

## **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.