Swindon Travel Choices
Local Sustainable Transport Fund (LSTF)
2011 – 2015

End of Project Report

Contents

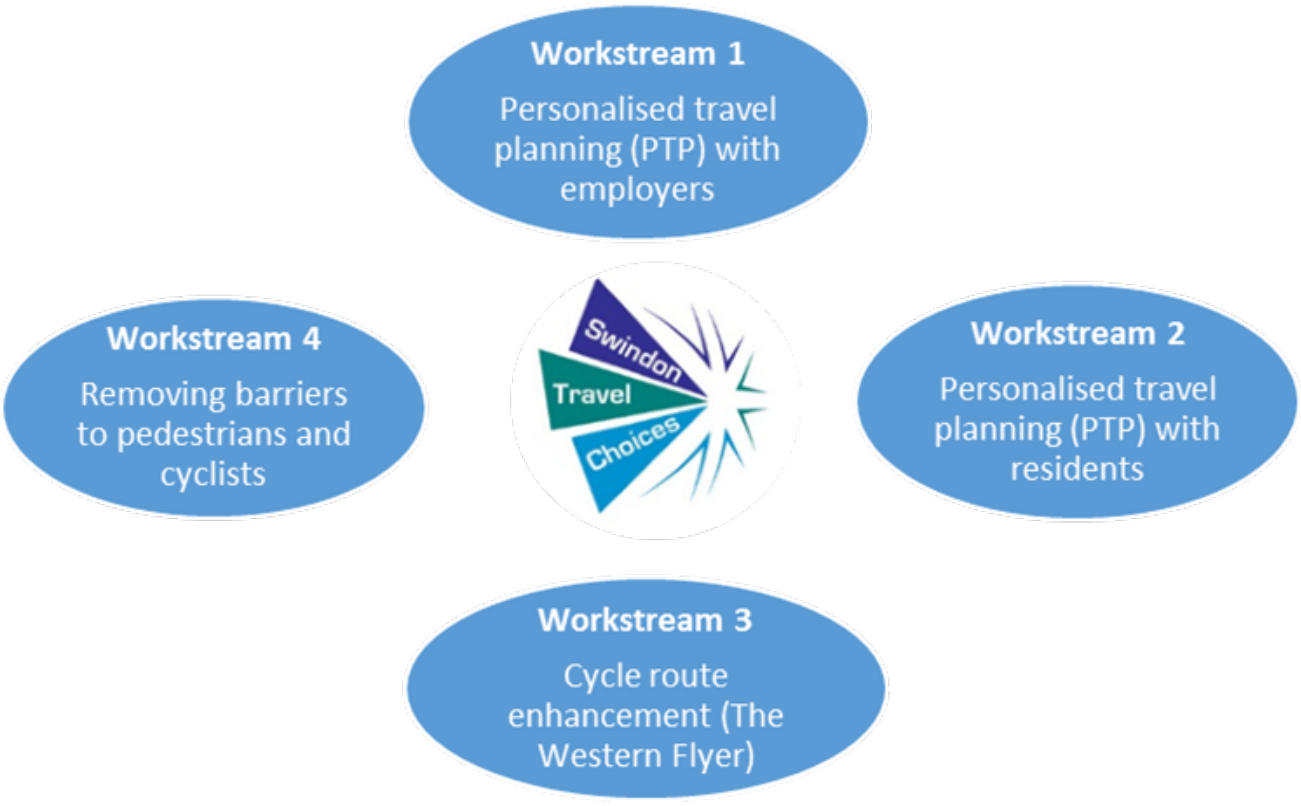
1. Introduction

Overview of project
In 2011 Swindon Borough Council (SBC) bid for, and was successful in securing, £4.8 million from the Department for Transport's (DfT) Local Sustainable Transport Fund (LSTF). The funding covered the period April 2011 to March 2015 and was used to fund four separate but inter-related workstreams under the overarching project title 'Swindon Travel Choices'.

- Workstream 1 – Personalised travel planning with employers
- Workstream 2 – Personalised travel planning with residents
- Workstream 3 – Delivery of a rebranded and enhanced pedestrian and cycle route (The Western Flyer)
- Workstream 4 – Removal of barriers for pedestrians and cyclists in the town centre.

All four workstreams shared a common objective - to encourage employees in the town centre to travel to work by sustainable modes.

Figure 1.1 – Swindon Travel Choices workstreams



Project achievements

Swindon Travel Choices has delivered a huge amount of positive work. For example, as a result of the project:

- 18,700 households have been given an opportunity to benefit from Personalised Travel Planning (PTP)
- 23,570 employees across 16 of Swindon's largest companies have been offered an opportunity to benefit from travel advice via PTP, events and roadshows
- Over 3kms of cycle route has been enhanced with bespoke signage, high quality surfacing and improved public realm to create a flagship new route – 'The Western Flyer'
- Almost 22,000km have been cycled on our loan bikes and these have given 216 people the chance to borrow a bike and try cycling
- 452 new cycle stands have been installed
- 30 companies have benefited from new on-site facilities such as cycle racks and loan bikes through our grant programme
- 3,000 people have been encouraged to try the bus, via our bus pass giveaways
- 488 people have benefited from cycle maintenance training courses.

The project also leaves a strong, positive legacy meaning that impacts will continue to be felt as a result of:

- An innovative new website which is a 'one-stop-shop' for travel information for the whole Borough
- An innovative online journey planner helping people to plan journeys by all modes
- A monthly travel newsletter with 7,600 subscribers
- A suite of new maps and travel guides. Over 50,000 copies of a new cycle map have been distributed
- A series of online tutorials to help businesses develop their own travel plans, creating a project legacy
- Creation of a new secure cycle park at Fleming Way, which now has over 400 registered members
- New pedestrian crossings at Kingsbridge Point.
- Improved street lighting on footpaths and cycleways
- New Real Time Information (RTI) displays at bus stops
- A bus WiFi scheme. 31 buses on 7 routes now offer free WiFi. 81% of users say this encourages them to use the bus more
- A new car club scheme with 130 registered drivers and a reinvigorated car share scheme, with 1,000 new members since the start of the project.

Purpose and structure of this report

This report provides an overview of all of the work delivered as part of Swindon Travel Choices and summarises the huge range of achievements and positive outcomes. The remainder of this report is structured as follows:

- Chapter 2 – Provides an overview of the original bid, objectives and achievements
- Chapter 3 – Explains how the project was resourced and governed
- Chapter 4 – Outlines some of the overarching initiatives that supported work across the project, including the development of a website and on-line journey planner
- Chapter 5 – Provides a summary of workstream 1, which involved delivering travel planning advice to employees across some of Swindon's largest businesses

- Chapter 6 – Summarises workstream 2, which focussed on two large residential Personalised Travel Planning projects
- Chapter 7 – Gives an overview of workstream 3, which has delivered a rebranded and enhanced pedestrian and cycle route linking West Swindon to the Town Centre
- Chapter 8 – Provides a summary of workstream 4, which has delivered enhancements to the town centre environment, to help support walking and cycling.
- Chapter 9 – Provides a summary and draws conclusions.

2. Project Aims and Key Achievements

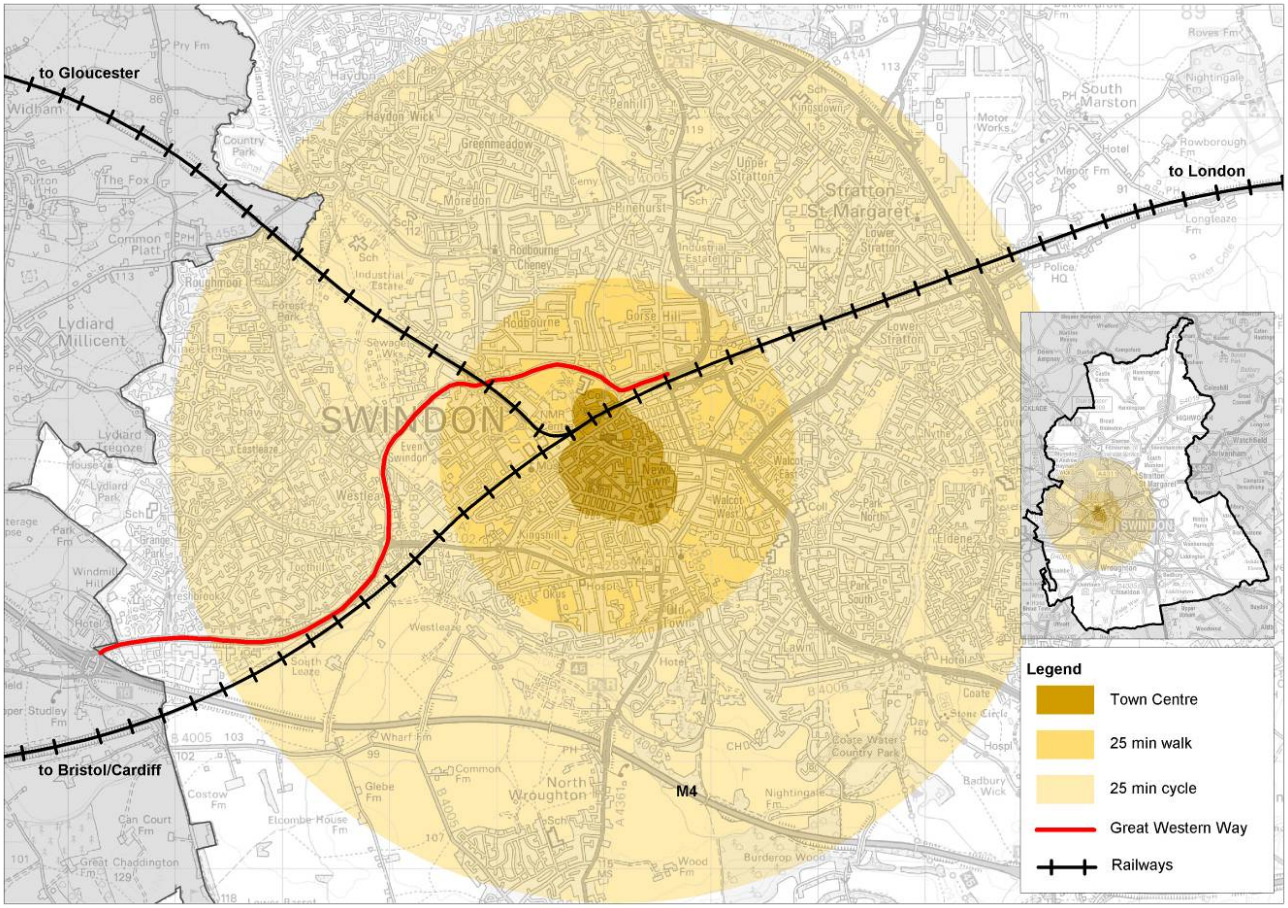
Overarching LSTF objectives
The original bid was designed to address the overarching objectives of the LSTF, as set out by DfT. These are to:

- Support the local economy and **facilitate economic development**, for example by reducing congestion, improving the reliability and predictability of journey times or enhancing access to employment and other essential services
- **Reduce carbon emissions**, for example by bringing about an increase in the volume and proportion of journeys made by low carbon, sustainable modes including walking and cycling
- Help to deliver wider **social and economic benefits** (e.g. accessibility and social inclusion) for the community
- **Improve safety**
- Bring about improvements to **air quality** and increased compliance with air quality standards, and wider environmental benefits such as noise reduction
- Actively promote increased levels of **physical activity** and the health benefits this can be expected to deliver.

Swindon's LSTF objectives
The overall aim of the Swindon project, as set out in the original bid, was to support the regeneration of Swindon town centre by implementing a package of measures targeted at increasing the number of employees working in the town centre who travel to work by sustainable modes.

The bid focused on changing travel behaviours of car commuting employees travelling into Swindon town centre. Specifically it targeted those who live within 25 minute walk or cycle distance

Figure 2.1 – Target area, taken from the bid



In particular the project aimed to address the following transport issues which have a detrimental impact on the regeneration of the town centre. These issues are:

- Increasing congestion on the key junctions and links into the town centre which is reducing the accessibility and attractiveness of the town centre as an area for businesses to locate in
- Increasing journey times and unreliability for both cars and buses
- High car dependency for short journeys to work which is having a detrimental impact on carbon emissions and congestion.

In addition it aimed to promote and increase the use of Swindon's best kept secret – its existing and comprehensive walking and cycling network.

Funding received

The funding received was split across the 4 workstreams, with a capital and revenue element related to each. Workstream 1 was the largest individual project. Table 2.1 shows the breakdown of funding.

Table 2.1 – Funding received

	£K	2011-12	2012-13	2013-14	2014-15	Total
Scheme element 1	Revenue	370	380	380	370	1500
	Capital	200	220	220	200	840
Scheme element 2	Revenue	150	150	150	150	600
	Capital	60	60	60	60	240
Scheme element 3	Revenue	50	50	50	50	200
	Capital	0	250	292	150	692
Scheme element 4	Revenue	50	50	50	50	200
	Capital	50	50	50	50	200
GRAND TOTAL		**930**	**1210**	**1252**	**1080**	**4472**

The project was delivered within the budget allocated.

Targets and outputs
The bid envisaged a range of key outputs and these have been successfully delivered, as set out in Table 2.2.

Table 2.2 – Key output and achievements

Output envisaged in bid	Achieved?
A dedicated change champion in each of the major seven employers	**Yes** – champions have been identified at all of the main employment sites involved in the project. These people are responsible for continuing with sustainable travel initiatives. They will continue to engage with the Council via the SWIFT programme (Swindon's Workplace Initiative for Transport).
The upgrade of the Western Flyer	**Yes** – improvements have been delivered along the route and have included resurfacing, width enhancements, lighting, signage and junction improvements.
Completion of the online web-based personalised journey planning tool	**Yes** – hosted within www.swindontravelchoices.org.uk this allows journeys to be planned and compared across all modes.
Cycle parking hubs	**Yes** – a new cycle hub located within the Fleming Way car park has been completed.
Removal of physical barriers to pedestrian and cycle movement on Princes Street / Regent Circus	**Yes** – A major upgrade of crossing facilities at Kingsbridge Point has been delivered.
Regular events to promote walking and cycling e.g. adult training sessions, cycle competitions	**Yes** – a hugely varied programme of events has been run over the four years.
A variety of measures for all modes that will be used to 'nudge' employees.	**Yes** –a variety of initiatives, incentives and promotions have been developed and rolled out to help 'nudge'. These have included a

	cycle loan scheme, an 'Active Swindon' challenge, bus pass taster tickets, and a variety of maps and other resources.

The original bid set the following targets for the project.

- Increase in number of employee cycle trips
- Increase the number of employees shifting from car based trips (reduce the number of car trips to work)
- A quantified reduction in car vehicle km
- A quantified reduction in associated carbon emissions.

Much of the monitoring data on project achievements shows that these targets have been successfully met. The following chapters set out this evidence and, where possible, quantify the outcomes.

The bid set a "stretching target of 35% of cycling trips to work within the town centre across all the major employers." This reflected the town centre masterplan, which envisaged significant new employment development being delivered before 2016, much of which would be based on sustainable travel to work. To date, this development has not taken place, hence we have not seen the step change that was envisaged. Other issues, such as the reduced cost of car parking and reductions in the bus network, have also meant that the overall context has been one where promotion of sustainable modes has been challenging.

Chapter 5 shows that amongst the workplaces that have been targeted through this project cycling has ranged from 5.3% to 6.4% of all the employees we surveyed (which included those living outside the Borough. This compares favourably against the 2011 census which shows that 4% of all workers (including those living outside the Borough) in Swindon cycle to work and 6% of residents (who both live and work in the Borough) cycle to work.

Headline project achievements

Work undertaken during the life of the project has been hugely varied. Table 2.3 outlines just some of the key achievements:

Table 2.3 – Headline achievements

Workstream	Key Achievements and Successes….
Workstream 1 – Personalised travel planning with employers	➢ Delivered travel advice across 16 companies ➢ Delivered a grant scheme that has funded new cycle stands/shelters, electric charging points and refurbished changing rooms across 30 companies. ➢ Developed a high profile new website providing travel advice across all modes. This had 94,500 hits as of March 2015. ➢ Developed an online interactive multi modal journey planner (hosted through the project website). By March 2015 this had been used to plan over 5,000 journeys. ➢ During the 2011-2013 (the period we worked intensively with an initial group of 8 large companies) we saw car use decrease (from 44.2% to 40.2%) and walking and cycling increase.

	➢ Assisted 216 people to try cycling via a cycle loan scheme which ran for the duration of the project.
Workstream 2 – Personalised travel planning with residents	➢ Targeted 18,700 households across West and East Swindon ➢ Engaged 7,500 households in conversation on the door step and offered travel advice and guidance on sustainable modes ➢ Delivered 35,000 resources e.g. travel maps, timetables, leaflets ➢ Resulted in positive behaviour change amongst those who participated. For example, the aftercare survey (undertaken with a sample of participants) suggested that 21% of participants in West Swindon and 11% in East Swindon said they were using the car less as a result of the project.
Workstream 3 – Delivery of a rebranded and enhanced cycle route (The Western Flyer)	➢ Delivered significant rebranding and enhancement to over 3kms of cycle route, including resurfacing, improved lighting and bridge repair. ➢ Helped to encourage significant increased levels of cycling on the route, with up to an additional 270 cyclists per hour in the PM peak using some sections of the route in 2014, compared to 2012 (an increase of 49%). ➢ Raised the profile of the route via a bespoke 'light touch' PTP programme which delivered information about the route to almost 4,800 households. 340 households then requested further information on sustainable travel choices.
Workstream 4 – Removal of barriers for pedestrians and cyclists in the town centre.	➢ Delivered a range of enhancements to the Regents Circus and Princes Street area of the town centre. These have included the introduction of a 20mph area, improved lighting, resurfaced footways and enhancements to a cycle route. ➢ Delivered significant enhancements to pedestrian crossings in the town centre at Kingsbridge Point. ➢ Funded the design of additional enhancements to public realm in the town centre that could be taken forward in future, with other budgets.

Note that some of the figures above have been rounded.

The following chapters outline these achievements in more detail.

3. Project Governance and Delivery

Project team
The delivery of the LSTF project has been led by SBC's transport planning team.

A senior Officer acted as Project Sponsor/Project Manager and was responsible for project delivery as well as financial performance and reporting.

The project as a whole has been overseen by a Project Board who have been responsible for providing strategic direction and targeting delivery risk management. The Project Board has also been responsible for approving spending and allocating budgets.

A core team of Officers have been involved with the project from its inception. This team has been supplemented by a number of temporary staff, brought in on short-term contracts to fulfil the role of travel advisors and events co-ordinators.

Specific elements of the project have been outsourced to a range of suppliers. These have included:

- CH2M HILL – commissioned to provide professional transport planning services, project management and engineering design (delivered through an on-going framework contract)
- Steer Davies Gleave – commissioned to deliver multi-modal mapping, website design and the development of an on-line journey planner.
- JMP – commissioned to deliver a PTP project in West Swindon and subsequently delivered training for a second PTP project in East Swindon.

Smaller pieces of work have been outsourced to/supported by a number of other local businesses and organisations including:

- Recycles (the local Salvation Army charity), who have managed a cycle loan scheme on behalf of SBC.
- The Swindon Bicycle Users Group (BUG), who have supported many of the LSTF initiatives and assisted with positive promotion.
- Local individuals and businesses who have delivered cycle training and cycle maintenance courses.

Capital schemes have largely been delivered by Swindon's in-house contractors; Swindon Commercial Services.

Lessons learnt
A number of valuable lessons have been learnt in terms of resourcing and delivery. For example:

- Identification of in-house staff to fill project specific roles was, at first, challenging. In some cases staff were understandably concerned about taking on LSTF roles in addition to their existing workload. Job descriptions were not re-drafted meaning that, for the entire duration of the project, Officers undertook LSTF projects in parallel with all their previous job responsibilities.

- Appointing temporary staff, using the Council's preferred supplier has had pros and cons. This mechanism allowed staff to quickly and relatively easily be appointed but, in some areas, it has been difficult to retain staff.
- The Project Board has played a valuable role in directing the project and helping to deal with potential risks. Whilst it has been difficult to secure as wide a membership of the Board as initially intended, the composition of the Board has generally been sufficient to provide good direction. With hindsight, it would have been useful to have a Project Board member with specific responsibility for monitoring.
- Procurement of external suppliers was a time consuming task. Overall though, the procurement processes worked well, helping to identify experienced and suitable partners.
- Delivery of capital schemes has been a huge challenge, largely due to the constraints that the in-house supplier has in terms of capacity to deliver.

4 Overarching initiatives (funded through Workstream 1)

A large amount of the work undertaken, particularly in the first year of the project, was focussed on setting up overarching initiatives that would support the delivery of multiple workstreams (in particular the PTP with employees and residents). This chapter discusses these initiatives, comments on their success and notes lessons learnt. These initiatives were funded through Workstream 1.

Swindon Travel Choices branding
A key early task was to establish a strong brand and image for the project. The aim was to develop a visual brand that would be clearly and easily recognisable and could be used at an early stage to build up recognition of the project. The project team felt that this ought to be a visual brand which was not explicitly linked to the branding of the Council itself.

A logo and branding guidelines were developed by the Council's in-house design team. This was then consistently applied to all project correspondence, publicity and resources. An initial task was to create roadside banners, encouraging consideration of sustainable modes. These were initially put up in those areas that were to be targeted for PTP, as a way of raising awareness of the project.

Ongoing media and communications
An important part of helping to ensure widespread recognition of and familiarity with the project has been to maintain a media profile. A number of ongoing activities have contributed towards this. In particular the team has:

- Developed a project newsletter which is distributed monthly. The distribution list now stands at around 7,000 residents
- Provided regular articles for community magazines and newsletters, providing updates on project successes
- Set up a 'TV' channel containing a range of informative videos about travel issues. www.stctv.co.uk
- Actively maintained a facebook page and twitter profile.

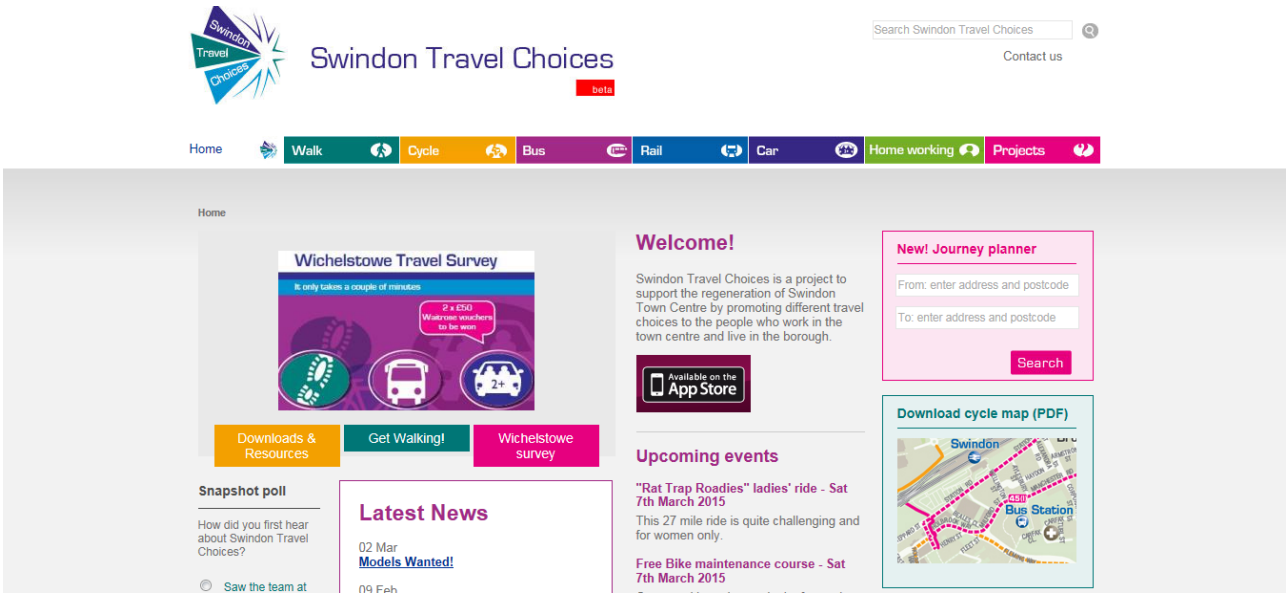
Project website
The project website www.swindontravelchoices.org.uk was one of the most important early deliverables. Designed and delivered in partnership with consultants SDG, this has delivered a step change in the presentation and accessibility of travel information for the Borough.

The site was designed to be a 'one-stop-shop' for travel information and to have live content so as to encourage re-visits. It contains:

- Information on walking, cycling, bus and rail travel, journeys by car and home working
- Details of the LSTF project – covering all four workstreams
- Live information on buses – utilising data from the real time information system
- An interactive journey planner – see below for further details
- Resources and downloads – including a full suite of maps and travel guides
- Snap-shot polls – allowing the team to collate data about opinions and preferences

- Details of events and activities – helping to promote rides, walks etc.

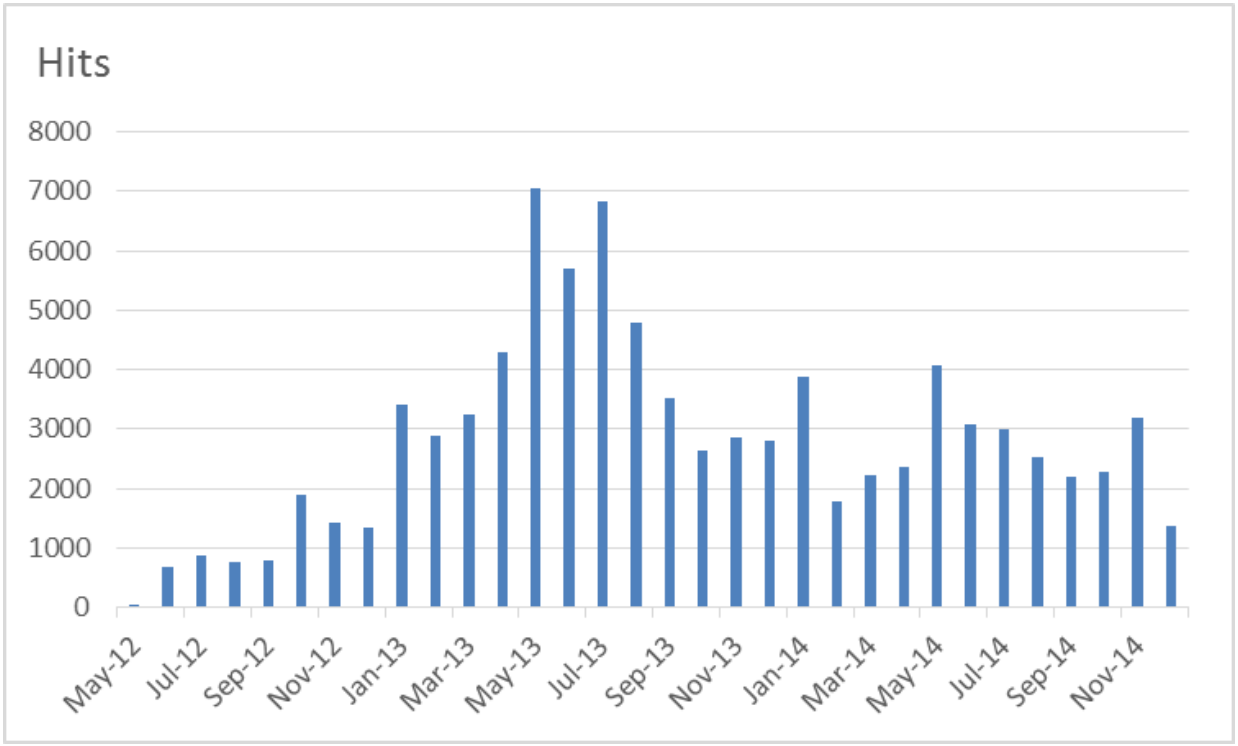
Figure 4.1 – The Swindon Travel Choices website



The site was launched in May 2012 and traffic to the website steadily grew over the course of its first year. The website is now firmly established and is averaging around 2,000 – 3,000 hits per month (gained without the need for specific promotion). In total, between May 2012 (when the site was launched) and March 2015 the site had 94,500 hits.

Figure 4.2 provides an overview of hits between 2012 and the end of 2014. The peaks in number of hits correspond closely with the period of most intense advertising.

Figure 4.2 – Number of website hits 2012 - 2014

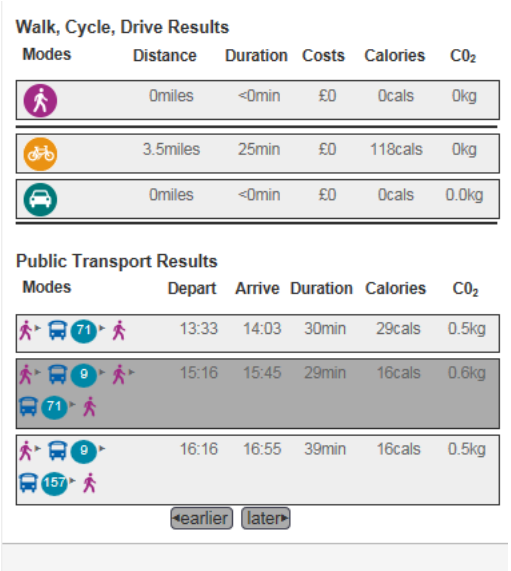


The website is designed such that it can be wholly maintained by Officers and part of the initial contract with SDG included training for Officers on how to use the Content Management System. All costs associated with its hosting are paid in advance, until March 2017. The data feeds are based on low cost/free information, meaning that the site can remain live with minimal cost beyond the end of the LSTF funding period.

Online, interactive journey planner

An important part of the development of the website was to create an online journey planner which would allow users to compare journeys by various modes. This would ensure users were aware of all their travel options and provided with sufficient information to make an informed decision about how they would choose to travel. The journey planner was developed in partnership with SDG with input from the project team, and consultation with local stakeholders at key stages.

Figure 4.3 – Example results from the journey planner



The journey planner offers a comparison between walking, journey, taking the bus or driving in terms of:

- Distance
- Duration
- Cost
- Calories burnt
- CO^2 emitted

The journey planner users bespoke base mapping, which mirrors that used for the Borough cycle map and other mapping resources. The routeing function of the journey planner uses Open Source Mapping (OSM) which means that local people are contributing to the development of the route mapping.

Over 5,000 routes were planned using the journey planner to the end of March 2015.

Travel mapping

A whole suite of new travel maps were developed as an early deliverable. These were produced by SDG (as part of a single contract which also included the website and journey planner).

A new base map for the town was developed, and this has been used as a basis for the development of:

- A refreshed cycle map for the Borough
- A series of 15 travel guides for the major employers, highlighting suitable modes of travel to each site, as a key resource for use in the employer PTP project.
- A series of community travel guides for residential areas – including for the West and East Swindon areas, as a key resource for use in the residential PTP project.

Each map based resource was made available in both hard copy and PDF format. To date 50,000 hard copy versions of the cycle map have been distributed.

Cycle loan scheme

A cycle loan scheme was considered, from an early stage, to be a key part of the suite of incentives that would be required to support the PTP work under workstreams 1 and 2.

Following research into similar schemes elsewhere and feedback from other scheme promoters a scheme was set up. The scheme:

- Was funded by the LSTF project, but administered by ReCycles, a Salvation Army Charity that repair and recondition second hand bikes
- Allowed residents of the Borough to borrow a bicycle for 8 weeks for free (but with a small refundable deposit of £70 for a new bike and £30 for a reconditioned bike)
- Offered choice of a variety of different bicycles – some reconditioned, some new (purchased by the project) and including some electric and provided guidance on the type of bicycle to suit the individual
- Offered participants the chance to book onto cycle maintenance and training courses
- Provided a cycle lock and helmet alongside the bicycle
- Offered the opportunity, at the end of the loan, to buy a reduced price bicycle
- Asked those taking a loan to complete a short survey to record their usage and views about cycling.

The scheme was launched in March 2012. 216 people completed the introductory questionnaire – hence the data shows that 216 loan bikes were taken between March 2012 and December 2014.

A full report on the loan bike data is available separately. However, in summary the data from the introductory questionnaire shows that:

- Almost all loan bikes were taken by individuals aged between 19 and 65. 43% of customers were aged 26 to 35. 25% were aged 46 to 55
- Customers were an even split between males and females
- When asked why they were considering cycling the most popular response was improving health and fitness (stated by 70% of respondents)
- 35% of those who took a loan bike did not cycle at all previously. 31% were occasional cyclists. 41% drove to work.

- 57% of respondents intended to use the loan bike to cycle to work more often. 22% intended to use cycling to help improve their fitness. 16% intended to cycle more as a leisure activity.
- The majority of people who took a loan bike had heard about the scheme via conversation (including with the PTP advisors). 24% had heard about it via communications in their workplace.

A further questionnaire was completed when the loan bike was returned. 178 responses were received to this second questionnaire. The feedback to this questionnaire show that the scheme has helped to deliver some really positive changes to people's travel behaviour. It showed that:

- 60% of respondents went on to buy a bike (32% of respondents went on to buy a second hand bike and 28% of people went on to buy a new bike)
- 98% of respondents rated the loan scheme as good or excellent. The remaining 2% rated their experience as 'ok meaning that no one had a bad experience of the scheme.
- 77% of respondents said they had noticed an improvement in their health since taking the loan bike.

Overall, between March 2012 and the end of December 2014, the statistics for the loan bike scheme showed:

- Total number of journeys recorded: 3,448 journeys
- Total distance covered: 21,992 kms
- Total time spent cycling: 1,880 hours.

Car club

At the start of the project a partnership with Co-Wheels was formed in order to introduce a car club to Swindon. Four vehicles were provided in on-street locations at:

- Swindon Station
- Fleming Way, outside the Swindon Borough Council offices
- Prospect Place in Old Town
- Northern Road.

A series of events and promotions were run to publicise the car club. The travel advisors working in the large businesses as part of Workstream 1 played an important role in publicising the scheme. Initially take up of membership was slow. However, membership later increased following:

- A national review by Co-Wheels of its pricing and marketing structure. Prices were reduced in Swindon and were printed on the side of the vehicles.
- A further phase of intensive publicity.

As of early 2015 the car club had 86 members and 131 registered drivers (SBC is a corporate member with multiple drivers on the account). By the end of 2014 average usage across the fleet reached more than 30% each month, with some cars hitting over 70% utilisation.

Bus pass taster tickets

Throughout the project a number of bus ticket promotions have been run. A bus smartcard was given, free of charge to eligible people who lived within the Borough and generally travelled to work by car. The smartcards were pre-charged with:

- A 6 day ticket on Thamesdown routes, offering flexibility to use these days of travel as and when needed
- A ticket for 7 days' worth of consecutive travel on Stagecoach services.

For each applicant a smartcard was provided in a handy wallet with a bus timetable on the understanding that the individual completed monitoring information.

In each case the smartcards could be re-charged by the recipient at the end of the free trial. Bus company data was used to monitor usage of the smartcards. Where it could be seen that a card had been re-charged this was taken as a positive sign that the user had gone on to make additional journeys by bus.

Table 4.1 provides an overview of each of the main phases of promotion, based on usage data collected by the bus companies. This shows that during the 2014 promotion:

- 8% of smartcards were topped up. This is encouraging, suggesting that 40 people went on to use the bus again. Additional users may have gone on to top up their cards after the data was gathered
- 70% of people did use their ticket at least once, suggesting that the initiative gave people the chance to try the bus – these people may go on to use the remainder of their journeys in the future and subsequently top up their smartcards
- 40% of people used up all their free journeys (but have not yet topped up their smartcard), suggesting they had a good opportunity to try the bus.

Table 4.1 – Results of bus taster ticket promotions

2012	**2014**
1,087 smartcards were distributed – 50% of these were people who generally travelled to work by car and 9% got a lift. The majority were therefore the project's target audience.	523 smartcards were distributed. Of these, 79% were car commuters and therefore within the project target audience.
After 6 months data from the bus company showed: 30% of cards were not used at all 30% of cards had been used but were not topped up Only 2% of cards had been topped up	30% of cards were not used at all 70% of cards had been used at least once 40% of cards had been used for 6 or more days (indicating that they had likely been used up completely) 7.5% of cards (35) had been topped up
An later additional 'after' online survey showed: 10% of people had topped up their card and were using it occasionally 12% of people had topped up their card and were using it regularly	

Table 4.1 – Results of bus taster ticket promotions

2012	2014
32% of people said they were using the bus more since as a result of the promotion	

Online travel plan tutorials

This training was developed to provide advice and assistance on travel planning to organisations in Swindon wanting to introduce sustainable travel measures. The online tutorials were developed to be of use whatever the level of experience or understanding of travel planning within an organisation. The tutorials are split into bite-sized pieces and included a range of topics that can either be singled out, or worked through as an entire course. This is a key legacy of the project as it provides a resource that can continue to be used, beyond the end of the project.

The tutorials can be accessed at http://www.travelplan-training.co.uk/swindon/

Car share scheme

The existing car share scheme operating in Swindon was refreshed and additional promotion was undertaken as part of the Swindon Travel Choices project.

To date over 2,600 people who live or work in Swindon have registered for free with www.carshareswindon.com. Membership has increased significantly since the start of the LSTF project.

Carshareswindon.com is an online database operated by liftshare on behalf of Swindon Borough Council that matches people together based on the routes and times that people travel. Membership of the scheme is shown in Table 4.2.

Table 4.2 – Car share membership

Year	New car share members
2009	122
2010	111
2011	377
2012	216
2013	241
2014	224

Liftshare.com calculate that the scheme members that are currently car sharing save 1,438,875 miles per year, and save £352,088 per year, between them.

Bus wifi

Over the course of the project LSTF capital funding has facilitated the installation of wifi systems on buses across Swindon.

The first tranche of wifi systems were installed on six Thamesdown Transport “Streetlite” buses in late April 2013. The devices were installed on vehicles operating on the route 15/15a which connects the town centre and north Swindon, via Swindon College, Haydon End, Taw Hill, Oakhurst, Redhouse and Haydon Wick.

A user satisfaction survey was carried out during November 2013. Each unique user was presented with the survey once when they logged onto the system. 858 survey responses were returned. The results were very positive, showing high levels of satisfaction with the service, and more use of the bus as a result. It also identified that social media was the primary use of the system.

Table 4.3 - How would you rate your experience of using Thamesdown Wi-Fi?

Excellent	80%
Very Good	10%
Satisfactory	9%
Poor	1%

Table 4.4 - What do you mainly use the Wi-Fi for?

Social media such as Facebook and Twitter	86%
Personal emails	2%
Work emails	1%
Browsing the Web	9%
Browsing the News	2%

Table 4.5 - Do you use the bus service more as a result of it having Wi-Fi on board?

Yes, once a month more	66%
Yes, 1 to 3 days a week more	8%
Yes, 4 to 7 days a week more	9%
No, no change to my bus use	16%
No, I use the bus less	1%

Following the success of the initial trial, further buses were fitted out with wifi during 2015/16.In total 30 buses on 7 routes now have wifi.

Active Swindon Challenge

An Active Swindon Challenge programme and website was developed in 2012 (as part of the website development contract) and was promoted through the PTP projects as a way of encouraging, motivating and incentivising employees to cycle or walk to work.

Early in the project, the decision was taken to develop a bespoke system. Whilst a number of ‘off the shelf’ products were available, these were restricted in terms of the amount of customisation possible and the amount of data provided back to the host authority for analysis. The development of a bespoke system meant that a challenge could be more tailored to the project and that the data would be available for use in the future.

Throughout the life of the LTSF project the website and the format of the Challenge has evolved and improved so the programmes run in 2012, 2013 and 2014 were all therefore slightly different. Table 4.6 highlights the development of the Challenge from 2012 to 2014.

Table 4.6 – Key features and development of the Active Challenge programme

2012	**2014**
The challenge ran for 4 weeks	The challenge ran for 4 months.
The challenge focussed on cycle journeys.	The programme was updated to become a sustainable travel challenge – it included walking, bus/rail trips and car sharing as well as cycling.
301 people logged journeys	In total 1,052 people registered.
The challenge was aimed at companies and based on workplaces competing against each other. It was dominated by a small number of people who cycled a long distance. These people tended to already be regular cyclists (therefore not the target audience).	The programme was broadened out beyond workplaces. Individuals and families were encouraged to take part. The programme was made less competitive, with more of a focus on being rewarded for making sustainable travel trips.
50 companies were pre-registered for the challenge.	600 previously registered participants were automatically transferred. Challenge flyers were handed out in the town centre. A promotion was run in the Swindon Evening Advertiser and this resulted in over 200 sign ups.
Prizes were offered at key points.	Additional prizes were offered as an extra incentive (but were difficult to administer).
At the point of registration, users were asked to answer a number of questions on their travel behaviour.	A smaller number of questions were asked in order to stream line registration.

The Challenge was useful in terms of providing a motivation and incentive to encourage people to try sustainable modes. It was perceived as a dynamic and interesting initiative that people were keen to find out more about, hence it was a useful 'hook' for promotional activities.

However, amount and type of data collected meant that it was not possible to tell whether the journeys logged were new trips, or were trips that would previously have been made by car. In direct response to this learning point, for the 2015/16 challenge functionality has been added to capture data on whether trips by active travel are replacing a car trip.

Project diary

Throughout the project the team has maintained a project diary in order to capture all the initiatives rolled out as well as the background context and 'mood' for transport within which the project has been delivering. This has served as a way of recording:

- External events and issues that may have affected travel behaviour, for example, road works and petrol price variation. This information provides a useful context within which other data can be considered
- Press coverage of general transport issues and the project itself – both positive and negative. For example, in recent months there has been negative press coverage of congestion associated with essential road maintenance
- For each event or promotion held the number of people engaged (see Table 4.7), comments on the general success and notes on lessons learnt have been recorded.

Table 4.7 – Data from the project diary

	2011/12	2012/13	2013/14	2014/15
Number of events, activities, initiatives and promotions	7	85	131	81
Estimated number of people engaged/receiving messages	164,000	9,600	170,000	35,000

Cycle maintenance

Throughout the project, cycle maintenance courses have been offered to residents and across workplaces. These have been run by a local supplier. In total 488 people have attended these courses.

5. Workstream 1 – Large Employers

Headline Achievements – Workstream 1…
➢ Delivered travel advice to 16 companies, with a potential audience of over 23,500 employees ➢ Between 2011 and 2014 the team worked intensively with a first tranche of 8 companies. During this time car use decreased (from 44.2% to 40.2%) ➢ Delivery of the overarching initiatives covered in Chapter 4.

Scope

Workstream 1 aimed to work with the largest employers in the town centre to promote sustainable modes of travel to work through personalised travel planning. Initially this workstream focused on the following 8 employers:

- North Star House (BT, BCS)
- First Great Western
- National Trust
- Nationwide
- Network Rail
- Research Council
- Swindon Borough Council
- Swindon College.

Altogether, in 2011, these sites employed around 6,900 staff as shown in Table 5.1, meaning that the PTP initiatives had potential to reach an audience of 6,900 people.

Table 5.1 – Initial group of target employers and number of employees

Employer	**2011 no of employees**
North Star House	1,200
First Great Western	350
National Trust	500
Nationwide	300 (town sites)
Network Rail	500
Research Councils, Polaris House	1,300
Swindon Borough Council	2,000
Swindon College	750
Total potential audience for PTP	**6,900**

*Note that Zurich was initially identified in the bid as one of the target companies but it was not possible to work with them initially, due to security and data protection issues. They were however included in the 2nd tranche of companies targeted in 2014.

Working with these employers was the focus of years 1, 2 and 3 of the project. By year 4 it was felt that the original big 8 had been saturated with sustainable transport messages, therefore in year 4, work moved on to focus on a new group of employers/employment sites that included:

- Great Western Hospital

- Intel
- Openwork
- Kembrey Park
- Windmill Hill Business Park
- Oxford Brookes
- Zurich.

These employers/business parks employ around 16,690 people as shown in Table 5.2, meaning that 16,690 people had potential opportunity to benefit from the PTP events and initiatives.

Over the two tranches of employers, the potential audience for PTP was therefore over 23,000 people.

Table 5.2 – Second group of target employers and number of employees

Employer	**2014 employees**
Great Western Hospital	8000
Intel	800
Openwork	270
Kembrey park (total)	2,500
Windmill Hill (total)	4,000
Oxford Brookes	20 full time staff, plus students
Zurich	1,100
Total potential audience for PTP	**16,690**

Budget

This workstream was allocated an overall budget, across the four years of the project of:

- £1,500,000 of revenue funding
- £840,000 of capital funding.

Note that this funding allocation also covered the costs of the overarching initiatives mentioned in Chapter 4.

Resourcing

The team for delivery of this workstream included:

- A Senior Officer, who has worked part time on the overall management of this workstream for the duration of the project, balancing this alongside additional commitments
- A full-time co-ordinator dedicated to this workstream, who has planned day to day activities (and who acted as travel advisor when needed)
- 2 full-time travel advisors who have worked up to 40 hours per week, including early mornings and weekends)
- 2 part-time travel advisors, who have averaged around 10-12 hours per week.

Outputs anticipated in the bid

The bid included reference to a range of initiatives and activities, all of which have been successfully delivered as shown in Table 5.3.

Table 5.3 – Delivery of outputs listed in the bid

Output envisaged in bid	**Achieved?**
Hold adult training sessions to raise the confidence of new cyclists	Cycle training was offered on a referral basis throughout the PTP. However, take-up was extremely low, with only 5 people ultimately receiving training.
Hold walking and cycling "buddy" events to increase the knowledge of the existing network, develop lunchtime clubs - led by champions - to explore the network on bike or foot	Buddy events were offered at 3 workplaces but there was no take up. In 2013, they were replaced by Sunday 'discovery' rides and subsequently by Sky Ride Local (albeit that these were not LSTF funded). These averaged 17 participants per week.
Develop a multi modal journey planning website to link to employer's intranet sites.	Yes – the journey planner is part of the Swindon Travel Choices website. All employers were encouraged to add a link to this site from their intranet. 5,127 journeys have been planned (as of March 2015).
Implement a scheme to allow bike-less employees to borrow a cycle for a month to "try out" commuting on 2 wheels.	A loan scheme has set up and, in total, 216 loans have been fulfilled.
Hold one-to-one sessions with employees to identify direct and safe routes they could cycle and walk to work;	Initially the aim was to hold one-to-one PTP sessions with employees. However, the team found this very difficult to roll out. In several workplaces the idea of travel advisors roaming around desks was not welcomed (data protection issues etc) and in others the team struggled to book one-to-one appointments. Speaking to people at events soon proved to be the most realistically achievable mechanism. The majority of our program of work was then subsequently based on an events-based approach.
Implement effective travel plan measures including notice boards, cycle parking improvements, priority car share spaces, showers and lockers.	30 workplaces have benefitted from improved facilities via our grant scheme – this has funded cycle racks, improvements to showers etc.
Work with employers to encourage home working.	A section of the project website is dedicated to home working.
Establish a network of champions within the workplace who can continue initiatives once the LSTF project is finished.	In each workplace we have identified a champion who will continue to roll out active travel campaigns and travel plan work. We have developed a series of on-line tutorials to assist with this.

Methodology and results - Initial big 8, 2011-13

Our methodology for working with the initial group of employers in years 1, 2 and 3 was based on the following key steps. Each of these stages is discussed further below:

- Baseline survey
- Travel plan advice and grant funding
- PTP conversations and events and ongoing promotions
- Follow up survey.

Baseline survey

A baseline survey was undertaken in autumn 2011 employees from Nationwide, Swindon College, National Trust, Swindon Borough Council, First Great Western, BT, Network Rail and the Research Councils. The survey established how people currently travelled to their workplace, what they thought stopped them from using non car modes and sought their views on what improvements were needed, both at the workplace and off site, in order to make it easier to travel without a car.

Each organisation was offered £1 per completed survey to incentivise survey completion. Each organisation chose to spend this in a different way. Some provided each member of staff with a chocolate bar on completion of the survey, others used the money to purchase a raffle prize, with everyone who completed the survey being automatically entered for a chance to win.

1,992 completed surveys were returned, representing a 29% response rate.

Travel plan advice and grant funding

At an early stage in the project an audit of the sustainable travel facilities at each workplace was commissioned. This considered the range of transport facilities including car parking, access onto site, cycle parking, signage, lockers, showers and changing rooms. Facilities were graded on a 5 star rating system. This helped to identify areas where improvements could be made. The recommendations of the report were costed and phased according to urgency and deliverability.

In 2011/12 and 2012/13 grants were offered to the "Big 8" employers to fund recommended items in their audit report. In 2013/14 the grant scheme was broadened out and offered to small and medium sized companies and in 2014/15 it was offered to the new tranche of large employers that were targeted through Workstream 1.

The objectives for the grant scheme were:

- To bring facilities up to a standard that would enable modal shift to take place in the workplace
- To respond to key concerns and comments from employees in the 2011 baseline survey
- To provide access to funding for employers that wouldn't otherwise be available.

Over the life of the project 30 employers have benefited from the grant scheme. Table 5.4 provides an overview of all the facilities funded.

Table 5.4– Employer Grant Scheme

Year	Recipient	Received	Cost
2011/2012	Research Councils	2 x Brompton bikes and docks/lockers. Secure coat hangers	£3,000
	Swindon Borough Council – Civic Centre	Pool bikes Treehouse secure cycle park Showers	£48,000
	Swindon Borough Council – Health Hydro	Cycle parking	£3,200
	Swindon Borough Council – Oasis Leisure Centre	Cycle stands for visitors Secure cycle cage for staff	£11,800
	Swindon College	3 x new bike shelters Roof for existing bike shelter Real time PT screen	£31,000
	BT (North Star House)	2 x pool bikes 20 x lockers	£2,500
	Nationwide	20 x secure cycle storage 20 x lockers 25 x Brunel cycle storage area passes	£16,800
2012/13	Research Councils	Shower refurbishment Additional cycle parking Car park electric vehicle charging points	£14,100
	Swindon College	Shower refurbishment	£21,800
2013/14	Research Councils	Footbridge improvement (50% match funded)	£6,300
	Swindon College	20 x cycle stands plus installation	£5,700
	Swindon Borough Council	Pool bikes for rangers at Lydiard Park	£1,100
	ATB Skate Park	Covered bike shelter (50% match funded)	£1,200
	Doeflex	Shower improvements (50% match funded)	£3,800
	Kembrey Park	Bike parking (50% match funded)	£3,100
	Upham Road	Bike parking	£6,000
	Saltway Centre	Bike parking and lockers	£1,600
	New College	Bike parking (50% match funded)	£5,000
	Business West	Shower room	£5,000
	Harris Ethical	2 x pool bikes (50% match funded)	£300
	TD Williamson	Shower conversion (50% match funded)	£4,800
	Network Rail	Bike stand (50% match funded)	£600
2014/2015	Oxford Brookes University	Additional bike bins and shower	£5,000

	Kembrey Park	Additional bike stand. CCTV to protect cycle stands. 3rd application for more stands and CCTV	£5,000
	Windmill Hill (Stella Building)	Cover for existing bike stands	£5,400
	Stratton Parish Council	Toast rack cycle parking for visitors to leisure centre, bike box for staff cycling to work.	£4,700
	24 hour gym	Cycle shelter and toast rack	£660
	Pure offices	Cycle shelter	£3,000
	Metric Group	Cycle parking	£4,000
	609 Delta	2 electric pool bikes	£2,000
	Great Western Hospital	Tumble driers, lockers and changing room improvements and cycle parking	£5,000
	AFL	Refurbishment of shower room	£2,000
	Connect Group	Electric charging points	£4,600
	St Joseph's College	Creation of new staff cycle parking area	£35,600

Personalised Travel Plan (PTP) conversations and events
Initially, it was envisaged that PTP conversations could be held informally via a desk surfing approach or by pre-arranged appointment. However, neither of these approaches proved to be very successful. In some organisations desk surfing was not welcomed, in part due to issues with data protection and security (particularly in the financial sector). In addition, it proved difficult to talk one-to-one with people at their desks and often conversations ended up being with a group, in which case it was difficult to specifically identify car drivers (our target audience) from others.

It was also difficult to encourage employees to volunteer for appointments. Travel advisors found that when appointments were simply allocated to individuals, people frequently didn't attend. Anecdotally, only around 50% of appointments were attended.

As an alternative, an events based approach was therefore favoured. At each site, a team of travel advisors worked with the workplaces to run briefings on travel topics. This was much more successful and sessions were generally well attended by people who were interested in the headline topic – the travel advisors were then able to engage in PTP conversations in a more productive way. This approach evolved into one based on themed events, such as bike doctor days, try a bike events and car share coffee mornings. Again, these events were a good way of attracting attention so that PTP conversations could then be held.

Part way through the project the team purchased a smoothie bike and this was used as part of an eye-catching display that toured around car parks, reception areas and staff canteens. The travel advisors found that the time it took to pedal a smoothie was perfect engagement time, allowing them to discuss travel choices and preferences.

Events were scheduled so that each employer benefitted from multiple events throughout the year. Latterly an approach based on themed months was taken forward.

The team of travel advisors was trained in motivational interviewing techniques. Conversations with individuals (whether an event or in a one to one appointment) aimed to to explore the individuals' feelings towards types of travel and allow them to draw conclusions for themselves about changes they want to make to their lives.

The conversations were supported by a number of incentives and resources, which were offered to help encourage the individual to make a positive change to their travel behaviour. These included:

- The opportunity to attend cycle training and bike maintenance courses
- The cycle loan scheme
- An 'active travel' challenge
- Car club
- Freebies such as pedometers, cycle locks etc
- Various maps, timetables and travel guides.

Mid point survey, 2013
In 2013 the baseline survey was repeated to track progress over the first 2 years. 1,388 survey responses were received.

Following this survey the team moved on to work with a new group of companies (albeit maintaining an occasional presence at key events). The 2013 survey therefore tracks the progress made over the period of intensive PTP events with the first group of 8 companies.

The results were positive and show that there was a **reduction in car driver trips** and an **increase in a walking and cycling** compared to 2011. Notably, across those surveyed:

- Car driver mode share was down 4%, from 44.2% of all trips in 2011 to 40.2 in 2013
- Cycle mode share was up 0.5%, from, 5.9% in 2011 to 6.4% in 2013
- Walking mode share was up 1.4%, from 14.1% in 2011, to 15.5% in 2013.

Full results are shown in Table 5.5.

Table 5.5 – Mode of travel to work (for longest part of journey), from snapshot surveys in 2011 and 2013

	2011	**2013**	**Change 2011 - 13**
Total number of surveys returned	1,992	1,388	
Car driver	880 people 44.2%	558 people 40.2%	- 4.0%
Car driver with passengers	187 people 9.4%	147 people 10.6%	+ 1.2%
Get lift with colleague	38 people 1.9%	24 people 1.7%	- 0.2%
Get dropped off	52 people 2.6%	39 people 2.8%	+ 0.2%
Bus	221 people 11.1%	129 people 9.3%	- 1.8%
Train	194 people 9.7%	174 people 12.5%	+ 2.8%
Cycle	118 people 5.9%	89 people 6.4%	+ 0.5
Walk	281 people 14.1%	215 people 15.5%	+1.4%
Other (motorcycle/taxi/run/park & ride/jog)	21 people 1.1%	12 people 0.9%	- 0.2%

It should be noted that, due to the nature of the survey, there is likely to be an element of survey bias, as those that chose to complete the survey are likely to be those who have had some exposure to the LSTF project, or a general interest in travel issues. Therefore, assumptions based on this data should also be used with an element of caution.

Noting the above, but applying these results to all employees (6,900) across the 8 workplaces, this equates to:

- 276 fewer people driving to work each day in 2013, compared to 2011 (3,050 in 2011 and 2,774) in 2013.
- 552 fewer car trips to work each day (a return journey is 2 trips)
- 35 more people cycling to work each day (407 people cycling in 2011, compared to 442 people in 2013)
- 70 more cycle trips to work each day (a return journey is 2 trips)
- 97 more people walking to work each day (973 people in 2011, compared to 1,070)
- 194 more walking trips to work each day (a return journey is 2 trips).

End of project survey, 2014

A final survey of the initial 8 target companies was undertaken in 2014 to show the trends over the three year period. As noted above, the Swindon Travel Choices team did not work intensively with these employers during 2014.

The 2014 survey was completed by 1,683 respondents. The results are interesting as they show that:

- Compared to 2013 car driver trips had increased in 2014, back to the level that they were at in 2011 (44.2%).
- Cycle trips to work decreased between 2013 and 2014, and were down to 5.3% in 2014, 0.6% lower than the level in 2011.
- Walking trips decreased between 2013 and 2014, but remained slightly higher than their 2011 levels, at 14.3%.

Table 5.5 - Mode of travel to work, from snapshot surveys in 2011, 2013 and 2014

	2011	2013	2014	Change 2011 – 14
Total number of surveys returned	1,992	1,388	1,683	
Car driver	880 people 44.2%	558 people 40.2%	744 people 44.2%	-
Car driver with passengers	187 people 9.4%	147 people 10.6%	178 people 10.6%	+ 1.2%
Get lift with colleague	38 people 1.9%	24 people 1.7%	30 people 1.8%	- 0.1%
Get dropped off	52 people 2.6%	39 people 2.8%	35 people 2.1%	- 0.5%
Bus	221 people 11.1%	129 people 9.3%	151 people 9.0%	- 2.1%
Train	194 people 9.7%	174 people 12.5%	188 people 11.2%	+ 1.5%
Cycle	118 people 5.9%	89 people 6.4%	89 people 5.3%	- 0.6%
Walk	281 people 14.1%	215 people 15.5%	241 people 14.3%	+ 0.2%
Other (motorcycle/taxi/ run/park & ride/jog)	21 people 1.1%	12 people 0.9%	20 people 1.2%	+ 0.3

Applying the 2011 and 2014 results to all employees (6,900) across the 8 workplaces, this suggests that:

- There has been no change in car driver km between 2011 and 2014
- 42 fewer people are cycling to work per day (407 people in 2011 compared to 365 in 2014)
- 84 fewer cycle trips are being made each day (a return journey is 2 trips)
- 294 fewer km are being cycled per day (assuming an average cycling distance to work of 7km round trip per day)
- 14 more people are walking to work each day (973 people in 2011, compared to 987 people in 2014).

It is disappointing that these overall results are not more positive. But, that said, it is positive to see that car driver mode shift has not increased since 2011. The results perhaps

reflect that smarter choices and PTP efforts need to be ongoing in order to maintain an impact. Potentially the increase in car trips and the decrease in walking and cycling trips reflects the fact that the intensity of events and promotions at these sites was reduced in 2014.

The survey also asked people to say whether they were using walking, cycling or driving, more or less for their daily commute than they were in 2011. The results, shown in Table 5.5, suggest that overall people are reporting that they are walking and cycling more than they were in 2011 (in both cases the number of people who said they were doing this more, is greater than the number who said they were doing it less).

These results differ and are more positive than those shown in Table 5.5. This may be because the results in Table 5.5 are based on a survey question focused on identifying the mode of travel used for the longest part of the journey to work, where as those shown in Table 5.6 are based on a survey question which asked generally about modes used as part of the daily commute (so could include travelling to a rail station or bus stop). The results in 5.6 may also reflect that people are using alternative modes occasionally more than they did previously.

Table 5.6 – Numbers of people who said they were using each mode more or less in 2014 compared to in 2011

	More	**Less**	**Net change**
Car (driving alone)	18.8%	18.3%	- 0.5%
Cycle	10.4%	8.4%	+ 2.0%
Walk	22.0%	10.5%	+ 9.5%
Bus	12.6%	12.7%	- 0.1%
Train	11.2%	6.8%	+ 4.4%
Car share	10.7%	6.5%	+ 4.2%

Quantified impacts, initial big 8, 2011 - 2014
Table 5.7 aims to quantify the overall impact of the work with the original group of 8 companies between 2011 and 2014. These calculations assume that the survey results are representative of all employees across the 8 companies and assume that the average journey to work is 32km as a round trip (although include a sensitivity test for a 7km journey length assumption).

Assuming a 32km round trip to work, over the life of the project they show that overall this element has helped to save:

- Over 3 million car km
- 410 tonnes of carbon

However, if it assumed that those people who no longer drive to work have swapped mode it is likely that they are travelling less than the average 16km to work. Therefore, in order to make a more realistic estimate of likely impact a revised figure of 7km for a return journey (assuming that 3.5km is a suitable distance for walking or cycling to work) is used.

Using the more conservative assumption of 7km return trip length, the project has helped to save:

- 670,000 car kms
- 90 tonnes of carbon

Table 5.7 – Quantified impact of workstream 1, initial big 8 companies

	2011	**2012 (assumed)**	**2013**	**2014**
Number of employees/potential audience for PTP	6,900 – assumed constant across the life of the project			
% employees as car driver	44.2		40.2	44.2
Number of employees as car driver	3,050	2,912 (mid-point assumed)	2,774	3,050
Difference in number of car drivers compared to 2011	n/a	- 138	- 276	0
Average length of return journey to work. Based on 16km quoted in 2011 census. (7km included as a sensitivity test)	32km (7km)		32km (7km)	32km (7km)
Car kms travelled to work as car driver per day	97,600km (21,350km)	93,184km (20,384km)	88,768km (19,418km)	97,600km (21,350km)
Number of working days per year	232	232	232	232
Km travelled to work as car driver per year	22,643,200km (4,953,200km)	21,618,688km (4,729,088km)	20,594,176km (4,504,976km)	22,643,200km (4,953,200km)
Car km saved compared to 2011	-	1,024,512 (224,112km)	2,049,024 (448,224)	0
Total km saved 2011 to 2013	3,073,536km (672,336km)			
Litres of fuel saved	176,876 litres (assumes 0.0575 litres fuel saved/km) (38,692 litres)			
Tonnes of carbon saved	411 tonnes (assumes 0.0023 tonnes saved per litre of fuel) (90 tonnes)			

*Brackets indicate 7km journey length sensitivity test

Methodology and results - new big 8, 2014

As noted above, in 2014 the Swindon Travel Choices team moved on to work with a new group of companies which included:

- Great Western Hospital
- Intel
- Openwork
- Kembrey Park
- Windmill Hill Business Park
- Oxford Brookes
- Zurich.

The methodology followed in these workplaces was based on the lessons learnt with the initial group of companies. It therefore focused very much on a rolling programme of events. These companies also different from the initial tranche as they are located on the edge of the town centre rather than within the central area.

Baseline survey

Due to the more limited time frame for working with these companies, and partly due to the nature of the companies themselves, it was not possible to undertake e-surveys with all the target companies. A more pragmatic approach was therefore taken, adopting the individual mechanism that worked best for each company, rather than a blanket approach.

A baseline e-survey was undertaken in March 2014 at Kembrey Park (Pure Offices, Thames Water & Rowan House), Openwork and Intel: The survey was available online via the Survey Monkey website and paper copies were made available for employees. The survey had the potential to reach approximately 1,650 employees.

At Windmill Hill and Great Western Hospital a different approach was adopted. Instead of undertaking the e-surveys a lighter touch approach was adopted. This involved traffic counts over two days in March.

No surveys were undertaken at Oxford Brookes or Zurich.

In addition to the e-survey at Kembrey Park traffic counts were also undertaken over one day in March.

PTP

During 2014 a themed 'roadshow' style programme of events was adopted. The travel advisors toured the 8 sites offering a comprehensive programme of events, promotions and activities, covering all modes. As with the original 8 companies the approach adopted was one based on using events as a springboard to PTP conversations.

Follow up survey

A follow up e-survey was undertaken with staff at Kembrey Park, Openwork and Intel in October 2014. The results, shown in Table 5.8, indicate that over the period March to October there was positive mode shift:

- Car driver mode share decreased by 2.5% from 66.9% in March to 64.4% in October (the generally higher levels of car use compared to the initial 8 companies reflects predominantly out-of-town locations).
- Cycle mode share increased by 0.5%, from 5.5% in March to 6% to October.
- Walking mode share increased by 1.2%, from 6.5% in March to 7.7% in October.

Assuming that these surveys are representative of the 3,570 staff across these 3 sites the data suggests that there were

- 89 fewer car drivers (2,388 people in March, compared to 2,299 in October)
- 18 additional people cycling each day
- 36 additional cycle trips per day
- 43 additional people walking each day
- 68 additional people using the bus each day

Table 5.8 - Mode of travel to work, from snapshot surveys March and October 2014

	March 2014	**October 2014**	**Change March - Oct**
Car driver	66.9% 2,388 people	64.4% 2,299 people	- 2.5% - 89 people
Car driver with passengers	6.3% 225 people	6.0% 214 people	- 0.3% - 11 people
Get lift with colleague	3.0% 107 people	3.0% 107 people	-
Get dropped off	2.2% 79 people	2.1% 75 people	- 0.1% - 4 people
Bus	6.3% 225 people	8.2% 293 people	+ 1.9% + 68 people
Train	1.7% 61 people	1.7% 61 people	-
Cycle	5.5% 196 people	6.0% 214 people	+ 0.5% + 18 people
Walk	6.5% 232 people	7.7% 275 people	+ 1.2% + 43 people
Other (motorcycle/taxi/ run/park & ride/jog)	1.5% 53 people	0.9% 32 people	- 0.6% - 21 people

Traffic counts

In addition to the snapshot e-survey, manual traffic counts were undertaken (at some sites only) in both March and October as a means of recording levels of change in vehicle, pedestrian and cycle flows. These were based on visual counts, undertaken at the site entrances. The results are shown in Table 5.9 and 5.10.

	Solo Occupation	**2+ Per Car**	**Motorbikes**	**Bus (On/Off)**	**Pedestrian**	**Cyclist**	**Total**
March	1565	255	12	51	70	50	2003

	78%	13%	1%	3%	3%	3%	100%
October	2401	344	45	59	110	78	3037
	79.06%	11%	1%	2%	4%	3%	100%
Change	0.93%	-1%	0%	-1%	1%	0%	

Table 5.10 - Results of traffic counts at the Great Western Hospital

	Solo Occupation	**2+ Per Car**	**Motorbikes**	**Bus (Off)**	**Pedestrian**	**Cyclist**	**Total**
March	1737	775	14	391	125	49	3091
	56%	25%	0.5%	13%	4%	2%	100%
October	2206	1080	14	343	169	50	3862
	57%	28%	0.5%	9%	4%	1%	100%
Change	1%	3%	-0%	-4%	0%	-1%	

At Kembrey Park, the counts suggest that between March and April 2014:

- Car solo occupation increased very slightly – by 0.93%, but this could be partly explained by a slight decrease in car sharing which was down 1.4% compared to March. Overall the number of journeys made by car decreased by 0.2%
- Cycle and walk mode share increased very slightly. Cycling increased by 0.07% and walking by 0.13%.

At the Great Western Hospital the counts suggest that:

- Solo occupation also increased very slightly, also by 0.93% but car sharing was also up, by 2.89% compared to March
- Cycling was very slightly down, by 0.29% compared to March
- Walking was up by 0.33%.

The results of the traffic counts are less optimistic than the e survey results, suggesting less mode shift. This is perhaps inevitable given that:

- Although survey completion was incentivised, employees themselves chose whether to fill in the e-survey meaning that the sample was effectively self-selecting. It is quite likely that those who chose to fill in the survey had an interest in transport or had been more actively involved in the Swindon Travel Choices initiatives, therefore perhaps more likely to report a change in travel behaviour. The e-surveys may therefore not be entirely representative of all employees.
- The traffic counts were undertaken in the spring and early winter, potentially missing the months when walking and cycling may have been at their highest. It is possible that employees were encouraged to try walking and cycling as a result of the PTP initiatives, but that this was not picked up by the traffic counts. The behaviour change in e-surveys are likely to pick up travel change.

- The results are likely to reflect the differences between the sites surveyed and may reflect, for example longer distances travelled to work (and therefore less opportunity for mode shift).

Quantified impact
Table 5.11 assumes that the results from the e-surveys at Kembrey Park, Openwork and Intel can be applied across all 8 companies that were targeted in 2014.

This suggests that this work resulted in a conservative estimate (based on 7km per day) of around 340,000 vehicle kms saved over the life of the project. A higher-end estimate, based on a assumed journey to work distance of 32km, would be a saving of 1.5million car kms over the 6 months March to October.

Table 5.11 – Quantified impact of work with 2nd batch of 8 companies, 2014

	March 2014	**October 2014**
Number of employees/potential audience for PTP	16,690	16,690
% employees as car driver	66.9	64.4
Number of employees as car driver	11,166	10,748
Number of car drivers compared to March 2014	n/a	-417
Average length of return journey to work Based on 16km quoted in 2011 census. (7km included as a sensitivity test)	32km (7km)	32km (7km)
Km travelled to work as car driver per day	357,312km (78,162km)	343,936 (75,236)
Number of working days in 6 month period	116	116
Km travelled to work in 6 month period	41,448,192km (9,066,792km)	39,896,3576km (8,727,376km)
Total km saved March to October 2014	1,547,904km (339,416km) October figures minus March figures	
Litres of fuel saved March to October 2014	89,079 litres (assumes 0.0575 litres fuel saved per km) (19,533 litres)	
Tonnes of carbon saved March to October 2014	207 tonnes (assumes 0.0023 tonnes saved per litre of fuel)	

	(45 tonnes)

*Brackets indicate 7km journey length sensitivity test

Legacy

An important part of the LSTF project has been to secure a positive legacy and ensure that benefits can continue to be seen once the funding has expired. This workstream leaves a positive legacy which includes:

- A huge amount of **knowledge and experience** gained by the Council's in-house team, which can be used positively to influence travel behaviour in the future.
- **Travel champions** in each of the businesses we have worked with, who will continue to promote sustainable travel in their workplaces.
- A suite of **on-line travel modules** designed to help businesses develop their own travel plans and implement initiatives to help encourage their employees to choose sustainable modes. http://www.travelplan-training.co.uk/swindon/
- **The website**, which will remain live and continue to be a one-stop-shop for travel information across the Borough.
- A stock of **resources and materials** (such as maps and leaflets) which can be used to encourage sustainable travel.

6. Workstream 2 – Residential Personalised Travel Planning (PTP)

Headline Achievements – Workstream 2…
➢ Targeted 19,000 households across West and East Swindon ➢ Engaged 7,500 households and offered advice and guidance on sustainable modes ➢ Delivered 35,000 resources e.g. travel maps, timetables and leaflets ➢ Resulted in positive behaviour change amongst those who participated. ➢ 22% of participants in West Swindon and 11% in East Swindon said they were using the car less as a result of the project.

Scope

The overall aim of this workstream was to undertake personalised travel planning (PTP) with residents of West Swindon. The original bid identified West Swindon as the focus for PTP because it has a large proportion of residents who work within the town centre and this journey is within reasonable walking/cycling distance.

The bid recognised also that commuters from West Swindon contribute to peak hour congestion on key primary routes and therefore the impact of encouraging mode shift could be significant. The bid made a commitment to roll out PTP to a wider audience in the latter years of the project, based on the initial lessons learnt.

Under this workstream two PTP projects and associated initiatives have been delivered. In 2013, a comprehensive PTP programme was delivered across **West Swindon**. The delivery of this project was outsourced to specialist company JMP.

Based on the success of the West Swindon project, a second project was rolled out in 2014. This focused on the **East Swindon** area. This initiative was run by an in-house team based on the insights gained from the 2013 project. East Swindon was chosen because it is a reasonable cycling distance from the town centre, with good bus links.

Both projects were based on a ‘door knocking’ PTP approach, which sought to engage the households in a doorstep conversation and, using motivational interviewing techniques, to probe their travel habits and ‘nudge’ towards more sustainable travel choices. The headline results from the two projects were very encouraging, showing that in each case the PTP projects helped to encourage significant behavior change.

Budget
This workstream was allocated an overall budget, across the four years of the project of:

- £600,000 of revenue funding
- £240,000 of capital funding.

Resourcing
This project was resourced and delivered through a combination of:

- In-house staff
- Temporary staff, employed as travel advisors
- Specialist consultants JMP who ran the first year of door to door PTP in West Swindon and subsequently trained the Council's own staff and temporary staff in preparation for the second phase of PTP in East Swindon.

Outcomes anticipated in the bid
The bid outlined a process and a series of likely outcomes. These have all been fulfilled, as shown in Table 6.1.

Table 6.1 – Delivery of outputs listed in the bid

Output envisaged in bid	**Achieved?**
Build on the 'routes to health' web-based tool to allow residents in West Swindon to record active travel journeys and see the positive health impacts of using sustainable active modes via an online journey planning tool.	An online journey planner was delivered as part of www.swindontravelchoices.org.uk. The Active Swindon challenge also allowed active journeys to be logged.
Work with the West Swindon Cluster (now called the Locality) to develop the PTP programme	The PTP team attended numerous Locality meetings and gave presentations on the PTP project.
Use West Swindon as a starting point for a larger scale project. Use West Swindon as an opportunity to learn how to conduct PTP most effectively, giving maximum value for money.	East Swindon was targeted in 2014/15. During 2015, based on a review of the West and East Swindon projects a 'light touch' PTP process is being trialed in areas adjacent to the Western Flyer. This will itself be reviewed in terms of success and value for money.
In the final year of the LSTF roll out PTP to other areas.	

West Swindon Methodology

Please note that the project report provides a more comprehensive account. This is available at http://www.swindontravelchoices.co.uk/projects/downloads-resources.aspx.

As noted above, the day to day management and operation of the West Swindon PTP project was outsourced via a procurement exercise. JMP were appointed in March 2013.

The aim of the West Swindon project, as set out in the tender documents and reflected in the methodology proposed by JMP, was to target all households in the West Swindon area – some 11,000 in total.

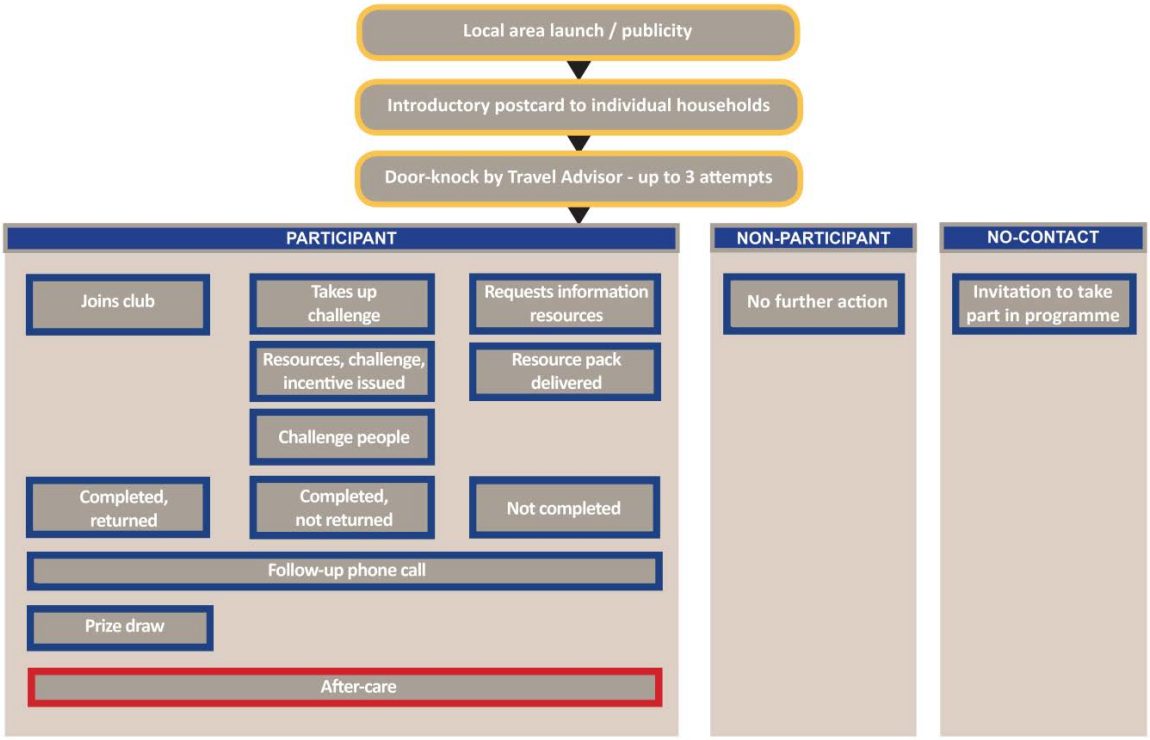
The project team comprised:

- A senior Officer acting as a light touch project manager.
- A senior member of the JMP team as project manager.
- A JMP project co-ordinator who was responsible for the day-to-day management of staff and organisation of the project.
- A team of temporary travel advisors who were recruited and employed directly by JMP on short term contracts.

The West Swindon project was based on the following methodology:

- Travel Advisors delivered an introductory postcard
- A door knocking approach, with travel advisors attempting to contact each household 3 times (with the first being less than a week after delivery of the introductory postcard). Towards the end of the project, doors were knocked twice only, in order to help speed up coverage.
- If, after 3 attempts, no one was home a 'we missed you' postcard was delivered along with a copy of the West Swindon Travel Guide. .
- Where the householder answered the door, the travel Advisor sought to engage them in a conversation about their travel patterns. Advisors aimed to encourage the respondent to request travel information and join the Swindon Travel Choices e-newsletter distribution list. Ideally, they would also take-up a personal challenge to alter their own travel behavior in favour of sustainable modes. Advisors were able to offer a range of freebies and incentives to encourage sign-up to a challenge. Challenge postcards were issued and householders were encouraged to return these to a freepost address once the challenge had been completed. Whilst most people surveyed in the aftercare survey said they had completed their challenge very few postcards were returned.
- The findings of the doorstep conversation were recorded on paper and later entered into a master database.
- Information and resources requested were subsequently hand delivered, giving the Travel Advisor a second chance to speak to the householder in most cases.
- At the end of the project a sample of active participants (people who had said they would change their travel behavior) were contacted by phone and a series of questions were asked about the extent to which they had changed their travel behavior as a result of the Travel Advisor's visit. This also provided an opportunity to ask a series of customer service questions.

Figure 6.1 – West Swindon PTP Methodology (taken from the JMP report)



East Swindon Methodology

Please note that the project report provides a more comprehensive account. This is available at http://www.swindontravelchoices.co.uk/projects/downloads-resources.aspx.

The 2014 project in East Swindon was run wholly in-house. The project team consisted of:

- A senior Officer acting as Project Manager to oversee the project
- A project co-ordinator, recruited on a fixed term, one year contract to manage the day-to-day activities
- A team of travel advisors recruited on short term flexible contracts.

The project targeted 8,000 households.

The methodology was based on, and adapted from, that used in West Swindon. Key differences included:

- Training was delivered by JMP.
- A two door knock approach was initially followed (this was later increased to three).
- Data was recorded on the doorstep using Tablets. Basic information was also entered on paper based 'street sheets'. The Tablets helped to streamline the process, meaning data was captured immediately. However, there were some initial issues with the equipment and set up of the new system.
- Where no contact was made a copy of the East Swindon Travel Guide was sent along with a postcard encouraging the householder to fill in on an on line survey. It was hoped that this would help to convert 'non participants' into 'participants'. However, take-up was low and this initiative was not rolled out to all areas (meaning some areas also did not receive the Travel Guide).

- Due to the demographics of the area, in which there was a higher proportion of older families and retired people, more of the travel advice offered focused on non-work trips and much of it related to additional walking or cycling for fitness reasons (rather than as mode shift). This perhaps explains the lower impact in terms demonstrated in the monitoring results.
- There was less of an emphasis in the doorstep conversations in encouraging sign up to a challenge. With hindsight this perhaps meant that individuals were less motivated to change their travel behavior.
- The aftercare survey was based on a wider sample of all households whereas the West Swindon survey focused more closely on contacting those households who had taken an actively participated in the project.

Advantages and disadvantages of the West and East Swindon methodologies
Each of the projects had advantages and disadvantages in terms of its method and resourcing. For example:

Advantages of outsourcing the PTP (West Swindon)
- The team mobilised very quickly. JMP were appointed in March and door knocking commenced in June.
- The team was very skilled in recruiting travel advisors and the process was hassle-free. They received a good response to the job adverts.
- The team brought with them a useful suite of resources and a well-developed system for recording data.
- The team brought with them a good understanding of the purpose of the initiative and understood the DfT's requirements in terms of monitoring. This meant that the aftercare surveys were carefully focused on collecting good data which has subsequently been very useful in demonstrating the success of the project.

Disadvantage of outsourcing the PTP (West Swindon)
- Within the context of a complicated project it was difficult for those leading the PTP team to become quickly familiar with the local issues and available resources.
- At times it was difficult to customise the approach/methodology to suit the local circumstances.
- The project co-ordinator was not permanently based in Swindon – the project would have benefited from a more permanent presence in the project office.
- A huge amount of effort and resource was invested in a procurement exercise. Whilst this was beneficial in terms of helping the team think through the objectives, required outcomes and appointing a skilled team for the job, it was time consuming and diverted resources away from action on the ground.

Advantages of delivering PTP in house (East Swindon)
- There was no need for a lengthy procurement exercise. Effort was instead spent in thinking through how the process could be adapted to suit the project and the local area.
- The Officer team had complete control over the methodology employed and was able to tailor it to suit the local circumstances and needs of the project. The use of tablets to record information on the doorstep was a key innovation.

- The team was able to recruit a co-ordinator who was permanently based in the project office. This helped to create more of a team ethos amongst the advisors.
- The team was able to respond more quickly to ideas and suggestions and was not bound by a rigid process, making it more responsive to local circumstances.

Disadvantages of delivering PTP in house (East Swindon)

- Officers had to manage the recruitment process, and were restricted to using the Council's preferred supplier. There were a number of administration difficulties with staffing and management of staff became a time consuming task.
- Whilst the project was able to put into action lessons learnt during the West Swindon project, the team remained relatively inexperienced in delivering PTP. Whilst the project was very well executed it perhaps would have benefitted from a deeper understanding of the issues and possibilities that PTP can offer.

Key outputs and deliverables

Table 6.2 provides a summary of the key outcomes from both projects. Both projects delivered positive results and encouraged people to use their car less, and walk, cycle and use the bus more.

Overall the results from the West Swindon project were slightly more encouraging. This may reflect:

- The slightly different focus of the after-care survey. In East Swindon telephone numbers for the after-care call back were collected from a wider sample of households, including those who did not take an active interest in the project (whilst the call backs in West Swindon focused on those who had actively participated). The levels of self-reported behavior change are therefore inevitably lower.
- The demographics of the area - Many of the households engaged in East Swindon were older, retired families.
- The journey to work patterns - A higher proportion of people in West Swindon work in the town centre, meaning that their journey distance is suitable for walking or cycling. Those in East Swindon typically travel to work across a wider area, where these modes may be less practical.
- In West Swindon the after-care surveys were undertaken very soon after the advisors visited, whilst in East Swindon the time period between the visit and the call back was longer.

Table 6.2 – Headline results from West and East Swindon PTP Projects

	West Swindon	**East Swindon**
Number of households visited	10,8000	7,899
Number of households engaged in discussions about their travel options	4,148 (includes 3641 actively participating) (38%)	2606 (33%)
Number of households actively engaged in the project (i.e. they requested resources or made a commitment to alter their travel behaviour)	3,641 (33%)	1,303 (16.5%)
Number of households encouraged take part in a 'challenge', typically to walk, cycle or use the bus more	1,779	1,057
Number of travel resources distributed, including bus timetables and cycle maps	15,100	20,894
Number of incentives distributed to encourage sustainable travel – included bus passes, pedometers	2,015	1,023
Proportion who said they were walking more as a result of the project[1]	33%	17%
Proportion who said they were cycling more as a result of the project[1]	14%	11%
Proportion who said they were using the bus more as a result of the project[1]	14%	13%
Proportion who said they were using the car less as a result of the project[1]	21%	11%
Average increase in walking per week per participant[2]	36 minutes	46 minutes
Average increase in cycling per week per participant[2]	15 minutes	15 minutes
Average increase in bus use per week per participant[2]	10 minutes	10 minutes
Average decrease in car use per week per participant[2]	19.63km (12.2 miles)	3.21km (2 miles)

[1] Based on response to the after-care survey
[2] Based on response to the after-care survey then averaged out across all participants

In both projects the proportion of households that could not be contacted, despite door knocking during evenings and weekends, was high (see Table 6.3) - 43% in West Swindon and 30% in East Swindon. Furthermore, the proportion that, once contacted did not want to engage in the project was also high – 20% in West Swindon and 26% in East Swindon. Whilst these figures are in line with expectations based on other PTP projects in other areas they nevertheless remain a concern in terms of effectiveness of time and resources.

Table 6.3 – Participation rates

	% East Swindon	**% West Swindon**
Actively Participating (including participating at the doorstep)	33%	33.6%
Already Travelling Sustainably	10%	4.7%
Non Participant (answered door but not interested)	26%	19.6%
No Contact	33%	42.2%

Capital funding
The capital funding has delivered:

- Significant enhancements to the Freshbook village centre, to enhance the public realm and make the centre more attractive for pedestrians
- Lighting on cycle routes in West Swindon

Quantified impact of workstream 2
The original LSTF bid envisaged an:

- Increase in number of employee cycle trips;
- Increase in the number of employees shifting from car based trips;
- A quantified reduction in car vehicle km; and
- A quantified reduction in associated carbon emissions.

In order to quantify the impacts of this workstream a series of calculations have been made. Inevitably these are based on a set of assumptions. However, in order not to over-estimate the impact, conservative estimates and assumptions have been used.

The methodology used to quantify change in car vehicle kms and carbon emissions, for each PTP project, focuses on:

- **The average reduction in car use per participating household.** This is calculated by taking the average reduction reported by respondents in the after-care survey and applying rate to all participants. For example, for West Swindon 55 respondents to the after-care survey (a random sample of those who actively participated) said they had reduced their car use by a total of 3,267miles. This gives an average reduction per respondent of 59.4 miles. Of the total of 334 survey respondents, 75 people (20.5%) said they had reduced their car use. Applying this proportion to all households that actively participated (3,641) in the project suggests that 746

households reduced their car use (20.5% of 3,641). If all 746 households decreased their car use by 59.4 miles/week (96.6km), the overall saving in car miles was 44,312 miles per week. So, in total 44,312 miles saved per week, across 3,641 participating households gives an average reduction of 12.2 miles (19.63km) per participating household per week. It should be noted that these calculations are based on a small sample.

- **Assumptions about rate of decay.** In order to not over-estimate the impact of the initiative a relatively conservative decay rate has been applied. This assumes that the initial levels of mode shift reported in the after-care may remain for 6 months and then assumes that this rate decay by 50% each 6 months thereafter.
- **Assumptions about the fuel savings made.** Litres of fuel saved are then converted into tonnes of carbon saved, using ratios set out in WebTAG.

Table 6.4 – Quantified reduction in car vehicle kms and carbon emissions

	West Swindon	**East Swindon**
Number of actively participating households	3,641 (used because after-care survey was sample of participating households)	Not used
Average reduction in car kms per participating household/week	19.63km	Not used
Number of households participating at the doorstep (includes actively participating)	Not used	2,606 (used because survey was a sample of all households engaged at the doorstep)
Number of households that reduced their car use	746 (20.5% of 3641)	289 (11.1% of 2,606)
Average reduction in car use per household that reported a reduction per week	Not used	28.97km (based on 27 survey respondents)
Total reduction in car km per week	71,487 (96.6 x 746 or 19.63 x 3641)	8,379 (28.97 x 289)
Total reduction in car km per year (but to assume this, would be over-optimistic)	3,717,343	435,734
Total reduction in car kms		
1st six months (July'13 – Dec '13) Full rate assumed, as above	1,858,671	N/A
2nd six months (Jan '14 – June '14)	929,335	N/A

50% decay on above assumed		
3rd sixth months (July '14 – Dec'14) 50% decay on above assumed	464,667	217,867
Final 3 months to date (Jan '15 – March '15) 50% decay on above assumed	116,167	54,466
Total car kms saved to date	**3,252,696**	**272,334**
Litres of fuel saved Assumes 0.0575 litres of fuel saved per km	187,186	15,672
Tonnes of carbon saved Assumes 0.023 tonnes of carbon saved per litre of fuel	435	36

*Note some rounding above

In total, the calculations shown in Table 6.4 suggest that, to date, the PTP projects have contributed to potentially saving over 4 million car kms and over 470 tonnes of carbon.

However, it is also important to note that, in addition to the effects that can be quantified the project has helped:

- Ensure that more people have up-to-date accurate information about their travel options and be more aware of their options.
- Encourage more people to be more physically active, helping to encourage healthy lifestyles.
- Encourage more people to think about sustainable travel – whilst this may not have resulted in a significant change in their travel behaviour, to date, it may well help 'nudge' them towards more sustainable choices in the future.

Legacy

An important part of the LSTF project has been to trial different approaches to PTP and develop skills that can be used in the future on other projects. In terms of a legacy:

- In-house staff now have **experience and knowledge** of PTP projects
- **Materials and resources** have been developed that could support future projects
- The residents of both West and East Swindon have enhanced knowledge of the sustainable travel options on offer. Many have signed up to the Swindon Travel Choices monthly **newsletter**, meaning that they will continue to receive information that will encourage behaviour change.

7. Workstream 3 – The Western Flyer

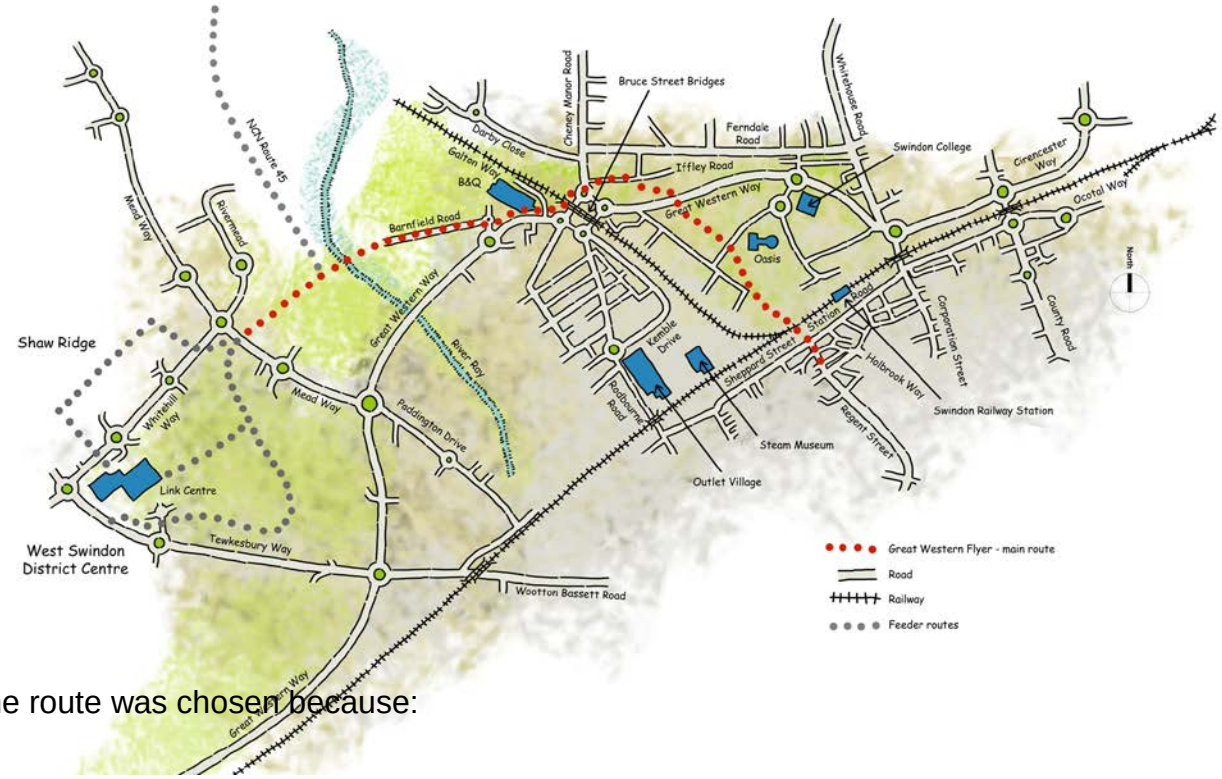
Headline Achievements – Workstream 3
➢ Delivered significant enhancement to over 3km of cycle route, including resurfacing, improved lighting and bridge repair. ➢ Helped to encourage significant increased used of the route by both pedestrians and cyclists. ➢ Raised the profile of the route, to cyclists and non-cyclists, via new signage, gateway features and bespoke map/leaflet

Scope

This workstream has focused on upgrading an existing cycle route linking West Swindon with the town centre. The route has been branded the Western Flyer and has been designed to set a new standard for cycle infrastructure in Swindon which is suitable for high speed commuter journeys and as well as for leisure purposes for all abilities.

The full route of the Western Flyer is show in Figure 7.1. It follows the designated National Cycle Network Route 45 (Link) network from Mead Way, in West Swindon, to Sheppard Street in the town centre, via Westmead Industrial Estate, Barnfield, Iffley Road and North Star (through subways beneath Great Western Way and Hawksworth Way).

Figure 7.1 – The route of the Western Flyer



The route was chosen because:

- Nearly a fifth of town centre workers live in West Swindon.
- It is about 2 miles long and can easily be cycled in around 15 to 20 minutes.
- Car drivers currently don't see the "hidden" route from the road and therefore awareness of the alternative is low amongst our target audience.
- Employees driving to the town centre from West Swindon travel through congested junctions and along Great Western Way, which is identified as a strategic route into the town centre.
- The route had previously been noted by employees in the town centre as requiring resurfacing, improved lighting and measures to address personal security issues.

Budget

This workstream was allocated an overall budget, across the four years of the project of:

- £200,000 of revenue funding
- £692,000 of capital funding.

Resourcing

This project was resourced and delivered through a combination of:

- In-house staff who have managed the project
- Consultants CH2M HILL providing engineering design support
- In house contractors delivering the majority of the work on site
- Specialist contractors who designed and manufactured bespoke signage.

Outcomes anticipated

The bid envisaged that “The upgrade of this link will provide a consistent, high quality route from this area (West Swindon) to the town centre”.

Methodology/key tasks undertaken

The workstream has been based on an iterative process of design, consultation and construction. The key tasks undertaken included:

- The completion of route audits in Autumn 2011, to highlight the opportunities and weaknesses of this route.
- A survey of the numbers of pedestrians and cyclists using the route was undertaken in October 2012. This provided useful baseline information which helped inform the design criteria and could be used to enable monitoring of the change in use over time (the survey was repeated in October 2014).
- Initial engagement with stakeholders, in particular the Swindon Bicycle Users Group (BUG). The project manager and engineering team worked closely with the BUG to identify the improvements that they would like to see. An organised bike ride for stakeholders took place in autumn 2011 and feedback was recorded. This highlighted that principal concerns of the route were the condition of the surfacing, poor signage, overhanging vegetation and poor lighting.
- A workshop was held with local Ward Members and other stakeholders to debate the issues and discuss various options for the design of the route. This was useful in providing constructive feedback that could be fed into the design process.
- Engineering designs for the route were developed iteratively with the BUG. A process of ‘open book’ design was adopted where members of the BUG sat with engineers whilst they drew designs in AutoCAD so that options and variations could be actively and openly explored. This process was really successful and hugely

appreciated by the stakeholders who, as a result, backed the design because it focussed on the types of enhancements that make a big difference to cyclists. These included, for example, formalising informal short cuts and adjusting the angles of paths on the approach to junctions.

- A public consultation, which was held in May and June 2012. This provided an overview, for each section of the route, of the types of enhancements that could be delivered. It also provided details of the types of signage and urban design enhancements that could be considered. The consultation was held in the Central Library and efforts were made to encourage both cyclists and non-cyclists to provide feedback. The proposals were generally very well received.
- Preparation of a 'design code' which looked at specifying some of the design details for the route, covering surface materials, key nodes, gateway features and signage.
- Development of a phasing plan for the delivery of works on the ground. Crucially this had to take account of large scale utility works planned along the route (most notably at Bruce Street Bridges). A decision was taken to not progress with works where there was a risk that utility streetworks would 'undo' enhancements. Delays in the utility works coming forward have meant that it has not been possible to deliver the enhancements planned in these locations during the life of the project.
- Development of a route logo which has been applied to the signs, information boards and publicity materials. The green colour theme offers a distinctive but also a sensitive identity as the Western Flyer passes through a mix of rural and urban surrounds.
- Completion of a project to research the heritage of the route (undertaken by a local volunteer). The findings of this project were used to help prepare the information boards along the route.
- Development of a dedicated branding for the route, including a logo. This was undertaken by Hot Pepper Designs Ltd, a Swindon based graphic designer.
- Development of a detailed strategy for a series of bespoke signs, plinths and route 'totems' to provide enhanced wayfinding along the route. Supply of the signing, which features the route logo, was outsourced to Woodhouse.
- Construction of works on site. The first works on site took place in early 2012 and the last works funded by this project were completed in early 2015. See below for details of what has been delivered.
- Set up of a dedicated Twitter feed (@TheWesternFlyer) and has more than 100 followers. This is used to promote improvements and keep users up-to-date with conditions on the route. It has been particularly useful in advertising diversions in place during the construction phase.
- Completion of a community project 'Marking Time' to raise the profile of the route and explore the route's heritage.
- A follow-up survey which was undertaken in October 2014 to monitor changes in numbers of users.

- A series of promotional activities to raise the profile of the route. Most notably, a mini PTP project, providing travel resources, including information about the new route, to households close to the Western Flyer.

Key outputs and deliverables

Over the four years of the project the Western Flyer has been significantly enhanced and now provides a much improved route between West Swindon and the town centre. The majority of the route has seen improvement. Table 7.2 outlines the works that have been delivered on site.

Table 7.2 – Key infrastructure deliverables on the Western Flyer

Date	Location	Brief description
Throughout	Length of route	Installation of bespoke signage
2012	Sheppard Street subway	Improved lighting
Summer 2013	GWW subway to Iffley Road	Full reconstruction
Summer 2013	Barnfield Road	Resurfacing works
October – December 2013	Mead Way subway	Resurfacing and public realm enhancements to create gateway.
Early 2014	National Cycle Network (NCN) Route 45 – from Mead Way to Shaw Road/The Chesters	Full reconstruction and lighting upgrade
Early 2014	Sheppard Street to GWW subway	New lighting
Summer 2014	Mead Way subway	Enhanced lighting
Late 2014	Footbridge over River Ray and approaches including the junction arrangements where the NCN Route 45 spurs off to North Swindon.	Refurbishment of the footbridge and parapets to provide extra width, and resurfacing of approaches.
Late 2014	Length of route	Maintenance, including removal of redundant signage
March 2015	Iffley Road	Resurfacing.
2015	Galton Way/GWW junction	Junction enhancement. This will follow the conclusion of the Bruce Street Bridges highway improvements scheme

The section of the route which passes near to the Oasis Leisure Centre has not yet been enhanced. This is because the Oasis is to be redeveloped and, at the start of the project, it looked likely that any works undertaken on the route may later be altered through the redevelopment and masterplanning work. Unfortunately work on the site has been delayed. Works in this area were also deferred due to a planned utility upgrade.

Light touch PTP/route promotion

During 2015 a small scale PTP exercise was undertaken in the areas close to the Western Flyer. The primary objective was to help raise the profile of the route and to encourage cycling and walking. However, a secondary objective was to deliver wider, general sustainable travel advice and trial a new approach to PTP.

This PTP took a different approach to the full PTP programmes in West and East Swindon by adopting a lighter touch approach. A methodology was developed that was based on residents ordering travel information via a questionnaire. Hence the approach involved less door-knocking and was less resource intensive (therefore cheaper). In total:

- Questionnaires were delivered to 4,786 addresses
- 336 households requested information
- A 7% response rate was achieved

The most popular items were pedometers, cycle maps and bus timetable books. The requested items were hand delivered by the travel advisors giving an opportunity for a face-to-face discussion about travel issues.

Quantified impacts

Detailed user counts were undertaken at a number of locations along the Western Flyer in both 2012 and 2014. The counts were undertaken during the same week in October. They counted pedestrians and cyclists, in both the AM peak, inter peak and the PM peak.

Table 7.3 summarises the detailed counts from 2012 and 2014. These show that numbers of cycle trips on the route has increased considerably since the start of the project.

Table 7.4 also shows the numbers of pedestrians using the route in 2012 compared to 2014. Here the picture is a little more mixed, with increased pedestrian numbers on some parts of the route, and lower numbers in other areas.

Table 7.3 – Western Flyer count data – cyclists

Junction	**AM peak**			**PM peak**		
	Total number of cycle trips			**Total number of cycle trips**		
	2012	**2014**	**change**	**2012**	**2014**	**change**
Junction 1 – crossroads where	457	592	+135 cycles +30%	495	617	+122 cycles +25%

NCN R45 crosses the Western Flyer						
Junction 2 – at the end of Iffley Road	486	672	+186 cycles +38%	544	812	+268 cycles +49%
Junction 3 - on the former canal, passing through North Star	525	638	+113 cycles +22%	556	808	+252 cycles +45%

Table 7.4 – Western Flyer count data – pedestrians

Junction	**AM peak**			**PM peak**		
	Total number of pedestrians			**Total number of pedestrians**		
	2012	**2014**	**change**	**2012**	**2014**	**change**
Junction 1 – crossroads where NCN R45 crosses the Western Flyer	118	87	- 31 peds -26%	152	114	- 38 peds -25%
Junction 2 – at the end of Iffley Road	198	356	+ 158 peds +80%	256	372	+ 116 peds +45%
Junction 3 – on the former canal, passing through North Star	478	471	- 7 peds -1%	554	542	- 12 peds -2%

Legacy

The route itself has been designed with longevity in mind and should be a longstanding visible legacy as a result of the LSTF project. This workstream leaves a positive legacy in terms of:

- A significantly enhanced route, which has been well constructed in good quality materials so that it will stand the test of time
- A strong working relationship with the BUG
- Strong partnerships with other Council teams. For example, the delivery of the enhancements to the River Ray footbridge involved the transport planning team working in partnership with the Council's bridge team. An approach was developed which combined funding from the bridge maintenance budget, with LSTF funding
- The development of in-house skills and lessons learnt which will benefit future projects
- Development of a map/leaflet which can continue to be used to promote the route
- For those small sections of the route that have not yet been enhanced, designs are now prepared meaning that works could be delivered rapidly when 'funding is secured
- A 'model' for cycle route design, branding and promotion which can be rolled out to other routes across the Borough as and when funding is made available.

8. Workstream 4 – Removal of barriers to pedestrians and cyclists

Headline Achievements – Workstream 4
➢ Delivered significant enhancements to pedestrian crossings in the town centre at Kingsbridge Point. ➢ Improved accessibility for cyclists, through enhancements to Beckhampton Street/Fleming Way junction. ➢ Delivered the installation of CCTV on a key town centre subway, in direct response to crime and personal safety concerns. ➢ Funded the preparation of designs for additional enhancements to public realm in the town centre that could be taken forward in future, under other budgets.

Scope

The overall aim of this workstream was to remove the physical barriers in the Princes Street and Regent Circus area in order to increase the attractiveness and permeability of pedestrian and cycle routes from the south and east of the town centre. This area was identified as a key priority because, at the time the bid was prepared, the area was set to undergo a significant regeneration, with the former site of Swindon College being redeveloped into a new leisure area comprising a multi-screen cinema and restaurants.

The project was based on an appreciation that cyclists, in particular, found the town centre difficult to cross the town centre directly and quickly without dismounting. The bid identified that improvements were required in order to:

- Provide direct, convenient and attractive routes for cyclists and pedestrians travelling to the town centre from the south and east to access the key employment sites.
- Complement the existing works being delivered through existing funding allocated to the town centre.
- Address concerns raised by the community through recent consultations where the need, for direct, legible and pleasant routes for pedestrians and cyclists was seen as a priority.

Budget

This workstream was allocated an overall budget, across the four years of the project of:

- £200,000 of revenue funding
- £200,000 of capital funding.

Resourcing

This project was resourced and delivered through a combination of:

- An in-house officer team who oversaw the project and liaised with local Members and stakeholders
- Urban design, masterplanning and engineering design support from CH2M HILL.
- In-house contractors who delivered the works on site.

Outcomes anticipated

The overall aim of this workstream was to remove the physical barriers in the Princes Street and Regent Circus area in order to increase the attractiveness and permeability of pedestrian and cycle routes from the south and east of the town centre.

Methodology/key tasks undertaken

As part of this workstream, the following key tasks have been undertaken:

- At an early stage site visits and audits were undertaken to help better understand the issues facing pedestrians and cyclists using the Regents Circus and Princes Street areas of town.
- A baseline survey was conducted at the Kingsbridge Point crossings
- Meetings were held with local stakeholders to help establish what the area would be like in the future and to understand the nature of the proposed adjacent development sites, in particular the former Swindon College site (now complete)
- A masterplan of the Regents Circus and Princes Street area of the town was drawn up to highlight the opportunities for enhancing facilities for pedestrians and cyclists and to look at what could be done to improve the public realm.
- A consultation was held (Summer 2012). This encouraged local residents to give their views on how the environment in the Regent Circus and Princes Street area could be improved to benefit for all road users, but in particular pedestrians and cyclists. A number of events were held with key stakeholders and a public event was held at the Central Library.
- Following consultation with Stakeholders, the upgrading of the cycling and walking facilities along Beckhampton Street and at the junction with Princes Street was identified as a priority. This included the upgrade of the existing footway to a cycle/footway and a raised pedestrian/cycle crossing with associated car restrictions to make it safer for everyone. These works were carried out in late 2012/2013.
- In addition, an associated scheme to upgrade, the crossings near Kingsbridge Point to allow cyclists to use them and to create a clearer and safer crossing to Kingsbridge Point offices for pedestrians was delivered. This also included lighting improvements to brighten up the area at night around the wider Regent Circus area. This scheme was delivered in 2013/2014.
- Work on the design of a scheme to improve the public realm and facilities for walking and cycling at Regents Circus. A particular focus was on the bus layby area outside MECCA. A scheme was developed and was the subject of numerous additional consultations, notably with the bus operators and local Members. Unfortunately it was not possible to achieve a consensus on this scheme and no further on-site works were developed.
- As an alternative, a scheme for the Crombey Street area of town was developed. This involved early design concepts and consultation with cycle groups. Within the timescale it was not possible to develop a scheme that matched the funding profile of the LSTF project.

Key outputs and deliverables

This workstream has delivered a range of outputs. These have included:

- Upgraded street lighting throughout the Regent Circus and Princes Street area
- A ‘shared space’ area where pedestrians are given greater priority
- A 20 mph zone
- An improved pedestrian crossing facility for Kingsbridge Point
- Improved streetscape/footways including new bus shelter and public seating area
- Prohibited left turn from Princes Street to Beckhampton Street
- Cycle only left turn filter from Princes Street onto shared use path

- Footway widening on Beckhampton Street
- Resurfacing of Beckhampton Street and upgraded footways
- Traffic calming at pedestrian crossing point of Beckhampton Street
- New street lighting on Beckhampton Street
- Cycle on and off slips between Euclid Street and shared footway/cycle path on Princes Street
- Conversion of 2 pelican crossings to toucan crossings

Legacy

This workstream leaves a positive legacy in terms of:

- A significant enhancements to infrastructure and public realm
- Additional design and masterplanning work for other areas around Regents Circus which could be used to develop further enhancements should other/additional funding be identified.

9. Summary and Conclusions

Overall benefits of the LSTF programme

Over the course of the project the 4 workstreams have delivered a huge amount of work and a wide range of positive outcomes. As shown in Chapters 5 to 8 the project has already delivered many successes and the impact of the project will continue into the future as a result of the comprehensive legacy measures in place.

Overall achievement of targets

As noted previously, the original bid set the following targets for the project.

- Increase in number of employee cycle trips
- Increase the number of employees shifting from car based trips (reduce the number of car trips to work)
- A quantified reduction in car vehicle km
- A quantified reduction in associated carbon emissions.

In some cases, quantifying the impact of initiatives has been difficult. However, the monitoring data that is available indicates that these targets have been successfully met. Table 9.1 provides a summary of the key achievements against each of these targets.

Importantly the project has helped to promote active travel and more active lifestyles and this is likely to have wide ranging long term positive impacts across a range of indicators. Longer term more active lifestyle is likely to mean that more people consider adopting sustainable modes for their journey to work.

Table 9.1 – Quantified targets

Increase in cycle trips	**Reduction in car trips**
➢ Between 2011 and 2013, across our initial 8 companies, we saw a 0.5**%** increase in cycling to work mode share (an increase from 5.9% to 6.4%). ➢ Between March and October 2014, working with 8 new companies, we saw a 0.4% increase in cycling to work mode share (from 5.6% to 6%). ➢ 14% of those who participated in our residential PTP project in West Swindon, and 11% in East Swindon said they were cycling more as a result, on average an extra 15 mins more per week. ➢ The number of cyclists on the Western Flyer increased by up to 49% between 2012 and 2014.	➢ Between 2011 and 2013, across our initial 8 companies, we saw a 4% reduction in car driver trips to work mode share (a reduction from 44.2% to 40.2%). ➢ Between March and October 2014, working with 8 new companies, we saw a 2.5% reduction in car driver trips to work mode share (a reduction from 66.9% to 64.4%). ➢ 22% of those who participated in the West Swindon PTP project, and 11% of those in East Swindon were using the car less as a result
Reduced vehicle kms	**Reduced CO^2**
➢ Between 2011 and 2014, across our initial 8 companies, our initiatives helped save up to 3 million kms (or 670,000km based on a conservative estimate) as car driver. ➢ Working with 8 new companies in 2014 we estimate a saving of up to 1.5 million (or 340,000km based on a conservative estimate) as car driver in the 6 months since the end of that project. ➢ We estimate a saving of around 3 million car km in West Swindon between 2013 and 2015 and over 250,000km in East Swindon in the 6 months since the end of that project.	➢ Up to 411 tonnes CO2 saved across the initial 8 companies 2011 – 2014 (or 90 based on a conservative estimate). ➢ Up to 207 tonnes CO2 saved across the new 8 companies in the 6 months since the end of that project (45 based on a conservative estimate). ➢ 435 tonnes CO^2 saved as a result of the West Swindon PTP 2013-2015. ➢ 36 tonnes CO^2 saved as a result of the East Swindon PTP in the 6 months since the end of that project.

Many of the lessons learnt will be used to help develop the LSTF programme for 15/16. For details of our ongoing LSTF work please see www.swindontravelchoices.org.uk