

Strengths

Weaknesses

- The environment of Swindon and the surrounding area
- Numerous events and festivals held in the town
- Cohesive community – leading to a good sense of community
- Multicultural society and community
- Lots of employment opportunities (although unemployment has risen significantly in recent months)

There is a divide between the urban area and the rural areas; they always seem to be competing against each other.

Connecting people connecting places – was viewed by the group that it has been set up without consultation, and that the areas do not relate to each other.

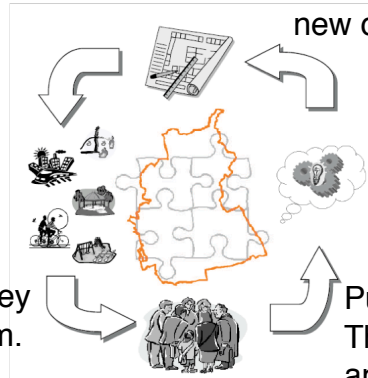
Transport links to and from rural areas, as well as in the urban area not allowing people to get to where they would like to, rather it is seen that people have to go where the operators think people want to go.

The group felt that local people's views were not taken into account and their knowledge not appreciated and used. There is a mind set that things cannot be done or achieved.

Industries / employment are centred on the urban areas, therefore creating dormant towns.

The eastern development area is likely to impact upon smaller communities, loss of identity, water and sewerage capacities were suggested not to be capable of coping with development.

Transport infrastructure considered to be inadequate for new development.



Consultation with communities to ensure they get what they need and want rather than having things imposed on them.

Need to ensure that facilities are used to their capacity and their best use – eg Scouts forced out by price rises therefore place stays empty.

Places for action groups to meet

Organic development to support shops and services rather than the eastern major development area.

Draft community asset policy created – SBC need also to adopt this and carry forward.

Opportunities to make use of green spaces for informal recreation, to ensure that they are not lost through development as a result of under use.

Purpose built youth facilities and buildings, self-funding internet cafes to give younger people something to do.

Places for leisure and entertainment available to all, not just those living in the urban area.

Public transport access to the urban area from villages. This prevents employment being located in these areas and also limits the potential uses of services in these areas. Parking prices are also deter people from coming into town to use facilities.

Lots of people who work in Swindon work outside the administrative area, and therefore use the facilities and services provided during the day but are not in the evenings.

Swindon imposing the urban area requirements upon the rural areas, rather than considering what the rural areas need.

Flooding, considered to be an issue in many places, but especially in the Eastern Development Area.

Meaningful consultation - although the public are being consulted they feel that they are not being listened to.

Avoid simply shifting the problem – the group felt that moving the library in the arts centre was simply shifting the problem and not creating any new facilities, and taking up space that could have been used for other things.

Loss of shops and post offices affecting the sustainability of communities.

Infill development is resulting in the loss of green spaces / recreational spaces.

Opportunities

Threats