



2024 Wichelstowe Operational Travel Plan



Contents

1. Introduction
2. Site Profile
3. Working Group
4. Site Audit
5. Travel Surveys
6. Travel and Transport Issues
7. Sustainable Travel Action Plan

Introduction

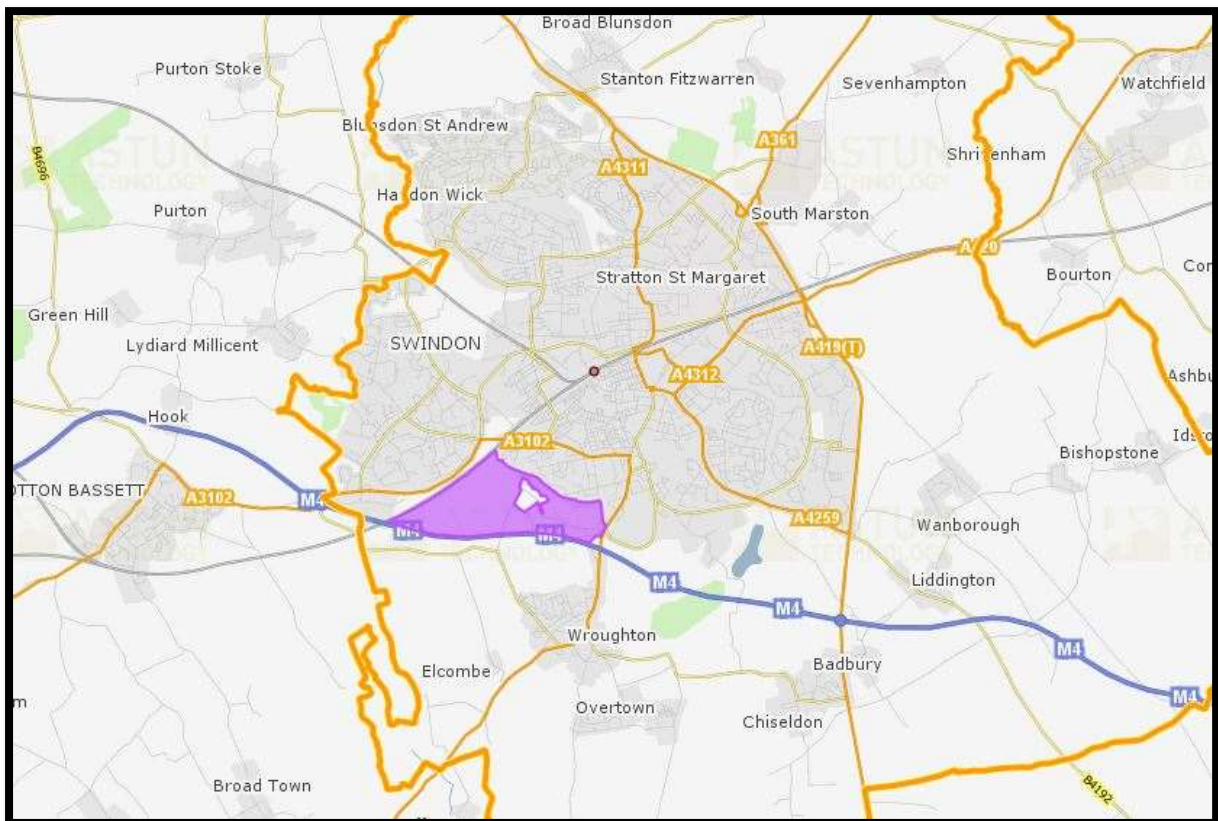
Wichelstowe is South West England’s boldest new development - over 4,000 distinctive new homes, each bursting with character and with a range of styles and sizes to suit different ages, families and budgets.

Developed by a joint venture of Barratt Homes/David Wilson Homes with Swindon Borough Council, the site will be transformed into desirable living, with attractive amenities close at hand.

The development is located to the north of the M4, nestled in between the A3102 Great Western Way to the west and Rushy Platt to the north, as shown on Figure 1 below. A total of 4000 dwellings are proposed at Wichelstowe of which approximately 800 dwellings, are currently occupied in East Wichel. In addition to the residential development there is already a supermarket, convenience store, and 2 public houses in both East and Middle Wichel, a primary school (East Wichel) and school campus that opened in 2018 which includes the Deanery CE secondary school and Kingfisher primary school.

West Wichel will include an additional primary school, and a local centre comprising retail units.

Figure 1.



An operational travel plan was launched ahead of 1st occupation in summer 2020, and was updated in 2022.

This 2024 operational plan outlines the current phases of development, an updated action plan and in the appendices, notes the work undertaken since 2022 and details the first development traffic count.

The travel plan was submitted to Modeshift for bronze (“Good Travel Plan”) accreditation in September 2021, and awarded the accreditation status. In 2023, this was upgraded to silver (“Very Good Travel Plan”) – the first residential site in the UK to achieve this standard.



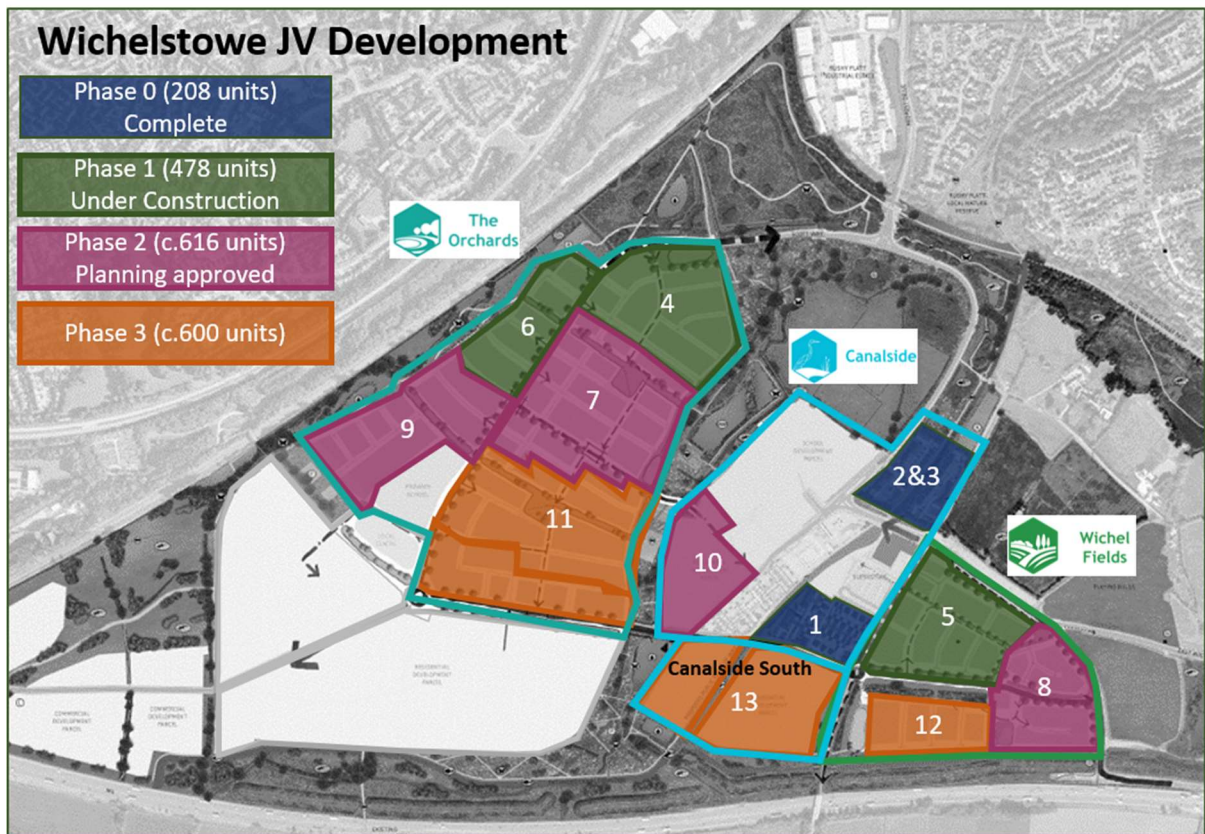
Site Profile

“Canalside”, and subsequent parcels of land at Middle and West Wichel, will comprise over 3000 homes, along with a primary and secondary schools, pub and village centre. First occupation was anticipated in June 2020, although the Coronavirus pandemic has impacted on the construction industry and delayed this to August 2020.

This operational travel plan will outline each parcel as they are developed, and be updated every 2 years. Between 2020 and 2023, the Canalside parcels (1,2 and 3) were built out and the travel plan delivered to residents. Dwellings in parcels 4 & 6 commenced occupation in 2023.

Figure 2 below shows the build-out for the phases.

Figure 2



Website

<https://www.wichelstowe.co.uk/>

E-mail address: emma.leake@dwh.co.uk

Main Telephone number: 07824 550435

Main Contacts

The Joint Venture opted to pay the “Residential Travel Plan Contribution” to Swindon Borough Council to resource the implementation of the travel plan. The contacts for the travel plan are as follows;

Name of Travel Plan Coordinator: Claire Fleming

Travel Plan Coordinator's Email Address: cfleming@swindon.gov.uk

Travel Plan Coordinator's Telephone number: 07584 151301

The Travel Plan co-ordinator will report to the Joint Venture Board as follows;

Senior Level Contact responsible for the Travel Plan: Emma Leake

Senior Level contact details: emma.leake@dwh.co.uk

Introducing the Travel Plan

Aims & objectives of the Residential Travel Plan

The Travel Plan sets out the following key objectives:

- To maximise opportunities for residents and visitors to use sustainable travel infrastructure in order to reduce journeys by private car.
- To support people wishing to travel more sustainably
- To promote an environment where walking and cycling are the natural choices for short journeys

To achieve the key objectives, the travel plan sets out to engage with residents to raise awareness of travel choices available and encourage more sustainable travel behaviour.

The actions to help achieve these objectives is set out in the Sustainable Travel Action Plan within this document. The actions will be reviewed regularly and outcomes monitored.

Working Group

A working group has been set up and will meet every 6 months to review, monitor and report on progress of the travel plan activities. Its composition is outlined below, but more members (management association, representatives from the school(s) and local residents, for example) are welcome to join.

Working Group members

Name	Role	E-mail	Telephone Number	Other Information
Claire Fleming	Travel Plan Coordinator	cfleming@swindon.gov.uk	07854 151301	Will manage travel plan activity across the development.
Rob Powe	Other	rob.powe@dwh.co.uk		Representing Joint Venture
Emma Leake	Other	emma.leake@dwh.co.uk		Representing Joint Venture
Nick Small	Swindon's bus company	Nick.small@swindonbus.com	07875 161549	Bus company rep
Karen Coventry	Stagecoach Bus Company	Karen.coventry@stagecoachbus.com	01452 418637	Bus company rep
Chris Watts	Wichelstowe Trinity Learning Campus Academy Council	chris.watts@dbat.org.uk	01793 236611	Represents the Schools.

Site Audit 2024

Location

Wichelstowe will be centred on the Wilts and Berks Canal that runs through the area. At its heart, a new village centre, along with the Hall and Woodhouse pub, Deanery CE Academy and Waitrose.

The operational travel plan will focus on the parcels currently under development and be reviewed and updated every two years.

Number of dwellings

Since the last operational travel plan in 2022, circa 320 houses have been built:

- 181 dwellings built by Barratt Homes at Wichel Fields
- 50 dwellings built by Barratt Homes at Orchard's View
- 90 dwellings built by David Wilson Homes at Orchard's Rise

Current parcels being built are

Parcel 4 – Orchards View

Parcel 6 – Orchards Rise

Type and make up of dwellings

The current parcels contain a mix of 3-4 bed homes, and 1-2 bed apartments. Across Wichelstowe as a whole there will be retirement living and social housing.

Local amenities e.g. shopping, banking, eating

The Hall and Woodhouse pub and Waitrose were built early on in the development, and the Deanery CE Academy and the Kingfisher CE Academy complete the secondary provision on Peglars Way. Land for a primary school has been allocated in parcel 9.

Travel & Transport Infrastructure

Cycling Infrastructure

Cycle parking spaces for residents and visitors

Cycle parking is in line with SBC's parking standards. Houses will have garages or sheds, whilst flats will have bin store provision. Cycle parking is provided at shops, pubs, schools and at the local centre.

Cycle access to site

The development is connected to Swindon town centre via the Southern Flyer - a two-mile off-road link between the local centre and Farnsby Street in Swindon town centre. To the East, there are cycle routes into East Wichel, from which cyclists can continue to Wroughton, Pipers Way and Sustrans National Cycle Route 45. Route 45 provides off road infrastructure to North Swindon, Cricklade.

The Swindon Cycle map can be downloaded from https://www.swindontravelchoices.co.uk/wp-content/uploads/2022/07/SwindonCycleMap_edition9_v2.2-WEB.pdf

A map of the Southern Flyer, which connects Wichelstowe to Swindon Town Centre, can be downloaded from http://www.swindontravelchoices.co.uk/wp-content/uploads/2017/03/SouthernFlyer_leaflet_FINAL.pdf

Walking Infrastructure

Pedestrian access

Strategically designed rights of way will provide attractive access to and through the green infrastructure, using both adopted and non-adopted highway routes. This is crucial to providing a place where people will want to live and contribute to meeting objectives around the health and well-being agenda.

The nature of the site layout will produce primary and secondary roads connecting East, Middle and West Wichel. From a Green Infrastructure stance, this is an opportunity to provide new tree lined routes to increase biodiversity and help combat pollution. The route of the Wilts and Berks canal provides an opportunity for increased pedestrian movements for leisure and commuting.

Public Transport Infrastructure

Proximity to closest bus stops

Currently, there are bus stops close to Waitrose where buses drop and collect passengers travelling through East Wichel in to Swindon Town Centre. The buses also utilise these stops for services to and from Wroughton.

There are plans for further bus stops to be located at the local centre as the development grows.

For residents at the latest parcels off Scott Way, the nearest bus stops are on Wootton Bassett Road, which can be reached on foot in 10 minutes. From here, there are frequent bus services into Swindon Town Centre, and also west to Wootton Bassett, Chippenham or West Swindon.

Bus services

Currently Swindon Bus Company operate Service 11 between North Swindon and Wichelstowe, via Swindon town centre, Old town and East Wichel. Service 11 runs every 30 minutes during the day Monday to Saturday, with a Sunday service during shopping hours.

Stagecoach West operate Service 9 between Wroughton and Wichelstowe, then onto Swindon Town Centre via Old Town.

Whilst these services changed their operation through the pandemic, they are both now operating full timetables and provide a service to Swindon town centre roughly every 15 minutes between them.

On Wootton Bassett Road, services 1, 1a and 1b provide a service every 10 minutes, whilst Stage provide Service 10 and the 55 every 20 minutes.

Train services

The closest train station to Wichelstowe is Swindon, 10 minutes by car / bus and 20 minutes by cycle from the development. Local and national rail GWR services run between Swindon, London Paddington, Cheltenham, Bristol, Bath, Cardiff, Reading, Westbury and Gloucester.

Car Travel

Resident car parking

The masterplan outlines the development as accommodating parking spaces for residents in line with SBC's parking standards.

There are dedicated electric car charging points on site, at Waitrose and in other public areas and visitor parking spaces as the development grows.

Additionally, many homes have driveways / garages to enable householders to install a charging point at home if required. SBC's updated parking standards now require new dwellings with parking to have one chargepoint.

Car access to site

Vehicles will access West Wichel from Peglars Way to the north, Foxham Way from the east and Mill Lane to the south. A new access is being constructed under the M4 motorway to serve the new communities, although vehicular use is constrained as far as possible.

Further east, Mill Lane has now been blocked to motorised traffic at the Old Town end to enable a cyclist friendly environment between Wichelstowe and Old Town.

Sustainable / Smarter Travel Tools

Welcome pack for new residents (and travel information included)

Household Travel Information Packs (TIPs) are provided to all residents at the development and will be developed and distributed by the Travel plan coordinator. The sales staff will include the TIP with the other welcome packs when moving in.

The packs contain site maps showing nearby cycling, walking and bus routes, contact details for bus operators, car share information and details of the offers for new residents, such as the borrow a bike scheme, and free bus pass.

Suitable locations on site for promotional activities events identified

There are many sociable spaces at the heart of Wichelstowe to hold promotional activities and events, including Waitrose, the Hall and Woodhouse pub, and the Deanery School.

Waitrose have accommodated us for Bike Week roadshows and Winter Safety roadshows.

Travel Surveys

A baseline survey was undertaken during November / December 2021, and followed up a year later in November / December 2022. Residents were asked whether they had left the house today, and if so, how they travelled. A full report appears as Appendix 2, but the results are summarised below and compared to the Census data for the ward.

Historical Mode of Travel

	Bus	Car Driver on own	Car Driver with passengers	Cycle	Get a lift	Other	Scooter/ Motorbike	Taxi	Train	Walk	Work from home
1st Jan 2011	8	64	n/a	5	8	0	2	1	1	11	n/a
Nov 2021	12	52	12	0	4	0	0	0	4	8	8
Nov 2022	12	47	17	0	0	0	0	0	0	12	12

In 2023, a “Transport Conversation” was held instead of the traditional survey, which provided qualitative data. A traffic count took place in March 2024.

The traffic count wasn’t able to capture the number of residents working from home (ie not travelling) and we only have partial bus data, but the headline modal split from the traffic count is as follows:

	Bus	Car Driver on own	Car Driver with passengers	Cycle	Get a lift	Other	Scooter/ Motorbike	Taxi	Train	Walk	Work from home
March 2024	5	46.3	11	5.1	11	0.1	0.4	0	0	20.6	0

Targets

A high-level target was been set to retain solo car travel at 64% or lower by 2025. Now that a baseline survey has been taken, we can see that this is a reasonable target.

Target	Due Year
Mode: Car Driver on own, 64%,	2025
maintain cycling, walking, working from home and public transport use to at least 36%	2025

From the traffic count, we can see that the target is being met, with only 46.3% solo car driver trips recorded.

Action Plan (2024 – 2026)

Action	Due Date	Monitoring	Reporting	Complete
Cycling				
BC4 Cycle Hire / Bike Loan scheme in place Borrow a bike scheme in place - leaflet included in Welcome Pack	1 st occupation and ongoing	TPC to keep spreadsheet of participants	Scheme is in place – leaflets printed. Participation to be reported annually as part of travel plan review.	ONGOING
BC13 Cycling maps available to residents Up to date Cycle maps included in Household Welcome Pack	1 st occupation and ongoing	TPC to ensure maps are included	The 2023 cycle map is available and included in packs / on website.	ONGOING
BC29 Other Provide summer cycle roadshows – link up with any existing summer activity, or utilise off from Waitrose to use their forecourt area.	Bike Week 2025	TPC to note number of attendees	Participation to be reported annually as part of travel plan review.	
BC1 Bike security marking takes place As part of cycle roadshows	Bike Week 2025	TPC to note number of bikes marked	Participation to be reported annually as part of travel plan review.	
BC19 Improved access to site New cycle infrastructure to connect to Southern Flyer / Old Town Railway Path	2026			
BC19 Secure discounts with local bike shops	2023 and ongoing			ONGOING
BC29 Other Cycle Initiative Cycle orienteering event using current orienteering map	2024	TPC to note number of attendees	Participation to be reported annually as	

			part of travel plan review.	
Monitoring Activities				
M5 Other Undertake resident survey NEXT SURVEY DUE MARCH 2025	Annually in March	Generate results on STARS		ONGOING
M1 Keep records of participation levels in sustainable transport schemes and incentives Produce annual report to monitor progress towards targets, and report on activity over the past 12 months. Submit to developer and LPA	1 st September annually thereafter	TPC to produce		ONGOING
Promotion, Communications and Events				
PC14 New residents welcome pack with travel information Resident pack ready for first occupation and kept up to date during build out.	1 st Occupation and ongoing	TPC to produce	Packs have been compiled and delivered to sales office teams in line with their occupation predictions for the forthcoming months.	ONGOING
PC9 Sustainable travel options promoted on websites Development site to have own section on STC website Work with Wichelstowe communications to ensure information or links posted on community website and social media feeds.	Prior to 1 st occupation and ongoing updates	TPC to ensure the HIP and offers are loaded	Web page set up at https://www.swindontravelchoices.co.uk/newdevelopments/wichelstowe/	ONGOING
PC12 Travel maps and notice board set up Bespoke travel maps for the site set up	October 2021	TPC to ensure maps are produced and included in	Mapping produced by Laura Hallett and included in	UPDATES ONGOING

		welcome pack and online	new household pack	
Public Transport				
PT10 Participate in Catch the Bus Month Run event or promotion in September for catch the bus / Travelwise Week. (Railway Walk)	Sept 2024	TPC to monitor response		
PT8 Provision of public transport smart cards for residents Provide scheme for residents to try the bus for free	1 st Occupation and ongoing	TPC to keep records of take up	Scheme set up – Residents apply using online form.	ONGOING
PT9 Provision of timetables/maps/information Provide timetables as part of household welcome pack	1 st Occupation and ongoing	TPC to ensure timetables are included and up to date.		ONGOING
BPT12 - Display real time public transport information Leaflet compiled to show how residents can access real time bus information on their smartphone via apps. Leaflet put into welcome packs.	2024 and ongoing			ONGOING
BPT16 - Other public transport initiative GWR brochure put in pack for each new occupation	2023 and ongoing	TPC to keep records of take up		ONGOING
Reducing car use				
RC10 Carpooling/sharing scheme established Promotion of Car Share Swindon - leaflets in Welcome Pack	1 st Occupation and ongoing	TPC to monitor take up from residents.	Leaflets included in the pack.	ONGOING
RC23 Other Car share coffee morning to introduce car sharers and promote car club	2025 onwards	TPC to monitor take up		

<p>RC13 Establishment of car club On 500th occupation - Establish car club for users</p> <p>Ongoing promotion of benefits via welcome packs and events</p>	<p>On 500th occupation – Winter 2024</p>	<p>TPC to monitor take up</p>		
<p>Walking</p>				
<p>W7 Provide walking maps Produce Wichelstowe specific Get Walking magazine</p>	<p>1/1/23 and ongoing</p>	<p>TPC to ensure these are distributed</p>	<p>Get Walking in Wichelstowe distributed to existing households and in new packs</p>	<p>ONGOING</p>
<p>W8 Run or participate in a pedometer challenge Pedometer challenge for residents as part of Swindon Summer Trails Challenge</p> <p>Wichel specific trails challenge in 2025?</p>	<p>July 2024</p> <p>2025</p>	<p>TPC monitor number of sign ups to the challenge.</p>	<p>Trail leaflets pushed through front doors.</p>	
<p>Walking BW5 - Offer led walks 1 hour family walk around the Railway Village trail followed by refreshments</p>	<p>Sept 2024</p>	<p>TPC monitor number of sign ups</p>	<p>Invite leaflets pushed through front doors.</p>	