Chelmsford Logic model

Need	Inputs	Activities		Outputs	Outcomes	Impact
 To improve safety and traffic flows at peak times To change behavior and attitudes to parking at schools To provide schools with the means to manage school parking 	 Funding School Parking Initiative Partnership (Stakeholders) Liaison Officer TRO Team School Travel Plan Team Schools Technical/Web/IT 	 (Develop Resource central informatice Hub/Portal (Funding) SEPP JC Plan signed off Define and agree Consult schools to safer journey maginput) Agree communication/pc campaign Develop Liaison C Establish branding Develop case stude Best Practice What is happening elsewhere? What has been successful/failed – why?	Criteria o design or (Pupil oromotion	they doing they want to irations) ith greatest /will this fit	 Cohesive approach to tackling school parking problem Targeted approach to problem schools Expectations managed School promoting Parking Initiative Alternate journeys to school promoted and actively used Identify highway improvements and gain funding for works (LHP) 	 Attitudes and behaviors towards school parking improved Improved community cohesion Improved safety and free flow of traffic at peak times Reduction in perceived anti-social behavior Reduced car journeys to school Parents choose healthier journeys to school
	Residents/Local Parents Community Observe parents to see pa		cents to see parking	School Current views on	strategic objectives/priorities	
Rationale What is to inconvent what is to inconvent what do to see/as How can what is to see/as How can what is to transport infrastruct what is the transport infrastruct what is the network what is the net		e behaviour ence? Current view on parking biration? behavioural change? hey help? What could encourage behavioural change? What could improve the curren situation? Current mode of transport – why? bittance to travel		parking What do they want to see/aspirations? What are they doing already? (bikeability) Staff survey – modes of transport/distance etc		
Assumptions						