

New Job, New Start, New Ways to Travel

Travel Information for Swindon Trade Park



SWINDON
BOROUGH COUNCIL

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Introduction

This Travel Information Pack contains useful information about your travel options for getting to and from Swindon Trade Park.

Getting involved with your Travel Plan has plenty of positive benefits for you including:

- ✓ Improving your fitness, health and wellbeing
- ✓ Reducing your travel costs
- ✓ Reducing your travel times
- ✓ Improving your accessibility to local services
- ✓ Making the community safer
- ✓ Improving your travel choices
- ✓ Creating a cleaner, more vibrant local community

Walking

One of the easiest and cheapest ways to travel is to walk, particularly if you live within 2-kilometres of your work. Walking is also a versatile mode of travel, there's no waiting around, no congestion and it's free!

Research shows that walking 10,000 steps a day will significantly improve your health. Putting one foot in front of the other can build stamina, burn excess calories and give you a healthier heart.

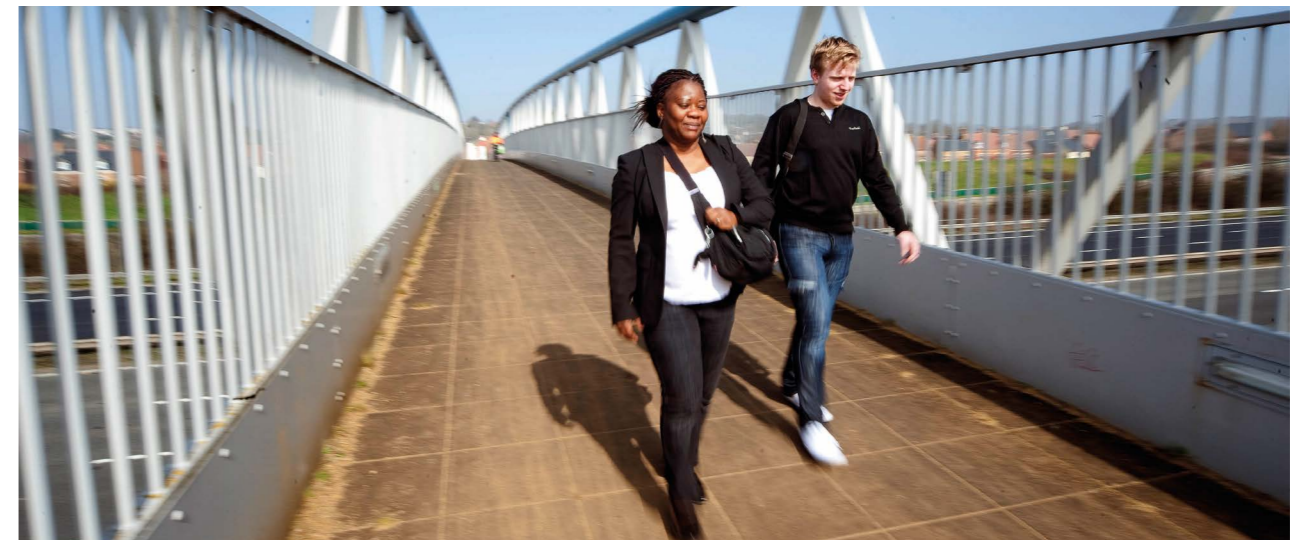
There are good quality, direct and well-lit footways along Gypsy Lane. These routes connect to existing paths which provide access to the local area. From Swindon Trade Park, it's easy to walk to shops and amenities in Gorse Hill.

Useful websites

- www.swindontravelchoices.co.uk/getting-around/walking
- www.ramblers.org.uk/go-walking/wellbeing-walks
- www.wiltsswindonramblers.org.uk

Useful walking apps

- MapmyWalk
- NHS Active 10 Walking Tracker
- Pedometer
- OS Maps



Local Facilities serving Swindon Trade Park



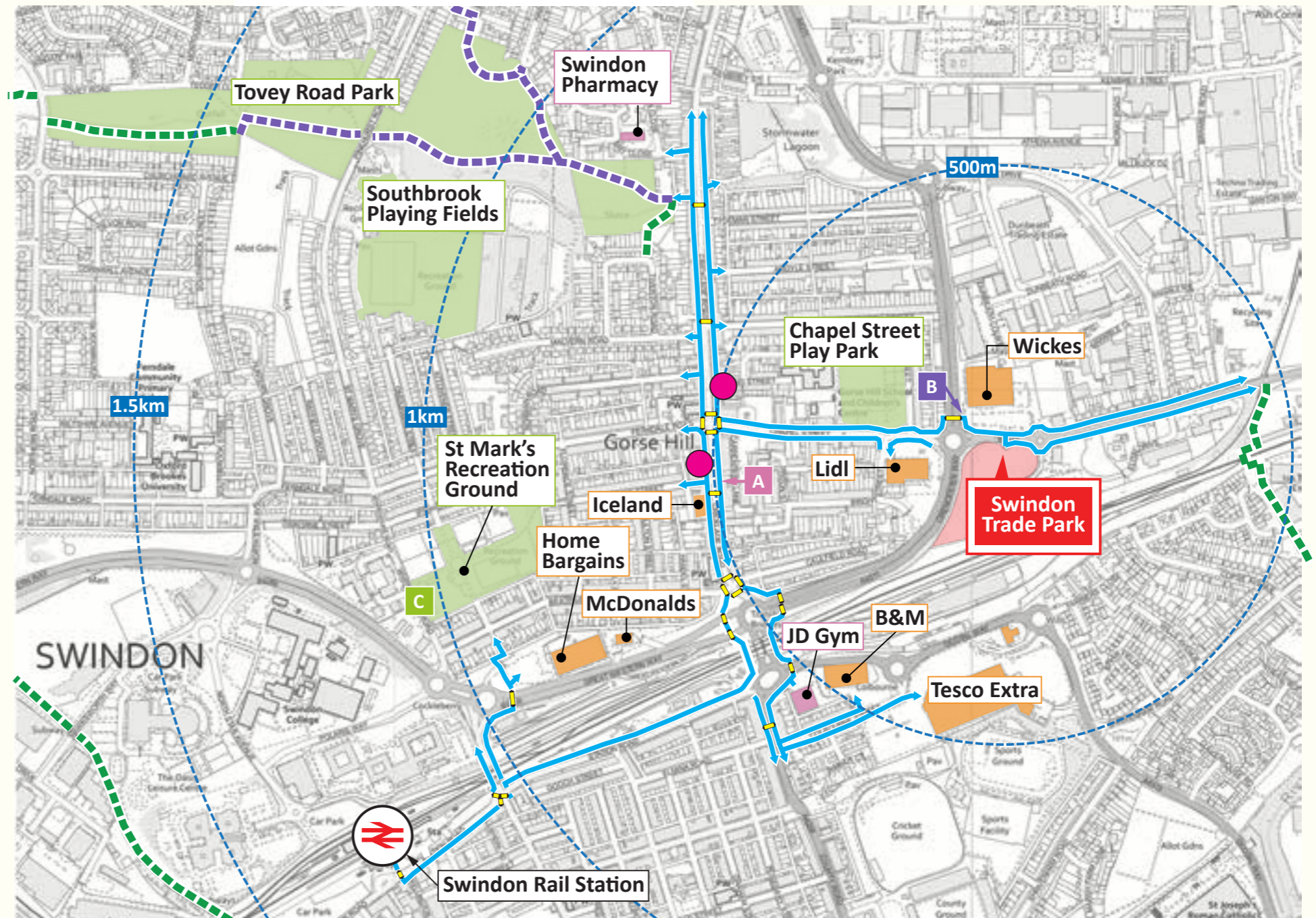
A Local Facilities along Cricklade Road



B Pedestrian Crossing on Cirencester Way



C St Mark's Recreation Ground



- Leisure/Recreation
- Retail
- Health

— Footways to Gorse Hill, Local Facilities & Swindon Rail Station

● Gorse Hill Bus Stop — Pedestrian Crossing

⊕ Swindon Rail Station - - - Footpath

- - - Bridleway

0 500m

500m Catchment from Swindon Trade Park (approx. 5-6 minute walk)

1km Catchment from Swindon Trade Park (approx. 12 minute walk)

1.5km Catchment from Swindon Trade Park (approx. 18 minute walk)

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Cycling

Cycling is fast, convenient, healthy and cost-effective, and is a realistic way to travel to Swindon Trade Park, especially if you live within 5-kilometres – a 20 minute pedal.

Many services, facilities and amenities within Swindon Town Centre are available within a 10 minute cycle ride from the site. There is covered cycle parking for employees at the Trade Park.

Benefits of Cycling

- ✓ Improving wellbeing by relieving stress, improving fitness and burning calories
- ✓ Helps prevent chronic and life threatening illnesses
- ✓ Maintaining a bike for a year costs twenty times less than maintaining and driving a car
- ✓ Reducing congestion and pollution on our roads

Useful websites

- www.swindontravelchoices.co.uk/getting-around/cycling
- www.swindoncyclecampaign.org
- www.letsride.co.uk

Useful walking apps

- Strava
- MapmyRide
- CycleStreets journey planner

Did you know?

There's 10% discount on new bikes and equipment for employees at Swindon Trade Park. See the flyer inside this pack and take it along to Mitchell Cycles to claim your discount.

Independent Bike shops in Swindon

E-motion (electric bikes)

373, Cricklade Road, SN2 1AQ

www.e-motionevc.co.uk

01793 251 200

Mitchell Cycles

27, Shrivenham Rd, Swindon, Wiltshire SN1 2QA

www.mitchellcycles.co.uk

01793 523 306

Swindon Cycles Superstore

60a, Beechcroft Rd, Upper Stratton, Swindon, Wiltshire SN2 7QD

www.swindoncycles.co.uk

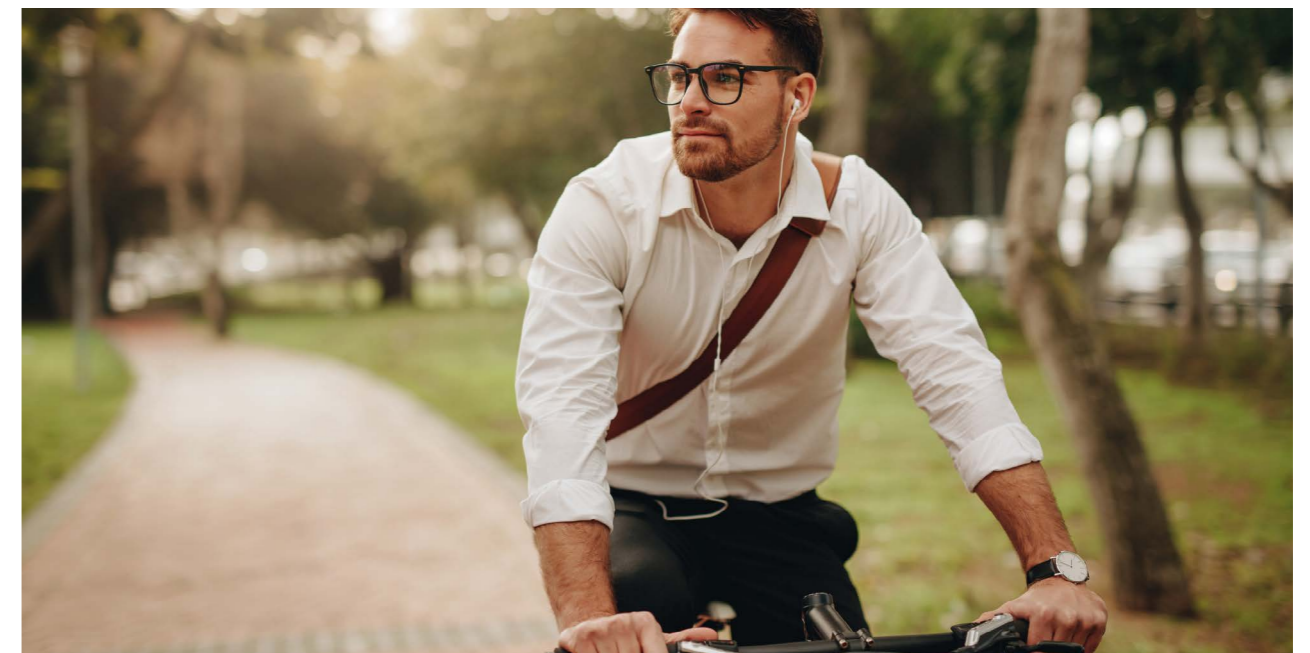
01793 700 105

Recycles (refurbished bikes)

1 Spring Close, Swindon, Wiltshire SN1 2BF

www.recycles-swindon.co.uk

01793 401 834



Swindon Cycle Map

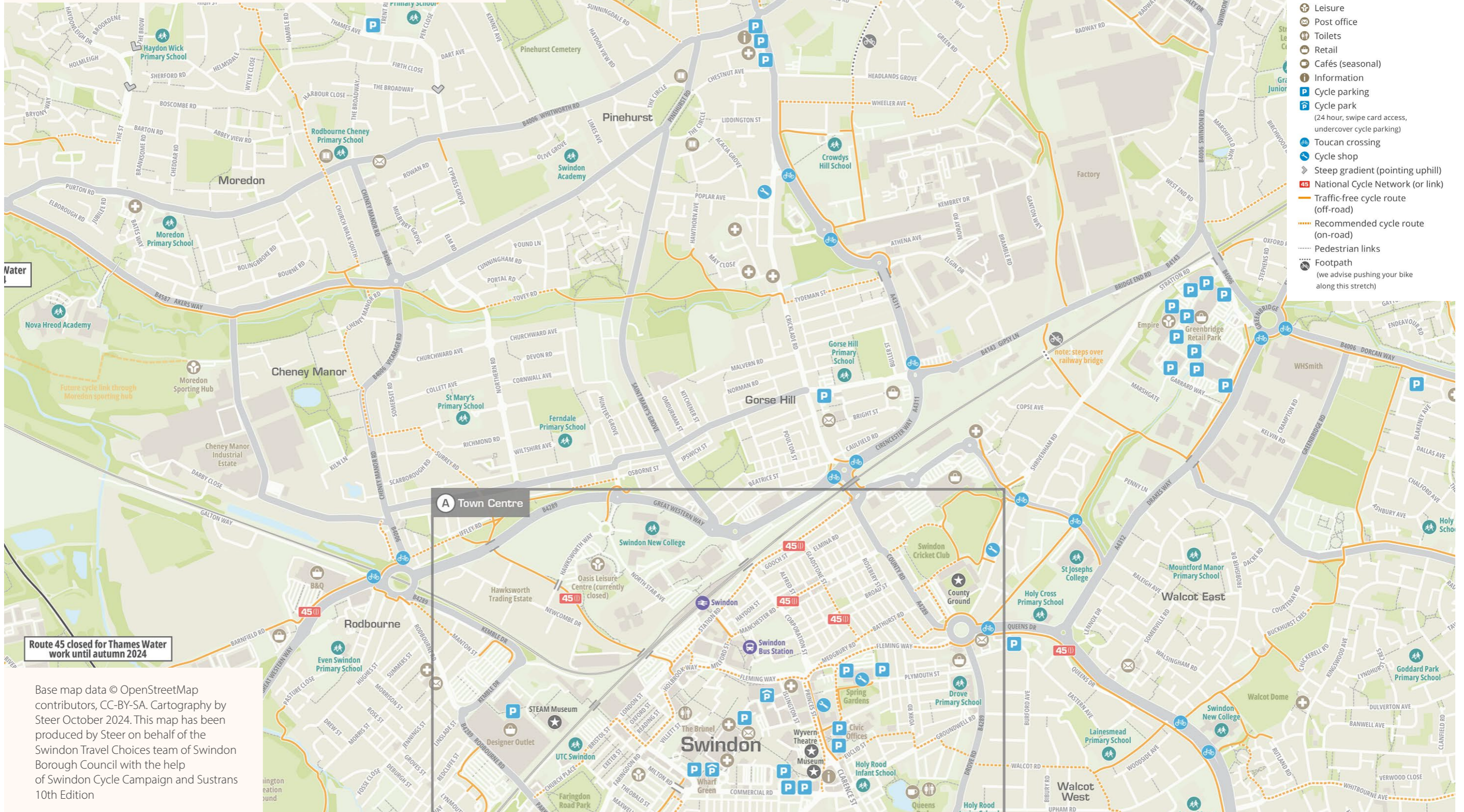
To obtain a hard copy, email info@swindontravelchoices.co.uk and provide your postal address.

Key Fact

5% of journeys to work in Swindon are made by bicycle, compared to an average of 3% across the rest of the UK

Key

- Schools
- Point of interest
- Medical (hospital / pharmacy)
- Library
- Leisure
- Post office
- Toilets
- Retail
- Cafés (seasonal)
- Information
- Cycle parking
- Cycle park (24 hour, swipe card access, undercover cycle parking)
- Toucan crossing
- Cycle shop
- Steep gradient (pointing uphill)
- National Cycle Network (or link)
- Traffic-free cycle route (off-road)
- Recommended cycle route (on-road)
- Pedestrian links
- Footpath (we advise pushing your bike along this stretch)



Route 45 closed for Thames Water work until autumn 2024

Base map data © OpenStreetMap contributors, CC-BY-SA. Cartography by Steer October 2024. This map has been produced by Steer on behalf of the Swindon Travel Choices team of Swindon Borough Council with the help of Swindon Cycle Campaign and Sustrans 10th Edition

Bus

The closest bus stops to Swindon Trade Park are on Cricklade Road in Gorse Hill.

This is a 10-minute walk from Swindon Trade Park, crossing Cirencester Way on the crossing and then continuing along Chapel Street. As a guide we have provided a summary below of the available bus services and their typical frequencies.

Did you know?

You can apply for some free taster bus tickets to give the bus a try. To apply simply complete the form at: www.swindontravelchoices.co.uk/newdevelopments/trade-park

Service	Route	Frequency	Operator
17	The 17 runs between Penhill and Park South via Gorse Hill and the town centre. It is a frequent service.	Every 10 minutes	Swindon's Bus Company
10	The Stagecoach 10 service runs between Freshbrook and West Swindon (The Link Centre) to North Swindon (Tadpole Garden Village and the Orbital Centre) via the town centre and Stratton.	Every 30 minutes	Stagecoach



Rail

Swindon's railway station is connected to London Paddington, Reading, Chippenham, Bath, Bristol, Cheltenham and Gloucester. The TransWilts line www.transwilts.org has connections to Melksham, Trowbridge, Westbury and beyond. Whether it's for commuting or a day out, Swindon really is well connected!

Rail times and tickets can be obtained from Great Western Railway www.gwr.com. If you are travelling with a group of friends (3 to 9 adults), book together and save up to a third on the rail fare with Groupsave www.nationalrail.co.uk/tickets-railcards-and-offers/saving-money/group-travel

Passenger Assist

If you have a disability, non-visible disability, or are elderly, you can pre-book journey assistance. This can be booked online through GWR or by calling 0800 197 1329.

Try for free!

We're giving employees at Swindon Trade Park the opportunity to get out and about on the train with a voucher for £20. To apply simply complete the form at: www.swindontravelchoices.co.uk/newdevelopments/trade-park

Useful websites

- www.traveline.info
- www.stagecoachbus.com
- www.swindonbus.co.uk
- www.swindontravelchoices.co.uk/plan-a-journey
- www.gwr.com

Useful public transport apps

- Stagecoach Bus App (Plan journeys, track buses, buy tickets)
- Swindon Bus (Track buses, buy Swindon's Bus Company tickets)
- Bus checker (Find bus stops and track buses)
- GWR (Real time train information, buy and store tickets)



Bus routes in Swindon

- 1 1A 1B every 10 mins*
- 2 every 20 mins
- 5 every 10 mins
- 11 12 every 15 mins**
- 13 14 every 10 mins
- 15 16 every 30 mins
- 17 17A every 10 mins
- 22 every 30 mins

Other services
 Limited services
 Bus operates in direction of arrow shown
 Railway line and station
 Fleming Way closed

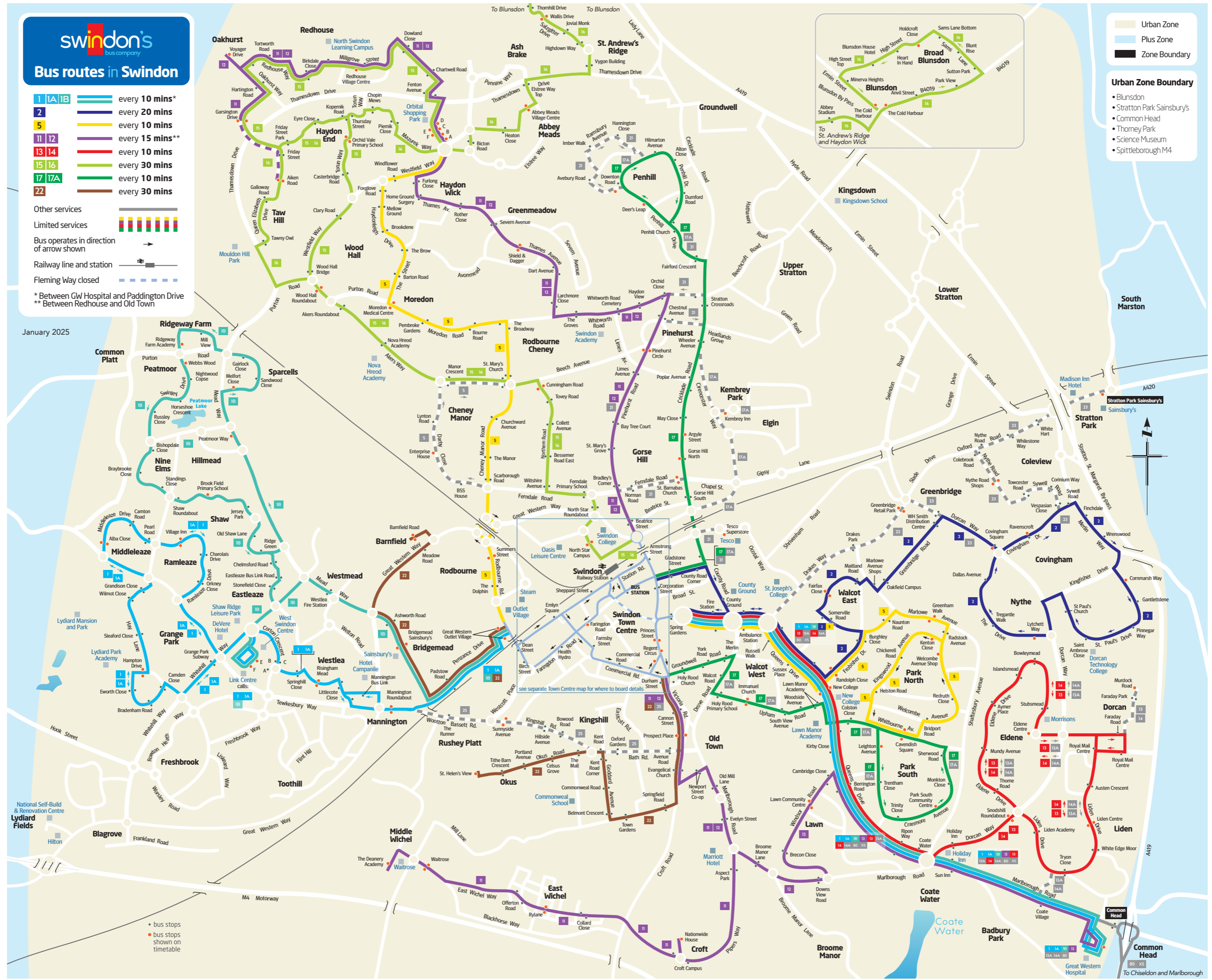
* Between Gw Hospital and Paddington Drive
 ** Between Redhouse and Old Town

January 2025

Urban Zone
 Plus Zone
 Zone Boundary

Urban Zone Boundary

- Blunsdon
- Stratton Park Sainsbury's
- Common Head
- Thorney Park
- Science Museum
- Spittleborough M4



Taxi

Taxis can form an important part of sustainable journeys.

Many taxis are hybrids or 'green' vehicles, which help to reduce the impact of car journeys on the environment. Utilising taxis could save you money and help to reduce your carbon footprint.

There are a number of private hire taxi operators local to the area, through which taxis can be pre-booked.

Taxi companies in Swindon

Company	Telephone	App Available
SWOOP	0800 090 3322	✓
Veezu (V cars)	01793 701701	✓
Cross Street Cars	01793 232323	✓
Connect Cabs	01793 238444	✓
GW Taxis	01793 236 007	
1st Call Swindon taxis	01793 205121	
Safe Taxis Swindon	01793 979277	
A1 Swindon Taxis	01793 251251	
The virtual taxi	01793 297201	



Car Sharing

Car Sharing is when two or more people travel together in the same car. Many of us already car share informally, but if you regularly make long trips in the car alone (to work, for example) it may make more sense to get another person (or two or three) in your car and help share your petrol costs.

There are many benefits to car sharing;

- ✓ Opportunity to socialise
- ✓ Reduced fuel costs
- ✓ Less wear and tear on your car
- ✓ Useful for people with mobility difficulties (door to door travel)
- ✓ Time to relax without driving stress
- ✓ Provides a solution for travelling to and from areas not served by bus
- ✓ Reduces the number of cars on the roads, resulting in less congestion, less pollution and fewer parking problems

Car Share Swindon

Over 2500 people who live or work in Swindon have registered with www.carshareswindon.com

This is an online database that matches people together based on the routes and times that people travel. It's free and easy to register and chances are, you'll find someone going your way. Even if you only share once a week, you're helping to save money.



Get Active!

Being physically active offers a wide range of benefits for individuals and the community as a whole. These include improved physical health, mental well-being, social connections and the overall quality of life.

Here are some ways to get active:

Swindon Shin splints – Free and friendly running group
<https://gouldings.wixsite.com/swindon-shin-splints>

Parkrun – A free, fun, and friendly weekly 5k community event.
Walk, jog, run, volunteer or spectate – it's up to you!
www.parkrun.org.uk/lydiard
www.parkrun.org.uk/sevenfields

Let's Ride – Programme of free guided rides in Swindon
www.letsride.co.uk

Moredon Sporting Hub
Moredon Sporting Hub is Swindon's brand-new, state-of-the-art facility located off Akers Way. The hub offers a closed road cycle track with a range of training sessions, a BMX pump track, 3G allweather pitch, cricket pitches, croquet and softball diamonds, as well as fitness classes and a café.
www.centrawindonnorth-pc.gov.uk/moredon-sporting-hub

Offers for Employees of Swindon Trade Park

Try the bus for free!

Each employee at Swindon Trade Park is entitled to claim free taster travel on the bus. Fill in our survey at www.swindontravelchoices.co.uk/newdevelopments/trade-park and we'll work out which tickets will be useful to get you started.

Try the train for free

To help you get to know the rail network around Swindon, each employee is entitled to claim free travel on GWR trains. This can be for commuting or leisure and gives you £20 towards your journey.

To apply simply complete the form at:
www.swindontravelchoices.co.uk/newdevelopments/trade-park

Borrow a Bike Scheme

Fancy trying out a bike to see whether you'd want to purchase one afterwards? As part of the offer to new employees, bikes can be loaned for up to 6 weeks for a small deposit. There are a variety of bikes available, including electric bikes.

To apply simply complete the form at:
www.swindontravelchoices.co.uk/newdevelopments/trade-park

Travel Plans Team

Swindon Borough Council
Wat Tyler House
Beckhampton Street
Swindon
SN1 2JH

Transportplanning@swindon.gov.uk

www.swindon.gov.uk

www.swindontravelchoices.co.uk/newdevelopments

This document can be downloaded at:

www.swindontravelchoices.org.uk/newdevelopments

This information can be reproduced in large print
or other accessible formats by emailing:

customerservices@swindon.gov.uk

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