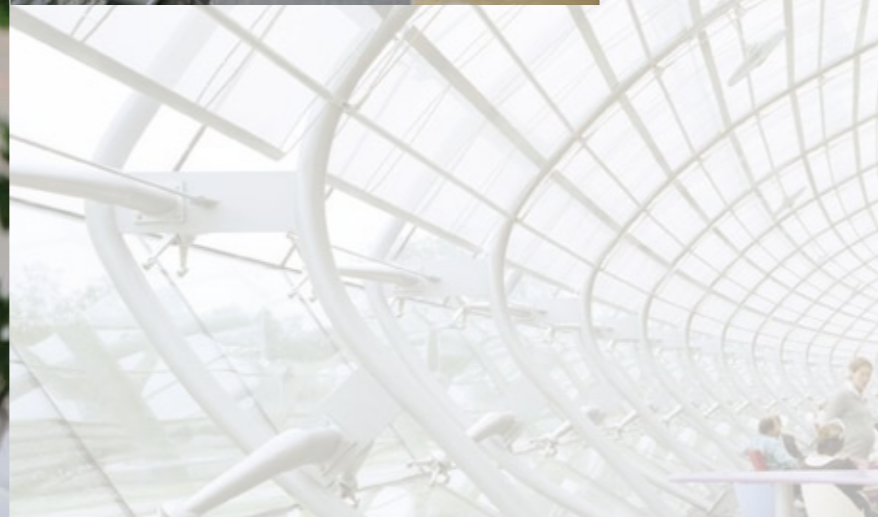


Swindon Borough Council is committed to working in partnership with local business, providing the best possible service, and creating an environment in which both business and community can prosper.

We will be open, honest and efficient in the delivery of those services, and we will be business-focussed in our dealings with you.

This charter underpins those commitments and, in turn, sets out some challenges to the business community. Sign up to the charter and help us to make Swindon the UK's best business location.



Introduction

Contact:

Bill Cotton,
Director of Economic and Cultural Development,
Economic Development Team,
Swindon Borough Council,
Premier House,
Station Road, Swindon SN1 1TZ

Telephone: (01793) 466169 Fax: (01793) 4-66442
Email: economicdevelopment@swindon.gov.uk
Website: www.ssep.org.uk

This charter was adopted by the Cabinet of Swindon Borough Council on 12 March 2008, and it is integral to the way we work. If you feel that we are not meeting the commitments detailed herein, write to the Chief Executive, Swindon Borough Council, Civic Offices, Euclid St, Swindon SN1 2JH.

This information about the **Swindon Business Charter** is available on the internet at www.ssep.org.uk/businesscharter

It can be produced in a range of languages and formats (such as large print, Braille or other accessible formats) by contacting the Customer Services Department.
Tel: 01793 445500
Fax: 01793 463982
E-mail: customerservices@swindon.gov.uk



Swindon Business Charter

Communication

Swindon Borough Council will work with the business community, through the SSEP and other partners, to provide the right environment for a vibrant and successful economy.

We will:

Keep companies up to date on local plans and ensure that business views are represented;

Carry out a programme of company visits and address companies' issues and concerns wherever possible;

Consult the local business community on the Council's annual budget.

We challenge you to:

Work more closely with us on your corporate needs and aspirations.

Contact: :

David Evans,
Head of Economic Development
(01793) 466421

Environmental Sustainability

Swindon Borough Council will be a responsible corporate citizen and will work with the business community to reduce our impact on the environment.

We will:

Reduce our carbon footprint by 20% from our 2005/6 baseline by 2013;

Work with local companies to help them to address their environmental impact;

Encourage resource efficiency, green travel and waste management.

We challenge you to:

Take active measures to reduce the environmental impact of your business practices.

Contact:

Lynn Forrester,
Sustainable Development Manager
(01793) 463197

Planning

Swindon Borough Council will work with partners to create a high-quality built environment, and provide adequate employment space.

We will:

Ensure the allocation of adequate employment land to meet business growth needs, while protecting Swindon's environmental assets;

Meet companies before planning applications are submitted to advise them on planning guidelines and to offer informal feedback prior to submission;

Aim to turn around all minor planning applications within 8 weeks and all major applications within 13 weeks.

We challenge you to:

Work more closely with us on your accommodation needs and discuss planning applications before submission.

Contact:

Martin Trehwella,
Head of Development Management
(01793) 466328

Regulatory Services

Swindon Borough Council will carry out its regulatory and enforcement services in a business friendly way.

We will:

Work with companies, seeking compliance through advice, and avoiding enforcement wherever possible;

Provide information to new and relocating companies on trading standards, building control, food, planning and waste;

Protect businesses and the public by taking rapid enforcement action against those businesses that continue to trade unlawfully.

We challenge you to:

Work with our enforcement teams in an open and honest manner.

Contact:

Phil Thomas,
Head of Commercial Regulation
(01793) 466146

"The role that businesses play in our communities is too often underestimated. This charter is a significant step towards recognising their important role".

Councillor Phil Young, Lead Member for Economic Development and Regeneration, Swindon Borough Council.

"Honda welcomes the charter detailing the Borough Council's commitment to the business community. Businesses must now take up the challenges for sustainable improvement".

Mike Godfrey, Senior Manager, Honda of the UK Manufacturing

www.ssep.org.uk

Health

Swindon Borough Council, in conjunction with the Swindon Primary Care Trust, will work with partners to promote health and well being.

We will:

Work with employers and other local partners to promote health and develop a healthy workforce;

Provide a healthy working environment for Swindon Borough Council employees.

We challenge you to:

Provide a healthy environment in which to work and promote the health of your employees.

Contact:

Cherry Jones,
Public Health Programme Manager,
Swindon Primary Care Trust
(01793) 708756

Improving Swindon's Image

Swindon Borough Council will work with public and private sector partners to develop Swindon into a world-class destination.

We will:

Promote Swindon as an excellent location for business and tourism;

Support the development and promotion of Swindon's cultural offer;

Work with the New Swindon Company to regenerate the town centre.

We challenge you to:

Be an ambassador for Swindon, by promoting it as a great place to live and do business.

Contact:

Sinclair Brown,
Marketing and Investment Manager
(01793) 466170

Procurement

Swindon Borough Council will support the local business community by promoting local procurement.

We will:

Encourage local companies to procure goods and services locally;

Provide opportunities for local suppliers to bid for Council contracts;

Advertise all major Council tenders on the www.buywiltshire.co.uk website.

We challenge you to:

Procure products and services locally wherever possible, and pay suppliers on time.

Contact:

Jonathan Young,
Systems Information Officer
(01793) 463752

Skills

Swindon Borough Council will work with partners to improve skills development in the Borough, and will be a role model employer.

We will:

Work to anticipate and address the future skills needs of the business community;

Set high standards in our role as an employer, and encourage you to do the same;

Develop a culture of aspiration and enterprise

We challenge you to:

Sign up to the Skills Pledge (www.traintogain.gov.uk/skillspledge) and support the skills development of the local workforce.

Contact:

Peter Snowman,
Economic Projects Manager
(01793) 466384

The SSEP is a partnership between businesses in Swindon and the main players involved in economic development from the public and community sectors.

This charter was produced by the Economic Development team, on behalf of Swindon Borough Council and the Swindon Strategic Economic Partnership. One of our key priorities is supporting the local business community, and we provide a wide range of services to local companies. Please do get in touch to discuss this charter or any other issues that you face.