

# Southwark Traffic Webmap Case Study

## Background

At Southwark Council we were looking for new ways of visualising traffic data in a meaningful way. At the time of undertaking this project, we did not have the time and resources to develop an interactive visualisation in order to share the data with the public in a more intuitive way. The work that Oliver O'Brien, a researcher with the Consumer Data Research Centre (CDRC), University College London (UCL), presented in his blog looked very interesting and similar to how we wanted to visualise our traffic data. We therefore contacted the CDRC to request their team to reproduce a similar interactive map for Southwark Council.

## Output Generated

The output generated is an interactive webmap showing traffic flows in concentric circles by general vehicle classes or in percentage increase over a period of two years. The map also shows graphs that compare traffic flows across different years. Data are available to download in CSV format through the CDRC's [data portal](#) and the associated map available to view on their interactive [mapping platform](#).

## Benefits of the Output

The output provides an excellent platform to compare various locations on one map. It is especially useful to compare the proportion of different vehicle classes at each location as well as to provide an indication of when traffic flow is high, if cycling has a high proportion of the flow, or whether it is motorised traffic which is predominant. The Transport Policy team and the Highways Division at Southwark Council are currently using the map for many different purposes. These include:

- To keep an easy accessible and user friendly copy of traffic data which can be shared between departments, stakeholders and the public when Freedom of Information (FOI) requests are received
- Analysis and link in our Transport Plan Annual Monitoring Report
- Look at rat run streets at a number of locations and compare locations in similar types of streets to understand what is rat run and what is acceptable
- Evidence base for our Traffic Management Studies
- Temporal analysis for increase/decrease of traffic at certain locations
- Evidence base for infrastructure and new scheme planning
- Evidence base for members or public enquiries
- Assess transport impact of planning applications

## CDRC Assistance

The CDRC created the map, developing the concept of visualising the data as geolocated concentric circles split by mode. They also provided guidance and help on cleaning the raw data appropriately. The team at the CDRC are continuing to update the data on request and play an important role in making the data available to the wider public.