



O₂ Motion data helps DfT build understanding of UK public travel during pandemic

Detailed, daily travel data helps the Department for Transport monitor and review how mobility patterns are changing in near real time during the COVID-19 pandemic.



Department
for Transport



O₂
business





UK-wide, anonymous and aggregated data

O₂ Motion's data gives a reliable picture of people's movements around the UK.

“As COVID-19 has changed, so have the DfT insight requirements, and we've operated an agile way of working to support them in the best way we can.”

Ian Burrows, Digital Insights Director, O₂



Challenges

- The need for in-depth understanding of public movements in response to the COVID-19 pandemic
- Ethical standards require that data is anonymous and aggregated
- Daily updates as near real time as possible needed to cope with understanding a fast-changing pandemic situation



Products

- O₂ Motion
- O₂ network



Results

- Daily data sets for the previous day provided in easily accessible formats covering people's movements in the UK
- Fully anonymised, aggregated data
- Bespoke data requests matched wherever possible
- Insight and analysis of data – with proactive solutions suggested and demonstrated by O₂



O₂ Motion's travel data sets are based on one of the largest groups in the UK – over 25 million customers. With more than 35% of the population using the O₂ network, the results can be anonymised and extrapolated to give an accurate picture of movement trends for the entire population.

The Department for Transport typically compiles and publishes statistics quarterly or annually. However, in the early days of the COVID-19 pandemic in the UK, they required urgent information about population movements on a daily basis to monitor and assess how changes in policy were reflected in mobility – both overall and in different parts of the country.

As lockdown restrictions began to ease, O₂ Motion's daily data updates were able to show fast-changing travel patterns which could have direct influence on infrastructure and emergency services planning, particularly in areas which were potential infection hotspots, such as beaches and city centres as people returned to work. We responded quickly to requests from DfT, adapting data delivery as required, and making proactive suggestions in turn to DfT. Our teams virtually worked around the clock to deliver near real time daily reports with raw data and analytical insight which could be turned into government briefing packs by DfT analysts within a few hours.

We initially offered access to its data free of charge in the hope that it would help the understanding of people's movements during the pandemic. Beyond that core free offering, We have also been able to offer additional insight and analysis on a paid-for basis and continue to work with DfT to provide daily updates of public movements.

“ We've been supporting DfT with daily insight since the start of the pandemic and we're pleased to continue to support them going into 2021. ”

Ant Morse, Head of Digital, O₂

25m users

There are over 25 million O₂ UK customers – more than a third of the adult population. So O₂ Motion has a huge data set to work from, which can predict behaviours and trends across the entire population.

Fast, accurate reporting

O₂ delivered daily, near-real-time reports to DfT from which the key insights were added into briefing packs for ministers on the same day.

Read more customer stories at:
www.o2.co.uk/enterprise/insights

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Data is being provided for use by Government under commercial confidentiality.

Travel demographics

O₂ Motion's data contains a broad range of insights into the travel of different demographics (old, young, male, female etc) as well as income groups, length of journey, dwell time and much more.

Anonymised and aggregated data

None of the data accumulated by O₂ Motion can be used to identify individuals, it's all anonymised and aggregated to identify trends, not people.

Deep insight

O₂ Motion's expansive data sets can be used to identify and confirm a wide variety of trends both local and national. These can then be used in modelling responses.