

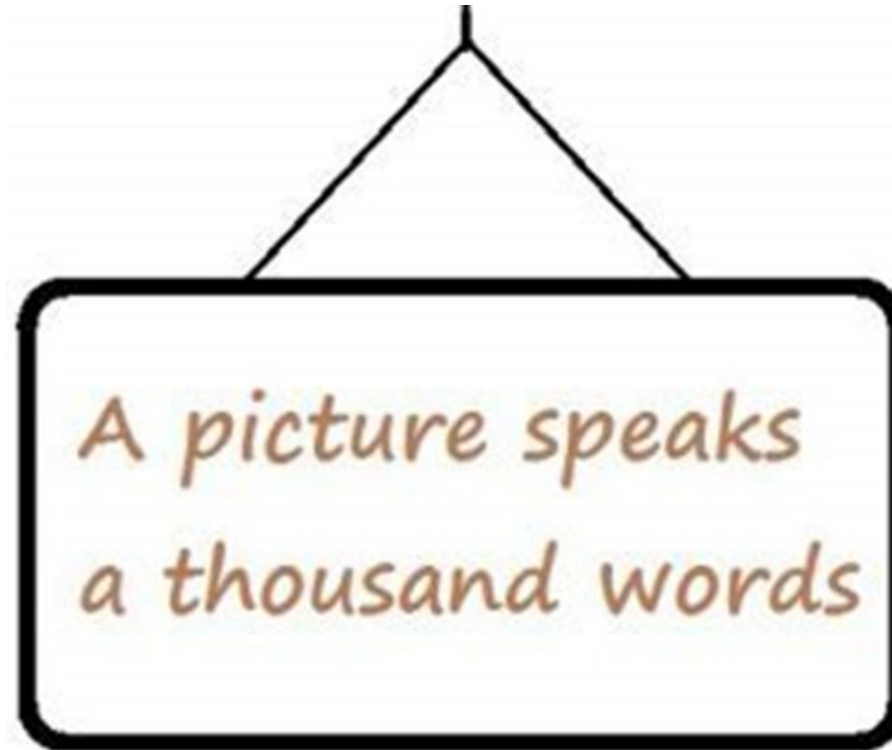
Guidance Booklet



Partner Submission Deadlines

Quarter	Claim/Reporting Period	Partners submission Deadline to CRP
2019/2020		
1	01 April - 30 June	31 July 2019
2	01 July - 30 September	31 October 2019
3	01 October - 31 December	31 January 2020
4	01 January - 31 March	30 April 2019
2020/2021 (Provisional)		
1	01 April - 30 June	31 July 2020
2	01 July - 30 September	30 October 2020
3	01 October - 31 December	29 January 2021
4	01 January - 31 March	30 April 2021
2021/2022 (Provisional)		
1	01 April - 30 June	30 July 2021
2	01 July - 30 September	29 October 2021
3	01 October - 31 December	31 January 2022
4	01 January - 31 March	29 April 2022

Photos speak volumes!



For every HSE project intervention you will need to provide a selection of print-quality photos, including **before and after** pictures of physical interventions.

Project Overview



Please provide a short description of the project including the **key aims and objectives**.

Useful questions to ask yourself when designing your intervention can be found here:

<http://content.tfl.gov.uk/guide-to-the-healthy-streets-indicators.pdf>

Project	Aims	Objectives

What did the project deliver?

Please list the **key outcomes and outputs**: (please add a minimum of 4 outcomes/successes):

Were there any **outcomes promised that were not delivered**? If so, please describe these and state the reasons why:

Design Tips

People and Place

Design your project based on the needs of the people and place you are targeting. Consider existing culture, attitudes, behaviour and barriers.

The Right Mix

Combine revenue (behaviour change) and capital (physical change) approaches – look for the optimal balance and how they can add value.

Physical Activity

Promote active travel as a convenient way to be physically active. Acknowledge how increasing frequency and intensity can maximise the health benefits.

Local Fit

Consider local circumstances and context: strategic priorities, political support, public transport, proximity of homes and services etc.

Continuity

Aim for sustained, continuous and complementary programmes (rather than sporadic, short term, unconnected ones).

Changing Behaviour

Design your project around recognised behaviour change principles.

Delivery and Partnerships

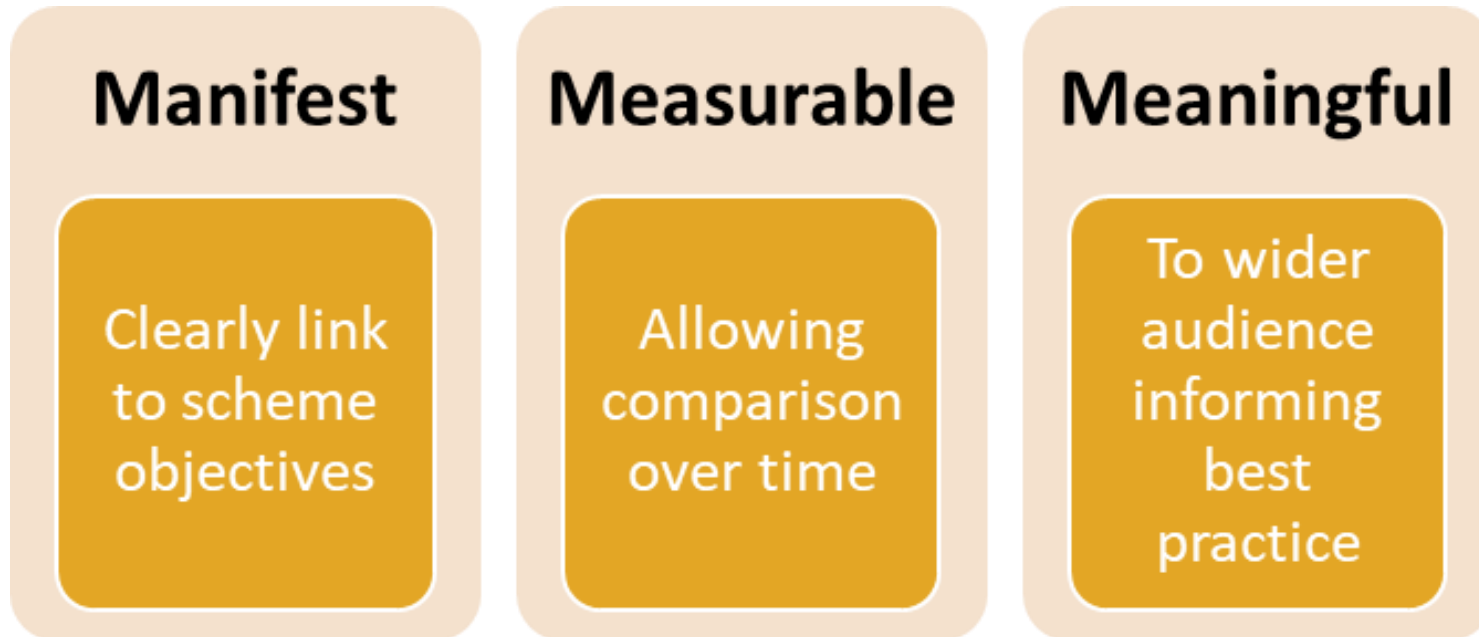
Work in partnership if possible, e.g. across health, physical activity and transport. The benefits of active travel appeal across many sectors and teams.

Evaluation

Use robust outcome measures including a control group and sustained follow-up; evaluate project design and implementation; track and understand your beneficiary profile; assess value for money.

Your intervention should quantify BEFORE & AFTER statistics

Consider the 3 M's for pedestrian counts



- Expected outcomes and/or expected impact on borough air quality and human exposure (ideally this should be quantified in terms of emissions but proxy measures can be used where this is not possible), showing how the project adds value, including, where possible the likely number of beneficiaries

For more information refer to:

https://crossriverpartnership.org/wp-content/uploads/2019/06/HSE-london_lip_measuring_pedestrian_activity.pdf

Essential information to quantify (if applicable)

Benefit Metrics	Quantity	Further details (if needed)
Quantified emission reductions in tonnes of NO2 and/or PM2.5		
Vehicle kilometers reduced		
Number of deliveries reduced		
Percentage increase in walking		
Percentage increase in cycling		
Number of people walking more (we need this figure as well as percentage)		
Number of people cycling more (we need this figure as well as percentage)		

Essential information to quantify (if applicable)

Benefit Metrics	Quantity	Further details (if needed)
Number of trees planted		
Square meters of green wall delivered		
Square meters of other greening delivered		
Number of new greening improvements installed		
Number of parklets delivered		
Number of secure cycle storage spaces provided		
Number of standard cycle parking spaces provided		

Essential information to quantify (if applicable)

Benefit Metrics	Quantity	Further details (if needed)
Number of new/improved cycle lanes		
Length of new/improved cycle lane (meters)		
Length of new/improved walking routes/ environments (meters)		
Number of new clean air routes		
Percentage improvement in Healthy Street scores (add more rows if needed for each area assessed)		
Number of people engaged with (please detail method of engagement too)		
Number of businesses engaged with (please detail method of engagement too)		

Essential information to quantify (if applicable)

Benefit Metrics	Quantity	Further details (if needed)
Number of businesses actively taking measurements to reduce pollution		
Number of press articles (please attach links / screen shots)		
Number of events / workshops held		
Number of people trained? (e.g. EV mechanics / cycle maintenance / air ambassadors) Please detail in adjacent cell		
Number of people receiving cycle training		
Number of new/improved cycle lanes		
Number of rapid charge points installed		

Essential information to quantify (if applicable)

Benefit Metrics	Quantity	Further details (if needed)
Number of regular charge points installed		
Number of lamp-post chargers installed		
Number of awards received (please list in adjacent cell)		
Other (please detail)		
Other (please detail)		
Other (please detail)		
Other (please detail)		
Other (please detail)		



Any queries regarding the information in this guidance booklet, please contact

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