

Conceived and designed by Marks Barfield Architects

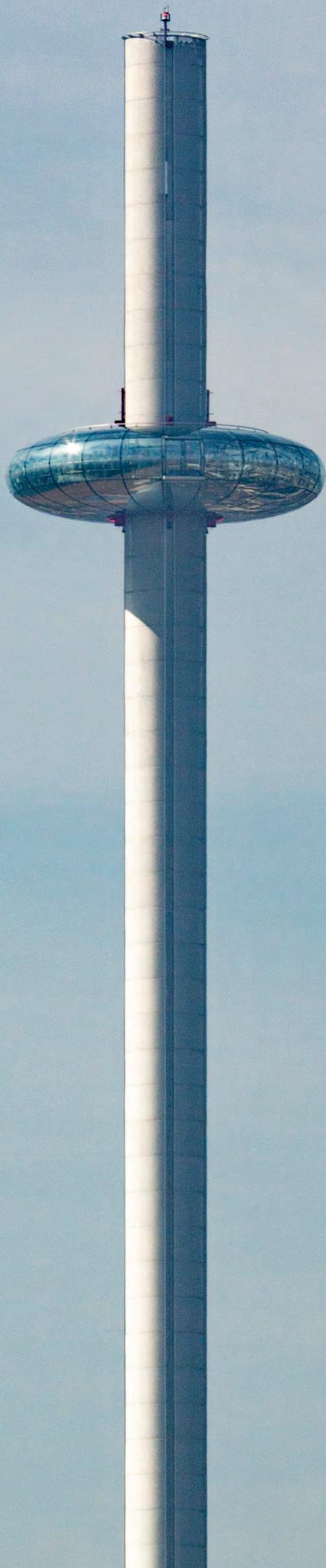
# ECONOMIC AND SOCIAL IMPACT REPORT



**BRITISH AIRWAYS**  
i360 Viewing Tower  
Brighton's best views



**BY MARSHALL REGEN LTD**



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# WELCOME



I am delighted to present Brighton i360 Ltd's economic and social value impact report.

Brighton i360, now trading as British Airways i360, has become Brighton and Hove's top paid tourist attraction and a key landmark on the city's seafront. Officially opened by the Duke of Edinburgh in 2016, we have welcomed over 1.1 million visitors. Brighton i360 has helped broaden and strengthen the city's visitor economy and is also a multiple award-winning visitor attraction.

Brighton i360 has financed improvements to the public realm around the West Pier and our presence has contributed to the emergence of independent and creative businesses in the arches. We have, and will continue to, make a major contribution to the city's priorities of creating a fair, sustainable, open, talented and growing city.

Our economic and social value impact is significant both as a visitor attraction paying the living wage and as an environmentally responsible business addressing climate change challenges. I am delighted to champion our commitment to working with and supporting local businesses and in contracting with a wide range of local suppliers. We pride ourselves in showcasing the work of many Brighton & Hove artists.

The Brighton i360 Board has plans to continue to improve the performance of the attraction. We will strengthen our focus on marketing, develop a diverse range of offers and work closely with partners, including Visit Brighton, the Tourism Alliance and the City Council, to ensure that Brighton i360 remains a key part of the city's economic, cultural and social identity in the future.

Throughout the report we refer to Brighton i360 Ltd, the registered company name. Of course, we trade as British Airways i360, and are extremely proud of our sponsorship by British Airways.

Julia Barfield  
Chair



# EXECUTIVE SUMMARY

Brighton i360 is Brighton & Hove's most popular paid for visitor attraction<sup>1</sup>. Since its opening in August 2016 it has attracted over 1.1 million visitors and received £18.6 million of direct income through ticket sales, sponsorships, retailing, food and drink sales.

It is one of the world's most slender viewing towers, offering passengers outstanding views along the coast towards Beachy Head and the Isle of Wight, north to the South Downs National Park and south across the English Channel towards the Rampion offshore windfarm.

It also hosts a wide range of themed activities and events, including Sky Dining; Yoga in the Sky; Silent Disco in the Sky; Santa Flights and the i-drop, in which participants experience a controlled descent back to earth from the full height of the pod.

However, its impact on the city's economy is much wider than this. It has already contributed **£89.6 million** to the Brighton & Hove economy. By the time the £36.2 million loan from the Public Works Loan Board (PWLb) and the £4.0 million Local Enterprise Partnership loan, that were invested to fund its construction, are repaid in 2041, Brighton i360 will have contributed **£640 million** to the city's economy, representing a return of **£15.90** for every £1.00 of public sector investment.

Brighton i360 has diversified the city's tourism offer, complementing its existing attractions, broadening the appeal of Brighton & Hove and attracting new visitors to the city.

Annual contribution to local economy

**£29.9 million**

Contribution to local economy since opening

**£89.6 million**

Total value of benefits by 2041

**£640 million**

Value of benefits for every £1 of public sector investment

**£15.90**

<sup>1</sup> Based on the Annual Survey of Visitor Attractions, Visit Britain (2018)



## VISION

“Just as the West Pier invited Victorian society to walk on water so the Brighton i360 invites visitors to walk on air.”

**David Marks**  
Architect

In November 2015, Brighton i360 Ltd signed a 5-year, landmark deal with British Airways, as the attraction's naming rights headline sponsor. British Airways is committed to flying the flag for British tourism, bringing more people to the UK than any other airline. In supporting Brighton i360, British Airways helps further promote Brighton & Hove to the international tourism market.

Brighton i360's unique and innovative design reflects the city's creativity. It is the centrepiece of the City Council's long-term strategy to diversify its 13km seafront. Brighton i360 has been the catalyst for further private and public sector investment in the seafront and neighbouring arches and it has strengthened the position of the West Pier Trust.

Since its opening, Brighton i360 has received numerous local and national awards for the design ingenuity of its engineering and construction and for the outstanding visitor experience that it provides. These include the Supreme Award for Structural Engineering Excellence at the Institution of Structural Engineers' Structural Awards in 2017; National Award for RIBA; and Visit England's Award for Excellence, Gold Award for Innovation in Tourism.

Brighton i360 is more than a visitor attraction. It is the embodiment of the city's character and the city's environmental, social and community values are central to

<sup>2</sup> Based on the Brighton & Hove Visitor Survey 2018, TSE Research

Over 100,000 of the city's annual tourists cite Brighton i360 as the main trigger in choosing to visit the city<sup>2</sup>. With its partner, Sodexo, which operates the popular West Beach Bar & Kitchen, Brighton i360 supports 447 local jobs through direct employment; and indirectly through local purchasing; spending by its employees and spending by visitors who visit Brighton & Hove because of Brighton i360.



how Brighton i360 operates. Brighton i360 is an award-winning responsible employer. It pays the Local Living Wage; provides a complimentary ticket to every primary school pupil in the city; produces curriculum materials to support learning at Key Stages 1 and 2; supports local charities, both directly and indirectly, by allowing the attraction to be used for fundraising activities; and where it can, Brighton i360 sources goods and services from within the city, enabling local businesses to prosper and grow.

Brighton i360 has strong environmental credentials too. During the construction phase as little material as possible was sent to landfill and much of the shingle excavated from the foundations went to Shoreham to be returned to the beach. More than 50% of the energy needed to power the pod upwards is captured again on its descent. In 2018, Brighton i360 switched to green energy provided by Ecotricity, reducing its environmental impact. From late 2019, Brighton i360 will be partnering with Good Energy to provide 100% clean power.

Brighton i360 has plans to further broaden the appeal and raise the profile of the iconic viewing tower nationally and internationally. It will continue to work with the City Council and tourism partners within the city on joint ticketing and promotional campaigns and collaborate on other initiatives to secure Brighton & Hove's position as one of the UK's foremost visitor destinations over the long term.



# AN ICONIC VISITOR ATTRACTION

## RAISING THE CITY'S INTERNATIONAL PROFILE

"Brighton i360 has helped raise the profile and awareness of Brighton and the South East region on the worldwide tourism stage. It has attracted over one million visitors in less than three years and has repositioned Brighton & Hove as a resort with modern attractions to complement the rich traditional heritage of this dynamic city.

On the wider tourism front, Brighton i360 is reported to have increased turnover for accommodation, retail, F&B, entertainment and transport businesses and generated over £2 million in operating profits that the City Council has been able to reinvest in capital improvements across Brighton and Hove."

**Mark Smith**  
Executive Chairman  
Tourism South East

Since its opening in Summer 2016, Brighton i360 [trading as British Airways i360] has quickly become established as one of the south east region's most outstanding visitor attractions, enhancing the reputation of Brighton & Hove and the wider area around the world.

Brighton i360 is one of the world's most slender viewing towers. It hosts up to 190 passengers, with flights scheduled every thirty minutes throughout the year. The unique viewing tower offers an unrivalled experience and outstanding views across the city, Sussex and the coast, complementing the city's other major visitor attractions, including Brighton Palace Pier, the Royal Pavilion, the Sea Life Centre, Brighton Marina and the beach itself. It is now the city's most visited paid-for attraction<sup>3</sup>.

The West Beach Bar & Kitchen, located at the attraction, comprises 116 covers and has terrace seating for 160 overlooking the structure of the West Pier. There is also a café bar with 16 covers, a gift shop, an exhibition space and conference and event facilities.

When Brighton i360 secured planning consent in October 2006 the aims were for the attraction to:

- Strengthen the city's cultural and lifestyle appeal to residents, visitors and future investors;
- Regenerate the land base of the West Pier, which was destroyed by fire in 2003; and
- Become a central feature of the city's seafront economy, strengthening the out-of-season visitor offer and improving the attractiveness of the 13km seafront between Hove Lagoon and Saltdean.

Built at a cost of nearly £50 million, including a £36.2 million loan from the Public Works Loan Board (PWL) and £4.0 million Local Enterprise Partnership (LEP) loan, Brighton i360 is a long-term, strategic infrastructure project aimed at maintaining Brighton & Hove's status as one of the UK's leading coastal visitor destinations. It is a crucial part of creating a high quality seafront with year round attractions, events and activities.

Conceived and designed by Marks Barfield Architects, the creators of the London Eye, Brighton i360 was built over a two-year period and provided work for the equivalent of around 83 long-term jobs<sup>4</sup>.

The construction of Brighton i360 has been a catalyst for further private and public sector investment in the seafront and neighbouring arches. Small local business entrepreneurs now occupy once derelict buildings providing a dynamic seafront with independent retail, food and beverage outlets.

In addition, new public open space has been created around Brighton i360. This includes the sculptural spiral of the old West Pier columns to the East and new public piazza to the west, including an attractive space for events and temporary exhibitions and attractions, such as the Upside Down House.

<sup>3</sup> Based on the Annual Survey of Visitor Attractions, Visit Britain (2018)

<sup>4</sup> Based on the number of workers required over one year (16.6) for every £1 million of capital investment: Calculating Cost per Job Best Practice Note (2015); Homes & Communities Agency (now Homes England). This is then divided by ten to provide an estimate of long-term jobs.



#### GLOBAL BRAND RECOGNITION

"Brighton is an important community for British Airways, it's home to many of our valued customers and colleagues. It's on the doorstep of Gatwick Airport which is one of our main bases so it's a natural fit to sponsor this popular attraction at the heart of this local community. The British Airways i360's commitment to exceptional customer experience aligns with our ambition; as well as our desire to be pioneering with a keen eye for design."

**Sophie McKinstrie**

Marketing, PR & Comms Manager  
British Airways

#### BRITISH AIRWAYS SPONSORSHIP

In November 2015, Brighton i360 Ltd signed a 5-year, landmark deal with British Airways, as the attraction's headline sponsor. British Airways and Brighton i360 share a similar market regionally in the South East and both organisations share a proud history of engineering and design excellence.

British Airways is one of this country's most iconic and respected travel brands with a significant presence in the South East, operating more than **40,000 flights a year** from Gatwick airport. **British Airways employs 2,500 people** at Gatwick airport, **1,000 of whom live in Sussex**, including several hundred Brighton & Hove residents.

British Airways is committed to flying the flag for British tourism, bringing more people to the UK than any other airline. By supporting Brighton i360, British Airways will help further promote Brighton & Hove to the international tourism market.



## REGENERATING THE CITY'S SEAFRONT

"West Pier Trust is the charity which owns the West Pier site and is the landlord of BA i360. The rent that we receive from the attraction guarantees us a regular annual income which has enabled us to open the West Pier Centre, expand our team, extend our education outreach and generally raise our profile. In addition, Brighton i360 has given us a solid base to begin the Kiosk restoration project on West Pier Piazza.

Although our income is not enough to fund the project, it puts us on a far more secure footing to make it happen. Equally, once the Kiosk is reinstated our strengthened status will put us in a stronger position to start discussions with interested parties about the building of a new West Pier."

**Rachel Clark**  
Chief Executive  
West Pier Trust

## A STRATEGIC INVESTMENT

Brighton & Hove City Council's decision to support the development of Brighton i360 through a Public Works Loan Board (PWLB) loan reflects the importance that it attaches to improving the city's seafront, which acts as the city's 'shop window' for visitors, residents and investors.

Many of the city's 400 annual outdoor events are hosted on the seafront, including the Brighton Marathon, classic car runs and London to Brighton bike rides. Its unique character combines heritage Victorian infrastructure, a varied and vibrant range of businesses, retail and leisure opportunities, and proximity to the city centre.

The City Council's Seafront Investment Programme (2015) includes developing a co-ordinated programme of investment; creating the conditions to ensure that all parts of the seafront fulfil their potential; taking a more commercial investment approach in the seafront's assets; and co-ordinating improvements to the seafront's infrastructure.

When the West Pier was destroyed by fire in 2003, plans for its restoration were shelved following the withdrawal of funding. Brighton i360 represented an opportunity to create a new, unique viewing platform – a vertical pier – on the land that is owned by the West Pier Trust. The aim was to uphold the heritage of the West Pier and develop and regenerate the city's seafront. The rent paid to the West Pier Trust has enabled it to open the new West Pier Centre for residents and visitors and to start planning other projects.



## SUPPORTING ECONOMIC GROWTH

Brighton i360 makes a significant contribution to each of the priority themes within the Brighton & Hove Economic Strategy (2018-2023):

- An Open City - As an iconic visitor attraction, it contributes to the Open City theme, by enhancing the city's reputation as one of the UK's leading visitor destinations, improving its international reputation for innovation and creativity, and helping Brighton & Hove to become the most distinctive city in the UK. Brighton i360 is cited as a best practice case study for the National Coastal Tourism Academy, an organisation that aims to improve the quality of the UK's coastal destinations<sup>5</sup>.
- A Sustainable City - As a green energy attraction, it supports the Sustainable City theme, making the best use of state of the art technology to maximise the use of renewable energy to operate the ascending and descending Pod. During the construction phase as little material as possible was sent to landfill and most of the shingle excavated from the foundations went to Shoreham to be returned to the beach. Ingredients at the West Beach Bar & Kitchen and Nyetimber Sky Bar are mainly sourced from local suppliers.
- A Talented City – Brighton i360 and West Beach Bar & Kitchen support the Talent City theme by providing 132 direct jobs, providing educational opportunities and producing curriculum materials to support learning in the city's schools.
- A Fair City – Brighton i360 supports the Fair City theme by paying the Local Living Wage, partnering with charities to raise funds for important local causes, and providing discounted and complimentary 'flight' tickets to local residents and school children.
- A Growing City – The very existence of such an innovative attraction and its capacity to bring income to Brighton & Hove reflects the Economic Strategy's Growing City theme.

Brighton i360 is not just a Brighton & Hove attraction; it is a significant regional asset, too, which is why the Coast to Capital Local Enterprise Partnership (LEP) invested £4.0 million in its construction.

Its high visibility and iconic status contribute to the vision for the region's towns and cities "to be known around the world as fantastic places to live, to grow and to succeed", which shapes the actions and priorities in the LEP's strategic economic plan (2018-2030), 'Gatwick 360'.

## TOURISM'S ROLE IN THE BRIGHTON & HOVE ECONOMY

Tourism is a key component of the Brighton & Hove economy and central to its identity and cultural life. In 2017 the city welcomed 10.89 million visitors. 1.45 million of these were staying visitors (including 387,000 from overseas), who stayed for 4.85 million nights, spending £514 million. In addition, there were 9.4 million day visitors, who spent a further £335 million in the city.

Including local spending by businesses in the supply chain and by the industry's employees, tourism is worth £1.1 billion to the city's economy and it supports over 21,000 jobs. Visitor survey<sup>7</sup> evidence shows that Brighton & Hove has a strong reputation as a welcoming, cosmopolitan and liberal city with a good range of places to eat and drink and a vibrant nightlife.

Brighton i360 is the main driver of visits for 1%<sup>8</sup> of all the city's tourists. This means that it is the main factor in bringing over 100,000 visitors to Brighton & Hove each year<sup>9</sup>.

The Brighton & Hove Visitor Economy Strategy (2018-2023) focuses strongly on the need to retain and nurture higher value conference and business tourism, which currently accounts for around 154,000 visitor trips to the city. There are ambitions to grow the volume of overnight trips and international visitors and to support initiatives that strengthen Brighton & Hove's position as a year round visitor destination – tackling the challenges of seasonality which blight so many coastal destinations.

The strategy sets targets to grow the value of conferences by 5% per year from a baseline of £53 million; and to deliver a 3% annual increase in bed nights and overnight visitor spend over the lifetime of the strategy. As a unique venue for a conference reception, a meeting or a dinner, Brighton i360 is helping the city meet these tourism targets.

There is a strategic focus on creating visitor experiences that reflect the 'free-thinking city' brand. This focuses on culture and well-being and the strategy identifies a need to package, present and promote these experiences more effectively, something supported by the Brighton i360 and its sales and marketing activity.

<sup>5</sup> <https://coastaltourismacademy.co.uk/resource-hub/resource/best-practice-british-airways-i360-brighton>

<sup>6</sup> Economic Impact of Tourism on Brighton & Hove 2017, Tourism South East

<sup>7</sup> Brighton & Hove Visitor Survey 2018, TSE Research

<sup>8</sup> Brighton & Hove Visitor Survey 2018, TSE Research

<sup>9</sup> *ibid*



ADDING TO THE CITY'S EXISTING VISITOR OFFER

"Brighton i360 has augmented Brighton & Hove's tourist offer, complementing the rich cultural and historic attractions that already exist. It has strengthened the visitor offer and helped raise our profile nationally and internationally, which enables us to continue to thrive and develop as a visitor destination."

**Howard Barden**

Head of Tourism and Venues  
VisitBrighton



# AN AWARD WINNING RESPONSIBLE BUSINESS

## RESPONSIBLE, SUSTAINABLE AND ETHICAL CREDENTIALS

Brighton i360 was built and is operated with sustainability at its heart, with each team committed to delivering responsible operations throughout its business. This is demonstrated in careful environmental and site management, ethical recruitment and people policies, traceable local supply chains, meaningful community relationships and a business model which delivers clear benefits to the city of Brighton & Hove.

Brighton i360 is a showcase attraction for sustainable tourism. All its components use green energy and the restaurant menus feature fresh, locally sourced ingredients that have been caught, reared or grown in Sussex.

Brighton i360 is proud to be a local living wage employer, one of over 570 that have committed to the Brighton & Hove Living Wage, paying all employees a decent hourly rate. While paying the Living Wage has clear benefits for employees, it also creates value for Brighton i360 by raising staff retention rates; saving costs of recruitment and induction training; reducing absence and sickness levels; improving staff motivation and morale; and enhancing profile and reputation of the business.



## CHARITABLE AND LOCAL COMMUNITY SUPPORT

Brighton i360 is a socially responsible company, which makes a significant contribution to the social and cultural life of the city. It was amongst Brighton & Hove's first tourism businesses to commit to paying the Local Living Wage. In its opening year, Brighton i360 supported Trust for Developing Communities (TDC) as its core charity partner, raising awareness and funds for a wide range of activities and projects.

Brighton i360 also provides discounted and complimentary tickets, and enables local charities to use the viewing tower to raise money for good local causes. Since 2017 some £28,000 worth of free of charge meetings, events or other activities have been held at the attraction. Organisations that have been supported include:

- Comic Relief
- British Red Cross
- BRIGHTHELM
- The Clock Tower Sanctuary
- Martlets
- Macmillan Horizon
- Brighton Science Festival
- The Rockinghorse Appeal

In 2019 alone, local businesses and organisations using Brighton i360 have raised over £100,000 for charity.

## HELPING LOCAL BUSINESSES GROW

“When I found out that the Brighton i360 project had been given the go ahead I approached them with the idea of installing a webcam so the general public could see it being built – allowing people to feel more involved with the build. Working with Brighton i360 has given me a greater visibility to not only the general public but also large companies who are looking for a local company to install and manage maintenance on potentially complicated sites.

It has been a great advertisement for me locally and has actually brought new work to the company on the back of having completed the Brighton i360 installation. I am very proud to be a partner of the Brighton i360”.

**Christopher Dean**  
Managing Director  
Brighton CCTV

## SUPPORTING LOCAL BUSINESSES

During the construction phase, Brighton i360 contracted with several local suppliers for professional services, including the Hove-based project managers, Hemsley Orrell Partnership, contractors Mackley and cost consultants Robinson Low Francis.

Brighton i360 is committed to working with and supporting local businesses and commercial partners, contracting with a wide range of local suppliers including:

- **Curve IT** – a local IT support provider based in New England House, Brighton
- **Kreston Reeves** - accountants and financial advisers based in North Laine, Brighton
- **DMH Stallard** - solicitors, established in Brighton since 1970
- **Brighton CCTV** – a local company providing the CCTV at Brighton i360
- **Preston Insurance** - a specialist insurance broker based in Brighton
- **Ticket Media** - Brighton i360's ticket printer and one of the UK's leading ticket advertisers, based in Hove
- **Solution 17** - a web design and digital marketing agency based in Hove



Brighton i360 also prides itself in working with and showcasing the products and work of many Brighton & Hove artists. With 90% of its retail suppliers being UK-based and 46% based in Sussex, Brighton i360 supports the following local artists and makers:

Artist/Maker	Product Category
Artists Anon	Clothing
David Freeman Photographic	Postcards, Books, Calendars
Dowse	Prints
Hoogly Tea Limited	Food & Drink
I Drew This	Prints & Greeting Cards
Ken Eardley	Ceramics
JJ Waller	Books
Lee Gone Publications	Postcards, Books, Calendars
Linescapes	Homeware, Prints, Greeting Cards
Lowe & Behold Designs	Greeting Cards
Purple Pod	Food & Drink
Red Roaster	Food & Drink
Ruth Mulvie	Accessories, Greeting Cards
Serena Sussex	Postcards, Greeting Cards
Sussex Promotions	Gifts, Beach Games, Clothing, Stationery, Homeware
The Kindness Co-Op	Clothing, Accessories, Stationery

Brighton i360's Nyetimber Sky Bar, located within the Pod, sells Nyetimber English sparkling wine, locally-sourced Hoogly Tea, Harvey's beer, Brighton Gin and Folkington's Juices.

Brighton i360 also has successful partnerships with Visit Brighton, Tourism South East and the city's other attractions and event organisers to maximise visitors' experiences. Campaigns and events include working with the West Pier Trust, Brighton Pride, Paddle Round the Pier, Brighton Triathlon, the Naked Bike Ride, Swing Patrol, Brighton Festival, Brighton Fringe, Fiery Foods Festival, Brighton Jazz Festival, Theatre Royal, University of Brighton, Sussex University, Greater Brighton Metropolitan College (the MET), the Brighton Centre and many more.

Since opening, Brighton i360 has offered combination tickets with the Royal Pavilion and the Sea Life centre. In February 2019, these were relaunched as the Explorer Pass, resulting in an 86% increase in joint ticket sales.

## ENVIRONMENTAL CHAMPIONS

During the construction phase as little material as possible was sent to landfill and most of the shingle excavated from the foundations went to Shoreham to be returned to the beach, helping to reverse the long shore drift.

In 2018, Brighton i360 switched to green energy provided by Ecotricity. This has reduced its environmental impact and contributed to Britain's energy independence and the growth of the green economy. From late 2019, Brighton i360 will partner with Good Energy to provide 100% clean power. Good Energy will supply the site with 1,900,000 kilowatt hours of renewable power over the next two years, delivering an estimated saving of 667,000 kilogrammes of carbon dioxide if the equivalent power was to come from non-renewable sources. This is equivalent to a new car driving from London to Beijing 518 times.

Environmental sustainability is also embedded within Brighton i360's site management plan, key features of which include:

### ENERGY

- Low-energy LED lighting is used across the site, saving an estimated 213kWh per annum, and appliances are A+ rated.
- Heating and air conditioning systems are powered by high-efficiency air-source heat pumps which reuse energy, increasing efficiency by up to 28%.
- All energy to the site is electric and is generated from renewable sources. No fossil fuels are burned and carbon emissions are kept to a minimum.
- More than 50% of the energy needed to power the pod upwards is captured again on its descent.

### WASTE

- All waste is disposed of responsibly and nothing is sent to landfill.
- Cleaning products do not contain bleach or other harmful compounds.
- There are recycling points across the site for customers and staff.

Several retail items sold at Brighton i360 are recyclable, including the Re-useable, Recyclable Travel Mug and the Brighton i360 Flying Disc (which is made from recycled yoghurt pots and margarine tubs). Brighton i360 uses paper carrier bags and has signed up a local No Plastic Straws pledge.





## SCHOOLS AND EDUCATION

Since opening in August 2016, Brighton i360 has given more than 46,000 free tickets to Brighton & Hove state schools – this equates to £320,000 of social value. There is also a 'Graduates Go Free' ticket and a special deal for University of Brighton students during Freshers Week.

Brighton i360 has produced curriculum materials to support Key Stages 1 and 2 with a variety of curriculum links to differing subjects. This year, Brighton i360 is inviting students at the University of Brighton and Greater Brighton MET to submit designs for a festive display on the pod. The winner will be able to design and install their work at the attraction.

Brighton i360's mobile app, which provides translation in ten languages also<sup>10</sup> includes games and fascinating facts about the attraction for school children, as well as being an essential tool for language school students and international visitors.

<sup>10</sup> English, Spanish, German, French, Italian, Chinese, Russian, Japanese, Dutch and Portuguese.

## NATIONAL AND LOCAL AWARDS

Since its opening, Brighton i360 has received national and local recognition for its contribution to the visitor economy.

### 2019

- Finalist in the Beautiful South Awards for Excellence: Ethical, Responsible and Sustainable Tourism Award category (to be announced 10 December 2019)
- Visit England Quality Assured Visitor Attraction Accreditation
- Trip Advisor Certificate of Excellence 2019
- Gatwick Diamond Business Awards, Finalist for Responsible Business of the Year

### 2018

- Tourism South East's Beautiful South Awards, Highly Commended for Large Visitor Attraction of the Year
- Visit England's Awards for Excellence, Gold Award for Innovation in Tourism

### 2017

- Tourism South East's Beautiful South Awards, Cafe/Tearoom of the Year for West Pier Tea Room
- Tourism South East's Beautiful South Awards, Gold Award for Business and Venue Tourism
- The Institution of Structural Engineers Supreme Award for Structural Engineering Excellence by Jacobs UK
- Structural Awards 2017, Award for Tall or Slender Structures
- Constructing Excellence National Awards, Commendation in Innovation
- British Guild of Travel Writers Awards, Merit Award for Best UK Tourism Project
- RICS National Award for Design through Innovation
- British Construction Industry Awards The Judges' Special Award
- North West Structural Awards Project Constructed Outside of the North West Region
- Institution of Civil Engineers South East England Award Engineering Excellence Awards 2017 Innovation
- Sussex Heritage Trust Awards 2017 Public and Community Award
- Constructing Excellence in London and the South East Awards 2017 Innovation
- LABC South East Building Excellence Award 2017 Best Public Service Building
- RIBA National Award 2017
- RIBA Regional Awards- South East Awards 2017
- RICS South East Awards 2017 – Design Through Innovation
- RICS South East Awards 2017 – Tourism & Leisure
- RICS South East Awards 2017 – Project of the Year

# VISITORS AND GLOBAL REACH



## VISITOR DEMOGRAPHICS

“The visitor demographic of Brighton & Hove is very diverse and the high brand presence of Brighton i360 sits perfectly with this city’s target audience. It complements the arts, culture & heritage of the existing museums and galleries whilst also offering a unique and fun family experience for visitors to enjoy the sights of the city from up high!”

**Max Leviston**  
General Manager  
Brighton SEA LIFE Centre

## VISITORS

**Brighton i360 welcomed 440,000 in its first year, 347,000 in its second year and 324,000 in its third year.** This is not an uncommon pattern for viewing platforms, which are highly tourist oriented and, therefore, attract fewer regular visits from local residents than many other tourist attractions<sup>11</sup>.

A report for Brighton i360 by LDP<sup>12</sup> suggests that the viewing tower could achieve 500,000 visits per year by greater investment in marketing, on-going development of the visitor experience and delivering a strategy and campaigns aligned with attractions industry best practice.

Market research<sup>13</sup> suggests that Brighton i360 appeals to a broad demographic, with most visitors being drawn from London and the South East. Visitors are more likely to be from higher socio-economic groups and older people, and less likely to be from lower socio-economic groups and to be families with younger children. This may reflect the relatively high Experience Value that is a common feature of viewing attractions.

The Economic Impact of Tourism on Brighton & Hove (2017) shows that the profile of all visitors to the city is made up of

86% day visitors and 14% staying visitors. Brighton i360’s own survey suggests that 54% are day visitors and 46% of visitors to the attraction are overnight visitors<sup>14</sup>. Whilst this differs from the proportions in the Economic Impact Study, it is supported by a survey<sup>15</sup> of visitors to the Royal Pavilion, which showed it received a similar proportion of staying visitors to the Brighton i360. This suggests that visitors to paid attractions are more likely to be staying in the city.

A performance review<sup>16</sup> of Brighton i360 conducted by Visit England found the overall experience to be ‘very good, with the arrival experience assessed as “exemplary”’. Visitor satisfaction and enjoyment rates have also been rated very high in market research<sup>17</sup>, with a Net Promoter Score of 62.

The views of Brighton & Hove and the south coast and the “amazing, awe-inspiring experience” are most commonly cited as its main attractions. The attraction rates very well on both Google with 4.4 star rating (nearly 8,000 reviews) and 4.0 on TripAdvisor, including a Trip Advisor Certificate of Excellence, with 81% of reviews rating the attraction as either ‘excellent’ or ‘very good’.

<sup>11</sup>British Airways i360, Brighton Report, LDP (2019)

<sup>12</sup>British Airways i360, Brighton Report, LDP (2019)

<sup>13</sup>ibid

<sup>14</sup>Visitor Experience Tracker Interim Report; DJS Research (2019)

<sup>15</sup>Brighton Cultural Quarter Venue Visitor & Economic Impact Study, TSE Research for Brighton & Hove City Council (2012)

<sup>16</sup>British Airways i360 Attraction Visitor Report; Visit England Assessment Services; 2019

<sup>17</sup>ibid

## NATIONAL AND GLOBAL REACH

Brighton i360 has been featured on all major UK national broadcast channels including BBC's The One Show, Location, Location, Location on Channel 4, Sky News, BBC Children in Need, ITV and Channel 5. It has also had coverage in all major national newspaper in print and on-line, including in The Times, The Daily Mail, the Guardian, The Telegraph, The Sun, The Scottish Sun and The Mirror.

Brighton i360 has a strong on-line media profile. It has over **11,400 Instagram followers**, over **30,000 Facebook 'likes'** and over **11,500 followers on Twitter**. A significant database of more than **50,000 subscribers** and resident members are communicated to on a weekly basis by the attraction.

Brighton i360 is a member of key trade associations, including UK Inbound, Coach Tourism Association and the Association of Group Travel Agents. Brighton i360 is helping to promote the city's visitor economy by building partnerships with trade wholesalers, such as Hospitality Line, Booking.com and Trip Advisor; group travel organisers, such as PG Trips; and Language Schools, such as Education First. Staff also promote Brighton & Hove when they attend travel trade exhibitions, such as the Group Leisure Travel Show and the Excursions Show.

Brighton i360 has also penetrated the international tourism market. Over **30,000 international tourists** have visited the Brighton i360 through an organised trade group visit and there has been a strong interest from language schools, who have brought visitors from France, Italy, Germany, Spain and China.

The viewing tower and the city are promoted at major international travel shows, including at the World Travel Market in 2015 - 2018; and through partnerships with Tourism South East, Visit Brighton and Visit England. These include joint campaigns in France, Belgium, Holland, Germany, Scandinavia, the USA and China.

The attraction has received international press coverage in most European countries, China, India, Thailand, Australia, USA, Canada, Russia and many other countries around the world. Its total PR reach, nationally and internationally, has been estimated at around **2.5 billion** since August 2016.



# ECONOMIC IMPACT AND CONTRIBUTION TO THE CITY

## MAKING A MAJOR CONTRIBUTION TO THE CITY'S ECONOMY

"Brighton i360 has contributed nearly £90m to the Brighton & Hove economy since it opened three years ago and hundreds of jobs in the city have been created as a result of its operations. It has made a significant contribution to the city's economy".

**Gavin Stewart**

Executive Director

Brighton & Hove Economic Partnership

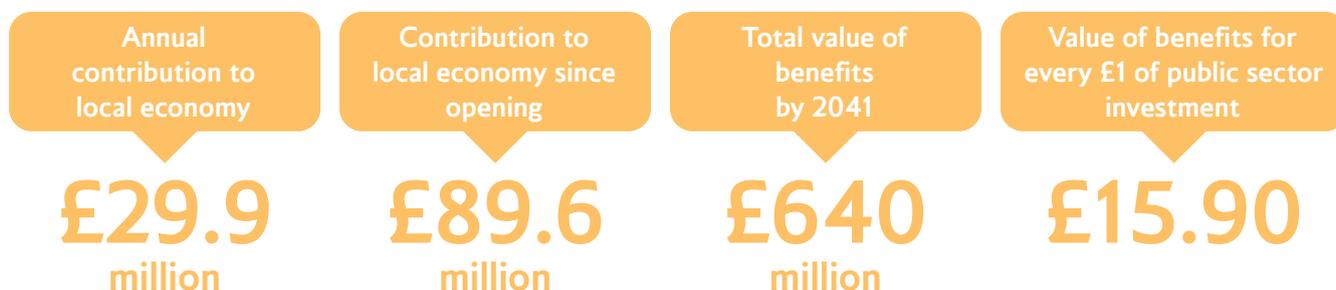
In the three years since its opening, Brighton i360 has already made a significant contribution to Brighton & Hove, in economic, social and educational terms, as well as becoming a key feature of the city's cultural life and seafront.

As well as direct economic and employment impacts, it supports additional economic activity throughout the city's economy indirectly through purchasing of goods and services within Brighton & Hove and local spending by its employees.

The most significant contribution that Brighton i360 makes to the city's economy is attributable visitor spending. The viewing tower is now established as the city's most popular paid for visitor attraction and it has added significantly to the range and quality of the city's offer as a visitor destination.

Brighton i360 and Sodexo, which runs the West Beach Bar & Kitchen, also make significant contributions to HM Treasury through tax, National Insurance and VAT contributions.

By 2041, when the £4.0 million LEP loan and the £36.2 million Public Works Loan Board (PWL) loan are scheduled to be repaid, Brighton i360 will have contributed £640 million to the city's economy in Net Present terms. This represents a return of £15.90 for every £1.00 of public sector money invested.



## CONSTRUCTION PHASE

Brighton i360 was built over a two-year period between 2014 and 2016 with a capital cost of nearly £50 million. It involved over 100 separate contracts and provided the equivalent of 83 full-time equivalent long-term jobs.

Much of Brighton i360 was constructed offsite. Dutch steelwork specialist Hollandia prefabricated the cylindrical steel sections of the tower – known as cans – in their workshops in the Netherlands. Each can weighs between 45 and 85 tonnes. It took 180,000 hours of labour to make them. The 94 tonne glass passenger pod was designed and built by French cable car specialists Poma who also built the London Eye capsules.

Whilst the cylinders for the tower and the viewing pod were constructed in Holland and France, the on-site construction phase included site excavation, with engineers digging deep foundations going more than 20 metres into the ground. Before any work below ground could start, a 120m length of new sewer had to be built to re-route Brighton's main sewer. As well as these diversions, the construction phase also involved levelling, laying electrical cables, constructing concrete piles and, when they arrived from overseas, the cylinders were welded together and the tower and the pod were assembled.

<sup>18</sup> Based on the number of workers required over one year to deliver £1m of capital investment in Calculating Cost per Job Best Practice Note; Homes & Communities Agency (now Homes England); 2015. This figure has then been divided by ten to provide a broad estimate of long-term jobs.





## OPERATIONAL PHASE

The economic contribution that Brighton i360 makes to the city's economy is made up of the following components:

- Direct Impacts - the amount generated by Brighton i360 and Sodexo through ticket sales and other sources of revenue.
- Indirect Impacts – the amount generated through purchases of goods and services locally by Brighton i360 and Sodexo.
- Induced Impacts – the amount generated through local purchasing by staff employed at Brighton i360 and at the West Beach Bar & Kitchen.
- Public Sector Impacts – payments in PAYE, National Insurance, VAT, Business Rates and for other licences and registrations.
- Tourism Impacts – the amount of additional spending by tourists, whose main reason for visiting Brighton & Hove was Brighton i360.
- Local Multipliers – the additional indirect and induced spending resulting from the direct additional visitor spending generated by visitors to the city for whom the main reason for visiting is Brighton i360.

### DIRECT IMPACTS

Since its opening in August 2016 over 1.1 million visitors have taken flights on Brighton i360. This is an average of around 371,000 per year. This has resulted in a total gross direct income of £18.6 million and an annual average of £6.2 million.

In addition to this, Sodexo, which operates the West Beach Bar & Kitchen, has welcomed 132,000 visitors in 2019 alone, contributing £1.8 million in direct revenue over the past 12 months and an estimated £5.3 million over the three year period.

#### Annual Average Gross Direct Impact



Ticket sales account for an average of £3.7 million per year of Brighton i360's annual income [net of VAT]. Based on an annual average of 371,000 visitors, this works out at an average yield of £9.84 [net of VAT] per visitor which is made up of adult tickets, half price child tickets, half price resident tickets, travel trade commissionable tickets, special offer tickets and complimentary tickets.

A proportion of the income that is received by Brighton i360 and by Sodexo will be income that would have been spent elsewhere in the city had it not been spent at the viewing tower.

A 28% displacement rate has, therefore, been applied to the ticket sales, retail sales and West Beach Bar & Kitchen. This is

based on the proportion of visitors to Brighton i360 who are Brighton & Hove residents (28%). A 50% displacement factor for room hire and private events income received by Sodexo has been applied.

By applying these displacement adjustments, the total net direct income at Brighton i360 and West Beach Bar & Kitchen combined is estimated to be £16.7 million with an annual average of £5.6 million.

After allowing for displacement, annual ticket sales have a net direct impact of £2.6m, retail sales, sponsorship and concessions £1.6 million each, room hire £0.2 million and Sodexo's net direct impact is estimated at £1.1 million per year.

#### Annual Average Net Direct Impact



<sup>19</sup> Note: Figures do not sum due to rounding

## INDIRECT AND INDUCED IMPACTS

### INDIRECT IMPACTS

Indirect impacts come from spending within the Brighton & Hove economy that is generated by Brighton i360 and Sodexo's spending on goods and services in the local economy.

Brighton i360 has spent £2.2 million on goods and services within Brighton & Hove since it started operating in August 2016. This works out at an average of £0.73 million per year.

Supplying the West Beach Bar & Kitchen also involves contracting with local businesses. In 2019, Sodexo purchased £830,400 worth of goods and services with 17% of this coming from Brighton & Hove suppliers. This amounts to £141,000.

Based on the same level of purchases for the previous two years, the indirect impact of Sodexo's supply chain expenditure on the Brighton & Hove over a three year period is £423,500. Although this is quite modest, 92% of spending by Sodexo on goods and services was with suppliers in Sussex, so the indirect benefits to the Greater Brighton region are more significant.

### INDUCED IMPACTS

Induced impacts are the result of spending in the local economy by staff employed at Brighton i360 and the West Beach Bar & Kitchen.

Brighton i360 directly employs 77 staff and has a gross salary bill of £1.5 million. This equates to £19,975 per employee. Sodexo employs a further 55 staff and has an annual salary bill of £0.8 million. This equates to £14,909 per employee.

The PAYE tax and employer and employee National Insurance contributions have been removed from the gross salary bill. This produces an estimate of disposable incomes for both Sodexo and Brighton i360 employees<sup>20</sup>. This is the amount that could be spent within the Brighton & Hove economy. However, much of people's net income flows out of the local economy.

A 50% leakage factor has, therefore, been applied. Based on these assumptions, employee spending in the Brighton & Hove economy amounts to £0.7 million per year and around £2.1 million since the Brighton i360 started operating.

### Annual Average Indirect and Induced Impact



The total indirect and induced impacts of the Brighton i360 and the West Beach Bar & Kitchen is £1.6 million, with indirect impacts accounting for £0.9 million and induced impacts accounting for an estimated £0.7 million.



<sup>20</sup> The induced impacts have only been applied to the net additional jobs, taking into account displacement.

## PUBLIC SECTOR IMPACTS

Brighton i360 Ltd and Sodexo and their employees make around £1.2m worth of contributions to the public sector each year, in the form of PAYE taxes, national insurance, contributions, VAT and business rate payments. These are contributions to national government, apart from around half the business rates, that do not benefit the city directly.

### Annual Average Public Sector Impact



Since its opening Brighton i360 and its employees have contributed £3.6 million to HM Treasury in the form of taxes and other payments – enough to pay the average salaries of nearly fifty nurses for three years<sup>22</sup>.

Almost all of the public sector payments benefit the national economy, rather than Brighton & Hove directly. We have assumed that the only local impacts are 50% of the business rate contributions, which equates to around £150,000 per year or £450,000 over the three year period.

<sup>21</sup> Note: Figures do not sum due to rounding

<sup>22</sup> Based on Annual Average Salary of £24,700:[https://www.payscale.com/research/UK/Job=Registered\\_Nurse\\_\(RN\)/Salary](https://www.payscale.com/research/UK/Job=Registered_Nurse_(RN)/Salary)

## A THRIVING VISITOR ECONOMY

"We welcome the opportunity to work with tourism partners in the City such as Brighton i360. Through promoting and packaging a whole visit experience to the City, whether this be to the group and travel trade market or for individuals we are more likely to benefit from increased prominence of Brighton as a visitor destination. Our joint Explorer Pass developed with Brighton i360 and Sea Life and launched in December 2018, is just one example of how our teams have worked together to promote the City as a whole whilst boosting footfall and income for the individual attractions".

**Janita Bagshawe**

Head of Royal Pavilion and Museums

## TOURISM IMPACTS

The most significant impact that Brighton i360 has made to the Brighton & Hove economy is its additional contribution to the visitor economy. Brighton & Hove welcomes nearly 11 million visitors each year and they spend a total of £837 million. Day visitors spend, on average £35.52 per visit and staying visitors spend, on average, £353.02 per visit.

According to the 2017 Brighton & Hove Visitor Survey, Brighton i360 was the main "trigger" for visits to Brighton & Hove for 1% of all visitors. This means that, on average, Brighton i360 is the main driver for 108,910 visitors to the city each year, equivalent to 29% of visitors to Brighton i360.

Customer research<sup>23</sup> for Brighton i360 suggests that 54% are day visitors and 46% of all visitors to the attraction are staying visitors. This means that 58,800 day visitors and 50,100 staying visitors come to the city each year specifically because of Brighton i360. Visitors to the viewing tower are much more likely to be staying visitors than visitors to the city in general, but this is also the case for visitors to the Royal Pavilion.<sup>24</sup>

### Annual Average Attributable Tourism Spend Impact



Attributable gross annual income from day visitors is £2.1 million and attributable gross annual income from staying visitors is £17.7 million. However, a proportion of this has already been accounted for by the direct spending at Brighton i360 and the West Beach Bar & Kitchen. This is estimated at £1.7 million of day visitors spending and £1.5 million of staying visitors' spending. This means that the attributable additional tourism spending in the city is £16.6 million annually.

## LOCAL MULTIPLIERS

Attributable spending by visitors to the Brighton i360 in other parts of the economy results in further spending on goods and services and by employees working in organisations where tourists spend. The Economic Impact of Tourism of Brighton & Hove (2017) found that the £837 million of direct spending by visitors to Brighton & Hove resulted in a total impact of £1.14 billion once indirect and induced impacts had been taken into account.

This represents a multiplier of 1.36, which applied to the Brighton i360 attributable tourism expenditure equates to an annual additional impact of £6.0 million and an impact of £18.0 million since opening.

<sup>23</sup> British Airways i360 Visitor Experience Tracker – Interim Report DJS Research 2019 and British Airways i360 Visitor Research 2018

<sup>24</sup> Brighton Cultural Quarter Venue Visitor and Economic Impact Study, TSE Research, 2012

## TOTAL ECONOMIC IMPACTS

Brighton i360 and the West Beach Bar & Kitchen make an annual contribution to the city's economy of £29.9 million per year. This means that since opening it has contributed around £89.6 million to the city's economy – a much greater contribution than the direct income from ticket sales that it has received.

### Total Annual Economic Impacts

**£29.9m**  
Total Economic  
Impact

**£5.6m**  
Net Direct  
Impact

**£1.6m**  
Indirect &  
Induced Impact

**£16.6m**  
Attributable  
Tourism Impacts

**£0.2m**  
Local Public  
Sector Impact

**£6m**  
Tourism Multiplier  
Impact

**£59.39**  
Impact per  
Visitor

When all the factors are taken into account, the average economic impact per visitor is estimated to be £59.39<sup>25</sup>. This is 3.5 times more than the headline ticket price for a flight on Brighton i360.

<sup>25</sup> Note: This includes visitors to the West Beach Bar & Kitchen

## EMPLOYMENT IMPACTS

Brighton i360 and Sodexo make a major contribution to employment in Brighton & Hove. Between them, they provide 132 direct jobs in a number of occupations including finance, retail, marketing, sales, security, hosting, catering and engineering. Once displacement has been taken into account 87 of these are additional to the local economy.

Nearly all the jobs are filled by people who live within Brighton & Hove. In addition to the direct jobs, spending with local suppliers (indirect), spending by employees (induced) and tourism spend supports other jobs in the Brighton & Hove economy.

For induced jobs (employee spend), estimates are based on turnover per job in the retail, accommodation & food service, and arts, leisure and recreation sectors combined (£93,145) - these are produced by the Office for National Statistics.<sup>26</sup> Estimates for Brighton i360 indirect jobs (spending on local goods and services) are based on the turnover per job for each sector in which the spending has occurred<sup>27</sup>. Sodexo indirect jobs (spending on local goods and services) are based on turnover per job for the whole economy (£186,689)<sup>28</sup>.

Estimates for direct and indirect & induced tourism jobs are based on turnover per tourism job (£53,474) in Brighton & Hove calculations in the local tourism sector in the Economic Impact of Tourism in Brighton & Hove<sup>29</sup> (2017) study. Turnover per job for the whole economy (£186,689) has been used to estimate the number of additional jobs supported by contributions to the public sector locally.



### Jobs Supported



Brighton i360 supports 447 jobs in the Brighton & Hove economy. In addition to the 87 net direct jobs, spending by employees and on local goods and supplies supports a further 9 indirect jobs, spending by Sodexo and Brighton i360 employees supports a further 7 induced jobs and business rate contributions support one additional public sector job.

The main employment impact that Brighton i360 has is on tourism jobs that are the result of attributable additional expenditure in other parts of the local economy. This supports 311 direct tourism jobs and a further 32 indirect and induced jobs in the city's economy.

<sup>26</sup> Analysis showing the count, employment and turnover of VAT and/or PAYE based enterprises in the UK for SIC 2007 broad category, Office for National Statistics (2019)

<sup>27</sup> ibid

<sup>28</sup> ibid

<sup>29</sup> Economic Impact of Tourism in Brighton & Hove, TSE Research (2017)



## RETURN ON INVESTMENT

Brighton i360 and Sodexo are delivering significant return on the public sector investment that was secured through the Public Works Loan Board (PWLB) and the Coast to Capital Local Enterprise Partnership (LEP) to fund the project. The PWLB investment was £36.2 million and the LEP loan was £4.0 million. Brighton i360 could expect to deliver a return on investment of £640 million in Net Present terms by 2041, when the full PWLB loan is scheduled to be repaid. This represents an economic value of £15.90 for every £1.00 of public sector investment.

*Economic Value – Return on Investment by 2041*

Net Present Benefit

**£640**  
million

Public Sector Investment

**£40.2**  
million

Value per £1 of Public Sector Investment

**£15.90**



# FUTURE GROWTH

Brighton i360 makes a major contribution to the city's priorities of creating a fair, sustainable, open, talented and growing city and it contributes significantly to the city and region's reputation for risk, innovation, creativity and distinctiveness.

An independent report for Brighton i360 by Leisure Development Partners (LDP)<sup>30</sup>, a leisure and entertainment real estate consultancy, suggests that the viewing tower could achieve 500,000 visits per year by 2023/24. Brighton i360 has performed ahead of the LDP key performance indicators for 2018/9.

Visitor numbers were +12% ahead of LDP's forecast for the financial year. Actual operating costs as a percentage of revenue were lower than LDP's expectation, at 65.2% versus 68%. LDP recommended an industry benchmark ratio of marketing spend to revenue of between 8 – 10%. Brighton i360 has significantly increased marketing spend to now be 9% of revenue.

Brighton i360 performance in 2019 clearly indicates that it is delivering the right strategy. It demonstrates that strong growth is achievable and it should continue to grow as the key elements of the new marketing strategy take effect.

Brighton i360 will continue to work closely with partners, including Visit Brighton, the Tourism Alliance, the City Council and its partners to ensure that Brighton i360 remains a key part of Brighton & Hove's economic, cultural and social identity in the future.



<sup>30</sup> British Airways i360, Brighton Report, LDP (2019)





**BRITISH AIRWAYS**  
 i360 Viewing Tower  
 Brighton's best views



Photos by Ben Harvey, Brighton Pictures, Kevin Meredith  
 JC Decaux, Sussex Sports Photography and Visual Air

Design by **sublime** [wearesublime.com](http://wearesublime.com)

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