Oakfield

2026 Travel Survey

Background

A travel survey was carried out across Oakfield during September 2026. The purpose of the survey was to compile results to compare to the previous year's baseline, understand the current travel patterns of residents, ascertain what they need in order to make their everyday journeys more sustainable, and check their awareness and appetite of schemes already available, or offered in future.

The survey was funded by the travel plan at Oakfield (via S106 agreement with Nationwide).

The survey was available online via the MS Forms website and advertised with a flyer dropped through each letter box. The survey had the potential to reach approximately 200 households. A follow up flyer was posted to households that hadn't responded one week before ethe closing date as a reminder.

The survey was open from 1st September 2026 until 12th October 2026 and achieved 38 responses: a response rate of 19%. 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

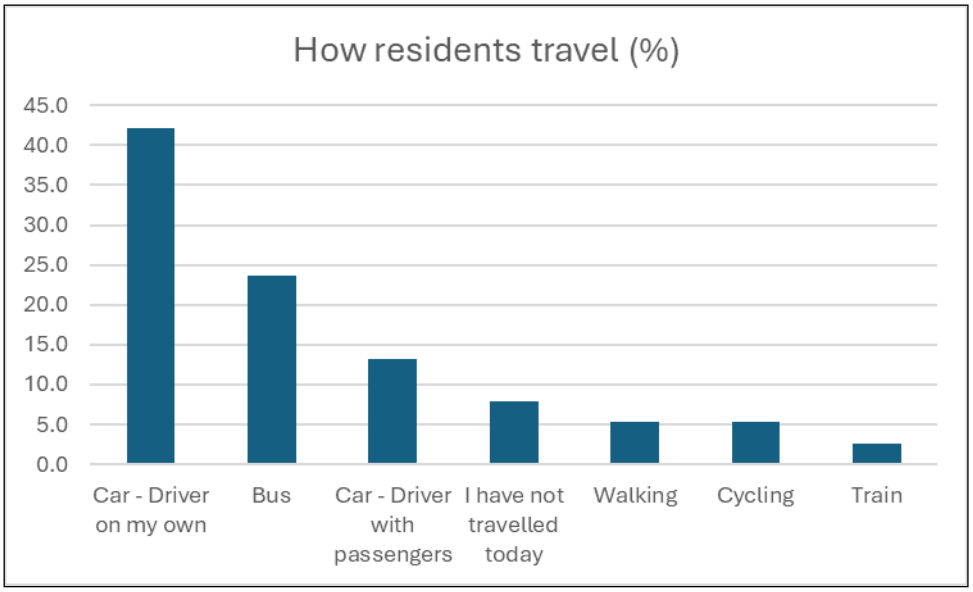
As an incentive to respond to the survey, residents were offered entry into a prize draw to win a £100 supermarket gift card. All respondents were entered into the prize draw after the survey closed, and the winner was Amal Joshy from Blyth Place . We announced the winner on the Swindon Travel Choices website at https://www.swindontravelchoices.co.uk/newdevelopments/oakfield/



Results

Q2 – Travel modes

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 baseline target was set to keep car travel below 65%; a figure that had come from the 2011 census data for the area. We can see that the combined total of car drivers (alone and with passengers) equates to 55.6%, so whilst this has risen from last year's figures, the modal split remains encouraging.

Bus levels are excellent, but there is still work to be done to increase the number of residents choosing to walk and cycle, especially given the good infrastructure in the vicinity.

Q2 – Destinations

We asked "Thinking about the last time you left the house, where did you go? Please supply the first part of the postcode of your destination. (eg SN5)"

- 10 out of 38 respondents (26%) went to SN1, which covers Swindon Town Centre and Old Town
  Only 30% (3) of these 10 journeys were by car.
- 12 out of 38 respondents (31%) went to SN3. This postcode area covers the nearest large supermarkets and the hospital, which is a key employer for Swindon.
  50% (6) of these 12 journeys were by car
- A handful of respondents travelled further afield, to Dorset, Northampton and London. 75% of the longer journeys were by car, with 25% by train. On the whole, most respondents stayed in the Swindon urban area.

Q4 - Awareness of schemes

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
- Free bus taster tickets
- Rail voucher
- Car share scheme

The results appear below compared to the previous year. Green cells indicate an improvement to last year. (The three categories do not always add up to 100% due to some respondents leaving the question blank).

Answer Choices	Borrow a bike scheme	Bus taster tickets	Rail vouchers	Car Share scheme
"Aware" **2025 survey**	15%	13%	11%	30%
Aware **2026 Survey**	37%	21%	21%	34%
"Not aware - Tell me more! " **2025 survey**	61%	72%	76%	50%
"Not aware - Tell me more! " **2026 survey**	50%	66%	74%	50%
"Not aware - Not interested" **2025 survey**	22%	13%	11%	20%
"Not aware - Not interested" **2026 survey**	5%	8%	3%	13%

There was an improvement of the initiatives awareness, thanks to a summer newsletter that was distributed to all households.

For those that provided contact details, we will ensure they receive further information about the schemes they would like to know more about.

Q4 - Future activities

We gave residents a list of travel initiatives (some that were already in place, and others that we could introduce as part of the travel plan) and asked which they might be interested in. The results from this

question would inform where the travel plan should direct its resource, as well as allow us to undertake some awareness raising where schemes are in place.

Aside from the four schemes listed above in question 3, we presented a further 11 options and also offered an “other” category for residents to make suggestions. Only one respondent provided a suggestion, but it didn’t relate to sustainable travel (“Local cricket practice pitch and indoor sport hall”).

The results appear in the following table:

5. Which of the following free initiatives might you be interested in?				
Answer Choices			**Response Percent**	**Response Total**
1	Bike maintenance training		29%	11
2	"Pay as you go" bike hire / e-bike hire		29%	11
3	Guided walks in the area		29%	11
4	Information about electric vehicles		26%	10
5	Car club – Hiring vehicles by the hour		24%	9
6	Being part of a local walking group		21%	8
7	Guided bike rides		21%	8
8	Joining a travel challenge to motivate me to be more active		15%	6
9	Local litter picking		15%	6
10	Free bike security marking		13%	5
11	Receiving maps and information about getting around the area		13%	5
12	Learn to ride / cycle confidence sessions		10%	4

The top 4 initiatives have been shaded in yellow, where more than a quarter of respondents were interested.

1) **Bike maintenance training**
   It is good to see the interest in bike maintenance courses, especially with the potential to increase cycling rates at Oakfield. We can look to put bitesize courses on when the Forest View Centre opens and offer free places to residents.

2) **Pay as you go bike hire**
   We will monitor interest in the bike hire scheme along with other new developments around Swindon as it cannot be rolled out in isolation.

3) **Guided walks in the area**
   We will look to include more walks in the area for 2026 / 27.

4) **Information about electric vehicles**
   We have a booklet about the benefits of electric vehicles which we will send out to interested residents.

Next steps

The survey will be repeated at the same time in 2027. It is planned to repeat the same mode questions to allow progress to be tracked.

Residents that submitted contact details and expressed a desire to know more about the schemes that are available will be contacted with personalised information.

The operational travel plan will be updated to take this feedback into consideration.