

A Shared Vision for Swindon 2008 - 2030



*Sharing future success in
a changing Swindon*

"By 2030, the Borough of Swindon will have an attractive and well equipped town that has successfully blended traditional architecture with high quality, contemporary buildings."



A Shared Vision for Swindon 2008 - 2030

Foreword

As Leader of the Council I regularly meet with different people and organisations and there is no doubt in my mind that there is a renewed sense of ambition and confidence in Swindon and that an exciting and rewarding future for all is firmly within our grasp.

Much of this renewed confidence seems to exist because people are seeing real activity on the ground. The new Central Library is under construction and exciting new plans for a re-invigorated town centre are now firmly underway. Swindon residents are also enjoying an improvement in public services provided by the Council and its public sector partners. A great example of this is the Council's social care service for adults which has seen a dramatic improvement in standards. So much so that it has recently been awarded two stars by Government inspectors.

However, there are many challenges ahead for Swindon and perhaps most significantly the challenge of growth. The Government has announced that it needs to build many more houses nationwide and Swindon has been identified as a major growth area. The Government has asked us to find sites for approximately 34,000 houses in the next 20 years.

The challenge that growth brings has come through strongly from the consultation process with people and organisations from across the whole Borough, but so too has the renewed sense of ambition and confidence that I detect. Clearly there have been a diverse set of views expressed (as you would expect from an increasingly diverse population) but there is real consensus that growth in Swindon, if managed properly and underpinned by strong economic performance, can secure Swindon's future for many years.

Our collective challenge therefore is to maximise the opportunities that growth can offer. Together we can develop the whole Borough of Swindon into a place that local people can truly be proud of. Let's also position the Borough of Swindon as a national icon for growth on a really sustainable basis. This is what you have asked for.

Local people want Swindon and its surrounding towns and villages to be places that offer an excellent environment in which they are able to live and work. They have clearly asked for strong cohesive communities where people look out for each other and take an active role in enhancing their surroundings.

Through the determined efforts of the Swindon Strategic Partnership and the Borough Council, a huge number of local people have helped to shape the document that you have in your hands. Those people vary from dedicated local activists chairing task groups to local people stopping to give their views while out shopping or visiting the library.

I would like to say thank you to each and every one of those people who contributed. Such a wide range of involvement and a surprising level of consensus, gives us confidence to publish this strategy as a document that really does reflect the aspirations and hopes of the people of Swindon. I look forward to working with a whole range of local organisations and people to bring this vision to life. Together, we can create a place that we will all be proud of.



Best wishes

A handwritten signature in black ink, appearing to read 'Roderick Bluh'.

Councillor Roderick Bluh
Chairman of Swindon's Partnership Board
Leader of Swindon Borough Council



"Rural areas will benefit as much as the urban areas with work undertaken to address issues like public transport, local jobs and affordable homes."

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What is this document for?

A Shared Vision for Swindon 2008–2030 is the one vision of how we want our Borough to be by 2030. From this big picture, all types of organisations, from public services like the police and health agencies to community groups and parishes, will take their cue to develop plans and policies to make this Vision a reality.

Additionally, this Vision will only ever become a reality if the majority of local people also agree to play their part, no matter how small. The place that this document describes cannot be achieved by just one or two major public organisations like the Council. It needs every one of us to do our bit.

This document sets out the views and aspirations of how the Swindon community would like its Borough to be in the year 2030. You can find out more about how people participated in drawing up this vision by turning to page 22.



Barbury
Castle

How will we achieve this Vision?

When you read this document, do bear in mind that a lot of the ambitions can be achieved much sooner than the year 2030.

One of the key delivery mechanisms for making this Vision become a reality in the short to medium term will be the Local Area Agreement. Swindon's Local Development Framework will also play a key role.

Additionally, at the end of each chapter, you will see a section outlining ways in which the plans and strategies of various organisations and agencies will contribute towards this Vision.

There will also be regular 'Shared Vision for Swindon' action plans produced which will set out the key targets and priorities for the coming twelve months. These targets will help to deliver the Vision and keep this important document in the minds of everyone who is helping to make Swindon the kind of place that we all want to live in.

What is a sustainable community?

Sustainable communities are places in which people want and are able to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, offering equality of opportunity and good services for all.

Sustainable communities:

- balance and integrate the social, economic and environmental components of their community.
- meet the needs of existing and future generations.
- respect the needs of other communities in the wider region, nationally or even internationally, to make their own communities sustainable.

Responsibility for creating sustainable communities can never rest with a single organisation. Achieving a sustainable community needs genuine, effective partnership between private business, the public sector, voluntary and community groups and individuals all working towards a shared vision. Genuine support and enthusiasm from local people will be vital in achieving the kind of community that this vision describes.

A Shared Vision for Swindon 2008–2030 seeks to ensure that Swindon achieves this type of community.

A picture of Swindon in 2008

Swindon borough had an overall population of 186,600 people in 2007, but this is forecast to rise to around 250,000 by 2030. Government pressure to build more homes nationally, combined with Swindon's excellent geographic location and transport links, has made it an ideal place to grow.

Swindon town has a population of around 163,000, Highworth and Wroughton have a combined population of around 15,300 with the remaining population living in a number of rural villages.

Economically Swindon is thriving with a wide variety of major UK companies choosing Swindon as their head office location. These include Nationwide Building Society, the National Trust and the British Computer Society. International companies such as Motorola, Zurich Financial Services and Honda also have major operations in Swindon. The Borough enjoys the highest Gross Value Added rate in the region – a key measure of economic success. It also boasts one of the highest rates of new company start-ups amongst the UK's 50 biggest cities and towns.

Despite Swindon's economic success there are significant challenges, for example, the aspirations and educational attainment of our young people are variable. Whilst house prices are lower than many other towns in the South of England the buoyant local housing market means that those on average incomes are often unable to buy their first home. The town centre in particular suffers from a legacy of low quality buildings and budget shops that increasingly populate high streets. These factors appear to have damaged, perhaps unfairly, Swindon's external image sometimes making it difficult for employers to attract new staff here.



Photos L-R
National Trust
Headquarters,
Nationwide,
Zurich, Honda.





As with any predominantly urban area there are also challenges around inequality and disadvantage. In recent years there has been considerable investment in the more disadvantaged areas. There is common agreement that more investment is needed to ensure that all Swindon residents can share in the benefits of an economically successful Borough and that there is equal opportunity for all local people. It will be even more important as our economy grows to make sure that increasing wealth is shared on a more equitable basis.

The Borough benefits from relatively low levels of crime and yet at the same time the population has historically held the perception that crime levels are high.

The voluntary & community sector is making an increasingly important contribution to the provision of services and the well-being of communities across the Borough.

As Swindon grows so the scale of the challenge increases. More pressure will be put on to public services, more attention will be needed to ensure community cohesion is maintained, and the right infrastructure systems like transport and schools will need to be delivered at the right time.

As with the rest of the United Kingdom traffic congestion is a growing issue which brings the challenge of finding more sustainable ways of getting around. There is also a growing awareness of our need to keep fit and eat healthily.

The population is changing as people live longer and communities become increasingly diverse. The threat of climate change means that we must all consider our life choices about how we travel, what we dispose of in our waste and the energy which we use in our homes and places of work.

This mixture of a strong starting point, new opportunities and growing challenges provides the bedrock for the implementation of '**A Shared Vision for Swindon 2008 – 2030**'.

Vision 2030 Theme I

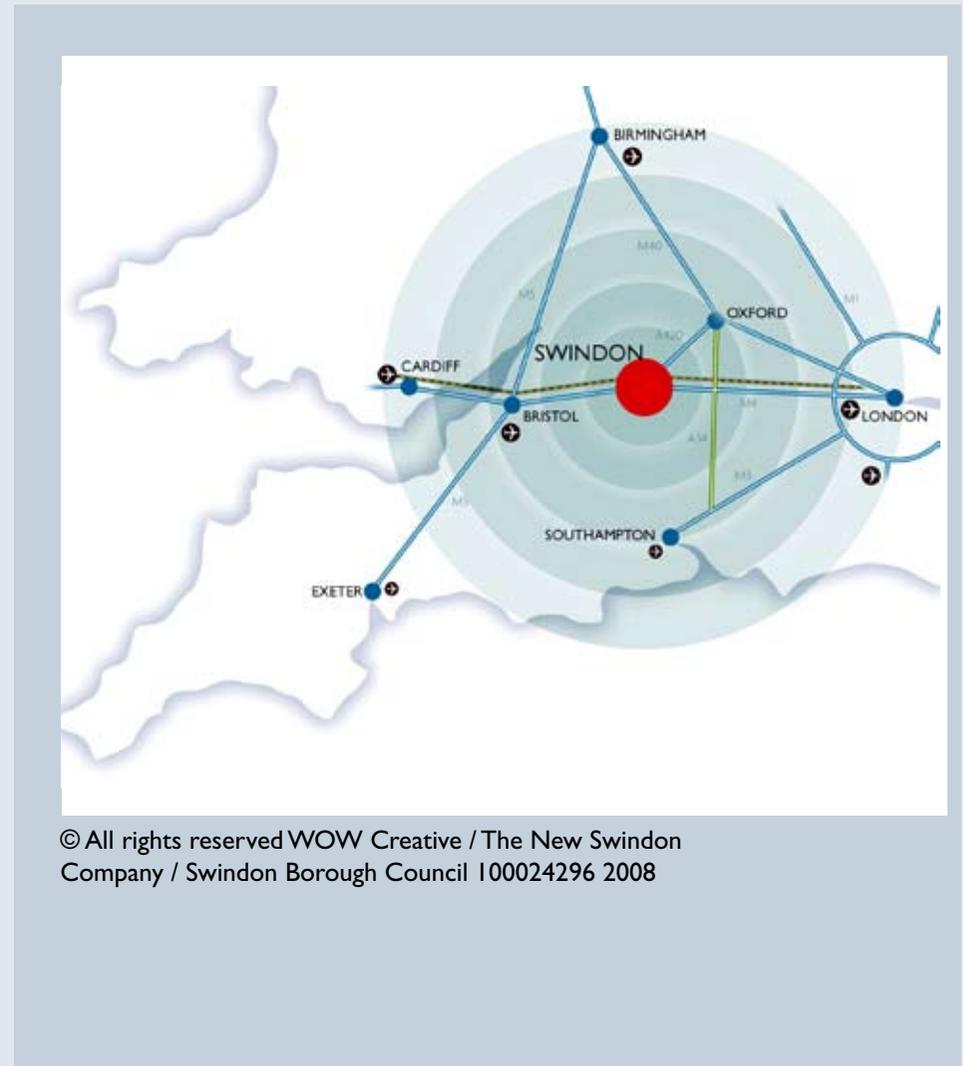
Swindon: a destination of choice

By 2030, the Borough of Swindon will have become a place where people choose to live, visit and invest. As an important regional centre, Swindon's appeal will stem from having an attractive and well-equipped town that has successfully blended traditional architecture with high quality contemporary buildings that incorporate sustainable design and construction principles. The possibility of a fully restored canal in the heart of the town could provide a real focal point for visitors and Swindonians alike.

Economically Swindon will be booming. Its superb geographic location and excellent transport links will continue to make it a destination of choice for business from across many market sectors. A local and highly skilled workforce will add to Swindon's attractiveness as a place for business investment. Children and young people will make good progress at school and be healthy and safe and contribute to their local community. They will have lots of opportunities to volunteer and participate in leisure, sport and cultural activities.

Educational achievement in the Borough will be above the national average and there will be strong Further and Higher Education facilities. Swindon will have its own university that is nationally renowned for its strong focus on vocational and business syllabuses. All young people will make a successful transition to adulthood with opportunities for training and employment.

Whilst maintaining this economic diversity Swindon will increasingly be seen as a place for innovation and a natural home for the science and technology sectors.



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Taking advantage of economic success, by 2030, Swindon will have invested in its leisure and cultural offering so that it can compete favourably with the neighbouring cities of Bristol, Bath, Reading and Oxford. It will become a town where national sporting and artistic events regularly occur whilst providing a network of community-based facilities and activities.

Strong economic growth will fuel the development of new housing that provides excellent quality homes with the right balance of tenure and affordability for all needs. Committing itself firmly to an agenda of sustainability Swindon's new communities will be places where people and families choose to live. Built to the very highest environmental and architectural standards Swindon will become known as one of the most sustainable towns in the UK and a national icon for growth on a sustainable basis. Despite sizeable growth the integrity and prosperity of our historic villages will be preserved and sit comfortably within a more populated Borough.

The rural areas of the Borough will be made up of diverse, vibrant and economically sound communities.

Our local population will have grown and become increasingly diverse. Building on the Borough's traditional strength as a tolerant and inclusive town, residents will have a shared sense of belonging and will continue to respect and appreciate their differences. The understanding of different cultures, religions, traditions and life experiences will be encouraged and valued.

The Council and its partners will be at the heart of successful social cohesion. Playing its community leadership role the local authority will be well connected to all of its communities; listening to the views of its local people and responding to their different needs. There will be openness, trust and dialogue, positive connections between people and communities, achieving and sustaining respect for each other. The Swindon Compact will strengthen the bond and promote good practice between the Council and its partners in the voluntary and community sectors.

Community leaders will focus on the future and work in partnership to make decisions which deliver real benefits to the whole community. They won't work in isolation though as local people of all ages will have opportunities to be involved in the development and improvement of their neighbourhoods.



A new future for the Locarno building in Old Town

Vision 2030 Theme 2

All Swindon people are benefiting from our growing economy

By 2030, Swindon will have become one of the best business locations in the UK, offering a high quality of life, not just to its 250,000 residents, but also to those from a much wider catchment area. In that period, over 32,000 new jobs will have been created and there will be the fullest range of employment opportunities for the whole community.

Swindon will enjoy an international reputation as both a centre of innovation, science and technology and an excellent example of sustainable living and commerce. Employees will increasingly choose to live within the Borough rather than commute in from elsewhere. This will be made easy thanks to the development of new, environmentally-friendly homes located in well designed neighbourhoods with an excellent local infrastructure and services coupled with a vibrant, attractive town. There will be a good balance in the types of homes built in the Borough to make sure that we can offer the full range from affordable and starter homes to those expected by senior executives.

Forward-looking investment in transport technology means that businesses will benefit from easy communications around the area without the gridlock and pollution that similar towns might be facing.

By 2030 Swindon will have long since shed the negative image that people from outside the area once held about it. Employees and potential investors will see a vibrant, regenerated town offering radically improved shopping, cultural, sporting and leisure facilities.



Innovation, science and technology in Swindon

In 2030, people from across the region, including those with families, will want to visit the restaurants, cafes, art galleries and theatres that Swindon will have to offer. Shopping will be a delightful mix of big name stores and independent shops. The public areas in the centre of Swindon and other rural towns and villages will be attractive, clean, appealing and safe.

Swindon will be recognised internationally as a centre for emerging technologies and as a location for leading global companies as well as hugely successful home-grown businesses.

Swindon people will want to carry on learning new things so that they can benefit from the good salaries that local businesses are happy to pay for well-qualified, highly skilled people who keep their skills and knowledge up to date. Local businesses will work closely with the university, colleges and schools to ensure that courses teach people of all ages the skills which the companies require to flourish.

This economic upsurge will benefit all of Swindon. The less affluent or disadvantaged areas of 2007 will be much improved as a result of both physical transformation and the raised expectations, aspirations and achievements of the people who live there. Rural areas will benefit as much as the urban areas with work undertaken to address issues like public transport, local jobs and affordable homes.

Here's just some of the plans that will help deliver theme 4:

- Swindon's Economic Development Vision and Framework
- Swindon Borough Council's Transport Plan
- Swindon's Local Development Framework
- New Swindon Company's regeneration plans
- Developer Contributions Guidance Notes
- Local Community Partnership strategies
- Swindon's Housing Strategy



Vision 2030 Theme 3

We have safeguarded our environment for future generations

By 2030, Swindon will be a community that has responded to the needs of a growing population in a way that has protected our natural environment as much as possible.

The local authority will have used its planning powers sensitively so that Swindon becomes a place that enjoys national recognition for safeguarding and enhancing its built and natural environment for future generations. The landscaping and open spaces in new developments will be designed to look attractive and be havens for wildlife. This will be achieved through the use of ecologically sound planting and by retaining existing features like hedges or ponds.

New homes will use the latest environmental technology to reduce carbon emissions and make them cheaper to run. Existing publicly owned homes and buildings will be managed to reduce their carbon footprint wherever possible through insulation and more efficient heating systems to directly benefit the residents and reduce our use of fossil fuels.

New housing developments will have local shops and employment opportunities alongside fast and frequent public transport.

More local people than ever before will be involved in keeping all of the public spaces and footpaths cleaner, greener, safer and more accessible for everyone.



Lydiard House and Country Park

Fewer people travelling around Swindon will need to use a car as public transport will be reliable, affordable and convenient. Additionally, footpaths will be kept to a good standard and any new developments will build in an excellent, safe network of routes for walking and cycling.

Wherever possible, historic old buildings and features will be protected to give diversity and character to the architecture throughout the borough.

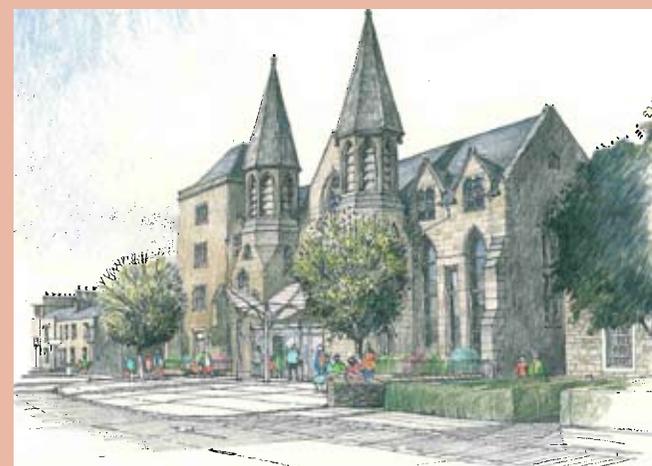
Local residents will recycle, compost or recover resources from more than half of household waste. They will also take responsibility for making sure that the amount of litter that is dropped is drastically reduced and that graffiti becomes a rarity. Local businesses will be setting and delivering targets to reduce their carbon footprint.

All new developments will be designed in such a way that they are accessible for everyone. For example, new public buildings will have lifts to upper floors and doorways that are level with the path outside. Additionally a good proportion of new homes will be designed in such a way that they can easily be adapted for people who find it harder to move around.

Organisations will work together to remove other physical barriers so that everyone can choose to participate independently in the kinds of activities that most people take for granted. Removing these barriers will mean that everyone can go to work, do their shopping and enjoy their leisure time with dignity and without undue challenges or asking for special treatment.

Here's just some of the plans that will help deliver theme 3.

- The Climate Change Action Plan
- Swindon's Green Infrastructure Strategy
- The emerging Parks & Green Spaces Strategy
- Swindon's Local Development Framework
- Waste Local Plan
- Municipal Waste Management Strategy
- Service Value Improvements
- Heritage Strategy
- Locality Plans



'The Platform' - new headquarters for the Youth Service in the old GWR Museum.

Vision 2030 Theme 4

A healthy, caring and supportive community

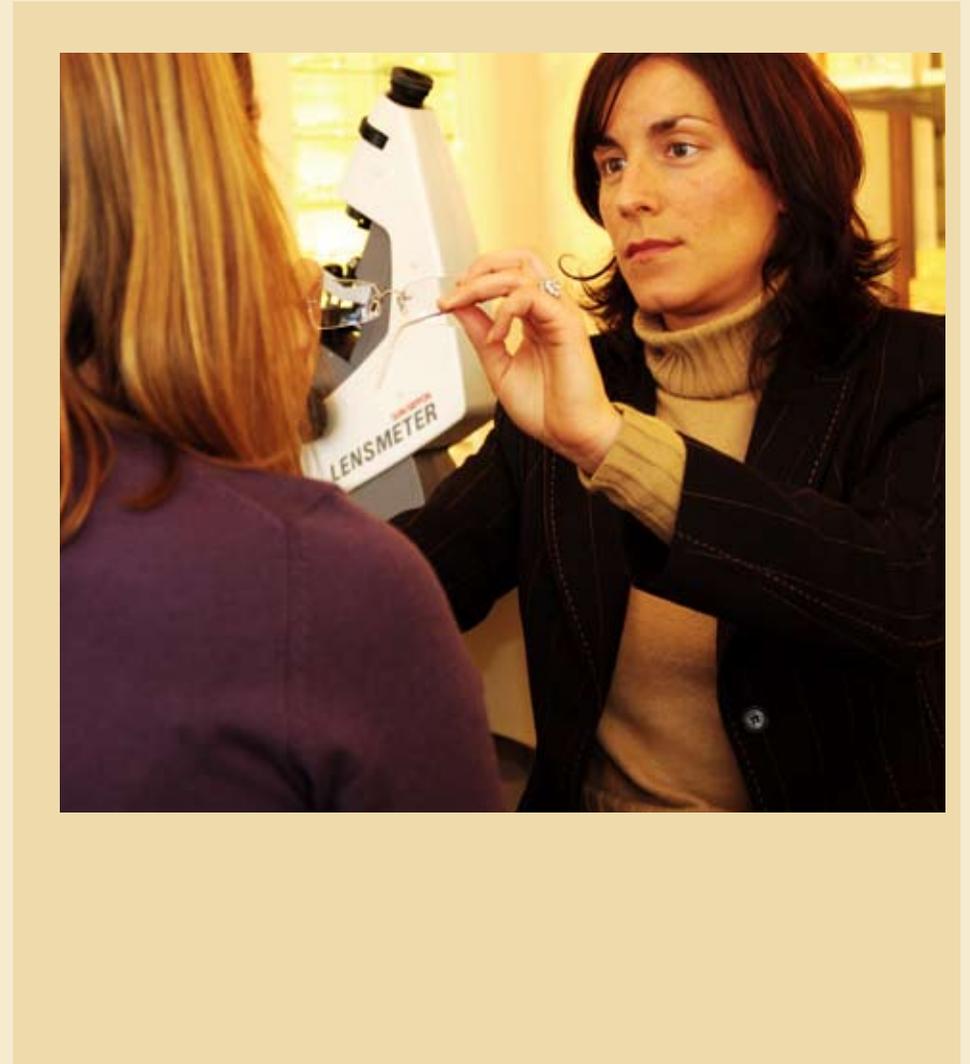
In 2030, people in Swindon will live a longer, healthier, happier and more active life. This goal will be achieved by public sector organisations, voluntary and community groups and local people all working closely to promote healthy living and to create caring, cohesive neighbourhoods. Increasingly, people will take more personal responsibility for the healthy lifestyle which they lead but will be well supported in doing so.

Inequalities in people's health across different parts of the Borough will be significantly reduced, with positive action to address key issues targeted at both a neighbourhood level and at vulnerable individuals or groups.

High-quality services for families, children, young people and their communities will be primarily locally based. Children's needs will be identified early and there will be extensive support for parents to help their children to grow up to be healthy, safe and achieve good results at school and college.

In 2030, neighbourhoods will be designed with opportunities for everyone to be physically active as part of everyday living. Leisure facilities will also be provided which are safe and accessible and support will be readily available to enable easy lifestyle changes. Organisations will work together to provide and promote opportunities for people to be active.

Local people will be more aware of the benefits to be gained from healthy eating. A greater choice of good quality, locally grown food will help local producers to make a good living. Residents will enjoy good sexual health and the way of life for most will be smoke free.



It will be recognised that good mental health is just as important as physical health. Opportunities will be provided throughout the town to ensure people with mental health problems are not discriminated against and they have access to appropriate work and leisure activities. Schools and children's centres will also be promoting children's mental health.

There will be closer links among various parts of the community and schemes to minimise loneliness among older or vulnerable groups of people. People of all ages will recognise the personal and social benefits that volunteering in the community can bring and will be actively encouraged to play their part. Young people will have ambition and be respected for the positive contribution that they bring to the town. Bullying will not be tolerated.

Residents will be able to choose high quality health and social care services which can be accessed where and when they are needed. They will be primarily locally based and be responsive to personalised needs. Older and more vulnerable people will be able to stay in their own homes for longer with adequate support and therefore will be less dependent on institutionalised care. This will be supported by technological advances that provide equipment and systems to help people stay safe and independent in their own homes. Carers will continue to play a crucial role within a supportive environment.

When people do fall ill or have an accident there will be excellent, accessible, responsive and personalised emergency health, care and support services.

Swindon will be a place where individuals' and communities' beliefs, cultures, abilities and identities are recognised and valued. It will also be a place where strong and positive relationships are developed between people from different backgrounds in the workplace, in schools and within neighbourhoods.

Connecting people in ways that develop positive attitudes and relationships will bring about benefits which will impact on both individuals health and local community activity. Initiatives and improvements will be undertaken in our established neighbourhoods to link newly developed areas with existing communities to bring people across the Borough together.

In Swindon there will be plenty of high-quality, affordable homes built every year with supported housing services enabling independent living by reaching out to those who are vulnerable.

Here's just some of the plans that will help deliver theme 4:

- Swindon Community Cohesion Framework
- Swindon PCT Commissioning Prospectus
- Physical Activity, Obesity, Sexual Health and Tobacco Control Strategies
- Leisure Strategy
- Supporting People Strategy
- Children & Young People's Plan
- Locality Plans
- Active Swindon Action Plan
- Parenting Support Strategy



New opportunities for people to be active

Vision 2030 Theme 5

A place where high aspirations are supported by superb education provision for all ages

In 2030, Swindon's young people will increasingly be aiming high and achieving well. Local people of all ages will have a much greater appetite for learning new things throughout their life. This will include learning for pleasure and to improve employment prospects. Employers will see the skilled potential workforce as a major asset and a key reason to locate in this area.

The demand which local people will have for learning throughout their life is met by a wide range of opportunities, from formal education to cultural events.

All children and young people will enjoy achieving challenging personal educational targets. Overall, educational standards at primary and secondary schools will be well above the English average. Schools won't just seek a high academic standard but will ensure that the school years encourage young people to be good citizens who play their part in shaping and caring for their community.

Places offering Further Education will provide high quality learning opportunities and help young people to learn the skills and values that they need to be valued members of a caring and cohesive community.



Schools will encourage young people to be good citizens

Swindon will have a flourishing university with an innovative approach to learning and strong ties to local businesses. Its courses will be varied and flexible with a strong emphasis on building the skills that Swindon needs for its economy to flourish and for its contribution to the global market place. Learning will be achieved through a mixture of traditional residential courses and improving the skills of those already in the work place.

There will be better levels of children's social, emotional and health development when they start school. Areas with historically lower levels of educational achievement will be targeted to ensure that pupils reach their full potential.

Many more young people will want to do further education, apprenticeships and training, when they leave school. There will be a widespread understanding that education is not just about academic qualifications; practical business and trade skills will be equally valued and schools and colleges will also encourage their students to become responsible citizens.

Thriving arts venues, festivals, concerts and a new museum and art gallery will make Swindon a regional beacon for culture. There will be something to stimulate, educate and entertain everyone.

All pupils will be supported to learn and understand others, value diversity and appreciate difference. There will be opportunities for children, young people, their friends and families to interact and share experiences with people from different backgrounds.

Here's just some of the plans that will help deliver theme 5:

- Children and Young People's Plan
- Swindon Community Cohesion Framework
- Leisure Strategy
- Cultural Strategy
- Locality Plans
- Swindon's 14 - 19 Strategy
- Youth Matters



The Swindon Mela

Vision 2030 Theme 6

A place where local people can have real influence and where they feel safe

By 2030, local communities will be working with public organisations like the Police, the Borough Council and a wide range of voluntary groups to reduce crime, keep people safe and develop a sense of community and belonging.

Residents' pride in their locality will be enhanced, with local people taking more responsibility for the general well-being of the place in which they live, supported by the statutory and non-statutory bodies. Local people won't wait for the council or other public agencies to address problems in their neighbourhood. Instead, they will know how to get involved, alongside other agencies, to solve issues like anti-social behaviour or graffiti. People will also be able to access public services locally and when they want to.

All parts of Swindon, including newly built developments, will have strong communities where people are willing to help each other and particularly to help more vulnerable residents feel safe. New developments will be planned to ensure that we create communities and not just housing estates.

The factors that generate the fear of crime among residents such as large groups of young people congregating in inappropriate places, graffiti, fly-posting, abandoned cars and fly-tipping will have been addressed so that, as a result, people feel safer.



Residents from Downs View attending the Housing Information Fair for Highworth

The local police force will have strengthened their neighbourhood policing teams to provide a visible, stronger, more responsive service that is highly regarded by local people.

The town centre will be a far more attractive place for everyone to visit in the evenings thanks to significant reductions in the amount of crime and anti-social behaviour.

The number of road accidents will have decreased through road users, local people, the Council and Police Service working together.

People who misuse alcohol and drugs will be supported to make positive changes to their lives and the harm caused by those substances, to the user and to society, will be reduced.

Hate crime and domestic violence will be increasingly rare.

People from all backgrounds, including those who are new to Swindon, will be encouraged to take part in activities that shape their local community. There will be effective routes for people to be more involved in local decisions about services in their neighbourhoods. People and communities will be encouraged to participate in community life in a way that generates confidence and trust in local engagement and civic life.

Young people will have the opportunity to participate in shaping school life and the way that their locality provides facilities for them.

Here's just some of the plans that will help deliver theme 6:

- Swindon Community Cohesion Framework
- Swindon's Local Development Framework
- Supporting People Strategy
- Swindon's Engagement Framework
- Community Safety Partnership Plan
- Children and Young People's Plan
- Youth Matters



Giving views on improving the local area

Building on what you've told us

This document has been produced with help from nearly a thousand local people. The following list gives a flavour of how views have been gathered:

- Workshops at the Swindon Strategic Partnership Conferences
- Eight one-off task groups involving over 60 people
- 17 roadshows attended by hundreds of local people
- By sending in views about the draft Vision by post and on-line
- By agreeing to be interviewed on camera by a team of roving reporters
- Questionnaires about the quality of life in Swindon completed by hundreds of local people.
- Consultation events for the Swindon Core Strategy

All of this information has been used to shape 'A Shared Vision for Swindon 2008 – 2030'.



The consultation version of Shared Vision for Swindon 2008 - 2030.

Working in partnership

A Shared Vision for Swindon 2008–2030 has been developed and agreed jointly by Swindon Borough Council, the Swindon Strategic Partnership (SSP), and a host of local stakeholders.

What happens next?

A Shared Vision for Swindon 2008 - 2030 will be delivered through the ongoing plans and policies, developed by a whole range of organisations. This strategy now sets the framework and vision to guide the development of those plans. Perhaps most fundamental of these will be the action plans for the Local Area Agreement, but **A Shared Vision for Swindon 2008 - 2030** will also cover other plans, ranging from those for neighbourhood policing to a leisure strategy. Swindon's Local Development Framework, namely the Core Strategy and the Swindon Central Area Action Plan, will deliver the majority of the land use elements of this strategy.

The adoption of **A Shared Vision for Swindon 2008 - 2030** enables Swindon Borough Council to exercise substantial legal powers under the Local Government Act 2000 to do anything which it considers will promote the economic, social or environmental well-being of its area or any part of it.

Each year, a more detailed plan of how this Vision will be brought to life will be published. This will set out the key targets and priorities for the coming twelve months. There will also be an annual report demonstrating how progress has been made in hitting those targets from the previous year.

In addition, we'll update delegates each year, at the Swindon Strategic Partnership conference, about the progress towards delivering **A Shared Vision for Swindon 2008 - 2030**, to make our Borough an even better place in which to live and work.

Bringing this strategy to life won't just be the responsibility of big organisations like the Primary Care Trust or Swindon Borough Council. Every resident and business must also play a part in many different ways – from helping to deliver the Climate Change Strategy Action Plan to joining in with new initiatives to improve a local neighbourhood. We look forward to you joining in to help make Swindon a better place for everyone.

Find out more at www.swindonsp.org.uk

Glossary of terms used in this booklet

Affordable housing: Affordable housing includes social rented and intermediate housing provided to specified eligible households whose needs are not met the market, often as a result of rising house prices.

Community Cohesion: The concept of community cohesion was investigated by the Cattle Report in 2001, and is linked to other concepts such as inclusion and exclusion, social capital and differentiation, community and neighbourhood. An action guide published by the Local Government Association in 2004 identifies a cohesive community as one where:

- there is a common vision and a sense of belonging for all communities
- the diversity of people's different backgrounds and circumstances is appreciated and positively valued
- those from different backgrounds have similar life opportunities
- strong and positive relationships are being developed between people from different backgrounds and circumstances in the workplace, in schools, and within neighbourhoods

Community Strategy: Local authorities are required under the Local Government Act 2000 to prepare a Strategy which has the aim of improving the social, environmental and economic well being of their areas.

Local Area Agreement: is a three-year agreement made between central government, represented by government offices, and a local area represented by the lead local authorities and other key partners such as police, health and voluntary and community groups through the local strategic partnership (LSP). The aim of a LAA is to deliver sustainable communities through better outcomes for local people.

Local Development Framework: A suite of new local planning policy documents, which collectively will be replacing the Local Plan to provide a framework for delivering the spatial planning strategy covering the area of Swindon Borough.

Local Strategic Partnership (LSP): a partnership of stakeholders bringing together the public, private, voluntary and community sectors for a specific local area. LSPs oversee the production and implementation of Community Strategies.

Sustainable Community: see page 7

Swindon Compact: an agreement between voluntary and community organisations with the statutory sector which will enhance and improve working relationships. It forms the basis of how they will work together in either delivering services or just generally improving the quality of life for people in Swindon. It is supported by codes of practice. For further details see: www.vas-swindon.org

Swindon Strategic Partnership (SSP): Swindon's Local Strategic Partnership (see above)

