# West Sussex County Council Economy Plan 2020-2024

#### **Headline Actions 2023-24**

#### **Introduction**

The Council adopted the Economy Reset Plan 2020-2024 in November 2020, in support of the Council Plan. The Plan is now known as the Economy Plan 2020-2024. An Economy Plan Summary has been published. The headline actions to be progressed by the Council in 2023/24 are set out below under the nine priority themes. Progress and performance on the associated key performance indicators are reported through the Council's formal performance reporting.

## Theme 1: Protect and Revive Crawley and the Gatwick Diamond Economy

- Refresh and continue to deliver the Growth Deals with the Districts and Boroughs to support town centres and to unlock housing and strategic employment sites
- Work collaboratively to promote knowledge industries and investment in response to changing market conditions and opportunities
- > Seek a strong recovery for Gatwick following the pandemic, and maximise the airport's role in supporting wider economic growth
- Work with partners to secure infrastructure investment for strategic transport, digital infrastructure, and town centres to support economy priorities.
- > Ensure headline actions across the priority themes respond to priorities in the Gatwick Diamond.

	Headline Actions 2023-24	Service Lead
1	Jointly deliver the Growth Deal with Mid Sussex District Council, resetting schemes as needed to maximise opportunities. Having completed delivery of the A2300 improvements, work with Mid Sussex District Council to deliver sustainable transport and public realm improvements through the Burgess Hill Place and Connectivity Programme (Phase one works are between Burgess Hill Station and Wivelsfield Station delivering walking, cycling, drainage and public realm improvement).	Growth and OPE
2	Jointly deliver the Growth Deal with Horsham District Council, resetting schemes as needed to maximise opportunities. The County Council is constructing a new Fire Station and fire and rescue service training centre, progressing the redevelopment of the former Novartis site as Larksfield Place, and working with partners to assess redevelopment options for the Hurst Centre linked with the Fire Station development.	Growth and OPE
3	Jointly deliver the Growth Deal with Crawley Borough Council, resetting schemes as needed to maximise opportunities. Deliver the Manor Royal highways scheme to improve access and connectivity. Work with internal and external partners to utilise recently awarded funding to improve bus infrastructure in the area. The County Council is also	Growth and OPE

	supporting the delivery of Crawley Borough Council-led schemes: Station Gateway, Three Bridges Station project, Crawley growth programme Walking and Cycling schemes and Superhubs.	
4	Support the Crawley Economic Recovery Task Force (CERT) and Town Deal Board led by Crawley Borough Council and ensure the priorities within the Town Deal action plan inform the new Crawley Growth Deal in 2022.	Growth and OPE
5	Explore opportunities for the One Public Estate programme to benefit the economy through better use of public assets. Progress feasibility works to pursue options for the Council's own estate in Crawley, including the plan for the County Building's site and the wider master planning of the public estate in the locality.	Growth and OPE
6	Sustain and grow knowledge intensive industries through business support and skills activities (see later themes) and through plans for employment sites, including the Council's Larksfield Place (formerly Horsham Enterprise Park) working with the development partner Muse, Manor Royal Business District, and Burgess Hill's Science and Technology Park.	Economic Growth/ Growth and OPE
7	Work in partnership with Innovate UK and other local stakeholders on an Innovate Local event to be hosted in Crawley in June and seek to maximise follow-on opportunities for businesses and the Economy Plan priorities.	Economic Growth
8	Engage as a consultee in the statutory Development Consent Order process in relation to Gatwick Airport's Northern Runway Project (NRP), which seeks to bring the existing standby/maintenance runway into routine use to increase throughput by an additional 13 million passengers per annum in 2038. This includes seeking to ensure that the County Council's aims and objectives for the economy are taken into account by GAL as it develops its Employment, Skills and Business Strategy, which will support delivery of the NRP.	Planning Services/ Economic Growth
9	Work in partnership with the Gatwick Diamond Initiative as it leads a new programme to attract inward investment and promote international trade.	Economic Growth
10	Deliver the identified priorities in the Council's Strategic Transport Investment Programme (STIP), and work with Government and partners to progress strategic transport improvements to support the economy and businesses in the north-east of the county, delivering planned growth and positioning as a major transport hub. Longer term priorities include improving capacity of the Brighton Mainline (connecting Gatwick to Brighton, the south of the County and London), M23/A23 junction improvements, and improving services on the Arun Valley Line.	Highways, Transport and Planning
11	Maximise opportunities from the Department for Transport (DfT) and other relevant funding opportunities to enable sustainable travel choices on key commuting routes, for example an Active Travel Fund scheme in Hassocks and a new signalised crossing on Gatwick Road, Crawley.	Local Transport Improvements

#### **Theme 2: Protect and Revive the Coastal Towns**

- Refresh and continue to deliver the Growth Deals with the Districts and Boroughs to support town centres and to unlock housing and strategic employment sites
- Work collaboratively to create the conditions for creative digital businesses and for wider sector growth
- Work with partners to secure infrastructure investment for strategic transport, digital infrastructure, and town centres to support economy priorities.
- > Ensure headline actions across the priority themes respond to priorities in Coastal West Sussex.

	Headline Actions 2023-24	Lead
1	Jointly deliver priorities in the Growth Deal with Worthing Borough Council, resetting partnership schemes as needed to maximise opportunities. Continue to work in partnership to progress the 'Worthing Public Realm Improvements' (WPRI) Programme allied to regeneration projects in the centre of West Sussex's largest coastal town. Focus on delivery of the Worthing Station Gateway improvement project to link the wider Teville Gate Redevelopment site and supporting the borough council with proposed improvements to amenities in Montague place. This will enhance public realm, biodiversity and improve walking and cycling connection into the town. Continue to support East Worthing Decoy Farm commercial development project and the expansion of Worthing employment sites.	Growth and OPE
2	Jointly deliver priorities in the Growth Deal with Adur Council, resetting schemes as needed to maximise opportunities. Support the Adur Growth partnership's plans, including, viability works on public realm improvements in Lancing, and delivery of Shoreham Harbour Developments (Joint Area Action Plan) with development partners, to enable improvements to connectivity, cycling and riverside foot ways. Work in partnership to facilitate the development of homes and employment sites at New Monks Farm and airport infrastructure and junction improvements with National Highways, to support sustainable economic growth and community benefits. Redevelop Southwick Square with County Council investment to support local businesses, improve greening and safety.	Growth and OPE
3	Jointly deliver the Growth Deal with Arun District Council, resetting schemes as needed to maximise opportunities. Focus on supporting Arun DC's successful Government Levelling Up Funding (LUF) bid, and on supporting the delivery of public realm improvements around Littlehampton Station leading to the High Street and Seafront. Progress the transport and public realm improvement opportunities scheme that is currently in detailed design to enhance the Bognor Regis Seafront Esplanade and public realm around the renovated Regis Centre and Alexander Theatre that will be using LUF grant to enhance its facilities. Support Bognor Regis Branding to raise the town's profile and integration with these new schemes, and progress options for cycleways to support sustainable commuting, leisure and wellbeing.	Growth and OPE

4	Jointly deliver the Growth Deal with Chichester District Council, resetting schemes as needed to maximise opportunities.  Progress development opportunities at key sites including the Tannery and Southern Gateway that involves the former yr7 block site at Chichester High School. Consider transport and public realm improvements around the town, completing a transport options study for West Street and consider options for long term regeneration of this area. Complete a Transport Options study for Northern Gyratory and consider long term site options for the Northern Gateway with improved transport connectivity to wider City amenities.	Growth and OPE
5	Explore opportunities for the One Public Estate programme to benefit the economy through better use of public assets, including council office space to meet the Council's requirements, and focus feasibility funding on needs identified in the plan. The focus of this activity has been developing plans for use of the council owned site at centenary house in Durrington Worthing, initial proposals are due to be shared in late summer 2023.	Growth and OPE
6	Progress activities to enable creative industries' start-ups, micro entrepreneurs, and businesses to succeed, including through a focus on The Track creative digital hub co-working space in Bognor Regis with the operators Town Square Spaces, on delivering a UK Shared Prosperity Fund Creative Digital Sector Support Programme in Arun District, on promoting Create Growth across coastal West Sussex, and on supporting the Coastal West Sussex CreaTech proposition.	Economic Growth
7	Deliver the identified priorities in the Council's Strategic Transport Investment Programme (STIP), and work with Government and partners to progress strategic transport improvements to support the economy and businesses in the south of the county, including improving capacity of the Brighton Main Line and enabling planned growth. Work with central Government, National Highways and local stakeholders to identify deliverable schemes to improve the A27 bottlenecks at Chichester, Arundel, Worthing & Lancing alongside public transport improvements.	Highways Transport and Planning
8	Maximise opportunities from the Department for Transport (DfT) and other relevant funding opportunities to enable sustainable travel choices on key commuting routes, including through agreed Active Travel Fund schemes including an off-carriageway shared-use path between Findon and Findon Valley, new Toucan crossings in agreed locations on the A283 in Shoreham, and the A259 between Bognor Regis and Chichester, A259 Shoreham to Brighton cycle route, and and new contraflow cycling schemes in agreed locations in Worthing and Littlehampton. Progress community engagement to inform the development of active travel improvements in the Upper Shoreham Road area of Shoreham.	Local Transport Improvements

#### Theme 3: Protect and Revive the Rural Economy

- Progress activities to secure and deliver investment to increase gigabit capable infrastructure coverage in rural areas
- Work with partners to support sectors important to the rural economy, with a focus on the visitor economy
- > Ensure headline actions across the priority themes respond to priorities in Rural West Sussex.

	Headline Actions 2023-24	Lead
1	Maximise opportunities from Experience West Sussex (EWS) from the Sussex Visitor Economy Initiative, and from the Sussex Wine Tourism Initiative to support and boost the rural economy.	Economic Growth / EWS Team
2	Work through the Rural West Sussex Partnership to consider the opportunities and implications of the commissioned West Sussex Viticulture Economic Profile and Viticulture Sector Business Insight Report.	Economic Growth
3	Support central government's delivery of Project Gigabit procurement in the county targeted at the hard-to-reach rural communities and encourage alternative technologies to reduce the digital divide in the areas hardest to reach with fibre broadband. Trial digital use cases supporting rural activities based on natural capital e.g. growing, harvesting, re-wilding, environmental protection and rural visitor economy.	Digital Infrastructure
4	Maximise opportunities from the Department for Transport (Dft)	Local Transport Improvements

## <u>Theme 4: Enable Business Start-ups, Business Survival and Business Adaptation</u>

- Work with partners to ensure local businesses have support sustain, innovate, and grow
- > Seek to increase local spend within the West Sussex economy and local supply chains
- > Support the business community to `Keep West Sussex Safe` through our role as the public health authority.

	Headline Actions 2023-24	Lead
1	Work as a strategic funding partner with the University of Chichester to ensure the end-of-programme evaluation for the EU funded Hot House programme is shared with partners and informs future delivery of business support in the county.	Economic Growth
2	Work as a strategic funding partner with the Universities of Brighton and Sussex to complete delivery of the £1.2m EU funded RISE programme to accelerate business innovation and investment in research and development across the county. Work with RISE to ensure an evaluation report is shared with partners and informs future innovation support.	Economic Growth
3	Work as a strategic funding partner with delivery partner the University of Brighton's Green Growth Platform, and Lead Partner Kent County Council, to conclude the £2m EU funded LoCASE programme in West Sussex. LoCASE is delivering specialist support to the environmental goods and services sector, and energy efficiency support to SME business. Work with LoCASE to ensure an evaluation report is shared with partners and informs future business support in the county.	Economic Growth
4	Continue the Council's participation in the 'Business & Intellectual Property Centres' initiative, working through the BIPC Local at Crawley library and spreading benefit across the county.	Library Service/ Economic Growth
5	Following on from the 2021/22 pilot "Recover & Rise", deliver an extensive programme of digital adoption support for micro, small and medium sized enterprises in West Sussex funded by the Economic Recovery Fund (pooled business rates) and by working with the Districts and Boroughs.	Economic Growth
6	Deliver a Digital Futures West Sussex Programme across the county targeted at supporting businesses with their digital skills gaps through inspiring and enabling residents to pursue careers requiring advanced digital skills, funded by the Economic Recovery Fund (pooled business rates) and by working with the Districts and Boroughs.	Economic Growth
7	Deliver a Let's Go! Net Zero programme to encourage businesses who have yet to take action to reduce their carbon footprint to realise the business benefits of being more sustainable and to act, funded by the Economic Recovery Fund (pooled business rates) and by working with the Districts and Boroughs.	Economic Growth
8	Contribute to the leadership and delivery of the Create Growth South-East programme of investment-readiness support for high growth-potential creative industry businesses to ensure West Sussex businesses benefit, in partnership with the South-East consortium including East Sussex County Council, Brighton & Hove City Council, Kent County Council and Essex County Council.	Economic Growth

9	Work with partners to develop and progress initiatives to support innovation, high growth sectors and the digital economy, including working with the Coastal West Sussex Partnership and Wired Sussex to progress a CreaTech proposition for coastal West Sussex.	Economic Growth
10	Work with partners to deliver a pilot programme of intensive support for creative and digital businesses in Arun District, funded by the UK Shared Prosperity Fund. Deliver elements of the pilot programme from The Track, the county council's shared and collaborative workspace in Bognor Regis operated by Town Square Spaces.	Economic Growth
11	Work in partnership with Innovate UK and other local stakeholders on the Innovate Local Crawley event taking place in June for Crawley, West Sussex and beyond, and seek to maximise follow-on opportunities for businesses.	Economic Growth
12	Work in partnership with Wilton Park on the SussExport event in July 2023, including hosting an exhibition stand featuring the County Council's business offer.	Economic Growth
13	Progress `buy local` initiatives to support local suppliers in partnership with the West Sussex Councils, including the `Shop Local` campaign through Experience West Sussex.	Economic Growth
14	Support Muse, the Council's chosen developer for Larksfield Place (formerly Horsham Enterprise Park), as they progress the commercial proposition for the site including the planned Enterprise/ Innovation Hub.	Economic Growth

#### Theme 5: Enable Employment and Skills Recovery and Resilience

- > Support the development of a flexible and responsive skills system that meets the current and future needs of West Sussex businesses and employers
- > Ensure all young people have access to high quality careers guidance and work-related learning with opportunities to progress through clear learning pathways
- > Develop a coordinated, flexible, and responsive approach to support priority groups into meaningful and sustainable employment
- > Support work to attract, retain, and develop a high-quality council workforce.

	Headline Actions 2023-24	Lead
1	Organise an Employment and Skills Executive Task and Finish Group focussing on the role of the County Council as an employer, as agreed at Full Council in December 2022.	HR/ Economic Growth
2	Increase the Council's understanding of the wider employment and skills evidence base, including through the West Sussex Economy – Joint Project with the Districts and Boroughs.	Economic Growth
3	Respond to the request from the National Careers and Enterprise Company for West Sussex County Council to step in to host a Careers Hub covering West Sussex and Brighton & Hove from 1 September 2023, and link with the Districts and Boroughs and Brighton & Hove City Council to progress.	Economic Growth/ Children, Young People and Learning
4	Work with schools and Colleges to support those who become NEET (not in education, employment or training) or are at risk of becoming NEET with a focus on the transitions of disadvantaged and vulnerable young people.	Education and Skills
5	Align the adult education the County Council commissions to West Sussex's employment and skills needs, as part of new arrangements from September 2023.	Education and Skills
6	Develop a stronger strategic relationship with the Department for Work and Pensions, building on the current officer relationship between the DWP and some Council's services (e.g., economy, adult community learning).	Economic Growth and Children, Young People and Learning
7	Implement the countywide <u>Digital Futures West Sussex</u> programme jointly funded from the pooled business rates with the Districts and Boroughs, to help address a key skills gap in the economy by inspiring and enabling residents to pursue careers requiring advanced digital skills.	Economic Growth
8	Influence the Local Skills Improvement Partnership and Plan to reflect West Sussex needs and ambitions, including through Board representation.	Economic Growth and Children, Young People and Learning
9	Consider and progress broader steps to progress the Council's Employment and Skills Reset and priorities.	Economic Growth and Children, Young People and Learning

#### **Theme 6: Protect and Revive Tourism and the Visitor Economy**

- ➤ Host and partner in Experience West Sussex with the Districts and Boroughs to support the recovery and growth of the visitor economy in the county
- Progress a pan-Sussex approach to sector recovery and growth to ensure the area is positioned to benefit from national and regional opportunities and funding
- > Increase engagement with the tourism community, to ensure they have a strong voice in plans and activities

	Headline Actions 2023-24	Lead
1	Work through the Experience West Sussex (EWS) Partnership to support the recovery and growth of the visitor economy sector through working to achieve the agreed key results for marketing, business support, product development, and insight.	EWS Team/ Economic Growth
2	Work with Gatwick Airport and regional partners through the Gateway Gatwick partnership on international visitor promotion to boost visitor numbers and spend to the county.	EWS Team
3	Lead the Sussex Visitor Economy Initiative with East Sussex County Council and Brighton & Hove City Council to achieve agreed priorities for the year with partners and the industry group, including the development of the Sussex Story and associated assets, the strengthened position for the Sussex MICE (meetings, incentives, conferences, and events) market, and the launch of the Sussex Wine Tourism Growth Plan including as part of a Parliamentary reception to mark Sussex Day.	Economic Growth/ EWS Team
4	Work through the Sussex Visitor Economy Initiative to advocate for Sussex with DCMS and Visit Britain / Visit England. Seek nationally awarded `Local Visitor Economy Partnership` accreditation covering Sussex and use this to shape the direction of the Sussex approach and arrangements post Experience West Sussex funding in March 2024.	Economic Growth

#### Theme 7: Enable a health and social care market for the future

- Manage risk around potential provider failures and ensure consistent approach to contract management and quality assurance.
- Work together with partners, the Strategic Provider Forum, West Sussex Partners in Care and care providers to develop the care market and support recruitment and retention of the care workforce.
- Produce market development plans and commissioning strategies and delivery of action plans against the Market Sustainability Plan.
- Work with residents to ensure that people are at the centre of care including in development of plans, services and solutions.
- Reconfigure, develop and re-procure services

	Headline Actions 2023-24	Lead
1	Work with partners on the risk around potential provider failures to manage the impacts, and to respond accordingly to support sustainability of crucial provision. Review rates and implement annual uplifts with a focus on ensuring sustainable markets and will review our approach to contract management and quality monitoring to ensure risks are monitored, managed and where possible mitigated, issues are identified at an early stage and support is available as appropriate.	Adults and Health
2	Work with the Strategic Provider forum, West Sussex Partners in Care and care providers to develop the market, to ensure there is a range of quality solutions for people with care needs. Work together on the actions identified in the Market Sustainability Plan, which includes the joint review of current and future methods of supporting providers with recruitment and retention to ensure a strong and sustained care workforce. Publish wider market commissioning strategies and development plans, and ensure the market is engaged and informed to support transformation and development of services and solutions to meet strategic priorities and resident's needs. Work with partners in the district and boroughs and in the Integrated Care System to ensure alignment of plans to inform market development.	Adults and Health
3	Ensure a renewed focus on the strategic priorities to enable delivery of the vision and strategy with partners, to manage the impacts on the market, and to enable alternative solutions to people who require care and support across the county. This will include the production of commissioning strategies and market development plans and delivering the actions set out in the market position statement published in March 2023. It is anticipated this will lead to market development in Lifelong Services and Mental Health, and extra care as well as review of day activities and respite provision.	Adults and Health
4	Enhance co-production in the development of plans and services and solutions to ensure that people are at the centre of care.	Adults and Health
5	Recommission care and support at home services, commence the recommissioning of care homes contracts and develop alternative models of care. Review the contract with Shaw Healthcare providing residential care services to older people to ensure that it meets the need of residents of West Sussex both now and in the future. Review the Council's own directly provided services to support gaps and challenges within the wider market and to support customers with complex needs.	Adults and Health

#### Theme 8: Capitalise on Digital Infrastructure and Technology

- Improve access to high quality digital infrastructure for businesses and residents, by encouraging investment in the county to build digital infrastructure and access networks.
- > Work in partnership to stimulate the adoption of digital technologies, services, and skills to benefit the economy, businesses, and residents.

	Headline Actions 2023-24	Lead
1	Continue to work closely with the market to support the expansion of commercial telecommunications networks to benefit homes and businesses, aggregating demand and removing barriers to investment by making open access public sector infrastructure available, sharing dig opportunities, making publicly owned assets available for the siting of telecommunications equipment.	Digital Infrastructure
2	Work more closely with private sector investors and private enterprise to accelerate the development and deployment of private networks and technologies that can make a positive impact to lives and places in West Sussex as well as our economy.	Digital Infrastructure
3	Work more effectively with universities, colleges, research and development agencies by being more agile and leveraging opportunities together. Test how digital infrastructure can create the conditions to support innovation and enable businesses and industry sectors to fulfil their potential with future-ready connectivity and work to understand how IOT/5G sensors can be used to test and monitor spaces (eg air, water quality, footfall/traffic flow, the natural environment etc) supporting smart management of spaces through remote or autonomous activities.	Digital Infrastructure
4	Work with mobile network operators (MNOs) to encourage deployment of private and public mobile infrastructure to support mobile phone coverage and IOT/5G applications countywide.	Digital Infrastructure
5	Support central government's delivery of Project Gigabit procurement in the county targeted at the hard-to-reach rural communities and encourage alternative technologies to reduce the digital divide in the areas hardest to reach with fibre broadband. Trial digital use cases supporting rural activities based on natural capital e.g. growing, harvesting, re-wilding, environmental protection and rural visitor economy.	Digital Infrastructure
6	Build a "regional" digital infrastructure approach where connectivity can leverage additional benefits for the region across county boundaries.	Digital Infrastructure
7	Following on from the 2021/22 pilot "Recover & Rise", deliver an extensive programme of digital adoption support for micro, small and medium sized enterprises in West Sussex funded by the Economic Recovery Fund (pooled business rates) and by working with the Districts and Boroughs.	Economic Growth
8	Progress work with Innovate UK and the local universities to develop options for future support for innovation and knowledge transfer, linked to the West Sussex Councils' investment in digital infrastructure and connectivity.	Economic Growth and Digital Infrastructure

## <u>Theme 9 – Embed Climate Change and the Environment into the Economy Plan</u>

- Work with partners to help create the conditions for small and medium sized enterprises to respond to climate change
- Position West Sussex as a place for innovation in green energy and develop the commercial provision of energy-related services
- > Seek to increase the number of people walking, cycling, and using public transport for school, work, and leisure journeys.
- Respond to Climate Change and the Council's Climate Change Strategy across the Economy Plan priority themes.

	Headline Actions 2023-24	Lead
1	Work as a strategic funding partner with delivery partner the University of Brighton's Green Growth Platform, and Lead Partner Kent County Council, to conclude the £2m EU funded LoCASE programme in West Sussex. LoCASE is delivering specialist support to the environmental goods and services sector, and energy efficiency support to SME business. Work with LoCASE to ensure an evaluation report is shared with partners and informs future business support in the county.	Economic Growth
2	Deliver a Let's Go! Net Zero programme to encourage businesses who have yet to take action to reduce their carbon footprint to realise the business benefits of being more sustainable and to act, funded by the Economic Recovery Fund (pooled business rates) and by working with the Districts and Boroughs.	Economic Growth
3	Support the newly formed 'Re-Energise Manor Royal' Local Energy Community to deliver the installation of low carbon technologies in the Manor Royal Business District of Crawley.	Energy Services
4	Continue to identify and bid for Government funding that supports WSCC to understand and deliver heat decarbonisation across corporate and school buildings.	Energy Services
5	Support a third delivery phase of the Solar Together Sussex programme to help residents and businesses realise a c30% saving in renewable energy, battery storage and EV charging installations. Support promotion of Solar Together to SMEs through a business focussed communications campaign, highlighting the business benefits of solar PV, battery storage and EV charging.	Energy Services / Economic Growth
6	Deliver the Battery Storage programme at Halewick Lane, Sompting to support the resilience of the National Grid. Project due for completion 2023.	Energy Services
7	Deliver the £7.7m WSCC funded Solar and Battery Storage Project to reduce the carbon footprint of the corporate and schools estates.	Energy Services
8	Increase the public provision of electric vehicle charging points to support the transition to low carbon transport through a joint programme with Districts and Boroughs.	Highways, Transport and Planning

9	Progress strategic partnerships in support of the economy and climate change resilience, including with the Sussex Local Nature Partnership.	Highways, Transport and Planning / Sustainability / Economic Growth
10	Maximise opportunities from the Department for Transport (DfT) and other relevant funding opportunities to better enable sustainable travel on key commuting routes, and progress key cycling, walking and connectivity projects.	Local Transport Improvements
11	Within the growth deals with our district and borough councils continue to focus on net carbon zero of development of schemes, modal shift projects and wider sustainability opportunities within projects and programmes as they progress.	Growth and OPE