



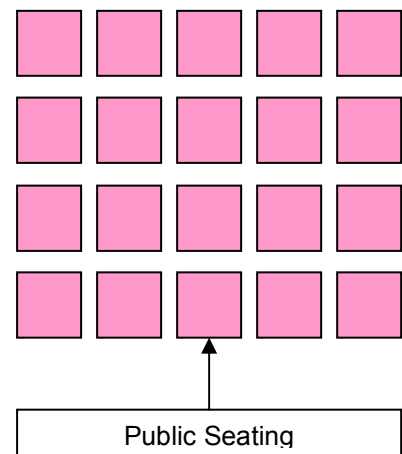
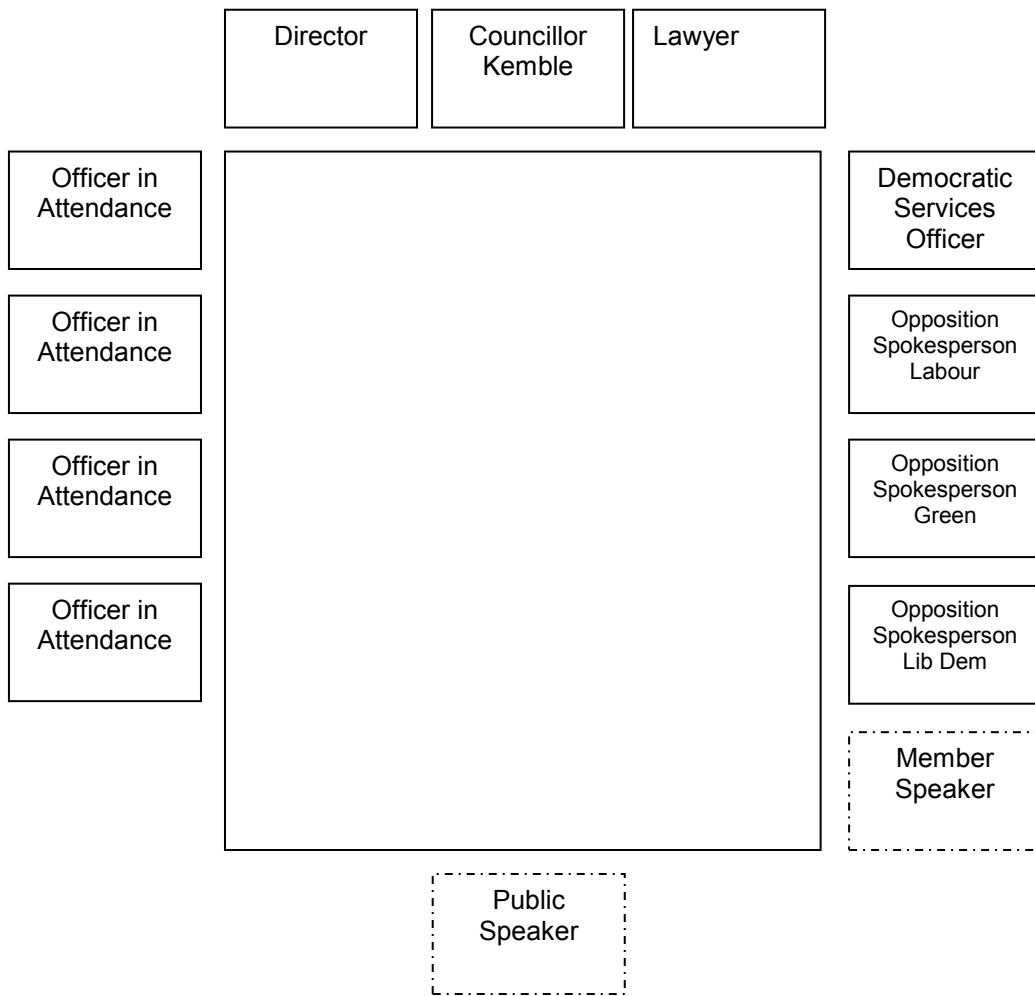
Brighton & Hove  
City Council

# Cabinet Member Meeting

Title:	<b>Enterprise, Employment &amp; Major Projects Cabinet Member Meeting</b>
Date:	<b>15 September 2009</b>
Time:	<b>5.00pm or at the conclusion of the Culture Recreation &amp; Tourism CMM, plus 15 minutes break (will not meet earlier than 5.00pm)</b>
Venue	<b>Committee Room 1, Hove Town Hall</b>
Members:	<b>Councillor:</b> Kemble (Cabinet Member)
Contact:	<b>Caroline De Marco</b> Democratic Services Officer 01273 291063 caroline.demarco@brighton-hove.gov.uk

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# Democratic Services: Meeting Layout



## AGENDA

**Part One**

**Page**

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**11. PROCEDURAL BUSINESS**

- (a) Declarations of Interest by all Members present of any personal interests in matters on the agenda, the nature of any interest and whether the Members regard the interest as prejudicial under the terms of the Code of Conduct.
- (b) 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 exempt from disclosure 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.*

**12. MINUTES OF THE PREVIOUS MEETING**

**1 - 6**

Minutes if the Meeting held on 10 June 2009 (copy attached).

**13. CABINET MEMBER'S COMMUNICATIONS**

**14. ITEMS RESERVED FOR DISCUSSION**

- (a) Items reserved by the Cabinet Member
- (b) Items reserved by the Opposition Spokespersons
- (c) Items reserved by Members, with the agreement of the Cabinet Member.

*NOTE: Public Questions, Written Questions from Councillors, Petitions, Deputations, Letters from Councillors and Notices of Motion will be reserved automatically.*

**15. PETITIONS**

**7 - 8**

Report of the Acting Director of Strategy & Governance (copy attached).

**16. PUBLIC QUESTIONS**

(The closing date for receipt of public questions is 12 noon on 8 September 2009)

## ENTERPRISE, EMPLOYMENT & MAJOR PROJECTS CABINET MEMBER MEETING

No public questions have been received by the date of publication.

### 17. DEPUTATIONS

(The closing date for receipt of deputations is 12 noon on 8 September 2009)

No deputations have been received by the date of publication.

### 18. LETTERS FROM COUNCILLORS

No letters have been received.

### 19. WRITTEN QUESTIONS FROM COUNCILLORS

No written questions have been received.

### 20. NOTICES OF MOTIONS

No Notices of Motion have been received by the date of publication.

### 21. SOCIAL ENTERPRISE STRATEGY ACTION PLAN & EQUALITIES IMPACT ASSESSMENT (EIA) 9 - 26

Report of Director of Culture & Enterprise (copy attached).

*Contact Officer:* John Routledge *Tel:* 29-1112  
*Ward Affected:* All Wards;

### 22. SUPERMARKET IMPACT WORK 27 - 34

Report of Director of Culture & Enterprise (copy attached).

*Contact Officer:* Rob Dawson *Tel:* 01273 291104  
*Ward Affected:* All Wards;

The City Council actively welcomes members of the public and the press to attend its meetings and holds as many of its meetings as possible in public. Provision is also made on the agendas for public questions to committees and details of how questions can be raised can be found on the website and/or on agendas for the meetings.

The closing date for receipt of public questions and deputations for the next meeting is 12 noon on the fifth working day before the meeting.

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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 Caroline De Marco, (01273 291063, email [caroline.demarco@brighton-hove.gov.uk](mailto:caroline.demarco@brighton-hove.gov.uk)) or email

**ENTERPRISE, EMPLOYMENT & MAJOR PROJECTS CABINET MEMBER MEETING**

[democratic.services@brighton-hove.gov.uk](mailto:democratic.services@brighton-hove.gov.uk)

Date of Publication - Monday, 7 September 2009



# **ENTERPRISE EMPLOYMENT & MAJOR PROJECTS CABINET MEMBER MEETING**

**Agenda Item 12**

Brighton & Hove City Council

**BRIGHTON & HOVE CITY COUNCIL**

**ENTERPRISE, EMPLOYMENT & MAJOR PROJECTS CABINET MEMBER MEETING**

**5.00pm 10 JUNE 2009**

**COMMITTEE ROOM 1, HOVE TOWN HALL**

## **MINUTES**

**Present:** Councillor Kemble (Cabinet Member)

**Also in attendance:** Councillor Turton (Opposition Spokesperson)

### **PART ONE**

#### **1. PROCEDURAL BUSINESS**

##### **1a Declarations of Interests**

1.1 There were none

##### **1b Exclusion of Press and Public**

1.2 In accordance with section 100A of the Local Government Act 1972 ("the Act), the Cabinet Member for Enterprise, Employment and Major Projects considered whether the press and public should be excluded from the meeting during an item of business on the grounds that it was likely, in view of the nature of the business to be transacted or the nature of the proceedings, that if members of the press and public were present during that item, there would be disclosure to them of confidential information (as defined in section 100A (3) of the Act) or exempt information (as defined in section 100I(I) of the Act).

1.3 **RESOLVED** – that the press and public be not excluded from the meeting.

#### **2. MINUTES OF THE PREVIOUS MEETING**

2.1 **RESOLVED** – That the minutes held on 5 May 2009 be agreed and signed by the Cabinet Member.

#### **3. CABINET MEMBER'S COMMUNICATIONS**

**European Partnership to help the unemployed**

- 3.1 The Cabinet Member reported that the BHCC Economic Development team had partnered with City College Brighton & Hove and French organisation Maison de l'Initiative in Grand Synthe France to develop a bid to Interreg, a European fund that supports innovative approaches to helping vulnerable groups enter the labour market.
- 3.2 The project aimed to provide targeted support to unemployed people wishing to work in the Construction Industry. If successful the bid would provide additional resources for the creation of a local labour scheme for the city and would link to the emerging Supplementary Planning Document for Infrastructure & Developer contributions; bid results would be announced in Autumn 2009.

### **Building the Future of Construction**

- 3.3 The Cabinet Member reported that over 70 delegates attended the Building the Future of Construction business breakfast held on 10 June 2009 at Stanmer House. The event brought together industry experts to provide advice and information on; supply chains, up coming contracts and working collaboratively to overcome economic challenges.
- 3.4 Among the contracting opportunities discussed were multi-million pound build programmes within the health service, the universities and schools providing smaller sub-contracting opportunities for local firms extending over the next ten years or more. Delegates were encouraged to invest in staff training, research and development in order to remain competitive.
- 3.5 Recent improvements within the Council's Planning Department were noted and welcomed particularly with regard to pre-application advice.

### **Taking Action to support enterprise and employment**

- 3.6 The Cabinet Member reported that the City Employment & Skills Steering group (CESSG), had agreed a joint action plan to support business start-up, business growth, employment and skills training. Taking into account the current economic conditions the partnership had developed a programme of short, medium and long-term actions designed to create the right conditions for the economic prosperity of the city. A significant step in achieving the agreed actions would be the signing of an 'Accord' by each of the CESSG members committing them to collaborative working; sharing of information and intelligence and joint funding bids to address gaps in provision.

### **Supercities**

- 3.7 The Cabinet Member reported that HSBC Bank had commissioned a report that concluded that Brighton was set to become one of five "supercities" that could save the country's economy.
- 3.8 The report said that Brighton, along with Leeds, Liverpool, London and Newcastle would become a supercity focusing on new economic endeavours like nanotechnology, cybernetics and other bio and technological sciences over the next 20 years.



- 3.9 The supercity phenomenon had been driven by the recession which had highlighted the need to find innovative ways of working in order to increase international business and entrepreneurship.
- 3.10 While Newcastle and Leeds were expected to become science and financial hubs Brighton would cash in on its 'liberated' image to create an alternative economy.
- 3.11 Report author, Martin Raymond of the Future Laboratory said: "Despite being by far the smallest of the five supercities Brighton has a growing number of people involved in creative media and marketing, known as 'soft skill industries' that are popular points of investment.
- 3.12 It also has a lot of grass roots research and investment in stem cells, robotics and renewables.
- 3.13 The combination of this technological vibrancy and good schools and universities make it a very appealing place to invest.
- 3.14 The report became interesting when we realised there were other cities with these qualities but they didn't have the lifestyle that Brighton offers, which is the human aspect of investment.
- 3.15 It is close to the sea, it has a nice city centre and the Downs all around it - people want to live, work and stay in Brighton".

#### **4. ITEMS RESERVED FOR DISCUSSION**

- 4.1 This is not applicable to this meeting as there are no reports.

#### **5. PETITIONS**

##### **5(i) Petition – Concern at Arrival of Major Food Retailer – Portland Road**

- 5.1 The Cabinet Member considered the following petition presented at Council on 30 April 2009 by Councillor Oxley and signed by 420 people:

**"We, the undersigned, believe that the arrival of a major food retailer in Portland Road, would be devastating to local trade, would ultimately reduce competition and choice for local residents as businesses would be forced to close and would do nothing to help local traders manage the effects of the worsening recession.**

**We also believe that another store selling alcohol is not necessary given the large number of outlets already selling such items in the area.**

**We call on Brighton and Hove City Council to defend small and medium sized businesses in the city in view of the economic downturn and for the future diversity of the city's economic base."**

- 5.2 The Cabinet Member explained that in addition to the reply given at Council to this petition, he would like to confirm that a written report would be submitted to the next

Cabinet Member meeting for Enterprise and Major Projects which would draw together research in this area.

5.3 **RESOLVED** – That the petition be noted.

**5(ii) Petition – Calling for the Redevelopment of Preston Street**

5.4 The Cabinet Member considered the following petition presented at Council on 30 April by Councillor Kitcat and signed by 54 people:

**“We the undersigned traders, hoteliers and Ward Councillors are writing to you with regards the Preston Street area of Regency Ward.**

**The past few years has seen a noticeable decline in the fortunes of Preston Street with increasing numbers of businesses closing and properties remaining vacant. Preston Street is a key part of the tourist experience, providing a diverse choice of food and drink to visitors and residents. With the i360 tower still planned to go ahead and with thought to keeping Brighton & Hove’s competitive edge, we call on the administration to take bold steps.**

**We ask that the foot and vehicle traffic implications of the i360 are fully considered and that the funds are found to support Preston Street being turned into a mixed-used street as has been done so successfully in New Road. We believe this change will support the growth of a more continental café culture with more outdoor dining and an improved ambience to the whole street.**

**We urge you to consider this matter and include residence and traders in reviving our key restaurant street.”**

5.5 Councillor Kitcat attended the meeting and stressed that Preston Street had serious problems with double parking and vacant and empty restaurants. There was concern about the future of remaining restaurants. He asked if the council could look again at how Preston Street could work and become an attractive street to visit.

5.6 The Cabinet Member replied to state that Preston Street was an important location for the city particularly in terms of its reputation for a diverse restaurant offer and did receive regeneration funding in recent years in recognition of that. There were a number of areas in the city that were in need of urban realm improvements, Preston Street being only one of them. Prior to the commencement date for the i360, it would be difficult to provide a compelling case to prioritise Preston Street for refurbishment over and above other areas in the city which were equally in need of refurbishment and subject to higher footfall. When there was a start date for the i360, the council would work with the Preston Street traders and any appropriate trade associations.

5.7 **RESOLVED** – That the petition be noted.

**6. PUBLIC QUESTIONS**

6.1 There were none.

**7. DEPUTATIONS**

7.1 There were none.

**8. LETTERS FROM COUNCILLORS**

8.1 There were none.

**9. WRITTEN QUESTIONS FROM COUNCILLORS**

9.1 The Cabinet Member considered the following written question from Councillor Turton:

“Given that the Learning and Skills Council will be abolished in 2010 and responsibilities for 14-19 education and learning will be transferred to local authorities and two new agencies, (Skills Funding Agency and Young People Learning Agency), could the Cabinet Member explain (a) What preparations the City Council has made for this transfer and (b) What preparatory discussions have taken place with relevant agencies at national and/or regional level for links to be forged with these two agencies?”

9.2 The Cabinet Member replied to state that a) The City Council was well prepared for the transfer of responsibility for the commissioning of 16-18 education from April 2010. Children & Young Peoples Trust staff began working in a virtual team with Learning & Skills Learning staff 18 months before these announcements were made as both organisations saw the value of working more closely.

9.3 A Transition group, chaired by the Assistant Director for Learning, Schools and Skills in the Children & Young Peoples Trust, containing representatives from other CYPT Teams (Secondary and Special Schools, Quality & Performance, Finance and the Learning Partnership), Economic Development, Human Resources and representatives from the Learning & Skills Council and 14-19 Partnership Board had been meeting regularly since the announcement of changes in October 2008.

9.4 A two stage process submitting the city’s vision of transition arrangements and outlining how the CYPT would engage and work in partnership with neighbouring Local Authorities had been completed and shared with TMT/Cabinet. It proposed that the three Local Authorities needed to work together and plan and commission provision within the local travel to learn area that stretches out to Worthing in the west, Eastbourne in the east and Crawley in the north.

9.5 National announcements had been made on staff transfer under TUPE arrangements and a total of seven Learning & Skills Council staff would be absorbed into the Children & Young Peoples Trust from April 2010. The additional posts were being included in the current CYPT restructure of Tier 3 and 4 posts.

9.6 b) The Skills Funding Agency would have a regional satellite office in the city and once transference of staff to the SFA began further preparatory work would take place.

- 9.7 The National Apprenticeship Service (NAS) which would have overall responsibility for all Apprenticeships in England was operational and the City Council was currently working on a Memorandum of Understanding with NAS to clarify both parties roles and responsibilities.
- 9.8 The Young People's Learning Agency (YPLA) would have oversight of the transition phase of 16-18 commissioning. The YPLA would have a small base in the city and further preparatory work was ongoing with both the YPLA and GOSE.
- 9.9 Councillor Turton thanked the Cabinet Member for his response and asked if any of the new eco apprenticeships were behind the council's agenda? Would the opportunities of the Memorandum of Understanding (between the City Council and the National Apprenticeship Service) enable the active encouragement of eco apprenticeships?
- 9.10 The Cabinet Member replied to say that this question was appropriate to the remit of the Cabinet Member for Central Services and it would therefore be submitted to the Central Services Cabinet Member Meeting.

**10. NOTICES OF MOTIONS**

- 10.1 There were none.

The meeting concluded at 5.25pm

Signed

Chair

Dated this

day of

# **ENTERPRISE EMPLOYMENT & MAJOR PROJECTS CABINET MEMBER MEETING**

**Agenda Item 15**

Brighton & Hove City  
Council

**Subject:** Petitions  
**Date of Meeting:** 15 September 2009  
**Report of:** Director of Strategy & Governance  
**Contact Officer:** Name: **Caroline De Marco** Tel: **29-1063**  
E-mail: caroline.demarco@brighton-hove.gov.uk  
**Key Decision:** No  
**Wards Affected:** All

## **FOR GENERAL RELEASE**

### **1. SUMMARY AND POLICY CONTEXT:**

- 1.1 To receive the following petition presented at Council on 16 July 2009 and any petitions presented directly to the Enterprise, Employment & Major Project Cabinet Member Meeting.
- (i) To receive the following petition presented at Council on 16 July 2009 by Councillor Marsh and signed by 78 people:

**“We the undersigned ask the Conservative administration of Brighton and Hove Council to:**

- **actively seek an alternative site for Kingspan, so that they may reach their full commercial potential,**
- **fully inform residents of any changes to Kingspan’s operating hours or any potential relocation,**
- **to recognise that increased operating hours would bring serious disruption to residents in Moulsecoomb.**

### **2. RECOMMENDATIONS**

- 2.1 That the petition presented at the Council meeting as detailed above be noted and any subsequent action resulting from the nature of the petition be determined.



# **ENTERPRISE EMPLOYMENT & MAJOR PROJECTS CABINET MEMBER MEETING**

## **Agenda Item 21**

Brighton & Hove City Council

<b>Subject:</b>	<b>Social Enterprise Strategy Action Plan &amp; Equalities Impact assessment (EIA)</b>		
<b>Date of Meeting:</b>	<b>15<sup>th</sup> September 2009</b>		
<b>Report of:</b>	<b>Director of Culture &amp; Enterprise</b>		
<b>Contact Officer:</b>	<b>Name:</b>	<b>John Routledge</b>	<b>Tel:</b> 291112
	<b>E-mail:</b>	<b>John.routledge@brighton-hove.gov.uk</b>	
<b>Key Decision:</b>	<b>No</b>		
<b>Wards Affected:</b>	<b>All</b>		

### **FOR GENERAL RELEASE**

#### **1. SUMMARY AND POLICY CONTEXT:**

- 1.1 This Action Plan and Equalities Impact Assessment (EIA) are developments from the Social Enterprise Strategy approved by council in September 2008 (Cabinet Member Meeting: 16 Sept). They complete the set of reports needed to start implementing a robust and inclusive city-wide social enterprise strategy
- 1.2 Cabinet Member is asked to approve the action plan and EIA to enable implementation of the social enterprise strategy to proceed.

#### **2. RECOMMENDATIONS:**

- (1) To approve the Social Enterprise Strategy Action Plan
- (2) To approve the Social Enterprise Strategy EIA

#### **3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:**

- 3.1 The Brighton & Hove Social Enterprise Strategy was approved by council in August 2008 following extensive consultation by the Business Community Partnership (BCP) with stakeholders across the city
- 3.2 Since August 2008, BCP has been developing an action plan and EIA in partnership with the council and the cross-sector social enterprise steering group convened by BCP

#### **4. CONSULTATION**

- 4.1 Internally consultation on the action plan and EIA has taken place with officers in the Communities Team, Policy Team, Equalities & Inclusion Team and European Team
- 4.2 Externally consultation has taken place with the cross-sector social enterprise steering group, including members from Business Link (Sussex), Brighton University, Brighton Housing Trust, Business Community Partnership, 7 Creative and Big Lemon Bus company

#### **5. FINANCIAL & OTHER IMPLICATIONS:**

##### 5.1 Financial Implications:

The Communities Team within Strategy & Governance has a budget of £2.032m in 2009-10, of which £1.554m is payment of the grants programme. The Strategy proposals will continue to require officer support time from within the directorate, and the continuation of grant payments to the social enterprises within the City. These costs are expected to be met within the budget of the directorate.

In addition a total of £35,000 has been secured from BASIS & £22,000 from Capacity Builders to support associated activities with a further £25,000 of Local Area Business Growth Incentive (LABGI) monies agreed in principle.

*Finance Officer Consulted: Peter Francis: Accountant Date: 19 August 2009*

##### 5.2 Legal Implications:

The Cabinet Member for Enterprise, Employment & Major Projects has authority to agree the recommendations set out at paragraph 2 above.

There are no other legal implications arising from this report.

*Lawyer Consulted: Oliver Dixon: Lawyer*

*Date: 19 August 2009*

##### 5.3 Equalities Implications:

This report includes an extract from the completed Equalities Impact Assessment identifying prioritised actions emerging from the assessment. They will be made SMART in meetings planned with the BCP staff to commence in September 2009.

##### 5.4 Sustainability Implications:

Environmental sustainability is a major driver for the start up and growth of social enterprises in Brighton & Hove. Implementation of the strategy will lead to a growth of sustainable consumption and production of goods and services and help build more sustainable communities across Brighton & Hove.



5.5 Crime & Disorder Implications:

Dependent on the nature of specific social enterprise activity there may be associated implications around reducing crime & disorder.

5.6 Risk & Opportunity Management Implications:

There are risks attached to any enterprise activity. Social enterprise is vulnerable to the same pressures as small businesses, particularly in an economic downturn. Key issues on the horizon include the establishing of the Social Enterprise Foundation, the Network Organisation and the Social Enterprise Centre. As the strategy builds support available to social enterprises, these risks will be minimised.

Risks attached to not implementing a social enterprise strategy include the loss of opportunities to diversify the local economy, create jobs and access external funding.

5.7 Corporate / Citywide Implications:

Actions in the strategy can support a number of council priorities as outlined, for example, in the corporate plan and local area agreement. Key examples are:

- Protecting the environment while growing the economy, Better Use of public money, Reduce Inequality by increasing opportunity (Corporate Plan)
- Encouraging a thriving third sector, community engagement and volunteering (Local Area Agreement)

**6. EVALUATION OF ANY ALTERNATIVE OPTION(S):**

6.1 Alternative options for the strategy were considered and rejected during 2007/08.

**7. REASONS FOR REPORT RECOMMENDATIONS**

7.1 To actively recognise the actual and potential contribution of social enterprise to the prosperity of the city, including business activity, job creation, training and volunteering

7.2 To actively recognise the actual and potential contribution of social enterprise to the social, environmental and cultural life of the city

**SUPPORTING DOCUMENTATION**

**Appendices:**

1. Action Plan and sub-appendix outlining strategic links
2. Extract of Equalities Impact Assessment identifying prioritised actions

**Documents in Members' Rooms**

1. None.

## **Background Documents**

1. Social Enterprise Strategy as approved by council in September 2008

# Brighton and Hove Social Strategy Action Plan 2009-2014

Submitted by Brighton and Hove Social Enterprise Steering Group

- Strategic Priority 1: Opportunity and Impact
- Strategic Priority 2: Business Viability
- Strategic Priority 3: Co-operative Thinking
- Strategic Priority 4: Inspire Entrepreneurs
- Strategic Priority 5: Transparency and Governance
- Strategic Priority 6: Local Economic Impact

**Strategic Priority 1: Opportunity and Impact**

Rationale: To develop procurement opportunities for social enterprise, we need a clearer understanding of their social, economic and environmental impact on the city. Knowledge is currently limited to information from a small mapping study undertaken by BCP and the University of Brighton plus the Economic Audit of the Third Sector. Realising this Strategic Priority will improve data available to enable effective support to be delivered and for targeted social enterprise activity to be initiated and grown.

Strategic Objectives	Indicators	Activity	When	Potential Partners	Lead Partner	Potential sources of funding
Improve understanding of the current social, economic and environmental impact of social enterprise in the city	Dissemination of social impact project findings and reports for 3 social enterprises	To make clear and consistent social impact information available to procurers & commissioners. Improve access to public procurement opportunities amongst social enterprises. (The Better Project)	2010-11	SE <sup>2</sup> Partnership, WSSSEN, ESSEN	BCP	Capacity Builders (confirmed)
	15 statutory sector procurers and commissioners to attend social enterprise awareness events	Build awareness of added value of social enterprise as contract delivers to local statutory sector procurement and commissioning teams. (The Better Project)	2009 - 2011	SE <sup>2</sup> Partnership, WSSSEN, ESSEN	BCP	Capacity Builders (confirmed)
	60 statutory sector procurers and commissioners on contact database	Research and establishment of a contact database of procurers and commissioners. (The Better Project)	2009 - 2011	SE <sup>2</sup> Partnership, WSSSEN, ESSEN, Brighton and Hove City Council, PCT	BCP	Capacity Builders (confirmed)
	2 social enterprises with social impact accounts to have case studies on key websites and communication channels	Share learning from The Better Project with regional, national and international partners	2010 - 2011	SE <sup>2</sup> Partnership Partnership, WSSSEN, ESSEN	BCP	Capacity Builders (confirmed)
	Recommendations to Steering Group	Review results of Better Project and identify and fund further research needs	2011-12	Social Enterprise Steering Group	BCP and University of Brighton	Further Education and research funding sources, OTS
	2 local advisors trained to support impact measurement in social enterprises		2009-11		BCP	Capacity Builders (The Better Project and potentially SE <sup>2</sup> Partnership Season Project) Basis Lottery Fund, ERDF
	3 social enterprises measure and communicate impact	Support social enterprises to regularly monitor and communicate their impact	2009-11	University of Brighton, CVSF, Social Enterprise South East, BCP, WSSSEN, ESSEN, SE <sup>2</sup> Partnership		
	20 social enterprises measure and communicate impact		2011-14		BCP and University of Brighton	Capacity Builders, Basis Lottery Fund, ERDF, OTS

**Strategic Priority 1: Opportunity and Impact**

	90 organisations registered on More Than Profit Network database	Refresh the Social Enterprise Mapping Project	2010-11	CVSF, Impetus, CUPP, University of Brighton	BCP	Capacity Builders
	Environmental indicators included in More Than Profit Network database		2010-11			
	30 social enterprises undertaking environmental audits	Support social enterprises to undertake environmental audits	2011-2014	Environmental Protection UK, Ecosys Environmental Consultants, CVSF, Directorate of the Environment, Business Link, Brighton and Hove City Council	Business Link TBC	OTS, Business Link
	Updated report available	Refresh Economic Audit of the 3rd Sector (Taking Account report)	2012	CVSF, University of Brighton, Change Up Consortium	CVSF	Brighton and Hove City Council, University of Brighton
	Project report available	Undertake action research outreach project to neighbourhoods of particular economic and social need	2011-2012	University of Brighton, University of Sussex, Trust for Developing Communities, Brighton and Hove City Council, Enterprise Gateways	TBC	Big Lottery Fund, Charitable Trusts, Further Education and research funding sources
	Project report available	Undertaken action research outreach project to establish needs of communities of interest	2012-2013	University of Brighton, University of Sussex, Brighton and Hove City Council, Federation of Disabled People, Black and Minority Ethnic Communities Partnership, Age Concern, Spectrum, Enterprise Gateways	TBC	Big Lottery Fund, Charitable Trusts, Further Education and research funding sources
Create opportunities to develop new Social Enterprises through understanding of local needs and gaps in provision	Social Enterprise development reflected as a priority in new and refreshed strategy documents	Maintain strong links between SE strategy and other strategic initiatives in the city	ongoing	Social Enterprise Steering Group and other strategic groups	Social Enterprise Steering Group	Brighton and Hove City Council
	150 Social enterprises registered on More Than Profit Network database	Support development of new social enterprises and viability of third sector organisations to deliver in areas of need	2013-2014	Business Link, University of Brighton, University of Sussex, Impetus, SE <sup>2</sup> Partnership	BCP	Business support and economic development streams, Basis Lottery Fund, ERDF, Capacity Builders.
	Public sector acting as an exemplar for social enterprise development	To carry out a scoping exercise with Brighton and Hove City Council to identify the potential for social enterprise development within its own departments	2009 - 2010	Partners identified through commissioning process	Brighton and Hove City Council	Brighton and Hove City Council

**Strategic Priority 2: Business Viability**

Rationale: Maximising business success for social enterprises creates the resources necessary for significant social and environmental impact within the city. 70% of social enterprises expressed a need for business support in the 2007 mapping exercise. Realising this strategic priority will strengthen both the economic and the social impact of social enterprises. Social enterprises work to new and developing business models which means they need flexible, innovative and specialist business advice and support from a range of sources.

Strategic Objectives	Indicators	Activity	When	Potential Partners	Lead Partner	Potential sources of funding		
	Increase uptake of volunteering within social enterprises	Fulfilment of volunteering places in Social Enterprises	2014	BCP, Brighton and Hove Volunteer Search	Volunteer Centre TBC	BASIS, Capacity Builders		
Access to appropriate range of high quality business development support	Train 1 staff member as qualified SE advisers	PD4SEA Training course attended	2010	SE <sup>2</sup> Partnership, WSEEN, ESSEN	BCP	OTS (confirmed) LABGI (confirmed)		
	5 team building challenges within Social Enterprises	To provide resources to complete a transformational activity	annually to 2014	BCP, Business Partners	BCP (CSR Dept)	Private sector funders		
	20 pre start/start up social enterprises receiving direct advice and support	One to One sessions with social enterprise advisers	annually to 2014	SE <sup>2</sup> Partnership, Business Link	BCP	LABGI (confirmed to 2010), Brighton and Hove City Council, SE <sup>2</sup> Partnership, OTS, Business Link		
	20 pre start/start up social enterprises accessing Business Link workshop programme annually	Deliver business planning workshops and 1:1 advice sessions	2010-2011	ProfitNet, BCP, BMECP, Brighton and Hove City Council, University of Brighton, Working Together Project, City College, Directorate of Cultural Services, Impetus, Brighton and Hove Chamber of Commerce, SE <sup>2</sup> Partnership, CVSF, BCP Business Partners	Business Link	Business Support and economic development funding streams, BASIS, Train to Gain, OTS, Lagbi (confirmed)		
	Develop and deliver a range of training courses suitable to social enterprises		annual 2008-2014		Working Together Project			
	50 social enterprises accessing business support through pro bono scheme		2014		BCP			
	Recruit 20 potential or established BME social enterprises onto the More Than Profit Network		2014		BCP			
	1 CanDo Network for social enterprises working in communities of interest per annum		2011-2014		BCP, BMECP		Novas Scarman TBC	Novas Scarman
	Support to 20 mental health service users per annum to develop social enterprise activity		2009- 2011				Care Co-ops	Sussex Partnership Trust
	Support 10 public sector service areas per annum to develop user-involved social enterprise activity	2009-2011		Care Co-ops	Sussex Partnership Trust			
	West St Social Enterprise Centre support for 50 cross sector organisations per annum		2010 -2012	Business Link, BCP, Sussex Partnership Trust	Care Co-ops	Brighton and Hove City Council, Social Enterprise Investment Fund, 3rd Sector Investment Programme, Capacity Builders		

	30 social enterprises engaged in ProfitNet network	Develop a network of peer and business mentors for social entrepreneurs	2010-2014	University of Brighton, BCP, SE <sup>2</sup> Partnership, Brighton and Hove Chamber of Commerce	University of Brighton	EU, ERDF, Capacity Builders (potentially SE <sup>2</sup> Partnership's "Communication for Action" project )
	Mentoring project in place		2011	SE <sup>2</sup> Partnership, Chamber of Commerce	BCP	
	10 mentors and social entrepreneurs matched annually		2011-2014			
	Establishment of 'Introduction to Social Enterprise' awareness raising events for Business Link advisers	Raising awareness among Business Link advisers. Targeted at new and pre-start social enterprises with a focus on referring social enterprises to the Business Link Start Up workshops and start up services.	2010 - 2014	BCP, Business Link, SE <sup>2</sup> Partnership, Social Enterprises	BCP, SE <sup>2</sup> Partnership	Business Link (via SE <sup>2</sup> Partnership)
Access to incubation, meeting and networking space for social enterprise growth	Partnership in place	Develop a partnership to review and support social enterprise hubs in the city	2008-9	Social Enterprise Steering Group	Social Enterprise Steering Group	In-kind support
	Social Enterprise centre steering group established	Lead on the development of Social Enterprise centres	2009-11	Social Enterprise Steering Group	Social Enterprise Steering Group	In-kind support
	Social Enterprise Centre in West St Phase 1 & 2 completed	Provide a social enterprise incubator unit (20 fully serviced desks), meeting and training rooms, café, resource centre and further serviced offices	2009-12	Social Enterprise Steering Group, Brighton and Hove City Council	Care Co-ops	Loan Finance Private Investor
	Social enterprise hub in One Brighton Centre established	Establish full support and desk space for social enterprises in the One Brighton Centre	2009-2010	Social Enterprise Steering Group, Brighton and Hove City Council, Working Together Project, Friends Centre	BCP, Ethical Property Company	Ethical Property Company Capacity Builders

**Strategic Priority 3: Co-operative Thinking**

Rationale: Successful social enterprises develop and maintain many partnerships to support their growth, in particular with the business community. Delivering on this strategic priority will make more partnerships and sources of support available to a wider range of social enterprises, with benefits to all organisations involved. 79% of organisations stated that support in developing partnerships with business were a high priority in the 2007 mapping exercise. Further activity to promote partnerships, such as Profit Net and the Urbact Network are reflected in other priority areas.

Strategic Objectives	Indicators	Activity	When	Potential Partners	Lead Partner	Potential sources of funding			
Improve access to cross sector support and partnerships for social enterprises	More Than Profit network of 250 cross sector organisation	Develop a membership network of cross sector organisations	2010-2011	BCP, Brighton and Hove City Council, ProfitNet, CVSF, Business Link, Hub100, Brighton and Hove Chamber of Commerce, One Brighton	BCP	Membership and service income. For start-up support Tudor trust & Interreg BASIS			
	Membership of 300		2015-2013						
	Membership of 350		2013-2014						
	Annual In-kind investment of £45,000 by business community in social enterprise	Support the transfer of skills and support from the private sector to social enterprises	2009-2010						
	Annual In-kind investment of £60,000 by business community in social enterprise		2011-2012						
	Annual in-kind investment of £80,000 by business community in social enterprise		2013-2014						
	A fully integrated approach to equalities		Audit of Social Enterprise Steering Group skills in relation to equalities. Followed by a training needs analysis	2009 - 2010	Social Enterprise Steering Group, Brighton and Hove City Council, Working Together Project	Social Enterprise Steering Group	ESF, In kind support		
			'Equalities Ambassador' identified to help, support and co-ordinate equalities focussed work within Social Enterprise Steering Group	2009					
			Agree a commitment to equalities statement	2010					
			To prioritise the suggested actions highlighted by the Equalities Impact Assessment and to allot those actions with timescales, lead officers and review dates. Working with the EIA consultant to specify approaches and offer guidance.	2009					
	4 annual workshops and events to build capacity with social enterprises		Support and encourage the formation of a diverse and representative Steering Group and Network	2009-2014	Social Enterprise Steering Group, Brighton and Hove City Council	Social Enterprise Steering Group	ESF, In kind support		
			Build the capacity of the sector to plan strategically and attract business support	2009-2014				BCP, Working Together Project, Impetus, Friends Centre	BCP
Establishment of 'Introduction to Social Enterprise' awareness raising events			2010 - 2014	BCP, Business Link, SE <sup>2</sup> Partnership, social enterprises					
Establishment of 'Meet the Buyer' style events		Participation in 'Meet the Buyer' style events mixing soc ents and private sector?	2010 - 2014		BCP, Business Link, University of Brighton, University of Sussex, Impetus, SE <sup>2</sup> Partnership, Chamber of Commerce	SE <sup>2</sup> Partnership	OTS, Business Link		



**Strategic Priority 4: Inspire Entrepreneurs**

Rationale: Social enterprises are created when people are energised and inspired to find new solutions to existing problems, and new ways to resource those solutions. Realising this strategic priority will raise awareness of the opportunities available and help more people to realise their own potential to be successful social entrepreneurs. It will also offer us an opportunity to show case the city as a thriving centre of social enterprise

Strategic Objectives	Indicators	Activity	When	Potential Partners	Lead Partner	Potential sources of funding
Celebrate the achievements of local social entrepreneurs	Social enterprise award in Brighton and Hove Business Awards & other local awards	Secure Social Enterprise categories in business awards schemes	2009-2011	BCP, Directorate of Cultural Services, private sector partners, Chamber of Commerce, Business Link, Social Enterprise London, Social Enterprise Coalition, SE <sup>2</sup> Partnership, Universities	BCP	Private sector sponsorship
	Social enterprise award in Sussex Business Awards		2010-2011			
	Local success in regional/national awards schemes	Support successful applications for local, regional and national awards schemes for social enterprises	2009-2014		BCP	Grants and sponsorship
	Social Enterprise Awards event in place	Explore the need for, and if viable, establish a specific awards programme for social enterprises	2011-2014			
Inspire a next generation of social entrepreneurs	Engage SE's in student learning at schools, colleges and universities	Involve social entrepreneurs in work with 14-19 year olds	2009	Children and Young People's Trust, EBP, Learning Partnership, Universities, Enterprise Gateway, Youth Enterprise	Social Enterprise Steering Group	Education and learning streams
	10 social entrepreneurs involved in school work		Annually to 2014			
Showcase Brighton and Hove as an inspiration to social enterprises nationally and internationally	Social Enterprise communications strategy in place	Develop a local and national communications strategy to broadcast social enterprise achievements	2008-9	Social Enterprise Steering Group, SE <sup>2</sup> Partnership, Urbact Network, BCP, 7 Creative, SEEDA, Business Link, Visit Brighton	Social Enterprise Steering Group	Urbact OTS Business Link
	10 social enterprise success stories communicated via web and hard press annually		annual to 2014			
	4 Case Studies from Brighton and Hove on key websites and communication channels	Share learning from strategy with regional, national and international partners	annual to 2014		BCP	
	Social Enterprise 1 visit per year	Pilot a social enterprise visit programme to social enterprises in the city. Inviting Business Link advisers, peers, cross sector partners & media	2009-2010 2010-2014			
	Organise 1 European conference in Brighton	Participate in EU program, share SE best practise and developments	2009		Brighton and Hove City Council	
	Attend 2 European Urbact conferences annually	Participate in EU program, share SE best practise and developments	2009-12		Brighton and Hove City Council	

**Strategic Priority 5: Transparency and Governance**

Rationale: Social Enterprises can use their social purpose to draw support from many different sources, including the business community and grant funding. However, to do this effectively they must demonstrate transparent and effective governance structures that ensure they fulfill that purpose and are accountable to the communities they serve. This strategic priority will support social enterprises to develop strong governance structures and Board representation.

Strategic Objectives	Indicators	Activity	When	Potential Partners	Lead Partner	Potential sources of funding
Encourage the adoption of appropriate legal structures for social enterprises	Hold annual training session on legal structures	Ensure access to appropriate legal and business advice	2009-2014	Local solicitor firms, Working Together Project, University of Brighton, BCP, Impetus, SE <sup>2</sup> Partnership Season Project	Working Together Project	2009 BASIS actual. 20010 onwards charge for course
	To ensure that 2 Social Enterprise Advisers are trained in legal structures		annual to 2014		BCP	BASIS, Train to Gain, charitable trusts, OTS
	4 legal specialists signed up to provision of pro bono surgeries		2009-2014			
Improve uptake of Board positions by business and public sector personnel	Trustee/Director matching area on BCP website	Link potential Directors to the right opportunities on SE Boards	2010-11	SE <sup>2</sup> Partnership, WSSSEN, ESSEN, SCIP, Boxharry, CVSF	BCP	Hefce, Big Lottery fund
	20 Potential Trustee/Directors registered annually		2013-2014			
	5 case studies per year on site	Case studies from existing Board members on More Than Profit & Support for Groups website	annual to 2014			
Improve uptake of Board positions by service users and beneficiaries	Training for potential trustees available on annual basis	Audit of Social Enterprise Steering Group skills in relation to equalities. Followed by a training needs analysis	annual to 2014	CVSF, Working Together Project, SCIP	Working Together Project	BASIS & Learning 4 Counties (confirmed)
	1 workshop at Community and Voluntary Sector Forum 'Your Space' Events	Hold 'Your Space' sessions to raise awareness among potential Directors	According to need as identified by CVSF members		CVSF	Big Lottery fund, charitable trusts
	2 new case studies per year	Case studies from existing Board members on More Than Profit & Support For Groups website	2010 to 2014		BCP	
Create cross sector steering group to oversee delivery and ongoing development of the Social Enterprise Strategy	Steering group formulated	Completed application to join Urban Nose Project	2008-9	Brighton and Hove City Council, BCP	Brighton and Hove City Council	Urbact
		Recruited cross sector members to the steering group				
		Regular Social Enterprise Steering Group Main and Sub-group meetings	2008-2014			

**Strategic Priority 6: Local Economic Impact**

**Rationale:** Access to support in securing contracts was cited as a high strategic priority for 51% of mapping respondents. This strategic priority will support activity to prepare social enterprises themselves to tender for contracts, but will also focus on raising the capacity and willingness of public sector commissioners to award contracts to local social enterprises

Strategic Objectives	Indicators	Activity	When	Potential Partners	Lead Partner	Potential sources of funding
Raise awareness of public sector commissioners of the benefits of contracting with social enterprises	Annual event attracting participation from public and 3rd sector	Hold annual networking events between commissioners and social entrepreneurs to build relationships	Annual to 2010	Brighton and Hove City Council, BCP, CVSF, Impetus, PCT, Change Up Consortium, Care Co-ops, SE <sup>2</sup> Partnership	BCP	BASIS Lottery fund (confirmed)
	4 public sector representatives trained per year	Train commissioners on the issues affecting social enterprises in the procurement process	annual to 2014		Brighton and Hove City Council	BHCC
	Brighton and Hove City Council compliant with guidelines	Ensure Brighton and Hove City Council Procurement Policies comply with government guidelines on contracting with small businesses and third sector organisations	2009-2010		Brighton and Hove City Council	BHCC
	Dissemination of social impact measurement project findings and reports from The Better Project	To make clear and consistent social impact information available to procurers & commissioners. Improve access to public procurement opportunities amongst social enterprises. (The Better Project)	2011	SE <sup>2</sup> Partnership, WSEEN, ESSEN	BCP	Capacity Builders (confirmed)
	Sussex Partnership Trust awards contracts to social enterprises	Support Sussex Partnership Trust to contract with mental health user led social enterprises	2013-2014	Care Co-ops, Sussex Partnership Trust, Mental Health Services Partnership, BCP	Care Co-ops	Sussex Partnership Trust Contract
Improve the success of social enterprises in winning contracts	3 annual training and events for social entrepreneurs	Regular training and event programmes on becoming contract ready in addition to procurement process and policy needs of Social Enterprises contracting	annual to 2014	University of Brighton, CVSF, Working Together Project, Social Enterprise South East, BCP, WSEEN, ESSEN, SE <sup>2</sup> Partnership	Social Enterprise Steering Group	Basis lottery fund, charitable trusts, health funding streams, Business Link
Increase opportunities for partnerships between local social enterprises and larger national organisations bidding for significant contracts	Public access to database of tenders & contract opportunities	Develop partnership expression of interest registers during contract bidding periods and encourage engagement between statutory sector and 3rd sector	Annual to 2014	Brighton and Hove City Council, CVSF, Change Up Consortium, BCP, Impetus, Care Co-ops, Mental Health Partnership, Food partnership, Learning partnership	Brighton and Hove City Council	Brighton and Hove City Council
	Hold networking events between local organisations and potential bidding organisations		Annual to 2014		Brighton and Hove City Council, PCT	Brighton and Hove City Council, PCT
	4 Taking Account Follow Up Group meetings		Annual to 2014		PCT	In kind supprt
	Council & PCT advertise contract opportunities in timely manner		ongoing		Brighton and Hove City Council	Brighton and Hove City Council
	Appropriate small organisations develop partnerships with successful bid winners		Annual to 2014		BCP tbc	Brighton and Hove City Council, PCT



## Sub Appendix 1

### Brighton and Hove's Social Enterprise Strategy Action Plan: Links to Other Local & Regional Strategies

<b>Strategy</b>	<b>Other Titles</b>	<b>Date published/years covered</b>	<b>Published by</b>
Business Retention and Inward Investment Strategy (BRII)		2009-2011	Brighton and Hove City Council
Brighton and Hove Economic Strategy	Raising Our Game	2008-2016	Brighton and Hove Economic Partnership
Brighton and Hove: Sustaining City Growth		February 2009	Centre for Cities
City Employment and Skills Plan, Mid-term Evaluation		March 2009	City Employment and Skill Steering Group
Building Schools for the Future, Revised Expression of Interest		November 2008	Brighton and Hove City Council
Brighton and Hove Social Enterprise Strategy	Better for People, Planet <i>and</i> Profit	August 2008	Brighton and Hove Business Community Partnership
Corporate Procurement Strategy		2008-2011	Brighton and Hove City Council
Asset Management Plan (AMP) and Corporate Property Strategy		2008-2011	Brighton and Hove City Council
Volunteering Strategy		Expected Autumn 2009	
Creating the City of Opportunities, Brighton & Hove's sustainable community strategy		2006-16	
The South East Regional Economic Strategy		2006-16	
Community Engagement Framework		Published December 2008	
Sustainability Strategy		2006 (Currently under review)	



**APPENDIX 2 Social Enterprise Strategy – Equalities Impact Assessment: Prioritised Actions**

<b>Agreed Actions</b>	<b>Timescale</b>	<b>Lead Officer</b>	<b>Review date</b>
<p>Carry out audit of steering group to identify skills, knowledge base in relation to equalities.</p> <p>Follow with training needs analysis.</p> <p>Develop and deliver regular training for Steering Group members to meet needs and to continually develop skills, knowledge and confidence.</p> <p>Identify an 'equalities ambassador' – a named person, who will help support and co-ordinate equalities focussed work of the steering group</p> <p>Define commitment / statement regarding equality, diversity and social inclusion.</p> <p>Regularly invite people with different areas of expertise in equalities and managing diversity, to steering group / network meetings to share information and knowledge, and to offer advice and guidance</p> <p>Develop the formation of a diverse and representative steering group and network.</p> <p>Establish monitoring &amp; evaluation processes:</p> <ul style="list-style-type: none"> <li>• Recruitment &amp; selection of steering group and network members</li> <li>• Establish participation and take up of opportunities, events, services across equality strands and social inclusion groups</li> <li>• Identify gaps, needs</li> <li>• Identify good practices</li> </ul> <p>Engage with key members and partners, regarding equality, diversity and social inclusion issues, to develop and influence formation of equality and diversity policies, and inclusive practices.</p>			

August 2009

Identify members / organisations to work with and agree ways to engage and involve underrepresented people and groups.

Carry out consultation with equality and social inclusion groups to:

- Gather facts: strengths, progress, weaknesses, gaps or concerns
- Develop a shared understanding of what the barriers are to equality / business start up / engagement with social enterprise
- Gather different views and perspectives; new ideas and objectives
- Inform priorities

Ensure information and events are accessible in the following areas:

- Advertising / marketing to reach people from equality and social inclusion groups
- Communications; production of information in different formats and languages
- Physical access to buildings, meetings, events

Organise targeted marketing campaigns to encourage take up from potential social entrepreneurs and enterprises from underrepresented people and groups.

Incorporate 'equalities themed' discussions into existing activities, for example: Network development workshops and the More Than Profit network.

Link with partners / members to support them to host equality themed meetings, events, seminars, conferences (consider how this could help to outreach / meet needs with access issues, crèche, transport arrangements and encourage wider participation).

With members, partners: organise mentoring, coaching and work experience placements for underrepresented people and groups.

Identify contributions and examples of good equality and diversity practices / role models, and promote these. Highlight and celebrate achievements.



# ENTERPRISE EMPLOYMENT & MAJOR PROJECTS CABINET MEMBER MEETING

## Agenda Item 22

Brighton & Hove City Council

<b>Subject:</b>	<b>Impact of Supermarkets on Local Businesses</b>		
<b>Date of Meeting:</b>	<b>15 September 2009</b>		
<b>Report of:</b>	<b>Director of Cultural &amp; Enterprise</b>		
<b>Contact Officer:</b>	<b>Name:</b>	<b>Rob Dawson</b>	<b>Tel:</b> 29-1104
	<b>E-mail:</b>	Rob.dawson@brighton-hove.gov.uk	
<b>Key Decision:</b>	No		
<b>Wards Affected:</b>	All		

### FOR GENERAL RELEASE

#### 1. SUMMARY AND POLICY CONTEXT:

- 1.1 This report was initiated as a result of a Notice of Motion to Council earlier this year by Cllr Brian Oxley which raised the issue of the potential impact of a supermarket locating in the Portland Road area. The report takes a wider look at this issue and summarises current research and information available on the impact of supermarkets and on retail statistics in Brighton and Hove. It makes recommendations to the Council to continue to offer support to local independent retail.

#### 2. RECOMMENDATIONS:

- 2.1 That the council continue to support local independent retailers in terms of relevant policy development as part of the Local Development Framework and suite of supporting documents.
- 2.2 That the council continue to fund support programmes for local retailers as part of the Recession Relief measures, expanding upon the Be Local Buy Local and Business Lifebelt programmes.

#### 3. BACKGROUND INFORMATION

- 3.1 Analysis of secondary data<sup>1</sup> on retail employment trends in Brighton & Hove point to the following conclusions: -

Between 1998 and 2007 the city has experienced growth in retail business units, from 1,550 to 1,600 (**a 3.2% increase**). Over the same time period retail employment has fallen from 12,850 to 12,550 (**a 2.3% decrease**).

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<sup>1</sup> Source: Annual Business Inquiry 1998-2007, Office for National Statistics

Large shops with 50+ staff (shops of this size are chain stores in most instances) saw strong employment growth from 4,700 in 1998 to 7,350 in 2001 before falling to 4,900 employees in 2007. The number of individual retail units with 50+ employees also fell from a peak of 54 in 2001 to 40 in 2007.

Small shops with 1-10 employees have seen steady employment levels of 4,550 from 1998 to 2007, while business units have increased from 1,350 to 1,400.

- 3.2 Conclusions that can be drawn from the above data include noting the resilience of small local retail shops in maintaining employment and increasing stock over the past decade. Shops with more than 50 employees have fallen in numbers and employees since 2001, with a proportion of employment falls likely due to efficiency gains through technological advancements such as self-service checkouts. Overall the local retail sector remains vibrant and a major employment sector within the city. Small employment falls in retail can be partially attributed to the changing nature of Brighton & Hove's economy which now benefits from a broader base with less reliance on retail and tourism than it did in the 1990's, due to strong growth in sectors such as business services and the creative industries.

The above data refers to retail in general, but it is within the groceries market where supermarkets are having the largest impact. Nationally, in 2007 Supermarkets had an 85%<sup>2</sup> share of the UK groceries market with the "big four" (Tesco, Asda, Sainsbury's and Morrisons) accounting for close to a 75% share. In recent years supermarkets have also made strong gains in non-food markets such as clothing, entertainment and electricals. The direct impact of supermarkets on these markets is clear in dominating retail markets; however the slight growth in small retail units in Brighton & Hove in the past decade signifies the vitality here in the city of the local independent retail sector.

It is clear that the independent grocery stores that remain have responded well to competition from supermarkets by creating a niche markets such as organic, local and luxury products that serve their customer base.

Supermarkets bring benefits to consumers in the form of lower food prices (supermarkets benefit from economies of scale). Between 1996 and 2006 the average retail price of food increased by 11% while the Retail Price Index increased by 30%, therefore the real price of food actually fell<sup>3</sup>. Many consumers also choose to shop in supermarkets due to the convenience of buying weekly groceries in one place, either in-store or on-line.

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<sup>2</sup> Source: Datamonitor, 2008

<sup>3</sup> Source: Office for National Statistics

Local stores are more likely to have a higher economic multiplier effect, as profits are re-spent in the local economy rather than leaving Brighton & Hove. Whilst supermarkets do carry a multiplier effect (e.g. through wages that are spent locally), it can be assumed that less financial gain will remain in the city.

- 3.3 Local supply chains are also affected by the emergence of supermarkets, who generally will select suppliers at a national or regional level rather than a store-by-store basis. Food miles are also greater for supermarkets, both from a supply and consumption aspect (the average person now travels 893 miles a year to shop for food according to *Keep Trade Local*, a report by the Federation of Small Businesses). However local producers may gain larger market shares as transport costs increase further and the trend for fresh local produce continues to increase as expected.
- 3.4 The **Business Retention & Inward Investment Strategy** does not predict retail as a strong *growth* sector for the coming decade with the internet set to take a greater share on all retail transactions. However, the strategy highlights the importance of retaining and supporting existing businesses to create economic growth and new employment opportunities.
- 3.5 The current recession relief package includes measures aimed at supporting local retailers, such as the Be Local Buy Local and Business Lifebelt campaign. These programmes will assist in building capacity amongst shop owners to compete within their market.
- 3.6 Some local authorities have taken steps to try and mitigate against the impact of chain stores on local district centres. A delegation of council officers and local traders groups visited Kensington & Chelsea Borough Council in 2008 to share best practice. There is ongoing work to incorporate policies into the emerging Local Development Framework that retain small retail units and maintain balanced district centres,.
- 3.7 The opening of a new Tesco's in **Hove** in 2003 attracted 30,000 new shoppers to the local trading area, according to the company. The initial impact on local stores was negative according to reports in *The Grocer*<sup>4</sup>, as parking restrictions meant shoppers at Tesco were unlikely to visit other shops in the local retail district. Recent amendments to parking policies to allow more time for shoppers to visit George Street, Church Road and Blatchington Road will generate a much more positive impact for local traders.
- 3.8 Supermarkets have A1 use class and planning cannot be refused on the basis of competition, therefore the local authority is limited in power to prevent more supermarkets locating in Brighton & Hove.

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<sup>4</sup> The Grocer, 2004, *In the Shadow of a giant*

- 3.9 Supermarkets often form an 'enabling' aspect of a mixed use development; any potential costs of a new supermarket are mitigated by the benefits of the development as a whole. Jubilee Street is an example of supermarkets being integral in the development process.

#### **4. CONSULTATION**

- 4.1 Officers across Economic Development and Planning have been consulted in the drafting of this report.

#### **5. FINANCIAL & OTHER IMPLICATIONS:**

5.1 Financial implications:

The Recession Relief measures overseen by the Economy Task Force are funded by the council's 2009/10 Local Authority Business Growth Incentive funding (LABGI) allocation. A total of £35,000 was allocated through LABGI in 2009/10 to support the Business Lifebelt which in turn supports the Be Local Buy Local campaign, these initiatives are also overseen by the Economy Task Force initiative.

Finance Officer consulted: Rob Allen, Strategic Finance, 2<sup>nd</sup> September 2009

5.2 Legal implications:

There are no new legal implications arising from this report.  
Lawyer consulted: Bob Bruce 27<sup>th</sup> August 2009

5.3 Equalities Implications:

Economic Development Equalities Impact Assessment due for completion in September.

5.4 Sustainability Implications:

On average supermarkets bring an impact of higher average food miles and less local produce to local groceries markets.

5.5 Crime & Disorder Implications:

Areas of the city with empty retail premises are more likely to attract anti-social behaviour than areas with full and active shopfronts. It would be in the interest of community safety to do as much as possible to bring back into use any empty retail units and to regenerate areas of the city where there is less activity and operative active buildings.

5.6 Risk and Opportunity Management Implications:

It is not within the power of the local authority to refuse planning permission on the grounds of potential competition, the responsibility for risk and opportunity management would lie with the retailers in any given context. The local authority is able to act through wider planning policy and special initiatives such as the Recession Relief package of measures, to mitigate the risk of the closure of independent retail and

maximise the opportunities around local, independent and secondary retail centres. The recommendations in this report are in this area and would be designed to mitigate risk and maximise opportunity.

5.7 Corporate / Citywide Implications

The reports evaluation of the potential negative and positive impacts of supermarkets in particular locations as well as the importance of local independent retailers applies to all areas of the city.

**6. EVALUATION OF ANY ALTERNATIVE OPTION(S):**

- 6.1 The local authority is constrained in terms of powers to refuse planning permission based upon competition; hence harder preventative options to limit the spread of supermarkets within Brighton & Hove are discounted.

**7. REASON FOR REPORT RECOMMENDATIONS**

- 7.1 The report recognises the value of independent retail at a local level and the recommendations therefore outline actions in support of independent retail that it is possible for the local authority to undertake.

**SUPPORTING DOCUMENTATION**

**Appendices:**

Appendix 1: Retail business stock and employment trend data for Brighton & Hove

**Documents in Members' Rooms**

None

**Background Documents**

Business Retention & Inward Investment Strategy

Federation of Small Businesses: Keep Trade Local Fact Pack

Royal Borough of Kensington & Chelsea Retail Commission Report: A Balance of Trade

Friends of the Earth Report: Community Impacts of Supermarkets

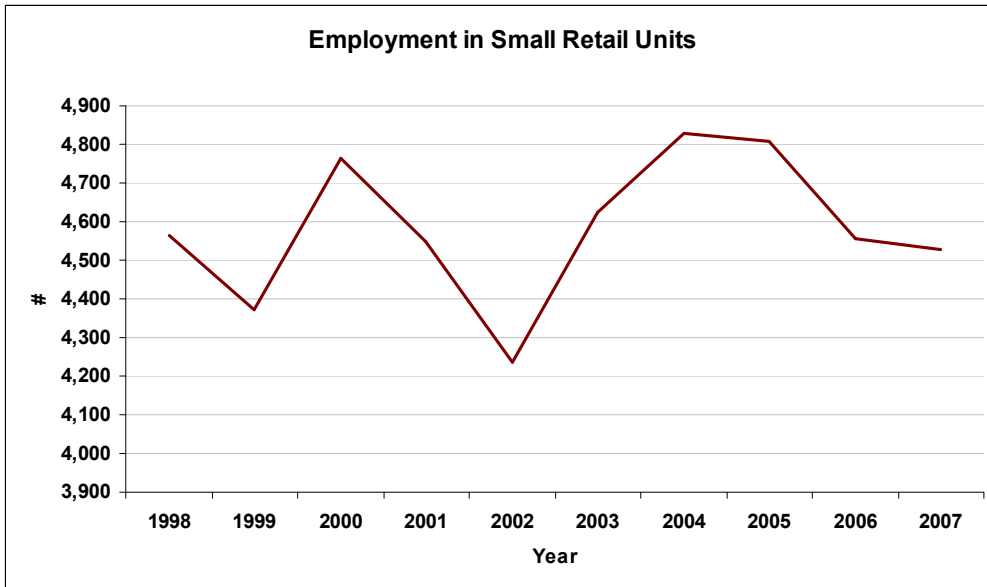
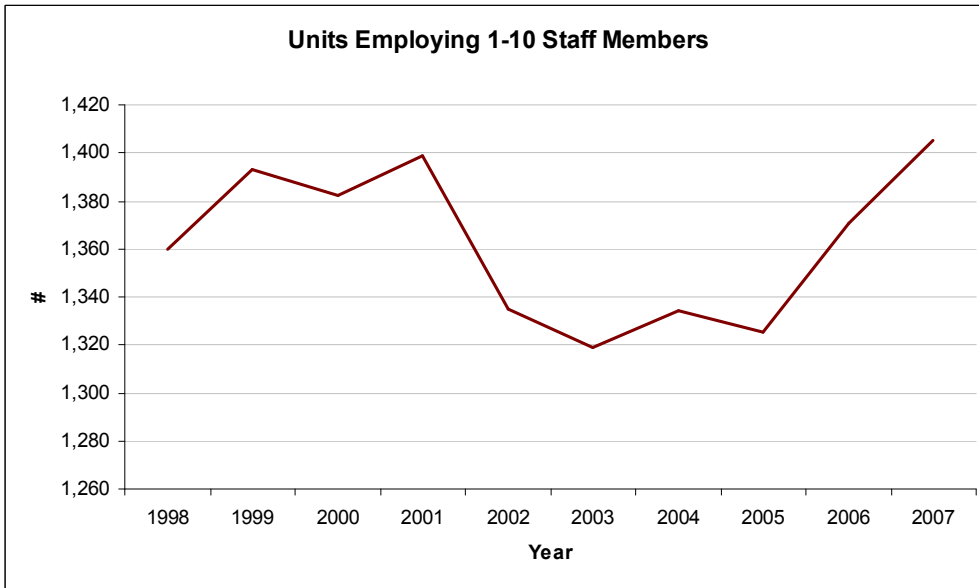
The Grocer

# Appendix 1: Retail business stock and employment trend data for Brighton & Hove

## All Retail Businesses



## Retail Businesses with 1-10 Employees



## Retail Businesses with 50+ Employees

