Company / Organisation Name:	Local Data Company
Team / Department:	Insight & Analytics
Address:	London, UK (Remote)

Provisional title for project:

Understanding the impact restrictions on mobility and working from home has had on GB train station hubs as desirable retail environment locations

Short description of the problem that would be addressed by the project:

Since the onset of the pandemic, mobility has been restricted at various intervals with transport hubs becoming desolate areas as people shunned public transport and preferred to either use private transport or in city centres utilise schemes such as the cycle scheme.

Between March 2020 and April 2021, they was a 78% reduction in passenger travel across Great Britain (GB). The change in travel patterns is evident in Stratford which became the busiest station across GB, surpassing Kings Cross, Waterloo and Victoria who had traditionally been the busiest stations across GB. This work will look to see how these major transport hubs and retail environments have developed and adapted, looking at the retail mix, health and occupancy changes across a five-year time horizon. The work will look to support location planning strategy on the future of these transport hubs, and how they can begin to adapt to the new retail climate.

Short description of the data sources that would be used in the project, and how they would be used

- Office and rail and road data on passenger numbers for 2017 to 2021 to understand the impact of the pandemic and the rising demand for trains prior to it
- POI data for retail and leisure locations across GB, to build a picture of transport hub catchments (to be determined by student in consultation with supervisor)
- ONS workplace zones

Would any work by the student need to be carried out on site at the Company with the exception of supervisory meetings?

No

Any issues of data confidentiality and IPR that would need to be resolved

No

Essential skills

Good analysis, data mining, report writing skills and pro-efficient in Excel and a data visualization programme (e.g., Tableau, Power BI)

Desirable skills

Some experience in location planning, transport network or use of GIS tools is an addition

Preferred degree programmes (if any)

Geography, Data Science, Economics and Statistics

Preferred selection method

Video interview after CV verification

Support and training offered by the company

Access to the database and kick off call to discuss brief

Financial assistance offered by the company

The organisation will pay the honorarium (£500)

Any other comments

n/a

For details on how to apply, please visit:
www.cdrc.ac.uk/education-and-training/masters-dissertation-scheme/details-for-students