Workforce Mobility Project



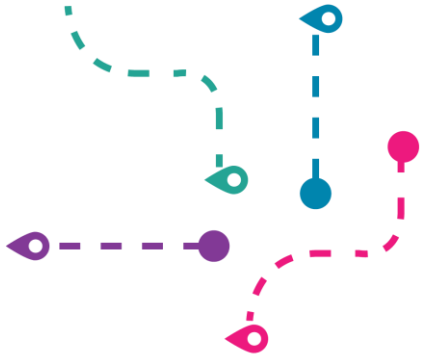
The Scottish Borders Bus Network Review

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The Scottish Borders Bus Network Review

The Workforce Mobility Project provided funding, management, resources and data to support the development of Scottish Borders Council's full Bus Network Review. The review fully analysed the performance of the network against new demand data to identify opportunities to increase patronage, in a period of reducing budgets and increasing costs.



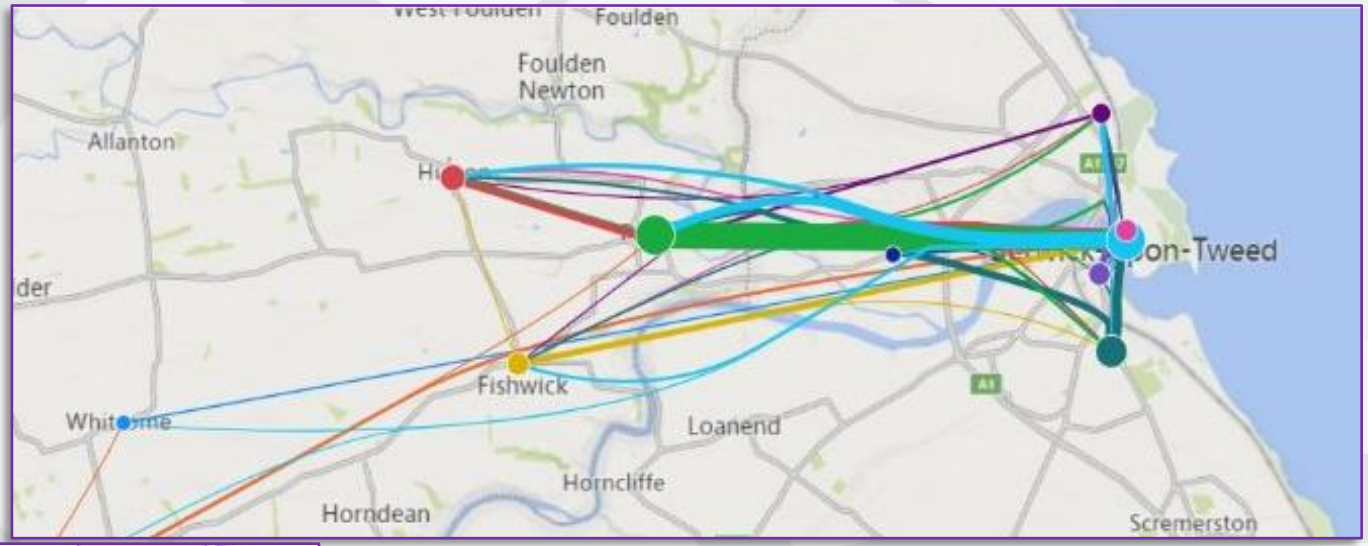


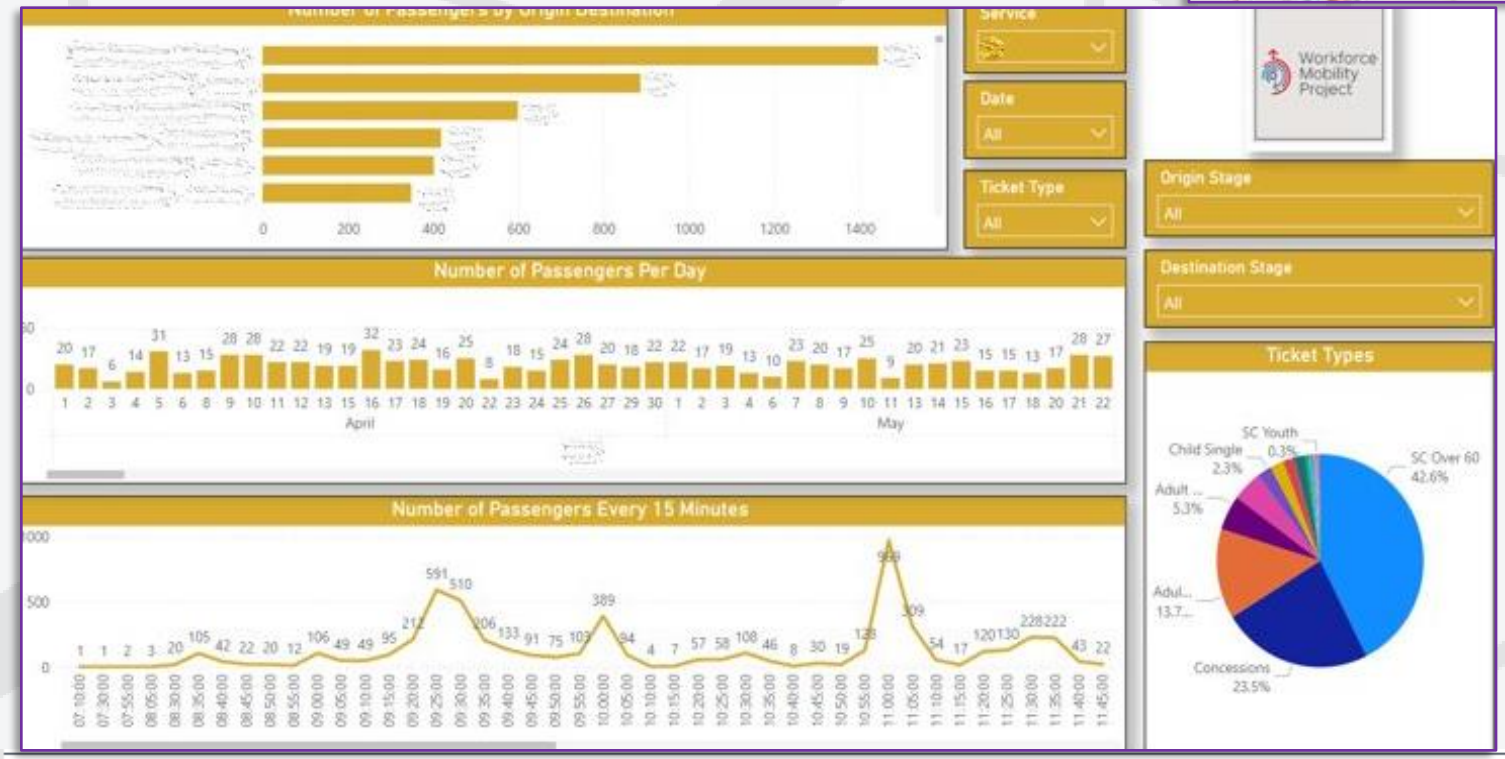






The project developed Power Bi outputs to allow Scottish Borders Council to better analyse their bus data. This is now a great tool for ongoing network performance reviews and communicating information to elected members and the public.





Flow maps show the demand across each stage of the bus journey.

The dashboard provides the data in a format that allows interrogation.

Both formats are a great communication tool.

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Journeys To/From Work Analysis

Supported by business data for employee travel demands, the volume and timing of travel across the region was compared against the supply of bus services to identify opportunities to change timetables and provide new services.

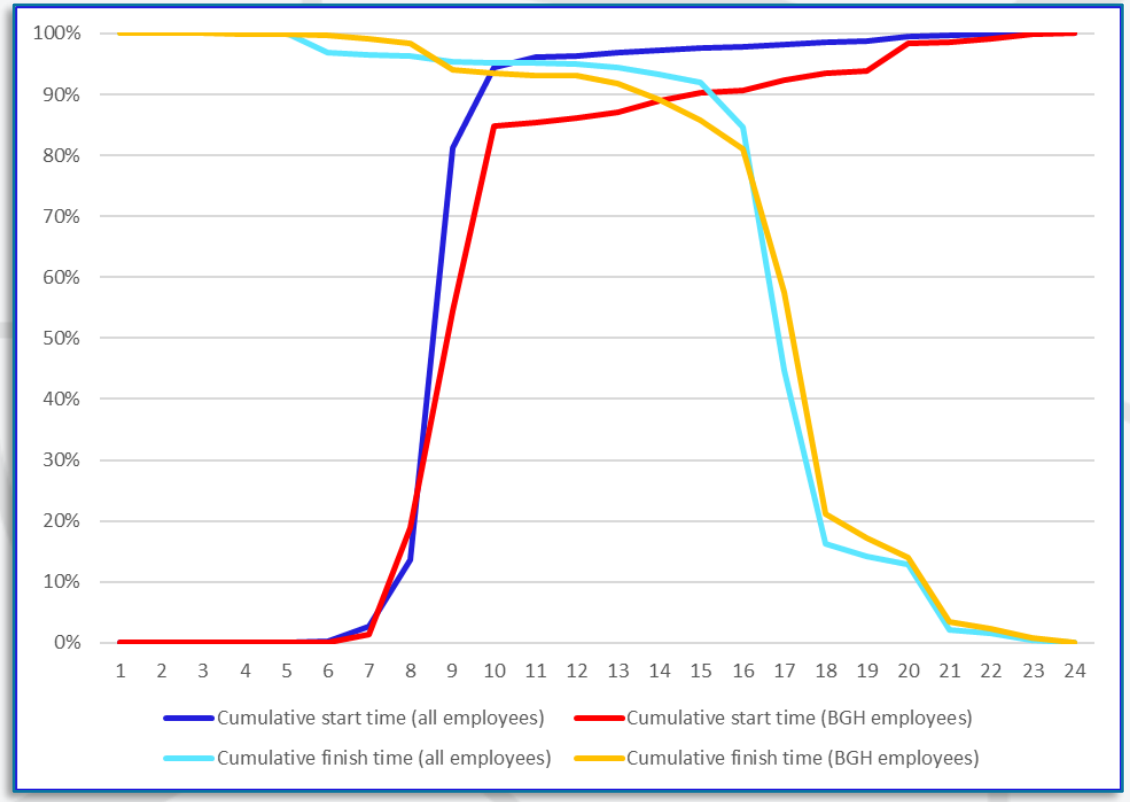


Figure 1 – Borders Workforce Travel Schedule

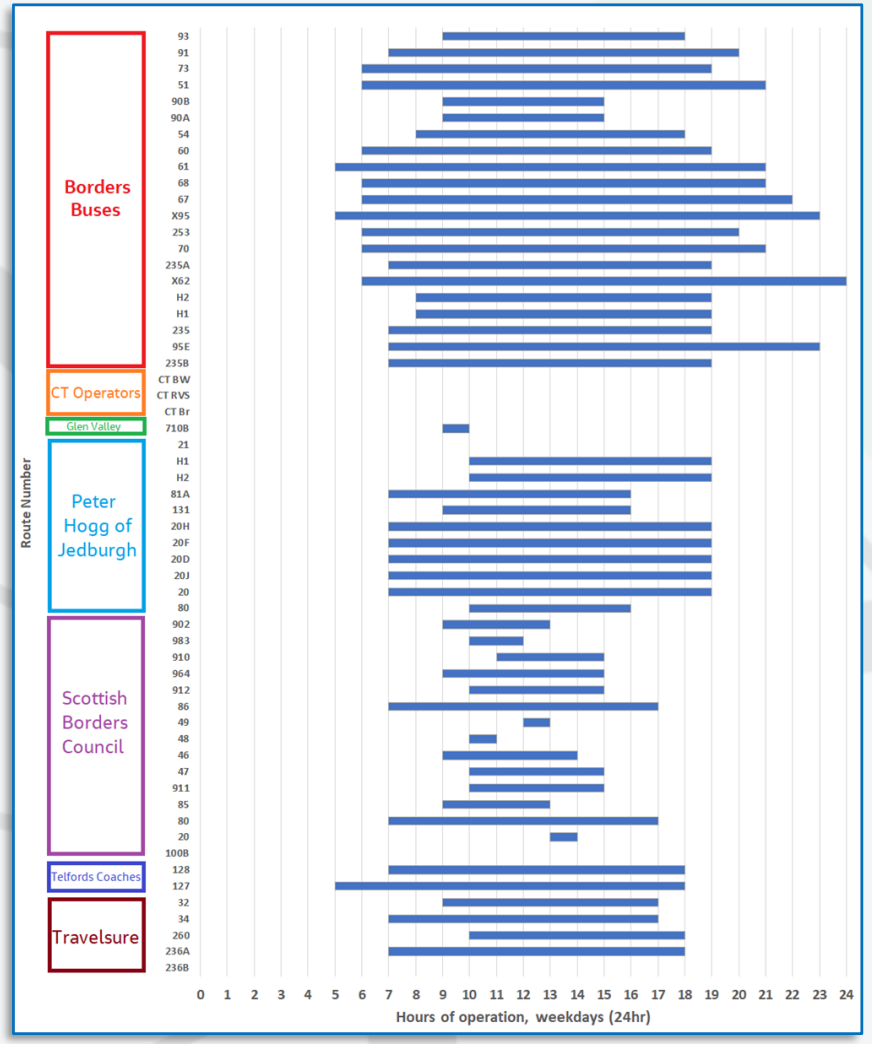


Figure 2 - Borders Bus Network Service Provision and Timing

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Employee Origin/Destination Travel Demand Mapping

Mapping employee travel demand across the region (Figure 3) was compared against the supply of bus services to identify opportunities to:

- Change time/route of bus services;
- Improve bus interchange infrastructure; and
- Deliver new active travel infrastructure to link more communities to the local bus network.

As the project had the associated timing for each of the journeys, the demand across the day/week could be analysed further to understand morning, evening and weekend opportunities for new services.

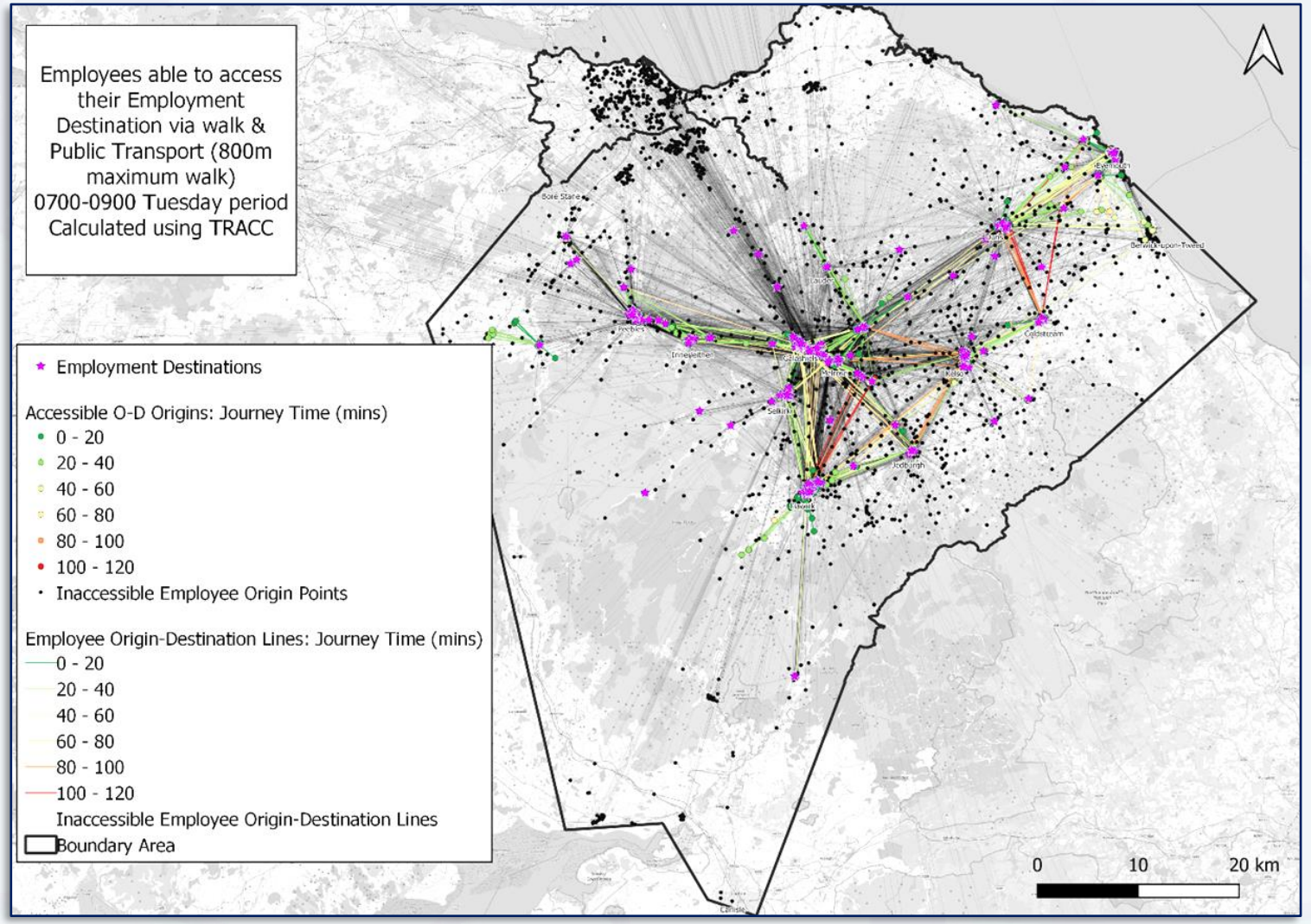


Figure 3 – Origin/Destination Mapping from Employee Travel Data

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Mobile Phone Data

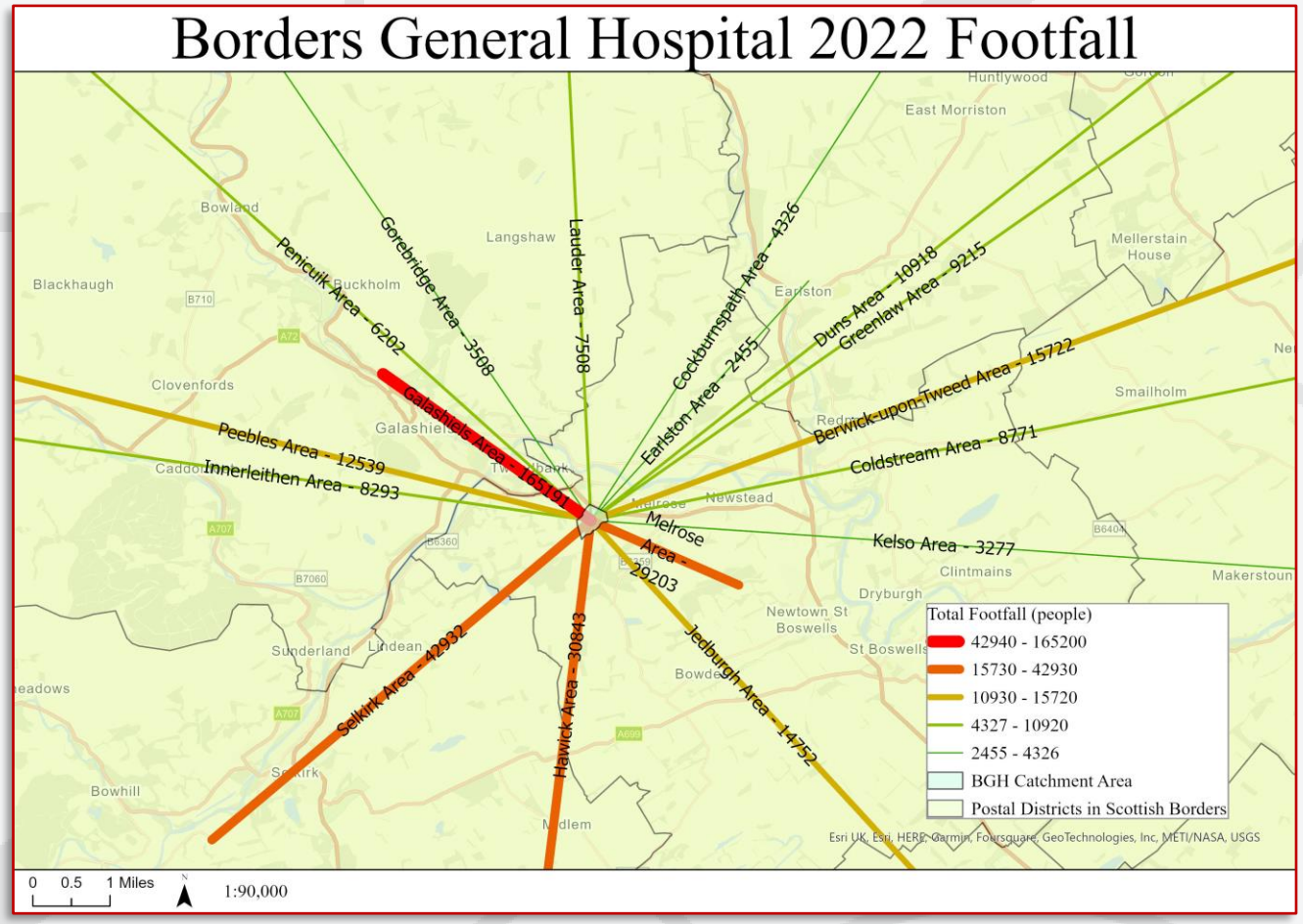


Figure 4 – Footfall Data to the BGH

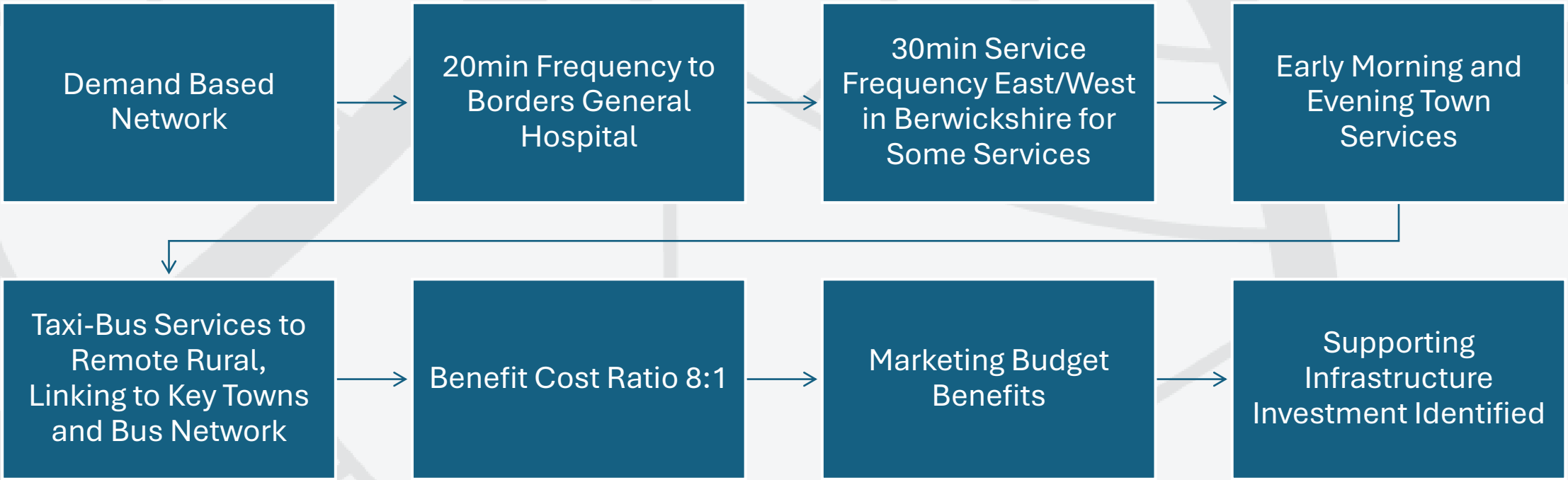
Although, over 30K data sets were received from business and education providers, to create a representative understanding of movements across the region (total working age population of circa 70k), further data was procured to validate the employability data and provide insight to other opportunities.

Mobile phone data provides footfall data from every postcode in the UK over a 5 year period. Figure 4 show an example of the data for the Borders General Hospital, providing an understanding of the total travel demand, thus justifying changes to bus services for employees and patients.

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The Scottish Borders Bus Network Review

The Bus Network Review: Recommendations



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The Scottish Borders Bus Network Review

The Bus Network Review: Outcomes

Up to 60% Increase in Passenger Numbers → New Taxi-Bus Services in Berwickshire, Selkirk, Jedburgh and Hawick → Increased Marketing Budget and Awareness Within Communities

Financial Efficiencies from a Data-Based Approach to Understanding Travel Demand → Network Return on Investment is £8 for Every £1 Invested → Positive Feedback from Communities