

## Monitoring Framework

- 1.1 SMART KPIs will be used to measure performance against the identified objectives. The following table summarises a high-level monitoring framework for the Waterfront NF programme.

Table 1: Monitoring Framework and KPIs

Objective	SMART KPI	How KPI is measured	Frequency
<b>Claiming Birkenhead's waterfront:</b> an active, visible and well-connected part of the town, including opening up new versatile mixed use development areas and active corridors	Increased footfall	In-centre surveys	Quarterly
	Increased dwell time	In-centre surveys	Quarterly
	Linked trips	In-centre surveys	Quarterly
	Mixed use planning applications	Planning application data	Annual
	Business diversity – improved mix of floorspace	Monitoring of take up of new business and the composition of the area and its offer in terms of retail, commercial and leisure.	Annual
<b>Capitalising on our connectivity:</b> making the most of our frequent and rapid rail links in combination with characterful ferry connections	Public transport users	Visitor / passenger surveys.  Public transport revenue.	Quarterly
<b>Completing the world-class City Regional waterfront:</b> delivery of defining landmark attractions that create a new address on the 'Left Bank' of the Mersey	Award winning developments.  New visitor attractions delivered.	Awards won.  Planning application data / occupiers attracted / attractions and events opened and run.	Annual
<b>Enriching character and built form:</b> new high-quality mixed-use development and new spaces between buildings that celebrate and build	Award winning developments.  Heritage assets brought back into use.	Awards won.  Planning application data.	Annual.

on our heritage assets and historic environment			
<b>Addressing climate challenges through new development:</b> Carbon efficient and climate resilient development	Infrastructure delivered.	Planning application data.	Annual
<b>Showcasing our ambitions:</b> ensuring development on the waterfront embodies Birkenhead's ambitions for the future as a vibrant waterfront city	Award winning developments.	Awards won.	Annual
	Increased footfall	In-centre surveys	Quarterly
	Increased dwell time		
	Linked trips		