# Workforce Mobility Project

The Workforce Mobility Project is identifying and supporting sustainable long-term solutions, influencing policy and behaviour change to enable the reduction of transport barriers to employment, training and further education across the Edinburgh and South East Scotland (ESES) City Region.

The Key Objectives are as follows.

1. Extend labour market opportunities for young people
2. Make it easier for young people to connect to different types of transport to access training and employment opportunities
3. *Enable young people to stay in rural communities and small towns and travel to external training and employment outlets*
4. Provide sustainable ways of reducing the cost of travel which is / can be a key constraint in accessing training and employment opportunities
5. Provide businesses, social enterprise, and public sector partners with ways of improving workforce mobility 6. Build up the resilience of young people in accessing transport for employment and training

**Workforce Mobility Project**

# Transport Barrier Survey Baseline Report

## Validated the anecdotal public transport barriers identified by stakeholders, but more complex reasoning:

- Patronage decline on the bus network since 2010,
- 5% of the population not connected to the public transport system, peaking at 9% in the Scottish Borders
- The majority of the City Deal region in medium and high transport poverty (SEStrans RTS Main Issues Report 2020)
- There is a need for more partnership working within the sector and across transport modes for better integration
- Multiple points of travel information create difficulty engaging with public transport
- A plethora of ticketing structures/subsidies/concessions make it difficult to ensure value for money
- **The lack of data sharing and information about latent demand to support route optimisation for Operators and Transport Planners is resulting in lost opportunities**

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**How can we use movement data to influence the future development of our region?**

- **Mobile Phone Data**

- **Bus Patronage Data**

- **Employee Postcode Data**
**(Tool Developed by WFM)**

- **Business Accessibility Data**
**(Tool Developed by WFM)**

**Mobile Phone Data**

- Footfall to key trip attractors
- High Level Overview of Travel Demand
- Monthly break-down
    - Season Trends
    - Impact of events
- Potential for patronage growth
- Heat map of dwell times at trip attractors

# Borders General Hospital 2022 Footfall



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| Route | Service Direction | Yearly Return Trip Demand per route 2022 |
|---|---|---|
| 60 | Galashiels to Berwick (Via Duns) | 23,000 |
| | Berwick to Galashiels (via Duns) | 104,000 |
| | Demand to BGH (can be served by service 60) | 39,000 |
| 67 | Galashiels to Berwick (Via Kelso) | 16,000 |
| | Berwick to Galashiels (via Kelso) | 44,000 |
| | Demand to BGH (can be served by service 67) | 30,000 |
| 68 | Galashiels to Jedburgh (Via Melrose & Newtown) | 78,000 |
| | Jedburgh to Galashiels (via Melrose & Newtown) | 81,000 |
| | Demand to BGH (can be served by service 68) | 24,000 |
| X62 | Galashiels to Peebles | 137,000 |
| | Peebles to Galashiels | 83,000 |
| | Penicuik to Peebles | 41,000 |
| | Demand to BGH (Not currently served directly) | 27,000 |
| 61A | Lauder to Galashiels | 20,000 |
| | Galashiels to Lauder (no data available) | 0 |
| | Lauder to BGH (can be served by service 61A) | 9,000 |
| X95 | Hawick to Galashiels (via Selkirk) | 212,000 |
| | Galashiels to Hawick | 608,000 |
| | Gorebridge to Galashiels | 9,000 |
| | Gorebridge to Hawick | 9,000 |
| | Demand to BGH from Hawick & Selkrik (Not currently served directly) | 74,000 |
| 20 | Hawick to Berwick via Jed (linking with 67 at Kelso) | 9,000 |
| | Berwick to Hawick via Jed (linking with 67 at Kelso) | 96,000 |
| | Hawick to Kelso via Jed | 69,000 |
| | Kelso to Hawick via Jed | 86,000 |

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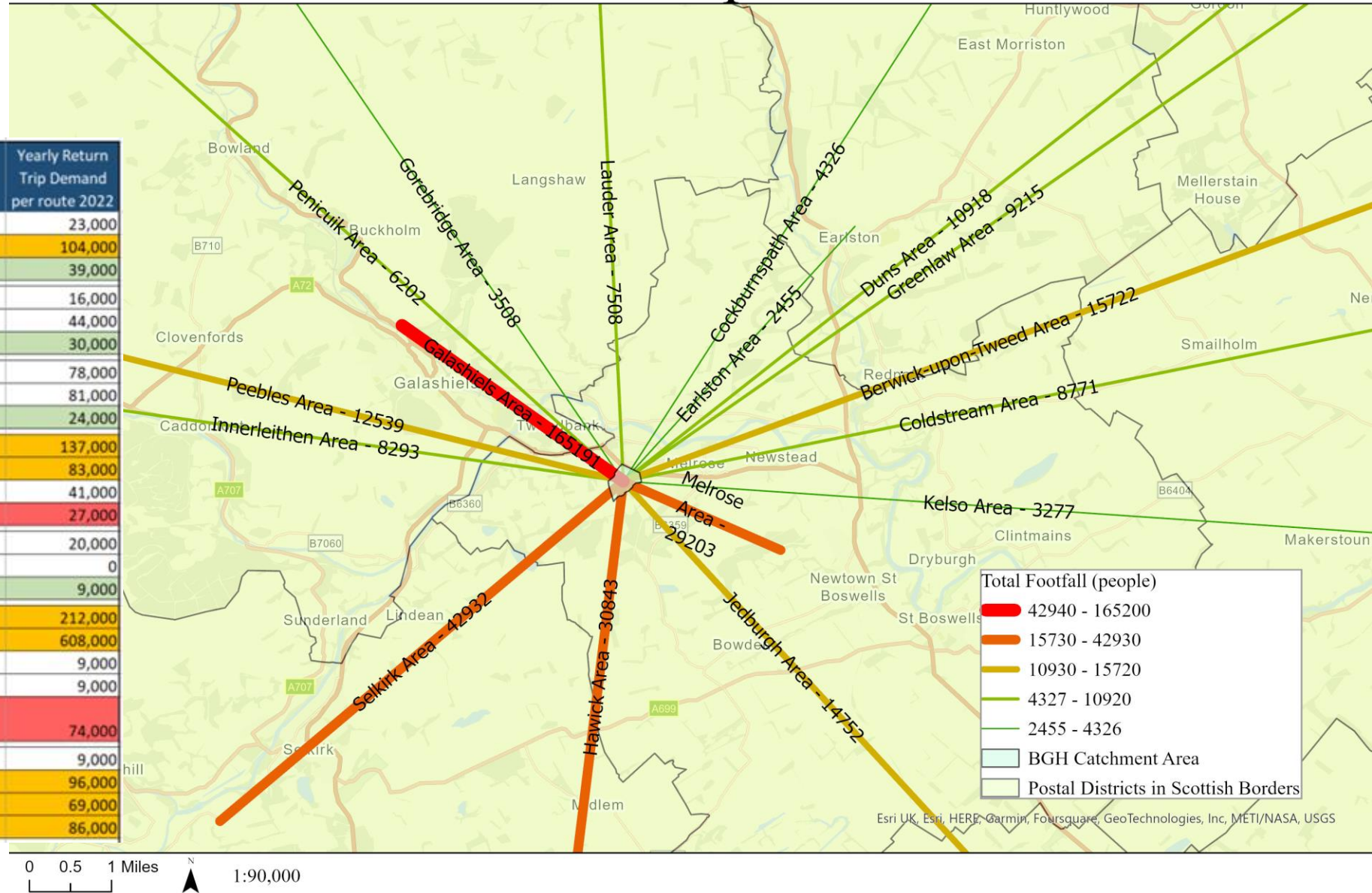
- Analysis done on North Berwick & Cockenzie.
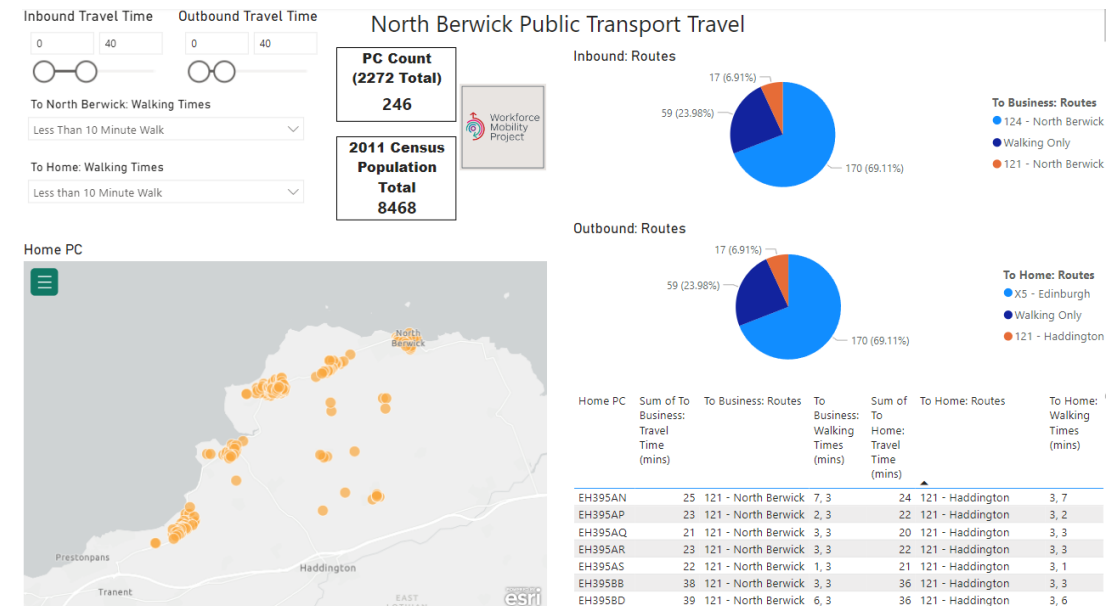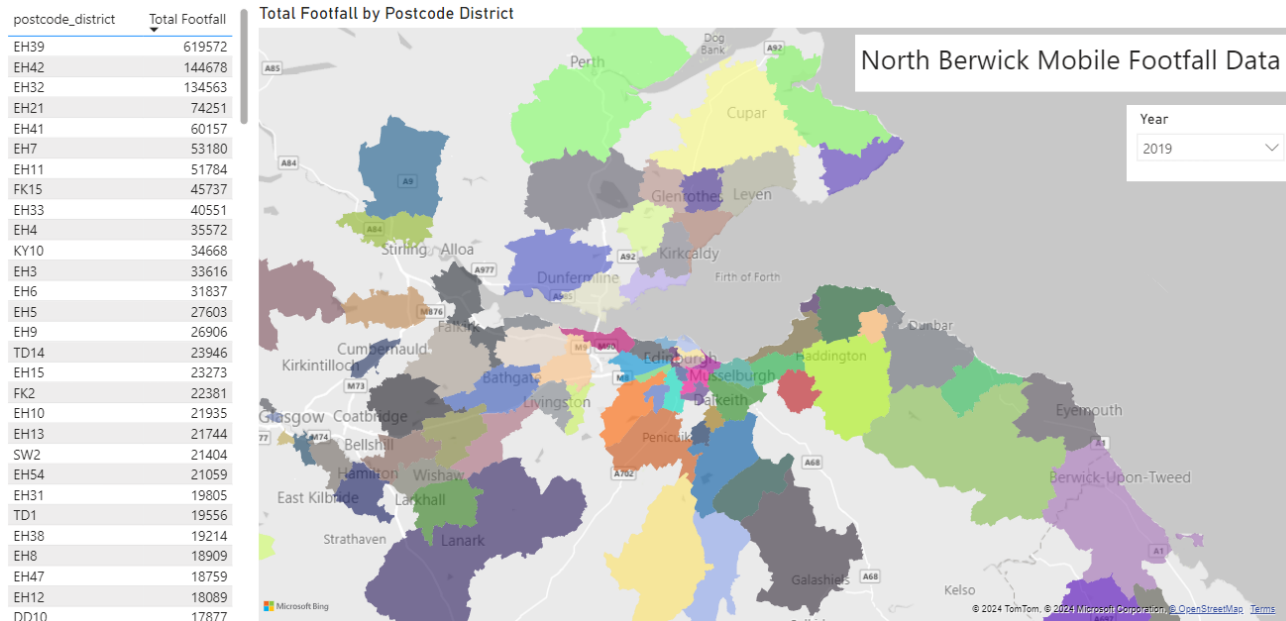
Workforce

Reveal how visitor activity is distributed across your place of interest

Image from Huq website

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# Bus Patronage Data

- **Inconsistent data**
- **Difficult to analyse by LA's**
- **Not understood by Senior Officers & Elected Members**
- **Great communication and decision making opportunity**
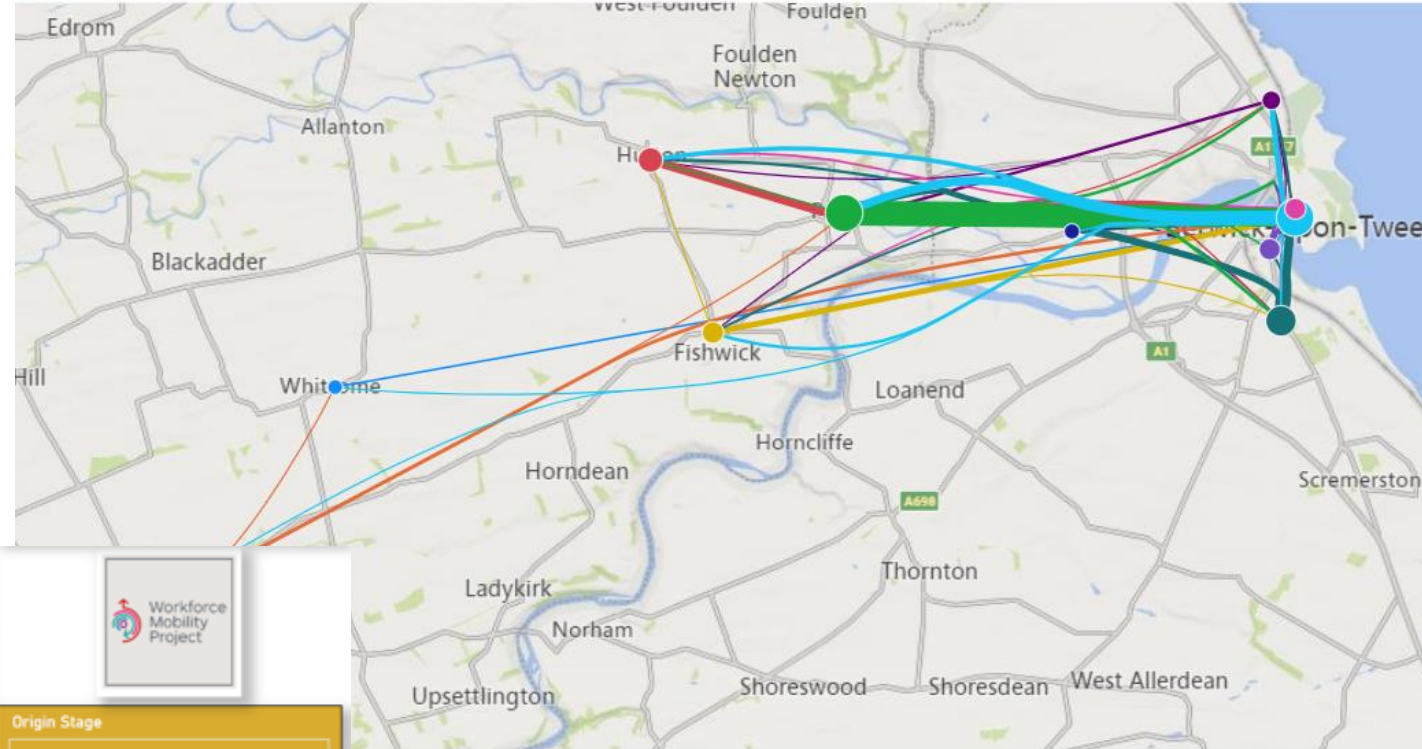
Flow map show the demand across each stage of the bus journey.

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

Both formats are a great communication tool.

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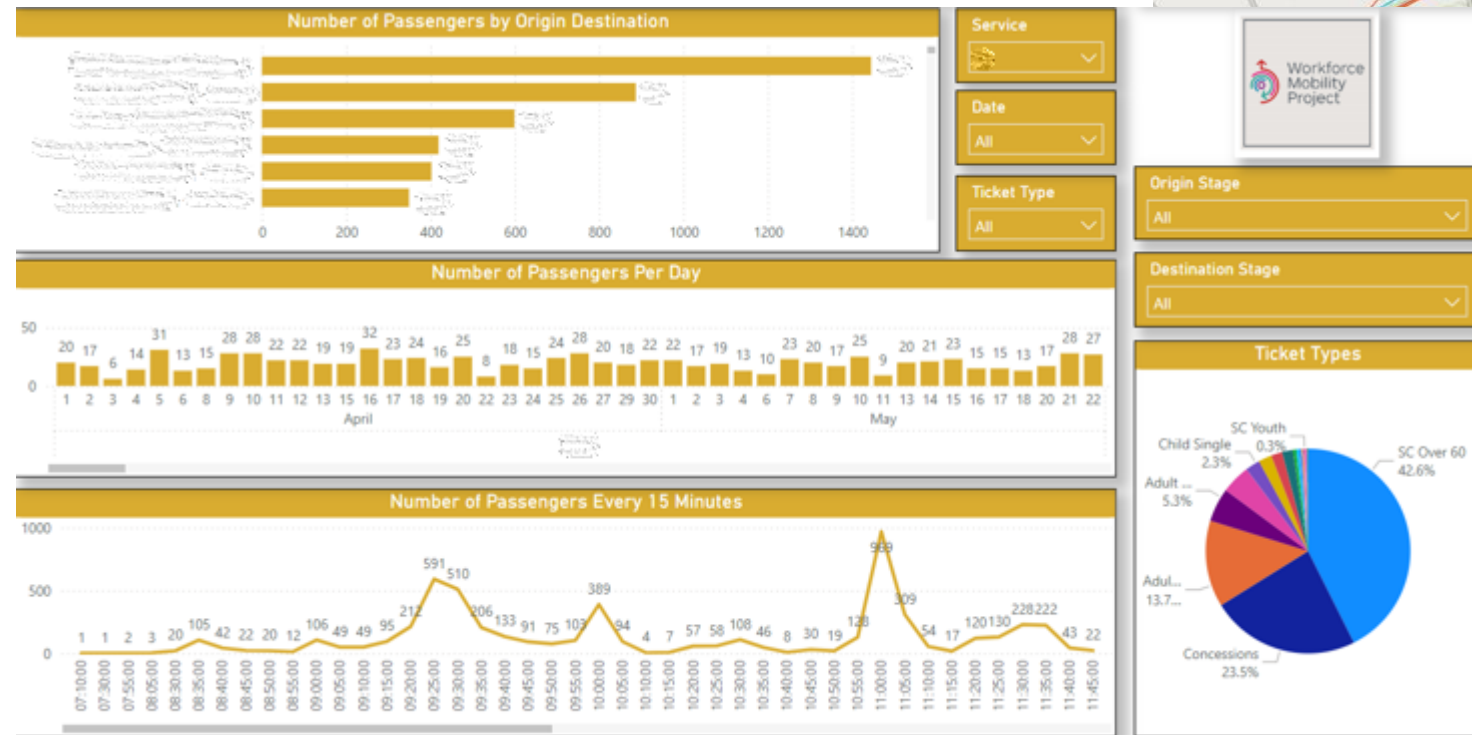
**Postcode Analysis Tool (PAT)**

- Developed into web-based tool
  - Business can upload their data directly
  - Business will receive an assessment of their employee travel options
  - LA's will have login to access ALL the data and review demand across network
  - Understand travel demand across our region

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Employees able to access their Employment Destination via walk & Public Transport (800m maximum walk) 0700-0900 Tuesday period Calculated using TRACC

★ Employment Destinations

Accessible O-D Origins: Journey Time (mins)
- 0 - 20
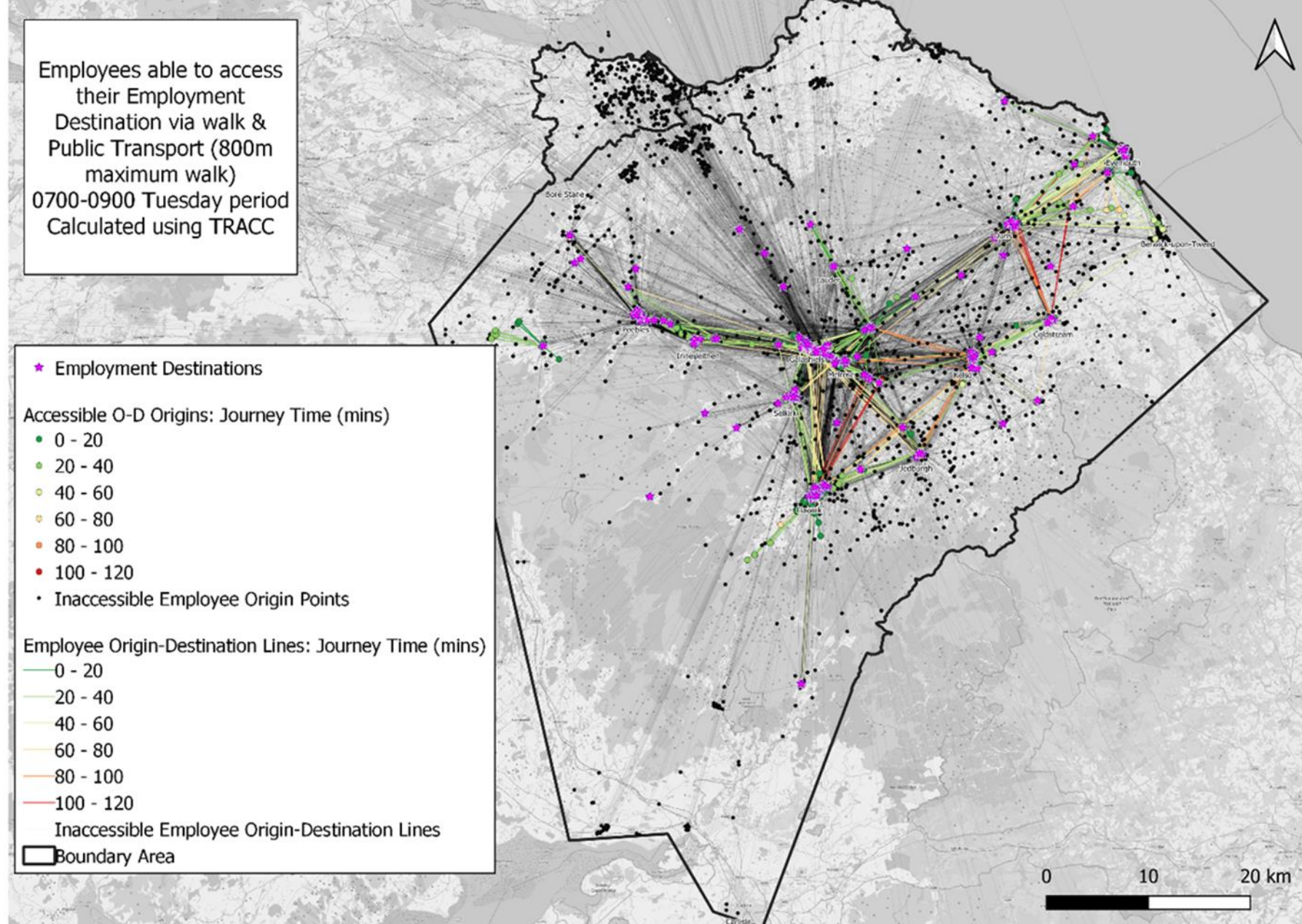- 20 - 40
- 40 - 60
- 60 - 80
- 80 - 100
- 100 - 120
- Inaccessible Employee Origin Points

Employee Origin-Destination Lines: Journey Time (mins)
- 0 - 20
- 20 - 40
- 40 - 60
- 60 - 80
- 80 - 100
- 100 - 120
- Inaccessible Employee Origin-Destination Lines
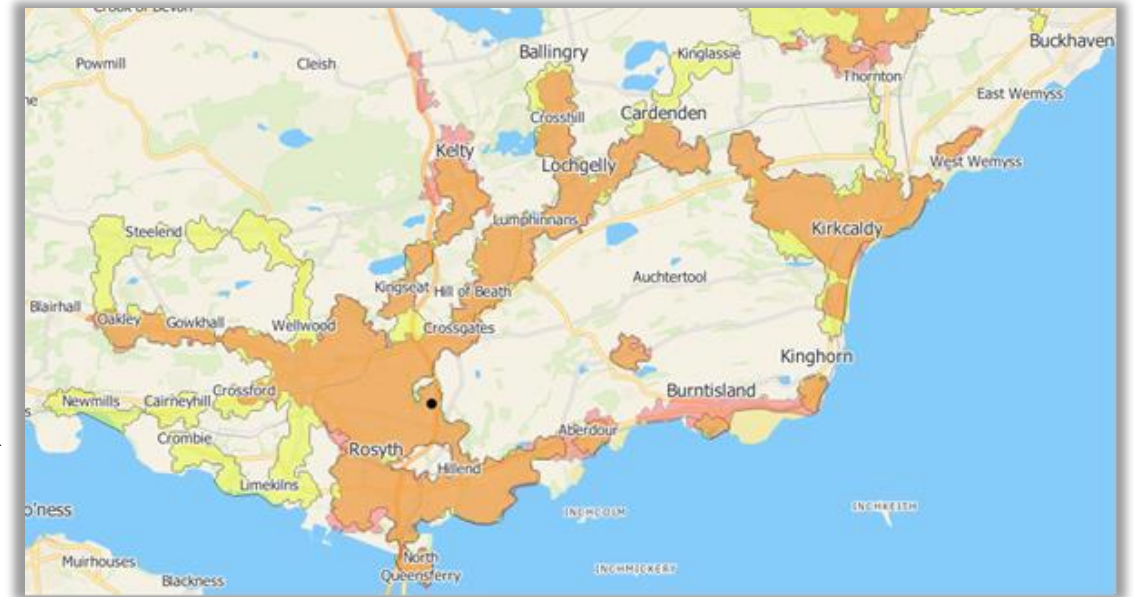- Boundary Area

0    10    20 km

# Business Accessibility Tool

The web-based version of this tool is under development. It is currently utilized for the project in GIS.

The location of a business is entered into the tool.

The output displays the sustainable travel catchment area of a selected business. This would be the postcode areas where residents are able to reach a business using sustainable or active travel within defined parameters such as arrival or departure time

# Workforce Mobility Project

- Blended information can show potential to expand the influence of the transport network

- It can identify opportunities for Mobility Hubs, AT infrastructure, improved bus services

- Blended information can identify how **new developments** can help build the business case for new transport solutions

# Workforce Mobility Project
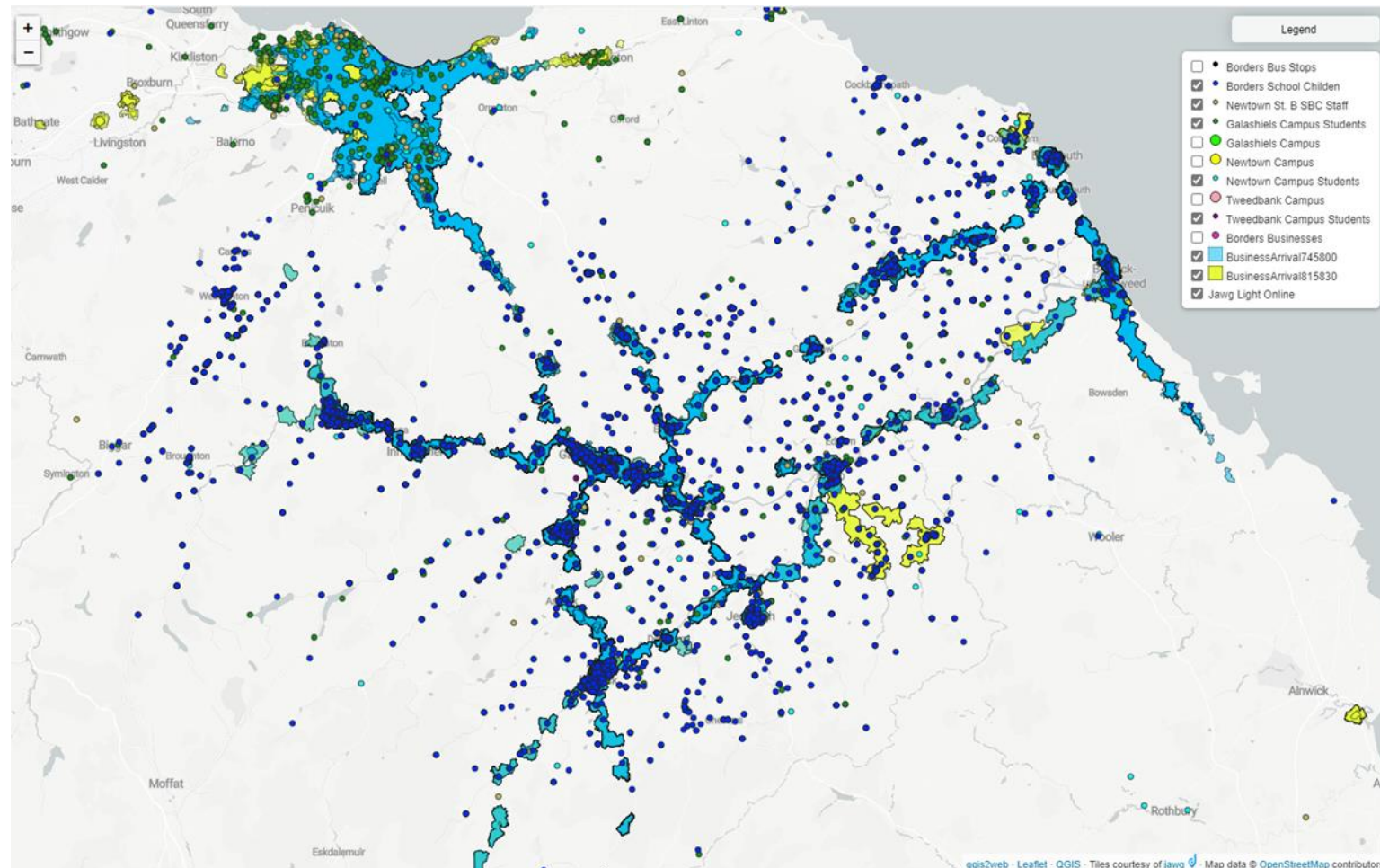
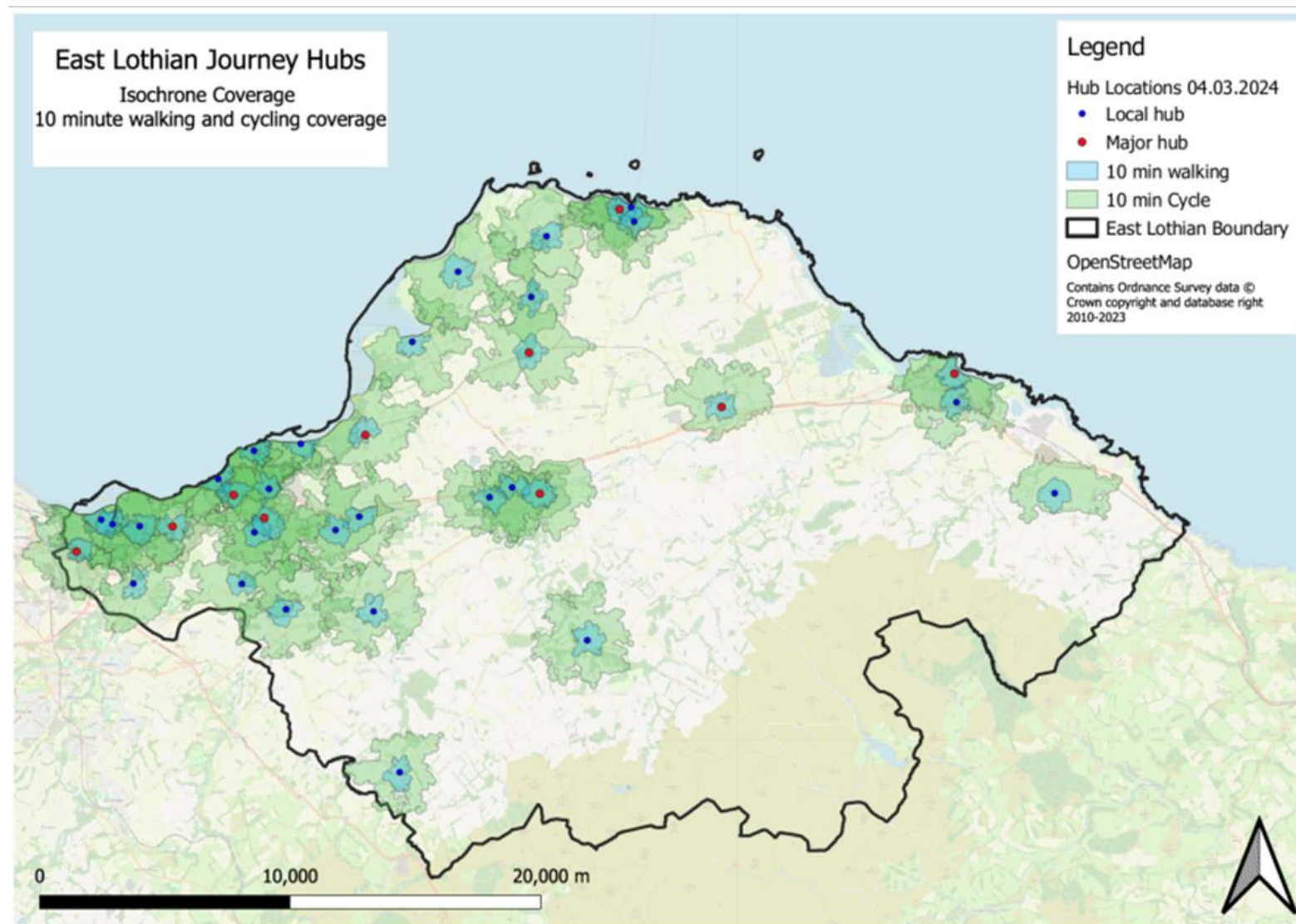**PROJECTS**

## Hub Locations & Size

- Patronage Data
- Employee postcode demand
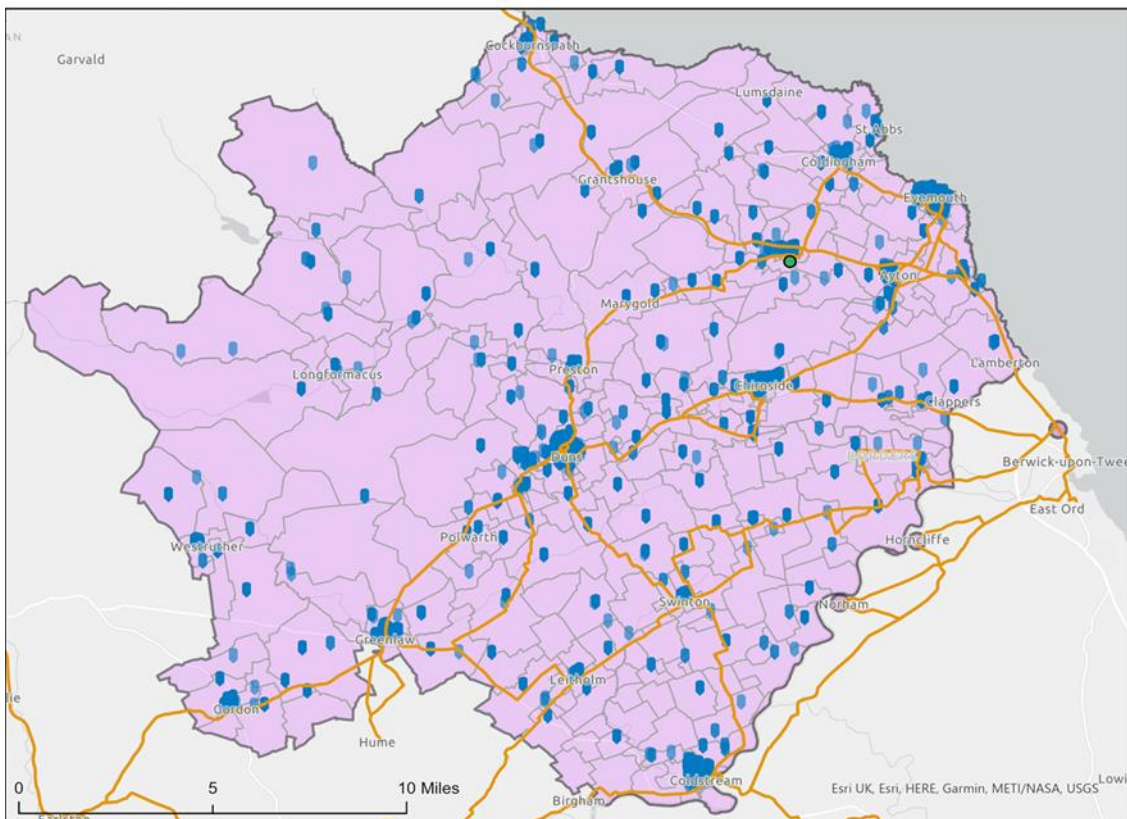- Mobile phone data

## Coverage Assessment

- Accessibility Tool

## Outputs

- Overall assessment
- Financial cost estimates
- Business case
- Carbon impact assessment
- Embedded Carbon benefit return period

# Workforce Mobility Project





- Circa 1400 trips per month
- U22 participation circa 40%
- BCR 2:1

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**Scottish Borders Bus Network Review**

**Outcomes**
- New routes designed to cater for 'Demand' rather than service key corridors
- 20min bus frequency to/from BGH (commence 2025)
- Direct route from Galashiels to BGH (link with X95 & X62)
- Bus times aligned with key employers shift patterns across the region
- Increased bus frequencies on fixed routes to match demand for DRT in Berwickshire
- More evening town services to support employment
- New taxi-bus services to remote rural areas to connect to fixed routes (commence 2024, including route between Coldstream and Duns)
- Services showing an increase in patronage numbers where changes have been implemented

**Workforce Mobility Project**

**Workforce Mobility
Bikes on Buses
Performance Review & Recommendations
Final Report**
November 2023

The project undertook a comprehensive review of 'bike on bus' pilots across the UK and how it functions in the EU & USA. The key challenges to implementing bicycle friendly bus services include:

- Loss of available seating on the bus, although there are some adaptable solution available;
- Lack of demand;
- Despite marketing activities, lack of awareness of the storage solution from potential users;
- Bicycle storage not available on all buses servicing a particular route, or area, which makes it difficult for users to complete journeys with a bike;
- Uncertainty that the bike storage will be available on the bus as there is no
- pre-booking requirement, or real-time monitoring of availability; and
- Time taken to load bicycles impacting compliance with the scheduled timetable.

Despite these pilot issues there is successful services in the Scottish Borders with high utilization and potential for growth.

Real potential in rural areas to increase the accessibility to the bus network

- WMF_Bikes+on+Buses+Performance+Review+&+Recommendations+Final+Report_November+2023.pdf (squarespace.com)