

Subject:	HSBC Supercities Report		
Date of Meeting:	7 July 2011		
Report of:	Strategic Director, Place		
Contact Officer:	Name:	Cheryl Finella	Tel: 29-1095
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Key Decision:	No		
Wards affected:	All		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The purpose of this report is to inform the Planning, Employment, Economy & Regeneration Cabinet Member Meeting of the findings of the recent HSBC 'Supercities' report and the implications for Brighton & Hove.

2. RECOMMENDATIONS:

- 2.1 That the Cabinet Member for Planning, Employment, Economy & Regeneration supports the proposal to explore the feasibility of an International Exhibition to showcase Brighton & Hove businesses.

3. IMPLICATIONS FOR BRIGHTON & HOVE'S INWARD INVESTMENT PROSPECTUS AND FUTURE CITY GROWTH:

- 3.1 In 2009 HSBC commissioned a primary report, looking at how '*a decade of turbulence and transformation*' had affected the business development landscape in Britain. It drew significant links between a few locations and concentrations of new industry markets and business types which are emergent and forecast to drive future growth
- 3.2 The initial report listed five cities as being particularly significant in the future of the British business landscape and has deemed them 'super cities' – these were, in order of North to South:
- Newcastle – natural sciences
 - Leeds - finance
 - Liverpool – culture and branding
 - London – creative city state; and
 - **Brighton – 'rebellious, alternative economy'.**
- 3.3 The term Super City is used to describe a dynamic urban area that is the pre-eminent centre for a regional economy and a centre of gravity for growth industries and world class research. The HSBC report indicates that these cities have the potential to lead the UK out of recession.

- 3.4 Annex One provides a summary of the report along with further reflections on what is known about these business types within the city and how we might seek to exploit the city's profile as a Supercity.
- 3.5 There is an opportunity to capitalise on the profile created by this report and other similar city analyses such as the recent report by Centre for Cities which compared the economic performance of cities.
- 3.6 The Cabinet Member is asked to support work into the feasibility of an International Exhibition to showcase Brighton & Hove businesses. It will provide an opportunity to profile the best and brightest of the city's existing and emerging businesses; it would also be a useful platform upon which to launch the new City Investment Prospectus and demonstrate the Council's desire to support and grow the indigenous business base as well as attracting those able to harness the talent available within the city.

4. CONSULTATION

- 4.1 A briefing on the Supercities report was given by Economic Development Officers to the Strategic Director for Place; the recommendations are a result of this consultation.
- 4.2 Should the proposal be approved further consultation with the business community and other stakeholders will take place to inform the business case.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications

- 5.1 There are no direct financial implications arising from the proposal to explore the feasibility of an International Exhibition. Should the decision be taken to hold such an Exhibition, a formal business case and a funding plan will be necessary if the initiative to progress.

Finance Officer Consulted: Karen Brookshaw Date: 27/06/11

Legal Implications:

- 5.2 There are no direct legal implications arising from this report

Lawyer Consulted: Bob Bruce Date: 27/06/11

Equalities Implications:

- 5.3 There are no equalities implications arising from this report; however if the exhibition goes ahead it will benefit small businesses in the city, contribute to business growth and help to create more employment opportunities for residents in the medium and long term

Sustainability Implications:

- 5.4 There are no sustainability implications arising from this report; however if the exhibition goes ahead it will contribute to the sustainability of the city's business base and provide a useful platform upon which to highlight the Council's drive to promote Brighton & Hove as a low carbon city.

Crime & Disorder Implications:

- 5.5 There are no crime & disorder implications arising from this report.

Risk and Opportunity Management Implications:

- 5.6 There are no risk & opportunity management implications arising from this report.

Corporate / Citywide Implications:

- 5.7 This report feeds into the work currently underway to develop a citywide Investment Prospectus; the proposed exhibition will be used to launch the prospectus and profile the city's businesses

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 The alternative option would be to note the report and take no action regarding the feasibility work for an exhibition. This is not considered appropriate as simply noting the report would be a lost opportunity to showcase the findings, the benefits of which are set out in section 3.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 This report feeds into the work currently underway to develop a citywide Investment Prospectus; the proposed exhibition will be used to launch a prospectus and profile the city's businesses

SUPPORTING DOCUMENTATION

Appendices:

1. HSBC: The Future of Business 2011 – report summary

Documents in Members' Rooms

None

Background Documents

None

