

Appendix 11 – Monitoring review

Monitoring seeks to check progress against planned targets and can be defined as the formal reporting and evidencing that spend and outputs are successfully delivered, milestones met and changes in outcomes are tracked over time. Effective monitoring is vital to ensuring that the investment in this strategy leads to the realisation of the overall vision for the Borough.

To monitor how the strategy has delivered against each of these objectives, a range of outcome indicators have been identified, with associated data collection requirements as shown below:

<i>Measure</i>	<i>Outcome Indicator</i>	<i>Data Collection Method</i>
Infrastructure	Length of route improved	Length of cycle routes, walking routes, shared routes and bridleways improved Annual audit of existing cycle infrastructure
Infrastructure	Signage improved	Annual survey of section of routes signage quality and frequency
Infrastructure	Number of facilities provided increased	Manual counts and records from workplaces, schools and major transport hubs. Annual update report on type of facility and proportion based on usage.
Infrastructure	Numbers of people walking increased	Measured by target-group, area and borough-wide
Infrastructure	Numbers of people cycling increased	Measured by target-group, area and borough-wide automatic cycle counters
Infrastructure	Inclusion of active travel infrastructure and supporting measures in policies and strategies	Review of policy documents
Infrastructure	Cycle parking use	On-site surveys
Infrastructure	Active Travel Expenditure	Annual measure of city council capital and revenue spend on cycling
Infrastructure	Use of bike hire schemes	Annual/quarterly monitoring from scheme provider
Infrastructure	Speed reduction of motor vehicles in residential areas	Phased programme monitored for select residential areas with 20mph zones introduced
Infrastructure	Disability access	Cohesion with work and annual reports from disabled user access groups
Infrastructure	Maintenance of network	Regular monitoring of popular sections and feedback from community involvement
Awareness	Number of overweight or obese children when compared to the England lower than average	Public Health Outcome Framework
Awareness	Brand awareness	Number of hits on monitored websites and general brand awareness surveys
Awareness	Number of adults learning to ride a bike increased	Training centre records



Awareness	Information of routes available via apps and social media used	Monitoring of downloads of apps and website monitoring
Awareness	Information of routes available via printed maps used	Regular audit of leaflets by businesses
Awareness	Number of adults walking to work increased	Annual update from major employee surveys Census 2021 data
Awareness	Number of children walking to school increased	Annual travel to school survey data
Awareness	Number of adults cycling to work increased	Annual update of employees which use the 'Cycle to Work Guarantee' scheme.
Partnership	Local businesses promoting active wear	Partnership set up with local businesses with annual quotas included; monitoring from each individual business
Partnership	Users of local groups increased	Regular monitoring of memberships and group attendance

The proposed monitoring activities will provide a framework for translating how the wide range of interventions, and their associated outcomes, will contribute towards the delivery of the overall objectives of this strategy.

