



Productive Inclusive Transformative

An Economic Strategy
for Brighton & Hove

Executive Summary 2018

Economy, Environment & Culture

Supporting economic growth and maintaining
an attractive, connected and well run city for
residents, businesses and visitors

BHEP BRIGHTON & HOVE
ECONOMIC
PARTNERSHIP



**Brighton & Hove
City Council**

An Economic Strategy for Brighton & Hove

The new Economic Strategy for Brighton & Hove will support the evolution of the city and City Region as one of the UK's most productive and inclusive economies. It has been developed to provide the city with a coherent vision and common goal that all city and City Region partners can work towards over the next five years.

It provides a platform to help our city and partners to do things differently to find solutions to the challenges and opportunities we have identified through detailed research and consultation.

Our Vision for Economic Growth

Brighton & Hove has long been recognised as one of the UK's most distinctive cities. It is known for the spirit and diversity of its people, for its unique retail, leisure and cultural offer and for its world-famous seafront and heritage assets. More recently it has become recognised for the strength of its small business economy and as a genuine hub of creativity, innovation and enterprise.

Our vision for economic growth builds on these considerable strengths, helping Brighton & Hove to evolve as a more successful and resilient city.

To achieve our vision, we recognise that we need to work beyond our boundaries. The establishment of the Greater Brighton City Region has been successful in establishing a collective voice for our area and in improving collaboration across the sub-region. The ongoing development of a strong City Region will be crucial to responding to many of the challenges and opportunities that this strategy seeks to address. The strategy also responds directly to priorities set out within Coast to Capital's Strategic Economic Plan and the Government's Industrial Strategy.

Our Vision for Economic Growth

Over the next five years, Brighton & Hove will establish itself as one of the UK's most economically vibrant, inclusive and future-facing cities.

The city will be recognised as the economic heart of the City Region, with partners collaborating to establish the area as a nationally significant hub of employment and productivity growth.

Disruptive, collaborative and informative ways of working will be embraced to respond to the long-standing challenges facing the city. In doing so, Brighton & Hove will act as a trailblazer for economic and social change and improvement in the UK and globally.

Building on our Strengths and Responding to Growth Pressures

This strategy has been developed following a detailed review of the factors influencing our performance and growth potential. It builds upon our existing strengths, which include:

- **Our Sector Specialisms** Brighton & Hove has a long-established visitor economy, higher education and professional services strengths and a rapidly growing creative & digital sector
- **A Vibrant SME Economy** the city is distinctive for the size and vibrancy of its small business economy, with high start-up levels and one of the UK's highest rates of homeworkers
- **World Class Assets** the city is home to a growing number of research, innovation and enterprise assets, not least the Digital Catapult Brighton and Brighton and Sussex Universities
- **Our People** our people are perhaps our greatest asset. The city has one of the best qualified populations nationally and one which is known for its spirit and creativity
- **Our Distinctive Lifestyle, Culture and Environment** Brighton & Hove is renowned for the spirit and diversity of its people and for the strength of its culture and lifestyle offer. The strong physical and natural environment continues to attract both residents, visitors and investors to the city.

Despite our strengths and assets, we also recognise that there are a number of important 'growth pains' for the city and City Region which are influencing our current economic vitality and future trajectory.

Ultimately, our ability to respond proactively to these areas of challenge will play an important role in defining future economic success. Reflecting this, our understanding of each factor has played a direct role in shaping this strategy.

Refer to Chapter 2 for more detailed analysis of these key factors and challenges.

Key Factors Influencing Our Performance and Growth Potential

- 1 Economic identity and positioning
- 2 Internationalisation
- 3 Critical Mass: The number and quality of jobs
- 4 The supply of commercial space
- 5 The productivity of our labour market
- 6 Community and social inclusion
- 7 Housing supply and affordability
- 8 Transport and accessibility
- 9 City resilience & security
- 10 The capacity & agility of our partners and partnerships

Embracing Innovation & Disruption: A Bold New Approach

The strategy challenges and empowers partners to do things differently. We want to capitalise on Brighton & Hove's proven reputation for creativity and openness by making the city a recognised environment for innovation. Adopting a bolder approach to supporting growth builds on a number of our innate strengths: including the open, creative and caring instincts of our people, our world leading technology sector and innovation assets, and existing drive and appetite to collaborate among partners within the city and externally.

Brighton & Hove already has a reputation for innovation and disruption. Our city is leading the way in city innovation, exemplified by the ground-breaking work of the Digital Catapult Brighton and 5G Test Bed, the research strengths of our universities, our investment in EV charging and our new living wage housing project.

Via this strategy, we will build on this existing activity and capacity, while embracing new approaches and ways of working. We believe that adopting new approaches and committing to innovation is the best way to build on our strengths and tackle some of the deep-rooted challenges we have identified.

The theme of innovation and disruption cuts across our strategy. However, there are a number of specific ideas which we believe will be important in supporting our overall objectives.

Priority Action 1: Establish an Innovation Programme and Civic Innovation Demonstrator

Supporting actions:

- Innovative new funding models to support testing of new approaches
- Embed social value in public-sector commissioning and procurement
- New approaches to delivery, planning and infrastructure
- An observatory to monitor and reflect on the success of local innovation.

Please refer to Chapter 1 in the Full Strategy for more detail on these.

Five Themes for Action: Growing, Open, Talented, Fair and Sustainable

Our vision for Brighton & Hove is underpinned by five themes which are vital to delivering economic growth, creating prosperity and providing a greater quality of life for all.

A Growing City

Focus Homes, business space, the vitality of our SME and innovation economy, sustainable infrastructure for growth.



Purpose A city that unlocks its capacity for growth, through the delivery of homes, space, and infrastructure and through the evolution of a better connected economy.

Priority Action 2 Unlock stalled development sites through investment partnerships with Government and regional partners.

An Open City

Focus Business investment, thriving visitor, retail, leisure and cultural offer, better quality places.

Purpose A city that achieves its potential as the most distinctive city in the UK, evolving as an attractive, welcoming and modern place for investors and visitors alike.



Priority Action 3 A new City Region Trade and Invest Team.

A Talented City

Focus Economic participation, skills for growth, labour market productivity.



Purpose Recognising the integral role that skills and the labour market has to play in driving economic productivity and inclusive growth outcomes. A city makes the most of its talent, by ensuring that all residents (no matter what their age or background) have the competencies that they need to access employment, to progress in work and build careers.

Priority Action 4 A City Skills for Productivity Commission.

A Fair City

Focus Economic and social inclusion, health, civic pride and business responsibility.



Purpose A city which is inclusive and responsible, encouraging engagement and participation across our communities and working to ensure the benefits of growth are distributed fairly.

Priority Action 5 Developing long term community capacity and citizen leadership.

A Sustainable City

Focus A circular and sustainable economy, business and community engagement in achieving city resilience and climate change.



Purpose A city which looks to the future, focusing its economy on sustainable solutions to future challenges in order to protect and enhance the health and wellbeing of its residents and act as a leader in developing a robust response to climate change.

Priority Action 6 Promote the development of a circular and sustainable economy to minimise waste and pollution by reducing, reusing and recycling.

Moving Forward: A Collaborative Approach to Delivery

The delivery of this strategy requires collective action and partnership working across the city. It needs to draw on the capacity and expertise of a range of partners across the public and private sectors and civil society. Importantly, time and consideration are needed to make sure institutions and partnerships are streamlined and focussed on the defining challenges the city faces.

The city is already home to a range of organisations which have the capacity, commitment and expertise to take a lead in aspects of delivery. In addition, the strategy recommends the creation of a number of new or refined organisations and partnerships with very specific functions and remits. It is important capacity across the city and City Region is continually mapped and evaluated to help to ensure coherency and efficiency and to mitigate against the risk of duplication and scope 'drift'.

Delivery requires resource. While in some cases, this may be drawn from existing sources and capacity, in other cases it will require a reorganisation of activities, or new funding or investment to be sought.

Success will ultimately be defined by the ability of partners to demonstrate progress in responding to the challenges and opportunities outlined in this strategy. A robust and committed approach to tracking impact and performance is therefore a crucial part of the delivery of this strategy, ensuring real-time understanding of delivery progress, and an ongoing understanding of impact on the ground, be it at the micro level or city / City Region wide.

For further information visit:

www.brighton-hove.gov.uk/economic-strategy