

CULTURE TOURISM AND ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE

Agenda Item 23

Brighton & Hove City Council

Subject: Creative Industries Workspace in Brighton & Hove
2007 - 2017

Date of Meeting: 25th September 2008

Report of: The Director of Cultural Services

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Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The Committee is asked to receive a presentation on a detailed study commissioned earlier this year by the City Council: the *Creative Industries Workspace in Brighton and Hove 2007 – 2017* (“the Study”).
- 1.2 The Study was commissioned as a background study to support the development of the Core Strategy of the Local Development Framework. The executive summary of the Study report is appended.

2. RECOMMENDATIONS:

- 2.1 That the Committee considers and comments upon the report findings and recommendations of the Study and that:
- 2.2 it makes appropriate recommendations and specifically endorses the findings and recommendations of the Study to both internal and external partners;
- 2.3 it receives ongoing reports from the Director of Cultural Services on the progress and implementation of the Committee’s recommendations and those of the Study at future Committee meetings;
- 2.4 it recommends that any redevelopment affecting the New England House creative industries cluster protects the cluster in terms of the number of businesses co-locating, their position close to Brighton station and the rents payable.

3. BACKGROUND INFORMATION

- 3.1 Researched findings demonstrate that the creative industries cluster in Brighton and Hove in 2007 provides the city with 10.7% of its employment. This business sector was the fastest growing in the city's economy, with growth of 4.4% between 2000 and 2005.
- 3.2 The Study presented here was commissioned to quantify the future growth needs of the sector. In order to maximise its success, to support, maintain and continue to grow the sector in terms of business outputs and employment, there was the need for more detailed knowledge of the future needs of the sector itself. This study was also specifically intended to supplement the work being undertaken in the development of the Local Development Framework.

4. CONSULTATION

- 4.1 A wide ranging Steering Group oversaw the development of the Study: comprising local and regional representation from across Planning, Economic Development and Arts and Creative Industries from the city council, the South East of England Development Agency (SEEDA), Arts Council England South East (ACE), Creative Brighton (independent partnership group in Brighton and Hove), Culture South East and Screen South.
- 4.2 The methodology and range of research and consultation is listed on page 14 of the Study. A list of 22 case studies within the Study is found on page 57 of the Study.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The detailed study makes a number of broad recommendations to be considered. An implementation action plan will be developed which may have financial implications to the authority in the form of matched funding for external grant applications.

Finance Officer consulted Peter Francis Date 4th September 2008

Legal Implications:

- 5.2 Any recommendations made by the Committee will not fetter the council's discretion as local planning authority in connection with any planning applications made in respect of the New England House creative industries cluster, but may further influence the Core Strategy of

the Local Development Framework and will need to be taken into account by officers and Cabinet when considering proposed development of the New England House creative industries cluster from a landowner perspective.

Equalities Implications:

- 5.3 The Steering Group have not yet undertaken the task of itemising the Action Plan in detail from the Study. When this is done, an Equalities Impact Assessment will be completed on it.

Sustainability Implications:

- 5.4 The sustainability of this high growth sector was one of the reasons that the Study was commissioned. The recommendations are all about its sustainability.
- 5.5 In environmental terms, any Action plan resulting from the Study would take into account any environmental issues.

Crime & Disorder Implications:

- 5.6 There are no specific crime and disorder implications, however, it has been highlighted in the report that the creative industries sector in Brighton and Hove makes an essential contribution to the city's overall success; contributing to the economic health of the city, providing jobs and contributing to a vibrant and pleasant public realm that residents and visitors wish to be part of.

Risk and Opportunity Management Implications:

- 5.7 This Study demonstrates beyond doubt that the creative industries sector is thriving, but faces significant barriers in terms of access to appropriate and affordable work accommodation. If other cities provide this better than Brighton & Hove, the city's position as the pre-eminent creative hub of the south coast may come under threat.

5.7.1 Corporate / Citywide Implications:

Brighton & Hove has the biggest creative industries cluster on the South coast. It has grown with little public sector intervention and makes a significant contribution to the economy of the city. This Study shows that the sector has potential to grow, if properly supported, by 2.5 – 5% a year, with consequent positive impacts for the city. However, there are signs that the sector is being adversely affected by the recent development boom within the city. It may also be affected by the current worsening economic climate. It is therefore recommended that a pro-active stance to supporting the sector is taken by the local authority, in order to both encourage the sector to reach its potential and in order to mitigate against the above circumstances.

The risk is that without proper support, the sector will not only fail to meet its ideal growth scenario, but may actually shrink.

The recommendations of the report are broader than the remit of the Arts & Creative Industries team, and have implications for other departments. Therefore, in addition to the Steering Group, a cross-departmental internal Implementation Group has been formed. Members of the group are drawn from Arts & Creative Industries, City Planning, Economic Development, Major Projects and Estates Management. This group is charged with developing the recommendations into actions, with individual actions lead by the appropriate departmental officer.

SUPPORTING DOCUMENTATION

Appendices:

1. Executive Summary

Documents in Members' Rooms: the Study *

Background Documents:

1. Creative Workspace Study – previously circulated to the Committee