

When we want to establish Base Data upon which to measure future changes
European Livable Cities Project



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Immediate Economic

Indicator	Measure	Technique
Pedestrian activity	People flows	Manual counts, cameras, surveys of special events
More Expenditure	Expenditures(retail, leisure, hotel, on street event)	Interviews, surveys (on street, self-completion, operators)
More uses on street	Number of: cafes, street traders, stalls, events	Before & after survey
More repair/regeneration of sites	Level of activity	Exterior condition surveys, planning applications, repair frequencies, occupier surveys
Increased local distinctiveness	# of independent shops # of distinctive events User attitude Image change	Audit of shops Audit of events User surveys Survey of distinctive elements

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Strategic Economic

Indicator	Measure	Technique
Improvement in town's performance	Performance of shops Tourism performance Quality of life	National retail rankings National tourism rankings Various surveys
New strategic roles for public space	Role changes	Before & after surveys
Integration of latent economic assets	More effective use	Audit of new economic activity Before & after surveys of vacant sites
Creation of new economic quarters	Diversity	Audit of changes in cultural/social/econ offerings
Improvement in quality of life	Overall quality	User surveys Indicator surveys
Creation of new image	Image changes	Surveys (user, business, opinion maker, media)

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Social

Indicator	Measure	Technique
Reduction in road deaths, injuries	Accidents	Before & after surveys
Wider health and well being benefits	Health	User surveys General health records
Reduction in actual threat	Crime, anti-social behavior	Before & after surveys
Reduction in perceived threat	Fear	User surveys
Reduction in social exclusion	Engagements	Before & after surveys Observation (cameras) User surveys
More efficient walking trips	Routing	User surveys, camera surveys, GPS monitoring
Greater community ownership	Sense of civic pride	User perception surveys, plotting of new community initiatives

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Environmental

Indicator	Measure	Technique
Reduction in noise pollution	Audible quality	Noise surveys Ambient sound surveys
Reduction in air pollution	Air quality	Air quality surveys
Reduction in vehicle use	Vehicle presence	Flow surveys Parking surveys User surveys
Reduction in visual intrusion	Visual quality	Environmental audit User surveys
Reduction in vehicle infrastructure	Infrastructure presence	Infrastructure audit
More sustainable use of urban space	Space use	Before & after surveys Camera surveys