

THEME	OBJECTIVE
<p>1. TRANSPORT</p>	<ul style="list-style-type: none"> • To free the town centre of private transport and place the emphasis on public transport (buses etc.) • To look towards innovative transport modes / methods within Swindon • Reduce the number of heavy goods vehicles with the town centre
<p>2. SUSTAINABLE DEVELOPMENT</p>	<ul style="list-style-type: none"> • To encourage growth around and respecting the quality of the natural environment • All new buildings (regardless of the type of development) should meet the highest standards for eco homes (energy, materials etc) • To ensure any growth provides for the water supply and treatment needs of those areas and also avoids any potential increases to flood risks
<p>3. HOUSING DISTRIBUTION</p>	<ul style="list-style-type: none"> • Growth in housing should be encouraged to occur in an organic and timely fashion • The group also discussed that although the RSS has set out the strategic need for housing within the district, the specific location is still open for debate. Members of the group therefore questioned why the existing growth areas were identified on the map provided.

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<p>4. EMPLOYMENT DISTRIBUTION</p>	<ul style="list-style-type: none"> • Employment areas should be located close to where people live to minimise the distances people travel to work
<p>5. LOCAL DISTINCTIVENESS</p>	<ul style="list-style-type: none"> • Swindon needs to develop and protect an image or identity for its self (currently does not have one) • Maintain the old character of Swindon in tandem with new development • Swindon as a whole borough needs to be innovative in its outlook for the future
<p>6. GREEN INFRASTRUCTURE</p>	<ul style="list-style-type: none"> • Develop green corridors running through out the town • Built development should be built around and protect any green infrastructure that exists or can be developed • Greening of the town should for part of all redevelopment of areas • All open spaces and green areas should be well managed and have a management plan in place (Members of the group commented that in some areas it is not a lack of green space rather a lack of management and better resourcing of that management)

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<p>7. COUNTRYSIDE AND VILLAGES</p>	<ul style="list-style-type: none"> • Protect the villages around Swindon as villages (don't let them become engulfed into towns) • Protect and enhance the rural services of Swindon (shops etc) • Recognise and protect the heritage within the borough, emphasis heritage as a tourism benefit • Recognise the opinions of the parish councils, try to incorporate and co-operate with the aspirations of the surrounding villages and small towns
<p>8. REGENERATION</p>	<ul style="list-style-type: none"> • Ensure that regeneration efforts are focused on local needs
<p>9. TOURISM</p>	<ul style="list-style-type: none"> • Promote the heritage tourism of Swindon as an employment generator • Need to develop an image and identity for Swindon that is positive and not simply based upon the railways and roundabouts. It was suggested that the <i>Gateway to the West</i> could be used or <i>River Thames to the Ridgeway</i>.

Spatial Vision for the Core Strategy

The group had a considerable discussion about the vision for Swindon and centred around the Cities identity, or lack of it. Although not in total agreement the words below are what the group put forward as their Spatial Vision for Swindon:

To develop a focused identity for the Borough of Swindon, whilst respecting its history; to ensure the timely growth of Swindon whilst protecting, respecting and improving the built and natural environment; and continue the economic prosperity of Swindon making it a place where people want to LIVE, work and play.