

An aerial photograph of Brighton and Hove, showing the city's dense urban landscape, the seafront, and the surrounding countryside. The city is built on a slope, with the seafront at the bottom right. The sea is a vibrant turquoise color, and the beach is a wide expanse of golden sand. The city center is filled with a mix of old and new buildings, including a prominent white tower. The surrounding countryside is a patchwork of green fields and small villages.

The city ranks well for digital connectivity. Having a high number of start-ups and having a highly skilled workforce also count in Brighton & Hove's favour, helping it to get to the top of our list.

**Informi**

Awarded Brighton & Hove the 'Number One Place to Start a Small business in 2018'



**Brighton & Hove has a vibrant culture, stunning natural environment and a unique character - a seaside town that has evolved into an exciting city with great lifestyle opportunities and a buzzing night life.**

The city is the second most popular place outside London for people to relocate and is often compared to Berlin and San Francisco due to its vibrant cultural landscape and quality of life. It has the highest proportion of creative SMEs in the country and the most start-ups per capita outside of London.

Brighton & Hove is a great place to live and work. The city is situated next to the South Downs National Park, an area of exceptional natural beauty and part of the Living Coast biosphere, designated as a world heritage site by UNESCO.

A diverse range of businesses thrive in the city. Brighton & Hove is home to international businesses such as Bupa Global and has been the European Headquarters of American

Express for many years. It also has one of the UKs strongest start up economies.

The city is home to some of the best co-working spaces in the country; modern workplaces where digital and creative businesses work alongside each other. New England House in the New England Quarter is the hub of this digital creative fusion, linking small business with big technology.

**Business start-ups and self-employed workers are 5% above the national average, with more freelancers than anywhere else in the UK. This contributes to an open, flexible, and collaborative way of working.**

