



# swindonwiltshire

Local Enterprise Partnership

**Wiltshire Council**  
Where everybody matters



**SWINDON**  
BOROUGH COUNCIL

## AGENDA

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**Meeting:** Joint Strategic Economic Committee  
**Place:** Committee Room 6, Swindon Borough Council Civic Offices,  
Euclid Street, Swindon, SN1 2JH  
**Date:** Tuesday 1 December 2015  
**Time:** 2.00 pm

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### Membership:

Cllr David Renard (Chairman)	Leader of Swindon Borough Council
Cllr Baroness Scott of Bybrook O.B.E (Vice-Chairman)	Leader of Wiltshire Council
Cllr John Thomson	Deputy Leader and Cabinet Member for Communities, Campuses, Area Boards and Broadband
Cllr Brian Mattock	Deputy Leader of Swindon Borough Council and Cabinet Member for Health and Adult Social Care
Cllr Fleur de Rhé-Philippe	Cabinet Member for Economic Development, Skills and Strategic Transport
Cllr Garry Perkins	Swindon Cabinet Member for Economy, Regeneration and Skills

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**Non-Voting Membership:**

Mr Barry Dennington	Chairman of the Swindon and Wiltshire Local Enterprise Partnership (SWLEP)
Mrs Nicky Alberry	Vice-Chairman of the Swindon and Wiltshire Local Enterprise Partnership (SWLEP)
Vacancy	Member of the Swindon and Wiltshire Local Enterprise Partnership (SWLEP)

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**Substitutes:**

Cllr Brian Ford	Swindon Cabinet Member for Streetsmart
Cllr Dale Heenan	Swindon Cabinet Member for Highways, Strategic Planning, Sustainability and Transport
Cllr Russell Holland	Swindon Cabinet Member for Finance
Cllr Toby Sturgis	Cabinet Member for Strategic Planning (strategic and development management), Property, Waste and Strategic Housing
Cllr Dick Tonge	Cabinet Member for Finance, Performance, Risk, Systems Thinking, Procurement and Welfare Reform
Cllr Stuart Wheeler	Cabinet Member for Hubs, Governance (including information management), Support Services (HR, Legal, ICT, Business Services, Democratic Services), Heritage & Arts and Customer Care

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## **Part I**

*Items to be considered while the meeting is open to the public.*

1 **Apologies**

To receive any apologies or substitutions for the meeting.

2 **Minutes** (*Pages 5 - 10*)

To approve the minutes of the meeting held on 30 September 2015.

3 **Declarations of Interest**

To receive any declarations of disclosable interests or dispensations granted by the relevant Standards Committee.

4 **Chairman's Announcements**

To receive any announcements through the Chair.

5 **Public Participation**

Statements

If you would like to make a statement at this meeting on any item on this agenda, please register to do so at least 10 minutes prior to the meeting. Up to 3 speakers are permitted to speak for up to 3 minutes each on any agenda item. Please contact the officer named on the front of the agenda for any further clarification.

Questions

To receive any questions from members of the public or members of the Council received in accordance with the Wiltshire Council Constitution. Those wishing to ask questions are required to give notice of any such questions in writing to the officer named on the front of the agenda no later than 5pm on Tuesday 24 November 2015. Please contact the officer named on the front of this agenda for further advice. Questions may be asked without notice if the Chairman decides the matter is urgent.

Details of any questions received will be circulated to Committee members prior to the meeting and made available at the meeting and on the Council's website.

6 **SWLEP Commissioning Board Update** (*Pages 11 - 18*)

To receive updates from the SWLEP Commissioning Group

7 **Key Performance Indicator Update Paper** (*Pages 19 - 62*)

8 **Planning Policy Update**(*Pages 63 - 66*)

9 **European Structural and Investment Funds (ESIF) Update**(Pages 67 - 70)

10 **City Deal Update**(Pages 71 - 74)

11 **Autumn Statement Implications**

To receive a verbal update following the Autumn Statement from the Chancellor of the Exchequer on 25 November 2015.

12 **Date of the Next Meeting**

To confirm the date of the next meetings.

28 January 2016

25 May 2016

28 September 2016

17 November 2016

## **Part II**

*Items during whose consideration it is recommended that the public should be excluded because of the likelihood that exempt information would be disclosed.*

None

## **JOINT STRATEGIC ECONOMIC COMMITTEE**

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**MINUTES OF THE JOINT STRATEGIC ECONOMIC COMMITTEE MEETING HELD ON 30 SEPTEMBER 2015 AT COMMITTEE ROOM C - COUNCIL OFFICES, MONKTON PARK, CHIPPENHAM, SN15 1ER.**

**Present:**

Cllr David Renard (Chairman), Cllr John Thomson, Cllr Fleur de Rhé-Philipe, Cllr Garry Perkins, Mrs Nicky Alberry and Cllr Toby Sturgis (Substitute)

**Also Present:**

Dr Carlton Brand (Corporate Director, Wiltshire Council), Alistair Cunningham (Associate Director, Economy and Planning, Wiltshire Council, and Director of the SWLEP)  
Richard Bell (Head of Planning, Regulatory Services, Heritage and Libraries Swindon Borough Council), Paddy Bradley (Head of Economy, Skills and Property Development, Swindon Borough Council and Director of the SWLEP), Isobel Brown (Director of the SWLEP)

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**23 Apologies**

Apologies were received from Mr Barry Dennington and Councillors Jane Scott and Brian Mattock.

Councillor Scott was substituted by Councillor Toby Sturgis.

It was also noted that Mr Neil Holt had left his post with the Swindon and Wiltshire Local Enterprise Partnership Board, and as such was no longer a member of the Joint Strategic Economic Committee.

**24 Minutes of the Previous Meeting**

The minutes of the meeting held on 18 June 2015 were presented and it was,

**Resolved:**

**That subject to an amendment to Minute 17 to remove the final sentence of paragraph 6, 'There was a concern that governance of the SWLEP and between it and the councils was not joined up, and there was a lack of awareness of council policy when determining work and priorities', as not reflecting the opinion of the Committee, to APPROVE and sign the minutes as a true and correct record.**

## 25 **Declarations of Interest**

Ms Nicky Alberry declared an interest in agenda items 10 and 11 - Update on Joint Planning and European Funding Updates - by virtue of her position as a director of Business West which provides support to businesses across the region which might be impacted by Planning and Funding matters.

## 26 **Chairman's Announcements**

There were no announcements.

## 27 **Public Participation**

Cllr Chris Caswill, Chippenham Monkton Division, Wiltshire Council addressed the Committee and sought details of updates in relation to all Chippenham Station projects. In response it was stated currently negotiations with Network Rail and First Great Western Railways regarding the franchise arrangements at the site and revenue reductions were being sought. It was also stated it a resolution would be sought for the first quarter of 2016, or the SWLEP might need to consider other options and projects.

It was noted that the site and scheme was retained by the Department of Transport, and that therefore progress was not entirely within the power of the SWLEP. It was agreed that a Briefing note would be prepared for James Gray MP and Michelle Donelan MP as local MPs, and the Parliamentary Under-Secretary of State for Transport, Claire Perry MP, detailing the current position and issues that should be raised.

The Chairman further agreed that local councillors as well as MPs should be consulted and kept informed on proposals in the area.

## 28 **Local Enterprise Partnership (LEP) Commissioning Board Updates**

A written update was presented by the Directors of the Swindon and Wiltshire Local Enterprise Partnership (SWLEP), Isobel Brown, Paddy Bradley and Alistair Cunningham.

It was stated that most of the schemes had continued to progress, and that for all schemes the programme and project management issues were sufficient. Where some schemes had suffered delays was in relation to delivery due to financial considerations, such as with the Chippenham Station scheme as detailed under Minute 27, and the New Eastern Villages schemes, with cost analyses, remodelling and additional funding among other solutions as detailed in the report being investigated.

The Committee then discussed specific schemes in detail. It was raised that in relation to the Digital Corsham scheme the cost of refitting the Mansion House had increased substantially. In response to queries it was stated it was planned for the scheme to receive further council investment in the Mansion House itself, with a commercial solution for phase 2 of the scheme regarding the land behind the Mansion House and the wider digital offer, and that a paper would be taken through Wiltshire Council's

Cabinet Capital Asset Committee and back through the SWLEP Commissioning Group to recommend an option to the SWLEP Board.

In relation to the J15 scheme, which had previously been rated Green on the GreenAmberRed scale and was now listed as AmberRed, it was stated due to rising costs the business case had been revised, and that now matters had progressed from the position in the report and was awaiting confirmation of a Growth Fund proposal from Highways England, and that technical details were now being tackled. Were Highways England to become a scheme developer in the scheme, another element of risk to the project would be removed.

The Committee then considered the report's comments on the refresh of the SWLEP's Strategic Economic Plan (SEP). Details were provided on how the refresh had progressed, and it was stated a draft would be circulated in early October to Board members for comment, ahead of a meeting of the Board on 11 November.

Finally, it was detailed that a bid had been made for an enterprise zone within the SWLEP area, encompassing nine physical sites across Swindon and Wiltshire, but that feedback had not yet been received from the government.

**Resolved:**

**To note the update.**

**29 Key Performance Indicator Analysis**

The Committee was informed that an update had been requested on work on detailed timescale expectations of each scheme, statistics on job creation for delivered schemes, how many projects had been delivered, as well as scorecards on various aspects of each scheme in relation to performance and priorities. It was also intended that how long each stage of a project had taken, to provide a more effective visual illustration of the process and where any delay were occurring.

This work was stated to be ongoing under the direction of the Chairman of the SWLEP, and that it would be available for the Committee at its next meeting.

**Resolved:**

**To receive a full written update at the next meeting.**

**30 Local Growth Fund (LGF) 3 Prioritisation**

A verbal update was provided on how schemes were to be prioritised for the third Local Growth Fund round of funding. Currently schemes were assessed against the Strategic Economic Plan (SEP), and as such forthcoming schemes were being rechecked against the elements of the emerging SEP, the refresh of which is detailed at Minute 28. This would include prioritisation to include assessment of a focus on skills and talent development, and utilisation of the new process which had been agreed with independent assessors now in place to review all projects.

In response to queries it was stated that as it was intended for the SEP to be approved in principle by the SWLEP Board in November 2015 pending any details arising from consultations on the SEP, full implementation of the prioritisations would wait until it had received that approval, and that the national comprehensive spending review would provide more details on timescales for any future funding.

**Resolved:**

**To note the update.**

**31 Governance of the SWLEP Update (Including Scrutiny)**

The Committee was updated on the Joint Scrutiny Task Group that had been established by Wiltshire Council and Swindon Borough Council to scrutinise the activities of the SWLEP. The group's membership had now been finalised, and it was suggested their first focus should be on the process of scheme prioritisation, to ensure the methodologies and reasoning were appropriate and effective, and a report would be circulated to the Task Group shortly to assist in that work.

The Committee welcomed the presence of the Task Group as one of the few in the country organised to scrutinise the work of a Local Enterprise Partnership, and would await further details as its work proceeded.

**Resolved:**

**To receive further updates on the work of the Task Group as it progressed.**

**32 Update on Joint Planning**

At its inaugural public meeting in April 2015 the Committee resolved to request the SWLEP Board fund additional work leading to the identification of Functional Economic Market Areas (FEMA) as part of the Strategic Housing Market Assessment (SHMA) project as part of early reviews of both Wiltshire and Swindon Core Strategies as requested by Planning Inspectors when assessing the soundness of those Development Plans. The SHMA and FEMA would determine housing and economic development need for the local authority areas beyond 2026, providing evidence for the review of those Plans.

The Committee noted that Opinion Research Services (ORS) had been appointed to undertake the SHMA/FEMA following SWLEP Board approval and were gathering information to begin that work. In response to queries the Committee was informed preliminary implications from the work should be known toward the end of 2015, and that currently it was predicted 3-4 HMA/FEMAs would be identified, although other numbers were possible.

The Committee agreed further updates should follow once the evidence gathering was concluded and prior to any stakeholder consultation sometime in 2016.

The Committee then discussed the Joint Planning Group which had five members from each group and which reported to the SWLEP and then the Cabinet of each local Authority, and discussed how it should be structured and how it should report, if more

suitable and efficient governance arrangements were possible. It was also discussed that proposals on local devolution would likely have an impact on any joint planning issues.

**Resolved:**

**To receive a full update on the SHMA/FEMAs in 2016.**

**33 European Funding Updates**

A report from the Strategic Economic Programme Manager on the European Strategic Investment Funds (ESIF) was presented. Details were provided by Councillor Fleur de Rhé-Phillipe, Wiltshire Council, who chaired the local ESIF committee, on efforts to set out responsibilities and purposes of all officers and members involved in the processes.

The Committee discussed the progression of the programmes as detailed in the report for support of small and medium sized enterprises (SMEs) and planning to scope and develop specifications for strategic objective delivery in order to secure funding.

It was raised that the interrelation between managing authorities and central government over processes was not ideal, and it was discussed if it would be possible for local authorities to request the bodies be managed by Local Enterprise Partnerships at local level rather than through a national process with less close engagement of local partners, as part of the government's local devolution agenda.

In relation to the renewed priorities that would be present in the Swindon and Wiltshire Local Enterprise Partnership's revised Strategic Economic Plan (SEP), it was confirmed that any opportunities these might afford to apply for further funding would apply to future tranches of monies, not current funding.

At the conclusion of discussion, I was,

**Resolved:**

**To note the update.**

**34 Risk Management Updates**

The Committee was informed that as updates on Risk Management was in part related to the Local Growth Fund projects as the Strategic Economic Plan (SEP) refresh progressed work would be undertaken to ensure those the risks took account of the new priorities, which would enable a proper update at the next meeting.

**Resolved:**

**To receive a full update at the next meeting.**

## 35 **Forward Work Plan**

The Committee noted the Plan was light on details, and given the lack of written updates provided for the current meeting, insisted that more detail be provided and that in future no item would be included on an agenda without an accompanying report, with recommendations for action, unless authorised by the Chairman and Vice-Chairman.

The Committee also requested reports and item in relation to the City Deal project, the impact of local devolution proposals, a summary of implications arising from the national comprehensive spending review that was to take place in the autumn 2015, and that specific updates be provided on particular projects if their funding arrangements were to substantially change between meetings, for example no longer receiving funding from a source or new funding being obtained.

### **Resolved:**

**That subject to the additions detailed above, to approve the Forward Work Plan.**

## 36 **Date of the Next Meeting**

The date of the next meeting was confirmed as 1 December 2015, and it was requested details of 2016 meetings be circulated as soon as possible to all JSEC and SWLEP members.

(Duration of meeting: 2.00 - 3.00 pm)

The Officer who has produced these minutes is Kieran Elliott of Democratic Services, Wiltshire Council, direct line 01225 718504, e-mail [kieran.elliott@wiltshire.gov.uk](mailto:kieran.elliott@wiltshire.gov.uk)

Press enquiries to Communications, direct line (01225) 713114/713115

**Commissioning Group Update  
JSEC 1 December 2015**



## **Swindon and Wiltshire Local Enterprise Partnership**

### **1. Introduction**

The Commissioning Group met on 21 October 2015 and considered the following items:

- Local Growth Fund 2015/16 and 2016/17 projects
- Detailed Project Review of New Eastern Villages and City Deal
- Strategic Economic Plan
- Careers Enterprise Company – Advisor Pilot

JSEC Members are asked to provide comment on the information outlined below.

### **2. Local Growth Fund Projects (LGF)**

Highlight reports were presented by both Unitary Authorities on projects due to commence in 2015/16 and 2016/17 and beyond. The Commissioning Group noted the schemes' progress and the summary reports are attached as Appendix 1.

### **3. Detailed Project Review**

Commissioning Group Members had scheduled Swindon Borough Council's New Eastern Villages Project for a detailed review and received a presentation on status of the overall project which has been broken down into smaller schemes in the Highlight Reports. The local Growth Fund investment in this project is £48m. In addition, the Commissioning Group had requested a detailed review of the City Deal Project. Local Growth Fund investment of £1.4m, matched by £1m from Swindon Borough Council and Wiltshire Council will deliver an innovative model of Higher Education in the SWLEP area.

### **4. New Eastern Villages**

- Of the 8000 homes planned for New Eastern Villages, planning applications have already been received for 5000, although there are still on-going questions which the developer needs to address
- There are nine major developers for the site, with over 100 landowners and a Developers' Forum has been formed
- The land for the new secondary school is not within the scheme
- The Green Bridge has been re-named The Great Stall Bridge. This bridge is required across the A419 and will be included in the next round of LGF bidding

- Most likely the building will start in the North of the area where there is a very strong and pro-active developer
- Greenbridge Roundabout Improvement – 1000 letter drops have been carried out and two information events are planned to advise residents

## **5. City Deal**

- The delivery model had been agreed at the July 2015 SWLEP Board meeting and two Project Managers had been seconded over from their respective Councils with effect from 1 September 2015
- A newly appointed Board Sponsor, Simon Patten, has been identified who will be involved in the recruitment process of the Skills Brokerage team
- The team jobs have been advertised as permanent roles both internally and externally via SWLEP, Swindon Borough Council, Wiltshire Council, Career Transition Partnership and MOD websites as well as press
- 6 out of the 7 roles will be filled initially with the 7<sup>th</sup> being filled when the Project is underway
- It is anticipated that the Brokers (Skills Advisors) will be the most difficult to recruit owing to the unique set of skills required, being a mix of business engagement and HEI knowledge
- Full progress report required for January 2016 Board Meeting
- City Deal Subgroup, Chaired by Simon Patten, will be resumed
- Competition held to come up with new name completed – City Deal will be known as Higher Futures
- The first course, Financial, starts in January 2016 and will include employers Nationwide, Intrinsic and Openwork. Colette Mallon (CM), Business Engagement Manager, is meeting with Zurich and hopes to bring them on board
- Fee structure still being discussed. Employers would pay a membership fee and also any introductory fees. The question remained as to whether HEI should also pay fees
- Meeting with Glasgow and Middlesex Universities scheduled who are considered to be leaders in the delivery of non-traditional learning

## **6. Strategic Economic Plan Refresh**

The draft Strategic Economic Plan (SEP) has been refreshed following two workshop sessions with the SWLEP Board, a number of SEP Refresh Working Group meetings and several Secretariat-led writing groups and was presented to the SWLEP Board on 11 November 2015. JSEC Members are asked to note that the next iteration will be reviewed towards the end of November 2015 and final version is expected by SWLEP Board mid December 2015.

## **7. Careers Enterprise Company – Advisor Pilot**

In June 2015 BIS invited all LEPs to submit a bid for 12-month funding to support increased business engagement in education and influence the future employability of young people. SWLEP will recruit a network of 31 Enterprise Advisers (business

volunteers) to support 42 secondary schools and 3 FE colleges across Swindon and Wiltshire (13 EAs for Swindon and 18 EAs for Wiltshire) who will work on a 1:1 basis or via cluster approach to encourage the increased effectiveness of employer engagement in education and school interactions. Funding was received to match Unitary Authority investment for three full time Enterprise Coordinators to be recruited to support the Enterprise Advisers.

The Swindon and Wiltshire Enterprise Advisor Pilot launch is taking place on 26 November 2015 in Wiltshire and 2 December 2015 in Swindon.

## **8. Summary/Recommendation**

JSEC Members are invited to comment on Commissioning Group report areas:

- Local Growth Fund 2015/16 and 2016/17 projects
- Detailed Project Review of New Eastern Villages and City Deal
- Strategic Economic Plan update
- Careers Enterprise Company – Advisor Pilot

**Barry Dennington, Chair SWLEP and Commissioning Group**  
**Nicky Alberry, Vice Chair SWLEP, Chair SEP Refresh Group**  
**Isobel Brown, SWLEP Director**

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## Appendix 1

2015/16 Programme Summary								
Project Ref	Project Name	Lead Delivery Partner	Previous	Current	Notes	Action	Resp.	Date
LGF/1516/001/LTB350	LTB A350 Improvements	WC	G	G	Construction ahead of programme. Completion March 2016.			
LGF/1516/002/A429	A429 Malmesbury	WC	G	G	Construction work in progress and to schedule. Completion January 2016.			
LGF/1516/003/EV (i)	New Eastern Villages - Great Stall Bridge	SBC	AR	AR	Concerns over cost envelope and concept design deliverability.	Carry out early feasibility work	Project Team	Preliminary Design Complete July 2016
LGF/1516/003/EV (iia)	New Eastern Villages -Greenbridge Roundabout (Package 1)	SBC	AG	AG	Final plans submitted by consultant to SBC for approval.	Issue Tender	Project Team	December 2015
LGF/1516/003/EV (iib)	New Eastern Villages -West of A419 (Package 2)	SBC	AG	AG	Accelerated site surveys being carried out.	Submit site survey reporting deliverables	Consultant	November 2015
LGF/1516/003/EV (iii)	New Eastern Villages A420 Gablecross	SBC	AR	AR	Uncertainty over design solution at this stage.	Complete feasibility modelling	Project Team	December 2015
LGF/1516/003/EV (iv)	New Eastern Villages Southern Connector Road	SBC	AG	AG	Latest cost estimate = £12.69m vs £11.6m baseline. Potential savings depending on design option for Wanborough Rd cross roads.	Complete preliminary design	Project Team	February 2016
LGF/1516/003/EV (v)	New Eastern Villages White Hart Junction	SBC	AR	AR	Latest cost estimate = £34.2m vs £23m baseline. Value engineering being carried out and additional funding sources investigated.	Prepare Options Appraisal Report	Project Officers	December 2015
LGF/1516/003/EV (vi)	New Eastern Villages	SBC	AG	AG	Working on Options	Prepare Options	Project	December

## Appendix 1

	Business Case				Appraisal Report (OAR)	Appraisal Report	Team	2015
LGF/1516/004/PSP	Porton Science Park	WC	G	G	Full ERDF Application submitted. Architects and M&E consultants appointed.			
LGF/1516/005/LSTF	LSTF Swindon	SBC	G	AG	Delays have occurred around procurement of schemes.	Identify mitigation to avoid delayed delivery	LSTF Project Board	TBA
LGF/1516/006/CD	City Deal	SWLEP Core Team	AR	AG	Further progress made on Team Recruitment, HEI Engagement, Business Engagement and MarComms.	Agree preferred candidates interviewed for team recruitment	Project Managers	December 2015

## 2016/17+ Programme

Project Ref	Project Name	Lead Delivery Partner	Previous	Current	Notes	Action	Resp.	Date
LGF/1617/001/A350	A350 Dualling Bypass	WC	AG	AG	Lower cost schemes being investigated.	Produce OBC	Project Team	November 2015
LGF/1617/002/WI	Wichelstowe Infrastructure	SBC	G	G	DfT Retained Scheme. Development of OBC to commence in 2016			
LGF/1617/003/SRT	Swindon Rapid Transit	SBC	G	G	Confirmation of early stage strategy and route aspiration is awaiting approval. Meeting with ITA on business case scope required.			
LGF/1617/004/CSH	Chippenham Station Hub	WC	AR	AR	Have received written confirmation from FGW and NR that will be involved with scheme. Relationship improved but still requires nurturing.	Discuss FGW/NR issue at Annual Conversation with BIS.	Ian Durston	3 <sup>rd</sup> December 2015
LGF/1617/005/LTB15	LTB M4 Junction 15	SBC	AG	AG	Programme has been reviewed to reflect	Complete G&HF Stage increased	Project Team	TBA

## Appendix 1

					Highways England Growth and Housing Fund announcement. If funding awarded, £8.7m estimated scheme costs will be made up of 50/50 split between central govt. and local sources, ie, s106 - this will release LGF budget back into SWLEP.	local contribution.		
LGF/1617/006/LTB16	LTB M4 Junction 16	SBC	AR	AR	Issues with drainage, RSA, departures, constructability and potential redesign of walls.	Conclude design and TA	Project Team	November 2015
LGF/1617/007/DC	Digital Corsham	WC	AR	AR	Completed detailed condition survey has identified indicative cost increases of up to £1.4M. Review underway to assess mitigation strategy.	Present approach to Commissioning Group	Alistair Cunningham	November 2015
LGF/1617/008/SBX	Swindon Bus Exchange	SBC	AG	AG	CPO required to move bus exchange to new location – waiting outcome of public enquiry.	Determine CPO way forward	Public Enquiry	January 2016
LGF/1617/009/YWA	A350 Yarnbrook/ West Ashton Relief Rd	WC	AG	AG	A number of issues (e.g. site phasing) need to be considered and addressed through the planning application process which could potentially have an impact on the scheme's proposed programme.	Outline planning application determination	Project Team	January 2016
LGF/16/17/010/J17	M4 J17 Capacity Improvement	WC	AG	AR	Discussions ongoing with HE – will have an impact on programme/funding requirements.	Develop OBC to address programme and funding questions.	Project Team	TBA

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## Swindon and Wiltshire Local Enterprise Partnership

### Joint Strategic Economic Committee

1 December 2015

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**Subject:** Key Performance Indicators

**Member:** Cllr Fleur de Rhé-Philippe  
Wiltshire Council, Cabinet Member for Economic  
Development, Skills and Strategic Transport

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#### **Executive Summary**

This report accompanies a suite of economic indicator dashboards and an overview of Swindon and Wiltshire Local Enterprise Partnership (SWLEP) programme performance. These are presented for the Joint Strategic Economic Committee's consideration as helping to meet the SWLEP Assurance Framework requirements for Monitoring and Evaluation.

#### **Proposal(s)**

That the Joint Strategic Economic Committee (JSEC) take note of the format and content of the proposed programme key performance and economic indicator dashboards, approve their continued production, and provide officers with feedback and commentary on the indicators selected and their presentation.

#### **Reason for Proposal**

In line and complementary with the Monitoring and Evaluation Framework, the proposed dashboards provide an opportunity for the Local Enterprise Partnership, and its partners, to demonstrate the efficiency and effectiveness of certain schemes, and make inferences about the wider Growth Deal and Strategic Economic Plan. Monitoring and evaluation will also inform local decision making by building the understanding of what works to drive economic growth locally in the context of local challenges and opportunities.

**Dr Carlton Brand**  
Corporate Director

**Subject: Key Performance Indicators**

**Member: Fleur de Rhé-Philippe**

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### **Purpose of Report**

1. To present for the Committee's consideration a suite of programme performance and economic indicator dashboards which capture key economic indicators for the Swindon and Wiltshire area and the planned and actual delivery timeframes and outputs of Growth Deal funded capital and revenue projects and programmes.

### **Relevance to the Strategic Economic Plan**

2. The Strategic Economic Plan sets out the basis for quarterly reporting to the Swindon and Wiltshire Local Enterprise Partnership (SWLEP) Board, the joint committee and Central Government on a quarterly basis, providing a RAG rating of actual against planned progress for each intervention. It further states that the joint teams will also highlight key successes and significant concerns / problems.
3. The set of indicator dashboards and program overview presented at Appendices 1 and 2 are proposed to help meet this requirement, communicating what the SWLEP is doing, monitoring and tracking progress, demonstrating impact, and being accountable and transparent to funding bodies, partners, and benefiting communities.

### **Main Considerations for the Joint Strategic Economic Committee**

4. The JSEC is asked to consider the Programme Performance Indicators and set of Economic Indicator Dashboards presented at Appendices 1 and 2, on SWLEP activity, progress, and economic impact, helping to meet the requirements of transparency and accountability set out in the SWLEP's Assurance and Monitoring and Evaluation Frameworks.
5. The Programme Performance Indicators present visually the actual progress of Local Growth Funded projects. A RAG (red amber green) risk assessment is displayed for each project in the programme. The timeline for each project is broken down into four common milestones:
  - Project development: the time from which a project is initiated, to the point at which a business case is approved and delivery can proceed
  - Planning, design and commissioning: for capital projects, commissioning of architects / contractors for design and build; for

revenue projects, appointment of project team, establishment of operational programme

- Delivery: for capital projects, from start on site to practical completion; for revenue projects, the time from which the project becomes operational and begins to deliver outputs through to the end of the project's lifetime
- Project conclusion / monitoring: for capital projects, the time at which the new facility is opened and outputs are monitored over an agreed period e.g. improved journey time, job creation; for revenue projects, the duration of the monitoring period for outputs still to be delivered following the closure of the project e.g. skills outcomes from a final cohort of learners

Each project line is accompanied by an icon indicating its category (e.g. delivery of employment space, new road infrastructure, skills) and the outcomes which will be monitored once the project is delivered.

6. The set of Economic Indicator Dashboards comprise:

- An overview dashboard which presents a key indicator from each of the more detailed dashboards
- An employment indicators dashboard comprising employment and claimant counts
- A funding dashboard which at this time presents the level of funding secured by the SWLEP; as the European Structural and Investment Fund begins to be drawn down this will also be included in this dashboard, as will a monitor of defrayal (investment) of funding drawn down against planned investment over time
- A skills dashboard presenting the proportion of the workforce at various National Vocational Qualification skill levels, with NVQ4+ being degree level or above. As the City Deal programme is implemented outcome monitoring will also be included (i.e. number of individuals supported with training and skills development via this programme)
- A transport dashboard showing average journey times and vehicle speeds during the weekday morning peak on locally managed 'A' roads
- A business support dashboard featuring Growth Hub progress against core programme outputs and business survival rates in the area
- A housing dashboard showing the net number of dwellings delivered against the planned requirement

For each indicator, where possible figures are broken down between Swindon, Wiltshire, and the SWLEP as a whole, and where appropriate comparisons are made with neighbouring LEP areas to provide context for performance and impact made by the SWLEP on the local economy.

## **Background**

7. The SWLEP published its Economic Assessment and Strategic Economic Plan in early 2014. The priorities for investment identified through the

development of these documents formed the basis for Growth Deal negotiations with Government for Local Growth Funding, which resulted for the SWLEP in an allocation of £140.8 million, the highest allocation per capita amongst the SWLEP's identified 'neighbouring' LEPs (see paragraph 12) and 3<sup>rd</sup> highest in the country.

8. In December 2014, subsequent to the award of the first two rounds of Local Growth Funding, the Government published a single assurance framework setting out its expectations of what LEPs should cover in their local assurance frameworks. As part of their Growth Deal, LEPs are expected to use this national framework to inform how they work locally, setting this out in their own local assurance framework.
9. In response, the SWLEP published its Assurance Framework in March 2015. Within this document are set out responsibilities for delivery and monitoring for the allocation of funding, to be specified by the Accountable Body (Wiltshire Council) to scheme providers. Specification will include the requirement for quarterly provision of delivery and performance information from programme managers in line with the Monitoring and Evaluation Framework and Implementation Summary Reports to monitor spend to budget, time, and to scope inputs and outputs by project.
10. Alongside this requirement, at the request of the SWLEP Commissioning Group on 1 July 2015, the first edition of the Swindon and Wiltshire Economic Bulletin has been produced in-house by the SWLEP. The bulletin will be produced on a quarterly basis and comprises five sections: business news, business and enterprise, labour market, skills and occupation profile, and economic infrastructure. It will be published on the SWLEP website.
11. The set of dashboards of economic indicators and interventions overview presented with this report differ from the economic bulletin in the following ways:
  - These indicators are presented in a visual manner, with no accompanying written narrative, whereas the economic bulletin presents written analysis and commentary alongside tables and graphs showing trends over time. They are designed to provide a high level, at-a-glance summary.
  - The interventions overview provides an overview of Local Growth Funded projects actual progress against planned timeframe and outputs along with a 'RAG' status indicator, whereas the economic bulletin provides a business news update including both SWLEP led interventions and investment and other news stories independent of SWLEP led activity.

In summary, where the Economic Bulletin provides a roundup of business news and economic analysis to inform SWLEP strategy and provide a news source for the business community, the performance indicators and interventions overview presented with this report are focussed on measuring the specific performance and impact of SWLEP led investment,

thereby helping to satisfy the requirements of the Assurance and Monitoring and Evaluation Frameworks.

12. Both the set of performance indicators presented with this report and the economic bulletin make comparisons between the SWLEP's performance and that of 'neighbouring' LEPs. 'Neighbouring' is used in the sense of similarity between the economies of these LEP areas rather than sharing geographical boundaries. These LEP areas with similarities to the economy of Swindon and Wiltshire were identified in the Swindon and Wiltshire Economic Assessment 2014.
13. Whereas the Economic Bulletin also makes some comparisons at a regional and national level, the performance indicator dashboards are focussed on SWLEP impact and as such while comparisons are made with neighbouring LEP areas to contextualise the SWLEP's performance, the focus of this reporting is not to compare the SWLEP area's economy generally with regional and national economic performance.

### **Procurement Implications**

14. The SWLEP Assurance Framework sets out that, 'Scheme promoters must monitor and evaluate their scheme's progress in line with the SWLEP Monitoring and Evaluation Framework,' and that, 'Each scheme will also have an Implementation Summary Report containing delivery milestones'. These requirements are to be specified by the Accountable Body (Wiltshire Council) and may, where necessary, be written into funding agreements.
15. It follows that these requirements will also, where necessary, inform part of the works specification when works or services are procured for project delivery. For example, the specification for business support services may need to include a requirement to record and make available to the Accountable Body statistics relating to number of start-up and other businesses supported.
16. This mechanism will facilitate the monitoring and presentation of project performance overall, minimising the public resource required to collate the indicators relating to project performance and outputs, and ensuring transparency and accountability on the part of scheme promoters and delivery partners.

### **Equalities Impact of the Proposal**

17. The proposed programme and economic indicators are impartial and non-discriminatory.

## **Risk Assessment**

### **Risks that may arise if the proposed decision and related work is not taken**

12. A reputational and financial risk may arise since the requirement for monitoring and evaluation of SWLEP projects and their impact on the economy are a part of the Assurance and Monitoring and Evaluation Frameworks. Whilst projects are monitored on an individual basis in line with individual funding agreements, a summary of SWLEP performance and economic impact will help the SWLEP to continue its success in securing Government funding for project delivery and enable stakeholders, funding bodies, business and local communities to understand the benefits of the SWLEP's strategy and its programme of interventions.

### **Risks that may arise if the proposed decision is taken and actions that will be taken to manage these risks**

13. Producing the indicators on a quarterly basis will require resource and there is a modest risk of failing to meet production deadlines, or making errors, which could raise a minor reputational risk. To mitigate this, the Accountable Body will clearly define where responsibilities lie in terms of reporting on project performance and collating economic statistics which feed into the report, as well as the production of the graphics for publication, and define a programme of work with clear and realistic deadlines for production well in advance.

## **Financial Implications**

14. There is a minimal additional resource requirement in order to publish these indicators on an ongoing basis. This can be absorbed into the workload of existing staff and will not have a financial impact.
15. The benefit of producing the indicators to communicate the beneficial impact of SWLEP interventions that are ongoing on the local economy will be to improve its prospects of securing further funding opportunities moving forward.

## **Legal Implications**

15. The Assurance Framework calls for agreements between the SWLEP, Accountable Body and scheme promoters to be legally binding. Where appropriate, monitoring and evaluation requirements may be built into the operating frameworks and relevant legal agreements to ensure that publicly funded interventions are transparent and accountable.

## **Options Considered**

16. There is a requirement to produce regular indicators to monitor SWLEP performance and local economic impact, so the do nothing option is not preferred.

17. It is recommended that the overall proposed format for reporting on key economic indicators and the impact of the SWLEP programme of projects be approved and form the basis for quarterly reporting to the JSEC, SWLEP Commissioning Group and Board.
18. Over time further indicators may be considered for inclusion in the suite of Dashboards, and as projects are delivered the summary of interventions may be further developed to provide a summary of deliverable outputs post-completion e.g. impact on journey time, job creation, provision of skills training and support, and housing delivery. Refinements to the current proposed formatting and data, additional to the proposals set out in paragraphs 5 and 6, may be implemented at any time to improve the quality of the dashboards and programme summary, at the request of SWLEP Commissioning Group, LEP Board, and JSEC members. Comments and suggestions should be directed to the Accountable Body.

## **Conclusions**

17. The proposed set of dashboard indicators and programme performance overview will provide the SWLEP and all stakeholders with an accessible and high level overview of SWLEP programme performance and beneficial impact on the economy. It will help inform economic strategy and improve its potential to secure future funding opportunities as well as helping to ensure the transparency and accountability of the SWLEP. It will be complementary to the SWLEP Economic Bulletin and will evolve and improve over time as new funding and programmes are implemented.

## **Proposal**

18. That the Joint Strategic Economic Committee (JSEC) take note of the format and content of the proposed programme key performance and economic indicator dashboards, approve their continued production, and provide officers with feedback and commentary on the indicators selected and their presentation.

**Alistair Cunningham**

**Associate Director, Economic Development and Planning**

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01722 434689

19 November 2015

## **Background Papers**

None

## **Appendices**

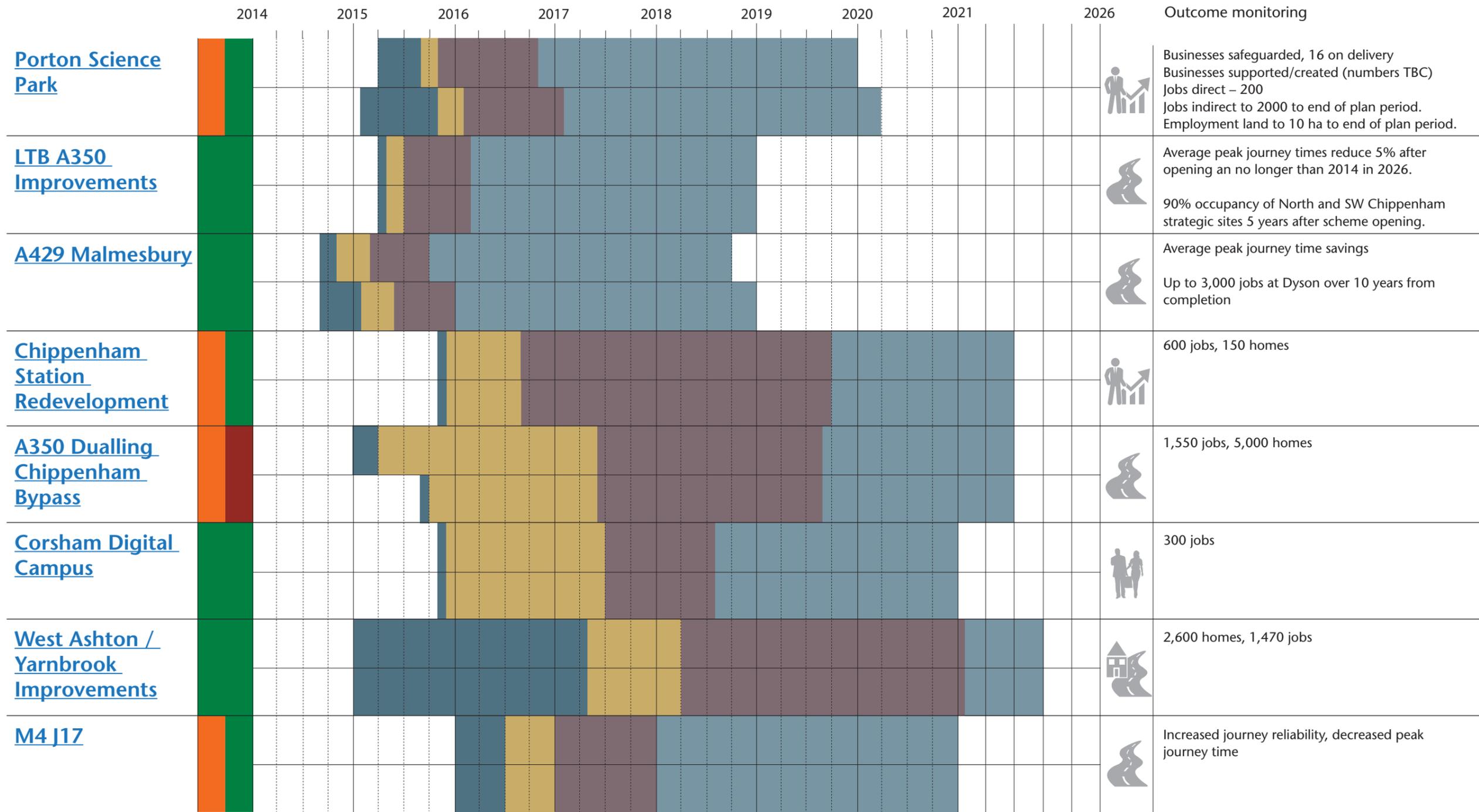
Appendix 1: SWLEP Programme Key Performance Indicators November 2015

Appendix 2: SWLEP Economic Indicator Dashboards November 2015

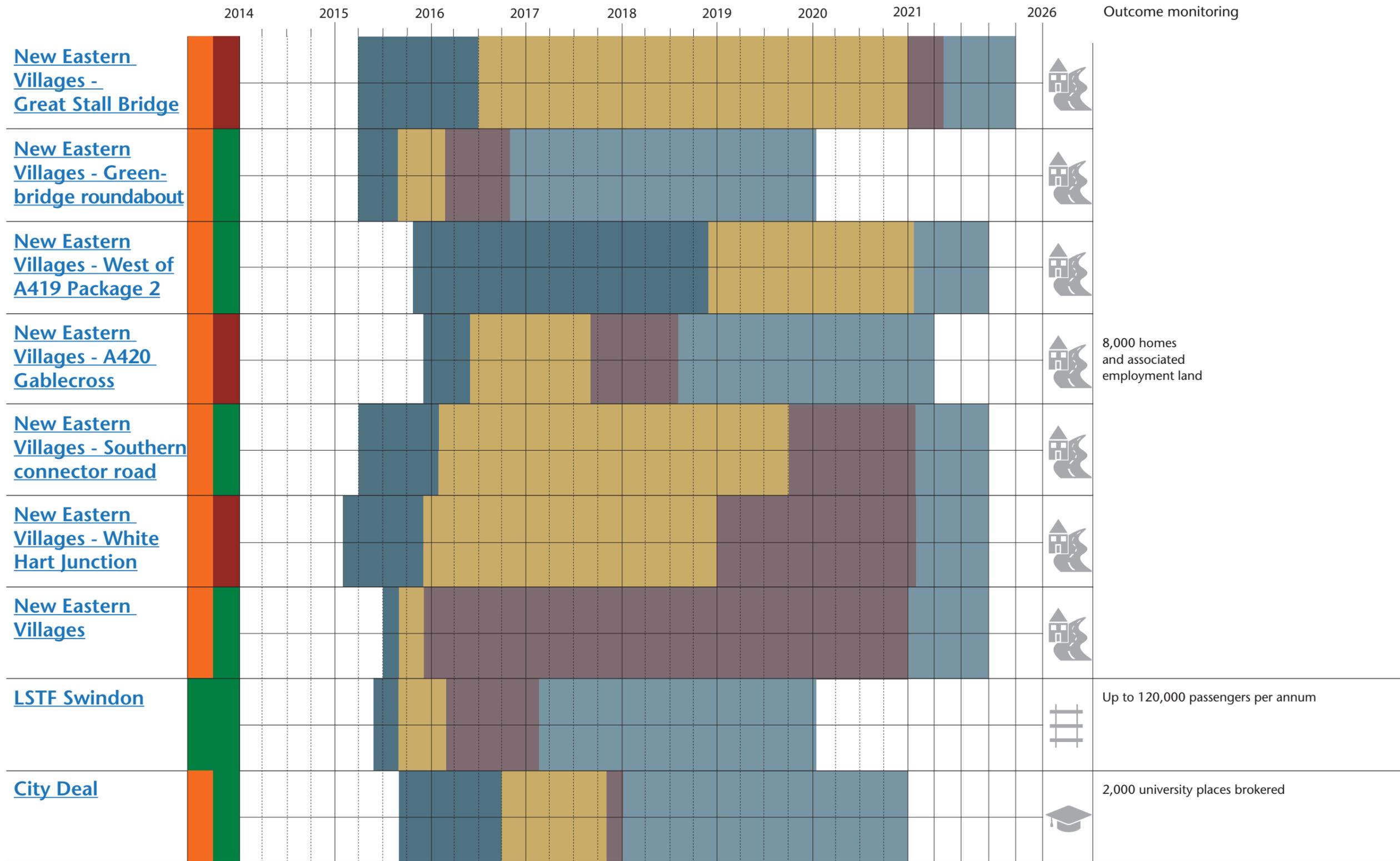
Appendix 3: SWLEP Economic Bulletin September 2015

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# LEP Programme Key Performance Indicators



# LEP Programme Key Performance Indicators



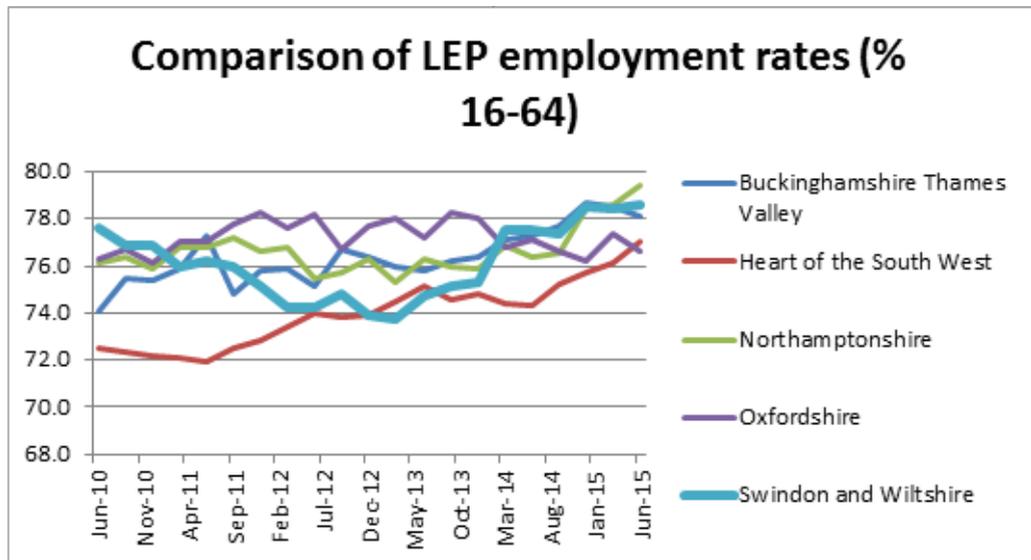
<b>Claimant Count (16-64)</b> [ONS October 2015]	Swindon	Wiltshire	SWLEP
Number	1,518	1,786	3,304
%	1.1	0.6	0.8
<b>LGF Funding secured</b>	Swindon	Wiltshire	Total
	£98.83m	£41.97m	£140.8m
<b>Proportion of workforce with higher level skills</b>	Swindon	Wiltshire	SWLEP
Number	43,500	113,500	157,000
%	30.8%	39.7%	36.8%
<b>Net dwelling completions 2014-15</b>	Swindon	Wiltshire	SWLEP
Number	641	2,118	2,759
<b>Transport indicators</b>	Swindon	Wiltshire	SWLEP
Average peak journey time <sup>1</sup>	1.96	2.48	2.22
Average peak vehicle speeds <sup>2</sup>	30.6	24.2	27.4

1. 'Minutes per mile during the weekday morning peak on locally managed 'A' roads'
2. 'Miles per hour during the weekday morning peak on locally managed 'A' roads'.

## Key activity in the last quarter

<b>City Deal</b>
<b>New implementation plan</b>
<b>Enterprise Zone</b>
<b>Proposal for SWLEP EZ submitted to Government in September</b>
<b>Independent Technical Assessments</b>
<b>Commenced 26 October</b>

Total Employment (16-64)	Swindon	Wiltshire	Total
Number	112,000	239,500	351,500
%	76.4	82.9	78.6
Claimant Count (16-64) [ONS October 2015]	Swindon	Wiltshire	Total
Number	1,518	1,786	3,3040
%	1.1	0.6	0.8
Claimant Count (18-24) [ONS October 2015]	Swindon	Wiltshire	Total
Number	265	290	550
%	1.6	0.8	1.1



## Activity in the last quarter

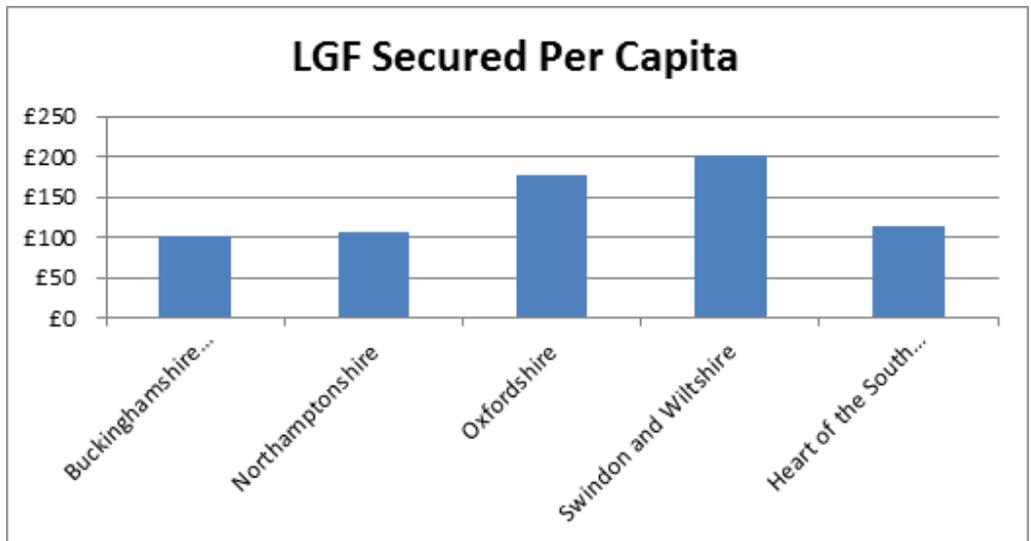
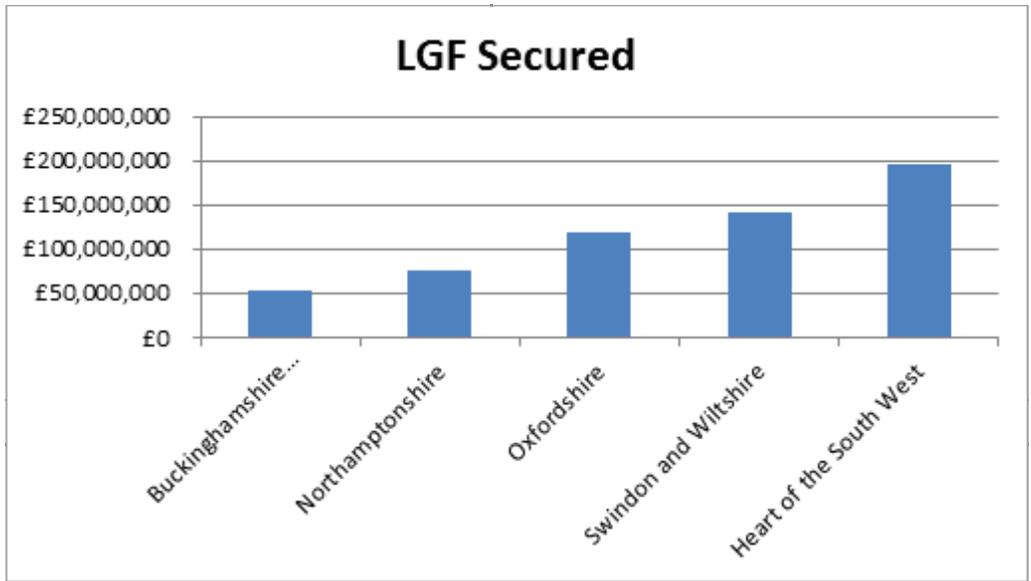
**Job creation**

Transport Infrastructure Commences at the A429 Malmesbury, supporting job creation at Dyson  
 New Herman Miller facility opened in Melksham  
 Honda to create 500 jobs at its production plant in Swindon

**Job loss (where we need to react)**

Relocation of PHE Porton to Harlow

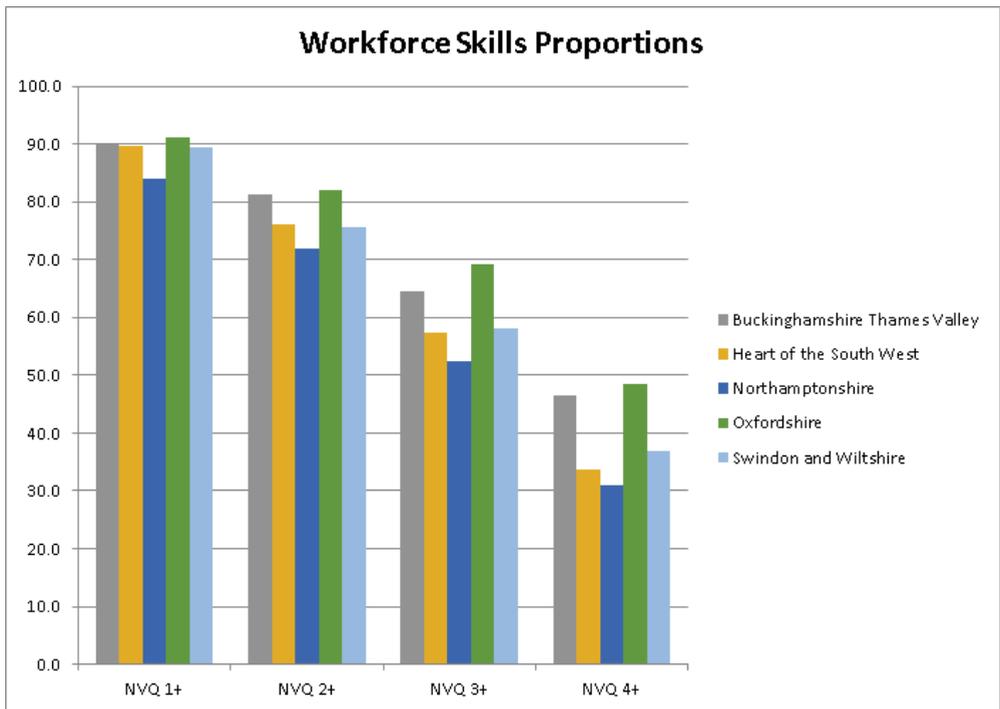
Local growth fund	Swindon	Wiltshire	Total
Number	£98.83m	£41.97m	£140.8m



**Futher to be delivered**

ESIF funding to be added when first bids are approved for funding Defrayal (i.e., public and private funding invested in projects) to be added as projects are delivered

Total No. individuals supported with training and skills development	To be developed on implementation of City Deal		
<b>Proportion of workforce with higher level skills</b>	Swindon	Wiltshire	Total
NVQ 4+	30.8%	39.7%	36.8%



## Further to be delivered

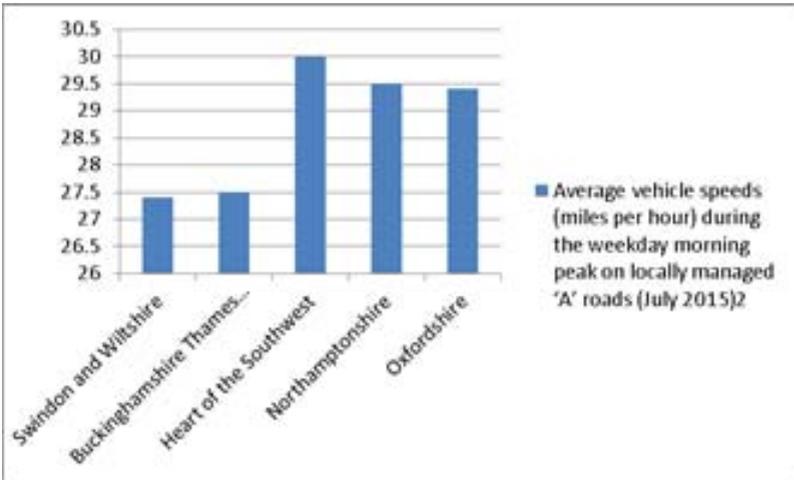
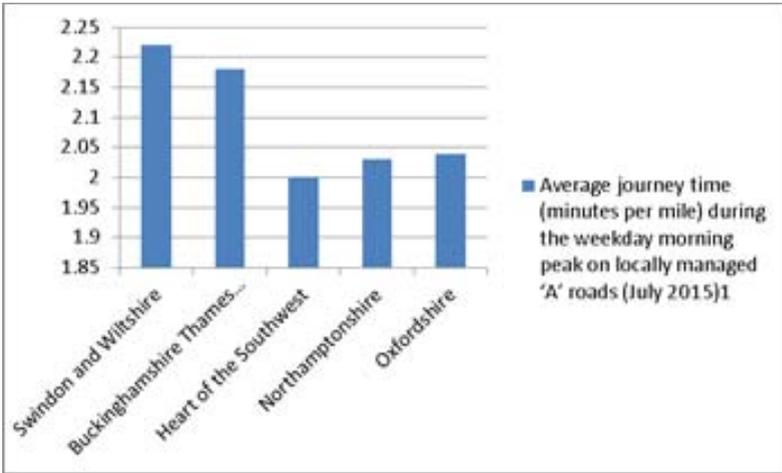
City Deal Implementation: Recruitment commenced, website development commenced

Swindon & Wiltshire Enterprise Adviser Pilot and Employability Charter Launch on Wednesday 25th November

Wiltshire Apprenticeships Campaign actively engaging with businesses

Transport indicators	Swindon	Wiltshire	SWLEP
Average peak journey time <sup>1</sup>	1.96	2.48	2.22
Average peak vehicle speeds <sup>2</sup>	30.6	24.2	27.4

1. 'Minutes per mile during the weekday morning peak on locally managed 'A' roads'
2. 'Miles per hour during the weekday morning peak on locally managed 'A' roads'.

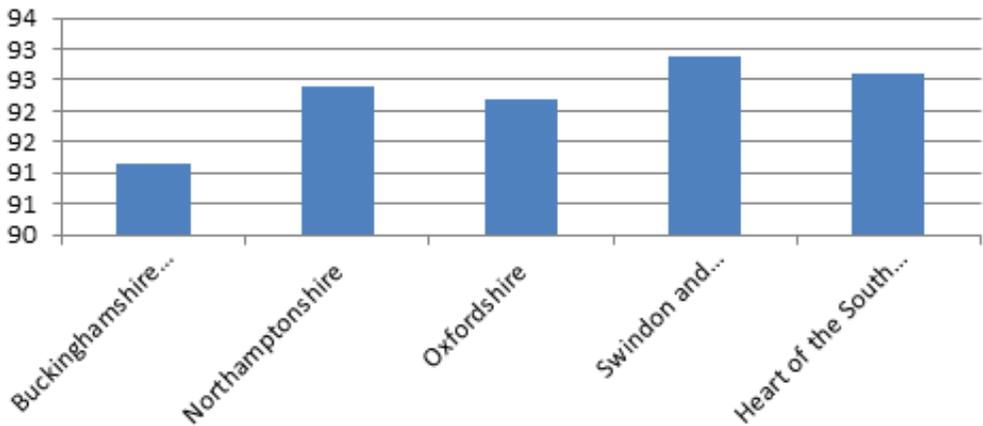


**Growth Hub Progress Against Core Programme**

**Outputs** (to end of March 2015)

Key outputs/results/impacts Core targets	2013 /14		2015 /16	2016 /17
	Cumulative target	Actual		
Jobs created	90	120	50	100
No. businesses engaging with the project	350	309	400	500
Grant awarded	£800,000	c.£781,000	-	-
Private sector investment levered	£1.6m	£1.84m <sup>12</sup>	-	-
<b>Supplementary target</b>				
No. individuals receiving recognised qualification	100	23	-	-

**Business Survival Rate (< 2 years)**



Number of businesses supported:

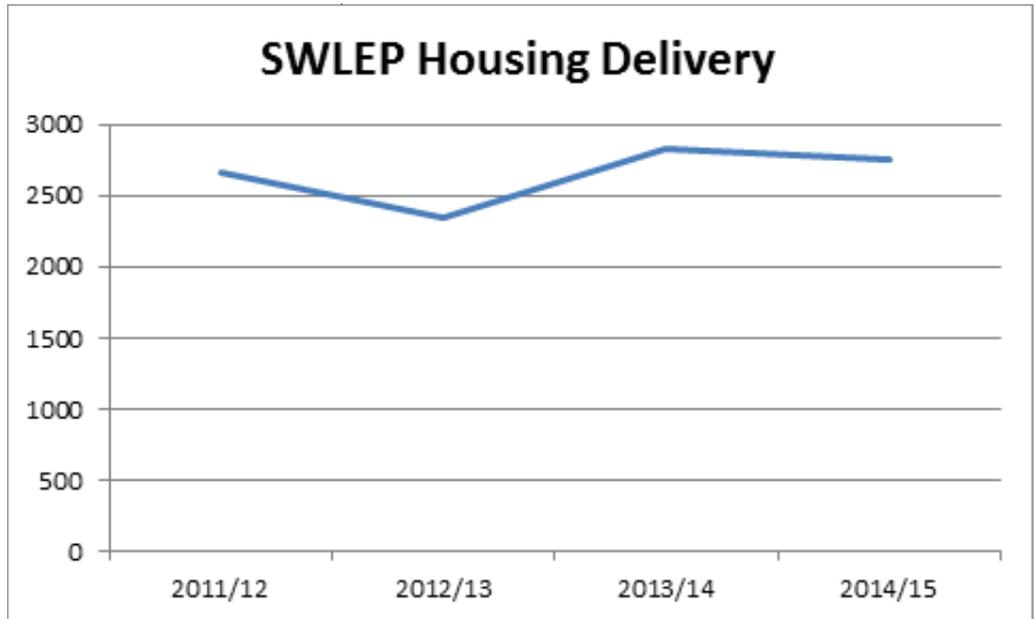
467

Number of start-up businesses supported:

119

# SWLEP Housing Dashboard

Housing requirement	Wiltshire (2006-26)	Swindon (2011-26)	SWLEP
Number	42,000	22,000	64,000 (to 2026)



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# Swindon and Wiltshire

## Economic Bulletin

Issue 1 September 2015

*Using our unique physical location in Southern England to create wealth,  
jobs and new business opportunities*

*Skills and talent* | *Transport infrastructure* | *Digital connectivity* | *Place shaping* | *Business development* |

## Introduction

The economic bulletin has been produced by the Swindon and Wiltshire Local Enterprise Partnership to give a snap shot of economic performance across the Swindon and Wiltshire area drawing on national statistics. In addition, the Swindon and Wiltshire Economic Assessment was published in March 2014<sup>1</sup> and includes economic projections.

This bulletin covers four topics and includes a variety of indicators within each one:

1. Business and enterprise
2. Labour market
3. Skills and occupation profile
4. Economic infrastructure

The Swindon and Wiltshire Economic Assessment 2014 identified 4 local enterprise partnership benchmark areas whose economies were identified as similar to Swindon and Wiltshire; where data are available comparisons have been made across this group. These are Buckinghamshire Thames Valley (Bucks TV); Heart of the South West (HOTSW); Northamptonshire (North); and Oxfordshire (Oxfords) LEPs. The Swindon and Wiltshire Strategic Plan (2014) included the aspiration for Swindon and Wiltshire to be comparable with Oxfordshire in terms of economic activity. Progress towards achieving this aspiration will be monitored through this publication series.

As the first edition, this bulletin includes a range of data which is published on an annual basis and most of these are due to be re-published by the Office for National Statistics and NOMIS between October and December 2015. The next bulletin will therefore be able to update this first one quite comprehensively, editions 3 and 4 will reflect data that are updated monthly or quarterly which tend to be labour market and house price related.

## Summary

The economic performance of Swindon and Wiltshire is generally robust and has performed particularly well on some indicators and less well on others:

- The number of businesses grew by 7% between 2011 and 2014, the second greatest growth experienced across the benchmark group;
- Business survival rates over 5 years are the highest amongst the benchmark group and are appreciably higher than the national average;
- Business density per 1000 population, which is a reflection of enterprise, is higher than the national average although Swindon and Wiltshire is at the bottom when compared with the rest of the benchmark group;
- GVA per hour worked stands at £33.80 in Swindon (only surpassed by Buckinghamshire Thames Valley in the benchmark group) and £30.20 in Wiltshire (UK - £30.10).
- There has been overall growth in employment between 2011 and 2013 but this has been through the growth in part-time rather than full time employment.

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<sup>1</sup> <http://www.swlep.biz/resources/documents>

- Unemployment fell to 4.3% between April 2015 and March 2015 and the Job Seekers Allowance Claimant Count fell to 0.8% by June 2015.
- There were 17,300 more people qualified to NVQ4+ living in the area in 2014 than in 2011; the greatest percentage increase across the benchmark group.
- Professional occupations is the largest occupation category in the area followed by associate professional and technical occupations, the latter experienced the greatest growth between April 2011 and March 2015.
- The median pay of residents increased slightly in Swindon between 2011 and 2014 but fell in Wiltshire.
- The increase in house prices has outstripped any increase in average earnings; the average house in Swindon costs 5.2 times the average salary, this rises to 7.4 times in Wiltshire.
- In 2013, turnover and related spend in the Swindon and Wiltshire visitor economy was worth £1.45bn. The number of day trips in the area remained steady at 18.1 million however the amount spent on these trips increased by £92m to £641m by 2013 and overnight visitor spend also increased by £70m over the same period. The largest overseas markets for the area are Germany, The Netherlands, USA and France.

## **Business News<sup>2</sup>**

### **April**

A trade delegation from the US city of Mentor visited Swindon to explore the potential of establishing further links following the merger of Steris, a major healthcare business in Mentor with Synergy Health, based in Swindon. Steris' headquarters as a consequence are now based in the UK.

The £5m South West Tourism Growth Fund was announced by Government to grow tourism, deliver economic growth and boost export earnings in the South West of England. Visit Wiltshire will sit on the Programme Board with regional and national partners to design the delivery of this fund across the region by March 2016.

### **May**

Dymag announced plans to create 200 jobs as part of a new £7m project. The company is based in Chippenham and produces ultra-light carbon composite wheels which help to reduce fuel consumption and emissions. The jobs are scheduled to come on stream during 2016.

First Milk announced up to 70 job losses at its Westbury Dairies plant as part of a turnaround plan.

### **June**

The acquisition of the Isys Group by Capita was announced. The company has its headquarters in Swindon employing 48 people. The company has developed ID verification software which supports due diligence checks on potential employees looking to work in regulated sectors.

The Vision for the Corsham Mansion House was revealed and will transform it into a centre for digital innovation and business incubation drawing on £4m of Growth Deal funding.

### **July**

Honda announced its investment of £200m in the production of the new Honda Civic at its plant in Swindon, safeguarding 3,000 jobs.

Vodafone UK announced a major network investment across Swindon which will result in stronger indoor and outdoor coverage and mobile internet services across its 3G and 4G networks covering 98% of the town's population.

Swindon announced as one of the most affordable commuter towns in England by Lloyd's Bank making it attractive for commuters into London.

Transport infrastructure improvements have commenced on the A429 at Malmesbury. These improvements will help Dyson's investment in its Technology Campus which will lead to 3,000 new engineering jobs being created.

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<sup>2</sup> Sources <http://www.enterprisewiltshire.co.uk/news>; <http://www.wiltshirebusinessonline.co.uk/>;

The new Herman Miller furniture manufacturing facility in Melksham opened. The development covers 170,000 sq ft and combines its manufacturing and logistics hub based in Bath with its research and development centre based in Chippenham into one building on the Bowerhill Industrial Estate.

## **August**

Construction commenced at the Hawke Ridge Business Park at Westbury which is a 35 acre site. The development will lead to £50m being invested in the local economy. The development has the scope to tailor units to occupiers' requirements.

Multisets Limited, a Swindon based printing company went into administration placing 40 jobs at risk.

## **September**

The relocation of Public Health England from Porton to Harlow in Essex was announced by the Chancellor of the Exchequer. It is anticipated that some activities of the organisation will remain on site in Wiltshire. These job losses will be offset by plans by DSTL to relocate 650 jobs to the Porton site.

Fujitsu acquired Applied Card Technology (ACT) based in Chippenham. ACT provides smart ticketing to transport authorities and operators.

The Wiltshire Apprenticeship campaign was launched by Wiltshire Council. This will increase the number of new apprenticeship starts from 5,000 each year to 6,750 by 2019/20.

Visit Wiltshire launched a new national marketing campaign under its 'Made of England' banner. It aims to attract 3,000 additional staying visitors and generate in excess of £700,000 in additional visitor spending through the campaign.

A bid to develop a network of Enterprise Zones across nine sites in Swindon and Wiltshire was submitted to Government by the Swindon and Wiltshire Local Enterprise Partnership. The proposed sites are in Swindon, Corsham, Porton and Salisbury.

The RAF and Navy announced that they will not be training recruits at the Defence College for Technical Training at Lyneham. The Army's Royal Electrical and Mechanical Engineers will however be trained on-site.

£1m investment in improvements to Trowbridge railway station was announced.

Advanced Plasma Power (APP) secured £11m grant from the Department of Transport to build a factory in Swindon creating 10 jobs in the first instance. The company will develop pioneering technology to power heavy goods vehicles using household and business waste which has the potential to cut carbon emissions by up to 96 per cent.

A new Aldi store in Swindon opened creating 35 new jobs.

The Hilton Hotel at Swindon, located near Junction 16 of the M4 has been put up for sale placing 80 jobs potentially at risk.

## Section 1: Business and Enterprise

This section gives an overview of the size and composition of the business base across the benchmark group, the level of enterprise i.e. business births, deaths and 5-year survival rates and gross value added (GVA).

### 1.1 Business count by size

Between 2011 and 2014, the number of business units across Swindon and Wiltshire increased by 7% to 31,400 (Table 1), this level of growth was surpassed only by Northamptonshire in the benchmark group. This has largely been accounted for by the growth in small and micro businesses. In contrast, the number of large businesses in Swindon and Wiltshire shrank over the period by 7.7% in contrast to both Buckinghamshire Thames Valley and Oxfordshire which saw significant growth in this size band.

**Table 1: % Change in business count 2011-2014**

Business size by employment <sup>3</sup>	Bucks TV	HOTSW	North	Oxfords	SWLEP
Micro	4.9	1.8	8.9	0.0	6.9
Small	7.4	7.7	8.6	4.4	9.4
Medium-sized	-1.6	6.2	2.8	6.4	1.3
Large	16.7	-6.3	0.0	8.0	-7.7
All business sizes	5.0	2.6	8.7	0.8	7.0

Source: Business count of local units, NOMIS, 09/09/2015

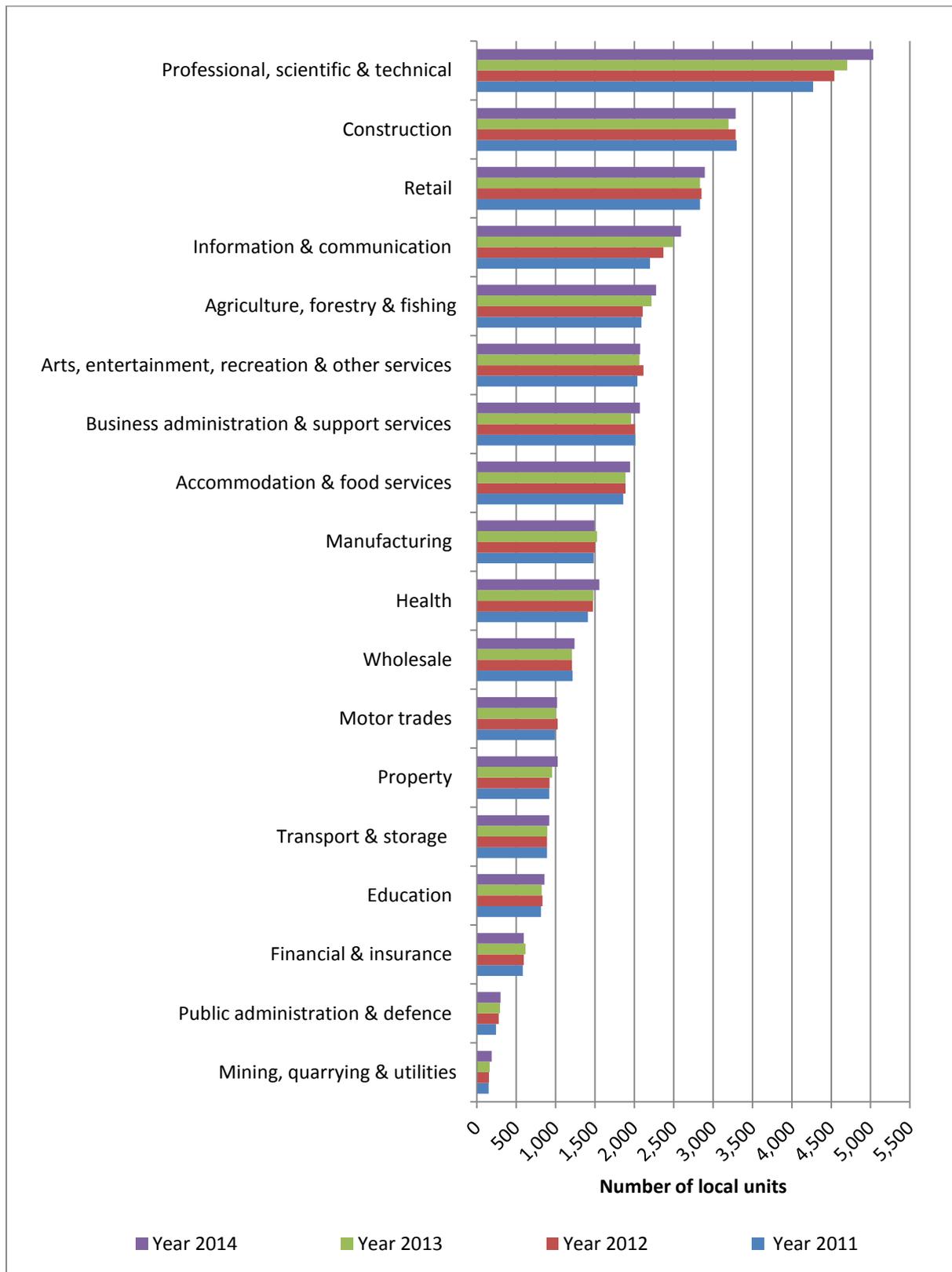
### 1.2 Business count by sector

The sectors with the most business units across Swindon and Wiltshire were in the professional, scientific and technical and construction sectors accounting for 26.5% of all units in the area (Figure 1), the former having grown steadily over the period. They are followed by a further 6 sectors: retail; information and communication; agriculture, forestry and fishing; arts, entertainment and recreation; business administration; and accommodation and food services which accounted for a further 44% of the all business units in the area. The ranking of business units by broad industrial group in Swindon and Wiltshire largely mirrors that in Oxfordshire with the exception of agriculture, forestry and fishing which is more prevalent in Swindon and Wiltshire and education which ranks more highly in Oxfordshire probably accounted for by its University presence.

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<sup>3</sup> Micro – 0-9 employees, Small – 10-49 employees, Medium – 50-249 employees, Large – 250+ employees

**Figure 1: Number of local business units in Swindon and Wiltshire by broad industrial group 2011-2014**

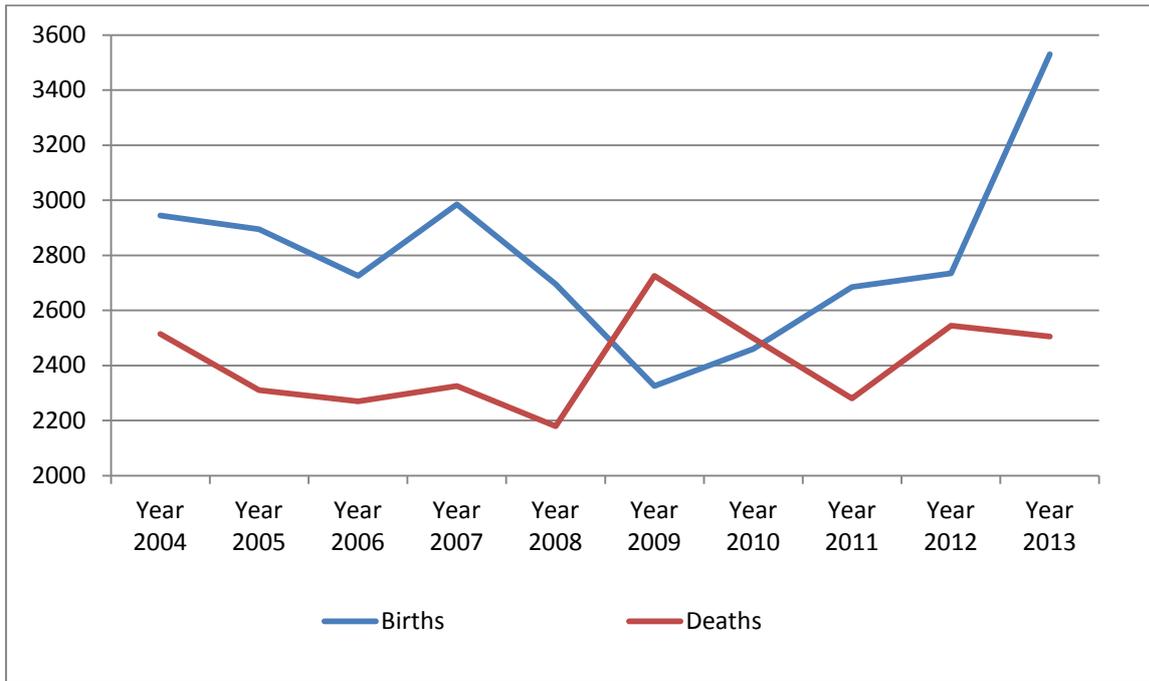


Source: Business Count – local units, NOMIS, 09/09/2015

### 1.3 Business Births and Deaths

The rate of business births and deaths in Swindon and Wiltshire varies annually but broadly mirrors the national trend. Business births are an important indicator of enterprise and in 2013, there was a significant jump in the number of business births, by 29% on the previous year and this was complemented by a small drop in business deaths which was also experienced nationally and locally (Figure 2).

**Figure 2: Number of business births and deaths in Swindon and Wiltshire 2004-2013**



Source: Business Demography 2013, ONS, Nov 2014, 16/09/15

If business births per 1,000 population are taken this jump in business births in 2013 is also clearly evident. The rate for business births in Swindon and Wiltshire rose from 3.9 in 2011 to 5.1 in 2013 although this did not quite reach the average for England and Wales (Table 2) and there is room for improvement locally. All of the LEPs in the benchmark group experienced a marked increase in business births in both absolute and relative terms in 2013 but especially Buckinghamshire Thames Valley.

**Table 2: Business births per 1,000 head of population 2011 and 2013**

LEP	Births		Births per 1000 population	
	2011	2013	2011	2013
Buckinghamshire Thames Valley	2,940	3,570	5.8	6.9
Heart of the South West	5,405	7,120	3.2	4.2
Northamptonshire	2,895	4,195	4.2	5.9
Oxfordshire	2,790	3,515	4.3	5.3
Swindon and Wiltshire	2,685	3,530	3.9	5.1
England and Wales	240,685	320,090	4.3	5.6

Source: Business Demography 2013, ONS and Mid Year Population Estimates 2011, 2013, NOMIS

Swindon and Wiltshire continues to perform well amongst the benchmark group in terms of business survival rates and all of the LEPs have out-performed the average for England and Wales. Table 3 shows the five year business survival rate by LEP i.e. the proportion of businesses established in 2008 which were still operating in 2013 (latest data available).

**Table 3: Five year business survival rate 2008-2013**

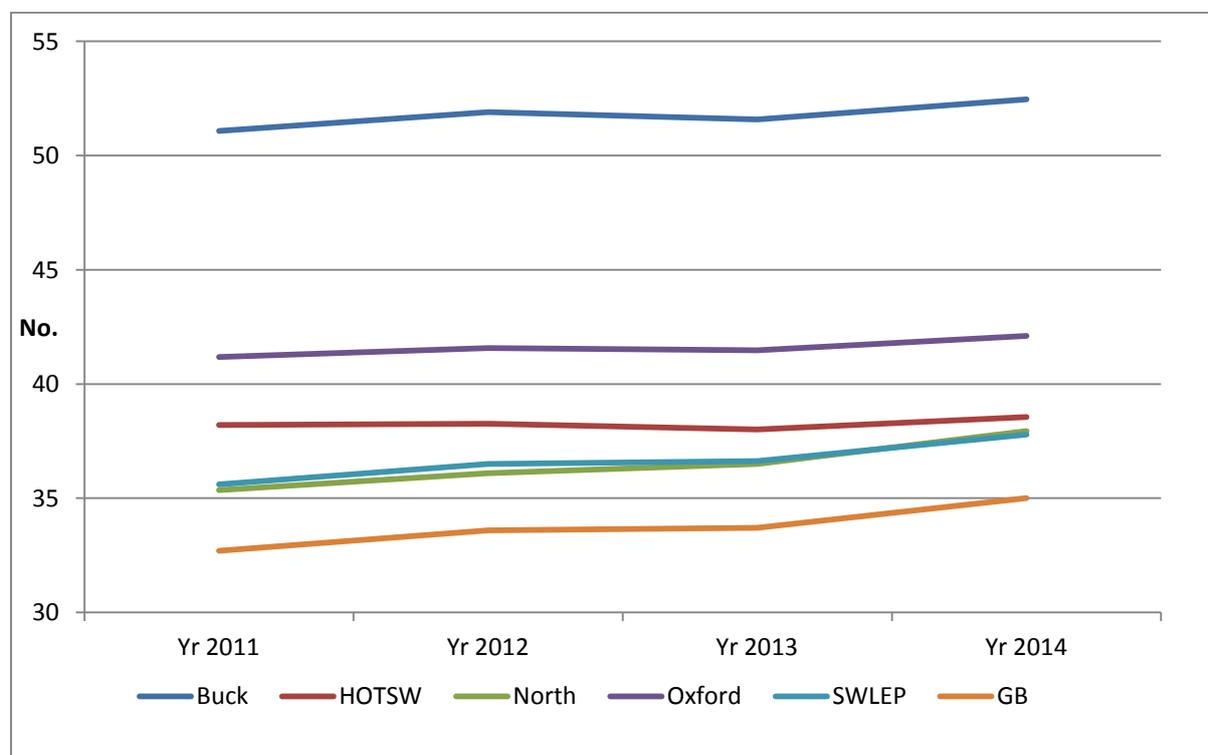
LEP	5 year business % survival rate
Buckinghamshire Thames Valley	46.0
Heart of the South West	43.2
Northamptonshire	46.0
Oxfordshire	46.2
Swindon and Wiltshire	46.9
England and Wales	41.3

Source: Business Demography 2013, Tables 1.2 and 5.1a, ONS Nov 2014, 16/09/15

### 1.4 Business density

The number of enterprises per 1,000 population gives an indication of entrepreneurialism in an area (Figure 3). Swindon and Wiltshire's position has improved slightly since 2011 but it still has the lowest business density amongst the benchmark group with Northamptonshire at 38 enterprises per 1,000 residents in 2014. This figure is still better than the average for Great Britain and England and Wales (35 and 36 respectively in 2014), however there are distinct differences between Swindon and Wiltshire and Buckinghamshire Thames Valley and Oxfordshire.

**Figure 3: Business density per 1,000 population 2011-2014**



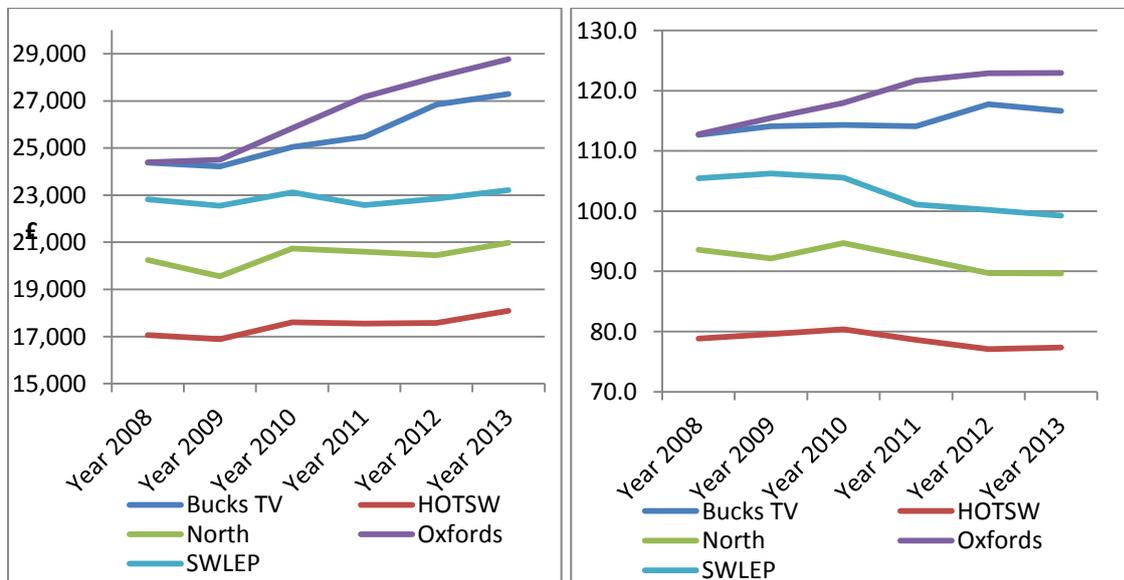
Sources: Business Count and Mid Year Population Estimates, NOMIS, 16/09/15

### 1.5 Gross Value Added (GVA)

The latest information on GVA was published in March 2015 and includes data up to 2013. The total GVA for Swindon and Wiltshire was £16.1bn which had increased by 6.1% since 2008. This was the lowest level of increase across the benchmark group and significantly less than the increase experienced across Oxfordshire (22.9%) and Buckinghamshire Thames Valley (16.4%) over the same period. Taking this data per head of population, GVA in Swindon and Wiltshire increased by £400 over the period, compared to over £4,000 in Oxfordshire and nearly £3,000 in Buckinghamshire (Figure 4). This low level of growth in GVA per head led to Swindon and Wiltshire slipping below the UK average in 2013 (Figure 5). It is important to note that GVA per resident includes those who are not economically active and generating value such as children or the elderly, for locations which are popular for retirement or those with a young families, this brings down the overall GVA generated per head of population.

**Figure 4: GVA per head £, 2008-2013**

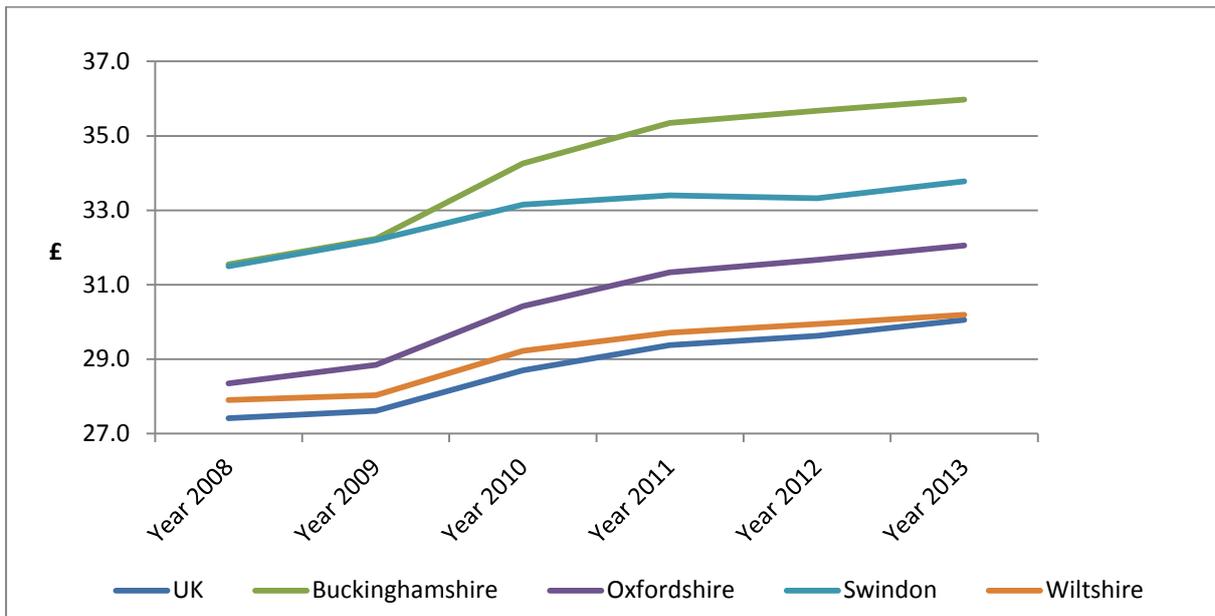
**Figure 5: GVA per head of population indices 2008-2013 (UK=100)**



Sources: GVA for Local Enterprise Partnerships, Tables A3, A4 ONS, 19/02/15

GVA per hour worked is not calculated on a LEP basis by the ONS but it is available by local authority and is a more useful indicator of GVA than per head of population (Figure 6). The graph clearly shows the uplift in GVA per hour since 2008 across all areas although Buckinghamshire is of particular note from 2009 when it broke away from Swindon reaching £36 per hour in 2013 compared to £33.80 in Swindon. GVA across the local authorities in The Heart of the South West and Northamptonshire were below those for Wiltshire and the UK (£30.20 and £30.10 respectively not shown on the graph).

**Figure 6: GVA per hour £ by local authority, 2008-2013**



Source: Sub-regional labour productivity SRPD03, August 2015, ONS, 16/09/15

## Section 2: Labour Market

This section looks at employment characteristics across the benchmark group and also differentiates between the number of employees and employment where the latter includes directors and business owners in the data. Employment data by sector is published annually and 2014 data will be released in the autumn of 2015. A review of unemployment and claimant count data and skills and occupation information are also included.

### 2.1 Employment and Employees

In terms of employment<sup>4</sup> growth between 2011 and 2013, performance has not been very strong across the group however Swindon and Wiltshire has outperformed most of the benchmark group with growth of 0.8% with the exception of Buckinghamshire Thames Valley LEP (Table 4).

**Table 4: Employment in 2011 and 2013 by LEP rounded to the nearest 100**

Employment	2011	2013	% Change 2011-13
Buckinghamshire Thames Valley	216,800	221,100	2.0
Heart of the South West	692,600	691,700	-0.1
Northamptonshire	330,300	322,200	-2.4
Oxfordshire	334,700	336,900	0.7
Swindon and Wiltshire	296,600	299,100	0.8

Source: BRES 2011 and 2013, NOMIS, 03/09/15

The total number of employees<sup>5</sup> across Swindon and Wiltshire has increased more robustly by 1.7% between 2011 and 2013 which was only surpassed by Buckinghamshire Thames Valley LEP (Table 5).

**Table 5: Number of Employees in 2011 and 2013 by LEP Family rounded to the nearest 100**

LEP	2011	2013	% Change 2011-13
Buckinghamshire Thames Valley	206,300	211,700	2.6
Northamptonshire	653,500	662,800	1.4
Heart of the South West	320,300	313,600	-2.1
Oxfordshire	321,300	324,600	1.0
Swindon and Wiltshire	284,800	289,700	1.7

Source: BRES 2011 and 2013, NOMIS, 03/09/15

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<sup>4</sup> Employment includes employees plus the number of working owners. BRES therefore includes self-employed workers as long as they are registered for VAT or Pay-As-You-Earn (PAYE) schemes. Self employed people not registered for these, along with HM Forces and Government Supported trainees are excluded. Working owners are typically sole traders, sole proprietors or partners who receive drawings or a share of the profits.

<sup>5</sup> Employees: An employee is anyone aged 16 years or over that an organisation directly pays from its payroll(s), in return for carrying out a full-time or part-time job or being on a training scheme. It excludes voluntary workers, self-employed, working owners who are not paid via PAYE

### **Full Time and Part Time Employees**

In order to understand whether there has been any structural change in the nature of employment, employee data has been split into those working full time and those working part time.

Swindon and Wiltshire experienced a negligible increase in the total number of people working full time between 2011 and 2013, equating to just an additional 300 full time employees. Taking this data as a proportion of total employees, the proportion of people working full time actually fell by 1% over the period (Table 5). In contrast, the total number of people working full time in Oxfordshire increased by 3.4% and the proportion of people working full time as a proportion of all employees increased by 1.5% over the same period, the greatest level of growth across the LEP benchmark group.

**Table 5: Full time employees 2011-2013**

LEP area	% Change in total number of employees	full time as a % of total employees		% Difference
	2011-2013	2011	2013	2011-2013
Buckinghamshire Thames Valley	2.3	66.6	66.4	-0.2
Northamptonshire	1.6	61.6	61.7	0.1
Heart of the South West	-4.3	71.1	69.5	-1.6
Oxfordshire	3.4	65.0	66.5	1.5
Swindon and Wiltshire	0.2	65.6	64.6	-1.0

Source: BRES 2011 and 2013, NOMIS, 03/09/15

Swindon and Wiltshire has seen a significant increase in the overall number of people employed part-time, rising by 4.6% between 2011 and 2013, equivalent to an increase in 4,500 employees (Table 6). The Swindon and Wiltshire area was not alone in this trend with both Buckinghamshire Thames Valley and Heart of the South West also seeing a rise in the number of part time employees. This is of most concern for Swindon and Wiltshire and The Heart of the South West as it would appear that part time employment is being created at the expense of full time employment which raises the risk of declining household income and in-work poverty.

**Table 6: Part-time employees 2011-2013**

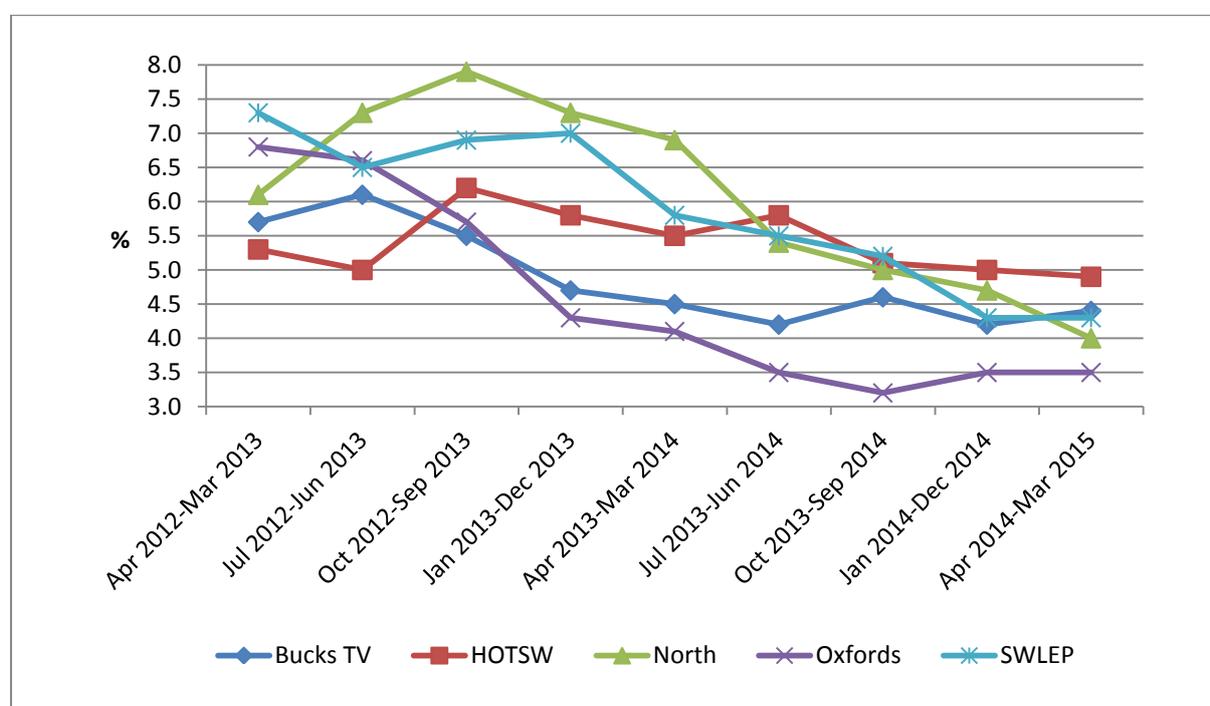
LEP area	% Change in the total full time employees 2011-13	Part time as a % of total employees 2011	Part time as a % of total employees 2013	% change 2011-2013
Buckinghamshire Thames Valley	3.4	33.4	33.6	0.2
Northamptonshire	1.1	38.4	38.3	-0.1
Heart of the South West	3.2	28.9	30.5	1.6
Oxfordshire	-3.3	35.0	33.5	-1.5
Swindon and Wiltshire	4.6	34.4	35.4	1.0

Source: BRES 2011 and 2013, NOMIS, 03/09/15

## 2.2 Unemployment and Job Seekers Allowance Claimant Count

Unemployment amongst the working age population aged 16-64 has shown an overall decline over the last two years<sup>6</sup> (Figure 7). For the year April 2014 to March 2015, the average rate of unemployment had fallen to 4.3% (15,000 people) across Swindon and Wiltshire compared to 7.3% (24,800) for the same period 2012-2013 and the area sits mid league when compared to the benchmark group. The most dramatic fall has been in Northamptonshire where unemployment peaked at 7.9% between Oct 2012 and Sept 2013 falling to 4.0% for Apr 2014 to March 2015. Unemployment rates are the lowest in Oxfordshire at 3.5% for the year April 2014-Mar 2015; to equal Oxfordshire's performance, Swindon and Wiltshire would need to move a further 2,700 people into employment. It is important to note that the size of the working age population has changed over this period which makes the fall in unemployment in Swindon and Wiltshire even more impressive in the light of in-migration i.e. the working age population increased by 21,700 over this period whilst unemployment fell by 9,800.

**Figure 7: % Unemployment rate amongst residents aged 16-64**



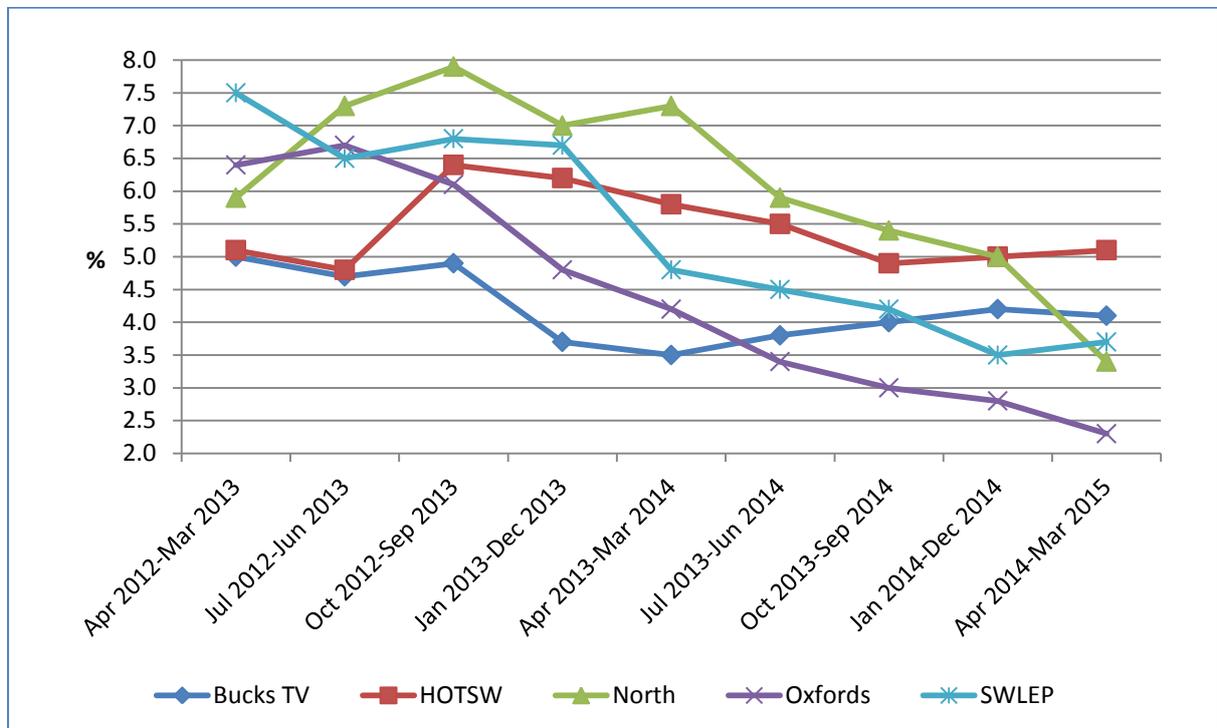
Source: Annual Population Survey, NOMIS, 08/09/2015

Male unemployment across Swindon and Wiltshire has followed the general pattern of decline over the period and sits mid table across the benchmark group at 3.7%. There is a great variation amongst the group from Oxfordshire with only 2.3% male unemployment compared to 5.1% across The Heart of the South West (Figure 8). Female unemployment rates in Swindon and Wiltshire are higher than those for men and peaked between January

<sup>6</sup> The Annual Population Survey publishes data quarterly basis. The latest available is the year Apr 2014-2015.

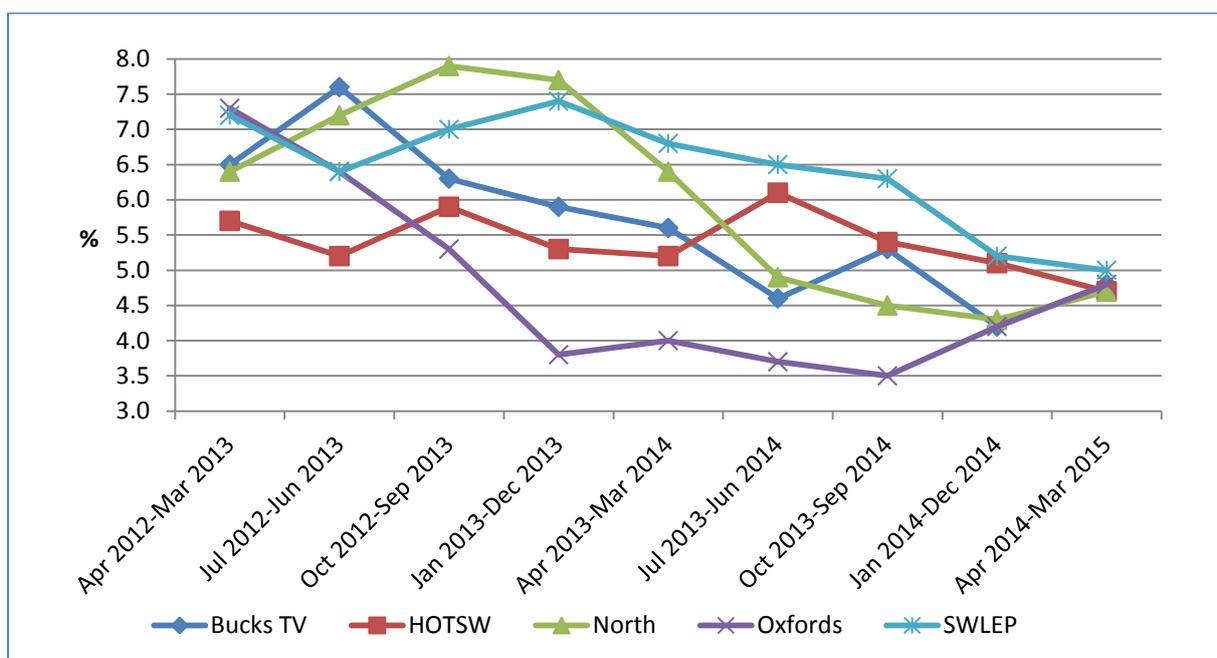
2013 and September 2014. Female unemployment rates across the benchmark family have all fallen over the period and converged at around 4.7%-5.0% for April 2014-March 2015 (Figure 9).

**Figure 8: Male unemployment rate (16-64)**



Source: Annual Population Survey, NOMIS, 08/09/2015

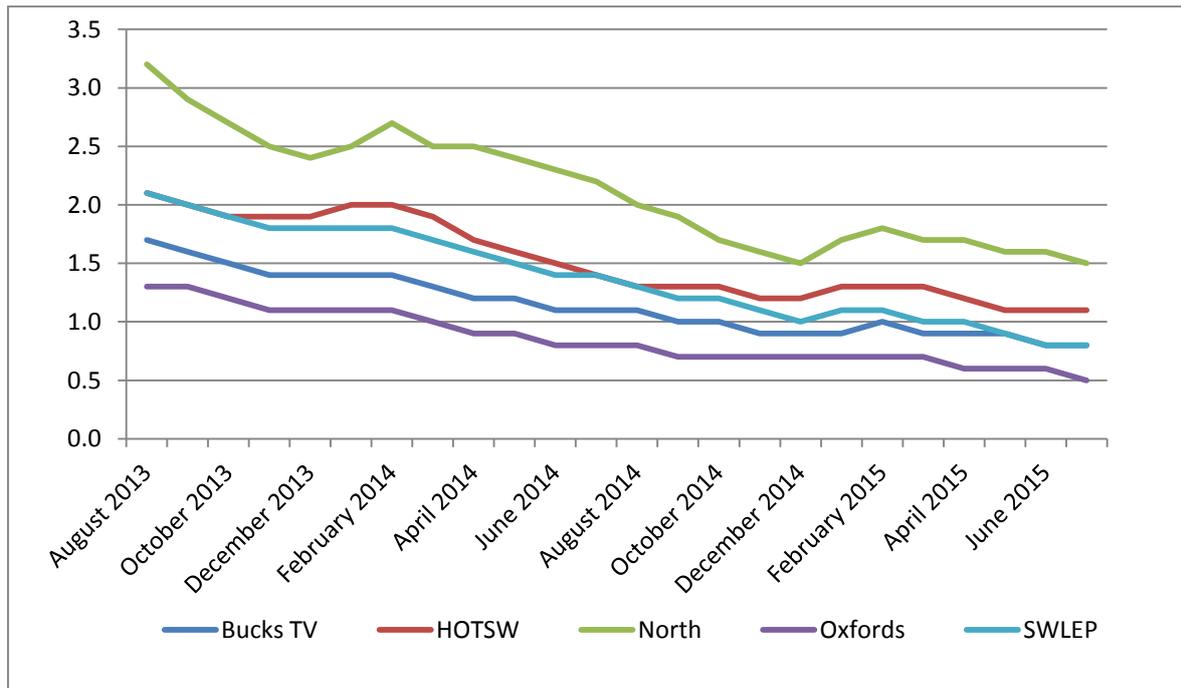
**Figure 9: Female unemployment rate (16-64)**



Source: Annual Population Survey, NOMIS, 08/09/2015

The number of people claiming Job Seekers Allowance (JSA) is always much lower than the number of people who are unemployed as not everyone is eligible to claim benefits. The eligibility criteria for those seeking JSA and other benefits is gradually being tightened through welfare reform and if the economy remains stable over time the number claiming benefits in general could continue to fall. The claimant count across Swindon and Wiltshire is low at just 0.8% (3,600 claimants) along with Buckinghamshire Thames Valley. Oxfordshire has the lowest rate at just 0.5% in June 2015 (Figure 10).

**Figure 10: % Job seekers allowance claimant count, August 2013-July 2015**

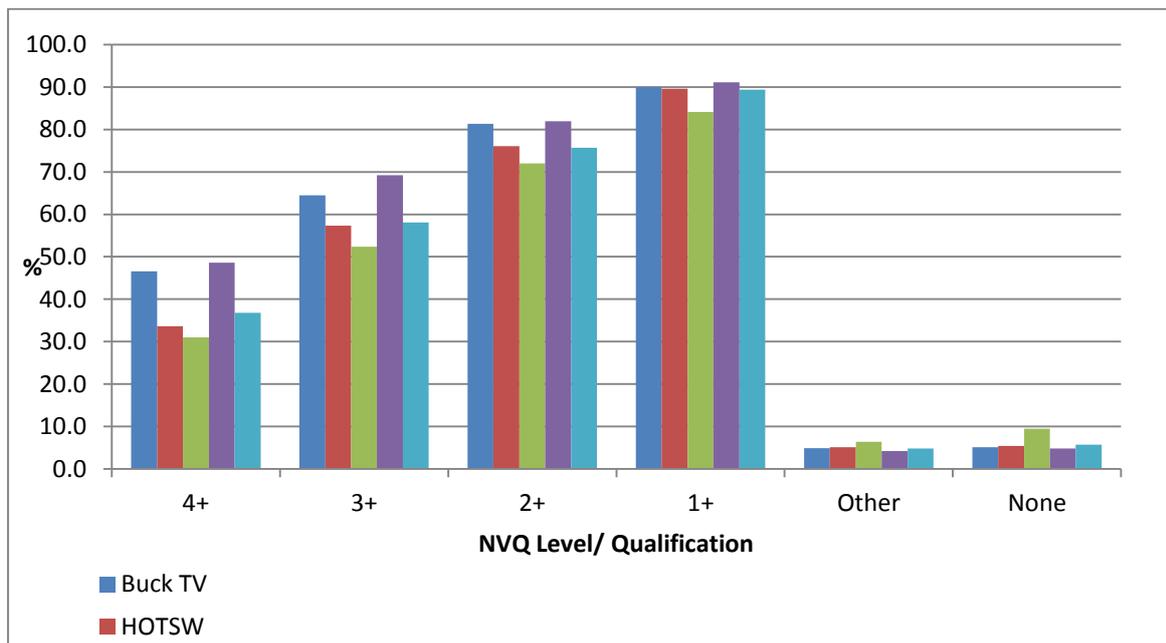


Source: JSA Claimant Count, NOMIS, 10/09/15

### Section 3: Skills and Occupation Profile

The Swindon and Wiltshire Local Economic Assessment 2013 projected an increasing demand for higher skilled employees and as a result there is an aspiration to increase the number of people in the Swindon and Wiltshire qualified to NVQ4 or above. In 2014, 37% of the population were qualified to this level or above which is mid table when compared to the benchmark group (Figure 11) but above the national average of 36%. Oxfordshire and Buckinghamshire Thames Valley have the highest proportion of their population qualified to this level (48% and 47% respectively) so there is still some way for Swindon and Wiltshire to go to be on par with them.

**Figure 11: % of residents by qualification by LEP, Jan-Dec 2014**



Source: Annual Population Survey, NOMIS, 08/09/2015

Between 2011 and 2014, the number of people with higher qualifications (NVQ4 or above) in Swindon and Wiltshire had increased by an additional 17,300 people bringing the total to 157,000 so movement is in the right direction. This was the largest percentage growth across the benchmark group (12.4%) closely followed by Heart of the South West (12.2%) and Oxfordshire (11.7%). In addition the number of residents with no qualifications had fallen by 2,400 to 24,400 by 2014 (Table 7).

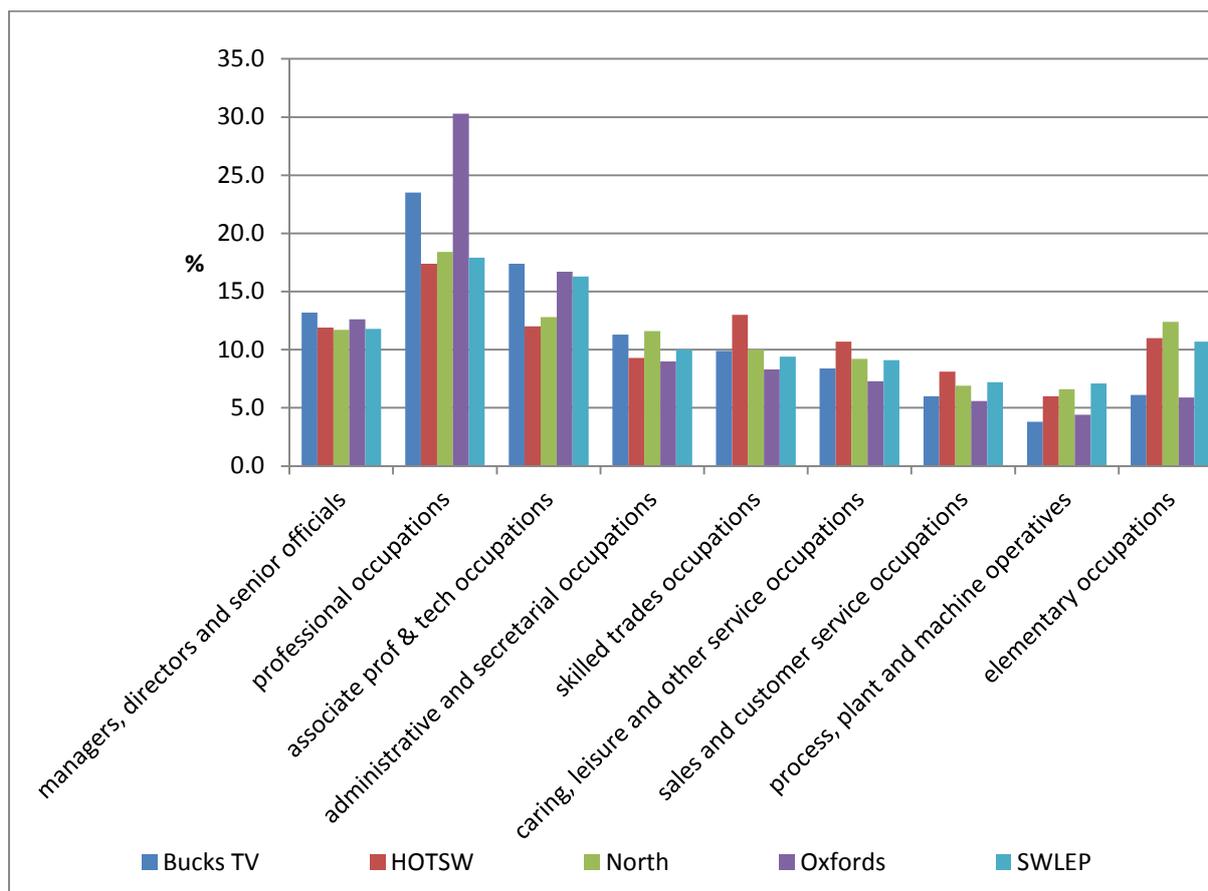
**Table 7: Number of residents by qualification in Swindon and Wiltshire 2014**

NVQ aged 16-64	Jan-Dec 2011	Jan-Dec 2014	Change 2011-2014
4+	139,700	157,000	17,300
3+	233,400	247,800	14,400
2+	312,000	323,100	11,100
1+	371,800	381,700	9,900
Other	24,600	20,600	-4,000
None	26,800	24,400	-2,400

Source: Annual Population Survey, NOMIS, 08/09/2015

In terms of occupation profile the most striking differences between Swindon and Wiltshire and the benchmark family are with Oxfordshire and Buckinghamshire Thames Valley and the proportion of residents in professional occupations (18%, 30% and 24% respectively, Figure 12). This difference is offset by higher proportions of the Swindon and Wiltshire population being engaged in elementary occupations, process and plant and machine operatives and caring and leisure related occupations. The proximity of Oxfordshire and Buckinghamshire Thames Valley to London and the M4 corridor may be held to account for some of this difference.

**Figure 12: % residents by occupation (SOC 2010)<sup>7</sup> April 2014-March 2015**



Source: Annual Population Survey, NOMIS, 08/09/2015

There are a number of occupations which have increased significantly in size across Swindon and Wiltshire between 2011/12 and 2014/15, the most notable being associate professional and technical occupations which offer technical support to managers, directors and senior officials and are generally qualified to a higher-level vocational qualification (Table 8). In contrast, the number of people in professional occupations has fallen by 5,200 over the same period. This covers occupations which draw on extensive theoretical knowledge in the science, research and engineering, humanities and related fields requiring a degree or post graduate qualification and experience. Despite these losses, professional occupations still remain the most significant single occupation category for Swindon and Wiltshire.

<sup>7</sup> SOC 2010 - Standard Occupation Codes 2010

**Table 8: Number of working age residents by occupation classification (SOC 2010)**

Standard Occupation Codes (SOC 2010)	Apr 2011-Mar 2012	Apr 2014-Mar 2015	Change
Managers, directors and senior officials	35,500	41,100	5,600
Professional occupations	67,600	62,400	-5,200
Associate professional & technical occupations	47,900	57,000	9,100
Administrative and secretarial occupations	34,500	34,900	400
Skilled trades occupations	29,800	32,700	2,900
Caring, leisure and other service occupations	28,100	31,800	3,700
Sales and customer service occupations	25,800	25,100	-700
Process, plant and machine operatives	19,800	24,800	5,000
Elementary occupations	32,800	37,200	4,400

Source: Annual Population Survey, NOMIS, 08/09/2015

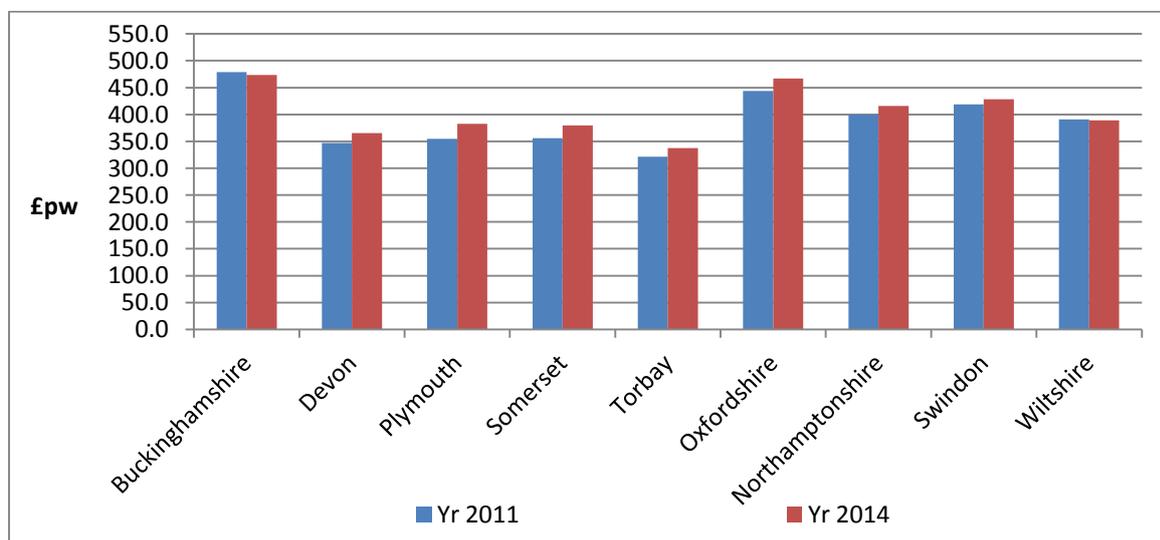
## Section 4: Economic infrastructure

This section presents data on earnings by residence and workplace and also house prices in order to understand the level of affordability in the area. Data are not produced by local enterprise partnership so it is presented by the local authorities which comprise the LEP benchmark group<sup>8</sup>. Data for tourism-related activity are also presented in this section.

### 4.1 Earnings

Given the proximity of some LEPs to London, it is not surprising that there is significant variation in pay across the benchmark group with lowest pay found across the Heart of the South West LEP area. Median pay for residents has increased across the majority of areas between 2011 and 2014 with the exception of Wiltshire and Buckinghamshire which have fallen slightly (Figure 13).

**Figure 13: Median gross weekly pay of residents, 2011-2014**

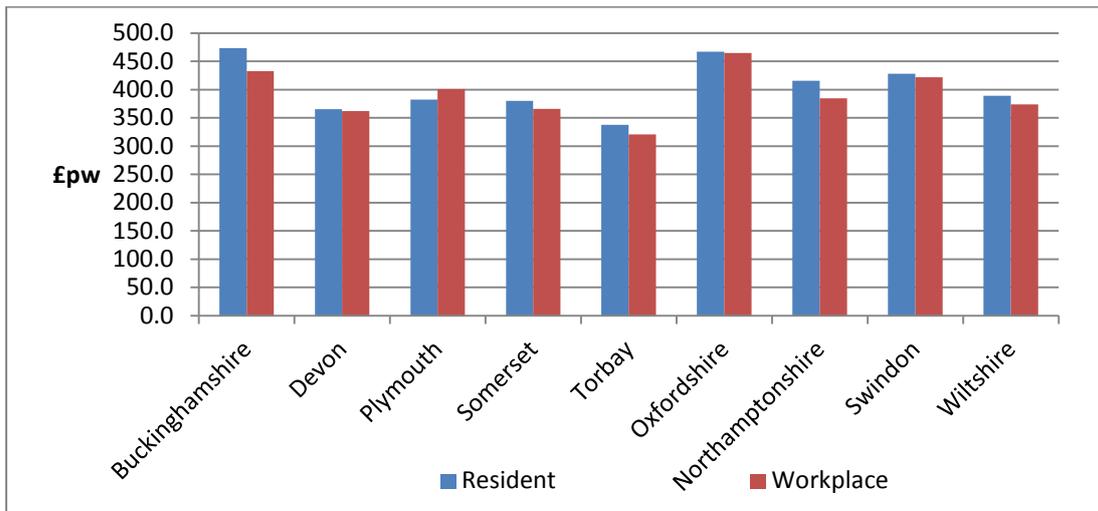


Source: Annual survey of hours and earnings, 2011 and 2014, NOMIS 16/09/15

Average earnings data are also available by workplace and tend to be lower because resident earnings reflect the influence of out-commuting to higher paid jobs especially when than area is close to a city or major conurbation for example London. This is reflected across the benchmark group with the exception of Plymouth where workplace pay is higher than resident pay. The difference across Swindon is modest at only 1.6% and can be accounted for by the influence of the location of major corporate businesses within the Borough keeping workplace pay higher (Figure 14). In comparison, the difference in Wiltshire is 3.9% and can be accounted for by residents commuting to higher paid jobs in locations such as Bristol, Swindon and London.

<sup>8</sup> Heart of the South West comprises the following local authority areas: Devon, Plymouth, Torbay and Somerset.

**Figure 14: Median gross weekly pay by residents and workplace 2014**

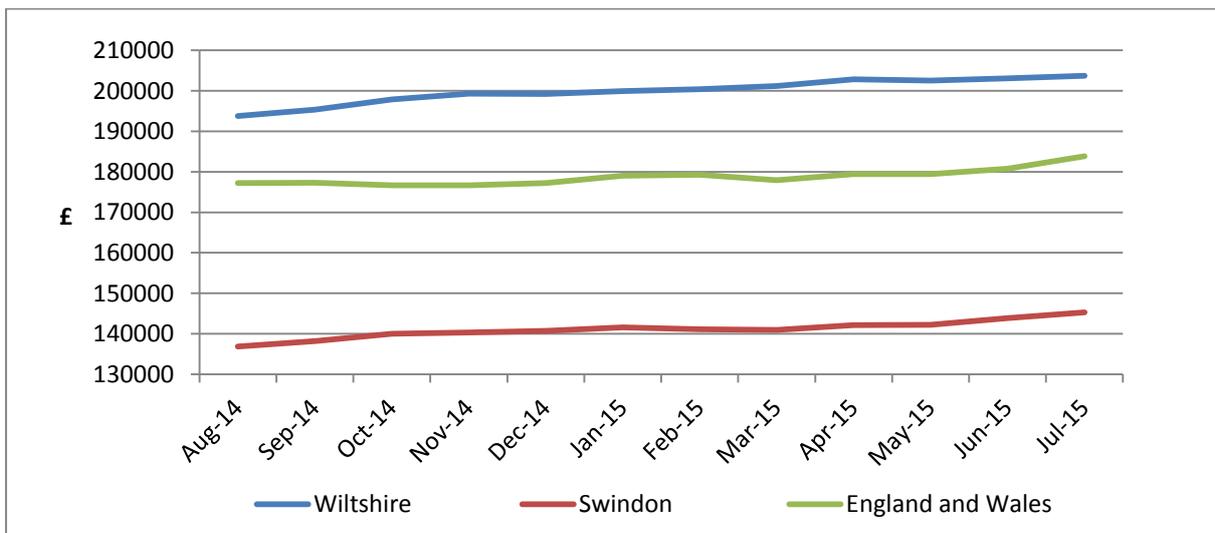


Source: Annual survey of hours and earnings, 2011 and 2014, NOMIS 16/09/15

#### 4.2 Average house prices

Average house prices are published by the Land Registry on a local authority basis, these have not been averaged across the Swindon and Wiltshire area as to do so would not give an accurate picture of house price costs in either Swindon or Wiltshire (Figure 15). Given its rural character, there is a much broader range and number of house types in Wiltshire than would be found in a smaller urban area such as Swindon and as such the average house price is appreciably higher in Wiltshire. Average prices in Swindon are below the average for England and Wales which makes it a relatively affordable place to live compared to Wiltshire. Swindon has recently been identified as one of the most affordable commuter towns in England by Lloyds Bank making it attractive for commuters into London however affordability for residents employed locally will still remain an issue.

**Figure 15: Average house prices August 2014-July 2015**



Source: Land Registry, Average House Price, 16/09/15

House prices have risen across both Swindon and Wiltshire over the last 12 months and at a faster rate than across England and Wales. By July 2015, the average price of a house in Swindon had risen by 6.2% to £145,300 and by 5.1% in Wiltshire to £203,742, in comparison, the average for England and Wales had risen by only 3.7% to £183,861. In terms of sales volume, there was an average of 1048 sales per month across Swindon and Wiltshire (Jun 2014-May 2015).

By taking the average median salary of residents in an area it is possible to calculate the ratio of earnings to house prices (Table 9). Given house prices in Swindon are below the average for England and Wales it is of little surprise that this ratio is lower than in Wiltshire and for England and Wales. That said, average house prices are still five times higher than median salary in Swindon, this jumps to over seven times in Wiltshire.

**Table 9: House price affordability 2014**

Local Authority	Average House Price	Median Annual Salary	Ratio
Swindon	£140,716	£27,057	5.2
Wiltshire	£199,176	£26,903	7.4
England and Wales	£177,220	£27,341	6.5

Source: Annual Survey of Hours and Earnings, 2014 and Land Registry, Dec 2014, 16/09/15

#### 4.2 The Swindon and Wiltshire visitor economy

The latest data available on the visitor economy relates to 2013 however 2014 data should be published for the January edition of this bulletin (Table 10). Data are based on a combination national datasets and model estimates. According to the 2013 study, employment in tourism-related activity increased significantly between 2011 and 2013 to 28,000 (21,000 full time equivalents) and accounted for 9% of total employment across Swindon and Wiltshire. Catering accounted for 37% of employment in the sector, followed accommodation (20%), retailing (17%) and accommodation (16%)<sup>9</sup>.

By 2013, business turnover in the sector was worth £1.45bn i.e. the result of visitor spend on supplies and services by businesses which benefit from business spending supplemented by earnings spent by those employed directly or indirectly by the sector<sup>10</sup>. The number of day trips in the area has remained steady at 18.1m but the amount spend as a result of these day trips is estimated to have risen significantly from £549m to £641m between 2011 and 2013. The number of overnight stays in the area has fallen over the same period but this has not impacted on the amount of spend which actually increased by £70m over the period to £339m. The amount of spend by people staying in Wiltshire and Swindon as a proportion of regional spend has increased over the period to £54m by 2013 and the area is increasing its market share within the South West (6.28%).

Visitors from the South West was the largest source of domestic visitors (28%) followed by the South East (26%) and London (9%). In terms of overseas visitors the largest market is

<sup>9</sup> Direct FTE employment by businesses in receipt of direct visitor expenditure.

<sup>10</sup> This is split between £971m which resulted by visitor spend and £484m through employee spend. There are 13,300 FTE directly employed, 4,200 indirectly and 3,500 induced.

Germany followed by the Netherlands, USA and France. Half of the trips in the area were holidays with a further 28% visiting friends and relatives whilst business trips accounted for 19%.

**Table 10: Overview of the Swindon and Wiltshire Visitor Economy 2011-2013**

Indicator	2011	2012	2013	Change 2011-2013
Total staying visitor trips	1.6m	1.7m	1.7m	100,000
Total staying visitor nights	5.9m	5.5m	5.5m	-400,000
Total staying visitor spend	£269m	£321m	£339m	£70m
Total days visits	18.1m	18.1m	18.1m	-
Total day visitor spend	£549m	£638m	£641m	£92m
Total visitor related spend	£859m	£1,005m	£1,028m	£169m
Total tourism supported business turnover	£1.13m	£1.42m	£1.46m	£330,000
Total employment	21,000	27,600	28,000	7,000
% of total employment	7%	9%	9%	2%

Source: The Economic Impact of Wiltshire's Visitor Economy 2013<sup>11</sup>

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<sup>11</sup> Covers Swindon and Wiltshire

## Appendix 1: SOC 2010 classifications<sup>12</sup>

**1 Managers, Directors and Senior Officials:** This major group covers occupations whose tasks consist of planning, directing and coordinating resources to achieve the efficient functioning of organisations and businesses. Working proprietors in small businesses are included, although allocated to separate minor groups within the major group. Most occupations in this major group will require a significant amount of knowledge and experience of the production processes, administrative procedures or service requirements associated with the efficient functioning of organisations and businesses.

**2 Professional Occupations:** This major group covers occupations whose main tasks require a high level of knowledge and experience in the natural sciences, engineering, life sciences, social sciences, humanities and related fields. The main tasks consist of the practical application of an extensive body of theoretical knowledge, increasing the stock of knowledge by means of research and communicating such knowledge by teaching methods and other means. Most occupations in this major group will require a degree or equivalent qualification, with some occupations requiring postgraduate qualifications and/or a formal period of experience-related training.

**3 Associate Professional and Technical Occupations:** This major group covers occupations whose main tasks require experience and knowledge of principles and practices necessary to assume operational responsibility and to give technical support to Professionals and to Managers, Directors and Senior Officials. The main tasks involve the operation and maintenance of complex equipment; legal, business, financial and design services; the provision of information technology services; providing skilled support to health and social care professionals; serving in protective service occupations; and managing areas of the natural environment. Culture, media and sports occupations are also included in this major group. Most occupations in this major group will have an associated high-level vocational qualification, often involving a substantial period of full-time training or further study. Some additional task-related training is usually provided through a formal period of induction.

**4 Administrative and Secretarial:** Occupations within this major group undertake general administrative, clerical and secretarial work, and perform a variety of specialist client-orientated administrative duties. The main tasks involve retrieving, updating, classifying and distributing documents, correspondence and other records held electronically and in storage files; typing, word-processing and otherwise preparing documents; operating other office and business machinery; receiving and directing telephone calls to an organisation; and routing information through organisations. Most job holders in this major group will require a good standard of general education. Certain occupations will require further additional vocational training or professional occupations to a well-defined standard.

**5 Skilled Trades Occupations:** This major group covers occupations whose tasks involve the performance of complex physical duties that normally require a degree of initiative, manual dexterity and other practical skills. The main tasks of these occupations require experience with, and understanding of, the work situation, the materials worked with and the

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<sup>12</sup> [http://www.neighbourhood.statistics.gov.uk/HTMLDocs/dev3/ONS\\_SOC\\_hierarchy\\_view.html](http://www.neighbourhood.statistics.gov.uk/HTMLDocs/dev3/ONS_SOC_hierarchy_view.html)

requirements of the structures, machinery and other items produced. Most occupations in this major group have a level of skill commensurate with a substantial period of training, often provided by means of a work-based training programme.

**6 Caring Leisure and Other Services Occupations:** This major group covers occupations whose tasks involve the provision of a service to customers, whether in a public protective or personal care capacity. The main tasks associated with these occupations involve the care of the sick, the elderly and infirm; the care and supervision of children; the care of animals; and the provision of travel, personal care and hygiene services. Most occupations in this major group require a good standard of general education and vocational training. To ensure high levels of integrity, some occupations require professional qualifications or registration with professional bodies or relevant background checks.

**7 Sales and Customer Service:** This major group covers occupations whose tasks require the knowledge and experience necessary to sell goods and services, accept payment in respect of sales, replenish stocks of goods in stores, provide information to potential clients and additional services to customers after the point of sale. The main tasks involve knowledge of sales techniques, a degree of knowledge regarding the product or service being sold, familiarity with cash and credit handling procedures and a certain amount of record keeping associated with those tasks. Most occupations in this major group require a general education and skills in interpersonal communication. Some occupations will require a degree of specific knowledge regarding the product or service being sold, but are included in this major group because the primary task involves selling.

**8 Process, Plant and Machine Operative Occupations:** This major group covers occupations whose main tasks require the knowledge and experience necessary to operate and monitor industrial plant and equipment; to assemble products from component parts according to strict rules and procedures and to subject assembled parts to routine tests; and to drive and assist in the operation of various transport vehicles and other mobile machinery. Most occupations in this major group do not specify that a particular standard of education should have been achieved but will usually have a period of formal experience-related training. Some occupations require licences issued by statutory or professional bodies.

**9 Elementary Occupations:** This major group covers occupations which require the knowledge and experience necessary to perform mostly routine tasks, often involving the use of simple hand-held tools and, in some cases, requiring a degree of physical effort. Most occupations in this major group do not require formal educational qualifications but will usually have an associated short period of formal experience-related training.

This report has been produced drawing on a range of nationally available statistics published by the Office for National Statistics and NOMIS which can be accessed at the following web addresses:

<http://www.ons.gov.uk>

<http://www.nomisweb.co.uk>

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## Swindon and Wiltshire Local Enterprise Partnership

### Joint Strategic Economic Committee

1 December 2015

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#### Planning Policy Update

##### 1. Purpose

1.1. To provide an update to the Committee on progress with joint working including the need for a joint study to determine the scale and location of growth at Swindon in the light of the joint Strategic Housing Market Assessment (SHMA) and Functional Economic Market Assessment (FEMA) for Wiltshire and Swindon.

##### 2. Background

2.1. As reported to the Committee in September 2015, although both Local Plans (Wiltshire Core Strategy and Swindon Borough Core Strategy) have recently been adopted for the period to 2026 they will need early review to extend the plan period to at least 15 years in line with the National Planning Policy Framework (NPPF). The SHMA and FEMA will inform the housing and economic needs beyond 2026 and provide evidence to inform the review of these Plans.

2.2. At the last Committee, discussion also took place regarding the current Joint Working Party to consider whether it should be updated or if more suitable or efficient governance arrangements were possible to support joint working of both authorities. No conclusions were made.

##### 3. Joint Working

3.1. The SHMA/FEMA project is moving forward and the Councils' consultant, Opinion Research Services, is working towards producing draft HMA and FEMA boundaries. The methodology for defining the boundaries and the draft boundaries themselves will be prepared for initial discussion with neighbouring planning authorities in the New Year consistent with the Duty to Cooperate.

3.2. In terms of Councillor's engagement in taking the project forward, it is proposed that the project team comprising Wiltshire and Swindon Officers in planning, housing and economic development report to a Senior Officer/Councillor Working Group comprising three Councillors from each authority and that group reports to the Joint Strategic Economic Committee.

3.3. For each authority, it is proposed that the relevant Cabinet portfolio holders are represented on the Group. This is proposed as a more efficient form of working appropriate to the Project than the extant Joint Working Party. Meetings can be arranged consistent with milestones within the project, with the initial meeting held in December/January 2016 to include the following:

- Project timelines and reporting arrangements;

- Establishment of stakeholder group consistent with best practice comprising developers, major land owners and registered Social (or their representatives), and consideration of the need for wider community engagement;
- Form and nature of consultation; and
- Update on project outputs.

#### 4. Swindon Growth Study

- 4.1. In rolling the Plan periods forward there will be the need to plan for, and therefore to consider the potential for additional growth in the Swindon area. This will need to be done through the preparation of a joint study to inform plan making, which has successfully been undertaken to inform previous strategic planning documents
- 4.2. In 2004, at the request of the then South West Regional Assembly, a joint study was undertaken to determine the future growth of Swindon over the period to 2026. This became known as the Swindon Joint Study and was published in 2005. Whilst initially this was to inform the draft Regional Strategy, much of this work was subsequently used for informing the respective plans for Swindon and Wiltshire, particularly the identification of the area to the east of the A419 as a major urban extension to Swindon.
- 4.3. It is proposed that a similar exercise is carried out to inform the review of the development plan for Wiltshire and Swindon, providing guidance on the long term development of Swindon. Together, Swindon Borough and Wiltshire Councils will lead and deliver the technical work for a new study focused on Swindon. However, there will be the need to engage with other Local Authorities and public bodies, such as the Environment Agency and Highways England also.
- 4.4. Joint Studies take time to prepare and work will need to be commenced alongside the development of the SHMA and FEMA project. It is proposed that the methodology, timetable consultation and governance arrangements for a joint study are also considered by the Officer/Member group proposed in paragraph 3.2 with a report to JSEC in due course.

#### 5. Recommendation

**To:**

- (i) Note the content of the paper;**
- (ii) Agree that a Senior Officer/Councillor Working Group be established comprising three Councillors (relevant Cabinet portfolio holders) from each authority to support the preparation of the 'Strategic Housing Market Assessment and Functional Economic Market Assessment' and other joint evidence base studies to inform the review of the Councils' Local Plans; and**
- (iii) Agree that the Senior Officer/Councillor Working Group, as identified in (ii), reports to the Joint Strategic Economic Committee.**

**Alistair Cunningham**

Associate Director for Economic Development and Planning,

Wiltshire Council

**Richard Bell**

Head of Planning, Regulatory Services, Heritage and Libraries  
Swindon Borough Council

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## Swindon and Wiltshire Local Enterprise Partnership

### Joint Strategic Economic Committee

1 December 2015

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#### Swindon and Wiltshire JSEC ESIF – Progress report

##### Introduction

1. Paper updating JSEC on Swindon & Wiltshire European Structural and Investment Funds (ESIF) programme's progress with detail on strategy implementation, update on call for projects and ESIF strategy 'refresh' and the steps taken locally to develop calls for projects.

##### Programme progress

2. Milestones reached in recent months:
  - All Operational Programmes - European Regional Development Fund (ERDF) Rural Development (EAFRD) and European Social Fund (ESF) have been agreed between London and Brussels.
  - Business processes for ESIF project selection confirmed by Managing Authorities (MA)
  - ESIF Committee has received Terms of Reference from national Growth Programme Board
  - ESIF strategy "refresh" is underway to align local Strategy with national operational programmes, and bring ESIF governance into line with SWLEP structures

##### Progress on local implementation

###### Call progress - summary

3. Intense activity to scope and develop call specifications for projects to deliver strategic objectives.
  - ERDF
    - Calls due – (a) SME Growth ('growth hub') project and (b) for health and life sciences business cluster support due for publication by late November 2015
    - Four extant calls allocating £4.25m ERDF and leveraging further £5.4m support for SMEs
  - ESF
    - Applications received by Big Lottery with progress to stage 2 due in November 2015
    - Skills Funding Agency (£12.53m ESF) – delays expected due to revision to ESF allocation and changes expected by SFA
    - DWP opt-in work on employability support ongoing
  - EAFRD
    - First rural development call - for tourism accommodation – to be called following ministerial approval

###### Extant calls - progress

4. *Manufacturing Advice* and *International trade for SMEs* – both to be funded and delivered by regional contract holders of Business Growth Service.
  - ERDF allocated (£1.05m and £1.4m respectively) will not be fully utilised by applicants.
  - Appraisals of full application expected Dec. 2015
  - Projects are not likely to start until early 2016 – *Manufacturing Advice* project anticipated to have short (15 month) duration due to limited availability of match funding from BIS.

5. *Health and Life Sciences centre* – Up to £3m ERDF allocated linked to Growth Deal.
  - Single application received (from Wiltshire Council)
  - ESIF Committee gave positive advice to MA on its outline assessment.
  - Applicant invited to make full application, and appraisal expected shortly for Dec. 2015
  - Proposal remains for February 2016 for building work to commence
  
6. *Innovation Support Services* – Up to £500,000 ERDF available to fund up to 50% project costs for innovation service targeted at key sectors
  - Open call made by MA on 24 July 2015.
  - Objective to provide 'higher growth potential' SMEs with effective approach to R&D and innovation for growth.
  - Outline assessment(s) being concluded by MA for ESIF Committee to advice on strategic fit of proposals prior to full application in Dec. 2015
  
7. *Skills Funding Agency (SFA) opt-in* – Committee advised its overall satisfaction of application by SFA to become an ESIF co-funding organisation using the Adult Skills Budget. Specifications for four invitations to tender are planned for projects to deliver:
  - Demand-led skills brokerage service to support businesses plan and access skills provision
  - Skills coaching for young adults (16-24) to sustain and improve workforce credentials
  - Project aimed at utilising older workers skills and experience and for extended careers
  - Project to raise aspirations of younger adults in science, technical, engineering and mathematic (STEM) careers – working with employers, education and training providers.
  
8. However, the Skills Funding Agency arrangements require further work due to Adult Skills Budget co-funding becoming uncertain. Subject to the government's imminent spending review, the SFA cannot confirm co-funding availability beyond 2018. Funding may be devolved locally from 2019 onwards which will affect how ESF monies are invested. Planned projects will now need end in 2018, with delivery truncated to around 18-24 months instead of the planned minimum 36 months. Plans are being re-drawn to ensure strategic projects for workforce skills and business investment in skills and talent remain viable.
  
9. *DWP* – work is concluding with Job Centre Plus and DWP to specify employability skills and in-work support for people experiencing difficulty in labour market. ITT will be issued in 2016.
  
10. *Big Lottery* – Four applications received for £4m Promoting Social Inclusion project.
  - Committee provided advice on strategic fit of applications received in August 2015
  - Selection for stage 2 applications to be taken by Lottery panel in early November 2015
  - Committee to assess and advise on stage 2 (final) applications in early spring 2016

Planned calls - development

11. *SME Growth* – call to allocate up to £1.2m ERDF over 3 years for 'growth hub' type project
  - Committee to agreed to make call, which is scheduled for publication in December 2015.
  - Call is supported by local partners and Growth Hub Governance Group chair.
  - Projects should build upon Growth Hub-pilot and related support services
  - Project unlikely to begin until summer 2016
  
12. *Health and life sciences business cluster* – call allocates up to £0.5m ERDF over 3 years - due for publication in December 2015

- Call to lead to a project that provides sector support focusing on supporting businesses in and around proposed life sciences centre at Porton, and extending across area.
13. *Rural Tourism accommodation* – call to allocate £0.55m of competitive grants to lever around £0.825m of investment in quality accommodation linked to local tourism offer.
- Main objective is to create quality accommodation to increase the value and quantity of visitor stays and is based on VisitWiltshire’s accommodation study.
14. *Other developments* - Local partner and SWLEP officers working on a variety of potential calls with partners, stakeholders and potential funders, including with:
- SWLEP Rural Economy Group and in particular Visit Wiltshire on EAFRD calls
  - SWLEP sub-groups, such as High Value Manufacturing (HVM) and health & life sciences groups to understand nature of market failures and opportunities and the developmental steps required prior to making calls for projects that address these issues.
  - Higher Education providers, InnovateUK and The Hive building research centre
  - Closer working with Committee members is becoming established – eg; on low carbon

### Programme developments

15. A ‘refresh’ of the ESIF strategy has been requested by the Growth Programme Board:
- Revised notional financial allocations received for ERDF and ESF along with performance targets have been received and are subject to review and discussion and ESIF Committee has been asked to provide formal response due to be concluded by end of November 2015.
  - The main findings are:
    - ERDF performance targets due (for 2018) appear to be achievable and can be met.
    - A reduction in funds for SME growth and innovation is balanced by increased low carbon funding.
    - ESF performance targets appear achievable, but are subject to further clarification
    - Revised notional financial allocation for ESF creates shortfalls and surpluses and affordability issues for some investments – particularly Skills Funding Agency investments, which are now compounded by the uncertainty over its future.
    - Some ESF investments will be delayed as DWP MA works with opt-in applicants
  - SWLEP ESIF Strategy governance section re-drafted to align with Terms of Reference.
  - An informal meeting of ESIF Committee was held on 5 Nov. 2015 which discussed implementation planning, informal ways of working within formal ESIF business processes and the ESIF refresh. Members provided a number of ideas to be developed to improve -

### Recommendation

16. **To note the update**

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12 November 2015

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**Local Growth Fund  
Highlight Report to SWLEP (19<sup>th</sup> November 2015)**



Project Re	Project Name	Project Manager	Lead Delivery Partner	Previous	Current	Direction
LGF/1516/006/CD	Swindon & Wiltshire Higher Futures (formerly City Deal)	Haylea Asadi/Sally Burnett	LEP Partnership – SBC/WC	AR	GA	

What does our path look like? (Milestones)			Are we on track? (Issues)
Activity	Target Completion Date	Current Forecast Date	
<b>Governance and reporting</b>			<p><b>G – Cost:</b> Spend is in line with profile (a more detailed budget plan is in development).</p> <p><b>A – Time:</b> Time scales for the revised plan remain Green/Amber.</p> <p><b>G – Delivery:</b> Largely on track based on revised Implementation Plan (in line with new delivery model as of 1<sup>st</sup> Sep 2015) and significant progress being made towards implementation.</p> <p>Further issues/risks</p> <ul style="list-style-type: none"> <li>Attracting suitable quality and quantity of applicants to recruit appropriately skilled/experienced team.</li> <li>First phase Website will launch at the end of January as only design work undertaken during the proof of concept phase and Aerian don't have any web developers available to work on it until January.</li> <li>Work to date has involved talking about principles and concepts with employers, risk of them not signing up to specifics outlined in MOUs – though discussions with</li> </ul>
Review and update the implementation plan based on new delivery model	11 Sept 2015	Complete	
Confirm Board sponsor	16 Oct 2015	Complete	
Convene Sub Group	6 Nov	11 Dec 2015	
Convene Practitioners Group	30 Oct	11 Dec 2015	
Produce progress report for SWLEP Board Meeting January 2015	11 Dec 2015		
<b>Team Recruitment</b>			
Finalise role profiles	2 Oct 2015	Complete	
Evaluation and grading of posts	9 Oct 2015	Complete	
Undertake interviews and agree preferred candidates	11 Nov 2015	26 Nov 2015	
Team roles in place, working locations agreed and induction	Dec 2015 – March 2016		
<b>Infrastructure</b>			
Data sharing protocols in place with delivery partners	30 Nov 2015	11 Dec 2015	
Data & admin systems in place	31 Dec 2015		
<b>Marketing/Communications</b>			
Convene Marketing Task & Finish Group	16 Oct 2015	Complete	
Programme name agreed	23 Oct 2015	Complete	
Brand identity in place	13 Nov 2015	30 Nov 2015	
Confirm the offer and develop Interim	23 Oct 2015	Complete	

**Local Growth Fund  
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Collateral		
Marketing plan and final collateral in place	30 Nov 2015	
Finalise website for launch with first phase	30 Nov 2015	
<b>Partnership development</b>		
Agree MOUs with HEIs & FE Colleges	31 Oct 2015	11 Dec 2015
Agree MOU with CTP	13 Nov 2015	11 Dec 2015
Agree MOU with SFA	13 Nov 2015	11 Dec 2015
Develop MOU for use with employers	31 Oct 2015	Complete
Establish ways of working with referral agents	13 Nov 2015	11 Dec 2015
Finalise first phase offer and course schedules	31 Dec 2015	
<b>Employer Engagement</b>		
Identify trailblazer employers	23 Oct 2015	Complete
Secure sign-up of trailblazer employers	4 Dec 2015	
Develop employer needs analysis tool	2 Oct 2015	Complete
Collate intelligence of employer demand	13 Nov 2015	11 Dec 2015
Identify early adopters	23 Oct 2015	Complete
Develop employer engagement plan and calendar	16 Oct 2015	Complete
<b>Learner Engagement</b>		
Produce Learner Engagement Strategy	30 Sept 2015	Complete
Identify a cohort of service leavers to participate in phase 1	11 Dec 2015	
<b>Phase 1 delivery of skills brokerage</b>		
Official Launch	TBC	
Website Launch	31 Jan 2016	
Financial sector provision starts	From Jan 2016	
Agree MOU with early adopter employers	From Dec 2015	
Brokerage with 2 additional sectors employers/HEIs	From Dec 2015	

- identified Trailblazers to date has not evidenced this risk.
- Work on MOU and referral pathways with CTP to be agreed.
  - Evidence of employer demand is limited and further work needs to be done to develop a systematic approach to collating demand.
  - Work has not included Higher Apprenticeships to date and this provides another potential significant contribution to funding. Work starting with SFA.
  - Funding model not finalised and requires development.
  - Profiling of targets needs to be undertaken.

**What are we spending? (Total Project)**

£Ms	2015/2016				2016/2017				2017/2018				2018/2019				2019/2020				2020/21	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
<b>Profile</b>	0.180	0.100																				
<b>Actual</b>	0.184	0.103																				

**What have we done this quarter (Progress)**

- Implementation Plan has been reviewed based on new delivery model.
- Recruitment process is underway with role profiles prepared and evaluated ready to advertise.
- Terms of Reference and Membership for the Subgroup & Practitioner Group have been drafted.
- A SWLEP Board Member Sponsor has been confirmed.
- Interim marketing collateral has been reviewed and further developed to communicate the offer to target audiences.
- Phase 1 employers and trailblazers have been identified.
- An Employer Engagement Plan, Activity Log and Calendar have been developed.
- An Employer Needs Analysis Tool has been developed to support collation of intelligence on employer demand and confirm early adopter employers
- A Learner Engagement Strategy has been developed.
- Marketing Task & Finish Group has been meeting regularly to clarify the proposition/offer, develop the collateral and marketing strategy.
- A competition has been run to source further programme name

**What do we need to do in the next 2 months (Actions)**

- Identify preferred candidates for remaining Team posts and make job offers.
- Finalise brand, marketing strategy and final collateral.
- Continue to secure Trailblazer sign up.
- Collate intelligence on employer demand.
- Finalise the MOU with HEIs and agree ways of working and set up first phase.
- Develop phase 1 website ready for launch at the end of Jan 2016. Agree with Aerian the requirements for phase 2.
- Develop MOU with CTP agree referral routes and identify potential phase 1 learners.
- Agree MOU with SFA and develop the approach to integrating Higher Apprenticeships as part of the programme's HE offer.
- Ensure final plans for Business & Finance course to start in January.
- Set up phase 1 brokerage between the phase 1 employers and HEIs. Identify 2 additional groups of employers by sector, identify their needs and broker meeting with HEIs.
- Convene first Subgroup with new chair and revised

**Local Growth Fund  
Highlight Report to SWLEP (19<sup>th</sup> November 2015)**



suggestions. New programme name confirmed as Swindon & Wiltshire Higher Futures.

- Work with Financial Services sector and providers on courses to commence in January 2016.
- MOUs drafted for use with employers and HEIs/FE Colleges.
- Team Recruitment has commenced. Job offers have been made and accepted for both the Quality & Data Officer and Learner Engagement Client Adviser posts. Currently interviewing for the other posts.
- Employer MOU finalised.
- Trailblazers Role profile finalised.
- Meetings with prospective Trailblazers being held to secure sign up. 100% success rate to date.
- MoU with HEIs/providers developed and meetings with individual HEIs/providers underway to finalise and agree these.
- Work commenced to develop a more detailed budget.
- Work to identify and evidence the UA match funding.
- Updates to partners/stakeholders.

membership.

- Convene first Practitioner Group.