

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 Sainsbury's 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

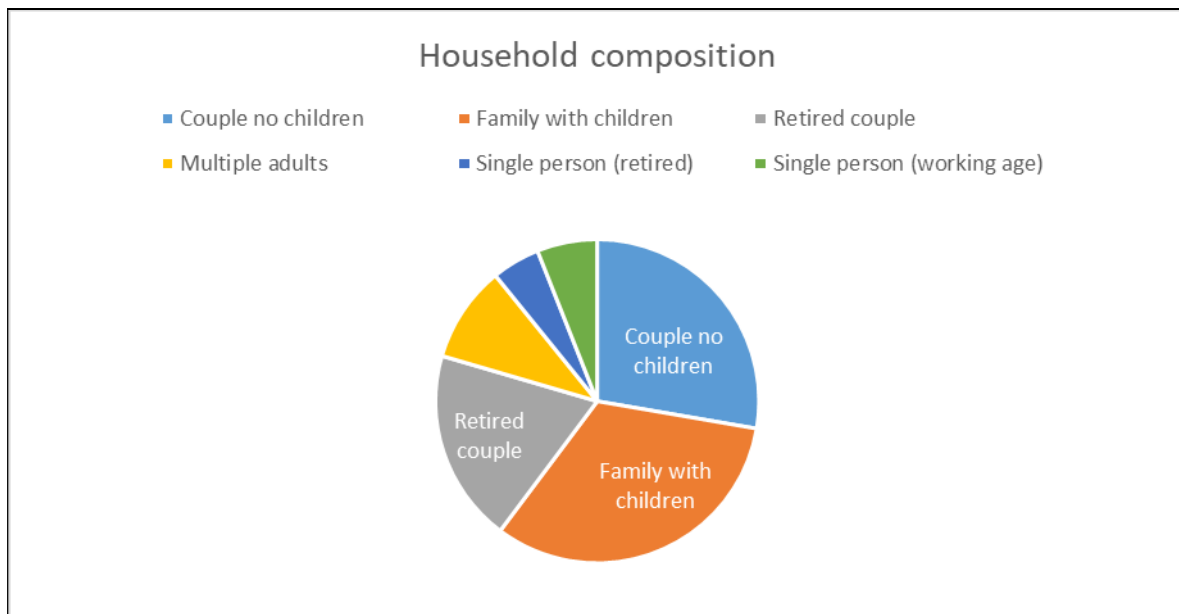
Retired couple

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 /		2.70%	2

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

	shopping)			
12	Joining a travel challenge to motivate me to be more active		8.11%	6
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		

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

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
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		25.00%	1
3	Car Driver with passengers		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		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

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

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
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

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