

Swindon Strategic Economic Partnership

Swindon Enterprise Group

Action Plan April 2007

| Work Programme | Lead Partner (Support partners) | Aim | Activities | Budget 2007/08 |
|--|---|---|--|--|
| 1. Submission of a bid to the UK Enterprising Town competition | Swindon Borough Council (Cooperative Futures, TVCoC, New College, SWRDA) | To win the Regional and UK finals of the competition | Bid to be submitted to SWRDA 4/5/2007 | £1,000 to print bid brochures |
| 2. Encourage Enterprise amongst Young people | Young Enterprise (Business Link, Swindon College, SBC Youth Service, Cooperative Futures, EBPlus) | To implement a programme of activities to encourage young people in Swindon to become entrepreneurs. | To be drafted for 11/5/07 | tbc |
| 3. Support the growth of businesses through building the capacity of sectoral networks | Swindon Borough Council (Business Link, GWE, SWRDA) | To encourage business to business support by building and strengthening business led networks focussed around priority sectors in Swindon. | To identify sectoral based business networks in order to: <ul style="list-style-type: none"> • Build the capacity of existing networks to provide better services to businesses. • Create new networks where there are currently gaps and an identifiable need | £10,000 to enable research of existing networks, and pump priming/ support to networks |
| 4. Enhancing the level of support to new businesses in Swindon through Business Link | Business Link (other business support agencies) | To reinforce Business Link's role as the primary point of contact for start up business support in Swindon, and to enhance the level of support available to new businesses in the Borough. | To be drafted for 11/5/07 | tbc |
| 5. Supporting business growth through a business to business mentoring programme | GWE (UbiS, TVCoC) Private Sector | To enable new and fledgling businesses to learn from experienced business people. | To be drafted for 11/5/07 | tbc |
| 6. Enhance business links with China | Swindon Borough Council (South West RDA, UKTI, private sector) | To facilitate business engagement with China | <ul style="list-style-type: none"> • Establish a Swindon China Partnership with Shenzhen, enabling Swindon companies to export to China, and Chinese companies to invest in Swindon • Launch event in July 2007 for the partnership | £10,000 |
| 7. Introduce a programme of support to reduce carbon dependency amongst businesses | South West RDA/Business Link (Swindon Borough Council) | Introduce a programme of measures to encourage Swindon businesses to reduce their carbon dependency and mitigate their negative impact on the environment. | To be drafted for 11/5/07 | tbc |
| 8. Encourage innovation | GWE (Business Link, UBiS) Swindon College Private Sector | To encourage innovation within Swindon businesses. | To be drafted for June Meeting | tbc |
| 9. Creating opportunities for Social Enterprise | Cooperative Futures | To enable Social Enterprises to provide solutions to | To be drafted for 11/5/07 | tbc |
| 10. Providing research and analysis of the Swindon economy | Swindon Borough Council (GWE, UbiS) | To underpin the work of the Enterprise Group and partner organisations, through a better analysis and understanding of trends in the UK, Regional and Swindon economy. | To produce a 06/07 Swindon Economic Assessment in March 2008. | £5,000 |