Stanton Chase

2026 Travel Survey

Background

A travel survey was carried out across Stanton Chase during September 2026. The purpose of the survey was to understand the current travel patterns of residents, check whether car use had fallen or risen since the baseline 12 months ago, ascertain what the residents 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 Stanton Chase (via S106 agreement with Persimmon Homes).

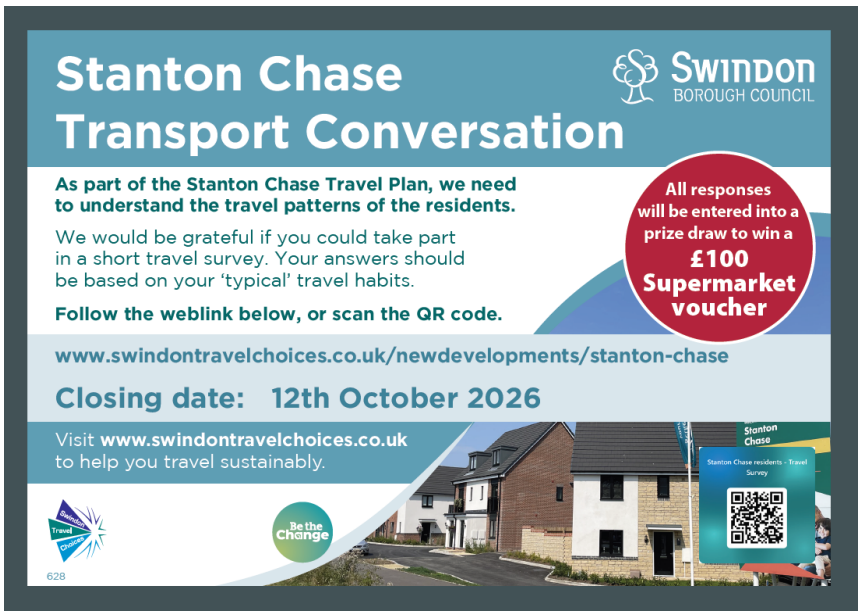
The survey was available online via MS Forms and advertised with a flyer dropped through each letter box. The survey had the potential to reach approximately 100 households.

The survey was open from 1st September 2026 until 12th October 2026 and achieved 27 responses; an acceptable response rate of 27%. 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

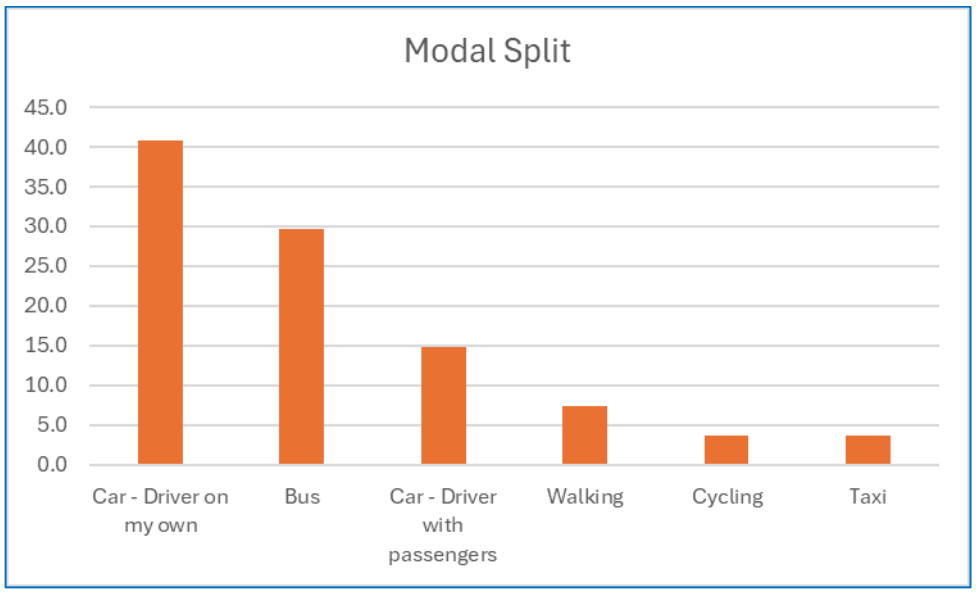
As an incentive to respond to the survey, residents were offered entry into a prize draw to win a £100 supermarket gift card. All respondents were entered into the prize draw after the survey closed, and the winner was Abidemi Adesuyi from Brimstone Road. We announced the winner on the Swindon Travel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



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)"*

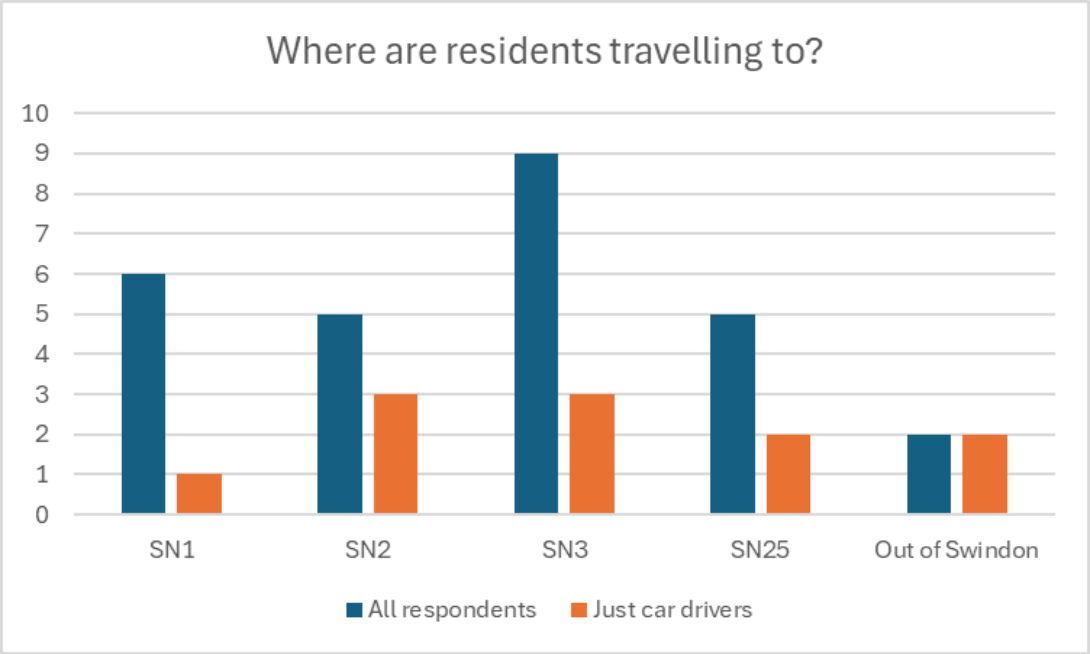


Within the travel plan, a target was set to keep car travel below 66%; a baseline that had come from the 2011 census data for the area. It is encouraging to see that single occupancy car use remained below that figure, at just 40.7%, although if the car sharing drivers are added in, the total does come up to 70% - this was2% points lower than the previous year and the baseline in 2024.

Active travel levels are low, but there are currently few facilities within walking and cycling distance of the site. It was encouraging to see good levels of public transport use – the bus trips have risen to nearly 30% in terms of mode share.

Q2 – Travel destinations

Question 2 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"*



The respondents gave a range of journey destinations, and the chart above shows the breakdown of postcode areas travelled to. The blue lines show all responses.

When filtering the responses to just show how the car drivers travel (indicated by orange lines), the split showed that long distance journeys were undertaken by car. It is encouraging that fewer trips to SN1 (the town centre) and SN25 (North Swindon) were undertaken by car from this sample.

Q3 – Awareness of schemes

We asked respondents to indicate their awareness of the schemes that are being provided to them by Persimmon through the travel plan. The initiatives were listed as:

- Borrow a Bike Scheme
- Free bus taster tickets
- Rail voucher
- Car share scheme

The results were as follows;

3. As part of the Stanton Chase travel plan, we're making a range of free travel initiatives available to new residents. Please tell us which ones you are aware of						
Answer Choices	**Borrow a bike scheme**	**Bus taster tickets**	**Rail vouchers**	**Car Share scheme**		
Aware	27% 7	11.5% 3	19% 5	19% 5		
Not aware - Tell me more!	31% 8	65.5% 17	58% 15	35% 9		
Not aware - Not interested	42% 11	23% 6	23% 6	46% 12		

Awareness of schemes has risen in the previous year thanks to a newsletter that was issued to all households in the summer. There was a lower awareness of the bus taster tickets, but an appetite for two thirds of respondents to learn more. 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.

We listed various options and also offered an “other” category for residents to make suggestions.

The results appear on the following page:

	Initiative	Number
1	Bike maintenance training	4
2	Cycle skills training - Beginner learn to ride / Confidence training	0
3	Guided bike rides	3
4	Free bike security marking	1
5	“Pay as you go” bike hire	5
6	Litter picking session	6
7	Guided walks in the area	6
8	Being part of a local walking group	6
9	Training as a walk leader to lead walks in the area	3
10	Joining a travel challenge to motivate me to be more active	1
11	Trying out the bus service for free	12
12	Receiving maps and information about getting around the area	4
13	Information about electric vehicles	5

The top 4 initiatives have been shaded in orange, where more than 20% of respondents were interested.

1) **Trying out the bus service for free**
   This initiative is already in place, so we will contact the respondents that are interested to tell them how to access free taster tickets.

2) **Litter picking session**
   Whilst not strictly transport related, we have identified litter picking sessions as a good way for residents to meet each other, walk around the local area and take pride in the area.

3) **Guided walks in the area**
   A few routes have been mapped out that will enable residents to take a circular walk from Stanton Chase, and some guided walks will be planned for 2027. Once phase 2 of the site is developed, access through to the rural Kingsdown Lane and Stanton Park will be easier.

4) **Being part of a local waling group**
   Linked to the above, there is appetite for alocal walking group. We could use a guided walk to explore this further.

As for “other” suggestions, there was one comment regarding the need for a bus route that can connect to South Marston and Kingsdown schools. With the Pannatoni development becoming operational imminently, it would be timely to hold some discussions about connections through the site to South Marston.

A second comment simply said "I’d be interested in a better connection to kingsdown area!"

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.