

A Green

New Deal

>> To Get Swindon Working

Swindon Labour's priority is to 'Get Swindon Working' through a Green New Deal for Swindon. Swindon's Economic Plan should be focussed on bringing the businesses and the jobs of the future to Swindon.



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Our Key Promises:

- >> **Grow the green economy:** by placing Swindon at the heart of the hydrogen highway and creating new green collar jobs
- >> **Get Swindon Working:** by enable the creation of 1000 new jobs, boosting apprenticeships and launching a Getting Swindon Working programme
- >> **New Jobs through New Inward Investment by** establishing a new inward investment team to market Swindon and build relationships with businesses.
- >> **Retaining and Growing Swindon's Successful Businesses** by working in partnership with existing large employers encourage their expansion and using the Council's land assets to create mini enterprise zones to encourage their suppliers to locate in Swindon.
- >> **A Clear Plan for the Regeneration of Swindon:** to deliver a Town Centre which is attractive for shopping, leisure and culture reflecting the railway history of Swindon.
- >> **Help for Small Businesses:** by using extra funds from the localization of business rates to help small businesses.
- >> **Towards a University for Swindon;** by bidding for a University Technical College and establishing a specialist University project team to drive forward a long term plan for a University.
- >> **A kick start for the construction sector** by a first time buyers scheme, by growing Swindon by 1000 houses a year and securing 40% as affordable homes.
- >> **A Fair Deal for Swindon** by supporting a Living Wage.



Cllr Mark Dempsey
Deputy Leader, Swindon Labour

A Green New Deal To Get Swindon Working



1. Introduction

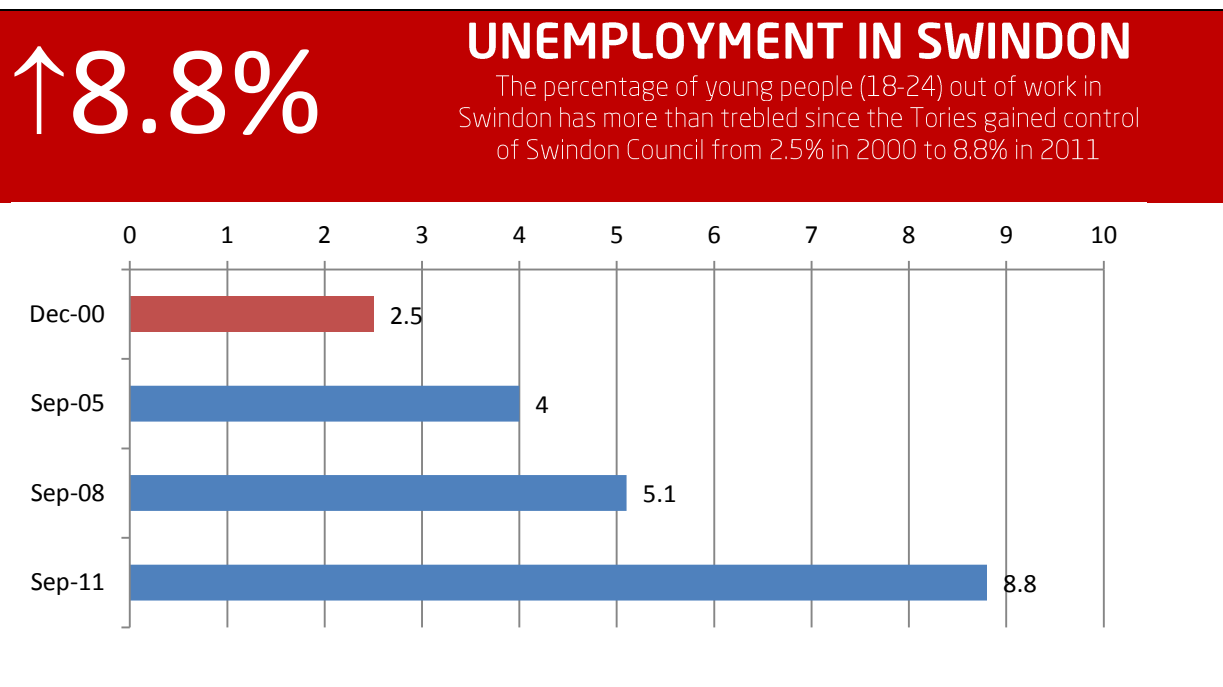
The worldwide recession has left many local people looking for work or fearful about losing their job. The root cause of the current economic crisis is the over-reliance of our economy on the banks. Northern Rock, RBS, Lehman Brothers, Ice Save collapsed like a pack of cards, putting this country and the world into economic meltdown.

"It is likely we will see more public sector job cuts in the coming months, and we are expecting unemployment to increase by 150,000 to a peak of 2.6 million over the next 12 to 15 months."

David Kern, Chief Economist
British Chambers of Commerce

The Tories and Liberals economic strategy is failing. In the three months to August, unemployment was at 2.57 million - a rise of 114,000 since the previous three months. The percentage of young people (18-24) out of work in Swindon has more than trebled since the Tories gained control of Swindon Council from 2.5% in 2000 to 8.8% in 2011¹. Since January there has been a 77 per cent rise in young people on the dole for more than six months in Swindon.

We know how corrosive and damaging unemployment is to local communities, and how demoralising the search for work can be. The economic future of Swindon depends on keeping people in work, and building a bright economic future for our town. Instead of cutting public services we need to build the new businesses, the new jobs and the new economy that our country and town needs.



¹ https://www.nomisweb.co.uk/reports/lmp/la/2038431936/subreports/ccadr_compared/report.aspx

2. A Green New Deal for Swindon

The Conservative led Council has been widely criticised for lacking a clear and ambitious economic strategy for Swindon. Swindon Labour's priority is to 'Get Swindon Working' through a Green New Deal for Swindon. We need a clear plan for the economic future of Swindon. Labour's economic strategy will build the jobs of the future and will give people the skills they need to find work with good prospects for the future.

"It shows a lack of ambition. What if another Honda or Intel decided to move to Swindon? They would look at this strategy, decide the town is closed for business and go somewhere else. In some ways the council isn't just adopting a low growth strategy, it's no growth"

Swindon Business News, June 2011

It is vital that we build long term and sustainable economic growth. The financial crisis, soaring energy prices, and the need to tackle Climate Change are transforming our economy. Swindon has pioneered economic transformation throughout its existence by embracing inward investment following the closure of the Railways. It is time for Swindon to transform again.

Swindon should position itself at the heart of this 'Green New Deal'; so that we can take advantage of these new green collar jobs. The European Union has already committed to 3 million green collar jobs by 2020. Employment in the environmental sector has been growing at 7% since the year 2000, whilst the UK wind energy sector has seen a 91% leap in employment over the last three years, and now employs more people than the coal industry. However the UK is importing 80 per cent of renewable energy equipment and services from abroad. We should seize the opportunities that will arrive as a result of the need to tackle Climate Change and become a centre for renewable energy, energy efficiency; and low carbon industries.

Swindon could benefit massively from a Green New Deal. In the last century the decline of the railways forced Swindon to undergo its own economic transformation; and the inward investment from Honda, BMW, Motorola and Nationwide among others made Swindon into a powerhouse of economic growth and zero unemployment. Looking ahead, the M4 is set to become a hydrogen highway to create the infrastructure for hydrogen, electric and compressed gas powered cars. This will create the opportunity for attract new cutting-edge companies to Swindon, providing the opportunity for an economic and environmental transformation of the town.

The global economy is facing a 'triple crunch'. It is a combination of a credit-fuelled financial crisis, accelerating climate change and soaring energy prices underpinned by an encroaching peak in oil production. These three overlapping events threaten to develop into a perfect storm, the like of which has not been seen since the Great Depression...

Green New Deal Group, 2008

Swindon's Economic Plan should be focussed on bringing the businesses and the jobs of the future Swindon. The Green New Deal provides a coherent and sustainable way forward to reduce our dependence on the banks, address Climate Change, and build the businesses and the jobs of the future.

2. Economic Challenges for Swindon

- According to the Princes Trust One 25% of those from deprived homes believe that 'few' or 'none' of their career goals are achievable².

² http://www.princes-trust.org.uk/about_the_trust/what_we_do/research/broke_not_broken.aspx

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- We are facing record youth unemployment with 1 million school leavers and graduates out of work.
- Education opportunity is being cut with the scrapping of the EMA's and the trebling of tuition fees.
- Job opportunities are being cut with the abolition of the Future Jobs Fund and the cuts to the Connexions employment service.
- Rising fuel prices will increase the costs of manufacturing impacting on Honda and BMW.
- Instead of cutting public services we urgently need to tackle our overdependence on the financial services sector and build the new businesses, the new jobs and the new economy that our country and town needs.

3. Policy Options

Key Policy Ideas

- >> **Grow the green economy**
- >> **Getting Swindon Working**
- >> **New Jobs through New Inward Investment**
- >> **A Clear Plan for the Regeneration of Swindon**
- >> **Help for Small Businesses**
- >> **Towards a University for Swindon.**
- >> **Affordable homes to kick start the construction sector**
- >> **A Fair Deal for Swindon**

>> **Grow the Green Economy**

- Support Swindon as the heart of the hydrogen highway and develop a partnership with businesses to create the infrastructure for hydrogen, electric and compressed gas powered cars.
- Encourage green businesses and social enterprises to make Swindon a green hub for the UK with new jobs and services for local people.
- Create a 'Green Industrial Development Board' to promote inward investment and place Swindon at the centre of the Hydrogen Highway.
- Creation of Green Industrial Park for concentration of environmental enterprises, industrial symbiosis, and small scale closed loop recycling enterprises.
- We will aim to generate 100% of Councils electricity requirements from Renewable Energy by 2020.
- Create a Swindon Sustainable Energy Company and drive forward the Swindon Sustainable Energy Partnership to develop low carbon and low cost energy for businesses and householders, and micro generation schemes.
- Help cut residents energy bills through a 'Co-operative Solar Swindon Scheme' providing residents with free solar panels helping them to generate their own low cost green energy taking advantage of existing and future Government and European grants.

>> **Getting Swindon Working**

- Our programme will reduce unemployment in Swindon
- We will enable 1000 new jobs for local people by growing the green economy and launching a new inward investment initiative.
- We will establish a Swindon Apprenticeship and trainee programme as a partnership between the Council and businesses in Swindon.
- We will launch a Getting Swindon Working programme to help workless parents and young unemployed back to work.

>> New Jobs through New Inward Investment

- We will prioritise securing new inward investment for Swindon.
- We will establish a new inward investment team to market Swindon and build relationships with businesses.
- We will establish a dedicated planning officer to provide a key point of contact for developers and businesses wishing to relocate to Swindon.

>> Retaining and Growing Swindon's Successful Businesses

- We will work in partnership with existing large employers in the town to encourage their expansion.
- We will establish a local enterprise zone by reorganising the Council's land holdings to attract supply chain businesses of Swindon's major manufacturers.

>> A Clear Plan for the Regeneration of Swindon

- We must create a clear plan for the regeneration of Swindon Town Centre to deliver a Town Centre which is attractive for shopping, leisure and culture.
- Regeneration should ensure the Town Centre reflects the railway history of Swindon, provide public open space, and provide greater access and linkages between the Town Centre, the Outlet Village and Old Town.
- The Regeneration Plan will provide a framework for land use in the Town Centre and achieve a high architectural standard, in order to provide prospective developers with clear guidance and certainty to invest.
- We must create new parks and open spaces in the town centre.
- We will undertake a full review of the management of regeneration in Swindon in order to develop the most effective model for the delivery of regeneration based on successful examples such as Bristol, Gloucester and Manchester.
- We should seek to create a heritage and shopping transport link between the outlet village, the Town Centre and Old Town.

>> Help for Small Businesses

- Small Business Loans Scheme: Use extra funds from the localization of business rates to put back in to helping small businesses.
- We will invite a representative of Swindon FSB to become one of our partner organisations in the delivery of regeneration and economic development.
- We will reform the process for allocating public sector contracts (directly and indirectly) to help small businesses and to help keep work and jobs in Swindon.

>> Towards a University for Swindon

- We need to increase local opportunity for education. In Swindon we should build a plan for improving skills and a long term plan for a University for Swindon.
- We will collaborate with further education providers and local employers within the town to bid for a University Technical College to extend skills and training provision in Swindon and create the foundations for a university in the town
- Create a clear plan for the establishment of a University for Swindon to unlock the talents of local people and to drive economic regeneration.
- That such a plan will deliver a University to integrate with industry to provide opportunities for retraining and skills development in Swindon.
- That such a plan will deliver a University that attracts new businesses including attracting new Green Collar jobs to Swindon.
- Establish a specialist University project team to drive forward the creation of a University.

>> Affordable homes to kick start the construction sector

- We will kick start the construction sector through the introduction of a first-time buyers scheme, where the Council will work with a mortgage lender to guarantee deposits for first-time house buyers'
- We support the continued development of Swindon through controlled housing growth, to meet the needs of a growing and changing population and to support the construction sector
- We will set a new target that 40% affordable homes must be provided for all major housing developments

>> A Fair Deal for Swindon

- We will implement a Living Wage for all Council employees.
- We will help to form and support local credit unions to provide small loans to families, and particularly those at risk of repossession.
- Create 1000 new jobs, apprenticeships and training opportunities with the council's partners and local businesses

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