

Swindon Marketing Group

Inward Investment Sub Group - First Meeting

2pm, 18th September 2007, New Swindon Company,
Wiltshire Court, Farnsby Street, Swindon SN1 5AH

Minutes

Present

James Lockhart – Partner, Whitmarsh Lockhart (**Chair**)
George Humphreys (GH) – Director, Atwell Martin
Barry Lingard – Barry Lingard Associates/Swindon Chamber
Jane Margetts – Regional Marketing Co-ordinator, Modus
Carol Heneghan (CH) – Marketing Manager, New Swindon Company
Sinclair Brown – Inward Investment Manager, Swindon Borough Council
Matt Spencer – Economic Projects Officer, Swindon Borough Council
David Evans – Economic Development Manager, Swindon Borough Council

Apologies

Doug Finlay - Muse

SSEP Context

DE gave a brief introduction to the SSEP

- Management Board concentrates on strategy whilst the sub-groups concentrate on delivery
- Most members of the Management Board also sit on certain sub-groups, therefore they act as links between the two bodies
- The sub groups are as follows:
 - ◊ Major Employers Network – the last group to be set up as we need to be sure what the SSEP offers large companies
 - ◊ Employment and Skills – tasked with developing a workforce with the right skills base for our economy
 - ◊ Regenerating Places/Growth – tasked with creating a vibrant and sustainable Swindon
 - ◊ Special Projects Group – tasked with developing a facilitating transformational projects, such as the university and the Science Museum

- ◇ Enterprise Group – tasked with supporting new and existing small and medium enterprises
 - ◇ Policy Group – tasked with co-ordinating policy areas throughout the partnership
 - ◇ Marketing Group – RB, as Chair of the Marketing Group, will act as the link between the two bodies.
- The SSEP coordinates the 4th block of the Local Area Agreement (LAA) – the Economic Development and Enterprise Block
- Bill Cotton, Director of Economic Development at SBC is looking at establishing an integrated vision for the town
- The SSEP was heavily involved in negotiations with UWE regarding a university in the town centre
- The SSEP will be launched at Hayley Conference Centre on Wednesday 14th November at 8.30am

Comments from the Group

BL & JL – need for clarity as structure is a little confusing.

Introduction to Marketing Group

CH gave a brief introduction to the Marketing Group

- Role and Purpose = *To coordinate marketing activity for Swindon creating key messages and resources for Swindon organisations to adopt, building a strong, clear, consistent, relevant and well managed image, focusing largely on outward facing promotional/communication activity.*
 - ◇ Visitor Engagement sub-group – tasked with increasing visitor numbers in Swindon. SB added that he is currently working with the Wiltshire and Swindon Destination Management Partnership (W & S DMP) to develop tourism provision. The new Visit Swindon website will come out of that partnership. Therefore there is a need for a representative from the W & S DMP to sit on the Visitor Engagement sub-group
 - ◇ Media sub-group – tasked with building strong links with the local community and media organisations. CH & SB will talk to local BBC radio and Swindon Business News about their possible involvement with the sub-group
 - ◇ Inward Investment sub-group – tasked with maximising inward investment opportunities and engaging inward investors.
- The Project Team has looked at other towns and cities for benchmarking purposes - Glasgow, Leeds and Milton Keynes are good examples. The Glasgow model was agreed as a suitable one

to progress but whichever model is used it has to be right for Swindon

- Marketing Group chaired by Robin Bailey from Nationwide, with the following members:
 - ◇ Carol Heneghan – New Swindon Company
 - ◇ Sinclair Brown – SBC Econ. Dev.
 - ◇ Mark Ross – inSwindon
 - ◇ Sue Pycroft – Thames Valley Chamber
 - ◇ Clare McDougall – nPower
 - ◇ Nick Williams – Swindon Designer Outlet
 - ◇ Dave King – Newsquest
 - ◇ Mike Pringle – Cultural Partnership
 - ◇ Peter Wynn – SWRDA
 - ◇ Judith Hewitt/Philip Cooke – English Partnerships
 - ◇ Gavin Calthrop – SBC Communications

SB – Bill Cotton's Visioning Project will create a brand but there is a lot to do in the meantime – PR, website

JL – need to move swiftly, with direction. The group is very focussed, with a clear message – “**open for business**”. A future project could be the establishment of a small team tasked with welcoming inward investors and making their move as painless as possible. Need to galvanise other SBC departments, such as Planning and Highways. The team could identify major contacts within services (BT etc) and then could take inward investors to meet these contacts.

CH – also need to look at smaller companies and how they relocate.

CH informed the group that Beacon Location (the consultants used for Stage 1 of the Marketing Group's project) would not be used for Stage 2. There is now a need for a portal website.

Comments from the group

JL & GH – need a website to bring together info, such as property, social issues, economic analysis etc.

SB – There are a couple of websites already that contain this info so it will be a case of pooling this information.

Action – MS to circulate web addresses to group.

Action – SB & CH to discuss website issues

JL – There is a need to understand what our priorities are in terms of attracting investors. To this end, a questionnaire will be sent round to all members of the group.

Action: JL to distribute questionnaire

DE and SB went through a diagram that explained how SBC's Economic Development Team offers a one-stop shop package to inward investors:

- ◇ Property search
- ◇ Local authority links (eg Planning)
- ◇ Links with local agents, organisations
- ◇ Business Networks and Supply Chains
- ◇ Location information
- ◇ Employee relocation management

CH – Pete Manley from SWRDA will be at the next meeting to advise on SWRDA's approach to international enquiries.

SB – task force could pool enquiries together.

Other Members

The following people will be invited to the next meeting:

- Pete Manley – SWRDA
- Derek Woodward – Taylor Wimpey
- Doug Finlay – Muse

Next meetings

JL will meet individuals to discuss the group's objectives

Action: JL to arrange meetings before the next meeting of the sub-group

The next meetings of the sub-group are:

- ◇ Thursday, 25th October 2007, 2pm, The New Swindon Company Offices
- ◇ Wednesday, 5th December 2007, 2pm, The New Swindon Company Offices
- ◇ Thursday, 17th January 2008, 2pm, The New Swindon Company Offices
- ◇ Thursday, 21st February, 2pm, The New Swindon Company Offices

Post-Meeting Note

SB/Econ Dev Team have met with most of the agents and there is a willingness to re-establish the Agents' Forum.

Action: SB/MS to arrange this