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# Wichelstowe Traffic Counts 2024

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**JULY 29<sup>TH</sup> 2024**

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**Swindon Travel Choices**  
**Authored by: Claire Fleming**



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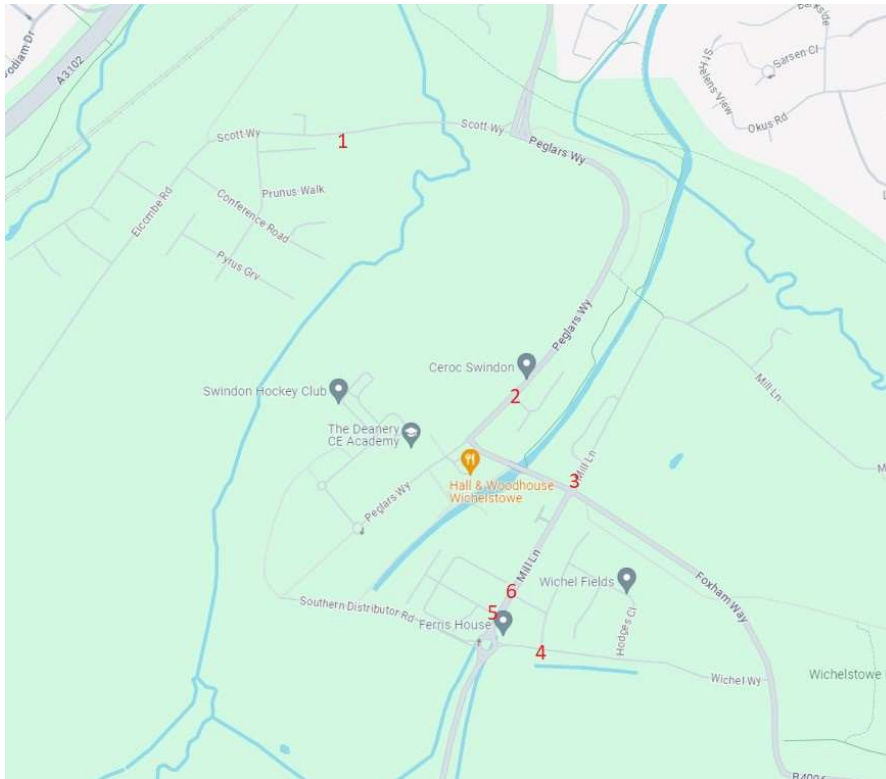
# Introduction

The Wichelstowe Travel Plan requires annual monitoring to keep the modal split of resident travel patterns in check. Since 2020 there has been a residents survey, but dwindling response rates led to the need to undertake a traffic count across strategic points as an alternative to the residents survey in 2024.

The traffic counts needed to capture all mode movements in and out of various junctions around the development. This needed to be broken down as follows:

- Vehicles (cars / vans etc) with only one occupant
- Vehicles (cars / vans etc) with more than one occupant
- Pedestrians
- Cycles
- Motorcycles
- E-scooters
- Non-motorised scooters (ie: child scooters)
- Other (such as mobility scooter, rollerblades, horse rider...etc)

## Locations



## Methodology

As it wasn't possible to view / count the occupants of vehicles from video footage, enumerators were used at each location to record the required data on handheld tablets. The counts were conducted from 07:00 to 19:00 each day for 7 consecutive days.

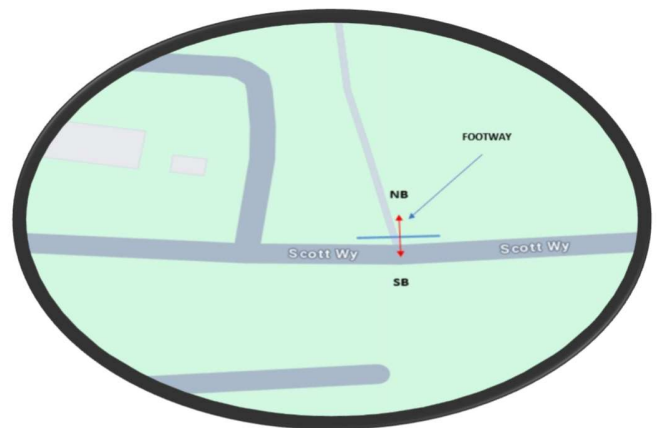
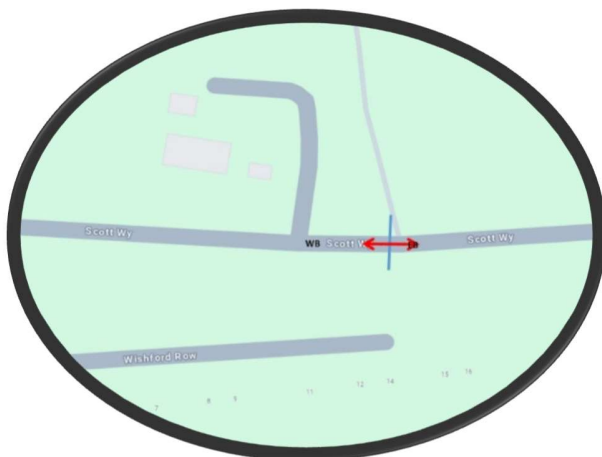
The data was presented in MS Excel format and show each required movement at each location broken down into 30-minute intervals. This report shows an overview of the results of the count at each location. More detailed data is available on request.

The counts took place from Monday 4th March to Sunday 10th March 2024 inclusive. The weather was sunny all week, with the exception of Monday, which saw intermittent showers. Temperatures averaged around 6 degrees.

**Location 1 - Scott Way ([Link to Google Maps](#)).**

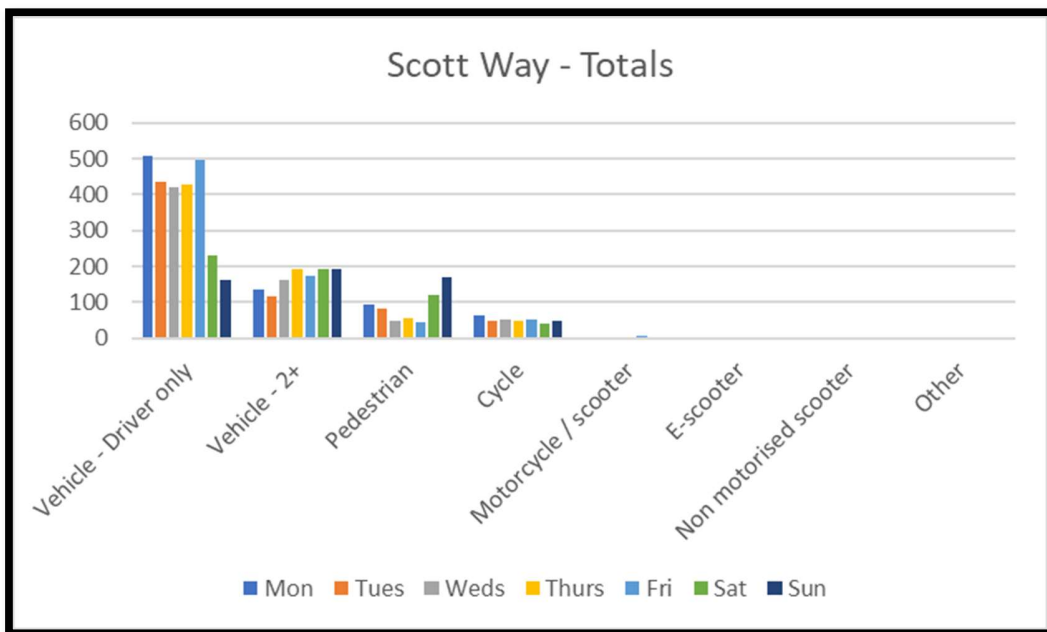
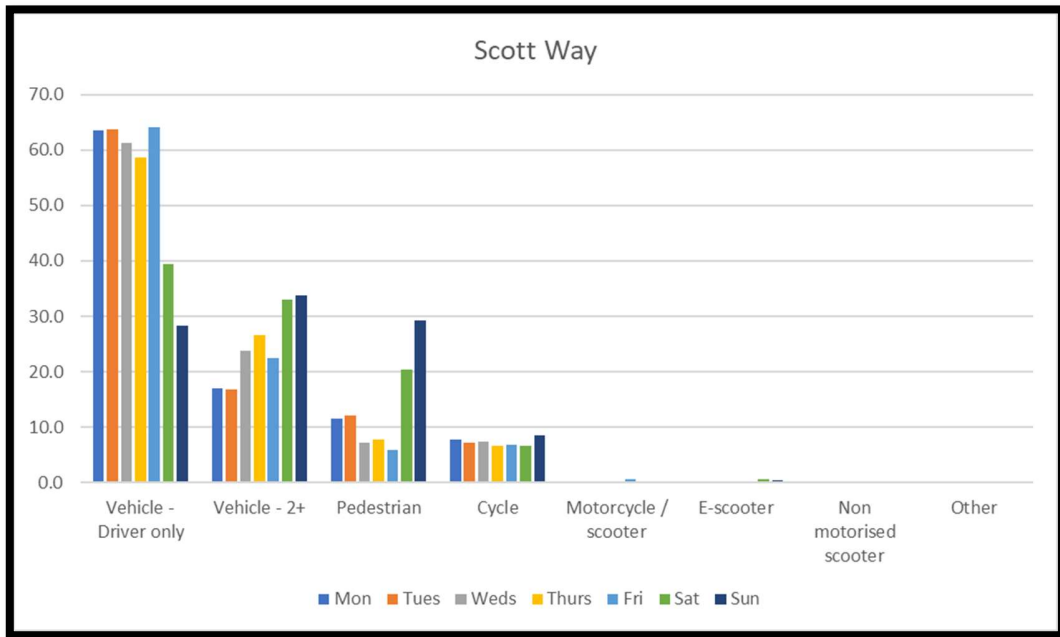


This location was chosen to capture movements along Scott Way from The Orchards parcels. The enumerators counted all movements on Scott Way, as well as the active travel journeys on the path to and from Mannington.



## Results

The following charts show the total movements each day, broken down by mode. The first chart shows the data as modal split percentages of each mode. The second chart shows the actual trip numbers recorded.



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## Commentary

This location saw a high movement generally with 4830 trips over the week and this was the location with the highest number of trips.

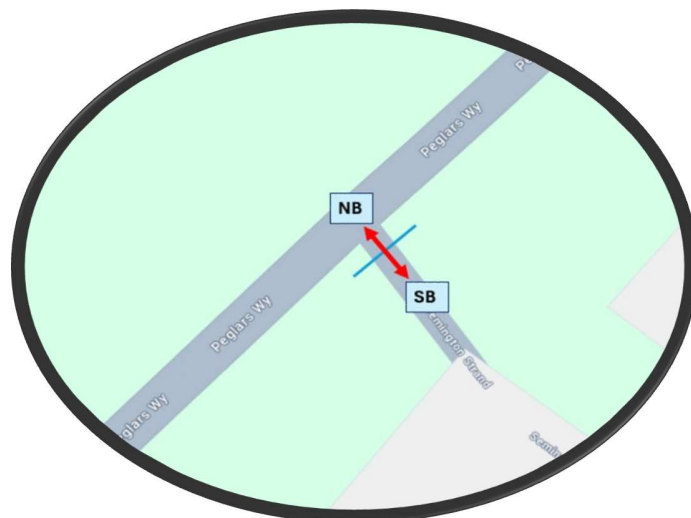
At Scott Way, Monday saw the highest amount of car traffic in total, although the showery weather may have accounted for this compared to the sunny days for the rest of the week.

Cycle usage was static across the week – averaging between 6.5% and 8.5% of trips, but pedestrian movement was high on Saturday and almost doubled on Sunday. This could possibly be leisure walkers passing through the area rather than residents, but there is no way of evidencing this.

**Location 2 – Semington Strand ([Link to Google Maps](#)).**

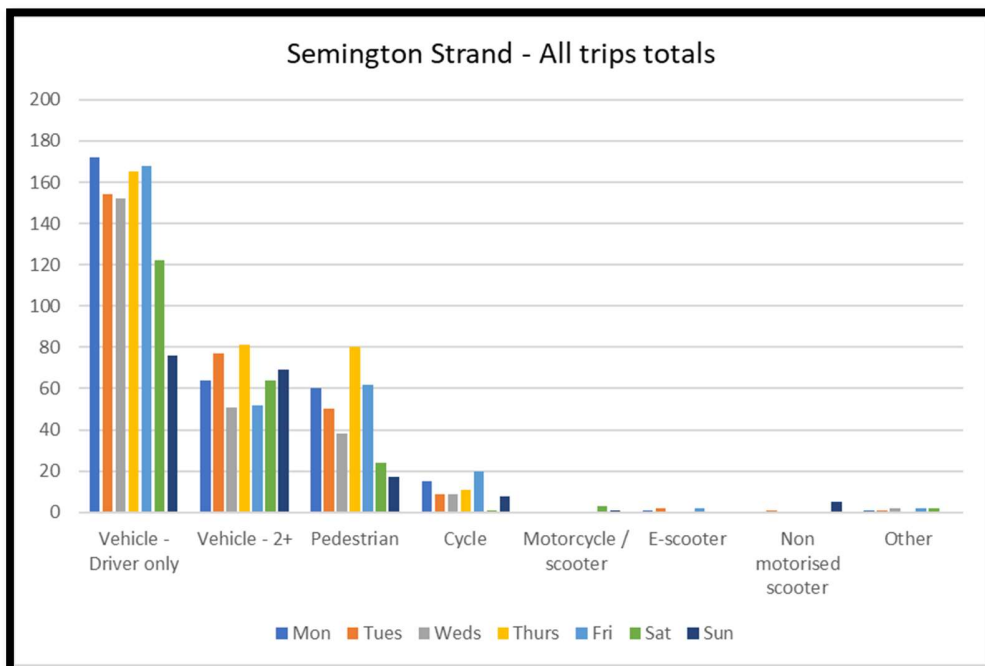
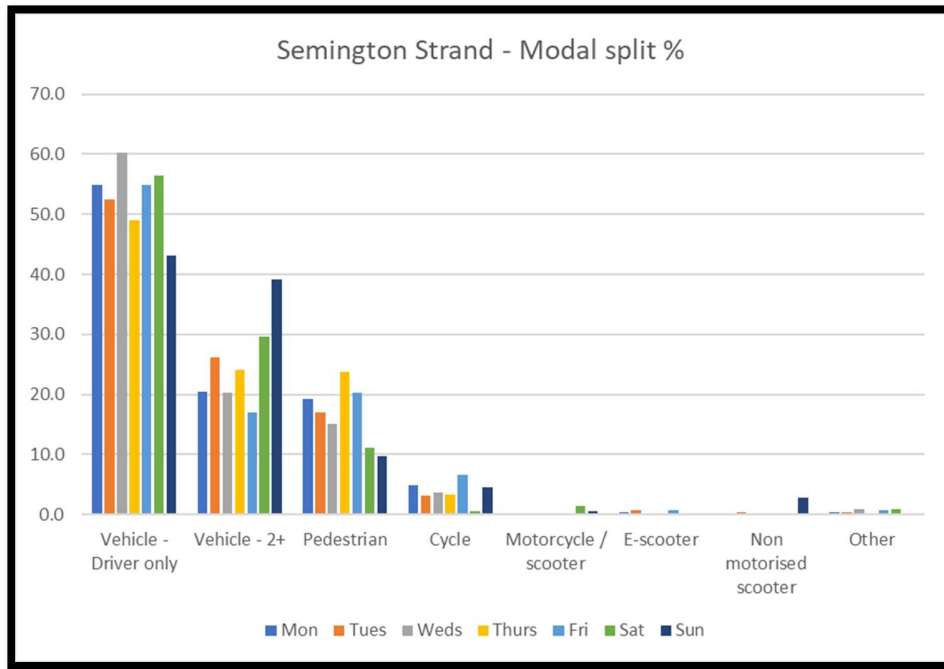


This location was chosen to capture movements in and out of Semington Strand onto Peglars Way. The enumerators counted all movements into and out of the junction. It is possible that we will have missed some active travel trips by residents taking a trip directly out onto the canal.



## Results

The following charts show the total movements each day, broken down by mode. The first chart shows the data as modal split percentages of each mode. The second chart shows the actual trip numbers recorded.



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## Commentary

This junction had the lowest movement across all sites, with a total of 1894 trips across the week (daily average = 270)

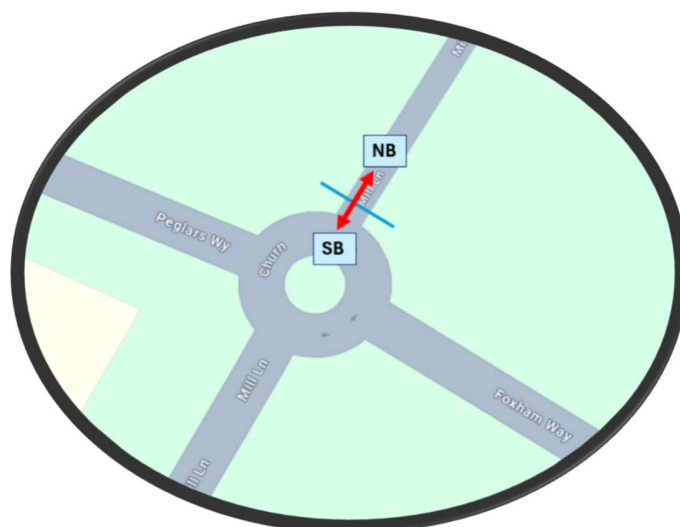
There was a high percentage of pedestrian movement into and out of Semington Strand, accounting for an average of 17.5% of all trips.

Sunday was noticeably quiet with only 58% of trips compared to the weekday average.

**Location 3 – Mill Lane ([Link to Google Maps](#)).**

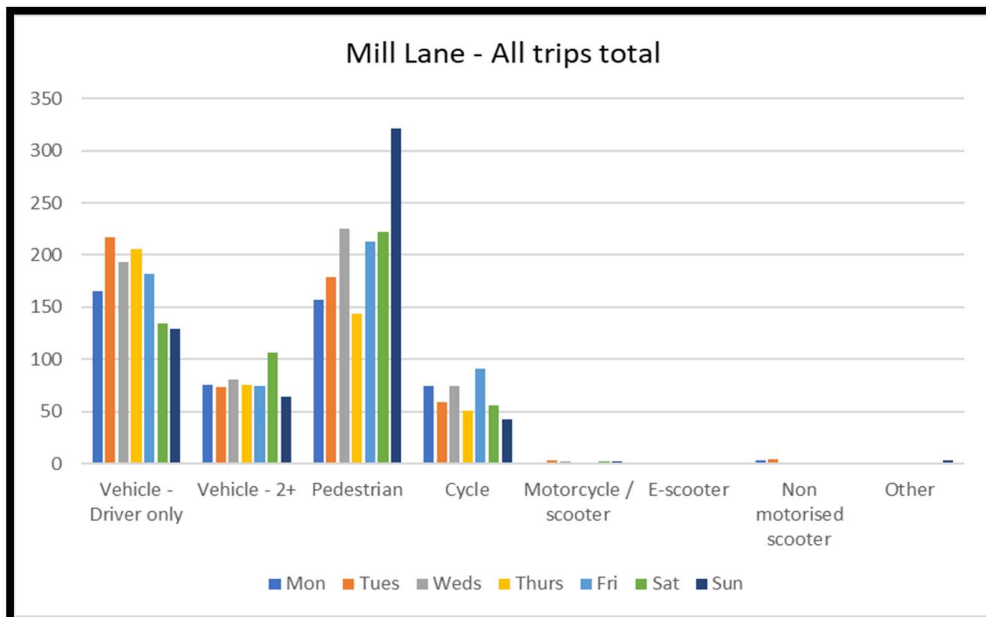
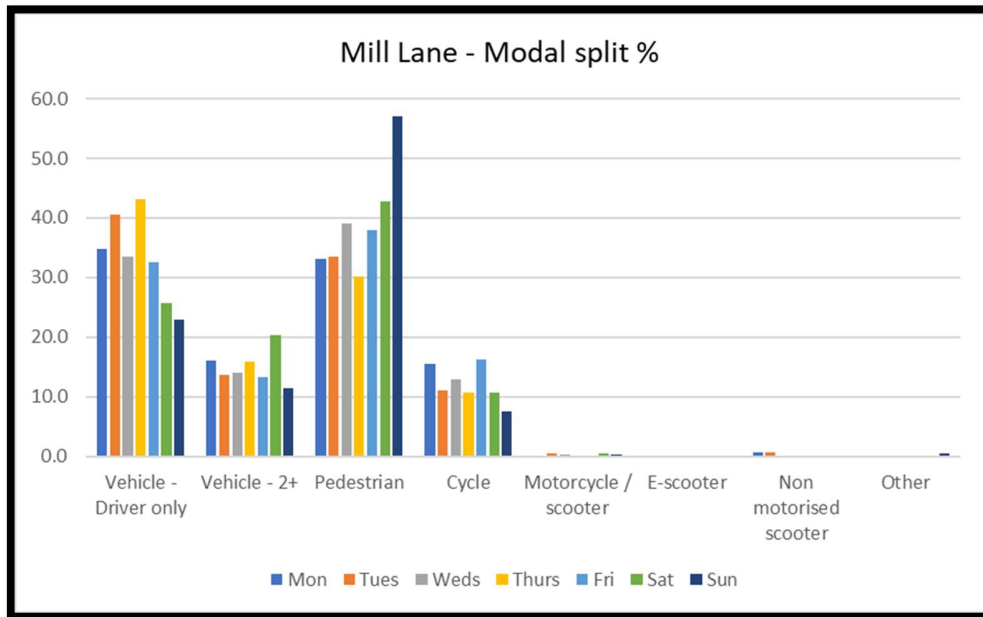


This location was chosen to capture movements in and out of Mill Lane at the roundabout with Foxham Way. The enumerators counted all movements into and out of the junction. This is the only way in and out for the residents on Chaddington Strand, but the count will have also picked up movement from other residents on Mill Lane, as well as active travel trips passing through the area.



## Results

The following charts show the total movements each day, broken down by mode. The first chart shows the data as modal split percentages of each mode. The second chart shows the actual trip numbers recorded.



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## Commentary

Journeys by active travel is high on Mill Lane, accounting for 51.5% of trips compared to 47.9% car trips.

There was a high percentage of pedestrian movement on Sunday (57% of trips), whereas cycle trips remained consistent across the weekdays, but dropped on Sunday.

**Location 4 – Marden Avenue ([Link to Google Maps](#)).**

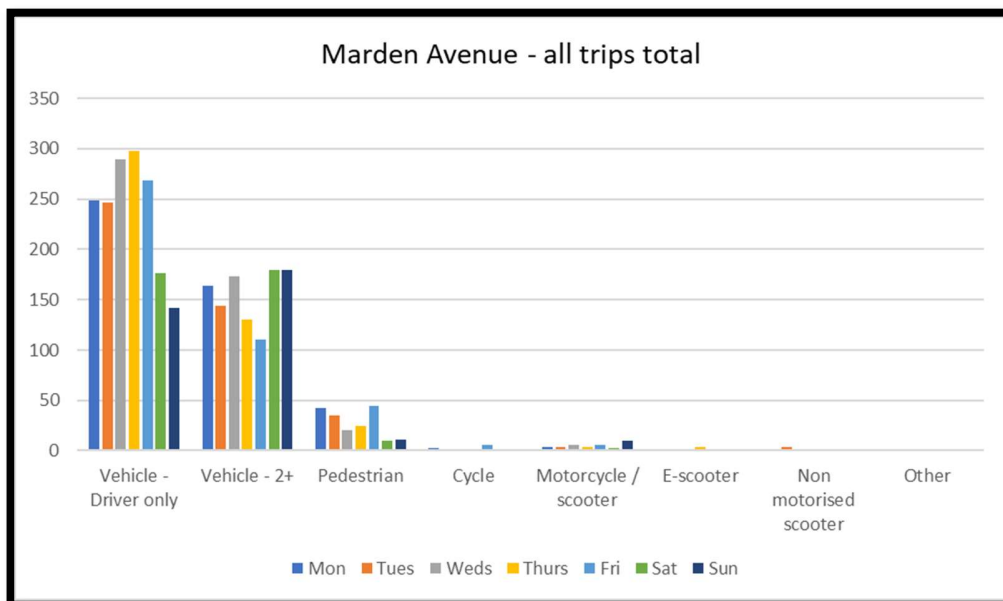
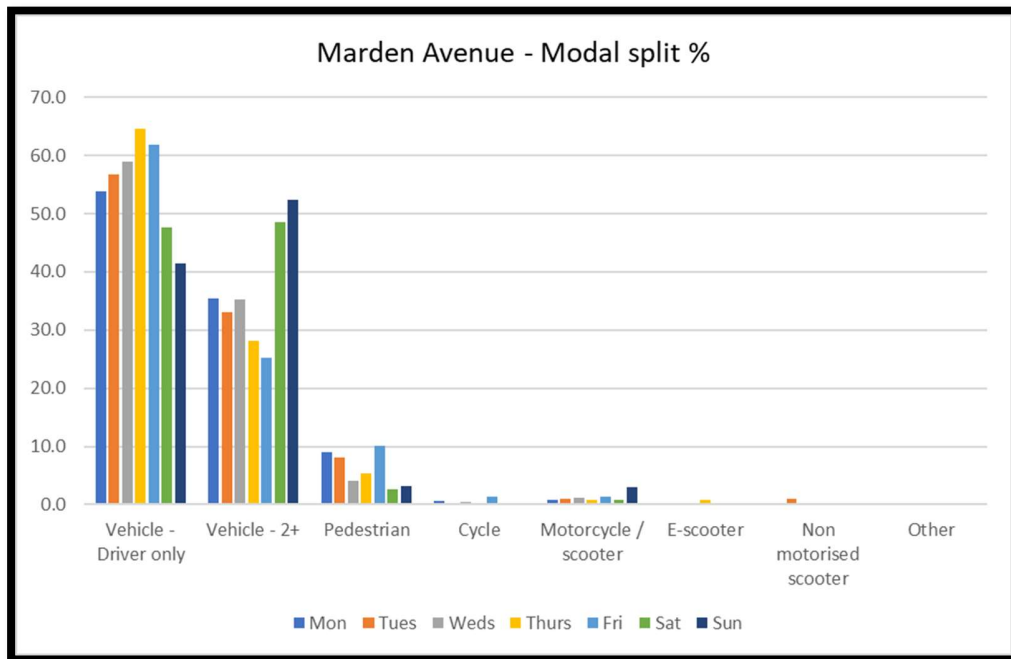


This location was chosen to capture movements in and out of Marden Avenue onto Wichel Way. The enumerators counted all movements into and out of the junction. This is currently the only vehicular route in and out for the residents of Wichel Fields, and the count is unlikely to have picked up non-residents, except for any visitors. There is the option of using Letcombe Lane for walking and cycling, so a separate count was undertaken at that location, to be reported both separately and together.



## Results

The following charts show the total movements each day, broken down by mode. The first chart shows the data as modal split percentages of each mode. The second chart shows the actual trip numbers recorded.



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## Commentary

There is high car use in this location (91%), but it is likely that the active travel trips are using the Letcombe Lane access.

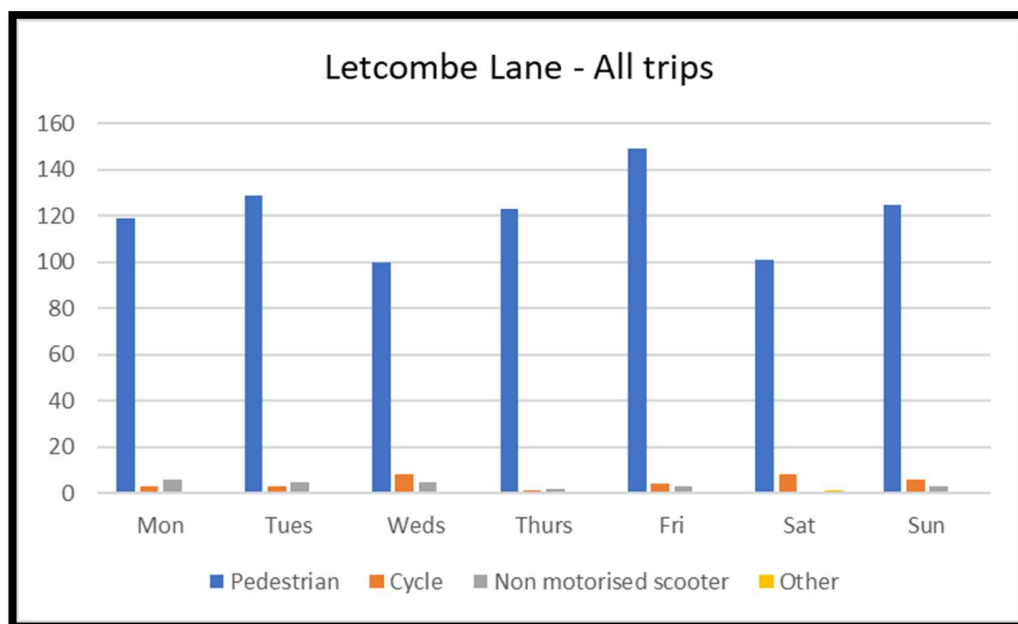
This was the only location to record significant motorcycle trips, with 37 trips over the 7 days (compared to Scott Way with 8, Semington Strand with 4, and Beckett Strand with 22.)

At the weekend, there were more vehicles containing passengers than solo occupancy vehicles. This may be attributable to the number of families living in this parcel, and weekend trips being made with the whole family.

## Location 4a – Letcombe Lane ([Link to Google Maps](#)).

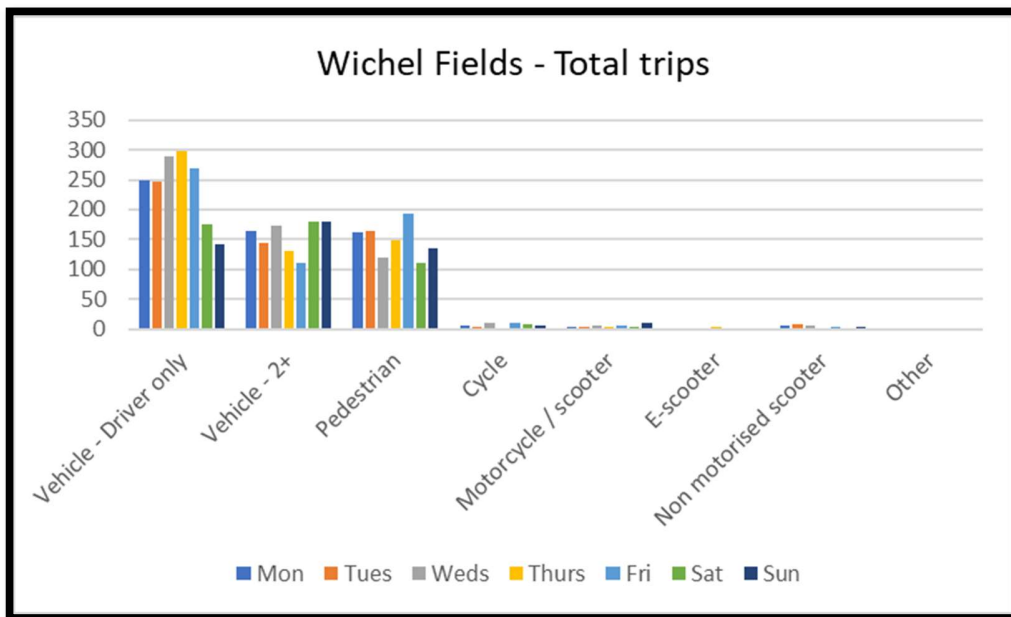
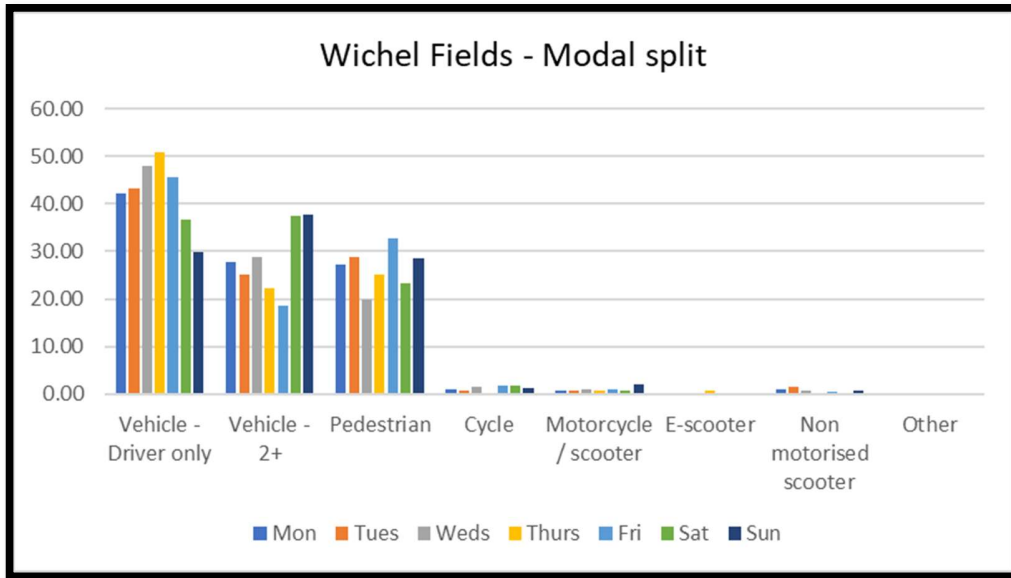


Letcombe Lane has a pedestrian exit out onto Mill Lane, allowing residents access on foot from Wichel Fields. A count was undertaken at this exit, with results as follows:



As we expected, pedestrian access dominates with an average of 93.6% of trips on foot, with 3.7% cycle trips. Non-motorised scooters (ie child scooters) made up the remaining 2.7%. The volume of pedestrian trips ranges from 100 – 150 per day, which is a good amount when compared with other parcels. However, it is more meaningful when added into the Marden Avenue data, to give an overall impression of travel across the Wichel Fields parcel.

The following chart shows the combined data from Marden Avenue and Letcombe Lane to give an overall picture of trips being generated from the Wichel Fields parcel. The first chart shows the data as modal split percentages of each mode. The second chart shows the actual trip numbers recorded.



Vehicle use makes up 71% of trips in this parcel, with active travel making up the remaining 29%. However, the active travel is largely pedestrian traffic (26.5%), and there is scope to encourage more trips by bicycle.

**Location 5 – Beckett Strand** ([Link to Google Maps](#)).

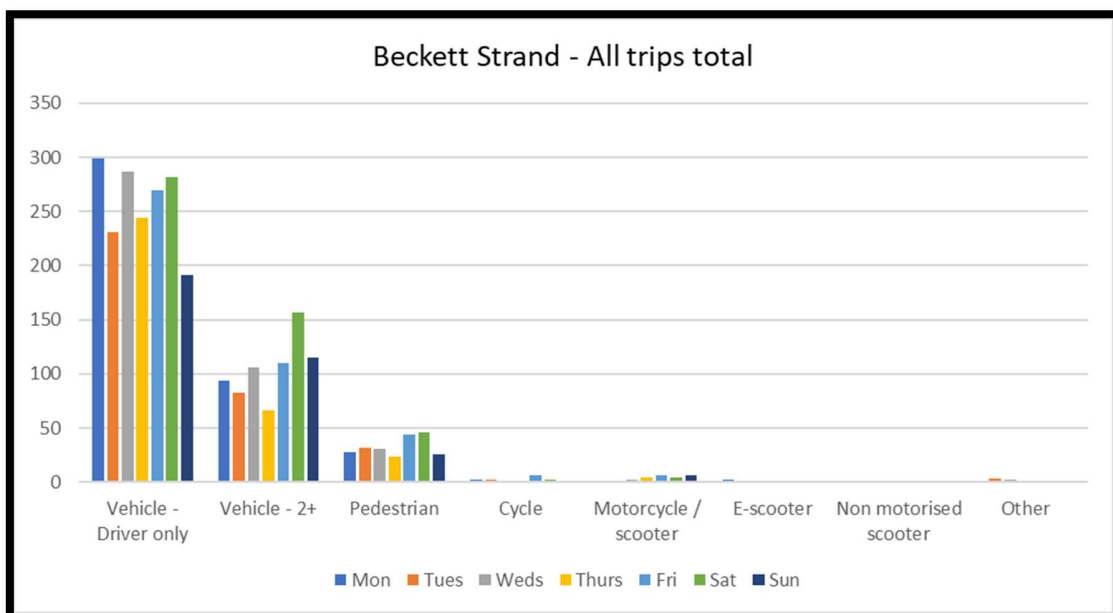
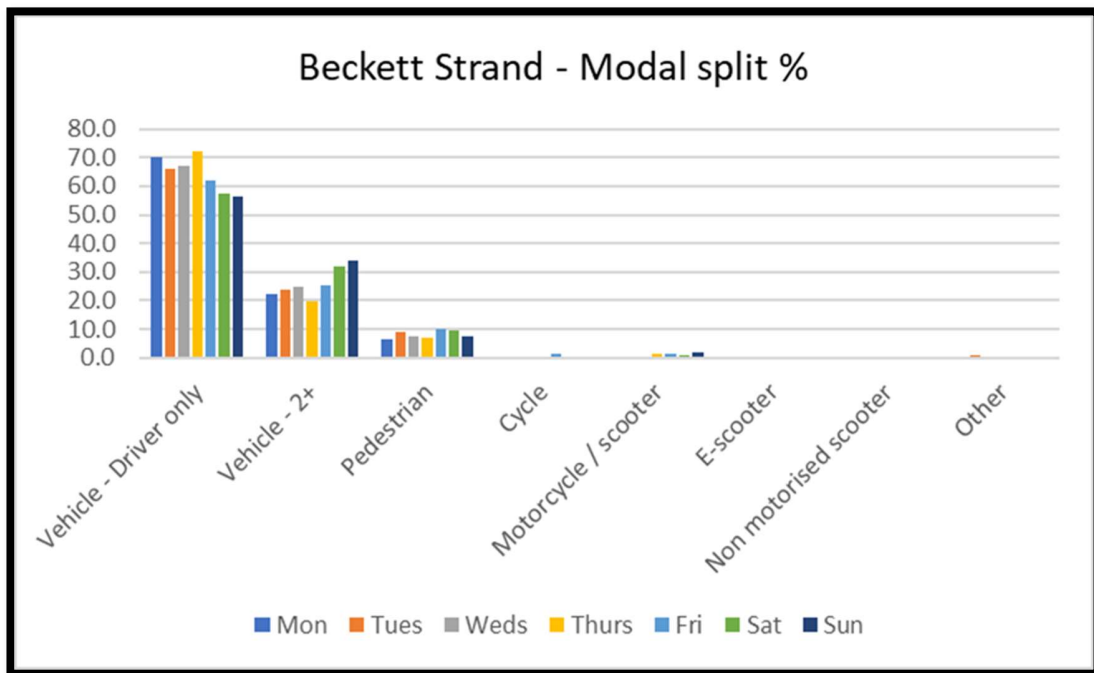


This location was chosen to capture movements in and out of the Canalside parcel south of Waitrose. The enumerators counted all movements into and out of the Beckett Strand junction. This is currently the only vehicular route in and out for the residents of this parcel, and the count is unlikely to have picked up non-residents, except for any visitors. There is the option of using Dalby Strand for walking and cycling, so a separate count was undertaken at that location, to be reported both separately and together. Residents are also able to exit this parcel on foot through the Waitrose car park, and these trips have not been counted.



## Results

The following charts show the total movements each day, broken down by mode. The first chart shows the data as modal split percentages of each mode. The second chart shows the actual trip numbers recorded.



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## Commentary

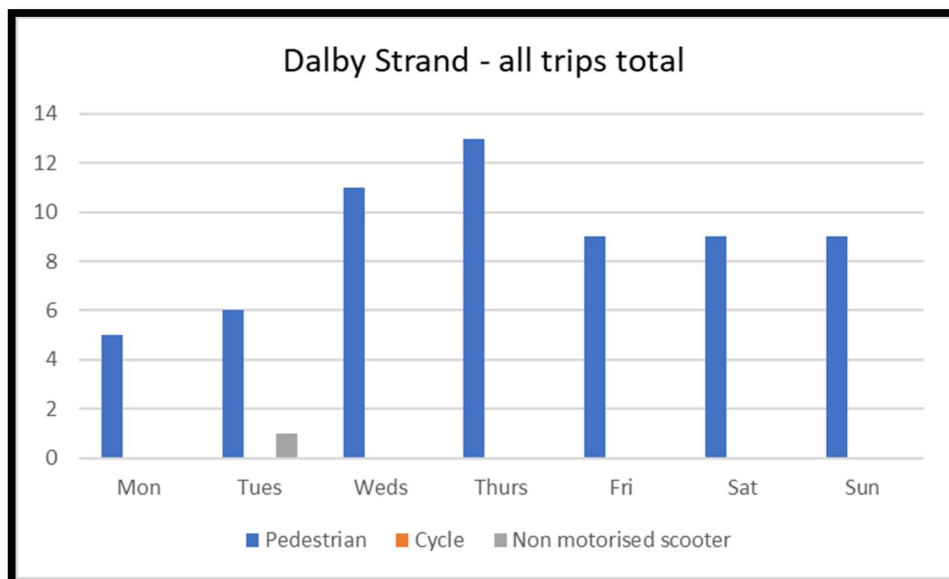
Like Marden Avenue, there was high car use out of this junction, making up 90.2% of trips. A further 8.2% of trips were on foot with only 0.5% by cycle. As noted earlier, there may have been some missed pedestrian movements through the Waitrose car park to the canal.

Over the week, there were similar trip numbers between Beckett Strand (2809) and Marden Avenue (2995).

## Location 5a – Dalby Strand ([Link to Google Maps](#)).



Dalby Strand has a pedestrian-only exit out onto Mill Lane, allowing residents access on foot from the Canalside parcel south of Waitrose. A count was undertaken at this exit, with results as follows:

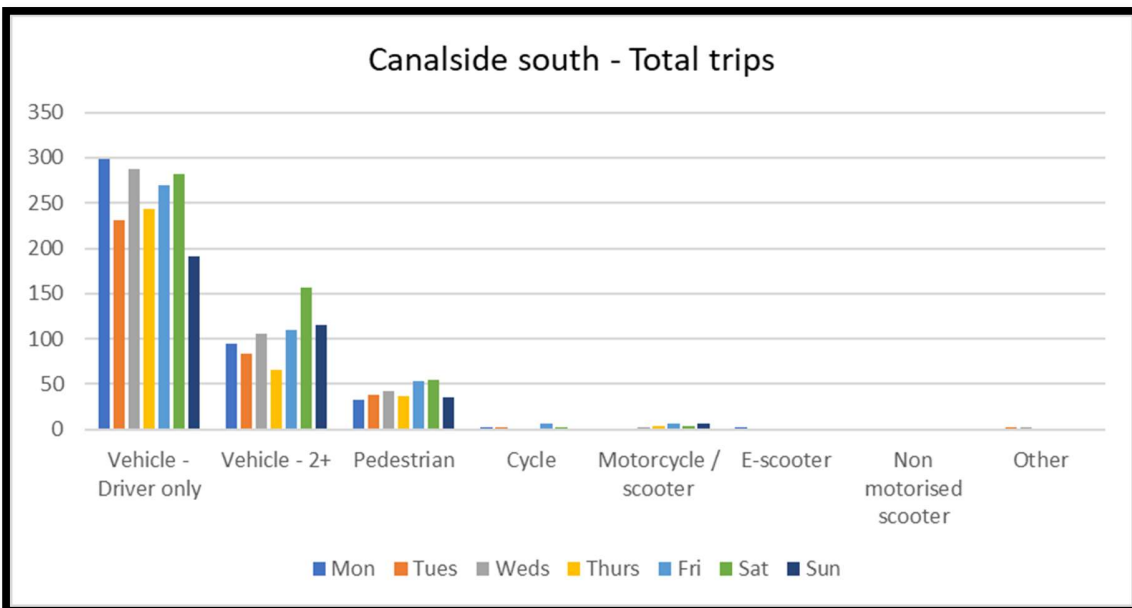
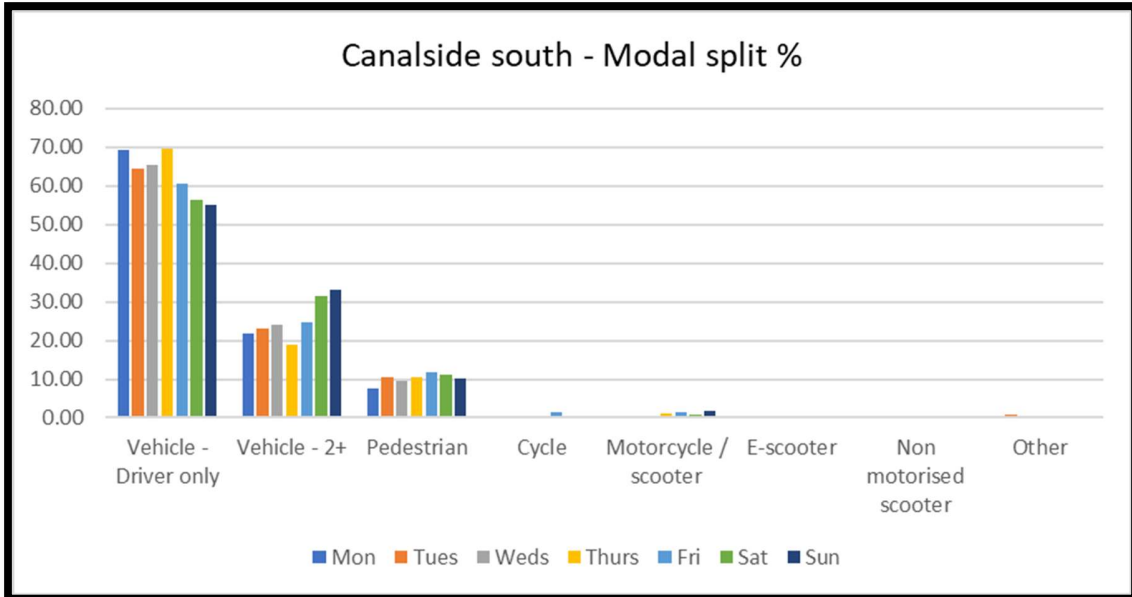


As expected from a pavement exit onto Mill Lane, this was dominated by trips on foot, seeing 98.4% pedestrian movement. The remaining 1.6% was non-motorised scooters (ie child). However, the actual numbers were low, with only 62 pedestrian trips, compared to Letcombe Lane, which saw 846 pedestrian movements over the same period.

This data is more meaningful when added into the Beckett Strand data, to give an overall impression of travel across this parcel.

The following chart shows the combined data from Beckett Strand and Dalby Strand to give an overall picture of trips being generated from the Canalside parcel south of Waitrose. The first chart shows

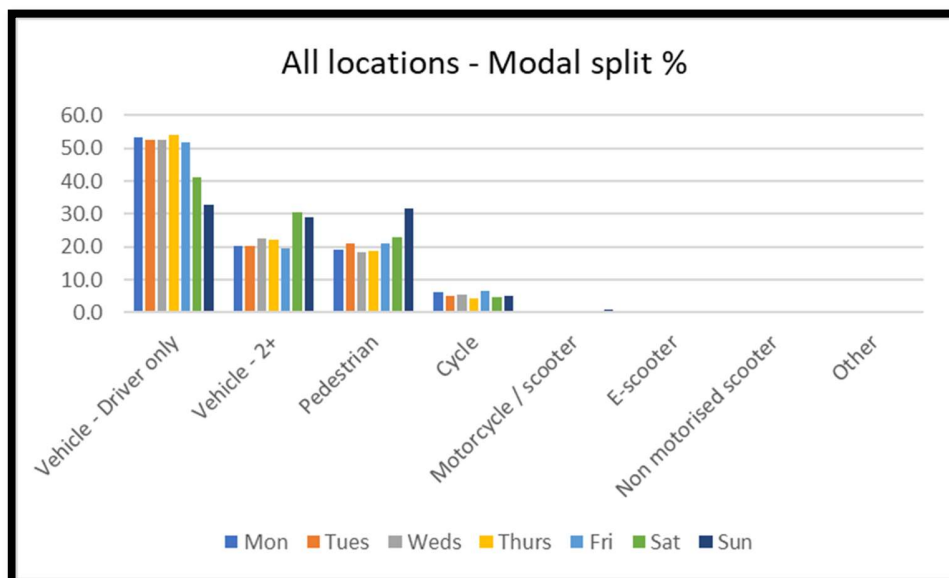
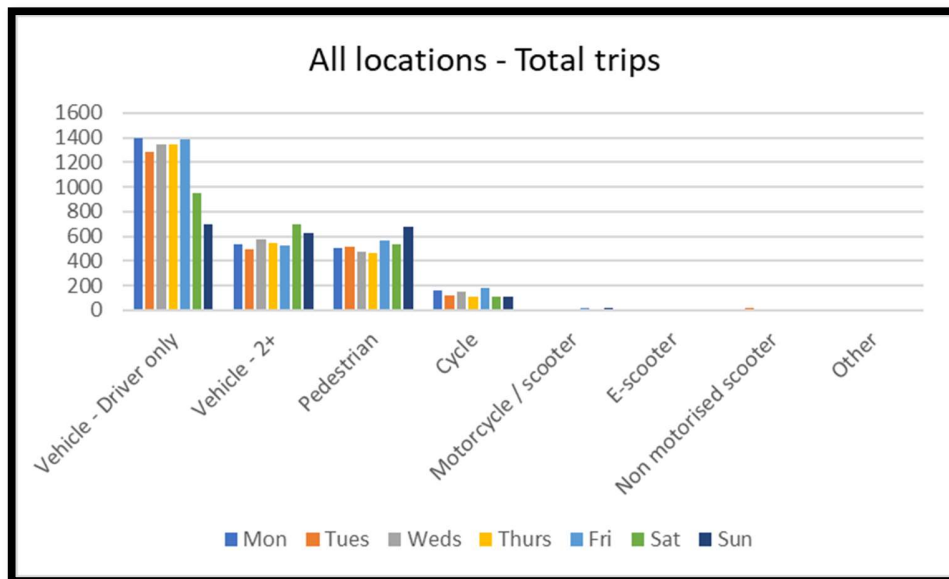
the data as modal split percentages of each mode. The second chart shows the actual trip numbers recorded.



Vehicle use is very high in this parcel, making up 89% of trips, with active travel making up the remaining 11%. However, the active travel is largely pedestrian traffic (10%), and there is scope to encourage more trips by bicycle.

## All site data

Looking at the site as a whole, the counts can be combined to give an overall picture of resident travel across Wichelstowe. The following chart gives all site count data, with the second chart showing the modal split:



- There were 17,201 trips made across the site over the 7 days
- Monday saw the highest levels of car trips, with Friday recording the highest number of trips in total
- There were 930 cycle trips across the week, making up 5.4% of all trips
- There were 3731 pedestrian trips across the week, making up 21.7% of all trips

- There was low use of non-motorised scooters and motorcycles. E-scooters were also uncommon, with 21 trips recorded over the 7 days.

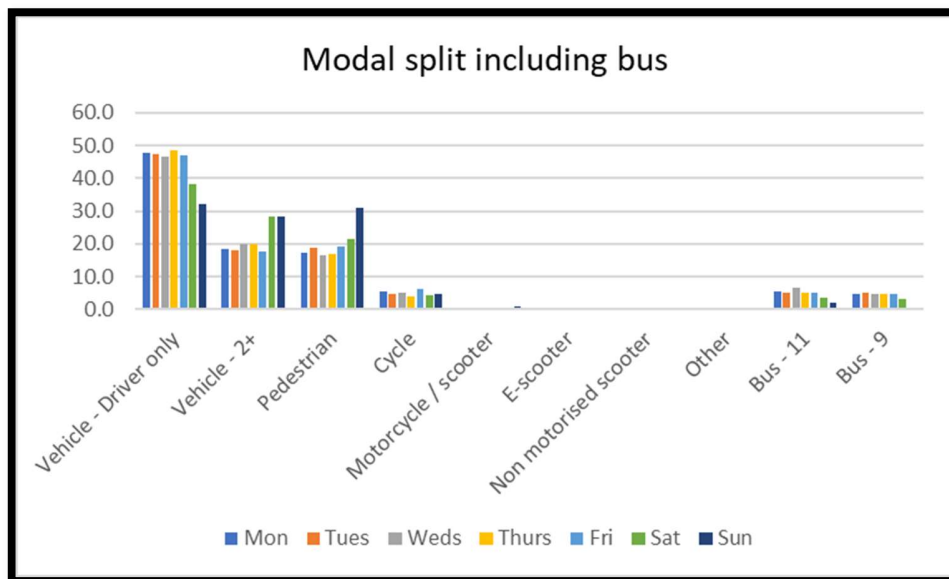
## Bus patronage at Wichelstowe

The traffic counts were unable to capture passengers travelling by bus. There are two bus stops in the Wichelstowe survey count area. The bus stop at Waitrose is served by both Stagecoach number 9 and Swindon Bus Company’s number 11. The other stop is at the Deanery secondary school, and is served by Swindon Bus Company’s number 11.

Stagecoach are unable to provide boarding data, but Swindon’s Bus Company have provided the relevant figures for the two stops over the 7-day period in question. We have assumed that each person that boards in Wichelstowe will be returning, so we have doubled the figures and added them into the overall site trip data.

We undertook a manual bus count at the Waitrose bus stop of the Stagecoach 9 on a Wednesday in July from 7am to 7pm, and took the total boardings and egress as an average daily count.

The following chart shows the modal split across the whole site, including bus travel.



Bus travel accounts for 8% of trips in Wichelstowe, which is a healthy modal split, although it would appear the school trips account for a large portion of passengers.

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From the counts, the *average* modal split for Wichelstowe is as follows:

|                   |       |
|-------------------|-------|
| Car (solo driver) | 44.5% |
| Car share         | 21.1% |
| Motorcycle        | 0.4%  |
| Walking           | 19.8% |
| Cycling           | 4.9%  |
| Bus               | 8.8%  |
| Other             | 0.5%  |