

# Leveraging Mobility Data to Validate Funding Spending and Budget Allocation

A Strategic Approach for UK Government Entities

This report delves into the potential of mobility and location data as valuable resources for UK government entities in validating their spending and budget allocation decisions. By harnessing actionable and reliable data, combined with location-based insights, government entities can enhance transparency, accountability, and evidence-based decision-making.

# The benefits of mobility insights for funding validation

Government entities in the UK face the ongoing challenge of ensuring effective allocation of public funds. Leveraging mobility and location data provides a strategic opportunity to validate spending decisions and enhance transparency. This report highlights the significance of actionable and reliable data, combined with location insights, in this process.

## Improved Decision-Making

Actionable data derived from mobility and location sources can provide valuable insights into transportation patterns, population dynamics, and service usage. By incorporating this data, government entities can make informed decisions regarding budget allocation and prioritise resources where they are most needed.

“**Both local and central government bodies will be able to use it to get a clearer picture of the real economic impacts across the country”.**

*-Benjamin Lucas (PhD, FHEA), Managing Director at 3DI*

## Transparency and Accountability

Leveraging mobility and location data enables government entities to enhance transparency in spending by providing tangible evidence of how public funds are utilised. It fosters public trust, as constituents can observe how resources are allocated and evaluate the impact of initiatives.

## Evidence-Based Budgeting

Utilising reliable data enables evidence-based budgeting, ensuring that spending decisions are grounded in objective information rather than assumptions or anecdotal evidence. By leveraging mobility and location data, government entities can validate budget proposals, prioritise projects, and allocate resources effectively.



## Evidence-Based Checklist

The checklist below covers the most important evaluation metrics for the successful utilisation of a fund. Consider sharing the following data points to enhance transparency around funding and budget allocation:

### A TRANSPORTATION PATTERNS

- ✓ **Commuting trends:** Data on commuting flows, popular transport modes, and travel patterns.
- ✓ **Congestion analysis:** Information on traffic volumes, peak hours, and congestion hotspots.
- ✓ **Public transport usage:** Data on ridership, popular routes, and accessibility of public transportation.

### C MOBILITY DATA

- ✓ **Visitor behaviours:** Information on footfall volumes, overall dwell time, and overall satisfaction of visitors.
- ✓ **Historic benchmarking:** Use the same data points indicated above to compare against the historic performance.

### B INFRASTRUCTURE USAGE

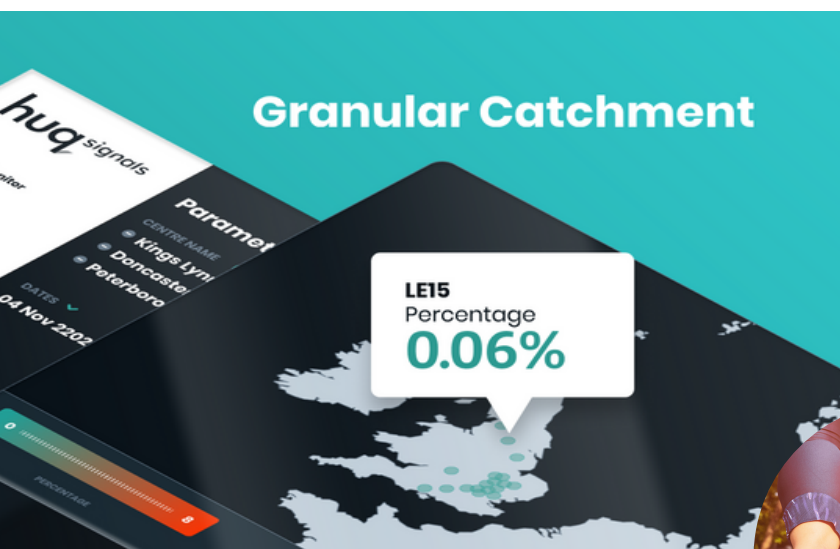
- ✓ **Facility utilisation:** Insights into the usage of public facilities such as parks, libraries, and community centres.
- ✓ **Road usage analysis:** Data on road usage and traffic flow patterns to identify areas that require infrastructure improvements.

### D DEMOGRAPHIC INSIGHTS

- ✓ **Population distribution:** Analysis of population density, demographic profiles, and growth trends.
- ✓ **Socio-economic indicators:** Data on income levels, employment rates, and socio-economic disparities across different regions.

### E ENVIRONMENTAL IMPACT

- ✓ **Emission levels:** Information on air pollution and greenhouse gas emissions to assess the environmental impact of transportation and identify areas for improvement.
- ✓ **Green spaces:** Data on the availability and accessibility of green spaces to support urban planning and enhance residents' quality of life.



# How to determine the best data provider for you?

## 1. Data Collection Methods

Government entities must ensure that the data collection methods used to gather mobility and location data are reliable and accurate. Ensuring that your data providers are reputable, implementing robust data collection protocols, and regularly validating data quality are crucial steps in maintaining reliability.

## 2. Data verification and Validation

Validation processes, including data verification against trusted sources, statistical analyses, and cross-referencing with other datasets, contribute to the reliability of mobility and location data. Government entities should ensure that their providers establish rigorous validation procedures to ensure the accuracy and consistency of the data they operate off.

## 3. Privacy and Data Protection

Respecting privacy and adhering to data protection regulations is essential when leveraging mobility and location data. Government entities must prioritise providers who ensure the anonymisation and aggregation of data to protect individual privacy while still deriving meaningful insights.

By leveraging actionable and reliable mobility and location data, UK government entities can enhance the validation of their spending and budget allocation decisions. Transparency, accountability, and evidence-based decision-making are fostered by sharing comprehensive data with constituents. **By embracing the power of mobility and location data, government entities can optimise resource allocation and strengthen public trust in the decision-making process.**



# Why Huq?

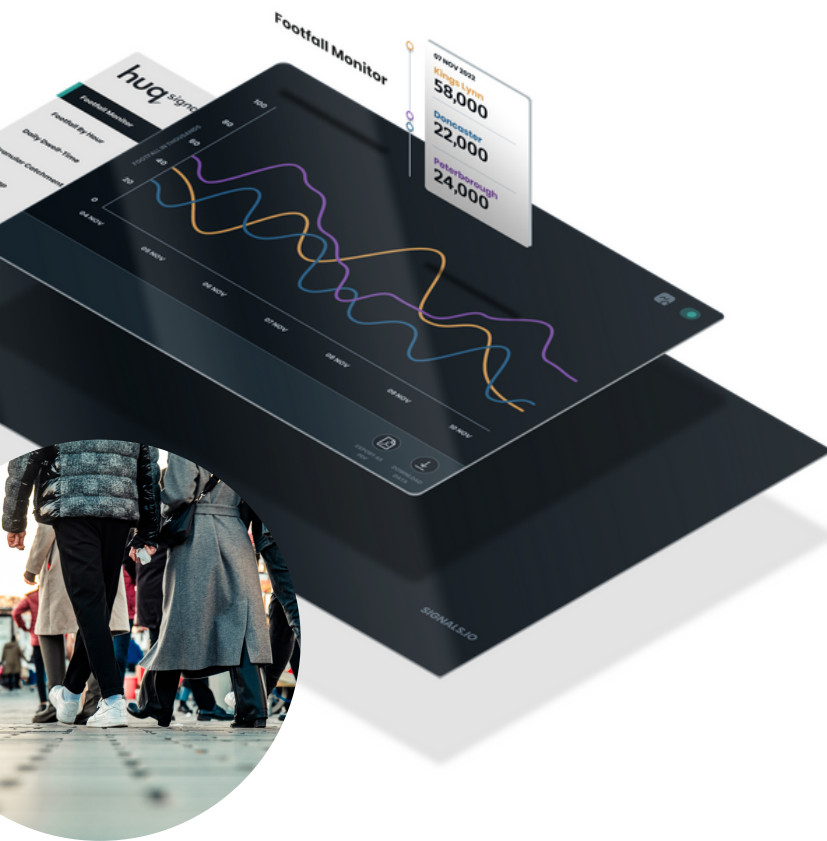


Huq is a leading provider of data intelligence, delivering accurate and actionable mobility insights to empower strategic professionals in government, retail, real estate, and finance to make informed decisions with confidence.

Founded in 2014, Huq has been at the forefront of utilising cutting-edge technologies and innovative mobility research methods. Today, Huq proudly serves 300+ local councils, investors, as well as some of the largest retail and real estate companies.

## The **trusted** funding performance platform

- ✔ Footfall Density
- ✔ Commuter Trends
- ✔ Visitor Dwell-time
- ✔ Daily Footfall
- ✔ Granular Catchment
- ✔ Hourly Footfall
- ✔ Catchment Areas
- ✔ Inverse Catchment
- ✔ Place Satisfaction
- ✔ Transport Insights
- ✔ Visit Frequency



### High Frequency

Monitor mobility insights in near real-time



### 5+ yrs history

450+ location-based metrics a day per node



### Global coverage

Available for any location in the UK and worldwide

### [Book a demo](#)

