

Greater Brighton Five Year Strategy Project Summary

International:	Build a national and international profile with strong and relevant supporting messaging				SEP priority
Project	Output	Outcome	Progress Markers	Delivery period	
Developing a Greater Brighton investment proposition and campaign.	Secure a 50% increase in inward investment over 2 years or secure at least 47 new FDI's to the Greater Brighton City Region over two years	Greater Brighton has a recognised national and international profile Greater Brighton is an exceptional place to live, work, study and invest	<ul style="list-style-type: none"> - Key messages defined - Pro-active strategy delivered + build brand awareness - Communications plan – website overhaul, media plan - Stronger & clearer links with DiT 	2019 – 2020 2019 - 2020 2020 – 2023 2019	Build a strong national and international identity
International	Establishment of an inward investment proposition				
Project	Output	Outcome	Progress markers	Delivery period	
Directing Greater Brighton resources to promote the city region as a location for inward investment.	As above	Greater Brighton is recognised as a location for inward investment	<ul style="list-style-type: none"> - Dedicated resource identified & established for inward investment - Flagship projects identified for investment 	2019 – 2021 2020-2023	Build a strong national and international identity
Creative:	Support innovative businesses to scale and grow				
Project	Output	Outcome	Progress markers	Delivery period	
Deliver a Greater Brighton City Region business support programme	Increase in Business Growth and Survival Rates of business in the city region.	Comprehensive and coherent business support programme made available to Greater Brighton business	<ul style="list-style-type: none"> - Understanding the economic impact of creative industries in Greater Brighton - Support for development of growth sectors - Creative Industries - Delivery of the joint University business support programmes 	2019 -2023 2019 -2023 2019– 2021	Deliver business infrastructure and support

			<ul style="list-style-type: none"> - Delivery of the joint University Internship programmes - New commercial space and employment land identified/ created 	2019-2023 2019-2023	
Creative:	Sharing and commercialising knowledge				
Project	Output	Outcome	Progress markers	Delivery period	
Develop City Region Innovation Network bringing universities, business and investors together for knowledge sharing and commercialisation of knowledge	<ul style="list-style-type: none"> - No of patents coming out regional universities or the city region - No. of new university-business interactions 	An increase in University collaboration with business	<ul style="list-style-type: none"> - Product development and commercialisation via Healthy Futures Forums and specialist projects - Expansion of the Green Growth Platform - New Sector focused university led collaborations/ networks with business 	2019 – 2023 2019 – 2023 2019 – 2023	Deliver business infrastructure and support Pioneer innovation in core strengths
Connected:	Roll-out of fibre infrastructure & Become the most 5G-enabled City Region				
Project	Output	Outcome	Progress markers	Delivery period	
Activation of full-fibre infrastructure across the City Region	No. of premises utilising full fibre connection across the city region [absolute or %]	Full activation of Full Fibre Connectivity to all businesses in the City Region	<ul style="list-style-type: none"> - Connectivity weak spots identified and addressed - Coordinating best practice with links made to the 'Everything Connects' programme - Practical advice for businesses included in business support programme - The development of a 	2019 – 2021 2020 - 2023 2020 2020 -2023	Improve digital network capability

			5G network linking City Region innovation centres to the Brighton Digital Exchange and Digital Catapult Brighton		
Connected:	An efficient travel network with effective regional, national and international connections				
Project	Output	Outcome	Progress markers	Delivery period	
Lobby for a sustainable, healthy, accessible, safe and integrated transport offer for the City Region	<ul style="list-style-type: none"> - Number of EV charging points across the city region – 200+ - Number of new schemes delivered from LCWIPs - Number of key corridor schemes adopted and funded - Completion of BML improvements 	Improved transport connectivity, reduced carbon emissions and improved air quality	<ul style="list-style-type: none"> - EV charging in including rapid charging for taxis - SMART and integrated ticketing - Delivery of LCWIPs and regional cycle networks - A2300 Corridor improvements - Improvements in A259, A27, A23 and A29 Corridors - BML improvements - Gatwick train station improvements 	2021 - 2023 2020 - 2023 2019 – 2023 Ongoing Ongoing 2020-21	Promote better transport and mobility
Talented:	Attracting and retaining talent in the City Region				
Project	Output	Outcome	Progress markers	Delivery period	
Promote the city region's heritage, cultural and environmental assets to demonstrate that the area is an exceptional place to live work and learn	<ul style="list-style-type: none"> - Increase in graduate level employment and graduate retention within the City Region - No of investor in the city region - No of visitors to the city region 	The area is an exceptional place to live work and learn	<ul style="list-style-type: none"> - Key messages defined - Pro-active strategy delivered + build brand awareness - City Region's world-class education assets profiled and promoted - University Internship programme 	2019 – 2021 2019 – 2020 2021 to 2023 2019 – 2020	Create skills for the future

Talented:					
Develop an integrated approach to talent					
Project	Output	Outcome	Progress markers	Delivery period	
Encourage greater levels of collaboration between skills providers and learning institutions as a means of addressing gaps in provision and the skills needs of employers	<ul style="list-style-type: none"> - Increase in Apprenticeship opportunities - Collaboration between local authority partners to address skills gaps 	A City Region's skills offer that matches the needs of the Greater Brighton economy	<ul style="list-style-type: none"> - The LEP Local Industrial Strategy reflects the skills and priorities of the City Region - Use of the Levy Payer surplus to increase apprenticeship take up amongst SME's 	2019 – 2021 2019 - 2023	Create skills for the future
Resilient:					
Build economic resilience					
Project	Output	Outcome	Progress markers	Delivery period	
Deliver key infrastructure projects and unlock key development sites across the City Region.	<ul style="list-style-type: none"> - Level of investment attracted to the City Region for infrastructure projects. - Delivery of the infrastructure projects 	Key infrastructure delivered.	<ul style="list-style-type: none"> - The LEP Local industrial Strategy reflects the GBEB priorities for the City Region - Pipeline of projects developed for the City Region 	2019 - 2020 2019-2023	Deliver prosperous urban centres Invest in sustainable growth
Resilient:					
Build environmental resilience					
Project	Output	Outcome	Progress markers	Delivery period	
Deliver key environmental efficiency projects to minimize the impact of economic growth on the environment with particular support for the 2050 Zero Carbon targets	Increased levels of renewable energy, waste/recycling rates.	New resilience plans in place to protect the regions' natural capital	<ul style="list-style-type: none"> - Water and energy plan completed and endorsed by GBEB - Develop a pipeline of projects from the recommendations - Implementation of the Local Natural Capital Plan - Living Coast Biosphere 	2019- 2022 2019 – 2023 2021 2020	Invest in sustainable growth

			- protected Greater Brighton Circular Economy Strategy explored	2020- 2024	
Resilient:	Build social resilience				
Project	Output	Outcome	Progress markers	Delivery period	
Development of resilience activities to ensure that the benefits of regeneration are accessible to all	<ul style="list-style-type: none"> - Increase in number of businesses adopting the 'Living Wage' - Increase in number of affordable housing developments - Realising community benefits from regeneration projects 	New resilience interventions in place to ensure that the benefits of regeneration are accessible to all	<ul style="list-style-type: none"> - Embedded social value in all public sector procurement - Revitalised public spaces as part of large scale developments - Newhaven Enterprise Zone Inclusive Growth programme 	Ongoing	Invest in sustainable growth

