



# Brighton & Hove Economic Strategy

Tuesday 31<sup>st</sup> October 2017, 5pm – 8pm  
British Airways i360, Lower Kings Road, Brighton, BN1 2LN

*Hosted by: Brighton & Hove Economic Partnership and Brighton & Hove City Council*  
*Presented by: Regeneris Consulting*

## The 2018-2023 Brighton & Hove Economic Strategy

Regeneris Consulting has been appointed to support Brighton & Hove City Council with the development of a **new Economic Strategy and Action Plan** for the city and city region for the next five years.

Since Brighton and Hove’s last Economic Strategy was published in 2013, the local strategic and economic context has evolved rapidly, not least in terms of publication of the Coast to Capital Strategic Economic Plan, the establishment of the Greater Brighton City Region, and the City Deal subsequently agreed with government.

In recognition of this evolving context, the 2018-2023 Brighton & Hove Economic Strategy will provide **an updated vision for the economy of the city and city region**, and an **implementation plan to guide future delivery and investment**.

The Strategy is due for publication in **Spring 2018**.

## The First Consultation Event

It is important that the Brighton & Hove Economic Strategy is **owned by partners and stakeholders across the city and city region**. To help achieve this, Regeneris has been undertaking a detailed programme of consultation with representatives from across the public, private and civil society sectors.

The first consultation event on 31<sup>st</sup> October brought together partners from a range of backgrounds and interests to **discuss and gather insight on the future of the local economy**. This helped to improve our understanding of the city and city region’s economic positioning and identity, and aspirations and priorities for the future.

This document provides a summary of the insights we collected from this event.

A further consultation event will be held on **January 11<sup>th</sup> 2018** at which the emerging Strategy will be tested.

## Themed Discussions

Three themed discussion were facilitated during the consultation event: Positioning, Priorities, and Quick Fire Ideas.

Feedback from each of these sessions is provided in the following pages. This provides a snapshot of some of the main messages which emerged through discussion and is helping to inform our thinking as we develop the strategy.

# Brighton & Hove Economic Strategy

## First Consultation Event: Summary of Discussions

### Discussion 1: Positioning

#### Task

In an ever more competitive environment, distinctiveness and identity has an important role to play in supporting the future economic resilience and growth prospects of the city and city region.

You were given a series of economic topics to explore, and asked to position Brighton & Hove in terms of its current reputation, distinctiveness, and overall economic offer.

A summary of the key points which arose from these discussions is provided below.

#### Topic 1: Identity & Investment Proposition

<b>What makes Brighton &amp; Hove and the city region distinctive and unique?</b>	<ul style="list-style-type: none"><li>• Creative reputation &amp; attracting tech start-ups</li><li>• World-class festivals</li><li>• Premier League football team</li><li>• International appeal and interest</li><li>• Increasingly recognised as a hub for creative, digital and IT</li><li>• Great tourist destination and, heritage assets and natural environment</li><li>• Quality of life &amp; liberal culture - young bohemian and a strong LGBT sector</li><li>• Location – Downs and sea</li></ul>
<b>How could Brighton &amp; Hove and the city region be more competitive?</b>	<ul style="list-style-type: none"><li>• Infrastructure for new development opportunities (e.g. A27)</li><li>• Clearer offering and branding</li><li>• Better define and road map the opportunities for inward investment in the city</li><li>• More strategic thinking across the City Region</li><li>• Use profile and culture to generate investment</li><li>• Speeding up of investment deals</li><li>• More pride in tourism and developing brand (incl. conference centre &amp; heritage)</li></ul>
<b>What are the constraining factors / challenges in achieving this?</b>	<ul style="list-style-type: none"><li>• Infrastructure, particularly transport infrastructure</li><li>• Limited commercial space and lack of affordable commercial space</li><li>• Affordable housing</li><li>• Do people take Brighton &amp; Hove seriously? (e.g. leisure lifestyle)</li><li>• Has Brighton 'missed' the boat on digital? Bristol invested heavily in broadband etc and is now reaping the dividends</li></ul>

# Brighton & Hove Economic Strategy

## First Consultation Event: Summary of Discussions

### Discussion 1: Positioning

#### Topic 2: Knowledge Economy

<b>What makes Brighton &amp; Hove and the city region distinctive and unique?</b>	<ul style="list-style-type: none"><li>• Universities, Innovation Centres, incubators and small business support centres</li><li>• Lifestyle and culture attracts students/researchers into the city</li><li>• Aspirational city, which attracts like-minded people with energy and enthusiasm</li><li>• Highly networked community and strong collaborative culture</li><li>• Known internationally for digital/creative sector</li><li>• Good diversity in language skills across the city</li><li>• Festivals encourage connections and innovation</li><li>• Strength in social enterprise and innovation (e.g. The Platform)</li></ul>
<b>How could Brighton &amp; Hove and the city region be more competitive?</b>	<ul style="list-style-type: none"><li>• Better understanding what we want to achieve</li><li>• Commercialisation of products – how do we bring them to market?</li><li>• Health &amp; lifestyle – higher education needs to work more closely with this sector</li><li>• Need to extract more value from university specialisms (e.g. Quantum Tech)</li><li>• World class digital design program</li></ul>
<b>What are the constraining factors / challenges in achieving this?</b>	<ul style="list-style-type: none"><li>• Physical space – need grow-on space for businesses. Councils could help unlock sites (e.g. Burgess Hill Science Park) to support this</li><li>• Needs to be more collaboration between public sector and the private sector</li><li>• Housing affordability</li><li>• Transport systems</li><li>• Poor and decaying built environment in some parts of the city centre.</li><li>• Few decent quality hotels and boutiques.</li></ul>

# Brighton & Hove Economic Strategy

## First Consultation Event: Summary of Discussions

### Discussion 1: Positioning

#### Topic 3: Dynamic Small Business

<b>What makes Brighton &amp; Hove and the city region distinctive and unique?</b>	<ul style="list-style-type: none"><li>• Fantastic mix of small ‘independent’ businesses in Brighton &amp; Hove – important to understand their needs</li><li>• Large numbers of start up businesses and lots of small businesses supported</li><li>• Lots of sourcing of work within the city’s businesses</li><li>• ‘Buy local’ support, and good local attitude towards this</li><li>• Strong collaborative working</li><li>• Strong educational city</li><li>• Proximity to London</li></ul>
<b>How could Brighton &amp; Hove and the city region be more competitive?</b>	<ul style="list-style-type: none"><li>• Need to do more to understand small business needs</li><li>• Lots of opportunities for inward investment which are not always shared</li><li>• Scale up SMEs and micros through provision of quasi-affordable accommodation</li><li>• Proactive policy around business rates locally</li><li>• Bold planning decisions needed – lack of political ownership on contentious matters</li><li>• Provide more business support for SMEs</li><li>• More solutions in the broader city region (e.g. Newhaven)</li><li>• Greater focus of universities – better connections to local small businesses</li><li>• Improved rail connections to London</li></ul>
<b>What are the constraining factors / challenges in achieving this?</b>	<ul style="list-style-type: none"><li>• Small businesses currently don’t feel like they have a large voice</li><li>• High living costs and relatively low incomes</li><li>• New developments mainly allocated to residential as more profitable</li><li>• Transport reliability problems (e.g. train and road)</li><li>• Housing affordability</li><li>• Lack of office space – not in the right places</li><li>• Leadership from education providers</li></ul>

# Brighton & Hove Economic Strategy

## First Consultation Event: Summary of Discussions

### Task 1: Positioning

#### Topic 4: Workforce

<b>What makes Brighton &amp; Hove and the city region distinctive and unique?</b>	<ul style="list-style-type: none"><li>• Young and highly skilled workforce</li><li>• Very good lifestyle/destination city – people want to live and work here</li><li>• High levels of part-time work (with people wanting leisure lifestyle)</li><li>• Liberal city (or at least it appears to be...) and diverse community</li><li>• Two good universities &amp; colleges</li><li>• Graduates tend to stay in Brighton – often to the detriment of their careers.</li><li>• Entrepreneurial spirit</li></ul>
<b>How could Brighton &amp; Hove and the city region be more competitive?</b>	<ul style="list-style-type: none"><li>• Untapped potential of migrants and non-English speaking people</li><li>• Untapped potential of older people</li><li>• Need skills across all different level – not just graduates</li><li>• Better collaboration between education and businesses in the city</li><li>• Scaling up our businesses to improve retention</li><li>• Attract bigger businesses</li><li>• Bold planning decisions</li><li>• Need a Brexit Strategy for dealing with potential workforce shortages</li></ul>
<b>What are the constraining factors / challenges in achieving this?</b>	<ul style="list-style-type: none"><li>• Mismatch in qualifications of workforce vs skills required</li><li>• High youth unemployment</li><li>• Large number of small businesses – unable to offer graduates training needed</li><li>• Better support for SMEs needed in taking on younger workers</li><li>• Cost of living and lack of affordable housing putting off some of the workforce</li><li>• Good transport connections has meant London's workers live in Brighton, and Brighton's workers live outside the city (e.g. Worthing etc) – what can we do?</li><li>• Need more vocational courses</li></ul>

# Brighton & Hove Economic Strategy

## First Consultation Event: Summary of Discussions

### Discussion 1: Positioning

#### Topic 5: Community Inclusion & Civic Society

<b>What makes Brighton &amp; Hove and the city region distinctive and unique?</b>	<ul style="list-style-type: none"><li>• Diversity of city</li><li>• Tolerant and liberal city (e.g. LGBT scene), with ‘free-spirited’ atmosphere</li><li>• Tourism and cultural offer unique relative to other cities</li><li>• Strong civic society - 2nd largest CVS sector in England – socially innovative</li><li>• Good quality HE &amp; secondary schools, although not all schools are good</li><li>• Albion in the Community</li></ul>
<b>How could Brighton &amp; Hove and the city region be more competitive?</b>	<ul style="list-style-type: none"><li>• Millennials want to work for companies with a purpose (social/environmental good) – need to attract these</li><li>• Quicker and more efficient planning system</li><li>• Need larger companies to increase value from entrepreneurial ideas</li><li>• Business ambassadors</li><li>• Encourage participation and raise aspirations</li><li>• Create the right apprenticeships with good providers</li><li>• Exploit new facility at the MET (e.g. new construction centre to address skill gaps)</li><li>• Use football club as a vehicle to engaging with groups that are not engaged</li><li>• The MET could help engage communities in education &amp; skills</li></ul>
<b>What are the constraining factors / challenges in achieving this?</b>	<ul style="list-style-type: none"><li>• Lack of clear statement / vision – need political consensus and leadership to determine a unified idea</li><li>• Infrastructure to enable mobility</li><li>• Housing affordability</li><li>• Lack of funding to make early interventions when necessary</li><li>• Proximity to London can bring problems as well as benefits</li><li>• Underemployment</li><li>• Need a clear strategy for inclusion, otherwise growth in the knowledge economy could leave some residents further behind and excluded</li><li>• Not enough knowledge jobs for graduates causes displacement for local people with lower skills (e.g. service sector jobs)</li><li>• Low salaries and high living costs (including childcare)</li><li>• Geographically distinct community groups</li></ul>

# Brighton & Hove Economic Strategy

## First Consultation Event: Summary of Discussions

### Discussion 2: Future Priorities

#### Task

We wanted to gather your perspectives on the most important socio-economic priorities for Brighton & Hove and the city region over the next five years.

You ranked potential thematic priorities according to how important you saw them as being.

Based on the priorities selected by all the tables, we have aggregated the 20 most selected priorities. As highlighted in the table below, the most commonly identified priorities related to: **housing, transport infrastructure, and skills.**

#### Top 20 Priorities

Rank	Priority	1st Places	Top 5	Top 10 (exc top 5)	Index Rank
1	Provide more affordable housing	4	10	2	52
2	Improve rail connectivity – links across the city region	1	8	3	38
3	Invest in skills for the local population	0	9	1	37
4	Provide more housing	3	6	2	32
5	Focus on inclusive growth	0	7	1	32
6	Improve rail connectivity - reliability	1	5	3	24
7	Provide support for small businesses to scale and grow	0	5	4	23
8	Improve digital and broadband connectivity	1	3	4	20
9	Continue to regenerate the seafront	1	5	5	19
10	Target areas of highest deprivation	0	4	2	19
11	Provide more opportunities for young people	0	3	6	18
12	Increase the amount of flexible workspace for small businesses	0	4	2	17
13	Increase participation in social and community activity	0	3	4	16
14	Provision of more specialised business support for Creative & Digital sectors	0	4	2	15
15	More investment & promotion of culture & visitor economy	1	3	2	14
16	Improve road travel	1	3	1	13
17	Provide more 'larger footplate' space for bigger companies	1	2	3	12
18	Focus on low carbon industries	0	2	4	10
19	Begin mitigating potential loss of workers (Brexit) in tourism sector	0	2	4	9
20	Establish a more global reach for the city & city region	0	1	5	8

# Brighton & Hove Economic Strategy

## First Consultation Event: Summary of Discussions

### Discussion 3: Quick Fire Ideas

#### Task

The past five years has seen the development of a strong pipeline of projects and investment across the city and city region.

Building on this, we wanted to gather your thoughts on new projects and interventions which could help to unlock opportunities and to deliver growth which is both sustainable and inclusive.

A summary of these ideas is provided below. For simplicity, we have grouped ideas into 4 broad groups. We will be examining these ideas in more detail over the coming months.

#### Infrastructure

- Build a wider range of housing (eg. micro homes, eco homes & modular homes)
- Increased social housing stock
- East-west transport connections
- More buses and cycling priority schemes
- Increase electronic transport options (car charging infrastructure, trams, monorail)
- Rapid transport system for seafront
- Invest in broadband and 5G
- Develop city infrastructure (e.g. food courts, west pier, Churchill Square, cultural centre)

#### Economy

- Provide move-on space for local businesses
- Cluster bodies for sectors
- More support for bringing young people back into employment
- People's bank – lend to people or small businesses to buy property
- Reduce business rates for new businesses
- Tourism business improvement district
- Welcome disruptive technologies
- Improve flow of talent pipeline
- Local start-up incubator (eg. Malmö lab)

#### Political / Strategic

- Stronger devolution. Development Agency?
- Neighbourhood governments
- Regular forum for LA to listen to SMEs
- Greater transparency
- More relaxed attitude to planning policy
- City-wide digital vision
- Masterplan at local/neighbourhood/city level
- Sell Brighton & Hove to the world
- More decisive decision making (leadership & ownership)

#### Community, Culture, Identity

- An art gallery with a national profile
- More attractions for large groups
- Improve community engagement
- Reduce levels of homelessness
- Sport/heritage/culture/arts board
- Promote Brand Brighton through local media
- Leverage sports assets given current focus
- Concerts at the Amex Stadium