

EXPERIENCE WEST SUSSEX

- ✓ Industry Leadership
- ✓ Visitor inspiration & motivation to visit
 - ✓ Business support
 - ✓ Lobbying – raising the profile
 - ✓ Product development
 - ✓ Sector transformation
- ✓ Partnerships & stakeholder engagement
- ✓ Research, intelligence & knowledge transfer

www.ExperienceWestSussex.com

Central voice for tourism in West Sussex

WEST SUSSEX VISITOR ECONOMY 2019

EXPERIENCE WEST SUSSEX

This infographic summarises the volume and value of tourism and the impact of visitor expenditure on the local economy in 2019. The results are derived using the Cambridge Economic Impact Model under licence by Destination Research Ltd.

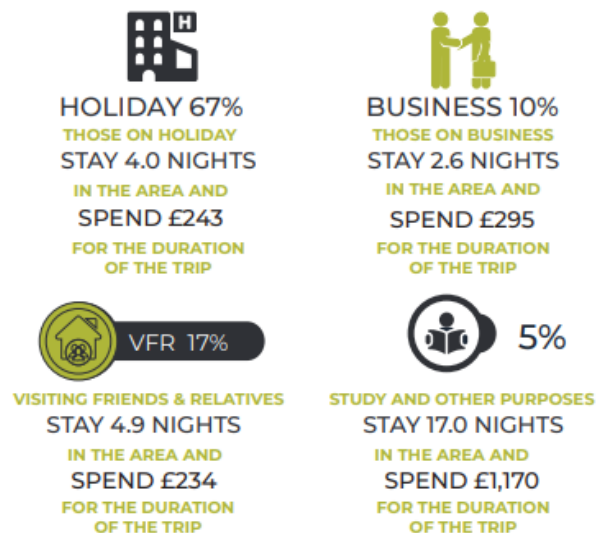
24.3M VISITORS £2.1BN VALUE 38,520 JOBS



PURPOSE OF VISIT BY EXPENDITURE



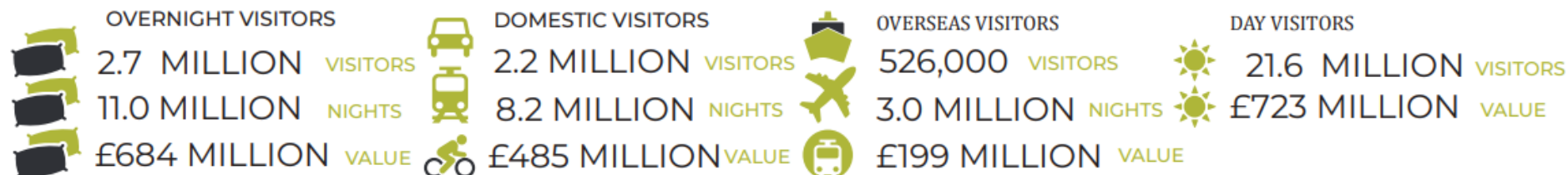
PURPOSE OF VISIT BY VOLUME OF TRIPS



EMPLOYMENT AND EXPENDITURE



VISITOR BREAKDOWN

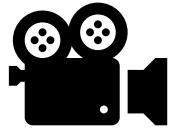


Industry Support

<https://www.experiencewestsussex.com/industry-support/>

- ✓ **New Business Advice**
- ✓ **Digital adoption & Online Bookability - TXGB and others**
- ✓ **Sustainability and Net Zero**
- ✓ **Experience creation**
- ✓ **Networking**
- ✓ **West Sussex Big Day Out – Sussex Tourism Chat**
- ✓ **Toolkits and signposting**

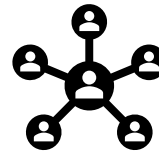
2021 Marketing Headlines – EWS.com



Over 150 K views of
Promo films during
2021



Over 250,000 web
visitors



Over 60,000
Business
leads in 2021



Breaking industry
norms on email
engagement over
40% open rate with
5,500 consumer list



Partnership campaigns
increasing spend &
reach



PR – International,
influencers and
Magazines



EWS Marketing
reach over 5
million people

getinvolved@experiencewestsussex.com

Free Marketing Opportunities

- ✓ Website listings
- ✓ Social and blog posts
- ✓ Images
- ✓ Email content
- ✓ ShopSussex
- ✓ PR
- ✓ Partnership Campaigns
 - ✓ England's Coast
 - ✓ Gardens and Gourmet Trails

Thematics – Spring & Summer

- ✓ Get outside
- ✓ Foodie Feb food and wine,
- ✓ Dark Skies
- ✓ Wild West Sussex – nature based
- ✓ Health and Wellbeing
- ✓ Immersive experiences
- ✓ SummerinWestSussex – Easy to get too, hard to leave behind

West Sussex Business Support (organisations)

- ✓ [Business Advice Hub | VisitEngland](#)
- ✓ [Coast to Capital Growth Hub](#)
- ✓ [Sussex Chamber of Commerce](#) – provides networking and business support for all businesses in Sussex.
- ✓ [Business West Sussex](#) – business support signposting from WSCC.
- ✓ Local authorities (for economic development support and planning):
 - ✓ Arun District Council
 - ✓ Adur & Worthing District Council
 - ✓ Chichester District Council
 - ✓ Crawley Borough Council
 - ✓ Horsham District Council
 - ✓ Mid Sussex District Council
 - ✓ South Downs National Park Authority

West Sussex Business Support (programmes)

- ✓ [LoCASE \(Low Carbon across the South East\)](#)
- ✓ [The Business Hot House](#)
- ✓ [RISE \(Research & Innovation in Sussex Excellence\)](#)
- ✓ [Business & Intellectual Property Centre \(BIPC\)](#)
- ✓ [West Sussex Recover & Rise \(SME Digital Accelerator\)](#)

Coast to Capital Growth Hub

The Coast to Capital Growth Hub team provides fully funded advice, support, investment and strategic leadership to help small and medium sized enterprises drive sustainable business success and regional economic growth in West Sussex, Brighton and Hove and East Surrey (Epsom and Ewell, Reigate and Banstead, Tandridge and Mole Valley).

The Growth Relationship Team are the first point of contact for finding business support for your business. The team help you review your business, identifying barriers to your growth and direct you to solutions from the very wide range of support available including funding, support programmes or specialists.



[Coast to Capital Growth Hub website](http://www.c2cbusiness.org.uk) (www.c2cbusiness.org.uk)



General enquiries - [Contact Us | Coast to Capital Growth Hub](http://www.c2cbusiness.org.uk) (c2cbusiness.org.uk)

Growth relationship Associate, Karen Tyrrell - 07747554378 Karen.Tyrrell@c2cbusiness.org.uk

LoCASE (Low Carbon across the South East)

The Low Carbon Across the South and East (LoCASE) programme is designed to help businesses across Sussex make the transition to low carbon. The Programme helps green businesses grow, and improve their energy efficiency through funding and business support.

If you help your customers reduce their impact on the environment or you serve an environmentally-focused industry e.g. eco tourism, then you can apply for a LoCASE Business Development and Innovation Grant of up to £10,000. These grants could be used for many things including equipment, product development, marketing, IT, consultancy, certification, training and energy efficiency.

If you're in an industry that isn't typically considered a "green" industry, don't fear. You can still apply for a LoCASE Energy/Resource Efficiency grant of up to £10,000. These grants are designed for projects that help you reduce your carbon footprint and operating costs. They can cover items such as LED lighting, insulation, heating or machinery upgrades, or renewable energy systems.

The grants cover 40% of the project costs. For example, if your energy efficiency project totals £10,000, the grant will cover £4,000 of your costs – so you only pay £6,000.

LoCASE is delivered by the University of Brighton's Green Growth Platform.

 [Clean Growth – LoCASE grants website](http://www.clean-growth.uk/locase) (www.clean-growth.uk/locase)

The Business Hot House

The Business Hothouse offers **free**, expert advice and guidance to business and start-up owners in the coast-to-capital area. Business coaches and management consultants offer free workshops, boot camps and 1-2-1 sessions to help bridge your business knowledge gaps.

You can access 12 free hours of expert knowledge support across any these six key areas of business:

- Productivity and Growth
- Access to Finance
- Monetisation of Innovation
- Leadership and Management Development
- Start Up Support
- Grant Fund

The Business Hothouse programme runs until September 2022.



[The Business Hot House website](https://www.chi.ac.uk/collaborate/business-hothouse/) (https://www.chi.ac.uk/collaborate/business-hothouse/)



General enquiries - hothouse@chi.ac.uk

RISE (Research & Innovation in Sussex Excellence)

[Research & Innovation in Sussex Excellence \(RISE\)](#) is an exciting project to support businesses in West Sussex to easily access unique university expertise to unlock their innovation potential.

RISE offers SMEs a chance to experience how knowledge exchange with university partners can develop their business capabilities, make valuable connections and solve innovation challenges. Our intensive innovation and growth activities include innovation audits, workshops and training, along with access to specialist expertise from within the universities, at no cost to SMEs.

The benefits of being a member of RISE include:

- a free in-depth business diagnostic to help you develop your innovation approach,
- a knowledgeable innovation partner who can act as coach and advisor,
- expert guidance in research and development, helping you improve processes, products and services,
- training, funding and networking opportunities through the RISE portal.



[RISE website](http://rise-innovation.uk) (rise-innovation.uk)



General enquiries - RISE@brighton.ac.uk

Business & Intellectual Property Centre (BIPC) – in West Sussex Libraries

Business & Intellectual Property Centre (BIPC) Sussex – visit the regional centre in Jubilee Library, Brighton or the new local centre in Crawley Library

Offers physical space and a wealth of FREE business resources that can help you to start a business, continue studying, build professional skills, apply for funding, understand the importance of Intellectual Property, and connect with others. Click [here to download our BIPC Sussex leaflet](#).

- [BIPC Sussex – Crawley Library](#) provides free access to industry, market and company databases; including **Grantfinder** for all types of funding, loans, awards & grants to help local companies succeed and grow.
- **Grantfinder is available on computers in all West Sussex Libraries. Please ask library staff to sign you in to access this database.** For help with Grantfinder you can download our [help sheet](#).
- Find out about our ongoing range of [BIPC events and 1 to 1 advice clinics at our website here](#) or on [LinkedIn](#)

West Sussex Recover & Rise (SME Digital Accelerator Programme)

The West Sussex Recover & Rise SME Digital Accelerator programme ran through Autumn/Winter 2021. This **FREE** online workshop series was designed to maximise the impact and accessibility of digital technologies for West Sussex Small and Medium-sized Enterprises (SMEs).

The SME digital accelerator programme is a four part series:

- S1: Getting Online
- S2: Customers & Marketing
- S3: Systems & Productivity
- S4: Growth Expansion & New Products.

All of these workshop sessions are now [available to watch online.](#)

These workshop sessions have been put together by local digital experts Freedom Works, Always Possible & Creative Bloom in partnership with the County Council, district & borough Councils.

Keep in touch

Email:

getinvolved@experiencewestsussex.com

B2B monthly e news – sign up

<https://www.experiencewestsussex.com/business-emails/>

Follow us on:

- ✓ Twitter @EWSbiz
- ✓ Linked In #Experience West Sussex Partnership (UK)

Consumer channels

- ✓ Facebook
- ✓ Instagram
- ✓ You Tube