

Brighton Economic Strategy: Consultation

Event Scoping Note - 11th January 2018

This note is intended to inform participants ahead of the second consultation event supporting the Brighton and Hove Economic Strategy.

The note includes the agenda for the event as well as some emerging thoughts on the shape of the strategy which will be tested at the event.

Agenda

- 5pm: Arrival, refreshments and informal discussion
- 5.30pm: Welcome
- 5.35pm – 5.50pm: Recap: what you told us at Workshop 1
- 5.50pm – 6.50pm: Task One: testing vision, objectives, actions
- 6.55pm – 7.30pm: Task Two: Commitment to supporting the strategy
- 7.30pm - 7.40pm: Summing up and next steps
- 7.40pm: 8pm: Informal discussion

Task 1: Working Themes for the Strategy

We have identified five working objectives for the strategy, these are introduced below. **When you arrive, you will be asked to join a table where one of these will be discussed in Task 1.**

Currently, the themes and potential areas of focus are draft ideas to support discussion (albeit based on evidence and discussion to date). **This is your opportunity to shape the strategy based on your experience and insight.**

On your tables we will ask you to discuss and consider the following:

- Are these the right objectives? Is there anything significant missing?

- For your chosen objective:
 - Are there're as within the evidence base which need to be explored further?
 - Where should the focus for action be?
 - Are there any specific projects you would like to see promoted through the strategy?
 - Are there projects from elsewhere that you would like to see considered in delivering the strategy?

To help you prepare, the five working themes are introduced in turn below. They will also be presented in more detail at the event.

1. A Disruptive City

Capitalise upon Brighton's reputation for creativity and openness by establishing the city as a lab for innovation and disruption.

By committing to testing and embracing new ideas and approaches, the city can not only address the challenges and opportunities it faces, but also be an exemplar to other cities, demonstrating how things can be done differently.

Rationale for Action

- The fundamental challenges for the city remain the same as they were a decade ago – housing, transport, commercial development and inequality all need fresh approaches
- The right scale to support city innovation – Brighton has the scale and diversity which mean it is well placed to pilot new approaches which respond to some of most significant macro-challenges faced by cities in the 20th Century
- A strong digital sector – The tech enabled economy new normal, Brighton's strong sector can have a more significant positive influence on the city's evolution and operation
- Appetite for Collaboration-City region partners, local universities and national innovation organisations (Nesta, Future Cities Catapult, Innovate UK etc) all see the

potential of Brighton to be a stronger example of city management and economic development

Potential Areas of Focus

- Development of a Civic Urban Innovation Hub to support discussion the evolution of the city and greater engagement of partners in the future of the city's economy
- Building the capacity of the Better Brighton think tank to support challenge partners to embrace new approaches to specific issues of economic focus. This could include productivity, energy, inclusion, electric/autonomous vehicles, food security, affordable housing, digital infrastructure
- Challenge prizes to enable local businesses to respond to prominent issues within the city and develop new solutions
- Develop new innovative approaches to delivery, planning and infrastructure, utilising new technologies and the innovative capacity of Brighton's business base
- Support an observatory and feedback to reflect upon the success of local innovation, feeding back publicly to enhance the city's reputation

2. A Growing City

Provide the space to support balanced growth in the city by unlocking & accelerating the delivery of homes, commercial, and community infrastructure. Working with City Region partners to adopt a mutually beneficial approach to development, infrastructure and growth in Greater Brighton.

Rationale for Action

- A lack of housing is consistently identified as the top priority in both the city and the city region
- A lack of commercial space in Brighton has been identified for over a decade as a barrier to businesses scaling their activities
- Complex land ownership and delivery challenges across site allocations have influence the speed of delivery in the city

- Road and rail transport constraints limit the extent to which areas within the Brighton City Region can legitimately be seen as part of a functional economic area.
- Businesses themselves still sometimes struggle to access consistent support to enable them to grow and access new markets

Potential Areas of Focus

- Collaborative working across City Region to enable new approaches to planning growth and development, including a dedicated team to coordinate partner activities and to focus on unlocking the delivery of priority developments
- Collaborative lobbying on transport and infrastructure for the City Region, establishing a new deal with government to support delivery
- Enhanced use of lobbying, Planning powers and direct intervention; to accelerate development within Brighton and Hove, particularly on City Plan sites
- Identification of smaller sites within the city which can accommodate commercial growth, underpinned by support for small developers and potentially by direct, or partnered public sector involvement
- Improvement to existing commercial and industrial areas to help them meet modern and future standards
- More targeted and dedicated support for high growth small businesses in Brighton, including brokerage to support businesses to stay and grow in Brighton

3. A Distinctive City

Reposition and promote Brighton as the most distinctive City in the UK. Capitalise upon and strengthen Brighton & Hove's identity and reputation for creativity, openness, and spirit. Focus upon improving the quality of environment and cultural offer for residents, visitors and investors.

**This include the Inward Investment and Export Strategy which is being developed as part of this commission.*

Rationale for Action

- The Cultural and visitor economy remains a core foundation of the economy, and a significant part of Brighton's identity and economy
- Brighton & Hove buzz / vibrancy / openness is still perceived as a differentiator among competitors for investment; although inward investment into the city in the last 5 years is limited
- Partners suggest weaknesses in the quality of the built environment and public realm, impact upon first impressions of the city

Potential Areas of Focus

- Investment in and delivery of a new compelling city region inward investment offer
- Use Brighton's strong civil society sector to develop civic identity and local pride
- Further develop and diversify the cultural offer of the city, linking this to the wider offer in the city region
- Support the modernisation of the local visitor offer through the new visitor economy strategy
- Work with City Region partners to develop the Creative Coast concept to develop social and economic links between the city and neighbouring coastal towns

4. A Talented City

Capitalise on Brighton's pool of talented labour by ensuring that all residents have the skills that they need to access employment and to progress in work and build careers.

Deliver a balanced approach which reflects the diverse skills requirements across the economy, helping to develop a workforce which is appropriate to the future needs of the economy.

Rationale for Action

- A highly qualified workforce albeit with evidence of underemployment and high levels of out commuting

- Labour market impacts of lower immigration: hospitality, food and drink, financial and professional service sectors
- Evidence of long term exclusion within certain segments of population
- Common issues relating to employability amongst recruits
- Specific groups less likely to participate in the labour market – BME women, well skilled female returners and older people to find suitable employment

Potential Areas of Focus

- Implementation of the City Employment and Skills Plan
- Development of a Future Skills Board for the City Region Linking employers to providers and focussing upon the skills needs of the future economy
- Support great business investment in their workforce and vocational training
- Developing solutions to enable underutilised talent (female returners; minority groups; older people) to return to the workforce
- Enhanced careers advice and improved links between businesses, providers and learners/employees

5. A Fair City

Ensure that Brighton & Hove becomes a more equal city, with the benefits of growth reinvested to support greater levels of inclusion. Focus on narrowing the gap between and within communities, and on engaging proactively with the most marginalised groups, developing innovative new projects to ensure that local people are linked to growth.

Rationale for Action

- Brighton and Hove is ranked as one of the most unequal places to live in the UK
- Access to housing (and affordable housing) remains a problem in both the City and City Region
- Persistent issues of severe poverty (homelessness, mental health, and drug and alcohol dependency) remain as issues for the city

- Issues of place based deprivation and lack of shared identity with the city
- Strong civil society and participation on voluntary and community activity provides as strong basis for future engagement and action

Potential Areas of Focus

- Explore new institutional approaches to social innovation, supporting local people and organisations to play a fuller role in the evolution of the city and in the development of solutions to local issues
- Further Neighbourhood based (and owned) interventions to target exclusion
- Identify sites to pilot new approaches to affordable social and PRS housing to support
- Support further access to preventative health, particularly in deprived neighbourhoods
- Develop further intergenerational mentoring projects to address isolation and improve learning and career engagement
- Investigate new financial mechanisms (potentially through existing credit unions or new public banking structures) to support the retention of proceeds from future economic growth

Task 2 – Personal and Organisational Commitment

- 1.1 Having discussed the five objectives, we will pause to reflect on the role that you individually and/or your organisation can play in the development of the strategy.
- 1.2 In advance of the event you may wish to consider the following:
 - What you want Brighton & Hove to look like in 2030
 - What **role you** will commit to play in getting there
 - Projects that you are interested in supporting
 - Barriers to your involvement

Regeneris, January 2018