partners

Surrey Economic Partnership
West Sussex Economic Partnership
Crawley Borough Council
Horsham District Council
Mid Sussex District Council
Mole Valley District Council
Reigate & Banstead Borough Council
Tandridge District Council
Surrey County Council
West Sussex County Council
South East England Development Agency (SEEDA)
Learning & Skills Council
Business Link Surrey
Business Link Sussex

Within the wider partnership are BAA, transport operators, further and higher education institutions, Cadia (The Gatwick Diamond Business Association), other public sector organisations and a host of businesses who have pledged their commitment and enthusiasm to working with the Gatwick Diamond Initiative and driving the Future Plan forward.

for further information

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Cover Image © West Sussex County Times
By 2016 the Gatwick Diamond will be a flourishing, knowledge-intensive economy that encourages innovation, creativity and entrepreneurship. New centres for research and business innovation will have built our international profile. At the heart of the Diamond will be a world-class airport that works to achieve more sustainable aviation.

Town centres and journeys to work will no longer be hostage to congestion and rising energy costs; transport links will be improved. Business infrastructure will be better connected and individual districts’ local development frameworks will complement each other, providing quality homes and business premises in sustainable locations to help retain the well skilled and educated workforce we need for economic success.

The three strategic initiatives that have been identified to deliver a world-class knowledge economy are: Inspire, Connect and Grow

- Inspiring knowledge to enhance skills, productivity and innovation
- Improving facilities and transport connections by encouraging investment
- Smart growth to build our reputation as an economic powerhouse, but achieved in a sustainable way, safeguarding our quality of life and beautiful surrounding countryside

Established in 2003 by Surrey and West Sussex Economic Partnerships, the Gatwick Diamond Initiative is supported by a range of public and private sector partners who recognise that working together can transform the region into a truly world-class place to live, work and do business. Much has been achieved so far behind the scenes: the six districts and two county councils are working closely on approaches to development and infrastructure; and further education colleges and universities are strengthening business links in order to understand skills needs and tailor courses accordingly.

But although our economy performs well by UK standards, globalisation and the threat from emerging economies pose an increasing challenge. Relative to other airport-focused business locations, the area is mid-ranking or lower, despite above-average air transport links, business climate, qualified workforce and quality of life. Globalisation, however, and the fulfilment of the vision demands better performance and an increasing shift towards a knowledge economy. This is what the partnership aims to address.

Increasing productivity, improving skills and competencies and a value-added focus are the real fuel of the knowledge economy. This can be achieved in many ways, such as investing in training and education, encouraging research and development, and promoting entrepreneurship. Multinationals can be attracted to the area by encouraging further growth of key sectors to form clusters of innovative business, bringing in new high-value jobs and supply chain opportunities.

Our goal is clear. The three strategic initiatives that follow have been developed to make it happen.

The Atrium at Roche Diagnostics, in Burgess Hill

From good to remarkable

The economy is strong but labour markets, education and skills will struggle to meet growth aspirations unless action is taken now. There is local transport congestion and poor ‘quality of place’ in many urban centres. Investment is below that of the South East and other UK areas, and there is high dependence on a small number of key companies.

Racing at Lingfield Park

Gross Value Added (GVA) per capita, (£000s) (2004)

0 5 10 15 20

Gatwick Diamond South East England

0 5 10 15 20

Gross Value Added (GVA) per capita, (£000s) (2004)

From good to remarkable

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Inspiring knowledge across the Gatwick Diamond means providing opportunities to learn and enhance skills but with the future needs of business very much in mind. Further and higher education partners are already taking to employers to improve skills and extend course provision; and further efforts will be made to encourage closer pinpointing of skills gaps and identify the facilities needed to deliver.

We want to create a buzz in the economy by encouraging start-ups, technology businesses with high growth potential and large firms to locate their R&D facilities here. And we will carefully assess the feasibility of encouraging the development of high-performing science or business parks, as well as ‘incubation’ facilities, innovation centres and other features of an international business location. We will also work closely with our higher education and business support partners in their efforts to assist innovative companies and entrepreneurial start-ups.

We will cultivate a business mix to create real value but with a ‘small ecological footprint’ and we will encourage the highest standards in sustainable development and design, thus increasing the attractiveness of the area to potential investors. We want them to see the Diamond as a location that has everything to offer.

‘The business enthusiasm greeting our plans to provide access to higher education in the Gatwick Diamond underlines the area’s ambitions.’

Professor Julian Crampton, Vice-Chancellor, University of Brighton.

Businesses need to be well connected both regionally, nationally and globally and we want to make sure they are well served.

Congestion is a challenging issue and we will work with partners to create real transport solutions to address this, as well as providing improved services and better connections between towns. Gatwick Airport is a valuable strategic asset, both as a key element of our transport network and as a focal point in a healthy transport sector. Airport transformation is part of BAA’s five-year £874m investment programme and our partners will work with them to make sure our stakeholders obtain the maximum benefit.

It is also vital to ensure the airport is developed in a more sustainable way whilst achieving its growth targets. At the same time we will encourage maximising its value for the local business community, encouraging a wider provision of business destinations and also connecting the region to world economic hotspots. With its role as a 2012 Olympic Gateway, maximum exposure can bring a host of future benefits.

‘Ceres wanted a location with excellent links to the City and international air terminals, as well as a strong pool of talented labour. We found it in the Gatwick Diamond.’

Bob Flint, Commercial Director, Ceres Power
We need to maximise our resources within the Diamond, while at the same time attracting the necessary investment. We believe this can be achieved by facilitating and encouraging further coordinated strategic planning between the local authorities. The focus will therefore be on Smart Growth development strategies, which are responsive to the economic challenges of globalisation and allow high value-added activities to deliver quality of life and ‘quality of place’.

How do we attract and retain a talented workforce and successful knowledge-intensive firms? The answer lies in providing affordable, high-quality living environments, and creating attractive towns with improved infrastructure, better transport networks, rail station regeneration, innovative building design and economic development initiatives.

On top of that, we need a sustainable agenda that serves the economy, the community and the environment. This is at the very core of Smart Growth. By working together the Gatwick Diamond and its partners can better support regeneration and growth in urban and rural areas, creating sustainable communities where people genuinely want to live and work.

"With strong, aspirational brands, competitive prices and award-winning service we intend to be another jewel in the Diamond."

**Peter Wood – Chief Executive, esure**

So far you have heard about an ambitious and challenging vision. Its delivery needs powerful leadership that will move these strategic initiatives forward.

The new leadership and management structure, set up by the Gatwick Diamond Initiative, will provide direction and ensure strong collaborative working between partners. An implementation plan will be further developed to ensure the resources and investments are in place. This will identify new working arrangements, priorities and milestones, while a process will be put in place to monitor and report on progress at every step.

"Novartis (formerly Ciba) has occupied the same location in Horsham since 1937 and, over the last ten years, has invested over £100 million in the Horsham site improving both capacity and capabilities. The site now employs over 1,000 associates."

**Novartis Pharmaceuticals**

Now you have seen the plans for an exciting future, we hope that you will be keen to pledge your support. Strong foundations are already in place for economic success and if we all work together, we believe the vision of a world-class business location will truly be achieved.