



Swindon Borough Core Strategy

Preferred Options Summary Leaflet



Tell us what you think
on the proposals and
options for the future
of Swindon

The story so far

Work on the Core Strategy started in the Autumn of 2006. Following ongoing consultations with stakeholders the Issues & Options paper was published in April 2007 to generate debate on the key issues facing Swindon over the next twenty years, and to identify the potential options for addressing them.

The results of that consultation were considered by the Council in preparing this Preferred Options document, which contains the Council's view of how to realise its vision, regeneration objectives, and aspirations for achieving communities where the social, economic and environmental components are in balance to enable residents to thrive and enjoy a good quality of life.

We want to know what you think of the proposals and options for Swindon over the next 20 years. We want to know if you think that we have got the proposals and options right, whether we have missed anything or if you have any general comments.

Your views are important to us because they will help influence the way Swindon grows and changes over the next twenty years. Now is the time to make your views count, as the Core Strategy will set the context in which future planning applications for growth will be considered. The more comments we receive the more the Core Strategy can reflect the wider views of the people of Swindon. In consequence, the Core Strategy will truly 'belong' to the people of Swindon.

Please let us have your comments before 4.30pm on Monday 12th May 2008.

What is the Local Development Framework?

The Local Development Framework is a collection of documents that will set out what is needed to guide development and growth in Swindon over the next 20 years.

What is the Swindon Core Strategy?

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

What is a Sustainability Appraisal?

A Sustainability Appraisal has been carried out as an integral part of Core Strategy and the results show that the Core Strategy will have significantly positive benefits overall in the pursuit of sustainable development.

What Happens Next?

Once we have everybody's comments we will consider them and produce a draft of the Core Strategy for submission to the Government, setting out our final proposals. You will then have a final opportunity to give your views on what is proposed. The Core Strategy will then be subject to scrutiny by an independent Inspector whose decisions will be binding on the Council.

The Spatial Vision for Swindon Borough

In 2026 Swindon will be a regional centre that has raised its image through developing its own identity built on sustainable economic growth and respect for its railway heritage. It will have a thriving regenerated town centre that includes a cutting edge new university, the reinstatement of the canal through central Swindon and linked to the countryside by a strategic network of multifunctional open spaces and water spaces. An integrated and sustainable transport system will enable easy movement around the Borough. Communities will be sustainable, cohesive, and healthy, and residents will enjoy a quality of life that does not use more resources than the environment can provide.

The following themes have emerged as being important to the future development of Swindon Borough:

Sustainable Growth

- Deliver job growth (32,000 jobs) in line with the regional plan and economic forecasts of future employment growth
- Deliver 36,000 dwellings at Swindon as prescribed in the South West Regional Spatial Strategy in a way that minimises impact on the environment
- Growth will be focused on sites within Swindon (about 10,000 dwellings) but with extensions east of the A419 (12,000); Wichelstowe (4,500); Commonhead (750); Tadpole Farm (1,500), and Kingsdown (500). Plus a direction of growth in North Wiltshire at Ridgeway Farm/Moredon Bridge (1,000) In part this is determined by the South West regional plan, which identifies the allocation to the east of Swindon.
- Creating good places to live and be well integrated with the existing community

Sustainable Development & Climate Change

- All new development in Swindon adapts to or has a minimal effect on the causes of climate change
- New development should demonstrate high standards of sustainable design and construction

Local Economy and Employment

- Provide the level of jobs required in the regional plan
- Achieve growth in the local economy

Image of Swindon

- Respect Swindon's historic identity, including its older buildings such as the Mechanics Institute
- Significantly improve the actual and the perceived image of Swindon through regeneration and by good design

Higher Education Facilities

- Improve higher education facilities by facilitating the provision of a University at North Star
- Improve local skills

Shopping

- The regeneration of the central area will improve the range and quality of shops in Swindon

Gypsies, Travellers and Travelling Showpeople

- The need to accommodate the needs of the gypsy and travelling communities

Transport

- Ensuring that all development is accessible
- Reducing the need to travel, especially by car
- Ensure that routes to school are safe

Green Spaces, Rivers and Canals

- Improve the network of open spaces across the Borough
- Ensure that there is a range of safe and accessible open spaces both in the urban and rural areas
- Support the restoration of the canal through central Swindon and the urban extensions at Wichelstowe and the Eastern Development Area

Dwelling Size and Type

- To provide a range of housing types in Swindon
- Provide housing at a density of 40 to 50 dwellings per hectare
- Address the under-supply of larger and prestigious housing in Swindon

Affordable Housing

- New housing developments will include provision for affordable housing to ensure that decent homes are available to meet the needs of residents in Swindon with a wide range of incomes

Everybody feels part of the Community

- Understand the needs of all neighbourhoods in Swindon
- Identify areas that are not meeting modern standards and encourage regeneration and renewal to raise the quality of life for communities in Swindon.

Community Facilities

- The need for health, education and other community facilities arising from growth and population changes in the Borough will be met, including allocating land for an extension to the Great Western Hospital

Rural Areas

- The towns and villages outside Swindon will benefit from development that is sensitive to local needs
- Levels of housing and employment that are appropriate to these areas, providing conditions for a thriving rural environment

This leaflet sets out the key points raised in the full Preferred Options document. The full document can be viewed at public libraries in the Borough and at Premier House and Wat Tyler House.

All information, including comments forms, can also be found on the Council's website at www.swindon.gov.uk/corestrategy

Have your say!

There will be a number of exhibitions that will be held throughout the consultation period. You are welcome to join us at any of these events:

North Swindon Library

Thursday 27th, Friday 28th and Saturday 29th March 2008

The Brunel Shopping Centre

Thursday 3rd, Friday 4th and Saturday 5th April 2008

Temporary Central Library

Monday 14th and Tuesday 15th April 2008

Highworth Library

Tuesday 22nd April 2008

Wroughton Library

Monday 28th April 2008

Or log-on to: www.swindon.gov.uk/corestrategy

For further information contact the Council's Forward Planning team at forwardplanning@swindon.gov.uk or telephone (01793) 466513.

Information about the Swindon Borough Core Strategy is available on the internet at www.swindon.gov.uk/corestrategy It can be produced in a range of languages and formats (such as large print, Braille or other accessible formats) by contacting the Customer Services Department.

Tel: 01793 445500 Fax: 01793 463982 E-mail: customerservices@swindon.gov.uk