

# WESTERN GATE

## Travel Survey

### Background

A travel survey was carried out with the residents of the Lagan Homes Western Gate development during March and April 2026. The purpose of the survey was to understand what residents needed to make their everyday journeys more sustainable and was funded by the travel plan.

The survey was available online via an MS form and advertised with a flyer posted through letterboxes in February 2026. The survey had the potential to reach approx. 50 occupied properties. A follow up postcard advertising the survey was posted one week before the closing date to urge completion.

The survey was open from 19th February 2026 until 30th April 2026 and achieved 22 responses; a decent response rate of 44%.

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

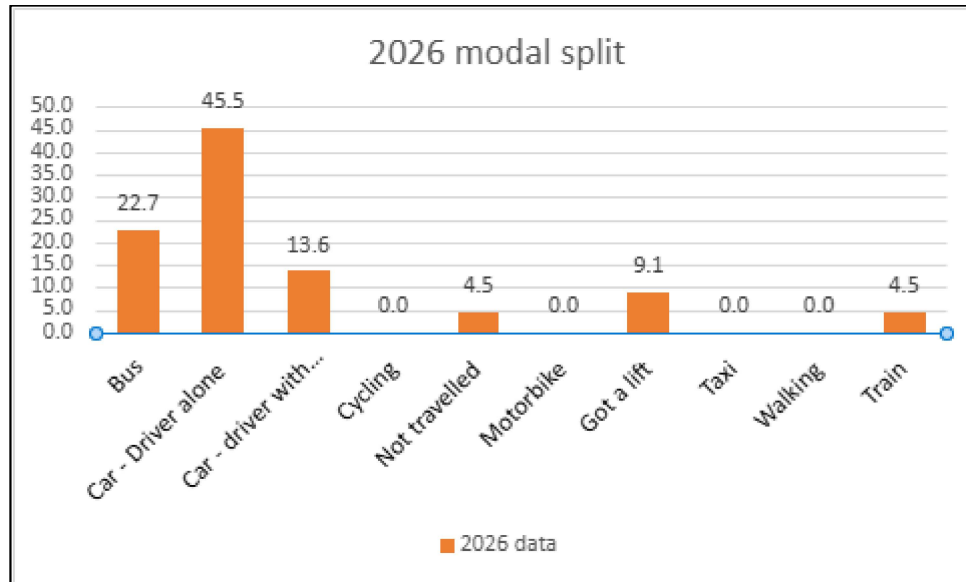
As an incentive to respond to the survey, residents were offered the chance to receive a Fairtrade chocolate bar. 18 respondents indicated that they would like to receive this, and so 47g bars of Tonys Chocolonely Fairtrade chocolate (pictured below) were posted out to their addresses in early May 2026 with personalised travel information.



## Results

### Q1 - Travel

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)*”



Within the travel plan, a high-level target has been set to keep single occupancy car trips below 60%; a baseline that had come from 2011 Census data for the area. We can see that single occupancy car use was comfortably below that figure, at 45%, although this has risen since the 2025 survey.

The number of people making bus trips was encouraging, with 22.7% taking the bus. The location of the development combined with the sustainable transport opportunities suggests that this figure is not unrealistic.

No residents reported walking or cycling on their journey so there is room for improvement.

### Q3 – 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**  
1 respondent was aware, 7 were not aware but weren't interested, whilst the remaining 10 weren't aware but wanted to learn more.
- **Free bus taster tickets**  
2 of the respondents were aware, 3 were not aware and not interested and the remaining 15 respondents wanted to learn more.

- **Rail voucher**

No respondents were aware of this scheme, whilst 11 respondents were not aware but interested and the remaining 7 respondents were not interested.

- **Car share scheme**

No respondents were aware of this scheme, whilst 10 respondents were not aware but interested and the remaining 8 respondents were not interested.

We will send personalised information out to those that indicated that they were interested in schemes.

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#### **Q4 - Interest in travel initiatives**

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

We listed 17 options.

##### **Top 5 - Most popular**

- **Trying out the bus service for free (60% of respondents)**
- **Information about electric vehicles (32% of respondents)**
- **Guided walks (32% of respondents)**
- **Receiving maps and information about getting around the area (23% of respondents)**
- **Borrowing a bike for 6 weeks (23% of respondents)**

We will send personalised information out to those that indicated that they were interested in schemes.

#### **Next Survey**

The next monitoring is due to take place in March 2027.