



Consultation Response

Coast to Capital is consulting on its new Strategic Economic Plan (SEP). Extensive engagement has taken place with experts to develop the SEP and further feedback from our partners and stakeholders will ensure we are in as strong a position as possible to develop a Local Industrial Strategy with Government, which will drive investment in our area.

The SEP is currently split into two parts for the consultation; firstly the summary of the opportunities, and secondly the priorities identified to exploit these opportunities. The SEP Slide Pack and SEP Consultation Document can be found in the resources section on the right hand side of the [consultation page on our website](#).

The consultation will close on 23 March 2018.

Send your response to sep@coast2capital.org.uk

Please provide your contact details, we may wish to follow up specific comments or suggestions for further evidence and clarification.

Under 'Organisation' please indicate if you are responding as an individual or on behalf of your organisation or a wider group.

Name:	Clare Mulholland Greater Brighton Economic Board Business Manager
Organisation:	Greater Brighton Economic Board The Greater Brighton Economic Board ('The Board') welcomes the publication of the Coast to Capital LEP's Strategic Economic Plan and the opportunity for consultation. The Board welcomes the emphasis on improving productivity and achieving an economy that works for everyone. The Board was established in March 2014, as part of the Greater Brighton City Deal Agreement. The purpose of the Board is to protect and grow the Greater Brighton economy, by formulating economic policy and co-ordinating economic activities and investments at the City Region level. The Board brings together, as a formally constituted partnership, the Leaders and Chief Officers from the public sector, education and business to work collectively on 'larger than local' issues. The list of members can be found on page 10.
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In this section please refer to the Strategic Economic Plan Slide Pack. The Slide Pack sets out a summary of the analysis of the challenges to growth facing the region and identifies the unique opportunities where the region has the expertise and comparative advantage to take a national leadership role in driving economic growth.

Strategic Economic Plan Slide Pack

Q: Has the region been described in the best way possible?

A:

Greater Brighton is one of the fastest growing city regions in the UK – rated in the top five for jobs growth in the past five years and one of the best places to start a new business. It is well known for its quality of life, including a strong leisure and cultural offer which has sparked a vibrant creative digital cluster and strong regenerative effects further down the coast towards Worthing. With Gatwick and two ports, Shoreham and Newhaven, sitting within the region, it is a key gateway for the United Kingdom to the rest of the world. The Greater Brighton Economic Board is working to increase productivity and foster business growth and inward investment across the region.

The Greater Brighton Economic Board is of the view that more emphasis should be made to the strengths of the region and the economic benefits it brings to the UK as a whole. The Board recognises that the Coast to Capital region has been described as a network of hubs which is greater than the sum of its parts and agrees with this statement. Although reference has been made to Croydon, Gatwick, Brighton and Chichester, the Board feels that in order to ensure greater buy in from all local authorities within the LEP there should be further mention of specific locations and growth opportunity sites within the Greater Brighton region such as the Manor Royal Business District, Burgess Hill and the Newhaven Enterprise Zone which will all unlock much needed jobs and housing. Furthermore, Greater Brighton generates around £21.1bn of Coast to Capitals £50bn GVA, so around 40% of the LEP area's economic output. It is therefore a key sub-region within the LEP area that needs to be recognised as having a crucial role in driving future growth and prosperity across the LEP region and wider south east.

There should also be reference to the Greater Brighton Economic Board itself. The Board brings together, as a formally constituted partnership, local authorities within the LEP as well as education and business sectors to work collectively on 'larger than local' issues. Reference to the Board and its members would encourage greater engagement with the SEP from these partners. The Board has a key role to play in helping Coast to Capital deliver its key objectives and in the future developing an effective Local Industrial Strategy.

Aligned with this, the Board supports the vision outlined in the SEP but feels it is too broad and would benefit from including details specific to the location of the LEP as well as the uniqueness and diversity of the LEP and the strength

this brings to the region as a whole.

The Board believes that whilst the LEP region is not a city region, reference should be made to the significant metropolitan city area within the LEP geography. A large metropolitan area like Greater Brighton has a number of key opportunities and challenges, unique to other areas within Coast to Capital, and these need to be acknowledged by the plan; opportunities need to be maximised and challenges addressed. The SEP should highlight the education opportunities and in particular the universities located with the region.

The Board's view is that the description of the region as a partner to London needs more clarity and in particular, detail on the economic benefits this brings to the region itself. The Board also believes that more clarity is needed on creating an offer for all stages of life and how this opportunity will be met.

Q: Are the unique opportunities for the region set out credibly and confidently?

A:

The Greater Brighton Economic Board recognises the five unique opportunities set out in the Strategic Economic Plan but feels that there is an opportunity for the LEP to be bolder in its vision and provide more detail on the unique selling points of the region.

The Board would like further clarity on point 1 – Be the lead partner of choice for London - and the mutual benefit that this will bring to both partners. The City Region has a shortage of land, both for housing and employment space. Some of this is due to topography; the coastal strip from Newhaven through Brighton & Hove and Shoreham along to Worthing is constrained by the sea to the south and the South Downs to the north. Much of the rest of the area has protected status, for example lying within the South Downs National Park or the High Weald Area of Outstanding Natural Beauty. Land is often unsuitable for building due to flood risk or other factors. The lack of road infrastructure to unlock sites can be particularly problematic. Meeting the existing housing need within the Greater Brighton area is a huge challenge for Greater Brighton partners. The Board would like clarification on what is being asked of the LEP region in terms of housing demand and would like to see more detail on the role of the LEP in encouraging business relocation to the region.

The Board seeks further clarification on point 5 – Create an offer for all stages of life. The Board would like to see further detail on the opportunities to develop skills including leadership and management skills and the ability for small and medium sized enterprises to provide paid apprenticeships as this is one of the main challenges facing the region. The Board would like to highlight the need to accelerate the creation of apprenticeship frameworks, so that providers are able to respond to the needs of employers.

The Board recognises the economic benefits brought to the region by the



location of Gatwick Airport but would like to see reference to other drivers of growth. One of the City Region's strengths is its service exports, but the overwhelming focus of the consultation document is on the movement and exchange of physical exports. The Board asks that there be stronger support within the Strategic Economic Plan for general business services, a sector that is important to City Region economy is Fintech (the use of new technology to compete in the marketplace of traditional financial institutions).

Q: Is there any further evidence we should consider that will support these arguments?

A:

The Greater Brighton Economic Board would like to see details of the evidence base used for the Strategic Economic Plan.

The Board would like Coast-to-Capital to consider the following documents to support these arguments.

- Greater Brighton Response to the Industrial Strategy Green Paper
- Devolution Proposals
- Local Authority Economic Strategies



In this section please refer to the Strategic Economic Plan Consultation Document. This document outlines ten ambitious regional priorities which we have identified through analysis of the five unique opportunities set out in our Strategic Economic Plan. Against each priority we have set out what we want to achieve by 2030 (our goals), and how we aim to deliver these goals.

Please reference which priority or action you are referring to when answering the questions.

Strategic Economic Plan Consultation Document
<p>Q: Do you agree with the ten priorities?</p> <p>A: The Greater Brighton Economic Board supports the priorities outlined in the SEP. However, it is important to link the SEP priorities back to delivering objectives in the Government's Industrial Strategy and the Five Foundations of Productivity outlined in the White Paper; Ideas, People, Infrastructure, Business Environment and Places. Clearly many of the priorities are linked to these Five Foundations, but not in an explicit way. Our understanding is that the SEP is going to form the backbone of a Local Industrial Strategy for the region. To successfully engage with Government we need to be clear on how our Local Industrial Strategy, and therefore the SEP, will help Government to deliver on the key objectives set out in the Industrial Strategy White Paper. Furthermore, in the White Paper Government identified four "Grand Challenges" to put the United Kingdom at the forefront of industries of the future, which are; AI and Data Economy, Clean Growth, Future of Mobility and Ageing Population. Again, many of the priorities do cover these four areas, but if we are going to interest Government we need to be more direct on how we are going to lead the way in delivering its vision for the United Kingdom.</p> <p>The Board strongly welcomes the priority of investing in transport infrastructure in the region and supports the planning of infrastructure more effectively with local growth priorities. There should be a stronger focus on the strategic economic links within the City Region, – especially north-south, the M23/Brighton Main Line corridor, and east-west, the A27/A259/Coast-way corridor. The Board would like to see more detail on prioritised locations for investment in transport infrastructure.</p> <p>In terms of driving growth, the Board strongly believes that it is important that the success of the south east economy continues to be recognised. With relatively modest interventions in the City Region's road, rail and digital infrastructure and with the tools to unlock the essential housing and employment floor-space, Greater Brighton can deliver improved productivity and growth. The development of areas of strategic employment and housing must be run in tandem with the addressing of infrastructure issues, including access to key growth locations such as Newhaven, Burgess Hill and the Manor Royal Business District via the key transport links such as the A259, A27 and A23. The importance of the railway service to Greater Brighton's economy is unequivocal. It is essential for the City Region's economy and connectivity,</p>



particularly to Gatwick and to London, and is a key component to attracting businesses to locate and stay in the City Region. The Board would like to see this referenced in the SEP.

In terms of investing in science, research and innovation the Board would like to see stronger alignment of university research incentives with place based economic development. This will help to accelerate economic growth and can also help the City Region to find solutions to big societal challenges. Greater Brighton is a partner in Innovation South and welcomes the support of the LEP for its delivery. The Innovation South Audit focused on a number of core themes that looked at five enabling technologies: Digital; Quantum; Photonics; Cyber and Big Data Analytics applied across four sectors; Connected Digital; Advanced Engineering; Bio-Science, and; Marine/Maritime. All of these are existing regional strengths that are potentially global in profile.

The Board would like to see further clarity on the difference between priorities 9 and 10 and the support for skills development as this is a major challenge for the City Region and wider LEP area. It is not clear whether priority 10 is about inclusion or the need to upskill older workers and so the Board asks for this to be clarified. The board asks the LEP to work with and support the City Region's FE Colleges to secure investment via the proposed £170m of capital funds to establish an Institute for Technology.

The Board believes that the development of a unifying identity for the region would be extremely problematic given that the LEP area does not cover a single distinctive or discrete city region. In an earlier priority there was acknowledgement that the LEP area is a network of hubs that is greater than the sum of the parts. The Board agrees with this description and instead of trying to develop an overarching identity for the entire region, the focus should be on promoting the individual hubs and enhancing the offer of each hub. Each hub will have its own strengths and challenges and focus needs to be on exploiting what they do well, and where they can add value.

The creation of a visitor economy website under Priority 4 is also something that the Board would not be supportive of. There are already a number of existing visitor websites in existence and instead of creating a new one, the aim should be to consolidate and improve existing resources, including modernising and streamlining current sites, and improving signposting and other linkages between them.

Priority 6 states the importance of prioritising the intensification of towns. Given that Brighton is a City and part of the wider City Region, the Board would like to see the word "town" replaced with "urban centres" or something similar.

Under Priority 6 there is also mention of the One Public Estate Programme. The Board welcomes Coast-to-Capital's recognition of the importance of One Public Estate, and their active leadership role guiding and delivering such



complex programmes. The Board will take this consultation as an opportunity to highlight the need for revenue grant (as well as continued capital grant) funding opportunities, to enable implementation of the Programme.

Q: Do you agree with the goals that we have set out against each priority?

A:

The Greater Brighton Economic Board supports the need to identify how the SEP priorities will be delivered but this is not clear with the section on goals. The Board would like to see individual indicators of success included within the goals so that progress can be measured. It is also important that the goals describe exactly what outcomes are to be achieved by the SEP and include details of accountability to avoid any confusion on delivery.

Q: Do you have any other suggestions as to how we might achieve these goals?

A:

The view of the Greater Brighton Economic Board is that the goals are not clear, in particular with regard to indicators of success, milestones for delivery and ownership and accountability. The Board would like to see further information on the comprehensive outcomes to be achieved by the SEP, and this is essential in order to measure success. It is important that it is clear what the impact of these outcomes will be on the LEP region and the UK economy as a whole, and in particular the impact the outcomes will have on helping Government achieve its vision for the UK outlined in the Industrial Strategy White Paper.

It would be useful to clarify which organisations or partners have the mandate to deliver these goals particularly with regard to statutory planning requirements and unlocking housing demand.

The Board would like to see clarity on the roles and responsibilities of the LEP within the SEP and how this will facilitate meeting the priorities.



Please use this comment box for any additional comments you wish to make.

Additional Comments:

Greater Brighton is one of the fastest growing city regions in the UK – rated in the top five for jobs growth in the past five years and one of the best places to start a new business. It is well known for its quality of life, including a strong leisure and cultural offer which has sparked a vibrant creative digital cluster and strong regenerative effects further down the coast towards Worthing. With Gatwick and two ports, Shoreham and Newhaven, sitting within the region, it is a key gateway for the United Kingdom to the rest of the world. The Greater Brighton Economic Board is working to increase productivity and foster business growth and inward investment across the region.

Within priority 1, the Board would like see a continuation of work with Government and partners to establish Transport for the South East, a Sub National Transport Body that is now in shadow form. Greater Brighton will work with partners on a long term transport strategy, involving close working with Highways England and Network Rail and the establishment of a Key Route Network for the operation, maintenance and improvement of important local roads. The Body will also have a key role to maintain and enhance connectivity to London, the wider South East and international gateways, such as ports and airports.

Within priority 2, Greater Brighton understands the need to bring more business expertise into local governance and improve links between councils and the private sector. A City Ambassador role is being piloted as an example of a modern “Alderman” type role within local government. The role aims to provide an opportunity for nominated individuals to represent and promote the growth sectors of the Greater Brighton City Region, help attract inward investment, support trade delegations and missions, voice the needs of the sector and influence the City Region's strategic development.

With regard to priority 3, Greater Brighton has a strong offer to communicate to inward investors and has plans to encourage local businesses to grow through international trade. The Newhaven Enterprise Zone opened on the 1st April 2017 and will provide 55,000m² of new and 15,000m² of refurbished floor-space creating and protecting 2,000 jobs. Mid Sussex District Council, in its emerging District Plan, is bringing forward 25 hectares of employment space as part of the Burgess Hill Growth Programme, which will equate to approximately 100,000m² new floor-space and 2,500 new jobs, and is working with the LEP and other strategic partners to promote and deliver a Science and Technology Park at Burgess Hill. Investment in Brighton Town Hall will see the creation of a new City Hall for Business which will provide a focal point for the region's inward investment strategy. Proposals include a new International Trade & Export Team to promote the City Region, host international delegations, work with DiT to actively target investment propositions and provide on-site support to exporting businesses. Greater Brighton Business Ambassadors will



be identified from within the local business community to help promote the region as a place to invest; they will include industry specialists and senior leaders able to advocate and secure investment on behalf of the City Region.

With regard to priority 5, the Greater Economic Board agrees that it is essential that all investment in our economic capacity is accompanied by similar investment in our natural capital and clean growth. Greater Brighton will put low carbon growth at the heart of the Greater Brighton economy, and wants to be seen as a platform for Green Growth. The Greater Brighton Economic Board work plan includes developing resilience and sustainability plans for water and energy, to ensure that the City Region has the capacity for future growth and that growth will be sustainable.

The University of Brighton's Green Growth Platform has brought together a flourishing and growing network of 950 organisations, and they form the foundations of a thriving, green economy in our region. Greater Brighton will support the University of Brighton and its network of organisations to develop and commercialise the next generation of environmental, low carbon products and services. There are significant opportunities to make strategic linkages between the work of the Green Growth Platform and other low carbon/green sector initiatives across the wider region.

With regard to priority 6, the Greater Brighton Economic Board would like to see additional interventions to accelerate the delivery of genuinely affordable housing, including lifting the HRA borrowing cap, and greater flexibility around what to do with right to buy receipts in line with the region's Housing and Growth Deal.

With regard to priority 7, our aim is to establish Greater Brighton as the UK's centre for creative digital SME growth. This includes establishing a 5G and Ultrafast Fibre network connecting the City's Innovation Hubs – to establish the city as the UK's 5G test bed for SMEs. The 5G/Ultrafast Fibre ring would connect the Brighton Digital Catapult, 5G test bed, Digital Exchange, and Immersive Tech Hub in New England House to the Sussex Innovation Centre, Greater Brighton Metropolitan College, Circus Street Regeneration Scheme, and the Skiff digital SME space. Mid Sussex District Council has recently secured up to £2.2m from the Government's Local Full Fibre Network Fund to deliver gigabit (full fibre) infrastructure in Burgess Hill.

With regard to priority 8, establishing Greater Brighton as a gigabit City Region is a clear aim that would stimulate inward investment in key economic regeneration areas by creating an environment in which there is genuinely ubiquitous ultrafast broadband. It would allow the City Region to build on Brighton's outstanding digital and entrepreneurial reputation, building genuine competitive advantage against other leading national and international digital cities. Digital usage and expertise would spread out of the core digital industries into traditional businesses and trades, thus further stimulating economic growth. A key beneficiary of this would be the tourist economy, as the region would be able to attract increased numbers of leisure and business visitors through improvements to fixed and wireless access.



With regard to priority 9, The Board would like to see work with the City Region to support the Greater Brighton Metropolitan College (GB Met) and partners in its application to establish an Institute of Technology in the City focused on digital and creative skills.

There is significant potential for apprenticeships, including higher level and degree level apprenticeships to serve as a route to upskill, progress and reskill whilst in paid employment. Partnership arrangements between colleges, universities and local employers can ensure that those paying the apprenticeship levy can re-invest funds back into their own workforces and the local economy, and small and medium businesses can benefit from the funding available through the digital voucher system.

Greater Brighton Economic Board Members

Local Authorities

- Adur District Council
- Brighton & Hove City Council
- Crawley Borough Council
- Lewes District Council
- Mid Sussex District Council
- Worthing Borough Council

Business Partners

- Adur & Worthing Business Partnership
- Brighton & Hove Economic Partnership
- Coastal West Sussex Partnership
- Coast-to-Capital LEP
- FE Sussex Consortium
- Gatwick Airport Ltd
- South Downs National Park Authority
- University of Brighton
- University of Sussex