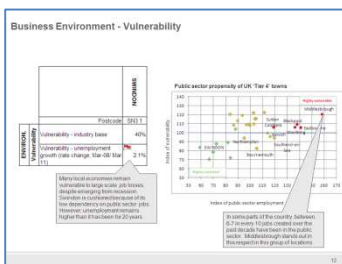
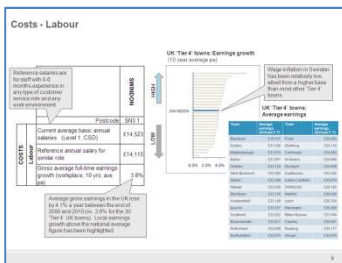
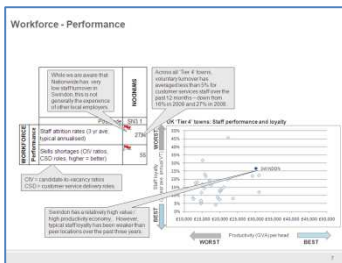
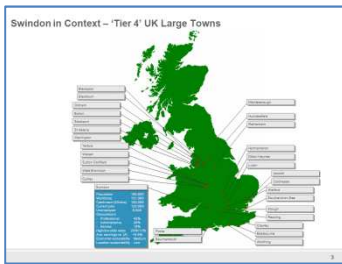


Summary

- Location:** SWINDON is a strategically significant town located in the M4 corridor. It has a relatively short but diverse and varied history, dating from the 10th to the 18th and is now a diverse development on the M4 corridor. Swindon is the UK's largest quality of population centre which has been awarded Manufacturing Centres for Lifetime Achievement in the economy after 10 years and business success.
- Resilience:** The town's diverse employment base for 100,000 residents, spread across 200,000 homes and a 100,000 sq ft of retail space, offers a diverse and resilient economic base for the town.
- Costs:** The town has a low cost of living compared to other towns in the region. It is a relatively low cost town to live in, with a low cost of living compared to other towns in the region. It is a relatively low cost town to live in, with a low cost of living compared to other towns in the region.
- Business Environment:** Swindon has been one of the fastest growing areas of the UK for the economic recovery. It has a long history of manufacturing and is now a diverse development on the M4 corridor. It has a long history of manufacturing and is now a diverse development on the M4 corridor.



LOCATIONS SUSTAINABILITY

Nationwide is the world's biggest building society as well as the second largest savings provider and a top-three provider of mortgages in the UK, with more than 15 million members, 16,000 employees and 800 sites and branches. Nationwide has been an OMIS client since 1997.

CHALLENGES

Nationwide regularly monitors the performance and long-term sustainability of its UK locations – covering headquarters, administrative and customer contact centre locations – for the purposes of new investment, due diligence and expansion or contraction of sites with the aid of OMIS research reports. The general focus of OMIS Location Baseline and Sustainability research series is on area outlooks based on local employer profiles and investment prospects, plus local economic and demographic projections over a 5-year timeframe, including detailed segmentation and evaluation of the catchment workforce.

APPROACH

Data Sets: Interrogation of proprietary OMIS location data sets covering 365 UK business centres, including 218 primary locations and 85 key cities and towns. Also available for all key cities across 40 European countries.

Evaluation: Like-for-like comparison of all 'same tier' (Tier 1, Tier 2, etc.) centres, focusing on: Workforce (capacity, skills, performance), Costs (labour, property), Business Environment (vulnerability, sustainability).

Reports: Standard format series-based reports (Baseline, Sustainability) for locations comparison purposes and benchmarking of local performance and prospects.

METHODS

Application of latest OMIS data sets; research, analysis and comparison; OMIS local area contacts.

