

1. Consultation Summary Tables

Vision

| Vision | Theme | No. of Comments | Response | Recommendation |
|--------|--------------------------|-----------------|---|--|
| | Town Centre Regeneration | 17 | 33% of respondents stated that Town Centre Regeneration should be a priority. | Theme 4 - Town Centre Regeneration responds to this. |
| | Strategy & Delivery | 10 | 20% of respondents would like to see more evidence about how the strategy will be delivered | Delivery Plan/Action Plan will demonstrate this. Further explanation around the next steps and how the delivery plan will be formed and referenced at the beginning of the strategy. |
| | Infrastructure | 5 | 10% of respondents would like to see improvements to infrastructure to help support and mitigate growth | Theme 3 - Land & Infrastructure responds to this. There were concerns that there is no reference to health care which has now been addressed. |
| | Marketing & Perceptions | 4 | 8% of respondents think changing perceptions of Swindon and re-marketing the town need to be prioritised. | Theme 1 - Business Growth now responds to this, Switch onto Swindon campaign and Ambassadors programme will help with this |
| | Heritage | 2 | A number of comments were mentioned about preserving the heritage of the town centre | Whilst the importance of heritage is mentioned, more emphasis has been placed on this throughout the strategy. Included as part of the vision. |

Themes

Business Growth

| Business Growth | How strongly do you agree that this is an appropriate focus for Swindon? | Responses |
|-----------------|--|-----------|
| | Strongly agree | 22% |
| | Agree | 59% |
| | Don't know/unsure | 4% |
| | Disagree | 7% |
| | Neither | 7% |
| | Strongly disagree | 0% |

| Business Growth | Theme | No. of Comments | Response | Recommendation |
|-----------------|--------------------------------|-----------------|--|--|
| | Strategy & Business Engagement | 6 | 24% of respondents stated the strategy for business growth needs to be tweaked including; ALL business should focussed on, not just top 100 / diversification of types of business | Theme 1 - States business diversification is the aim; however, this has been re-emphasised throughout the document. Made tweaks to wording to ensure the 'Top 100' businesses are not referred to in the strategy. |
| | Skills & Education | 5 | 20% of respondents raised skills and education as an issue for business growth and that, they needed to be improved before business growth would take place. | Theme 3- Education and Skills addresses how skills and education are going to be improved to meet business need. |
| | Infrastructure | 5 | 20% of respondents felt that infrastructure should be improved to support and encourage business growth. This included roads, broadband and employment land. | Theme 2 - Land & Infrastructure sets out what infrastructure aspirations will be brought forward. |

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| | Town Centre Regeneration | 5 | 20% stated that town centre regeneration is also key for business growth. Including attracting retailers, employers and employees to the area. | Theme 4 - Town Centre Regeneration identifies how it will attract new business but message about improving the town centre offer for both existing and new residents has been emphasised. |
| | Delivery | 3 | There were again some concerns around how some of the objectives were going to be delivered. | Further explanation around the next steps and how the delivery plan will be formed has been included upfront. |

Note: % of comments made not total respondents.

Housing, Land & Infrastructure

| Housing, Land & Infrast. | How strongly do you agree that this is an appropriate focus for Swindon? | Responses |
|--------------------------|--|-----------|
| | Strongly agree | 36% |
| | Agree | 42% |
| | Don't know/unsure | 1% |
| | Neither | 5% |
| | Disagree | 2% |
| | Strongly disagree | 13% |

| Housing, Land & Infrast. | Theme | No. of Comments | Response | Recommendation |
|--------------------------|---------------------------|-----------------|---|--|
| | Infrastructure | 11 | Around 30% of respondents stated infrastructure improvements were important and that sufficient improvements were needed to match growth aspirations. These include; broadband improvements, better quality employment land and improved roads. Health not being mentioned as part of this theme was also raised again. | Mainly addressed within the theme however health and community infrastructure within this section has now been included. |
| | Housing | 10 | Over 25% discussed housing, there was a concern about the of type housing. Some respondents are worried Swindon will become a commuter town others are concerned that it will be a location for starter homes due to affordability. A number of respondents felt that extra housing was not needed and Swindon should grow sustainably. Housing should be built on brownfield land whilst green field land should be preserved. | More emphasis has been placed on a balanced mix of tenure for all housing i.e. affordable, family homes, young professionals etc. within this section. |
| | Green Space / Environment | 6 | Over 15% of respondents felt that green space needs to be given careful consideration | Sustainable development has been referenced in this section. |

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| | Town Centre Regeneration | 5 | Close to 10% felt that town centre regeneration and culture and leisure were key to attracting people to the area to live and work. | Theme 4 - As above, Town Centre Regeneration identifies how it will attract new business. Message about improving the town centre offer for both existing and new residents has been emphasised. |
| | Delivery | 2 | As with previous comments, the delivery of how and when what is proposed will be delivered has been questioned. | Further explanation around the next steps and how the delivery plan will be formed has been included upfront. |

Note: % of comments made not total respondents.

Education & Skills

| Education & Skills | How strongly do you agree that this is an appropriate focus for Swindon? | Responses |
|--------------------|--|-----------|
| | Strongly agree | 46% |
| | Agree | 38% |
| | Don't know/unsure | 1% |
| | Neither | 7% |
| | Disagree | 3% |
| | Strongly disagree | 4% |

| Education & Skills | Theme | No. of Comments | Response | Recommendation |
|--------------------|---------------------------|-----------------|---|---|
| | University | 10 | 35% of respondents mentioned a University is needed to address skills shortages and education levels across Swindon. | A higher education strategy is being developed for Swindon and Wiltshire. Swindon Borough Council are engaging with a number of higher education providers to ensure that residents have enhanced access to more options for higher education |
| | Schools | 5 | Around 20% of respondents felt stated that school performance should be improved and addressed, especially as schools in Swindon are currently under performing nationally. | Theme 3 - Covers this, however a stronger message of how this may be achieved has been included within this section. |
| | Apprenticeships/Vocations | 3 | 10% of respondents feel more apprenticeships and vocational courses should be available. With one respondent stating the current process of recruiting apprentices has not been good. | Theme 3 – States that apprenticeships and vocational education will be a priority. Ambitious apprenticeship growth targets are on target to be met. |

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| | Aspirations | 2 | 7% of respondents felt that the aspirations of children and also parents need to be improved to help raise educational attainment. | Theme 3 - Reference to raising of aspiration. Wording will be changed to address these concerns. |
| | Delivery | 2 | A number of responses state their concern about how these improvements will be delivered, particularly in times of austerity, | Further explanation around the next steps and how the delivery plan will be formed has been included in the early sections of the strategy. |

Town Centre Regeneration

| Town Centre Regen. | How strongly do you agree that this is an appropriate focus for Swindon? | Responses |
|--------------------|--|-----------|
| | Strongly agree | 52% |
| | Agree | 34% |
| | Don't know/unsure | 1% |
| | Neither | 5% |
| | Disagree | 3% |
| | Strongly disagree | 4% |

| Town Centre Regen. | Theme | No. of Comments | Response | Recommendation |
|--------------------|-------------------------------------|-----------------|---|---|
| | Town Centre Regeneration (Holistic) | 35 | Over 70% of respondents stated that Town Centre Regeneration was required and the town centre as a whole needs investment. | These were overall comments of support for town centre regeneration rather than specifics.. |
| | Heritage | 10 | Over 15%of respondents commented on the importance of preserving the heritage of Swindon TC as part of the Town Centre Regeneration | Theme 4 - Refers to heritage preservation as part of the Carriage Works, but there is no specific reference to enhance/preserve other heritage sites. A more general aim to preserve the heritage of the town centre as part of the regeneration process has been included. |
| | Competition | 10 | Close to 15%of respondents stated that regeneration should aim to bring Swindon in line with competing centres such as Milton Keynes, Oxford and Bristol. | Theme 4 - No direct reference to competing with other centres. However, some of the aims & objectives have been re-worded to reflect future ambition to improve the town centre offer and compete with other regional centres. Swindon retail and leisure needs assessment highlights ambitions to maintain Swindon's market share, and this evidence has been referred to. |

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| | Office Stock | 7 | Around 10% of respondents felt that there is too much office stock within the town centre and the vacant office stock should be used for housing. | Theme 4 - New office stock relates to Grade A office stock, rather than general office stock. A number of offices have already been converted to residential with some more in the pipeline. Feedback from agents is that office stocks are at 15-year low; and feedback from businesses suggest more options for office stock in the town centre now required urgently. |
| | Culture & Leisure | 3 | A number of comments stated that the culture and leisure offer in the town centre needs to be improved. This would encourage more people to visit the town centre as well as live and work in Swindon. | Theme 4 – Drawn out the messages relating to the North Star Leisure Hub and SMAG more strongly to address this issue. |

Note: % of comments made not total respondents.

Priority Sector

Automotive & Aerospace

| Automotive & Aerospace | How important do you think this sector is to the Swindon economy and local employment? | Responses |
|------------------------|--|-----------|
| | Very important | 67% |
| | Fairly important | 24% |
| | Don't know/ unsure | 3% |
| | Not very important | 3% |
| | Not at all important | 3% |

| Automotive & Aerospace | Do you have any further comments to add? | No. of Comments | Response | Recommendation |
|------------------------|--|-----------------|--|--|
| | Strategy | 5 | Over 30% of respondents raised the point of whether the automotive industry is still a prominent sector. A number of respondents stated that it fluctuates and Swindon should not put all its eggs in one basket | Aerospace and Adv. Engineering are also included within this section. Advanced engineering has also been stated in the title of this particular sector. However the point remains that Swindon has high employment in adv manufacturing (10,000 employees or 15% of all workforce - significantly more than would be expected on a pro rata basis). Swindon is developing closer linkages with the The strategy now details the work with Midlands Engine over the next few years to grow the supply chain and |

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| | | | | attract more inward investment in this sector. |
| | Brexit | 4 | Around 25% of respondents felt that Brexit was a risk with a number of comments stating that the Swindon economy was not diverse enough. | The implications of Brexit and the council's response are reflected within the Economic Strategy. Whilst it is referenced at the beginning, Brexit has been given further prominence throughout the document. |
| | Diversification | 4 | Close to 25% of respondents stated concerns regarding diversification and dependence on this sector. | There are a number of priority sectors highlighted as part of this strategy which demonstrates ambitions for greater diversity. More emphasis could be put on diversifying the size of businesses in Swindon. |
| | Skills | 2 | Around 10% of respondents mentioned skills. These were not specific to aerospace and automotive however. | Theme 2 - These are addressed in this section of the strategy. |
| | Encourage Fintech | 1 | Encouraging Fintech was also suggested. | Fintech is included within financial services. Fintech is a growing sector in Swindon |

Note: % of comments made not total respondents.

Digital

| Digital | How important do you think this sector is to the Swindon economy and local employment? | Responses |
|---------|--|-----------|
| | Very important | 71% |
| | Fairly important | 22% |
| | Don't know/ unsure | 3% |
| | Not very important | 3% |
| | Not at all important | 1% |

| Digital | Do you have any further comments to add? | No. of Comments | Response | Recommendation |
|---------|--|-----------------|--|---|
| | Encourage Growth | 8 | Over 45% of respondents felt this was an area that needed further encouragement for growth. | Comments were of support for this sector and therefore do not require a response. |
| | Skills | 4 | 25% of respondents felt that skills were a barrier for this particular sector | Whilst skills for digital have not been specifically referenced within the strategy, Theme 3 sets out the councils ambitions to improve skills for key sectors and businesses within Swindon. |
| | Strategy | 3 | Around 15% commented on the strategy of prioritising digital. Sector fluctuations were a concern as well as the value to the local residents, as skills would need to be imported. | Links to the recommendation above regarding skills and ensuring that Swindon can or will have the skills to meet its priority sectors. |

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| | Compete | 2 | Over 10% were concerned that Swindon may not compete with other digital hubs such as Bristol | The strategy now indicates that Swindon could potentially complement digital clusters such as Bristol and London |
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Note: % of comments made not total respondents.

Financial & Professional

| Financial & Prof. | How important do you think this sector is to the Swindon economy and local employment? | Responses |
|-------------------|--|-----------|
| | Very important | 72% |
| | Fairly important | 22% |
| | Don't know/ unsure | 1% |
| | Not very important | 5% |

| Financial & Prof. | Do you have any further comments to add? | No. of Comments | Response | Recommendation |
|-------------------|--|-----------------|--|--|
| | Diversification | 4 | Over 25% of respondents felt that Swindon needs to diversify away from finance. A number of comments felt that overreliance on this sector could have a severe impact in the wake of another economic down turn. | There are a number of priority sectors highlighted as part of this strategy which demonstrates ambitions for greater diversity. Swindon is a major centre for financial services and is likely to continue to be. Professional services (accountancy, legal) has been a major source of employment growth in Swindon in last 5 years |
| | Strategy | 3 | 13% of respondents stated that this not be the correct strategy. Respondents commented about the actual value to the local economy due to jobs in this sector being of low value, due to on shoring etc. | This sector provides a large amount of employment in Swindon and generates a significant proportion of GVA, therefore it is difficult to discount as a priority sector. |

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| | Greater value to local economy | 3 | 13% felt that Swindon does not benefit from this high value sector due to lower paid jobs being located in Swindon. | Whilst this may be the case compared to London these jobs still generate a significant proportion of GVA in Swindon. |
| | Skills | 1 | 6% stated there weren't the necessary skills to grow this sector in Swindon. | Links to the previous recommendation regarding skills and ensuring that Swindon can or will have the skills to meet its priority sectors. |
| | University | 1 | 6% stated a university is needed in Swindon | This is a common theme throughout the report and politically charged. A higher education strategy for Swindon and Wiltshire is being developed. Relationships with higher education providers are being increasingly developed to provide more options for residents to access HE |

Note: % of comments made not total respondents.

Pharmaceuticals

| Pharmaceuticals | How important do you think this sector is to the Swindon economy and local employment? | Responses |
|-----------------|--|-----------|
| | Very important | 57% |
| | Fairly important | 32% |
| | Don't know/ unsure | 1% |
| | Not very important | 10% |

| Pharmaceuticals | Do you have any further comments to add? | No. of Comments | Response | Recommendation |
|-----------------|--|-----------------|---|---|
| | Skills | 2 | 25% of comments referred to lack of skills available to drive this sector. Respondents felt that local people and school children should be upskilled to match the labour demand in this sector | As above. |
| | Education | 1 | 13% stated that education is key in supporting this sector with a particular focus on a University | As above. |
| | Compete/Complement | 1 | 13% of comments referred to Swindon complementing the life sciences sector which is prominent in Oxford and Cambridge. Comments also stated that it would help Swindon retain skills and compete with Bristol and London. | It has now been highlighted within the strategy how Swindon could complement Oxford which is a hub for health sciences. |

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| | Strategy | 1 | 13% of comments stated that there has been a decline in large pharmaceutical companies in favour of a more diverse industrial structure. | Whilst this may be true in some cases, Swindon could still play a role in complementing the med tech sector in Oxford and which is still growing. Pharmaceuticals also falls under Life Sciences which is one of the LEPs priority sectors. |
|--|----------|---|--|---|

Note: % of comments made not total respondents.

Low Carbon

| Low Carbon | How important do you think this sector is to the Swindon economy and local employment? | Responses |
|------------|--|-----------|
| | Very important | 47% |
| | Fairly important | 38% |
| | Don't know/ unsure | 2% |
| | Not very important | 11% |
| | Not at all important | 2% |

Business Responses

| Age | Age | Count |
|-----|--------------------|-------|
| | 35 to 64 years old | 6 |

| How long have you lived in Swindon? | Length of time | Count |
|-------------------------------------|----------------|-------|
| | Over 5 years | 6 |

| In which sector/sectors does your business currently oper... | Sector | Count |
|--|---------------------------------|-------|
| | Accommodation & food | 1 |
| | Electricity, gas & steam supply | 1 |
| | Financial & insurance | 1 |
| | Information & communication | 1 |
| | Manufacturing | 1 |
| | Other service | 2 |
| | Professional, science & tech | 2 |
| | Real estate | 1 |
| | Wholesale & retail | 2 |

| If so please provide more detail... | Sector | Count |
|-------------------------------------|-----------------|-------|
| | Pharmaceuticals | 1 |

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| | Signage and Media | 1 |
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| Size | 0 to 4 | 4 |
| | 10 to 49 | 3 |
| | 250+ | 3 |
| | 5 to 9 | 2 |

Vision - Business Responses

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|--------|----------------|---|
| Vision | Agree | 7 |
| | Disagree | 1 |
| | Strongly agree | 4 |

| Vision Comments | Response | No. of Comments | Recommendation |
|-----------------|--|-----------------|--|
| | As a vision, it's good, but it's short on detail especially with respect to transport. If we are looking to reinvent Swindon for a new age, we need to look at improving transport links around the circumference, rather than just radially as we currently do. A monorail system linking the residential suburbs, the business zones and the retail areas. | 1 | The delivery plan will contain more detail. A Transport Strategy for Swindon is being worked on that will take into account longer term strategic transport needs. The Strategy needs to be ambitious, and to attract funding from local, regional and national government. Improved way-finding will take place as part of the Transport Strategy, and the car parking strategy has a number of recommendations about improving signage. These are being worked up into business cases - in order to gain investment in transport projects, we must be able to demonstrate that the benefits exceed the costs, over |
| | I agree with this strongly finding myself and our company wanting to play an active part and full integration in these plans and where we can help with the delivery. | 1 | |
| | I think it plays to the audience rather than the towns strengths. Every town everywhere has a similar vision and none but the largest will achieve it. A skinny man does not aspire to be a weightlifter. I am not suggesting you downscale ambition, simply focus on what the town is good at. This is not a "most innovative" place and will never gain the investment to be one. It's a feeder town for innovation and could be the BEST at feeding the areas that are exploding such as London/Cambridge.... | 1 | |

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| | If this was the plan I would agree to some extent but unless the transport strategy allow cars into the Town and stops favouring empty buses it will fail. We need more people living in homes in the Town Centre in houses as well as apartments - with parking and open green spaces for people to meet. Shops will then be better supported and stop trying to compete with the Outlet Village we supported. | 1 | timescales set out by DfT and other investors. The Local Plan recognises the potential role of the town centre in meeting housing need and a number of schemes are being developed to increase housing supply in the town centre. |
| | Town centre ambiance and atmosphere needs to be addressed with improved wayfinding, cleaning and car parks. Only then can you deliver enhanced attractiveness as a place to live, work and play | 1 | |
| | We really must sort out the Town centre- it's a really sorry state at the moment and appears to be getting worse | 1 | |
| | With the road and rail network we should be a bigger business hub, that said both of these need improving. | 1 | |

Themes - Business Responses

Business Growth

| | | | |
|-----------------|----------------|---|--|
| Business Growth | Agree | 7 | |
| | Strongly agree | 5 | |

| Business Growth - Comments | Response | No. of Comments | Recommendation |
|----------------------------|---|-----------------|--|
| | Need to look at Town centre rents and business rates if you really want to achieve this | 1 | Town centre rents are set by private commercial owners. Business rates are set nationally but are likely to reduce in the town centre following a national review of business rates. Skills is a key priority for the council and aligning these to the needs of businesses. The Economic Strategy is an overarching document that sits above other strategies and links them together into a cohesive plan. We do speak routinely to our largest businesses as these are our largest employers. However our business growth |
| | We want to play a key part growing and training future generations in skills to maintain to business and growth opportunities now and in the future. | 1 | |
| | To deliver this you need a young workforce that have employability skills | 1 | |
| | Business in the Town are poorly supported. We have an out of date Town Centre Masterplan and the Economic Strategy has cribbed bits of other plans. Neither are 'joined up' and both woefully out of date. The Town Centre Masterplan dates from 2009. Nobody asks businesses what they want - the council has contact details for every business via Business rates. | 1 | |
| | BUT .."Work in partnership with our Top 100 employers." the same old trap of thinking that all the best ideas come from the big boys and girls. Such a tired old tune | 1 | |

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| | | | service makes SMEs a priority |
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Housing, Land & Infrastructure

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|--------------------------|----------------|---|
| Housing & Infrastructure | Agree | 6 |
| | Disagree | 1 |
| | Neither | 1 |
| | Strongly agree | 3 |

| Housing & Infrastructure - Comments | Response | No. of Comments | Recommendation |
|-------------------------------------|--|-----------------|---|
| | Affordable housing is a critical part of the mix and not just the bare minimum that developers have to include to get planning permission. While the goal is to have a high technology, high wage economy, there will still be the need for the service sector to support this and the workers in these sectors need to be able to afford somewhere decent to live. | 1 | Swindon is one of the most affordable places to live in the south of England. Land and property prices are low here - which is both good and bad. Good in that it attracts businesses and encourages residents. But bad in that it impacts adversely on the viability of new development. Through our One Public Estate (OPE) programme we are working to ensure mixed tenure housing sites come forward and that they attract key workers (teachers, young professionals, healthcare workers). We recognise that our highly skilled workers tend to live elsewhere and we are working with developers through JV agreements to improve the |
| | The supply of high-quality employment land, in locations that are attractive to businesses, is a pressing issue for existing companies as they strive to remain competitive. There are simply not sufficient suitable sites in Swindon to allow for the expansion (and retention) of existing manufacturers. Conversely, the lack of available sites deters inward investment, which is currently being deflected to other towns and cities that have been more successful in bringing forward new employment locations. There is also a requirement to bring forward sites which offer a mixture of potential tenures, including options for freehold purchase as well as leasehold arrangements. The Economic Strategy indicates that Junctions 15 and 16 have the greatest potential for growth. We endorse this view and | 1 | |

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| | But infrastructure is important and currently swindon doesn't have this at the moment. The roads and amenities are lacking. | 1 | quality of homes to encourage more highly skilled employees to live in the borough to improve sustainability. Allocating sufficient employment land is important to encourage sustainable economic growth - creating jobs to go alongside housing growth. We will do this through our strategic employment land allocations. In a land-locked urban authority, land is in limited supply, and over time it will become more important to utilise our existing land more effectively. Refurbishing and intensifying uses on our existing employment land will become more important over time. |
| | SBC on one hand are attracting interest from 'Distribution Centres' which take large sites and offer low pay and low skill employment where staff are unable to afford homes nearby. New homes sites simply attract out of Town residents looking for somewhere cheap to live whilst they work elsewhere | 1 | |
| | This needs BALANCE with environmental factors. Yep we need more housing but we also aspire to be a great place to live in so lets go and build a ton of homes next to Coate Water.... | 1 | |

Education & Skills

| | | |
|--------------------|----------------|---|
| Education & Skills | Agree | 2 |
| | Neither | 2 |
| | Strongly agree | 7 |

| Education & Skills - Comments | Response | No. of Comments | Recommendation |
|-------------------------------|---|-----------------|--|
| | Great aspiration. However having recently tried to recruit an apprentice via New College there's an awful long way to go. I thought their efforts and grasp of the needs of businesses was appalling (I'm talking about the college not the recruits) | 1 | A significant amount of resource is going into improving schools performance in Swindon. We are addressing aspirations through our work with the Skills Board in Swindon. Work to improve Apprenticeships will continue. |
| | we wish to be one of the companies introducing training and apprenticeships working with higher education providers in Swindon for the benefit of Swindon. | 1 | |
| | Swindon schools are barely adequate, we need to have outstanding schools | 1 | |
| | Aspiration is the key | 1 | |
| | We need a university | 1 | |
| | Create a University campus or equivalent in this Town. Improve quality of vocational education. Create a centre of education for the leisure economy. | 1 | |
| | We need a tier one university here. It is the only way you will achieve this | 1 | |

Town Centre Regeneration

| | | |
|-----------------------------|----------------|---|
| Town Centre Regeneration | Agree | 2 |
| | Neither | 2 |
| | Strongly agree | 7 |

| Town Centre Regeneration | Response | No. of Comments | Recommendation |
|--------------------------|--|--------------------|---|
| | See my previous comment. The Town centre is awful and appears to be getting worse. I find it quite intimidating to walk through in the day quite often which is terrible | 1 | Wayfinding will be addressed through the car parking strategy, and transport strategy and business cases are being worked up. Town centre regeneration is a key priority for the council and we put significant financial resource into this. We are working with partners to accelerate housing delivery in the town. We need more office space otherwise Swindon will not attract new businesses. We are developing a business case to improve connectivity between North and South of the railway line. The office stock in Swindon is at 15-year low; |
| | As said before, the transport links need to improve town wide; also look to bring in more government departments as they are relocated from London. | 1 | |
| | Wayfinding needs to be improved. Ambiance of town centre needs improvement e.g. look, cleanliness, safety. These are the basic building blocks on which to improve the rest. Lose the fun fair and be aware of how retail is constricting e.g. who is buying who in the retail world and consolidating their portfolio. | 1 | |
| | To the above, we would add that Swindon must also continue to attract new residents who wish to live in the town centre. | 1 | |
| | This will need major work and investment. Our town centre is appalling. The lack of shops and roads in and out are poor at best | 1 | |
| | Do not build more offices so the same commercial sector can convert them to residential in 5 years. There is less demand for office than residential - this is accepted in other Town Centre but not ours. Increase delivery of houses as well as apartments. Re-zone parts of the Town Centre. We are 30 miles away from other shopping centres and leisure destinations - give people a reason to stay here. Connect to outlet village - find a use for Mechanics Institute and Carriage Works | 1 | |

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| | that doesn't involve spec office development. Stop ridiculous assumptions about bus use. Stand on a road - look at the empty buses and congested roads!! | | with very little in the town centre (see Loveday Swindon Commercial property market Spring 2017 report) |
| | "Increase the supply of town centre office stock" - no..improve it. There is loads of vacant stock most of it is terrible. Also sorry to be a broken record but high speed comms availability in central Swindon is still in the dark ages in places. How can it be that my firm cannot have fibre in SN1? | 1 | |

Priority Sectors - Business Responses

Automotive & Aerospace

| | | |
|------------------------|--------------------|---|
| Automotive & Aerospace | Fairly important | 3 |
| | Not very important | 1 |
| | Very important | 8 |

| Automotive & Aerospace - Comments | Response | No. of Comments | Recommendation |
|-----------------------------------|--|-----------------|---|
| | Aerospace and automotive are not a single sector, and businesses in the industry would not identify themselves as such. Both sectors are however important to the region's economy and efforts to promote clustering and supply chain development should continue. Swindon should however seek to build resilience across wider manufacturing sectors and acknowledge that both the aerospace and automotive industries rely on European-wide supply chains that will likely be disrupted by Brexit. Ultimately, should Honda or BMW close their plants (or Airbus close their Bristol operation) then the supply chain impacts will wipe-out the local automotive and aerospace presence. | 1 | Advanced engineering is a sector that is recognised by DiT and BEIS. We are trying to develop the manufacturing supply chain in Swindon and evidence suggests this is happening, slowly. We aim to accelerate this through work and strategic alliances with the Midlands Engine. Very much agree that increasing economic resilience by encouraging business growth in the SME and |
| | We are too dependent upon about 4 companies. A naive strategy that increases this could finish the Town if there is a downturn in this one sector. Look at new emissions rules, Brexit and how the companies named are inter | 1 | |

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| | dependent. | | start-up sector is important - this is a key tenant of the strategy. |
| | Obvious BREXIT concerns here. | 1 | |

Digital

| | | |
|---------|------------------|----|
| Digital | Fairly important | 1 |
| | Very important | 11 |

| Digital - Comments | No. of Comments | Recommendation | Response |
|--------------------|--|----------------|----------|
| | Especially if that workforce spend their salaries in their town because it is attractive enough for them to do so | 1 | |
| | These sectors rely upon the attraction of global talent and restrictions to migration therefore pose a threat to the growth of these sectors. A focus on skills development is therefore key. Again the growth of such sectors relies upon the provision of high quality employment space. | 1 | |
| | Many Indian IT workers are now working in Swindon, staying in Swindon and adding to Swindon's economy. We should identify their IT specialities and assess why there are so important and how we can 'in source' these sectors. | 1 | |

Financial & Professional Services

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| Financial & Professional Serv. | Fairly important | 1 |
| | Very important | 11 |

| Financial & Professional Serv. | No. of Comments | Recommendation | Response |
|--------------------------------|--|----------------|--|
| | Swindon acts as a near-shore location for many financial / professional services firms. The focus should be on climbing the value chain. | 1 | Our strategy aims to attract higher value HQ businesses in financial and professional firms. Swindon is increasingly home to larger regional professional firms - this has been one of the key drivers of employment growth over the last five years |
| | Nationwide suffers from our poor transport network and uses a failed Park & Ride - lets think ahead - where do they want to be located? The above named are all 'out of Town'? | 1 | |

Pharmaceuticals

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| Pharmaceuticals | Fairly important | 4 |
| | Not at all important | 1 |
| | Not very important | 3 |
| | Very important | 4 |

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| Pharmaceuticals | Response | No. of Comments | Recommendation |
| | This is potentially a growth area, although the economic strategy should recognise the decline of 'big-pharma' companies, in favour of a more diverse industrial structure. The comments regarding the commercial property market are misplaced - Swindon is increasingly perceived as lacking high-quality employment land and offices. Addressing this shortcoming is key to supporting this sector. | 1 | We will reference Wasdell Packaging in this sector. Agree pharms are one of the big growth opportunities over the next five years and the economic strategy will focus on attracting new SMEs in this sector; and also to collaborate with existing companies to encourage growth |
| | Declining. | 1 | |
| | You appear to have missed Wasdell Packaging which packs pharmaceuticals for worldwide export. Currently employing 600 | 1 | |

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| | people in Swindon the Company has plans to increase this to 1200 plus with three years | |
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Low Carbon

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| Low Carbon | Fairly important | 4 |
| | Not at all important | 1 |
| | Not very important | 3 |
| | Very important | 4 |

| Low Carbon | Response | No. of Comments | Recommendation |
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| | If we seek to lead the way in carbon reduction we need to look at the housing stock, all the new build needs to be better than the regulations currently require and we need to improve the existing. | 1 | Agree the housing stock needs to be a priority. Hydrogen is being rolled out across Swindon's fleet |
| | Changes in tax treatment means this is not a sure bet. No case for some of the proposals. Hydrogen is a headline scheme - years away from practical use. | 1 | |
| | I am not convinced of the employment importance more the environmental impact | 1 | |

Additional Comments

Other Formal Responses

| Business Growth | Response | Recommendation |
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| | Net economic growth and jobs come from SMEs and new started businesses. (see OECD report). | Theme 1 - Responds to this; as SMEs, start-ups and scales ups are a focus and priority within the strategy. |
| | Wealth is created by the private sector: the key is to create the circumstances where that can flourish better here (SWILTS) than elsewhere. | Theme 1 - Responds to this; creating the optimal environment for business growth is the overarching ambition within this theme. |
| | Establish key inter-locking networks that can become self-sustaining | Theme 1 - Responds to this; there are ambitions to further partnership working with Wiltshire Growth Hub, DiT and businesses. There are funding opportunities that have been identified as critical to business growth within the strategy. Carriage Works is also stated within the strategy as a major regeneration and business support project. |
| | Swindon's focus should be to create the socio-economic frameworks or eco-system that will enable Swindon to outperform the comparable cities (most of which have universities). This means creating a series of networks for support for: | |
| | <ul style="list-style-type: none"> •Mentoring •Scaling up • Funding – Angel Networks/ Co-funding/ Links to investment funds • Facilities - such as Carriage Works | |
| | This investment will yield the highest return in terms of jobs and ultimately wealth creation that will facilitate the achievement of some of the other social goals. The Carriage Works is a good start. This needs to be expanded very considerably in scope to accelerate growth and support the nascent enterprises. | |

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| Education & Skills | <p>Education attainment is a major drawback and needs addressing by the creation of Education attainment is a major drawback and needs addressing by the creation of</p> <ol style="list-style-type: none"> 1. Beacon School 2. University | <p>Theme 3 - A higher education strategy is being developed for Swindon and Wiltshire. Swindon Borough Council are engaging with a number of higher education providers to ensure that residents have enhanced access to more options for higher education. A significant amount of resource is going into improving school's performance in Swindon. We are addressing aspirations through our work with the Skills Board in Swindon.</p> |
| Town Centre Regeneration | <p>The plan covers essential improvements to the Town Centre and to the Arts/Museum both of which will address two other crucial drawbacks of the Swindon as a location. Without resolution of these then some businesses may actually move away.</p> | <p>Theme 4 - sets out all the plans for town centre regeneration, including the major development proposed for the Carriage Works. There are also references to SMAG which are aimed at improving the towns perception as a destination and important in attracting people to live, work and visit Swindon.</p> <p>There are a number of criteria for success for the town centre regeneration projects including: job creation, housing delivery, diversifying the business mix and delivering infrastructure. Cost per job measures will not take this into account.</p> |
| | <p>Carriage Works This is showing a £4m creating 1000 new jobs. By comparison to the other investments this is yielding jobs at much higher rate per £ invested/spent. £4k per job!!! I expect that it will be more. But this is still far better Job/£K than the other investments shown. Kimmerfields £58k/job; North Star £140k/job</p> <p>Carriage Works This is showing a £4m creating 1000 new jobs. By comparison to the other investments this is yielding jobs at much higher rate per £ invested/spent. £4k per job!!! I expect that it will be more. But this is still far better Job/£K than the other investments shown. Kimmerfields £58k/job; North Star £140k/job</p> <p>If the criteria is Job creation, then increasing the likely success and scaling up with more investment in the Carriage Works and the vital support services is likely to yield the best return for the community.</p> | |

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| Education & Skills | <ul style="list-style-type: none"> • 67% of pupils achieved expected level in Reading. • 60% in Writing 70% in Maths 2016. • 54% of children achieve 5+ GCSE's A*– C in 2016. <p>This is shockingly poor. Why are pupils not achieving 95-100% of the expected level in reading!!?</p> <p>While Education may not be a direct Council responsibility, creating the framework and demand for a step change in performance, or educational outcomes is essential to achieving the economic goals</p> | See previous recommendation in response to comment regarding Education & Skills |
| Digital | <p>This sector is probably the most dynamic globally. This should be a real focus, Swindon's proximity to Bath/Bristol/Oxford – but with much lower costs of housing should be highlighted more with a view to providing support services which will be better than those cities. This supports an argument for doubling or trebling the resource deployed to support new businesses and helping Scale up businesses.</p> | <p>Digital is included as a priority sector within the strategy as it is recognised as growing sector. The towns proximity to Bristol and London which are digital hubs is an advantage. The competitive house prices in Swindon are also highlighted throughout the strategy as distinct advantage to Swindon which will support its growth ambitions.</p> |