



Swindon Core Strategy Issues and Options Summary Leaflet

Do you have a view on the
future of Swindon?

What does Swindon need?

What should be improved?

Tell us what you think!

- The Railway Heritage ● A Sustainable Swindon ● The Magic Roundabout ●
- Swindon Town Centre ● Good Location ● Economy and Innovation ●

What we want

We want to know what you think are the key issues for Swindon over the next 20 years. We want to know if you think that we have got the key issues right, whether we have missed anything or if you just have any general comments that could influence the future of Swindon.

What is the Local Development Framework?

The Local Development Framework is a folder of documents that will identify what is needed at Swindon to guide its development and growth over the next 20 years.

What is the Swindon Core Strategy?

The Core Strategy is the main document in the Local Development Framework. It outlines the vision for Swindon and the broad policies for turning that vision into reality.

What Happens Next?

Once we have everybody's comments we will consider all the issues and produce a draft of the Core Strategy proposing what we should do. We will then offer you the chance to tell us whether you think we have got it right or not.

Sustainable Development

At the heart of sustainable development is the simple idea of ensuring a better quality of life for everyone, now and for future generations.

Climate Change

Climate change is a central issue relating to all development. Swindon must reduce its impact on climate change and develop in a sustainable way. It must also achieve this whilst sustaining economic growth and planning the physical development to support it. Swindon has set itself a target of becoming the UK's most sustainable town.

Housing

People are living longer and households are getting smaller, thus creating a need for more houses. More housing is also needed so that people who work in Swindon can live here and reduce the amount of commuting. Swindon must provide a mix of housing and provide it in sustainable places where it is needed. It must also provide affordable housing so that everyone can afford to live in a home. The density of new housing should be high enough to reduce pressure to build in the countryside and to maximise access to facilities and public transport, but not so high as to have a negative impact on quality of life. New buildings must also be well-designed using the latest sustainable construction methods.



Jobs and Shopping

Swindon's economy has, historically, been strong and we expect it to be strong in the future. To do this we must provide a range of jobs and meet the needs for skills and training to fill them. Swindon should support its existing businesses and encourage them to grow. In the past, Swindon has grown but the Town Centre has not improved with it. Improving and regenerating Swindon's Town Centre can provide and focus jobs and shops in accessible and sustainable places and make Swindon a better place to live.



Transport

It is important to reduce dependence on the car to cut pollution, congestion and address climate change. This means providing the right things in the right place to encourage walking, cycling and using public transport and to reduce congestion, which is costly to both the economy and the environment.

Community, Health and Education

It is important that recreation, leisure, health, education and cultural facilities are available to everybody. Encouraging a healthier, safe lifestyle and building integrated communities will make Swindon a more attractive place to live, work and play for people who live here now and people who move here in the future.

Protecting and Enhancing the Environment

Accommodating economic growth whilst protecting Swindon's natural and historic environment is a critical challenge. It is important to protect biodiversity and the landscape and to enhance and develop green links from Swindon out to the wider countryside. It is also important to protect and draw inspiration from the historic built environment and to blend the contemporary with the historic.



Issues for Different Areas of the Borough

Swindon's Urban Area

The regeneration of Swindon's Central Area is essential to the future success of the town. This will provide jobs, shopping, cultural and leisure facilities in the most accessible part of the town and help improve Swindon's image. Previously developed land should also be exploited in suitable parts of Swindon's urban area and some existing urban areas may benefit from regeneration and renewal.

Urban Extensions

It is essential that any proposed major urban extensions are self-sufficient, create communities and provide strong links back to the existing town. They must respect the environment and provide services and facilities to support the new communities. A large area of growth is proposed to the east of the A419 by emerging regional guidance called 'The Eastern Development Area'.



Rural Areas, Towns and Villages

Although the focus for new development will be at Swindon, it is important that the rural areas, towns and villages prosper and retain their identity. The vitality of Highworth and Wroughton should be maintained and development in rural areas should reflect the need of the local communities.

It is also crucial that uses in the rural areas and countryside reflect the changing makeup of the economy and society.

How and Where can Swindon Grow?

There are different ways that Swindon could grow:

- Focus growth within the existing town by increasing housing density and building on more previously developed land.
- Identify a further urban extension.
- Increase the number of houses at the existing urban extension.

If you require Council Information in another format, please contact Customer Services on 01793 463725

আপনার যদি অন্য কোন আকারে বা রূপে তথ্যের দরকার হয়, কাস্টমার সার্ভিসেস্কে (01793) 463725 নম্বরে টেলিফোন করুন।

Bengali

如果您需要用其它语言或方式咨询这方面的信息，请拨打我们的顾客服务热线：(01793) 463725。

Chinese

જો તમને બીજા ફોર્મેટ (પત્રક) માં જાણકારી જોવતી હોય તો કૃપા કરી ગ્રાહક સેવા પ્રતિનિધિનો ટેલીફોન નંબર (01793) 463725 ઉપર સંપર્ક કરો.

Gujarati

यदि आपको अन्य फार्मेट (प्रपत्र) में जानकारी चाहिए तो कृपया ग्राहक सेवा प्रतिनिधि से टेलीफोन नंबर (01793) 463725 पर संपर्क करें।

Hindi

Per informazioni in altro formato, contattare il Servizio Clienti chiamando il numero: 01793 463725

Italian

別の構成・形式で資料をご使用される必要がある場合には、次の番号の弊社顧客サービスまでお問い合わせ下さい。電話：01793 463725

Japanese

Jeśli chcesz uzyskać informacje w innym formacie, prosimy o kontakt z Wydziałem Usług dla Klientów pod numerem telefonu 01793 463725.

Polish

ਜੇਕਰ ਤੁਹਾਨੂੰ ਕਿਸੇ ਹੋਰ ਫਾਰਮੈਟ ਵਿਚ ਜਾਣਕਾਰੀ ਚਾਹੀਦੀ ਹੈ ਤਾਂ ਕ੍ਰਿਪਾ ਕਰਕੇ ਕਸਟਮਰ ਸਰਵਿਸਿਜ਼ ਨਾਲ ਟੈਲੀਫੋਨ ਨੰਬਰ (01793) 463725 ਤੇ ਸੰਪਰਕ ਕਰੋ।

Punjabi

Hadaad u baahatid macluumaad hab kale ku qoran fadian la soo xinir Adeega macmiisha (Customer Services) oo kasoo wac lambarkan (01793) 463725

Somali

اگر آپ کو کسی دیگر زبان یا بڑی لکھائی وغیرہ میں معلومات درکار ہوں تو براہ مہربانی کسٹومر سروسز سے ٹیلی فون نمبر : 01793 463725 پر رابطہ قائم کریں۔

Urdu

Have Your Say!

If you have any difficulties completing this form or would prefer a larger type version or any other format, please telephone (01793) 466513, or e-mail forwardplanning@swindon.gov.uk

- Please use this form to set out your comments to ensure that your views are considered.
- Comments cannot be treated confidentially.
- Any person or organisation may take this opportunity to 'have a say' early in the process.
- If possible, please indicate any changes or additions to the Core Strategy you would like to see.
- Comments must be put in writing and sent to the address at the end of the form.

Name: _____

Organisation (if applicable): _____

Address: _____

Postcode: _____

Tel No (home): _____

Tel No (work): _____

Email: _____

Signature: _____ Date _____

For Official Use Only

Rep. No:

Comment No:





Please use the space below to raise any issues or ideas that you might have on the Core Strategy. Alternatively, you may make more detailed comments on specific issues in the Core Strategy by using the 'expanded' comments form. All information on the Core Strategy, including downloadable comment forms, can be found on the council's website at: www.swindon.gov.uk/corestrategy

Where do I send the completed forms?

Please return all completed forms to: Forward Planning Group, Freepost SCE5251, Swindon Borough Council, Premier House, Station Road, Swindon, SN1 1TZ.

Completed forms must arrive no later than **5.00pm on Wednesday 23rd May 2007**.

You may also fax your response on **01793 466442**, or return the downloaded form to forwardplanning@swindon.gov.uk, no later than the above time and date.

What happens next?

Thankyou for taking the time to complete this form. Please notify us should you wish to receive a formal acknowledgement of receipt of your comments. Your comments will be considered for the next stage of the Core Strategy preparation process, namely the 'Preferred Options' Draft. This will be subject to a further round of public consultation in July / August 2007.

Data Protection Notice:

Personal information given on this form will be used for the purpose of correspondence only, and will not be used for any other purpose. You have a right to a copy of your information held by any organisation, with some exemptions. To gain access to your personal data held by Swindon Borough Council or if you have any Data Protection concerns please contact Swindon Borough Council's Data Protection Officer on 01793 463000.