

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

