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The Swindon Strategic Economic Partnership (SSEP)

"Driving Swindon Forward"

SSEP Newsletter - February 2008

Further to the success of the SSEP conference before Christmas, I thought I'd let you know about some of the projects that the SSEP is currently involved in.

University

The demand study is progressing well. The first draft of the final report was completed in early February and we are planning to hold a corporate seminar in late February to discuss emerging themes. Please let Peter Snowman (psnowman@swindon.gov.uk) know if you would like to attend.

Business Charter

We have been consulting with many organizations on this project and many thanks to everybody for their input. The charter will be presented to Cabinet for adoption next month.

Intelligence and Research Needs

Starting in the next newsletter, the Economic Development team will publish key quarterly economic indicators. The indicators will be aimed at the different SSEP groups and are intended to help inform decision-making on the following areas:

- Employment and Skills
- Enterprise
- Regeneration
- Culture
- Environment

Please let Ernesto Gomez (egomez@swindon.gov.uk) know if there are any particular measures that you would like to see included.

Culture and Creative Group

The membership of the Culture and Creative group has now been established

and the group held its inaugural meeting later this month. The group has already formed a sub-group for music and two projects are already being developed: a Swindon Music Forum and a music publication and accompanying website, called Swindon Music.

For more information, click [here](#)

Business Mentoring Programme

The Enterprise Group has launched a Business Mentoring Programme that will identify, recruit and train a team of experienced and capable volunteer local business Mentors. The Mentors will then be matched with eligible SMEs (start-up and established businesses), from all sectors of industry that are based in Swindon.

For more information, contact Peter Beech-Allen at peter.beech-allen@gwe.uk.com

Engaging Young People in Enterprise

The Enterprise Group has announced plans to establish a series of Enterprise Days. These events will stimulate a culture of enterprise amongst Swindon's young people by offering students an insight into a business environment. A day of themed exercises will provide the students with information on the different aspects of a successful business and will also contribute to the development of their enterprising skills.

For more information, contact John Bennett at john.bennett@yesw.org.uk

Stimulating and encouraging innovation amongst Swindon businesses

The Enterprise Group has launched an Innovation Development Programme to help local Swindon SMEs identify and develop potential innovations within their organisations. This will be achieved through a combination of structured skills development, advice/coaching and action learning, specifically designed for Swindon SMEs. A launch event will be held at the STEAM Museum on the 27th March.

For more information, contact Peter Beech-Allen at peter.beech-allen@gwe.uk.com

Marketing

Building on the enthusiastic response to the workshop at the SSEP conference, the Swindon Marketing Group has developed a marketing communications plan for the next 12 months, as well as a longer-term business plan. A branding project will be developed as part of the wider visioning project for the town.

The Visitor Engagement sub-group (to be known as Visit Swindon) has held its first meeting, where possible aims and objectives were reviewed. The sub-group will be working straight away on its research and intelligence needs

For more information, click [here](#)

SSEP Conference

Video footage of the conference is now available on the [SSEP website](#).

For further information on the SSEP, and for the latest feedback from the conference, please visit our website:

www.ssep.org.uk

Events

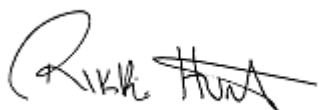
Employing migrant workers – a conference for Swindon employers

Tuesday 1st April 4.30pm – 8.00pm

Find out the benefits that your company could gain, hear how to avoid potentially expensive mistakes and collect useful information to help your overseas workers settle into their jobs and communities. For more information, click [here](#)

Get Involved

We are always keen to hear from local businesses about these projects and anything else that the partnership is involved in. Talk to us or email (see contact details below) to see how you can get involved in 'Driving Swindon Forward'.



Rikki Hunt

Chair of Swindon Strategic Economic Partnership

Contact Details

Swindon Strategic Economic Partnership
C/O Economic Development Team
Swindon Borough Council
Premier House
Station Road
Swindon
SN1 1TZ

Tel. 01793 466169

Email: economicdevelopment@swindon.gov.uk

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