

# Oakfield

## 2025 Travel Survey

### *Background*

A travel survey was carried out across Oakfield during September 2025. The purpose of the survey was to compile results to compare to the previous year's baseline, 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 Oakfield (via S106 agreement with Nationwide).


The survey was available online via the Smart Survey website and advertised with a flyer dropped through each letter box. The survey had the potential to reach approximately 160 households.

The survey was open from 1<sup>st</sup> September 2025 until 30<sup>th</sup> September 2025 and achieved 46 responses; a healthy response rate of 29%. 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 Biswakalyan Nayak from Annapurna. We announced the winner on the Swindon Travel Choices website at <https://www.swindontravelchoices.co.uk/newdevelopments/oakfield/>

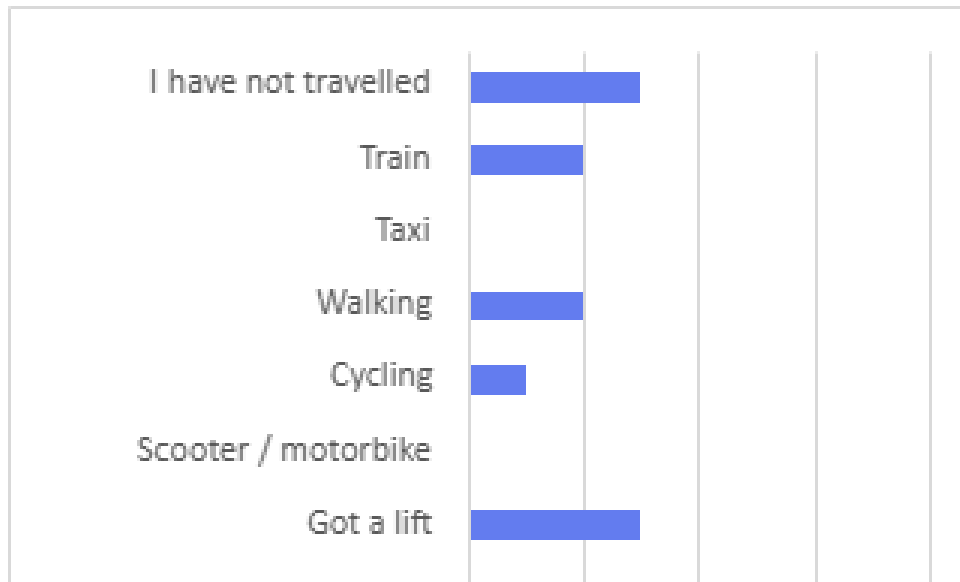


The flyer is titled "Oakfield Transport Conversation" and features the Swindon Borough Council logo. It includes the following text: "As part of the Oakfield Travel Plan, we need to understand the travel patterns of the residents. We would be grateful if you could take part in a short travel survey. Your answers should be based on your 'typical' travel habits. Follow the weblink below, or scan the QR code." The URL "www.swindontravelchoices.co.uk/oakfield" is provided. A red circular callout states: "All responses will be entered into a prize draw to win a £100 Supermarket voucher". The closing date "30th September 2025" is circled in red. At the bottom, it says "Visit www.swindontravelchoices.co.uk to help you travel sustainably." and includes logos for Swindon Travel Choices, Oakfield, and Be the Change. A QR code is also present.

## 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)”

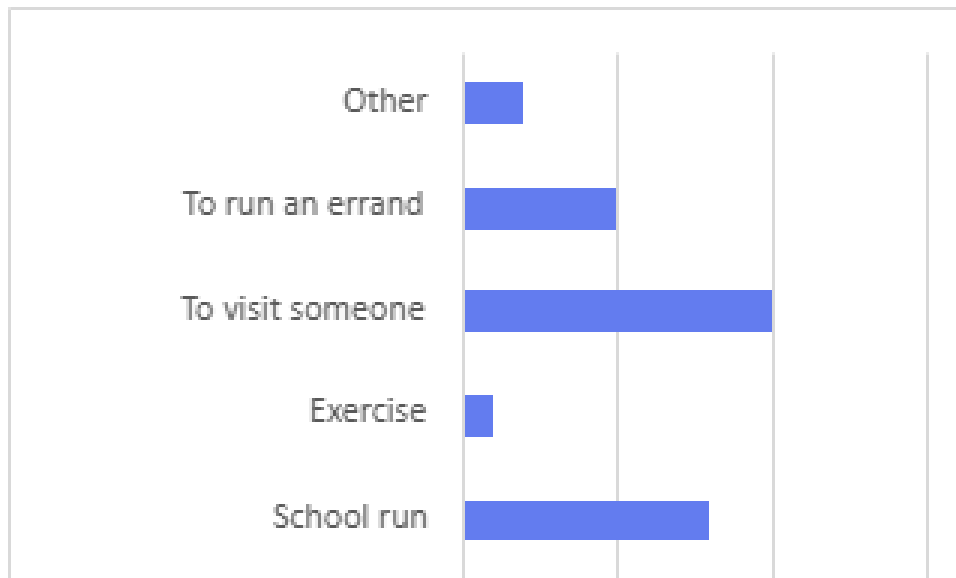


Within the travel plan, a baseline target was set to keep car travel below 65%; a figure that had come from the 2011 census data for the area. We can see that the combined total of car drivers (alone and with passengers) equates to 45.6%, so the figures are encouraging.

Bus levels are excellent, but there is work to be done to increase the number of residents choosing to walk and cycle, especially given the good infrastructure in the vicinity.

## Q2 – Journey purpose

Question 2 asked “When you left the house today, what was the purpose of your trip(s)”



## Q3 – Destinations

We 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)”

- 14 out of 46 respondents (28%) went to SN1, which covers Swindon Town Centre and Old Town  
28% of these 14 journeys were by car.
- 13 out of 46 respondents (28%) went to SN3. This postcode area covers the nearest large supermarkets and the hospital, which is a large employer for Swindon.  
33% of these 13 journeys were by car
- A handful of respondents travelled further afield, to Gloucester, Reading, Oxfordshire, Bristol and London. Only 50% of the longer journeys were by car. On the whole, most respondents stayed in the Swindon urban area.

## Q4 - 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;

Answer Choices	Borrow a bike scheme	Bus taster tickets	Rail vouchers	Car Share scheme
Aware	7 (15%)	6 (13%)	5 (11%)	14 (30%)
Not aware - Tell me more!	28 (61%)	33 (72%)	35 (76%)	23 (50%)
Not aware - Not interested	10 (22%)	6 (13%)	5 (11%)	9 (20%)

There was low awareness, but high interest, in the borrow a bike scheme, the rail voucher scheme and bus taster tickets. Awareness was higher with the car share scheme, but this may have been due to the visibility of the car club vehicle on the development and thinking that was what the “car share scheme” was.

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.

Aside from the four schemes listed above in question 3, we presented a further 11 options, and also offered an “other” category for residents to make suggestions. Only one respondent provided a suggestion, but it didn’t relate to sustainable travel (“Local cricket practice pitch and indoor sport hall”).

39 respondents selected items from the list.

The results appear on the following page:

## 5. Which of the following free initiatives might you be interested in?

Answer Choices		Response Percent	Response Total
1	Bike maintenance training	31%	12
3	Car club – Hiring vehicles by the hour	31%	12
4	Guided walks in the area	28%	11
5	Receiving maps and information about getting around the area	28%	11
6	"Pay as you go" bike hire / e-bike hire	23%	9
7	Joining a travel challenge to motivate me to be more active	23%	9
8	Free bike security marking	18%	7
9	Learn to ride / cycle confidence sessions	21%	8
10	Guided bike rides	8%	3
11	Information about electric vehicles	21%	8

The top 4 initiatives have been shaded in yellow, where more than a quarter of respondents were interested.

### 1) **Bike maintenance training**

It is good to see the interest in bike maintenance courses, especially with the potential to increase cycling rates at Oakfield. We can look to put bitesize courses on when the Forest View Centre opens and offer free places to residents.

### 2) **Car Club**

The car club is in situ on the development and it needs more usage so this response was encouraging. Information about the car will be sent to those interested. We could also look to do a car club "discovery session" on site.

### 3) **Guided walks**

We will look to include more walks in the area for 2026.

#### **4) 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 Coate Water Trail on Go Jauntly app, so we can point residents to this.

Other schemes that attracted over 20% interest were pay as you go bike hire, learn to ride sessions, electric vehicle information and a travel challenge. We will monitor interest in the bike hire scheme. For the learn to ride we are able to signpost residents to the Moredon Sports Hub where weekly sessions are offered. We have a booklet about the benefits of electric vehicles which we will send out to interested residents and for the travel challenge, we will send out information about the Active Swindon trails.

Guided bike rides and a community litter pick received very little interest. It may be that future respondents are more receptive to these, so we will continue to ask the question in future surveys, but direct our focus elsewhere in 2026.

#### ***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.