

Appendix 1

Transport Strategy – Key Performance Indicators (KPI) Progress Report

Coventry City Council
September 2024

Introduction

Coventry City Council's [Transport strategy](#) sets out plans to create a safe, sustainable, equitable and resilient transport system for residents. It was formally adopted by the Council in December 2022.

The strategy identifies some of the key challenges the city is facing and sets out 4 key objectives to address the challenges. These are:

1. Supporting the city's economic recovery and enabling long-term growth
2. Delivering a sustainable, low carbon transport system
3. Ensuring equality of opportunity
4. Maximising health and wellbeing and reducing health inequalities.

For each objective, the strategy includes a set of KPIs, which will be used to assess whether the objective is on track to being achieved. These are a mixture of indicators that:

- directly relate to the way that people and goods travel (for example, over time we expect to see increasing numbers of people walking, cycling and taking public transport and fewer people driving), and
- are influenced by many things, including transport (for example, we expect improvements to the city's transport system to lead to longer life expectancies and better employment rates among residents. However, there will be many other factors that will also affect these indicators).

Progress against these KPIs will be reported annually, with this being the first report. However, it should be noted that these are long-term objectives, which are intended to be achieved over the lifetime of a 15-year strategy. Some data is also not collected every year, or in some cases there is lag before data becomes available.

At this stage therefore, this report primarily sets out the baseline and the desired direction of travel for each KPI (specific targets have not been set for most KPIs but these have been included they already exist), with baseline data being collected in 2022, unless otherwise stated. 2023 data has also been included, where this is already available, however it is likely that several years' worth of data will need to be collected before the strategy's impact can be properly evaluated.

Each objective is set out below in more detail.

Objective 1: Supporting the city’s economic recovery and enabling long-term growth

Baseline data has been collected for all the indicators relating to this objective, however 2023 data is not yet available for many of these and in some cases, there is a 3-year time lag before the next set of data will become available.

There has however been a significant increase in city centre footfall, with the average number of daily visitors to the city centre increasing by 28% to approximately 64,000 people in 2023, while the percentage of residents who are in employment has remained largely consistent, falling very slightly from 72.1% to 71.9%.

Therefore, the progress towards this objective will be assessed once more data becomes available.

Objective	Indicator	Data source	What is the desired outcome?	Baseline (2022 unless stated otherwise)	2023
Supporting the city’s economic recovery and enabling long-term growth	Employment:				
	• Total Gross Value Added (GVA)	• Office for National Statistics	• Increase from baseline	• £10,095m (2021)	• There is a 3-year time lag before this data becomes available.
	• GVA per employee	• Nomis (total employee jobs applied to above GVA total)	• Increase from baseline	• £66,901.84 (2021)	• There is a 3-year time lag before this data becomes available.
	• Total number of jobs	• Nomis (total employee jobs)	• Increase from baseline	• 163,000	• Data not available yet
	• % of residents in employment	• Nomis (all people in employment %)	• Increase from baseline	• 72.1%	• 71.9%
• Cumulative net gain in employment land	• Annual monitoring report	• A minimum of 128 ha of	• 94.4 ha, versus 70.4	• 2023/24 data to be	

	in the current Local Plan period		employment land by 2031	ha required at this stage (2022/23)	published in December 2024
	Housing: <ul style="list-style-type: none"> Cumulative number of new homes delivered in the current Local Plan period 	<ul style="list-style-type: none"> Annual monitoring report 	<ul style="list-style-type: none"> A minimum of 24,600 additional dwellings between 2011 and 2031 	<ul style="list-style-type: none"> 17,689 homes, versus 14,200 required at this stage (2022/23) 	<ul style="list-style-type: none"> 2023/24 data to be published in December 2024
	City centre business: <ul style="list-style-type: none"> Total daily trips into central Coventry (am peak) Average daily city centre footfall 	<ul style="list-style-type: none"> TfWM Cordon Count Purchased mobile phone data 	<ul style="list-style-type: none"> Increase from baseline Increase from baseline 	<ul style="list-style-type: none"> 36,083 (Oct '21) 49,919 	<ul style="list-style-type: none"> 35,885 63,809

Objective 2: Delivering a sustainable, low carbon transport system

Baseline data has been collected for most of the indicators relating to this objective, however 2023 data is also not yet available for many of these. Of the indicators where 2023 data is already available, there has been an increase in the number electric vehicles registered to addresses in the city, with an additional 539 of these being registered in the last year, and an increase in the use of public electric vehicle charge points (rapid and residential), with more than 10,000 additional kWhs of charge being dispensed in September 2023, compared to September 2022. This continues a long-term trend which is seeing electric vehicle take-up increase rapidly.

There was also an increase in the proportion of all trips into central Coventry which are made by bus, rail and cycling. This rose from 18% in 2021 to 20.5% in 2023. However, this remains largely in line with the longer-term historical trend with the increase appearing to be driven largely by the recovery in levels of public transport use, which reduced substantially in the immediate aftermath of the pandemic.

Progress towards this objective will also be assessed more thoroughly once more data becomes available.

Objective	Indicator	Data source	What is the desired outcome?	Baseline (2022 unless stated otherwise)	2023
Delivering a sustainable, low carbon transport system	CO2 emissions:				
	<ul style="list-style-type: none"> Total estimated annual greenhouse gas emissions (CO2 equivalent) 	<ul style="list-style-type: none"> DESNZ 	<ul style="list-style-type: none"> Decrease, ultimately to zero 	<ul style="list-style-type: none"> 1,344 kt (2021) 	<ul style="list-style-type: none"> 2023 data expected to be available in mid-2025
	<ul style="list-style-type: none"> Estimated annual greenhouse gas emissions from transport (CO2 equivalent) 	<ul style="list-style-type: none"> DESNZ 	<ul style="list-style-type: none"> Decrease, ultimately to zero 	<ul style="list-style-type: none"> 368.8 kt (2021) 	<ul style="list-style-type: none"> 2023 data expected to be available in mid-2025
	Mode split:				
	<ul style="list-style-type: none"> % of daily trips into central Coventry made by bus, rail and cycling (am peak) 	<ul style="list-style-type: none"> TfWM cordon count 	<ul style="list-style-type: none"> Increase from baseline 	<ul style="list-style-type: none"> 18% (Oct '21) 	<ul style="list-style-type: none"> 20.5%

	<ul style="list-style-type: none"> • % of residents who usually travel by bus, rail, walking and cycling for journeys to: <ul style="list-style-type: none"> ○ work ○ education ○ escorting children school 	<ul style="list-style-type: none"> • Coventry Household survey 	<ul style="list-style-type: none"> • Increase from baseline 	<ul style="list-style-type: none"> • Work – 33% • Education – 55% • Escorting children – 44% 	<ul style="list-style-type: none"> • This data is next due to be collected in 2024
	<p>Car ownership:</p> <ul style="list-style-type: none"> • % of households with: <ul style="list-style-type: none"> ○ No car ○ 1 car ○ 2 or more cars • Total number of cars registered in Coventry 	<ul style="list-style-type: none"> • Census • DfT registration statistics 	<ul style="list-style-type: none"> • Decrease the number of households with 2+ cars • No increase/ Minimal Increase 	<ul style="list-style-type: none"> • No car - 32% • 1 car - 42% • 2+ cars - 26.1% (2011) • 143,100 	<ul style="list-style-type: none"> • This data is next due to be collected in 2031 • 145,800
	<p>EV take-up:</p> <ul style="list-style-type: none"> • Total number of battery electric vehicles registered in Coventry • kWh of charge dispensed via rapid and residential charge points 	<ul style="list-style-type: none"> • DfT registration statistics • Data provided by charge point operators 	<ul style="list-style-type: none"> • Increase from baseline • Increase from baseline 	<ul style="list-style-type: none"> • 1,653 • 77,238 kWh (Sep '22) 	<ul style="list-style-type: none"> • 2,192 • 87,702 kWh (Sep '23)
	<p>Take up of car clubs/car sharing services</p>	<ul style="list-style-type: none"> • Data held by private sector partners. Some further discussion is required before this can be reported 	<ul style="list-style-type: none"> • Increase from baseline 		

Objective 3: Ensuring equality of opportunity

Baseline data has been collected for all the indicators relating to this objective, however at this stage 2023 data is only available for the percentage of residents who are unemployed. This has increased slightly from 4.9% to 5.8%, although looking at the longer-term trend for this, this appears to be a fluctuation which is within typical levels.

Progress towards this objective will therefore also be assessed once more data becomes available.

Objective	Indicator	Data source	What is the desired outcome?	Baseline (2022 unless stated otherwise)	2023
Ensuring equality of opportunity	Deprivation: <ul style="list-style-type: none"> Proportion of neighbourhoods in the most deprived: <ul style="list-style-type: none"> 10% nationally 20% nationally 	<ul style="list-style-type: none"> Index of Multiple Deprivation 	<ul style="list-style-type: none"> Decrease from baseline 	<ul style="list-style-type: none"> 10% most deprived - 14% 20% most deprived – 26% 	<ul style="list-style-type: none"> This data was not collected in 2023 and the date of the next update has not yet been confirmed
	Unemployment: <ul style="list-style-type: none"> % of residents who are unemployed 	<ul style="list-style-type: none"> Nomis (unemployed – model based %) 	<ul style="list-style-type: none"> Decrease from baseline 	<ul style="list-style-type: none"> 4.9% 	<ul style="list-style-type: none"> 5.8%
	Take-up of the most affordable transport options: <ul style="list-style-type: none"> % of residents who usually travel by bus, walking and cycling for journeys to: <ul style="list-style-type: none"> work education escorting children school 	<ul style="list-style-type: none"> Coventry Household survey 	<ul style="list-style-type: none"> Increase from baseline 	<ul style="list-style-type: none"> Work – 29% Education – 52% Escorting children – 44% 	<ul style="list-style-type: none"> This data is next due to be collected in 2024

Objective 4: Maximising health and wellbeing and reducing health inequalities

Baseline data has also been collected for most of the indicators related to this objective. Of those where data is already available for 2023, there has been a reduction in the number of locations where the annual average concentration of NO₂ (a form of air pollution associated with car traffic) exceeds 30 µg/m³ from 13 to 9, although there is still one location where this exceeds the current legal limit of 40 µg/m³. There was also a small reduction in the total number of injuries from road traffic accidents, from 533 to 491. Although the number of fatalities and serious injuries increased slightly from 90 to 96.

The percentage of roads where maintenance should be considered also saw minimal change. Progress towards this objective will therefore also be assessed once more data is available.

Objective	Indicator	Data source	What is the desired outcome?	Baseline (2022)	2023
Maximising health and wellbeing and reducing health inequalities	Life expectancy				
	<ul style="list-style-type: none"> Average life expectancy (years) 	<ul style="list-style-type: none"> ONS 	<ul style="list-style-type: none"> Increase from baseline 	<ul style="list-style-type: none"> Female – 81.6, Male – 76.8 (2020-2022) 	<ul style="list-style-type: none"> This data is usually published once every 3 years
	<ul style="list-style-type: none"> Average healthy life expectancy (years) 	<ul style="list-style-type: none"> ONS 	<ul style="list-style-type: none"> Increase from baseline 	<ul style="list-style-type: none"> Female – 64, Male – 61.1 (2018-2020) 	<ul style="list-style-type: none"> This data is usually published once every 3 years
	<ul style="list-style-type: none"> The gap in life expectancy and healthy life expectancy between the most and least deprived parts of the city (years) 	<ul style="list-style-type: none"> ONS 	<ul style="list-style-type: none"> Decrease from baseline 	<ul style="list-style-type: none"> Female – 7.8, Male – 10.7 (2018-2022) 	<ul style="list-style-type: none"> This data is usually published once every 3 years
	Active travel:				
	<ul style="list-style-type: none"> % of daily trips into central Coventry made by cycling (am peak) 	<ul style="list-style-type: none"> TfWM cordon count 	<ul style="list-style-type: none"> Increase from baseline 	<ul style="list-style-type: none"> 1% (Oct '21) 	<ul style="list-style-type: none"> 1%
	<ul style="list-style-type: none"> % of residents who usually travel by walking and cycling for journeys to: <ul style="list-style-type: none"> o work 	<ul style="list-style-type: none"> Household survey 	<ul style="list-style-type: none"> Increase from baseline 	<ul style="list-style-type: none"> Work – 13% Education – 29% Escorting children – 40% 	<ul style="list-style-type: none"> This data is next due to be collected in 2024

	<ul style="list-style-type: none"> ○ education ○ escorting children school <ul style="list-style-type: none"> • % of residents who agree it is easy to travel around the city: <ul style="list-style-type: none"> ○ on foot ○ by bike 	<ul style="list-style-type: none"> • Household survey 	<ul style="list-style-type: none"> • Increase from baseline 	<p>All Jun – Sep '22</p> <ul style="list-style-type: none"> • On foot – 82% • Bike – 52% (Feb – Mar '21) 	<ul style="list-style-type: none"> • This data is next due to be collected in 2024
	<p>Air quality:</p> <ul style="list-style-type: none"> • Number of locations with average annual concentrations of NO2: <ul style="list-style-type: none"> ○ >40 µg/m³ ○ >30 µg/m³ 	<ul style="list-style-type: none"> • Diffusion tubes 	<ul style="list-style-type: none"> • Reduce the number of locations where concentrations exceed 40 µg/m³ to zero • Decrease the number of locations where concentrations exceed 30 µg/m³ from baseline 	<ul style="list-style-type: none"> • >40 µg/m³ - 1 • >30 µg/m³ - 13 (2022) 	<ul style="list-style-type: none"> • >40 µg/m³ - 1 • >30 µg/m³ - 9
	<p>Road safety</p> <ul style="list-style-type: none"> • Numbers of injuries from road traffic collisions: <ul style="list-style-type: none"> ○ overall ○ serious injuries ○ fatalities • Average vehicle speeds • % of roads where maintenance should be considered: <ul style="list-style-type: none"> ○ Motorways & A roads ○ B & C roads 	<ul style="list-style-type: none"> • Police • A suitable data source has not yet been identified for this indicator • DfT road conditions statistics 	<ul style="list-style-type: none"> • Decrease the number of fatal injuries to zero • Decrease other categories from baseline • Decrease from baseline • Decrease from baseline 	<ul style="list-style-type: none"> • Overall – 533 • Serious – 84 • Fatal - 6 • Motorways & A roads – 2% • B & C roads – 2%+ 	<ul style="list-style-type: none"> • Overall – 491 • Serious – 93 • Fatal - 3 • Motorways & A roads – 1% • B & C roads – 2%

	○ Unclassified roads			• Unclassified roads – 19%	• Unclassified roads – 19%
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