



Greater  
Brighton



Greater Brighton Economic Board

Annual Report 2019/20

April 2020



# Greater Brighton Economic Board Members 2019/20

## 7 Local Authorities

- Adur District Council
- Arun District Council
- Brighton & Hove City Council
- Crawley Borough 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

## Further Education

### College

- Greater Brighton Metropolitan College (GBMet)

## Local Enterprise Partnership

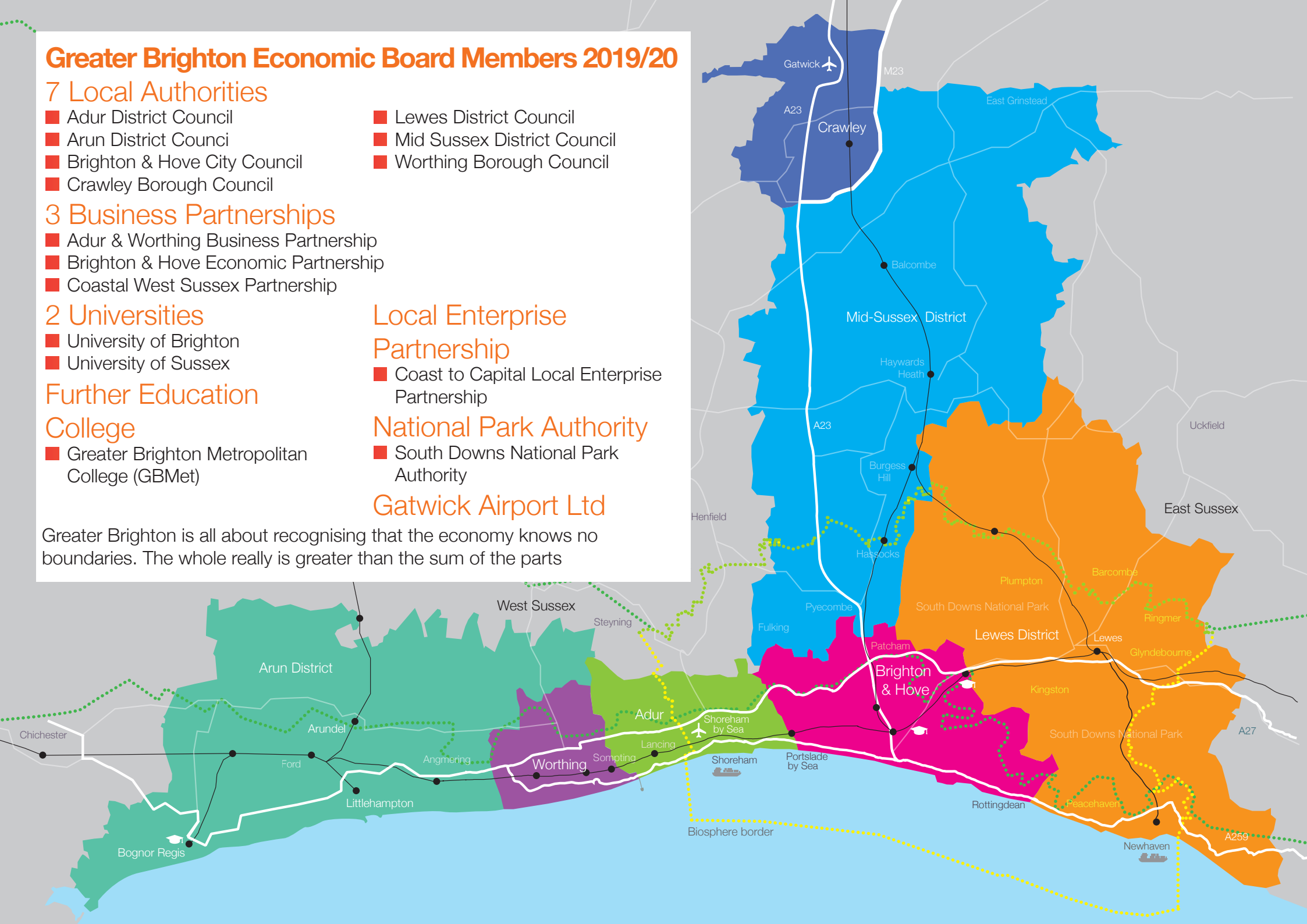
- Coast to Capital Local Enterprise Partnership

## National Park Authority

- South Downs National Park Authority

## Gatwick Airport Ltd

Greater Brighton is all about recognising that the economy knows no boundaries. The whole really is greater than the sum of the parts



# Vision statement

A growing, **modern economy** that is **international, creative, connected, talented** and **resilient**

## Our aspirations



### International

An international brand, identity and recognition

Maximising the potential of our international gateways

Utilising the connections of our universities to gain access to international skills and expertise

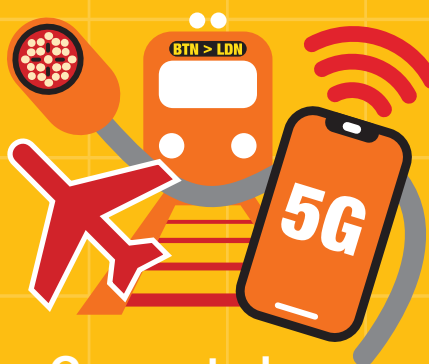


### Creative

Acknowledged innovation in specific sectors

Maximising the opportunities through knowledge sharing and commercialisation

Investing in infrastructure of our creative and cultural economies



### Connected

An efficient travel network with effective regional, national and international connections

Ubiquitous fibre-to-the-premises digital infrastructure

The most 5G-enabled City Region in the UK



### Talented

Attract talented individuals to live, learn, work and invest in the City Region

A modern and integrated approach to skills provision

Effective upskilling and reskilling in workforce development



### Resilient

Economic resilience – enabling an economy that is dynamic and learns to adapt to external forces

Environmental resilience – of infrastructure and food production, exploring circular economy benefits

Social resilience – of Greater Brighton communities and the wellbeing of residents

# International highlights in 2019/20 – Extending our reach

## Pitching for our Place

The Board commissioned Breeze Strategy to work on two important streams of work; a Greater Brighton 'Pitch for Place' and establishing a Greater Brighton Inward Investment Desk.

The Pitch for Place work involves creating an identity and narrative for the City Region. Our region is in direct competition with many other UK and international city regions for limited investment resources. To be able to attract investment, talent and get our share of Government funding, it is essential that we know what our offer is and then communicate it clearly, consistently and emphatically. The narrative will shape our offer around why the City Region is a great place for investment – both from the private sector and Government.

## Investment Heading Inward

Work around establishing the Inward Investment Desk has started and will run until the summer. The Desk has already started generating leads and adding value to existing work. Learning from good practice elsewhere, processes and structures are being developed so that maximum benefit can be derived from the new service.



**DID YOU KNOW?**  
Greater Brighton is home to almost 1 million people



# Creative highlights in 2019/20 – A growing creative economy

## Supporting Business

In 2019 The Board spoke to over 1,500 City Region businesses about business growth in the region, the success stories and the challenges being faced.

We asked some questions about what makes Greater Brighton a great (and not so great) place to do business. The good stuff is helping us to build the Pitch for Place narrative around why Greater Brighton is a great place to live, work, learn and invest. There's plenty to say.

However, nothing is perfect in any region and the common challenges identified include the cost of housing, cost of public transport, congestion and access to talent.

These are key priorities for the Greater Brighton Economic Board and the results from the survey are influencing interventions we can make as a Board, and the investment we will be campaigning hard for Central Government to make.

The evidence gathered is also helping shape the business support offer available

This includes the recently launched Business Hot House led by the University of Chichester with the Greater Brighton Economic Board as a partner. The Business Hothouse is an £11m ERDF Programme that will provide business support across various strands, including; Productivity and Growth, Access to Finance and Monetisation of Innovation. Full details can be found at [www.chi.ac.uk/hothouse](http://www.chi.ac.uk/hothouse)



## We Create

Work has been underway to explore and understand the growing Creative Economy across the Greater Brighton region. The City Region has an impressive and uniquely vibrant, varied creative economy, ranging from computer gaming and digital software, to more traditional creative sectors such as photography, music, fashion and performing arts. The University of Sussex has already identified that creative industries are very important to the Greater Brighton region, generating turnover in excess of £1.5 billion and have grown by more than one-quarter in the past five years. This study, to be completed in the summer, will identify opportunities to accelerate growth in the Creative Industries, and support from the Board will be sought to support these initiatives.



## Healthy Futures – Entrepreneurs Network

The Greater Brighton Economic Board is proud to support the University of Brighton's Healthy Futures Entrepreneurs Network established this year. Healthy Futures provides a platform for the development of collaboration in health innovation and research across the City Region. The network is a space which facilitates opportunities and fosters a community for enterprise research and innovation in the field of human health.



## DID YOU KNOW?

There are over 35,000 businesses located in Greater Brighton, providing 360,000 jobs





# Connected highlights 2019/20 – A focus on digital

## Going Digital

The Government has made it clear that digital connectivity and next generation digital services are a priority, so forward-thinking cities and city regions like Greater Brighton are looking to move ahead quickly in this space.

In October the Board approved the ambitious Digital Strategy for Greater Brighton which identified how the Digital arena cuts across 11 thematic areas including, Business, the Internet of Things, Retail, Visitors and Transport. In many domains Greater Brighton is amongst the most advanced in the UK. The existence of the West Sussex Gigabit Programme, a strong cluster of creative digital businesses, the 5G Testbed and funding secured to establish a 5G ring, provide a strong platform on which to move forwards.

With the fibre in place there is a need to create services that will make use of the digital infrastructure that is built and produce a clear benefit for the region. Businesses need to maximise the opportunities that full fibre enables. All sectors must capitalise on the benefits from Citizen Wi-Fi roll out and Open Data to maximise retail and visitor experiences. At the start of the year, the Board held a workshop with stakeholders which fed into the Board's Digital Action Plan, approved

in January, and sets out projects and other activities that will be delivered over the next four years to achieve this vision.

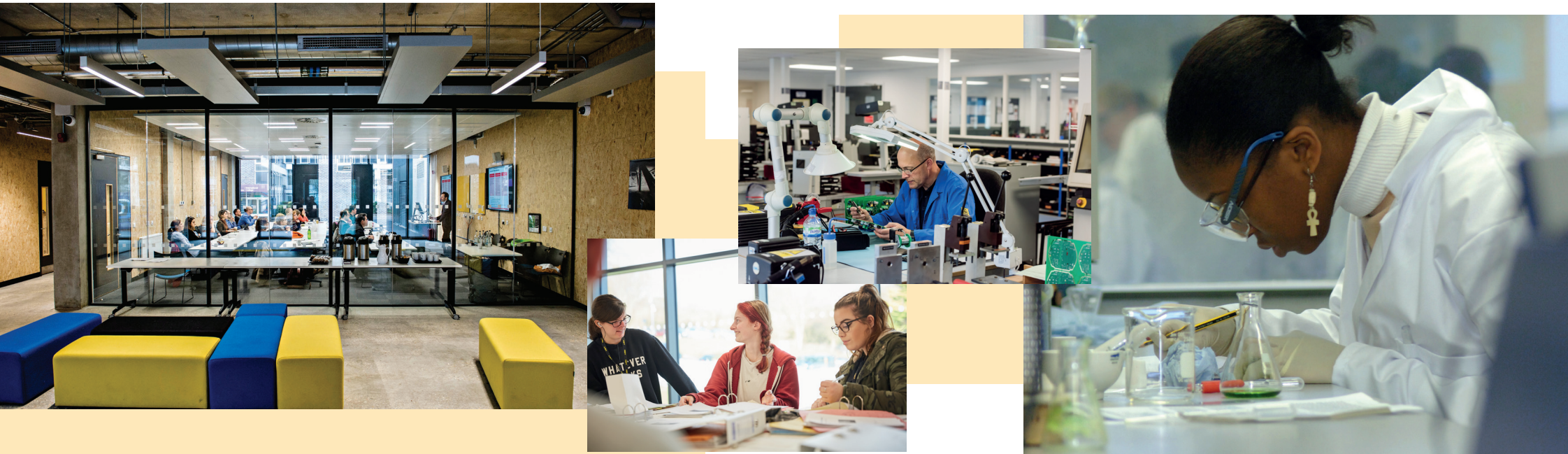


## Action on Transport

In November 2019 Transport for the South East, the emerging Transport body for the south east of England, published its draft strategy and invited stakeholders to comment. The Board submitted a response which clearly outlined the key priorities for the City Region, and our expectations of the Strategy going forwards. We look forward to seeing how the Strategy evolves and we will continue to make the strongest possible case for the interventions we need to ensure that we deliver the sustainable, healthy, accessible, safe and integrated transport system that the City Region needs.

**DID YOU KNOW?**  
The Greater Brighton  
Economy is worth  
around £30bn

# Talented highlights 2019/20 – Great people doing great things



## Expert Opinions

With a population of nearly 1m, three fantastic universities and an excellent skills base, the Greater Brighton region is doing great things. In October, the Board launched its 'Experts Media Guide' capitalising on the wealth of expertise within the region on a whole range of subjects.

In December, Professor Adam Tickell produced an article that was published in the Municipal Journal. The article focused on work of the University of Sussex Business School, on social purpose and doing business in a socially

responsible way. Against the backdrop of climate change, economic uncertainty and inequality, entrepreneurs and business leaders are increasingly looking beyond the bottom line and acknowledging that there is more to company life than just making money. Examples include businesses ensuring that their supply chains are ethical, reducing waste and embracing the circular economy to reduce their environmental footprint. All of which aligns with the Board's vision to pursue growth in the City Region that is both responsible and sustainable.

This was followed, in February, with an article by Corrine Day for the Municipal Journal. Corrine's article promotes the Newhaven Enterprise Zone with focus on the government's #highstreets fund for which Newhaven has moved onto the next stage of the application process.



# Resilient highlights 2019/20 – Ensuring our future success

## Building Resilient Infrastructure

The majority of local authorities within Greater Brighton have declared a climate emergency and the Board has set out its vision for the City Region to be carbon neutral by 2050, or before.

The Greater Brighton Infrastructure Panel has been overseeing work on the region's Energy and Water plans. The plans are a culmination of a huge amount of technical work and stakeholder engagement and include innovative pilot projects which include Riding Sunbeams; working with Network rail to power the network through renewable energy and working with Southern Water to power the waste treatment works through community energy. These plans also recognise the need for higher than current building regulations to support clean growth in housing stock and commercial space.

## Towards 2030 – Energy & Water

### Our Ten Projects

1. Water Neutrality – New development demands offset by water efficiency visits to existing homes
2. Water recycling – Direct water recycling for toilet flushing in new large scale developments
3. Integrated Efficiency visits - Customers offered free, bespoke two-hour home visits offering water and energy efficiency advice and products
4. Carbon capture projects - Create new habitats and capture carbon projects including support for Sussex kelp forest
5. Rain gardens - Rain gardens / permeable surfaces / rewilding domestic gardens to be encouraged across domestic, public and commercial buildings
6. Hydrogen Hub – Bringing together industry, local businesses, transport providers and other stakeholders to investigate the feasibility of hydrogen production and use in Greater Brighton, including developing the supply chain
7. Modernising local energy grids – Taking rural homes off oil by switching to heat pumps as the energy source
8. Coordinating the Transport Revolution - Coordination of a network of EV charge points across the Greater Brighton area, to meet the needs of residents, businesses and organisations
9. Scaling up home energy efficiency – Retrofit energy efficiency solutions in council owned homes and buildings in the region
10. Renewable generation in the community – Community energy schemes, solar schools and solar energy car parks.

## A Growing Membership

In October 2019, Arun District Council was welcomed as a member of Greater Brighton, bringing 5,300, businesses, 54,000 jobs, 159,000 residents and a university into an expanded City Region. The addition of Arun increases the number of jobs in Greater Brighton by 12 per cent to around 529,000.

Arun includes the towns of Arundel, Bognor Regis and Littlehampton with key employment sectors including tourism, advanced manufacturing and horticulture. Companies in Arun include Rolls Royce, Body Shop and Butlins.

Arun hosts a campus of the University of Chichester, named by WhatUni Student Choice Awards in 2019 as 14th best higher education institution out of 131 institutions. The Bognor Regis Campus boasts the flagship £35m Engineering and Digital Technology Park which is home to the Engineering and Design and Creative Digital Technologies Departments.

### **In October Leader of Arun District Council, Cllr Dr James Walsh, said:**

“We are delighted to become part of the Greater Brighton region and help contribute to the growing success it has had in bringing in funding for major projects and helping to create jobs and prosperity.”

“Arun has plans for 20,000 new homes, 74 hectares of employment space and a good track record of delivery. We have a progressive approach to development and pipeline projects and firmly believe we can make a significant contribution to the economy of the city region.”

### **The chairman of Greater Brighton, Cllr Daniel Humphreys, said:**

“I’m delighted to welcome Arun District Council to the city region. The Council was keen to join because they, like we, see the benefits of working together to improve the economies of our places because investment doesn’t recognise council boundaries.”





# Remarks from the Chairman



**Daniel Humphreys**  
Leader of Worthing Borough Council

As another successful year for the Greater Brighton Economic Board draws to a close the world in which we operate is obviously dominated not by plans for economic development but the coronavirus pandemic and the effects it is having on our region. Concern for our families, friends and communities is paramount. The immediate effects on our economy have been to cause great challenges for businesses and employers. The Greater Brighton Economic Board will have a large role to play in helping to boost employment numbers and opportunities again following this crisis.

The network of councils, education providers and business groups that the Greater Brighton Partnership has brought together and fostered over the past five years has proven invaluable

as a way to share best practice and to help each other through the crisis. And this is the main reason that we join forces. Our shared recognition that the realities of our economic area transcend the municipal boundaries within which we operate and that what is good for the economy in one area is good for the residents of the whole region is what binds us.

As we emerge from the current crisis we will continue to work together to ensure that we provide businesses and employers with the necessary platforms upon which they can best recover. Our work on environmentally sustainable growth will be more critical than ever in assisting the businesses in our region. And this is just one area in which we're pushing forward.

Our combined work to promote the region across the world, our emerging energy and water plans, the development of a world class digital infrastructure and support for our creative industries are all coming on at pace. Prior to the outbreak of the coronavirus pandemic we had successfully raised the profile of the region and set forward persuasive arguments that Greater Brighton must not be overlooked in the 'levelling-up' agenda.

As we emerge from this crisis we'll continue to ensure that our voice is heard loudly and clearly.



Links and Resources  
**[www.greaterbrighton.com](http://www.greaterbrighton.com)**