

F O O T
P R I N T

FOOTPRINT

Meeting the Zero Carbon Challenge



FOOTPRINT: The time is now

The built environment is responsible for around 40% of the UK's total carbon footprint (UK Green Building Council).

The time is right for the property industry and local authorities to work together to achieve sustainability and carbon reduction.

We are at a tipping point. As thought leaders within the policy development sector, the Greater London Authority are making constructive moves. Recent initiatives include the Design for a Circular Economy Primer and the Whole Life-Cycle Carbon Assessments Guidance. This means that within the London boroughs major developments will need to address and meet minimum standards in these two areas in addition to commitments made in Energy Statements.

Whilst well-resourced umbrella planning organisations can assist planning policy developed by the local authorities they serve, the majority of planning authorities in the UK do not have access to the expertise and resources necessary to incorporate these initiatives. The initiatives need to be adopted and the required implementation knowledge

disseminated across the whole of the UK at Local Authority level.

FOOTPRINT is a UK focused show and conference providing a much needed platform to discover, discuss and exploit opportunities for carbon reduction in the built environment through:

- Team-working between developers, consultants and Local Authorities to develop energy and sustainability policies;
- Case studies of carbon-reduction solutions from sustainable best practice around the world.

FOOTPRINT provides local authorities and developers with the forum to achieve their carbon-neutral ambitions, and creates opportunities for collaborative relationships. Consultants will showcase state-of-the-art design and sustainability technologies in an environment of enquiry and commitment to change.

FOOTPRINT is an opportunity to step out of our silos and work together to accelerate action against climate change. The adoption of the principles of the circular economy and the goal of net zero carbon is the only way to create a sustainable future for our built environment.



“We are pleased to offer our support for the proposed Footprint Conference in 2021. We welcome the idea of the Footprint Conference in Hove. As a UK focused show providing a much needed platform to discover, discuss and exploit opportunities for carbon reduction in the built environment we think that our city is the perfect place to showcase this.



With our ambitious local environmental target of a zero carbon footprint by 2030, the built environment poses an enormous challenge in achieving this. So an educational conference which can provide a roadmap to achieving this is to be embraced.

The conference has taken on a new importance in the light of Covid-19 and the boost our local hospitality economy will need in order to recover from the huge hit it has taken. This conference can now bring trade and much needed business to the hotels, bars, restaurants and shops of the city and we can only see the council being thanked for achieving this.”

Caroline Lucas
MP for Brighton Pavilion

Peter Kyle
MP for Hove
Shadow Minister for Justice

Vision



“The government has set an ambitious target to bring all UK greenhouse gas emissions to net zero by 2050.

The built environment presents an enormous challenge in achieving this goal.

Not only are new buildings built to existing regulations falling far short of this target, the existence of significant building stock that will not be rebuilt prior to 2050 compounds the difficulties faced not only by the industry, but each one of us.

The clock is ticking, and the property industry still has to make significant changes to policy and technology to achieve this goal. FOOTPRINT is the forum where the roadmap to a carbon neutral property industry will be drawn.”

Tim Pyne
Founder of FOOTPRINT

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Why FOOTPRINT?

Developers are starting to include carbon emissions as an element in their calculations, and local authorities are setting higher and higher targets. But this complex subject is not being managed with coherent thinking across professional silos. Parties with different stakes are not adequately communicating with each other, with the result that regulations often confuse and contradict. There is a pressing need for a forum where all the professions and corporate sectors working on the built environment can meet for honest discussions about environmental policy, technological developments and implementation methods.

MIPIM, normally held in March in Cannes, is currently the one and only annual real estate event attended by all sectors of the built environment. We have calculated the carbon cost of attendance for the UK property industry is a massive 60,000 tonnes. Because it is an international event it isn't possible to address carbon emissions because each different country has wildly different building regulations and energy industries. This is why Footprint will focus solely on the UK.

The time is right for FOOTPRINT – the property and built environment show for our time, establishing itself as the focus of thought leadership for sustainability and the environment for the local situation in our country.

It's still by the beach – but more importantly, it's a lot closer to home.

FOOTPRINT Round Table

Footprint Round Table provides a forum for high level face to face discussion between regulators and implementers. Out of this, new agreements will undoubtedly emerge which assist the mutual ambition to reduce the carbon footprint of the built environment.

Round Table presents a unique opportunity for property professionals, politicians and all engaged parties to meet and hammer out the way forward for the construction industry in the face of the climate emergency and the crucial need to cut carbon emissions.

Whether it's new build or improvement of existing stock, this all needs to be agreed in a positive face-to-face problem-solving environment.

A critical issue which to be addressed is the cost associated with the provision of the 35% affordable housing which local authorities require of new developments. This has to be achieved while absorbing the financial implications associated with lowering embodied energy, reducing energy in use and the generation of onsite renewables, which are all increasing incrementally.

If the economic viability of the scheme is in question, the statutory nature of many of the requirements on a given development mean that the only remaining option is to reduce the percentage of affordable housing or Section 106 contribution. This situation needs to be resolved directly by developers and regulators working together; that's what Round Table is for.

The i-360, with its state-of-the-art conference facilities, is the perfect venue for these discussions. It has a sea view and access to the beach for cooling walks along the sea shore.

FOOTPRINT Conference

FOOTPRINT Conference is the place to learn about emerging technologies and see how they can be adopted in everyday practice to accelerate action against climate change. It's a complex and rapidly moving subject.

Knowledge will be disseminated to the people working on the ground at each authority and developer.

All sessions will be livestreamed, filmed and made available to a global audience. After the event, members of exhibitors' teams will have remote access to become involved in the discussions wherever they are based.

Three themes will be explored:

Materials and the Circular Economy

This will be hosted by Architect Duncan Baker-Brown from the University of Brighton. covering the issues of the embodied energy of materials, construction waste, the Circular Economy and closed-loop systems. The challenge is to balance the environment crisis against the needs of the population for more buildings and infrastructure. By switching to reusable construction materials lifetime emissions for

buildings can be slashed by 44% by 2050.

Zero Carbon Energy

Hosted by Hilson Moran Engineers, the Zero Carbon Energy stage will run a program of discussion and education about energy generation and decarbonisation of the National grid and Gas networks. When you walk back down to the beach and look over at the wind farm it will be with a completely different level of understanding.

Efficient Buildings

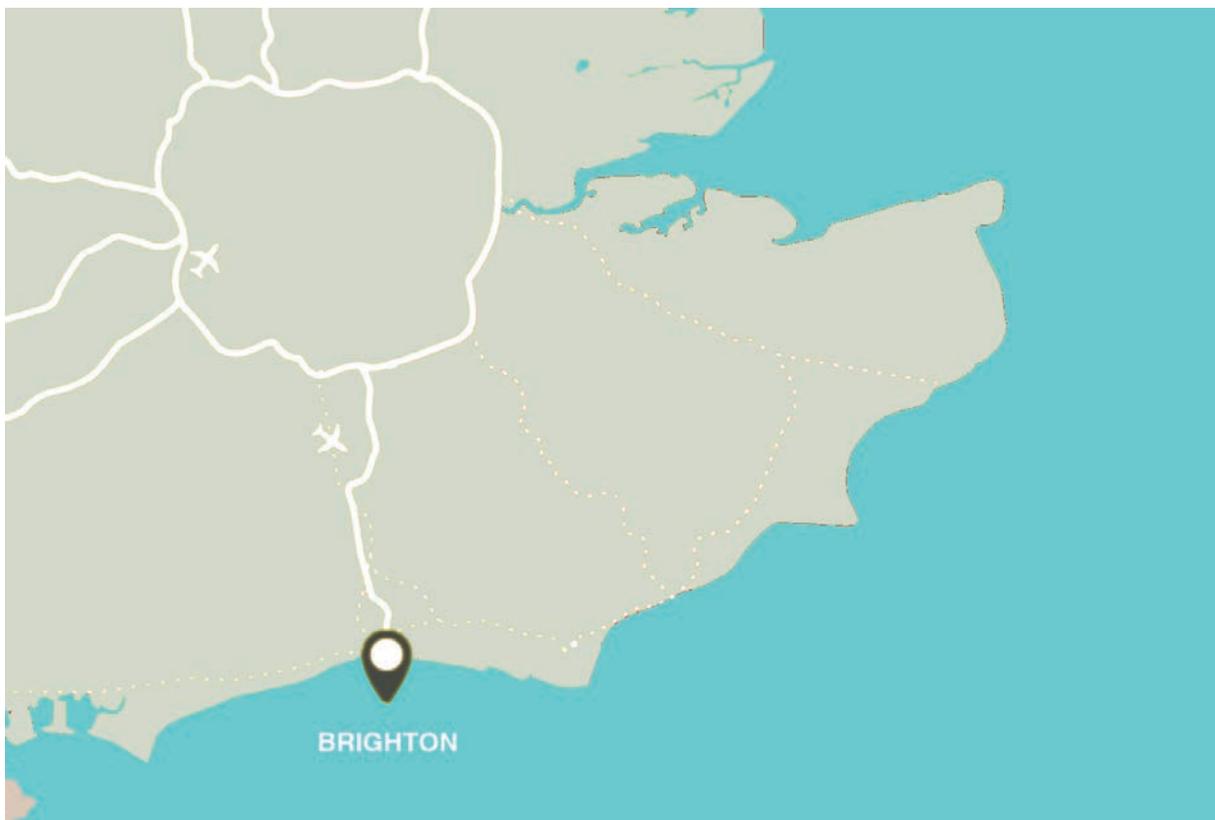
Hosted by multi environmental award-winning Max Fordham LLP, engineers who have been designing exemplar sustainable buildings for over 50 years. Efficient engineering is a founding principle and their programme will concentrate on state of the art developments within low-energy, passive design and efficient operation of buildings.

We are absolutely delighted to have all these experts on board.

Why FOOTPRINT Brighton?

Brighton & Hove is that rare and wonderful 'no brainer' choice for this event. Just 50 minutes by train from London, the centre of the UK property world, it benefits from direct rail routes to the whole country, and European connections are also excellent via Eurostar at St Pancras.

With more than 4000 hotel bedrooms and a great tradition of premium hospitality, the city is the stand-out option for all the right reasons.



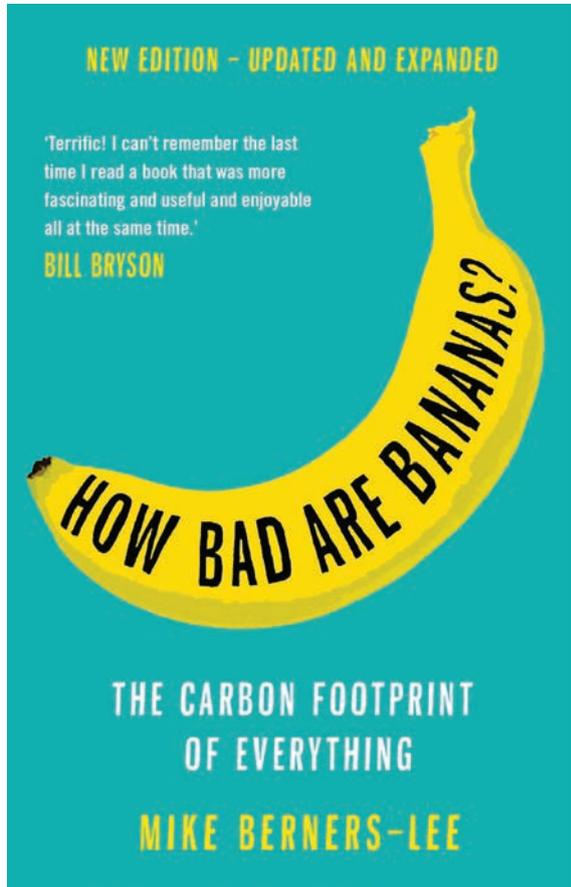
Environmental ambitions

Brighton & Hove has extremely high environmental ambitions. The city has declared a climate emergency and an express ambition to reach net zero carbon emissions by 2030.

Brighton & Hove's reputation for innovation and forward thinking is gaining more power as the city develops a route map to achieve a circular economy. It is the UK's testbed for active carbon neutral infrastructure projects.

Seventy seven countries and hundreds of cities have committed to a net zero carbon pledge by 2050. It's abundantly obvious that Brighton & Hove is already in pole position to lead a large and burgeoning movement.

FOOTPRINT Week



Mike Berners-Lee, author of bestsellers 'There is No Planet B' and 'How Bad are Bananas?', has agreed to curate an initiative called Footprint Week and Footprint Friday to take place across the whole of Brighton and Hove during the week of the show in September.

FOOTPRINT week will involve workshops and events that explore our collective responsibility to achieve a low carbon lifestyle.

This covers the food we eat, how we get around the place, where we buy flowers from, how we do the washing, even how we get buried. FOOTPRINT Week can involve every school, from infant to secondary. On the Friday the whole city should attempt to live it for a day. Zero Carbon is impossible; we'll aim for the 5 Tonne lifestyle and see how we get on. This programme will be run by Design Brighton.

**DESIGN
BRIGHTON**

It will be a world first and attract a huge amount of media attention, putting Brighton & Hove firmly in the environmental driving seat.

We have to move fast. If we look to the future, the day can extend to a week, then a month, then it absolutely has to become permanent, or our planet will no longer support us.

Economic benefits to Brighton

Brighton & Hove's new economic strategy to 2024 provides a blueprint for the city and the Greater Brighton region to become one of the UK's most productive and inclusive economies.

The strategy urges businesses, entrepreneurs, educators and communities to be bold and to build on the city's international reputation for openness, creativity and innovation.

We believe that FOOTPRINT will play a significant part towards realising the city's Economic Strategy. In the first instance it will bring custom to local business, but it will also elevate the region's visibility and support employment opportunities throughout the area.

Brighton & Hove's long-standing identity is based on its status as one of the UK's leading visitor destinations, and as an open, lively and ethical city. But there is a perception that the city's reputation as a place for business could be stronger. FOOTPRINT will give Brighton & Hove and the surrounding region a significant platform at national and international levels, enabling it to improve its

identity, visibility and positioning and raise its game for the business sector.

Greater Brighton has the potential to be one of the UK's most compelling growth locations; its international standing and connections with the world will have an important role to play in defining the region's future performance.

In the uncertain economic context of the disruption caused by Covid-19, trade and inward investment are crucially important in economic recovery, supporting businesses' growth and innovation, and creating and sustaining employment opportunities in both existing and emerging sectors.

FOOTPRINT will play a major rôle in achieving these outcomes, internationalising the city and Greater Brighton City Region.

FOOTPRINT will bring much needed custom to the region's existing businesses. We have prepared a study of the event's immediate economic impact to illustrate the benefits of this direct investment.

(See Appendix 1).

Hospitality

FOOTPRINT enables UK property industry professionals to meet and collaborate. Key players host a variety of social events at which these more informal networking opportunities abound.

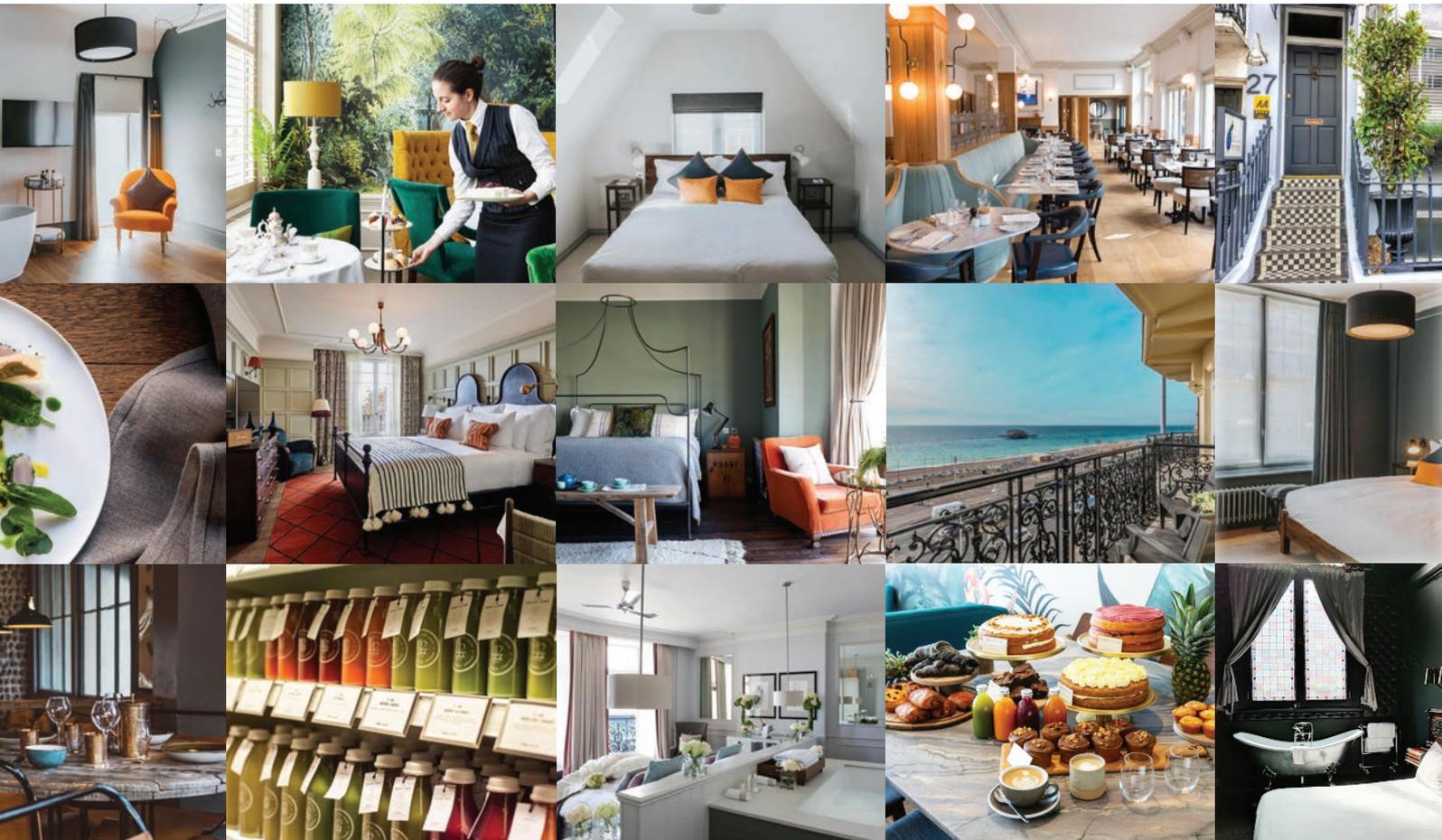
Brighton & Hove is blessed with a diverse hospitality industry. We

estimate that some 300 off-site events will be held during the course of FOOTPRINT, including breakfast meetings, lunches, drinks receptions and dinners. These will range from small and discreet gatherings to gala dinners and large and lavish parties. Brighton & Hove's best venues can anticipate huge amounts of custom.



Accommodation

We expect that over the duration of the event around 10,000 participants will come to FOOTPRINT, many of whom will stay for multiple nights. Plus more than 2,000 exhibitors will stay for a week or more. We have already mentioned that Brighton & Hove's broad range of accommodation can meet this demand like very few other cities in the UK.



Education benefits to Brighton

The construction industry offers a wide range of careers involving an unusual array of specialisms, weaving technical and creative skills together.

FOOTPRINT will conduct a Careers Fair on the last day of the event for Year 9 students and older. 'STEP UP' will offer young people the opportunity to see all the different jobs available in the construction industry and to meet industry insiders. From these contacts they will either be inspired to pursue college and university level education, or to join these companies directly for apprenticeships and learning on the job.

FOOTPRINT will work with construction industry businesses to support a year-round project delivering inspiring talks and presentations to schools and colleges across the region.

Connecting construction professionals with pupils as part of their careers advice will inspire young people to get involved in an extremely important and rewarding industry.

Location

An ideal place for FOOTPRINT Brighton is Hove Lawns. It is elegant and glamorous, with sea views across the Channel to the wind farm, against the backdrop of some of the finest Regency architecture in the country.

Hove Lawns is a pleasant walk from Brighton, Hove and Portslade Station, and close to many of the city's hotels, both familiar premium brands and the smaller boutique offerings.

It is also only a short distance to the city's endless variety of enticing venues for private events.

It is difficult to anticipate the eventual size of the event in today's environment. We have reduced it in size in response to concerns voiced by councillors. This suggested layout leaves ample lawns free for residents' use. We welcome the opportunity to discuss all this further with the council at a suitable time.



Possible marquee layout superimposed on aerial photo

Show design

The FOOTPRINT marquees are from a company which provides the highest quality temporary venues in the world, including the RHS Chelsea Flower Show and the Frieze Art Fair in Regent's Park.

We are showing a possible layout, with well-spaced naturally ventilated circulation throughout. There are cafe bars run by local suppliers in every marquee with open-air covered terraces addressing the sea.



Proposed layout of marquees on Hove Lawns

This is a view of the interior of one of the naturally lit marquees. It shows the wide aisles and modern, minimal stand design. All exhibitors will be provided with stands like these, to our specification.

Aisles will be wide, allowing comfortable social distancing.

Post Covid-19, natural ventilation and high air flow are becoming recognised as important in reducing transmission, so a naturally ventilated marquee venue with coastal breezes is ideal.

The aisles are all straight, removing the dog-legs and dead ends of many conventional exhibition halls, giving a sense of calm and an ease of progression around the show.

Colours will be muted and contemporary, the signage will be clear. FOOTPRINT, by its very nature, will be an entirely inclusive and accessible event.



View inside the exhibitor spaces

Good Neighbours

The FOOTPRINT team are committed to ensuring that the event is welcomed by the people of Brighton and Hove. We don't want to cause any undue interference or loss of amenity particularly to our neighbours living closest to the site; we live very close to the site as well.

We would like to make it clear that as a business networking show it is quite different from other events held on Hove Lawns.

Specifically:

- there will be no noise or public nuisance as there is no amplified music in the show during the day and the show largely closes at 6pm
- drinks receptions held between 6pm and 9pm will be limited in sound level as people are there to meet one another and talk so only background music will be played
- a team of security guards will be on the lawns round the clock during the build, the event and take down, so hopefully incidents of anti-social behaviour on the lawns will be reduced during this time
- there should be no impact to residents' parking as all attendees are asked to arrive by public transport or bike and we will make it clear that there is **no parking** at the event

- several lawns will remain clear for residents throughout and all walkways will remain clear to maintain public access from local roads to the promenade

On our website you will find a 'Community' page where additional information will be uploaded.

We welcome questions or suggestions about any practical aspect of the event, just click on the link on this page.

During our presence on site there will be a 24 hour Residents' Hotline for any queries and so that any problems can be sorted out quickly.

The Neptunus marquee company are experienced with building on grass, eg. in Regent's Park for the last 7 years, and will take all the necessary precautions to protect the lawns from tyre tracks and other marks. We undertake to restore the grass to the condition in which we find it.

FOOTPRINT Fund



We are committed to supporting causes which benefit both residents and businesses in Brighton and Hove.

FOOTPRINT pledges 5% of ticket sales to seafront infrastructure projects. The money will be paid directly to the Council each year after the event. It will be for allocation to the seafront budget, with a commitment to spend the funds on the restoration of the Hove Lawns railings and other seafront infrastructure improvements adjacent to Hove Lawns as soon as practicable each year.

Discussions are ongoing with local amenity, civic and residents' groups about how Footprint and Design Brighton can contribute to other improvements in the city's environment.

Zero Waste Policy

The show will be produced with a total commitment to zero waste.

The majority of materials used to build the show are simply hired:

- the marquees
- the power and lighting equipment
- the stands (emulsion painted timber)
- the furniture
- the bars.

All of it just goes back for re-use.

The carpet used is 100% recycled EVO from Reeds Carpets. They sell recycled pellets for reuse in the plastics industry contributing to the development of the Circular Economy.



Reeds Carpets are 100% recyclable

FOOTPRINT will work with local cafes and catering businesses to create the on-site catering offered at the show.

All the local food and beverage outlets will be required to use recyclable containers.

Single use plastic will be banned.

Delegates will be encouraged to bring their own drinks containers and water fountains will be available throughout the event.

The show will be provided with recycling points and this segregated waste will be collected for recycling by a local licensed waste contractor.



All food and beverage containers to be recyclable

Nominated Charity

We have approached The Clock Tower Sanctuary to be our nominated charity. Clocktower is small, local and dedicated to Brighton and Hove.

The Clock Tower Sanctuary is a drop-in day centre for homeless 16 to 25 year olds. They provide a network of support to help young homeless people move from crisis to stability.

We are in discussion with The Clock Tower Sanctuary to finance the building and running of a hostel for Clock Tower's clients. This hostel would be based on the model used at Shelter From The Storm in London. Tim has worked with Shelter From The Storm for many years and more recently with The Clock Tower.

Presently, The Clock Tower provides a shelter in the daytime, whilst Shelter From The Storm provides a nighttime shelter complete with dinner and breakfast.

We will establish an international design competition for the new hostel to incorporate the principles of the circular economy.



FOOTPRINT will connect the UK's local authority, developer, and broader delivery communities to start new projects and push the Zero Carbon industry forward.

FOOTPRINT is bold, adventurous, purposeful and fun. It is a very serious endeavour, in both business and environmental terms, and in putting Brighton & Hove in its rightful prominent position amongst the UK's top cities.

It represents an opportunity about which we are very excited, and which we firmly believe must be grasped with full enthusiasm.



Green Coast

FOOTPRINT, by virtue of its ambitions, will act as the catalyst which develops an Environmental Technology Hub along the south coast. We're calling it the Green Coast.

There is a lot of grant money available for start-ups; the chancellor Rishi Sunak has already announced that he's planning a 'green revolution' for the environmental sector to adapt and employ the redundant post-Covid workforce.

The Coast has plenty of available building stock for studios and workshops and it also has great worldwide access.

Environmental Technology is already a growth market worldwide, and there is no reason why the Green Coast shouldn't become the environmental version of Silicon Valley.



Timeline

September 2020

Press launch



September 2020

Start of sales to exhibitors



September 2021

Event opens





“As the City moves to create the ‘new normal’ post Covid, we have an unprecedented opportunity to re-write the rules around our environmental impact on the planet.

This conference not only does that, but also will help the economy rebuild with a total direct and indirect spend of £9.50 million in year one increasing to £19.00 million after year five. As well as creating 129 FTE jobs in year one rising to 259 after year five.”

Gavin Stewart
Executive Director
Brighton & Hove Economic Partnership



“FOOTPRINT Brighton is an ambitious project that should be welcomed by Brighton and its community. It is key to the city’s overarching Brand - A growing city/ an open city/ a talented city/ a fair city. Now is our time to adapt and develop in line with some of this vision. I have been actively involved in the visitor and hospitality economy and its development in Brighton for nearly two decades. Sustainability and circular economy have become key to many of my current projects .

We have a generous and innovative food and drink offering that needs to be supported and championed by business tourism and new thinking projects. My endorsement of this project is also an offer to work collaboratively to deliver the best possible presentation of the city, showcase it nationally and internationally as the forward thinking city it could be.”

Olivia Reid
Chairperson
Brighton Restaurant Association



“With over 75% of UK citizens living in regions that have declared a Climate & Ecological Emergency as well as committing to being Net-Zero Carbon within a decade, Local Authorities are now facilitating an opportunity for smarter, leaner and (crucially) greener industries to flourish.

The construction sector in particular has a huge role in enabling Local Authorities to meet these ambitious targets as it is responsible for 50% of global CO² emissions, consumes 50% of all raw materials harvested annually, and creates 60% (120 million tonnes) of the UK’s annual waste. I believe that Footprint will be one of the major events that facilitates the creative discussions and working relationships required to meet the demands that smart, green, zero-carbon living requires.”

Duncan Baker-Brown

Architect, Lecturer at University of Brighton & Campaigner for Circular Economy

Conclusion

FOOTPRINT will confirm Brighton & Hove's reputation as the national innovator for our urban communities, building on the 2013 declaration as a One Planet City.

FOOTPRINT will provide:

- An injection of investment to the local economy of £9.5million in year one with a potential to grow sustainably to £19million;
- A powerful real life advert to investors of the passion and opportunity here in Brighton and as an obvious choice as a location for investment through sustainable development;
- The creation of an estimated 129 FTE jobs in 2021 likely to grow to 259 FTE jobs over five years;
- Unequivocal evidence of Brighton & Hove's national leadership in sustainability policy;
- An opportunity for the young people of Brighton & Hove to take the lead in the one of the country's most important industries;
- A powerful magnet for high-spending exhibitors and visitors to return year after year;
- The perfect vehicle to demonstrate to Europe and the world that Britain's commitment to a sustainable future is second to none;
- A catalyst to work with emerging government policy to establish the Green Coast as an environmental technology hub.

Britain and Greater Brighton both need FOOTPRINT.

The team



Tim Pyne
Creative Director

As founder and owner of WORK, Tim designed over £50m worth of the Millennium Dome exhibitions for New Labour, and won 2 RIBA awards for the 4 zones he designed. This included the Environment zone which used Brighton beach as a backdrop.

Tim was founding Creative Director of 100% Design and Detail in the UK, Tokyo and Moscow.

Other events include:

- Creative Director to The International Festival of Business in Liverpool 2014
- Creative Director of the London Boat Show
- Creative Director to the London Motor Show, the Blenheim Fashion Group and DMG Worldwide.
- Designer of London Fashion Week for several years
- Designer of large private and lottery funded museum and visitor-attraction projects including the National Maritime Museum, the Commonwealth Institute and the Science Museum.

Tim lives with his wife and daughter in Hove.



Sophie Law-Smith
Communications
Director

Sophie is a communications and events specialist with an extensive and strong network across the south coast.

Sophie has a strong background in the development business particularly marketing strategy and project management.

She delivered many thought provoking events exploring and discussing the future of the construction industry:

Design Brighton
Newhaven Design Platform
Constructing Excellence
Circular Brighton and Hove

As a founding Director of local design initiative 'Design Brighton', Sophie has been the driving force in moving Design Brighton from concept to realisation.

The team



Emily Day
Technical Director

Emily Day is a chartered architect with over 20 years of experience working on large scale projects.

Emily has worked with many key players within the industry; local authorities, developers and financial institutions which has given her a unique insight into the needs of the different parties.

Local authority clients have included:

- City of Nottingham
- London Borough of Hackney
- Royal Borough of Kensington and Chelsea
- Rutland Council
- North Devon District Council
- Cornwall Council

Projects completed include major residential developments and urban planning, mixed use developments, speculative office, hospitality, educational estates and community developments up to £6bn in value.

Emily lives and works in Hove.



Sam North
Commercial Director

Sam North was a founding shareholder in Clarion Events initial MBO and continued with the management team to transform the business, growing turnover from £10m to more than £300m and expanding its footprint into every continent.

He has experience across business to business and business to consumer markets and all event formats, including achieving the UK's largest ever business to consumer launch exhibition of over 80,000sqm. He has delivered campaigns with corporate clients including IBM, Salesforce, Barclaycard and SAP.

Sam has also acquired and integrated high growth organisations, and developed them into businesses of scale by accelerating performance and driving new event launches.

The team



Miriam Sigler
Operations

As Founding Director of Ways & Means Events, Miriam brings her vast breadth of industry knowledge to projects large and small. Miriam's long list of attributes include her uncompromising work ethic, attention to detail and 'work hard – play hard' attitude. Coupled with her love of teamwork and head-on attitude to problem solving, she has become a well-respected people member of the industry.

Her wealth of knowledge in all facets of events management has seen her direct countless successful projects including launches and re-brands as well as long standing successful event portfolios. With her deep understanding of what stakeholders require from each event, she is truly an asset to every event. Any project Miriam undertakes is creative, well-planned, detailed and colourful.

With more than twenty years experience working in events management, Miriam Sigler has seen it all.



Aidan Walker
Conference

Aidan's MA in History from Cambridge University was a highly appropriate education, he claims, for his 'first career' in furniture design and cabinet making – itself an admirable preparation for 20 years of writing for, editing and directing design magazines. He has editorially directed almost all the professional UK design magazines.

As Fellow of the Royal Society of Arts and director of Aidan Walker Associates, he now creates, curates, presents and chairs conference and seminar programmes such as 'Art for Tomorrow' for The New York Times and the conference programmes for the London Design Festival's Global Design Forum, Design Shanghai, Design China Beijing and Grand Designs Live.

Aidan lives in rural Sussex with his family, his dogs, his Ducati racing motorbike and his guitars.

The team



Andy Paul
Logistics

Andy Paul is the director of Teem Services. Andy and his team provide support and expertise in all areas concerning the running of Exhibitions and Events. Andy has 20 years experience in the industry and is a qualified Health & Safety manager, winning the award at the Association of Event Organisers for best operational staff 2016-17. Alongside Andy and his co-director, Andrew Abbotts, is an experienced team of staff who continue to strengthen their broad knowledge set enabling the company to take on different challenges.

Teem Services clients include:

- William Reed
- MTA
- Mach Brooks
- Rapid New
- Clarion Events
- National Boat Shows
- Brintext
- MCI
- Event Shaper
- Tarsus
- FESPA
- Upper Street Events

Appendix 1: Economic Impact Assessment

Prepared by Marshall Regen

A headline economic and visitor economy impact of FOOTPRINT Brighton - A responsible real estate event for the property industry



INTRODUCTION

The aim of this paper is to provide a headline economic and visitor economy impact of the proposals by FOOTPRINT Brighton to establish the UK's first responsible real estate event for the property industry. The economic model has been developed by Marshall Regen Ltd using forecasts developed by the FOOTPRINT Brighton team based on their extensive knowledge and experience of the events industry market.

STRATEGIC ALIGNMENT

FOOTPRINT Brighton has the potential to be a game changer in the real estate event industry. It can be delivered in one of the UK's leading sustainable cities, with close proximity to London and, in Gatwick Airport, worldwide markets. The City Council declared a climate emergency and has set out its climate change ambitions including:

- A 2030 net zero carbon emission ambition
- Developing a route map to achieving a circular economy
- Being the UK's testbed for active carbon neutral infrastructure projects

FOOTPRINT Brighton will help deliver the economic ambitions as set out Brighton & Hove's Economic Strategy (2018 to 2024) which provides a blueprint for the city and the Greater Brighton City Region to become one of the UK's most productive and inclusive economies. The strategy urges businesses, entrepreneurs, educators and communities to be bold and build on city's local reputation for openness, creativity and innovation.

The factors that will define the city's future economic success that FOOTPRINT Brighton could help secure include:

- **Improving identity**, visibility and positioning - Brighton & Hove has a long-standing identity based on its status as one of the UK's leading visitor destinations, and as an open, lively and ethical place. Despite this, there is a perception that the city does not have a strong identity as a place for business.
- **Internationalising the city and City Region** - Greater Brighton has the potential to be one of the UK's most compelling inward investment and growth locations; its international standing and connections with the world will have an important role to play in defining future performance. In uncertain economic times, trade and inward investment are integral in supporting businesses growth and innovation, and creating and sustaining employment opportunities in existing and emerging sectors.

FOOTPRINT Brighton will firmly place the city and the City Region on world's property and investor map. It will promote the development of a circular and sustainable economy to minimise waste and pollution by reducing, reusing and recycling.

FOOTPRINT Brighton will also help deliver the city's Visitor Economy Strategy [2018 - 2023] by develop a world-wide real estate and property events '**place brand**' that will build on the values in the city's destination brand. The event will help meet the city targets of a 5% annual growth in value of conferences from a baseline of £53 million; and 3% annual growth in bed nights and overnight visitor spend per annum – achieved through attracting more higher spending visitors and extending the length of trips.

It will fill the '**target market of international conferences**'. There is relatively low awareness of most UK cities among international buyers outside London. Using the city's proximity to London

creates a unique opportunity to win business in new international markets. That means targeted activity with intermediaries, agents, professional conference organisers and buyers with direct routes into Gatwick Airport.

ECONOMIC AND VISITOR ECONOMIC IMPACTS

The headline economic and visitor impacts are based on the input data received from FOOTPRINT Brighton; Business Events Delegate Spend Research, Visitbritain 2017; Visitbrighton Economic Impact Study 2018 and the assumptions set out in Annex A.

Given that FOOTPRINT Brighton is a new real estate and property event for Brighton & Hove, it is fair to assume that not all of the proposed outputs and economic / visitor economy impacts will be delivered from year one. Therefore the assessment summary table below provides a forecast economic and visitor economic impacts based on 50% delivery and occupancy in year one rising by 10% each year to reach 100% delivery and occupancy after year 5.

Economic and Visitor Impact	100% Impact and Occupancy	Year one - 50% impact and occupancy	Year two - 60% impact and occupancy	Year three - 70% impact and occupancy	Year four - 80% impact and occupancy	Year five - 90% impact and occupancy
Delegate Spend						
Day delegates	618,000	309,000	370,800	432,600	494,400	556,200
Overnight delegates	2,552,000	1,276,000	1,531,200	1,786,400	2,041,600	2,296,800
Exhibitor/Organiser Spend						
Exhibitors	2,467,465	1,233,733	1,480,479	1,727,226	1,973,972	2,220,719
Hospitality	2,400,000	1,200,000	1,440,000	1,680,000	1,920,000	2,160,000
Hire and Build	4,925,000	2,462,500	2,955,000	3,447,500	3,940,000	4,432,500
Contractor spend	1,009,120	504,560	605,472	706,384	807,296	908,208
Overall Visitor/Exhibitor Spend						
Delegate Spend	3,170,000	1,585,000	1,902,000	2,219,000	2,536,000	2,853,000
Exhibitor/Contractor Spend	10,801,585	5,400,793	6,480,951	7,561,110	8,641,268	9,721,427
TOTAL DIRECT SPEND	13,971,585	6,985,793	8,382,951	9,780,110	11,177,268	12,574,427
Tourism Multiplier	5,029,771	2,514,885	3,017,862	3,520,839	4,023,816	4,526,794
TOTAL SPEND (DIRECT & INDIRECT)	19,001,356	9,500,678	11,400,813	13,300,949	15,201,084	17,101,220
Number of gross jobs created	352	176	211	246	282	317
Number of FTE jobs created	259	129	155	181	207	233

Note: The estimates above do not include inflation or any costs incurred with the use of Hove Lawns, licencing or other professional fees associated with securing permissions.

Summary

FOOTPRINT Brighton has the potential to deliver significant economic and visitor economy impacts including:

- Direct spending of £6.99 million in year one increasing to £13.97 million after year five.
- Tourism multiplier of £2.51 million in year one rising to £5.03 million after year five.

- Total direct and indirect spend of £9.50 million in year one increasing to £19.00 million after year five.
- Creating 129 FTE jobs in year one rising to 259 after year five.

FOOTPRINT Brighton - Input Data		
Open days	4	Organiser supplied (presentation)
Attendance Nights	5	Organiser supplied (presentation)
Exhibitor Nights	7	Organiser supplied (email)
Stands	394	Organiser supplied (email)
Contractors	50-500	Organiser supplied (email)
Exhibitors	2210	Organiser supplied (email)
Spend/day delegates	£103	Business Events Delegate Spend Research. Visitbritain. 2017
Spend/night overnight delegates	£319	Business Events Delegate Spend Research. Visitbritain. 2017
Hospitality events	300	Organiser supplied (email)
Average hospitality spend	£8,000	Estimated based on organiser email
Day Visitors/day	1500	Organiser supplied (email)
2 day visitors	1500	Organiser supplied (email)
3 day visitors	1000	Organiser supplied (email)
4 day visitors	500	Organiser supplied (email)
Number contractors two days prior	500	Organiser supplied (email)
Number contractors 3 weeks to 2 days	50	Organiser supplied (email)
Spend/night by B&H visitor	£95.20	2018 Visitbrighton Economic Impact Study

Assumptions		
Tourism Multiplier	0.36	Based on similar studies
Delegate and Exhibitor Spend in local area	100%	
Exhibition design and build retained in local area	25%	
Exhibitor spend half of delegate spend	50%	
Exhibitor stand design, build and space	£50,000	Estimated

F O O T
P R I N T

B R I G H T O N

Date	Revision
14.09.20	1.1

