



Movement Data for Local Government Applications across departments

What's working, what's not, so what next...

PARKS, OPEN SPACES, & PHYSICAL ACTIVITY

We have limited/no robust data to help us understand visitor numbers for our parks and open spaces. What can the platform tell us?

- Users are able to generate visitor estimates, track trends of use since 2021, compare relative usage across sites, establish peak times and quiet periods, analyse weekday/weekend variance, and much more.

We are focused on reducing inequalities in our area, how can movement data deepen our understanding and help us to target our resources effectively?

- The Movement Data module sits alongside the Community Profile module, enabling organisations to track the usage of every park, trail, or open space across a local authority area by type of priority community, helping to track what's working and what's not by type of area, and expand initiatives and specific developments into similar areas.

What can we do to increase use of places and spaces in pursuit of inequality reduction?

- Through tracking the use of any open space over the last 3 years, anywhere in the UK, users have access to an almost-limitless repository of infrastructure usage data, enabling organisations to see what 'good' looks like across the country, what's working (and within similar types of communities to their own), and therefore what might be applied locally to achieve similar results. ActiveXchange will also share case studies across the network.

How will we know we've made a difference?

- With 3+ years of retrospective movement data, and new data added monthly, users have the ability to evidence changes in usage following changes to infrastructure, or other interventions. For the first time, organisations have robust and objective evidence to prove the impact of their work, at the click of a button.

When is activity lowest at a site so we can plan and perform maintenance at the least disruptive time?

- Monitor movement of a facility or space to schedule maintenance during low-use periods and avoid negative impacts or closures. Also by tracking area usage shows where maintenance is either needed most (most demand), or if there's a sudden drop in use, potential issues to proactively investigate.

Can Movement Data support our biodiversity and sustainability plans?

- Yes, the insight helps show if protected areas and being used/ over-used, and the impact of any protection interventions.

PLANNING, HIGHWAYS, & TRANSPORTATION

We are considering a new access route to a greenspace, how can movement data help us to make the right decisions?

- Using retrospective movement data for the last 3 years, establish usage patterns across a large site to determine optimal location for new access point(s).
- Quantify traffic levels close to the site and movement of people from surrounding infrastructure to inform access type selection and optimal location(s).
- Monitor the impact of work undertaken to determine uplift in usage through robust, objective, consistent and independent data, quickly and simply.

How can we make better decisions around the protection, development, or rationalisation of spaces and facilities?

- Track movement across sites to establish usage levels and develop a robust and objective evidence-base to inform important decisions.
- Track use of community infrastructure close to planned developments and model future usage based on known use and population increase.

What can the platform do to help us understand the use of active travel infrastructure?

- Build collections across suburban and rural segregated infrastructure to track usage since 2021, with the ability to compare this to any other infrastructure across the UK.
- Measure the impact of any capital improvements or interventions designed to increase utilisation, and consider the change in use alongside wider schemes i.e. micro-mobility.

We'd like to know more about congestion and traffic across the authority, can the platform be used for this purpose?

- The movement data was initially developed for monitoring traffic over large areas, so it is a helpful tool to deepen understanding of traffic and congestion.
- Heat mapping in the platform will illustrate busy routes and areas of high traffic density.
- Dashboard analysis will enable trend analysis and comparisons between and across travel infrastructure, with the option of overlaying additional custom data such as pollution levels.

How can we attract investment and monitor its impact?

- Establish baseline usage levels of places and spaces in support of funding applications, leverage UK comparisons (before and after), and embed as a monitoring and reporting tool.

CULTURE & HERITAGE

How is the community valuing (visiting) our heritage sites and how does this compare to neighbouring authorities and other cultural attractions?

- Build a deeper understanding of how cultural and heritage sites are visited, and see how these compare with similar attractions in neighbouring areas, as well as with other cultural destinations in the area. Outcomes may be influenced by other initiatives and infrastructure.

COMMUNITY SAFETY

How can we use the platform help us address community safety?

- Using the Movement Data module alongside other crime and anti-social behaviour metrics, understand key locations where people may be gathering regularly, or adhoc behaviour, leading to community safety issues. This helps prioritise resourcing.
- Use these insights to direct activities to disperse groups and improve priority locations.

ECONOMIC DEVELOPMENT

What does the relative use of high streets look like across all cities, towns, and villages?

- Monitor movement through any high street or retail location across the authority area. Encourage businesses to come to destinations. Track trends during key periods, compare across similar towns within the authority area, or anywhere in the UK. There is a proven 84%+ correlation between Movement Data and economic activity (known ground truths).
- Understand commuter patterns following COVID, to help inform wider service planning.

How can we generate advertising revenue from our assets?

- By quantifying the volume of movement (visits/impressions) through authority asset locations, organisations can identify viable locations for place-based advertising, and use the data to guide pricing, sales and ultimately maximise revenue from advertising agencies.

How can the movement data support tourism in our area?

- Movement Data supports the ongoing monitoring of tourism locations, and correlates strongly (84%+) with economic activity, with the ability to track distribution of people and benchmark across the UK. It also enables tracking post-events and campaigns, and if that led to longer-term sustained visitor numbers.

ENVIRONMENT

We have little/no reliable data on the use of trails/coastal paths/greenspaces/bluespaces, what can the platform do to help us?

- The Movement Data module is powered by GPS data from millions of mobile phones. This data works in any outdoor space, and is not contingent on cellular network coverage. It is ideally placed to generate reliable and useful data in rural locations and can therefore be used to track usage of any natural environment.

What is the impact of climate change on the use of natural environments?

- With over 3 years of data within the Movement Data module, the platform can be used to track trends of use which can be combined with climate data to determine any relationships between resident movement and climate change.

How can we increase our chances of success with capital funding bids?

- The Movement Data module is an excellent tool to support funding applications, enabling users to quickly and simply generate robust insights to prove need and demonstrate a robust and objective approach to development. The platform can also be used to monitor impact and provide ongoing data back to funders.

PUBLIC HEALTH

How could the platform be used to support pandemic preparedness?

- By using the heat-mapping tool and dashboards, users can quickly identify locations with the highest density of people (where and when). This insight can aid preparations for information sharing with residents, as well as identifying potential transmission hotspots.

How can movement data help us with primary prevention and address inequality?

- The platform will enable users to conduct comparative analysis of the use of community greenspaces, identifying where physical activity services may have the biggest impact. The Community Profile module (and layers) provides contextual health data and insights.

COMMUNITY DEVELOPMENT

Where are the best locations to engage residents and what are the best times do it?

- Users are able to identify the busiest locations in any area of interest, as well as seeing the times at which those places are most busy. This insight can be used to optimise plans to engage with residents, or simply to see what is happening in those places when it's busy, saving time and resource (see also the Engage module below).

NATIONAL LEVEL INSIGHTS

We operate at a national level for those who need to know more about how greenspaces/trails/parks/coastlines/leisure spaces are used, but who currently have no consistent, objective, or independent measure to do so. How could movement data help?

- ActiveXchange's Movement Data module provides full UK coverage enabling the analysis of any place or space in the country, from GPS 'pings' (so cellular coverage is not required)
- Data is available hourly, from January 2021 through to today, updated monthly.
- The platform enables extensive data analysis, including (but not limited to):
 - comparative movement levels across different places, anywhere in the country
 - usage pattern analysis over 24 hour periods (establishing peak and fallow periods)
 - weekday vs weekend usage comparison
 - Year-on-year comparison, tracking trends and changes in use over time.

COMING SOON



Engage module

Geo-targeted QR-code feedback



The Engage module sits alongside ActiveXchange's other data intelligence services, which help you to better focus your resources to meet local need, and achieve community outcomes and impacts. The Engage module is a straightforward way of creating short geo-targeted QR-code surveys. Results can then be overlaid and aligned with other location intelligence, and responses benchmarked alongside relevant market trends for similar types of facilities, spaces or places. Survey responses will help your team to shape and validate those 'so what next' decisions related to improvements and the delivery of activities and programming, informed by engagement with your local communities.