



# EAUC – Travel & Transport

## 27 May 2025

# BACKGROUND

# What is the Workforce Mobility Project?



## Workforce Mobility Project

Aiming to **identify** and **support sustainable long-term solutions, influence policy and behaviour change** to **enable the reduction of transport barriers to employment, training and further education** across the Edinburgh South East Scotland (ESES) City Region.

**60%** of Young Scot respondents cited **public transport as a barrier to accessing work, training or employment**

# Intended Outcomes and Benefits?

## Outcomes & Benefits

**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

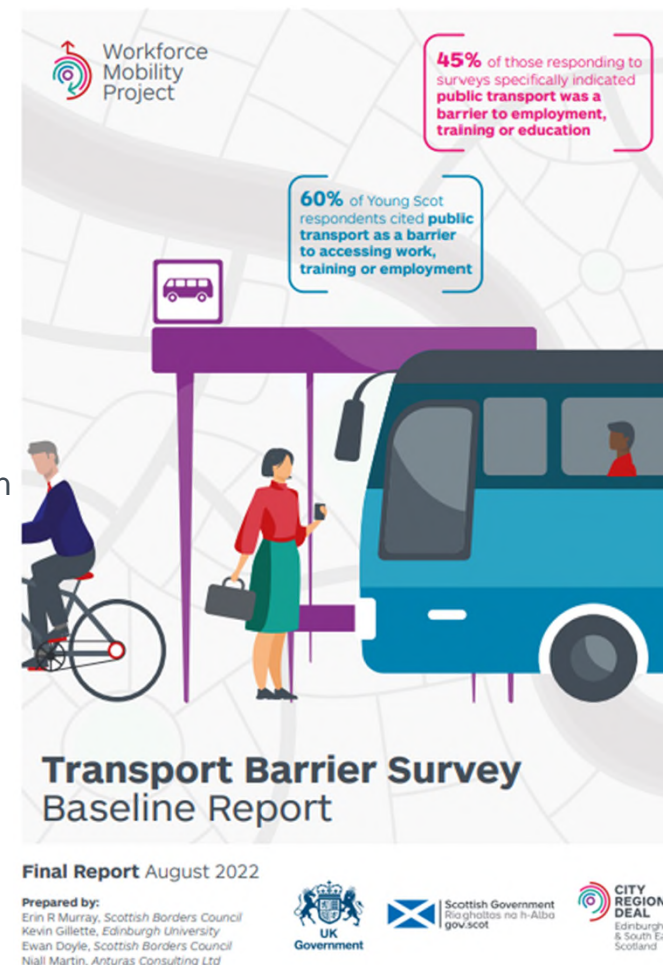
## Transport Barrier Survey Baseline Report

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

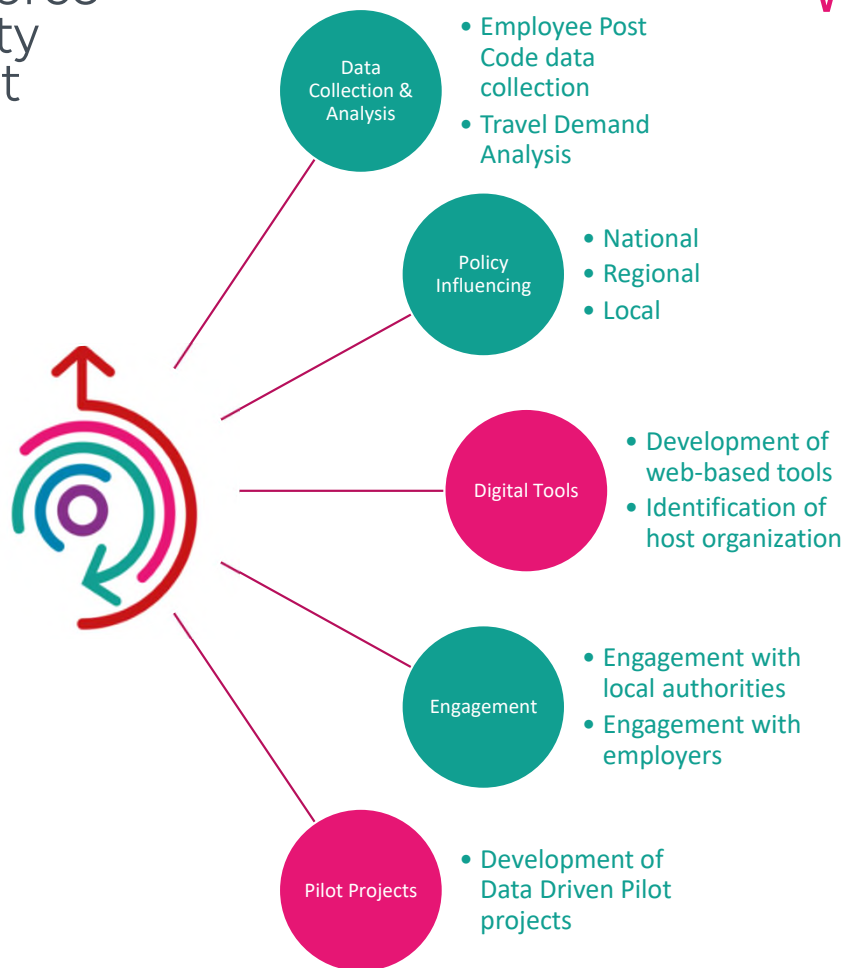
- Patronage decline on the bus network since 2010,
- 5% of the population not connected to the public transport system, peaking at 9% in the Scottish Borders
- The majority of the City Deal region in medium and high transport poverty (SEStrans RTS Main Issues Report 2020)
- There is a need for more partnership 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**

[Website: Workforce Mobility — The Edinburgh and South East Scotland City Region Deal](#)

## BACKGROUND



# Workforce Mobility Project Activities





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

- Mobile Phone Data
- Bus Patronage Data
- Postcode Data  
(Tool Developed by WMP)
- Business Accessibility Data  
(Tool Developed by WMP)

## Mobile Phone Data

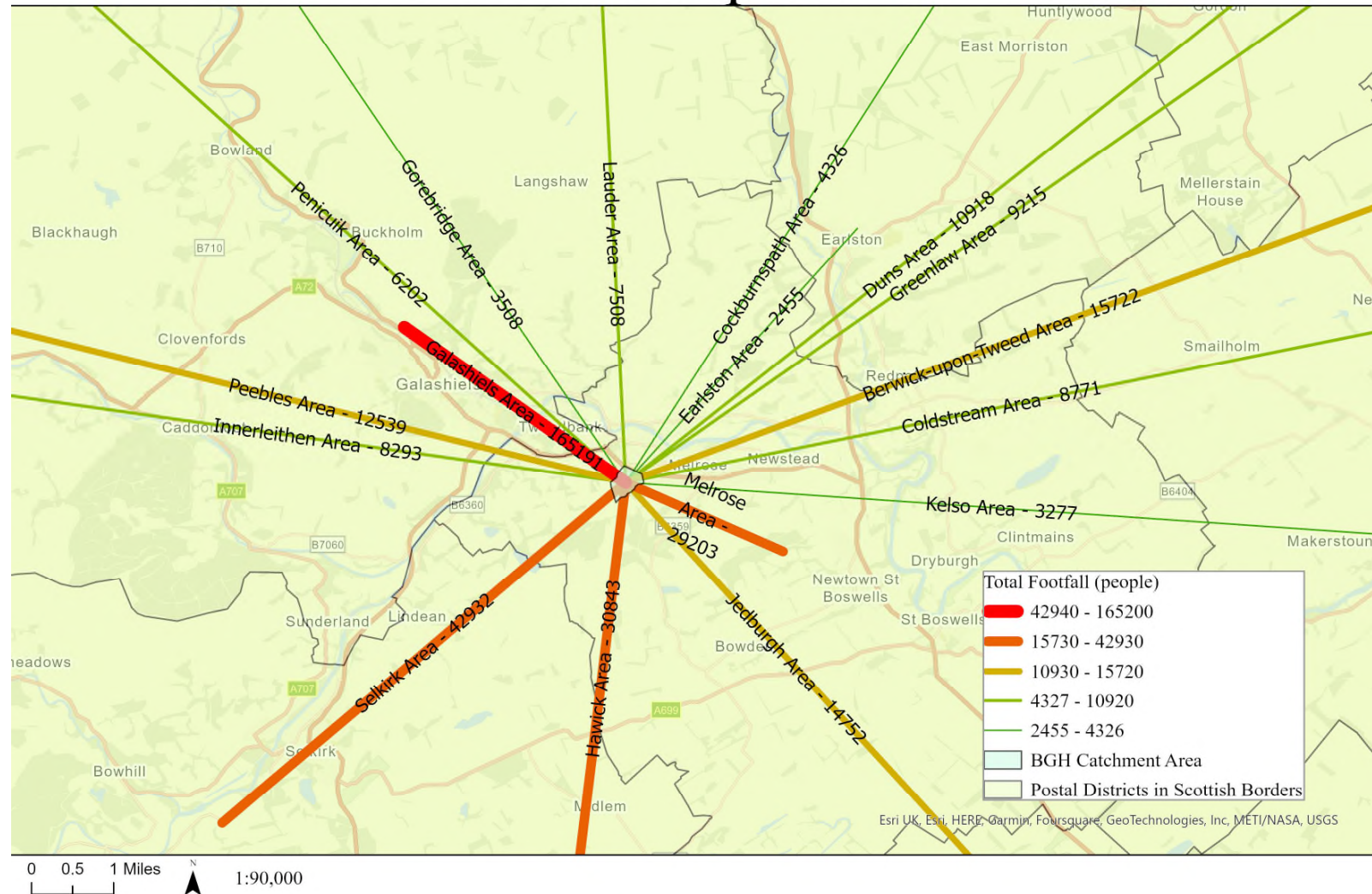
- Footfall to key trip attractors
- High Level Overview of Travel Demand
- Monthly break-down
  - Season Trends
  - Impact of events
- Potential for patronage growth
- Heat map of dwell times at trip attractors





Workforce  
Mobility  
Project

# Borders General Hospital 2022 Footfall



## Bus Patronage Data

- Inconsistent data across services
- Data difficult to analyse by LA's
- Difficult to understand data in its 'raw form'
- Great communication and decision-making opportunity

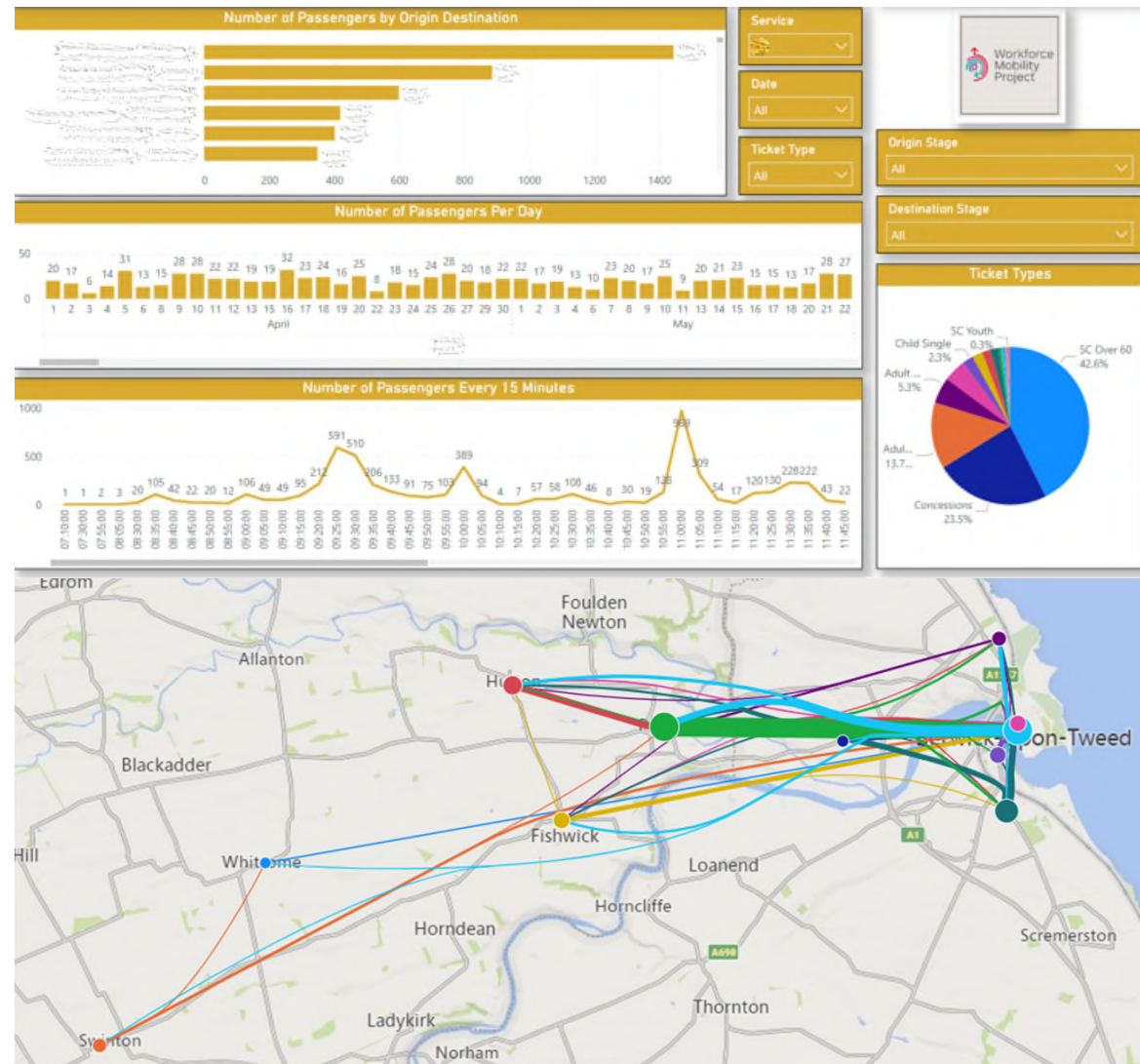
The dashboard provides the data in a format that:

- Visual layout that support good communications;
- Visual layout help identify trend analysis;
- Allows easy interrogation of the detail;
- Flexible and quick definition of data query parameters;
- Data is accessible to a wide audience.

Flow map show the demand across each stage of any bus journey.

A visual tool to support communications.

Requires data standards to be in place.

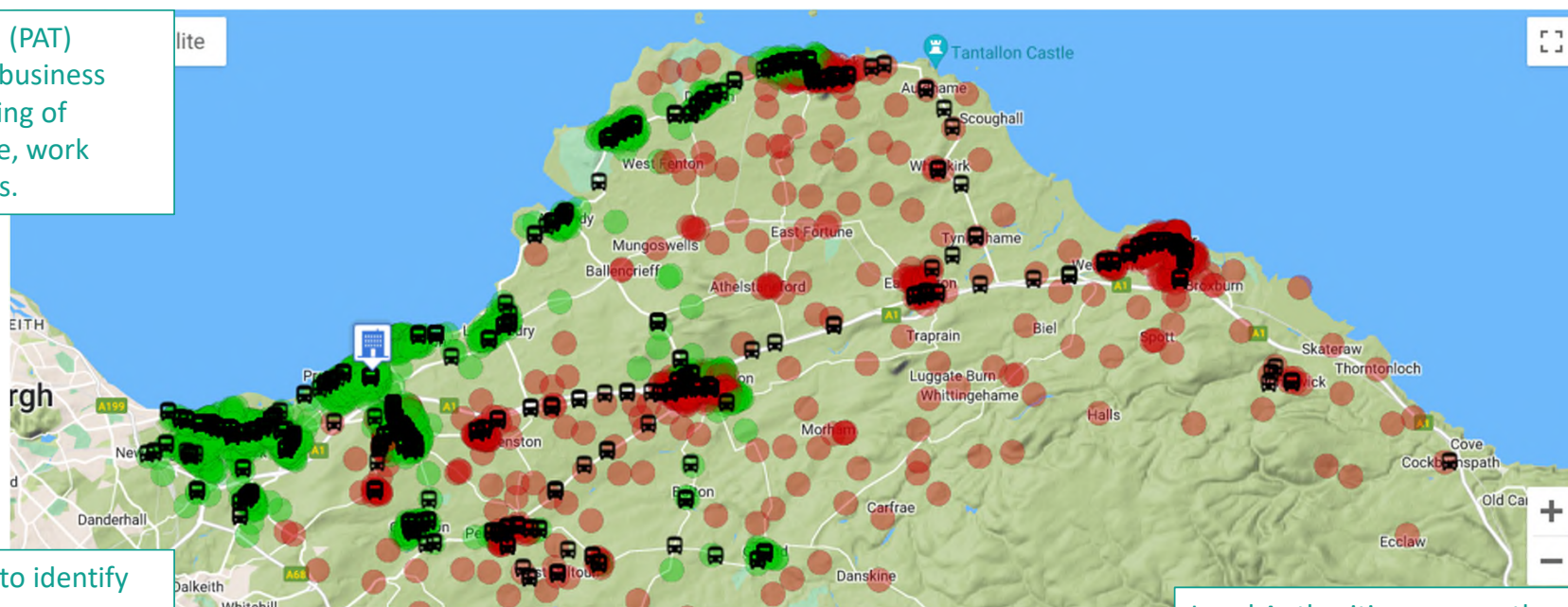


## Postcode Analysis Tool (PAT)

- WMP developed web-based tool
  - Business/FE/HE can upload their data directly
  - Business will receive an assessment of their employee travel options
  - LA's will have access to ALL data to allow the review of demand across networks
  - Understand travel demand across our region and opportunities for change



The Postcode Analysis Tool (PAT) gathers data directly from business across the region, comprising of employee's home postcode, work postcode and shift patterns.



The purpose of this tool is to identify who can and cannot achieve sustainable travel to/from their workplace (walking, cycling, bus & train).

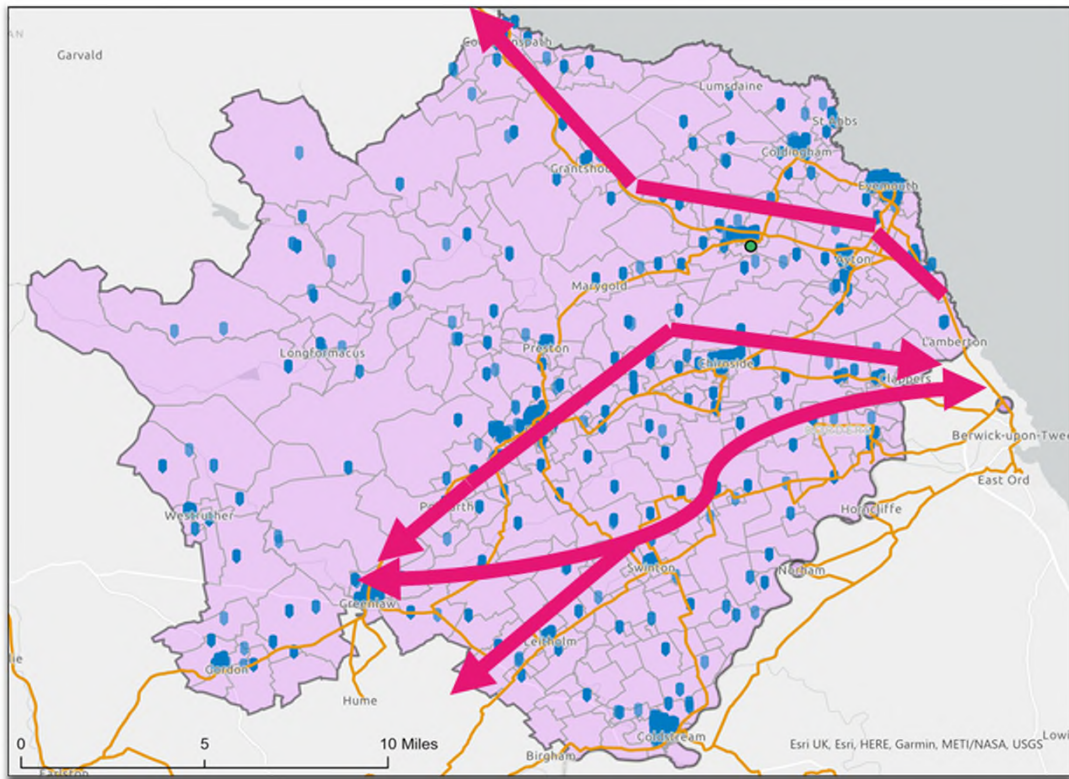
This assessment relies on various criteria to be chosen by the user, to determine the means and length of time a sustainable journey will be acceptable

Local Authorities can use the information associated with the 'red dots' to understand how the transport network needs to change.





## Postcode Data - Scottish Borders Project



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



## Business Accessibility Tool (BAT)

- WMP developed web-based tool
  - Analyses how well key economic sites are served by transport
  - Bespoke analysis to match business shift patterns
  - Analysis used for Transport, spatial planning & economic decision making

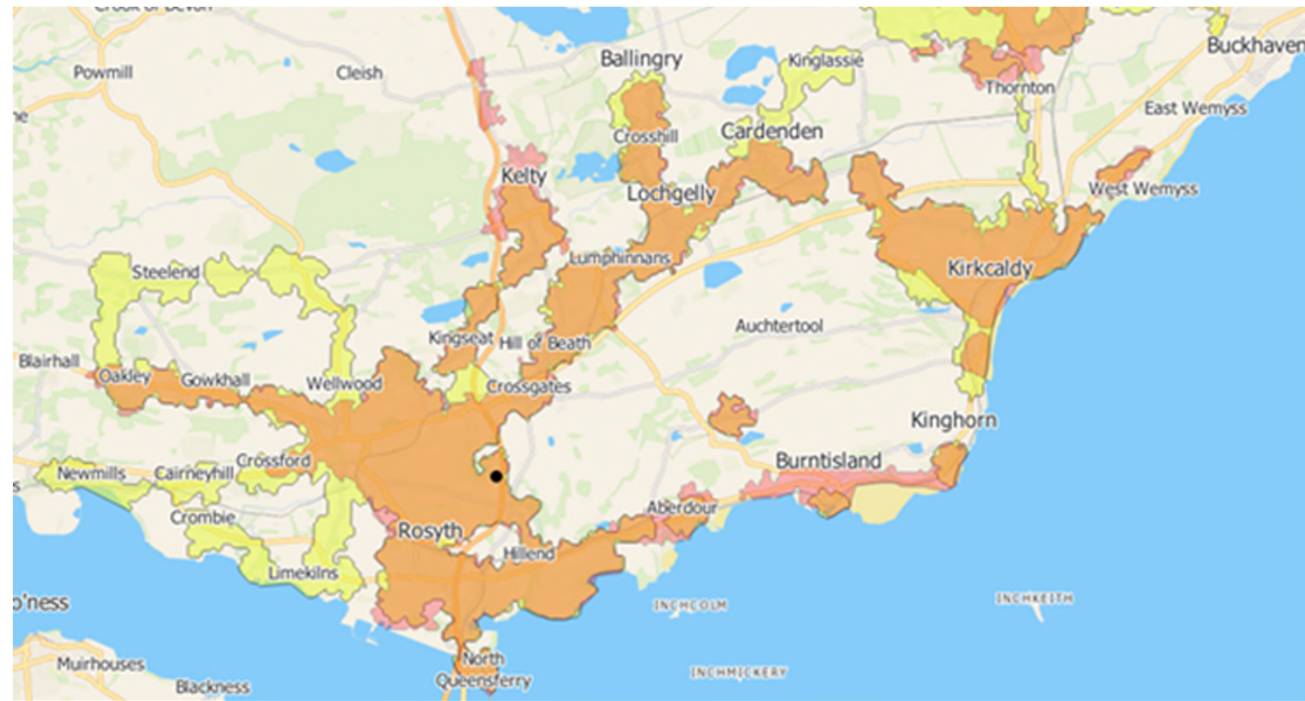
The location of a business is entered into the tool.

The shift start and end times are defined

The total travel time is defined

The output displays the sustainable travel catchment areas of a selected business based on the current transport system.

Where the two isochrones overlap shows the postcodes where staff can get too and from work sustainably



Amazon Distribution Centre (Fife)



Travel to work

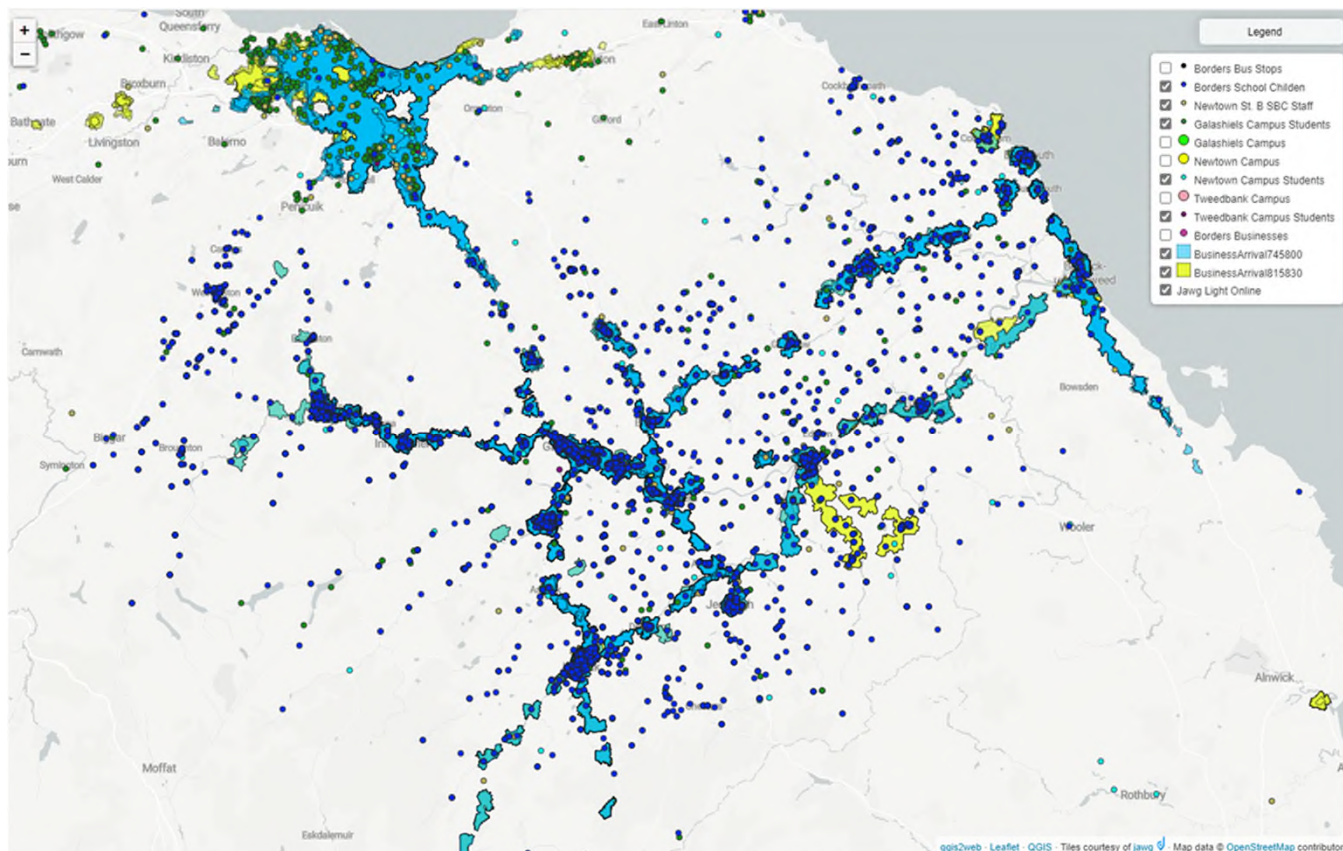


Travel home from work

**Combine the outputs from  
Business Accessibility Tool (BAT)  
&  
Postcode Analysis Tool (PAT)**

- Opportunities to identify growth in transport infrastructure and services
- Opportunities to expand the development opportunities of the Local Development Plan

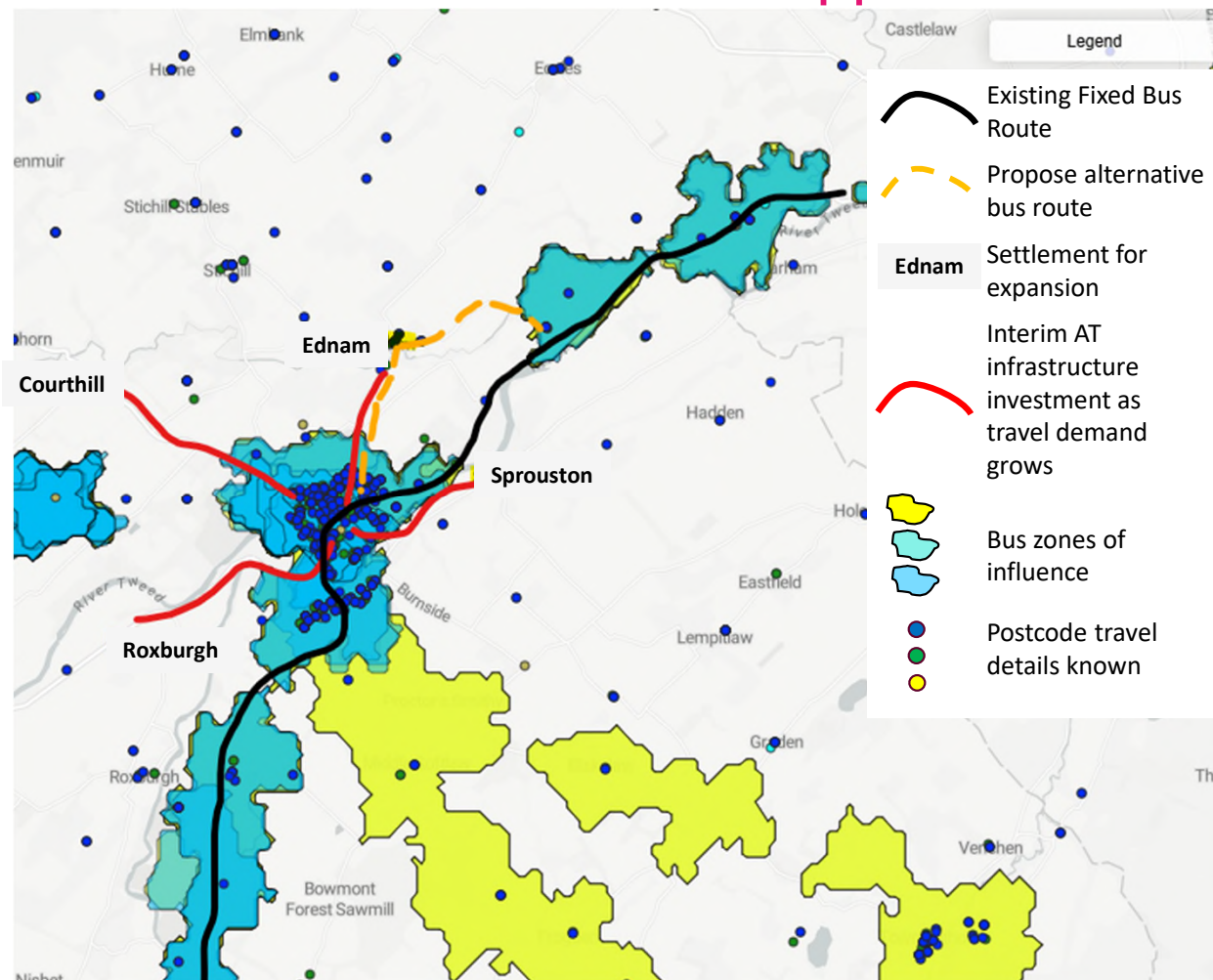
- Blended information can show potential to expand the influence of the transport network
- It can identify opportunities for Mobility Hubs, AT infrastructure, improved bus services
- Blended information can identify how **new developments** can help build the business case for new transport solutions





- Hub and spoke access to settlements / transport hubs.
- Link surrounding communities into transport networks
- Don't limit the LDP to currently served areas, but look at opportunities to expand existing settlements to create critical mass – AT & Bus services
- First phase of AT investment to link settlements and support growth (Section 75 and other funding)
- Work with LA and operators to define critical mass and service possibilities – expand town services, taxi-bus or alter fixed route services

## Combined Info & Opportunities

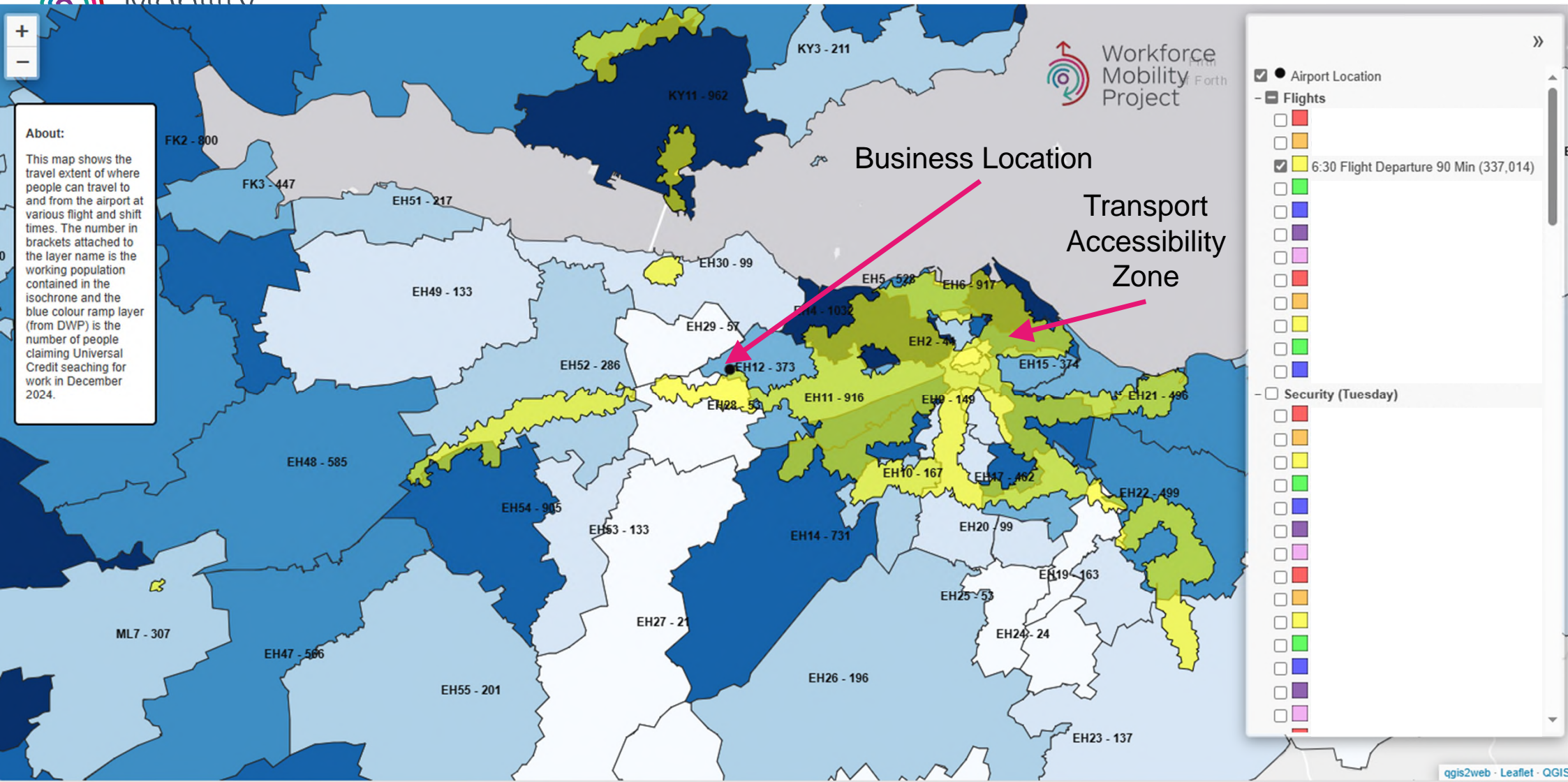


## DATA PROJECTS



Workforce  
Mobility

# Edinburgh Airport Accessibility & Recruitment Assessment

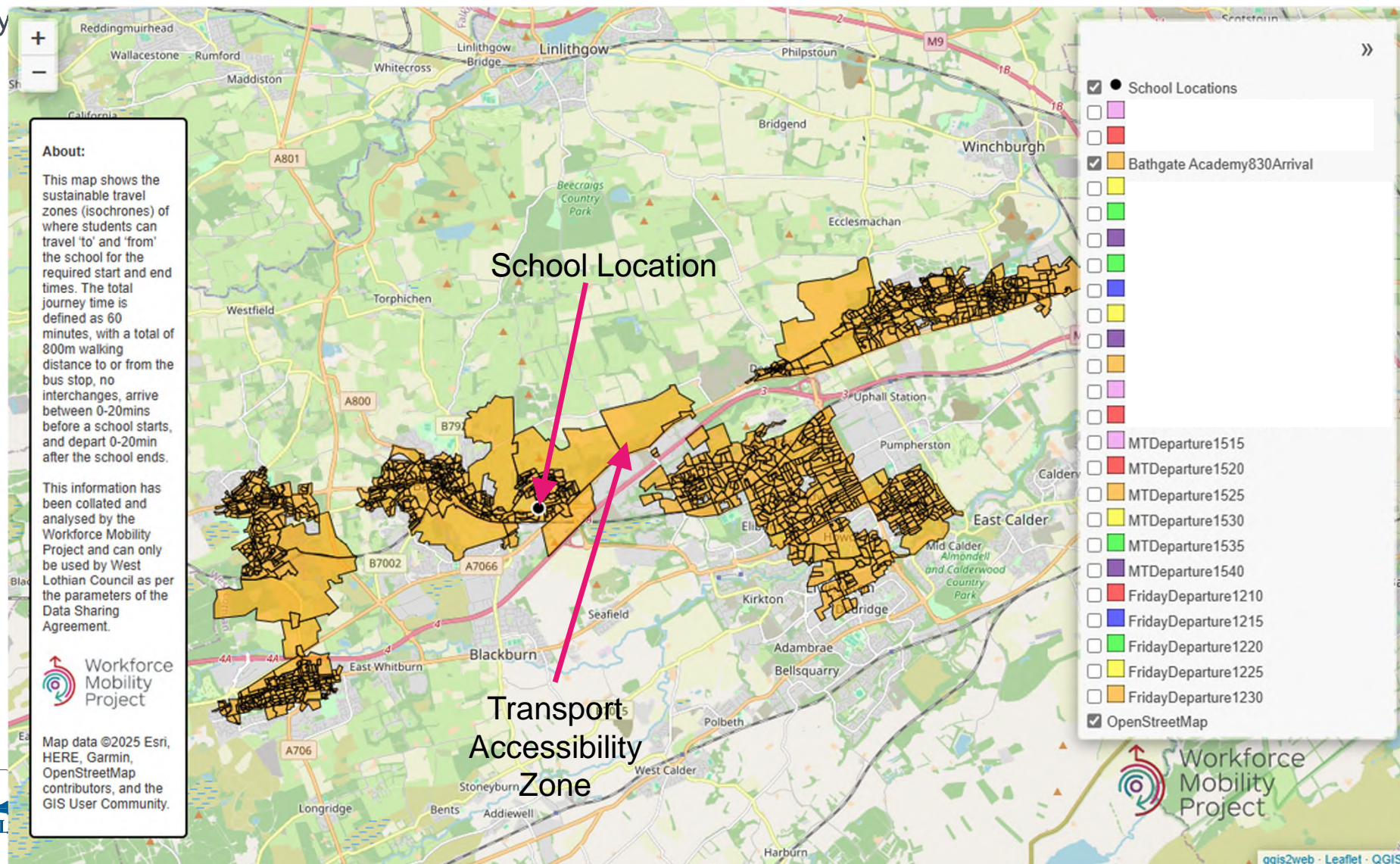






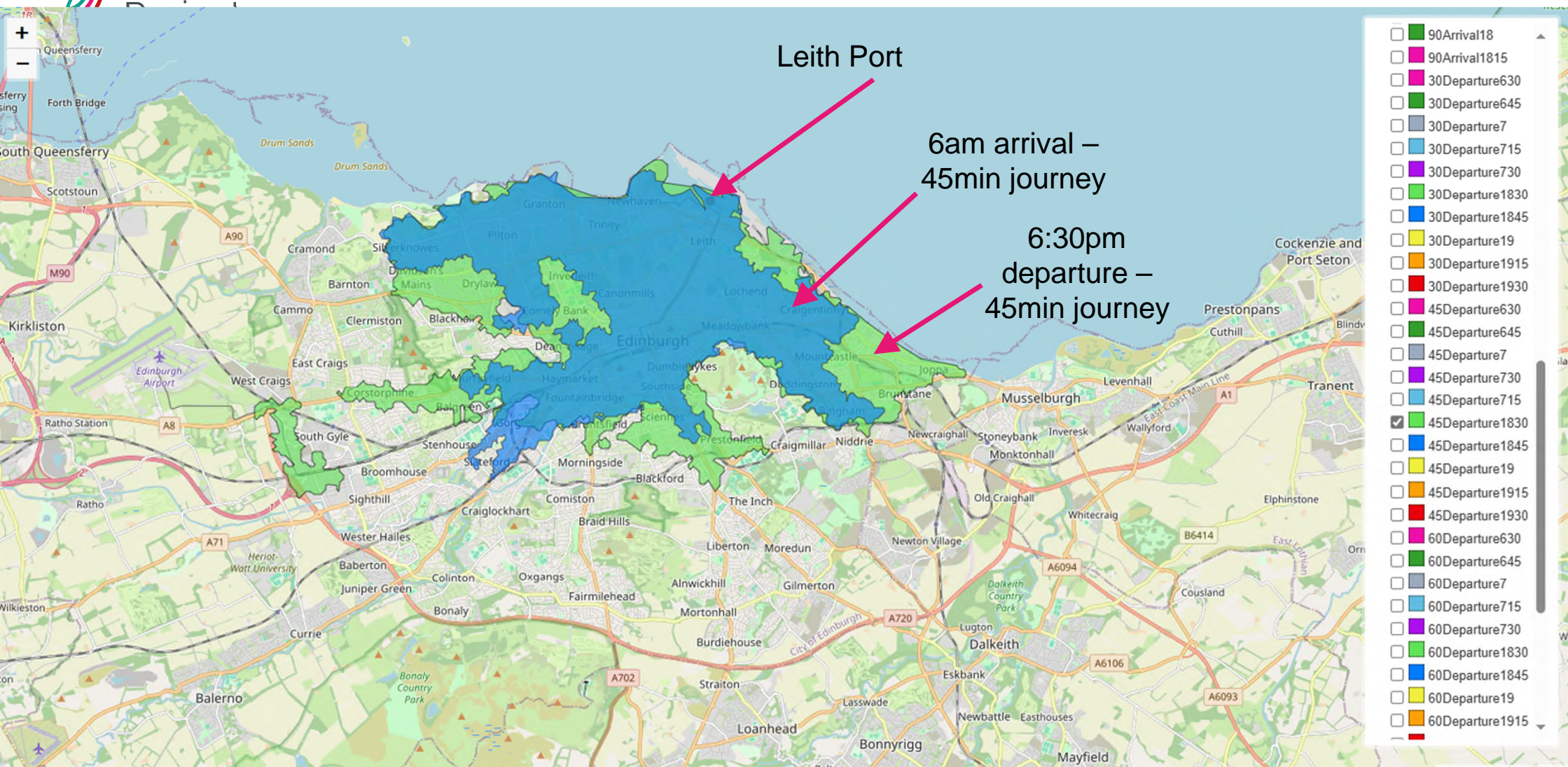
Workforce  
Mobility  
Project

## West Lothian School Review





# Edinburgh Airport Accessibility & Recruitment Assessment





### Hub Locations & Size

- Patronage Data
- Employee postcode demand
- Mobile phone data
- Public Survey

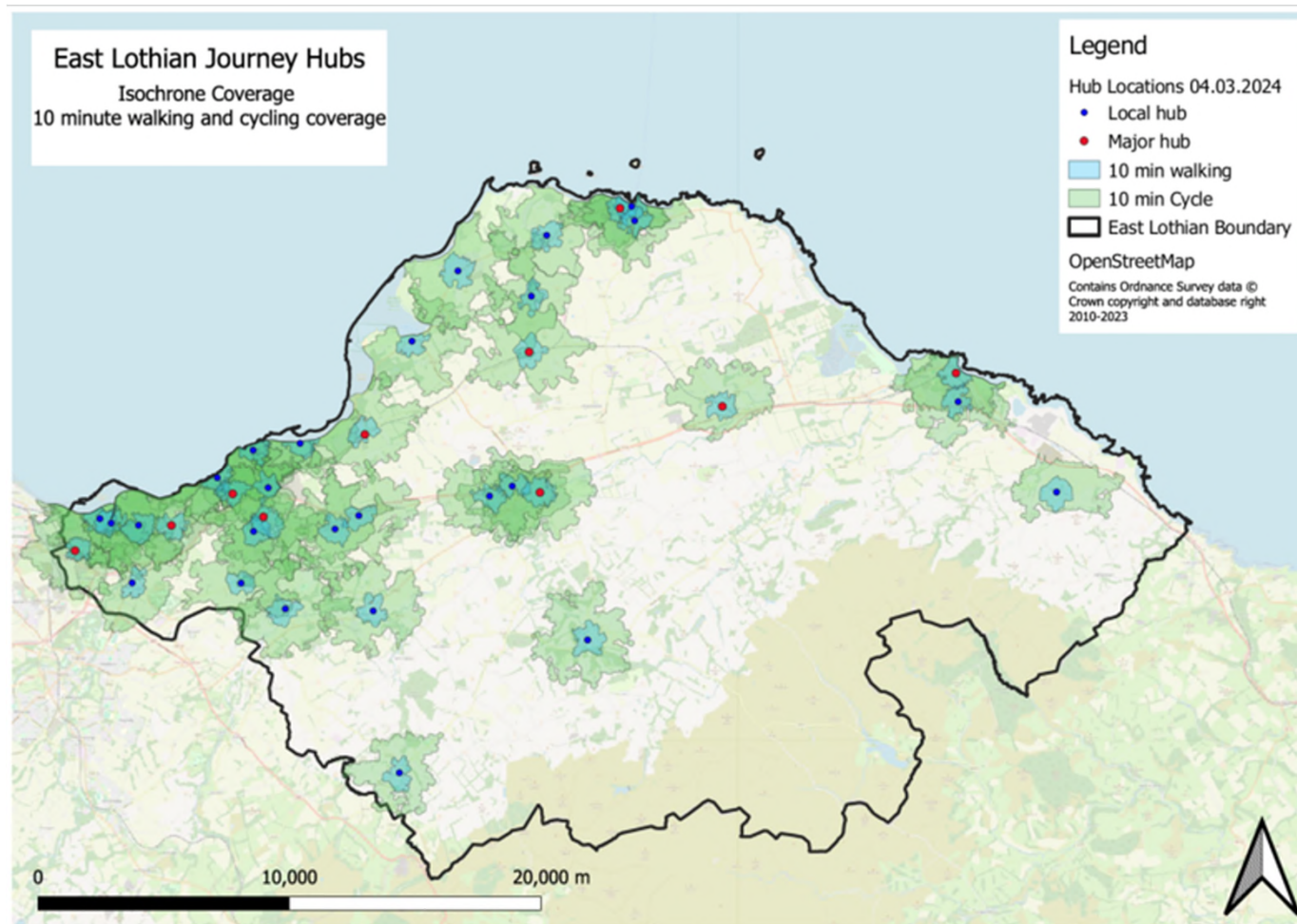
### Coverage Assessment

- Accessibility Tool

### Outputs

- Spatial assessment
- Financial cost estimates
- Business case
- Carbon impact assessment
- LDP Influence
- Funding Opportunities

## East Lothian Council – Journey Hub Study



# The Scottish Borders Bus Network Review

## Outcomes

- New routes designed to cater for 'Demand' rather than service key corridors
- 20min bus frequency to/from Borders General Hospital (BGH) (commence 2025/26)
- 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 Demand Responsive Transport in Berwickshire
- More evening town services to support employment
- New taxi-bus services to remote rural areas to connect to fixed routes (commenced 2024, including route between Coldstream and Duns)
- Services showing an increase in patronage numbers where changes have been implemented



# Thank You

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**Web:** [Scotland City Region Deal \(esescityregiondeal.org.uk\)](http://esescityregiondeal.org.uk)

**LinkedIn:** [\(26\) Workforce Mobility Project: Overview | LinkedIn](#)

**Web:** [Bus Driver Careers Helix](#)