Brighton & Hove City Council

Overview & Scrutiny

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| Title: | **Culture, Tourism & Enterprise Overview & Scrutiny Committee** |
| Date: | **31 March 2011** |
| Time: | **4.00pm** |
| Venue | **Committee Room 3, Hove Town Hall** |
| Members: | **Councillors:**<br>Kennedy (Chair), Drake (Deputy Chairman), Davis, Harmer-Strange, Marsh, C Theobald, Turton and Randall |
| Contact: | **Julia Riches/Karen Amsden**<br>**Scrutiny Support Officer**<br><br>julia.riches@brighton-hove.gov.uk/karen.amsden@brighton-hove.gov.uk |

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# AGENDA

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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

Date of Publication - Wednesday, 23 March 2011

# Agenda Item 51

**To consider the following 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 Commission. 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 prejudical 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**

**2.00PM 26 JANUARY 2011**

**COUNCIL CHAMBER, HOVE TOWN HALL**

# MINUTES

**Present**: Councillors Kennedy (Chair); Davis, Harmer-Strange, Allen and Randall

**Also Present:** Councillors Smith and Fallon-Khan

## PART ONE

### 44. PROCEDURAL BUSINESS

Councillor Kennedy the Committee Chair welcomed everyone including a member of the public to the special CTEOSC meeting to consider the budget proposals. Minutes of the meeting would be referred to the 1 February Overview and Scrutiny Committee.

Councillors Turton, Mrs Theobald and Drake had given their apologies. The Chairman sent good wishes especially to Councillor Drake.

**44.1 Declarations of Substitutes**

Councillor Kevin Allen was substituting for Councillor Mo Marsh.

**44.2 Declarations of Interests**

Councillor Kennedy declared an interest in item 50 as a Member of the Planning Committee. She said as a member of the Planning Committee she would be required to determine any planning application submitted in respect of that project. Her involvement in the scrutiny function in respect of a project was not to be interpreted as any pre-disposition of that planning on her part. Any such planning application would be treated entirely on its merits and she was able to participate in the overview and scrutiny process accordingly.

**44.3 Declaration of Party Whip**

There were none.

**44.4 Exclusion of Press and Public**

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 members of the press and public were present, there would be disclosure to them of confidential or exempt information as defined in section 100I (1) of the said Act.

**RESOLVED:** That the press and public be excluded from the meeting during consideration of Item 50.

## 45. MINUTES FROM THE MEETING HELD ON 25TH NOVEMBER 2010

The minutes from 25 November 2010 were agreed.

## 46. CHAIR'S COMMUNICATIONS

The Chair informed the Committee that this was a special budget meeting to allow the committee to consider the budget proposals. The minutes from this meeting would go the Overview and Scrutiny Commission (OSC) on 1 February 2011. If there were any specific issues that the committee wish to comment on, the committee can resolve to send specific comments to OSC.

The Chair went on to mention some of the events that had occurred since the last meeting including the success of the Pavilion Ice Rink. Lonely Planet (the specialist travel website and magazine) had named Brighton as the third most gay-friendly destination in the world after San Francisco and Sydney). The remake of Brighton Rock was premiering at the Duke of York theatre that evening and the Phoenix were holding a fantastic ‘Pigment and Light’ exhibition.

The Chair welcomed to the meeting the Cabinet Members, Councillor Ayas Fallon-Khan and Councillor David Smith and the Strategic Director of Communities, David Murray.

## 47. SCRUTINY OF BUDGET PROPOSALS

48.1 The Cabinet Member for Culture, Recreation and Tourism, Councillor Smith introduced the report, noting that Brighton & Hove had once been a seaside resort, then became a City and is now a world-class City for Culture and Tourism. Despite the current economic position the City is still faring well. The report sets out a strategy to deal with current service pressures and would be revisited as more information was available.

48.2 Councillor Smith was pleased at the good relationship between Cabinet and Scrutiny. This was a testimony to Members and officers working well in co-operation. This close working with officers was key to getting the best outcomes possible for residents of the city and people who work and study here.

48.3 The Cabinet Member for Enterprise, Employment and Major Projects, Councillor Fallon-Khan said he was focussing on boosting the City’s economy and attracting inward investment. He referred in particular to the development of New England House, to closer working with the Universities for example, who were changing courses to better support new businesses and retain the finest students, and working to help smaller businesses find office accommodation. As part of the Business Retention and Inward Investment work, they were approaching those who had unused land in the city to explore its use through improved flexibility around planning.

48.4 There were relatively high levels of inward investment and the City was 'punching above its weight.' He was working to accelerate a number of major projects and the officers were to be congratulated for bringing together Amex with the Community Stadium.

48.5 Councillor Fallon-Khan said he was looking at creative ways to bring in from outside the council, more investment into local organisations. Social enterprises were welcome and businesses needing help were encouraged to write to him.

48.6 The Strategic Director Communities outlined the three key principles underlying the budget proposals: protecting frontline services as far as possible; looking how to trim budgets and make efficiencies across the Council without affecting services; and creating the new Delivery Unit – how to deliver services such as library services in different ways.

48.7 The proposals contained no changes in the Library pfi, other than to maximise its value, and no library closures. This was probably unique for any Local Authority under the present conditions, he said.

48.8 The Chair was pleased that many of the service areas did not appear to be facing significant cuts but asked for more information on the proposed changes to the Renaissance programme and Supported Employment.

48.9 Janita Bagshawe, Head of Royal Pavilion & Museums explained that nationally there had been a 15.04% cut for 2011/12 compared with the previous year. However the dismantling of the central team of the SouthEast region Renaissance Strategic Group, hosted by Hampshire had in fact led to a minor increase in the budget for Brighton & Hove compared with last year. But this was a transition year and there would be competitive rounds in future, leading to fewer museums in receipt of this funding. Officers were considering how to deliver good practice on a core budget and draw in further funding.

48.10 Asked about boosting visitor donations to museums, Ms Bagshawe explained that a recent scheme to encourage visitors to donate more had met its income target, albeit a fairly modest one. The charitable arm of the Royal Pavilion had now moved from the status of Friend to Foundation and membership had risen from 1,000 to 1,400. Membership target for 2011 was 2000 rising in future years to 6,000 which would provide a sounder infrastructure for further fundraising.

48.11 Regarding the use of Renaissance funding for 'additionals' Ms Bagshawe referred to examples such as website development, digitisation of collections to meet museum accreditation standards which could not be done on core capacity of staff; bringing in external staff and expertise on archaeology and natural history; micro-museums in libraries, and work in Children's Centres. She highlighted the fact that programmes starting out as 'additionals' could quickly develop into 'core' provision. This can be challenging in terms of staffing levels.

48.12 If the challenge of tackling staff roles, responsibilities and work emphasis would allow it, Ms Bagshawe said she would like to do more educational work.

48.13 With reference to the Booth Museum and Preston Manor, Ms Bagshawe told Members that the original focus of the Renaissance funding was on Brighton Museum and Arts Facility. In recent years smaller museums were being included. Preston Manor now had more interpretation and sound, and they were working with Sussex Museums who had formerly decanted natural history collections to Brighton and Hove. There had been cataloguing and a thorough review of the social and scholarly value of the Booth Museum collection. Special evening events there had also been successful.

48.14 The Libraries and Museum service had good relations with the universities. Cataloguing and other projects by students and other working as volunteers supervised by expert curatorial staff were of mutual value. This area was worth developing further.

48.15 The Museums Service does loan both abroad and in the UK. It also borrows temporary exhibitions from elsewhere but transport and specialist staff are costly. Costs are paid by the host organisation.

48.16 Replying to a question on potential staff reductions the Strategic Director David Murray pointed out that in shaping the Delivery Unit structure Adam Bates , Head of Tourism and Leisure was now setting out roles and responsibilities, looking at spans of control, numbers of staff reporting to one manager, and dealing with seasonal work. Mr Bates was combining the different ways of working to build on positive experiences such as the customer approach, and to tackle other areas to be identified for improvement.

48.17 It would take time to meet the challenge of setting a structure that would be fit for purpose not only for 2011/2012 but also for several years hence. There had been early conversations with the Unions but it was early stages as yet and there were no firm proposals. Draft structure charts would be drawn up in around a month. The Chairman asked for further information for the Committee in 31 March 2011 on DLU staffing structure and arrangements

48.18 The Committee asked about supported employment and Castleham Industries. Councillor Fallon-Khan (Cabinet Member for Enterprise, Employment and Major Projects) stated that the Council's main consideration was the 22 vulnerable employees and a number of options were being considered. The Strategic Director said an action plan would be produced by the end of the financial year.

48.19 Paula Murray, Commissioner for Culture, explained that the Work Step funding had ended and the Government had brought in Workchoice funding which was contracted nationally to Working Links and subcontracted to Scope. At a local level, Castleham had become a subcontractor to Scope and 22 Castleham employees had transferred onto the new funding scheme. She clarified that the additional 180 people using the supported employment scheme outside of Castleham had also been offered the option to transfer to the new funding scheme.

48.20 Discussions with the Third Sector were in hand. Options concerning the building were being considered as part of the Property Strategy undertaken by the Strategic Director of People, and the Strategic Director of Resources. An answer about ownership of the Castleham building and assets would be provided to the Committee.

48.21 .Responding to other questions, the Strategic Director was comfortable with the Council's partnerships, especially within the Community Safety partnership and in other areas such as with the Dome and Festival. The Library pfi had the advantage that the Council could spend more on stock at a time when other local authorities were cutting their book funds.

48.22 The Strategic Director updated the Committee on the Freedom sports contract. The new contract with Freedom produced big potential savings and was one reason that savings did not have to be made in other areas. Detailed legal advice was being sought on continuity of service for transferred staff and they were close to completion with the unions. Officers would be meeting with Freedom and closely monitoring delivery of the contract.

48.23 The Cabinet Member Councillor Smith answered a query about Whitehawk FC. He said this club, the second largest football club after Albion in the City, was in pre-planning development regarding the ground in East Brighton and were likely to play two seasons at the Withdean Stadium.

48.24 Ian Shurrock, Commissioner for Sport & Leisure, said ongoing talks with Whitehawk FC were positive, as well as with Brighton & Hove Albion. There was a good dialogue on the use of seating and some buildings at Withdean Stadium. The hospitality suite was not to be retained at Withdean.

48.25 The Head of Finance, Anne Silley, stated that the inflation element of the budget proposals was low, assumed to be around 1% which is in line with general inflation and reflects current rates around staff costs and supplies and services.

48.26 The Committee especially congratulated the officers on work on the budget so far, though in the knowledge that further challenges were still to be met. Members thanked the officers for giving their information.

48.27 The Chairman welcomed the fact that frontline services including in Libraries, appeared to have been protected and without loss of staff. Councillor Kennedy asked for regular updates on Renaissance funding, and an update on the Library pfi to the next meeting.

**48.28 RESOLVED** that (a) the minutes of the meeting be referred to 1 February Overview and Scrutiny Commission and (b) the committee receive updates on staffing and structure changes and on Renaissance funding and the library pfi at the next meeting.

## 48. PETITIONS/PUBLIC QUESTIONS/LETTERS FROM COUNCILLORS/WRITTEN QUESTIONS FROM COUNCILLORS/REFERRALS FROM COMMITTEES/NOTICES OF MOTION REFERRED FROM COUNCIL

There were none.

## 49. MAJOR PROJECTS UPDATE

The Committee went into Part 2 to discuss Major Projects.

## 50. ITEMS TO GO FORWARD TO CABINET OR THE RELEVANT CABINET MEMBER MEETING OR FULL COUNCIL

There were none.

The meeting concluded at Time Not Specified

Signed Chair

Dated this day of

| CULTURE, TOURISM & ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE | Agenda Item 57<br>Brighton & Hove City Council |
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| **Subject:** | | **City Employment & Skills Plan & Action Plan 2011 -14** | | |
| **Date of Meeting:** | | **31 March 2011** | | |
| **REPORT OF:** | | **Strategic Director, Place** | | |
| **Contact Officer:** | Name: | **Cheryl Finella** | **Tel:** | **09/03/11** |
| | E-mail: | cheryl.finella@brighon-hove.gov.uk | | |
| **Key Decision:** | No | Forward Plan No. *Digit Ref:* | | |
| **Wards Affected:** | All | | | |

**FOR GENERAL RELEASE**

## 1. SUMMARY AND POLICY CONTEXT:

1.1 The Local Democracy, Economic Development and Construction Act (LDEDC) 2009 placed a new duty on county councils and unitary district councils to prepare an assessment of the economic conditions of their area. Included within it is a requirement to produce a work and skills plan for the area. The coalition government has indicated its intention to abolish this legislation and has advised that local areas should determine for themselves the value of continuing the work.

1.2 This report provides the context and rational for producing an employment and skills plan for the city and outlines the issues and priorities that will form the focus of the related action plan and outcomes.

## 2. RECOMMENDATIONS:

2.1 The Committee is recommended to note the content of the report and support the City Employment & Skills Plan 2011 – 14 and related action plan.

## 3. RELEVANT BACKGROUND INFORMATION

3.1 The City Employment & Skills Steering Group (CESSG) is the main vehicle through which Brighton & Hove seeks to address issues of employment, skills and business support. Formed in 2008, the group was established to progress and deliver on the City Employment and Skills plan 2008/ 2011 priorities. It has as its mission, ‘the creation of a coherent and coordinated approach to employment and skills, which will benefit the residents of Brighton & Hove and strengthen the city’s economy’.

3.2 The first three-year City Employment & Skills Plan (CESP), produced in 2007, brought together, in one place, the main activities undertaken in the public and voluntary sector designed to address skills, training and employment. The idea was to provide a clearer picture of provision thereby facilitating better co-ordination, rationalisation and targeting of resources.

3.3 The first plan contained a plethora of actions and activities and it was clear that it would be necessary to focus on a few specific priorities rather than spread activities too thinly, thus an annual action plan was developed with priorities agreed by the CESSG

3.4 The CESP is directly linked to the Brighton & Hove Community Strategy, which sets the overall vision, priorities and actions for the city to 2020. It is underpinned by the Local Area Agreement (LAA), which acts as the delivery framework for the Community Strategy. The CESP actions were tracked through Interplan and the outcomes have been fed into the annual LAA targets

3.5 The CESSG is one of the 'family of partnerships' under the Local Strategic Partnership (LSP); a representative from the group sits on the LSP and acts as a link ensuring that the LSP is kept abreast of the CESSG's work and that the CESSG is aware of LSP activities and priorities.

## 4 The Case for a City Employment & Skills plan

4.1 The economic, political and organisational climate is fundamentally different from when the 2008-2011 City Employment and Skills Plan (CESP) was developed. The United Kingdom recently suffered its longest and deepest recession since the 1930s resulting in a 6% loss in output over six quarters between the end of 2008 and 2009.

4.2 This recession is considered to be different from previous recessions, because it was the result of an international banking crisis and over 90 per cent of economies in the Organisation for Economic Cooperation and Development (OECD) experienced recession.

4.3 In May 2010 a new Conservative-Liberal Democrat Coalition Government was elected and set out an ambitious programme aimed at: reducing the structural deficit during the life time of the Parliament; reforming the welfare system; devolving powers to local people and communities; and re-balancing the UK economy by promoting private sector-led growth.

4.4 In 2009, the IPPR suggested that the 2016 economy may be somewhat different to the 2008 economy. Significant employment reductions in much of the public sector and retail may be compensated for by an increase in 'other services' jobs, including the creative and cultural industries; caring and health service work; high-end manufacturing; pharmaceuticals and green technologies.

4.5 The Government has also announced significant changes to the way public services are run, announcing the abolition of 192 quangos and a fundamental reform of the local government performance framework. This includes replacing Local Area Agreements and their associated National Indicators with a single list of "data requirements" that will be agreed between local authorities and central Government.

4.6 How public services are delivered is also under-going significant change. The Government White Paper*, Local Growth: Realising Every Place's Potential* sets out the Government's approach to Local Economic Development. It sets out its plans to abolish the Regional Development Agencies and to replace these with a network of Local Enterprise Partnerships based on locally defined "functional economic areas". There will be no legislation that sets out the role of LEPs, which are expected to include 50% business representation and be chaired by a prominent business person. However, it is expected that they will have a significant role in creating the conditions to enable private sector businesses to grow in their areas.

4.7 These changes linked to the significant reduction in public sector finances will all impact on how localities take forward their agenda for employment skills and business support. Some of the main actors such as the South East Regional Development Agency (SEEDA) and Business Link will cease by 2012 and 2011 respectively and the role of organisations such as the Skills Funding Agency and Further Education will change significantly

4.8 The Coast to Capital LEP is still in development and it is as yet unclear how much of the skills and business support agenda they will wish to influence. It is clear however that local strategies such as the CESP will play a crucial role in ensuring that the priorities for the city are well articulated; that the CESSG will need to continue to push for the redirection of existing resources to agreed priorities; as well as using its lobbying and influencing role to attract new investment to the city.

## 5 The New Plan Priorities

5.1 The new plan sets out three priorities for action that take into account the socio-economic and policy changes that have occurred and will influence how actions are taken forward

5.2 **Priority One:**

**Promote the city's employment and skills needs to internal and external partners and agencies**

This priority has been developed in recognition that many decisions that impact on employment and skills in the city are taken by agencies and departments that have a national or sub-national remit and by organisations and partnerships within the city that have a related, but different focus. The members of the CESSG represent the major funders, influencers and deliverers of skills, employment and business support services in the City. Priority One reflects the CESSG's acknowledgement that they have a major role to play in driving the local skills and business support agenda.

5.3 **Priority Two:**

**Support the creation of at least 6,000 new jobs by 2014**

This priority is based on an estimate of the number of new jobs that the city may need in order to maintain its existing employment rate (71.6%), and a recognition that public sector agencies in partnership with private sector actors can help to set the conditions for private sector job creation. The CESP will also help to inform the work of the emerging LEP and there will be a focus on encouraging International trade and Entrepreneurship.

5.4 **Priority Three:**

***Ens*ure that local residents are equipped to compete for jobs in the city's labour market**

This priority reflects the need to ensure that the city's residents are equipped with the skills and knowledge to access jobs in the city and beyond. There is a particular focus on supporting people on out of work benefits and young people back into the labour market by, for example, developing stronger links with the business community, promotion of apprenticeships, work experience and volunteering; and, clearer progression routes from school to further and higher education

## 6 Next Steps

6.1 The CESP and the related action plan is the result of extensive consultation and input from CESSG members and wider stakeholders. The original plan was endorsed by the Local Strategic Partnership in December 2007. The Interim Work and Skills Plan which was a requirement of the Local Democracy, Economic Development and Construction Act (LDEDC) 2009, was approved for submission to Government Office for the South East by the Chair of the CESSG, Scott Marshall, Director of Housing, Culture & Enterprise

6.2 This report seeks approval to support the new plan and the related action plan; if approved the report will be presented to a future meeting of the Local Strategic Partnership and from there to full Council for adoption.

## 7 CONSULTATION

7.1 The CESP has been based on individual consultations with CESSG members; an awayday held on 4 October 2010; an action planning workshop held on 25 November 2010; an interview with the Cabinet Member for Enterprise, Employment and Major Projects; an analysis of relevant strategies, plans and background research reports; and an analysis of a wide range of labour market and economic datasets.

## 8 FINANCIAL & OTHER IMPLICATIONS:

8.1 **Financial Implications**

There are no direct financial implications arising from the recommendations of this report. However, funding for any specific projects arising from the plan will need to be identified in due course

8.2 **Legal Implications**

The Coalition Government has declared its intention to remove the requirement to publish work & skills plans as set out in the Local Democracy, Economic

Development and Construction Act (LDEDC) 2009. A letter to local authorities from the Communities and Local Government department invites localities to decide for themselves whether there is value in preparing a Local Area Assessment and related Work & Skills plan for their area. This report makes the case for preparing a skills plan for the city. There are no adverse legal implications arising from this report

8.3 **Equalities Implications**

The new plan will include an Equalities Impact Assessment (EIA) that will help to ensure that the proposed actions are in compliance with equalities legislation. The recommendations of the EIA will be incorporated into the project monitoring of the CESP.

8.4 **Sustainability Implications**

The actions arising from the plan will contribute toward the councils aspiration for growing a sustainable economy by creating the conditions for business growth and job creation; supporting low skilled and unemployed residents into work; and, providing progression routes for young people and graduates.

8.5 **Crime & Disorder Implications**

The actions arising from the plan are designed to reduce unemployment and benefit dependency and contribute to related issues such as in-work poverty. The action plan is expected to have a positive impact on levels of crime and disorder in the city.

8.6 **Risk and Opportunity Management Implications**

If the plan is not taken forward there is a real risk that the city will start to fall behind other cities in economic competitiveness. Recent reports such as the Centre for Cities Outlook 2011 identifies the city as having the ‘potential’ to be one of the cities that leads the country out of recession; however it makes clear that city will need to take pro-active steps to make things happen. Failure to take forward the plan could result in increased business foreclosures; higher levels of unemployment and greater levels of benefit dependency.

8.7 **Corporate / Citywide Implications:**

The CESP is a citywide strategy that will have a positive impact on the economy prosperity of the city

## 9 EVALUATION OF ANY ALTERNATIVE OPTION(S):

9.1 The option of not developing a plan was discussed by the CESSG and it was agreed that due to the prevailing policy and socio-economic conditions a ‘do nothing’ strategy would have a negative impact on the city and would be likely to result in a more disjointed and therefore costly approach as each organisation takes forward individual strategies to tackle related issues.

## 10 REASONS FOR REPORT RECOMMENDATIONS

10.1 The CESP draws on the latest data sets and policy information to identify the needs, opportunities and challenges for the city. Key to addressing these issues is the ability of individual members within the CESP to use existing resources towards the agreed priorities.

10.2 The role of the Local Authority in helping to guide the work; its role as an Education Authority responsible for adult and young people services; its role in supporting those facing disadvantage in the labour market and in driving economic development means that it is uniquely placed to assist in driving this agenda.

## SUPPORTING DOCUMENTATION

**Appendices:**

1. City Employment and Skills Action Plan 2011 - 14

**Documents In Members' Rooms**

1. City Employment and Skills Plan draft 2011 – 14
2. City Employment and Skills Action Plan 2011 - 14

**Background Documents**

*[List any background / supporting documents referred to or used in the compilation of the report. The documents must be made available to the public upon request for four years after the decision has been taken]*

1. City Employment & Skills Plan Draft 2011 - 14

# CESP Actions

The CESP 2011-2014 Action Plan is a dynamic document that will be amended on an on-going basis so that actions are developed that respond to changing organisational, social and economic circumstances. The influencing, lobbying, advocacy and partnership development role of the City Employment and Skills Steering Group is considered to be central to the success of the plan. Many actions that impact on employment and skills within Brighton & Hove are beyond the scope of the CESSG itself, but the group can and should have an important role in influencing such actions so that they maximise the employment and skills benefits to the city.

The emerging economic development environment marks a change in the approach to business support and to skills. There is a greater focus on self-reliance and a more targeted approach to publicly-funded interventions. Equally, the Government has signalled a move towards greater decentralisation and local determinism by establishing Local Enterprise Partnerships to drive forward private sector led growth and a better balanced, sustainable economy. Brighton & Hove needs to ensure that it is both aligned to and can influence the Coast to Capital Local Enterprise Partnership proposal, namely internationalisation and entrepreneurship.

Analysis that has been undertaken to inform this plan has highlighted that Brighton & Hove continues to have significant challenges in ensuring that local people benefit from the city's future economic prosperity. Worklessness and benefit dependency and low skills remain a significant problem for many people in the city, particularly those with lower level skills and the city needs to create a stronger relationship between job creation and worklessness reduction. Perhaps one of the most pressing issues for the city is improving employability amongst young people. Despite the high qualification levels of its adult residents, school achievement is low by national standards. This makes it difficult for young people to find good jobs either locally or elsewhere and risks contributing to the city's dual labour market. If the city is to develop a strong model of sustainable economic development for the future, it has to improve skills and work prospects for its younger residents.

The need to influence and deliver change is reflected in the three strategic priorities set out in the City Employment and Skills Plan (2011-2014):

Priority 1: Promote the City's Employment and Skills Needs to Internal and External Partners and Agencies
Priority 2: Support the Creation of At Least 6,000 Jobs
Priority 3: Ensure that Local Residents are Equipped to Compete in the City's Labour Market.

The actions will be considered and reviewed in relation to their impacts on equality groups within the city to ensure that resources are more clearly targeted at those who most need it and who can most benefit from it.

## Priority 1: Promote the City's Employment and Skills Needs to Internal and External Partners and Agencies

*1a: Internally*
*1b: Externally*

This priority reflects the need to ensure that the city's residents are equipped with the skills and knowledge to access the city's jobs.

**Where we are now**

- The City Employment and Skills Steering Group (CESSG) has been a successful forum for sharing intelligence about employment and skills activities in the city. It has facilitated partnerships that have led to collaborative projects and has managed to engage senior figures from the key organisations involved in employment and skills activities from across the city. It has a representative on the Local Strategic Partnership and some of its representatives also sit on other partnerships within the city.

- However, attendance at meetings is not always consistent and there is a sense that the group needs to sharpen its focus on employment and skills related issues. Furthermore, both the financial and the organisational context is now fundamentally different. Key representatives, such as SEEDA will be disbanded by 2012, Business Link will become primarily an on-line service and all public sector organisations will have to operate within a much tighter funding environment.

- At national level, the Government has announced radical plans to reform the welfare system, aimed at strengthening incentives to work and setting tougher conditions on claimants to look for and accept offers of work. The Government has stated a commitment to local determinism, including removing many ring-fenced grants and encouraging a flexible model for delivering public services through the voluntary and private sectors. However, its welfare to work programmes will be based on outcome -related funding, which means that contracts will be awarded to organisations that are able to deliver services on this basis. It will, therefore, be important to ensure that employment and skills services are responsive to local conditions.

- Brighton & Hove will have to develop new partnerships. It is part of the new Coast to Capital Local Enterprise Partnership that includes West Sussex, Gatwick Diamond and Croydon, whilst the employment and skills links with Lewes remain strong. Although funding will be tight, there may be opportunities to bid into the Regional Growth Fund and to contribute to policy at national and sub-national level as it emerges.

- Locally, colleges and learning providers are expected to have an enhanced role in determining local provision by responding more closely to learner demand, whilst changes to Higher Education funding may add to the demand for both more commercially-driven activity and high quality guidance and advice to support students to make the right choices.

- Brighton & Hove City Council is under-going its own transformation, with four new Strategic Directors, supported by a team of commissioners taking forward a model 'intelligent commissioning', based on taking collaborative approaches to delivering services based on an comprehensive assessments of need.

**Where we will be in 2014**

- Brighton & Hove will have developed strong working relationships with its neighbouring authorities and be working effectively to ensure that businesses are retained within the functional economic area, with information and intelligence about floor-space and skills needs being exchanged freely between the authorities.

- Brighton & Hove will be well-represented on the Coast to Capital Local Enterprise Partnership, which will have a sound understanding of and be responsive to the employment and skills needs of the city. The Brighton & Hove CESSG will work closely with neighbouring employment and skills issues where there are strong overlaps.

- The CESSG will be recognised within and beyond the city as the main consultative group on employment and skills related activity within the city. Large welfare to work contractors operating within the city will consult on the design of locally tailored services and the CESSG, as a group, will be a conduit through which there are regular contributions to national Government policy consultations.

- The CESSG will have developed clear working relationships with related city partnerships, including the Learning Partnership, the Sustainable Communities Partnership and the Economic Partnership, establishing where it can add value to associated priorities and how other partnerships can contribute the priorities set out within the CESP. Sub-priority 'leads' will be recognised as the spokespeople for the CESSG on their themes and other group members will provide support where this is required.

- The CESSG will be recognised as a key conduit through which information about funding opportunities are communicated to partners and where policy developments are analysed and interpreted for people within the group. This funding watch and intelligence facility will be successful in securing additional discretionary funds into the city to support activities that address employment and skills gaps and will assist the City Council to commission inter-agency services that incorporate components that help to address the priorities within the CESP.

## How we will get there

| Action | Timescale | Success Criteria |
|---|---|---|
| 1a) Ensure that the city's employment and skills priorities are reflected in aligned strategies and plans, including those developed by the Coast to Capital Local Enterprise Partnership | 2011-2014 – on going | CESSG priorities reflected in aligned strategies and plans |
| 1b) Ensure CESSG representation on appropriate working groups, including Coast to Capital working groups | 2011-2014 | CESSG representation on aligned working groups, with agreed reporting protocols established |
| 1c) Develop formalised links with sister partnerships, including the Learning Partnership, the Economic Partnership and the Sustainable Communities Partnerships within Brighton & Hove to articulate the remit of the CESSG and identify areas of mutual interest | 2011 | Clear understanding of CESSG remit across the city and joint projects developed |
| 1d) Adopt a scrutiny and advisory role to help national contractors to deliver locally responsive services | 2011 and on-going | CESSG recognised by large contractors as the main city advisory body on employment and skills issues |
| 1e) Review and challenge business plans of local learning providers | 2011 Annual | Review process established with college and learning providers |
| 1f) Clarify the role, function and quality of information of the all –age career service | 2011 on-going | Arrangements for formal engagement established. |
| 1g): Review and monitor activities to ensure that they are inclusive and address outstanding equality issues. | 2011 and on-going | Activities are designed monitored for their impact on equality groups |
| 1h) Lobby to ensure that local procurement decisions take full account of social and environmental value, as well as financial value, such as use of local volunteers | 2011 and on going | Local procurement policies reflect environmental and social contributions |
| 1i) Monitor and respond to the education and skills impacts of contextual changes, such as welfare reforms and raising of the education participation age. | 2011 and on going | CESSG actions adapted based on up to date intelligence. |
| 1j) Influence approaches to the development of sites and premises so that they support job creation in the city | 2011 and on going | The city has a health supply of employment floors pace to meet the needs of growing businesses |

## Priority 2: Support the Creation of At Least 6,000 New Quality Jobs by 2014

This priority is based on a clear analysis an estimate of the number of new jobs that the city may need to maintain its existing employment rate, and a recognition that public sector agencies can help to set the conditions for private sector job creation.

*2a: Internationalisation*
*2b: Entrepreneurship, including socially and environmentally-focused businesses*

**Where we are now**

- The number of people in work has failed to keep pace with the growth in the working age population. In 2009 there were more people in work but the city had a lower employment rate than in 2004. The city has been relatively successful in creating private sector jobs, but many of these have been in part-time and flexible forms of employment. Brighton & Hove's relatively weak GVA per head growth since 1998 reflects this and also reflects the city's strong reliance on public services and other low value added sectors of the economy.

- The city could lose 3,400 public and private sector jobs as a result of the Government's deficit reduction programme and projected increases in the working age population mean that a further 2,700 people will need to find work if the city s to maintain its 71.6% 16-64 years employment rate. This is not unachievable given recent performance, but over the short term, the private sector will need to provide far more jobs the target set out in the Coast to Capital Local Enterprise Partnership proposal. There are widely different estimates about prospects for net job growth at national level. The Office for Budget Responsibility estimates suggests that the 6,000 job target for Brighton & Hove is quite possible, but CIPD estimates of 100,000 net job gains nationally, would leave the city with a severe job deficit. However, even if these jobs are created, this may not be sufficient. They need to be quality jobs that allow people to progress and to earn incomes that will enable them to live successfully and sustainably within the city.

- The City Council's Business Retention and Inward Investment Strategy suggests that growth should focus on food and drink manufacturing, retail, digital media, the creative industries, financial services and advanced manufacturing. It also suggests that health technologies and the environmental industries may also provide opportunities in the future. Although new jobs are important, most job vacancies are likely to occur as a result of a need to fill existing jobs in high employment sectors.

- It is unclear where the city's new jobs will come from, but it seems appropriate to capitalise on its strengths. Its international brand, well-educated, outward-looking and culturally aware population makes it well placed to develop its internationally trading businesses. Its 'green credentials' and support for social progress suggest that it should be able to encourage the growth of employment in environmentally and socially focused businesses; its two universities and 33,000 students, make it well-placed to encourage higher level business growth through knowledge transfer partnerships; and whilst its high levels of entrepreneurship can create job placement challenges, there is a need to identify and support growth oriented businesses by supporting more business networks and peer-to-peer support activities.

- Studies have consistently identified employment premises and employment land supply as threats to business and employment growth in the city. If these cannot be resolved internally within Brighton & Hove, the city will need to work closely with neighbouring authorities to ensure that its growth businesses are retained within the functional economic area.

**Where we will be in 2014**

- In 2014, the city will have maintained is current employment rate of 71.6% by moving an additional 6,000 people into quality jobs.
- It will have established strong, partnership agreements with neighbouring authorities in the Local Enterprise Partnership area, and Lewes, that enable businesses across the area to access the talent and premises they need
- It will "have a responsive supply chain of land"; provide "certainty for business and development"[1] in its use of planning powers; and uses "its land assets to leverage private funding to support growth"
- The city will be fulfilling its latent potential to be recognised as a location that actively promotes employment in ethical businesses, through progressive procurement and developing high profile, co-ordinated approaches that both tackle climate change and create jobs for disadvantaged local people
- Its key business sectors, identified in the BRII, will be visible, well-networked, committed to remaining within the city and have a confident outlook about their future employment and growth prospects
- The expertise in the two universities in the city will be recognised and accessed by city businesses, helping them to identify new overseas markets; access quality staff and engage in mutually beneficial knowledge exchange activities
- The city will have a clear idea of what it means by a 'quality job' that will enable local people to live successfully within the city, including establishing a Living Wage that is supported by employers either within the city or in the wider LEP area.

[1] Source: Local Growth: Realising Every Places' Potential HM Government, Department for Business, Innovation and Skills (2010)

### How we will there

| Action | Timescale | Success Criteria |
|---|---|---|
| **INTERNATIONALISATION** | | |
| 2a) Develop a profile of the city's exporting businesses | 2011 | CESSG has a directory of exporting or potentially exporting business to whom it can target support |
| 2b) Utili8se international links in universities to promote export opportunities in city businesses | 2011 and on-going | International and cultural expertise within universities is used to promote and support the city's export activity |
| 2c) Establish and maintain strong links with UKTI and identify a panel Export Mentors | 2012 | The city has an identified group of export experts and there are strong links between the CESSG and UKTI |
| 2d) Work with LEP partners to identify new business support projects to increase internationalisation | 2011 and on-going | At least one pan-LEP export project developed |
| **ENTREPRENEURSHIP (INCLUDING SOCIAL AND ENVIRONMENTALLY FOCUSED BUSINESS** | | |
| 2e) Improve signposting so that city businesses can access support in new arrangements (e.: National Mentoring Scheme; Business Coaching for Growth; National Call Centre; businesslink.gov etc. | 2012 | High take up of the new business support service by city businesses |
| 2f) Develop a co-ordinated 'rapid response' service for inward investment enquiries | 2012 | Clear, well-received inward investment rapid response service established |
| 2g) Work with partners in the Coast to Capital LEP to identify and address business support service gaps and provide interventions to support the city's growing businesses . | 2011 and on-going | Gaps in national provision identified and addressed with locally bespoke services |
| 2h &3j) Support initiatives that promote entrepreneurship and business skills in schools, colleges and universities, such as through the Young Enterprise programme. | 2011 and on-going | Entrepreneurship is a key part of learning in schools and colleges across the city |
| 2i) Support projects that develop employee skills within the community, including employee volunteering/mentoring. | 2011 and on-going | Employer volunteering schemes established |
| 2j) Support the development of a strong social enterprise sector and other peer to peer business networks | 2011 and on going | Social enterprises and businesses effectively engaged in peer to peer support activity |

## Priority 3: Ensure that Local Residents are Equipped to Compete in the City's Labour Market

This priority reflects the need to ensure that the city's residents are equipped with the skills and knowledge to access the city's jobs.

*3a* *People on Out of Work Benefits*
*3b:* *Young People*

**Where we are now**

- Brighton & Hove had some success in reducing the number of out of work benefit claimants between 2001 and 2008. However, since the 2008/09 recession, worklessness has increased by 3,400 and is now higher than at any time since November 2009. Furthermore reductions in worklessness were modest compared with the rise in employment in the city – between 2001 and 2008 for every five additional jobs in the city, there was a reduction of just one person claiming out of work benefits. Job growth has had only a modest impact on workless people within Brighton & Hove.

- Incapacity benefit/Employment and Support Allowance claimants account for more than half of all out-of-work benefit claimants and people with mental and behavioural disorders make up the largest proportion of this group. The links between worklessness and poor health (particularly mental health) may be at least as strong as the links between worklessness and low skills and it is difficult to see how long-term worklessness can be reduced without providing on-going support to people with mental health problems.

- There has been a consistent fall in the number of lone parents claiming out of work benefits (partly due to changes in eligibility), but IB/ESA claimants have remained fairly constant and the number of Job Seekers Allowance claimants has increased significantly since the 2008/09 recession. There is no publicly available benefit claimant data for minority ethnic groups, but the differences in employment rates between white and non-white are not statistically significant. Males are more likely to be claiming out of work benefits than females and males without work are more likely than females without work to want a job. Older people on Incapacity Benefit are likely to be the furthest away from the labour market.

- The Government sees the benefit system as a barrier to people entering the labour market and its proposals to reform the welfare system aim to address this by providing better incentives to work and enabling people in work to retain a portion of their benefits until their incomes rise above a certain level.

- Employment support amongst disadvantaged groups requires sustained, personalised support delivered at local level through outreach, information, advice and guidance and on-going encouragement and support. The new welfare to work programme will be funded on an outcomes model and is likely to be delivered through large organisations with the resources to operate under such arrangements. It will be important to ensure that smaller organisations that understand and are trusted by their constituent communities continue to have a major role in supporting people back into work and that larger contracted organisations deliver services that are relevant to local needs.

- The most significant rise in worklessness since the 2008/09 recession has been amongst people under the age of 25 years. Furthermore, there is an enormous gap in the education attainment amongst the city's young people and the qualification levels of the city's adult population. A little under half (43%) of the city's 16-64 year old population holds a degree or equivalent qualification, but only 44% of 15 year olds in the city's schools achieve five A*-C grades (including English and Maths). Whilst NEET rates are not especially high, failure to make significant improvements in achievement rates amongst the city's young people may result its local residents of tomorrow being unable to access decent jobs that will enable them to successfully live in the city.

**Where we will be in 2014**

- It is difficult to know whether it is realistic for the number of out of work benefit claimants to fall between 2011 and 2014, given labour market conditions. However, the relationship between job growth and reductions in workless should improve, so that the ratio of job growth to worklessnes reduction is the same as the national average.

- Worklessness will not be reduced in significant numbers without supporting people with mental health problems back into employment, as this group accounts for more than half the working age welfare benefit claimants. The city will have a co-ordinated approach to developing the skills and providing work placements to people with mental health disorders.

- Information, advice and guidance, through an all age careers service will be recognised as the main point of contact for people who want advice and the there will be clear referral arrangements between outreach workers and job placement workers.

- Public sector procurement policies will include expectations that contractors can demonstrate added local value either through local recruitment, support for education-business partnership activities, employee volunteering/mentoring support programmes and/or apprenticeships.. Links between voluntary and community sector organisations and businesses will be strengthened through employee mentoring/volunteering programme; and volunteers developing skills that can lead them to employment within the city's businesses.

- Educational achievement within the city's schools will be in the top quartile nationally at GCSE and at level 3; and all young people will involved with a range of meaningful education-business partnership activities; There will be 500 more apprenticeships for young people by 2012 and worklessness amongst young people will fall faster than average rate

### How we will get there

| Action | Timescale | Success Criteria |
|---|---|---|
| **PEOPLE ON OUT OF WORK BENEFITS** | | |
| 3a) Develop and extend work experience placements and volunteering opportunities for people outside the labour market | 2011 | Increase in number of businesses providing work experience and volunteering opportunities from a baseline |
| 3b) Work closely with learning and job placement providers, including colleges and training providers, to ensure that provision reflects local need | 2011 and on-going | Strong relationships with providers established and services that are delivered are seen to be responsive to local needs |
| 3c) Support/develop employability projects that support people, including those with mental health needs back into work | 2012 | Evidence of improvements in the employment prospects of workless adults with mental health needs |
| 3d) Work with planning and procurement departments to influence the design and implement local employment/training agreements | 2011 and on-going | Local training/employment clauses are contained in procurement policies and planning agreements, where this is practicable. |
| 3e) Support the development of and promote access to the all age careers service | 2011 | There is high take up of the service and it is well-received by service users and stakeholders |
| **YOUNG PEOPLE** | | |
| 3f) Work with schools, colleges and other learning/training providers to identify ways in which the business community can best help to raise achievement in schools, including extending mentoring, work experience and programmes | 2011 and on-going | School achievement (GCSE A*-C inc English and Maths) to be in the top quartile |
| 3g) Extend the existing city apprenticeship programme | 2011 and on-going | The City Employment Initiatives programme achieves 500 additional apprenticeships across the city and a city wide mentoring scheme is established and well-recognised |
| 3h) Develop an '*Invest in Young People*' initiative, on the lines of Be Local, Buy Local campaign to encourage business engagement | 2012 | Business commitment to providing support for young people is embedded |
| 3i) Ensure there are clear learning pathways that engage young people (aged 14-19_) and respond to employer need, including progression from FE to HE | 2011 and on-going | Achievement at 19 to be in the top quartile progression from Further Education to Higher Education and the city to be in the top |
| 3j & 2h) Support initiatives that promote entrepreneurship and business skills in schools, colleges and universities, such as through the Young Enterprise programme. | 2011 and on-going | Entrepreneurship is a key part of learning in schools and colleges across the city |
| 3k) Ensure that vocational learning provision is ready to meet the demand from the changes in the participation age from 2013 | 2011 and on-going | Reduction in NEETs and increase in post16 learners achieving at least a Level 3 qualification |

Agenda Item 57

# Brighton & Hove
# City Employment and Skills Plan

# BETTER SKILLS,
# BETTER JOBS,
# BETTER LIVES.

# 2011-2014

## Foreword

Overarching Aim:

*"For Brighton & Hove to have a resilient economy with sufficient quality, sustainable jobs at all levels and, for local residents to have the skills to enable them to progress through the labour market and earn incomes to help them live successfully within the city".*

**TO BE ADDED**

## Signatories

## Executive Summary

Brighton & Hove needs to move an additional 6,000 people into work by 2014 just to maintain its current employment rate. However recent evidence suggests that just creating jobs will not achieve this. The city needs to both set the conditions for job creation and do more to equip local residents to compete for work within the city's labour market.

This City Employment and Skills Plan (2011-2014) sets out three priorities.

### Priority 1: Promote the City's Employment and Skills Needs to Internal and External Partners and Agencies

*1a Internal*
*1b: External*

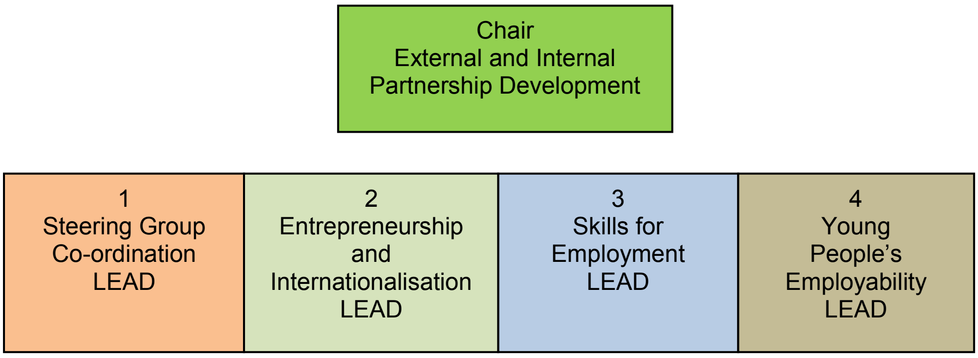
The organisational, financial and economic context for delivering employment and skills interventions has changed markedly. Budget cuts will put pressure on all organisations to work collaboratively to deliver cost effective solutions. Within Brighton & Hove, the City Council is adopting a new approach to service delivery, based on an intelligent commissioning model. Although resources will be tight, the Coalition Government has removed many 'ring-fenced' budgets, which is intended to enable local areas to better set their own priorities.

Employment and skills cuts across a number of areas: it impacts on health, housing, volunteering, business development, education & learning and community development, and so it requires joined up solutions. Approaches to tackling long-term worklessness are known to require local approaches and high levels of personalisation, but it seems likely that outcome-related funding will mean that large contractors will take the leading role in delivering the Government's welfare to work programme.

The city has become part of a new enterprise area, covering West Sussex, Gatwick Diamond and Croydon, but not including Lewes which has the strongest employment links with Brighton & Hove. The Coast to Capital Enterprise Partnership area aims to support the development of 100,000 private sector jobs; promote entrepreneurship in schools and colleges and focus on supporting the growth of internationally trading businesses.

All these changes mean that the city needs to be able to articulate its employment and skills priorities so that activities across local partnerships are complementary; so that the right activities are commissioned to address the agreed priorities; so that large welfare to work providers respond to the distinct needs of the city's residents and businesses; and so that Brighton & Hove both actively contributes to and benefits from initiatives that are developed through the Coast to Capital Local Enterprise Partnership.

The City Employment and Skills Steering Group should be led by a Chair from outside the City Council and will be supported by four thematic 'Leads' to identify resources, oversee actions; and develop and maintain internal and external links; so that the CESSG becomes recognised as the advisory body for the city's employment and skills related issues.




The action plan that supports this document will be a live document that will be updated and reviewed on an annual basis, to reflect changing circumstances.

## Priority 2: Support the Creation of At Least 6,000 New Jobs by 2014

*2a: Internationalisation*

*2b: Entrepreneurship, including social and environmentally-focused business*

The city may lose around 3,400 public and private sector jobs as a result of the Coalition Government's deficit reduction programme and 2,700 of the projected additional working age residents will need jobs. This places a major responsibility on the private sector to create jobs, but there are widely different views as to whether this can be achieved.

The Coast to Capital Local Enterprise Partnership (LEP) aims to create 100,000 private sector jobs in the LEP area over a twenty-five year period. However, job creation at this rate would leave the city well short of what it needs to maintain its current employment position.

The Chartered Institute of Personnel & Development (CIPD) suggests that there will be 100,000 net new jobs across the country by 2015. If this was applied to Brighton & Hove, the city would see a significant fall in its 71.6% employment rate.

However, the Office for Budget Responsibility estimates that there will be 1.3 million net new jobs by 2015. If this happens, Brighton & Hove could expect to see its employment rate to reach 72.6%, above its current rate (71.6%), but below its 2004 level (73.7%).

Brighton & Hove has recently been described as 'buoyant' and one of the UK's 'supercities', with high levels of private sector jobs growth. However, a more detailed analysis suggests its performance may be rather more modest. The vast majority of its private sector job growth occurred between 1998 and 2001; half was in part-time jobs; and a quarter in lower level and flexible forms of employment, like industrial cleaning, agency work and restaurants. Furthermore, average earnings remain modest; and at 1.4%, annual GVA per head growth in Brighton & Hove was lower than in any other city in the Centre for Cities Index of university cities in the south of England, except Plymouth.

However, the city has a high level of self-employment; business density that is much higher than most other equivalent towns and cities, and a well-qualified resident population. This seems to suggest that there is a high level of entrepreneurialism and talent in the city that can be harnessed.

It is not impossible for the city to create the 6,000 jobs needs by 2014, given recent experience. However, there is no guarantee that new jobs will be of sufficient quality to enable people to live in the city where the cost of living is high, or that these jobs will be filled by local residents.

It is not clear where the new jobs will be in the post-recession economy. However, the Coast to Capital LEP proposal places a strong emphasis on exporting businesses; the City Council has identified environmental industries as a priority sector for support; and the Business Retention and Inward Investment Strategy suggests that food and drink manufacturing, retail, digital media, the creative industries and financial services, and high technology manufacturing should be the main focus. However, it is important to recognise that job vacancies and skill needs will continue to be in sectors that already provide the largest volume of jobs. The need to replace workers and upgrade the skills of people in jobs will still outstrip the need to find staff for new jobs.

If the city is to create the jobs that it needs, it should recognise and capitalise on its existing strengths:

Its **international brand,** the strong language and cultural skills of its residents and its high levels of entrepreneurship mean that it should be well-placed to contribute to the Coast to Capital LEP's international trade-led priority.

Its '**green credentials'** mean that it should take a leading role encouraging the growth of ethical trading and supporting the development of business models that deliver social and environmental impacts.

Its **two universities** mean the city is well-placed to support the development of technology-based knowledge businesses, particularly in the digital media sector and, possibly in the environmental and health technologies sectors, through encouraging 'spin outs' and improved knowledge transfer activities.

Its strong **freelance economy** and the loyalty to the city that exists amongst its businesses[1], suggest a need to identify and support business networks of growth-oriented businesses.

However, the city's business accommodation stock and employment land are consistently cited as barriers to business development, and, therefore, employment growth. There is also evidence that some city employers in growth sectors have been lost because of a lack of suitable employment space. If the city cannot provide the accommodation and space that its businesses need within the city, it must establish close relationships with neighbouring authorities in the LEP area and Lewes, to ensure that they are retained within the functional economic area.

### Priority 3: Ensure that Local Residents are Equipped to Compete for Jobs in the City's Labour Market

*3a: People on Out of Work Benefits*
*3b: Young People*

There is no guarantee that increasing the number of jobs will reduce the employment rate or reduce the number of out-of-work benefit claimants. Between 2001 and 2008,

[1] Source: Brighton & Hove Business Survey 2010

there were 8,600 more jobs in the city, but only 1,800 fewer out of work benefit claimants. In effect there were nearly five more jobs for each one less benefit claimant over the period.

Proposed welfare reforms are intended to strengthen the relationship between job creation and worklessness reduction, and this should be a clear priority for Brighton & Hove. The number of out-of-work benefit claimants is now higher in the city than at any time since 1999. Incapacity Benefit/Employment and Support Allowance (IB/ESA) claimants account for over half of all claimants, with people suffering from mental and behavioural disorders accounting for the largest number of these claimants. Indeed, the links between health and worklessness may be at least as strong as the links between skills and worklessness.

However, recent increases in worklessness have been fastest amongst young people under the age of 24 years. Although at 8.8%, the NEET rate has remained fairly stable at a time of rising unemployment, it is difficult not to conclude that young people should be a key priority group. GCSE attainment amongst 15 year olds is 6% below the national average, in a city where not far short of half (43%) its' working age residents hold a degree or equivalent qualification.

Such a mismatch between the achievement of young people and that of its adult population is alarming. It places local adult residents of the future at a distinct disadvantage, potentially confining them to a cycle of worklessness or low and insecure employment, unable to compete for decent jobs in a city where high housing costs could make sustainable and successful living beyond their reach.

## Contents

# 1.0 Background

The Brighton & Hove City Employment and Skills Plan (CESP) 2011-2014 builds on the original plan that covered the period 2008-2011, and the interim review that was undertaken in 2009.

It has been developed in different circumstances from its predecessor. This is reflected in the analysis that underpins it and the actions that have been agreed. In 2007, the national and international economy was buoyant, employment relatively plentiful and the economic focus of the city was rightly based on building on its successes over the previous decade.

## 1.1 The 2008-2011 City Employment and Skills Plan (CESP)

The 2008-2011 plan identified a need for the city to generate more, high quality jobs so that its human capital assets could be deployed more effectively and its employment rate increased. It set out challenges for the city to create a minimum of 8,000 jobs over the subsequent decade through better co-ordination of employment and skills support activities. The plan focused on both increasing the demand for and improving the supply of labour in the city.

The 2008-2011 CESP resulted in the re-configuration of the City Employment and Skills Steering Group (CESSG), so that it became an economic development function that brought representatives from key agencies together to better co-ordinate employment and skills interventions.

## 1.2 The 2009 Mid-Term Review

In 2009 a mid-term evaluation of the CESP was undertaken. This found that the four main CESP priorities remained relevant and that the document, which was highlighted by SEEDA as a regional example of best practice, had had the following successes:

- It had created a shared vision, context and 'route map' for improved partnership working;
- The support infrastructure had provided an important forum for discussion, debate and joint action;
- It had helped to build capacity amongst front-line delivery staff, particularly in terms of 'who does what'; and
- It had influenced planning of future activities amongst partners (including lobbying)[2]

It also suggested that the governance structures that included the City Employment and Skills Steering Group, supported by the City Employment and Skills Working Group were sound. However, it recommended streamlining the actions and indicators; developing a Memorandum of Accord, committing organisations to work towards the priorities within the CESP; strengthening the role of the voluntary and community sector forum; altering actions to reflect the more challenging economic and organisational context; and securing formal recognition for the CESSG within the Local Strategic Partnership structure.

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[2] P.11 City Employment and Skills Plan Mid Term Evaluation Arad Consulting and Rubicon Regeneration (May 2009)

Since 2009, the CESP has been delivered on a thematic basis. This has helped to reduce duplication of activity within the city.

The 2009/2010 End of Year report provides details of the progress that has been made against the CESP indicators and targets. This lists a significant number of achievements, including:

- The Breakthrough Project that provided support for unemployed people in poor health;
- A programme of business support activities to help local businesses through the recession
- The establishment of the Major Providers Group to ensure training providers' programmes support the strategic priorities within in the city.

However, there continue to be challenges, including concerns about the level of 16-18 year olds who are not in education, employment or training (NEETs); and slower than expected progress on making vacant commercial space available to businesses in the creative industries sector.

## 1.3 The 2011-2014 CESP

Consultation undertaken to inform the development of the CESP 2011-2014 suggests that the there should be a sharper focus on employment and skills, with stronger links to other partnerships that have a different, but related focus. The group was seen as a valuable forum for intelligence exchange and partnership development. There was a widely held view that the CESSG should remain an intelligence sharing group, but that it should establish itself as a key lobbying an influencing group in the design and delivery of employment and skills activities that impact on the city.

This plan recognises the challenges in providing a focus for employment and skills that reflects both the business and community needs of the city. It is not an economic strategy, nor is it a social inclusion strategy. However, providing good quality jobs and supporting people to access them helps businesses grow and improves the well-being of the city's residents.

The CESP also recognises that Brighton & Hove is not a self-contained entity - its residents travel to work outside the city boundaries and its businesses provide employment to people who commute into the city to work. It is set within this context and the city's role within the newly created Coast to Capital Local Enterprise Partnership area.

It distinguishes between what the city needs to do to improve employment and skills and the role that the CESSG has as a group in contributing to these activities. It may not be realistic to try to capture all the activity that is taking place. However, it is realistic to agree priorities and underpinning actions to improve its performance and to respond to the opportunities and challenges of the post-recession period.

The 2011-2014 CESP has been developed by Step Ahead Research in partnership with the Brighton & Hove Economic Development Team and the City Employment and Skills Steering Group. Strategic input has been provided by Centre of Cities and an Equality Impact Assessment has been undertaken by Ottaway Strategic Management.

It has been based on individual consultations with CESSG members; an awayday held on 4 October 2010; an action planning workshop held on 25 November 2010; an analysis of relevant strategies, plans and background research reports; and an analysis of a wide range of labour market and economic datasets.

## 2: Vision and Priorities

The CESP covers a three-year period. However, it is important that the city has a longer-term vision. The supporting action plan will need to be revised to reflect changing circumstances, since a positive economic outlook is likely to require a different emphasis than a more challenging one.

Overarching Aim:

*"For Brighton & Hove to have a resilient economy with sufficient quality, sustainable jobs at all levels and, for local residents to have the skills to enable them to progress through the labour market and earn incomes to help them live successfully within the city".*

**Priority 1:** **Promote the City's Employment and Skills Needs to Internal and External Partners and Agencies**

1a Internal
1b: External

This priority has been developed in recognition that many decisions that impact on employment and skills in the city are taken by agencies and departments that have a national or sub-national remit and by organisations and partnerships within the city that have a related, but different focus

**Priority 2:** **Support the Creation of At Least 6,000 New Jobs by 2014**

2a: Internationalisation
2b: Entrepreneurship

This priority is based on an estimate of the number of new jobs that the city may need to maintain its existing employment rate, and a recognition that public sector agencies can help to set the conditions for private sector job creation.

**Priority 3:** **Ensure that Local Residents are Equipped to Compete for Jobs in the City's Labour Market**

3a People on Out of Work Benefits
3b: Young People

This priority reflects the need to ensure that the city's residents are equipped with the skills and knowledge to access the city's jobs.

Each priority is supported by a series of underpinning actions and will be measured against a series of strategic indicators. The remainder of this background document contains the following sections:

**Section 3: Turbulent Times**, sets out the national context for developing the plan

**Section 4: Beyond the City** describes the new enterprise geography that has been set out in the Coast to Capital Local Enterprise Partnership proposal

**Section 5: Within the City** provides the local strategic context and draws on plans and strategies that have already been consulted on that impact on the city's employment and skills priorities

**Section 6: Creating Jobs** sets out the job creation challenges for the city, assessing its success in creating jobs in recent years and discussing the likelihood of it being able to generate the employment that it needs over the coming years.

**Section 7: Improving Employment Prospects for Local People** discusses the need to provide support for local people to access jobs in the city's labour market and recommends a focus on three groups: out of work benefit claimants and young people.

**Section 8, Making Sure it Happens** sets out how the plan will be delivered and the role of the City Employment and Skills Steering Group in promoting the city's employment and skills needs and influencing internal and external partners to respond to these needs.

**Annex I** shows the list of people who were consulted in the development of plan; **Annex II** provides a list of the documents that were used to inform the plan; and **Annex III** provides data tables that have been used to inform the analysis in this background document.

The **CESP Action Plan** has been developed as a separate document. It sets out the initial actions that have been agreed by the City Employment and Skills Steering Group under each of the priorities. However, it is a live document that will need updating on an annual basis, or in response to significant changes in labour market conditions.

# 3: Turbulent Times

## 3.1 Emerging from the Ashes

The economic, political and organisational climates are fundamentally different from when the 2008-2011 City Employment and Skills Plan (CESP) was developed. The United Kingdom recently suffered its longest and deepest recession since the 1930s resulting a 6% loss in output over six quarters between the end of 2008 and 2009. However, this was arguably, different from previous recessions, because it was the result of an international banking crisis and over 90 per cent of economies in the Organisation for Economic Cooperation and Development (OECD) experienced recession.

Although the UK economy grew in the four quarters to September 2010, the impacts of the financial crisis are likely to remain for years to come. The international nature of the recession may make it more difficult to predict how the post-recession economy will develop. Net Government borrowing reached £160 billion in the year 2009/2010 (11% of GDP), and claimant count unemployment doubled between January 2008 and January 2010. At the same time unfilled vacancies in the nation's job centres fell by a third. It is not clear how the post-recession economy will develop, but it is expected to be private-sector led, with a strong focus on innovation and international trade.

Pre-recession employment growth was driven by public sector jobs (particularly in the education and health sectors); construction and real estate. By contrast, improvements in productivity and overseas competition resulted in further declines in manufacturing, whilst technological progress and out-sourcing led to a reduction in retail and administrative staff[3].

In 2009, the IPPR[4] suggested that the 2016 economy may be somewhat different to the 2008 economy. Significant employment reductions in much of the public sector and retail may be compensated for by an increase in 'other services' jobs, including the creative and cultural industries; caring and health service work; high-end manufacturing; pharmaceuticals and green technologies.

However, it is important not to exaggerate change and to recognise that most jobs that will need filling between 2011 and 2014 will not be new jobs. They will continue to be jobs that have been vacated by people either leaving the labour market or changing jobs; whilst new skills will often be needed to improve the effectiveness of people in existing roles.

## 3.2 All Change at Westminster

In May 2010 a new Conservative-Liberal Democrat Coalition Government was elected and set out an ambitious programme aimed at: reducing the structural deficit during the life time of the Parliament; reforming the welfare system; devolving powers to local people and communities; and re-balancing the UK economy by promoting private sector-led growth.

[3] Source: Building a Better Balanced UK Economy: Where will the Jobs Be Created in the Next Economic Cycle. Clifton J; Dolphin T & Reeves R. Institute of Public Policy Research July 2009
[4] Source: ibid

The Government's deficit reduction programme includes substantial cuts in public spending across most Government departments. It includes: Fundamental changes to higher education funding; bringing forward to 2020 proposals to raise the statutory retirement age to 66; creating an annual cap on household benefits; and increasing social housing rents so that they are closer to market rates. Local councils will lose around 28% of their income over the life time of the Parliament, but the removal of many of the ring-fenced grants, means they will have greater freedoms to spend the resources they have in ways that they believe reflect local needs.

The Government has also announced significant changes to the way public services are run, announcing a 'bonfire' of 192 quangos and a fundamental reform of the local government performance framework. This includes replacing Local Area Agreements and their associated National Indicators with a single list of "data requirements" that will be agreed between local authorities and central Government.

## 3.3 A New Enterprise Geography

How public services are delivered is also under-going significant change. The Government White Paper*, Local Growth: Realising Every Place's Potential* sets out the Government's approach to Local Economic Development. It sets out its plans to abolish the Regional Development Agencies and to replace these with a network of Local Enterprise Partnerships based on locally defined "functional economic areas". There will be no legislation that sets out the role of LEPs, which are expected to include 50% business representation and be chaired by a prominent business person. However, it seems likely that they will have a significant role in creating the conditions to enable private sector businesses to grow in their areas.

The White Paper suggests that they may lead or engage on a wide range of economic development activities, including:

- Providing "locally focused information and advice" to businesses;
- Agreeing local skills priorities with networks of colleges and learning providers;
- Working with Job Centre Plus and other agencies to help to reduce worklessness;
- Supporting high growth businesses through new "growth hubs";
- Making representations on national planning policies; and
- Providing information at the local level on the inward investment offer.

Local authorities are expected to have a role in providing community leadership, ensuring that:

- There is a responsive supply of land;
- Physical assets are used effectively;
- The planning system encourages investment and growth;
- There are good quality services, such as schools and transport; and
- All people are able to benefit from work and contribute to the local economy.

*Skills for Sustainable Growth* sets out the Government's approach to skill development. It draws a distinction between *'skills for growth'* and *'skills for a fair society'.* There is a strong emphasis on promoting learner choice, with learning providers being given more autonomy in determining provision, based on learner and employer demand. The Government expects more of the cost of learning to be borne by individuals and employers, particularly at intermediate and higher level, where there are greater returns to individuals. To support this, it will introduce Lifelong Learning Accounts, Further Education student loans and a new all age career service with the aim of improving access and informed choice.

The Government aims to expand the number of adult apprenticeships by 75,000 by 2014/15; focus on Level 3 attainment; create clear progression routes to Level 4; and broaden the teaching of entrepreneurial skills. It aims to target interventions to those with low skills and towards people who are outside the labour market and shape adult and community learning so that it engages disadvantaged people.

Adult skills funding will be simplified and directed to approved suppliers via a Skills Funding Agency. Proposed networks of colleges and learning providers may enable complementary specialisms covering Local Enterprise Partnership areas to be developed, maintaining more generic provision in immediate localities.

Business support, too, is under-going substantial change. *Bigger, Better Business – Helping Small Firms Start, Grow and Prosper 2011,* sets out the Government's plans for supporting businesses. These include enhancing on-line information provision, particularly through the businesslink.gov website; replacing the regional Business Link network with a National Call Centre and a network for 40,000 business mentors; establishing a Business Coaching for Growth service for high growth businesses; and setting up a New Enterprise Allowance scheme aimed at encouraging unemployed people to start their own businesses. The Government is also considering specific measures to promote enterprise amongst specific groups, such as women, BAME and Service personnel.

It is not yet clear what this will mean at local level and how Local Enterprise Partnerships will identify and respond to gaps that emerge locally in the business support landscape.

### 3.4 Reforming Welfare and Strengthening Participation

The Government plans to introduce a Single Work Programme aimed at simplifying back-to-work support programmes, strengthening the incentives to work and imposing greater requirements on those who are able to work to actively seek employment. The Single Work Programme will be based on an outcome-related funding model. It is expected that larger contractors and voluntary sector providers with resources will be given long term contracts to design flexible approaches to supporting people back into work.

The Government also aims to devolve power and information to people so that they can make their own decisions about services that affect them and their communities. The Big Society means creating the conditions that will empower citizens, families and communities to take control of their own lives, rather than just influencing decisions that are made by others. This includes:

- Reforming the planning system so that communities can develop in the way that their inhabitants want;
- Providing greater opportunities for communities to take over and run their own publicly-funded services;
- Supporting the development of neighbourhood groups and communities, particularly in deprived areas;

- Encouraging greater levels of volunteering and philanthropy, including developing a National Citizen Service,
- Devolving greater financial autonomy to local authorities;
- Supporting the creation of mutuals, co-operatives, charities and social enterprises to have a greater role in running public services and;
- Creating a Big Society Bank to fund neighbourhood forums, charities and social enterprises;[5]

## 3.5 Promoting Equality and Reducing Child Poverty

In October 2010, the Equality Act (2010) was introduced. This provides the framework to ensure that people are protected from direct and indirect discrimination, harassment and victimisation. It extends existing provisions and strengthens protection for people with disabilities, breastfeeding mothers, carers and transgendered people.

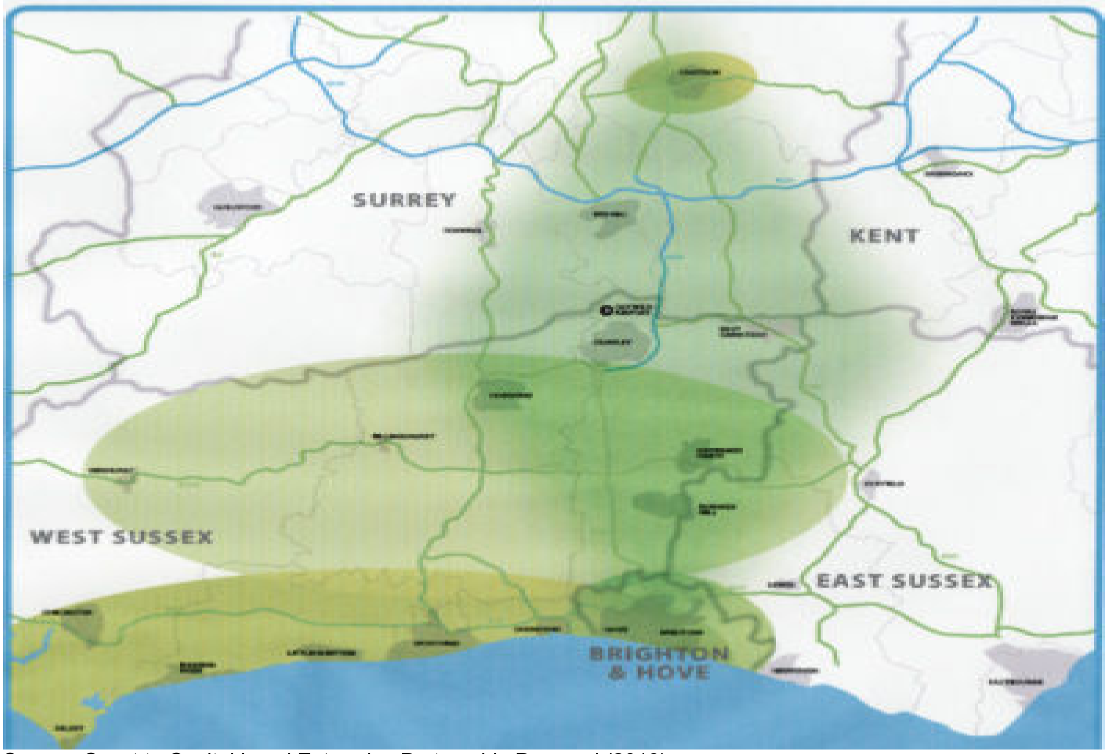
The Government has retained the commitment to eradicate Child Poverty by 2020 and has maintained the requirement for local authorities to develop a Child Poverty Strategy, based on a local needs assessment.

[5]Source: http://www.cabinetoffice.gov.uk/media/407789/building-big-society.pdf

# 4. Beyond the City

Brighton & Hove is part of the Coast to Capital Local Enterprise Partnership area that covers West Sussex, Brighton & Hove, Gatwick Diamond and Croydon, whose proposal was approved by the Secretary of State in October 2010.

**Figure 1: Map of Coast to Capital Local Enterprise Partnership Area**




Source: Coast to Capital Local Enterprise Partnership Proposal (2010)

The Coast to Capital 'functional economic area' is wider than that proposed for Brighton & Hove in *Raising Our Game, the Brighton & Hove Economic Strategy 2008-2016.* It does not include Lewes, which supplies more than 7,500 workers to the city and provides around 4,000 jobs for Brighton & Hove's residents. Lewes is included in a LEP that covers East Sussex, Kent and Essex.

The Coast to Capital LEP proposal sets out a 25 year plan for the private sector to drive economic growth through

**International Trade,** including developing a university-led export academy; identifying and supporting sectors with the highest export and import propensity; improving supply chain linkages between local with internationally trading businesses; and establishing a bank that provides loans exclusively to businesses involved in international trade;

**Promoting Enterprise,** including embedding a culture of entrepreneurship in schools, colleges and universities; linking national business support providers with local agencies; developing a paid-for business support start up service; supporting social enterprise and home-based businesses; and providing additional support to groups that are under-represented in business ownership.

There are also commitments to: ensure that business premises match business needs in terms of quality, type and location; improve the links between businesses and the universities to develop higher level skills; support the development business support provided by the private sector; make the case for a planning environment that favours business formation and growth; improve transport infrastructure and broadband connectivity; and take actions that contribute to tackling climate change.

The LEP proposal aims to increase Gross Value Added (GVA) by £1.3bn or by an average of 4% each year; increase exports by £910m or by an average of 10% each year; increase the number of private sector jobs by 100,000; reduce dependence on public sector employment from 27% to 21%; and to increase tax receipts by £162m each year.

Brighton & Hove is likely to be a key driver of the Coast to Capital economy. With a combined student population of 33,000, its two universities provide the area with potentially a rich supply of highly skilled labour and opportunities for business knowledge exchange activities. Furthermore, between them, the University of Sussex and the University of Brighton are estimated to provide £1bn to the South East economy, including £32m through exporting activities.

Around one in six working age residents (17%) in the LEP area lives in Brighton & Hove. They tend to be much better qualified[6] and more likely to run their own businesses[7]. Business density[8] in the city is also much in Brighton & Hove than in other parts of the Coast to Capital area. There were 13,400 more private sector jobs in the LEP area in 2008 than there had been in 2004, but more than a third of these (39%) were in Brighton & Hove. Furthermore, the city appears to have been particularly successful in generating additional jobs in knowledge-intensive industries compared with other parts of the LEP area (see Annex I, Figure D6)

Brighton & Hove has only limited links with some parts of the LEP area from an employment perspective. However, it is a major supplier of labour to Crawley, London and, to a lesser extent Mid Sussex, but draws in nearly half its commuters from neighbouring Adur and Lewes (which is not in the LEP area).

Although it has a higher share of workless residents (22%) than its share of working age population, it has been more successful at reducing worklessness than the LEP area as a whole. Between February 2004 and February 2008, more than half the reduction in out of work benefit claimants in the LEP area occurred in Brighton & Hove, and since the recession, worklessness has risen at a slower rate.

The Coast to Capital Local Enterprise Partnership provides opportunities for the city to establish closer links with neighbouring authorities, particularly to the north, where the supply of quality labour can be more constrained. However, the city will need to ensure that its distinct needs are not lost, as it becomes part of a wider enterprise area.

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[6] 43% of its working age population have qualifications at Level 4+ compared with 33% across the LEP area as a whole

[7] 17% of its working age residents who are in employed are self employed, compared with 15% across the LEP area as a whole (2009)

[8] In 2008 Brighton & Hove had 692 businesses per 10,000 working age residents, compared with 582 across the whole of the LEP area.

# 5. Within the City

The 2011-2014 CESP has not been developed in isolation. It is one of a series of strategies and plans that set out the priorities and actions for improving the prosperity, health and well-being and quality of life of residents and workers within the city. Priorities and actions within the CESP need to be complementary to these and, above all, contribute to the priorities within the city's Sustainable Community Strategy, the over-arching strategy for the city.

**The Brighton & Hove Sustainable Community Strategy, Creating a City of Opportunity** sets out a vision for the city to be where *"opportunities are provided for our residents to improve their lives, for our children to excel and a place for business to thrive. It is a place that provides these opportunities in a sustainable and inclusive way that reduces inequality and protects the environment".*

The strategy identifies eight priority areas, which include Promoting Enterprise and Learning. It places a strong emphasis on supporting social enterprise, promoting, what it describes as the city's "established strengths in decarbonised industries", and exploiting "the growth potential of sustainable/environmental industries in the city".

It sets out aims to support the growth of the creative industries, with particular reference to digital media and gaming; to brand the city as an "exceptional business tourism destination"; to encourage large employers to develop workplace learning plans; to develop bespoke apprenticeships, internships, volunteer and work placement schemes for key sectors; to use Section 106 agreements to improve opportunities for local people; and to introduce 17 new Diploma qualifications for 14-19 year olds.

Underpinning the Sustainable Community Strategy are a wide range of supporting strategies and plans, including:

**The Brighton & Hove Local Area Agreement (2008-2011).** This sets out targets to improve the prosperity and well-being of residents and businesses within the city, across a range of themes. These include increasing Gross Value Added (GVA), employment and the number of businesses; taking forward major development projects; increasing the percentage of 19 year olds and adult learners with at least a Level 2 qualification; reducing the number of working age people on out of work benefits; reducing the percentage of 16 to 18 year olds who are not in education, training or employment (NEET); and increasing the percentage of adults in contact with secondary mental health services in employment.

**Raising Our Game, the Brighton & Hove Economic Strategy 2008-2016.** This challenges the city to be ambitious and distinctive, at the same time as reducing inequality. It emphasises the importance of harnessing talent and innovation within the universities, attracting and retaining talented people; developing an environment that supports the creation of higher level jobs; and making best use of land within the city to support sustainable, high growth employment.

**'The Brighton & Hove Core Strategy 2009'.** This suggests that the net outflow of commuters has "implications for sustainable travel and also for the ability of local people to find employment". It stresses the "urgent need" to move to a low carbon economy. Its 21 strategic objectives include:

- ♦ Developing Brighton & Hove as a major centre on the South Coast for sustainable business growth and innovation, creative industries, retail, tourism and transport; and

- ♦ Supporting the city's economy by identifying and safeguarding sites and premises to meet demands for high growth and key employment sectors'; and ensuring there is a well trained and suitably skilled local workforce.

The Core Strategy draws on the Employment Land Study and suggests that there is no demand for additional employment land space before 2016 *if all the proposed developments are brought forward*, but that there will be a need for an additional 20,000 sq.m after 2016.

The **Business Retention and Inward Investment Strategy (2009) (BRII)'** recommends a focus on business retention and retaining talent. It suggests that the city adopts a sector approach that focuses on the development of existing strengths, which are identified as:

- ♦ Manufacture of food and drink;
- ♦ High technology manufacturing;
- ♦ Financial services;
- ♦ Computer and related activities (particularly the gaming industry);
- ♦ Retail; and
- ♦ Other, mainly business services (including the creative industries).

It also suggests that there may be scope for the development of other sectors, such as environmental industries and health.

The BRII emphasises the need to "harness the talent and innovation of the universities" and "increase the value of jobs in the city". However, it highlights concerns about the availability of employment land and suggests that the city "cannot afford any net loss of employment space from the already existing sites". It suggests that the city's current allocations are generally "small employment areas...with fragmented ownership, which could constrain future development".

**The Refreshed Brighton & Hove Strategy for the Visitor Economy (2008-2018)** sees tourism as making a "significant contribution to improving the quality of life for local people", with the potential to act as a "catalyst for improving the environment" It highlights the need for staff training, to work with the FE and HE sectors to develop skills to address "the lack of local skilled labour to support the tourism sector" and to develop a business-to-business mentoring system.

**The Creative Industries Workplace Study 2007-2017** estimates that the sector has 1,500 businesses and provides 17,000 jobs, but that its rapid growth has put increasing pressure on the need to provide additional employment floorspace. It suggests that there is an additional "demand for 1.3 million square foot of floor-space over the next decade to accommodate the expected growth associated with the creative industries up until 2017".

The **City-Wide Apprenticeship Strategy 2009-2012**, sets out plans to increase the number and range of pre-employment placements and apprenticeships by 500 by 2012; and to improve information, advice and guidance (IAG) services in the city.

**Developing Appropriate Strategies for Reducing Inequality in Brighton & Hove** (2007), highlights the fact that more disadvantaged residents live outside the 20% most deprived localities than within them, despite the concentrations of disadvantage that exist in the city. It suggests that worklessness remains "stubbornly high", that the number of NEETs is a "concern" and that there is "little evidence" of 'priority neighbourhoods 'closing the gap' with the city as a whole when measured by the percentage of the population on benefits". It recommends that "a strong link be made with the City Employment and Skills Plan, drawing together both demand and supply side actions in the labour market"

'**Better for People, Planet and Profit', the Brighton & Hove Social Enterprise Strategy** sets out six priorities for the development of social enterprises in the city. These include improving the understanding of social enterprises and their impact; building capacity within the social enterprise sector; developing partnerships and networks; developing award schemes and celebrating achievements; increasing local procurement opportunities; and developing credible business structures.

**Joining the Dots, the Brighton & Hove Volunteer Strategy 2010-2015** recognises the role that volunteering can play as a pathway to paid employment, but also highlights the value that volunteers make to the city in their own right. It sets out priorities to both increase the number of volunteers and to increase recognition of their value. Its supporting action plan includes actions to develop stronger links with adult learning and training agencies; improve the co-ordination and facilitation of relationships between agencies that refer and support volunteers, community activists and agencies that support people back to work; and to work with sectors to provide work-focused volunteering placements.

**The Brighton & Hove 14-19 Strategy 2008-2013** sets out plans to develop a curriculum that is "suitable for all to the age of 19". This includes providing coherent and consistent Information, Advice and Guidance (IAG); a broad-based, high quality curriculum offer that takes account of economic needs and skills gaps; a commitment to reduce the number of young people Not in Education, Employment and Training (NEET) and the provision of good quality learning facilities

Brighton & Hove City Council is in the process of developing a new service delivery model, based on 'intelligent commissioning'. Four new Strategic Directors were appointed in Autumn 2010. They will be supported by a team of commissioners. The remaining City Council functions will be based around service delivery teams. The aim of the re-structuring is for the authority to develop a more efficient approach to delivering relevant and responsive services to residents and businesses, in partnership with other agencies, based on a clear assessment of need.

# 6. Creating Jobs

This section sets out the employment demand side of the CESP. It considers:

- Brighton & Hove's successes in terms of job creation, business development and entrepreneurship;
- The implications of the recession and the deficit reduction programme on the city's labour market; and
- How the city can take steps to support the creation of 6,000 jobs that it needs by 2014 to maintain its current employment rate.

## 6.1 How Many Jobs Does the City Need?

Brighton & Hove is widely considered to have had a successful decade. Centre for Cities has described the city as *"buoyant"* with impressive private sector job growth since 1998. Its proximity to London and international markets, via Gatwick Airport, gives it 'high market potential'.

HSBC[9] has identified Brighton & Hove as one of the UK's future "supercities" and described it as the "*deregulation capital of the UK*". It suggested that its access to knowledge and creativity makes it well-placed to become an *"alternative economic and innovation powerhouse".*

The city's own Economic Strategy, *Raising Our Game,* suggests that in recent years *"businesses have thrived"* and that it is now well placed to become the *"capital of innovation"* in sectors where it is particularly strong. It calls on the city to be ambitious and distinctive in what it offers, suggesting that its creativity and strong human capital make it more resilient to shocks than it has previously been and well placed to take a leading role in the development of a post-recession economy.

### 6.1.1 Population Growth Employment Needs

Projected growth in the working age population alone means that Brighton & Hove needs 2,700 more of its residents to be in work by 2014 and 6,300 more by 2020 just to maintain its current 71.6%[10] employment rate. If it is to return to its 2004 employment rate (73.8%), an additional 6,000 city residents would need to be in work by 2014 and an extra 9,600 by 2020. These figures do not take into account job losses that are expected to result from the Coalition Government's deficit reduction programme.

The Labour Government introduced a long term aspiration employment rate target of 80%[11], which was described by the Freud Report[12] in 2007 as *"probably the most ambitious (aspiration) made in the area of employment policy",* with only one country in the world (Iceland) having employment well above this level.

Given that the employment rate (16-64 years) in England in 2009 was 70.9%, it seems unrealistic to expect this to be achieved within the foreseeable future. Set

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[9] Source: The Future of Business: The Changing Face of Business in 21st Century Britain HSBC 2010

[10] The employment rate is based on 16-64 year old residents. The 75.6% employment rate referred to the the 2008-2011 CESP was based on a working age population aged 16-59/64

[11] Source: p. 4Lisbon Strategy for Jobs and Growth: UK National Reform Programme. HM Treasury 2005

[12] Source: p.47 Reducing dependency, increasing opportunity: options for the future of welfare to work: An independent report to the Department for Work and Pensions. David Freud for the Department for Work and Pensions

within this context and, when compared with many other cities and large towns, Brighton & Hove's 71.6% employment rate is relatively healthy. It is below that of Reading (74.5%) and Cambridge (72.7%), but comparable to Portsmouth (71.4%) and Bristol (71.3%)[13]. Given prevailing economic conditions, it may be unrealistic to expect significant increases in the employment rate by 2014.

### 6.1.2 Replacing Public Sector Jobs

The 2010 Comprehensive Spending Review set out the Government's plans to reduce the national budget deficit by 2015. Office for Budget Responsibility (OBR) estimates suggest that 490,000 jobs[14] will be lost across the country by 2015 If all the job losses were spread equally throughout the country, then Brighton & Hove could expect to lose around **2,500** public sector jobs by 2015[15]. Price Waterhouse Cooper[16] estimates suggest that there will be a total of 943,000 job losses (including in the private sector) across the country by 2015. Applying this estimate to Brighton & Hove would mean that the city could expect to lose around **4,200** public *and* private sector jobs by 2015, with the construction and business services sector likely to be particularly affected.

It is, of course, possible that Brighton & Hove will not be affected equally by the job losses. Much of its public sector employment is in higher level professional and associate professional jobs, which may be less vulnerable than some areas. Experian's Resilience Index suggests that Brighton & Hove is in the top half of locations that are least vulnerable to the cuts. According to the index, the city has relative strengths in high growth sectors, business births, job density and employees, highly qualified residents and its working age population.[17]

Projected increases in the resident population suggest that 2,700 additional residents would need to find work by 2014. If the PWCs estimated job losses are added to these figures, this would mean that the city would need to find employment for 6,100 people by 2014 to maintain its current employment rate and 9,400 to return to its 2004 employment rate.

**Figure 2: Additional Job Requirement in Brighton & Hove 2014 and 2020**

| | **71.6% Employment Rate (2014)** | **73.8% Employment Rate (2014)** |
|---|---|---|
| Population Growth Job Requirement | 2,700 | 6,000 |
| Deficit Reduction Replacement Requirement | 3,400 | 3,400 |
| **Total Additional Job Requirement** | **6,100** | **9,400** |

Source: Step Ahead Adapted from Mid Year Population Estimates; Annual Population Survey (2009); and Comprehensive Spending Review 2010 (HM Treasury

Given the expected job losses in the public sector and in private sector companies that are dependent on public sector contracts, and the projected growth in the city's

[13] See Annex I Figure D1
[14] In November 2010, the OBR revised its job loss forecasts down to 330,000. On this basis, Brighton & Hove could expect to lose around 1,700 public sec tor jobs by 2015, rather than 2,500 based on the original estimates
[15] These figures are based on assuming an even spread of job of net job gains throughout the period
[16] Hawksworth W & Jones N. Secctoral and Regional Impact of the Fiscal Squeeze IPPR (2010)
[17] Source: http://www.bbc.co.uk/news/business-11233799

working age population, job creation needs to remain a central employment and skills priority for the city.

## 6.2 Can the City Create Enough Jobs?

### 6.2.1 What OBR Estimates Would Mean for Brighton & Hove

The Office for Budget Responsibility estimates that there will be a **net** increase of 1.3 million jobs by 2015, with the private sector driving this employment growth. However, the Chartered Institute of Personnel and Development (CIPD)[18], forecasts a rise of just 100,000 jobs by 2015 based on "only slightly more pessimistic growth assumptions".

A net increase of 1.3 million jobs (OBR estimates) would mean that the city could expect to have as many as **4,500** net *additional* jobs by 2014, (OBR estimates), or as few as **350** net *additional* jobs (CIPD estimates). This is shown below.

**Figure 3: Impact of Net Job Growth Estimates on Brighton & Hove 2014 and 2020**

| | | Additional | | Total | | |
|---|---|---|---|---|---|---|
| | | Jobs | Working Age Residents | Jobs | Working Age Residents | Employment Rate |
| 2014 | 1.3 million **Net** Job Gains | 4500 | 3800 | 133100 | 183400 | 72.6 |
| | 100,000 **Net** Job Gains | 350 | 3800 | 129000 | 183400 | 70.3 |
| *2020* | *1.3 million Net Job Gains* | *11200* | *8700* | *139800* | *188300* | *74.2* |
| | *100,000 Net Job Gains* | *900* | *8700* | *129500* | *188300* | *68.8* |

Source: Step Ahead Research Figures, based on Comprehensive Spending Review (2010) HM Treasury (CHECK); Estimates in 'Does Britain Face a Prolonged Job Deficit'. Philpot J CIPD July 2010 and Annual Population Survey (2009)

The more optimistic OBR forecasts suggest that employment in the city could grow at a faster rate than the projected increase in its working age population – something that has happened in only one year since 2004[19], despite year-on-year increases in the number of employed residents. If such trends were to continue to 2020, the city could expect to have 11,200 more jobs and to have an employment rate that would be comparable with current employment rates in Reading and Exeter.

However, not all estimates are so optimistic. The CIPD acknowledges that the OBR estimates are not out of line with experiences of previous post-recession recoveries, but it suggests that background macro-economic conditions then were more favourable than those in the post 2008/09 period.

If the CIPD estimates prove more accurate, this will have a much more profound impact on Brighton & Hove than the OBR estimates. The number of jobs will not grow as fast as projected increases in the working age population, and the 16-64 employment rate could fall to around 70.3% by 2014, a rate that is marginally below the current average for England (70.9%). If the CIPD estimates are maintained over a ten year period, Brighton & Hove could have an employment rate that falls below 70%, a long way from the Government's 80% aspirational employment rate target

[18] Source: Does Britain Face a Prolonged Job Deficit. Philpot J CIPD July 2010
[19] In 2006/7, the number of city residents in work increased by 4,000, but the number of working age residents increased by just 3,500 compared to the previous year

Interestingly, the Coast to Capital Local Enterprise Partnership (LEP) proposal has a target to *"increase the number of private sector jobs by 100,000 over the 25 year period".* [20] This would amount to an average of 4,000 additional jobs per year over the whole LEP area and could result in only 2,000 additional private sector jobs in Brighton & Hove by 2014, well below the 6,000 that may be required.

Brighton & Hove should ensure that the LEP takes a much more ambitious approach to private sector job creation than is currently proposed. Although it is unlikely that the proposed job creation target will be spread evenly over the 25 year period, in the short term, the city may need private sector jobs to be created at around three times the rate that has been suggested in the LEP proposal.

### 6.2.2 Responding to Population Growth

Increasing the number of residents in work in the city will not necessarily result in an increase in the employment rate. Evidence suggests that the rate at which Brighton & Hove residents have found jobs in recent years, has not kept pace with the rise in its working age population.

In 2004, just over 167,000 of its residents were aged 16-64 years, but by 2009, this had increased by more than 13,000.This growth in working age residents has meant that whilst the number of residents in work has increased, the overall employment rate has fallen, as Figure 4, below shows.

**Figure 4: Changes in Working Age Population and Employment Rates 2004-2009[21]**

| | 2004 | 2009 | Change 2004-2009 |
|---|---|---|---|
| 16-64 residents | 167,200 | 180,800 | +13,600 |
| 16-64 residents as a share of all residents | 68% | 70% | +2% |
| 16-64 residents in work | 123,300 | 129,600 | +6,300 |
| Employment rate 16-64 | 73.7% | 71.6% | -2.1% |

Source: Annual Population Survey 2004 & 2009 2004-2009. ONS via NOMISWEB

Had the city managed to maintain its 2004 employment rate, a further 3,800 people would need to have been in employment in 2009. This, in effect means that in 2009, the city had a 3% (3,800 jobs) shortfall in the number of people in work, compared with 2004, despite the increase in the number of residents in work.

This is not peculiar to Brighton & Hove. A similar pattern emerges in similar cities and towns, as shown in Figure 5, below.

[20] Source: Coast to Capital Private Sector, Private Investment led Local Enterprise Partnership fro Brighton & Hove, Croydon Gatwick Diamond and West Sussex (2010)
[21] Note: The 16-64 age group estimates in the Mid Year Population from those contained in the Annual Population Survey (APS). If the latter were used, this would suggest that in 2009, Brighton & Hove had an employment rate of 71.6%, not 72.4%.

**Figure 5: Changes in Working Age Population, Residents in Work and Employment Rate in Selected Towns and Cities 2004-2009**

| | 2004-2009 | | |
|---|---|---|---|
| | **16-64 Residents** | **Change in 16-64 Year olds in Work** | **Employment Rate Change (%)** |
| Bournemouth | +6,300 | -2,300 | -5.8 |
| Brighton and Hove | +12,300 | +6,300 | -2.2 |
| Bristol, City of | +34,400 | +16,300 | -1.3 |
| Cambridge | +12,800 | -1,200 | -4.1 |
| Luton | +8,800 | +5,800 | -1.7 |
| Northampton | +11,700 | -1,800 | -5.8 |
| Norwich | +15,100 | +9,900 | +1.0 |
| Oxford | +6,600 | +6,600 | -0.7 |
| Plymouth | +11,700 | +4,700 | -1.4 |
| Portsmouth | +11,300 | +4,800 | -0.6 |
| Reading | +9,100 | +1,500 | -1.8 |
| Southampton | +12,400 | +3,300 | -3.8 |

Source: Annual Population Survey 2004 & 2009

Bristol, Luton, Oxford, Plymouth, Reading, Portsmouth and Southampton all saw an increase in the number of residents in work, but a fall in their overall employment rate. In virtually all areas, the increase in the number of 16-64 year old residents outstripped any increase in the number of residents in work.

If Brighton & Hove manages to replicate its performance of the past five years of getting 6,000 more people into work by 2015, it should be able to maintain its current employment rate of 71.6%, but will still leave it around 3,800 short of achieving its 2004 position. Brighton & Hove, therefore, needs to maintain the rate at which its residents find work over the next five years as a minimum, at a time when economic conditions may be less conducive to doing so.

### 6.2.3 CreatIng Jobs Within the City?

Increasing the number of residents in work is not the same as increasing the number of jobs in the city. Significant numbers of Brighton & Hove residents commute out of the city and large numbers of workers commute in.

Brighton & Hove's record on creating jobs is mixed. Centre for Cities reported that the city has been amongst the most successful cities in the country in creating private sector jobs, with some 20,000 additional such jobs being created in the city since 1998[22]. However, a more detailed analysis of job growth across all sectors presents a slightly more sobering picture: Brighton & Hove was good at creating jobs between 1998 and 2001, but since then job creation has been more modest, as the figure below shows.

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[22] Source: Private Sector Cities: A New Geography of Opportunity. Webber C & Swinney P. Centre for Cities. June 2010

**Figure 6: Changes in Employees in Employment in Brighton & Hove 1998-2008**

| | All Jobs | Full-Time | Part-Time | FTE Jobs |
|---|---|---|---|---|
| 1998-2001 | +17,500 | +9,300 | +8,200 | +12,500 |
| 2001-2005 | +5,400 | +1,900 | +,4,600 | +2,700 |
| 2006-2008 | +3,200 | +2,600 | +600 | +2,800 |
| 1998-2008 | +26,100 | +12,700 | +13,300 | +18,000 |

Source: Annual Business Inquiry 1998-2008[23]

More than 17,500 jobs were created between 1998 and 2001, but only 5,400 between 2001 and 2005 and 3,200 between 2006 and 2008. Furthermore, part-time employment has accounted for the majority (51%) of the city's employment growth since 1998 (although more recently it has made less of a contribution to job growth).

Despite the more modest growth in jobs in recent years, Brighton & Hove's record in creating **private sector jobs** is still quite impressive, compared with many other cities and towns, where recent private sector job growth has been weak.

**Figure 7: Changes in Private Sector Employment in Selected Cities and Towns (2004-2008**

| | Private Sector Employees | Private Sector as a Share of All Employees | Increase Since 2004 | |
|---|---|---|---|---|
| | Count | % | Count | % |
| Bournemouth | 54,400 | 72 | +2,400 | +4.5 |
| Brighton and Hove | 83,100 | 70 | +5,300 | +6.4 |
| Bristol | 165,000 | 71 | +3,700 | +2.2 |
| Cambridge | 49,800 | 57 | +800 | +1.9 |
| Luton | 64,500 | 76 | -2,900 | -4.3 |
| Northampton | 93,200 | 74 | -2,700 | -2.8 |
| Norwich | 67,100 | 74 | -4000 | -5.7 |
| Oxford | 58,300 | 54 | -300 | -0.6 |
| Plymouth | 67,500 | 63 | -1,000 | -1.4 |
| Portsmouth | 65,700 | 66 | +1,800 | +2.6 |
| Reading | 75,300 | 77 | +100 | +0.1 |
| Southampton | 73,900 | 67 | -6,800 | -2.5 |

Source: Annual Population Survey 1998-2008

Of the selected cities and towns, only Bournemouth, Bristol, Cambridge, Portsmouth and Reading actually increased the number of private sector jobs between 2004 and 2008, but none of these did so as fast as Brighton & Hove.

A key question for the city is whether it can move 6,000 people into work by 2014 by creating jobs *within* the city. Between 2004 and 2008 the city created 5,300 private sector employee jobs, which suggests that this is not impossible, given the right conditions.

[23] Note; figures have been adapted to take account of discontinuities in ABI data collection between 2005 and 2006

## 6.3 What Kind of Jobs?

### 6.3.1 Making Better Use of Human Capital Assets

The original City Employment and Skills Plan argued that Brighton & Hove needed to increase the number of 'higher level' jobs in the city. It suggested that, given the high skills levels of its residents, its jobs were of fairly low quality. This was reflected in low workplace earnings, particularly at the higher level, and low levels of productivity.

The CESP (2008-2011) suggested that this combination of a good supply of quality labour and a fairly low supply of high quality jobs resulted in an under-utilisation of its human capital; high levels of competition at entry and intermediate levels of the labour market; and unduly high levels of out-commuting. This view that the city's main employment and skills concern was supported in the South East Diamonds for Investment and Growth Employability and Skills Action Plan, which singled out Brighton & Hove for under-utilisation of its human capital[24]. It recommended that there should be a strong focus on supporting the creation of higher skilled jobs. This, it suggested, would enable under-employed higher skilled people to access more appropriate jobs and free up lower and intermediate level jobs to residents with lower skills, thereby creating a healthier labour market.

Much of this analysis in the original CESP remains current, but it is less clear whether such an approach has been effective in improving the city's labour market. More than four out of ten (43%) 16-64 year old residents hold a degree or equivalent qualification. This is below the percentage in Oxford and Cambridge, but similar to York and well above most other cities in England. However, median earnings for full-time workers remain closer to cities like Leicester and Sheffield where the proportions of working age residents with Level 4 qualifications are significantly below those of Brighton & Hove.[25] Furthermore, GVA per head, a measure of productivity, is modest and has increased at a slower rate than many other comparable cities and towns.

**Figure 8: Real GVA Growth per Worker (1998-2007)**

| | Real GVA per Worker Growth (1998-2007) |
|---|---|
| Bournemouth | +2.6% |
| Brighton & Hove | +1.6% |
| Bristol | +2.6% |
| Cambridge | +3.3% |
| Luton | +2.3% |
| Northampton | +1.9% |
| Norwich | +2.9% |
| Oxford | +3.1% |
| Plymouth | +1.3% |
| Portsmouth | +3.4% |
| Reading | +3.1% |
| Southampton | +2.7% |

Source: Centre for Cities (2010)

[24] Source: Meeting the Challenge, Making the Change – An Employability and Skills Plan for the South East Diamonds for Investment and Growth (2010)

[25] Median Earnings (2009): Brighton & Hove (£459.80 p.w), York (£477.50 p.w), Sheffield (£458.50 p.w), Leicester (£456.00 p.w). % of 16/64 year old residents qualified to Level 4 or equivalent: Brighton & Hove (43%) , York (41%); Sheffield (31%), Leicester (22%)> Sources: Annual Survey of Hours and Earnings (2009) and Annual Population Survey (2009) via NOMISWEB

Brighton & Hove is a strongly service sector based economy, with nearly a third (29%) of all its GVA being accounted for by public administration, health, education and other services. These sectors, along with hotels and restaurants account for a disproportionate share of employment in the city. The city also has a thriving voluntary and community sector, with estimates suggesting that it employs around 8,000 people and contributes(directly and indirectly) around £96m per year[26]. Although these are all significant providers of local employment and make significant social and environmental contribution to the city, they tend to be fairly low value, inters of GVA per employee. This may help to explain the relatively low earnings of people who work in the city.

This suggests that there may still be a need for the city to focus on jobs in higher value added sectors of the economy because, currently, the higher qualification levels of its residents do not appear to readily translate into high levels of productivity or high paying employment.

However, there is no guarantee that these jobs will be filled by local residents, even if they are well-qualified. Higher level jobs tend to be filled by people competing in national or international labour markets and could, therefore, simply attract new residents into the city if local people are either unable or unwilling to compete for them.

Indeed, the recent Brighton & Hove Business Survey suggested that for many employers, skills were not a really major issue at the higher level, because skilled people will often move to where there are higher skilled, better paying jobs.

### 6.3.2 The Jobs the City Creates

In considering the city's employment strengths, it is useful to look at the sectors of the economy that have made the most significant contribution to recent employment growth in recent years. This is shown in the figure below:

**Figure 9: Main Drivers of Employment Growth in Brighton & Hove 1998-2008**

| | Sector | Number |
|---|---|---|
| 1 | Miscellaneous business activities not elsewhere classified | 2,900 |
| 2 | Human health activities | 2,500 |
| 3 | Labour recruitment and provision of personnel | 2,200 |
| 4 | Legal, accounting, book-keeping and auditing activities; tax consultancy; market research and public opinion polling; business and management consultancy; holdings | 2,200 |
| 5 | Other retail sale of new goods in specialised stores | 2,100 |
| 6 | Restaurants | 2,100 |
| 7 | Higher education | 2,000 |
| 8 | Primary education | 1,800 |
| 9 | Social work activities | 1,800 |
| 10 | Industrial cleaning | 1,200 |

Source: Annual Business Inquiry 1998, 2005, 2006 & 2008

The figure demonstrates the importance of the service sector to the city. There has been a strong growth in a wide range of business services activities, including

[26] Source: Taking Account a Social and Economic Audit of the Community & Voluntary Sector: Brighton & Hove Community and Voluntary Sector Forum

management consultancy, market research and legal and accounting services and in the public sector (particularly in education and health).

The presence of labour recruitment in the top ten reflects the flexibility of the city's labour market, or perhaps, the insecurity of many of its jobs. These are mainly people who are registered with employment agencies, but could be working on a short-term basis in any part of the city's economy. The contribution of 'industrial cleaning' and 'restaurants' to employment growth suggest that Brighton & Hove continues to create a significant number of low level jobs, many of which may be part-time or casual.

However, again, it is important to consider what has happened to employment more recently. We know that employment growth was more subdued between 2006 and 2008 than it had been in earlier years. The figure below shows the main drivers of employment in the two years prior to the 2008/09 recession.

**Figure 10: Main Drivers or Employment Growth 2006-2008**

| Rank | Sector | Number |
|---|---|---|
| 1 | Human health activities | 1,200 |
| 2 | Retail sale in non-specialised stores | 700 |
| 3 | Canteens and Catering | 600 |
| 4 | Labour recruitment and provision of personnel | 500 |
| 5 | Primary education | 500 |
| 6 | Software consultancy and supply | 500 |
| 7 | Restaurants | 400 |
| 8 | Legal, accounting, book-keeping and auditing activities; tax consultancy; market research and public opinion polling; business and management consultancy; holdings | 300 |
| 9 | Retail sale of not in stores | 200 |
| 10 | Sporting activities | 200 |

Source: Annual Business Inquiry 2006 & 2008

There were 3,000 net additional jobs created between 2006 and 2008, nearly half of which were in the human health sector, perhaps reflecting the opening of the Universities of Brighton & Sussex Teaching Hospital. The next most significant contributions to employment included non-specialist retail, canteens and catering and labour recruitment, none of which could be expected to provide large numbers of higher level jobs.

This analysis only shows changes in the number of employees in employment and large numbers of people work on a self-employed basis. Previous studies[27] have shown that the creative industries, which are an important sector in Brighton & Hove, are characterised by high levels of freelancing. There are around 21,000 self-employed working age people in the city, but this has remained fairly steady over the past five years. It seems unlikely, therefore, that freelancing has contributed significantly to employment growth in recent years.

Standard Industrial Classification codes do not always capture activity accurately. This is particularly the case for new or emerging sectors, such as environmental and health technologies, the creative industries and digital media, all sectors that have been identified as being important to the future growth of the city's economy. The Digital Media sector has become firmly established in the city. The recent Brighton &

[27] Source: Creative Industries Workspace in Brighton & Hove 2007-2017 Hackett K, Massie M, Consultants, Brighton & Hove City Council Creative Industries Service (2008)

Hove Business Survey found businesses in this sector to be well networked, operating in national and international markets and positive over both its future employment and turnover growth, although even this sector has suffered recession losses. It is more difficult, however, to assess the extent to which jobs have been created in other 'emerging sectors' such as the environmental industries and health technologies.

### 6.3.3 The Jobs the City Needs

Recent growth in public sector employment is likely to be reversed and many private sector jobs that are dependent on public sector contracts are also vulnerable. Despite changes that the 2008/09 recession is likely to bring, existing sectors that already provide much of the city's employment, such as business and financial services, retail and the public sector, are all likely to continue to provide most of the city's job vacancies in the foreseeable future.

However, the role of technology is increasingly seen as important in driving economic growth and both the previous Government and the Coalition have placed a strong emphasis on the creation of a new Level 3 technician class. The previous Government set out its aims to put science and technology at the centre of its industrial strategy and to develop a better balanced, post-recession economy. It identified low carbon, digital media, life sciences and pharmaceuticals, advanced manufacturing, professional and financial services and engineering construction[28] as key sectors that could potentially drive future national economic prosperity.

The industrial policy of the new Coalition Government is still in its early stages of development. However, the Secretary of State for Business Innovation and Skills (BIS) has suggested that its industrial policy will continue to focus on developing Science Engineering and Maths (STEM) skills[29], through more flexible higher education provision, for example. The Government and the Confederation of British Industry (CBI) remain confident that new jobs can be created through private sector investment and improving trade, [30] but there does not appear to be much clarity about what these jobs are likely to be.

Much of the focus of growth activity within Brighton & Hove has been based on the study that informed the development of the Business Retention and Inward Investment Strategy (BRII). This suggested that there should be a focus on the following sectors:

- Manufacture of Food and Drink
- High Technology Manufacturing
- Financial Services
- Computer and Related Services, particularly gaming
- Creative Industries; and
- Retail

It also suggested that both environmental industries and health technology could be a focus of growth within the city. Since the publication of the BRII, the City Council has prioritised Environmental Industries as a priority sector for support, identifying it as having the potential to deliver jobs for the city in the future. The Sustainable Community Strategy also suggests that there are "established strengths" in de-

[28] "New Industry, New Jobs", Department for Business Innovation and Skills, April 2009.
[29] Source: Vince Cable Higher Education Speech – 15 July 2010 Dept Business, Innovation and Skills
[30] Source: http://www.bbc.co.uk/news/business-11607879

carbonised industries within the city, whilst the Universities of Brighton & Sussex Medical School are also thought by some people to provide an opportunity to develop the health technology sector.

The BRII rightly identified a priority to grow and retain existing businesses, suggesting that large scale inward investment was unlikely in the short to medium term.

It does not seem appropriate to attempt to quantify estimates of the number of jobs that are likely to be needed in each sector of the economy over the next few years. Instead, it would seem to be more realistic to consider what the main drivers of business and employment growth in the future might be.

### 6.3.4 Drivers of Future Employment Growth

It makes sense for the city to build on its existing assets to develop its future supply of jobs. The BRII identifies key strengths around the city's creativity, the skills of its resident population; its universities; its high brand awareness; its quality of life; its business dynamism; and its strategic connectivity. It also has a resident population with strong 'green credentials'.

The city's **international brand,** the strong language and cultural skills of its residents and its high levels of entrepreneurship mean that it should be well-placed to make a significant contribution to the international trade-led strategy identified in the Coast to Capital Local Enterprise Partnership proposal.

Its '**green credentials'** mean that the city should be well-placed to take a leading role in moving towards a low carbon economy, encouraging the growth of ethical trading and supporting the development of business models that deliver social and environmental impacts, as well as economic ones.

The city's **two universities** should mean that the city is well-placed to support the development of technology-based knowledge businesses, particularly in the digital media sector and, possibly in the environmental and health technologies sectors, through encouraging 'spin outs' and improved knowledge transfer activities.

Its strong **freelance economy** poses job creation challenges, but there is strong loyalty to the city amongst its businesses[31]. The high level of entrepreneurship suggests that there is a need to identify and focus support on growth oriented businesses that are likely to provide future employment. There may also still be a need to foster ambition amongst the city's entrepreneurs, so that small businesses can fill the gap that the city has in its profile of medium-sized enterprises.

The city needs to build on its established reputation as a centre for the cultural and creative industries, particularly supporting the development of its high value added elements, such as Digital Media. Although some parts of the creative industries may not provide large scale employment, the city's creativity is what provides it with its international brand, and is central to the development of the visitor economy.

### 6.3.5 Improving Job Quality

Just measuring the number of jobs that need to be created is not sufficient. The jobs that are created need to be quality jobs, because "work is only really good for us if it

[31] Source: Brighton & Hove Business Survey 2010

is “good” work”[32]. There appears to be some evidence to suggest that some of the city’s success in creating private sector jobs has been based on fairly low level and sometimes flexible and insecure employment. This is unlikely to deliver economic prosperity and social progress in Brighton & Hove.

According to the *Marmot Review – A Strategic Review of Health Inequalities in England (2010)* good quality work can both protect and promote people’s health and well-being. It identifies key components of “good work” as being paid a living wage; autonomy; in-work development; flexibility; protection from adverse working conditions; ill-health prevention and stress management strategies; and support for sick and disabled people that facilitates a return to work. The Work Foundation[33] identifies job security, variety, autonomy, rewards that reflect the efforts that workers make and strong workplace relationships as being key ingredients of “good work”.

The Institute for Public Policy Research suggests that there has been an increase in ‘in-work’ poverty over the last decade.The 2008/09 recession has not resulted in the level of unemployment that might have been expected, but it may have contributed to a rise in in-work poverty.[34]

Whilst there are many facets to what constitutes quality work, the level of pay is significant because it helps to ensure that people have sufficient material well-being and can make a contribution to the Government’s aim to eliminate child poverty by 2020[35]. In 2009, the median income for all workers in the city was £20,435. This is similar to Sheffield (£20,427), York (£20,365) and Medway (£20,454). However, none of these places has such high housing costs. In October 2009, the average price of a house in Brighton & Hove was £203,436, in York it was £173,295, in Sheffield it was £119,925 and in Medway it was £134,786[36].

In London, the Mayor backs the London Living Wage, which in 2010 was set at £7.85 per hour, 17% above the National Minimum Wage. The London Living Wage is calculated annually by GLA Economics and the Mayor makes the business case for it to the city’s employers. Currently there are around 100 public and private sector employers that are signed up to paying the London Living Wage[37] and it is seen as one of a number of mechanisms that can be used to try to improve the quality of jobs within London.

Good jobs are not just determined by income levels. A study[38] into the role of work within low income families found that financial gain was seen as a significant incentive for people to return to work. However, other factors relating to the quality of the relationships at work, opportunities for progression and how well the job fits with other commitments and aspirations are influential in contributing to job sustainability.

## 6.4 What Can Be Done?

Some argue that government agencies’ influence over job creation is limited. According to Centre for Cities *“a substantial body of academic work now shows that it*

[32] Source: Is Work Good for Your Health and Well-Being (2006) Waddell C & Burton KA(2006). TSO.
[33] Source: Good Work: Job Quality in a Changing Economy: Coats D & Lekhi R; The Work Foundation (2008):
[34] Source: In-Work Poverty and the Recession Gottfried G, & Lawton K. Institute for Public Policy Research (IPPR) 2010.
[35] Source: The Child Poverty Act 2010 Office of Public Sector Information (2010)
[36] Source: http://www1.landregistry.gov.uk/houseprices/
[37] http://www.london.gov.uk/who-runs-london/mayor/publications/business-and-economy/2010-living-wage-london

[38] Source: The Role of Work in Low income Families with Children – A Longitudinal Qualitative Study, Graham J. et al Department for Work and Pensions (2005

*is simply not within the power of government to stimulate growth of private sector jobs wherever it would most like for them to be located"*[39]*,* but certain factors, such as good transport access and the presence of good quality universities are locational assets.

There is a prevailing view that public agencies should work with the market, rather than trying to create it. This is likely to mean a more responsive, rather than planned approach to job creation. However, both the CBI and the Government both stress the role that public agencies have in setting the conditions for private sector job creation. These include offering investors *"a favourable tax regime, predictable and reasonable regulation and business friendly planning laws";* facilitating cooperation between countries and improving transport infrastructure, for example.

**Improving Physical Assets and Releasing Land for Employment Use**

The Government White Paper, Local Growth: Realising Every Place's Potential places a strong emphasis on local authorities' role in using its planning powers, ensuring a responsive supply of land, making effective use of its land assets to support growth. This approach to making better use of physical assets, seems to be echoed in a number of recent studies that have been undertaken on behalf of Brighton & Hove City Council.

*Brighton & Hove: Sustaining City Growth (2009),* suggested that there needed to be a "more positive attitude towards new development" and that the city's future economic performance is constrained because "too many projects are held back".

*The Business Retention and Inward Investment Strategy (2009)* suggests that the long timescales for bringing forward new developments have contributed to a "fear" from both developers and agents that occupiers are being "forced to consider alternative towns across Sussex".

The recent *Brighton & Hove Business Survey (2010)* suggested that improving the quality of business accommodation in the city was, arguably "the most pressing business development issue for the city".

The *Brighton & Hove Core Strategy* emphasises the need to identify and safeguard sites and premises to meet demands for high growth and key employment sectors. It suggests that there will be a need for an additional 20,000 sq.m of employment land space after 2016, even if the proposed developments are brought forward.

**Developing Internationally Trading Businesses**

South East businesses export goods worth an estimated £29 billion to the region each year. There appears to be potential to increase exporting activity within the region, since around 15% of SME businesses that have never exported believe that their products or services could easily be sold overseas[40]. Although manufacturers are most likely to export, businesses in the transport and communications and the business and financial services sectors are also quite likely to be exporters.

The Coast to Capital Local Enterprise Partnership (LEP) proposal places a strong emphasis on "international trade-led growth". The city's universities already generate £32m of in exports and its international brand, new digital media cluster, access to

[39] Source: Private Sector Cities – Anew Geography of Opportunity. Webber C & Swinney P Centre for Cities. 2020
[40] Source: South East Business Monitor Business Link South East

international markets through Gatwick and London; and the cultural and language skills of its residents, suggest that the city should be well-placed to support the international trade agenda.

The city needs to identify and support its growth oriented exporting businesses, capitalise on the internationalism of its universities; and understand the supply chain linkages between its businesses and the internationally trading businesses in the LEP area, particularly around Gatwick Airport.

**Supporting the Growth of Environmentally and Socially Focused Businesses**

There is increasing interest in "ethical trading" and developing a business culture that has a stronger social and environmental focus. At national level, this is part of the Government's 'Big Society' agenda, the new approach to delivering public services and the commitment to a low carbon economy. A study on behalf of Business Link (South East) found that there was an apparent link between using ethical criteria and business growth. Some 36% of growing businesses use ethical criteria compared with 29-30% of those with stable or declining turnovers[41].

According to the IPPR, green jobs could play an important part "in tackling inequality and improving job prospects of people who often do badly in the labour market". However, it suggests that "there is very little work being done" in this area across the UK at the moment. However, the report identifies a number of case studies, where green jobs are being used to tackle local worklessness.

The Birmingham *Green New Deal*, which was launched in January 2010 provides whole house energy efficiency retrofits and solar photovoltaic installations to private householders across the city, with the aim of creating 270 new jobs and apprenticeships by 2026.

In London, the Retrofit for the Future programme has been set up to maximise green job opportunities arising from investment to tackle low carbon reduction in residents' homes. The programme aims to cover all areas of London, visiting between 200,000 to 500,000 properties by 2012 and 1.2 million domestic properties by 2015 subject to the leverage of additional finances from government. A brokerage system matches clients to job vacancies such as Domestic Energy Assessors, Home Energy Advisors, and Loft and Cavity Wall Insulation Installers.

In Kirklees, more than 60,000 households were offered free cavity-wall and loft insulation through Kirklees Warm Zone. This resulted in savings of 34,000 tonnes of $CO_2$ annually and creating nearly 60 jobs. The programme has been funded through council borrowing matched by funding from energy companies[42].

At local level, Brighton & Hove a population that is largely committed to sustainability principles, a City Council that has prioritised the Environmental Industries for support, an active social enterprise network, and according to stakeholders, a growing interest in ethical business amongst students and staff at its two universities. Budgets in the health and social care sectors are being devolved to service users, which may provide new opportunities for social enterprises in the future.

[41] Source: South East Business Monitor: Business Link South East
[42] Source: http://www.kirklees.gov.uk/community/environment/energyconservation/warmzone/warmzonemenu.shtml

**Facilitating Peer to Peer Business Support Networks**

The changing business support landscape provides both a challenge and an opportunity locally. Mainstream business support is expected to be delivered manly on-line and via a national call centre, with the Government emphasising the importance of business-to-business support. This may still need facilitating, with the City Council and its partners supporting the development and sustainability of peer to peer networks. This is likely to be particularly important in a city like Brighton & Hove, which has such a high business density and, whose economy is disproportionately dependent on freelancers and self-employed workers.

# 7: Supporting Local People

## 7.1 Why Local People Need Support

Recent experience suggests that increasing the supply of jobs is not enough if local people are either unable or unwilling to access them. Unless local people are equipped to compete for these jobs, there is unlikely to be a reduction in worklessness, many of its graduates will remain under-employed, and good quality jobs will be filled by mobile residents from elsewhere.

Overall, Brighton & Hove residents have high levels of qualifications and good skill levels. Indeed, the quality of its resident population is a key asset for potential inward investors. However, in common with many other cities and towns, the are large numbers of local people who continue to find it difficult to find jobs and progress through the labour market. These people tend to have low qualification levels. Many also have significant health problems and often need long-term, personalised support before they are in a position to enter or re-enter the labour market.

The City Council has a strong commitment to reducing inequality for reasons of both social justice and economic development. The Reducing Inequality Review undertaken on behalf of Brighton & Hove City Council in 2007 suggested that there was a need to draw together *"the demand and supply side action in the labour market, helping people on benefit overcome barriers to employment and at the same time working with employers to maximise the jobs available"*[43].

Local people have no absolute right to fill jobs that are created in the city, but it is arguably the responsibility of local agencies to assist them to do so. This may mean:

- Ensuring that there is the right range of jobs in the city, so that people with different skill levels can enter and progress through the labour market;
- Addressing 'supply side' barriers to work, including equipping people with the right skills and attitudes to enable them to compete effectively; and
- Removing transitional barriers that make it difficult for people to compete for jobs, addressing transport, benefit and childcare barriers and ensuring that there is a good supply of high quality information and advice about the opportunities that are available.

Some of these issues may be beyond the scope of local agencies alone and be much more dependent on national approaches to welfare. However, what is clear is that prior to the 2008/09 recession, job gains were not matched by an equivalent reduction in out-of-work benefit claimants. This is shown in the figure below.

**Figure 11: Relationship Between Job Growth and Worklessness Reduction 2001-2008**

| Year | Increase in Jobs | Out of Work Benefit Claimants | Ratio of Job Growth to Out of Work Benefit Reduction |
|---|---|---|---|
| England | 1,091,341 | -345,060 | 3.2:1 |
| Brighton & Hove | 8,592 | -1,840 | 4.7:1 |

Source: Annual Business Inquiry 2001-2008 and DWP Benefit Claimants 2001-2008

[43] Source: p5: Developing Appropriate Strategies for Reducing Inequality in Brighton & Hove. Phase 2: Addressing the Challenge of Inequality in Brighton & Hvoe OCSI & Educe Ltd December 2007

The number of employee jobs in the city increased by 8,600 between 2001 and 2008, but this did not result in an equivalent fall in the number workless residents. There were 4.7 additional jobs in the city for each person who stopped claiming out of work benefits before the 2008/09 recession.

This pattern is not peculiar to Brighton & Hove, but does appear to be more marked in the city compared with England as a whole. Between 2001 and 2008, there were an additional 1,091,341 jobs in England, but there were only 345,000 fewer out of work benefit claimants. This means that there were, on average, 3.2 additional jobs for every person who stopped claiming out of work benefits.

Since February 2008, the number of people claiming out of work benefits in Brighton & Hove has increased by 3,400 and by February 2010, it was at a higher level than at any time since November 1999. The more severe economic climate makes it even more challenging to ensure that future job growth benefits local residents.The city should seek to avoid a post-recession scenario that is strong on job creation, but which fails to develop and utilise its existing human capital.

All cities have significant numbers of working age residents who are out of work. Some of these are students, and others are voluntarily outside the labour market because they are looking after a home or family or because they have elected to withdraw from the labour market before the statutory retirement age.

Some areas, like Brighton & Hove, also have large numbers of residents who are either under-employed or who commute long distances to find suitable work. The city has a significant undergraduate and graduate population, who are potentially real assets to the city's economy, if their skills are effectively deployed. However, as the Brighton & Hove Economic Strategy suggests, there are still "too many PhDs serving cappuccinos"[44].

However, this section focuses on the where it seems that support is most likely to be needed to improve the prospects of local people:

a) Out or Work Benefit Claimants; and
b) Young People.

### 7.2 Out of Work Benefit Claimants

Persistently high levels of working age residents claiming out of work benefits is a significant source of concern for the Coalition Government. It plans to overhaul the benefits system in order to increase incentives to work. It suggests, the current benefits system is "too cumbersome" to enable people to be flexible in taking work and it has "failed to tackle inter-generational disadvantage and poverty"[45]. It argues current arrangements leave many people facing "poor work incentives", making it difficult for people to leave "the security of the benefits system", and fearful that it will be hard to get benefits re-instated should their new job not work out.

In its consultation document, 21st Century Welfare, the Government sets out plans for a "universal credit" for working age households, which would be withdrawn on a tapered basis, as earnings from employment increase. This approach would be combined with sanctions aimed at ensuring that those who are able to look for work,

[44] Source: Raising Our Game, Brighton & Hove Economic Strategy 2008-2016. Brighton & Hove Economic Partnership 2008
[45] Source: 21st Century Welfare, Department for Work and Pensions July 2010

do so. It is not yet clear what impacts the proposed welfare reforms will have on workless and lower skilled residents within the city.

However, high levels of worklessness continue to be a challenge in Brighton & Hove. The city currently has more than 24,500 16-64 year olds who are claiming out of work benefits. This is 13.7% of the working age population, a similar level to Plymouth, Norwich and Luton, but much higher than places like Cambridge (7.0%), Oxford (8.0%), York (8.5%) and Reading (10.6%).

The Reducing Inequality Review suggested that people with low skills are "being squeezed out of the labour market", with only 53% of people with no qualifications being in employment. The review also suggested that some groups, such as Black Caribbean, Black African and Pakistani residents, homeless people, ex-offenders and drug users are also more likely than other groups to be workless.

**Minority Ethnic Groups**

There are estimated to be around 17,000 (9%) minority ethnic 16-64 year olds in Brighton & Hove, the majority of whom (11,600) are in the 25-49 age group. The largest non-white minority ethnic group is 'other'; which includes all categories, except for 'mixed', Pakistani/Bangladeshi, Indian, and Black or Black British. Employment rates amongst minority ethnic groups (69%) are marginally below those of the white (72%) population in the city, but the differences from the available data are not statistically significant.

More detailed analysis is difficult, given small sample sizes in the Annual Population Survey, but the pattern suggests that the employment rate amongst ethnic minority males may be higher than amongst their white counterparts, whilst that amongst ethnic minority females appears to be lower. Once in work people from BAME groups seem no more likely to be in lower level occupations than the city's white residents. Indeed around one in five (20%) of all professionals who live in the city may be from non-white minority ethnic backgrounds[46].

Employment rates do not capture the reasons why people are not in work – many may be students, for example. However, amongst all people, the majority (66%) of working age people who are not in employment report that they do not want a job. This is much more likely to be the case for females (74%) than it is for males (56%).

Qualification levels are known to be a key determinant of worklessness. Indeed fewer than 6,000 Brighton & Hove's residents who have no qualifications and only 14,000 with qualifications below Level 2 are in work[47], compared with 63,000 who have a degree or equivalent level qualification.

Qualifications data from minority ethnic groups at local level are badly out of date. However, the 2001 Census data shows that minority ethnic residents in the city are less likely to have no qualifications and qualifications below Level 2; and are much more likely to have degree or equivalent level qualifications than their white counterparts, reflecting their apparently good labour market position[48]

Two-thirds (65%) of all residents with no qualifications were aged 50+ in 2001, and minority ethnic residents accounted for only 2.9% of residents in this age group. It is,

[46] Source: Annual Population Survey (2009-2010): NB Confidence levels +/- 11.3%
[47] Source: Annual Population Survey December 2009
[48] Source 2001 Census: (Aged 16-74 years) No qualifications: White 23%; BAME 15%; Below Level 2 – White 36%; BAME 24%; Level 4/5: White 28%; BAME 39%

therefore, possible that age may be partly explain the difference in qualification levels between white and minority ethnic residents in the city. The only minority ethnic group where low qualification levels were proportionately much higher than amongst white residents in 2001 were Bangladeshis. Of the 39,000 16-74 year olds in the city who had no qualifications, 250 (43%) were Bangladeshi.

**People with Disabilities**

Around one in six (17%) of 16-64 year old residents in the city classify themselves as 'disabled', with females (55%)[49] being marginally more likely to do so than males. The proportion of disabled working age residents has remained fairly constant for the past five years.

There is a significant difference in economic activity rates between disabled and non-disabled people, however. The employment rate for disabled people is 43%, compared with 77% amongst people who are not disabled[50]. For the employment rate of disabled people to equal to that of non-disabled people, there would need to be 10,000 more disabled people in work.

According to the Annual Population Survey, the disabled working age residents are most likely to report that they have blood or circulatory problems, or stomach, liver, kidney or digestive conditions or diabetes (23,000). However, at 61%, this group has a relatively high employment rate. Worklessness seems to be proportionately much higher amongst people with mental health, rather than physical health conditions[51].

In common with elsewhere, Incapacity Benefit/ESA claimants account for over half the city's out of work welfare benefit claimants. (see Figure 11 below)

**Figure 12: Out of Work Benefit Claimants: February 2010**

| | | |
|---|---|---|
| | **number** | **Share of Workless** |
| Job seeker | 7310 | 30% |
| ESA and incapacity benefits | 13520 | 55% |
| Lone parent | 2840 | 12% |
| Others on income related benefit | 840 | 3% |
| **Out-of-work benefits** | **24510** | **100%** |

Source: DWP Out of Work Benefit Claimants February 2010 via NOMISWEB

ESA/Incapacity Benefit claimants are more likely than other claimants to have been out of work for a long period and be older than other claimants. Whilst claimants suffer from a wide range of conditions, they are more likely to suffer from mental and behavioural disorders than any other type of condition. Indeed, the relationship between poor health and worklessness, may be at least as close as the relationship between skills and worklessness.

[49] Source: Annual Population Survey 2010 via NOMISWEB
[50] ibid
[51] Source: Annual Population Survey April 2010 suggests that the employment rate for people with mental health is 24% compared with 58% for people with other forms of health conditions, but error margins are wide, so the figures should be viewed indicatively.

## Gender

There are more males (14,000) than females (10,500) claiming out of work benefits in the city, but their reasons for claiming tend to be different from each other.

**Figure 13: Out of Work Benefit Claimants by Gender: February 2010**

| | Male | | Female | | Female Share |
|---|---|---|---|---|---|
| | **Number** | **%** | **Number** | **%** | **%** |
| Job seeker | 5,110 | 37 | 2,200 | 21 | 30 |
| ESA and incapacity benefits | 8,150 | 58 | 5,370 | 51 | 40 |
| Lone parent | 110 | 1 | 2,730 | 26 | 96 |
| Others on income related benefit | 620 | 4 | 210 | 2 | 25 |
| Out of Work Benefit Claimants | 13,990 | 100 | 10,510 | 100 | 43 |

Source: DWP via NOMISEB February 2010

Males are more likely to be claiming Jobseekers Allowance and IB/ESA, whilst almost all the lone parent claimants (96%) in the city are female. This suggests that there may need to be different approaches to addressing worklessness for males and females.

## Jobseekers

Jobseekers account for around one in three (30%) out of work benefit claimants. This group is likely to be much closer to the labour market, younger, male and to have been out of work for shorter periods. The most significant change in the profile of worklessness since the 2008/09 recession has been the increase in jobseekers. There were 3,000 more jobseekers in the city in February 2010 than there had been two years earlier and the number of people claiming Job Seekers Allowance was higher than at any time in the previous ten years.

## Lone Parents

The most significant reductions in worklessness have been amongst **lone parents,** who now account for just over one in ten of all out of work benefit claimants. Lone parents are almost always female and mainly under the age of 44 years, so many are of prime working age. In 2001, there were 4,000 lone parents claiming out of work benefits, but by 2008, this had fallen to 3,300. There has continued to be a reduction in the number of lone parent claimants since the recession and there are now just 2,800 claimants in the city. Changes in the eligibility criteria have been a factor in reducing the number of lone parent claimants.

## Neighbourhoods

Worklessness is also concentrated in particular **neighbourhoods,** although there are out-of-work benefit claimants in all parts of Brighton & Hove. This is nothing new and it why there has been a strong spatial element to employment support initiatives in the past. In February 2001 more than one in three out of work benefit claimants lived either East Brighton, Queen's Park, Moulsecoomb & Bevendean or St. Peter's & North Laine. In 2008, the same wards accounted for a similar (35%) of all out of work benefit claimants in the city and since the 2008/09 recession the number of workless residents in these wards has increased at a similar rate across the city as a whole. This supports the findings of the Reducing Inequality Review that there is little evidence of success in ‘closing the gap’ between the most disadvantaged areas and the rest of the city in relation to worklessness.

#### 7.2.1 What Can Be Done?

In the current environment, it is difficult to know whether the number of people on out-of-work benefits can realistically be reduced by 2014. Much will depend on the ability of the private sector to create new jobs and the impact of the Government’s welfare reform programme.

Stakeholders have expressed some concern that output related funding and contracting with large suppliers may result in approaches to employment support may not be sufficiently responsive to local circumstances. Voluntary and community sector organisations are expected to continue to have a significant role in engaging and supporting workless adults that large organisations and Government agencies find more difficult to engage.

There will need to be effective links between community outreach workers and job placement and Information, Advice and Guidance workers, so that ‘work-ready’ people can be effectively signposted and supported into sustainable employment and training.

There may be a role for the City Employment and Skills Steering Group to act in an advisory or scrutiny capacity to ensure that large contractors provide locally distinctive services and engage the right local groups to enable them to deliver effectively.

### 7.3 Young People

Perhaps one of the biggest challenges the city faces is improving the employment prospects of young people. The rate of increase in JSA claimants since the 2008/09 recession has been fastest amongst people under the age of 25 years, NEET rates remain fairly high and, most worryingly, Key Stage 4 achievement remains well below the national average in a city where qualification levels amongst its residents are exceptionally high.

Furthermore, the proposed raising of participation age (RPA) to 17 in 2013 and 18 in 2015 is likely to mean that more attractive vocational pathways will be needed to engage young people who are currently most likely to be at risk of labour market and educational exclusion.

In the mid to late 1980s around one in three claimant count unemployed people in the city were aged 24 years or under. There was then a steady proportionate decline until the middle of 2001 Since then, young people have accounted for a growing share of claimant count unemployed residents and by September 2010 more than a quarter (27%) of claimants were aged 24 and under.

The city is also considered to have high NEET rates. In November 2009 there were 640 16-18 known NEETs in the city. This is higher than in November 2007 (610) and in November 2008 (590). The NEET rate in Brighton & Hove was 8.8% in November 2009, which is similar to pre-recession rate in 2007 (9.3%). The question of whether the city has a high NEET rate is often a source of some debate, but it seems difficult to establish what might be an acceptable NEET rate without reference to wider labour market conditions.

The NEET rate has remained quite stable despite worsening labour market conditions. The 8.8% NEET rate in November 2009 was similar to the city's unemployment rate (8.5%) at the time and there is good evidence that Brighton & Hove has performed well in reducing NEETs, when considered in relation to the city's labour market. In November 2008, the NEET rate was 1.1 times the city's unemployment rate and in November 2007, it was 1.5 times the rate. The median ratio of NEET rates to unemployment rates across the South East is 1.0, the same as in Brighton & Hove, which suggests that, relative to elsewhere, Brighton & Hove's NEETs performance is adequate.

Despite the very high proportion of the city's adult residents who have higher level qualifications, GCSE attainment within the city's schools is well below the national average.

**Figure 12: GCSE Achievement 5 A*-C Grades (including English & Maths) 2006-2009**

| | 2006 | 2007 | 2008 | 2009 |
|---|---|---|---|---|
| Brighton & Hove | 41.8% | 43.5% | 44.5% | 44.5% |
| England (maintained schools only) | 44.0% | 45.8% | 48.2% | 50.7% |
| Achievement Gap | -2.2% | -2.3% | -3.7% | -6.2% |

Source: School Achievement Tables: Department of Education 2010

Only 44.5% of 15 year olds studying in the city's maintained schools achieve five GCSEs A*C (including English and Maths), compared with more than 50% across England as a whole. Furthermore the achievement gap has widened significantly since 2006.

Across the South East, only the Isle of Wight, Southampton and Portsmouth have lower GCSE attainment levels, but none of these economies has a working age population that is anywhere near as well qualified as that in Brighton & Hove.[52] This mismatch between GCSE achievement of young people in the city and the qualification levels of its resident population is quite striking.

Failure to achieve five GCSEs A*C (including English and Maths) at 15 years makes it difficult for young people to progress onto higher levels of learning and to eventually compete for quality jobs. This is particularly the case in somewhere like Brighton & Hove, where the adult population is so well qualified. .

City College, Brighton & Hove and neighbouring Northbrook College provide large numbers of Increased Flexibility (IF) learning programmes in vocational areas for 14-16 year olds. These are seen to be successful in engaging young people who may otherwise be at risk of under-achievement.

The Sussex Progression Accord provides guaranteed offers of places or interviews at the University of Sussex and the University of Brighton for students from local schools and colleges who achieve the right entry grades for certain subjects.

The Brighton & Hove Apprenticeship Scheme provides apprenticeship opportunities for young people within the City Council and the accompanying strategy has set out plans for an additional 500 apprenticeship places across the city by 2012.

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[52] Proportion of 16-64 year olds with Level 4 qualifications: Brighton & Hove (43%); Southampton (30%); Portsmouth (27%); Isle of Wight (22%). Annual Population Survey December 2009. Proportion of 15 year olds achieving five A*-C (including English and Maths: Brighton & Hove (44.5%); Southampton (43.1%); Portsmouth (39.5%); Isle of Wight (41.6%). Department for Education Achievement and Attainment Tables 2009

However, there remain challenges for young people in the city. A recent study into the potential demand for additional post-14 learning provision in the west of the city and in Adur[53] found that there were particular concerns about young people being unable to make the transition from post-16 Level 2 onto Level 3 learning programmes and there are on-going national concerns about providing more flexible vocational pathways into higher levels of study.

The structure of the city's labour market may make it difficult for young people to compete effectively for many jobs. A high proportion of the city's employment is flexible (i.e: part-time and self-employed); it has a strongly service sector economy that relies heavily on people with strong interpersonal skills, which can take time to develop; and its high business density suggests that its businesses are predominantly small, which may be less likely to take on staff that need training.

Given the difficult economic conditions and the competitive nature of the city's labour market, it is likely to continue to be difficult for local young people to compete in the labour market without on-going support to help them to do so. School achievement has to at least match the national average in a city like Brighton & Hove and, whilst the NEET rate is not unduly high, the Raising of Participation Age is likely to mean that there will be a need to focus even more strongly on the vocational training needs of young people

### 7.3.1 What Can be Done?

Attainment amongst young people in the city's schools, compared with the qualification levels of the city's working age population is so poor that addressing the needs of the city's young people could be seen as the most important priority for the city.

Without a good level of education, it is difficult to see how young local people can compete effectively in, or beyond, the city's labour market. Although this may be primarily a school issue, organisations and businesses across the city can make a contribution to improving the prospects for its young people.

This means expanding education-business support activities, so that they become high profile and a mark of the city's commitment to its young people. It means building on and expanding the Brighton & Hove Apprenticeship Scheme and developing pre-apprenticeship agreements between the city's employers and young people. It means providing vocational pathways that provide young people with a clear learning journey that they can follow from school through to higher levels of study.

There need to be high quality, co-ordinated Information, Advice and Guidance and support services that enable young people to make the right choices, businesses to access the right young people; and learning suppliers to provide the right type of training. Public sector procurement and planning agreements should look to incorporate measures that provide additional support to young people through work placements, involvement in employee mentoring programmes and other education-business partnership activity.

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[53] Source: Additional Demand for Post-14 Vocational Learning in Adur and West Hove. Step Ahead Research on behalf of Northbrook College and City College, Brighton & Hove (2010)

# 8. Making it Happen

## 8.1 Background

The City Employment and Skills Steering Group CESSG) oversaw progress against actions in the annual action plans between 2008 and 2011. It was chaired by a senior officer from Brighton & Hove City Council, which also provided the secretariat to the group.

The CESSG met on a quarterly basis to review progress against actions and to develop new actions in response to changing labour market conditions. There were more than 25 representatives from organisations across the city involved in the delivery of employment and skills support activities, including externally-based organisations, such as SEEDA. Each representative signed up to a Memorandum of Accord that committed their organisation to working towards the priorities identified in the CESP 2008-2011.

Progress against actions were recorded on a shared system, 'Interplan' and the action plan was delivered through six themes, each with a named lead organisation: Business Support (Brighton & Hove City Council (BHCC), Economic Development); Entrepreneurship (BHCC, Economic Development); Inward Investment and Retention (BHCC, Economic Development); Information, Advice and Guidance (BHCC, Children and Young People's Trust); Pre-Employment and Training (Job Centre Plus); In Employment Training and Support (BHCC Children and Young People's Trust); and Partnership Working (BHCC, Economic Development.

Indicators were linked to targets contained within the Brighton & Hove Local Area Agreement and timetabled actions that supported the objectives and priorities were attributed to named organisations.

Members of the CESSG included representatives from other partnerships within the city and the group was represented on the Local Strategic Partnership by the Principal of City College, Brighton & Hove.

## 8.2 Role of the CESSG

The organisational context and, therefore, the role and composition of the group is likely to change significantly for the 2011-2014 period. The main roles of the CESSG for the 2011-2014 period should be to:

A: Provide a co-ordinated lobbying, advocacy and influencing role to ensure that funding organisations, policy-makers and service providers, (including the Local Enterprise Partnership, City Council commissioners and welfare to work providers) design and deliver interventions that reflect identified employment and skills needs;
B: Act as an intelligence-sharing forum for organisations involved in the delivery of business support, employment and skills activities;
C: Be recognised as the main consultative group on employment and skills related issues and provide the governance structure (steering group) for newly funded employment and skills projects;
D: Develop effective working arrangements with other partnerships within the functional economic area; and to

E: Monitor and review progress against the strategic priorities and update the action plan on an annual basis.

## 8.3 Composition of the CESSG

The CESSG should reflect the need to balance both the priority to support the creation of jobs and the priority to equip local people to compete for them; it needs to be both internally and outwardly focused; and it needs to have sufficient authority to develop a co-ordinated approach to achieving the agreed priorities.

It should be chaired by senior person who is credible to elected members of the City Council, as well as the business and community sectors; and who can develop strong links with partnerships and organisations, including national Government departments, outside Brighton & Hove. Ideally, this could be a prominent business representative or a senior member of staff from an influential partner organisation.

The chair should be supported by 'Leads' who have overall responsibility for co-ordinating and reporting on progress on actions under each of the sub-priorities, namely:

| Chair<br>External and Internal<br>Partnership Development |
|---|

| 1<br>Steering Group<br>Co-ordination<br>LEAD | 2<br>Entrepreneurship<br>and<br>Internationalisation<br>LEAD | 3<br>Skills for<br>Employment<br>LEAD | 4<br>Young<br>People's<br>Employability<br>LEAD |
|---|---|---|---|

The role of each lead will be to:

- Establish and review actions to be taken and the support that will be needed to support each sub-priority on an on-going basis
- Identify linkages with internal and external partnerships and take forward identified joint actions;
- Act as the 'spokesperson' and advocate for the CESSG on issues related to their sub-priority;
- Provide quarterly updates to the CESSG on relevant issues
- Influence the allocation of resources toward the agreed priorities and seek new external funding to support activities
- Leading an annual 'themed' event or discussion.

For the CESSG to be effective, it needs to have the right representation, for meetings to be relevant to members and for attendance to be consistent. It, therefore, makes sense to keep the 'core' membership to a fairly tight group, with a wider group of representatives being invited on an ad hoc basis to provide evidence on and contribute to themes that are relevant to their areas of expertise.

These could be planners or commercial property experts to discuss progress on securing the sites needed to support employment growth and development; health and social care commissioners or social enterprise leaders to advise on how support for social enterprise development; specialist voluntary and community sector providers or benefit advisers to provide updates on supporting people on benefits into work; Education-Business Partnership staff to advise on the needs of young people; graduate careers services to add their support to improving the employment of undergraduates and graduates; and European funding officers to provide grant funding advice and support.

It is recommended that the CESSG meets regularly throughout the year, to update on progress against the action plan, to gather evidence and determine new actions within each of the themes. These events should be attended by the core CESSG team and additional invitees and expert witnesses from both within and outside the city.

External partnerships are likely to be central to the success of addressing employment and skills issues in the city. This will include establishing the parameters of where the responsibilities of the CESSG start and finish within the city and also in terms of ensuring the city's issues are addressed externally. The Chair will have overall responsibility for ensuring that this happens, but each 'Lead' will undertake a review of where the CESSG can contribute to each partnership within the city and assess and make recommendations as to how the CESSG can contribute to and influence partnerships, organisations and Government agencies outside the city within their theme.

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## Annex II: List of Consultees

| | |
|---|---|
| Annie Alexander | Brighton & Hove Primary Care Trust |
| Chris Baker ` | University of Brighton |
| Paul Bramwell | Working Together Project |
| Philip Britton | Skills Funding Agency |
| Richard Butcher-Tuset | Brighton & Hove City Council |
| Graham Clarke | Skills Training UK |
| Judith Cousin | Business Community Partnership |
| Joe Davenport | Brighton & Hove City Council |
| Linda Ellis | Brighton & Hove City Council |
| Cllr Ayas Fallon-Khan | Brighton & Hove City Council |
| Viki Faulkner | Sussex Learning Network |
| Cheryl Finella | Brighton & Hove City Council |
| Phil Frier | City College, Brighton & Hove |
| Angela Gaitani | Brighton & Hove City Council |
| Emma Gilbert | Brighton & Hove City Council |
| Steven Hird | Brighton & Hove City Council |
| Kerry Kyriacou | Business Link (South East) |
| Alison Marino | Brighton & Hove Volunteer Centre |
| Tony Mernagh | Brighton & Hove Economic Partnership |
| Richard Miles | Brighton & Hove City Council |
| Paula Murray | Brighton & Hove City Council |
| Simon Newell | Brighton & Hove City Council |
| Michael Nix | Brighton & Hove City Council |
| Sharon Phillips | University of Sussex |
| John Routledge | Brighton & Hove City Council |
| Dan Shelley | City College, Brighton & Hove |
| Graham Widdowson | Job Centre Plus |
| Caroline Wood | SEEDA |

# Annex III: Data Tables

# A: Population

### A1: Working Age Population Estimates for University Cities and Towns in the South

| | 16 - 64 Population | Share of Total Population | 2004-2009 Change | |
|---|---|---|---|---|
| | **Count** | **%** | **Count** | **%** |
| Bournemouth | 107,400 | 65 | 6,300 | 6 |
| **Brighton and Hove** | **179,100** | **70** | **12,300** | **7** |
| Bristol, City of | 306,300 | 71 | 34,400 | 13 |
| Cambridge | 90,700 | 75 | 12,800 | 16 |
| Luton | 127,300 | 66 | 8,800 | 7 |
| Northampton | 141,400 | 67 | 11,700 | 9 |
| Norwich | 99,900 | 71 | 15,100 | 18 |
| Oxford | 108,800 | 73 | 6,600 | 6 |
| Plymouth | 172,600 | 67 | 11,700 | 7 |
| Portsmouth | 142,200 | 70 | 11,300 | 9 |
| Reading | 106,900 | 70 | 9,100 | 9 |
| Southampton | 167,700 | 71 | 12,400 | 8 |

Source: Mid Year Population Estimates 2004-2009 via NOMISWEB

### A2: Population Projections in Brighton & Hove

| | 2010 | | 2014 | | 2020 | |
|---|---|---|---|---|---|---|
| **AGE GROUP** | **Number** | **Share of All** | **000** | **Share of All** | **000** | **Share of All** |
| Pre-Working Age | 41,800 | 16% | 42,600 | 16% | 44,500 | 16% |
| Working Age | 179,600 | 70% | 183,400 | 70% | 188,300 | 70% |
| Post Working Age | 35,700 | 14% | 36,600 | 14% | 37,500 | 14% |
| | | | | | | |
| **All ages** | **257,300** | **100%** | **262,700** | **100%** | **270,200** | **100%** |

Source: Office of National Statistics (2010)

### A3: Brighton & Hove Population as a Share of the Coast to Capital LEP Area

| | 2010 |
|---|---|
| | **Share** |
| Pre-Working Age | 13% |
| Working Age | 17% |
| Post Working Age | 12% |
| | |
| All ages | 15% |

Source: Office of National Statistics (2010)

## B: Businesses and Entrepreneurship

**B1: Self Employed Residents as a % of Working Age Residents in Work**

| | 16-64 Working Population in Work | Self Employed | |
|---|---|---|---|
| | Count | Count | Share of Residents in Work |
| Bournemouth | 70,000 | 9,700 | 14% |
| **Brighton & Hove** | 129,600 | 22,500 | 17% |
| Bristol | 212,200 | 24,700 | 12% |
| Cambridge | 64,600 | 8,800 | 14% |
| Luton | 83,000 | 13,700 | 17% |
| Northampton | 100,500 | 10,500 | 10% |
| Norwich | 70,000 | 5,400 | 8% |
| Oxford | 78,500 | 7,400 | 10% |
| Plymouth | 118,500 | 10,100 | 9% |
| Portsmouth | 97,500 | 10,600 | 11% |
| Reading | 75,700 | 5,300 | 7% |
| Southampton | 114,600 | 12,500 | 11% |

Source: Annual Population Survey 2009 OS via NOMISWEB

**B2: Self Employed Residents as a % of Working Age Residents in Work in Brighton & Hove and the Coast to Capital LEP Area**

| | 16-64 Working Population in Work | Self Employed Residents | |
|---|---|---|---|
| | Count | Count | Share of Residents in Work |
| Brighton & Hove | 129,600 | 22,500 | 17% |
| Coast to Capital LEP Area | 795,200 | 118,900 | 15% |
| | | | |
| Brighton & Hove Share | 16% | 19% | |

**B4: Three Year Survival Rate of Businesses Born in 2003 and 2005**

| 3 Year Survival Rate | 2003 | 2005 | 2008 | | |
|---|---|---|---|---|---|
| | % | % | Stocks | 16-64 Population | Business Density (per 10,000 16/64 residents |
| Bournemouth | 66.5 | 60.1 | 6,680 | 107,400 | 622 |
| **Brighton and Hove** | **65.1** | **67.6** | **12,230** | **176,800** | **692** |
| Bristol | 65.0 | 63.7 | 15,250 | 300,800 | 507 |
| Cambridge | 66.7 | 67.6 | 4,650 | 88,600 | 525 |
| Luton | 59.3 | 55.7 | 5,175 | 124,600 | 415 |
| Northampton | 63.0 | 66.9 | 7,215 | 140,800 | 512 |
| Norwich | 63.3 | 61.0 | 4,575 | 97,300 | 470 |
| Oxford | 64.9 | 68.4 | 4,360 | 106,700 | 409 |
| Plymouth | 63.0 | 66.4 | 5,955 | 172,000 | 346 |
| Portsmouth | 61.1 | 61.5 | 5,720 | 138,500 | 413 |
| Reading | 63.4 | 67.1 | 5,935 | 105,200 | 564 |
| Southampton | 61.5 | 59.2 | 6,315 | 165,700 | 381 |

Source: Business Demography 2008: Office for National Statistics

**B5: Three Year Survival Rate of Businesses Born in 2003 and 2005 in Brighton & Hoe and the Coast to Capital LEP Area**

| | Stocks | 16-64 Population | Business Density (per 10,000 16/64 residents |
|---|---|---|---|
| Brighton and Hove | 12,230 | 176,800 | 692 |
| Coast to Capital LEP Area | 62,580 | 1,075,400 | 582 |
| | | | |
| Brighton & Hove Share of LEP Area | 19.5 | 16.4 | |

**B6: Three Year Survival Rate of Businesses Born in 2003 and 2005 by Sector (England)**

| Sector | 2003 | 2005 |
|---|---|---|
| Production | 64.8 | 65.5 |
| Construction | 66.0 | 66.9 |
| Motor trades | 63.6 | 65.3 |
| Wholesale | 58.2 | 62.7 |
| Retail | 62.5 | 63.5 |
| Hotels & catering | 54.0 | 55.1 |
| Transport | 62.6 | 63.3 |
| Post & telecommunications | 60.1 | 59.8 |
| Finance | 63.1 | 63.4 |
| Property & business services (Excl 7415) | 64.7 | 66.1 |
| Education | 75.3 | 73.8 |
| Health | 77.4 | 75.6 |
| Other services | 65.6 | 65.2 |
| All Sectors | 63.6 | 64.7 |

**B7: Business Units in Brighton & Hove by Sector**

| | number | percent | Location Quotient (England) | Location Quotient (Coast to Capital) |
|---|---|---|---|---|
| Agriculture & Utilities | 54 | 0.4 | 0.5 | 0.7 |
| Manufacturing | 448 | 3.3 | 0.6 | 0.7 |
| Construction | 1,286 | 9.6 | 0.8 | 0.8 |
| Wholesale and retail trade; repair of motor vehicles and motorcycles | 2,306 | 17.2 | 0.9 | 1.0 |
| Transportation and storage | 215 | 1.6 | 0.5 | 0.6 |
| *Accommodation and food service activities* | *1,118* | *8.3* | ***1.2*** | ***1.3*** |
| *Information and communication* | *1,432* | *10.7* | ***1.6*** | ***1.2*** |
| Financial and insurance activities | 338 | 2.5 | 0.9 | 0.9 |
| Real estate activities | 537 | 4.0 | 1.1 | 1.1 |
| Professional, scientific and technical activities | 1,916 | 14.3 | 1.0 | 0.9 |
| Administrative and support service activities | 1,130 | 8.4 | 1.1 | 1.0 |
| *Public administration and defence; compulsory social security* | *123* | *0.9* | *1.0* | ***1.3*** |
| Education | 348 | 2.6 | 1.0 | 1.1 |
| *Human health and social work activities* | *885* | *6.6* | ***1.3*** | ***1.2*** |
| *Arts, entertainment and recreation* | *677* | *5.0* | ***1.6*** | ***1.5*** |
| Other service activities | 609 | 4.5 | 1.0 | 0.9 |
| Column Total | 13,422 | 100.0 | 1.0 | 1.0 |

Source: Annual Business Inquiry (2008) via NOMISWEB

### B8: Employees in Employment by Sector in Brighton & Hove

| | number | percent | LQ(England) | LQ (Coast to Capital) |
|---|---|---|---|---|
| Agriculture & Utilities | 2,085 | 1.7 | 1.5 | 1.5 |
| Manufacturing | 2,787 | 2.3 | 0.2 | 0.4 |
| Construction | 3,688 | 3.1 | 0.6 | 0.7 |
| Wholesale and retail trade; repair of motor vehicles and motorcycles | 17,310 | 14.5 | 0.9 | 0.9 |
| Transportation and storage | 3,488 | 2.9 | 0.6 | 0.5 |
| Accommodation and food service activities | 11,208 | 9.4 | **1.4** | **1.4** |
| Information and communication | 5,627 | 4.7 | **1.2** | 1.1 |
| Financial and insurance activities | 8,492 | 7.1 | **1.7** | **1.2** |
| Real estate activities | 1,945 | 1.6 | 1.1 | 1.1 |
| Professional, scientific and technical activities | 7,346 | 6.2 | 0.9 | 0.9 |
| Administrative and support service activities | 11,701 | 9.8 | **1.2** | 1.1 |
| Public administration and defence; compulsory social security | 4,377 | 3.7 | 0.7 | 0.8 |
| Education | 14,769 | 12.4 | **1.3** | **1.3** |
| Human health and social work activities | 16,909 | 14.2 | **1.2** | 1.1 |
| Arts, entertainment and recreation | 4,370 | 3.7 | **1.5** | **1.5** |
| Other service activities | 3,112 | 2.6 | **1.2** | 1.1 |
| Column Total | 119,214 | 100.0 | 1.0 | 1.0 |

Source: Annual Business Inquiry (2008) via NOMISWEB

### B9: Business Units in Brighton & Hove by Size and by Sector

| Industry | Total | 1-10 | 11-49 | 50-199 | 200+ |
|---|---|---|---|---|---|
| | number | percent | percent | percent | percent |
| Agriculture & Utilities | <100 | 78 | 9 | **9** | **4** |
| Manufacturing | 400 | 88 | 10 | 2 | 0 |
| Construction | 1,300 | 95 | 5 | 0 | 0 |
| Wholesale and retail trade; repair of motor vehicles and motorcycles | 2,300 | 87 | 11 | 2 | 0 |
| Transportation and storage | 200 | 83 | 12 | 2 | **3** |
| Accommodation and food service activities | 1,100 | 76 | 22 | 2 | 0 |
| Information and communication | 1,400 | 95 | 4 | 1 | 0 |
| Financial and insurance activities | 300 | 75 | 18 | **6** | 1 |
| Real estate activities | 500 | 96 | 4 | 1 | 0 |
| Professional, scientific and technical activities | 1,900 | 94 | 5 | 1 | 0 |
| Administrative and support service activities | 1,100 | 88 | 9 | 2 | 1 |
| Public administration and defence; compulsory social security | 100 | 49 | **34** | **15** | **2** |
| Education | 300 | 59 | **24** | **13** | **4** |
| Human health and social work activities | 900 | 63 | 33 | 4 | 1 |
| Arts, entertainment and recreation | 700 | 91 | 6 | 2 | 0 |
| Other service activities | 600 | 92 | 6 | 1 | 0 |
| Column Total | 13,000 | 86 | 11 | 2 | 1 |

Source: Annual Business Inquiry (2008) via NOMISWEB

## B10: Number of Employees in Brighton & Hove by Size of Business and by Sector

| | ALL | 1-10 | 11-49 | 50-199 | 200+ |
|---|---|---|---|---|---|
| | number | percent | percent | percent | percent |
| Agriculture & Utilities | 2,100 | 4 | 6 | 22 | **69** |
| Manufacturing | 2,800 | **38** | 32 | **30** | 0 |
| Construction | 3,700 | **60** | 33 | 8 | 0 |
| Wholesale and retail trade; repair of motor vehicles and motorcycles | 17,300 | 35 | 31 | 18 | 16 |
| Transportation and storage | 3,500 | 11 | 18 | 12 | **59** |
| Accommodation and food service activities | 11,200 | **36** | **46** | 14 | 4 |
| Information and communication | 5,600 | **40** | 24 | 21 | 15 |
| Financial and insurance activities | 8,500 | 9 | 16 | 20 | **55** |
| Real estate activities | 1,900 | **57** | 29 | 14 | 0 |
| Professional, scientific and technical activities | 7,300 | **45** | 28 | 13 | 14 |
| Administrative and support service activities | 11,700 | 19 | 19 | 21 | **41** |
| Public administration and defence; compulsory social security | 4,400 | 6 | 23 | **38** | 33 |
| Education | 14,800 | 4 | 16 | **26** | **54** |
| Human health and social work activities | 16,909 | 13 | **36** | 16 | **34** |
| Arts, entertainment and recreation | 4,400 | 29 | 22 | **30** | 19 |
| Other service activities | 3,100 | **49** | 24 | 16 | 10 |
| Column Total | 119,200 | 25 | 27 | 20 | 29 |

**Source: Annual Business Inquiry (2008) via NOMISWEB**

## B11: Difference in Occupations Between People Who Live and People who Work in Brighton & Hove (2010)

| | People Working in Brighton & Hove | | People Living in Brighton & Hove | | Difference | |
|---|---|---|---|---|---|---|
| | number | % | number | % | Num ber | % |
| Managers and Senior Officials | 20,600 | 16 | 22,000 | 17 | -1,400 | -6.4 |
| Professional Occupations | 18,600 | 14 | 21,100 | 16 | -2,500 | -11.8 |
| Associate Prof & Tech Occupations | 24,300 | 19 | 24,300 | 18 | 0 | 0.0 |
| Administrative and Secretarial Occupations | 15,400 | 12 | 12,800 | 10 | 2,600 | 20.3 |
| Skilled Trades Occupations : All people | 9,900 | 8 | 11,100 | 8 | -1,200 | -10.8 |
| Personal Service Occupations : All people | 11,500 | 9 | 10,900 | 8 | 600 | 5.5 |
| Sales and Customer Service Occupations : All people | 12,100 | 9 | 10,500 | 8 | 1,600 | 15.2 |
| Process, Plant and Machine Operatives | 4,600 | 4 | 5,400 | 4 | -800 | -14.8 |
| Elementary occupations | 13,900 | 11 | 14,400 | 11 | -500 | -3.5 |
| TOTAL | 130,900 | 100 | 132,500 | 100 | -1,600 | -1.2 |

Source: Annual Population Survey (2010) via NOMISWEB

# C: Skills and Qualifications

## C1: Qualification Levels in University Towns and Cities

| | % with NVQ4+ - aged 16-64 | | Below Level 2 | | Ratio of High Skill to Low Skill |
|---|---|---|---|---|---|
| | number | percent | number | percent | |
| Bournemouth | 26,500 | 25% | 26,300 | 27% | 0.9 |
| **Brighton and Hove** | **76,800** | **43%** | **32,900** | **20%** | **2.1** |
| Bristol | 103,900 | 35% | 70,700 | 27% | 1.3 |
| Cambridge | 53,500 | 61% | 14,000 | 18% | 3.3 |
| Luton | 24,700 | 20% | 41,700 | 33% | 0.6 |
| Norwich | 29,200 | 30% | 25,800 | 31% | 1.0 |
| Oxford | 51,900 | 46% | 20,800 | 21% | 2.2 |
| Northampton | 28,200 | 21% | 43,100 | 31% | 0.7 |
| Plymouth | 40,300 | 24% | 48,900 | 32% | 0.8 |
| Portsmouth | 36,900 | 27% | 36,300 | 29% | 0.9 |
| Reading | 34,300 | 34% | 21,500 | 23% | 1.5 |
| Southampton | 49,900 | 30% | 42,600 | 28% | 1.1 |

Source: Annual Population Survey 2009 ONS via NOMISWEB

## C2: Qualification Levels: Brighton & Hove and the Coast to Capital LEP Area

| | % with NVQ4+ - aged 16-64 | | Below Level 2 | | Ratio of High Skill to Low Skill |
|---|---|---|---|---|---|
| | number | percent | number | percent | |
| Brighton and Hove | 76,800 | 43% | 32,900 | 20% | 2.1 |
| Coast to Capital LEP | 435,200 | 33% | 288,700 | 24% | 1.4 |
| | | | | | |
| Brighton & Hove as a Share of LEP area | 18% | | 11% | | |

Source: Annual Population Survey 2009 ONS via NOMISWEB

**Qualification Levels by Ethnic Group**

| | No Quals | Level 1 | BELOW LEVEL 2 | Level 2 | Level 3 | Level 4/5 | Other |
|---|---|---|---|---|---|---|---|
| **ALL** | **22** | **14** | **36** | **18** | **12** | **29** | **5** |
| White - British | 23 | 15 | 38 | 18 | 12 | 27 | 5 |
| White - Irish | 24 | 7 | 30 | 12 | 14 | 38 | 6 |
| White - Other | 10 | 5 | 15 | 12 | 20 | 46 | 7 |
| **WHITE** | **23** | **14** | **36** | **18** | **12** | 28 | **5** |
| Mixed - White and Black Caribbean | 12 | 13 | 25 | 21 | 17 | 33 | 4 |
| Mixed - White and Black African | 20 | 12 | 32 | 19 | 15 | 29 | 5 |
| Mixed - White and Asian | 9 | 7 | 17 | 20 | 19 | 41 | 3 |
| Mixed - Other | 10 | 8 | 18 | 19 | 22 | 38 | 4 |
| **MIXED** | **12** | **9** | **21** | **20** | **19** | **36** | **4** |
| Asian - Indian | 10 | 6 | 16 | 15 | 20 | 47 | 2 |
| Asian - Pakistani | 15 | 9 | 24 | 12 | 15 | 48 | 1 |
| Asian - Bangladeshi | **43** | 19 | **62** | 12 | 10 | 11 | 4 |
| Asian - Other | 13 | 5 | 19 | 17 | 15 | 45 | 5 |
| **ASIAN** | **17** | **8** | **25** | **15** | **16** | **41** | **3** |
| Black or Black British - Black Caribbean ) | 11 | 13 | 24 | 18 | 16 | 38 | 4 |
| Black or Black British - Black African ) | 15 | 9 | 25 | 21 | 18 | 32 | 4 |
| Black or Black British - Other ) | 4 | 24 | 28 | 16 | 19 | 37 | 0 |
| **BLACK** | **13** | **11** | **25** | **20** | **18** | **34** | **4** |
| Chinese or Other Ethnic Group - Chinese ) | 21 | 7 | 28 | 17 | 15 | 35 | 5 |
| Chinese or Other Ethnic Group - Other ) | 17 | 6 | 22 | 13 | 14 | 45 | 6 |
| **OTHER** | **19** | **6** | **25** | **15** | **15** | **40** | **5** |
| **ALL NON WHITE** | **15** | **9** | **24** | **17** | **17** | **38** | **4** |

Source: 2001 Census

# D: Employment

### D1: Employment Rates in University Cities and Towns in the South (2004-2009)

Source: Annual Population Survey April 2004-March 2005 & April 2009-March 2010

| | Employment rate - aged 16-64 | | Change Since 2004 | | |
|---|---|---|---|---|---|
| | number | Rate | Count Change | Percent Change | Rate Change (%) |
| Bournemouth | 70,000 | 67.0% | -2,300 | -3.2% | -5.8% |
| Brighton and Hove | 129,600 | 71.6% | +6,300 | +5.1% | -2.2% |
| Bristol | 212,200 | 71.3% | +16,300 | +8.3% | -1.3% |
| Luton | 83,000 | 66.6% | -1,200 | -1.4% | -4.1% |
| Cambridge | 64,600 | 72.7% | +5,800 | +9.9% | -1.7% |
| Northampton | 100,500 | 73.2% | -1,800 | -1.8% | -5.8% |
| Norwich | 70,000 | 72.3% | +9,900 | +16.5% | 1.0% |
| Oxford | 78,500 | 69.1% | +6,600 | +9.2% | -0.7% |
| Plymouth | 118,500 | 70.8% | +4,700 | +4.1% | -1.4% |
| Portsmouth | 97,500 | 71.4% | +4,800 | +5.2% | -0.6% |
| Reading | 75,700 | 74.7% | +1,500 | +2.0% | -1.8% |
| Southampton | 114,600 | 68.1% | +3,300 | +3.0% | -3.8% |

### D2: Employment Rates in Brighton & Hove and Coast to Capital LEP Area

| | Employment rate - aged 16-64 | | Change Since 2004 | | |
|---|---|---|---|---|---|
| | number | Rate | Count Change | Percent Change | Rate Change (%) |
| Brighton & Hove | 129,600 | 71.6% | 6,300 | +5.1% | -2.2% |
| Coast to Capital LEP | 795,200 | 73.9% | 13,100 | +1.7% | -2.3% |
| | | | | | |
| Brighton & Hove as a Share of LEP Area | 16% | | 48% | | |

Source: Annual Population Survey April 2004-March 2005 & April 2009-March 2010

### D3: Private Sector Employees in University Towns and Cities 2004-2008

| Area | Private Sector Employees | Share of All Employees | Change Since 2004 | | Part-Time |
|---|---|---|---|---|---|
| | Count | % | Count | % | % |
| Bournemouth | 54,382 | 72% | +2,403 | +4.5% | 34% |
| Brighton and Hove | 83,095 | 70% | +5,276 | +6.4% | 32% |
| Bristol | 165,015 | 71% | +3,700 | +2.2% | 28% |
| Cambridge | 49,783 | 57% | +829 | +1.9% | 31% |
| Luton | 64,533 | 76% | -2,873 | -4.3% | 25% |
| Northampton | 93,204 | 74% | -2,701 | -2.8% | 23% |
| Norwich | 67,067 | 74% | -3,951 | -5.7% | 35% |
| Oxford | 58,265 | 54% | -341 | -0.6% | 28% |
| Plymouth | 67,464 | 63% | -970 | -1.4% | 32% |
| Portsmouth | 65,704 | 66% | +1,770 | +2.6% | 29% |
| Reading | 75,264 | 77% | +85 | +0.1% | 25% |
| Southampton | 73,918 | 67% | -6,771 | -2.5% | 27% |

Source: Annual Business Inquiry (2004-2008) Office of National Statistics via NOMISWEB.

### D4: Private Sector Employees in Brighton & Hove and Coast to Capital LEP Area 2004-2008

| | Private Sector Employees | Share of All Employees | Change Since 2004 | | Part-Time |
|---|---|---|---|---|---|
| | Count | % | Count | % | % |
| Brighton & Hove | 83,095 | 70% | +5,276 | 6.4% | 32% |
| Coast to Capital | 527,809 | 73% | +13,473 | 2.6% | 28% |
| | | | | | |
| Brighton & Hove Share | 16% | | 39% | | |

Source: Annual Business Inquiry (2004-2008) Office of National Statistics via NOMISWEB.

### D5: Employment in Knowledge Sectors in University Cities and Towns 2004-2008

| | 2008 | | Change 2004-2008 | |
|---|---|---|---|---|
| | Count | Share (%) | Count | % |
| Bournemouth | 17,599 | 23% | 3,230 | +21% |
| Brighton and Hove | 31,007 | 26% | 3,804 | +14% |
| Bristol | 63,968 | 28% | 7,269 | +12% |
| Cambridge | 37,076 | 42% | 3,885 | 13% |
| Luton | 12,279 | 14% | -3,089 | -23% |
| Northampton | 23,366 | 19% | 1,048 | +5% |
| Norwich | 23,848 | 26% | -6,340 | -26% |
| Oxford | 33,912 | 31% | -65 | 0% |
| Plymouth | 15,205 | 14% | -411 | -3% |
| Portsmouth | 20,280 | 20% | -884 | -4% |
| Reading | 30,478 | 31% | -193 | -0% |
| Southampton | 25,882 | 24% | -1,008 | -4% |

Source: Annual Business Inquiry (2008) via NOMISWEB

**D6: Employment in Knowledge Sectors in Brighton & Hove and Coast to Capital LEP Area 2004-2008**

| Area | 2008 | | | Change 2004-2008 | |
|---|---|---|---|---|---|
| | Count | Share (%) | | Count | % |
| Bighton and Hove | 31,007 | 26$ | | 3,804 | 14% |
| Coast to Capital LEP Area | 159,684 | 22$ | | 3,364 | 2% |
| | | | | | |
| Brighton & Hove Share of LEP Area | 19% | | 113% | | |

Source: Annual Business Inquiry (2008) via NOMISWEB

**D7: High and Low Level Occupations in University Cities and Towns 2009 (Residence-Based)**

| | Higher Level (Managers, Professionals and Associate Professionals) | | Elementary Occupations | |
|---|---|---|---|---|
| | Count | % of All Working | Count | % of All Working |
| Bournemouth | 31,900 | 45 | 6,600 | 9 |
| **Brighton and Hove** | **63,500** | **49** | **13,900** | **11** |
| Bristol, City of | 173,900 | 53 | 25,900 | 8 |
| Cambridge | 77,500 | 66 | 9,400 | 8 |
| Luton | 31,300 | 37 | 10,200 | 12 |
| Northampton | 53,500 | 45 | 14,200 | 12 |
| Norwich | 62,900 | 47 | 14,300 | 11 |
| Oxford | 67,200 | 58 | 11,100 | 10 |
| Plymouth | 52,700 | 41 | 12,700 | 10 |
| Portsmouth | 50,300 | 43 | 13,900 | 12 |
| Reading | 69,100 | 56 | 11,700 | 10 |
| Southampton | 65,600 | 46 | 14,500 | 10 |

Source: Annual Population Survey 2009/2010

**D8: Commuting Patterns in and Out of Brighton & Hove**

| Destination/Source | Out | In | Total Commutes | Net Out | Ratio Out:In |
|---|---|---|---|---|---|
| Brighton Commuters | 33,531 | 28,182 | 61,713 | -5,349 | 1.2:1 |
| London | 7,618 | 798 | 8,416 | -6,820 | 9.5:1 |
| Crawley | 4,387 | 354 | 4,741 | -4,033 | 12.4:1 |
| Lewes | 3,972 | 7,612 | 11,584 | 3,640 | 0.5:1 |
| Mid Sussex | 3,833 | 2,759 | 6,592 | -1,074 | 1.4:1 |
| Adur | 3,417 | 6,144 | 9,561 | 2,727 | 0.6:1 |
| Worthing | 2,220 | 2,799 | 5,019 | 579 | 0.8:1 |
| Horsham | 1,693 | 1,520 | 3,213 | -173 | 1.1:1 |
| Other Sussex | 2,385 | 4,281 | 6,666 | 1,896 | 0.6:1 |
| Other South East | 2,621 | 1,032 | 3,653 | -1,589 | 2.5:1 |

Source: Census 2001

**D9: Employees in Employment by Gender, Sector and Full/Part-Time Workers**

| | Number | % Female | % Part-Time |
|---|---|---|---|
| Agriculture & Utilities | 2,126 | 25 | 8 |
| Manufacturing | 2,787 | 28 | 14 |
| Construction | 3,688 | 24 | 15 |
| Wholesale and retail trade; repair of motor vehicles and motorcycles | 17,310 | 51 | 45 |
| Transportation and storage | 3,488 | 16 | 13 |
| Accommodation and food service activities | 11,208 | 49 | 49 |
| Information and communication | 5,627 | 34 | 15 |
| Financial and insurance activities | 8,492 | 57 | 20 |
| Real estate activities | 1,945 | 53 | 29 |
| Professional, scientific and technical activities | 7,346 | 50 | 19 |
| Administrative and support service activities | 11,701 | 49 | 32 |
| Public administration and defence; compulsory social security | 4,377 | 54 | 24 |
| Education | 14,769 | 66 | 50 |
| Human health and social work activities | 16,909 | 77 | 45 |
| Arts, entertainment and recreation | 4,370 | 46 | 48 |
| Other service activities | 3,112 | 51 | 31 |
| Column Total | **119,256** | 53 | 35 |

Source: Annual Business Inquiry (2008) via NOMISWEB

**D10: Occupations by Ethnicity (Residence Based)**

| | All | | White | | Non-White | |
|---|---|---|---|---|---|---|
| | Number | % | % of Occupation | % of Ethnic Group | % of Occupation | % of Ethnic Group |
| Managers & Senior Officials | 22,000 | 17 | 92 | 17 | 8 | 14 |
| Professional Occupations | 21,100 | 16 | 80 | 14 | 20 | 32 |
| Associate Professional & Technical Occupations | 24,300 | 18 | 92 | 19 | 8 | 14 |
| Administrative & Secretarial Occupations | 12,700 | 10 | 93 | 10 | 7 | 7 |
| Skilled Trade Occupations | 11,100 | 8 | 94 | 9 | 6 | 5 |
| Personal Service Occupations | 10,900 | 8 | 92 | 9 | 8 | 6 |
| Sales & Consumer Service Occupations | 10,500 | 8 | 87 | 8 | 13 | 11 |
| Process, Plant & Machine Operatives | 5,500 | 4 | 91 | 4 | 9 | not known |
| Employed in Elementary Occupations | 14,400 | 11 | 91 | 11 | 9 | 9 |

Source: Annual Business Inquiry (2008) via NOMISWEB

**D11: Occupations by Gender (Residence Based)**

| | All | | Males | | Females | |
|---|---|---|---|---|---|---|
| | Number | % | % of Occupation | % of Gender | % of Occupation | % of Gender |
| Managers & Senior Officials | 22,000 | 17 | 63 | 20 | 37 | 13 |
| Professional Occupations | 21,100 | 16 | 56 | 17 | 44 | 15 |
| Associate Professional & Technical Occupations | 24,300 | 18 | 54 | 19 | 46 | 18 |
| Administrative & Secretarial Occupations | 12,700 | 10 | 31 | 6 | 69 | 14 |
| Skilled Trade Occupations | 11,100 | 8 | 90 | 14 | 10 | 2 |

| | | | | | | |
|---|---|---|---|---|---|---|
| Personal Service Occupations | 10,900 | 8 | 18 | 3 | 82 | 14 |
| Sales & Consumer Service Occupations | 10,500 | 8 | 28 | 4 | 72 | 12 |
| Process, Plant & Machine Operatives | 5,500 | 4 | 95 | 7 | 0 | 5 |
| Employed in Elementary Occupations | 14,400 | 11 | 53 | 11 | 47 | 11 |

# E: Earnings

## E1: Workplace and Residence Based Earnings 2009

| Area | Bottom 25% | | Median | | Top 25% | |
|---|---|---|---|---|---|---|
| | Amount (below) | Variation from Residents' Earnings | Amount (above) | Amount (below) | Variation from Residents' Earnings | Amount (above) |
| Bournemouth | £217.50 | -£21.80 | £354.30 | -£17.30 | £616.00 | +£35.30 |
| Brighton and Hove | £238.30 | -£26.40 | £377.80 | -£24.60 | £554.70 | -£90.90 |
| Bristol | £277.20 | +£31.70 | £419.90 | +£24.20 | £614.60 | +£42.60 |
| Cambridge | £284.30 | +£3.70 | £461.70 | -£15.60 | £660.20 | -£78.10 |
| Luton | £223.70 | -£6.80 | £395.40 | +£28.00 | £604.60 | +£54.60 |
| Northampton | £246.60 | -£5.40 | £388.90 | +£1.10 | £574.90 | +£16.20 |
| Norwich | £208.40 | -£21.60 | £349.10 | -£1.20 | £566.10 | +£12.90 |
| Oxford | £267.00 | -£10.60 | £447.70 | +£14.50 | £639.00 | +£51.00 |
| Plymouth | £243.20 | +£9.60 | £381.00 | +£23.10 | £570.90 | +£23.20 |
| Portsmouth | £252.10 | +£68.60 | £432.30 | +£55.80 | £656.70 | +£118.70 |
| Reading | £302.70 | +£23.50 | £464.50 | -£6.40 | £666.00 | -£30.30 |
| Southampton | £243.50 | +£3.80 | £408.60 | +£25.40 | £596.10 | +£45.50 |

**Source: Annual Survey of Hours and Earnings (ASHE) 2009 via NOMISWEB**

## E2: Weekly Earnings by Employment Status and by Gender (2009)

| | Average Hourly Earnings | | Female as % of Male | Workplace and Residence Based Earnings - Difference | | Brighton & Hove as % of England Average |
|---|---|---|---|---|---|---|
| | Amount | +/-% | % | Amount | % | % |
| Total | £11.09 | 3.0 | n/a | -£0.98 | -9% | 99% |
| Male | £11.79 | 5.7 | n/a | -£0.72 | -6% | 93% |
| Female | £10.80 | 3.5 | 92% | -£0.38 | -4% | 111% |
| Full Time | £12.17 | 4.0 | n/a | -£1.00 | -8% | 97% |
| Part Time | £9.24 | 7.5 | n/a | -£0.15 | -2% | 118% |
| Full Time - Male | £12.51 | 6.3 | n/a | -£1.33 | -11% | 94% |
| Full Time - Female | £11.37 | 4.7 | 91% | -£1.31 | -12% | 99% |
| Part Time - Male | £7.07 | ### | n/a | -£0.84 | -12% | 91% |
| Part Time - Female | £9.60 | 7.6 | 136% | £0.00 | 0% | 122% |

Source: Annual Survey of Hours and Earnings (2009) via NOMISWEB

## F: Economy

## Centre for Cities University Cities in the South Index

| | Annual Av 16-64 Pop Change (1998-2008) | | Real GVA per Worker Growth (1998-2007) | | Private Sector Jobs Growth (1998-2008) | | 2008 Mean Wages | | House Prices 2008 | | Average IB + JSA Claimant Rate (1999-2008) | | Business per 10000 16-64 Population | | Total Score | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Percent | Rank | Percent | Rank | Percent | Rank | Amount | Rank | Amount | Rank | Percent | Rank | Count | Rank | Score | Rank |
| Bournemouth | 0.6% | 11 | 2.6 | 7 | 12.7% | 4 | £483 | 4 | £247,884 | 5 | 3.9% | 7 | 676 | 2 | 104.5 | 5 |
| **Brighton and Hove** | **0.9%** | **8** | **1.4** | **11** | **26.1%** | **1** | **£429** | **10** | **£266,608** | **3** | **5.1%** | **11** | **692** | **1** | **100.1** | **7** |
| Bristol | 1.5% | 1 | 2.6 | 8 | 15.4% | 2 | £477 | 5 | £200,467 | 6 | 3.6% | 5 | 515 | 6 | 106.1 | 4 |
| Cambridge | 1.4% | 3 | 3.3 | 2 | -4.0% | 11 | £609 | 2 | £287,493 | 2 | 2.6% | 2 | 525 | 5 | 119.5 | 1 |
| Luton | 0.5% | 12 | 2.3 | 9 | 1.2% | 9 | £460 | 8 | £164,999 | 10 | 4.7% | 9 | 415 | 9 | 79.7 | 11 |
| Northampton | 1.0% | 6 | 1.9 | 10 | 13.8% | 3 | £467 | 6 | £157,747 | 11 | 3.8% | 6 | 512 | 7 | 94.1 | 10 |
| Norwich | 1.4% | 4 | 2.9 | 5 | -3.0% | 10 | £408 | 12 | £181,130 | 9 | 4.2% | 8 | 529 | 4 | 94.1 | 9 |
| Oxford | 1.3% | 5 | 3.1 | 3 | -9.8% | 12 | £484 | 3 | £333,253 | 1 | 2.7% | 3 | 409 | 10 | 107.5 | 3 |
| Plymouth | 1.0% | 7 | 1.3 | 12 | 7.2% | 6 | £441 | 9 | £156,661 | 12 | 5.0% | 10 | 346 | 11 | 76.3 | 12 |
| Portsmouth | 0.7% | 10 | 3.4 | 1 | 2.0% | 8 | £464 | 7 | £188,565 | 8 | 8.0% | 12 | 10 | 12 | 12.0 | 6 |
| Reading | 0.7% | 9 | 3.1 | 4 | 10.3% | 5 | £610 | 1 | £256,879 | 4 | 2.3% | 1 | 618 | 3 | 118.7 | 2 |
| Southampton | 1.4% | 2 | 2.7 | 6 | 2.2% | 7 | £425 | 11 | £192,947 | 7 | 3.4% | 4 | 479 | 8 | 98.0 | 8 |

Source: Centre for Cities (2010)

**F1: GVA Contribution by Sector in Brighton & Hove (2004-2007)**

| | 2004 | | 2007 | | 2004-2007 Change | |
|---|---|---|---|---|---|---|
| | £m | % | £m | % | £m | % |
| Agriculture | 6 | 0.1 | 5 | 0.1 | -1 | -17 |
| Production | 391 | 8.2 | 432 | 8.2 | 41 | 10 |
| Construction | 200 | 4.2 | 245 | 4.6 | 45 | 23 |
| Distribution and Transport | 1120 | 23.5 | 974 | 18.4 | -146 | -13 |
| Business and Finance | 1863 | 39.0 | 2068 | 39.0 | 205 | 11 |
| Public Admin, Education, Health and Other | 1195 | 25.0 | 1574 | 29.7 | 379 | 32 |
| **Total** | **4775** | **100** | **5298** | **100** | **523** | **11** |

Source: Sub-Regional GVA at Current Prices Office for National Statistics

**F2: GVA Growth by Sector in Brighton & Hove**

| | 1997 | | 2007 | | 1997-2007 Change | | Share of Change |
|---|---|---|---|---|---|---|---|
| | £m | % | £m | % | £m | % | % |
| **Agriculture, forestry and fishing** | 3 | 0 | 5 | 0 | 2 | 67 | 0 |
| **Production** | 321 | 10 | 377 | 7 | 56 | 17 | 3 |
| **Construction** | 134 | 4 | 243 | 5 | 109 | 81 | 5 |
| **Distribution, transport and communication** | 728 | 23 | 1039 | 20 | 311 | 43 | 15 |
| **Business services and finance** | 1 191 | 38 | 2028 | 39 | 837 | 70 | 40 |
| **Public administration, education, health and other services** | 740 | 24 | 1521 | 29 | 781 | 106 | 37 |
| **Total GVA** | **3 116** | **100** | **5212** | **100** | **2 096** | **67** | **100** |

Source: Sub-Regional GVA Office for National Statistics

**F3: Estimated GVA per Full-Time Equivalent Employee by Sector in England (2007), Compared with Brighton & Hove's Employment Strengths**

| Sector | GVA per FTE (England) | Share of FTE Employment (Brighton & Hove) | Relative Strengths (LQ)[54] |
|---|---|---|---|
| *Electricity, gas and water supply* | *£186,850* | *1.4* | *3.2* |
| *Financial intermediation* | *£98,000* | *7.9* | *1.8* |
| Mining & Quarrying | £81,688 | 0.0 | n/a |
| *Real estate, renting and business activities* | *£62,366* | *21.1* | *1.1* |
| Construction | £62,104 | 3.2 | 0.6 |
| Transport, storage and communication | £55,584 | 5.5 | 0.8 |
| Manufacturing | £54,999 | 3.4 | 0.3 |
| *Other services* | *£45,100* | *7.2* | *1.5* |
| Public administration and defence[3] | £41,394 | 4.0 | 0.7 |
| Agriculture, hunting, forestry & fishing | £41,109 | 0.1 | n/a |
| Wholesale and retail trade (including motor trade) | £32,033 | 13.5 | 0.9 |
| *Education* | *£30,014* | *10.9* | *1.4* |
| *Health and social work* | *£27,256* | *13.3* | *1.3* |
| *Hotels and restaurants* | *£19,895* | *8.4* | *1.5* |
| **Total** | **£56,164** | 100.0 | 1.0 |

Source: Step Ahead Research Figures, adapted from GVA Estimates (2007) and Annual Business Inquiry (2008). ONS

# G: Workslessness

**G1: Comparison of NEET rates & Unemployment Rates in the South East Region 2008-2009**

| | **2009** | | | **2008** | | |
|---|---|---|---|---|---|---|
| | **NEET Rate (%)** | **Unemployment Rate (%)** | **Ratio** | **NEET Rate (%)** | **Unemployment Rate** | **Ratio** |
| Bracknell Forest | 6.8 | 4.9 | **1.4** | 9.5 | 7.0 | **1.4** |
| Brighton & Hove | 8.8 | 8.5 | **1.0** | 7.8 | 7.3 | **1.1** |
| East Sussex | 7.3 | 5.9 | **1.2** | 7.2 | 5.1 | **1.4** |
| Hampshire | 5.7 | 4.9 | **1.2** | 9.9 | 6.5 | **1.5** |
| Isle of Wight | 6.9 | 8.9 | **0.8** | 8.6 | 5.5 | **1.6** |
| Kent | 4.9 | 6.2 | **0.8** | 6.3 | 3.6 | **1.8** |
| Medway | 5.8 | 11.5 | **0.5** | 4.7 | 5.9 | **0.8** |
| Portsmouth | 11.1 | 6.9 | **1.6** | 9.4 | 4.7 | **2.0** |
| Reading | 6.5 | 7.2 | **0.9** | 5.3 | 6.5 | **0.8** |
| Slough | 6.0 | 7.3 | **0.8** | 4.7 | 3.6 | **1.3** |

[54] The Location Quotient (LQ) shows the relative employment concentrations in an area. Where the LQ is above 1.0, it has a disproportionate number of full-time equivalent jobs, compared with England. (Full-time equivalence has been calculated on the basis of 1 x full-time employee jobs + 0.4 x part-time employee jobs.

| | | | | | | |
|---|---|---|---|---|---|---|
| Southampton | 9.7 | 8.4 | **1.2** | 3.4 | 3.0 | **1.1** |
| Surrey | 4.1 | 4.3 | **1.0** | 7.1 | 5.3 | **1.3** |
| West Berkshire | 5.2 | 5.3 | **1.0** | 5.1 | 3.6 | **1.4** |
| West Sussex | 5.9 | 6.3 | **0.9** | 5.4 | 3.8 | **1.4** |
| Windsor & Maidenhead | 5.5 | 4.4 | **1.3** | 6.0 | 3.7 | **1.6** |
| Wokingham | 6.3 | 6.0 | **1.1** | 6.9 | 3.3 | **2.1** |
| **Median** | **6.2** | **6.3** | **1.0** | **6.6** | **4.9** | **1.4** |

Source: Department for Education (2009) and Annual Population Survey (ONS) via NOMISWEB (2009)

### G2: People Claiming Out of Work Benefits 2004, 2008 and 2010

| | 2010 | | Change 2004-2008 | | Change 2008-2010 | |
|---|---|---|---|---|---|---|
| | number | Rate % | number | % | number | % |
| Bournemouth | 15,350 | 14.3 | -40 | -0.3 | 2,680 | 21.2 |
| **Brighton and Hove** | **24,510** | **13.7** | **-620** | **-2.9** | **3,490** | **16.6** |
| Bristol, City of | 39,840 | 13 | 270 | 0.8 | 5,580 | 16.3 |
| Cambridge | 6,420 | 7.1 | 0 | 0 | 770 | 13.6 |
| Luton | 17,330 | 13.6 | -590 | -3.9 | 2,810 | 19.4 |
| Northampton | 18,070 | 12.8 | 580 | 4.3 | 4,060 | 29 |
| Norwich | 13,770 | 13.8 | 270 | 2.3 | 1,620 | 13.3 |
| Oxford | 9,290 | 8.5 | -300 | -3.6 | 1,370 | 17.3 |
| Plymouth | 23,980 | 13.9 | -910 | -4.1 | 2,710 | 12.7 |
| Portsmouth | 17,210 | 12.1 | 1,170 | 8.8 | 2,730 | 18.9 |
| Reading | 11,290 | 10.6 | -520 | -5.7 | 2,650 | 30.7 |
| Southampton | 20,140 | 12 | -280 | -1.6 | 3,050 | 17.8 |

Source: DWP Benefits February 2004, February 2008 and February 2010 via NMISWEB

### G4: Out of Work Benefit Claimants by Benefit Type and Age (2010)

| | aged under 25 | | aged 25-34 | | aged 35-44 | | aged 45-54 | | aged 55-59 | | aged 60-64 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| Job seeker | 1,960 | 27 | 1,950 | 27 | 1,710 | 23 | 1,260 | 17 | 390 | 5 | 40 | 1 |
| ESA and incapacity benefits | 900 | 7 | 1,950 | 14 | 3,610 | 27 | 4,060 | 30 | 1,930 | 14 | 1,070 | 8 |
| Lone parent | 590 | 21 | 1,040 | 37 | 960 | 34 | 240 | 8 | 10 | 0 | | 0 |
| Others on income related benefit | 210 | 25 | 40 | 5 | 30 | 4 | 30 | 4 | 20 | 2 | 510 | 61 |
| Out-of-work benefits | 3,670 | 15 | 4,980 | 20 | 6,300 | 26 | 5,580 | 23 | 2,360 | 10 | 1,630 | 7 |

Source: DWP Benefits February 2004, February 2008 and February 2010 via NMISWEB

**G2: People Claiming Out of Work Benefits 2004, 2008 and 2010- Brighton & Hove and Coast to Capital LEP**

| | 2004 | | 2008 | | Change 2004-2008 | | 2010 | | Change 2008-2010 | |
|---|---|---|---|---|---|---|---|---|---|---|
| | number | rate % | number | rate % | number | % | number | rate % | number | % |
| Brighton & Hove | **21,640** | **13.0** | **21,020** | **11.9** | **-620** | **-2.9** | **24,510** | **13.7** | **3,490** | **16.6** |
| Coast to Capital LEP | 91,710 | 8.9 | 90,490 | 8.4 | -1,220 | -1.3 | 110,930 | 10.3 | 20,440 | 22.6 |
| | | | | | | | | | | |
| Brighton & Hove as A Share of LEP Area | 24% | | 23% | | 51% | | 22% | | 17% | |

Source: DWP Benefits February 2004, February 2008 and February 2010 via NMISWEB

**G3: People Aged Under 25 Years Claiming Out of Work Benefits 2008-2010**

| | 2010 | | 2008-2010 | |
|---|---|---|---|---|
| | Number | Share of All Claimants (%) | Count | % |
| Bournemouth | 2,300 | 15 | 690 | 43 |
| Brighton and Hove | 4,240 | 17 | 1,140 | 37 |
| Bristol, City of | 7,260 | 18 | 1,590 | 28 |
| Cambridge | 1,170 | 18 | 200 | 21 |
| Luton | 3,210 | 19 | 740 | 30 |
| Northampton | 3,950 | 22 | 1,240 | 46 |
| Norwich | 2,770 | 20 | 550 | 25 |
| Oxford | 1,820 | 20 | 370 | 26 |
| Plymouth | 4,950 | 21 | 1,070 | 28 |
| Portsmouth | 3,500 | 20 | 870 | 33 |
| Reading | 2,360 | 21 | 660 | 39 |
| Southampton | 4,040 | 20 | 810 | 25 |

**G4: People Aged Under 25 Years Claiming Out of Work Benefits 2008-2010 in Brighton 7 Hove and the LEP Area**

| | 2010 | | 2008-2010 | |
|---|---|---|---|---|
| | Number | Share of All Claimants (%) | Count | % |
| Brighton and Hove | 4,240 | 17 | 1,140 | 37 |
| Coast to Capital LEP Area | 21,020 | 19 | 6,230 | 42 |
| | | | | |
| Brighton & Hove as a Share of the LEP Area | 20% | | 18% | |

**G5: Number of Workless by Client Group in Brighton & Hove and Coast to Capital LEP Area (2010)**

| | Brighton & Hove | | | Coast to Capital LEP | | | Brighton & Hove as a Share of LEP Area |
|---|---|---|---|---|---|---|---|
| | number | Rate (%) | Share of Workless (%) | number | rate (%) | Share of Workless (%) | % |
| Job seeker | 7310 | 4.1 | 30 | 39860 | 3.0 | 31 | 18 |
| ESA and incapacity benefits | 13520 | 7.6 | 55 | 64370 | 4.9 | 50 | 21 |
| Lone parent | 2840 | 1.6 | 12 | 19690 | 1.5 | 15 | 14 |
| Others on income related benefit | 840 | 0.5 | 3 | 5060 | 0.4 | 4 | 17 |
| Out-of-work benefits | 24510 | 13.7 | 100 | 128980 | 9.8 | 100 | 19 |

**G6: Number of Workless by Client Group and Gender in Brighton & Hove (2010)**

| | Male | | Female | | Total | Male Share |
|---|---|---|---|---|---|---|
| | number | rate (%) | number | rate (%) | number | % |
| Job seeker | 5,110 | 5.7 | 2,200 | 2.5 | 7,310 | 70 |
| ESA and incapacity benefits | 8,150 | 9.0 | 5,370 | 6.0 | 13,520 | 60 |
| Lone parent | 110 | 0.1 | 2,730 | 3.1 | 2,840 | 4 |
| Others on income related benefit | 460 | 0.5 | 1,020 | 1.2 | 1,480 | 31 |
| Out-of-work benefits | 13,990 | 15.5 | 10,520 | 11.8 | 24,510 | 57 |

**G7: Number of Workless by Client Group in Brighton & Hove Wards (2000-2010)**

| | 2010 | | | Change 2000-2010 | |
|---|---|---|---|---|---|
| | Count | % | Share of All Claimants | Count | % |
| Brunswick and Adelaide | 1,025 | 13.1 | 4.2 | -210 | -17.0 |
| Central Hove | 850 | 13.5 | 3.5 | -135 | -13.7 |
| East Brighton | 2,335 | 24.7 | 9.5 | -15 | -0.6 |
| Goldsmid | 1,305 | 13.1 | 5.3 | -15 | -1.1 |
| Hangleton and Knoll | 1,310 | 15.0 | 5.3 | 60 | 4.8 |
| Hanover and Elm Grove | 1,320 | 11.5 | 5.4 | -145 | -9.9 |
| Hollingbury and Stanmer | 1,560 | 15.7 | 6.4 | 185 | 13.5 |
| Moulsecoomb and Bevendean | 1,970 | 17.2 | 8.0 | 105 | 5.6 |
| North Portslade | 810 | 12.0 | 3.3 | 105 | 14.9 |
| Patcham | 825 | 9.5 | 3.4 | 25 | 3.1 |
| Preston Park | 990 | 10.0 | 4.0 | -110 | -10.0 |

| | | | | | |
|---|---|---|---|---|---|
| Queen's Park | 2,325 | 23.0 | 9.5 | 40 | 1.8 |
| Regency | 1,095 | 15.0 | 4.5 | -330 | -23.2 |
| Rottingdean Coastal | 640 | 8.1 | 2.6 | 10 | 1.6 |
| South Portslade | 890 | 14.8 | 3.6 | 170 | 23.6 |
| St. Peter's and North Laine | 1,850 | 15.0 | 7.6 | 35 | 1.9 |
| Stanford | 430 | 6.9 | 1.8 | 40 | 10.3 |
| Westbourne | 850 | 14.6 | 3.5 | 40 | 4.9 |
| Wish | 680 | 12.7 | 2.8 | 25 | 3.8 |
| Withdean | 695 | 7.9 | 2.8 | 20 | 3.0 |
| Woodingdean | 740 | 12.9 | 3.0 | 45 | 6.5 |
| **Total** | **24,495** | **13.9** | **100.0** | **-55** | **-0.2** |

### G8: Employment Rate and Inactivity by Gender

| | Employment | | Inactive | | Involuntary Inactive | |
|---|---|---|---|---|---|---|
| | Count | Rate | Count | % | Count | % of all inactive |
| All | 129,600 | 71.6 | 39,300 | 21.7 | 13,100 | 33.3 |
| Males | 69,000 | 76.5 | 15,600 | 17.2 | 6,600 | 42.3 |
| Females | 60,500 | 66.8 | 23,800 | 26.2 | 6,600 | 27.7 |

Source: Annual Population Survey 2010 via NOMISWEB

### G9: Disability and Employment Rate

| | Number | Percent |
|---|---|---|
| **Population (16-64 years)** | | |
| Disabled | 30,300 | 17 |
| Disabled – Males | 13,500 | 15 |
| Disabled – Females | 16,700 | 19 |
| **Employment Rate** | | |
| Disabled | 13,100 | 43 |
| Not Disabled | 115,500 | 77 |
| Disabled – Males | 5,400 | 40 |
| Not Disabled – Males | 62,100 | 81 |
| Disabled – Females | 7,700 | 46 |
| Not Disabled - Females | 53,400 | 72 |

Source: Annual Population Survey March 2010

### G9: Type of Disability and Employment Rate

| | number | percent | confidence |
|---|---|---|---|
| Arms, Legs, Hands, Feet, Back or Neck | 9,100 | 49 | +/-9.9 |
| Seeing or Hearing | 2,300 | 49 | +/-18.9 |
| Blood or Circulation; Stomach, Liver, Kidney; Digestive Problems; Diabetes | 14,600 | 63 | +/-8.1 |
| Skin; Epilepsy; Other Progressive Illnesses & Health Problems | 7,800 | 54 | +/-10.7 |
| Depression; Learning Problems; Mental Problems Nervous Disorders | 2,800 | 24 | +/-10.4 |

Source: Annual Population Survey March 2010

**Economic Inactivity by Gender and by Age (2010)**

| | All | | 16-24 Year Olds | | 25-49 Year Olds | | 50-64 Year Olds | |
|---|---|---|---|---|---|---|---|---|
| | **Count** | **Rate** | **Count** | **Rate** | **Count** | **Rate** | **Count** | **Rate** |
| ALL | 39,300 | 21.7 | 12,000 | 32.1 | 14,300 | 14.0 | 13,000 | 31.5 |
| Males | 15,500 | 17.2 | 5,300 | 33.3 | 4,900 | 9.1 | 5,300 | 26.6 |
| Females | 23,700 | 26.2 | 6,700 | 31.2 | 9,300 | 19.5 | 7,700 | 36.2 |

Source: Annual Population Survey (2010 via NOMISWEB

| CULTURE, TOURISM & ENTERPRISE OVERVIEW AND SCRUTING COMMITTEE | Agenda Item 61<br><br>Brighton & Hove City Council |
|---|---|

| | | | | |
|---|---|---|---|---|
| **Subject:** | | ***Executive Response to Scrutiny Ad Hoc Panel on Cultural provision for Children & Young People*** | | |
| **Date of Meeting:** | | **31st March 2011** | | |
| **Report of:** | | ***Strategic Director: Communities*** | | |
| **Contact Officer:** | Name: | ***Paula Murray*** | **Tel:** | **29-2534** |
| | E-mail: | paula.murray@brighton-hove.gov.uk | | |
| **Key Decision:** | No | | | |
| **Wards Affected:** | All | | | |

**FOR GENERAL RELEASE**

## 1. SUMMARY AND POLICY CONTEXT:

1.1 **This report is a copy of the Executive response to the Ad Hoc Scrutiny Panel on Cultural Provision for Children and Young People. It was agreed by the Cabinet Member Meeting for Culture, Recreation & Tourism on 22 March 2011. This report is for information only.**

1.2 This report outlines the Executive response to the Ad Hoc Scrutiny Panel on Cultural Provision for Children and Young People set up by the Culture Tourism & Enterprise Overview and Scrutiny Panel (CTEOSC).

## 2. RECOMMENDATIONS:

(1) To congratulate the panel on the detailed and well informed work undertaken to produce their report.

(2) To mandate commissioners to make best use of existing resources to act upon these informed findings in shaping delivery as detailed in the body of the report.

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

3.1 The Culture, Tourism & Enterprise Overview and Scrutiny Committee (CTEOSC) set up this Ad-Hoc Scrutiny Panel to consider the provision of cultural services for children and young people across the city both by B&HCC and by other organisations; to look at the current deployment of resources; to identify any gaps in provision; and to identify areas of good practice, with a view to making recommendations for the future of cultural services for children and young people in the city.

3.2 The panel comprised of Cllr Melanie Davis (Chair), Cllr Rachel Fryer and Cllr Carol Theobald. More than 28 representatives from the city council, the formal education, youth service, the youth offending team and from cultural organisations were consulted over 4 group meetings in March, April, May and June 2010.

3.3 The report outlined 15 recommendations structured around themes, and these are used to form the basis of the Executive Response:

**3.4 General**

**Recommendation 1*: The city's cultural offer should be fully available to all children and young people. The council's cultural and children's services need to ensure that joint working exists to fully exploit opportunities. Joint work and achievements should be reported annually to CYPT and then to the Culture, Tourism and Enterprise Overview and Scrutiny Committee (CTEOSC)***

**Recommendation 15*: Implementation of these recommendations will be undertaken after 6 and 12 months.***

The council's Arts Development Officer and the Team leader from Music and Study Support in CYPT have had regular meetings to revisit, refresh and move forward the aims of *Express*, the strategy for the development of arts for young people.

This has led to:

- Two consultation events which were arranged for representatives from the city council, education, youth service and arts, cultural and creative industry sector
- The creation of city-wide regular *Express Network Meetings* which take place every 10 weeks and which are hosted and chaired by different organisations each time
- An *Express blog* and mailout system that all members can access and add to ( http://bhartsexpress.posterous.com)
- The formation of the *Express Youth Participation Group*.

In addition to this, the Arts team will be taking on an apprenticeship post for a six month period beginning in March to focus specifically on cultural provision for children and young people

The longer term ambition for the *Express Youth Participation Group* would be to develop it into a Youth Arts Commission linking to the Brighton and Hove Arts Commission.

More widely, the council's move to a commissioning model should provide opportunities to seek to ensure better joint working across services and with external partners.   Arts and culture is represented, for example, on the Youth Commissioning /Delivery Partnership Meeting to ensure that cultural provision is embedded in city wide strategies around positive outcomes for children and young people and to ensure joint working across the council.

**3.5 Communication and Information**

The city enjoys a massively vibrant and diverse culture and arts scene – this needs to be more actively communicated to children, young people and their carers, therefore:

**Recommendation 11*: The Panel recommends that each school identifies one person to be the cultural lead to advise on arts and cultural activities available both in and outside of school, and whose role is to link into other schools and arts groups across the cit.***

The Music and Study Support Team have collated an up to date list of arts contacts at most of the schools across the city.  This list has been created on the basis of self nomination and there are currently gaps.  One of the tasks of the apprenticeship post will be to target those schools again to identify a lead contact person.   A programme of involvement in the wider cultural activity in the city is in development specifically for the arts lead contacts in schools.

In addition, the *Express blog* membership (discussed more fully below) continues to grow including the involvement of schools' staff.

**Recommendation 3*: The Panel recommends that there is a single point of first contact within the council for people who wish to discuss arts and cultural activities for children and young people in the city. This role would also be an active one of co-ordination and information dissemination (linked to recommendation 11) (p. 20).***

The provision and promotion of arts and cultural activity for children and young people is a priority that would feature in the commissioning objectives of the Commissioner for Culture.  This role should be a contact point for further signposting.  In terms of active co-ordination and information dissemination; these would be commissioned across a range of services and partners in addition to the online dissemination recommended below.

**Recommendation 2*: The panel recommends that the council develops a dedicated website. This web-site would allow children/young people, teachers, parents, and practitioners to access information about projects, events and funding opportunities across the city. This should include a forum for swapping expertise and asking questions. There should also be a system to alert registered users to new and relevant items put on the website***

There is a two part response to this recommendation:

In terms of creating a web based resource that young people will use and share: the city council is working with Lighthouse, Photoworks and the Brighton Photo Biennial to help them to build on **Viewfinder**; a web based visual arts resource, owned and populated by young people. **Viewfinder** has the potential to encourage and empower young people across the city to discuss and share their cultural experiences across all cultural forms as well as the visual arts and the council is currently sourcing additional funding to expand this resource.

In terms of a web based resource that works as an interactive database of events and opportunities for a wider audience, the council is continuing to develop the *Express* blog, which currently has 200 users. The blog is free to join and is regulated by the Arts Development Officer. The profile of users is wider than Viewfinder and includes schools, artists, arts organisations, youth centres and community centres.

**Recommendation 4*****: The Panel recommends that there is visible central notice board in the Jubilee Library. This notice board should publicise the existence of the community diary and encourage people to access it (p.21).***

There are visible notice boards in Jubilee Library, from the foyer through into the main part of the library which are used to display posters. There is also a set of shelves with room to put leaflets, leaflet racks and a table for more prominent items. If there is not enough room to display every leaflet, one reference copy is kept in the Community events folder which is available for the public. In response to this recommendation, we intend to advertise this service more prominently on these notice boards.

The Library Service has a leaflets and posters policy that explains what items will be given priority for display in libraries which is attached at Appendix One.

In the longer term, subject to funding, we would very much like to install electronic notice boards for library and community use; these would have the advantage of being instant and responsive to opportunities.

## 3.6 Venues

**Recommendation 5*****: The Panel recommends that the council should actively work with venues in the city to find ways to enable young people to perform in venues with professional type facilities. For example, closer communication between the venues team and the youth services team may ease some of the problems those working with young people re encountering in finding suitable venues. This may be as simple as working to ensure that venues and their staff meet the young performers in advance, and are made more familiar with the differences between different performers. There are obvious examples of good practice and this should be shared across venues in the city.***

This is one of the considerations of the *Express Network Group* whose members include cultural venues, youth centres and schools. This group meets regularly at the moment with administrative support provided by the Arts Development Officer post.

In addition, subject to funding, a training package for venues focussed on working successfully with young people will be developed.

**Recommendation 6*: The Panel recommends that steps are taken to increase the use of the Brighton Youth Centre as a central place for young people to be involved in cultural activities. The council should promote BYC as a place to meet, to discuss projects, and to find out information on cultural activities.***

Mike Roe is the new Chief Executive Officer of Brighton Youth Centre; he is participating in the *Express Network* meetings and Chairs the *Express Youth Participation Group* with the aim of making the facilities more accessible for young people's cultural activities.

**Recommendation 7*: There is currently a lack of clearly identified physical places for young people to go to find out information about what is happening in the arts. The Panel recommends that an audit is undertaken of all community centres/venues in the city and their current usage. Following on from this, the facilities and resources available should be publicised as widely as possible***

The last *Express Network* meeting held in January of this year focussed on the issue of spaces for cultural provision for young people. A number of suggestions were made from that which will be taken forward via the *Express blog.* Rather than a published directory, the blog will be used to provide information about spaces and opportunities as they become available. The blog will be actively managed by the Arts Development Officer post in order to keep it relevant and up to date.

**3.7 Relevance of the arts to all**

**Recommendation 8*: The benefit of accessing cultural activities for young people should be more widely recognised. The council and others offering arts and cultural projects should as a matter of course seek to involve young people not in mainstream education. Consideration should be given to ways of including marginalised children, particularly young offenders or those in challenging circumstances - and, if they can not be included, reasons given as to why not***

There is a range of targeted activity that the council provides currently on a project basis; Brighton Museum for example is working with a group of young people who are long term unemployed and not in education on a photography project that will culminate in an exhibition and the young people gaining a Bronze Art Award. The Museum is also focussing on working with young people with mental health problems, with disability and setting up a Young Carers programme.

There is a desire from the providers of cultural activity for young people to reach all young people across the city. In order to do this they require more information as to gaps, city priorities and current mechanisms for accessing these young people. Equally there is the desire from those working with excluded young people to ensure that the children in their care can access positive experiences and the best that the city has to offer: cultural opportunities are at the centre of this. The draft Youth Commissioning Strategy offers much of this targeted information and the opportunity to make connections.

For the future, in addition to the range of project work that will continue, although often subject to external funding, the requirement to consider ways of including marginalised young people will be a baseline of all commissioning of cultural activity for young people.

**Recommendation 9:** ***The council as a corporate parent has a responsibility to ensure that all children in its care have access to, and support for, involvement in cultural activities as part of their programme of care. This is an area that requires significant development.***

A pilot programme of activity; Try it with a Friend was run as a pilot last year in conjunction with the Independent Visitor Co-ordinator in the Youth, Advocacy and Participation Team. This programme provided 50 children in care with two tickets each to go and see or take part in any cultural activity in the city. The funding for this was from the 2010 Children's Festival budget.

Building on the success of this, we will work with partners to continue and expand this area of provision both in terms of providing opportunities to take part and attend events as well as volunteering.

**Recommendation 10*: Logistical barriers (such as transport or staff cover) that are preventing secondary schools from fully working with the libraries and museums service need to be overcome. These services need to do as much as possible to identify and remove the obstacles. Closer collaboration with named people in all schools, including secondary schools, should help facilitate closer ties*** *(p.33).*

Undoubtedly where there are close working relationships with schools, provision is most successful and this must continue and expand. An example of particularly good practice would be Patcham Library which has been opening on an extra morning a week so that pupils from Patcham High School can use the library as part of their reading and literacy improvement programme. This cooperation has been extended with the support of a grant from the Paul Hamlyn Foundation, and the new programme will focus on speaking, listening and reading skills.

Additionally, there is much that takes place off site; our museums service provides a loan service for schools that is well used and covers nursery and reception through to ‘A’ Level. Specimens from the Booth Museum can be borrowed for a very small fee and there are several loan boxes that include lesson plans and resource notes in addition to museum items, which support areas of the National Curriculum.

**Recommendation 12:** ***It would be beneficial for Creative Partnerships to become more involved with the Governors Network. The council’s Governor Support Team should find ways to take this forward in schools. The Panel request that a report back on this is brought to the Children and Young People’s Overview & Scrutiny Committee (CYPOSC) in twelve months time***

The future of Creative Partnerships is unclear as their funding was cut in the October spending review. The Arts Council of England have confirmed that they will continue to invest in high quality cultural provision for young people but have not specified a mechanism for this. We remain in dialogue with ACE and with ACE funded cultural providers how we can play a role in ensuring investment and activity can continue to take place and improve.

**Recommendation 14:** ***The Panel recommends that the Chief Executive of Brighton & Hove City Council writes to the Home Secretary to request that the reform of the system of Criminal Records Bureau (CRB) checks is conducted quickly in order to establish a clear system of transferable CRB certificates. Once it is known what the new system will entail, there is a role for the council in disseminating this information to ensure that schools and arts practitioners are very clear about the arrangements for CRB checking***

In 2010 the Government was due to implement a new scheme called ‘vetting and barring’ which was to replace the CRB system. The subsequent Coalition Government announced that the proposed vetting and barring system was too complex. The initiative for change has been put on hold, with a plan to launch a much scaled down version at the beginning of 2012. At that point, the local authority could take part in any consultation around this. Meanwhile CRBs are still valid and can still be applied for in the usual way.

**Recommendation 13:** ***The Panel recommends that the Children and Young People’s Overview and Scrutiny Committee (CYPOSC) receives a report in 2011 on the number of children who engage in after school activities as a result of the Ride the Wave programme***

This was a two year initiative from central government due to end in the summer of 2011. This was to provide funding for activity for children on a targeted basis to take part in an extended schools programme. In the first year this funding was made available to the Moulsecoomb cluster of schools and rolled out to all schools in the second year. The funding went directly to schools on a per capita basis of children in the targeted category. Information on the success of this is currently being collated.

The programme is due to complete in August of this year at which point a report will be made available from Ellen Jones, Head of Extended Services Team.

3.8 In addition to the recommendations in the report, it is also proposed by the executive to **prioritise external bid writing** in order to bring in resources to this area and to explore best practice nationally and internationally. International partners in Rotterdam, Ghent and Antwerp have confirmed that they are interested in joint projects for example.

3.9 Further to this, it is also recommended by the executive that the Children's Festival, organised by the B&HCC and the Arts Commission, is expanded to include all age ranges, subject to fundraising. The Festival is aiming to become a major showcase of good practice in cultural provision for young people across the city and an opportunity for young people to identify year round cultural opportunities.

3.10 Since the writing of the Ad Hoc Panel Scrutiny Report, another key issue to consider is the review by Darren Henley commissioned by the Department of Education and the Department for Culture, Media and Sport. The key findings of this and the subsequent Government response have positive implications for the provision of music education in Brighton and Hove. A National Music Plan will be developed and a key recommendation is the formation of delivery hubs. Clearly, there is the potential to build upon the work of *Express* in creating a 'music education hub' for the city; to bid for resources, to deliver in a co-ordinated way and to make the most of the range of partners we have.

3.11 Following the publication of this review, the Government have also announced that Darren Henley will be commissioned to produce a further review with a wider scope looking at a wider scope in terms of cultural education. The exact terms of this are due for publication soon.

## 4. CONSULTATION

4.1 There has been consultation with the Music and Performing Arts Service, Museums, Libraries, Brighton Festival and Dome, Youth Service.

## 5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:
It is not possible to quantify the financial implications at this stage. However, any additional costs arising from the actions identified will need to be funded from either external funding, as indicated in the report, or existing resources across the Authority. It would therefore be necessary to ensure that all concerned parties were kept aware of developments and the potential impact on their budgets.

*Finance Officer Consulted:* Michelle Herrington *Date:* 03/03/11

5.2 Legal Implications:
There are no adverse legal implications directly arising from this report

*Lawyer Consulted:* Bob Bruce *Date*: 02/03/11

5.3 Equalities Implications:
The implementation of all the proposed recommendations would be in line with the Councils Equalities and Inclusion standard. The report notes the importance of targeting our most excluded young people.

5.4 Sustainability Implications:
The implementation of all of the proposed recommendations in the ad-hoc panel report would have positive implications in terms of sustainability.

5.5 Crime & Disorder Implications:
Any initiatives or programmes implemented that provide positive activities for young people, particularly those most at risk will have a positive impact in reducing the likelihood of crime and disorder.

5.6 Risk and Opportunity Management Implications:
If the ad-hoc panel report recommendations are not implemented, there is a risk that the city will begin to lose its edge as a cultural city. This drives economic benefits – for residents, businesses and the visitor economy as well as social benefits – in terms of social inclusion, health and well-being and civic identity.

5.7 Corporate / Citywide Implications:
The implementation of the recommendations in the ad-hoc panel report would have a positive impact on young people and the cultural sector in the city and therefore would be citywide.

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

6.1 The responses under each Ad Hoc Scrutiny Panel Recommendation have been arrived at through evaluating what is feasible, affordable, building on need and where initiatives already taking place.

## 7. REASONS FOR REPORT RECOMMENDATIONS

7.1 The ad-hoc panel report drew on a detailed level of expertise and current information from a range of providers across the youth, education and cultural sectors. The resulting recommendations were extremely well informed and offer a number of useful and pragmatic ways forward for the development of this key subsector.

7.2 In the view of all of the witnesses who presented to the ad-hoc panel, cultural opportunity is valued as an important tool for engaging with and empowering young people and is one that Brighton and Hove should actively develop. Many of the preconditions for growth in this area were identified in Brighton and Hove by the panel's findings and examples of good practice of an international standing, shared and celebrated in the report.

**SUPPORTING DOCUMENTATION**

**Appendices:** Appendix One: Community Information in Brighton & Hove City Libraries

## Community Information in Brighton & Hove City Libraries

We provide comprehensive, unbiased, wide-ranging local and other useful information. We offer local communities a number of ways to publicise their organisation and activities:

### Local Information

- ESCIS- the local information database for Brighton & Hove and East Sussex with information on approximately 1000 local groups and organisations. Available to everyone via the Internet at www.escis.org.uk it is widely consulted and regularly updated. Local organisations may put their details on it free.
- 'Help in Hand.' Printed version of ESCIS issued annually
- Local Information folders containing information on local events and organisations produced by local organisations

### Posters and leaflets

Display of posters or multiple copies of leaflets is principally for:

- Statutory notices
- Library service information
- Council information
- Other public services information
- Some government information
- Range of local education prospectuses

We do not normally display any other posters or leaflets. However, single copies of small posters/flyers advertising local events are kept in the local information folders.

### Procedures

- All material for display must be submitted for scrutiny by the appropriate Library Manager
- Local discretion may be used, within these guidelines, and the manager's decision is final
- We are unable to return any material submitted for display

Where we agree to accept leaflets for a number of libraries, the provider will need to send them directly to each library. The addresses of all libraries are on the 'a guide to your library services leaflet' or at www.citylibraries.info.

### We do not accept the following for display:

- Material promoting a particular political, philosophical or religious view point
- Campaigning material calling for support, including petitions, requests for membership, donations.
- Controversial or offensive material or material contravening current legislation.

Last updated: September 2009

**AGENDA ITEM 62**

**Culture, Tourism & Enterprise Overview and Scrutiny Committee**
**Briefing Note**

| | | | | |
|---|---|---|---|---|
| **Subject:** | | ***Jubilee Library PFI*** | | |
| **Date of Meeting:** | | **31 March 2011** | | |
| **Report of:** | | ***Director of Communities*** | | |
| **Contact Officer:** | Name: | ***Sally McMahon*** | **Tel:** | **29-6963** |
| | E-mail: | sally.mcmahon@brighton-hove.gov.uk | | |

## 1. Background

1.1 The Jubilee Library development was part of a £60 million PFI regeneration scheme in central Brighton. This development transformed a large derelict site (1.75 hectares) into a vibrant space for contemporary urban living with a mixture of retail, leisure, hotel, office and residential facilities. The value of the library development itself is approximately £15 million. It is worth noting that Newcastle Library, the newest library to be developed through PFI cost around £45 million. It currently receives around 1.2 million visitors a year, only 200,000 more than Jubilee Library.

1.2 The Jubilee Library PFI contract is between Brighton & Hove City Council and Norwich Union Public Private Partnership Fund, which is a special purpose vehicle created for the project. The contract commenced in November 2004, and is for 25 years.

1.3 Financial details:

| Current year details | 2010-2011 |
|---|---|
| Unitary payment to private sector | 2,283,360 |
| PFI contribution | 128,000 |
| Government PFI grant to council | -1,505,000 |
| Net costs | 906,360 |

The payment to the private sector partner covers:

- Capital costs of development
- Facilities management, covering maintenance, security, cleaning, waste management, utilities, grounds maintenance, and lifecycle replacement

**Culture, Tourism & Enterprise Overview and Scrutiny Committee**
**Briefing Note**

- Bibliographic services including libraries materials for all Brighton & Hove Libraries
- Contract management

1.4 Mill Asset Management is the private sector contract management company, and there are two main sub-contractors delivering the ongoing services for the contract.

- Kier Facilities Management
- Bertrams bibliographic services provider

1.5 The Jubilee Square is not part of the main PFI arrangements but is subject to the terms of the Square Management Agreement between the council and the Norwich Union Public Private Partnership Fund. The square is leased to a Square Management Company, and a management committee oversees the use of the square. The management committee has representation from all the businesses including the council that border onto the square.

## 2. Benefits and Achievements

2.1 <u>Main Benefits</u>

The Jubilee Library and the regeneration of the area around the library would never have happened without the PFI. At the time, it was the only viable option for the development of a new central library and related regeneration of this important city centre site. The economic benefits are clear in that the value for money that the Jubilee Library has enabled the Brighton & Hove Libraries to be the most cost effective of our CIPFA nearest neighbours. But most of all, the benefit for the library bookfund is most significant. At a time when many other authorities are cutting services and slashing bookfunds, its inclusion within the PFI arrangements has enabled us protect this funding and keep it index linked.

2.2 <u>Social / Cultural</u>

Jubilee Library provides high quality library services to the city, delivering cultural, educational and recreational resources, ICT facilities, learning centre, conference rooms and exhibition spaces. Success has been demonstrated by the continuing high level of use with nearly 1 million visitors a year and over half a million issues. Current use is 21% higher than when opened in 2005 following increases in opening hours in 2006 and 2008 to enable seven day a week opening. This is also a 300% increase on the use of the previous building.

Jubilee remains the most successful library in the region, and is the 6th most popular in the country. Other evidence of benefits are the number and range of cultural and learning activities that take place, with over 9,000 people attending events last year. Jubilee Library regularly organises events and activities for children and adults, and also hosts exhibitions, conferences, awards ceremonies, literary and other events, and often appears in the media.

As well as being the central library for the city, with 50% of all library transactions and activity taking place here, Jubilee Library is also a community library for the people living and working in the area. The library provides free internet access, study space, and learning activities to support educational and personal development.

The retail offer and conference room hire have been successful commercial activities for the library, and achieve challenging income targets which more than cover their operational costs.

See appendix 1 for examples of successful activity.

2.3 Economic

The success of the Jubilee Library has meant that the delivery library services in Brighton & Hove has become one of the most cost effective services. Brighton & Hove Libraries has the lowest cost per head of population of all those in the CIPFA nearest neighbours group, where authorities are compared to 16 other similar authorities across the country. Our cost per head of population is £11.55, and the most expensive in the group is Bournemouth (another authority with a PFI library) with £25 per head.

The inclusion of bibliographic services in the contract has meant that the libraries services bookfund has been largely protected and actually receives an increase for inflation every year. This is in contrast with the cuts to library funding being experienced in many other authorities.

An economic impact study was carried out on phase one of the Jubilee site development.
The report concluded that the development would:
- Encourage increased visitor spend (£4.4m p.a.),
- Generate 500-700 sustainable full time jobs (£12.2 - £16.3m p.a.),

- Increase household expenditure (£0.5m p.a.),
- Prompt further upgrading to surrounding areas (£4.2m over next 5 yrs).

It is estimated that in return for investing £1.6m p.a., the added value to the local economy will be worth £17 - £21m p.a. at current prices. This is a 10-13 fold return on our public sector investment.
A further economic impact assessment is needed to establish how far these projected benefits were achieved.

2.4 Environmental

The library building is a highly sustainable design, and when built was one of the most advanced energy-efficient public buildings in the UK. Its heating, cooling, ventilation and lighting systems have all been designed in accordance with environmentally sustainable principles. The entire architectural language of the design is a direct consequence of the environmental strategy, including the wind-towers, the internal concrete structures, the glazing and shading assemblies, the timber-clad "service wall" that surrounds the main space and so on.

## 3. Contract Management

The Jubilee Library has been recognised as a successful PFI contract with good documentation thoroughly prepared during the development phase by the internal and external project team members. During this phase, the project was lead by the Major Projects team in the council and supported by financial, legal and technical experts.

The management of the contract now sits with the Libraries management team, primarily the Head of Service, with day to day monitoring being carried out by senior managers as part of their other duties. There is no dedicated project management officer. The Libraries team are supported by legal and financial officers within the council, and advice is sought on an ad hoc basis for any other issues.

## 4. Facilities Management Contract

4.1 Scope

Kier facilities management covers all the aspect of running the building including cleaning, maintenance and life cycle replacement, waste management, utilities, security and grounds maintenance.

A number of things are not covered by the contract. All furniture and equipment is covered but the maintenance and replacement of ICT equipment remains with the council. Maintenance to the art works has to be paid for separately, for instance the award winning 'Wall of a Thousand Stories' in the children's library regularly needs repainting.

Any out-of-hours activities or events incur additional costs, though these are to cover actual expenses and these are usually passed on to the event organisers.

4.2 Variations to Contract

Changes can be made through a variation to contract. Some variations only generate one-off charges, for instance if we want to add extra power and data. Increases to the unitary charge happen if the variation leads to ongoing costs or lifecycle replacement issues. Most of the changes we have instigated over the six years have been small ones related to furniture and equipment. There have been over 60 variations since the contract began.

4.3 Monitoring of Performance

Standards of performance are covered in detail in the contract. Daily issues are reported through the help desk. There are weekly and monthly project meetings, monthly and annual detailed reports which are discussed and agreed. A service improvement plan is produced each year.

A payment mechanism is in place which sets out appropriate penalties for failure to perform to the standards set in the output specification. These are very detailed and cover such things as cleaning standards, heating, ventilation and lighting levels, environmental standards, maintenance schedules, etc.

Areas of challenge include achieving the lighting levels agreed, and keeping the temperature in the IT rooms at an acceptable level. In the latter case, it was eventually agreed that air conditioning was needed, and this was installed in 2009.

There have been no penalties imposed on the FM services so far. Most of the issues that have been addressed were left over from the construction phase.

4.4 Value for Money

Value for money is assessed through regular benchmarking of services (mainly every 5 years) to assess prices, and to set the costs for the next period. Charges are altered annually according to a formula taking account of inflation.

## 5. Bibliographic Services Contract

### 5.1 Context

The inclusion of bibliographic services in the PFI contract is unique, and was ahead of its time. There was little interest in contracting out the whole service to an external agent back in the early 2000s. Now the landscape is very different, and many authorities are looking at different ways of delivering these essential aspects of library services, through sharing units, contracting out to other authorities, or to the private sector. There are also moves in some authorities to extend the scope of bibliographic services to integrate the key systems with others to reduce backroom costs. This was particularly demonstrated recently when the contract was market tested, there were a significant number of other organisations bidding for the contract, where this would have been hard to imagine six years ago.

### 5.2 Scope

The bibliographic services contract covers all aspects of the supply of shelf ready library materials to all of the libraries in Brighton & Hove. This includes sourcing cost effective suppliers, acquisition, cataloguing and processing, and delivery of shelf ready items to the libraries.

The contract doesn’t at this time include interlibrary loans, the supply of newspapers and some local history materials, or ad hoc subscriptions.

### 5.3 Variations to Contract

Changes can be made through a variation to contract. There have been very few of these since the contract began. The main changes have been to amend the output specification in advance of the market testing every three years to reflect our changing requirements based on experience of the operation of the contract.

### 5.4 Monitoring of Performance

Standards of performance are covered in detail in the contract. Daily monitoring is through the library management system (Spydus) and immediate issues are reported directly to Bertrams. Monthly and annual reports are produced measuring performance against the standards set in the output specification. Quarterly and annual review meetings are held to review and agree the reports. A service improvement plan is produced each year.

A payment mechanism is in place which sets out appropriate penalties for failure to perform to the standards set in the output specification. These are very detailed and cover such things as supply times, quality and accuracy of processing and cataloguing, level of discounts achieved, and delivery of financial information.

Areas of challenge include achieving the supply rate standards, keeping the discount levels low, accuracy of processing and cataloguing, and providing adequate financial information on a regular basis.

The bibliographic services provider has incurred a number of penalties over the years.

5.5 Value for Money

Value for money is assessed through regular market testing of services (every three years) to compare the current provider with competitors, and to award the contract to the successful bidder. Charges are altered annually according to a formula taking account of inflation.

The first market testing resulted in the current provider delivering an additional £130,000 of purchasing power for the library service. The second market testing was hotly contested, and resulted in the existing contractor being reappointed on the basis of best price.

## 6. Conclusions

The development of a new central library for Brighton through the PFI route was the only viable choice at the time for the council, and it has proved to be one of the more successful PFI contracts. The thoroughness of the contract that was put in place has meant that a high quality library was built and high quality services have been delivered through it.

The standard of the facilities management has been high. The library is being used much more than originally estimated by the developer, yet the FM company have maintained the quality of the environment, so it looks fresh even after nearly six million people have been through the doors.

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The bibliographic services contract has been more challenging, largely as a result of the arrangements being ahead of their time, and with the national framework for libraries services shifting radically since the contract began.

There have been significant benefits to having the bibliographic services in the PFI contract. While many other library authorities are suffering cuts to their bookfunds, hitting at the very heart of what library users value, Brighton & Hove have not only maintained the bookfund, but it continues to rise with inflation.

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**Appendix 1: Successful Activity at Jubilee Library**

Cultural Events – some highlights:

The Rice Pavilion- a five metre model of the Pavilion constructed from vacuum packed rice blocks, with a range of related activities, with the rice distributed to children worldwide at the end of the event.

Bridgetown to Brighton, a free art installation, exhibition and workshop programme based around a scale model of a Barbadian Chattel house.

White Night the all night city wide cultural festival, held on the day the clocks go back. Jubilee Library has been an integral part of White Night since it started three years ago staging a range of different cultural activities whilst offering a range of standard library services. The 2010 event was the most successful yet with an estimated 4,300 people visiting the library.

Brighton & Hove Pride 2010- Jubilee Library was a location for' Glee Flash mob- an impromptu dance routine to help kick off the festival.

Future key events include:

World Book Night celebration, coinciding with Jubilee Library's 6th anniversary on March 5; 8pm-12.30am the most ambitious and far-reaching celebration of adult books and reading ever attempted in the UK involving book gifting and a wide range of activities from local groups, authors and performers

Youth Arts Festival launch performance and award ceremony .This follows partnership work with the Arts Express Forum. a collective of practitioners working throughout Brighton and Hove to ensure better communication and more effective use of resources.

Mosaic 20th Anniversary Black History Photo project and related activities- a Lottery funded celebratory activity based around a 20 year archive of photos/footage documenting the lives and contributions of local Black & mixed parentage families

Media profile 2005 to February 2011:

Totals **24 Radio 26 TV**

| Television | Radio | Subject |
|---|---|---|

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| | | | |
|---|---|---|---|
| 2005 | 2 | 5 | Radio Covering opening of Jubilee Library& related events |
| | 2 | | Opening of Jubilee Library HRH Princess Anne |
| | | 3 | Various exhibitions Chattel House/Rice Pavilion |
| 2006 | 1 | 1 | Stirling Prize filming architecture award ceremony |
| | 1 | | Brighton & Hove MP visits Children's Library |
| | 1 | | Deputy Prime Minister John Prescott cultural visit |
| | | 1 | Design award |
| 2007 | 2 | 1 | HRH Her Majesty The Queen |
| | 1 | | Travellers Association Gypsy Children |
| | 1 | | Prime Minister Tony Blair cultural visit |
| 2008 | 1 | | Art For Babies Meridian |
| | 1 | | Dame Vera Lynn promotes WW 1& 2Poetry publication |
| | | | Sunday opening |
| | | 1 | World Book Day Top 10 books read |
| 2009 | | 1 | Top Ten Books |
| | 1 | | BBC Blast cultural young persons event |
| | 1 | 1 | White Night |
| | | 1 | Michael Rosen Poetry Event |
| | | 1 | BHM Mary Seacole talk and interview |
| | 1 | | HRH Duke of Gloucester architectural visit |
| 2010 | 1 | | Children's Event |
| | 1 | | Flash mob impromptu dance & song |
| | 1 | | White Night |
| | 1 | | Holocaust Memorial Photographic Exhibition |
| | | 1 | Jubilee in Top 5 libraries in UK |
| | | 1 | Homework Club |
| | | 1 | Men's Network Conference & events |
| | | 1 | New Encyclopaedia Of Brighton |
| | | 1 | City Reads James Bond |
| | 1 | | Live Streaming Democracy Day Debate |
| | | | Thumbs Up TV Video |
| | 1 | | News article Homeless man uses IT facilities to job hunt |
| | 1 | | |
| | | 1 | NACRO Art Exhibition |
| | | 1 | LGBT Police Surgery |

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| | | | |
|---|---|---|---|
| | 1 | | Living Library Victims of domestic violence |
| 2011 | 1 | | LGBT photographic exhibition |
| | 1 | | BBC Children Learning |
| | | 1 | World Book Night/Day interview |

**Proposed Work Programme for 2010/2011**

| 31 March 2011 | 30 June 2011 | 29 September 2011 |
|---|---|---|
| • City Employment and Skills Plan<br>• Update on library PFI<br>• City Camp verbal update<br>• Letting people know<br>• Seafront strategy<br>• Ad hoc panel – Cultural Provision for Children report.<br>• Work programme | Future potential items<br>• Structure and staffing (Adam Bates)<br>• Co-operatives and social enterprises<br>• Golf Courses – Mytime Active update (and possible visit)<br>• Tony Mernagh | Future potential items<br>• Public realm and ownership of public space<br>• Independent Advisory Commission (Pavilion) - feedback<br>• Hotels (what we have and what we want) |

Scrutiny Panel – on the music industry

Other possible items suggested: **County Cricket Ground – update on development**
**Arts Commission – on disability arts access**

**Possible workshops -** **Visit to the Natural History Collection and the Booth Museum & workshop on the Future of Museums**
**Local Economic Partnerships (LEPs)/Local Economic Assessment**
**Different models for supporting culture**

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