

Brighton & Hove

City of Innovation

We are a dynamic city with outstanding growth potential, driven by vibrant sectors, talented workforce and quality of life that matters.

Creative, cultural and digital industries are already important growth areas for the city and account for one in five of our businesses.

The city has an internationally recognised cultural offer, is a hotspot for creative talent and technological innovation.

“What makes Brighton a truly great place to start and grow a technology business is what makes Brighton different. ‘Think different’ sums up the city and to make something stand out and be successful in this crowded world, think different is powerful”

Giles Palmer, Founder, Brandwatch

Invest in our city

A brilliant place to grow a business

The city is well connected to London and international markets with a travelling time of 30 minutes to Gatwick and one hour to the capital.

Over 90% of businesses have ultrafast broadband and the city is fast on its way to becoming the first 5G city in the UK.

Brighton & Hove is the UK's start-up capital, with a high business survival rate and is ranked first for growth potential outside London.

People are our greatest asset with nearly half of the working age population with a degree qualification or higher.

We have two respected research-focused universities, committed to working with and within our diverse city communities.

Access to skills is a central pillar of the city's economy, through Brighton MET college, a new Institute of Technology covering a wide range of STEM and digital subjects, and many excellent skills providers.

The city is the highest-ranking city outside the capital for inward investment and is part of the Greater Brighton City Region which has secured more than £200m of public investment for housing, employment, transport and digital infrastructure.

The city's £130m Circus Street quarter offers 30,000 sq ft of Grade A office space, along with student accommodation, housing and green spaces to the city centre. A second regeneration site, the £300m Preston Barracks, is home to the Plus X Innovation Hub.

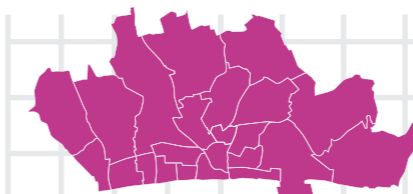


“The city’s vibrant, creative economy and connectedness serve to transform AudioActive’s offer into a truly inclusive end-to-end talent pipeline. We not only deliver on social mobility, but have helped to build the reputation of the city further afield.”

Adam Joolia, CEO, AudioActive



The city is performing well with an economy worth **£9.4bn**



and its gross value added (GVA) increased by **13%** between 2016 and 2021.



Brighton & Hove is a cosmopolitan, dynamic city by the sea and is an attractive destination for professionals and companies alike. The city is ranked the 5th best in the UK to live and work.

It is surrounded by the natural beauty of the South Downs National Park and a UNESCO-designated Biosphere region with a vibrant seafront and is home to fabulous heritage architecture.

The city is packed with an exciting mix of independent shops, unique boutiques, and world-class restaurants. Whether you're strolling through the winding alleys of the historic Lanes discovering rare treasures or soaking in the energy of the North Laine, the city's character is bound to captivate. Brighton's creative spirit is reflected in its buzzing arts scene.

We are a music city with a rich cultural scene, including major heritage sites and museums, the Brighton Festival, the largest arts festival outside of Edinburgh Festivals, and Pride a citywide celebration of LGBTQ+ identity.

It is home to a Premier League football team, Brighton & Hove Albion FC who have recently competed in the Europa League, as well as major sporting events such as the Brighton Marathon.

“IMEX has been based in Brighton & Hove for 20+ years. As a leading global events business we value the increasingly robust events, creative and tech sectors in the city, allowing us to attract and retain top talent; whilst also giving us a quirky ‘Brighton’ edge that our clients love.”

Carina Bauer, CEO, IMEX Group



Our strategic journey

The city's new Economic Plan provides the foundation for how the council and its partners will work together to support, diversify, adapt and grow the economy of Brighton & Hove over the next three years.

It is a plan which recognises the challenges the city faces, as well as the shared ambition to work differently to reflect this context. It is developed around the idea of a new economy for Brighton & Hove, a ten-year journey to becoming a city which is more competitive, productive, fairer and greener.

Collaborative action will deliver positive changes to support the growth of our economy, including a new Business Growth Board. We're building on our strengths and working with partners to ensure the city remains a key economic hub.



There are **14,500** businesses in the city which has increased by **30%** over the past 10 years.



The Plan is informed by the following 10-year imperatives

1. Capitalise on our digital competitive advantage
2. Build community involvement as a response to poverty and economic inequality
3. Decarbonise and create a more regenerative economy
4. Build a stronger, more inclusive labour market
5. Celebrate our city and welcome investment
6. A world-leading creative destination worthy of the UK's best small city
7. Build new knowledge partnerships to benefit all of our communities
8. Thrive within a city region with a clear economic identity

For further information visit: www.brighton-hove.gov.uk/economic-plan-24-27 or email: economic.development@brighton-hove.gov.uk

