

Oakfield

2024 Travel Survey

Background

A travel survey was carried out across Oakfield during September 2024. The purpose of the survey was to compile results for a baseline, 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 Oakfield (via S106 agreement with Nationwide).

The survey was available online via the Smart Survey website and advertised with a flyer dropped through each letter box. The survey had the potential to reach approximately 70 households.

The survey was open from 1st September 2024 until 30th September 2024 and achieved 8 responses; a disappointing response rate of 11%. The results will be used to inform the actions of Swindon Travel Choices over the next 12 months.

Experience shows that often, the survey response rate drops in subsequent years so to increase the response rate, 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 supermarket gift card. All respondents were entered into the prize draw after the survey closed, and the winner was Elizabeth Mumford from Little Walcot Lane. We announced the winner on the Swindon Travel Choices website at <https://www.swindontravelchoices.co.uk/newdevelopments/oakfield/>



The flyer is titled "Oakfield Transport Conversation" and features the Swindon Borough Council logo. It explains the purpose of the survey as part of the Oakfield Travel Plan, aiming to understand travel patterns and establish sustainable ways for residents. It includes the survey URL www.smartsurvey.co.uk/s/Oakfield24/ and a closing date of 30th September 2024, which is circled in red. A red circular badge states: "All responses will be entered into a prize draw to win a £100 Sainsbury's voucher". It also provides the website www.swindontravelchoices.co.uk for more information. The bottom of the flyer features logos for Swindon Travel Choices, Oakfield, and "Be the Change", along with a QR code and a background image of a street scene.

Oakfield Transport Conversation

As part of the Oakfield Travel Plan, we need to understand the travel patterns of the residents, and try to establish ways to help all users of the development to travel sustainably.

We would be grateful if you could take part in a short travel survey. Your answers should be based on your 'typical' travel habits."

www.smartsurvey.co.uk/s/Oakfield24/

Closing date: 30th September 2024

Visit www.swindontravelchoices.co.uk to help you travel sustainably.






All responses will be entered into a prize draw to win a **£100 Sainsbury's voucher**

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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			Response Percent	Response Total
1	Bus		25.00%	2
2	Car Driver on own		25.00%	2
3	Car Driver with passengers		12.50%	1
4	Got a lift		0.00%	0
5	Scooter/Motorbike		0.00%	0
6	Cycling		0.00%	0
7	Walking		25.00%	2
8	Taxi		0.00%	0
9	Train		0.00%	0
10	I have not travelled today		12.50%	1
			answered	8
			skipped	0

Within the travel plan, a baseline target was set to keep car travel below 65%; a figure that had come from the 2011 census data for the area. We can see that the combined total of car drivers and passengers equates to 37.5%, so whilst we have to be cautious with a low response rate, the figures are encouraging.

Walking and bus levels are good, but there is work to be done to increase the number of residents choosing to cycle.

Q2 – Journey purpose

Question 2 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		28.57%	2
2	The school run		0.00%	0
3	Shopping		42.86%	3
4	Exercise		28.57%	2
5	To visit someone		42.86%	3
6	To run an errand		42.86%	3
7	Other		14.29%	1
			answered	7
			skipped	1

Q3 – Awareness of schemes

We asked respondents to indicate their awareness of the schemes that are being provided to them by Persimmon through the travel plan. The initiatives were listed as:

- Borrow a Bike Scheme
- Free bus taster tickets
- Rail voucher
- Household travel information pack
- Car share scheme
- Car club vehicle

The results were as follows;

3. As part of the Oakfield travel plan, we're making a range of free travel initiatives available to new residents. Please tell us which ones you are aware of.

Answer Choices	Borrow a bike scheme	Bus taster tickets	Rail vouchers	Household travel information pack	Car Share scheme	Car club vehicle	Response Total
Aware	7.69% 1	7.69% 1	7.69% 1	46.15% 6	15.38% 2	15.38% 2	13
Not aware - Tell me more!	7.69% 1	30.77% 4	46.15% 6	15.38% 2	0.00% 0	0.00% 0	13
Not aware - Not interested	21.43% 3	14.29% 2	0.00% 0	0.00% 0	35.71% 5	28.57% 4	14
						answered	8
						skipped	0

There was good awareness of the travel information packs, thanks to the distribution on completion day. Around half the respondents were aware of the car share scheme and the car club vehicle but had no interest in these. There was low awareness but high interest in the rail voucher scheme and bus taster tickets.

For those that provided contact details, we will ensure they receive further information about the schemes they would like to know more about.















Q4 - 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:

5. Which of the following free initiatives might you be interested in?

Answer Choices			Response Percent	Response Total
1	Bike maintenance training - the basics (safety checks, mending punctures)		12.50%	1
2	Bike maintenance skills - more advanced (changing gear and brake cables)		25.00%	2
3	Cycle skills training - Beginner learn to ride		12.50%	1
4	Cycle skills training - Intermediate confidence building		25.00%	2
5	Cycle skills training - Cycling in the countryside		12.50%	1
6	Guided bike rides - Short family rides (up to 10 miles)		0.00%	0
7	Guided bike rides - Longer rides (10 - 20 miles)		12.50%	1
8	Free bike security marking		0.00%	0
9	Borrowing a bike to see whether cycling would be an option for me		0.00%	0
10	"Pay as you go" bike hire / e-bike hire		12.50%	1
11	Guided walks in the area - Short walks (up to 3 miles)		25.00%	2
12	Guided walks in the area - Longer rambles		37.50%	3
13	Being part of a local walking group		37.50%	3
14	Training as a walk leader to lead walks in the area		0.00%	0

5. Which of the following free initiatives might you be interested in?

15	Meeting local people to car share with for regular journeys (ie commuting / school run / shopping)		0.00%	0
16	Joining a travel challenge to motivate me to be more active		25.00%	2
17	Trying out the bus service for free		62.50%	5
18	Receiving maps and information about getting around the area		62.50%	5
19	Information about electric vehicles		50.00%	4
20	Information about car clubs (hiring vehicles when needed by the hour)		37.50%	3
21	Other (please specify):		37.50%	3
			answered	8
			skipped	0
Other (please specify): (3)				
1	28/08/2024 11:59 AM ID: 251612872	Train discounts		
2	28/08/2024 12:01 PM ID: 251613054	Train discounts		
3	31/08/2024 05:52 AM ID: 251777801	Here in Oakfield, we need an eatery eg Pepe's Piri Piri.		

The top 3 initiatives have been shaded in orange, where more than 50% 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 about current bus provision and 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. We have recently mapped out the Coate Water Trail on Go Jauntly app, so we can point residents to this.

3) Information about electric vehicles

We already have a booklet about electric vehicles, so we can point residents to this. Additionally, once the car club converts to electric there is an opportunity to do some promotion around the charge point and the car.

Other schemes that attracted over 30% interest were longer guided walks and being part of a local walking group. A longer walk could be planned in 2025 with a view to making it self-sufficient going forward from the people that take part.

Cycling schemes, such as borrowing a bike, guided bike rides, bike hire and maintenance / skills training received very little interest. It may be that future respondents are more receptive to these, so we will continue to ask the question in future surveys, but direct our focus elsewhere in the short term.

Next steps

The survey will be repeated at the same time in 2025. It is planned to repeat the same mode questions to allow progress to be tracked.

Residents that submitted contact details and expressed a desire to know more about the schemes that are available will be contacted with personalised information.

The operational travel plan will be updated to take this feedback into consideration.