



**Brighton & Hove
City Council**

Overview & Scrutiny

Title:	Culture, Tourism & Enterprise Overview & Scrutiny Committee
Date:	7 October 2009
Time:	4.00pm
Venue	Council Chamber, Hove Town Hall
Members:	Councillors: Randall (Chairman), Davis, Drake (Deputy Chairman), Harmer-Strange, Hawkes, Kennedy, C Theobald and Turton
Contact:	Julia Riches/Karen Amsden Scrutiny Support Officer julia.riches@brighton-hove.gov.uk/karen.amsden@brighton-hove.gov.uk

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Contact Officer: Karen Amsden Tel: 29-1084
Ward Affected: All Wards;

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Contact Officer: Karen Amsden Tel: 29-1084

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Ward Affected: All Wards;

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Contact Officer: Julia Riches Tel: 01273 29-1084
Ward Affected: All Wards;

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Meeting papers can be provided, on request, in large print, in Braille, on audio tape or on disc, or translated into any other language as requested.

For further details and general enquiries about this meeting contact Julia Riches (email julia.riches@brighton-hove.gov.uk) or email scrutiny@brighton-hove.gov.uk

1. PROCEDURAL BUSINESS.

A Declaration of Substitutes

Where a Member of the Committee is unable to attend a meeting for whatever reason, a substitute Member (who is not a Cabinet Member) may attend and speak and vote in their place for that meeting. Substitutes are not allowed on Scrutiny Select Committees or Scrutiny Panels.

The substitute Member shall be a Member of the Council drawn from the same political group as the Member who is unable to attend the meeting, and must not already be a Member of the Committee. The substitute Member must declare themselves as a substitute, and be minuted as such, at the beginning of the meeting or as soon as they arrive.

B Declarations of Interest

- (1) To seek declarations of any personal or personal & prejudicial interests under Part 2 of the Code of Conduct for Members in relation to matters on the Agenda. Members who do declare such interests are required to clearly describe the nature of the interest.
- (2) A Member of the Overview and Scrutiny Commission, an Overview and Scrutiny Committee or a Select Committee has a prejudicial interest in any business at meeting of that Committee where –
 - (a) that business relates to a decision made (whether implemented or not) or action taken by the Executive or another of the Council's committees, sub-committees, joint committees or joint sub-committees; and
 - (b) at the time the decision was made or action was taken the Member was
 - (i) a Member of the Executive or that committee, sub-committee, joint committee or joint sub-committee and
 - (ii) was present when the decision was made or action taken.
- (3) If the interest is a prejudicial interest, the Code requires the Member concerned:-
 - (a) to leave the room or chamber where the meeting takes place while the item in respect of which the declaration is made is under consideration. [There are three exceptions to this rule which are set out at paragraph (4) below].
 - (b) not to exercise executive functions in relation to that business and
 - (c) not to seek improperly to influence a decision about that business.
- (4) The circumstances in which a Member who has declared a prejudicial interest is permitted to remain while the item in respect of which the interest has been declared is under consideration are:-

(a) for the purpose of making representations, answering questions or giving evidence relating to the item, provided that the public are also allowed to attend the meeting for the same purpose, whether under a statutory right or otherwise, BUT the Member must leave immediately after he/she has made the representations, answered the questions, or given the evidence,

(b) if the Member has obtained a dispensation from the Standards Committee, or

(c) if the Member is the Leader or a Cabinet Member and has been required to attend before an Overview and Scrutiny Committee or Sub-Committee to answer questions.

C Declaration of Party Whip

To seek declarations of the existence and nature of any party whip in relation to any matter on the Agenda as set out at paragraph 8 of the Overview and Scrutiny Ways of Working.

D Exclusion of Press and Public

To consider whether, in view of the nature of the business to be transacted, or the nature of the proceedings, the press and public should be excluded from the meeting when any of the following items are under consideration.

NOTE: Any item appearing in Part 2 of the Agenda states in its heading the category under which the information disclosed in the report is confidential and therefore not available to the public.

A list and description of the exempt categories is available for public inspection at Brighton and Hove Town Halls.

BRIGHTON & HOVE CITY COUNCIL

CULTURE, TOURISM & ENTERPRISE OVERVIEW & SCRUTINY COMMITTEE

4.00PM 2 JULY 2009

COUNCIL CHAMBER, HOVE TOWN HALL

MINUTES

Present: Councillors: Randall (Chairman) ; Allen, Davis, Drake (Deputy Chairman), Harmer-Strange, Hawkes, Kennedy and Older.

Co-opted Members:

PART ONE

1. PROCEDURAL BUSINESS

1a Substitutes

1.1 Councillor Averil Older for Councillor Carol Theobald and Councillor Kevin Allen for Councillor Craig Turton.

1b Declaration of Interests

1.2 There were none.

1c Exclusion of press and public

1.3 In accordance with section 100A(4) of the Local Government Act 1972, it was considered whether the press and public should be excluded from the meeting during the consideration of any items contained in the agenda, having regard to the nature of the business to be transacted and the nature of the proceedings and the likelihood as to whether, if member of the press and public were present, there would be disclosure to them of confidential or exempt information as defined in section 1001 (1) of the said Act.

1.4 **RESOLVED** – *that the press and public be excluded from the meeting for the discussion of Item 14 under Category 3.*

2. MINUTES OF THE PREVIOUS MEETING

2.1 RESOLVED – *that the minutes of the meeting held on 2 April 2009 be approved and signed by the Chairman.*

3. CHAIRMAN'S COMMUNICATIONS

3.1 The Chairman welcomed everyone to the meeting, in particular Andrew Comben, Chief Executive of Brighton Dome and Festival. The Chairman told the Committee about an excellent meeting he had with SeaRoc to discuss environmental industries. SeaRoc were a local company who had started from scratch and now employed 70 people. They discussed the proposed wind array and the third round of seabeds lettings by the Crown Estate which would provide a huge opportunity for Brighton & Hove.

3.2 The Chairman had attended a number of excellent events during the Brighton Festival, attended the launch of the Brighton Marathon, and met with Julian Boast, Chief Executive of the Theatre Royal. He also commented on the excellence of the Open Houses, particularly the curated ones.

4. PUBLIC QUESTIONS

4.1 There were none.

5. QUESTIONS AND LETTERS FROM COUNCILLORS

5. There were none.

6. DOME AND FESTIVAL PRESENTATION

6.1 Mr Comben thanked the Committee for the invitation to talk to them and outlined the three areas he would be covering, namely: the festival; reflections on the first year in post including an overview of the key points of the festival; and the new corporate strategy that would be launched on 9 July 2009.

6.2 Brighton had confirmed Mr Comben's first impressions as a very creative and collaborative city with large numbers of artists who lived here. This had formed the backdrop to the development of the strategy going forward. Mr Comben struck a note of caution by remarking in many areas, the Dome and Festival Company was not where it should be, nor where it thinks it is. As other areas realised how much culture contributed to a city, Brighton & Hove would have to stay ahead of the game to attract people to the city.

6.3 The introduction of a guest Artistic Director, Anish Kapoor, had created a central point of coherence for the festival this year. His international stature had attracted more people, and more media: the media profile of the festival was up 40% on the previous year. 80,000 people came to see Anish Kapoor installations (6 works over 3 weeks); 13,000 went to the Chattri to see the C-Curve. Traditionally two thirds of bookers came from BN postcodes, which was a mark of loyalty. This year was two thirds again but 55% brought others with them from outside the city. On average, 4-6 tickets were bought: residents saw the festival as a time to show off their city. A small survey showed that 11% of tickets were bought from London but this rose to 22% for the Anish Kapoor events. The challenge was to transfer this visiting audience to a paid audience. It was a wonderful, positive festival, both artistically and financially, for the city and a signpost of where we want to be.

6.4 The Open Houses, particularly the curated ones, were very strong this year and fed into the visual arts in the festival. The Fringe, Great Escape, Open Houses, and the Festival all had strong correlations.

6.5 The attendance figures for the festival were up 60,000 on last year; a total of 210,00. 150,000 attended the free events. 29% of those who attended the smoke and mirrors event at Queen's Park had never been to a festival event before. 46% came from a BN2 postcode. This audience could be encouraged to attend year-round events.

6.6 Mr Comben outlined the corporate strategy which had been developed, in consultation with others, over the last 9 months. The strapline was "inspiring creativity and enriching lives" and aimed to "enrich and change lives and inspire artists to be their most creative". The four core priorities were: to grow the organisation as a year round artistic centre; to enhance learning and access; a wider invitation to regional artists; and to embrace the Cultural Olympiad.

6.7 Mr Comben planned to open up the Dome as much as possible, encouraging people to come in which would increase connections with the local community and extend creative opportunities to them. Mr Comben had six nationally significant companies he wanted to create associations with, for example, the Hofesh Shechter dance company were the resident company until 2011.

6.8 The Chairman thanked Mr Comben for his interesting presentation and Members asked questions. All Members congratulated Mr Comben and his team on an excellent and very successful festival. In response to a question about web-based ticketing and marketing, Mr Comben replied that improvement was needed. The website had been getting better and better but there had been some problems resulting from an upgrade by the box office operator. Mr Comben told the Committee that he would like a guest Artistic Director each year who, like Anish Kapoor, would help to create connections throughout the programme. This would not necessarily be an expert from the visual arts but from another artistic medium.

6.9 Following a question on age profiling, Mr Comben replied that they did not have age specific data but he was happy to investigate this further. They sought to cater for all ranges both in performance and participation. They ran an education programme with a number of events during the year, including the children's parade and 'adopt an author'. Part of the new corporate strategy was to engage as much as possible with young people. Councillors commented on the success of the enhanced access to the Dome: Mr Comben remarked this had been an incredibly positive experience. In response to a question on postcode data, the reply was that the data was still being analysed. They were looking at taking events close to different parts of the city as this encouraged participation and people were more likely to attend additional events.

6.10 A question was asked about Anish Kapoor's perception of the festival: after an initial reticence, by the end of the festival, he was saying it was one of the best things he had done recently. Working to a budget was challenging and rewarding and he had enjoyed the opportunity to engage with the city and bring acquaintances here.

6.11 The Chairman thanked Mr Comben for attending the meeting – and for a fantastic festival.

7. THE FUTURE MANAGEMENT ARRANGEMENTS OF THE COUNCIL'S GOLF COURSES AT HOLLINGBURY AND WATERHALL

7.1 The Head of Sport and Leisure, Ian Shurrock, introduced the report and thanked the Committee for including it on the agenda. This formed part of the consultation process on the proposed option for the future of the golf courses, that is, the appointment of an external operator to run both courses in order to secure their long term future as public golf courses. Historically, the courses had fragmented management with the club houses and catering managed by the golf clubs, the council's greenkeepers maintained the courses, a golf professional at Hollingbury and council employed golf assistants at Waterhall. Other councils had benefited from one integrated management approach with a single operator which had improved the quality of the golf service provided. A report would go to the Cabinet Member Meeting (CMM) on the process of tendering but the approval for any contract would be required by Cabinet. The income from the courses had fluctuated and declined over the years and an external operator was considered the best option to secure the future of both golf courses by improving the quality of service and providing investment in the courses.

7.2 A question was asked about the number of people using the courses, and more assurance was requested regarding the position on those living on the courses at the moment. Mr Shurrock replied that the people who lived on the course were not Council employees but linked to the clubs. Legal Services were looking into this and more detail would be available by the time of the Cabinet Member Meeting. Concerning consultation, there had been one staff meeting and another one had been requested for after the CMM. Staff would have conditions of employment protected under T.U.P.E. regulations if they transferred to an external operator. The income from both courses was £415,000 in 2005/6 and £356,000 in 2007/8, which represented an overall operating loss. Mr Shurrock was asked to elaborate on what had led to this decline and explained that the key issue was fragmentation. For example, at other courses, groups who wanted to play golf had one point of contact and an overall quality golf experience could be achieved.

7.3 In response to a question, the Committee was informed that the third sector had taken on the management of a number of sports centres elsewhere in the form of leisure trusts. It was possible they could be involved in this area but only one example was known of a leisure trust currently operating golf courses (Bromley Mytime Leisure Trust operates two golf courses in Kent).

7.4 The Committee discussed the complexity of the issue and wondered if more attention to detail was needed in some areas (such as staffing) before a decision was taken. Mr Shurrock explained that the soft market testing had been structured to discuss matters with other operators and consultation had taken place with other local authorities. The various agreements in place with these two golf clubs had come to an end and therefore new management arrangements were required. The opportunity was now available for an integrated management approach for all aspects of the golf service. Members asked whether there was a business case available or any additional financial information. In response, the Committee were told that there was further financial information but if it had been supplied to the Committee it would be in Part 2. A balance needed to be struck between supplying information and discussions in public. By going out to the market to seek an external operator would determine the financial viability of a business case.

7.5 Concerning marketing and attracting young people and women to play golf, the Sports Development Team had done some good work in this area. As these are public courses, any external operator would be required to provide a golf development programme. Members were concerned that an external operator would seek to raise prices, however, the prices for using the golf courses would be set by the Council. Mr Shurrock emphasised that any agreement with an external operator would take the form of a partnership similar to the arrangement that currently exists between the council and DC Leisure Management for many of the council's sports facilities. The courses would operate on the basis as public golf courses. There was considered to be potential to improve the marketing of the courses and the specialist expertise of an external golf operator would provide a particular benefit in this area.

7.6 The Chairman noted that Members of the Committee had expressed some disquiet about the report, and felt that further information would have been helpful. As the committee were being consulted on the report Mr Shurrock was asked to raise the issues highlighted by the committee at the Cabinet Member Meeting.

7.7 RESOLVED – *that the comments of the Committee were raised at the forthcoming Cabinet Member Meeting.*

8. CULTURAL STRATEGY

8.1 The Head of Culture & Economy, Paula Murray, introduced the report. This was the final version of the report which was agreed by Cabinet last month. Following the Scrutiny Workshop in March on the draft report, three changes were made. The first was the importance of more consultation and involvement of external partners. This had started as a discussion on 'name-checking' and had broadened into a change of process. Consequently, the report would be on the website for consultation for 12 months and partners would be asked to provide case studies to add to the report. The second change was increased emphasis for 2012 which had been done. The third point was about access and the importance of access. The report has focussed on the areas where there was a need for 'stretch'. In the next few weeks images would be added to the report and it would be redesigned.

8.2 Following a question on the timescales, Ms Murray confirmed that the report would be finalised within the next 12 months and she was happy to bring the final report back to the committee at that time. The process of consultation was a full one that would include those who did not have access to the web version.

8.3 RESOLVED – *the Committee welcomed the report and requested that the final report be brought to the Committee at the end of the 12 months consultation period.*

9. MUSEUMS PLAN - SIGN OFF

9.1 The Head of Royal Pavilion & Museums, Janita Bagshawe, introduced the report which had been to the Cabinet Member Meeting and then to Cabinet on 11 June 2009. The Plan was required as part of the accreditation standard and was fundamental for securing funding. The strategic aims set out in the report were: to develop audiences; to care for and sustain our collections and buildings; to transform the ways we work; and maximise income to develop a

sustainable service. At the time the Museums Plan was written, the Renaissance Funding was unknown; it had been successfully secured for 2009-11; although its future post April 2011 was subject to a review and a report on the Renaissance Funding would be brought to a future meeting of the Committee.

9.2 Following a question on repeat visits to the Pavilion, Ms Bagshawe guessed this may be around 14%. They were currently working on the events programme, especially for the off-peak session to increase usage. The Renaissance Funding would be used to tell the tale of the Pavilion when it was a hospital. A question was asked about Preston Manor and why it was not used as a wedding venue with the viewpoint expressed that it was under-exploited. Ms Bagshawe explained that Preston Manor was too small inside to be a wedding venue although there had been one or two marquees outside; funding from Renaissance however was being used to do new interpretation at Preston Manor. New ticketing systems including web-based package systems were being introduced, to sell packages that will bring visitors from the Pavilion to Preston Manor.

9.3 Concerning the Booth Museum, a question was asked about the state of the museum and when the options appraisal would be undertaken. In response, Ms Bagshawe told the Committee that the Renaissance Funding was allocated for a natural history collections review in 2010-11; the brief for this had not yet been drawn up. They would be looking at natural collections, including the access problems for the mezzanine level at the Booth Museum. The comment was made that the footfall to these two small museums was a problem: how did you get people out of the city centre to visit them? It was noted that Preston Manor had been used by the Mayor before and the use of a tearoom in this way could be further explored.

9.4 The Forward plan advised that the Pavilion's visitor facilities required updating; there was no storage area for bags etc. Ms Bagshawe agreed that this was an area that needed to be looked at and they were considering re-configuring to provide a temporary place for pushchairs. Providing these facilities in the Pavilion was not straightforward unlike similar places which have outhouses that can be used for visitor facilities. Funding would also have to be secured for facilities. Following a question on the effects of the recession, the full picture was not yet known although corporate hospitality had declined.

9.5 **RESOLVED** – *the committee resolved to receive an update report on the museums plan at a future meeting, including information on the Renaissance Funding.*

10. POTENTIAL EFFECTS OF THE RECESSION ON BUSINESS

10.1 The Head of Culture & Economy, Paula Murray, introduced the report that had been referred from the Overview and Scrutiny Commission. The impact of the recession on Brighton & Hove had not been quite as bad as the impact on the rest of the South East. This may leave the city in a better position to come out of the recession and was also a useful tool to restore consumer confidence. Ms Murray explained that initially the measures that were taken were reactive ones. Part two of the campaign 'Be Local, Buy Local' was about to be launched with *The Argus* and would focus on consumers, for example, offering loyalty cards and vouchers. The Greeter Scheme was one that required only small scale funding but would help to boost the economy. The scheme to create art in vacated places was also only a small amount of funding but would have a wide effect. These schemes were about attracting people into the

city and encouraging them to spend. The HSBC 'Super Cities' report which identified Brighton & Hove as one of the economies of the future was a significant and useful report.

10.2 It was remarked that there were some interesting ideas and the Head of Tourism and Venues, Adam Bates, was congratulated on his recent media appearances to generate positive publicity. The issue was raised of tenants receiving better deals from landlords to help in the recession but not from the Council, with the specific example cited of the rises in rent for the tenants of the Arches. Ms Murray explained that she was intending to go and visit the companies involved and there would be some flexibility as they were keen to keep companies such as the art gallery in the Arches as part of the business mix.

10.3 The Business Retention and Inward Investment (BRII) strategy was mentioned and it was agreed to bring this back to the Committee in the future.

10.4 **RESOLVED** – *that the Committee receive update reports both on the impact of the recession and on the BRII at a future meeting.*

11. FOREDOWN TOWER - VERBAL UPDATE

11.1 The Head of Royal Pavilion & Museums, Janita Bagshawe, provided a verbal update on the Foredown Tower. The Head of Terms were still being negotiated between the lawyers. The Sea Cadets had been applying for funding to support the building work and had submitted a bid to the Peoples' Millions. In August there would be an event to celebrate the centenary of the Tower.

11.2 **RESOLVED** – *that the Committee continue to receive updates on the Foredown Tower.*

12. LONDON ROAD SPD - VERBAL UPDATE

12.1 The Chairman, Councillor Bill Randall, updated the Committee on the draft London Road SPD. There had been a very good scrutiny workshop on 28 April held for Culture, Tourism and Enterprise Overview and Scrutiny Committee members and Environment and Community Safety Overview and Scrutiny Committee members. The SPD had lots of good ideas and the draft SPD was now out for consultation.

13. WORK PROGRAMME AND AD-HOC PANEL

13.1 The Chairman, Councillor Bill Randall, introduced the report on the work programme of the Committee. He outlined the progress of the ad-hoc panel which had held four very informative and interesting sessions. The report was now being drafted and there was a private meeting of the panel arranged for 20 July to discuss the draft report. The final report would be brought to the next meeting of the Committee on 7 October for approval. The other Panel Members, Councillor Melanie Davis and Councillor Steve Harmer-Strange agreed that the ad-hoc Panel had heard from some excellent witnesses and learnt a great deal.

13.2 The Committee discussed potential subjects for the next ad-hoc panel. A request was submitted to the Committee by Councillor Peter West for a panel to look at bringing empty commercial properties back into use. A request to look at New England House was submitted

by Councillor Ian Davey. Councillor Amy Kennedy introduced the request on behalf of Councillor West and Councillor Bill Randall on behalf of Councillor Ian Davey.

13.3 On New England House, the timing of any ad-hoc panel was discussed, given that the London Road SPD was currently out for consultation. The idea of creating incubator space and the idea that a digital games course may be linked to space in New England House was also raised. Several Members expressed reservations over the timing of any panel to look at New England House, suggesting this should wait until after the consultation on London Road had closed.

13.4 The suggestion was made that a potential subject was children's sport across the city, which was agreed as an interesting subject, but one that potentially crossed over to both the Children and Young People's Overview and Scrutiny Committee (CYPOSC) and the Environment and Community Safety Overview and Scrutiny Committee (ECSOSC).

13.5 Following a request for a suggestion that reflected the cultural remit of the Committee, the Head of Culture & Economy, Paula Murray suggested Arts and Cultural Provision for Young People.

13.6 The Committee agreed to request scoping reports on: New England House: bringing commercial properties back into use: and arts and cultural provision for young people for the next meeting. These reports would then be used to make a decision on what would be the subject of the next ad-hoc panel.

13.7 The Committee also agreed to hold a scrutiny workshop on the Gardens' Strategy and one on equal access and mobile libraries. The Chairman reminded the Committee that the date of the next meeting had been changed to 7 October 2009.

13.6 **RESOLVED** – *(a) the committee requested scoping reports on the following potential ad-hoc panel subjects: (1) New England House; (2) bringing commercial properties back into use; (3) Arts and Cultural Provision for Young Children for the next meeting.*
(b) the Committee agreed that scrutiny workshops should be held on the Gardens' Strategy and on equal access and mobile libraries.

14. MAJOR PROJECTS UPDATE

14.1 The Committee went into Part Two to discuss Major Projects.

The meeting concluded at 7.00pm

Signed

Chair

Dated this

day of

CULTURE, TOURISM & ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE

Agenda Item 23

Brighton & Hove City Council

Subject: *Sports Development Team Update*
Date of Meeting: **7 October 2009**
Report of: Director of Environment
Contact Officer: Name: Jan Sutherland Tel: 292722
E-mail: jan.sutherland@brighton-hove.gov.uk
Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1. The Culture, Tourism and Enterprise Overview and Scrutiny Committee have requested information on the delivery priorities and the work of the Sports Development Team and its impact upon the City.
- 1.2 Sport helps to enrich people's lives leads to a healthier lifestyle and promotes social cohesion. The aim of the Sports Development Team is to create new and promote existing sports opportunities to everyone. Particularly targeting members of the community who traditionally participate less in sport such as residents within disadvantaged communities (wards) people with disabilities, ethnic minorities, the over 50s and women and girls.
- 1.3 The programmes delivered by the Sports Development Team contribute to the Council's commitments to delivering the targets established within Local Area Agreements such as:
 - NI 6 - Participation in regular volunteering
 - NI 18 - Participation programmes and pathways into sport
 - NI 56 - Obesity in primary school age children in Year 6
 - NI 57 - Children and young people's participation in sporting opportunities
 - LI 8 - Adult participation in sport

2. RECOMMENDATIONS

- 2.1 That the committee notes the contents of the report including the range of programmes provided by the Sports Development Team.
- 2.2 That the committee endorses the benefit that the programmes provided by the Sports Development Team bring to the quality of the life of participants in the city.

3. RELEVANT BACKGROUND INFORMATION:

- 3.1 At national level Sport England is the key agency that drives sports policy. Its aim is to raise sports participation levels by 1% p.a. (1 million more people overall). Sport England have invested over a third of a million pounds into Brighton & Hove's "Active For Life Programme."
- 3.2 The Department of Health also plays a key role in providing a strategic context for physical activity. "Be Active Be Healthy – A plan for getting the nation moving," provides a framework for investment. The Brighton & Hove NHS has invested in excess of £200,000 in to the City's sports development programmes to help achieve the aims outlined in their "Healthy Weight – Healthy Lives" strategy
- 3.3 The Sussex Sports Partnership has a responsibility for coordinating sports development across the counties of East & West Sussex and Brighton & Hove. It delivers programmes to meet targets established by Sport England and the Department of Health, and is a key partner for the city's Sports Development Team.
- 3.4 The Brighton & Hove City Sports Strategy and the Active Living Strategy provide the framework for sport and physical activity development and has established the following vision: "**To increase participation in sports and physical activity in Brighton & Hove in order to improve health and well-being as well as creating higher levels of performance.**"

Sports Development Programmes

- 3.5 To deliver the vision, the Sports Development Team works with a range of partners to provide accessible, affordable and inclusive sport and physical activities the key themes are:
 - More people, more active, more often.
 - Improve well being by promoting the 5 x 30 minutes of exercise per week
 - Raise the profile of sport and leisure opportunities to increase participation
 - Increase participation in sports and physical activity to improve health and wellbeing

- Recruit and train volunteers, officials and administrators to provide sustainable sports clubs and activity groups.
- Provide support to sports clubs and groups to develop their infrastructure empowering them to become sustainable.
- Access funding to develop and enhance sports and physical activity provision.

The actual delivery of the vision takes place in a range of community facilities across the city. These include facilities operated by third sector organisations, schools and the council's own facilities.

3.5.1 The range of programmes delivered by the Sports Development Team includes:

3.5.2 **Active for Life** Programme delivers affordable, local sports and physical activity provision within targeted neighbourhoods of the City. Partnership funding has been provided by the “Big Lottery” and the NHS Brighton & Hove. Active for Life officers are deployed within areas to deliver and develop sustainable activities. Priorities are identified by the community through consultation leading to Local Actions Plans. Over 40 activity sessions are delivered on a weekly basis and to date, 3051 residents have accessed the programme. 30% of all adults engaged in the project had not taken part in any physical activity in the last twelve months and 100 young people, considered “at risk” of offending have attended youth activity sessions. In 2008 – 2009 the “Active for Life” project levered £53,000 worth of funding to support provision in priority wards.

3.5.3 **The “Healthwalks” programme** is funded in partnership with NHS Brighton & Hove and delivers 14 led-walks per week for over 1,500 residents per year. Almost half of the participants have existing chronic health conditions or a disability. The ‘Step to It’ programme is designed for people with learning disabilities to ensure they have the opportunity to lead a less sedentary lifestyle. The scheme also trains volunteers to become “Healthwalk Leaders” who are able to lead their own programmes, and to date 50 local residents have been trained. The Healthwalks programme was awarded best Health and Wellbeing Initiative at the recent Public Service Awards.

3.5.4 **TAKEPART** – The Brighton & Hove International Festival of Sport funded in partnership with the School Sports Partnership and NHS Brighton & Hove provides residents and visitors free activity taster sessions over two weeks in the summer. The festival includes a mass participation event at Preston Park, a School Sports Festival linked to the National School Sports Festival, a Seafront weekend, TAKEPART local highlighting opportunities in local parks and 2 weeks of over 200 taster sessions. The event has been identified as a 2012 legacy event for the City with both Sally Gunnell and Daley Thompson acting as its ambassadors. The festival is a high profile event helping to raise

participation levels, this year over 56,000 people participated in the programme.

- 3.5.5 **Holiday and afterschool activities** are co-ordinated by Sports Development and the summer sports programme provided 68 courses in 22 different sports for 1,000 children and young people. Partnerships are created with local sports clubs/groups to provide sustainable pathways into sport.
- 3.5.6 **City-wide programmes** are delivered targeting specific communities such as the over 50s, ethnic populations, the obese and women. Examples include the Short Mat Bowls league, (over 100 older people), women's "Back to Netball" sessions, over 50s weekly mini tennis and weight management programmes.
- 3.5.7 **Liaising with clubs and groups** is a key role of the team to determine club development needs to sustain or increase participation levels. Ongoing support and advice is given to increase opportunities and membership, improve facilities and ensure good practise.
- 3.5.8 **Training & developing** volunteer administrators, coaches and officials is a fundamental part of sports development. By training and up-skilling volunteers clubs become self-sustaining and for some, it provides a new skill set and opportunities for employment.
- 3.5.9 **Funding support** and advice is given to clubs, groups and organisations to assist them increasing participation levels and develop facilities. The Team has secured funding to build skate parks, boulder parks and multi play areas in the City.
- 3.5.10 **The Volunteer Scheme** is a recruitment and recognition programme. Recruitment of coaches, officials and administrators is essential to sustain local provision. Coaches, clubs and volunteers are given recognition for their contribution to sport in the City through the City Sports & Physical Activity Awards.
- 3.5.11 **Sport & Leisure opportunities** in the City are collated regularly and promoted in a wide range of formats including the "Active For Life" website (www.activeforlife.org.uk) which receives 6000 visits a month. The "Active For Life" Directory (a free A-Z of sports and physical activities in the City) is distributed to over 25,000 people.
- 3.5.12 **The Sports & Physical Activity Awards** provide an opportunity to recognise talented athletes and value and the work undertaken by volunteers, coaches and officials. The Awards are linked to the Regional and National BBC Awards and celebrate and raise the profile of sport within the City.
- 3.5.13 **The Sports Development Team** supports over 40 events a year distributing information and co-coordinating activities to encourage 'people to get more active more often'. These include community

festivals, regional events such as the Parallel Games and national events such as Sports Relief.

3.5.14 **The Exercise Referral Programme** supports residents who are most at risk from health problems with opportunities to take part in supervised physical activity. Supporting most at risk by delivery and supporting the Exercise on Referral Programme and healthy weight initiatives.

4. CONSULTATION

The Sport Development Team actively consults users on the programme that are being provided. In addition, consultation takes place with community groups and community workers to identify the demand for activities in different geographical area.

5. FINANCIAL & OTHER IMPLICATIONS

5.1 Financial Implications

The Sports Development programmes are funded within the existing Sports Development Budget together with external funding from other agencies.

Finance Officer Consulted *Name Patrick Rice* *Date 23.09.09*

5.2 Legal Implications

There are no adverse legal implications arising from this report.

Lawyer Consulted *Name Bob Bruce* *Date 23.09.09*

5.3 Equalities Implications

Providing equality of opportunity to participate in sport and physical activity is fundamental to the Sport Development Programme. Such programmes being important to improving the health of the city's population and reducing health inequalities.

5.4 Sustainability implications

Sustaining the opportunities provided by the Sport Development Programme is an on-going issue particularly when external funding is provided for a limited period of time.

5.5 Crime & Disorder Implications

Encouraging young people 'at risk' of offending to attend youth activity sessions can have a positive impact on reducing ant-social behaviour in an area.

5.6. Risk and Opportunity Management Implications

There is the risk of raising expectations of opportunities being available for projects with time limited funding from external agencies.

5.7 Corporate / Citywide Implications

The Sport Development Team contributes to reducing inequality through opportunity by providing a range of sport and physical activity programmes across the city.

CULTURE, TOURISM & ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE

Agenda Item 25
Brighton & Hove City Council

Subject: Local Area Agreement progress report– 08/09
Date of Meeting: 7th October 2009
Report of: The Director of Strategy and Governance
Contact Officer: Name: Lisa Shaw Tel: 29-1131
E-mail: Lisa.shaw@brighton-hove.gov.uk
Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 This report summarises performance against the first year (08/09) of the 2008-2011 Local Area Agreement. It makes reference to the elements of the Local Area Agreement for which Culture & Enterprise Directorate is directly responsible. For those priorities which are 'red' or off target, further detail is given.
- 1.2 It needs to be noted that the appended delivery plan for the Local Area Agreement was last updated for the end of year report for 08/09 (March 09). These plans are currently being refreshed to reflect 09/10 priorities and a mid-year progress report for 09/10 will be taken to Cabinet on 12th November 2009. There will be elements of this report that no longer accurately reflect the current status quo.

2. RECOMMENDATIONS:

- 2.1 That the committee have an overview of performance against key indicators within the Local Area Agreement and request a mid year update (for year 2 of the LAA) at the next committee in November.
- 2.2 That the committee reflects upon the detail in the report and use this information to direct and recommend future work to improve performance against the agreed priorities in the Local Area Agreement.

3. BACKGROUND INFORMATION

- 3.1 A Local Area Agreement (LAA) is a partnership agreement to take action to tackle the area's most important problems and goals for the future. It is a three year agreement between the council and other public services. 35 key targets are included which are priorities agreed between the council, other public services and the government.

The council, as the area's democratic voice, takes the leading role. It brings together other public services, and representatives of local businesses, and community and voluntary organisations, in the Local Strategic Partnership. This partnership negotiated the Local Area Agreement, a practical plan to move forward the longer term aims set out in the community strategy. Local Area Agreements in this form have been agreed for all parts of England for 2008-11. This is a requirement of the Local Government and Public Involvement in Health Act 2007.

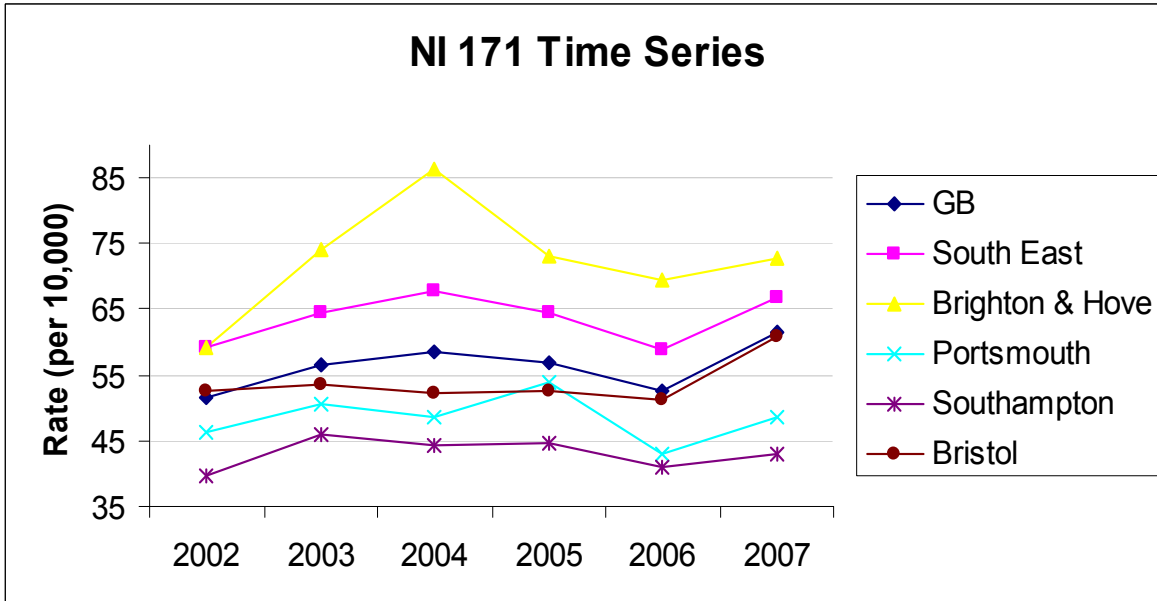
- 3.2 The appended report contains the 08/09 delivery plans for the priorities within the Local Area Agreement (Culture & Enterprise) in Brighton & Hove. These plans are currently being refreshed to reflect 09/10 priorities and a mid-year progress report for 09/10 will be taken to Cabinet on 12th November 2009.
- 3.3 There are 9 indicators included within the LAA for which Culture & Enterprise have direct responsibility. 3 of these are included within the key 35 indicators allowed to be selected within a LAA and the other 6 are known as 'locals', these have no monetary incentive attached to them.

Overview of performance against priorities in the LAA

- 3.4 Of the 9 Culture & Enterprise indicators included within the LAA, 4 are green because they hit their targets set or are on track to meet targets, 2 are grey because they have no data to make any assumptions on progress and 3 are red due to the recession pushing them away from meeting targets.
- 3.5 The remainder of this section outlines more detail information on the indicators around business registration rates, working age benefits and the employment rate and Gross Value Added. These are examples taken from the economic performance monitored in the LAA. The range covers indicators where the performance is on track and some where it is not. For contextual background, reference is made to the key comparator cities of Portsmouth, Southampton and Bristol along with National and South East averages.
- 3.6 ***NI 171 – Business registrations (VAT and PAYE) per 10,000 of the population***

NI 171 is a measure of entrepreneurial activity. A high business registration rate signifies confidence in the local economy, an enterprising culture, a more valuable local economy and more employment.

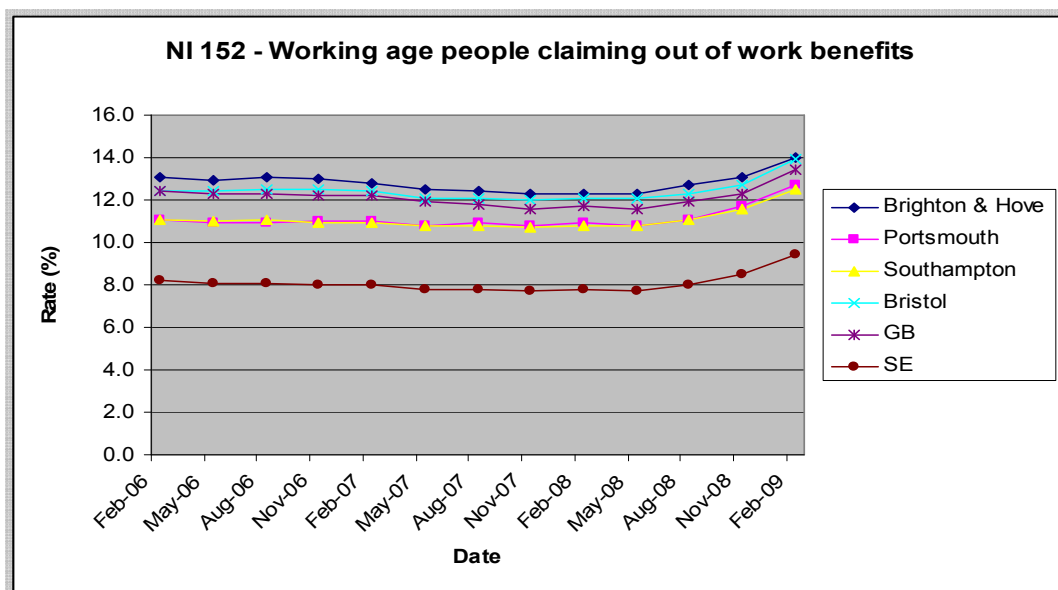
The new business registration rate has been consistently higher in Brighton & Hove than in the South East and GB (see graph below). Further research shows the comparator cities of Portsmouth, Southampton and Bristol are even further behind us than the regional and national rates. This is a clear indication of the high entrepreneurial nature of Brighton & Hove, and our principal aim should be to maintain our advantage over other areas (the South East, GB and Bristol did close the gap in 2007).



The latest result we have for tracking progress against this measure is from 2007 and this shows that there were 72.8 new business registrations per 10,000 of the population in the city. The 2009/10 target is 65.

3.7 NI 152 – Working age population on out of work benefits

This indicator is a measure of economic activity. Areas with a low proportion of residents that are on out of work benefits translate to higher employment, more disposable income and greater income equity. The indicator is measured on a 4 quarterly average basis - data is released with an 8 month lag from real-time. The graph below shows that Brighton & Hove (along with key comparator cities) is clearly affected by the national trend of increased benefit claims since mid 2008.



The

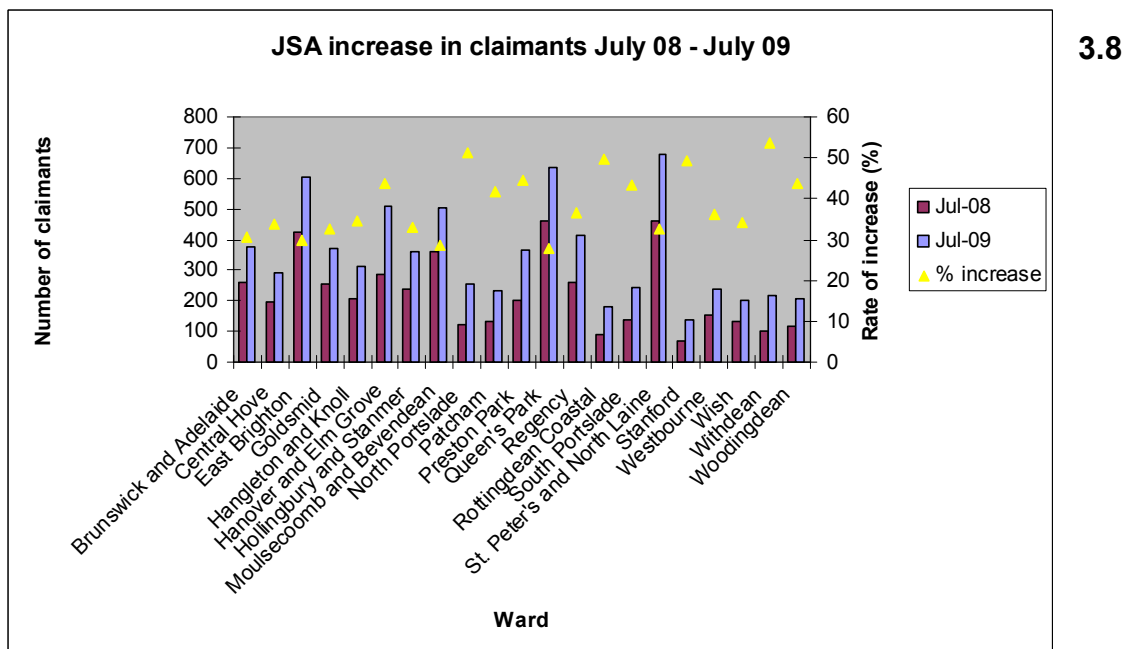
2008/09 target was to see a maximum of 20,630 working age people claiming

out of work benefits in the city however, data released recently clearly indicates that we did not meet the target. The result for NI 152 was 22,213 (a 4 quarter average up until March 09). The 09/10 target is 20,115 and the 10/11 target is 19,612 (set before the recession took hold).

Brighton & Hove's performance against NI 152 should more appropriately be judged in comparison to other cities to get a sense of progress, rather than against actual targets (see graph above). Even though Brighton & Hove has the highest claimant rate of the comparator cities, it has performed as well or better when looking at the rate increase during the past year (Feb 08-Feb 09).

The data informing this indicator is lagged by 8 months to real time, however, in order to track the course this indicator is taking at present time we can draw upon the latest Job Seekers Allowance figures. The number of Job Seeker claims across Britain, the South East and Brighton & Hove has increased by 44%, 52% and 36% respectively between July 08 and July 09.

Uncovering the figures further, demonstrates which areas in Brighton & Hove have seen the largest increases in the claimant count. The graph below gives a breakdown of JSA claims by wards within the city, the number of claims made in July 08 and again in July 09 – tracked by the percentage increase in the number of claimants within a year. It appears that JSA claimants have doubled in Withdean (54% increase) and North Portslade (51% increase), although it needs to be recognised that they still represent a small proportion of the overall picture. Moulescoomb & Bevendean (29% increase) and Queens Park (28% increase) have seen the lowest percentage increases although both wards have had relatively high claimant figures for a number of years.



NI 151 – The percentage of the working age population who are in employment

Data informing this indicator is lagged by 8 months – the latest result tells us that 74% (130,600) of the working age population are in employment within Brighton & Hove. This compares favourably with Bristol at 73.8%, Portsmouth at 73.9% and Southampton with a slightly higher rate of 74.2% working age people in employment. The national average at the same date (4 quarter average up until Dec 08) was 74.2% and the South East with 78.5%. The rate of employment is clearly going to decrease given the information presented above regarding Job Seekers allowance.

However, Oxford Economics (a leading economic forecasting consultancy) predict strong long-term employment growth for the city, 50% faster than the UK average. The recession may halt progress against LAA targets, but long term economic prospects for Brighton & Hove potentially remains good – see table below for detail.

	Increase in 2007 workforce to 2022	Average annual employment growth rate to 2022
Brighton & Hove	12%	0.9%
UK	6%	0.6%

3.9 ***L2 – Gross Value Added per head of the population***

GVA is a measure of the value of the local economy. Gross Value Added sums the added value of all goods and services produced in Brighton & Hove and divides this by the total population of the area. A relatively high GVA per head indicates that the local economy is healthy and productive.

2006 was a good year for the UK economy as a whole, but growth in Brighton & Hove (latest measure available - £19,477) was at a slower rate than other comparators (absolute and per head). The city has a higher GVA per head than the UK, but lags behind the South East and the selected cities (Portsmouth, Southampton and Bristol). Indexed data trends from '95 to '06 shows that per head we are closing the gap with Bristol and Southampton, extending our lead on the UK, but falling further behind Portsmouth and the South East as a whole.

Oxford Economics set economic growth forecasts in 2008 for Brighton & Hove and the UK. Whilst the predictions do look optimistic now, it is positive to see how the city economy is expected to fare better than the UK as a whole (see table below).

	2009 Forecast GVA Growth Rate	2010 Forecast GVA Growth Rate
Brighton & Hove	-0.3%	1.3%
UK	-1.1%	1%

4. **CONSULTATION**

4.1 None

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

Evidence of performance against the National Indicators and delivery of Value for Money will be key elements of the Comprehensive Area Assessment. Successful achievement of the LAA outcomes 2008-2011 will attract performance reward grant payable in 2011/12 and 2012/13.

Finance Officer consulted: Anne Silley Date 10 September 2009

5.2 Legal Implications:

The report sets out information as to how the council are performing in respect of local and national indicators and Local Area Agreement targets. Individual reports presented to Cabinet, CMMs and Project Boards relating to specific projects and proposals always include legal implications and it is not considered necessary to reproduce that advice here, given the context of the report.

Lawyer consulted: Bob Bruce Date: 10 September 2009

5.3 Equalities Implications:

The new performance management framework aims to incorporate monitoring of progress against equalities and inclusion outcomes in the city.

5.4 Sustainability Implications:

The new performance management framework aims to incorporate monitoring of progress against sustainability outcomes in the city.

5.5 Crime & Disorder Implications:

No crime and disorder implications arising from this report.

5.6 Risk and Opportunity Management Implications:

The management of performance is important and contributes to avoiding the risk that the councils improvement priorities will not be delivered. Progress against performance indicators informs our risk and opportunity management assessments.

5.7 Corporate / Citywide Implications:

TMT have a performance focus session each month, this is recognised as good practice and allows for both a quarterly overview of the organisations performance against the LAA and more spotlighted discussions on areas that require additional discussion. These discussions will feed into the service planning timetable and establishment of a new Corporate Plan in the future. This is an essential part of the council's performance management framework, providing the link between the new 3 year Corporate Plan and annual directorate and Team plans.

SUPPORTING DOCUMENTATION

Appendices:

1. Local Area Agreement – end of year report 08/09

Documents in Members' Rooms:

1. None

Background Documents:

1. None



CREATING THE CITY OF OPPORTUNITIES

A SUSTAINABLE COMMUNITY STRATEGY FOR THE CITY OF BRIGHTON AND HOVE



Local Area Agreement Delivery Plan - extracts

Culture Tourism & Enterprise Overview and Scrutiny Committee

7th October 2009



2008 - 2011

Promoting enterprise and learning

<p>NI152 The number of working age people claiming out of work benefits</p>	<table border="1"> <thead> <tr> <th>Indicator</th> <th>Target</th> <th>Actual</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td>No.</td> <td>20,630.00</td> <td>22,213.00</td> <td></td> </tr> </tbody> </table>	Indicator	Target	Actual	Status	No.	20,630.00	22,213.00	
Indicator	Target	Actual	Status						
No.	20,630.00	22,213.00							
<p>Comments Average of 4 quarter up until March 09</p>									

<p>1.3.1 : Commission the City Employment and Skills Plan (CESP) Evaluation Report to monitor the success of the City Employment and Skills Steering Group in making progress against the CESP strategic priorities.</p>				
Actions	DOT	Comments	By When	Lead Partner
<p>1.3.1.1 : CESP - Final mid-term evaluation report completed</p>		<p>The mid-term evaluation has been completed. A new action plan with priorities for 2009/10 has been developed. A new evaluation framework to monitor the progress of the Action Plan has been identified and will be developed with the assistance of the Council's Performance team.</p>	<p>Mar/2009</p>	<p>City Employment and Skills Steering Group</p>



1.3.2 : Breakthrough Programme, which assists workless city residents back into the labour market

Actions	DOT	Comments	By When	Lead Partner
1.3.2.1 : 'Breakthrough Programme' - 300 workless residents engaged, of which 60 to secure work placements, 50 to secure employment and 20 to partake in volunteering		345 residents have been engaged, of whom 48 have secured employment, 87 have gained voluntary work, 57 have been offered work placements. The project has been very successful and it's an excellent case of good partnership working. The project has secured funding to run for at least one more year.	Mar/2009	City Employment and Skills Steering Group

1.3.3 : Part-fund, support and monitor delivery of the Futures Programme

Actions	DOT	Comments	By When	Lead Partner
1.3.3.1 : 'Futures Programme' - 45 workless residents engaged, receiving training and work placements in the hospitality sector, of which 30 secure employment		40 residents have been trained, 6 have entered into employment, 38 have successfully completed work placements. The employers who offered work placements have been impressed by the quality of participants. Job outputs have been low due to the economic downturn.	Mar/2009	City Employment and Skills Steering Group

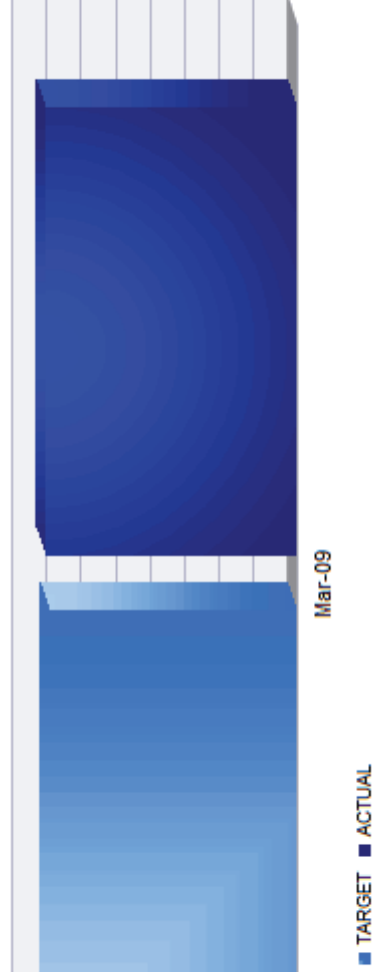
1.3.4 : Part-fund the Housing Benefit "Back to Work" Project, which provides discretionary payments to support benefit claimants in making the transition to employment

Actions	DOT	Comments	By When	Lead Partner
1.3.4.1 : 'Back to work project' - 40 claimants to secure employment		18 residents have been helped into work since the beginning of the project. LABGI funding for this project was approved by the CESSG in late July 08 and the project didn't start before August 08.	Jul/2009	City Employment and Skills Steering Group

Promoting enterprise and learning

Indicator	Target	Actual	Status
No.	71.80 (baseline)	72.80	
<p>Comments The latest result relates to the outcome in 2007 - data is lagged by 2 years. New business registration rate has been consistently higher in Brighton & Hove than in the South East and GB since 2002.</p>			

NI171 - New business registration rate per 10,000 of the population (VAT and PAYE)



1.5.1 : Develop the city's business offer in order to attract more investment from external companies

Actions	DOT	Comments	By When	Lead Partner
1.5.1.1 : Complete the Business Retention and Inward Investment Study		The city council formally approved the BRII at the Enterprise Employment and Major Projects CMM on 23rd March 2009 and work is now underway in developing the short term action plan	Mar/2009	City Employment and Skills Steering Group

1.5.2 : Assist businesses in finding suitable commercial premises in the city

Actions	DOT	Comments	By When	Lead Partner
1.5.2.1 : Achieve 5000 hits on the council commercial property database for the 2008/09 financial year		In the financial year 2008/09 there were 5157 hits on the councils commercial property database for businesses looking for a range of commercial and retail space within the city.	Mar/2009	City Employment and Skills Steering Group




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L 01 - Progress towards the development of the Brighton Centre			
Indicator	Target	Actual	Status
	See milestones	See milestones	
Comments No data - Following the exchange and execution of Terms with Standard Life Investments in December 2008, Standard Life despatched the Contract Notice for publication in OJEU in January 2009 to initiate the procurement process to appoint a Lead Architect and the professional development team to undertake a first stage feasibility design and study.			

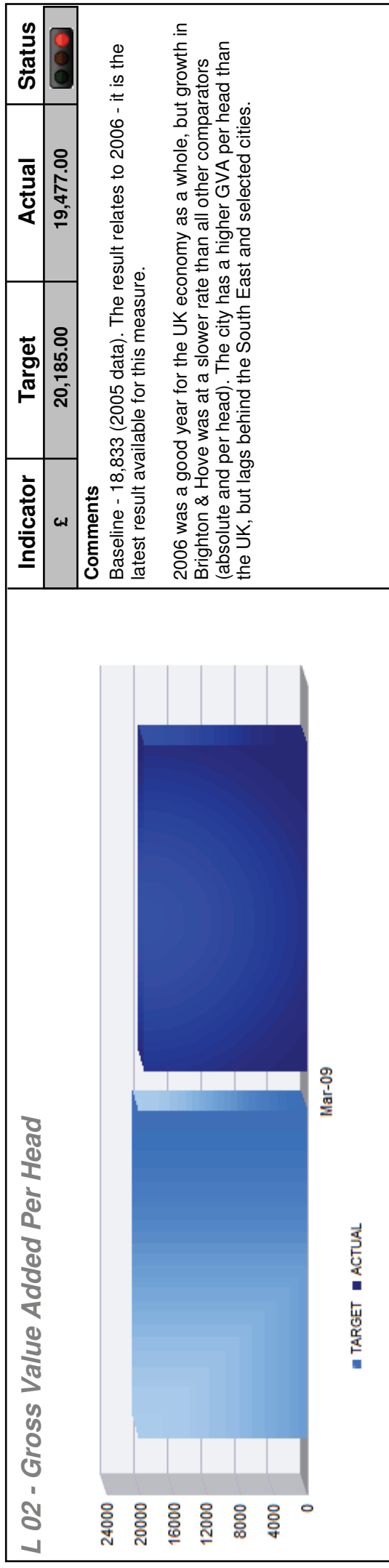
1.6.1 : To agree a Funding Strategy with Standard Life			
Actions	DOT	Comments	By When
1.6.1.1 : Exchange and execution of Heads of Terms with Standard Life Investments		Heads of terms exchanged and executed on 22 Dec 08	Mar/2009 Brighton & Hove City Council
1.6.2 : Initiate the procurement process to appoint a professional development team			
Actions	DOT	Comments	By When
1.6.2.1 : Issue the OJEU Notice		Contract notice despatched 13 Jan 09	Mar/2009 Brighton & Hove City Council
1.6.2.2 : Appointment of Lead Architect and Design Team		Procurement timetable now shows contract award as Jun/July 09	Mar/2009 Brighton & Hove City Council



1.6.3 : To identify and define a viable scheme

Actions	DOT	Comments	By When	Lead Partner
1.6.3.1 : Completion of the first stage feasibility study and design		Due to be completed March 2010	Mar/2009	Brighton & Hove City Council

Promoting enterprise and learning




1.7.1 : Part-fund the East Sussex Sustainable Business Partnership in delivering energy audits and green action grants to local firms (BHCC funding will be spent on Brighton & Hove Businesses)

Actions	DOT	Comments	By When	Lead Partner
1.7.1.1 : Sustainable Business Partnership - 40 local businesses receiving Green Action Grants		Business Link began offering a new grant to enable local businesses to make environmental improvements in January 2009. To avoid duplication of services the East Sussex Sustainable Business Partnership agreed to defer delivery of council-funded grants until July 2009, when funding for the Business Link grant ends.	Mar/2009	City Employment and Skills Steering Group


1.7.2 : Part-fund the City Business Clinics offered, offered by Business Link to local SMEs that are more than two years old

Actions	DOT	Comments	By When	Lead Partner
1.7.2.1 : Business Link - 32 business clinic slots filled		46 City Business Clinic sessions filled from July 2008 to end-March 2009, exceeding target by 14.	Mar/2009	City Employment and Skills Steering Group

1.7.3 : Provide funding to support the Brighton & Hove Chamber of Commerce in offering expanded services to new and existing members

Actions	DOT	Comments	By When	Lead Partner
1.7.3.1 : Chamber of Commerce - New Chamber website and 33 business events/training sessions engaging 1450 local businesses		Brighton & Hove Chamber of Commerce website is complete and live. 1500 businesses were engaged at 33 business events and training sessions, exceeding the project-end target.	Mar/2009	City Employment and Skills Steering Group

1.7.4 : Ensure B&H benefits for the new SEEDA funded Innovation & Growth Teams (IGT) to be established in 2009

Actions	DOT	Comments	By When	Lead Partner
1.7.4.2 : SEEDA IGT - Meaningful presence of IGT established in the city		The new IGT will operate in East Sussex and Brighton & Hove, meaning many delivery partners are stake-holders and in some cases will be working together for the first time. Given the complex project development process, SEEDA has been receptive to the delivery partners' ambition for the new IGT, and it is anticipated that the team will be established and operating in early 2010.	Mar/2009	City Employment and Skills Steering Group

Promoting enterprise and learning



<p>L 03 (NI151) - The percentage of the working age population who are in employment</p> <table border="1"> <thead> <tr> <th>Indicator</th> <th>Target</th> <th>Actual</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td>%</td> <td>74.50</td> <td>74.00</td> <td></td> </tr> </tbody> </table>		Indicator	Target	Actual	Status	%	74.50	74.00	
Indicator	Target	Actual	Status						
%	74.50	74.00							
<p>Comments This result is a 4 quarter average between Oct 2007 to Dec 2008 - it is the latest data available to show progress against this measure. It is lagged by 8 months to realtime. The next data set will be released in November 09 – this data will reflect the situation at the end of March 09 and be the final result used to measure progress against the 08/09 target.</p>									

<p>1.8.1 : Commission the City Employment and Skills Plan (CESP) Evaluation Report to monitor the success of the City Employment and Skills Steering Group in making progress against the CESP strategic priorities.</p>			
Actions	DOT	Comments	Lead Partner
1.8.1.1 : Final mid term evaluation		The mid-term evaluation has been completed. A new action plan with priorities for 2009/10 has been developed. A new evaluation framework to monitor the progress of the Action Plan has been identified and will be developed with the assistance of the Council's Performance team.	City Employment and Skills Steering Group
			Mar/2009



1.8.2 : Part-fund, support and monitor delivery of the Futures Programme, which provides training and work experience			
Actions	DOT	Comments	By When Lead Partner
1.8.2.1 : 45 workless residents engaged, receiving training and work placements in the hospitality sector, of which 30 secure employment		40 residents have been trained, 6 have entered into employment, 38 have successfully completed work placements. The employers who offered work placements have been impressed by the quality of participants. Job outputs have been low due to the economic downturn.	Mar/2009 City Employment and Skills Steering Group
1.8.3 : Fully-fund the Wired Sussex Internship Programme, offering graduates six weeks of work in the digital media sector			
Actions	DOT	Comments	By When Lead Partner
1.8.3.1 : Wired Sussex Internship - 25 Graduate internships, of which 8 secure employment		600 graduates applied for the Internship programme. 25 graduates have completed the internships provided by 21 local digital media companies. 13 have moved into employment (total target was 8). The project has been very successful. It has secured funding to run for at least one more year.	Mar/2009 City Employment and Skills Steering Group
1.8.4 : Map the profile of the city's available employment space			
Actions	DOT	Comments	By When Lead Partner
1.8.4.1 : Mapping the profile of employment space - Complete the Business Retention and Inward Investment Study		The city council formally approved the BRII at the Enterprise Employment and Major Projects CMM on 23rd March 2009 and work is now underway in developing the short term action plan	Mar/2009 City Employment and Skills Steering Group

1.8.5 : Part-fund, support and monitor delivery of the Breakthrough Programme, which assists workless city residents back into the labour market

Actions	DOT	Comments	By When	Lead Partner
1.8.5.1 : 300 workless residents engaged, of which 60 to secure work placements, 50 to secure employment and 20 to partake in volunteering		345 residents have been engaged, of whom 48 have secured employment, 87 have gained voluntary work, 57 have been offered work placements. The project has been very successful and it's an excellent case of good partnership working. The project has secured funding to run for at least one more year.	Mar/2009	City Employment and Skills Steering Group
<p>1.8.6 : Part-fund the Housing Benefit “Back to Work” Project, which provides discretionary payments to support benefit claimants in making the transition to employment</p>				
Actions	DOT	Comments	By When	Lead Partner
1.8.6.1 : 40 claimants to secure employment		18 residents have been helped into work since the beginning of the project. LABGI funding for this project was approved by the CESSG in late July 08 and the project didn't start before August 08.	Jul/2009	City Employment and Skills Steering Group


Promoting enterprise and learning

<p>L 04 - Improve the visitor economy (£ million)</p> <p>Legend: ■ TARGET ■ ACTUAL</p>	<p>Indicator</p> <p>£</p>	<p>Target</p> <p>427.80</p>	<p>Actual</p> <p>Not available</p>	<p>Status</p>
	<p>Comments</p> <p>There are no results available for this indicator at present</p>			

<p>1.9.1 : Investment in infrastructure and physical environment e.g. Improve Gateways to the City and implement the findings of the Public Space Public Life Study and deliver the regeneration of the Brighton Centre</p>				
Actions	DOT	Comments	By When	Lead Partner
1.9.1.1 : Recruit Destination Manager		Destination Manager recruited and started on 03/11/08	Mar/2009	Brighton & Hove City Council
1.9.1.2 : Introduce Greeter scheme		The scheme has been approved at CMM and a further report will follow in September. We have a number of interested volunteers and the channel web site is in development. Launch date October 09	Mar/2009	Brighton & Hove City Council



1.9.1 : Investment in infrastructure and physical environment e.g. Improve Gateways to the City and implement the findings of the Public Space Public Life Study and deliver the regeneration of the Brighton Centre

Actions	DOT	Comments	By When	Lead Partner
1.9.1.3 : Support introduction of pedestrian signage scheme		<p>Pedestrian wayfinding project on target to start roll out of new signs September 09. VisitBrighton commencing work on 'walking' campaign for launch in early 2009. Spring Campaign Completed – Summer campaign to also focus on outdoor activities including walking.</p> <p>VisitBrighton to amend marketing materials in line with new pedestrian signage / mapping scheme in 2009.</p> <p>Initial meetings held to ascertain potential applications / uses of new mapping and signage scheme – more to be held throughout year.</p>	Mar/2009	Brighton & Hove City Council

1.9.2 : Sustainable and responsible tourism e.g. Support the Federation of Disabled People in the provision of information to disabled visitors and support the expansion of Futures providing employment opportunities in Tourism for residents from disadvantaged backgrounds

Actions	DOT	Comments	By When	Lead Partner
1.9.2.1 : 20 accommodation & attraction records on Fed Access website		There are 31 accommodation & attraction records, and 93 records in total on the site by the end of March	Mar/2009	Brighton & Hove City Council



1.9.2 : Sustainable and responsible tourism e.g. Support the Federation of Disabled People in the provision of information to disabled visitors and support the expansion of Futures providing employment opportunities in Tourism for residents from disadvantaged backgrounds

Actions	DOT	Comments	By When	Lead Partner
1.9.2.2 : Grow traffic to Visitbrighton.com – 1.9m unique visitors in 2008		VisitBrighton developing range of 'podcast' trails to encourage visitors to explore all areas of the city on foot – launch scheduled Feb 09. Six podcast trails completed in Spring 09 – launched as part of Summer campaign: June 09 New stat package to re-launched website means old unique stats figure no longer relevant. New growth targets to be set for 2009/2010.	Mar/2009	Brighton & Hove City Council
1.9.2.3 : Achieve 20 new conferences with an Economic Impact Assessment of £61m		VisitBrighton has developed full section on 'Green' tourism in Brighton on new VisitBrighton.com website – Nov 08. VisitBrighton.com unique visitor numbers for period 1 Jan - 31 Sept 2008 = 1,534,871. On target to reach 1.9m by end of year. For Jan 08 – Dec 09 we achieved 32 conferences with economic impact of £52m so didn't reach £62m target unfortunately	Mar/2009	Brighton & Hove City Council

1.9.3 : Improving quality and raising standards e.g. Retain an 'Inspected Only' policy among the visitor accommodation providers in the City and support other quality schemes such as 'Scores on the Doors' and 'Best Bar None'.

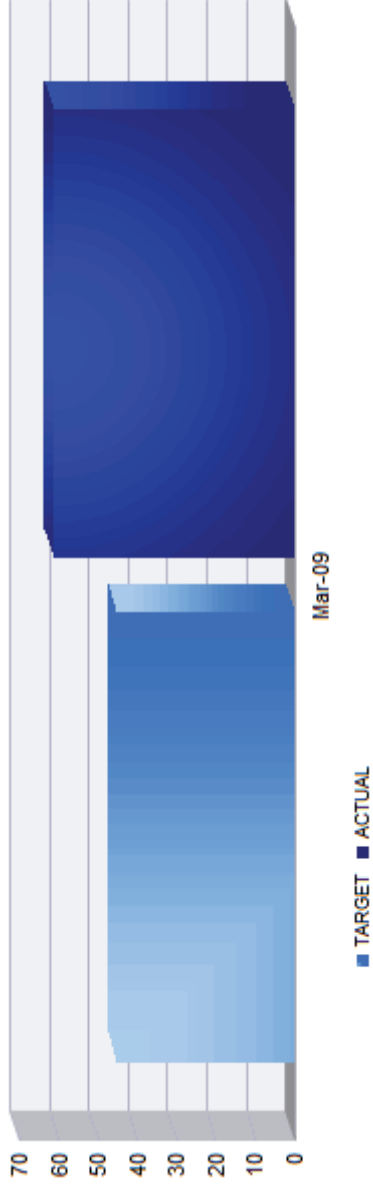
Actions	DOT	Comments	By When	Lead Partner
1.9.3.1 : Launch Sussex breakfast and have 10 businesses signed up		We achieved 6 businesses signed up by the end of March.	Mar/2009	Brighton & Hove City Council
1.9.3.2 : Achieve 75% bed space in accommodation inspection scheme		We achieved 77.45% bedspace	Mar/2009	Brighton & Hove City Council

1.9.4 : Partnership and consultation e.g. Carry out annual visitor surveys

Actions	DOT	Comments	By When	Lead Partner
1.9.4.1 : Have 280 partners joined with Visitbrighton		We had 271 partners by December 2008, which is the end of our Partnership year	Mar/2009	Brighton & Hove City Council
1.9.4.2 : Visitor Survey Complete		TSE Commissioned and working on brief for survey to be carried out in September	Mar/2009	Brighton & Hove City Council

Strengthening communities and involving people

Indicator	Target	Actual	Status
%	45.20	61.20	
<p>Comments Result from Active People Survey 2 (surveys conducted between April-October 08), Brighton & Hove has a current engagement level of 61.2%, the highest level nationally outside London and the highest of all of the 24 Local Authorities that selected NI 11 within their LAA's. As this was the baseline year the target of 45.2% refers to the National result achieved.</p>			



4.6.1 : Fund and work with the Brighton Dome and Festival (BDFL)		By When	Lead Partner
Actions	DOT	Comments	
4.6.1.1 : • Attendance at board meetings and monitoring meetings • Closer partnership working • Develop a new agreement and PI evaluation framework in line with NI 11		Paula Murray attends quarterly BFDL Board meetings plus monthly meetings with the chief executive. Donna Close continues to work in an advisory role on outdoor programme development as part of the support of the city council for the free elements of the Festival programme and represents the festival in two consortia Without Walls and ZEPA. The new PI framework will be negotiated and in place by Q3 of 09/10	Brighton & Hove City Council




4.6.2 : Provide community development support to groups running community festivals and fun days and community based arts activities


Actions	DOT	Comments	By When	Lead Partner
4.6.2.1 : Community Development - Grant appraisals		<p>All 4 rounds of annual grants now completed in conjunction with the Grants Team.</p> <p>A total of 18 organisation's were supported through Arts Partnership, 14 through Grants for Smaller Organisation's and 16 through Community Festivals.</p>	Mar/2009	Brighton & Hove City Council

4.6.3 : Provide development support, advice and funding to Key 3 year funded arts organisations, annual grant aided organisations including those in receipt of Arts Partnership Awards, arts festivals in the city

Actions	DOT	Comments	By When	Lead Partner
4.6.3.1 : Grant appraisals & annual monitoring reports and visits. New PI evaluation framework to be developed and implemented		<p>We are in year 2 of the 3 year funding cycle with 8 strategic organisation's sharing £150,000 per annum.</p> <p>14 arts organisation's have been funded in rounds 1, 2 & 3 of Arts Partnerships to a total of £20726.</p> <p>Brighton Pride has an annual SLA of £25000</p> <p>Office's have had a minimum of 2 meetings with each of these organisation's each year. The new PI evaluation framework will be delivered in Q3 of the 2009/10</p> <p>We have secured investment and development in the city's festivals through leading on a Festivals Clusters initiative supported by SEEDA and ACE. This initiative will impact on our Spring and Autumn Festival Clusters raising their profile nationally and internationally.</p>	Mar/2009	Brighton & Hove City Council

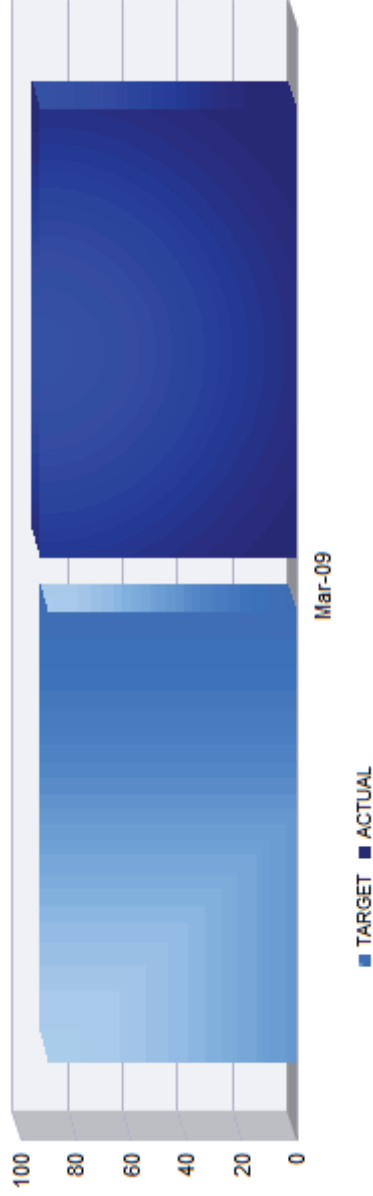
4.6.4 : To support and develop targeted initiatives increasing access to arts activity and participation such as the White Nights initiative (free entry and entertainment at Brighton Museum and Royal Pavillion until midnight once a year)			
Actions	DOT	Comments	By When Lead Partner
4.6.4.1 : •Delivery of White Night (free entry and entertainment at Brighton Museum and the Royal Pavillion until midnight once a year) •Develop economic and social indicators to evaluate broader impact of White Night		First White Night successfully delivered on 25 October 2008. An estimated 15,000 people attended the free events in 13 venues and outdoors. There was a wide age range from 1 to 70. 45000 attended the events in the Library, 2592 the Museum and 1232 at the Pavillion. Plans are underway for the second event in 2009. An evaluation report has been produced and circulated	Mar/2009 Brighton & Hove City Council
4.6.5 : Supporting marketing initiatives in the cultural sector - particularly those that seek to break down barriers to participation and attendance			
Actions	DOT	Comments	By When Lead Partner
4.6.5.1 : • Attendance at Audiences meeting • Attendance at ACE NI11 meetings • Development of new PI evaluation framework working with ACE, GOSE and AMH • Development of 'soft' evaluation indicators		Three meetings have taken place at ACE with other local authorities in the region that have selected NI11 to explore shared NI11 initiatives across the region. We are working with Audiences South to develop an awareness raising event about NI 11 to our cultural delivery partners which will take place in Q2 2009/10	Mar/2009 Brighton & Hove City Council
4.6.6 : Develop and deliver a range of participatory public arts projects funded via the councils Percent for Art Policy			
Actions	DOT	Comments	By When Lead Partner
4.6.6.1 : Delivery of participatory public arts projects (5 per annum)		Pankhurst Av Photography Project – workshops are running till April when exhibition will be installed in the community centre. Hollingbury Schools Projects - underway and on schedule with delivery in Q1 2009/10 St Josephs public art project – workshop completed and work on site underway on an installation in the playground.	Mar/2009 Brighton & Hove City Council

4.6.7 : Collaborating on joint agendas with colleagues in other sectors to incorporate arts element to those such as the Journey On transport campaign and the work with the Drugs and Alcohol Action Team

Actions	DOT	Comments	By When	Lead Partner
4.6.7.1 : Input into at least 4 events annually (2008: Children's festival, Car Free Day, White Night)		<p>Delivered an aspect of White Night with Creative Futures to engage with homeless artists (completed 25 Oct) Car Free Day joint working (completed Sept) Useful Arts (service user led organisation) photographic exhibition as part of the photo fringe to be delivered in Q1 2009/10. First Aqua festival delivered with partners in sports development in March 2009 Plans for a new event in April 2009 called The Book and The Rose led by colleagues in Policy</p>	Mar/2009	Brighton & Hove City Council

Strengthening communities and involving people

L 21 - Community engagement in local libraries



Indicator	Target	Actual	Status
%	90.00	93.00	
Comments			
93% of actions/milestones and targets below were achieved in 08/09.			

4.7.1 : Improve access to information and learning through the provision of free ICT access in public libraries

Actions	DOT	Comments	By When	Lead Partner
4.7.1.1 : Increase the percentage of take up of available ICT time in libraries to 46%		Q3 result is down to 39% - this is partly due to some IT problems and under reporting of use that has been identified.	Mar/2009	Brighton & Hove City Council
4.7.1.2 : Achieve 2.08 million virtual visits (website hits) in 2008-09		End of 2008-09 year result is 2.65 million virtual visits, a significant over-achievement of the target for the year, and an increase of over half a million visits compared with last year.	Mar/2009	Brighton & Hove City Council

4.7.2 : Support children's learning

Actions	DOT	Comments	By When	Lead Partner
4.7.2.1 : Improve take up of Bookstart packs for those aged 1-3 years olds for 2008-09		Excellent level of Bookstart gifting at all three stages, achieving improvements at the stage 2 Toddler Pack level Stage 1 92% Stage2 74% Stage 3 100%	Mar/2009	Brighton & Hove City Council
4.7.2.2 : Increase the percentage of children completing the Summer Reading Challenge to 40% for 2008.		Completion rate increased to 37% in 2008, so improvement on 2007 but not to the level we had hoped.	Mar/2009	Brighton & Hove City Council
4.7.2.3 : Increase the numbers of children attending Homework Clubs by 5% in 2008-09		Have already achieved 70% increase in numbers attending Homework clubs, significantly above the target of 5% increase on numbers compared to last year. 07/08 - 1633, 08/09 - 2786 = 70% increase	Mar/2009	Brighton & Hove City Council

4.7.3 : Increase the number new library members added



Actions	DOT	Comments	By When	Lead Partner
4.7.3.1 : Achieve 20,000 new members in 2008-09		20,296 members added in 2008-09	Mar/2009	Brighton & Hove City Council

4.7.4 : Increase use of public libraries – visits

Actions	DOT	Comments	By When	Lead Partner
4.7.4.1 : Achieve 1.8 million visits in 2008-09		Achieved just over the target set, with 1,826,089 visits to Libraries in 08/09	Mar/2009	Brighton & Hove City Council
4.7.4.2 : Achieve 1.44 million issues in 2008-09		Achieved just under the target set, with 1,366,655 issues in 08/09	Mar/2009	Brighton & Hove City Council

4.7.5 : Increase the range and number of new items added to Libraries stock			
Actions	DOT	Comments	By When Lead Partner
4.7.5.1 : Purchase 47,500 new items for stock in 2008-09		Exceeded the target, with 54,896 items purchased in 2008-09.	Mar/2009 Brighton & Hove City Council
4.7.6 : Increase the number of people participating in library run activities			
Actions	DOT	Comments	By When Lead Partner
4.7.6.1 : Achieve target of 34,500 people taking part in activities in libraries for 2008-09		Exceeded the target, as 38,702 people took part in activities in Libraries in 2008-09	Mar/2009 Brighton & Hove City Council
4.7.7 : Improve satisfaction with libraries services			
Actions	DOT	Comments	By When Lead Partner
4.7.7.1 : Achieve 92% satisfaction rate with computer facilities in the E-Plus CIPFA Survey in Oct 2008		77% achieved (questions different from previous survey so result derived from 2 questions).	Mar/2009 Brighton & Hove City Council
4.7.7.2 : Achieve 94% satisfaction rate with Libraries services from CIPFA survey of adult library users in October 2009.		Survey due next year.	Mar/2009 Brighton & Hove City Council
4.7.7.3 : Achieve 90% satisfaction rate with libraries - Children		91% achieved in 2007 (surveys carried out every 3 years). Brighton & Hove Children's Libraries Services have the second highest satisfaction rates in the country.	Mar/2009 Brighton & Hove City Council
4.7.8 : Provide better health information and support in libraries			
Actions	DOT	Comments	By When Lead Partner
4.7.8.1 : Expand the Books on Prescription scheme		Books on Prescription collections now available in Hove and Whitehawk libraries to enable referrals from more GPs across the city.	Mar/2009 Brighton & Hove City Council

4.7.9 : Develop three community libraries as local hubs for delivery of local community services

Actions	DOT	Comments	By When	Lead Partner
4.7.9.1 : Local Hubs - Complete feasibility studies and options appraisals		Feasibility work has commenced	Mar/2009	Brighton & Hove City Council
4.7.9.2 : Achieve improvements in three community libraries		Feasibility work has commenced	Mar/2009	Brighton & Hove City Council

Strengthening communities and involving people

L 22 - Number of school age children in organised school visits to museums		Indicator	Target	Actual	Status
		No.	32,700.00	40,023.00	
<p>Comments</p>					

4.8.1 : Deliver the outreach programme which includes visits to school assemblies and development of outreach sessions



Actions	DOT	Comments	By When	Lead Partner
4.8.1.1 : Visit 140 schools (including out of city) reaching 7600 children		108 schools visited reaching 8,490 children	Mar/2009	Brighton & Hove City Council
4.8.1.2 : Visit 7 school assemblies reaching 1400 children		20 school assemblies attended in total reaching 2,480 children	Mar/2009	Brighton & Hove City Council

4.8.2 : Engage very young children by delivering sessions to the early years (pre-school) age group



Actions	DOT	Comments	By When	Lead Partner
4.8.2.1 : Deliver 150 early years sessions reaching 2400 children		190 early years sessions have been delivered, reaching 5,151 children	Mar/2009	Brighton & Hove City Council



4.8.3 : Support teachers to use museums and museum objects in teaching.

Actions	DOT	Comments	By When	Lead Partner
4.8.3.1 : Deliver 5 Continuing Professional Development (CPD) sessions to train 60 teachers		5 CPD sessions held 25 teachers attending in total	Mar/2009	Brighton & Hove City Council
4.8.3.2 : Provide 21 loan boxes of museum objects reaching 1681 children		109 loans of boxes of museum objects have been made to date, reaching 6,438 children	Mar/2009	Brighton & Hove City Council

4.8.4 : Work with LEA advisors to promote the service and link up with schools for projects & free workshops for temporary exhibitions (funded externally)

Actions	DOT	Comments	By When	Lead Partner
4.8.4.1 : Attract 30 school groups to temporary exhibitions reaching 900 children		44 school groups have attended temporary exhibitions to date, bringing 1,489 children	Mar/2009	Brighton & Hove City Council
4.8.4.2 : Undertake research to establish schools that have not used the service in the last two years		Analysis complete and a number of schools identified to be targetted during 09/10 with taster sessions	Mar/2009	Brighton & Hove City Council

CULTURE, TOURISM & ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE

Agenda Item 26

Brighton & Hove City Council

Subject: *Brighton & Hove's Programme for 2012*
Date of Meeting: **28 September 2009**
Report of: **Director of Cultural & Enterprise**
Contact Officer: Name: **Pauline Freestone** Tel: **29-3312**
E-mail: pauline.freestone@brighton-hove.gov.uk
Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The Culture, Tourism and Enterprise Overview and Scrutiny Committee has requested an update on Brighton and Hove's activity in relation to London 2012. This report presents the context for that activity, a summary of that activity to date plus an indication of future potential.
- 1.2 No event on this scale has reached these shores for over a generation. The Olympic and Paralympic Games provides an inspirational platform to seize the many opportunities in business, sport, culture, tourism, volunteering and skills learning and now is the time to make these opportunities available to everyone in the city.
- 1.3 These ambitions will not be realised without the support of the council and close links with our partners. Brighton & Hove are fully committed to a partnership approach at a local, regional and national level, and working with central government, the London Organising Committee for the Olympic Games (LOCOG) and the Olympic Delivery Authority (ODA).

2. RECOMMENDATIONS:

- 2.1 That the committee notes the contents of the report and endorses the activity to date.
- 2.2 That the committee continues to endorse the partnership approach adopted at every level to meet agreed outcomes.

- 2.3 That the committee supports the council in facilitating the newly established 2012 citywide strategy group and endorses the priorities this group are working towards.
- 2.4 That the committee endorses the local branding to be used to promote the Brighton & Hove 2012 programme of “Brighton & Hove 10....11....12”
- 2.4 That the committee makes further recommendations as to activity that might be included in any future programme, or other potential partners to be included.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 When London won its bid to host the 2012 Olympic and Paralympic Games, the government not only committed to deliver a successful and inspirational sporting event but equally importantly promised to create a sustainable legacy. Legacy does not only include the benefits that arise from building the Olympic Park and venues but equally significant the legacy of sporting, cultural, community, environment and enterprise initiatives inspired by the Games. Legacy does not mean what is left after the Games but a legacy that starts now, at a local level, looking to support and create inspired programmes leading up to 2012.
- 3.2 In November 2008 the Culture, Tourism and Enterprise Scrutiny Committee endorsed the requirement for a part time 2012 Co-ordinator. The post has been jointly supported by Culture & Economy and Housing for 3 days a week and the post has been extended to end in March 2013. Pauline Freestone continues to hold this role and is managed within Culture and Economy.
- 3.3 Locally the function of the Co-ordinator is to pull together the Brighton & Hove programme and strategy for the Olympics with clear outcomes. To work in partnership with other departments – sport, arts & culture, tourism, the private sector and local business to raise awareness and participation levels and to organise and deliver elements of the programme.
- 3.4 Development of city wide activity will be driven through the newly created 2012 citywide strategy group. This group includes representatives from major organisations and individuals from the sporting, cultural, business, education and community sectors in the city.
- 3.5 No new central government funding has been made available to deliver on Games related activities outside London, and this provides an important context within which the city wide strategy group and other partners are operating. Resourcing the various activities over the next three years is of key importance.
- 3.6 The 2012 city wide strategy group are working towards a number of priorities to ensure that residents, visitors and businesses have the opportunity to participate in and benefit from 2012 activities. These priorities include:
 - Increasing participation in sport and physical activity to raise the overall health of the city

- Maximise the benefits to businesses to benefit the local economy
 - Raise the profile of the city locally, nationally and internationally
 - To maximise and increase activities offered within the city's sporting facilities through the 2012 programme.
- 3.7 At a regional level BHCC continues to be represented at the following working groups:
Culture & Communities, Sporting Capacity, 2012 SE Sector Working Group, Tourism, Transport, the Gatwick Diamond Pre-training Camp Groups and a 2012 Co-ordinators networking group.
- 3.7.1 Brighton and Hove is part of two regional development programmes:
Create, Compete Collaborate (regional youth project)
Accentuate (Legacy Trust Funded disability project)
- 3.8 Nationally there were a number of key dates and projects that Brighton & Hove are participating in at a local level which provides us with an opportunity to have a national focus:
- Handover ceremonies for both the Olympic and Paralympic Games with a focus on participation, celebration and education.
 - The annual Cultural Olympiad Open weekend
 - Get Set – LOCOG's educational programme
 - Stories of the World – hosted at Brighton Museum & Art Gallery
- 3.9 The Brighton & Hove 2012 programme will be launched under the banner Brighton & Hove 10....11....12, following LOCOG sign off, at the beginning of 2010. An extensive programme of national and local events, new and established will be included. Locally there have already been 4 key events that will form part of the 2012 legacy offer, these include:
- The Takepart International Sports Festival
 - The City Sports and Activity Awards
 - The City Sports and Activity Grant to benefit sports clubs and individual athletes.
 - The Aqua Festival
- 3.10 Over the next three years many events in Brighton & Hove will offer a 2012 focus to encourage greater participation and opportunity. Some of these events will be one off occasions, and others will offer Brighton & Hove a 2012 legacy. So far these include:
- An international primary schools language project
 - Free swimming for the Under 16s and over 60s
 - A Key Stage 1 Sports Challenge
 - A Disability Games
 - Older Peoples Olympics
 - Event Volunteering Database

- The Brighton Marathon
- Personal Best - hosted by Albion in the Community
- Visit Britain – filming of the road to 2012

3.11 The Games has the potential, at a local level, to raise the aspirations of young people, to contribute positively to the health of individuals, create opportunities for businesses, and raise the profile of the city with international interest being very much focused in the South East. However, the Games cannot deliver this in isolation. The events and projects currently in place have worked towards achieving some of the desired outcomes. Working with partners to launch a comprehensive programme in 2010 will become the focus for the city's offer and provide a clear path to legacy opportunities. The city's extensive cultural programme will become very much a part of the 2012 programme and legacy, for example working with:

- Brighton Festival
- White Nights
- Pride
- Children's Festival

4. **CONSULTATION**

Consultation has been carried out across council departments in the establishment of the programme to date. Consultation will continue to be focused around the 2012 citywide strategy group.

5. **FINANCIAL & OTHER IMPLICATIONS:**

5.1 Financial Implications

The local events referred to in this report will be subject to funding being identified. There are no other direct financial implications arising from the report.

Finance Officer Consulted: Name Peter Francis Date: 9.9.09

5.2 Legal Implications:

There are no legal implications to be considered at this stage.

Lawyer Consulted: Name Bob Bruce Date: 10.9.09

5.3 Equalities Implications:

There is significant scope within the developing programme for Brighton and Hove 2012 to undertake targeted work to increase participation in culture and sport amongst groups who currently do not take part.

An Equalities Impact Assessment will now need to be undertaken for the work of the 2012 city wide strategy group.

5.4 Sustainability Implications:

The legacy element of activity supported in shaping a programme looking towards 2012 is key. There are no environmental sustainability implications at this stage.

5.5 Crime & Disorder Implications:

There are no implications for Crime and Disorder to be considered at this stage.

5.6 Risk and Opportunity Management Implications:

There are risk and opportunity management implications in the question of what level of activity to aspire to in terms of Brighton and Hove 2012 – a risk of raising unrealistic expectation across the city but also of missing out on opportunities. It will be key to retain a level of realism throughout in terms of the ambitions of the programme and the level of resources it will be able to attract. Individual elements within the programme will have their own inherent risk analysis eg events.

5.7 Corporate / Citywide Implications:

The 2012 programme will contribute to a number of the council's corporate objectives, particularly around raising the profile of the city and contributing to its economic success and increasing levels of active participation in culture and sport. The establishment of the 2012 city wide strategy group will ensure that the activities and programme are completely inclusive allowing for all areas of the city to be given the opportunity to be involved.

SUPPORTING DOCUMENTATION

Appendices:

None

Documents In Members' Rooms

None

Background Documents

None

**CULTURE, TOURISM AND
ENTERPRISE OVERVIEW &
SCRUTINY COMMITTEE**

Agenda Item 27

Brighton & Hove City Council

Subject: *Scoping report for Ad Hoc Panel proposals*
Date of Meeting: **October 7th 2009**
Report of: *Director of Culture and Enterprise*
Contact Officer: Name: *Paula Murray* Tel: **29-2534**
E-mail: *paula.murray@brighton-hove.gov.uk*
Wards Affected: All

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The reports sets out information on three proposals for Ad Hoc Panel reviews that the Culture, Tourism and Enterprise Scrutiny Committee may wish to consider building into its work programme, namely: the use of empty commercial premises, the future of New England House as a digital media hub and cultural services for children and young people.

2. RECOMMENDATIONS:

- 2.1 That the Committee consider taking forward one of these proposals or seek/develop alternatives.

3. RELEVANT BACKGROUND INFORMATION:

- 3.1 A proposal to look at the use of empty commercial premises was proposed by Cllr Pete West as follows:

Empty properties spoil town centres, damaging their economic and social value. Vibrant community uses can benefit existing shops, as well as the wider town centre, through increased footfall, bringing life back to the high street and making better use of resources overall.

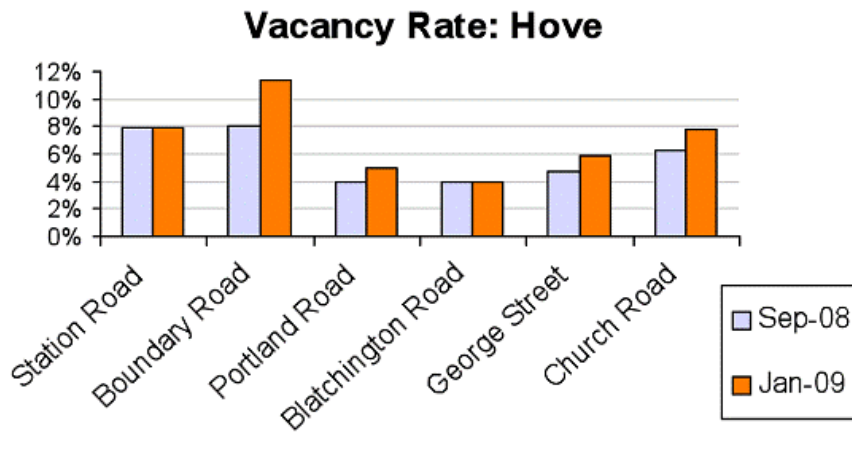
I understand that the Local Government Association has successfully campaigned to allow local authorities more powers in this respect, and that this has now been backed by national government (<http://www.lga.gov.uk/lga/core/page.do?pageId=1804893>).

I am therefore requesting that the Culture, Tourism & Enterprise Overview & Scrutiny Committee undertake a scrutiny into how the council can best use its powers and resources to work with community groups and the business community to bring empty commercial property back into use across the city.

3.1.1 Brighton and Hove has seen the closure of some city centre commercial retail premises as a result of the recession, but not to the same degree as elsewhere in the region or nationally.

National vacancy rates stood at 12% in summer 2009 (Experian data), with major UK cities such as Liverpool Leeds and Derby suffering from over 20% vacancy rates.

Below are the most recent figures for Brighton and Hove.



All the above streets have a vacancy rate below the current UK average.

In Central Brighton the latest rate for vacancies stands at 4.7% (Oct 2008), which is less than the 5.75% recorded March 2008.

- 3.1.2 Whilst the availability of space is an issue for many of our community and third sector groups, the kind of short term usage with unpredictable notice periods, is not wholly conducive to sustainability for those groups. Additionally, the costs and insurances involved in preparing premises for use by the public is often prohibitive, the space in the Co-op building on London Road is currently charged out at £300 per week for example. Any new powers conferred on the local authority in terms of planning and licensing; do not preclude the need for the necessary insurances and health and safety measures. The use of Circus St in the most recent Brighton Festival in May is another example where the cost of preparing the empty commercial space for use by the public and the measures that had to be taken would deter most groups.
- 3.1.3 Where there have been empty shopfront premises in both Brighton and in Hove centre, the Local Authority Business Growth Initiative Recession Relief programme project to put large scale artworks in those shopfronts has been used to great effect.
- 3.1.4 As a local authority, the powers of intervention over commercial premises are limited. Arguably, the resources of the local authority are best used in the direct support of groups, either community groups or third sector, looking for premises, sourcing funding and capacity building. A recent report to Cabinet as a result of

a Notice of Motion from the Green Group outlines a number of recent successes in this area and is attached at Appendix One.

- 3.1.5 In summary, the impact of a review following this line of enquiry may not have the impact in Brighton and Hove given vacancy rates and rental rates that it might have in another location.
- 3.2 A proposal to look at the future of New England House as a digital media centre was proposed by Cllr Pete West on behalf of the St Peter's ward Councillors as follows:

As I am sure you are aware New England House serves as a vital incubator for small start up enterprises particularly but not exclusively those in the creative industries which make such a vital contribution to the local economy. Occupants are particularly appreciative of the flexible space, low rents and of being part of a vibrant and enterprising community.

There has been much uncertainty over the future of the building recently particularly in light of the aspiration of St James investment to acquire and demolish the building in order to make way for a Tesco's megastore. We understand that these proposals have now been abandoned.

This seems an ideal opportunity for the council to take a fresh look at the future of the building which while much loved is in desperate need of refurbishment. There have also been a series of burglaries recently which have had a devastating impact on those individuals and businesses affected.

So I would like to request on behalf of the St Peters & North Laine ward councillors that The Culture, Tourism & Enterprise Overview & Scrutiny Committee undertake a scrutiny into the future of the building. This scrutiny could be tasked with exploring the options that are available to address the current problems whilst bringing the building into full occupation and securing its long term future.

- 3.2.1 The proposal to look in detail at the potential future for New England House and to develop an options analysis is one that has been discussed in a number of places within and outside of the authority in recent weeks and months.
- 3.2.2 Wired Sussex, a networking organisation of digital media organisations have led some of the discussion with members, both informally and formally at a previous Scrutiny Meeting of this committee earlier this year for example.
- 3.2.3 Since the scrutiny proposal was put forward, the Council's senior management team has mandated a group of officers to develop a feasibility study and options analysis into the future of the building in partnership with the University of Sussex who also have a particular interest in the facility and Wired Sussex. That work is going forward currently.
- 3.2.4 As part of the forthcoming round of recommendations for the Local Authority Business Growth Initiative funding that is projected to be available for 2009/10,

there is a proposal to fund a portion of this feasibility work on New England House to the sum of £20,000. This proposal will be going in a report to full Cabinet in October this year.

- 3.2.5 In summary, there is currently activity in motion and a high profile focus on the task of taking forward the development of a vision for New England House. An Ad Hoc panel would initiate a parallel piece of work with the same objectives and involving the same officers and external partners. The committee may wish to do this, or to ask for regular reports on the work that is already in place.
- 3.3 A proposal to establish an Ad Hoc Panel into the range and availability, strengths and gaps in terms of cultural provision for children and young people was discussed briefly at the last Scrutiny Committee.
 - 3.3.1 The local authority provides a wide range of service for children and young people both directly such as the programme offered by the Brighton and Hove Music Trust, and indirectly by supporting and funding external organisations such as Same Sky or the Brighton Dome and Festival.
 - 3.3.2 In recent years, the local authority has not been successful in two major government awards that were made available to boost cultural services for children and young people; Creative Partnerships and Find Your Talent. In both cases, Brighton and Hove made strong partnership bids but in both cases was not successful due to the indices of deprivation being higher in the locations awarded the funding; Hastings for example.
 - 3.3.3 Brighton and Hove has an Arts Strategy for Children and young People; Express which was developed by a cross directorate team of officers with external partners. This was developed two years ago, and it has not been easy to raise funding to deliver on all of its ambitions.
 - 3.3.4 The successful Brighton and Hove Arts Commission led project the Children's Festival is due to take place next in April 2010. At that time, the City will also be playing host to a conference on children's festivals and launching a national network of children's festivals that the City is leading on the development of. This might be an ideal opportunity to launch the recommendations of an Ad Hoc Panel undertaking an enquiry into this area of provision.
 - 3.3.5 In summary, it may be timely to re-visit this strategy and to look again at provision across the city with a view to making recommendations on the deployment of existing resources, on where there is good practice and where there are gaps in provision and on future direction. If the panel decide to go ahead they will need to liaise with Children and Young Peoples Overview and Scrutiny Committee (CYPOSC).

4. CONSULTATION

- 4.1 There has been consultation in the preparation of this report with senior officers and the Chair of Scrutiny.

5 FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

There are no financial implications resulting from the recommendations of the report itself, however, there may be financial implications resulting from the recommendations of any Ad Hoc Panel that is established.

Finance Officer consulted: James Hengeveld Date 30 September 2009

5.2 Legal Implications:

There are no legal implications resulting from the recommendations of the report itself, however, there may be legal implications resulting from the recommendations of any Ad Hoc Panel that is established.

Lawyer consulted: Bob Bruce Date: 30 September 2009

5.3 Equalities Implications:

There are no direct equalities implications arising from this report, however, particularly in the case of an Ad Hoc Panel that examines cultural provision for children and young people, the equalities implications would be a driving force for the direction of the enquiry.

5.4 Sustainability Implications:

There are no direct sustainability implications arising from this report. The sustainability implications of any one of the three potential Ad Hoc Panels would be developed throughout the process of the panel's enquiry.

5.5 Crime & Disorder Implications:

There are no direct crime and disorder implications arising from this report. Each of the potential three Ad Hoc Panels would be likely to have a direct and positive impact in terms of crime and disorder implications. The proposals to look at empty commercial premises and the proposal to look at New England House have both been initiated partially from a concern in terms of crime and disorder. An Ad Hoc Panel looking at cultural services for children and young people might also choose to focus or make recommendations around provision for young people at risk of taking part in criminal activity or at risk of exclusion.

5.6 Risk and Opportunity Management Implications:

The risk and opportunity management implications are covered in the body of the report under each proposal.

5.7 Corporate / Citywide Implications:

All three Ad Hoc Panels proposed would have citywide implications either in terms of the economy of the city or the population.

SUPPORTING DOCUMENTATION

Appendix One: **Notice of Motion from Council, 16 July 2009
– Making the Most of Wasted Spaces**

**Cabinet Report, 17th September 2009
– Wasted Spaces – Response to Notice of Motion from Council
16 July 2009**

NOTICE OF MOTION

MAKING THE MOST OF WASTED SPACES

“This council applauds the success of groups making use of empty spaces and buildings to the cultural, commercial and community benefit of the city, notably:

- Andrew Comben and the Brighton Festival for the inspirational use of the market building to house Anish Kapoor’s *The Dismemberment of Jeanne D’Arc*
- The Guerilla Gardeners who have turned an eyesore into a community landmark with their rescue of the derelict garage site in the Lewes Road
- The Brighton University art students who converted the Old Music Library into an art gallery for the Brighton Festival
- Slack Space Brighton, which is bringing empty shops and offices into use for small traders across the city.
- The Bristol Estate Artists’ Studio project.
- The conversion of disused buildings, such as bin stores, on some of the Council’s housing estates.
- The Cyberden I.T. training facility at St. James House.

It therefore asks the Cabinet to further examine the possibilities of helping these and other groups in their efforts to make the most of wasted spaces to help the city out of the recession.”

Subject:	Wasted Spaces – Response to Notice of Motion from Council 16 July 2009		
Date of Meeting:	17 September 2009		
Report of:	Acting Director of Strategy & Governance		
Contact Officer:	Name:	Martin Warren	Tel: 29-0555
	E-mail:	martin.warren@brighton-hove.gov.uk	
Key Decision:	No		
Wards Affected:	All		

FOR GENERAL RELEASE**1. SUMMARY AND POLICY CONTEXT:**

- 1.1 This report responds to the Notice of Motion 'Making the Most of Wasted Spaces' moved by Councillors Randall and Kennedy as agreed at Council on 16 July 2009.
- 1.2 The Notice of Motion requested that 'the Cabinet ... examine the possibilities of helping these and other groups in their efforts to make the most of wasted spaces to help the city out of the recession.'
- 1.3 The local authority has for some time, been working with groups and individuals to make the most of 'wasted' or redundant spaces. This work has benefitted projects and organisations across the city. Some of the instances mentioned in the Notice are examples of the work which the council supports in this respect.

2. RECOMMENDATIONS:

- 2.1 That Cabinet continues to work proactively with partners in improving the environment by positive use of 'wasted spaces'.
- 2.2 That Cabinet endorses the work already being carried out by the local authority and its partners in making productive use of empty spaces within the community.

3. RELEVANT BACKGROUND INFORMATION:

- 3.1 The creative use and reclamation of 'wasted space' has developed alongside conventional changes to land use and law. Initiatives such as 'asset transfer' aim to empower communities and enable the transfer of publicly owned assets to community groups.

- 3.2 The coincidental and parallel development of these concerns, alongside the growing acceptance that a temporary use of redundant spaces is preferable to non-use, has resulted in a more liberal approach to the use of redundant land.

- 3.3 The Local Authority has been involved in approving temporary planning permission and provisions for some of the schemes mentioned in the Notice of Motion and has been broadly benign in respect of those direct action movements.
- 3.4 The summary below outlines the ways in which the council interacted with the instances of 'wasted space' as identified in the Notion Of Motion and some of the outcomes.
1. *Andrew Comben and the Brighton Festival for the inspirational use of the market building to house Anish Kapoor's The Dismemberment of Jeanne D'Arc.* – The councils Culture & Enterprise Directorate, Property & Design Team and Licensing Team worked in tandem with Brighton Festival to manage this project. It offered a precedent for the ways in which the council might approach similar schemes. The three installations across the city attracted 80,000 visitors.
 2. *The Guerilla Gardeners who have turned an eyesore into a community landmark with their rescue of the derelict garage site in the Lewes Road.*
 3. *The Brighton University art students who converted the Old Music Library into an art gallery for the Brighton Festival* – Initiated by students from Brighton University, the council, through the auspices of the Brighton & Hove Arts Commission supported the development of the project.
 4. *Slack Space Brighton, which is bringing empty shops and offices into use for small traders across the city.* Having met informally with representatives of 'Slackspace' officers are also considering ways in which empty spaces might be used to trial short-term business incubation. As these ideas cohere, information will be provided to members for consideration.
 5. *The Bristol Estate Artists' Studio project.* Instigated by local residents, the project was supported by numerous council departments (including, Housing Management, Property & Design, Culture & Enterprise). The council worked on a long-term development plan with the Arts Council and others. The project was funded entirely by external providers.
 6. *The conversion of disused buildings, such as bin stores, on some of the Council's housing estates.* – The council has long supported the innovative use of redundant spaces. Disused buildings have been bought back use and were part of the success of 'Red Herring', the Phoenix Galleries and 'Fabrica'.

7. *The Cyberden I.T. training facility at St. James House.* – Tenant led and developed, this project was supported by Housing Management.

- 3.5 The council has worked flexibly and positively to make the best use of redundant spaces and its approach has been specific to the needs of the project.
- 3.6 Appendix 1 of the report details the work planned and already in place to improve the visual appearance of empty properties in the city. Officers are also talking with third parties about the use of 'pop-up' shops; temporary leases for un-occupied premises.
- 3.7 Unfortunately the council was not identified as one of the 57 recipients of the Government funding recently announced to help areas hit hardest by the recession. The funding announced by the Communities & Local Government Secretary in August was offered to help find creative ways to reduce the negative impact empty shops are having on high streets.
- 3.8 The creative use of redundant spaces across the city, particularly during recession is an attractive alternative to boarded shop fronts or neglected public spaces. In order for the city to positively benefit and to ensure the protection of landowners and landlords, Cabinet Members should have an overview of projects proposed or underway. It is recognised that, by their nature, some groups will not want to engage with the Local Authority or seek their direct support.
- 3.10 Should determination of a project be sought or required, responsibility should rest with the relevant Cabinet Member and brought to Cabinet for approval if the responsibilities and / or liabilities are considered to have corporate or cross-portfolio implications.

4. CONSULTATION

- 4.1 In compiling this report consultation has been undertaken with Senior Managers and reference made to the work of Local Authorities on similar issues.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 In considering options for use of wasted space the costs of creative use or reclamation of the space would need to be considered and projects agreed on a case by case basis depending on the funding source. The shop front covers identified in Appendix 1 have been funded through the LABGI allocation.

Finance Officer Consulted: Anne Silley
24/08/09

Date:

Legal Implications:

- 5.2 There are no immediate legal implications. Any specific proposal submitted for Cabinet or Cabinet Member consideration would require evaluation with respect to the council's legal duties and powers.

Lawyer Consulted: Oliver Dixon
26/08/09

Date:

Equalities Implications:

- 5.3 There are no immediate legal implications. Instances considered for determination would be considered on their merits; given this an EIA is not required.

Sustainability Implications:

- 5.4 Positive management of under-used spaces in the city improves the street scene and the sustainability of local communities.

Crime & Disorder Implications:

- 5.5 Positive management of under-used spaces in the city improves the street scene and has a proven value in deterring vandalism and graffiti.

Risk & Opportunity Management Implications:

- 5.6 There are none.

Corporate / Citywide Implications:

- 5.7 There are none.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 An alternative option would be to support the organisation of an umbrella group representing all persons interested in 'wasted spaces'. This is considered to be impractical and counter to the ideologies of some of the groups who are active in this arena.

- 6.2 A further alternative option would be that the council pay no heed to wasted spaces. This would also be counter intuitive and contrary to the good stewardship and economic buoyancy of the city.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 Cabinet are recommended to endorse of the work already in place so as to demonstrate their support of the initiatives underway and to work proactively with partners in order to make the best use of opportunities identified.

SUPPORTING DOCUMENTATION

Appendices:

1. Shop Front covers

Documents in Members' Rooms

None

Background Documents

None

Shop front panels already installed as part of the project to enhance the appearance of the street scene.

- 1) Queens Road – café scene on former 'Damart' site
- 2) Queens Road – 'Visit Brighton' seafront image
- 3) Poole Valley – Oil painting image of Sussex coast
- 4) Astoria Cinema – Three 'Visit Brighton' images
- 5) Fitzherbert Centre – Two oil painting images on the Centre
- 6) St James Street – oil painting image on camping shop
- 7) St James Street – Two images on adjacent building, which is now a small supermarket
- 8) Ditchling Road – former 'Buxtons' – café scene images were initially placed on site. Area is now a commissioned graffiti mural, as part of project with Cityclean/local graffiti artist collective which manages the high quality graffiti murals in North Laine and murals at the New England hoardings.
- 9) Preston Street – vacant property adjacent to Casino

The choice of images and options available has been expanded with 'LABGI' funding.

- Oil paintings of Hove which were not on public display
- Black and white photographic local history images of Hove and Brighton
- Additional 'Visit Brighton' images for planned installations – our selection now comprises of 5 images - cows at Stanmer, Regency architecture, seafront in summer, fish, and Orbs on the Downs.
- New commercial installation which will be site/area specific with site specific strap lines
- New fencing 'scrim' which will have digital images of oil paintings of Hove printed on to a mesh substrate commonly used for scaffold wrap adverts. To be attached to fencing around the Sackville Hotel site.

Planned locations of new installations for 2009

- 1) Woolworths, Blatchington Road
- 2) Barclays, Church Road
- 3) Lloyds, Church Road
- 4) Holland Road
- 5) St Peters Church (on empty property opposite church entrance)
- 6) Sackville Hotel site

- 7) Dyke Road – (former barbers opposite Regent Arcade)
- 8) North Street opposite Bond Street

CULTURE, TOURISM & ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE

Agenda Item 28

Brighton & Hove City Council

Subject: Environmental Industries Inquiry – Ad Hoc Panel Report

Date of Meeting: 28 September 2009

Report of: Acting Director of Strategy and Governance

Contact Officer: Name: Karen Amsden/Julia Riches Tel: 29-1084
E-mail: Karen.amsden@brighton-hove.gov.uk/
Julia.Riches@brighton-hove.gov.uk

Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 A scrutiny panel was established by the Culture, Tourism and Enterprise Overview and Scrutiny Committee (CTEOSC) to explore how the city could capture the potential and economic benefits of environmental industries. The panel has agreed its final report which is attached as the appendix to this report.
- 1.2 The findings and recommendations of the inquiry by the panel are presented here for approval by CTEOSC.

2. RECOMMENDATIONS:

That members:

- 2.1 Endorse the scrutiny panel's report.
- 2.2 Agree to refer the report recommendations to the council's Executive and to the appropriate partner organisations.
- 2.3 In line with a recommendation 21 from the report, to add the progress of the Inquiry's recommendations to the Committee's work plan.

CTEOSC will then receive a progress report in 12 months time and thereafter an annual progress report.

3. BACKGROUND INFORMATION

- 3.1 The impetus to set up this inquiry came from a notice of motion from Cllr Bill Randall. It was unanimously agreed at Council on 9 October 2008 (with both Labour and Conservative amendments).
- 3.2 On 13th November 2008 the Culture, Tourism & Enterprise Overview and Scrutiny Committee (CTEOSC) agreed to set up an ad-hoc scrutiny panel to consider how to capture the potential and economic benefits of environmental industries for Brighton and Hove.
- 3.3 The panel comprised of Councillors Bill Randall (Chair), Steve Harmer-Strange and Melanie Davis.

4. CONSULTATION

- 4.1 Officers, Members and partner organisations have been consulted informally on the findings of the inquiry.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The funding implications of the recommendations that the Committee is being asked to endorse have not been considered or quantified at this stage. The financial implications will need to be determined by Cabinet in the context of the budget strategy, alongside any funding opportunities from partner organisations.

Officer consulted: Anne Silley

Date: 20 September 2009

Legal Implications:

- 5.2 If CTEOSC endorses the panel's report, it is required to prepare a formal report and submit it to the Chief Executive for consideration by the relevant Cabinet Member or Cabinet. If CTEOSC cannot agree on one single final report, up to one minority report may be prepared and submitted for consideration in addition to the majority report.

CTEOSC may publish the report or recommendations.

The Cabinet Member or Cabinet shall consider the report within six weeks of it being submitted to the Chief Executive or at its next scheduled meeting, whichever is the later (and in any event within two

months of receiving it) and shall prepare a response to the findings, including any action proposed.

If CTEOSC publish its report or recommendations, the Executive must publish their response. The report, together with the Executive response, shall be reported to Full Council for information.

Lawyer consulted: Carl Hearsom

Date: 18 September 2009

Equalities Implications:

- 5.3 There are no equalities implications arising directly from this covering report, but equalities considerations would be taken into account when implementing the recommendations of the scrutiny review. Under council policy, Equality Impact Assessments (EIA) would be undertaken for any significant policy changes.

Sustainability Implications:

- 5.4 There are no sustainability implications arising directly from this report, but implementing the recommendations of the scrutiny review should have significant positive sustainability effects.

Crime & Disorder Implications:

- 5.5 None identified directly in relation to this report.

Risk and Opportunity Management Implications:

- 5.6 None identified directly in relation to this report.

Corporate / Citywide Implications:

- 5.7 The recommendations made in this report support the council priority to 'protect the environment while growing the economy', as outlined in the Corporate Plan 2008 – 2011

SUPPORTING DOCUMENTATION

Appendices:

1. Report of the Environmental Industries Inquiry: Capturing the potential and economic benefits for Brighton and Hove. Volume 1

Background Documents:

1. Report of the Environmental Industries Inquiry: Capturing the potential and economic

benefits for Brighton and Hove. Volume 2. Available from Overview & Scrutiny.

Volume 1



**Brighton & Hove
City Council**

*A report of the Culture, Tourism and Enterprise
Overview and Scrutiny Committee Ad Hoc Panel*

October 2009

ENVIRONMENTAL INDUSTRIES INQUIRY

***Capturing the potential and economic benefits for
Brighton & Hove***

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 - 6.5 Securing funding for the sector
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1. Chairman's Introduction

The development of environmental industries is seen as one of the key drivers for ending the world recession. In the UK, all the main political parties recognise the economic potential of developing, designing and manufacturing the wind turbines, solar panels, insulation material and other hardware needed to tackle climate change, support waste management and recycling, reclaim contaminated land, deal with all forms of pollution and help Brighton & Hove become a low carbon city. At the same time, they argue, thousands of 'green collar' jobs could be created.

Brighton & Hove is already home to a growing number of companies involved in this second industrial revolution. However, believing there is huge potential for growth in environmental industries in the city, the council voted unanimously to set up an all-party Inquiry into their future development. This report is the fruit of its labours.

During the past six months, the Panel has taken evidence from 25 witnesses representing 21 organisations, among them the city council, both the city's universities, the Brighton & Hove Economic Partnership, BioRegional, the GMB trade union, the South East England Development Agency, EDF, the City College, local businesses and Transition Brighton & Hove.

The witnesses' belief that Brighton & Hove can be a major centre for the development of environmental industries was overwhelming, and their experience and expertise has been critical to producing this report. Underpinning all the recommendations is the need for partnership working, sometimes beyond our city boundaries, which was advocated by everybody who gave evidence. Indeed, one early reward from the Inquiry's work has been bringing some of them closer together.

The need for the council to support environmental industries through its policies and procurement programmes is another central theme. It was also agreed that a network is needed to support this growing sector and that the council should appoint an environmental industries officer to support and promote new and growing businesses and to help retain successful companies in the city as they grow

Another critical issue raised by many witnesses is the need for work spaces to accommodate companies of all sizes – from fledging organisations to established and expanding businesses. Providing training to fill skills gaps is another area that must be addressed.

There is, of course, a precedent for believing that environmental industries will be a Brighton & Hove success story. The city has proved its willingness to embrace and develop new ideas and technologies in the creative industry sector and, in particular, in the digital industries, where it is a national and international centre. There is every reason to believe it can do it again with environmental industries.

My thanks go to all those expert witnesses who, in giving evidence, gave the city a free and very valuable consultancy. I am also grateful to Councillor Melanie Davis and Councillor Steve Harmer-Strange for their work as Inquiry Panel members and to the many Brighton & Hove council officers who have supported us. In particular, my thanks go to Karen Amsden and Julia Riches from the Scrutiny team, who provided research and advice.

A handwritten signature in black ink that reads "Bill Randall". The signature is written in a cursive, slightly slanted style.

Councillor Bill Randall

2. Executive Summary and list of Recommendations

This section provides a summary of the report and then lists the full set of recommendations arising from the Inquiry.

A. Executive Summary

What are environmental industries?

The Inquiry used as a definition:

“...businesses operating in the broad disciplines of energy efficiency, recycling and waste, renewable energy, sustainable construction and maintenance, consultancy and other services”.

The key focus of the report

The Terms of Reference for the Inquiry emphasised the need to:

“...explore the growth potential of environmental industries in Brighton & Hove. It will consider the economic, environmental and employment benefits to the city...”

A comprehensive report

The report covers the full range of policy and political developments in this emerging sector. It does justice to the quality and quantity of evidence, places the evidence in context and provides an update on developments in this sector, for example the successful bid for an Environmental Innovation Network.

Our key findings

- This growing sector provides an important enterprise and employment opportunity for the city. There are a significant number of potential major projects in the pipeline, including a wind farm.
- Brighton & Hove has many of the key attributes needed to attract environmental industries. These include the universities, the range of education and employment opportunities and the enterprise culture highlighted in the recent HSBC report on ‘super cities’.
- The council can play an important role in developing this sector.
- There are opportunities for the council to work with other partners and localities to maximise the potential of this sector.
- There is a need to support this sector as it grows. This could include a network, facilitating clusters and helping to meet the need for suitable office accommodation.

Conclusion

This sector represents an important enterprise opportunity for the city. The council needs to work closely with key partners to develop and support a thriving environmental industries sector in this city.

Because of the work being done by the universities and the private sector, environmental industries seem set to grow in Brighton & Hove. The council recognises that it must seize the opportunity to become involved in the development of the sector, in order to influence it from the centre rather than the periphery. This report sets out some of the key ways it can do so.

The Panel recognises that other local authorities are preparing to maximise the chances offered by this sector and are developing the infrastructure to service these industries. So if our city fails to grasp this opportunity, then other locations will benefit.

Our recommendations

The Panel has developed 7 headline recommendations and 14 supporting recommendations. These aim to achieve the following outcomes:

- Making environmental industries a council priority
- The council leading by example to encourage this sector
- Working with our partners to maximise the potential of these industries
- Working with the city's universities
- Establishing an environmental industries network
- Growing the sector to create local jobs and training
- Providing funding advice for these industries
- Communicating the importance of this sector
- Monitoring the progress of this sector.

B. Recommendations

Headline Recommendations

1. The Panel believes the council should appoint a lead officer for environmental industries to be a key point of contact for those in this sector seeking information and support. (see p63)
2. The Panel welcomes the Business Retention and Inward Investment Strategy and Action Plan, and its commitment to the environmental industries. The Panel believes all other relevant strategies for the city should be refreshed to reflect the importance of environmental industries. (see p27)
3. The Panel believes the council should explore how more affordable work and office space could be made available in the city. This is particularly important to retain successful and growing companies who might otherwise leave Brighton & Hove. Clusters of workspaces are crucial to encourage the interchange of ideas. (see p57)
4. The Panel recommends the council plays an active role in supporting the new regional Environmental Innovation Network, which will be led by EnviroBusiness with key support from the University of Brighton and funded by South East Development Agency (SEEDA) and European Regional Development Fund (ERDF) S.E. Competitiveness Fund. The need for such a network was stressed by all those who gave evidence to the Panel. The network's regional focus reflects the general view that Brighton & Hove and other local authorities and organisations must work across a regional and sub-regional front to promote and develop environmental industries. (see p58)
5. The Panel welcomes the council's commitment to creating apprenticeships. It recommends that future bids for funding for apprenticeships take account of the environmental industries. It also welcomes the city's success in gaining Future Jobs Funding to create 350 jobs. Led by the council, the programme will create 100 recycling and 'green collar' jobs. The emerging environmental industries are highlighted as a potential area for the programme. (see p52)
6. The Panel was pleased to be able to forge relationships through its meetings, among them the new dialogue between City College and Kingston College. The Panel recommends that the council encourages inter-college partnering, where appropriate, to address the skills gaps in the environmental industries and in the retrofitting sector of the construction industry to meet demand for future employment. This will support local job creation across the employment spectrum from graduates to those leaving school with few qualifications. (see p 39)

7. The Panel recommends the council uses its procurement policy to promote the growth and development of environmental industries and to encourage innovative and environmentally conscious companies to tender for work. (see p74)

Supporting Recommendations

- 8.** The Panel believes it is essential to produce an up to date directory of local and regional environmental industries. It recommends the council works with its partners to achieve this. The council should also update its own directories to take account of this, in conjunction with partners. (see p21)
- 9.** The Panel believes the council's representative on the Economic Partnership should be a champion for this sector and work with and encourage our partners to implement the recommendations of this Inquiry and other initiatives. (see p26)
- 10.** The Panel recommends the council ensures it's planning policies and practices, including the emerging Local Development Framework, support the growth and development of environmental industries. (see p27)
- 11.** The Panel recommends that the council further strengthens its excellent relationships with the city's two universities and publicises their work. The lead officer for environmental industries (proposed in Recommendation 1) could be a key point of contact for the universities. (see p34)
- 12.** The Panel believes an innovation centre should be established in collaboration with the universities and environmental industries. The aim would be help develop new technologies in the sector and support emerging and expanding companies. (see p43)
- 13.** The Panel believes the council should be represented on the Environmental Advisory Group established by the East Sussex Enterprise Hub. This would facilitate coastal collaboration and enable the council to gather information about local innovation. (see p47)
- 14.** The Panel recommends the council works with local organisations and other local authorities, regional and sub-regional bodies to help the development of environmental industries. Building on existing regional initiatives, it could explore, for example, the possibility of collaborating with neighbouring authorities that could provide manufacturing space. (see p48)
- 15.** The Panel believes social enterprises have a significant role to play in developing environmental industries in Brighton & Hove. It recommends that the council and other organisations do all they can to support the social enterprise sector in this area. (see p49)

- 16.** The Panel welcomes energy-saving and carbon reduction initiatives, such as the Community Energy Saving Programme and the Great British Refurb Campaign, and recommends the council investigates the full range of funding opportunities and schemes for supporting low carbon investment and environmental schemes in the city to create local jobs. (see p54)
- 17.** The Panel recommends the council either undertakes, or contributes to, an assessment of how to help graduates gain employment in environmental industries, or contribute their knowledge to the council. (see p36)
- 18.** The Panel believes the council should offer itself as a pilot authority when opportunities arise to support this sector. It should encourage its partners to do the same, to attract and assist innovative companies and products. (see p60)
- 19.** The Panel believes that the council should work with its partners to increase the profile of the sector in the city. This could include: publicising existing organisations and projects, showcasing the council's own work, using companies as 'showrooms' and demonstration projects and organising events for the environmental industries. (see p62)
- 20.** Many small and medium sized businesses find it very difficult to negotiate the funding labyrinth. The Panel recommends the council undertakes, or identifies a partner to carry out, an exercise to map the funding available for environmental industries. This information could then be made accessible to the sector. (see p72)
- 21.** The Panel recommends that in 12 months time the council's Culture, Tourism & Enterprise Overview and Scrutiny Committee (CTEOSC) is provided with a report on the implementation of the Inquiry's recommendations. Thereafter, an annual update on progress would be given to CTEOSC. (see p75)

3. How this Panel was set up

The Panel was drawn from the Culture, Tourism and Enterprise Overview and Scrutiny Committee (CTEOSC) and consisted of Councillor Bill Randall (Chairman), Councillor Melanie Davis and Councillor Steve Harmer-Strange.

The Panel agreed its terms of reference as:

“...to explore the growth potential of environmental industries in Brighton & Hove. It will consider the economic, environmental and employment benefits to the city and what actions should be prioritised by the council and its key partners to support high growth potential existing businesses in the sector, diversification of others into the sector’s work, and attract inward investors.”

The Panel wish to thank all those who submitted evidence to them. Members were most impressed by the knowledge and expertise that was offered to them during the course of their Inquiry. The Panel has tried to take into account all the views expressed when making their recommendations. The recommendations do, however, remain those of the Panel.

Further information, on the setting up of the Panel and the witnesses involved, is attached to this report in Appendices 1 and 2.

Volume 2 of this report contains the written evidence submitted to the Panel and the minutes of the public meetings held between March and June 2009.

Witnesses who gave evidence (in order of appearance)

Paul Dickinson	CEO	Carbon Disclosure Project
Jae Mather	Director of Sustainability	Carbon Free Group
Nick Hutchinson	Director	Ecosys
Tony Mernagh	Director	Brighton & Hove Business Forum
Councillor Ted Kemble	Cabinet Member for Enterprise, Employment and Major Projects	
Zoe Osmond	Business Development Manager	University of Brighton
Professor Jim Lynch	Distinguished Professor of Life Sciences	University of Surrey and Senior Advisor for SEEDA
Gary Smith	National Secretary	GMB Union
Rob Macey	Regional Organiser	GMB Union
Mike Herd	Executive Director	Sussex Innovation Centre, University of Sussex
Alan Harris	Centre Manager	Kingston College
Sharon Greenaway	Director of Business Enterprise	Kingston College
Pooran Desai	Sustainability Director	BioRegional
David Porter	Environmental Enterprise Manager	EnviroBusiness
Jim Christy	Director	East Sussex Enterprise Hub
Dr Jim Watson	Director of the Sussex Energy Group	University of Sussex
Graham Tubb	Head of Energy Policy	SEEDA
Christine D'Cruz	Head of Business Development (Residential and SME markets),	EDF Energy
Maria Antoniou	Development Manager	Friends Centre
Martin Grimshaw		Transition Brighton & Hove
John Kapp		Transition Brighton & Hove
Greg Simmons	Technical Director	Elektromotive
Vernice Halligan	Head of Employer Engagement	City College Brighton & Hove

Michael Buckman	Curriculum Manager	City College Brighton & Hove
Steve Charter	Director	SC2 Sustainability Consultancy

4. The importance of environmental industries

This section places the evidence provided to the Panel in context. It explains what environmental industries are and the contribution they can make to tackling climate change. The importance of this sector to the economy is then considered - internationally, nationally, regionally and in Brighton & Hove (B&H).

4.1 What are environmental industries?

For this Inquiry, the Panel agreed the following definition of environmental industries:

“...businesses operating in the broad disciplines of energy efficiency, recycling and waste, renewable energy, sustainable construction and maintenance, consultancy and other services (furniture, printing, cleaning food, travel, design etc).”

The industry is very much an emerging sector and one that was not properly recognised five years ago. Therefore the Panel decided to use a broad definition of the sector to ensure they did not limit the scope of their Inquiry.

A similar approach is taken by the UK Forum for Environmental Industries (UKFEI) which believes:

“...a broad spectrum of business types make up the environmental technologies and services sector.”¹

They include the following industries:

- water and waste water treatment
- transport pollution control
- noise and vibration control
- contaminated land remediation
- energy management
- environmental consultancy
- landscape industries
- marine pollution control
- waste management and recycling
- air pollution control
- environmental monitoring
- air pollution control
- cleaner technologies and processes²

The sector contains organisations of varying sizes, ranging from large companies to micro businesses.

¹ UKFEI website <http://www.ukfei.co.uk/>

² ibid

4.2 Environmental industries and climate change

The highly influential *Stern Review: The Economics of Climate Change* concluded that:

*“The scientific evidence is now overwhelming: climate change presents very serious global risks, and it demands an urgent global response.”*³

Paul Dickinson, the Chief Executive of the Carbon Disclosure Project, told the Panel of his concern that:

*“...it is a deeply held view by the public and general technical people that there is nothing to worry about. However ... there is the potential for there to be such a significant change to the climate in our lifetime that it could lead to the loss of 80% of the population.”*⁴

The Climate Change Act 2008 saw the UK become the first country to adopt a legally binding target to reduce carbon emissions - at least 26% by 2020 and 80% by 2050. One of the key aims underpinning the Act was to:

*“...improve carbon management and help the transition towards a low carbon economy in the UK.”*⁵

The recently produced White Paper, the *UK Low Carbon Transition Plan*, outlined a comprehensive plan to deliver emission cuts of 18% on 2008 levels by 2020. One of the key aims was to:

*“... make the UK a centre of green industry by supporting the development and use of clean technologies...”*⁶

4.3 What environmental industries can contribute to the economy

The *Stern Review* emphasised how tackling climate change could promote economic growth and development:

*“Action on climate change will ... create significant business opportunities, as new markets are created in low-carbon energy technologies and other low-carbon goods and services. These markets could grow to be worth hundreds of billions of dollars each year, and employment in these sectors will expand accordingly.”*⁷

³ Stern review: ‘The Economics of Climate Change’, 2006

⁴ Paul Dickinson, Carbon Disclosure Project, evidence 31st March 2009

⁵ <http://www.defra.gov.uk/environment/climatechange/uk/legislation/provisions.htm>

⁶ <http://interactive.bis.gov.uk/lowcarbon/>

⁷ Stern review: ‘The Economics of Climate Change’, 2006 http://www.hm-treasury.gov.uk/d/CLOSED_SHORT_executive_summary.pdf

The *Stern Review* was followed by a significant number of international and national research reports and policy announcements; including reports by the UN, the Obama Administration and the main political parties in the UK.

The *Low Carbon Industrial Strategy*, recently published in parallel with the *Transition Plan*, agreed that:

*“..supplying the demands of the low carbon economy offers a significant potential contribution to economic growth and job creation in Britain, not only as part of the short term economic recovery, but also through sustainable growth over decades to come.”*⁸

Internationally

The current global market for environmental goods and services is thought to be worth more than \$1,300bn and could double by 2020.⁹ The Panel heard that figures from the Organisation for Economic Co-operation and Development (OECD) put the value of the global environmental services sector even higher at \$1.2 trillion, although this was later re-evaluated as \$3trillion.¹⁰ This would make it roughly the same size as the pharmaceutical market, although the spend on research and development (R&D) is significantly lower at around 10% of that of the pharmaceuticals.¹¹

Europe and environmental industries

A recent study on the impact of renewable energy policy on economic growth and employment in the European Union reported that in 2005 the renewable energy sector employed 1.4 million people with a gross value added of €58bn. However, the significance of the sector varies strongly among Member States.

This report also calculated that:

*“Achieving the 2020 RES [renewable energy sector] target will deliver [up to] 2.8 million jobs in the RES sector.”*¹²

The Energy Commissioner Andris Piebalgs said:

*“This shows that benefits of renewables in terms of security of supply and fighting climate change can go hand-in-hand with economic benefits.”*¹³

⁸ www.hmg.gov.uk/lowcarbon. Department for Bus, Ent and Reg Ref and Dof E and CC

⁹ ‘Creating Green Jobs: developing local low carbon economies’, LGA (2009)

¹⁰ Professor Jim Lynch, University of Surrey & SEEDA, evidence 23rd April 2009. Later figure from Adrian Wilkes, Director of the Environmental Industries Commission.

¹¹ *ibid*

¹² ‘The impact of renewable energy policy on economic growth and employment in the European Union’, Employ-Res research project, (April 2009)

http://ec.europa.eu/energy/renewables/studies/doc/renewables/2009_employ_res_summary.pdf

¹³ <http://www.euractiv.com/en/energy/eu-business-case-renewables/article-182792>

The report also highlighted the need for stronger policies to reap the maximum economic benefits from renewable energy. While more innovative technologies such as photovoltaic, offshore wind, solar thermal electricity and second-generation biofuels require more financial support in the short term, they are key to achieving the EU's 2020 target. This, in turn, will help maintain the EU's current competitive position in the global market and increase employment and GDP in the midterm.¹⁴

Nationally

The growing economic importance of the environmental sector in the UK has been the focus of an increasing number of key national policy documents.

For example, one of the key objectives of the *Heat and Energy Saving Strategy* (2009) is:

*"... to take advantage of the economic opportunities presented by the shift to a low carbon economy in the UK and in the rest of the world, helping us during the current economic downturn and over the long term."*¹⁵

The key proposal is for:

*"All homes to have received by 2030 a 'whole house' package including all cost-effective energy saving measures, plus renewable heat and electricity measures as appropriate. All lofts and cavity walls will be insulated where practical by 2015."*¹⁶

The aim of this Strategy is to:

*"...reduce annual emissions by up to 44 million tonnes of CO₂ in 2020 the equivalent of a 30% reduction in emissions from households compared to 2006."*¹⁷

The recent White Paper on *UK Low Carbon Transition* declares its aim to:

*"...build the UK's position as a global centre of green manufacturing in low carbon sectors such as offshore wind, marine energy, low carbon construction and ultra-low carbon vehicles."*¹⁸

¹⁴ 'The impact of renewable energy policy on economic growth and employment in the European Union', Employ-Res research project, April 2009
http://ec.europa.eu/energy/renewables/studies/doc/renewables/2009_employ_res_summary.pdf

¹⁵ DECC website, Heat and Energy Saving Strategy, Executive Summary
http://hes.decc.gov.uk/consultation/consultation_summary

¹⁶ *ibid*

¹⁷ *ibid*

¹⁸ 'The UK Low Carbon Transition Plan' (2009)
http://www.decc.gov.uk/en/content/cms/publications/lc_trans_plan/lc_trans_plan.aspx

The UK Low Carbon Industrial Strategy, produced in tandem with the White Paper, has calculated that:

“The UK low carbon environmental goods and services (LECGS) market is worth £106 billion and employs 880,000 people directly or through the supply chain. It is estimated that over 1 million people will be employed in the LCEGS sector by the middle of the next decade.”¹⁹

According to this Strategy, what makes the expansion of the sector so important is that:

“These are skilled jobs with the average market value per employee well above the national average. The UK LCEGS sector is one of the few areas of the economy expected to maintain positive growth rates through the downturn and is expected to grow by over 4% per annum up to 2014/15.”²⁰

Regionally

The South East England Development Agency (SEEDA), in its *Regional Economic Strategy for the South East 2006-2016*, stated that one of its key objectives was to:

“...achieve sustainable prosperity.”²¹

Mr Graham Tubb, the Head of Energy Policy at SEEDA told the Panel that environmental industries were becoming increasingly mainstreamed, and formed a key area of his organisation’s work. It had been identified as a:

“...transformational opportunity for the region.”²²

A recent report looked at the sales of low carbon and environmental goods and services in the UK in 2007/8. It valued the sector at almost £13bn in the South East (or 12.09% of UK total). In this region there were 6,642 companies employing over 113,000 people (or 13.38% of the total number of people employed in UK in LCEGS). In addition, 15% of the UK exports from this sector came from the South East.²³

SEEDA had also calculated that by 2016, the region’s share of this market would be around £26bn.²⁴

¹⁹ The UK Low Carbon Industrial Strategy (2009) <http://www.berr.gov.uk/files/file52226.pdf>

²⁰ *ibid*

²¹ http://www.seeda.co.uk/RES_for_the_South_East_2006-2016/docs/RES2006-16-Summary.pdf

²² Graham Tubb, SEEDA, evidence 10th June 2009

²³ ‘Low Carbon and Environmental Services: an Industrial Analysis’

<http://www.berr.gov.uk/files/file50253.pdf>

²⁴ Graham Tubb, evidence 10th June 2009

The Panel heard that there are a number of potential environmental industry growth areas in this region, including the use and sale of electric vehicles, tidal power and wind power.²⁵

The Low Carbon Industrial Strategy includes a policy to create 'Low Carbon Economic Areas' which could benefit this region. The aim is to:

*"...accelerate low carbon economic activity in areas where Britain's existing geographical and industrial assets give a locality clear strengths."*²⁶

The first of these Areas will be located in the South West of England and focus on the development of marine energy demonstration, servicing and manufacturing. The methods used to develop opportunities in this area will include:

*"...investment in world class academic and research strengths; the creation of a network of science parks and business to generate growing momentum in the wave and tidal power sector; new port infrastructure ... and the creation of an industry forum based in the region."*²⁷

The Panel heard that Brighton & Hove already possesses these academic and research strengths. The ways of assisting this sector which are outlined in the *Industrial Strategy*, such as the creation of an industry forum, were also suggested by a range of witnesses to this Inquiry as potential methods of stimulating the sector in the city.

The *Industrial Strategy* went on to announce that:

*"Over the next six months, central government will work with national, regional and local partners to develop further Low Carbon Economic Areas, examining where key opportunities exist, where there are local and regional advantages and where local partners are strategically aligned and focussed on delivery. Sectors where we will particularly look to develop such areas will include offshore wind, marine energy generation, the nuclear energy supply chain, carbon capture and storage, and ultra-low carbon vehicles."*²⁸

²⁵ For example, evidence from Elektromotive and Pooran Desai

²⁶ 'The UK Low Carbon Industrial Strategy' (2009) <http://www.berr.gov.uk/files/file52226.pdf>

²⁷ *ibid*

²⁸ *ibid*

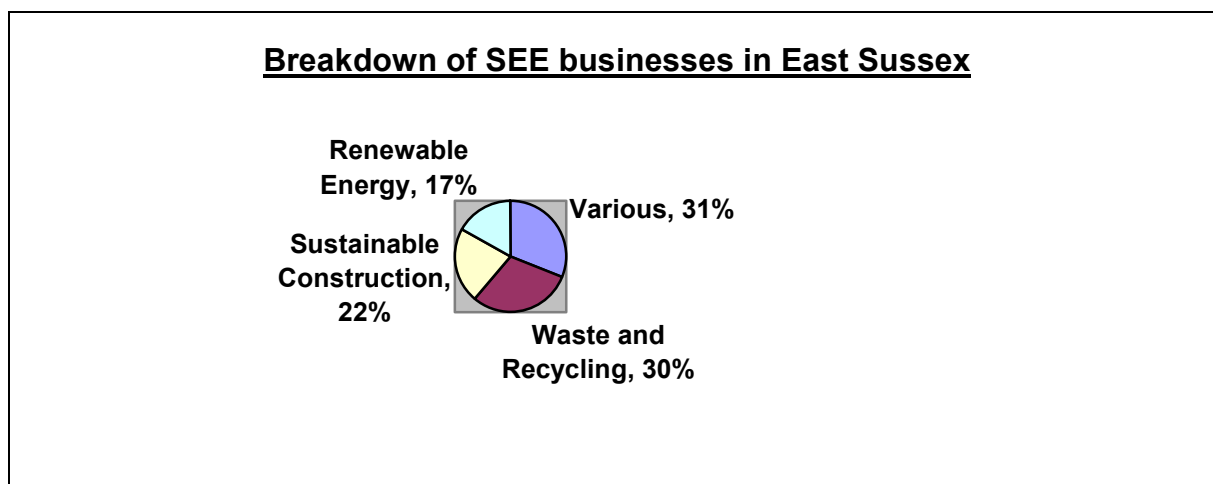
5. Environmental industries - an opportunity for the city

One of the aims of the Inquiry was to gain a fuller understanding of the environmental industries in the city and the support they may need. This section therefore contains:

- a brief analysis of environmental industries in Brighton & Hove
- an examination of the current policies of the council which support this sector

5.1 Environmental industries in Brighton & Hove

In 2007 a Sustainable Eco-Enterprise (SEE) Directory for East Sussex was produced by Ecosys, a local environmental consultancy. The pie chart below shows how the 185 SEE businesses they identified in the region, broke down into four categories:



This Directory included 67 SEE businesses in Brighton & Hove, which represented 36% of the SEE businesses in East Sussex.²⁹

Ecosys who provided a detailed data written submission to the Panel are seeking funding to produce an updated version of the SEE Directory for East Sussex. The Panel supports the development of an up to date directory of environmental industries to:

- enable potential consumers to contact environmental industries
- provide data to chart the growth of this sector
- map the number and location of these business
- enable networking

This directory could be produced on-line, which would enable it to be regularly updated.

²⁹ Written evidence from Ecosys to the Inquiry, March 2009

Recommendation: *The Panel believes that it is essential to produce an up to date directory of local and regional environmental industries. It recommends the council works with its partners to achieve this.*

Recent figures regarding the environmental industries sector come from the *Business Retention and Inward Investment (BRII) Strategy* commissioned by the council. The BRII reports that Brighton & Hove has:

“...around 75 businesses that fall within the definition of environmental technologies at the current time, as recorded by the City Council.”³⁰

Although no specific clusters of activity were identified in the BRII, key sub-sectors (based on number of firms) in Brighton & Hove included:

- Commercial Waste Disposal (20 businesses)
- Environmental Consultants (17 businesses)
- Domestic Waste Disposal (11 businesses)
- Energy Saving Consultants (7 businesses)³¹

Local companies in this sector include:

- Elektromotive – a ‘leading provider of technology and engineering solutions for electric vehicle recharging stations’³²
- Low Carbon Trust – a not-for-profit organisation that sets up, manages and promotes environmental projects³³
- Magpie Recycling - a co-operative that also offers consultancy services, collection vehicle manufacture and a furniture project³⁴
- Ultra Green, a renewable and clean tech company with a range of technologies that maximise energy efficiency³⁵

The Panel heard evidence from some of locally based environmental industries, including Elektromotive and the Low Carbon Trust. While the majority of these organisations in Brighton & Hove are small and medium sized enterprises (SMEs), the city is also home to offices of EDF Energy. The larger companies in this sector have budgets for research & development. An example of how these can be used, is the work based Masters degree course being run at the University of Brighton for Southern Water.³⁶

³⁰ Business Retention & Inward Investment Strategy and Implementation Plan, Final Report (March 2009 <http://www.brighton-hove.gov.uk/downloads/bhcc/economicdevelopment/BRIIFinalReport.pdf>)

³¹ ibid

³² Elektromotive website <http://www.elektromotive.com/html/about.php>

³³ Low Carbon Trust website <http://www.lowcarbon.co.uk/>

³⁴ Magpie Recycling website <http://www.magpie.coop/about.php>

³⁵ Ultra Green website is www.ultragreengroup.com

³⁶ Zoe Osmond, University of Brighton, evidence 23rd April 2009

The witnesses to the Panel emphasised the potential to encourage more industries to the city and create a thriving environmental business sector here. Innovative suggestions included Paul Dickinson, of the Carbon Disclosure Project, emphasising the importance of creating environmental jobs to protect our children and selling Brighton & Hove as:

“... the children’s city.”³⁷

The Panel supported the gathering of additional information about this sector in Brighton & Hove which could be used to judge its future needs.

³⁷ Paul Dickinson, Carbon Disclosure Project, evidence 31st March 2009

5.2 Council Plans and Strategies

This section describes the key relevant council plans and strategies which have come to our attention during this Inquiry.

In addition, there are a number of other strategies drawn up by partner organisations. Although they are relevant to the issues raised in this Inquiry, there is not the space to include them in the report. For example, the NHS has recently published a consultation document *Saving Carbon, Improving Health*, a draft carbon reduction strategy for the NHS in England. The consultation closes on 30 September 2009.³⁸

How the council already encourages environmental industries

The Core Strategy

This is the planning document which provides the overall strategic vision for the future of Brighton & Hove through to 2026. It sets out how the council will:

- respond to local priorities
- meet the challenges of the future
- identify the broad locations, scale and types of development needed together with the supporting infrastructure

It addresses important city-wide matters such as delivering more sustainable development and neighbourhoods and sets out the council's strategic approach to housing, the economy, shopping and transport. The *Core Strategy* explains that it must ensure that:

“... new development is delivered in a way which reduces the city's ecological footprint, contributes towards meeting the city's targets for reduction in carbon emissions and is resilient to the predicted local effects of climate change. It also means ensuring that all major new development in the city supports the regeneration of the city and contributes to the creation of high quality, sustainable communities and provides for the demands that it generates, supported by appropriate physical and social infrastructure.”³⁹

³⁸ This strategy aims to achieve two objectives, which are to: “...support organisations, people and partners through the creation of a systematic and measurable approach to carbon reduction for the NHS; and position NHS organisations as leaders in the public sector, encouraging and challenging others, in a united front against climate change.”

http://www.sdu.nhs.uk/page.php?page_id=94

³⁹ http://www.brighton-hove.gov.uk/downloads/bhcc/ldf/Core_Strategy_Revised_PREFERRED_Options_June_08.pdf

A consultation paper: *A Core Strategy - proposed amendments* was published on 29 June 2009 (with a deadline for responses by 10 August 2009). The result of this process will be available in November 2009.

The Core Strategy will reflect the priorities set out in the Sustainable Community Strategy, and will help to deliver them.

The Sustainable Community Strategy

The Brighton & Hove Local Strategic Partnership (LSP) is responsible for preparing and implementing the Sustainable Community Strategy. The strategy sets out:

“... a long-term plan to improve the economic, social and environmental well-being of Brighton & Hove, now and into the future.”⁴⁰

It provides a framework for action for the partners involved in the LSP who are responsible for the strategy's development and implementation.

There are eight priority themes identified within this Strategy:

- promoting enterprise and learning
- reducing crime and improving safety
- improving health and well-being
- strengthening communities and involving people
- improving housing and affordability
- promoting resource efficiency and enhancing the environment
- promoting sustainable transport
- providing quality services

The draft Strategy notes that:

“...there is a unique opportunity for Brighton & Hove to pioneer the development of a Low Carbon Economy, which is essential if it is to achieve the medium and long term CO₂ cuts it is committed to. This can be achieved through exploiting our strengths in decarbonised industries... exploiting the growth potential of sustainable/environmental industries in the city; ensuring sustainable resource management by Brighton & Hove businesses and by building on widespread interest and commitment in business and wider communities.”⁴¹

The Strategy was first published in 2003. During 2009, the LSP has been updating the strategy. A consultation period for the first draft is running until the 5th October 2009 and the Overview and Scrutiny Commission will hold a workshop on the draft plan in October 2009.

⁴⁰ 2009 1st Draft – Creating the City of Opportunities – A sustainable community strategy for the City of Brighton & Hove

⁴¹ *ibid*

The Corporate Plan

The *Corporate Plan* for the council (2008-11) states that one of the key priorities is to:

*“Protect the environment while growing the economy.”*⁴²

The Plan notes that:

*“Changing population patterns mean the city will need to create eight thousand new jobs over the next ten years just to maintain its current employment rate.”*⁴³

This Plan also states the council’s commitment to:

*“...reduce the city’s carbon footprint, and play a full part in tackling the international challenge of climate change.”*⁴⁴

Economic strategy

The *Brighton & Hove Economic Strategy (2008-2016)* contains an action point to:

“Provide support and raise awareness of the environmentally focused businesses operating within the city in particular those that are engaged in environmental technology. Capture and grow this intellectual cluster of ethical/environmental businesses”.⁴⁵

This strategy was discussed at a full meeting of the Culture, Tourism and Enterprise Overview and Scrutiny Committee (CTEOSC) on 2nd April 2009.⁴⁶

The *Economic Strategy* is key to the success of the city, so it will be vitally important to link the findings of this Panel to the work of the Economic Partnership.

Understandably, the Economic Partnership has not focused its attention on environmental industries until now. However, as this sector increases in size and importance to the city, the Panel felt that it would be an area worth highlighting and focusing attention on. A named person to champion the environmental industries and to work on their behalf could be advantageous to the sector.

⁴² <http://wave.brighton-hove.gov.uk/LGCSDocumentLibrary/Management/Strategic%20planning/Corporate%20initiatives/Corporate%20Plan%202008-2011.pdf>

⁴³ ibid

⁴⁴ ibid

⁴⁵ Brighton and Hove Economic Strategy, ‘Raising our Game’ (2008-2016) http://www.brightonbusiness.co.uk/secure/assets/ni20081207.377912_493d04f0a29.pdf

⁴⁶ See minutes from CTEOSC on 02.04.09 <http://present.brighton-hove.gov.uk/Published/C00000137/M00001376/Minutes.doc.pdf>

Recommendation: The Panel believes the council's representative on the Economic Partnership should be a champion for this sector and work with, and encourage, our partners to implement the recommendations of this Inquiry and other initiatives.

Employment and enterprise strategies

The *City and Employment Skills Plan* (CESP) also highlights the need to create 8,000 additional jobs in the city to maintain the current employment rate or 16,000 further jobs, if the city was to reach the national aspiration of an 80% employment rate.⁴⁷

The city also has a *Social Enterprise Strategy*⁴⁸ which defines social enterprise as:

*"...a route to sustainable economic prosperity whilst meeting social needs and protecting the environment."*⁴⁹

The central proposition of the strategy is the formation of a facilitated membership network. The potential for establishing a network for the environmental industries, is considered in Section 6.3 of this report.

Business retention and inward investment

The council's draft final report of the *Business Retention and Inward Investment Strategy (BRII)* included a section on 'Environment Technologies and their Potential for Brighton & Hove' because:

*"...it is recognised that Brighton & Hove has specific opportunities to promote environmental technologies as a key occupier/business sector."*⁵⁰

The opportunities for this sector were identified on the basis of three key 'hooks':

- the sustainable cities index (Brighton & Hove was rated the number 2 city in 2008)
- research specialisms connected to both the universities
- existing and pipeline projects⁵¹

⁴⁷ 'City and Employment Skills Plan 2007/8-2010/11' <http://www.brighton-hove.gov.uk/downloads/bhcc/economicdevelopment/CESP.pdf>

⁴⁸ Local examples include Brighton and Hove Wood Recycling Project, PR company Green Rocket and Care Co-ops.

⁴⁹ 'Brighton and Hove Social Enterprise Strategy' (2008) http://www.bhbcp.org.uk/uploaded_files/news/Brighton_and_Hove_Social_Enterprise_Strategy_2008.pdf.

⁵⁰ 'Business Retention & Inward Investment Strategy and Implementation Plan', Commissioned by Brighton & Hove City Council, Final Report (March 2009) <http://www.brighton-hove.gov.uk/downloads/bhcc/economicdevelopment/BRIIIFinalReport.pdf>

⁵¹ *ibid*

The Panel, and other members of CTEOSC, have already commented on the *BRII* during a Scrutiny workshop on 15th January 2009. At a full CTESOC meeting on 2nd April 2009 the members were told that their concerns raised at the workshop had been addressed, by including environmental industries in the strategy as a '*potential sector*'.⁵²

The Panel were pleased to hear from Cllr Ted Kemble, the Cabinet Member for Enterprise, Employment and Major Projects that he welcomed the Inquiry and looked forward to its recommendations.⁵³

While it is recognised that the potential of environmental industries does feature in key policies and strategies, the Panel hopes that this report's recommendations are used to refresh local and regional strategies in a co-ordinated manner.

Recommendation: The Panel welcomes the Business Retention and Inward Investment (BRII) Strategy and Action Plan, and its commitment to the environmental industries. The Panel believes that all other relevant strategies for the city should be refreshed to reflect the importance of environmental industries.

Planning

Planning policies and guidelines are crucial to the success of the city. As such, the Panel felt that any assistance which could be given to facilitate the growth of environmental industries would be welcomed.

Recommendation: The Panel recommends that the council ensures its planning policies, including the Local Development Framework, and its practices work to help find planning solutions to assist environmental industries: for example, enabling the co-location of such organisations where appropriate.

⁵² Minutes of CTEOSC meeting on 02/04/09 <http://present.brighton-hove.gov.uk/Published/C00000137/M00001376/Minutes.doc.pdf>

⁵³ Ted Kemble, evidence 23rd April 2009

5.3 Environmental industries and economic recovery

A recent Argus headline, publicising a State of the City event to be held on 23rd June 2009, claimed that:

*“Green industry is key to city’s fast recovery.”*⁵⁴

A local business representative when publicising this event, spoke of how the city could buck the trend of the recession:

*“The big ... hope is the environmental industries, such as low-carbon transport and renewable energy.”*⁵⁵

Witnesses to the Panel were also keen to highlight the potential for creating jobs in this sector. However their views varied on the number and the nature of these possible jobs.

Could manufacturing for environmental industries happen here?

The Panel heard that there were three stages in how these industries grow, and that the business sector felt that each stage varied in its potential for Brighton & Hove to become involved:

- Research and development (R&D), both to develop the product and ongoing R&D to improve it (*it was suggested this could be a significant role for Brighton & Hove due to our knowledge based economy*)
- Construction (*Brighton & Hove are felt to be unlikely to have a role in this as it will probably be done in the Far East, unless it is highly technical construction*)
- Installing and maintaining (*where Brighton & Hove could have a big role*)⁵⁶

When the issue of the potential for manufacturing in Brighton & Hove was raised, the Panel was told that:

*“...the space is not here and can only be gained by collaborating with nearby towns.”*⁵⁷

It was suggested that representatives from East and West Sussex needed to be invited to work with Brighton & Hove, both to enhance relationships and improve perceptions of the city. This kind of work could be encouraged in Adur and Newhaven which still have a manufacturing capacity, although mainly in low technology manufacturing.⁵⁸ The issue of the potential for coastal collaboration is discussed again further in this report.

⁵⁴ The Argus, June 23rd, 2009

⁵⁵ *ibid*

⁵⁶ Tony Mernagh, Director Brighton and Hove Business Forum, evidence 31st March 2009

⁵⁷ *ibid*

⁵⁸ *ibid*

Nick Hutchinson, the Director of Ecosys, agreed that Brighton & Hove was unlikely to be a big part of manufacturing and felt that the city needed to:

*“...skill up for installation and maintenance. For example there are high level boiler functions and people do not know how to use them.”*⁵⁹

Paul Dickinson believed that Brighton & Hove should not try to get involved in manufacturing. He highlighted the importance of the North Laines, in relation to retailing: the money earned here stays here.⁶⁰

Pooran Desai, from BioRegional, told the Panel that whilst Brighton & Hove may not be the right place for manufacturing wind turbines, there is potential for undertaking this in Southampton and Shoreham Harbour. He felt that a lot of computer based jobs could be situated in Brighton & Hove. One example is the greener concrete developed for One Brighton, which could be used to construct wind farms. He believed that knowledge-based jobs could be sited in the city, as higher paid engineers and creative workers might prefer to be based in Brighton rather than Southampton.⁶¹

Supporting small and medium enterprises (SMEs)

Many of the environmental industries currently in the city are micro or small businesses and the issue of providing support to them was raised by the witnesses. Transition Brighton & Hove described their work with The Werks and Brighton Media Centre to identify spaces for small start ups to happen. They told the Panel about the need to offer:

*“...greater support to SMEs.”*⁶²

Jae Mather, of the Carbon Free Group, informed the Panel that if the council want to take a lead in this sector, it must support SMEs in the sector and buy their products.⁶³

There is a widespread recognition of the role of SMEs in the economy, and the challenging issues they face. Central Government has recently announced it is putting together a package of support to help SMEs, who are particularly vulnerable during the economic downturn.⁶⁴

⁵⁹ Nick Hutchinson, Ecosys, evidence 31st March 2009

⁶⁰ Paul Dickinson, evidence 31st March 2009

⁶¹ Pooran Desai, BioRegional, evidence 13th May 2009

⁶² Martin Grimshaw, Transition Brighton & Hove, evidence 10th June 2009

⁶³ Jae Mather, Carbon Free Group, evidence 31st March 2009

⁶⁴ http://www.dius.gov.uk/about_us/what_we_do/business_gateway/help_for_smes

6. Maximising the opportunities offered by environmental industries

6.1 The potential of Brighton & Hove

The Panel heard a significant amount of evidence regarding the positive attributes that Brighton & Hove can offer to this sector. According to Nick Hutchinson, from Ecosys⁶⁵, these include:

- a clear cluster of businesses
- a lot of good practice
- significant developments in the pipeline e.g. offshore wind farms
- a very good resource efficiency programme in the area
- significant active networking
- very good public transport systems
- strong council support
- an engaged public⁶⁶

Other witnesses described the proximity to Gatwick and London, and the 'cultural offer' of the city as important.

The report will now consider the main attributes of Brighton & Hove grouped under the following headings:

- the reputation of Brighton & Hove as a sustainable city
- Brighton & Hove as a 'super city'
- the city's cultural offer
- a centre of knowledge
- an incubator of environmental industries
- a city able to benefit from collaborating with other areas.

A. Reputation as a sustainable city

The Sustainable Cities Index for 2008 assessed 20 cities, using a basket of indicators relating to:

- environmental impact e.g. air quality
- quality of life e.g. life expectancy
- future proofing e.g. local authority commitments on climate change

The report concluded:

*"It was very close at the top, with Bristol just snatching the top spot from Brighton & Hove. With third-placed Plymouth, these are the cities which continue to outperform the rest of the group."*⁶⁷

⁶⁵ Ecosys is a small Brighton based consultancy that focuses on resource efficiency and supporting SMEs

⁶⁶ Nick Hutchinson, evidence 31st March 2009

One of the indicators in which Brighton & Hove scored well (5th highest) was the number of green businesses per capita.⁶⁸

However, a report by the World Wildlife Fund on the ecological footprint of British City Residents ranked Brighton & Hove as having the fourth highest out of 60 cities. It was assessed as needing 3.47 planets to support its rate of consumption.⁶⁹

B. One of the 5 'super cities'

HSBC recently published a report it had commissioned on the changing face of business in Britain. Its purpose was to map the:

"...new entrepreneurial landscapes."⁷⁰

Renewable energies were identified as one of the eight key emerging industries. The report also predicted the rise of five 'super cities', one of them being Brighton & Hove:

"Our super cities promise to change the traditional national and regional power bases in the UK because of their proximity to the one thing that does not depend on natural resources: knowledge.

But this is knowledge in the 21st century – a notion driven by science, technology, culture, creativity, behavioural economics and, more importantly, an open-source approach to innovation that is turning creative towns, such as Brighton, into alternative economic and innovation powerhouses."⁷¹

While this report did not predict that Brighton & Hove would become one of the hot spots for renewable energies, the qualities of the city which are highlighted above could be crucial in encouraging and developing environmental industries.

C. The city's cultural offer

The 'brand' of Brighton & Hove is important. Pooran Desai of BioRegional, told the Panel that he felt that the right culture, lifestyle and intellectual capital was as important as the desire and policies to encourage the sector. He believed that only Brighton & Hove and Cambridge currently have this wider 'offer' and there were huge opportunities to be at the forefront of driving a 'green cluster'.⁷²

⁶⁷ http://www.forumforthefuture.org/files/sustainable_cities_051108_links_final.pdf

⁶⁸ http://www.forumforthefuture.org/files/sustainable_cities_051108_links_final.pdf

⁶⁹ The Ecological Footprint of British city residents, WWF Report, (2007)

http://www.wwf.org.uk/filelibrary/pdf/city_footprint2.pdf

⁷⁰ http://www.hsbc.co.uk/1/PA_1_5_S5/content/uk/pdfs/en/future_of_business.pdf

'The future of business: the changing face of business in 21st Century Britain', HSBC, (2009)

⁷¹ *ibid*

⁷² Pooran Desai, evidence 13th May 2009

Ultra Green, a Brighton-based renewable and clean tech company told the Inquiry that they have benefited from the city's:

*...‘high quality of life’.*⁷³

Brighton & Hove has a widely acknowledged vibrant arts and culture scene, including the Brighton Festival. There is also the award winning Jubilee Library and the One Brighton development. All these contribute to providing Brighton & Hove with a cultural infrastructure which could be used to encourage further inward investment.

⁷³ Visit to Ultra Green, 18th September 2009

D. A centre of knowledge

Evidence given to the Panel highlighted the significant contribution of the two universities, and a range of further education providers, to the potential of Brighton & Hove.

The city's universities

According to Professor Jim Lynch of SEEDA:

*“The universities are powerhouses in the south east and Brighton & Hove is very well served by its universities.”*⁷⁴

University of Brighton

The Panel heard that the University of Brighton was business-facing and had been very successful in attracting Higher Innovation Funding – of around £1.5m. There were projects worth around £30.5m underway at any one time, with an additional £1.5m in the pipeline. The University has up to 22,000 students (18,000 undergraduates and 4,000 postgraduates), with students across the environmental sector including geography, science and technology.

Zoe Osmond, Business Development Manager at the University, believed that most of these students wanted to stay in the area and if the council could encourage the growth of the environmental industries, they would form an important part of the workforce.⁷⁵

The University's areas of environmental expertise included:

- sustainable organisations
- environmental management
- low carbon technologies
- community engagement

They work with a range of businesses, such as:

- Rye Biofuels (developing performance and quality standards)
- Minelco (developing synthetic minerals using CO₂ in manufacture)
- Churngold Remediation (commercialising a soil clean up technology)⁷⁶

The University's Centre for Sustainability of the Built Environment has an international reputation, and good links with Europe and Australia. This was felt to be important, as other countries are so far ahead of us in this sector.⁷⁷

⁷⁴ Professor Jim Lynch, evidence 23rd April 2009

⁷⁵ Zoe Osmond, evidence 23rd April 2009

⁷⁶ See supplementary evidence supplied by Zoe Osmond in Volume 2

⁷⁷ Tony Mernagh, evidence 31st March 2009

University of Sussex

The Panel heard from Dr Jim Watson, Director of the Sussex Energy Group, that the University of Sussex was historically strong on energy conservation.⁷⁸ The Sussex Energy Group (SEG) forms part of the Science and Technology Policy Research Unit (SPRU). The SPRU is:

“...a global leader in research, consultancy and teaching of science, technology and innovation policy and management ...[it]... is one of the world's largest specialised centres of its kind, located in the Freeman Centre, a purpose built space.”⁷⁹

Recommendation: The Panel recommends that the council further strengthens its excellent relationships with the city's two universities and publicises their work. The Lead Officer for Environmental Industries (proposed in Recommendation 1) could be a key point of contact for the universities.

⁷⁸ Dr Jim Watson, Sussex Energy Group, evidence 13th May 2009

⁷⁹ University of Sussex website <http://www.sussex.ac.uk/spru/index.php>

CASE STUDY 1

The Sussex Energy Group (SEG), Sussex University

The SEG is currently core funded by a £2.7m award from the Economic and Social Research Council (ESRC), under the Towards a Sustainable Energy Economy programme. This funding runs from April 2005 to March 2010.

The Group is also a partner in the Tyndall Centre for Climate Change Research and the UK Energy Research Centre. It receives additional funding from the European Commission, UK government departments, private sector organisations and Non-Governmental Organisations. The SEG team currently employs includes 18 researchers and 15 doctoral students, led by Dr Jim Watson.

SEG seeks to identify ways of achieving the transition to sustainable, low-carbon energy systems whilst addressing other important policy objectives such as energy security. It undertakes academically rigorous, inter-disciplinary research that engages directly with policy-makers and practitioners.

SEG's researchers have a variety of backgrounds and employ quantitative and qualitative research methods informed by economics, political science and sociology. The Group's particular strengths include:

- policy analysis
- the study of socio-technical transitions
- the social choice of technology.

All projects focus on contemporary challenges in energy and climate policy and are frequently undertaken in collaboration with researchers in other UK and international organisations.

The Group actively engages with policymakers and other stakeholders through consultancy projects, invited presentations, responses to consultations and other fora. Recent examples include:

- presentations to the Parliamentary and Scientific Committee
- discussions in August 2009 with Lord Stern about low carbon technology transfer to developing countries
- a briefing for Ed Miliband (UK Secretary of State for Climate Change) in July 2009 on the future of energy and the built environment in the UK

Retaining and employing graduates

Given the importance of both the universities to the city, one needs to consider how to increase the retention of graduates in Brighton & Hove by ensuring that there is a supply of appropriate jobs. This lack of such jobs has been highlighted in the BRII as a ‘weakness’ of the city, in that there are:

“...significant proportions of overqualified residents working in lower grade employment.”⁸⁰

This has the knock-on effect of taking jobs away from other sectors of the workforce.

While the issue of an overqualified workforce is beyond the remit of the Inquiry, it does need to be addressed when developing industrial sectors in the city. If environmental industries are encouraged to start-up in Brighton & Hove, it is vital to ensure that a relevantly skilled workforce is here. The Panel appreciates the contribution of the universities in helping graduates gain jobs in the city and encourages the council to offer any support that it can.

Recommendation: The Panel recommends the council either undertakes, or contributes to, an assessment of how to help graduates gain employment in environmental industries, or contribute their knowledge to the council.

Equipping the workforce with the necessary skills

The *Low Carbon Industrial Strategy* emphasises that the Government needs to ease this country’s transition to a low carbon economy by:

“Equipping the British workforce with the skills that will allow them to seize the opportunities [of this sector]...”⁸¹

The Panel heard from a range of further education establishments about the training they provided to equip people to work in the sector. The training provided by these, and other, Further Education establishments is important as Brighton & Hove will be able to attract inward investment based on its well-trained work force.

City College

The witnesses from City College described its role in addressing the skills gap. It runs full and part time courses from basic entry to foundation degrees (for the University of Brighton).

⁸⁰ BRII <http://www.brighton-hove.gov.uk/downloads/bhcc/economicdevelopment/BRIIFinalReport.pdf>

⁸¹ ‘The UK Low Carbon Industrial Strategy – Executive Summary’ (2009) <http://www.berr.gov.uk/files/file52226>

Sustainability was central to the ethos of the College and a number of courses relate to environmental industries, including environmentally sensitive design. However, it recognised the need to do more to engage with green industries and employers.⁸²

A key focus of the College is on delivering apprenticeships, an issue which is growing in importance as young people are continuing to lose their jobs. They are concerned that Government funding has been reduced for colleges and was no longer available for adult apprenticeships. The College explained that it had put a £100m bid into the Learning and Skills Council (LSC) for a new campus at Pelham Street in Brighton as well as a college to be attached to Falmer football stadium. If this project was approved, it would provide a state of the art technical centre for training in engineering and construction.

At the time of writing this report, City College had recently learnt that they had been unsuccessful in their bid to the LSC for funding. However, the Panel understands that they are currently exploring other options.

The College told the Panel they would like the council to 'buy local' in terms of skills and training and encourage others to do so as well. The College expressed its wish to work with EDF, the Friends Centre and other organisations to provide such courses.

⁸² Vernice Halligan and Michael Buckman, City College, evidence 10th June 2009

CASE STUDY 2

The value of a network for environmental industries and making the most of a networking opportunity

Vernice Halligan, Head of Employer Engagement, Brighton & Hove City College.

Vernice contacted the Overview and Scrutiny Team on 7 July 2009 to tell them that:

“The Scrutiny Panel was an important catalyst and gave me an excellent opportunity to learn about developments from all types of organisations and sectors. It's clear to me that some form of cluster / networking forum would be very valuable to drive through and promote developments in the green economy in this area. A number of people at the Scrutiny Panels discussed skills gaps - our College has a major role to play in addressing these gaps and we want to be positioned to do so. It's not just about training young people and apprentices, it's also about re-skilling adults whether through qualifications or through short courses to meet new economic opportunities.

Since attending the Scrutiny Panel I have set up a team within the college to focus on developing opportunities, creating links and developing new training products in the microgeneration technology and sustainability fields.

We have booked a visit to Carshalton and Kingston College to view their Power Assessment Centre (17th July). We are meeting with the Friends Centre to discuss both parties' plans for curriculum development (waiting for date from Friends Centre). I have had a conference call with EDF Energy to assess possible opportunities for the College in terms of developing a portfolio of training solutions to meet the growing developments and skills gaps in the microgeneration technology arena. We have booked a meeting with Brighton & Hove City Council in early September to discuss future economic developments and the College's role in the city as the leading skills provider. This will also include a discussion about the College's own sustainability plans. We are in the process of contacting various other organisations who attended the Scrutiny Panels.”⁸³

⁸³ Email from Vernice Halligan, dated 07.07.09

Recommendation: The Panel was pleased to be able to forge relationships through our Panel meetings, among them the new dialogue between City College and Kingston College. The Panel recommends that the council encourages inter-college partnering, where appropriate, to address the skills gaps in the environmental industries and in the retrofitting sector of the construction industry to meet demand for future employment. This will support local job creation across the employment spectrum from graduates to those leaving school with few qualifications.

Friends Centre

The Friends Centre is an independent Adult Education Centre that provides skills for life, such as literacy and numeracy, alongside services for job seekers. The Centre is in the process of expanding its number of courses and class rooms.

The Panel heard that the Centre was developing its skills training. It is in discussions with BioRegional and City College about the possibility of collaborating to run technical and professional courses, alongside those for people entering employment. It was suggested that three key areas of the Centre's training could assist environmental industries:

- developing the capacity to retrofit homes and provide training and re-skilling
- in recognition of the significant capacity for growing local foods and materials, developing courses to show how to market goods and to help partner individuals with others. Also skills in recycling and redeveloping materials
- a smaller area of provision would be to provide training and language courses for non-English speakers who could potentially work in jobs servicing the offshore wind industry (e.g. catering and loading)⁸⁴

The Friends Centre currently provides training to 1,500 people a year, but they are moving into new premises which could double this figure.⁸⁵

Kingston College

Kingston College and Carshalton College told the Panel that they have set up a new training centre. The Power Assessment Centre is based at Carshalton, in state of the art premises, and opened in September 2008.

The focus of the Centre is training and installation. It is now looking on from gas and electricity to include renewable energy. Since September 2008, the Centre had trained in excess of 500 adults. Rising unemployment is causing people to changing careers, so there is now more funding for Further Education (FE) colleges for both up-skilling and re-skilling.

The areas they offer training in include plumbing, gas and electricity, solar and hot water. The Centre was, for example, a training provider for Worcester, Bosch and Thames Water. Much of their work focuses on up-skilling people. A new course was starting for 25 new gas engineers for British Gas. People can be retrained to carry out this work, and existing engineers need to be up-trained every 5 years.⁸⁶

⁸⁴ Maria Antoniou, Friends Centre, evidence 10th June 2009

⁸⁵ *ibid*

⁸⁶ Alan Harris and Sharon Greenaway, Kingston College, evidence 23rd April 2009

The witnesses from Kingston College expressed an interest in working in other localities, in a partnership role, to offer this kind of training. As noted in Case Study 2 on page 38, the Panel meetings had prompted City College to arrange to visit the Power Assessment Centre. Potentially, this could lead to a partnership being developed to provide skills and training which could be crucial to the growth of environmental industries in Brighton & Hove.

Section 6.2 of this report considers a number of the Government's initiatives and the training and job opportunities that may follow.⁸⁷

⁸⁷ See section 6.2 Job opportunities and training

E. Business incubation

The Panel heard how successful business sectors have grown out of incubation units. The support offered to entrepreneurs, through access to tailored services and expertise, has helped a significant number of micro businesses to flourish.

Sussex Innovation Centre

Professor Jim Lynch, a senior advisor for SEEDA, described the Sussex Innovation Centre (SInC) as a well established technology incubator. It was set up by both the universities, the council, East Sussex County Council and EDF Energy. The Centre takes technology and knowledge based companies, usually start-ups, and helps them to establish themselves and improve their business. They were different from other incubator projects, because of their significantly larger in-house team. The Centre offers practical support to help companies establish a sound financial basis. There is a strong focus on customers, which includes creating a network of potential customers.⁸⁸

Mike Herd, the Executive Director of SInC, gave the Panel an example of how the Centre had helped Elektromotive, by making the introductions for them and helped these entrepreneurs to reach the next level in their business.⁸⁹

In his experience, the type of market which the company was aiming for could shape the future of each organisation. Innovations that are nationally, or internationally, important are more likely to be licensed and bought out. As a result:

“If ... [the organisation]... stays in private hands, it will stay in Brighton & Hove: it will only leave if there was a trade sale or flotation.”⁹⁰

While SInC had no sectoral focus, it had found there were similarities between the support needed for different innovation areas. Also, if there were a whole range of technologies available at the Centre it would be easier for companies to go ‘market hopping’.

Mike Herd explained that round 10% (of a total of 85) companies working with the Centre were environmentally focussed. He felt that there were issues:

“...around how erratic this market was.”⁹¹

For example, if Elektromotive had been reliant on charging points coming to this city:

“...they would have gone bankrupt.”⁹²

⁸⁸ Jim Lynch, SEEDA, evidence 23rd April 2009

⁸⁹ Mike Herd, SInC, evidence 23rd April 2009

⁹⁰ ibid

⁹¹ ibid

⁹² bid

Instead the market for their charging points has been developed and expanded in London, other areas of England and abroad. Christine D’Cruz told the Panel that EDF was working closely with Elektromotive to install electric bays in London and:

“By 2020, around 2% of the car parks (600,000) in the UK would be electric or plug-in hybrid vehicles.”⁹³

When discussing what the council could do to help SInC further, Mike Herd of SInC told the Panel that often local authority partners treated the Centre like a ‘zoo’ – an interesting place to tour, but they did not engage with the companies.⁹⁴

This evidence shows the importance of incubation units in developing this sector. It also highlights the importance of the council and its partners seeking to procure the services and products of these incubated businesses, where possible. Council procurement is described further in Section 6.5 of this report.

Innovation Centre

The Panel understand that there has been some work undertaken to look at the feasibility of establishing an innovation centre in the city. Jim Christy of the East Sussex Enterprise Hub also informed the Panel about the progress of the Enviro21 Innovation Park in Hastings⁹⁵. Given the importance of innovation centres and the potential to harness the skills of the universities, the Panel is keen to see further work done on assessing the potential for establishing an innovation centre in the city.

Recommendation: The Panel believes an innovation centre should be established in collaboration with the universities and environmental industries. The aim would be help develop new technologies in the sector and support emerging and expanding companies.

⁹³ Christine D’Cruz, EDF, evidence 10th June 2009

⁹⁴ Mike Herd, evidence 23rd April 2009

⁹⁵ Jim Christy, evidence 10th June 2009

F. Working beyond the city

Evidence given to the Panel highlighted that some initiatives and policy areas could benefit from being addressed at a level above that of a single local authority area.

How SEEDA could assist environmental industries

The Panel heard that SEEDA may be able to help encourage this sector in the city, because it had:

“...long recognised the importance of environmental industries ... [and following the Stern Report, they now recognised] ...that climate change was now economic as well as environmental - it was the change agenda.”⁹⁶

Environmental industries had been identified by SEEDA, as both a:

“...high value added opportunity and transformational opportunity for the region.”⁹⁷

SEEDA had commissioned a study of the environmental economy in the region. Using a broad definition, it identified that approximately 230,000 people were working in this sector in 2000. The environmental economy was found to have contributed over £7.8bn Gross Value Added (GVA) to the region's economy. This was the equivalent to just over 6% of the total regional economy and so:

“...the Environmental Economy contributed more to regional GVA than any other sector except financial services and education and health.”⁹⁸

Graham Tubb, of SEEDA, drew the Panel's attention to the Government's *New Industry New Jobs* report which had identified:

“... a huge business opportunity as demand expands for low carbon goods and services and for greater energy and resource efficiency.”⁹⁹

To accompany this report, it was announced in April 2009 that £250 million would be invested nationally in low carbon business opportunities and innovation. This would include initiatives on low carbon vehicles, as well as the nuclear and renewable energy industries.

⁹⁶ Graham Tubb, evidence 10th June 2009

⁹⁷ *ibid*

⁹⁸ The Environmental Economy of South East England, SEEDA, (2002) http://www.seeda.co.uk/Publications/docs/Environmental_Economy/Exec_Summary.pdf

⁹⁹ New Industry, New Jobs, BERR, (2009) <http://www.berr.gov.uk/files/file51023.pdf>

The Panel then heard that SEEDA is currently establishing eight Innovation and Growth Teams (IGT) to:

“Unlock the potential in businesses with real global ambition through targeted support in order to drive economic growth in the South East.”¹⁰⁰

Environmental industries could receive support from the IGT teams. However, it is not clear how many of these industries will receive assistance. They are likely to be treated in the same way as other businesses, rather than receive specialist assistance.

EnviroBusiness

David Porter, the Environmental Enterprise Manager, described EnviroBusiness as a not-for-profit company set up by SEEDA three years ago.¹⁰¹ The purpose was to use this type of company (termed as sector consortia), to push forward strategic industries that they think are interesting and important to the region e.g. aerospace and digital media.

EnviroBusiness was the sector consortia for the environment. One of its key aims had been to create a network of early stage companies, including those dealing with water, waste, energy and environmental monitoring.

This network now has 700 companies which are often at an early stage and either looking to prove that their product works, increase sales or sell overseas. This was initially a two year project (with a focus on global competitiveness) which has been extended to 2011.¹⁰²

EnviroBusiness will lead a new regional Environmental Innovation Network, with key support from the University of Brighton, which is to be funded by SEEDA and the European Regional Development Funding (ERDF) S.E. Competitiveness Fund. This Network is described in greater detail in Section 6.3 of this report.

East Sussex Enterprise Hub

Jim Christy, the Director of the East Sussex Enterprise Hub, told the Panel that this Hub had been set up by SEEDA to cover Brighton & Hove and East Sussex. It was one of twenty Hubs which aimed to fill the gaps in helping new technologies get to market. Their remit included making links with universities and applying for patents.¹⁰³

¹⁰⁰ Invitation to apply for grant funding, SEEDA, 2008

¹⁰¹ David Porter, EnviroBusiness, evidence 13th May 2009

¹⁰² Ibid

¹⁰³ Jim Christy, East Sussex Enterprise Hub, evidence 13th May 2009

CASE STUDY 3

The work of the East Sussex Enterprise Hub

According to Jim Christy¹⁰⁴, the Enterprise Hub Network is the lynchpin between entrepreneurial ideas and commercial success. It helps to create new, innovative and prosperous businesses that can contribute to the economic growth and development of the South East. The aim of the East Sussex Enterprise Hub is to help provide the creative and technology-driven environment necessary to encourage innovation and ideas.

*“If we succeed in our ambitions then we will see more businesses relocating to East Sussex and we will help accelerate a growth in the employment prospects for our vibrant region that encourages innovation, creativity and technological excellence. We want to encourage businesses to develop new ideas by helping them to develop their creative and knowledge-based talents. We can help provide the infrastructure required to support them, with access to help, advice as well as potential routes to obtain grants and funding to support their ideas. We also facilitate a network of like-minded companies and individuals who are motivated by working with like-minded peers”.*¹⁰⁵

The East Sussex Enterprise Hub now has 67 portfolio clients with national, and international, growth potential. It also has a network of 850 members who come to them for general advice and are referred to organisations such as Envirowise, Business Link and the universities. Currently 12 of the businesses in their portfolio are environmental industries and the number is rising steadily.

The Panel heard that the Hub has undertaken a lot of good work in this area and offers a range of support to SMEs. They have recently established an Environmental Advisory Group to:

*“...collate their own Environmental Technology Cluster which will run off the Hub website.”*¹⁰⁶

A spreadsheet listing the companies they have identified in this sector can be found at <http://www.eastsussexhub.co.uk/files/pdf/1246463293-Copy-of-1244198023-EnvironmentalCompanies.xls>

In the early stages of this Inquiry, a Scrutiny Officer attended the initial meeting of the Advisory Group which was most informative. The Panel would like to see the council remain involved in the Advisory Group and nominate a relevant individual to attend the meetings.

¹⁰⁴ Jim Christy is the Director of East Sussex Enterprise Hub

¹⁰⁵ <http://www.eastsussexhub.co.uk/what-is-an-enterprise-hub/how-can-we-help/>

¹⁰⁶ Minutes of the meeting of the Environmental Advisory Group on 20th May 2009

Recommendation: *The Panel believes that the council should be represented on the Environmental Advisory Group established by East Sussex Enterprise Hub. This would facilitate coastal collaboration and enable the council to gather information about local innovation.*

Thames Gateway

Professor Jim Lynch of SEEDA, explained that the Thames Gateway had been identified as an area of great potential in relation to the environmental and sustainability sector. SEEDA, along with two Regional Development Agencies in the area (London and East of England), has joined with the Thames Gateway Corporation to develop an agency. As a result, two campuses are planned at Dartford and Dagenham. There was substantial government funding for the project and a massive opportunity for networking. Professor Lynch suggested that the universities' work could feed into the 'hub and spoke system' planned for the campus.¹⁰⁷

Coastal collaboration

It was suggested to the Panel that both the region and the city could benefit from coastal collaboration (see also Section 5.3). Pooran Desai of BioRegional believed that Brighton & Hove could position itself as a centre for wind and tidal energy and that coastal locations were very important to these industries.¹⁰⁸

David Porter of EnviroBusiness thought that there was a coastal strip in East Sussex which had already created a:

*"...green cluster from Hastings to Southampton."*¹⁰⁹

He believed that this would make it possible to have a joined up initiative, despite the poor transport links along the south coast.

Recommendation: The Panel recommends that the council works with local organisations and other local authorities, regional and sub-regional funding bodies to help the development of environmental industries. Building on existing regional initiatives, it could explore, for example, the possibility of collaborating with neighbouring authorities that could provide manufacturing space.

¹⁰⁷ Professor Jim Lynch, evidence 23rd April 2009

¹⁰⁸ Pooran Desai, evidence 13th May 2009

¹⁰⁹ David Porter, evidence 13th May 2009

F. Working with social enterprises

The Panel welcomes the recent publication of the council's social enterprise action plan¹¹⁰ to build upon its strategy for this sector. Social enterprises already play an important role in the economic life of the city and could play a growing role in the development of environmental industries.

Recommendation: *The Panel believes social enterprises have a significant role to play in developing environmental industries in Brighton & Hove. It recommends that the council and other organisations do all they can to support the sector.*

¹¹⁰'Social Enterprise Strategy and Equalities Impact Assessment' [http://present.brighton-hove.gov.uk/Published/C00000153/M00002147/\\$ADocPackPublic.pdf](http://present.brighton-hove.gov.uk/Published/C00000153/M00002147/$ADocPackPublic.pdf)

6.2 Training and job opportunities

Workforce

The lack of a skilled workforce was often cited as a barrier for the industry. According to the survey by Kent Business Link and Ecosys, 21% of SEE companies saw this as a main challenge¹¹¹ although this did provide an opportunity to up-skill the population.¹¹²

SEEDA had undertaken an analysis which found that in the South East there was a skills shortage in this sector.¹¹³ A sustainable skills construction academy was to be built at Dartford to provide the necessary skills base, which should be underway by mid-summer 2009. Professor Lynch believed that there was nothing to prevent the work done at the Institute in Dartford being transferred across the region.¹¹⁴

Given the quality of the city's higher and further education sector, and the increasing interface between business and universities, the potential for developing the workforce is there.

There are a range of national and local initiatives which could be used to create jobs and offer retraining in this sector. The initiatives described below are a few examples of the many schemes which are available locally and nationally.

Initiatives to provide training and job opportunities

The Panel firmly believes in the importance of considering the full spectrum of jobs that could be created, when looking at how to support and encourage environmental industries. For example, the installation of insulation, efficient boilers, and smart meters can generate jobs for installers and fitters.

The draft national *Heat and Energy Saving Strategy* includes a proposal that all homes receive (by 2030) a 'whole house' package including all cost-effective energy saving measures, and renewable heat and electricity measures as appropriate. An aim is that all lofts and cavity walls will be insulated "where practical" by 2015. As a result of this:

*"...there will be approximately 34,000 jobs installing and maintaining whole-house packages."*¹¹⁵

¹¹¹ 'Potential for Developing Environmental Industries in Brighton & Hove', Ecosys written submission to the Scrutiny Panel, see Volume 2

¹¹² Nick Hutchinson, evidence 31st March 2009

¹¹³ Professor Jim Lynch, evidence 23rd April 2009

¹¹⁴ *ibid*

¹¹⁵ DECC website, 'Heat and Energy Saving Strategy' (Executive Summary)

http://hes.decc.gov.uk/consultation/consultation_summary

The above figure does not take into account the further jobs that could be created in the supply chain, such as the manufacture of insulating materials.

Local apprenticeship schemes

There are a wide range of apprenticeship schemes running locally, regionally and nationally. The Panel heard evidence from three Further Education colleges, who are providing skills and training relevant to environmental industries.¹¹⁶ The use of apprenticeships is seen as a key way of offering work experience and potentially creating jobs. City College told the Inquiry that their dedicated team had placed 400 new apprentices this year:

“...they were starting to find young people losing their jobs now, so they were doing a lot around this.”¹¹⁷

The College were concerned that central funding for colleges had been reduced and was no longer available for older apprentices. To help address this issue, the College emphasised the importance of the public sector taking on apprentices, and was working with the council to help them achieve this.¹¹⁸

The council is running an apprenticeship scheme and according to the council’s City Employment Initiatives Manager:

“Last year in the council, we achieved 21 Apprenticeships, with 19 of the apprentices completing. This year since April, we have arranged 20 Apprenticeships, with another 5 out to advertisement. The target for the year is 30, so the council is likely to more than meet this.”¹¹⁹

The council has recently heard that it has been successful with the Future Job Fund bid that will provide £2.3million to pay for core salary funding. This will include a number of apprenticeship options both internally and externally to the council for local residents aged 18 to 24 who are long term unemployed.

Jae Mather, of the Carbon Free Group, told the Panel that a number of registered social landlords are planning large renovation projects and offering apprenticeships, some of which are in East Sussex.¹²⁰

National apprenticeships

In April 2009 the National Apprenticeship Service (NAS) was launched. It reports to both the Department for Innovation, Universities and Skills (DIUS) and the Department for Children, Schools and Families (DCSF). The NAS is tasked with bringing about a significant growth in the number of employers offering apprenticeships.

¹¹⁶ See earlier in Section 6.1.d

¹¹⁷ Vernice Halligan and Michael Buckman, evidence 10th June 2009

¹¹⁸ *ibid*

¹¹⁹ Email from Joe Davenport, City Employment Initiatives Manager, 27th July 2009

¹²⁰ Jae Mather, evidence 31st March 2009

Recent research was able to report on the benefits of apprenticeships to businesses and individuals, which included:

- Over 9 out of 10 apprentices are in work or education on completing their Apprenticeship, which compares favourably with the national unemployment rate
- Of those apprentices currently unemployed, just under two thirds (63 per cent) believe their Apprenticeship will directly help them find work
- Apprentices' earning power has increased significantly and over three quarters (76 per cent) of apprentices believe that without their Apprenticeship they wouldn't be earning their current salary
- An overwhelming majority (89 per cent) of apprentices would recommend an Apprenticeship to other people in similar circumstances to themselves¹²¹

Recommendation: The Panel welcomes the council's commitment to creating apprenticeships. It recommends that future bids for funding for apprenticeships take account of the environmental industries. It also welcomes the city's success in gaining Future Jobs Funding to create 350 jobs. Led by the council, the programme will create 100 recycling and 'green collar' jobs. The emerging environmental industries are highlighted as a potential area for the programme.

Smart Metering

The Government recently announced that by 2020, all energy meters would be 'smart meters'. These meters allow utility companies to remotely record gas and electricity usage and enable customers to see how much energy they are using. This programme will require visits to over 25 million households to replace up to 50 million meters.¹²² Christine D'Cruz of EDF Energy reported that this programme would require people to be employed to change the meters starting in two years time. In addition, the two-way communications systems would need more communications experts.¹²³

Government initiatives

Among the many schemes available, two of the largest - the Warm Front Scheme and the Community Energy Saving Programme – were brought to the Panel's attention.

¹²¹ Research by BMG in January 2009. Press release 27 April 2009.

<http://www.apprenticeships.org.uk/About-Us/National-Apprenticeship-Service.aspx>

¹²² A Consultation on Smart Metering for Electricity and Gas, DECC, (2009)

http://www.decc.gov.uk/en/content/cms/caonsultations/smart_metering/smart_metering.aspx

¹²³ Christine D'Cruz, evidence 10th June 2009

Warm Front Scheme

This scheme provides a package of insulation and heating improvements up to the value of £3,500 (or £6,000 if oil central heating is recommended). It is a Government-funded initiative and the scheme is managed by eaga.¹²⁴

The GMB told the Panel that, whilst there was some good work arising from the scheme, they had been critical of the Government over the project. In particular, the issue of how many apprenticeships had arisen from the scheme. They believed that the contractors they used were often not local, although it had been hoped that the scheme would create new jobs in the area.¹²⁵

An example of the potential impact of this scheme came in a recent press release, which announced:

“... eaga is creating a green collar workforce across the Midlands – helping to cut carbon emissions and save household fuel bills.”¹²⁶

Community Energy Saving Programme (CESP)

On 11 September 2008, the Prime Minister announced the launch of the £1bn Home Energy Saving Programme. The aim was to help families permanently cut their energy bills. A key part of the announcement was the creation of a new £350m Community Energy Saving Programme (CESP).

This Programme will target households across Great Britain, in given geographical areas, to improve energy efficiency standards and permanently reduce fuel bills. It will be funded by a new obligation on energy suppliers and, for the first time, a duty on electricity generators. CESP will promote a ‘whole house approach’, and be delivered through the development of community-based partnerships involving Local Authorities (LAs) along with energy suppliers and electricity generators. It will be carried out on a house-by-house, street-by-street, basis and benefit around 90,000 homes.¹²⁷

The council has responded to the consultation paper on CESP and are working closely with energy companies to take this forward. Christine D’Cruz of EDF Energy told the Panel that EDF were looking for four areas to start the programme and asking local authorities to approach them with requests for funding. She welcomed the idea of the first CESP being in Brighton & Hove.¹²⁸ The Panel understands that negotiations are underway and hopes that they prove successful.

¹²⁴ eaga is the company contracted by the Government to deliver the scheme.

¹²⁵ GMB, evidence 23 April 2009

¹²⁶ eaga press release, http://www.eaga.com/media_centre/press/july09/green-jobs-across-the-midlands.html

¹²⁷ DECC website,

<http://www.decc.gov.uk/en/content/cms/consultations/open/cesp/cesp.aspx>

¹²⁸ Christine D’Cruz, evidence 10th June 2009

Great British Refurb

The Great British Refurb Campaign was launched in April by Kevin McCloud of Grand Designs. It is asking Government to make it enable people to live in low carbon housing.¹²⁹ The campaign has held a number of press events to raise awareness of the issues.

Recommendation: The Panel welcomes energy-saving and carbon reduction initiatives, such as the Community Energy Saving Programme and the Great British Refurb Campaign, and recommends the council investigates the full range of funding opportunities and schemes for supporting low carbon investment and environmental schemes in the city to create local jobs.

¹²⁹ <http://www.greatbritishrefurb.co.uk/about-the-campaign>

6.3 Supporting and encouraging environmental industries

Supporting this sector

Having established that Brighton & Hove possesses many of the key attributes to attract environmental industries, this section of the report will consider the best ways to facilitate the growth of the sector.

A significant number of witnesses emphasised the importance of a 'vehicle' for identifying, supporting and potentially locating environmental industries. It was suggested that this 'vehicle' could be:

- A. a cluster – where a significant number of related industries are linked geographically
- B. a network – which works with the companies in a particular sector to help them develop and grow

This section will now consider both in turn - although they are not mutually exclusive.

A. The case for clusters

A significant number of witnesses spoke of the benefits of establishing environmental industries clusters in the city. Zoe Osmond, of the University of Brighton, believed it would help them by providing both a single point of contact and:

*"...one forum for creating awareness."*¹³⁰

Jae Mather of the Carbon Free Group felt that sustainable business support could be tailored towards the creation of clusters, including making office space and offering meeting rooms.¹³¹ Graham Tubb from SEEDA believed that:

*"Clustering was a way forward [for Brighton & Hove] in terms of centres of excellence."*¹³²

The Panel heard that:

*"...the Wired Sussex model of support and inward investment is a good model to work from for other potential clusters."*¹³³

According to Pooran Desai of BioRegional, many localities were assessing how they could become home to a green cluster. However, he believed that

¹³⁰ Zoe Osmond, evidence 23rd April 2009

¹³¹ Jae Mather, evidence 31st March 2009

¹³² Graham Tubb, evidence 10th June 2009

¹³³ Tony Mernagh, evidence 31st March 2009

Brighton & Hove (for whom a huge opportunity existed) and Cambridge (who were pushing ahead) were the only places in the United Kingdom that could meet the requirements of this sector.¹³⁴

Nick Hutchinson of Ecosys believed that there was already a cluster in Brighton & Hove. While not as coherent as the digital media sector, it did include:

- renewables (installers rather than manufacturing)
- sustainable construction and maintenance e.g. sustainable building design and architecture, conversions
- consultancy
- waste and recycling
- materials recovery
- education and training
- other services (including furniture, printing, cleaning, food, travel and design etc.)¹³⁵

He felt that the businesses in this cluster were at different stages, with the majority at the R&D stage.

Mike Herd of SInC told the Panel of the importance of the psychological cluster:

“...to put messages across about buying decisions.”¹³⁶

He highlighted the potential for using companies as ‘showrooms’¹³⁷ to attract more companies here. This would give Brighton & Hove a reputation as a place to pilot projects relating to environmental industries. For example, EDF Energy who considered that there were sufficient such businesses in the city to justify setting up an innovation centre.¹³⁸

Pooran Desai told the Panel that to create a green cluster you need:

- low cost incubator units
- links to a ‘quarter’ - where there was a geographical concentration, a lot can happen through informal links
- light industrial units as part of a mixed use development, situated in town where people live and work, rather than an out of town industrial park¹³⁹

He believed that the conditions outlined above can create a ‘vibe’.¹⁴⁰

¹³⁴ Pooran Desai, evidence 13th May 2009

¹³⁵ Nick Hutchinson, evidence 31st March 2009

¹³⁶ Mike Herd, evidence 23rd April 2009

¹³⁷ ibid

¹³⁸ ibid

¹³⁹ Pooran Desai, evidence 13th May 2009

¹⁴⁰ ibid

Pooran Desai then suggested that London Road could be a natural area for such a hub, encouraging a mixture of green businesses and green living. An environmentally sound makeover could be given to New England House (NEH), involving local business and green lifestyles. This could include car clubs and retro fittings on the buildings.¹⁴¹

Steve Charter, Director SC2 Sustainability Consultancy, told the Panel of his work on developing clusters. This included developing a proposal for a sustainable enterprise in Brighton. He believed that:

“...physical clustering made a big difference to virtual clustering – both are invaluable.”¹⁴²

Recommendation: *The Panel believes the council should explore how more affordable work and office space could be made available in the city. This is particularly important to retain successful and growing companies who might otherwise leave Brighton & Hove. Clusters of workspaces are crucial to encourage the interchange of ideas.*

The above Recommendation (and Recommendation 1 regarding a Lead Officer – see p63) draw on the successful methods which have been used by the council to support and encourage the Creative Industries in the City over the last 8 years.

B. A network

When the Panel was scoping this Inquiry, the feasibility of establishing a network for environmental industries was identified as one of the issues to consider. This was due to the success of the ‘Wired Sussex’ network for creative industries.

¹⁴¹ Pooran Desai, evidence 13th May 2009

¹⁴² Steve Charter, SC2 Sustainability Consultancy, evidence 10th June 2009

CASE STUDY 4

South East Environmental Innovation Network

The University of Brighton and EnviroBusiness have submitted a successful bid for ERDF funding to set up a network. This will bring together 6 universities across the region with expertise in environmental technology and services and link them to businesses that are already working in, or planning to move into, environmental sectors.

The proposed South East Environmental Innovation Network is aimed at bringing universities, SMEs and large companies together via themed innovation events and managed partnering. Ricardo are supportive of the initiative: they recognised that they faced barriers to entering the renewable energy market, e.g. wind turbines and felt that it could not be done alone and wanted to interface with universities and other SMEs with relevant expertise.

According to David Porter:

“A lot of other companies could move into environmental sectors and this Network could help them secure European Union and UK funding for collaborative research and development.”¹⁴³

The Panel felt that the Environmental Innovation Network would offer a useful way for environmental industries to gain access to expertise and support.

Recommendation: *The Panel recommends the council plays an active role in supporting the new regional Environmental Innovation Network, which will be led by EnviroBusiness with key support from the University of Brighton and funded by South East Development Agency (SEEDA)/ European Regional Development Fund (ERDF) S.E. Competitiveness Fund. The need for such a network was stressed by all those who gave evidence to the Panel. The network’s regional focus reflects the general view that Brighton and Hove and other local authorities and organisations must work across a regional and sub-regional front to promote and develop environmental industries.*

¹⁴³ David Porter, Evidence, 13th May 2009

How the council can lead behaviour change

Pooran Desai told the Panel that the key action the council could take is to create a vision for the future of Brighton & Hove. This would involve deciding what the city could be in 2050, and aligning all its policies to achieve this vision. It would not just cover the green economic future, but include areas such as transport and improving the quality of life to attract the brightest brains. The city has to become what it wants to be and:

“...dress for the person you want to be, not what you are.”¹⁴⁴

Brighton & Hove would have to behave as though it was the centre for renewables. He suggested that the council undertakes an assessment of where it wanted the city to be in both 2020 and 2050.¹⁴⁵

According to Zoe Osmond, the council’s key actions should include being:

“...a driver for initiatives such as green spaces and green transport and be recognised as a green city.”¹⁴⁶

The Panel also heard examples of where the council’s leadership had succeeded in Brighton & Hove:

- the excellence of the bus service
- Jubilee Library
- One Brighton¹⁴⁷

In many key areas, the needs and requirements of the environmental industries are the same as for any other sector. For example: office space, need for business support, workforce and help in identifying markets (the issue of resources is addressed in Section 6.4).

In other aspects, the environmental industries are unique. The sector is facing increasing demand, there is a large scope for development, it is a very broad market, and there are many opportunities for adapting existing skills to new markets.

Should environmental industries receive particular attention?

Several witnesses offered the Panel differing views on whether or not Brighton & Hove would benefit sufficiently from creating a ‘centre of excellence’ for the environmental industries.

¹⁴⁴ Pooran Desai, Evidence 13th May 2009

¹⁴⁵ *ibid*

¹⁴⁶ Zoe Osmond, Evidence 23rd April 2009

¹⁴⁷ Tony Mernagh, Evidence 31st March 2009

A business representative expressed his concern to the Panel that environmental industries should only be pursued if they are a good fit with the local economy.¹⁴⁸

The GMB Union urged caution over the view that hundreds of jobs could be created. The Union emphasised the importance of the whole community having a buy-in across the environmental sector – there should be consideration given to how to create a wide range of jobs, not just graduate jobs.¹⁴⁹

Pilot Schemes

The Panel heard that there could be significant benefits from publicising successful developments in the sector, to encourage potential investors and companies to come to the city.

Paul Dickinson suggested that some of the amazing stories in Brighton & Hove could be publicised to bring in more businesses.¹⁵⁰ The Panel felt this was an idea worth exploring.

Recommendation: The Panel believes the council should offer itself as a pilot authority when opportunities arise to support this sector. It should encourage its partners to do the same, to attract and assist innovative companies and products.

¹⁴⁸ Tony Mernagh, evidence 31st March 2009

¹⁴⁹ Gary Smith and Rob Macey, evidence 23rd April 2009

¹⁵⁰ Paul Dickinson, evidence 31st March 2009

Branding Brighton & Hove for environmental industries

The Creative Industries

The success of the city in supporting, attracting and retaining the creative industries is well known. The sector accounts for 20% of businesses and around 10% of employment. Although not the largest employment sector, it is certainly the fastest growing and counted as a key employment sector.

Learning from Visitbrighton

Following wide consultation with partners, Visitbrighton, the council's Tourism arm launched a destination brand in 2006. A toolkit was produced which includes suggestions for language, images, and tone of voice as well as a logo. This kit is used by both Visitbrighton and tourism businesses throughout the city.

Those involved in developing the brand, told the council it was vital to ensure the new brand responded to the needs and awareness of visitors. Rather than reflecting what people who lived or worked here thought that visitors wanted to hear or see. Consequently, there was a lot of testing of ideas with actual visitors.¹⁵¹

A similar exercise could be set up by the council or its partners to brand Brighton & Hove as the place for environmental industries and provide information, news and promote successes.

Improving the interface between the council and environmental industries

The Panel heard that it could be hard for a developing company to work with the council. Elektromotive told the Panel of their difficulties two years ago, in persuading the council to provide them with 2 car parking spaces (out of 13,000 in the city). This had left them feeling at the time:

"...there was no business to be done with the council."¹⁵²

Fortunately, Elektromotive subsequently had a very constructive meeting with the council in June 2009 and they found a:

"...more cohesive approach with parameters to be set and goals to be achieved."¹⁵³

¹⁵¹ The brand guidelines can be found here:

<http://www.visitbrighton.com/partners/marketing-and-sales/the-brighton-brand>

¹⁵² Greg Simmons, Elektromotive, evidence 10th June 2009

¹⁵³ ibid

The Panel asked Elektromotive what the council could do to assist environmental industries and was told:

- a nominated person/people in the council who can assist the company to find the right person to contact on a particular issue
- building on the help provided by SInC, which enables SMEs to call on administrative help and other services when things were busy
- assistance with networking¹⁵⁴

Behaviour change

A number of witnesses testified to the importance of the council's role in changing behaviour. Pooran Desai suggested that the key to moving on was to create a 'buzz' and the council should communicate their excitement and openness to change.¹⁵⁵

He told the Panel that 'One Planet Living' (a 'global initiative' of BioRegional) was called this because if everyone consumed as much as the average person in the UK did currently, we would need 3 planets.¹⁵⁶

Public Awareness

A survey (undertaken by Business Link Kent and Ecosys) of SEE companies found that greater public awareness of the issue was viewed as an opportunity (by 34% of these organisations). An increase in promotions leading to enhanced public awareness was also highlighted as the main area of support requested by companies (52%).¹⁵⁷

Recommendation: The Panel believes that the council should work with its partners to increase the profile of the sector. This could include: publicising existing organisations and projects in the city, using companies as 'showrooms', demonstration projects and organising events for environmental industries.

The development of the creative industries in the city over the last 7 years has benefitted from a dedicated officer post functioning as a lead point of contact between the sector and the authority. Not only has this provided the sector with a focal point, but it has also acted as an advocate for the sector and

¹⁵⁴ Greg Simmons, evidence 10th June 2009

¹⁵⁵ Paul Dickinson, evidence 31st March 2009

¹⁵⁶ <http://www.oneplanetliving.org/index.html>

¹⁵⁷ Written evidence from Ecosys

provided both support and guidance, the development of the environmental industries sector would undoubtedly benefit from such support.

Recommendation: *The Panel believes that the council should appoint a lead officer for the environmental industries to be a key point of contact for those in this sector seeking information and support.*

6.4 Creating demand and enabling environmental industries to grow in Brighton & Hove

A. Offering support

The *Low Carbon Industrial Strategy* recognises the need to provide support to innovative environmental industries:

*“Companies commercialising innovative low carbon concepts will be central to the transition to a low carbon economy in Britain. While the range of innovations that will underlie ... [this shift]... is ultimately very wide, the innovations that will drive sustainable economic growth will be those that develop a low carbon concept into a commercial product or service.”*¹⁵⁸

To achieve this, the Government has developed a suite of policies including:

- increased financial support for the early stages of innovation
- closing the financing gap for growing low carbon companies by creating a UK Innovation Investment Fund
- greater co-ordination of public support for low carbon innovation so that businesses are better able to access this support¹⁵⁹

B. Retaining industries as they expand

Mike Herd from SInC highlighted the trend that once environmental SMEs expand, they might move away from their original location. In his experience if a company stays in private hands, it will stay in Brighton & Hove; the organisation will only leave if there is a trade sale or flotation.¹⁶⁰

Elektromotive was an example of a company where the work would all be done locally. A combined heat and power company in Lancing were undertaking work for Elektromotive, so the local area has kept the work. However there was a question over how long this would remain the case, depending on how the organisation expands. Elektromotive told the Panel they would remain in the UK, even as they moved towards manufacturing 10,000 vehicles. They were:

*“...intending to stay local ... At the moment, they can get to all their key suppliers within an hour which was crucial in providing the ability to respond quickly to problems.”*¹⁶¹

They have found that as a small company, when recruiting new staff, it is important to select the right person first time. The accessibility of Brighton &

¹⁵⁸ The UK Low Carbon Industrial Strategy – Executive Summary (2009) <http://www.berr.gov.uk/files/file52226>.

¹⁵⁹ *ibid*

¹⁶⁰ Mike Herd, SInC, evidence 23rd April 2009

¹⁶¹ Greg Simmons, Elektromotive, evidence 10th June 2009

Hove means that one can attract applicants from around the region. Recruitment has become even easier with the recession.¹⁶²

Understanding the challenges that the sector faces

In a survey undertaken in 2006/7 of over 100 Sustainable Eco-Enterprise (SEE) organisations, the main opportunities for them included:

- public sector contracts recognising the economic benefits of using green organisations (40%)
- economic benefits of SEE (39%)
- greater public awareness of the issue (34%)

The key challenges for them included:

- small size of SEEs and finding it difficult to grow (43%),
- fluctuations in public perception or prioritising e.g. due to the recession (40%)
- disreputable suppliers (28%)
- inconsistent government policies (26%)
- public procurement processes (26%).

The main areas of requested support were:

- promotions/increasing public awareness (52%)
- planner/regulator awareness (36%)
- professional/trade awareness (28%)
- general business advice (26%)¹⁶³

C. Future environmental industries

Wind farms

According to Pooran Desai, generating energy from wind and wind power will become a massive industry.¹⁶⁴

When asked about the potential for existing businesses to switch to environmental industries, David Porter of EnviroBusiness predicted that:

“...offshore wind is going to be the big thing for the next ten years and there will be real growth opportunities.”¹⁶⁵

Tony Mernagh told the Panel that wind was the only realistic option open to UK in the short term, although other regions such as Yorkshire are more

¹⁶² Greg Simmons, evidence 10th June 2009

¹⁶³ Written evidence submitted by Ecosys, see Volume 2

¹⁶⁴ Pooran Desai, evidence 13th May 2009

¹⁶⁵ David Porter, evidence 13th May 2009

advanced in the field. He felt that investment in wind could be precarious, as the London Array experience has shown.¹⁶⁶

Nuclear

Whilst the Panel did not look specifically at the nuclear industry, it was mentioned by several witnesses. Gary Smith of the GMB felt that jobs would be created in the environmental sector, but they would be jobs in the nuclear industry.¹⁶⁷ Christine D’Cruz of EDF Energy described the range of EDF Energy’s work, which included building four new European Pressurized Reactors, with the first one due to be operational by 2017. She believed that:

“...this would provide considerable commercial opportunities for the supply chain and workers.”¹⁶⁸

Other Sectors

While Research and Development are likely to be key areas for the city in the future. There may also be opportunities within other industries such as electrical vehicle infrastructure, or solar industries that should be followed and capitalised upon.

Tidal/marine renewables

Pooran Desai told the Panel that he believed that tidal energy would be bigger than wave power, because it is more predictable. While wind power projects are progressing now, tidal technologies need more development and there were more ecological issues. He predicted that tidal technologies could be ready in 5-10 years time, alongside algae for biofuels.¹⁶⁹

Other low carbon and resource efficiency measures

During the drafting of this report, the Panel became aware of Ultra Green, a renewable and clean tech company in the city that was developing a range of technologies that maximise energy efficiency. For example, they have developed a portable power plant to turn waste into clean energy. Although we had concluded our public evidence sessions, Ultra Green agreed with the key recommendations in this report, in particular the creation of a network, a named contact for the industry, and additional help to find environmentally friendly premises. (see case study 6)

¹⁶⁶ Tony Mernagh, evidence 31st March 2009

¹⁶⁷ Rob Macey, evidence 23rd April 2009

¹⁶⁸ Christine D’Cruz, evidence 10th June 2009

¹⁶⁹ Pooran Desai, evidence 13th May 2009

CASE STUDY 5

SeaRoc - a company which has grown significantly in size and is committed to remaining in the city

SeaRoc are a consultancy specialising in:

- Marine management
- Engineering
- Health and Safety
- Environment department (newly created)
- Data Management

The company has experienced rapid growth from just one person in 2002 to 70 people in 2009. Brighton & Hove was chosen as the location, due to:

- Ability to fly to Europe
- Proximity by train to London
- Good public transport in the city for employees

In June 2008, The Crown Estate announced proposals for the third round of offshore wind farm leasing. This round could lead to the creation of between 80,000-100,000 new jobs.

The competitive tendering process closed in March 2009 and SeaRoc have been acting as consultants to bidders in various round 3 sites around the UK. There was considerable interest and a healthy short list of strong bidders for each site, including Brighton & Hove, and there should be more definitive news before the end of this year.

Despite future plans to expand as the offshore wind sector grows in size, SeaRoc believe that they will remain in Brighton & Hove because:

'I love living here and think our people like living and working here.'
Peter Hodgetts, Chief Executive, SeaRoc

They believe that Brighton & Hove has been:

'...nothing but a positive experience.'
Peter Hodgetts, Chief Executive, SeaRoc

CASE STUDY 6

Ultra Green (www.ultragreengroup.com) - a growing company which has benefited from being located in Brighton

Ultra Green described themselves as

“a Brighton-based renewable and clean tech energy company with a range of technologies that maximize energy efficiency. Ultra Green specializes in five key industry sectors: advanced energy, agriculture and biofuel, construction, oil management and waste management. In-house, Ultra Green boasts scientists, engineers and business strategists who are international pioneers in their field with many of them having worked in the energy industry for over thirty years. We have offices in New York and Rio de Janeiro and we are in the process of opening a manufacturing plant in Indiana, USA. Currently, Ultra Green has contracts under way in Brazil and the Philippines. As we expand our workforce in Brighton, we will be seeking larger and more environmentally friendly work premises in the city.”

When asked why they located their business in Brighton, the response was:

“Ultra Green has grown from a research and development company into a burgeoning commercial business in part thanks to its location in Brighton. Ultra Green benefits from the cheaper business overheads in Brighton while taking advantage of the city’s proximity and excellent connections to London and Gatwick International Airport, familiar haunts for many of Ultra Green’s MDs. Ultra Green has benefited from the city’s well-documented ‘high quality of life’ and cheaper living costs, which continue to attract and retain high-calibre individuals. Lastly, Brighton’s increasing reputation as a creative hub and flagship ‘supercity’ complements Ultra Green’s brand well. For these reasons, we aim to continue our growth and investment in the city”.

Specifically, Ultra Green stated that would help them to improve their business locally would be:

- A broad-ranging network of those working in the local environmental industry. The network would need to extend to local businesses seeking environmental solutions.
- A personal contact at the council for help navigating support systems, available funding, local/central government.
- Help looking for new environmentally friendly premises where we could showcase our technologies.

For more information contact Ultra Green at www.ultragreengroup.com

D. Key issues to address

The Panel heard that when deciding to locate to Brighton & Hove, there were a number of factors that a company would typically take into account. Their key considerations would be:

- the availability of the workforce
- the quality and availability of the physical workspace
- Affordable accommodation for the workforce
- standard of living or 'cultural offer'.¹⁷⁰

The quality of workspace

The lack of affordable and adaptable work space was raised as an issue in the Inquiry. Cllr Ted Kemble informed the Panel that the Business Retention and Investment Board (which he chairs) would be looking at spaces, facilities and business support.¹⁷¹ The issue of appropriate workspace was at the heart of discussions about a 'physical cluster' of environmental technologies.

The Panel heard that the quality of physical workspaces and capacity for expansion was an area which Brighton & Hove:

*"...falls down badly on."*¹⁷²

Plans to address the issues of workspace and accommodation

The Council's Business Retention and Inward Investment (BRII) plan has emphasised the need for the city to:

*"...maximise the benefits associated with its strong entrepreneurial and start up culture that is so evident within the local economy. Essential to this is the identification and development of sufficient and appropriate start-up and grow-on business floor space, alongside appropriate business support (including marketing, business planning, financial and legal advice, recruitment etc), that will facilitate growth of small indigenous businesses (including their employment base and contribution to the local economy in terms of monetary turnover)."*¹⁷³

Further work in understanding this sector and the role it plays in the city is a key priority for the BRII 1st year action plan and research is currently underway with regards the needs of this sector.

While these conditions apply to any company deciding where to locate, the evidence given to the Panel demonstrated their relevance to environmental

¹⁷⁰ Tony Mernagh, evidence 31st March 2009

¹⁷¹ Ted Kemble, evidence 23rd April 2009

¹⁷² Tony Mernagh, evidence 31st March 2009

¹⁷³ BRII <http://www.brighton-hove.gov.uk/downloads/bhcc/economicdevelopment/BRIIFinalReport.pdf>

industries. The key issues to address are the workforce, the workspace, and accommodation (for information on the workforce see section 6.2).

The *Brighton & Hove Economic Strategy (2008-2016)* has also identified a number of issues facing the city which include high residential property prices and a lack of affordable and family housing, office accommodation that is inadequate for the needs of business and an insufficiently diverse economy with a heavy reliance on the public sector and business and financial services.¹⁷⁴

With the above in mind, the *Brighton & Hove Economic Strategy Action Plan* identifies a number of key activities that can assist in addressing the issues. These include;

- A11 - the provision of flexible incubation space in the city for university spin out businesses and move on business accommodation;
- A12 - working with SMEs to ensure technology advances are being used effectively to enable them to compete and introduce cost saving flexible working practises,
- A17 – bring forward development sites to satisfy the need for commercial space and new homes, exploring alternative means e.g. through special delivery vehicles,
- D10 – provide support and raise awareness of the environmentally focused businesses operating in the city, in particular those that are engaged in environmental technology. Capture and grow this intellectual cluster on ethical/environmental businesses,
- D11 – lobby for the definition of ‘key worker’ to be widened to include some private sector employees so that it is more appropriate to the needs of the Brighton & Hove economy
- R8 – increase the supply of affordable homes and family homes in the city available to the workforce¹⁷⁵.

¹⁷⁴ Brighton & Hove Economic Strategy
http://www.brightonbusiness.co.uk/documents/economic_strategy_2008-2016.pdf

¹⁷⁵ Economic Strategy Action Plan
http://www.brightonbusiness.co.uk/documents/B&H_strategy_action_plans.pdf

6.5 Securing funding for the sector

The Panel heard that whilst this was a well funded area, the funding is often hard to find. A lot of SMEs are unaware of the opportunities available and the timescales for applying for funding are often tight. Professor Lynch felt that, even after eighteen months working with SEEDA, it was difficult to understand where the support and money was for this sector.¹⁷⁶

A recent government report *New Industry, New Jobs* also identified the funding difficulties faced by innovative companies in this sector:

*“...it will also be necessary to pay particular attention to **technological change** where this is reshaping industries and demanding high levels of innovation, skills and investment from those businesses who will ultimately lead in these markets. These include...a range of low carbon technologies... Businesses attempting to innovate in these areas will in many cases face particular challenges of finance, and the need to sustain development programmes over the long timeframes required to commercialise new technologies.”¹⁷⁷*

The Panel was very impressed by the work carried out by organisations such as the East Sussex Enterprise Hub and EnviroBusiness, to help SMEs to access funding in this difficult area.

Mike Herd, of SInC, suggested there was quite a lot of funding available: including investment funds and grants available for green technologies. It was probably one of the best funded areas of research, but the problem lay in managing the companies and understanding markets.¹⁷⁸

Jae Mather, of the Carbon Free Group, told the Panel that economic stimulus packages are a key method of delivering carbon free buildings and living. However, in Great Britain we have the second lowest level of governmental economic stimulation of environmental industries.¹⁷⁹

Pooran Desai, of BioRegional, believed it was necessary to come out of the recession clean and green. In the UK only 10% of the stimulus packages are directed towards green industries, compared to 80% in Korea.¹⁸⁰ Regardless of environmental drivers, renewable energy was needed due to the volatility of oil prices.

There have been a number of Government announcements in this area, for example, the £1bn DWP Future Jobs Fund. This enables local authorities and other organisations to bid for funding to create around 150,000 new jobs. In July 2009 Brighton & Hove were successful with a bid that will provide

¹⁷⁶ Professor Jim Lynch, evidence 23rd April 2009

¹⁷⁷ New Industry, New Jobs, BERR, 2009 <http://www.berr.gov.uk/files/file51023.pdf>

¹⁷⁸ Mike Herd, evidence 23rd April 2009

¹⁷⁹ Jae Mather, evidence 31st March 2009

¹⁸⁰ Pooran Desai, evidence 13th May 2009

£2.3million to pay for core salary funding (see 6.2 for further information on apprenticeships).

Knowledge Transfer Funding

Zoe Osmond, of the University of Brighton, told the Panel that there was a huge range of Knowledge Transfer Partnerships (KTP). These exist to form a relationship:

“...between a company and an academic institution ... which facilitates the transfer of knowledge, technology and skills to which the company partner currently has no access. Each partnership employs one or more recently qualified people (known as an Associate) to work in a company on a project of strategic importance to the business, whilst also being supervised by the Knowledge Base Partner.

Projects vary in length between 12 and 36 months. The Associates are either postgraduate researchers, university graduates, or individuals qualified to at least NVQ (Level 4) or equivalent.”¹⁸¹

Zoe Osmond had around 10-15 ongoing knowledge transfer projects, with another 20-30 in the pipeline. A paper was provided to the Panel with some case studies and examples of funding (see Volume 2 of this report). She remarked that often the intervention was to keep companies growing: it may start with a student project or a placement initiative. One knowledge transfer project (Phlorum) had created an extra post in the company and the idea was that they would grow a whole new business area for that company.¹⁸²

It became clear to the Panel that there was no easy route for small companies, or entrepreneurs, to access funding. Despite the good work of SEEDA, the Enterprise Hub and others; there are still a vast array of schemes and potential funding opportunities, but no clear and simple way of accessing them.

Recommendation: Many small and medium sized businesses find it very difficult to negotiate the funding labyrinth. The Panel recommends the council undertakes, or identifies a partner to carry out, an exercise to map the funding available for environmental industries. This information could then be made accessible to the sector

¹⁸¹ <http://www.ktponline.org.uk/faqs/faqs.aspx>

¹⁸² Zoe Osmond, evidence 23rd April 2009

Procurement

The *UK Low Carbon Industrial Strategy* emphasised the need for:

*“Driving demand for low carbon products through procurement...This includes the use of tools such as ‘Forward Commitment Procurement’.”*¹⁸³

A newsletter from the Department for Business Innovation and Skills defined the key features of Forward Commitment Procurement (FCP) as:

- a practical supply chain tool
- stimulating innovation in response to customers’ ‘unmet’ needs
- addresses environmental challenges cost effectively
- managing innovation risk¹⁸⁴

*“Meeting the public sector’s sustainability objectives often requires new and innovative solutions, including ones that aren’t actually yet available on the market. Because they aren’t available no one demands them, and because there is no demand the private sector doesn’t invest in supplying them. It’s stalemate, Catch 22...”*¹⁸⁵

This can be resolved with:

*“... the incentive of a Forward Commitment: an agreement to purchase a product or service that may not currently exist, at a specified future date, providing it can be delivered to agreed performance levels and costs.”*¹⁸⁶

The Panel heard a number of witnesses talk about the importance of the council using its power as a key procurer in the City, to lead by example and support innovation by forward procurement. This could particularly support SMES by providing funding upfront to help bridge the gap between innovation and making a profit, which was known as the:

*“...valley of death.”*¹⁸⁷

Jae Mather of the Carbon Free Group, which is a consortium formed out of the top 10 organisations in the Eco sector in Kent and East Sussex, told the Panel that prize winning businesses are in danger of going out of business because the Government does not procure their products or services.¹⁸⁸

¹⁸³ The UK Low Carbon Industrial Strategy – Executive Summary (2009)

<http://www.berr.gov.uk/files/file52226.pdf>

¹⁸⁴ Forward Commitment Procurement newsletter, BIS

http://www.dius.gov.uk/~media/publications/C/CS01_FCP

¹⁸⁵ *ibid*

¹⁸⁶ *ibid*

¹⁸⁷ Graham Tubb, evidence 10th June 2009

¹⁸⁸ Jae Mather, evidence 31st March 2009

He felt that this was:

“...the most important function that a council could carry out in this sector.”¹⁸⁹

The public procurement process was also cited in the Ecosys survey as one of the key challenges facing the sector.¹⁹⁰ Mike Herd, of SInC, told the Panel that the area of public sector demand was problematic – for example, when selling to the NHS it is often easier to sell to another country like Holland which then sells to the NHS.¹⁹¹

The Panel supports the case for council procurement of local environmental industries products and services - where there is also an identifiable economic benefit for the city in terms of business growth and improvement.

Recommendation: *The Panel recommends the council uses its procurement policy to promote the growth and development of environmental industries and to encourage innovative and environmentally conscious companies to tender for work*

¹⁸⁹ *ibid*

¹⁹⁰ Nick Hutchinson, evidence 31st March 2009

¹⁹¹ Mike Herd, evidence 23rd April 2009

7. The way forward

Once this report has been agreed by the Culture, Tourism & Enterprise Overview and Scrutiny Committee (CTEOSC), it will be forwarded on to the council's Executive.

The Executive will write a response which will address each of the recommendations. This report, and the response of the Executive, will then be discussed at the appropriate Cabinet Member Meeting or Cabinet Meeting.

The Panel looks forward to hearing the Executive's response to its recommendations.

As is customary with Ad Hoc Panel reports, it is requested that the CTEOSC would then receive an annual update on the progress of this report's recommendations.

Recommendation: The Panel recommends that in 12 months time CTEOSC is provided with a report on the implementation of the Inquiry's recommendations. Thereafter, an annual update on progress would be given to CTEOSC.

Appendix 1

The Establishment of the Panel

The impetus to set up this Inquiry came from a notice of motion (NOM) from Cllr Bill Randall on the development of 'green industries' in Brighton & Hove. This NOM was unanimously agreed at Council on 9 October 2008 (with both Labour and Conservative amendments).¹⁹² Next a letter was sent from the Chief Executive of BHCC to the South East England Development Agency (SEEDA) to enquire about funding for the promotion of green industries. SEEDA responded to the Chief Executive on 11th November 2008 by expressing their delight at the council motion and outlining their 3 main methods of supporting green industries.¹⁹³

On 13th November 2008 the Culture, Tourism & Enterprise Overview and Scrutiny Committee (CTEOSC) agreed to set up an ad-hoc Scrutiny Panel to consider the potential for supporting and encouraging the development of environmental industries in Brighton & Hove.¹⁹⁴

The Panel held two private scoping meetings to agree the terms of reference for the review.

At the first scoping meeting held on 28th January 2009, the Panel discussed the definition of 'green industries'. Whilst noting that there are a number of terms that could be used (for example green tech or clean tech) the Panel agreed to use the term 'environmental industries'. For the purpose of the Inquiry, the Panel agreed the following definition of environmental industries:

"...businesses operating in the broad disciplines of energy efficiency, recycling and waste, renewable energy, sustainable construction and maintenance, consultancy and other services (furniture, printing, cleaning food, travel, design etc)."

The Panel also considered the scope of the enquiry and resolved, due to the breadth of the subject, that the Inquiry was **not** about 'greening' the existing industries but about helping the existing environmental industries and attracting new businesses into this area.

At the second scoping meeting, held on 9th February 2009, the Panel agreed the title of the Inquiry would be "Environmental Industries Enquiry: Capturing the potential and economic benefits for Brighton & Hove". They also decided upon the following terms of reference:

"The Panel will explore the growth potential of environmental industries in Brighton & Hove. It will consider the economic, environmental and employment benefits to the city and what actions should be prioritised"

¹⁹² See Volume 2

¹⁹³ See Volume 2

¹⁹⁴ [http://present.brighton-hove.gov.uk/Published/C00000137/M00001374/\\$\\$\\$Minutes.doc.pdf](http://present.brighton-hove.gov.uk/Published/C00000137/M00001374/$$$Minutes.doc.pdf)

by the council and its key partners to support high growth potential existing businesses in the sector, diversification of others into the sector's work, and attract inward investors.”

Evidence gathering

Meeting stakeholders

To prepare for this Panel, Scrutiny Officers met with a number of stakeholders. This included:

- A visit to the East Sussex Environmental Hub to meet Jim Christy (20.01.09) and then met Rhodri Morgan, Creative Sector Advisor of the Enterprise Hub on 05.02.09.
- A scrutiny officer was then invited to attend the newly created Environmental Technology Advisory board (facilitated by East Sussex Environmental Hub). The inaugural meeting was held in Hastings on 11.03.09.
- A visit to the University of Brighton to meet Zoe Osmond (11.02.09)
- Attending a Carbon Free Group seminar on Sustainable Development (11.02.08)
- Meeting with David Porter and Tom Fourcade of EnviroBusiness on 08.12.08
- Visit to SeaRoc on 1st July 2009 by Cllr Randall and Karen Amsden
- Visit to Ultra Green on September 18th 2009 by Julia Riches.

These stakeholders, then subsequently contributed to the public evidence sessions.

Evidence gathering meetings

The Panel then held four meetings in public to which they invited a range of expert witnesses from various sectors, including:

- Environmental industries
- Environmentally focussed consultants
- Business forums
- Universities
- Further education
- Adult education
- Unions
- Funding bodies e.g. SEEDA
- Community organisations

These public meetings were held on 31st March 2009, 23rd April 2009, 13th May 2009 and the 10th June 2009. Full copies of the minutes for each of the public meetings can be found in Volume 2 of the report.

Appendix 2: Dates of Public meetings and witnesses who attended, plus dates of private meetings

28th January 2009

Private scoping meeting with the following officers from Brighton & Hove City Council (BHCC)

- Thurstan Crockett, Head of Sustainability and Environmental Policy
- Paula Murray, Head of Culture and Economy
- Adam Bates, Head of Tourism

9th February 2009

Private scoping meeting with the following officers from BHCC:

- Thurstan Crockett, Head of Sustainability and Environmental Policy
- Paula Murray, Head of Culture and Economy
- Adam Bates, Head of Tourism

Public meeting on 31 March – Hove Town Hall, Committee Room 2, 1pm to 3pm

Name	Job Title	Organisation
Paul Dickinson	CEO	Carbon Disclosure Project
Jae Mather	Director of Sustainability	Carbon Free Group
Tony Mernagh	Director	Brighton & Hove Business Forum
Nick Hutchinson	Director	Ecosys

Public meeting on 23 April – Brighton Town Hall, Committee Room 2, 10am to 12 noon

Name	Job Title	Organisation
Cllr Ted Kemble		Cabinet Member
Zoe Osmond	Business Development Manager	University of Brighton
Professor Jim Lynch	Distinguished Professor of Life Sciences	University of Surrey and Senior Advisor to SEEDA
Gary Smith & Rob Macey	National Secretary and Regional Organiser	GMB
Mike Herd	Executive Director	Sussex Innovation Centre (SInC)
Alan Harris (Manager, Power Centre) and Sharon Greenaway	Sharon is Director, Centre of Business Enterprise,	Kingston College

Public meeting on 13 May – Hove Town Hall, Committee Room 1, 10am to 12 noon

Name	Job Title	Organisation
Pooran Desai	Sustainability Director	BioRegional
Jim Watson	Director of the Sussex Energy Group	University of Sussex
David Porter	Environmental Enterprise Manager	EnviroBusiness
Jim Christy	Director	East Sussex Enterprise Hub (SEEDA)

Public meeting on 10th June – Learning Centre, Jubilee Library 10am to 12 noon

Name	Job Title	Organisation
Greg Simmons	Technical Director	Elektromotive
Graham Tubb	Head of Energy	SEEDA
Christine D'Cruz	Director of Business Development, Residential and SME Markets	EDF Energy
Maria Antoniou	Development Manager	Friends Centre
Martin Grimshaw and John Kapp		Transition Brighton & Hove
Vernice Halligan and Michael Buckman	Head of Employer Engagement and Curriculum Manager	City College Brighton & Hove
Steve Charter	Director	SC2 Sustainability Consultancy

Monday 20th July 2009

Private de-brief meeting

Wednesday 26th August 2009

Private de-brief meeting

Agenda Item 29

Proposed Amended Work Programme for 09-10

7 October 2009	23 November 2009	4 th February 2010
<ul style="list-style-type: none"> • Carousel (presentation) • Annual PIs • 2012 update • Major projects update • Work programme • Mobile library and equal access (verbal following workshop) • Sports Development Update • Ad-Hoc panel report • Scoping report – empty properties, - children and culture,- New England House. 	<ul style="list-style-type: none"> • Presentation by Fred Hasson, Executive Director of Redbedlam re: digital gaming. • Work programme update • Pride – a presentation • Update on ad-hoc panel on Environmental Industries • Ad Hoc Panel – update on chosen topic 	<ul style="list-style-type: none"> • Presentation from the East Sussex Credit Union) • Sports Facilities – one year on • Open Houses • Major projects update • Work programme and Ad-hoc panel update • South Downs Park update • BRII update <p style="text-align: center;"><u>1 April 2010</u></p> <ul style="list-style-type: none"> • Major projects update • Work programme and Ad-hoc panel update • Creative Industries update

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