

WORKSHOP 1		WORKSHOP 2			
	WEAKNESSES	THREATS	STRENGTHS	OPPORTUNITIES	IMPLEMENTATION
Planning	<ul style="list-style-type: none"> The size of some villages / settlements and population numbers affects the viability of services and shops Affordable housing is not affordable Watchfield, Front Garden Scheme. There was an issue of reducing the speed limit which was rejected and resulted in loss of livery in the area due to the speed of traffic on the roads. This whole scheme was therefore a waste of money 	<ul style="list-style-type: none"> Exclusion of rural areas and residents There appears to be an urban focus to the Core Strategy Policies may need to be reviewed as there appears to be an urban focus, need to redress this issue to ensure that policies are for the whole of Swindon and not just the city. Alexandra Park planning permission – the inclusion of a community hall was the reason that it was given backing by Parish council. Then changed through another application which was not backed by the PC. People do not live and work in the same areas any more, they travel to work. 	<ul style="list-style-type: none"> No strengths were identified from a planning perspective 	<ul style="list-style-type: none"> There might be a need to expand some settlements to enable them to sustain shops and facilities Better transport links to facilities and places of work (people do not live and work in the same areas any more, they travel to work). 	<ul style="list-style-type: none"> There is a need for joined up thinking A holistic approach is required for rural areas / villages / settlement to ensure that a difference is made and not simply a token gesture. Needs to consider: <ul style="list-style-type: none"> Environment Housing Economic development Buses To ensure sustainable development of the rural communities Need to talk to people in the rural areas to find out how to do this and what the real problems are!
Transport	<ul style="list-style-type: none"> Everyone commutes into Swindon to work The transport system is setup like a spoke system with no linkages between rural areas The frequency of bus services (especially on Sundays and late at night) is not good enough for people to rely upon Even though there have been numerous discussions regarding the traffic in Swindon, there are still too many cars in the city centre, which means people do not use buses. The whole city is dominated and developed for the car Roads are damaged and in need of repair in rural areas 	<ul style="list-style-type: none"> The park and ride costs do not encourage people to use the system as it is the same cost to park in the town centre There are economic issues of privately operated bus services which have to make a profit in order to run, therefore little notice is taken of peoples needs by these companies Access to training and night classes can be hampered by lack of bus services thus preventing people developing new skills to gain jobs No footpaths in rural areas so unsafe for walkers 	<ul style="list-style-type: none"> No strengths were identified from a transport perspective 	<ul style="list-style-type: none"> Bus linkages to outer rural areas (orbital route) without going into the centre of town Park and ride on the edge of the borough to allow links to rural bus services, thereby making them economic Opportunity to develop a sustainable transport system through the core strategy 	<ul style="list-style-type: none"> Reduce speed limits on rural roads – this would allow cyclists and walkers to use them Dialogue and discussion with bus service operators Use of the (presumably very profitable) park and ride service to help fund other bus routes
Economic Development	<ul style="list-style-type: none"> The majority of jobs are located in Swindon and people therefore commute into Swindon town centre to work Majority of people do this by car and do not use the bus service as it is not frequent and reliable enough to ensure you can get home 	<ul style="list-style-type: none"> Inequality in rural areas in terms of services in comparison to urban areas Pockets of deprivation who are cut off from opportunities to improve skills or get better jobs as a result of the public transport system Polarisation of economies Rental values for shops are increasing and therefore making them unviable 	<ul style="list-style-type: none"> No strengths were identified from a economic development perspective 	<ul style="list-style-type: none"> Develop skill centres in rural areas Develop the skill set through training centres to build housing (thus developing training, skills and housing at the same time) The opportunities that are highlighted over the page with regard to energy development and climate change opportunities can help to create rural jobs 	<ul style="list-style-type: none"> Rural areas need to develop a middle ground to attract people with disposable income to help support shops and services (avoiding the polarised issues that currently exist) Neighbourhood management to take control of an area help businesses set up / develop, possibly look towards area action plans with neighbourhood management schemes

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Housing	<ul style="list-style-type: none"> • People do not necessarily live and work in the same place any longer, majority of people commute to there place of work • Affordable housing is not affordable 	<ul style="list-style-type: none"> • Need to protect leisure and recreations spaces from development • Also need to protect allotments • Lack of facilities for the youth • Some settlements in rural areas are not recognised as rural areas and therefore ignored • Travellers – there should be more provision and there are issues about cleaning up after them. 	<ul style="list-style-type: none"> • The landscape of areas around Swindon make very nice places to live • Rural areas are generally a nice place to live than the urban area of Swindon • Rural areas are a diverse place to live 	<ul style="list-style-type: none"> • Linking unemployed to builders to develop housing • Need to develop LET schemes and direct Let Schemes 	<ul style="list-style-type: none"> • Holistic approach to development as discussed earlier • Co-ops to build houses and run shops / services etc • Framework to manage development of housing / business / facilities / sense of community • Neighbourhood managers
Climate Change/ Renewable Energy	<ul style="list-style-type: none"> • Costs of including and undertaking some initiatives makes them prohibitive • Swindon is a car dependant city and borough • Public transport links 	<ul style="list-style-type: none"> • No specific threats were identified although the weakness identified could equally be seen as threats 	<ul style="list-style-type: none"> • No strengths were identified 	<ul style="list-style-type: none"> • There are numerous, opportunities for renewable energy and energy saving schemes in rural areas. These include: <ul style="list-style-type: none"> ○ Wind turbines ○ Solar energy ○ Bio energy plant ○ Bio digesters ○ Anaerobic toilets • This should all be pushed for where possible • However it was also noted by the group that these initiatives should equally apply to urban areas 	<ul style="list-style-type: none"> • Better public transport system, which is more frequent and reliable to enable people to use the service
Community Engagement	<ul style="list-style-type: none"> • People do not feel part of Swindon in the rural areas, Swindon is considered to be the urban area and not the rural parts • Communication with rural areas / people and communities 	<ul style="list-style-type: none"> • Inequalities in rural areas • Inclusion of rural areas <p>Other issues also raised:</p> <ul style="list-style-type: none"> • Need to protect AONB • Urban fringe is in danger need for an urban fringe action plan 	<ul style="list-style-type: none"> • No strengths were identified 	<ul style="list-style-type: none"> • The preparation of the Core Strategy offers the opportunity to gain participation in the process and create avenues for dialogue on rural issues 	<ul style="list-style-type: none"> • Need people to communicate • Need to consult with rural residents – not in Swindon / not during the day when most people are working / and possible at a weekend to allow people to participate • Better consultation don't stick with what you know, reach more people