

**Coast to  
Capital**



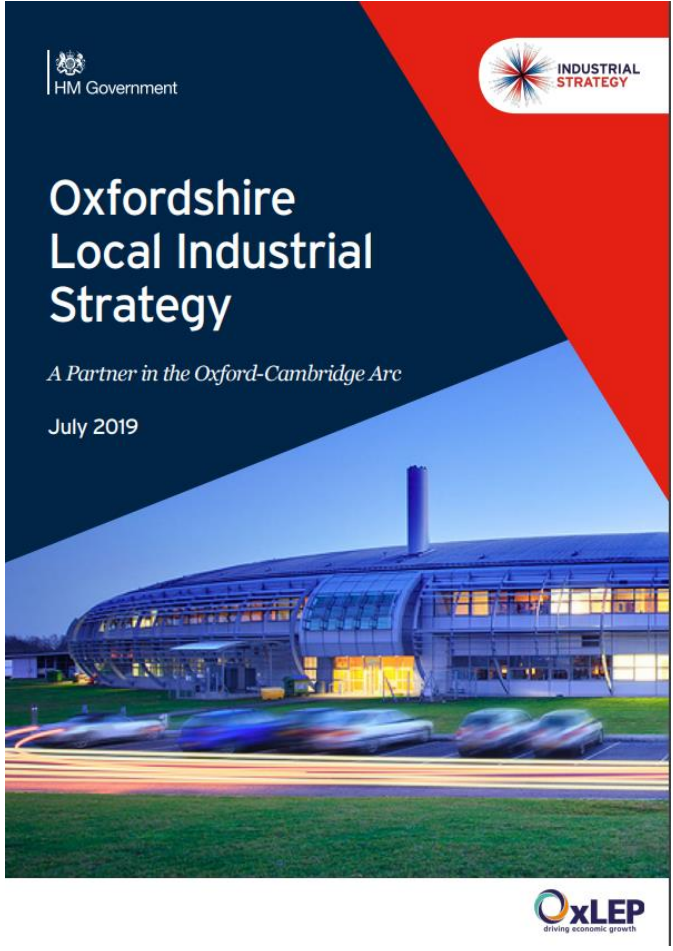
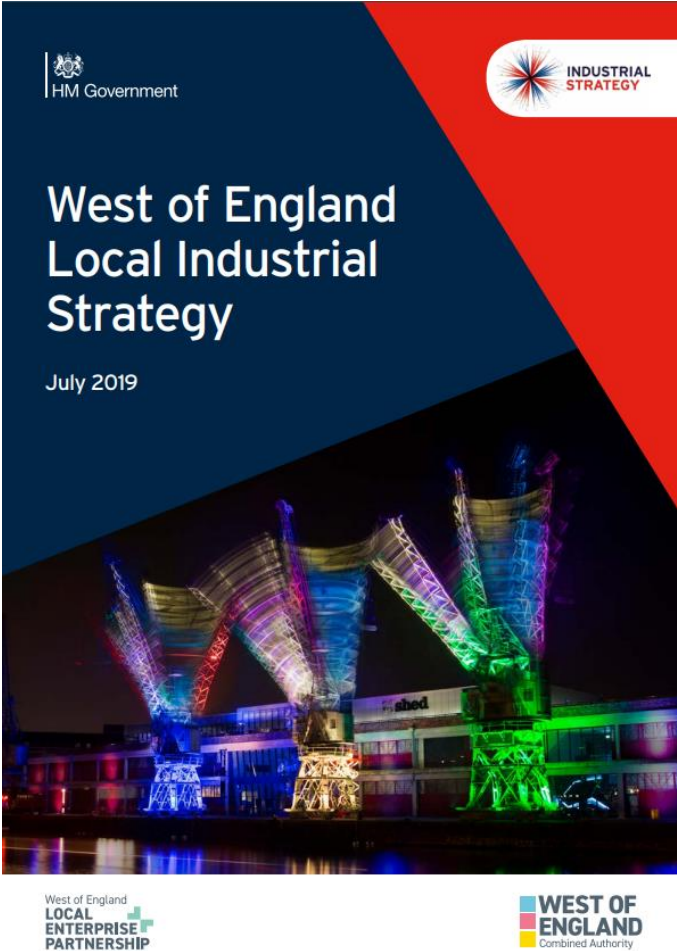
**November  
Big Debate**

**Arora Hotel Gatwick Crawley  
25 November 2019**

# Welcome and Introduction

Jonathan Sharrock,  
Coast to Capital Chief Executive

# What have we learned?



# Consultation overview

**19 September**



**31 October**



# Consultation – respondent profile

83

Total responses



30

were large businesses with  
over 250 staff

Public Bodies

were the most common  
organisation type

# Consultation – profile of responses



**81%**  
agreed with  
conclusions for  
place foundation



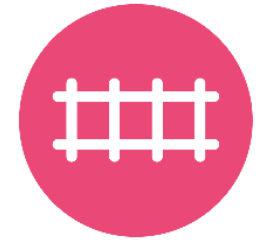
**82%**  
agreed with  
conclusions for  
people foundation



**70%**  
agreed with  
conclusions for  
business environment  
foundation



**75%**  
agreed with  
conclusions for  
ideas foundation



**69%**  
agreed with  
conclusions for  
infrastructure  
foundation

**70%** agreed with the overall conclusions for the **Coast to Capital area**

# Consultation

## Opportunities

Clean growth and tackling climate change is a key theme to focus on within the Local Industrial Strategy

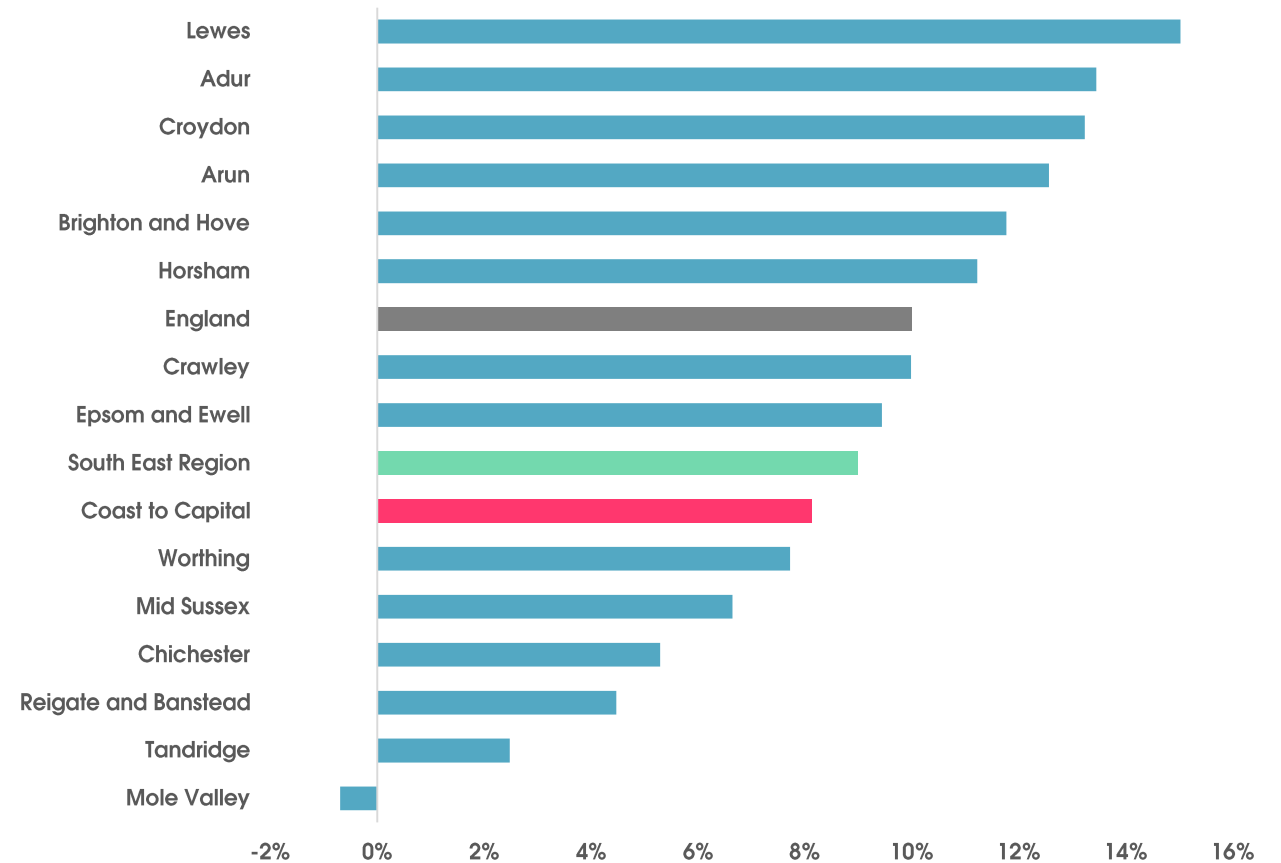
## Interventions

Investment in **transport infrastructure** and **education and skills** were seen as integral to Coast to Capital's future prosperity

# Recent employment growth is behind the national average and the South East

23rd of 38 LEPs  
in terms of the  
last 5 years  
employment  
growth

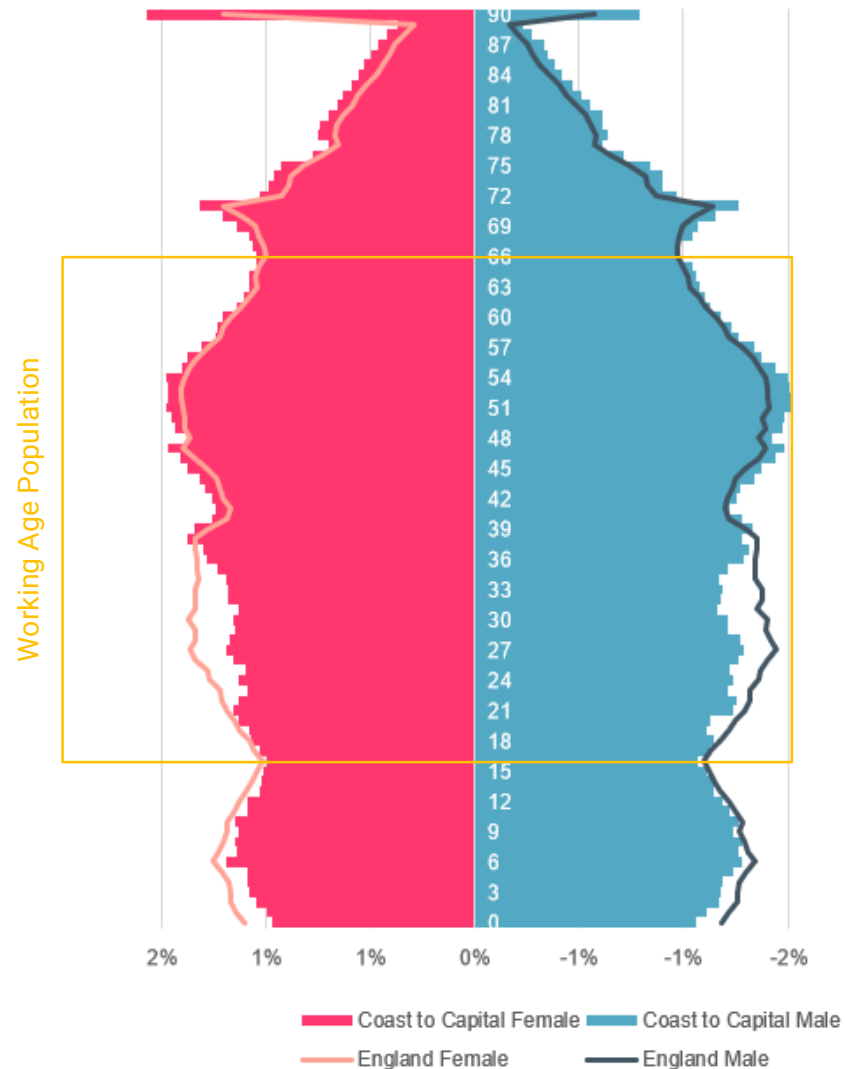
Employment Growth by Local Authority (2012-2017)



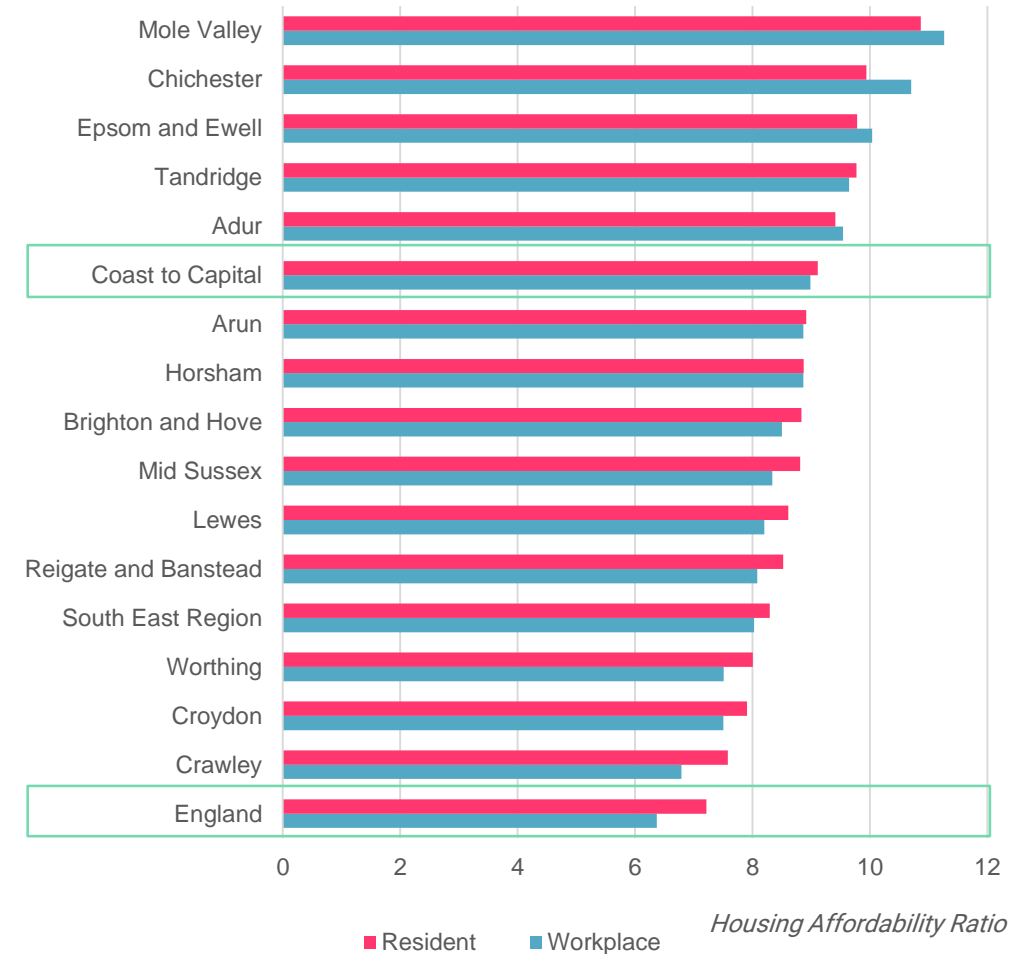


The area has a lower than average proportion of people aged 0-15 and 21-39 and a higher than average retired or retiring population...

Population Pyramid, 2018

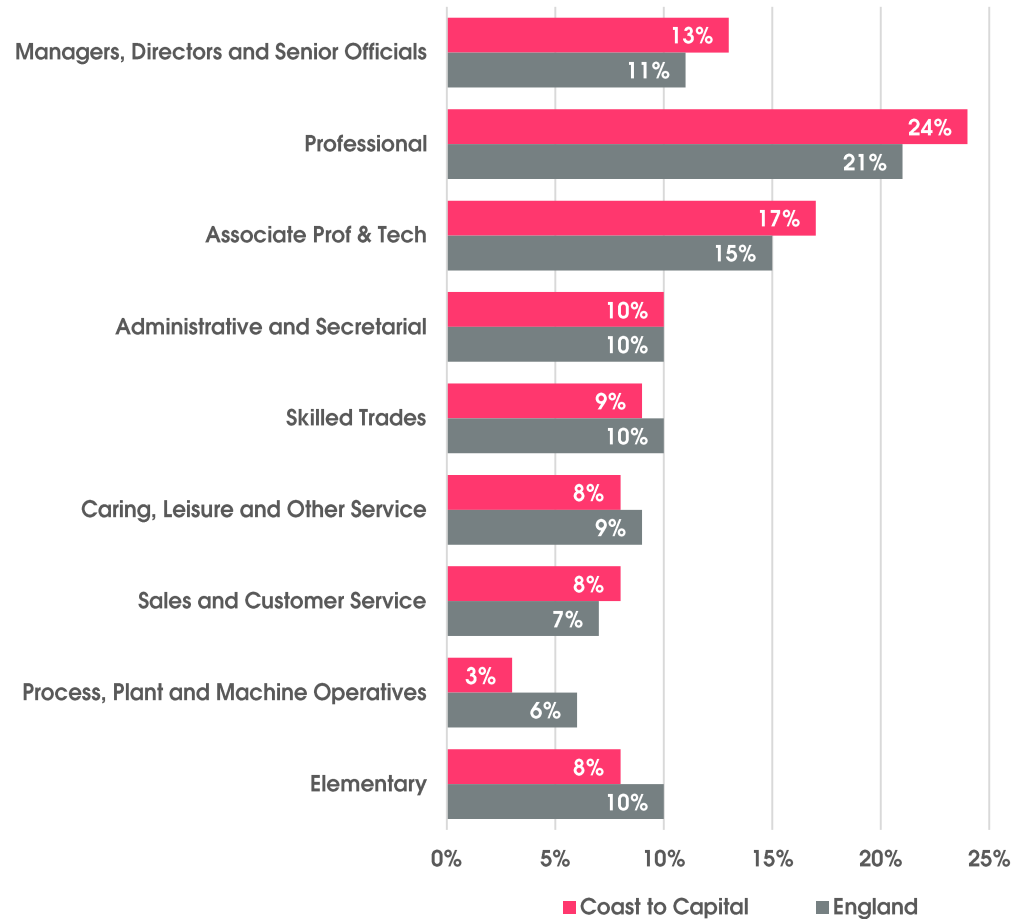


House Price to Annual Salary Ratio for Residents and Workforce, 2018

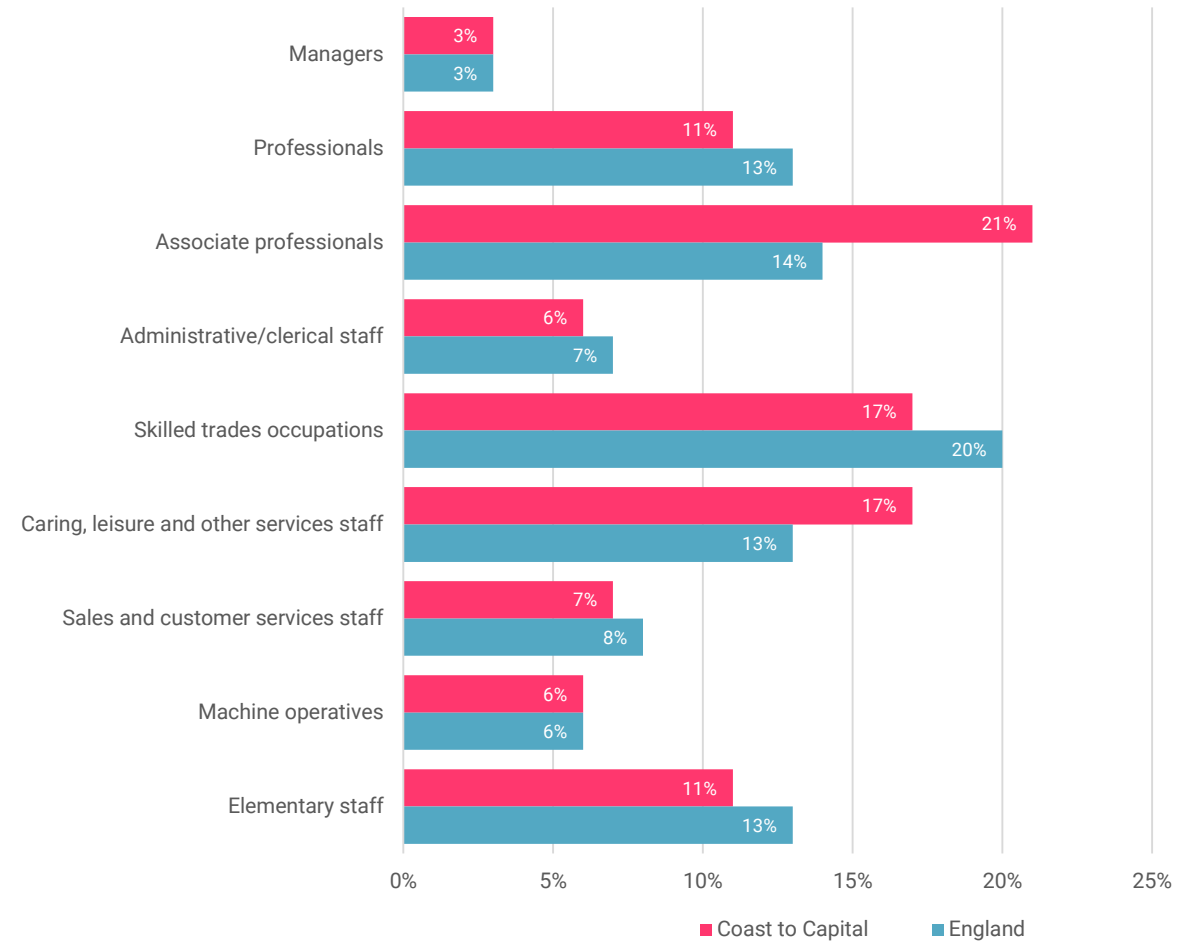


# There has been a decline in mid level occupations such as Administrative and Secretarial and Secretarial and Skilled Trades...

Share of Employment by Occupation in Coast to Capital, 2018

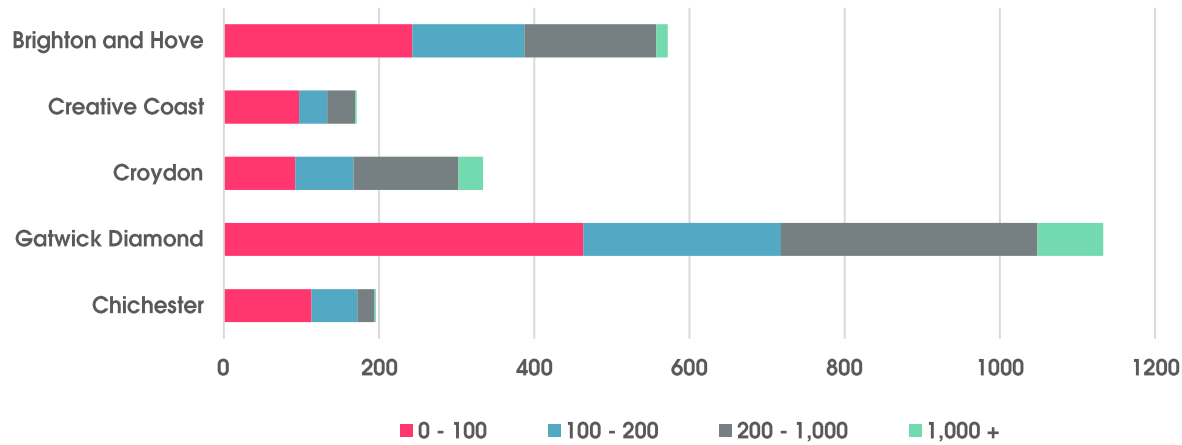


Employer Reported Hard to Fill Vacancies by Occupation, 2017

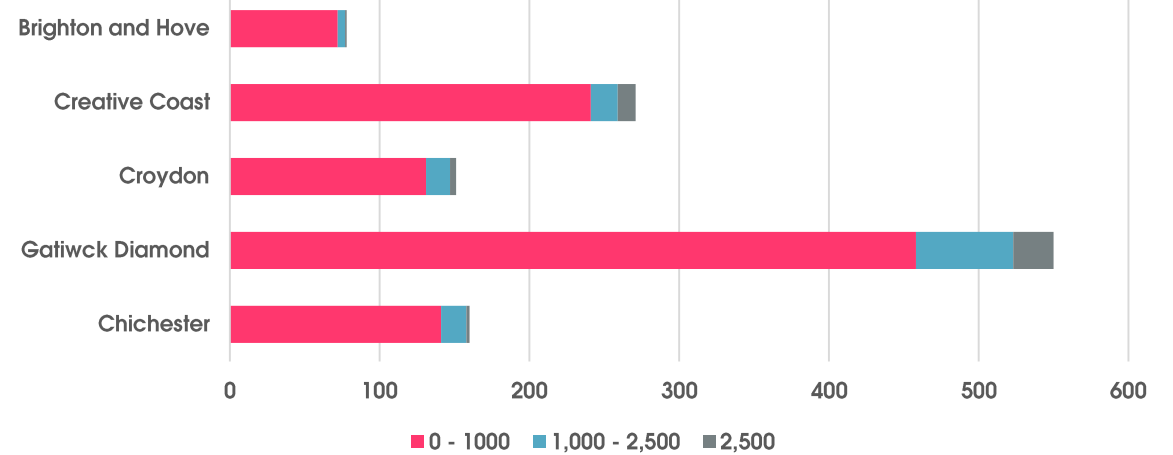


Office take up has been for mid-to-lower quality stock, driven by a lack of higher quality stock across the region. There have been fewer 4-5 star office transactions than in more productive competitor areas...

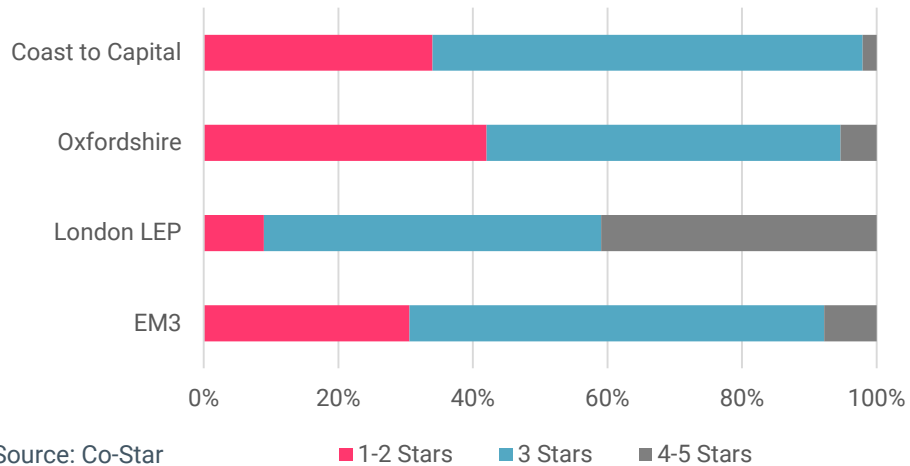
Total Office Lease Deals by Floorspace by Market Area (2013-2018) (sq m)



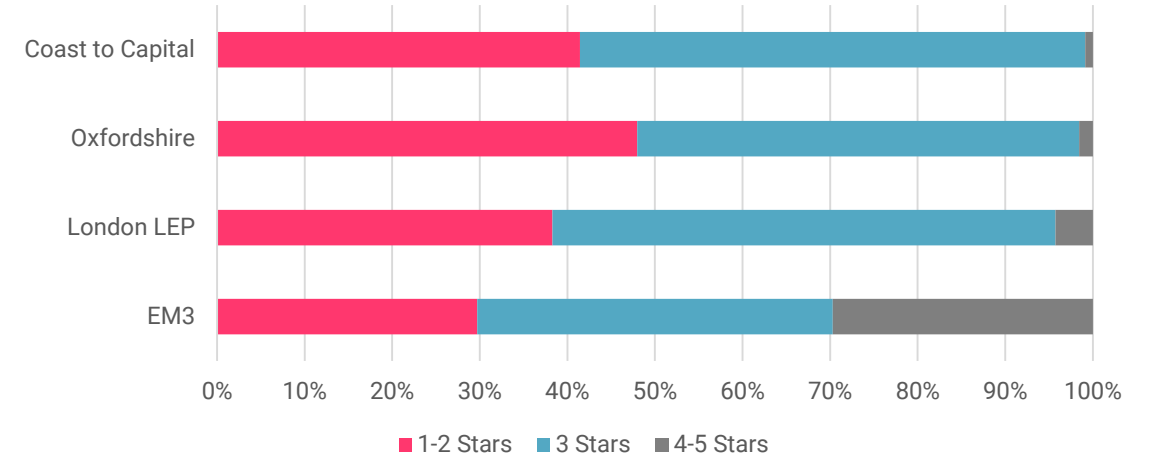
Total Industrial Lease Deals by Floorspace by Market Area (2013-2018) (sq m)



Proportion of Office Lease Deals by Quality (2013-2018) (sq m)

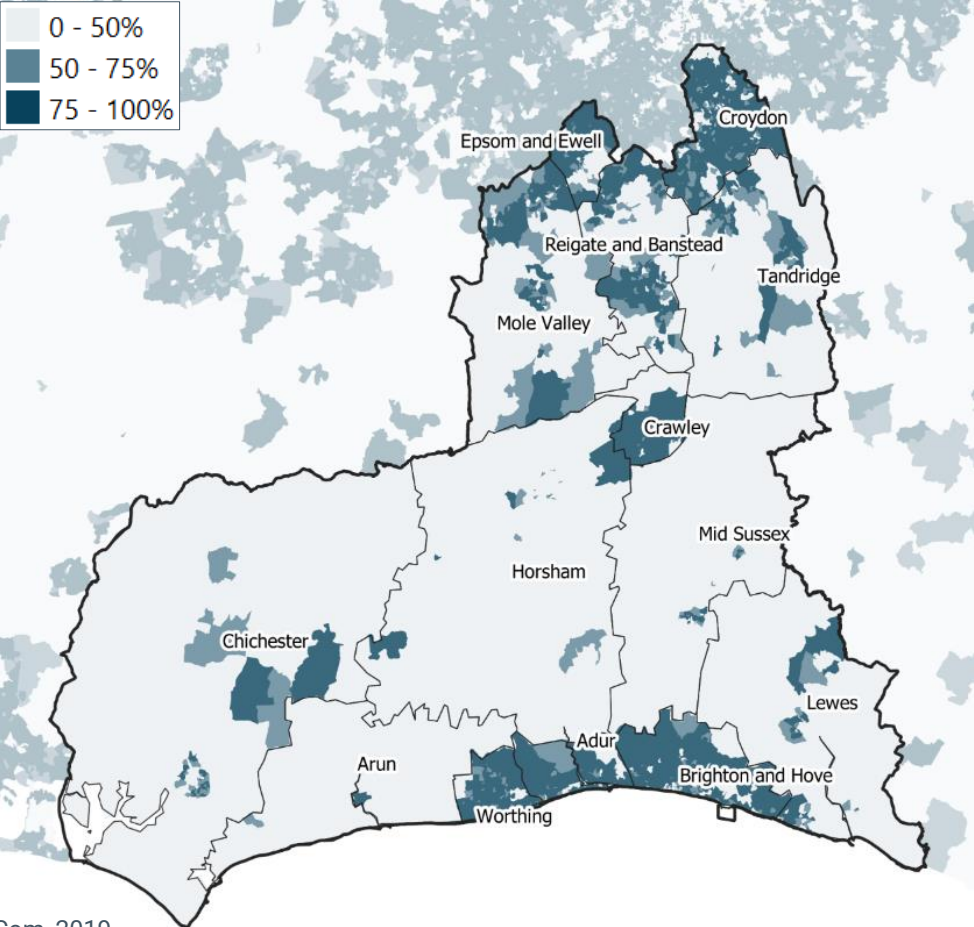


Proportion of Industrial Lease Deals by Quality (2013-2018) (sq m)



# Ultrafast broadband connectivity is strong in urban areas, but weaker in most rural locations. 4G outdoor coverage is comprehensive, but indoor coverage\* is lower than the national average...

Coverage of Ultrafast Fibre Broadband in the Coast to Capital Region (2019)



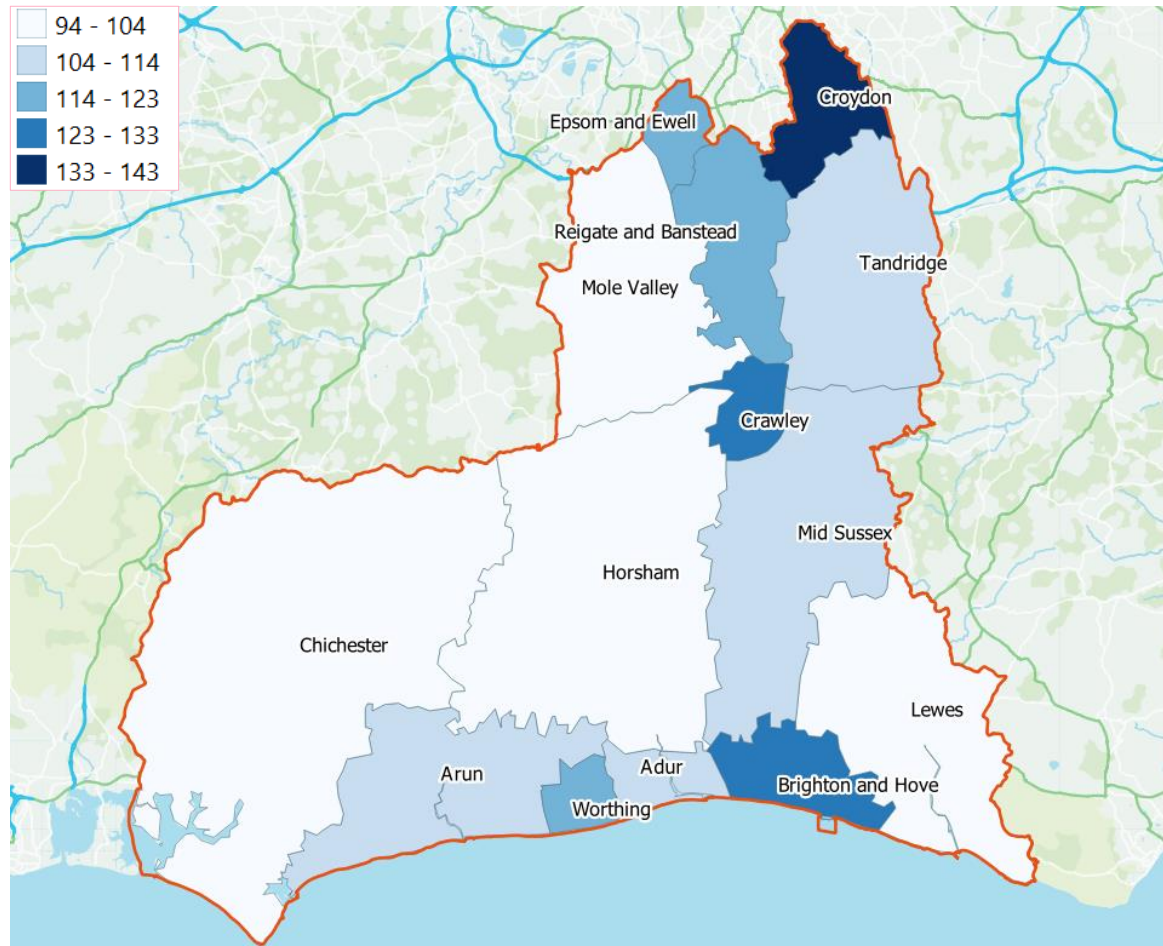
4G Mobile Coverage

	4G Outdoor	4G Indoor
Croydon	100%	95%
Brighton and Hove	100%	91%
Arun	100%	83%
Epsom and Ewell	100%	83%
Crawley	100%	81%
Reigate and Banstead	100%	80%
England	83% **	80%
<b>Coast to Capital</b>	<b>99%</b>	<b>77%</b>
Mid Sussex	98%	77%
Worthing	100%	76%
Horsham	98%	76%
Tandridge	99%	75%
Lewes	99%	73%
Adur	100%	66%
Mole Valley	95%	64%
Chichester	93%	61%

Data Source: OfCom, 2019  
 \* Note: indoor coverage offers a more suitable proxy for mobile coverage than outdoor coverage.  
 \*\*Note: This figure is based on % geographic area covered rather than premises.

# Coast to Capital has low business start-up rates compared to the national average...

Map of Business Start Up Rates by Local Authority (per 1,000 businesses), 2018



Start-up rate (per 1,000 businesses)	
Croydon	143
Brighton & Hove	133
Crawley	132
Reigate and Banstead	121
Epsom and Ewell	119
Worthing	115
Mid Sussex	113
Adur	111
Tandridge	109
Arun	106
Mole Valley	101
Chichester	101
Lewes	98
Horsham	94
Coast to Capital	119
England	132

# There is national quality R&D activity across Coast to Capital, but clear issues are beginning to surface...

## Brighton's Digital Sector

Strengths in...



Gaming



Augmented Reality/Virtual Reality

Creative



E-learning

With growing provision of co-working space



digital tech jobs



University of Brighton

Across Coast to Capital...

## Manor Royal Business Park

Strengths in...

Aerospace

YOUR LONDON AIRPORT  
*Gatwick*



Electromedical Manufacturing

Advanced Engineering



varian

Elekta

THALES

BOEING



Co-Working Spaces

Electric Fuel Cells **CeresPower**



McClaren Engine Manufacturing

Hydrogen fueled Buses

**Brighton & Hove**  
essential travel for our city

With a productive, complex economy and seemingly plenty of R&D going on, the question remains...

## What are the problems?

Recent data & engagement suggests R&D is **not** as prevalent as it appears, with companies facing difficult challenges.

Skills shortage



Minimal University Engagement



Struggling to hire



Lack of Space



Cannot expand

Cost of Land



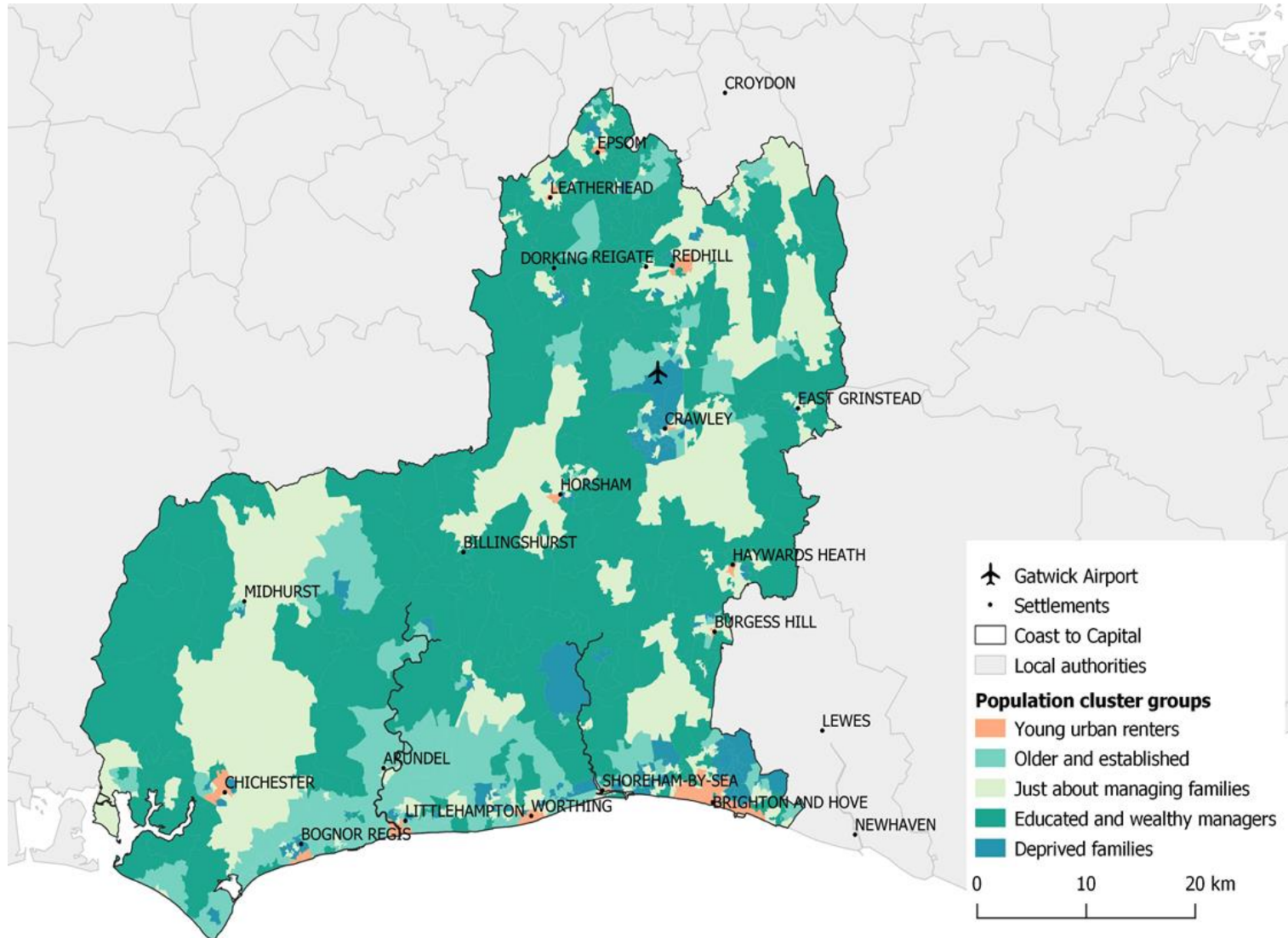
R&D moving elsewhere



Collaborative Innovation across Horticulture & Viticulture



Coast to Capital is a highly complex area to define – it has extremely diverse economies and even more diverse places...

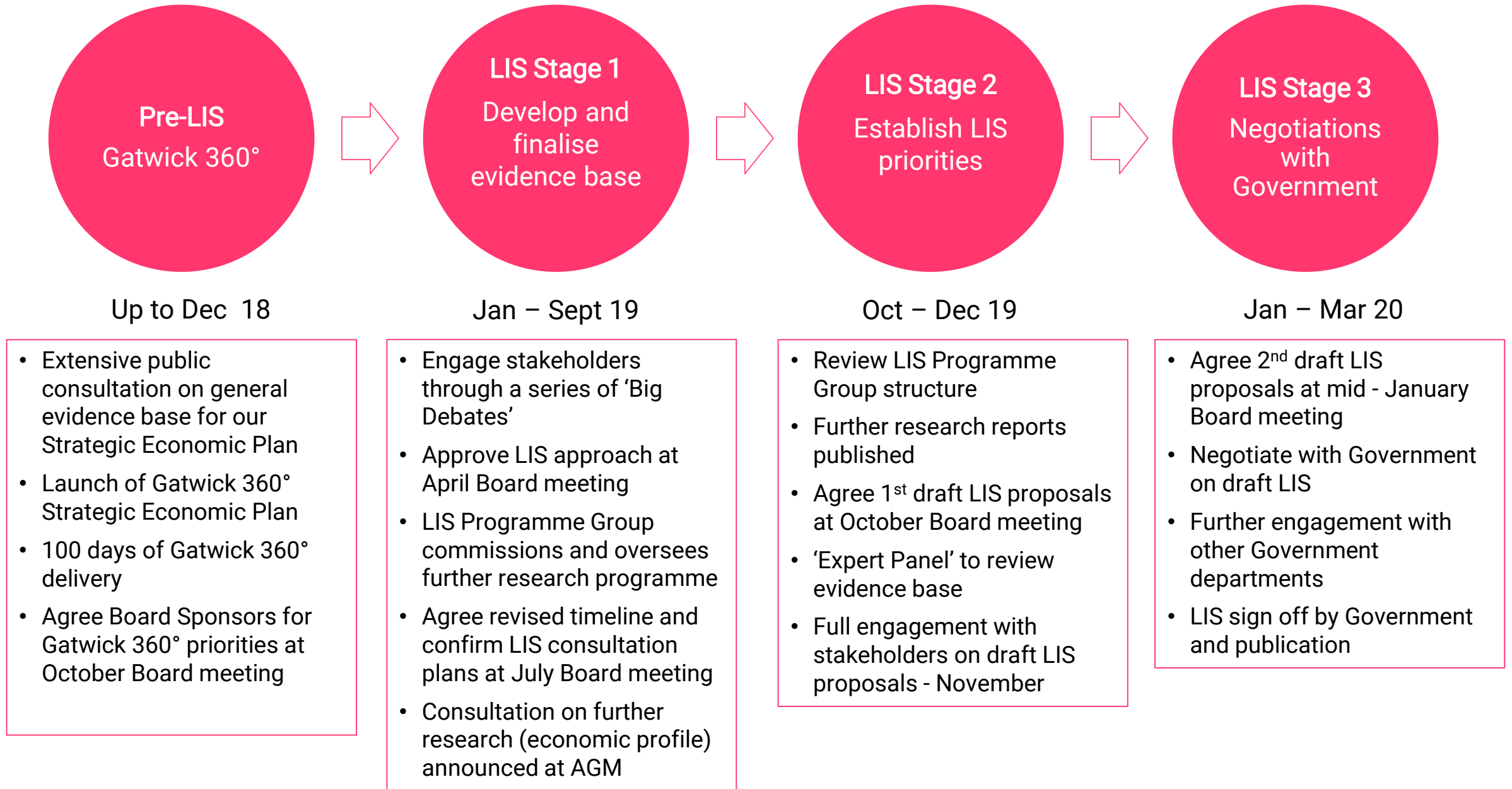


# Conclusions – potential areas for action

- Coast to Capital has a diverse economic area that needs focus. Evidence suggests **four distinct geographies**:
  - Brighton and the coastal areas
  - Rural areas
  - the Gatwick economic area
  - the London commuter belt
- We have a **missing population of 20-40 year olds** and a higher proportion of residents 50 + than compared to the national average. Attracting skilled young workers is critical for the future competitiveness of the area
- Currently Coast to Capital **urban centres are not distinct enough** to act as an asset or attractor for the Coast to Capital area. A distinct narrative and 'Golden Thread' needs to be developed for attracting investment
- A **lack of innovation funding** in universities into specialist industries like engineering, resulting in underfunded/non-existent academic research
- The **lack of high quality office and industrial space** in the area is a barrier to attracting higher value businesses. More productive competitor LEP areas have had a higher proportion of high quality office and industrial deals in recent years
- Due to the diversity of our area individual local authorities have taken **different approaches to digital infrastructure development**, resulting in a patchwork of initiatives. The area would benefit from a strategic and coordinated approach to investment
- Our **rich natural assets** present an opportunity to develop a model for sustainable growth, by bringing about natural capital net gain and reducing carbon emissions



# Coast to Capital Local Industrial Strategy indicative timeline



# Engagement

- **Wider public and industry sessions:**
  - Big Debates
  - Business sector roundtables
  - Youth engagements
  - Expert Panel
- **Public sector partners:**
  - LIS Programme Group
  - West Sussex Chief Executives
  - East Surrey Chief Executives
  - Brighton & Hove Chief Executive
  - Universities of Sussex, Brighton, Chichester and for the Creative Arts in Epsom
- **Boards and Partnerships:**
  - Coast to Capital Board
  - Skills 360° Board
  - Greater Brighton Economic Board
  - Better Brighton Board
  - Coastal West Sussex Management Group
  - Surrey Futures



# Statements and Tables

## Table 1 & 2

There should be a Golden Thread of sustainability running through the LIS

## Table 3 & 4

We should adopt a vision of smart and clean mobility. This involves moving away from car use and full adoption of ultrafast broadband and 5G

## Table 5 & 6 & 9

We have limited scope to expand our urban centres so we must focus on more intensive growth within them

## Table 7 & 8 & 10

We should be early adopters of a carbon neutral economy and prioritise enhancement of our natural capital

**Coast to  
Capital**



**Thank you**