

Swindon Vision

27 May 2020

Revealing our true self

Our new vision for Swindon, and our three strategic objectives, are grounded in the facts.

We worked through several exercises that stripped back the clichés and preconceptions about Swindon.

This helped us express what the town has always been, is today, and can be tomorrow.

Brand Positioning

We can start by taking Swindon seriously as a brand. This is how we begin to understand where we are today, and what we've been missing in our representation.

Target For ambitious young professionals and entrepreneurs ready to start careers, forward-thinking families who value community, and elders moving towards a vibrant retirement

Category Swindon is an innovative, confident English town

Brand Purpose

We can then reveal the truth and purpose behind our town. Why would people be interested, and how can we express that?

Brand Truth A dynamic, high-tech and progressive town, with undiscovered assets, in the beautiful, historic landscape of southern England...

Functional Benefit With plenty of jobs in thriving modern industries, and affordable housing at the crossroads of the southwest...

Emotional Benefit So you can earn, save, live and raise your family in a community that really cares about the future...

Brand Purpose Allowing you to get one step ahead, get up and running quickly and live a life of opportunity today.

Our Brand Plus

PURPOSE
Enjoy a life of opportunity today

POSITIONING
A well-connected, live and welcoming town

THE FUTURE BRAND IDEA
A Clever Move

VALUES
Optimism
Determination
Ambition

PERSONALITY
Supportive
Progressive
Sociable

Brand Definition Model

A way to think about Swindon's objectives, building from the ground up.

Our big idea A Clever Move

Our presence This is how we speak, act and look
Optimistic, Determined and Ambitious

Our pillars These are the facts that support us
Well Connected, Innovative, Welcoming

Our foundation This informs everything we do
Sustainability and Invention

Our Vision

Our vision is based on the facts that define Swindon – our legacy, our identity, and our ambitions.

We're a town that changes with the times, preserving and celebrating the legacy of our past as the foundation for a prosperous, well-connected, green and inclusive future.

Booming with ideas and potential, a place of entrepreneurs, experimenters, dreamers and doers, primed to move forward and break away from the pack.

Driven by technology, we're a home built on progress. An economic powerhouse creating great jobs, building an outstanding range of homes, and empowering people to live their lives to the full. We're setting the pace just as our forefathers did.

A community that really cares about the future; a vibrant town centre with a strong heart and beating rhythm: connected, innovative and welcoming.

Swindon. A clever move

Our Pillars

Our vision is supported by three strategic pillars. These define the reality of Swindon today.

We are...

Well-connected

Innovative

Welcoming

We represent...

A practical, sustainable network powering our town centre.

Digitally connected and physically linked by pedestrian areas, cycle routes, and future travel options, our people-focused town centre will bring Swindon's heritage, culture & entrepreneurial spirit together:

Over 200 years of experience in innovation.

Swindon's heritage is England in microcosm: from the railway and engineering boom to modern town planning and the growth of global commerce and world-leading tech innovation. Swindon will continue to lead commercial and industrial innovation.

A sustainable, people-friendly place.

A proudly hospitable, inclusive town, with urban vitality but the down-to-earth, close-knit culture of a small town. It's a place where people prosper at any age surrounded by stunning natural assets.

Our Objectives

Our strategic objectives define the ambitions that our vision and pillars make possible.

We are...

Well-connected

Innovative

Welcoming

Our aim is...

To extend and develop a sustainable travel network, adaptable to technological change to meet community need.

We will invest in connecting our town's heritage and commerce with safe and resilient green routes for cyclists, pedestrians and improved public transport, renewing our place as a hub of transport innovation

To enable the next generation of commercial genius in Swindon.

We will build on our town's successes, from invention and entrepreneurship to international businesses, cementing our reputation to attract & develop the best talent, increase innovation and generate investment.

Swindon is widely recognised as a happy, fulfilling place to live, work, grow and play.

We will be home to proud, accomplished and well-rounded citizens, who feel fulfilled and able to make the most of the facilities and opportunities we offer. Sustainable, attractive and distinctive communities will be built which are adaptable, resource efficient, safe and thriving.