Kings Heath and Moseley Places for People
Objectives and Success Factors

Objectives

There are a variety of objectives behind Places for People and in some cases, different people will have different views on their importance and relevance. A general set of objectives for the project are as follows;

- A reduction in motor traffic across project area,
- A reduction on air pollution across project area,
- A reduction in short motor vehicle trips,
- An increase in walking and cycling,
- A reduction in collisions,
- Where motor vehicle trips are made, the roads designated, designed and managed for them are used in preference to side streets.

Success Factors

The success factors for the scheme are;

- Traffic data
- Change in mode use
- Air quality
- Public perception
- Impact on business

The following table takes the five success factors and summarises them as specific indicators which can framed as positive, neutral or negative.

The matter of “equity” has been raised by some residents and while there will be many different interpretations of what this means in terms of Places for People, this might be framed as what might the tolerable impacts on different classes of road or street be, together with the impacts on citizens more generally. It should be noted that “impacts” can be positive, neutral or negative.

The following table sets out the success factors together with what appropriate indicators might be (which are simply reported), together with the potential data source.

Success Factor	**Indicator**	**Data Source**
Traffic data	Motor traffic reduces within project area	Traffic data University of Westminster study for DfT
Traffic data	Congestion is neutral on boundary roads.	Traffic data Traffic signals SCOOT data Bus journey times
Change in mode use	Motor vehicle mode share decreases	Traffic data
Change in mode use	Walking mode share increases	University of Westminster study for DfT
Change in mode use	Cycling mode share increases	Traffic data University of Westminster study for DfT
Air quality	Air quality does not deteriorate across project area.	Diffusion tubes measuring nitrogen dioxide

Success Factor	Indicator	Data Source
Public perception	People within project area are satisfied with the scheme over time	Consultation comments User perception surveys
Public perception	People moving through project area are satisfied with the scheme over time	Consultation comments User perception surveys
Impact on business	Business owners/ managers across the project area are satisfied with the scheme over time	Consultation comments User perception surveys
Impact on business	Business users across the project area are satisfied with the scheme over time	Consultation comments User perception surveys