

Appendix 5

Undertakings transferring from Swindon Borough Council (SBC), the Cultural Partnership Limited (CPL) and The New Swindon Company (TNSC) to Forward Swindon Limited

Regeneration and development (TNSC)

- Facilitating development by working with the private sector to ensure highest quality of development in terms of design, environmental sustainability and supporting infrastructure.
- Driving forward the delivery of the Central Area Action Plan and influencing the wider planning policy of the Borough
- Managing the design and delivery of public realm projects
- Ensuring the effective estate management of investor and company assets in the Borough
- Acquiring and disposing of investments in land and property
- Negotiating development agreements
- Master-planning and producing Planning & Development commissioned by the Council
- Using Public sector land to facilitate development

Inward investment (TNSC)

- Searching pro-actively for inward investors
- Facilitating the expansion of existing companies and securing further investment from them. This will involve close liaison with SBC on planning and other issues
- Liaising with agents to facilitate expansions and relocations
- Managing up-to-date property databases, intelligence and data on Swindon.
- Providing relocation support to inward investors

Place Marketing (TNSC)

- Ensuring a coordinated and professional approach to the marketing of the town to potential businesses and investors, the public and voluntary sectors and the Government and its agencies.
- Developing the town's brand and image to ensure Swindon competes national and internationally.
- Undertaking market research to provide an evidence base for the Company's activity.
- Marketing venues and events in Swindon to wide ranging audiences.
- Developing and delivering a strategy to build Swindon's image as a leisure and business tourist destination.
- Managing the Big Screen in Swindon Town Centre

- Delivering marketing projects commissioned by SBC.
- Securing sponsorship and generating funding to help ensure the vision is a reality.
- PR and communications for Company projects

Economic Development projects (SBC)

- Developing and delivering projects that meet the aims and aspirations of the Swindon Economic Development and Regeneration Strategy and will collectively fulfil its objectives. This will include, but not be limited to, the development and facilitation of:
 - Skills and labour market projects
 - The University project – improving access to Higher Education
 - Business support and Enterprise development projects
 - Sector development projects including the Environment Technology Project in close conjunction with Honda, the Technology Strategy Board and key Universities.
 - Business liaison and interface

Cultural development (CPL)

- Developing new cultural activities and ensuring their success and popularity in Swindon.
- Supporting and enhancing the existing cultural opportunities in the town with a particular emphasis on marketing.
- Developing a vibrant Cultural Quarter in the town centre which attracts visitors and tourists to Swindon while providing popular facilities for Swindon's communities.

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