

INTO SOMERSET  
WHERE YOU AND YOUR BUSINESS CAN GROW

Somerset

## Why is Somerset right for your business?

Somerset is a natural home to free-thinking entrepreneurs and is attracting people in high-value businesses who have the freedom to choose exactly where they want to work and live with their families.

Business owners tell us that the main factors under consideration when reviewing the location of their business are quality of lifestyle for family and employees, Internet connectivity, accessibility to customers and workforce skills. Somerset offers real strength in these key requirements.



### LIFESTYLE

Business owners regard the quality of lifestyle for their family and employees as the single most important factor when deciding upon the right location for their business.

- **Access to great schools**

Educational opportunities in Somerset are first-class, with more than nine out of ten parents achieving their first choice of state secondary school for 2009/10, compared with just two-thirds in some areas of London. Somerset also offers an excellent choice of 25 world-class independent schools... [More details](#)

- **Low commute times**

Two-thirds of Somerset's working population travel less than six miles to work – with nearly half travelling less than 2kilometres.

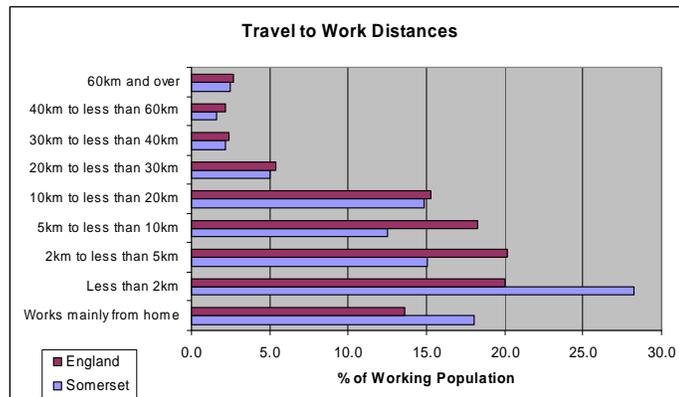
- **Clean air and low pollution**

With population density almost half the UK average and much of the landscape being made up of beautiful countryside, small villages and market towns, the air is clean and pollution low.

- **Easy access to country and coast**

Somerset is beautiful, with a large National Park, many areas of outstanding natural beauty and a varied landscape including the hills of Exmoor, the Mendips and Quantocks and the Somerset Levels – and includes 30km of glorious coastline... [More details](#)

Somerset coast and country are easy to reach



“Somerset has just about everything. I could choose to live and work anywhere, but I have chosen Somerset because it gives me the kind of rural life that I want, but with direct and easy access to London and overseas.”

Deborah Meaden  
*Dragons' Den Investor and Entrepreneur*

PEACE OF MIND  
MEANS A PIECE OF SOMERSET



### INTERNET CONNECTIVITY

With some of the best broadband connectivity and take-up rates in the UK, being in Somerset means your company can harness the power of the internet to boost sales and stay in touch. The creative sector, including web design and associated IT support, are amongst the highest growth sectors of industry in Somerset... [More details](#)



The Ariel Atom 3: made in Somerset

### ACCESSIBILITY

Somerset is at the logistical centre of the South West region where primary routes diverge to service the South West peninsula, London and the Midlands are accessible within 2.5 hrs by road and rail with three regional airports have regular flights to 158 European destinations and 14 long-haul destinations... [More details](#)

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Travel times to and from Somerset	Road		Rail	
	Taunton	Frome	Taunton	Castle Cary
London (Hammersmith)	2 hrs 55	2 hrs 15	1 hr 49	1 hr 45
Birmingham	2 hrs 17	2 hrs 15	2 hrs 05	2 hrs 46
Truro	2 hrs 18	3 hrs 12	2 hrs 44	3 hrs 15

### WORKFORCE SKILLS

Somerset's workforce is well educated and well trained, with around 90% of 17-18yr olds achieving advanced vocational qualifications in 2005 and one in five employees reaching NVQ Level 4 or above. The Somerset workforce supports a healthy mix of new and well-established companies at the cutting edge of their industries. Some of the best people in these industries are attracted to Somerset by its powerful blend of traditional skills and contemporary thinking.

Employment by occupation 2008. (ONS)	Somerset
1 Managers and Senior Officials	37500
2 Professional Occupations	24600
3 Associate Prof & Tech Occupations	29700
4 Administrative and Secretarial Occupations	26200
5 Skilled Trades Occupations	33200
6 Personal Service Occupations	26600
7 Sales and Customer Service Occupations	19600
8 Process, Plant and Machine Operatives	21400
9 Elementary occupations	28900
<b>Total</b>	<b>247700</b>

INNOVATION AND INVENTION  
NEED SPACE TO THINK



#### WHO IS ALREADY HERE?

Somerset has five high-performing key sectors that will reward inward investors with prospects of strong returns and collaboration with a network of world-class businesses.

The innovative Advanced Engineering and Aerospace sector supports around 9,500 jobs. Somerset companies include AgustaWestland; Honeywell Aerospace; Aerosystems International; Tods Aerospace; GE Sensing; Taunton Aerospace; Gooch & Housego; Thales Defence; Numatic International; Ariel Motor Co; AM Sensors; Singer Instruments; Scantron Industries.

Somerset's Food and Drink sector is worth more than £500million to the economy and is supported by 8,500 food producers, more than anywhere else in the UK. Somerset-based companies include Yeo Valley; Gaymers Cider; Gerber Foods; Robert Wiseman Dairies; Ilchester Cheese, Bay Tree Foods, Uniq Foods, Longmans Cheese, Radfords Fudge, Rose Farm, Crabtree & Evelyn and DJ Miles & Co.

Business Services companies, many of which have moved from the London area, employ more than 31,600 workers, up 37% from 2000-2005. Legal & Professional companies include Clarke Wilmot, Foot Anstey, Ashfords, Clerksroom, Porter Dodson, Albert Goodman, Milsted Langdon, UK Hydrographic Office and the Charity Commission. Among Software & ICT specialists are Sea Group, Dataflow Communications, YLEM, Bluefinger, Datamine, Inspectron Ltd (Formscan) and Metron Technologies.

The Creative sector is Somerset's fastest growing. The vast majority of firms are small businesses, who contribute a huge £314million between them. Specialists include Mulberry Company (Design) Ltd, Iconography, Haynes Publishing, Stone & Partners Architects, The Brewhouse Theatre and the Glastonbury Festival.

Somerset's emerging Energy and Environmental Technology sector includes more than 100 companies specialising in everything from nuclear energy to power from vegetable waste. Among leading companies are EDF Energy (Nuclear), Magnox South, CO2 Balance, Virridor Waste, ECOS, Aardvark EM, Organic Power and Coemi.

#### INTO SOMERSET

Into Somerset is the inward investment organisation for Somerset, bringing together private and public sector partners who are passionate about promoting Somerset as a thriving business location. For details, visit our website at <http://www.intosomerset.co.uk> or phone 0845 1222 066.



“From aeronautics to high fashion, we have many progressive and innovative world-class companies based in Somerset. They continue to draw inspiration from the rich economic heritage and sensational landscapes of our county.”

Lord Cameron of Dillington  
Crossbench peer

Somerset

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