

Wichelstowe Resident Travel Engagement

Wichelstowe Transport Conversation Survey 2023 - An Overview

- The Transport Conversation began in March 2023 in a Swindon-wide survey, where we gathered some invaluable data. Now, we want to take it to the local level and understand each area's key requirements and opportunities.
- The Wichelstowe survey was available online (via SmartSurvey) from 16 September 2023 to 24 October 2023.
- This was launched during the Wichelstowe Transport Conversation event held by Swindon Borough Council and Wichelstowe LLP near Hall & Woodhouse on Saturday 16th September.
- The survey was also promoted through various local social media platforms.



Respondents

- Received 41 responses
- This is broken down into:
 - Wichelstowe residents – 37
 - Town Centre resident – 1
 - Wroughton resident - 1
 - Did not provide – 2

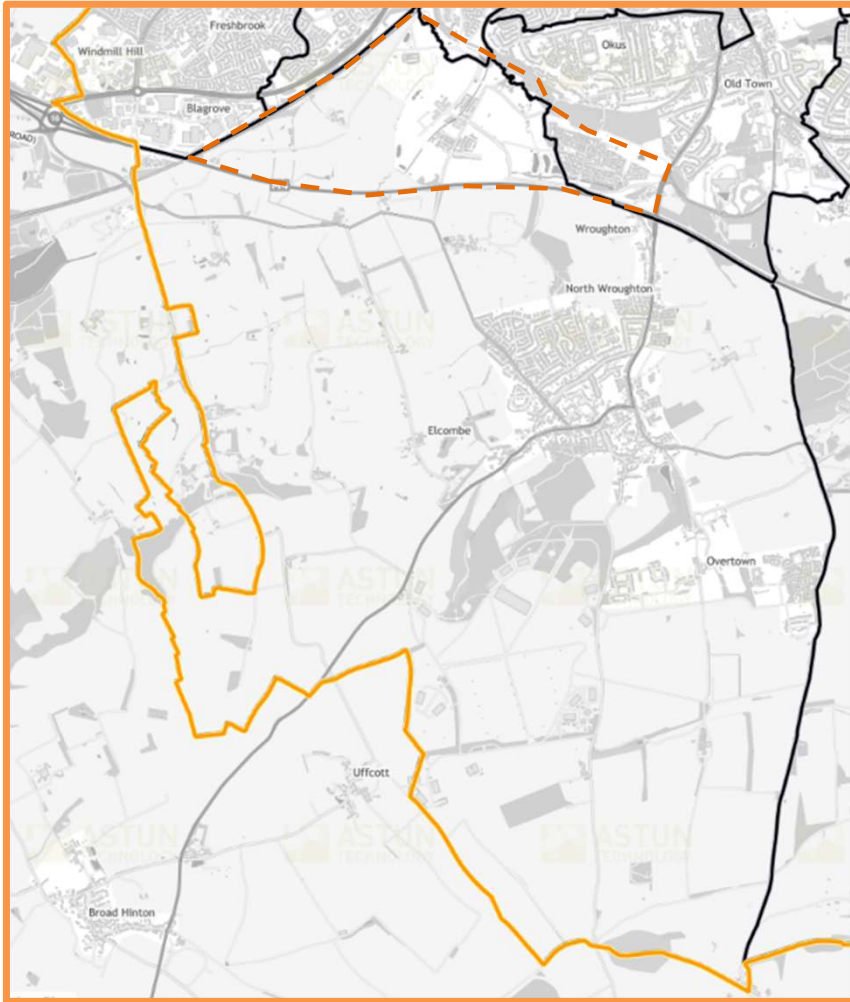
Of Wichelstowe, 6 were from Middle / West Wichel, the remainder from East Wichel

Issues and themes covered in the Wichelstowe Transport Conversation Survey

There were nineteen questions with an environmental pledge, and the option to volunteer for future focus group work, covering:

- Where respondents live and work
- What attracted them to live in the area
- Opinions on bus/bicycle gates
- Comments on cycling infrastructure
- Mode frequency and confidence
- Use and comments on bus services in the area

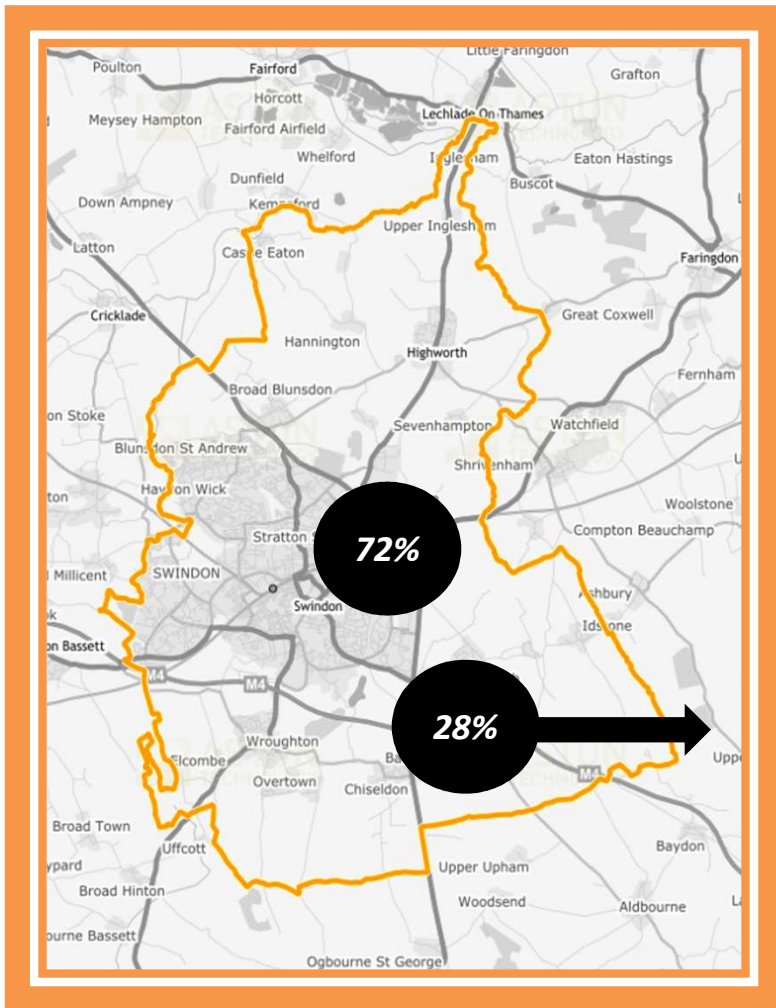
Wichelstowe Area



Wards

- Wroughton & Wichelstowe
- Old Town

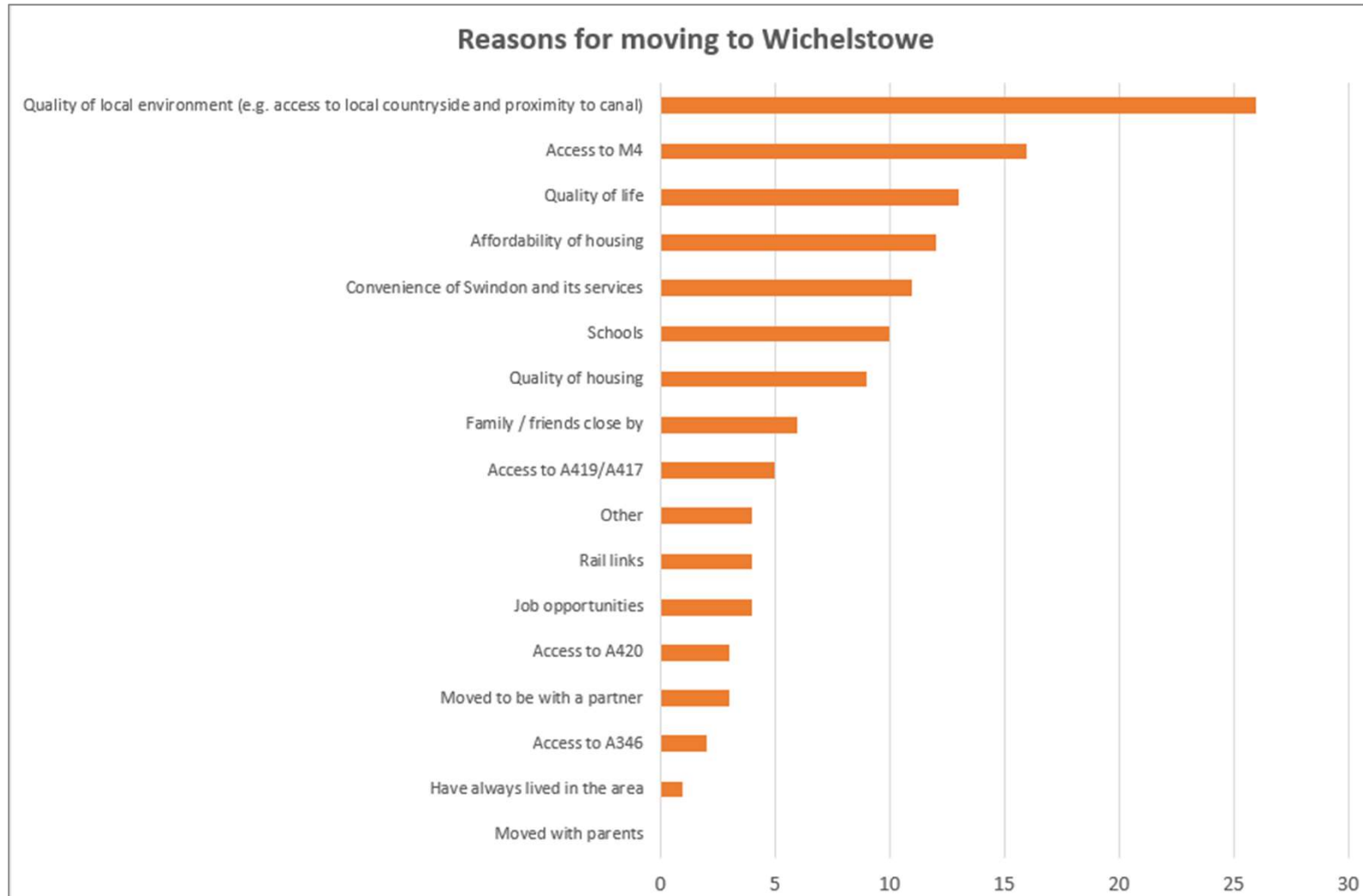
Where respondents live and work



Of those working:

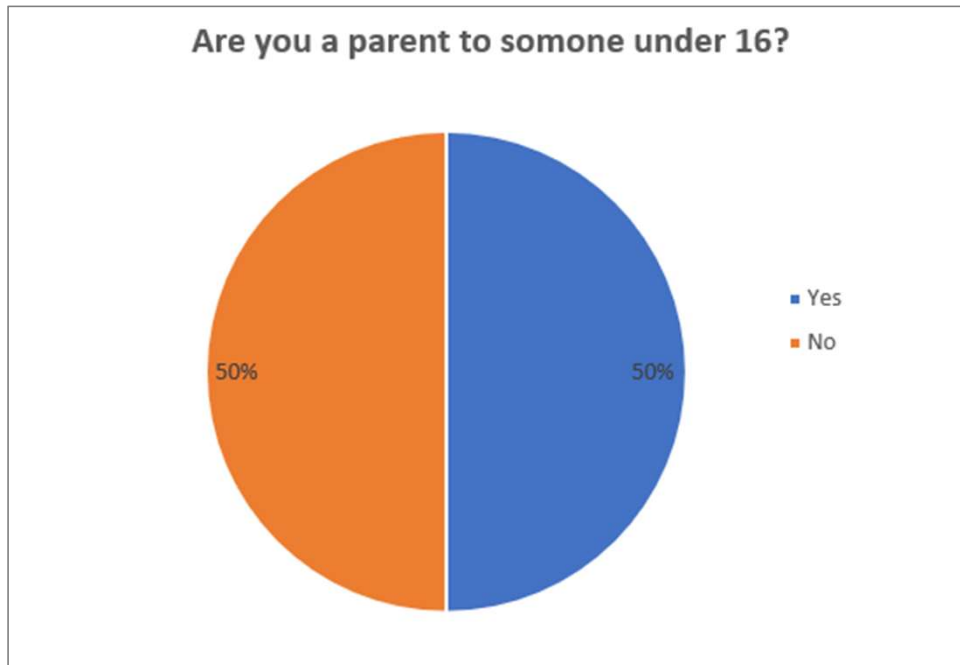
- 72% of respondents living in Wichelstowe work within the Borough
- 28% living in Wichelstowe commute outside the borough (this rose to 50% when looking at Middle Wichel postcodes, all 3 worked in London)

What attracted you to live in Wichelstowe?



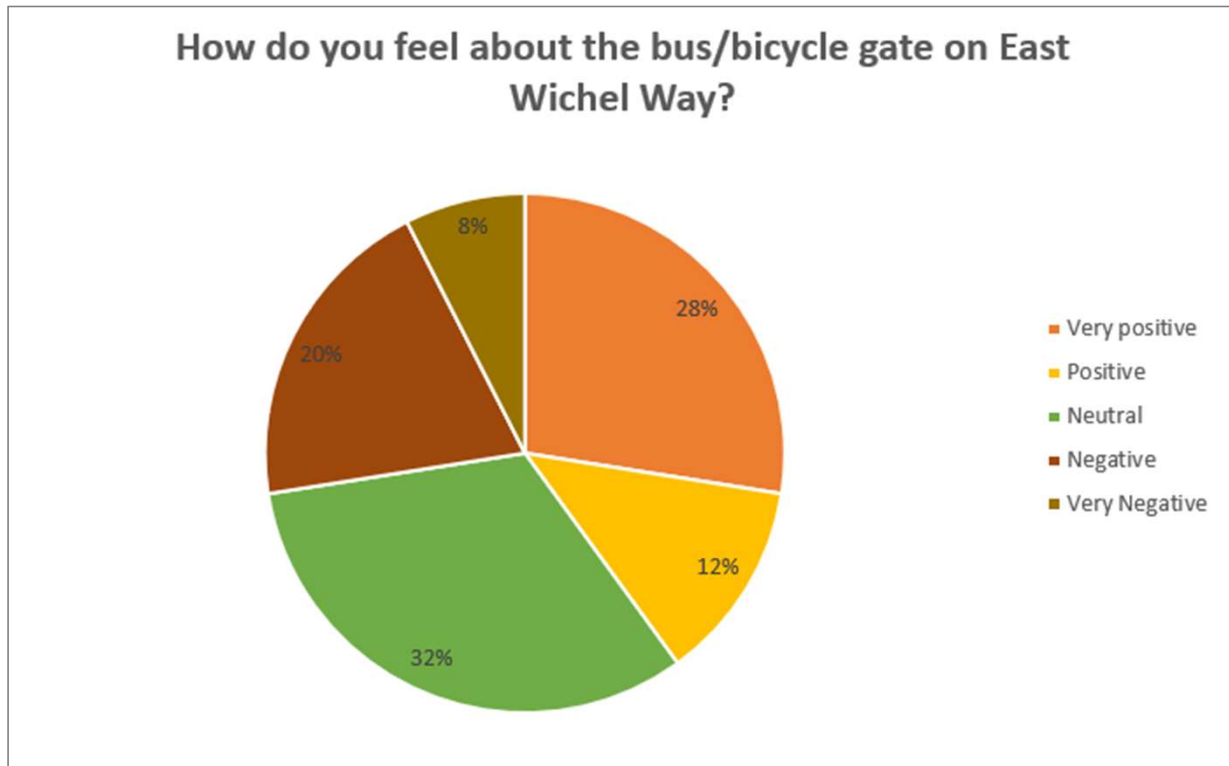
- "Other" reasons included EV charging points, modern and accessible housing, EV charging as standard and proposed parking restrictions.
- 100% of Middle Wichel respondents chose the top option

Are you a parent to someone under 16?



50% of respondents had a child or children under the age of 16.

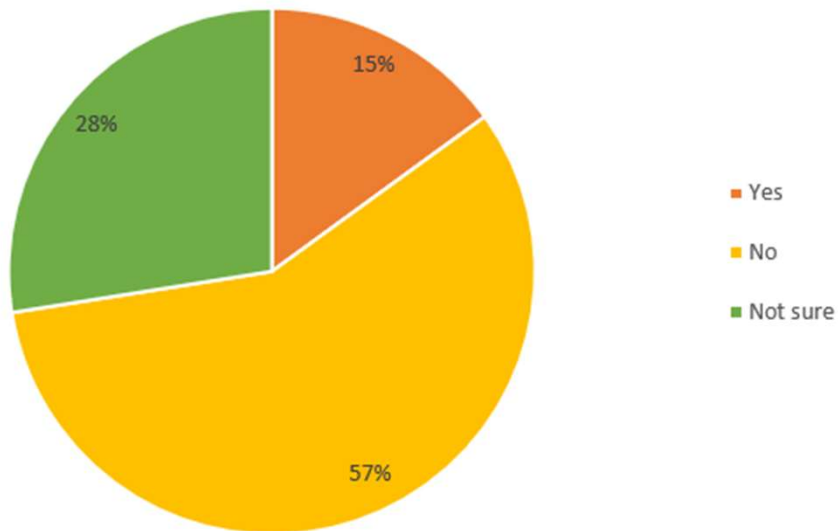
Bus/bicycle gates – East Wichel Way



- Generally, respondents feel very positive or neutral about the existing bus/bicycle gate on East Wichel Way.
- 8% of respondents feel very negative.
- Those who felt “very positively” commented that it reduces traffic, makes it safer for children and pets and also makes it safer for pedestrians and cyclists.
- Those who felt very negatively commented that cars are still using the gate and the buses don’t go to destinations they want to visit.

Bus/bicycle gates – Redposts Drive

Would you support a cycle / bus gate on Redposts Drive in the future (once other options for vehicular traffic are available)?



- 15% of respondents would support this, whereas 57% would not. 28% were not sure.
- Comments included: concerns that congestion in Old Town would increase, no other easy alternative route into West Swindon (including a bus service), increasing carbon footprint if having to drive long way around, it would provide a safer route for cyclists and pedestrians.

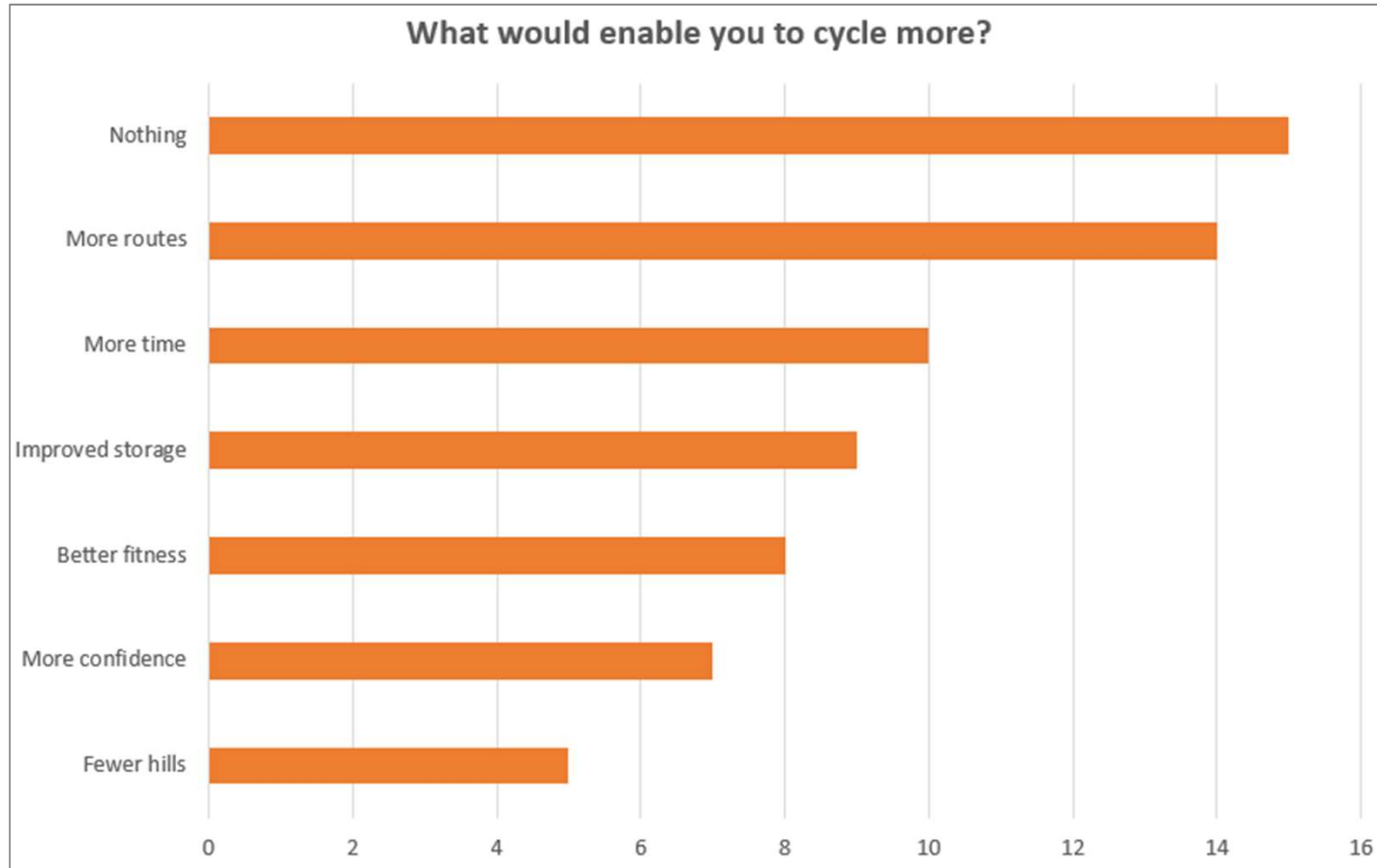
Do you have any comments on the current or future cycle infrastructure in / around Wichelstowe?

“Looks good - we need the Kms of footpaths and cycle paths promised in the development plans, and the canal connecting up from EW to MW.”

“Ensure it is connected to areas such as the garden centre by Junction 16, and to Wroughton via wharf Road.”

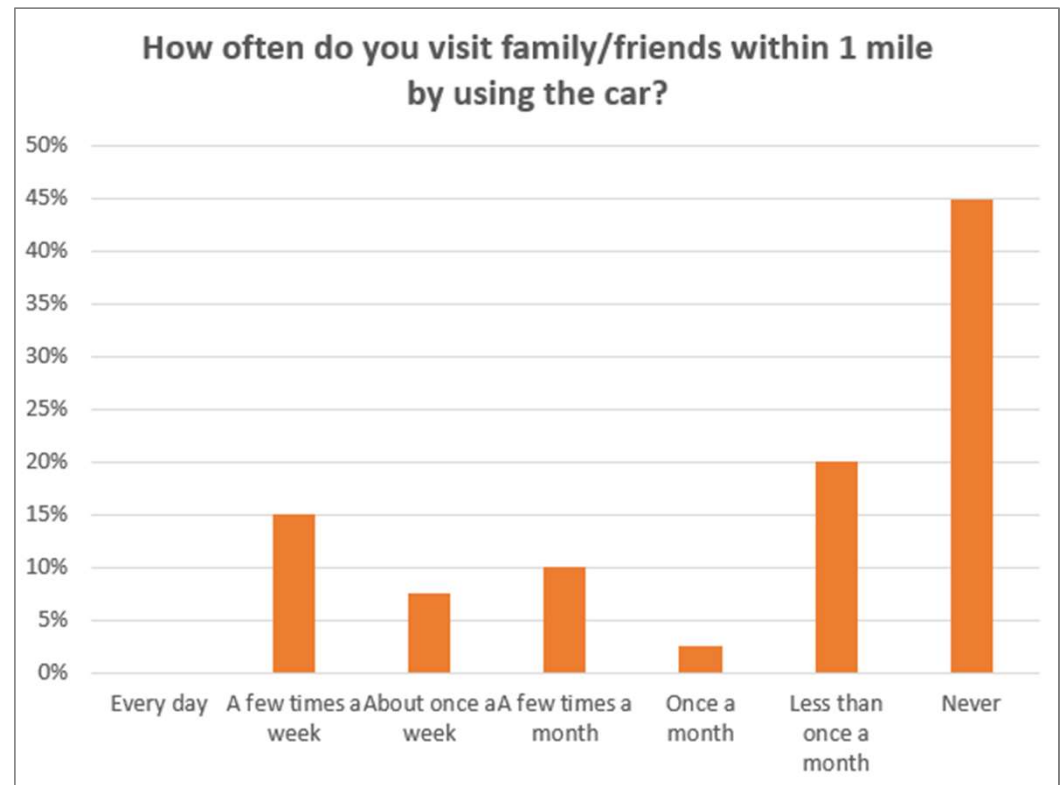
“Access up onto the old railway path is very difficult for bike users. I cannot carry my bike up the steps along Redposts Drive so it prevents me from using my bike for commuting.”

What would enable you to cycle more?



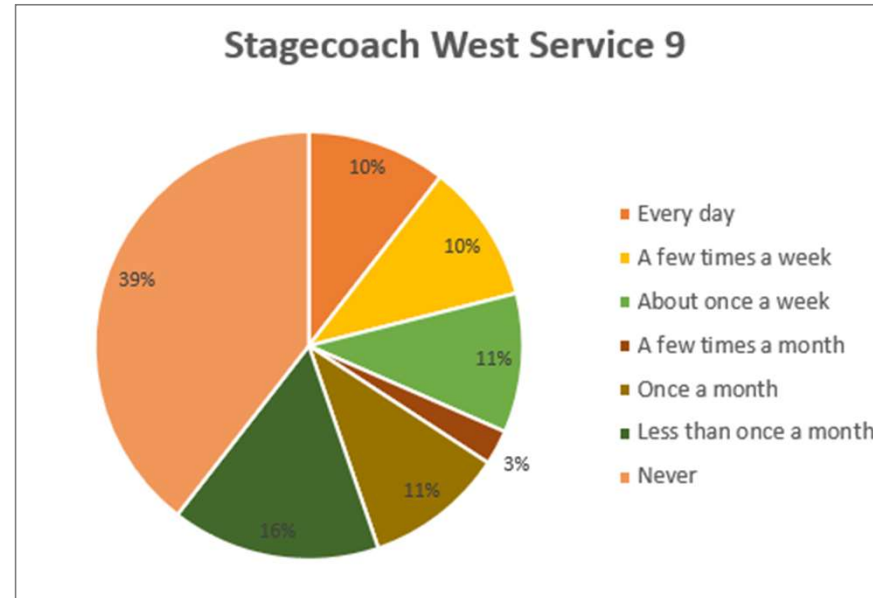
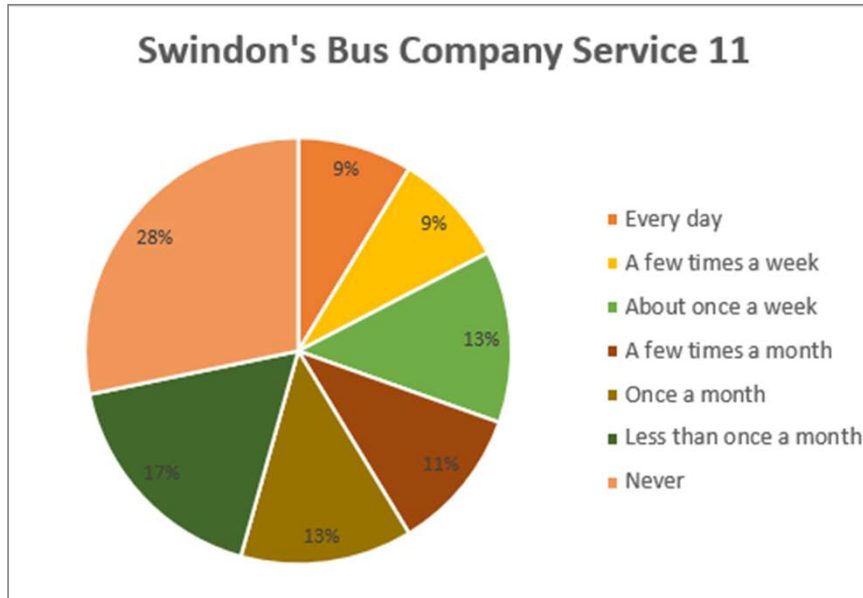
- Other than Nothing, most respondents selected that More Routes would enable them to cycle more, with the least selecting Fewer Hills.

Walking and driving



63% of respondents walk continuously for 15 mins+ every day. 45% of respondents never drive within 1 mile to visit family/friends.

Bus services



- More respondents are using the Service 11 than the Service 9.
- Comments on these bus service are around poor reliability, wanting RTPI, not going to the right locations and the need for good connections to the rail station.

Bus services – Comments from residents in Middle / West Wichel

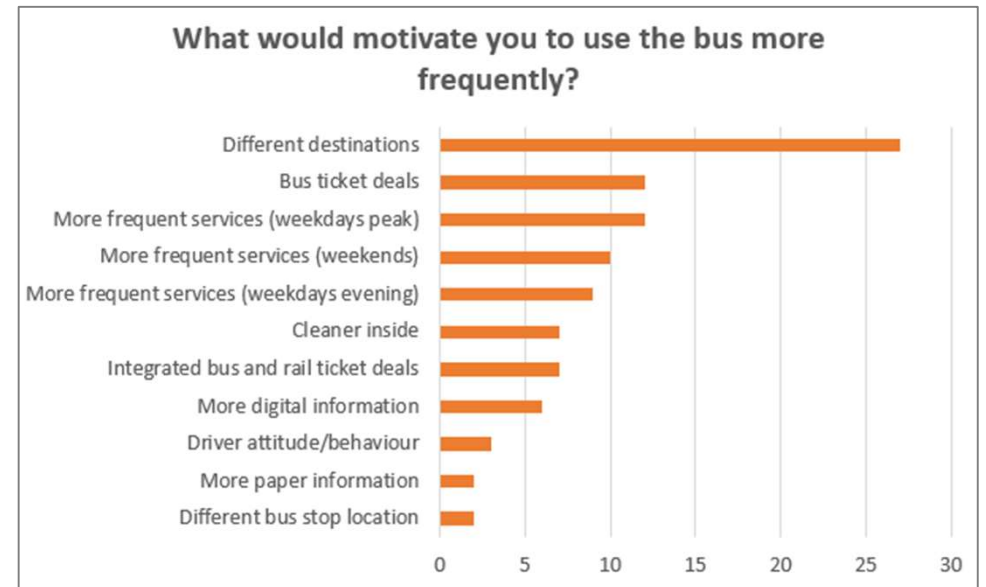
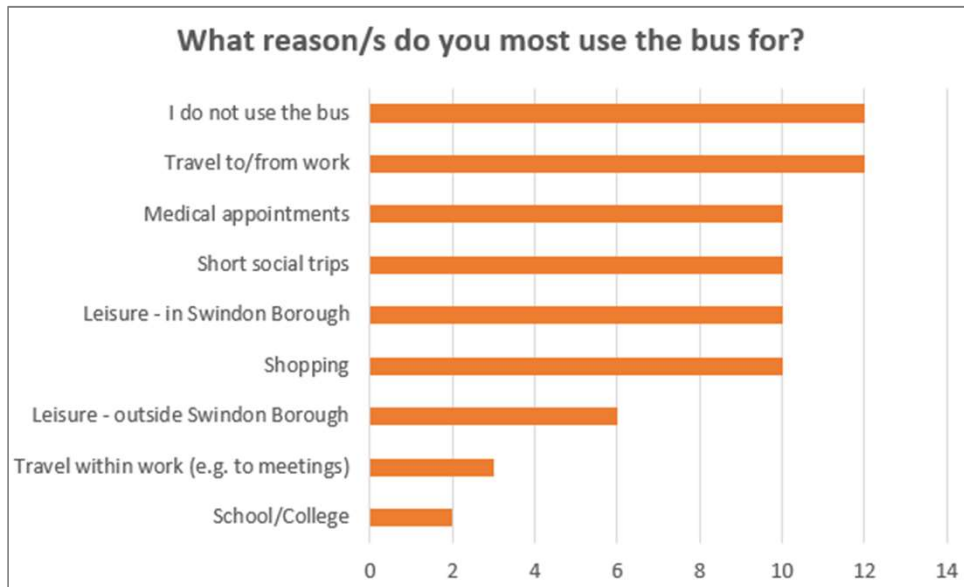
"They need to connect up to at least mannington but ideally the outlet or link centre. Currently you can only leave Wichelstowe to the east by bus which is ridiculous. One only needs to see the amount of traffic flow in this direction to see that there should be a bus."

"Extremely disappointing service. Neither is very reliable. The planning document stated that the number 11 bus would run every 10-15 minutes to Wichelstowe. This would make it a much more attractive option for a lot of people."

"I have only lived in the area a few weeks and already twice I've been waiting to catch the number 11 it has not arrived. 30 minutes is a long time to wait for the next one. I can see why those who have cars prefer to use them."

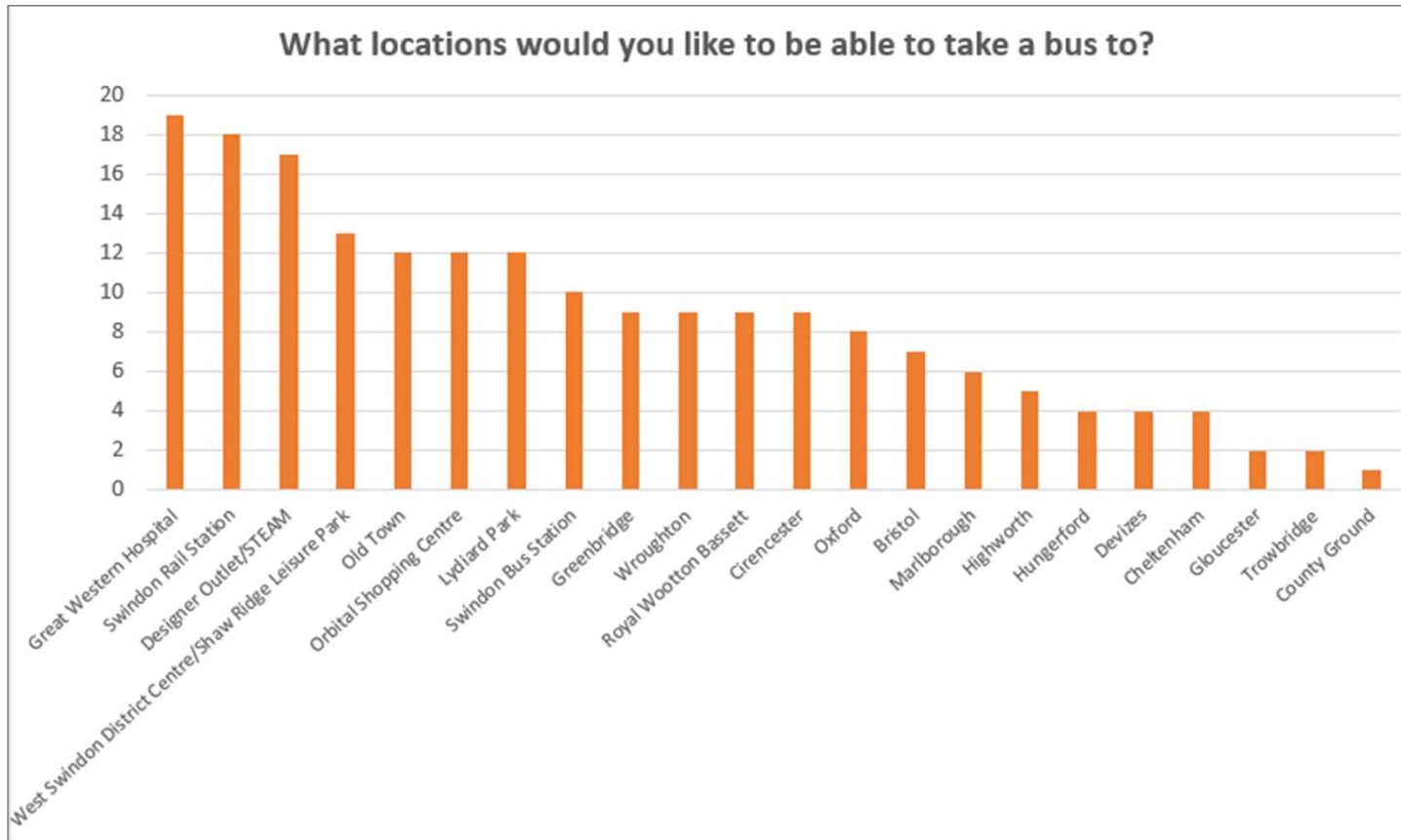
"Since moving to Wichelstowe I have not used these services as it would take a long time being one bus into town and changing to another bus. It would be amazing if other buses that served other areas of town passed through Wichelstowe."

Bus use reasons



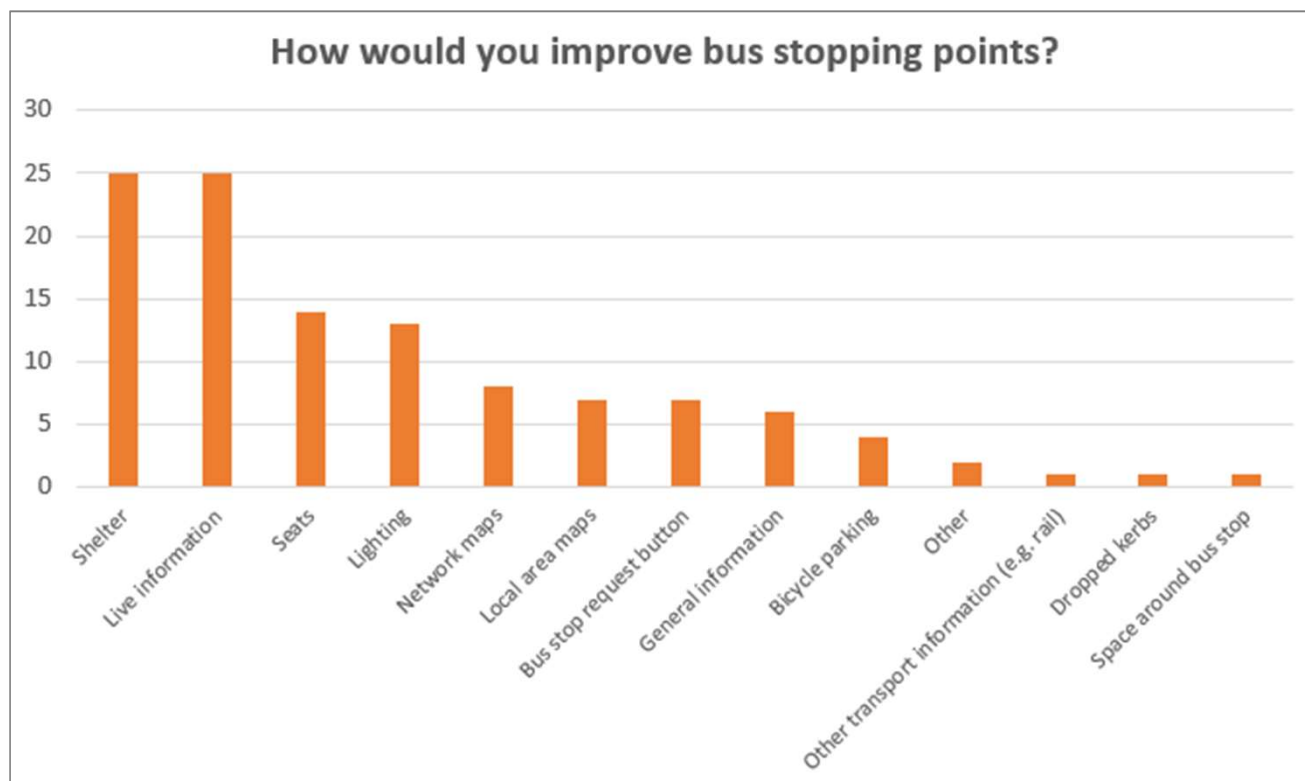
- Respondents that use the bus mainly do so for travel to/from work.
- Different destinations for bus routes was the highest motivation to use the bus more frequently.

Bus destinations



- As different destinations for bus routes was the highest motivation to use the bus more frequently, we asked respondents where they would like to go.
- The top 3 destinations were GWH, Swindon Rail Station and Designer Outlet.

Bus stops



- Shelters and Live information were the top 2 improvements suggested. “Other” included repairing existing shelters.