Coast to Capital

HATCH REGENERIS

Local Industrial Strategy – Draft Economic Profile: Consultation Analysis Report

+ Final Report – December 2019

Contents

Executive Summary

A diverse range of respondents…

83 responses

78% were on behalf of organisations

30 of these were large businesses employing 250+ staff

The most common organisation type was **public** bodies indicating a strong response rate and LIS engagement from key public sector partners

1

In broad agreement with the evidence…

81% agreed with conclusions for place
82% agreed with conclusions for people
70% agreed with conclusions for business environment
75% agreed with conclusions for ideas
69% agreed with conclusions for infrastructure

And… **70%** agreeing with overall conclusions for the Coast to Capital area

2

Identifying clear opportunities for the region…

Clean growth and tackling climate change were raised by 7 respondents as a key theme to focus on within the Local Industrial Strategy

3

And the interventions required to unlock growth and drive productivity…

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

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Approach

This report summarises Coast to Capital's consultation responses for the Local Industrial Strategy (LIS) Draft Economic Profile evidence base. The consultation ran for a total of 6 weeks and received 73 responses replying directly to the online survey and an additional 10 replies submitted via email.

Open text questions have been coded around the following themes to align with the survey structure:

+ Foundation 1: People
+ Foundation 2: Business environment
+ Foundation 3: Places
+ Foundation 4: Infrastructure
+ Foundation 5: Ideas
+ Business Innovation

The report measures respondent sentiment in relation to each foundation and levels of agreement with Coast to Capital's interpretation of the evidence. This is underpinned by a number of coded sub-themes (right) which has enabled the grouping of responses and identification of key feedback messages to inform the next stages of LIS development. 'Data' has been included as a cross-cutting theme and covers both specific comments relating to the choice of data included within the economic profile and where respondents highlighted additional data to be considered by the LEP.

In addition to overall response coding, the analysis has sought to code disagreement responses. This has been designed to give the LEP a deeper understanding of areas of disagreement and consider the implications for LIS development. Responses to questions on key LIS opportunities and potential interventions have also been coded to identify commonality.

Foundations	Coding Sub-themes
People	• Wellbeing • Skills • Qualifications • Earnings/wages • Occupations • Health • Economic activity/unemployment • Employment
Business environment	• High Value Sectors • Office space/rents • Businesses • Business Support • Vacancy
Places	• Urban/town centres • Housing/house prices • Crime • Deprivation • Open Space/Environment • Air pollution
Infrastructure	• Green Infrastructure • Transport Network • Public Transport • Private Transport • Broadband/Mobile Coverage
Ideas	• Investment • Information on access to funding and resources • Partnerships • Business support • Skills and employment
Business Innovation	• Innovation • Skills and employment • Business support • Sector focus • Spreading innovation capacity

Cross-cutting theme: Data

Profile of respondents

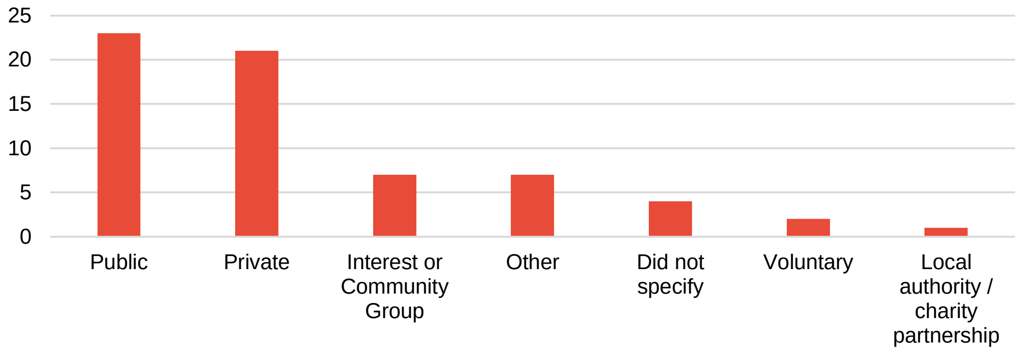
The consultation received a wide range of responses from both businesses and individuals within the Coast to Capital area.

A mix of organisation sizes have been represented within this sample. Of the 65 respondents answering on behalf of organisations:

+ 30 were from large organisations (employing over 250 people)
+ 5 were from medium-sized enterprises (employing between 50 and 249 people)
+ 7 were from small businesses (10-49 people)
+ 18 were from micro enterprises (0-9 people)
+ 5 did not answer this question

In terms of the industries represented, 23 respondents were from public organisations. There was also strong private sector engagement, with 21 respondents indicating that they were answering on behalf of private companies.

Industry count of respondents



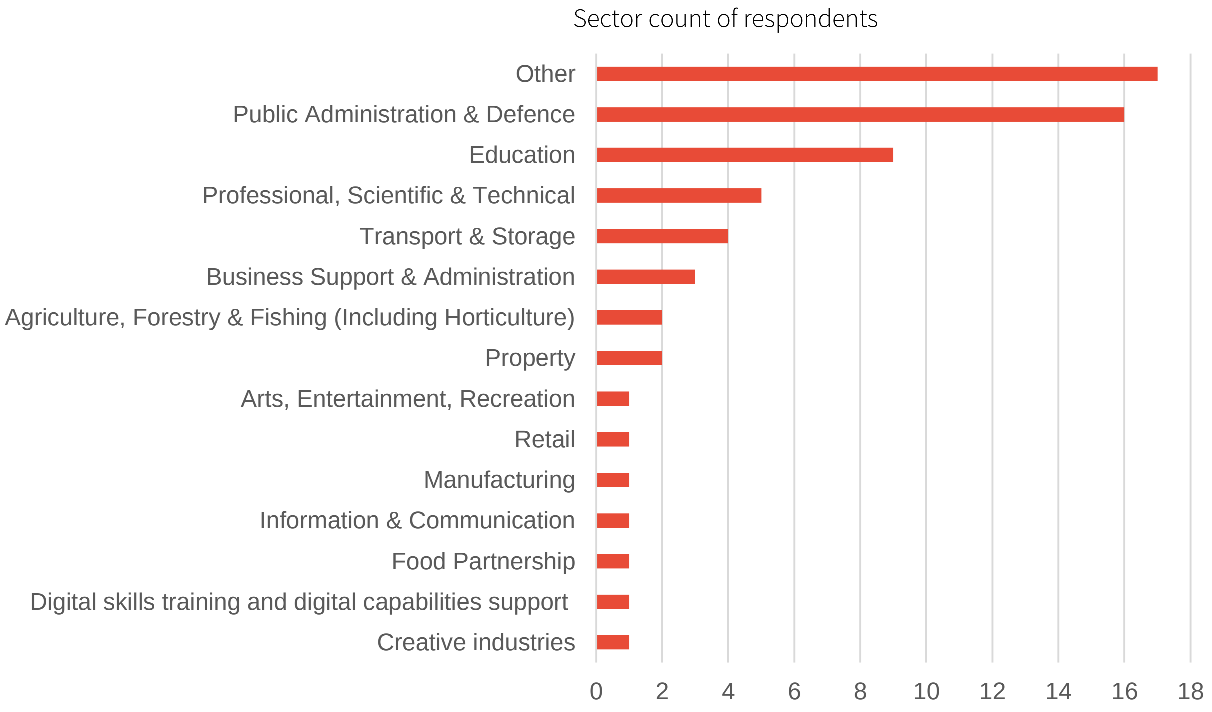
Of the 83 responses…

18 responded as individuals (22%)

65 responded on behalf of organisations (78%)

Profile of respondents

A wide range of sectors were represented within the consultation. Whilst public administration and defence (16) and education (9) were the most highly cited sectors, there was also representation from the creative, business support and transport and storage sectors – indicating broad engagement with the LIS.



1. Opportunities:

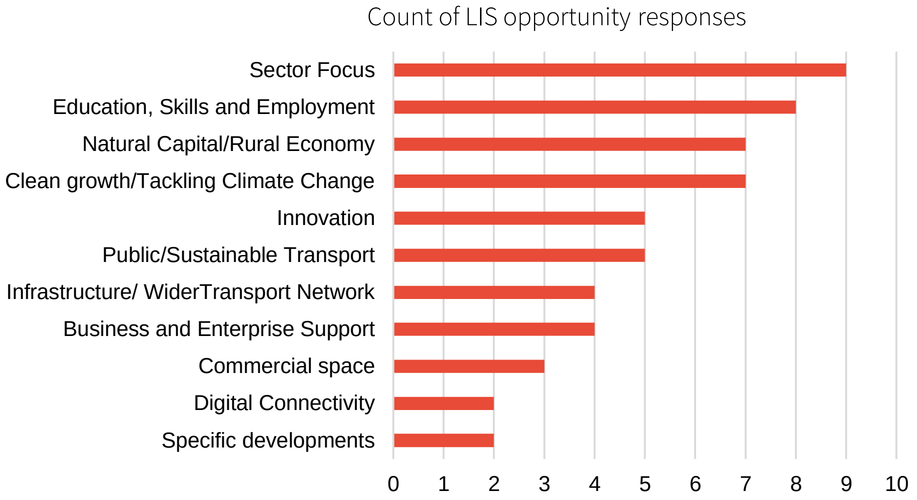
"Are there any opportunities which you think should be central to our Local Industrial Strategy?"

Opportunities identified

Specific sectors were identified as the principle opportunities to be focused on within the LIS (9 responses) and the sectors referenced are summarised in the box below. Education, skills and employment was raised 8 times, with the importance of aligning provision to the needs of the region's economy deemed to be vital for driving Coast to Capital's future productivity.

The importance of the rural economy and the value of natural capital was also highlighted by 7 respondents. One consultee noted the changing geography of the LEP area (with Croydon and Lewes joining other LEPs) making the contribution of rural areas increasingly important to the region's future prosperity.

A small number of opportunity responses were not coded under this section as they used the opportunity question to provide context for their other answers in the wider survey and did not identify specific opportunities.



Sector-based opportunity:

Viticulture: The Coast to Capital area is home to some of the largest wine-making industries in the UK and this represents a USP for the region. One consultee noted that this is likely to be a major focus for government - there are more than 50 vineyards in the South Downs and 80% of the UK's vineyards are in Kent Downs, Surrey Hills and South Downs National Park.

Tourism: Several consultees referenced the importance of the visitor economy to the Coast to Capital economy, and that this should be prioritised within the LIS. This should utilise key assets such as Gatwick airport to capitalise on international tourism but also to look at developing Coast to Capital's domestic market share by attracting visitors from London. Others suggested that specific developments should focus on delivering conference and hotel facilities to attract business visitors to the region. This would require a coordinated response across the region building on the Brighton and Hove Tourism Strategy.

Other opportunity sectors: other sectors referenced by consultees included: digital, energy and professional services

Opportunities for the Coast to Capital region (1)

Consultees identified a number of opportunities which should be prioritised within the LIS. These have been reviewed in their entirety, with some of the key ideas presented below.

Digital technology and connectivity: Enhancing digital connectivity across the LEP could feature as a key theme within the LIS. One consultee believed that the LEP area has the opportunity to differentiate itself as a global leader in digital technology. Gigabit connectivity will be a key factor in attracting investors and businesses to the LEP area. By building on existing work, the digital potential of the LEP area can be developed in a way that will help attract high-value, sustainable jobs and address issues of out-commuting. Other consultees noted that investment in digital infrastructure could deliver wider benefits such as supporting residents to live independently for longer, address the region's aging population challenges and support the evolution of town centres through free public WiFi

City region of innovation: One consultee noted that a key opportunity for the LIS is for the Greater Brighton region to become a "city-region of Innovation" to capitalise on strengths in digital connectivity, creative industries, university research and development, tech innovation and advanced engineering as the harbingers of the modern economy and clean tech growth. Greater Brighton is leading the way in digital technology with the roll out of full fibre and is hosting the only 5G testbed in the UK outside of a university.

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Ideas for Clean Growth:

- Transport oriented development can unlock the growth of the clean growth sector which is constrained by the region's poor rail infrastructure
- Investment and grants for rural businesses to help them become more sustainable
- Consider Greater Brighton Energy and Water Plans which at this stage include Riding Sunbeams; working with Network rail to power the network through renewable energy and working with Southern Water to power the waste treatment works through community energy
- Transfer a proportion of freight onto waterways. Transporting goods by sea, river and canal can be between 15 to 25 times more energy efficient than by road or rail. This could make significant contributions to the reduction of greenhouse gas and air quality emissions and could reduce road and rail congestion and improve road safety.

Opportunities for the Coast to Capital region (2)

Delivering innovation-led growth: One consultee believed that there was an important opportunity to create an innovation ecosystem that integrates all stakeholders, including universities, innovation hubs, business growth services and business networks. To address the low levels of R&D investment, the region should seek to learn from other areas to create an innovation ecosystem that reflects the needs and potential of Coast to Capital's complex economy. This approach could also generate more meaningful engagement between universities and the business community allowing universities to shape their expertise to reflect business sectors and clusters.

Using technology to address economic inactivity: It was noted that more should be done to bring those who are currently economically inactive back into the workforce. Through partnership working with the region's employers, it may be possible to identify technological solutions (such as flexible working) which encourage people back into the labour maket.

Unlocking strategic opportunity in Horley: One consultee noted that Horley could provide a testbed to tackle the challenges outlined within the economic profile. This could be achieved by realising the following opportunities:

- Horley Business Park – utilising the planned Horley Business Park's proximity to Gatwick could begin to address challenges of insufficient high-quality business space in the region
- Growth within the urban centre – Horley is forecast to accommodate a significant proportion of Reigate and Banstead's housing development could provide a best-practice example of sustainable economic growth

Understanding Coast to Capital's growth corridors: Connecting areas with established development pipelines (such as the future commercial developments in Horley and Horsham) through sustainable transport solutions can provide opportunities for a two-way flow of labour and business collaboration which can be retained within the region.

Wider opportunity responses:

Education and skills: improved partnership working with training providers to ensure work readiness and apprenticeship programmes meet the needs of the region's economy

Rural economy: recognise that the rural economy is dominated by stereotypically 'non rural' sectors such as professional services which can be harnessed to underpin Coast to Capital's future productivity

Business/enterprise support: encourage the development of local enterprise parks throughout the region. This should focus on both growth sector startups and other high potential small and mid sized existing businesses.

2. Interventions:

“What do you think are the key interventions that we should propose to Government to address these, or your own, conclusions?”

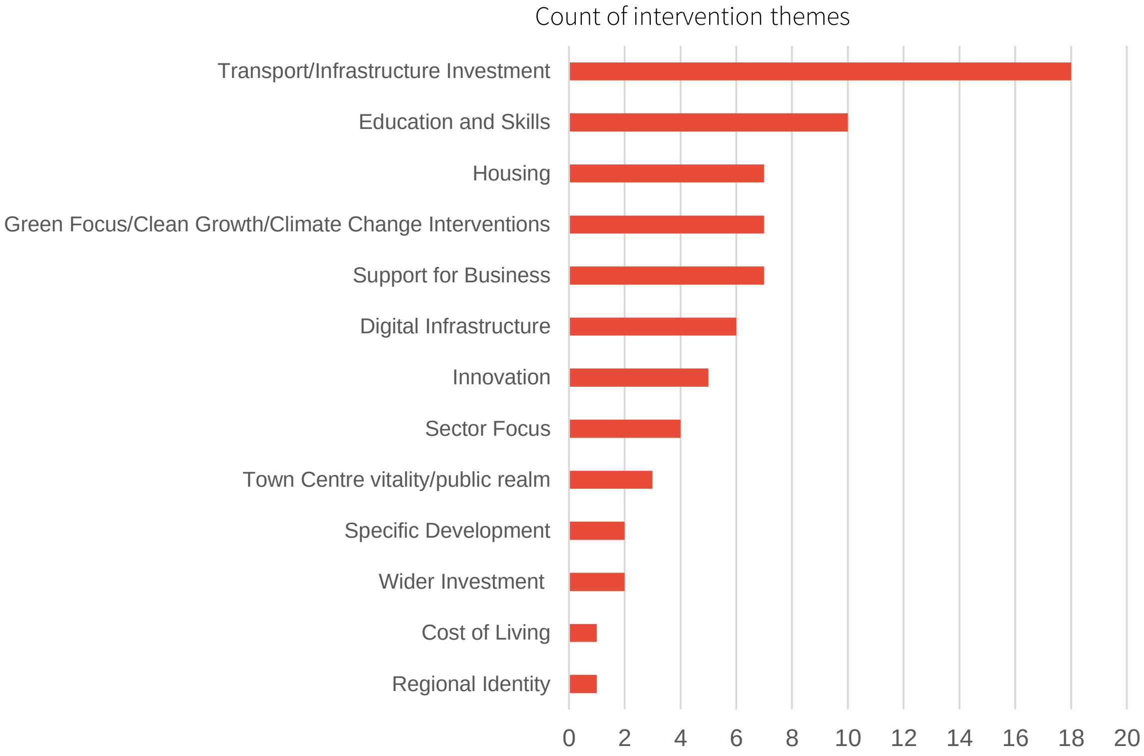
Interventions

To address the most pressing challenges facing the LEP area, the most frequently mentioned intervention (18 respondents) was the need for enhancements in the region's transport network and wider transport infrastructure. Whilst much of this was focused on the area's road network (such as the lack of progress on the A27), the majority saw investment in sustainable/public transport as the most important intervention to be proposed to government.

Investment in employment and skills was seen as the second most proposed intervention (referenced by 10 consultees), with many referencing the need to improve skill levels across the board.

Addressing the region's housing affordability issues was seen by 7 consultees as a primary intervention to be pursued through the LIS. This also had significant bearing on other themes such as the cost of living and the availability of skills in the region.

Information on the types of interventions proposed under the top five intervention themes can be found overleaf.



Key interventions

In addition to the statistical analysis of coding sub themes, the top 5 intervention themes have been explored in more detail to understand the types of interventions consultees would like to see under each coded theme.

Intervention Theme	Intervention Ideas
Transport	• **Traffic management** - Improve across key transport arteries using intelligent (SMART) infrastructure • **Rural public transport** - Investment in sustainable bus transport - especially in rural areas • **Integrated public transport network** – through smart/common ticketing platform i.e Oyster equivalent • **Level crossings** - Investment in level crossings to minimize disruption to the area's road network • **Active transport** - The LIS should also consider walking and cycling infrastructure • **Future of mobility** - Need to futureproof LIS interventions to understand how transportation will change in future (such as driverless cars)
Education and Skills	• **Adult Education Budget** – fairer skills funding to open up access to more funding for Independent Training Providers who are better at engaging harder-to-reach individuals. The importance of life-long learning was also highlighted, to encourage adult returners or those looking for 2nd and 3rd careers changes to return to the workplace. • **Apprenticeship system changes** – address trend of training existing staff rather than new recruits, make process more simple for employers and less bureaucratic • **Digital innovation and skills** - create a partnership and seek capital investment in a digital Innovation and skills development centre of national importance in Manor Royal
Housing	• **Inter-generational disparity** - More effort to make housing affordable for young people and take action to ensure that rents are fair. The age profile of the area is exacerbated by this as the gap between earnings and cost of living for young people is too high. • **Delivering more social housing** – Enable the provision of 'social' housing rather than solely focusing on affordable housing

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Key interventions

Intervention Theme	Intervention Ideas
Green/clean growth	• **Delivery body** - Support Transport for the South East to become a statutory body to deliver an enhanced and sustainable transport system • **Citizen's Assembly** - Seriously addressing the 'climate emergency' in a way that involves all citizens, businesses, education establishments, councils and regional bodies.
Support for business	• **Provision mapping** – support employers through the provision of a central portal to understand the range of business support programmes, but also the various skills and education funding sources • **Commercial space viability** - encourage and support the bringing forward of high quality business space where it is not viable for the commercial market to do so alone • **Grants** - Introduce business start-up grants, with one consultee noting a concern that much grant support has been cut in recent years • **Local commissioning** – local SMEs getting a guaranteed proportion of public sector contracts • **Innovation network** – Create a network of innovation hubs/hotspots; potentially linked to Sussex Innovation Centre and Wired Sussex. Located in employment centres and focused on supporting product development and creative innovation; digital spaces and support for prototyping activity

3. Foundation Analysis

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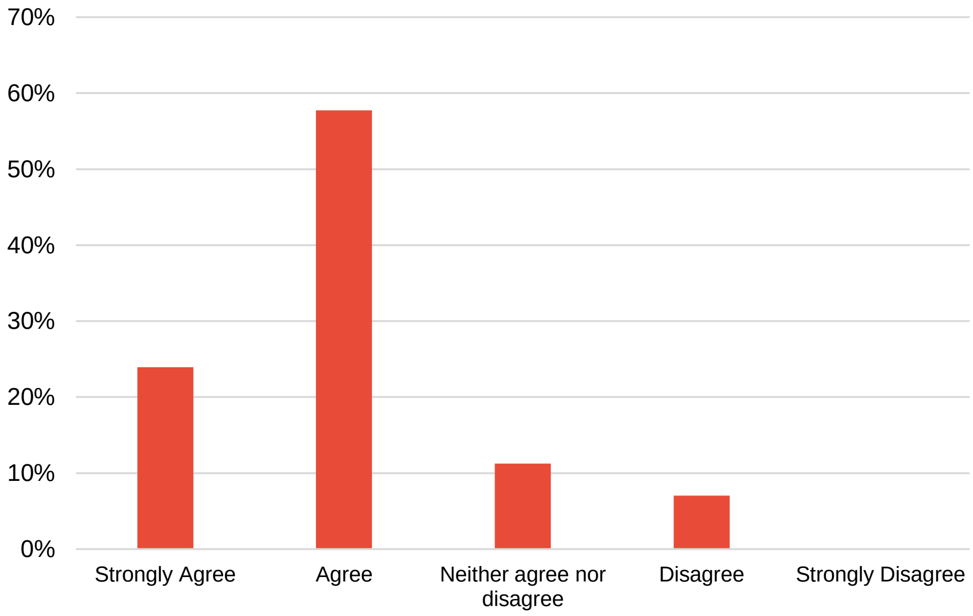
Foundation 1: *"From your understanding, do you broadly agree that our findings for the people foundation reflect the Coast to Capital area?"*

Foundation 1: People

Overall, respondents were positive about the findings for the 'people' foundation. 58 people (82%) agreed with the findings while 8 respondents (11%) neither agreed nor disagreed and 5 respondents disagreed (7%).

Responses to the question: "From your understanding, do you broadly agree that our findings for the people foundation reflect the Coast to Capital area?"

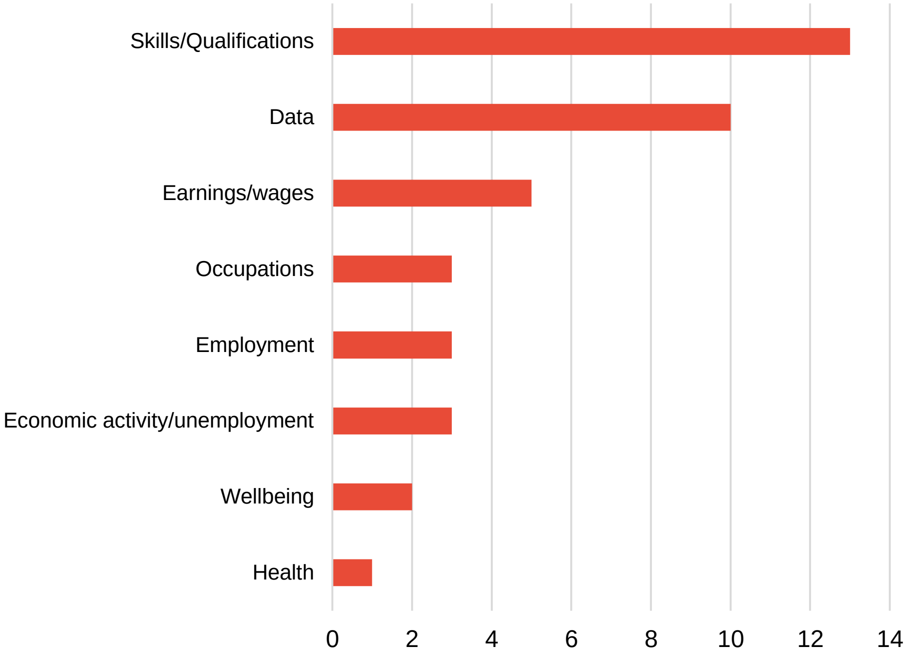


Foundation 1: People

Looking across all responses, the following key points were raised in response to the evidence:

- Considering the area's changing demographics, the labour market effects of Brexit, and anticipated technological disruption, most respondents' comments around skills/qualifications focused on the need to re-skill and up-skill workers - especially those with no or low qualifications. It was noted that closer collaboration between businesses and universities would help to align business needs with skills provision.
- One respondent noted that overall attainment and qualification levels mask low levels of digital skills and digital literacy which will be important for the region's future productivity.
- The comments on data centred on place representation within the economic profile. Respondents made suggestions to bring attention to disparities within coastal LAs and remove the "no longer relevant" Lewes and Croydon statistics from the evidence for more accurate economic planning.
- A number of responses touched on themes from other foundations, including deprivation, partnerships, transport network and open space/environment. Notably, 4 responses addressed housing/housing prices when discussing demographic issues and the need to attract young people to the area – reinforcing the co-dependency amongst foundations.

Key points raised related to the following themes:



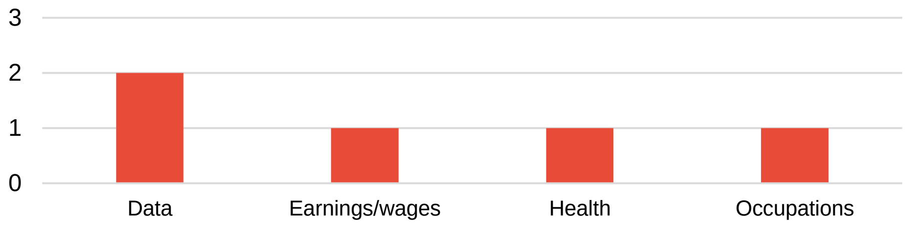
People: Key points of disagreement

In total, 5 respondents disagreed that the summary provided in the economic profile for the people foundation accurately reflected the Coast to Capital area.

Where respondents disagreed with the evidence, the following key points were raised:

- One respondent called for greater focus on creating more high-value jobs, alongside the delivery of housing and amenities to attract a younger workforce to the area
- The disparity between workplace vs. residential earnings was believed to be a particular issue for the rural economy; with workers commuting to urban areas to secure higher value employment.
- One other respondent wanted to see greater focus on health and wellbeing within the economic profile, and also an analysis of economic inactivity and underemployment (people currently in employment but wanting more hours) within the region.

Disagree responses for the people foundation



Data comments:

- The evidence base should acknowledge the shortcomings of using Standard Occupational Codes (SOC) to analyse employment and understand the state of the workforce
- There is a need for data on migration patterns and further analysis to explore the reasons why the 20-40 age group is under-represented in the LEP area

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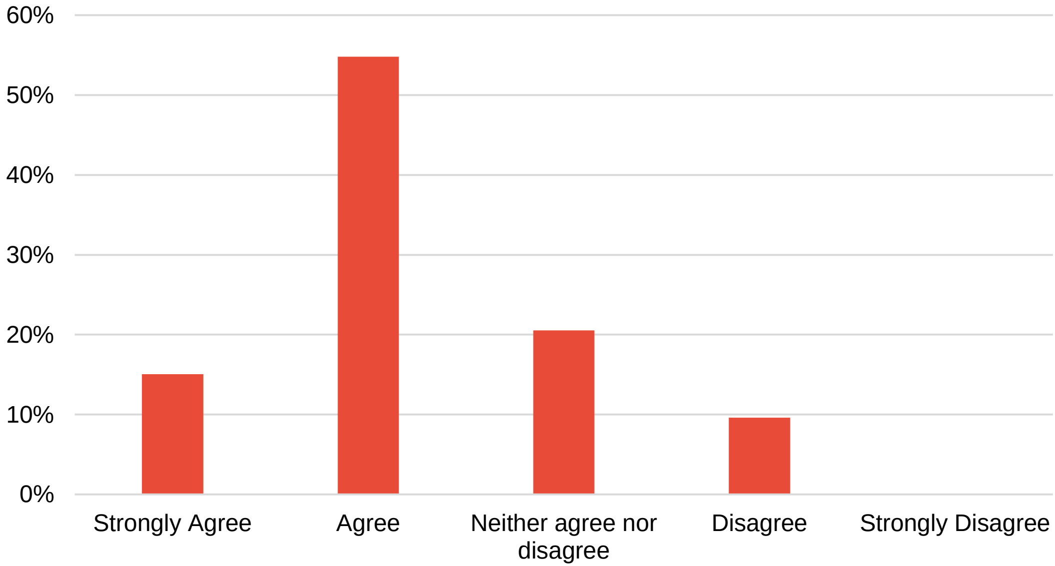
Foundation 2: *"From your understanding, do you broadly agree that our findings for the business environment foundation reflect the Coast to Capital area?"*

Foundation 2: Business environment

Overall, 51 people (70%) agreed, 15 (21%) neither agreed or disagreed, and 7 disagreed with the findings for the business environment foundation.

Responses to the question: “From your understanding, do you broadly agree that our findings for the business environment foundation reflect the Coast to Capital area?”



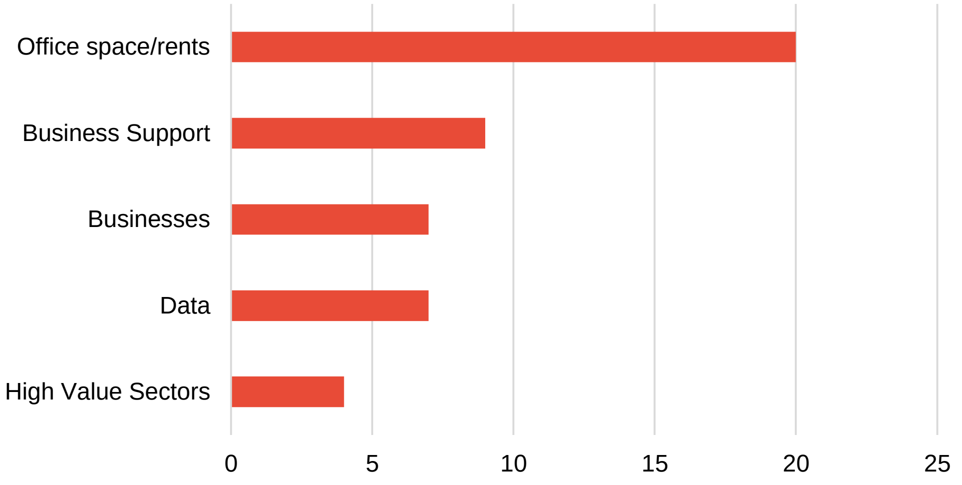
Foundation 2: Business environment

Overall, 51 people (70%) agreed, 15 (21%) neither agreed or disagreed, and 7 disagreed with the findings for the business environment foundation.

Looking across all responses, the key points covered:

- The cost and availability of workspace was the most prominent topic raised by respondents. It was noted that high office rents are most likely to affect start-ups, which could be hindering entrepreneurship.
    - Devolution of business rates to LEPs was highlighted as a potential remedy to this issue.
- Effective business support was the second most frequently highlighted topic. More focussed and targeted business support was reported to be required:
    - In the creative industries
    - In sectors demonstrating success and growth
    - Around upskilling of employees in existing companies
- One respondent stated that public sector investment should be targeted at high growth sectors which demonstrate high economic and social impact potential.

Key points raised related to the following themes:



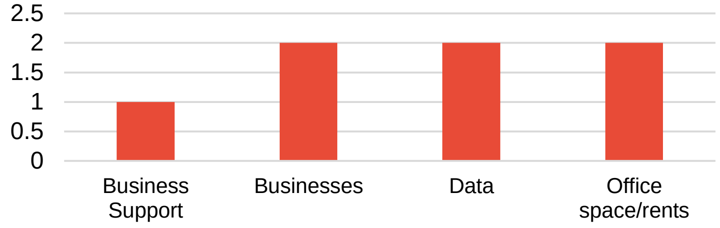
Business environment: Key points of disagreement

7 respondents disagreed that the summary provided in the economic profile for the business environment foundation accurately reflected the Coast to Capital area. Responses relating to office space/rents, data and businesses were the main areas of focus.

Where respondents disagreed with the evidence, the following key points were raised:

+ Brighton and Hove seems to stand apart from prevailing trends. As business grow-on space is at a premium in Brighton, it is imperative to spread the city's entrepreneurial success across the region.
+ Both urban and rural places (beyond the main innovation clusters such as Brighton and Crawley/Gatwick) can benefit from access to small, flexible business incubator space
+ One respondent noted the need for a deeper understanding of the rural business environment which contains a high quantum of high-value knowledge employment. Many of these are home-based businesses and micro businesses make up 86% of the businesses within the LEP area.
+ This foundation should consider the employment space which is coming forward such as the Burgess Hill Science and Technology Park which will deliver up to 100,000m2 of employment space. This will prioritise innovation-led, high-growth and knowledge-based industries, supported by gigabit fibre connectivity.

Disagree responses for the business environment foundation



Data comments:

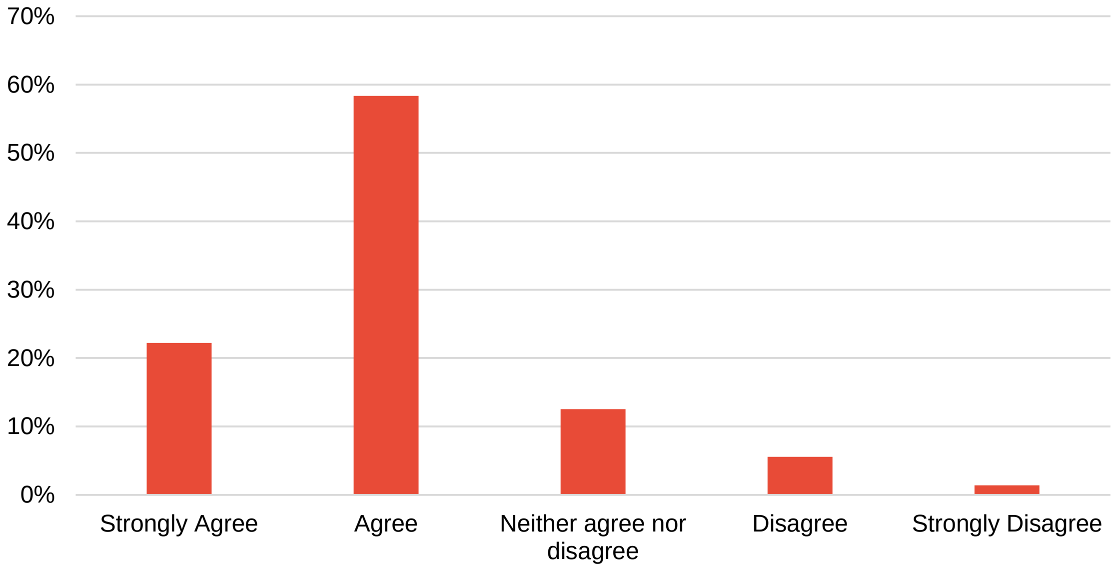
+ There is a need to go beyond SIC codes to define sectors so that the evidence base can more clearly set out the local specialist sectors with potential for high value growth

Foundation 3: *"From your understanding, do you broadly agree that our findings for the places foundation reflect the Coast to Capital area?"*

Foundation 3: Places

Overall agreement was high for the findings of the place foundation – 58 people agreed (81%), 9 people neither agreed nor disagreed (13%), and 5 people disagreed (7%) with the findings in this section.

Responses to the question: "From your understanding, do you broadly agree that our findings for the places foundation reflect the Coast to Capital area?"



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Foundation 3: Places

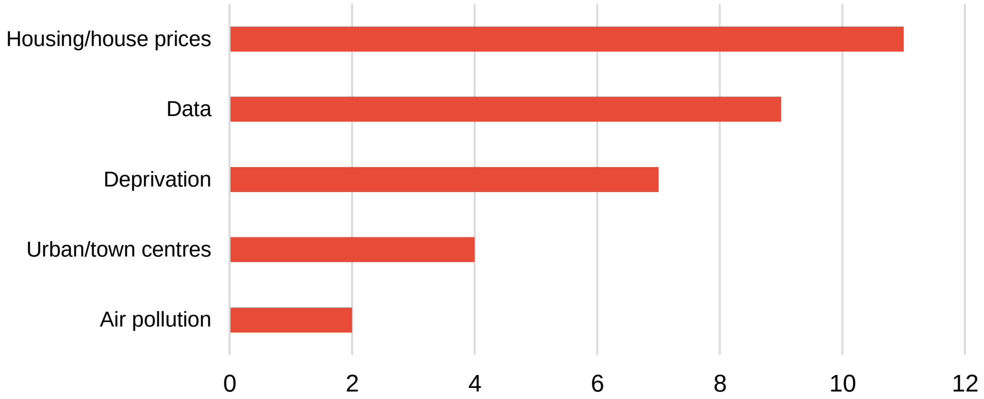
Most responses referenced the need to tackle issues around deprivation and housing. Specifically, respondents agreed with the evidence on concentrated "pockets of deprivation". One respondent recommended carrying out further research into the demographics of these deprived neighbourhoods and how it links with wider overarching skills and transport challenges.

On housing, respondents agreed that the area was unaffordable and that this was impacting the competitiveness of the area, with businesses struggling to attract workers and residents out-commuting to access higher value employment. One business noted that they had attempted to tackle this by paying a 'South East' salary weighting to offset higher living costs.

Two respondents felt that the evidence had a lack of focus on the economic contribution of Greater Brighton and rural areas.

Another 10 responses spanned a number of sub-themes outside of the places foundation. Most notably, respondents cited the importance of both digital and physical infrastructure in enabling business growth in the area.

Key points raised related to the following themes:

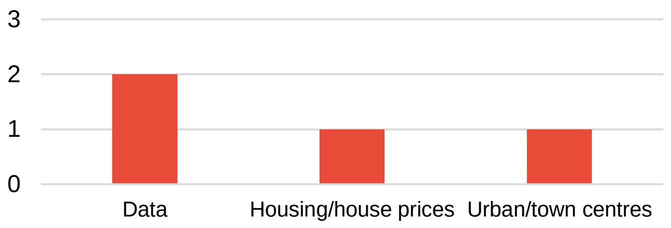


Places: Key points of disagreement

5 respondents disagreed that the summary provided in the economic profile for the places foundation accurately reflected the Coast to Capital area. The most common comment was around data and methodology used. Where respondents disagreed with the evidence, the following key points were raised:

- On housing, one respondent cited the specific need for quality council housing to be built
- One respondent also acknowledged the wider effects of house prices on regional prosperity. It was noted that the demand for, and value of residential sites makes creating high value office space a major challenge for the region.
- One respondent noted that the urban centres dataset failed to acknowledge the importance of rural service centres, (large villages or small town) which service a large adjacent rural hinterland (such as Petworth, Billingshurst, Midhurst, Arundel).

Disagree/strongly disagree responses for the places foundation



Data comments:

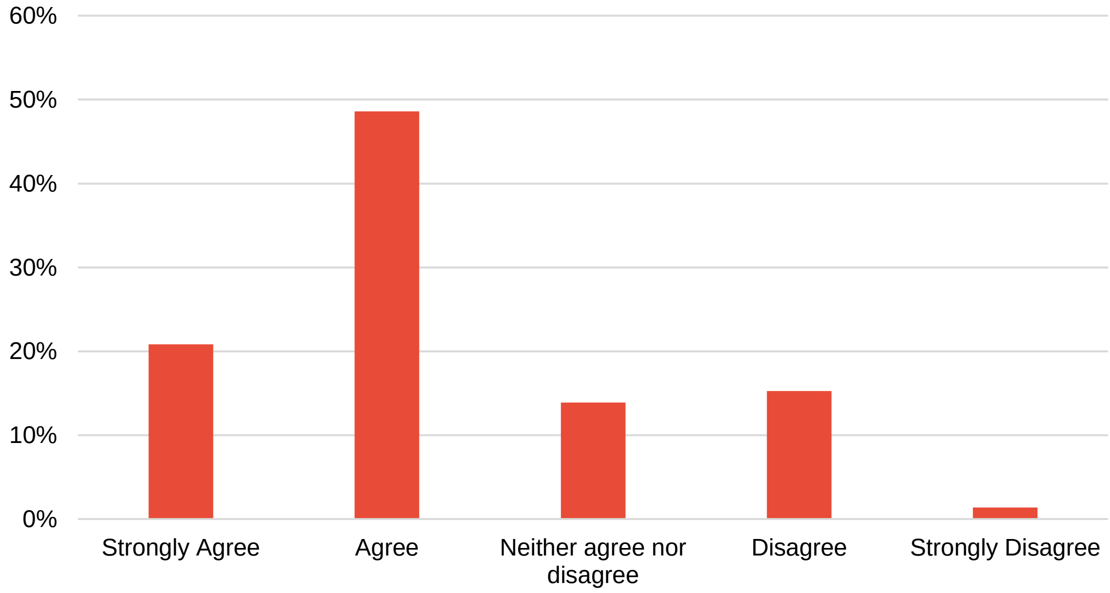
- On urban centres, one respondent expressed concerns over the analysis used to identify centres with high growth potential and requested greater transparency in methodology to ensure that all variables related to growth potential are accounted for
- One respondent questioned the deprivation data for Leatherhead as well as the reliability of Costar data used

Foundation 4: *"From your understanding, do you broadly agree that our findings for the infrastructure foundation reflect the Coast to Capital area?"*

Foundation 4: Infrastructure

Responses were more mixed on the findings from the infrastructure foundation, with 50 agreeing (69%), 12 disagreeing (17%) and 10 neither agreeing nor disagreeing (14%).

Count of responses to the question: "From your understanding, do you broadly agree that our findings for the infrastructure foundation reflect the Coast to Capital area?"



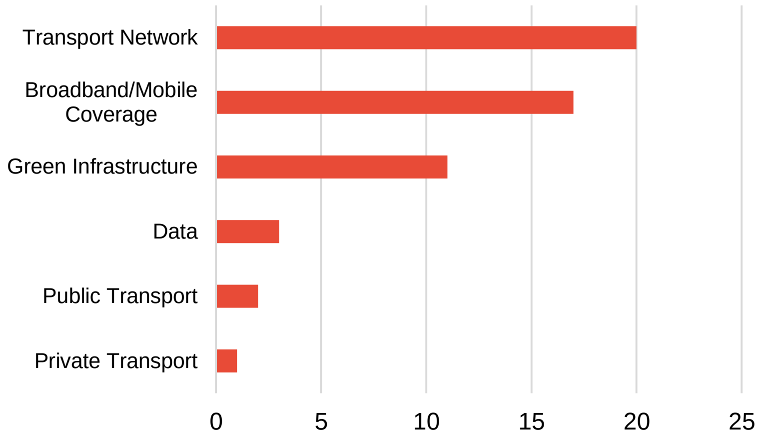
Foundation 4: Infrastructure

The transport network and broadband/mobile coverage were overwhelmingly the most cited topics. Responses focused on the need to take a strategic approach to increased investment in transport infrastructure, and on the need to improve broadband and mobile coverage across the region, particularly in relation to 5G.

Opportunities in green infrastructure were also frequently highlighted. One response focussed on developing Coast to Capital's offer in this area by making West Sussex an exemplar location for using green energy to drive wider economic development.

One respondent noted the need for innovative approaches around large infrastructure provision.

Key points raised related to the following themes:



In focus: digital infrastructure

- The LIS should note **the investments underway which will enhance digital connectivity** in the region in the short-medium term (this includes the West Sussex Gigabit programme)
- Importance of **delivering 4G connectivity along rail corridors** to enhance productivity
- **Regional disparity:** consultees noted the quality of coverage varies significantly across the Coast to Capital area, meaning that there is a need to even-up provision (especially in rural areas) before concentrating on future technologies such as 5G

Transport Infrastructure Priorities

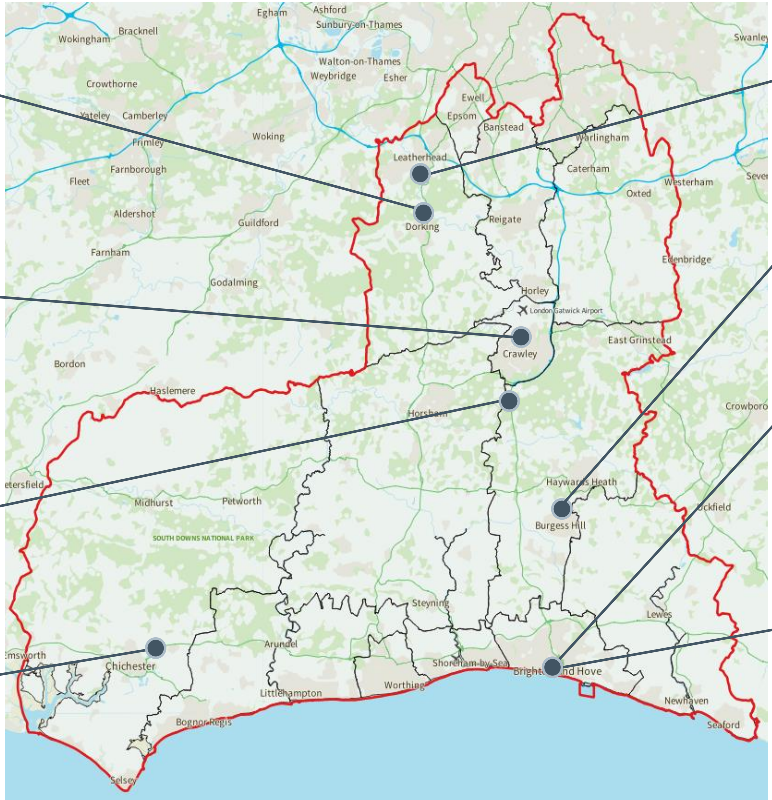
In addition to the region-wide interventions identified on page 12, respondents identified a range of place-specific transport infrastructure priorities for the region and these are summarised in the map below.

Dorking: Interchange between Dorking Main and Dorking Deepdene railway stations to eliminate the need to walk between the two stations, to improve connectivity to Gatwick, and to address the lack of accessibility of the Dorking Deepdene station.

Crawley and Manor Royal: Easy access from Manor Royal estate to/from London is a potential key catalyst to attract some of the digital talent that there is a rapidly growing need for. Equally important is the need for faster international access via London Gatwick Airport; currently the Crawley Manor estate grid locks during rush hour. Having a tram or faster airport connectivity will be a great aid to further improve accessibility.

A23/M23: Consultees noted that the economic profile needed to consider the stress of the transport network along the region's key transport arteries. It was noted that this needs a strategic and sustainable solution to alleviate issues. Gatwick Airport noted improvements to the M23 Gatwick spur as integral to their growth ambitions.

A27: Multiple consultees raised the A27 as a key impediment to growth in the region. Particular pinch points were highlighted around Chichester where a lack of public transport options were seen as a major contributor to road congestion within the urban centre.



Railway connectivity: A number of railway enhancements within east Surrey. This included electrification of the remaining 29 miles of the North Downs Line and a review of the London-Dorking-Horsham routes to maximise connectivity between the region's key urban centres.

Unlocking growth in Burgess Hill: Mid Sussex District Council's response focused on the need to develop the transport network to support the future growth ambitions of Burgess Hill. This included the A23/A2300 junction, A22 corridor and A264 corridor and the Brighton Mainline.

The University of Brighton: Consultees noted the role of Brighton in helping to provide solutions for sustainable transport in the area. The possibility of utilising research from the University of Brighton was raised. The university actively researches low carbon transport solutions including for automotive, heavy transport and electric cycling.

Sustainable/clean transport in Brighton and Hove: Brighton & Hove City Council is investing in EV charging to support low emission vehicles and would like to see integrated ticketing introduced across the rail and bus networks in the region. Brighton & Hove City Council along with its Greater Brighton partners continues to push for improvements to the Brighton Main Line this is considered to be crucial to the future growth of the City and Coast to Capital region.

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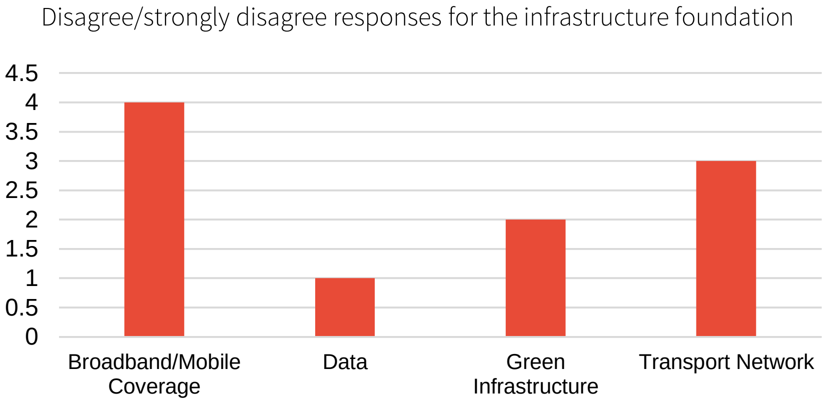
Infrastructure: Key points of disagreement

In total, 10 respondents disagreed that the summary provided in the economic profile for the infrastructure foundation accurately reflected the Coast to Capital area.

Broadband and mobile coverage/infrastructure was the most commonly raised response topic (4 responses). Where respondents disagreed with the evidence, the following key points were raised:

- Ultrafast broadband coverage is not strong in many parts of urban areas, particularly conservation areas which is affecting business performance
- No mention of the health risks associated with 5G and more research should be undertaken to understand these risks
- Achieving net-zero emissions by 2030 should be an over-arching objective that guides infrastructure investment
- No mention of the National Cycle Network or walking infrastructure, which are important for leisure and tourism



Data comments:

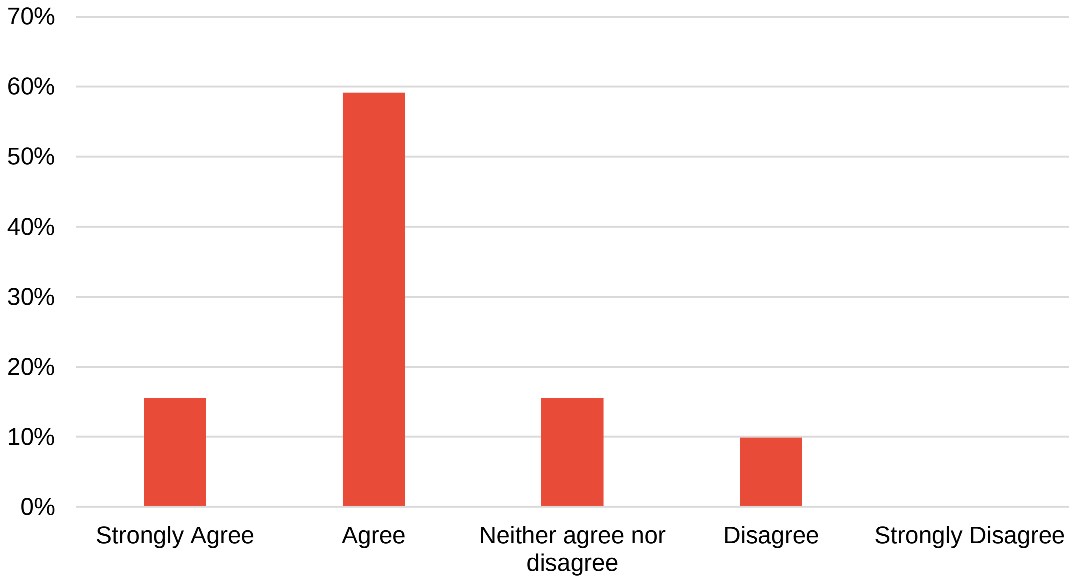
- One respondent commented that there was a lack of clarity between Horsham district and Horsham Town Centre. This is important to understand challenges around digital connectivity which is a major issue for rural parts of the district, but not necessarily the urban centre

Foundation 5: *"From your understanding, do you broadly agree that our findings for the ideas foundation reflect the Coast to Capital area?"*

Foundation 5: Ideas

The majority of respondents (75%) agreed with the findings for the ideas foundation, 15% neither agreed nor disagreed and 10% of respondents disagreed.

Responses to the question: "From your understanding, do you broadly agree that our findings for the ideas foundation reflect the Coast to Capital area?"

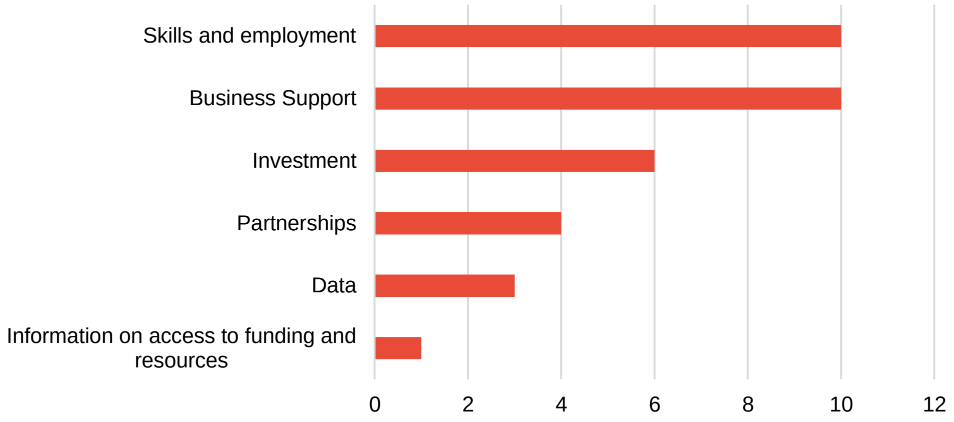


Foundation 5: Ideas

Key topics included skills and employment, investment, and business support:

- Respondents agreed on the need to address skills gaps by connecting business needs to education provision, creating local talent pipelines, and providing workers with the opportunity to re-skill. One respondent suggested innovating in recruitment from marginalised groups
- Responses around investment and business support were focused on innovation. Among suggestions in this area was business support to help companies identify innovation opportunities and funding the development of an innovation ecosystem
- In relation to the latter, it was noted that developing partnerships with universities is an effective way to support the creation of innovative environments.

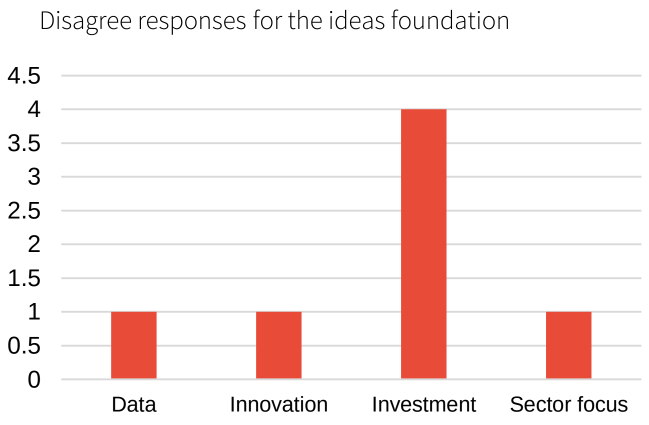
Key points raised related to the following themes:



Ideas: Key points of disagreement

'Investment' to support innovation was the most common source of disagreement in relation to the ideas foundation. Where respondents disagreed with the ideas summary within the economic profile, the following key points were raised:

+ One consultee noted that the economic profile overstates the complexity of the region. Instead, it was suggested that the region contains multiple coherent economic identities (such as Greater Brighton) and can build an identity around the university sector promoting ideas such as a University Innovation corridor
+ The diverse rural economy is highly active and provides a source of new business ideas for the whole of the LEP area.



In focus: Business perspective

One regionally significant employer noted the following barriers relating to the ideas foundation:

1. Shortage of suitable technical and supporting skills, notably those required by the digital economy;
2. The difficulty in attracting and retaining in the locale suitably qualified and experienced professionals and young people;
3. The lack of a supporting infrastructure for innovation and associated supply chain;
4. Rapid transportation from Gatwick to key adjacent business parks

Data comments:

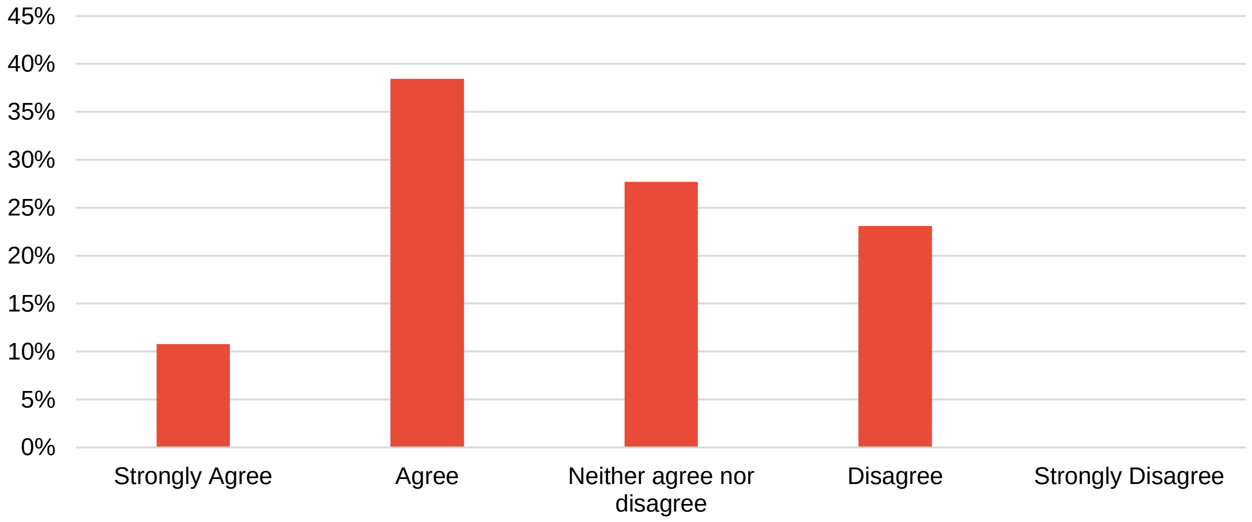
+ Some of the R&D expenditure may not be captured in the data due to some companies having corporate headquarters outside of the LEP area.
+ The level of innovation is under represented due to the SIC classification and reporting of 'innovation / R&D investment' being captured by central government.

4. Business Innovation and conclusions

Business Innovation

There was a lack of consensus on whether the chosen areas of business innovation reflected the key strengths of the Coast to Capital area – 49% of respondents agreed, whereas 28% neither agreed nor disagreed and 23% disagreed.

Responses to the question: "From your understanding, do you broadly agree that these areas of business innovation reflect the key strengths in the Coast to Capital area?"

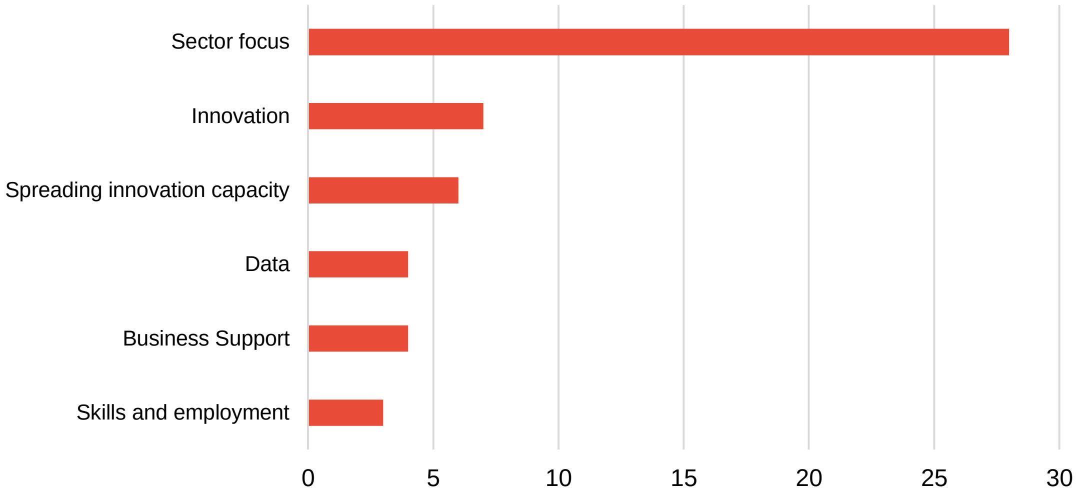


Business Innovation

An overwhelming majority of comments had a sector focus:

+ Supporting innovation in the region requires meeting employers' demands for more skilled individuals in the digital sector (including roles such as developers, digital markets, AI, content producers…)
+ Other innovation sectors highlighted were the food, construction, green and visitor sectors
+ Importantly, it was noted that innovation clusters are developed at the expense of neighbouring areas – there is a need for a better geographical spread in innovation support.

Key points raised related to the following themes:



Business innovation: Key points of disagreement

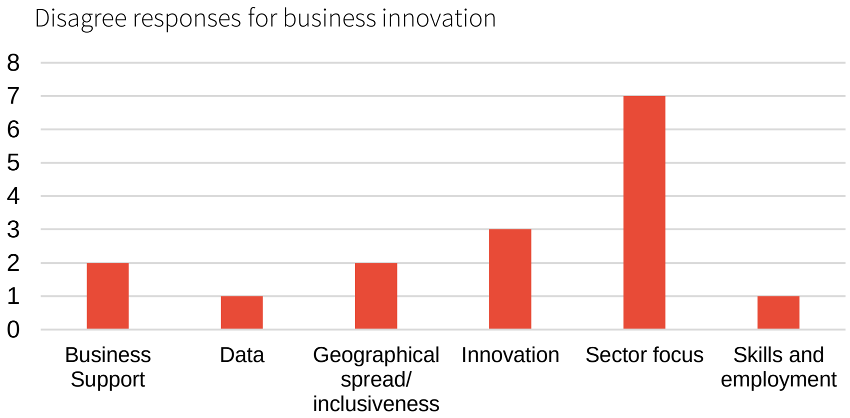
Most disagreement stemmed from respondents focusing on sectors in a particular area:

+ One respondent suggested that the conclusion regarding Engineering, IT and Technology Innovation missed out entirely on innovation in areas such as Horsham, Burgess Hill, Reigate, Redhill and Leatherhead.
+ The list of innovation areas for rural areas was thought to be too narrow and was underplayed within the economic profile

Two respondents stated that the evidence base lacks coverage of predominantly rural areas and focusses too much on Brighton and Crawley, which causes it to undersell Coast to Capital as a whole. Therefore, one respondent proposed that there needs to be more regional knowledge sharing, looking at the conditions underpinning Brighton's success and how this can be replicated in other areas.

Chichester was highlighted as a potential location to increase the region's business innovation capacity by leveraging the forthcoming Southern Gateway development. It was noted that there is the potential to create a Chichester Silicon Valley emerging from the new Engineering and Digital Technology Park which is part of the University of Chichester and builds on the leading Music Faculty within the University.

Generally, the basis for highlighting particular sectors was unclear to respondents. One respondent reinforced the importance of prioritising sectors which the region had historically been successful in (such as financial and professional services).



Data comments:

+ The list of innovation areas for rural areas was thought to be too narrow
+ Respondents highlighted innovation in retail, MedTech, and finance in Brighton that was not captured in the evidence base

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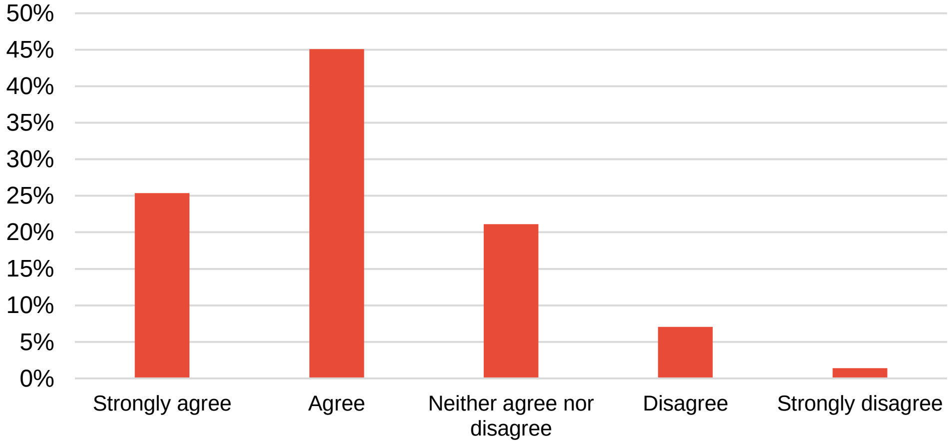
Conclusions

Overall, the vast majority (70%) of consultees agreed with the conclusions outlined in the economic profile.

Importantly, only 8% of respondents disagreed with Coast to Capital's conclusions indicating that very few respondents had major reservations about the LEP's interpretation of the data.

A significant proportion (21%) of respondents neither agreed or disagreed with Coast to Capital's findings. In the majority of cases, respondents stated that certain pieces of evidence or areas of focus were missing rather than expressing fundamental issues with economic profile conclusions.

Responses to the question: "From your understanding, do you broadly agree that our conclusions reflect the Coast to Capital area?"



*Note: sentiment response excludes additional email responses

Key points of disagreement:

- **Delivering truly sustainable growth:** One respondent stated that If the LEP are taking the climate emergency seriously, it should challenge the assumption that continuous growth is sustainable.
- **Distinctiveness of urban centres:** Coast to Capital's centres are distinct, however the pre-eminent issue is around perception and reputation which deter inward investment
- **Provision of office space:** Future technologies and ways of working mean that there may be an over supply of office space in the future. Therefore, the issue is more about size of spaces available – with many spaces being too large for SMEs to take on. One other consultee argued that it is not just high end business floorspace that is needed, there needs to be support for start ups and SMEs in managed, affordable workspace.

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