



East Swindon PTP Programme 2014/15

End of Project Report

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Introduction

In March 2013 a Personalised Travel Planning (PTP) residential programme in West Swindon was contracted out to JMP Consultants Limited (JMP) by Swindon Travel Choices. In March 2014 Swindon Travel Choices decided to repeat the PTP residential programme in East Swindon but this time kept the project in house.

8434 households in East Swindon were targeted to be visited between June and October 2014. The residential area was made up of 5 areas Coleview, Covingham, Eldene, Liden and Nythe. (See Figure 1.0)

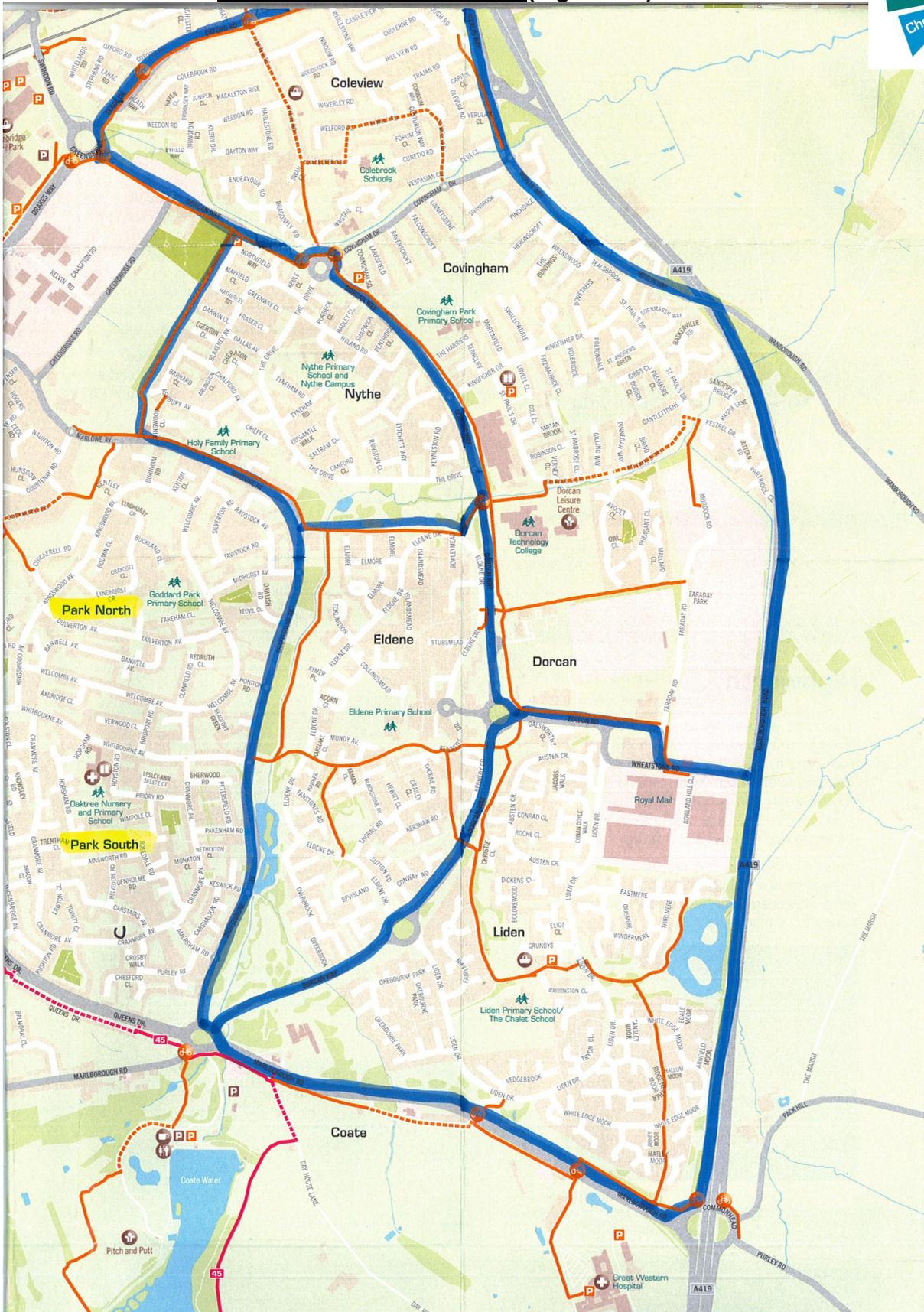
This report presents the results of the PTP engagement. The report includes:

- A summary of the methodology employed for delivering the project.
- Overall results and summary of activities undertaken during the engagement period.
- A summary of the results from the aftercare survey which sought to establish levels of customer satisfaction with the service provided, as well as gain an indication of the levels of behaviour change as a result of the intervention.
- Concluding remarks on the overall success of the project and lessons learned.

The report also includes the following appendices:

- **Appendix A** case studies of prize draw winners who were engaged during the programme.
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- **Appendix B** which provides a list of comments received from households whilst undertaking the PTP engagement programme.
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- **Appendix C** which lists enquiries and complaints received during the programme.
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- **Appendix D** which provides an example street –sheet and accompanying data table.
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- **Appendix E** which shows Swindon Travel Choices data protection and privacy statement
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- **Appendix F** which shows Swindon Travel Choices Customer Service Charter
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- **Appendix G** which shows Swindon Travel Choices PTP Field Safety Protocol
- **Appendix H** Suggestions for capital schemes made by residents

PTP areas in East Swindon (Figure 1.0)





2. Methodology, Set Up and Project Delivery

Set Up

In setting up the project the following preparatory activities were undertaken:

- A new PTP Coordinator post was advertised and recruited to oversee the project.
- Suitable office accommodation was found situated in one of the areas where the project was to take place. The office was furnished including IT and Telephones.
- Appropriate software (a real-time customer experience feedback system) was commissioned from CRT Viewpoint in order to collate the data electronically.
- Field visits were carried out in the residential target areas to identify proximity to office and to investigate transport links.
- Resources used in West Swindon were amended or replaced accordingly and ordered. Some resources were 'dropped' following a recommendation from the West Swindon project.
- Street information/map sourced
- Telephone numbers and e-mail addresses were established for use during the project.
- 7 Full Time Equivalent (FTE) Travel Advisor posts were advertised and recruited; these included 2 full time and 2 part time Travel advisors who had worked on the West Swindon project.
- The week prior to the commencement of the project the Travel Advisors and PTP Coordinator undertook 4 days of training which was provided by JMP.

Method

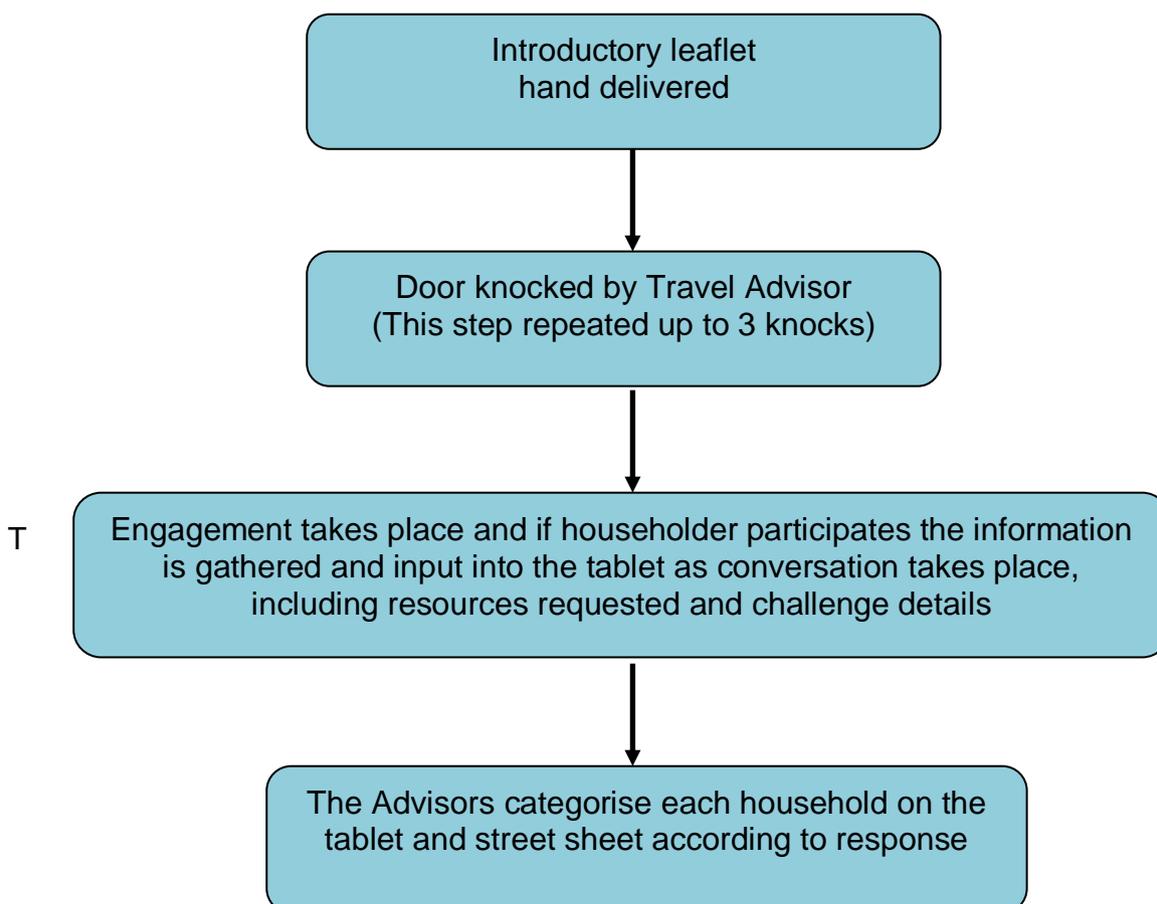
Engagement (see Figure 2.0)

An Introductory leaflet outlining the project was hand delivered to the area. Within 2-7 days the advisors conducted face to face engagements attempting to contact the household on up to three visits. The first visit was during the week between 10am and 6pm, the second visit during the week between 6pm and 8pm or on a Saturday between 10am and 6pm; the third and final visit took place on any one of these days and times.

- Where successful contact was made the Travel Advisor sought to engage the householder in a conversation about their travel patterns, personal travel issues and their motivations for change in addition the householder could participate in the project.
- The Advisors categorised each household according to response.
- **(AP)** The householders **Actively Participated** in the project by doing any one or a combination of the following:
 - Requesting travel information resources.
 - Taking up a personal challenge.
 - Signing up to receive the Swindon Travel Choices email.
- **(PD)** The householder participated in a conversation at the doorstep with the adviser but did not participate as above; this included those who stated they **Knew of their Travel Options** but were **Happy With their Choices**.

- **(NPK)** The householder entered into conversation with the adviser but did not participate as they **Already Travelled Sustainably**.
- **(NPC)** The householder did not want to enter into a conversation for various reasons. In these cases a letter was sent at a later stage, inviting them to take part in the survey on line, along with an East Swindon Guide which provides a précis of local information.
- **(NC)** No contact was made, in most of these cases (2253 out of 2538) a resource delivery was made at a later date containing a 'You Missed Us' leaflet which outlined the project and invited them to complete the survey on line and receive one of our incentives. Also enclosed was an East Swindon Guide, a Get Walking in East Swindon Magazine and a Cycle Map.
- **(NAI)** The householder was immobile or incapacitated or there was an 'other' reason why they could not take part.
- **(SL)** The residence was not a private dwelling and had been listed incorrectly. Was a vacant dwelling, had been demolished or for an 'other' reason was not accessible.

Engagement Flow chart (Figure 2.0)





Data Collection (see Figure 2.1)

- Each area had their own 'Street Sheets' which they used to plan their residential visits, these sheets were taken out on each visit and the outcome for each residence was manually recorded accordingly after each door/street.
- As the conversation took place the advisor completed the survey on the electronic tablet; this information was extracted on to a USB on return to the office. The PTP Coordinator then uploaded the information each day onto the database and then downloaded to an excel spreadsheet (master data sheet)
- The details of any resources requested or challenges* undertaken were transferred to another spreadsheet (Resource Sheet) and issued to the individual advisers to assemble the resource packs which they then hand delivered.
- The details of e-mail addresses and comments were passed on to the Project manager each month.
- The name and telephone contact details of participants were transferred to a third spreadsheet (aftercare** data) which was used to contact a sample of project participants towards the end of the project. The purpose of this was to find out if they were satisfied with the service they had received and to identify any changes in behaviour.
- Each advisor carried a copy of Swindon Travel Choices data protection and privacy statement

*Challenges

During the engagement Travel Advisors sought to issue a 'challenge' to the household or individual, see page 13.

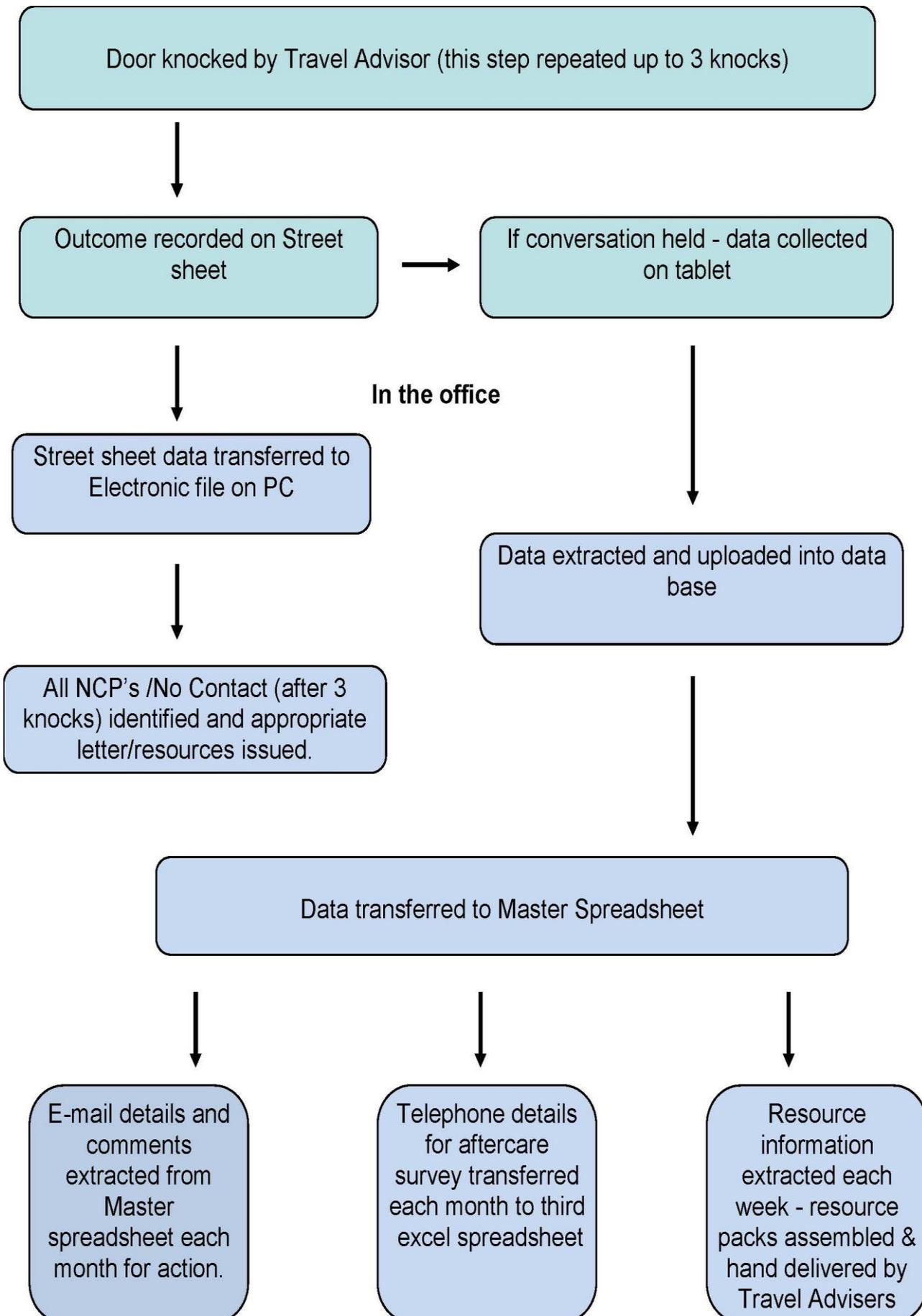
**Aftercare Monitoring Survey

At the end of the engagement period those who had given their telephone details were contacted to find out whether they were satisfied with the customer service and resources they had received and to query whether they had been any changes in their travel behavior. A total of 186 responses were received. See section 4 for results.

Data Collection Method Flow chart (Figure 2.1)



In the Field





Project Delivery Residential PTP Engagement

The team started the programme together with leaflet delivery and 1st knocks in Liden (See figure 2.2). The reason why we started together in one area was to continue building relationships in the team (which had begun during training), to observe individual relationships for the purpose of splitting into separate teams, to test the processes and amend accordingly (much easier when everyone in one place), to share knowledge and best working practices, to increase confidence (particularly for the new advisers who could observe the experienced advisers) and to get a feel for the job and consolidate training before splitting up into smaller teams.

Once Liden area was completed the advisers were split into 4 teams of two and allocated an area each. 1 team member became a floater to cover sickness, holidays and to help out where necessary according to workload. These areas were targeted simultaneously for all 4 stages leaflet delivery, 1st, 2nd & 3rd knocks. Each team worked out the logistics and timings.

Delivery Timetable (Figure 2.2)

W/C dates	09-Jun	16-Jun	23-Jun	30-Jun	07-Jul	14-Jul	21-Jul	28-Jul	04-Aug	11-Aug	18-Aug	25-Aug	01-Sep	08-Sep	15-Sep	22-Sep	29-Sep	06-Oct
Liden	All Teams													All teams				
Eldene			Team J/S															
Coleview			Team Q/M													Aftercare		
Covingham			Team S/A/S															
Nythe			Team J/W															

Finally the whole team completed 2nd & 3rd knocks in Liden with four members of the team being kept on to do the after care.

Community Events

In addition to the residential engagement, two community events were undertaken. Originally 5 of these events were planned to take place prior to the start of the project however due to the short timescales this did not happen. Instead two events were organised at the end of the project as a last opportunity to promote Swindon Travel Choices and issue resources to East Swindon residents.

These events were held at Covingham Square, Covingham on 26th September from 10am to 4pm and at Morrison's Eldene on Saturday 27th September from 10am to 4pm

In addition to resources we also had in operation the 'Smoothie bike' and Dr Bike maintenance with the Co-wheels car also present in Covingham. The event in Covingham raised 63 expressions of interest for an additional co wheels car in Coleview.



3. Results of Household Engagement

Target Households

A total of 8434 households were identified during the residential engagement phase. After visiting the residences some were deemed to be:

- (1) **Sample Loss** the address being listed incorrectly (residential home/business premises), a dwelling being vacant or inaccessible **or**
- (2) **Not Applicable** the householder was immobile or incapacitated or there was an 'other' reason why they could not take part.

This figure was deducted from the final number of households giving a target of 7899.

Target Number of Households (Table 3.1)

Dwellings	Numbers	% East Swindon	% West Swindon*
Original No of Residential Dwellings in Area	8434	100%	100%
Dwelling vacant or listed incorrectly	371	4%	16%
Householder immobile or incapacitated	164	2%	
Final Total after sample loss	7899	94%	84%

*West Swindon results are from the JMP project which took place in 2013 and are used for comparison

Participation in the programme

As described in the introduction there were 5 outcomes to residential engagement.

(AP) Actively Participating – challenge, resources or newsletter

(PD) Participating at Doorstep – conversation held but no active participation.

(NPK) Already Traveling Sustainably – conversation held no active participation as already travelling sustainably.

(NPC) Non Participant – resident do not want to hold conversation.

(NC) No Contact – after 3 attempts no contact had been made.

Please note the total of numbers 7890 shown in table 3.1 is minus 9 households whose data was not captured on the tablet. (See table 3.0 for comparison)



Recording of Participation in Programme

On the West Swindon project the Travel advisors had recorded the survey manually then input the information into a separate electronic system afterwards. Reports were then run from this established database.

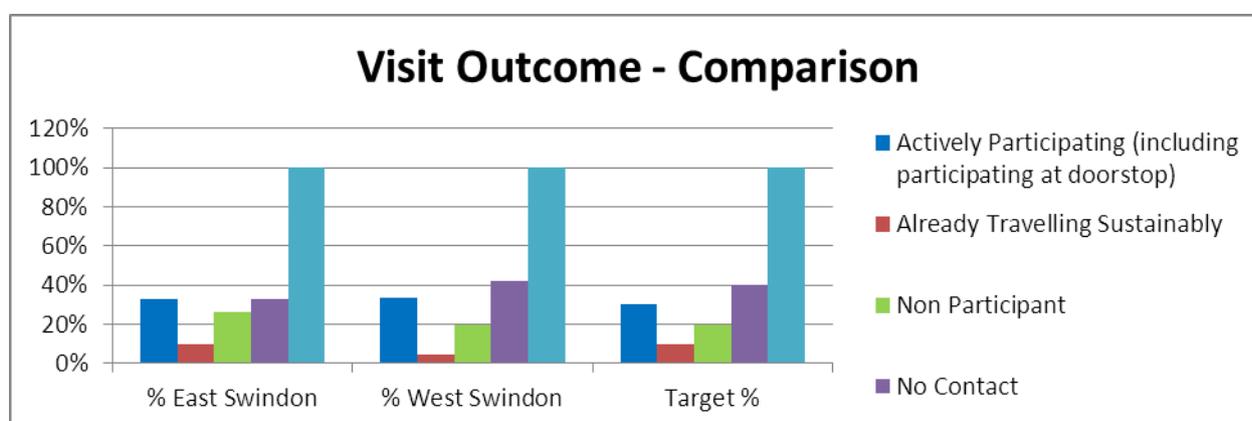
Our project was unable to record the results of the programme the same way as we did not have the same software and we believed there was duplication in recording the data. We therefore sourced software where the data could be input directly to the database where reports could also be created. This was in the form of a tablet.

A couple of members of the team who had worked on the project last year were reluctant to use the new technology and it was agreed they could continue using the paper survey until they felt comfortable. They still updated the tablet at the end of the day and despite this it proved to be an efficient way of recording the data enabling the project to deliver the programme ahead of time.

We did not record when a client was not at home nor did we record the sample loss. Both of these stats were recorded on the manual street sheet where all final outcomes were recorded. (See Table 3.2 for results)

Summary of Engagement Outcomes from Electronic Tablet (Table 3.2)

	% East Swindon	% West Swindon	Target %
Actively Participating (including participating at doorstep)	33%	33.6%	30%
Already Travelling Sustainably	10%	4.7%	10%
Non Participant	26%	19.6%	20%
No Contact	33%	42.2%	40%
Totals	100%	100.0%	100%





A straight forward comparison between (AP), (PD) and (NPK) is difficult as each project used a slightly different classification, however overall the outcomes were similar.

During the PTP conversation participants were asked about their mode of travel to work and into Swindon town centre. The response showed 70% travelled by car with 2% as a car passenger, 6% travelled by bus, 8% walked and 7% cycled the other 4% was a mixture of Other, Train, Motorbike/scooter with 3% working from home.

26% of householders came under the category of non-participant, the reasons recorded by the travel advisors are shown in Table 3.3.

Reasons for not participating in the PTP Programme (Table 3.3)

Reason for not participating in the conversation	% East Swindon	% West Swindon
Not wishing to hold conversation	97.1%	71.4%
Non - English Speaker	0.9%	1.7%
No Reason Given	0.6%	4.4%
Aggressive/Hostile	1.1%	1.5%
Alternatives not good enough	0.1%	0.6%
Did not support the project	0.2%	0.3%
Other Reason	0.0%	19.2%
Totals	100%	100%



Resources uptake

The resource list see (table 3.4) was reduced in size to ensure that only the really useful resources were made available and were relevant to the area. The popularity of the resource on the previous project was also taken into account, the rest were made available on Swindon Travel Choices website. A letter was enclosed in each resource pack and notified the householder of the website link where they could request these additional resources.

The resources were issued in 3 ways: by request during household engagement with the travel adviser; by request at community events and finally by direct issue to residents with whom we had not had a conversation (NPC) or not made contact (NC). (See table 3.5 for the numbers of resources requested/issued)

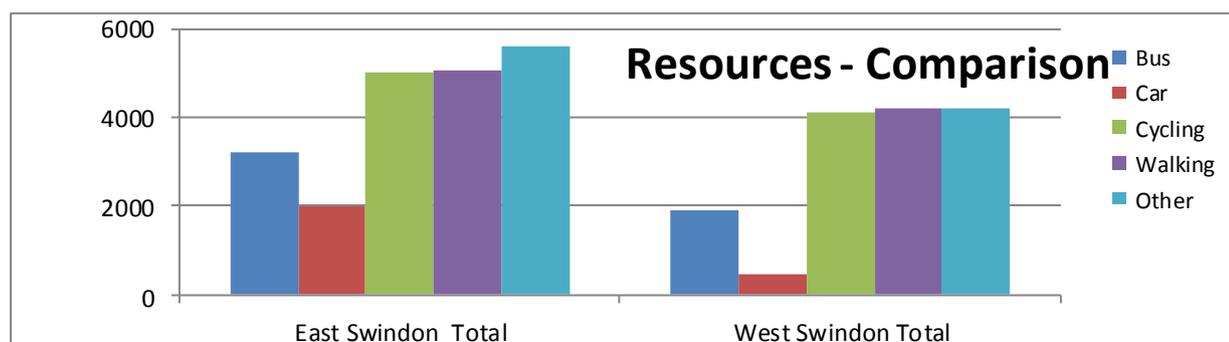
NPC – Were issued an East Swindon Guide

NC – Were issued an East Swindon Guide, Get Walking in East Swindon magazine and a Swindon Cycle map

Summary of resources requested/issued (Table 3.4)

Resource by Type	East Swindon PTP	East Swindon Events	East Swindon NPC/NH	East Swindon Total	West Swindon Total
Bus	2975	229	0	3204	1898
Car	1925	89	0	2014	468
Cycling	1541	945	2538	5024	4092
Walking	1986	540	2538	5064	4216
Other	971	1056	3561	5588	4205
Total	9398	2859	8637	20894	15100

Summary of resources requested/issued



List of Resources offered to Residents (Table 3.5)

Type	Name	Description
Bus	Thamesdown bus map/Timetable	Bus timetable/map showing Thamesdown routes
	Thamesdown Bus Fares Guide	Fares Information
	Stagecoach service 66	Time table for service 66
	Sundays route13A/14A	Stagecoach timetable for Thamesdown route
	Stagecoach Tickets to Go	Fares Information
	Stagecoach bus timetable	Bus timetable/Map showing stagecoach routes
	Next Buses	Leaflet re bus times straight to your mobile
	Multi Day Rider	Leaflet promoting 6 day rides for the price of 5
Car	Car share guide A5	Information Guide on Car Sharing
	Car Share Swindon DL	Question & Answer info on Car Sharing
	Smarter Driving Leaflet	10 top smarter driving tips
Cycling	Get Cycling...In Swindon magazine	Magazine offering guidance on cycling
	Swindon Cycle Map	Cycle route map covering all Swindon
	Dorcan Round	Circular cycling route round E Swindon (7 miles)
	Basic Bike Maintenance	STC designed Leaflet 1
	Clothing and Accessories	STC designed Leaflet 2
	Security Matters	STC designed Leaflet 3
	Cycling with Children	STC designed Leaflet 4
	Electric Bikes	STC designed Leaflet 5
	The Right Bike For You	STC designed Leaflet 6
	Recycles - Try cycling to work for free	Cycle loan scheme operated by Recycles
	Swindon Cycle Parks	Leaflet promoting secure cycle parking in Swindon
Sky Ride Local	Timetable for free guided cycle rides in Swindon	
Other	STC Journey Planner	Postcard advertising STC on line journey planner
	Customer services contacts	Sheet with list of SBC contact details
	Swindon Travel Choice leaflet	Information on the Sustainable Travel Project
Walking	East Swindon Travel Guide	Map and guide on all modes of transport in Area
	Get Walking in East Swindon	24 page magazine, including maps of walks in E Swindon



Challenges

A key element of the West Swindon project was to encourage participants to take up a personal challenge to try out new behaviour, at the same time offering an incentive to each person taking up a challenge. We repeated this exercise in East Swindon creating a challenge with the resident that related to their individual circumstances, for example where someone expressed an interest in trying out the bus to travel to work the travel adviser might challenge them to do this for a week and as an incentive issue them with a week's free bus travel pass.

Other incentives offered by us were a pedometer for walking challenges and a bike easy book or slap wrap for cycling challenges. The challenge was written on a challenge card, issued to the client (at the same time as resources were delivered) and they were invited to return the card when they had completed the challenge to be entered in a prize draw at the end of the project (31st October). See Table 3.6 for the personal challenges issued.

A Children's challenge was also offered in the form of a leaflet for the child to fill in with any activity undertaken in a one week period. Take up was low so local schools were contacted and a total of 495 leaflets and slap wraps were issued children aged 7 -10.

Personal challenges issued (Table 3.6)

Challenge Issued	Challenges issued in East Swindon	Number returned	Challenges issued in West Swindon	Number rtd in West Swindon
Walking	266	7	347	4
Cycling	81	2	375	5
Bus	178	1	495	0
Car Share	0	0	17	0
Childrens	532*	3	496	n/k
Total	1057	13	1730	9

Incentives issued

Incentives issued	Total	Events	PTP
Pedometer (walking)	534	268	266
Slap wrap/band (cycling)	864	332	532*
Bike Easy Book (cycling)	115	34	81
Smart card & holder (bus)	178	0	178

*Includes 495 issued to schoolchildren in 3 out of 5 local schools

Clearly the return of challenge cards was quite low on both projects and as we did not follow up in any other way we are unable to say with any certainty that the challenges motivated a change in behaviour.



Prize winners

Those residents who returned their challenge card were entered into a grand prize draw on 31st October 2014. The children's challenge leaflet was supplied with a freepost envelope; returned entries were entered into a monthly prize draw and into a grand prize draw and into a grand prize draw on 31st October 2014.

A short interview was held with the winners of the prize draw these were collated into small case studies and featured on The Swindon Travel Choices web site and in the end of project newsletter. See Appendix A for the case studies.

Feedback on transport issues

During the household engagement, households were asked whether they had any particular travel issues. The travel advisers recorded their comments 84 % of the comments received were concerning the bus service, 10% about cycling and %5 about other subjects. For the most common subject for feedback about the bus service see table 3.7 below. A full record of the miscellaneous comments about the bus service and the comments about cycling and other subjects can be seen in Appendix B.

Types of Comments from Residents in East Swindon (Table 3.7)

Comments	Number	%
Complaints about No 23 bus service – late infrequent etc	49	28%
Complaints about No 20 bus service – late infrequent etc	32	18%
Requesting a different route	28	16%
Too expensive	14	8%
Miscellaneous comments	13	7%
Bring back bus service	12	7%
Complaints about No 2 bus service – late infrequent etc	9	5%
Complaints about individual bus services – 2/22/30/31/13/14	8	4%
Do not like exact change system	6	3%
Concessionary bus passes should be accepted before 9.30am	5	3%
Insufficient disabled access	2	1%

Capital Suggestions from Residents

During the conversation residents were invited to comment on any maintenance issues or make maintenance requests in their area. These were put forward to the project board for a decision as to whether capital funding could be made available to take action. See Appendix H.



4. Project performance monitoring results

Introduction

To ensure the quality of project delivery, a Customer Charter is provided which includes a range of project performance indicators and targets. These targets and indicators are summarised in **Table 4.1** below.

Targets for customer service set in charter indicator (Table 4.1)

Indicator	Target	East Swindon	West Swindon
Satisfaction with service provided (% saying very or fairly satisfied)	95%	96%	98%
Quality of Information (% saying very good or fairly good)	90%	83%	100%
Complaints /Enquiries resolved within 5 days	95%	100%	72%
Travel Adviser polite and helpful (%saying Yes)	95%	98%	99%
Conversation useful (% saying very useful or quite useful)	90%	91%	95%
Received all requested information	90%	87%	91%

To ensure delivery in accordance with the spirit and the targets of the Customer Charter, the following monitoring and survey activities were undertaken:

- Individual staff performance monitoring: regular examination of Travel Adviser statistics and staff one to one reviews to discuss their progress, together with staff meetings where Travel Advisers were encouraged to share issues they experienced in the field and swap ideas about effective ways of engaging individuals'
- Maintaining a log of customer complaints/enquiries and ensuring issues were dealt with satisfactorily (see Appendix C)
- Customer after-care survey: a monitoring survey by telephone was conducted at the end of the engagement. The purpose was to find out whether they were satisfied with the service they received, as well as to investigate whether they had changed their travel behaviour as a result of the engagement with the project.

After-care survey results

The after-care survey was conducted between 29th August and 8th October 2014. It involved phoning up a sample of those householders who had participated in the project, had provided a telephone number and had agreed to take part in the aftercare survey. See tables 4.2 to 4.5 for the results of the type of response received, sex profile, car ownership and age range.

After-care survey response profile (Table 4.2)

Type of Response	East Swindon	% of calls residents	West Swindon	%
No of households participating in the after care survey	224	39%	334	50%
No of households who declined to take part in aftercare survey	180	32%	n/k	n/k
No of households who did not answer call	152	27%	n/k	n/k
Tel No not recognised	12	2%	n/k	n/k
Total No of Households telephoned	568	100%	666	100%

Direct comparison is not possible as exact data is not available form West Swindon

Respondent profile (Table 4.3 (4.4/4.5 combined))

Profile of respondents	Age Range							Sex			Car ownership			
	16-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	Other	0	1	2	3+
East Swindon	6%	8%	22%	15%	14%	25%	11%	41.0%	58.5%	0.5%	19%	50%	27%	4%
west Swindon	4%	13%	23%	25%	21%	11%	3%	40.0%	60.0%	0.0%	13%	46%	34%	7%

Self-reported behaviour change

During the aftercare survey we asked the participants to consider whether the amount of walking/ cycling/ bus use and car use had stayed the same, increased or decreased since their engagement with the Swindon Travel Choices adviser. Table 4.6 shows the results of this; table 4.7 shows the results for West Swindon. Net change (number of people increasing their use of mode minus number of people decreasing their use of that mode) is shown in the final column of the table.

East Swindon self-reported behaviour change (Table 4.6)

MODE	Increased	Decreased	Stayed the same	Net Change
Car Use	3.3%	14.4%	82.2%	-11.1%
Bus Use	14.4%	1.7%	82.5%	+12.7%
Walking	20.9%	4.1%	75%	+16.8%
Cycling	14.9%	4%	81%	+10.9%

The net change in car use was a reduction of 11.1%. The largest net change is in walking which increased by 16.8%, this was followed by an increase of 12.7% in bus use and an increase of 10.9% in cycling.

West Swindon self-reported behaviour change (Table 4.7)

Mode	Increased	Decreased	Stayed the same	Net Change
Car Use	1.9%	22.4%	75.6%	-20.5%
Bus Use	15.8%	2.2%	82%	+13.6%
Walking	36.2%	2.7%	61.1%	+33.4%
Cycling	17.7%	3.4%	78.8%	+14.3%

Note that the tables above show the percentage of people who say they have changed their amount of use of each mode, not an actual change in the level of use of this mode.

JMP stated that in their experience average net changes in walking, cycling, bus and car use are 39%, 15%, 11% and 22% respectively.

Participants who said they had increased or decreased their amount of travel with a particular mode were asked to estimate roughly how much more or less they were travelling via this mode over the course of a week. This self-reported estimate is not robust, but it does provide some indication of the scale of change occurring -see table 4.8.

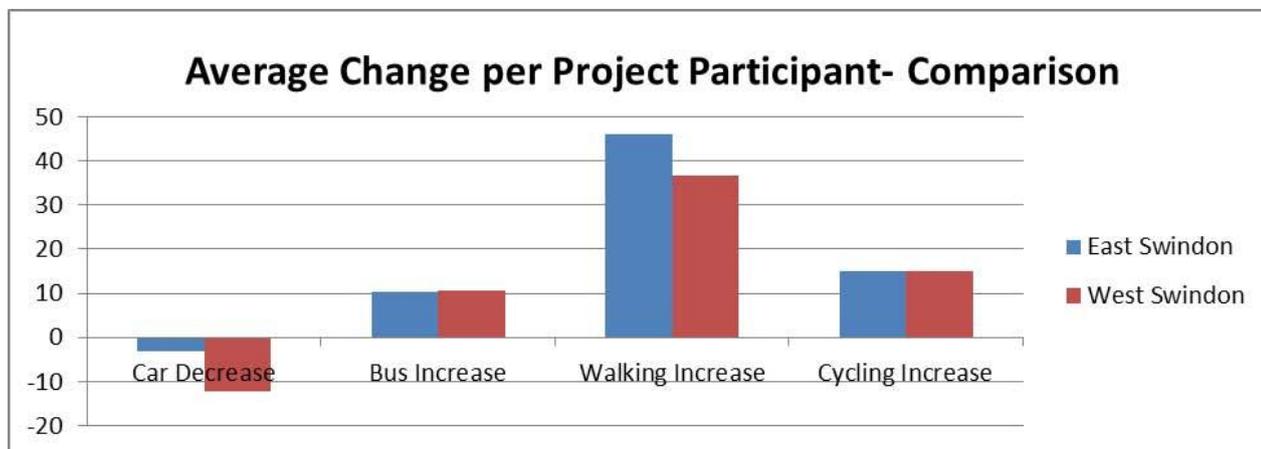
East Swindon Average increase in miles per week (Table 4.8)

Change	Unit	No Of Responses* 1	Cumulative per week	Average per week per respondent	Average per project participant* 2
Car Decrease	Miles	27	-494	-18	-2
Bus Increase	Miles	29	598	20.6	2.6
Walking Increase	Miles	29	395	13.6	2.3
Cycling Increase	Miles	28	382	13.6	1.5

*1 number of people providing an estimate of their level of increase/decrease

*2 based on net percentage saying they increased /decreased multiplied by average weekly increase/decrease and averaged across all participants.

The West Swindon project calculated their increase in change behaviour using minutes for Bus, Cycling and walking. In order to make a comparison to East Swindon the following assumptions were made 1 mile on a bus = 4 minutes, 1 mile walking = 20 mins, 1 mile cycling =10 mins.



Participants who said they had made a positive behaviour change were asked if they would continue with this change -see table 4.9 and table 4.10.

Percentage in East Swindon who will continue with positive change (Table 4.9)

East Swindon	Car	Bus	Walk	Cycle
Yes	88%	90%	84%	93%
No	4%	10%	8%	3%
Don't know	8%	0%	8%	3%
Total	100%	100%	100%	100%

Percentage in West Swindon who will continue with positive change (Table 4.10)

West Swindon	Car	Bus	Walk	Cycle
Yes	94%	96%	95%	98%
No	3%	4%	2%	0%
Don't know	3%	0%	4%	2%

Total	100%	100%	100%	100%
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Participants were also asked if anyone else in the household had changed their behaviour 29% said yes they had increased walking, cycling or using the bus.

During the PTP conversation participants were asked about their mode of travel to work and into Swindon town centre, the same question was asked during the aftercare survey-see table 4.11 and 4.12 for the results.

Mode of travel to work (Table 4.11)

Work Journeys	East Swindon PTP Survey	East Swindon Aftercare	West Swindon PTP Survey	West Swindon Aftercare
Car Driver	70%	55%	70%	63%
Car Passenger	2%	2%	4%	3%
Bus	6%	13%	8%	11%
Walk	8%	10.5%	7%	10%
Cycle	7%	10.5%	10%	12%
Other	2%	7%	2%	0%
Train	1%	1%	n/k	n/k
Motorbike/Scooter	1%	1%	n/k	n/k
Work from Home	3%	0%	n/k	n/k
Total	100%	100%	101%	99%

Mode of Travel to Swindon town centre (Table 4.12)

Journeys into Swindon Town Centre	East Swindon PTP Survey	East Swindon Aftercare	West Swindon PTP Survey	West Swindon Aftercare
Car Driver	47%	34%	43%	39%
Car Passenger	3.5%	4%	8%	2%
Bus	27%	36%	34%	44%
Walk	2%	3%	8%	7%
Cycle	3%	6%	5%	7%
Other	0%	2%	2%	1%
Train	0%	0%	n/k	n/k
Motorbike/Scooter	0.5%	0%	n/k	n/k
Do not visit Swindon Town Centre	17%	15%	n/k	n/k
Total	100%	100%	100%	100%

The aftercare survey also asked participants for the reasons for the increases/decreases in their mode of transport. See table 4.13.

Reasons for behaviour change -inc/dec mode of transport (Table 4.13)

	East Swindon	West Swindon
Exercise/Health	43%	44%
Lifestyle change	24%	4%
Due to Travel adviser visit	8%	7%
Save money	5%	24%
Environmental	5%	0%
Social/Enjoyment	5%	6%
More Convenient	5%	7%
Change in circumstances	5%	6%
Illness/injury	0%	2%
Total	100%	100%

It was interesting to find that Exercise and Health was the biggest reason for behaviour change, the second largest motivator being lifestyle change.

Those who had made the behaviour change were asked if they felt they had benefitted from travelling sustainably. 76% said yes, 15% said no, and 8% said they did not know. See table 4.14 for the beneficial effects for the 76% who said they had benefitted.

How the participants felt they had benefitted (Table 4.14)

	East Swindon	West Swindon
Healthier/Fitter	43%	67%
Social/Enjoyment	15%	5%
Convenience/Preference	15%	9%
Financial – saved money	15%	18%
Change of Lifestyle	7%	1%
More environmentally aware	5%	0
Total	100%	100%

Again Health and Fitness topped the list as being the most beneficial effect however social/enjoyment, convenience /preference and saving money were valued more highly than lifestyle change

Participants in the aftercare survey were asked whether they had visited the Swindon Travel choices web site, 15% said they had and of those 53% said they had used the journey planner.



Comments about the project and service required

At the end of the aftercare survey participants were asked if they would like to add anything else there were lots of comments about the bus services and paths similar to those in table 3.7 and Appendix B. However there were also comments about the service provided or about the project - see below:

'I was very pleased" (Amy)

" My wife has really taken on board cycling and walking; the whole family are much happier for it"

"I have been on holiday so not had a chance to alter my travel habits yet"

"We already walk a lot as a family"

"The project has my support but needs more work to develop it, the website needed improvement when I visited it."

"The travel advisor was very helpful and nice, I was extremely impressed by the service and the project." (Quentin)

"The map information was very useful especially the cycle information which we have used to plan lots of trips."

"The visit has been very useful and I am so glad the lady knocked on my door" (Jen)

"I would like to see the Sky Rides carry on through autumn and winter."

" The adviser was delightful." (Susan)

"Since the travel advisors visit I have thought a lot about how I travel and have made some changes."

"I would have liked more walking routes available in the resources offered."

"The travel advisor who visited me was excellent." (Sam)

"The adviser was competent and easy to talk to I will consider making changes." (Sven)

"I think it's a very good idea the young man who visited us was very enthusiastic and helpful." (Sam)

"The literature I received was very informative, my wife and I found the advisor and the resources he delivered to be helpful." (Sam)

"I think the project is a great idea."

Recruitment

Recruitment was through Pertemps, the selection process was made easier by having a member of staff on the interview panel that had experience of working on the West Swindon project. We recruited 4 full time and 5 part time staff (in total 7 FTE), 5 of the advisers recruited had also worked on the project last year which was a tremendous advantage* to the project. The staff were employed on a temporary contract through Pertemps and paid weekly via timesheets which could only be authorised through the project leader based in Wat Tyler West. A staff signing in sheet was used in the office to keep a track on days and hours worked and reconciled with the charges each quarter. Unfortunately a breach of trust was discovered regarding days claimed and there was no recompense through Pertemps as authorisation had already been given.

Some staff did take leave of absence during the project but this had no effect as there was a 'floating' adviser to cover in such circumstances. This person was also assigned to teams when required to balance workload.

The team of advisers were able to work for the length of the project which was initially schedule to finish 31st October, in the end the delivery part of the service ended 30th September, 4 advisers were retained until 10th October to undertake the aftercare survey and 1 adviser was retained to 3rd October do some work on the Demographics of the areas the contract for other 4 advisers ended.

In recognition of the work undertaken and commitment to the project the advisers were awarded a bonus at the end of the project.

*see section 6. Recommendations

Training

Training was attended by all but one of the advisers who unfortunately was on leave when the training was undertaken. It was delivered by JMP and was very comprehensive with regard to the role of the adviser, the content of the conversation and the subject of sustainable travel. They provided support to both new and experienced members of the team on the initial door knocking exercises and gave some top up training a few weeks into the project. The travel advisers found the content useful and interesting.

In house there was brief training on the tablets and on the use of excel.

There was no training on conducting the aftercare survey which was completed over the telephone.



Reflections on Project Delivery

Considering the short time scale for setting up the project and the lack of expertise on the nature (door knocking) of the project it ran well and the methodologies and results were similar in many areas. The project ran from 10th June 2014 to 10th October 2014 and we were able to exceed the original 2 knock policy to 3 knocks on all residential property. In addition we delivered resources to all residents who had not been contacted and to the residents not wishing to participate. The changes in methodology were as follows:

The residential households were split into individual areas.

The whole team worked on the two initial phases – introductory leaflets and 1st knock, in Liden, the area closest to the office. Then the advisers were assigned to the four remaining areas to complete the whole process. As they finished an area they returned to Liden to complete the rest of the process in this area.

Strengths	Limitations
<ul style="list-style-type: none"> • Enabled the team to get to know each other better and provided an insight for the team leader about possible pairings • An opportunity for relationships to be built within the team. • Increased levels of communication between the team. • Team in the office at the same time for discussion and notification on 'process development' • Provided a shared learning experience and best practice platform. • Increased confidence in the non-experienced members of staff. • Enabled the profile of the project to be raised in the area where the office was based. • Gave responsibility and a sense of ownership to the advisers • Teams could use their own strategies to deliver the different phases. • Introduced friendly competition • Increased motivation and spurred some members on to improve service delivery. 	<ul style="list-style-type: none"> • Relied upon good will, compromise and objectivity from the team regarding pairings. • Inhibited opportunities for relationships to naturally develop. • Tested relationships which otherwise may have been avoided. • Limited opportunity to work with every member of the team although there were changes due to sickness and holidays. • Some areas were quicker to travel to than others meaning the teams closest in terms of miles could spend more time in the office and they spent less time travelling. • More frequent and more bus services available to and from different areas – again affecting travelling times. • Risk of collusion between teams with reference to hours worked.



Use of electronic tablet to gather information

On the West Swindon project data was gathered manually by paper survey then after a period of knocking the teams returned to the office and input all of the information into the database. In East Swindon we used a tablet where the information was input straight away when returning to the office the advisors extracted the information onto a USB. This was then uploaded to the data base in order for the reports to be run.

The advisors also updated the electronic version of their street sheet to keep a record of outcomes and streets completed. This was easily accessible and was used to update information boards so the teams were aware of their progress by outcome and logistically.

Strengths	Limitations
<ul style="list-style-type: none"> • Lead to more efficiency of data input • Ensured all information was gathered as the survey leads the conversation in a precise way. • When filling in a manual form it is easy to skip over or miss out questions. • Lighter to carry around as opposed to hundreds of paper survey's • Can be used for internet access which could be useful at events to promote STC website and journey planner. • Consistent gathering of information 	<ul style="list-style-type: none"> • Some advisers still collated data manually and input on returning to office which meant they were less able to take on extra responsibilities and could lead to hold ups in going back out to the field. • The conversation was not able to flow freely because of the restrictions of the format of the survey. • It is not easy to view the information input so errors can occur. • If the information is not input at the time then it could be missed/lost

Challenges

The West Swindon project recommended more rigorous follow up of challenges cards as returns were low. They relied upon people returning the card by their own method. The East Swindon challenge card was designed with the reverse as a free return address so participants might be encouraged to return them. Although the return rate was increased it was not significant.

Sustainable Travel Options

The sustainable travel options in East Swindon were very good with a good network of cycle paths and walkways. Buses from Liden, Eldene and Covingham into Swindon were regular and mainly on time. There was criticism of the condition of some cycle paths pertaining to the ground cover and lack of lighting but this was only in a couple of areas. The travel advisers used the cycle paths and the bus routes to travel around the areas and felt that complaints received about the unreliability of bus service no 20 and the lack of bus services in Coleview were in their own experience justified. See table 3.7 and Appendix B.



6. Impacts and Benefits

There was a large amount of data collected in the original survey and it is possible to extrapolate this data for further assessment.

The measurement of the impact and benefits of the programme was taken from the participants (186) who took part in the aftercare survey which is a relatively small sample compared with the number who took part.

- 7,899 households approached;
- 3,426 households (43%) participating in the programme, including 1,303 “actively participating”;
- 18,035 individual information resources distributed to households;
- 1057 Swindon Travel Choices ‘personal challenges’ issued to try out a new travel behaviour;
- 468 individuals signed up to receive Swindon Travel Choices email updates.
- In terms of outcomes, the project achieved:
 - 11% of participants said they were using the car less following participation in the programme;
 - 17% said they were walking more as a result of the programme, with 11% cycling more and 13% using the bus more.
 - Respondents provided an estimate of the amount of additional walking / cycling / bus use they were undertaking per week and the number of new trips per week. Participants who increased their levels of walking did so by an average of 13.6 miles per week and took an additional 4 trips per week;
 - Those who reported they were cycling more estimated an average 13.6 miles additional cycling per week and an additional 3 trips;
 - Those who were using the bus more were doing so by an estimated 20.6 miles per week, for an additional 3.3 trips;
 - Respondents also provided an estimate of the reduction in number of miles they were driving. This averaged 18 miles per week for the 11% who had reduced car usage. This was spread over an average 3 trips per week.

If it is assumed that the after-care sample was representative of broader participants in the project, it could be extrapolated that, overall, 143 households reduced their amount of car travel by an average 18 miles per week (11% of 1303 actively participating households). If this figure is annualised, it would suggest a total reduction of around 936 miles per year per household of car traffic removed from the network.

7. Recommendations/Lessons Learned

In terms of future delivery of PTP in the Swindon area based on our experiences in East Swindon the following observations/recommendations are made

Recruitment

Having staff with previous experience is an advantage as being knowledgeable about the role and the resources they can provide an insight into the role for new members of the team which breeds confidence within the team.

If future projects are resources by staff on temporary contracts it is essential that authorisation of timesheets are done in conjunction with the signing in sheet.

Training

The training received from JMP for the role of the adviser, the engagement process and the subject of sustainable travel was effective and provided the correct level of support.

Further in house training would be beneficial in the following areas: -outcomes, overcoming negative response, maintaining spreadsheets, downloading data, telephone survey/sales.

In addition more time spent on understanding the aims and objectives of the project and maximizing positive results would assist the advisers in their role.

Project delivery

The positives achieved from allocating areas to teams far outweighed the limitations around staff relationships (most of which are a natural occurrence when working with groups of people) and should be repeated. Perhaps having larger teams with responsibility of more than one area would reduce the negative aspects.

More planning around travel within the areas to be knocked, particularly looking at the bus services between areas, would be beneficial prior to office accommodation being sourced.

Households frequently stated they had not received the introductory leaflet. A suggestion was made by one of the advisers that the introductory leaflet could be made more interesting by containing an image and more detailed information about the resources. This would mean the resident would see the quality of the resource and have an idea about the type of information available when they were visited.

The travel survey seemed complex and collated far more data than was used in this report (which is based on the one produced by JMP last year). In order to get the resident more focused it would be advantageous to prioritise the outcomes/select the initiatives available and have screening questions which route the questionnaire to one subject of interest for the resident.



Organising events in each area prior to the start of the door knocking would raise the profile of the project however we should not impart any resource or information that we intend to pass on at the doorstep (this would make it easier for the resident to decline to take part). Instead it should promote other parts of STC and sustainable travel like national bike week etc and be about engaging with the neighbourhood in a positive and fun way.

Electronic tablet

The efficiency of the information being directly uploaded to the data base saved a lot of time and was largely responsible for the project being completed ahead of time. However the survey is restricting in the way the conversation takes place which worked better for some advisers than others. This may have resulted in the flow of conversation not being engaging enough to keep the interest of the householder. This should be considered when designing the next questionnaire and be addressed through the training.

Some information was lost (24 households) from the tablet in comparison to results on the street sheet. Checks were made as to the total entries extracted compared with totals on the reports but this would not address this issue. What is required are checks against the updated street sheet information against the extracted data.

We did not record not at homes on the tablet which meant we did not have a running total of households visited on the reports; this should be considered next time.

Challenges

The challenges proved difficult to 'sell' and because the returns to confirm the challenges had been completed were so low, success of those accepting a challenge was difficult to accurately interpret. Amongst the reasons for not returning the challenge card were:

Has done the challenge but not filled in a card yet; Have not all got bike yet; No time yet; Very busy; Going this w/end; Have not received challenge card; Not had time yet; Forgotten to because of work; On hold no reason; No reason just chose not to; Used bike in the end instead of bus; Was away for a while; Health reasons; Only just found it again; trying the challenge this week; Can't remember it.

A bigger single challenge which was monitored by the project ie Swindon Active Challenge or the Tri Active project may encourage more participants, enable closer monitoring and give more accurate results.



Incentives

The Thamesdown smartcard was popular with those who wanted to try the bus, some commented about how simple they were to use as opposed to having to have exact change which is a requirement when travelling on any Thamesdown route.

The Bike Easy Book was popular with the age group between 55-64.

Children liked the slap wrap and the pedometer was the most popular incentive although in the aftercare survey several people said they had broken, we replaced these and noted that none of them were from the original batch of pedometers issued which were of good quality but from the poorer quality replacements.

Sustainable Travel Options

Before the project began investigation was undertaken as to the logistics of travelling around each area. It was identified that there was a regular bus service from Liden to Eldene, Nythe and Covingham although service 20 was deemed unreliable. Bus travel to Coleview was recognised as being more time consuming due to no direct route from Liden to Coleview and irregular bus service from Green bridge through Coleview. It was assumed that the advisers would take advantage of the good networks of cycle paths and walkways and although 2 advisers took the opportunity to cycle it was infrequent. For most of the advisers the bus was the preferred method of travel which gave them experience and knowledge when talking to residents. With the Coleview area it was agreed the advisers could take the car to Greenbridge then use public transport or walk as the other advisers did. However it appeared their preferred method was to use the car for all journeys which was not in the spirit of the project and disrespectful to other team members who chose the sustainable method. It is recommended that the methods of travel are discussed, agreed and imposed at the onset of the project with clear guidelines on exceptions ie – late night working; carrying heavy resources.

Impacts and benefits

The impact from the aftercare survey was not as significant as in West Swindon this could correctly reflect the impact due to the demographics of the area or the method of interview used. Or it could be because we were limited to whom we could obtain feedback from. This was determined by the number of residents (568) who agreed to being contacted by giving their telephone numbers, which was 15% of the total households contacted. In addition, despite making 3 attempts to contact by telephone the 'no contact' rate was 27%. Of the seventy one percent of those contacted 25% declined to participate. 2% of the telephone numbers given were not recognised.



Consultation comments

The following comment is carried forward from the report on West Swindon which is also relevant to the East Swindon project.

'An ability to act on consultation comments (where appropriate) would highlight to the community that the Council is listening and responding to concerns, particularly where people identify small, day to day issues such as glass on cycle paths or overgrowing vegetation on footways may engender a more positive, 'can-do' engagement between the community and the Council and 'shared ownership' of promoting and encouraging sustainable travel. '

Comment from East Swindon – It would be useful to have a process by which issues raised can be rapidly addressed.

Promoting a legacy for the broader project

The development of initiatives over the last four years for example the Swindon Travel Choices website, journey planner and social media activities, together with the workplace Travel Advice team and West/East Swindon PTP engagement, has engaged a large number of people in the programme and given the project a significant local presence.

It would be beneficial for future projects to consider other initiatives that would continue to promote Swindon Travel Choices outside of the project timescale in order for its benefits to continue.

8. Demographic Analysis



The two tables above are separated into those who participated (table a) and those who did not participate (table b).

The categories highlighted in orange are the proposed demographic for the project next year.

Table A

Key for Swindon Type	% in area	AP	PD	NPK	NPH
2. Small Town or Suburban, Older Comfortably off Families	30.9%	29.2%	37.6%	33.1%	33.3%
12. Mid-Aged Families with Young Children and Lower Incomes	16.1%	16.9%	18.0%	9.2%	15.0%
6. Urban/Suburban Pensioners with Average Incomes	14.4%	14.7%	16.1%	20.5%	15.5%
10. Young Professionals with Average Incomes but Illiquid	8.5%	10.0%	4.6%	8.9%	5.7%
7. Suburban Lower Income Single Elderlies	8.3%	6.0%	7.9%	9.6%	6.9%
5. New Build/Suburban Younger Comfortably Off Families	5.2%	5.3%	4.3%	5.3%	6.1%
3. Suburban Older and Retired Wealthy Couples	4.5%	8.6%	1.6%	3.6%	5.4%
13. Mixed Hard Pressed Council Tenants, Some Lone Parents	3.7%	1.8%	1.7%	1.1%	2.2%
11. Young Renting Couples/Singles on average Incomes	3.1%	1.9%	1.9%	3.5%	4.2%
1. Rural or Suburban, Mid-Aged Very Wealthy Families	1.6%	2.8%	0.4%	2.3%	1.9%
8. Urban Young Couples/Singles on Low Incomes	1.5%	1.1%	1.4%	0.7%	1.3%
14. Young Benefit Reliant Singles, Often Lone Parents	0.9%	0.4%	2.7%	0.5%	1.3%
4. Urban/Suburban Mid-Aged Wealthy Professional Families	0.9%	0.9%	1.6%	1.1%	0.8%
9. Urban Very Young and Very Low Income Sharers	0.4%	0.1%	0.3%	0.3%	0.3%
	100%	100%	100%	100%	100%

Key for Swindon Type	N/C	S/L	NAI	NPC
2. Small Town or Suburban, Older Comfortably off Families	29.9%	4.9%	31.1%	31.7%
12. Mid-Aged Families with Young Children and Lower Incomes	20.1%	4.0%	14.7%	16.0%
6. Urban/Suburban Pensioners with Average Incomes	10.7%	2.4%	19.5%	15.4%
10. Young Professionals with Average Incomes but Illiquid	10.9%	2.2%	3.7%	8.2%
5. New Build/Suburban Younger Comfortably Off Families	5.2%	1.9%	2.1%	5.8%
7. Suburban Lower Income Single Elderlies	3.5%	62.5%	20.0%	5.7%
3. Suburban Older and Retired Wealthy Couples	4.4%	1.3%	2.6%	5.0%
11. Young Renting Couples/Singles on average Incomes	3.1%	0.0%	0.5%	4.0%
13. Mixed Hard Pressed Council Tenants, Some Lone Parents	5.0%	17.5%	3.2%	3.0%
1. Rural or Suburban, Mid-Aged Very Wealthy Families	1.3%	0.3%	0.0%	1.8%
8. Urban Young Couples/Singles on Low Incomes	2.4%	1.3%	0.5%	1.1%
4. Urban/Suburban Mid-Aged Wealthy Professional Families	0.6%	1.3%	1.6%	0.9%
14. Young Benefit Reliant Singles, Often Lone Parents	2.0%	0.3%	0.5%	0.6%
9. Urban Very Young and Very Low Income Sharers	0.9%	0.0%	0.0%	0.2%
	100%	100%	100%	100%

Appendix A

Case studies of prize draw winners who were engaged during the programme.

First Prize Adult Challenge



Graham White pictured left with his dog Jack who is Graham's inspiration for his walks. Graham lives in Liden and won the first prize of £100 voucher to spend at one of many high street stores. He took on the challenge with his son. Their challenge was to walk 30 – 40 minutes per week. In the challenge week Graham walked for a total of 4 hours and 25 mins and his son walked for 2 hours and 15 mins. Using the pedometer Graham calculated he had walked 26,370 steps and burned off 1,301 calories

First Prize Kid's Activity Challenge

James Vincent from Eldene, pictured below with his twin brother Harry



James won a £50 voucher to spend at one of many high street shops including Toys R Us which James was most excited about. James, Harry (both aged 8 ½) and their sister Sophie (aged 10) all entered the competition and James said he would spend the voucher on something for his siblings too. For his activity challenge James walked to and from Eldene Primary school every day, he went on a bike ride at Lydiard Park with his father. He walked to Morrison's with mum to do the shopping, walked the dog several times and cycled to Coate Water.

James' teacher, Mr Kirby, was impressed that James had taken part in the Kid's Activity Challenge and when James notified him that he had won a prize he asked James if he would share his experience by speaking to the rest of his class.

James' mum told me all of the children had recently received new bikes and really enjoyed getting out and about. She was really impressed at how they had taken to the challenge and was hoping to join them soon after some refresher lessons as it had been a long time since she had ridden a bike.

Adult Challenge runner up prize

Janet Hall pictured below with walking guide Graham Lee and friends from the Health Walk group



Janet had a completing

she attended a Pilates class; went on 2 Swindon health walks; walked around Covingham and spent a day gardening. Janet's incentive was a pedometer which she said spurred her on to do more walking, she also wore it indoors and said she was surprised how the steps soon add up.

busy week her challenge:

Janet has been attending the Swindon health walk for over a year and looks forward to the weekly exercise as well as the monthly walks to different places of interest. Recently they travelled to Stanford in the Vale and Laycock where they went on a 2 hour walk. Janet said " It's really interesting as the guides tell you about the places of interest as you walk along – it's surprising what you find out". Janet made the decision to go on the health walks on her own but was delighted to find ex work colleagues also attended. It was lovely to see the people I used to work with again and I have also made many new friends since joining the group.

Appendix B



Miscellaneous comments on the bus service

- Not every bus stop has timetables.
- More windows on buses would help in hot weather.
- A few extra buses from Eldene to Greenbridge.
- More regular bus service on this road.
- Would like to see the bus from town centre to home extended to 10.00pm and not 8.00pm. That would be very helpful. Due to change in policy I now cannot receive a bus pass until I am 64 whereas my husband received his at 60.
- The closest bus stop is Liden Drive. For old people and for me living in a complex for the elderly 55 onward and with disabilities is pointless. We could do with a closer bus stop.
- Think buses should come more frequently
- More frequent buses would mean more likely to use them.
- Bus service not often enough
- Thinks buses are too unreliable
- Bus drivers should be told to wait for passengers to be sat down before moving off. Old buses should be phased out if possible.
- The bus stop on Marlborough Road behind Abney Moor is incorrectly signposted for the X5 bus line when ha
- Does not like to use busses because just not nice.

Comments on cycling/cycle paths

- Cycle tracks break up in dangerous places-cycle track is not continuous. There are also some shared areas of cycle tracks which are very narrow and other areas which are pedestrian only which could be converted to both track and pedestrian.
- Newer areas have better cycle tracks, older cycle routes should be improved.
- Please address cycle paths. State of some, PCP break up and so you are forced onto paths with your bike. Not able to cycle into old town, you have to use the road. Keen cyclist who would get out of using car and use bike much more if these issue were addressed
- Improvement is needed to the quality of the roads and/or the number of cycle paths
- Condition of the roads is very poor around here, lots of pot holes. Roads floor, people used to come and clear the drains but no longer. Greenbridge roundabout floods and by the garage at Dorcan Way. Would suggest more curb drainage.
- Would cycle but the cycle paths break up and as retirees we find this too tiring. I would use the busses more if they would go to where I want them too. As for the buses, again too much walking for us well as waiting. My bus stop is Dorcan Way -The Messenger
- Cycle paths by Greenbridge are over grown so need to be maintained in order to encourage usage. Cycled to hospital yesterday and when the cycle path ends you have to ride on the roads.



- Cycle path from nr house, goes from the drive through to Marlowe Ave- there are no lights, it is pitch black and dangerous. Gripe no 2 20 bus service to hospital increase frequency please. Would like to see the bus from here to Swindon central library.
- The foot path and cycle path have been dug up opposite the spotted cow now we have to walk on rubble. Also had to move barricades to get through. Been told to walk on the other side. The cycle path and foot path is none existent.
- Resident thinks Dorcan Way path should be signposted if it's a cycle route. Also feels regent's circus is dangerous.
- Hannah would like to see the cycle paths improved, painted in a distinct colour, clearly marked. When the cycle path come to an end, it would be good to see cyclist off the pavement because this endangers children.
- I would like to see more uninterrupted cycle lanes. It would be nice to see the cycle paths in different colour. Cycle paths need to be extended and linked up far better. Towards a420.

Comments on other subjects

- I would like to know about community transport and cheaper taxis like dial a ride Taxi service for elderly transport, to hospital, etc. Resident would like services for homebound people Send info on dial-a-ride if possible
- The footpaths in my area are in need of repair-mutilated by constant digging. It would be nice to see them in better condition. Another thing which disturbs me is the white lines which are in need of painting as they are fading away.
- More concreted footpaths and lowered street access for wheelchair users wanted from Elmere to Islandsmead. Info on train/bus combination and trains to London
- Husband major Edward Thomas bell works at the army academy in Shrivenham looking after the families and has said that this would be an excellent project for the army wives because they come from all over the world and do not know much about the transport
- The proposed Greenbridge over the a419 to join up to the end of Covingham Drive, we are very much against this proposal as it will bring a lot more traffic into this estate. If there was a link this would increase traffic and be used as a rat run.
- Governor Oaktree School. Interested in funding for bike shed (approx. 80 bikes) urgent The underpass routes to new college are dangerous due to muggings etc.

Appendix C



Date	Nature of Query//Complaint	Action taken	Date completed
09/07/2014	Telephone Complaint - One of your advisors has stepped on my lawn. I told her about it and she was very lovely and apologetic but they should not be doing that.	Empathised with the lady and informed her that she was correct and the advisors had a number of rules to follow and that was top of the list. Assured her that the advisor would be reminded of the rules and apologised on behalf of the advisor - Lady happy with response.	09/07/2014
12/07/2014	Telephone Query Lady called to say she had received a leaflet through the door which said Swindon Travel Choices could help with travel. She wanted to know if we could take her to bath to visit her son in hospital as they did not have a car.	Advised the lady that STC were unable to help however I did know someone who could assist her and asked if I could pass her telephone number to the RVS with whom we share an office. The lady agreed and the RVS called her back straight away to give her a price and confirm availability for the journey. Completed	12/07/2014
22/07/2014	Lady telephoned to query whereabouts of resources as she had not received them.	Obtained ladies address and tel no in order to investigate and call her back. Advised her that the advisor would be delivering the resources to her that afternoon - Lady impressed we were hand delivering and not posting out and tweeted complimentary message on STC website.	22/07/2014
23/07/2014	Lady called to complain that she had been delivered the wrong resources.	Apologised, took name & tel no, told her I would investigate and call her back. Found advisor had packed incorrect resources. Called lady back and explained the error also notifying her that the correct resources would be delivered the following day. Lady concerned about the money being 'wasted by SBC on rubbish' (she was referring to the resources that had been delivered in error) I informed her ref Dept of Transport funding etc. and reassured her those resources were being requested by other residents so we would collect them to deliver elsewhere.	24/07/2014

Appendix D



UPRN	Address	Street	Intro Leaflet	1st knock	2nd knock	3rd knock
100121116128	6 BARNARD CLOSE NYTHE SWINDON SN3 3LZ	BARNARD CLOSE	Y	1	2	NPC
100121116129	7 BARNARD CLOSE NYTHE SWINDON SN3 3LZ	BARNARD CLOSE	Y	AP		
100121116130	8 BARNARD CLOSE NYTHE SWINDON SN3 3LZ	BARNARD CLOSE	Y	AP		
100121116131	9 BARNARD CLOSE NYTHE SWINDON SN3 3LZ	BARNARD CLOSE	Y	1	NAI	
100121116132	10 BARNARD CLOSE NYTHE SWINDON SN3 3LZ	BARNARD CLOSE	Y	PD		
100121116133	11 BARNARD CLOSE NYTHE SWINDON SN3 3LZ	BARNARD CLOSE	Y	1	2	3
100121116134	12 BARNARD CLOSE NYTHE SWINDON SN3 3LZ	BARNARD CLOSE	Y	NPK		
100121123101	3 CHALFORD AVENUE NYTHE SWINDON SN3 3NA	BARNARD CLOSE	Y	PD		
		28				
	1084	Total Households	Leaflet	1st Knock	2nd Knock	3rd Knock
		1085	1084	1084	756	482
		1041	100%	100%	100%	100%
		(Total minus S/L)		Response	Response	Response
				29%	25%	11%

1st KNOCK					
NP(O)	1	0%	NP(K)	59	6%
NP(S)	0	0%	NP(KI)	0	0%
NP(A)	1	0%	PD	53	5%
NP©	81	8%	NP(H)	47	5%
NPE	0	0%	AP	60	6%
Total NP	83	8%	Total P	219	21%
NA(I)	20		2%		
SL	7		1%		
Total SL/NA	27		3%		
2nd KNOCK					
NP(O)	1	0%	NP(K)	35	3%
NP(S)	0	0%	NP(KI)	0	0%
NP(A)	5	0%	PD	41	4%
NPE	0	0%	NP(H)	42	4%
NP©	96	9%	AP	43	4%
Total NP	102	10%	Total P	161	15%
NA(I)	11		1%		
SL	0		0%		
Total SL/NA	11		1%		
3rd KNOCK					
NP(O)	0	0%	NP(K)	30	3%
NP(S)	0	0%	NP(KI)	0	0%
NP(A)	0	0%	PD	26	2%
NPE	2	0%	NP(H)	2	0%
NP©	39	4%	AP	20	2%
Total NP	41	4%	Total P	78	7%
NA(I)	6		1%		
SL	0		0%		
Total SL/NA	6		1		
Project Performance June	Nythe	Nythe 2nd	Nythe	TOTAL	TARGET

2014 (Cumulative)	1st		3rd		
Total Households in Sample	1084	756	482	1084	1085
Sample Loss (Residential Home/Vacant dwelling)	7	0	0	7	7
Not Applicable (immobile/Incapacitated)	20	11	6	37	37
Total Households Engaged	1057	745	476	1040	1041
Participating at Doorstep	160	126	48	334	312
Already Travelling Sustainably	59	35	30	124	104
Total No of Participants	219	161	78	458	416
Not Participating	81	96	39	216	208
Others		2	6	2	10
Not Home	755	482	357	357	416
Household engagement rates	%	%	%	%	%
Participating at Doorstep (not including already travel sustainably)	15%	12%	5%	32%	30%
Already travelling sustainably	6%	3%	3%	12%	10%
Not Participating	8%	9%	4%	22%	20%
Not Home	73%	46%	34%	34%	40%

Appendix E

Swindon Travel Choices Data Protection and Privacy Statement

Swindon Travel Choices is part of Swindon Borough Council and is registered under the Data Protection Act 1998. Any information we collect from you during this project will be used solely for the purposes of the project. Your details will be kept on a secure database that is solely used for the purpose of this project and only accessible to our staff.

We may ask for your phone number and/or email address in order to continue to offer our service. Our project team may also seek to contact you again after the initial visit in the following circumstances:

If you took up a “Personal Challenge”

we may contact you around 3 weeks later to see how you are getting on and whether you need any additional information / support; to ensure that we are achieving our Customer Service targets, we will call a sample of households to check whether you were satisfied with the service you received.

We will never pass on your contact details to any unrelated third party, but we may pass on your details in the following circumstances:

If you sign up for Swindon Travel Choices email notifications

Participants will be invited to sign up for Swindon Travel Choices email notifications to provide you with ongoing information updates, notification about events and occasional promotional offers and newsletters relating to Choose How You Move. When the Swindon Travel Choices Planning project finishes, we will pass on a secure database with names and email addresses to Swindon Borough Council to continue to provide Swindon Travel Choices information to you. They will use this data exclusively for the Swindon Travel Choices service.

If you want to pass on information to other bodies

If you make any comments about transport or other services in the local area that you think would be helpfully passed on to relevant third parties, we will send information to them. We will send this information with your contact details, though we will ask you to state you are happy for your details to be passed on before we do so.

If you have any queries, you can contact the Swindon Travel Choices team leader, Lorraine Heath on 01793 463296 Alternatively, if you would like to speak to a representative of Swindon Borough Council, please contact Claire Fleming on 01793 466392 or email cfleming@swindon.gov.uk

Swindon Travel Choices reserves the right to updated or amend this data protection and privacy statement.

Appendix F



Swindon Travel Choices Customer Service Charter

Our Service

Swindon Travel Choices are delivering a Personal Travel Planning (PTP) service to residents of East Swindon as part of a government initiative.

This service involves engaging people at their doorstep and at community events to offer ideas and information for trying out sustainable travel options. Our trained Travel Advisers will conduct a conversation with you at your doorstep, and, should you wish to participate in the programme, send you a resources pack with materials to encourage you to try out sustainable travel choices.

Our Commitment to you

We are committed to meeting your needs by providing high quality customer service, offered by specially trained staff. We will always be polite and treat all customers with courtesy and respect.

- We will not cold-call: we will send a postcard in advance of knocking at your door so you know to expect us;
- You will have a choice of how to contact us that will be accessible for all and displayed on all our material;
- When we contact you by phone or in person we will identify ourselves clearly and give our name and identification;
- When you contact us by email or phone, we will acknowledge and seek to resolve your query within two working days. When you contact us by post, we will seek to resolve your query within five working days. In the event of not being able to resolve your query, we will issue an acknowledgement that the issue is being addressed within the above time frames;
- If your comment is not related to our services, we will forward it to the relevant organisation within 10 working days;
- We will aim to provide our services when it is convenient for you and will offer to call or visit another time if you are busy;
- We will keep a record of comments and complaints to help review and improve our service;
- We will monitor our performance and make the results available for you to see;
- **We will not sell you anything;**
- We will not share your personal information with any third party, except where you give us explicit instruction that you would like us to (further information on our data protection policy is provided at the end of this sheet).



Our Customer Service Targets

We set ourselves the following targets in delivering high quality customer service:

- 95% of customers we monitor will rate the service as good or very good;
- 90% of customers will rate the quality of information that we provide as good or very good;
- 90% of project resources requested by customers will be dispatched within 5 working days;
- 95% of all complaints / queries to be dealt with in the stipulated times.

How to Contact Us

If you have any queries please contact Lorraine Heath, Team Leader by:

Telephone 01793 4632960

Email: lheath@swindon.gov.uk

Post: Swindon Travel Choices, c/o Liden Library, Barrington Close, Swindon. SN3 6HF

If you have a complaint with any aspect of our service, please get in touch with us as above.

We look to deal with complaints in the same manner as any enquiry, by resolving it within 2 days by email or phone, or 5 days by post.

If, for any reason, you are dissatisfied with the response we provide you, you may contact Claire Fleming by:

Telephone 01793 466369

Email cfleming@swindon.gov.uk

Post: Highways and Transport Delivery, Wat Tyler West, Beckhampton St, Swindon. SN1 2JH.

Data Protection and privacy statement

Swindon Travel Choices as part of Swindon Borough Council is registered under the Data Protection Act 1998.

Any information we collect from you during this project will be used solely for the purposes of the project. Please read our Data Protection and Privacy statement for more detail.

Appendix G



Swindon Travel Choices PTP Field Safety Protocol

The East Swindon Personal Travel Planning project involves engagement with members of the public. The engagement will take place at the person's home or other places (e.g. the project office, other offices, shopping centres, community events).

The execution of a project which relies on face to face contact, especially at the person's home, inevitably involves risks. This note lays out how staffs are expected to manage these risks.

At all times, employees may refuse to carry out tasks which they feel are unsafe or an unreasonable risk to their health without fear of disciplinary action but are expected to discuss the circumstances with their supervisor at the earliest opportunity.

Travel advisors are advised to take all reasonable steps to ensure their own safety and that of their colleagues at all times during the course of their work, including any travel between locations necessary for the performance of their duties.

At a person's home

Travel Advisers will usually be assigned work in pairs in order to promote safety. It is not usually expected, however, that Travel Advisers will approach a given door together; they should undertake their own work but intend to stay within sight/calling range of their colleague.

In streets of houses, Travel Advisers will usually be expected to work on opposite sides of the street, so stay within sight of their colleague.

In tenement-type flats Travel Advisers should aim to work a given stair together. Whilst they may then be on different floors at some times, they should never be out of verbal contact with their colleague. Travel Advisers should never leave a colleague and move onto the next stair alone.

In bigger blocks, Travel Advisers should ensure that they are working the same corridors/floors, so have visual contact with their colleague much as they would if they were working in a street of houses.

Travel Advisers are required to assess the risks of every street/block of flats individually and adapt their working practices accordingly to promote their own safety and that of colleagues.

Travel Advisers are expected to conduct the conversation with the householder on the doorstep. Travel Advisers are not expected to enter any homes. In some circumstances this might not be practical, or the person requests that the Travel Adviser comes into the house to conduct the conversation.

Travel Advisers may enter the house if they are explicitly invited in and feel comfortable to do so, but where possible should seek to conduct the conversation at the doorstep. If they do not feel comfortable they must decline to enter.

If the person is insistent that the Travel Adviser comes into the house, the Travel Adviser may politely refuse, and terminate the conversation if necessary.



Before entering any house, Travel Advisers must contact their colleague or supervisor to let them know they are going into a house.

Travel Advisers are encouraged to use the following scenarios upon receipt of an invitation to enter a house, depending on whether or not they feel comfortable to do so.

- They can refuse, saying they are not allowed to enter the house
- They can accept and attract the attention of, call/text or walk over to their colleague to indicate they will be entering a house
- They can offer to call back at a more convenient time and another TA could undertake the visit
- If they stay in an indicated household for too long, their colleague can call them on their mobile and if necessary can always go and knock on the door to assist them in closing down the conversation.

At an organized event

Travel Advisers will, from time to time, be required to engage with members of the public at events: at community fetes, in workplaces, in public spaces such as shopping centres, etc. Travel Advisers will usually be working at a stall or stand.

Travel Advisers must ensure that the stall or stand (or other locations at which they are working) is positioned in a manner so that ready egress is available in the event of emergency or personal confrontation. If no such position is available, the Travel Adviser should seek advice from the supervisor but may leave the event/location as soon as possible without fear of disciplinary action.

Given the nature of the work, it is unlikely that Travel Advisers will find themselves working alone (out of sight or earshot of other people). Should this occur, however, and Travel Advisers feel unsafe the Travel Adviser should seek advice from the supervisor but may leave the event/location as soon as possible without fear of disciplinary action.

Travel Advisers are not expected to put themselves at any risk of injury to defend property taken with them to, or provided at, the event.

In the East Swindon PTP Office

Members of the public may, from time to time, enter the East Swindon PTP office seeking advice or information. Their requests should be dealt with efficiently and courteously, in accordance with the customer charter.

If any staff member feels unsafe whilst dealing with a member of the public on the premises, they should ask the person to leave. A statement that the staff member is unable to assist them with their enquiry or an offer of a follow-up conversation with a Travel Adviser or supervisor may be of benefit. If the staff member still feels unsafe, they should seek assistance from other staff members on the premises in the first instance.

Should concerns persist, staff are expected to leave the premises themselves (emergency egress is available through the fire exit door in the main room occupied by the PTP team) or to close and lock the door to the premises. Staff may do this without fear of disciplinary action.

Travel Advisers are not expected to put themselves at any risk of injury to defend property at the premises.

Appendix H Capital Suggestions from Residents



Path leading from the Drive in Nythe in between Rawston Close and Bryanston Way 2nd path leads through to Cycle path running along side Marlowe Ave – path divides into two no lighting except for the end of path that goes to the right– see photograph above left.



Surface of path as you come out of underpass under Edison Road -like this for approx 100 yds



Large cracks forming a small hump in the cycle path from Dorcan Way to Faraday Road to the right of Dorcan Academy



See photo above

The beginning of cycle path from Dorcan Way to Faraday Road to the right of Dorcan Academy – Raised area around manhole – possible hazard at night – (currently unlit as light not working)

See photo to left

The beginning of cycle the path from Dorcan way to Kestrel Drive. – Raised area around manhole used by students - hazard to cyclist



LEFT. Liden Lagoon– broken bench used by walkers to be replaced and path needs reconstruction

ABOVE RIGHT suggested space for cycle stand x 2 to encourage cyclists. to park up and enjoy the view or to walk around the lagoon

Current cycle stands outside the community centre/library no longer meet the cycle standards suggest they be replaced with two Sheffield cycle stand with bar



Liden Square
suggested
alternative
space for
three cycle
stands for
people using
Tesco store



Pathway between Coate Water roundabout and Snodshill roundabout used frequently by cyclist and walkers requires widening and branding as a cycle path.





The Cycle path from Snodshill Roundabout to be extended up Eldene Drive past Bevisland to meet current cycle path to the left of Thorpe Road.



Below 1. Over hanging willow branches in the middle of the cycle path before the subway from Kennedy Drive under Dorcan Way. **2.** Raised ground around drain



Left No markings to indicate a cycle path from after above point -Liden/Covingham/Eldene crossway to Eldene Drive through Kennedy Drive.

Below Worn or no cycle markings on various cycle paths – repainting required **All Above** See J on cycle map broken surface /worn surface on walkway/cycle path running from Liden School by Liden Library to Christy Close





Above Broken surface /worn surface on walkway/cycle path running from Liden School by Liden Library to Christy Close – requires resurfacing.