

# Travel Plan Case Study: Badbury Park, Swindon

Developer: Persimmon Homes and Redrow Homes  
Planning Application: 2008  
First Occupation: 2015  
Size of development: 1190 dwellings over 3 phases

## Development Overview

The development started out as the “Swindon Gateway” development and the framework travel plan was formulated by WSP following consultation with the Highways Agency and Swindon Borough Council. From this framework travel plan, a residential travel plan (RTP) has emerged, and the developers appointed PFA consulting to manage the travel plan. PFA have assigned a dedicated resource to be the face of the travel plan on the development, which adds to the successful implementation.

The original RTP was further revised in 2019 to reflect the change in land use of Phase 3, from employment land to residential development and superseded the previous RTP produced by WSP. This updated document covers a wider area than the previous, incorporating both the existing residential development and proposed residential development at Badbury Park (Phases 1, 2 & 3).

## Travel plan elements

The RTP commits to the following:

### **Engagement Events**

Held twice a year, events for residents piggy back national themes such as “Bike Week” or “Walking month” and offer roadshows, led bike rides or walks etc. The events are used as opportunities to engage residents, increase uptake of the free voucher offers and address any questions or concerns they have regarding sustainable travel.

### **Travel Information Packs**

The packs include details of the new cycle voucher, any changes/upgrades to pedestrian and cycle network and buses. Include ‘order’ forms within packs where residents can request hard copies of resources such as Swindon cycle maps, walking information etc. (also provide links to Swindon Travel Choices website resources page where these can be downloaded by residents).

### **Training Sales Staff**

Time is set aside to meet sales office staff and ensure they are aware of the travel plan, the information packs and the incentives available to new residents.

### **Cycle and Bus Incentives**

Free bus taster tickets are offered to each household, along with £100 vouchers to spend at the local independent bike shop.

### **Newsletters**

The co-ordinator puts together an informative and engaging newsletter drawing together news and information both about the site, and wider community news and initiatives. With a good relationship with the residents association, the newsletters are delivered in hard copy, and also posted on social media and the residents’ group website at <http://bprgroup.btck.co.uk/>

### **Monitoring**

The travel plan is being monitored by the travel plan co-ordinator and a monitoring report submitted

to the highway authority annually. This updates on progress made with the elements outlined above.

Site traffic surveys are conducted at occupation trigger points. Only once these commence will there be any analysis of progress towards the 8% trip reduction targets.

### Impact of Covid

The Covid-19 Pandemic has significantly impacted the implementation of all travel plans during 2020 and Badbury Park was no different, where some of the measures would have been unsafe to carry out. As a result, events were cancelled, the newsletter was electronic only and there was no face-to-face interaction between the travel plan co-ordinator and the sales staff.

The 1st lockdown in April 2020 saw a nationwide 'cycling boom', with an average 300% rise in journeys being made by bike and cycle sales up by 60%. Amid the continuation of social-distancing measures the greatest gains in modal shift are likely to be towards cycling, and to a lesser extent, walking.

Going forward, the travel plan will evolve to take account of the changed environment, with "appointment-based" events, the introduction of e-vouchers and more use of digital communications.

### Successes

The travel plan at Badbury Park is deemed to be a success. Whilst many travel plans measure their success by outcome (usually a modal shift to sustainable transport), Badbury Park is successful in its outputs.

These include;

#### Dedicated resource

An enthusiastic and committed individual is the public face of the travel plan and works hard to embed a sustainable culture in the development.

#### Good communication

At the heart of the travel plan is good communication with the sales staff, the residents, the local resident group (and utilisation of their communication channels), a regular newsletter, and liaison with the local authority and stakeholders, such as the local bike shop and cycling campaign group.

#### Adaptation

The travel plan adapts to maximise opportunities. The take up of schemes is monitored, and when it was found to be low, the travel plan co-ordinator put on highly visible events and undertook more promotion via newsletters and social media to ensure the residents were made aware of the offers. The impact of Covid has also led to the adaptation of the offers and events.

# Get Cycling at Badbury Park



**recycles**  
A Salvation Army Social Enterprise



**Wednesday 7th August**  
**11:00am - 6:00pm**

**Outside Persimmon Marketing Suite,  
Wilbury Close (off Homington Ave.)**



## What's on offer?

- Sign up for a FREE £100 resident's cycling voucher\*
- Try out bikes from local bike shops, Mitchell Cycles and Recycles
- Bring your bike along for FREE safety checks and basic repairs
- Pick up a free cycle map and information about getting cycling in Swindon
- Sign up for Cycle to Work Day 2019!



\*£100 cycle voucher only available to residents of Badbury Park – one voucher per household, valid for purchase of adult bikes/safety equipment at Recycles or Mitchell Cycles in Swindon.

