

Wasdell Corporate Economic Impact Assessment



Demonstrating the economic value of an innovative manufacturing organisation in the pharmaceuticals supply chain

CLIENT

Wasdell Properties Limited

LPA

Swindon Borough Council

STATUS

Ongoing

SERVICES

Economics

Our role

- Economic impact assessment of an innovative pharmaceutical packaging company.
- Our Economics team carried out in-depth research into the operations of the business to understand and evidence the existing economic and community benefits locally and nationally, including its role in developing new health care solutions.
- This was combined with a demonstration of the additional benefits which could be generated should the company be able to move, consolidate and expand in the area.
- The analysis was based on Government guidance and good practice in undertaking robust economic impact assessment to demonstrate existing company impact as well as the net additional impacts related to the proposed development, allowing for leakage and displacement of impacts as well as multipliers. Quantitative evidence was further supported by qualitative examples of the company's good work in supporting social objectives both in the UK and abroad through training and charity work.

Results

- The development is being led by the growth ambitions of the company, creating an opportunity and catalyst to use land on the site to develop a phased Science Park offer over the longer term.
- The research was compiled into an externally facing and user friendly publication, using infographics, charts, maps and tables to demonstrate findings. It was supported by case studies of employees to evidence the skills and training credentials of the company, as well as examples of charity initiatives to demonstrate the company's wider role in giving back to society.
- The research was completed to demonstrate the role Wasdell plays in the local community and research arena.