

Transport Update- The Key Headlines

Swindon Local Councils Forum

Thursday 15th June 2023

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Head of Strategic Transport



Where are we with transport?

- Strategic position
- Local engagement
- Current projects
- What's coming up
- A quick insight into our Swindon Transport Conversation Survey

Strategic position

- Local Transport Plan (No. 4) and Local Plan development
- Main LTP Strategy 2022 and implementation plan 'part 2'
- Sub regional connectivity - multimodal, rail, strategic highways etc
- Key work with England's Economic Heartland and Western Gateway
- Bus Service Improvement Plan and Enhanced Partnership Plan
- Strategic infrastructure and connectivity projects – e.g. Southern Connector Road, Fleming Way/Whalebridge
- Collaborative work across Council – climate change and Net Zero , public health, education (home to school transport)
- LTP schemes for 23/24 in place
- Focus on rail, active travel and freight/logistics
- Local Flood/Drainage authority role
- Asset management function

Economy and Development

Local Transport Plan
Refresh

LTP4 January 2022



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Local engagement

- Transport Conversation Survey
- Induction to Members 29th June with Ward member sessions planned July 2023
- Exploring effective ways of harnessing member priorities and views
 - Strategic connections level
 - Across-Swindon level
 - Neighbourhood and local level
- Development of Guide for Highways and Transport
- **Parish/Local Council sessions**



Current key projects and programmes

- Mix of 'hard' and 'soft' projects
- Southern Connector Road
- Wrap up of NEV highways schemes
- Fleming Way and other town centre improvement schemes
- Securing optimum transport packages through new development
- Concessionary travel and community transport
- Street lighting energy saving project
- Ensuring a sustainable bus network
- Equality and access for all upskilling
- Active Travel England funded design work
- Electric vehicle charging approaches



What's coming up?

- EV and low carbon transport delivery
- Local Logistics Partnership delivery
- Active Travel corridors and strengthening our local connections for sustainable travel
- Innovation in new housing developments around 'green' travel
- Refreshed technical transport guidance for developers
- Mobility and equality auditing as part of scheme thinking
- Improved public transport environment - shelters/waiting areas/station travel planning
- Community Rail partnership working - Oxfordshire, TransWilts and Gloucestershire
- Bus service review and enhancement
- Travel choice/behaviour projects
- Ongoing Transport Conversation Surveys / Forums/ Meetings



Swindon Transport Conversation Survey

Conversation Headlines

Swindon Transport Conversation Survey 2023 - An Overview

- This survey was available online (via SmartSurvey) from 22 March 2023 to 18 April 2023.
- The survey was also promoted through Swindon Borough Council and Swindon Travel Choices social media platforms, as well as the Highways Newsletter.
- Publicity for this survey was also shared by key stakeholders such as the Swindon Cycling Campaign
- Received 1513 responses
- Confidence with the data

Public asked to help shape Swindon's future transport plans

People who live and work in Swindon still have time to take part in a survey to help inform future plans for the Borough's transport network.

Published: Thursday, 6th April 2023

Swindon Borough Council's Transport Conversation Survey aims to find out how people currently travel around the Borough and the surrounding area. It also asks whether they would consider changing their modes of transport and what level of improvements need to take place for that to happen.



More news

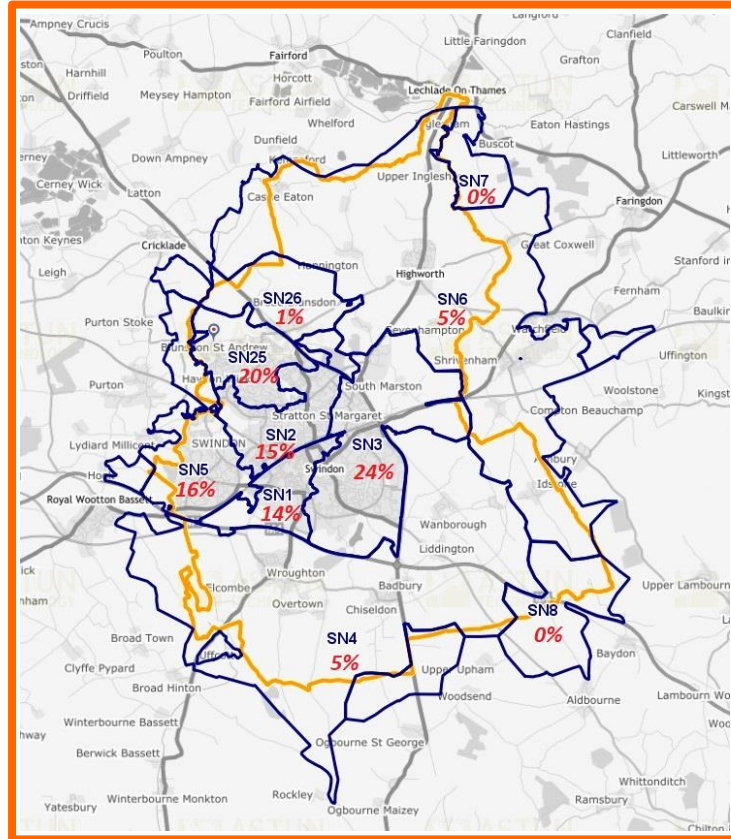
[Latest news](#)
[News archive](#)

The Council is asking a series of questions about travel and transport in order to understand how things have changed since the pandemic, while also finding out people's views on public transport, walking, cycling and other green forms of travel.

What we asked

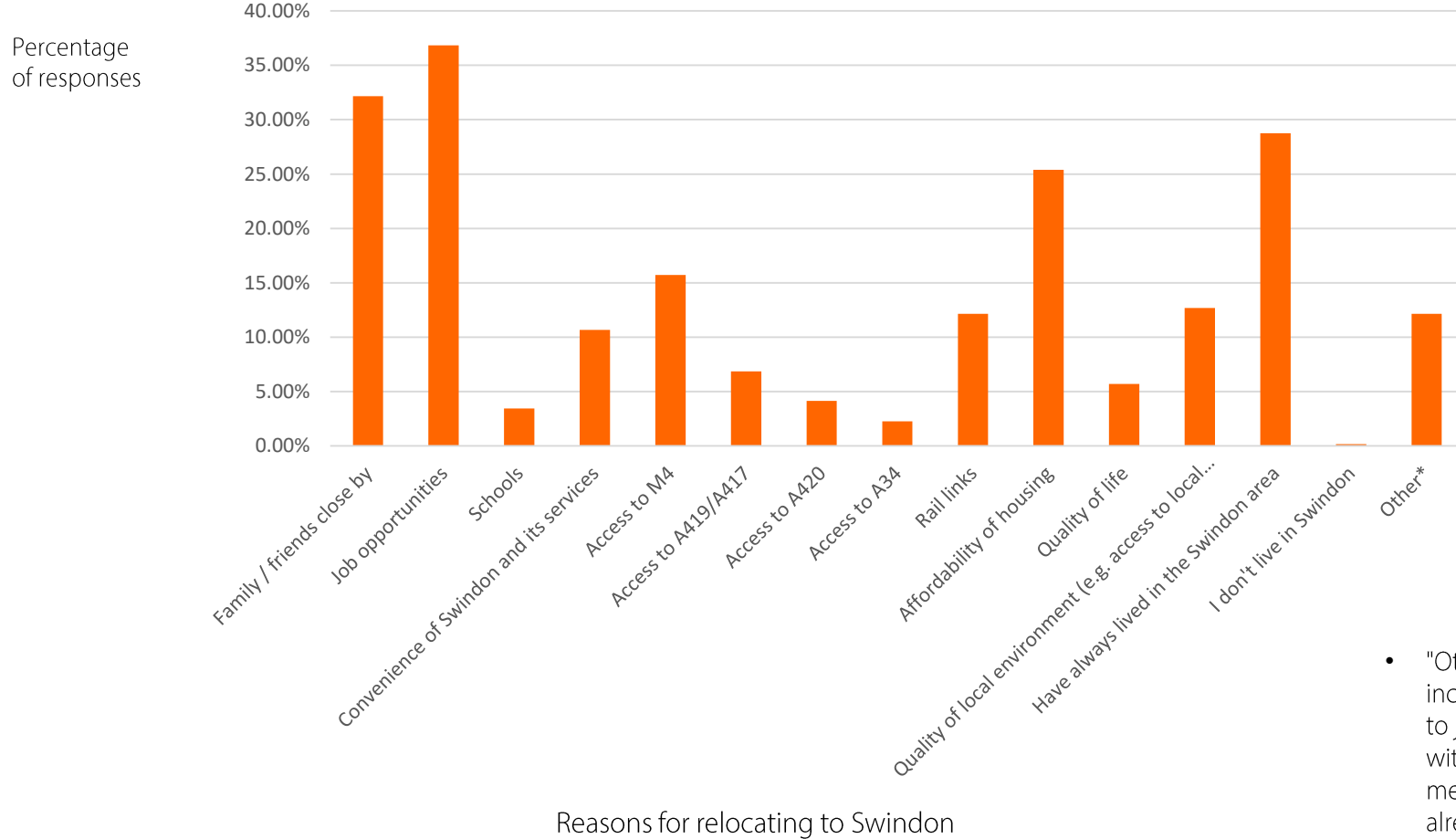
- Where respondents live and work
- Length of time living in the borough
- What attracted them to live in the borough
- Mode of travel and factors influencing travel choices
- School run data, levels of home working
- Propensity to purchase electric vehicles
- Anticipated modal shift over next 5 years
- Transport improvements and anticipated impact
- Transport incentives and anticipated impact
- Willingness to engage further

Who responded?



- At least 95% of respondents live in the Borough of Swindon
- High response from urban areas
- SN3 (East Swindon) was the popular postcode district, followed by SN25, SN5, SN2 and SN1 (central area)

What attracted you to live in Swindon?

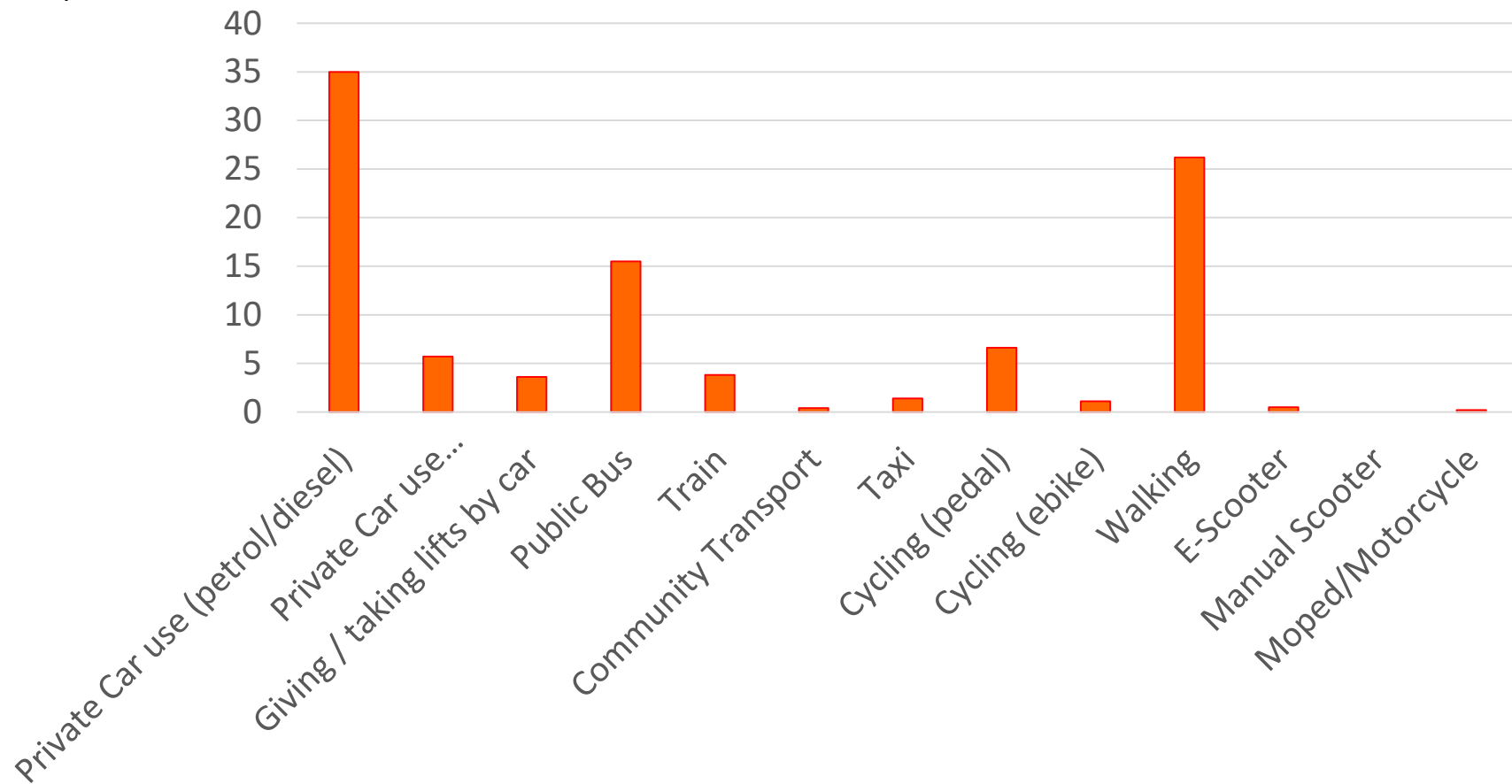


- "Other" reasons mainly included moving due to job relocation, to be with a partner or family member or for reasons already listed.

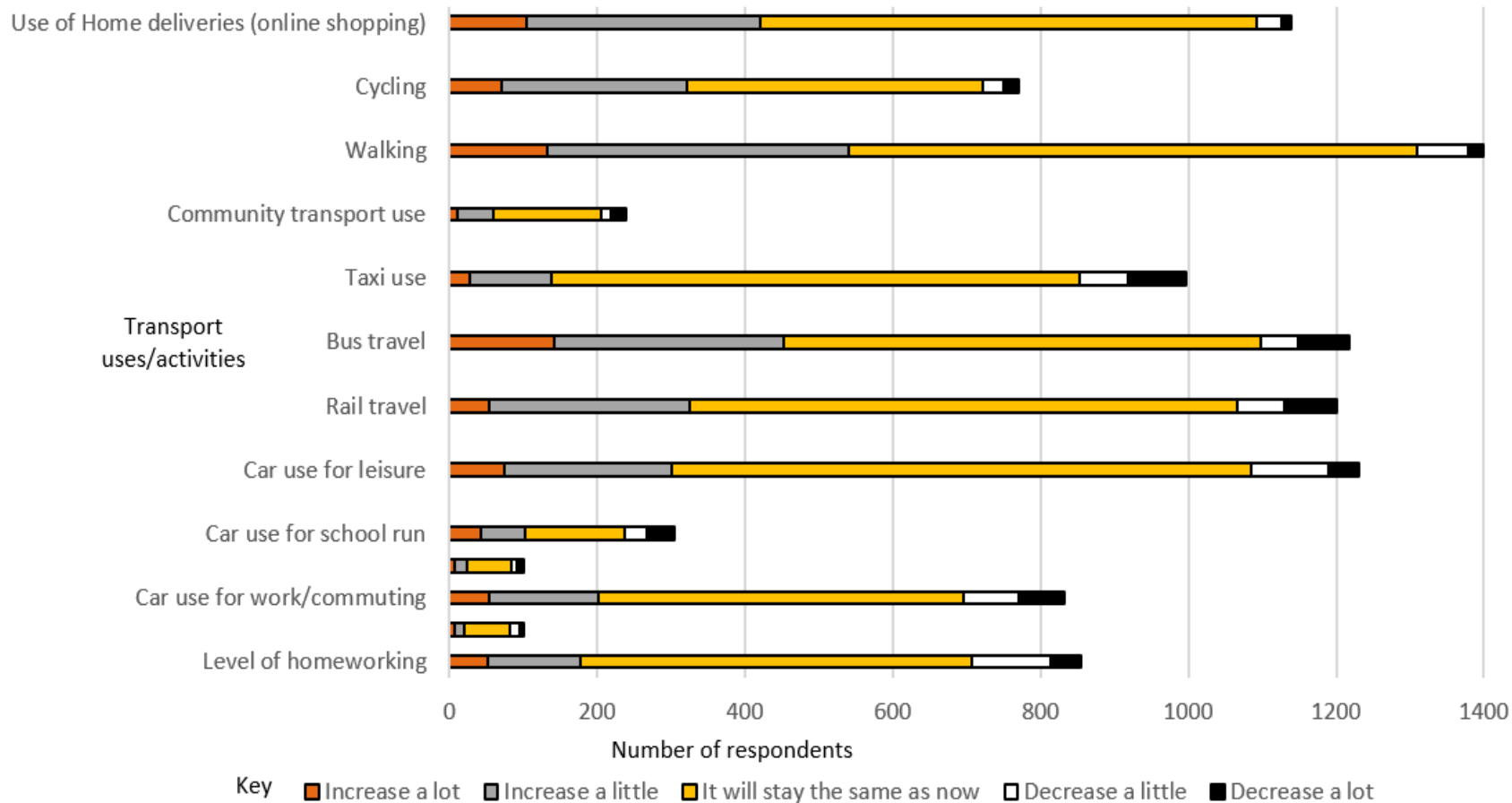
How households are moving

Normal form of transport

Percentage of responses



Anticipated change in transport modes over the next 5 years

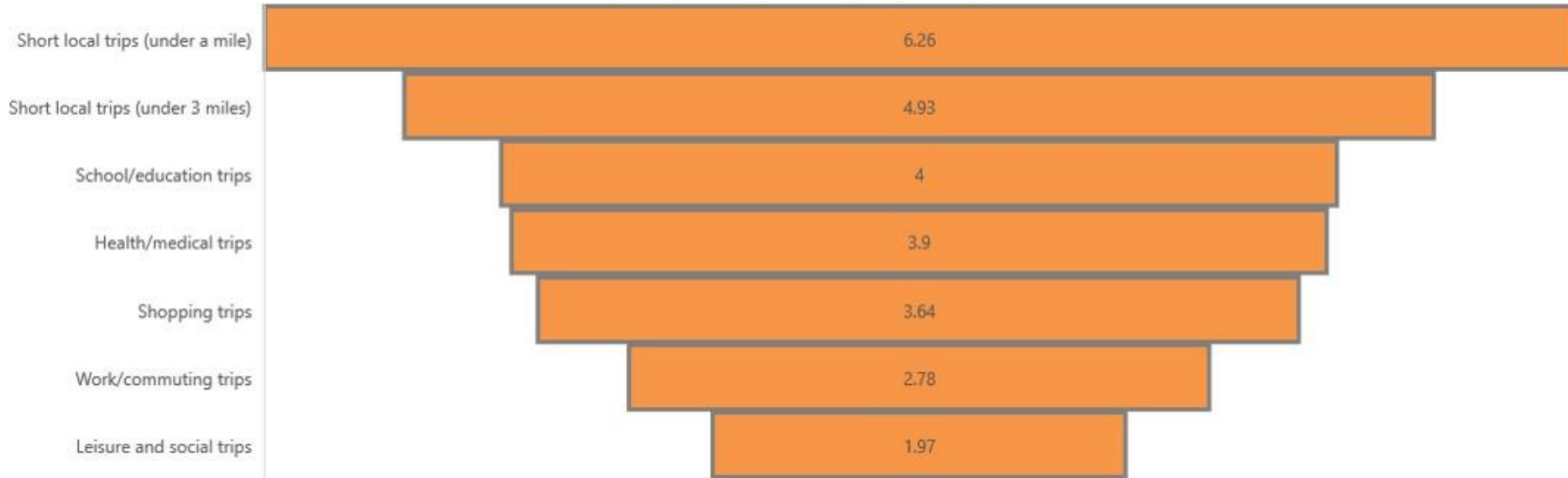


If there were incentives or other ways of encouraging you to change travel choice towards sustainable travel, would you consider any of the following?

Rail ticket deals	42.54 %
Bus ticket deals	34.44 %
Maps and guides for your local area	34.40 %
Integrated bus and rail tickets	28.79 %
Access to railcards (young persons, older persons, jobseekers etc)	23.45 %

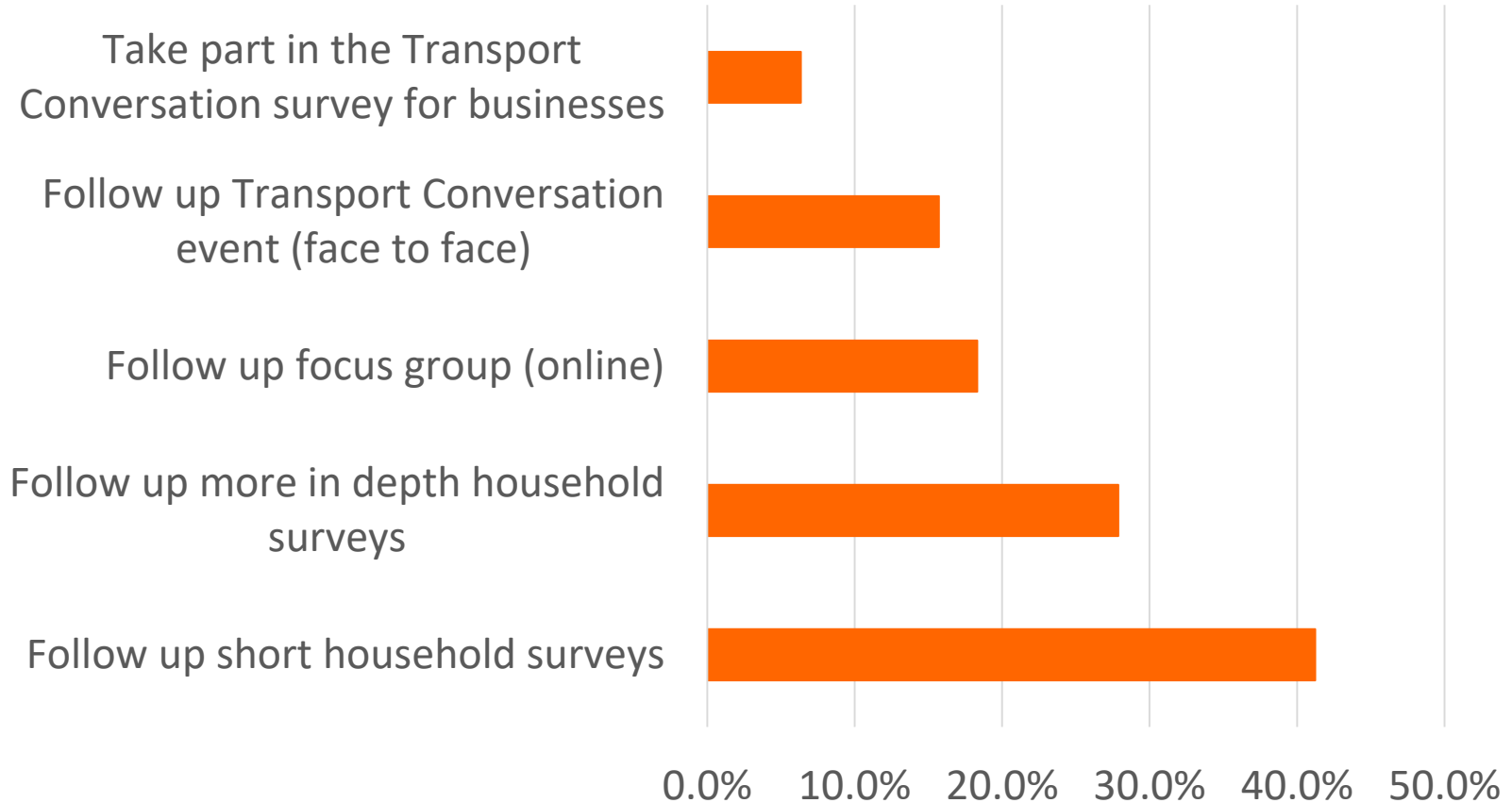
Feedback on moving away from car use over next 5 years

Average score out of ten received for suggested considerations to move away from car use over the next five years
(0 being unwilling - 10 being very willing)



- Reducing local trips undertaken by car receives the strongest support.
- Short journeys of under a mile are a particular consideration, the length of journey where active travel would need to be considered first choice.

Interest shown for further engagement in the Swindon Transport Conversation



Thank you

Further questions and enquiries to:

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