

# Brighton & Hove Economic Strategy

## Summary of Consultation

The Brighton & Hove Economic Strategy has been informed by an extensive programme of consultation with partners and business across the city and City Region.

Two major consultation events were held at the i360 in October 2017 and January 2018. A summary of the discussion and feedback is provided over the following pages.

In addition, a detailed programme of one-to-one and group consultation was undertaken between October 2017 and March 2018. A summary of all those engaged with is provided below.

### *List of One to One and Group Discussions*

1. University Observatory Group
2. Nick Hibberd and Geoff Raw
3. BHEP – Dean & Gavin
4. GB Leaders Board - Nov
5. GB Officers Board
6. C2C LEP Senior Officer Group
7. Culture & Tourism group (Howard & Val)
8. City planning team
9. ESCC – James Harris
10. Robert Lewtas
11. Neil Abbott
12. C2C – Malcolm Brabon
13. Cheryl F (inward investment & trade)
14. Gavin S (inward investment & trade)
15. Rosemary French
16. Andy Renault
17. Simon Newell
18. MET – Nick Juba
19. UoB – Sue Baxter
20. UoS – Eduardo Hernandez
21. UoS – Michael Davies
22. Jamie Arnell
23. Wired Sussex - Phil Jones
24. Amex - Mike La Rooy
25. High Growth Business Group
26. Churchill – Mark B-Smith, Angus Stenhouse
27. Lewes DC – Peter Sharp
28. Gatwick – Alison Addy
29. Coastal West Sussex
30. WSCC – Carolyn Carr
31. Housing Group
32. Francesca Iliffe – Energy
33. Stiles Harold Williams
34. GB Leaders
35. City Region transport group
36. Policy, Resource, Scrutiny Committee
37. Tourism, Culture, Devel Committee
38. Crawley BC – Clem Smith
39. Public health officers – Robert Persey
40. Brighton & Hove Community Works – Jessica Sumner
41. Inward investment and trade group discussion
42. The Werks Group – Martin Bouette, Ian Eslwick
43. Housing Partnership
44. Future Cities
45. Transport Partnership
46. Nick Juba (follow up meeting)
47. Jamie Arnell (follow up meeting)
48. The Platform
49. Phil Nelson – First Column
50. BH Food – Emily O'Brien
51. GB Leaders Board - April



# Brighton & Hove Economic Strategy Consultation Events Attendees

## First Event 31<sup>st</sup> Oct 2017

Blue Sail  
Brighton Hilton Metropole  
Brighton Dome & Festival  
Adur & Worthing Business Partnership  
Clear Left Digital  
The Latest TV  
The Brighton Pier Group PLC  
American Express Services  
Europe Limited  
B&H Independent  
The Latest TV  
Midnight Communications  
Coastal West Sussex Partnership  
West Sussex County Council  
Sussex Council of Training Providers  
Graves Jenkins  
Lewes District Council  
Stiles Harold Williams  
B&H Economic Partnership  
Haydon Consulting  
University of Sussex  
The Platform  
South East Dance  
Brighton & Hove News  
B&H Economic Partnership  
Possibility People  
Sussex County Cricket Club  
Mid Sussex District Council  
B&H Tourism Alliance  
First Base  
Churchill Square  
B&H Bus Company  
Federation of Small Businesses  
Study Group  
Invest Trade (DIT)  
Greater Brighton Metropolitan College  
Lord Lieutenant East Sussex  
Tessellutions  
Custom Health Group  
BEIS Cities & Local Growth  
Agile Strategy Design  
The Salt Room  
Stiles Harold Williams  
Lewes District Council  
Graves Jenkins  
Rebell Ltd  
B&H Chamber of Commerce  
University of Brighton  
Shoreham Port Authority  
Cardens  
Coast to Capital Local  
Enterprise Partnership  
SEA PR Consultancy  
Brighton College  
Friends Centre

Brighton & Hove City Council  
Departments  
Greater Brighton Economic Board  
Tourism & Venues  
Economic Development  
Economy, Environment & Culture  
City Development & Regeneration  
International & Sustainability  
Policy, Partnership & Scrutiny  
Transport Policy & Strategy  
Skills & Employment  
Local Councillors

## Second Event 11<sup>th</sup> Jan 2018

Blue Sail  
Adur & Worthing Councils  
Gatwick Airport  
Brighton & Hove Chamber of Commerce  
Sussex Chamber of Commerce  
Adur & Worthing Business Partnership  
American Express Services  
Europe Limited  
Sussex Council of Training Providers  
Lewes District Council  
B&H Economic Partnership  
Haydon Consulting  
University of Sussex  
B&H Food Partnership  
Brighton & Hove News  
B&H Economic Partnership  
Graves Jenkins  
Legal & General Group  
Friends Centre  
Sussex County Cricket Club  
Blanch House Hotel  
Coast to Capital Local  
Enterprise Partnership  
Churchill Square  
Mid Sussex District Council  
B&H Bus Company  
Hove Business Association  
Federation of Small Businesses  
Tessellutions  
Handelsbanken  
First Base  
The Salt Room  
Sussex Council of Training Providers  
Stiles Harold Williams  
Graves Jenkins  
B&H Clinical Commission (NHS)  
Clear Left Digital  
Rebell Ltd  
Handelsbanken  
Netnatives  
University of Brighton  
Shoreham Port Authority  
National Health Service

Brighton & Hove City Council  
Departments  
Greater Brighton Economic Board  
Tourism & Venues  
Economic Development  
Economy, Environment & Culture  
City Development & Regeneration  
International & Sustainability  
Policy, Partnership & Scrutiny  
Transport Policy & Strategy  
Skills & Employment  
Royal Pavilion & Museums  
Families, Children & Learning  
Public Health  
Hackney Carriage  
Communities, Equalities & Third Sector  
Planning  
Local Councillors





# Brighton & Hove Economic Strategy

Tuesday 31<sup>st</sup> October 2017, 5pm – 8pm  
British Airways i360, Lower Kings Road, Brighton, BN1 2LN

*Hosted by: Brighton & Hove Economic Partnership and Brighton & Hove City Council*  
*Presented by: Regeneris Consulting*

## The 2018-2023 Brighton & Hove Economic Strategy

Regeneris Consulting has been appointed to support Brighton & Hove City Council with the development of a **new Economic Strategy and Action Plan** for the city and city region for the next five years.

Since Brighton and Hove's last Economic Strategy was published in 2013, the local strategic and economic context has evolved rapidly, not least in terms of publication of the Coast to Capital Strategic Economic Plan, the establishment of the Greater Brighton City Region, and the City Deal subsequently agreed with government.

In recognition of this evolving context, the 2018-2023 Brighton & Hove Economic Strategy will provide **an updated vision for the economy of the city and city region, and an implementation plan to guide future delivery and investment.**

The Strategy is due for publication in **Spring 2018.**

## The First Consultation Event

It is important that the Brighton & Hove Economic Strategy is **owned by partners and stakeholders across the city and city region.** To help achieve this, Regeneris has been undertaking a detailed programme of consultation with representatives from across the public, private and civil society sectors.

The first consultation event on 31<sup>st</sup> October brought together partners from a range of backgrounds and interests to **discuss and gather insight on the future of the local economy.** This helped to improve our understanding of the city and city region's economic positioning and identity, and aspirations and priorities for the future.

This document provides a summary of the insights we collected from this event.

A further consultation event will be held on **January 11<sup>th</sup> 2018** at which the emerging Strategy will be tested.

## Themed Discussions

Three themed discussion were facilitated during the consultation event: Positioning, Priorities, and Quick Fire Ideas.

Feedback from each of these sessions is provided in the following pages. This provides a snapshot of some of the main messages which emerged through discussion and is helping to inform our thinking as we develop the strategy.

# Brighton & Hove Economic Strategy

## First Consultation Event: Summary of Discussions

### Discussion 1: Positioning

#### Task

In an ever more competitive environment, distinctiveness and identity has an important role to play in supporting the future economic resilience and growth prospects of the city and city region.

You were given a series of economic topics to explore, and asked to position Brighton & Hove in terms of its current reputation, distinctiveness, and overall economic offer.

A summary of the key points which arose from these discussions is provided below.

#### Topic 1: Identity & Investment Proposition

<b>What makes Brighton &amp; Hove and the city region distinctive and unique?</b>	<ul style="list-style-type: none"><li>• Creative reputation &amp; attracting tech start-ups</li><li>• World-class festivals</li><li>• Premier League football team</li><li>• International appeal and interest</li><li>• Increasingly recognised as a hub for creative, digital and IT</li><li>• Great tourist destination and, heritage assets and natural environment</li><li>• Quality of life &amp; liberal culture - young bohemian and a strong LGBT sector</li><li>• Location – Downs and sea</li></ul>
<b>How could Brighton &amp; Hove and the city region be more competitive?</b>	<ul style="list-style-type: none"><li>• Infrastructure for new development opportunities (e.g. A27)</li><li>• Clearer offering and branding</li><li>• Better define and road map the opportunities for inward investment in the city</li><li>• More strategic thinking across the City Region</li><li>• Use profile and culture to generate investment</li><li>• Speeding up of investment deals</li><li>• More pride in tourism and developing brand (incl. conference centre &amp; heritage)</li></ul>
<b>What are the constraining factors / challenges in achieving this?</b>	<ul style="list-style-type: none"><li>• Infrastructure, particularly transport infrastructure</li><li>• Limited commercial space and lack of affordable commercial space</li><li>• Affordable housing</li><li>• Do people take Brighton &amp; Hove seriously? (e.g. leisure lifestyle)</li><li>• Has Brighton 'missed' the boat on digital? Bristol invested heavily in broadband etc and is now reaping the dividends</li></ul>

# Brighton & Hove Economic Strategy

## First Consultation Event: Summary of Discussions

### Discussion 1: Positioning

#### Topic 2: Knowledge Economy

<b>What makes Brighton &amp; Hove and the city region distinctive and unique?</b>	<ul style="list-style-type: none"><li>• Universities, Innovation Centres, incubators and small business support centres</li><li>• Lifestyle and culture attracts students/researchers into the city</li><li>• Aspirational city, which attracts like-minded people with energy and enthusiasm</li><li>• Highly networked community and strong collaborative culture</li><li>• Known internationally for digital/creative sector</li><li>• Good diversity in language skills across the city</li><li>• Festivals encourage connections and innovation</li><li>• Strength in social enterprise and innovation (e.g. The Platform)</li></ul>
<b>How could Brighton &amp; Hove and the city region be more competitive?</b>	<ul style="list-style-type: none"><li>• Better understanding what we want to achieve</li><li>• Commercialisation of products – how do we bring them to market?</li><li>• Health &amp; lifestyle – higher education needs to work more closely with this sector</li><li>• Need to extract more value from university specialisms (e.g. Quantum Tech)</li><li>• World class digital design program</li></ul>
<b>What are the constraining factors / challenges in achieving this?</b>	<ul style="list-style-type: none"><li>• Physical space – need grow-on space for businesses. Councils could help unlock sites (e.g. Burgess Hill Science Park) to support this</li><li>• Needs to be more collaboration between public sector and the private sector</li><li>• Housing affordability</li><li>• Transport systems</li><li>• Poor and decaying built environment in some parts of the city centre.</li><li>• Few decent quality hotels and boutiques.</li></ul>

# Brighton & Hove Economic Strategy

## First Consultation Event: Summary of Discussions

### Discussion 1: Positioning

#### Topic 3: Dynamic Small Business

<p><b>What makes Brighton &amp; Hove and the city region distinctive and unique?</b></p>	<ul style="list-style-type: none"><li>• Fantastic mix of small 'independent' businesses in Brighton &amp; Hove – important to understand their needs</li><li>• Large numbers of start up businesses and lots of small businesses supported</li><li>• Lots of sourcing of work within the city's businesses</li><li>• 'Buy local' support, and good local attitude towards this</li><li>• Strong collaborative working</li><li>• Strong educational city</li><li>• Proximity to London</li></ul>
<p><b>How could Brighton &amp; Hove and the city region be more competitive?</b></p>	<ul style="list-style-type: none"><li>• Need to do more to understand small business needs</li><li>• Lots of opportunities for inward investment which are not always shared</li><li>• Scale up SMEs and micros through provision of quasi-affordable accommodation</li><li>• Proactive policy around business rates locally</li><li>• Bold planning decisions needed – lack of political ownership on contentious matters</li><li>• Provide more business support for SMEs</li><li>• More solutions in the broader city region (e.g. Newhaven)</li><li>• Greater focus of universities – better connections to local small businesses</li><li>• Improved rail connections to London</li></ul>
<p><b>What are the constraining factors / challenges in achieving this?</b></p>	<ul style="list-style-type: none"><li>• Small businesses currently don't feel like they have a large voice</li><li>• High living costs and relatively low incomes</li><li>• New developments mainly allocated to residential as more profitable</li><li>• Transport reliability problems (e.g. train and road)</li><li>• Housing affordability</li><li>• Lack of office space – not in the right places</li><li>• Leadership from education providers</li></ul>

# Brighton & Hove Economic Strategy

## First Consultation Event: Summary of Discussions

### Task 1: Positioning

#### Topic 4: Workforce

<b>What makes Brighton &amp; Hove and the city region distinctive and unique?</b>	<ul style="list-style-type: none"><li>• Young and highly skilled workforce</li><li>• Very good lifestyle/destination city – people want to live and work here</li><li>• High levels of part-time work (with people wanting leisure lifestyle)</li><li>• Liberal city (or at least it appears to be...) and diverse community</li><li>• Two good universities &amp; colleges</li><li>• Graduates tend to stay in Brighton – often to the detriment of their careers.</li><li>• Entrepreneurial spirit</li></ul>
<b>How could Brighton &amp; Hove and the city region be more competitive?</b>	<ul style="list-style-type: none"><li>• Untapped potential of migrants and non-English speaking people</li><li>• Untapped potential of older people</li><li>• Need skills across all different level – not just graduates</li><li>• Better collaboration between education and businesses in the city</li><li>• Scaling up our businesses to improve retention</li><li>• Attract bigger businesses</li><li>• Bold planning decisions</li><li>• Need a Brexit Strategy for dealing with potential workforce shortages</li></ul>
<b>What are the constraining factors / challenges in achieving this?</b>	<ul style="list-style-type: none"><li>• Mismatch in qualifications of workforce vs skills required</li><li>• High youth unemployment</li><li>• Large number of small businesses – unable to offer graduates training needed</li><li>• Better support for SMEs needed in taking on younger workers</li><li>• Cost of living and lack of affordable housing putting off some of the workforce</li><li>• Good transport connections has meant London's workers live in Brighton, and Brighton's workers live outside the city (e.g. Worthing etc) – what can we do?</li><li>• Need more vocational courses</li></ul>

# Brighton & Hove Economic Strategy

## First Consultation Event: Summary of Discussions

### Discussion 1: Positioning

#### Topic 5: Community Inclusion & Civic Society

<b>What makes Brighton &amp; Hove and the city region distinctive and unique?</b>	<ul style="list-style-type: none"><li>• Diversity of city</li><li>• Tolerant and liberal city (e.g. LGBT scene), with 'free-spirited' atmosphere</li><li>• Tourism and cultural offer unique relative to other cities</li><li>• Strong civic society - 2nd largest CVS sector in England – socially innovative</li><li>• Good quality HE &amp; secondary schools, although not all schools are good</li><li>• Albion in the Community</li></ul>
<b>How could Brighton &amp; Hove and the city region be more competitive?</b>	<ul style="list-style-type: none"><li>• Millennials want to work for companies with a purpose (social/environmental good) – need to attract these</li><li>• Quicker and more efficient planning system</li><li>• Need larger companies to increase value from entrepreneurial ideas</li><li>• Business ambassadors</li><li>• Encourage participation and raise aspirations</li><li>• Create the right apprenticeships with good providers</li><li>• Exploit new facility at the MET (e.g. new construction centre to address skill gaps)</li><li>• Use football club as a vehicle to engaging with groups that are not engaged</li><li>• The MET could help engage communities in education &amp; skills</li></ul>
<b>What are the constraining factors / challenges in achieving this?</b>	<ul style="list-style-type: none"><li>• Lack of clear statement / vision – need political consensus and leadership to determine a unified idea</li><li>• Infrastructure to enable mobility</li><li>• Housing affordability</li><li>• Lack of funding to make early interventions when necessary</li><li>• Proximity to London can bring problems as well as benefits</li><li>• Underemployment</li><li>• Need a clear strategy for inclusion, otherwise growth in the knowledge economy could leave some residents further behind and excluded</li><li>• Not enough knowledge jobs for graduates causes displacement for local people with lower skills (e.g. service sector jobs)</li><li>• Low salaries and high living costs (including childcare)</li><li>• Geographically distinct community groups</li></ul>



# Brighton & Hove Economic Strategy

## First Consultation Event: Summary of Discussions

### Discussion 2: Future Priorities

#### Task

We wanted to gather your perspectives on the most important socio-economic priorities for Brighton & Hove and the city region over the next five years.

You ranked potential thematic priorities according to how important you saw them as being.

Based on the priorities selected by all the tables, we have aggregated the 20 most selected priorities. As highlighted in the table below, the most commonly identified priorities related to: **housing**, **transport infrastructure**, and **skills**.

#### Top 20 Priorities

Rank	Priority	1st Places	Top 5	Top 10 (exc top 5)	Index Rank
1	Provide more affordable housing	4	10	2	52
2	Improve rail connectivity – links across the city region	1	8	3	38
3	Invest in skills for the local population	0	9	1	37
4	Provide more housing	3	6	2	32
5	Focus on inclusive growth	0	7	1	32
6	Improve rail connectivity - reliability	1	5	3	24
7	Provide support for small businesses to scale and grow	0	5	4	23
8	Improve digital and broadband connectivity	1	3	4	20
9	Continue to regenerate the seafront	1	5	5	19
10	Target areas of highest deprivation	0	4	2	19
11	Provide more opportunities for young people	0	3	6	18
12	Increase the amount of flexible workspace for small businesses	0	4	2	17
13	Increase participation in social and community activity	0	3	4	16
14	Provision of more specialised business support for Creative & Digital sectors	0	4	2	15
15	More investment & promotion of culture & visitor economy	1	3	2	14
16	Improve road travel	1	3	1	13
17	Provide more 'larger footplate' space for bigger companies	1	2	3	12
18	Focus on low carbon industries	0	2	4	10
19	Begin mitigating potential loss of workers (Brexit) in tourism sector	0	2	4	9
20	Establish a more global reach for the city & city region	0	1	5	8

# Brighton & Hove Economic Strategy

## First Consultation Event: Summary of Discussions

### Discussion 3: Quick Fire Ideas

#### Task

The past five years has seen the development of a strong pipeline of projects and investment across the city and city region.

Building on this, we wanted to gather your thoughts on new projects and interventions which could help to unlock opportunities and to deliver growth which is both sustainable and inclusive.

A summary of these ideas is provided below. For simplicity, we have grouped ideas into 4 broad groups. We will be examining these ideas in more detail over the coming months.

#### Infrastructure

- Build a wider range of housing (eg. micro homes, eco homes & modular homes)
- Increased social housing stock
- East-west transport connections
- More buses and cycling priority schemes
- Increase electronic transport options (car charging infrastructure, trams, monorail)
- Rapid transport system for seafront
- Invest in broadband and 5G
- Develop city infrastructure (e.g. food courts, west pier, Churchill Square, cultural centre)

#### Economy

- Provide move-on space for local businesses
- Cluster bodies for sectors
- More support for bringing young people back into employment
- People's bank – lend to people or small businesses to buy property
- Reduce business rates for new businesses
- Tourism business improvement district
- Welcome disruptive technologies
- Improve flow of talent pipeline
- Local start-up incubator (eg. Malmö lab)

#### Political / Strategic

- Stronger devolution. Development Agency?
- Neighbourhood governments
- Regular forum for LA to listen to SMEs
- Greater transparency
- More relaxed attitude to planning policy
- City-wide digital vision
- Masterplan at local/neighbourhood/city level
- Sell Brighton & Hove to the world
- More decisive decision making (leadership & ownership)

#### Community, Culture, Identity

- An art gallery with a national profile
- More attractions for large groups
- Improve community engagement
- Reduce levels of homelessness
- Sport/heritage/culture/arts board
- Promote Brand Brighton through local media
- Leverage sports assets given current focus
- Concerts at the Amex Stadium



# Brighton & Hove Economic Strategy

Thursday 11<sup>th</sup> January 2018, 5pm – 8pm  
British Airways i360, Lower Kings Road, Brighton, BN1 2LN

*Hosted by: Brighton & Hove Economic Partnership and Brighton & Hove City Council*

*Presented by: Regeneris Consulting*

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In recognition of this evolving context, the 2018-2023 Brighton & Hove Economic Strategy will provide an **updated vision for the economy of the city and city region**, and an **implementation plan to guide future delivery and investment**.

The Strategy is due for publication in **Spring 2018**.

## The Second Consultation Event

It is important that the Brighton & Hove Economic Strategy is **owned by partners and stakeholders across the city and city region**. To help achieve this, Regeneris has been undertaking a detailed programme of consultation with representatives from across the public, private and civil society sectors.

The second consultation event on 11<sup>th</sup> January brought together partners from a range of backgrounds and interests to **discuss and gather insight on the emerging Economic Strategy**. This helped to improve our understanding of what you thought should be included in the Strategy and how you could contribute towards its delivery.

This document provides a summary of the insights we collected from this event.

## Themed Discussions

Two themed discussions were facilitated during the consultation event: Working Themes for the Strategy, and 'My Role in the Strategy'.

Feedback from each of these sessions is provided in the following pages. This provides a snapshot of some of the main messages which emerged through discussion and is helping to inform our thinking as we develop the strategy.

# Brighton & Hove Economic Strategy

## Second Consultation Event: Summary of Discussions

### Discussion 1: Working Themes for the Strategy

#### Task

Following on from a presentation sharing the overarching vision and objectives for the Draft Economic Strategy, groups were asked to feedback on these.

A summary of the key points which arose from these discussions is provided below.

Groups were then asked specific questions around each of the five themes, with tables divided equally for each theme. Feedback for each theme is provided on the following pages.

#### Comments on the Vision and Mix of Objectives

- Generally a broad agreement that the vision and objectives reflect activity and aspirations in Brighton & Hove
- More clarity needed on 'Disruptive' – what does this mean? Some negative perceptions of the word. How could disruption be measured?
- Look at Brighton & Hove being a "Connected City", with strong transport links and inward investment potential
- We should focus on Sustainability – given references in Industrial Strategy. Greater Brighton City Region already has a strong offer (e.g. offshore windfarm, green city, Ricardo)
- Need a 'what was recently achieved in Brighton & Hove' section – positive statements
- Need to understand how this strategy fits into the wider Industrial Strategy, especially when trying to encourage government funding
- Need to build Brighton & Hove's external perception, seen as a good place to visit, but not always a good place to do business
- Make the commentary more about the City Region, and make sure development is coordinated in the future
- Should mention potential Gatwick Airport expansion
- The City is socially inclusive, but economically polarised – what can be done?
- What does 'affordable' housing mean?
- Need to reassure and communicate with people that Brighton & Hove is 'open for business'
- We should be targeting more business visitors, especially with close connections to London
- Needs more of a focus on attracting commercial occupiers
- Skills mismatch should be examined in more detail
- Need to prepare ourselves for automation
- Consider food economy when addressing culture (e.g. street food)
- Identification of our civic identity and our negatives
- Be bold in funding what has worked well previously
- Is this all 'deja vu'?

# Brighton & Hove Economic Strategy

## Second Consultation Event: Summary of Discussions

### Discussion 1: Working Themes for the Strategy

#### Topic 1: A Disruptive City

<p>Where should the focus for action be?</p>	<ul style="list-style-type: none"><li>• What do we want from disruption? Need to be clear in this from the outset</li><li>• New business models – bringing together businesses from different industries</li><li>• Need to scale up (and support) projects which have potential</li><li>• We are often 'too proud to ask for help' – need to be better at this to build disruptive technologies</li><li>• Need to invest in our strongest sectors to address any weaknesses</li><li>• University curriculum needs to be tailored to local needs (e.g. digital) – this challenges their current business model</li><li>• Position Brighton &amp; Hove as the most futuristic city in the UK within each of its key sectors</li><li>• Focus on large businesses across the City Region and not just small businesses in the City Centre</li><li>• Transport – need to orientate economy avoiding the need to travel</li></ul>
<p>Are there any specific projects you would like to see promoted through the strategy</p>	<ul style="list-style-type: none"><li>• Continue development of Newhaven Enterprise Zone</li><li>• Innovation Competition – challenges from the outside</li><li>• Attract Innovate UK to the City</li><li>• Put a team in place to deliver the future vision (e.g. Bristol &amp; Bath, Portland)</li><li>• Need stronger critical path which is publicly accountable</li><li>• Share economic intelligence from surrounding districts</li></ul>
<p>Are there projects from elsewhere that you would like to see considered in delivering the strategy?</p>	<ul style="list-style-type: none"><li>• Amsterdam Smart City</li><li>• Bristol &amp; Bath Inward Investment Strategy</li><li>• Develop German culture towards investing in civic infrastructure</li></ul>

# Brighton & Hove Economic Strategy

## Second Consultation Event: Summary of Discussions

### Discussion 1: Working Themes for the Strategy

#### Topic 2: A Growing City

<p>Where should the focus for action be?</p>	<ul style="list-style-type: none"> <li>• Greater Brighton approach is needed if we are to achieve ambitions</li> <li>• Regional approach needed when thinking about specific locations for business (e.g. what area is best for industrial / storage / distribution / office etc.)</li> <li>• Need to think carefully about our USP</li> <li>• Need more office space in the City – increasing amount being lost to PDR.</li> <li>• Need a highly flexible employment space offer, which can adapt to business needs over time</li> <li>• Support unlocking difficult sites (land banking) through use of CPO if needed</li> </ul>
<p>Are there any specific projects you would like to see promoted through the strategy</p>	<ul style="list-style-type: none"> <li>• Hove station development</li> <li>• Shoreham Harbour</li> <li>• Brighton Marina</li> <li>• Increase marketing of the City Region</li> <li>• Need more schemes like Anston House and Former Amex site</li> <li>• Improvements to Brighton mainline, A27 and East-West rail links</li> <li>• Improve the Brighton &amp; Hove city welcome – from the station and throughout the area</li> <li>• Recognise the important sectors that will help drive growth in the future</li> <li>• Connectivity (broadband) is essential to remaining competitive</li> </ul>
<p>Are there projects from elsewhere that you would like to see considered in delivering the strategy?</p>	<ul style="list-style-type: none"> <li>• Salford BTR schemes – housing for all ages at affordable rents</li> <li>• Amsterdam Smart City – has longevity, and is an effective collaboration between public and private sector</li> <li>• Bristol / Bath – digital sector exceeds the level of Brighton &amp; Hove</li> <li>• Holland – Happiness Housing (students and elderly living together)</li> </ul>

# Brighton & Hove Economic Strategy

## Second Consultation Event: Summary of Discussions

### Discussion 1: Working Themes for the Strategy

#### Topic 3: A Distinctive City

<p>Where should the focus for action be?</p>	<ul style="list-style-type: none"><li>• Need to create a clear narrative, which better markets the city as a place to be</li><li>• Create the mechanisms so that everyone can get involved</li><li>• Target the key sectors which are most important in the city retaining its unique characteristics</li><li>• Focus on improving the transport infrastructure</li><li>• Create an appealing built environment</li><li>• Take advantage of the natural environment surrounding us</li><li>• Seafront regeneration</li></ul>
<p>Are there any specific projects you would like to see promoted through the strategy</p>	<ul style="list-style-type: none"><li>• Wayfinding strategy for the City Centre and Seafront</li><li>• Creative Zone / Hub / Cluster</li><li>• Business support within the City Region</li><li>• Tourism BID</li><li>• Park &amp; Ride</li><li>• Think about the customer / visitor journey</li><li>• Bid to be a Gold Sustainable Good City / Centre for Sustainable Food</li><li>• Create a street food area</li></ul>
<p>Are there projects from elsewhere that you would like to see considered in delivering the strategy?</p>	<ul style="list-style-type: none"><li>• Bordeaux – no traffic in the city centre</li><li>• Portland – good transport hubs in the communities</li><li>• Manchester Metrolink</li><li>• Oxford – Park &amp; Ride</li><li>• Mexico City – no cars on Sundays</li><li>• Bristol Art Gallery</li><li>• Iron Man / Xtreme Sports competition</li><li>• Bournemouth - BH2 Leisure Complex</li><li>• Bristol / Bath Tourism Strategy</li></ul>

# Brighton & Hove Economic Strategy

## Second Consultation Event: Summary of Discussions

### Discussion 1: Working Themes for the Strategy

#### Topic 4: A Talented City

<p>Where should the focus for action be?</p>	<ul style="list-style-type: none"><li>• Need to understand how the strategy connects with the Industrial Strategy</li><li>• Improve business connections with schools and help teachers understand entrepreneurship skills</li><li>• Careers strategy – with more training for teachers, better networking opportunities for young people and business interactions at an early age</li><li>• Support and promote UTC@Harbourside</li><li>• Need a framework to ensure the strategy is delivered</li><li>• How do we help tackle underemployment?</li><li>• Think about need to retrain our workforce to cope with automation</li><li>• The high levels of out commuting are killing Brighton &amp; Hove’s labour market</li><li>• Lack of talent isn’t a problem – we need more appropriate jobs (and commercial space to facilitate this)</li><li>• Embrace Crawley</li></ul>
<p>Are there any specific projects you would like to see promoted through the strategy</p>	<ul style="list-style-type: none"><li>• Institute of Technology</li><li>• Work Experience Hub – building connections between schools and businesses</li><li>• World of Work programme – businesses going into schools</li><li>• Investing in Young People Kitemark – to encourage businesses to engage with young people (e.g. apprenticeships)</li><li>• Improve our Inward Investment proposition – show people why its worth coming home</li><li>• City Region Skills Board (looking into future skills needs)</li><li>• Skills brokerage for employers</li></ul>
<p>Are there projects from elsewhere that you would like to see considered in delivering the strategy?</p>	<ul style="list-style-type: none"><li>• BMet – apprenticeship scheme for Caterpillar</li></ul>



# Brighton & Hove Economic Strategy

## Second Consultation Event: Summary of Discussions

### Discussion 1: Working Themes for the Strategy

#### Topic 5: A Fair City

<p>Where should the focus for action be?</p>	<ul style="list-style-type: none"><li>• Shouldn't focus on 'narrowing the gap', should focus on helping those at the bottom</li><li>• Needs to be spatially focused</li><li>• Target pockets of deprivation around the city centre</li><li>• Need to provide more social, affordable PRS housing</li><li>• Should look to build housing outside of the city centre (e.g. to the East &amp; West) e.g. Shoreham Port</li><li>• Needs to be embedded into everything so that everyone can benefit</li><li>• Need to be clear on what success / fairness looks like</li></ul>
<p>Are there any specific projects you would like to see promoted through the strategy</p>	<ul style="list-style-type: none"><li>• Rough sleepers hub, providing access to services, GPs &amp; build relationships</li><li>• Pre-apprenticeship support</li><li>• Apprenticeships targeted for the most deprived</li><li>• Arena/Blackrock development up to Marina is a significant development opportunity</li><li>• Community banking</li><li>• Social value needs to be embeded in funding decisions</li><li>• Leverage local supply chains</li><li>• City-wide CSR fund, involving private &amp; public sector</li><li>• Back to Work schemes (especially for those with mental health issues)</li></ul>
<p>Are there projects from elsewhere that you would like to see considered in delivering the strategy?</p>	<ul style="list-style-type: none"><li>• Consider how other seaside locations have dealt with deprivation (e.g. Bristol, Southampton)</li></ul>

# Brighton & Hove Economic Strategy

## Second Consultation Event: Summary of Discussions

### Discussion 2: Future Priorities

#### Task

We wanted to understand what your commitment could be in delivering the Economic Strategy. On postcards, you gave us your perspectives on what you wanted Brighton & Hove to look like by 2030, and the role you can commit in getting there. We also asked what were the current barriers to you committing to this role.

<b>By 2030, what do you want Brighton &amp; Hove to look like?</b>	<ul style="list-style-type: none"><li>• Vibrant and international city – the ‘go to place’</li><li>• Mature city that embraces the whole City Region</li><li>• Harness innovation and embrace technology &amp; disruptive practices</li><li>• A thriving, smart, healthy &amp; fair city</li><li>• UK leader in innovation &amp; creativity</li><li>• To become the UK City of Culture</li><li>• Quality urban design &amp; architecture</li><li>• Clear positive identity and an optimistic forward thinking city</li><li>• First city to achieve universal incomes</li><li>• A knowledge-based region</li><li>• A sustainable city (in transport, resources etc.)</li><li>• Recognised as a business &amp; tourist destination</li><li>• Higher density city, with better connections</li></ul>
<b>What role will you commit to play in getting there?</b>	<ul style="list-style-type: none"><li>• Developing an ambitious SEP</li><li>• Continue to connect organisations and promote the city</li><li>• Recruiting business ambassadors</li><li>• Provide affordable space for businesses</li><li>• Challenge complacency</li><li>• Volunteer time</li><li>• Pushing the Greater Brighton agenda</li><li>• Communication &amp; education to businesses</li><li>• Protect &amp; promote commercial space</li></ul>
<b>Barriers to Involvement</b>	<ul style="list-style-type: none"><li>• Lack of big businesses in the area</li><li>• Not enough widely available information on ambitions</li><li>• Political interference</li><li>• Financial support</li><li>• Lack of an agreed economic vision for the city – we are all pulling in different directions</li><li>• Maintaining momentum / competing initiatives</li><li>• Space to test new technologies &amp; spin out businesses</li></ul>