



# Brighton

## Immersion Experience

Building sustainable relationships & addressing the digital skills shortage



We believe **Brighton** is one of the best places to **live** and **work**, not only in the UK but in the **world**! It's a city steeped in **rich history** and boasts a **broad & diverse culture** that creates a unique **atmosphere** and **vibe** that speaks to the hearts of the people who live here and the **millions** of tourists who visit each year.

The entire **UK** is currently facing a **problem** and that's the distinct lack of **specialist skills** in certain industries. Being the 5th Largest Tech Hub in the UK, Brighton suffers from the **Digital Skills** shortage, which means that Brighton **employers** can't hire the **digital talent** they desperately need to grow or expand.

Plenty of **people** would love to move to **Brighton** if they could secure a **career** here and not have to worry about the stress of moving and embedding into the **community**.

**We** deliver a joint **journey** to address this shortage, connecting **great people** to **great companies** by focusing on the shared **culture, experiences & values**.

# Why Brighton?

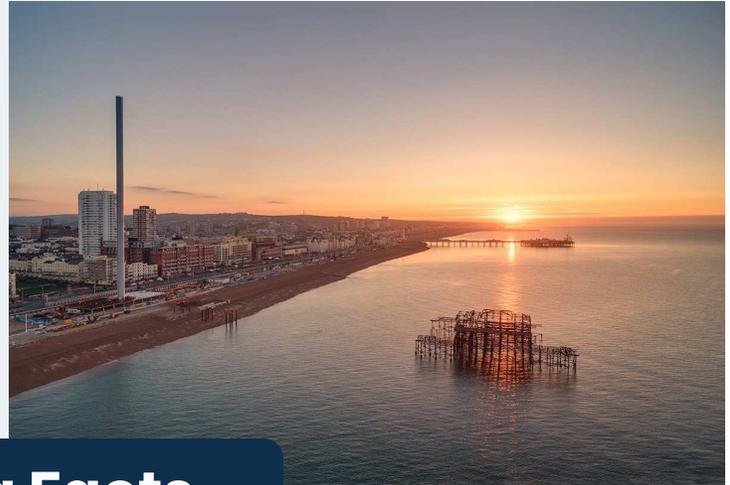
Promoting Brighton for what it is;  
Fantastic to work and even better to call home!

*History. Culture. Diversity.*

*London by the sea!*

## Living in Brighton:

**Brighton** is one of the world's most renowned coastal cities, boasting an impressive collection of nightlife, bars & restaurants along with historical landmarks. The first for many things, Brighton continues to innovate and attract a wide range of people, with as many as 7.5m tourists visiting each year!



## Interesting Facts



Over 40% Declared  
as National Parks



Over 1,400 licensed  
bars & restaurants



Home to two grade  
1 listed buildings



12,000 Digital Jobs



£45,608 Avg Tech Salary



218 Tech Startups

TECH  
NATION  
2017 Survey



93% Quality of Life



5th Largest Tech Hub



92% Digital Growth

# Why Brighton?

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Fantastic to work and even better to call home!

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*London by the sea!*

## Location & Travel:

Brighton is situated on the South Coast, nestled among the South Downs which sees as much as 40% of Brighton being declared as national park. Despite this Brighton has great travel links to London; being only an hour away by train. Providing a bustling city with fantastic natural retreats only a few miles of the city.



## Leisure:

A bustling metropolis needs to offer plenty of things to relax and unwind after a long day and Brighton really excels in a lot of areas; whether it's festivals, sports, being in nature or any of the arts, Brighton really has something to offer everyone. Home to the Brighton Fringe festival and Pride, it really celebrates diversity & culture.

## Living:

On average Brighton is around 67% cheaper to live compared to London for housing. This means any increase in salary from a London wage doesn't actually equate to a better quality of life, especially when you factor in that Brighton is about 37% cheaper for consumer goods, Numbeo 2018



# Immersion Day Client Journey

Shared Culture.  
Shared Journey.  
Shared Outcomes.

## Our People. Your People

We add the personal touch and won't just match your requirement from a CV. Using a holistic approach ensures we match on culture, beliefs & values as well as ability. We immerse ourselves in your world to truly understand the best fit for your business.

## The joint journey begins now

We set up the interested parties with a skype call first, no time or travel wasted.

We then create an Immersion day, both parties meet in Brighton to do activities prepared by our experts with the interests of all at heart, utilising our local experts and partners. Exploring 'the fit' in a unique & succesful way.



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## Identifying the problem

Brighton business suffers from the Digital Skills Shortage. Need people that 'don't exist' in local area. Engages with us and the Brighton Immersion Experience to actively address this.

## We search. We explore. We place

We talk with our UK based network as well as searching for the hidden gems. We actively promote the role to our International Relocator Community, matching people with a holistic approach whilst promoting what you and Brighton has to offer, specifically for them!

## The logistics & paperwork

We handle all the relocation ensuring a smooth move. We ensure the relocater is looked after and embeds within the company and community. Regular contact points with all to ensure collaboration & continued success.

# Immersion Day Candidate Journey

Shared Culture.  
Shared Journey.  
Shared Outcomes.

## What Immerses you?

Once we have your culture, values, beliefs and aspirations we will talk about which company and role we think you're best matched to and how we would help you complete the relocation.

## The joint journey begins now

Immersion Days are perfect opportunities for you to explore Brighton with your potential new employer, our local experts will bridge the gap and show you around the city whilst bringing you along to our community events, helping you meet like-minded people. Exploring where to live, schooling and the wider community all based on your interests.



## Identify Unique Opportunity

Our local experts contact you in regards to a position in Brighton - your skill set is perfect. We want to learn your aspirations and motivations as well as what you are looking for both professionally and personally.

## We explore. We connect. We engage.

We promote and connect you to our employer network. Setting up initial calls and skype chats to help foster and explore the relationship. Once there is a mutual fit we then create an immersion day where you can meet your prospective colleagues and managers



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## The logistics & paperwork

We will ensure you are embedded within the community as well as your new job, creating a stress-free move and a trusting relationship.



# Immersion Day

## Example Journey

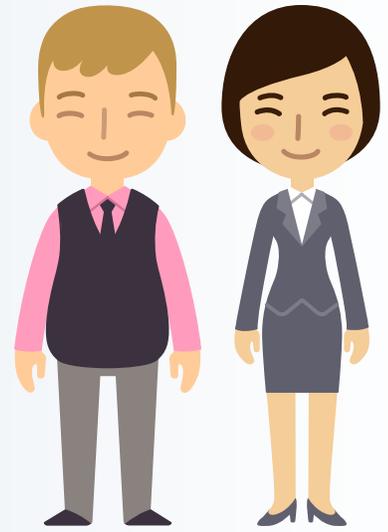
Shared Culture.  
Shared Journey.  
Shared Outcomes.



Our Relocators

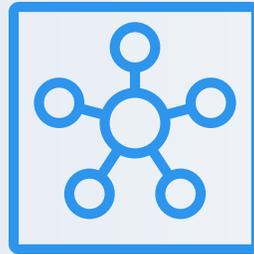


Our local & subject matter experts



Our clients

By matching people based on personality, values, beliefs and culture, as well as their ability to do the work; we're connecting people of the same ilk, leading to much better engagement and a much more positive experience for all involved.



After discovering that this particular pairing had a mutual love of all things sport - from tennis to cricket to football. They set up an immersion day for the Relocator to meet their prospective employer at a neutral environment away from work. In this case, The Amex!



After the initial meeting we then head back to the prospective employers office, to meet the team that the individual will be part of. Team fit is a huge part of the journey and everyone should agree, ensuring a collaborative decision.

