

THEME	ISSUE	OPTION
<p>1. TRANSPORT</p>	<ul style="list-style-type: none"> <li>Lack of direction / clear thoroughfare through the town centre. Lack of legibility of signage.</li> <li>Lack of Disabled parking in the town centre and surrounding areas</li> <li>Access from new development area into the town centre, ensuring that the already congested access routes are not compounded</li> <li>The group also discussed the potential for removing through traffic from the town centre but reached agreement that this should not be the case through the groups heated discussion</li> </ul>	<ul style="list-style-type: none"> <li>Strategy for new sign posting throughout the town centre and Swindon</li> <li>Ensure that transport plans are thought through before being put in place</li> <li>Ensure that employment uses are located sensibly close to good transport links, especially public transport</li> <li>Continue the implementation of park and ride schemes and increase use</li> <li>Improve public transport. Although the buses provide a good service the usage needs to be increased.</li> </ul>
<p>2. SUSTAINABLE DEVELOPMENT</p>	<ul style="list-style-type: none"> <li>New development needs to reduce energy use, minimise travel distances, and generally be designed in co-ordination with surrounding uses and future development aspirations</li> <li>Need to protect respect and enhance the environment and the surroundings of new developments</li> </ul>	<ul style="list-style-type: none"> <li>Ensure new buildings are developed using the highest standards of both design and eco status</li> <li>Implement strong policies in relation to standards through the core strategy</li> </ul>
<p>3. HOUSING DISTRIBUTION</p>	<ul style="list-style-type: none"> <li>Accessibility of new housing to the central area and services etc</li> <li>Need to respect the environment in its development</li> <li>Need new community services, shops etc to serve these areas</li> <li>Connectivity and integration with adjacent areas</li> <li>Need to protect rural villages and communities</li> </ul>	<ul style="list-style-type: none"> <li>The group all agreed that the expansion of Swindon was better as shown on the maps on the urban fringe rather than expanding rural communities</li> <li>Locate new services and infrastructure carefully to integrate the communities together.</li> </ul>

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<p>4. EMPLOYMENT DISTRIBUTION</p>	<ul style="list-style-type: none"> <li>• Generally the group felt that employment uses are fairly good within Swindon, although a point was made that there is a need to ensure that there is enough infrastructure capacity (using the example of Honda for shift changes)</li> <li>• New development areas also need to include employment land or areas</li> <li>• The group also discussed the possible location of industrial units outside the central area to ease the traffic congestion problems</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic locations for employment uses</li> <li>• Location of high tech industries within the town centre and especially close to the train station to make use of the good links to London. Need to make the most of this!</li> <li>• Honda was noted as the exception rather than the rule for infrastructure problems. The staggering of shifts would solve the problem at Honda.</li> </ul>
<p>5. LOCAL DISTINCTIVENESS</p>	<ul style="list-style-type: none"> <li>• Swindon is not seen as a good place and has a lack of a strong identity</li> </ul>	<ul style="list-style-type: none"> <li>• An image needs to be developed and followed for Swindon to generally improve its image across the UK. It is not a bad image it's more that it does not have one!</li> <li>• Possibly look at Honda for educational promotion of a technical college</li> <li>• Suggested images were:                         <ul style="list-style-type: none"> <li>○ Waterfront based</li> <li>○ Gateway to the West</li> </ul> </li> </ul>
<p>6. GREEN INFRASTRUCTURE</p>	<ul style="list-style-type: none"> <li>• Need for new planting and green corridors through the Eastern Development area</li> <li>• Green corridors through out the town to connect the surrounding countryside to the town centre</li> <li>• Open up footpaths and bridleways associated with new development areas to increase access</li> <li>• Need for strategic assessments of flood risk and surface water issues</li> <li>• Need to be aware of changing climate and resulting changes in the topographical location of ecological habitats</li> </ul>	<ul style="list-style-type: none"> <li>• A percentage of development should be used for ecological and green purposes. This could be a tool for encouraging rather than a rule.</li> <li>• Use ecological studies to help mould development and protect the environment at the same time.</li> <li>• Maintenance of green areas is the biggest problem. Management and Resources!</li> </ul>

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<p>7. COUNTRYSIDE AND VILLAGES</p>	<ul style="list-style-type: none"> <li>• Need to recognise the identity of the countryside</li> <li>• Need to appreciate and take note of local opinions</li> <li>• Conflicts of the urban / rural fringe, the needs of farms and their viability and the recreation needs of communities</li> <li>• Need to respect the historic aspects of rural Swindon as well</li> <li>• Need to protect and enhance the landscape</li> </ul>	<ul style="list-style-type: none"> <li>• Develop the urban fringe strategy for the AONB to cover the whole of the urban fringe around Swindon</li> </ul>
<p>8. REGENERATION</p>	<ul style="list-style-type: none"> <li>• Ensure that regeneration efforts are focused on local needs</li> <li>• General consultation with those that will be affected – what do local people / users want? Many people feel left out at the moment.</li> </ul>	<ul style="list-style-type: none"> <li>• PR for the development of the strategy and generally for workshops such as this and new developments is the key.</li> <li>• Members of the group commented that they knew nothing about the new proposals for the town centre development, or the display model etc!</li> </ul>
<p><b>Ranking of the issues / options:</b></p> <p>The group did not consider it appropriate to rank the issues and options as the strategy needs to be considered as a whole, not simply a small number of issues.</p>		