



Strategic Walks Network KPI review

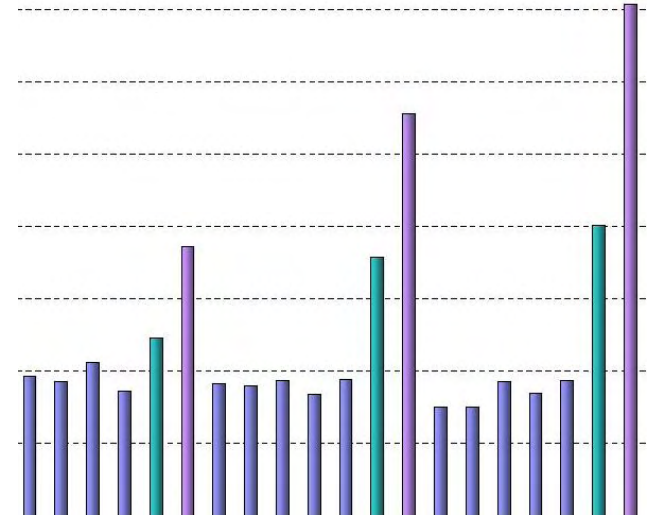
19th June 2007

Structure

- 1. KPIs – overview (MW / NG)**
- 2. Automatic People Counters – what, where, how and why - (AG)**
- 3. User Survey – how we will capture user characteristics, monitor changes in behaviour and user satisfaction – (AG)**
- 4. Feedback from website – finding out what people think about our information – (MW / NG)**
- 5. Measuring the relevance of events – (MW / NG)**
- 6. Measuring wellbeing – (MW)**
- 7. Proposed future KPIs**

Overview - Why KPIs?

- Understand where investment is successful and where not
- Lessons to be applied elsewhere
- Making the case for investment



Overview – KPI History

- KPIs developed as part of SWN investment strategy
- 3 years data collected since 2004/05
- KPIs have been reviewed in light of:
 - Review of the results
 - Technical developments
 - Policy shifts



Overview – Existing KPIs

1. User numbers (counts)
2. User interest (information requests)
3. User awareness (of managed walkway)
4. User satisfaction (of walking conditions)

Overview – main issues

- Manual counts did not provide sufficient information on user numbers
- User awareness and user interest indicator did not give expected results
- Need to assess motivation and walking patterns
- Need to understand the impact of promotion on walking

Automatic People Counters

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User counts

User surveys

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Web user surveys



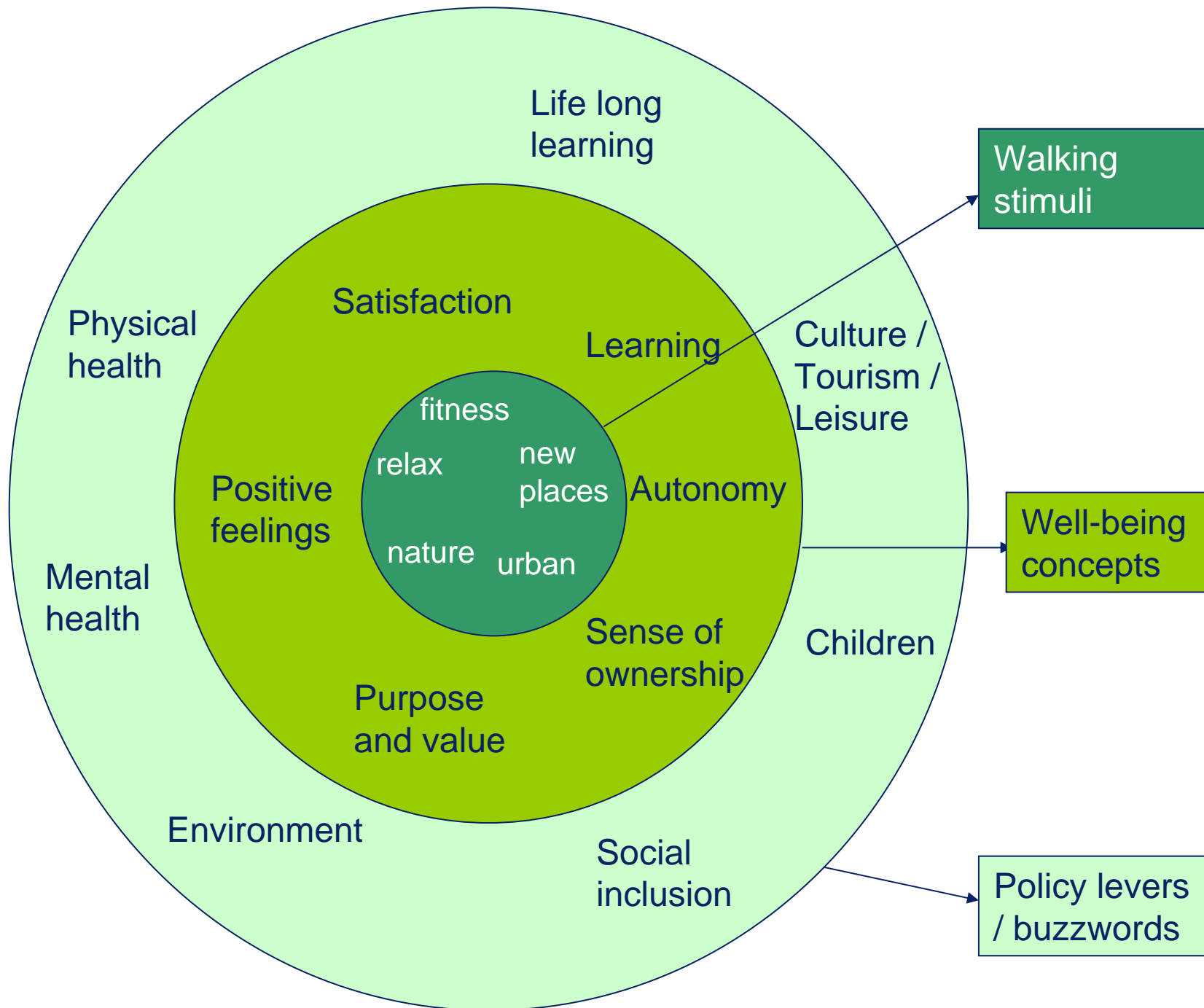
- Pop up window when accessing the website
- Collect information on:
 - How people find out about the Strategic Walks Network and Walk London website
 - Proportion of visitors having already requested leaflets and/or used the SWN before

Measuring the impact of promotion

- Link between user numbers and promotion events/launches
- Link between leaflet requests and promotion events/launches
- Feedback forms: have people who requested information gone and walked on the SWN?
What was their experience?

Measuring well-being (1)

- Following research from the New Economics Foundation
- A holistic approach to user well-being to assess the impact on users' physical and mental well-being:
 - Quality of environment (satisfaction questions?)
 - Enjoyment (motivation questions?)
 - Health (frequency of walking?)
 - Learning (motivation questions?)
 - Social interaction (measurement of walking in groups?)
 - Safety and security (satisfaction questions?)



Measuring well-being (2)

- How to assess?
 - Universal assessment – Capture trends in on-site user surveys; or
 - Targeted assessment – identify new users from information request and follow up surveys

- How to link to wider research?
e.g. walking benefits for mental health



Proposed future KPIs

Key Performance Indicator	Data Source	Monitoring Change
User numbers	Electronic counts	% change in total number of users
Walking patterns	User survey	% change in frequency on walkways
		% change in time spent on walkways
		variation in user motivations and purpose
User Satisfaction	User Survey and feedback forms	% change in proportion of respondents claiming they are very satisfied/fairly satisfied with overall experience
		% change in proportion of respondents claiming they are very satisfied /fairly satisfied with the different elements of the path
User/brand awareness	User survey	% respondents aware that the path they are walking on is a managed walkway
	Web user survey	% respondents that have already asked for leaflets
Impact of promotion	feedback forms	% of respondents having walked after having requested leaflets
	Electronic counts and dates of promotion events	link between variation in user numbers and dates of promotion events
	Number of leaflet requests and dates of promotion events	link between variation in number of leaflet requests and dates of promotion events