

Wichelstowe

2025 Travel Survey

Background

A travel survey was carried out across Wichelstowe during March 2025. The purpose of the survey was to compare results to the baseline survey undertaken in 2022, 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 Wichelstowe.

The survey was available online via MS Forms and advertised with a flyer dropped through each letter box as well as advertised on community social media sites and the Wichelstowe newsletter. The survey had the potential to reach approximately 600 households in Middle and West Wichel. A follow up reminder postcard was sent out a week before the closing date, which was an effective way of doubling responses.

The survey was open from 19th March 2025 until 21st April 2025 and achieved 130 responses; an encouraging response rate of 21%. The results will be used to inform the actions of Swindon Travel Choices over the next 12 months.

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 Waitrose gift card. All respondents were entered into the prize draw after the survey closed, and the winner was Oladapo Folarin from Shippery Lane (shy wife received the voucher, pictured below).

We announced the winner on social media and on the Swindon Travel Choices website at <https://www.swindontravelchoices.co.uk/newdevelopments/wichelstowe/>



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)”

Mode	2025 %	2022 %
Car - Driver on my own	43	47
Car - Driver with passengers	22	17
Got a lift	2	0
Bus	8	12
Taxi	4	0
Walking	10	12
Cycling	2	0
Train	5	0
I have not travelled today	5	12
Scooter / Motorbike	1	0

Within the travel plan, a target was set to keep car travel below 64%; a baseline that had come from the 2011 census data for the area. It is encouraging to see that single occupancy car use remains well below that figure, at 43% (down from 47% the previous survey), although if the car sharing drivers are added in, the total does come up to 65% (1% higher than the previous survey).

Bus use and walking remain at encouraging levels at 8% and 10% respectively. As with previous results, there is room for improvement with more journeys needed by cycle, although as long as people are choosing to travel sustainably, it is less important which sustainable mode they choose.

Q2 – Where do residents travel to?

An additional question was asked this year of those who had made a journey. The question asked “Thinking about the last time you left the house, where did you go? Please supply the first part of the postcode of your destination. (eg SN5)”

The purpose of asking this question was to understand where people went, whether the bus routes were serving their needs and whether car drivers were travelling to destinations that could be done by sustainable transport.

We have split the results into all respondents, bus users and car drivers:

When you last left the house, where did you go?	All respondents	Drivers only	Bus users only
SN1	39	23	3
SN2	7	4	1
SN3	23	15	4
SN4	7	5	1
SN5	14	12	1
SN25	6	6	
Other SN	4	3	
Local only	1	0	
Banbury	2	2	
Bath	1	1	
Bristol	3	1	
Gloucestershire postcodes	3	3	
London	1	0	
Oxfordshire	3	3	
RG postcodes	7	5	
Other	3	1	

Q3 – Awareness of Schemes

We asked whether residents were aware of some of the key items they are offered as a resident at Wichelstowe. This is to see how effective our household packs are being. For those that indicate they are unaware, we ask whether they are interested or not. The intention is to follow up on a personal basis with all those who indicate they would like to know more.

Awareness of schemes			
	Aware	Not aware - Tell me more	Not aware - Not interested
Borrow a Bike scheme	10	67	48
Bus taster tickets	9	92	25
Rail vouchers	12	103	13
Car Share Scheme	11	53	64
Household Travel Pack	9	98	19

The awareness is quite low across all schemes, suggesting either residents haven't received a travel information pack when they first moved in, or it was so long ago they have forgotten about it. Additionally, it could be that some respondents have bought the property second hand and therefore wouldn't have received a pack.

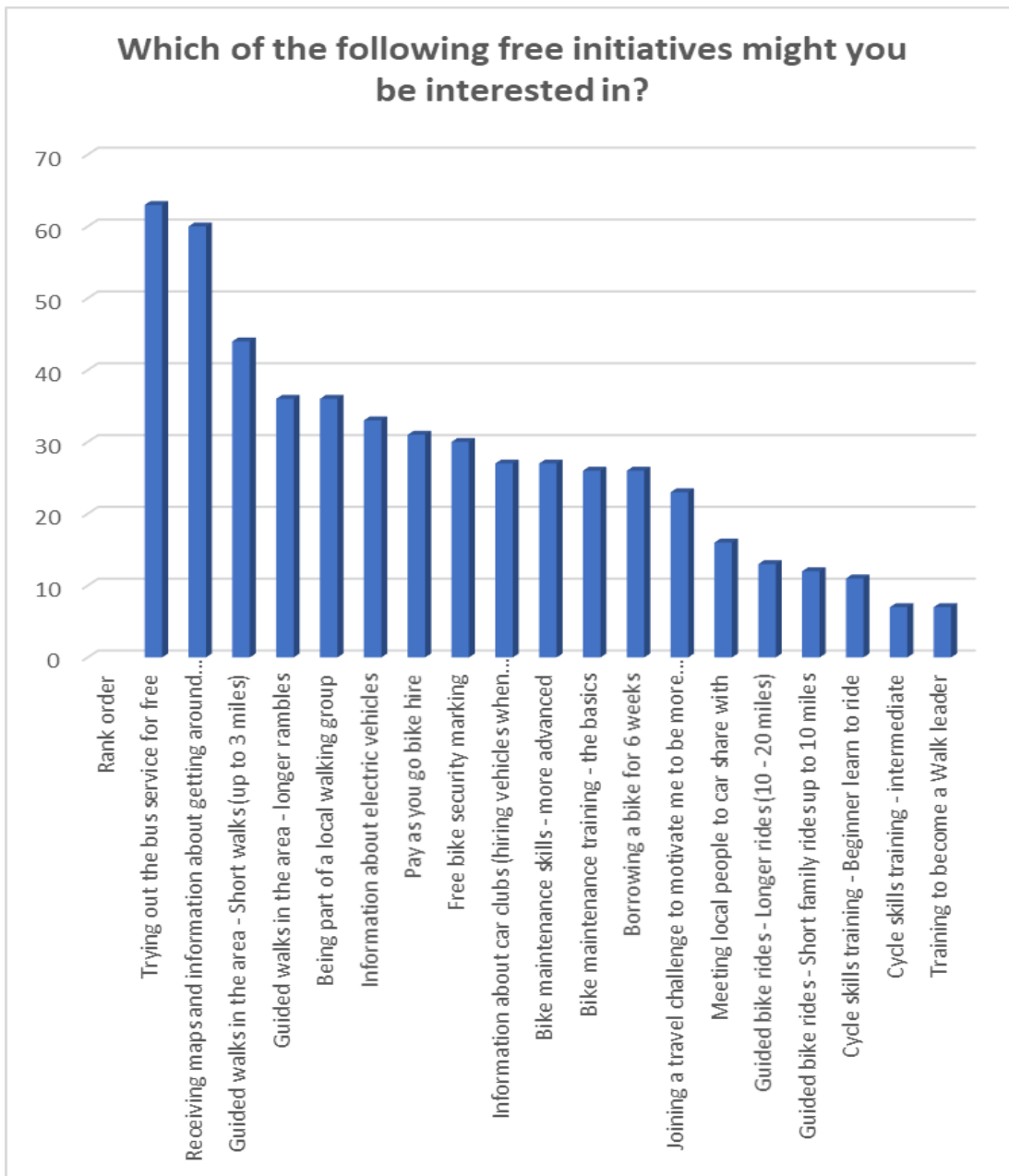
The good news is that there is high interest across the majority of schemes, so potential to raise awareness and take up of schemes.

Q3 – 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:



The top 5 initiatives are:

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 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 our growing range of interactive maps.

3) Guided walks in the area – Short walks / longer rambles

The “Walking in Wichelstowe” magazine was published in early 2023, and was an output following the desire in the 2022 survey to know about more walking opportunities in the area. We have put on guided walks to launch the magazine, to promote the railway village walk, and around the South

Swindon Green Trail. There has been a decent turn out at each of these, suggesting we should continue to offer walks to help people discover the local area.

4) **Being part of a local walking group**

Now that there is a larger pool of residents, a local Wichelstowe walking group seems viable and sustainable. It will have to be owned and managed by the residents, but kick started by the travel plan.

This will be a key aim for 2025.

5) **Information about electric vehicles**

Wichelstowe has a good network of EV infrastructure as it builds out, so a guide to electric vehicles is a good addition to the household welcome pack for new residents. A small brochure has now been produced (https://www.swindontravelchoices.co.uk/wp-content/uploads/2022/12/74-Electric-Vehicles-Guide_8pp_WEB.pdf) and printed copies will be available to those wanting more information and at events.

Next steps

The survey will be repeated at the same time in 2026. It is planned to repeat the same mode questions to allow progress to be tracked.