

## PROVISIONAL LTC BUS TRIAL PERFORMANCE CRITERIA – SUMMARY TABLE

Criteria	What Are We Monitoring?	Why Are We Monitoring?	Provisional List of Indicators
<b>Safety</b>	<p>Safety of key user groups in and around Swan Street/Market Place, including:</p> <ul style="list-style-type: none"> <li>• Pedestrians</li> <li>• Pedestrians with visual and/or hearing difficulties/impairments.</li> <li>• Cyclists.</li> </ul>	<ul style="list-style-type: none"> <li>• Improvement in this area a key target for LTC scheme – need to assess whether trial option supports this.</li> <li>• Concern over potential danger to people with visual/hearing impairments on shared bus/pedestrian strip.</li> </ul>	<ul style="list-style-type: none"> <li>• Injury accident records (Swan Street through Market Place).</li> <li>• 85<sup>th</sup> percentile vehicle (bus) speeds (Swan Street through Market Place).</li> <li>• Perceived safety in Town Centre as a whole for pedestrians and cyclists.</li> <li>• Perceived safety of the shared bus/pedestrian strip.</li> </ul>
<b>Ease of Movement</b>	<p>Ease of movement for pedestrians across Swan Street, between Market Place and Biggin Street/Baxter Gate.</p>	<p>Improvement in this area a key target for LTC scheme – need to assess whether trial option supports this.</p>	<ul style="list-style-type: none"> <li>• Pedestrian movements (footfall) across Swan Street (through Market Place). Perceived ease of movement for pedestrians in Town Centre as a whole.</li> <li>• Crossing times for Swan Street between Market Place and Biggin Street/Baxter Gate.</li> <li>• Whether or not shared bus/pedestrian strip is perceived to be a significant barrier to movement.</li> </ul>
<b>Public Realm</b>	<p>Quality of the public realm in the Town Centre.</p>	<p>Improvement in this area a key target for LTC scheme – need to assess whether trial option supports this.</p>	<ul style="list-style-type: none"> <li>• Perceived quality of the public realm in the central pedestrian area(s) of the Town Centre.</li> </ul>
<b>Bus Services</b>	<p>The following service attributes will be considered in relation to the local bus network:</p> <ul style="list-style-type: none"> <li>• Accessibility, in terms of: <ul style="list-style-type: none"> <li>- Proximity to/convenience of services from the Town Centre.</li> <li>- Spatial coverage of services providing access to/from Loughborough Town Centre.</li> </ul> </li> <li>• Quality, in terms of journey times.</li> <li>• Quantity, in terms of frequency and hours/days of provision.</li> </ul>	<p>The 'no buses' and 'southbound buses only' options would require significant changes to the routing and boarding/alighting arrangements of some services within the Town Centre. This could lead to:</p> <ul style="list-style-type: none"> <li>• Deterioration of affected services in terms of some or all of the attributes listed left.</li> <li>• Complete withdrawal of services. and/or</li> <li>• Increased subsidy requirement to</li> </ul>	<ul style="list-style-type: none"> <li>• Proximity of boarding/alighting points for each service to key locations/facilities in Town Centre.</li> <li>• Perceived ease of accessing bus services in the Town Centre.</li> <li>• Spatial coverage/number of Loughborough town services.</li> <li>• Scheduled journey times during peak periods.</li> <li>• Core service frequencies.</li> <li>• Levels of off-peak provision (i.e. evenings and Sundays).</li> <li>• Service fares.</li> <li>• Proximity of Town Centre boarding/alighting facilities for different services.</li> <li>• Number/key attributes of through/'cross town' services.</li> <li>• Total annual subsidy for services which provide access to Loughborough Town Centre.</li> </ul>

	<ul style="list-style-type: none"> <li>• Affordability/value for money (i.e. fares).</li> <li>• Connectivity and interchange, in terms of: <ul style="list-style-type: none"> <li>- Ability/ease of connecting between services within Loughborough Town Centre.</li> <li>- Existence/provision of through/‘cross-town’ services.</li> </ul> </li> <li>• Level of subsidy.</li> <li>• Usage (i.e. patronage).</li> </ul>	<p>retain adequate levels of provision. All of these possible outcomes would need to be taken into account in judging the success or otherwise of the chosen trial option.</p>	<ul style="list-style-type: none"> <li>• Service patronage (NB - use of equivalent national/regional statistics as a benchmark/to account for background trends).</li> <li>• Passenger use of Town Centre bus stops (see above comment re: national/regional benchmarking).</li> <li>• Comparison of outputs for the above indicators to the ‘national picture’.</li> </ul>
<b>Economy</b>	<p>The following economic attributes will be considered in relation to the Town Centre:</p> <ul style="list-style-type: none"> <li>• Retail Performance.</li> <li>• Vacancy rate for commercial properties.</li> </ul>	<ul style="list-style-type: none"> <li>• Improvement in this area a key target for LTC scheme – need to assess whether trial option supports this.</li> <li>• Potential impacts of the ‘no buses’ and ‘southbound buses only’ options on bus service provision, which could reduce access to the Town Centre for many people.</li> </ul>	<ul style="list-style-type: none"> <li>• Footfall in key locations.</li> <li>• Occupancy/vacancy rate for retail units within the Town Centre.</li> <li>• Outlook of businesses based/trading in the Town Centre.</li> <li>• Perceived ‘destination appeal’ of Loughborough Town Centre.</li> <li>• Cash withdrawals at Town Centre cash machines (Link???)</li> <li>• Sales at Loughborough Town Centre stores of major chain retailers (NB – use of equivalent national/regional figures for those chains as a benchmark/to account for background trends).</li> </ul>
<b>Environment</b>	<p>The following local environmental attributes will be considered in relation to the area around Swan Street/Market Place:</p> <ul style="list-style-type: none"> <li>• Air quality.</li> <li>• Noise generated by vehicular traffic.</li> </ul>	<p>Improvement in this area a key target for LTC scheme – need to assess whether trial option supports this.</p>	<ul style="list-style-type: none"> <li>• Atmospheric concentrations of NO<sub>x</sub> in the immediate vicinity of Swan Street/Market Place.</li> <li>• Peak and/or average levels of noise created by vehicular traffic using the shared bus/pedestrian strip.</li> </ul>