

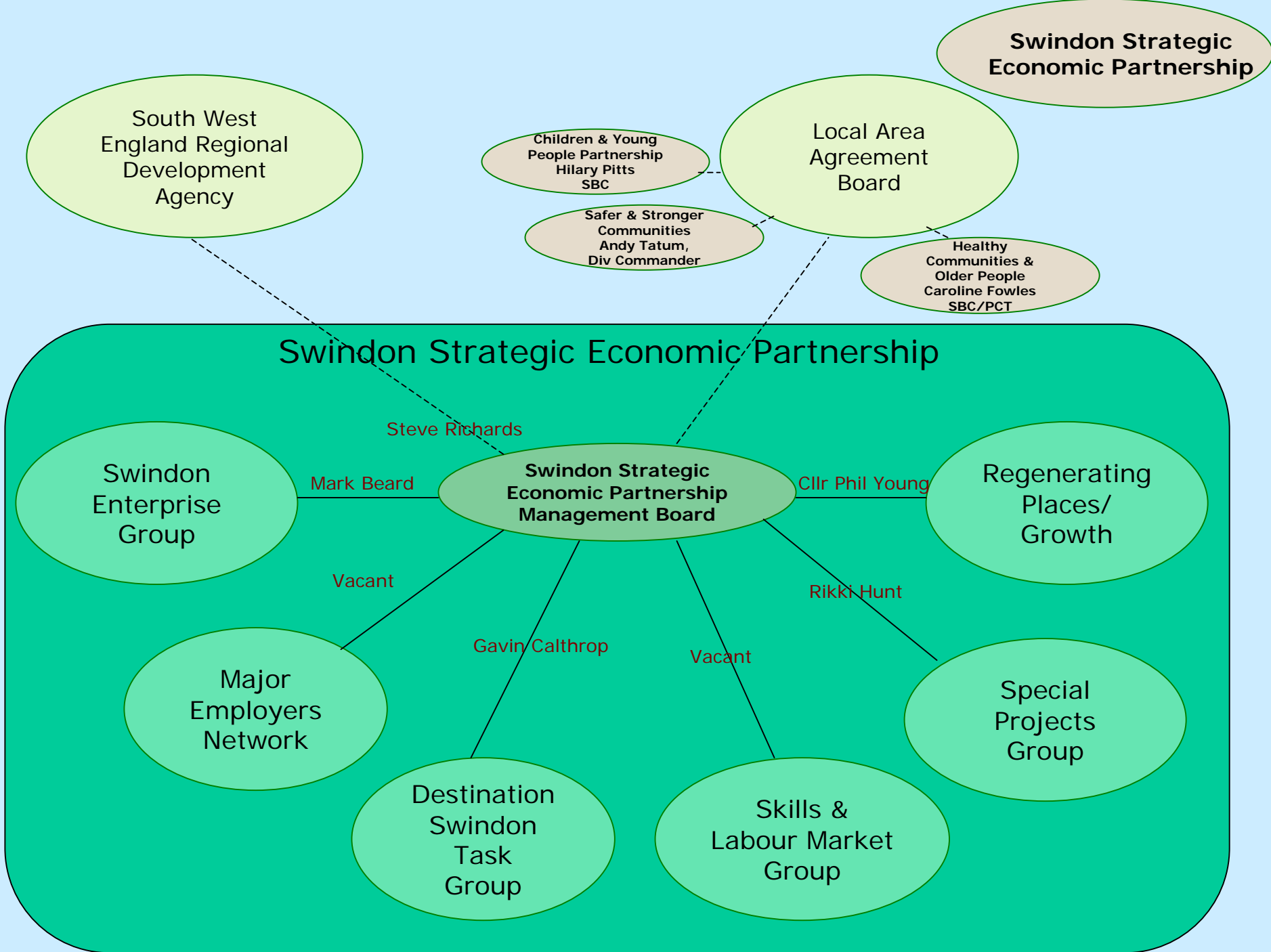
Swindon LAA

Economic Development & Enterprise Block

Creating "...the UK's Best
Business Location"

Rikki Hunt
Chairman

Swindon Strategic Economic Partnership



Enterprise Growth



Outcome 1: We will establish Swindon as the leading location in the UK, for new, relocating and existing businesses and encourage the growth and development of existing businesses.

<u>Indicators</u>	2006	2007	2008
Total Business Growth (number)	6207	6425	6810
Increase in self-employment(%)	9.8%	8.8%	12.5%
Increase in number of property deals	100	121	130

Skills



Outcome 2: We will develop a local workforce with the right skills base for our economy.

<u>Indicators</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Increase NVQ level 2 take up in Neighbourhood Renewal Areas (people)	362(283)	338	?

Digital Technology



Outcome 3: We will be a pioneer in the use of digital technology ensuring that all people have access to the benefits of the internet and IT.

Employment



Outcome 4: We will increase the proportion of working age people who are economically active, particularly in the Neighbourhood Renewal Areas.

Indicators	2006	2007	2008
Economic Activity 5% above national level (%)	5.6	5	5
Reduce average gap between Neighbourhood Renewal & Non NR Areas to 5% (%)	7.1	TBC	5

Vibrant Town



Outcome 5: We will establish Swindon as a national destination for cultural and leisure events and ensure that more of those who work in Swindon also live, shop and socialise in the Borough.

Indicators	2006	2007	2008
Increase visitors number to top attractions by 7.5%	7.5	-8.5	7.5
Increase overall shopping satisfaction in town centre	42	60	60
Decrease vacant premises in the Centre from 7 to 3.5%	7	4	3.5