**Workforce Mobility Project**

**Resources to share with Travel and Transport TSN – 27th May 2025**

**Speaker:** Ewan Doyle, Workforce Mobility Manager at Edinburgh & South East Scotland City Region Deal

**Contact details:**

**W:** [The Edinburgh and South East Scotland City Region Deal (esescityregiondeal.org.uk)](https://esescityregiondeal.org.uk/)

**W:** [Workforce Mobilty — The Edinburgh and South East Scotland City Region Deal (esescityregiondeal.org.uk)](https://esescityregiondeal.org.uk/workforce-mobilty)

**LinkedIn:** [(26) Workforce Mobility Project: Overview | LinkedIn](https://www.linkedin.com/company/workforce-mobility-project/?viewAsMember=true)

**E:** [workforcemobilityproject@scotborders.gov.uk](mailto:workforcemobilityproject@scotborders.gov.uk)

**Message and accompanying email template from Ewan:**

As discussed at the end of the meeting, I would be very grateful if you and your members could promote the project with their respective Local Authorities and/or Regional Transport Partnerships to help build awareness and adoption of the project principles to help mainstream the project, as we only have 22 months of funding left.  Please find below some suggested text for your members to pass on to LA’s and RTP’s:

*Hello* ***[Insert Name Here]***

*I attended the EAUC Travel & Transport Topic Support Network on 27 May 2025 and one of the informative topics presented demonstrated how new types of data are being used to influence changes to local/regional transport services/infrastructure and ensure new Spatial Planning sites are allocated based on existing public transport solutions.  The project is called the Workforce Mobility Project, which is part of the Edinburgh & South East Scotland City Region Deal and it is the first of it’s kind to be contained in a City Deal.  Please see below the link to their website and LinkedIn page which includes a brochure for further detail, case studies and contact details.*

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*The Workforce Mobility Manager confirmed that they provide the free data analysis and project development service to all of the public, 3rd sector and FE/HE partners within the southeast of Scotland, but as they are trying to prove the concept will work nationally to build a business case for continuation, they are happy to discuss opportunities with other regions.*

*Our Travel & Transport Support Network agree that it would be beneficial if we could access these services within our region and would support our local/regional transport teams reaching out to the Workforce Mobility Project to see what services are available.  We would also be happy to participate in sharing demand data from our organisations to support the Workforce Mobility Project undertake analysis that may support improvements of public transport through the concepts proven in the southeast of Scotland. However, we are conscious that the Workforce Mobility Project funding ends in March 2027, so we hope you can engage with them quickly to look at opportunities for our region and help mainstream this service for all Scottish partners .*

*Please get in touch if you wish to discuss further, or to support with and further discussions with the Workforce Mobility Manager.*

*Best regards*

***[Insert Name Here]***