

THEME	ISSUE	OPTION
<p>1. TRANSPORT</p>	<ul style="list-style-type: none"> • Grid locked system reliant on the car at the moment • Car parking is being lost in the town centre • The system is not integrated • The transport system is not reliable • The A419 acts as a divide across the town and effectively splits it in two 	<ul style="list-style-type: none"> • Develop an integrated system • Promote innovative solutions • Develop park and ride facilities • Develop a light transit system • Promote connectivity across the Borough • Put appropriate infrastructure on the edge of the urban area to allow good points of connectivity with those travelling from the urban areas • Think about fixed systems rather than non-fixed as this tends to give rise to greater certainty of routes • Need to ensure that the system is affordable
<p>2. SUSTAINABLE DEVELOPMENT</p>	<ul style="list-style-type: none"> • Not bold enough to make decisions to influence change • Climate change and sustainability is referred to glibly but the Council is not taking appropriate action to effect change • There is an impact on climate change as a result of a transportation network focussed on the private car 	<ul style="list-style-type: none"> • Support applications for alternative means of energy generation (wind farms for example) • Make an obvious statement regarding Swindon and such policy by providing windmills / turbines at the gateway locations to the town • Be brave and make difficult decisions to secure a brighter future for the Borough • Ensure that new housing is fitted with a high standard of thermal insulation • The Council should assess the costs/benefits of this and provide appropriate subsidies to ensure that sustainable development is achieved • Need to consider all options
<p>3. HOUSING DISTRIBUTION</p>	<ul style="list-style-type: none"> • No current vision • Unclear time horizon • No proper integrated planning with transportation links • No holistic thinking • It is too late to retro-fit infrastructure post housing development • A lot of housing in the Borough is too expensive for indigenous population 	<ul style="list-style-type: none"> • Do not develop in the Community Forest • Take into consideration environmental factors • Plan appropriately • Promote the development of brownfield • Build affordable housing in Swindon • Use Council powers to achieve these objectives • Use developer contributions in a more structured way

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<p>4. EMPLOYMENT DISTRIBUTION</p>	<ul style="list-style-type: none"> • Employment provision is not linked to housing • It is generally situated on the outskirts and promotes transportation by road • The proposed Northern Development Area does not address employment issues 	<ul style="list-style-type: none"> • Actively promote the links to housing distribution • Think longer term • Address the issues of the divide caused by the A419
<p>5. LOCAL DISTINCTIVENESS</p>	<ul style="list-style-type: none"> • Swindon needs to leave the image of a railway town behind • There is no alternative “good” image at the moment • There is nothing positive for the Borough to grasp hold of and run with in terms of local distinctiveness • There is no positive marketing • Need to promote good links with the Development Company 	<ul style="list-style-type: none"> • Need to pick up on where the town is at the moment • Build a Borough that has an image of excellence and is the “best” • Promote science and innovation, education and research • Promote the Borough as the “best place for business” • Promote the Borough as the “best place for sustainability & green development” • The Borough needs a clear statement
<p>6. GREEN INFRASTRUCTURE</p>	<ul style="list-style-type: none"> • School playing fields are being lost to development • There is a lack of provision of green space • Facilities are generally poor (recreation) • The distribution of facilities is poor • Developer contributions tend to get “lost” in the general pot 	<ul style="list-style-type: none"> • Need to think about the provision of green infrastructure in the context of sustainable communities • Make provision for developer contributions to go into a community fund where community groups can apply for funding

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<p>7. COUNTRYSIDE AND VILLAGES</p>	<ul style="list-style-type: none"> • Think about sustainable development • Need to thin • Existing settlement boundaries restrict growth in these areas • The nature of villages is changing as local amenities decline k about economic viability of these countryside and village locations 	<ul style="list-style-type: none"> • Need to promote local services • Need to promote businesses • Access from the urban areas to the rural areas needs to be improved – think about the outward links • Promote rural activities • Link to sustainable development objectives • Link rural, economy and education • Need to maintain the vibrancy
<p>8. REGENERATION</p>	<p>Not discussed as generally dealt with in Central Area Action Plan</p>	

