

# Redlands Grove

## 2025 Travel Survey

### *Background*

A travel survey was carried out across Redlands Grove during September 2025. The purpose of the survey was to compile results for a baseline, understand the current travel patterns of residents, ascertain what they need 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 Redlands Grove (via S106 agreement with Bellway Homes and Vistry).

The survey was available online via an MS form 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 37 responses; an acceptable response rate of 37%. 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 Gary Lewis from Inmeads.

We announced the winner on the Swindon Travel Choices website at <https://www.swindontravelchoices.co.uk/newdevelopments/redlands-grove/>

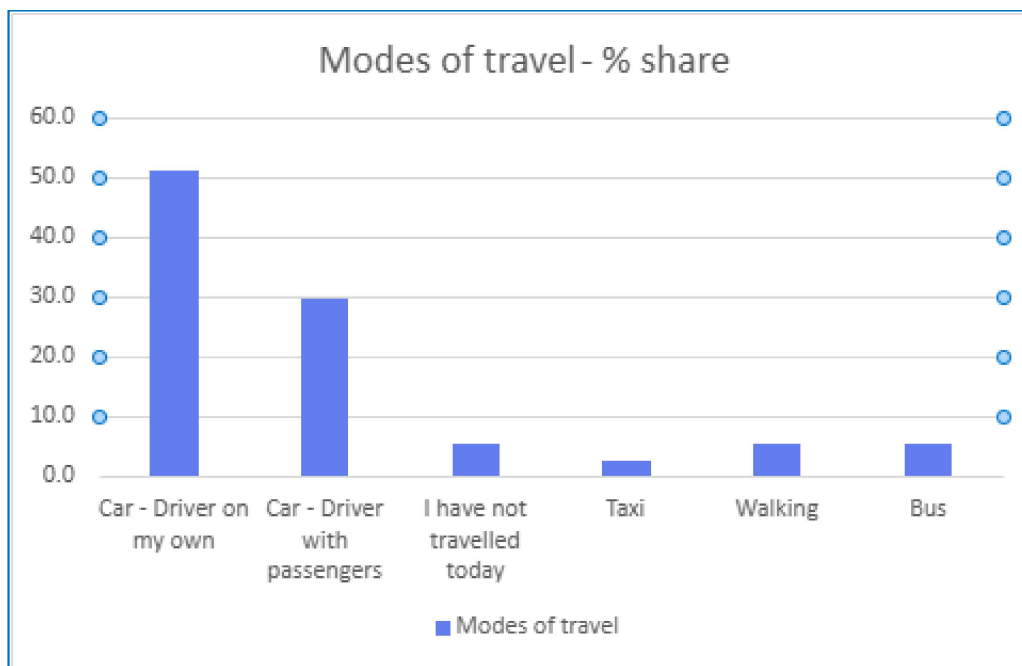


The flyer is titled "Redlands Grove Transport Conversation" and features the Swindon Borough Council logo. It contains the following text: "As part of the Redlands Grove Travel Plan, we need to understand the travel patterns of the residents. We would be grateful if you could take part in a short travel survey. Your answers should be based on your 'typical' travel habits. Follow the weblink below, or scan the QR code. www.swindontravelchoices.co.uk/redlands-grove Closing date: 30th September 2025 Visit www.swindontravelchoices.co.uk to help you travel sustainably." A red circular badge on the right side of the flyer states: "All responses will be entered into a prize draw to win a £100 Supermarket voucher". The flyer also includes a QR code and a small image of a house with a sign that says "Redlands Grove Residents - Travel Survey".

## 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)”

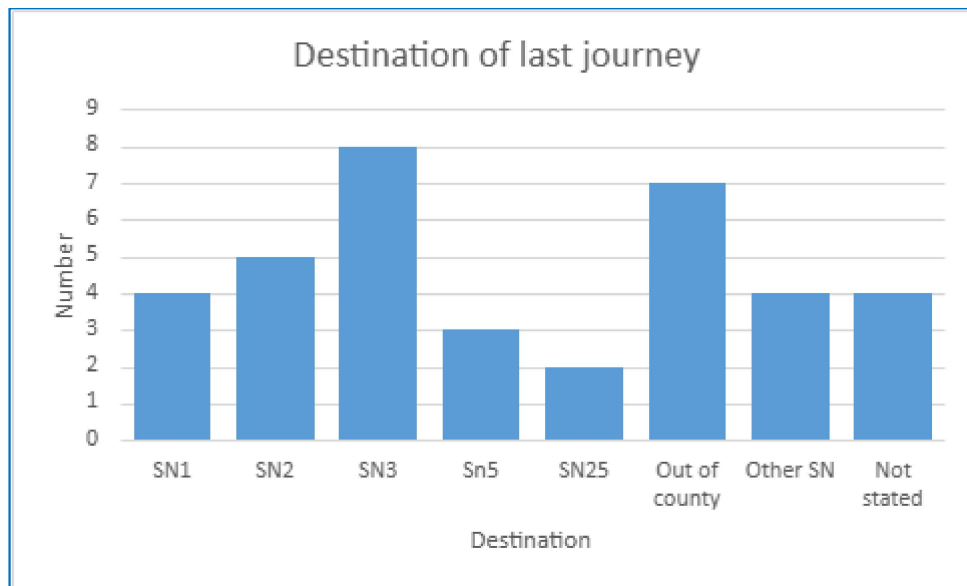


Within the travel plan, a baseline target was set to keep car travel below 76.4%; a figure that had come from the 2011 census data for the area. We can see that the combined total of car drivers and passengers equates to 80%, so a little high, but the continued closure of the Southern Connector Road and delayed bus options and paving connections to Covingham are contributing to a lack of sustainable transport options for the residents. The level of car use has not risen since the previous year, so there is cause for optimism.

As a result, walking levels are poor, cycling levels non-existent and 5% not travelling at all. Once better connections are available, the travel plan will be able to work towards its targets better.

## Q2 – Journey destination

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. (eg SN5)”



About a third of trips were local journeys to the SN1, SN2 and SN3 postcodes – it is likely that these were trips to supermarkets, the hospital, work and school. Even those these were shorter distances, 84% were having to be made by car due to the lack of facilities on or close to the site.

Those travelling out of county went to a range of locations including Bath, Bristol, Cardiff, London, and Oxfordshire.

## 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
- Household travel information pack
- Car share scheme

The results were as follows;

**3. As part of the Redlands 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	8.1%	8.2%	10.8%	8.3%		
Not aware - Tell me more!	37.9%	62.1%	75.7%	25%		
Not aware - Not interested	54%	29.7%	13.5%	66.6%		

There was low awareness of most of the schemes, but over half of the respondents were interested in the bus and rail incentives that they weren't aware of. There was less interest in the Borrow a Bike Scheme and the car share scheme, but over a quarter of respondents still wanted further details of these.

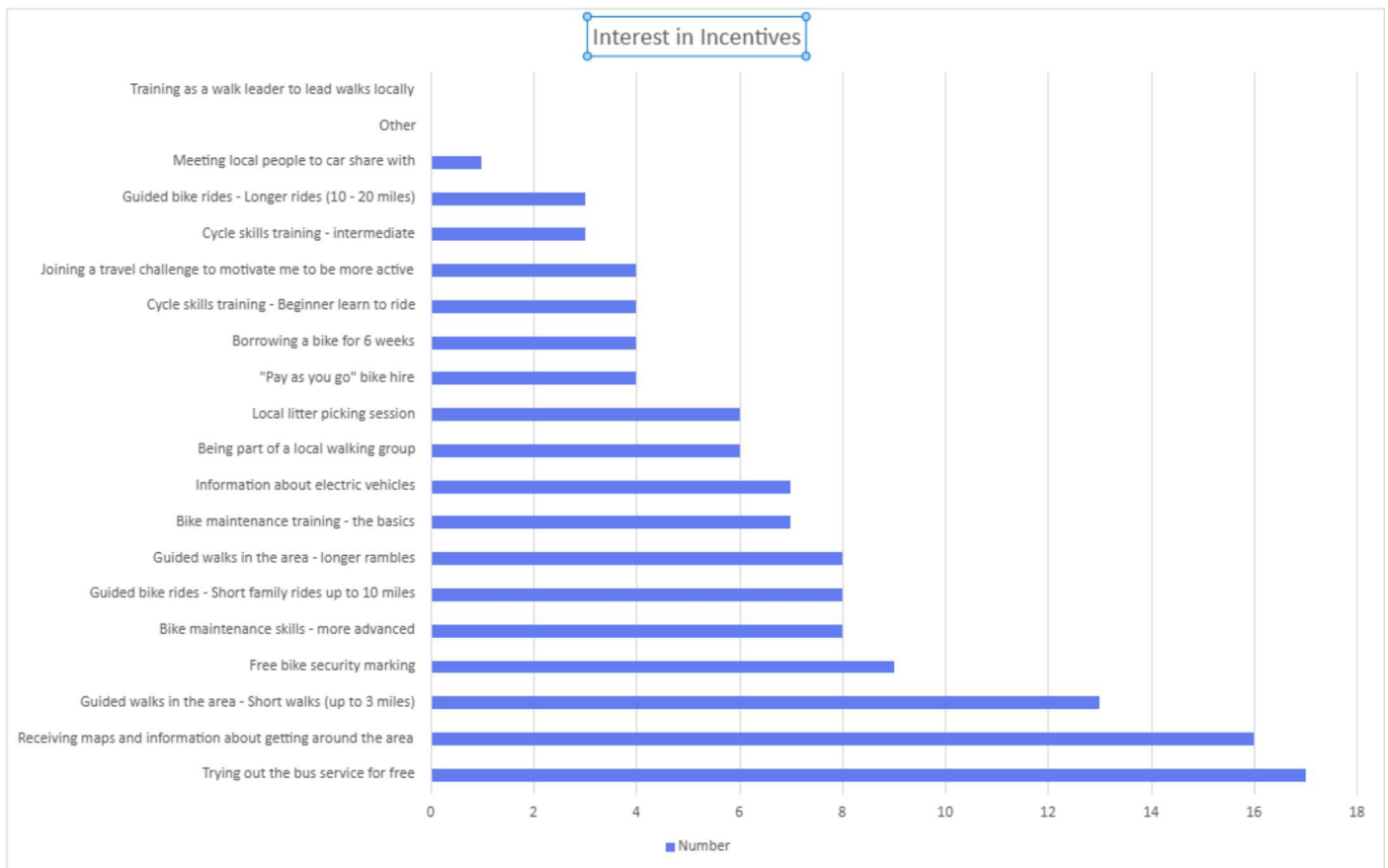
For those that provided contact details, we will ensure they receive further information about the schemes they would like to know more about.

#### **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 18 options and also offered another category for residents to make suggestions, although nobody submitted any other options.

The results appear on the following page:



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 about current bus provision and how to access free taster tickets. Currently the bus service is infrequent and involves a walk to and from the bus stops in Wanborough or Covingham, so take up may continue to be low until such a time that there is a regular service connecting the development.

**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. We have recently mapped out the Wanborough Trail on Go Jauntly app, so we can point residents to this. A new walking magazine for the area will be a new initiative for 2026.

**3) Guided walks up to 3 miles**

This is easy to arrange and will form part of the 2026 activity.

**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. The operational travel plan will be updated to take this feedback into consideration.