



Brighton & Hove Economic Strategy

Thursday 11th January 2018, 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 Second Consultation Event

Regeneris has been undertaking a detailed programme of consultation with representatives from across the public, private and civil society sectors to ensure that the final strategy is **owned by partners and stakeholders across the city and city region**.

Our second consultation event on 11th January brought together partners from a range of backgrounds and interests to **discuss and gather insight on the emerging Economic Strategy**. This helped to improve our understanding of what you thought should be included in the Strategy and how you could contribute towards its delivery.

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

Themed Discussions

Two themed discussions were facilitated during the consultation event: Working Themes for the Strategy, and ‘My Role in the Strategy’.

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 informing our thinking as we develop the strategy.

Brighton & Hove Economic Strategy

Second Consultation Event: Summary of Discussions

Discussion 1: Working Themes for the Strategy

Task

Following on from a presentation sharing the overarching vision and objectives for the Draft Economic Strategy, groups were asked to provide feedback.

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

Groups were then asked specific questions around each of the five themes, with table divided equally for each theme. Feedback for each theme is provided on the following pages.

Comments on the Vision and Mix of Objectives

- Generally a broad agreement that the vision and objectives reflect activity and aspirations in Brighton & Hove
- More clarity needed on 'Disruptive' – what does this mean? Some negative perceptions of the word. How could disruption be measured?
- Look at Brighton & Hove being a "Connected City", with strong transport links and inward investment potential
- We should focus on Sustainability – given references in Industrial Strategy. Brighton City Region already has a strong offer (e.g. offshore windfarm, green city, Ricardo)
- Need a 'what was recently achieved in Brighton & Hove' section – positive statements
- Need to understand how this strategy fits into the wider Industrial Strategy, especially when trying to encourage government funding
- Need to build Brighton & Hove's external perception, seen as a good place to visit, but not always a good place to do business
- Make the commentary more about the City Region, and make sure development is coordinated in the future
- Should mention potential Gatwick Airport expansion
- The City is socially inclusive, but economically polarised – what can be done?
- What does 'affordable' housing mean?
- Need to reassure and communicate with people that Brighton & Hove is 'open for business'
- We should be targeting more business visitors, especially with close connections to London
- Needs more of a focus on attracting commercial occupiers
- Skills mismatch should be examined in more detail
- Need to prepare ourselves for automation
- Consider food economy when addressing culture (e.g. street food)
- Identification of our civic identity and our negatives
- Be bold in funding what has worked well previously

Brighton & Hove Economic Strategy

Second Consultation Event: Summary of Discussions

Discussion 1: Working Themes for the Strategy

Topic 1: A Disruptive City

Where should the focus for action be?	<ul style="list-style-type: none">• What do we want from disruption? Need to be clear in this from the outset• New business models – bringing together businesses from different industries• Need to scale up (and support) projects which have potential• We are often ‘too proud to ask for help’ – need to be better at this to build disruptive technologies• Need to invest in our strongest sectors to address any weaknesses• University curriculum needs to be tailored to local needs (e.g. digital) – this challenges their current business model• Position Brighton & Hove as the most futuristic city in the UK within each of its key sectors• Focus on large businesses across the City Region and not just small businesses in the City Centre• Transport – need to orientate economy avoiding the need to travel
Are there any specific projects you would like to see promoted through the strategy	<ul style="list-style-type: none">• Continue development of Newhaven Enterprise Zone• Innovation Competition – challenges from the outside• Attract Innovate UK to the City• Put a team in place to deliver the future vision (e.g. Bristol & Bath, Portland)• Need stronger critical path which is publicly accountable• Share economic intelligence from surrounding districts
Are there projects from elsewhere that you would like to see considered in delivering the strategy?	<ul style="list-style-type: none">• Amsterdam Smart City• Bristol & Bath Inward Investment Strategy• Develop German culture towards investing in civic infrastructure

Brighton & Hove Economic Strategy

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Topic 2: A Growing City

Where should the focus for action be?	<ul style="list-style-type: none">• Greater Brighton approach is needed if we are to achieve ambitions• Regional approach needed when thinking about specific locations for business (e.g. what area is best for industrial / storage / distribution / office etc.)• Need to think carefully about our USP• Need more office space in the City – increasing amount being lost to PDR.• Need a highly flexible employment space offer, which can adapt to business needs over time• Support unlocking difficult sites (land banking) through use of CPO if needed
Are there any specific projects you would like to see promoted through the strategy	<ul style="list-style-type: none">• Hove station development• Shoreham Harbour• Brighton Marina• Increase marketing of the City Region• Need more schemes like Anston House and Former Amex site• Improvements to Brighton mainline, A27 and East-West rail links• Improve the Brighton City welcome – from the station and throughout the area• Recognise the important sectors that will help drive growth in the future• Connectivity (broadband) is essential to remaining competitive
Are there projects from elsewhere that you would like to see considered in delivering the strategy?	<ul style="list-style-type: none">• Salford BTR schemes – housing for all ages at affordable rents• Amsterdam Smart City – has longevity, and is an effective collaboration between public and private sector• Bristol / Bath – digital sector exceeds the level of Brighton & Hove• Holland – Happiness Housing (students and elderly living together)

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Discussion 1: Working Themes for the Strategy

Topic 3: A Distinctive City

Where should the focus for action be?	<ul style="list-style-type: none">• Need to create a clear narrative, which better markets the city as a place to be• Create the mechanisms so that everyone can get involved• Target the key sectors which are most important in the city retaining its unique characteristics• Focus on improving the transport infrastructure• Create an appealing built environment• Take advantage of the natural environment surrounding us• Seafront regeneration
Are there any specific projects you would like to see promoted through the strategy	<ul style="list-style-type: none">• Wayfinding strategy for the City Centre and Seafront• Creative Zone / Hub / Cluster• Business support within the City Region• Tourism BID• Park & Ride• Think about the customer / visitor journey• Bid to be a Gold Sustainable Good City / Centre for Sustainable Food• Create a street food area
Are there projects from elsewhere that you would like to see considered in delivering the strategy?	<ul style="list-style-type: none">• Bordeaux – no traffic in the city centre• Portland – good transport hubs in the communities• Manchester Metrolink• Oxford – Park & Ride• Mexico City – no cars on Sundays• Bristol Art Gallery• Iron Man / Xtreme Sports competition• Bournemouth - BH2 Leisure Complex• Bristol / Bath Tourism Strategy

Brighton & Hove Economic Strategy

Second Consultation Event: Summary of Discussions

Discussion 1: Working Themes for the Strategy

Topic 4: A Talented City

Where should the focus for action be?	<ul style="list-style-type: none">• Need to understand how the strategy connects with the Industrial Strategy• Improve business connections with schools and help teachers understand entrepreneurship skills• Careers strategy – with more training for teachers, better networking opportunities for young people and business interactions at an early age• Support and promote UTC@Harbourside• Need a framework to ensure the strategy is delivered• How do we help tackle underemployment?• Think about need to retrain our workforce to cope with automation• The high levels of out commuting are killing Brighton & Hove's labour market• Lack of talent isn't a problem – we need more appropriate jobs (and commercial space to facilitate this)• Embrace Crawley
Are there any specific projects you would like to see promoted through the strategy	<ul style="list-style-type: none">• Institute of Technology• Work Experience Hub – building connections between schools and businesses• World of Work programme – businesses going into schools• Investing in Young People Kitemark – to encourage businesses to engage with young people (e.g. apprenticeships)• Improve our Inward Investment proposition – show people why its worth coming home• City Region Skills Board (looking into future skills needs)• Skills brokerage for employers
Are there projects from elsewhere that you would like to see considered in delivering the strategy?	<ul style="list-style-type: none">• BMet – apprenticeship scheme for Caterpillar

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Discussion 1: Working Themes for the Strategy

Topic 5: A Fair City

Where should the focus for action be?	<ul style="list-style-type: none">• Shouldn't focus on 'narrowing the gap', should focus on helping those at the bottom• Needs to be spatially focused• Target pockets of deprivation around the city centre• Need to provide more social, affordable PRS housing• Should look to build housing outside of the city centre (e.g. to the East & West) e.g. Shoreham Port• Needs to be embedded into everything so that everyone can benefit• Need to be clear on what success / fairness looks like
Are there any specific projects you would like to see promoted through the strategy	<ul style="list-style-type: none">• Rough sleepers hub, providing access to services, GPs & build relationships• Pre-apprenticeship support• Apprenticeships targeted for the most deprived• Arena/Blackrock development up to Marina is a significant development opportunity• Community banking• Social value needs to be embedded in funding decisions• Leverage local supply chains• City-wide CSR fund, involving private & public sector• Back to Work schemes (especially for those with mental health issues)
Are there projects from elsewhere that you would like to see considered in delivering the strategy?	<ul style="list-style-type: none">• Consider how other seaside locations have dealt with deprivation (e.g. Bristol, Southampton)

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Second Consultation Event: Summary of Discussions

Discussion 2: Future Priorities

Task

We wanted to understand what your commitment could be in delivering the Economic Strategy. On postcards, you gave us your perspectives on what you wanted Brighton & Hove to look like by 2030, and the role you can commit in getting there. We also asked what were the current barriers to you committing to this role.

By 2030, what do you want Brighton & Hove to look like?

Example responses given:

- Vibrant and international city – the ‘go to place’
- Mature city that embraces the whole City Region
- Harness innovation and embrace technology & disruptive practices
- A thriving, smart, healthy & fair city
- UK leader in innovation & creativity
- To become the UK City of Culture
- Quality urban design & architecture
- Clear positive identity and an optimistic forward thinking city
- First city to achieve universal incomes
- A knowledge-based region
- A sustainable city (in transport, resources etc.)
- Recognised as a business & tourist destination
- Higher density city, with better connections

What role will you commit to play in getting there?

Example responses given:

- Developing an ambitious SEP
- Continue to connect organisations and promote the city
- Recruiting business ambassadors
- Provide affordable space for businesses
- Challenge complacency
- Volunteer time
- Pushing the Greater Brighton agenda
- Communication & education to businesses
- Protect & promote commercial space

Barriers to Involvement

Example responses given:

- Lack of big businesses in the area
- Not enough widely available information on ambitions
- Political interference
- Financial support
- Lack of an agreed economic vision for the city – we are all pulling in different directions
- Maintaining momentum / competing initiatives
- Space to test new technologies & spin out businesses