

SOUTH MARSTON

Village Travel Survey

Background

A travel survey was carried out across South Marston village during March 2023. The purpose of the survey was to understand what villagers needed in order to make their everyday journeys more sustainable, and was funded by the travel plan at Magdalene Close (the Bellway Homes Vicarage Gardens development).

The survey was available online via the Smart Survey website and advertised with a flyer inserted into the South Marston community magazine as well as village social media sites. The survey had the potential to reach approximately 450 residents.

The survey was open from 3rd March 2023 until 3rd April 2023 and achieved 34 responses; a response rate of 7.5%. This was fewer than half the respondents of the previous year's survey. 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, with a segregation of results for the residents of Magdalene Close (Vicarage Gardens). However, there were only a small number of respondents from the Vicarage Gardens development (7.2% of occupied properties), so their responses may not be representative of the development, and should be treated with caution.

Incentives






As an incentive to respond to the survey, residents were offered entry into a prize draw to win a £100 Sainsburys gift card. All respondents were entered into the prize draw after the survey closed, and the winner was Rob Newnham (pictured below receiving his prize). We announced the winner in the May edition of the South Marston Community magazine, along with headline results.



Results

We wanted to know how long residents had lived in the village, to gauge how many might be new to the area and need assistance getting around.

Table 1 presents the results of Q1 '***How long have you lived in South Marston village?***'

1. How long have you lived in South Marston village?				
Answer Choices			Response Percent	Response Total
1	Less than a year		5.88%	2
2	1- 5 years		35.29%	12
3	5 - 10 years		8.82%	3
4	10 - 20 years		11.76%	4
5	Longer than 20 years		38.24%	13
			answered	34
			skipped	0






Whilst a significant portion of the village are long term residents (38% have lived in the village over 20 years), there are still over 40% that have moved to the village in the previous 5 years.

Travel

Our next 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)*"

The table on page 3 presents the results:

4. 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		0.00%	0
2	Car Driver on own		44.12%	15
3	Car Driver with passengers		20.59%	7
4	Got a lift		0.00%	0
5	Scooter/Motorbike		0.00%	0
6	Cycling		2.94%	1
7	Walking		17.65%	6
8	Taxi		0.00%	0
9	Train		0.00%	0
10	I have not travelled today		14.71%	5
			answered	34
			skipped	0

Within the travel plan, a high level target has been set to keep car travel below 73%; a baseline that had come from the 2011 census data for the area. It is encouraging to see that car use was well below that figure, at 44%, although if the car sharing drivers are added in, the total does come up to 64%, still comfortably below target, and only a small amount higher than the previous year's 61%.

The number of people making walking trips was encouraging at 17.65%, with people making no journeys at 14.7%. There is room for improvement with more journeys needed by cycle. The village has no bus service, so it is unsurprising to see no bus trips being made.

A bus service is due to be introduced into the southern end of the village in line with the development of South Marston and Rowborough, so we would expect to see bus modal share increase then.

Journey Purpose

Our next question was asked to all those who indicated that they had left the house today, and explored the purpose for making trips. We asked *“When you left the house today, what was the purpose of your trip(s) - please select all that apply.”*

The results were as follows;

5. When you left the house today, what was the purpose of your trip(s) - please select all that apply				
Answer Choices			Response Percent	Response Total
1	Commute to or for work		31.03%	9
2	The school run		3.45%	1
3	Shopping		13.79%	4
4	Exercise		27.59%	8
5	To visit someone		24.14%	7
6	To run an errand		13.79%	4
7	Other		10.34%	3
			answered	29
			skipped	5

Around a third of trips were for the commute and it was pleasing to see only 3.45% were due to the school run. However, the Easter school holiday period fell across two of the four weeks that the survey was open and may have affected those results.

Of the respondents that answered “Exercise”, 50% had chosen to walk or cycle, but the other 50% indicated that they were car drivers in the previous question, so this implies that they drive to go for a walk, or to the gym etc.









Working from Home

We asked whether people worked from home. Whilst 44% of respondents did not work, only 21% travelled into the workplace, with the remaining 35% working from home all or most of the time (23%) or some of the time (12%).








Interest in travel initiatives

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

7. Which of the following might you be interested in?				
Answer Choices			Response Percent	Response Total
1	Bike maintenance training - the basics (safety checks, mending punctures)		13.79%	4
2	Bike maintenance skills - more advanced (changing gear and brake cables)		20.69%	6
3	Cycle skills training - Beginner learn to ride		0.00%	0
4	Cycle skills training - Intermediate confidence building		6.90%	2
5	Cycle skills training - Cycling in the countryside		0.00%	0
6	Guided bike rides - Short family rides (up to 10 miles)		10.34%	3
7	Guided bike rides - Longer rides (10 - 20 miles)		3.45%	1
8	Guided walks in the area - Short family walks		13.79%	4
9	Guided walks in the area - Longer rambles		13.79%	4
10	Being part of a local walking group		31.03%	9
11	Training as a walk leader to lead walks in the area		0.00%	0

7. Which of the following might you be interested in?

12	Meeting local people to car share with for regular journeys (ie commuting / school run / shopping)		3.45%	1
13	Joining a travel challenge to motivate me to be more active		6.90%	2
14	Borrowing a bike to see whether cycling would be an option for me		6.90%	2
15	Trying out the bus service for free		17.24%	5
16	Receiving maps and information about getting around the area		51.72%	15
17	Information about electric vehicles		24.14%	7
18	Other (please specify):		13.79%	4
			answered	29
			skipped	5

Other (please specify): (4)

1	03/03/2023 15:22 PM ID: 212329008	Better maintenance of rights of way
2	03/03/2023 16:26 PM ID: 212336080	Improving social community contact in the village. For example the provision of short term help at no cost without red tape and using social awareness of individuals appropriateness to be part of the group.
3	03/03/2023 17:39 PM ID: 212342561	Having a bus in South Marston to use
4	24/03/2023 17:38 PM ID: 213873841	A bus service through the village

Receiving maps and information about getting around was the most popular initiative, with over half the respondents choosing this option. Walking options (guided walks (both long and short) and a local walking group) were popular initiatives that a third of the residents were interested in, followed by a bike maintenance course.

Actions to come out of this include;

- Do further work to understand what maps residents require and work with the parish to see how these can be delivered
- Put on local taster walks
- Run a bike maintenance course
- Produce local walking magazine to demonstrate a variety of routes in the area

There were 4 suggestions in the “other” category. Half of these related to the lack of bus service, which will be tackled with the expansion of the village under the South Marston and Rowborough development.

Vicarage Gardens responses only

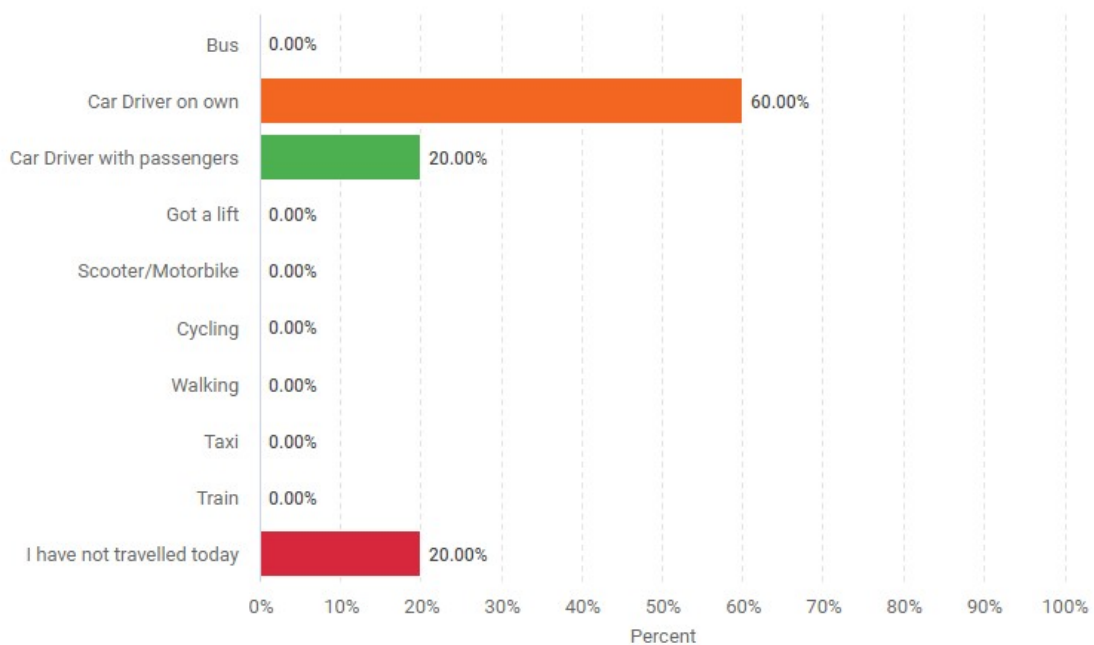
For the purposes of monitoring the travel plan at Vicarage Gardens, the following answers of those living in Magdalene Close have been extracted from the survey for separate analysis. As indicated earlier, there were only a handful of responses from residents living at Vicarage Gardens, so we can only take their answers with caution and not necessarily view them as representative of the development as a whole.

Q1 – Modal split

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)*”

The table below presents the results:

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.



Within the travel plan, a high-level target has been set to keep car travel below 73%; 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 60%, although if the car sharing drivers are added in, the total does come up to 80%. The remaining 20% had not made a journey that day. As mentioned earlier, the low response rate does not give an accurate picture of the development as a whole and we may need to add vehicle trip data or manual trip counts in future.

Q2 – Awareness of initiatives

We asked respondents to indicate their awareness of the schemes that are being provided to them by Bellway 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

The results were as follows;

Answer Choices	Borrow a bike scheme	Bus taster tickets	Household travel information pack	Car Share scheme	Active Swindon Challenge
Aware	0.00% 0	33.33% 1	66.67% 2	0.00% 0	0.00% 0
Not aware - Tell me more!	40.00% 2	20.00% 1	40.00% 2	0.00% 0	0.00% 0
Not aware - Not interested	0.00% 0	0.00% 0	0.00% 0	100.00% 3	0.00% 0

We can learn from this table that there is no interest in car sharing, but some respondents weren't aware of the borrow a bike scheme and the bus taster tickets, and would like to know more.

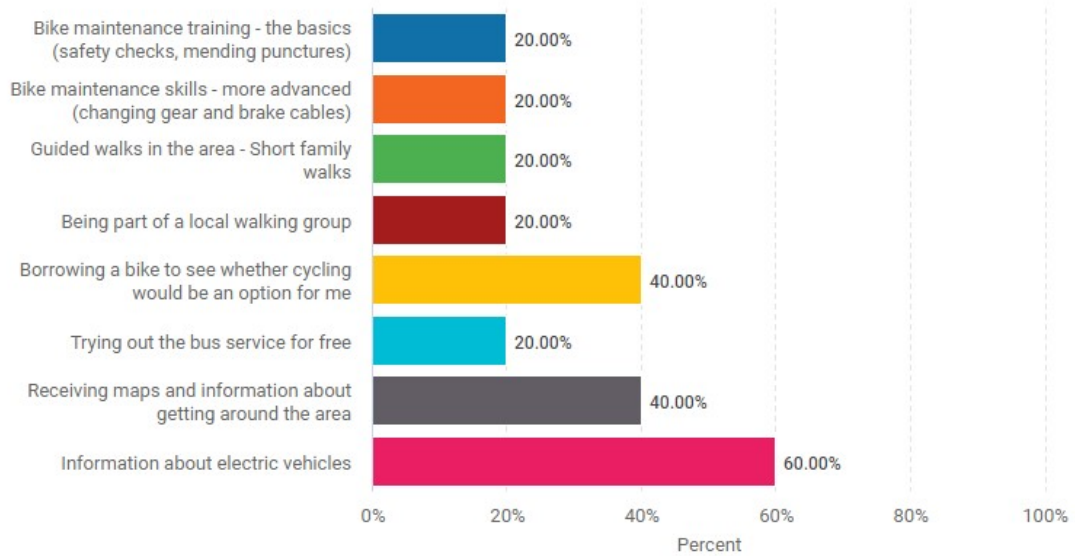
We have used this information to send personalised information out on the schemes where the respondents have left contact details and indicated that they want to know more.

Q3 – Future activity

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 17 options, and also offered an "other" category for residents to make suggestions. The following table shows options that received responses;

Which of the following might you be interested in?



The results were slightly different to those across the whole village, with an emphasis on wanting more information about electric vehicles, followed by the borrow a bike scheme.

We will use this information to send personalised information out on the schemes where the respondents have left contact details.

The next survey is due to take place in March 2024.