

# Greater Brighton Devolution Prospectus

## Platforms for Productivity

September 2015



# The Greater Brighton City Region



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# Greater Brighton – Platforms for productivity

Northern Europe is at the start of the “third great economic revolution”; the transition to a new type of information economy.

The first revolution, from feudalism to merchant capitalism, saw the state providing the platform of ships, navies and lending institutions to support the shift and enable productivity. The state facilitated the second revolution to an industrial economy by providing the platform of built infrastructure, free trade, legal foundations, regulated banking and commercial systems.

The transition to a post industrial economy is likely to take several decades. The abundance of accessible information, innovative networked individuals, companies and communities is only just starting to deliver new products, services, business models and technologies that will push the UK, and Greater Brighton, towards greater abundance.

**Our strategic aim therefore is to provide platforms to grow productivity in the existing industrial economy whilst providing a platform for the accelerated development of productivity in the information economy using economic interventions in a radical and at times disruptive way to further catalyse the information economy.**

Greater Brighton is up for the challenge and enthusiastic to build on the City Deal approach started in 2014. We can further catalyse the new information economy by state, market and academia collaborating effectively across our region.

This devolution prospectus is the start of a longer dialogue that we want to have with Government and partners, focused on three areas where we believe we can make significant productivity gains: economic, social and public service. Greater Brighton looks forward to exploring the proposals contained within this submission and to ultimately agreeing the best deal for our people and businesses.

# Greater Brighton – Who we are

**Greater Brighton is a diverse, innovative and culturally-rich region that provides a unique opportunity to exemplify new ways of working, new ways of living and new ways of governing.**

Greater Brighton is made up of the local authority areas of Brighton & Hove, Adur, Worthing, Lewes and Mid Sussex. It is a true functional economic area of around 700,000 people and 32,000 active businesses. We have significant national and international connections: situated less than one hour from London and 30 minutes from Gatwick (and therefore the world) and with two ports – Newhaven and Shoreham – providing connections to France and main land Europe.

Greater Brighton has an extraordinary mix of coastal, urban and rural landscapes (including the South Downs National Park, a UNESCO biosphere and a number of areas of Outstanding Natural Beauty). It has a strong cultural, heritage, visitor (including business tourism) and sports components. This richness and variety within a 15 mile radius is regarded by residents and national and international visitors alike as a strong attractor for skilled labour and inward investment. There are a number of significant brownfield sites for regeneration and a growing investor appetite across the whole area (rather than just in established pockets of investment).

The region has two highly regarded universities (Sussex and Brighton) and a range of Further Education and secondary provision (including a new University Technical College (UTC) in Newhaven and the potential for other sector specific new providers). It also has a strong community, voluntary and social enterprise sector, which is leading a range of social innovation ideas and turning them into viable propositions.

The region has attracted a number of high-value industries. In Brighton & Hove these include, creative, digital and information technology (CDIT) businesses (with a number of world leaders in the digital and tech sectors) and financial/business services; and across the region there are a number of large and successful engineering and advanced engineering companies in sectors such as marine, aviation, automotive, defence, electronics and, pharmaceuticals (as well as financial services and a growing number of CDIT companies).

Greater Brighton's productivity, whilst comparable to the UK average, is not what it should be for its proximity to London and asset base. More than half of all jobs in the area are in tourism, retail and public sector industries, well above the national average. We have a highly skilled workforce but a high proportion are *under*-employed.

With the physical assets, people, practical exploitation of the information economy, and history of high end engineering (together with transport links to London, Europe, and the world), Greater Brighton has a strong and unusual basis upon which to grow its economic and social productivity for the benefit of the region and UK economy as a whole.

We recognise our resources are finite and not currently used as productively as they should be. This also provides a significant opportunity to radically redesign the platform the state provides at a local level for its financial and social economies and the provision of public services.

# Greater Brighton – Our vision

**Our vision is that Greater Brighton will become the most successful economy in the South East connected with London.**

Our Devolution Deal takes both the Greater Brighton City Deal and the Coast to Capital Growth Deal to the next level to deliver our aspiration. This ambition will be delivered through the Greater Brighton Investment Programme, which over the next ten years will generate approximately:



**24,000 jobs**



**455,000 sqm employment floor space**



**22,500 homes<sup>1</sup>**

**Our goal is to be globally recognised as:**

- having a strong and successful **Creative, Digital and Information Technology (CDIT) sector** that is driving per capita GVA 5% above the UK South East average;
- having an **engineering and manufacturing economy** comparable in GVA terms with the best in northern Europe and 5% above the UK South East average;
- a centre of **economic dynamism** with world class culture, creative and heritage attracting far greater inward investment and acting as a template for other coastal economic areas;
- a **strong 'brand'**, where the region is seen as a place for innovation, business and where people choose to live and visit;
- both a **generator and an attractor of investment**, energy, skills, ideas and entrepreneurs, and;
- a **thought leader in the re-imagination of public service** and the support of new economic models and models of service provision.

<sup>1</sup> The South Downs National Park Authority's draft Local Plan has a provision for an additional 4,500 homes over the next 17 years.

# Greater Brighton – Our delivery model

With the signing of the City Deal in 2014, the strategic economic agenda of the region is led by the Greater Brighton Economic Board. Greater Brighton is an established entity with formal governance arrangements built on strong collaborative relationships between partners.

## 5 Local Authorities

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

## 3 Business Partnerships

Adur & Worthing Business Partnership  
Brighton & Hove Economic Partnership  
Coastal West Sussex Partnership

## 2 Universities

University of Brighton  
University of Sussex

## 4 Further Education Colleges

City College Brighton and Hove  
*representing*  
*City College Brighton and Hove*  
*Northbrook College*  
*Plumpton College*  
*Sussex Downs College*

## Local Enterprise Partnership

Coast to Capital Local Enterprise Partnership

## National Park Authority

South Downs National Park Authority



**We want to extend our existing partnership to include Government. We are making a credible offer to accelerate growth and the creation of a centre of excellence for public service that we believe justifies the devolution of the powers needed to enable this.**

We have excellent foundations upon which to build with our experience of the City Deal; Coast to Capital's Growth Deal; and our strengthened Greater Brighton Economic Board as the mechanism for strong delivery. Through our devolution ambitions we are determined to drive sustainable economic growth across the region. This document outlines our commitment to local collaboration and working in partnership with Government.

We see the role of the Board over the next 10 years is to create and sustain three platforms enabling:

1. **Economic productivity**, through the provision of infrastructure, housing and employment land and enterprise support;
2. **Social productivity**, through the creation of skills, living wage housing and the acceleration of the information/"sharing" economy to drive a vibrant social economy; and
3. **Public service productivity**, through the radical redesign of public services and the introduction of new models of governance.

Our approach builds on our City Deal and Growth Deal of 2014, which identified key strategic interventions required (particularly to our infrastructure) and created a governance framework necessary to take it forward. Platforms for Productivity takes the City Deal approach a significant step on.

We have a detailed understanding of our existing economy (and the barriers and challenges to increased productivity) and an ability to have "grown up" conversations between the key players across the region to shape priorities and target interventions.

# Alignment with neighbouring devolution proposals

The Greater Brighton Economic Board recognises the need to work collaboratively with neighbouring authorities who are also discussing devolution proposals with Government. In particular a Concordat has been agreed with East Sussex County Council, West Sussex County Council and Surrey County Council (3SC). 3SC is a group of 26 local authorities comprising the three Counties and their respective District and Borough Councils. The Concordat acknowledges that key areas for the Greater Brighton Devolution proposal and the 3SC proposal raise issues of common interest and will benefit from close cooperation both in terms of their development and realisation. There will also be specific elements of each proposition which will give rise to issues of shared concern and mutual benefit and in respect of which close work at operational and political levels will be important.

Throughout this document we have identified areas where we will work with 3SC to ensure that our proposals are aligned and to ensure effective delivery of proposals in the Devolution Deals relating to or impacting on Greater Brighton, areas such as transport, infrastructure, skills and social care. We will also ensure that appropriate governance arrangements are developed which enable the effective delivery of the respective proposals within the Devolution Deals and support the continued delivery of Coast to Capital LEP's Strategic Economic Plan.

**In particular, the Greater Brighton Economic Board will commit to work collaboratively with Government, the Coast to Capital LEP, and 3SC to review all existing funding streams, governance structures and delivery bodies with the aim of reducing bureaucratic barriers to economic, social and public service productivity.**

# Three platforms for productivity

We believe that the role of the Greater Brighton Economic Board over the next 10 years is to create and sustain three productivity platforms:

Economic productivity	Social productivity	Public service productivity
The infrastructure, floor space and enterprise support to increase productivity in our economy	The skills and conditions to accelerate the information economy and unlock a vibrant social economy to the benefit of all our residents	The radical redesign of public services creating new models of governance, delivery and collaboration

## Driving economic productivity

- 1. Transport infrastructure:** The creation of an integrated regional transport system. Infrastructure to provide high speed connectivity to London and Gatwick, ensuring that supply and demand can be more readily connected for skills, business premises and housing.
- 2. Unlocking growth sites:** Delivering our ambitious housing plans and creating new employment and business space to realise our productivity potential.
- 3. Enterprise:** Providing business in key sectors with the support that they need to grow effectively, including support for the growth centres at Burgess Hill, Brighton, Shoreham and Worthing and the creation of an Enterprise Zone for Newhaven.
- 4. Smart infrastructure:** Improvements to digital infrastructure to become a gigabit region.

## Releasing social productivity

- 5. Skills for employment:** Creating an Educational & Skills Promise to provide seamless education and skills pathways, providing the skills our businesses need for growth and ensuring all our young people have equal access to education, training and employment opportunities.
- 6. Living Wage Housing:** Ensuring that our housing mix meets the changing demands of our citizens across our diverse urban area.
- 7. The Information Economy:** Growing this collaborative economy through the creation of new digital business models in both the public and private sector, to create a centre of excellence around “government as a platform” through the Greater Brighton Local Government Digital Service.

## Driving public service productivity

- 8. Regional leadership:** The Development of a stronger and more open governance system, developing new models of service delivery, including moving towards the formation of a combined authority and active dialogues with our neighbouring authorities and the Gatwick Diamond.
- 9. Cooperative and strategic working:** Driving efficiency by actively pursuing cooperation and collaboration between partners and with neighbours, including shared services, a Greater Brighton Property Board and joint working on planning and the delivery of strategic priorities.
- 10. Accelerating public service reform:** Radically rethinking the role of the public sector as a service provider and commissioner, moving toward a model of government as convener, networker, champion and shaper of new social models that will harness economic productivity whilst ensuring the equitable distribution of rights and responsibilities.

# Increasing Productivity – Our core offer to Government

## We will drive our productivity through our core offer to Government to:

- Commit to **strengthen local governance and accountability**, including moving towards a Greater Brighton Combined Authority.
- Commit to **accelerate public service reform** and drive efficiency through a radical reimagining of the role of the public sector, including new integrated and shared services and new models of service delivery.
- Deliver an **intelligent transport network** that supports viable business and commercial activity across the region, supported by a high-speed connection both east to west and to Gatwick and London, making a strong proposition for growth sites such as Burgess Hill, Newhaven and Shoreham Harbour.
- Create a **Greater Brighton Housing Company** to accelerate housing delivery to meet and surpass our planned housing supply of 22,500 homes. This will help to develop a balanced regional economy, with new housing to support local employers and growing businesses whilst also retaining a focus on affordability and quality (particularly in the private rented sector).
- Pilot a Joint Venture to deliver 1000 affordable homes with a local housing association, with a new **Greater Brighton Living Wage house model**.
- Create a **Greater Brighton Digital Service**, a pilot local government digital service as part of the wider public service reform programme of the region.
- Work with the support of Government to deliver enough sites of sufficient quality to secure development where land values are lower or currently underutilised and maximise the release of surplus public sector land, to drive economic growth through a **One Public Estate Approach**.
- Utilise the existing **Business Growth Hub** model to take control of the business support agenda and build a place-based approach that creates the appropriate support network to accelerate enterprise growth, creating the conditions that enable new businesses to start and existing businesses to scale.
- Create a **Greater Brighton Apprenticeship Company** supported by an **Employer Skills Task Force** and an **Education & Skills Promise** that puts employers in the driving seat of the local skills system, enabling the delivery and successful completion of an increased number of high quality traineeships and apprenticeships that target local high-growth specialisms along with established pathways into employment.
- Create **digital infrastructure and a gigabit region** that offers ultrafast connections for every business, resident and community and in doing so transform the digital sector in terms of economic value and establish new digital models for the public and private sector, with digital technology deployed across infrastructure, opportunities, institutions, democracy and communities.

For a full table of our asks and offers please see the summary table on page 44.

# Our key asks of Government

**We want Greater Brighton to go further and faster. We have both the capacity and ambition to generate significant productivity gains and economic growth, with the following asks as catalysts (indicative):**

- Funding for **gigabit infrastructure across all major settlement areas** in the region along with devolution of the **BDUK and DCMS incentive initiatives** to support delivery of distributed digital exchange for Greater Brighton and the establishment of Greater Brighton as the **UK's 5G demonstrator region** using the UK's first 5G test bed at the Digital Catapult Brighton.
- Creation of a **Joint Property Board** with the HCA to enable the creative use of Government land and capital assets with the support of a **housing investment fund** and powers to retain **stamp duty**, levers that will help to generate a new revenue stream for the region to drive further housing delivery.
- Devolved **Apprenticeship Grant for Employers (AGE)** and the **proposed Apprenticeship Levy for large firms** to the Greater Brighton Apprenticeship Company.
- Commitment to accelerate A27 improvements, fastline improvements across our rail network, a **high speed Brighton to London Mainline** along with a 10-year funding commitment to **devolve transport funding**.
- Establishment of an **Enterprise Zone for Newhaven** and powers to retain **business rates** on specific projects, such as the growth centres in Brighton, Burgess Hill, Shoreham and Worthing, so a greater proportion of the growth dividend can support essential infrastructure requirements.

- Devolved **business support budgets and proportion of UKTI budgets** to enable Greater Brighton to take a more direct and proactive role in local trade and investment opportunities.
- Growth Deal to unlock the development of a **City and National Park park and ride**, to provide sustainable transport access to the region and the South Downs National Park.

For a full table of our asks and offers please see the summary table on page 44.

# Why seek devolution?

**Our productivity ambitions fit well with and support the HM Treasury “Fixing the Foundations” approach and in particular we believe we have a significant contribution to make.**

Parts of our ambition can be realised by further developing the Greater Brighton Economic Board as it currently operates. However, if we are to really create effective platforms for our economic, social and public service productivity ambitions, then we need the tools to do the job.

**Increasing productivity requires a complex set of interventions across the economy of the region. The requirement to bid, negotiate, liaise and convince a large number of Whitehall departments, arms-length agencies and funding bodies (and to do so at pace) has a significant impact on our ability to realise our productivity ambitions. We need the levers to use local knowledge, creativity and innovation to create solutions and catalyse significant economic change.**

Austerity has at times been a helpful lever to enable focus on elements of productivity and create the required collaborative intent. However it only takes us so far. The devolution of certain resources and responsibilities from central government to the region (and in certain cases onto other bodies to exercise on behalf of the region) becomes essential.

In Greater Brighton we have enjoyed good working relationships with Whitehall over the last decade, particularly in the growth and innovation space. We have the sense that we are understood and are respected for our willingness to innovate. Our “Ask” in this document is for a “Phase 1” set of levers as we become more adept at driving productivity and seeing new opportunities to collaborate better. We anticipate “knocking on the door of Government” again.

# Platform 1: Driving economic productivity

**The role for both central and local government is to create conditions for markets that work efficiently and to work, together with the private sector, to create conditions that drive improvement and catalyse growth. This Devolution Deal provides a unique opportunity to ensure that the conditions are right and that the necessary levers are being pulled in order to improve productivity and accelerate growth.**

We want to build on our City Deal and create a network of linked growth centres; be recognised internationally for our creative and technological expertise; our capacity to innovate; and to attract and develop talent and ambition. In the future, our productivity will reflect our high skill levels, our university-business collaboration will be at the heart of our economy and our region will create high-quality jobs and be truly international and outward-looking. On many economic and competitiveness measures the region is performing strongly, with Brighton & Hove a critical driver of the economic strength of the area.

However, below these headline measures it is apparent that the region is increasingly congested and physically constrained, especially with regard to housing and employment land - these factors are already hindering growth and eroding competitiveness for leading sectors. This issue will only be exacerbated as the small businesses that currently form part of a vibrant and thriving business base mature and grow. Our micro businesses find it difficult to grow here because our accommodation is not good enough. This is compounded by limited capacity to train new graduates in the specific skills required and a lack of the leadership skills required to achieve their ambitions.

At the same time, some parts of the region have not yet developed the broader mix of sectors or skills that can sustain higher skilled jobs and economic output. What these areas do offer, however, is capacity for future growth including new strategic employment and housing sites identified in Local Plans.

Different parts of the region are therefore interdependent in driving further growth and this Devolution Deal provides the opportunity to further formalise and catalyse this joint approach; creating the conditions that enable the interdependencies to be realised for the benefit of all. It is an approach that will be underpinned by the:

- Development of a detailed **Greater Brighton Infrastructure Plan** – in conjunction with the Coast to Capital LEP and 3SC – that will identify our infrastructure deficit and the growth dividend that we can deliver through targeted investment.
- Development of a **Greater Brighton Housing & Property Investment Plan** – in conjunction with the Coast to Capital LEP and 3SC – to provide a strategic delivery plan to deliver more housing across the region.

# Driving economic productivity – Transport infrastructure

## 1. Transport infrastructure

**Efficient transport is an aggregator of economic growth – it draws in funding, employment, visitors and residents. However, at present Brighton & Hove and the surrounding region is not maximising the benefits of its status as a transport hub and its connectivity to London and Gatwick.**

The region has significant transport inequalities and inefficiencies. The region's road network suffers from high traffic levels, meaning that even on the routes that enjoy good connectivity, there is a significant difference between theoretical and actual journey times. Evidence suggests that the A27 represents a significant constraint on east-west travel for business and commuting. Housing and strategic site location will increase traffic on key strategic routes and the A27 (as well as the A259 and connecting roads) and will therefore be a focus for growth.

The Greater Brighton rail network suffers from congestion and unreliability; an issue that has been materialising over a number of years. Peak period trains on the Brighton Main Line (BML) carry passengers above capacity (with some sections over 40% above capacity), with Network Rail suggesting that the existence of “flat” junctions on the BML route combined with the high service frequency contribute to continuing reliability issues.

Continued investment in Greater Brighton's transport infrastructure is necessary to both realise and accelerate the region's economic growth. Across the region we need to better connect our communities and neighbourhoods to employment and skills opportunities and adequate housing whilst meeting the demands of businesses and visitors. We want to create genuinely sustainable communities through the better use of technology, through better-quality and better-designed places and developments that enable people to make better choices about their need for travel.

As Greater Brighton has high levels of congestion and is located within a valued and protected environment the area needs innovative and light-touch transport solutions alongside a long-term strategic infrastructure plan if growth is to be sustained and increased.

**Brighton & Hove offers a blueprint for achieving transport improvements through incremental gains and the pursuit of “light-touch” solutions alongside major infrastructure improvements. It has a successful and effective bus transport service, which alongside proactive management of traffic and bus routes, technology innovations – including real-time arrivals information and e-ticketing – has encouraged residents to view the bus service as their version of the London Underground, with the ability to quickly hop-on/hop-off and traverse the city.**

# Driving economic productivity – Transport infrastructure

## Transport infrastructure: Our ambition and offer

We want to deliver a transport network that **supports viable business and commercial activity (including the movement of freight), travel to work/learn and our vibrant visitor economy across the region.** This in turn will make a stronger proposition for growth centres at Brighton, Burgess Hill, Newhaven, Worthing and Shoreham Harbour and ensuring that our rural areas are also well connected.

At the heart of our offer is an ambition for a **high speed Brighton Mainline** alongside enhanced east-west connectivity creating quicker, more reliable and better connections across the region as well as to London, the rest of the UK and internationally.

This will be supported, and the benefits realised, across a wider geography through a step change in the delivery of an **Intelligent Transport Systems (ITS)** and smart infrastructure. Together this will play a key role in supporting one of the region's main goals – economic growth – by reducing congestion and enhancing the economic viability of the region.

Technology will therefore play a central role in delivering a region that can compete at the highest level, perform efficiently by adapting to changing circumstances and demands and remain resilient during extreme events. By considering journeys from door-to-door and taking into account all forms of transport, technology can help to deliver a transport system that is safer, more efficient and more sustainable to use and operate.

Improvements can include access to public transport information and directions to interchanges such as car parks, before and during journeys; electronic payment methods; and smartcards and strategic control centres where partners can jointly manage access and movement to assist in enabling journeys to be undertaken as seamlessly as possible.

# Driving economic productivity – Transport infrastructure

## Transport infrastructure: Our proposed initiatives

The transport infrastructure needs of Greater Brighton have been assessed from the perspective of future economic and housing growth. In order to support jobs and match housing forecasts, six specific areas of focus have been identified:

- Development of a detailed **Greater Brighton Infrastructure Plan** in collaboration with 3SC and Coast to Capital LEP, that will identify our infrastructure deficit, in terms of what is required to improve efficiency, safety, increase resilience and the growth dividend that we can deliver through targeted investment. Additionally, local determination of strategic infrastructure priorities will give us the ability to directly determine strategic infrastructure priorities to drive economic growth. This means directly influencing decision-making processes and securing the necessary investment to deliver the Greater Brighton Infrastructure Plan.
- Delivery of a **High Speed Brighton Mainline** that will significantly enhance and improve connections to London and beyond.
- Delivery of **improved east-west connections** across the region, in partnership with 3SC and Coast to Capital LEP, identified through the development of the Infrastructure Plan, and resourced through a growth deal for improvements to the A27 and a wider investigation of the A27/A259 corridor.
- A **10-year Funding Commitment**. Local decision making will bring significantly better use of our existing transport infrastructure and assets across the administrative boundaries and different responsibilities that exist for maintaining, delivering and operating the transport system within the region. We are seeking a fair deal for local transport in the form of a 10-year commitment to devolve central government funding for transport.

This would include:

- A Greater Brighton Local Growth Fund allocation (capital);
  - Local transport block settlements for Integrated Transport Block and Maintenance (capital);
  - Funding to deliver the Greater Brighton Active Travel Strategy (to include walking and cycling) in order to support Government to meet its commitment within the Infrastructure Act 2015, and to secure an ongoing funding commitment (capital);
  - Direct allocation of funding to deliver smart transport solutions, e.g access to OLEV programme funding (capital) to deliver air quality improvements; and
  - Local Sustainable Transport Fund long-term continuation funding (capital and revenue).
- **Improve connectivity across the region, working collaboratively with 3SC and Coast to Capital LEP.** Rail and bus provision, both north-south and east-west, can help support growth. In the longer term the region needs a high speed Brighton Main Line or a second Brighton Main Line (BML2) to ensure it reaches its productivity potential. The role of buses in improving connectivity for Adur, Worthing, Mid Sussex, Brighton & Hove and Newhaven can also support the development of housing and unlock growth sites.
  - **Investment in the Region-Wide Bus Network** underpinned by integrated e-ticketing, real time signs, Wi fi and USB charging points in all buses, next stop announcements on all buses and talking bus stops in all bus shelters.
  - **Develop a City and National Park park and ride scheme**, providing improved sustainable transport access to both the region and the South Downs National Park.
  - **Improve international links**, including aligning our devolution proposals with the Gatwick Diamond to maximise the positive economic impact that Gatwick airport has on the region's economy, and by continuing to work with Dieppe Maritime to secure the future of the Newhaven to Dieppe ferry service. The secured future of the Newhaven to Dieppe ferry service also relieves pressure on the Dover/Calais service and so improves the resilience of the south east's connections to northern France.

# Driving economic productivity – Transport infrastructure

## Transport infrastructure: Our ask of Government

- **Government commitment for fastline improvement** to the east-west rail coastway. A high speed Brighton Main Line to realise the productivity, agglomeration and regenerative benefits of this investment and help establish Greater Brighton as major economy in the South East connected to London.
  - A **Growth Deal to unlock development of a City and National Park park and ride scheme** that would run and be managed commercially, providing improved sustainable transport access to both the city and town centres and the South Downs.
  - A **10-year Funding Commitment to devolve Central Government funding for transport**. This would include:
    - A Greater Brighton Local Growth Fund allocation (capital);
    - Local transport block settlements for Integrated Transport Block and Maintenance (capital);
    - Greater Brighton Authorities to be recognised Cycle Ambition partners and secure an ongoing funding commitment (capital);
    - Direct allocation of OLEV programme funding (capital); and
    - Local Sustainable Transport Fund long-term continuation funding (capital and revenue).
  - DfT support to **accelerate and extend Brighton & Hove's integrated e-ticketing pilot** across the Greater Brighton rail and bus network.
  - **Certainty that current plans** for investment by Highways England, Network Rail and the Environment Agency **are realised**.
  - A **Growth Deal to fund road and rail improvements** and greater flexibilities around access to strategic transport funding and planning.
- **Meaningful dialogue with the DfT** on future rail service specifications focused on achieving journey time reductions and reducing congestion and delays.
  - Devolved powers to **change local rights of way and to upgrade local cycling / walking routes**.

## 2. Accelerating growth sites

**Across the region there are a number of opportunities to make land and property assets 'work harder'. By pooling sites across the region and aligning leadership and vision there is the potential to generate value of a significant enough scale to secure the interest and active involvement of partners in the development of sites with a range of values and potential uses.**

**Our asks provide the necessary tools and resources to balance these demands and realise these opportunities.**

Delivering new housing and employment space is central to supporting and facilitating all aspects of growth. Through our City Deal we are unlocking growth sites to develop a network of growth centres, underpinned by a co-ordinated programme of business innovation support that combines our university expertise and commercial specialisms. Our two universities, Sussex and Brighton, are central to achieving our ambition. They are two of our most significant “anchor” businesses, supporting around 12,000 jobs and contributing nearly £1bn to the South East economy, they have extensive international connections, are major suppliers of skilled labour and they have specialist technological expertise that can be better harnessed to support strong growth in our region’s economy.

We will extend the presence of our universities and further education colleges throughout the region, northwards into Burgess Hill and along the coast to Newhaven and Worthing, commercialising technologies linked to their expertise in digital media, nanotechnology, big data, regenerative medicine and the recycling of economically critical materials.

Greater Brighton's housing market is characterised by significant levels of recent population growth and movement of people both within and from outside of the area. Attracting and retaining working-age residents across the region will therefore be particularly important in meeting the area's economic needs.

The local population is highly mobile demonstrated by internal migration flows within the area, notably outwards from Brighton & Hove. Constrained housing supply and increasing costs are creating a number of pressures including affordability challenges for residents and businesses. In addition, in Brighton & Hove a third of the housing stock is private rented and often of poor quality.

The plans to create 22,500 new dwellings over the next decade (a 55% increase on the current average rate of housing completions) covering a mix of types and tenures and 455,000 sqm of employment space, along with the interdependencies that exist between different parts of the region in terms of growth sites, mean that this Devolution Deal presents a unique opportunity to create a fully joined up approach to delivery.

The pressure does not only exist within housing. Providing suitable employment land and associated infrastructure that not only attracts and retains business but also actively supports their growth and expansion is equally pressing. Currently employment space, particularly office space, is of variable quality and a significant proportion does not support modern employment needs. If it is to facilitate, and indeed drive growth, employment land needs to accommodate businesses at different stages in their life-cycle from start up to scale up. It also needs to be aligned to the areas sector strengths and higher value industries.

# Driving economic productivity – Accelerating growth sites

## Accelerating growth sites: Our ambition and offer

Building places that support and drive growth requires **civic leadership and collaboration across our region**. Our Devolution Deal seeks to provide this leadership and collaboration as it aims to bring about increased housing delivery alongside new employment space as well as higher standards in the private rented sector.

We want to accelerate housing delivery across Greater Brighton. We aim to do this alongside initiatives such as the growth centres and the proposed Enterprise Zone in Newhaven and new business and science parks at Burgess Hill where significant housing development is planned. This will help to develop a **balanced regional economy** with new housing supporting local employers and growing businesses.

By working together with the support of Government, Greater Brighton can begin to deliver enough sites of sufficient quality to secure development where land values are lower or currently underutilised, including brownfield sites. **This approach will help to deliver sites that would otherwise not come forward or would be outbid**. This would also enable opportunities for housing, employment and businesses expansion in different parts of the region. This could take the form of a Greater Brighton Housing Company as the key delivery vehicle.

Through a **One Public Estate** approach we can also maximise the release of surplus public sector land to increase the number of homes being built and drive economic growth. We would seek to create a vehicle such as a Joint Property Board with Government to influence asset development in a way that supports the growth of the region's economy.

There are further ambitions to **improve the management and quality of the existing private rented stock**, combined with the opportunity to bring significant investment into the sector for new private rented homes. This would transform the tenure into one that supports growth by providing high quality, easy-access housing, for example a 'pocket living' type model.

# Driving economic productivity – Accelerating growth sites

## Accelerating growth sites: Our proposed initiatives

In order to deliver new housing and employment space that supports and facilitates all aspects of growth, eight areas of focus have been identified:

- Development of a **Greater Brighton Housing & Property Investment Plan** to provide a strategic delivery plan to accelerate delivery and surpass our planned supply of 22,500 homes and 455,000 sqm of employment space across the region within ten years.
- Establish a **Greater Brighton Property Board** with a clear remit to promote and secure development. By transferring joint assets this Board can begin to deliver a One Public Estate approach to managing property and land assets. Comprising all relevant Government departments, other public sector bodies and the HCA, the Board would deliver a more integrated approach to how the public sector uses its assets across the region to support growth and deliver better value for public money.
- Development of a portfolio of **Greater Brighton rail station sites**, such as Hove Station, New England Quarter, Durrington, Worthing and Newhaven as early candidates for assessment and investment in by the new organisation to be set up by HCA and Network Rail to exploit station opportunities.
- Maximise housing delivery by building upon the work of the **Greater Brighton & West Sussex Strategic Planning Board** and the award winning Greater Brighton and Coastal West Sussex Joint Strategic Statement.
- Accelerate housing delivery through a **Greater Brighton Housing Company**. Delivering activity alongside other initiatives and ensuring that the strength of the housing market is captured, while also ensuring that the development of housing types and tenure aligns to local needs.
- Continued delivery of the network of university backed growth centres across Greater Brighton, including:
  - Delivery of over 2,500 new jobs and 1,000 new homes through Brighton's **Seafront Investment Programme**, leveraging over £800m of private investment and securing the extension of Churchill Square Shopping Centre, a new King Alfred Leisure Centre, and a new 10,000 capacity conference and entertainment venue at Black Rock;
  - Delivery of **Shoreham's business growth centres**, providing centres of excellence for eco tech growth. This will provide 15,000 sqm of employment space and an estimated 340 net new jobs as well as annual GVA impact of around £15m. Shoreham Harbour's regeneration will provide 1,400 jobs, additional economic output of up to £34m per annum.
  - Delivery of **Worthing's town centre and seafront investment prospectus** of seven sites, including Union Place and Teville Gate, to deliver new homes, and employment space;
  - Delivery of significant growth at **Burgess Hill** including 5,000 new homes, 5,000 new jobs and 200,000sqm of employment space; and
  - Delivery of a **Bio-Innovation Facility** on the **University of Sussex's** Falmer campus. This will provide 9,000 sqm employment floor space, 500 FTEs (100 graduate level) and will have an annual GVA impact of £6m based on the new jobs created.
- Establish an **Enterprise Zone for Newhaven** initiative to deliver up to 167,200 sqm of commercial development, supporting 2,000 new jobs and safeguarding a further 600.
- Development of collaborative public/private approaches to **unlock housing and employment land** through **institutional investment vehicles**.

# Driving economic productivity – Accelerating growth sites

## Accelerating growth sites: Our ask of Government

- Establish an **Enterprise Zone for Newhaven**.
- **Investment support in Greater Brighton rail station sites** from the new organisation to be set up by the HCA and Network Rail.
- A Greater Brighton **Growth Deal to fund essential infrastructure** in return for the delivery of housing and jobs.
- **Growth Deal funding** to enable the development of the University of Sussex's **Bio-Innovation Facility**.
- Retention of **business rates** on specific projects, such as the growth centres, so that a greater proportion of the growth dividend can support essential infrastructure requirements.
- Establish a mechanism for those councils generating growth to **retain a proportion of the business rates** before they are pooled.
- **Retention of stamp duty** to generate a new revenue stream for the region that together with the New Homes bonus can be invested to support and drive further housing delivery.
- Create a **Joint Property Board** comprising all relevant Government departments with other public sector bodies and the HCA, with a clear remit to promote and secure development.

## 3. Enterprise

**Making the most of our successful firms requires tailored support that is specific to the needs of the individual business. It is only by addressing business needs that opportunities can be realised and growth supported in order to benefit the wider Greater Brighton economy.**

This requires the resources used by Government to be effectively integrated with the planning powers, skills development and the understanding of local supply chains and barriers. This is particularly pertinent for the growth sectors of strategic importance to Greater Brighton and indeed the wider UK economy. Businesses want to see local government actively pursuing opportunities to provide joined-up support for enterprise and growth in their area.

This Devolution Deal seeks to ensure that these powers – particularly in terms of the niche growth sectors of the region – are held more firmly in local hands. By working with LEP partners, the two universities and local businesses, Greater Brighton is looking to provide targeted and tailored support for innovation, research and development, inward investment and export strategies.

Greater Brighton and Coast to Capital LEP have already established an integrated Business Navigator Growth Hub that acts as a shop window for a range of business support interventions – all co-ordinated and designed to help micro, small and medium-sized businesses to achieve growth. We are seeking to build on this hub to integrate it with local authorities and provide a one-stop-shop for start-ups, small, medium and major organisations that is able to be both comprehensive and sector-specific in its provision of advice and support.

The challenge is to ensure that growth is promoted outside of Brighton & Hove and spread across the region. The Enterprise Zone at Newhaven is of primary importance, as it will bring forward significant new commercial development and employment.

This Devolution Deal provides an opportunity to create place-based integration in relation to business support, driving the development of support that is directly responsive to a strong understanding of local business needs, their potential markets and sector strengths.

# Driving economic productivity – Enterprise

## Enterprise: Our ambition and offer

Our ambitions around transport and unlocking growth sites will play a central role in **providing the physical infrastructure necessary for enterprise to flourish**. We need to build on these foundations by creating the appropriate support network to accelerate enterprise growth and create the conditions that enable new businesses to start and existing businesses to scale.

Through wider control of the business support agenda and a clearer place-based approach, we will be able to develop support that is grounded in the local understanding of business needs, their potential markets and sector strengths.

By working with the region's two world-class universities and building on the existing Growth Hub model created with the Coast to Capital LEP, the ambition is to build a model that **maximises the growth potential and productivity of the region's businesses** and drives productivity gains in our priority sectors of:

- Creative and Digital Media;
- Advanced Engineering; and
- Life & Health Sciences.

**Access to finance** is a particular issue facing businesses in Greater Brighton and the ambition is to build on the already established and successful initiatives in this area to further support growth.

## Enterprise: Our proposed initiatives

To achieve these ambitions and build on existing successes, five areas of focus have been identified:

- Establish a **Greater Brighton Investment Fund** that builds on the success of previously successful access to finance initiatives and creates a flexible fund that can be used to address specific business needs and opportunities. This initiative would bring together devolved capital funding for economic development, transport and regeneration, pooling locally and nationally determined funds. It could also be supplemented through the retention of business rates and possibly a tourism tax/night-time economy levy, due to Greater Brighton's unique tourist economy.

- The Investment Fund will also **bring together both private and public match-funding** (including European and EIB funding and local partners through the Local Growth Fund, and pension funds) to properly address and target the “local” issues faced by businesses in accessing finance under a single gateway as well as providing investment capital to bring forward infrastructure and regeneration projects – further driving the growth of our economy.
- Utilise the success of the Coast to Capital LEP Business Navigator to create a **Greater Brighton Business Hub** as a one-stop-shop for businesses that supports them to start up, manage and grow. The Hub would integrate national and local activity enabling a programme of support to be developed that is focused on both those businesses with the greatest growth potential and those in more economically challenged areas, ensuring benefits are spread across the region. Based on a successful model website in San Francisco (San Francisco Business Portal), this will also establish a single contact point for businesses applying for licenses, permits, seeking funding or grants, seeking employment space, or seeking networking or training opportunities. The establishment of this website would require significant organisational development across the region, and would occur alongside the public service reforms proposed as part of this Devolution Deal.
- Explore the creation of a local **business rates relief scheme to incentivise innovation and research and development** (R&D) in local businesses. This scheme would be in conjunction with the two universities which have specialisms within the growth sectors that Greater Brighton is seeking to incentivise.
- A coordinated approach to inward investment and reaching international markets through the **Greater Brighton Business Hub** with the support of a proportion of UKTI funding.

# Driving economic productivity – Enterprise

## Enterprise: Our ask of Government

- Devolved **business support budgets**, including European Regional Development funding for enterprise and a proportion of UKTI budgets, to enable the Greater Brighton Business Growth Hub to take a more direct and proactive role in local trade and investment opportunities.
- Devolve the **Business Growth Service** (formerly MAS and GrowthAccelerator) to the Greater Brighton Business Growth Hub following the end of the existing national contract in 2017.
- An **Enterprise Zone for Newhaven** to regenerate the area and deliver up to 167,200 sqm of commercial development, supporting c.2,000 new jobs and safeguarding a further 600 jobs.
- Retention of **business rates** at growth centres to generate a new revenue stream for the region that can be invested to support economic growth.
- A commitment to **examine all enterprise funding streams and explore the potential for rationalising** these as part of a joined-up approach to Enterprise support and growth in Greater Brighton.

## 4. Smart infrastructure

**Outside London, Greater Brighton will be the UK's top digital and creative region. As well as its thriving small business creative, digital and IT sector, it will be the base for larger digital economy firms and be at the forefront of the latest innovations in the digital economy. The region will increasingly be connected in all aspects and the creative sector and digital technology will help firms, individuals and communities share in the benefits of growth.**

**Digital connectivity is a critical aspect of global competitiveness.**

A central focus of this Devolution Deal for Greater Brighton is to ensure continued investment in broadband connectivity which is critical if our communities are to be fully inclusive and if our businesses are to maintain competitive advantage in a global economy. Our aspiration is for a gigabit region, with 100% connectivity across Greater Brighton, developing public wifi access in urban centres and using creative resources to innovate in digital applications.

There is a dynamic flow and exchange between different parts of the cultural, digital and creative industries which is vital to their future success. Creating synergies between the interlocking sectors of the Cultural and Creative Industries Ecosystem is a prime opportunity given the strengths of the Greater Brighton economy and the natural resources of the area.

We recognise the appeal of the natural environment of the region, including the South Downs to the new UNESCO Biosphere (which covers the Greater Brighton economic area – an area of 390 kilometers (150 square miles) of land and sea between the River Adur at Shoreham in the west and the River Ouse at Newhaven in the east). Smart infrastructure is critical to maintaining and capitalising on the social and environmental assets of the region, and to promote Greater Brighton as a high-quality leisure, residential and business destination.

National programmes aimed at rolling out broadband have lacked local knowledge and sensitivity to deliver the right outcomes. More imaginative and 'smarter' solutions are needed to ensure the social and economic wellbeing in these areas is enhanced. This Devolution Deal provides the perfect opportunity to achieve this.

The sector is also spreading geographically. The shortage of space, particularly move-on space, in Brighton itself has resulted in increasing numbers of companies locating across the region. More affordable housing is also pulling digital entrepreneurs to wider locations.

As the region develops, its economy will become increasingly interlinked. Firms will start, locate and thrive here. Whilst there are examples of a few larger firms that have either grown from digital start-ups in the city or who have moved here recently following Brighton's increasing reputation, the majority of activity is small and micro based and is based on creating value for other organisations. The challenge is therefore to grow larger indigenous businesses and to create inherent value through innovative products and services.

# Driving economic productivity – Smart infrastructure

## Smart infrastructure: Our ambition and offer

Our ambitions cover three core elements:

- **Digital infrastructure** – Fast, symmetrical, high capacity digital connections are the foundation of competitiveness and productivity for all UK regions. When the fastest growing private sector in the region is the CDIT sector, it becomes an issue of strategic imperative. Our intention is to have digital connectivity that offers the following:
  - Superfast connections (30 mbps) for every business;
  - Superfast connections for every residence and community organisation, including the rural areas, and;
  - Ultrafast connections (1 gbps) in every key business location across the region.
- **Digital sector** – Brighton's CDIT sector is thriving; it has demonstrated high rates of growth throughout the economic downturn. The ambition is to shift a good proportion of the sector up the value chain, so that they are increasingly capturing the value of their innovation and skill for themselves, and creating employers of regional, national and international importance. To do this, innovation, entrepreneurship, skills and business leadership are required.
- **Digital City Region** – Digital technology will be deployed across the region to ensure that benefits and opportunities are realised. This will include:
  - Use of digital technology and smart infrastructure to help people move across the region and to keep it moving;
  - Young people in all settings will know about the opportunities that are open to them and how they can match what they learn to their aspirations;
  - All individuals will have open access to the information they need to plan their careers, and to get back into rewarding employment when they suffer set backs;
  - Digital technology will open up our institutions and drive a digital democracy, with underlying digital equity, and;
  - Communities will use digital technology to make connections, to ensure those who are at a disadvantage, or who feel themselves to be different are included in society.

Super-fast broadband is now a fundamental requirement for business. However, the inability to access this in more rural settlements leaves them at a social and economic disadvantage.

# Driving economic productivity – Smart infrastructure

## Smart infrastructure: Our proposed initiatives

To achieve these ambitions we are proposing seven initiatives:

- **Digital Exchange (Dx) Greater Brighton** - A distributed digital exchange for the Greater Brighton region. Digital exchanges are designed to support and grow the digital, creative and tech sectors in and around a place, with consequent benefits for citizens and the wider business sector.
- The **creation of a network of connectivity hubs**, as part of the City Deal, in key centres along the Sussex coast to form a 'distributed digital exchange'. Each hub will serve a cluster of creative, digital and tech businesses, connecting them with each other and with the Brighton Digital Exchange.
- **Gigabit coast** – the development of ultra-fast broadband to power growth.
- **5G development** – funded by Coast to Capital Growth Deal, test rigs are being set up in the Digital Catapult Centre in Brighton so SMEs can get early access to the technology and begin innovating new products and services.
- Facilitate the **creation of new digital business models** which will support growth and productivity by either changing the way the business operates or by supporting the creation of new innovative businesses.
- Creating '**Government as a platform**' models looking at how to commission or create digital business model for public services both in terms of service delivery and operation but also community engagement, inclusion and democracy. Focused on the region in the first instance, if these models are successful then they can be rolled out nationally.
- Gigabit connectivity in the **Northern Arc** development in Burgess Hill.

# Driving economic productivity – Smart infrastructure

## Smart infrastructure: Our ask of Government

- Greater Brighton control of the **Broadband Delivery UK (BDUK) budget** and Department of Culture, Media and Sport **(DCMS) incentive initiatives** to support delivery of Dx Greater Brighton.
- Nomination of Greater Brighton region as a **pioneer** for the July Budget commitments **on ultrafast connection**.
- Establish Greater Brighton as the UK's **5G demonstrator region**.
- Increased **co-ordination of funding streams** such as Arts Council England and Heritage Lottery Fund – alongside Local Growth Fund and European Structural Investment Fund – with a regional input into the awarding of funding.
- Funding for **gigabit infrastructure** across all major settlement areas in the region, and ensuring superfast broadband to all rural areas.

# Platform 2: Releasing social productivity

**Supporting economic growth requires intervention beyond the provision of physical or digital infrastructure. It also requires long-term strategic action to ensure that there are employees with the right skills in the region. This not only involves strong education and skills pathways to employment but also the provision of Living Wage housing for our local working population who are on low wages.**

This long-term strategic thinking also requires the public sector to anticipate and monitor new and changing growth sectors and emerging ways of working, as these will require different skills and infrastructure provision to more traditional industries. Driving social productivity is about a collective approach to social and economic resilience of the region. Delivering a healthy labour market and getting people into work is the best route to preventing an reducing overall public service demand.

If more and more people are supported into sustainable employment this could fundamentally shift the reliance of the state to act more radically in how it enables and support our most vulnerable people and communities; and also how the state operates and coproduces solutions across the region.

Whilst Greater Brighton is often seen as being a highly-skilled area, this is not true of all the areas within the region. Our proposals are therefore designed to improve the suitability, availability and spread of skills across the region, to support both the existing specialisms and the on-going growth of the information or "sharing" economy.

**We are seeing the emergence of a new information economy across the Greater Brighton region.**

Innovative networked individuals, companies and communities are beginning to deliver new products, services, business models and technologies that will push us and the rest of the UK into a new economic revolution.

The region offers a cluster of specialist skills in CDIT industries and Health and Life Sciences, alongside above-average employment in High-Tech Manufacturing. This Devolution Deal provides opportunities to build on these and to ensure that productivity is maximised

# Releasing social productivity – Skills for employment

## 5. Skills for employment

**Greater Brighton (through the partners of the Economic Board), is at the nexus of employers, educators and skills providers in the region. It is uniquely placed to make qualitative changes to the provision of both academic and vocational education in the area. We will inspire our young people and businesses to achieve, innovate and prosper.**

Future employment growth is forecast in the financial and business services, media and technology sectors.

Participation in further education needs to be higher, with just 73% of 17 year olds in Adur, Worthing and Mid Sussex in education, placing them in the bottom 30% of performers nationally. Although it is higher in Brighton & Hove (85%) this could also be improved. The quality and impartiality of careers guidance for young people across Greater Brighton is inconsistent, with insufficient focus placed on vocational pathways.

There are gaps in skills and employment pathways as some young people leave further education with skills to contribute to the specialist industries that have the opportunity to thrive in the region but are unable to find suitable employment.

Greater Brighton has world class higher-education institutions and significant and successful vocational and Further Education (FE) colleges. The region has also been proactive in embracing new school models such as academies and UTCs. Greater Brighton has a significant track record in engaging a range of stakeholders (including employers and higher-education providers) in the development and delivery of post-16 education. However, these successes have not prevented significant inequality across the region in the provision of skills and education, attainment and employment prospects.

Greater Brighton, and Brighton & Hove in particular, has a number of standalone sixth form colleges that have demonstrated outstanding educational attainment and high-quality teaching. These colleges are facing a period of financial uncertainty and, through our Devolution Deal, we would seek to take on responsibility for the funding of these institutions to enable the region, the colleges, employers and other stakeholders to work together more effectively to rationalise current and future skills provision and ensure these high-quality education providers continue.

# Releasing social productivity – Skills for employment

## Skills for employment: Our ambition and offer

The post-16 education sector is critical to our strategy of **raising productivity and economic growth** across Greater Brighton. Our aim is to ensure clear, high quality professional and technical routes to local employment, alongside robust academic routes.

Achieving these aims is only possible through the agreement of a Devolution Deal that will enable the following:

- Further strengthening of the region as a **hub for knowledge and high productivity sectors**, building upon our growth sector strengths and university and FE specialisms;
- Raising the **aspiration, ambition and entrepreneurship** of our young talent by strengthening the delivery of careers advice, vocational learning enterprise and preparation for work - through localised employer-education activity; and
- Deliver a significant **expansion of the apprenticeship programme** across Greater Brighton – doubling the number of apprenticeships starts over the ten years.

We will create a **Greater Brighton Education & Skills Promise** to provide our young people with the skills and education needed to thrive in modern, agile and fast-paced employment; and businesses with the high-skill and employment-ready people that will enable their businesses to grow. We will ensure the provision of skills with a focus on the delivery of high-quality teaching in STEM subjects (science, technology, engineering and maths) including Key Stage 1 provision.

Our ambition through the **Greater Brighton Education & Skills Promise** is to reduce educational inequality and support the creation of a more productive workforce with skills aligned to local specialisms – in particular supporting high-value growth in digital and advanced engineering.

We will raise the **profile and prestige of apprenticeships** and make them an attractive offer to all students. We will **double the number of apprenticeship starts in Greater Brighton over the next ten years**. Improving the quality and quality of apprenticeships requires the engagement of not just students but also employers. We will work with business and enterprise to recognise that apprenticeship-ready 16 or 18 year olds will require their engagement in both primary and secondary education. We will work with employers and enterprise to create a **local area curriculum** alongside increased numbers of high quality apprenticeships targeting local high-growth specialisms, and established pathways into employment.

We will work to **reduce to zero the number of young people in Greater Brighton aged between 16-18 years not in employment, education or training (NEET)**. We believe our partnership with businesses, our examination of the school-to-employment pipeline and our focus on skills enables us to make a promise to our young people to provide them with every opportunity to earn and learn. In return, we ask them to engage with our aspirations for the region by being creative, ambitious and entrepreneurial as students, employees or business owners.

A **Greater Brighton Apprenticeship Company** will significantly raise skills and improve productivity by pooling resources and specialisms across the region. The Devolution Deal would provide employers with greater access to the skills they require and at the same time provide opportunities to support growth and expansion of the Greater Brighton economy.

Creating an **Employer Skills Task Force** will put employers in the driving seat of the local skills system. Better and more tailored careers advice will also help to create better and more seamless pathways between education and employment.

The policy and funding landscape for skills and employment activity is also complex and often confusing for stakeholders and beneficiaries. Our desire is to use the devolution deal to simplify this to ensure an **equality of provision** and provide **pathways for those that are long-term unemployed and/or NEET**.

# Releasing social productivity – Skills for employment

## Skills for employment: Our proposed initiatives

To meet the ambitions around skills for employment seven initiatives are proposed:

- A **local area curriculum** for Greater Brighton focusing on the delivery of education and skills in high-growth sectors for the region including STEM subjects.
- A **Greater Brighton Apprenticeship Company** to deliver our bespoke apprenticeship programme to significantly raise skills and improve productivity with a particular focus on high-level apprenticeships. Key to this would be securing the involvement of the Higher Education (HE) sector in developing regional training opportunities linked to the development of skills in science, technology and engineering.
- **Local delivery of the further education budget** to ensure a resilient local FE sector with effective collaboration across a range of institution types. A critical aspect will be to facilitate greater specialisation to support Greater Brighton growth sectors, with the establishment of centres of expertise.
- **Local delivery of the AGE grant.** Through the Greater Brighton Apprenticeship Company we will roll out an independent brokerage service to support employers (particularly small and medium enterprises and those in the Voluntary and Community Sector (VCS)) to create additional apprenticeship opportunities for young people. Local delivery of the AGE grant will enable us to vary the level of support according to the different types of learner, sector/subject area and level of apprenticeship. This will ensure that we drive up demand for apprenticeships, particularly within our target sectors, but also ensure that they are more accessible for all individuals within the labour market.
- A **co-ordinated approach to the provision of careers advice** for younger people in the local area. This would include:
  - Establishing a Greater Brighton ‘Ambitions’ Careers Offer. Working closely with the National Careers service to create a dynamic partnership between business and skills providers using a Skills for Growth Compact or Ambitions Careers Offer through which employers, schools, colleges and training providers can work closely together and align careers advice, learning and preparation for work;
  - Creation of a Compact/Pledge for every 17 year old school/college leaver not going on to further education or employment to receive a guidance interview with a view to routing them to appropriate apprenticeship vacancies of short terms soft skills training; and
  - Localisation of an enterprise passport which government plans to roll out in September 2015.
- **Local commissioning of Work Programme and Youth Contract** to implement joined-up employability support, which is aligned to locally delivered employment support, but also other local authority provision such as health and care services, educations and careers guidance. The localised approach will contribute to the reduction in the number of long term unemployed in the area and reduce the level of NEETs across Greater Brighton, delivering a reduction in the welfare bill.
- Working with the Department for Business Innovation and Skills, **conduct and implement the findings of a Greater Brighton area based review of the provision of post-16 education and training institutions**, with the potential engagement of neighbouring authorities.

# Releasing social productivity – Skills for employment

## Skills for employment: Our ask of Government

- The opportunity to create a **local area curriculum** for Greater Brighton – a collaborative enterprise between schools, academies, colleges, further and higher education providers and employers to ensure quality academic and skills provision for all young people from 5-18 years.
- The opportunity to work with the BIS to conduct and implement the findings of a Greater Brighton **area-based-review of the provision of post-16 education and training institutions**, with the potential engagement of neighbouring authorities.
- The devolution of **Further Education funding** to the Greater Brighton region.
- The devolution of both the **Careers and Enterprise Company and National Careers Service's Inspiration Agenda remit and funding** to the region in order to co-ordinate employer education activity more effectively.
- Devolution of **Apprenticeship Grant for Employers** and retention of the **potential Apprenticeship Levy** by the Greater Brighton Apprenticeship Company. Local delivery of the AGE grant and retention of a levy will enable us to provide a bespoke programme of tailored skills support to both learners and businesses. This will drive demand for apprenticeships, particularly within our target sectors, and also ensure that they are an accessible and attractive option for all individuals within the local labour market.
- Greater Brighton Economic Board to become responsible for commissioning the **Work Programme** (or its replacement) and the **Youth Contract**.

# Releasing social productivity – Living Wage housing

## 6. Living Wage housing

**It is crucial that significantly more new homes are built across Greater Brighton. In doing so, it is vital that our policy focuses not just on the number of houses provided, but on their affordability and tenure.**

**The Greater Brighton Economic Board aims to develop a mechanism to re-establish the crucial links between housing and the labour market, rents and ownership and the ability of people on low incomes to afford them.**

One of the key benefits of social housing is that it acts as a platform for those on low incomes to build their lives. However, affordability has to a large extent been lost from the current low rent housing supply system and rent setting policies. Brighton & Hove is the primary destination for migrants moving into Greater Brighton but the evidence suggests that people are unable to afford to stay within the city as their housing requirements change. This affects a number of different types of households, including single people, couples, and those starting a family, but it is significant that 80% of those moving outside of the city into Greater Brighton are of a working age and many of those commute back into the city to work.

Retaining our cohort of young, highly skilled residents is key to the success of the region's economy. There is a danger that if affordability becomes so pressing in Greater Brighton that people move beyond the boundaries of the region, it will no longer be feasible to remain employed within the area and therefore individuals may choose to work elsewhere.

We have a good track record as individual authorities in pursuing innovative models for housing delivery. For example, Lewes District Council was the first authority in the UK to construct steel-framed, rapid-build homes as part of a deal in which the Council provided land, not capital, and in return received homes that it could lease to tenants on its housing waiting list significantly below the affordable rent for the area. Brighton & Hove's New Homes for Neighbourhoods programme is delivering 500 affordable homes on HCA land with six sites currently in construction.

# Releasing social productivity – Living Wage housing

## Living Wage housing: Our ambition and offer

Greater Brighton will be an exemplar region in reducing the cost to the state of the local housing allowance through the delivery of a range of affordable housing pilots, from living wage to low-cost rapid build. Through the creation of a Greater Brighton Housing Company, we will deliver greater numbers of new and more Living Wage homes through:

- A pilot **Joint Venture to deliver 1000 affordable homes** with a local housing association, the proposal would be to establish a **new Greater Brighton Living Wage housing model**. This would involve innovative approaches to providing more affordable housing to working people in Greater Brighton through a new Living Wage Rent Model and a Living Wage Homes Ownership Model. We can realise considerable savings on Housing Benefit by delivering well-managed good quality housing at below local Housing Allowance rates.
- **Raising standards in the Private Rented Sector**. Interventions to improve the management of the existing private rented stock, combined with the opportunity to bring significant investment into the sector for new private rented homes could transform the tenure into one which fully delivers for the local communities of Greater Brighton, providing high quality, easy-access housing for those working in a growing economy.
- **Moving to a Living Wage rent and home ownership models** which will produce three big opportunities:
  - Adopting Living Wage rents rather than Affordable Rents would give a long-term annual saving to the housing benefit bill and improve affordability for tenants;
  - Building more homes at Living Wage rents offers the potential to reduce the dependence of low-income households on the high rents in the Private Rented Sector; and
  - Living Wage rents would provide a stable base for Greater Brighton's working households to access a dynamic labour market, as well as security for those who are unable to participate in the jobs market.

## Living Wage housing: Our proposed initiatives

These ambitions will be delivered through three key initiatives:

- Accelerate housing delivery through a **Greater Brighton Housing Company**. Delivering activity alongside other initiatives and ensuring that the strength of the housing market is captured, while also ensuring that the development of housing types and tenure aligns to local needs.
- Surplus employment sites which are released for residential development have to be considered – in the first instance – to be **allocated for a starter home use**.
- Raise **standards in and increase the supply in the Private Rented Sector** by exploring the options to treat VAT as zero rated on land purchases.

# Releasing social productivity – Living Wage housing

## Living Wage housing: Our ask of Government

- Greater flexibility on the use of **Right to Buy receipts** and the ability to **negotiate packages of grants for Registered Providers** to support a wider range of housing needs and deliver our innovative Greater Brighton Living Wage housing model rent and homes ownership products. Currently there are limits on the amount of Right to Buy receipts that can be spent on any one new dwelling and a short timeframe of three years in which to spend them.
- Create a **Joint Public Sector Property Board** with the HCA. Creative use of government land and capital assets and support for joint ventures would help facilitate more innovative approaches to unlocking housing supply and commercial development.
- Full retention of all income from **Stamp Duty Land Tax** to enable re-investment in housing delivery and improvement of standards in the private rented sector alongside the New Homes bonus. Full local discretion over eligibility, rates and banding for Stamp Duty Land Tax.
- Support for the creation of a **housing investment fund**.
- Local administration of **HCA funding for new Living Wage housing**.
- **VAT** on land for the private rented sector should be treated as **zero-rated** for the purposes of recovery of VAT.

# Releasing social productivity –The Information Economy

## 7. Information Economy

**The transition to the information economy is changing the way individuals and businesses think about the value of personal labour, physical assets (such as spare rooms and cars), knowledge and intellectual property. These changing attitudes will not only be a new source of economic growth but will also disrupt the way in which our residents expect our services to be delivered. Supporting the information economy will shape our organisations in the same way it will shape wider society.**

Greater Brighton acknowledges the creativity, agility and ambition of the information economy, and will provide a platform for its accelerated development and growth alongside our ongoing strategic aim of providing platforms to grow productivity.

The information economy releases productivity from hitherto latent or ignored areas. As such the growth and innovation of this sector is significant but unquantifiable as it relies on the identification and monetisation of both “known unknowns” and “unknown unknowns”.

The information economy is an emerging and dynamic entity and as such Greater Brighton is uniquely placed geographically, economically and socially to catalyse its growth. The information economy requires a nexus of creative, entrepreneurial, and technological individuals and businesses to thrive and Greater Brighton as a region has both developing and existing strengths in all of these sectors. Greater Brighton is offering to be a convener, experimenter, contributor and advocate for the information economy in a way that will benefit both the region, the public sector and the wider national economy.

# Releasing social productivity –The Information Economy

## The Information Economy: Our ambition and offer

We believe that the information economy has particular relevance to Greater Brighton in **capturing value from scarce, underused or undervalued assets**. This can range from land and vehicles to economically inactive (or under-active) sectors of the economy. Our focus on delivering fairness and equality across our region means **our intent is to encourage the development of a social model for the information economy that both enables and protects individuals to benefit**.

Our ambitions therefore include:

- Developing **robust platforms for a sharing economy** with a particular focus on developing platforms for collaboration in the craft and food production industry.
- Ensuring **a higher social and financial value is put on the profession of caring as a career and a business opportunity**.
- Encouraging **social innovation through collaboration**.
- **Alternative credit and banking platforms**.
- Promoting Greater Brighton as **a centre of economic dynamism with its world class and creative environment, to attract far greater inward investment**. Its success could act as a template for other coastal economic areas in the UK.
- Creating a Greater Brighton Cultural, Creative and Heritage Growth Fund that aligns various funding streams (such as Arts Council, Heritage Lottery Funds, Coastal Communities Fund and LEP Growth Funds) to deliver growth in cultural and creative sectors.

# Releasing social productivity –The Information Economy

## Information Economy: Our ask of Government

- Establishment of a **Greater Brighton Digital Service** with a similar model and remit for local government as the Government Digital Service had for central government departments. With our focus on the information economy, public sector reform and shared services, our authorities' individual track records on delivering change programmes and reducing silo-departments, and our partnership including a range of authorities at different tiers, Greater Brighton would be a fertile test-bed for the creation of a digital service with the remit to transform.
- Engagement with the **"Sharing City" pilots** being undertaken by BIS in conjunction with NESTA and Innovate UK.
- Establish a **Greater Brighton Cultural, Creative and Heritage Growth Fund** that aligns the various funding streams (such as Arts Council, Heritage Lottery Funds, Coastal Communities Fund and LEP Growth Funds) to deliver growth in cultural and creative sectors.

# Platform 3: Driving public service productivity

**Our third productivity platform enables the far-reaching redesign of services and solutions offered by all tiers of government. This is not just about a necessary response to public sector funding reductions but is about seizing the opportunity to fundamentally review what the public sectors can and should deliver.**

Greater Brighton with its rich cultural heritage, high-quality environment, students, scholars, activists and creative entrepreneurs is well placed to lead the creation of a new institutional and economic system based on the model of civic collaboration, with new collaborative relationships built between citizens, administrations and business to share our resources and take care of our urban and local communities.

This will entail:

- Working together across Greater Brighton to accelerate public service reform.
- Radical rethinking of roles as service provider, commissioner, convener of others, sharers of services and using the sharing economy to drive more value from waste or dormant assets.
- The development of stronger and more open governance system (that remain relevant to all in an information economy).
- Networkers (nationally and internationally) to support wealth generation and inward investment, and be champions and ambassadors for the region.

- Collaboration across local government and our two universities in a new 'City Lab' initiative. This initiative is designed to create a more efficient, effective and enduring partnership, and increase opportunities for collaborative learning, research and knowledge exchange. This will help contribute to the urban and rural environments, health, wellbeing, prosperity and employment and address the identified needs and challenges of Greater Brighton.
- Greater Brighton's businesses and civic institutions as guardians and shapers of the "new social models" that will arise from the information economy, ensuring good governance, rights and responsibilities.
- Greater Brighton's businesses, civic institutions and key partners working with central government in the delivery of the longer term economic and social aims of the nation.

## 8. City Region governance

**Greater Brighton will commit to strengthening local governance and accountability.**

**Devolution properly conceived and thought through will provide a genuine democratic system for people to control and shape the city region for the better.**

Greater Brighton is an **established and collaborative region based on a mature partnership**. The Greater Brighton Economic Board (a joint committee) brings together leaders of the further and higher education sectors and the commercial and business sectors, with the leaders of the five participant local authorities and the Coast to Capital LEP. We have a detailed understanding of our existing economy and the barriers and challenges to increased productivity and we have the ability to have “grown up” conversations between the key players across the region to shape priorities and target interventions.

There is a strong recognition within the Greater Brighton Economic Board that catalysing productivity across an entire region will mean some **necessary trade-offs** rather than an “equal share for all”. To date these tensions and dilemmas have been well managed through our Greater Brighton Economic Board. However, as we move forward dealing with challenging issues such as the greater distribution of jobs, level of skills, development sites and housing supply, would be likely to test the maturity and coherence of a less robust governance model.

It is envisaged, therefore, that there would be certain issues where a Greater Brighton region would wish to **collaborate closely with either neighbouring Combined Authorities or Combined Authorities elsewhere in the UK** with similar sectorial/thematic strategic intent.

Through this devolution deal we will:

- Further **strengthen our governance by moving towards a Greater Brighton Combined Authority** while maintaining the equal input in governance arrangements and decision making of the universities, FE colleges, business partnerships, Coast to Capital LEP and the South Downs National Park Authority.
- Agree a **concordat with neighbouring county councils and partnerships** to ensure alignment in our ambitions.
- Continue the **emerging dialogue with neighbouring authorities** who may wish to become part of a widened governance arrangement and agree a concordat with neighbouring county councils to ensure alignment in our ambitions.
- Seek to develop a **stronger relationship between Greater Brighton and the Gatwick Diamond** as the two high growth centres of the Coast to Capital LEP region. The economies of Greater Brighton and the Gatwick Diamond are inextricably linked and together provide an economic scale that could rival other UK Core Cities and an important growth corridor to London.

## 9. Cooperative and strategic joint working

**Through our Devolution Deal, Greater Brighton authorities are exploring ways of accelerating public service reform and driving efficiency through new shared services and new models of service delivery.**

Greater Brighton partners are currently exploring options for new models of service delivery that maximise their capabilities and avoid what could be an impossible situation – being responsible for supporting local economic growth but with insufficient tools and capacity to deliver this. The options appraisal would assess the various service delivery models, with the aim of maximising efficiency – by improving and streamlining service provision and delivery to better support sustained economic growth across the region. Areas where Greater Brighton authorities will look to further strengthen our co-operative and strategic joint working include:

- Maximise housing delivery by building upon the work of the **Greater Brighton and Coastal West Sussex Strategic Planning Board** and the award winning Greater Brighton and Coastal West Sussex Joint Strategic Statement.
- Exploring opportunities for additional **shared services** and new models of service delivery in relation to economic development, regeneration, strategic planning, infrastructure, housing, transport, employment & skills, and business support.
- Establishing a **Greater Brighton Property Board** – to deliver a One Public Estate approach to managing property and land assets. Comprising all relevant Government departments and the HCA. The Board would deliver a more integrated approach to how the public sector uses its assets across the region to support growth and deliver better value for public money.

- **Utilise the Business Navigator Growth Hub** model with the Coast to Capital LEP to provide a single gateway and integration of business support services.
- Exploring options for new region-wide service delivery models such as our proposals for a **Greater Brighton Housing Company and Greater Brighton Apprenticeship Company**.
- Commissioning of **Work Programme and Youth Contract**. Through local commissioning of the Work Programme, and the Youth Contract we will implement joined-up employability support, which is aligned to locally delivered employment support, but also other local authority provision such as health and care services, educations and careers guidance. The localised approach will contribute to the reduction in the number of long term unemployed in the area and reduce the level of NEETs across Greater Brighton, delivering a reduction in the welfare bill.
- Establish a **'Troubled Families Plus' programme** focusing on employment support and getting the very long term unemployed and those with employment challenges into work. This Trouble Families Plus programme would include a new regular outcome payment for successful employment and a monthly retention payment, like the Work Programme. We would seek devolved Work Programme money to cover the outcome payments for these individuals.

## 10. Accelerating public sector reform

**Creating jobs and economic growth without radically reforming public services will not make Greater Brighton more sustainable. Tackling the largest areas of public spend – particularly welfare benefits and health – is central to addressing both the potential for growth, through increased tax revenues, and driving down the cost of dependency on public services.**

**Greater Brighton presents the ideal scale and corresponding agility for delivering integrated services.**

Greater Brighton provides an opportunity to accelerate public sector reform through a long term dialogue about how aspects of the public sector, such as social care and health, can be replicated to a local government model.

Greater Brighton faces demographic challenges that are likely to put pressure on resources in future years. Greater integration of health and social care can help Greater Brighton plan for such demographic changes and maximise the efficient use of public resources. This will help enable local services to work better together, addressing issues of demand and financial pressure.

Integrating such complex services will require re-shaping the whole system which can only be achieved through careful planning. This will require co-operation between: local partners; arm's length bodies including NHS England; and Government. Whilst we are at the beginning of this journey, this Devolution Deal signals a commitment to take forward the goal of improving local services and building resilience for future generations.

In order to take forward their ambitions for health and social care integration, Brighton & Hove City Council will build upon the good progress being made on a whole systems approach to the integration of health and social care through the City's Health & Well Being Board and Better Care Fund. The City Council will work together with local Clinical Commissioning Groups and NHS partners, as well as 3SC to co-design a business plan that will continue progress towards integration of health and social care across Greater Brighton. This will see the bringing together of available local health and social care resources to improve outcomes for local people and include a plan to reduce pressure on Accident and Emergency departments and avoidable hospital admissions.

This would include working with the 3SC to address social care workforce challenges at a sub-regional level through the proposal that the responsibilities and resources of Skills for Care are devolved to Greater Brighton and 3SC. We would also want to see Health Education England responsibilities devolved where these relate to the overall integration agenda, promote early intervention or support community co-design and activation.

# Greater Brighton Devolution Deal – in summary

## Driving economic productivity

	Rationale	Offer	Key initiatives	Ask
<p><b>1. Transport:</b> Efficient transport is an aggregator of economic growth – it draws in funding, employment, visitors and residents. However, at present Brighton &amp; Hove and the surrounding region is not maximising the benefits of its status as a transport hub and its connectivity to London and Gatwick.</p>	<ul style="list-style-type: none"> <li>The region has significant transport inequalities and inefficiencies. The regions road networks suffers from high traffic levels, meaning that even on the routes that enjoy good connectivity, there is a significant difference between theoretical and actual journey times.</li> <li>Evidence suggest a significant constraint on east-west travel for business and commuting. Housing and strategic site location will increase traffic on key strategic routes and the A27.</li> <li>Continued investment in Greater Brighton's transport infrastructure is necessary to both realise and accelerate economic growth. Across the region we need to better connect our communities and neighbourhoods to employment and skills opportunities and adequate housing whilst meeting the demands of business and visitors.</li> <li>Brighton &amp; Hove offers a blueprint for achieving transport improvements through incremental gains and the pursuit of "light touch" solutions alongside major infrastructure improvements. It has a successful and effective bus transport service.</li> </ul>	<ul style="list-style-type: none"> <li>To deliver a transport that supports viable business and commercial activity (including the movement of freight), travel to work/learn and our vibrant visitor economy across the region. In turn making a stronger proposition for growth centres at Brighton, Burgess Hill Worthing, Newhaven and Shoreham Harbour as well as ensuring rural areas are well connected.</li> <li>At the heart of our offer is an ambition for a high speed Brighton Mainline along side enhanced east-west connectivity, creating quicker and more reliable connections across the region as well as to London, the rest of the UK and internationally.</li> <li>This will be supported and the benefits realised across a wider geography through a step change in the delivery of Intelligent Transport Systems (ITS) and smart infrastructure. Together this will play a key role in supporting one of the region's main goals – economic growth – by reducing congestion and enhancing the economic viability of the region.</li> <li>Technology to deliver a transport system that is safer, more efficient and more sustainable to use and operate. Potentially including access to public transport information and directions, electronic payment methods and strategic control centres.</li> </ul>	<ul style="list-style-type: none"> <li>A Greater Brighton Infrastructure Plan that will identify our infrastructure deficit in terms of what is required to improve efficiency and safety and increase resilience, and the growth dividend that we can deliver through targeted investment.</li> <li>A high speed Brighton Main Line, providing improved connections to London and beyond.</li> <li>Delivery of improved east-west connections across the region, identified through the development of the Infrastructure Plan, and resourced through a growth deal for improvements to the A27.</li> <li>A 10-year funding commitment. Local decision making will bring significantly better use of our existing infrastructure and assets.</li> <li>A growth deal for improvement to the A27 and wider investigation of the A27/A259 corridor.</li> <li>Rail and bus provision, both north-south and east-west, can help support growth. In the longer term the region need a high speed Brighton Main Line or a second Brighton Main Line to ensure it reaches its productivity potential.</li> <li>Investment in a region-wide bus network underpinned by integrated e-ticketing, real time signs, Wifi and USB changing points in all busses, and talking bus stops.</li> <li>Develop a City and National Park park and ride scheme, providing improved sustainable transport access to the region and South Downs.</li> <li>Improve international links including alignment with Gatwick Diamond.</li> </ul>	<ul style="list-style-type: none"> <li>Government commitment for fastline improvements to the East-West Coastway line and a high speed Brighton Mai Lline.</li> <li>Growth Deal to unlock development of park and ride.</li> <li>A 10-year funding commitment to devolve transport funding.</li> <li>A Greater Brighton Local Growth Fund allocation.</li> <li>Local transport block settlements for Integrated Transport Block and Maintenance.</li> <li>Greater Brighton Authorities to be recognised Cycle Ambition partners and secure on-going funding commitment.</li> <li>Direct allocation of OLEV programme funding.</li> <li>Local Sustainable Transport Fund long-term funding.</li> <li>DfT support to extend Brighton &amp; Hove's integrated ticketing pilot for rail and bus networks.</li> <li>Certainty that current plans for investment by Highways England, Network Rail and Environment Agency are realised.</li> <li>A Growth Deal to fund road and rail improvements and greater flexibilities around access to strategic transport funding and planning.</li> <li>DfT dialogue on future rail service specifications on journey time and congestion reductions.</li> <li>Devolved powers to change local rights of way and to upgrade local cycling/walking routes.</li> </ul>

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<p><b>2. Accelerating Growth sites:</b> Across the region there are a number of opportunities to make land 'work harder'. By pooling sites across the region and aligning leadership and vision (e.g. around the consideration of density) there is the potential to generate value of a significant enough scale to secure the interest and active involvement of development partners, and secure the redevelopment of lower value sites.</p>	<ul style="list-style-type: none"> <li>Delivering new housing and employment space is central to supporting and facilitating all aspects of growth. Through our City Deal we are unlocking growth sites to develop a network of growth centres.</li> <li>We will extend the presence of our universities and further education colleges throughout the region, northwards into Burgess Hill and along the coast to Newhaven and Worthing.</li> <li>Greater Brighton's housing market is characterised by significant levels of recent population growth and movement of people both within and from outside of the area.</li> <li>The local population is highly mobile demonstrated by internal migration flows within the area, notably outwards from Brighton &amp; Hove.</li> <li>Plans to create 22,500 new dwelling over the next decade (a 55% increase on the current rate of housing completions) covering a mix of types and tenures and 670,000 sqm of employment space.</li> <li>Providing suitable employment land and associated infrastructure that not only attracts and retains businesses but also actively supports their growth and expansion is equally pressing.</li> </ul>	<ul style="list-style-type: none"> <li>Our Devolution Deal seeks to provide this leadership and collaboration as it aims to bring about increased housing delivery alongside new employment space as well as higher standards in the private rented sector.</li> <li>Accelerate housing delivery across Greater Brighton. We aim to do this alongside initiatives such as the growth centres, the proposed Enterprise Zone in Newhaven and new business and science parks at Burgess Hill where significant housing development is planned.</li> <li>Secure development where land values are lower or currently underutilised. This approach will help to deliver sites that would otherwise not come forward or would be outbid. This could take the form of a Greater Brighton Housing Company as the key delivery vehicle.</li> <li>A One Public Estate approach to maximise the release of surplus public sector land to increase the number of homes being built and drive economic growth.</li> <li>Creation of a Joint Property Board with Government to influence asset development in a way that supports the growth of the region's economy.</li> <li>Improve the management and quality of the existing private rented stock, combined with the opportunity to bring significant investment into the sector for new private rented homes.</li> </ul>	<ul style="list-style-type: none"> <li>Development of a Greater Brighton Housing &amp; Property Investment Plan to provide a strategic delivery plan to accelerate delivery and surpass our planned supply of 22,500 homes and 455,000 sqm of employment space within ten years.</li> <li>A Greater Brighton Property Board with a clear remit to promote and secure development.</li> <li>Development of a portfolio of Greater Brighton rail station sites, such as Hove Station, New England Quarter, Durrington, Worthing and Newhaven as early candidates for assessment and investment in by the new organisation to be set up by HCA and Network Rail to exploit station opportunities.</li> <li>Accelerate housing delivery through a Greater Brighton Housing Company.</li> <li>Continued delivery of the network of university backed growth centres across Greater Brighton.</li> <li>Delivery of Worthing's town centre investment portfolio.</li> <li>Delivery of significant growth at Burgess Hill including 5,000 new homes, 5,000 new jobs and 200,000sqm of employment space.</li> <li>Establish an Enterprise Zone for Newhaven.</li> <li>Development of collaborative public/private approaches to unlock housing and employment land through institutional investment vehicles.</li> </ul>	<ul style="list-style-type: none"> <li>Establish an Enterprise Zone for Newhaven.</li> <li>Investment support in Greater Brighton rail station sites from the new organisation to be set up by the HVA and Network Rail.</li> <li>A Greater Brighton Growth Deal to fund essential infrastructure in return for the delivery of housing and jobs.</li> <li>Growth Deal funding to enable the development of the University of Sussex's Bio-Innovation Facility.</li> <li>Retention of business rates on specific projects, such as the growth centres, so that a greater proportion of the growth dividend can support essential infrastructure requirements and establish a mechanism for those councils generating growth to retain a proportion of the business rates before they are pooled.</li> <li>Retention of stamp duty to generate a new revenue stream for the region that can be invested to support and drive further housing delivery.</li> <li>Create a joint Property Board comprising all relevant Government departments with other public sector bodies and the HCA with a clear remit to promote and secure development.</li> </ul>

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<p><b>3. Enterprise:</b> Making the most of our successful firms requires tailored support that is specific to the needs of the individual businesses. It is only by addressing business needs that opportunities can be realised and growth supported in order to benefit the wider Greater Brighton economy.</p>	<ul style="list-style-type: none"> <li>This Devolution Deal seeks to ensure that support for enterprise and growth are held more firmly in local hands. Greater Brighton is looking to provide targeted and tailored support for innovation, research and development, inward investment and export strategies.</li> <li>Greater Brighton and Coast to Capital LEP have already established an integrated Business Navigator Growth Hub that acts as a shop window for a range of business support interventions. We are seeking to build on this hub to integrate it with local authorities and provide a one-stop-shop for start-ups, small, medium and major organisations that is able to be both comprehensive and sector-specific in its provision of advice and support.</li> <li>The challenge is to ensure that growth is promoted outside of Brighton &amp; Hove and spread across the region. The Enterprise Zone at Newhaven is of primary importance, as it will bring forward significant new commercial development and employment.</li> <li>This Devolution Deal provides an opportunity to create place-based integration in relation to business support, driving the development of support that is directly responsive to a strong understanding of local business needs, their potential markets and sector strengths.</li> </ul>	<ul style="list-style-type: none"> <li>Through wider control of the business support agenda and a clearer place-based approach, we will be able to develop support that is grounded in the local understanding of business needs, their potential markets and sector strengths.</li> <li>By working with the region's two world-class universities and building on the existing Growth Hub model created with the Coast to Capital LEP, the ambition is to build a model that maximises the growth potential and productivity of the region's businesses and drives productivity gains in our priority sectors of: <ul style="list-style-type: none"> <li>Creative and Digital Media;</li> <li>Advanced Engineering; and</li> <li>Life &amp; Health Sciences.</li> </ul> </li> <li>Access to finance an issue facing businesses in Greater Brighton and the ambition is to build on the already established and successful initiatives in this area to further support growth.</li> </ul>	<ul style="list-style-type: none"> <li>Establish a Greater Brighton investment fund that builds on the previously successful access to finance initiatives and creates a flexible fund that can be used to address specific business needs and opportunities. It could also be supplemented through the retention of business rates and possibly a tourism tax/night-time economy levy, due to Greater Brighton's unique tourist economy.</li> <li>The investment fund will also bring together both private and public match-funding to properly address and target the "local" issues faced by businesses in accessing finance under a single gateway.</li> <li>Utilise the success of the Coast to Capital LEP Business Navigator to create a Greater Brighton Business Hub – a one-stop-shop for businesses that supports them to start up, manage and grow.</li> <li>Explore the creation of a local business rates relief scheme to incentivise innovation and research and development (R&amp;D) in local businesses. This scheme would be in conjunction with the two universities which have specialisms within the growth sectors that Greater Brighton is seeking to incentivise.</li> <li>A coordinated approach to inward investment and reaching international markets through the Greater Brighton Business Hub.</li> </ul>	<ul style="list-style-type: none"> <li>Devolved business support budgets, including European Regional Development funding for enterprise and a proportion of UKTI budgets, to enable the Greater Brighton Business Growth Hub to take a more direct and proactive role in local trade and investment opportunities.</li> <li>Devolve the Business Growth Service (formerly MAS and GrowthAccelerator) to the Greater Brighton Business Growth Hub following the end of the existing national contract in 2017.</li> <li>An Enterprise Zone for Newhaven to regenerate the area and deliver up to 167,200 sqm of commercial development, supporting c.2,000 new jobs and safeguarding a further 600 jobs.</li> <li>Retention of business rates at growth centres to generate a new revenue stream for the region that can be invested to support economic growth.</li> <li>A commitment to examine all enterprise funding streams and explore the potential for rationalising these as part of a joined-up approach to enterprise support and Greater Brighton.</li> </ul>

## Driving economic productivity

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<p><b>4. Smart infrastructure:</b> Improvements to digital infrastructure to become a gigabit region.</p>	<ul style="list-style-type: none"> <li>Outside of London, Greater Brighton will be the UK's top digital and creative region. As well as its thriving small business Creative, Digital and IT (CDIT) sector, it will increasingly be the base for larger digital economy firms.</li> <li>Digital connectivity is a critical aspect of global competitiveness and a central focus of a devolution deal for Greater Brighton is to ensure continued investment in broadband connectivity.</li> <li>Our aspiration is for a gigabit city region with 100% connectivity across Greater Brighton.</li> <li>Creating synergies between the interlocking sectors of the Cultural and Creative industries Ecosystem is a prime opportunity.</li> <li>Recognition of the appeal of the natural environment and the need to maintain and capitalise on Smart infrastructure to promote Greater Brighton as a high-quality leisure, residential and business destination.</li> <li>National programmes aimed at rolling out broadband have not delivered the right outcomes.</li> <li>The sector is spreading geographically with a shortage of space in Brighton.</li> <li>The majority of activity is small and micro based and focused on creating value for other organisations. There is a need to grow medium and large companies that create intrinsic value.</li> </ul>	<ul style="list-style-type: none"> <li>Create digital infrastructure that offers superfast connections for every business; superfast connections for every residence and community organisation; and ultrafast connections in every key business location across the City Region.</li> <li>Support a Digital sector that shifts the sector up the value chain so they are increasingly capturing the value of their innovation and skill for themselves – creating employers of regional, national and international importance.</li> <li>Establish a Digital City Region with digital technology deployed across infrastructure, opportunities, institutions, democracy and communities.</li> </ul>	<ul style="list-style-type: none"> <li>Digital Exchange (Dx) Greater Brighton – A distributed digital exchange for the Greater Brighton region, designed to support and grow the digital, creative and tech sectors in and around a place, with consequent benefits for citizens and the wider business sector.</li> <li>The creation of a network of connectivity hubs, as part of the City Deal, in key centres along the Sussex Coast to form a 'distributed digital exchange'.</li> <li>Gigabit coast - The development of ultrafast broadband to power growth.</li> <li>5G development to support innovation amongst local SMEs.</li> <li>The creation of new digital business models that support growth and productivity.</li> <li>Creating 'Government as a platform' models/digital business models for public services.</li> <li>Gigabit connectivity in the Northern Arc development in Burgess Hill.</li> </ul>	<ul style="list-style-type: none"> <li>City Region control of the BDUK and DCMS incentive initiatives to support delivery of Dx Greater Brighton.</li> <li>Nomination of Greater Brighton City Region as a pioneer for the July Budget commitments on ultrafast connection.</li> <li>Establish Greater Brighton as the UK's 5G demonstrator city region.</li> <li>Increased coordination of funding streams such as ACE and HLF – alongside LGF and ESIF – with a city region input into the awarding of funding.</li> <li>Funding for gigabit infrastructure across all major settlement areas in the city region, and ensuring superfast broadband to all rural areas.</li> </ul>

## Releasing social productivity

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<p><b>5. Skills for employment:</b> Greater Brighton (through the partners of the Economic Board), is a nexus of employers, educators and skills providers in the region. It is uniquely placed to make changes to the provision of both academic and vocational education in the area.</p>	<ul style="list-style-type: none"> <li>• Future employment growth is forecast in the financial and business services, media and technology sectors. Participation in further education needs to be higher, with just 73% of 17 year olds in Adur, Worthing and Mid Sussex in education, placing them in the bottom 30% of performers nationally. Although it is higher in Brighton &amp; Hove (85%) this could also be improved.</li> <li>• There are gaps in skills pathways for some young people leaving further education, with skills to contribute to the specialist industries that have the opportunity to thrive in the region.</li> <li>• Greater Brighton has world class higher-education institutions and significant and successful vocational and FE colleges. The region has also been proactive in embracing new school models such as academies and UTCs.</li> <li>• Greater Brighton, and Brighton &amp; Hove in particular, has a number of standalone sixth form colleges that have demonstrated outstanding educational attainment and high-quality teaching. These colleges are facing a period of financial uncertainty.</li> </ul>	<ul style="list-style-type: none"> <li>• We will create a Greater Brighton Education &amp; Skills Promise to provide our young people with the skills and education needed to thrive in modern, agile and fast-paced employment; and businesses with high-skill and employment-ready people that will enable their businesses to grow.</li> <li>• Our ambition through the Greater Brighton Education &amp; Skills Promise is to reduce educational inequality and support the creation of a more productive workforce with skills aligned to local specialisms – in particular supporting high-value growth in digital and advanced engineering.</li> <li>• A Greater Brighton Apprenticeship Company will significantly raise skills and improve productivity by pooling resource and specialisms across the region. We will double the number of apprenticeship starts in Greater Brighton over the next ten years.</li> <li>• Creating an Employer Skills Task Force will put employers in the driving seat of the local skills system. Better and more tailored careers advice will also help to create better and more seamless pathways between education and work.</li> </ul>	<ul style="list-style-type: none"> <li>• A local area curriculum for Greater Brighton focusing on the delivery of education and skills in high-growth sectors for the region including STEM subjects.</li> <li>• A Greater Brighton Apprenticeship Company to deliver our bespoke apprenticeship programme to significantly raise skills and improve productivity with particular focus on high-level apprenticeships. Through the Greater Brighton Apprenticeship Company we will roll out an independent brokerage service to support employers.</li> <li>• Local delivery of the further education budget to ensure a resilient local FE sector with effective collaboration across a range of institution types.</li> <li>• Local delivery of the AGE grant enabling us to vary the level of support according to learner / sector.</li> <li>• A coordinated approach to the provision of careers advice for young people in the local area.</li> <li>• Local commissioning of Work Programme and Youth Contract to implement joined-up employability support.</li> <li>• Working with BIS, to conduct and implement the findings of a Greater Brighton area based review of the provision of post-16 education and training institutions, with the potential engagement of neighbouring authorities.</li> </ul>	<ul style="list-style-type: none"> <li>• The opportunity to create a local area curriculum for Greater Brighton - a collaborative enterprise between schools, academies, colleges, further and higher education providers and employers to ensure quality academic and skills provision for all young people from 5-18 years.</li> <li>• The opportunity to work with BIS to conduct and implement the findings of a Greater Brighton area-based-review of the provision of post-16 education and training institutions, with the potential engagement of neighbouring authorities.</li> <li>• The devolution of Further Education funding to the Greater Brighton region.</li> <li>• The devolution of both the Careers and Enterprise Company and National Careers Service's Inspiration Agenda remit and funding to the region in order to co-ordinate employer education activity more effectively.</li> <li>• Devolution of AGE and retention of the potential Apprenticeship Levy by the Greater Brighton Apprenticeship Company.</li> <li>• Greater Brighton Economic Board to become responsible for commissioning the Work Programme (or its replacement) and the Youth Contract.</li> </ul>

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<p><b>6. Living Wage Housing:</b> to meet the changing demands of our citizens across our diverse urban area. Intervening in the private rented sector to deliver good-quality and well-managed housing.</p>	<ul style="list-style-type: none"> <li>It is crucial that significantly more new homes are built across Greater Brighton. In doing so, it is vital that our policy focuses not just on the number of houses provided, but their affordability and tenure.</li> <li>One of the key benefits of social housing is that it acts as a platform for those on low incomes to build their lives. However, affordability has to a large extent been lost from the current low rent housing supply system and rent setting policies.</li> <li>Retaining our cohort of young highly skilled residents is key to the success of the region's economy. There is a danger that a lack of affordable homes results in people moving beyond the boundaries of the region and as a result it will no longer be feasible to remain employed within the area and individuals may therefore choose to work elsewhere.</li> </ul>	<ul style="list-style-type: none"> <li>Greater Brighton will be an exemplar region in reducing the cost to the state of the local housing allowance through the delivery of a range of affordable housing pilots, from living wage to low-cost rapid build. Through the creation of a Greater Brighton Housing Company we will deliver greater numbers of new and more affordable homes.</li> <li>A pilot Joint Venture to deliver 1000 homes with a local housing association, the proposal would be to establish a new Greater Brighton Living Wage house model.</li> <li>Raising standards in the private rented sector. Interventions to improve the management of existing private rented stock, combined with the opportunity to bring investment into the sector for new private rented homes could transform the tenure into one which fully delivers for the local communities of Greater Brighton.</li> </ul>	<ul style="list-style-type: none"> <li>Accelerate housing delivery through a Greater Brighton Housing Company.</li> <li>Surplus employment sites which are released for residential development have to be considered – in the first instance – to be allocated for starter home use.</li> <li>Raise standards in and increase the supply in the Private Rented Sector by exploring the options to treat VAT as zero rated on land purchases.</li> </ul>	<ul style="list-style-type: none"> <li>Greater flexibility on the use of Right to Buy receipts and the ability to negotiate packages of grant for Registered Providers to support a wider range of housing needs.</li> <li>Create a Joint Public Sector Property Board with the HCA. Creative use of government land, capital assets and support for joint ventures would help facilitate more innovative approaches to unlocking housing supply and commercial development.</li> <li>Full retention of all income from Stamp Duty Tax to enable re-investment in housing delivery and improvement of standards in the rented private sector alongside the New Homes bonus.</li> <li>Support for the creation of a housing investment fund.</li> <li>Local administration of HCA funding for new Living Wage housing.</li> <li>VAT on land for private rented sector should be treated as zero rated for the purposes of recovery of VAT.</li> </ul>

## Releasing social productivity

	Rationale	Offer	Key initiatives	Ask
<p><b>7. The information economy:</b> Growing the collaborative economy by building on existing strengths.</p>	<ul style="list-style-type: none"> <li>The transition to the information economy is changing the way individuals and businesses think about the value of personal labour, physical assets, knowledge and intellectual property. These changing attitudes will not only be a new source of economic growth but will also disrupt the way in which our residents expect our services to be delivered.</li> <li>Supporting the information economy will shape our organisations in the same way it will shape wider society.</li> <li>The information economy will provide a platform for accelerated development and growth alongside our ongoing strategic aim of providing platforms to grow productivity.</li> <li>The information economy releases productivity from hitherto latent or ignored areas.</li> <li>The information economy requires a nexus of creative, entrepreneurial, and technological individuals and businesses to thrive and Greater Brighton as a region has both developing and existing strengths in all of these sectors.</li> </ul>	<ul style="list-style-type: none"> <li>With our focus on the information economy, public sector reform and shared services, our authorities' individual track records on delivering change programmes and breaking down silos, and our partnership including a range of authorities at different tiers, Greater Brighton would be a fertile test-bed for the creation of a digital service with the remit to transform.</li> </ul>	<ul style="list-style-type: none"> <li>Developing robust platforms for a sharing economy with a particular focus on collaboration in the craft and food production industry.</li> <li>Ensuring a higher social and financial value is put on the profession of caring as a career and a business opportunity.</li> <li>Encouraging social innovation through collaboration.</li> <li>Alternative credit and banking platforms.</li> <li>Promoting Greater Brighton as a centre of economic dynamism with its world class creative environment to attract far greater inward investment.</li> </ul>	<ul style="list-style-type: none"> <li>Establishment of a Greater Brighton Digital Service with a similar model and remit for local government as the Government Digital Service had for central government departments.</li> <li>Engagement with the "Sharing City" pilots being undertaken by BIS in conjunction with NESTA and Innovate UK.</li> <li>Establish a Greater Brighton Cultural, Creative and Heritage Growth Fund that aligns the various funding streams (such as Arts Council, Heritage Lottery Funds, Coastal Communities Fund and LEP Growth Funds) to deliver growth in cultural and creative sectors.</li> </ul>

## Driving public service productivity

	Rationale	Offer	Key initiatives	Ask
<b>8. Strengthened City Region governance and new models of service delivery, including moving towards the formation of a combined authority.</b>	<ul style="list-style-type: none"> <li>Greater Brighton will commit to strengthening local governance and accountability. Devolution will provide a genuine democratic system for people to control and shape the City Region for the better.</li> <li>We acknowledge that devolution of powers from central government comes in return for a formalisation of governance structures.</li> </ul>	<ul style="list-style-type: none"> <li>To adopt new and more robust forms of governance.</li> </ul>	<ul style="list-style-type: none"> <li>Formation of a combined authority while also maintaining the equal input in governance arrangements and decision making of the universities, FE colleges, business partnerships, Coast to Capital Local Enterprise Partnership and the South Downs National Park Authority.</li> <li>Continue dialogue with neighbouring authorities who may wish to become part of a widened governance arrangement.</li> <li>Seek to develop a stronger relationship between Greater Brighton and the Gatwick Diamond.</li> </ul>	<ul style="list-style-type: none"> <li>Formal recognition of the City Region as a Combined Authority.</li> </ul>
<b>9. Exploring opportunities to strengthen co-operative and strategic working across our planning authorities .</b>	<ul style="list-style-type: none"> <li>To deliver the ambitious growth Greater Brighton has set out to achieve will require the support of all local partners. A co-operative and strategic approach will ensure that delivery of key City Region projects are co-ordinated to maximise the benefit to the City Region as a whole.</li> </ul>	<ul style="list-style-type: none"> <li>Greater Brighton authorities will look to further strengthen our co-operative and strategic joint working.</li> </ul>	<ul style="list-style-type: none"> <li>Establishing a Greater Brighton Property Board.</li> <li>Building on the Greater Brighton City Region Integrated Hub model with Coast to Capital LEP.</li> <li>Exploring options for new City Region wide service delivery models.</li> </ul>	<ul style="list-style-type: none"> <li>To be determined.</li> </ul>
<b>10. Accelerating public sector reform through a long term dialogue about how aspects of the public sector, such as social care and health can be replicated to a local government model.</b>	<ul style="list-style-type: none"> <li>Reform of social care and health care to a local level would allow targeted intervention and care that is designed and delivered in a way that provides the most benefit to the people of Greater Brighton.</li> </ul>	<ul style="list-style-type: none"> <li>Accelerating public sector reform through a long term dialogue about how aspects of the public sector, such as social care and health can be replicated to a local government level.</li> </ul>	<ul style="list-style-type: none"> <li>Greater integration of health and social care can help Greater Brighton plan for demographic changes and maximise the efficient use of public resources.</li> <li>Cooperation between local partners, arms length bodies including NHS England, and Government to co-design a business plan to move progressively towards integration of health and social care across Greater Brighton.</li> </ul>	<ul style="list-style-type: none"> <li>To engage with Greater Brighton in a strategic long-term discussion.</li> </ul>