

SSEP Role and Purpose

The Swindon Strategic Economic Partnership (SSEP) was set up in 2006 to lead on the delivery of the headline Local Area Agreement aim to assert Swindon as *The UK's Best Business Location*.

The SSEP is directly charged with the delivery of the Economic Development & Enterprise block of the LAA, and in doing so has coordinated the many successful activities that were being delivered to create enterprise alongside an exciting new agenda of business growth and innovation.

The SSEP is led by the private sector alongside all of the main players involved in economic development from the public and community sectors, plus those projects that are recognised as having the opportunity to transform Swindon's future. These include:

Private Sector: the Federation of Small Businesses, the new Swindon Chamber of Commerce, individual large and small businesses

Public Sector: Swindon Borough Council, the South West England Regional Development Agency, Business Link, the Learning and Skills Council, Job Centre Plus, Young Enterprise, schools, the FE and HE sector.

Community Sector: Social Enterprises, Youth Service, Swindon Learning Partnership

Transformational Projects: National Science Museum, the New Swindon Company.

One of the SSEP's first activities was the adoption of the Swindon Economic Development Vision and Framework which considers the strategic growth of Swindon over the period to 2026. It describes an ambitious scenario of sustainable and 'Smart' economic growth across the following four building blocks:

- Business Creation and Growth
- Regenerating and Creating Places
- Improving Swindon's Image and Culture
- Raising Skills and Labour Market Participation

Swindon Strategic Economic Partnership

Management Team

Rikki Hunt – Chairman (Special Projects)

Mark Beard – Beard Construction (Enterprise)

Councillor Phil Young – SBC (Regeneration)

Bill Cotton – SBC (Secretariat)

Gavin Calthrop – SBC (Destination Swindon)

Steve Richards – SWERDA (Best Practice)

2 Private Sector vacancies (Major employers, Labour market and skills)