

CP2 Planning for Sustainable Economic Development

The council will positively and proactively encourage sustainable economic growth and continue to work with partners in the city and the region to:

- 1. Promote and secure inward investment opportunities; retain existing businesses and support indigenous business growth and support the diversification of the city's economy to ensure its resilience and versatility.**
- 2. Support proposals that drive the city's transition to a low carbon economy and to secure the range of benefits this will bring.**
- 3. Bring forward a mix of employment floorspace including the provision of small and medium sized, flexible floorspace and start up business space to support the city's key employment sectors, in particular the knowledge-based economy, creative industries and environmental technologies through the preparation of Supplementary Planning Documents and Planning Briefs for regeneration schemes and major mixed use sites across the city (see also CP7 and CP5).**
- 4. The council will support the provision and delivery of the information and communication technology (ICT) infrastructure the city economy requires; in particular affordable, competitive broadband access meeting the needs of enterprises and individuals.**
- 5. Support appropriate expansion plans of hospitals and higher and further education establishments recognising their role as major employment generators (see also DA3 and DA5).**
- 6. Recognise the importance of employment-generating non-B Class uses to the local economy. Appropriate allocations for non-B Class uses will be made through the City Plan Part 2.**
- 7. Secure apprenticeships, training and job opportunities for local residents through the Brighton & Hove Local Employment Scheme and the linked requirement for contributions from developers from major development schemes towards training (see SA6 and CP7).**

Supporting Text

4.17 Brighton and Hove has one of the largest concentrations of employment in the South East region. The City is expected to continue to function as an economic growth hub for the wider sub-region. Brighton & Hove has become part of the Coast to Capital Local Enterprise Partnership area. The Coast to Capital LEP aims to support the development of 100,000 private sector jobs; promote entrepreneurship in schools and colleges and focus on supporting the growth of internationally trading businesses. The city needs to ensure a

step-change in economic performance, reducing the gap with South East regional economic performance. In this context, attracting new inward investment is an explicit priority, although given the existing economic climate this is recognised as a long term priority for the council.¹⁴¹ A City Prospectus has been launched by the council to promote and publicise inward investment opportunities and the council will work with businesses, both major established employers and new start up companies, to weather the downturn and take advantage of new opportunities as they arise to build resilience and versatility in the economy.

4.18 The Employment Land Study Review 2012 noted that the city has recorded significant job growth over the last 15 years (16.8%) outperforming both regional and national trends and has proved relatively resilient through the recession. The City Plan is a long-term plan and needs to ensure that, when the economy recovers, local conditions are conducive to enabling forecast business and jobs growth to be realised. This will be addressed by supporting local businesses in the city's core sectors such as retail, tourism and hospitality; (retaining and enhancing jobs in business & financial services, diversifying the local economy, focusing on growth sectors (the knowledge based economy, creative industries, including digital media, and environmental technologies) supporting social enterprises¹⁴²; and securing training places, apprenticeships and jobs for local people as part of redevelopment schemes. The need to continue to grow the economic base with higher value services and to fully utilise the city's workforce assets are local priorities¹⁴³.

4.19 Given the evidenced need for an appropriate supply of employment floorspace to meet the needs of growing businesses the focus of the City Plan is on ensuring that an appropriate mix and type of employment floorspace is a principal element of all regeneration, development and renewal projects within the city.

4.20 The two Universities and City College make the city well-placed to encourage higher level business growth through knowledge transfer partnerships within the city¹⁴⁴. It is therefore important that additional start-up office space offering small units on flexible terms and at affordable rates is provided for in the city to support the growing role of the two universities in the local economy as well as addressing the needs of the city's small medium

¹⁴¹ Business Renewal Investment Initiative (2009)

¹⁴² Social enterprise is a business with primarily social objectives whose surpluses are principally reinvested for that purpose in the business or in the community, rather than being driven by the need to maximise profit for shareholders and owners (Department for Business, Enterprise and Regulatory Reform)

¹⁴³ See The City Employment and Skills Plan 2011-14, Sustainable Community Strategy (2009 Refresh), The Brighton & Hove Economic Strategy (2009), Business Renewal Investment Initiative (2009) and the Employment Land Study Review 2012

¹⁴⁴ The Economic Strategy 2008-2016 cites the following successful examples: ProfitNet and the Collaborative Training Centre at the University of Brighton; the Innovation Centre (SInC) and the £1.35m collaboration with Animazoo at Sussex University and the SOLD project at City College

sized enterprises.¹⁴⁵ The City Plan through DA3 Lewes Road and DA7 Toad's Hole Valley will encourage the creation of flexible incubation space for university spin out businesses and move-on space in the city. Lewes Road is a priority development area forming an important gateway to the city for visitors and businesses. The vision is for it to become a neighbourhood of knowledge and enterprise focused around the universities. The availability of development sites and the connections with the two university campuses and the Sussex Innovation Centre make its development a key priority.

4.21 The growing digital and creative industries are seen as having a key role in reviving and sustaining the city's economy. The sector is characterised as innovative, knowledge-based and future-proofed providing high value, highly paid jobs. Already Brighton & Hove is home to a cluster of around 1500 media-related companies employing 10,000 people, plus another 5000 freelance individuals¹⁴⁶. The council will support the further innovation, growth and maturity of the creative industries sector to become globally relevant especially digital media, recognising the cities burgeoning success in the convergence of the creative, digital and information and technology sector (CDIT). A recent study¹⁴⁷ indicated that whilst there is a reasonable amount of provision for micro and small businesses up to around 20 people there is a shortage of workspace in central Brighton of a suitable size and configuration for premises suitable for medium and larger scale sector businesses. Therefore through policies SA2 Central Brighton and DA4 New England Quarter the City Plan safeguards existing office accommodation, allocates sites suitable for new office accommodation and in particular safeguards New England House to support further growth in this sector. The council will work with providers to ensure the delivery of ultrafast broadband to further support growth in this sector.

4.22 Environmental industries¹⁴⁸ are a growing sector in the city and provide an important enterprise and employment opportunity for the city. The sector contains organisations of varying sizes, ranging from large companies to micro businesses. In 2009 around 75 businesses fell within the definition of environmental technologies¹⁴⁹. There is further potential for local jobs to be created through a move towards decentralised and renewable energy provision in the city, including the Rampion offshore wind farm and through council initiatives and events the role of the environmental technology sector

¹⁴⁵ Employment Land Study Review 2012

¹⁴⁶ Wired Sussex 2010

¹⁴⁷ New England House, Brighton Digital Media Innovation & Enterprise Hub Joint Vehicle Business Case, DCA, October 2010. The study also indicates that businesses are looking for workspace with competitive rents, big capacity data connectivity, easy in easy out terms and flexibility to expand. Other important considerations were on site bike parking, good public transport links and a central Brighton location.

¹⁴⁸ Locally defined as "...businesses operating in the broad disciplines of energy efficiency, recycling and waste, renewable energy, sustainable construction and maintenance, consultancy and other services". A report of the Culture, Tourism and Enterprise Overview and Scrutiny Committee Ad Hoc Panel October 2009

¹⁴⁹ Business Renewal Investment Initiative (2009)

will be promoted¹⁵⁰. Brighton & Hove has many of the key attributes needed to attract environmental industries. These include research specialisms connected to both the universities, the range of education and employment opportunities, the city's reputation as a sustainable city and its enterprise culture. There is a need to support this sector as it grows¹⁵¹. Through the City Plan the council will support the development of an environmental technology cluster at Shoreham Harbour (DA8) and incubator space at Preston Barracks and Toad's Hole Valley (DA3 and DA7) and through policies safeguarding and promoting new office accommodation (SA2, DA4 and CP3).

4.23 Achieving a sustainable economy is one of the overall principles of sustainable development (see paragraph 2.8). Supporting the development of a globally competitive environmental industries sector will support the Council's One Planet approach to improve quality of life, the environment and the economy of the city and move towards a low carbon economy¹⁵². A low carbon economy can provide opportunities for a wide range of businesses, not just the 'traditional' environmental sector. Businesses can benefit from a low carbon economy in two ways: diversify into new low carbon products or become more efficient in the way they work. The Brighton & Hove Economic Strategy¹⁵³ sets clear aspirations for the City that will help to demonstrate how it can move towards becoming a low carbon economy.

4.24 The council also encourages the growth of employment in socially focused businesses¹⁵⁴ and has signed up to the 2008 Social Enterprise Strategy. Brighton & Hove's Third Sector (Voluntary & Community sector) is well developed. It's estimated 1,600 organisations generate £96m for the local economy and employ 8,000 people with over 19,000 volunteers, but it is often under-appreciated. It has an important part to play in delivering economic prosperity and should be supported to ensure its potential is realised.

4.25 The council has prepared an ICT Strategy¹⁵⁵ and is working with partners to tackle a number of areas around digital inclusion and economic development including broadband upgrades, connectivity and shared infrastructure. Brighton & Hove is a unique digital media hub, and the council will work with providers to ensure the provision of appropriate infrastructure to equip the city with access to affordable, competitive broadband access meeting the needs of enterprises and individuals.

¹⁵⁰ Alongside the successful Eco Technology Show 2012, there are plans to run an 'Invest in Sussex' conference that will focus on growth post recession and how this can be done in a sustainable way.

¹⁵¹ A report of the Culture, Tourism and Enterprise Overview and Scrutiny Committee Ad Hoc Panel October 2009

¹⁵² Brighton & Hove's Climate Change Strategy 2011

¹⁵³ Adopted June 2013.

¹⁵⁴ A social enterprise is a business with primarily social objectives whose surpluses are principally reinvested for that purpose in the business or in the community, rather than being driven by the need to maximise profit and shareholders and owners" Dept of Trade & Industry July 2002

¹⁵⁵ Brighton & Hove City Council ICT Strategy 2011-2016

4.26 The city contains a number of major employment generators including the two universities and the Royal Sussex County Hospital and the council will work with the higher and further education sector, Sussex University Hospital NHS Trusts and NHS Brighton & Hove to support appropriate expansion (see DA3 Lewes Road Area, DA5 Eastern Road and Edward Street Area and CP18 Healthy City). Non-B Class uses are estimated to account for approximately 71% of all jobs in Brighton & Hove. This is expected to remain broadly consistent over the plan period to 2030. Development Area proposals, SA2 Central Brighton, CP4 Retail Provision and CP6 Culture and Tourism set out how the City Plan addresses retail, culture, leisure and tourism needs to 2030. Appropriate allocations for employment-generating non-B Class uses will be included in the City Plan Part 2.

4.27 The Brighton & Hove labour market is highly competitive with globally recognised companies attracting talent from an international labour pool. In the context of continued economic uncertainty it is therefore more important than ever to equip local residents with the means to compete and access jobs. Two key priorities for intervention in the city are to increase the number of graduate positions in the city by supporting conditions for growth in key knowledge and innovation focussed growth sectors and to equip local residents to be able to better access employment opportunities in the city through addressing key barriers, and providing skills, training and apprenticeships¹⁵⁶. The Brighton & Hove Local Employment Scheme originates from the City Employment & Skills Plan¹⁵⁷ and seeks to contribute towards reducing inequalities by securing training and job opportunities for unemployed and underemployed residents of Brighton & Hove¹⁵⁸. Contributions will be sought from new major development schemes towards training in building and construction skills with a minimum 20% target requirement.

¹⁵⁶ Brighton & Hove City Employment & Skills Plan 2011 (CESP)

¹⁵⁷ The Brighton & Hove City Employment and Skills Plan 2011-2014 indicates that the working age population is projected to increase by 12,650 over the next 10 years. If these projections prove accurate, the city may need to find work for an additional 6,000 residents by 2014 just to keep the employment rate at the current level of 71.1%. However these need to be quality jobs that allow people to progress and to earn incomes that will enable them to live successfully and sustainably.

¹⁵⁸ At the start of 2011, 7.5 per cent of our young people aged 16 to 18 (between 400 & 500 young people) were not in education, employment or training (NEET), down from nine per cent in 2010. The highest numbers of NEET young people are found in Moulsecoomb & Bevendean, Whitehawk & Queen's Park & Cravendale.