



## Active Intelligence helps Transport for Wales build understanding of Welsh travel behaviours.



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TRANSPORT FOR WALES



Transport for Wales has a vision to create a transport network of which Wales is proud. It wants to create a world where sustainable travel is everyone's preferred choice. As road traffic returns to pre-Covid levels but travel patterns change, Transport for Wales seeks to develop a deeper understanding of how people are travelling.

Gone are the days of relying solely on traditional methods like roadside interviews and automatic traffic counts. Our innovative data solution harnesses raw data from the EE network, transforming it into actionable information.

This gives Transport for Wales a comprehensive understanding of today's travel patterns across Wales. This includes identifying the use of different modes of transport, how their habits differ on weekends versus weekdays, and the implications for the transport network of today, and the future. Thanks to our Origin-Destination data, we can even uncover valuable insights into passenger preferences, including the most popular routes and optimal travel times.

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**Our aim is to increase the number of journeys by active travel or public transport across Wales by 2040. In order to achieve this, we need reliable data about how people in Wales are travelling to understand travel behaviour and support the changes we need to deliver. The mobile network data set supplied by BT is ensuring that we can continue to develop a robust and reliable transport data to provide evidence for transport schemes going forward.**

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**Rhian Watts**  
Head of Transport Modelling at TFW

Our crowd-based insights are helping Transport for Wales in some of its long-term projects such as:



Rebasing the existing South East Wales Transport Model to support the analysis of the South Wales Metro.



Analysing the impact of policy interventions such as the 20 miles per hour scheme at phase one locations.





Active Intelligence won the 2023 award for **Data and Analytics project of the year** at the National Technology Award for the work that is being done with Network Rail.

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We're very excited to be working with Transport for Wales and the positive impact this will offer the Welsh population. Active Intelligence's insights will unlock new ways to support Transport for Wales delivering on their vision of a high-quality, safe, integrated, affordable, and accessible transport network.

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Steve Wiley | Active Intelligence Director



## Why Active Intelligence for Transport?

When you understand how people are moving from place to place, you'll know how to optimise transport infrastructure and routes.

We offer you invaluable insights into people's movements, enabling optimization of infrastructure, routes, and operations, and reduction of congestion. Our solution provides robust analysis of millions of journeys per day and offers details on population movements to and from a destination, behaviors, and more. Say goodbye to the limitations of traditional transport forecasting and hello to a smarter way of doing transport with Active Intelligence.

Do you want to know you more about how our data can help you make informed decisions?



Allow us to understand the problem you are looking to solve, and our team will identify the best solution to support your needs. **Get in touch** : [active.intelligence@bt.com](mailto:active.intelligence@bt.com) or visit [www.activeintelligence.bt.com/sector/transport](http://www.activeintelligence.bt.com/sector/transport)