



## **Building Our Industrial Strategy Green Paper. Consultation Response from Greater Brighton Economic Board**

The Greater Brighton Economic Board welcomes the publication of Government's Industrial Strategy and the renewed emphasis on improving productivity and achieving an economy that works for everyone.

The Greater Brighton Economic Board was established in March 2014, as part of the [Greater Brighton City Deal Agreement](#). The purpose of the Board is to protect and grow the Greater Brighton economy, by formulating economic policy and co-ordinating economic activities and investments at City Region level. The Board brings together, as a formally constituted partnership, the Leaders and Chief Officers from the public sector, education and business to work collectively on 'larger than local' issues.

### **Greater Brighton's offer to Government – Enabling the Industrial Strategy**

#### **1. Southern Accelerator - Driving growth across the whole county**

The South East region is strategically important to the UK economy, not just in terms of the fiscal contribution that it makes to the Exchequer but also in the opportunities it creates for increased economic activity elsewhere in the UK. The Coast to Capital Local Enterprise Partnership area and the Greater Brighton City Region is a key gateway for the United Kingdom to the rest of the world. Gatwick and two ports, Shoreham and Newhaven, sit within the region.

It is important that the success of the South East economy continues to be recognised. The Greater Brighton Economic Board believes that the creation of the **Southern Accelerator**, similar to the Northern Powerhouse and the Midlands Engine, would provide an overarching vision for the region within which other structures, strategies and bids would sit. With relatively modest interventions in the City Region's road, rail and digital infrastructure and with the tools to unlock the essential housing and employment floorspace, Greater Brighton can deliver improved productivity and growth.

#### **2. Empowering City Regions to respond to the challenge - upgrading infrastructure**

The Greater Brighton Economic Board welcomes Government's desire to better align the planning of infrastructure more effectively with local growth priorities. The Board asks to work with Government, through the Coast to Capital Local Enterprise Partnership and Transport for the South East, on its strategic transport corridors – especially north-south, the M23/Brighton Main Line corridor, and east-west, the A27/A259/Coastway corridor.

The Board welcomes the additional £1.1b of funding Government has announced for local roads and transport and is highly supportive of Government's view that long-term funding certainty is the best way to plan infrastructure investment. It seeks a decentralised and consolidated transport fund with a multi-year settlement from Government.



The Board plans to greatly increase the scale and pace of housing delivery through various mechanisms. It asks Government to support the work of the West Sussex and Greater Brighton Strategic Planning Board in developing a spatial framework for the area that brings together in one place the housing and employment space required over the next ten years linked to the long term strategic infrastructure and other transport plans.

### **3. City Halls for Business - Creating the right institutions to bring together sector and places**

The Greater Brighton Economic Board welcomes the Green Paper's recognition that competitor economies often have strong local institutions. The Board is ready to pilot a 'City Halls for Business' model, using Brighton's Town Hall as a multi-agency hub to support business growth, attract inward investment and promote trade. The City Hall for Business would provide a regional/local space for the Department for International Trade to enable a central/local collaborative focus for activities that seek to promote investment into the City and the City Region and support businesses to export.

### **4. City Ambassadors - Encouraging Trade and Inward Investment**

The Greater Brighton Economic Board recognises the need to bring more business expertise into local governance and improve links between councils and the private sector. A City Ambassador role is being piloted as an example of a modern "Alderman" type role within local government. The role aims to provide an opportunity for nominated individuals to represent and promote the growth sectors of the City Region, help attract inward investment, support trade delegations and missions, voice the needs of their sector and influence the City Region's strategic developments.

### **5. Innovation South - Investing in Science, Research & Innovation - bolstering the role of R&D at a regional level to deliver place based growth**

By ensuring both that R&D is prioritised nationally and that the creators of R&D are more closely aligned with place and with the end users of R&D, innovation will embed across the country. The Greater Brighton Economic Board would like to see stronger alignment of university research incentives with place based economic development. This will help to accelerate economic growth and can also help the City Region to find solutions to big societal challenges.

Greater Brighton is a partner in Innovation South, one of the eight Science and Innovation audits announced by Government as part of the Autumn Statement 2016. The Innovation South audit is focused on a number of core themes that will look at five enabling technologies: Digital; Quantum; Photonics; Cyber and Big Data Analytics applied across four sectors; Connected Digital; Advanced Engineering; Bio-Science, and; Marine/Maritime. All of these are existing regional strengths that are potentially global in profile. Understanding regional industrial needs will be central to the success of the Industrial Strategy, and the Greater Brighton Economic Board looks forward to engaging with Government to learn from the audit's findings.



## **6. Greater Brighton Smart Growth – Cultivating World Leading Sectors**

The Greater Brighton Economic Board is currently taking steps to better understand the City Region’s sectors and sub-sectors and is developing a Smart Growth Strategy for Greater Brighton. The purpose of the Strategy, which will ‘deliver deeper’ than the Innovation South audit, is three-fold: to pinpoint the sectors and sub-sectors in the local economy that are large and specialised enough to provide a comparative advantage; to identify the key challenges that firms within these sectors face, and; to set-out what can and should be done to support these firms and their growth. The Board therefore welcomes the advent of the Industrial Strategy Challenge Fund as one that will support the work that is already being done to facilitate business investment in R&D business innovation.

## **7. Place based infrastructure solutions – to deliver affordable energy and clean growth**

The Greater Brighton Economic Board welcomes the Green Paper’s focus on working with the energy industries and regulators to manage the changes to energy networks required in the transition to a low carbon economy. The Board would like to pilot a new approach to utility companies working more closely together on place based infrastructure, energy security and smart grid solutions to support growth and respond to challenges, such as the roll out of electric vehicles.

## **8. Business resilience and growth – supporting business to start and grow**

The proposed capital investment sources outlined in the Green Paper are welcome by the Greater Brighton Economic Board. However, the Board is concerned that the limited supply of revenue funds for direct business advice and support will limit the ability of businesses to take advantage of the new funding avenues being offered by Government.

## **9. Skills for the future –developing skills**

The Greater Brighton Economic Board supports Government’s intention to upgrade and refocus existing Further Education Institutions. It asks Government to work with and support the City Region to refocus the newly created Greater Brighton Metropolitan College (GBMet) and the UTC in Newhaven to seek investment via the proposed £170m of capital funds proposed in the Industrial Strategy.



## Context

The Greater Brighton City Region is made up of the five local authority areas of Brighton & Hove, Adur, Worthing, Lewes and Mid Sussex. It is a true functional economic area of around 700,000 people and 35,000 active business units with a combined output of over £14bn (£14,164,099,914) in 2013. Greater Brighton is one of the fastest growing city regions in the UK. It was rated in the top five for jobs growth in the past five years (currently providing over 278,000 jobs and a further 37,000 more jobs are expected to be created by 2030) and one of the best places to start a new business. Greater Brighton contributes over £19 billion to national GVA. The City Region is vibrant with a strong and unique identity.

Above all, Greater Brighton is known for its quality of life including the uniquely vibrant leisure and cultural offer of Brighton itself, the regenerative effects of which are increasingly evident further along the coast towards Shoreham and Worthing, the historic heritage of towns such as Lewes and attractive coast and countryside, including part of the South Downs National Park, all within easy reach of London.

Whilst Greater Brighton has many natural advantages, there are a number of serious barriers to growth. The City Region's productivity, whilst comparable to the UK average, is not what it could be, given the proximity to London, access to international markets and the area's asset base. In 2014, GVA per head was £51,479 compared to £56,665 in West Sussex as a whole and £63,177 in the Gatwick Diamond. More than half of all jobs in the area are in tourism, retail and public sector industries – well above the national average. Greater Brighton faces a number of challenges which impact on its growth ambitions, namely; a highly skilled workforce but a high proportion is under-employed, pockets of deprivation where the benefits of regeneration have not been felt, low level basic skills in some communities and a high business failure rate.

Government's focus on growth and productivity aligns with the Greater Brighton Economic Boards ambitions to increase productivity and foster business growth and inward investment; however inequalities between places and people create a drag on public funds and the economy. The Board would like to see an Industrial Strategy that facilitates broad based growth that enables the widest range of people and places to contribute to economic success and to benefit from it; this includes access to quality jobs and careers, and housing and travel to work costs that are affordable.



## Driving Growth across the Whole Country, the Southern Accelerator

### Questions for consultation

- Do you agree the principles set out above are the right ones? If not what is missing?
- What are the most important new approaches to raising skill levels in areas where they are lower? Where could investments in connectivity or innovation do most to help encourage growth across the country?

### Key Messages

- *The South East region is strategically important to the UK economy, not just in terms of the fiscal contribution that it makes to the Exchequer but also in the opportunities it creates for increased economic activity elsewhere in the UK. The Coast to Capital Local Enterprise Partnership area and the Greater Brighton City Region is a key gateway for the United Kingdom to the rest of the world. Gatwick and two ports, Shoreham and Newhaven, sit within the region.*
- *It is important that the success of the South East economy continues to be recognised. The Greater Brighton Economic Board believes that the creation of the Southern Accelerator, similar to the Northern Powerhouse and the Midlands Engine, would provide an overarching vision for the region within which other structures, strategies and bids would sit. With relatively modest interventions in the City Region's road, rail and digital infrastructure and the tools to unlock essential housing and employment floorspace, Greater Brighton can deliver improved productivity and growth.*

The Green Paper and a number of recent Government announcements, including the Spring Budget 2017, have demonstrated Government's continuing use of and investment in the "Northern Powerhouse" and "Midlands Engine". The Chancellor recently unveiled a package of almost £400 million of investment in the Midlands following the launch of the Midlands Engine in 2015. Whilst the Greater Brighton Economic Board is in no doubt that these areas are in need of regeneration in a way that the South East is not, it strongly believes that the South East should not be excluded from investment in infrastructure, jobs, housing, new technology and growth.

It is growth that now drives Government policy and the Greater Brighton Economic Board believes that the region should have its own identity and strategy when it comes to Government's agenda, to compete and to enable the region to go further and faster in a rapidly changing world. The Board is asking for Government's support for the creation of the **Southern Accelerator**, providing an overarching vision for the region within which other



structures, strategies and bids would sit. It would be a concept and a brand in the same way as the Northern Powerhouse and Midlands Engine, not a new body or draw on funding.

It is proposed that the Southern Accelerator initially centres on Greater Brighton and the Gatwick corridor and potentially be expanded to include Sussex and wider parts of the South East, such as the South East 7. GVA per head has fallen in South East and disparities exist within regions, as well as between, regions. The City Region's productivity, whilst comparable to the UK average, is not what it could be, given the proximity to London, access to international markets and the area's asset base. The City Region requires continued investment, which would be used to deliver 'quick wins' and high returns in terms of productivity.



## Upgrading Infrastructure, Empowering City Regions to respond to the challenge

### Questions for consultation

- Are there further actions we could take to support private investment in infrastructure?
- How can local infrastructure needs be incorporated within national UK infrastructure policy most effectively?
- What further actions can we take to improve the performance of infrastructure towards international benchmarks? How can government work with industry to ensure we have the skills and supply chain needed to deliver strategic infrastructure in the UK?

### Key Messages:

- *The Greater Brighton Economic Board welcomes Government's desire to better align the planning of infrastructure more effectively with local growth priorities and asks Government to work with the City Region, through the Coast to Capital Local Enterprise Partnership and Transport for the South East, on its strategic transport corridors – especially north-south, the M23/BML corridor, and east-west, the A27/A259/Coastway corridor.*
- *The City Region needs an efficient and reliable railway service to maintain its competitiveness, drive its economic growth and boost employment. The Greater Brighton Economic Board would like to reiterate its support for the Brighton Main Line Upgrade project and would urge the Government to ensure that Network Rail deliver these planned improvements at the earliest opportunity within the next Control Periods.*
- *The Greater Brighton Economic Board welcomes the additional £1.1b of funding Government has announced for local roads and transport. The Board is also highly supportive of Government's view that long-term funding certainty is the best way to plan for infrastructure investment. The City Region seeks a devolved and consolidated transport fund with a multi-year settlement (potentially including the devolution of relevant highways and integrated transport funding) from Government.*
- *The Greater Brighton Economic Board acknowledges the proposals set out in the Housing White paper but would like to see a further range of flexibilities and initiatives to accelerate and maximise housing delivery, including: use of Right to Buy receipts; the roll-out of Brighton & Hove's Living Wage pilot, if successful, through HCA loan; temporary retention of capital receipts on high-value asset sales; zero rated VAT on land purchases; retention of a greater proportion of Business Rates growth, and; raising the cap on HRA borrowing. Housing to be delivered by these means will include affordable housing including starter homes, houses available at social rent levels and build to let.*

- *The Greater Brighton Economic Board believes that the impact of permitted development rights on the stock of office and employment land in areas such as Greater Brighton, where housing is sold at a premium, should be addressed within the Industrial Strategy.*
- *The City Region asks to work with Government and other partners to develop a Local Digital Connectivity Delivery Plan, along similar lines to the local mobile connectivity delivery plans proposed by the National Infrastructure Commission.*

### **Transport Infrastructure:**

In overall terms, the Greater Brighton's transport infrastructure is not considered to be fit for purpose. Whilst the area has generally adequate road and rail links along the South Coast and into London, sections of these routes – and the links to them – can become heavily congested at certain times of the day and year, and some suffer from failures, incidents or circumstances that make them unreliable. The connectivity within some parts of the urban areas can be improved further to provide more effective links for pedestrians, cyclists and public transport users. These issues highlight instances of inconsistency in the quality and standard of the transport network in places, as well as the gradual deterioration of its condition through a lack of sufficient investment in its repair or renewal over many years. The City Region fully recognises that these networks are the responsibility of a number of different organisations and therefore different procedures and priorities are involved in their renewal and maintenance.

The City Region's location on the South Coast means that there are some long journey times to key destinations in the South East region. It takes more than two hours to travel by train to Heathrow Airport and 82 minutes to travel the 34 miles to Guildford. However, the level of movement that occurs within the Greater Brighton for journeys to work identified within a recent Background Paper on Transport, indicates the opportunities to consider further improvements that would enable these movements to be maintained and increased and therefore people can seek to live and work within the City Region itself. As some of these journeys take place over short distances, the opportunities to promote and provide for sustainable/low carbon transport options such as walking, cycling and public transport is good.

The Greater Brighton Economic Board welcomes Government's desire to better align the planning of infrastructure more effectively with local growth priorities and asks Government to work with the City Region, through the Coast to Capital Local Enterprise Partnership and Transport for the South East, on its strategic transport corridors – especially north-south, the M23/BML corridor, and east-west, the A27/A259/Coastway corridor. Local Enterprise Partnerships should also play a key role in ensuring that local infrastructure needs are effectively incorporated within national UK infrastructure policy.

Greater Brighton is currently working with partners to identify the purpose and remit of Transport for the South East, which could include a long term transport strategy, close working with Highways England and Network Rail and the establishment of a Key Route Network for the operation, maintenance and improvement of important local roads.



The importance of the railway service to Greater Brighton's economy is unequivocal. It is essential for the City Region's economy and connectivity, particularly to Gatwick and to London, and is a key component to attracting businesses to locate and stay in the City Region. However, the infrastructure is not fit for purpose and the Brighton Main Line in particular has suffered from long-standing capacity and reliability issues. Train services on the Brighton Main Line are among the busiest in the country, while levels of on-time performance are among the lowest nationally. The Greater Brighton Economic Board reiterates its support for the Brighton Main Line Upgrade project. This would increase capacity and reliability in the long-term, providing the infrastructure not just to support planned growth but to transform the Greater Brighton economy. Network Rail has identified this as its single top priority for investment and the Board asks Government to review the London South Coast Rail Corridor Study and to recognise the importance of this critical route when setting its priorities for investment in the national rail network.

Performance on the Brighton Main Line has been particularly compromised in recent months, as a result of the ongoing industrial action on Southern services. This is having a harming effect on residents' wellbeing and livelihoods, on businesses and on investor confidence. The Greater Brighton Economic Board asks Government to do all that it can to work with the relevant parties to resolve the dispute expediently and ultimately move forward.

The Greater Brighton Economic Board welcomes the additional £1.1b of funding Government has announced for local roads and transport. It is also highly supportive of Government's view that long-term funding certainty is the best way to plan infrastructure investment. The City Region seeks a devolved and consolidated transport fund with a multi-year settlement (potentially including the devolution of relevant highways and integrated transport funding) from Government. This will enable Greater Brighton to develop and deliver a Long Term Strategic Infrastructure Plan, working jointly with the Transport for the South East.

The Greater Brighton Economic Board will continue to develop its strategy for making local urban transport more effective for all forms of transport. This will include using existing and any new powers and budgets to improve facilities and making the most of smart technology and Intelligent Transport Systems to reduce congestion and air pollution within the urban areas. The City Region also contains a high proportion of rural areas which experience issues associated with transport and travel. Improving travel choices in those rural areas is also an important objective, while accepting that there is unlikely to be a single model for delivering flexible and responsive transport services that are required to meet the diverse needs of rural communities. Targeted and innovative schemes will therefore need to be developed, making creative use of available resources.

### **Housing and Employment Floor Space:**

Housing and employment floor space is an integral part of the growth and productivity dynamic and the Greater Brighton Economic Board believes that the Industrial Strategy will need to reflect this in its final form.



The City Region has a shortage of land, both for housing and employment space. Some of this is due to topography; the coastal strip from Newhaven through Brighton & Hove and Shoreham along to Worthing is constrained by the sea to the south and the South Downs to the north. Much of the rest of the area has protected status, for example lying within the South Downs National Park, the green belt or the High Weald Area of Outstanding Natural Beauty. Land is often unsuitable for building due to flood risk or other factors. The lack of road infrastructure to unlock sites can be particularly problematic.

The availability of sufficient and affordable housing is crucial to support the City Region's plan for growth. There is a collective need to build new homes however this must be balanced alongside the requirement to meet the space needs of key sectors and growing businesses. Ensuring that local growth and prosperity is not constrained by inadequate, poor quality employment land is critical to the success of the City Region's inward investment and sector strategies. The recent permitted development rights to allow light industrial, storage, warehousing and office to residential is undermining the ability of physically constrained areas such as Greater Brighton to retain much needed employment land.

The Greater Brighton Economic Board's plans to greatly increase the scale and pace of housing delivery through various mechanisms are well-advanced. It asks Government to support the work of the West Sussex and Greater Brighton Strategic Planning Board in developing the Local Strategic Statement 3; a process to support better integration and alignment of strategic spatial and investment priorities and deliver a spatial framework for the area that brings together in one place the housing and employment space required over the next ten years linked to the long term strategic infrastructure and other transport plans. The Board would also welcome a discussion about a range of flexibilities and initiatives to accelerate and maximise delivery, including: use of Right to Buy receipts; roll-out of Brighton & Hove's Living Wage pilot, if successful, through HCA loan; temporary retention of capital receipts on high-value asset sales; zero rated VAT on land purchases; retention of a greater proportion of Business Rates growth, and; raising the cap on HRA borrowing. Housing to be delivered by these means will include affordable housing including starter homes, houses available at social rent levels and build to let.

The Greater Brighton Economic Board welcomes the approach taken by Government to overcome site viability issues, including the £2.3b Housing Infrastructure Fund and £2.5b investment in flood defences over 6 years announced as part of the Autumn Statement 2016, to encourage new private investment. It feels strongly that devolving such capital and revenue funding into a single, place-based pot would allow local areas to support a more diverse set of outcomes and local priorities, including those to support growth.

There is little capacity for companies to continue to grow in the City Region; more commercial space is needed. Where sites do exist, the Greater Brighton Economic Board has been ready to exploit them. Newhaven is one of the biggest single growth locations in the City Region; the Newhaven Enterprise Zone opened on the 1st April 2017 and will provide 55,000sq.m of new and 15,000sq.m of refurbished floorspace creating and protecting 2,000 jobs. Mid Sussex District Council, in its emerging District Plan, is bringing forward 25-30 hectares of employment space as part of the Burgess Hill Growth



Programme, which will equate to approximately 100,000 sqm new floorspace and 2500 new jobs.

There is a market failure in office space delivery; it is difficult to fund institutions to back the build and this is compounded by the lack of large scale tenants that have traditionally taken long leases on commercial developments.

### **Digital Infrastructure**

The Greater Brighton Economic Board would like to work with Government and other partners to develop a Local Digital Connectivity Delivery Plan, along similar lines to the local mobile connectivity delivery plans proposed by the National Infrastructure Commission. This would include both mobile connectivity and broadband. The Plan would include the roll-out of ultrafast broadband to all businesses and urban areas; the roll-out superfast broadband to rural and hard to reach areas, and; delivering an additional 5G hub by 2020. The Board welcomes Government investment of £400m in a new Digital Infrastructure Investment Fund to boost commercial finance for emerging fibre broadband providers.



## Creating the right institutions to bring together sectors and places, City Halls for business

### Questions for consultation

- Recognising the need for local initiative and leadership, how should we best work with local areas to create and strengthen key local institutions?
- What are the most important institutions which we need to upgrade or support to back growth in particular areas?
- Are there institutions missing in certain areas which we could help create or strengthen to support local growth?

### Key Messages

- *The Greater Brighton Economic Board welcomes the Green Paper's recognition that competitor economies often have strong local institutions. The Board is ready to pilot a 'City Halls for Business' model using Brighton's Town Hall as a multi-agency hub to support business growth, attract inward investment and promote trade. The City Hall for Business would provide a regional/local space for the Department for International Trade to provide a central/local collaborative focus for activities that seek to promote investment into the City and the City Region, support businesses to export*
- *In a climate of unprecedented budget challenges, the Greater Brighton Economic Board feels that local authority Economic Development and Regeneration functions should be protected and made statutory.*

The Greater Brighton Economic Board brings together the Leaders and Chief Officers from the public sector, education and business to work collectively on 'larger than local' issues, recognising the importance of the sub-regional economic geography. The Greater Brighton Economic Board shares Government's desire to confront the fact that UK economy is one of the most centralised in the world. In 2015, the Board started a dialogue with Government about how it could deliver more if further powers and funds were devolved to the City Region. Devolution cannot simply be restricted to deals for the Country's largest cities. The Greater Brighton Economic Board asks Government to consider its Devolution Proposals. Although small compared to the major metropolitan city regions in the north, the Greater Brighton City Region offers excellent growth potential.

The Board is currently exploring the potential to create a Civic Hub in Brighton's City Hall. Modelled on the role of Mansion House for the City of London Corporation, the Greater Brighton Civic Hub will have a unique role in actively managing and brokering public and



private sector relationships and interests; providing a space in which private and public investors, public policy specialists and commercial advisors are able to meet to explore opportunities, address and solve economic problems; a flexible venue for visits, delegations and missions, and a space that will act as a focal point for attracting inward investment and international trade.

Greater Brighton has a truly unique offer in terms of culture, arts and heritage – attracting both people to live in and visit and the kind of creative and innovative businesses the Board wishes to attract to locate in the City Region. Greater Brighton partners would like to work with Government to set up a Greater Brighton Creative Industries Council to align local, regional and national organisations to meet the needs of the creative and cultural industries locally. The Greater Brighton Creative Industries Council would have representatives from national organisations including Arts Council England, Heritage Lottery Fund and Creative Skillset as well as local partners including the Coast to Capital Local Enterprise Partnership, the Universities of Sussex and Brighton, Wired Sussex and leading local businesses.

The digital sector is a particular strength of the City Region but it has the capacity for much greater growth and productivity. Greater Brighton is hampered by a lack of revenue funding and slow decision-making mechanisms for new investment. Greater Brighton will work with partners to create an agile and fast-moving funding stream that will allow local businesses to seize new opportunities as they arise. In the rapidly evolving world of the digital sector, new opportunities can arise very quickly. The City Region wants to be at the forefront of these new developments which are as yet unknown. This means developing the capability to respond to new challenges and opportunities at a much quicker speed than is normally possible within the decision-making processes of central or local Government. The Greater Brighton Economic Board would like to work with partners and Government to agree a joint funding programme which can be fast enough and flexible enough to keep the City Region at the cutting edge of technology instead of simply following others.

The Greater Brighton Economic Board would like to explore whether there is a benefit in creating a Sub National Digital Partnership – similar to the sub national transport bodies – which could create the UK version of Silicon Valley, possibly stretching from Oxford and Cambridge via the Thames Valley and London, through to the South Coast including Greater Brighton.

The importance of the local authority in supporting economic growth and regeneration should not be underestimated. In a climate of unprecedented budget challenges, the Greater Brighton Economic Board feels that these functions should be protected and that Economic Development and Regeneration functions should be made statutory.

## Encouraging Trade and Inward Investment, Sector Alderman / City Ambassadors

### Questions for consultation

- What can the Government do to improve our support for firms wanting to start exporting? What can the Government do to improve support for firms in increasing their exports?
- What can we learn from other countries to improve our support for inward investment and how we measure its success? Should we put more emphasis on measuring the impact of Foreign Direct Investment (FDI) on growth?

### Key Messages

- *The Greater Brighton Economic Board recognises the need to bring more business expertise into local governance and improve links between councils and the private sector. A City Ambassador role is being piloted as an example of a modern “Alderman” type role within local government. The role aims to provide an opportunity for nominated individuals to represent and promote the growth sectors of the Greater Brighton City Region, help attract inward investment, support trade delegations and missions, voice the needs of the sector and influence the City Region’s strategic development.*
- *The Greater Brighton Economic Board looks forward to building on its existing links with the Department for International Trade, as part of a new more strategic approach to inward investment advocated within the Industrial Strategy Green Paper.*
- *The Greater Brighton Economic Board is taking steps to understand the City Region’s competitive advantage by developing a Smart Growth Strategy, which will ‘delve deeper’ into the particular specialisms and sector strengths that can attract inward investment. The Board will be looking for investment through the new Challenge fund to take this work forward.*
- *Attracting trade and investment cannot be seen in isolation from issues such as transport infrastructure, housing availability and the suitability and availability of employment floor space.*

The Greater Brighton Economic Board has recognised the need to develop a strategic approach to international trade and inward investment and is working with the Department for International Trade to develop a pro-active inward investment strategy.

Greater Brighton has a truly unique offer in terms of culture, arts and heritage – attracting both people to live in and visit and the kind of creative and innovative businesses the Board wishes to attract to locate in the City Region. The Greater Brighton Economic Board intends to build on this, to help drive the growth of the City Region and spread the benefits more



evenly. The Green Paper recognises how important cultural institutions are to attracting businesses to invest in areas, and in establishing a high quality of life for employees. The Greater Brighton Economic Board intends to be creative and innovative in the way it use cultural activity to attract inward investment and international trade.

The Greater Brighton Economic Board is taking steps to understanding the City Region's competitive advantage by developing a Smart Growth strategy. This will inform the Board's strategy by 'delving deeper' into the particular specialisms and sector strengths that can attract inward investment. The Board will be looking for investment through the new Challenge fund to take this work forward.

The Greater Brighton Economic Board would like to reiterate that attracting trade and investment cannot be seen in isolation from issues such as transport infrastructure, housing availability and the suitability and availability of employment floor space. More commercial space is needed; the physical constraints on investment have discouraged developers from commercial development where housing yields are higher.

As identified in the recent report by Localis, 'The making of an Industrial Strategy' areas that are 'stifled' by administrative boundaries need powers to grow. There should be incentives in place for localities where physical constraints to development distort the market. Ongoing investment in these areas, via Local Growth Deals and in collaboration with the Coast to Capital Local Enterprise Partnership, will help to ensure that the Greater Brighton Economic Board is able to create the physical environment and business support infrastructure that will help to attract and retain business.

There should be more support for UK based businesses that trade internationally, but need to do so by direct delivery in local markets.

**Example:**

Lewes District Council (LDC) has been working with the Department for International Trade to assist C-TEC Energy with their export ambitions. C-TEC is based in Newhaven's Enterprise Zone, and has developed improved technology to maximise the cleanliness and efficiency of the burning process to recover energy from waste.

C-TEC has already won its first multi-million pound export to a European Country, and is now exploring exporting to the Indian market, where the small scale local energy generation and waste disposal market has considerable potential.

Lewes District Council has worked with the Department of International Trade to ensure that as much support as possible is given to benefit both the UK economy, and the growth potential of the Newhaven Enterprise Zone.



## **Investing in Science, Research and Innovation – Innovation South and Smart Growth**, bolstering the role of R&D at regional and local level to deliver place based growth

### Questions for consultation

- What should be the priority areas for science, research and innovation investment?
- Which challenge areas should the Industrial Challenge Strategy Fund focus on to drive maximum economic impact?
- What else can the UK do to create an environment that supports the commercialisation of ideas?
- How can we best support the next generation of research leaders and entrepreneurs?
- How can we best support research and innovation strengths in local areas?

### **Key Messages**

- *The Greater Brighton Economic Board is currently taking steps to better understand the City Region's sectors and sub-sectors and it is developing a Smart Specialisation Strategy for the Greater Brighton. The Board therefore welcomes the advent of the Industrial Strategy Challenge Fund as one that will support the work already underway to facilitate business investment in R&D business innovation.*
- *Government should consider tax relief to support product development and product launch, not just the research phase.*
- *Greater Brighton would like to see a similar programme of support for University led innovation, once access to Horizon 2020 funding ceases.*
- *Universities are currently not incentivised to work with the local public sector to develop innovative, cost-saving solutions to large societal challenges but there is a huge role for universities to fulfil in this area. This needs both recognising and correcting in the university funding regimes (eg HEIF).*

The City Region's two world class universities are central to the above developments. There are concerns regarding the loss of funding sources for innovation and R&D once the United Kingdom has left the European Union. Currently universities have benefited from Horizon 2020 funding for R&D and there is an ongoing need for funding of this kind. The Greater Brighton Economic Board would like to see a similar programme of support for University led innovation, once access to Horizon 2020 funding ceases.

Excellent research and innovation in universities is currently incentivised to be more internationally engaged through the Higher Education Funding Council for England's Quality-



Related Research funding regime. A much smaller source of public funding which supports the domestic engagement of universities is the Higher Education Innovation Fund. The suggestion to expand the Higher Education Innovation Fund in the Green Paper is welcome is welcomed by the Greater Brighton Economic Board. However, both the allocation and focus Higher Education Innovation Fund requires refinement if this public fund is to be used as a mechanism to achieve the aims of the Industrial Strategy. For example, collaborative research with businesses or innovation in the public sector (eg in relation to addressing the huge challenges of health and social care for an aging population) are both activities which are currently not recognised in the allocation funding mechanism, despite representing areas in which university-led innovation can make a huge difference to economic performance at local level across the Country. In this context, the suggestion in the Green Paper that the expansion of the Higher Education Innovation Fund should be tied to supporting new university spin-outs and licensing of IP is too narrow in focus and does not necessarily lead to any local economic engagement.

Science, research and investment should not be solely focused on universities; there is a role to play for schools and colleges, something which accords with Governments' plans for the new technical institutions. It is hope that there will be more information on how local partners can influence the delivery of skills via the devolvement of the national Adult Skills Budget to local areas.

Greater Brighton is a partner in one of the eight Science and Innovation audits awarded by Government. Innovation South is a partnership of local Enterprise Partnerships, local authorities, businesses and universities covering an area from Dorset to Kent along the South Coast, Surrey and Berkshire. The Audit is focused on a number of core themes that will look at five enabling technologies: Digital; Quantum; Photonics; Cyber and Big Data Analytics applied across four sectors; Connected Digital; Advanced Engineering; Bio-Science, and; Marine/Maritime. All of these are existing regional strengths, which are potentially global in profile. The output of the audit will be used to inform future Government and LEP investment strategies; it is due to submit its findings by end May 2017.

## Cultivating world-leading sectors, Greater Brighton Smart Growth

### Questions for consultation

- How can the Government and industry help sectors come together to identify the opportunities for a 'sector deal' to address – especially where industries are fragmented or not well defined?
- How can the Government ensure that 'sector deals' promote competition and incorporate the interests of new entrants?
- How can the Government and industry collaborate to enable growth in new sectors of the future that emerge around new technologies and new business models?

### Key Message

- *The Greater Brighton Economic Board is currently taking steps to better understand its sectors and sub-sectors, and it is developing a Smart Growth Strategy for the City Region. It therefore welcomes the advent of the Industrial Strategy Challenge Fund as one that will support the work that is already being done to facilitate business investment in R&D business innovation.*

The Greater Brighton Economic Board is developing a Smart Specialisation Strategy for the City Region. The purpose of the Strategy is three-fold: to pinpoint sectors in the local economy that are large and specialised enough to provide a comparative advantage; to identify the key challenges that firms within these sectors face, and; to set-out what can and should be done to support these firms and their growth. The research and consultation is being jointly undertaken by the Universities of Brighton and Sussex; Professor Marc Cowling is professor of entrepreneurship and an expert on local economic growth policy and Professor Paul Nightingale is an expert on innovation and led the 'Brighton Fuse' project on the local Digital Creative Industries cluster.

Creative Digital IT is the fastest growing sector in the Greater Brighton City Region; the Brighton Fuse Project identified the sectors competitive advantage and helped to frame the City's Creative Digital IT sector relative to its UK competitors. The Brighton Fuse report is a key contributor to the growth of the sector locally. Greater Brighton would like to undertake similar work to understand how best to support and invest in its sector strengths.

Such research and analysis is extremely costly as it requires a much more granular assessment of comparative strengths than can be gathered through more conventional business surveys. The information gathered through such research will be invaluable in helping the City Region make best use of existing resources by targeting them toward areas



of need. The Greater Brighton Economic Board will be looking to bid to the Challenge Fund to support this work.

The Greater Brighton Economic Board is seeking Government support to undertake a more thorough study of these sectors to better understand the City Region's comparative advantage and build on our sector and sub-sector strengths.

Tourism is a significant sector for Greater Brighton, there is potential for this sector to come together around a digital interactive design offer that allows tourists to plan and 'pre-visit' locations. Applications such as this will help to build upon the Greater Brighton inward investment brand.

The Greater Brighton Economic Board asks that there be stronger support within the Industrial Strategy for general business services, a sector that is important to City Region economy is Fintech (the use of new technology to compete in the marketplace of traditional financial institutions).

The growing health and life sciences sector in Greater Brighton will be enhanced by the new Bio-Innovation Centre that will provide dedicated teaching space, modern laboratory equipment, technical support and inspiring collaboration spaces for academics, researchers and clinicians from different disciplines to share knowledge and create innovative partnerships.

#### **Example: Brighton's Creative Digital Cluster**

The Brighton Fuse Research report identified Brighton's competitive advantage within the Creative Digital IT sector. The consortium researched and enhanced the city's large cluster of small digital, creative and cultural businesses and developed new ways for them to connect with and benefit from research, teaching, training and talent from the universities of Brighton and Sussex.

*'New empirical evidence explains the driving force behind the above-average market growth amongst small and medium-sized businesses in Brighton's creative digital economy.' The findings identify a new category of business, referred to as 'superfused'. These companies show double-digit rates of growth in turnover and employment, despite the recession. They are continuously innovating business models, services, and products and fusing technology, the arts, humanities, and design with creative, digital, and IT skills. The fusion of arts, humanities and technology knowledge and skills is producing high-growth, superfused businesses that are leading the growth of the creative economy.'* - The Brighton Fuse Final Report, 2013

The Creative Digital IT sector in Brighton generated an average of £580 million between 2013 and 2015; 18.5% of tech businesses classify as high growth; there was an increase of 295 digital tech businesses between 2011 and 2015.



## Delivering Affordable Energy and Clean Growth, place based infrastructure solutions

### Questions for consultation

- What are the most important steps the Government should take to limit energy costs over the long term?
- How can we move towards a position in which energy is supplied by competitive markets without the requirement for ongoing subsidy?
- How can the Government, business and researchers work together to develop the competitive opportunities from innovation in energy and our existing industrial strengths?
- How can the Government support businesses in realising cost savings through greater resource and energy efficiency?

### Key Messages

- *To provide certainty and stability, The Greater Brighton Economic Board asks that Government ensures that the low carbon transition is investable, by providing a policy climate and incentives in a long term framework offering certainty and stability.*
- *Integration of affordable, secure and low carbon energy infrastructure and resource efficient building practices will be crucial to ensuring that the City Region can secure the economic benefits of the transition to a low-carbon economy.*
- *The Greater Brighton Economic Board asks Government to ensure that, when the United Kingdom exits the European Union, high environmental ambition and effective regulation is retained. Government should support cities to grow their decentralised smart energy sector and develop effective support for energy efficiency sector growth to facilitate the large scale retrofit of existing homes and buildings.*

The Industrial Strategy is a significant opportunity to put low carbon growth at the heart of the Greater Brighton economy and build a strong, progressive and competitive industrial base to deliver jobs and prosperity well into the future. To do this, Government must ensure that cities and regions have the flexibility to pursue a low carbon future at the same time as addressing the pressure on natural resources globally and within the United Kingdom. Integration of affordable, secure and low carbon energy infrastructure and resource efficient building practices will be crucial to ensuring that the Greater Brighton City Region can secure the economic benefits of the transition to a low-carbon economy.



Regions need support from Government to develop an ambitious vision for low carbon & renewable industries, as well as environmental industries more broadly. The regional low carbon growth sector is growing but needs certainty to continue a strong forward trajectory. Government is seen as the main driver and constraint to growth in the LCEGS sector, both nationally and locally. Support, subsidies and policies, such as feed in tariffs, contracts for difference, the capacity market and the green investment bank, are all examples of Government stimulating demand in the market. The issue, however, is that sudden changes to funding and policies make it difficult for businesses in the sector to plan their operations and make investments. The Greater Brighton Economic Board believes that long term, stable, well planned policy and funding is a key foundation for growing the sector; however the scope for action is limited locally as many of the key policy levers for supporting the sector are held nationally.

To provide certainty and stability, The Greater Brighton Economic Board asks that Government ensures that the low carbon transition is investable by providing a policy climate and incentives in a long term framework offering certainty and stability; ensures when the United Kingdom exits the European Union high environmental ambition and effective regulation is retained; support cities to grow their decentralised smart energy sector; develops effective support for energy efficiency sector growth to facilitate the large scale retrofit of existing homes and buildings, and; recognise the value of this sector to provide jobs and wellbeing as well as energy demand reduction. The Board asks Government to revisit the zero carbon homes and buildings strategy.

The Greater Brighton Economic Board would like to see a review and subsequent reform of the Planning Inspectorate Local Plan Making processes to ensure local authorities' legal duty to deliver climate mitigation and adaptation is being supported and facilitated.

The importance of clean, low carbon growth across every sector and in every place is underestimated in the Green Paper, which focuses mainly on affordable energy. This is to the neglect of the enormous economic opportunities for university-led innovation presented by the mitigation of and adaptation to climate change and poor air quality, which has a huge detrimental impact on health, productivity and the NHS. Whilst there is a focus on certain low carbon technologies such as storage and low emission vehicles, other areas such as wind, marine and buildings retrofit are ignored.

## Supporting Businesses to Start and Grow, business resilience and growth

### Questions for consultation

- What are the most important causes of lower rates of fixed capital investment in the UK compared to other countries, and how can they be addressed?
- What are the most important factors which constrain quoted companies and fund managers from making longer term investment decisions, and how can we best address these factors?
- Given public sector investment already accounts for a large share of equity deals in some regions, how can we best catalyse uptake of equity capital outside the South East?
- How can we drive the adoption of new funding opportunities like crowdfunding across the country?
- What are the barriers faced by those businesses that have the potential to scale-up and achieve greater growth, and how can we address these barriers? Where are the outstanding examples of business networks for fast growing firms which we could learn from or spread?

### Key Messages:

- *The proposed capital investments sources outlined in the Green Paper are welcomed by the Greater Brighton Economic Board; however there is a concern that the limited supply of revenue funds for direct business advice and support will hamper the ability of businesses to make the strategic decisions necessary to take advantage of the new funding avenues being offered by Government.*
- *The Greater Brighton Economic Board highlights the need for ongoing investment in the Growth Hub network via a dedicated revenue stream, so that businesses can benefit from the independent signposting and advice services offered.*
- *The Greater Brighton Economic Board believes there is a need to maintain the current balance of 'top down' (national) and 'bottom up' (EU) funding so that local areas can address local needs while also responding to national priorities. An example would be the need to support and maintain the tourism and hospitality sector in seaside towns. These are not national priority sectors but they are significant employment sector in some areas that need ongoing support.*

Local Government's role in regeneration, supporting strong social and cultural networks, and working with partners to convey a strong sense of place are important in a competitive and global market place; this should be recognised and supported in the Industrial Strategy.

As business and industry becomes less bound by geography, places that align with and support a company's brand and ethos will be able to attract the best employees. Greater Brighton has benefitted from Local Growth Funds that are helping to unlock development



sites, upgrade infrastructure and create the kind of environment that is able to attract, retain and grow its business base.

The Greater Brighton Economic Board's experience in delivering the Greater Brighton City Deal Growth Hub has highlighted the needs for SME's to have access to bespoke advice in areas such as business leadership and management, in order to have the tools necessary to make long term investment decisions. The Board welcomes the proposed capital investment sources outlined in the Green Paper; however there is concern that the limited supply of revenue funds for direct business advice and support will limit the ability of businesses to take advantage of the new funding avenues being offered by government. Ongoing investment in the Growth Hub network via a dedicated revenue stream is needed so that business can benefit from the independent signposting and advice services offered.

Regional and local government has a long history in utilising EU funds to challenge and address local issues. The balance of top down, more prescriptive funds from Government alongside access to the European Union's 'ground up' funding to focus on local challenges has helped local practitioners to respond to local need while also helping to address more strategic national priorities. There is a need to maintain this balance of 'top down' and 'bottom up' funding so that local areas can address local needs; for example, the need to support and maintain the tourism and hospitality sector in seaside towns. These are not national priority sectors but they are significant employment sector in some areas.

## Developing Skills, skills for the future

### Questions for consultation

- What more can we do to improve basic skills? How can we make a success of the new transition year? Should we change the way that those resitting basic qualifications study, to focus more on basic skills excellence?
- Do you agree with the different elements of the vision for the new technical education system set out here? Are there further lessons from other countries' systems?
- How can we make the application process for further education colleges and apprenticeships clearer and simpler, drawing lessons from the higher education sector?
- What skills shortages do we have or expect to have, in particular sectors or local areas, and how can we link the skills needs of industry to skills provision by educational institutions in local areas?
- How can we enable and encourage people to retrain and upskill throughout their working lives, particularly in places where industries are changing or declining? Are there particular sectors where this could be appropriate?

### Key Messages

- *The Greater Brighton Economic Board supports Government's intention to upgrade and refocus existing Further Education Institutions and ask Government to work with and support the City Region to refocus the newly created Greater Brighton Metropolitan College (GBMet) and the UTC in Newhaven to seek investment via the proposed £170m of capital funds proposed in the Industrial Strategy.*
- *The City Region would like more information on the devolvement of the Adult Education Budget to local areas and how Greater Brighton can influence the type of provision being funded.*
- *The Greater Brighton Economic Board looks forward to the publication of the Comprehensive Careers Strategy and the opportunity that it will bring to improve the quality and coverage of careers advice. There is a need for investment in high quality careers information advice and guidance, particularly for more disadvantaged students and adults with degree level qualifications looking for career change.*
- *The Greater Brighton Economic Board highlights the need to accelerate the creation of apprenticeship frameworks, so that providers are able to respond to the needs of employers.*
- *The Greater Brighton Economic Board believes that a new skills funding model should be developed, designed to both reflect and respond to local economic needs as well as to national skills priorities.*



- *It is important that people are able to access higher level qualifications without debt therefore routes such as Higher Apprenticeships should continue to be developed.*

The proposal to look at new ways of delivering basic skills is welcomed by the Greater Brighton Economic Board. Embedding literacy and numeracy within the vocational curriculum has proved more successful than stand-alone provision. Using organisations such as National Numeracy as a delivery partner and linking it to local provision for all ages would be a good exemplar. Similarly engagement programmes that are supported by employers during the proposed transition year that provide vocational pathways including apprenticeships and are linked to proper work experience will provide the right incentives for learning and applying basic skills. The teaching of STEM in primary schools should be given a higher priority but to do this there would need to be new incentives for teachers as there is a shortage of appropriately qualified teachers.

The Greater Brighton Economic Board is heartened by proposals for a new technical education system that will help to raise standards and provide clearer career pathways. As a consequence of last year's Area Review of Further Education two of the City Region's colleges, Northbrook and City College Brighton & Hove, merged to form a new Greater Brighton Metropolitan College (GBMet). GBMet will provide further education for around 3,500 16 to 18 year olds and 7,500 adult learners across five campuses in the City Region. This new college will support the City Region's ambitions for strong provision that is linked to local growth sectors.

The UTC@harbourside in Newhaven already has a strong STEM focus and with the presence of Sussex Downs also in the City Region, the Board feels that Greater Brighton is in a good position to respond to the skills demands of its local businesses.

Greater Brighton Metropolitan College (GBMet) is working with the Coast to Capital Local Enterprise Partnership and the other further education providers in the City Region to establish proposals for the creation of an Institute of Technology (IoT). The IoT will focus on the local and regional Creative, Digital and IT sector and will play a major role in delivering the higher-level skills training and talent required by local businesses. The Greater Brighton Economic Board supports Government's intention to upgrade and refocus existing Further Education Institutions such as the newly created GBMet when considering the allocation of the £170m of capital funds.

The proportion of SME's in Greater Brighton and the relative lack of large firms in parts of the City Region bring challenges to training providers. Small disruptive businesses, such as the Creative Digital IT, sector present particular challenges as they often find that the skills learnt by students on more traditional training programmes are already obsolete by the time that they graduate. The new institutes will need to be agile and flexible enough to respond to the changing short and longer term skills needs of SME's and micro businesses, this includes areas such as health and life sciences, engineering and construction, digital and the creative industries.

While the aspirations for clearer vocational routes are welcomed, the Greater Brighton Economic Board believes that they should go further. Access routes into further education



should be supported by an all age independent careers offer; one that is fit for purpose and can support school leavers right through to graduate professionals looking for career change. The combination of a longer working life and the impact of technological changes mean that mid-life careers advice is essential to ensuring the successful transfer and upgrading of skills into new careers and jobs.

The potential for higher level and degree apprenticeships to serve as a route for people from under-represented groups to upskill, progress and reskill whilst in paid employment is largely overlooked in the Green Paper. Partnership arrangements between universities and local employers subject to the apprenticeship levy can enable these 'levies' to be re-invested back into their own workforces and the local economy. Universities have an established reputation as excellent providers of higher level technical and professional education. Degree apprenticeships build on this track record of delivering higher level skills that sectors need and open up a significant new role for universities, particularly those which are more locally rooted.

There is currently no parity of esteem between vocational and academic routes in education; schools and parents are more likely to refer higher achieving pupils to the academic route thereby tacitly downgrading vocational routes for the less able. More needs to be done to demonstrate that vocational routes provide excellence in teaching and learning, and clear vocational pathways that lead to high value employment.

There is a need to accelerate the creation of apprenticeship frameworks so that providers are able to respond to the needs of employers. For example, schools are being asked to consider posts for apprenticeships but the Higher Level Teaching Assistant Framework is not expected until 2019. Delays in approving vocational frameworks will act as a break on the take up of apprenticeships across a range of sectors.

The Greater Brighton tourism and hospitality sector relies on a combination of home grown and foreign workers thanks, in part, to the presence of two universities and a number of language schools. There are skills gaps in tourism and leisure which are not helped by limited career opportunities, the quality of some training provision and a current lack of apprenticeship standards. There is concern within the sector regarding the impact of the United Kingdom leaving the European Union on the working status of existing staff and the ability to attract new staff and appropriately skilled staff.

The Greater Brighton Economic Board looks forward to the publication of the Comprehensive Careers Strategy and the opportunity that it will bring to improve the quality and coverage of careers advice. There is a need for investment in high quality careers information advice and guidance, particularly for more disadvantaged students and adults with degree level qualifications looking for career change. Lifelong learning will need much better support, probably from tax incentives. It is vital to ensure that people who need to change careers at a time when they have debts (e.g. Mortgages) can retrain and remain economically active.

It is considered vital that skills funding and provision is designed to reflect local economic needs as well as responding to national priorities. Existing learning institutions along with the new technical education institutions must ensure that they have a thorough



understanding of the priority sectors of their local areas and the associated skills gaps and the tools with which to respond. Partnership between local businesses and further education providers will be crucial to ensuring that local needs are met. As leaders in place, the Greater Brighton Economic Board can play an important role in facilitating this engagement. That is why the Board would like more information on how the Adult Education Budget will be devolved, including how much influence it will have as local players in helping to set the priorities for funding. Of particular concern is the current skills level of the older workforce and the opportunities for reskilling this group as the economy changes. Increasing adult learning opportunities, both physical and virtual, will be key to maintaining and increasing productivity in the area.

End.

## Appendix One

### Background

The Greater Brighton City Deal and [Coast to Capital Growth Deals](#) have paved the way for an Investment Programme that has already secured around £100 million to help deliver a total investment of £376 million into the City Region and unlock 14,000 jobs, 8,200 homes and 450,000 square metres of employment floor space and recently secured an additional £44.7m funding through Local Growth and £9.9m of LGF unallocated funds.

The Board wants to go further to achieve its ambition that Greater Brighton will become the South East's most successful economy, connected to London. In 2015, the Board started a dialogue with Government about how it could deliver more if further powers and funds were devolved to the City Region. The Board's [Devolution Proposals](#) continue to be discussed with Government.



City Regions are the drivers of economic growth, generating a higher share of wages than their share of populations and with a stronger presence of knowledge intensive industries. Greater Brighton is developing a high-growth City Region, building on the advantages of a highly skilled workforce, the innovative creative and cultural sector, knowledge-intensive industries, universities which actively promote innovation-led growth and locational advantages. Although small compared to the major metropolitan city regions in the north, the Greater Brighton City Region offers excellent growth potential.

Greater Brighton has excellent connections. These include links to London through the M23/A23 growth corridor, proximity to Gatwick which is just 30 minutes from Brighton and easy access via the main ports of Southampton and Portsmouth to markets abroad. The City Region also includes two ports, Shoreham and Newhaven, both with significant growth potential, providing direct connections to France and mainland Europe.

The City Region has two highly regarded universities; the Universities of Sussex and Brighton, both of which collaborate with SMEs in priority sectors on research and innovation to develop growth companies and stimulate smart specialisation. There is also a range of further education and secondary provision, including a new University Training College in Newhaven and the creation of the new Greater Brighton Metropolitan College (GMet). It



also has a strong community, voluntary and social enterprise sector, known for its social innovation.

The Greater Brighton population is forecast to grow by 103,000 (15%) by 2035 and there will be 38,000 new jobs by 2030. Self-containment within the City Region is rising, with only 27% of local workers commuting outside the area for work.

