



Greater
Brighton

Greater Brighton City Region

Charrette

28-29 September 2017

**DIGITAL
CATAPULT
CENTRE**
BRIGHTON

A welcome from the Chairman

Dear Colleague,

On behalf of the Greater Brighton Economic Board, I warmly welcome you to the Greater Brighton City Region Charrette.

The Greater Brighton Economic Board was established in March 2014, bringing together, as a formally constituted partnership, the Leaders and Chief Officers from the public sector, education and business sectors to work collectively on 'larger than local' issues. The purpose of the Board is to protect and grow the Greater Brighton economy, by formulating economic policy and co-ordinating economic activities and investments at the City Region level. So far the partnership has secured over £150m of Growth Deal funding held by the Coast to Capital Local Enterprise Partnership, which will unlock around £2bn of private investment.

Over the last three years we have built some real momentum, and the focus of the Charrette is to consider how we can deliver the Industrial Strategy in the context of place, build on the City Deal and further drive economic growth in the Greater Brighton City Region.

The workshop will bring together the City Region's diverse, expert business community, senior officers and leadership from the local authorities that form the Greater Brighton City Region. The Charrette will feature two themed sessions that will focus on specific areas of challenge and opportunity for the City Region; implementing suitable infrastructure to unlock housing delivery, and knowledge intensive and creative digital growth.

The Charrette will provide an invaluable opportunity to learn more about what the City Region has to offer, and an excellent chance to share ideas with colleagues across a number of agencies. We hope you find the workshop interesting and insightful.



Councillor Andy Smith
Leader of Lewes District Council
Chairman of the Greater Brighton
Economic Board

Greater Brighton City Region

The Greater Brighton Economic Board was established as part of the Greater Brighton City Region's City Deal with Government in 2014. It brings together, in a formally constituted partnership, the City Region's key stakeholders:

- 6 Local authorities
- 3 Business Partnerships
- 2 Universities
- Further Education Colleges
- Coast to Capital LEP
- South Downs National Park Authority
- Gatwick Airport Ltd

Map of the Greater Brighton City Region



Key facts and figures



Greater Brighton
Population – 820,000,
97,000 higher
by 2030



Greater Brighton
Jobs – 360,145,
48,000 higher
by 2030

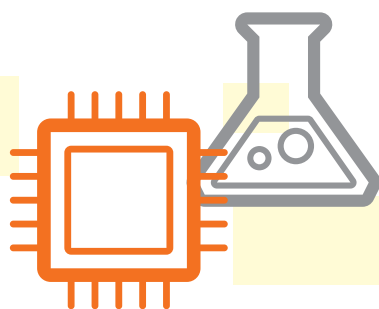


Active
businesses –
35,565

Key opportunities



UK Leading sectors
include the rapidly
growing £1bn Creative
Digital & IT sector; and
is expected to be a
£2bn sector
by 2022.



Research and Innovation
contributes £832m GVA
to UK economy and
expected to
rise by 50%
over next two years.



In the
Top 10
of cities for
qualified
workforce.

Key challenges

Housing – Affordability ratios across the region 50% higher than national average, and Brighton 4th least affordable city in the UK. Only around 2% of properties are affordable to first time buyers.

Inequality – Brighton 4th least equal city in the UK.

Transport – Congested road and rail networks lead to slow journey times to key destinations within Greater Brighton and the wider South East Region; it takes over 2 hours to get to Heathrow Airport by train and over 80 minutes to travel 34 miles to Guildford.

Productivity – Greater Brighton is being outperformed locally; Greater Brighton GVA/head was £51,479 in 2014, compared to £56,665 in West Sussex as a whole and £63,177 in the Gatwick Diamond.

The future

Quality homes that people can afford to rent or buy – in the next 5 years Greater Brighton will deliver 1,000 new living wage rent or ownership homes; a further 7,500 homes will be complete or under development, of which 2,000 will be first time homes and starter homes.

Inclusive Growth – delivering sustainable economic growth from which all of our residents can benefit from, whether that be from the creation of rewarding jobs at all levels or increased skills.

Space for businesses to grow – more commercial space is needed across the region. The Newhaven Enterprise Zone launched in June will provide 55,000sqm of new floor space and 15,000sqm refurbished space, creating and protecting 2,000 jobs. Mid Sussex District Council is bringing forward 25-30 hectares of employment space as part of the Burgess Hill Growth Programme, which will equate to circa 100,000sqm new floor space and 2,500 jobs.

Smart connectivity and better air quality – Greater Brighton is already at the forefront of active travel. According to a Centre for Cities Blog in July 2017, Brighton City has the lowest proportion of workers driving to work outside of London, and the 3rd highest proportion of commuters cycling to work after Cambridge and Oxford. Future plans include a network of cycle routes across the City Region with supporting infrastructure and the introduction of smart ticketing across all modes of transport.

Greater Brighton – the importance of place



18 If the government's industrial strategy is to succeed in supporting growth up and down the country, then place should be the over-arching framework on which the strategy is based – and city regions like Greater Brighton are where the pillars of the strategy will come together. Economic activity in the UK is not evenly or randomly distributed across the country – it is clustered in cities and city regions. National Industrial policy should tackle the issues making places like Greater Brighton less productive, as well as supporting those sectors that can deliver growth. Different cities face different opportunities and challenges, and so for industrial policy to be effective cities must be able to develop and implement their own tailored approach to supporting their economy.

Greater Brighton can support the agglomeration of firms from a range of different sectors – and through working with our two universities can make the most of the knowledge spill-overs and

innovation that this enables – through acting on the strengths and weaknesses of our economy.

Places matter to people. They shape the way we live our lives, feel about ourselves and the relationships we have with others. The history, character and physical form of a place, contributes significantly to personal and societal wellbeing.

Our city region leadership through the Greater Brighton Economic Board has proven its strength and skill in weathering some steep challenges. We are delivering a £2bn Investment Programme, delivering high quality public services despite austerity and are working on a one public estate approach to managing our land and assets. Despite these successes, some of our biggest challenges are still to be tackled. Greater Brighton's productivity remains low compared to the national average, housing costs are over 12 times average income, congestion contributes to pockets of poor air quality, and as the UK starts

its journey out of the EU, our city region needs to remain open to trade, skills and ideas.

Places are also where innovation happens. Places are where innovation eco-systems exist, and where institutions can be established to bring together people and ideas with science and R&D.

An industrial strategy that recognises place will require decisions to be taken locally and tailored to address the specific challenges and opportunities present in different cities. Through effective governance and development of the right local institutions, Greater Brighton can create the framework on which the various pillars of the Industrial Strategy are developed and delivered, helping to foster the emergence of new businesses and supporting the growth of those already existing. Investment in skills and infrastructure will be critical components of ensuring wider benefits of economic growth across the City Region. Government needs to

genuinely empower Greater Brighton partners in the public, private and third sectors to take a lead, working with employers, universities, local authorities and other business organisations to support innovation and skills across all sectors current and future.

Placed-based policy-making is critical to creating inclusive growth because it relies on aligning social and economic policy to match local needs. It is the only way of joining up public services and investment. As Government focuses leaving the EU, Greater Brighton will get on with the detailed task of building a successful and inclusive post-Brexit economy as part of a truly place-based Industrial Strategy. Greater Brighton is ambitious but our common sense proposals for growth are pragmatic and don't require full devolution to succeed. We don't need to wait for a full devolution deal, but with government support we're ready to get on with the task now.

Agenda – Day 1

Thursday 28 September

Housing Delivery & Infrastructure

09:45-10:15	Introduction to the programme (Ricardo Centenary Innovation Centre) Outlining the specific aims and objectives of the day
10:15-10:50	Overview of the Greater Brighton City Region Economy Presentation – to gain a sense of place <ul style="list-style-type: none">• Introduction to the City Region; the work of the Greater Brighton Economic Board; and current investment programme• Outline of the opportunities and challenges facing the City Region
10:50-12:30	Housing Delivery & Infrastructure Development Projects Tour A bus tour taking in some current development projects
12:30-13:15	Lunch and optional tour of the Ricardo facility
13:15-16:15	Themed Workshop 1: Housing Delivery & Infrastructure: What are the potential components of a Housing Deal for Greater Brighton? An interactive discussion to cover; <ul style="list-style-type: none">• Learning from the site visit• Sites and enabling infrastructure – identifying potential sites where delivery could be accelerated or offer additional housing• Freedoms and flexibilities - explore new models for unlocking housing delivery in Greater Brighton• Summarise conclusions and next steps
16:15	Close

Agenda – Day 2

Friday 29 September

Knowledge Intensive & Creative Digital Growth

10:00-10:10	Arrival, Introductions and welcome to Day Two British Airways i360
10:10-10:40	Overview of the Greater Brighton City Region Economy – The Southern Accelerator <ul style="list-style-type: none">• Introduction to the City Region; the work of the Greater Brighton Economic Board; and current investment programme• Delivering the Industrial Strategy in the context of place• How Government can support the City Region economy
10:40-11:15	Greater Brighton City Region from above <ul style="list-style-type: none">• A flight on the British Airways, i360: A view of the City Region from above, showing some of the key features of the area
11:15-11:45	Bus ride to the University of Brighton Advanced Engineering Centre
11:45-12:45	Refreshments and a tour of the recently completed Advanced Engineering Centre
12:45-13:00	Bus Ride to the Digital Catapult, Brighton (New England House)
13:00-14:00	Welcome to New England House Digital Hub <ul style="list-style-type: none">• Lunch and demonstration of Virtual Reality and Immersive Technologies• Overview of New England House and tour including the Digital Catapult and 5G Test Bed
14:00-16:00	Themed Workshop 2: Local Industrial Strategies: How could we grow the Brighton creative digital cluster, and what are the potential components of a Cluster Deal? An interactive discussion to cover; <ul style="list-style-type: none">• Learning from the tour• Challenges and opportunities for the cluster• How digital technologies can help to drive innovation across the region• How further growth could be supported• Summarise conclusions and next steps
16:00-16:30	Reflections, Next Steps & Close

Workshop sessions

Thursday 28 September

Ricardo Centenary Innovation Centre (13:15-16:15)

Housing Delivery & Infrastructure

Workshop 1: Housing Delivery & Infrastructure: What are the potential components of a Housing Deal for Greater Brighton?

Session Chair: Geoff Raw, Chief Executive Officer, Brighton & Hove City Council

Infrastructure indisputably has a role to play in supporting economic growth. To support the on-going success of Greater Brighton, policy needs to facilitate investment in housing and commercial space in conjunction with improvements to infrastructure.

This workshop will provide an overview of the initiatives taking place across the City Region to accelerate housing delivery and tackle the housing affordability crisis. This will include an overview of the Living Wage Joint Venture that will deliver 1,000 homes affordable to working households on low incomes, and work with the Homes and Community Agency (HCA) to unlock large strategic sites, including the plans to deliver around 6,000 homes in Mid Sussex. It will be an opportunity to discuss the housing need; our Local Plan targets and our track record of delivery.

Across the Greater Brighton Region there are a number of sites unlocked and projects in the pipeline to deliver through the Housing Infrastructure Fund. A Greater Brighton Housing City Deal, including a grant-based land development fund to unlock delivery where stymied, will empower Greater Brighton to deliver the affordable homes critical to the on-going success of the City Region.

Possible areas for further exploration at the workshop include:

- Would a Greater Brighton Housing Development Zone approach provide the powers and impetus to unlock housing delivery on key strategic sites?
- What are the challenges of how to unlock and accelerate delivery on existing sites?
- Exploring how we can get certainty of funding availability from the HCA to unlock schemes.
- Exploring the potential for delivering more affordable housing through raising the Housing Revenue Account (HRA) cap, local flexibility around Right-to-Buy and relaxing the rules/relationships between councils and subsidiaries.
- How further development of Coastal West Sussex and the Greater Brighton Strategic Planning Board's spatial framework can be supported, linking with long term strategic infrastructure and other transport plans.

Friday 29 September

New England House (The Digital Catapult) (14:00-16:00)

Knowledge Intensive & Creative Digital Growth

Workshop 2: Local Industrial Strategies: How could we grow the Brighton creative digital cluster, and what are the potential components of a Cluster Deal?

Session Chair: Tara Solesbury, Programme Manager, AHRC Creative Economy Programme

The workshop will provide an overview of the growth of the digital cluster in Greater Brighton, the challenges and opportunities for the cluster, how digital technologies can help to drive innovation across the economy and consider how Government can support further growth.

The digital economy in Brighton is the fastest growing sector generating over £1 billion to the city each year making it equal to tourism in value. The sector benefitted from investment through the City Deal to upgrade and expand New England House as the focal point for the city's digital cluster.

The strategy supported through the signing of the Greater Brighton City Deal has enabled the co-location of a number of opportunities in the same city and the same building; the Brighton Digital Catapult, the Brighton Digital Exchange and 5G Test bed.

With support from Government, the City Region is ready to deliver full-fibre ultrafast broadband. The Greater Brighton City Region is working with West Sussex County Council on an investment solution to deliver ultrafast broadband fibre infrastructure as part of the 'Gigabit Greater Brighton City Region' strategy. This will drive future economic growth by working with SMEs in the delivery of new products and services, and through developing 5G technologies.

Possible areas for further exploration at the workshop include:

- Support from 5G fund and Broadband Infrastructure Investment Fund to exploit new challenges and opportunities in the digital sector.
- Develop a local Digital Connectivity Delivery Plan for both broadband and mobile connectivity. This will include rolling out ultrafast broadband to all businesses and urban areas and superfast broadband to rural and hard to reach areas.
- Exploring the possibility of a sub-national digital body to create a UK Silicon Valley stretching from Oxford/Cambridge to Greater Brighton.
- How to establish support mechanisms to help innovators to scale-up from prototype to market ready products and realise scale

Greater Brighton's offer to government – Enabling the industrial strategy



1. Southern Accelerator – Driving growth across the whole country

The Greater Brighton Economic Board believes that the creation of the *Southern Accelerator*, similar to the Northern Powerhouse and the Midlands Engine, would provide an overarching vision for the region within which other structures, strategies and bids would sit. With relatively modest interventions in the City Region's road, rail and digital infrastructure and with the tools to unlock the essential housing and employment floorspace, Greater Brighton can deliver improved productivity and growth.

2. Empowering City Regions to respond to the challenge – upgrading infrastructure

The Board welcomes Government's desire to better align the planning of infrastructure more effectively with local growth priorities. It seeks a decentralised and consolidated transport fund with a multi-year settlement from Government. The Board has ambitious plans to deliver the affordable housing that the region requires, and seeks to accelerate delivery through a Housing Deal with Government.

3. City Halls for Business – Creating the right institutions to bring together sector and places

The Board is ready to pilot a 'City Halls for Business' model, using Brighton's Town Hall as a multi-agency hub to support business growth, attract inward investment and promote trade.

4. Business Ambassadors – Encouraging Trade and Inward Investment

A Business Ambassador role is being piloted as an example of a modern sector 'Alderman' type role within local government. The role aims to help attract inward investment, support trade delegations and missions, voice the needs of their sector and influence the City Region's strategic development.

5. Innovation South – Investing in Science, Research & Innovation – bolstering the role of R&D at a regional level to deliver placed based growth

Greater Brighton is a partner in Innovation South, one of the eight Science and Innovation audits announced by Government as part of the Autumn Statement 2016. Understanding regional industrial needs will be central to the success of the Industrial Strategy, and the Board looks forward to engaging with Government to learn from the audit's findings.

6. Greater Brighton Smart Growth – Cultivating World Leading Sectors

The Board is currently taking steps to better understand the City Region's sectors and sub-sectors and is developing a Smart Growth Strategy for Greater Brighton. Our two universities are driving growth in our industry leading sectors:

- Creative Digital & Information Technology (CDIT)
- Advanced Engineering
- Life Sciences
- Quantum Technology

7. Place based infrastructure solutions – to deliver affordable energy and clean growth

The Board would like to pilot a new approach to utility companies working more closely together on place based infrastructure, energy security and smart grid solutions to support growth and respond to challenges, such as the roll out of electric vehicles.

8. Business resilience and growth – supporting business to start and grow

The Board is concerned that the limited supply of revenue funds for direct business advice and support will limit the ability of businesses to take advantage of the new funding avenues being offered by Government. The Board would like to work with Government to support business growth.

9. Skills for the future – developing skills

The Board asks Government to work with the City Region to support the newly created Greater Brighton Metropolitan College (GB Met) and the University Technical College (UTC) in Newhaven to secure investment via the proposed £170m of capital funds proposed in the Industrial Strategy.

There is potential for higher level and degree apprenticeships to serve as a route for people from under-represented groups to upskill, progress and reskill whilst in paid employment. Partnership arrangements between universities and local employers subject to the apprenticeship levy can enable these 'levies' to be re-invested back into their own workforces and the local economy.

Venues



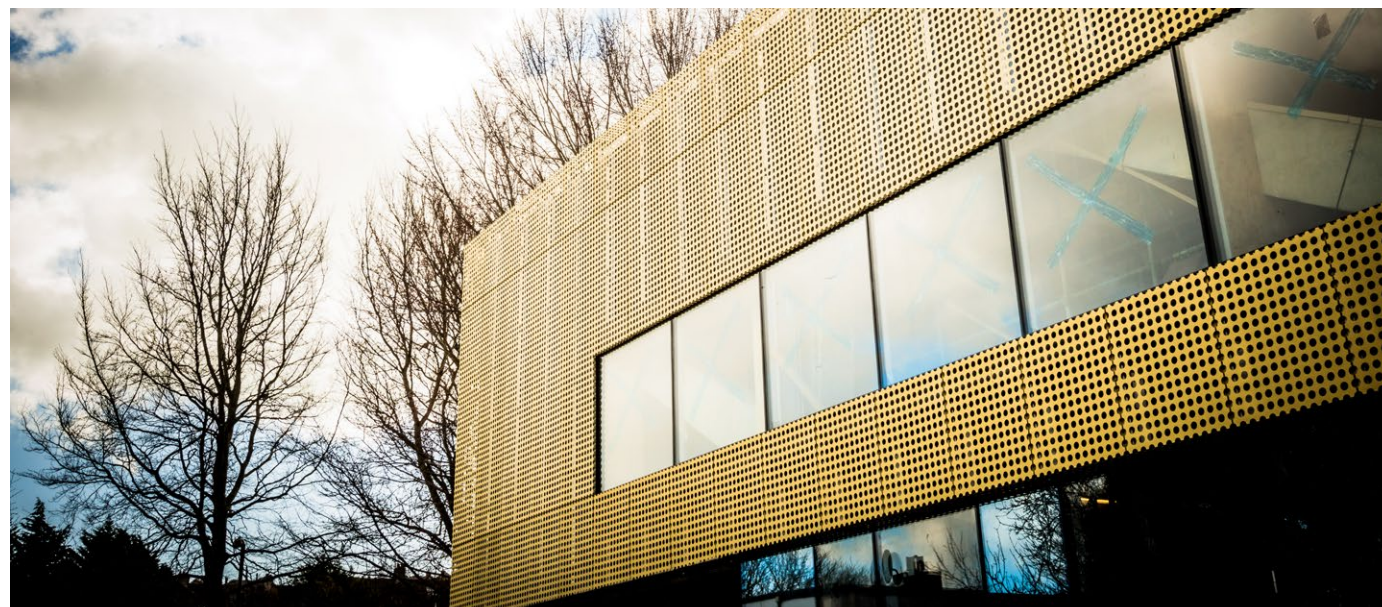
British Airways i360

Lower Kings Road
Brighton
BN1 2LN



Digital Catapult

New England House
New England Street
Brighton
BN1 4GH



Advanced Engineering Centre

University of Brighton
Moulsecoomb Campus
Cockcroft Building
BN2 4GJ



Ricardo Centenary
Innovation Centre

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