



Completed



Ongoing



On Track



Stalled





Failed




Short term = 1 – 3 years  
 Medium term = 4 – 8 years  
 Long term = 8+ years

## AMBITIOUS



REF	WHAT	WHO	WHEN	LINK TO REGIONAL STRATEGY
A1	Seek agreement that the strategy provides the central vision for the city to realise its ambition to be a knowledge-based economy.	Economic Partnership, city council, Local Strategic Partnership, City Council, Business Associations, SEEDA	Short term 	Forms part of central vision: by 2016 the South East will be a world class region achieving sustainable prosperity
A2	Provide the business voice and a lobbying role in response to new developments, infrastructure requirements, transport initiatives, and policy development	The Economic Partnership, Chamber of Commerce, Sussex Enterprise, business associations	Short term	Smart Growth
A3	Develop of range of measures to support local businesses through the economic downturn (2009/10) including additional business support, actions to enhance SME cash flow, lobbying High Street banks and focussed marketing activities.	The City Council, Economic Partnership, Chamber of Commerce, Business Link, FSB, JobCentre Plus, SEEDA	Short Term 	Smart Growth
A4	Increase awareness of the world of work in 14 – 19 year olds to make them “employment ready” via engagement with Secondary head teachers and closer links between schools, especially the new Falmer Academy, and businesses.	Economic Partnership, City Council, Education Business Partnership, Falmer Academy	Short term 	Smart Growth
A5	In association with key employers, develop introductory courses for A* 14-15 year olds on University campuses at an early point to demonstrate the local offer.	Schools, City Council, the Universities	Short term	Smart Growth, Transformational action: Education led regeneration
A6	Deliver wider impact of the Education Business Partnership (EBP) in Brighton & Hove to work for the needs of the economy.	The City Council, EBP, the Economic Partnership,	Short term 	Smart Growth, Sustainable Prosperity, Transformational action: Education led regeneration
A7	Develop clear working links between the universities and the city to provide a single point of entry for businesses to access the advice and expertise from universities easily and effectively. Raise the joint contribution of the two universities to the city’s economy to £1bn	The Economic Partnership, City Council, the Universities, businesses and business support groups	Short term	Global Competiveness, Smart Growth








A8	Create a knowledge transfer specialist post(s) to work on behalf of the two universities and to focus on incentivising the university staff to engage with business.	The Universities, Sussex Innovation Centre, SEEDA, The Economic Partnership, City council	Short term		Global Competiveness, Smart Growth, Transformational action: Education led regeneration
A9	Identify the key technologies where research in the two universities has a global competitive advantage and establish networks to manage and maximise economic development. Develop inter-university links and joint working, particularly in key research and subject areas (e.g. the White Rose University consortium model <sup>39</sup> ).	Sussex Innovation Centre, the Universities, business support groups, SEEDA, The Economic Partnership	Medium term		Global Competiveness
A10	Investigate mechanisms to protect intellectual property rights in Universities where a model is not already in place.	The Universities, Wired Sussex	Short term		Global Competiveness, Smart Growth
A11	Provide flexible incubation space for university spin out businesses and move-on space within the city and progress a model for the Universities to manage this space.	The Universities, Sussex Innovation Centre, SEEDA, the City Council	Medium term		Global Competiveness, Smart Growth
A12	Work with SME's to ensure technology advances are being used effectively to enable them to compete and to introduce cost saving flexible working practices. Install city-wide fibre optic cable network to equip businesses with access to next generation broadband.	The Economic Partnership, businesses & support groups, Business Link, Chamber of Commerce, SEEDA, City Council	Short term		 Smart Growth, Transformational actions: 100% next generation broadband coverage
A13	Support the growth of the creative industries sector to become globally competitive with particular reference to digital media.	The Universities, The City Council, Wired Sussex, MD Hub, SEEDA, Sussex Innovation Centre, Creative Brighton, Brighton Music Network	Short term – Medium term		 Global Competiveness, Smart Growth
A14	Improve sporting and leisure facilities in the city and exploit the business opportunities presented by the 2012 Olympic Games.	The city council, Sport England, the Economic Partnership	Short term - Medium term		Sustainable Prosperity, Transformational actions: Making the Most of 2012
A15	Establish Social Enterprise Incubation Centre(s) in the city.	The Business Community Partnership, the City Council, The Economic Partnership	Short term		Smart Growth, Sustainable Prosperity
A16	Establish a (SEEDA funded) cross-boundary pan Sussex Innovation & Growth Team (IGT) to service the needs of the city involving the universities and other relevant agencies in its design and operation. [Link to the Business Plan]	The Economic Partnership(s), SEEDA, The Universities, Sussex Innovation Centre, MDHub, Wired Sussex, the city council, Chamber of Commerce, Business Link, Business Link	Short term		 Global Competiveness, Smart Growth

39 The White Rose University Consortium is a strategic partnership between Yorkshire's leading research universities of Leeds, Sheffield and York. The combined research power of the three institutions ranks alongside that of the Universities of Oxford and Cambridge and accounts for 86% of the region's research spend. [www.whiterose.ac.uk](http://www.whiterose.ac.uk)

A17	Bring forward development sites to satisfy the need for commercial space and new homes exploring alternative means e.g. through special delivery vehicles etc. (also refer to spatial action plan)	City Council, SEEDA, The Economic Partnership, developers	Medium term		Smart Growth
A18	Develop of a user-friendly City Council planning service capable of rapid determination of applications and encourage constant dialogue between City Planning, the wider business community, commercial agents and developers.	The Economic Partnership, city council, commercial agents and developers	Short term		Smart Growth
A19	Nurture strategic business links with East Sussex and West Sussex to develop a Diamond for Growth & Investment on the Sussex Coast and develop strategic links with other Diamonds for Growth locations especially Gatwick Diamond.	The Economic Partnership, City Council	Medium term 		Smart Growth, Spatial Approach
A20	Enhance connectivity through improved transport links along the coast east and west and north to Gatwick & London. Deliver suitable Park & Ride site(s) on the edge of the city and mechanisms for decreasing city centre congestion.	City Council, transport operators, SEEDA.	Short term - Medium term 		Smart Growth








## DISTINCTIVE

REF	WHAT	WHO	WHEN		LINKS TO REGIONAL STRATEGY
D1	Maintain the highest standards of design and maintenance in the public realm especially in areas of high density and in the core city centre and exploit opportunities for further pedestrian prioritisation.	The city council, Brighton BID Ltd, business associations, Brighton & Hove Business Forum	Short term - Medium Term		Sustainable Prosperity
D2	Develop, protect and diversify the retail offer within the city, in particular working with the local authority to develop Churchill Square as part of the Brighton Centre redevelopment scheme.	The city council, Standard Life, businesses associations, the Economic Partnership	Medium term 		Sustainable Prosperity
D3	Extend the city's Business Improvement District (BID).	Economic Partnership, Brighton & Hove Business Forum, City Council	Medium Term		Smart Growth
D4	In consultation with local businesses and the Environment Agency, develop a masterplan for the seafront maintaining the current focus on art, recreation and sport (refer also to spatial action plan)	The City Council,	Short Term		Sustainable Prosperity

D5	Exploit to opportunities for tourism, sport and recreation presented by the South Downs National Park.				Smart Growth
D6	Invest in the city's festivals with particular reference to the Brighton Festival and Fringe and develop an Events Strategy to maximise the profitability of events.	City Council, Brighton Festival & Dome, Pride, business association, businesses	Medium Term		Smart Growth,
D7	Develop bespoke apprenticeship, internships, volunteer and work placement schemes for key sectors of the Brighton & Hove economy in partnership with employers.	City Council, City College, The Economic Partnership, businesses associations and business support groups,	Medium term		Transformational action: Education led regeneration
D8	Develop learning programmes in Higher and Further education that meet the needs of employers, especially in key niches such as digital media and other creative industries.	Wired Sussex, the Universities, Creative Brighton, The Economic Partnership, City College, businesses associations and business support groups	Medium term		Global Competiveness, Smart Growth
D9	Increase the remit and capacity of MD Hub, Wired Sussex, Creative Brighton, Sussex Innovation Centre, Sussex learning Network and the local Chamber of Commerce to assist businesses to grow with particular emphasis on local provision of higher value jobs.	MD Hub, Wired Sussex, the Economic Partnership, the City Council, SEEDA, Chamber of Commerce, Creative Brighton, Sussex Learning Network	Short term 		Global Competitiveness, Smart Growth
D10	Develop the Sussex Employment & Skills Board (ESB) to ensure it is appropriate to the needs of the city. Use these needs to determine the pattern of Business Link provision delivering focussed support and advice for specific key sectors.	The Economic Partnership, SEEDA, City Council, Business Link, Chamber of Commerce, Wired Sussex, MD Hub, The Universities	Short Term 		Smart Growth, Transformational action: Education led regeneration
D11	Provide support and raise awareness of the environmentally focussed businesses operating within the city in particular those that are engaged in environmental technology. Capture and grow this intellectual cluster of ethical/environmental businesses. [Link to O & S Report]	The City Council, Business Link, SEEDA, the Universities, Economic Partnership, Chamber of Commerce, Business Community Partnership	Short term 		Smart Growth, Global Competitiveness, Transformational actions: Global Leadership in Environmental Technologies
D12	Lobby for the definition of 'key worker' to be widened to include some private sector employees so that it is more appropriate to the needs of the Brighton & Hove economy.	The Economic Partnership, Chamber of Commerce, business associations	Short term		Smart Growth, Sustainable Prosperity

D13	Disseminate the actions and messages in the City Council's Climate Change Strategy and Sustainability Strategy to the business community to reduce the city's carbon and water footprints.	The Economic Partnership, the City Council, Local Strategic Partnership, Chamber of Commerce, business associations, the City Sustainability Partnership, Southern Water	Short term		Sustainable Prosperity
D14	Identify a European city with similar economic profile to Brighton & Hove to act as a key partner for knowledge exchange and the development of shared approaches to common challenges.	The Economic Partnership, City Council	Short Term		Spatial Approach: Greater South East

## MORE EQUAL

REF	WHAT	WHO	WHEN		LINKS WITH REGIONAL STRATEGY
R1	Reduce NEET rates of 16-18 year olds. <a href="#">Link to more information on work to reduce NEET</a>	City Council, FE institutions, Job Centre Plus, Education Business Partnership	Medium term 		Smart Growth, Sustainable Prosperity, Transformational action: Education led regeneration
R2	Promote the Skills Pledge that commits employers to train staff to a full Level 2 qualification (5 x GCSEs at A* - C grade or equivalent) & promote Train to Gain and Skills Accounts to local employers.	Education Business Partnership, The Economic Partnership, City Council	Short Term		Smart Growth, Transformational action: Education led regeneration
R3	Use the city's construction programme to provide employment and training opportunities for those furthest from the labour market.	The city council, developers	Short Term - Medium Term		Smart Growth, Transformational action: Education led regeneration
R4	Promote and assist employers to establish Local Employment Partnerships (LEPs) and apprenticeship schemes and to take advantage of new flexibilities introduced into the Train to Gain scheme.	The Economic Partnership, SEEDA, City Council, Business Link, Sussex Employment & Skills Board, Job Centre Plus	Short Term 		Smart Growth
R5	Establish a Local Delivery Vehicle for improving the stock of social housing. Use the allocation of social housing to encourage mixed tenure and address issues of worklessness via job seeker compacts and skills training agreements linked to tenancies for social housing.	Strategic Housing Partnership, City Council	Short term 		Smart Growth, Sustainable Prosperity
R7	Support the city's Third Sector organisations to contribute towards economic prosperity	The City Council, Brighton & Hove Community & Voluntary Sector Forum	Short Term		Smart Growth, Sustainable Prosperity

R8	Develop a range of low cost home ownership options to assist householders to become homeowners.	Strategic Housing Partnership, City Council	Short term	Smart Growth, Sustainable Prosperity
R9	Increase the supply of affordable homes and family homes in the city available to the workforce	City Council, Strategic Housing Partnership, developers.	Medium term	Smart Growth, Sustainable Prosperity

## Brighton & Hove Economic Strategy

### **SPATIAL ACTION PLAN** S (a): LEWES ROAD & THE ACADEMIC CORRIDOR

#### **Rationale**

The Lewes Road & Academic Corridor is a priority regeneration area forming an important gateway to the city for visitors and businesses. The vision is for it to become a neighbourhood of knowledge and enterprise focused around the universities.

The availability of development sites and the connections with the two university campuses and the Sussex Innovation Centre make its development a key priority. The development area extends from the Level north east towards the Universities of Sussex and Brighton and the administrative boundary of the city. It is the focal route for the two universities and their students, with the campuses being located along the A270 from The Steine to Falmer. There is also a proposal for a City Academy at Falmer High School.<sup>41</sup>

The concept of the Academic Corridor has existed for a number of years. It aims to promote the role of the universities within the area, encouraging them to develop closer links with local businesses.

The Economic Partnership will deliver on certain aspects of the Preferred Option Policy (DA3 - Lewes Road) especially in terms of ensuring the actions within the action plan are implemented within this spatial context. It will work with the universities, businesses and landowners within the development area to bring about the vision for an Academic Corridor.

<sup>40</sup> www.brighton-hove.gov.uk London Road Lewes Road (LR2) study

<sup>41</sup> Core Strategy – Revised Preferred Options June 2008

REF	ACTION	PARTNERS	TIMEFRAME
S (a) 1	Support the actions outlined in Policy DA3 (Lewes Road) as set out in the Core Strategy Revised Preferred Options June 2008.	The Economic Partnership, the City Council, developers and landowners, the Universities	Short – long term
S (a) 2	Produce a supplementary planning document in partnership with the universities that will guide the sustainable redevelopment and expansion of the university campuses and will encourage closer links between the universities and local communities.	The City Council, and the Universities	Short term
S (a) 3	Deliver high profile and high quality development at the community stadium site (Village Way North) including the delivery of new learning facilities for City College both at the Stadium and Wilson Avenue.	The City Council, developers and landowners, the Universities, SEEDA, Brighton & Hove Albion Football club	Medium term
S (a) 4	Redevelop Preston Barracks site to provide high quality office accommodation, residential accommodation, university facilities and a new public realm.	City council, SEEDA, developers	Short term
S (a) 5	Support place shaping improvements to the quality of the environment, support high standards of design in new building and improvements to the access and legibility together with improved transport to this important gateway into the city	The Universities, The Economic Partners City Council, city council, transport operators, developers	Short-medium term

# Brighton & Hove Economic Strategy

## **SPATIAL ACTION PLAN** S (b):THE CITY CENTRE, BRIGHTON CENTRE AND CHURCHILL SQUARE

### **Rationale**

This area includes the heart of the cultural, retail and commercial core of the city and contains the key drivers of the local tourism, leisure and shopping economy. The Brighton Convention Centre, which is owned by the City Council, was constructed in 1977 and is now outdated in terms of its design, specification and appearance when compared with other more modern conference centres elsewhere. The City Council's medium-term aspiration is to secure the city's conference economy by redeveloping the Brighton Centre.

Churchill Square & Western Road together form Brighton's prime pitch retail area and contain a mix of large, modern, retail units (Churchill Square) and older, turn-of-the-century, traditional shops of varying sizes (Western Rd). There is considerable potential to enhance the pedestrian environment, unit configuration, appearance and national multiple retailer representation. The 2006 GVA Grimley Retail Study identified a need for an additional 56,000 m<sup>2</sup> of retail space to enable existing retailers to trade up and to attract major new retailers, while existing stock needs to be redeveloped and modernised<sup>42</sup>. This will help Brighton & Hove to compete against nearby towns like Croydon and Crawley with 140,000 m<sup>2</sup> of retail space in the pipeline.

The redevelopment of the Brighton Centre and the associated provision of new retail floorspace in Churchill Square has been a long term ambition. An outdated conference centre places the city at risk of losing investment and visitors to other competitors in the UK and overseas. The £400m development scheme includes extending Churchill Square down to the seafront and replacing the conference centre with a much smaller venue on the site of the current Kingswest cinema and nightclub on the corner of West Street.

### **Links to other strategies**

Consultation exercise for Strategy review May - July 2008

Core Strategy Revised Preferred Options June 2008

Sustainable Community Strategy 2006

Local Area Agreement 2008

Retail Study 2006

Public Space Public Life study 2007

Tourism Strategy 2008

Regional Economic Strategy 2006 - 2016

<sup>42</sup> Core Strategy – Revised Preferred Options June 2008

REF	ACTION	PARTNERS	TIMEFRAME
S (b) 1	Support the actions outlined in Policy DAI (Brighton Centre and Churchill Square Area) as set out in the Core Strategy Revised Preferred Options June 2008.	The Economic Partnership, City Council, developers and landowners, businesses, SEEDA.	Short – long term
S (b) 2	Redevelop the existing Brighton Centre with a new state of the art convention facility and to incorporate an extension of Churchill Square with new retail floorspace as part of the overall development.	SEEDA, the City Council, Standard Life, The Economic Partnership	Medium term
S (b) 3	Support place shaping improvements to the quality of the environment, support high standards of design in new building and improvements to the access and legibility together with improved transport provision to the seafront and to the proposed developments.	The City Council, developers and landowners, businesses, the Economic Partnership	Medium – long term
S (b) 4	Renew and expand the Business Improvement District (BID) at the end of its term to include an increased geographical area of the city centre	The Economic Partnership, City council, businesses	Short term
S (b) 5	Explore and support further options for city centre pedestrian prioritisation	City Council, Business associations, Brighton & Hove Business Forum	Short term – Medium term

# Brighton & Hove Economic Strategy

## **SPATIAL ACTION PLAN** S (c): SHOREHAM HARBOUR AND SOUTH PORTSLADE

The draft South East Plan identifies Shoreham Harbour as a specific site requiring co-ordinated action to unlock economic development potential and the Regional Economic Strategy (RES) designates it as a Regionally Significant Port, the potential of which needs to be explored. It covers about 260 hectares of land (approximately 90 ha are owned by the Shoreham Port Authority), two-thirds of which are within Adur District. The wider Harbour area could potentially be one of the largest waterfront regeneration areas in the country. While this potential has long been recognised, implementation has been frustrated by a number of complex infrastructure costs. The Harbour is one of the few “industrial” areas in Brighton and Hove.

The regeneration of the wider Shoreham Harbour area may be the only site that offers significant potential to meet the long-term (15 to 20 year) demands for housing and employment in the wider Brighton & Hove area.

Plans to develop Shoreham Harbour started with the adoption of the Shoreham Maritime: Vision to Reality document in 1999, but in 2003, the City Council considered that a regeneration proposal was undeliverable from an economic, political and sustainable transport perspective. However, since then, SEEDA has initiated revised proposals for the wider Harbour area in conjunction with the three local authorities, the Port Authority and other key organisations with a view to producing a deliverable redevelopment programme.

The emerging scheme is more significant in scale and considers a wider area that includes South Portslade (plus Southwick and Fishersgate in Adur District). The proposals expect to deliver greater economic, social and environmental benefits, including a substantial mixed-use scheme that includes residential and development alongside new leisure facilities<sup>43</sup>.

The Harbour was awarded Growth Point (GP) status in July 2008. GP status will entitle the Harbour to a share of £100m of government funds which will enable significant upgrades to public transport, measures to improve long-term flood protection, the development of a range of new community facilities (such as schools and doctors’ surgeries), and improved open spaces and beach access.

An Area Action Plan (AAP) encompassing a development area much larger than just the port will be prepared by the three local authorities with support from SEEDA. Although many of the challenges outlined in the original vision Shoreham maritime vision still remain, the policy drivers to address them have changed significantly in the last five years.

The Shoreham Harbour development site has the potential to be a showcase example of a sustainable neighbourhood, providing housing and employment space and improvements to local communities. It is also one of the key projects being undertaken in partnership with neighbouring authorities.

### **Links to other strategies**

Consultation exercise for Strategy review May - July 2008

Core Strategy Revised Preferred Options June 2008

Sustainable Community Strategy 2006

Review of Sub National Economic Development & Regeneration 2007

Local Area Agreement 2008

Regional Economic Strategy 2006 - 2016

Employment Land Study 2006

Draft South East Plan

REF	ACTION	PARTNERS	TIMEFRAME
S (c) 1	Support the actions outlined in Policy DA7 (Shoreham Harbour and South Portslade) as set out in the Core Strategy Revised Preferred Options June 2008.	The Economic Partnership, SEEDA, the City Council, neighbouring authorities, The Port Authority	Short – long term
S (c) 2	Participate in the economic development steering group for the Shoreham Area Action Plan (AAP) and support the development of an evidence based economic development strategy setting out the key land use requirements of the city especially in terms of housing and employment allocations to create a highly sustainable neighbourhood adhering to the latest standards for sustainable development.	The Economic Partnership, WSEP, SEEDA, local authorities	Short term to Medium Term
S (c) 3	Investigate delivery vehicle options for delivering the overall package of schemes and developments.	SEEDA, the City Council, neighbouring authorities, The Port Authority, The Economic Partnership,	Short term
S (c) 4	Develop appropriate sites in the Portland Road and Boundary Road areas, e.g. EDF Energy site, Gala Bingo Hall etc to provide mixed use developments to support the employment and housing needs of the city	City Council, developers, EDF Energy	Medium Term

# Brighton & Hove Economic Strategy

## SPATIAL ACTION PLAN S (d): NEW ENGLAND QUARTER AND LONDON ROAD

London Road is the main gateway into the city from the north/A23 and, with the New England Quarter, forms one of the two London Road/Lewes Road (LR2) priority regeneration area. The vision is to 'revitalise the London Road retail area and create a major commercial quarter for Brighton & Hove, consisting of high quality commercial accommodation connecting London Road with the New England Quarter and improve connections between businesses and the universities and City College. Its central location makes it a key site for providing workspace for creative industries and digital media businesses.

### Links to other strategies

Consultation exercise for Strategy review May - July 2008

Core Strategy Revised Preferred Options June 2008

Sustainable Community Strategy 2006

Local Area Agreement 2008

London Road Lewes Road (LR2) Regeneration Study 2007

Employment Land Study 2006

Public Space Public Life Study 2007

Creative Industries Workspace Study 2008

REF	ACTION	PARTNERS	TIMEFRAME
S (d) 1	Support the actions outlined in Policy DA4 (New England Quarter and London Road) as set out in the Core Strategy Revised Preferred Options June 2008.	The Economic Partnership, the City Council, landowners, developers, the Universities, City College	Short – long term
S (d) 2	Develop a new business quarter centred around Elder Place/New England Street and identify the employment space requirements, location and type of occupiers appropriate for creative industries and digital media companies as part of the regeneration of the wider London Road strategy.	The City Council, landowners, Wired Sussex, Creative Brighton, developers, The Economic Partnership	Short – medium term
S (d) 3	Make place shaping improvements to the quality of the environment, support high standards of design in new building and improvements to access and legibility to this important gateway into the city	The City Council, landowners, developers, businesses	Short – medium term

# Brighton & Hove Economic Strategy

## SPATIAL ACTION PLAN S (e): BRIGHTON MARINA & BLACK ROCK

Brighton Marina is one of the largest marinas in Europe. Despite this, lacking any coherent urban form or imaginative public realm and with a patchy and uncoordinated retail and leisure facilities, it has never delivered any meaningful contribution to the city's destination offer since its construction in the early 1970s. The Black Rock site enjoys a superb beachfront location adjacent to, but largely disconnected from, Brighton Marina and also suffers from poor connectivity to the city centre.

### Links to other strategies

Consultation exercise for Strategy review May - July 2008

Core Strategy Revised Preferred Options June 2008

Sustainable Community Strategy 2006

Local Area Agreement 2008

Brighton Marina PAN 2008

Employment Land Study 2006

REF	ACTION	PARTNERS	TIMEFRAME
S (e) 1	Support the actions outlined in Policy DA2 (Brighton Marina & Black Rock) as set out in the Core Strategy Revised Preferred Options June 2008.	The Economic Partnership, the City Council, landowners, developers, businesses	Short – long term
S (e) 2	Redevelop the outer harbour providing residential accommodation with up to 40% affordable housing combined with public space and buildings of high architectural and sustainability standards, ensuring that the local community derives benefits during and after construction.	The City Council, landowners, developers,	Short – medium term
S (e) 3	Redevelop the inner harbour to provide residential accommodation with up to 40% affordable housing and new retail facilities and buildings of high architectural and sustainability standards ensuring that the local community derives benefits during and after construction.	The City Council, landowners, developers, businesses	Short – medium term
S (e) 4	Make place shaping improvements to the quality of the environment, support high standards of design in new building and improvements to access and legibility.	The City Council, landowners, developers, businesses	Short – medium term
S (e) 5	Deliver a major leisure based facility to enhance the city's destination and tourist offer at Black Rock, ensuring that the local community derives benefits during and after construction.	The City Council, landowners, developers, businesses	Short – medium term
S (e) 6	Enhance transport links to the Marina & Black Rock via the new Rapid Transit System to increase connectivity to the city centre	The City Council, transport operators	Short – medium term

# Brighton & Hove Economic Strategy

## SPATIAL ACTION PLAN S (f): EASTERN ROAD & EDWARD STREET

The dual carriageway taking traffic east from the Old Steine to Kemp Town dominates this area of generally poor public realm with a heavy emphasis on office accommodation (especially the European headquarters of American Express) and civic buildings such as the law courts, police station and Royal Sussex County Hospital which is undergoing large scale expansion.

Some sites, e.g. Gala Bingo Site and Freshfield Industrial Estate offer opportunities for more efficient use of the employment land.

### Links to other strategies

Consultation exercise for Strategy review May - July 2008

Core Strategy Revised Preferred Options June 2008

Sustainable Community Strategy 2006

Local Area Agreement 2008

Employment Land Study 2006

Hotels Futures Study 2007

Retail Study 2006

Tall Buildings Study

REF	ACTION	PARTNERS	TIMEFRAME
S (f) 1	Support the actions outlined in Policy DA5 (Eastern Rd & Edward St as set out in the Core Strategy Revised Preferred Options June 2008	The Economic Partnership, the City Council, landowners, developers, businesses	Short – long term
S (f) 2	Deliver high quality, sustainable mixed use development including education, employment and housing with up to 40% affordable housing in Circus Street	The City Council, landowners, developers, businesses	Short – long term
S (f) 3	Deliver new office accommodation in Edward Street to accommodate the needs of American Express	City Council, American Express	Medium term
S (f) 4	Redevelop Gala Bingo site and Freshfield Road Industrial Estate as and when the opportunity arises	The City Council, landowners, developers, businesses	Short – long term

# Brighton & Hove Economic Strategy

## SPATIAL ACTION PLAN S (g) : THE SEAFRONT

Since the 1980s the Seafront has undergone a transformation in the quality of public realm, the mix and scale of commercial enterprise providing a year-round sport, leisure and cultural offer for local residents and visitors which will be further enhanced by the addition of the Brighton Eye 360 viewing platform and a new conference centre and associated hotel. The seafront is the city's main public space and provides an important opportunity for formal and informal recreation. There is a need to enhance and improve the public realm along the seafront and new opportunities should be encouraged to provide for new cultural, sport and leisure activities.

### Links to other strategies

Consultation exercise for Strategy review May - July 2008

Brighton & Hove Council Seafront Vision March 2003

Core Strategy Revised Preferred Options June 2008

Sustainable Community Strategy 2006

Local Area Agreement 2008

Tourism Strategy 2008-08-22 Open Space & Sport Recreation Study 2008

Creative Industries Workspace Study 2007 -2017

Strategic Flood Risk Assessment 2008

REF	ACTION	PARTNERS	TIMEFRAME
S (g) 1	Support the actions outlined in Policy SAI (The Seafront) as set out in the Core Strategy Revised Preferred Options June 2008.	The Economic Partnership, the city council, landowners, developers, businesses	Short – long term
S (g) 2	Prepare a Masteplan for the development of the seafront from Boundary Rd/Station Road in the West to the Marina in the East maintaining an emphasis on art, sport and recreation.	The City council	Short – long term
S (g) 3	Explore options for the redevelopment of the King Alfred site with provision for a new sports centre and contribution to the city's affordable housing needs with up to 40% affordable housing.	The City council	Medium term
S (g) 4	Maintain and enhance the provision of workspace for local artists and craftspeople.	The City council	Short term
S (g) 5	Maintain and enhance the distinctive quality of the seafront's sporting, leisure and retail provision.	The City council	Short term

# Brighton & Hove Economic Strategy

## SPATIAL ACTION PLAN S (h) : HOVE

This is one of Brighton & Hove's most concentrated employment use areas mixed with high density residential accommodation centred around the railway station and east west track. Although the commercial accommodation is well used with few vacancies there is scope for more efficient use of the employment land. The public realm is generally of very poor quality and it has at least one pollution hot spot and major traffic junctions that operate at or close to capacity. There is a need to encourage public realm improvements and there is scope to increase the efficiency of land use in the area. A priority is to protect and enhance existing employment floorspace provision and to prepare a masterplan to promote and co-ordinate employment led mixed use regeneration developments.

### Links to other strategies

Consultation exercise for Strategy review May - July 2008

Employment Land Study 2008

Retail Study 2006

Local transport Plan 2006

Tall Buildings SPG 2004

Open Space, Sports & Recreation Study 2008

Reducing Inequalities Review 2008

Sustainable Community Strategy 2006

REF	ACTION	PARTNERS	TIMEFRAME
S (h) 1	Support the actions outlined in Policy DA6 (Hove Station) as set out in the Core Strategy Revised Preferred Options June 2008.	The Economic Partnership, the city council, landowners, developers, businesses	Short – long term
S (h) 2	Prepare a masterplan to promote and coordinate employment led mixed use regeneration of underused land and buildings in the area and to ensure that public realm and townscape improvements are fully addressed.	The city council, landowners, developers, businesses, the Economic Partnership	Short term
S (h) 3	Redevelop strategic sites e.g. EDF Energy site in Portland Rd, Sackville Trading Estate, King Alfred site, Sackville Hotel site etc to provide for the needs of Hove residents and businesses ensuring that the existing Hove Town Centre thrives.	The city council, landowners, businesses	Short - Medium Term