

BUILDING MORE THAN PROFIT: WHY COMMUNITY AND CREATIVITY MATTER FOR SUSSEX



VICKY KING is Marketing Service Director at Plus Accounting, having joined the company in 2005. She played a pivotal role in the company's 2012 rebrand, leading the transformation of its online and offline presence. A Brighton born-and-bred CIM-qualified marketer, Vicky has delivered a wide range of successful campaigns that continue to raise the profile of the company. Alongside her marketing expertise, she is a passionate advocate for employee wellbeing, serving as one of the firm's Mental Health First Aiders, and actively promotes Plus Accounting's people and culture strategy as well as its support for local charities.

Vicky has led Plus Accounting's transformation into a B-Corp certified business, upholding highest international standards of sustainability and ethical governance.

Running a business should mean more than focusing on profit. As an accountancy firm rooted in Sussex for over 30 years, our role is not only to support clients with financial strategy, growth, and sustainability, but also to contribute to the cultural and social fabric of the place we call home. That's why we've released our first Impact Report, setting out how our work connects with our team, our clients, and the wider community.

Supporting grassroots initiatives, championing creativity, and helping local projects thrive is part of our who we are. We know that when businesses invest in their community, they help create a city and region filled with opportunity, whether that's in schools, cultural venues, or local neighbourhoods.

For us, it's about interconnection. Businesses grow best when the communities around them are thriving, and communities thrive when businesses contribute time, skills, and resources back into the places they're based. The ripple effect is powerful: more positivity, more collaboration, and more opportunities for people of all demographics to feel part of something. If Plus Accounting can play even a small role in that cycle, we consider that success.

One sector we're particularly proud to support is the video games industry.

A field that might not seem the most obvious fit for an accountancy firm, but one that embodies Brighton's creativity and global reach.

From independent studios designing innovative new titles to the ecosystem of voiceover artists, illustrators, storytellers, and developers that bring games to life, Brighton & Hove has become a hub for digital creativity. Nationally, the UK games industry is growing rapidly, contributing billions to the economy and cementing British games as a cultural export.

“Devolution presents a real chance to strengthen Brighton and Sussex as a world class games industry centre”

Our role has been to help these studios and creatives unlock tax reliefs, investment incentives, and financial planning that sustain growth and keep jobs local. The opportunity is clear: if studios can continue to access support, they can employ more local people, build world-class games from Sussex, and showcase the region on a global stage.

Devolution presents a real chance to strengthen this story. With more local control over funding, skills, and infrastructure, Sussex can:

- Invest in creative skills pipelines - ensuring schools, colleges, and universities are aligned with what studios need.
- Champion innovation hubs - spaces that connect gaming with film, TV, and immersive technology.
- Support local employment - by ensuring tax reliefs and funding are understood and accessible to studios of all sizes.
- Promote Sussex globally - positioning Brighton & Hove not just as a place for tourism and culture, but as a serious destination for creative tech.

If the creative industries are given the right support through devolution, they can play a central role in driving regional growth, while also building a community that celebrates imagination, storytelling, and collaboration.

It is vital for accountants like Plus to be connectors, supporters, and advocates for the businesses and communities that make Sussex unique. Whether it's through grassroots community initiatives or helping to secure the future of innovative sectors like gaming, our mission is the same: to build a region where businesses, culture, and communities grow together.