Who is involved in this project?

This work is being led by the Workforce Mobility Project team, as part of the Edinburgh and South East Scotland City Region Deal, with support from East Lothian Council. The Workforce Mobility team includes Anturas, Turner & Townsend and Scottish Borders Council.

Why is this work happening?

The project team wants to understand the transport barriers to employment, education and training in East Lothian. It will do this by gathering some basic data, which will be used to plot travel corridors around the county, highlighting where public transport services and active travel routes can be improved in future.

This type of analysis has never been carried out before in East Lothian, which means that public transport services and active routes have previously been planned based on broad assumptions.

What data is being gathered?

Employers, places of education and training providers are being asked to provide the following anonymised data for their employees and/or students:

- Home postcode
- Postcode for the main place of work or study
- Shift or study pattern, if available

How will the data be used?

The project has GIS and Data Analyst resources, who will review the data and use it to understand the following:

- If there is access to a bus stop within 0.5 mile (if walking) and 1.5 miles (if cycling)
- If there are appropriate cycling routes to their place of work
- How journey times to their place of work or study correlate with existing bus services

This will be used to identify whether cycling or bus route improvements can be made, or new routes and services created, to better support demand.

We have a proposed data sharing agreement, which will be provided to organisations before they share any data.

What benefits can organisations expect?

50% of people who are currently unemployed quote transport as a barrier to accessing employment. Any improvements that result from this project could therefore open up a wider employee network as well as potentially helping to any retain existing staff.

What else can my organisation do to support staff or student travel?

Things to consider include:

- Providing loans for travel passes
- Offering a Cycle to Work scheme
- Allowing employees to purchase bus or rail tickets before tax
- Improve cycle facilities, such as storage and showers, at your place of work or study
- Provide space for staff to charge electric bikes
- Discussing potential discounts with bus service operators
- Facilitate car sharing amongst staff or students