

Meeting 1 of the Swindon Local Policy Forum
The Preparation of an Area Action Plan for Swindon's Central Area

6th April 2006
The Pilgrim Centre, Regent Circus, Swindon

OUTCOMES REPORT

Introduction

Swindon Borough Council has commenced work on a Local Development Framework, which will provide a planning framework against which all planning applications submitted in the Borough will be assessed. The Council is committed to involving the local community in shaping the Local Development Framework. To this end a Local Policy Forum has been established to enable the local community and other key stakeholders to play an influential role in this process.

An 'Area Action Plan' for Swindon's Central Area is the first document being prepared as part the Council's Local Development Framework. The first Meeting of the Forum, which was held on 6 April 2006, was the first key stage in examining how the Area Action Plan should be drawn up to create a policy framework for delivering the successful regeneration of Swindon's Central Area. This report reviews the outcomes of the first forum meeting.

First Presentation - The Role of the Local Policy Forum by Richard Bell, Acting Forward Planning Manager, Swindon Borough Council

Richard Bell explained the important role of the forum in helping shape the documents that will make up the Council's Local Development Framework. Richard explained that the forum would develop and test options, enable consensus building in the future planning of the Borough and would engender community ownership of the new planning documents.

Richard explained that the forum would meet at key stages in the plan preparation process and that all future meetings would be independently facilitated to ensure that the forum operates independent from the Council.

Richard went on to set out the House Rules for forum members, these being to:

- Act in an objective manner;
- Appreciate and understand the wider national and regional context within which the planning documents are developed;
- Allow each forum member the chance to be heard;
- Respect the views of other forum members; and
- Accurately reflect the views of the organisation that they represent.

Questions

(RB = Richard Bell)

(RC = Richard Crutchley)

(DD = David Dewart)

Following the presentation delegates raised the following questions:

Frank Richards – Member of Public

Q: Does the Forum discussion include issues such as transport?

A (RB): Yes, transport planning issues will be an important element of Forum discussions.

Q: Could we have a glossary of the many acronyms to make sense of them?

A (RB): Yes, this can be arranged.

[Note: A glossary of terms forms Appendix 1 to this report]

Second Presentation - The progress so far in delivering the regeneration of Swindon's Central Area by Richard Crutchley, Planning Manager at The New Swindon Company

Richard Crutchley provided an overview of the work undertaken so far by The New Swindon Company in delivering the regeneration of Swindon's Central Area.

Richard provided an historical account of the decline of Swindon town centre. He pointed out that employment in the centre had dropped by 7% over the past decade, that there was no viable central office market, that whereas Swindon has the 36th largest population in the country, its town centre is ranked only 70th as a retail destination (falling from 44th in 1995), that cultural, leisure & tertiary education provision in the Central Area is low and that the quality of the buildings and public realm is poor.

Richard explained that it is against this backdrop that in 2002 The New Swindon Company was established to bring about the regeneration of the Central Area.

Richard explained that a Regeneration Framework was published in 2004, which established 7 major project areas at which regeneration would be focused. Richard went on to define each of these project areas. Richard described the advanced work that had already been carried out in bringing about the redevelopment of 3 of these areas, 'The Promenade' (Princes Street Area), 'The Exchange' (area between Fleming Way and Corporation Street) and part of 'The Hub' (The Granville Street Car Park area). Richard went on to explain the work being undertaken to prepare a 'Public Realm Strategy' for the Central Area.

[Note: Richard's presentation contained a number of photographs and diagrams. Unfortunately, due to poor lighting in the hall many of these slides were difficult to see. Copies of Richard's presentation will therefore be made available on request from the Forward Planning Group. Should you wish to receive a copy of Richard's presentation please contact us on 01793 466445 or email localplans@swindon.gov.uk]

Questions

Following the presentation delegates raised the following questions:

John Newman – Wroughton Parish Council

Q: Why has The New Swindon Company given credence to the University of Bath's proposals for Coate which is miles from the Central Area?

Why has the Council amended the Inspector's recommendations regarding the university presence in the town centre within Proposed Modifications to the Local Plan?

A: (DD) The Local Plan continues to seek a substantial university presence in the Central Area as a pre-condition for developing a campus at Coate.

(RC) Stated that TNSC would like the University of Bath to be located in the Central Area but accepted that this would not be viable. RC pointed out that there was a

thorough discussion of this issue at the Local Plan Inquiry. RC suggested that it may be possible to extend university provision in the Central Area if the University of Bath were to change their requirements, but given their existing requirements this is not considered possible.

Louise Harrison – Government Office for the South West

States: From the Government Office's perspective an Area Action Plan is not merely a wish list but offers clear guidance. For instance, the Area Action Plan should establish where projects such as the University of Bath presence are to be located within the Central Area.

John Brown – Parks and Walcot

Q: What is happening to Davis House, heard it was going to be knocked down? What is going on with the Civic buildings?

A (RC): Davis House, which is in need of substantial improvements, is likely to be demolished. The hostel accommodation is likely to be relocated to an alternative location in the Central Area (Princes House)

The Civic Offices are outside of the Central Area.

Terry King (Okus Area Residents Association) pointed out that Mike Pitt, the Council's Chief Executive, has stated that the Council Offices are to be relocated to one central campus, probably on the Gordon Street Car Park.

Frank Richards

States: The whole of Commercial Road requires renovation and there needs to be a push to return the road to a dual carriage way. The look of the houses is tatty and has been getting worse over the past 14 years.

A (DD): Agreed, thought that the Area Action Plan could be a mechanism to deliver the redevelopment of the Commercial Road area.

Kate Franklin – Dial-A-Ride

States: Accessible transport is essential to healthy living and there needs to be decent pick up & drop off sites.

A (DD): Agreed

Rosemary Savage

States: Proposed returning the canal to the Central Area to bring more vitality to the area.

A (DD): Agreed that a return of the canal would be good for the Central Area.

Viability of such a scheme would be assessed within Area Action Plan consultation stages.

Mr Brunwin – Swindon Civic Trust

States: The Public Realm Strategy looked good, however concern regarding The New Swindon Company's proposals were only for individual pockets of development. Need to rejuvenate residential areas in the Railway Village Conservation Area and re-route traffic.

The University, if built, will require student accommodation in the Central Area.

A (DD): A large element of the student accommodation is proposed to be accommodated at the Coate Campus, however accepted that there would be pressure for additional accommodation elsewhere, in particular around the town

centre. Pointed out that a strategy for houses in multiple occupancy is being prepared, which will address the issues of student housing. The concern regarding traffic flows through the Railway Village will be forwarded to the Transport Planning Team.

Mrs Spickernell - CPRE (Wiltshire)

States: 1) There is a need for improvements to transport i.e. when travelling from Regent Street area to the north you should not need to change buses 2) Issues regarding the University of Bath should be addressed 3) a need for sequential testing of new development proposals, with the town centre being first preference.

A (DD): acknowledged comments.

Mr Khan – Pakistani Welfare Association

States: The Association would like to establish a community centre in the area for the youth, elderly etc. Have tried to get funding but have not yet succeeded. There is no place to congregate and to carry out funerals. The Local Authority has not offered financial support to achieve this.

A (DD): Current planning policy supports community establishments but the policy is not a mechanism for providing funding.

[Note – Mr Khans accommodation request has been forwarded to the Council's Community Facilities Section]

Third Presentation – How an Area Action Plan could assist in delivering the regeneration of Swindon's Central Area by David Dewart, Acting Local Policy Team leader at Swindon Borough Council

David Dewart provided an overview of the new Planning System. David pointed out that the new planning regime is substantially different to the old system and noted that it places a very strong emphasis on securing proper community participation in plan making.

David described the role of Area Action Plans within the new system. David explained that Area Action Plans will have the status of 'Development Plan Documents' and as such will be subjected to an independent Examination in Public prior to being adopted.

David explained that Area Action Plans must focus on implementation and as such, any proposals and allocations must be realistic and achievable. David went on to explain the programme for the preparation of the Central Area Action Plan, which seeks to deliver an adopted plan by the end of 2007.

Questions

Following the presentation delegates raised the following questions:

John Newman –

Q: How will Coate/ University of Bath be dealt with under new planning system?

Why is Affordable housing exempt in the Central Area?

A (DD): The University of Bath have not identified a site and the Area Action Plan process will be an ideal mechanism to consider a suitable location for the University of Bath's town centre facility. Issues concerning Coate will be addressed within

another Development Plan Document (Site Allocations Development Plan Document) and not generally applicable to the Central Area Action Plan Affordable housing target for the Central Area is still set 30%, although the Council will adopt a realistic approach to the Central Area whereby if a developer can prove that 30% affordable housing would render a scheme unviable, the Council may accept a smaller contribution.

John Garnham

The implementation of the Local Plan seems profit motivated. Only reason the university is not located in the Central Area is that it is not as profitable as a drinking establishments i.e. Fleet Street. Why are we being told that consultation matters yet this matter is not being considered?

A (DD): Policies have been drafted in the new Local Plan, which effectively bring about an embargo on new drinking places in the Fleet Street area.

(RC): The option of compulsory purchase exists, however this can be costly and takes up to 2 years to be resolved. The developers do it for profit not the kindness of their hearts and this is the problem we are faced with. TNSC are trying to purchase land in order to have some kind of control over what will be built, difficult whilst land values are high.

James Lockhart – Whitmarsh Lockhart

Swindon is an exciting place and has seen high level of technical revolution, however there has been a clear lack of innovation in the town centre and nothing to persuade people to come into the centre. Has not seen anything inventive so far in The New Swindon Company's proposals and suggested that the Council start at square one by creating a vision for the Central Area

A (DD): Noted the comments, agreed that it was important for there to be a vision for the Central Area. Ideas for a vision to be sought through the Area Action Plan consultation process.

Mr Brunwin – Swindon Civic Trust

Q: My understanding is that developers now pay a contribution to public realm and schooling. Are these contributions actually being used for what they are intended? Aren't they being placed with the treasury and then being dished out across the county, and grant may not even come to Swindon?

Improvement to pavement in front of the Lava Lounge in Fleet Street does not seem to have been done as a case in point.

A (DD): Funding to be ring fenced for the purpose for which it was secured.

Query regarding the failure to improve the pavement at Fleet Street to be forwarded to the Council's Enforcement Team

Stratton Parish Council

Q: Are you not concerned with the impact of a university of this scale on Coate Water?

DD: Application would be subject to an Environment Impact Assessment.

Reverend Michael Johnson

Q: What is the Vision? Developers seem to walk away after making a profit but Swindon needs to attract people to live and work here.

DD: It is hoped that the Area Action Plan consultation process will help establish a vision, which will provide the basis for its policies and proposals.

John Brown – Parks and Walcot

Q: Why are there units within the retail outlets never used and vacant for years?

Education seems to get what they want, for example the New College development Queens Drive was built in the wrong place.

DD: Did not consider education get things all their own way.

Does Swindon Borough Council have a list of desirables for site allocation so that developers know what is required?

DD: The emerging Local Plan offers a certain amount of information on what is required and where, but not a detailed list as such.

Covingham Parish Council

States: Companies will not be encouraged to trade in the Central Area when Business Rates are so high, hence more likely to go to the out of town retail centres. Suggested that the decline of the Brunel Centre was because Business Rates are too high.

DD: Planning has no jurisdiction over issues relating to business rates.

Michael Jones – Chedworth Gate Residents Group

States: Need to establish that the Forum is not a referendum

Q: Are 2 further meetings going to be enough? Do we have a vision?

A (DD): Will increase the number of meetings if necessary and will seek forum input into shaping the vision for the Area Action Plan.

[Note: a second forum meeting has now been arranged prior to the publication of the Area Action Plan 'Issues and Options Paper' (First Draft)]

Oliver O'Dell – Town Centre Management

States: There are social implications and development has to be sustainable.

Recognise that change is required in order to be sustainable. There is a swing towards large out of town shopping centres and internet shopping. With this in mind, need to make the shopping experience more interesting in terms of designs and activities within the centre. Business rates are formed by an independent Management Structure. There is a part fund levy of business rates and a % is put back to use as business investment into the Town Centre.

Mrs Spickernell – CPRE (Wiltshire)

Q: To make the town attractive how about policy for all new buildings to incorporate energy efficiency and make Swindon a beacon using this field of technology?

DD: Agreed, that such a policy should be considered.

Open Forum Discussion

As a means of opening a debate on the issues and options for the future planning of the Central Area, 4 questions were put to the forum:

What issues should an Action Plan for the Swindon Central Area be addressing? (example response: "improve the range of shops in the town centre")

Can you suggest options for the regeneration of the Central Area? (example response: “reinstate the canal”)

Which area or site in Swindon’s Central Area do you consider is most in need of redevelopment? What types of use(s) do you consider that this site or area should be developed for? (example response: “Granville Street Car Park – for new shops”)

Do you consider that the Area Action Plan should be building on the work already carried out by Swindon Borough Council and The New Swindon Company? (example response: “The Area Action Plan should both complement and build on, not replace, the work already carried out”)

The forum’s responses to these questions are summarised in Appendix 3 of this Report.

Plenary and feedback on how we will take ideas forward

The enthusiasm for securing the successful regeneration of the Central Area was clear from the excellent turnout at the first forum meeting, which included representation from a wide range of organisations, including local businesses, developers, environmental groups, community organisations and local residents.

It became evident that having just 1 forum meeting prior to publishing the Area Action Plan Issues and Options Paper was not going to be sufficient to allow for a proper debate of the issues. The Council has therefore organised a second forum meeting for the morning of 21 June 2006, to allow for further facilitated discussion of the many issues facing the Central Area.

There were a number of teething problems with the first forum meeting, as highlighted in the responses to the feedback forms, which are summarised in Appendix 2 of this report. The lack of a coffee break/rest break and the poor audio & lighting were identified as particular concerns.

Maureen Darrie, who is Director of the consultancy Adams Hendry, introduced herself and explained that she and her team would be independently facilitating future meetings of the forum to ensure its impartiality. Maureen also explained that an online discussion forum was being set up on the Adams Hendry website (www.adamshendry.co.uk), which will operate alongside the Local Policy Forum. Forum Members will also be able to view Topic Papers, Outcomes Reports and Forum Presentations at the website.

Appendices

Appendix 1 – Glossary of Terms

Appendix 2 – Comments and Feedback

Appendix 3 – Responses to Questions posed at the First Forum Meeting

David Dewart
18th May 2006

Appendix 1 – Glossary of Terms

Area Action Plan (AAP)

A detailed policy document specific to a particular area. The AAP contains a level of policy detail that would not be appropriate for inclusion in a Local Plan or Core Strategy. It may include information on acceptable development in an area, and the extent and form it may take.

SBC example – Swindon Central Area Action Plan

Development Plan Document (DPD)

Those elements of the LDF that cover development plan issues requiring public examination. Examples include Core Strategy, Proposals Maps, Site Allocations and Area Action Plans. SPD's and the SCI are not DPD's.

Local Development Document (LDD)

A formal Development Plan Document dealing with a local policy issue. LDDs may cover a range of policy issues or be area, or subject-specific. LDDs must be prepared in accordance with the RSS (or Structure Plan until RSS is adopted), and must be subject to full consultation and public examination. Taken together LDDs, SPDs and the SCI will comprise the LDF.

SBC examples – The Swindon Borough Local Plan, 2011, (in preparation), Core Strategy, Site Allocations (to be prepared)

Local Development Framework (LDF)

The suite of LDDs, SPDs and the SCI forming the development plan for the Borough. The LDF contains a set of documents that can be selectively reviewed as required.

Local Development Scheme (LDS)

A published forward plan of documents to be produced to comprise the LDF, covering the preparation of documents over a 3 year period. The LDS is subject to annual review, detailing any amendments required as a result of regular monitoring.

SBC examples – This document

Minerals and Waste Local Development Document (MWLDD)

LDDs that cover Minerals and Waste planning issues. These documents are likely to be produced in conjunction with Wiltshire County Council.

SBC examples – Wiltshire and Swindon Waste Local Plan (in preparation), Core Strategy and Site Allocations (to be prepared)

Minerals and Waste Development Framework (MWDF)

The suite of MWLDDs, SPDs and the SCI forming the development plan for minerals and waste issues in the Borough. The MWDF contains a set of documents that can be selectively reviewed as required.

Regional Spatial Strategy (RSS)

Regional Policy document covering the period to 2026. Prepared by the South West Regional Assembly, this document will provide a regional context to the preparation of LDF's, which must accord with it. The Borough Council are leading on a study of the "Swindon City Region", which will feed into the RSS. The Swindon City Region Study is not expected to formally comprise part of the Borough Council's LDF. RSS

is anticipated to be adopted in January 2007, when it will replace the Adopted Structure Plan.

Statement of Community Involvement (SCI)

A public consultation framework, that provides a concordat for stakeholder involvement in the preparation of LDDs. Each Local Authority should prepare an SCI as soon as possible, to which all future LDDs should accord. The SCI should itself be subject to formal consultation and public examination.

Strategic Environmental Assessment (SEA)

An iterative process that takes full account of the environmental effects of options for development. The SEA must be undertaken with the production of each DPD. It must assess the environmental impacts of both strategy and policy, including the impacts of not following a particular policy. Each stage should be made available for public consultation and should clearly show how each policy performs. The SEA must build on the Borough Councils evidence base and may be used to defend policies at Inquiry.

Sustainability Appraisal (SA)

The appraisal of a plan's policies and proposals against a range of social, economic and environmental criteria. The SA is wider than the SEA, which may form an element of it. The SA should be undertaken at all stages of the Plan preparation process and should be made available for public consultation. A report of the SA, including SEA should detail all impacts and make recommendations for the amendment of policies and proposals where necessary.

Supplementary Planning Document (SPD)

Policy guidance additional to the policies and proposals of a LDD. Replacing SPG, SPD's comprises supplementary material, such as design guides or planning briefs which set out planning requirements or advice at a greater level of detail than would be appropriate to a LDD. In accordance with the provisions of "The Act", they should be prepared in an open and transparent manner. They must be subject to SA and SEA, but not to Public Examination. SPDs will form part of the LDF, but are not in themselves Development Plan Documents.

SBC examples – North Wessex Downs AONB SPD (to be prepared)

Supplementary Planning Guidance (SPG)

Policy guidance additional to the policies and proposals of a Development Plan. It comprises supplementary material, such as design guides or planning briefs which set out planning requirements or advice at a greater level of detail than would be appropriate to a Local Plan. SPG should be consistent with policies in the Development Plan and should be subject to public scrutiny prior to adoption.

SBC examples – Developer Contributions SPG

Appendix 2 – Comments and Feedback from Meeting 1 of the Swindon Local Policy Forum

Did you consider the venue to be...	Excellent	1
	Good	6
	Satisfactory	4
	Unsatisfactory	3
	Poor	2

Question	Yes	No	Unsure/ Partly
Did you find the event useful?	12	3	1
Did you find the information provided informative?	11	3	2
Was the information provided in a way that was clear to understand?	6	6	4
Did you find the information relevant?	14	2	

How could the event have been improved?

Summary as follows:

- ❖ 11 delegates - Lighting could be improved in order to view OHP, as windows in the roof area caused the screen to be darkened, therefore difficulties viewing information displayed. Provision of hardy copies of slides shown would be useful.
- ❖ 9 delegates – Audio/microphone requires improvement as there were difficulties hearing the proceedings, some referring to the general poor acoustics of the room were not appropriate. Area style seating layout may assist.
- ❖ 3 delegates – Would like coffee break/opportunity to use WC during the 2½ hr session.
- ❖ 1 delegate – Suggested 15mins for registration time instead of 30mins.
- ❖ 1 delegate – Too many acronyms.
- ❖ 1 delegate – Suggested obtaining views prior to meeting and made available to stimulate discussion.
- ❖ 1 delegate – Suggested more information on the legal context of planning process.
- ❖ 2 delegates – Suggested the presence of a higher profile member of staff be present to answer some of the questions

Will you be attending further meetings of the Local Policy Forum? Yes=15 No=0 Maybe=1

Summary

Of the 51 delegates 16 completed the Comments & Feedback Form. As a result of the information returned to the Council the following can be ascertained:

75% of those who responded found the event both useful and informative, whilst 80% found the information given relevant to the subject. However, only 33% felt that the information was clear to understand. A very high percentage of the delegates who responded experienced difficulties in audio and visual terms.

A small number of delegates found the 2 ½ hrs too long without a break in between and have requested that there should be further opportunities provided.

Conclusion

It is evident that the event was an overall useful and informative exercise, however methods in delivery could be sought to improve future sessions. The main concerns seemed to be related to the ability of the venue in meeting audio and visual needs, the use of equipment being deemed by many as incompatible with the surrounding light and acoustics. This is an issue that will need to be addressed in the planning of future forum meetings.

It is understandable that some may find a 2 ½ hour session a long time without a break, therefore periodic breaks will be timetabled into the agenda for following meetings.

The decision taken to minute the questions has provided an opportunity for answers to be considered in depth and would have been approached in the same manner despite the presence of a higher profile member of staff. 'Higher Profile' staff will be invited to attend and answer question raised at future forum meetings.

Of the 16 delegates who responded 15 will be attending the forthcoming Local Policy Forum meetings, with one undecided.

Appendix 3 – Responses to Questions posed at the First Forum Meeting

Question	Summary of Comments Provided by Delegates
What issues should an Action Plan for the Swindon Central Area be addressing?	<ul style="list-style-type: none">➤ Public transport➤ University resources➤ Medical faculty at the hospital➤ A good range of shops and retail facilities➤ Provision for young people (8-17 years)➤ Provision of more crèche facilities.➤ Encouraging community run projects➤ Need to modernise the whole of the area➤ Integrate and finalise the building/development, not spread over 30 years on piece-meal basis.➤ Provision of more toilet facilities➤ More control of building & architecture style, avoiding the current 'mish-mash'.➤ Bus station should be redeveloped, improved or moved.➤ Extend the boundaries of the 'Central Area' to include Emlyn Square and the park at Church Place.➤ Provision for a mixed economy of good retail and commercial business outlets.➤ Provision for mixed housing, to include family housing near the edge of the town such as Deacon St, Euclid St etc, not just the 1 & 2 bed apartments possibly leading to a more transient population within the town.➤ Multiplex cinema➤ Wide range of restaurants➤ Mixed development with facilities for all ages and to suit all pockets.➤ Bring a regenerative, not degenerative youth and leisure focus into the town.

- Address needs of the voluntary and community in terms of office space and meeting facilities.
 - Where buses, including Park & Ride and dial-a-ride are going to be placed for easy access.
 - Where is the money coming from to pay for transport planning and transport infrastructure.
 - Consider a holistic approach to wider Central Area encompassing Victoria Road/Old Town as set out in the original Shillam & Smith Report.
 - Transport linking all areas, with a HOPPA type system along all main streets.
 - Bus /pedestrian only streets
 - Ensure sufficient dwellings are built and the Town Centre is not dead at night.
 - How the Mechanics Institute will fit into the regeneration plan
 - More emphasis required on attracting visitors to the town.
 - Reduce dominance of highways and improve public access to all areas of the Town Centre including public transport links to current and future growth areas.
 - High quality office development
 - High quality housing
 - Developing new community spirit and environment
 - Encourage independent traders.
 - Create a pleasant atmosphere and environment.
 - Improve public space and buildings and integrate a sustainable transport network.
- Can you suggest options for the regeneration of the Central Area?**
- Priority should be given to finding a central location for the proposed University of Bath facility, which must be commenced before any development at Coate
 - More pedestrian and open space than there is at present.
 - Re-route the canal through the Central Area

- Make a focal point in the heart of Swindon
- One theme
- Building design should not be something that will become dated in a few years time
- More seating, to allow people to have a rest
- Green/open space areas with flower beds
- Access in shopping areas for emergency vehicles.
- Walk in medical centre
- Hotel
- Library
- Leisure facilities for young and old
- Re-design Regent Circus so that library and theatre are both included.
- More car parking behind 'The Wall' reduce parking in the Central Area.
- Make architectural and historical focal points more obvious, e.g. Regent Circus and area around Brunel statue.
- Flats for older and young people
- University not viable within the centre, as there would not be enough space for student accommodation, increased parking problems would occur and the nightlife associated with student lifestyles would also increase, which is already of concern to many within the town.
- University campus – Old Swindon College site, Sanford Street to Princess Street area and Commonweal School Fields.
- A Canal spur from the 1980's Swindon Loop Scheme Plans, to a harbour on the market area.
- Good linkages between Old Town and New Town, Heritage sites and the commercial areas, such as those provided in Birmingham.
- Much improved public realm
- Reinstating the canal is a good idea
- Reinstating the canal could be expensive, not realistic.

- Employment opportunities
- Bridge over railway
- Protect and refurbish historic buildings
- Drop Rates in centre and increase them on the outskirts.
- Retain the Civic Centre as an historic building
- All new build should be energy efficient and waste/pollution limiting.
- Improved linkages north of railway line and Old Town district centre.
- High quality architecture of all new builds
- Attractive cafés & bars in car free zones
- More emphasis on eating and entertainment establishments other than drinking and night clubs
- Create gateways to the Town Centre.
- Affordability for visitors.
- Improved communal seating areas in Regent St and the Parade
- Improved meeting areas (patios/squares).
- Cherish the historical buildings and make them central to redevelopment and less of the 1960's eye sores.
- A mono-rail type transport system
- Better to build upon Swindon's engineering history and develop an 'Engineering Technology College' , rather than a university route.

Which area or site in Swindon's Central Area do you consider is most in need of redevelopment? What type of uses do you consider that this site or area should be developed for?

- The whole area requires redevelopment.
- Allocated uses are helpful, however some degree of flexibility is required.
- The shopping area, and highlight the history of Swindon and the countryside.
- Rear of 'Brunel Market III' behind House of Frazer and towards Faringdon Road.
- Regent Street should be widened to give an 'open space' and develop out to Commercial Road to improve access.

- The bottom end of Regent Street
- Bridge Street
- Granville Street car park should remain, however have a pay as you leave system.
- Emlyn Square - Mechanics Institute – Art Gallery/Town Museum
- Commercial Road
- Morley Street
- Temple Street
- South side of West End of Fleet Street
- Demolish buildings in Regent Street giving real open space, giving air to the narrow, cross-formation of the town centre.
- Area around the market should have something more significant put there ie. artwork or extension of the market, having connections with the rest of the town, having easy access
- Improvements to the underpass at the end of the Parade, inviting people to walk through to the other part of the town, such as the Chelmsford area where improvements have been made with a crossing over the underpass.
- A co-ordinated plan linking the various parts of the town with CCTV, offering increased safety. Full partnership of police, local authority, retail, business, homeless associations and local community groups if not already in place.
- Routes between the bus and railway stations and main shopping area.
- Regent Street frontages need a complete facelift, if not complete replacement.
- Clear and decent points of entrance to the Central Area.
- University campus - Sanford Street to Princess Street
- Canal Walk Area down to Market Street, to front onto a large canal, having shops to waterside leisure area and incorporate year-round shelter.
- North Star – industrial area Hawksworth Industrial Estate.

- Land nearest to the station
- Less retail may be needed with increased internet shopping
- Need for all buildings to be energy-providing
- The area around John Street, Fleet Street and Faringdon Road
- Up to date bus/coach station
- Broadgreen Social Centre
- Retail expansion to reinforce Regional Centre as first priority
- Rail crossings
- Car parks
- Ensure the rail and bus terminals are well lit, attractive and welcoming, including coffee shops.
- Encourage development of smaller high quality shops in Regent St & Bridge St.
- Between Woolworths in Regent St & Regent Circus/Victoria Hill Swindon College site.
- Old Railway, Museum, Mechanics Institute, Gorse Hill, Parks, Walcott.
- Integrate mix of residential and commercial properties.

Do you consider that the Area Action Plan should be building on the work already carried out by Swindon Borough Council and The New Swindon Company?

- Yes, should build on what already been established.
- Revise to be a comprehensive scheme to suit the town not just the developers
- Should work together, aiming high.
- Concerned that Police Station and building have already gone.
- Unsure, dependant on new ideas that may arise.
- Should consider high standard of architecture, building regulations and ecological regard.
- Yes, however areas proposed for retail and office use are over-optimistic
- Present proposals should be reassessed based on detail, as too nebulous and unlinked.
- Requires new vision, following what the town wants

- Get basics sorted prior to detail.
- Agree – SBLP 2011 as a very recent statutory planning document has to provide a starting point for the AAP
- A whole vision not piecemeal, a town centre which is joined up across the railway
- Yes, but with more emphasis on a modern transit system to connect the main areas, linking to all parts of the town.
- Should review work carried out to date and then build on it.
- Do not waste the work already carried out, build on what has already been done.
- It would be a waste of resources and money to start over again.
- Yes, must concentrate on sustainable, quality community developments so they do not become areas of deprivation in years to come.