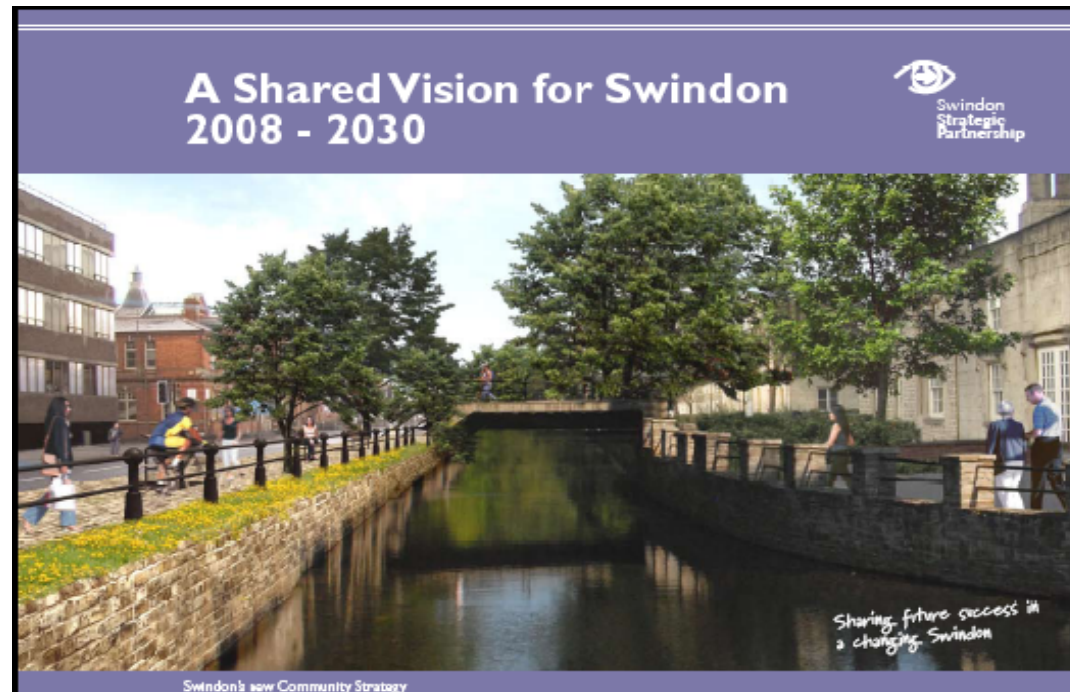


Destination Swindon...

...bringing a shared focus to Swindon's 2030 vision over the next 4 years



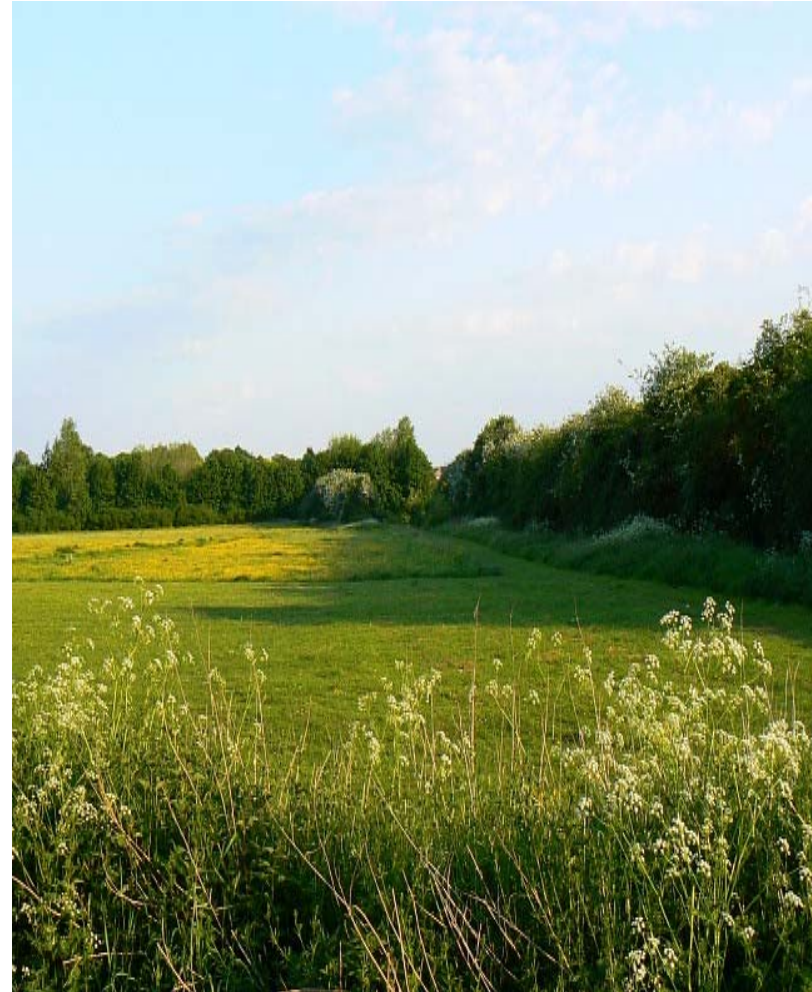
Gavin Jones, Chief Executive, Swindon Borough Council

Purpose of today's Presentation:

To introduce the concept and principles of Destination Swindon

A common understanding of the size of the challenge presented by Destination Swindon and confidence that together the Partnership can rise to this challenge.

- An understanding of what makes Destination Swindon different from existing partnership plans such as the LAA
- A common desire to use Destination Swindon to explore a new way of working that will transform the relationship of our respective organisations with our residents under the principles of Connecting People Connecting Places.



Destination Swindon

What is "Destination Swindon"?

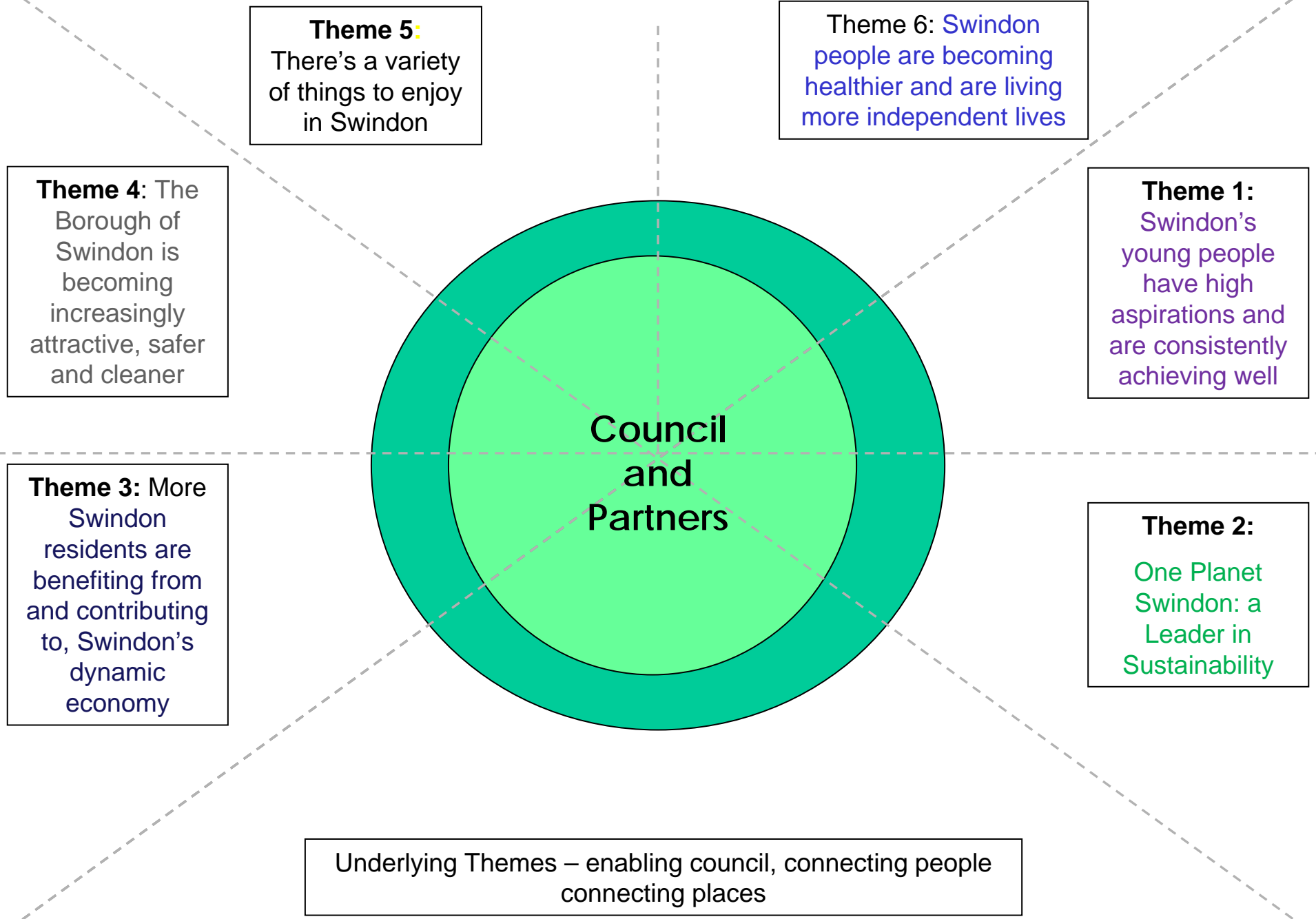
One plan for Swindon, that provides for focus and delivery over the next 4 years by SBC and its partners, within the context of the Community Strategy.

An opportunity for public service providers to align and to optimise resources against negotiated priorities and to increasingly shift our focus from the “corporate centre” to localities (Connecting People, Connecting Places).

Why Is it Important?

- In the light of squeezed budgets and increasing demand, it is has never been more important to have clarity and alignment in terms of priorities and objectives
- Provides a powerful vehicle for prioritisation, investment and where appropriate disinvestment
- An opportunity to focus targeted effort on some of the "stuck " and important Swindon issues
- Facilitates joint discussions about Swindon and its people rather than organisations and silos
- The "**how**" is as important as the "**what**", in terms of how public services operate in Swindon. Potentially greater interdependence for delivery with partners and Swindon communities

Destination Swindon – 6 Themes



Theme 3 – More of Swindon’s Residents are benefiting from and contributing to Swindon’s dynamic economy

1. Companies are starting up and expanding in Swindon and more are choosing to relocate
2. Swindon’s workforce is becoming increasingly skilled and able to take advantage of a growing economy
3. The foundations of an increasingly sustainable transport and communications network are being laid
4. We have a more attractive town centre that increasingly has more to offer

Putting it all together

The "What"

Swindon's Community Strategy:
Shared Vision
2008-2030

Destination Swindon
2010-2014

GOSW

LAA
Outcomes

The "How"

Deliver

Commission

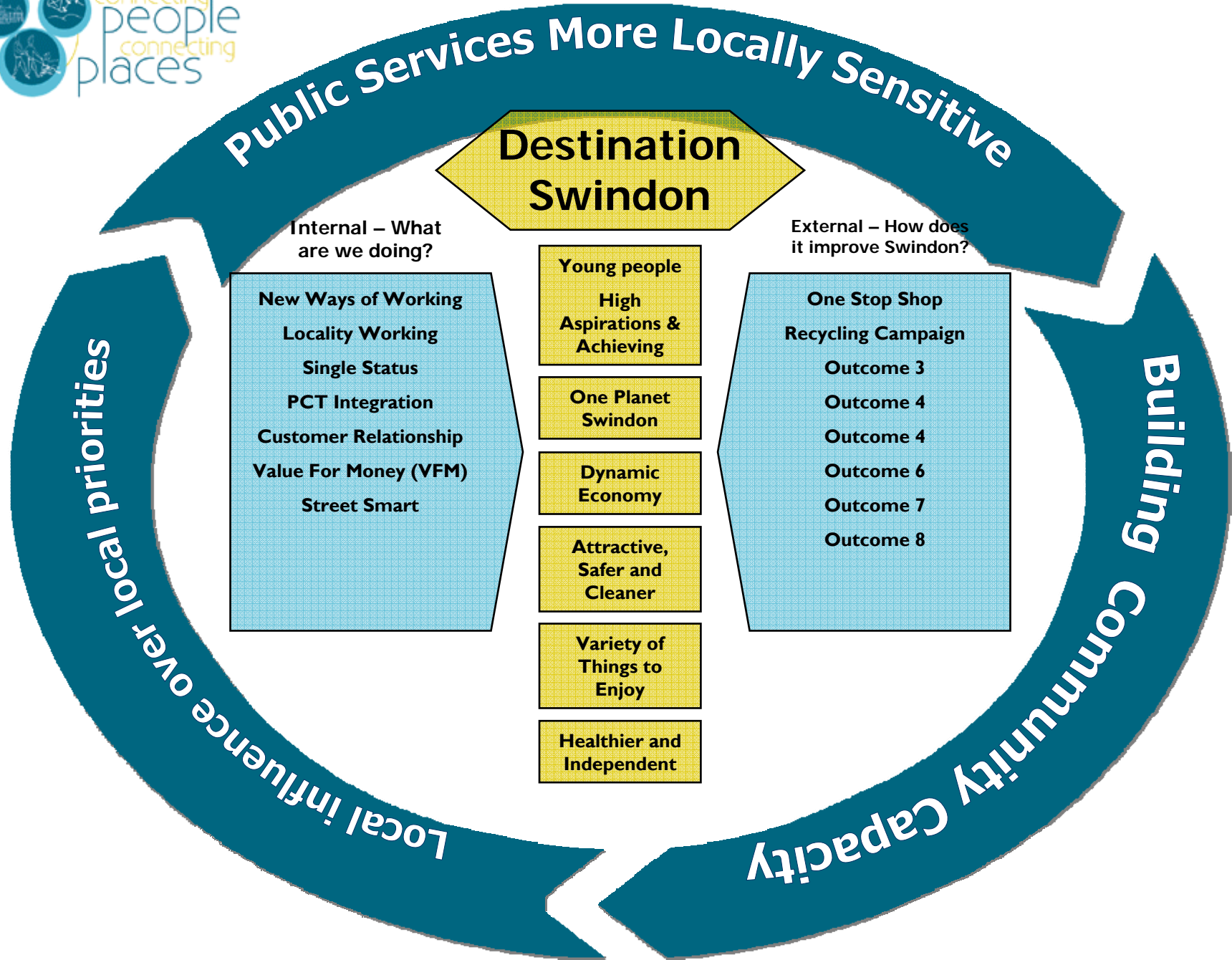
Enable

Locally attuned services

CP
CP

Build community capacity

Local influence over priorities



Next Steps

- A sub-group of the partnership Board has been formed to move this forward in partner agencies
- A series of conversations around Destination Swindon will be on-going 4 months to 4 years
- We will use your feedback to inform the proposals
- A draft proposal will be pulled together later this year – we will share this with you via e-mail for your comments