

Vision 2030 Theme I

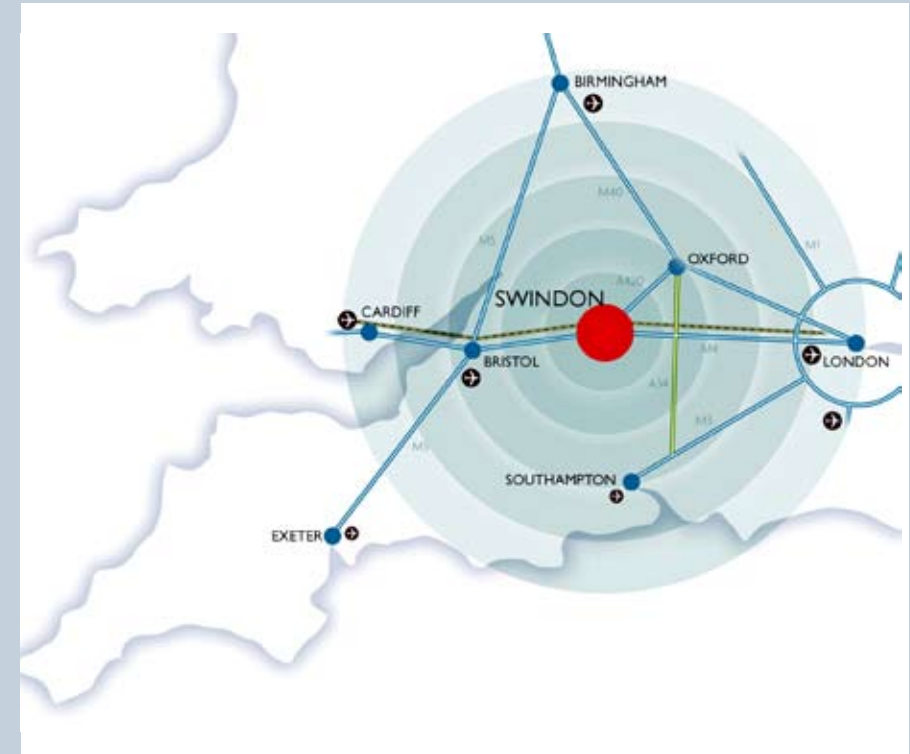
Swindon: a destination of choice

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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