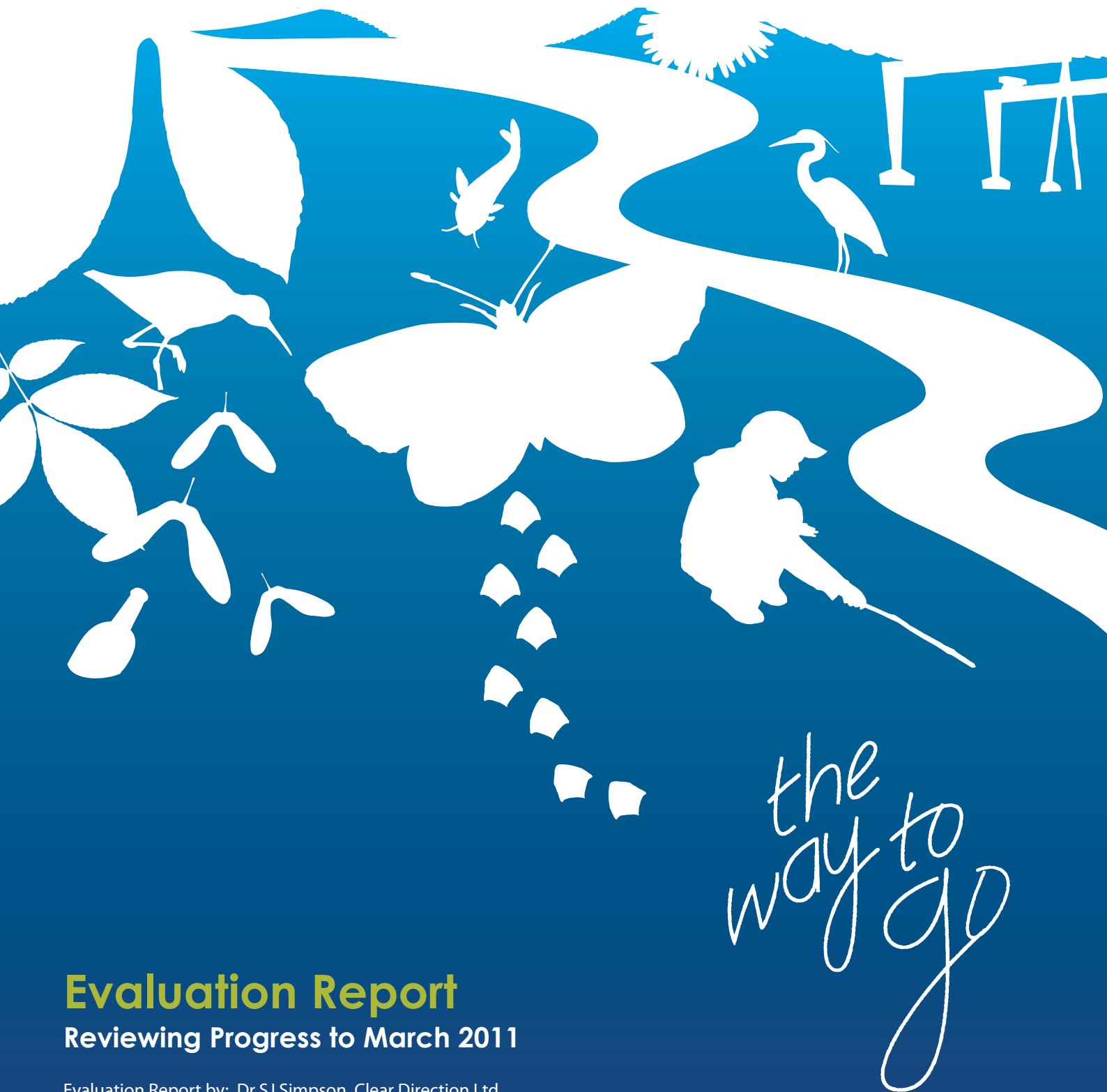




connswater community
greenway

www.communitygreenway.co.uk



the way to go

Evaluation Report

Reviewing Progress to March 2011

Evaluation Report by: Dr SJ Simpson, Clear Direction Ltd.



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Map 1: The Connswater Community Greenway Areas of Work 3

Table 1: Connswater Community Greenway Key Performance Indicators – March 2011 12

Our Vision...

...to develop a safe, accessible, sustainable greenway which is an inspirational living landmark that improves the quality of life for the people of East Belfast, now and for future generations.

www.communitygreenway.co.uk



Connswater Community Greenway - A Snapshot

Purpose:

Environmental and Community Regeneration
Flood Alleviation

Estimated Cost: £32.0m

Funders:

Big Lottery Fund's Living Landmarks Programme £23.5m
Belfast City Council £4.2m
Department for Social Development £3.2m
Department of Agriculture and Rural Development est £7.0m

Greenway Management & Maintenance:

Belfast City Council

Construction Completed:
September 2013



1.1 What is the Greenway and What's it all About?

When construction is completed in 2013, the Connswater Community Greenway (CCG) will be a 9km linear park through East Belfast. It will follow the course of the Connswater, Knock and Loop Rivers, connecting open and green spaces and revitalising the neglected Connswater River system.

But physical and environmental improvement is only part of the story. The Greenway is really about people, life, health and new opportunities.

It will reconnect the communities of East Belfast and bring the area's rivers 'back to life' as focal points and community assets, by creating vibrant, attractive, safe and accessible parkland for leisure, recreation, events and activities.

The Greenway will bring immediate benefits to the 40,000 people living in the areas beside the route. It will realise the potential of a currently degraded and neglected area, by improving the environment, connecting communities to attractive open spaces, providing opportunities for improving health and well being and acting as a catalyst for physical and economic development.

In short the Greenway is about dramatic and positive change.

People and communities – from the Castlereagh Hills to Belfast Lough and beyond – who have turned their back on the dirty and neglected Connswater river system will return. What is little more than blight on the landscape will become a living landmark and a valuable, life-enhancing community asset.

1.2 Where We Stand

In November 2007, CCG received funding of £23.5 million from the Big Lottery Fund's Living Landmarks programme. It is one of three UK projects (and the only Northern Ireland scheme) to gain funding from this source.

Flood alleviation works were incorporated in the Greenway project after serious flooding affected East Belfast in 2007 and 2008.

In 2010 it was agreed that Belfast City Council would become the Greenway grant holder, working with the East Belfast Partnership to deliver the scheme. The project managers for the construction of the Greenway and the Flood Alleviation Scheme are a consultancy team led by McAdam Design.

In November 2010 the contract to develop CCG was awarded as a joint venture to SIAC (NI) Ltd and Galliford Try Infrastructure. Work began in January 2011 and will be completed by September 2013.



How it Began

In 2005 the East Belfast Partnership (EBP) carried out a Needs Analysis based on the Northern Ireland Deprivations Measure, 2005. This Analysis provided a strategic direction for East Belfast and supported the need for a significant intervention that would impact on:

- The health and general well being of the people in East Belfast
- Improvements to the physical environment
- Community cohesion.

The CCG concept was developed by EBP in 2006-07, with technical support from The Paul Hogarth Company. After funding of £32.5m was secured in 2007-08, McAdam Design was engaged in 2009 to appoint a design and build team and lead a team of consultants to project manage CCG construction.

After serious flooding affected East Belfast in 2007 and 2008, the CCG project was extended to include the East Belfast Flood Alleviation Scheme, in partnership with the Rivers Agency, which forms part of Northern Ireland's Department of Agriculture and Rural Development (DARD NI).

These works will improve flood protection for some 1,700 properties by widening culverts, realigning rivers and constructing flood walls and embankments. DARD NI funding is in place to deliver most of the key elements of this scheme.

CCG in Action

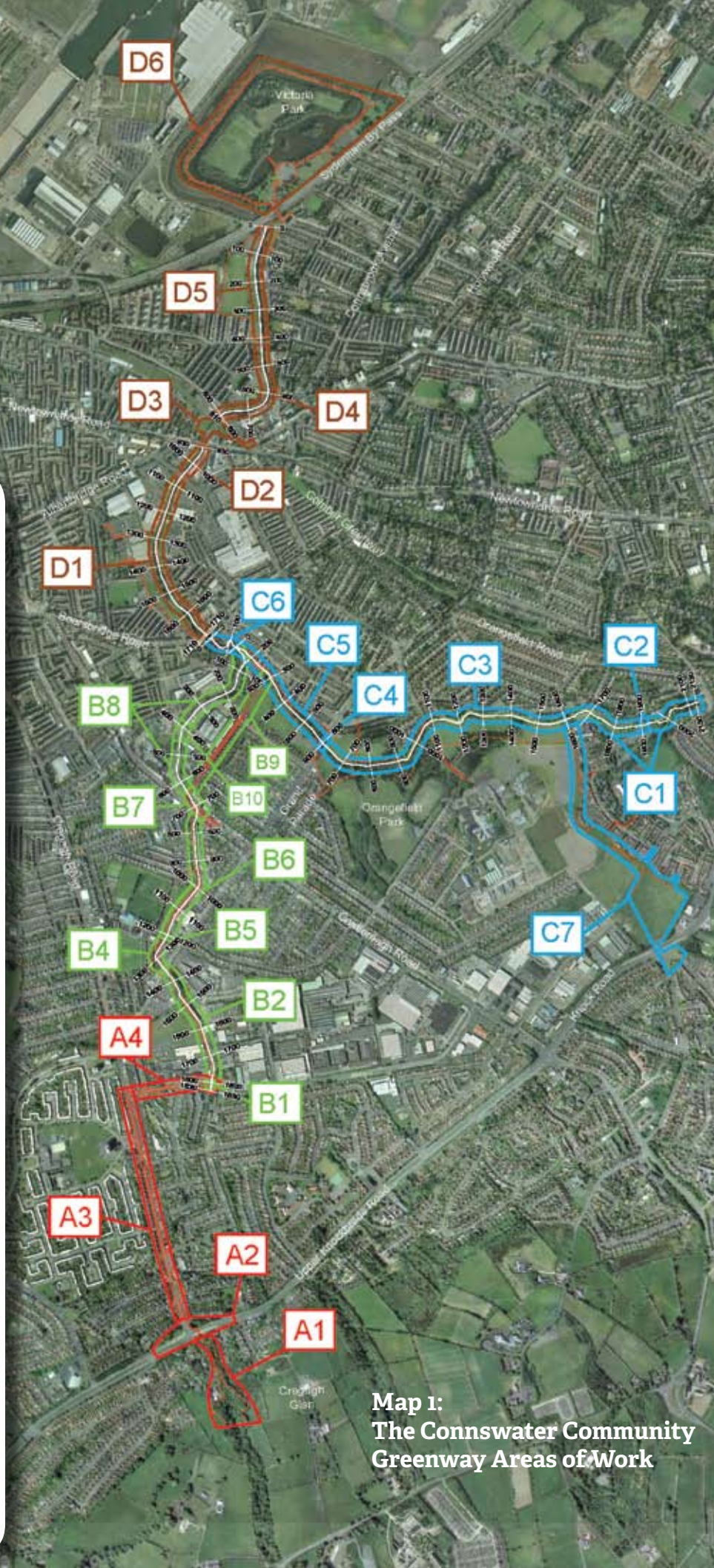
- Construction & environmental improvement work
- Flood alleviation
- Creating an amenity and focal point for the community
- Promoting a sense of community
- Community engagement
- Lifestyle change and health improvement
- Economic development
- Measuring the impact of CCG on health and lifestyle and use of the area
- Carrying out construction work in a socially and environmentally responsible way.

- A1 Cregagh Glen
- A2 Upper Knockbreda Road
- A3 Cregagh Road (Streetscape)
- A4 Montgomery Road (Streetscape)

- B1 Montgomery Road Culvert
- B2 Loop River Section 1-
Montgomery Road to Ladas Drive
- B3 Ladas Drive Culvert
- B4 Loop River Section 2-
Ladas Drive to Ladas Way
- B5 Ladas Way Culvert
- B6 Loop River Section 3-
Ladas Way to Castlereagh Road
- B7 Castlereagh Road Culvert
- B8 Loop River Section 4-
Castlereagh Road to Elmgrove
- B9 Castlereagh Road to Dixon Park
(Streetscape)
- B10 Red Sky Culvert

- C1 Knock River Section 1-
Sandown Road to CCG Interface
- C2 Clara Park Culvert
- C3 Knock River Section 2-
CCG Interface to Grand Parade
- C4 Grand Parade Culvert
- C5 Knock River Section 3-
Grand Parade to Elmgrove
- C6 Knock/ Loop River Confluence
Elmgrove
- C7 Knock Road to Knock River

- D1 Connswater River Section 1-
Beersbridge Road to Connswater
Link Bridge
- D2 Connswater River Section 2-
Connswater Link Bridge to
Newtownards Road
- D3 Hollywood Arches
- D4 Connswater River Section 3-
Newtownards Road to
Mersey Street
- D5 Connswater River Section 4-
Mersey Street to Sydenham Bypass
- D6 Victoria Park



Map 1:
The Connswater Community
Greenway Areas of Work



Setting the baseline

In March 2010 broad environmental, social and economic outcomes, objectives and performance indicators were established for the CCG project, in agreement with all funders.

These parameters (see Table 1, Page 10) provide the baseline against which CCG is being monitored and evaluated.

Baseline information was obtained / is being obtained in a number of ways:

- *PARC Study (Stage 1) carried out by Queen's University Belfast – focusing primarily on health and lifestyle issues. In addition, the 'Walkability' Study will assess the extent to which the characteristics of the built environment will change after the construction of the CCG and how this affects physical activity levels, using Geographic Information System (GIS) data
- Setting construction-linked outcomes and objectives
- Setting economic regeneration objectives
- Setting community participation objectives
- Establishing communication objectives for CCG
- Ecological baseline surveys including invasive species surveys and analysis of river ecology
- Filming of the CCG route
- Photography of key sites along the route
- Archaeological Report.

*The PARC Study is a 'before and after' research project designed to measure the immediate impact of CCG by comparing baseline data from pre-CCG research with post-project research data.

Monitoring and Evaluation - Background

CCG established a Monitoring and Evaluation Team in 2007. Its task is to ensure that progress towards the objectives agreed by project stakeholders and funders is reviewed in an appropriate way. In 2010, Sam Simpson of Clear Direction Ltd. was appointed as the independent evaluator for CCG.

Monitoring is about continuous assessment, whereas Evaluation concerns the retrospective assessment of progress against clear, measurable objectives. CCG refers to such objectives as Key Performance Indicators or 'KPIs'.

The CCG Monitoring and Evaluation Team meets quarterly and - if necessary - takes action to address any significant deviations from plan.

Project evaluation involves research among CCG employees, partners and stakeholders, to report broadly on project progress and issues and carry out a detailed assessment of progress against KPIs. The process includes highlighting areas of concern, making recommendations to address these issues, reviewing objectives (if necessary) and providing a strategic assessment of the effectiveness of the Connswater Community Greenway in achieving its key objectives.

Evaluation work also involves presenting information in a way that is easy to understand and use and ensuring that lessons learned from particular projects are available for future work.

This Report assesses CCG progress to March 2011. Important elements of CCG work began only recently and in many ways this is a status report, which records the current position and highlights work which needs to be completed to allow fully-fledged evaluations to take place in the future.

This initial Evaluation will be succeeded by Interim and Annual Evaluations for 2011- 12 and 2012-13 and a Final Evaluation when the CCG is completed in September 2013.

Specific CCG Outcomes, Objectives and Key Performance Indicators are summarised in Table 1 (Page 10). It should be noted that these measures are:

- **Relevant** - to the CCG project
- **Attributable** - in the sense that they can be influenced by CCG action
- **Accountable** - so that it is clear where the responsibility for achieving particular KPIs lies
- **Independent** – i.e. are affected by the activity being undertaken, but not by other activities which may occur in the evaluation period

- **Well-defined** - with clear, unambiguous definitions and targets, so that consistent, easily-understood and easily-used data can be collected
- **Timely** – will produce data regularly and quickly enough to track progress and be useful
- **Reliable** – will produce data that is accurate enough for its intended use
- **Comparable** - with either past periods or similar programmes elsewhere; and
- **Verifiable** – based on supporting documentation, so that KPI measures can be validated.





Putting this Evaluation Report in context

Why Evaluate?

- To highlight good performance
- To encourage project focus
- To 'flag up' problems, take action and avoid crises
- To provide funders, project managers and other stakeholders with progress reports
- To reassure observers that public money is being well-managed and well-used.

The Greenway is a complex project, with many components and many objectives.

The main components include:

- Concept development
- Consultation, communication and community engagement
- Funding
- Planning
- Setting objectives
- Construction and environmental improvement
- Addressing social, health and economic issues.

Some elements of the CCG have begun only recently – e.g. construction work. It follows that it would have been unrealistic and unreasonable to expect a great deal of progress against construction-linked KPIs by March 2011 (the end of the period covered by this report). For the same reason and related design issues, objectives for some construction-related KPIs have not yet been set.

The impact of CCG upon the lifestyles and health of local people is being measured by the PARC Study. As this is based on 'before and after' research, it can be used to set baseline measures and consider the impact of CCG when it has been completed, but not for regular assessments of progress.

The first stage of PARC research was completed early in 2011 and is currently in the data analysis stage. This means that it has not been possible to set baseline measures and project-end targets for all PARC-related objectives.

The issues described above mean that this first CCG Evaluation Report is a status report, which describes the Greenway project, reviews progress in general terms, looks at progress made against some KPIs and defines evaluation-related issues which need to be addressed.

It effectively sets the scene for future evaluation work, when construction and other Greenway activities will be well under way and targets for all KPIs will be available. Future evaluations will focus specifically on assessing progress against KPIs, identifying areas of concern, assessing overall performance against objectives, obtaining feedback from a wider range of stakeholders, including funders and making recommendations to address areas of concern (if necessary).

6.1 First Evaluation Report

As explained in Section 5, this first evaluation report differs from future reports. It was developed with the support of CCG staff and stakeholders, particularly the Monitoring and Evaluation Team and compiled by:

- Agreeing the purpose, parameters and format with the CCG Monitoring and Evaluation Team
- Obtaining feedback about progress and key issues through interviews with the individuals responsible for the delivery of particular KPIs and CEEQUAL, including CCG staff and representatives of the PARC Study, Rivers Agency, Belfast City Council and the Central Procurement Directorate
- Completing, as far as possible, baseline measures, end of project targets and annual progress indicators for KPIs (Table 1, Page 10). These will be used as the basis of future evaluation work, along with targets for KPIs which still require objectives
- Writing, designing and printing the Report.

6.2 Future Evaluations

In 2011-12 and subsequent years CCG evaluation work will use the following approach:

- Two evaluation reports will be presented for each year - a detailed end of year annual evaluation (supported by a summary 'ready-reckoner' report) and a less detailed mid-year interim evaluation
- Feedback will be obtained from interviews with people responsible for KPI delivery and all key stakeholders
- Similarly, people responsible for KPI delivery will be asked to provide quantitative information and supporting evidence about progress against annual targets, end of project targets and, where relevant, progress from previous year
- The detailed Annual Evaluation Report will contain:
 - a detailed assessment of progress against target for each of the 34 KPIs and other CCG objectives
 - colour-coded indicators highlighting the status of each KPI - see Table 1, Page 10
 - comment on reasons for progress / lack of progress for each KPI
 - identifying and commenting on areas of concern
 - identifying KPIs that may need to be reviewed, with reasons why
 - feedback on key issues identified by CCG management, organisations responsible for project delivery, funders, other stakeholders and KPIs
 - (after 2011-12) reference to progress from previous year(s)
 - evaluator's observations, assessment of progress and recommendations on strategic and other emerging issues
- Interim evaluations will be more subjective than end of year annual evaluations, as they will be assessing progress towards annual objectives and it may be more difficult to say with certainty if KPIs are on schedule to achieve their end of year target. However, qualitative feedback from those responsible for individual KPIs should make it possible to report accurately on the status of these objectives
- Completing and submitting reports in agreed formats and timeframes.

Approach to the Evaluation

6



The PARC Study & CEEQUAL

7.1 More on PARC

'PARC' stands for the 'Physical Activity and the Rejuvenation of Connswater.' It assesses the impact of the CCG on the physical activity, health and wellbeing of residents living near to the Greenway.

PARC is part of a UK-wide, five-year research project about chronic disease prevention, funded by the National Prevention Research Initiative. CCG research is being carried out by researchers from Queen's University Belfast, working with local community and statutory groups.

The PARC Study is based on data from household surveys, observation studies and qualitative research collected before and after the completion of the CCG.

What will PARC Measure?

The impact of CCG on:

- increasing the proportion of the population meeting recommended minimum levels of physical activity
- reducing the extent of inequality in physical activity participation
- the role of the built environment
- encouraging local people and communities to initiate and sustain change
- sustaining improvements in the longer-term
- the cost-effectiveness of the multi-strand approach used by CCG to influence physical activity levels and better health.



7.2 CEEQUAL

CEEQUAL (Civil Engineering Environmental Quality Assessment and Awards Scheme) assesses how well project teams have dealt with environmental and social issues. It encourages project promoters to go beyond minimum statutory requirements by delivering improved project specification, design and construction and demonstrating the commitment of the civil engineering industry to environmental quality and social performance.

What are CEEQUAL's aims?

- measure and compare standards of performance
- respect people and society
- seek to undertake work in an ethical and sustainable manner
- act in a socially and environmentally responsible way
- protect and enhance the environment
- are concerned about the impacts of construction on the environment and the earth's resources.

CCG is committed to CEEQUAL principles and intends to gain a CEEQUAL Award. These Awards are based on an independent measure of project performance on a wide range of environmental and social issues.



Awards and Visitors

8.1 Awards

CCG has already received a number of awards for partnership working, strategic planning and sustainable development:

- BURA – The Waterways Renaissance Awards, 2009
- Partnership Winner
- Strategy and Masterplan Runner Up
- RTPI / RSPB Northern Ireland Sustainable Planning Award, 2008 - these awards recognise the efforts and achievements of truly sustainable development.

As explained in Section 7, we plan to gain CEEQUAL recognition for socially and environmentally responsible engineering and construction work.

‘Utilising a network of partnerships, this project has engaged government departments, landowners and the many communities in the area.....This is an example of how to engage with the community and build support at political level through demonstrating wider economic benefits from the project.’

BURA Winners Booklet



8.2 Visitors

CCG and its multi-strand approach have attracted global attention and the project has hosted visits from and delivered presentations to a number of groups who have travelled to Belfast to hear about the Greenway:

- **ENWAMA:** Environmental Water Management Partnership – a European partnership between the UK, the Czech Republic, Turkey, Hungary and Germany
- **QWAG:** the Quaggy Waterways Action Group, South East London
- **SOLACE:** (Society of Local Authority Chief Executives and Senior Managers)- the representative body for senior strategic managers working in the public sector
- **Congressional Delegation (CODEL)** - members of the US Congress with the US Consul General
- **New York Council** - Speaker Christine Quinn
- **Majora Carter:** President of the Majora Carter Group (MCG) and previous Executive Director and founder of the Sustainable South Bronx, New York.



Progress Against Key Performance Indicators



CCG Key Performance Indicators (KPIs) fall into three categories (see Table 1, Page 10):

- **Environmental** – 13 KPIs (10 construction-related / construction-dependent; 3 PARC perception measures)
- **Social** – 14 KPIs (9 PARC measures; 4 community engagement; 1 construction-related)
- **Economic** – 8 KPIs (4 related to investment, employment and tourism; 1 PARC measure; 1 construction-related, 1 communication, 1 volunteer involvement)

9.1 Environmental

CCG construction work started in Spring 2011. It is too soon to report on progress against construction-related KPIs, but annual performance indicators and end of project targets have been set for as many KPIs as possible at this stage of the project (most construction-related KPIs cannot be set until project design work has been completed).

Stage 1 results from PARC research have been used as baseline measures of environmental perception and to set post-project targets.

9.2 Social

Baseline measures and end of project objectives have been set for 7 PARC social KPI measures. PARC Stage 1 analysis has not been completed and baseline measures and project-end objectives will be set for the two remaining PARC social KPI measures when this information is available.

End of project targets and annual performance indicators are available for the 4 KPIs concerned with community engagement. Considerable progress has already been made with KPIs 3.1 number of community members and community groups engaged in specific CCG activities, 3.3 engagement with key stakeholder groups and 3.4 number of CCG activities / events held.

9.3 Economic

A first overarching CCG Tourism and Heritage Trail has been developed (KPI 4.5).

PARC data to set baseline and end-of-project measures for KPI (4.5) dealing with CCG visitor numbers is not yet available.

Over 1 million people have had the opportunity to read, see or hear about CCG (KPI 4.6) and ongoing annual performance indicators have been set.

Similarly, volunteers have already given 250 hours of time to CCG and targets for the future are in place.

An end of project target has been set for the final Economic KPI (4.8 about flood protection). This involves construction work and there was no progress to report by March 2011.





The six tourism and heritage trails
along the Connswater Community Greenway will make
the east a phenomenal visitor destination, revealing its
rich heritage and uncovering its natural history.

Naomi Long MP

Table 1:
Connswater Community Greenway Key Performance Indicators – March 2011

OUTCOMES	THEMES	KPI No:	OBJECTIVES	Baseline as of March 2011	Progress indicator March 2011	Progress indicator March 2012	Progress indicator March 2013	Progress indicator March 2014	Target Project End
Improved urban environment	E N V I R O N M E N T A L	OBJECTIVE 1 To improve the environment in the CCG area by developing the CCG in line with the agreed design programme							
		1.1	Area of additional and improved accessible green and open space provided available	0	Not yet ¹ available	Not yet available	Not yet available	Not yet available	13.3 Hectares
		1.2	Kilometres of improved cycle and walking paths	0	Not yet available	Not yet available	Not yet available	Not yet available	16 Kms
		1.3	Number of new or improved bridges & crossings	0	Not yet available	Not yet available	Not yet available	Not yet available	30
		1.4	Weight of rubbish removed from rivers	0	Not yet available	Not yet available	Not yet available	Not yet available	1.5 Tonnes
		1.5	Perceptions of Rubbish / Litter lying around (PARC)	3	Before and after study (measured on 5 point scale with 1 as a very big problem and 5 not a problem)				4
		1.6	Perception of Vandalism/ Graffiti/Damage to Vehicles or Property (PARC)	3	Before and after study (measured on 5 point scale with 1 as a very big problem and 5 not a problem)				4
		1.7	Area of semi-natural habitat created	0	Not yet available	Not yet available	Not yet available	Not yet available	Not yet available
		1.8	Management and control of invasive species	Treatment Undertaken 2009 & 2010	Control procedures ongoing	Control procedures ongoing	Control procedures ongoing	Control procedures ongoing	Control procedures ongoing
		1.9	Water Environment – Ecological Status	Poor					Fair
		1.10	Improvement to River Corridor	None	Not yet available	Not yet available	Not yet available	Not yet available	Not yet available
		1.11	Number of Gateway Markers/ Pieces of Public Art pieces	0	0	0	2	2	2 Gateway Markers; 2 Artworks
		1.12	Satisfaction of Local Area (PARC)	2	Before and after study (measured on 5 point scale with 1 as very satisfied and 5 very dissatisfied)				1
		1.13	Number of Native Trees planted	0	0	Not yet available	Not yet available	Not yet available	Not yet available
Healthier & more active people & communities	S O C I A L	OBJECTIVE 2 To promote physical activity to improve health and wellbeing in the CCG area							
		2.1	Total number of pedestrian and cycle users and anglers (PARC and CCG)	Survey data not yet available	Before and after study (measured by survey of no. of walkers and use of cycle counters)				Target set when base-line data is available
		2.2	Kilometres of improved cycle and walking paths (as per 1.2)	0	Not yet available	Not yet available	Not yet available	Not yet available	Not yet available
		2.3	Walkability (PARC) WI = Walkability index	23 Wards with med - high WI	Before and after study (assessed by number of Wards with Low or Low to Medium Walkability Index)				28 Wards with med - high WI
		2.4	Play and recreation in CCG Area (SOPARC)	285 people / hour	Before and after study (measured by survey of average no. people using defined play and recreation areas per hour)				314 people / hour
		2.5	Self reported general health (PARC)	72.6%	Before and after study (measured by % of population reporting good general health)				82.5% (UK average)
		2.6	Proportion of population meeting physical activity weekly target (PARC)	60%	Before and after study (measured by % of population meeting recognised weekly levels)				65%
		2.7	Mobility – level of use of 'active' transport methods (PARC)	29.9mns	Before and after study (measured by survey of time spent walking and on bicycle)				33mns (10% increase)

OUTCOMES	THEMES	KPI No:	OBJECTIVES	Baseline as of March 2011	Progress indicator March 2011	Progress indicator March 2012	Progress indicator March 2013	Progress indicator March 2014	Target Project End	
	S O C I A L	OBJECTIVE 3 To encourage participation in the CCG project by the community and by schools and colleges using the CCG as a resource								
A stronger safer community		3.1	Number of community members and community groups engaged in specific CCG activities	7 groups 100 people	7 groups 100 people	7 groups 100 people	7 groups 100 people	7 groups 100 people	35 500	
Better access to training and development		3.2	Number of schools, colleges students engaged in specific CCG activities	0	0	0	10 schools 1000 students	20 schools 2000 students	30 schools 3000 students	
A stronger safer community		3.3	Engagement with key stakeholder groups (% stakeholder groups informed about CCG)	95%	95%	95%	95%	95%	95%	
Better life chances		3.4	Number of CCG activities/ events held	3	3	9	9	9	30	
A stronger safer community		3.5	Strength of social networks (PARC)	Survey data not yet available	Before and after study					Target set when base-line data is available
		3.6	Safety of the area from crime (PARC)	2	Before and after study (measured on a 3 point scale with 1 as poor and 3 as good)					2.5
		3.7	Measure of trust in neighbours (PARC)	2	Before and after study (measured on a 3 point scale with 1 as poor and 3 as good)					2.5
		OBJECTIVE 4 To contribute to the economic regeneration of East Belfast through investment, employment and tourism								
An improved urban environment		E C O N O M I C	4.1	Total capital expenditure attributable to CCG	Not yet available	Not yet available	Not available until contract schedule finalised	Not available until contract schedule finalised	Not available until contract schedule finalised	£38.2m
	4.2		Management & Maintenance expenditure on CCG	0	0	0	0	0	Target set when design agreed	
Better access to training and development	4.3		Direct employment and training arising from CCG (measured by no. of people trained and employed; contractor to provide evidence of progress)	7 (CCG staff)	7 (CCG staff)	7 new people	4 new people		18 (7 CCG staff, 4 LTU, 7 Apprentices)	
Better life chances	4.4		Number of visitors to CCG (PARC)	Survey data not yet available	Before and after study (Measured by no. of people from outside the local area using CCG)					Not yet available
	4.5		Number of CCG Tourism and Heritage Trails	1	1	1	2	2	6	
A stronger safer community	4.6		No. people CCG media coverage & PR activities reaches ²	1 million people	1 million	1 million	1 million	1 million	4 million people	
Better access to training & development	4.7		Volunteers hours / value	250 hours £1483	250 hours £1483	250 hours £1500	250 hours £1500	250 hours £1500	1000 hours £6000	
An improved urban environment		4.8	Number of properties protected from flooding	0	Not yet available	Not yet available	Not yet available	Not yet available	1700	

Future annual and half-year (Interim) Evaluations will assess progress against individual KPI's and use a colour coding system to indicate the status of each KPI:

- on schedule
- behind schedule, but no immediate cause for concern
- behind schedule, cause for concern, action required
- ahead of schedule
- data not yet available

KPIs will be defined as being behind schedule / cause for concern / action required (red) if they fall more than 10% behind their annual performance indicator. A element of judgement will be required as the nature of KPI objectives vary greatly across the wide range of CCG aims.

Notes:

- Objectives for most construction-related KPIs are not yet available. These will be available when all design aspects of the project have been completed.
- Media coverage – these figures do not mean that 1 million different people will read, see or hear about CCG each year. For example, in 2010-11, published audience figures for media covering CCG indicated that over 1,000,000 had the opportunity to hear, see or read about CCG. However, many of these were the same people who use different newspapers, radio stations or TV channels. In other words CCG coverage has reached the same people on several occasions. This is a strong point, as receiving frequent information about the same project is essential if awareness of 'the brand' and what it means is to grow in the local community.

A complete set of KPIs and annual progress indicators will be available for the 2011-12 evaluations.



Greenway gets two top awards

THE Conservative Community Greenway (CCG) has received two honours at the 2010 Waterways Renaissance Awards. The environmental project was crowned winner of the Partnership award and runner-up in the Strategy and Master planning category, at the event run by The Waterways Trust and MIRA (British Urban Regeneration Association).

The awards recognise best practice in sustainable waterway regeneration and development and celebrate excellence in design, innovation, partnership, strategy, community involvement and recreation.

Collecting the awards at the ceremony in Liverpool, project manager Wendy Langham said: "We delighted to be bringing these awards back to east Belfast."

"The Conservative Community Greenway will restore the local rivers as living community assets."

"A lot of hard work has already been done by the East Belfast Partnership, local people and our concept design consultants, the Paul Hapth Company, and these awards are a wonderful reflection of the visionary talent which exists in Belfast and in Northern Ireland."

The CCG will be completed



(L-R) David Ferguson, Mayor of Belfast, Wendy Langham (CCG Project Manager), Gerry Wills, Andrew Huley, Wendy Langham and Jim Hancock

in 2012, thanks to funding from the Big Lottery Fund, the Department of Social Development and Belfast City Council, and will provide 100m of cycle and walkways, providing opportunities for improving health and well-being.



Project manager Wendy Langham, centre, Manager of Belfast Housing Council, David Ferguson, Mayor of Belfast, Wendy Langham (CCG Project Manager), Gerry Wills, Andrew Huley, Wendy Langham and Jim Hancock

Project manager Wendy Langham, centre, Manager of Belfast Housing Council, David Ferguson, Mayor of Belfast, Wendy Langham (CCG Project Manager), Gerry Wills, Andrew Huley, Wendy Langham and Jim Hancock

Project manager Wendy Langham, centre, Manager of Belfast Housing Council, David Ferguson, Mayor of Belfast, Wendy Langham (CCG Project Manager), Gerry Wills, Andrew Huley, Wendy Langham and Jim Hancock

Conclusions - Progress, Successes and Challenges

10.1 Progress

Evaluation and Monitoring

In terms of evaluation, CCG has a set of measurable objectives which will be completed when PARC Stage 1 data analysis and project design has been completed. The complete objective set will be available for 2012 evaluation work. When this data is collated, analysed and used with qualitative feedback from stakeholders, it will provide the basis for an independent, objective and balanced view of project progress and will identify areas of concern. In other words CCG is approaching a position in which it will be able to carry out the planned schedule of annual and interim evaluations. In conjunction with ongoing monitoring this will provide a sound platform for project management.

PARC Study

The Study is on schedule. It involves two household surveys, intercept surveys, play and recreation observation, qualitative research and a stakeholders' social network analysis questionnaire. Fieldwork for PARC's pre-project Household, Play and Recreation and Intercept (which includes an estimate of visitor numbers) surveys was completed by February 2011.

A 'Walkability' index has been calculated for every Ward in the CCG area.

Baseline measures are available for 10 of 13 KPIs measured by PARC. The remaining baseline measures will become available when analysis of Stage 1 PARC research has been completed.

CEEQUAL

CEEQUAL project organisers have indicated that CCG will achieve its aim of obtaining 'excellent' status in the CEEQUAL awards.

CEEQUAL objectives are dependent on progress with construction work. There was no progress to report by March 2011. Targets, which have been delayed by design issues, are required for three CEEQUAL-linked KPIs:

- 1.7 Area of semi-natural habitat
- 1.8 Control of invasive species - the extent of invasive species has been mapped for 2009 and 2010, but data for 2011 and objectives for 2012 and 2013 are not available
- 1.13 No. of native trees planted.

Marketing, Communications and Community Engagement

CCG has been active in this area. By March 2011, 3 events had been organised, 95% of key stakeholders had been informed of CCG and CCG progress, 7 community groups with 100 people had been involved in CCG activities and volunteers had given 250 hours to the Project.

Media coverage, on TV, radio and press had given an audience of over 1,000,000 people an opportunity to read, see or hear about CCG (based on published readership, listening and viewing figures).

Gateway Markers and Artworks

A tender has been prepared for the public art commission at Holywood Arches Civic Square.

Capital Expenditure

A first annual report on capital expenditure was available at the end of March 2011; there will be future quarterly reports.

Management and Maintenance

Belfast City Council has already produced an initial Management and Maintenance Plan for the project. This will be reviewed as the project progresses.

Employment and Training

The contractor has agreed to employ one apprentice for every £2m and one long-term unemployed person for every £5m of contract. The contractor is required to provide a quarterly employment plan to verify progress in this area.

Tourism

A CCG Tourism and Heritage trail has been completed – A Guide to the History and Wildlife of the Connswater, Loop and Knock Rivers.



10.2 Successes

Clearly, progress in many of the areas outlined above represents success.

In more general terms, CCG can justifiably point to success in a number of key areas:

- Developing the Greenway concept and plan
- Obtaining support from the Big Lottery Fund's Living Landmarks programme – a unique achievement in Northern Ireland
- Gaining funding from other key funders
- Working effectively with key partners, including Belfast City Council, DARD NI / Rivers Agency, DSD and Queen's University Belfast
- Starting the construction phase of the project
- Recognition by awards schemes
- Passing on knowledge to other organisations and development projects locally, regionally and internationally.

10.3 Evaluation Challenges

- Competing the 'list' of Greenway annual and end-of-project KPIs
- Obtaining the quantitative information and supporting evidence needed to complete interim and annual evaluations within the required timeframe – especially information for construction-related KPIs.



The local children are really excited about the park improvements and we are looking forward to walking with them along the greenway.

Karen Purdy, Bloomfield Community Association



Queens University Belfast has now established and recorded the baseline information required to enable the health impacts of the Connswater Community Greenway to be measured.

Professor Frank Kee



It is great to see that the construction of the Connswater Community Greenway has commenced, making east Belfast greener, safer and cleaner for everyone to enjoy.

First Minister

Rt. Hon. Peter Robinson



connswater community
greenway

the
way to
go

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