

Coast to Capital Local Industrial Strategy (LIS)

Expert Panel

29 November 2019

This document is a record of the key points from the discussion of the Expert Panel.

Discussion of evidence

- Scale up Institute data shows that another key barrier for scaling business growth is access to markets – domestic and international
- Phase 1 – should involve finding solutions to retain 20-40 year olds. Phase 2 – make it sustainable & green
- High growth businesses want to grow locally (do not want to expand into London)
- Change to 'Creative and Digital Industries' (creative industries does not recognise digital). The Location Quotients (LQs) for creative arts in Brighton is much higher than national average
- Can we identify the number of 20-40 year olds that are moving out of the area?
- Can we identify graduate and non-graduate retention?
- More accurate to use business growth rate in order to determine growth ambitions and provide effective and targeted business support
- It is important to link SMEs with large businesses and universities
- What are the specific reasons for low well-being? For example, is it long commutes?
- Difficult for Universities to market courses in a complex economy – risk trying to offer all things to all people and not having any specialisms
- Lack of identity for Coast to Capital area as a whole
- Do businesses have the ambition to grow? How uncomfortable do they need to be in order to want to be ambitious?
- What is the business appetite for both growth & innovation?
- We have an ageing population which will put a demand on services – is there an emerging growth market in this area to capitalise on?
- There are changing patterns of housing demands – this could change the way we work and commute
- Easier to identify latent demand of current companies who want to grow & innovate
- Typically start-ups with more than one employee at start-up will be ambitious and want to scale up
- Will need to develop different support framework for businesses that do not want to grow

- There are a lot of innovative businesses that do not show up on R&D metrics

Golden thread

- Can we be an ambitious region that has a more sophisticated application of 'green technology'?
- Scale in a 'green' way – doing more with less people
- Promote a vision of health & wellbeing – greenness, growth and reduce commuting
- Can we develop a futuristic vision for the area that is not based on traditional place identity? Can we be the first futuristic place identity?
- Complexity of the region is a strength – how do we create a narrative around this?
- High complexity = new form of GVA – through innovative linkages
- Market Coast to Capital as a 'transitional Local Industrial Strategy' moving into the fourth industrial revolution

Unique Selling Point(s)

- Our location is what makes viticulture and horticulture prosper in our area – e.g. sunshine
- Our area has a lot of National Trust and English Heritage sites that are not dependant on public purse, this is a strength and distinct from other areas
- We have a strong Festival economy, e.g. Great Escape – this shows we have distinct tourism specialisms – not generic tourism
- AirBnB economy is strong

Potential interventions

- Need partnerships between SMEs and large businesses for peer to peer learning and sharing of resources
- Business collaboration and sharing of employees – i.e. employee working for a few different employers, rather than just one
- Continue with 'active account management' especially for scale ups. Coast to Capital Escalator Programme and Growth Hub do this really well – success stories.
- Join up our innovation ecosystem – building relationships across sectors to build a network and connections – ensuring they are quality relationships
- Can we develop rural accelerators?
- Anchor businesses have a traditional sector identity – need to collaborate with companies with non-traditional identity
- Move towards deconstructing buildings and up-cycle to more modern and sustainable premises – e.g. University of Brighton has 'Reconstruction School'
- We have demographic shifts which means linking FE, HE and civic universities – continued learning

Case studies for consideration

- NHS project to reduce carbon; re-thinking the ways of working to reduce movement of people
- KPMG – is targeting recruitment from population south of Pease Pottage because they are less likely to want to travel to London for work

- Learning from NatWest – not to focus on sectors but on growth rate of businesses – this will align better with a complexity focus
- Salford Quays