



Area of Interest/Cordon

The area of interest is defined as Barnsley, Sheffield and High Peak Local Authority Districts (LAD). These three LAD boundaries will be merged in order to form one area of interest. Any trip that travels from, to or within the area of interest will be included in the matrix. Trips that cross the cordon will not be included.

Zoning System

Origins and destinations of trips will be reported at MSOA level where privacy restrictions allow (see section on privacy). Where it is not possible to report a volume of trips (any volume below 20) by MSOA, the MSOA will be aggregated to LAD outside of the area of interest, or the volume of trips suppressed (e.g. 10 and below would be reported as “Between 1 and 10” etc)

Time Period

Weekdays during the month of January, February and March 2016 will be used as the reporting period and will be reported as a monthly aggregate (e.g. There will not be a daily, day of week, weekday/weekend breakdown).

The matrices will be delivered 8 weeks from the date at which the agreement is signed.

Trips

Trips will be determined from the unique locations points extracted from devices that are observed within the area of interest.

The algorithm identifies when a device is moving and when it stops, by looking at when and where mobile data events occur (which cell they occur in). It curtails each trip once the device has remained stationary for 2 hours.

Mode of Transport

The mode of transport will be reported by the following categories: Highway (e.g. Road), Non Highway (e.g. Pedestrian) and Rail. The mode of transport represents the primary mode of the trip. Where there are multiple legs or modes that make up a trip, the mode used to cover the greatest distance will decide how the trip is modally classified.

Journey Purpose

Only commuting (Home to Work or Work to Home) trips will be included in the matrix.

The MSOA that a device is observed in more than any other time determines the home location of a device. The MSOA that has the second longest dwell time then becomes the work location.

Commuter trips will be inferred by using these rules:

- Arriving 07:00 – 11:00 Monday – Friday
- Departing 16:00 – 20:00 Monday – Friday
- At least two days travelled per week

Trip Volumes

Trip volumes will be represented in two different ways:

1. Unique Commuters (e.g. If an individual makes 3 trips per week on average, then this will be reported as 1.)
2. Average Weekday Commuting (e.g. If an individual makes 3 trips per week on average, then this will be reported as 0.6)

Outputs

Two Origin Destination Matrices with the following attributes:

- Origin MSOA or aggregate
- Destination MSOA or aggregate
- Mode of Transport (we will also include mode agnostic totals)
- The data will be delivered as per the .CSV format prescribed by the ONS

Delivery Format

CSV

Trip Expansion

