



Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

Marketing & Communications Update





Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP



swindonwiltshire
Local Enterprise Partnership



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Are You a Small Business With a Big Heart?



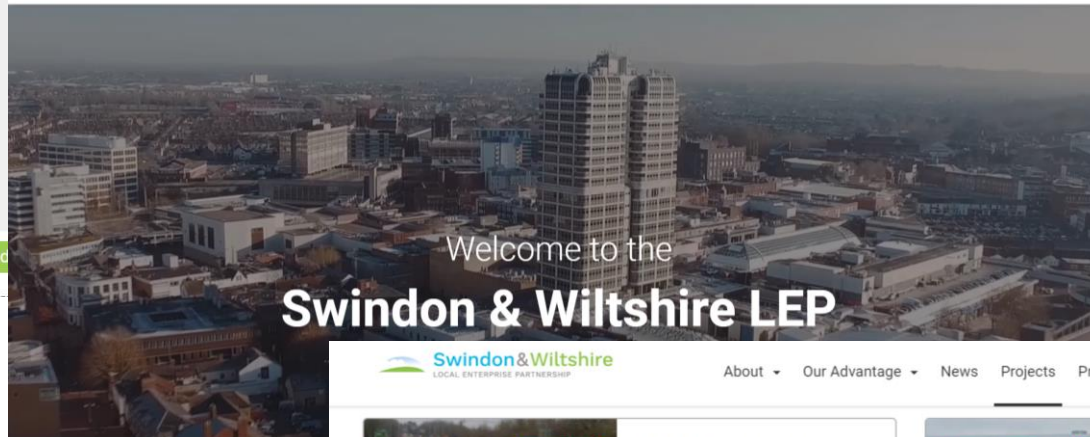
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Welcome to the Swindon and

Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

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Swindon & Wiltshire LEP

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Completed

A350 Bumpers to Brook

Dualling of the A350 at Chippenham between Bumpers and Brook roundabouts.

Local Growth Fund



In Progress

**0 Improvements
mmencing July 2017
or 14 months**

king in partnership with

swindonwiltshire **ATKINS**
e.gov.uk/highways-improvements

A350 Chippenham Bypass Improvements

Dualling of the A350 at Chippenham between Badger and Brook roundabouts and north and south approaches to Chequers roundabout.

Local Growth Fund



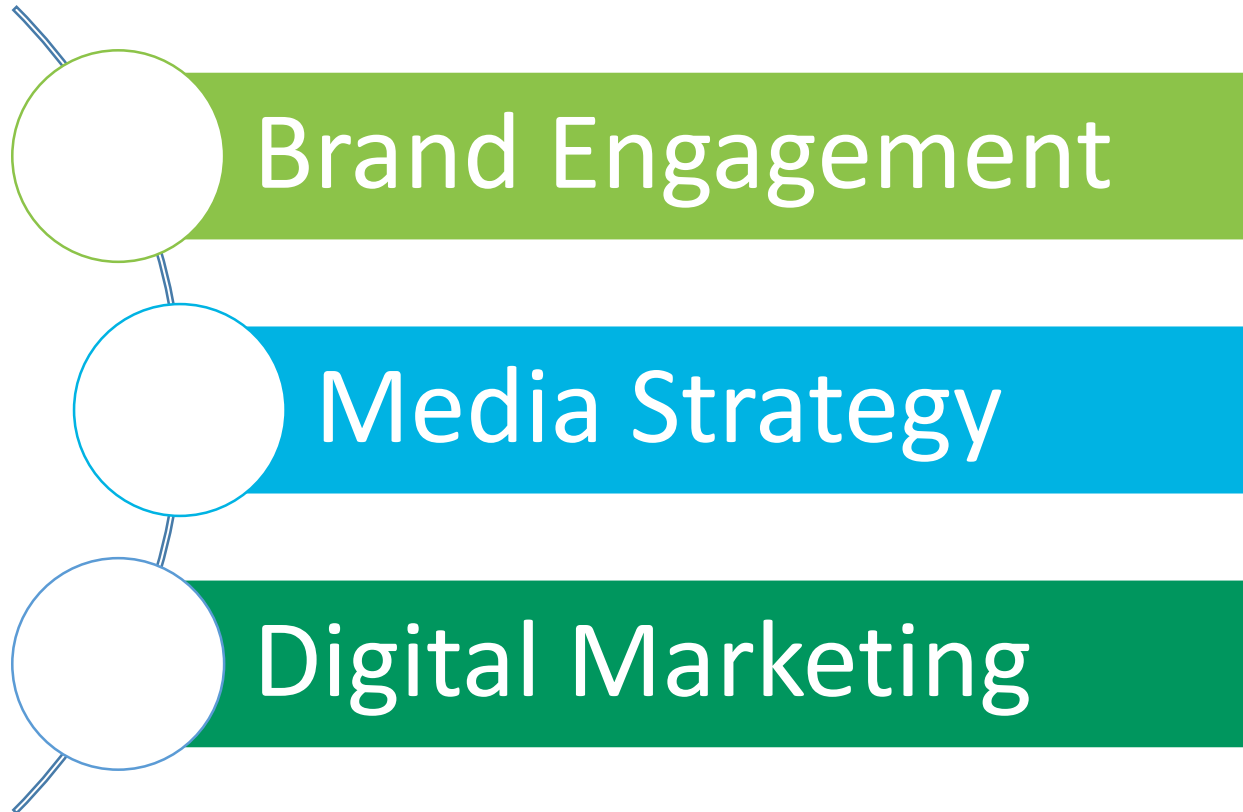
In Progress

Chippenham Station



Completed

Dyson A429



Businesses



Over 5,000 companies & 6,000 contacts



Growth Hub

SWINDON & WILTSHIRE LEP



6,657 visits since October 2017



Visitors spending ca. **8 minutes** on the site



200 businesses part of the community



33 programmes covering business support & funding



Higher Futures

SWINDON & WILTSHIRE LEP

Making Swindon & Wiltshire the place to work & learn



Brokering University level courses to meet business needs in the region



Impartial guidance on apprenticeships and organisational development



Supporting **109** local businesses across multiple sectors



The **triage** service for skills support through the Growth hub.

Businesses



“The SWLEP Growth hub site is a great resource for business owners, providing not only an abundance of useful and helpful advice and information on a variety of topics all geared towards helping you grow a successful business, but also a network community together with events and workshop opportunities. For any ambitious business owner, new or established in Wiltshire and Swindon this site is well worth a visit.”

Isla Baliszewska, Director at Smart Coaching and Training



“The Skills Service allowed us to develop a better understanding of the Degree Apprenticeship landscape, and help to kick start the programme at Appsbroker.”

Ben Greatorex, L&D Manager, Appsbroker

Businesses



- 116 businesses participated in HE survey
- Sectors included:
 - Financial & professional services
 - Digital & ICT
 - Advanced Engineering & High Value Manufacturing
 - Visitor Economy
 - Health and Life Sciences
 - Construction
 - Adult Health and Social Care

Businesses

 **SUPPLYTRAIN**

Apprenticeship Growth Campaign



Businesses



SOUTH WEST AWARDS
BUSINESS & COMMUNITY
Celebrating the Best of Achievement



**WILTSHIRE FESTIVAL OF
ENGINEERING
AND MANUFACTURING**
DESIGN • MAKE • INSPIRE



TEN
WOMEN
IN BUSINESS
CONFERENCE

Businesses





Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

Brand Engagement

Government

**Research, Design and
Manufacture of
New Energy Vehicles
in Swindon & Wiltshire**



Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

The role of the
Local Enterprise Partnership
in driving the economy of
Swindon & Wiltshire



Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

European Union
European Regional
Development Fund



Government

PROFILE

Adapting defence technology to business enterprise: Autonomous unmanned vehicles

Paddy Bradley, Director of the Swindon and Wiltshire Local Enterprise Partnership outlines the development of autonomous vehicles technologies for today's defence industry

The development of autonomous vehicles technologies has the potential to revolutionise logistics and distribution from the use of drones through to innovation in agri-tech and energy applications. Defence industry-related activity in this area will be the catalyst for growth and new technology development in this field in Swindon and Wiltshire and relates well to the foci of the Industrial Strategy Challenge Fund. The opportunity is there to transform the technology of military drones into commercial and public-sector applications.

Defence technology

The defence industry has led much of the development of modern autonomous vehicles on land, sea and in the air. The growth of technological developments and applications are continuing to expand at a rapid rate. IHS Markit¹, a business providing critical information, analytics and solutions for the major industries and markets that drive economies worldwide, commented in January 2017 that over the next 10 years sales of unmanned military aerial vehicles will exceed \$52 billion globally, involving 63,000 new vehicles. Many of the unmanned ground vehicles, such as those used in combatting the threat of improvised explosive devices, were delivered to more than a decade ago. The IHS forecast is for sales of circa 30,000 vehicles up to 2025, largely to replace the existing stock with technologically more advanced applications.



Image © Collins & Lytle Associates Limited

Between 2016 and 2025, approximately \$4.9 billion will be spent on unmanned ground vehicles globally. Unmanned sea vehicles have been used for decades for mine hunting and exploration, but are still at a relatively early stage of development. The growth in sales for unmanned sea vehicles will be \$900 million by 2025, compared to the growth of \$800 million for unmanned ground vehicles. Globally, sales of unmanned sea vehicles will reach \$6.5 billion by 2025. The overall market for military unmanned vehicles is huge and growing, accounting for sales close to \$100 billion over the next decade.

Commercial development

Albeit at a much earlier stage of development and with a smaller market, we are beginning to see applications of drone technology within the private

and public sector. Dorset Police recently announced the creation of a high-tech drone unit and in so doing are amongst the first police forces to deploy such technology through a dedicated unit.

In collaborative research, the forces across Dorset, Devon and Cornwall began exploring drone use in November 2015. The drones will be used in missing person searches and crime scene photography, as well as major traffic collisions. They will also track along the 600 miles of the Dorset coastline to help combat wildlife crime. They will provide operational support across Dorset, Devon and Cornwall. Drones can reach sites of emergencies quicker than road vehicles and are already operating to send aerial video to emergency planning teams. Delivery of first aid equipment and drugs by



Commercial drone

drones will also enhance survival chances of victims of emergencies.

Private use of drones has caused a lot of concern due to the irresponsible and highly dangerous flying of drones near airports and in planes' flight paths. The government's intention to introduce licensing of drone flying is welcomed. Thankfully, there are already businesses that have taken a responsible route to the exploitation of drone technology and are registered with the Civil Aviation Authority. Commercial aerial photography is an obvious development from initial military use to spy on forces and activity from a safe height and in a largely undetectable unmanned vehicle. It provides a cheaper alternative to photography from fixed-wing aircraft or helicopters, whose technology also emerged from military use. For example, in the earlier example of Dorset police's use of drones, they are deploying unmanned vehicles costing in the region of £1,300 to £2,000. Thermal cameras for drone application cost £6,000 and a zoom camera £800. Helicopters cost the police about £800 per hour. The num-

bers do add up for drone use and the equipment costs will only reduce as deployment increases.

Drones enable a range of applications as the size and manoeuvrability of the vehicle to enable it to get close in and take detailed pictures of small features. This capability lends itself well to inspections of buildings and surveying of sites. It is also a boon to people looking for dramatic views to market products, ideas or sees the impact of a large infrastructure improvement such as a major road or rail-bridge or the regeneration of a city centre site.

Drone technology is also helping to open up the world of planning and development of new and heritage buildings. Using the ability of cameras on drones and application software to render levels of accuracy to millimetres, potential clients and members of the public can see what a building looks like now in its current setting, what the views are like from the building and how light and shadow play out during a day. The new design can be incorporated into the aerial photogra-

phy to show the proposed updated arrangement and what will change and what will remain the same. Most people find it difficult to translate a two-dimensional drawing into a three-dimensional view in their mind. We can already translate a drawing into a three-dimensional image on a computer screen and with high-resolution is already a much-improved product. The merging with actual aerial photography takes the proposition further. It has the great potential to make better-informed decisions about building design, planning decisions and can really make public consultation worthwhile and widely accessible.

"Drone technology is also helping to open up the world of planning and development of new and heritage buildings. Using the ability of cameras on drones and application software to render levels of accuracy to millimetres, potential clients and members of the public can see what a building looks like now in its current setting, what the views are like from the building and how light and shadow play out during a day."

Use in agriculture

There is exciting research being carried out by Harper Adams University, in collaboration with Precision Decision Ltd into an alternative approach to robot farming. They have called the project the "Hands Free Hectare". The aim is to carry out a full farming cycle from preparation of the land, planting, maintenance and harvesting without any human setting foot on the field. The site will be developed by unmanned ground vehicles and overflying drones controlled by humans using application software. It is the case that a modern farm tractor can already use GPS to decide where, for example, to deposit

THE **Executive**
MAGAZINE

ModernGov

Government

“We have six full time staff and intend to employ more in the near future, including roles for graduates in life sciences.”

Sam White
Co-Director, Glentham Life Sciences



5 – 16 March

Life Sciences

22 new GH users

“Wiltshire College supports not only young people into life sciences, but a diversity of people from within the local community. The College will be launching 6 new Foundation Degrees in Life Sciences at its Salisbury and Lackham campuses in 2020.”

Amanda Burnside
Principal, Wiltshire College



Government



Cabinet Office SW

@GCSSouthWest

Follow

Exciting, rewarding jobs are being created in #Wiltshire's life sciences sector. For apprenticeship opportunities

👉 goo.gl/d6Jr47 #BSW18
#CreatingGoodJobs @SWLEP



3:08 AM - 15 Mar 2018



Cabinet Office

5 – 16 March

Life Sciences

**Wiltshire's Life
Sciences sector is
going from strength
to strength...**



HM Government



Government UK & Overseas

Inward Investment



China-Britain
Business Council
英中贸易协会



Foreign &
Commonwealth
Office



Department for
International Trade



Partners

- Innovate UK (IUK)
- Knowledge Transfer Network
- Department for International Trade
- Enterprise Europe Network
- British Business Bank
- Intellectual Property Office
- Wiltshire Council
- Swindon Borough Council
- Better Business For All Partnership
- Defence and Security Accelerator
- South West Manufacturing



Reciprocal marketing



Working with Partners



Why miss out?

#RETHINKAPPRENTICESHIPS

Graduate with a degree from a prestigious university, via an apprenticeship.



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Local Enterprise Partnership



Apprenticeships

0800 015 0400

Apprenticeship Growth Campaign

Social media leads

Quiz responses

60 businesses





Our Brand Aspiration

To be the voice of business and the local economy

Seen by Government as a vital place to do business and a place where their investment can make the most difference

Engage with all sectors of commerce and our partner organisations with a clear picture of what our economy needs to thrive



Businesses

A 'one stop shop' for advice, support and information

The most direct route for getting messages about their needs and desires to Government

Increase the number of businesses engaging with the Growth Hub



Government

Swindon and Wiltshire is a credible, innovative, vibrant and value for money place to invest in

Partners

SWLEP is the clearest path to government dialogue and investment and that the SWLEP is not a 'silent partner'.

Business Case Studies





Engaging & shareable content



173k Twitter followers



Let's stay connected





Engaging & shareable content



74% of all online content



Top search engine globally &
owned by YouTube



500m watch videos every day

Looking back & ahead



'Making real' the SWLEP

Showcasing more what we've delivered

Looking ahead...

