

Crawley's "One Town" Economic Recovery Plan

FIRST DRAFT

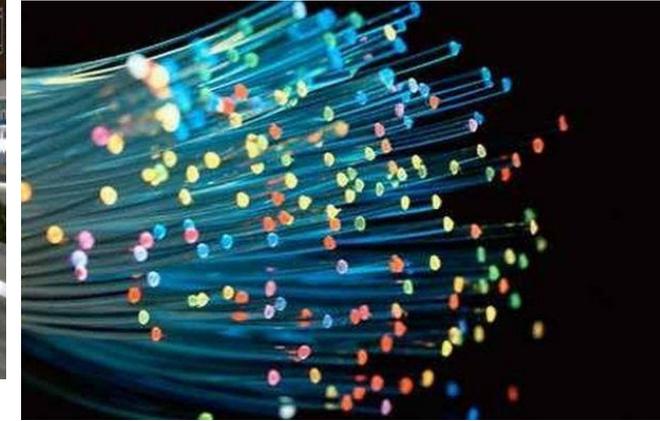
Rationale

- A vision for Crawley's future socio-economic prosperity
- A clear path for recovery from COVID-19 economic crisis
- A marker to Crawley's formidable reputation for economic productivity
- One strategic framework for recovery under which sit:
 - Town Centre Regeneration Programme;
 - Crawley Growth Programme;
 - Employment and Skills Programme;
 - Crawley Town Investment Plan;



Crawley's "One Town" Vision for 2050

"A modern, vibrant and healthy exemplar digital town; transformed net zero carbon economy; the south east's leading digitally enabled and mixed use innovative Business Park at Manor Royal; an empowered resident workforce; high quality amenities and extensive sustainable homes, transport, business"



A "Green Growth" economy...

..renowned for innovation excellence...

..with a stunning digital business park...

..resident skills driving business success...

..Gatwick Airport an exemplar of "sustainable aviation" ...

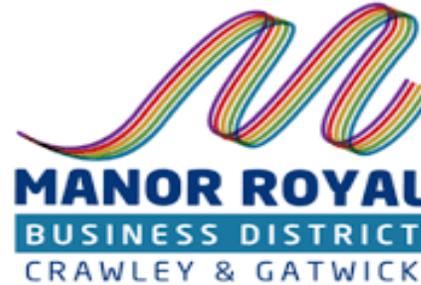
..bold and vibrant Town Centre community; successful professional services hub..."



A Joined Up Approach to Recovery

Our Economic Recovery Plan builds on the joined up working across Crawley's business community and their representative bodies:

- Manor Royal BID
- Town Centre BID
- Neighbourhood Parades
- The High Street Business Forum
- Professional Services Forum
- Leading local Commercial agents
- Crawley Chamber of Commerce
- Sussex Chamber of Commerce
- Gatwick Diamond Business
- Federation of Small Businesses
- Coast to Capital Local Enterprise Partnership



Crawley's economy has Firm Foundations

- **Dynamic Economic and Business Growth** - Economy grew by 23% (2013-2018) to £5.9 billion
- **Excellent track record – jobs density / productivity** - 13.5% jobs growth (2013-19); Productivity: £45,000 per capita (SE average: £26,000); Highest job density
- **An Outstanding F.E. College (OFSTED)**
- **Superb geographic location / “hyper-connected”** – Easy reach of M23 / M25; Gatwick Airport; 3 mainline railway stations; 24 hour arterial bus routes
- **Regional retail dominance and leisure pull** – Major retail brands; High St evening economy; Crawley Leisure Park; K2 Leisure Centre; Hawth etc
- **Expansive “Green” Infrastructure** – Award winning parks – Tilgate Park, Memorial Gardens; Extensive tree cover and green space, grass verges.



Plan to Restore Economic Success post COVID-19

The Scale of the Economic Impact:

- Catastrophic collapse in Gatwick Airport passenger numbers – nearly 4 million per month (2019) to 200,000 per month (2020)
- Over 7,000 redundancies “on Airport” – nearly 33% of workforce
- 25,800 Crawley residents “furloughed” 41% of local workforce from aviation and various other sectors (e.g. hospitality).
- Unemployment in Crawley has trebled – 2.4% to over 8%
- Youth unemployment almost 13% - 1,000+ young people



And tackle long term structural economic challenges:

- Attract business investment to occupy vacant Manor Royal sites
- Boost (relatively low) innovation output
- Unlock “green” infrastructure to tackle carbon emissions
- Strengthen local workforce skills to boost social mobility
- Transform sustainable transport and digital capacity



Social Mobility &
Child Poverty
Commission

Economic Recovery Plan – Strategic Priorities

- **A DIVERSE AND RESILIENT ECONOMY** Crawley needs to broaden its economic architecture and boost economic resilience.
- **GREEN TRANSFORMATION** Crawley needs to reset how its economy operates through the lens of ‘green recovery’.
- **TOWN CENTRE RENEWAL** is vital to mitigate risk of long term decline in the aftermath of the COVID-19 crisis.
- **SKILLS FOR THE FUTURE** An overhaul of Crawley’s skills training facilities and programme offer to empower local residents.
- **CONNECTED CRAWLEY** Digital connectivity to drive up jobs recovery and transport connectivity to drive down carbon emissions



1. A Diverse and Resilient Economy

AIM: Renew Crawley as an attractive, abundant, diverse economic powerhouse, founded on “green growth” and digital innovation.

OBJECTIVES:

- Establish Crawley as the key business destination in the South East for advanced engineering and professional services.
- Develop a pioneering “niche” innovation identity for Crawley, benefiting advanced engineering, logistics and construction.

FLAGSHIP INTERVENTIONS:

- “Manor Royal Renaissance” programme to transform Manor Royal into an attractive and digitally advanced business park.
- Establish the Fusion Centre –the Crawley Innovation Centre - to boost Manor Royal’s advanced engineering and digital base.
- Inward investment programme to attract new manufacturing to Manor Royal and professional services to the Town Centre.
- A brand new “Eastern Gateway” Town Centre commercial quarter
- Unlock sufficient suitable employment land to drive recovery.



2. Green Transformation

AIM: Establish Crawley at the forefront of “green growth” and as a place where green technology businesses thrive.

OBJECTIVES:

- Growth of green tech and construction businesses & jobs
- Meet carbon emissions reduction targets in Crawley by maximising renewable energy and providing grid resilience.
- Unlock investment in “green” infrastructure, transforming Manor Royal into a Business Park and rolling out new biodiversity.

FLAGSHIP INTERVENTIONS:

- Decarbonisation Skills Academy programme
- A green Construction Skills Hub for local residents.
- Decarbonise Manor Royal via green business infrastructure grants
- Drive forward innovation in green transportation technologies
- Roll out low carbon energy in proposed major developments
- ‘Green home’ programme to retrofit housing stock
- Deliver extensive electric vehicle charging network



3. Town Centre Renewal

AIM: Secure a vibrant neighbourhood and sustainable economic future for the town centre via significant qualitative investment.

OBJECTIVES:

- Establish Town Centre as a dynamic jobs / business growth hub.
- Unlock a rich cultural offer in the town centre, attracting new cultural venues to help drive footfall and renewal.
- Deliver a vibrant neighbourhood, comprising 3,000 homes with exemplary digital / green infrastructure and amenity.

FLAGSHIP INTERVENTIONS:

- Station Gateway public realm, bus station and railway station
- Eastern Gateway scheme and high quality pedestrian and cyclist connectivity to transform living environment.
- Deliver high quality new small business and micro-enterprise digital workspace, fit for a post-COVID 21st century recovery.
- Design, promote and secure investment to develop a new Cultural Quarter in Crawley,



4. Skills for the Future

AIM: To significantly improve overall social mobility amongst Crawley residents, creating powerful and effective skills pathways.

OBJECTIVES:

- Implement “Invest in Skills For Crawley” programme to transform vocational skills facilities and training provision.
- Enable business from high value growth sectors in Crawley to recruit successfully from local workforce and overcome skills gaps

FLAGSHIP INTERVENTIONS:

- Further upgrade and investment in Crawley's skills and training facilities with a focus on re-skilling and upskilling including higher technical skills
- New higher level training at Level 4 and above, focused on priority business sectors
- Science Technology, Engineering and Maths (STEM) skills centre.
- Town Centre Skills Academy for construction - a construction skills training “hub” location serving regeneration sites.
- Expand Employ Crawley inter-agency employment support network to help Crawley residents back into work



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CAREER IN THE
SKILLED TRADES
INDUSTRY**

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CRAWLEY COLLEGE OPEN EVENING
THURSDAY 18 OCTOBER 4.30-7PM**

5. Connected Crawley

AIM: To enhance a “green” economic future for Crawley by delivering low carbon transport and hyper digital connectivity.

OBJECTIVES:

- Improve quality and range of sustainable transport infrastructure
- Maximise capacity of digital infrastructure.
- Establish Crawley as a first choice advanced technology business location due to its highly competitive digital infrastructure offer.

FLAGSHIP INTERVENTIONS:

- Transform Crawley town centre bus station and create state of the art sustainable transport interchanges
- Upgrade and expand the Bus Rapid Transit network in Crawley
- Deliver priority “arterial” active travel routes, linking Crawley’s neighbourhoods to its job zones
- Maximise digital connectivity to facilitate business / jobs growth



NEXT STEPS

- Progress draft Economic Recovery Plan, taking account of comments and input
- Finalise draft – Week of 22nd February
- Report to Cabinet – 10th March
- Public Consultation
- Economic Recovery Plan adopted – summer 2021

