

# THE FACTS ABOUT SWINDON: THE UK'S 7TH MOST 'INVESTABLE TOWN'

## A GREAT PLACE TO WORK



**LARGEST  
APPRENTICESHIP  
GROWTH INCREASE**  
(2015 – 16)



Over  
**8,600**  
thriving companies  
(of all types & sizes)

**91%** <sup>\*in 2016</sup>  
of schools rated  
good/outstanding\*



**12 UNIVERSITIES ARE LOCATED WITHIN 1 HOUR OF THE BOROUGH**  
**5 of which are in the UK's top 10 for accounting / finance / economics / mathematics**

## A GREAT PLACE TO LIVE

### GREAT ROAD AND TRAIN LINKS



Be in London, Oxford,  
Bath, Bristol and Cardiff  
and Heathrow and Gatwick  
Airports within an hour

Within half an hour  
of some of the  
**finest English  
countryside**,  
from Stonehenge  
to the Cotswolds

### 1 OF EUROPE'S MOST SUCCESSFUL DESIGNER OUTLET CENTRES

Exceptional green & open space,  
a fantastic mix of high street retail  
names, boutiques, specialist retailers



### HIGH QUALITY, GOOD VALUE HOUSING

Swindon has some of the South's best  
'house price to earnings' ratios

**Swindon 6.4% • Bristol 8.2%**  
**Reading 8.5% • Oxford 11.7%**



A growing population of

**222,000**

**1.9 MILLION PEOPLE live  
within 1 hour of Swindon**

(a ready-made market for labour,  
retail and leisure)



## A GREAT PLACE TO INVEST



**LOWEST  
COMMERCIAL RENTALS**  
along the M4 corridor

£multi-million commercial  
opportunities planned

**TOP 5 MOST ATTRACTIVE  
REGIONS IN ENGLAND  
TO LOCATE A BUSINESS**

### 1 OF THE UK'S FASTEST GROWING TOWNS

(5 times the UK average)

**1,500 HOUSES A YEAR TO BE BUILT**  
(before 2026)

**OVER £0.5 BILLION  
TOWN CENTRE INVESTMENT**



**1 of the most  
INNOVATIVE & KNOWLEDGE  
intensive places**  
(in the UK)

**10<sup>th</sup>  
MOST PRODUCTIVE  
ECONOMY**  
(in terms of GVA per worker)