

CROSS-CUTTING THEMES

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- Rural issues
- Economic inclusion
- The Environment
- Sustainable Development

There are four cross-cutting themes which run throughout this strategy: rural issues, economic inclusion, the environment and sustainable development.

Rural Issues

Swindon is the only major urban settlement in Wiltshire and Swindon, and with the exception of the City of Salisbury, the area comprises market towns and rural villages. As a rural economy, there are a number of pertinent issues that arise across the whole area including access to: transportation, local employment, housing and local services, as well as stewardship of the environment and the importance of the land-based industries. In translating this economic strategy into delivery, rural issues need to be considered to ensure that the long term prosperity and viability of communities and their population is ensured.

Economic Inclusion

It is important that prosperity and a good quality of life is a shared experience across the whole of Wiltshire and Swindon. Economic inclusion is therefore highlighted as a cross-cutting theme and activity to achieve it will look to benefit a wide range of groups. These include single parents and families on low incomes, those with poor literacy and numeracy skills, the sick and the disabled and those providing long-term unpaid care.

The Environment

Both the natural and built environment in Wiltshire and Swindon should be regarded as an economic asset. Delivery of this strategy should therefore pay due regard to preserving the quality of the landscape and local heritage whilst ensuring its long-term productivity through new business opportunities.

Sustainable Development

It is important that local economic development is undertaken sensitively and with due regard for the future needs of the area and its people whilst still addressing current economic needs as defined by Agenda 21.