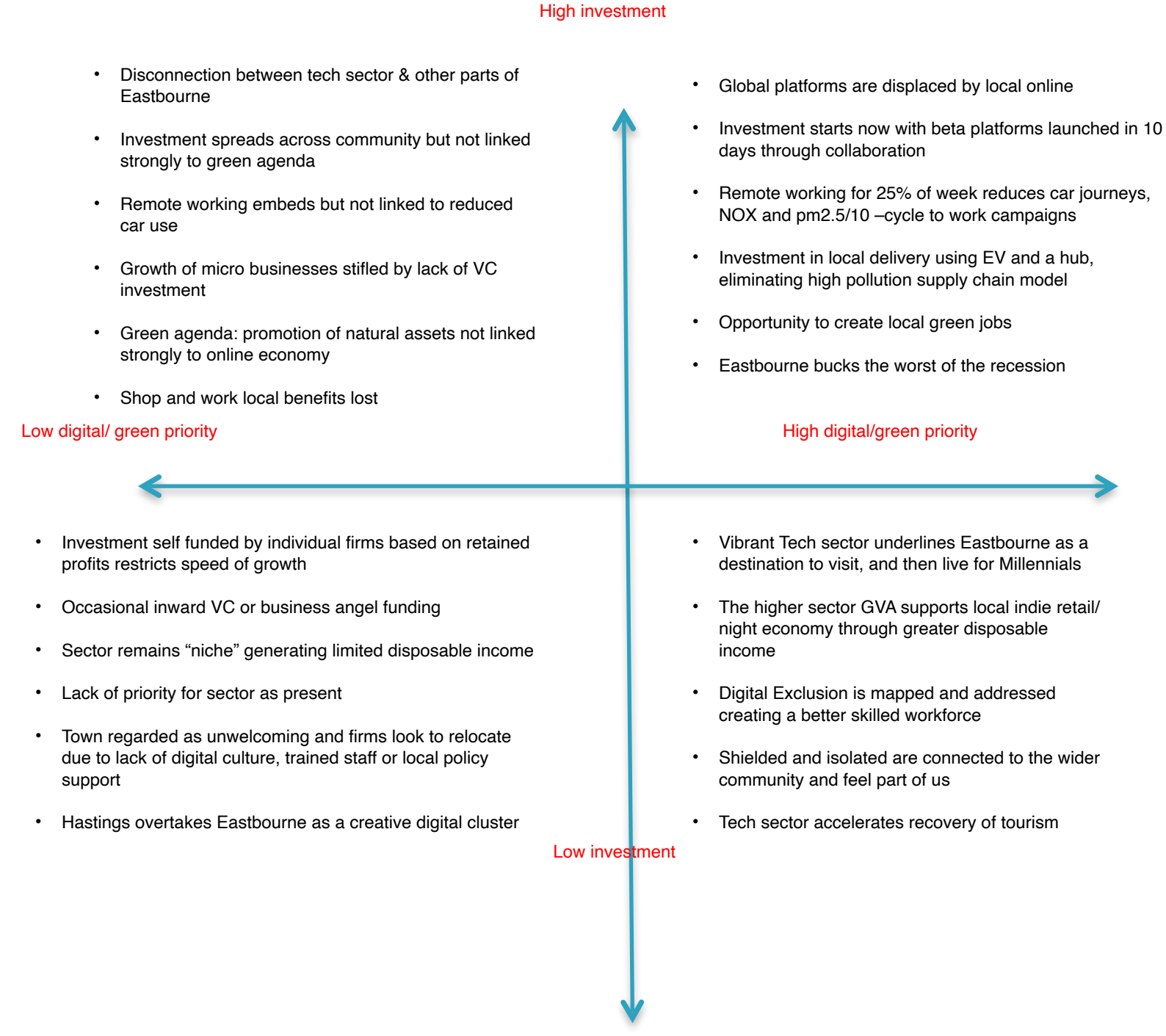


SCENARIOS: Technology / Digital Inclusion



Implications:

1. Global digital platforms dominate accelerating decline in street footfall to retail, reducing profit margins locally (Amazon)
2. Low pay/high pollution supply & distribution chain
3. Reduces high street to “experiences” and “click & collect”
4. Eliminates indie character tourist appeal, reason to visit & dwell
5. Recession (until autumn 2023) drives this further as online shopping on average 13% cheaper
6. Increased automation and use of AI across all sectors (trend)
7. Increase in unemployed retail staff. Re-training required.
8. Shielded and isolated more likely to be digitally excluded
9. Eastbourne fails to support digital core sector growth, remaining a low income economy.
10. Potential to link affordability, green assets to appeal to new digital start ups (GVA x3.3 of tourism/retail, care)
11. Digital inclusion skills and earning uplift (£13k)