

## Facts about Swindon's Economy

### 1. **Swindon has the highest level of residential broadband access**

Swindon has the highest number of broadband take up in the country with 65% of households having signed up. (*BBC News, 2006, <http://news.bbc.co.uk/swindon>*)

### 2. **Swindon is the most productive town in the United Kingdom.**

Swindon has a successful local economy with a Gross Value Added (GVA) worth £4.4 billion in 2003, 5.9% of South West GVA. As a NUTS3 area, it has the 4<sup>th</sup> highest GVA per head (£26,800) in the UK and is only behind Inner London, the city of Edinburgh and the county of Berkshire. (*National Statistics, 2007, [www.statistics.gov.uk](http://www.statistics.gov.uk)*)

### 3. **5 out of 7 Research Councils are located in Swindon**

The Research Councils are public investors in research in the UK, ranging across the arts and humanities, social sciences, engineering and physical sciences and the medical and life sciences. Swindon is the home of 5 Research Councils as well as the Research Councils' UK Secretariat (*Research Council Website, <http://www.rcuk.ac.uk/>*)

### 4. **Economy**

Swindon is in the top 25% of Britain's Local Authority and Districts for economic activity rate. (*Annual Business Enquiry, NOMIS, March 2007, [www.nomisweb.com](http://www.nomisweb.com)*)

### 5. **House prices**

Swindon is in the top 40% of Britain's Local Authority and Districts for affordable housing prices. (*Department for Communities and Local Government, 2006, [www.communities.gov.uk](http://www.communities.gov.uk)*)

## **6. Unemployment**

Swindon's unemployment rate of 1.8% is below the UK average of 2.3% (*NOMIS, Aug 2007, [www.nomisweb.com](http://www.nomisweb.com)*)

## **7. Workplaces**

Information at the end of 2005 regarding workplaces (some of them VAT registered in other places in the UK) showed a remarkable positive increase of 218 businesses. This is a 4% increase compared to 2004. The stock at the end of 2005 was 6,425 businesses. (*Annual Business Enquiry, NOMIS, March 2007, [www.nomisweb.com](http://www.nomisweb.com)*)

## **8. BMW and Honda**

Both Honda and BMW have recently announced the production of new product lines from their respective plants in Swindon.

The new Civic and CRV at South Marston led to the creation of around 700 jobs, with beneficial knock on effects to local suppliers, such as TS Tech at Highworth and Prologis.

Building on the success of the MINI, BMW launched its MINI Clubman in September 2007, thus making a further statement of its commitment to the town.

## **9. Remarkable business growth**

Swindon tops the league of the UK's 50 largest towns and cities for the biggest growth in the number of new businesses. Swindon shares first place with Bristol, followed by Milton Keynes in third place.

A net total of 11 new businesses are set up in Swindon for every 10,000 resident adults per year. (*UHY Hacker Young, August 2007, <http://www.uhy-uk.com/pages/posts/number-of-new-businesses-growing-fastest-in-the-south-west577.php>*)

## 10. Affordable premises

Swindon has a very buoyant commercial property market, with numerous affordable premises available throughout the town. Rental prices are low compared to towns and cities in the southeast, for example, the average annual rent per sq m for an office (town centre location, over 1,000 sq m) in Swindon is £115, compared to £220 in Reading, £215 in Brentford, £200 in Oxford, £125 in Milton Keynes. The average annual rent per sq m for an industrial unit (1,000 sq m) in Swindon is £55, compared to £63 in Milton Keynes, £80 in Oxford, £90 in Reading.

*(VOA, January 2007*

*[http://www.voa.gov.uk/publications/property\\_market\\_report/pmr-jan-07/index.htm](http://www.voa.gov.uk/publications/property_market_report/pmr-jan-07/index.htm))*

## 12. Large Number of UK and Multinational Companies

|                                      |   |
|--------------------------------------|---|
| Arval PHH Ltd                        | Purchasing Business Solutions                                       |
| BCA                                  | Mail Order Books  |
| British Computer Society<br>Castrol  | IT Organisation<br>Marketing of Lubricants and Chemical<br>Products |
| Catalent                             | Development of Pharmaceutical Products                              |
| Clarion (GB) Ltd                     | Manufacture and Distribution of Car Audio<br>Equipment              |
| Economic and Social Research Council | Government Research Funding Body                                    |

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|---|---|
| English Heritage                                | Headquarters of National Heritage Organisation, incorporating the National Monuments Records Centre |
| First Great Western                             | Train Operating Company   |
| Halcrow Group                                   | Infrastructure Based Business Solutions   |
| Handelsbanken<br>Heath Lambert                  | Bank<br>Independent Insurance Brokers   |
| Hochtief<br>Honda of the UK (Manufacturing) Ltd | Construction Company<br>Motor Car Assembly  |
| Intel Corporation (UK) Ltd                      | European HQ. Marketing and Product Support of Micro Processors                                      |
| Motorola  | Cellular Communications Equipment Manufacture   |
| Lucent Technologies                             | Communication Systems   |
| National Trust                                  | New Consolidated Headquarters of National Heritage Organisation                                     |
| Nationwide Building Society                     | Corporate HQ and National Administration Centre   |
| National Environment Research Council           | Government Research Funding Body  |
| Patheon   | Development of Pharmaceutical Products  |
| RWE nPower                                      | National HQ of Electricity Generator  |
| Swindon Pressings<br>(Part of the BMW Group)    | Automotive Parts  |
| Triumph   | Manufacture and Distribution of Lingerie / Swimwear   |
| Tyco Electronics                                | Materials Engineering   |
| W H Smith plc                                   | Retail Group HQ and Distribution Centre   |
| Woolworths plc                                  | Warehousing and Distribution Centre   |
| Zarlink Semiconductor                           | Semiconductor Manufacture   |
| Zurich IFA Group                                | Life Assurance/Pensions/Financial Services  |