

	STRENGTHS	WEAKNESSES
<p>SWINDON TOWN CENTRE</p>	<ul style="list-style-type: none"> • There are a sufficient number of good quality open spaces within the town centre as a whole. 	<ul style="list-style-type: none"> • Many of the facilities are hard to find, there is limited signage to direct people and the legibility is poor. • The spaces are not linked together effectively. • There is a green ring around the edge of the centre but there is not much provision within the core of the town centre. • Faringdon park needs improvements
<p>SWINDON URBAN AREA</p>	<ul style="list-style-type: none"> • There is a lot of potential and many opportunities for green space in this area. Shaw Park was cited as an example of where wasteland has been developed into a good community facility. • Stratum woods and Stanton park are also good facilities. • There is 100 ha of new provision planned at Wichelstowe. • Residential areas appear to be well served with lots of small spaces close to houses. 	<ul style="list-style-type: none"> • There is a lack of adequate signage and therefore people are not aware of the facilities that are available. • There is a lot of unplanned, incidental space, which perhaps doesn't provide the most efficient facilities.
<p>THE RURAL AREA</p>	<ul style="list-style-type: none"> • Cricklade country way is a good quality space and is accessible to the surrounding communities. • The views out of Swindon are relatively unspoilt and give a sense of the countryside. 	<ul style="list-style-type: none"> • The views on the skyline are under pressure due to new development around the urban edge of the town. • There have been delays to the Cricklade country way scheme.

	OPPORTUNITIES	THREATS
<p>SWINDON TOWN CENTRE</p>	<ul style="list-style-type: none"> • There should be improvements to the visibility of the spaces. Possibly developing a consistent brand of signage or symbol to advertise the resources. • Awareness could be raised through the distribution of leaflets to publicise the spaces and their facilities. • Continue to develop the Green Spine through the centre and improve other green links • Make improvements to the public realm in the centre, add more trees and grass, replicate the feel of London squares • Encourage Green roofs – However this only provides aesthetic benefits 	<ul style="list-style-type: none"> • Anti social behaviour and vandalism could impact upon the use of the space. • There is little space to provide new provision due to the amount of housing in the area. It is not acceptable to knock down existing buildings to make additional open space. • If funding cannot be secured then many of these schemes are not deliverable.
<p>SWINDON URBAN AREA</p>	<ul style="list-style-type: none"> • New development can provide opportunities for additional open space. • Eastern Development Area • Improve the river corridor, Provision of a community forest • Ensuring that open spaces are retained will help to address flooding issues. 	<ul style="list-style-type: none"> • If the spaces are not well maintained then they will not be used. • Poorly kept facilities could discourage people from coming into Swindon, although this is likely to be more of an issue for the town centre. • Flooding in the future may become an increasing problem for the area and so it is important to maintain the openness of floodplains.
<p>THE RURAL AREA</p>	<ul style="list-style-type: none"> • There are significant opportunities that new development can bring to the area, particularly reference was made to the EDA scheme and the provision of a Community Forest 	<ul style="list-style-type: none"> • If sufficient funding is not secured then these schemes will not come forward. • It is important to consider cross authority issues in order to maximise provision. • The construction of additional roads may have an impact on the open spaces in the rural area.