

FULL DECK AS PRE-READING

ONE SURREY GROWTH BOARD

Wednesday 13th December 2023 2pm
Tannery Studios, Send

AGENDA

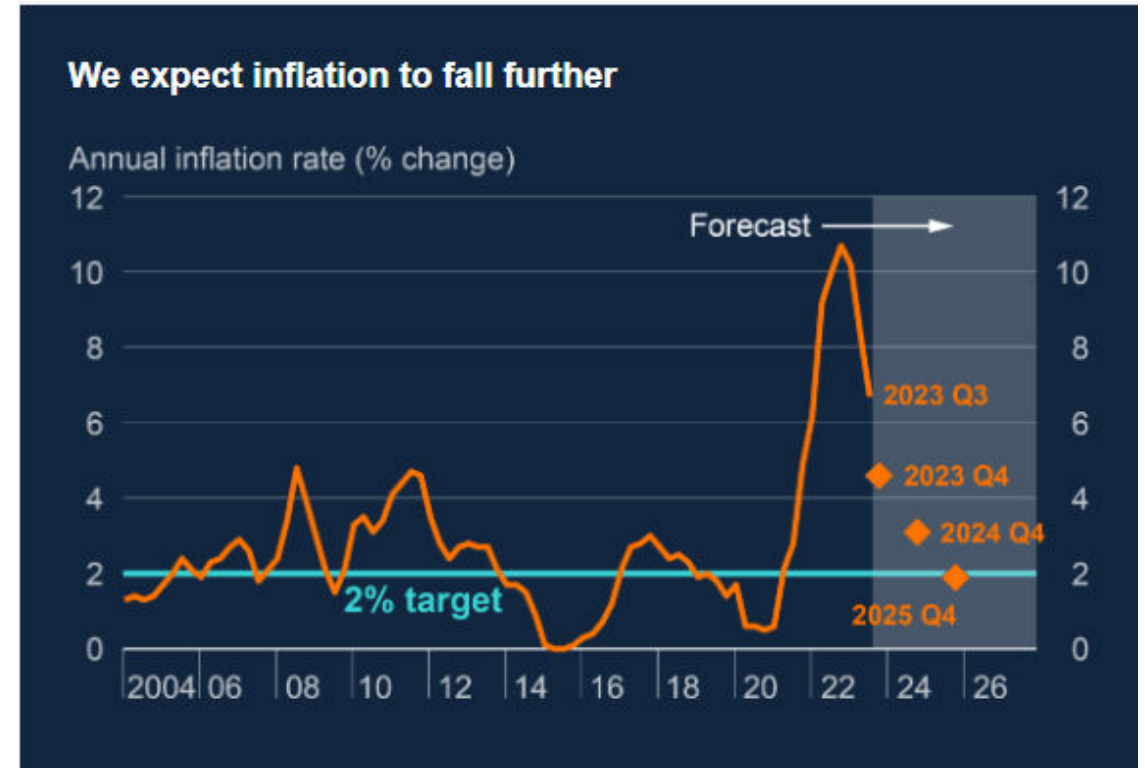
No.	Item	Speaker
01	Welcome and Introductions	<i>Cllr Matt Furniss (Chair)</i>
02	Tannery Studios welcome	<i>George Hamburger</i>
03	Context setting Delivery plan progress	<i>Michael Coughlin</i>
04	Aligning economic interests with spatial planning/infrastructure	<i>Katie Stewart</i>
05	Challenge 2: Housing Affordability Housing, accommodation and homes strategy for Surrey	<i>Michael Coughlin</i>
06	Challenge 6: Branding and Promoting Surrey Our Surrey Story update	<i>David Stedman</i>
07	OSGB Governance 2024/25 onwards Implications of Local Enterprise Partnership integration	<i>Cllr Matt Furniss</i>
08	AOB Commercial Prospectus	<i>Cllr Matt Furniss</i>

ECONOMIC POSITION UPDATE

The following four slides are included here as background information to the Board agenda

UK Economic Outlook

- Interest rates have been [maintained at 5.25%](#), helping to slow inflation which has fallen from a peak of 11% in 2022 to 4.6% in October 2023.
- Nearly 2/3 (63%) of businesses [reported](#) some form of concern for their business when looking ahead to November 2023.
- UK business investment [fell 4.2%](#) in Q3 (July-September) 2023 but is 2.8% above where it was the same quarter in 2022.
- In August to October 2023, the [estimated number](#) of vacancies in the UK fell by 58,000 on the quarter to 957,000 with vacancies falling in 16 of the 18 industry sectors.
- Wage inflation [expected to remain high](#), with average earnings expected to increase by 7.2% and 7.1% in 2023 and 2024 respectively



Key headlines from Autumn Statement

Autumn statement was aimed at building a stronger and more resilient economy, with a plan to unlock growth and productivity.

Employment and skills

- From Jan 6, cut the main 12% of employee National Insurance by 2 percentage points, benefitting 28 million employees. National Living Wage will rise by 9.8% to £11.44 an hour.
- 2 million benefits claimants could lose handouts unless they agree to work from home. The Department for Work and Pensions [announced](#) its 'Back to Work Plan' with a package of £2.5bn of new funding designed to support people back into work along with more punitive measures for those on long-term benefits.
- £50m funding over the next 2 years to pilot new ways to increase apprentices in engineering and other key growth sectors where there are shortages.

Business growth and investment

- Extend “expensing,” which allows firms to offset investment - Full expensing, allowing business to claim 100 percent of capital allowances on qualifying plant and machinery investments, will be made permanent.
- [A new Growth Fund](#) will be established within the British Business Bank. The Growth Fund will draw on the BBB’s strong track record and a permanent capital base of over £7 billion to give pension schemes access to opportunities in the UK’s most promising businesses.
- [Independent review of university spin-out companies](#) - £20 million to foster more ‘spin-out’ companies, firms created using research done in universities.

Key sectoral clusters

- £4.5bn will be pledged over 5 years to 2030 to attract investment into strategic manufacturing sectors including
 - £2bn for zero-emission developments in the automotive sector,
 - £975m in the aerospace industry,
 - £525m for the life sciences industry, and
 - £960m for the green industries growth accelerator.
- £500m over two years to fund further AI innovation centres
- [New UK funding for space technology projects](#) – specifically, Surrey Space Centre, University of Surrey (£250,000) – Development of a detector for high energy particles that can be used in solar or cosmic ray missions and to enhance space weather predictions.

Local government and devolution

- Surrey was named as one of many counties in which devolved powers were being offered. Further details TBC.
- Reform planning system to allow local authorities to receive full cost recovery from major business and infrastructure projects in return for meeting shorter deadlines.

Office for Local Government (Oflog)

Economic Growth Benchmarking

*Oflog dashboard to 'help make comparisons between similar local authorities/areas'.
It is designed to help authorities identify potential areas for improvement and for knowledge-sharing opportunities.*

Metrics	Latest SCC data	CIPFA Ranking**	CIPFA Median
Births of new enterprises	10% (2021)	10/14	10.5%
Deaths of enterprises	10.76% (2021)	10/14	10.524%
Number of high growth enterprises*	0.258% (2021)	14/14	0.322%
Employment rate for 16-64 years olds	81.3% (22/23)	2/14	78.9%
Gross Value Added (GVA) per hour worked	125.6 (2021)	Comparison data not currently available	
Gross median weekly pay (£)	756.7 (2022)	Comparison data not currently available	

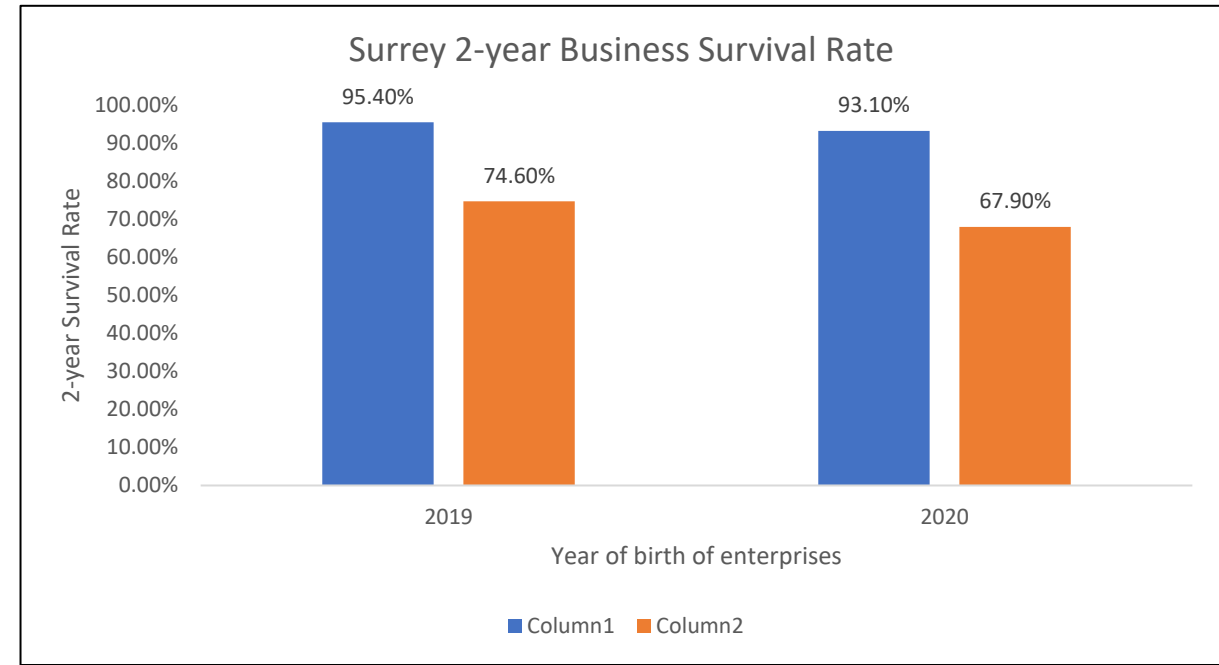
Table 1.1. – Proposed Oflog “Business and Economic Growth” metrics

* Ongoing conversation with Oflog to seek clarification on calculations might result on improvement of Surrey’s position on the ranking

** Based on Chartered Institute of Public Finance and Accountancy (CIPFA) [“Nearest Neighbours Model”](#) which helps compare local authorities with similar characteristics.

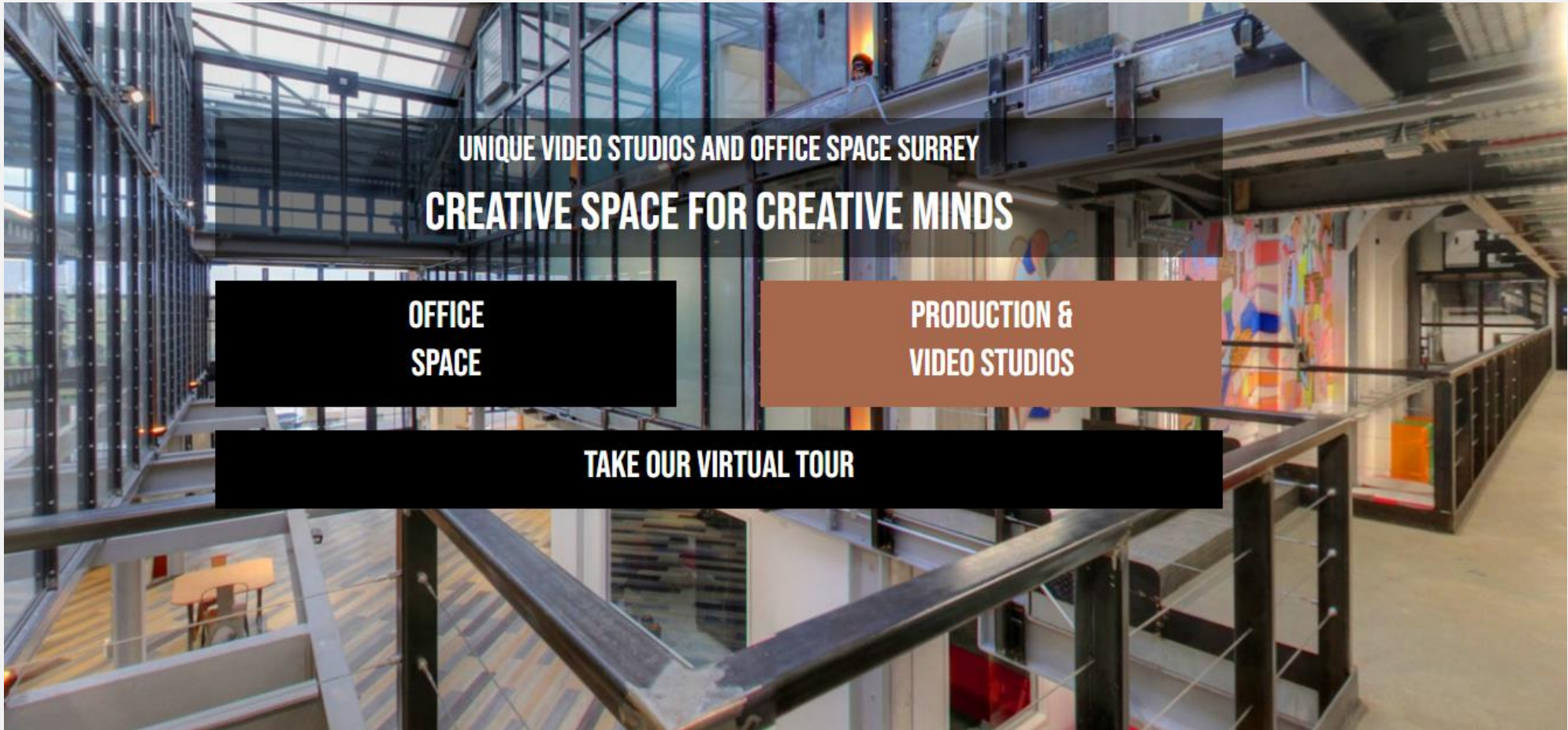
Surrey Economic Outlook

- Slight downward trend in survival rate of newly born enterprises in Surrey over a two-year period. Key to analyse post-Covid figures and focus on targeted work towards business survival.
- Targeted position based on pre-pandemic (2019) new business survival rates, over a 2-year period:
 - 1st year – 95.4%
 - 2nd year - 74.6%



KPI Metric	Targeted Position	Trend	2020	2021	2022
High Growth Businesses	Maintain 5% of active businesses to be High Growth businesses to 2030	Downward trend in % of high growth businesses. Need to provide a more supportive environment for these types of businesses. Will be important to analyse post-Covid figures.	↓ 4.1%	↓ 3.3%	Future release dates TBC
Housing Affordability	Improve housing affordability ratio from 11.5 to 10.5, bringing Surrey closer to the South East, by 2030.	Impact of increasing interest rates (over 6% for 5-year fix), which is likely to cause house prices to fall (signs of this already). Although some rates on fixed mortgage deals have been reduced, reflecting market expectations that inflation is falling .	↑ 11.57	↑ 12.56	↓ 12.36
Claimant Count	Claimant count to return to 1.1% within 3 years.	Increasing trend has reversed and data shows there has been a decrease in claimant count over the past 2 years.	↑ 4%	↓ 2.4%	↓ 2%

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CONTEXT SETTING

DELIVERY PLAN PROGRESS

Delivery plan context – moving from strategy development to delivering outcomes

Surrey Community Vision 2030 –

- Sets out shared vision for Surrey and includes two ambitions linked to economic growth:
 - *Everyone benefits from education, skills and employment opportunities that help them succeed in life.*
 - *Businesses in Surrey thrive.*

SCC Corporate Strategy

- To support delivery of the Community Vision, SCC established four strategic priorities, one of which includes “Growing a sustainable economy so everyone can benefit”.

One Surrey Growth Board established

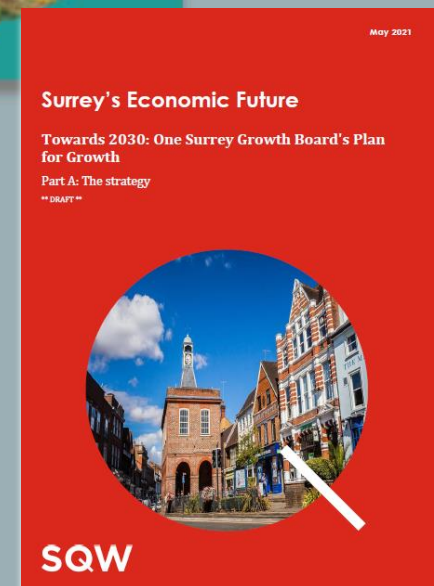
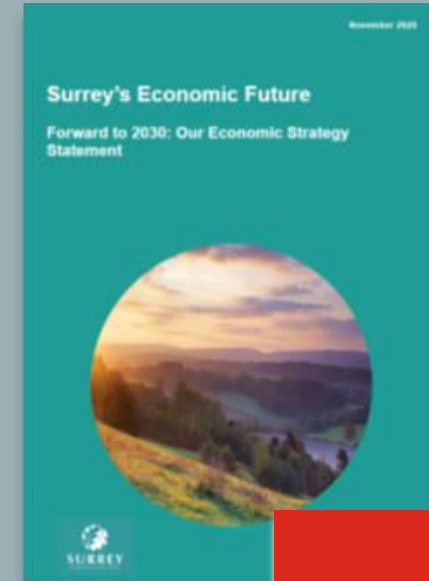
- In 2021, this led to the formation of One Surrey Growth Board, The Hammond Commission and the production of the University of Surrey’s “Charting Surrey’s Post Covid Rescue, Recovery and Growth”.

Agreement of Plan for Growth and associated delivery plan

- The Plan for Growth set the foundation for work to proceed under four key priorities:
 1. Growing the leading edge,
 2. A ‘whole place’ approach,
 3. Maximising opportunity within a balanced,
 4. Inclusive economy, and capturing the potential for a greener economy

Six Growth Challenges

- These have been informed by the latest insights into economic performance at a Surrey and UK level,
- Employment and Skills; Housing affordability; Availability of development land; Infrastructure; Strengthen our Key Clusters and Innovation; Branding and promoting Surrey.





Delivery plan – key achievements so far

- ✓ Formal recognition of Surrey Cyber Security Cluster
- ✓ Surrey Joint Innovation Delivery Plan
- ✓ DWP Partnership Agreement
- ✓ Cluster development programme established
- ✓ Surrey Skills Summit (inc. launch Surrey Skills Plan)
- ✓ Supported development of LSIP (and LSIF bid)
- ✓ Green Skills Summit (joint with Surrey Chambers)
- ✓ Horley town centre - £6m of collective funding secured and initiated delivery of shared priorities including public realm schemes and local jobs fair
- ✓ Commercial sites supply and demand analysis
- ✓ Housing, Homes and Accommodation Strategy
- ✓ SCSC Inspire Surrey
- ✓ Civic agreement between SCC and Univ. of Surrey
- ✓ Establish Surrey Story Partner Board
- ✓ Launch of Surrey Careers Hub
- ✓ CoStar funding
- ✓ GAIN funding
- ✓ Strategic review of business support
- ✓ Surrey Festival of Skills



Looking ahead

The future integration of LEP functions, assets and responsibilities (from April 2024) represents a significant change and opportunity for the OSGB and will be a catalyst for shaping how we continue to support delivery against Surrey's Economic Future.

Over the last few years, we have built up our capacity, capability, and expertise. We are well placed to tackle the next set of challenges for 2024. This will include areas of work such as:

- **Surrey Growth Hub** – launch of a new business support service
- **Surrey Careers Hub** – delivery against the Strategic Hub Delivery Plan
- **Skills Bootcamps** – with a focus on digital, green, engineering, and health and social care sectors
- **Level 2 County Deal** – greater control over areas like local growth, skills and lifelong learning provision, the climate agenda, and housing
- **2nd annual Surrey Festival of Skills** (next autumn) – following success of this year's event
- **Strategic commercial sites** – actions from ARUP's commission and launch of Surrey commercial prospectus
- **Cyber Security business support programme** – launch Cyber Runway from January (2024)
- **Games GAIN project** – launch and progress Games Innovation Hub on Univ. of Surrey campus

ALIGNING ECONOMIC INTERESTS WITH
SPATIAL PLANNING/INFRASTRUCTURE

- Several of the challenges identified by the Growth Board also have a strong spatial focus, including challenge 2 (housing), challenge 3 (availability of development land) and challenge 4 (infrastructure and spatial constraints). There are several barriers for growth to be considered as part of our infrastructure challenges, including our east-west connectivity, congestion, needs around provision of community spaces, schools, healthcare, and leisure facilities. Surrey also has an opportunity to support enhancements and regeneration across our strategic towns, working more effectively together in defined localities with key local partners and stakeholders to shape local sustainable economic growth.
- Historically, the Surrey Futures Board (SFB) has provided cross-organisational leadership to the place agenda for Surrey; however, it has been recognised that whilst the SFB effectively established a cross-county vision and framework for place, the delivery of that vision will require a more delivery-focused group. To take forward this broad agenda, a cross-organisation Surrey Infrastructure Steering Group (SISG) was established, as a successor to the SFB.

2.0 Surrey Infrastructure Steering Group (SISG)

- The SISG operates with a core membership of borough and district authorities and county council Directors of Place, to tackle the big challenges facing planning, infrastructure delivery and economic growth.
- Over the past 12 months, SISG members have actively contributed and provided constructive check and challenges, prompting a need to evolve the group's approach to secure greater effectiveness. Going forward, **SISG members have agreed to work collectively on shared cross-cutting issues faced by authorities across Surrey in relation to planning, infrastructure and economic growth, through joint lobbying, co-design and/or delivery of strategic cross-boundary initiatives.**
- At their November meeting, SISG held a workshop to identify shared infrastructure priorities for delivery over 2024. These will include transformation change of 'places' across Surrey across the green and health agendas, the establishment of a strong collective voices for utilities provision, further assets rationalisation and development, and greater sharing of resources, thought leadership and influencing work.
- The delivery of these priorities will require close collaboration and partnership work with members of the OSGB, local stakeholders, government, and third-party infrastructure providers. We will discuss the opportunities for joint work during our OSGB December meeting.

Identified Joint Priorities

Transformational change of places

Links to key neighbourhoods

Utility Infrastructure

Strategic assets development

Community assets development

Town centre placemaking

Thought leadership and influence

Local Cycling and Walking Infrastructure Plans

Growth Board discussion – all these transformational priorities will require collaboration arrangements between local authorities, Growth Board partners, anchor institutions, businesses, residents, regional and national partners and infrastructure providers – how can partners across Surrey work collaboratively to address and shape the emerging priorities?

CHALLENGE 2: HOUSING AFFORDABILITY

Context

- Inner Circle Consulting were commissioned to complete an assessment to understand the current situation in relation to housing, accommodation and homes across Surrey.
- The Housing, Accommodation and Homes Strategy for Surrey provides an overview of the current situation across Surrey, with a baseline assessment and a series of recommended actions to be considered at both a local and national level, in response to what the Strategy describes as a housing crisis. This allowed for:
 - i) Drawing attention to the scale and seriousness of the housing crisis in Surrey;
 - ii) The identification of a set of priority issues that are deserving of more co-ordinated action and on which partners in Surrey could practically and pragmatically collaborate;
 - iii) The identification of shared barriers and issues that partners can present to the Government as needing change in national policies, structures, processes and decisions;
 - iv) Shared learning across the county, using this work as a catalyst for encouraging wider discussion, bringing key partners together around common issues of concern and act as a driver for greater collaboration

Challenges identified

Affordability Challenge

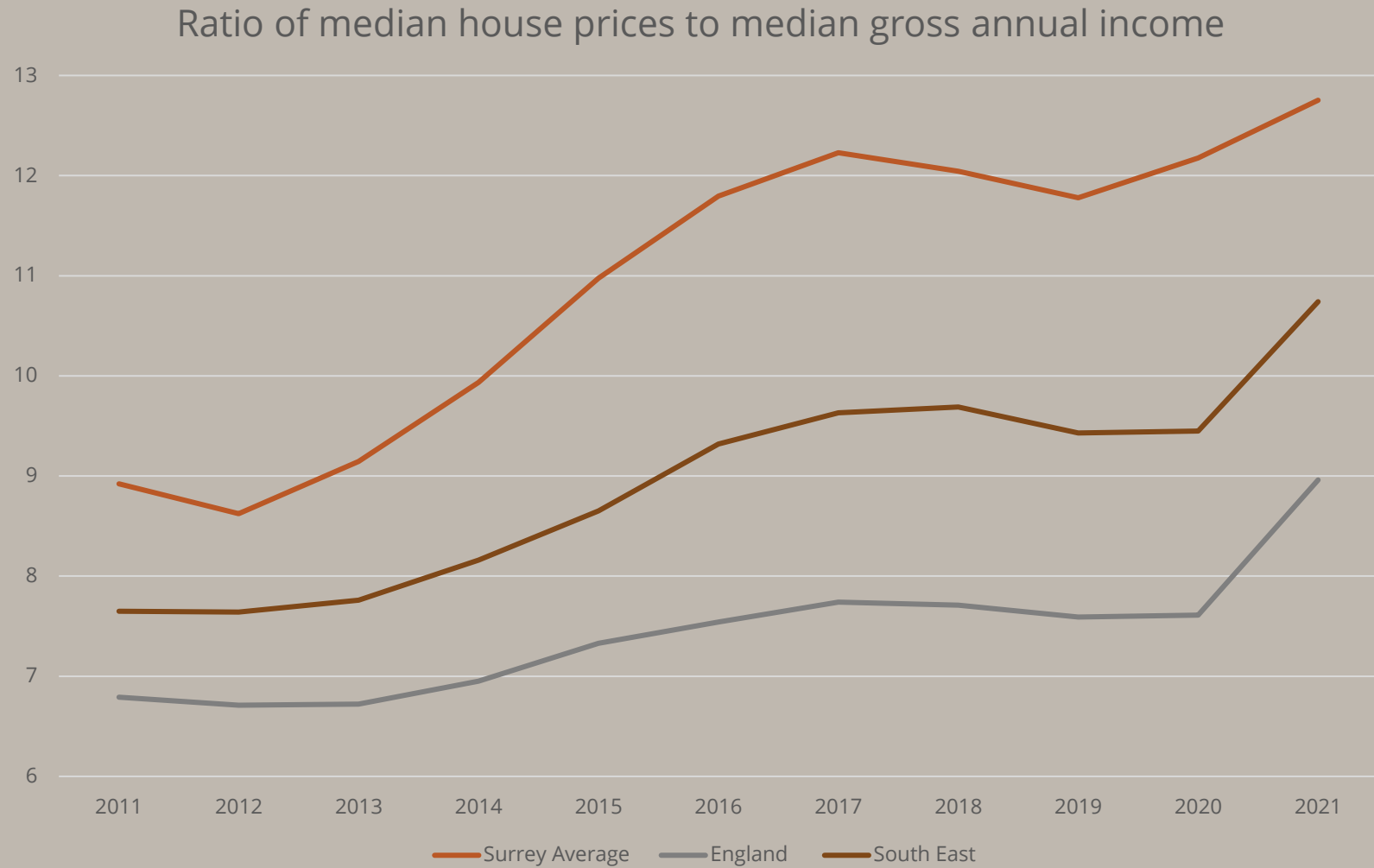
- Housing affordability remains a key issue. The trend of Surrey's median house prices being higher than both the national and South-East averages persist.
- Surrey has also become more unaffordable more quickly, with the ratio rising 50% since 2011, compared to 40% across the wider South-East. The ratio of median earnings to median house prices (i.e. average earners buying average houses) is now almost 13, placing home ownership out of reach for most people.

High demand

- The demand for housing is far outstripping the supply of housing. This is placing strain on core local public service delivery and undermining key health outcomes for local residents. If left unaddressed, these interdependent challenges will continue to compound and push higher proportions of the local population into poverty and disadvantage whilst negatively impacting the quality of life of all residents.
- As a result of demand for affordable homes outstripping supply, there are issues of homelessness, challenges in identifying placements for looked after children, limited student accommodation, difficulties in finding suitable accommodation for care leavers.

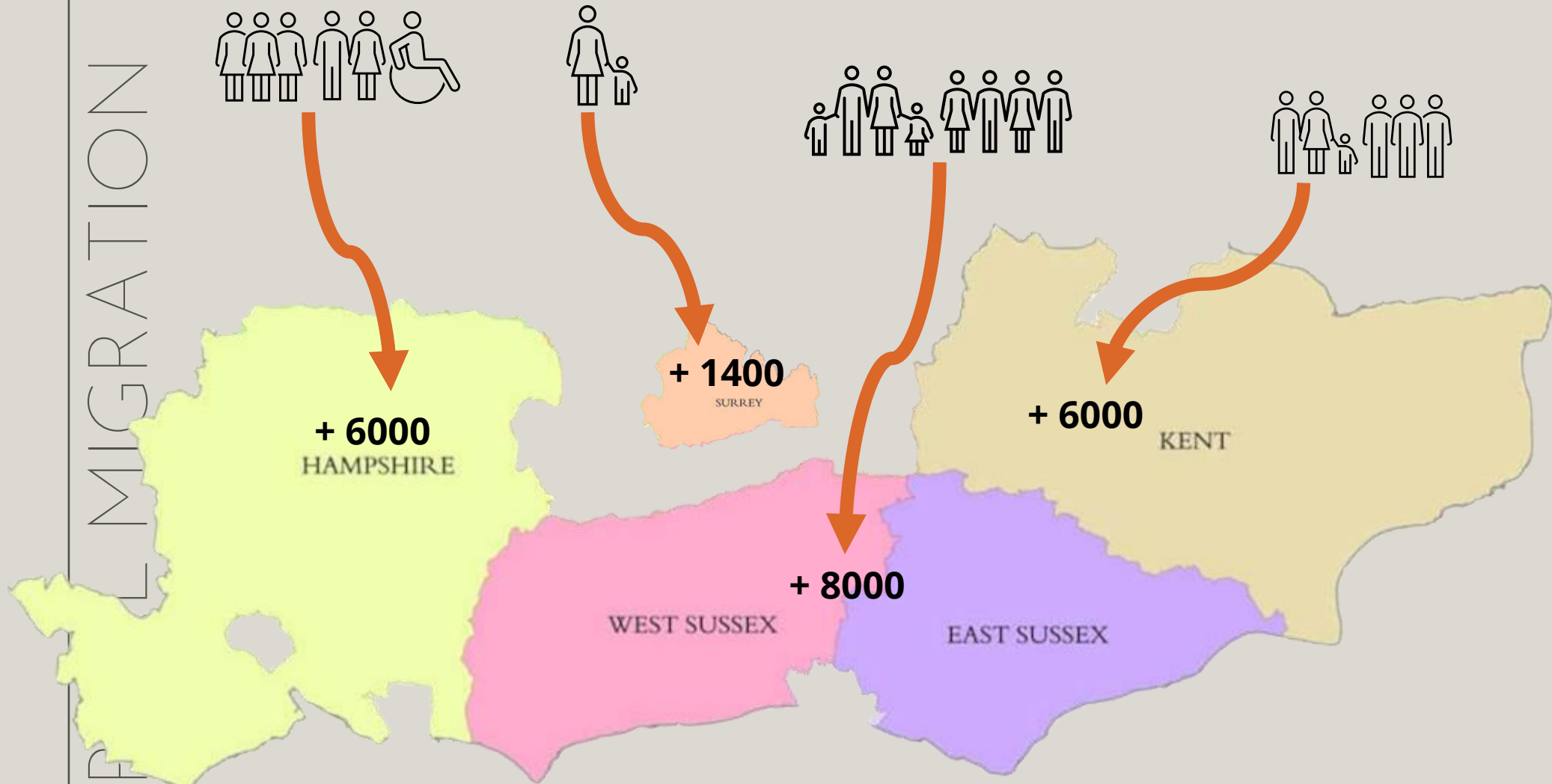
Limited supply

- The significant scale of Green Belt and conservation area/AONB and similar constraints is compounding the availability of land for development
- While there is a shortage of all kinds of housing in Surrey there is a particular issue around the provision of accommodation for older people, which will become an increasing issue given Surrey's aging population. Those 65+ currently comprise around 20% of the population, and that is set to increase to between 25-30% by 2043.
- The current supply isn't of the type, scale or location to attract older people, living in Surrey, to downsize and move in. This is resulted in very high levels of under occupation. Many older residents are living in the homes they have lived in for most of their lives, with more bedrooms than they require, contributing to under-occupation rates of above 70% in some parts of the county.



Surrey is not only more unaffordable for private ownership than England or the wider South East, it's also become more unaffordable more quickly, with the ratio rising 50% since 2011, compared to 40% across the wider South East.

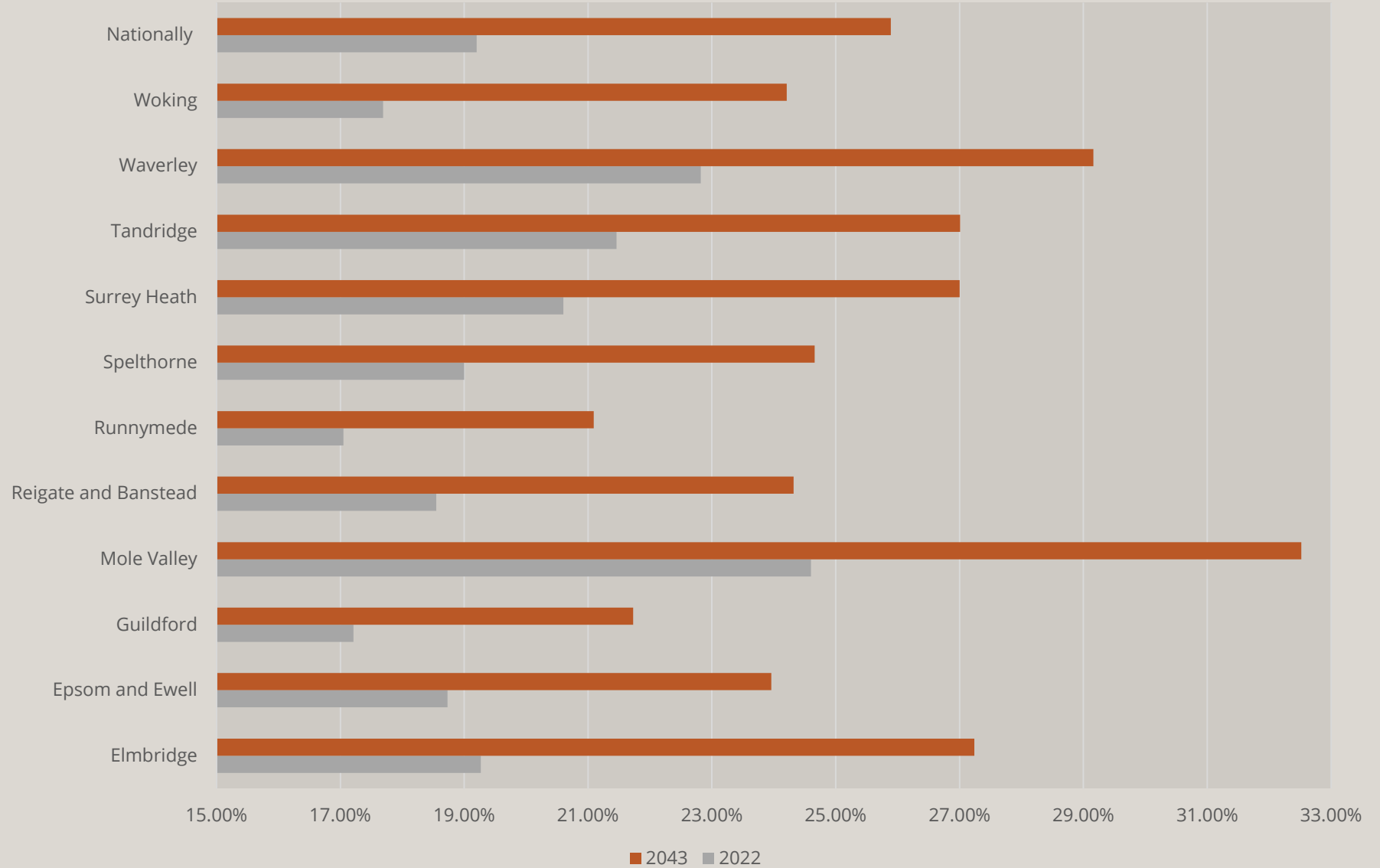
INTER-REGIONAL MIGRATION



Surrey's net domestic migration in 2019-20 was 23% that of Kent or Hampshire and just 17.5% that of East & West Sussex combined.

These figures exclude urban unitary authorities like Portsmouth, Southampton, Brighton & Hove, or Medway.

Share of Population Aged 65+ in 2022 and 2043



Source - ONS, Local authority ageing statistics, 2018

HAH Strategy Recommendations

- **Strengthen partnership arrangements to tackle the Housing Crisis;** *treat a crisis like a crisis.* Working with the same pace and determination as in response to the COVID pandemic. Working together across boundaries and joining up on potential savings to the public purse. Developing the One Public Estate Partnership.
- **Sharing best practice.** Lots of good work is already underway but often partners are not aware of the activities underway across other organisations and are therefore missing opportunities to share ideas and learning.
- **Support for downsizing.** Providing accommodation for older people that is of the type, scale and right location to attract older people to downsize, along with advice and support on housing options to help with the decision
- Investing in more step-down temporary housing, to support those that are discharged from hospital as medically fit but are unable to safely return home.
- **Provide a focus on social rent** (typically 50% market rent). Affordable rent homes (up to 80% of market rent) are not affordable to many people, meaning that families in high need remain on housing waiting lists and temporary accommodation.
- **Gaining strategic support from Homes England and understanding the extent of public sector owned land**
- **Supporting sustainable development, active travel and access to services**
- **Building a strong circular economy through Retrofit,** to improve the energy efficiency of Surrey housing stock
- **Developing Brand Surrey,** to attract investment and remain a desirable place to live and work

Call to Government

Alongside a shared commitment across the local government family in Surrey to work with partners to tackle the housing crisis, the strategy sets out the issues that Government must address if the housing crisis in Surrey is to be tackled.

In October, a Call to Government was sent to Government, which called for Government's support in relation to the following 9 asks:

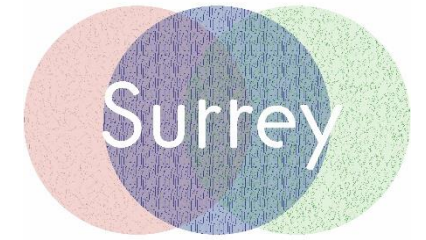
1. **Correcting the record: what Surrey needs from the Government**
2. **Greater power to speed up development**
3. **More certainty and consistency in the planning system**
4. **Support for social rent**
5. **Support for regeneration**
6. **Structure of Government Funding**
7. **Greater Power over Land Assembly**
8. **Support for bus travel**
9. **Funding for Retrofit**

Growth Board discussion:

Reflecting on the evidence which has been presented through the Housing, Accommodation and Homes Strategy, how can partners across Surrey work collaboratively to address the issues raised? Are there additional considerations to be included within the Call to Government, to be raised with Government departments through future discussions?

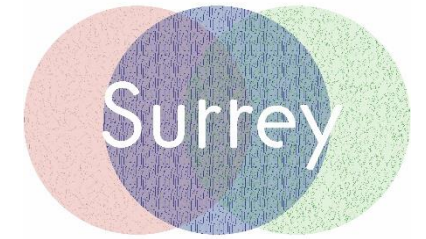
CHALLENGE 6: BRANDING AND PROMOTING SURREY

OUR SURREY STORY CONTEXT



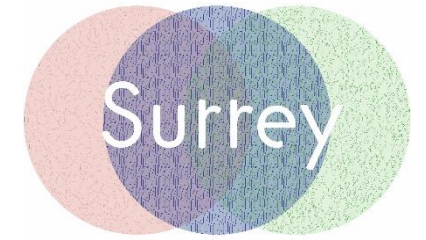
- Purpose is to promote a positive image of Surrey (the county) by aligning insight, skills, activity and networks, to benefit our economy, environment and community.
- Developed by specialist brand place agency Thinking Place.
- Consists of a fully developed visual identity, and a powerful narrative built around three themes: Innovating our future economy; Natural landscape and lifestyle; Connecting people and places.
- Tone is celebratory; forward looking; warm; human; collaborative; ambitious.
- The story will make a positive contribution to *No one left behind*.

GROWTH BOARD CONTEXT



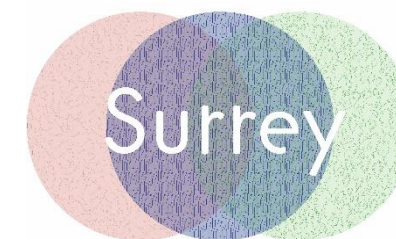
- May 2022 workshop – the lack of a strong brand for Surrey recognised as one of the six key barriers to achieving Growth Priorities.
- 2023 Delivery Plan – sets out two activities to overcome this challenge:
 - Recruit Senior Brand and Marketing Manager.
 - Establish Our Surrey Story Board.

ACTIVITY TO DATE



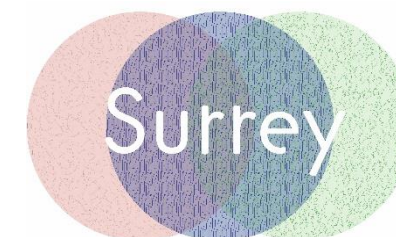
- Recruited an expanded Board, first meeting 14 September.
- New website – oursurreystory.uk – and social media channels launched.
- Advertising campaign run on digital radio and bus shelters.
- Primary campaign outcome was to surprise the audience with unknown aspects of Surrey life, ideally to pass on to friends ('did you know...').
- Secondary campaign outcome was to build a profile for Our Surrey Story ahead of launching an Ambassador programme.

FUTURE ACTIVITY SUMMARY 1



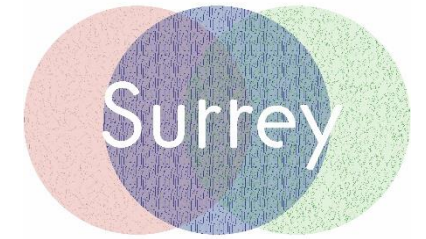
Activity	Insight	Aim
1) Strengthen residents' attachment to Surrey	Surrey is not a visible or meaningful entity for most residents; it is hidden behind their immediate location (eg town / city / district / borough / geographical feature)	Increase Surrey's visibility as the 'container' that holds each location, and make a positive emotional link between them
2) Evolve Surrey's current image	Surrey the county's current image includes a focus on wealth and complacency. While this can be aspirational, it can also get in the way of people identifying with, and feeling positive about, it. In a levelling up context, it makes it easy for investment to go elsewhere.	Focus on projecting an image of creativity and compassion through all OSS activity. This innately highlights relevant themes such as innovation, culture and no-one left behind.
3) Increase promotion of positive news	There is a huge amount of positive activity going on across Surrey that has the potential to increase civic pride and evolve the image of the county, that currently receives little coverage	Create new opportunities to connect OSS-related content with audiences and establish Surrey as a vibrant online presence. Use influencers, celebs and events to raise profile Maximise traditional media opportunities
4) Engage influential residents and businesses	Surrey is home to many wealthy individuals and companies who are not engaged in their local community, within which exists pockets of deprivation and need.	Establish a programme to make businesses and individuals feel valued by the county. Utilise corporate, philanthropist and trust fundraising techniques to present opportunities for them to make a positive local impact.

FUTURE ACTIVITY DETAIL 2



Activity	Insight	Aim
5) Promote innovation	Surrey has a strong focus on innovative research and business. The Innovation Working Group (IWG) is a powerful cross-sector vehicle to develop this further. Many of the IWG's ambitions and themes correlate to those of OSS	Elevate the role and importance of innovation in Surrey to residents and target audiences, esp for inward investment. Emphasise clusters that are by definition innovative (eg green tech, cyber, gaming, createch, life sciences, space, AI) and also highlight examples of innovation more broadly
6) Role of visitor economy	There is a significant confluence of interests between a healthy visitor economy and OSS, and there are opportunities to progress these joint interests under a broader 'place promotion' banner.	Produce a widely owned place promotion strategy (inc culture, see next section) that delivers on our ambitions and ensures current place-making activities add up to more than the sum of their parts
7) Role of culture	Cultural activity can play a key role in place making, community building, and catalysing economic diversification and growth. Surrey is rich in cultural activity and venues of all types. However the sector has suffered from a lack of county-wide leadership, shared vision, collaborative approach and SCC support.	Use Surrey's cultural richness to demonstrate its creativity and compassion, and to bring other OSS activities to life. Engage residents through this activity so that they feel proud of belonging to the county. Position OSS as the 'strong voice and identity for Surrey' required by Surrey Cultural Partnership
8) Ambassador programme	This is a tried and tested approach to engage key stakeholders as place leaders in OSS. It will be a pivotal step in achieving all other aims	Establish an Ambassador programme to spread awareness of and interest in OSS. Use the programme to: promote the themes; align objectives, activities and networks; cross fertilise between different sectors; implement OSS activity

DISCUSSION POINTS



1. Louise Punter, Chief Executive of Surrey Chambers of Commerce, represents OSGB on the Our Surrey Story Board. **We would like suggestions for two additional business members for the expanded Board to cover two specific areas of business in Surrey:**
 - One from an innovative sector (e.g. createch, green economy, space, cyber, life sciences etc).
 - One from a global brand headquartered in Surrey.
2. There are lots of potential activities you could get involved with to elevate a positive image of Surrey, and bring benefits to all businesses, employees and residents in the county. **Contributing more now will bring more benefits, more quickly. Which activities are the most attractive?:**
 - Become an Ambassador – promote Our Surrey Story within own organisation, and externally via social media and through networks.
 - Integrate visual identity on own materials.
 - Support Our Surrey Story public marketing campaigns.
 - Help to develop, and then implement, the innovation narrative through own channels / networks.
 - Support an expanded Surrey Day.
 - Share insight about Surrey residents and businesses to support positive news promotion and engagement in the brand.
 - Support visitor economy and cultural activity under a place promotion banner.

Plus, do you have any other suggestions?

LEP INTEGRATION: UPDATE

- The Council has been working with the other Upper Tier Local Authorities covered by EM3 and C2C to jointly engage with the LEPs through regular meetings. Extensive work is underway to understand the detail behind the different delivery streams, programmes, assets, and staffing implications.
- LEP Integration template (one per LEP area) submitted to Government on 30 November (covers high-level information on proposed geographies, governance, and integration of projects/programmes)
- Further government guidance expected in January 2024, inc. details on funding, strategic economic planning, and business representation.
- As part of the LEP integration process, it is likely that a new configuration of the OSGB will need to be in place early 2024 to align with government expectations (see next slide).

LEP INTEGRATION: GOVERNANCE

Context: Government guidance indicates that business representative boards should follow these guiding principles for ensuring business representation in local decision-making –

- A. Involve business representative organisations, such as a local Chamber of Commerce, the Federation of Small Businesses, etc;
- B. Include a diverse range of businesses related to local economic strengths and priorities. This should include businesses of all sizes and businesses which are geographically diverse, e.g., urban, rural, coastal businesses as appropriate to the local area;
- C. Ensure a diversity of voices; and
- D. Have a clear conflict of interest policy.

Implications and next steps: To strengthen governance arrangements and further enhance the role of local business voice, we will...

- Conduct a review of the OSGB Terms of Reference, membership, and alignment with associated sub-boards to ensure it continues to be fit for purpose.
- Engage with members of the OSGB and BLF to hear their views on future direction and approach.
- January 2024- Review more detailed Government guidance on “business voice” to ensure alignment.
- Implement changes ahead of March 2024 meeting, in advance of Surrey County Council taking on LEP functions and responsibilities from 1 April 2024.

AOB

- AOB – Commercial Prospectus – Cllr Matt Furniss
- Drinks will be held on site until 16:30 to celebrate Christmas / end of year

COMMERCIAL PROSPECTUS

- See email attachments for Prospectus draft document



INVEST IN OUR TALENT

Research. Innovation. A highly skilled workforce.
Surrey has an enviable reputation for nurturing world class talent which contributes to business success.

The region's focus on education and skill development for all ensures a large cohort of professionals equipped to meet the evolving demands of modern businesses.

The exceptional talent pool is fuelled by world-class educational institutions, notably three major anchor institutions.

The University for the Creative Arts is renowned for its focus on creativity, technology and business, fostering a culture of artistic innovation.

Royal Holloway University of London contributes significantly with its strong research in science, humanities, and social sciences.

The University of Surrey, along with its Research Park, is a powerhouse of technological and scientific advancement, driving forward new technologies and business ideas.

These institutions play a pivotal role in not just enriching the local economy but also in attracting international talent and investment.

They all have excellent track records in innovation and collaboration. Businesses are encouraged to work with institutions to commercialise products and deliver projects.

The region also has quality further education establishments while Surrey County Council's mission of 'One, Well, Balanced' means there's a strong commitment to ensuring the population of 1.2 million have access to skills support throughout their work life.

All this means there is a deep talent pool of people ready to support your business goals and thrive.

54%
OF SURREY RESIDENTS
DEGREE-LEVEL QUALIFIED
OR HIGHER
(UK AVERAGE 40.8%)

45,000
PEOPLE EMPLOYED
IN CREATIVE AND
DIGITAL INDUSTRIES
IN SURREY

University for the Creative Arts

The University for the Creative Arts (UCA) is more than an educational institution, it is a beacon of creativity and a driving force in Surrey's economic and cultural landscape.

With its focus on cutting-edge disciplines like video game development, UCA is shaping the future of the creative industries and positioning Surrey as a leading region in the world of digital and interactive arts.

It has close to 6,000 students and two campuses in the region of Epsom and Farnham, featuring state-of-the-art facilities, including commercially available modern studios, incubators, digital labs, and collaborative workspaces.

These resources provide students with an environment that mirrors the professional creative industry, enabling them to develop their craft to the highest standards.

Advanced technology, including motion capture, VR and AR equipment, ensures students are at the forefront of technological advancements in gaming and interaction media.

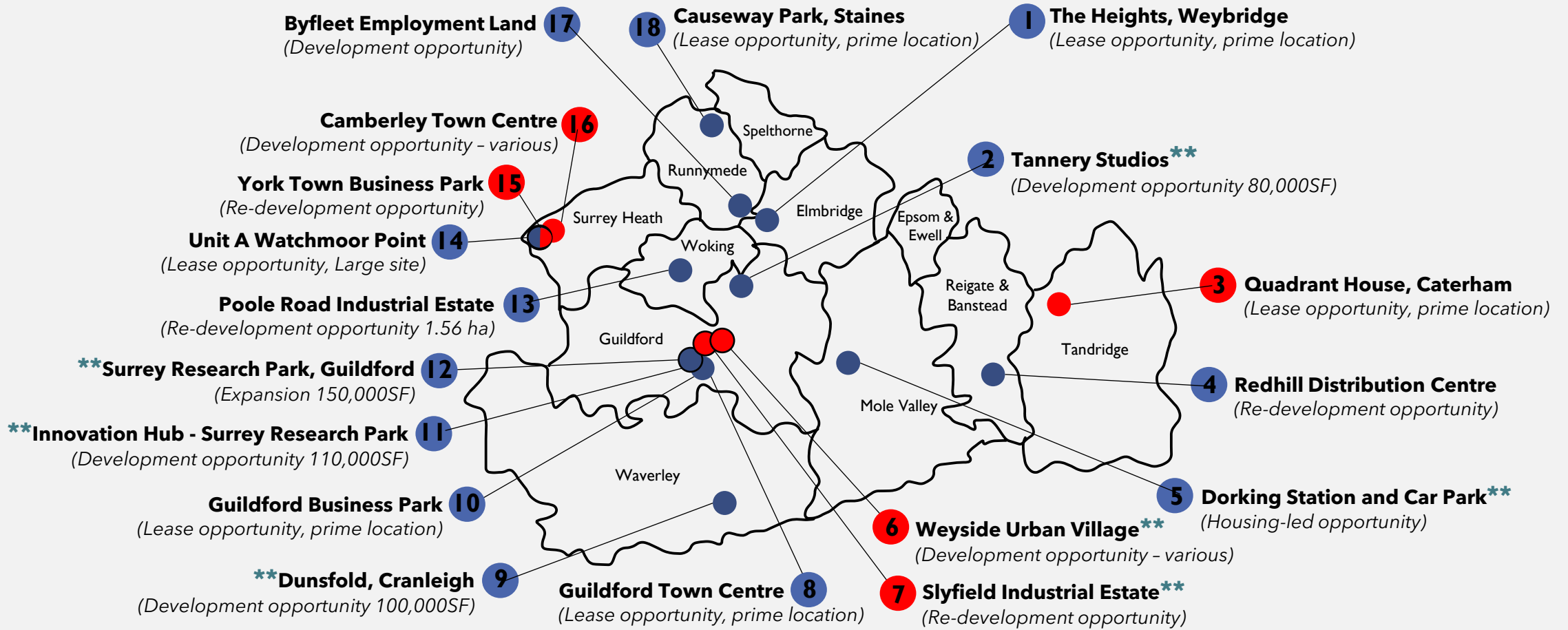
UCA's strong connections with the creative industries provide students with unique opportunities for hands-on experience and networking.

The university regularly collaborates with leading companies in the creative fields, offering students real-world projects, internships, and mentorship programs.

These partnerships not only enhance the educational experience but also create pathways for employment and professional growth.

UCA is the UK's top specialist art and design university for world-leading research output, in the most recent Research Excellence Framework and ranked second specialist creative university in the UK for 2024, according to The Guardian.

7.1 Summary map of Investment Opportunities



Site ownership:



Private



Public

Planning status:

** Outline