

Swindon Strategic Economic Partnership

Priorities for
2009



SSEP Management Board

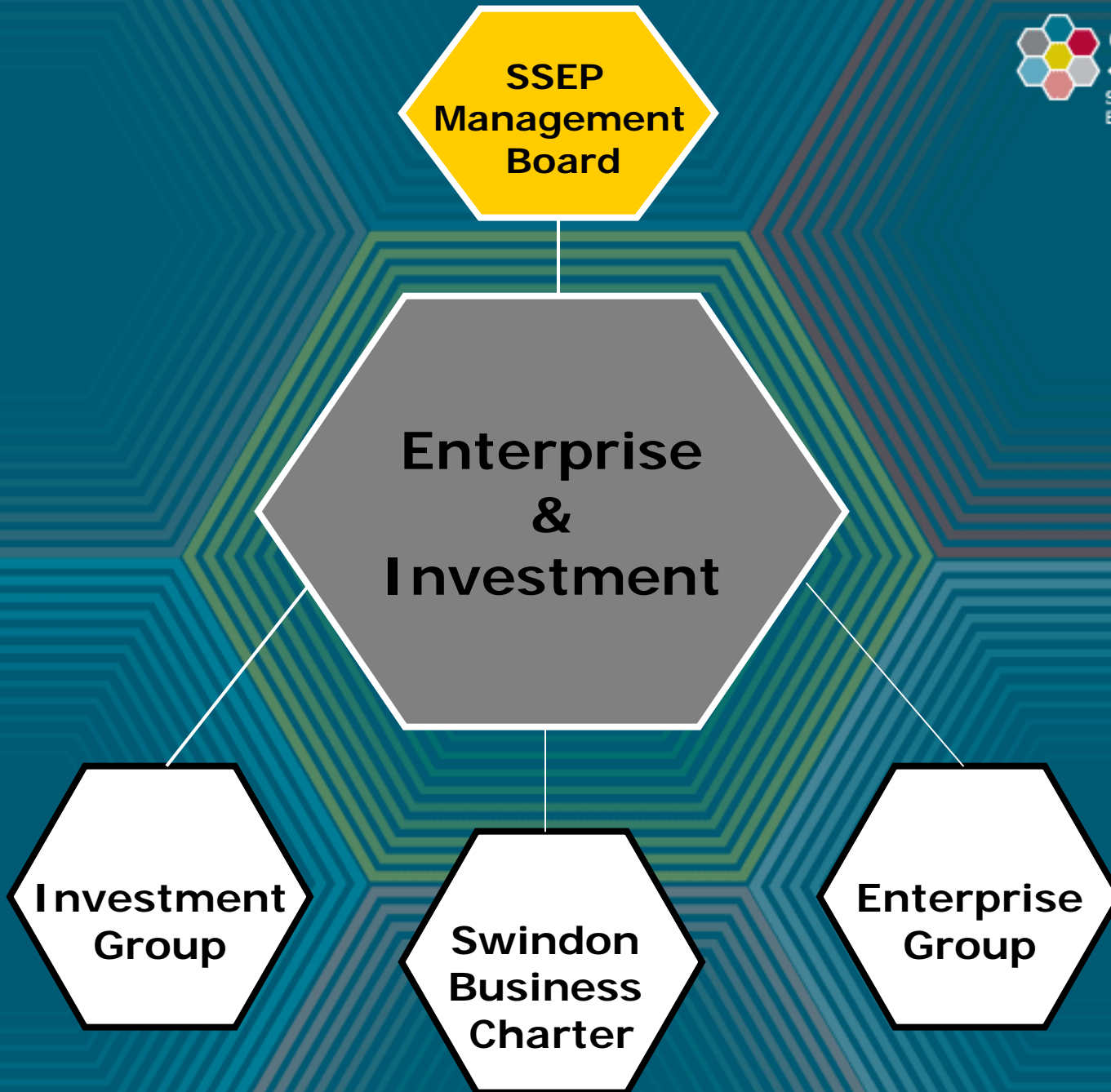
Role and purpose

To deliver the Economic Development Vision for Swindon by co-ordinating & supporting all the activities of the sub groups, maintaining a focus on partnerships, delivery and communication of results

Priorities for 2009

- 1. To drive all of the sub groups in to delivering their projects**
- 2. To strengthen relationships with external economic development bodies at the local, regional, and national levels**
- 3. To lobby and influence the activities of all partners to benefit Swindon's economy**
- 4. To establish good communication with members and partners**

Support: David Evans





**SSEP
Management
Board**

Vacancy

Enterprise & Investment Group

Role and purpose

To offer practical support to new and existing SME's.
To support existing business growth opportunities.
Co ordinate the new company investment enquiries.
Actively promote the New Business charter

Priorities for 2009

1. Deliver a "Dragons Den" competition
2. Deliver a New Business award
3. Double the number of companies signed up to the Business Charter

Support: Lawrence Murphy & Phil Merrick



**Enterprise
& Investment
Group**

James Lockhart



Investment Sub Group

Role and purpose

To support existing business growth opportunities,
and attract and co ordinate new investment to Swindon

Priorities for 2009

1. Communicate the support available to inward investors and to existing, growing businesses
2. To work with SBC services to change attitudes to business, and to reduce the barriers to investors
3. Liaise closely with the Marketing Group on its strategy to attract inward investors

Support: Lawrence Murphy

A grey hexagonal logo with a white border containing the text "Enterprise & Investment Group".

Enterprise & Investment Group

Ramona Derbyshire



Enterprise Sub Group

Role and purpose

To build a culture of enterprise in Swindon by encouraging new enterprise, and by strengthening the support available to existing SMEs

Priorities for 2009

1. Continue the 'Dragons Den' events, enhancing engagement from businesses, Schools and SBC Children's Services.
2. Deliver the 2009 Swindon New Business Competition
3. Increase the support available to small businesses, particularly through more effective web communications
4. Deliver initiatives to support local supplying & procurement
5. Deliver a focussed package of support measures to address the current recession

Support : Phil Merrick

Mark Beard

Swindon Business Charter

Role and purpose

To progress the Charter, ensuring commitment from within the Council and buy-in by Swindon businesses

Priorities for 2009

1. To increase the range of companies signed up to the Charter, and maintain ongoing communication with those businesses.
2. To evaluate the progress against meeting the Charter's commitments and challenges during the Summer
3. To roll out the Charter to other services within SBC, as well as to partner organisations

Support: David Evans

**SSEP
Management
Board**

Alan Fletcher

Major Employers

Role and purpose

Provide a network where major Swindon employers can meet each other and the Leader and Chief Executive of the Borough Council

Priorities for 2009

Continue the quarterly Major Employer events, having reviewed it to date, and gauged its perceived value amongst attendees.

Support: Bill Cotton



**SSEP
Management
Board**

Robin Bailey

Marketing

Role and purpose

To create life long customers for Swindon by: improving Swindon's image; developing and delivering marketing activity; creating key messages and resources for organisations to adopt; and building a strong, clear, consistent, relevant and well-managed image.

Priorities for 2009

1. Promotion via web site and PR
2. Provide marketing support to SSEP projects, such as Business Charter, Ambassadors Programme

Support: Sinclair Brown

Marketing Group

Media Sub Group

Role and purpose

To raise the profile and work of the group with the local community, creating buy-in by harnessing PR opportunities and creating links with media organisations

Priorities for 2009

To establish closer relationships with all media to improve communication re marketing Group activities to Swindon businesses and residents

Support: Sinclair Brown

Marketing Group

Sinclair Brown

Visit Swindon Sub Group

Role & Purpose

To increase visitor numbers in areas of business tourism, conferencing, shopping and leisure in collaboration with Visit Wiltshire Tourism Partnership

Priorities for 2009

1. Improve engagement with Swindon tourist organisations
2. Develop marketing and PR plans with Visit Wiltshire
3. Market research re Swindon visitor potential

Support: Sinclair Brown



**SSEP
Management
Board**

Joanne Stagg

Policy

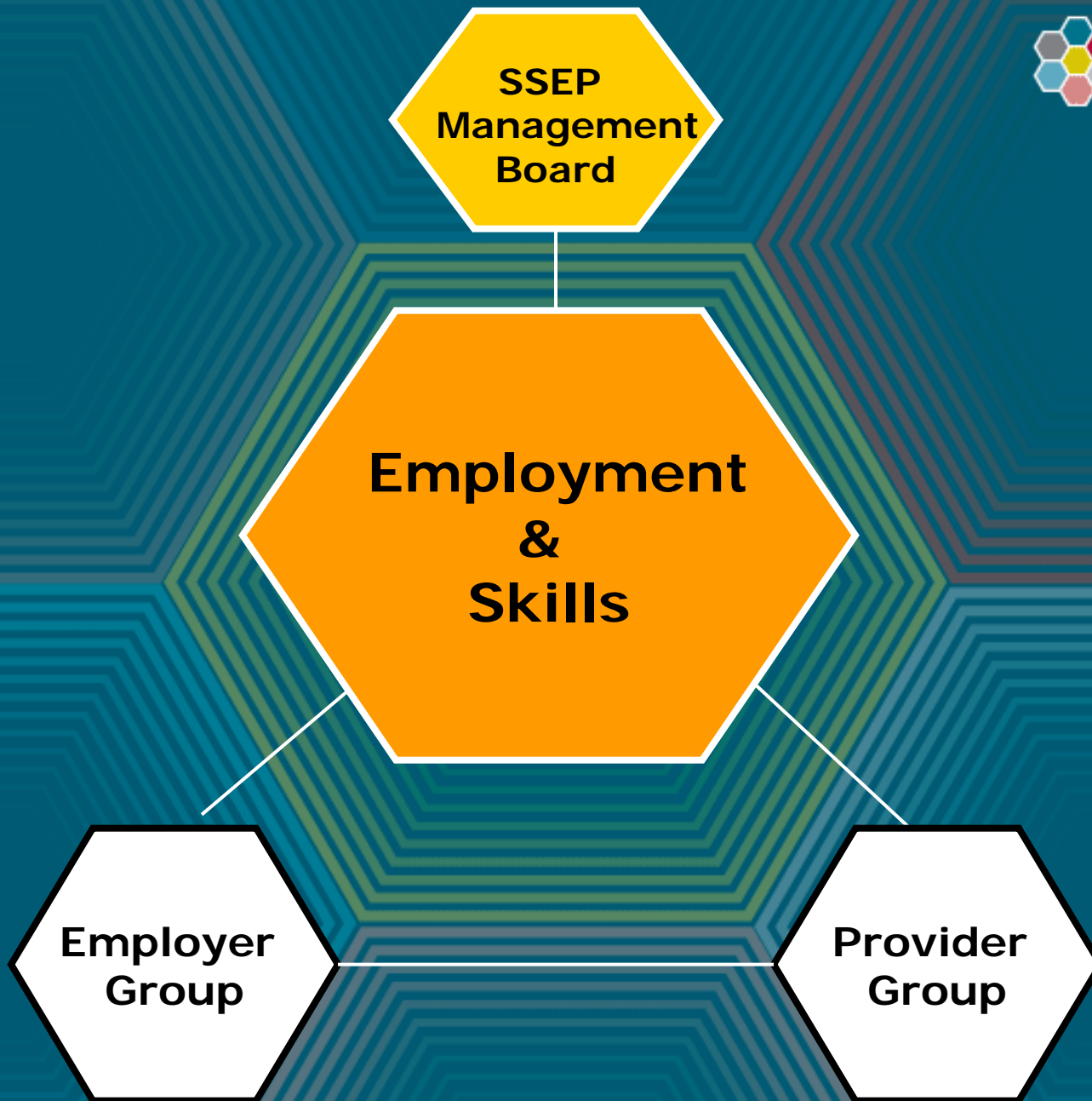
Role and purpose

To provide expert policy advice and to undertake specific tasks that will inform the management board's decision making

Priorities for 2009

1. Produce regular information to inform strategy, including the 2009 Economic Assessment, particularly on the effects of the recession on Swindon's economy
2. Finalise preparation of the Workspace Strategy and the Central Area Strategic Framework and submit recommendations to the Board
3. Review delivery of LAA Priorities across all Blocks
4. Set up a Lobby Sub Group to attract more resources to Swindon

Support: David Evans



SSEP Management Board

John Davies

Employment & Skills

Role and purpose

To develop a local workforce with the right skills base for our economy and tackle economic inclusion

Priorities for 2009

1. Support businesses and their employees during the current economic downturn through the Swindon Action Force
2. Progress the group's key projects with business input, specifically:
 - Union Square Skills Exchange
 - NEETS Mentoring Programme
 - South West Centre of Manufacturing Excellence
3. Attract funding from Government and EU sources to support employment and skills development, including by meeting LAA indicators.

Support: Peter Snowman

**Employment
& Skills
Group**

John Davies

Employer Group

Role and purpose

To articulate the skills and employment needs of Swindon businesses

Priorities for 2009

Build representation from a cross section of
Swindon's businesses to identify needs

Support: Peter Snowman

Employment & Skills Group

Vacancy

Provider Sub Group

Role and purpose

To coordinate delivery of training and inclusion programmes that meet employer and communities' needs

Priorities for 2009

1. Ensure representation from relevant agencies
2. Deliver key projects within the Employment & Skills Group
3. Deliver projects to achieve LAA II targets

Support: Peter Snowman & Tiso Fiaola



**SSEP
Management
Board**

Rikki Hunt

Projects

Role and purpose

Develop and facilitate transformational projects

Priorities for 2009

Progress the delivery of key projects, namely:

- **Ambassadors Scheme**
- **New University in Swindon**
- **Science Museum**
- **Central Area Action Framework**

Support: Peter Snowman

**SSEP
Management
Board**



Cllr Phil Young

Regenerating Places/Growth

Role and purpose

To create a vibrant and sustainable Swindon

Infrastructure Delivery Board

The New Swindon Company

InSwindon Business Improvement District Company

Wilts and Swindon Rural Regeneration Partnership

Old Town & West Swindon

Neighbourhood renewal partnerships

Support: Various



**SSEP
Management
Board**

Mike Pringle

Culture & Creative

Role and purpose

To develop and unite the cultural offer

Priorities for 2009

- 1. To establish an effective structure to deliver the Cultural Strategy amongst all partners**
- 2. To raise awareness of Swindon's cultural offering**

Support: Michelle Finch

**SSEP
Management
Board**

David Evans

**Partnership Manager
David Evans**

Priorities for 2009

1. Ensure the effective support of all SSEP groups
2. Recruit new business people to the SSEP
3. Ensure Value for Money of SSEP expenditure

Group Managers

1. Build the membership and capacity of each sub group
2. Ensure the delivery of the Sub Group work programme