

prd

Brighton & Hove Economic Partnership
March 2024

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Agenda

Project overview

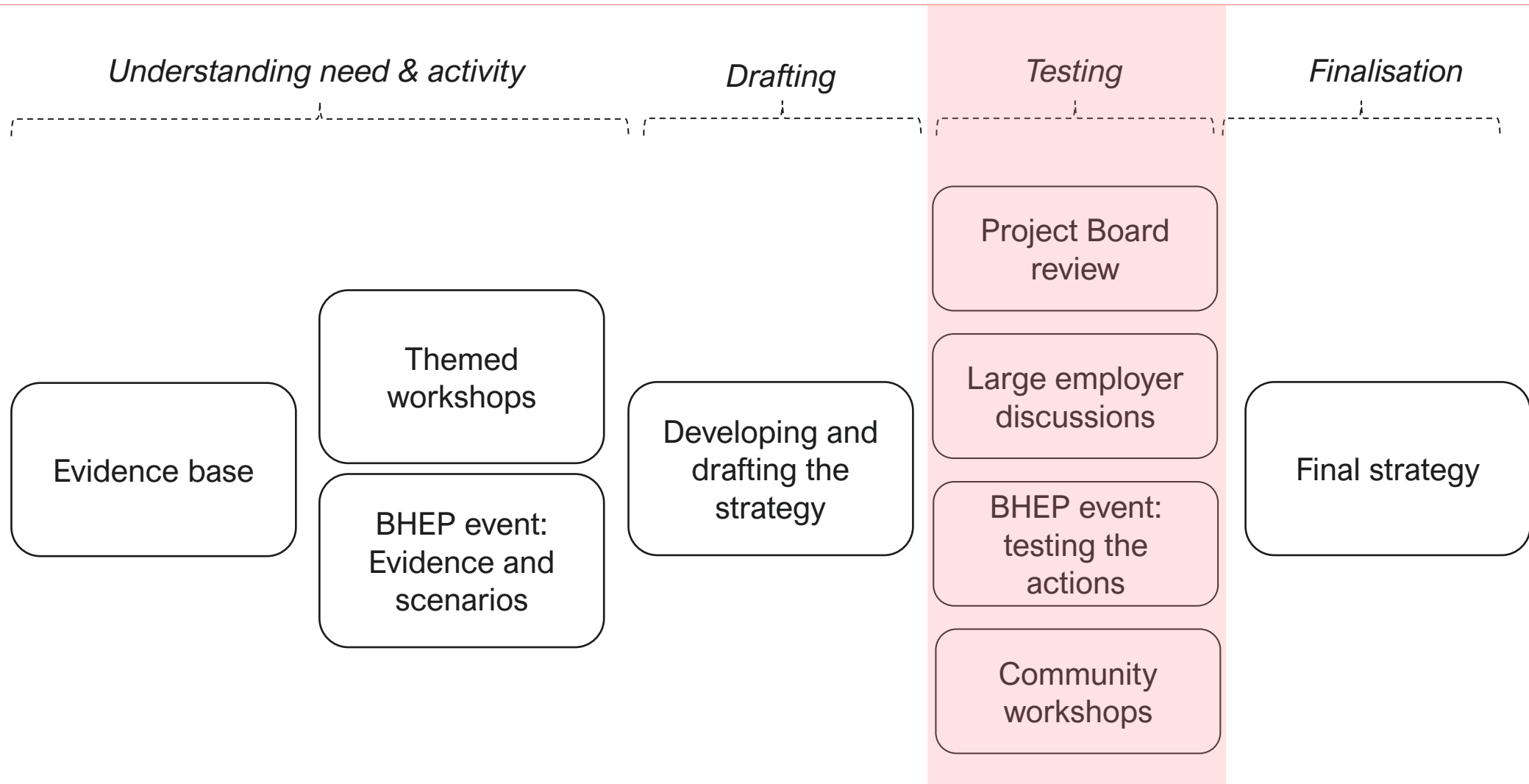
Recap

Introducing our strategy

Table discussions – actions to meet our missions

Close

Timeline

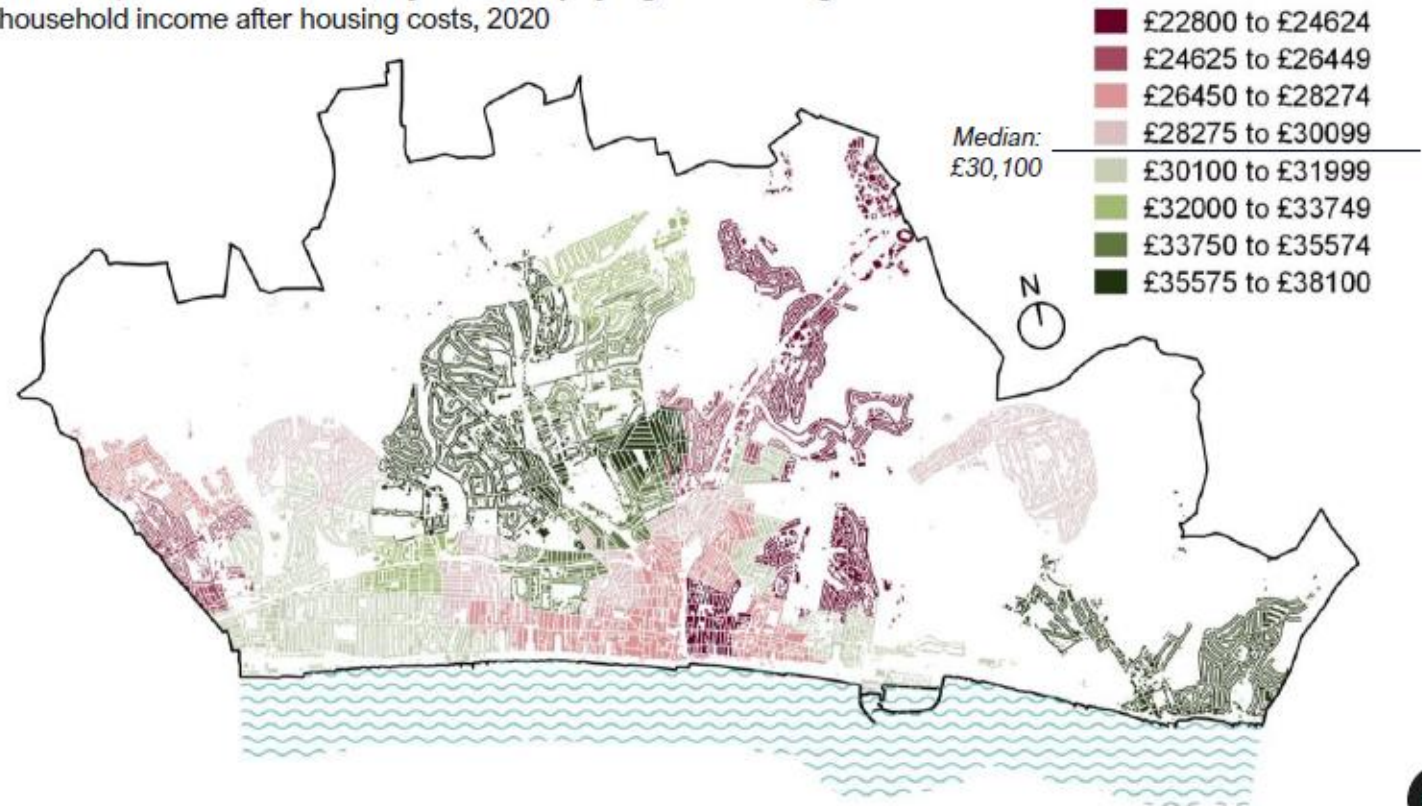


Recap

What the evidence tells us – Experience of the economy

1. There has been an increase in jobs, but many opportunities remain in low paid work
2. There is high and persistent inequality
3. Cost of living pressures and high house prices mean that the city is becoming increasingly unaffordable

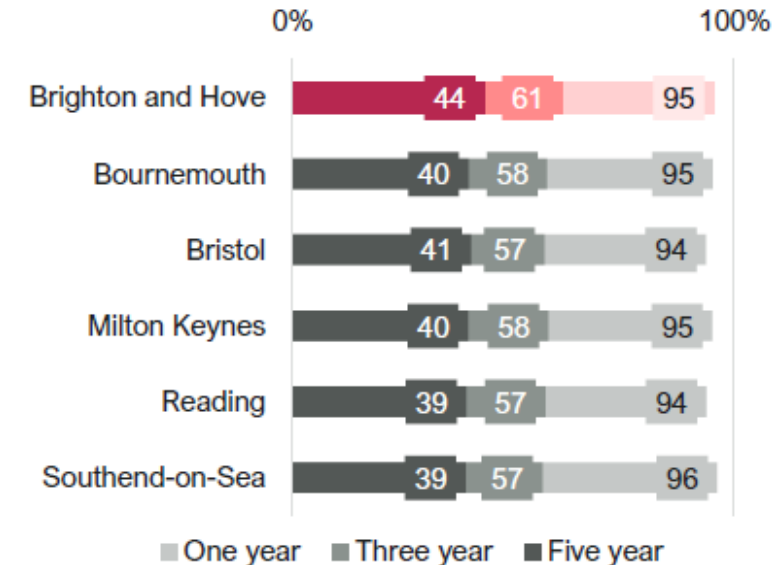
In Brighton & Hove's more deprived neighbourhoods, households have as little as £22,800 to live on each year after paying for housing
Net household income after housing costs, 2020



What the evidence tells us – Foundations & barriers to achieving potential

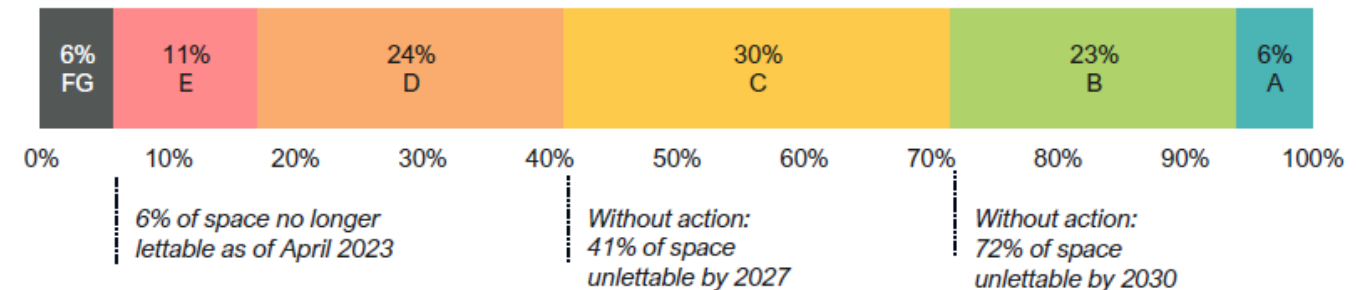
1. The city has more new businesses and they are more lively to survive than comparators
2. The city has the high concentrations of digital and creative businesses
3. The city is underperforming in terms of FDI and scale up
4. Significant barriers around space, matching skills to jobs and decarbonisation

Business survival rates (businesses started 2016)



A significant proportion of commercial stock needs future-proofing

Proportion of floorspace by EPC rating (sampled data), Nov 2022



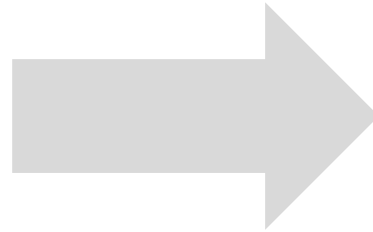
Key take-aways from our workshops

- Desire for a combined city and city region identity
- There is not equal access to opportunities
- Need to develop good career paths across our key sectors
- East to West public transport challenge
- Significant skills gaps
- Commercial space isn't often not fit for purpose or future proof
- We are not making the most of our universities or knowledge in the city
- A joined up and holistic approach is needed and there is appetite to work together more around shared challenges

How we have integrated your feedback

What you said was important:

Entrepreneurship
Tourism
Sport
Creativity
Diversity
Independent traders
Coast
Collaboration
Distinctive



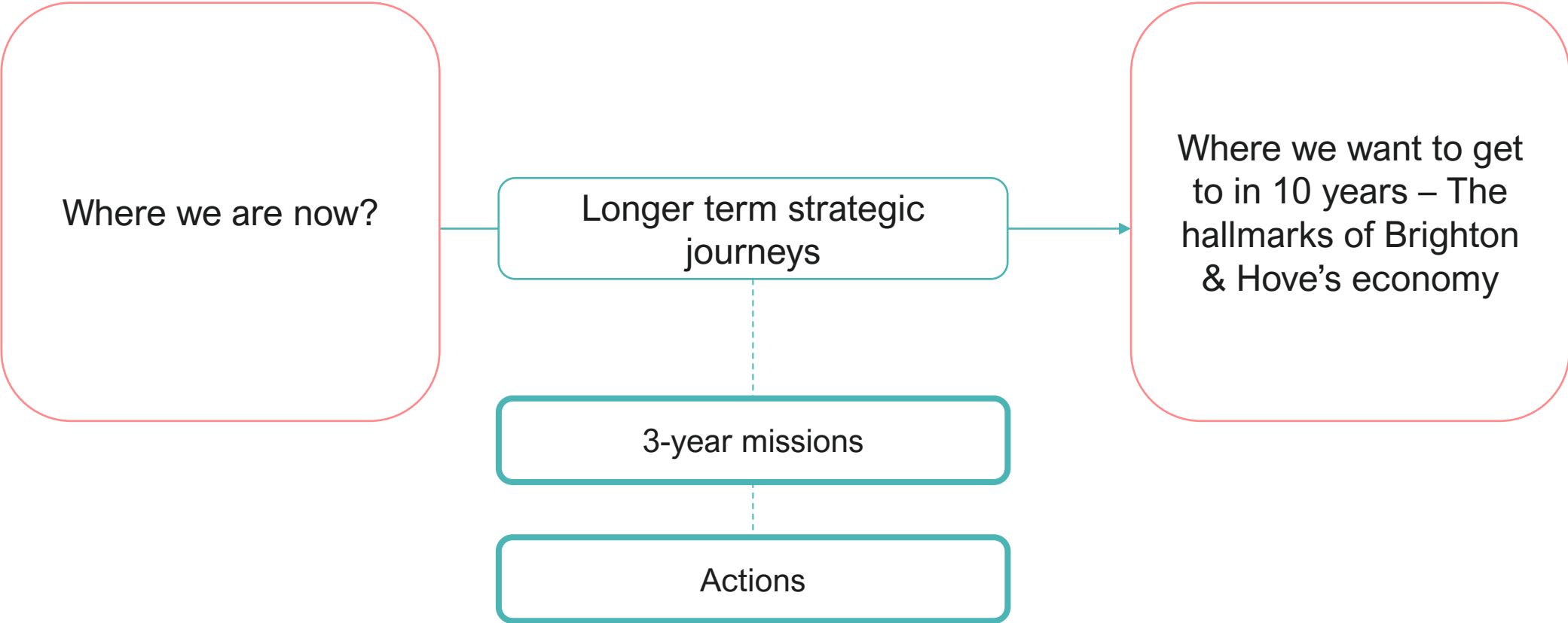
We've included a focus on:

Working with existing companies, particularly micro and freelance
Celebrating our city better externally
Creating a shared economic narrative with our neighbours

Questions

Introducing our strategy

Our approach

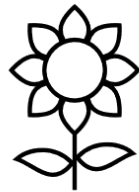


Hallmarks of the new Brighton & Hove economy

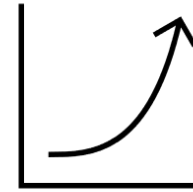
Our economy needs to be fairer, greener and more productive



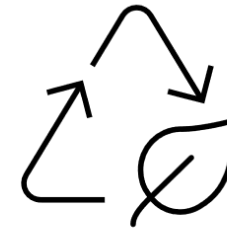
Redistributive & fair:
Where all people can
Thrive



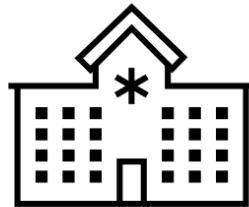
Healthy & happy:
where Economy
drives wellbeing



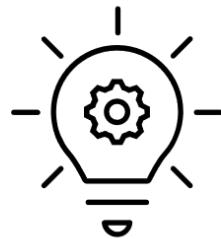
Genuinely productive: led
by ideas and good work



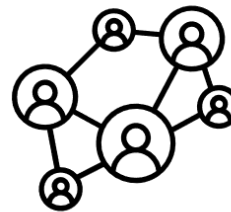
Less carbon intensive &
regenerative



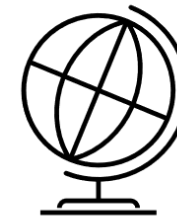
Institutionally strong :
Where business, public
sector and education
collaborate



Agile & responsive:
Ready to change and
adapt



Innovative & creative:
Where ideas support
change



Internationally
recognised for our
specialisms

Longer term strategic journeys

1. Diversify and grow the digital sector
2. Build local community power as a response to inequality
3. Decarbonise our economy
4. Build better routes to work
5. Celebrate our city and make it easier to invest
6. Better value innovation and ideas created in the city
7. Thrive within a city region with a clear economic identity

Missions and actions

1. Diversify and grow the digital sector

Mission:

Work with existing companies (particularly micro and freelance) to better exploit Brighton & Hove's advantage in the new economy, providing the space and support to de-risk diversification and growth

Example actions:

1. Give small and micro businesses a greater say on the future of the city by bringing together existing networks to support stronger dialogue and voice
2. Use these networks to develop new learning pathways and curriculum – focus on apprenticeships
3. Continuing to work with anchor institutions to embed local purchasing and identify spaces which can accommodate new activity

2. Build local community power as a response to inequality

Mission:

Build community power as the foundation of agency, economic participation and ownership in our communities and neighbourhoods

Example actions:

1. We will work with residents in target neighbourhoods to create a new framework for measuring economic success
2. Local coalitions of civil society partners, anchor institutions and business

3. Decarbonise the city's economy

Mission:

Ensure that decarbonisation is an acknowledged priority across our economy, mainstreaming Circular Economy within economic development

Example actions:

1. Develop a deeper understanding of commercial retrofit needs and begin to explore a route map to delivery
2. Work with our anchor institutions to create corporate leadership around net zero transition and circular economy
3. Via City Employment and Skills Plan, support residents to train and retrain in skills needed to support net zero transition

4. Build better routes to work

Mission:

Create a curriculum and skills pathways for the new economy in Brighton & Hove, linking providers, businesses and civil society to provide clear routes for all

Example actions:

1. Publish a new City Skills and Employment Plan which will provide the foundation to scope the Brighton and Hove curriculum for new economy
2. Create learning modules more closely linked to the current and future economy
3. Develop an inclusive economy charter

5. Celebrate our city and make it easier to invest

Mission:

Radically improve our external communications, international profile and investor experience, whilst creating vastly improved welcome in the city

Example actions:

1. Scope a new brand and identity for the city's inward investment pitch
2. Explore potential to expand the BID to support city centre vitality
3. Continue to work closely with the Department for International Trade to develop proposition, processes and routes to market.

6. Build new knowledge partnerships

Mission:

Develop a close three-way relationship between universities, council and business. Driving knowledge exchange and tackling the city's prevailing challenges

Example actions:

1. Build on our existing partnership with anchor institutions to address shared challenges and opportunities
2. Work with universities to further develop their civic function
3. Develop new protocols for linking council, further education colleges, universities and businesses which enables knowledge exchange

7. Thrive within a city region with a clear economic identity

Mission:

Create a shared economic narrative with our neighbours and a shared long-term plan of action for the City Region economy

Example actions:

1. Lead the development of a shared economic vision and case for the city region
2. Support a stronger city region business partnership, ensuring the collective voice of business is heard
3. Develop areas of shared inward investment identity and process

Small group discussion

Each table will be given one mission to start.

For this mission what would you like to see as an action? What would you like to be involved in?
(15 minutes)

Tables will look at a further two missions in turn, repeating the above discussion (15 mins each)

Thank you

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