

# West Sussex Growers Association

Growing Together 2010

# West Sussex Growers Association

## *Key Facts*

- £200m at wholesale prices
- £500m at retail prices
- 4,500 Full Time Employees
- 7,000 Seasonal Employees
- Largest industry after Tourism
- 175 hectares = 420 acres of glasshouses

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## Strategic Priority 1

*Ensure that planning and land use policies support the sector and identify suitable locations for development*

- ✓ Identify & Develop Horticultural Hubs
  - Suitable Land – Drainage – Level
  - Access – Utilities
- ✓ Identify & Develop Energy Hubs
  - Conventional Energy + Alternative Energy
  - Combined Heat & Power (CHP)
  - Energy Partnerships

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## Strategic Priority 2

*Ensure understanding of the sector within local communities*

- ✓ Promote the Horticultural Industry
- ✓ Engage more with the local community
- ✓ Invite the Press and the Locals in
- ✓ Develop a “wow” website
- ✓ Hold an Annual Conference

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## Strategic Priority 3

*Improve the attractiveness of the sector to young people and potential recruits*

- ✓ Highly technical, knowledge based Industry
- ✓ Cross over with many other industries:  
Engineering, IT, Marketing, Finance, Logistics
- ✓ Strengthen links with Education Business Partnership
- ✓ Strengthen links with University of Chichester and Chichester College