

WESTERN GATE

Travel Survey

Background

A travel survey was carried out with the residents of the Lagan Homes Western Gate development during March 2025. The purpose of the survey was to understand what residents needed in order to make their everyday journeys more sustainable, and was funded by the travel plan.

The survey was available online via an MS form and advertised with a flyer posted through letterboxes in February 2025. The survey had the potential to reach all 30 occupied properties. A follow up postcard advertising the survey was posted one week before the closing date to urge completion.

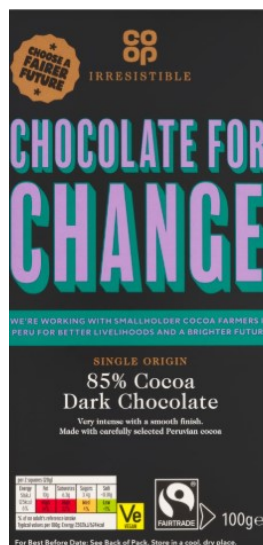
The survey was open from 16th February 2025 until 21st April 2025 and achieved 6 responses; a response rate of 20%.

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, however, with occupations still small, the responses may not be representative of the development once fully built out, and should be treated with caution.

Incentives

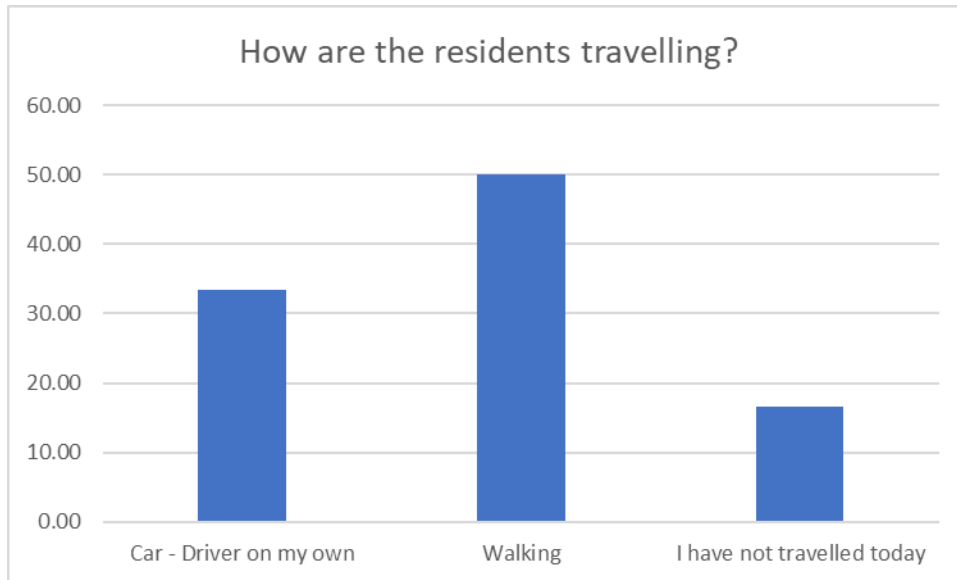
As an incentive to respond to the survey, residents were offered the chance to receive a Fairtrade chocolate bar. All 6 respondents indicated that they would like to receive this, and so 100g bars of Co-op Irresistible Fairtrade chocolate were posted out to their addresses on 25th April 2025.



Results

Q1 - Travel

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)”*



Within the travel plan, a high-level target has been set to keep single occupancy car trips below 60%; a baseline that had come from 2011 Census data for the area. We can see that single occupancy car use was well below that figure, at 33%.

The number of people making sustainable trips was encouraging, with 50% walking. The location of the development combined with the sustainable transport opportunities suggests that this figure is not unrealistic.

Q3 – Awareness of initiatives

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

- **Borrow a Bike Scheme**
2 respondents were aware, 2 were not aware but weren't interested, whilst the remaining 2 weren't aware but wanted to learn more.
- **Free bus taster tickets**
None of the respondents were aware, 5 were not aware but interested and the remaining 1 respondent was not interested

- Rail voucher
1 respondent was aware, whilst 4 respondents were not aware but interested and the remaining 1 respondent was not interested.
- Household travel information pack
1 respondent was aware, whilst 3 respondents were not aware but interested and the remaining 2 respondents were not interested.
- Car share scheme
2 respondents were aware, 2 were not aware but weren't interested, whilst the remaining 2 weren't aware but wanted to learn more.

We will send personalised information out to those that indicated that they were interested in schemes.

Q4 - Interest in travel initiatives

We asked residents which initiatives they might be interested in. The results from this question were intended to inform where the travel plan should direct its resource.

We listed 17 options, and also offered an "other" category for residents to make suggestions.

Trying out the bus service was the top vote with 3 respondents indicating they were interested. One respondent was interested in bike maintenance training and one wanted more information about electric vehicles.

We will send personalised information out to those that indicated that they were interested in schemes.

Next Survey

The next monitoring is due to take place in March 2026.