

# Open for Business

WEST SUSSEX | CROYDON | BRIGHTON & HOVE | LEWES | GATWICK DIAMOND



## LATEST NEWS...

### Strategic Economic Plan Submitted to Government

Last year, we hosted a range of meetings and events across our region with partners, businesses, trade associations and intermediaries in order to create a robust and progressive Strategic Economic Plan (SEP) to benefit all those who live, work and study within our area. That process is now complete and we would like to thank everyone for their valued input.

Our draft SEP for the Coast to Capital area was submitted to Government on 18 December. The plan sets out: our ambitions for economic growth; our proposals for realising these ambitions; the 'offers and asks' of our proposed 'Growth Deal' with Government; and the Local Growth Fund investment that we will require to 2020/21.



John Peel, chairman says: "The Coast to Capital area spans the UK's two strongest economic regions – London and the South East. Our area is one of the most prosperous in the UK and we are confident our draft plan outlines our vision for Coast to Capital to deliver exceptional growth and productivity gains to ensure that all our communities share in this prosperity. We will submit our final SEP to Government in March 2014."

View the documents online at [www.coast2capital.org.uk](http://www.coast2capital.org.uk)

## Topical News...

### National Security Cyber Campaign Launches

Coast to Capital is supporting a new campaign to help SMEs adopt safer security measures whilst online. Part of the Government's National Cyber Security Programme, the new £4 million campaign is aimed at educating small businesses and consumers on how to avoid falling victim to cyber criminals.

Many firms and individuals are not doing enough to protect themselves from cyber fraud amounting to a total UK fraud loss of £52 million. The campaign which was launched on 13 January has been designed to drive audiences to an interactive online resource [www.cyberstreetwise.com](http://www.cyberstreetwise.com).

The online portal seeks to provide valuable insight and guidance on how a few simple behaviours can make the nation safer online. Each online experience will highlight the benefits of adopting safe measures online.



## The National Careers Service Campaign

### National Careers Service

January has also seen the launch of a new campaign by the National Careers Service entitled 'Here for You'. Designed to help job seekers achieve their career goals, the campaign offers tips from careers advisers and daily videos via the National Careers Service Facebook and YouTube channels.

For more information visit [NationalCareersService](https://www.nationalcareersservice.gov.uk) Facebook page and the You Tube channel [RightDirectionForYou](https://www.youtube.com/RightDirectionForYou). You can also follow the campaign on Twitter (@NationalCareers).

## Third Sector Consultation Event Hailed a Success

Steve Allen, Coast to Capital board member welcomed more than 40 representatives from the third sector to a consultation event last month. The audience was asked to consider the question; 'How can the third sector become a powerful partner in growing jobs and spreading the benefits of growth to all parts of the community'. Following in-depth discussions, a number of recommendations emerged which were fed into the draft SEP. Our thanks to all those who participated.



## Board Members Visit EU Commission

Just prior to Christmas, several Coast to Capital board members travelled to Brussels on a fact-finding mission to meet with heads of department of the Business Support and Enterprise Units of the EU Commission. The busy day trip also included a briefing with Keith Taylor, MEP.

Ron Crank said following the visit: "Our purpose was to raise our region's profile as a good location for international trade, discover more about the EU cluster projects and to discuss red tape. It is something we plan to repeat later in 2014 to help progress our European Strategy."



## Continued Sponsorship of the Gatwick Diamond Business Awards

We are delighted to continue our support of the Gatwick Diamond Business Awards again this year through sponsoring the 'New Business of the Year' category. Our winner will need to have shown determination, and the drive and passion to start and grow a successful business.

Malcolm Brabon, growth development manager, says: "Last year 5,600 new businesses registered in the Gatwick Diamond Business area, proving how vibrant it is for enterprise activity. Coast to Capital believes it is extremely important to recognise those entrepreneurs who identify new opportunities to develop successful businesses."

The judging process has just been completed and the finalists will be announced on 13th February. The Awards will culminate in the Awards Dinner on the 20th March 2014, at the Effingham Park Hotel. Discover more at <http://www.gatwickdiamondbusinessawards.com/>



## SPOTLIGHT ON...

### Coast to Capital Welcomes New Board Member



We are delighted to welcome Shelagh Legrave onto the Coast to Capital board. Shelagh took up the position in December and brings a wealth of expertise and experience in the areas of education, skills and finance.

Shelagh has been the principal at Chichester College since 2010 and, prior to that, was its chief operating officer. Preceding this, she completed five years as director of finance at the University of Roehampton, London. She came to the education sector having spent eleven and a half years in the City of London with the investment banking arm of NatWest, where her last position was as deputy chief financial officer to the global financial markets division.

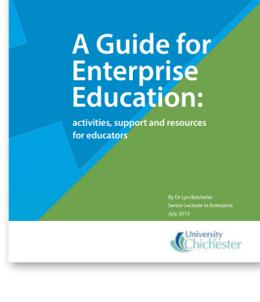
Coast to Capital chairman, John Peel OBE, leads the board in shaping and driving the LEP's strategies. He said: "Shelagh is an exceptional addition to our Board. She will be helping to shape the Skills Strategy and has already been influential in assisting us with developing and implementing our draft Strategic Economic Plan."

## Partnership in Action...

### Roll-Out of Enterprise Handbook for Schools and Colleges

Last year, we announced plans to produce a new guide to encourage an enterprise culture in secondary schools and colleges across the region. One of our strategy aims is to ensure all young people emerging from education are equipped with entrepreneurial skills.

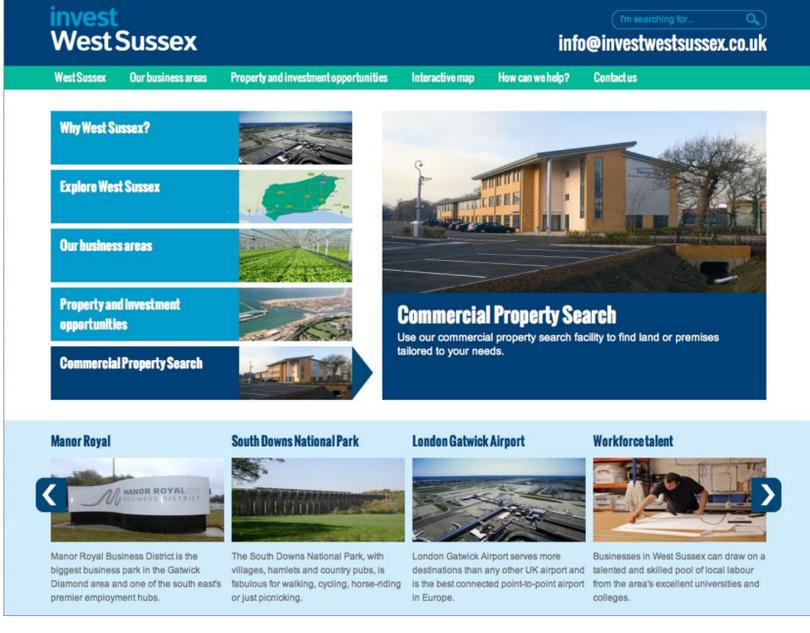
The guide was prepared by Coast to Capital in collaboration with Professor Clive Behagg (vice-chancellor and chief executive of the University of Chichester) and Dr Lyn Batchelor (senior lecturer in enterprise at the University of Chichester), based on original research conducted by Dr Russell Strutt. View/download the free handbook [here](#).



## Launch of Invest in West Sussex Website

A new website that showcases West Sussex to businesses looking to start, locate or grow there has been launched. <http://www.investwestsussex.co.uk/> is the place to go to discover what the county and its business areas have to offer to regional, national and international companies and organisations. It also highlights development and investment opportunities to developers, domestic and foreign investors, and provides a vast amount of information around workforce skills, transport links and business clusters. A free, comprehensive commercial property search is also available for businesses to find available land or premises tailored to their needs.

Louise Goldsmith, Coast to Capital board member and leader of West Sussex County Council, says: "This new website showcases West Sussex to potential new business investors looking to launch a new business or set up headquarters in the area."



## Tinder Foundation Seeks Input from SME's

Tinder Foundation wants to hear the views of start-up and micro businesses on how they use digital technologies in their businesses. The not-for-profit organisation manages the 'Community How To' website and encourages start-up and micro-businesses to make the best use of technology.

Tinder Foundation is keen to find out more about how businesses might use a website like **Community How To** and what digital support they may need. If you'd like to get involved, complete their survey by 31 January at <https://www.surveymonkey.com/s/MicroBusinessSurvey> and be in with a chance of winning a brand new iPad!

Good luck!



## Coming Up...

Invitations are now being issued for the next Coast to Capital Partner Forum which is to take place on 27 March at Epsom Racecourse. If you would like to attend, please email [lisa@prowse.co.uk](mailto:lisa@prowse.co.uk).

## CONTACT US



To find out more on any of these news items or about our major themes email: [malcolm.brabon@coast2capital.org.uk](mailto:malcolm.brabon@coast2capital.org.uk) about Enterprise and International

[lindsey.simpson@coast2capital.org.uk](mailto:lindsey.simpson@coast2capital.org.uk) about Research and Skills

[spiros.tarazis@coast2capital.org.uk](mailto:spiros.tarazis@coast2capital.org.uk) about Growing Places Funding

Visit [www.coast2capital.org.uk](http://www.coast2capital.org.uk) for the whole picture or email: Ron Crank, Chief Executive [ron.crank@coast2capital.org.uk](mailto:ron.crank@coast2capital.org.uk)

