Workforce Mobility Project

# The Workforce Mobility Project

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CITY REGION DEAL
Edinburgh & South East Scotland

# Contents

Visit the **Workforce Mobility Project Website** and **LinkedIn Page**

# Project Background

## The Edinburgh & South East Scotland City Region Deal

A City Region Deal is a mechanism for accelerating growth by pulling in significant government investment. By investing this funding in innovation, skills and infrastructure, performance will be significantly improved, and we will tackle inequality and deprivation.

The six local authorities that make up the Edinburgh and South East Scotland City region, together with regional universities, colleges and the private sector signed a City Region Deal with the UK and Scottish Governments, with a value of over £1.3 billion. The City Region Deal will drive productivity and growth while reducing inequalities and deprivation.

Find out more **here**

**CITY REGION**
Edinburgh & South East Scotland

with a value of over **£1.3** billion

↑ **Productivity and Growth**

↓ **Inequalities and Deprivation**

## Integrated Regional Employability and Skills (IRES) Programme

The Integrated Regional Employability and Skills (IRES) Programme and its cross-sector partnership is a change programme seeking to evolve regional labour market policy and practice to drive inclusive growth.

The IRES partnership is funded by –
**£25 million investment** (over eight years) and will deliver an additional **14,700 skill improvements**;
**5,300 people into employment**;
and a further **500 career enhancements** through its 7 themes:

- Integrated knowledge management systems
- Labour market analysis and evaluation
- Integrated employer engagement
- Intensive family support service
- Housing construction and infrastructure (HCI) targeted skills gateway
- Data-driven innovation (DDI) targeted skills gateway
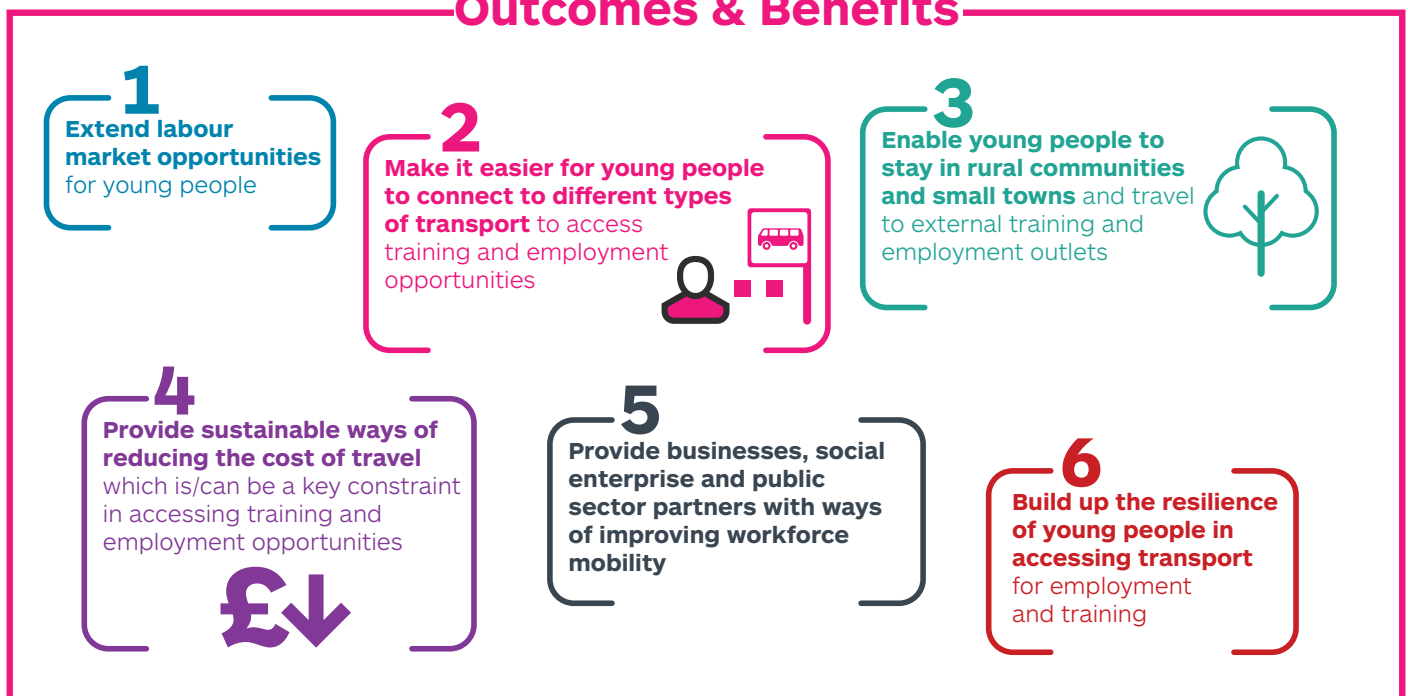- Workforce mobility

Find out more **here**

# Introduction

- **Edinburgh & South East Scotland City Region Deal is the first in Scotland to incorporate a project that acknowledges the role transport plays in supporting employment, training and education.** The Workforce Mobility Project aims to work across sectors to improve communication, and the effectiveness of local transport to support the ambitions of the IRES programme and the Regional Prosperity Framework.

- **The Workforce Mobility Project aims 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 (The Scottish Borders, The City of Edinburgh, Midlothian, West Lothian, East Lothian, Fife).

Visit the **Workforce Mobility Project Website** and **LinkedIn Page**

## 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

## Links to Project Outputs

- **The Workforce Mobility Project Baseline Report**
- **Bus Driver Recruitment Campaign**
- **Sustainable Travel Employer Initiatives Funding and Tax Incentives**
- **Bikes on Buses Performance Review and Recommendations**

# Baseline Report

## Stakeholder Identified Barriers and Potential Solutions

Stakeholder engagement workshops were held August-November 2020. The stakeholders included local authorities, national organisations and third sector organisations. The feedback identified the lack of transport options being a barrier across the region, in the absence of any documented evidence to support interventions.
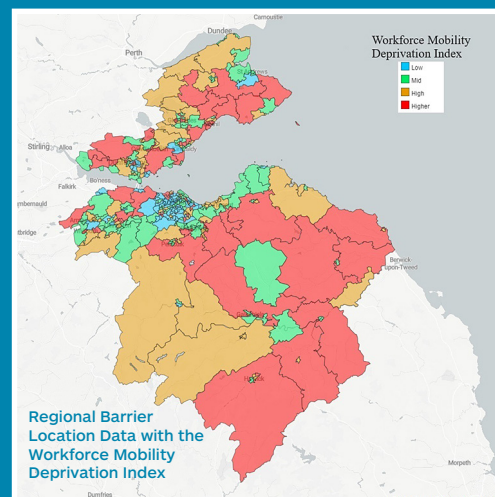
## Survey Data Mapping and Public Transport Infrastructure

One of the key datasets gathered from the surveys was postcode data to identify where the transport barriers exist within each local authority. This is important to quantify the scale of the issue, but also to help analyse where and why the barriers are being encountered. To help understand why barriers may exist the project also undertook a mapping exercise of transport infrastructure and services across the region to help identify any gaps in the network. This information can be used in parallel with the survey data to understand causes, but also help identify possible solutions.

## Workforce Mobility Surveys

To overcome the lack of documented evidence the Workforce Mobility Projects issued a survey to employability partners and businesses which received 727 responses. Overall, 45% (325) of respondents to the workforce mobility surveys identified transport barriers. In addition to understanding transport barriers, several surveys asked respondents about their experience of digital barriers to work or study. Overall, 42% (240 of 571 of respondents to the surveys identified digital barriers.
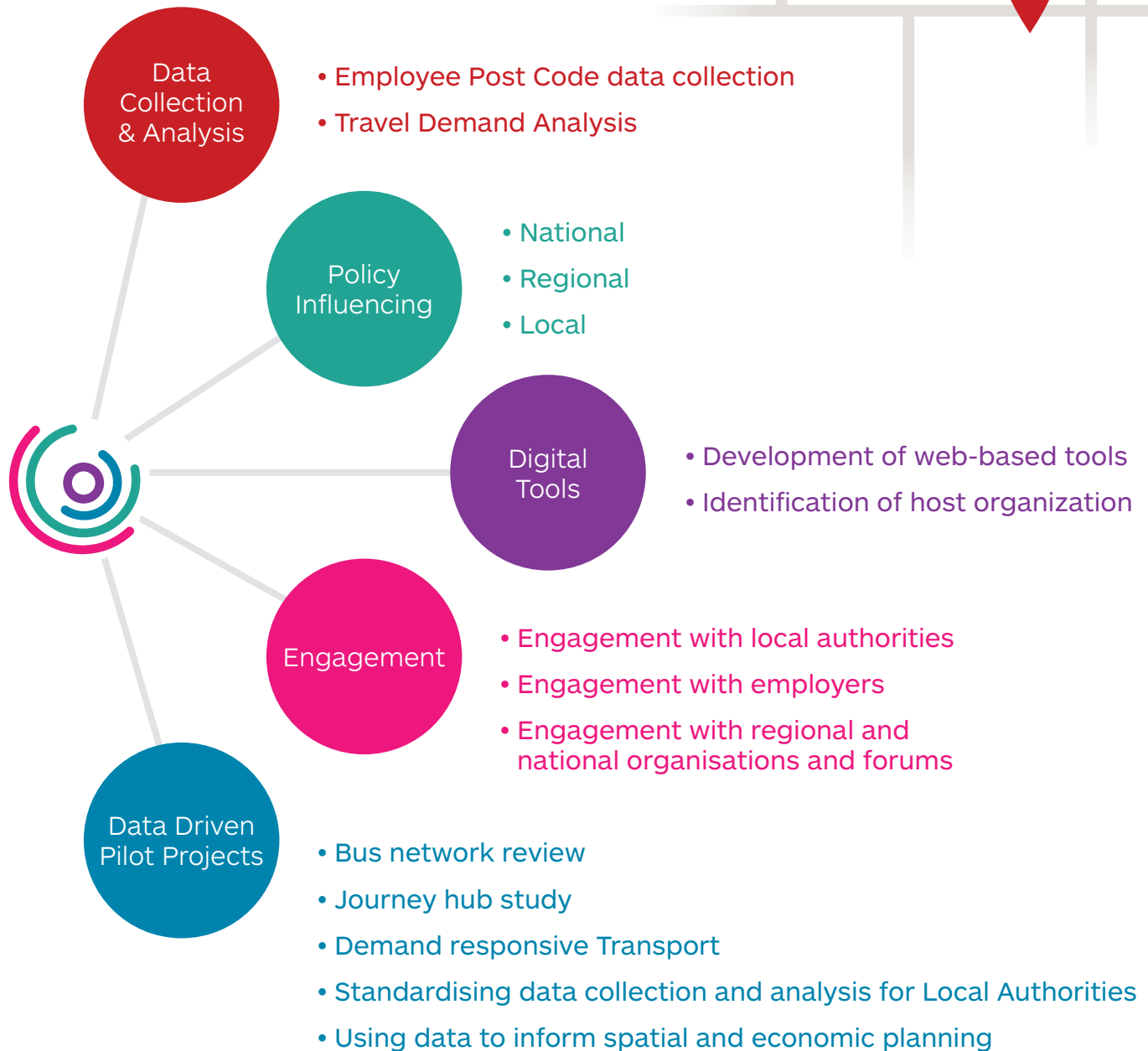
## Workforce deprivation Index

The Workforce Mobility Deprivation Index (MDI) was developed to provide a context by which to identify areas where there are challenges for workforce mobility. The WMDI combines access deprivation, income deprivation, employment deprivation and educational attainment which provides a wider context to the challenges and enables identification within Local Authority boundaries of the areas and communities with the greatest challenges of people accessing the transport network.



Regional Barrier Location Data with the Workforce Mobility Deprivation Index

# Project Activities

**Data Collection & Analysis**
- Employee Post Code data collection
- Travel Demand Analysis

**Policy Influencing**
- National
- Regional
- Local

**Digital Tools**
- Development of web-based tools
- Identification of host organization

**Engagement**
- Engagement with local authorities
- Engagement with employers
- Engagement with regional and national organisations and forums

**Data Driven Pilot Projects**
- Bus network review
- Journey hub study
- Demand responsive Transport
- Standardising data collection and analysis for Local Authorities
- Using data to inform spatial and economic planning

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# Project Activities: **Policy Influencing**

**Local Transport Strategies**

**Local Active Travel Delivery Plans**

**Local Development Plans**

**Regional Prosperity Framework (2021)**

**Regional Prosperity Framework Delivery Plan (2023)**

**Regional Transport Strategy Delivery Plan (2024)**
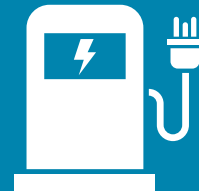
**U22 free bus travel consultation (2020)**

**STPR2 consultation (2021)**

**National Planning Framework 4 consultation (2021)**

# Project Activities: Engagement

## Engagement with Local Authorities

• The project supports local authorities across the City Region area to identify potential pilot projects and provide transport data analysis support using Power BI, the Postcode Analysis and Business Accessibility Tools which have been developed by the project. The type of analysis support includes reviewing transport operator data and mapping potential employee journeys to and from work using public transport and active travel.

• The project supports local authorities to tailor service level agreements with transport operators to standardise data collection and analysis.

## Engagement with Employers and Higher Education Providers

• On behalf of Local Authorities, the project engages with employers and higher education providers across the City Region Deal Area to collect anonymised employee postcode data which will be used to analyse and identify potential new public transport demand.

• Collecting  this information will contribute to identification of areas where future improvements to public transport and supporting infrastructure.



**Public Transfer Commuter Map to Central Edinburgh**

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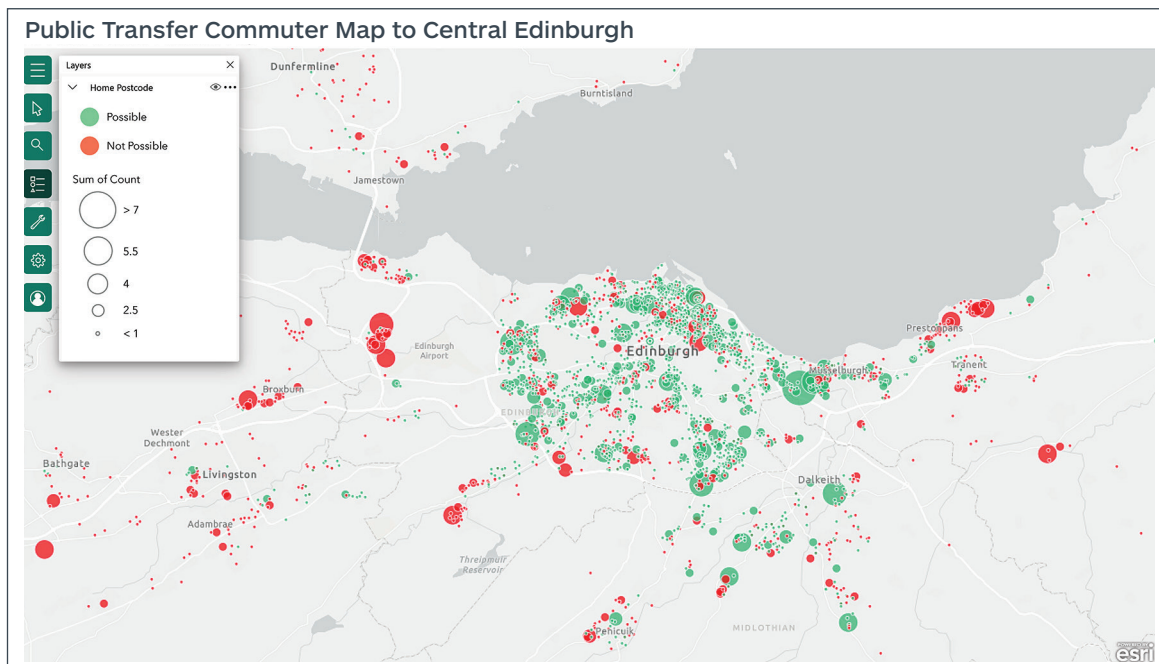
# Project Activities: **Data analysis and Digital tools**

The project has developed specialized data analysis tools to map potential sustainable travel journeys and business catchment areas. PowerBI is used as an additional analysis tool and Mobile Phone data is accessed and analysed upon request.

## Post Code Analysis Tool (PAT)

The Post Code Analysis Tool gathers data directly from businesses across the region, comprising of employee home postcodes, 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). The 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. The businesses then receive this information back which they can use to inform Employee Green Travel Plans and other initiatives.
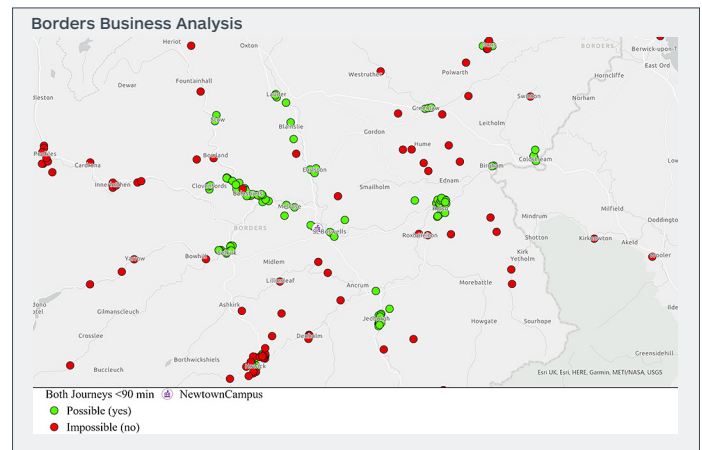


## Power BI

In addition to bespoke digital tools, the project utilises PowerBi to create a consistent format across the region for analysing and interrogating data, providing detailed insight to the performance of bus services and displaying the information in a format that is easily communicated to Elected Members and our communities. Tasks include:

- Visualising bus data
- Sorting data by bus ticket type, stop/ stage, date, time and more
- Ability to visualise the origin-destination flow maps
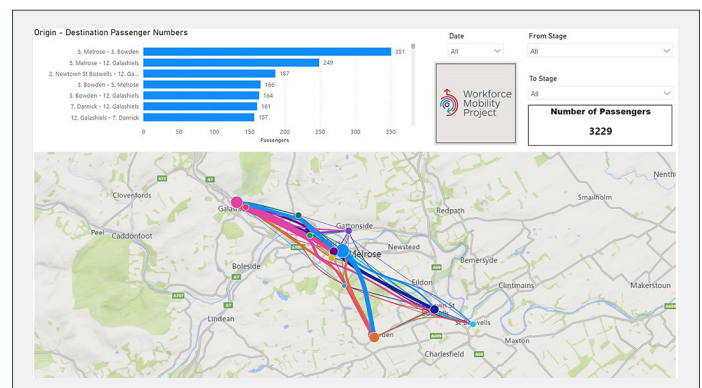
# Project Activities: Data analysis and Digital tools

**Business Accessibility Tool**

The Business Accessibility Tool (BAT) displays sustainable travel catchment area maps for a selected business. A catchment area in this instance is the area where travel to/from the business using public transportation is achievable. Various criteria, which can be set by the user will determine the size of the catchment area. For example, one can stipulate the desired arrival/ departure time range, maximum travel time (all journey modes), maximum walking time, number of interchanges etc. to influence the outputs.



Scottish Borders Business Public Transport Connectivity - 8:30AM
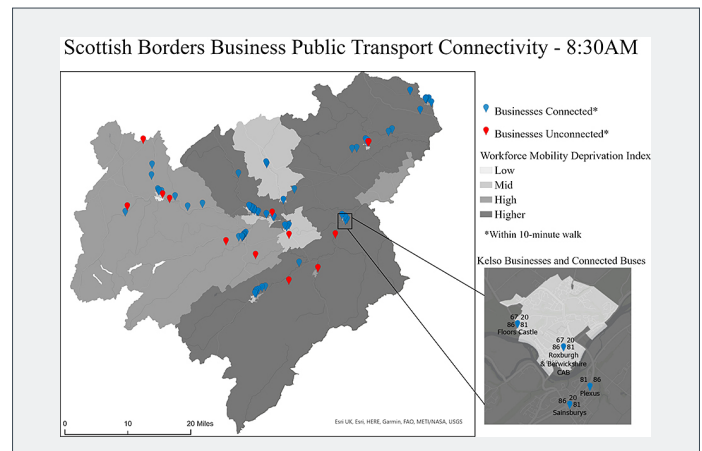
**Mobile Data**

The project has purchased mobile phone data on behalf of Local Authorities to support the overall analysis of travel patterns across the region. The data helps fill any gaps in local data provided by employers or subsidised bus services. The data can be used for the following tasks:

• Viewing the general flows of people from postcodes into the area of interest on a yearly or monthly basis

• Viewing the percentage of catchment from each post code district all throughout the UK and the amount of footfall

• Viewing the potential passenger demand on existing bus routes. This information can be used to support decision making in relation to bus routes

• Identifying potential new demand for transport services



Royal Infirmary 2022 Footfall

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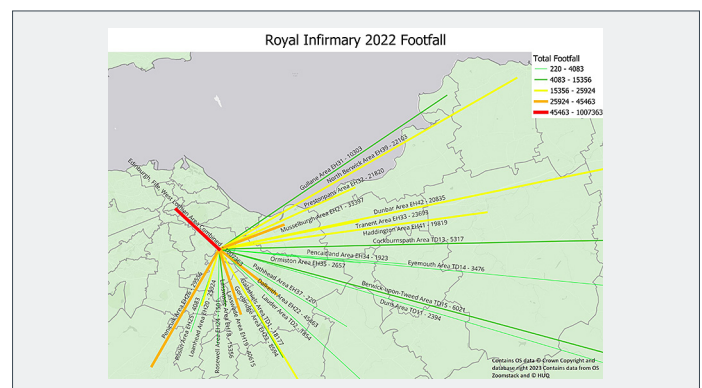
# Project Activities: **Case Studies**

## Berwickshire Demand responsive Transit Project

The workforce Mobility Project has supported Scottish Borders Council to establish a business case and deliver the Demand Responsive Transport (DRT) pilot service being operated in the Berwickshire region by bus operator, Borders buses. This included identifying demand patterns, mapping bus routes to identify service gaps and developing population maps highlighting transport served areas. The Pilot has run since May 2022 and provides approximately 1400 trips per month with under 22 participation of 40% and a Benefit Cost Ratio of £2 for every £1 invested in the service.
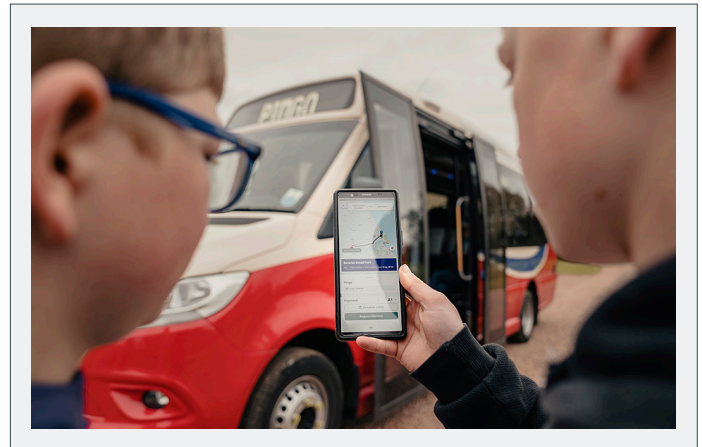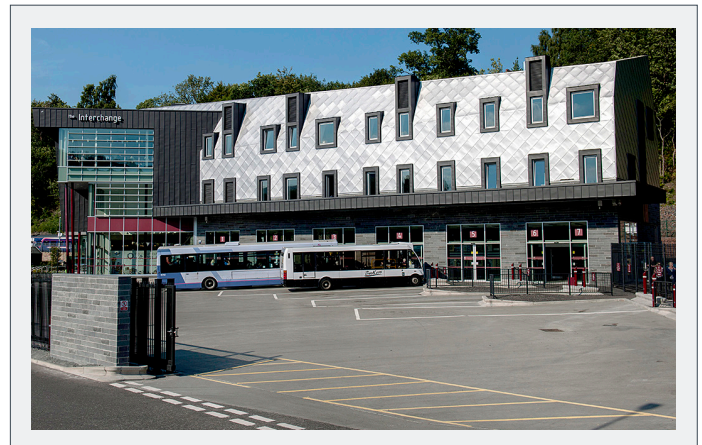


Follow this link to find out more:
**Berwickshire Demand Responsive Transport Trial**

## The Scottish Borders Bus Network Review

There is significant transport poverty in the Scottish Borders with limited access to public transport and transport spend equating to circa 20% of the average household income compared to circa 9% in urban areas. Scottish Borders Council (SBC)  engaged with the Workforce Mobility Project to access data that identifies how the bus network should change to meet the current travel demands of the community. The project provided funding, management, resources and data to support the development of SBC's Bus Network review. The outcomes of the review include:

• A demand based network
• A bus frequency of 20 minutes to Borders General Hospital
• Early morning and evening town services
• Taxi-bus services to remote rural locations
• A Benefit Cost Ratio of 8:1
• Marketing budget benefits



Follow this link to find out more:
**The Scottish Borders Bus Network review**

# Project Activities: **Case Studies**

**East Lothian Council Journey Hubs**
The Workforce Mobility Project has provided funding, management resources, and data to support a feasibility study which assesses options and provides recommendations for implementing Journey Hubs across East Lothian. The recommendations can guide planning and investments in Journey Hubs, cycling and walking networks, public transit, and emerging mobility solutions.

Follow this link to find out more:
**East Lothian Journey Hubs**

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