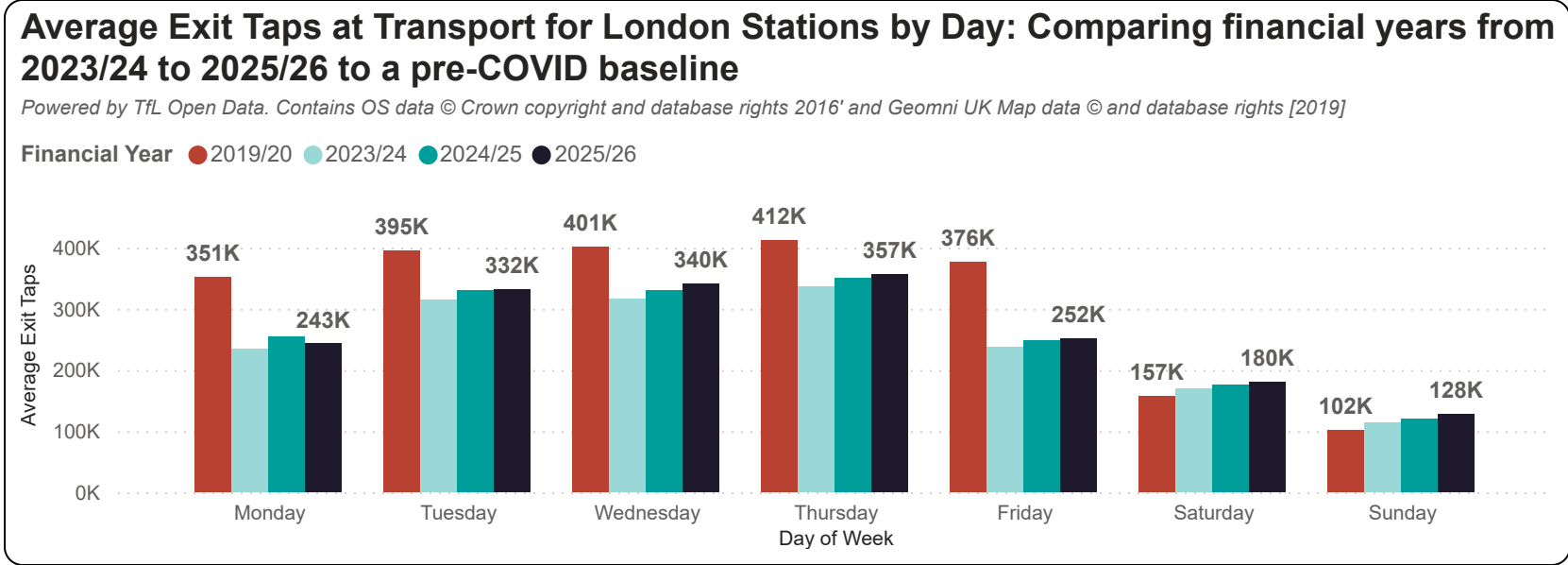
Measures and Targets
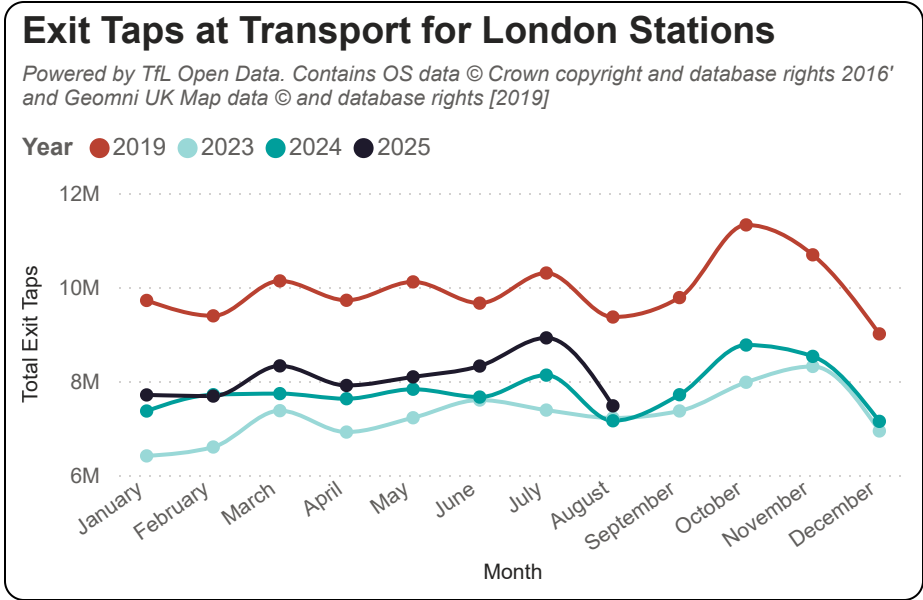
City Health Check

A globally attractive place for business

Attracting current City workers back to the office

An inclusive and welcoming destination which attracts the next generation of talent

A destination where people want to live, work, learn and explore

State of the City:
TfL Exit Taps at Square Mile Stations

Station
Ctrl + click to select multiple stations / station groups

Within the City of London ▾

Exit Taps at Transport for London Stations

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Year ● 2019 ● 2023 ● 2024 ● 2025

7,471,629	4% ▲	-20% ▼
Latest Month	Compared to previous year	Compared to 2019

24,311,196	5% ▲	-18% ▼
Latest Quarter	Compared to previous year	Compared to 2019

96,544,019	5% ▲	-19% ▼
Latest Rolling 12 Months	Compared to previous year	Compared to 2019

Average Exit Taps at Transport for London Stations by Day: Comparing financial years from 2023/24 to 2025/26 to a pre-COVID baseline

Powered by TfL Open Data. Contains OS data © Crown copyright and database rights 2016' and Geomni UK Map data © and database rights [2019]

Financial Year ● 2019/20 ● 2023/24 ● 2024/25 ● 2025/26

Average Exit Taps by Month

Average Exit Taps by Quarter

Average Exit Taps by Calendar Year

Average Exit Taps by Financial Year

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Measures and Targets

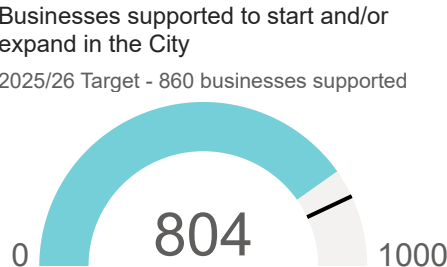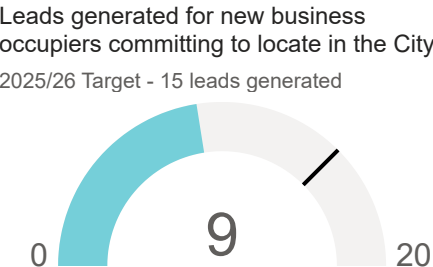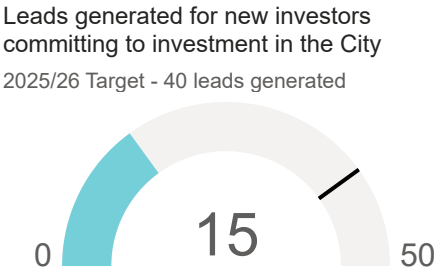### City Health Check

A globally attractive place for business

Attracting current City workers back to the office

An inclusive and welcoming destination which attracts the next generation of talent

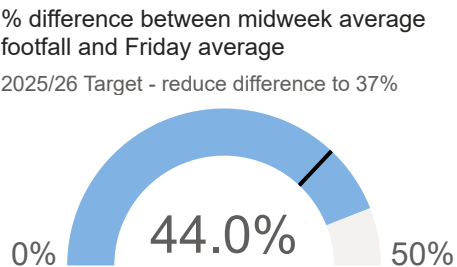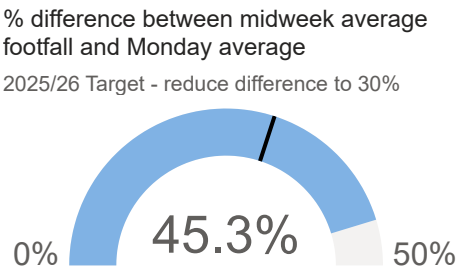A destination where people want to live, work, learn and explore

Destination City Measures and Targets

Data for "A globally attractive destination for business" will be updated on a quarterly basis.
Please see "State of the City: Footfall in the Square Mile" for details on the footfall update schedule.
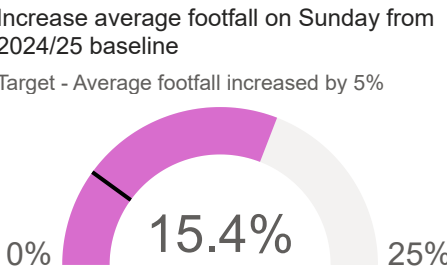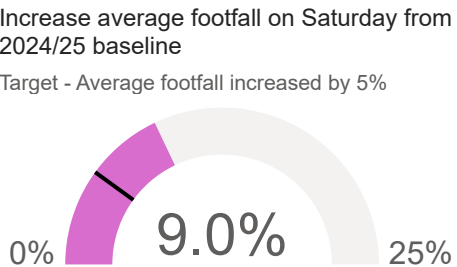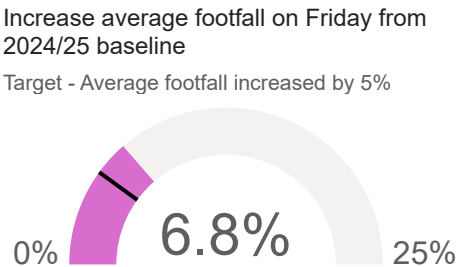
A globally attractive place for business

Leads generated for new investors committing to investment in the City

2025/26 Target - 40 leads generated

15
0 — 50

Leads generated for new business occupiers committing to locate in the City

2025/26 Target - 15 leads generated

9
0 — 20

Businesses supported to start and/or expand in the City

2025/26 Target - 860 businesses supported

804
0 — 1000

Attracting current City workers back to the office by "earning the commute"

% difference between midweek average footfall and Monday average

2025/26 Target - reduce difference to 30%

45.3%
0% — 50%

% difference between midweek average footfall and Friday average

2025/26 Target - reduce difference to 37%

44.0%
0% — 50%

An inclusive and welcoming destination which attracts the next generation of talent

Outcome measure to be developed

A destination where people want to live, work, learn, and explore

Increase average footfall on Friday from 2024/25 baseline

Target - Average footfall increased by 5%

6.8%
0% — 25%

Increase average footfall on Saturday from 2024/25 baseline

Target - Average footfall increased by 5%

9.0%
0% — 25%

Increase average footfall on Sunday from 2024/25 baseline

Target - Average footfall increased by 5%

15.4%
0% — 25%