

WORKSHOP 1

WORKSHOP 2

	WEAKNESSES	THREATS	STRENGTHS	OPPORTUNITIES	IMPLEMENTATION
Planning	<p>Affordable housing: provision and actual occupation – often seen to be the case that such housing benefits out-migration from Swindon but not those seeking housing who already live in rural areas. How is this serving existing rural populations?</p> <p>Development is allocated but what degree of assessment has been undertaken and acted on in respect of flooding and accessibility</p> <p>Continued expansion of villages resulting in harm to rural character and sense of community</p> <p>Lack of consistency in the delivery of Parish Plans – some have completed these, some are still working on them, others may not have started</p>	<p>Threat to rural villages from badly considered infill development and coalescence with Swindon</p> <p>Lack of resources e.g. suitable roads / adequate supply of water and sewerage / flood controls</p> <p>Unsuitable allocation of land</p> <p>Risk of worsening situation e.g. expansion in the ‘Front Garden’ and at Coate</p> <p>Displacement of rural population due to lack of affordable housing available to existing rural population</p>	<p>Use of parish plans to inform allocations for development in rural areas – integrating local character, constraints and opportunities into detailed allocations.</p> <p>The character and sense of community found in rural villages is a key strength of such areas and development must be planned to fit this.</p>	<p>Borough council recognition and encouragement for Parish Plans which can then be used to inform allocations for development in rural areas.</p> <p>Where development is required, opportunities exist for community gains either through ‘off-site’ provisions of infrastructure (improved or new) and community services / facilities, or the identification of strategic gaps, similar to rural buffers, to avoid the risk for further development between villages and Swindon</p>	<p>Key link between parish plans and the Core Strategy and its allocations required</p> <p>Consideration of buffers or strategic gaps to avoid coalescence and provide community gains (parkland / infrastructure)</p> <p>All implementation of development allocations must recognise and preserve the character of rural villages</p> <p>Build on site allocations to identify essential infrastructure required to support new development</p>
Transport	<p>Considered to be the critical issue:</p> <ol style="list-style-type: none"> 1. Bus routes are not adequately servicing rural villages – times of service are restricted, often ending by 6pm. The demand exists but it is not being serviced due to such demand not being seen as economic 2. Needs of school children using after school clubs, shoppers, people going to Swindon for entertainment are not catered for. 3. Lack of decent service means people don’t commute in to rural areas which affects services such as churches, shops, local tradespeople and youth groups. Also affects businesses with staff unable to reach employment – business has been lost in Wanborough as a result. The same applies to out-commuting 4. Where people do commute in or out this is by car and places increasing pressure on inadequate roads 	<ul style="list-style-type: none"> Continued lack of transport services will cause continued decline in services and jobs available in rural villages Risk of social exclusion is significant – in Wanborough youth clubs are not being run due to volunteers not be available – in turn due to lack of transport options for volunteers Vicious cycle: for villages to function economically and socially they need public transport – the demand exists but at too low a level for private bus companies – subsidies and gains through development are short term and run out – drop in services and lack of transport to sustain villages economically and socially... The economics of transport provision are beyond the control of the Core Strategy – controlled by private enterprise – SBC CS must address this if allocations for development are going to be successful 	<p>The willingness of volunteer groups to man initiatives such as dial-a-ride</p>	<p>Linking development provision to sustainable long term community gains in respect of transport service provision</p> <p>Potential to develop policies that do more than seek provision of transport infrastructure as part of rural development – develop links between existing villages / new development / improved public transport</p> <p>Developing links between planning – public transport contracts – subsidies</p> <p>Investing in and maintaining volunteer initiatives such as dial-a-ride</p>	<p>Although an opportunity exists for the Core Strategy to provide improved infrastructure and transport services as part of rural development, the group remained sceptical as to whether this would or could be achieved.</p> <p>The group was concerned that, despite the good intentions of the CS, the Borough Council will not be able to address the needs outlined in respect of this issue.</p> <p>Key to this is addressing economic cost of service provision, which was felt to be out of the Council’s control. However, without this, the issues will not be resolved and continued development will only serve to exacerbate matters.</p>
Economic development	<ul style="list-style-type: none"> Lack of opportunities for young people Need for high levels of outcommuting to reach jobs and education Where employment exists in rural areas there is then a need for car based in commuting – can lead to loss of employment as not all employees are able to reach their work through public transport planners need to understand that there is a need to work in rural areas as well as live 	<ul style="list-style-type: none"> cost of travel lack of suitable resources (suitable roads / flood management / drainage and water supplies) rising costs of fuel concern over lack of considered assessment of allocations costs of development 	<p>Use of parish plans to inform allocations for development in rural areas – integrating local character, constraints and opportunities into detailed allocations.</p> <p>The character and sense of community found in rural villages is a key strength of such areas and development must be planned to fit this.</p>	<p>See ‘Planning’ and ‘Transport’ – the group strongly felt that this issue needed to be considered alongside planning and transport issues</p>	<p>See ‘Planning’ and ‘Transport’ – the group strongly felt that this issue needed to be considered alongside planning and transport issues.</p>

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Housing	<p>Too many agencies involved in one process (planners / Environment Agency / water and utilities providers / transport planners and Highways Agency) – who is actually the responsible authority?</p> <p>Perceived lack of detailed assessment of sites when being allocated for development in rural areas: e.g. flood risk of additional hardstanding in fragile drainage systems; lack of suitable roads to carry additional traffic.</p> <p>Gradual erosion of open rural areas by continual rural expansion</p> <p>Concern regarding the true uptake of affordable housing provided in rural areas – for local people of out-migrants from Swindon?</p>	<p>Uncertainty of the process</p> <p>Suitability of rural allocations and risk of unsustainable development with adverse impacts</p> <p>Loss of rural character</p> <p>Loss of rural identity and sense of community including through new in-migration</p>	<p>Use of parish plans to inform allocations for development in rural areas – integrating local character, constraints and opportunities into detailed allocations.</p> <p>The character and sense of community found in rural villages is a key strength of such areas and development must be planned to fit this.</p>	<p>See 'Planning' and 'Transport' – the group strongly felt that this issue needed to be considered alongside planning and transport issues</p>	<p>See 'Planning' and 'Transport' – the group strongly felt that this issue needed to be considered alongside planning and transport issues.</p>
Climate change / renewable energy	<p>Water Resources: flood risk is high in rural areas due to development being sited without adequate supporting infrastructure and surface water management – leads to increased flooding, particularly further down the catchment.</p> <p>Additional water supplies to service new housing – how is this assessed in allocations in rural areas?</p> <p>Management of water used by additional housing – how is this assessed in allocations in rural areas?</p> <p>Renewable energy: wind farms may be acceptable in rural areas but who is assessing suitable sites without least impacts for positioning – sites should be allocated</p> <p>Light pollution</p> <p>Energy efficiency of rural developments and transportation</p>	<p>Cumulative impacts of inadequate drainage upon existing and new developments in terms of flood risk</p> <p>Noise and visual impacts of wind farm development upon the character of rural areas</p> <p>Impacts upon costs and profits associated with providing development in rural areas.</p> <p>Issue of cost of providing energy and resource efficiency measures was also raised.</p>	<p>Opportunities exist and can be integrated into rural development and existing rural land uses</p> <p>Design of allocations / developments can incorporate appropriate measures to reduce energy use / inadequate drainage</p>	<p>It was recognised that building standards now incorporated energy efficiency measures as standard and that this would be an opportunity to improve energy efficiency in rural areas</p> <p>Use of developments to secure suitable infrastructure such a flood risk mitigation / sustainable urban drainage systems / energy provision in suitable locations / glazing and insulation standards and possibly solar power.</p>	<p>Although not covered in detail, it was clear that delivery of these opportunities will rest with the planning system and developers, guided by planning policy.</p>
Community engagement	<p>Gradual loss of community facilities in villages and fringe settlements such as Haydon Wick leads to a loss of public meeting space in which to engage with local community – Haydon wick has lost its key community centre</p> <p>Economic loss of key public focal points through closure such as pubs</p> <p>Loss of transport infrastructure to allow people to either travel into Swindon and take part of for outlying communities to reach key rural hubs during consultation</p>	<p>Lack of desire to take part</p> <p>Lack of understanding of when changes are being consulted on or how to get involved</p>	<p>The ability of parish magazines was highlighted as a key means of informing local people of developments and consultations...where the Parish Council was aware themselves of what was occurring</p>	<p>Consideration of how communities are engaged with.</p> <p>Make use of parish councils</p> <p>Potential use of the web</p> <p>Opportunities still depend to some degree on the availability of transport</p>	<p>Issue not covered.</p>