

THE VISION FOR WILTSHIRE AND SWINDON

A vibrant, sustainable economy delivering high quality opportunities for all communities in Wiltshire and Swindon.

Partners have agreed to work together to develop the Wiltshire and Swindon economy by adding value to our individual efforts. The vision for Wiltshire and Swindon is to build on existing strengths and address weaknesses in order that everyone can benefit from quality economic opportunities, be they business (including the public sector), learning or community focussed. It is also important that the area is attractive to both existing individuals and organisations and to new entrants.

The environment is a key local asset and offers the potential for the development of new business activities. In pursuit of the strategy, the area also needs to be mindful of balancing growth with the protection and conservation of this valuable asset and encouraging development which will be sustainable in the long term.

THE MISSION FOR WILTSHIRE AND SWINDON

To achieve the Vision for Wiltshire and Swindon through proactive and dynamic partnership working.

As a partnership which covers the whole of Wiltshire and Swindon, the Wiltshire and Swindon Economic Partnership (WSEP) has co-ordinated the development of this strategy. The aim is that partners and other local organisations will adopt this Mission and use the strategy to inform their local delivery.

In pursuit of the Vision for Wiltshire and Swindon, a set of strategic objectives has been identified covering three vital areas of work: ensuring the right conditions prevail for **enterprise, workforce skills** and **partnership working**.