

| THEME                             | OBJECTIVE   |
|-----------------------------------|---|
| <p>1. TRANSPORT</p>               | <p>Measure the increase in road traffic and develop sustainable measures for mitigating impact<br/>                     Improve signposting and routes<br/>                     Improve accessibility<br/>                     Improve / increase public transport capacity</p>   |
| <p>2. SUSTAINABLE DEVELOPMENT</p> | <p>Bring redundant employment sites back into use<br/>                     Increase presence of higher education in borough, educating people who live here<br/>                     Reduce, re-use, recycle<br/>                     Maximise efficiency<br/>                     Sustainable construction (longevity)</p> |
| <p>3. HOUSING DISTRIBUTION</p>    | <p>Provision of decent affordable dwellings (on a large scale)<br/>                     Widen choice of types, sizes, densities and locations<br/>                     Need more low-density executive housing</p>  |

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| <p>4. EMPLOYMENT DISTRIBUTION</p> | <p>Look at areas for future development of employment land<br/>                     Spread of employment sites<br/>                     Welcome businesses (economic vision)</p> |
| <p>5. LOCAL DISTINCTIVENESS</p>   | <p>Large-scale regeneration efforts must be 'Swindon' specific</p>   |
| <p>6. GREEN INFRASTRUCTURE</p>    | <p>More green space should be planned as part of new developments<br/>                     More realism required regarding sustainable energy</p>                                |



