Introduction

Welcome to the third edition of the Brighton & Hove Economic Development Bulletin. As part of the work of the Economic Development team we produce information and intelligence on the economy and labour market of Brighton & Hove.

Through working in partnership across the city with other public, private and third sector organisations, Brighton & Hove City Council and the Economic Development team are working hard to make the city a high quality location in which to live, work and do business.

The Economic Development Bulletin is a chance to share some of this economic intelligence and highlight a number of the exciting projects and initiatives currently being delivered in the city.

Councillor Geoffrey Bowden
Chair of Economic Development & Culture Committee

For more information about any of the activities in the Economic Development Bulletin please contact:
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Small Business Saturday

Brighton & Hove City Council together with other business support organisation across the city is actively supporting Small Business Saturday being held for the first time this year in the UK on Saturday 7\textsuperscript{th} December.

Maps will be given out at the three mainline train stations in the city, namely Brighton, Hove and Portslade to visitors exiting the stations directing them to the independent retail areas and the range of activities taking place on the day.

Jubilee Library and the Whitehawk Inn will be hosting free Business Support sessions as part of the Ride the Wave business support programme, a council funded initiative which has been running successfully for three years.

<table>
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<th>Whitehawk Inn</th>
<th>Time</th>
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<td>10.00am – 10.40am</td>
<td>Marketing (Emma Drew)</td>
<td>11.00am – 11.30am</td>
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<td>12.30pm – 1.10pm</td>
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<td>1.30pm – 2.10pm</td>
<td>Social Media (Jill Woolf)</td>
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<td>2.30pm – 3.10pm</td>
<td>Finding Finance (Rob Dawson)</td>
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These bite-sized workshops are aimed at helping new and existing small businesses develop the skills and knowledge they need to grow.

Attendees can just turn up on the day but places for the free sessions are limited so booking is advisable. To book please contact Rob Dawson at Brighton & Hove City Council: rob.dawson@brighton-hove.gov.uk, tel: 01273 291104

Hove and Portslade retail areas are supporting the Hove Business Association Indie Christmas Card trail around the main retail areas including Church Road, George Street, Blatchington Road, Portland Road and Station Road/Boundary Road, Portslade 52 independent retailers signed up to the trail. Shoppers who collect 10 different shop stamps can win a cash prize of £1,000.

More information about this scheme can be found on the information map. George Street traders are also having their individual Christmas Window lights competition judged on the day. During the afternoon on George Street there will be music and choral performances.

Click on the logo below to view the council web page for more information.
Dressed for Success (a scheme that helps retailers to dress their shop windows to increase trade) will be opening the judging for the best dressed window. The trail of entries and their photos will be launched on the Dressed for Success Facebook page at 9am on the day. Shoppers are encouraged to visit the shops and vote for their favourite display on Facebook.

Artists Open Houses offer the chance to buy beautiful and unusual Christmas gifts direct from the artists and makers in the warmth and comfort of their own homes. Visitors can expect to see a wide range of art including jewellery, ceramics, textiles, paintings and sculptures whilst also having the opportunity to chat directly with the artists. Artists Open Houses is free for visitors and open to everyone. For more information and the Open House locations: www.aoh.org.uk/xmas2013-home

Other events happening on the day include the annual Brighton Santa Dash along Hove seafront from 10.30am so if you want to see lots of people running for charity dressed as Santa’s then make your way to Hove seafront and support the cause: http://www.santadashbrighton.co.uk/pages/brighton

Hollingdean Neighbourhood are holding a Community Christmas Market; Lucky Dip at The Dip (Hollingbury Place) where local residents will be selling a wide range of Christmas arts and crafts made in the local community.

Rottingdean is holding its annual Smugglers Night with a wide range of activities starting at 2.30pm in various venues in Rottingdean and carrying on into the evening of 7th December: http://www.rottingdeansmugglers.co.uk/dec-7th-main-event/

Click on the map below to go find more details of Small Business Saturday Events
Shine On London Road

‘Shine on London Road’ is part of the Portas Pilot project and specifically part of the ‘Arts Events pledge’:

Following the example of White Night, (a free all-night public art event), a number of unique and innovative arts events and activities will be targeted to increase evening/night time footfall and draw in people who currently do not visit London Road.

The London Road area has also established a Town Team made up of local businesses and traders and appointed a Town Team Co-ordinator. They have also established a Cultural Strategy group made up of some of the key cultural organisations in the area.

This group steers the development of the arts and cultural programme on behalf of the Portas Pilot. The group reflects the established and the new cultural agents in the area and is made up of:

- Duke of Yorks cinema
- Emporium – a new theatre and restaurant in the old Methodist Church
- Moksha – a long standing cafe presenting talks and exhibitions and a previous White Night partner
- Phoenix Gallery and Studios
- ONCA – a new gallery on an environmental theme

London Road will be seeing plenty of activity during Small Business Saturday under the title of ‘Shine On London Road’ with music, performances and artists talks about London Road taking place during the afternoon from 2pm. At 6pm there will be the launch of the artists light installations along London Road. More information about the locations and installations can be found on the information map.

The overall programme includes five new art-works will be installed in London Road and be in place from 7 December to 5 January. The works were selected by the Cultural Strategy group following an open call. They received 24 applications. The selected art-works are:

Digital Funfair – Light Hearted:
A heart shaped chain of led lights is mounted high in the trees on Circus Parade. At street level, under the kissing statue, there are two hand rails placed a few metres apart - far enough so that one person is unable to hold both rails at the same time. When two or more people connect the two hand rails the heart lights up and the longer they hold the more sequences the heart goes through.
Paul Matosic – Polsty Trees: Paul Matosic creates stunning installations out of reclaimed polystyrene packaging, animating them with LED lights to create magical sculptural installations that also illustrate how much unrecyclable waste our white goods generate.

Exploring Senses – Hidden Toys
Exploring Senses CIC (ES) helps to inspire children and young people to engage in education, sustainable materials practice, digital making, and to become active citizens. They will run two sessions of ‘toy-hacking’ workshops in the Fusebox for local young people. Images of the toys created will be projected onto a wall in London Road, but the images will only be revealed when a passer by walks past. This project fuses community arts practice and digital arts.

reCyculture - Night Bikes: Five glowing bicycles appear from a rooftop on London Road, frozen in mid-leap. A large & bold, sculptural installation, which will be seen along the length of the street. High impact and highly visual, the installation will put the bicycle at the heart of the new London Road.

Karen Tilley and Esther Springett – The London Road Jingle: Local artists Karen and Esther will create a unique soundscape for London Road using found sound, words and song from local people. This will be mixed into a festive soundscape which will be installed in a variety of listening stations along the London Road.

Same Sky, the arts and event charity based in London Road are offering mentoring, artistic input and technical support to the commissions. They will also manage the installation, caretaking and de-rig of the art-works.

The launch of the art works will take place at 6pm on the 7th December.

During the afternoon between 2pm and 6pm there will be small scale musical and choral performances and events up and down the high street showing how London Road has changed and is changing. This will include Meet the Artists events with Lucid Design who are designing the archways for the Open Market.

This event forms part of Small Business Saturday.
Dressed for Success 2013

The council’s Economic Development Team has funded retail experts Metamorphosis to give 25 independent retailers one-to-one tuition on how to make the most of their window displays in the run up to Christmas. The training is part of a project called Dressed for Success, which aims to boost footfall and trade for the city’s independent retailers.

All participants in Dressed for Success have received training and an action plan to help them create a fantastic seasonal display, and on Small Business Saturday (7 December) the council will be launching a competition to promote the retailers and let the public choose their favourite in a variety of categories.

There are lots of ways to get involved in the competition; the winner of one category will be decided by the number of ‘likes’ received on Facebook, plus four by on-line public votes. A trail map will be available online to encourage people to visit the shops in question!

Last year over 2,500 votes were cast across all the categories with feedback from participants including reports of increased footfall, increased sales and a boost to staff morale at a critical point in the year.

Dressed for Success will culminate in an awards event in January, where all 25 retailers’ efforts will be applauded and the competition winners will be announced.

The project also has a long-term impact, with retailers utilising their improved skills in window dressing throughout the year.

For more details on Dressed for Success and what the council’s Economic Development Team is doing to support retailers in the city please visit www.brighton-hove.gov.uk/retail

Pictured: Badlands Guitars of London Road, winner of last year’s ‘Best Silent Seller’ category in Dressed for Success 2012, with their Christmas display for 2013
Ride the Wave returns!

The city’s biggest free business support programme is returning to Brighton & Hove. Ride the Wave returns for its third year, with practical advice and support for businesses of all sizes and types. Ride the Wave is funded and led by the council’s Economic Development team, and the Brighton & Hove Chamber of Commerce who won the contract to deliver the programme this year.

Focussing on building business resilience, Ride the Wave will provide around 400 local business people with free training, workshops and meet-up events between January and April 2014. The following sectors and themes will be covered by the programme: retail; food & drink; social enterprise; creative industries; greening your business; core skills for start-up and new businesses.

The previous Ride the Wave programme supported over 600 business people, with 94% of the surveyed participants rating the sessions as either ‘good’ or ‘excellent’ and 89% feeling they could grow their business as a result of the training.

A detailed Ride the Wave programme will be available in December, and people can register their interest now by visiting the website: www.businessinbrighton.org.uk/ridethewave
**Brighton City Region and West Sussex Business Survey 2013**

Brighton & Hove City Council, alongside Lewes District Council, West Sussex County Council and the Coast to Capital Local Enterprise Partnership (LEP) have commissioned new research into the local business base.

The Business Survey will also cover West Sussex County and Lewes District businesses (including Newhaven), alongside Brighton & Hove. This approach reflects the new partnership working arrangements developed around the City Deal, and Coast to Capital Local Enterprise partnership.

The survey fieldwork involving 1,000 interviews will take place in January, to be followed up with around 50 in-depth workshop-based interviews to help understand the needs of key stakeholder businesses and add to the findings using qualitative input from businesses.

The survey is an important piece of work, and will support Brighton & Hove City Council, alongside our new city region to better understand how to support business growth. It will also provide up-to-date evidence that will help inform funding bids and attract additional resource to the city region.

From April 2014, many key funding sources will be administered by the Coast to Capital LEP through a competitive process. By making sure that there is clear evidence about what businesses need in terms of support, skills and infrastructure it is more likely that the city and our partners will be able to access these funds, and that investment in our areas will continue.

Survey themes will include:
- growth ambitions of businesses
- skills gaps which may be holding certain sectors back
- digital infrastructure and transport

By understanding what businesses need in order to grow and take on new staff it will be possible to respond more effectively and efficiently to economic development and regeneration issues.

The contract for the Brighton & Hove city region and West Sussex Business Survey 2013 has been awarded, and Marshall-Nairne Ltd in partnership with Emergent Research will be carrying out the survey.
Brighton & Hove City Council awarded RGF funding to boost business support

Brighton & Hove City Council in partnership with 7 other private and public sector providers has successfully bid for nearly £1.8 million from the Government’s Regional Growth Fund to support local businesses.

The funds will be invested through the Wave 2 Growth Hub programme and matched to private sector business support initiatives over the next two years.

Innovative: The programme is designed to boost economic growth in Wave 2 City Deal areas by introducing a new approach to coordinating business support and providing a resource to introduce bespoke business, innovation and trade support schemes.

Brighton & Hove City Council Leader Jason Kitcat said; “This is very good news. This money is hard fought for and will be used to support and nurture businesses in the city and throughout the region by providing intelligent support which will enable them to expand, providing more jobs and bolstering the regional economy.”

It includes a business grants programme providing much needed finance for businesses wishing to engage in Research & Development, breaking into new markets, buy plant & equipment and other areas of business investment.

Brighton & Hove City Council is the lead partner, working with the University of Sussex, University of Brighton, University of Chichester, Sussex Innovation Centre, Wired Sussex, Lewes District Council and Coast to Capital LEP.

The Government has decided the allocation of the Regional Growth Funding will be through Lancaster University. As well as helping to decide which cities’ proposals received funding, Lancaster University academics will also be providing on-going support and evaluation of the cities.

Lancaster, which was named as a top-ten university for SME engagement by the recent review by Sir Andrew Witty, was brought in because of its experience and expertise in working with business, local authorities, as well as Local Enterprise Partnerships and growth hubs.

Lancaster has worked with more than 5,000 SMEs since 1999. It has also helped the creation of more than 250 new business and more than 4,000 new jobs.
Brighton Fuse

The Brighton Fuse Report is the culmination of a two year research project into the Creative, Digital and IT (CDIT) cluster of Brighton & Hove. 500 firms were surveyed and 77 interviews with CDIT entrepreneurs were conducted. The report aims to provide a picture of how interactions between modern technology and creativity are transforming the way CDIT firms behave (and have given rise to the inter-sector fusions which create the CDIT acronym itself).

The report also looks at the emergence of new business models and associated economic opportunities, and how policy can aid this process of cross-sector fusion.

The headline finding, perhaps unsurprising given the report title is that ‘fused’ and ‘superfused’ companies have outcompeted ‘unfused’ companies in recent observed growth – both in terms of employment and turnover. And, further that this represents a new type of ‘human-capital’ focussed business model where diverse but complementary skills co-exist in close proximity (intra-departmental; intra-individual), and interact to the benefit of the company.

…“at the intersection of technology and the liberal arts”…
- Steve Jobs describing Apple

Some brief definitions of what we mean by ‘fusion’:

- **Unfused** ➔ companies which employ *either* creative or technical (digital media tech-savvy) personnel, but not both – or, where these functions are effectively separate\(^1\).
- **Fused** ➔ a company which employs *both* creative and technically adept staff; and where these staff interact closely over projects.
- **Superfused** ➔ a company which employs individuals who embody both creative and technical training, in one person, and are able to use these skills in combination or simultaneously.

The research agenda here was instigated by Wired Sussex and is intended to provide a voice for the sector and to make recommendations to policymakers that support the sector. Various partners have helped fund the research – including both local universities, the [Arts and Humanities Research Council](https://www.ahrc.ac.uk) and the [National Centre for Universities and Business](https://www.ncub.org.uk).

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\(^1\) The separation of functions may in many cases represent the more classic ‘division of labour’ business model, where efficiency stems from specialisation. A ‘fused’ company, however, may benefit from ‘internal spillovers’ of knowledge capital due to the ability to collaborate beyond what would be possible in the classic model where two ‘specialised’ workers would, by definition, not collaborate.
City Employment and Skills job target exceeded earlier than expected with 6,120 jobs created since 2009

New figures from the Business Register and Employment Survey suggest that the city has created over 6,000 jobs since 2009. In the last issue of the Economic Development Bulletin it was reported that growth in part-time jobs had been driving overall employment growth in the city between 2009 and 2011. However, new data from the Business Register and Employment Survey does in fact show that in 2012 Brighton saw significant growth in full-time employment (+2,780 jobs).

This is good news for the city, and on the next page we can see how the balance of full-time and part-time employment has been affected by changes in each economic sector. Directly opposite we can see the clear trend of employment growth between 2010 and 2012.

In 2010 the City Employment and Skills Plan set out a target of creating 6,000 jobs in Brighton & Hove between 2010 and 2014, in order to keep pace with population growth and therefore workers requiring employment. Although the recent census showed a larger population increase than was expected, job growth in the city has been very strong and the employment rate has increased by 0.5% between 2009 and 2012.

This is an important reversal of trend, as the 2011 data had revealed that only 23% of the growth in jobs since 2009 was in full-time positions, raising issues about the cost of living in the city. Another point reinforcing this positive trend is the fact that it is sectors which are higher waged or considered higher value which appear to be driving the growth in full-time jobs in the city, as detailed in the graphic overleaf.

Tony Mernagh, chair of the City Employment and Skills Steering Group (CESSG) had this to say: “This result is a testament to Brighton’s hallmark: partnership working. All the agencies around the CESSG table have pulled out all the stops to meet this target. Now we will set a new target reflecting our increase in population and our work continues”.

Overall, full-time and part-time Employee growth 2009 - 2012 in Brighton & Hove

[Graph showing employment growth]
Overall, full-time and part-time employment changes by sector 2009 - 2012

Number of jobs +/-

Total change

Full-time change

Part-time change
Sensible on Strength

A new scheme has been introduced in Brighton & Hove asking retailers to join and become accredited with the Sensible on Strength campaign. The scheme has been launched by Brighton & Hove City Council and Sussex Police and is supported by other organisations that work with people who are affected by alcohol related harm in one way or another.

The scheme, ‘Sensible on Strength’, is asking for licensed businesses to voluntarily stop selling super-strength beer, lager and cider above 6% abv, as well as implementing other good practice measures like operating a Challenge 25 policy, a refusals system and staff training.

An officer from the Licensing Authority, Trading Standards Department or the Police Licensing Unit will carry out an inspection to check compliance with licensing conditions and that no ‘super-strength’ alcohol is being served. Once you have successfully passed this inspection, you will receive a certificate and window sticker to show that your business is a ‘responsible retailer’ and a member of the Sensible on Strength Scheme.

The aim of this voluntary scheme is to reduce crime, disorder and anti-social behaviour and improve Brighton & Hove as a city.

Authorities will continue to investigate and enforce against businesses that do not comply with their licences and do not uphold the four licensing objectives under the Licensing Act 2003.

Around 70 retailers have signed up so far, with the list growing fast. The scheme carries benefits for businesses that sign up, and can reduce anti-social behaviour inside and around these business premises. This also gives other retailers the incentive to join in order not to become a focal point for problem drinkers in the city.

One local intervention scheme, Equinox, has already reported a number of extra clients accessing services as a direct result of the reduction in the availability of super strength alcohol in the city centre and London Road area.

For more information, please contact Brighton & Hove City Council’s Licensing Team on (01273) 294429 or email Ehl.safety@brighton-hove.gov.uk. Or check our website http://www.brighton-hove.gov.uk/content/licensing/sensible-strength.