

Coast to Capital

Coast to Capital Local Industrial Strategy (LIS)

Lancing Business Park - Engagement session

15 November 2019

Discussion session

Business premises

- Need for flexible working space for start-ups – could we replicate the SINC model in Lancing?
- Develop flexible commercial space – current premises is either too small or too large

Innovation

- Create innovation hub that provides businesses with guidance & support

Branding/Narrative

- What is the vision for Lancing? Is it attractive enough to bring inward investment and young people in to the area?
- Build a strategy around the vision of Lancing
- Need to develop a brand for Lancing, e.g., 'San Francisco of the south of England'?
- Disconnect between Lancing Business Park and the high street. Need to link the two together so that residents and workers can both benefit from the connections
- Businesses are ambitious about the vision for Lancing, but residents are not
- There is affordable housing in Lancing, but need to make it an exciting place to live – currently property seekers are 'skipping' over Lancing and looking to Worthing
- Positive messaging around the opportunities that Lancing can bring to business and residents. Need to shout about success stories and opportunities
- Create a 'creative industries' sector in Lancing to develop the cultural offer and attract residents and business

Business support

- Establish interesting business conferences that allow business leaders to discuss similar issues and learn from each other (peer to peer)

Skills

- Barriers for businesses to engage with local schools, need to break down these barriers and make the businesses more visible to schools and colleges
- Stronger links and partnership working with Universities of Sussex and Chichester – potentially to set up satellite centres?
- Businesses to share best practice of engagement with schools that is working well, e.g., Sir Robert Woodford Academy
- More local schools that will attract families looking to move out of Brighton
- Trial a new way of using the Apprenticeship Levy? Can underspend from large businesses be shared across smaller and micro business on the business park?

Specific investments asks for Government

- Investment in A27 to reduce congestions, especially with new IKEA being built
- Potential to make Lancing a 'green town' – develop eco-friendly infrastructure around IKEA to be sustainable, cheap and easy to reduce need for car use – e.g. promote use of electric scooters
- Eliminate legal restrictions on use of electric scooters
- Develop an 'Innovation centre' in Lancing
- Connect businesses & universities – satellite campus?
- Investment to fund a modal shift in transport – make Lancing a pilot area for what a 'sustainable town' can look like?
- Investment fund to develop the cultural offer in Lancing
- Funding for businesses to support international trade, e.g. international trade exhibitions and marketing

Further information on Coast to Capital Local Industrial Strategy research

You can access the full suite of research reports on our webpage [here](#). The reports can be found in the pink 'Related resources' section listed to the right of the page.