

# district profile



## Area profile

**Where:** South East England

**Location:** Mid Hampshire

### Key features:

- quality of life
- Whitehill/Bordon Opportunity
- A3 tunnel at Hindhead
- Horndean Village Centre Renewal
- choice of commercial development sites

### Key sectors:

- diversified rural economy
- advanced manufacturing
- tourism
- quality town centres
- business services
- creative industry



## Location

East Hampshire lies at the heart of South East England. Conveniently located between the London and the South Coast, the district offers an excellent location with easy access to national and international markets. The district's internationally recognised natural and historic heritage is home to a vibrant modern economy with a strong tradition of innovation and an active entrepreneurial business community.

## The district and people

East Hampshire is largely rural with 3 towns (Alton, Petersfield and Whitehill & Bordon and 39 Parishes. The area has a total land mass of 514 sq km and a population of 111,700 (Nomis, 2008) with over 5,500 businesses employing more than for 45,000 people. (Source: National Statistics Online – [www.statistics.gov.uk](http://www.statistics.gov.uk)).

The population of East Hampshire is expected to 125,907 by 2026 (Long-term projections of Hampshire's demographic future, Hampshire County Council, 2008).

## Environment

East Hampshire is unrivalled for its high quality of life and renowned for its beautiful countryside and heath lands. The district successfully combines a rich natural heritage with prosperous market towns and villages and thus offering a unique blend to residents, businesses and visitors alike.

## Business environment

East Hampshire is an excellent location for business development and presents a good choice for the future of business. The district thrives on its reputation as a quality location in which to do business, work and live. The high quality environment and the range of local services are particularly important reasons why companies have located, expanded and remained in East Hampshire.



# local economy

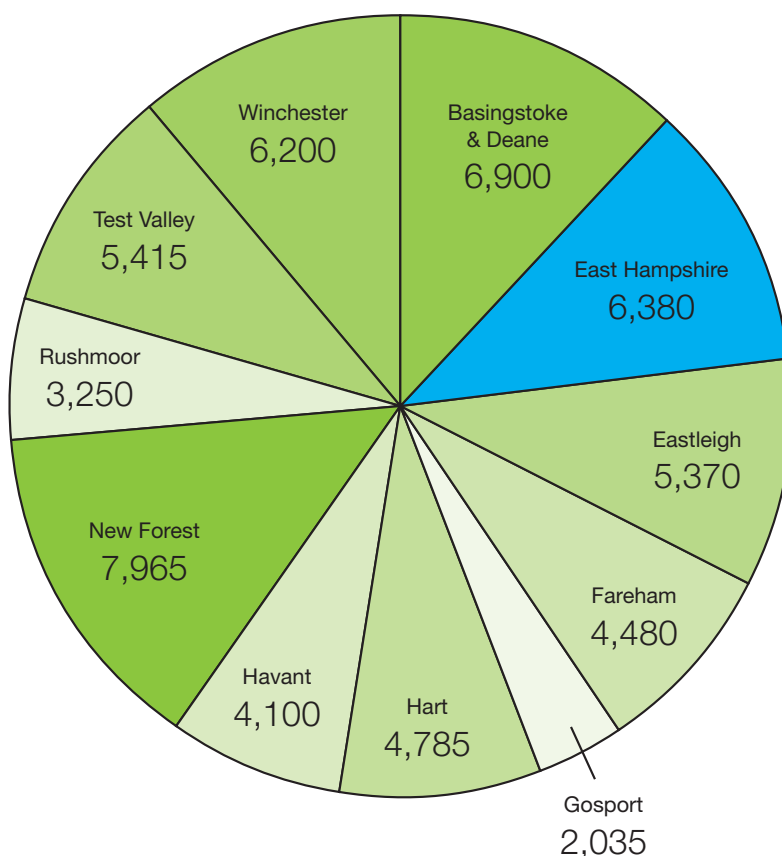
East Hampshire possesses a vibrant modern economy with a strong tradition of innovation and an active entrepreneurial business community. The district has a reasonably strong economy marked by sustained growth and low unemployment.

The economic buoyancy of the area is reflected in the density and variety of business activity ranging from the agricultural base through to information technology and business services. Economic activity is particularly strong in advanced manufacturing, business services, tourism and leisure industries. The economic activity is concentrated in the towns of Alton, Petersfield and Whitehill and the larger villages of Horndean, Liphook, Liss and Four Marks. In the countryside, agriculture remains an important sector of the local economy. More recently, the district has seen particularly strong growth in the small and medium sized business sector with considerable growth in self-employment and new business start-ups.

## Business support

The area offers a range of business services and entrepreneurial networks. These are particularly important reasons why many small and medium sized businesses have located, expanded and remain in East Hampshire.

## Total number of businesses (2008)



Source data: Business Demography Report - UK Business: Activity, Size & Location 2009 published by Office for National Statistics.

## Employment distribution by economic sector

Selected Sectors	2001*	2021**
Engineering & Manufacturing	11.64%	7.79%
Construction	6.68%	5.38%
Distribution, Hotels and Restaurants	21.98%	25.60%
Transport and Communications	3.45%	3.71%
Banking, Finance and Insurance, etc	21.34%	25.79%
Public Administration, Education & Health	21.34%	22.45%
Other Services	6.68%	7.05%

\*Annual Business Inquiry (ABI)

\*\*Source: Whitehill/Bordon Opportunity baseline (forecast)

# inward investment

Conveniently located between London and the South Coast, East Hampshire offers an excellent location with easy access to national and international markets. East Hampshire is an excellent location for business development and presents a good choice for future business.

The District possesses a vibrant modern economy with a strong tradition of innovation and an active entrepreneurial business community. The economic buoyancy of the area is reflected in the density and variety of business activity ranging from the agricultural base through to information technology and business services.

Key sectors are: agriculture, tourism, advanced manufacturing, finance, business services, education and health.

East Hampshire is largely rural with economic activity mainly concentrated in the towns of Alton, Petersfield and Whitehill and the larger villages of Horndean, Liphook, Liss and Four Marks.

The area comprises over 6,000 businesses, employment for over 30,000 people and a population of 111,000.

The district successfully combines a rich natural heritage with prosperous market towns and villages and thus offering a unique blend to residents, businesses and visitors alike. The district thrives on its reputation as a quality location in which to do business, work and live. The high quality environment and the range of local services are particularly important reasons why companies have located, expanded and remained in East Hampshire.

Proposals to create a greener town in Whitehill & Bordon, the opening of the A3 Hindhead Tunnel by mid 2011, the creation of the South Downs National Park and the potential for regeneration in towns and villages, all present opportunities for investment.

Want to find out more about doing business or investing in East Hampshire?

Then please contact our dedicated business development team on 01730 234165 or email: [business@easthants.gov.uk](mailto:business@easthants.gov.uk) web: [www.easthants.gov.uk/business](http://www.easthants.gov.uk/business)



# living and working

## Quality of life

East Hampshire is unrivalled for its high quality of life and renowned for its beautiful countryside and heathlands. It successfully combines a rich natural heritage with prosperous market towns and villages. It offers a unique blend to residents, businesses and visitors alike.

## Tourism

The visitor industry produces £130million turnover, and attracts 3.5 million visitors every year. Recent research has shown that there is capacity to develop hotel and visitor locations across the towns, villages and countryside of the district.

Visitor attractions include:

- ▶ Jane Austen's House at Chawton
- ▶ Gilbert White's House in Selborne
- ▶ The Allen Gallery in Alton
- ▶ The Curtis Museum in Alton
- ▶ The Bedales Gallery in Steep
- ▶ The Flora Twort Gallery in Petersfield

Specialist attractions include Grayshott Pottery and the Watercress Line steam railway.

## Education

East Hampshire has an excellent range of schools and educational facilities including independent and grant maintained schools and colleges.

In addition there are three universities, in Guildford, Portsmouth and Southampton, within close proximity to East Hampshire.

East Hampshire has a good reputation of obtaining GCSE results above the national average.

51 state schools (43 primary, 6 secondary and 2 special needs) are located within East Hampshire looking after the educational and training needs of over 15,000 pupils.

## Broadband

Broadband is key for economic competitiveness. East Hampshire has complete access to broadband technology, making a major contribution to the economic success of the district with benefits for local businesses.

This infrastructure is supported by the e-Hampshire initiative.



## Travel times from East Hampshire (average)

Distance to	By road	By rail
Birmingham	3 hours	4 hours via London
Manchester	4 hours	4.5 hours via London
Southampton	40 minutes	80 minutes
Portsmouth	30 minutes	25 minutes
London	90 minutes	55 minutes to Waterloo Station
Paris	5 hours via Euro tunnel	4 hours via Waterloo/Euro tunnel

East Hampshire enjoys excellent links to the national motorways, rail networks and the international gateways of Heathrow and Gatwick airports. Southampton International Airport, one of the fastest growing regional air facilities in the country, operates daily flights to European and major UK business destinations. The Portsmouth ferry service provides continuous links with France and Spain.