

Wichelstowe

2021 Travel Survey

Background

A travel survey was carried out across Wichelstowe during November / December 2021. The purpose of the survey was to understand the current travel patterns of new residents, ascertain what they needed in order to make their everyday journeys more sustainable, and check their awareness of schemes already available.

The survey was funded by the travel plan at Wichelstowe (the joint venture partnership with David Wilson Homes and Barratt).

The survey was available online via the Smart Survey website and advertised with a flyer dropped through each letter box as well as advertised on community social media sites. The survey had the potential to reach approximately 100 residents.

The survey was open from 26th October 2021 until 1st December 2021 and achieved 25 responses; a response rate of 25% and 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 Zak Page (pictured below receiving his prize). We announced the winner on social media and on the Swindon Travel Choices website.



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)”

Table 1 presents the results of Q1

1. If you have left the house today, please tell us how you travelled for the longest* part of your journey (*in miles, not time) Tick one response only.				
Answer Choices			Response Percent	Response Total
1	Bus		12.00%	3
2	Car Driver on own		52.00%	13
3	Car Driver with passengers		12.00%	3
4	Got a lift		4.00%	1
5	Scooter/Motorbike		0.00%	0
6	Cycling		0.00%	0
7	Walking		8.00%	2
8	Taxi		0.00%	0
9	Train		4.00%	1
10	I have not travelled today		8.00%	2
			answered	25
			skipped	0

Within the travel plan, a target has been 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 car use was below that figure, at 52%, although if the car sharing drivers are added in, the total does come up to 64%.

Bus use was encouraging at 12%, with walking at 8%. There is room for improvement with more journeys needed by cycle.

Q2 – 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
- Free bus taster tickets

- Household travel information pack
- Car share scheme
- Active Swindon Challenge
- Car club (coming 2022)
- Electric vehicle charging points

The results were as follows;

2. The developer at Canalside is making a range of travel initiatives available to residents. Please tell us which ones you are aware of				
Answer Choices	Aware of	Not aware of - Tell me more!	Not aware of - Not interested	Response Total
Borrow a Bike Scheme	13.04% 3	56.52% 13	30.43% 7	23
Free bus taster tickets	8.70% 2	69.57% 16	21.74% 5	23
Household travel information pack	17.39% 4	78.26% 18	4.35% 1	23
Car share scheme	13.04% 3	56.52% 13	30.43% 7	23
Active Swindon Challenge	17.39% 4	65.22% 15	17.39% 4	23
Car club (coming 2022)	4.35% 1	69.57% 16	26.09% 6	23
Electric vehicle charging points	43.48% 10	39.13% 9	17.39% 4	23
			answered	23
			skipped	2

It was disappointing to see that there was generally low awareness across all the schemes, but it was positive that many wanted to know more.










We have used this information to send personalised information out on the schemes where the respondents have left contact details and indicated that they want to know more.

We will also concentrate events in 2022 around promoting bus use (and free taster tickets), the Active Swindon Challenge and – to a lesser extent – car sharing and the borrow a bike scheme.

Q3 – Future activities

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

We listed 8 options, and also offered an “other” category for residents to make suggestions. The results were as follows;

3. Which of the following might you be interested in				
Answer Choices			Response Percent	Response Total
1	Bike maintenance training		23.53%	4
2	Cycle skills training - Beginner learn to ride		5.88%	1
3	Cycle skills training - Intermediate confidence building		23.53%	4
4	Guided bike rides		47.06%	8
5	Guided walks in the area		76.47%	13
6	Local walking group		64.71%	11
7	Meeting local people to car share with		17.65%	3
8	Joining a challenge to motivate me		64.71%	11
9	Other (please specify):		11.76%	2
			answered	17
			skipped	8

Walking options (guided walks and a local walking group) were the top initiatives that three quarters of the residents were interested in, followed by a challenge.

Actions to come out of this include;

- Investigate walk leader training to enable volunteers to be trained and form a local walking group
- Put on local walks, using the opportunity to promote the Active Swindon Challenge
- Produce local walking magazine to demonstrate a variety of routes in the area

There were 2 suggestions in the “other” category.

“Timelines of when the works are expected to be complete/ready? No one really knows what’s going on and when? Looking forward to heading out on walks soon.”

- We will feed this back to the developer

“More bus routes”

- As the development grows, more bus routes will form.

Next steps

The survey will be repeated at the same time in 2022. It is planned to repeat the same questions to allow progress to be tracked.