

Strengths

Weaknesses

- The Group felt that the villages and neighbourhoods within the Borough all have their own individual character
- There is a very distinct sense of community in each village / neighbourhood
- 'Separateness' of each village
- Industrial Heritage
- Railway village
- The quality of the surrounding countryside – AONB and the Ridgeway
- Natural and literary heritage

- The Group felt that the existing transport network is inadequate for the amount of development it has to serve. Improvements need to be secured through S106 agreements.
- Public transport is a problem particularly in the rural areas both in terms of the frequency of services and in terms of the destinations served – e.g. no bus route to Sainsbury's
- Lack of cycle paths
- Development has been allowed to take place on the floodplain so flooding is a significant issue
- Existing drainage system is inadequate
- Needs of older residents are not properly catered for in the Borough in terms of sufficient care facilities and in terms of adequate housing (55 age restriction is inappropriate)
- Open space was also identified as a weakness in terms of the quality of the existing provision



- The Borough has some marvellous assets which are under utilised e.g. Mechanics Institute. There is a significant opportunity to enhance and strengthen the architectural and historic environment of the town's industrial heritage
- Natural and literary heritage (Richard Jefferies Museum) should be capitalised on
- Tourism potential should be capitalised on e.g. STEAM as a heritage site and the Science Museum
- S106 funding from new development could be used to fund improvements to existing schools e.g. Wanborough
- There is a need for more allotments e.g. Covingham
- Broad Green Community Centre needs improvement
- There are a number of facilities lacking in Swindon e.g. a purpose built Concert Hall and a 50m swimming pool
- S106 funding could be used to improve road safety by providing more footpaths in villages and crossing points on major roads – additional development will exacerbate the issue
- Provision of a community bus
- Use of derelict land as a fairground until land is developed

- Expansion was identified as a significant threat to the rural character of Wanborough. Particular impacts included the impact of development on the visual setting of the village and the adverse impact on day-to-day practicalities such as transport links failing to operate.
- The additional development will increase congestion which will lead to rat running
- Inappropriate use of urban fringe e.g. quad bikes will impact upon character of the area
- Flooding has been exacerbated by poorly executed development
- Additional development will put pressure on the existing drainage network which is already inadequate
- Open spaces are under threat due to development in town centres
- Identify of existing villages may be lost. Connecting People Connecting Places may threaten existing communities who want to remain a separate entity.
- Concern was expressed over the logic and practicality of CPCP clusters
- Retention of library services – revenue costs

Opportunities

Threats