

# SWINDON

Local Area Assembly  
Local Policy Priorities Statement 2024





# SWINDON

Local Area Assembly

Local Policy Priorities Statement 2024



## ABOUT THE THAMES VALLEY AND SWINDON LOCAL AREA ASSEMBLY

We provide the independent voice of business for one of the UK's most consistently high performing, most productive and economically successful regions. We have a long and successful record of representing all businesses, whatever their size, and sit at the heart of a unique community of companies across all sectors doing business within the UK and around the world.

We have been a respected voice of business for over 120 years, with our opinions regularly sought by policy makers and Parliamentarians, providing purposeful regional leadership crucial to securing a thriving, sustainable and healthy Thames Valley.

Swindon's business landscape is shaped by our members reaffirming that they look primarily towards the east and align to the economy of the Thames Valley and London.



Swindon has long been associated with advanced engineering and manufacturing. The strength of the local economy is now recognised in the breadth and diversity of sectors now present, including energy and environment, financial and professional services, health and life sciences, infrastructure, logistics, manufacturing, and technology.

Central to the continued success of Swindon's economy is being within the 'golden hour' of Heathrow, the world's most connected airport; the UK's largest port and only hub airport. Heathrow continues to be a key driver of foreign direct investment (FDI) and international trade activity and Swindon is well placed to benefit given the right conditions.



## AIM AND OBJECTIVE

As the independent voice of local business in Swindon our LPPS outlines the core policy priorities our members will be mobilised in supporting this year.

We aim to maintain the momentum from past LPPSs to ensure we remain focused on helping decision makers, and key stakeholders, understand and listen to what Swindon businesses want, enabling them to succeed and prosper.

Our objective is to present a clear and coherent message on what are the right local conditions to enable businesses to invest, plan for the long-term, work towards meeting net zero targets and secure the County's future economic, social, and environmental well-being.

## LOCAL POLICY PRIORITIES

The Swindon Chamber of Commerce LAA has identified the following local policy priorities:

- Be an active partner with industry and key stakeholders, in the education and training sector to support initiatives that will help secure skills development and training.
- Continue to support existing exporters and help raise the awareness of the commercial benefits to business of trading internationally.
- Endorse proposals that will bring long-term sustainable economic growth and increase productivity, including an innovation-led technology/science park, to Swindon.
- Engage our key stakeholders and anchor institutions to help deliver the wider aims of our own, and there, policy, economic and investment aims and objectives.
- Maintain our challenge to public stakeholders to invest more in their efforts to secure higher value and volumes of Foreign Direct Investment (FDI).
- Promote the need for an ambition, clear and long-term vision for the future economic growth and prosperity of Swindon.
- Promote appropriate investment in the infrastructure networks that strengthen our connectivity with the Thames Valley.
- Refresh calls for a 2060 strategic vision for Swindon, developed in partnership with business, with the statutory economic and planning framework.
- Retain our focus on lobbying public authorities to identify and deliver appropriate quality and quantity of strategic employment sites that will meet the present and future needs of business, building a stronger, more resilient, economy.



- Showcase the good practice and promote the initiatives being developed by TVCC's Sustainability Working Group to help business on their pathway to net zero and help SMEs navigate the ESG landscape.
- Support the following infrastructure improvements:
  - i) investment along the Great Western Railway line to free capacity and maximise the benefits to Swindon's connections with London.
  - ii) the expeditious completion of road safety improvement works on the M4 Junction 15 and A420 to Oxford, including its re-trunking to motorway standard.
  - iii) lobbying for the construction of a Junction 16A, a new western link road between the M4, Junction 16A and the A419 to the north of Swindon, south of Cricklade and the extension of Thamesdown Drive to connect with the town centre, thereby facilitating regeneration of the Cheney Manor area.
  - iv) Promoting strategic road improvement of the A420, including its re-trunking to a motorway standard to improve safe connectivity with Oxford.
- Support initiatives that re-image Swindon town centre, encourage appropriate levels of investment and active town centre management that will help secure its future vitality and vibrancy, strong sense of place, and create employment opportunities through strategic change management.
- Work to help promote centres of excellence, such as a Technology Park and the [Swindon and Wiltshire Institute of Technology](#), that will help to drive investment into Swindon.



## A LOCAL ENGAGEMENT, REGIONAL REPRESENTATION AND GLOBAL OPPORTUNITY

The priorities outlined by the LAA are a crucial component of our wider work programme and the commitment to regional leadership detailed in our [Business Manifesto 2024](#). These priorities encompass 5 key focal points, serving as the foundation for the policies and actions we will collectively focus on:

1

**Infrastructure network resilience and adoption:**

Promoting the opportunities of the technology and supporting investment that can future proof our region.

2

**Shaping our future skills needs:**

Implementing the next steps of the Local Skills Improvement Plans and shaping the future of the Thames Valley Skills Unit.

3

**Pathway to net zero (and climate change):**

Advancing the work around sustainability as outlined in our [State of the Region report](#).

4

**Trade and Inward Investment:**

Delivering services that enable high value and volumes of trade and inward investment continues to flow.

5

**Delivering regional leadership, championing the Thames Valley:**

Putting and representing businesses at the heart of stakeholder engagement and political decision making, ensuring they invest in success, and that we promote our wider sector and market strength.



**LES DURRANT**  
Chair,  
Swindon Local Area  
Assembly

**PAUL BRITTON**  
Chief Executive,  
TVCC

