

**SUMMARY OF PUBLIC QUESTIONS REQUIRING A WRITTEN RESPONSE AND MEMBER REQUESTS FOR INFORMATION**  
**20<sup>th</sup> November 2017**

Minute No.	Public Questions	
	<p>Public Questions asked by Deborah Lewis:</p> <ol style="list-style-type: none"> <li>1. What is happening as part of the regeneration project of Swindon for Fleet Street/ Bridge Street, around the Wilko area? bottom end of town which appears to be forgotten. <b>This has been talked about now for many years but nothing has been done.</b></li> <li>2. Antisocial behaviour what measures have been put in place or will be to remove these individuals. <b>This has been talked about now for many years but nothing has been done.</b></li> </ol>	<p>Response received from Cllr Garry Perkins on 28<sup>th</sup> November 2017, as follows:</p> <p><b>Q1. Fleet St/Bridge St Regeneration</b></p> <ul style="list-style-type: none"> <li>• Numerous works have taken place in Bridge St / Fleet St over recent years to help improve the street scene and de-clutter the area of unused street furniture. This has included placing vinyl fronts on the front of several empty properties to help promote and market them. Working with letting agents to advise of opportunities and promote the area.</li> <li>• De-cluttering work includes: <ul style="list-style-type: none"> <li>○ Removal of the raised planter on Bridge Stand tree</li> <li>○ Removal of benches on Bridge St</li> <li>○ Removal of Bike shelter on Fleet St</li> <li>○ Removal of benches on Fleet St.</li> </ul> </li> <li>• The above will be allocated into the schedule of works according to the priority of work in the town based on public safety as the</li> </ul> <p><b>Complete</b></p>

		<p>primary concern. It is in the programme for this financial year.</p> <ul style="list-style-type: none"> <li>• We have also seen additional CCTV installed in the local area to help provide surveillance of the area.</li> <li>• They are concentrating on the defects in the town centre which take priority as these are often safety issues.</li> </ul> <p><b>Planning</b></p> <ul style="list-style-type: none"> <li>• A supplementary planning document is being created for the Fleet Street / Bridge Street area of Swindon Town Centre. A draft document is near completion, which will then be circulated within Swindon Borough Council for comments from officers before Christmas; any amendments as a result of this will then be completed, we anticipate it will be out for public consultation in the New Year before Spring 2018.</li> <li>• The objectives of the supplementary planning document (SPD) are to: <ul style="list-style-type: none"> <li>○ Provide guidance on the Council's existing policy framework</li> <li>○ Promote Bridge Street/Fleet Street and the surrounding area for future development</li> <li>○ Highlight development opportunities and outline a range of uses suitable for the area</li> <li>○ Provide advice and guidance for quality of design for future development and the area as a whole including the public realm</li> <li>○ Ensure high quality and sustainable development which</li> </ul> </li> </ul>	
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promotes long term, physical and economic regeneration within the area.

**Working with partners**

- Work with partner organisations is ongoing on a town centre vacant unit reduction project within the BID district. In October 2017 a two year low in the number of vacant units across the whole of the town centre was recorded. The aim of the project is to enhance the retail provision in the town centre by attracting new businesses. Focused on approaching independent businesses or small chains who may want to trial a shop in the town centre.
  - An aim of the project is to reduce the number of empty retail units in the town centre by 50% in the two year project. Project completion date: 24th December 2018.

**Q2 Antisocial Behaviour  
SBC and Police Cooperation**

- The local authority has no powers to stop any person from entering the town centre, however if an individual (s) are causing nuisance, anti-social behaviour or crime, these will need to be reported at the time of the offence to the Police by phoning 101 or 999 depending on the nature of the offence who can then deploy officers to respond. If offences are not reported it can make it very difficult to address any concerns individuals may have.
- The Council works closely with the Police and InSwindon Bid Company to look at and review intelligence on a weekly basis. Bridge St and Fleet St area are on the patrol strategy for the

Town Centre and is visited regularly, however we do rely on local reporting to help provide intelligence as we do not have resources which will be in the area throughout the day. They will be patrolled as part of a wider plan.

**Alcohol misuse**

- Numerous interventions have taken place concerning some individuals and some businesses who also contribute to some of issues in the local area by selling alcohol to those under the influence of alcohol. This has included:
  - obtaining injunctions to exclude individuals where evidence is available to support this
  - issuing warning notices to individuals to advise them of concerns about their behaviour and the actions that can be considered
  - introducing a public spaces protection order based on intelligence to introduce restrictions on peoples behaviours which if not adhered to can lead to fixed penalty notice and or further legal actions.
- Additional CCTV cameras have also been installed into the area which transmit images back to the Councils CCTV control room.
- The InSwindon Bid Company provide a forum through which we have also held local business meetings with the local police officer to remind businesses of how to report and why this is very important in helping to address any concerns.
- Action has also been taken against two off licenses in the local area and numerous others in the close proximity when sales of

alcohol are taking place for those under the influence of alcohol and this has resulted in one town centre business having their ability to sell alcohol suspended and in Manchester Road area two off licenses have closed as a result of recent licensing reviews.

**Support for homeless**

- For those who are homeless and need support outreach workers provide advice and assistance to help people find accommodation.
  - Planning permission has been sort to increase the homeless shelter provision in Swindon over the winter months for 2017 / 2018.

**Anti social behaviour**

- The Police will also use the powers that they have available for addressing nuisance / ASB issues and they have also taken recent actions including issuing warnings, issuing dispersal orders which puts a restriction of not returning to the area for up to 48 hours otherwise any persons returning to the area could be arrested.
- There is an ongoing commitment by all parties to continue to improve the local area and make it as vibrant and attractive as it can be. All of the above should demonstrate that works and actions are in place to address nuisance and ASB in the Bridge St / Fleet St. area.

Minute No.	Cabinet Member Q and A Session		
40	Cllr Wright asked a question about the documentary evidence available that would give assurances to members about the potential clients for the Carriage Works.	<p>Response requested from the Project Manager, Economy and Skills and the Cabinet Member for Regeneration, Cllr Garry Perkins on 23<sup>rd</sup> November 2017.</p> <p>It is understood from the Cabinet member, that a response would be available in January 2018 once contracts had been signed with the operator of the site.</p>	<b>On-going</b>
	Cllr Wright asked questions about whether the Council was meeting the legal requirements of Councils getting value for money. In particular he asked if an Audit for value for money had been undertaken for the Muse site and the Oasis site.	<p>Response received from Cllr Steve Weisinger on 5<sup>th</sup> December 2017, as follows:</p> <p>Bob</p> <p>Following on from your email regarding The Seven Capital Oasis site, I have looked in to this for you.</p> <p>In June 2014 a corporate value for money review was carried out. As part of that review the Oasis was looked at. A report on the Oasis was produced.</p> <p>Internal Audit haven't carried out an audit on Muse, neither have our External Auditors. If you require further information on either of these then you would need to refer this to Cabinet.</p> <p>I hope this helps with your query</p>	<b>Complete</b>
	<p>Cllr Wright asked questions about the Mechanics Institute:</p> <p>a) The Mechanics building did sit</p>	Response requested from the Project Manager, Economy and Skills and the Cabinet Member for Regeneration, Cllr Garry Perkins on 8 <sup>th</sup> December 2017	<b>On-going</b>

	<p>with the Crown Estate, does it still?</p> <p>b) In order for Heritage funding to be provided the council has to enable this funding to be requested. What has the council done to facilitate this?</p> <p>c) Has the council provided any support or commitment to enable funding?</p> <p>d) If so is it sufficient to apply for Heritage Lottery Funding?</p> <p>e) If the council is actively involved in bringing the Mechanics back into use why have members not been involved and why is there no reporting back to the council?</p>		
	<p>Cllr Wright asked questions about Lydiard House and Park:</p> <p>a) Concerns were raised that the maintenance figures in the transfer documents were not sufficient to meet the real need. Has this matter now been resolved?</p> <p>b) What has the council done to resolve any difference between what the council was doing to keep the House open and the actual needs?</p>	<p>Response requested from the Project Manager, Economy and Skills and the Cabinet Member for Regeneration, Cllr Garry Perkins on 8<sup>th</sup> December 2017</p>	<p><b>On-going</b></p>

	<p>c) Considerable investment is required for the site. Is the Trust fully empowered to obtain funding to bring the house into functional use and provide a sustainable future?</p> <p>d) How much time do you believe the Trust needs before Scrutiny is appropriate?</p>		
	<p>Cllr Wright asked questions about Fleet Street:</p> <p>a) What strategy is being used to regenerate Fleet Street?</p> <p>b) Where will members find this strategy?</p> <p>c) You mentioned a future Transport based change for Fleet Street. What does this mean?</p> <p>d) Are you still using the Allies and Morrison report to guide the development for the area?</p>	Response requested from the Project Manager, Economy and Skills and the Cabinet Member for Regeneration, Cllr Garry Perkins on 8 <sup>th</sup> December 2017	<b>On-going</b>
	<p>Cllr Wright asked questions about Farringdon Road:</p> <p>a) How will members be able to relate developing infrastructure plans with the potential effects on the Farringdon Road</p>	Response requested from the Project Manager, Economy and Skills and the Cabinet Member for Regeneration, Cllr Garry Perkins on 8 <sup>th</sup> December 2017	<b>On-going</b>



	<p>businesses?</p> <p>b) What has produced the faith that by developing 1-3 Farringdon Road this will lead to improvements on Farringdon Road?</p>		
	<p>Cllr Wright asked questions about Milton Road Baths:</p> <p>Councillors were advised that an option appraisal report would be provided by GLL last January. This did not happen and we had a housing proposal instead. Since then we have been told there will be an options appraisal report provided by GLL. When is this report due?</p>	<p>Response requested from the Project Manager, Economy and Skills and the Cabinet Member for Regeneration, Cllr Garry Perkins on 8<sup>th</sup> December 2017</p>	<b>On-going</b>
	<p>Cllr Wright asked questions about the Railway Village:</p> <p>a) Developing Infrastructure proposals could affect the Railway Village, when will members see or be able to participate in the development?</p> <p>b) Forward Swindon have asked for an extension to the pavement width on London Street (outside the Carriage Works). What work is being</p>	<p>Response requested from the Project Manager, Economy and Skills and the Cabinet Member for Regeneration, Cllr Garry Perkins on 8<sup>th</sup> December 2017</p>	<b>On-going</b>

	<p>done to make this possible?</p> <p>c) The plan for the Mechanics is to connect it to the Community Centre (old Hospital). What work is being done to deliver this concept?</p>		
	<p>Cllr Wright asked questions about the New Bus Station and Fleming Way:</p> <p>a) There is already development land available for building a new Bus Station on the opposite side of the existing Bus Station car park (the old Carfax St car park site). It is in a good position for the Railway Station and the Shopping Centre. Why is this not being considered for the new Bus Station?</p> <p>b) There are still no firm proposals for Fleming Way and the connectivity to the Kimmerfields site. When will councillors be able to participate in developing the proposals without attending the CMAG?</p>	<p>Response requested from the Project Manager, Economy and Skills and the Cabinet Member for Regeneration, Cllr Garry Perkins on 8<sup>th</sup> December 2017</p>	<b>On-going</b>
	<p>Cllr Ellis asked questions about the Carriage Works:</p>	<p>Responses received from the Project Manager, Economy and Skills and the Cabinet Member for Regeneration, Cllr Garry Perkins on 19<sup>th</sup> December 2017, as follows:</p>	<b>Complete</b>

	<p>a) The carriage works, what percentage of the unit is going to be hot desk and also business?</p> <p>b) Are the businesses going to be sectioned off?</p> <p>c) How many confirmed businesses do we have?</p> <p>How many just in talks with?</p> <p>Are there any other businesses confirmed for any part of the carriage works?</p>	<p>a)</p> <p><b>A Unit 3</b></p> <p>Plans are to create 5 offices (with room for around 28 workspaces)  4 'bookable' meeting rooms (with capacity for 28 people)  Co-working – around 55 spaces  There will be flexibility to convert meeting rooms into office space and co-working space: to accommodate demand as it arises</p> <p><b>Unit 5</b></p> <p>4 offices (with room for 44 workspaces)  4 'bookable' meeting rooms (28 people)  Co-working 55 - 60 spaces  Again, there will be flexibility to reduce number / scale of offices: meeting rooms: co-working space as demand dictates.</p> <p>b) Co-working spaces will be large airy spaces with furniture that accommodates collaborative working with some break out spaces. Offices will have partitioned walls. The meeting rooms will have partitioned walls.</p> <p>c) An operator is being appointed to manage lettings and the service contract incentivises the operator to meet occupancy and income targets. Their contract will commence in January 2018. However, prior to completion we have followed up a number of specific leads and recently concluded negotiations with Bravedog who will occupy approx. 50% of the mezzanine space (equivalent to 15% of overall space in Unit 3). We are in advanced negotiations with another 5 potential tenants (those requiring multiple spaces).  About half of the space will be open plan / co-working facility. It will not be possible to sign up co-working tenants prior to</p>	
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	<p>d) With regards to the change of hands, the contract was supposed to be signed mid this year and now looking at 2018, what is the exact hold up. If both parties agree, why is it taking so long?</p> <p>e) With regards to the 25 year lease, when was this taken out? If only recently, does that not imply the contracts will not be exchanged.</p> <p>f) If so, does that not put SBC in an awkward position, especially if the money is spent and it is a success, as they may decide to take it back. Has there been an agreement made, that they will have ownership if the changes take place?</p>	<p>January.</p> <p>d) Network Rail and the Council's solicitors are in regular exchange on the required documentation to enable the land exchange between the parties to complete. There was a target of November for completion but both parties have recognised that more time is needed in particular due to the complexity of Network Rail's ownership and the number of tenancies on the Carriage Works so completion is now targeted for early 2018.</p> <p>e) It was always intended by the parties that the Council would take out a 25 year lease as this would be the quickest way for the Council to have an interest in Units 3 and 5 to enable refurbishment works to commence. As mentioned earlier there is a target date of early 2018 for completion of the freehold acquisition.</p> <p>f) This does not put the Council in an awkward position as this was always the intended approach as set out above.</p>	
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	g) When will the innovation incubator Hub be ready?	g) It will be complete in January 2018.	
	<p>Cllr Ellis asked questions about the town centre:</p> <p>a) Forgive my incorrect question the other night, can you give me the spend per head of people in visiting the Town Centre and how this compares with other towns relative to ours.</p> <p>b) Housing is being looked at in the Centre, what percentage of the centre is planned for housing?</p> <p>c) With regards to empty units, how are owners being incentivised to let them?</p>	<p>Responses received from the Project Manager, Economy and Skills and the Cabinet Member for Regeneration, Cllr Garry Perkins on 19<sup>th</sup> December 2017, as follows:</p> <p>a) We are not aware of a data-set for this. We have asked the INSWINDON BID Co. if they have got figures, but they said they do not. These surveys need to be specially commissioned, and there is no guarantee that other towns will have similar data.</p> <p>You may find the Swindon retail fact sheet of interest :  <a href="http://www.swindonjsna.co.uk/Files/Files/Swindons_Retail_Sector_FactSheet_v2.pdf">http://www.swindonjsna.co.uk/Files/Files/Swindons_Retail_Sector_FactSheet_v2.pdf</a></p> <p>b) Existing Local Plan policies are supportive of residential development as part of mixed use developments in the Town Centre. Officers are seeking to use the Local Plan review as an opportunity to further stimulate delivery of a new homes in the Town Centre. This would be achieved through a mixture of residential allocations and policies in support of intensification to deliver residential above existing shops.</p> <p>c) Through targeted interventions, such as 1 and 3 Faringdon Road, we are seeking to stimulate the market to incentivise private sector investment. The Planning Team is investigating the possibility of deploying new powers to grant "Permission in Principle" to de-risk the planning process for the re-use of upper floors for residential.</p>	<b>Complete</b>

	<p>d) How many developers are currently in progressed talks with regards to Aspen house?</p>	<p>In respect of the renovations on 1&amp;3 Faringdon Road – the Council are leading by example – to demonstrate what can be done to renovate existing old vacant properties to provide refurbished ground floor retail and leisure units with apartments above.</p> <p>d) Prior to submitting the outline planning application, FSL undertook a soft market testing exercise / consultation as was agreed with Cabinet. As part of this we had discussions with five potential developers. This process informed the planning application which is now close to being approved. FSL have agreed to submit a detailed options appraisal to the council in the New Year, setting out the three main delivery options.</p>	
	<p>Cllr Ellis asked a question about the regeneration that had taken place during the term of the current Cabinet Member for Regeneration?</p>	<p>Response received from the Project Manager, Economy and Skills and the Cabinet Member for Regeneration, Cllr Garry Perkins on 19<sup>th</sup> December 2017, as follows:</p> <p>Town centre regeneration takes many years and typically requires large amounts of private sector funding. The 2008/09 recession stalled regeneration plans across the country.</p> <p>In the last five years, we are aware of the following (but this is not an inclusive list):</p> <p>Kimmerfields phase 1 successfully delivered a new health centre, multi storey car park and sheltered housing scheme.</p> <p>The Regent Circus development – Completed in 2015, with Standard Life investing over £50 million to create a figurehead</p>	<p><b>Complete</b></p>

		<p>town centre retail and leisure complex, with global brands and fantastic public realm surrounds.</p> <p>The TriCentre – Comprises high-quality office accommodation, mainly open plan with meeting rooms, partly utilised by Zurich. The brand-new Fig Offices offer fully specified, modern workspaces with the latest communications technology, superfast broadband and free Wifi as standard.</p> <p>Metro Bank – The revolution in British banking, is set to open a new store in Swindon in 2018, and are investing in building a new building at the present time. The High Street bank typically opens seven days a week, early until late, 362 days a year.</p> <p>Thistle Hotel – Recently opened in the centre of Swindon. GLH Hotels has revamped ninety-five bedrooms across the seven floors and the bar, restaurant and conferencing facilities.</p> <p>1&amp;3 Faringdon Road: Nearing completion of the flats and retail space on Faringdon Rd and working with the other retailers to make co-ordinated improvements</p> <p>Aspen House / Granville Street: Have secured planning for over 100 homes on the old Aspen site and again, a quality product that adds to the townscape.</p> <p>Carriage Works: On site and near completion of phase 1 of the Carriageworks for the business innovation centre. We are in advanced negotiations with a Higher Education institution.</p> <p>Wellington Street public realm: Designs have been worked up for Wellington Street, with public consultation planned for 5</p>	
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		<p>December, and a planned start on site in April</p> <p>Falcon House: SBC is in advanced negotiations with an institutional investor to revamp one of the largest dilapidated buildings in the town Centre.</p>	

**SUMMARY OF PUBLIC QUESTIONS REQUIRING A WRITTEN RESPONSE AND MEMBER REQUESTS FOR INFORMATION**  
**11<sup>th</sup> December 2017**

<b>Minute No.</b>	<b>Cabinet Member Q and A Session</b>		
	<p>Cllr Gary Sumner raised the issue of town centre residential and suggested that the policy with regard to town centre development and associated parking might be utilised to help address the issue of affordable housing provision.</p>	<p>Response received from the Head of Planning and Regulatory Services and Heritage on 19<sup>th</sup> December 2017, as follows:</p> <p>The current planning policy position that requires no dedicated car parking to be provided at town centre residential development can be justified by:</p> <ul style="list-style-type: none"> <li>a) The good access to public transport services (bus and rail) providing town centre residents with good connectivity to a range of destinations within Swindon and outside the town, meaning that town centre residents can easily access the services and facilities they need irrespective of the availability of private transport.</li> <li>b) The range of services and community facilities that are within easy walking and cycling distance of town centre</li> </ul>	<b>Complete</b>



residential development.

- c) Taking a) and b) together, the higher sustainability of town centre developments in environmental terms.
- d) The availability of sufficient town centre car parking capacity, which means that competition for parking spaces is minimised, and the leasing of car parking spaces to those town centre residents who own a car will not significantly conflict with the availability of car parking for town centre visitors and commuters.

The current policy therefore helps promote sustainable development, but also enables the Council to make the most efficient use of town centre car parking capacity, of town centre land (by not requiring developers to allocate a proportion of their site for car parking), and provides an additional income stream for the Council (through the sale of residential car parking permits).

A review of the current policy can be carried out as part of the Local Plan Review. As part of the Local Plan review Planning Officers will be considering options to facilitate large scale housing delivery in the Town Centre. The implications of a significant number of additional dwellings on infrastructure (such as schools capacity and parking) are also being assessed. The Local Plan will then set out how the additional housing can be delivered in the Town Centre alongside the infrastructure needed to support the housing.

In response to the specific point raised by Councillor Sumner, it is recommended that the focus be on requiring developers to make a contribution in lieu of car parking provision as opposed to requiring them to provide associated car parking. This

		contribution would then be used to support sustainable transport projects and to invest in improving the town centre car parks.	
	Councillor Bob Wright, Chair asked if consideration could be given to the introduction of a special permit rate for town centre residents wishing to use Municipal car parks.	<p>Response received from the Head of Planning and Regulatory Services and Heritage on 19<sup>th</sup> December 2017, as follows:</p> <p>The existing residential parking permit charge for an annual season ticket for the town centre car parks is £625. This is just under a third of the price of an annual season ticket (for Monday to Sunday), which is £1,940. The use of £40 per month would give an annual charge of £480, which would be a significant reduction on the current rate, and the income generated. It is recommended that the current approach be retained, as the £625 represents a charge of £1.71 per day which is a significant saving against the commercial rate.</p> <p>It should be noted that the charge for residential parking permits for the residential on-street parking zones is £40 per year for the first permit, and £75 per year for the second permit.</p>	<b>Complete</b>
	Councillor Des Moffatt referred to the Thamesdown Drive extension and suggested that provision be made in the structure plan that developers are not permitted to leave any parcels of land that aren't transferred into someone's responsibility.	<p>Response received from the Head of Planning and Regulatory Services and Heritage on 19<sup>th</sup> December 2017, as follows:</p> <p>Making efficient use of land is an key planning principle. The Council's Residential Design Guide expects all new residential development to make the most efficient use of land, and to curtail "leftover" land. Planning officers will be meeting up with Cllr Moffatt to discuss the issue further and to explore a policy approach in the Local Plan Review for ensuring that all major development minimises "leftover" land.</p>	<b>Complete</b>
	Councillor Emma Famarzi, raised an	Response received from the Service Manager – Transport	<b>Complete</b>

	<p>issue of a parcel of unadopted land (Plot 105 Priory Vale) that she has been trying to resolve.</p>	<p>Development and Street Works Management on 19<sup>th</sup> December 2017, as follows:</p> <p>I have attached a copy my reply to Cllr. Faramarzi. Her enquiry related to adoption of a private access leading to a parking area reserved for the residents of the development. Unfortunately this land was not offered for adoption and therefore does not form part of the adopted highway. Accesses or footways leading to private parking areas are generally not adopted.</p> <p>There appears to be some misunderstanding in the reply Cllr. Faramarzi had received from the developer - David Wilson Homes. In that, they were referring to street lighting in Mazurek Way, which is adopted, whereas Cllr. Faramarzi query related to lighting <u>off</u> Mazurek Way.</p> <p>As the land in question did not form part of the land dedicated for highway purposes, we could not withhold adoption as the outstanding works fall outside of the extent of the adoptable highway.</p> <p>However, in terms of works within adoptable highways, we'll continue to make sure that any remedial works are completed to SBC's satisfaction before issuing a Part -2 Final Certificate for adoption.</p> <p>Please do not hesitate to contact me if you need more information.</p>	
	<p>Councillor Dale Heenan raised the issue of member engagement with Cabinet members and senior officers in</p>	<p>Response requested from the Head of Information and Technology on 15<sup>th</sup> December 2017.</p>	<p><b>On-going</b></p>

	suggesting pilot schemes to meet Council objectives, especially at a practical level in helping to achieve savings.		
	<p>Councillor Emma Faramarzi, in response to a comment about “losing talented teenagers” to outside education facilities, referred to the Council’s practice of promoting other, non-borough educational establishments on advertising spaces on lampposts in Thamesdown Drive. In particular, she enquired why this device isn’t used to promote Swindon Education establishments.</p>	<p>Response received from the Service Manager, Highways Asset Management and Project Delivery on 19<sup>th</sup> December 2017, as follows:</p> <p>Highways &amp; Transport have an income target this year of £146,500 pa for advertising sponsorship on highway assets, predominantly from street lighting banners and roundabout signage.</p> <p>We currently accept advertising from any organisation, unless the advertisement is considered to be of a racial, religious or political nature, or any advertising which may be construed as offering services of a sexual nature, gambling organisations or manufacturers of tobacco or alcohol products.</p> <p>Cirencester College contacted our Advertising Officer to advertise on 3 x lampposts with advertising planning consent on Thamesdown Drive adjacent the Orbital Centre. The college subsequently signed an agreement to advertise for a 3 month period from November 2017 – February 2018 at a cost of £1,800.</p> <p>Based on the current criteria, there was no reason to refuse Cirencester College advertising in Swindon. If however members were minded to decline advertising from organisations considered to be competitors, there would be a risk that income targets may not be achieved unless alternative sponsors could</p>	<b>Complete</b>

		<p>not be found.</p> <p>For reference, the following schools and colleges have advertised or are currently advertising on lampposts or roundabouts:</p> <ul style="list-style-type: none"> <li>• Swindon College – 4 x lampposts on Great Western Way by North Star</li> <li>• New College – previously advertised on 6 x lampposts on Queens Drive and Wootton Bassett Road</li> <li>• Swindon Academy – Orbital Centre</li> <li>• Isambard School – Orbital Centre</li> <li>• Lydiard Park Academy – Orbital Centre</li> <li>• Braden Forest School Purton– Orbital Centre</li> <li>• Prior Park Prep School Cricklade– currently advertise on 3 x roundabouts.</li> </ul> <p>Information about advertising on lampposts and roundabouts is also included in the Traded Services catalogue offered by SBC to schools and colleges in Swindon, however, to date none have bought through this service.</p>	
	<p>Councillor Dale Heenan suggested that “Switched on to Swindon” should be doing more to promote Swindon as a business and leisure destination, particularly in other towns and cities. Councillr Heenan made specific reference to to the GWR summer campaign’s neglect of Swindon and also the Government consultation on future of the GWR network, including</p>	<p>Response received from the Head of Planning and Regulatory Services and Heritage on 19<sup>th</sup> December 2017, as follows:</p> <p>There will be a Swindon BC response to the GWR franchise consultation, and I am preparing a briefing paper on this for review by colleagues and Members. It should be noted that the consultation is from the Department for Transport, and that GWR, as the current operators of the franchise, are not formally involved with the consultation process. There will need to be engagement with GWR regarding the interim franchise</p>	<b>Complete</b>

	<p>dealing with the historic price fare differences in the Town. He advised that the consultation had commenced ten days ago and presented a good opportunity to engage with the community and local businesses to provide feedback on this key issue.</p>	<p>arrangements, with potential extension to 2022 for the current incumbents. There will also be opportunities to engage with potential bidders and to lobby them to include in their franchise bids items such as greater marketing and promotion for key destinations on the line, such as Swindon, and a fare structure that reduces the price differential.</p> <p>The latter could, of course, be a double edged sword, as lower rail season ticket price could make Swindon a more attractive location for commuters to London, especially with quicker railway services following electrification. This could have benefits in terms of the local housing market (increased demand, increased viability), but could also result in less sustainable commuting patterns.</p>	