

THEME	ISSUE	OPTION
<p>1. TRANSPORT</p>	<ul style="list-style-type: none"> <li>• Lack of direct routes through Swindon by road – many circuitous routes (for example from the west to the centre)</li> <li>• No suburban rail network - would like to see an additional station but this is not feasible</li> <li>• Park and ride network not yet completed</li> <li>• Good core public transport services, although evening and weekend services could be improved</li> <li>• Poor signposting throughout town</li> <li>• Park and Ride service shuts too early</li> </ul>	<ul style="list-style-type: none"> <li>• Prioritise and upgrade particular road routes</li> <li>• Implement improved local traffic management measures</li> <li>• Improve signposting</li> <li>• Reinstate disused track to Highworth – possibly installing a guided bus service</li> </ul>
<p>2. SUSTAINABLE DEVELOPMENT</p>	<ul style="list-style-type: none"> <li>• Many redundant tired employment sites</li> <li>• Certain areas are lacking necessary services and facilities to support local community and businesses (eg. Moredon lacks a central focus).</li> <li>• If you provide facilities they will be used</li> <li>• Swindon Borough has a very healthy and active economy (very robust) but does not have a labour force, although immigration has assisted in this respect.</li> <li>• Vacant office space</li> <li>• Lack of job experience for students</li> </ul>	<ul style="list-style-type: none"> <li>• Re-use and redevelop redundant employment sites</li> <li>• Use shopping development as a catalyst for further development</li> <li>• Develop health and leisure facilities</li> <li>• Create new jobs</li> <li>• Develop business / retail incubator units</li> </ul>
<p>3. HOUSING DISTRIBUTION</p>	<ul style="list-style-type: none"> <li>• Fixation with strategic development areas</li> <li>• Swindon represents a patchwork of different eras, with large sections of the town being redeveloped in various decades – there is a danger that the strategic development areas will simply reinforce this by presenting a ‘block’ of development from the current decade.</li> <li>• Uneven distribution of housing in the Borough</li> <li>• Housing supply crisis</li> </ul>	<ul style="list-style-type: none"> <li>• Borough Council could provide more houses</li> </ul>

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<p>4. EMPLOYMENT DISTRIBUTION</p>	<ul style="list-style-type: none"> <li>• Businesses leaving Swindon (national issue) such as call centres</li> <li>• Industrial centres are spread around the centre</li> <li>• Notional car parking was never built in the 80s which has reduced the attractiveness of the town centre for businesses</li> <li>• Vibrant economy</li> <li>• Timescale of commercial lettings – long-term decision making</li> </ul>	<ul style="list-style-type: none"> <li>• Common Head should be a flagship employment site but highways preclude this</li> </ul>
<p>5. LOCAL DISTINCTIVENESS</p>	<ul style="list-style-type: none"> <li>• Character has changed – used to be railway town, now more diverse</li> <li>• Huge monolithic developments, products of their eras</li> <li>• Railway village / old town core = distinct 'Swindon' style</li> </ul>	<ul style="list-style-type: none"> <li>• Design should respect local context</li> <li>• Develop a strict design code</li> <li>• Champion good design and provide case studies of good practice</li> </ul>
<p>6. GREEN INFRASTRUCTURE</p>	<ul style="list-style-type: none"> <li>• Lack of green open space in centre</li> <li>• Major attraction of Swindon is proximity / views / accessibility to the countryside from the town centre</li> </ul>	<ul style="list-style-type: none"> <li>• Develop sustainable buildings</li> <li>• Promote the development of public squares (such as the London Squares)</li> <li>• Look at the public realm in new development</li> <li>• Green networks / strategic green routes</li> </ul>

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<p>7. COUNTRYSIDE AND VILLAGES</p>	<ul style="list-style-type: none"> <li>• Commuting</li> <li>• Loss of local facilities and services</li> <li>• Lack of available housing, which forces prices up and people out</li> <li>• Prohibitively expensive</li> <li>• No new development in villages</li> <li>• Constrained by landscape designations</li> </ul>	<ul style="list-style-type: none"> <li>• Keep villages in their current form</li> <li>• Encourage sensitive development to ease pressure</li> </ul>
<p>8. REGENERATION</p>	<p style="text-align: center;">Town centre not currently acceptable</p> <p style="text-align: center;">Lifespan of new development needs to be considered (longevity and sustainability of new development)</p> <p style="text-align: center;">Need for continued investment</p> <p style="text-align: center;">Community regeneration</p>	
	<p><b>Ranking of the issues / options:</b></p> <p>The group felt that each issue should be considered together, not in isolation, therefore ranking is unnecessary.</p> <p><b>Other debates:</b></p> <p>The group debated the future of shopping. It was felt that two major trends will be:</p> <ul style="list-style-type: none"> <li>• Increased internet usage</li> <li>• Higher number of over 55's wishing to spend their disposable incomes will result in more comparison shopping (high-value goods etc.)</li> </ul> <p>One delegate raised concern regarding the new major regeneration schemes in Swindon. Things happen so quickly that the delegate queried whether consultations are being taken into account. Are the various organisations working together?</p>	

