

Redlands Grove

2024 Travel Survey

Background

A travel survey was carried out across Redlands Grove 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 Redlands Grove (via S106 agreement with Bellway Homes and Vistry).

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 100 households.

The survey was open from 1st September 2024 until 30th September 2024 and achieved 45 responses; an acceptable response rate of 45%. 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 Andrew Caple from Redlands Way. We announced the winner on the Swindon Travel Choices website at <https://www.swindontravelchoices.co.uk/newdevelopments/redlands-grove/>

Redlands Grove
Transport Conversation

SWINDON
BOROUGH COUNCIL

As part of the Redlands Grove Travel Plan, we need to understand the travel patterns of the residents.

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

Follow the weblink below, or scan the QR code.

www.smartsurvey.co.uk/s/Redlands24/

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**

318

Be the Change

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		11.11%	5
2	Car Driver on own		42.22%	19
3	Car Driver with passengers		35.56%	16
4	Got a lift		2.22%	1
5	Scooter/Motorbike		0.00%	0
6	Cycling		0.00%	0
7	Walking		2.22%	1
8	Taxi		0.00%	0
9	Train		0.00%	0
10	I have not travelled today		6.67%	3
			answered	45
			skipped	0

Within the travel plan, a baseline target was set to keep car travel below 76.4%; 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 80%, so a little high, but the continued closure of the Southern Connector Road and delayed paving connections to Covingham are contributing to a lack of sustainable transport options for the residents.

As a result, walking and cycling levels are poor, and 6.67% not travelling at all. Once better connections are available, the travel plan will be able to work towards its targets.

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			Response Percent	Response Total
Answer Choices			Response Percent	Response Total
1	Commute to or for work		38.10%	16
2	The school run		16.67%	7
3	Shopping		64.29%	27
4	Exercise		23.81%	10
5	To visit someone		26.19%	11
6	To run an errand		23.81%	10
7	Other		14.29%	6
			answered	42
			skipped	3

There were a range of journey purposes, and most journeys are having to be made due to the lack of facilities on or close to the site.

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

The results were as follows;

3. As part of the Redlands 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	Response Total
Aware	23.53% 4	17.65% 3	17.65% 3	17.65% 3	23.53% 4	17
Not aware - Tell me more!	14.81% 16	24.07% 26	23.15% 25	25.00% 27	12.96% 14	108
Not aware - Not interested	24.39% 10	17.07% 7	17.07% 7	12.20% 5	29.27% 12	41
					answered	41
					skipped	4

There was low awareness of most of the schemes, but around half the respondents were interested in the incentives that they weren't aware of. 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)		21.21%	7
2	Bike maintenance skills - more advanced (changing gear and brake cables)		18.18%	6
3	Cycle skills training - Beginner learn to ride		12.12%	4
4	Cycle skills training - Intermediate confidence building		6.06%	2
5	Cycle skills training - Cycling in the countryside		3.03%	1
6	Guided bike rides - Short family rides (up to 10 miles)		9.09%	3
7	Guided bike rides - Longer rides (10 - 20 miles)		6.06%	2
8	Free bike security marking		21.21%	7
9	Borrowing a bike to see whether cycling would be an option for me		18.18%	6
10	Guided walks in the area - Short walks (up to 3 miles)		27.27%	9
11	Guided walks in the area - Longer rambles		24.24%	8
12	Being part of a local walking group		30.30%	10
13	Training as a walk leader to lead walks in the area		0.00%	0
14	Meeting local people to car share with for regular journeys (ie commuting / school run / shopping)		12.12%	4

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

15	Joining a travel challenge to motivate me to be more active		21.21%	7
16	Trying out the bus service for free		57.58%	19
17	Receiving maps and information about getting around the area		48.48%	16
18	Information about electric vehicles		24.24%	8
19	Information about car clubs (hiring vehicles when needed by the hour)		21.21%	7
20	Other (please specify):		15.15%	5
			answered	33
			skipped	12
Other (please specify): (5)				
1	31/08/2024 19:52 PM ID: 251798697	School bus service		
2	31/08/2024 19:54 PM ID: 251798731	None		
3	31/08/2024 19:58 PM ID: 251798840	Bus routes that connect to train station bus station and colleges swindon and ciren from Redlands		
4	31/08/2024 20:28 PM ID: 251799386	My son attends New college and currently learning to drive. In the meantime I would like to know more about the bus routes available to and from Redlands village to accommodate this please.		
5	31/08/2024 21:02 PM ID: 251800034	Anything that would help an ambulatory wheelchair user as we are currently cut off in the village		

The top 4 initiatives have been shaded in orange, where more than 33% 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. Currently the bus service is infrequent and involves a walk to and from the bus stops in Wanborough or Covingham, so take up may continue to be low until such a time that there is a regular service connecting the development.

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 Wanborough Trail on Go Jauntly app, so we can point residents to this.

3) Being part of a local walking group / Guided walks up to 3 miles

This is easy to arrange and will form part of the 2025 activity.

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.