

## 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