

Table 6-1 – Objectives and Key Performance Indicators

Portswood Project Objectives	Comment	KPIs	Data Source(s)	Detail of Assessment	
				Quantitative	Qualitative
To regenerate and make Portswood District Centre a more attractive, accessible, vibrant and competitive economic destination so people spend more time and money here;		<p><i>Attractive, vibrant</i></p> <ul style="list-style-type: none"> ▪ Increase in pedestrian and cyclist footfall ▪ Increase in unique and return visitors ▪ Increase in user score <p><i>Accessible</i></p> <ul style="list-style-type: none"> ▪ Increase in disabled parking provision ▪ Increase in seating <p><i>Competitive economic destination</i></p> <ul style="list-style-type: none"> ▪ Increase in business rates income ▪ Decrease in number of vacant shops ▪ Increase in business score <p><i>People spend more time and money</i></p> <ul style="list-style-type: none"> ▪ Increase in pedestrian dwell time ▪ Increase in average shop visits / spend 	<ul style="list-style-type: none"> ▪ VivaCity Cameras ▪ GEO-Sense footfall counts ▪ Economic survey ▪ Business survey ▪ Residents survey ▪ On-street survey ▪ Community organisations / schools ▪ Parking Survey 	<p>Review of the pedestrian and cyclist footfall surveys on Portswood Road. An increased number of users and unique users will be seen as a positive.</p> <p>Assess the amount of time users spend on Portswood Road, increase pedestrian dwell time will be seen as a positive of the scheme.</p> <p>Assessment of local economic data to show an improvement in economic conditions including vacancy rates, employment and business rates – comparison of 2024 and 2025 data</p>	<p><i>Residents and visitors survey</i></p> <ul style="list-style-type: none"> ▪ User scores for community ▪ User scores for local businesses <p><i>School survey</i></p> <ul style="list-style-type: none"> ▪ User scores for community <p><i>Business survey</i></p> <ul style="list-style-type: none"> ▪ User score for business performance ▪ User score for access to business ▪ User score for community
To improve the air quality, environment and biodiversity;	<i>Improve the air quality wider than just Portswood Road.</i>	<p><i>Air quality</i></p> <ul style="list-style-type: none"> ▪ Reduction in NO2 levels ▪ Reduction in vehicle use across the area <p><i>Environment & biodiversity</i></p> <ul style="list-style-type: none"> ▪ Increase in greening & biodiversity ▪ Increase in space for walking and wheeling 	<ul style="list-style-type: none"> ▪ ATE Area Check ▪ Pedestrian Level of Service ▪ Healthy Streets Assessment ▪ Resident Survey ▪ School Survey 	<p>Assess the Air Quality data on the nearby roads. The assessment will be based on a monthly from 2024 and 2025.</p>	<p>The pedestrian level of service and Healthy Streets Assessment for Portswood Road and the nearby streets this assessment will be based on an improvement to those scores.</p> <p><i>Residents and visitors survey</i></p> <ul style="list-style-type: none"> ▪ User scores for local environment <p><i>School survey</i></p> <ul style="list-style-type: none"> ▪ User scores for local environment
To provide more space for people walking and wheeling with improved connectivity and road safety;		<p>More space for people walking and wheeling with improved connectivity</p> <ul style="list-style-type: none"> ▪ Increase in walking porosity, crossings, permeability and mesh density ▪ Increase in cycling porosity, crossings, permeability and mesh density ▪ Improved road safety ▪ Compliance with posted speed limit ▪ Reduction in pedestrian and cycling KSIs 	<ul style="list-style-type: none"> ▪ ATE Area Check ▪ Pedestrian Level of Service ▪ Healthy Streets Assessment ▪ CrashMap ▪ STATS19 ▪ RSA ▪ ATCs 	<p>Assess the speed of vehicles on all the ATCs to see if the implemented 20mph speed limit has impacted driver behaviour. A reduction in speed on local streets should lead to improved Road Safety.</p> <p>A review of the Stats 19 information to see if the scheme has reduced the number of NMU accidents on Portswood Road and how this impacted accidents on the surrounding roads.</p>	<p>The pedestrian level of service and Healthy Streets Assessment for Portswood Road and the nearby streets this assessment will be based on an improvement to those scores.</p> <p><i>Residents and visitors survey</i></p> <ul style="list-style-type: none"> ▪ User scores for convenience of active travel ▪ User score for transport safety <p><i>School survey</i></p> <ul style="list-style-type: none"> ▪ User scores for transport safety ▪ User score for active travel <p><i>Businesses survey</i></p>

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					<ul style="list-style-type: none"> User score for access to businesses Mode of transport for deliveries Number of deliveries Bus user survey <ul style="list-style-type: none"> User score for bus stop access Bus operator survey <ul style="list-style-type: none"> User score for bus services Reported congestion Emergency services survey <ul style="list-style-type: none"> User score for traffic conditions Reported congestion
To improve the choices of transport modes for people to use;	<i>To widen the choice of available transport modes and improve existing public transport options.</i>	<ul style="list-style-type: none"> Increase in user score Increase in availability of shared mobility options 	<ul style="list-style-type: none"> Bus passenger survey ATE Area Check 		Residents and visitors survey <ul style="list-style-type: none"> User scores for public transport Reported transport modes used Business survey <ul style="list-style-type: none"> Reported transport modes used Schools survey <ul style="list-style-type: none"> User scores for public transport Bus user survey <ul style="list-style-type: none"> User score for bus services
To improve bus reliability and journey times and create better bus stops	<i>Improve bus journey times across the corridor, not just the Portswood Road. Better bus stops could include upgraded shelters and real-time information.</i>	<ul style="list-style-type: none"> Increase in user score Increase in bus operator score Increase in average bus speed Reduction in through traffic Reduction in obstruction at bus stops Decrease in vehicles parked along Portswood (Highfield Lane to Brookvale Rd) 	<ul style="list-style-type: none"> Bus operator feedback Bus passenger survey ATCs Bluetooth journey data Bus RTI & BODS Parking Survey 	Assess the bus journey times utilising Portswood Road. The assessment will include comparing the actual time to the expected timetable run time. The ATCs on the approach to Portswood Road will be reviewed to understand if there has been a reduction in traffic due to the scheme to improve bus service reliability. Review the difference in parking on Portswood Road between (Highfield Lane and Brookvale Road); the review will look at the overall number and duration of stay.	Residents and visitors survey <ul style="list-style-type: none"> User scores for public transport Schools survey <ul style="list-style-type: none"> User scores for public transport Bus user survey <ul style="list-style-type: none"> User scores for bus services User score for bus stop access User score for bus stop condition and location Bus operator survey <ul style="list-style-type: none"> User score for bus stops User score for bus services
To enhance quality of life for all who live, work or shop in the area;		<ul style="list-style-type: none"> Increase in user score 	<ul style="list-style-type: none"> Residents survey On-street survey Community organisations/schools 		Residents and visitors survey <ul style="list-style-type: none"> User scores for community User scores for local environment School survey <ul style="list-style-type: none"> User scores for community User scores for local environment Business survey <ul style="list-style-type: none"> User score for community

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To reduce the amount of through route traffic on local roads;	Reduce through-traffic not only on Portswood Road but also on local streets.	<ul style="list-style-type: none"> Decrease in vehicles during operating hours 	<ul style="list-style-type: none"> VivaCity cameras ATCs Turning counts Parking surveys 	<p>Assess the ATCs on the nearby roads to understand how the redistribution of traffic has occurred and where it has occurred</p> <p>Review the turning proportions at the junctions to see if the TRO had significantly</p> <p>Assess the speed of vehicles on all the ATCs to see if the implemented 20mph speed limit has impacted driver behaviour.</p>	<p>A definition of local roads would need to be agreed before the assessment is undertaken.</p> <p><i>Residents and visitors survey</i></p> <ul style="list-style-type: none"> User scores for driving <p><i>Schools survey</i></p> <ul style="list-style-type: none"> User scores for driving
To reduce crime and anti-social behaviour		<ul style="list-style-type: none"> Reduction in ASB Reduction in Public Order Offences Reduction in Shop lifting 	<ul style="list-style-type: none"> HIOWC Hampshire and Isle of Wight Constabulary 	<p>Review on the amount, type and location of crimes around the scheme. The assessment will review difference between the first six months of 2024 and compare that with 2025.</p>	<p><i>Residents and visitors survey</i></p> <ul style="list-style-type: none"> User scores for crime levels <p><i>Businesses survey</i></p> <ul style="list-style-type: none"> User scores for safety