

CITY GUIDE

**BRIGHTON & HOVE**

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# WELCOME

# TO

# BRIGHTON & HOVE

Brighton and Hove – commonly referred to as just Brighton – is a seaside city on the South Coast of England which is also on the edge of the South Downs national park. Located less than an hour from London by train, Brighton is a cosmopolitan, modern destination that enjoys the best of all worlds.

Whether you live in, work in or are visiting Brighton, it will have something perfect for you. It is a hotspot for the creative, digital and technology sectors, as well as being home to emerging advanced engineering and health sciences industries. These draw highly skilled people from across the UK and the world to enrich Brighton financially and culturally.

When those people arrive, they find a work/life balance that is second to none. A buzzing bar and restaurant scene combines with the annual Brighton Festival and Fringe, a Premier League football club and a UNESCO coast and countryside to create a scene unlike anything else in the country.

Brighton is a world class city that is well connected, attractive, and forward facing. Always open to change and innovation, this is a place where the future is already underway, and it is an outstanding investment option.

## BRIGHTON MARKET HIGHLIGHTS



**12.4%**

Brighton's projected population growth by 2030  
Office for National Statistics



**£21BN**

Size of Brighton economy  
Brighton City Council



**56 MIN.**

Brighton is 56 minutes from London by train

## Property Market and Population Growth

Brighton deserves its place as one of the most attractive property investment destinations in the UK. It is one of the favoured landing places for people leaving London and, consequently, housing is in extremely high demand. Rightmove data shows that prices are already 11% above their pre-Covid peak, and reports in the Brighton Argus based upon Nationwide data state that house prices in the city went up by 12% in

Q1 2022 alone thanks to soaring demand. For investors this is good news as it is evidence of a vibrant, busy market where demand is high. However, the real question for landlords is whether future growth will remain as strong. To judge that, we can turn to population growth data.

The latest UK Census puts the population of Brighton at 277,200 people which represents only modest growth over the decade since the previous Census. However, it is in the next decade that Brighton's population is projected to grow rapidly. A strategic review of Brighton using figures from Office for National Statistics projects that the city's population will grow to 311,500 by 2030. This growth of 12.4% over the current number is faster growth than the South East as a whole and would place serious pressure on the housing stock.



Indeed, Brighton already has a severe shortage of housing for its current number of occupants. As per the Centre for Cities: "The city faces a severe housing shortage, and building more homes is a critical priority for the city's economy and social inclusion. But despite the city's unaffordability, new housing supply has increased by just 3% since 2011, even though the city's population increased by 6% over that period.

"The city centre of Brighton has seen housing supply increase by 7%, less than the national average for city centres of 16%."

This disparity is the root cause of previous house price rises and will continue to drive further increase in property values and rents over the coming years. As mentioned previously, more people than ever before are leaving London, and Brighton's location as well as the lifestyle and jobs on offer make it one of the most popular destinations. Construction rates cannot keep up, and so demand is likely to keep growing, feeding competition for the best properties in Brighton and Hove.

**24.0%**

Predicted house price growth in the South East region by 2026 (JLL)

**13.7%**

Predicted rental growth in the South East region by 2026 (JLL)

**POPULATION AND PROPERTY HIGHLIGHTS:**

**12.4%**

Brighton's projected population growth by 2030 (Office for National Statistics)

**7%**

Only a 7% increase in city centre housing stock over that time (Centre for Cities)

**1.5%**

Growth predicted above national average (Brighton City Council)

**Economy**

Brighton and its surrounding areas have a unique blend of factors which have led to the creation of a successful economy. A location within easy reach of London mixed with a creative, entrepreneurial ethos which serves the city well. In total it is estimated that the city region's economy is worth £21bn a year and it supports 400,000 jobs.

A diverse range of businesses thrive in the city. As well as its well known visitor economy, Brighton has notable strengths in the digital, creative, technology and advanced manufacturing sectors, along with a growing health and life sciences sector and a financial sector which benefits from proximity to London to punch well above its weight.

**HIGHLIGHTS**

**£21BN**

SIZE OF BRIGHTON'S REGIONAL ECONOMY (BRIGHTON CITY COUNCIL)

**400,000**

NUMBER OF JOBS IN THE BRIGHTON REGION (BRIGHTON CITY COUNCIL)

**100%**

BRIGHTON'S PREDICTED ANNUAL ECONOMIC GROWTH (CEBR)

Brighton & Hove is home to international businesses such as Bupa Global and has been the European Headquarters of American Express for many years. In addition to these huge multinational businesses, Brighton also has one of the UK's most impressive start up economies.

The city is home to some of the best coworking spaces in the country such as the New England Quarter which has become the centre of a digital and creative hub that links small business with big technology companies to outstanding effect.

This high concentration of co-working spaces has led to the number of business start-ups and self-employed workers in Brighton being 5% higher than the national average, and the city being home to more freelancers per head than anywhere else in the UK. This has helped Brighton develop an open, flexible business mentality that companies look for and increased its economic prosperity.

Overall, it is estimated by the Institute for Employment Studies that a huge 86% of Brighton's businesses employ 10 people or fewer. This level of variety is almost unmatched in the UK and means that Brighton's economy is rich and varied – or to put it another way, it is resilient in the face of economic disruption.

In the future, Brighton's economy is projected to grow strongly. The Centre for Economics and Business Research (CEBR) predicts that Brighton will go up 38 places in the UK's league table of cities by the end of 2023, entering the top five. This will be based on a £300m increase in economic output – the equivalent of 2.3% growth year-on-year.

Confirming this, Bryan Bletso, head of international and Irwin Mitchell, said: "While cities like Brighton continue to dominate in the fastest growing industries, there is no suggestion this will change and the government will be keen to ensure levelling up does not mean levelling down in the South, when sustained growth is essential for a global Britain."

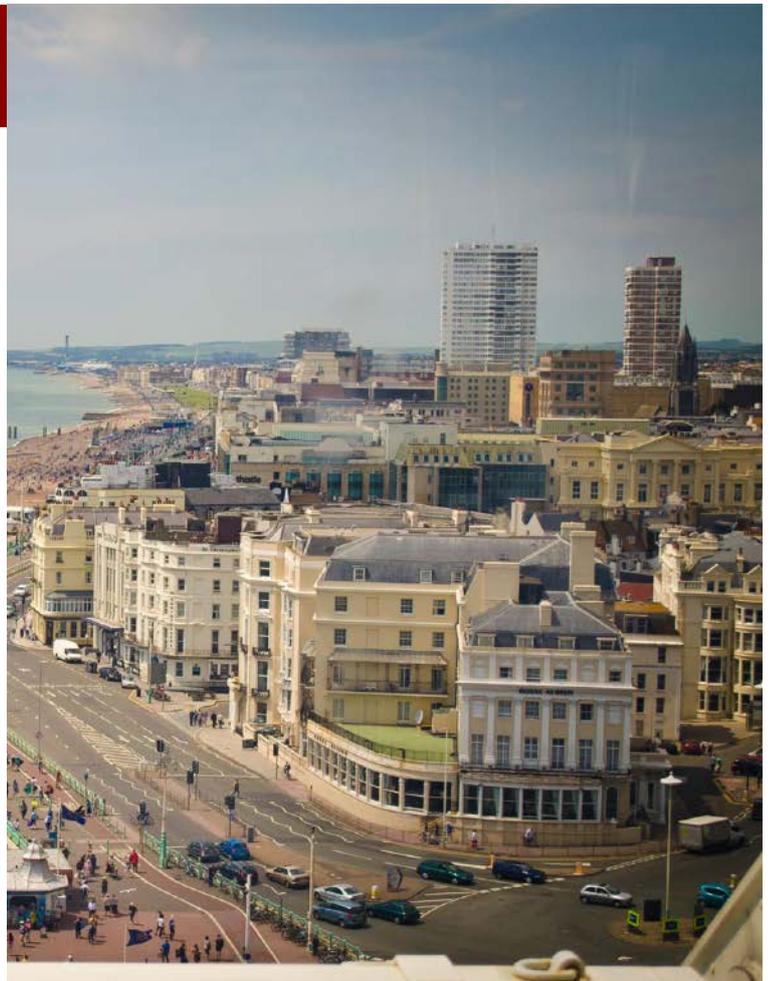
# Sector Highlights

## Financial Services

Brighton's financial services sector is headlined by American Express which has made the city its European home for decades. The firm is a major contributor to Brighton's financial sector and is the city's flagship foreign investor as well as its largest private employer, with more than 3,000 staff based here. In addition, it makes a strong cultural contribution to Brighton by sponsoring its Premier League football team, the stadium and the academy.

The city is also home to other large financial service providers, including Domestic and General, which has made Brighton into a financial hub. This is accentuated by its proximity to London which means it can benefit from the Capital's huge financial sector and have an impact far above what you would expect from a city of this size.

Brighton City Council estimates that the financial sector as a whole employs 19,000 people in the city which is a huge number and percentage of the overall workforce – emphasising its importance.



## Tourism and Visitor Economy



Brighton is best known for its visitor economy. People cannot help but love a trip to the seaside, and it is fair to say that Brighton may well be the archetypal seaside city with everything it has to offer.

It is in the top 10 cities in the whole UK for number of domestic visitors and ranks 11th for international visitors according to figures from the Office for National Statistics.

More than 10 million people a year visit Brighton and contribute approximately £885m to the economy according to Brighton City Council. This is a major industry for the city and its people, and that importance is reflected in the fact that more than 18,000 residents are employed by this sector alone.

## Digital and Technology

Brighton's digital, communications and technology sector has grown by more than 40% over the last five year period. It is worth more than £500m annually to the city and has recognised specialisms at the cutting edge of emerging industries like immersive technology, artificial intelligence and augmented reality.

This is fuelled by Brighton being one of only nine places in the country to receive government funding for a 5G testbed facility to help digital businesses develop new products and services. Now, more than 90% of businesses in Brighton have ultra-fast broadband compared to the UK average of just 53%. This puts Brighton's digital and technology sector in the best position for success.

The city is a centre for digital industries and thousands of people from around the world come to Brighton each year to network, share innovations and develop their businesses. Organisations like Wired Sussex, Develop:Brighton and Brighton Hatchery support the city's digital growth and help to explain why 19% of these firms in Brighton are 'high growth', and how Brighton has the sixth-fastest rate of digital job growth in the UK.



## Major Investments Into Brighton

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### Circus Street

The 2.4 acre Circus Street was previously Brighton's municipal fruit and vegetable market and an annex building of the university. Since July 2022, it has been recreated as new innovation quarter for the city and it is estimated by the developer U+I that it will create 400 jobs and add £200m to the city's economy in the next 10 years.

Circus Street is already a huge success and has been described as a "labour of love" by Architect's Journal which awarded it Building of the Year 2022. This is a special site and an amazing addition to the city which also won a Sussex Heritage Trust Award.

## Black Rock

The Black Rock rejuvenation project is being led by the Council and will greatly improve the environment and infrastructure of the eastern seafront.

Work is underway to create greener travel options, an ecology trail and more than will make Brighton a better connected and more attractive place to live by unlocking the sea front. This is one of Brighton's greatest assets and improvements are sure to help grow the visitor economy even more as well as make it a better place for residents.



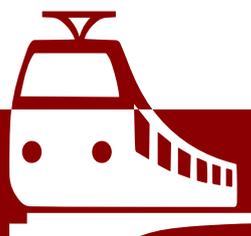
## Connectivity



### Trains

Brighton Station is the main way in and out of the city and being only a short distance from London helps to explain its overall popularity as an alternative home from the capital. Thousands of people work in London but enjoy all the delights of Brighton life thanks to the dozens of trains between the two cities each day.

Brighton and Hove is well connected to London, the rest of the UK and internationally thanks to a strong transport network. It is easy to reach by road, rail, air or sea, making it a natural home for people and businesses of all types.



### TRAIN TIMES

#### FROM BRIGHTON:

London – 56 mins

Gatwick Airport – 30 mins

Ashford (Eurostar) – 1 hr 55 mins

Portsmouth – 1 hrs 30mins

# Education

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Education is one of Brighton's main strengths, and its people are a major asset. The Centre for Cities notes that 46% of people in Brighton are educated to degree level compared to an average of 38% of people in other UK cities – and this is a nice summation of everything that Brighton is about.

This is a young, diverse place that is full of ideas and has the expertise to make them into reality. It is home to more than 38,000 students across its universities which is a significant portion of the overall population. They make Brighton a hotbed of research, innovation and entrepreneurship.



## The University of Brighton

The University of Brighton is based on four campuses and serves 18,000 students each year from these bases. It is an extremely high quality university where 89% of graduates find their way into full time employment or continuing education within a year.

This puts it in the top 50 universities in the UK for graduate outcomes according to the Complete University Guide 2023 and helps to explain its popularity both within the city and with students choosing Brighton from elsewhere.

## The University of Sussex

The University of Sussex is based just outside the city next to the American Express Community Stadium, home of Brighton and Hove Albion Football Club, and is ranked 20th in the UK by the Times Higher Education World University Rankings.

More than a third of its students come to Brighton from overseas and they are attracted by the world class research undertaken at the University among other things. The Research Excellence Framework notes that 89% of research undertaken at the University of Sussex is "world leading" – an extremely high figure and a benefit to Brighton as a whole.



# Exclusive Investment Opportunities



## GOLDSTONE APARTMENTS

BRIGHTON & HOVE

### Brigthon & Hove

Goldstone Apartments is a luxury development which is located on Newtown Road in Brighton & Hove – one of the UK's fastest rising rents. Whilst typically considered a city of young creatives, Brighton has also been identified as one of the top UK cities for business. With its strong economy, it continues to attract strong demand from tenants working with the professional sectors.

Perfectly situated on the best coastline in UK, which has flourished to become one of Brighton & Hove's most desirable locations. It is ideally located between the South Downs and the Sea making it extremely popular with just about every tenant demographic. With excellent transport links to London, Brighton is seeing more and more commuters on London salaries take residence within the area, due to a preference of living by the sea.

YIELD: **13** % | DEPOSIT: **20** %



## PROJECT HIGHLIGHTS

- High specification apartments 1, 2 & 3 bedroom
- Zero ground rent, 999 lease year
- Only 53 minutes train to central London
- 2 minute walk from the Hove train station
- 15 minute walk from the Brighton Beach
- High returns of up to 13.22% yield

