



Swindon sets out bold vision for a future-fit council that works for everyone

Swindon Borough Council has published an ambitious plan to transform how it delivers services and supports local people, while ensuring it can live within its financial means.

Set out in Cabinet papers published ahead of a meeting on Wednesday (9 July), the programme – Swindon 2028 – outlines why the Council must change the way it works and marks the most significant transformation in a generation.

The vision puts residents at the heart of a new way of working, which is focused on early help, stronger local partnerships, and services that are simpler, faster and easier to access.

This transformation is designed to support the delivery of the Swindon Plan, the Council's long-term strategy for a fairer, better and greener borough.

By focusing on early help and prevention, alongside investment in neighbourhood-based support and digital systems that will make accessing services far easier, the transformation programme aims to ensure the Council is better equipped to meet the needs of a growing and changing borough now and in the future - while building a financially sustainable organisation.

Councillor Emma Bushell, Deputy Leader of the Council and Cabinet Member for Organisational Oversight, said: "This transformation will deliver better outcomes for residents while also securing the Council's long-term financial sustainability. Swindon 2028 sets out a clear ambition: to build a resilient, future-ready Council that lives within its means and is shaped around the needs of the people we serve."

Sam Mowbray, Chief Executive of Swindon Borough Council, added: "Our Swindon 2028 programme is a shared ambition, not just for how the Council operates, but for how we work alongside our residents, partners, and each other. We aim to shift from reacting to issues to preventing them, from fragmented ways of working to more joined-up approaches, and from isolated services to stronger local networks. This is a significant change, but it is one we will deliver with our communities at the centre."

The transformation programme will introduce six major shifts in how the Council operates, including:

- acting earlier to prevent problems, so that fewer people end up in crisis
- building stronger, joined-up neighbourhood teams

- improving the way residents access support, digitally, locally and face-to-face
- empowering staff with better tools and simpler processes
- making smarter use of data and technology
- creating the financial sustainability needed to safeguard vital services for the future

The Council will continue to work closely with staff, residents, and partners throughout 2025 to co-design detailed plans and support delivery.

To read the full Case for Change and Cabinet papers, visit: <https://tinyurl.com/53rydpfj>

ENDS

Notes to editors:

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