

# Stanton Chase

## 2025 Travel Survey

### *Background*

A travel survey was carried out across Stanton Chase during September 2025. The purpose of the survey was to understand the current travel patterns of residents, check whether car use had fallen or risen since the baseline 12 months ago, ascertain what the residents 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 Stanton Chase (via S106 agreement with Persimmon Homes).

The survey was available online via MS Forms 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 1<sup>st</sup> September 2025 until 30<sup>th</sup> September 2025 and achieved 35 responses; an acceptable response rate of 35%. 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 supermarket gift card. All respondents were entered into the prize draw after the survey closed, and the winner was Desmond Dzanyikpor from Grayling Avenue. We announced the winner on the Swindon Travel Choices website at <https://www.swindontravelchoices.co.uk/newdevelopments/stanton-chase/>

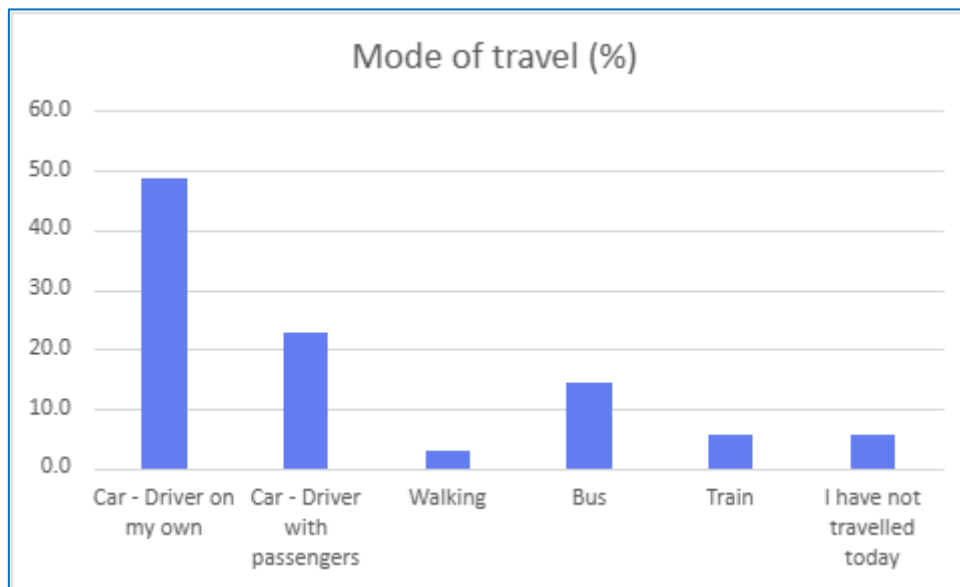


The flyer is titled "Stanton Chase Transport Conversation" and features the Swindon Borough Council logo. It includes the following text: "As part of the Stanton Chase Travel Plan, we need to understand the travel patterns of the residents. We would be grateful if you could take part in a short travel survey. Your answers should be based on your 'typical' travel habits. Follow the weblink below, or scan the QR code." The weblink is [www.swindontravelchoices.co.uk/newdevelopments/stanton-chase](https://www.swindontravelchoices.co.uk/newdevelopments/stanton-chase). A red circle highlights the closing date: "Closing date: 30th September 2025". A red circle also highlights the incentive: "All responses will be entered into a prize draw to win a £100 Supermarket voucher". The flyer also features the Swindon Travel Choices logo, a "Be the Change" logo, and a QR code. The background of the flyer shows a modern residential building.

## 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)”

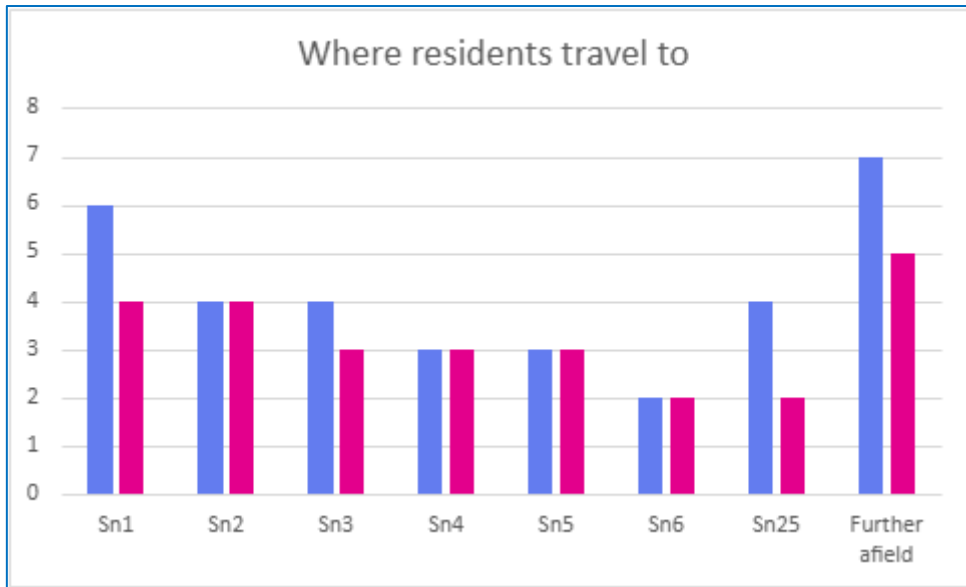


Within the travel plan, a target was set to keep car travel below 66%; a baseline that had come from the 2011 census data for the area. It is encouraging to see that single occupancy car use remained below that figure, at just below 48%, although if the car sharing drivers are added in, the total does come up to 72% - this was exactly the same level as the baseline in 2024.

Active travel levels are low, but there are currently few facilities within walking and cycling distance of the site. 5.7% are not travelling at all. It was encouraging to see good levels of public transport use – the bus trips have risen to 14% in terms of mode share.

### Q2 – Travel destinations

Question 2 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”



The respondents gave a range of journey destinations, and the chart above shows the breakdown of postcode areas travelled to. The blue lines show all responses.

When filtering the responses to just show how the car drivers travel (indicated by red lines), the split was similar. It is encouraging that fewer trips to SN1 (the town centre) were undertaken by car from this sample.

### 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
- Car share scheme

The results were as follows;

3. As part of the Stanton Chase 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	Car Share scheme		
Aware	17% 6	8.5% 3	8.5% 3	11.5% 4		
Not aware - Tell me more!	46% 16	74% 26	77% 27	31.5% 11		
Not aware - Not interested	37% 13	17.5% 6	14.5% 5	54% 19		

There was low awareness of most of the schemes, but around three quarters of 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 various options and also offered an "other" category for residents to make suggestions.

The results appear on the following page:

	<b>Initiative</b>	<b>%</b>	<b>Number</b>
1	Bike maintenance training	3	1
2	Cycle skills training - Beginner learn to ride / Confidence training	0	0
3	Guided bike rides	6	2
4	Free bike security marking	14	5
5	"Pay as you go" bike hire	17	6
6	Litter picking session	23	8
7	Guided walks in the area	28.5	10
8	Being part of a local walking group	14	5
9	Training as a walk leader to lead walks in the area	8.5	3
10	Joining a travel challenge to motivate me to be more active	3	1
11	Trying out the bus service for free	74	26
12	Receiving maps and information about getting around the area	28.5	10
13	Information about electric vehicles	28.5	10

The top 4 initiatives have been shaded in orange, where more than 25% 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 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 interactive maps. When phase 2 enables residents to access Kingsdown Lane and Stanton Park, we will produce more bespoke maps for the area.

**3) Information about electric vehicles**

We already have a booklet that gives about electric vehicles, so we can point residents to this.

**4) Guided walks in the area**

A few routes have been mapped out that will enable residents to take a circular walk from Stanton Chase, and some guided walks will be planned for 2026. Once phase 2 of the site is developed, access through to the rural Kingsdown Lane and Stanton Park will be easier.

As for “other” suggestions, there was one comment regarding the need for a bus route that can be accessed safely. Currently the main bus stop is on South Marston Park, which involves crossing the busy Highworth Road. There is a bus stop on the same side of Highworth Road as the development, but this is only served by a service that operates 3 times a day. With the Pannatoni development becoming operational imminently, it would be timely to hold some discussions with the bus operators about more services utilising this stop.

A second comment simply said “footpath” so it is difficult to know where or what type of footpath this refers to.

### *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.

Residents that submitted contact details and expressed a desire to know more about the schemes that are available will be contacted with personalised information.