



# Who We Are

- Coast to Capital Local Enterprise Partnership (LEP) is one of the 38 LEPs established by Government in 2011.
- We provide leadership, investment and business support to increase productivity and generate sustainable and inclusive growth.
- We are a business-led partnership with the public and education sectors, focusing on growing the regional economy.

# What We Do

- The LEP focusses on 3 issues which relate to our main priorities:
- Strategic Leadership** – which is identifying the issues that matter most for the region and influencing government decisions.
- Delivering projects** effectively making sure the money we get from Government is spent wisely and delivers the objectives we expect of them.
- Working with businesses**, providing services and fully understanding priorities for business.

# Our Strategic Economic Plan

- We are setting out the Strategic Economic Plan for the Coast to Capital Local Enterprise Partnership region to 2030.
- This strategy takes stock of the major challenges facing the Coast to Capital region, identifies the unique opportunities for growth within these, and sets out the priorities we will focus on to achieve that growth.
- In a fast changing economic and political environment it is critical that the region has an ambitious and credible strategy. This will form the basis of discussions with Government on the Local Industrial Strategy for our region.



# Our Consultation

- Coast to Capital values the input of its partners and stakeholders and welcomes your views in ensuring the SEP is of the highest quality possible.
- We are consulting on our draft SEP until 23 March.
- As you read through this document we ask you to consider the following questions:
- Has the region been described in the best way possible?
- Are the unique opportunities for the region set out credibly and confidently?
- Is there any further evidence we should consider that will support these arguments?

# Our Vision

- The Coast to Capital Board has set a rigorous and ambitious vision for the region:
- For the Coast to Capital area to be amongst the most productive and successful regions of the United Kingdom by 2030;
- For the regional economy to provide opportunities for everybody living in the region to achieve their ambitions;
- For the regional economy to be known for its many strengths and its potential to support the UK's economic growth.

# Our Region

- Our region derives its success from a network of economic hubs which is greater than the sum of its parts, and has:
  - Gatwick Airport at its heart,
  - Strong economic integration with London through Croydon, the capital's fastest growing borough,
  - A range of internationally recognised destinations including Brighton and Chichester,
  - A constellation of towns with a variety of economic and residential offers,
  - A beautiful landscape that makes a direct economic contribution, attracts visitors from around the world, and raises the quality of life of the region.
- The challenge of our SEP is to show the economic potential of our region. We are not a city region but we have the potential to be one of the key drivers of growth in the UK.

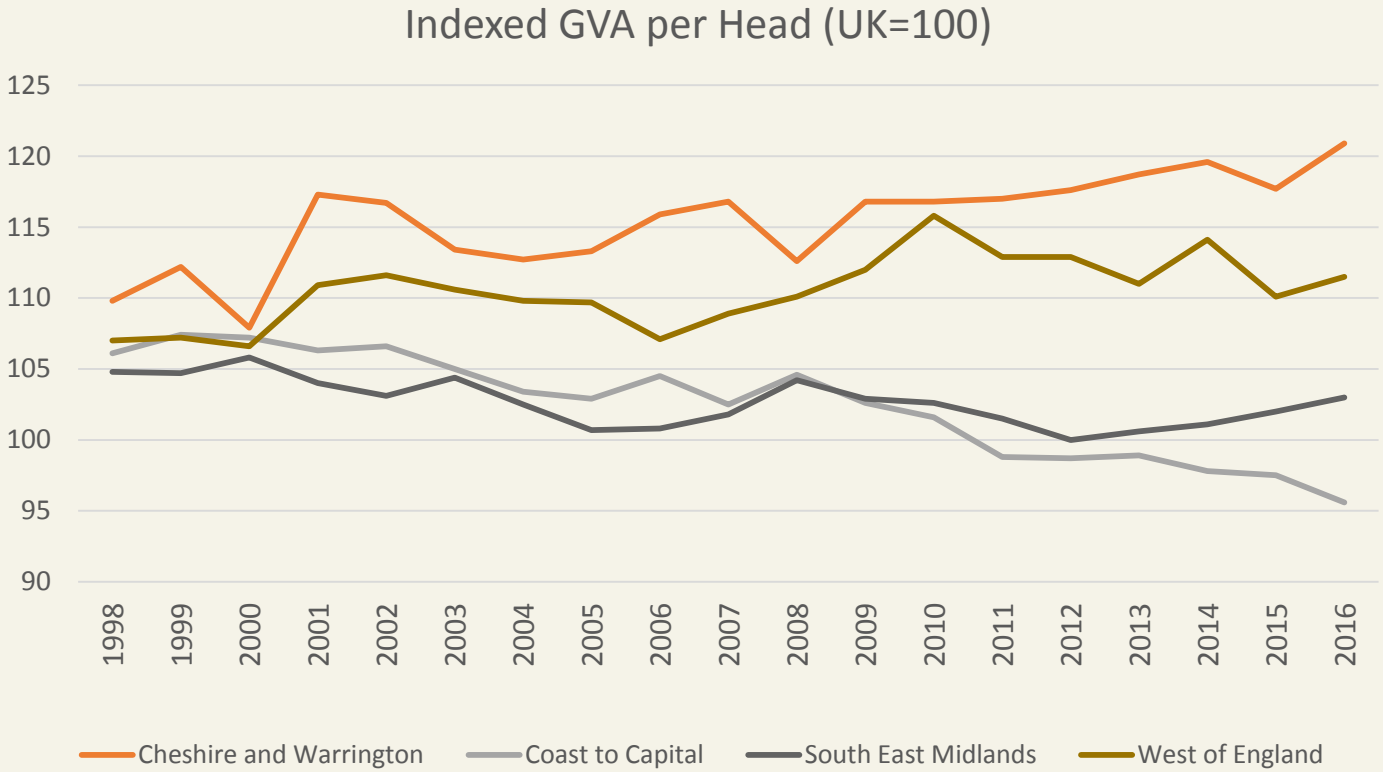


# Economic Context

- The Coast to Capital region has the 7th biggest economy in England - £50bn in size in 2016.
- There are currently some of the highest employment rates and lowest unemployment rates ever seen in the region.
- It is an international gateway region, with an economy which depends on the growth and success of Gatwick airport and the businesses which locate here because of the airport.
- The regional economy is diverse, resilient and has progressed significantly due to excellent international links and a close integration with the London.

<u>LEP by size of economy</u>	<u>GVA £m</u>
1. London	408,479
2. South East	87,621
3. Leeds City Region	66,468
4. Greater Manchester	63,673
5. South East Midlands	54,323
6. Enterprise M3	54,257
<b>7. Coast to Capital</b>	<b>50,753</b>
8. Greater Birmingham and Solihull	46,810
9. Derby, Derbyshire, Nottingham and Nottinghamshire	45,402

# Economic Context



- We cannot be complacent about the challenges of competing effectively with other regions of the UK.
- Despite being the 7<sup>th</sup> largest LEP by GVA, growth since 1998 is slowing.
- Our economy has a lower income per head than comparable economic areas in the south of England, and is growing more slowly than most English city regions.
- GVA per head has been below the national average since 2011.



# Five Unique Opportunities To Drive Economic Growth

- Since the previous SEP in 2014 the economic and political landscape has moved on considerably, bringing with it new challenges and opportunities for local leadership.
- In this fast changing context Government has raised its expectations for the economy through the Industrial Strategy and is determined to do the same locally through negotiations of Local Industrial Strategies. LEPs will lead on these, and we need an ambitious and credible SEP to maximise our influence.
- We have identified five unique opportunities where the region is well placed to lead on a national scale, grabbing Government's attention and investment and driving local and national economic growth:
  - Be the Partner of Choice for London
  - Lead UK Trade Growth
  - Support Economic Growth Which Enhances Our Region
  - Pioneer Digital Innovation
  - Create An Offer for all Stages of Life

# Be The Partner of Choice for London

- The region's links to London give us a competitive edge, however infrastructure improvements such as HS2 and Crossrail will erode this advantage over the next decade.
- 120,000 people commute into London from our region, drawn in by high skilled jobs and wages that are on average a third higher than can be earned locally.
- These commuters overwhelmingly rely on the Brighton Mainline, 27,000 people arrive in London between 8-9am each day and this will continue to grow.
- Commuters are at an advantage in the local housing market, generally being more able to afford homes in the region than the local workforce.

- London is looking outwards for solutions to its growth needs. Being the partner of choice for London will strengthen our position against increasing competition from other regions.
- Coast to Capital is uniquely placed to do this given the strength of our regional assets such as Gatwick Airport, our growing ports, and high number of international company headquarters.
- However, further investment in our transport, business and other infrastructure is essential in order to grow the Coast to Capital economy as a business destination in its own right, and in relation to London.

Solihull  
 HS2 commute: 38mins  
 Average house: £240k

Reigate  
 Commute: 40mins  
 Average house: £380k

Birmingham  
 HS2 commute: 49mins  
 Average house: £150k

Brighton  
 Commute: 58mins  
 Average house: £320k

Manchester  
 HS2 commute: 68mins  
 Average house: £157k

Worthing  
 Commute: 80mins  
 Average house: £257k

Comparative Travel Times and House Prices between destinations on the HS2 Route and in Coast to Capital



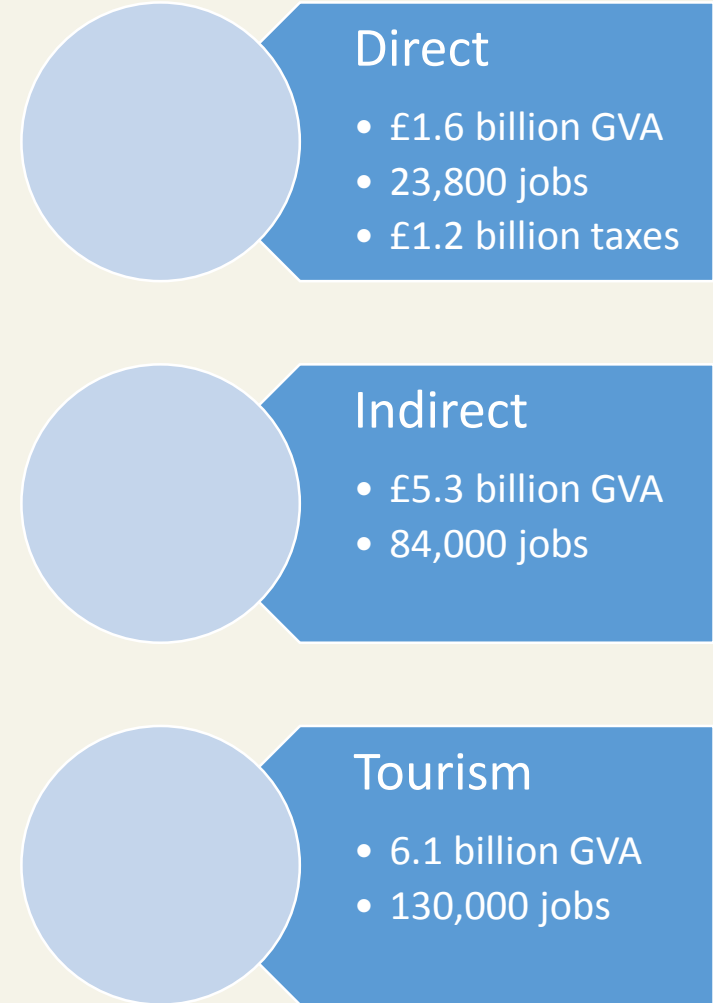
# Lead UK Trade Growth

- ✎ Gatwick airport is the single biggest employment site in our region with a truly global profile and reputation.
- ✎ Gatwick is the most productive single runway airport in the world and serves 228 international destinations.
- ✎ We have strong international links through ports at Newhaven and Shoreham.
- ✎ These assets and our proximity to other international gateways attract a large number of national and international HQ's which bring high value jobs and expertise to the region.
- ✎ However, there is increased competition from other English regions

that have developed strong brand identities that help them win foreign investment.

- ✎ We are a significant asset to the UK economy in a global trading environment and seek to be the international gateway for the UK.
- ✎ We will utilise our strong international connectivity to increase trade, tourism and investment for the regional economy and the UK as whole.
- ✎ We propose to do this by creating a single unifying identify for the region to promote inward investment and tourism and reflect the strength of the region.

## The Impact of Gatwick Airport



# Support Economic Growth Which Enhances Our Region

- ▣ The economic output per head of the Coast to Capital area is higher than any English city region apart from London and Bristol-Bath, however our overall growth is slower and the city regions are catching up.
- ▣ The region cannot expect to continue to compete nationally and internationally through incremental small-scale growth. However conventional models of city-based growth are not appropriate for a region made up of a network of large towns in a diverse landscape.
- ▣ We believe that the central challenge for the region to remain competitive is the need to articulate a simple model of growth which unlocks land for public and private sector investment and helps grow the local economy.
- ▣ Government is developing a new policy approach to investing in rural areas. With a significant rural economy and high profile natural capital assets we are strongly placed to be the partner of choice to Government.
- ▣ It is essential that all investment in our economic capacity is accompanied by similar investment in our natural capital and clean growth, so that the unique nature of our region is enhanced by a growing economy.
- ▣ We have identified as important the intensification of towns, where development is focused on sustainable locations and there is existing infrastructure for transport, employment, health and well-being which can be enhanced.



# Pioneer Digital Innovation

- ☒ Digital disruption is already upon us in the way we use screens in all shapes and sizes to lead our lives. The next wave comes in the form of artificial intelligence, the internet of things, automation, and virtual and augmented reality to name but a few. This is forecast to displace up to a third of jobs over the next 20 years in the region.
- ☒ This disruption will bring innovation in products and processes, and develop new markets and jobs. Coast to Capital is in a unique position to be at the forefront of an industry that drives economic growth for the region and the rest of the UK.
- ☒ Coast to Capital is already taking advantage of this disruption and leading the way in digital innovation by enabling our highly creative SMEs to work closely with our universities and big businesses which specialise in R&D and have greater access to resources and markets.
- ☒ The region is home to existing world renowned digital clusters in Brighton and Croydon and cutting edge innovation in the field of quantum computing at the University of Sussex.
- ☒ Through our funding of the Digital Catapult we have access to the latest technology to help our SMEs test and develop new technologies with the only 5G test bed in the country outside of a university based at the Fusebox in Brighton.
- ☒ These assets mean that Coast to Capital is uniquely placed to lead the way in digital innovation to scale existing good practice and build collaboration across all businesses of all sizes and sectors.
- ☒ We will only gain full advantage of these assets through excellent connectivity across the economic hubs in our region, both physical and digital. Full fast fibre connectivity and advanced communication technologies are essential to deliver high productivity gains across all sectors.



# Create An Offer for all Stages of Life

- Coast to Capital's population is expected to grow by 22% by 2039 and 57% of this growth is expected in the 65+ age group; much like the rest of the nation we have an ageing population.
- Younger populations are naturally more attracted to urban areas and in some local authority areas less than half of the population will be of working age.
- As a region Coast to Capital also exports young people to London and imports 30-40 year olds starting families attracted by relatively affordable housing and a higher quality of life compared to the city.
- The diversity and spread of the population means the region needs to cater for all stages of life in balancing the pressures of an ageing population with the need to drive growth.
- In order to meet this need the region needs innovative housing options that fit the lifestyle and earning potential of the region's diverse population.
- The region is appealing to the young and old due to the diversity of attractions that the region has on offer. It provides a quality of life that is unmatched in the UK. It is important to ensure that these attractions are accessible to all to attract individuals and businesses alike.
- We need to ensure that the existing, untapped, and future workforce has the skills needed to access well paid local employment throughout their careers in order that the region has the most productive workforce possible.
- We believe this region has the diversity of lifestyle assets to be a leading example of a new model of living and working.



# Have Your Say

- ✔ We welcome your views on the SEP and your answers to the questions set out at the beginning of the document. The link to our consultation page is here:
  - ✔ [Strategic Economic Plan Consultation](#)
- ✔ If you wish to find out more detail about what priorities we propose focussing on to deliver growth in the region you can find a further document here:
  - ✔ [Strategic Economic Plan Consultation Document](#)
- ✔ We are consulting on these priorities and encourage you to take part.
- ✔ The consultation will close on **23 March 2018**
- ✔ Please send your response to: [sep@coast2capital.org.uk](mailto:sep@coast2capital.org.uk) using the [Consultation Response Form](#).