


Data Analysis & Monitoring to Support Evidence-Based Decision-Making

Client: South Bank BID



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The Project

Cross River Partnership (CRP) has been collaborating with South Bank BID since 2021 to deliver impactful traffic monitoring, data analysis and reporting, utilising VivaCity's innovative artificial intelligence traffic sensors.

CRP's reporting has been essential in supporting South Bank BID to evaluate the effectiveness of current projects and public realm interventions, and identify where additional measures may be required. This supports South Bank BID with informed decision-making and the wider rollout of sustainable, long-term improvements in the local area.

What We Delivered



Delivered high quality, visually appealing and accessible quarterly reports that analyse complex datasets and present key trends in a clear format to the South Bank BID Board to inform decision making over the last 4 years.



Created clear and engaging charts, paired with accessible writing, to explore hourly and daily patterns, as well as air quality modelling, using real-time motor vehicle data.

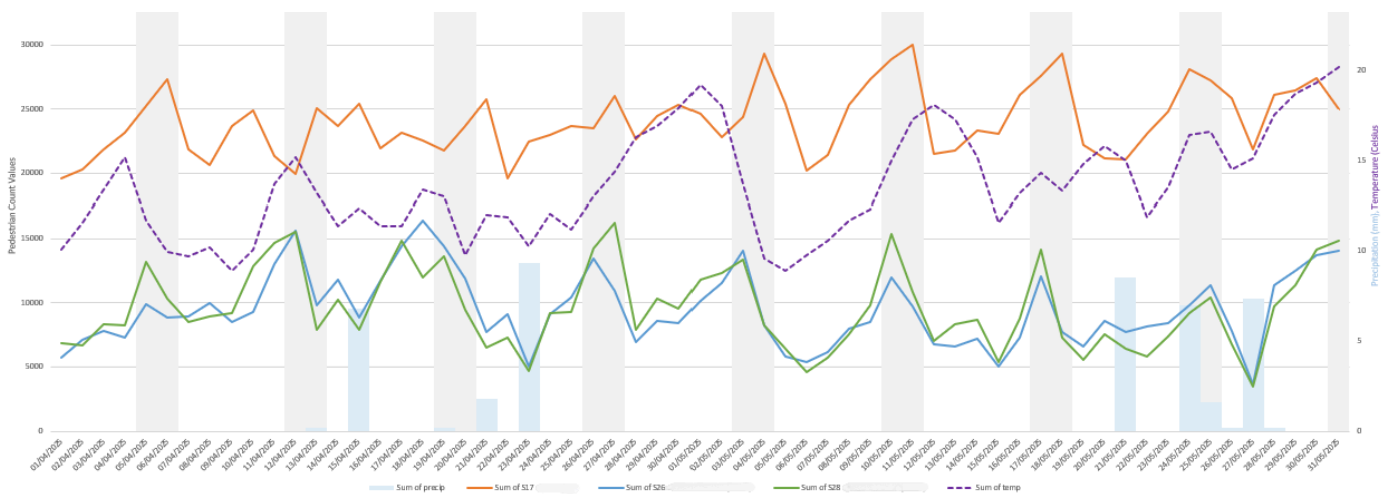


Shared detailed mapping that visualised shifts in pedestrian and cyclist activity during peak times across the quarter.



Our Approach

- 1 Establishing Aims & Objectives:** CRP has regular meetings with South Bank BID to establish new priorities for data locations and to ensure the team is up-to-date on the latest changes to the local area. This enables tailored reporting to support the public realm teams as effectively as possible.
- 2 Clear Communication:** CRP coordinates between project partners South Bank BID and VivaCity to ensure that sensors are collecting accurate data, minimising data outages and delivering a reliable service in the locations that South Bank BID require.
- 3 Attention to Detail:** CRP delivers a rigorous approach with the data cleansing process to consider outliers and outages. This extra step gives confidence to the numbers reported locally to stakeholders, and the decisions made on the basis of the data.
- 4 Flexible Delivery:** CRP has trialled and tested a number of additional reporting requirements to support South Bank BID at crucial times in the year, including qualitative behavioural analysis, the integration of weather and spend data to explore the link between footfall and other external factors. This flexible approach always prioritises delivery on time and supporting the original aims of the project.



The graph above shows an example of CRP data analysis, integrating the 3 datasets of pedestrian footfall, spend and weather in a local area.

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CRP's reports on active travel and motor vehicles across the South Bank are an invaluable tool for us to understand trends in the area, easily communicate findings or changes with local stakeholders, and allocate staffing and resourcing appropriately to hot spots or particular days or times of the week. The team at CRP are incredibly knowledgeable, friendly and supportive, we really enjoy working with them.

Sara Harrison, Head of Place Management
South Bank BID

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The Result

- **Long-Established Working Relationship:** South Bank BID have been pleased with the quarterly reporting, with CRP consistently delivering high quality and on-time reports.
- **Evidence-Based Decision-Making:** South Bank BID have utilised this data to liaise with local stakeholders to inform decisions about public realm improvements, wayfinding, entry and exit points to the area and street cleaning and waste. The reports have led to South Bank BID developing a comprehensive understanding of how pedestrians, cyclists and motor vehicles move through the South Bank BID area.
- **Evaluating Major Developments:** The data has been used to understand the effectiveness of major upgrades to the local highways and footways, including the Spine Route by the London Borough of Lambeth. This data has been vital to understand how vehicles are now moving through the area, and the positive impact on the number of pedestrians and cyclists.
- **Trusted Collaboration:** CRP supports the South Bank BID with new ideas and ways of creating insightful data and meaningful reporting.
- **Recovery from COVID-19:** The data has been used to understand and inform the impact of the area's continued COVID-19 recovery. With hybrid working still in full effect, the data has shown that the South Bank has recovered much quicker than other areas of London.

CRP Skills Evidenced



- Project Management
- Stakeholder Engagement & Management
- Monitoring & Data Analysis
- Report Writing
- Creative & Flexible Delivery



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Get In Touch



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