

Executive Summary

- i. The Greater Brighton Investment and Trade strategy has been developed to help the City Region realise its potential as one of the UK's leading locations for investment and trade.
- ii. It identifies the characteristics which distinguish the City Region economically, and provides recommendations on the delivery structures and mechanisms which could help the area to become a more attractive and supportive place in which to locate and do business.
- iii. The strategy has been developed as an internal strategy for Greater Brighton partners. It has been developed by Regeneris Consulting and Cambridge Competitive Advantage (CCA) based on a detailed programme of evidence collection and consultation.

Recommendations: New Resource to Support Trade and Inward Investment Across Greater Brighton

- iv. Greater Brighton has a strong offer to communicate to inward investors and can do more to encourage local businesses to grow through international trade. This needs a skilled, dedicated resource acting as gateway to trade and investment information, enquiries and support.
- v. Two related actions have been identified to help Greater Brighton better realise its trade and investment potential:

Action 1. A new Greater Brighton Trade and Invest Team

A new Trade and Investment Team focusing on attracting new investment to Greater Brighton, and on supporting City Region businesses to grow and trade internationally.

- vi. The principle of a dedicated **Greater Brighton Trade and Invest Team** has received support from partners across the City Region, and is the priority of this strategy.
- vii. The team would provide a dedicated resource working with local partners (the councils, business networks, and businesses themselves) plus Coast to Capital Local Enterprise Partnership (C2C LEP), Gatwick Diamond, Locate East Sussex, Invest in West Sussex, the Newhaven Enterprise Zone and the Department for International Trade (DIT) to deliver a business/investor friendly support service.
- viii. The Trade & Invest Team would be positioned as the lead body for Trade and Investment activities in the area with protocols in place to ensure transparency and collaboration with local partners.

- ix. Further work is needed now needed to establish a five-year business plan for the team, setting out clear operational and financial models.

Trade and Investment: A Dual Remit

While inward investment and international trade are distinct policy areas, there are also close synergies and dynamics between the two: not least in terms of the importance of consistent messaging on growth aspirations, strong insight and intelligence on the local business / economic landscape, and a coordinated approach to business engagement and dialogue.

The 'dual' remit of the proposed Greater Brighton trade and invest team reflects these synergies, and replicates successful models developed elsewhere in the UK (e.g Bristol and Bath and Locate East Sussex). A coordinated and coherent approach to both investment and trade has the potential to play an important role in supporting economic growth and vitality: both by attracting new jobs and businesses to the City Region, and by helping existing (and new) businesses to grow.

- x. *Please refer to Chapter 5 for more information on the role and remit of the Trade and Invest Team.*

Action 2. City Hall for Business

Delivery of a physical and high-profile hub for Greater Brighton trade and inward investment activities, with potential for 'satellite' hubs elsewhere in the City Region.

- xi. There is an opportunity to establish a physical hub for a new Trade and Invest Team, and its day-to-day activities, at Brighton Town Hall.
- xii. The Grade II listed building in Bartholomew Square in Central Brighton is currently underused and funding has been approved by Brighton & Hove City Council to refurbish the asset as a multi-sector hub for business growth, international trade, inward investment activity and destination marketing.
- xiii. The proposed refurbishment presents an opportunity to provide a highly visible home for the new Trade and Invest Team, and a high-quality facility from which to showcase Greater Brighton as a business investment destination.
- xiv. While Brighton & Hove and the town hall provide a natural home and focal point for the Trade and Invest Team, it is critical that the service is established in a way which reflects its City Region wide remit. In the short term, this means ensuring that the town hall is fully accessible to City Region partners. However, once the team is operational and established, the potential to establish 'satellite' hubs at other locations throughout the City Region should also be explored.
- xv. *Please refer to Chapter 5 for more information on City Hall for Business project.*

The Case for Action

- xvi. While Greater Brighton is home to a diverse and growing economy, a number of challenges have been identified which are impacting on overall economic vitality and competitiveness.
- xvii. To better realise its economic potential, the City Region needs to be perceived as a location which welcomes, values and supports business investment and growth. There is a strong case for intervention by City Region partners to help this potential to be realised:
- **Greater Brighton is currently underperforming in terms of inward investment:** the attractiveness of Greater Brighton as a location for investment is highlighted by the fact that there have been a number of inward investment 'successes' across the City Region over the past year. While there are a number of organisations with inward investment functions active across the area, there is currently no proactive positioning of the Greater Brighton as a whole. As a result, the full potential of the City Region as an investment location is not being maximised.
 - **Competition for investment is increasing both nationally and internationally:** It is also clear that Greater Brighton will continue to face stiff competition from other UK locations and from overseas locations targeting key sectors like Creative and Digital services and Professional and Financial services. The Tech City 2017 report for example, lists a number of UK locations working to grow their technology sectors many of which (such as Bristol, Manchester, Sheffield and Edinburgh) have active inward investment programmes. Without a proactive effort, Greater Brighton is unlikely to attract the number and quality of investors necessary to build the area's longer-term image as a 'go-to' destination.
 - **Exports and business growth have an important role to play in driving the future economic vitality of the City Region:** the current macro-economic context, and uncertainty in future UK trade dynamics present both opportunities and threats for the City Region economy. While supporting business growth and international trade has been identified as a national priority for the government, Brexit will bear a significant influence on the decision making and activities of individual firms over the coming years. In Greater Brighton, this is relevant both for larger employers who trade internationally, and also smaller businesses who have aspirations to grow and trade internationally. In this context, providing a supportive business environment that recognises and engages with the needs of different segments of the economy is more important than ever.
- xviii. Intervention is needed to provide a proactive response to these challenges: better communicating and exploiting the City Region's potential for growth, and providing mitigation to areas of challenge.
- xix. *Please refer to Chapter 3 for more information on the case for action.*

Building An Inward Investment Proposition for Greater Brighton

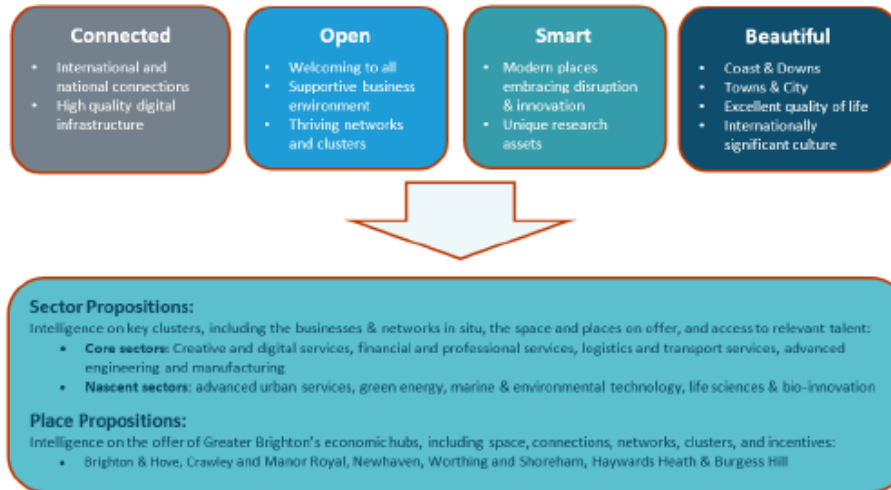
- xx. The development and communication of compelling inward investment propositions will be central to the activities of the Greater Brighton Trade and Invest team. These will need to sell the area as a whole, while also providing information on its constituent places, sectors and opportunities.
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Selling the City Region: Headline Economic Strengths

- **A Connected Economy:** Greater Brighton benefits from strong connections, both nationally and internationally. These include swift rail links to London, the presence of Gatwick Airport, and the ports at Newhaven and Shoreham. Digital connectivity within the major urban areas is also strong
 - **A Growing Economy:** The City Region is home to a large economy of nearly half a million jobs and has experienced strong growth over the past 5 years. It boasts a diverse range of economic locations, including a vibrant hierarchy of town and urban areas, major industrial areas such as Manor Royal, and significant growth and regeneration opportunities such as the Newhaven Enterprise Zone, the Burgess Hill Growth Area and Shoreham Harbour.
 - **Diverse Sector Strengths:** Greater Brighton has a dynamic and broad-based economy. Strengths include professional services and creative and digital industries (particularly in Crawley and Brighton & Hove), logistics and warehousing (particularly around Gatwick), and a range of higher value manufacturing and engineering activities. There are aspirations to growth nascent bio-tech, marine, environmental and green energy sectors across the area (e.g. at Newhaven).
 - **Unique Economic and Innovation Assets:** Greater Brighton boasts a strong set of assets which are supporting its evolution as one of the UK's leading hotspots of research and innovation. These include the 5G Digital Catapult, the forthcoming Advanced Engineering and Bio-Innovation Centres, two universities, and a strong set of business networks and support mechanisms.
 - **A Strong Workforce:** Greater Brighton benefits from a large and well-educated workforce. The area has a population of around 800,000 and has strong rates of labour market participation. Over 43% of the population hold a degree or higher. The City Region boasts a range of education institutions, including two universities and a diverse further education offer.
 - **Lifestyle and places:** The quality of the Greater Brighton's environment and lifestyle is one of its greatest and most recognised strengths. The City Region provides a strong balance between urban and rural lifestyles, including vibrant urban areas (e.g. Brighton & Hove), historic market towns (e.g. Lewis) and nationally recognised landscapes (the South Downs National Park).
 - **Momentum:** The City Region has significant potential for housing and employment growth over the next decade. The Greater Brighton City Deal has been agreed to help unlock this growth, with major investments planned to alleviate stresses in the City Region's economic infrastructure. The City Region Investment Programme comprises around £150m of public sector investment allocated to projects across Greater Brighton, with considerable private sector funding levered.
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- xxi. Based on the research undertaken, an 'indicative' inward investment proposition for the City Region has been developed.

Figure E1: Indicative Greater Brighton Inward Investment Proposition



Source: Regeneris Consulting, 2018

- xxii. An important early task for the proposed Greater Brighton Trade and Invest Team should be to develop this proposition further, along with a set of supporting 'place' and 'sector' propositions. In doing so, it should take into account four principles which will help to ensure success:

- **Clarity:** the best propositions have a very clear and simple idea, conveyed in a succinct and business-like fashion. It should be memorable and meaningful.
- **Scale:** the proposition should address the advantages at an optimum and appropriate scale of geography. This may be at the City Region or LEP level, but it might be at a national, regional, sub-regional or local one.
- **Facts:** it must be believable and based on clear facts and evidence. It must be supported by statistics, stories and third-party validation in the form of quotes and case studies.
- **Consistency:** an effective proposition emerges and evolves over a period of time. A proposition should be adopted by as many other partners and people as possible, ensuring that multiple voices expose many audiences to the same themes over a sustained period.

- xxiii. Please refer to Chapter 6 for more information on the process of developing an inward investment proposition for Greater Brighton.

