

# Sustainable Economy Strategy

2022 – 2025



## Foreword by Leader of the Council

When I became Leader, I outlined the Council's priorities for the future. These included protecting and enhancing our precious environment, supporting the strength of our local economy and focusing on attracting more of the right investment into our infrastructure as Mid Sussex continues to grow.

The Sustainable Economy Strategy will bring these priorities together. This Strategy sets out our vision for a vibrant Mid Sussex that is attractive, resilient and supports innovation, to strike the right balance between social well-being, environmental protection and sustainable economic growth.

The Sustainable Economy Strategy builds on the successful interventions we have already delivered through our sustainability and economic development work and in particular, through our COVID-19 economic recovery plans.

In 2021 the UK Government committed to becoming carbon net-zero by 2050. Climate change is a big challenge for all of us and every Council around the country has an important role to play. To tackle this challenge, we needed a new approach that drives economic growth, attracts investment that recognises the uniqueness of our environment whilst improving the prospects of our residents.

**The Sustainable Economy Strategy seeks to strike this balance by building on the UN Sustainable Development Goals. The strategy has been developed around three key themes of People, Place and Partnerships. It recognises the relationship between these themes and bringing them together under one cohesive strategy is the best way to deliver effective change.**

**People:** The strategy will support the creation and protection of improved employment opportunities. It will further develop an environment that enhances and develops skills, offers improved pathways to work and facilitates a reduction in pay inequality.

**Place:** The strategy will support businesses to reduce their carbon emissions, encourage business start-ups, promote sustainable business practices, develop digital infrastructure, enhance biodiversity, facilitate new and better homes,

support the creation of quality town and village centres and support the improvement of active travel connectivity.

**Partnerships:** Many of the objectives in the strategy cannot be directly delivered by the Council alone. The strategy recognises that effective change can only be delivered by working in partnership with residents, stakeholders and businesses. We have a central role to play in supporting and influencing our partners to deliver this important strategy.

This Sustainable Economy Strategy will deliver sustainable economic growth for the benefit of all those who live and work in Mid Sussex.



# 1. Introduction

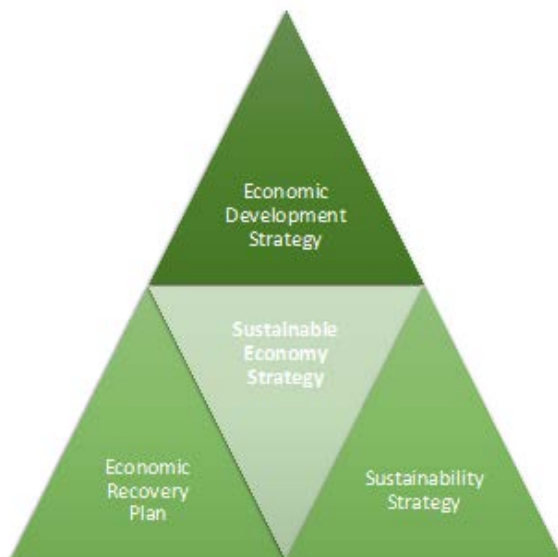
This Sustainable Economy Strategy sets out Mid Sussex District Council's ambitions for sustainable economic growth. It brings together the Council's sustainability and economic development workstreams, and it is a key feature of the Corporate Plan.

The Strategy provides a framework within which to identify and prioritise areas for intervention and investment, and to assist in securing external funding. Clear in its priorities, it is inherently adaptable to changing circumstances, emergent policy and new technologies, placing the Council in the best position to maximise opportunities as they are realised.

The Sustainable Economy Strategy sets the following Vision for Mid Sussex:

**A vibrant District that is attractive, resilient and innovative that balances social well-being, environmental protection and sustainable economic growth**

The Council's stated main purpose is "to be an effective Council delivering value for money services and helping to create a strong economy, environment and community". This Strategy provides a key opportunity to enable the Council to achieve this.



It builds on the successful interventions which have been delivered through the Council's Sustainability Strategy (2018-2022), Economic Development Strategy (2018-2022) and Economic Recovery Plan (2020). Key priorities and actions from these have been updated and, together with new actions, form an ambitious and coherent strategy and action plan for Mid Sussex.

The Strategy provides a clear roadmap for the Council's post-Covid 19 response, driven by the specific needs of the District. It is informed by the national 'Building Back Better' agenda, the Government's decarbonisation and Net Zero ambitions and underpinned by the United Nations' 17 Sustainable Development Goals. It addresses how economic development and social and environmental sustainability can successfully co-exist and be sustained in Mid Sussex for future generations.

This Strategy and Action Plan (as set out in Annex 1) also provides the District with a renewed focus on sustainable growth, enabling the economy to grow whilst reducing carbon emissions. This includes: Supporting resource efficient consumption; reducing ecological footprints; improving residents' skills and health and well-being; promoting green innovation; creating new jobs; attracting new investment; and supporting business formation and growth.

## Statement of Intent

This Sustainable Economy Strategy focuses on three themes:

- **People** – protecting and creating better employment (particularly in the new and emerging green economies); developing skills; improving pathways to work; and reducing pay inequality.
- **Place** – reducing the Council's carbon emissions; supporting businesses to

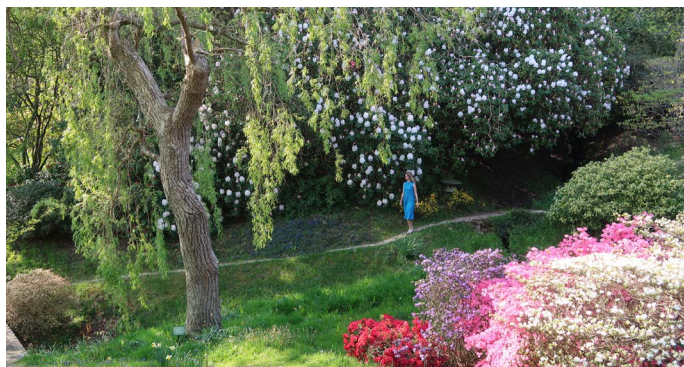
reduce their carbon emissions and to both recover from the pandemic and to grow; encouraging business start-ups; promoting sustainable business practices; developing digital infrastructure; enhancing biodiversity; providing new homes; creating quality town and village centres which meet local needs; and improving active travel connectivity.

- **Partnerships** – The Council’s guiding principles of working in partnership are openness, trust, honesty and mutual respect. The Council will agree and deliver shared goals, based on common values and will maintain regular and effective communication with all our partners.

Each theme is underpinned by strategic objectives and performance measures, linked to the most relevant United Nations Sustainable Development Goals. A series of actions set out how each objective will be delivered, detailing broad timescales and organisations that will lead on and participate in its delivery.

## The District Council’s Role

The Strategy can only be delivered through effective partnerships with stakeholders, businesses and residents. Mid Sussex District Council has a key role as:



**An employer and landowner, including making best use of its land and assets**

**A provider and procurer of services**

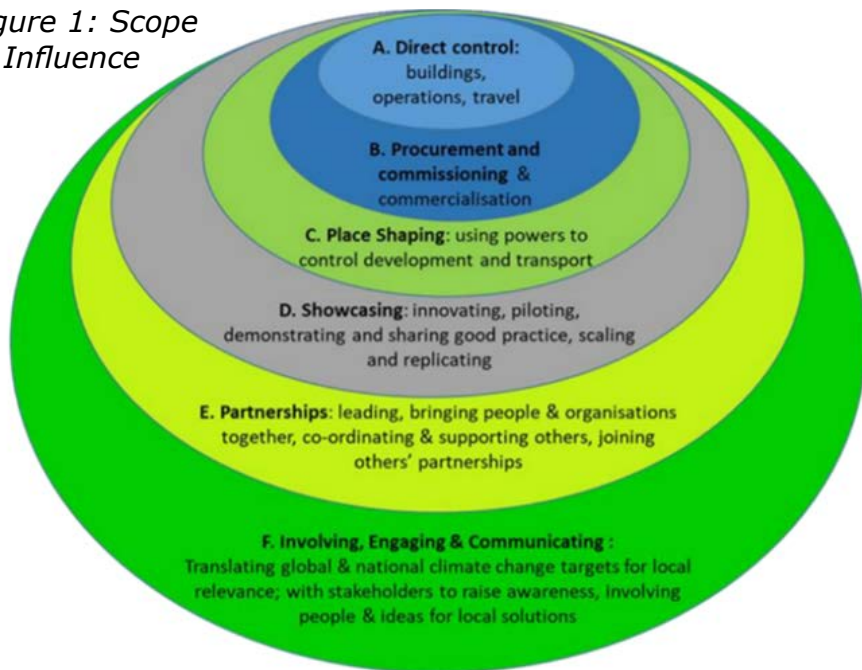
**A strategic leader, which can influence, lobby, showcase and advocate where appropriate**

**A place shaper to promote a positive planning approach**

**A key partner that enables others to deliver where they are best placed to do so**

An illustration of the different levels of influence that the Council can and will exert to ensure that this Strategy is delivered successfully is set out below:

Figure 1: Scope of Influence



Source: Councillor workbook: The local pathway to net zero, Local Government Association, April 2021

## How the Strategy Has Been Developed

A cross party Member Working Group has guided the development of the Strategy.

The Council also engaged with partners from the public, private and community / voluntary sector. These conversations will continue and be built upon as the Strategy is delivered over the coming months and years.

**Developing the Strategy has and will continue to be an iterative process. It is based on the most recent evidence and data available and will be updated and refreshed as necessary as new evidence emerges to ensure it remains relevant.**

While unable to fully predict the future impact of the Covid 19 pandemic, the Strategy is flexible and can be updated and adapted to exploit funding and investment opportunities for Mid Sussex.



## 2. Setting the Policy Context

### Introduction

The Sustainable Economy Strategy is set within wider international, national, regional and local policy context.

The policy environment has changed significantly since the 2018 Economic Development Strategy and the Sustainability Strategy were approved. The Covid-19 pandemic continues to influence how people live and work; the medium-term impacts of the UK's withdrawal from the European Union in January 2020 are still unclear; and the climate emergency is upon us and is now strongly informing how policy interventions are designed across a multitude of disciplines.

### The United Nation's Sustainable Development Goals

The Sustainable Economy Strategy has been informed by the United Nation's 17 Sustainable Development Goals. These aim to mitigate

climate change, eradicate poverty, reduce gender and social inequality and improve economic and health conditions.

They are a "blueprint to achieve a better and more sustainable future for all". Whilst they are broad and inter-dependent, they are underpinned by specific targets and measures.

Figure 2: The UN Sustainable Development Goals



Mid Sussex District Council and its partners have a key role in ensuring that its priorities and actions support the UK Government to meet these targets.

### National Policy

This Strategy and Action Plan takes a local approach to address the climate crisis and deliver more sustainable and inclusive economic growth, whilst aligning and supporting national Government ambitions. This means that Mid Sussex District Council is well placed to gain Government support and funding for its initiatives.

[Build Back Better: Our Plan for Growth \(March 2021\)](#) sets out the UK Government's post-Covid economic ambitions for the UK. It is based around three core pillars:

- **Infrastructure:** Accelerating UK-wide gigabit broadband infrastructure roll-out, investing in roads, rail and cities.
- **Skills:** Rolling-out 24 T-level (mixture of classroom/ 'on-the-job' learning) qualifications, establishing employer-led skills bootcamps, and strengthening apprenticeships, particularly in technical disciplines.

- **Innovation:** Incentivising the creation of new ideas and technologies and supporting high-growth businesses, increasing investment in Research and Development, and establishing a Help to Grow Digital programme to help SMEs to adopt and utilise productivity-saving software.

## Three themes cut across these core pillars:

- **Levelling Up:** Aims to address the spatial inequalities that exist across the UK by regenerating struggling towns and catalysing centres of excellence across the country. The Levelling Up, Shared Prosperity, Towns and Future High Streets funds are directed towards local areas, aimed at enabling people to see tangible improvements in their area, feel more pride in their place and supporting them to believe that they can succeed wherever they live.

- **Net Zero:** Sets out the Government’s ambition to tackle the climate crisis by developing a strong green economy, supporting industries to develop and adopt new low carbon technologies, building net zero-ready homes, installing low carbon heating technologies, rolling out of electric vehicle infrastructure and investing in active travel.

- **Global Britain:** Responds to the UK’s post-EU status, including developing a new export strategy and strengthening the UK’s trading links with countries throughout the world.

Alongside this, the Government published its [Net Zero Strategy: Build Back Greener](#). It includes ambitions for UK to be entirely powered by clean energy by 2035, reducing

carbon emissions to net zero by 2050, reversing biodiversity loss and creating a circular economy through better resource efficiency.

It includes policies to advance off-shore wind; drive growth of low carbon hydrogen; deliver advanced nuclear power; shift to zero-emissions vehicles; promote public transport, cycling and walking; develop low carbon aviation and maritime travel; build and adapt greener buildings; support low carbon farming and agriculture through innovation; invest in carbon capture, usage and storage; protect the natural environment; and support green finance and innovation.

In addition, changes to the [National Planning Policy Framework](#) acknowledge the importance of the UN Sustainable Development Goals and reiterate the importance of planning in achieving sustainable development through the delivery of three key objectives: economic; social;



## Regional Policy

The regional economic development landscape is changing. The Government is currently undertaking a review of Local Enterprise Partnerships (LEP), which have played a key role in supporting sub-national economic development for over a decade. The outcome of the review is likely to influence how funding support for sub-national economic development is allocated in the future.

The Coast to Capital LEP's [Build Back Stronger, Smarter and Greener \(2020\) strategy](#) identifies transformational projects that it believes will drive post-Covid recovery and future productivity. Whilst some of these are spatially focused, others are thematic and cut across the whole of the Coast to Capital LEP region. These include:

- Driving new markets for clean energy production and application;
- Delivering retrofit programmes for homes and buildings;
- Creating a natural capital investment vehicle to develop a long-term pipeline of biodiversity and carbon offsetting investment opportunities;
- Using innovation specialisms to develop and apply automation, digital and low carbon technologies in niche agriculture and viticulture sectors and solar energy and storage; and
- Ensuring comprehensive digital infrastructure coverage across the region.

There are plans to establish a Natural Capital Investment Company to create an investment vehicle to develop a long-term pipeline of biodiversity and carbon offsetting investment opportunities.

In its Local Skills Report, the Coast to Capital LEP takes a collaborative approach to addressing the skills and labour market challenges, in particular focusing on supporting education leavers; young people; lower skilled adults; older workers; residents of the most vulnerable areas; and those made redundant or furloughed during the pandemic.

Developing digital skills, addressing STEM<sup>1</sup> skills challenges and supporting skills to develop a clean and green economy are central features of the LEP's approach to skills. The Coast to Capital LEP retains an important role in delivering high quality business support through its Growth Hub, and a network of Growth and Digital Champions, which provide specialist business support.

Mid Sussex District Council can also capitalise on its membership of the Greater Brighton Economic Board (GBEB), including developing the area's international profile, promoting inward investment; supporting innovative businesses and commercialising knowledge; rolling out fibre and 5G infrastructure, and attracting talent.

This strategy also supports the GBEB's ten pledges to tackle climate change<sup>2</sup>. This includes a specific project to introduce recycled water to the 3,500 homes at the Northern Arc in addition to commitments around Electric Vehicle Charging Points, use of Zero Emissions vehicles, rewilding, improving water efficiency in homes, reducing energy consumption in homes and public buildings, investing in green innovation and acting as a powerful lobby to Government.



1 Science, Technology, Engineering and Mathematics

2 Greater Brighton makes 10 Pledges on tackling climate change



## Local Policy

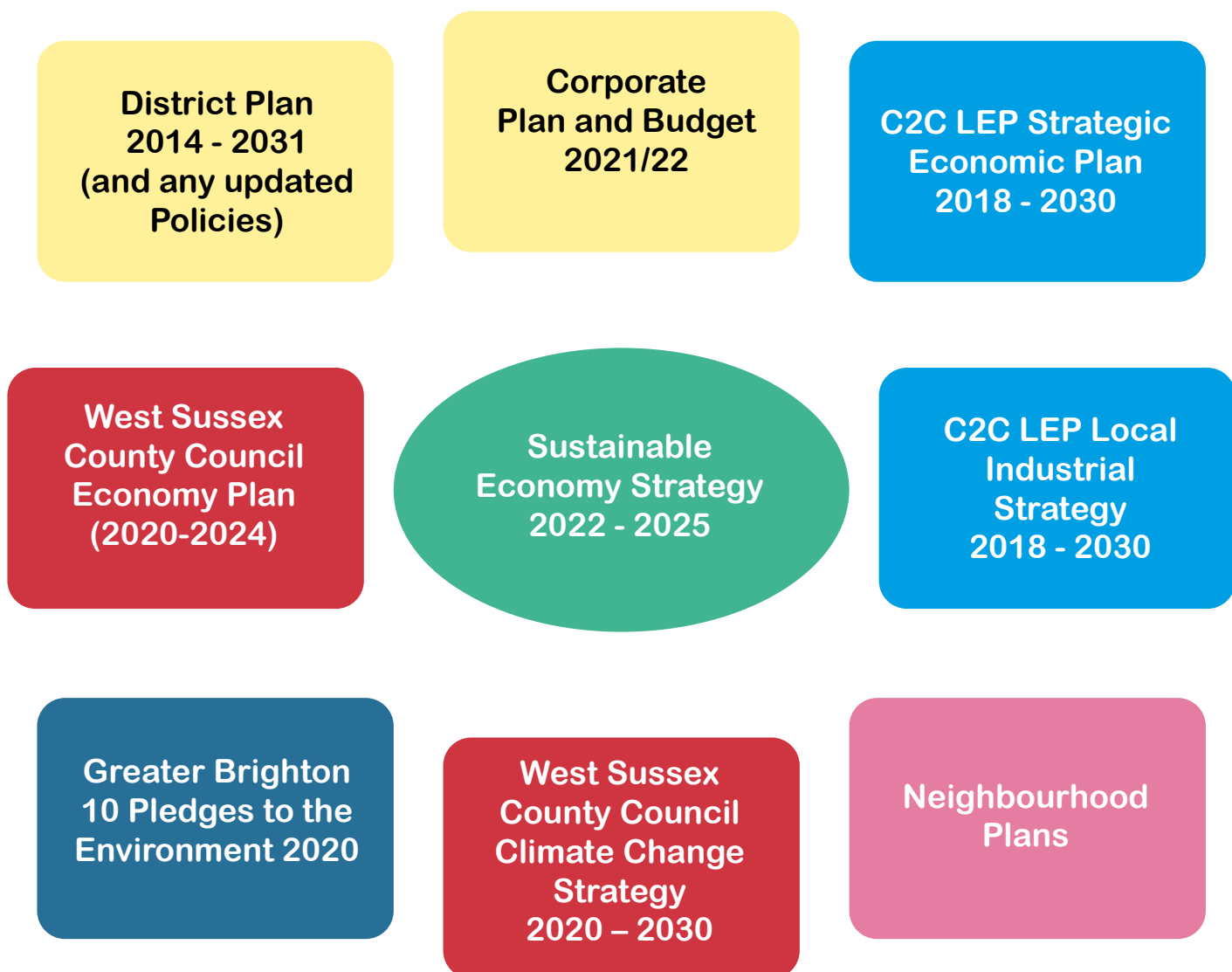
[West Sussex County Council's \(WSCC\) Economy Plan \(2020-2024\)](#) provides a clear policy focus for the county's continued recovery from the Covid-19 pandemic. WSCC is now developing its approach to supporting the growth of the county's knowledge-based economy and the transition to a low carbon economy. Resources are available to develop projects that support innovation, develop the digital infrastructure and skills, and ensure that the county makes its contribution to the national Net Zero targets.

Developing the right interventions to maximise impacts is a collaborative and dynamic exercise and Mid Sussex's participation in the West Sussex Economy Recovery Group enables it to shape, influence and benefit from actions that are taken to support sustainable economic growth across West Sussex. WSCC is also a key partner in delivering the Mid Sussex Growth Deal, including regenerating Burgess Hill town centre, developing the Northern Arc and the Science & Technology Park at Burgess Hill and implementing sustainable transport packages.

This strategy aligns with Mid Sussex District Council's Corporate Strategy and District Plan, providing an explicitly defined spatial and corporate focus for how it will support sustainable economic growth over the next three years. The Council is reviewing its District Plan which provides an opportunity to update a range of policies to support the delivery of this strategy.

The District's Town and Parish Councils have produced Neighbourhood Plans, setting out their own local priorities. These also inform actions that Mid Sussex District Council will take to deliver this strategy

*Figure 3: Regional and Local Policy Alignment*



<sup>2</sup> <https://greaterbrighton.com/greater-brighton-makes-10-pledges-on-tackling-climate-change/>

## District Profile and Challenges

In developing the Sustainable Economy Strategy, a revised District Profile has been prepared using the most up to date datasets and insights. The Data Profile is available on the MSDC website and a summary is provided in Figure 4.

Mid Sussex is one of the most affluent districts in England. It has low levels of deprivation, high average resident earnings, a high employment rate and healthy business start-up and survival rates. Overall, its resident population is well-qualified, with a large proportion of residents working in higher paid occupations. Crime rates are low and life satisfaction amongst residents is high.

Mid Sussex is an important part of the sub-regional economy, with sector specialisms in the manufacture of computer, electronic and optical products; scientific research and development; high tech financial services activities; the creative and digital industries and life sciences.

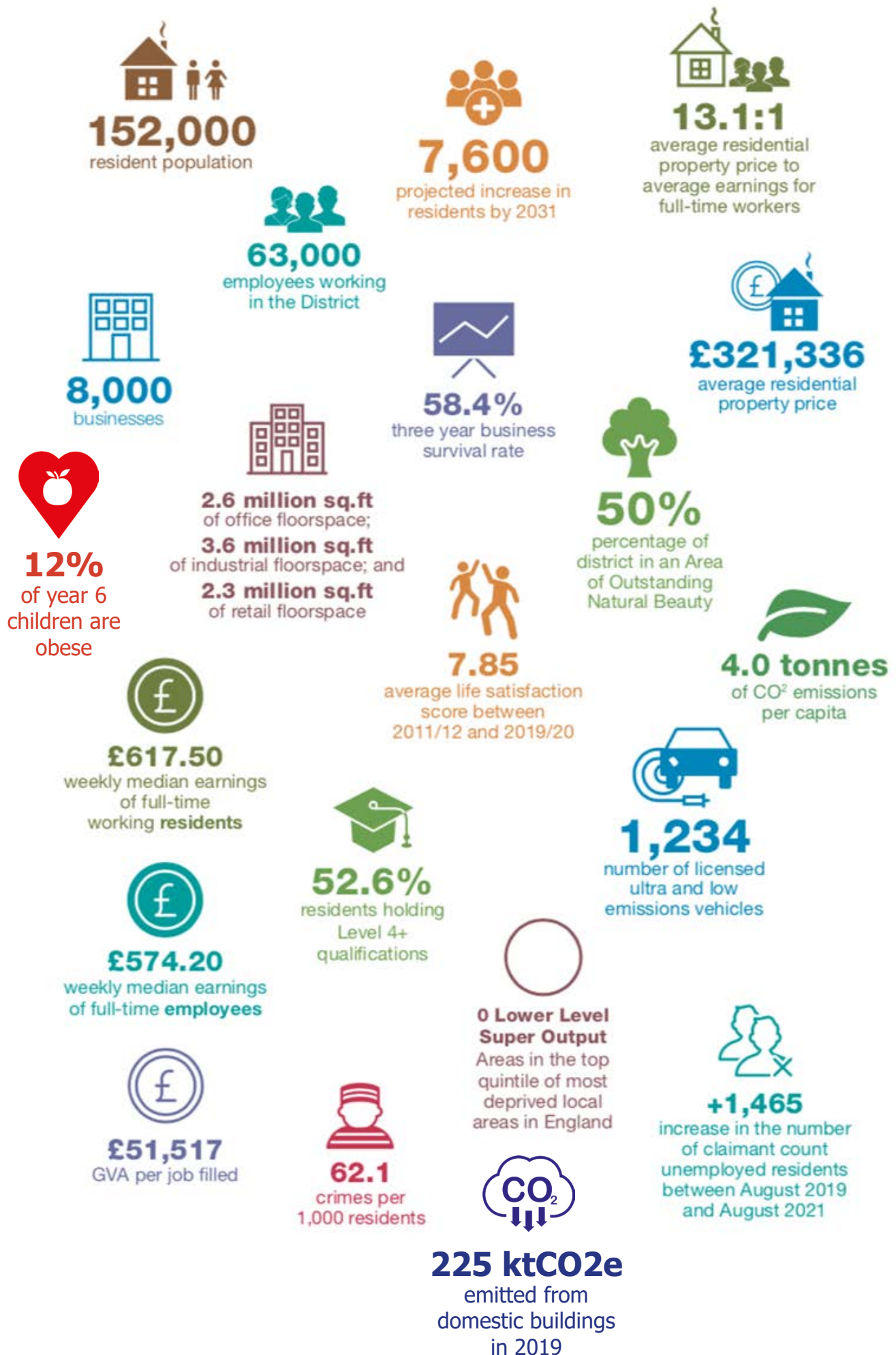
One of the District's key assets is its natural environment. It is one of the most wooded districts in England and nearly half of its area is designated as an Area of Outstanding Natural Beauty (AONB) and an additional 10% lies in the South Downs National Park. It is attractive to visitors, supports a strong rural economy and the Carbon footprint of residents is well below the national and regional rates, mainly due to the sector structure of the District's economy.

**The District has a pioneering initiative to roll out world-class digital infrastructure across the region.**

It aims to make the district one of the country's most digitally advanced - bringing full optical fibre broadband to stimulate a culture of high performance and innovation. Over 100km of fibre has been laid and businesses and communities are connecting up to affordable, high-performance digital services. It's an outstanding example of public and private sector organisations working together to bring new opportunities.



Figure 4: District Profile Summary



## Key Challenges

The District's affluence also creates challenges. Recent economic growth has been modest and high levels of out-commuting suggest that local jobs are, generally, not as attractive as they could be, whilst low job density suggests that there are simply not enough of them.

Projected population increases mean that creating more and higher quality local jobs will be a priority. However, the implications of Covid on patterns of remote and hybrid working or on demand for more flexible workspaces that are digitally well-connected to support business adoption are emerging.

High earnings also mask gender income inequalities. A significant number of residents earn less than the Living Wage Foundation's Living Wage of £9.50 per hour, whilst the ageing resident population is likely to increase demand for health and well-being services and strengthen the need to promote active lives, for instance by encouraging more walking and cycling.

Housing has become increasingly unaffordable for many people who work in the District, as house price growth has outstripped that of workplace earnings.

Whilst unemployment is low compared with many areas, the Covid-19 pandemic has resulted in a significant rise in worklessness in Mid Sussex, and it is still unclear when and how levels of unemployment will fall to below their pre-pandemic levels.

The District has three main towns - Burgess Hill, Haywards Heath and East Grinstead and a number of villages that also support the wider rural area. These have all been impacted by the Covid-19 pandemic and changing shopping patterns. Although footfall has recovered from its lowest levels at the height of the pandemic, there is a need to invest in and re-imagine the District's town and village centres, to ensure that they continue to be attractive and vibrant.

Carbon emissions in Mid Sussex decreased by around 32% from 2005 to 2019. This is slightly below the national and County-wide averages, both of which saw around a 36% decrease in the same time period. However, there is scope to reduce carbon emissions further, particularly from domestic building and transport sectors.



## 3. The Vision, Themes and Strategic Objectives

### The Vision

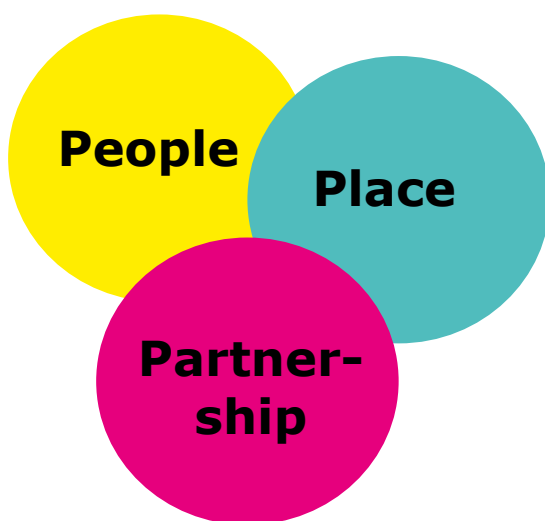
The strategy is guided by an overarching vision, framed by the 17 United Nations Sustainable Development Goals. The vision is aimed at securing sustainable economic growth whilst recognising the shift in business models and embracing digital and climate change opportunities to transform our economy.

The vision is for Mid Sussex to be:

**A vibrant District that is attractive, resilient and innovative that balances social well-being, environmental protection and sustainable economic growth**

### The Priority Themes

The Sustainable Economy Strategy sets out the Council's priorities for the next three years under the three core themes: People, Place and Partnership.



#### People

Securing support and investment in people and skills is crucial to delivering clean and inclusive growth and increasing resilience against future economic setbacks, such as COVID-19. Despite low levels of deprivation, we need to continue to raise aspirations and develop the skills set necessary to drive a low-carbon economy.

The development of the skills needed to respond to the challenges and opportunities facing our local economy are central to our new strategy. A core delivery theme is ensuring that all our residents have the skills to enrich their lives and reach their full potential and meet the needs of our existing and future businesses.

### Strategic Objectives

**Objective 1:** Maintain the high employment rate in Mid Sussex and reduce out-commuting amongst working age adults.

#### What we will do:

- Identify future employment needs in the District and provide a policy framework in the updated District Plan to meet this need.

- Secure high value employment development, including the Science and Technology Park and the employment space at the Northern Arc, through a proactive development management approach and the use of Planning Performance Agreements.

**Objective 2:** Ensure local residents have the opportunity to acquire the necessary skills to secure good quality jobs.

#### What we will do:

- Support and promote access to skills,, training,, apprenticeships and other career pathways in key sectors, (including digital and creative industries, life sciences, land-based industries, fintech and the green economy) building on the Sussex Chamber of Commerce's Local Skills Improvement Plan.

- Develop employment and skills plans to maximise opportunities for local people through Planning Legal Agreements.

- Promote new models of volunteering as routes into employment across the District.

**Objective 3:** Strive to reduce pay inequality and improve access to senior roles for under-represented groups in Mid Sussex.

**What we will do:**

- Support and promote initiatives which raise aspirations and awareness of roles and opportunities in target sectors, including digital and creative industries, life sciences and fintech and where possible, promote such opportunities within the Council.

- Adopt a Social Value and Sustainability Charter to ensure that there is a commitment to support economic, environmental and social improvements from Council suppliers and contractors.

**Objective 4:** Improve the economic and social wellbeing of our residents.

**What we will do:**

- Promote initiatives which reduce barriers and help individuals into work, including the 'Journey to Work Programme'.

- Promote workplace and community well-being programmes.

- Develop a network of Community Hubs, including support for the establishment of Sustainable Food Partnerships.

**Objective 5:** Encourage business start-ups, improve business survival rates and growth.

**What we will do:**

- Promote investment opportunities including through Opportunity Mid Sussex and support target sectors (including digital & creative industries; life sciences; and fintech) to help them to locate, survive and grow in the District.

- Signpost support and advice services available to businesses and third sector organisations to simplify access to grants, funding, business advice, start-up information, premises and business rates.

- Use the Council's contracts to encourage procurement of goods and services from local SMEs and third sector organisations.

- Implement the Micro Business Grant Scheme, ensuring grant awards target businesses which can demonstrate a commitment to sustainability and green innovation.

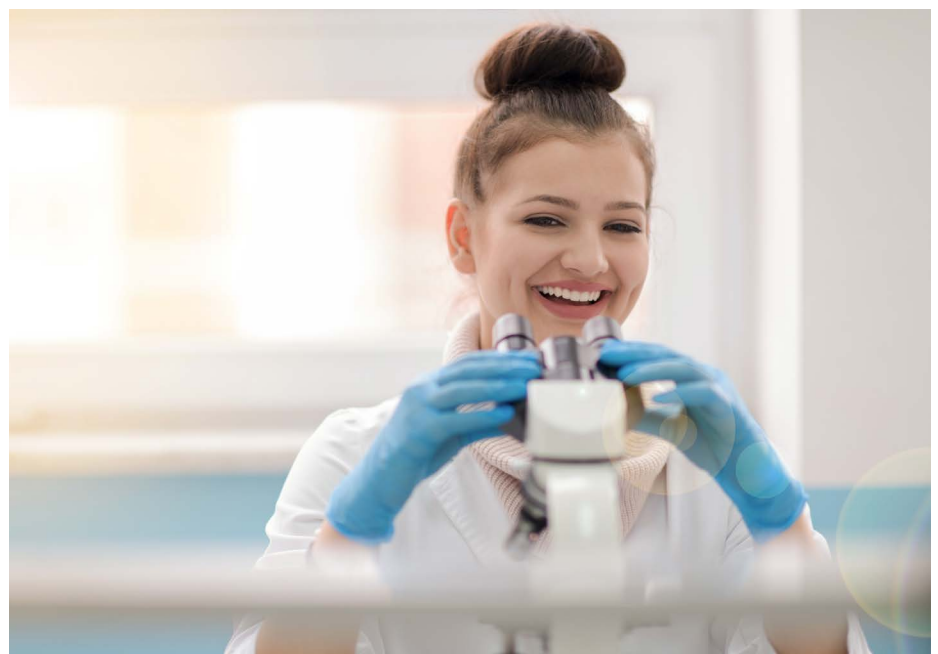
**Objective 6:** Promote the benefits of sustainability practices and encourage action to support achievement of Carbon Net Zero.

**What we will do:**

- Secure a Council-wide cultural and behavioural shift towards sustainable travel, through a range of measures including developing active travel plans; delivering Electric Vehicle (EV) charging points on the Council's campus; and changing Council fleet vehicles.

- Promote sustainable travel options and initiatives, including green travel plans, to businesses, schools and residents.

- Co-ordinate and promote advice to help local small businesses to improve the sustainability of their organisations via delivery of a programme of Low Carbon SME support, funded through the Economic Recovery Fund.



# Place

Place refers to the physical properties and connectivity in the District. The Place Theme relates to our town and village centres, commercial development and industrial structure, rural business and our natural and built environment. Delivery will focus on creating an inclusive, sustainable and prosperous place, where people choose to live, work and invest.

Significant progress has been made in securing the regeneration and renewal of our three main towns and village centres.

## Post COVID-19, we need to accelerate the transformation of our towns and village centres to meet new market demands and local need.

We also need to ensure that Mid Sussex has a mix of premises to encourage entrepreneurship, incubation, retention and relocation of businesses as well as aiming to ensure the District attracts inward investment, particularly in our priority sectors.

We need to continue our digital transformation to ensure we fully realise the opportunity that digital technology presents for businesses and communities alike.

We will position biodiversity at the centre of the development process as well as facilitating behaviour change to help reduce environmental impacts.

### Strategic Objectives

**Objective 7:** Position and promote our town and village centres as healthier, greener and more sustainable places generating footfall, social interaction and economic activity.

#### What we will do:

- Identify future retail and town centre needs in the District and provide the policy framework in the updated District Plan to support these across our towns and villages.
- Identify and agree a range of sustainable transport projects in the District's three towns to promote sustainable transport options for residents and businesses.
- Support and deliver, where possible, a package of improvements, including public realm improvements, to enhance the economic resilience and attractiveness of the District's town and village centres, including delivering the Council's Car Parking Strategy and Parks Investment Plan.

- Provide practical support to High Street retailers, including through the Independent Retailers Scheme, and West Sussex Retail Hub.

- Continue to secure a Green Flag award for at least one park in each town centre.

**Objective 8:** Improve, manage and promote biodiversity and nature recovery.

#### What we will do:

- Ensure that new development and land management demonstrates significant improvements to biodiversity and nature recovery by developing and implementing policies in the District Plan Review (including Biodiversity Net Gain) and working with stakeholders to implement the Local Nature Recovery Strategy (subject to secondary legislation).
- Refresh the management plans for the Council's countryside sites to ensure they deliver maximum benefit in terms of biodiversity and environmental impact.
- Build on the success of local rewilding initiatives to oversee a managed and incremental growth in the proportion of Council-owned land managed for biodiversity under the national BLUE campaign.
- Set out how MSDC will allocate resources to meet the strengthened biodiversity duty contained in the Environment Act 2021. Begin by contracting a consultant to deliver a short-term, desk-based natural capital

mapping of Mid Sussex, that will form the basis for a Mid Sussex nature recovery network (to be budgeted from the Sustainability and Climate Change Special Reserve) and conducted with use of WSCC's project mapping tool to ensure coherence.

**Objective 9:** Provide commercial and employment space to support new and growing businesses and to attract businesses to the district.

**What we will do:**

- Work with site promoters to promote and deliver new business parks and commercial property that provides a competitive environment for businesses, securing the retention of existing and attracting new businesses.

- Work with site promoters to establish centres of excellence and clusters of sector specialisation (digital and creative industries, life sciences and fintech) including by securing planning permission for the development of the Science and Technology Park.

- Support businesses to secure funding to deliver pilot initiatives such as incubator space, grow on hubs, co-working spaces, to provide flexible space that meet the needs of established and growing businesses and third sector organisations.

**Objective 10:** Facilitate the design, delivery and use of sustainable infrastructure and services.

**What we will do:**

- Increase the number of electric vehicle charging points across the District via the West Sussex Electric Vehicle Partnership delivering a network of chargers that meets demand.

- Review the evidence base that informs the District Plan Review process and, if supported by evidence, develop a policy setting out the standards for providing EV charging on new developments (both speculative planning applications and forthcoming allocations within the District Plan).

- Monitor and where appropriate support other sustainable low carbon dioxide vehicle technologies.

- Implement a 1-2-3 collection trial, including food waste, across 3,000 homes and prepare for the new statutory responsibilities that will arise from the government's Resources and Waste Strategy.

- Work in collaboration with West Sussex County Council to promote rural bus networks connecting the district's rural communities.



**Objective 11:** Deliver enhanced digital infrastructure and promote its use as a catalyst for growth and innovation across all sectors in the district.

**What we will do:**

- Facilitate the delivery and use of advanced digital infrastructure (full fibre, wireless network technology and other digital technologies) to support citizens, public services, existing and new economic activity within Mid Sussex.

- Maximise local business impacts of the digital transformation, by providing support and signposting to relevant projects and funding.

- Promote the benefits of digital connectivity availability to businesses and other organisations through wider partnership networks.



- Enable businesses to register their interest and connect to Cooperative Network Infrastructure (CNI) members and the Digital Infrastructure to attract high-end investors in tech and digital industries.
- Participate in the Government's Digital Connectivity Infrastructure Accelerator (DIA) in order to extend the digital infrastructure across Mid Sussex.
- Use dark fibre MSDC, WSCC and Cooperative Network Infrastructure (CNI) assets to enable scalable, social and offshoot start-ups and support the Community and Voluntary Sector to develop and test new digital technologies.

**Objective 12:** Promote Mid Sussex's assets, ambitions and potential.

**What we will do:**

- Launch and continue to promote inward investment through the Opportunity Mid Sussex brand, which promotes Mid Sussex as a desirable place to live, work and do business at a local, national, and international level through promotional channels, holding/ attending business events and working with partner organisations.
- Support the recovery and growth of the visitor economy by working in partnership with organisations such as Experience West Sussex to support the delivery of their 3-Year Action Plan and providing grant support where possible.

**Objective 13:** Reduction in Carbon Emissions.

**What we will do:**

- Utilise Green Home Grant funding to improve the energy efficiency of the most inefficient homes in the District. We will utilise Energy Performance Certificate (EPC) data to proactively engage with the lowest "F" and "G" EPC rated homes to maximise the reduction of carbon emissions.
- Secure funding for home energy efficiency improvements through available Green Home Grant Local Authority Delivery schemes. We will actively participate in those schemes to maximise the uptake of the district's residents.
- Identify a residential construction and refurbishment sustainability rating standard and provide a policy framework in the updated District Plan to meet this need.
- Identify a non-residential construction and refurbishment sustainability rating standard and provide a policy framework in the updated District Plan to meet this need.
- Partner with businesses and 3rd Sector organisations in the district to help them create their own net-zero carbon programme.

- Use the Ricardo analysis to create a Mid Sussex Net-Zero Carbon Programme.

- Use the Ricardo Action Plan to identify the investment, job creation and green economy potential for Mid Sussex of achieving carbon net-zero.



# Partnership

The Sustainable Economy Strategy can only be successfully delivered through effective partnership working between our stakeholders, businesses and residents. There is already a strong culture of partnership working and we will continue to work hard to strengthen existing partnerships and develop new partnerships and collaborative working to deliver better outcomes for all.

'Partnership' refers to the way in which the Council will work with public, private and voluntary sector organisations to achieve our ambitions for the District. There are already well-established relationships with local, regional and national partners. These have been central to the successful delivery of many previous strategies, programmes and projects.

Figure 5: Partnership Priorities



The Council has a key role through its direct service delivery. Where best placed to do so, the Council will **Lead** and drive at pace the delivery of the Strategy; and **Promote**, influence, lobby and advocate our strategic priorities in partnership with public and private sector stakeholders.

The guiding principles of working in partnership are **openness, trust, honesty and mutual respect**. The Council will strive to agree and deliver shared goals, based on common values and we will maintain regular and effective communication with our partners at national, regional and local levels. The focus will be to establish and maintain effective relationships with stakeholders, businesses and residents ensuring that an inclusive approach is taken that proactively engages under-represented groups and individuals with a weaker public voice.

## Strategic Objective

**Objective 14:** Ensure that Mid Sussex is an exemplar district and Council in promoting effective partnership working to support sustainable economic development, combat climate change, sustain and increase biodiversity and promote health and well-being.

## What we will do:

- Maximise the impact and benefits of the Sustainable Economy Strategy by building effective and collaborative partnerships through a range of mechanisms including Service Level Agreements.

- Work with West Sussex County Council, other local authorities and partnership organisations to bring forward projects and initiatives under the Economic Recovery Fund programme.

- Work with West Sussex County Council and other appropriate organisations to deliver training for Councillors and Council staff on sustainability matters.



## 4. How we will deliver the Strategy

The delivery of this Strategy will focus on those programmes and projects that will have the greatest beneficial impact on sustainable economic growth in the district. We will build on the successful interventions delivered through the Economic Development Strategy (2018-2022), the recent Economic Recovery Plan (2020) and the Sustainability Strategy (2018- 2022).

Delivery will focus on the areas where the District Council can most actively contribute to, either directly or in support of, other organisations that are better placed to make an impact.

### Delivery Principles

#### Realistic

- Actions will be ambitious, but deliverable.
- Actions will focus on the greatest need and impact.
- Actions will contribute to the achievement of net zero, in line with national government targets.

#### Collaborative

- Actions will strengthen partnerships and be focused at the right spatial level.
- Actions will add value to, rather than duplicate, other interventions.
- Actions will encourage wider public or private sector

engagement and investment.

#### Evidenced based

- Actions will be evidenced by data and insight.
- Actions will be framed by robust and measurable performance indicators.

Mid Sussex District Council has framework of strategic documents that guide the direction of policy development and financial commitment. The Sustainable Economy Strategy and Action Plan will complement these key strategies and policies to ensure policy and programmes align.



#### Funding

We will take a fresh and innovative approach to funding the delivery of the Strategy. The Council will **bid** for resources to secure funding from national (Department for Levelling Up, Housing and Communities) and regional (Coast to Capital Local Enterprise Partnership, Greater Brighton Economic Board and West Sussex County Council) public investment opportunities. This will include regeneration, economy and levelling-up opportunities that will flow from the Government's Shared Prosperity Fund, Affordable Homes Programme, and economic investment opportunities priorities.

**We will Continue to work with private sector developers and investors to secure inward investment for the District and bring forward key regeneration sites.**

## 5. How We Will Monitor Performance

Monitoring our performance is key. All stakeholders need to know whether the actions that we take make a difference to the District in the way that is intended.

**We recognise that many socio-economic and environmental conditions are beyond our control. External economic shocks, such as the Covid-19 pandemic, can have a significant impact on the economic and social well-being of our residents and the performance of our businesses, whilst Government policies at national level also impact on the District.**

Nevertheless, the objectives in our Action Plan are all supported by a series of Key Performance Indicators (KPIs). These are drawn from publicly available datasets. For most of these confidence bands at local level can be quite wide and up- to- date data is not always readily available. This means that they should be interpreted as indicators, rather than in absolute terms.

For some objectives, credible metrics are simply not available. For example, one of the key priorities for Mid Sussex is to reduce the level of out-commuting. However, the baseline data is taken from the 2011 Census and the next time comparable data will be available is likely to be in 2031. It will, therefore, be prudent to assess the level of out-commuting by assessing other related measures or commissioning additional research and analysis.

Nevertheless, publicly available datasets provide the best, most transparent, and cost-effective way of monitoring how Mid Sussex is performing across a range of measures. Where there is a need to commission additional research, we will do so, but only where this demonstrably adds value to the monitoring framework.

The Council will publish a dashboard, setting out the baseline position for each strategic objective. This will be updated when new data sets become available to monitor performance for the duration of the Strategy. The Council will investigate why achievements may be at variance with the performance indicators, providing monitoring reports and recommending actions where there is clear underperformance that can be remedied locally.



## 6. Next Steps

This Strategy sets the framework for the Council and focuses on our commitments to deliver a better result both for the local economy and the environment.

Future updates of this Strategy will be driven by new data and evidence based reports for each of the three Themes.

## Case Studies

The following case studies demonstrate how Mid Sussex is seen as an exceptional location for businesses. Through the delivery of this Strategy we will continue to work with and support our businesses to grow and prosper.

### Faversham House Ltd, East Grinstead

“As publishers of the UK’s leading sustainability information portal for businesses [www.edie.net](http://www.edie.net) since its launch in 1998, we are of course very keen on practising what we preach! We are working towards becoming a certified B Corp. B Corp companies have written into their Articles a commitment to create a more equitable and sustainable global society. It’s all about using business as a force for good. For us as a purpose and values led company, becoming a B Corp pulls all aspects of our business together and helps us do our bit towards creating a better future. The process is demanding though there is a rigorous process you follow which helps. The upside of doing the right thing and being part of an awesome globally community at the end of it makes it all worthwhile.”

#### **Amanda Barnes**

*Chief Executive*

*Faversham House Ltd*

*Spark ideas and action*



### Steve Willis Training, Burgess Hill

“Over the last year we’ve upgraded our apprenticeship offering and achieved the largest intake of apprentices to date across our gas and electrical courses. With this intake we now have over 450 apprentices on programme working with over 300 local employers across the South of England. Recently we’ve had further success with our apprenticeship programme with our first official Ofsted visit, after a thorough inspection across both centres we achieved a ‘Good’ grading. Looking to the future we’re updating the curriculum for our apprenticeships to include renewable energy sources and the pathway to decarbonisation. We expect the Apprenticeship Standards, which are the training delivery template, to be updated in the near future to include renewable technologies such as Heat Pumps, Solar Photovoltaic, Solar Thermal, Hydrogen etc.”

#### **Tom Brain**

*Steve Willis Training*

*Marketing Executive*



## Universal Quantum

"We recently moved into our new headquarters at Haywards Heath, where we're growing our team and quantum computing technology. This Mid Sussex location matches our ambitions to attract the best talent while giving us enough space to grow and thrive."

### **Ilan Elson**

*Vice President of Operations  
Universal Quantum*

## Adelphi

"The Adelphi Group of Companies is an ISO 9001:2015 certified, award-winning West Sussex-based manufacturer of packing machinery and equipment, delivering a comprehensive portfolio of innovative solutions to our global customer base. In 2018 we launched our eco-friendly production facility – The Friary – which incorporates sustainable elements including Solar Panels, Evaporative Cooling, Rainwater Harvesting, a recommissioned Artesian Well and an Air Source Heat Pump system, to name just a few.

Our planet and society are facing new challenges every day, and we must all play our part in driving positive social and environmental change. Sustainability is therefore very much at the forefront of our ethos, and we are committed to making continuous improvements in the management of our environmental impact. In 2022, the Adelphi Group of Companies proudly started working towards B-Corp certification."

### **Emily Salmon**

*Marketing Executive  
Adelphi*



## Annex 1

People					
STRATEGIC OBJECTIVE	MEASURE OF SUCCESS	WHAT WE WILL DO	TIMESCALE	LEAD DELIVERY ORGANISATION	DELIVERY PARTNERS
<b>Objective 1:</b> <b>Maintain the high employment rate in Mid Sussex and reduce out-commuting amongst working age adults</b>  <b>UN Sustainable Goal 8 – Decent Work and Economic Growth</b>	<ul style="list-style-type: none"> <li>• Maintain employment rate above 78% in all quarters<sup>1</sup></li> <li>• Increase employment rate from 78% to 83%<sup>2</sup></li> <li>• Increase job density from 0.80 to 0.85 per working age resident<sup>3</sup></li> <li>• Increase Mid Sussex hourly workplace earnings from 87% to 93%<sup>4</sup></li> </ul>	Identify future employment needs in the District and provide a policy framework in the updated District Plan to meet this need.	2022/23 – 2023/24	Mid Sussex District Council	Site Promoters and developers / Homes England
		Secure high value employment development, including the Science and Technology Park and the employment space at the Northern Arc, through a proactive development management approach and the use of Planning Performance Agreements.	2022/23 – 2024/25	Mid Sussex District Council	Site Promoters and developers / Homes England / Coast to Capital LEP
<b>Objective 2:</b> <b>Ensure local residents have the opportunity to acquire the necessary skills to secure good quality jobs</b>  <b>UN Sustainable Goal 4 – Quality Education</b>	<ul style="list-style-type: none"> <li>• Maintain Mid Sussex’s position as the district with the highest proportion of working age residents in West Sussex with Level 4 and Level 3 or equivalent qualifications throughout the Strategy period<sup>5</sup></li> </ul>	Support and promote access to skills training apprenticeships and career pathways in key sectors, (including digital and creative industries, life sciences, land based industries, fintech and the green economy) building on the Sussex Chamber of Commerce Local Skills Improvement Plan	2022/23 – 24/25	Mid Sussex District Council	Education and training providers and local businesses Sussex Chamber of Commerce
		Develop employment and skills plans to maximise opportunities for local people through Planning Legal Agreements.	2023/24	Mid Sussex District Council	Site Promoters and developers

<sup>1</sup> Source: Annual Population Survey via NOMISWEB – Note: wide confidence levels at District Level

<sup>2</sup> Source: Annual Population Survey via NOMISWEB – Note average employment from July 2020-July 2021 was 76.4%. In the year prior to the pandemic (Jan2019-Dec 2019 it averaged 84.0%)

<sup>3</sup> Source: Job Density, Office for National Statistics via NOMISWEB.

<sup>4</sup> Source: Annual Survey of Hours & Earnings via NOMISWEB – Note: In 2021, median workplace earnings were £14.81 per hour, compared with £17.07 per hour worked for local residents

<sup>5</sup> Source: Annual Population Survey via NOMISWEB – Note average % of 16-64 year olds with Level 4 qualifications and Level 3 qualifications between 2019 and 2021 was 51.5% and 68.6% respectively

<b>UN Sustainable Goal 8 - Decent Work and Economic Growth</b>		Promote new models of volunteering as routes into employment across the District.	2022/23 – 24/25	Mid Sussex District Council	Community and voluntary sector organisations
<b>Objective 3: Strive to reduce pay inequality and improve access to senior roles for under-represented groups in Mid Sussex</b>	<ul style="list-style-type: none"> <li>• Increase the proportion of Mid Sussex female working residents employed in Standard Occupational Classification (SOC) higher level occupations so that it equals the proportion of male residents in higher level occupations<sup>6</sup></li> <li>• Increase hourly female earnings from 95% to 100% of male hourly pay amongst workers in Mid Sussex by the end of the Strategy period<sup>7</sup></li> </ul>	Support and promote initiatives which raise aspirations and awareness of roles and opportunities in target sectors, including digital and creative industries, life sciences and fintech and where possible, promote such opportunities within the Council.	2022/23 – 24/25	Mid Sussex District Council	Business Networks, Chamber of Commerce
		Adopt a Social Value and Sustainability Charter to ensure that there is a commitment to support economic, environmental and social improvements from Council suppliers and contractors.	2022/23 – 24/25	Mid Sussex District Council	Council contractors and suppliers
<b>UN Sustainable Goal 5 – Gender Equality</b>					
<b>UN Sustainable Goal 10 – Reduced Inequalities</b>					
<b>Objective 4: Improve the economic and social wellbeing of our residents.</b>	<ul style="list-style-type: none"> <li>• Reduce the number of Lower-layer Super Output Areas that are in the top third of most deprived local areas in England by the Income domain from one to zero<sup>8</sup></li> <li>• Reduce the number of areas in Mid Sussex (LSOAs) that are in the top third of most deprived local areas in England by the Employment domain from two to zero<sup>9</sup></li> <li>• Maintain the Mid Sussex Life Satisfaction Score</li> </ul>	Promote initiatives which reduce barriers and help individuals into work, including the 'Journey to Work Programme'	2022/23 – 24/25	Mid Sussex District Council	DWP, Job Centre Plus, Not in Education, Employment or Training Forum
		Promote workplace and community well-being programmes.	2022/23 – 24/25	Mid Sussex District Council	Business Networks, Chamber of Commerce, Community and voluntary sector organisations
		Develop a network of Community Hubs, including support for the establishment of Sustainable Food Partnerships.	2022/23 – 24/25	Mid Sussex District Council	Community and voluntary sector organisations
<b>UN Sustainable Goal 1 – No Poverty</b>					
<b>UN Sustainable Goal 2 – Zero Hunger</b>					
<b>UN Sustainable Goal 3 – Good Health and Well-Being</b>					

6 Source: Annual Population Survey via NOMISWEB – Note: In the year July 2020-June 2021, 62.3% of female Mid Sussex employed residents were employed in higher level occupations, compared with 66.9% of male employed residents

7 Source: Annual Survey of Hours & Earnings via NOMISWEB – Note: In 2021, female workers in Mid Sussex earned, on average (median), £14.41 per hour compared with £15.15 per hour for male workers

8 Source: Indices of Multiple Deprivation. Note: The IMD is produced irregularly. Previous iterations have been produced in 2000, 2004, 2007, 2010, 2015, and 2019

9 Source: Indices of Multiple Deprivation. Note: The IMD is produced irregularly. Previous iterations have been produced in 2000, 2004, 2007, 2010, 2015, and 2019. LSOA - Lower-Layer Caves Output Areas



<b>UN Sustainable Goal 8 - Decent Work and Economic Growth</b>	within the top two Districts/ Boroughs in West Sussex <sup>10</sup>				
<b>Objective 5: Encourage business start-ups, improve business survival rates and growth</b>	<ul style="list-style-type: none"> <li>• Maintain the business formation rate above 65 per 10,000 16+ residents<sup>11</sup></li> <li>• Increase the number of high growth enterprises from 25 to 30<sup>12</sup></li> <li>• Increase 3 year business survival rate from 58.4% to 60.3% or above the West Sussex average by the end of the strategy period<sup>13</sup></li> </ul>	Promote investment opportunities including through Opportunity Mid Sussex and support target sectors (including digital & creative industries; life sciences; and fintech) to help them to locate, survive and grow in the District.	2022/23 – 24/25	Mid Sussex District Council	Business Networks, Chamber of Commerce, developers and investors.
<b>UN Sustainable Goal 8 - Decent Work and Economic Growth</b>		Signpost support and advice services available to businesses and third sector organisations to simplify access to grants, funding, business advice, start-up information, premises and business rates.	2022/23 – 24/25	Coast to Capital LEP	MSDC, Chamber of Commerce, Business Networks
<b>UN Sustainable Goal 9 – Industry, Innovation and Infrastructure</b>		Use the Council’s contracts to encourage procurement of goods and services from local SMEs and third sector organisations.	2022/23 – 24/25	Mid Sussex District Council	Council contractors and suppliers
<b>UN Sustainable Goal 12 – Responsible Consumption and Production</b>		Implement the Micro Business Grant Scheme, ensuring grant awards target businesses which can demonstrate a commitment to sustainability and green innovation.	2022/23	Mid Sussex District Council	Chamber of Commerce, Business Networks
<b>UN Sustainable Goal 13 – Climate Action</b>					

10 Source: Personal Well-Being Index, Office for National Statistics. Note – this is produced annually; the Mid Sussex Life Satisfaction Score has been amongst the top two highest scores amongst Districts and Boroughs in West Sussex in five of the ten years between 2011/12 and 2019/20, but in none of the three years between 2017/18 and 2019/2020

11 Source: Tables 1.1b & 1.1c, Business Demography, Office for National Statistics

12 Source: Tables 7.1b & 7.1c Business Demography, Office for National Statistics

13 Source: Table 5.1c, Business Demography, Office for National Statistics. Note: 58.4% of businesses and 60.3% of businesses that were formed in 2016 were still trading in 2019

<p><b>Objective 6: Promote the benefits of sustainability practices and encourage action to support achievement of Carbon Net Zero</b></p> <p><b>UN Sustainable Goal 11 – Sustainable Cities and Communities</b></p> <p><b>UN Sustainable Goal 12 – Responsible Consumption and Production</b></p> <p><b>UN Sustainable Goal 13 – Climate Action</b></p>	<ul style="list-style-type: none"> <li>• Reduce CO<sub>2</sub> emissions in-line with the council-only annual net-zero pathway target<sup>14</sup></li> </ul>	Secure a Council-wide cultural and behavioural shift towards sustainable travel, through a range of measures including developing active travel plans; delivering Electric Vehicle (EV) charging points on the Council's campus; and changing Council fleet vehicles.	2022/23 – 24/25	Mid Sussex District Council	Council contractors and suppliers
		Promote sustainable travel options and initiatives, including green travel plans, to businesses, schools and residents.	2022/23 – 24/25	Mid Sussex District Council	Business networks, Chamber of Commerce, Schools, Resident Associations
		Co-ordinate and promote advice to help local small businesses to improve the sustainability of their organisations via delivery of a programme of Low Carbon SME support, funded through the Economic Recovery Fund.	2022/23 –	WSSC	Business Networks, Community and Voluntary Sector, specialist sustainability training providers

<sup>14</sup> Source: Local Authority Territorial CO<sub>2</sub> Emissions Estimates 2005-2018. Note: the latest dataset is for 2018. This shows CO<sub>2</sub> emissions for Mid Sussex at 4.2 tonnes per 16+ resident. This compares with 3.5 tonnes in Adur; 3.4 tonnes in Arun; 5.3 tonnes in Chichester; 5.2 tonnes in Crawley; 4.6 tonnes in Horsham; and 3.0 tonnes in Worthing

Place					
STRATEGIC OBJECTIVE	MEASURE OF SUCCESS	WHAT WE WILL DO	TIMESCALE	LEAD DELIVERY ORGANISATION	DELIVERY PARTNERS
<b>Objective 7:</b> <b>Position and promote our town and village centres as healthier, greener and more sustainable places generating footfall, social interaction and economic activity</b>  <b>UN Sustainable Goal 7 – Affordable and Clean Energy</b>  <b>UN Sustainable Goal 8 - Decent Work and Economic Growth</b>  <b>UN Sustainable Goal 11 – Sustainable Cities and Communities</b>	<ul style="list-style-type: none"> <li>• Increase the dwell time in the towns by 2% and maintain the average dwell time in the villages<sup>16</sup>.</li> <li>• Increase the proportion of adults who cycle or walk at least five times per week from 36.8% to 38% or above the West Sussex average by the end of the strategy period<sup>17</sup></li> </ul>	Identify future retail and town centre needs in the District and provide the policy framework in the updated District Plan to support these across our towns and villages.	2022/23 – 24/25	Mid Sussex District Council	Town Councils
		Identify and agree a range of sustainable transport projects in the District's three towns to promote sustainable transport options for residents and businesses.	2022/23 – 24/25	West Sussex County Council	Mid Sussex District Council, Town Councils
		Support and deliver, where possible, a package of improvements, including public realm improvements, to enhance the economic resilience and attractiveness of the District's town and village centres, including delivering the Council's Car Parking Strategy and Parks Investment Plan.	2022/23 – 24/25	Mid Sussex District Council / West Sussex County Council	Town Councils, West Sussex County Council
		Provide practical support to High Street retailers, including through the Independent Retailers Scheme, and West Sussex Retail Hub.	2022/23 – 24/25	Mid Sussex District Council	Business Networks, Chamber of Commerce
		Continue to secure a Green Flag award for at least one park in each town centre.	2022/23 – 24/25	Mid Sussex District Council	Town Councils
<b>Objective 8:</b> <b>Improve, manage and promote biodiversity and nature recovery</b>	<ul style="list-style-type: none"> <li>• Biodiversity net gain secured through the planning system (% to be agreed through the District Plan Review)<sup>18</sup></li> </ul>	Ensure that new development and land management demonstrates significant improvements to biodiversity and nature recovery by developing and implementing policies	2022/23 – 24/25	Mid Sussex District Council	Site Promoters and developers

16 The current average decline in footfall in the three towns is 7.7% (comparing December 2021 to December 2019 data) and the average increase in the 5 largest villages is 2% (using the same data period). Due to the impact of the pandemic it is difficult to predict footfall data so this will be kept under review. The average dwell time in the three town centres has decreased by 5.3% but increased by an average of 3% across the largest five villages since the pandemic (using Dec 19-Dec21 data).

17 Source: Walking & Cycling Statistics; Department for Transport. Note: In 2019/20 35.9% of adults in Mid Sussex cycled or walked at least five times per week, compared with 37.0% across West Sussex as a whole

18 Source: 2005-2019 UK Local and Regional CO2 Emissions; Department for Business, Energy & Industrial Strategy (BEIS); June 2021. Note 1: LULUCF = Land Use & Land Use Change & Forestry This target is twice the trend rate for the period 2005-2019.

<b>UN Sustainable Goal 11 – Sustainable Cities and Communities</b>  <b>UN Sustainable Goal 13 – Climate Action</b>  <b>UN Sustainable Goal 15 – Life on land</b>		in the District Plan Review (including Biodiversity Net Gain) and working with stakeholders to implement the Local Nature Recovery Strategy (subject to secondary legislation).			
		Refresh the management plans for the Council’s countryside sites to ensure they deliver maximum benefit in terms of biodiversity and environmental impact.	2022/23 – 24/25	Mid Sussex District Council	Rural West Sussex Partnership and other rural partners and organisations
		Build on the success of local rewilding initiatives to oversee a managed and incremental growth in the proportion of Council-owned land managed for biodiversity under the national BLUE campaign.	2022/23 – 24/25	Mid Sussex District Council	Town Councils
		Set out how MSDC will allocate resources to meet the strengthened biodiversity duty contained in the Environment Act 2021. Begin by contracting a consultant to deliver a short-term, desk-based natural capital mapping of Mid Sussex, that will form the basis for a Mid Sussex nature recovery network (to be budgeted from the Sustainability and Climate Change Special Reserve and conducted with use of WSCC’s project mapping tool to ensure coherence.	2022/23 – 24/25	Mid Sussex District Council	Town Councils

<p><b>Objective 9: Provide commercial and employment space to support new and growing businesses and to attract businesses to the district</b></p> <p><b>UN Sustainable Goal 8 - Decent Work and Economic Growth</b></p> <p><b>UN Sustainable Goal 9 – Industry, Innovation and Infrastructure</b></p> <p><b>UN Sustainable Goal 11 – Sustainable Cities and Communities</b></p>	<ul style="list-style-type: none"> <li>• Deliver 10ha of additional employment land over the Strategy period</li> <li>• Commence delivery of 25,000sqm of specialist S&amp;T floorspace by 2025</li> <li>• Increase in the new firm formation rate (per 10,000 16+ residents) from 68.8% to 76.9% or above the England average at the end of the strategy period</li> <li>• Increase the proportion of knowledge-based economy businesses from 11.1% to 12.5% of the District's business stock<sup>21</sup></li> <li>• Increase the number of high growth businesses in the District from 20 to 30<sup>22</sup></li> </ul>	Work with site promoters to promote and deliver new business parks and commercial property that provides a competitive environment for businesses, securing the retention of existing and attracting new businesses.	2022/23 – 24/25	Mid Sussex District Council	Site Promoters and developers
		Work with Site Promoters to establish centres of excellence and clusters of sector specialisation (digital and creative industries, life sciences and fintech) including by securing planning permission for the development of the Science and Technology Park.	2022/23 – 24/25	Mid Sussex District Council	Business Networks, Site Promoters and developers
		Support businesses to secure funding to deliver pilot initiatives such as incubator space, grow on hubs, co-working spaces, to provide flexible space that meet the needs of established and growing businesses and third sector organisations.	2022/23 – 24/25	Mid Sussex District Council	West Sussex County Council Coast to Capital LEP

21 Source: Business Register & Employment Survey, Office for National Statistics via NOMISWEB. Note: Knowledge economy is based on the ONS definition.

22 Source: Tables 7.1a-7.1c; UK Business Demography; Office for National Statistics; 2019. Note: the number of high growth businesses in the district fell from 30 to 20 between 2018 and 2019

<p><b>Objective 10:</b></p> <p><b>Facilitate the design, delivery and use of sustainable infrastructure and services</b></p> <p><b>UN Sustainable Goal 11 – Sustainable Cities and Communities</b></p> <p><b>UN Sustainable Goal 12 – Responsible Consumption and production</b></p> <p><b>UN Sustainable Goal 13 – Climate Action</b></p>	<ul style="list-style-type: none"> <li>• Increase in EV charging points from 23.7 per 100,000 population to 38.8 per 100,000 population or above the England rate</li> <li>• Increase the number of LULEV registered vehicles from 1,234 (23.2% of the West Sussex total) to 25% of the West Sussex total<sup>23</sup></li> </ul>	<p>Increase the number of electric vehicle charging points across the District via the West Sussex Electric Vehicle Partnership delivering a network of chargers that meets demand.</p>	2021-2030	Connect Kerb / West Sussex County Council/MSDC	Tier 2 and 3 West Sussex Councils including MSDC
		<p>Review the evidence base that informs the District Plan Review process and, if supported by evidence, develop a policy setting out the standards for providing EV charging on new developments (both speculative planning applications and forthcoming allocations within the District Plan).</p>	2022/23 – 24/25	Mid Sussex District Council	Town Councils
		<p>Monitor and where appropriate support other sustainable low carbon dioxide vehicle technologies.</p>	2022/23 – 24/25	Mid Sussex District Council	Tier 2 and 3 West Sussex Councils including MSDC
		<p>Implement a 1-2-3 collection trial, including food waste, across 3,000 homes and prepare for the new statutory responsibilities that will arise from the government’s Resources and Waste Strategy.</p>	2022/23 – 24/25	Mid Sussex District Council	West Sussex County Council
		<p>Work in collaboration with West Sussex County Council to promote rural bus networks connecting the district’s rural communities.</p>	2022/23 – 24/25	Mid Sussex District Council	West Sussex councils  CSPP working in partnership with Community Transport Sussex and other D&B and WSCC
<p><b>Objective 11:</b></p> <p><b>Deliver enhanced digital infrastructure and promote its use as a catalyst for growth and innovation across all sectors in the district</b></p>	<ul style="list-style-type: none"> <li>• Increase super and ultra-fast coverage from 37.5% of households to 60%</li> <li>• Increase maximum mean download speed from 400 Mbps to 475 Mbps or above the South East regional average</li> </ul>	<p>Facilitate the delivery and use of advanced digital infrastructure (full fibre, wireless network technology and other digital technologies) to support citizens, public services, existing and new economic activity within Mid Sussex.</p>	2022/23 – 24/25	Mid Sussex District Council	Digital providers, Business Networks, Further and Higher education and research.

<p><b>UN Sustainable Goal 8 - Decent Work and Economic Growth</b></p> <p><b>UN Sustainable Goal 9 – Industry, Innovation and infrastructure</b></p> <p><b>UN Sustainable Goal 11 – Sustainable Cities and Communities</b></p>	<ul style="list-style-type: none"> <li>• Increase availability of dark fibre network connections and advanced digital infrastructure from existing zero base</li> </ul>	<p>Maximise local business impacts of the digital transformation, by providing support and signposting to relevant projects and funding.</p>			
		<p>Promote the benefits of digital connectivity availability to businesses and other organisations through wider partnership networks.</p> <p>Enable businesses to register their interest and connect to Cooperative Network Infrastructure (CNI) members and the Digital Infrastructure to attract high-end investors in tech and digital industries</p>	2022/23 – 24/25	Mid Sussex District Council	Experience West Sussex West Sussex County Council, Tourism businesses,
		<p>Participate in the Government’s Digital Connectivity Infrastructure Accelerator (DIA) in order to extend the digital infrastructure across Mid Sussex.</p>	2022/23 – 24/25	Mid Sussex District Council	Building Digital UK (BDUK), WSCC.
		<p>Use dark fibre MSDC, WSCC and Cooperative Network Infrastructure (CNI) assets to enable scalable, social and offshoot start-ups and support the Community and Voluntary Sector to develop and test new digital technologies.</p>	2022/23 – 24/25	Mid Sussex District Council	CNI, Digital Catapult, NHSX, WSCC.

<b>Objective 12:</b> <b>Promote Mid Sussex’s assets, ambitions and potential</b> <b>UN Sustainable Goal 8 - Decent Work and Economic Growth</b> <b>UN Sustainable Goal 9 – Industry, Innovation and infrastructure</b> <b>UN Sustainable Goal 11 – Sustainable Cities and Communities</b>	<ul style="list-style-type: none"> <li>• 50% increase in number of 2021/2022 direct Inward Investment enquiries to MSDC per year</li> <li>• Support the recovery of the Mid Sussex Tourism Economy to at or above pre-pandemic levels by 2023/24 and see growth above pre-pandemic levels by 2024/25</li> </ul>	<p>Launch and continue to promote inward investment through the Opportunity Mid Sussex brand, which promotes Mid Sussex as a desirable place to live, work and do business at a local, national, and international level through promotional channels, holding/attending business events and working with partner organisations.</p>	2022/23 - 24/25	Mid Sussex District Council	WSSCC, Coast to Capital LEP, Business Networks
		<p>Support the recovery and growth of the visitor economy by working in partnership with organisations such as Experience West Sussex to support the delivery of their 3-Year Action Plan and providing grant support where possible.</p>	2022/23 - 24/25	Mid Sussex District Council	Experience West Sussex, West Sussex County Council, Tourism businesses,



<b>Objective 13</b> <b>Reduction in Carbon Emissions</b> <b>UN Sustainable Goal 11 – Sustainable Cities and Communities</b> <b>UN Sustainable Goal 12 – Responsible Consumption and production</b> <b>UN Sustainable Goal 13 – Climate Action</b>	<ul style="list-style-type: none"> <li>• Reduce the carbon emissions of 20% of the districts most inefficient homes.</li> </ul>	Utilise Green Home Grant funding to improve the energy efficiency of the most inefficient homes in the District. We will utilise Energy Performance Certificate (EPC) data to proactively engage with the lowest "F" and "G" EPC rated homes to maximise the reduction of carbon emissions.	2022/23 – 2023/24	Mid Sussex District Council	Mid Sussex District Council Clarion Local Authority Delivery Main Contractors
	<ul style="list-style-type: none"> <li>• 100% participation in applicable and available Green Home Grant schemes throughout the Strategy period</li> </ul>	Secure funding for home energy efficiency improvements through available Green Home Grant Local Authority Delivery schemes. We will actively participate in those schemes to maximise the uptake of the district's residents.	2022/23 – 2023/24	Mid Sussex District Council	Mid Sussex District Council
	<ul style="list-style-type: none"> <li>• 100% of proposals for new build residential development to meet the sustainability rating policy requirement set out in the District Plan</li> <li>• 100% of proposals for major residential refurbishment and conversion to meet the sustainability rating policy requirement set out in the District Plan</li> </ul>	Identify a residential construction and refurbishment sustainability rating standard and provide a policy framework in the updated District Plan to meet this need.	2022/23 – 2023/24	Mid Sussex District Council	Mid Sussex District Council  Developers

	<ul style="list-style-type: none"> <li>• 100% of proposals for new build non-residential development to meet the sustainability rating policy requirement set out in the District Plan</li> <li>• 100% of proposals for non-residential refurbishment and conversion (over 500 m<sup>2</sup>) to meet the sustainability rating policy requirement set out in the District Plan</li> </ul>	Identify a non-residential construction and refurbishment sustainability rating standard and provide a policy framework in the updated District Plan to meet this need.	2022/23 – 2023/24	Mid Sussex District Council	Mid Sussex District Council  Developers
	<ul style="list-style-type: none"> <li>• Key business and 3rd Sector stakeholders in the District to have a net-zero carbon programme</li> </ul>	Partner with businesses and 3rd Sector organisations in the district to help them create their own net-zero carbon programme.	2022/23 – 2023/24	Mid Sussex District Council	Mid Sussex District Council  Businesses and 3rd Sector Partners
	<ul style="list-style-type: none"> <li>• The successful creation and implementation of a Mid Sussex Net-Zero Carbon Programme throughout the</li> </ul>	Use the Ricardo analysis to create a Mid Sussex Net-Zero Carbon Programme.	2022/23	Mid Sussex District Council	Mid Sussex District Council
		Use the Ricardo Action Plan to identify the investment, job creation and green economy potential for Mid Sussex of achieving carbon net-zero.	2022/23	Mid Sussex District Council	External Consultant

**Partnership**

<b>STRATEGIC OBJECTIVE</b>	<b>MEASURE OF SUCCESS</b>	<b>WHAT WE WILL DO</b>	<b>TIMESCALE</b>	<b>LEAD DELIVERY ORGANISATION</b>	<b>DELIVERY PARTNERS</b>
<b>Objective 14:</b>  <b>Ensure that Mid Sussex is an exemplar district and Council in promoting effective partnership working to support sustainable economic development, combat the effect of climate change, increase biodiversity and promote health and well-being</b>	<ul style="list-style-type: none"> <li>Mid Sussex District Council receives national recognition as an exemplar Local Authority, for example with a Local Government Chronicle award, in promoting and delivering sustainable economic development</li> </ul>	Maximise the impact and benefits of the Sustainable Economy Strategy by building effective and collaborative partnerships through a range of mechanisms including Service Level Agreements.	2022/23 – 2024/25	Mid Sussex District Council	National Government Departments, Regional Partners and West Sussex Districts and Boroughs
		Work with West Sussex County Council, other local authorities and partnership organisations to bring forward projects and initiatives under the Economic Recovery Fund programme.	2022/23 – 2024/25	Mid Sussex District Council	West Sussex County Council, other local authorities, LEP, Experience West Sussex
		Work with West Sussex County Council and other appropriate organisations to deliver training for Councillors and Council staff on sustainability matters.	2022/23 – 2024/25	Mid Sussex District Council	Training providers (Various)

## Abbreviations

**AONB** Area of Outstanding Natural Beauty  
**CO<sub>2</sub>** Carbon Dioxide  
**CNI** Cooperative Network Infrastructure  
**COVID-19** Coronavirus Disease 2019  
**DIA** Digital Connectivity Infrastructure Accelerator  
**T-Level Education Qualification** (Alternative to A Level)  
**EVCP** \ Electric Vehicle CP Electric Vehicle Charging Point  
**EPC** Energy Performance Certificate  
**FinTech** Financial Technology  
**GBEB** Great Brighton Economic Board  
**GVA** Gross Value Add  
**Ha** Hectares  
**tCO<sub>2</sub>** \ **ktCO<sub>2</sub>** Tonnes of carbon dioxide \ kilo-Tonnes of carbon dioxide  
**LULUCF** Land Use, Land Use Change and Forestry  
**LEP** Local Enterprise Partnerships  
**LULEV** Low or Ultra-Low Emission Vehicle  
**LSOA** Lower-Level Super Output Area  
**MW** \ **MWh** Mega Watt \ Mega Watt Hour  
**MSDC** Mid Sussex District Council  
**NVQ** National Vocational Qualification  
**NEET** Not In Education, Employment or Training  
**OAN** Objectively Assessed Need  
**STEM** Science, Technology, Engineering, Mathematics  
**SME** Small to Medium Enterprise  
**SOC** Standard Occupational Classification  
**ULEV** Ultra and Low Emissions Vehicles  
**WSCC** West Sussex County Council

## Glossary

**1-2-3 Waste Collection Trial:** 1-2-3 waste collection is (1) weekly collection of food waste (2) two-weekly collection of recycling (3) three-weekly collection of general rubbish.

**Ancient Monuments:** A historical structure or monument worthy of preservation and study due to archaeological or heritage interest.

**Area of Outstanding Natural Beauty (AONB):** Areas designated to conserve and enhance natural beauty, wildlife and cultural heritage; and to meet the need for quiet enjoyment of the countryside and have regard for the interests of those who live and work within them.

**Biodiversity:** Biodiversity encompasses all species of animals and plants alive on our planet.

**Biodiversity Net Gain:** An approach to development that aims to leave the natural environment in a measurably better state than it was beforehand.

**Biodiversity Opportunities Area:** Areas that identify where the greatest opportunities for habitat creation and restoration lie at a landscape scale; they enable the efficient focusing of resources to where they will have the greatest positive conservation impact, representing a more efficient way of delivering action on the ground.

**Carbon Emissions & Carbon Footprint:** The amount of carbon dioxide emissions associated with all activities of a person or other entity (e.g., building, business, organisation, local authority, country).

**Carbon Net Zero:** Net Zero, also known as carbon neutrality, simply means achieving a balance between emissions of greenhouse gases (GHG) to the atmosphere and removals of

carbon dioxide (the most widespread GHG) from the atmosphere, for example by nature-based solutions such as tree planting or by technological means such as carbon capture and storage. If the emissions and removals balance out, carbon neutrality has been achieved.

**Carbon Offsetting:** The action or process of compensating for carbon dioxide emissions arising from industrial or other human activity, by participating in schemes designed to make equivalent reductions of carbon dioxide in the atmosphere.

**Circular Economy:** A model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible. In this way, the life cycle of products is extended.

**Climate Change:** The United Nations describes Climate Change as long-term shifts in temperatures and weather patterns. These shifts may be natural, such as through variations in the solar cycle. But since the 1800s, human activities have been the main driver of climate change, primarily due to burning fossil fuels like coal, oil and gas. Burning fossil fuels generates greenhouse gas emissions that act like a blanket wrapped around the Earth, trapping the sun's heat and raising temperatures. Examples of greenhouse gas emissions that are causing climate change include carbon dioxide and methane. These come from using gasoline for driving a car or coal for heating a building, for example. Clearing land and forests can also release carbon dioxide. Landfills for garbage are a major source of methane emissions. Energy, industry, transport, buildings, agriculture and land use are among the main emitters.

**Community Well-Being Programmes & Hubs:** Programmes or places that provide access a range of services that will help you stay safe and well and improve your health and wellbeing.

**Conservation & Heritage Areas:** Areas in which there are extra planning controls and considerations in place to protect the historic and architectural elements which make the place special.

**Cooperative Network Infrastructure (CNI):** Hardware and software that enable network connectivity and communication between users, devices, applications and the internet.

**Coronavirus Disease 2019 (COVID-19):** Coronavirus disease (COVID-19) is an infectious disease caused by the SARS-CoV-2 virus.

**Corporate Plan:** The Corporate Plan is a Council business planning document which sets out the future priorities, objectives and budget.

**Dark Fibre Broadband:** A lightless fibre optic broadband connection that provides improved bandwidth, scalability, control and encryption security.

**Decarbonisation:** All measures through which an entity reduces its carbon dioxide emissions.

**District Plan:** This document is the principal Development Plan Document, setting out the long-term strategic vision for the District, as well as objectives for the area and strategic policies.

**Dwell Time:** Time spent in the same area.

**Ecological Footprint:** A way to measure the natural resources we use and consume, in relation to our environment's capacity to provide and support our needs.

**Employment Deprivation Domain:** Measures the proportion of the working-age population in an area involuntarily excluded from the labour market.

**Energy Performance Certificates (EPC):** Identifies how energy efficient a building is and gives it a rating from A (very efficient) to G (inefficient).

**Green Economy:** A low carbon, resource efficient and socially inclusive economy.

**Green Flag Award:** The benchmark international standard for publicly accessible parks and green spaces.

**Green Home Grants:** A Government funded scheme that helps residents make energy improvements to their homes.

**Green Infrastructure:** A connected network of multi-functional greenspace, both urban and rural, that delivers a wide range of environmental, social and economic benefits, including promoting ecosystem services and improving quality of life.

**Gross Value Add (GVA):** A measure of the value of goods and services produced in an area, industry or sector of an economy.

**Income Deprivation Domain:** Measures the proportion of the population experiencing deprivation relating to low income.

**Infrastructure:** Includes roads and other transport facilities; flood defences; schools and other educational facilities; medical facilities; sporting and recreational facilities; and open spaces.

**Journey To Work Programme:** A programme that helps residents find sustainable employment.

**Knowledge-Based Economy:** Economies that are based on a greater dependence on knowledge, information and high skill levels, and the increasing need for ready access to all of these by the business and public sectors.

**Level 3 & 4 Qualifications:** Education qualification levels. Level 3 includes: A levels, AS level, NVQ and advanced apprenticeships Level 4 includes: certificate of higher education, NVQ and higher apprenticeships.

**Life Satisfaction Score:** The life satisfaction score is provided by the Office of National Statistics as part of their Annual Population Survey. It includes areas such as health, relationships, education and skills, what we do, where we live, our finances and the environment.

**Local Enterprise Partnerships (LEP):** A body, designated by the Secretary of State for Housing, Communities and Local Government, established for the purpose of creating or improving the conditions for economic growth in an area. The Coast to Capital LEP covers MSDC.

**Local Nature Recovery Strategy:** A system of spatial strategies for nature, which will cover the whole of England. They are established by clauses 100 to 104 of the Environment Bill and are designed as tools to drive more coordinated, practical and focussed action to help nature.

**Local Nature Reserve (LNR):** Designated by the local authority and managed for either nature conservation or to provide recreational opportunities to communities.

**Low Carbon Economy:** An economy that is based on energy sources, technologies, products and services that emit low levels of carbon dioxide emissions.

**Low Carbon SME Support Fund:** A fund to support small to medium enterprises that emit low levels of carbon dioxide emissions.

**Low Carbon Technologies:** Technologies that emit low levels of carbon dioxide emissions.

**Lower-Level Super Output Areas (LSOA):** A geography of constituent areas. They have an average population of 1,500 people or 650 households for which statistics are created.

**National Blue Campaign:** The Blue campaign was founded in 2014 and requires a patch of land to be allowed to grow naturally and see what plants and creatures return.

**Natural Capital:** Natural capital can be defined as the world's stocks of natural assets which include geology, soil, air, water and all living things.

**Nature Conservation Sites:** Locally important natural heritage sites that could be damaged by development.

**Nature Recovery Networks:** An expanding, increasingly connected, network of wildlife rich habitats supporting species recovery, alongside wider benefits such as carbon capture, water quality improvements, natural flood risk management and recreation. It includes the existing network of protected sites and other wildlife rich habitats as well as and landscape or catchment scale recovery areas where there is coordinated action for species and habitats

**Net-Zero Pathway:** Projects the what, when and how of achieving carbon net-zero.

**Objectively Assessed Need (OAN):** The total amount of housing that would be needed to meet, as a minimum, expected levels of growth in population over the plan period. This level of growth expected should take into account demographics (i.e., birth/death rates and migration) and other signals that could influence future trends in demographics.

**Opportunity Mid Sussex:** This interactive prospectus promotes Mid Sussex and all that it offers in terms of a place to live, work and invest.

**Planning Legal Agreements:** A legal agreement entered into under section 106 of the Town and Country Planning Act 1990 to mitigate the impacts of a development proposal.

**Planning Performance Agreements:** Voluntary undertakings that enable local planning authorities and applicants for planning permission to agree the timescales, actions and resources necessary to process a planning application

**Resource Efficiency:** Resource efficiency means using the Earth's limited resources in a sustainable manner while minimising impacts on the environment.

**Rewilding:** Rewilding is a form of environmental conservation and ecological restoration that has significant potential to increase biodiversity, create self-sustainable environments and mitigate climate change.

**Science & Technology Park:** A business support environment that encourages and supports the start-up, incubation and development of innovation-led, high-growth, knowledge-based businesses. Initiatives called by other names such as Research Park, Innovation Centre, Technology Park, Technopole or technology-based Incubator – where they aspire to meet the essential criteria set out above - are also included within the definition.

**Standard Occupational Classification (SOC):** The Standard Occupational Classification (SOC) is a common classification of occupational information for the UK.

**Sustainability:** The creation or maintenance of conditions that fulfil current and future economic, environmental and social requirements.

**Third Sector Organisations:** The charity sector often referred to as the 'third sector', 'voluntary sector', 'not-for-profit sector', 'community sector' or 'civic sector',

**Travel Plans:** A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed.

**West Sussex Retail Hub:** Supports retailers across West Sussex to innovate, learn and transform their businesses.

**Worklessness:** Worklessness Refers to a state where an individual or no one in a household aged 16 and over are in employment, either through unemployment or economic inactivity.