

## Well-connected workshop 3<sup>rd</sup> January 2007

Attendees:

Chair: Rosemary Power, Interim Chair of Swindon Strategic Partnership; Charlie Chestnutt, New College; Jon Madge, Swindon Borough Council; Chris Barry, Chiseldon Parish Council; Gladys Barr, PCT; Geoff Bryant, Swindon Borough Council; Notetaker: Dilys Huggins

Discussion notes

Meeting decisions:

<b>1</b>	<b>The vision:</b> To achieve social interaction in a low carbon and healthier society.
<b>2</b>	<b>Priorities:</b> <ul style="list-style-type: none"><li>• Successfully anticipating social, demographic and environmental changes</li><li>• Improving health and well-being by increasing access to and opportunities for interrelationships</li></ul>
<b>3</b>	<b>Delivery:</b> <ul style="list-style-type: none"><li>• Encouraging behavioural change through<ol style="list-style-type: none"><li>i. Improving publicity and signage to increase the use of existing provision and services</li><li>ii. Implementing community-driven initiatives</li><li>iii. Acknowledging the importance of education to deliver change and providing opportunities for this to happen</li></ol></li><li>• Taking steps to address the negative impact of certain transport options on the environment.</li></ul>

## Discussion notes

### Defining the remit

- Very broad concept
  - Transport
  - Electronic – service/ people/ networks
  - Communications
  - Within Swindon
  - Outside Swindon
- } Well run?
- 
- Physical movement
  - Interconnectedness between people and places
  - Communications – link with highways

The 'general'                       $\longrightarrow$                       the 'specific'

Interrelationships                       $\longrightarrow$                       transport

Group conclusion – well connected is defined as the general area of interrelationships/ interconnectedness between people and places, of which transport is a specific part.

### Discussion

This topic needs to take into account:

- Connectiveness – local, national and international
- Commuters – in and out of Swindon
- Changes in social structure and the impact on mobility
- Local interpretation of climate change – current behaviours are unsustainable
  
- Huge change is coming! How do we meet the challenges?
- Planning for and enabling change – e.g. impact of an ageing population
- Increased use of the internet for shopping vs. the social aspect of shopping and the use of out-of-town retail parks
- Working life patterns have changed too

### Perceptions of the current position of travel in Swindon

- Lack of parking
- Unsatisfactory safety elements of current road/ cycle system
- Scant regard to 'green' dimensions

It's about more than the car! How do you get around without a car?

Well documented concerns about health provide opportunities to make changes in the future

Further improvements to cycle facilities, walking and public transport provision are anticipated (low-carbon alternatives)

First proposed vision statement

'Changing how we move, live and work'



Evolutionary change or revolutionary change?

Incremental change or step-change?

Considerations:

- How do we make connections?
- How do we sustain them?
- A human need for interaction

Emerging issues/ challenges

- Image of Swindon
- Signage
- Support for behavioural change
- Publicity
- Growth
- 24-hour world