



Cheshire West
and Chester

Appendix 8

Appendix: 8: Connecting the Atlantic Gateway Monitoring and Evaluation Framework

Figure 1: Logic Model

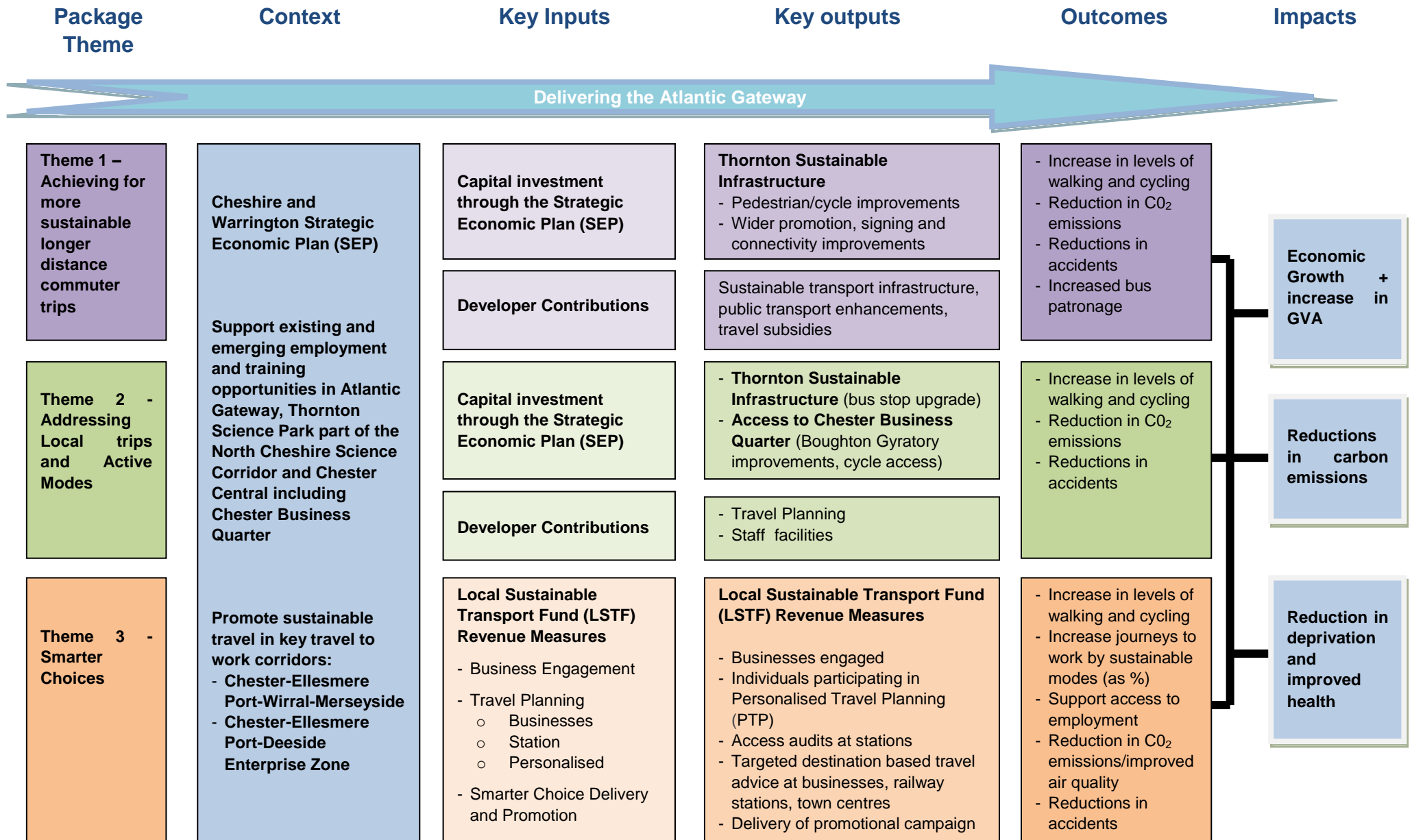


Table 1: LSTF Connect to Jobs Existing Monitoring Programme

Indicator	Process	Frequency	Responsibility	Reporting
Traffic Flow	Automatic Traffic Counts (ATCs) have been selected in Chester and Ellesmere Port.	Traffic profile recorded monthly, collated and monitored annually.	Senior Monitoring Officers to send annual overview to Smarter Travel Officers.	Part of annual monitoring report.
Bus Use	Patronage data for key services assessed.	Data available monthly, collated annually.	Smarter Travel Officers to obtain from operators and public transport team.	Part of annual monitoring report.
Train Use	Department for Transport (DfT) station exits and entries. Station interviews.	Data sourced annually.	Smarter Travel Officers to source Department for Transport (DfT) data. Senior Monitoring Officers to organise surveys and send results to LL.	Part of annual monitoring report.
Park & Ride	Number of tickets issued per site.	Data recorded monthly, collated twice yearly (April & Oct).	Senior Parking Services Officer to send Smarter Travel Officers monthly totals twice yearly.	Part of annual monitoring report.
Cycling Levels	Permanent counters identified in Chester and Ellesmere Port. Station interviews and key infrastructure sites.	Data available monthly, collated annually. Data obtained annually.	Senior Monitoring Officers to send annual overview to Smarter Travel Officers.	Part of annual monitoring report.
Pedestrians	Station interviews and key infrastructure sites.	Data obtained annually.	Senior Monitoring Officers to send annual overview to Smarter Travel Officers.	Part of annual monitoring report.
Modal Shift	Annual workplace staff travel surveys. Survey results recorded on itrace.	Annually. Following each workplace survey (annual) results uploaded.	Smarter Travel Officers to coordinate. Smarter Travel Officers at present. Training to be provided to other Smarter Travel Officers.	Travel plans produced. itrace outputs. Annual global modal shift.
Qualitative Proforma	Proforma completed describing events, Number's engaged etc.	Data compiled and recorded quarterly.	Smarter Travel Support Officer.	Part of annual monitoring report.
Events Calendar	Used to capture location, date, tools, techniques	As necessary	Smarter Travel Officers	Part of annual monitoring report.
Google Analytics	Used to monitor web hits	Monthly	Smarter Travel Officers	Part of annual monitoring report.
Hootsuite	Used to monitor Facebook and Twitter activity	As necessary	Smarter Travel Officers	Part of annual monitoring report.