



Our approach

- Smaller budget
- Dedicated team
- High level strategy
- A living SEP



What to expect from us

The Coast to Capital Board is committed to an ambitious new SEP.

You can expect us to:

- provide bolder leadership
- identify and address the issues that matter
- see and seize the opportunities
- develop a strong regional identity and represent the best of the area
- look for opportunities to collaborate across the UK



A Vision

The Board has asked us to develop a vision which:

- ▣ Spans 5-10 years
- ▣ Prioritises the most important issues facing the economy
- ▣ Targets specific places, corridors, industries etc.
- ▣ Focusses on our strengths
- ▣ Creates pathways to growth
- ▣ Helps us catch up with other parts of the country
- ▣ Prepares us for the challenges of the next few years



The building blocks of our SEP



- Our Vision for the region and offer to the UK economy
- Our Elevator Pitch
- Our evidence base
- Our most important issues (wicked)
- Identify challenges to growth and potential areas of new growth
- Explore the solutions that will unlock growth and help achieve our vision
- Progress against previous targets and set new ones where appropriate

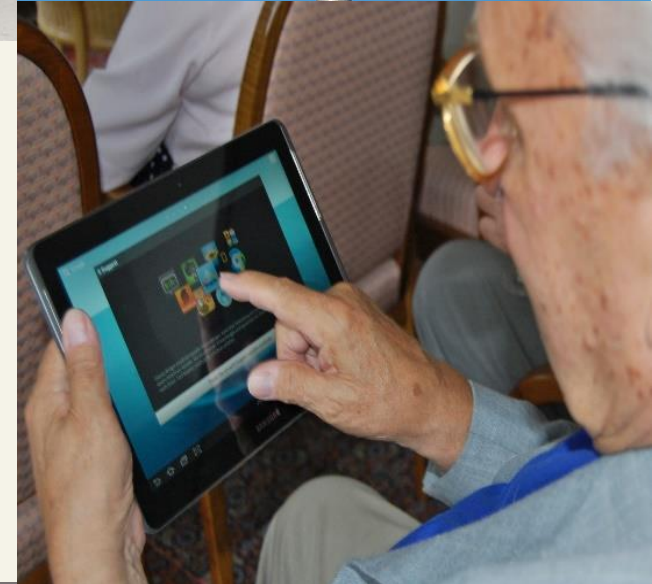
Wicked issues

The 4 wicked issues that our Board has identified are:

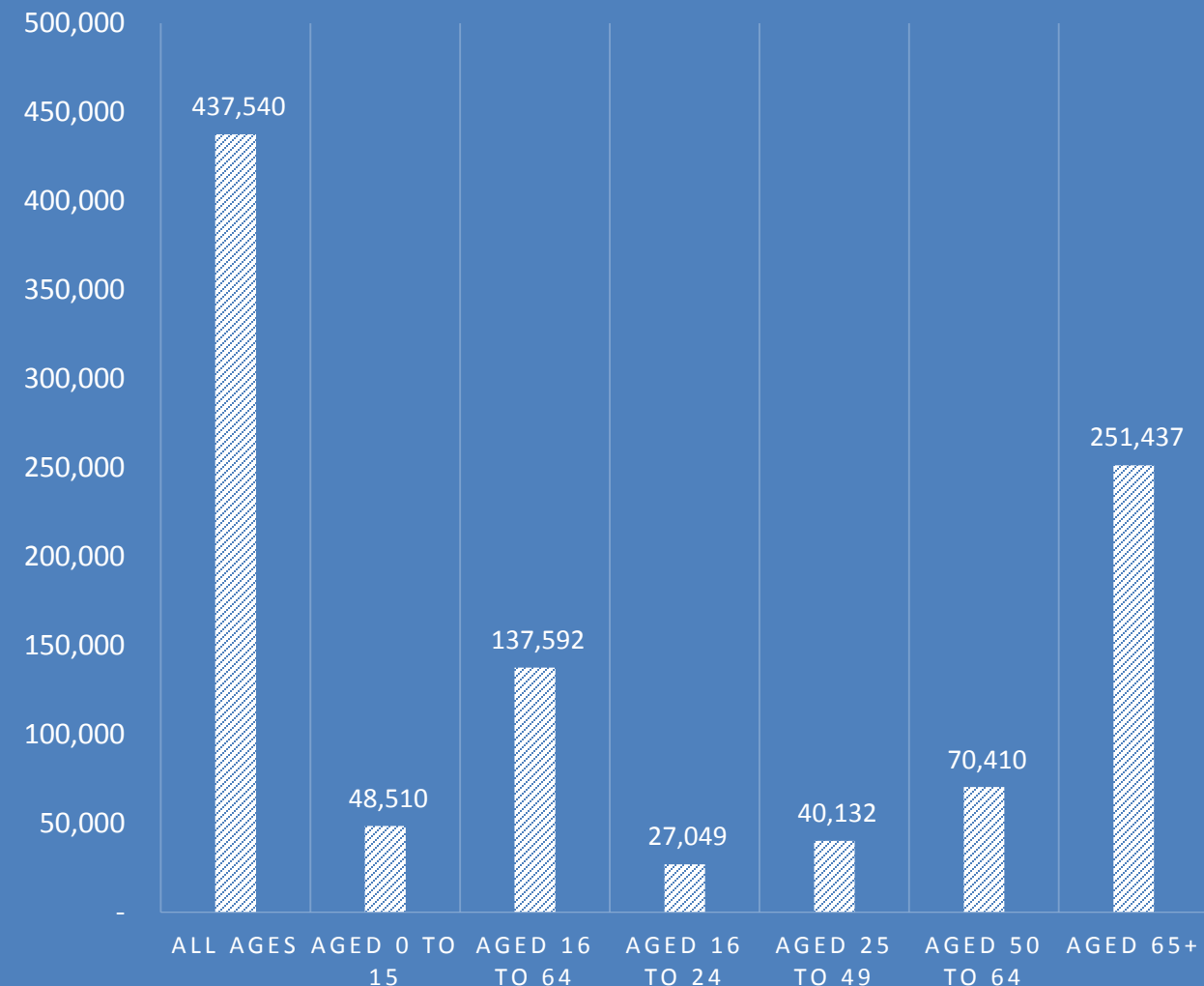
- Shifting Demographics
- Global Change
- Technological disruption to the economy
- Our relationship with London

At the Partnership Board on 27 September a fifth issue was identified

- Sustainable Growth



POPULATION CHANGES 2014 TO 2039 - COAST TO CAPITAL

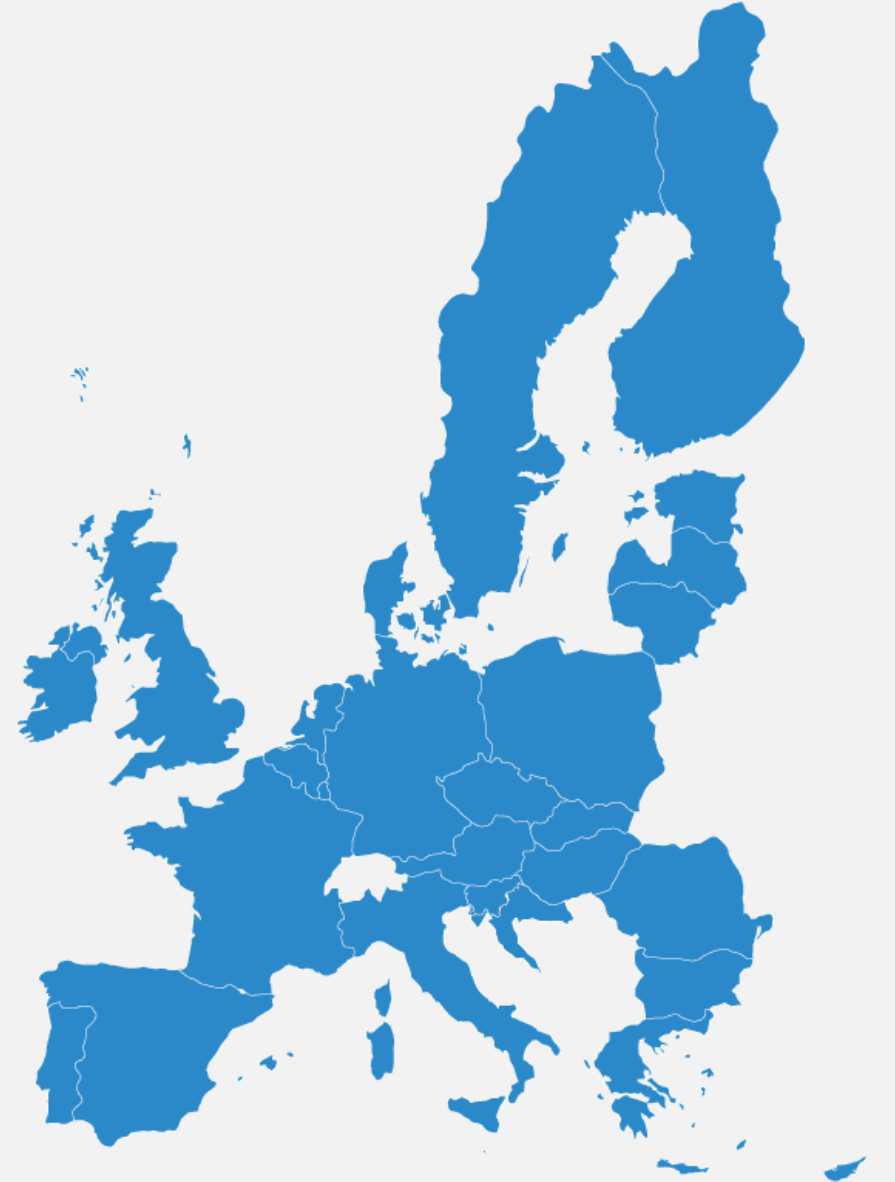


Shifting Demographics

- Coast to Capital is expected to grow by 22% from now to 2039, rising from 1.9m to 2.4m people.
- This is faster growth than the wider South East (18%) or England (16%).
- The population will get older, the 65+ age group is expected to grow by 68%, compared to 13% for 0-15 and 11% for 16-64.
- The 65+ population will grow faster than either the wider South East (66%) or England (59%).
- Population growth means the number households is expected to grow by 30% over the same period, rising from 840k to 1.1m.
- Of this 250k increase 30% will be in one person households.

Global Change

- 📌 The changes brought about by Brexit will require resilient and flexible local economies and businesses.
- 📌 Crawley is expected to be the most resilient city in the country, however it could lose up to 1.1% of output per year.
- 📌 Due to their high knowledge based economies Worthing and Brighton are expected to be among some of the least resilient cities in the short term, potentially losing output of 2.5% to 2.8% per year.
- 📌 Based on current output this could be a loss of £300m per year across these three cities.
- 📌 Cities with high knowledge economy employment will be the most affected, but they are also flexible enough to adapt and recover quicker than other cities.
- 📌 Businesses who best understand the risks will be able to respond and plan, and take advantage of opportunities, for example by building support networks and diversifying their export and trade activities.
- 📌 We have great access to global markets which will help us capitalise on new opportunities

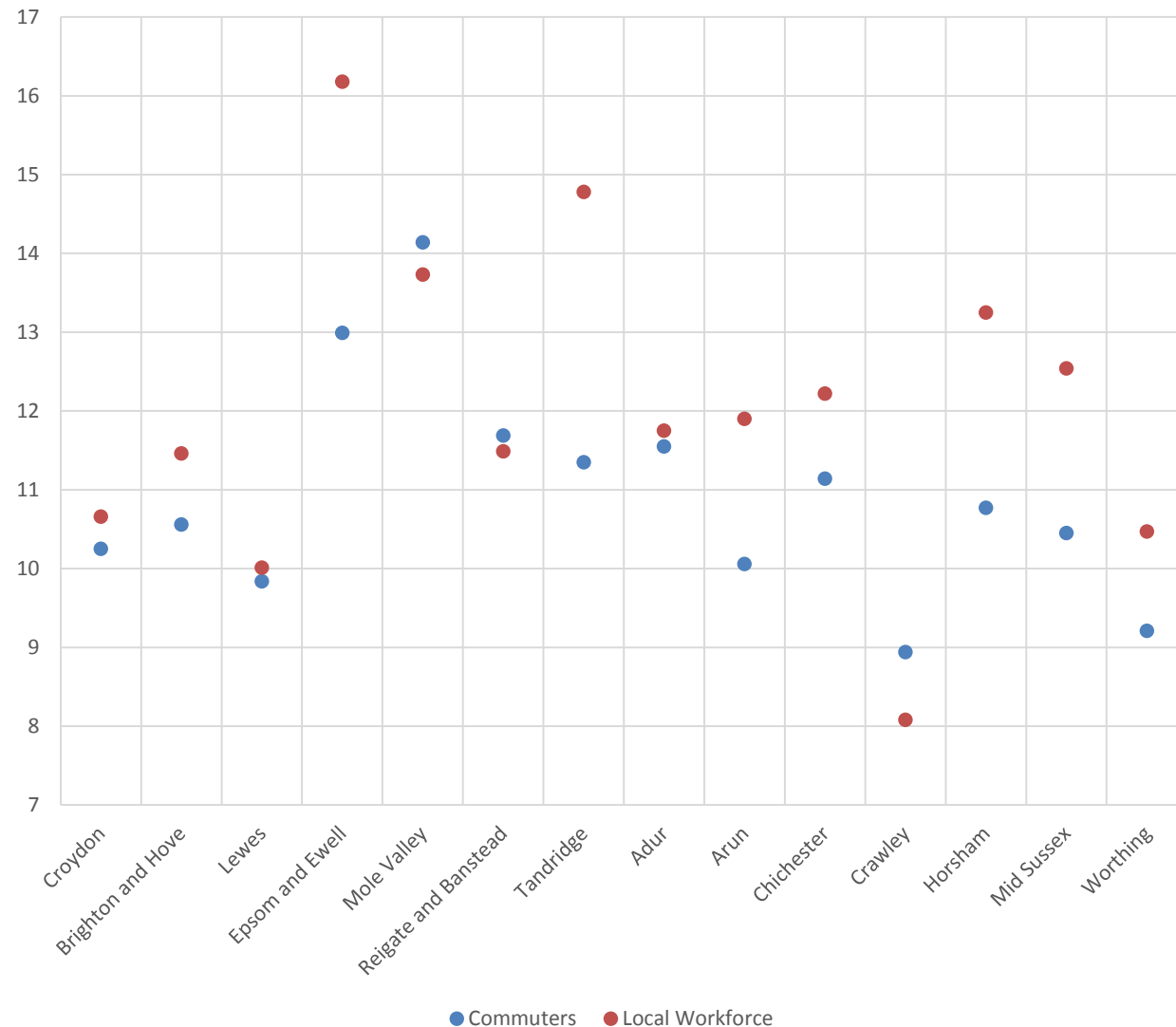




Technological Disruption

- ☑ Potentially 30% (240,000) of jobs in Coast to Capital are at risk of automation in the next 20 years.
- ☑ The largest number of jobs are at risk are in the Retail, Manufacturing, Transport and Storage, and Admin sectors.
- ☑ There are advantages to automation, including reducing routine work for employees, creating new market opportunities and jobs that focus on more creative, higher value work which would boost productivity.
- ☑ To get the most from automation our businesses and workforce need to be adaptable.
- ☑ Businesses need to know how to take advantage of opportunities and integrate new processes that arise and how to utilise staff skills towards more knowledge and creative based work.
- ☑ Future generations will need higher more flexible skills for jobs that have not yet been created, with an attitude for life long learning.

Commuter and Workforce House Price Affordability



Our Relationship With London

- Everyday 200,000 people commute out of Coast to Capital, 120,000 to Greater London.
- Wages are generally high for commuters compared to nationally, however compared to LEPs within the South East wages are average.
- Wages for the local workforce are in line with the national average but significantly below other LEPs in the South East.
- People who work in the area are less likely to be able to afford to live here compared to those residents who commute out for higher paid jobs.
- Across Coast to Capital the house price to earnings ratio ranges from 8.1 to 16.2, the England average is 7.7.

Next Steps

- Taking draft SEP to the Board on 16 Nov
- Engaging with experts
- Structured evidence based conversations
- Business: keen to know what the SEP can do to help
- Public sector: keen to know how SEP can support objectives
- Stories – narrative for whole region



