



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**'.