

Summer Streets Fund Indicators Monitoring Guidance

This document provides monitoring guidance for the Summer Streets Fund, including details on units of measurement, how to measure each indicator, and what baseline evidence is needed.

We recognise that not all indicators will apply to every project. However, for each scheme there are some compulsory indicators that must be selected

Applicants/Grant Recipients are only expected to report on the indicators that are relevant to their activities.

The GLA will not provide indicators reporting templates. Boroughs must design their own reporting templates and must comply with the evidence requirements set out in this guidance document.

For some indicators, evidence can be obtained from the [High Streets Data Service](#) if you are a member. If you are not a member of the High Streets Data Service, consider what evidence you will use. If you do not have the baseline data or target data figures for those indicators, you will be required to provide this information when you sign the funding agreement.

You will be expected to report on the actual outputs achieved at the end of the project delivery.

Metric	Compulsory for Pocket Scheme	Compulsory for Large-Scale Scheme
Number of businesses supported	YES	YES
Number of al fresco covers (seats created)	YES	YES
Number of operating days/hours		
Number of new outdoor activity		
Number of extended or late-night opening hours	YES	YES
Increase in footfall		YES
Increase in dwell time		YES
Increase in local spend	YES	YES
Frequency and duration of outdoor activities		
Number of new or additional outdoor eating/drinking activities delivered during the World Cup	YES If commencing before 11 June	YES If commencing before 11 June
Number of outdoor activities that will deliver improved impact on perception on safety		
Number of community engagement activities at project		
Number of local stakeholders consulted on the design of the project	YES	YES
Amount of public realm improved		

Indicator	Measurement Unit	What does the indicator include or not include	How to produce this indicator	How to report on the baseline
Number of businesses supported	Number of businesses	<p>Number of businesses that have received support.</p> <p>Business means a sole trader, micro business, small and medium-sized enterprise, or large business. It also includes social enterprises where these engage in economic activity.</p> <p>Does not include businesses supported before GLA funding.</p>	<p>Registration process for collating data.</p> <p>To include Business Name; Address (including postcode)</p>	<p>Baseline is zero at project award.</p>
Number of alfresco covers (seats created)	Number of people using the seats	<p>Number of new or additional alfresco dining or drinking seats created by businesses that have received support.</p> <p>Does not include existing alfresco seats available before GLA funding</p>	<p>Registration process for collating data.</p> <p>To include Business Name; Address (including postcode).</p> <p>Maintain a log of new or additional outdoor seats created for alfresco dining or drinking (counting the bums on seats).</p>	<p>Baseline is zero at project award.</p>

Indicator	Measurement Unit	What does the indicator include or not include	How to produce this indicator	How to report on the baseline
Number of operating days/hours	Number of days or hours	<p>Businesses supported with extended opening hours and/or new that have received support.</p> <p>Does not include existing operating days/hours before supported received</p>	<p>Registration process for collating data.</p> <p>To include Business Name; Address (including postcode)</p> <p>Maintain a log of new or additional operating days/hours.</p>	Baseline is zero at project award.
Number of new outdoor activities	Number of activities	<p>New outdoor activity can include events, markets, community activities, promotional activities, activities linked to road closures/predestination during the lifetime of the project/scheme.</p> <p>Does not include outdoor activity before or after the GLA funding</p>	<p>Maintain a log of new outdoor activity delivered by the project.</p> <p>To include name of activity, date and location address (including postcode)</p>	Baseline is zero at project award

Indicator	Measurement Unit	What does the indicator include or not include	How to produce this indicator	How to report on the baseline
Number of extended or late-night opening hours	Number of hours	<p>Businesses supported with extended or late-night opening hours that have received support.</p> <p>Does not include existing operating days/hours before business supported received</p>	<p>Maintain a log of extended or late-night opening and the number of hours.</p> <p>To include name of activity, date and location address (including postcode)</p>	Baseline is zero at project award
Increase in footfall	Number in footfall and dwell time	Footfall - number of visitors from 6pm-6am, on project activity days (outdoor activities)	<p>Project Communication Plan that includes dates and times for outdoor activities and location(s) including postcode(s). A map of the locations.</p> <p>Footfall: number of visitors from 6pm-6am, compared to non-activation day baseline</p> <p>Data provided via the High Streets Data Service. If your borough is not a member of the High Streets Data</p>	Average footfall before project from 6pm - 6am.

Indicator	Measurement Unit	What does the indicator include or not include	How to produce this indicator	How to report on the baseline
			Service, you must consider what data you will provide as evidence.	
Increase in dwell Time	Number in dwell time	Dwell time: average number of minutes visitors spend, 6pm-6am, compared to a non-project activities day baseline	Dwell time: average number of minutes visitors spend, 6pm-6am, compared to a non-activation day baseline Data provided via the High Streets Data Service. If your borough is not a member of the High Streets Data Service, you must consider what data you will provide as evidence.	Average dwell time before project
Increase in local spend	Number for increased spend	Increase in spend by people participating in project outdoor activities on days from 6pm to 6am.	Project Communication Plan that includes dates and times for outdoor activities and locations post code(s). A map of the location(s). Spend: index of total spend amount from 6pm-6am, compared to	Average spends before project

Indicator	Measurement Unit	What does the indicator include or not include	How to produce this indicator	How to report on the baseline
			<p>non-activation day baseline</p> <p>Data provided by High Streets Data Service. If your borough is not a member of the High Streets Data Service, you must consider what data you will provide as evidence</p>	
Frequency and duration of outdoor activity	Number	<p>Number of frequent activities created and duration.</p> <p>Does not include one off activities/events before or after GLA funding</p>	<p>Maintain a log of dates of frequent outdoor activity and the how long the activity lasts (duration).</p> <p>To include name of activity, date and location address (including postcode)</p>	Baseline is zero at project award
Number of new or additional outdoor activities delivered during the World Cup	Number activities	Number of new or additional outdoor activities created by businesses that have received support.	<p>Maintain a log of new outdoor activity delivered by the project during the World Cup.</p> <p>To include name of activity, date and</p>	Baseline is zero at project award

Indicator	Measurement Unit	What does the indicator include or not include	How to produce this indicator	How to report on the baseline
		Does not include activities before or after the World Cup (11 June to 19 July 2026)	location address (including postcode)	
Number of outdoor activities that will deliver improved impact on perception on safety	Number of activities	<p>Outdoor activity can include events, markets, community activities, promotional activities, activities linked to road closures/predestination during the lifetime of the project/scheme that delivers improved impact on perception on safety.</p> <p>Does not include outdoor activity before the GLA funding</p>	<p>Maintain a log of outdoor activity delivered by the project /scheme that delivers improved impact on perception on safety.</p> <p>To include name of activity, date and location address (including postcode)</p>	Baseline is zero at project award
Number of community engagement activities at project	Number of activities	<p>Includes:</p> <ul style="list-style-type: none"> Public-facing events or activities that seek to involve the community in the project's development, delivery, or understanding. 	Maintain a log of community engagement events delivered by the project.	Baseline is zero at project award.

Indicator	Measurement Unit	What does the indicator include or not include	How to produce this indicator	How to report on the baseline
		<ul style="list-style-type: none"> • Example: community co-design workshops. <p>Does not include:</p> <ul style="list-style-type: none"> • Internal team meetings or planning sessions. • Online promotion without active community interaction. 		
Number of local stakeholders consulted on the scheme design.	Number of stakeholders	<p>Includes:</p> <ul style="list-style-type: none"> • Key local individuals or groups engaged in project implementation once GLA funding is awarded. <p>Does not include engagement prior to the award of GLA funding</p>	Record all local stakeholders engaged in the scheme design.	Baseline is zero at project award.
Amount of public realm improved	Square metres (M2)	The total square meterage of the public realm that is improved.	<p>Project data evidencing improvements.</p> <p>Before and after photos of the activity</p>	Baseline is zero at project award.

Indicator	Measurement Unit	What does the indicator include or not include	How to produce this indicator	How to report on the baseline
		<p>Public realm means the spaces between and around buildings that are publicly accessible, including squares, courtyards, and streets.</p> <p>Improved means adding, renovating, or repairing facilities with the aim of creating better public space.</p>		