

“ Having up to date origin-destination insight is a huge help in transport planning ”

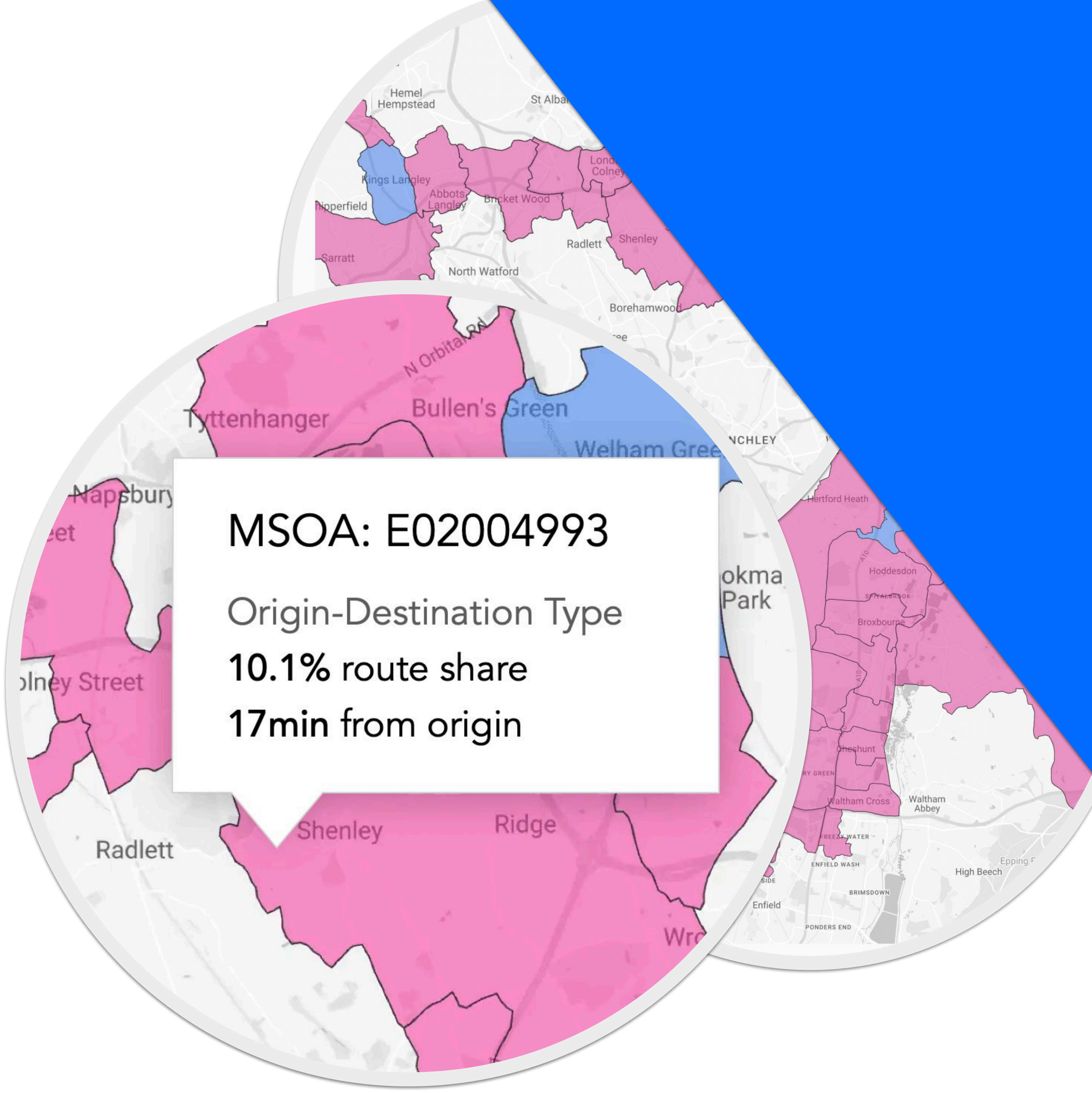
Senior Transport Manager, City Council

TRANSPORT

Build routes that work

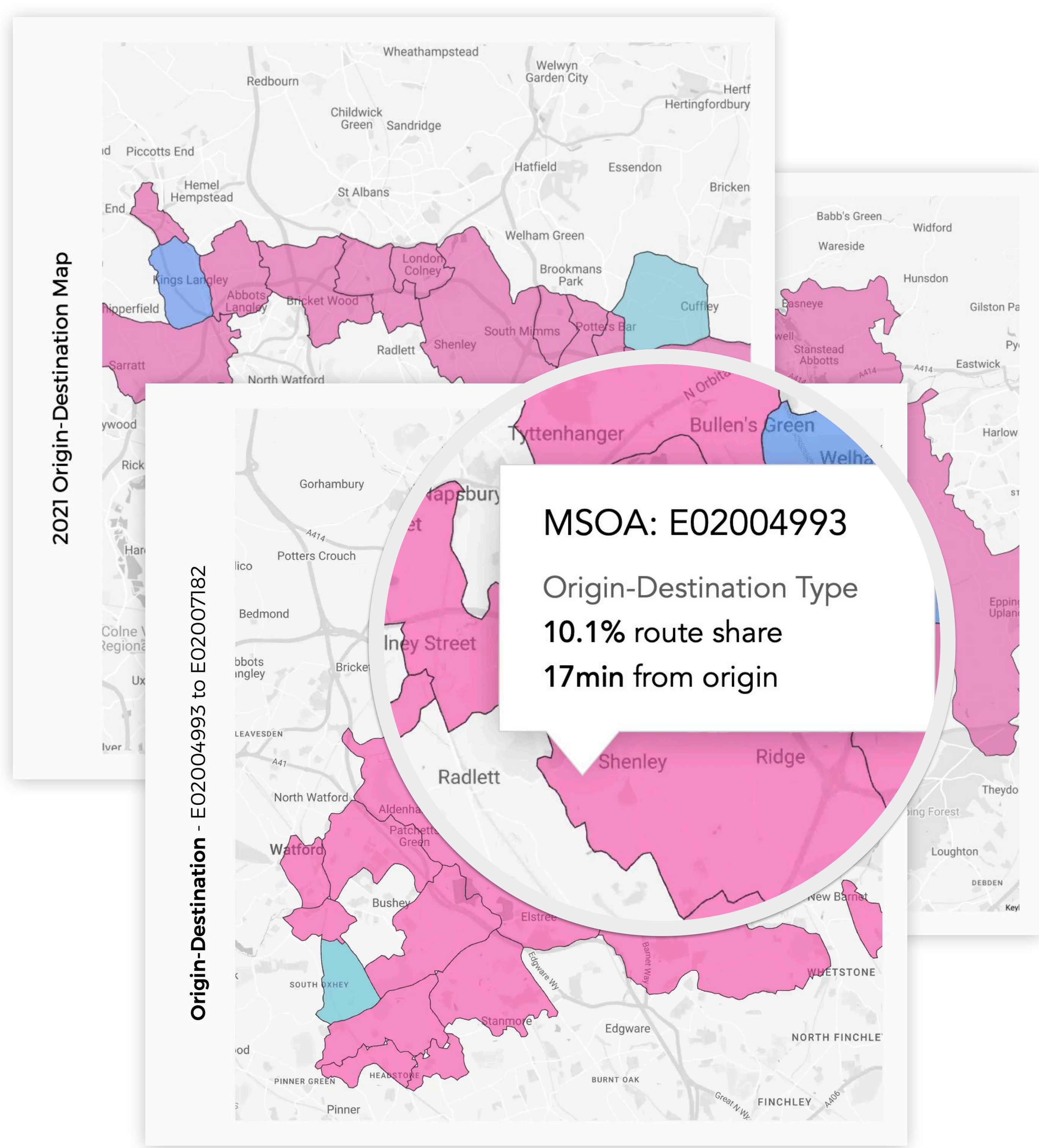
Using 2010 census in your transport models? Get today's data now!

The Transport module is an origin-destination matrix that describes the strength of the relationship between every area of the country.



⚡ Find and assess routes to change

Why use it? Origin-destination matrices are used to plan effective routes between centres, and to manage collateral risk during road and transport closures. It's critical to the smooth running of operations and keeping traffic flowing. Huq's Transport Module replaces census and surveys to get you up to speed!



TRANSPORT

Features

- ✓ Incl. year-to-date 2022 data
- ✓ %-age flow between areas
- ✓ Standard MSOA as area unit
- ✓ Full nationwide coverage
- ✓ Offers 3 built-in journey types
- ✓ Forward and reverse flows
- ✓ Includes journey flow data
- ✓ Income demographic filtering
- ✓ 4+ years' history available

Fig 1: Origin-destination insights



High frequency

Monitor performance across the places and centres you manage in near real-time



4+ yrs history

Get up to 4yrs of history by default for every location you monitor



Full coverage

Place monitoring is available for any location in the UK and beyond



Discover our place insights platform

BROWSE MODULES

- ✓ Footfall
- ✓ Hourly Footfall
- ✓ Dwell
- ✓ Density
- ✓ Catchment
- ✓ Granular Catchment
- ✓ Satisfaction
- ✓ Inverse Catchment
- ✓ Commuter
- ✓ Visit Frequency



“ *My team uses Huq insights to set targets and monitor change* ”

Lesley Crisp
Economic Development Officer
Hertsmere Council

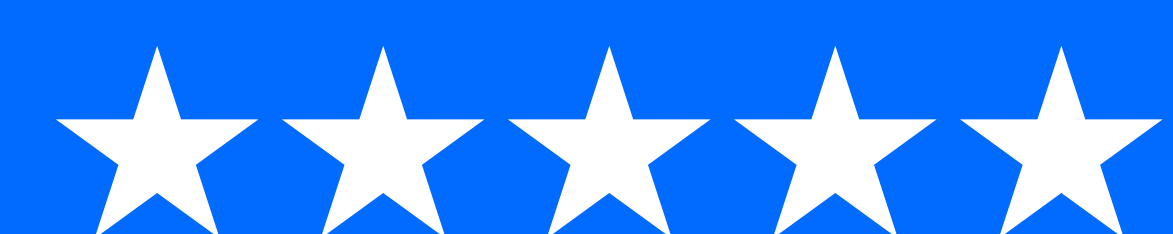
→ Get accurate place monitoring for decision makers in **Local Government, Retail & Real-estate**

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Verified data quality

50+



Trusted by 50+ councils!