

## Swindon Enterprise Group

### Note of Meeting held on Wednesday 18<sup>th</sup> February 2009

#### Venue - Thring Townsend Lee & Pembertons, Swindon

**In Attendance:** Ramona Derbyshire, Thring Townsend Lee & Pembertons (Chair)  
Samantha Badminton, Legal & General  
Steve Causer, SwinCity  
Tiso Fiaola, Swindon Borough Council  
Sam McGrath, Lloyds TSB  
Neil Reaich, Swindon Borough Council  
Gerry Reilly, Federation of Small Businesses (FSB)  
Vanda Tanner, OMG Hair & Beauty  
Jessica Vallentine, Business Link  
Roger Wilkins, Business Link  
Phil Merrick, Swindon Borough Council

**Apologies:** Peter Beech-Allen, GWE Business West  
Rob Harman, Swindon Chamber of Commerce

#### 1. Minutes of Last Meeting

Agreed as a true reflection of the meeting.

#### 2. Actions Arising

Procurement Event planning is advancing apace following numerous meetings. (Action at 3.1).

Youth Enterprise Challenge Sub-Group created and to meet 4/3/09. (Action at 3.2).

Intelligence gathering commenced and meeting arranged with organisers of *Wiltshire Business of the Year Awards*. (Action at 3.3)

Numerous meetings conducted to develop *Route Maps* and *Trading in Difficult Times* training. (Action at 4.1)

*Current Trading Questionnaire* amended and distributed to group members. (Action at 4.2)

#### 3. Procurement Event – *Doing Business with Swindon Business*

PM brought the group up to date with Procurement Event planning. Entitled *Doing Business with Swindon Business*, the event takes place on Friday 6 March 2009 at The Liddington, from 12.30 p.m. to 3.00 p.m. Numerous meetings between the organisers (SSEP, Chamber of Commerce, FSB & Business Link) have been conducted. "Save the date" emails were distributed to all organiser client/member databases at the end of January and a detailed invitation will be despatched 2 weeks prior to the event.

The event will include 3 designated presentations, one from Swindon Borough Council explaining public sector procurement, one from a large Swindon business and one (or possibly two) from a Swindon SME. All presentations will focus on procurement best practice and sourcing and supplying locally.

There will also be an exhibition “wrapped around” the event. Bearing in mind the limited space available, it was agreed that a small charge will be levied, i.e. under £100.

**Action: Enterprise Group members endeavour to attend.**

#### **4. Youth Enterprise Challenge**

In order to drive the Youth Enterprise agenda, a sub-group has been created including RD, SMcG, NR, SB and SC, together with teachers who have previously been involved in SSEP youth projects.

RD, SMcG and NR brought the group up to date with Youth Enterprise developments, specifically activities in hand to engage with local schools and colleges. Enterprise Group representatives will be presenting at the forthcoming Business & Finance Diploma planning days for lead teachers (4<sup>th</sup> and 5<sup>th</sup> March 2009). This will allow a detailed understanding of the modules and the subsequent development of a relevant enterprise event in the next academic year i.e. September 2009 onwards.

The possibility of conducting an enterprise challenge event during the current academic year i.e. before July 2009, will be discussed at the forthcoming sub-group meeting. A potential vehicle would be the Youth Services festival, which takes place in July.

**Action: Sub-group to meet to plan Youth Challenge event(s)**

#### **5. Economic Downturn Projects**

##### **5.1 Start-Up Route Map**

RW briefed the group on work being undertaken by Business Link to marshal their services into a form that can be used by individuals and businesses during the current economic downturn. For information, he distributed, in draft form, an example of a support project from Gloucestershire.

In order to make this information relevant to the needs of Swindon, VT and SC agreed to draft a start-up route map based on their experiences of setting up an enterprise in the town. These two pieces of work will then be merged and relevant Swindon contact details added to create a truly “Swindon-centric” business support service.

**Action: VT and SC to present draft route map at next meeting.**

##### **5.2 Trading in Difficult Times**

JV briefed the group on the work of the Swindon Area Action Force (SAAF), the operational group who act as a gateway into all available government support to businesses making redundancies in response to current economic downturn. (Please visit [www.ssep.org.uk/ssep/businesssupport/aaf.htm](http://www.ssep.org.uk/ssep/businesssupport/aaf.htm) for further details.)

Within this climate of support during economic downturn, numerous Business Link events/workshops/courses are being planned and a number will be delivered in and around Swindon. JV agreed to gather all those relevant and present as a “Swindon Folder”, which can appear on the SSEP website and other websites e.g. FSB, as appropriate.

JV also stated that if there are any areas of specific support that the group feels is needed in Swindon, she will represent that requirement within Business Link and endeavour to arrange execution.

**Action: JV to gather all Swindon events and present in “Swindon Folder”.**

**6. Retail Representation – *InSwindon* Company**

It was agreed that *InSwindon* should be invited to join the group in consideration of their Town Centre management and retail representation role. The group welcomed potential discussions around new and existing local independent retailers utilising vacant town centre units.

**Action: RD to formally invite.**

**7. Any Other Business**

NR informed the group of a paper he has written, and will circulate, concerning young adults undertaking work placement. All feedback will be gratefully received.

**8. Date of Next Meeting**

***PLEASE NOTE NEW DATE FROM THAT SUGGESTED AT MEETING.***

**8.30 pm on Tuesday 17th March 2009** at Thring Townsend Lee & Pembertons,  
Drakes Meadow, Swindon