

# Travel Plan Case Study: Oakfield, Swindon

Developer: Nationwide

Planning Application: 2019

First Occupation: Summer 2023

Size of development: 239 dwellings over two phases

## Development Overview

Oakfield is Nationwide's first housing scheme, a development of 239 intergenerational mixed tenure homes in its hometown of Swindon. Oakfield was a brownfield site at Marlowe Avenue in Swindon once occupied by the Oakfield School and a University of Bath campus which had been unused and closed to the public for some time.

Working with local communities and Swindon Borough Council, Nationwide wanted to demonstrate a mutual approach to house building creating sustainable, well-designed homes and public spaces, within a thriving community.

Holistic, long-term sustainability is at the heart of Nationwide strategy at Oakfield as so were keen for the travel plan to be a success.

As part of the S106 agreement, the developer signed up to the travel plan contribution for Swindon Borough Council to resource the travel plan, and implementation of the residential travel plan (RTP) started under the banner of Swindon Travel Choices.

Swindon Travel Choices have assigned a dedicated resource to be the face of the travel plan on the development, which adds to the successful implementation.

## Travel plan elements

The RTP commits to the following:

### Engagement Events

Held twice a year, events for residents piggy back national themes such as "Bike Week" or "Walking month" and offer roadshows, led bike rides or walks etc. Whilst the site is still building out, the events are part of wider community events, such as the Buckhurst Fun Day, held on the green open space opposite the site. The events are used as opportunities to engage residents, increase uptake of the offers and address any questions or concerns they have regarding sustainable travel.

### Travel Information Packs

The Travel Information Packs are given to every household as new occupants move in. The packs include details of free bus and rail taster tickets, the borrow a bike scheme, plus hard copies of resources such as Swindon cycle maps, the Get Walking magazine and bus timetables for the area. There is also an overview booklet and free pen and bus ticket wallet. Everything is presented in a reusable document bag.



### **Car Club**

“Co Wheels” were procured to provide a car club car in time for first occupation, and the developers provided a dedicated parking space in a visible location. To help with the viability of the car club, 5000 homes within a ten-minute walk of the car were hit with a leaflet campaign containing sign up offers and driving credit.

### **Engaging Sales Staff**

Time is set aside to liaise with sales office staff and ensure they are aware of the travel plan, the information packs and the incentives available to new residents.

### **Cycle Incentives**

There is a “borrow a bike scheme” available to residents for them to have free use of a bike for up to six weeks to see whether a bike would help them get around. The scheme has folding bikes, electric bikes as well as ladies and gents hybrid cycles. Child trailers can also be borrowed, and bikes come equipped with lights, locks, pannier bags and optional helmets.

Local family run bike shop, Mitchell Cycles, offer 10% off any purchases of new bikes, clothing and accessories for Oakfield residents. The flyers with the offer are in the travel information packs.

British Cycling’s “Let’s Ride” programme utilises the good traffic free cycle infrastructure in the area, and provides regular guided rides that residents can join.



### **Bus and rail incentives**

Free bus taster tickets are offered to each household, tailored to the individuals that may want to use them. Residents fill in a survey about who needs the bus travel (adults / children / pensioners) and whether this is for ad hoc journeys or a block of time. Tickets or passes are then sent to the household.

New occupants are also offered a £20 digital voucher off any Great Western Railway train journey. This can be redeemed against any journey – leisure or commuting to enable residents to try out the train service from Swindon.

### **Web information**

A dedicated section of the Swindon Travel Choices website has been created especially for the new residents at Oakfield. The site – whilst basic – takes people to quick links to download the information in their household information pack, and makes announcements. The web address is:

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

### **Working group**

A working group has been established to meet every six months and discuss progress, issues and successes. The group comprises the developer, the travel plan co-ordinator, and the car club operator. In the future, a resident will be invited to join, along with any management company that have been appointed.

### **Monitoring**

The travel plan is being monitored by the travel plan co-ordinator and a monitoring report submitted to the developer and highway authority annually. This report gives an update on progress made with the elements outlined above. A modal survey will be carried out online annually, with the baseline survey taking place one year after the first occupation.

The baseline survey was undertaken in September 2024. Postcards were pushed through every occupied dwelling inviting residents to go online to complete a short survey. A prize draw incentive of £100 was used to try and increase response rates.

The survey revealed a low level of trips undertaken by solo occupancy car (25%) so the target is to retain this low base as the development grows. The survey also revealed an appetite for more information about electric vehicles, maps, walks and bike rides to get to know the local area better. These results will shape travel plan activity going forward.



**Oakfield Transport Conversation**

**SWINDON BOROUGH COUNCIL**

**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/](http://www.smartsurvey.co.uk/s/Oakfield24/)

**Closing date: 30th September 2024**

Visit [www.swindontravelchoices.co.uk](http://www.swindontravelchoices.co.uk) to help you travel sustainably.

**All responses will be entered into a prize draw to win a £100 Sainsburys voucher**

Visit [www.swindontravelchoices.co.uk](http://www.swindontravelchoices.co.uk) to help you travel sustainably.

Logos: Swindon Borough Council, Oakfield, Be the Change, and a QR code.

## Infrastructure

The development is connected to the town centre by two high frequency bus routes, and The "Eastern Flyer" – a 2-mile traffic free cycle route connects the development to both the town centre and the Greenbridge retail park and a large Sainsburys supermarket.

Each dwelling has a "bike bin" in the garden, which can house the family's bikes and keep them safe and out of the elements.





A car club was introduced to the site upon first occupation, which is achieving up to 21% utilisation. At time of writing, the electric charging infrastructure is being finalised, which will enable Co Wheels to replace the Hybrid car with a battery electric vehicle.

## Successes

A year on since first occupation, the travel plan at Oakfield is deemed to be a success so far. The success is helped by the sustainable location, with good active travel connections to nearby facilities, and complementary on-site infrastructure.

Other factors for success include;

### Dedicated resource

A committed individual is the public face of the travel plan and works hard to embed a sustainable travel culture in the development. The role is funded through the S106 agreement, so will continue throughout the development build out and for at least 5 years beyond.

### Good communication

At the heart of the travel plan is good communication with the sales staff, the residents, the working group, and liaison with the local authority and stakeholders, such as the car club operator, parish council, local bike shops and cycling campaign group.

### Adaptation

The travel plan adapts to maximise opportunities. The take up of schemes is monitored, and when it was found to be low, the travel plan co-ordinator put on highly visible events and undertook more promotion via website and social media to ensure the residents were made aware of the offers.

### Accreditation

The travel plan achieved “good” accreditation from Modeshift STARS in April 2023, and progress is underway to work towards achieving next level of accreditation (“very good”) by the end of 2024.



27 Shrivenham Road, Swindon, SN1 2QA  
[www.mitchellcycles.co.uk](http://www.mitchellcycles.co.uk)  
 01793 523306  
 Facebook: @TeamMitchellCycles

Mitchell Cycles is a family run company spanning 3 generations of Mitchell's, and we've been trading over 50 years!

We have a great team who are a part of the Mitchell family, even if not by last name, a group of people who are all keen cyclists in their own disciplines. Enthusiastic, professional and knowledgeable staff - teamed with our fantastic range of bikes and spares is the reason we have been fortunate to be in business for so long & why we are planning for the next 50!

Mitchell Cycles are offering each household of Oakfield, Swindon a

**10%**  
**DISCOUNT ON ALL NEW BIKES,  
 SPARES AND CLOTHING**

**For completion by Mitchell Cycles:**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Date Redeemed:** \_\_\_\_\_

**Oakfield, Swindon**

*Please take along this voucher and proof of your address (such as a recent utility bill). This offer cannot be used in conjunction with any other offer, including previously discounted bicycles. It is available on the purchase of full price bicycles, spares and clothing. One discount per household. Discount can be withdrawn at any time. Your address and email details will not be passed onto any third parties.*







JOIN  
TODAY!



# FREE membership

and £25 driving credit\*

Oakfield in Swindon

**Don't waste money paying for a car  
you hardly drive - use ours instead!**

Pay-as-you-go cars offer you peace of mind,  
convenience and accessibility - whilst avoiding  
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Scan the QR code to find out more about car  
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Find our more online: [www.co-wheels.org.uk/swindon](http://www.co-wheels.org.uk/swindon)

Follow us







Dear Swindon resident,

**Swindon Travel Choices** invites you on a free guided walking tour of **Swindon's Railway Village**, followed by free refreshments and a tour of the **Railway Village Museum**.

Take a free bus into Swindon, where you will be met at the railway station at **Midday** and led on a guided walking tour of 1.5 miles.

The tour finishes with free refreshments at the **Baker's café**, and an optional look around the Railway Village Museum before returning home at **3.00pm**.

Places are strictly limited, so you must **book your place using the QR code**. If you have any questions, email [swindontravelchoices@swindon.gov.uk](mailto:swindontravelchoices@swindon.gov.uk)

**Saturday 21st  
September**

**12.00pm - 3.00pm**

We hope to see you then!



# Coate Water family walk and treasure hunt

**Thurs, 21st December 2023 at 10am**

Join us for a leisurely walk around Coate Water to celebrate the launch of a new map highlighting the delights of the area.



Meet outside the cafe. All are welcome but please wear suitable footwear as it may be muddy.



[www.swindontravelchoices.co.uk](http://www.swindontravelchoices.co.uk)



# Get Cycling Roadshow

**Sat, 6th July 2024**

**12pm – 4pm**

**Buckhurst Field**

**What's on Offer?**

Find us at the  
Buckhurst  
Community  
Fun Day

Pick up  
free cycle  
maps and  
goodies

Bring your  
bike for  
free safety  
checks

Get your bike  
security  
marked  
for free



**[www.swindontravelchoices.co.uk](http://www.swindontravelchoices.co.uk)**

