

# **“One Town”**

# **Crawley’s Economic Recovery Plan**

# **2022-2037**

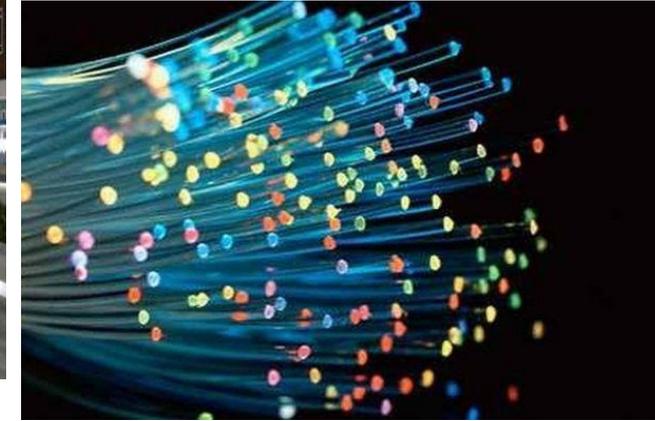
# Rationale

- 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 Towns Fund Programme;



# 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, bustling neighbourhood parades; 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 a sustainable aviation exemplar" ...**

**...new sites to provide for all Crawley's employment growth sectors and help boost jobs for residents**

**..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 Historic High Street Business Forum
- Professional Services Forum
- Leading local Commercial agents
- Crawley & Gatwick 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 27% (2013-2019) to over £6 billion p.a.
- **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:

- Major collapse in Gatwick Airport passenger numbers – nearly 4 million per month (2019) to 850,000 per month (2020)
- Over 7,000 redundancies “on Airport”, nearing 33% of workforce
- Up to 25,800 Crawley residents were “furloughed” - 41% of local workforce- from aviation and other sectors (e.g. hospitality).
- Unemployment claimants in Crawley trebled: 2.4% to over 8%
- Over 1,000 young people unemployed claimants, almost 13%

## And tackle long term structural economic challenges:

- Attract business investment to occupy vacant Manor Royal sites
- Address limited overall available employment land supply
- 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 2021 - 2037

- **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** Crawley needs to renew its town centre economy in the aftermath of the COVID-19 crisis.
- **SKILLS FOR THE FUTURE** Crawley need to overhaul skills training facilities and its programme offer to empower local residents.
- **CONNECTED CRAWLEY** Digital connectivity to drive up jobs recovery and sustainable 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 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 low carbon economy where green technology businesses thrive.

### **OBJECTIVES:**

- Drive growth of green tech and construction businesses & jobs
- Deliver vital carbon emissions reductions 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.
- Drive up innovation in green transportation and clean energy tech.
- Decarbonise Manor Royal via green business infrastructure grants
- 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 21<sup>st</sup> century recovery.
- Design, promote and secure investment to develop a new Cultural Quarter in Crawley,



# 4. Skills for the Future

**AIM:** Improve significantly 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 for residents.
- Enable business from high value growth sectors in Crawley to recruit successfully from local workforce and overcome skills gaps

## **FLAGSHIP INTERVENTIONS:**

- Expand Employ Crawley inter-agency employment support network to help unemployed Crawley residents back into work
- Further upgrade and investment in Crawley's skills and training facilities with a focus on re-skilling and upskilling Crawley's workforce, 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” - a construction skills training “hub” location serving residents and regeneration sites.



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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:** 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 for residents, linking Crawley’s neighbourhoods to its principal job zones
- Maximise digital connectivity to facilitate business / jobs growth



# Crawley Economic Recovery Plan – Glossary of Terms:

- **Advanced Engineering** – The use of innovative technologies to improve engineering products, services and processes
- **Business Innovation** – The process of making a new or improved product, process or service that benefits the business / its partners / its customers.
- **Crawley Growth Programme** - £60m+ investment in infrastructure and the public realm to transform the business and living environment in Crawley Town Centre and Manor Royal Business District.
- **Crawley Towns Fund Programme** – Programme of urban regeneration and infrastructure investment to boost Crawley’s economic recovery and business growth, enabling local residents to unlock new skills and jobs.
- **Cultural Quarter** – An area of Crawley Town Centre synonymous with leisure, entertainment, cultural events and creative expression which contains “anchor” cultural and leisure facilities and infrastructure.
- **Decarbonisation** – The reduction in emissions of carbon dioxide or other greenhouse gases from built infrastructure
- **Eastern Gateway** – Scheme to regenerate the public realm / upgrade active travel infrastructure on the eastern side of Crawley Town Centre
- **Employment and Skills Plan** – Skills training and employment support services to help Crawley residents into work, improve career opportunities create pathways for them to access higher value jobs



# Crawley Economic Recovery Plan – Glossary of Terms:

- **“Green Growth” economy** – An economy which grows whilst preserving and enhancing the natural environment to boost quality of life.
- **Hub** – A location with the significant presence of a particular asset to the economy and / or community well being, characterised by dynamic activity, networking and interaction, which is mutually beneficial.
- **Manor Royal Renaissance** – The physical regeneration and renewal of the Business District to unlock new business investment and identity.
- **Professional Services** – Organisations which provide professional expertise services to other businesses or residents. This is expertise which requires a professional qualification – accountants, lawyers, architects, commercial agents, management consultants, recruitment consultants etc.
- **Social Mobility** – The ability for people to move from one social background to another or to access better paid employment and improved quality vocational careers.
- **Sustainable Growth** – Economic growth which does not create an adverse environmental impact or adverse environmental legacy in future years.
- **Town Centre Regeneration Programme** – The physical regeneration of Crawley Town Centre’s public realm and transport infrastructure.



# Flagship Interventions – Funding / Timescale for Delivery

(Public Funds earmarked from Crawley Growth Programme / Towns Fund etc)

## • Diverse and Resilient Economy:

Manor Royal Renaissance Programme\* - Funds TBC - 2022-2026

Crawley Innovation Centre\* – Funds TBA - 2022-2026

E. Gateway Commercial Quarter design - £0.15m - 2022-2026

## • Green Transformation

Green Construction Skills Hub - Part of £4.5m - 2022-2026

Green Business Infrastructure Grants - £1m - 2022-2026

Green Tech Business Grants - £1m - 2022-2026

Green energy retrofit for homes - £4m - 2022-2026

Extensive EV Charging network - N/A - 2022-2025

## • Town Centre Renewal

Station Gateway scheme -£7.3m - 2023-2026

Eastern Gateway scheme -£8.85m - 2021-2023

Small Business Co-working space -£6m - 2022-2024

Cultural Quarter design - £0.45m - 2022-2026

\*Seeking funding packages to be confirmed / agreed within next six months



# Flagship Interventions – Funding / Timescale for Delivery

- **Skills For the Future:**

Employ Crawley Service and Network	- £0.25m*	- 2021-2023
Invest in Skills for Crawley Programme	- £4.5m	- 2022-2026
Crawley STEM Centre**	- N/A	- 2021-2026
Town Centre Construction Skills Academy***		- 2022-2026

- **Connected Crawley**

Crawley Bus Station regeneration	- £7.3m	- 2023-2026
Bus Rapid Transit Network Investment	- TBA****	- 2022-2026
“Arterial” active travel routes -Phase 1	- £3m	- 2022-2026
Maximise digital connectivity	- £4.7m	- 2022-2024

\* Further revenue funding being sought to expand the service

\*\*Major skills training asset built by Crawley College , thanks to £5m LEP fund

\*\*\*To be paid for out of existing Towns Fund schemes

\*\*\*\* Additional funding to be sought, working closely with West Sussex County Council and Metrobus

