

COVID-19 Recovery Plan

Greater Brighton Economic Board

DRAFT – Recommendations and Actions



GBEB's current levers and mandate

The Greater Brighton Economic Board (GBEB) is a formal partnership constituted in 2014 by the Greater Brighton City Deal with membership drawn from local authority elected representatives and officials, universities, economic partnerships and industry. GBEB is a non-statutory board with the following levers:

- A. Convening powers to create, coordinate and secure opportunities for the region
- B. Direct dialogue with the region's innovators and technology platform providers
- C. Leveraging the region's cross-party political power with unified messaging
- D. Coordinating local authority programmes and use of directly owned assets to maximise collective impact

A review of past action plans and strategies drafted by GBEB was undertaken to identify current and common economic development themes, past initiatives and activities to develop a multi-year action plan for GBEB. The action plan has been shaped under the umbrella of a framework to prioritise collective economic development priorities over the short-term (during the post-COVID era) and guide the path for future growth.

The Framework

Long-term strategic outcome (2031)

Greater Brighton is prosperous and net zero with opportunities that deliver a better standard of living for everyone.

Five-year objectives (2021-2026)

Resilient	Talented	Creative	Connected	International
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Progress Indicators (reported annually)

<ul style="list-style-type: none"> • Vol carbon emitted • Vol carbon absorbed • Net position 	<ul style="list-style-type: none"> • # new skilled residents • # trained by specialism • # new jobs 	<ul style="list-style-type: none"> • Revenue growth • # of listed companies • # of events/production 	<ul style="list-style-type: none"> • Avg fibre speed • # of EV points • Avg train speeds • # of 5G users 	<ul style="list-style-type: none"> • Visitor spend • Global livability index • # new global business HQs
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Actions to be led by GBEB 2021/22

Set up Decarbonisation Investment Fund	Post furlough LM action plan	Undertake spatial office space review	Coordinate 5G test-bed campaign	Establish dedicated corporate relocation service
Launch GB Climate Change 5 consumer initiatives	Establish GB Digital Talent Board	Coordinate Expo 23 campaign	Regional spatial plan for EV infrastructure	Restore international tourism

Long-term strategic outcome (2031)

The definitions incorporated in the long-term strategic outcome are as follows:

Greater Brighton is **prosperous** and **net zero** with **opportunities** that deliver a better **standard of living** for **everyone**.

Prosperous:	higher GVA per capita than other UK regions and/or a higher fiscal contribution
Net Zero:	reduction of regional CO ² emissions and increase in CO ² absorption to parity
Opportunities:	jobs, training, investment capital and customers
Standard of Living:	income inequality, air quality, access to nature, nutrients and food, medical and social care
Everyone:	children, elderly, students, adults, employed, unemployed and those with specific needs

Five-year objectives (2021-2026)

The proposed five-year objectives are as follows:

Resilient	Talented	Creative	Connected	International
Establishing Greater Brighton as the most net zero-forward region in the UK measured through reduction in CO2 emissions	Creation of quality jobs and skills development, particularly in new economy and technology opportunities linked to the region	Number of native creative and digital businesses scaled-up and excelling in national and global markets.	The most connected region for people (physical movement), ideas (networks) and information (FTTP + 5G).	Greater Brighton a recognised brand for sustainably focused, creative innovation.

Progress Indicators

Each five-year objective should be backed up by a plan for measurement and monitoring using 2021 as the baseline. Suggestions for potential measures for each are set out below:

Resilient	Talented	Creative	Connected	International
<ul style="list-style-type: none">• Vol carbon emitted• Vol carbon absorbed• Net position	<ul style="list-style-type: none">• # new skilled residents• # trained by specialism• # new jobs	<ul style="list-style-type: none">• Revenue growth• # of listed companies• # of events/production	<ul style="list-style-type: none">• Avg fibre speed• # of EV points• Avg train speeds• # of 5G users	<ul style="list-style-type: none">• Visitor spend• Global livability index• # new global business HQs



- Create a GBEB Progress Dashboard with 2021 as baseline.
- Report annually against long-term outcome and five-year objectives
- Provides measure of progress, holds Board to account and can be used as evidence with government and regional positioning

Actions to be led by GBEB in 2021/22

Proposed GBEB actions for 2021/22:

Resilient	Talented	Creative	Connected	International
Set up Decarbonisation Investment Fund (DIF)	Post furlough LM action plan	Undertake spatial office space review	Coordinate 5G test-bed campaign	Establish dedicated corporate relocation service
Launch GB Climate Change 5 consumer initiatives	Establish GB Digital Talent Board	Coordinate Expo 23 campaign	Regional spatial plan for EV infrastructure	Establish Inward Investment R&D desk

Proposed actions have been included in the framework only if the action:

- Would benefit from cross-regional coordination/oversight
- Isn't already being carried out by local authorities or C2C
- Can be delivered using GBEB's existing powers and levers
- Is directly linked to the ten-year outcome and five-year objectives

The pool of actions has been limited to ten to ensure focus and maximise the chance of successful delivery.

Resilient Actions 2021/22

Five-Year Objective	GBEB Actions 2021/22	Description	Aim
Resilient	R1: Set up Decarbonisation Investment Fund	GBEB to establish an outline design for a regional Decarbonisation Investment Fund. The Fund would be run by a third party (e.g. Triodos Bank) and would obtain low-rate finance from the UK Infrastructure Bank to make security-backed loans to businesses, industry and transport providers to enable decarbonisation capital programmes.	To establish a high-profile Fund to signal the region's commitment to decarbonisation while providing a practical instrument that helps existing businesses and industries take practical action.
Resilient	R2: Launch GB Climate Change 5	There are a range of climate change initiatives such as One Planet Plate, an initiative aimed at encouraging restaurants to create dishes with minimal carbon footprint. GBEB to short-list initiatives to cover major areas of the consumer economy (e.g. retail, food and drink, supermarkets, hotels) and adopt and champion 5 initiatives as part of the GB Climate Change 5.	To provide Greater Brighton businesses and consumers with options aligned to the region's net zero aims. It also helps to establish Greater Brighton as the most net-zero forward region as a means of attracting like-minded businesses, students and residents.

Talented Actions 2021/22

Five-Year Objective	GBEB Actions 2021/22	Description	Aim
Talented	T1: Post-furlough LM action plan	GBEB to establish a short-term Labour Market (LM) group to track changes in payroll and claimant counts across the areas of the region (both drops and increases). The aim is to quickly pick up the places where the closure of the CJRS scheme is leading to redundancies and coordinate regional agencies including Jobcentre Plus and support national campaign including Kickstart. Alongside that, business creation and pockets of unfilled vacancies will be monitored spatially.	To quickly diagnose unemployment hot-spots - with particular concern around Crawley – and coordinate regional action to maximise the chances of people transferring to growing sectors. To identify locations with high volumes of new business registrations and unfilled vacancies.
Talented	T2: Establish GB Digital Talent Board	GBEB to establish a Digital Talent Board, which will complement C2C's Skills Advisory Panel (SAP). Whereas the SAP is focused on regional skills, the Digital Talent Board will draw membership from advanced technology firms and research departments (e.g. Sussex Centre for Quantum Technologies and Future Networks).	The aim of the Board is to establish a detailed picture of the advanced capabilities already available in the region to draw talent and new businesses and to share ways to improve the region to draw-in targeted talent pools.

Creative Actions 2021/22

Five-Year Objective	GBEB Actions 2021/22	Description	Aim
Creative	Cr1: Undertake spatial office space + creative space review	GBEB to commission a spatial office and commercial space review on behalf of the region. The nature and use of offices is undergoing a massive change as companies and workers adopt hybrid working practices. The review will assess the availability, location and appropriateness of current office and commercial stock across the region with recommendations for change and will look at measures to create dedicated working space for creative sectors.	To coordinate a regional plan, drawing on directly owned office and commercial assets to establish Greater Brighton as a natural home for regional corporate hubs and workers seeking hybrid working environments who plan to relocate out of cities.
Creative	Cr2: Coordinate Expo 23 campaign	GBEB to establish a region-wide competition and communications to showcase businesses at Expo 23 in Buenos Aires. The theme of Expo 23 is <i>Creative Industries in Digital Convergence</i> . Expo 23 will provide a global stage for Greater Brighton's creative digital businesses to obtain global customers and investment.	To use Expo 23 as a means of creating region-wide focus by creative digital businesses on new international markets and providing a collective deadline to bring new products and prototypes to market.

Connected Actions 2021/22

Five-Year Objective	GBEB Actions 2021/22	Description	Aim
Connected	Co1: Coordinate 5G test-bed campaign	GBEB to work with the Digital Catapult Centre to find ways to increase involvement by businesses in the Brighton 5G testbed. This should include direct involvement by local authority public services (e.g. social care provision) to design and test use-cases that would lead to better outcomes.	To increase participation in the region's 5G test-bed. Awareness of how to participate and what companies could benefit, particularly in the area of local public services is low. Greater participation may lead to break-through innovations, particularly in net zero public services.
Connected	Co2: Regional spatial plan for EV infrastructure	GBEB to commission a region-wide spatial plan for EV infrastructure that includes input by major EV infrastructure companies such as Gridserve. The act of commissioning and publishing the plan will act as a catalyst for investment as many EV infra firms are waiting for firm signalling from regional development agencies.	To establish Greater Brighton's future transport plans as net zero and catalyse the development of a strong and well thought out EV infra to attract like-minded businesses and residents.
Connected	Co3: Hydrogen Sussex	GBEB to work with Hydrogen Sussex to identify regional coordination activities, particularly around local authority run fleets, to accelerate regional adoption of hydrogen.	To support Hydrogen Sussex to achieve its aim of stimulating the development and adoption of alternative fuels.

International Actions 2021/22

Five-Year Objective	GBEB Actions 2021/22	Description	Aim
International	I1: Establish dedicated relocation service	GBEB to coordinate a proactive inward relocation service to target national and global companies seeking hub offices in the UK South East. GBEB will draw on existing services and help commission new ones to provide a seamless service to international and national businesses including providing a list of potential offices meeting their specifications, coordinating visits by corporate decision-makers and providing an overview of city services to relocating staff.	To establish Greater Brighton as the easiest region in the SouthEast to relocate to for businesses considering moving HQs out of expensive London and international businesses looking to establish a UK HQ.
International	I2: Restore international tourism	GBEB to lead the establishment of a new strategic tourism body to coordinate and shape Greater Brighton's international tourism offering by providing a single, consolidated message, comprehensive offer that reflects the region's strengths and maximise marketing power.	To establish Greater Brighton as the most vibrant and attractive UK destination for international tourists outside of London, with high brand awareness and step-change increase in international visitors.



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