

Wichelstowe

2022 Travel Survey

Background

A travel survey was carried out across Wichelstowe during November / December 2022. The purpose of the survey was to compare results to the baseline survey undertaken 12 months earlier, understand the current travel patterns of residents, ascertain what they need in order to make their everyday journeys more sustainable, and check their awareness and appetite of schemes already available, or offered in future.

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

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 200 households.

The survey was open from 19th October 2022 until 1st December 2022 and achieved 17 responses; a poor response rate of 8.5%. The 2021 response rate was 25% so the reason for the decrease in response rate is unknown since the methodology was identical. Whilst statistically less reliable, the results will be used to inform the actions of Swindon Travel Choices over the next 12 months.

To address the poor response rate in future years, a reminder flyer will be distributed to households halfway through the response window.

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 Rhianna Turner (pictured below receiving her prize). We announced the winner on social media and on the Swindon Travel Choices website at

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



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)”

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 | | | 2022 Response Percent | 2021 Result |
|----------------|----------------------------|--|-----------------------|-------------|
| 1 | Bus | | 12% | 12% |
| 2 | Car Driver on own | | 47% | 52% |
| 3 | Car Driver with passengers | | 17% | 12% |
| 4 | Got a lift | | 0.00% | 0% |
| 5 | Scooter/Motorbike | | 0.00% | 0% |
| 6 | Cycling | | 0.00% | 0% |
| 7 | Walking | | 12% | 8% |
| 8 | Taxi | | 0.00% | 0% |
| 9 | Train | | 0.00% | 4% |
| 10 | I have not travelled today | | 12% | 8% |
| | | | | |

Within the travel plan, a target was 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 remained below that figure, at 47% (down from 52% the previous year), although if the car sharing drivers are added in, the total does come up to 64% (consistent with the previous year).

Bus use remained encouraging at 12%, with walking up at 12%. As with the 2021 results, there is room for improvement with more journeys needed by cycle.

Q2 – Journey purpose

An additional question was asked this year of those who had made a journey. The question asked “When you left the house today, what was the purpose of your trip(s)”

| 2. When you left the house today, what was the purpose of your trip(s) - please select all that apply | | | | |
|---|-------------------------|--|------------------|----------------|
| Answer Choices | | | Response Percent | Response Total |
| 1 | Commute to or for work |  | 73.33% | 11 |
| 2 | The school run | | 0.00% | 0 |
| 3 | Shopping |  | 26.67% | 4 |
| 4 | Exercise |  | 20.00% | 3 |
| 5 | To visit someone |  | 6.67% | 1 |
| 6 | To run an errand |  | 20.00% | 3 |
| 7 | Other (please specify): | | 0.00% | 0 |
| | | | answered | 15 |
| | | | skipped | 2 |














When filtering the responses to just show how the car drivers answered this question, 82% commuted to or for work, 18% went shopping, to exercise or run an errand, whilst 9% drove to visit someone. It is encouraging that no journeys to school were undertaken by car from this sample.

Q3 – Future activities

We gave residents a list of travel initiatives (some that were already in place, and others that we could introduce as part of the travel plan) and asked which they might be interested in. The results from this question would inform where the travel plan should direct its resource, as well as allow us to undertake some awareness raising where schemes are in place.

We listed 18 options, and also offered an “other” category for residents to make suggestions, although nobody submitted any other options.

The results appear on the following page:

| Answer Choices | | | Response Percent |
|----------------|--|--|------------------|
| 1 | Bike maintenance training - the basics (safety checks, mending punctures) |  | 23.08% |
| 2 | Bike maintenance skills - more advanced (changing gear and brake cables) |  | 7.69% |
| 3 | Cycle skills training - Beginner learn to ride |  | 7.69% |
| 4 | Cycle skills training - Intermediate confidence building | | 0.00% |
| 5 | Guided bike rides - Short family rides (up to 10 miles) |  | 15.38% |
| 6 | Guided bike rides - Longer rides (10 - 20 miles) | | 0.00% |
| 7 | Guided walks in the area - Short family walks |  | 15.38% |
| 8 | Guided walks in the area - Longer rambles |  | 30.77% |
| 9 | Being part of a local walking group |  | 7.69% |
| 10 | Training as a walk leader to lead walks in the area | | 0.00% |
| 11 | Meeting local people to car share with for regular journeys (ie commuting / school run / shopping) |  | 15.38% |
| 12 | Joining a travel challenge to motivate me to be more active |  | 15.38% |
| 13 | Borrowing a bike to see whether cycling would be an option for me |  | 7.69% |
| 14 | Trying out the bus service for free |  | 53.85% |
| 15 | Receiving maps and information about getting around the area |  | 38.46% |
| 16 | Information about electric vehicles |  | 30.77% |

| | | | |
|----|--|--|-------|
| 17 | Finding out more about car clubs (hiring cars by the hour) | | 0.00% |
| 18 | Other (please specify): | | 0.00% |

The top 5 initiatives have been shaded in yellow, where more than 20% of respondents were interested.

1) Trying out the bus service for free

This initiative is already in place, so we will contact the respondents that are interested to tell them how to access free taster tickets.

2) Receiving maps and information about getting around the area

Cycle maps and bus maps are already available, so we will contact these respondents and enclose relevant maps and links to interactive maps.

3) Guided walks in the area - Longer rambles

The “Walking in Wichelstowe” magazine will be published in early 2023, which was an output following the desire in last year’s survey to know about more walking opportunities in the area. Some of the walks are long, and we propose to launch the magazine with a group walk on one of the longer routes in the magazine.

4) Information about electric vehicles

Wichelstowe will have a good network of EV infrastructure as it builds out, so a guide to electric vehicles is a good addition to the household welcome pack for new residents. A small brochure has now been produced as a result of this survey (https://www.swindontravelchoices.co.uk/wp-content/uploads/2022/12/74-Electric-Vehicles-Guide_8pp_WEB.pdf) and printed copies will be available at events.

5) Bike maintenance training - the basics

Bike maintenance is a good skill to ensure bikes are set up correctly and safe to ride. Basic bike maintenance courses can encourage children to take an interest in their bike, and encourage adults to get the bike out from the back of the garage and rediscover cycling. Enquiries are being made into potential venues and providers to hold some courses in 2023.

Next steps

The survey will be repeated at the same time in 2023. It is planned to repeat the same mode questions to allow progress to be tracked.