

Appendix D: MONITORING FRAMEWORK

1. A simple monitoring framework will help to measure the effectiveness of the plan's policies. The support and involvement of other authorities and agencies will be necessary in order for monitoring to be carried out.
2. The framework below includes some of the indicators and measures that can help to monitor the plan. Many of these are already collected on a regular basis by the responsible bodies. Some are likely to be gathered by local organisations. Others may depend upon the agreement and support of bodies such as Devon County Council, South Hams District Council and the Environment Agency.

TOPIC	INDICATORS	MEASURES
Transport and Movement	Shift in favour of non-car modes	Traffic counts
		Numbers of rail and bus passengers
	Reducing air pollution levels	Air quality in Western Road
	Cycling improvements	Length of cycle routes and paths
Sports, Leisure and Tourism	Growth in sports facilities	Audit of sports facilities
	Growth in sporting activity	Clubs and membership
	Growth in visitor accommodation and numbers	Visitor bed spaces and visitor nights
Local Economy	Numbers of new local jobs	Local employment records
	New employment and business premises	Local planning records
	Employment and office space in new housing developments	
The Town Centre	Increased commercial vitality	Gross retail floorspace
		Number/ gross floorspace of vacant commercial premises
		Increased evening trade
	Enhanced public realm	Area of public space
		River frontage accessible to the public
Community Facilities	Improved provision	Audit of facilities and spaces, clubs and activities
	Improved information and marketing	Number of networks and subscribers

The Environment	Reduced pollution	Air quality in Western Road
		Water quality in and ecological status of the Erme (in line with the Water Framework Directive)
	Enhanced biodiversity	Records of species