

Please find below the notes from the Wichelstowe Travel Plan Steering group meeting on 9th September.

Wichelstowe Travel Plan Steering Group

Meeting Subject: Wichelstowe Travel Plan: Steering group meeting

Meeting Date: 09/09/2025 14:00

Location: IN PERSON: Wichelstowe Development Office

Link to Outlook Item: [click here](#)

Invitation Message

Participants

-  [Claire Fleming](#) (Meeting Organizer)
-  [Powe, Rob \(rob.powe@dwh.co.uk\)](#)
-  [Leake, Emma \(emma.leake@dwh.co.uk\)](#)
-  [Michelle Bishop \(DEA Staff\)](#) (Accepted in Outlook)
-  [Sharon Bishop \(bishops@kingfishercofe.org.uk\)](#) (Accepted in Outlook)
-  [Chris Watts Wichel](#)
-  [Karen Coventry](#)
-  [Nick Small](#) (Accepted in Outlook)
-  [Chris Watts \(DEA Volunteer\)](#)
-  [Jon Young \(youngj@abbeyparkschool.org.uk\)](#)
-  [clerk@wroughton.gov.uk](#) (Tentative in Outlook)
-  [Councillor Gayle Cook](#) (Declined in Outlook)
-  [Councillor Matthew Courtliff](#)
-  [Councillor Adam Poole](#)
-  [Jonathan Young \(APS Staff\)](#) (Accepted in Outlook)
-  [Amanda Woodhead](#) (Accepted in Outlook)
-  [James Heaney Regalado](#) (Tentative in Outlook)
-  [Matthew Breese](#) (Accepted in Outlook)

Notes

- **Introductions (All)**

Attending:

Claire Fleming (Minutes)

Emma Leake / Rob Powe - Barratt David Wilson

Jon Young - Head at the Deanery CE Academy School,

Michelle Bishop - Deanery CE Academy School,

Amanda Woodhead - Wroughton Parish Council

Nick Small - Go South Coast

Matthew Breese - Stagecoach Buses

Cllr Matthew Courtliffe

- **Actions from last meeting**

Action: RP/EL speak to Ben Staite regarding the LCWIP update that's underway. DONE

Action: CF to be involved in boardwalk opening / publicity- possible walk / trail / mapping DONE

Action: CF to meet with Chris Guest (customer relations manager) DONE

Action: CF to add survey question around destination and send artwork to Emma for website / socials DONE

- **Travel Plan Update (CF)**

- **Events and Promotions since March**

- Easter cycle orienteering - 4 families, poorly advertised. Will repeat in Oct half term if map and app ready, if not, Xmas.

- Easter Green Trail walk - Good turnout 12 from Wichel (zero no-shows) and picking up people along the way to a max of 30 plus volunteers, Boardwalk event - Around 15 families took part - approx 45 people. Deemed successful - toy hedgehogs were a hit.

- Huntly - As part of boardwalk event. On the Saturday, there were 35 new downloads on Huntly, with 27 people accessing the trail and finding at least 1 item. Will get updated figures at the end of the summer trails period.

- **Survey results and Personalised Travel Planning**

- The survey was open from 19th March 2025 until 21st April 2025 and achieved 130 responses; an encouraging response rate of 21%.

Mode	2025 %	2022 %
Car - Driver on my own	43	47
Car - Driver with passengers	22	17
Got a lift	2	0
Bus	8	12
Taxi	4	0
Walking	10	12
Cycling	2	0
Train	5	0
I have not travelled today	5	12
Scooter / Motorbike	1	0

The survey asked where people were travelling to - Circulated paper with response.

The top 5 initiatives that people said they were interested in are:

Trying out the bus service for free

Receiving maps and information about getting around the area
Guided walks in the area – Short walks / longer rambles
Being part of a local walking group
Information about electric vehicles

Personalised Travel Planning - 528 pieces of information sent out to over 100 respondents.

Resulted in 9 residents requesting rail vouchers, 5 requesting bus vouchers, 4 bikes on loan (with 3 more requested)

- Car club update

EV car installed in June, leafleted all of Wichelstowe and East Wichel with flyers containing codes. Co wheels quite pleased with results -

(As of end of July - 4 bookings in June and 11 in July, with 500 miles driven in July. 5 signups from the promo code, 10 new members altogether)
Video created and launched end of August.

- Modeshift Accreditation

Applied for "Excellent travel plan accreditation" in July - will find out soon if awarded it.

(Post meeting note: We have been informed we have been successful)

- Working with McCarthy Stone

Producing packs for new residents, coffee morning on 5th Sept to promote bus changes in particular

Action: Question raised from resident about last 2 buses leaving town only minutes apart. Stagecoach will look at last bus back from town - can possibly tweak - Matthew to look at it.

- **Update from Wichelstowe LLP**

Parcel 10 Canalside - 1st occupation this month.

Roundabout on Deanery Drive needs proper reinstatement - awaiting water works.

Canal making good progress

Sports hub plans progressing

Pipeline sorted for next phases, so will continue to build out for next 5/6 years.

Early stages of considering outline consent for SE of site.

No news on the GP Surgery / Community Centre / Pharmacy

Local centre at Orchards under new consent

- **Schools Update**

Deanery finish early on Friday 2.25pm - looking to change to 3.10pm from next September - NS confirmed that it can accommodate the change.

Action: 10 week notice to let traffic commissioner know, so liaise with Go South Coast in plenty of time.

Complex needs centre - looking to expand.

Cycle to School week - EL looking to giveaway Slapbands / Photoshoot with the school **Action:** CF send details of suppliers

- **Bus Update**

CF needs a solution to paper vouchers soon - **Action:** CF contact Sara Davenport again and cc Nick.

Stagecoach - Fleming Way opened 31st - positively received, new booklet. Services through Wichel - Ok patronage, but could do better. Late services being well used (BSIP money). No particular growth. Plans to electrify once funding comes forward.

Looking at reinstating a loop around the train station - Publicity when that happens.

Swindon Bus Company - S106 still pending - **Action:** CF to get update from Rachel and / or invite to next meeting.

Piece of work to be done looking at destinations.

- **AOB** - None

Next meeting - February 2026 - date TBC

Claire Fleming

Travel Plan Officer

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