

Monitoring and Evaluation Plan

1. Introduction

The proposals set out in this bid represent a substantial investment in the cycling network by the Department for Transport (DfT) and the West of England councils. There is a need to demonstrate the schemes have provided value for money and enable lessons to be learned from the delivery of the schemes to inform future decision making.

As set out in the DfT CCAG guidelines, the Department wants a single evaluation report for its programme. Sustrans have been engaged to review the monitoring and evaluation plans for the existing eight cities. The West of England councils agree:

- a) to work with Sustrans to improve monitoring and evaluation processes for the first two years of the Cycle City Ambition programme, as needed;
- b) to work with the Department to enable a single comparable end programme evaluation for the 2015-16 to 2017-18 Cycle City Ambition programme.

At a local level, before and after monitoring reports will be produced. Monitoring and evaluation of the schemes will also be incorporated in to existing reporting processes including the existing CCAG monitoring, and in Bristol, the Bicycle Accounts (Bike Life) project. Bike Life is an existing project across seven cities, coordinated by Sustrans, which seeks to report on a range of cycling data and indicators in 2015, 2017, and beyond.

2. Scheme Background & Context

The West of England saw an increase in actual numbers of commuters travelling to work by bike of 66.4% between 2001 and 2011. In addition, the proportion of West of England residents in 2011/12 who cycle at least once a month stands at 19% - leading all first wave City Deal areas. The West of England's ambition is to increase cycling by 76% by 2016 through building on its previous successes in the Cycling City and WEST LSTF projects and as part of our ten-year transformational strategy.

3. Scheme objectives

The strategic objectives of the programme are:

1. Connections between and within Enterprise Areas, communities and planned neighbourhoods and better linked communities
2. Unlocking capacity on the road and public transport networks through large scale shifts to more active commuting, of critical importance given job growth forecast.
3. Building a strategic cycling network by completing strategic routes and filling in missing links, rather than building standalone pieces of infrastructure which aren't connected.

4. Higher productivity through improved fitness (with an emphasis on commuting) and direct savings to the NHS through improved fitness (especially Bristol's north and south packages which link to hospitals and / or serve communities which score poorly on the IMD)
5. Improved public realm and revitalised streets (especially with the Easton Safer Streets & schemes relating to the Bath Enterprise Area and Bristol Enterprise Zone)
6. Creation / support of new businesses and social enterprises, by focussing investment on connections to Enterprise Areas and Bristol City Centre
7. Magnifying city agglomeration benefits with schemes that improve links between Enterprise Areas and new industry's (such as new composite technology hub in the North Fringe with an innovative bridge linking Emersons Green made of composite materials).

4. Evaluation approach

The monitoring and evaluation framework that will inform the before and after monitoring reports is comprised of: (1) Direct scheme specific monitoring; (2) Wider strategic transport related indicators; and, (3) Complementary economic indicators. These three components and the associated data requirements will now be considered in turn.

5. Data requirements & collection methods

5.1. Direct scheme specific monitoring

Volumetric Surveys: There is a programme of before/after volumetric cycle and pedestrian surveys around the Cycle City Ambition scheme. This includes a 'cycle matrix' of automatic surveys and manual classified surveys used by the West of England Authorities to report on the Joint Local Transport Plan. A network of upgraded and new automatic counters will be installed in Bristol during 2015 to support the 'before' monitoring of the schemes.

User Surveys: User surveys (cycle/pedestrian road-side interviews) will also be carried out post implementation. This will be important to assess levels of mode shift and user satisfaction, and provide key data in terms of origin and destinations of users.

Road Safety Monitoring: The scheme will also be monitored in terms of safety, with casualty data used to assess the benefits of the scheme.

5.2. Wider Strategic Transport related indicators

The project will also be evaluated against wider transport indicators. The West of England Joint Local Transport Plan 3 (JLTP3) sets out an area-wide cycling indicator and wider impacts will be measured through this. Wider impacts on cycling and walking, particularly for commuter trips will be evaluated through the annual Big Commuter count survey. The JLTP3 also includes indicators covering carbon emissions and air quality in the Air Quality Management Areas in the West of England. Before and after

trends in local air quality will be evaluated through this. This is of particular importance for the majority of schemes in Bristol and Bath which lie within Air Quality Management Areas.

Decongestion evaluation will be undertaken based on data provided annually by the Department for Transport. Health and Activity benefits of active travel will be monitored through a Quality of Life Survey, supplemented with the detailed user surveys for the specific schemes.

5.3. Complementary economic indicators

Support for the local economy and facilitating economic development are key objectives of the West of England Cycle Transformation project. Economic indicators will be evaluated from the specific Enterprise zone and areas described above, in terms of businesses and employment levels.

6. Resourcing & governance

A cost of £80,000 has been identified to assess the impact of the scheme and this will include the pre and post scheme opening monitoring reports. A monitoring and evaluation group for the will be established, including representatives from Sustrans, to develop the 'before' and 'after' reports and inform the Department's single evaluation for the 2015-16 to 2017-18 Cycle City Ambition programme.

7. Delivery & Dissemination

The 'before' data and report will be produced during 2015, with the after 'report' produced in 2018. The reports will be locally distributed via the TravelWest website and other channels. For Bristol, the Cycle City Ambition Fund will be referenced in the Bike Account (Bike Life) reports, which are likely to receive significant local and national press coverage.