

our commitment to you

Our Service

We provide comprehensive and bespoke information on available commercial property, development opportunities and demographic data to support company expansion or relocation in Wiltshire. We can also arrange visits to sites and premises and act as an interface with commercial agents, building owners and developers if confidentiality is required.

We have established a local network of labour market stakeholders e.g. recruitment consultants, training providers, colleges and the educational establishments who can provide detailed information on workforce issues relating to Wiltshire.

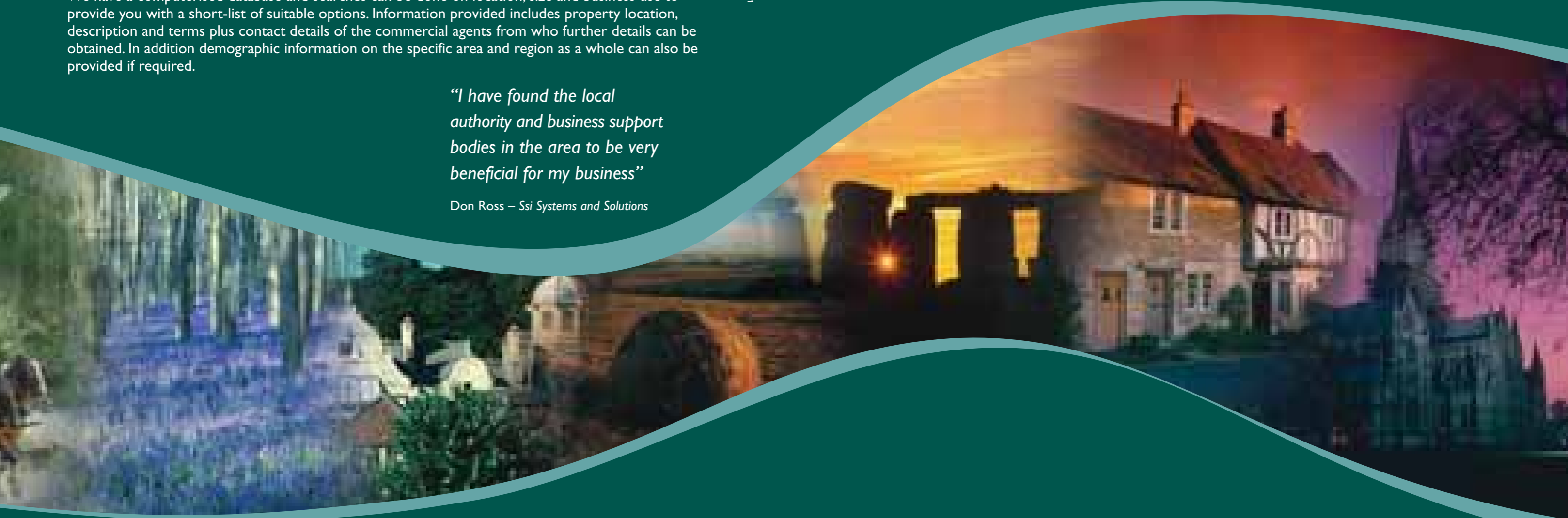
We have a computerised database and searches can be done on location, size and business use to provide you with a short-list of suitable options. Information provided includes property location, description and terms plus contact details of the commercial agents from who further details can be obtained. In addition demographic information on the specific area and region as a whole can also be provided if required.

"I have found the local authority and business support bodies in the area to be very beneficial for my business"

Don Ross – Ssi Systems and Solutions

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Naturally Wiltshire



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Write to: Economic Regeneration and Resources Service, Wiltshire County Council
County Hall, Trowbridge, Wiltshire BA14 8JD

www.wiltshire.gov.uk/relocation



space to live, space to work

Relocation opportunities in Wiltshire: Lyons Review

“Whilst other regions were trying to entice us to move away business support bodies in our own region, including West Wiltshire District Council, were particularly helpful in securing us the ideal sites”.

John Baumber
- European Managing Director,
Avon Technical Products



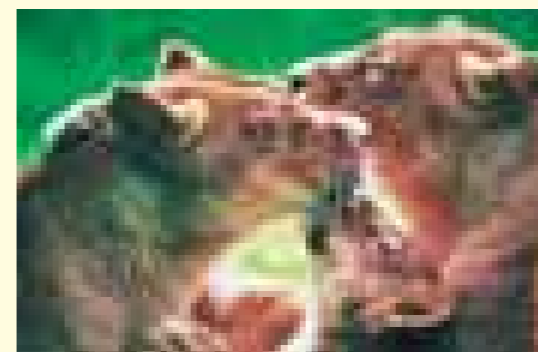
Wiltshire is a truly magical and bewitching county. There are two world heritage sites within the county, Stonehenge and Avebury, each with its distinctive aura and history. Whilst much of the county is laced with mystical and ancient places the allure does not end there. The rolling landscapes with their signature ‘white horses’, the medieval city of Salisbury with one of the finest cathedrals in Europe, the beautifully restored Kennet and Avon Canal, the magnificence of Longleat (UK family attraction of the year), the Saxon town of Bradford-on-Avon and the Cotswold Water Park (50% larger than the Norfolk Broads!) offer untold treasures to be discovered and enjoyed.

environs

For those with a need for a touch of retail therapy then



you are in for a treat! Wiltshire contains a fantastic array of independent shops and specialist retailers alongside high street shops and convenience stores. Each town is highly individual and offers new delights and enticements to the visitor and resident alike. Swindon is home to huge range of major stores as well as a large out of town retail centre. Just down the road is the Georgian City of Bath which, as well as being one of the country’s more inspiring cities, is home to a marvellous range of shops.



If, by some amazing effort you manage to exhaust all of Wiltshire’s charms, you need only look to it’s borders for more temptations. To the North of the county you will discover the Cotswolds with its own unique blend of characteristic sandstone villages and alluring countryside. To the west is the thriving metropolis of Bristol with its lively urban centre and then on to the Somerset Mendip Hills. The New Forest, the UK’s most recently designated national park straddles the county to the south. On summer weekends or just for a relaxing evening the delightful Dorset Heritage Coast is barely an hour away, the perfect antidote for a days work.



For those who are looking for something a bit more stimulating then how about The Salisbury Festival, The Bath International Music Festival, Glastonbury Festival, Bristol Balloon Fiesta, Marlborough International Jazz Festival, The Royal Bath and West Show, Brief Encounters Short Film Festival ... the list goes on. Be at the centre of it all. Wiltshire: find us, keep us.

space to relocate

“We have been welcomed in Wiltshire, a county which has excellent labour, access and resources, and our business is thriving here”.

James Dyson – Dyson Appliances

Thinking of relocating? Think Wiltshire! Thousands of people every year move to the South West for its quality of life, great business resources and competitive costs.

With quick and easy access to London and the South East, it is perfectly positioned to open the door to this dynamic and flourishing region and to a host of new opportunities for business and staff alike.

If the question is where? then the answer is simple. Naturally Wiltshire.

From the ancient stone circles of Stonehenge and Avebury to the high-tech Salisbury Research Triangle, Wiltshire embraces both the old and the new, the traditional and the cutting edge. Opportunities abound for commercial and research organisations to benefit from close proximity to some of the world’s leading scientific and defence establishments.

Space for you, your organisation, your family.

Wiltshire offers room to breathe, to learn, to explore, to work. There are a thousand and one places to go, a thousand and one things to do. Job opportunities abound in Wiltshire’s healthy and growing economy.

Wiltshire is one of the healthiest and safest places to live in the UK.

Wiltshire is a county of great diversity – the phrase ‘chalk and cheese’ originated in Wiltshire comparing the arable chalk uplands with the lush grazing pastures of the river valleys.

A county of contrasts ...

- From tranquil countryside to high-tech business parks
- From natural landscape to world heritage sites
- From slow pace of life to fast connections
- From jazz bands to broadband
- From hang-gliding to Honda

The South West is the most popular UK host region for relocating capacity from the South East, (excluding London) 50,000 people per year can’t be wrong!

“A strong economy, low costs of doing business, a skilled and creative workforce, extensive transport links and an excellent quality of life in beautiful surroundings are just some of the reasons why, in South West England, it’s a pleasure doing business”.

Philip Watkins
South West of England Regional Development Agency.

Go West!

Offering easy access to both London and Birmingham, Wiltshire puts you right on the doorstep of Bristol and Southampton. Wherever you are in the county you are only minutes away from a major motorway (M4, M3 and M5). The A303 also provides easy access up to the Capital and down to the furthest reaches of the West.

Mileage Chart

	Swindon	Salisbury	Chippenham	Trowbridge
LONDON	81	84	100	112
Bristol	40	52	28	24
Cardiff	73	97	60	64
Birmingham	82	123	91	110

Source AA routeplanner



location



Access to London however, is only part of the story. Ease of movement within the region is uniquely excellent. The South West enjoys the lowest daily traffic flows of any English region. The M4 flows freely through Wiltshire. Thanks to a great road and rail network throughout the county and extensive public transport services, there is some 60% less traffic in urban areas than London and 30% less than the South East.

Regional Trends 38 2003.

With today's pace of life seemingly ever increasing, and the associated stress and anxiety of commuting encroaching even further into daily schedules, Wiltshire offers those of you caught up on this ritual treadmill the chance to rediscover time! Confine the 'grind into work', to history; forget the overcrowded trains and underground which are habitually late, the notorious 'Circle Line', those legendary 'M25 snarl ups' on a rainy winters evening with those perennial road works that never seem to get finished.

Nearly 70% of the region's workforce travel to work in under 20 minutes.

right on track

	Paddington	Waterloo International	Trains daily
Swindon	58 minutes	-	77
Chippenham	75 minutes	-	29
Westbury	84 minutes	-	7
Salisbury	-	74 minutes	29

Source: Great Western Trains

Regular, fast and reliable intercity services operate via several routes into London Paddington and London Waterloo. There are comprehensive rail links throughout the County which connect you to all parts of the UK including major transportation hubs in Swindon, Bristol and Southampton.

connections

Heathrow, Bristol, Cardiff, Bournemouth and Southampton International airports are all local to Wiltshire and are easily accessible within an hour's drive.

spread. your wings

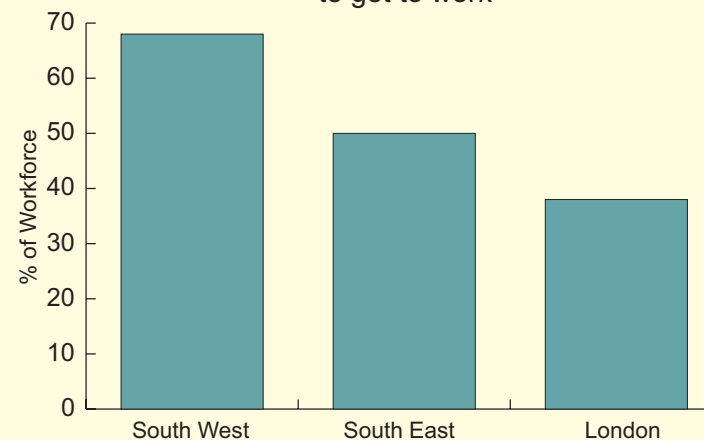
Mileage Chart

	Swindon	Salisbury	Chippenham	Trowbridge
Heathrow	69	76	87	100
Bristol Int	48	55	30	31
Cardiff Int	86	111	74	76
Bournemouth	65	24	61	57
Southampton	66	23	60	56

Source: AA Routeplanner

- ✈ 17 weekly flights from Bristol to Brussels including at least 3 daily
- ✈ 26 weekly flights from Bristol to Paris including at least 4 daily
- ✈ Scheduled flights from Bristol to 32 European destinations

% of Workforce who take 20 minutes or less to get to work



“Location is a vital key to our success. We need to be positioned within easy access of the UK’s main business centres, not only for delivery and installation but also for back up service.

Elaine Roberts – Marketing Manager
CI Electronics

connected & switched on

There is one of the highest levels of broadband coverage in the UK thanks to the Wiltshire and Swindon ‘Smartplace’ programme. This partnership initiative is bringing together all the key elements throughout the county from business to education, consumers to residents to create a fully ‘wired’ Wiltshire.

work space

Wiltshire has a wide range of office and business premises to suit your needs, from new build sites to discreet rural developments, from high-tech business parks to atmospheric stone barn conversions. Costs are extremely competitive and significantly lower than the South East or even Bristol because space is not at a premium. We can offer working environments with room to breathe and grow.

Wiltshire's competitive commercial rents have played a major role in attracting businesses away from larger towns and cities. With good IT infrastructure and communications links traditional locations are no longer a prerequisite to business. Decisions to leave congested areas in favour of reducing overheads whilst also enhancing one's environment, becomes increasingly attractive.

Wiltshire locations

Swindon	£16.00*
Chippenham	£14.00
Devizes	£8.00
Salisbury	£10.00
Trowbridge	£9.00

(£ per Sq Ft)

Source DTZ Peda, 2004
*Source: Jones Lang LaSelle 50 centre survey July 2004

Regional locations*

M4 Corridor	£21.00 - £32.00**
Birmingham	£27.50
Manchester	£25.00
Bristol	£23.50
Leeds	£22.00
Leicester	£14.00

**lowest figure Hounslow, highest Windsor
Jones Lang LaSelle

Wiltshire has in place a countywide work space strategy, featuring 15 key sites and some 450 acres, delivering a programme of continuous development, improvement and promotion. We make finding the right space for you our priority!

For a better price therefore, Wiltshire can offer you a superior working and living environment.

"We recognised Wiltshire's many attractive features; its excellent communications, its cost benefits, and its outstanding natural environment. We were sufficiently impressed to invest in its future, by committing to develop speculatively, a prestigious high quality, 160 acre Business Park, which can provide access to London in less time than it takes to play a game of football. We are very happy we made the right decision"

Cliff Whitley
Development Manager, Solstice Business Park

“Staff loyalty is tremendous here, and most of our specialist staff live locally and have been with us for over 15 years”

Elaine Roberts – Marketing Manager
CI Electronics

Wiltshire has a modern, motivated, educated and diverse workforce that reflects its investment in the knowledge driven economy. We work with key partners throughout the region to ensure that our workforce is prepared and adaptable to new opportunities and new challenges. Qualified and experienced staff can be found alongside traditional skills and knowledge.

The South West Region is typified by an excellent industrial relations record, good staff retention and flexible working patterns.

The South West region enjoys an excellent industrial relations record boasting the second best record in days lost per 1,000 employees per year in the UK.

workforce

	Ave Gross Annual UK Pay	% variance from UK average	Gross Annual Admin & Secretarial after applying regional variance	Gross Annual Assoc, Prof & Technical after applying regional variance
UK Average	£25,170	zero	£17,560	£27,627
London	£36,022	+43%	£25,110	£39,506
South East	£26,669	+6%	£18,613	£29,284
South West	£23,099	-10%	<u>£15,804</u>	<u>£24,865</u>

Source used to base calculation on: New Earnings Survey 2003

Wage Rates

Wiltshire does not experience the living and work costs associated with London and the South East. This is reflected in the salaries that are typical throughout the region, offering serious savings without any loss in quality or delivery.

Potential savings per employee, per year

	Wiltshire	London	Saving PA	South East	Saving PA
Male	£491.30	£716.50	(£11,700)	£561.60	(£1,627)
Female	£359.90	£516.50	(£8,143)	£394.80	(£1,814)

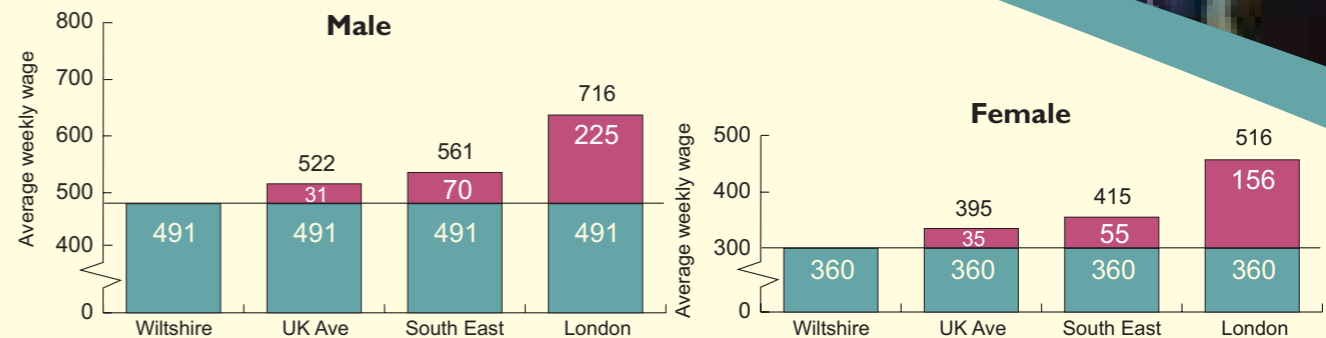
Calculation based on average weekly wage
New Earnings Survey 2003 Regional Trends 38

The MoD have had a traditional association with the county of Wiltshire. The Civil Service has a presence in the wider area, above that of the usual local provision for example The Research Councils (Swindon), The Met Office (Exeter), Ordnance Survey (Southampton) the UK Hydrographic Office (Taunton), and TV licensing (Bristol) all provide further career opportunities, and evidence of our attractiveness to the Civil Service.

“The quality of life which Wiltshire offers is very high, and staff are rarely tempted to move elsewhere, providing us with a workforce which is both committed and motivated. Likewise, when we need to recruit from areas outside of Wiltshire, the rural location plays a big role in attracting the right calibre of staff”.

Simon Yaxley IBAH (UK) Ltd

Potential wage savings



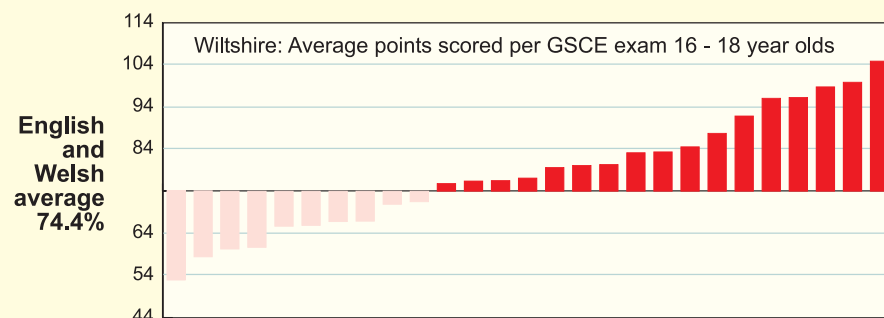
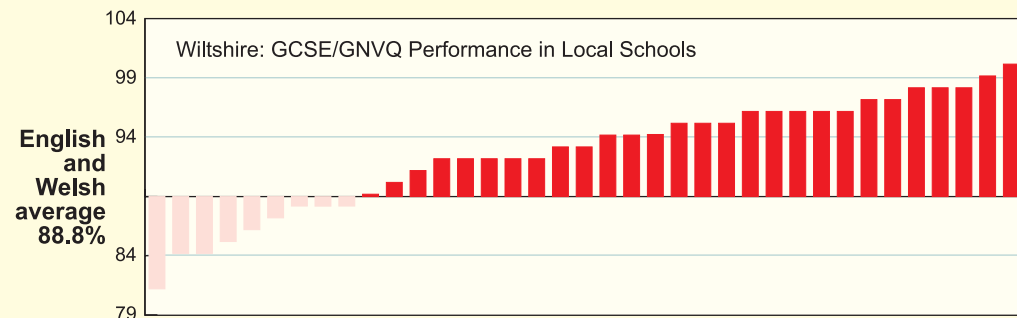
education

Wiltshire has a higher proportion of qualified people (76.5%) than the English average (71.2%) This is due in no small part to the excellent range and quality of schools throughout the area. Wiltshire also boasts some of the country's leading public schools. Quality, choice and diversity put the county a step ahead.

	KS 3	KS 4	5+GCSE's A-C
Wiltshire	+3%	+6%	+9%

Source: DfES performance tables 2003

Wiltshire school's performance



health

The population of Wiltshire is healthier than average. The quality of the environment, reduced stress factors (low crime rates, short travel to work distances) and a better pace of living which gives time and space to unwind and enjoy life for a change.

housing

Wherever you choose to live in Wiltshire you will be impressed by the quality, range and value of property. From the picture postcard idyll of our market towns and rural villages to the new economic dynamos of Swindon and Chippenham, the historic spaces of Salisbury to the latest housing developments there is something to suit every taste and pocket. The price difference for individuals moving from London and the South East provides opportunities for significant upgrades in environment and quality of life whilst still leaving more than a bit of loose change for the other things you value.

Average Price

	Wiltshire	London (Inner)	London (Outer)	Savings between
Detached	£252,000	£995,000	£451,000	(£743,000 - £199,000)
Semi Det	£146,000	£443,000	£251,000	(£297,000 - £105,000)
Terraced	£127,000	£331,000	£202,000	(£204,000 - £75,000)
Flat	£98,000	£257,000	£157,000	(£159,000 - £59,000)

	South East	Saving
Detached	£315,000	(63,000)
Semi Det	£180,000	(46,000)
Terraced	£147,000	(20,000)
Flat	£123,000	(25,000)

Average weekly rents

The following is an indicative range.

1 bedroom	- £350 - £450 PCM
2 bedrooms	- £450 - £550 PCM
3/4 bedrooms	- £550 - £700 PCM

Land Registry Regional Trends 38, 2003

find us keep us

“We have the people, location, support and products to go as far as we want. The only restrictions we face are the limits of our imagination”

Richard Millington – *Microlights Design*

The choice for relocation? –
Naturally Wiltshire!

- Excellent location
- Great transport connections
- Space to suit your needs
- Highly competitive rates
- Enhanced quality of life
- Partnership support for your move
- The right resources on your doorstep
- A record of relocation success

quality of life

Over 40% of Wiltshire is designated as an “Area of Outstanding Natural Beauty”. At the heart of the county lies Salisbury Plain, the largest area of unspoilt chalk grassland in Europe. To the north and south along the Marlborough and West Wiltshire Downs there are more open vistas, where you are swept along by unbroken horizons, rolling hills that gently fold into each other. Placid river banks blend into ancient forests, picturesque villages and beautiful gardens. Explore by foot, by horse, by bike, by car, by bus, by train or even canal barge! Whatever mode of transport takes your fancy, new sights will open up everywhere.

There are Arts and Entertainments of all kinds to suit everyone throughout the region. In addition to the plethora of activity throughout Wiltshire there are the cultural powerhouses of Bristol and Bath only a few minutes travel away. Even London’s West End is barely an hour and half by car or train.

Wiltshire offers the outdoors enthusiast and sports fanatic a vast assortment of choice and opportunity. There is a huge range of excellent facilities from sports centres to swimming pools, skate parks to skating rinks throughout the area. Why not take up horse riding or hang-gliding, mountain biking or even tank driving! It’s all on your doorstep.

You can enjoy all these things in the second safest* county in England in which to live and work. Police statistics for recorded crime are 33% below the average for England and Wales. Criminals might not like our county but insurance companies do!

* National Crime survey 2003

“The contrast between living here and in London, where I was based for 20 years is incomparable. In our computer dominated business, there are no restrictions on where to base a company like SSI, so why not choose a beautiful location like Wiltshire?”

Don Ross –
SSI Systems and Solutions

“Staff retention is high here and our entire workforce lives locally, as it is so easy to recruit from the immediate area. We are all settled in the area, and benefit from the tremendous quality of life offered by Wiltshire”.

John Wilkins MD
– *The Wiltshire Tricklement Co Ltd*