

## **Appendix 3**

Our draft Vision for Swindon's Town Centre will focus on 7 key themes

- 1.1 **Easy to get to** – Our town centre is accessible and easy to move around by walking, cycling, rail and bus
  - 1.1.1 a walkable town offers easy links between key destinations like Kimmerfields, the Railway Quarter, North Star Leisure Destination, the Cultural Quarter and the Designer Outlet Centre via an improved Bristol Street tunnel and a new north south crossing to overcome the barrier of the railway.
  - 1.1.2 investment in transport links like the Bus Boulevard make the town centre easy to access and encourage sustainable transport choices by improving user experience and convenience
  - 1.1.3 the lowering of Fleming Way improves accessibility by removing an underground subway and improves high street permeability
  - 1.1.4 the Bus Boulevard delivers the missing town centre link for cyclists where we join up the Western and Eastern Flyer dedicated cycle routes.
  - 1.1.5 Wellington Street public realm improvements draw people from the railway station towards Kimmerfields and the town centre. A walkable town offers easy links between key destinations like Old Town, North Star and the Outlet via an improved Bristol Street tunnel and a new north south crossing to overcome the barrier caused by the railway.
- 1.2 **More than shopping** – Our town centre responds to people's needs and offers positive, social, face to face experiences in a digital age.
  - 1.2.1 access to theatre, music and the arts is improved through a dedicated Cultural Quarter at Princes Street.
  - 1.2.2 a thriving evening economy offers high quality dining experiences, good hotels and exciting evening entertainment.
  - 1.2.3 leisure, family entertainment, specialist retailers, mixed-use spaces and local shops provide variety and choice
  - 1.2.4 a public services hub providing access to health, community and voluntary support and services as well as education.
  - 1.2.5 the town centre is open for longer, allowing people to access services at convenient times
- 1.3 **Town Centre Living** – Our town centre offers urban living where people can walk to work and play.
  - 1.3.1 our town centre is a desirable place to live because of the improved built environment and the enhanced cultural, leisure and shopping offer

- 1.3.2 There is housing opportunity and choice for ;
- 1.3.3 families within easy access of well performing schools and with leisure on the doorstep,
- 1.3.4 young professionals within walking distance of the railway station and easy reach of evening entertainment, and
- 1.3.5 the older generation who choose to be closer to the services they need and be part of a strong community.
- 1.3.6 Well designed, denser housing development supports public transport and a built in market for town centre shops and services
- 1.4 **Safe, Clean and Green** - our town centre offers a safe environment where people enjoy being,
  - 1.4.1 the creation of a new public transport interchange focussed on the Bus Boulevard (rail, bus, walking and cycling) makes public transport a much more appealing option for people visiting the town centre.
  - 1.4.2 there is good lighting, CCTV coverage and proactive policing.
  - 1.4.3 streets and car parks are clean and well maintained by a dedicated Town Centre Team.
  - 1.4.4 air quality is improved by removing the bus station from a residential area
  - 1.4.5 the Bus boulevard delivers a new green spine through the town centre
  - 1.4.6 new green space at Kimmerfields allows people to relax and spend time and there are better connections to our Town Gardens from Regent Circus.
  - 1.4.7 Wharf Green is a civic and entertainment space with a packed programme of events and activity where people come together
- 1.5 **Heritage** – our town centre is brimming with local character, a place where our proud Great Western Railway engineering heritage meets our innovative future.
  - 1.5.1 Theatre Square and Princes Street provide an exciting programme of Cultural events
  - 1.5.2 the ‘Great Western Historic Area’, our Heritage Action Zone, acts as a catalyst for regeneration and innovation.
  - 1.5.3 ‘Workshed’ at the Carriage Works, our digitech incubator, showcases the best of Swindon’s local entrepreneurial and innovative talent.
  - 1.5.4 the next phase of our fast growing digitech hotspot provides scale up and grown on space for local business
  - 1.5.5 The Cultural Institute grows and students add to town centre vitality

- 1.5.6 we work towards securing a sustainable future for our historic and landmark buildings by working in partnership with public and private sector stakeholders.
- 1.5.7 our world class heritage sets the standard for all new development and presents a strong identity to the outside world.
- 1.6 **Driving our economy** - our town centre is a high performing centre where shops, leisure and entertainment trade well.
  - 1.6.1 Fleming Way and the Bus Boulevard is the catalyst to place-making that makes the town centre the first choice location for business.
  - 1.6.2 a vibrant centre with accessible transport, digital infrastructure and a great daytime and evening offer attracts digital, creative and finance and professional services businesses and highly skilled employees to the benefit of our high street shops, leisure and entertainment businesses
  - 1.6.3 The concentration of these knowledge intensive businesses and their employees benefit the high street by driving higher footfall and spend
  - 1.6.4 In turn this strong trading environment and vitality means more shopping choice and a broader leisure offer
  - 1.6.5 More jobs are created in the town centre in Global Headquarters, small start-ups and everything in between. A strong office market offers an unrivalled combination of location and competitive rents.
  - 1.6.6 Workshed at the Carriage Works is the test case for new co-working space in central Swindon.
- 1.7 **Civic Leadership and Cooperation** - A hub for the community, sponsored by the community and supported by strong civic leadership.
  - 1.7.1 there is a coordinated vision is owned by local residents, business, land owners and other public delivery agencies work together
  - 1.7.2 we offer positive experiences and outcomes for those who rely on, and those who choose to visit our town centre.
  - 1.7.3 people take pride in their business, their home and their town centre
  - 1.7.4 the town centre is an inclusive place where there is real community spirit, where people support each other and work together for the good of the community