



ENTERPRISE

Promoting Entrepreneurship Business
Growth & Jobs



Our aim:

To create a resilient low carbon economy, known for its creative, digital, information technology businesses, growing environmental industries & services and to be supported by a more sustainable city infrastructure. To be a City that is a vibrant, socially and culturally diverse place with a wide range of job opportunities supported by accessible child care.

Entrepreneurship and Business Growth

Issues of Concern

Brighton & Hove is still largely a City Region of potential, rather than of achievement. It now has one of the best-qualified resident populations in England, but its productivity per worker, although much improved, is still modest compared to the South-East average. It has one of the highest business density rates in England, but output per business is poor, reflecting its historic reliance on local markets and low value sectors of the economy.

In 1999, productivity (measured by Gross Value Added per head of population) was £12,634¹ - similar to Liverpool (£12,748) and Walsall & Wolverhampton (£12,155), whilst claimant count unemployment (5.2%²) was comparable to Doncaster (5.3%) and Rotherham (5.3%). By the end of the last decade, GVA per head (£20,611) had grown faster than any other urban NUTS area outside London; however it is still below the South East average.

In 2012 Brighton had the 7th highest rateable value for commercial stock of all UK cities at £123 per sqm. The government's removal of local planning policies controlling the conversion of office space to residential is likely to lead to some level of erosion of commercial office stock.

The need to maximise the available employment land and commercial premises, increase productivity, grow knowledge intensive sectors and generate jobs is therefore a priority for the city.

The Economic Strategy and the City Deal support the development of a series of 'growth hubs' across the City Region that will be the focus for targeted business support and infrastructure investment. This will help to build strong and sustainable business clusters that in turn will lead to sustainable employment and jobs growth.

The New Economic Strategy and City Deal

Brighton & Hove's challenges are set out in its new Economic Strategy 2013 – 2018 and the City Employment and Skills Plan (2011-2014). The city's

¹Sub-National GVA Table 3.2 ONS

² Source: DWP Claimant Count via NOMISWEB (Note: Shown as a % of the working age resident population. Figures for March 1999).

economic strategy balances the need for economic growth with a commitment to developing a low carbon economy, based on the ten principles for One Planet Living.

Brighton & Hove has emerged strongly from being a low value coastal economy, but it has yet to make the transition into a high performing one. It needs to champion greater ambition; provide a better mix of quality accommodation and embed its universities into the fabric of its economy, so that it can develop and retain the right talent and commercialise its expertise.

Its strengths lie largely in its creativity and how it can apply this effectively to support economic growth. According to the strategy, “the sectors that most stakeholders consider to be important to the city’s economy are culture, leisure and tourism, and creative, digital and IT (CDIT)”.

The CDIT (Creative, Digital and IT) sector is now recognised in Government circles as important to the future of the city economy. It has seen double-digit employment growth in recent years, is strongly export-oriented and the clustering that has occurred in the city is proving to be self-sustaining. The sector is on the cusp of becoming mature. However, its businesses need access to better premises and technical skills and models of innovation support that focus on strengthening knowledge exchange networks and collaboration.

The route to a greener and more sustainable economy may be through better engagement with our neighbours and through growth in low carbon sectors such as CDIT, the Environmental Industries and the wider knowledge economy.

There is also a clear message within the strategy that economic development and business growth cannot be delivered within the constraints of tight administrative boundaries or by the public sector alone. Approaches should be outward-looking, based on close collaboration with neighbours within our ‘functional economic area’, and with the private sector in the driving seat.

Brighton & Hove is part of the Coast to Capital Local Enterprise Partnership [LEP], which also includes Croydon, West Sussex, the Gatwick Diamond and Lewes District. The LEP is in the process of developing a Strategic Economic Plan which will set the priorities for the sub-region and help lever public and private sector investment into projects and activities that drive economic growth

Alongside this, the Government is entering into a series of ‘City Deals’ with England’s major cities. These are based on City Regions, centering on the main urban areas, but incorporating neighbouring local authorities. Brighton & Hove, along with Lewes, Mid Sussex and Adur & Worthing have developed joint proposals for a Greater Brighton City Deal Agreement that will complete its negotiations with the Government in early summer 2014.

The Greater Brighton City Deal focuses on business and jobs growth through specific creative and innovation hubs located across the patch through which

businesses will access intensive support to help them grow find new markets and create jobs.

The Economic Strategy highlights work currently underway within the LEP Strategic Growth Plan and the Greater Brighton City Deal proposals as helping to drive its strategic ambitions.

Five Strategic Priorities have been identified that, if delivered, will help the City to realise its economic development ambitions.

- SO1:** To enhance Brighton & Hove's distinctive destination and lifestyle offer
- SO2:** To grow quality jobs and business opportunities in higher value and lower carbon sectors
- SO3:** To better align jobs skills to projected needs and in support of higher value sectors
- SO4:** To tackle barriers to employment and to create employment opportunities for all
- SO5:** To establish a strong and influential Greater Brighton City Region.

Employment and Employability

The City Employment & Skills Plan 2011 – 2014 set a target of 6,000 new jobs by 2014 if the city was to maintain its employment rate. This figure was exceeded at the start of 2014 but new targets will have to be revised upward in the new plan (expected next year) to reflect an unexpected population increase.

Brighton & Hove has seen a significant increase in population since 2011. The city has grown by 23,400 in the last ten years demonstrating that it continues to be an attractive place to live.

Of these new residents some 13,000 are of working age which means that the city has an even greater need to grow the business base and create new jobs.

Compared to the rest of England, Brighton & Hove now has more people employed in higher paying occupations as managers, professionals or associate professionals. Fewer people are employed in mid-level administrative or skilled trades' roles and in elementary level roles.

We are in the top five of UK Cities for residents qualified to NVQ4 and above and there has been significant growth in jobs demanding high level skills and qualifications, particularly in areas such as Creative Digital Media and IT.

The 2011 census shows that there has been a fall in the number of lone parents not in work; the fall of 13.5% for lone parents not in work is larger than

the fall in England and there are now more lone parents in part-time employment than in England, though fewer in full-time work.

The number of Young People Not in Employment, Education or Training [NEET] has also fallen while school attainment; those achieving 5 GCSE's grade A* – C [including English & maths] saw a significant improvement in 2012 and 2013.

Issues of Concern

Brighton & Hove has fared comparatively better than similar cities of its size and profile. Long-term unemployment fell marginally in 2011 but is rising again; there are now 21,120³ people receiving out-of work benefits in the city which represents more than 10% of the population, compared with 8.2% in the South East.

Although the unemployment rate is falling it is still an area of concern. Some participants are now returning to the DWP register following their two year period on the Work Programme having failed to gain employment; these returners will need additional support in order to access training, work experience and future employment.

The unemployment rate is 8.3%, representing 11,800 people looking for work and there are around 4 JSA claimants per unfilled job vacancy.

Wage levels do not reflect the cost of living in the City, e.g. house prices and rents. Wages are still lower than the rest of the South East which reflects the city's continuing dependence on low wage sectors.

The City Employment & Skills Steering Group monitors the progress of the City Employment & Skills Plan and fosters joint working across the private, public and voluntary sector on activities that provide sustainable employment pathways for residents at all levels from those not yet engaged in the labour market to those wishing to apply graduate skills and experience.

The plan sets out priorities for business growth and inward investment, skills training, employability and job creation.

What has happened in 2012?

- Launch of the City Jobs & Skills Shop in May 2012 a multi agency initiative comprising City College, DWP and BHCC. The shop provides a physical route for residents and employers to take up and find out more about job opportunities and apprenticeships.
- The creation and development of the jobs, careers, information advice & guidance website, brightonandhovejobs.com - A portal which also facilitates access to apprenticeships across the city

³ June 2012

- The launch of the Apprenticeship Training Agency (ATA) by City College, providing an easy route for small employers to offer an apprenticeship without the risk of direct employment.
- Successful 'Brighton Your Future' event in April 2013 attended by over 1,000 people and providing 16 – 24 yr olds with 570 opportunities for internships, apprenticeships, work experience and volunteering linked to local businesses and organisations in Brighton & Hove
- Employment & Training Agreements signed by developers in the New England Quarter, the Open Market, Park House and the KEEP. Developers on these sites agreed to provide jobs, training and work experience places by working with the Brighton & Hove Local Employment Scheme (BHLES). These commitments resulted in 61 jobs, 10 apprenticeships and 30 work experience placements for residents in 2012.
- European Union Funds secured via Interreg to deliver construction taster courses for unemployed people. The Building Futures project (BUFU) resulted in 464 Brighton & Hove residents attending Information, Advice & Guidance (IAG) sessions; 260 participating in construction taster sessions; 184 gaining NOCN Level 1 qualification in Construction Skills, 165 gaining a Construction Skills Certificate Scheme (CSCS) card to access site work; 73 taking up work placements; and, 65 jobs secured.
- Albion in the Community – Want to Work Programme a week long, private sector led course for unemployed 16-24 year olds interested in working in the construction industry. The week long course was designed to give course attendees a taste of each part of the construction industry. The course took place at the AMEX Stadium and the project was supported by private sector partners and co-ordinated by Centurion, Albion in the Community (AITC) and City College (CCBH).
- Circa £3million secured by the University of Brighton in support of the environmental industries. The Green Growth Platform (GGP) will provide help to ensure that Low Carbon Environmental Goods and Services (LCEGS) sectors achieve and exceed the high growth rates predicted for the sector. The 5 year programme will focus on SMEs with strong growth potential, working with 1,000 SMEs, creating 250 new jobs and supporting 100 innovation / R&D projects leading to the development of 25 new or enhanced products or services.
- Launch of the Brighton & Hove Living Wage Campaign to encourage local businesses to voluntarily pay all employees at least £7.45 per hr. Set independently and updated annually the Living Wage is calculated according to the basic cost of living in the UK and is the amount that allows a person to live, rather than just survive. Eleven charities and 13 digital firms are among over 100 businesses signed up to the scheme

- Launch of the Brighton for Business inward investment website (www.brightonforbusiness.co.uk) which showcases the city as an attractive places for business start-up, business re-location and Foreign Direct Investment.
- Circa £90,000 secured in support of London Road via a successful bid to become a Portas Pilot area. The fund will help to promote the London Road retail and entertainment offer and attract new shoppers to the area
- Launch of the SE Assist pilot by Legal & General and CAF Venturesome in support of social enterprises. The scheme for fledgling social enterprises offers interest free loans of up to £10,000 as well as mentoring from Legal & General staff and up to £5,000 worth of expert consultancy. The Chair of the City Employment & Skills Steering Group sits of the Board of the pilot project. The programme encourages other local companies, both large-scale corporates and smaller SMEs, to invest time and additional money to support this important sector of the economy.
- The £3m of LEP funding secured to help make up the shortfall that is stalling the i360 scheme on Brighton seafront. The £35m i360 consists of a single storey glass heritage centre built on the site of the West Pier and a 172 metre viewing platform. The loan will be repaid with interest at commercial rates from the income generated by the attraction when it starts to operate. BHCC has also contributed £14million to the scheme which will host up to to eight hundred thousand visitors per annum and is expected to generate an operating profit of approximately £6.7m per annum and about £5m in additional spending for the local economy together with 154 jobs [fte] directly and up to 444 indirectly.
- The KEEP is a £19m project that will provide a new purpose-built facility bringing together the combined archives and historical resource collections of East Sussex and Brighton & Hove, and the special collections of the University of Sussex, including the Mass Observation Archive. This new state-of-the-art historical resource centre will be a vibrant community resource opening up access to the partners' collections in a one-stop shop for all aspects of the historic environment, and will enable people to research their local and family history.
- Completion of the Open Market development in London Road which is a new covered market with 44 permanent market stalls surrounding a central market square for temporary stalls, visiting markets and a variety of activities. It comprises 12 workshops, 87 affordable housing units, approximately 80 FTE construction jobs and 120 jobs in the new market, along with new opportunities for small business start ups. The Venue will promote local food produce and local producers.

- Circa £3 million secured from central government for ultra-fast broadband infrastructure offering speeds of 80-100 megabits/second in the city's business district. The investment will add value to the important and fast-growing Creative, Digital and IT [CDIT] sector and also roll out wireless provision across about one fifth of the city. About 23,600 jobs in the city are thought to rely on the industry, which represents about 18% of the local economy.
- New website in support of artists and creative practitioners launched to ensure that artists and creative practitioners have the most up-to-date information on resources and activities that will help them to engage, develop contacts and collaborate. The new website, replete with resources for cultural organizations' and artists can be viewed at: <http://www.acicommission.org.uk>
- In June 2012 Brighton & Hove hosted the city's first Eco-Technology show at the AMEX community stadium in Falmer. Over the two days the show was attended by 105 exhibitors, 3,030 public visitors and 820 trade visitors. A wide range of exhibitors from a variety of sectors attended, highlighting the diversity of the city's environmental industries offer. As a showcase for the city, the event was a success. It was attended by members of local and national government and generated the equivalent of £450,000 in marketing value in over 100 trade and consumer press articles.
- Ride the Wave 2, the Council funded business support programme saw over 600 entrepreneurs benefit from attendance at workshops designed to build business resilience and foster business growth. The workshops included sessions on business start-up, social enterprise, and export along with sector specific workshops for SME's.

Citywide Projects

Issues of concern

It is essential to maximise the value of our key assets and ensure that developments at a number of key sites around Brighton & Hove provide jobs during this economic downturn and have a positive impact on the environment wherever this can be achieved.

What has happened over the last three years

The Council has remained in active dialogue with the owners of Churchill Square (Standard Life Investments) regarding ongoing opportunities for re-provision of a new conference centre for the city and an extended Churchill Square.

American Express completed its new headquarters near Edward Street in 2012. The further wholesale redevelopment of the rest of the site is the

subject of a planning brief, prepared by the council in partnership with American Express. This will help to bring forward new development providing additional employment opportunities and homes.

The new stadium at Falmer opened for business in summer 2011 as the American Express Community Stadium. It has been a great success and has since been expanded from its initial 22,500 seats to its maximum capacity of 32,500 seats

A new development agreement for the Circus Street former municipal market site was agreed in 2012 with our development partners, The Cathedral Group and the University of Brighton. Shed KM has been selected as the architects to take the design forward and the scheme has been consulted upon and worked up to planning application stage. The final scheme will deliver a new university building, a professional and community dance studio for South East Dance, 142 homes, offices and ground floor uses to bring vibrancy to the area.

Plans to redevelop the Open Market site at London Road are nearing completion. Programmed to open in 2014, the new covered market will provide 45 permanent stalls, a central square for temporary and visiting markets and 12 arts/crafts workshops. The redevelopment also includes 87 affordable homes provided by Hyde Housing Association.

Other projects are underway to regenerate London Road including the commencement of demolition and construction work on the former Co-op department store, following the granting of planning permission in 2012 to provide new retail units and student housing; a successful pilot project to regenerate the Providence Place area, the opening of the Fusebox in New England House (an entrepreneurial resource for the digital, creative and media sector) and a successful bid for Portas Pilot funding to help improve the shopping experience and find new uses for empty premises.

The aspiration remains to achieve a development at the Black Rock site, based upon a multipurpose venue.

During 2012, the council restarted work to secure the long-term replacement of the outdated facilities currently on offer at the King Alfred Leisure Centre, a project that includes the wider regeneration of the entire site. With Policy & Resources agreement in July 2013, more detailed work is now underway and it is hoped that the procurement exercise will commence in 2014.

Progress towards delivery of a revised scheme on the former Preston Barracks site was reported to the council's Policy & Resources Committee in July 2013. That report emphasised the successful partnership working with the University of Brighton, a partnership formed in 2009. The aspiration remains to deliver a high quality mixed-use scheme that will benefit the surrounding communities, contribute to the wider regeneration of Lewes Road, and accommodate local resident and student demands. With committee support secured, detailed negotiations are underway. It is hoped that this will lead to a successful outcome that will enable this comprehensive redevelopment to commence.

Work is nearing completion on the regeneration of the Brighton Station site / New England quarter, our biggest brown-field site. Work has commenced on Site J, which will provide a mixture of housing, offices and a hotel and also complete the pedestrian route from London road to the rear of the mainline train station. Working with the developers has led to agreement on sustainable practices such as:

- 40% carbon emission savings
- 30% of homes to be affordable
- A "greenway" and funding to maintain it
- Provision of a new community facility
- Landscaping
- A strategy to improve local people's skills and employability

Also a development brief with Adur District Council to guide new development and regeneration in Shoreham Harbour has been completed.

Current position

A long term replacement for the current Brighton Centre remains an aspiration for the City and the regeneration of the immediate surrounding area. An active discussion is ongoing with Standard Life Investments and their partners regarding possible options for bringing this forward.

Other plans are at various stages of development for sites around the city, including:

- Continuing to seek a funding solution to deliver a new leisure/entertainment facility at Black Rock funded by the private sector
- Regeneration of the Circus Street, Edward Street, and the Lewes Road area, with the submission of the planning application for Circus Street imminent.
- Continue regeneration of the London Road area including implementation of permanent improvement in Providence Place commencing 2014 and public realm improvements across the wider area
- Achieving a financial close for the i360 project at the West Pier and a start on site in 2014
- Exploring options for the redeveloping the King Alfred site and retaining the present centre until that point
- Shoreham Harbour regeneration

What we plan to do

Secure the city's conference economy by redeveloping the Brighton Centre as a successful, high profile, sustainable conference centre and examine opportunities for new leisure, retail, and hotel development on the current Brighton Centre site.

Keep Brighton & Hove a vibrant place to live with exciting and sustainable development of sites to their full potential. Following on from the identification of strategic development sites in the City Plan Part 1, further sites will be identified in the City Plan Part 2, Joint Area Action Plan for Shoreham Harbour and supplementary planning documents where appropriate.

Deliver new and vibrant places to live, work and spend leisure time by managing major regeneration projects on council owned sites.

Meet the needs of the high-growth creative and digital sectors of the city economy, for example by ensuring the future of New England House as a digital hub building on the Fusebox model.

Promote and require sustainable practices, such as:

- Reaching very good or excellent in the BREEAM or EcoHome standard (thus minimising ongoing CO2 emissions)
- Using the construction phase to develop local skills and businesses
- Incorporating a high proportion of affordable housing
- Ensuring housing is accessible

Protect and enhance the natural beauty of the South Downs National Park while maximising access to and enjoyment of the area.

Produce a planning brief to guide the future development of Toad's Hole Valley as a new and sustainable city neighbourhood providing homes, jobs and a secondary school and recreational and communal facilities.

Tourism and Venues

Issues of Concern

Brighton has held its own as a favoured destination for tourists and conference delegates but the level of competition from destinations around the UK and the world remains fierce.

Factors inhibiting our success include access (the lack of a 7 day railway connection which is often subject to engineering works at the weekends), uncertain investment decisions about the Brighton Centre, the quality of some of the tourism offer and investment in programming and events.

The industry also remains very susceptible to international events and economic conditions.

What has happened over the last 3 years

There has been a refurbishment of many of the public areas of the Brighton Centre to reverse the decline in bookings. This has generated hundreds of millions of pounds of new business for the city already.

New hotels have opened including the Jurys Inn and Ibis and investment has continued among much of the remaining bedstock in the city.

New events have become established including the Marathon, London to Brighton Night Bike Ride and Screen on the Beach.

The Olympics was celebrated across the city and events for future years have been secured including Rugby World Cup 2015 matches to be played at the Community Stadium.

The Tourism service, Visitbrighton, has grown its business partnership to around 450 businesses; traffic to www.visitbrighton.com has reached 1.8m unique visitors with around 9m page impressions; £5m annual media coverage has been generated through travel and lifestyle titles from around the world; and around £60m of conference bookings generated per annum.

While Visit Brighton has had to close the Visitor Information Centre it has developed new visitor services points with partner businesses around the city and continues to produce maps and other materials to help visitors choose the destination and have a good time when they get here. The app for example has reached about 15,000 downloads in under a year.

With the range of existing events, festivals and sporting venues the city continues to receive many millions of visitors each year.

Current position

Interim results for 2012 show that the city received 8.4m visitors with day visits showing 18% year on year growth and total expenditure of £799m an increase of 8%.

What we plan to do

The City Council has established a Tourism Advisory Board [TAB] which was launched in November 2013. This will bring together businesses from across tourism to support, guide and advise the authority on its approach to tourism and will review the current Tourism Strategy and help produce a new one for the city. The TAB will also consider the future role and governance of the Tourism Service (Visitbrighton) in the context of challenging public sector financial settlements.

The service will continue to focus on digital and media as the main marketing tools and will target international scientific and association conferences alongside established conference business.

The Tourism Service has recently merged with the Venues service to drive out more efficiencies and to make best use of the talents of both services.

Deliver an increasing focus on eco-tourism and enhance collaboration with the South Downs National Park.

Arts

- Maintaining our international reputation as a leading cultural city for both residents and visitors.
- Ensuring that everyone has the opportunity to engage, participate and benefit from the city's diverse cultural offer.
- Create a climate where our creative and cultural industries can thrive and contribute to the greater economic potential of the city
- Increase opportunities for arts and culture to contribute to happiness, health and wellbeing
- Enhance the public realm so it reflects the city's contemporary cultural approach, can accommodate cultural activities, celebrate the city's heritage and enhance the cultural offer to all.
- Protect and develop the cultural infrastructure of the city.

What has happened over the last three years

Our cultural offer continues to be internationally renowned and a driver for tourism and for economic growth.

The city's festivals offer continues to grow and develop, and audience demand remains high. The main arts festivals have all experienced increases in size, scope and profile particularly those that combine arts and creative industry such as Cine City, Brighton Photo Biennial and the Brighton Digital Festival. New festivals continue to appear and flourish and include a new ambitious arts and health festival called Sick! Which takes place in March each year. The May festival cluster has significantly strengthened around the Brighton Festival, the largest arts festival in England. The 'festivals within the festival' includes Brighton Fringe (the third largest fringe in the world); Artist Open Houses (more than 1500 local artists take part); House (curated contemporary art); The Great Escape (Europe's leading music industry showcase); B:fest (a youth arts festival) and the biennial Caravan (an international industry showcase of performance).

With significant EU Interreg 4 funding, the city council and the Arts Commission delivered four years of the White Night festival which grew to incorporate 70 events and an audience of more than 50,000 and was presented as a model of good practice to an international audience by the organisers of the Paris Nuit Blanche. The legacy has been better partnership working across the city, more late night cultural events diversifying the night time economy, and a springboard for a number of local artists and companies that have gone on to tour internationally.

The city remains a draw for cultural and creative businesses, practitioners and creative entrepreneurs. The city has a diverse cultural ecology that includes public funding bodies (Arts Council, Creative England), development agencies (South East Dance, Photoworks, New Writing South), major venues (Brighton Dome, Theatre Royal) and a large number of individual practitioners, freelancers and smaller arts organisations and venues. The city has a high

percentage of Arts Council NPO (National Portfolio Organisations) who receive total arts funding of approximately £3.5million each year. A further £3million of arts lottery funding is received annually by smaller arts organisations in the city through open competitive bids: the highest in the region.

The city's cultural partnership expanded its remit to include the creative industries to become the Arts & Creative Industries Commission in 2012. The partnership has now been in existence for 10 years and continues to be effective as an advocacy and policy voice for a diverse arts, cultural and creative industry sector. Other cultural networks of all sizes flourish in the city and include Express (arts and young people), Wired Sussex, and What Next?.

The city is establishing itself as a Film City. A cluster development project led by the city council and the University of Brighton has led to two nationally significant film development agencies being based here: The BFI Audience Hub for the south east based at the University, which has received £900, 000 of funding to develop film exhibition across the region; and the Creative England Talent Hub based at Lighthouse which supports investment in film makers and is one of only two in the country - the other is in Sheffield.

The Fuse Report released in 2013 is a major piece of research funded by AHRC, which looked into the CDIT sector in Brighton and Hove and how the particular fusing of arts/ creative with information/ technology has created the high levels of growth in the sector here. The report iterates the importance of 'lifestyle' including culture, in attracting and retaining high value businesses and also asserts that many of our most successful CDIT start ups were developed by arts graduates from the city's universities.

<http://www.brightonfuse.com/wp-content/uploads/2013/10/The-Brighton-Fuse-Final-Report.pdf>

The city's strength in cultural activities for young people has been demonstrated by the joint commisioning of youth services with Artswork SE (the ACE bridge organisation for the region) and by the successful music hub, Soundcity, which engages an impressive percentage of young people across the city in music making, with a focus on children in challenging circumstances.

There have been significant arts and culture strands to a number of recent public health and public safety programmes including projects highlighting domestic violence, promoting mental wellbeing and ageing better.

The city council has worked with developers to commission 20 public art projects in every corner of the city including Saltdean, Woodingdean, Patcham, Hove, Hollingbury and the city centre.

The council is developing neighbourhood specific cultural strategies and programmes with cultural partners aligned to major regeneration, public space and transport projects to assist with placemaking. This currently includes London Road and Valley Gardens.

A number of bids for capital investment are in process which, if successful will have a profound effect on the city's cultural infrastructure. This includes plans to transform the Royal Pavilion Estate, the Dome complex and to create a dance space in the new Circus Street development.

Brighton & Hove leads the way nationally in sustainable events management systems and has attained two international standards awards: for venue management at the Brighton Centre and for Outdoor Events.

Current position

The city has some of the highest level of current arts engagement outside London and hosts around 40 festivals each year and more than 200 outdoor events.

Outdoor event space is at a premium in the city and demand from a range of cultural and commercial operators far exceeds the supply available especially in the city centre.

The city is recognised as a national cultural centre and is successful at leveraging investment from a range of public bodies, foundations and from private businesses and donors. However the city receives a relatively high level of funding from Arts Council England and so any cuts or policy change there will have a profound effect.

The city council's Arts Partnership scheme levers between £15 and £20 for every £1 the city council spends and supports a wide range of cultural activities from the not for profit arts sector.

There is a lack of good quality and affordable creation space for artists across a range of art-forms and practices.

What we plan to do

Work with our cultural partners inside and outside the city to maintain Brighton & Hove's position as a significant cultural leader regionally and nationally.

Work with our cultural partners to increase engagement and participation in the arts in the city, including supporting targeted work at those currently not engaged and those less engaged.

Advocate and evidence the role and impact arts and culture has on wider agendas such as economy and enterprise, learning and participation, sustainability, public safety and health & happiness.

Continue to work in partnership with the Arts and Creative Industries Commission on protecting and nurturing the cultural and creative sector through influencing policy and through joint working.

Continue our focus on supporting the film cluster in the city

Encourage residents to value and engage with their surroundings through public art and placemaking projects.

Protect and support the diversity of the arts and cultural sector through investment, policy support and joint commissioning.

Work through planning and other policy to support, protect and develop our cultural infrastructure and heritage