

The background image shows a modern, multi-story building with a curved facade and large glass windows. A person is walking on a curved, elevated walkway with a metal railing in the foreground. The sky is clear and blue, and there are some trees on the right side of the building.

'Land at Redlands, Highworth' Annual Travel Plan Monitoring Report (July 2024 – July 2025)

Backhouse
September 2025



Prepared for:

Backhouse

**Annual Travel Plan
Monitoring Report
(July 2024 – July 2025)
September 2025**

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1. INTRODUCTION

Background

- 1.1. This annual travel plan monitoring report for the Backhouse Housing development at ‘Land at Redlands, Highworth’, referred to as ‘Backhouse Highworth’ has been prepared by PFA Consulting to provide a review of the Residential Travel Plan (RTP) for the latest 12-month period (July 2024-July 2025), following PFA Consulting’s re-commission as the site’s Travel Plan Co-ordinator (TPC).
- 1.2. This report is submitted to Backhouse Housing (the developer) as well as Claire Fleming, Swindon Borough Council’s Travel Plan Officer and has been uploaded to the Modeshift STARS platform.

Residential Travel Plan

- 1.3. The RTP for ‘Backhouse Highworth’ was first produced by PFA Consulting and approved by Swindon Borough Council (SBC) in in March 2022. The RTP is an evolving document and is to remain active until 2027 or until successful completion of the travel plan targets at full occupation of the site, whichever is the later. SBC require all new Travel Plans to be included on the Modeshift STARS online platform, a national database for recording and updating Travel Plans.
- 1.4. The RTP was extended to include both Phases 1 & 2 of the proposed development which were the subject of separate planning applications. The RTP covers a total of 112 dwellings, 67 in Phase 1 which have recently be completed, and 45 in Phase 2 which is expected to commence later in 2025.
- 1.5. An annual monitoring report is required to be produced throughout the travel plan’s lifespan, as specified in the RTP. These are informative reports produced for the benefit of the developers and SBC to indicate what progress has been made over the past 12-months and outline the plans for the following 12-month period.
- 1.6. The Travel Plan aims for a 5% reduction in the vehicular trip rates from the baseline trip levels by April 2027.
- 1.7. The Backhouse Highworth Travel Plan currently has ‘Very Good Travel Plan’ (Bronze) Accreditation by Modeshift STARS, as approved by SBC’s Travel Plan Officer.

Outline of the Monitoring Report

- 1.8. This monitoring report reviews the progress made with regards to the aims and objectives of the RTP and specific Travel Plan initiatives; and identifies the ‘next steps’ that are to be taken over the next 12-month period. This includes the continued production and distribution of the Travel Information Packs to residents on occupation, continued communication with all stakeholders, travel surveys, and measures proposed to encourage sustainable travel.

2. REVIEW OF PROGRESS

2.1. A review of the RTP is provided in this section, with the ‘Aims/Actions’ provided below in **Table 2.1**, which is replicated on Modeshift STARS.

Travel Plan Initiatives

Table 2.1: Backhouse Highworth RTP Modeshift STARS Travel Plan Initiatives

Travel Plan Initiative	Reference	Description
Cycle Hire / Bike Loan scheme	BC4	Details of ‘Borrow a bike’ scheme continues to be included in the Travel Information Pack.
Provision of public transport smart cards for residents	BPT8	All Phase 1 residents were given the chance to apply for two free ‘Flexi-5’ bus tickets through a Stagecoach produced leaflet within their Travel Information Pack. This offer is to continue for Phase 2 residents.
Other Walking Initiative	BW11	Newsletters identifying information on walking, cycling and public transport were given to residents during the winter of 2024/2025.
Car-pooling/ sharing scheme	RC10	Continues to be advertised within the Travel Information Pack.
Dr Bike sessions delivered	BC16	Dr Bike sessions were offered as part of Sustainable Travel Event in October 2022 and May 2023. Another session is to be offered following full occupancy.
Bike security marking takes place	BC1	Bike security marking was offered as part of Sustainable Travel Events which took place in May 2023 at the Highworth Recreation Ground, and October 2022 at Highworth Marketplace. As Phase 1 has now been completed a further event could be arranged following consultation with SBC.
Cycle parking / storage installed	BC6	All dwellings currently constructed have cycle storage as per the approved plans, either within a garage or cycle shed. This will continue with the Phase 2 development in accordance with the approved drawings.
Offer led/guided cycle rides	BC21	As part of sustainable travel event in October 2023, a group led ride was organised by ‘Let’s Ride’ bike leaders. Links to British Cycling’s ‘Let’s Ride’ webpage (which shows free guided bike rides in local areas) is provided in the updated Travel Information Pack.
New residents welcome pack with travel information	BP14	On occupation all new residents are provided with the Travel Information Pack containing a wealth of information on sustainable travel options available to them. A copy of the Travel Information Pack is provided at Appendix A . The Travel Information Pack can be accessed online via a QR code on the poster located within the sales office, which is reproduced at Appendix B ; and also as a link on SBC’s ‘Swindon Travel Choices Website for the Backhouse, Highworth development: https://www.swindontravelchoices.co.uk/newdevelopments/backhouse-highworth/
Run a ‘travel by bus’ promotion	BPT5	Bespoke promotional “flyer” leaflet delivered to all households and copies provided to sales office.
Provision of timetables/maps/ Information	BPT9	Several resources are included in the Travel Information Packs, including a map of local facilities, circular walking trail around Highworth, extract of the Swindon Cycle Map, a map of the route and timetable of Bus Service 7 serving Swindon and Bus Service 76 serving Cirencester, together with information and tips to encourage sustainable travel modes. In addition, a Travel Information Newsletter was provided to residents during January, a copy of which can be found at Appendix C .

Working with the local authority to support sustainable travel in the community	BP13	The resident travel surveys help to understand how support can be given to residents to travel sustainably on a more regular basis. Whilst limited survey responses have been recorded since baseline, many reported they would like access to footpath HH10 (link to Shanks Close and schools) as soon as possible to enable safer trips to school. The TPC continues to report this.
Personalised Travel Planning delivered	BP5	Any resident with any specific travel queries continues to be answered with necessary useful travel information provided.
Community Noticeboard	BP12	Emails sent to Backhouse requesting installation along with follow up emails. Limited progress.
Run sustainable travel competition	BP7	Swindon Active Trail challenges continue to be advertised within the Travel Information Pack.
Sustainable travel options provided on internal website	BP9	Travel resources continue to be accessible on SBC’s ‘Swindon Travel Choices’ website: https://www.swindontravelchoices.co.uk/newdevelopments/backhouse-highworth/ .
Keep annual records of participation levels in sustainable travel schemes and incentives	M1	Residents are encouraged in the Travel Information Pack to email the TPC if they are interested in any of the RTP’s schemes or incentives. A record was kept of the number of people visiting the Sustainable Travel Event in October 2023 and those getting their bikes security marked; a total of 16 bikes were security marked .
Residents Traffic Surveys	M5	A travel survey of residents was carried out in 2023. Residents were provided with a postcard which provided a link to the travel survey. A copy of the post card which was sent is provided at Appendix D , with the travel survey form itself at Appendix E .
Annual Monitoring Report	M5	Annual monitoring report produced covering the 12-month period (July 2024-July 2025).

Travel Information Packs

- 2.2. The on-line Travel Information Packs were reviewed and updated periodically throughout the past year (July 2024, December 2024, April 2025 and August 2025) to ensure that the information provided was up to date such as bus frequencies and local facilities and reflected any policy changes. In July 2024, the TPC ensured that enough new batches of Travel Information Packs were delivered to the site sales office until final occupation of Phase 1 and that these were available online via SBC’s bespoke ‘Swindon Travel Choices’ website
<https://www.swindontravelchoices.co.uk/newdevelopments/backhouse-highworth/>.
- 2.3. The TPC ensured that the sales staff were aware of the content of the Travel Information Packs and were fully briefed about the opportunities for sustainable travel which could be disseminated to the new residents.
- 2.4. Backhouse Highworth sales office have confirmed that the Travel Information Packs were handed out to new occupations and that the same arrangement will occur throughout Phase 2. Regular contact with the sales office has been maintained throughout the year to understand occupation numbers and answer any queries about the RTP.
- 2.5. The Travel Information Packs continue to include promotion of the free two ‘Flexi-5’ bus tickets and the free 6-week borrow a bike scheme available to all residents. The most recent on-line version of the Travel Information Pack continues to be available to residents; a copy of which is included at **Appendix A**.

- 2.6. As the Travel Information Packs are regularly updated, the TPC produced a poster to display in the sales office so that residents are able to access the latest version by means of a QR code. The poster, which is reproduced at **Appendix B**, also reminded residents of the incentives available to them.

Sustainable Travel Promotion

- 2.7. Travel Information Newsletter was provided to residents and the Sales Office during January 2025 which provided information on local facilities, updates on the Governments “bus fare cap”, details of the guided group bike rides, a reminder that a free ‘flexi-5’ bus ticket is available to residents and details of SBC’s ‘borrow a bike scheme’ and how residents can apply. The Travel Information Newsletter is provided at **Appendix C**.
- 2.8. To encourage travel by sustainable means each household continues to be offered the opportunity to sign up to the two free ‘flexi-5’ 5-day Stagecoach ticket and the ‘borrow a bike’ scheme for six weeks. Details on how residents can claim these are included in the Travel Information Pack.
- 2.9. The TPC worked with Stagecoach to develop the bus promotion offer and bespoke bus timetable booklets which were distributed to residents within the Travel Information Pack.

Residents Travel Survey

- 2.10. A residents travel survey was carried out in August 2023 which involved providing existing residents of the 48 dwellings occupied at the time of the survey, with a postcard posted through letterboxes providing details of the travel survey and a QR code to link to the on-line survey. To incentivise residents, those completing the survey were included in a prize draw for a chance to win a £100 shopping voucher. A copy of the postcard issued to residents is provided at **Appendix D** with a copy of the on-line residents travel survey form provided at **Appendix E**.
- 2.11. Of the 48 household occupied at the time of the survey, only 17 residents provided a response.
- 2.12. A summary of the travel surveys findings have been completed by PFA Consulting and is reproduced at **Appendix F**.
- 2.13. PFA Consulting in their role as Travel Plan Coordinator contacted by email those residents who requested further information. This personal travel planning included bus discount vouchers, copies of the Travel Information Pack, information on borrow a bike scheme and local guided rides in the area, and details of local rambler groups and Highworth Wellbeing Walks
- 2.14. The main concerns that were raised by residents in the travel survey was that of road safety on the A361 Swindon Road due to the narrowness of the footway; and the need for the pedestrian access from the estate to the B4000 via the existing public footpath along the back of Stranks Close.

3. LOOKING AHEAD

- 3.1. The recommended ‘next steps’ for the Travel Plan Coordinator (TPC) to implement in the next 12 months as we get to full occupation of the development is set out below.

Updating Travel Plan on Modeshift STARS

- 3.2. The Backhouse Highworth Travel Plan shall be updated on Modeshift STARS to include a copy of this annual monitoring report. The TPC will review the Travel Plan Initiatives and where appropriate include further initiatives as required to work towards achieving the Silver accreditation.

Engagement Events

- 3.3. The TPC’s aim is to plan and undertake two public engagement events in 2025/2026. The TPC will discuss with SBC the most appropriate format and locations for such events.

Travel Information Packs

- 3.4. The Travel Information Packs will be updated as required and provided to the Backhouse sales team to distribute. The on-line version will also be updated as and when any information changes and made available on the Backhouse Highworth Travel Information page on SBC’s ‘Swindon Travel Choices’ website.

Sustainable Travel Promotion

- 3.5. The free 6-week borrow a bike initiative and two free ‘flexi-5’ 5-day bus tickets will continue to be promoted as a key incentive to help residents make more journeys by bike and public transport. The TPC will ensure that Backhouse sales staff are fully aware of the schemes and how to signpost residents to apply for them. The production of a “flyer” to all residents to advertise these initiatives will be discussed with the sales team and SBC; this could also be placed on the site’s community noticeboard once installed. The incentives will also continue to be promoted through the distribution of Travel Information Packs, SBC’s ‘Swindon Travel Choices’ website, newsletters and at engagement events. Stagecoach will be contacted to confirm the offer of the free flexi-5’ 5-day bus tickets to be extended to include the Phase 2 development.

Travel Surveys & Monitoring

- 3.6. Once Phase 1 has reached full occupation a resident’s travel survey of all the households will be undertaken using the same survey form as that undertaken in 2023 to ensure consistency and enable comparisons to be made. The TPC will discuss with SBC the different methods available to promote the travel surveys most effectively in order to get a higher response rate.
- 3.7. It may also be appropriate to undertake additional surveys at the site access to establish the vehicle trip rates of the development. This will be discussed with SBC and will likely involve an Automatic Traffic Counter (ATC) which would be put down for a 7-day period.
- 3.8. The results of the travel surveys will be reported in the annual monitoring report (July 2025-July 2026) and will be used to see whether the travel plan targets are being achieved or whether further measures are needed to encourage sustainable travel by the residents.

Accreditation

- 3.9. The aim for next year is for the Backhouse Highworth Travel Plan to sustain its ‘Very Good Travel Plan’ Bronze accreditation and to strive towards the Silver ‘Excellent Travel Plan’ accreditation, by meeting the necessary criteria set out on Modeshift STARS, which will need the approval of SBC’s Travel Plan Officer. This will involve the completion of further travel plan initiatives.

BACKHOUSE HIGHWORTH WELCOME PACK

Helping you get around
your new area

**FREE
OFFERS!**

**Two 5-Day "Flexi 5"
Stagecoach Tickets!**

**Borrow a Bike
for 6 Weeks!**

See inside
for details



BACKHOUSE



INSIDE YOUR WELCOME PACK

BACKHOUSE HIGHWORTH RESIDENTIAL TRAVEL PLAN

This Travel Plan has been developed to help you:

- Reduce your need to travel by private car
- Help inform you on how to get around locally by foot, cycling and public transport
- Provide useful tips on travelling in greener and healthier ways

To find out more about the Backhouse Highworth Residential Travel Plan, contact Harry Pearce, the Backhouse Highworth Travel Plan Coordinator:

tpc@pfaconsulting.co.uk

BENEFITS TO YOU & YOUR COMMUNITY

Getting involved with your development's Travel Plan has plenty of positive benefits including:

- ✓ Improving your health and well-being
- ✓ Reducing your travel costs
- ✓ Improving your accessibility to local services
- ✓ Improving road safety
- ✓ Reducing your travel times
- ✓ Improving your travel choices
- ✓ Creating a cleaner, more vibrant local community

Page 3
YOUR WELCOME LETTER

Page 4
WALKING
and places of interest within walking distance

Page 5
YOUR LOCAL AREA
and local facilities

Page 6
CYCLING
with information on local cycle routes

Page 8
BUS AND COACH TRAVEL

Page 10
RAIL TRAVEL

Page 12
DRIVING
Including information on car sharing

Page 13
FREE BUS TRAVEL VOUCHER & BORROW A BIKE OFFER!

Page 14
ECO-DRIVING TIPS

BACKHOUSE

Dear Backhouse Highworth Resident,

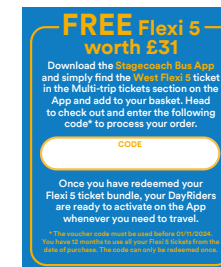
WELCOME TO BACKHOUSE HIGHWORTH!

We hope that you are settling into your new home and getting to know your local area. This leaflet provides you with useful information regarding travelling in and around Highworth and forms part of a Travel Plan for Backhouse Highworth which aims to help residents travel in greener, healthier ways and reduce journeys by car.

The Swindon Travel Choices website includes further travel information relating to Backhouse Highworth and the Swindon area and also provides up-to-date news and events.



To help you along the way, Stagecoach and Backhouse are offering each household **TWO FREE 5-Day "Flexi 5" Stagecoach Tickets** (see page 8 for more information). Download the Stagecoach App and use your personal voucher code to get your tickets. Backhouse are also offering to **lend you a bike for FREE for 6 weeks** (see page 7 for more information).



For more details feel free to email: tpc@pfaconsulting.co.uk or phone PFA on 01793 828000 and ask for the Travel Plan Coordinator for Backhouse Highworth.

Kind regards,

Harry Pearce, PFA Consulting
Your Travel Plan Coordinator



WALKING

Backhouse Highworth by Foot

Walking is the greenest, healthiest and cheapest way of getting around. It's a great way to fit regular exercise into your day and it's absolutely free!

Highworth town centre with its independent shops and supermarkets is just a few minutes' walk away, so why not try discovering the area by foot? A great place to start is the Highworth Visitor Information Centre on the Highstreet, open 10-3 Tuesday to Friday and 9-2 on Saturdays. There is a popular weekly **Saturday Market** in the town centre - with a wide range of stalls, shops and cafes. Local amenities including a doctors, dentist, post office, library and schools are all within walking distance.

Looking for a place to Walk the Dog or take a Countryside Stroll?

Backhouse Highworth is well connected to the beautiful local countryside and there are several areas of greenspace **right** on your doorstep. The **Old Golf Course Public Green Space** is right opposite Backhouse Highworth and **Pentylands Country Park** is just a short walk away. The beautiful **Stanton Park** is 2 miles away - you can walk there (if you want to make a day of it!) or it is accessible by bus (Stagecoach Bus Service 7 is nearby). You can also walk (or cycle if you don't mind using some roads) to local attractions **Roves Farm** and **Nightingale Wood** via Sevenhampton.

The wide network of local footpaths, bridleways and byways can be found on Swindon Borough Council's website or for other local areas to walk in take a look at the All Trails website. The "Get Walking in North Swindon" magazine can also be downloaded from the Backhouse Highworth website. Highworth Visitor Information Centre sells a book on local walking routes. Highworth Wellbeing Walks run every Thursday @ 2pm meeting in the Leisure Centre car park. Click on the QR codes below.



Public Rights of Way Map



All Trails



Highworth Wellbeing Walks



Active Swindon Trails Challenge

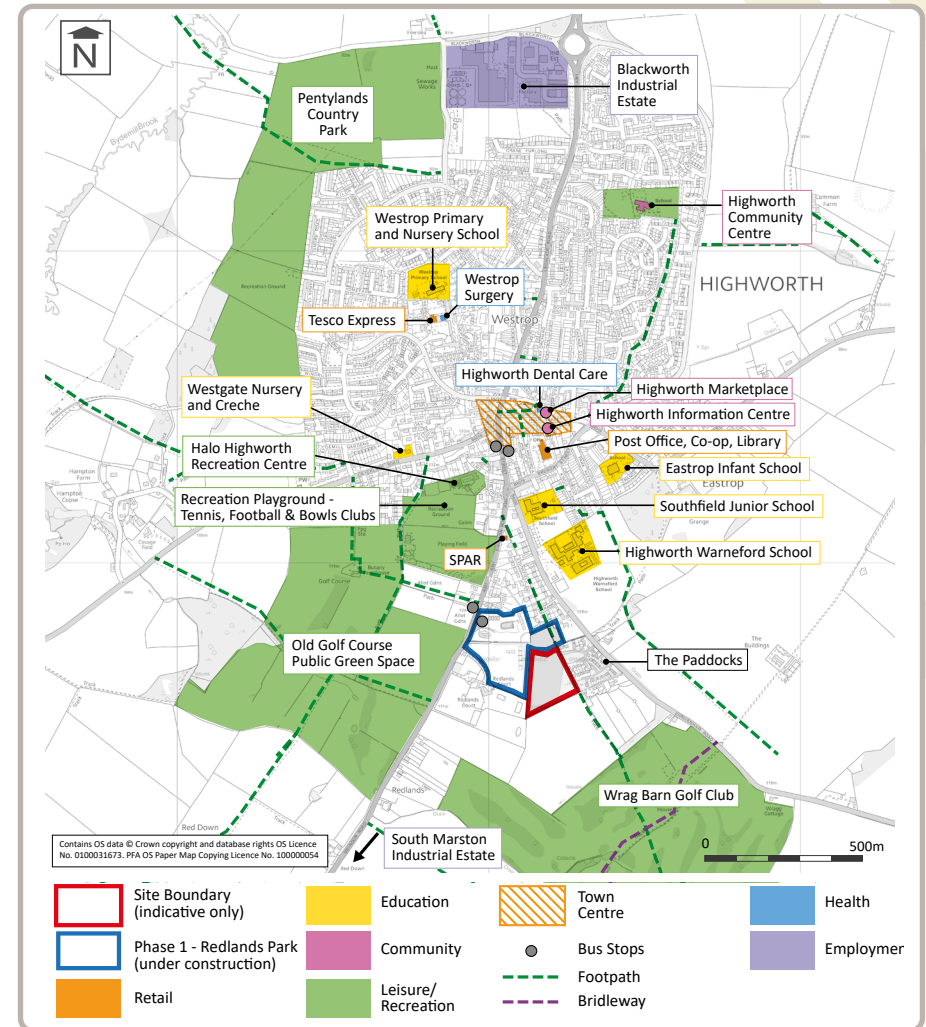


Pentylands Country Park



Old Golf Course Public Green Space

YOUR LOCAL AREA



Saturday Market



Warnford School

CYCLING

Backhouse Highworth by Bike

Cycling is a great way to get around - its often quicker than driving and certainly cheaper. Cycling is a green and healthy way to travel and with a rucksack, basket or pannier bag you'll be surprised with how much you can carry on two wheels. There are great country lanes near Highworth to cycle along.

If you are looking for a more leisurely ride or to make hills a bit easier, why not consider an electric bike which you can try out for FREE with the **Borrow a Bike Scheme** (see details on next page). Secure cycle parking is available in Swindon Town Centre and most key destinations.

Useful Cycle Map Links

For more information about cycling locally take a look at the **Swindon Travel Choices** website.



Get yourself a free copy of the **Swindon Cycle map** to help you navigate Swindon by bike or alternatively you can download an app such as **Cyclestreets** to help you get around www.cyclestreets.net/mobile



To join free local bike rides in the area or find a good traffic-free route from your doorstep take a look at **British Cycling's Let's Ride** site with free bike rides to join, and great cycle routes to explore www.letsride.co.uk



Top Tips

Before you ride always do a quick "ABC" check.

- **Air** – squeeze your tyres to check if they have enough air in them, they should be firm and not easy to squeeze. Tyres need inflating roughly every 6 weeks and flat tyres are no fun to ride on!
- **Brakes** – before you ride make sure that your brakes are working and not rubbing on the wheel.
- **Chain** – Chains need lubricating roughly every 6 weeks, you can get some chain oil from your local bike shop.

Highworth to Swindon Cycle Path Campaign

Join the campaign to develop a cycle path between Highworth and Swindon and to improve cycle/pedestrian paths within Highworth. If you're interested in supporting this why not get involved in Sustainable Highworth and Swindon Cycle Campaign.



FREE Learn to Ride and Cycle Confidence Sessions

Do you know an adult, teen or child who would like to learn to ride a bike or develop more confidence cycling?

Follow Swindon Cycle Campaign on Eventbrite to find out about upcoming training.



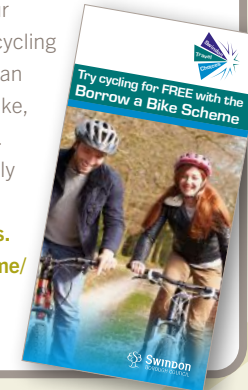
Reporting Footway/Cycleway Faults

If you find any faults on footpaths/cycleways they can be reported on the 'Report a Problem' page on the Swindon Borough Council website.



Borrow a Bike Scheme

Backhouse are offering your household a chance to try cycling for **FREE** for 6 weeks. You can choose between a hybrid bike, electric bike or folding bike. For more details and to apply go to: www.swindontravelchoices.co.uk/borrow-a-bike-scheme/



Thinking of Buying a Bike?

If you're looking to purchase a new bike or get repairs done on your faithful old steed, there are plenty of bike shops in the surrounding area. They include **Swindon Cycles** off Beechcroft Road and **Recycles** in Swindon Town Centre. Alternatively, the **Mobile Cycle Medic** offers a mobile bike repair service with pick up and drop off from your doorstep.

You can also obtain a bike with up to 42%* off through the **Government's Cycle to Work Scheme**. The scheme allows employees to obtain bikes tax-free.

Ask your employer if they are signed up to the scheme. **Further charges may apply*



BUS AND COACH TRAVEL

Save Money in 2025 and take advantage of the **£3 price cap on single bus tickets across the UK** until the end of December 2025. Using the bus can save money that you may otherwise spend on parking!

Your nearest bus stops are located close to Backhouse Highworth on Swindon Road (near Redlands Close). **Stagecoach Service 7** operates a good regular service from here to Swindon including South Marston Industrial Estate. www.stagecoachbus.com

Local Highworth Bus Services

Stagecoach & Pulhams Coaches Bus Services

- 7 **Highworth** - Swindon Bus Station
- 64 Witney - Lechlade - **Highworth** - Swindon
- 76,77 **Highworth** - Lechlade - Fairford - Cirencester
- 807 Warneford School - Blunsdon
- C7 Faringdon - **Highworth** - Cirencester College

Swindon Bus Services

- H93 Warneford School - Thornhill Drive, St Andrew's Ridge, Swindon

Travelling Further Afield?

National Express and Megabus coaches run from Swindon, offering a range of destinations across the UK. National Express Service 401 travels between Bristol and London, operating approximately every two to three hours, Monday to Sunday. Buses stop at Swindon Bus Station/ Great Western Hospital/Marlborough Rd and Sussex Square. Megabus offers services from Swindon to over 20 UK-wide destinations with bus stops at Stratton Park, Sainsburys/Dunelm.



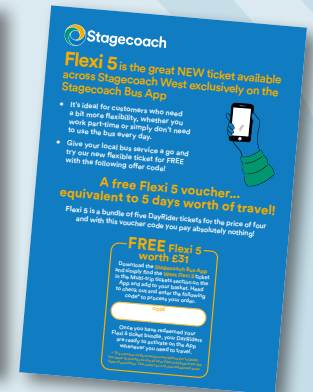
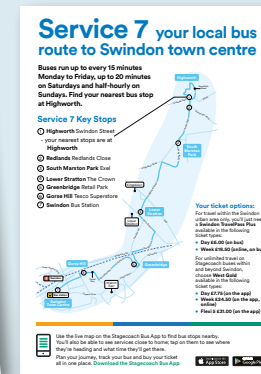
Photo: www.swindonadvertiser.co.uk



Photo: Helen Iwanczuk [CC BY-SA 2.0]

Stagecoach and Backhouse are offering two free Free 5-Day “Flexi 5” Tickets as a special offer for Backhouse Highworth residents try out the local bus services.

For more details, send an email to the Travel Plan Co-ordinator at TPC@pfaconsulting.co.uk



Save Money

Have you reached state pension age or do you have a certain disability? You may be eligible for a concessionary bus pass from Swindon Borough Council. This is a free bus pass that allows you to travel on most Stagecoach buses for free. For more information, scan the QR code.



Useful Apps for Smartphones and Tablets



The Trainline



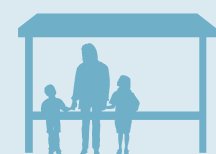
Stagecoach



National Express



Traveline



RAIL TRAVEL

Rail travel provides a fast and convenient option for travelling further afield. It can not only be quicker than travelling by car, but can also save you money in parking charges!

Swindon Station is the closest railway station, located 6 miles from Backhouse Highworth. The station offers frequent services to a wide range of destinations. Trains to London Paddington run approximately every 15 minutes, with half-hourly trains to Bristol and Cardiff and hourly trains to Cheltenham Spa. Cycle and car parking is available. Bikes travel free on trains but non-folding bikes must be pre-booked on the high speed services.

Stagecoach Service 7 runs from Backhouse Highworth to Swindon Bus Station, which is a short walk from Swindon Railway Station.



Save Money

Aged over 60 or between 16 and 30? You can save a third off most rail fares with a railcard.

Travelling as a family? With a Family Railcard you can get a third off standard class adult rail fares and 60% off standard class child rail fares for up to four adults and four children. For more information, visit the www.railcard.co.uk website.

Travelling as a group? Groups of three to nine adults can travel with a 34% discount using a Group Save ticket. More details can be found on the National Rail website.

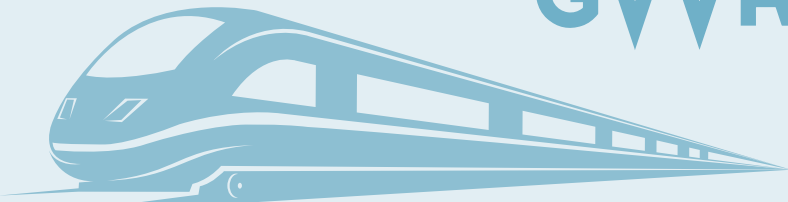
If you book early you can save up to 85% on your rail journey using advance fares. Looking for more saving still? You can often find a much cheaper train fare through using the Split Ticketing website www.splitticketing.com

Stay Informed

Journey planning assistance can be found on www.swindontravelchoices.co.uk/plan-a-journey

Live departures and arrivals for all UK rail stations are available from www.nationalrail.co.uk

GWR



DRIVING

Even when driving is the only option there are still ways that you can save money and reduce your carbon footprint.

Driving more efficiently is an easy change to make. To learn some simple techniques visit: www.theaa.com/driving-advice/fuels-environment/drive-economically



Car Sharing

Car sharing provides the convenience of the car, whilst alleviating the associated problems of congestion and pollution. It is a great way to save money and reduce your emissions, while providing a fun way of meeting new people.

Your employer may run a car share scheme or offer priority parking and other incentives for car sharers. If you share daily on a 20 mile (each way) commute, you could save over £1,500 on fuel per year*!

Alternatively, find a car share partner by visiting the Swindon Carshare service at: www.carshareswindon.com The website is part of the Liftshare network which matches regular drivers with those on similar routes. There are currently over 700,000 members on Liftshare, so the chances are that you'll find a match. The scheme is completely free to join and use. You do not need to own a car as you can register as a potential passenger and share the fuel costs with someone driving. You can be flexible and don't have to car share every day.

**Based on two people sharing in a car with a petrol engine size between 1.4 and 2.0 litres with petrol costs at £1.65 per litre.*



Electric Vehicles

Electric vehicles are a more sustainable option if you do need to drive. Grants are available to reduce the cost of purchasing electric vehicles, visit www.swindontravelchoices.co.uk/getting-around/car/electric-vehicles/electric-vehicle-grants for more information.



Making an Irregular Journey?

Visit www.blablacar.com where you can either choose to travel in somebody else's car, or advertise your journey for other people to book seats on. A rating system ensures that members will always be confident and comfortable planning a car share. Furthermore, it is a great way to save money on long distance or one-off journeys.

OFFERS!

TWO Free 5-Day "Flexi 5" Stagecoach Tickets!



Download the Stagecoach App and use your personal voucher code to get your tickets.

Borrow a Bike Scheme

Backhouse are offering your household a chance to **try cycling for FREE for 6 weeks**. You can choose between a hybrid bike, electric bike or folding bike. Just fill out the application form online at

<https://www.swindontravelchoices.co.uk/borrow-a-bike-scheme/>



Email tpc@pfaconsulting.co.uk or phone **01793 828000** and ask for **Harry Pearce, Travel Plan Coordinator for Backhouse Highworth.**



ECO-DRIVING TIPS

Eco-Driving Tips

Although driving a car is the least sustainable choice of travel, sometimes it's a necessity, so here are some eco-driving tips that can really make a difference.

1

Get your car serviced regularly for best efficiency and always use the right specification of engine oil.

2

Check tyre pressures regularly and before long journeys – under-inflated tyres make your car use more fuel.

3

Save weight – extra weight means extra fuel so if you don't need it, take it out.

4

Cut drag – roof-racks and boxes add to your fuel consumption. Pack carefully or take off roof racks.

5

Don't start the engine until you're ready to go – idling wastes fuel and your engine warms up more quickly when you're moving.

6

De-icing – scrape ice in the winter rather than leave your car idling to warm up.

7

Plan your journey – getting lost wastes fuel. Check traffic news before you go.

8

Combine short trips – cold starts use more fuel so it pays to combine trips if you can.

9

Drive smoothly – accelerate gently and avoid braking unnecessarily. Decelerate smoothly by releasing the accelerator in time, leaving the car in gear.

10

Keep rolling – stopping then starting again uses more fuel than rolling. Slow early for traffic lights or approaching a queue and you might not have to stop completely.

11

Change gear earlier – don't labour the engine but try changing up at an engine speed of around 2,000 rpm (diesel) or 2,500 (petrol). Since 2014 new car models have been fitted with a gear shift indicator to encourage use of the most efficient gear.

12

Use air-con wisely – at low speeds, air-con increases fuel consumption but at higher speeds the effect is less noticeable. Try opening the windows around town and save the air-con for high speed driving. Don't leave it on all the time but running it at least once a week helps keep the system in good condition.

13

Cut down on the electrics – turn off your rear window heater, demister fan and headlights if not needed.

14

Stick to the speed limit – going faster uses more fuel. Drive at 70mph and you'll use up to 9% more than at 60mph and up to 15% more than at 50mph. driving at 80mph can use up to 25% more fuel than at 70mph.

15

Is it best to idle or switch off?

Unless your car has an automatic stop/start system, don't switch off to save fuel unless your engine's warm, you expect not to move for 3 minutes or so (at a level crossing for example) and you know you've got a good battery.



Further Information

We hope that the information in this leaflet has been useful for you.
If you have any queries or feedback, please contact
Harry Pearce, your Travel Plan Co-ordinator:

PFA Consulting
E: tpc@pfaconsulting.co.uk
T: 01793 828 000



Dear Residents, of Backhouse Highworth

Please find your bespoke **Travel Information Pack** via the QR Code below:



Your **Travel Information Pack** contains:

- Information on helping you to **walk, cycle** and use **public transport** more regularly around your local area
- Maps showing **walking and cycling routes** available from your doorstep
- Steps on how you can claim your two FREE Stagecoach "**Flexi 5**" tickets and how you can join the six week "**Borrow a Bike**" scheme

Alternatively, you can access your **Travel Information Pack** on the **Swindon Travel Choices** website:
<https://www.swindontravelchoices.co.uk/newdevelopments/backhouse-highworth/>



For personalised travel planning or if you have any questions please contact tpc@pfapl.com

BACKHOUSE



 **Stagecoach**



Travel Plan Newsletter

BACKHOUSE, HIGHWORTH

Dear Resident

Welcome to the Travel Plan Newsletter for Backhouse Highworth. Here you'll find information regarding exploring your local area in more sustainable ways, including:

- Local facilities within walking & cycling distance
- A reminder about the free 'Flexi-5' bus taster ticket and the free borrow-a-bike scheme
- Other helpful tips & advice

Price Cap on Single Bus Fares!

Make the most of the £3 single journey bus fare cap until the 31st December 2025. While this has increased recently from £2 to £3, bus travel remains an affordable way to travel around your local area!

What are my local bus services and where do I catch the bus from?

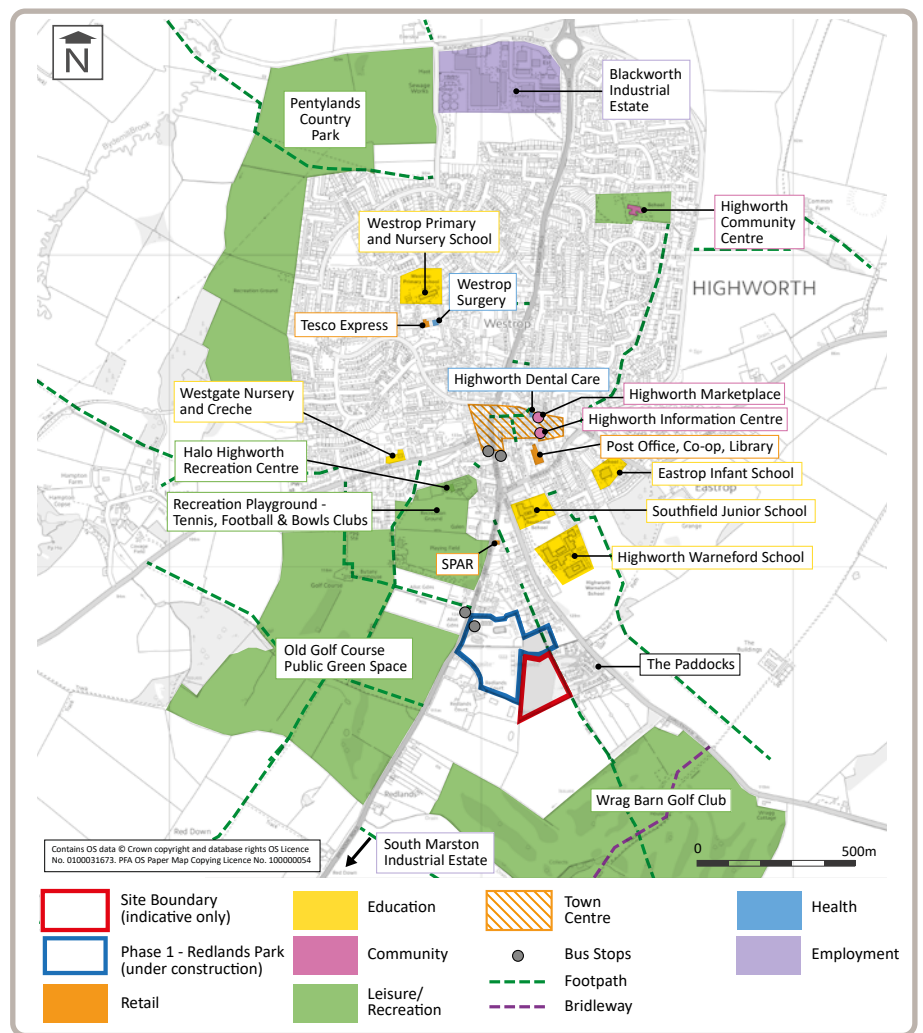
Stagecoach Service 7 operates a service from your closest bus stop in Highworth every 15-20 minutes to Swindon.

Other services include:

- 76,77 Highworth - Lechlade - Fairford - Cirencester
- C7 Faringdon - Highworth - Cirencester College

Did you know that Swindon Travel Choices has a range of useful information including cycling tips for beginners, safe cycling over the winter period, basic bike maintenance and an interactive Swindon Cycle Map!

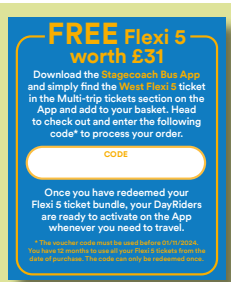
Visit www.swindontravelchoices.co.uk/newdevelopments/badbury-park/



There is a range of local facilities including shops, places of education and leisure within walking and cycling distance of your home at Backhouse Highworth.

If you enjoy walking, why not join Highworth and Swindon Walking Club, to meet new people and find nice places in the local area to walk. Walks usually start at 10:00am at designated meeting points.

Visit <https://highworthswindonwalking.com/> for more information or visit their Facebook page for the latest information!



If you are interested in any of the vouchers above, please find more information in your Travel Information Pack at <https://www.swindontravelchoices.co.uk/newdevelopments/highworth/> or email tpc@pfapl.com for information on how to apply.

Getting around Highworth

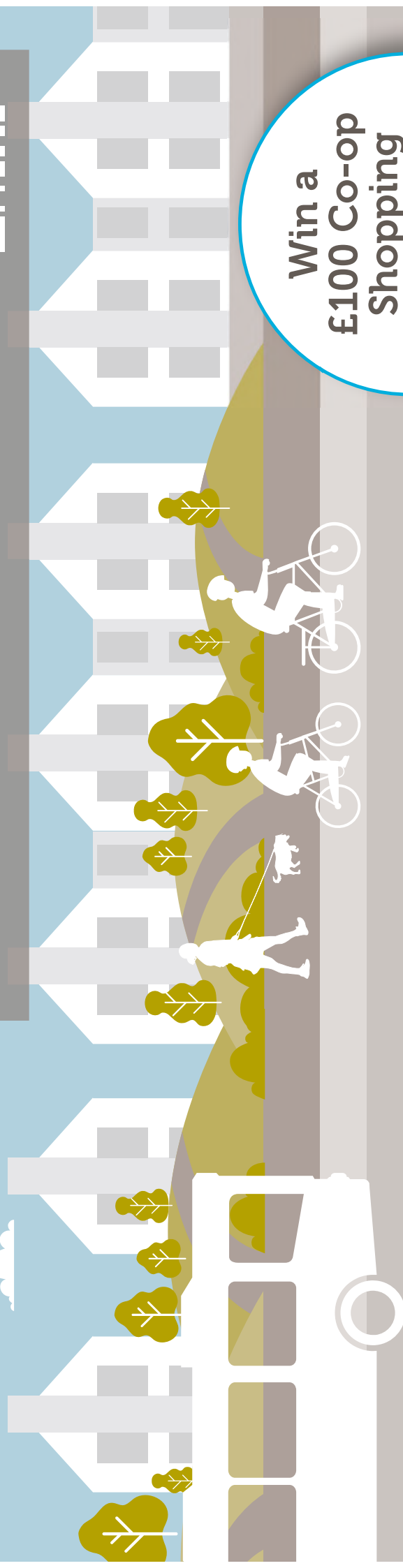
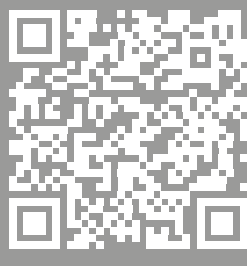
BACKHOUSE Highworth are keen to hear residents' views on getting around Highworth and the wider area in more active and sustainable ways.

Complete this short survey to help shape future improvements and have a chance to win a £100 Shopping Voucher.

Follow the link below or scan the QR code.

<https://www.surveymonkey.co.uk/r/BackhouseHighworth>

Closing date 31st August 2023



Win a
£100 Co-op
Shopping
Voucher



Visit <https://www.swindontravelchoices.co.uk/newdevelopments/backhouse-highworth/> for more travel information, incentives and support for residents of Backhouse Highworth.

As part of Backhouse Highworth's Travel Plan we are looking at ways we can help residents to get out and about, exploring the local area with minimal impact to the environment. We'd like to hear your thoughts via this short survey below on how you travel and whether there is anything we can do to help you travel in more active and sustainable ways.

The survey is anonymous, but if you would like to receive information about events and schemes in the future, please leave your contact details. Your data will be stored securely by PFA Consulting (Backhouse Highworth's Travel Plan Coordinators) and the information you provide will only be used to contact you regarding the prize draw or send you further information on sustainable travel if you have requested this.

Thank you!

* 1. If you have left the house today, please tell us how you travelled for the longest part of your journey. (Tick one response only)

- | | |
|--|---|
| <input type="radio"/> Bus | <input type="radio"/> E-scooter/Non-Electric Scooter |
| <input type="radio"/> Car Driver (alone) | <input type="radio"/> Walking (including wheelchair and mobility scooter) |
| <input type="radio"/> Car Driver (with others) | <input type="radio"/> Taxi |
| <input type="radio"/> Car (as a passenger) | <input type="radio"/> Train |
| <input type="radio"/> Scooter/Motorbike | <input type="radio"/> I have not travelled today |
| <input type="radio"/> Cycling | |
| <input type="radio"/> Other (please specify) | |

* 2. When you left the house today, what was the purpose of your trip(s)? Please select all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Commute to or for work | <input type="checkbox"/> Exercise |
| <input type="checkbox"/> The school run | <input type="checkbox"/> To visit someone |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> To run an errand |
| <input type="checkbox"/> Other (please specify) | |

3. The Travel Plan for Backhouse Highworth can provide schemes and incentives to help people travel more sustainably. Which of the following might help to encourage you to walk, cycle and use public transport more often?

- Basic bike maintenance training (safety checks, mending punctures)
- More advanced bike maintenance training (gears and brake cables etc)
- Learn to cycle training (adults or children)
- Cycle skills training - confidence building/ on-road skills
- Guided bike rides - short family rides (>10 miles)
- Guided bike rides - longer rides (10- 20 miles)
- Local guided walks - short family walks
- Local guided walks - longer rambles
- Being part of a local walking group
- Meeting local people to car share with for regular journeys (i.e. commuting / school run / shopping)
- Joining a travel challenge to motivate me to be more active
- Borrowing a bike to see whether cycling would be an option for me
- Trying out the bus service for free
- Receiving maps and information about getting around the area
- Information about electric vehicles
- Other (please specify)

4. Please let us know if you have any comments about walking, cycling and public transport in Highworth and if you have any other suggestions regarding how to help you and members of your household to travel more sustainably.

5. If you are interested to receive information regarding your comments, please leave your details below.

Name

1st line of your address

Email address

B767 – BACKHOUSE, HIGHWORTH

ANALYSIS OF 2023 RESIDENTS TRAFFIC SURVEY

Document Control

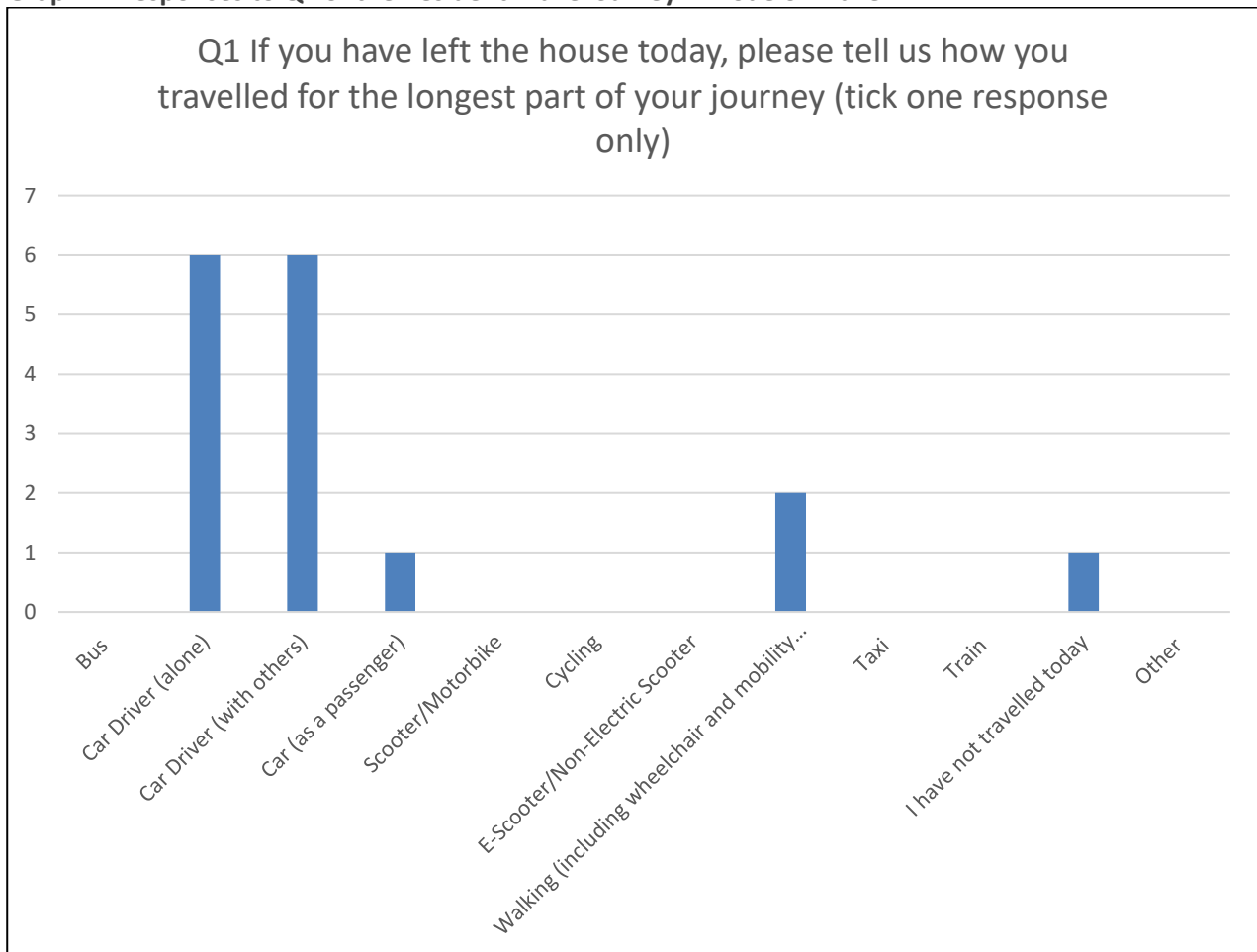
Issue	Ref	Prepared By	Approved By	Date	Comments
1	B767-TN03	H Pearce	J Alexander	29/09/2025	For information

This Technical Note provides the results of the Resident Travel Survey undertaken in August 2023 of the 48 households that were occupied at the time of the survey.

Question 1

- Graph 1** below shows the responses to Question 1 which asked residents if they left the house, what mode they travelled for the longest part of their journey.

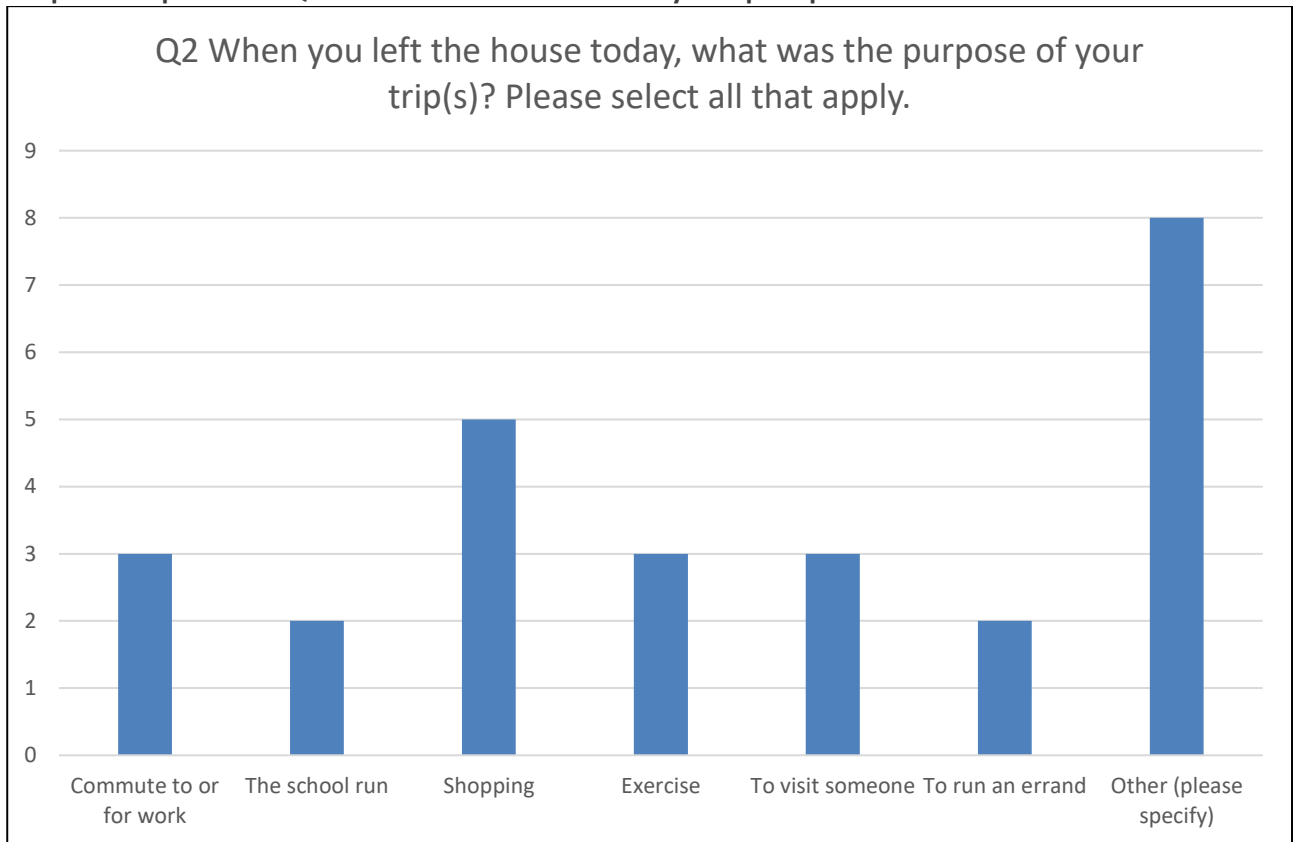
Graph 1: Responses to Q1 of the Resident Travel Survey – Mode of Travel



Question 2

2. **Graph 2** below shows the responses to Question 2 which asked residents what was their journey purpose on the day of completing the survey.

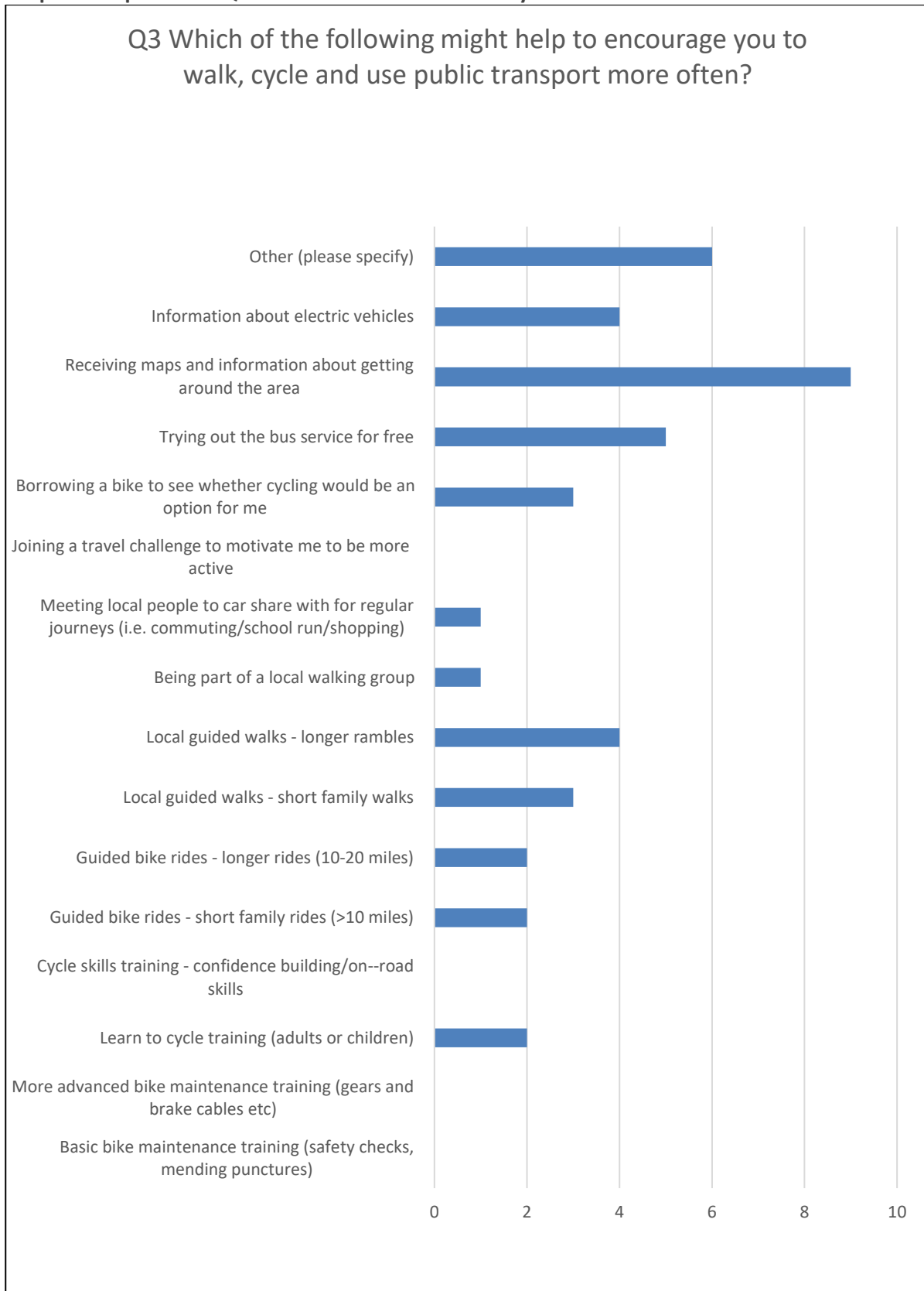
Graph 2: Responses to Q2 of the Resident Travel Survey – Trip Purpose



Question 3

3. **Graph 3** below shows the responses to Question 3 which asked residents what measures might encourage them to walk, cycle and use public transport more often..

Graph 3: Responses to Q3 of the Resident Travel Survey – Sustainable Travel Measures



Question 4

4. Question 4 is a more open discussion for respondents to provide comments about what they feel about walking, cycling and public transport in Highworth, and if they have any other suggestions regarding how to travel more sustainably.
5. **Table 1** provides a summary of the written responses and common themes between them.

Table 1: Responses to Question 4 of the Resident Travel Survey – Issues raised by Residents

Responses	Theme(s)
I walk regularly with my dog – no need to get in car due to excellent location	Walking
The pathway up to the town centre from just after the Backhouse development is quite narrow so could be widened to make walking to the town centre safer especially if you have a pram or a dog. A crossing to the allotments/ bus stop would make crossing the road safer especially for vulnerable users. It would be good to have a more frequent and faster bus service to Cirencester from Highworth	Walking, Safety, Public Transport
We have great transport links, and there are plenty of good walks	Walking, Public Transport
It's clear that the new roundabout doesn't register with people the boundary extension of the town. As a result, the speed of traffic causes distress for us and our pets. A zebra crossing and possibly a speed check so that traffic is forced to adhere to the 30mph speed limit and lessen noise and to get to the disused golf facilities safely. Cars have been reported at up to 50mph here. Causes stress worrying about my cat	Traffic Speeds, Safety, Noise
The Swindon Road between Backhouse and Highworth town centre is very narrow, and people still drive over the 30mph limit. I would be worried to walk with my child along there once he is no longer in a pram. Also, there is a lack of a crossing across to the skatepark/old golf course, very dangerous especially for vulnerable users	Walking, Traffic Speeds, Safety
The path into Highworth is very narrow in places so if the back route could be opened up and/or the path could be widened, this would be helpful	Walking
It would help if we could cross the road more easily to access the old golf course and also if we could directly access the footpath leading to Wrag Barn from the east of the estate which is still currently fenced off	Walking, Safety
The access pathway from Backhouse Highworth into the town is narrow and the vegetation pushes you close to the road making it difficult to walk safely, particularly with children	Walking, Safety
I believe there is due to be pedestrian access from the estate to the B4000 via the existing footpath along the back of Stranks Close. It would be good if this could be opened as a priority, as it is very dangerous taking children/pushchairs along the narrow stretch of pavement from the development on the A361. I often avoid walking into the town for this reason, instead opting to drive.	Walking, Safety
Have cycling lanes/paths around Highworth and cycling route to Swindon that does not involve driving on A361	Cycling
Highworth is currently very unfriendly for cycling. We need some designated cycling paths as roads are too narrow and dangerous to cycle on	Cycling, Safety