

SMART KPIs will be used to measure performance against the identified objectives. The following table summarises a proposed high-level monitoring framework for the Central Birkenhead DAP programme.

Table 1: Proposed Monitoring Framework and KPIs

Objective	SMART KPI	How KPI is measured	Frequency
A sustainable core: A concentrated and simplified high street, ensuring its long-term sustainability, vibrancy and quality, a retail offer concentrated within an identified and protected high street at Grange Road.	Increased footfall	In-centre surveys	Quarterly
	Improved vacancy rates	GOAD mapping Visual surveys from Wirral Council Officers	Quarterly
	Rental value growth	Market analysis from local agents and available comparable evidence from recognised secondary data sources (CoStar, EGI)	Semi-annual
	Increase in private sector investment in asset base	Data collected by LEP / Council / Chamber of Commerce	Annual
A diversified core: Creating vibrancy through the introduction of a more apparent and more sustainable mix of uses which encourage longer dwell time and linked trips including an improved hotel offer alongside leisure. Creation of a quality evening offer and giving visitors more reason and opportunity to spend time and money within Central Birkenhead.	Business diversity – improved mix of floorspace	Monitoring of take up of new business and the composition of the High street and its offer in terms of retail, commercial and leisure.	Semi-annual
	Increased dwell time.	In-centre surveys	Quarterly
	Increased linked trips.		
A walkable and sustainably connected centre: Maximising the potential of the current and future immediate catchment area by facilitating sustainable movement of visitors and users. Influencing arrivals and routes through investment in key	Increased visitors to the town centre on-foot and cycles	In-centre surveys	Quarterly
	Reduced pedestrian and cycle road traffic accidents	Merseyside Police data	Annual
	Increased visitors accessing the centre via bus or train services	Merseytravel data / In-centre surveys	Quarterly

gateways across Central Birkenhead and the wider urban area, with high quality links and connectivity to its waterfront.			
An environmentally and digitally exemplar neighbourhood: Having meaningful impact to address the climate emergency, delivering a smart and sustainable core including sustainable energy infrastructure and enhance the environmental and community performance of Birkenhead.	Proportion of net zero carbon development within total development delivered	Planning application data	Annual
	Carbon emission savings	Carbon data analysis	Analysis
	Smart and environmental technology delivered within built environment	Planning application data	Annual
	Improved air quality across Central Birkenhead	Air quality surveys at key locations	Annual
	Increased visitors travelling by sustainable means	In-centre surveys	Quarterly
An attractor of visitors: Drawing in visitors and spend from a wider catchment, competing with sub-regional centres, becoming a destination of choice – attracting people with Birkenhead’s heritage, enhanced by a high-quality environment and a programme of events and activities that create a buzz about this place year on year.	Increased visitors accessing the centre via bus or train services.	In-centre surveys	Quarterly
	Increased ranking of Birkenhead Town Centre compared to sub-regional and regional centres.	Through nationally recognised rankings	Annual
An investable proposition: Leveraging private sector investment through creating the right conditions and opportunities for development.	Increased ratio of private sector to public sector investment.	Data collected by LEP / Council / Chamber of Commerce	Annual
	New investors attracted to Wirral.		Annual
A home for all: Delivering not just residential development,	Number of homes built	Data held by RPs	Annual
	Reduction in homelessness		Annual

<p>but an environment that supports Central Birkenhead becoming a home for people, creating safe and vibrant communities that in turn will generate activity, spend power and footfall to underpin wider ambitions.</p>	<p>Reduction in affordable housing waiting lists</p>	<p>Annual Monitoring of Planning Data</p>	<p>Annual</p>
<p>A physical environment to be proud of: Building on Birkenhead's past, bringing heritage back to life – and leveraging the best of that heritage in creating assets for the future, and ensuring high-quality design and long-term stewardship across buildings, public realm and landscape.</p>	<p>Historic assets brought back into use</p>	<p>Annual Monitoring of Planning Data In-centre surveys</p>	<p>Annual</p>
	<p>Visitors who identify heritage as a reason to visit</p>	<p>In-centre surveys</p>	<p>Annual</p>
	<p>Successful implementation of events programme</p>	<p>Experience Surveys Footfall counts</p>	<p>Annual</p>