

New Home, New Start, New Ways to Travel

# Travel Information for Wichelstowe







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# Introduction

This Travel Information Pack contains useful information about your travel options in and around Wichelstowe.

Getting involved with your Travel Plan has plenty of positive benefits for you including:

- ✓ Improving your fitness, health and wellbeing
- ✓ Reducing your travel costs
- ✓ Reducing your travel times
- ✓ Improving your accessibility to local services
- ✓ Making the community safer
- ✓ Improving your travel choices
- ✓ Creating a cleaner, more vibrant local community





# About this travel information pack

Live life as you've always wanted. We are committed to promoting sustainable transport for the residents of Wichelstowe.

Situated to the south of Swindon town centre, on the edge of glorious open countryside, Wichelstowe is a delightful place to set up home. Here you'll get to enjoy all the superb facilities of Swindon, without living in the town itself, giving you the best of both worlds.

The Canalside will be the most active area of Wichelstowe centred around the Wilts and Berks Canal. The Waitrose, Deanery CE Academy and stunning Hall & Woodhouse pub will form the vibrant heart of Wichelstowe.

This guide provides further information on the different ways that you can travel in the area for your daily trips as well as those journeys you undertake less frequently.

A primary aim of the development is to encourage the use of more sustainable forms of transport such as walking, cycling, public transport or car sharing.

Please take a few moments to read this Travel Information Pack and consider how you can choose to make more sustainable travel choices.



## Walking

One of the easiest and cheapest ways to travel is to walk, particularly if your destination is within 2-kilometres of your new home. Walking is also a versatile mode of travel – there's no waiting around, no congestion and it's free!

Research shows that walking 10,000 steps a day will significantly improve your health. Putting one foot in front of the other can build stamina, burn excess calories and give you a healthier heart.

Wichelstowe will benefit from good quality, direct and well-lit footways throughout the development. These routes connect to existing paths which provide access to the local area.

Wichelstowe has a range of services, facilities and amenities in and around the area that can be walked to. There are also plenty of countryside walks along the canal and old railway path.

Check out the "Get Walking" magazine in this pack that has route maps around the area.

### Useful websites

- [www.swindontravelchoices.co.uk/walking](http://www.swindontravelchoices.co.uk/walking)
- [www.ramblers.org.uk/wellbeing-walks](http://www.ramblers.org.uk/wellbeing-walks)

### Useful walking apps

- MapmyWalk
- NHS Active 10 Walk Tracker
- Pedometer
- OS Maps
- Wiltshire Walks (Free to download but subscription required)
- Ramblers
- Go Jauntly





# Cycling

Cycling is fast, convenient, healthy and cost-effective, and is a realistic way to travel from your new home, especially if your destination lies within 5-kilometres – a 20 minute pedal.

All of the services, facilities and amenities around Wichelstowe are available within a 10 minute cycle ride from the site. Swindon town centre is within a 20 minute cycle ride which provides a wider range of services, facilities and amenities including a number of employment opportunities. You can get there on the Southern Flyer route - all off the carriageway. See the separate “Southern Flyer map” and “Swindon Cycle Map” in this pack.

## Benefits of Cycling

- ✓ Improving wellbeing by relieving stress, improving fitness and burning calories
- ✓ Helps prevent chronic and life threatening illnesses
- ✓ Maintaining a bike for a year costs twenty times less than maintaining and driving a car
- ✓ Reducing congestion and pollution on our roads

## Useful websites

- [www.swindontravelchoices.co.uk/cycling](http://www.swindontravelchoices.co.uk/cycling)
- [www.swindoncyclecampaign.org](http://www.swindoncyclecampaign.org)
- [www.letsride.co.uk](http://www.letsride.co.uk)

## Bike shops in Swindon

### E-motion (electric bikes)

373, Cricklade Road, SN2 1AQ

<http://e-motionevc.co.uk>

01793 251 200

### Mitchell Cycles

27, Shrivenham Rd, Swindon, Wiltshire SN1 2QA

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

01793 523 306

### Swindon Cycles Superstore

60a, Beechcroft Rd, Upper Stratton, Swindon, Wiltshire SN2 7QD

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

01793 700 105

### Recycles (refurbished bikes)

1 Spring Close, Swindon, Wiltshire SN1 2BF

[www.recycles-swindon.co.uk](http://www.recycles-swindon.co.uk)

01793 401 834

### Bassett Bikes

152 High Street, Royal Wootton Bassett, SN4 7AB

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

01793 849 462

## Useful cycling apps

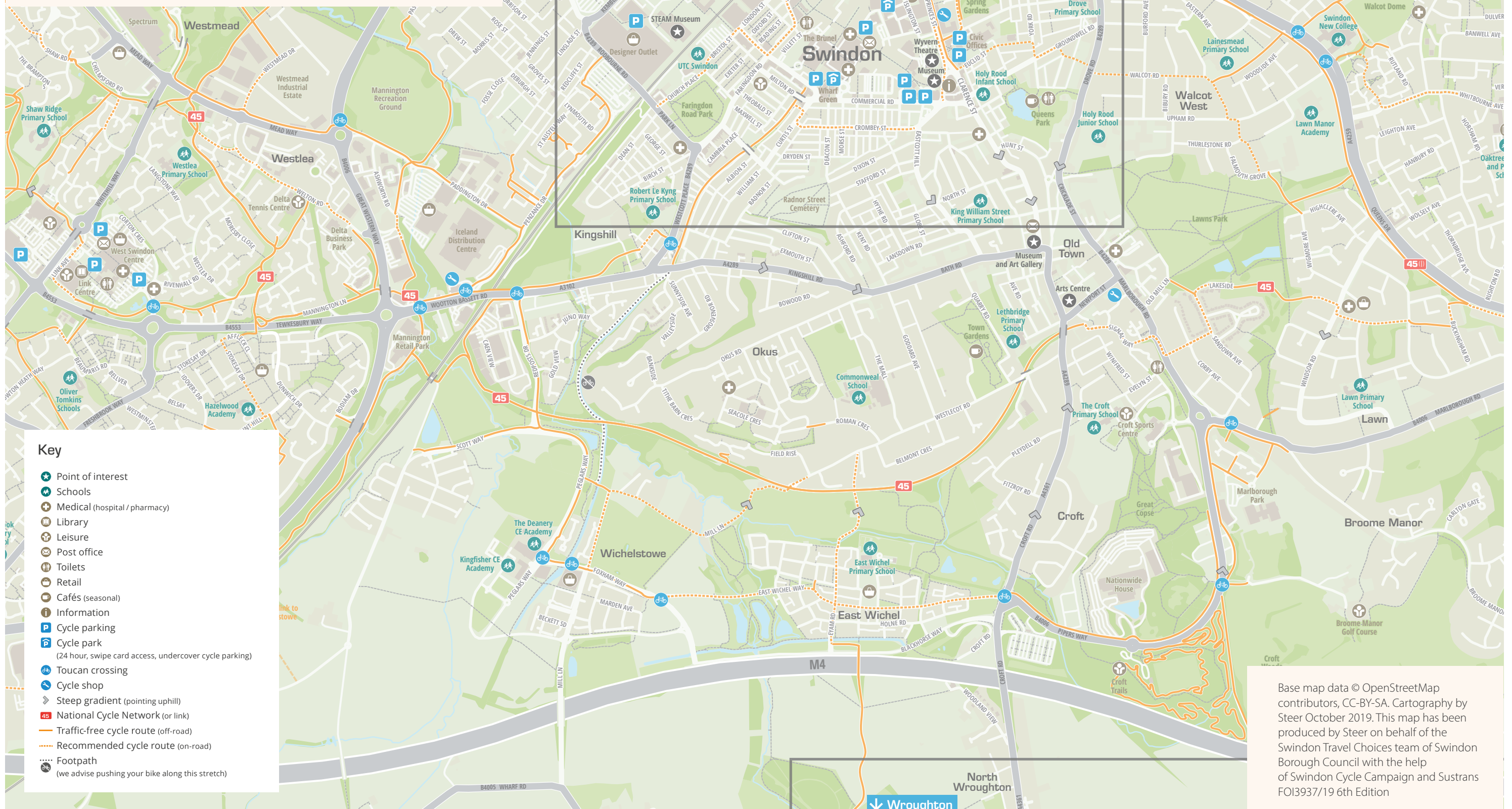
- Strava
- MapmyRide
- CycleStreets journey planner





# Swindon cycle map

To obtain a hard copy, email [info@swindontravelchoices.co.uk](mailto:info@swindontravelchoices.co.uk) and provide your postal address.



Base map data © OpenStreetMap contributors, CC-BY-SA. Cartography by Steer October 2019. This map has been produced by Steer on behalf of the Swindon Travel Choices team of Swindon Borough Council with the help of Swindon Cycle Campaign and Sustrans FOI3937/19 6th Edition



# Your local area





# Bus

You can access bus stops within a short walk of your new home. From the stops outside Waitrose you'll find the Stagecoach service 9 provides a regular service between Wroughton and Swindon Town Centre.

Swindon's Bus Company runs the 11 regularly, which serves East Wichel, Nationwide, Old Town, Swindon Town Centre and North Swindon.

For residents in the Orchards, the bus stops on Wootton Bassett Road may be closer, and provide the 1, 1a and 7 between West Swindon and Swindon Town Centre. Stagecoach Gold Service 55 also uses these stops to connect you to Chippenham, Royal Wootton Bassett and Calne.

As a guide we have provided a summary below of the available bus services and their typical frequencies.

Service	Route	Frequency	Operator
11	Wichelstowe (Waitrose) › East Wichel › Nationwide › Old Town › Swindon Town Centre › Orbital Shopping Centre › Oakhurst	Half hourly Mon–Sun	Swindon's Bus Company
9	Wroughton › Wichelstowe (Waitrose) › East Wichel › Old Town › Swindon Town Centre	Half hourly Mon–Sat, hourly Sunday	Stagecoach West
1, 1a	West Swindon › Mannington - Swindon Town centre - Great Western Hospital	Every 15 mins Mon - Fri, every 20 mins Sat, half	Swindon's Bus Company
7	West Swindon › Mannington › Swindon Town Centre › South Marston Industrial Estate › Highworth	Every 20 mins Mon - Sat, half hourly Sun.	Stagecoach West
25	Mannington Roundabout › Okus › Old Town › Swindon Bus station	3 services a day	Swindon's Bus Company
53	Cricklade › Purton › West Swindon › Swindon Town Centre › (New College)	Every 90 minutes Mon - Sat	Stagecoach West

55	Swindon Town Centre - Mannington - Royal Wootton Bassett - Lyneham - Calne - Chippenham	Every 20 mins Mon - Sat, half hourly Sun.	Stagecoach West
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## Useful websites

- [www.stagecoachbus.com](http://www.stagecoachbus.com)
- [www.swindonbus.co.uk](http://www.swindonbus.co.uk)
- [www.swindontravelchoices.co.uk/plan-a-journey](http://www.swindontravelchoices.co.uk/plan-a-journey)

## Useful bus apps

- Stagecoach Bus App (Plan journeys, buy tickets)
- Swindon Bus (Swindon's Bus Company tickets / bus tracker)
- Bus checker (Find bus stops and track buses)





# Bus routes plan

Fleming Way is closed until late 2024. Buses will use alternative stops



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# Rail

Swindon’s railway station is connected to London Paddington, Reading, Chippenham, Bath, Bristol, Cheltenham and Gloucester. The TransWilts line has connections to Melksham, Trowbridge, Westbury and beyond. Whether it’s for commuting or a day out, Swindon really is well connected!

Rail times and tickets can be obtained from Great Western Railway <https://www.gwr.com/>  
If you are travelling with a group of friends (3 to 9 adults), book together and save up to a third on the rail fare with Groupsave.

## Passenger Assist

If you have a disability, non-visible disability, or are elderly, you can pre-book journey assistance. This can be booked online through GWR or by calling **0800 197 1329**.

## Try for free!

We’re giving residents of Wichelstowe the opportunity to get out and about on the train with a voucher for £20. See the enclosed Great Western Railway pack for details of how to claim.



# Taxi

Taxis can form an important part of sustainable journeys.

Many taxis are hybrids or ‘green’ vehicles, which help to reduce the impact of car journeys on the environment. Utilising taxis could save you money and help to reduce your carbon footprint.

There are a number of private hire taxi operators local to the area, through which taxis can be pre-booked.

## Taxi companies in Swindon

Company	Telephone	App Available
SWOOP	0800 090 3322	✓
Veezu (V cars)	01793 701 701	✓
Cross Street Cars	01793 232 323	✓
Connect Cabs	01793 238 444	
1st Call Swindon taxis	01793 205 121	
A1 Swindon Taxis	01793 251 251	
The virtual taxi	01793 297 201	
GW Taxis	01793 236 007	





# Car sharing

Car Sharing is when two or more people travel together in the same car. Many of us already car share informally, but if you regularly make long trips in the car alone (to work, for example) it may make more sense to get another person (or two or three) in your car and help share your petrol costs.

## There are many benefits to car sharing;

- ✓ Opportunity to socialise
- ✓ Reduced fuel costs
- ✓ Less wear and tear on your car
- ✓ Useful for people with mobility difficulties (door to door travel)
- ✓ Time to relax without driving stress
- ✓ Provides a solution for travelling to and from areas not served by bus
- ✓ Reduces the number of cars on the roads, resulting in less congestion, less pollution and fewer parking problems

## Car Share Swindon

Over 3000 people who live or work in Swindon have registered with [www.carshareswindon.com](http://www.carshareswindon.com). This is an online database that matches people together based on the routes and times that people travel. It's free and easy to register and chances are, you'll find someone going your way. Even if you only share once a week, you're helping to save money.



# Car club (Hire a vehicle by the hour)

Planning a trip to the Cotswolds? Need to pick up your order from Ikea? Fancy a congestion-charge-free drive to London? There'll be days your car isn't the car you need, and that's where Co wheels Car Hire comes in. Car hire, by the hour, with a modern electric vehicle conveniently located at Shippery Lane (near Waitrose), for every journey you need.

Once you become a member, you can book the car via the website or app, and then drive the car and be billed only for the time and fuel used.

The best part is that as a Wichelstowe resident, you can get FREE membership and driving credit when you join. See the leaflet in this pack for details.





# Electric vehicles

With a rapidly expanding network of public charging points available across the region, there has never been a better time to make the switch to electric vehicles.

In Wichelstowe, driveways are wired for electric charging points, and there are shared EV chargers throughout the development for visitors and properties without driveways. For more information, check out our handy guide to electric vehicles in this pack.

To check out other public charging points and the wider network, plus help with selecting the right car and calculating your cost savings, visit:  
<http://www.swindontravelchoices.co.uk/electric-vehicles/>



# Shopping

With online shopping you can do your shop from the comfort of your own home and have it delivered at a time to suit you from as little as a £1 delivery charge. Or you can collect from the store when you're out and about anyway, so no need for a specific shopping trip.

The supermarket websites now allow you to save favourites, so putting your weekly shop into the virtual basket is just a few clicks!

## Benefits

- ✓ Save time, someone else is picking your items from the shelves
- ✓ Reduce stress, no trolley wars with other shoppers
- ✓ The groceries are dropped at your door

## Useful websites

- |              |  |
|--------------|--|
| · Sainsburys | <a href="http://www.sainsburys.co.uk/shop/gb/groceries">www.sainsburys.co.uk/shop/gb/groceries</a>           |
| · Morrisons  | <a href="http://www.groceries.morrisons.com">www.groceries.morrisons.com</a>                                 |
| · Tesco      | <a href="http://www.tesco.com/groceries">www.tesco.com/groceries</a>   |
| · Asda       | <a href="https://groceries.asda.com">https://groceries.asda.com</a>  |
| · Waitrose   | <a href="http://www.waitrose.com/ecom/shop/browse/groceries">www.waitrose.com/ecom/shop/browse/groceries</a> |
| · Ocado      | <a href="http://www.ocado.com/webshop/startWebshop.do">www.ocado.com/webshop/startWebshop.do</a>             |



# Get active in Wichelstowe

Wichelstowe Runners is your local, free group for runners of all abilities. The group meets at 9am on Saturdays by the bike shelter of the Wichel Inn in East Wichel. Currently there is a beginner's group completing the "Couch to 5km", and another group that runs between 5km and 10km.

Some of the group have ambitions of running the Swindon Half Marathon, and are 'looking forward' to the 10 mile club training run to Barbury Castle and back that marks the point in our training where we are getting fitter.

Virtually all the group are local Wichelstowe residents. Some are new to running, whilst others have been at it a while. On a run, no-one gets left behind, and the approach taken is that everyone is responsible for themselves, but care for one another.

If you're interested, check out the **"Wichelstowe Runners"** Facebook group, or just turn up for a run on a Saturday soon.



# Offers for residents of Wichelstowe

## Try the bus for free

To help you get to know the bus network around Wichelstowe, each household is entitled to claim free travel on the bus. This can be for an adult, teenager or child, and can be taken as a full week, or several "day rider" tickets. Please note your voucher is valid only for your household.

Simply complete the form at [www.swindontravelchoices.co.uk/wichelstowe](http://www.swindontravelchoices.co.uk/wichelstowe) to apply.

## Borrow a Bike scheme

Fancy trying out a bike to see whether you'd want to purchase one afterwards? As part of our offer to new residents, bikes can be loaned for up to 6 weeks for a small deposit. There are a variety of bikes available, including electric and folding bikes.

See the leaflet inside this pack for more details and simply complete the form at [www.swindontravelchoices.co.uk/wichelstowe](http://www.swindontravelchoices.co.uk/wichelstowe) to apply.

## Try the train for free

To help you get to know the rail network around Swindon, each household is entitled to claim free travel on GWR. This can be for commuting or leisure and gives you £20 towards your journey. Please note your voucher is valid only for your household. See the GWR brochure inside this pack for more details and simply complete the form at [www.swindontravelchoices.co.uk/wichelstowe](http://www.swindontravelchoices.co.uk/wichelstowe) to apply.





# Wichelstowe Explorer Trail

If you want to go exploring the Wichelstowe area, why not do the Wichelstowe Explorer Trail?



This is a trail with no start point and no end point.

We challenge you to take a walk to find the objects on the following page.

You can track down the objects and tick them off on the page opposite, but if you have a smartphone, then download the Huntly app, photograph the ones you find and submit them to get your free trail badge and enter the prize draw?

Download the app from the App store or Google Play and enter unlock code 9183 to access the Wichelstowe Explorer Trail.



Find out more about the green spaces, wildlife and public art at Wichelstowe.

For more information please visit:  
[www.wichelstowetrails.co.uk](http://www.wichelstowetrails.co.uk)



# Wichelstowe Explorer Trail



☐ Tree of Life



☐ Mouse & snail on railings



☐ Water Vole & the Waders



☐ Oak Tree



☐ Hedgehog Highway



☐ Water bird



☐ Bullrushes



☐ The boardwalk



☐ Dragonfly Boat



☐ A Fruit tree



☐ Leaf prints on pavement



☐ Birds in flight



## Travel Plans Team

Swindon Borough Council  
Wat Tyler House  
Beckhampton Street  
Swindon  
SN1 2JH

[Transportplanning@swindon.gov.uk](mailto:Transportplanning@swindon.gov.uk)

[www.swindon.gov.uk](http://www.swindon.gov.uk)

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

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