

The Creative Industries are at the heart of the UK's competitive advantage. The 'soft power' influence of the sector means that it has a crucial role to play as we exit the European Union and create a global Britain.

Government Industrial
White Paper, 2018

Photo: Simon Anderson

Brighton & Hove City

Brighton & Hove is a cosmopolitan, dynamic city by the sea. On the edge of the South Downs National Park, it is an inspiring place to live, work and visit. The city has an internationally recognised cultural offer and is a hotspot for creative talent and technological innovation.

From the annual Brighton Festival and Fringe, iconic Royal Pavilion and premier league football team to UNESCO recognised coast and countryside, attractive bars and restaurants and a thriving music scene, Brighton & Hove is the place to be for professionals looking for a better work-life balance.

The city is a hotspot for the Creative, Digital and IT sectors (CDIT) and Brighton & Hove is one of the few cities in the UK with a 5G testbed. Advanced engineering and health and life sciences also thrive here with world-class research facilities at our two universities. The city is home to strong financial, professional and tourism sectors.

Dynamic and supportive business networks exist in the city to inspire and encourage ground-breaking ideas helping to take business to the next level.

Brighton & Hove city attracts the finest minds and has a highly educated population. It draws highly skilled people from across the UK and internationally, making it a world class destination.

Open to change, ready for the future and able to fuse excellence in the arts with the latest cutting-edge technology, Brighton & Hove is a well-connected, well-placed modern city where businesses can tap into a rich pool of talent dedicated to growing prosperity.

Brighton & Hove is well connected to both London and international markets with a travelling time of just 30 minutes to Gatwick and 56 minutes to the capital.

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Over 46% of the working age population have a degree qualification or higher compared to the UK average of 38%.

Cities Outlook 2018, Centre for Cities Brighton & Hove

The Brightest Minds

The people of Brighton & Hove are its biggest asset, bright minds creating the best innovative, cutting edge ideas in technology, science and the arts.

A young, diverse and well-educated population which is boosted by two universities creates an influx of new graduates each year.

The University of Sussex is ranked 25th in the index for the best universities in the UK and Brighton University is leading the way in fields of advanced engineering and design.

The city has more than 38,000 university students with 38% attending from overseas which adds to the cosmopolitan feel of the city. This contributes to the open, tolerant community that is Brighton & Hove.

The youthful population with its forward-thinking outlook creates a hotbed of research, innovation and entrepreneurship within the city. It is full of creative thinkers, self-starters and is one of the UKs strongest enterprise economies. It has the highest

proportion of creative small to medium-sized enterprises (SMEs) in the country and the most start-ups per capita outside of London.

20% of the population are in their 20s with the average resident being in their mid-thirties.

71% of residents are of working age with the average main wage earner being under 45 with no dependents - 59% above the UK population.



Brighton & Hove City is well connected to both the capital, Europe and international markets, with a wide choice of transport links.



Connected

Easy to reach by air, car, train, and sea it's a compelling base for UK and international companies.

Gatwick the UK's second largest airport operates flights to 228 destinations, in 74 countries.



The city is close to Newhaven Port where DFDS Ferries travel to Dieppe in 4 hours.

The city is easy to get around and navigate.

Brighton & Hove has one of the most efficient and well used award winning bus networks outside of the capital, connecting local people from around the city enabling quick, short travel.

Brighton train station is a short walk from the city centre making it easier to commute and visit.

The city has one of the most successful Bikeshare schemes in the UK with over 35,000 subscribers; 38 km of cycle lanes has led to a doubling of cycling to work in the last 10 years.

There are 56 airlines that operate out of Gatwick including Easyjet, Norwegian, British Airways and Virgin Atlantic.

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The city ranks well for digital connectivity. Having a high number of start-ups and having a highly skilled workforce also count in Brighton & Hove's favour, helping it to get to the top of our list.

Informi

Awarded Brighton & Hove the 'Number One Place to Start a Small business in 2018'

Brighton & Hove has a vibrant culture, stunning natural environment and a unique character - a seaside town that has evolved into an exciting city with great lifestyle opportunities and a buzzing night life.

The city is the second most popular place outside London for people to relocate and is often compared to Berlin and San Francisco due to its vibrant cultural landscape and quality of life. It has the highest proportion of creative SMEs in the country and the most start-ups per capita outside of London.

Brighton & Hove is a great place to live and work. The city is situated next to the South Downs National Park, an area of exceptional natural beauty and part of the Living Coast biosphere, designated as a world heritage site by UNESCO.

A diverse range of businesses thrive in the city. Brighton & Hove is home to international businesses such as Bupa Global and has been the European Headquarters of American

Express for many years. It also has one of the UKs strongest start up economies.

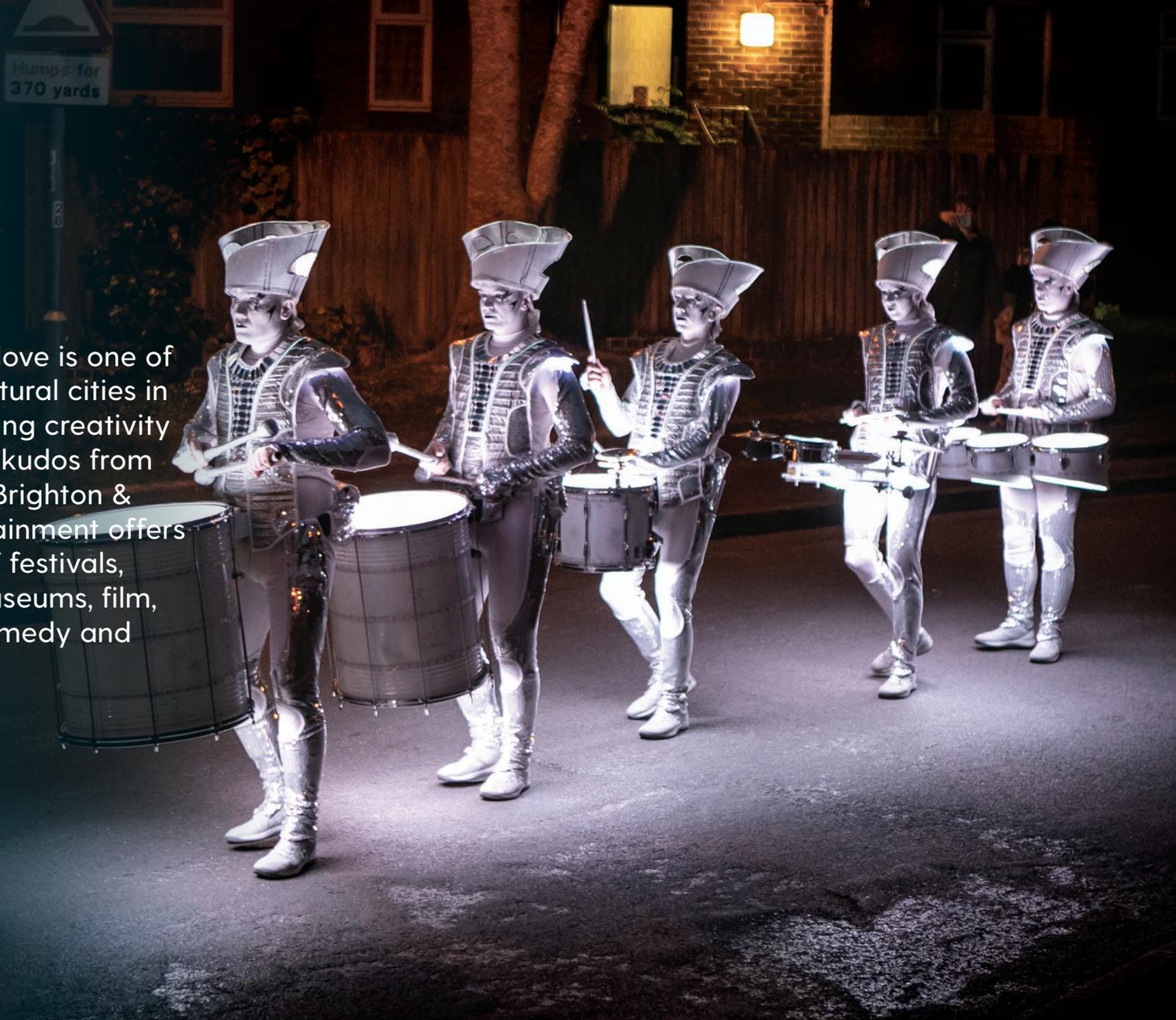
The city is home to some of the best co-working spaces in the country; modern workplaces where digital and creative businesses work alongside each other. New England House in the New England Quarter is the hub of this digital creative fusion, linking small business with big technology.

Business start-ups and self-employed workers are 5% above the national average, with more freelancers than anywhere else in the UK. This contributes to an open, flexible, and collaborative way of working.

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Brighton & Hove is one of the most cultural cities in Europe. Oozing creativity and cultural kudos from every pore, Brighton & Hove entertainment offers a hot bed of festivals, galleries, museums, film, night life, comedy and theatre.



Cultural Brighton & Hove

The cultural offer in and around the city is outstanding. The fusion of the arts, heritage, architecture and events and festivals makes it a top UK destination.

Located on the south coast Brighton & Hove's blue flag gold standard beach front attracts global visitors.

The natural beauty of the South Downs National Park surrounds the north of the city making it easily accessible for walking, cycling and paragliding. Glyndebourne, a world class opera house is just over 12 miles away, near the historical market town of Lewes.

The city has a rich and colourful past which is reflected through its heritage and architecture. The iconic Royal Pavilion and Dome denote the Regency period; whilst the Brighton Palace Pier offers a traditional seaside experience, and has done since the 1900's.

The futuristic i360 creates the millennium experience as the world's tallest vertical pier offering panoramic views across land and sea.

The retail experience combines traditional retail chains alongside a vibrant collection of independent shops, cafes, bars and restaurants in the famous North Laine and The Lanes.

Brighton & Hove is proud to host the UK's biggest Pride Festival and the Brighton Festival of performing arts which has been held in the city for 50 years and boasts the biggest fringe festival in England.

The city's Premier League football team, Brighton & Hove Albion is based at the state-of-the-art Amex Stadium just outside the city. The city also hosts the second-largest Marathon in the UK and eighth largest in Europe.



Brighton & Hove has the 4th best provision of broadband of all UK cities.

More than 91% of businesses in Brighton & Hove have ultrafast broadband.

Digital connectivity

Home to one of the few 5G testbeds outside of a university in the UK, the Digital Catapult Centre Brighton and Wired Sussex are working to ensure that local businesses get the opportunity to contribute to the UK's uptake of 5G.

The city is a hub for digital technology and e-connectivity is one of the highest in the UK. Brighton & Hove is fast on its way to becoming a major 5G city in the UK.

A fantastic place for networking with new hubs, groups and alliances forming all the time, Brighton & Hove is also one of the top UK conference destinations.

The city is a centre for digital industries and thousands of people visit annually to attend industry specific conferences to network and share ideas.

Wired Sussex supports the city's creative and digital industry with more than 2,550 members.

Brighton Hatchery in association with Together, NatWest and Entrepreneurial Spark, along with KPMG, Dell EMC and Pinsent Masons have enabled many start-ups to grow and scale up.

Fusebox Knowledge Exchange supported by the University of Brighton, connects academic thinking to business strategies that create value.

Develop:Brighton brings together game developers from across Europe to meet and share new innovations.

Brighton SEO is Europe's biggest Search Marketing Conference which attracts international attendees including eBay and H&M.

Over 90% of premises achieve ultra-fast broadband speeds of more than 100 Mbps against the UK average of around 53%.

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DIGITAL CATAPULT CENTRE

BRIGHTON



The City Region economy generates £20 billion per annum and has grown by 10% in five years, above other regional and national averages.



Greater Brighton City Region

Brighton & Hove is part of the Greater Brighton City Region which has secured more than £200m of public investment for housing, employment, transport and digital infrastructure.

Greater Brighton covers a diverse area of one million residents living and working in urban, rural and coastal areas reaching from Worthing to Lewes and north to Crawley and Gatwick.

Recognising the close economic links and interdependencies of the growing economies, the Greater Brighton Economic Board oversees a portfolio of ongoing investments to create the housing, employment and infrastructure and to drive productivity throughout the City Region.

The Board has been successful in securing inward investment for the region including:

£48m awarded by the Housing Infrastructure Fund for cycle paths, roads and flood defences.

18,000 homes built.

24,000 jobs created.

Delivering 75,000m² of employment floor space.

Unlocking £2bn in private sector investment.

The Greater Brighton region is developing advanced urban services, green energy, marine and environmental technology sectors as well as established logistic, manufacturing and transport industries.

The Centre for Cities rated Greater Brighton in the top 5 for job growth over the last 10 years.

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A large, curved glass structure, possibly a globe or a viewing window, is shown from an interior perspective. The glass reflects a vibrant beach scene with golden sand, turquoise water, and a clear blue sky. The structure is supported by a dark metal frame. In the foreground, a portion of a red and white mechanical structure is visible.

Brighton & Hove is in the top 10 most visited towns and cities in the UK (Visit Britain) and Number 11 in the list for the most popular UK cities for international visitors.

Office for National Statistics

Key sectors

Brighton & Hove is well known for its visitor economy but is also leading the way in key sectors including CDIT, financial and professional services, advanced engineering and health and life sciences.

Tourism

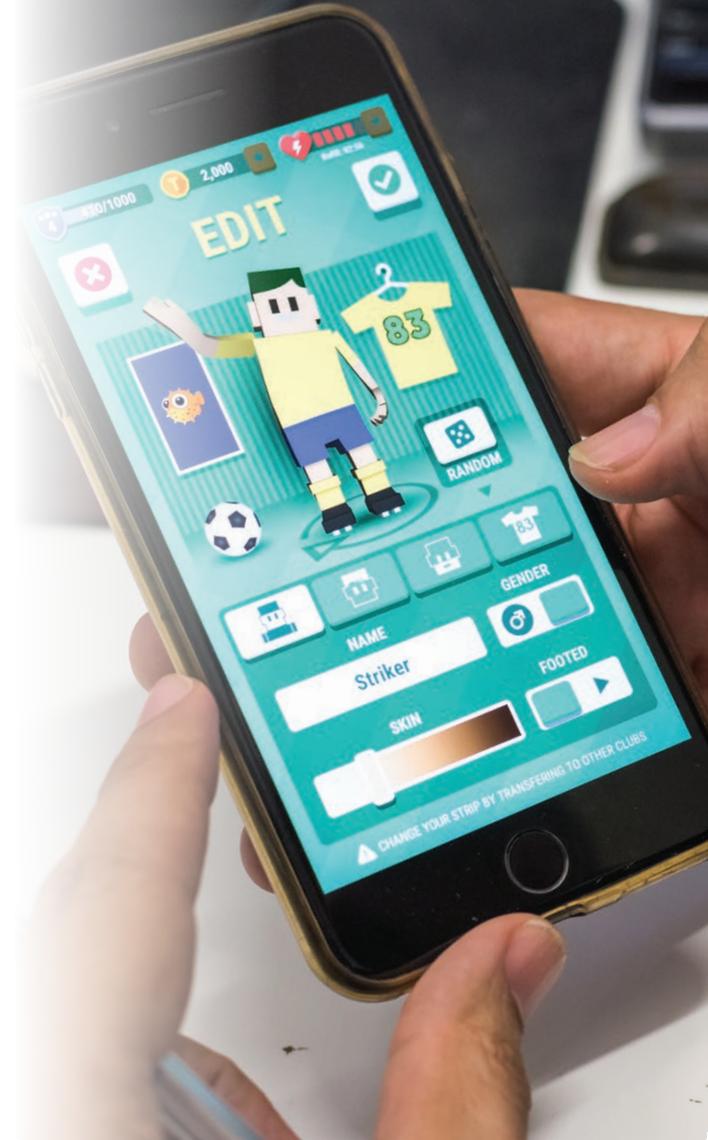
The city is best known for its robust visitor economy, with an expenditure of around £885.9 million attracting more than 10 million visitors a year. The visitor economy contributes to over 18,000 of the city's employment.

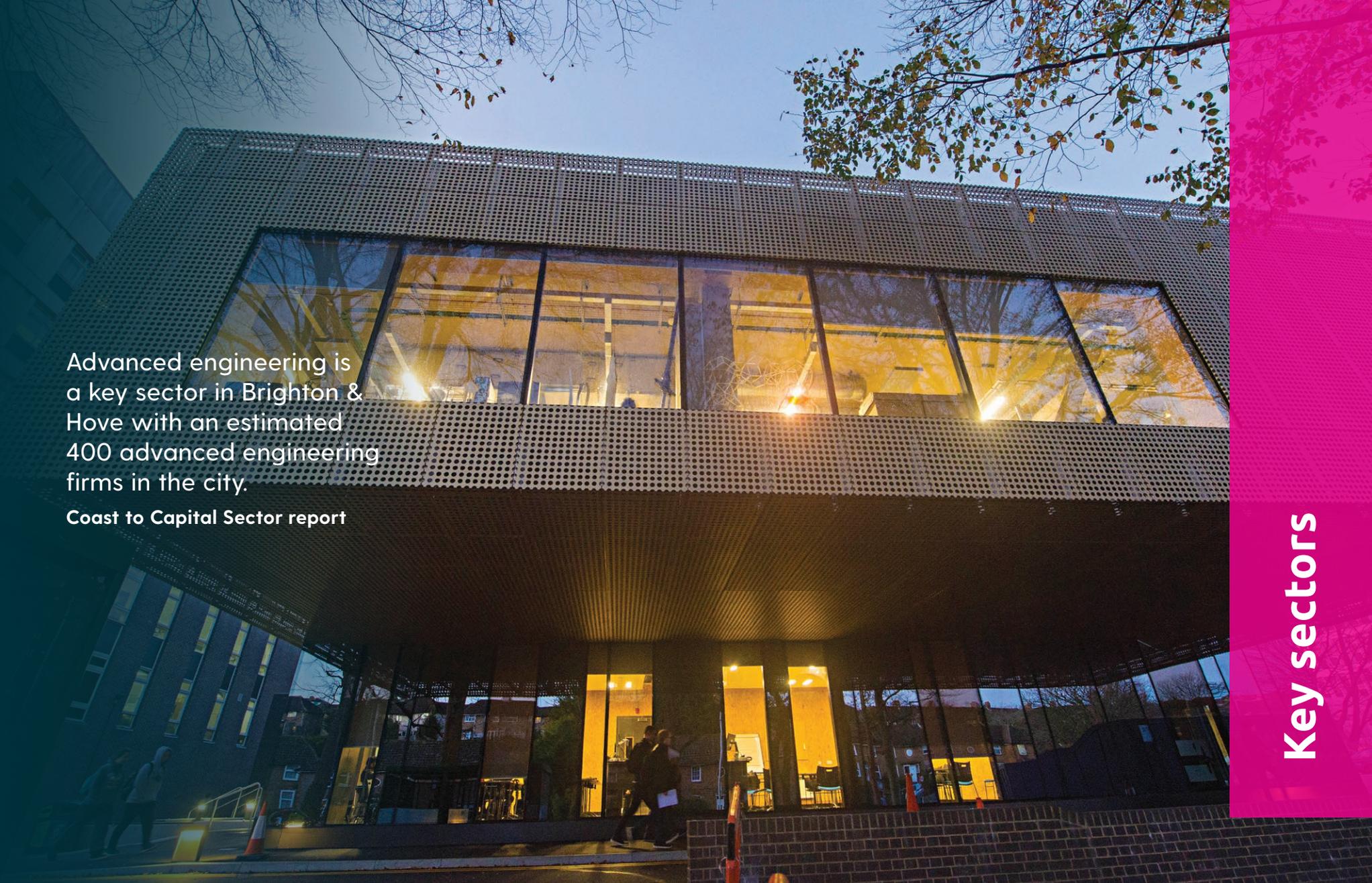
Digital

The ICT and digital sector has grown by more than 40% over five years. Worth over half a billion pounds the city has been recognised as having the highest level of specialism in immersive technology in the UK. It is at the cutting edge of artificial intelligence and augmented reality.

In 2018 Brighton & Hove was one of only nine places in the country to receive government funding for a 5G testbed facility to help digital businesses develop new products and services that can benefit from 5G. The 5G Testbed and Trials is a key part of the Future Telecoms Infrastructure Review, which was announced in the Government's Industrial Strategy.

19% of digital firms identified as 'high growth' (5th highest nationally) and the city has the 6th fastest growing number of digital jobs in the UK.





Advanced engineering is a key sector in Brighton & Hove with an estimated 400 advanced engineering firms in the city.

Coast to Capital Sector report

Key sectors

Advanced Engineering

The sector is supported by the Brighton University Advanced Engineering Centre and by specialist accredited courses. It is also supported by METALL (Manufacturing & Engineering Technology Alliance) who facilitate business networking and encourage growth within the industry.

Health and Life Sciences

Due to research facilities based at the two universities, the research facilities in Brighton & Hove are world class.

University of Brighton is renowned for:

- its School of Pharmacy and Biomolecular Sciences.
- The Centre for Regenerative Medicine.
- The Brighton Musculoskeletal Research Centre.

The university also has research centres focused on treatment and academic courses which are firmly rooted in their practical uses within the industry.

University of Sussex works with small and multinational businesses to carry out

research to advance the treatment of cancer and brain injury at:

- The Genome Damage and Stability Centre.
- The Sackler Centre for Consciousness Science.

Future health and life science initiatives include a central research laboratory at Preston Barracks and the Sussex Audiology Centre.

Financial

There are an estimated 19,000 employees working in the financial sector in the city which is home to the European headquarters of American Express. The city is a base for insurance companies including Legal & General.

There are 15,840 businesses in the city. Active business in Brighton & Hove grew by 20% between 2012-2017.



A young girl with dark hair in pigtails, wearing a white school uniform, stands in the foreground holding a metal instrument. In the background, other children and a teacher are engaged in a music activity with various instruments on a table. The classroom walls are decorated with colorful paper birds and a Santa Claus poster.

Ofsted reports rank the city's primary and secondary schools as 94% good or outstanding.

Living in the city

Education

The city has a good standard of state schools including 52 primary and 10 secondary schools. Post 16 yrs there are three Further Education Colleges and 5 Sixth Forms.

Brighton & Hove schools range from traditional establishments including Brighton Bi-Lingual School to boarding schools such as Brighton College and Roedean, and less traditional schools such as a Montessori and a Steiner School. Internationally renowned language schools such as Bellerbys International School and St Giles International, attract a broad range of students furthering the city's global reach.

The city's private education sector includes several award-winning independent schools catering for national and international students.

Brighton College is in the top 1% of schools in England.

Roedean College achieved the best girl's school A' Level results in Sussex 2017.

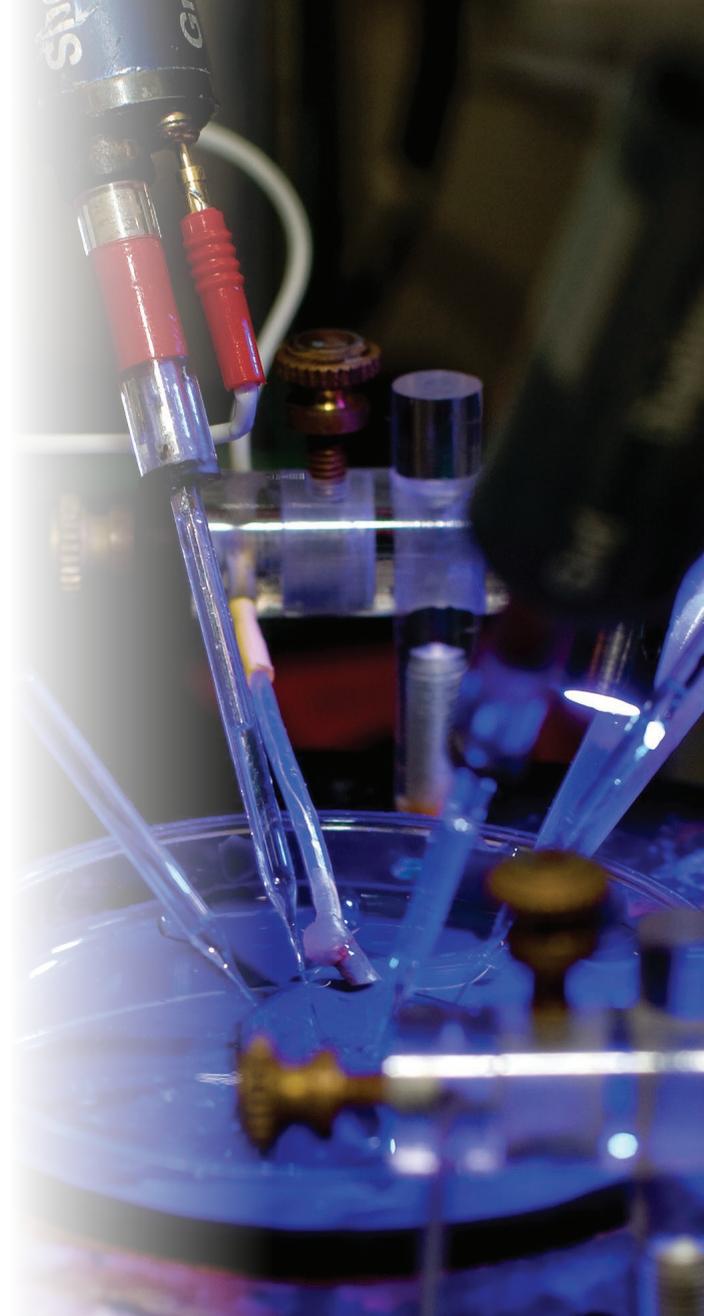
The city has two top universities; Sussex University, ranked in the UK top 25 with a good international reputation and Brighton University which is leading the way in advanced engineering.

Healthcare

Brighton & Hove benefits from 43 NHS doctor surgeries; 45 NHS dentist practices and over 50 private practices.

The Royal Sussex County Hospital is a centre for emergency and tertiary care. The Brighton campus includes the Royal Alexandra Children's Hospital, the Sussex Eye Hospital and is the Major Trauma Centre for the region. A specialist Breast Care Centre and two private hospitals are also located in the city.

The Royal Sussex County Hospital is undergoing major redevelopment worth £485 million. It will include a new and expanded cancer centre and improvements to stroke services and intensive care.



A woman in a red hoodie is riding a bicycle with an orange basket on a city street. Behind her, a man and two children are also riding bicycles. The street has a red-painted section and yellow double lines. Buildings and cars are visible in the background.

This year the Living Coast has become involved in a pioneering project to increase the economic value of tourism while reducing its environmental impact. Brighton & Hove City Council will receive a budget of almost £500,000 to develop this new approach.

A Sustainable City

The area around Brighton & Hove has been designated by UNESCO as the Brighton & Lewes Downs Biosphere in recognition of its biodiversity and quality of environment.

The biosphere, known as the Living Coast, aims to conserve and enhance nature; support sustainable human development and promote environmental awareness, knowledge, learning and engagement.

Supportive Networks

The public sector and business community work together to ensure that the highest standards are achieved. The Sustainable Business Network has an impressive 1,300 members.

The Green Growth Platform hosted by the University of Brighton is at the forefront of new sustainable technologies, providing targeted support for 'green' business from industry experts.

Energy

Brighton & Hove is home to the first offshore wind farm along the south coast of England.

The Rampion Offshore Windfarm, located in the English Channel generates enough electricity to power half of the homes in Sussex annually.

Car – Free Travel

More than a third of the city's residents do not own a car and nearly twice as many people walk to work compared with the rest of the UK. This is the highest proportion in the south east region.

Sustainable Food City

Brighton & Hove was the first city in the UK to achieve Silver Sustainable Food City status.

This award demonstrates that cities can take on the incredibly serious food challenges that face us all and make a real difference. The city is leading the way in one of the fastest growing social movements in the UK today.

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Courtesy of Rampion Offshore Wind