Gloucestershire County Council

Connecting the community – improving accessibility to essential services

Campaign

Gloucestershire County Council have invested £12 million to bring an estimated £120 million of external investment into the county, to help grow Gloucestershire. One of their investment priorities is to connect the county through improved infrastructure, from roads to broadband. In order for the county council to achieve its priorities they have worked with Basemap's TRACC, the leading multi-modal accessibility tool.
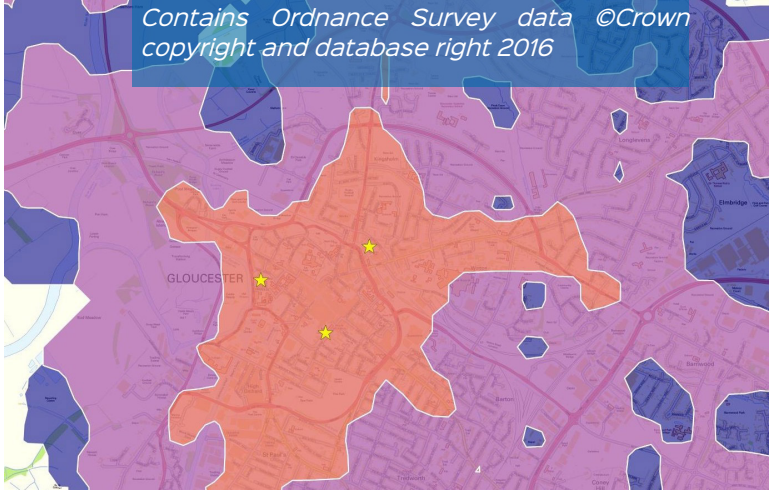
Background

Gloucestershire County Council have been using Basemap's TRACC software for their travel time analysis to quickly and easily produce accurate multimodal travel time contours and reports between any number of origins and destinations.

The challenge - improving accessibility to essential services Gloucestershire County Council needed to identify resident's access to essential services, such as supermarkets and doctors surgeries. The 'best case' would be residents that are able to access these services within 45 minutes using public transport and the 'worst case' would be residents who live outside of the 45 minute journey.

By identifying those residents that have no access to services the council would then be able to ensure the communities are connected and improve accessibility Access to the internet would connect those residents living in isolated areas to anything at any time, including online shopping and grocery delivery. The council required data in order to identify residents without internet access.

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GLOUCESTER
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FOREST OF DEAN
STROUD
SOUTH GLOUCESTERSHIRE

BASEMAP   TRACC   Gloucestershire COUNTY COUNCIL

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Map showing the public transport access to libraries in Gloucester within a 30-minute period. Travel times based on a Tuesday Morning Peak time.

The Solutions

By using TRACC, Gloucestershire County Council identified communities that were both inside and outside of the 45 minute public transport commute. The council's priority is to improve accessibility for those isolated from essential services.

Improved bus network

The analysis identified where the bus network needed improvements. Dermot Carr, Research Analyst at Gloucestershire County Council (GCC) states "TRACC reviewed bus routes to see if they can go via isolated communities to improve access to essential services".

Improved internet accessibility

A customer segmentation tool was used by the council to understand locations within the county that were likely not to have internet access. When combining TRACC transport accessibility results and customer segmentation data, GCC could then work to not only improve public transport in those areas, but access to services virtually.

Dermot added "by using customer segmentation and TRACC we were able to identify communities that were least likely to use the internet and we've been able to target the residents to promote the internet to access the services that they need, such as applying for Universal Credit".

For those areas identified without access to public transport OR access to the internet, the digital inclusion partnership (made up of councils and housing associations) then conducted a targeted marketing campaign to promote locations with free public internet access.

TRACC was then used to ensure these isolated residents had access to their local library using public transport. The council mapped the libraries and housing associations that provide access to the internet and promoted their locations to isolated residents. TRACC also enabled Gloucestershire County Council to exclude some retailers where their public internet access would not be secure enough.

Benefits

1	**Save Time**
	Save time – calculations run in seconds
2	**Save Money**
	Save money – no external consultancy costs
3	**Flexible**
	The software is now in house and can be used for ad hoc analysis