

WORKSHOP 1 Matrix – RED GROUP (Facilitated Emma Barnett)

Places	Examples of the main issues arising from consultation and engagement <i>Please refer to accompanying sheet for the full range of issues</i>	What do you think are the most important options for this area?	Why do you think these are the most important options?	How do you think this can be delivered?
Villages	<ul style="list-style-type: none"> Some development within villages to retain rural community viability and self-containment. Additional housing should be on previously developed land in the urban area/existing settlements/smaller rural villages Maintaining viability of supporting local shops and services 	<ul style="list-style-type: none"> More affordable housing for local people Safeguarding existing employment sites and community facilities Maintaining village identity Community Enterprise 	<ul style="list-style-type: none"> To help retain village identity and to ensure they are places that can sustain viable and vibrant communities 	<ul style="list-style-type: none"> Review of settlement boundaries/ village envelopes to control development A settlement hierarchy should be established to direct development to the most sustainable villages i.e. service centres Development outside defined settlements should only be allowed if it can be justified on the basis of its contribution to an identified local need. Strategic gaps should be designated to protect the countryside around villages from creeping urbanisation Policy needed in the Core Strategy to safeguard existing employment sites and community facilities from conversion to residential Community Development Officer to act as a liaison between villages and local authorities in terms of grant funding etc Community Enterprise eg shop/ post office, starter units should be supported
Urban Extensions	<ul style="list-style-type: none"> Additional housing should be focused on previous developed land in the urban area in the first instance Any development at Commonhead should minimise its impact on Coate Water Much more Affordable Housing is needed 	<ul style="list-style-type: none"> Urban extensions should be integrated into the fabric of the existing town Infrastructure needs to be in place early on Balanced growth is needed in terms of land uses and in relation to housing in terms of tenure Diversified economy– growth of the highly skilled, knowledge based sector should be encouraged Mixed employment can have a spin-off in terms of regeneration 	<ul style="list-style-type: none"> Transport is a priority – sustainable transport choices need to be available from the beginning to encourage long term use Balance of land uses is more sustainable 	<ul style="list-style-type: none"> Green Travel Plans should be prepared and implemented to ensure connections and linkages with existing development Three tiers of affordable housing i.e. rented, intermediate, shared ownership should be available to encourage movement within the affordable sector and thus ensure needs are most appropriately met Employment sites should be provided appropriate to the needs of the work force Technical training centres and the University will enable the workforce to diversify and adapt to a changing economy Provision needs to be made for small starter units as well as potential for live/work units Development at Commonhead should be limited to a park and ride and hospital extension. The University should be located at North Star.
Central Area	<ul style="list-style-type: none"> Development of underused previously developed sites Provision for leisure facilities for all ages Regeneration of the Central Area should not be about short-term profit for developers but about creating a centre that the Swindon community can be proud of 	<ul style="list-style-type: none"> All areas should be developed on a mixed use basis – most sustainable area in the Borough Vitality of the centre will be increased if it included an element of residential development - a 24 hour city can be self-policing Housing is needed to cross subsidise provision of other uses 	<ul style="list-style-type: none"> Recognise linkages between uses and rest of town and capitalise on them 	<ul style="list-style-type: none"> Masterplan / Central Area Action Plan will help ensure that the area is developed in a comprehensive and integrated manner in terms of mix of uses and linkages between them A mix of housing and employment is needed Existing transport links should be capitalised on

WORKSHOP 2 Matrix – RED GROUP (Facilitated Emma Barnett)

Places	Examples of the main issues arising from consultation and engagement <i>Please refer to accompanying sheet for the full range of issues</i>	What do you think are the most important options for this area?	Why do you think these are the most important options?	How do you think this can be delivered?
Rural Issues	<ul style="list-style-type: none"> Flexible approach needed to enable Farms to diversify into other sectors Swindon's countryside needs to be protected 	<ul style="list-style-type: none"> Economic development should be favoured over residential Small businesses may be appropriate depending on the location Countryside should be protected for its own sake 	<ul style="list-style-type: none"> It is recognised that there is a need for some development in rural areas provided there is a strong justification 	<ul style="list-style-type: none"> Rural buffers are needed to preserve rural character Remove settlement boundaries from smaller villages - limit development to that which is essential in the countryside Criteria based policy is needed to deal with rural diversification. This should take into account the character of the area.
Neighbourhood Renewal areas	<ul style="list-style-type: none"> Investment is needed in Swindon's existing communities, many of which have long been neglected 	<ul style="list-style-type: none"> Some communities in Swindon such as Walcot and Parks are among the most deprived in the country Existing community buildings and facilities should be retained and new ones planned. Infrastructure needs on-going maintenance Need to move away from the image as a sink estate; mix of housing is required in terms of type and tenure 	<ul style="list-style-type: none"> Social regeneration Revitalising estates Need to create balanced communities through organic growth 	<ul style="list-style-type: none"> A policy is needed in the Core Strategy to retain and safeguard existing community facilities Opportunities for redevelopment should be identified and planned for to make the most efficient and appropriate use of land Mixed uses should be promoted to include some employment e.g. starter units, live/work A better mix of housing in terms of type and tenure is needed – particular need for more market housing Fundamental that redevelopment opportunities are considered alongside the planned urban extensions – potential for re-housing existing tenants from Parks and Walcot S106 contributions should be used to fund improvements to infrastructure
Swindon Urban Area	<ul style="list-style-type: none"> Support the development of underused previously developed sites 	<ul style="list-style-type: none"> Underused sites should be redeveloped for mixed use 	<ul style="list-style-type: none"> Need for mixed and balanced communities 	<ul style="list-style-type: none"> Policies should be included to promote mixed and balanced communities
Boroughwide Issues	<ul style="list-style-type: none"> Sustainability issues should be at the fore The future planning of Swindon should properly tie in with community aspirations 	<ul style="list-style-type: none"> Sustainability needs to be considered in the long term. Measures in place require on-going management, monitoring and maintenance Charge levied on all new properties to fund transport improvements, community facilities etc as in EDA Need to create a local identity for the Borough based on community aspirations 	<ul style="list-style-type: none"> To enable community ownership 	<ul style="list-style-type: none"> Image needs to capitalise on the town's cultural heritage eg railways Swindon's identity needs to evolve and be flexible enough to deal with changing circumstances Achieving the vision set out in the Core Strategy will confirm Swindon's identity