

Inward Investment Sub Group

2pm, 5th December 2007,

New Swindon Company, Wiltshire Court,

Minutes

Present

James Lockhart (JL) – Partner, Whitmarsh Lockhart (**Chair**)
George Humphreys (GH) – Director, Atwell Martin
Barry Lingard (BL) – Barry Lingard Associates/Swindon Chamber
Carol Heneghan (CH) – Marketing Manager, New Swindon Company
Peter James (PJ) – Chief Executive, New Swindon Company
Matt Spencer (MS) – Economic Projects Officer, Swindon Borough Council
Lawrence Murphy (LM) – Senior Planner, Swindon Borough Council

Apologies

Dave Potter (DP) – Director of Planning and Regeneration, Swindon Borough Council
Bill Cotton (BC) - Director of Economic and Cultural Development, Swindon Borough Council

1) Welcome

James Lockhart welcomed Lawrence Murphy to the group.

2) Inward Investment Enquiries Process

JL informed the group of some investment enquiries that he wanted to discuss.

3) Swindon Website Update

CH informed the group that an agreement for the website from the Marketing Group needs to be sought, based on a 2-year marketing plan. CH, PJ, Robin Bailey, Rikki Hunt and Sinclair Brown will meet to discuss the funding for the marketing plan. The website will cost around £20,000. There needs to be a discussion around the PR campaign for the website.

4) Marketing Literature

CH and MS showed the group examples of marketing literature that is currently in use, including the latest brochure from the New Swindon Company.

5) Property Agents Meeting – Wednesday 9th January 2008

JL informed the group of a meeting that he has organised for the property agents in January. This group will discuss responses to enquiries and the property market in general. MS, BL, CH, PJ, LM and Sinclair Brown will attend the meeting.

6) Contact Booklet

LM informed the group that he had produced a contact booklet of all Council officers in Planning, Development Control and Highways that could potentially be involved in an inward investment/company expansion enquiry. LM added that he could direct the enquiries to the relevant Council officer, all of which have already been briefed about the purpose of the document.

Action: LM to distribute the draft booklet

JL informed the group that he is arranging a meeting between himself, LM and Claire Yeates in Forward Planning to discuss employment land issues.

Action: JL to arrange meeting

7) AOB

GH informed the group that he has a member of staff that could undertake a research project on Swindon's residential property market, which could then lead to a residents' information pack.

JL informed the group that Whitmarsh Lockhart is currently merging the other agent's office and industrial take-up figures to form a complete data review of 2007.

Action: JL to circulate the figures to the group.

Action: CH to produce a press release for the various commercial property magazines.

Next meetings

The next meetings of the sub-group are:

- ◇ Thursday, 17th January 2008, 2pm, The New Swindon Company Offices
- ◇ Thursday, 21st February, 2pm, The New Swindon Company Offices