

# Swindon Travel Choices Toolkit

## Resources and templates for travel planning



This document is part of a suite of templates available at:  
<http://www.swindontravelchoices.co.uk/travelplans/>

---

## Promoting Public Transport

This Toolkit provides the business case for promoting active travel in the sedentary office environment. This guide is designed to give you the most useful public transport resources to inform staff of their options.

Jump to a section:

1. [Why encourage staff to use public transport?](#)
2. [Subsidised ticketing](#)
3. [Journey planning](#)
4. [Live bus information](#)

---

### 1. Why encourage staff to use public transport?

Encouraging staff to travel by public transport can reduce car parking congestion and support local services. For staff, public transport can also be a great stress-free and low cost way of getting to work. Taking the bus or train can allow passengers the time to read a book, make phone calls or respond to emails. Recently studies have shown that people who use public transport daily are healthier and happier than people who drive to work.

People are not always aware of their options so providing information helps staff to make informed choices about how they travel to work.

---

### 2. Subsidised ticketing

There are two main bus operators in the Swindon area; Stagecoach and Swindon's Bus Company (Formerly Thamesdown Transport).

**Stagecoach West** works with a number of employers to offer discounted travel to staff through their "Green Travel Initiative". If you are interested in exploring this to your own staff please contact James O'Neill, Commercial Manager, who will be happy to have an informal discussion on the options that are available to you. Contact James on 01452 418637 or at [James.O'Neill@stagecoachbus.com](mailto:James.O'Neill@stagecoachbus.com).



For **Swindon's Bus Company**, please contact Alex Chutter, General Manager, on 01793 428407 or email [alex.chutter@swindonbus.com](mailto:alex.chutter@swindonbus.com).

Organisations can offer interest free loans to enable staff to purchase public transport season tickets which offer better value than individual or short term tickets. It is also possible to offer bus season tickets through a salary sacrifice scheme. It is however important to seek detailed guidance on both of these types of schemes to ensure compliance with tax regulations through agreement with HMRC prior to implementation.

---

### 3. Journey planning

For a journey planner visit: <http://www.swindontravelchoices.co.uk/plan-a-journey>

You can also see maps and timetables on the operator's websites:

<https://www.swindonbus.co.uk/>

<https://www.stagecoachbus.com/>

---

### 4. Live bus information

Many bus stops in Swindon are fitted with "real time" displays telling passengers how many minutes the bus will take to arrive. For those that don't have the facility, passengers can still get this information by texting the bus stop code (found on the flag) to 84268, and the live information will be sent back to their phone as a text message. This service costs 25p (plus network message rate).

The live information is also available online at <https://www.swindonbus.co.uk/explore> - users can select their stop to see live departure information, add the stop to favourites, and companies can even get the nearest stop information streaming into the intranet.

---

***Information checked: July 2021***