

Present: Tom Charnock, Jan Tierney, Bill Cotton, Julie Allen, Sue Watkins, Martin Coles, Kim Burgess

Meeting decisions:

<b>1</b>	<b>The Vision:</b>  ”Thriving Swindon - a place where people choose to be” <ul style="list-style-type: none"><li>• Swindon will be a leading regional centre, offering a high quality life to both its residents and a much wider catchment area. We will be the best business location in the UK with a mature, dynamic and successful economy.</li><li>• Swindon will have an international reputation as a centre of innovation, science and technology and as an example of sustainable living. It will have a dynamic and vibrant town centre with radically improved cultural, educational and leisure facilities.</li></ul>
<b>2</b>	<b>Priorities:</b>  1. Thriving Swindon is a dynamic place where people choose to be. A place where business creation and growth flourish and a diverse skills and labour market is encouraged through:- <ul style="list-style-type: none"><li>• Inward investment</li><li>• Start ups and entrepreneurship</li><li>• Sector development e.g. Creative Industries, Advanced Engineering, Environmental Technology, People Care</li><li>• Enabling existing business growth</li><li>• Raising skill levels</li><li>• Widening labour market participation</li><li>• Raising attainment</li><li>• Education and Business links</li></ul> 2. Thriving Swindon is an inspiring place where people choose to be. A place offering opportunities for everyone through regenerating and creating places with a positive image and culture through:- <ul style="list-style-type: none"><li>• Town Centre Regeneration and management</li><li>• Neighbourhood renewal</li><li>• New communities and business parks</li><li>• Infrastructure provision</li><li>• Place marketing and reputation building</li><li>• Cultural industries and facilities</li><li>• Festivals and events</li><li>• First class sports facilities</li></ul>

<p><b>3 Delivery:</b></p> <ul style="list-style-type: none"> <li>• Town centre regeneration</li> <li>• Establishment of a University campus and the National Science Museum</li> <li>• Digital Swindon – harnessing the capacity of wireless ICT for Swindon</li> <li>• Delivery of the Economic Block of the LAA (see Outcomes 1 – 4 below)</li> </ul> <p><b>Outcome 1.</b> We will establish Swindon as the leading location in the UK, for new, relocating and existing businesses and encourage the growth and development of existing businesses</p> <p><b>Outcome 2.</b> We will develop a local workforce with the right skills base for our economy.</p> <p><b>Outcome 3.</b> We will be a pioneer in the use of digital technology ensuring that all people have access to the benefits of the internet and information technology.</p> <p><b>Outcome 4.</b> We will increase the proportion of working age people who are economically active, particularly in Neighbourhood Renewal areas.</p> <p><b>Outcome 5.</b> We will establish Swindon as a National destination for cultural and leisure events and ensure that more of those who work in Swindon also live, shop and socialise in the Borough.</p>
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**Discussion notes:**

<p>Following introductions it was agreed that the pre-circulated Terms of Reference would be the agenda</p>
<p>Dates for the release of the Sustainable Community Strategy were discussed.</p>
<p>Opportunity to broaden the vision/theme title was seen as a good discussion starting point. Although it was recognised that the title could be changed, following a debate around adding 'Economic' to the title, the group agreed that they did not want to change it.</p>
<p>A clear link to the Economic Development Strategy was agreed on by the group as being a positive way forward.</p>
<p>The group were keen to see more tangible items included in the strategy recognising the need to have targets that are measurable.</p>
<p>Problems around Swindon's 'Brand' were discussed. It was felt that considerable work was needed in this area.</p>
<p>The group agreed the "Priorities" would be taken from the Economic Strategy document.</p>
<p>The population growth of the town was discussed. Everyone recognised that the town needs to increase to 250,000 to be able to sustain the requirements of a dynamic town.</p>
<p>The question 'Can you add an additional block to the LAA?' was asked. WCC have added an Environmental block – would Swindon be able to do the same?</p>
<p>The group were most interested to know if further meetings were planned:- for their group or a single meeting of all the groups. They wished to see the consolidated results of the 8-themes and to see how their "Thriving" theme incorporated into the overall objective.</p>
<p>The content of the new Sustainable Community Strategy should not exclude segments that are in the current document (eg rural) and should readily link into the LAA document</p>