

**Appendix C - Business engagement**

Who we consulted	How it informed the draft ES
INFLUENCE (Nationwide, Zurich, Research Councils UK, Excalibur communications, Intel, Lloyds, SWLEP, Brunel Centre)	Helped to shape the four themes and suggested a number of priority actions to help us grow the economy.
Business service providers workshop with: Core Ventures, Thames Valley Chamber of Commerce, DIT (exporting), INSPIRE, Growth Hub, Worcester Black, Innovation to Succeed, Business West and The Enterprise Network	Agreed the key means to work together to support business growth, and identified priorities to support small start-up businesses and medium sized and larger businesses. Also prioritised ways to attract inward investors.
Federation for Small Businesses	Meeting being scheduled for April 2017 to identify how we work together to support business start-up and growth.
Swindon Investment Group (containing 12 commercial agents)  Thames Valley Property Forum	<p>The following priorities were identified:-</p> <ol style="list-style-type: none"> <li>1. Shortage of developable employment land generally. Acute shortage of land in excess of 10HA. Virtually no freeholds.</li> <li>2. Much of the land around Swindon is optioned for residential development. This increases land values above commercial rates. Further land must be allocated through the planning process.</li> <li>3. Shortage of high quality office space in town centre (free / discounted car parking critical to attract business occupiers)</li> <li>4. Must be ready with shovel ready sites to capitalise on electrification and being 45 minutes from London.</li> </ol>
Business 121s  (Fifty business interviews carried out), including:  Honda, BMW, Johnson	<p>The following priorities were identified:-</p> <ol style="list-style-type: none"> <li>1. Improvements to the strategic road network (A420 and A419) and a direct rail connection to Oxford. Public transport improvements (especially bus and rail) and continued</li> </ol>

Matthey, Oxford Brookes, Becton Dickinson, Dialogue Semiconductor, Catalent, Patheon, Dynamatic Technologies, Nationwide, Neptune, Innogy, Wilson Tools, Dynamatic	<p>improvement to strategic cycle network for Swindon based employees.</p> <ol style="list-style-type: none"> <li>2. Attracting skilled employees. Particular shortages in advanced engineering, software programming; and Swindon's identify / reputation can affect worker willingness to relocate to Swindon. Dependence on labour from EU countries. Higher quality housing may help to attract skilled residents and those in senior positions.</li> <li>3. Town centre regeneration to improve the culture, leisure and evening economy for business networking, including hotel spaces and town centre parking and station parking.</li> <li>4. Access to land to grow, particular shortage of freehold options. Leasehold employment land too expensive on design and build options and investment in assets increasingly a priority.</li> </ol>
Skills Board containing 50 business and education representatives	Agreed the skills priorities as set out in Swindon Skills Plan.
Switch onto Swindon Board	Reviewed the evidence base and confirmed the themes and actions were sensible and reflected their own views about Swindon. Helped to shape the actions.