

Agenda item 12

Report to: Partnership Board –Transport for the South East

Date of meeting: 27 October 2025

By: Chief Officer, Transport for the South East

Title of report: Analytical Framework

Purpose of report: To provide an update with the development on analytical framework.

RECOMMENDATION:

The Members of the Partnership Board are recommended to comment on the progress with the development of an analytical framework.

1. Introduction

1.1 This report provides an update on the development of an analytical framework to support business cases and the delivery of the schemes within the Strategic Investment Plan (SIP).

2. Background

2.1 The analytical framework route-map was initially approved at the Partnership Board meeting on 23 January 2023, followed by an endorsement of the refreshed route-map on 13 July 2024 to ensure its continued relevance and alignment with local challenges, while also ensuring value for money.

3. Data

3.1 The building of our back office data architecture is underway. The data architecture will consist of a virtual machine hosting a database to store modelling data produced by various TfSE workstreams. Various software tools required to produce, interrogate and visualise the data will also be available on the virtual machine creating a back office solution that will enable efficient sharing amongst our partners.

3.2 The regional travel survey has now been completed, with almost 7,000 responses collected across the region. This provides a statistically robust sample for analysing evolving travel behaviour at the local transport authority level. The data has been validated, and high level analysis carried out to gain insight. The summary report and dashboards will be published via the Centre of Excellence platform, with the raw data will be available upon request.

3.3 The procurement of mobile network data is now complete. This data is a key source of information for understanding travel demand in the region and a critical input

for building transport models. We have also been working closely with consultants responsible for developing models for several LTAs in our area. This collaboration ensures that, once acquired and shared with all LTAs in the region, the data will be robust and fit for supporting their own modelling and strategic planning work.

3.4 We have procured freight origin destination matrices data from MDS Transmodal, the developer of the Great Britain Freight Model. This follows the data gap survey conducted among LTAs earlier this year, which identified freight demand data as a key gap. As with the mobile network data, once the freight data has been acquired, it will be made available to all LTAs in the region to support their work.

3.5 We have contacted all the planning authorities in our geography to refresh our housing and employment site planning dataset. This dataset requires regular updates to ensure the data quality is as reliable as possible. We will be able to share the data with our local transport authorities to be used as an input for transport planning workstreams. This will avoid the requirement for each of our LTA stakeholders to collect the data, duplicating workload, often at cost from consultants time.

4. Analytical tools

4.1 We have made progress on the development of the Travel Market Synthesiser, an analytical tool designed to generate synthetic travel demand for a specified year, tailored to TfSE's area. Once developed, the tool will integrate with mobile network data and enhance data granularity across transport modes, trip purposes, and socio-economic groups. Task One of the project, which involved replicating Transport for the North's (TfN) Travel Market Synthesiser, has been completed. Stage Two, which will create a tool specific to TfSE, is on-going and scheduled for completion in December. Once finalised, the tool and the associated travel demand data will be made available to all LTAs in the region.

4.2 We have completed the development of the South East Highway Assignment Model (SEHAM) 2019 model. Work for Phase Two, which will update the model to a 2024 base year, is currently being scoped with our call-off contract consultants.

4.3 We have procured a network planning tool, Podaris. The proposal negotiated with Podaris gives LTA stakeholders a discounted rate for access to the tool by joining our multi-tenanted workspace.

5. Engagements

5.1 We have supported LTA officers with data and analysis for the MRN schemes to complete the recent questionnaire survey from DfT. We utilised SEHAM, the Development Log, and SIP Story Map to provide analytical support, particularly in assessing the catchment area of each scheme and estimating the number of houses and jobs that will be supported within those areas. We also provided analysis to demonstrate how the schemes will benefit disadvantaged groups of residents, using the national Index of Multiple Deprivation and the Transport Related Social Exclusion (TRSE) datasets developed by STBs.

5.2 We are working with Wokingham Borough Council to develop the next generation of the Wokingham Strategic Transport Model. Our Analysis Manager, Dr

Joshua Jiao, is acting as a technical advisor to council officers throughout the model development process. The project is currently in the stage of defining the technical specification.

5.3 We have delivered an Active Travel Modelling Clinic session in collaboration with Professor Rachel Aldred from the University of Westminster and LTA officer Iain Steane from Southampton City Council. The session builds on the thought piece written by Joshua Jiao ([Forecasting the Impact of Active Travel Interventions](#)), and aims to support LTA officers in estimating demand for active travel as a key component of the appraisal process for active travel schemes.

6. Financial Considerations

6.1 The work set out in this report is being funded from the DfT grant allocation awarded to TfSE for 2025/26.

7. Conclusions and recommendations

7.1 The Partnership Board is recommended to comment on the progress with the development on analytical framework.

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