

Scenario [1] Business as Usual

Objective [1] To provide new and improved cultural and higher education facilities and create a setting for restaurant/ café uses, speciality retail and other leisure uses

Question	Baseline data	Target	Towards sustainability	Geographic scale			Timescale		Cumulative	Commentary
				Urban	Rural	Outside district	Within Plan period	Beyond Plan period		
Will it assist in the regeneration of the town centre?	Failure of cultural/leisure facilities to keep up with town centre growth *	Encourage enhanced cultural facilities	➔	➔	☐	☐	3	3	➔	Council strategies and planning policies in particular aim to enhance cultural provision within The Promenade including tertiary education facilities, a replacement library and a replacement/ refurbished theatre. Planning policies seek to promote a range of residential, retail and leisure uses to compliment the cultural offer in this area.
	Insufficient cultural facilities 1 Lack of uses to compliment existing cultural assets	Provide complimentary uses to enhance overall cultural offer	➔	➔	☐	☐	3	3	➔	

Will it improve accessibility to cultural activities for all?	Wyvern Theatre is popular but does not maximise its potential due to its size and poor setting. Cultural uses are not located together.	Increased patronage at / accessibility to cultural facilities	➔	➔	☐	➔	3	3	☐	Existing policies encourage the improvement of existing, and the addition of new, cultural facilities within The Promenade area to enhance the cultural offer and increase accessibility. The promotion of these uses within the town centre ensures that they are accessible via a number of modes of transport.
Will it enhance the diversity of cultural/ retail/ leisure activities in the town centre?	Limited range of retail/leisure/ cultural uses within The Promenade area currently	Providing a better range of facilities within the Promenade.	➔	➔	☐	☐	3	3	➔	Local Plan policies create a framework for new retail/leisure/ cultural facilities in the town centre and The Promenade in particular.
Will it provide for inclusive higher education facilities?	Swindon College re-locating to North Star in 2006	Providing an opportunity for new higher education facilities	➔	➔	☐	☐	3	3	☐	Local Plan policies encourage the provision of tertiary education facilities within The Promenade area.

* Swindon Borough Council Culture and Leisure Strategy 2003 - 2013
1 Central Area Study Consultation 1999 - 2000

➔➔	➔	□	⬅⬅	⬅	?	4
Strongly Positive Impact	Positive Impact	No impact/ relationship	Strongly negative impact	Negative Impact	Uncertain Impact	Operates at this timescale

<p>Will it improve accessibility to cultural activities for all?</p>	<p>Wyvern Theatre is popular but does not maximise its potential due to its size and poor setting.</p> <p>Cultural uses are not located together.</p>	<p>Increased patronage at / accessibility to cultural facilities</p>	<p>→→</p>	<p>→</p>	<p>□</p>	<p>□</p>	<p>3</p>	<p>3</p>	<p>□</p>	<p>The SPD seeks to provide an enhanced, high quality setting for the Wyvern Theatre that should increase potential patronage beyond that which is likely based only upon Local Plan policies.</p> <p>The SPD also seeks to cluster cultural facilities together to form an accessible and attractive cultural quarter which maximises these connections.</p>
<p>Will it enhance the diversity of cultural/ retail/ leisure activities in the town centre?</p>	<p>Limited additional cultural /retail/leisure provision in The Promenade area</p>	<p>Providing a better range of facilities</p>	<p>→</p>	<p>→</p>	<p>□</p>	<p>□</p>	<p>3</p>	<p>3</p>	<p>→</p>	<p>The SPD itself cannot deliver a greater level of diversity than the Local Plan which already provides a policy basis for additional uses. However, it does provide more detailed guidance on the scale/location of these additional uses.</p>

Will it provide for inclusive higher education facilities?	Swindon College re-locating to North Star in 2006	Providing an opportunity for alternative higher education facilities	→	→	<input type="checkbox"/>	<input type="checkbox"/>	3	3	<input type="checkbox"/>	<p>The masterplan cannot deliver higher education facilities but does make specific provision for them as part of this new cultural quarter.</p> <p>The SPD however, goes further than the Local Plan, identifying a specific location for such a facility that would meet its likely requirements and maximise the benefits to the new cultural quarter.</p>
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Overall Assessment	The SPD should have very positive benefits over the business as usual position.
	Local Plan policies provide a general policy framework for the redevelopment of The Promenade area and the improvement of Swindon's cultural offer. The SPD, however, adds to these policies, establishing a masterplan for the regeneration of the area, together with more detailed guidance for the redevelopment of specific sites within it. This includes proposals for the provision of additional workspace and an increase in employment diversity, and the location of potential higher education facilities. As such, the SPD adds detail and therefore certainty to the regeneration of The Promenade, which should encourage investment and have a greater prospect of delivering a high quality cultural/civic quarter.

Scenario [1] Business as Usual

Objective [2] To provide new and improved public spaces and a high quality built environment

Question	Baseline data	Target	Towards sustainability	Geographic scale			Timescale		Cumulative	Commentary
				Urban	Rural	Outside district	Within Plan period	Beyond Plan period		
Will it improve visitor perception of the town centre as a destination?	<p>General impression of decay *</p> <p>Experience on offer is off-putting *</p> <p>Swindon's image is the main reason for the problem attracting workers 1</p>	Improved perception of The Promenade area.	➔	➔	☐	☐	3	3	➔	The general decline of the town centre is well documented. However, many existing strategies / policies are seeking to respond to this including Local Plan policies for the regeneration of The Promenade area, and the Regeneration Framework for Swindon.

Will it reduce crime and the perception of crime?	18,449 crimes recorded in 2003/4 *	National target to reduce crime in Swindon by 17.5%	→	→	→	<input type="checkbox"/>	3	3	<input type="checkbox"/>	<p>The Swindon Crime and Drug Reduction Strategy already includes initiatives to reduce crime, and has had some success.</p> <p>Existing strategies are working to reduce the fear of crime.</p> <p>Existing strategies are working to reduce the fear of crime.</p> <p>Although effective strategies and partnerships are in place, perception of crime exceeds the levels of crime. As such, there is a question mark over the success of these strategies.</p>
	9% respondents felt unsafe/ very unsafe in house during day 1		→	→	→	<input type="checkbox"/>	3	3	<input type="checkbox"/>	
	42% respondents felt unsafe/ very unsafe after dark 1		→	→	→	<input type="checkbox"/>	3	3	<input type="checkbox"/>	
	12 times as many people thought crime had risen in previous years as those who felt it had fallen 2		→	→	→	<input type="checkbox"/>	3	3	<input type="checkbox"/>	
			?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

Will it promote the sensitive adaptation and reuse of buildings to enhance local distinctiveness, character and appearance?	28 Conservation Areas in Swindon but none within The Promenade Over 1000 listed buildings but only 1 within The Promenade (Town Hall)	Ensure retention and continued use of the Town Hall	➔	➔	☐	☐	3	✓	☐	Local Plan policies protect conservation areas and listed buildings and specifically require the preservation or reuse of The Town Hall as part of the regeneration of The Promenade.
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* Crime and Drug Reduction Strategy 2005 - 2008, SBC

1. Swindon People's Voice Survey 2004
2. Swindon General Opinion Survey 2003

<p>Will it promote design that enhances townscape/streetscape?</p>	<p>No specific design guidance for The Promenade</p> <p>Two emerging Local Plan policies (DS6/7)</p>	<p>Promote a higher quality built environment</p>	<p>➔</p>	<p>➔</p>	<p>➔</p>	<p>☐</p>	<p>3</p>	<p>☐</p>	<p>➔</p>	<p>General Local Plan design policies seek to ensure that new development has a consistent and high standard of design. However, there is no detailed guidance with regard to The Promenade itself.</p>
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Scenario [2] The Promenade Masterplan

Objective [2] To provide new and improved public spaces and a high quality built environment

Question	Baseline data	Target	Towards sustainability	Geographic scale			Timescale		Cumulative	Commentary
				Urban	Rural	Outside district	Within Plan period	Beyond Plan period		
Will it improve visitor perception of the town centre as a destination?	<p>General impression of decay *</p> <p>Experience on offer is off-putting *</p> <p>Swindon's image is the main reason for the problem attracting workers 1</p>	Improved perception at The Promenade area.	→→	→	□	□	3	✓	→→	The masterplan would create a high quality and sustainable civic/cultural quarter for Swindon and illustrates how the Council expects this to be delivered. This will enhance the quality of this area and people's perception of Swindon town centre. The impact should therefore be significant.

<p>Will it reduce crime and the perception of crime?</p>	<p>18,449 crimes recorded in 2003/4 * 9% respondents felt unsafe/very unsafe in house during day 1 42% respondents felt unsafe/very unsafe after dark 1 12 times as many people thought crime had risen in previous years as those who felt it had fallen 2</p>	<p>National target to reduce crime in Swindon by 17.5%</p>	<p>→ → → ?</p>	<p>→ → → □</p>	<p>→ → → □</p>	<p>□ □ □ □</p>	<p>3 3 3 □</p>	<p>3 ✓ ✓ □</p>	<p>□ □ □ □</p>	<p>The masterplan seeks, through good design and layout, to reduce the potential for crime and to increase public safety. In particular, the masterplan seeks to remove existing dead-ends and alleyways and replace them by new high quality pedestrian routes with natural surveillance. However, the masterplan cannot add significantly in this regard to existing Local Plan policies and strategies.</p>
<p>Will it promote the sensitive adaptation and reuse of buildings to enhance local distinctiveness, character and appearance?</p>	<p>28 Conservation Areas in Swindon but none within The Promenade Over 1000 listed buildings but only 1 within The Promenade (Town Hall)</p>	<p>Ensure retention and continued use of the Town Hall</p>	<p>→</p>	<p>→</p>	<p>→</p>	<p>□</p>	<p>3</p>	<p>□</p>	<p>□</p>	<p>The masterplan includes specific proposals for the reuse and integration of the Town Hall into the regenerated cultural quarter. However, this does not add significantly to existing policies.</p>

Will it promote design that enhances townscape/streetscape?	No specific design guidance for The Promenade; two emerging Local Plan policies (DS6/7)	Promote a higher quality built environment	→→	→	□	□	3	3	→→	The masterplan provides specific design guidance on the redevelopment of The Promenade area, and the sites within its Plan policies. This should provide significant benefits.
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Overall Assessment	The SPD should have positive benefits over the business as usual position.
	Existing policies and strategies recognise the failings of Swindon town centre in terms of levels of crime and poor image, and are seeking to improve them. This includes policies for the appropriate retention and reuse of historic buildings. Whilst the SPD is unlikely to cut crime materially on its own, it will provide more detailed guidance for the provision of a higher quality built environment that would enhance public safety and potentially reduce crime, through better natural surveillance. Most significantly, however, the SPD will provide detailed guidance that will enhance the perception of The Promenade area and Swindon town centre as a whole, and provide specific design guidance to ensure the delivery of a high quality cultural offer.

Scenario [1] Business as Usual

Objective [3] To provide work space and an environment that encourages existing and new business activities/ enterprises and creative and performance industries

Question	Baseline data	Target	Towards sustainability	Geographic scale			Timescale		Cumulative	Commentary
				Urban	Rural	Outside district	Within Plan period	Beyond Plan period		
Will it provide new accommodation for the expansion of existing and accommodation of new businesses?	Lack of space aimed at promoting cultural services * Lack of commercial space for business expansion/ relocation	Provide new, higher quality workspace	➔	➔	☐	☐	3	3	➔	Existing policies provide for the creation of new office/commercial space within The Promenade. However, there are no specific policies with regard to the delivery of new workspaces for cultural services within The Promenade area.

<p>Will it encourage diversity of employment?</p>	<p>Lack of space aimed at promoting cultural services *</p>	<p>Provide new, higher quality workspace</p>	<p>←</p>	<p>←</p>	<p>□</p>	<p>□</p>	<p>3</p>	<p>□</p>	<p>□</p>	<p>There are no specific policies with regard to the delivery of new workspaces for cultural services within The Promenade area. As such existing policies do not specifically promote a diversity of employment space in this area.</p>
<p>Will it enable the development of a strong and vibrant town centre?</p>	<p>Failure of cultural / leisure facilities to keep up with town centre growth *</p>	<p>Create a cultural focus and promote linkage between commercial and retail elements in Swindon and the Old Town.</p>	<p>→</p>	<p>→</p>	<p>□</p>	<p>□</p>	<p>3</p>	<p>3</p>	<p>→</p>	<p>Local Plan policies and regeneration strategies seek to create a cultural quarter at The Promenade which will add to the town centre offer and thereby increase its overall strength and vibrancy. However, there are no specific plans to achieve this.</p>
			<p>→</p>	<p>→</p>	<p>□</p>	<p>□</p>	<p>3</p>	<p>3</p>	<p>→</p>	

<p>Will it encourage investment in businesses, people and infrastructure in the long term?</p>	<p>No office development in the town centre for 15 years 1</p> <p>Very limited investment within The Promenade area.</p>	<p>Stimulate investment within The Promenade area.</p>	<p>➔</p>	<p>➔</p>	<p>□</p>	<p>□</p>	<p>3</p>	<p>3</p>	<p>➔</p>	<p>Local Plan policies and other strategies seek to encourage investment and support new development within The Promenade area. However, there is a question whether this can be achieved without further details on the regeneration of this area and its delivery.</p>
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* Swindon Borough Council Culture & Leisure Strategy 2003-2013
 1 Regeneration Framework for Central Swindon, 2005

Scenario [2] The Promenade Masterplan

Objective [3] To provide work space and an environment that encourages existing and new business activities/ enterprises and creative and performance industries

Question	Baseline data	Target	Towards sustainability	Geographic scale			Timescale		Cumulative	Commentary
				Urban	Rural	Outside district	Within Plan period	Beyond Plan period		
Will it provide new accommodation for the expansion of existing and accommodation of new businesses?	Lack of space aimed at promoting cultural services Lack of commercial space for business expansion/ relocation	Provide new, higher quality workspace	→→	→	□	□	3	3	→→	The masterplan provides specifically for new commercial space for both defined end users and a range of space aimed at promoting cultural services. This provides greater detail on the nature, location and scale of such uses than the general Local Plan policies.

Will it encourage diversity of employment?	Lack of space aimed at promoting cultural services	Provide new, higher quality workspace	→→	→	□	□	3	3	→	The SPD provides commercial space specifically to promote new cultural services including those associated with creative arts, design and media. This provides for a significantly greater level of employment diversity than provided for by existing policies.
Will it enable the development of a strong and vibrant town centre?	Failure of cultural / leisure facilities to keep up with town centre growth *	Create a cultural focus and promote linkage between commercial and retail element in Swindon and the Old Town.	→→	→	□	□	3	3	□	The provision of detailed guidance on the redevelopment of The Promenade area, together with issues of phasing and delivery, add to the potential for a new cultural quarter that will contribute to a strong and vibrant town centre.

Will it encourage investment in businesses, people and infrastructure in the long term?	No office development in the town centre for 15 years 1 Very limited investment within The Promenade area.	Stimulate investment within The Promenade area.	→	→	□	□	3	3	□	The masterplan provides more detailed guidance than the Local Plan, for the regeneration of The Promenade area, including the scale and location of particular uses. This has had regard to issues of commercial viability. It is likely that this level of detail will provide additional certainty /confidence for investors.
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Overall Assessment	The SPD should have very positive benefit over the business as usual position.
	Existing policies support further office/commercial development within The Promenade but do not specifically encourage a more diverse range of workspace. The SPD will provide a significant benefit in this regard, providing for additional commercial space for defined end users but additionally providing space for new cultural services. This diversity should add to the strength and vibrancy of the town centre. Of significant importance, the increased detail provided by the SPD will also provide potential investors with additional confidence/certainty that should have a greater potential to attract investment than current policies.

Scenario [1] Business as Usual

Objective [4] To provide for approximately 500 new homes including a mix of tenures and affordable housing

Question	Baseline data	Target	Towards sustainability	Geographic scale			Timescale		Cumulative	Commentary
				Urban	Rural	Outside district	Within Plan period	Beyond Plan period		
Will it make the most efficient use of previously developed land?	<p>Area includes low-rise buildings and surface car parks that do not make best use of land.</p> <p>All land within The Promenade area is previously developed.</p>	Increase development densities and make more efficient use of sites	➔	➔	☐	☐	3	3	➔	All land within the Promenade is previously developed. Local Plan policies support the efficient regeneration of this area but do not specifically identify opportunities for the more efficient use of particular sites.
Will it provide for an adequate supply of affordable housing?	<p>88% of Swindon population live within the urban area *</p> <p>Very limited number of residential properties within the Promenade area.</p>	Increase levels of residential development/ increase the supply of affordable housing.	➔	➔	☐	☐	3	3	➔	The policy support for residential development within The Promenade will deliver a proportion of affordable housing in accordance with general Local Plan policies, although there is a lack of detail on the potential quantum and location.

<p>Will it improve the jobs/ homes balance?</p>	<p>88% of Swindon population live within the urban area * Very limited number of residential properties within the Promenade area.</p>	<p>Increase residential development within The Promenade area.</p>	<p>➔</p>	<p>➔</p>	<p>☐</p>	<p>☐</p>	<p>3</p>	<p>3</p>	<p>➔</p>	<p>Local Plan policies support residential development within The Promenade, which will help to rectify the current jobs /homes imbalance in this area.</p>
<p>Will it provide for an appropriate mix of unit sizes and tenures?</p>	<p>Limited residential development within The Promenade means that there is a very limited mix of units/ tenures.</p>	<p>Increase residential content and the mix of unit sizes and tenures.</p>	<p>➔</p>	<p>➔</p>	<p>☐</p>	<p>☐</p>	<p>3</p>	<p>3</p>	<p>➔</p>	<p>Local Plan provision for residential development within The Promenade will deliver a mix of residential unit sizes and tenures in accordance with other Local Plan policies. However, with no details on the quantum or location of such development within The Promenade, it is unclear how well this objective can be satisfied.</p>

* SBC Sustainability Appraisal Scoping Report 2003

Scenario [2] The Promenade Masterplan

Objective [4] To provide for approximately 500 new homes including a mix of tenures and affordable housing

Question	Baseline data	Target	Towards sustainability	Geographic scale			Timescale		Cumulative	Commentary
				Urban	Rural	Outside district	Within Plan period	Beyond Plan period		
Will it make the most efficient use of previously developed land?	Area includes low-rise buildings and surface car parks that do not make best use of land. All land within The Promenade area is previously developed.	Increase development densities and make more efficient use of sites	→→	→	□	□	3	3	→→	The PSD makes specific provision for the more efficient use of sites within The Promenade, particularly the Magistrates and County Court sites, and the Gordon Street surface car park.
Will it provide for an adequate supply of affordable housing?	88% of Swindon population live within the urban area * Very limited number of residential properties within the Promenade area.	Increase levels of residential development/ increase the supply of affordable housing.	→	→	□	□	3	3	→	The SPD includes residential development of over 450 units which could deliver approx 130 affordable units. This does not necessarily deliver more than could be achieved currently but does provide more detail/certainty.

Will it improve the jobs/ homes balance?	Very limited number of residential properties within the Promenade area.	Increase residential development within The Promenade area.	→→	→	□	□	3	3	→	The masterplan provides for approx 450 residential units in this area, that currently provides very limited housing. This will help to address the existing jobs/homes imbalance.
Will it provide for an appropriate mix of unit sizes and tenures?	Limited residential development within the Promenade areas means that there is a very limited mix of units and tenures.	Increase residential content and the mix of unit sizes and tenures.	→	→	□	□	3	3	→	The masterplan does not provide guidance on the mix and size of residential units. As such, it does not add to Local Plan policies in this regard.

Overall Assessment	The SPD should have very positive benefits over the business as usual position.
	Local Plan policies support additional residential development within the Swindon Central Area, and within The Promenade specifically, and encourage an efficient use of previously developed land. They also require the provision of a proportion of affordable housing and an appropriate mix of unit sizes/ tenures. The SPD will not necessarily lead to a greater overall quantum of affordable housing provision, or a better mix of residential units, but the detail it provides adds clarity and certainty. Most importantly, however, the SPD provides guidance that seeks to ensure that more efficient use is made of specific sites, particularly those that are very much under-used. As such, it offers a significant benefit in this regard.

Scenario [1] Business as Usual
Objective [5] To improve traffic flow and reduce severance

Question	Baseline data	Target	Towards sustainability	Geographic scale			Timescale		Cumulative	Commentary
				Urban	Rural	Outside district	Within Plan period	Beyond Plan period		
Will it result in an environment less dominated by road infrastructure and traffic?	The Promenade is dominated by the Princes Street dual carriageway/ Regent Circus gyratory/ Whalebridge roundabout.	Reduce land take from roads/road dominance	←	←	☐	☐	☐	☐	☐	Whilst existing policies and strategies seek to reduce traffic levels, they do not seek to reduce road dominance/ land take specifically.
Will it help to reduce traffic congestion and improve road safety?	Vehicular traffic increased by 15% 2001-2003 * 59% of commuters into Swindon drive 1 Traffic flows on Princes Street at up to 1,000 cars per hour 2	Reduce traffic levels and enhance safety	?	?	☐	☐	?	?	?	The Local Plan and Local Transport Plan seek to reduce congestion through more sustainable transport options, and also look to enhance road safety. Local Plan Policies in this regard exist with specific regard to The Promenade area. However, the existing policy support for the creation of a cultural destination could increase traffic congestion.

<p>Will it reduce the need to travel?</p>	<p>Vehicular traffic increased by 15% 2001-2003 *</p> <p>59% of commuters into Swindon drive 1</p> <p>Traffic flows on Princes Street at up to 1,000 cars per hour 2</p>	<p>Reduce the need to travel, particularly by car</p>	<p>➔</p>	<p>➔</p>	<p>➔</p>	<p>➔</p>	<p>3</p>	<p>3</p>	<p>➔</p>	<p>The Local Plan supports a greater mix of uses within The Promenade including residential, which will by definition reduce the need to travel. The promotion of enhanced cultural facilities may also reduce the number of people from Swindon travelling to other locations within the sub-region to experience such facilities.</p>
<p>Will it facilitate shorter pedestrian journey times between key locations?</p>	<p>Lack of north/south routes across Fleming Way</p> <p>East/west routes to the town centre are poorly located and unappealing.</p> <p>Limited opportunities to cross at grade</p>	<p>Increase pedestrian permeability and locate routes appropriately</p>	<p>➔</p>	<p>➔</p>	<p>☐</p>	<p>☐</p>	<p>3</p>	<p>3</p>	<p>☐</p>	<p>Existing policies require improvements to linkages within The Promenade area and to the rest of the town centre, which would reduce pedestrian journey times. However they do not provide detailed guidance on the location of uses within the area, or pedestrian routes.</p>

* Swindon Local Transport Plan 2006-2011
1 Census 2001
2 CBP Traffic Survey 2006

- Scenario [2] The Promenade Masterplan
- Objective [5] To improve traffic flow and reduce severance

Question	Baseline data	Target	Towards sustainability	Geographic scale			Timescale		Cumulative	Commentary
				Urban	Rural	Outside district	Within Plan period	Beyond Plan period		
Will it result in an environment less dominated by road infrastructure and traffic?	The Promenade is dominated by the Princes Street dual carriageway/ Regent Circus gyratory/ Whalebridge roundabout.	Reduce land take from roads	→→	→	□	□	3	3	□	The masterplan specifically reduces road dominance through the removal of the Regent Circus gyratory, the provision of at grade pedestrian crossings and the creation of better public spaces. This is a major improvement on current policies.

<p>Will it help to reduce traffic congestion and improve road safety?</p>	<p>Vehicular traffic increased by 15% 2001-2003 *</p> <p>59% of commuters into Swindon drive 1</p> <p>Traffic flows on Princes Street at up to 1,000 cars per hour 2</p>	<p>Reduce traffic levels and enhance safety</p>	<p>?</p>	<p>?</p>	<p>☐</p>	<p>☐</p>	<p>3</p>	<p>3</p>	<p>➔</p>	<p>Whilst the SPD may reduce the dominance of roads and encourage walking and cycling, it is unlikely to reduce congestion further than existing initiatives. Indeed in the same way as Local Plan policies, the creation of a higher quality destination, could increase congestion if it is not mitigated.</p>
<p>Will it reduce the need to travel?</p>	<p>Vehicular traffic increased by 15% 2001-2003 *</p> <p>59% of commuters into Swindon drive 1</p> <p>Traffic flows on Princes Street at up to 1,000 cars per hour 2</p>	<p>Reduce the need to travel, particularly by car</p>	<p>➔</p>	<p>➔</p>	<p>☐</p>	<p>☐</p>	<p>3</p>	<p>3</p>	<p>➔</p>	<p>In accordance with the Local Plan, the SPD provides for a mixture of uses, including residential. This will inherently reduce the need to travel. The creation of a high quality cultural destination may also reduce the need for people in Swindon to travel to other centres within the sub-region.</p>

<p>Will it facilitate shorter pedestrian journey times between key locations?</p>	<p>Lack of north/south routes across Fleming Way</p> <p>East/west routes to the town centre are poorly located and unappealing.</p> <p>Limited opportunities to cross at grade</p>	<p>Increase pedestrian permeability and locate routes appropriately</p>	<p>→→</p>	<p>→</p>	<p>□</p>	<p>□</p>	<p>3</p>	<p>3</p>	<p>→</p>	<p>The provision of pedestrian links in appropriate locations, and an improvement in their quality, will help to ensure that journey times are reduced. The proposal to cluster cultural facilities will have a similar effect.</p>
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<p>Overall Assessment</p>	<p>The SPD should have very positive benefits over the business as usual position, although a question remains over traffic generation</p>
	<p>Existing policies/strategies seek to reduce congestion and encourage more sustainable travel, particularly walking/cycling. This support for mixed use development, including residential, will inherently reduce the need to travel as could the promotion of a higher quality cultural offer, which could stop leakage to other centres in the sub-region. The SPD supports these existing objectives but goes further, seeking to physically reduce road dominance/land take in this area. It also identifies appropriately located, high quality pedestrian/cycle routes to encourage walking/cycling and facilitate shorter journey times. It is important to note, however, that under both the current and proposed SPD scenarios, a new high quality cultural destination will be created. Without mitigation, there is a potential for traffic congestion to increase as more people are attracted to the area.</p>

Scenario [1] Business as Usual

Objective [6] To provide better pedestrian linkages and connections

Question	Baseline data	Target	Towards sustainability	Geographic scale			Timescale		Cumulative	Commentary
				Urban	Rural	Outside district	Within Plan period	Beyond Plan period		
Will it provide safe and attractive opportunities for walking & cycling?	Existing north/south and east/west links are poorly located and of low quality. Cycle movements down by 9% within inner city cordon *	Increase number of pedestrian/cycle links and locate appropriately	→	→	☐	☐	3	3	☐	Local Plan policies support the provision of new and enhanced pedestrian/cycle links generally, and within The Promenade, but there are no specific proposals identified.

<p>Will it encourage pedestrian movement within The Promenade area and from this area to the rest of the Swindon Central Area?</p>	<p>Existing north/south and east/west links are poorly located and of poor quality. Twice as many people use at grade crossings as use the raised footbridges across Princes Street. 1</p>	<p>Encourage greater pedestrian movement</p>	<p>➔</p>	<p>➔</p>	<p>☐</p>	<p>☐</p>	<p>3</p>	<p>3</p>	<p>☐</p>	<p>Local Plan policies support the provision of new and enhanced pedestrian links, but there are no specific routes identified either within The Promenade or to the rest of the central area.</p>
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* Swindon Local Transport Plan 2006-2011
1 CBP Pedestrian Movement Survey 2006.

Scenario [2] The Promenade Masterplan

Objective [6] To provide better pedestrian linkages and connections

Question	Baseline data	Target	Towards sustainability	Geographic scale			Timescale		Cumulative	Commentary
				Urban	Rural	Outside district	Within Plan period	Beyond Plan period		
Will it provide safe and attractive opportunities for walking & cycling?	Existing north/south and east/west links are poorly located and of low quality. Cycle movements down by 9% within inner city cordon	Increase number of pedestrian/cycle links and locate appropriately	→→	→	☐	☐	3	3	☐	The SPD identifies at grade pedestrian links in appropriate locations, and an improvement in their quality and natural surveillance. This goes further than current Local Plan policies.
Will it encourage pedestrian movement within The Promenade area and from this area to the rest of the Swindon Central Area?	Existing north/south and east/west links are poorly located and of poor quality. Twice as many people use at grade crossings as use the raised footbridges across Princes Street. *	Encourage greater pedestrian movement	→→	→	☐	☐	3	3	☐	The SPD identifies at grade pedestrian links in the right locations, and an improvement in their quality. This will encourage movement within the area and to the rest of the central area.

Overall Assessment	The SPD should have positive benefits over the business as usual position
	Existing Local Plan and Local Transport Plan objectives/policies seek to encourage walking/cycling, and the Local Plan in particular requires improved routes within and to The Promenade area. The SPD however goes further and identifies particular pedestrian/cycle routes, locates them appropriately, enhances their appeal and ensures that they benefit from much better natural surveillance. This will ensure that opportunities for pedestrian linkage and connection are maximised to the benefit of this area and the town centre as a whole.

Scenario [1] Business as Usual

Objective [7] To establish detailed planning advice for The Promenade area

Question	Baseline data	Target	Towards sustainability	Geographic scale			Timescale		Cumulative	Commentary
				Urban	Rural	Outside district	Within Plan period	Beyond Plan period		
Will it form part of the Local Plan or Local Development Framework?	No detailed policy guidance on the delivery of a civic /cultural quarter	Provide detailed policy guidance on regeneration at The Promenade area	➔	➔	<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>	Local Plan policies provide for the regeneration of The Promenade area but give no detailed guidance on the design or delivery of a new cultural quarter, or the development of particular sites.
Will it encourage a high quality built environment through high standards of sustainable design and construction?	No specific design / sustainability guidance for The Promenade	Secure a high quality built environment	➔	➔	<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>	Local Plan policies encourage sustainable development and high quality design generally. However, there are no specific policies relevant to The Promenade.

Scenario [2] The Promenade Masterplan
Objective [7] To establish detailed planning advice for The Promenade area

Objective	Baseline data	Target	Towards sustainability	Geographic scale			Timescale		Cumulative	Commentary
				Urban	Rural	Outside district	Within Plan period	Beyond Plan period		
Will it form part of the Local Plan or Local Development Framework?	No detailed policy guidance on the delivery of a civic /cultural quarter	Provide detailed policy guidance on regeneration at The Promenade area	→→	→	☐	☐	3	3	☐	The SPD provides detailed policy guidance for the regeneration of The Promenade to provide a new cultural/civic quarter which goes significantly further than current policies.
Will it encourage a high quality built environment through high standards of sustainable design and construction?	No specific design / sustainability guidance for The Promenade	Secure a high quality built environment	→→	→	☐	☐	3	3	→→	The SPD provides detailed policy guidance on design and sustainable construction within The Promenade, both in terms of a masterplan for the area and guidance for specific sites.

Overall Assessment	The SPD should have very positive benefits over the business as usual position
	The business as usual scenario for the regeneration of The Promenade is one that provides a general framework within which development should take place. It lacks detail however. The SPD provides this detail, creating a masterplan for the area and detailed guidance for the development of particular sites. As such, the SPD offers significant benefits in terms of securing the high quality regeneration of The Promenade area.