



Western Gate

Operational Travel Plan

Current Accreditation Level Approved TP

Accreditation Expiry Date 04/02/2033

Introduction

Site Details

Type of Site	Residential
URN	001046
Name of site	Western Gate (Marlborough Road)
Travel Plan Coordinator	Claire Fleming
Telephone Number	07584151301
E-mail address	salesadmingb@laganhomes.com
Address	Marlborough Road, Coate, Swindon, Wilts, SN3 6AA
Website	https://www.swindontravelchoices.co.uk/marlboroughroad

Site Introduction

The site covers an area of approximately 2 hectares and includes vacant grassland and garden area associated with two existing properties known as The Retreat and Wokingham Lodge. The site is currently accessed off the A4259 Marlborough Road. The site is bounded to the west and south by the Badbury Park development. To the north the site is bounded by the A4259 Marlborough Road and to the east, the M4 Van Centre and Great Western Hospital.

Local amenities

The proposed development has access to a range of local facilities. In particular there is access to education, healthcare, convenience retail and leisure all within a reasonable walking distance of 2km or less.

Aims and Objectives

Aims & Objectives of Travel Plan

The aims of the Travel Plan are to:

- Aim
- contribute to a sustainable development
 - create a nice place to live, where walking, cycling and public transport use are natural choices

The objectives of the Travel Plan are to:

- Objectives
- achieve the minimum number of single occupancy car movements to and from the development;
 - address the access needs of site users, by supporting walking, cycling and public transport; and
 - provide adequately for those with mobility difficulties

Travel & Transport Infrastructure

Transportation Links

Details of Walking Access to site

In the vicinity of the site the majority of roads have suitable footways which enable journeys on foot. Key links include a footway north of Marlborough Road opposite the Badbury Park access junction, which can be accessed via the crossing incorporated into the traffic signals and which then continues north via two separate footways towards both the Liden Primary School and the local centre at Liden, which includes convenience food retail, a post office and community facilities.

From Liden, footways route north to the Dorcan Industrial Estate located approximately 2km from the proposed development, allowing the opportunity for regular commuting on foot.

A shared footway/cycleway runs across the site frontage on the south side of the A4259 Marlborough Road. This is a strategic route linking Swindon town centre to the west of the site with the Great Western Hospital to the east. At Coate roundabout there are a combination of signalised crossings and underpasses which allow the safe crossing of the junction.

Details of Cycling access to site

To the west of the site National Cycle Network (NCN) route 45 runs through Coate Water providing a largely traffic-free connection to Chiseldon and Marlborough. To the northwest NCN 45 provides a connection towards Old Town, west and north Swindon and on to Cricklade. NCN 45 forms part of a long distance way-marked cycle route between Chester and Salisbury.

Regional Cycle Route 26 also is accessible via Day House Lane west of the site near Coate roundabout. This route is an on-road recommended route which follows lightly-trafficked lanes through villages such as Wanborough, Aldbourne and on to Ramsbury.

Details of Bus access to site

There are key bus services that run along the Marlborough Road corridor from Swindon town centre to the Great Western Hospital. Service 1 / 1A provide a 10-minute frequency during the daytime, whilst the 12 runs every 30 minutes. There are additional services that run to Marlborough every hour, and long distance National Express coaches that pick up from Coate Village stop.

Walking Route to closest bus stop

The nearest bus stops are Coate Village adjacent to the entrance to Badbury Park around 150m west of site entrance, and Commonhead east of the Great Western Hospital, around 300m east of the site entrance. These stops provide access to extensive bus services throughout Swindon. For the return journey, the nearest alighting point is Commonhead, east of the Great Western Hospital entrance from where a footway leads to the site via the crossing at the Great Western Hospital traffic signals.

Transportation Links

Details of Rail access to site

The railway station in Swindon provides services to London Paddington, Reading, Bristol, Bath and Gloucester. The bus station within Swindon is located on Milford Street, and is 300m from the railway station, so that rail services can be accessed easily by bus services. It is also possible to cycle to the rail station in under 30 minutes using traffic free cycle paths.

Details of Road Access to site

The site is located to the south of the A4259 Marlborough Road, a key road that links into the A419 and Swindon Town Centre. The M4 motorway can easily be accessed from Marlborough Road.

STARS (Sustainable Travel and Road Safety) Audit

Name of road (outside main entrance)	Marlborough Road
Name of other roads surrounding the site	None
Date of assessment	01/12/2022
Speed limit of the road outside main entrance	40mph
Speed limit on other roads surrounding your site	

How many of the following crossings facilities are present within 500m of your site?

Pelican Crossing	0
Puffin Crossing	0
Toucan Crossing	2
Zebra Crossing	0
School Crossing Patrol	0
Pedestrian Refuge	0

Further Questions

Is there any traffic calming within 500m of the site, e.g. speed bumps, build outs	No
Are there railings present outside or near the main entrance?	No
Is the main vehicular entrance used for pedestrians/cyclists as well as cars?	Yes
Are there any dedicated cycle lanes leading to the site?	Yes
What is the quality of the pavements like within 500m of the site?	Good
Any other obstacles or road layout issues within 500 metres	Multi arm crossings across the junctions make for low pedestrian priority. Entrance and exit to M4 van centre next door creates hazard across pavement and cycle lane.

Travel & Transport Policies

Travel & Transport Policies

Public Transport Season Tickets	<p>To encourage more public transport trips within the development, first time buyers within the development will be offered a free Flexi 5 bus pass, which can be used on all bus services operated by Stagecoach Swindon within the Swindon Borough Area, or 5 Dayriders for Swindon's Bus Company.</p> <p>Additionally, a £20 GWR rail voucher is available to each household.</p>
Sustainable Travel Voucher Scheme	<p>A 'borrow a bike' scheme is available, providing residents with free use of a bicycle for up to six weeks. Once this has ended, residents will be provided with a 10% bike discount voucher to encourage them to make a purchase of a bicycle.</p>
Car sharing incentives	<p>Residents who take part in Travel Plan surveys will be asked if they would like further information on car sharing, as well as help in finding car share partners within the development. If there is interest the Travel Plan Coordinator will speak to residents and arrange for car sharing to be organised.</p>

Sustainable Travel Tools

Information provided to staff/ visitors (e.g. information board)	<p>Sustainable travel information will be provided to residents via the Travel Information Pack issued to each household. The information will also be replicated on the eSwindon Travel Choices website. This will be updated on a regular basis, so that up-to-date information is available. This will be useful to visitors as well as existing residents.</p>
Suitable locations on site for promotional activities/ events identified	<p>The Badbury Park Community Centre is located within 800m of the site, offering space to meet. Coate Water is also an acceptable walking and cycling distance for events there.</p>

Targets

Status	Type	Mode of Travel	Due Date	Target
Registered	Other	n/a	2024	Achieve bronze (Good TP) accreditation for STARS
Registered	Other	Car	2026 / 2027	Single occupancy rates to remain under 55% 5 years after first occupation

Travel Initiatives

Action	Target Completion	Reporting	Complete
Cycling			
BC1 Bike Security Marking takes place Residents invited to Badbury Park event	31/07/2024	TPC to record attendance	
BC13 Cycling maps available to residents Up to date Cycle maps included in Household Welcome Pack	01/12/2023	TPC to ensure packs are up to date	YES + ONGOING
BC29 Other cycling initiative Residents invited to Badbury Park cycle roadshow	01/09/2024	TPC to record attendance	
BC4 Cycle Hire / Bike Loan scheme in place Leaflet in every household travel information pack	31/03/2023	TPC to monitor take up	YES + ONGOING
BC25 - Secure discounts with local bike shops Secured 10% discount for new residents with Mitchell Bike shop - redeemable on bikes, clothing and accessories. Flyers to be put in household welcome packs, and available to download from development website.	1/3/23	TPC to monitor take up	YES + ONGOING
Public Transport			
BPT12 Display real time public transport information Flyers explaining how to find real time information included in welcome pack	29/02/24	TPC to ensure packs are up to date	YES + ONGOING

Action	Target Completion	Reporting	Complete
BPT10 Participate in Catch the Bus Month Residents invited to take bus into town for a guided walk and refreshments	01/09/2024	TPC to keep records of take up	
BPT8 Provision of public transport smart cards for residents Flexi 5 tickets and Dayriders offered via Household Information Pack	01/09/2023	TPC to keep records of take up	YES + ONGOING
BPT9 Provision of timetables/maps/information Up to date information included in Household Welcome Pack	01/09/2023	TPC to ensure packs are up to date	YES + ONGOING
BPT9 Provision of timetables/maps/information Offer GWR's guide for new residents along with £20 rail discount voucher	01/09/2023	TPC to keep records of take up	YES + ONGOING
Walking			
BW11 Other walking initiative Promote Fix my Street on social media	01/09/2025	Social media monitoring	
BW5 Offer led lunchtime / after work walks Residents invited to a guided walk and refreshments	01/10/2024	TPC to keep records of take up	
BW5 Offer led lunchtime / after work walks Offer a family festive walk around Coate Water as part of the launch of the "Paths to Coate" map	01/09/2024	12 people (6 adults and 6 children) and a dog attended.	YES
BW4 - Promote walking route websites and apps Route (Coate Water) complete and uploaded. TPC to promote to residents as part of welcome pack.	1/04/24	TPC to monitor "likes" on the app	YES + ONGOING
BW7 Provide walking maps Get Walking East magazines placed in every household pack	01/09/2023	TPC to ensure packs are up to date	YES + ONGOING
BW7 Provide walking maps "Paths to Coate" maps placed in every household pack	21/12/2023	TPC to ensure packs are up to date	YES + ONGOING
Reducing car use			
RC10 Carpooling/sharing scheme established Car share leaflet and Q+A booklet in every pack	01/09/2023	TPC to ensure	YES + ONGOING

Action	Target Completion	Reporting	Complete
		packs are up to date	
RC12 Installation of electric vehicle charging points	01/09/2023	Developer to report	
RC23 Other reducing car use initiative Car share coffee morning to introduce car sharers (year 4 onwards)	01/09/2027	TPC to keep records of take up	
BP18 - Eco driving promoted Guide to EV benefits and ownership produced - available to download as a PDF from the development website, and hard copies put into household welcome pack.	1/03/23	TPC to ensure packs are up to date	YES + ONGOING
Monitoring and promotion			
BP14 - New residents welcome pack with travel information	01/09/23	TPC to ensure packs are up to date	YES + ONGOING
BP9 - Sustainable travel options promoted on internal website Website live and promoted in household pack - see https://www.swindontravelchoices.co.uk/newdevelopments/western-gate/	01/09/23	TPC to ensure website up to date	YES + ONGOING
BP5 - Personalised Travel Planning delivered (After baseline survey)	01/09/25		
M5 Undertake baseline survey 1 year after 1st occupation	01/03/25		