

# Greater Brighton Pitch for Place

(1,400 words)

## **Europe's most exciting, agile and welcoming business region.**

Perfectly positioned between London and England's south coast, this is a special region where innovators and entrepreneurs thrive in beautiful places that combine connectivity and creativity.

In challenging times, the future is being shaped by places that adapt, pivot and rewrite the rulebook.

## **Welcome to Greater Brighton.**

From London to Brighton, through the stunning Sussex countryside and South Downs, we're harnessing the strengths of our area in ways that respect its history and natural assets. A place where we are proud of our strong values of independence, diversity and inclusivity. Above all, this is a welcoming place that embraces newcomers and encourages new thinking.

## **Global Connectivity**

On the doorstep of Europe's biggest city, with global connectivity from Gatwick Airport, this is a place where businesses can reach new markets with ease.

Our local, national and global connectivity puts you closer to the people, customers, suppliers and opportunities you need to succeed.

We are proud to be home to London Gatwick, one of Europe's busiest airports. More than 46 million passengers every year fly to around 230

destinations in over 70 countries, including more than 60 long-haul network routes. Gatwick serves more destinations than any other UK airport, so for globally ambitious businesses, our connectivity to Europe, Asia, America and Africa is truly unbeatable.

Fast and frequent trains connect London Victoria, London Bridge and St Pancras with our key locations, taking as little as 30 minutes. This brings you closer to the UK's largest workforce catchment and one of the world's leading business hubs, and just one change from direct trains to our close European neighbours in Paris, Brussels, Amsterdam and Cologne too.

Our road network is being constantly upgraded and improved. Being just a few miles from the M25, London's orbital motorway, we've got easy access to the capital and the rest of the national road network.

15 million people live within an hour of Greater Brighton which is great for recruiting staff and for reaching more customers.

As you would expect with miles of stunning coastline and beaches, our sea access to the rest of Europe and beyond is another key benefit. Our ports at Shoreham and Newhaven provide opportunities for businesses shipping goods in and out of the UK and cross-channel passenger services to France.

The post-Covid 19 world demands digital as well as physical connectivity. As a leading tech location, we are agile, we adapt and we're early adopters. We are leading the testing and roll-out of 5G testbeds in both urban and rural areas, creating robust and resilient networks. Whether you are Zooming from home, Skyping on the go or hosting virtual Teams meetings, this is a place built for flexible working.

## **Creative Talent**

This is a place where smart people want to live, choose to study and stay to work.

Our dynamic and talented people have a well-deserved reputation for pushing the boundaries of what is possible and applying independent thinking to create innovative solutions.

It shouldn't surprise you that we're a hotbed of research and entrepreneurship. We have one of the highest proportions of creative businesses and the most startups per capita in the country.

World-class research and teaching at the University of Sussex and the University of Brighton attracts around 40,000 students from around the world. International strengths in advanced engineering, science, technology and digital industries create opportunities for businesses to collaborate and innovate.

Our excellent schools and colleges, such as Greater Brighton Metropolitan College with its five campuses in Brighton, Shoreham and Worthing, ensure that the roots of our talent pipeline run deep into our communities.

## **Proven Business Region**

This is a tried and tested, successful and trusted place to build your business. Across our region, entrepreneurs are turning startups into more than a thousand scaleups.

We've got local businesses that have been here for more than a century, who are expanding and investing in new facilities here.

And these local champions are being joined by companies from every corner of the world that have chosen to make Greater Brighton their home.

Our international employers include the likes of Roche Diagnostics, Allergy Therapeutics, Boeing, Thales, L3, Raytheon, American Express, Doosan, Thales and Tokyo Electron.

From designing high-performance electric engines to finding a vaccine for coronavirus, our companies are making a difference and creating a better world.

## **Highest Quality of Life**

Businesses locate here because of our strategic location and access to talent. People choose to live and work here thanks to the very highest qualities of life that make this such a unique place.

From the edge of Europe's most popular big city, through the market towns and traditional villages in the stunning Sussex countryside and South Downs National Park, to our famous beaches and coastline around Brighton.

This is a place that people want to visit, where they aspire to work and which gives them the freedom to love their best lives.

Both urban and rural, coexisting in harmony. Beautiful. Spacious. Relaxing. Safe. Exciting. Diverse. Modern. Fun.

We embrace newcomers, we support and share, we champion change and we are proud of our strong community values.

## **Growing Places**

We are a region of diverse places, united in a common goal of supporting and facilitating sustainable growth that improves lives and opportunities. Places like Brighton and Hove, Worthing, Crawley, Shoreham, Haywards Heath, East Grinstead, Burgess Hill and Lewes.

We have the space and infrastructure to support your next project - from new headquarters to manufacturing and logistics; new development sites and creative spaces.

Whether it is your first stepping stone into the UK or an opportunity to scale your activities in a more sensible and cost-effective way. This is a prime business location with all the connectivity and talent you need, without the expense and congestion of a capital city.

## **Strengths and Opportunities**

### *- Tech & Creative*

For years the Brighton area has been synonymous with creativity and is known as the 'UK's startup capital'.

The region's cultural events and festivals; a vibrant bohemian arts scene brimming with fashion, music and design innovators; provide a rich and colourful edge to our digital technology credentials.

There's practical research, design and development into cybersecurity, Big Data, Internet of Things and Artificial Intelligence at our universities and our companies. Brighton has the UK's biggest concentration of immersive tech businesses.

From bedrooms and garages to corporate campuses, our digital infrastructure and our 5G projects are key enablers. Home to innovators such as Creative Technology Group, Make Real, Hyve Managed Hosting and Surge Group.

### *- Healthcare and Life Sciences*

We're at the heart of efforts to create a healthier world.

University of Sussex's School of Life Science specialises in Biomedicine; Chemistry; Behaviour; Genomes; Neuroscience and Pharmacy. School of Health Sciences at University of Brighton is at the forefront of teaching and research in nursing, midwifery, health and social care. Brighton and Sussex Medical School is a partnership between the Universities of Brighton and Sussex together with NHS organisations throughout the region.

Home to leading healthcare companies like Roche Diagnostics, Varian Medical Systems, Canon Medical Systems, Health Management, Welland Medical and Allergy Therapeutics.

*- Advanced Engineering*

This is a region rich in the design and manufacturing of products and services that are redefining the way we live.

Our strengths and credentials in engineering include: consulting; low carbon energy and environmental technology; sustainable construction; intelligent transport; marine technology; medical devices and advanced logistics.

Aerospace companies chose to invest here because of the aviation expertise around the Gatwick area and world-class R&D collaborations with universities.

Home to great engineering success stories such as Ricardo, Edwards, Boeing, Thales, ACRO Aircraft Seating and Tokyo Electron.

*- Business, Professional and Financial Services*

With doorstep connectivity to one of the world's leading financial centres, we can offer a scalable and resilient expansion location at a fraction of the cost.

Talent on tap includes leading business schools at both our universities, college vocational courses and one of the highest proportion of degree-educated workers in the UK.

Home to major headquarters and back-office functions for American Express, Domestic & General, Legal & General, Royal Mail, Virgin Holidays, TUI and Southern Water.

## **Here to Help You**

We have developed the Greater Brighton Inward Investment Desk to advise and support your next move.

We offer free, confidential and professional advice on:

- Location Intelligence
- Network Introductions
- Sites and Properties
- Incentives and Support
- Visits and Meetings

Contact the Greater Brighton Inward Investment Desk xxxxxxxxx