



# 2022 Wichelstowe Operational Travel Plan



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# Introduction

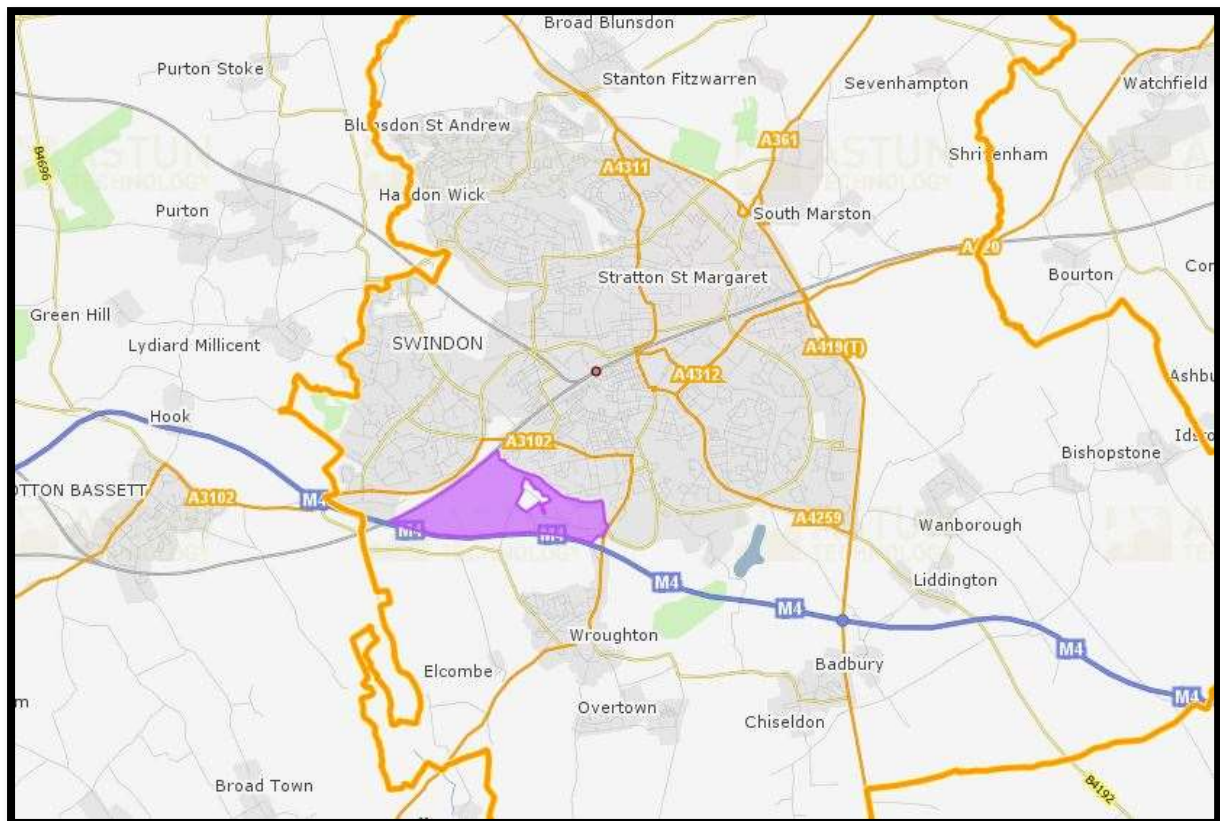
Wichelstowe is South West England's boldest new development - over 4,000 distinctive new homes, each bursting with character and with a range of styles and sizes to suit different ages, families and budgets.

Developed by a joint venture of Barratt Homes/David Wilson Homes with Swindon Borough Council, the site will be transformed into desirable living, with attractive amenities close at hand.

The development is located to the north of the M4, nestled in between the A3102 Great Western Way to the west and Rushy Platt to the north, as shown on Figure 1 below. A total of 4000 dwellings are proposed at Wichelstowe of which approximately 800 dwellings, are currently occupied in East Wichel. In addition to the residential development there is already a supermarket, convenience store, and 2 public houses in both East and Middle Wichel, a primary school (East Wichel) and school campus that opened in 2018 which includes the Deanery secondary school and Kingfisher primary school.

West Wichel will include an additional primary school, and a local centre comprising retail units.

**Figure 1.**



An operational travel plan was launched ahead of 1<sup>st</sup> occupation in summer 2020, and this document updates that. This 2022 operational plan outlines the currently phases of



development, an updated action plan and in the appendices, notes the work undertaken since 2020 and details the first resident baseline survey.

The travel plan was submitted to Modeshift for bronze accreditation in September 2021, and awarded the accreditation status. This makes it a “Good” travel plan.



It is anticipated that the travel plan will be submitted for silver accreditation in the first half of 2023, and if successful, makes it the first “Very good” travel plan for a residential site in Swindon!

# Site Profile

“Canalside”, and subsequent parcels of land at Middle and West Wichel, will comprise over 3000 homes, along with a primary and secondary schools, pub and village centre. First occupation was anticipated in June 2020, although the Coronavirus pandemic has impacted on the construction industry and delayed this to August 2020.

This operational travel plan will outline each parcel as they are developed, and be updated every 2 years. Between 2020 and 2022, the Canalside parcels were built out and the travel plan delivered to residents.

Figure 2 below shows the build-out for the first phase.

**Figure 2**



The next phases of development from 2022 will focus on parcels at Wichel Fields and the Orchards as follows;

**Parcel 4 – The Orchards View**

188 homes at the northwest corner, next to parcel 6.

**Parcel 5 – Wichel Fields**

182 homes built by Barratt Homes opposite Waitrose, south of Foxham Way

**Parcel 6 – The Orchards**

106 homes built by David Wilson Homes to the west of Scott Way, alongside the railway line.

Also in the planning system (as of July 2022) are:

184 homes built by David Wilson Homes, east of Scott Way with bus and active travel links to the district centre

## Parcel 9 – The Orchards

181 homes built by Barratt, west of Scott Way as a continuation from parcel 6. Inclusion of primary school land.

Further development will be:

### Parcel 8 - Wichel Fields

138 homes built by Barratt Homes as a continuation of Parcel 5 stretching south to the proposed new stretch of canal.

### Parcel 10 - Canalside

113 homes built by David Wilson Homes to the south of the school campus.



# Wichelstowe

Live life as you've always wanted

## A brand new community to live life as you've always wanted



**The Orchards**  
Local centre, shops and 1000 new homes

**The Meadows**  
550 new homes

**Wichel Place**  
Dedicated area for employment, offering commercial and office units

**Western Green Trails**

**Play area**

**Nature conservation area**

**Park & Ride**

**Employment Land**

**Allotments**

**Wetland Area & Lakes**

**Canalside**  
Supermarket, restaurant & bar, brand new schools and 750 new homes

**Wichel Fields**  
450 new homes

**The Trails**  
12km of new footpaths offering beautiful nature walks and space to exercise



New primary schools and a secondary school including a sixth form



Over 200 acres of open space



District Centre including Waitrose, Hall and Woodhouse, with more shops and facilities still to come



20 acres of play areas and sports pitches



Tens of thousands of trees



1.5 acres of allotments



Restoration and construction of 2.5km new section of the Wilts and Berks canal



12km of new footpaths and cycleways

Concept art only. Not for planning.



**BARRATT**  
HOMES



**SWINDON**  
BOROUGH COUNCIL



**DAVID WILSON HOMES**  
WHERE QUALITY LIVES

## Website

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

**E-mail address:** emma.leake@dwh.co.uk

**Main Telephone number: 07824 550435**

# Main Contacts

The Joint Venture 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 Joint Venture Board as follows;

**Senior Level Contact responsible for the Travel Plan:** Emma Leake

**Senior Level contact details:** emma.leake@dwh.co.uk

# Introducing the Travel Plan

## Aims & objectives of the Residential Travel Plan

The Travel Plan sets out the following key objectives:

- To maximise opportunities for residents and visitors to use sustainable travel infrastructure in order to reduce journeys by private car.
- To support people wishing to travel more sustainably
- To promote an environment where walking and cycling are the natural choices for short journeys

To achieve the key objectives, the travel plan sets out to engage with residents to raise awareness of travel choices available and encourage more sustainable travel behaviour.

The actions to help achieve these objectives is set out in the Sustainable Travel Action Plan within this document. The actions will be reviewed regularly and outcomes monitored.

## Working Group

A working group has been set up and will meet every 6 months to review, monitor and report on progress of the travel plan activities. Its composition is outlined below, but more members (management association, representatives from the school(s) and local residents, for example) are welcome to join.

### Working Group members

Name	Role	E-mail	Telephone Number	Other Information
Claire Fleming	Travel Plan Coordinator	cfleming@swindon.gov.uk	07854 151301	Will manage travel plan activity across the development.
Rob Powe	Other	rob.powe@dwh.co.uk		Representing Joint Venture
Emma Leake	Other	emma.leake@dwh.co.uk		Representing Joint Venture
Alex Chutter	Swindon's bus company	alex.chutter@swindonbus.com	07875 161549	Bus company rep
James O'Neill	Stagecoach Bus Company	James.ONeill@stagecoachbus.com	01452 418637	Bus company rep
Mr Scutt	The Deanery Academy	peter.scutt@dcea.org.uk	01793 236611	Senior assistant principal



# Site Audit 2022

## Location

Wichelstowe will be centred on the Wilts and Berks Canal that runs through the area. At its heart, a new village centre, along with the Hall and Woodhouse pub, Deanery CE Academy and Waitrose.

The operational travel plan will focus on the parcels currently under development and be reviewed and updated every two years.

## Number of dwellings

Since the last operational travel plan in 2020, circa 200 houses have been built:

- 109 dwellings built by Barratt Homes between the canal and Mill Lane to the south of Waitrose
- 99 dwellings built by DWH between the canal and Mill Lane to the north of Waitrose

Current parcels being built are

Parcel 4 – The Orchards View

188 homes at the northwest corner, next to parcel 6.

Parcel 5 – Wichel Fields

182 homes built by Barratt Homes opposite Waitrose, south of Foxham Way

Parcel 6 – The Orchards

106 homes built by David Wilson Homes to the west of Scott Way, alongside the railway line.

## Type and make up of dwellings

Varied, including retirement living and social housing.

## Local amenities e.g. shopping, banking, eating

The Hall and Woodhouse pub and Waitrose were built early on in the development, and the Deanery CE Academy and the Kingfisher CE Academy complete the secondary provision on Peglars Way. Land for a primary school has been allocated in parcel 9.

# Travel & Transport Infrastructure

## **Cycling Infrastructure**

### **Cycle parking spaces for residents and visitors**

Cycle parking is in line with SBC's parking standards. Houses will have garages or sheds, whilst flats will have bin store provision. Cycle parking is provided at shops, pubs, schools and at the local centre.

### **Cycle access to site**

The development is connected to Swindon town centre via the Southern Flyer - a two mile off road link between the local centre and Farnsby Street in Swindon town centre. To the East, there are cycle routes into East Wichel, from which cyclists can continue to Wroughton, Pipers Way and Sustrans National Cycle Route 45. Route 45 provides off road infrastructure to North Swindon, Cricklade.

The Swindon Cycle map can be downloaded from [https://www.swindontravelchoices.co.uk/wp-content/uploads/2019/11/SwindonCycleMap\\_6LOWRES-FINAL.pdf](https://www.swindontravelchoices.co.uk/wp-content/uploads/2019/11/SwindonCycleMap_6LOWRES-FINAL.pdf).

A map of the Southern Flyer, which connects Wichelstowe to Swindon Town Centre, can be downloaded from [http://www.swindontravelchoices.co.uk/wp-content/uploads/2017/03/SouthernFlyer\\_leaflet\\_FINAL.pdf](http://www.swindontravelchoices.co.uk/wp-content/uploads/2017/03/SouthernFlyer_leaflet_FINAL.pdf)

## **Walking Infrastructure**

### **Pedestrian access**

Strategically designed rights of way will provide attractive access to and through the green infrastructure, using both adopted and non-adopted highway routes. This is crucial to providing a place where people will want to live and contribute to meeting objectives around the health and well-being agenda.

The nature of the site layout will produce primary and secondary roads connecting East, Middle and West Wichel. From a Green Infrastructure stance, this is an opportunity to provide new tree lined routes to increase biodiversity and help combat pollution. The route of the Wilts and Berks canal provides an opportunity for increased pedestrian movements for leisure and commuting.

## **Public Transport Infrastructure**

### **Proximity to closest bus stops**

Currently, there are bus stops close to Waitrose where buses drop and collect passengers travelling through East Wichel in to Swindon Town Centre and on to North Swindon. The buses also utilise these stops for services to and from Wroughton.

There are plans for further bus stops to be located at the local centre as the development grows.

### **Bus services**

Currently Swindon Bus Company operate Service 11 between North Swindon and Wichelstowe, via Swindon town centre, Old town and East Wichel. Service 11 runs every 30 minutes during the day Monday to Saturday, with a Sunday service during shopping hours.

Stagecoach West operate Service 9 between Wroughton and Wichelstowe, then onto Tadpole Garden Village in North Swindon via East Wichel, Old Town and Swindon Town Centre.

Whilst these services changed their operation through the pandemic, they are both now operating full timetables and provide a service to Swindon town centre roughly every 10 minutes between them.

### **Train services**

The closest train station to Wichelstowe is Swindon, 10 minutes by car / bus and 20 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 parking spaces for residents in line with SBC's parking standards.

There are dedicated electric car charging points on site, at Waitrose and in other public areas and visitor parking spaces as the development grows.

Additionally, many homes have driveways / garages to enable householders to install a charging point at home if required. SBC's updated parking standards now require new dwellings with parking to have one chargepoint.

### **Car access to site**

Vehicles will access West Wichel from Peglars Way to the north, Foxham Way from the east and Mill Lane to the south. A new access is being constructed under the M4 motorway to serve the new communities, although vehicular use is constrained as far as possible.

Further east, Mill Lane has now been blocked to motorised traffic at the Old Town end to enable a cyclist friendly environment between Wichelstowe and Old Town.

## **Sustainable / Smarter Travel Tools**

### **Welcome pack for new residents (and travel information included)**

Household Travel Information Packs (TIPs) are provided to all residents at the development and will be developed and distributed by the Travel plan coordinator. The sales staff will include the TIP with the other welcome packs when moving in.

The packs will contain 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**

There are many sociable spaces at the heart of Wichelstowe to hold promotional activities and events, including Waitrose, the Hall and Woodhouse pub, and the Deanery School.

Waitrose have accommodated us for Bike Week roadshow and Winter Safety roadshow in 2021.



# Travel Surveys

A baseline survey was undertaken during November / December 2021. Residents were asked whether they had left the house today, and if so, how they travelled. A full report appears as Appendix 2, but the results are summarised below and compared to the Census data for the ward.

## Historical Mode of Travel

	Bus	Car Driver on own	Car Driver with passengers	Cycle	Get a lift	Other	Scooter/ Motorbike	Taxi	Train	Walk	Work from home
1st Jan 2011	8	64	n/a	5	8	0	2	1	1	11	n/a
Nov 2021	12	52	12	0	4	0	0	0	4	8	8

## Targets

A high level target was been set to retain solo car travel at 64% or lower by 2025. Now that a baseline survey has been taken, we can see that this is a reasonable target.

Target	Due Year
Mode: Car Driver on own, 64%,	2025
maintain cycling, walking, working from home and public transport use to at least 36%	2025

# Action Plan

Action	Due Date	Monitoring	Reporting	Complete
Cycling				
<b>C4 Cycle Hire / Bike Loan scheme in place</b> Borrow a bike scheme in place - leaflet included in Welcome Pack	1 <sup>st</sup> occupation and ongoing	TPC to keep spreadsheet of participants	Scheme is in place – leaflets printed.  Participation to be reported annually as part of travel plan review.	YES
<b>C13 Cycling maps available to residents</b> Up to date Cycle maps included in Household Welcome Pack	1 <sup>st</sup> occupation and ongoing	TPC to ensure maps are included	The 2020 cycle map is available and included in packs / on website.	YES
<b>C29 Other</b> Provide summer cycle roadshow – link up with any existing summer activity, or utilise off from Waitrose to use their forecourt area.	July 2021	TPC to note number of attendees	Roadshow held June 2021	YES
<b>C1 Bike security marking takes place</b> As part of cycle roadshows	July 2021	TPC to note number of bikes marked	Bike marking held June 2021	YES
<b>BC19 Improved access to site</b> New cycle infrastructure to connect to Southern Flyer	31/10/26			
Monitoring Activities				
<b>M5 Other</b> Undertake baseline survey with welcome pack and follow up survey 1 year after 1st occupation  <b>NEXT SURVEY DUE NOVEMBER 2022</b>	1 year after 1st occupation	Generate results on Starsfor		YES

<b>M1 Keep records of participation levels in sustainable transport schemes and incentives</b>  Produce annual report to monitor progress towards targets, and report on activity over the past 12 months. This can be offline or via Starsfor. Submit to developer	1 <sup>st</sup> September 2021 and <b>annually</b> thereafter	TPC to produce		YES – See Appendix 1
Promotion, Communications and Events				
<b>PC14 New residents welcome pack with travel information</b> Resident pack ready for first occupation and kept up to date during build out.	1 <sup>st</sup> Occupation and <b>ongoing</b>	TPC to produce	Packs have been compiled and delivered to sales office teams in line with their occupation predictions for the forthcoming months.	YES
<b>PC9 Sustainable travel options promoted on websites</b> Development site to have own section on STC website  Work with Wichelstowe communications to ensure information or links posted on community website and social media feeds.	Prior to 1 <sup>st</sup> occupation and <b>ongoing</b> updates	TPC to ensure the HIP and offers are loaded	Web page set up at <a href="https://www.swindontravelchoices.co.uk/newdevelopments/wichelstowe/">https://www.swindontravelchoices.co.uk/newdevelopments/wichelstowe/</a>	YES
<b>PC12 Travel maps and notice board set up</b>  Bespoke travel maps for the site set up	October 2021	TPC to ensure maps are produced and included in welcome pack and online	Mapping produced by Laura Hallett and included in new household pack	YES
Public Transport				
<b>PT10 Participate in Catch the Bus Week</b> Run event or promotion in July for catch the bus Week.	July 2023	TPC to monitor response		

<b>PT8 Provision of public transport smart cards for residents</b> Provide scheme for residents to try the bus for free	1 <sup>st</sup> Occupation <b>and ongoing</b>	TPC to keep records of take up	Scheme set up – Residents apply using online form.	YES
<b>PT9 Provision of timetables/maps/information</b> Provide timetables as part of household welcome pack	1 <sup>st</sup> Occupation <b>and ongoing</b>	TPC to ensure timetables are included and up to date.	Due to Covid, temporary timetables are being printed from website to include in packs.  Back to regular timetables from 2022	YES
Reducing car use				
<b>RC10 Carpooling/sharing scheme established</b> Promotion of Car Share Swindon - leaflets in Welcome Pack	1 <sup>st</sup> Occupation <b>and ongoing</b>	TPC to monitor take up from residents.	Leaflets included in the pack.	YES
<b>RC23 Other</b> Car share coffee morning to introduce car sharers and promote car club	October 2023 onwards	TPC to monitor take up		
<b>RC13 Establishment of car club</b> On 500th occupation - Establish car club for users  Ongoing promotion of benefits via welcome packs and events	On 500 <sup>th</sup> occupation	TPC to monitor take up		
Walking				
<b>W7 Provide walking maps</b> Distribute Get walking magazines as part of household info pack	1 <sup>st</sup> Occupation <b>and ongoing</b>	TPC to ensure these are distributed	Get walking south magazine included in pack.	YES
<b>W7 Provide walking maps</b> Produce Wichelstowe specific Get Walking magazine	1/1/23	TPC to ensure these are distributed	Get Walking in Wichelstowe distributed to existing households	



			and in new packs	
<b>W8 Run or participate in a pedometer challenge</b> Pedometer challenge for residents as part of Active Swindon Challenge	21st May 2021	TPC monitor number of sign ups to the challenge.	Active Swindon leaflets pushed through front doors.  Wichelstowe wanderers team created.	YES
<b>Walking BW5 - Offer led walks</b>	Aug 2022	1 hour family walk led by Step Out Swindon to help promote competition	leaflets pushed through front doors.	
<b>BW11 - Other walking initiative</b> Competition launched to find the best 8 walks in the Wichelstowe area.	Summer 2022	The winning walks will get featured into next year's "Get Walking in Wichelstowe" magazine.	Launched 18/7/22  Closes 2/9/22	



## 2020/21 Wichelstowe Monitoring report



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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 Canalside, Wichelstowe, Swindon for the past 12-months.

The report is submitted to Wichelstowe LLP (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 Wichelstowe 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 outlining 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 Bike Week 2021, Swindon Travel Choices ran a Cycle roadshow at Waitrose, offering a stand with travel information, and the provision of bike safety checks and repairs to resident's bikes. In addition, a free led bike ride set off from the site and 'Bike Week' promotional activities were also offered, such as free bike security marking.

Leaflets were dropped through letterboxes on both David Wilson Homes and Barratt sites in advance of the event, and on the day, eleven residents' bikes were checked and security marked, and seven residents took part in the guided bike ride around the area. Numerous others picked up maps and information from the stall.

**Get Cycling Roadshow**  
**Tue, 1 June 2021**  
**10am – 3pm**  
**Waitrose car park, Wichelstowe**  
**What's on Offer?**

- Come and celebrate Bike Week 2021!
- Pick up free cycle maps and goodies
- Bring your bike for free safety checks
- Get your bike security marked for free

[www.swindontravelchoices.co.uk](http://www.swindontravelchoices.co.uk)

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D2995 FOI4236/21

## Online information

A section of the Swindon Travel Choices website has been set aside for residents in new developments. For Canalside, the information can be found at <https://www.swindontravelchoices.co.uk/newdevelopments/wichelstowe/>

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

DWH and Barratt sales offices have 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 August 2020, 71 packs have been given to the David Wilson Homes team, and 78 packs to the Barratt sales office.

The packs contain hard copy information of:

- Overview booklet (<https://www.swindontravelchoices.co.uk/wp-content/uploads/2021/03/D2900-Travel-Information-for-Wichelstowe-web.pdf>)
- Cycle Map and Orienteering Map
- Southern Flyer Guide
- Guide to the Old Town Railway Path
- Map of the South Swindon Round
- Get Walking magazine for South Swindon
- Car Share leaflets
- Bus timetables - 11 and 9
- Borrow a Bike Scheme leaflet
- A pen
- A wallet to hold bus passes / tickets
- Paper copy of the survey
- Covid travel advice (Will cease 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 Canalside have taken up this incentive. We will focus on enhanced promotion in the spring.

### **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 operators, it was agreed that the type of bus tickets should be tailored to the household's needs, so a "triage" form was set up to capture how the household is likely to travel – which members of the family, where are they likely to be going (if known) and frequency. This allows us to decide between Dayrider vouchers, or Weekly / Monthly Travel passes, and whether adult, or adult and child versions are appropriate.

To date, only two households have applied for free travel, so further promotion will be required.

## Working Group

A working group has been set up and meets every six months to review progress of the travel plan.

Membership includes the developer, Swindon Travel Choices, both bus companies, and representatives from the Deanery Academy.

Membership is likely to expand going forward to include Firstport (the management company), and a representative from the Kingfisher School. 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/Canalside2020/>

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 Waitrose voucher on offer as the prize.

This process is not working well, with only two responses in the past year.

Now that occupations have passed a critical mass level, we propose switching to an annual survey in October each year, where a survey postcard gets 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 (December), and the prize be increased to £100 Waitrose voucher.

## Looking ahead (September 2021 – August 2022)

### Engagement events

A **road safety event** is proposed in the October half term to promote staying safe as the clocks go back and mornings and evenings are darker. Bike lights, fluorescent slap bands and backpacks, plus reflectors and education for children and their parents will all be on offer.

The **Active Swindon Challenge** returns in November 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 a Canalside team. The challenge runs for three months.

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.

### Travel Information packs

The household information pack will be refreshed in September 2022. There will be the inclusion of electric vehicle promotion, and details of visitor charging points.

Bristol artist, Laura Hallett, has been commissioned to refresh the local facilities map, which makes it more engaging for new residents. This map will be updated annually as the development evolves.



The pack currently includes a Get Walking in South Swindon magazine, which is well received. However, it covers a broad geographical area and was printed in 2014, so a bespoke Wichelstowe area walking magazine is planned for the next year.

This will include walking routes of various lengths from East and West Wichel, demonstrating how the area connects well by foot to Old Town, Wroughton and West Swindon.

### Cycle incentives

We will intensify efforts to improve uptake of the Borrow a Bike Scheme, but springtime 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 continue to meet twice a year and membership may grow.

### **Monitoring**

The annual survey will be launched in October 2021. 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 December and the prize be increased to £100 Waitrose voucher.

The results will form our Baseline survey.

### **Car Club**

As Parcel 5 starts to roll out, there is the need to introduce a car club to Wichelstowe. A procurement exercise will be undertaken as there is more than one provider on the market. The car club will provide an electric vehicle (and charging point in its bay) – with more vehicles being introduced as Wichelstowe grows. The ideal ratio is one car per 500 households, but this can be monitored.

The travel plan will pump prime the vehicle for three years, after which time, it should have enough members and usage to be commercially viable to the operator.

## **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.



# Wichelstowe

## 2021 Travel Survey

### Background

A travel survey was carried out across Wichelstowe during November / December 2021. The purpose of the survey was to understand the current travel patterns of new residents, ascertain what they needed in order to make their everyday journeys more sustainable, and check their awareness of schemes already available.

The survey was funded by the travel plan at Wichelstowe (the joint venture partnership with David Wilson Homes and Barratt).

The survey was available online via the Smart Survey website and advertised with a flyer dropped through each letter box as well as advertised on community social media sites. The survey had the potential to reach approximately 100 residents.

The survey was open from 26<sup>th</sup> October 2021 until 1<sup>st</sup> December 2021 and achieved 25 responses; a response rate of 25% 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.

### Incentives

As an incentive to respond to the survey, residents were offered entry into a prize draw to win a £100 Waitrose gift card. All respondents were entered into the prize draw after the survey closed, and the winner was Zak Page (pictured below receiving his prize). We announced the winner on social media and on the Swindon Travel Choices website.










# Results

## Q2 – Travel modes

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)*”

Table 1 presents the results of Q1

1. 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		12.00%	3
2	Car Driver on own		52.00%	13
3	Car Driver with passengers		12.00%	3
4	Got a lift		4.00%	1
5	Scooter/Motorbike		0.00%	0
6	Cycling		0.00%	0
7	Walking		8.00%	2
8	Taxi		0.00%	0
9	Train		4.00%	1
10	I have not travelled today		8.00%	2
			answered	25
			skipped	0

Within the travel plan, a target has been set to keep car travel below 64%; a baseline that had come from the 2011 census data for the area. It is encouraging to see that car use was below that figure, at 52%, although if the car sharing drivers are added in, the total does come up to 64%.

Bus use was encouraging at 12%, with walking at 8%. There is room for improvement with more journeys needed by cycle.

## Q2 – Awareness of initiatives

We asked respondents to indicate their awareness of the schemes that are being provided to them 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
- Car club (coming 2022)
- Electric vehicle charging points

The results were as follows;

<b>2. The developer at Canalside is making a range of travel initiatives available to residents. Please tell us which ones you are aware of</b>				
<b>Answer Choices</b>	<b>Aware of</b>	<b>Not aware of - Tell me more!</b>	<b>Not aware of - Not interested</b>	<b>Response Total</b>
Borrow a Bike Scheme	13.04% 3	56.52% 13	30.43% 7	23
Free bus taster tickets	8.70% 2	69.57% 16	21.74% 5	23
Household travel information pack	17.39% 4	78.26% 18	4.35% 1	23
Car share scheme	13.04% 3	56.52% 13	30.43% 7	23
Active Swindon Challenge	17.39% 4	65.22% 15	17.39% 4	23
Car club (coming 2022)	4.35% 1	69.57% 16	26.09% 6	23
Electric vehicle charging points	43.48% 10	39.13% 9	17.39% 4	23
			answered	23
			skipped	2

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.

We will also concentrate events in 2022 around promoting bus use (and free taster tickets), the Active Swindon Challenge and – to a lesser extent – car sharing and the borrow a bike scheme.

### Q3 – Future activities

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

3. Which of the following might you be interested in				
Answer Choices			Response Percent	Response Total
1	Bike maintenance training		23.53%	4
2	Cycle skills training - Beginner learn to ride		5.88%	1
3	Cycle skills training - Intermediate confidence building		23.53%	4
4	Guided bike rides		47.06%	8
5	Guided walks in the area		76.47%	13
6	Local walking group		64.71%	11
7	Meeting local people to car share with		17.65%	3
8	Joining a challenge to motivate me		64.71%	11
9	Other (please specify):		11.76%	2
			answered	17
			skipped	8

Walking options (guided walks and a local walking group) were the top initiatives that three quarters of the residents were interested in, followed by a challenge.

Actions to come out of this include;

- Investigate walk leader training to enable volunteers to be trained and form a local walking group
- Put on local walks, using the opportunity to promote the Active Swindon Challenge
- Produce local walking magazine to demonstrate a variety of routes in the area

There were 2 suggestions in the “other” category.

*“Timelines of when the works are expected to be complete/ready? No one really knows what's going on and when? Looking forward to heading out on walks soon.”*

- We will feed this back to the developer

*“More bus routes”*

- As the development grows, more bus routes will form.

## **Next steps**

The survey will be repeated at the same time in 2022. It is planned to repeat the same questions to allow progress to be tracked.