

Vicarage Gardens, South Marston

Operational Travel Plan

2022 - 2024



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Site Profile

Vicarage Gardens, South Marston, is a Bellway Homes site, comprising 70 dwellings.

Address

Old Vicarage Lane, South Marston, SN3 4FL

Website

<https://www.bellway.co.uk/new-homes/south-west/vicarage-gardens>

Main E-mail address: vicaragegardens@bellway.co.uk

Main Telephone number: 01454 451960

Main Contacts

Bellway Homes have opted to pay the “Residential Travel Plan Contribution” to Swindon Borough Council to resource the implementation of the travel plan. The contacts for the travel plan are as follows;

Name of Travel Plan Coordinator: Claire Fleming

Travel Plan Coordinator's Email Address: cfleming@swindon.gov.uk

Travel Plan Coordinator's Telephone number: 07584 151301

The Travel Plan co-ordinator will report to the developer, Bellway Homes as follows;

Senior Level Contact responsible for the Travel Plan: Kai Woodland

Senior Level contact details: Kai.Woodland@bellway.co.uk

Name of Residential Travel Plan Framework (2015) Author: George Bailes

Company of Travel Plan Author: The transportation consultancy

Travel Plan Author's Email Address: info@ttc-transportplanning.com

Travel Plan Author's Telephone number: 01527 65318

Introducing the Travel Plan

Aims & objectives of Travel Plan

The Framework Travel Plan set out the following objectives:

- To encourage residents and visitors to travel by sustainable modes
- To support people wishing to travel more sustainably
- Reduce the environmental impact of the development
- Reduce single occupancy car travel to the site

As the development gets underway it is important to integrate the new residents into the existing village of South Marston, and many of the travel plan activities will be open to current village residents in order to create a neighbourhood feel.

A working group reviews and monitors progress of the travel plan activities. Its initial composition is outlined below, but more members (residents, for example) are welcome to join.

Working Group

Working Group members

Name	Role	E-mail	Telephone Number	Other Information
Kai Woodland	Development Coordinator	Kai.woodland@bellway.co.uk	01454 451960	Bellway Homes rep
Claire Fleming	Travel Plan Coordinator	cfleming@swindon.gov.uk	07584 151301	Also SBC Travel Plan Officer.
Barry Thunder	Parish Council rep	barry.thunder@southmarston.org.uk	01793 826697	Parish Council rep
James O'Neill	Stagecoach Bus Company	James.ONeill@stagecoachbus.com	01452 418637	Bus company rep

Site size

Local amenities

There is currently a primary school and 2 pubs in the village, with a 24-hour supermarket and a retail park within 2 kms of the site. There are allotments and green spaces within a walkable distance to the village.

Other site details

Planning applications for the New Eastern Villages parcels are in close proximity of the site, and South Marston will benefit from related upgrades in infrastructure. The primary school will undergo an expansion.

The most significant development is the Rowborough and South Marston development, comprising up to 2380 dwellings north of the A420. As well as the residential dwellings, the development comprises a mixed-use local centre, 2 primary schools, community use and sheltered / care accommodation. The application was granted outline consent in August 2021, but at the time of writing (July 2022) the development has not commenced.

Travel & Transport Infrastructure

Cycling Infrastructure

Cycle parking spaces for residents and visitors

Cycle parking is in line with SBC parking standards, with garages or stores being provided for each household.

Cycle access to site

There is direct access from the site to the bridleway that links the village to the Swindon Cycle Network. Within a five-mile radius of South Marston there are good cycling facilities and the site has access to a number of dedicated local cycle routes which provide access to Swindon town centre (via The Eastern Flyer) and St Margaret's Retail Park.



Swindon's cycle network connects to National Cycle Route 45, giving access for leisure or commuting to Cirencester and Marlborough.

Walking Infrastructure

Pedestrian access

There are good pedestrian facilities in and around the development; a footway provides access to the village centre and is located on the northern side of Old Vicarage Lane before switching to the Southern side of Old Vicarage Lane near the recreation ground.

Pedestrians are aided to cross safely by dropped kerbs and tactile paving and a traffic calming feature. There is street lighting throughout the village.

Bus Infrastructure

Proximity to closest bus stops

Bus stops are located along Old Vicarage Lane, just 23m from the site, although no service currently uses them.

As part of the village expansion and redevelopment, bus services are proposed to be reintroduced. In the meantime, buses run along the A420 between Oxford and Swindon approximately every 20 minutes, with bus stops at St Margaret Retail Park, and close to the Old Vicarage Lane junction (0.7m from site).

Bus services

The S6 runs from Swindon Bus Station along the A420 to Faringdon and Oxford every 20 minutes Monday to Saturday, and a half hourly service on Sundays.

As part of development proposals, a bus service is due to be reintroduced to the village. A "Try the Bus for free" scheme will be offered to new residents to make them aware of options for travelling by bus.

Train services

The closest train station is Swindon, 15 minutes by car / bus and 30 minutes by cycle from the development. Local and national rail GWR services run between Swindon, London Paddington, Cheltenham, Bristol, Bath, Cardiff, Reading, Westbury and Gloucester.

Car Travel

Resident car parking

The masterplan outlines the development as accommodating 147 parking spaces for residents and 13 parking spaces for visitors, which is in line with SBC's parking standards.

Whilst there are no dedicated electric car charging points on site, many homes have driveways / garages to enable householders to investigate a charging point at home if required.

The primary school next to the site will be gaining electric charging points in the car park as part of its expansion, and these will be available for villagers to use.

Car access to site

There is one point of vehicular access in to the site, which is via the existing access from Old Vicarage Lane. The access is to the LHA specification. There will be an additional access dedicated for pedestrians and cycles from Old Vicarage Lane, linking the local bridleways and providing traffic free access to the site.

Sustainable / Smarter Travel Tools

Welcome pack for new residents (and travel information included)

Resident Travel Information Packs have been provided to all residents at the development. These were developed and distributed by the Travel plan coordinator in conjunction with the Parish Council's welcome packs.

The packs contained site maps showing nearby cycling, walking and bus routes, contact details for bus operators, car share information and details of the offers for new residents, such as the borrow a bike scheme, and free bus pass.

Suitable locations on site for promotional activities events identified

At the centre of the village, there are opportunities for events at the village hall, the school, as well as in the woodland gazebos.

Detail on the travel plan activity during the first two years is contained in the monitoring report at Appendix One.

Travel Surveys

Until the site was occupied, the baseline travel expectations were based on 2011 Census data for the ward.

We ran a survey across the whole village of South Marston in March / April 2022 and a full report appears as Appendix Two.

The breakdown of travel to work data is as follows;

Historical Mode of Travel

	Bus	Car Driver on own	Car Driver with passengers	Cycle	Get a lift	Get dropped off	Other	Scooter/ Motorbike	Taxi	Train	Walk	Work from home
1st Jan 2011	3%	80%	0	2%	2%	2%	1%	1%	0	2%	5%	2%
March 2022	1%	35%	26%	1%	1%	0	0	0	0	0	15%	20%

The pandemic has had an effect, increasing the working from home to 20%. Solo car driving is low, and even with the statistics of those driving with passengers, keeps car travel below the target of 73%.

Bus use is low due to the lack of services serving the village, but this can be improved with the introduction of the new road serving the new communities as part of the expansion.

Similarly, cycle use is currently low, but the improvement of cycle paths and bridleways around the village offers opportunities for improvement.

Targets

A high-level target was been set to reduce solo car travel to 73% or lower by 2025. The target was to be reviewed once a baseline survey has been taken, and this still seems a realistic target to maintain until there are more options for residents in terms of safe cycle and walking routes and a better bus service.

Target	Due Year	Comments
Mode: Car Driver on own, 73%, Date added: 28/11/2019	2025	Target met - Retain
Increase cycling, walking, working from home and public transport use by at least 7%	2025	Target met - Retain
NEW Target	Due Year	Comments
Achieve silver ("very good") travel plan accreditation	2024	

Action Plan

Action	Due Date	Monitoring	Reporting
Cycling			
C4 Cycle Hire / Bike Loan scheme in place Borrow a bike scheme in place - leaflet included in Welcome Pack	1 st occupation And ongoing	TPC to keep spreadsheet of participants	Scheme in place. Low take up. https://www.swindontravelchoices.co.uk/borrow-a-bike-scheme/
C13 Cycling maps available to residents Up to date Cycle maps included in Household Welcome Pack	1 st occupation	TPC to ensure maps are included	Complete
C29 Other Provide summer cycle roadshow – link up with South Marston summer fete.	July 2021 and bi-annually thereafter	TPC to note number of attendees	Roadshow held. Take up good. Repeat in 2023.
Monitoring Activities			
M5 Other Undertake baseline survey with welcome pack and follow up survey 1 year after 1st occupation	April 2022	Generate results on Starsfor	Survey undertaken – See Appendix 2 Next survey due March 2023
Promotion, Communications and Events			
PC14 New residents welcome pack with travel information Resident pack ready for first occupation and kept up to date during build out.	1 st Occupation	TPC to produce	Complete
PC9 Sustainable travel options promoted on websites	Prior to 1 st occupation and	TPC to ensure the HIP and offers are loaded	Complete - https://www.swindontravelchoices.co.uk/newdevelo

Development site to have own section on STC website Work with Parish Council communications post to ensure information or links posted on Parish website.	ongoing updates		pments/vicarage-gardens/ 121 page views over 2 years.
PC12 Travel maps and notice board set up	October 2021	TPC to ensure maps are produced and included in welcome pack and online	Complete
PB5 Personalised travel planning delivered	May 2022	TPC to send out personalised letters and supporting info following survey	Complete
BP17 - Other promotion, communication or events initiative	Various	Articles on cycle roadshow went into July Parish magazine, with a follow up in September and details of the Active Swindon Challenge in November edition.	
Public Transport			
PT10 Participate in Catch the Bus Week Run event or promotion in July for catch the bus Week.	10 th July 2021 + annually	TPC to monitor response	Linked to Active Swindon Challenge
PT8 Provision of public transport smart cards for residents Provide scheme for residents to try the bus for free	1 st Occupation	TPC to keep records of take up	Complete
PT9 Provision of timetables/maps/information Provide timetables as part of household welcome pack	1 st Occupation	TPC to ensure timetables are included and up to date.	Complete
Smarter Driving			
SD2 Carpooling/sharing scheme established Promotion of Car Share Swindon - leaflets in Welcome Pack	1 st Occupation	TPC to monitor take up from residents.	Complete

SD15 Other Car share coffee morning to introduce car sharers	From 2023 onwards	TPC to monitor take up	
Walking			
W7 Provide walking maps Distribute Get walking magazines as part of household info pack	1 st Occupation	TPC to ensure these are distributed	Complete
W7 Provide walking maps Update Get Walking magazine with walks specific to South Marston area as part of wider NEV work	30-09-2024 (subject to expansion)	Magazine available	
W5 Offer led walks Hold walking event to launch new magazine. Investigate possibility of training local volunteers to lead walks on a more regular basis	30-09-2021	TPC to monitor take up	Walk promotion occurred as part of 2022 jubilee celebrations
W8 Run or participate in a pedometer challenge Pedometer challenge for residents	21st May 2023	TPC monitor number of pedometers given out and number of steps completed in challenge.	

Appendix One



2020/21 Vicarage Gardens Monitoring report



November 2021



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Introduction

This annual monitoring report has been prepared by Swindon Travel Choices to provide a review of the Residential Travel Plan (RTP) for Vicarage Gardens, Swindon for the past 12-months.

The report is submitted to Bellway Homes (the developer) as well as Swindon Borough Council planning (SBC), for information.

The Covid-19 pandemic has had a significant impact on the development, travel plan and the ability of the Residential Travel Plan Coordinator (RTPC) to fully perform their duties. It has resulted in increased numbers working from home, with the use of public transport and car sharing discouraged as a consequence of the need for social distancing.

The pandemic has also halted some face to face promotional events planned for much of this reporting period. However, despite the restrictions, enough activity has taken place to allow Vicarage Gardens to submit its travel plan for Bronze accreditation in the Modeshift Stars Community initiative. As restrictions ease, work can continue towards the silver accreditation level.

This 2020/21 monitoring report provides a review of progress of the first year of travel plan activity, along with an outline and the plan for the following year.

Review of Progress

A review of the progress made in year one set out in the operational travel plan is provided in this section. As previously mentioned, the Covid-19 Pandemic has significantly impacted the implementation of this year's measures, details are provided below.

Engagement Events

Whilst the travel plan commits to two engagement events per year, the pandemic prevented much of the potential for face to face engagement. However, as part of South Marston's summer fair, Swindon Travel Choices ran a Cycle roadshow on the recreation ground, offering a stand with travel information, and the provision of bike safety checks and repairs to resident's bikes.

In addition, two free led bike rides set off from the site, pedalling families of all ages and abilities to Roves Farm and back. Other promotional activities were also offered, such as free bike security marking and maps and literature to take away.

Leaflets were dropped through letterboxes to every household in the village in advance of the event, and on the day, 24 residents' bikes were checked and security marked, and 12 residents took part in the guided bike ride around the area. Numerous others picked up maps and information from the stall.



Online information

A section of the Swindon Travel Choices website has been set aside for residents in new developments. For Vicarage Gardens, the information can be found at

<https://www.swindontravelchoices.co.uk/newdevelopments/vicarage-gardens/>

From here, residents can interact with the travel plan, and find further information on initiatives available to them, such as the “borrow a bike” scheme, free bus travel, the car share scheme and complete a monitoring survey.

Travel Information Packs

The Bellway sales office has confirmed that despite the Covid-19 pandemic the Travel Information Packs are still being distributed to new residents on completion day. Since the first occupation in October 2020, 24 packs have been given to the sales team, with another 17 packs distributed on site to occupied dwellings in November 2021.

The packs contain hard copy information of:

- Overview booklet (<https://www.swindontravelchoices.co.uk/wp-content/uploads/2021/03/D2867-Travel-Information-for-Vicarage-Gardens-web.pdf>)
- Cycle Map and Orienteering Map
- Eastern Flyer Guide
- Get Walking magazine for East Swindon
- Car Share leaflets
- Bus timetable – Stagecoach 6
- Leaflet containing bus vouchers for free travel on the Stagecoach Service 6
- Borrow a Bike Scheme leaflet
- A pen
- A wallet to hold bus passes / tickets
- Covid travel advice (Ceased to include this after September 2021, subject to future Government advice)

The items are packed up into a handy carry bag, which the resident can continue to use.



Cycle Incentives: Borrow a Bike Scheme

We offer the opportunity for residents to borrow a bike free of charge for up to six weeks to discover the benefits of cycling. If the resident is keen to continue cycling beyond the six weeks, we will help to signpost them to places to get bikes; such as their employer cycle to work scheme, Recycles (social enterprise that specialises in refurbished bikes) or a 10% discount voucher for Swindon's bike shops.

There are four types of bikes to choose from: a standard hybrid, an open framed hybrid, an electric bike or a folding bike. Currently all the loan bikes are for adults, but we could extend to children's bikes if it's proved to be advantageous to promoting cycling. A small deposit is required for the bikes.

The scheme has proved popular when we ran it Swindon-wide in previous years, but to date, none of the residents at Vicarage Gardens have taken up this incentive. We will focus on enhanced promotion in the spring of 2022.

Bus Incentives: Free taster tickets

To encourage travel by sustainable means each household is offered the opportunity to obtain free bus tickets. Following discussion with the bus operator, it was agreed that to make it easy for the resident, a voucher should be included in the household pack that can be handed to the driver to exchange for a week's bus pass. For every week's pass that the developer provides, Stagecoach will match, giving the household two week's travel.

To date, no vouchers have been redeemed, so further promotion will be required.

Working Group

Once Vicarage Gardens hits full occupation a working group will be set up to meet every six months to review progress of the travel plan.

Membership can include the developer, Swindon Travel Choices, Stagecoach bus companies, and representatives from the school and the Parish Council. Should any residents want to join in the future, this would be welcomed.

Monitoring

To monitor trip rates and modal share, an ongoing survey has been available at <https://www.smartsurvey.co.uk/s/Vicarage2020/>

This is promoted in the Household Travel Information booklet in the welcome pack, as well as online. All survey respondents get entered into a prize draw every 6 months (end of June and end of December) with a £50 supermarket voucher on offer as the prize.

This process is not working well, with no responses to date. We had a similar issue at another development so have switched process, whereby when occupations have passed a critical mass level, we undertake an annual survey each year. A survey postcard will get posted through every occupied dwelling door, inviting the resident to go online to complete the survey. The prize draw will take place once a year, and the prize be increased to £100 Sainsbury's voucher. This has proved more successful at the other development, and we hope it will at Vicarage Gardens.

Looking ahead (December 2021 – November 2022)

Engagement events

The **Active Swindon Challenge** returned in November 2021 as an app based game to encourage journeys on foot, on bike or public transport. It will be promoted to residents, who could be encouraged to form / join a South Marston team. The challenge runs for ten weeks, then we will undertake evaluation and issue “flash challenges throughout the year. See <https://www.swindontravelchoices.co.uk/home/activeswindonchallenge/>)

In July 2022, we will focus on “**Catch the Bus week**” to promote the free bus travel more heavily. This could be part of a wider community event.

Bike Week 2022 provides an opportunity for further cycle promotion, such as roadshows, bike rides or training.

The South Marston Primary School is actively trying to reduce the number of cars dropping children at the school, so we are in discussions about holding a car share promotional event to match up drivers to share journeys. This could be opened up to residents from Vicarage Gardens as an opportunity to get to know their neighbours and investigate the possibility of sharing journeys together.

Travel Information packs

The household information pack currently includes a Get Walking in East Swindon magazine, which is well received. However, it covers a broad geographical area and was printed in 2014, so a bespoke walking magazine for the area east of the A419 is planned for the next year. This will provide a basis for future residents as the New Eastern Villages builds out.

Cycle incentives

We will intensify efforts to improve uptake of the Borrow a Bike Scheme, but springtime 2022 onwards is the optimum time for this.

Bus incentives

We will intensify efforts to improve uptake of the free bus travel offer. We can remind residents about this as part of the survey and Active Swindon Challenge promotion.

Working group

The working group will form in the next year and meet twice a year. Membership may grow.

Monitoring

The annual survey will be launched in February 2022. A survey postcard will be posted through every occupied dwelling door, inviting the resident to go online to complete the survey. The prize draw will take place in March and the prize be increased to £100 Sainsbury's voucher.

The results will form our Baseline survey.

Conclusion

Despite the challenges of the pandemic, all the travel plan elements have been put in place and have been implemented accordingly.

Take up to the schemes has been lower than anticipated, but promotion can now be intensified as restrictions ease further.

Appendix Two

SOUTH MARSTON

Village Travel Survey

Background

A travel survey was carried out across South Marston village during March / April 2022. The purpose of the survey was to understand what villagers needed in order to make their everyday journeys more sustainable, and was funded by the travel plan at Magdalene Close (the Bellway Homes Vicarage Gardens development).

The survey was available online via the Smart Survey website and advertised with a flyer inserted into the South Marston community magazine as well as village social media sites. The survey had the potential to reach approximately 440 residents.

The survey was open from 4th March 2022 until 11th April 2022 and achieved 85 responses; a response rate of 19.3% and the results will be used to inform the actions of Swindon Travel Choices over the next 12 months.

This report outlines a summary of key results, with a segregation of results for the residents of Magdalene Close (Vicarage Gardens). However, there were only a small number of respondents from the Vicarage Gardens development (6% of occupied properties), so their responses may not be representative of the development, and should be treated with caution.

Incentives






As an incentive to respond to the survey, residents were offered entry into a prize draw to win a £100 Sainsburys gift card. All respondents were entered into the prize draw after the survey closed, and the winner was Hayley Phillips (pictured below receiving her prize). We announced the winner in the May edition of the South Marston Community magazine, along with headline results.



Results

We wanted to know how long residents had lived in the village, to gauge how many might be new to the area and need assistance getting around.

Table 1 presents the results of Q1 *'How long have you lived in South Marston village?'*

1. How long have you lived in South Marston village?				
Answer Choices			Response Percent	Response Total
1	Less than a year		10.59%	9
2	1 - 5 years		20.00%	17
3	5 - 10 years		12.94%	11
4	10 - 20 years		14.12%	12
5	Longer than 20 years		42.35%	36
			answered	85
			skipped	0

Whilst a significant portion of the village are long term residents (42% have lived in the village over 20 years), there are still 10% who are new, and a further 20% moving to the village in the previous 5 years.

Q2 – Household composition

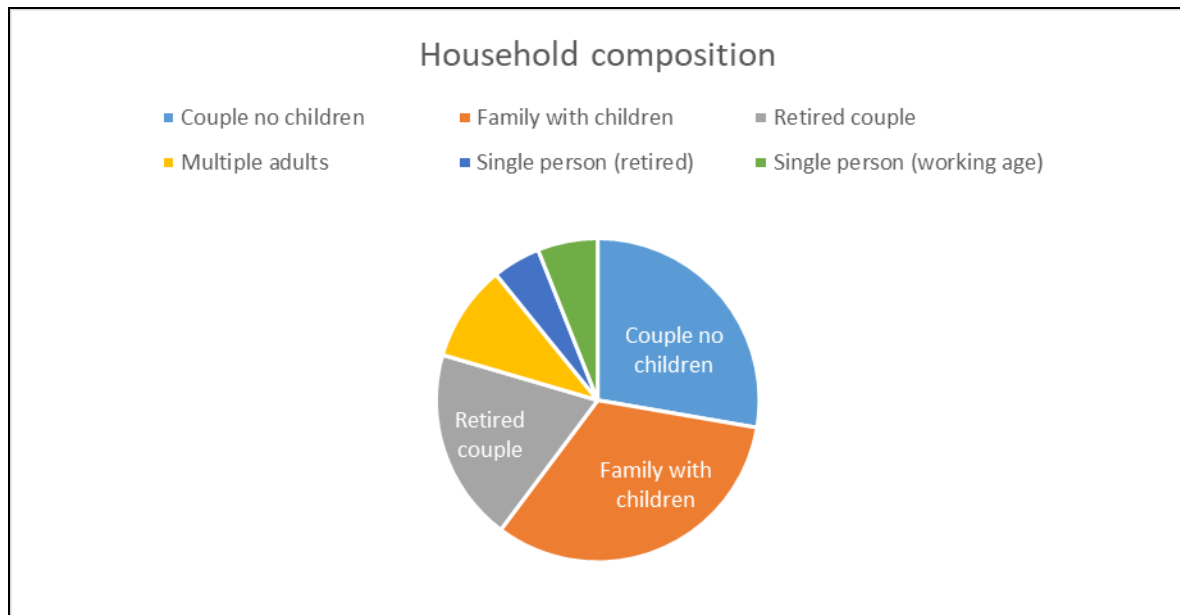
We asked respondents to indicate the makeup of their household, and tick “Yes” in a column if the household contained:

- Single person - Aged 16 - 64
- Single person - Aged 65+
- 2 or more adults - Aged 16 - 64
- 2 or more adults - Aged 65+
- Pre-school child(ren)
- Child(ren) age 5 - 10
- Child(ren) age 11 - 16

For the purposes of analysis, we have grouped the responses into the following categories:

Couple (no children)
 Family with children
 Retired couple
 Multiple adults
 Single person (retired)
 Single person (working age)

The results were as follows;



Families with children under the age of 16 made up the largest proportion of households, with 33%. We included all households with children into this category, regardless of the makeup of the adults.

This was followed by couples (under the age of 65) without children at home, making up 28% of households.

Retired couples (defined as the over 65s) were the third largest household composition, with 19% of households.

The remaining households contained multiple adults (mix of couples and single people over 16) (10%) with people living on their own making up 11% of households – these were split roughly equally between adults under 65 (6%) and over 65 (5%).








Further analysis can be undertaken around households containing children if required, but for the purposes of a summary, we have just included them into the general category of “family with children”.

Q3 – Travel

Our next question explored the current travel habits of the residents and asked *“If you have left the house today, please tell us how you travelled for the longest* part of your journey (*in miles, not time)”*

The table below presents the results:

5. If you have left the house today, please tell us how you travelled for the longest* part of your journey (*in miles, not time) Tick one response only.

Answer Choices			Response Percent	Response Total
1	Bus		1.18%	1
2	Car Driver on own		35.29%	30
3	Car Driver with passengers		25.88%	22
4	Got a lift		1.18%	1
5	Scooter/Motorbike		0.00%	0
6	Cycling		1.18%	1
7	Walking		15.29%	13
8	Taxi		0.00%	0
9	Train		0.00%	0
10	I have not travelled today		20.00%	17
			answered	85
			skipped	0

Within the travel plan, a high level target has been set to keep car travel below 73%; a baseline that had come from the 2011 census data for the area. It is encouraging to see that car use was well below that figure, at 35%, although if the car sharing drivers are added in, the total does come up to 61%, still comfortably below target.













The number of people making walking trips was encouraging at 15%, with people making no journeys at 20%. There is room for improvement with more journeys needed by cycle. The village has no bus service, so it is unsurprising to see bus trips being made by only 1%.

A bus service is due to be introduced into the southern end of the village in line with the development of South Marston and Rowborough, so we would expect to see bus modal share increase then.






Q4 – Interest in travel initiatives

We asked residents which initiatives they might be interested in. The results from this question would inform where the travel plan should direct its resource.

We listed 16 options, and also offered an “other” category for residents to make suggestions. The results were as follows;

6. Which of the following might you be interested in?				
Answer Choices			Response Percent	Response Total
1	Bike maintenance training - the basics (safety checks, mending punctures)		6.76%	5
2	Bike maintenance skills - more advanced (changing gear and brake cables)		9.46%	7
3	Cycle skills training - Beginner learn to ride		5.41%	4
4	Cycle skills training - Intermediate confidence building		6.76%	5
5	Cycle skills training - Cycling in the countryside		8.11%	6
6	Guided bike rides - Short family rides (up to 10 miles)		24.32%	18
7	Guided bike rides - Longer rides (10 - 20 miles)		9.46%	7
8	Guided walks in the area - Short family walks		24.32%	18
9	Guided walks in the area - Longer rambles		28.38%	21
10	Local walking group		33.78%	25
11	Meeting local people to car share with for regular journeys (ie commuting / school run / shopping)		2.70%	2
12	Joining a travel challenge to motivate me to be more active		8.11%	6

6. Which of the following might you be interested in?

13	Borrowing a bike to see whether cycling would be an option for me		2.70%	2
14	Trying out the bus service for free		25.68%	19
15	Receiving maps and information about getting around the area		45.95%	34
16	Information about electric vehicles		16.22%	12
17	Other (please specify):		16.22%	12
			answered	74
			skipped	11

Other (please specify): (12)

1	05/03/2022 18:04 PM ID: 186290404	A 6s diversion to travel to a town albeit Oxford or Swindon. I find it an insult that the bus diverts off of the A420 in an emergency only
2	06/03/2022 08:50 AM ID: 186302357	Dog walks short and long
3	11/03/2022 20:54 PM ID: 186884253	A bus service in the village
4	12/03/2022 16:01 PM ID: 186913390	More pavement and safer walking current roads like the road down to the carpenters.
5	12/03/2022 17:57 PM ID: 186919127	Reduction in fuel duty
6	12/03/2022 18:54 PM ID: 186921457	Bus that comes into the village not 30 minutes walk with dangerous corners without pavements
7	14/03/2022 16:00 PM ID: 187025092	There is no bus service here. Cannot use our bus passes
8	23/03/2022 13:41 PM ID: 187760111	A bus service that stops in South Marston. Provision of footpaths in the village and to link to the bridleway to walk to Sainsbury and existing bus stop.
9	08/04/2022 18:15 PM ID: 188965369	Complete path out of the village and street lighting so safe

6. Which of the following might you be interested in?

10	08/04/2022 20:40 PM ID: 188972482	A regular bus to Oxford or town as there was when I first moved here
11	09/04/2022 18:59 PM ID: 189003815	Bus service through the village
12	10/04/2022 20:00 PM ID: 189035259	Local EV charging points to encourage local uptake

Receiving maps and information about getting around was the most popular initiative, with nearly half the respondents choosing this option. Walking options (guided walks (both long and short) and a local walking group) were popular initiatives that a quarter of the residents were interested in, followed by a trying out the bus service for free.

A quarter of respondents were also interested in short guided rides.

Actions to come out of this include;

- Do further work to understand what maps residents require and work with the parish to see how these can be delivered
- Investigate walk leader training to enable volunteers to be trained and form a local walking group
- Put on local taster walks, using the opportunity to promote the Active Swindon Challenge
- Produce local walking magazine to demonstrate a variety of routes in the area
- Work with the British Cycling guided rides programme to ensure short family rides from South Marston are included periodically.

There were 12 suggestions in the “other” category. Half of these related to the lack of bus service, which will be tackled with the expansion of the village under the South Marston and Rowborough development. 3 comments related to the lack of paths and lighting. One comment expressed a desire for local EV charging. This will be included as requirements in the forthcoming developments and school expansion. One comment related to fuel duty (Government issue) and one suggested dog walks; an initiative we can include in our walking plans.

Vicarage Gardens responses only

For the purposes of monitoring the travel plan at Vicarage Gardens, the following answers of those living in Magdalene Close have been extracted from the survey for separate analysis. As indicated earlier, there were only a handful of responses from residents living at Vicarage Gardens, so we can only take their answers with caution and not necessarily view them as representative of the development as a whole.

Q1 – Modal split

Our first question explored the current travel habits of the residents and asked *“If you have left the house today, please tell us how you travelled for the longest* part of your journey (*in miles, not time)”*

The table below presents the results:

If you have left the house today, please tell us how you travelled for the longest* part of your journey (*in miles, not time) Tick one response only.				
Answer Choices			Response Percent	Response Total
1	Bus		0.00%	0
2	Car Driver on own	<div></div>	25.00%	1
3	Car Driver with passengers	<div></div>	25.00%	1
4	Got a lift		0.00%	0
5	Scooter/Motorbike		0.00%	0
6	Cycling		0.00%	0
7	Walking		0.00%	0
8	Taxi		0.00%	0
9	Train		0.00%	0
10	I have not travelled today	<div></div>	50.00%	2
			answered	4
			skipped	0

Within the travel plan, a high level target has been set to keep car travel below 73%; a baseline that had come from the 2011 census data for the area. It is encouraging to see that car use was well below that figure, at 25%, although if the car sharing drivers are added in, the total does come up to 50%, still comfortably below target. The remaining 50% had not made a journey that day. If a larger sample responds to the survey in 2023, we may have a greater proportion walking and cycling.

Q2 – Awareness of initiatives

We asked respondents to indicate their awareness of the schemes that are being provided to them by Bellway through the travel plan. The initiatives were listed as:

- Borrow a Bike Scheme
- Free bus taster tickets
- Household travel information pack

- Car share scheme
- Active Swindon Challenge

The results were as follows;

The developer at Vicarage Gardens is making a range of travel initiatives available to new residents. Please tell us which ones you are aware of						
Answer Choices	Borrow a bike scheme	Bus taster tickets	Household travel information pack	Car Share scheme	Active Swindon Challenge	Response Total
Aware	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0
Not aware - Tell me more!	66.67% 2	33.33% 1	0.00% 0	0.00% 0	0.00% 0	3
Not aware - Not interested	33.33% 1	0.00% 0	0.00% 0	66.67% 2	0.00% 0	3
					answered	4
					skipped	0

It was disappointing to see that there was generally low awareness across all the schemes, but it was positive that many wanted to know more.

We have used this information to send personalised information out on the schemes where the respondents have left contact details and indicated that they want to know more.











Q3 – Future activity

We asked residents which initiatives they might be interested in. The results from this question would inform where the travel plan should direct its resource.

We listed 16 options, and also offered an “other” category for residents to make suggestions. The results were as follows;

6. Which of the following might you be interested in?				
Answer Choices			Response Percent	Response Total
1	Bike maintenance training - the basics (safety checks, mending punctures)		0.00%	0
2	Bike maintenance skills - more advanced (changing gear and brake cables)		0.00%	0

6. Which of the following might you be interested in?

3	Cycle skills training - Beginner learn to ride		0.00%	0
4	Cycle skills training - Intermediate confidence building		0.00%	0
5	Cycle skills training - Cycling in the countryside		0.00%	0
6	Guided bike rides - Short family rides (up to 10 miles)		50.00%	2
7	Guided bike rides - Longer rides (10 - 20 miles)		0.00%	0
8	Guided walks in the area - Short family walks		50.00%	2
9	Guided walks in the area - Longer rambles		50.00%	2
10	Local walking group		25.00%	1
11	Meeting local people to car share with for regular journeys (ie commuting / school run / shopping)		0.00%	0
12	Joining a travel challenge to motivate me to be more active		25.00%	1
13	Borrowing a bike to see whether cycling would be an option for me		25.00%	1
14	Trying out the bus service for free		25.00%	1
15	Receiving maps and information about getting around the area		50.00%	2
16	Information about electric vehicles		25.00%	1
17	Other (please specify):		25.00%	1

6. Which of the following might you be interested in?			
		answered	4
		skipped	0
Other (please specify): (1)			
1	08/04/2022 18:15 PM ID: 188965369	Complete path out of the village and street lighting so safe	

The results reflected those across the whole village, with an emphasis on wanting more walking activities, mapping and short guided bike rides. Therefore, our activity will concentrate on the actions listed on page 7.

The next survey is due to take place in March 2023.