

Appendix 17: Monitoring and evaluation plan

Element	Data source	Timing	Monitoring coverage
Routes: Levels of use by cyclists of routes developed	Route user intercept surveys	At strategic locations prior to route development and following completion of routes	Profile of cyclists <i>(have target groups been reached?)</i> Cyclists opinion on development <i>(have interventions addressed the safety and severance issues they were designed to address)</i>
Routes: Change in volumes of cyclists	Automated cycle counts (ongoing/constant)	Ongoing	Change in volumes of trips by cycle
Cycle friendly areas	Traffic speed and volume surveys in Cycle friendly areas	Before and following completion of cycle friendly areas	For residents: Accessibility <i>(can residents access services and facilities previously not accessible?)</i> Safety <i>(are traffic speeds and volumes reduced?)</i> Community cohesion and well-being For businesses: Number of employees by sector <i>(how many businesses in which sector benefit?)</i> Perceptions of transport links Annual turnover
	Cycle friendly areas stakeholder surveys (with residents and businesses)		
	Community consultations in cycle friendly areas		
Community outreach	Community outreach participant survey	At first registration and follow-up surveys	Levels of cycling amongst participants <i>(are the anticipated health benefits realised?)</i> Accessibility and social exclusion <i>(are participants able to access services and facilities previously not accessible?)</i>
	Focus groups and interviews with groups of community outreach participants	In year 2 of the programme, to supplement the participant surveys	
Active Travel Centre	Northumbria University staff and student travel survey	Before and following completion of the Active Travel Centre	Change in levels of cycling amongst staff and students
	Counts of parked bikes at Northumbria University		
Cycle and Metro	Metro station surveys	Annually at a subset of stations on above ground sections of the route	Journey profiles <i>(has bike and metro integration enabled users to access destinations previously not accessible to them by metro alone?)</i>
Overall impact on air quality	Air quality measurements	Ongoing, using existing data collection	Areas contained within AQMAs
Expected concurrent decrease in car use	Mode share for journey to work	Ongoing, collected via Go Smarter	Peak period congestion Car based commuting mileage
	Household surveys		
Well-being	Annual Population Survey	Annual	Self-reported levels of well-being in programme target areas compared with other areas.