## Phone Call between Welsh Government and ONS

22 June 2016

[redacted]: Welsh Government (WG)

Susan Williams: ONS

**Background**

Welsh Government provided an update on their intention to collaborate with ONS using their modelled transport flows using mobile phone data.

**Key points:**

- There are still great concerns around the public perception of having used mobile phone data for modelling transport flows.
- Public Inquiry into the evaluation of their transport project has been set for Autumn 2016: this is where the use of mobile phone data will be made public.
- Subject to a favourable outcome in the public inquiry, WG will be keen to produce papers around the use of mobile phone data in transport flows. This might be an opportunity to work with ONS.

**Methods/WG validation insights**

- WG contracted the consultancy [redacted] to produce the transport flows for the whole of Wales: average weekday flows differentiated by journey purpose and mode.
- [redacted] developed the algorithms – and [redacted] implemented them on their holding of anonymous individual level mobile phone geolocation data ([redacted]). [redacted] WG only receive counts of O-D type flows subject to a threshold to safeguard disclosure.
- Transport projects around Heathrow and Gatwick are now both using the same methodology developed within WG project (with further improvements). Intellectual property retained in [redacted] ??? TBA
- For WG flows: as small as LSOA level flows in urban areas, although have to group LSOAs in more rural areas due to restrictions on the size of the area covered by cell towers.
- Comparison of total traffic flows with roadside sensors is very good. Advantage is that mobile phone data flows also cover areas that roadside sensors do not. Using total traffic flows from mobile phone data leads to very good transport models (superior to having used traditional methods which rely on roadside survey/sensor/Census TTW etc.).
- Comparison of traffic flows by journey purpose (with roadside survey data) – not good. In WG opinion: there is too much diversity in working patterns. Only workers who work in a standard pattern can be identified reliably (i.e. Mon to Fri working – regular location to work in).
- Traffic flows by mode of transport – not good. Cannot tell the difference between buses /cars – esp in urban areas where these vehicles move at the same speeds.
- WG have sourced ticketing information from Rail and Bus journeys. Starting with the total traffic flow – they have resorted to deriving flows by transport mode by removing total rail journeys and total bus journeys using the ticketing information.

**Next Steps**

- Susan and [redacted] to keep in touch – meet up when Helen next in London
- Post public inquiry to develop collaboration plan (late Autumn 2016)