

Innovate East Sussex Sectorial Supplementary

- **Healthcare – specifically in relation to the ageing population:** The evidence for this theme is clear, in that it has both a considerable cost to the public sector and the opportunity for economic growth in a variety of aspects. Among the sub-sectors and niches that may warrant specific attention are in the fields of **telehealth and telecare**, alongside innovative approaches to care, drawing on expertise within the SE LEP and wider research base in life sciences, skills for care expertise and the science of ageing.
- **Land-Management – linked to the Growth Strategy Strategic Objective of Place:** This theme incorporates the potential for innovation to grow and future-proof **the visitor economy** and businesses directly related to the land. The types of niches identified within this theme are the developing specialist, **high added-value food and drink production**, including brewing and viticulture.
- **Digital and media:** In respect of culture this has considerable overlap with the visitor economy, but goes further to incorporate the wider creative economy in particular digital-related innovation. The last of these is also important in ensuring firms are enabled to maximise the opportunities offered through public investment in rolling out Superfast Broadband across the county.
- **Advanced Manufacturing:** Research in East Sussex and nationally identified engineering generally as being a high value-added, high productivity sector with significant growth potential and (in the case of the Advanced Manufacturing) of importance to the macro economy. Advanced Manufacturing has been identified at SE LEP level and in the East Sussex Growth Strategy, so this is the aspect of engineering that should attract more focus.

East Sussex has a relatively good proportion of engineering companies, but it should be noted that the manufacturing sector as a whole is under-represented compared with nationally, and is forecast to contract here over coming years. Intervention in this area should focus on higher value niches likely to provide a good return on investment.

- **Advanced Materials & Electronic Systems:** Related to the engineering and digital sectors, there is a need to identify exactly what support our niche firms, which demonstrate the propensity to grow, require to increase innovation in a field where innovation is often inherent.
- **Low carbon & environmental goods and services:** This reflects the emphasis on the sector nationally, within SE LEP and locally – particularly building on the major investment in the University Technical College and offshore windfarm at Newhaven.
- **Wholesale/Retail/Motor:** This theme actually shows the largest number of pre-gazelles in East Sussex, however, the issue of displacement makes it difficult for some types of public-sector intervention, and there are often regulatory barriers to doing so. There are opportunities for public-sector procurement to find innovative ways of expanding the local supply chain with some of the firms in this theme, which may, in turn, be a way to encourage more innovation among our suppliers. Further investigation would be needed to establish whether there are any niches within this theme where other direct public support would be possible, and whether it would be likely to deliver the desired outcomes.