Intro

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:
Tom.Perrigo@brighton-hove.gov.uk
Our Economy hits Record 5-year low for JSA claimants.

Jobless figures for April 2013 have been released by the Office for National Statistics, and show that Brighton & Hove has a lower number of people claiming JSA in absolute and percentage terms than at any point since 2008.

At 3% (compared to 3.9% across the country), the latest JSA claimant figures demonstrate the resilience of Brighton & Hove in terms of recovering from the economic shocks of 2008.

During this period the working age population of the city has also grown by 16,000, and so the figures doubly demonstrate the fact that Brighton & Hove is a place where people can succeed in their aspirations, and where businesses recognise the value of talent in the labour pool, and are hiring.

The fall of around 10% (3.3% → 3%) in claimant figures since December 2012 appears to be driven primarily by lower numbers of men, and in particular by men under 50 claiming, though figures for women have also fallen. Traditionally more men claim JSA than women, but unemployment figures tend to be higher for women than for men.

The fall in Brighton & Hove also represents a larger proportionate reduction than either the South East or Great Britain have experienced in the period since February where jobless figures peaked.

The graphic above shows that the fall in JSA claimants has been more sustained locally since both 2010 and April last year, compared to both the national and regional falls in claimants.

Locally, JSA claims have fallen by 25% since 2010, compared to 14% regionally and just 5% nationally, and show a more consistent downward trend than either comparator area.
New Arts & Creative Industries Website Launched

The Arts & Creative Industries Commission is an independent partnership supporting arts, creative industries and the cultural sector in Brighton & Hove. The partnership was set up in 2002 to support the European Capital of Culture bid by Brighton & Hove, and has been working to connect artists, creative businesses and develop the city of Brighton & Hove’s cultural offer.

The new website, replete with resources for cultural organisations and artists can be viewed at: http://www.acicommission.org.uk/

To make sure that artists and creative practitioners have the most up-to-date information, for example about how to access pop-up shops, providing this type of online resource to connect practitioners is essential.

Chair of the council’s economic development and culture committee Cllr Geoffrey Bowden – also on the Commission – said:

“The new website will be useful for communicating advice... Finding affordable premises for our small creative companies is a pressing need... Pop-ups can be for a few days or weeks and can suit anyone from chefs to artists or retailers; they can be used to test ideas or hold promotional events. We have the space and we have the ideas. Let’s bring them together.”

The website will act as an online ‘hub’ to maximise the information and resources available to artists in the city, and also supports and connects together various projects and initiatives featured in the ED Bulletin such as the Festival and Fringe, We Are Pop-Up, the Portas Pilot in London Road, with Re:Create and work at the FuseBox in New England House.
"The Fusebox' opens in New England House

Since the last edition of the ED Bulletin, the Fusebox workspace in New England House has opened its doors to the first set of local innovators.

Re:Create, a European-funded 16-partner project has enabled the council to fund refurbishment of a previously-empty 3,500 sq ft unit in New England House, near Brighton Station. This space has been transformed into an arts and creative industries innovation hub, ‘The Fusebox’. The council’s Economic Development team and Wired Sussex are working together to ensure that this workspace provides opportunities for new business ideas from emerging arts and creative industry organisations, freelancers and university students to flourish. It includes a programme of learning and support.

The wider network shown in the picture below will also allow for the exchange of best practice and knowledge sharing not just within each space but between the locations too – creating a network with greater potential capabilities which can stem from this interdisciplinary approach and fostering a culture of co-operation with a view to innovation.
We Are Pop Up appointed to broker deals around the creative use of empty shops.
As part of the EU funded ReCreate project, a company from London with expertise in brokering deals for the temporary and creative use of empty shops have been hired to work with commercial agents and local entrepreneurs in Brighton & Hove.

We Are Pop Up won the contract to deliver this piece of work, based on their track record of success in BOXPARK, Shoreditch.

Brighton & Hove City Council has teamed up with ‘We Are Pop Up’ on a new initiative to provide year-round pop-up shop opportunities to creative brands and businesses. This initiative is part of the ReCreate project, an EU Interreg 4a cross-border collaborative programme between the UK and France. The scheme will facilitate new and long-lasting connections between local, forward-thinking creative entrepreneurs and the landlords of tomorrow.

‘Pop-up’ is of the moment. It is inspiring a new generation of creatives, artists, chefs, designers, event producers and retailers of all kinds. It is changing the way we think about commercial space and opening up a world of new possibilities for the high-street. Property portfolios are growing more dynamic by the day and spaces are being managed in days and weeks, not months. In many ways, pop-up may just be another term for 'entrepreneurialism,' and illustrates that consumers, brands and property professionals are hungry for a more dynamic sense of what a 'shop' can be.

For more information on the scheme, click on the image above to visit We Re Pop Up’s website, or contact Abigail Freeman, head of partnerships -

Telephone: 07779 301 493
Email: Abigail@wearepopup.com

Or alternatively try:
Clara@wearepopup.com
Tel: 07782 320 716
Portas Pilot Open Space Consultation

On 26th March an event was held at the Clarendon Centre near London Road, with local residents, businesses and key stakeholders invited to discuss the kinds of activities initiatives and projects that they would like to see Portas Funding spent on.

In 2012 the Economic Development Team responded to a call from Government to suggest ways of regenerating a local high street based on the Portas Report recommendations, in our case London Road. Our application for London Road to become a Portas Pilot secured £83,485 in funding to support activities.

A short documentary, produced by local film students about the street itself based on the views of businesses and residents was a key factor in securing the funding, and can be viewed online.

The Open Space consultation on March 26th was intended to develop some of the ideas initially included as suggestions in the documentary and was attended by 37 people.

13 suggestions based around 6 themes were developed, and explored based on the Open Space concept. These have now been produced into a document showing the number of votes each suggestion received, the key stakeholders involved in the discussion, and who is responsible for taking these forwards.

The six themes can be seen opposite. The full document will be available shortly on the city council’s website.

London Road Portas Pilot Themes:
1) Empty Shops / Creative Spaces
2) Local health & Safety
3) Joined up working
4) Marketing and Branding
5) Sense of Community
6) Transport

For more information on any of the Portas Pilot work, please contact Rob.Dawson@brighton-hove.gov.uk / 01273 291 104
The Great Escape 2013 –

Seven years after being founded in 2006, The Great Escape has firmly positioned itself as Europe’s leading showcase event for new musical talent. Every year, The Great Escape brings over 350 of the world’s best new artists and one of the world’s largest music industry conferences to Brighton and Hove.

We are a city that champions live and independent music like no other, utilising over 30 walkable venues, with a total audience of 16,000 people an estimated spend of £4.2 million for the 2012 festival. Brighton & Hove City Council is working hard to support and grow a vibrant local music industry, and we were proud to showcase 18 bands and 12 speakers at this year’s festival and conference under the ‘Made in Brighton’ brand.

The Great Escape 2013 is set to be the biggest and best yet, and is the first Great Escape to completely sell out before the three-day event begun. In addition to the scheduled showcase performances, impromptu street gigs spring up in all manner of places, from railway archways to high streets, fairground rides to pebbled beaches, with festival goers kept guessing about the locations until just an hour before the show is due to take place.

The Great Escape also works with Firefly Solar to minimise carbon impacts of outdoor events, and is exploring the idea of providing discounts on bike hire to attendees in the future to maximise accessibility alongside improving the carbon impacts and sustainability of the event further.
The 2013 Brighton & Hove Eco-Technology Show

The Eco Technology Show in Brighton is now just weeks away and, building on the success of last year’s event, promises a host of new features. One such innovation is the Advisory Hub, where visitors can book a 15 minute appointment with specialists across a wide range of eco related issues.

The Advisory Hub is aimed at supporting visitors with the topics covered at the event including: Renewable energy, the Green Deal, Renewable Heat Incentive and other incentives, new build and retrofit, building control, certification advice, export, business growth, financing, fleet management and planning.

Advisors include representatives from
- DECC, UKTI,
- Business Support Kent,
- The Energy Saving Trust,
- RICS,
- Micropower Council,
- CIAT,
- Carbon Leapfrog and
- Brighton & Hove Local Planning Authority.

As well as showcasing the best eco products and delivering a programme of top seminar speakers, we also want to give visitors the opportunity to spend one-on-one time with our experts at this year’s show. This will give you the opportunity to ask questions, acquire further information or explore issues specific to your personal agenda and circumstance.

To book an advisory hub slot, visitors should go to the Advisory Hub in the Build, Energy, Office & Home Zone when they arrive. Sessions for each day will be allocated on a first come first served basis.
The Eco Technology Show will feature **over 120 exhibitors** forming three exciting exploration zones encompassing: Eco Build, Renewable Energy, Office, and Home, Transport and Technology and Innovation.

The **SMART Business conference** is about ‘Innovation & sustainable growth for future cities and business’.

The [full list of speaker biographies are now online](http://www.ecotechnologyshow.co.uk). With 300 delegates already registered places are limited. To ensure your place at the Smart Business Conference [register now](http://www.ecotechnologyshow.co.uk).

The programme has been designed to allow you to attend just the morning or afternoon, and with three seminars covering:

- **Green deal and energy efficiency retrofits**,  
- **Commercial property and renewable energy** and  
- **Innovation, smarter transport and waste**

…there is plenty to see and learn at the Eco Technology Show!

There are only a few stands left at the show! If you want to book a stand please contact our Sales Manager, Rip Gill on 01273 957 725 or email: [info@ecotechnologyshow.co.uk](mailto:info@ecotechnologyshow.co.uk)

*The Eco Technology Show 2013 takes place at The Brighton Centre on 14-15 June. Don’t forget to register and avoid the queues on the day. Go to [www.ecotechnologyshow.co.uk](http://www.ecotechnologyshow.co.uk) for more details.*
Census 2011 – some results for Brighton & Hove.

The results from the 2011 census show that the population of the city has increased by 10.3%, or 25,000, and the working age population has increased by 16,000 between 2001 and 2011.

Compared to both 2001, and compared to England, Brighton & Hove now has more people employed in higher paying occupations as managers, professionals or associate professionals. Less people are employed in mid level administrative or skilled trades roles, and in elementary level roles, as can be seen in the graphic below.

There is also a trend of women benefiting from the availability of both professional opportunities, and increases in the level of part-time work, meaning that there are now many less lone parents with dependant children who are not in employment in 2011 than in 2001.

The fall of 13.5% for lone parents not in work is larger than the fall in England, and in 2011 Brighton & Hove had less lone parents not in work than England for the first time. There are more lone parents in part-time employment than in England, though less in full-time employment.
Black and Ethnic Minority profile of the Brighton & Hove labour market – a snapshot.

In 2012 the proportion of the working age (16-64) population who were classed as BME according to the Annual Population Survey was 10.9% - up from 8.5% in 2005.

The Annual Population Survey (APS) records the following sub-demographics in Brighton & Hove in 2012, and it is possible to compare these to the proportions across England:

Compared to a figure of 14% across England, 10.9% (19,700) of Brighton & Hove’s 16-64 population are BME. Compared to England Brighton & Hove has higher proportions of ‘mixed’ or ‘other’ ethnic groups, but only around a third of the national proportions of either Indian, Bangladeshi or Black / Black British residents of working age.

The headline employment rate for BME ethnic minority groups was 1.2 percentage points higher in Brighton & Hove than across England in 2012.

The employment rate for ethnic minority males is 3.5 percentage points higher than in England, but for females is 0.4% lower. This is in contrast to the employment rate for white males which is 1.2% lower than England, and the employment rate for white females which is 0.7% higher.

The graphic on the next page shows that opportunities for employment in occupations are different in Brighton & Hove for both white and BME residents, and display a different pattern to that seen nationally across England.

There are better opportunities in professional and associate professional occupations, and entry level service roles, but fewer opportunities in mid-level occupations for BME residents compared to either white residents, or other BME residents across England. These mid-level occupations are often associated with higher levels of social mobility and lower levels of labour market polarisation.
Percent of all employed who are employed in each occupational category

- Managers, directors & senior officials
- Professional occupations
- Associate prof. & tech. occups.
- Admin. & secretarial occupations
- Skilled trades occup.
- Caring, leisure and other occups.
- Sales & consumer service occups.
- Process, plant & mach. operatives
- Elementary occups.

Brighton & Hove
- White occupational profile
- BME occupational profile

England
- White occupational profile
- BME occupational profile
**Employment & Skills in Brighton & Hove – Skills demand: now, and in the future…**

The graphic directly below shows the employment rates associated with different levels of qualifications of Brighton & Hove residents between 2004 and 2011.

The recession in 2008 has had a large effect, meaning that all employment rates are lower in 2011 than in 2004. However, two key trends can be observed which are not caused by the recession:

i) Higher qualification levels have higher employment rates associated

ii) Demand for lower level skills has declined significantly over the total period

As the UK - and by extension Brighton & Hove - moves increasingly towards a knowledge economy, higher skills will increasingly be required to meet labour demand requirements of the future. Higher skill levels clustering together can also become a self-reinforcing cycle, which is good for those with high level skills, as associated increases in productivity confer higher wages. For those without the right skills however, there may be lower demand for their labour and/or relatively lower wages or wage growth going into the future.

The UK Commission for Employment & Skills (UKCES) has produced an analysis of skills demand in the UK up to 2020, based on skills training and investment data taken from over 80,000 surveyed UK companies. Their Working Futures Report shows the estimated demand for workers across all main industries in the UK by level of qualification to 2020.

What shows up very starkly in the UKCES analysis is that degree and postgraduate qualifications are increasingly demanded in all industries. For example: while Media and Finance currently require higher proportions of graduates than Construction, demand for graduates in all three sectors is estimated to increase significantly, with actual or relative falls in the level of demand for those qualified to A-level and GCSE only.

Brighton & Hove is an area with very high concentrations of skills clustered within our borders, positioning the city well. However, this makes it doubly important to also help those who may be at risk of labour market exclusion by providing access to skills training and apprenticeship opportunities.
The 2013 Brighton Festival and Fringe

Brighton Festival has just concluded three weeks of unrivalled arts celebration for 2013 with Guest Director Michael Rosen at the helm.

Michael Rosen is a celebrated poet, writer, broadcaster, and former Children’s Laureate – is the Guest Director of the 47th Brighton Festival which takes place from 4th to 26th May.

Alongside the Festival runs Brighton Festival Fringe, with an equally impressive line up - Figures say it all about the remarkable Brighton Fringe this year. It lasted 30 days for the first time, covering most of May and the start of June...

...There were 692 events and 3,213 performances including 210 premieres... If anyone wanted to see the whole lot, he or she would face nonstop entertainment for several months!

There was the welcome return of the Spiegel tent and another 30 new venues were added to the scores of regulars. Putting on the two festivals in May requires some innovative use of the city’s available space to create venues for performance.

These included a car in the park of Varndean School, Speakers’ Corner in New Road, the Brighton and Hove wood recycling project, Concorde 2 and a marquee on Hove Lawns. There were shows in junkshops and even in a Salvation Army hall.
Research focus: Valuing Arts, Culture and Creative Performance

The UK Competitiveness Index 2010 ranks Brighton & Hove as the 10th most competitive economy in the UK, and alongside this headline posits an interesting finding: that employment in ‘creative entertainments’ is strongly related to growth in the competitiveness of a location over time. Another key finding of the UKCI 2010 is that there can be both high-carbon and low-carbon ‘paths’ to competitiveness.

So why are ‘creative entertainments’ (a.k.a. cultural services) key to competitiveness? The simple answer is that professionals and graduates are strongly attracted to cultural services, which over time cause the clustering of higher productivity workers. It is this thickening of the labour market which can then lead to human capital spillovers and create the conditions for increasing returns.

Local research such as The Fuse and The Brighton Factor reports back this up, showing that cultural services are very important to the decisions of both modern digital businesses locating in the city, and graduates choosing to remain in the city after completing study. These two findings are also closely linked, and are to a great extent self-reinforcing: graduates provide the talent for these businesses to flourish and the businesses provide graduates with local opportunities.

Brighton & Hove employs over 1,000 people directly in creative arts and entertainments. As a percentage of the workforce, this has grown since 2008, is four times higher than the national average as a proportion, and 60% higher even than London.

KEY LOCAL FACT #1: Festivals provide a strong return on investment: public sector investment of just over £1m in Brighton Festival, Brighton Festival Fringe, Artists Open Houses and The Great Escape, generated over £24m of spending in the local economy in 2011…

So - culture can be located at the heart of economic success, not just in Brighton & Hove but across the UK, and EU. The next section highlights some of the evidence which supports this.
A new national report has also been published: The Economic contribution of UK Art and Culture report 2013. The report uses a methodology applied regularly by the Office for National Statistics and recognised by leading economists, and is the first comprehensive analysis to determine this value of Arts and Culture to the modern economy on a national scale.

Alan Davey, Chief Executive, Arts Council England said:

'We fund arts and culture because it has a unique ability to fire our imaginations, to inspire and entertain us. The contribution culture makes to our quality of life, as a society and as individuals, will always be our primary concern.

'But at a time when public finances are under such pressure, it is also right to examine all the benefits that investment in arts and culture can bring – and to consider how we can make the most effective use of that contribution.'

Of course, part of the value of culture is not just financial, or even to do with numbers of people attending. High quality experiences can also begin to shift social norms and values, leading to unknown and uncertain benefits, some of which may turn out be highly valuable, even if not in direct financial terms. Contemporary research has focussed on how arts and cultural activities can re-shape local economic aspirations of citizens, and has linked public arts events to the cultural emergence of the sustainability discourse across the EU.

KEY LOCAL FACT #2: £7.15m of public sector investment levered in Brighton & Hove by 27 cultural organisations…accounting for 256 permanent jobs in the city and a further 625 freelance positions… 5,684 days of work created for artists…

Pictured: ‘How Like an Angel’ in 2013, image courtesy of Victor Frankowski

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KEY LOCAL FACT #3: 12.8% of Brighton & Hove’s estimated income is from tourism… 35% of visitors say that arts and culture is why they visit Brighton & Hove… For 57% - visiting ‘attractions’ including heritage sites and museums, is one of the most popular activities…

Creative Urban Renewal in Europe (CURE) is an EU research programme focussing on culturally led regeneration. Many elements of the research note that across the EU ‘creative
milieus’ often fill space vacated by the dirty industry of the past, actively re-casting our perception of what these spaces are for, and how they can be re-claimed by local communities in response to post-industrial challenges.

Unlike many locations across the UK, Brighton & Hove does not have the same industrial legacy in our city however projects such as the award winning Before I Sleep in 2010 have made use of vacant space in the city in new and innovative ways, creating discussion around the topics of development and cultural changes which respond to contemporary social and economic challenges.

KEY LOCAL FACT #4: in 2011 there were - 185 new commissions and 218 premieres; 75 international artists and companies brought work to the city... Nearly 2,000 artists showed work in the annual Artists Open Houses and Eco-Open Houses events... 730 events were free, creating new experiences for city audiences...

Pictured: ‘Jardín Flambeau’ in 2011, image courtesy of Matthew Hodson

Pictured: ‘The Dismemberment of Joan of Arc’ in 2009, image courtesy of Matthew Andrews

Current changes in the UK economy and on the high street may require more innovative approaches focused around creative use of empty commercial and retail spaces, not just red-brick industrial spaces - and this is an area where Brighton & Hove is already leading and pro-active, for example with our Portas Pilot and Pop-up initiatives.
Brighton & Hove becomes UK’s first One Planet Living City

Brighton & Hove is officially the world’s first designated One Planet Living city. Our Sustainability Action Plan received independent accreditation from BioRegional for our plans to enable residents to live well within a fairer share of the earth’s resources.

There are 10 core Principles of One Planet Living:

1. Zero carbon
2. Zero waste
3. Sustainable transport
4. Sustainable materials
5. Local and sustainable food
6. Sustainable water
7. Land use and wildlife
8. Culture and community
9. Equity and local economy
10. Health and happiness

The practical three year action plan has been put together by the council, BioRegional, the city’s partnerships and other leading organisations in the city. It outlines both short term actions and longer term ambitions to improve local quality of life, reduce impacts on the environment, save money and make Brighton & Hove more resilient. It sets out how the city can meet all the international targets under BioRegional’s recognised ‘One Planet Living’ principles.

BioRegional is an award winning charity with an international reputation for developing sustainable solutions. They are working in partnership with One Planet communities across the world, as well as with businesses like B&Q and the Kingfisher Group.

If everyone on Earth consumed natural resources and produced carbon dioxide at the rate we do in Brighton & Hove, we will need not one, but three and a half planets to support us. The idea behind One Planet Living is to reduce our environmental impact on the planet.

To reduce our impact on the planet, each of the ten principles need to be addressed with the implication that many new local initiatives will need to be designed with these principles in mind, as with the One Brighton development in the New England Quarter.

Tracking and measuring progress against these new indicators will also pose new challenges, and various departments, including Economic Development and Sustainability within City Regeneration, are working together to devise ways to do this.
One Planet Living in practice: One Brighton

One Brighton is one of the country’s first environmentally and socially sustainable ‘One Planet Living’ communities. The ethos behind the development shows the commitment of both BioRegional Quintain and Crest Nicholson to change the way new homes are designed.

The One Brighton development followed the success of the BedZed (Beddington Zero Energy Development) community in London, which designed the living spaces for people around the ten principles from the ground up. Some of the kinds of features included can be seen in the picture on the next page.

The most accepted explanation of a sustainable lifestyle was defined by a United Nations Commission as "Meeting the needs of the present without compromising the ability of future generations to meet their own needs." Or to put it simply, do not use up natural resource capital that cannot be replaced and might be needed by our children in the future.

That is why One Planet Living® and its ten guiding principles were created to help us lead a more environmentally sustainable lifestyle.