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Edinburgh Airport Recruitment Analysis

How Travel Data can Inform Shift Planning



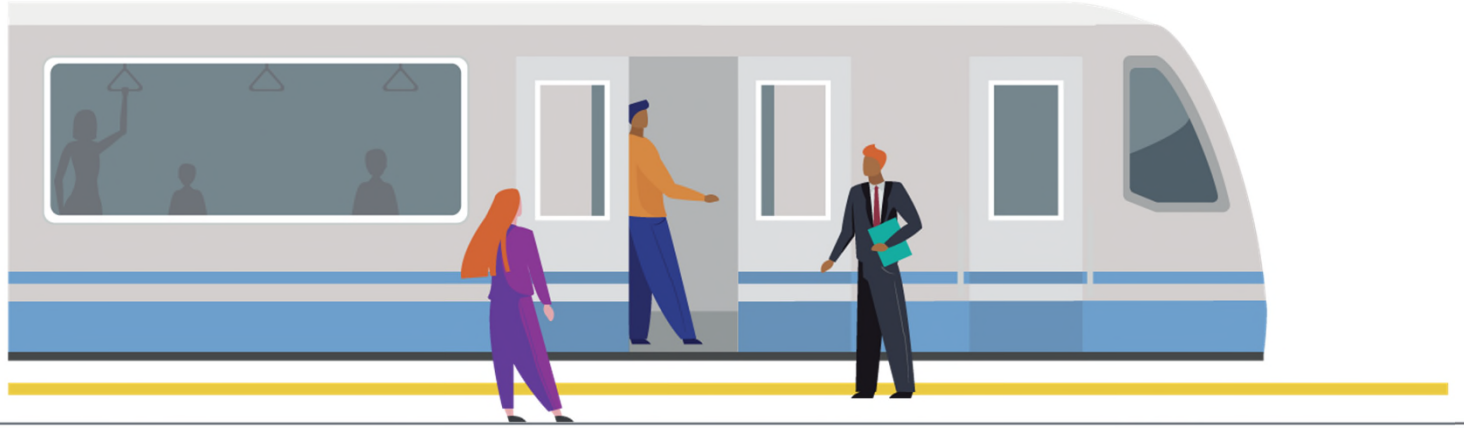
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Reviewing how the transport network can support your workforce isn't just about logistics — it's about creating a workplace that's inclusive, accessible and supports green travel solutions. Businesses that embrace this approach can reduce costs, improve employee satisfaction, and stay ahead in a competitive labour market.



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Why Analysing Employee Travel Matters

Improves Retention: Employees who have multiple transport options to access employment removes the stress from the daily commute.

Boosts Productivity: Workers who arrive on time and less stressed are more focused and productive.

Supports Equity: Travel analysis can reveal workforce disparities, providing the evidence to change or grow transport networks.

Targeted recruitment: Travel analysis helps identify which areas to focus recruitment efforts, based on shift patterns and available transport.



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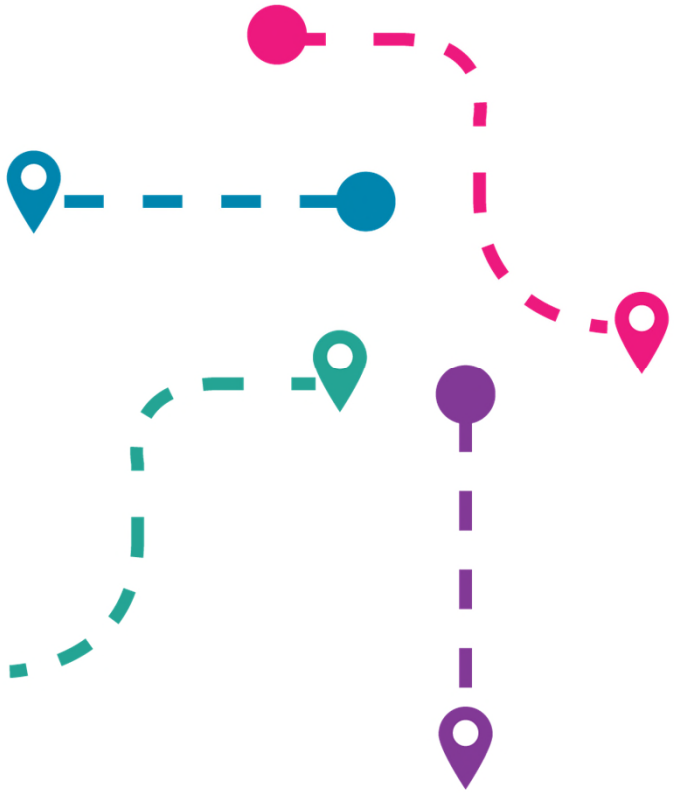
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The Edinburgh Airport Recruitment Analysis looked at various shift patterns of staff and carried out the following:

Assessed the public transport options for each shift pattern for airport staff

Overlaid the transport isochrones with postcode zones and the number of people seeking work in each zone

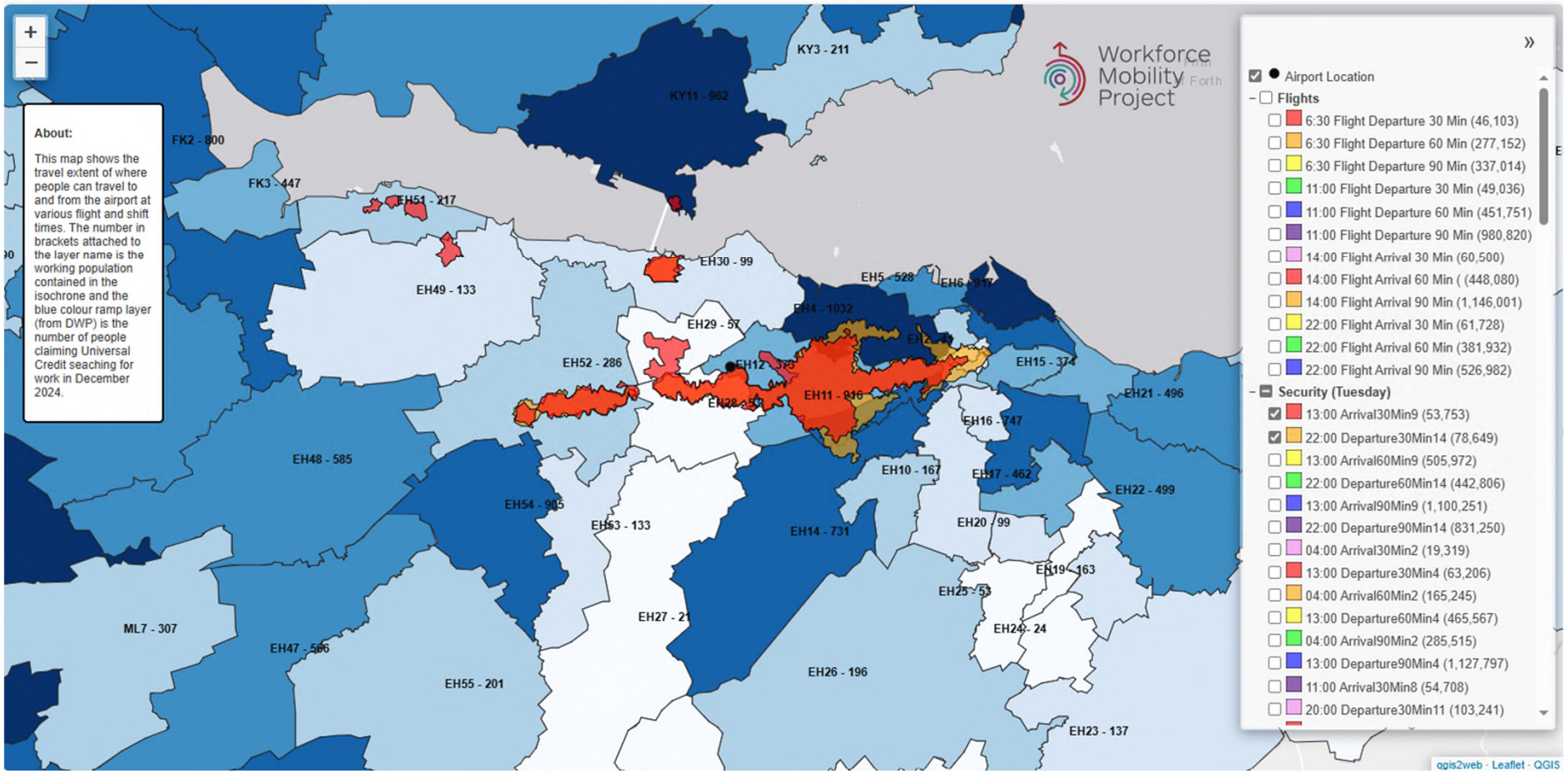
Also, calculated the working-age population for each isochrone based on its coverage



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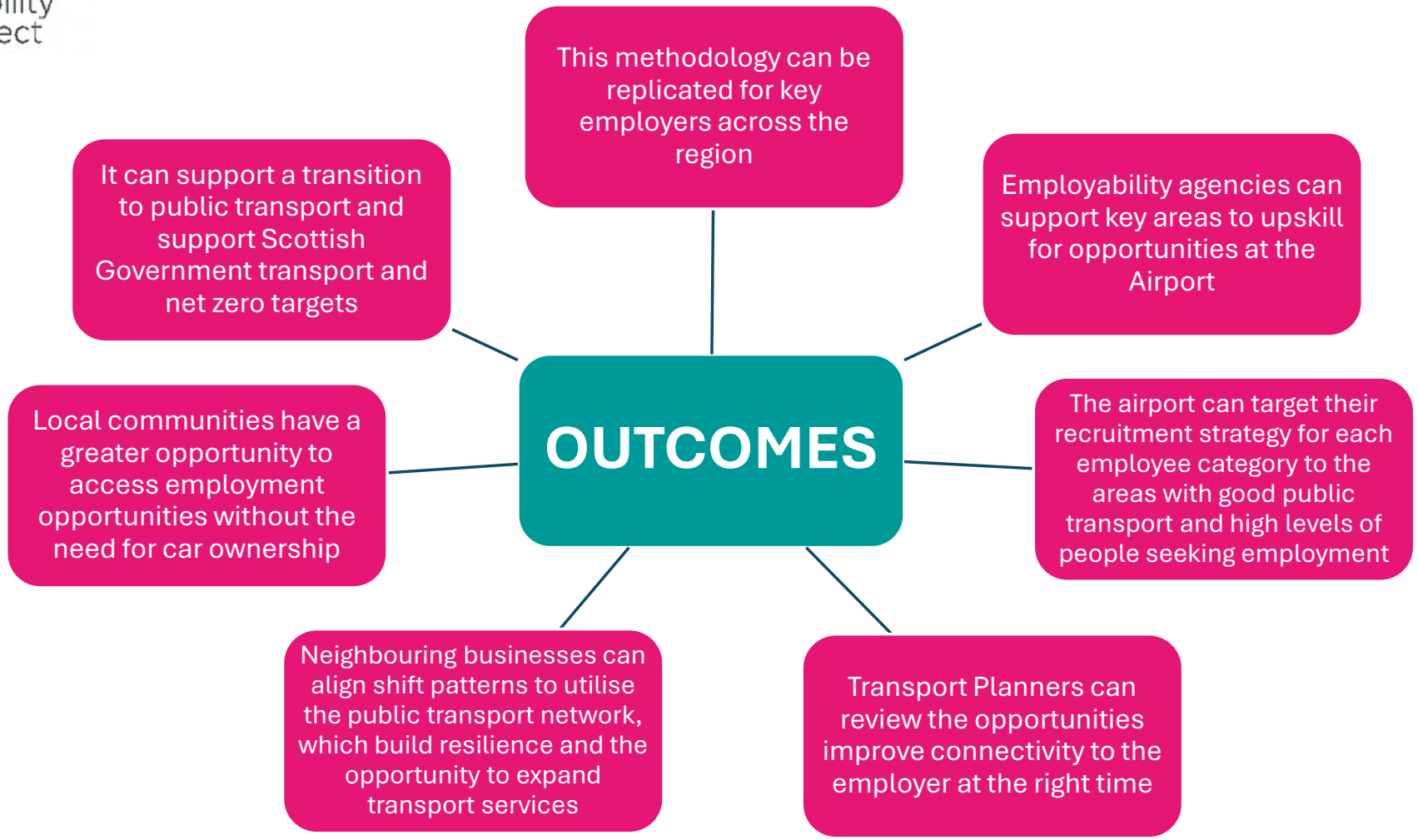
ANALYSIS OUTPUT



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