



Department
for Transport

Cycling City Ambition Grant: Monitoring Plan

Moving Britain Ahead

October 2015

The Department for Transport has actively considered the needs of blind and partially sighted people in accessing this document. The text will be made available in full on the Department's website. The text may be freely downloaded and translated by individuals or organisations for conversion into other accessible formats. If you have other needs in this regard please contact the Department.

Department for Transport
Great Minster House
33 Horseferry Road
London SW1P 4DR
Telephone 0300 330 3000
General enquiries <https://forms.dft.gov.uk>
Website www.gov.uk/dft

OGL

© Crown copyright 2015

Copyright in the typographical arrangement rests with the Crown.

You may re-use this information (not including logos or third-party material) free of charge in any format or medium, under the terms of the Open Government Licence v3.0. To view this licence visit <http://www.nationalarchives.gov.uk/doc/open-government-licence/version/3> or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or e-mail: psi@nationalarchives.gsi.gov.uk.

Where we have identified any third-party copyright information you will need to obtain permission from the copyright holders concerned.

Monitoring Plan for the Cycling City Ambition Grant

- 1.1 This document sets out proposals for monitoring and evaluating the impacts of the Cycling City Ambition (CCA) investment programme. It should be read in conjunction with the document 'Cycle City Ambition Grant Monitoring Plan' that has been developed by Sustrans and is attached to this cover note.

Background

- 1.2 The CCA programme supports eight cities in delivering a long-term, strategic vision for cycling that will instigate a step-change in levels of cycling. The participating cities are Birmingham, Bristol, Cambridge, Leeds, Manchester, Newcastle, Norwich and Oxford.
- 1.3 Monitoring and evaluation is focused on the measurement and assessment of outcomes and impacts following the implementation of an initiative. Monitoring and evaluation of the CCA investment will help us to understand whether the CCA investment is delivering its anticipated benefits and assess the extent to which the CCA programme contributes to manifesto commitments of doubling the number of cycling trips and improving the safety of cycling. Good quality monitoring and evaluation evidence is also important for helping make and communicate decisions about where best to target public spending, demonstrating the value for money and benefits which are generated by investment in transport, and learning lessons about how we can most effectively design and deliver future policies¹.

Recommendations for a Monitoring Plan

- 1.4 The Department for Transport (DfT) commissioned Sustrans to develop an overarching Monitoring Plan for the CCA investment. This plan puts in place the foundations for a future evaluation of the CCA investment. The Monitoring Plan seeks to:
 - Understand what the pre-existing planned monitoring activities of the eight cities are;
 - Identify gaps and/or inconsistencies in monitoring methodologies and make recommendations that will improve the potential for cross-programme comparisons;
 - Explore the extent to which a cross-programme baseline figure can be established.

¹ Department for Transport, 2013, Monitoring and Evaluation Strategy. Available from: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/175300/monitoring-evaluation-strategy.pdf

- 1.5 The Monitoring Plan details the outcome of a series of conversations and data exchanges between Sustrans and the eight CCA grant recipients. The plan was developed collaboratively with all cities and in a way that drew upon pre-existing plans that had been developed by the cities. Following analysis of the existing monitoring activities, Sustrans produced a series of city-specific recommendations and a proposed future monitoring plan. This included identifying any important data gaps and making recommendations for how these should be filled.
- 1.6 Sustrans also produced a collection of 'How To' guides and calculators to enable the cities to explore adopting the recommendations going forward and ensure data comparability across the cities. These are referenced within the Monitoring Plan, but are bespoke to the cities and may be subject to change; they are therefore not being published alongside this Monitoring Plan. We plan to update and publish these toolkits and guides at a future date, but if you have questions in the meantime, please contact sat.programmes@dft.gsi.gov.uk.
- 1.7 The first section of the document provides a brief overview of the CCA programme. The next section outlines the key research questions that the collection of monitoring data could address. The Monitoring Plan also provides a detailed discussion of the recommended methods for measuring impacts. This includes recommendations for cities to collect cycle count data at the site of the interventions and across the wider city area, as well as on-route user surveys to gauge the impact of the CCA investment on modal shift. The Monitoring Plan concludes with a description of the recommended approach for future programme monitoring. Bespoke monitoring reports for each city are attached as appendices.

Future Evaluation of CCA Investment

- 1.8 The eight cities and DfT are committed to reporting upon the impacts of the CCA investment. The recommendations in the Monitoring Plan made by Sustrans will provide the basis for this. However, where agreed between the cities and DfT, there might be some deviation from the Monitoring Plan recommended by Sustrans. This flexibility is important where there are practical constraints to fulfilling the monitoring recommendations and also allows us to align any monitoring activities with other complementary cycling interventions.
- 1.9 Over the coming months the most pressing area for monitoring and evaluating the impacts of the CCA programme will be to develop and agree an acceptable baseline. This will require the cities to immediately review the recommendations Sustrans have provided, and identify the extent to which these can be swiftly implemented. DfT will then be in a stronger position to report further on the impact of the CCA investment over the coming years.