

City Plan Part Two

**Brighton & Hove Economic Partnership
Workshops – Conference Centre University of
Sussex**

13th September 2016

Workshop Notes and attendance list

Brighton & Hove Economic Partnership – CPP2 Workshop

13th September 2016, 5pm – 7pm, Sussex University Conference Centre

Attendees:	Dean Orgill	MWB [Chair]
	Ed Allison-Wright	Haydon Consulting [Vice Chair]
	Patrick Warner	B&H Buses
	Martin Lawrence	HBA
	Gavin Stewart	BHEP/Brighton BID
	Judith Badger	University of Brighton
	Sascha Koehler	Brighton Metropole
	Gary Peters	Love Local Jobs.com
	Julian Caddy	Brighton Fringe
	Andrew Sirs-Davies	University of Brighton
	Alison Addy	Gatwick Airport Ltd
	Martin Searle	Federation of Small Business
	Graham Precey	Legal & General
	Paul Spruce	Stiles Harrold Williams
	Simon Lambor	Matsim
	Phil Jones	Wired Sussex
	Fleur Newton-Edwards	Legal and General

In attendance:	Cllr Joe Miller	BHCC
-----------------------	-----------------	------

Speakers/ Facilitators:

Nick Hibberd	BHCC
Helen Gregory	BHCC
Liz Hobden	BHCC
Sandra Rogers	BHCC
Carly Dockerill	BHCC
Steve Tremlett	BHCC

City Plan Part 2 Scoping Consultation – Event Log

Event	Brighton & Hove Economic Partnership –
Date and Location	13 September 2016 Sussex University Conference Centre
Attendance	BHEP membership (see separate sheet for attendance)
Key Issues Raised	
<p>Workshop 1 - Economy and Employment</p> <ul style="list-style-type: none"> • Employment Land forecasts underpinning the City Plan Part 1 – are they still accurate; has job growth been as anticipated and how that translates into the need for employment floorspace? • Business demand – are we clear what businesses want in terms of sites and premises? • If there is more space in neighbouring authorities does it matter if businesses move out within the Greater Brighton area if they need more space eg. to Burgess Hill? • Is there an appetite from neighbouring authorities to work together to get these sites going for the wider area? • Still have enquiries for space in the city centre • Example of London Road regeneration – innovative development; tall building, need to get going with delivering new employment space on other projects. • Issue for existing city centre businesses is that when leases are coming to and end, the rents are now increasing. • Co-working, creative space – will not be for all sectors; works well for start-ups and those self-employed but better to sure flexibility in type of employment floorspace. • Speculative office development is still a risk; enabling development can be a help. • There is a demand for industrial space; lack of space mean rents have gone up by 20 -30%. Seeing this in the Hove area • Issue for businesses who are in the £1m - £3m businesses; challenging to find employment floorspace that meets their needs. Move-on accommodation • Consider the shortfall of space does matter, will constrain businesses who want to grow; infrastructure constraints also an issue. • Permitted Development Rights – real issue for business, kicked out of business space to make way for residential conversions. Suggestion that the floorspace coming forward does not make up for the loss of existing space through prior approval. • Recognise the role of article 4 direction. • Role of the council – using its assets; what can the council do to bring forward employment floorspace? Example of Industrial House, Hove Station area – owned by the council and retained for affordable business space but occupied at very low job densities. Is that the best approach? • Should not the strategy be for space hungry uses to be moved out to the edge of the city? • Crawley has been releasing some of its sites in managed way to encourage 	

regeneration.

- Need to join up the different departments within the council – planning seems to be focused on place; property services on buildings and ED on businesses. Feels disjointed.
- Need to tie up the discussion with active travel – making it easier to get around the city by bike – better linked and better coverage of cycle paths.

Event	Brighton & Hove Economic Partnership
Date and Location	13 September 2016, Sussex University Conference Centre
Attendance	BEHP membership – see separate attendance list
Key Issues Raised	
<p>Workshop 2 – Economy and Employment</p> <ul style="list-style-type: none"> • What types of businesses are we trying to attract? Importance of a balanced economy – a range of corporate and larger corporates; strength of start-up companies, small businesses. Need to understand what support they need – may be space needs but may also be other issues such as business support. • Start-up businesses – when they get to the stage of move on accommodation they often look for joint space together. Entrepreneurial Spark may be able to provide greater insight on what they need – turning out 60 high growth businesses every 6 months. • Bringing forward office floorspace through mixed use development in the city centre may not be so much of an issue as there are shops/ café/ leisure uses on their doorstep. • Eagle Lab, Barclays – emergence of micro space and maker space – mixed use small scale businesses. Expanding across UK mixes creative, product design and manufacturing – make the products – have 3D printers and cutters. • Need to look to the Greater Brighton area to accommodate future industrial floorspace needs and to free up sites for higher density B1 a uses – industrial uses could better be directed to warehouses in Newhaven and Burgess Hill; • Scale-up hubs – businesses like interaction and to be able to communicate with other businesses. • Importance of flexibility of business space – use control that it is B1a use but also ensure that offices are designed as office space but future proofed so that the space can be used/ sub-divided in different ways depending on the changing needs of businesses. Good example of flexible space is New England House – small businesses often move onto to larger space. • Avoid being reactive – new office builds should be easy to adapt in the future – the possibility of adding additional floors; to be used as single floorplate occupiers or sub-divided space. Avoid them being designed to turn into residential use. • Links to the PAS review – policies should not be too rigid in requiring particular types of business space • Often why pdr doesn't work is that the original building was not designed to be converted to residential use. • Workspace is used differently now and will be used differently in the future. • Space can be small but still achieving high job density; need to consider the wider economic benefits and acknowledge the different ways of working. • Speculative office development – starting to see this happening again. May be viability issues on some sites but intervention not necessarily about what planning can do - inward investment activities speak to businesses and potential occupiers. • Site Match exercises - should the council be targeting businesses? Issue is 	

that the city is constrained in the sites it can offer – a number of projects already in pipeline (e.g. Preston Barracks) – remains sites such as Patcham Court Farm in council ownership.

- With Patcham Court Farm – ensure the policy is broad enough to encourage developers come forward – the developer then can produce a more detailed masterplan.
- Need to encourage vacant floors above shops in central Brighton to be used by small businesses. Can be difficult to get ground floor occupiers to let out the redundant upper space. Some of them may be council owned.
- Allow change to happen above shops.
- Can see there may still be an issue about protecting certain types of employment floorspace outside the A4D – is there a role for business groupings/ commercial agents to advise on loss of employment floorspace applications?
- Need to think about hubs – is there a benefit to indicate certain space/ areas for certain sectors? However can be difficult to predict – analysis tends to be backwards looking. Talk to business and target sectors.
- Example of Netherlands – old industrial workspace used by fashion designers, rehearsal space and 3D printers. Need for more NEH space – multi-sector occupiers. More support for creative arts and digital sector.
- Example of Rodhus – a successful small scale multi-sector space.
- Brighton Economic Board – research underway by both Universities looking at sector specialisms.
- Cross collaboration/ cross sectors is a growing trend and big data.
- Need for supportive infrastructure – e.g. parking.
- Should large employees contribute towards housing provision in the city?
For x amount employment floorspace, should they contribute to a provision of housing for their employees – Peabody/ Cadbury type examples. Could be difficult to calculate the relocation element and could impact on viability.

City Plan Part 2 Scoping Consultation – Event Log

Event	Brighton & Hove Economic Partnership Meeting
Date and Location	13 September 2016, Sussex Conference Centre
Attendance	BHEP – see separate attendance sheet
Key Issues Raised	
<p>Workshop 1 - Housing and Student Accommodation</p> <ul style="list-style-type: none"> • Support need for more PBSA and the need to allocate additional sites in the city. Do not support dispersed locations in city. However, locations further east (e.g. Lewes) might work as more accessible. • Site suggestions – retained land at the Keep; field behind Falmer Campus • Need tougher policy to control concentrations of HMOs – extend the Article 4 Direction and increase % in policy. • Space standards – some concern around introduction of nationally described space standard – will this stifle some forms of development? Could it reduce capacity on sites? Need for some flex / exceptions in policy to allow for innovative housing products e.g. modular housing. Could also affect housing delivery. • Second homes? What evidence do we have about scale of second home ownership in the city? <p>Workshop 2 – Housing and Student Accommodation</p> <ul style="list-style-type: none"> • Mixed use developments – acknowledge need more housing but don't want to lose out on employment floorspace – support no net loss in terms of job provision. • Need for innovation and a range of housing delivery options to boost supply and help provide different models for affordable housing. • Modular building may be part of the solution for helping to boost housing delivery and provide more affordable housing. Construction takes half the time traditional new build takes and economies of scale can be achieved through modular production. • Role for bigger institutions, pension funds, the universities, etc to invest in housing e.g. private rented sector new build and student accommodation – funding and returns over longer timescales (30 years). • Impact of not having enough student accommodation – students get put off coming to the city and the universities lose out. • Support for more dispersed locations for PBSA – city is compact and there are opportunities away from Lewes Road area – need to change perceptions. Provided transport is good and affordable students don't need to be just in the Lewes Road area. • How can we look after locals – what's the scale of second home ownership and can policy restrict second home ownership? Need some data on this. • Consider toughening of HMO policy – e.g. only allowing an HMO on one side of a C3 dwelling. 	

- Student village concept works well in Bournemouth – cluster of PBSA located in city centre away from campus, also separated from residential area. Supports related businesses and creates jobs in the area.

Event	Brighton & Hove Economic Partnership Meeting
Date and Location	13th September 2016 Sussex University Conference Centre
Attendance	BHEP – see separate attendance sheet
Key Issues Raised	
<p>Retail & Tourism workshop 1</p> <p>Air B&B</p> <ul style="list-style-type: none"> • Air B&B/party houses having adverse impacts on local B&B/hotel economy • Diminishing quality of visitors associated with these types of accommodation • Vacancy rates increasing in traditional B&Bs/hotels due to increased choice/competition • Concern around a refresh of the Hotel Futures Study – we do not need to this identify a need for more rooms in the city. • Lower quality guest-houses particular suffering – owners not making enough money to fund staff or carry out improvements on their properties • Restrictions set out in CPP1 on change of use from hotel to other uses too restrictive and not responding to fast changing markets • Hotel industry issues - relocation of the conference centre and transport, how to attract visitors which stay overnight <p>Event Space</p> <ul style="list-style-type: none"> • Lack of outdoor event space in CPP1, Valley Gardens, event space on the seafront. Would like sites allocated for outdoor event space to be used by various events such as Fringe/Pride etc • Sites should have water, waste and electricity connections, and have hard-standing • Uncertainty over sites earmarked near the i360 – what will these be used for? • Any ability to influence development on Madeira Drive/seafront? <p>Retail</p> <ul style="list-style-type: none"> • Need for a good mix of different types of shops. In particular, need to prevent/discourage certain types of shops e.g. betting shops/charity shops from becoming too commonplace in shopping centres • Potential for Article 4 Direction to address this in certain locations? • Portland Road improved over recent years, compared to George Street which has suffered from the concentration of betting shops and charity shops • Some centres need stimulation during the week, and benefit from other uses that bring people into the area, so that they aren't so reliant on weekend trade • retail mix, parking issues, conflicts between increasing housing and loss of employment/leisure to C3. 	

Event	Brighton & Hove Economic Partnership Meeting
Date and Location	13th September 2016 Sussex University Conference Centre
Attendance	BHEP – see separate attendance sheet
Key Issues Raised	
Retail & Tourism workshop 2	
Retail	
<ul style="list-style-type: none"> • BID area Vacancy rates are low • Issues of perceived over dominance of A3 units in areas of the North Laine such as Gardner Street. Tables and chairs obstructing A1 units on pedestrianized Saturdays. Economic Development and Highways have been involved with a survey of traders regarding this. • Worries on the impact of other pedestrianisation schemes such as East Street and whether similar issues will become apparent in the future. • Pedestrianisation needs to be of a decent quality which is key for areas working well. • North Laine needs some protection with a special policy – recognising smaller unit sizes. • Churchill Square has a stronger presence more recently. • John Lewis in the City will be good news • Some larger units on Western Road such as HMV still not occupied by permanent retailer • Preston Street falls out of any retail designation. Discussion around whether any designation as a restaurant area in the plan will help the areas receive any future investment particularly from the Local Transport Plan. • Good news about investment planned for West St sites. • No apparent tensions between independent and multiple stores in the BID area. All working together well. • Old Town area – smaller premises hard for retailers to have decent delivery times as hard for them to dictate to suppliers as independent stores. This coupled with refuse deliveries makes things difficult in the laines area. 	
Tourism	
<ul style="list-style-type: none"> • Events in the city such as Marathon, Pride, Fringe tend to get a negative response from retailers who do not welcome crowds blocking their shop entrances and not spending money. • Discussion around design codes and permeability, way finding. A Way Finding Strategy would be really useful in central Brighton to see how people find their way to the shops when arriving in the city i.e from the train station. • East of the Pier looking a poor environment with removal of the Wheel and 	

scaffolding up on the terraces needs some investment and further attractions.

Markets

- Disappointment at how London Road Market operates. Vision should be more like Camden with more eateries – possibly down to the market operator and the licensing or proximity to residential uses. Really a missed opportunity here. Market has great links to North Laine and the Level.
- Should be looking at permitted development and how to future proof spaces to evolve into different uses.

Event	Brighton & Hove Economic Partnership Event
Date and Location	13 th September 2016, Sussex University Conference Centre
Attendance	See separate list
Key Issues Raised	
Transport, Travel and Community Facilities Workshop 1	
<p>Transport and Travel:</p> <ul style="list-style-type: none"> • Bus lanes cause traffic jams as reduced amount of carriageway for cars • Buses are able to take a lot of cars off the roads and in the long term bus lanes should help to reduce congestion – with more promotion, more attractive. • All sustainable modes of travel represent active travel – as you have to walk to and from bus stops and stations • University of Sussex – have undertaken research based on information available on social media and this indicates that there are significant concerns about safety on bikes. To promote more uses of sustainable transport with students the recommendations are to find ways of introducing behavioural change, provide better facilities and restricting parking permits. • Concerns that there is insufficient parking to allow a major business in the city to grow (Legal and General). Potentially there will be 600 jobs brought to the city from 50 miles away – people need to drive but there is insufficient parking. Support is needed to bring these additional jobs into the city in terms of parking and there are additional concerns about a controlled parking zone soon to be introduced in the surrounding area. • Is there scope to introduce travel by sea • Can Public Transport Access Levels (PTALs) be introduced in Brighton & Hove to determine how much parking can be allowed for certain types of development 	

Event	Brighton & Hove Economic Partnership Meeting
Date and Location	13th September 2016 Sussex University Conference Centre
Attendance	BHEP – see separate attendance list
Key Issues Raised	
<p><u>Transport, travel & community infrastructure workshop session 2</u></p> <p>Transport/travel:</p> <ul style="list-style-type: none"> • Travel to work by car difficult for those traveling from outside Brighton – particularly access from Worthing/Eastbourne • Bus network already at capacity – little capacity on North Street for additional bus-routes and customers like the fact they don't have to change buses to travel across the city • Need better access into the city, via rail and bus to encourage car-drivers out of cars • Concerns regarding capacity of Brighton railway – recent instances of station being shut during very busy periods • Has the CPP1 growth been considered by Southern Rail • Congestion charge could be used to encourage people to travel more sustainably however only if alternative viable options are available • Interventions should be positive rather than punitive • High parking charges acts as a congestion charge already • Need to transport infrastructure to link Brighton to Black Rock area for conferences in the future • Inconsistent prices for parking across the city: both in car-parks and on-street • Churchill Square car-park clogs-up the seafront • Invest in technology that facilitates parking – e.g. smart phone app that shows you where the car-park spaces are • Need to increase and improve the cycle network with supporting cycle parking infrastructure, signs etc • Incentivise people to use zero emission vehicles • Promote car-clubs • Use bus-depots for coach-parking during the day • Use bus-depots as park & ride destination with improved links to bus networks • Make use of existing car-parks: Amex Stadium, The Bridge for park & ride <p>Community infrastructure:</p> <ul style="list-style-type: none"> • Use supermarkets as a hub for other services, e.g. GPs, opticians • Increase mixed use sites with community facilities incorporated • Public buildings, e.g. schools should incorporate other community infrastructure • Make use of Article 4 Directions to protect existing community facilities • Promote mobile services to areas lacking provision, e.g. mobile GP • Increase school places • Ensure community infrastructure is in place before development is completed in order to meet the increased demand on time • Release council-owned land by stream-lining services and use for community 	

infrastructure