



**A Hampshire and Isle of Wight
Sustainable Business Partnership Report**

**Business Types in Hampshire
and the Isle of Wight**

June 2005

Executive Summary

One of the current barriers to effective engagement with the Hampshire and Isle of Wight business community is the lack of information regarding the exact make up of the business sector. Research into the business demographics has been undertaken by a variety of bodies, however there is very little collective information for the whole area. This report is the result of work undertaken to collate existing research into business types; it is not the results of a new detailed survey of businesses in Hampshire and the Isle of Wight.

This aim of the research was to identify the various business sectors in Hampshire, Portsmouth, Southampton and Isle of Wight with the view to understanding the types and sizes of business in the area, enabling a targeted and therefore more effective business engagement programme to be developed and implemented.

The results of this work highlight the need to focus business engagement activities on the primary audience. With 70% of the 74,119 businesses in Hampshire, Portsmouth, Southampton and the Isle of Wight having 10 or less employees, there is a need to make sure efforts focus not only on engaging with them but also with the companies that these businesses are the supply chain for. There are only 511 businesses in the area with over 250 employees. The best methods of engaging with these businesses need to be identified, as they have the potential to create change amongst the other 99% of businesses in Hampshire through their supply chain and leadership.

The top business sectors in Hampshire, Portsmouth, Southampton and the Isle of Wight are retail and construction with both sectors having an even spread across the area. Combined manufacturing is the third highest sector with most manufacturing focusing around the manufacture of furniture and fabricated metals. Tourism and agriculture are also two important sectors, which reflects the geography of the area specially the location of the New Forest.

This report gives the Hampshire and Isle of Wight Sustainable Business Partnership information to ensure that programmes of work target the business audiences. It will be valuable to all partners looking to engage their local business community.

Hampshire and Isle of Wight Sustainable Business Partnership

The Hampshire and Isle of Wight Sustainable Business Partnership (formerly called the Business Environment Forum) provides a co-ordinated promotion of sustainable development to businesses in Hampshire and the Isle of Wight. It enables and facilitates partner organisations to engage business and encourage the adoption of best practice.

The Sustainable Business Partnership vision is 'to be a recognised and effective mechanism for the promotion of sustainable development to business in Hampshire and the Isle of Wight' and has two aims which reflect the two main areas of the Sustainable Business Partnership work:

- To promote, maintain and develop the Sustainable Business Partnership network and facilitate sustainable business development
- To encourage sustainable business practices through a programme of business engagement

Acknowledgements

This report is based on the research findings and a report submitted to the Hampshire and Isle of Wight Sustainable Business Partnership by Helen White, March 2005. The project was funded by the Natural Resources Branch at Hampshire County Council.



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Part 1 - Research: Data Collection and Analysis

The aim of the research project was to assess in detail the make-up of businesses within Hampshire and the Isle of Wight using information relating to location, Standard Industry Code (SIC), employee numbers and, where possible, annual turnover. Results for each sector were compared over the area along with a detailed breakdown of sectors for each authority area in Hampshire, Portsmouth, Southampton and the Isle of Wight.

The research was conducted in three stages:

1. Collation of existing information on the business make-up of Hampshire and Isle of Wight
2. Development of a database of all the information
3. Undertake analysis of the business data and draw conclusions

Data Collation

Business information was collected from various Hampshire and Isle of Wight Sustainable Business Partnership members. Thank you to all organisations who provided information, including those organisations who supplied information that the researcher was unable to process before the project deadline.

Databases received and collated:

- Business Link Wessex (54,500 records)
- East Hampshire District Council (2,300 records)
- FAME Listing (2,600 records)
- Gosport Borough Council (1,700 records)
- Hampshire County Council (8,800 records)
- Havant Borough Council (45 records - complete)
- Hampshire & Isle of Wight Sustainable Business Partnership (2,200 records)
- Institute of Directors (1,500 records)
- Portsmouth City Council (4,700 records)
- Portsmouth & South East Hampshire Chamber of Commerce (800 records)
- South Hampshire Enterprise Agencies (1,700 records)
- Winchester City Council (3,500 records)

Total records received = 84,345 (including duplicates)

The research results provided good coverage of most of Hampshire and the Isle of Wight although there is more data available for southern Hampshire than northern Hampshire. However, the largest cities of the county are in the south of the area, namely Southampton and Portsmouth.

All data that was received was heavily protected by the Data Protection Act meaning that it could be used for research but not for directly contacting the businesses. This enabled the members of the Sustainable Business Partnership providing data to give names and addresses of businesses without breaching their own data protection. This was a key element of the success of the project.

Development of a Database

Business information was collated within a single Microsoft Access[®] database and duplicate records were merged or deleted. The data for each record varied depending on the ability of a source to release information and the accuracy of data completion. Business names and location were provided as a minimum to enable duplication to be limited. This allowed for more confidence in the results.

Other information received included SIC code, main business activity, number of employees and annual turnover. Each business has been sorted into a district, and where not already present, a SIC code has been added.

The database is the property of Hampshire and Isle of Wight Sustainable Business Partnership, however all the individual data still remains the property of the donating organisation. Therefore it cannot be used to contact any of the businesses; however it does provide useful information about the business make up of Hampshire and can be queried at any time to provide generic information in relation to a particular area or business type.

Data Analysis

Analysis of the business data was undertaken and conclusions drawn based around the following categories:

Geographical Information

Total number of businesses in each authority area of Hampshire, Portsmouth, Southampton and the Isle of Wight.

Business Types

Total number of businesses in each sector, broken down by SIC code categories and then broken down for each authority area.

Business Size

Total number of businesses broken down by size for all of Hampshire, Portsmouth, Southampton and the Isle of Wight and then broken down for each authority area.

This data analysis forms the basis of this report.

This report and the results of the research are based on the data collected; this data is not exclusive and therefore we cannot guarantee that the conclusions drawn are accurate. However, by collating this information into one database, the Hampshire and Isle of Wight Sustainable Business Partnership now have a greater understanding of the combined business make up of Hampshire and the Isle of Wight.

Disclaimer

The researcher cannot guarantee that all duplicates have been removed from the database due to the number of records involved and inaccurate entries at the data source. SIC codes have been applied to all records where possible, but the researcher cannot guarantee the accuracy of those codes in their entirety. Please note that the data used in this report is protected by the Data Protection Act and cannot be used to contact any of the businesses mentioned.

Part 2 - Results: Hampshire & Isle of Wight

Business Numbers

The total number of businesses in Hampshire and the Isle of Wight is **74,119**. There are greater numbers of businesses around the two major cities of Portsmouth and Southampton, however there is a fair distribution of business across all areas relative to their size.

The total number of businesses in authority area of Hampshire and the Isle of Wight are:

Basingstoke & Deane	4,883	Isle of Wight	6,169
East Hampshire	5,437	New Forest	4,825
Eastleigh	3,042	Portsmouth	9,904
Fareham	3,734	Rushmoor	3,379
Gosport	3,176	Southampton	12,078
Hart	2,787	Test Valley	4,139
Havant	4,638	Winchester	5,928

The total number of businesses in Hampshire, without Portsmouth, Southampton and the Isle of Wight is 45,968, with the highest percentage of businesses being in Winchester, East Hampshire and Basingstoke.

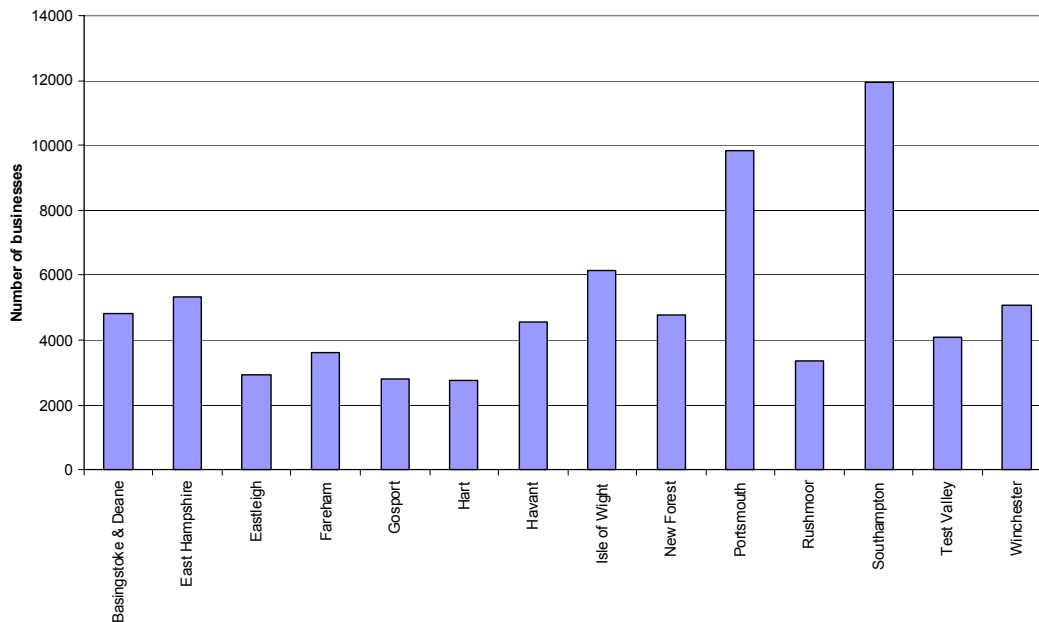


Figure 1: The total number of businesses obtained for each authority area in Hampshire, Portsmouth, Southampton and Isle of Wight

Business Size

An assessment of business sizes for the whole of the Hampshire and Isle of Wight area shows that the trend is as expected with the highest number of businesses being micro-sized with 10 employees or less.

The make-up of businesses in Hampshire and the Isle of Wight is in accordance with the UK business size trends with 99.2% being in the Small to Medium-sized Enterprise (SME) category.

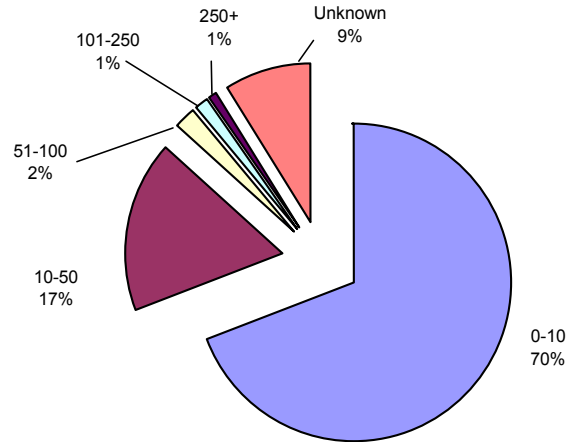


Figure 2: Business sizes across Hampshire, Portsmouth, Southampton and the Isle of Wight

Business Type	Employees	Number
Micro Businesses	0-10	49,924
Small Businesses	10-100	14,234
Medium Businesses	100-250	942
Large Businesses	250+	511

Business Type

The types of businesses in Hampshire can be categorised into 35 sectors. The following diagram shows the top ten types of businesses found in Hampshire and the Isle of Wight.

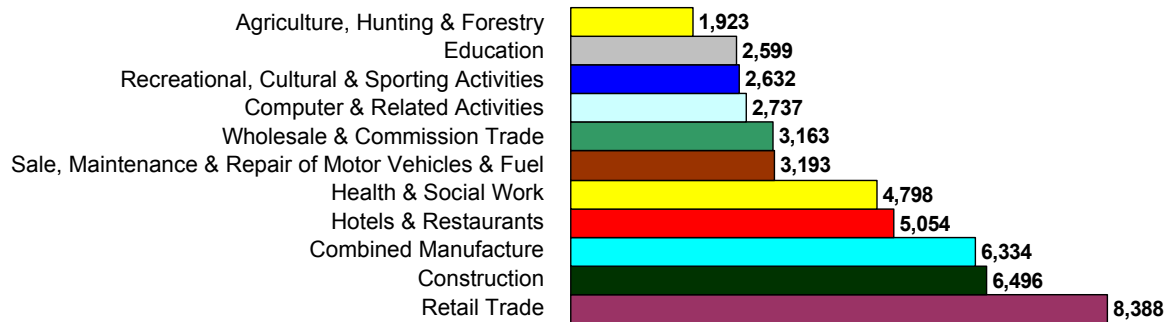


Figure 3: Top business sectors in Hampshire, Portsmouth, Southampton and the Isle of Wight

The top three industries are retail, construction and combined manufacturing; this trend is similar across all of the authority areas, although it does vary in scale.

The Recreational, Cultural & Sporting Activities and Hotel & Restaurants sectors are likely to be linked in to the tourism aspect of Hampshire and the Isle of Wight as both rely on each other for business. This may also account for the highest levels of retail businesses. The location of these businesses also supports this theory as the highest concentration of retail, recreation and hotel/restaurants are in Southampton, Portsmouth and Isle of Wight. Each of these districts relies on tourism and leisure for a proportion of its trade.

The businesses in Computer and Related Activities found within Hampshire and the Isle of Wight are mainly in the north of the county along the M3 corridor, although there are also high numbers in Portsmouth and Southampton. These types of businesses include those involved in computer consultancy, data storage and processing as well as those who repair and maintain computer equipment.

The high levels of agricultural businesses reflect the rural make-up of Hampshire, these businesses are located in the more rural areas including East Hampshire, Isle of Wight, New Forest, Test Valley and Winchester.

The levels of businesses or organisations involved in the Education, Health and Social Work sectors reflect the high numbers of people living in Hampshire, Portsmouth, Southampton and the Isle of Wight.

The manufacturing sector has been combined as it was felt that collectively this sector was quite important in the area. The manufacturing sector is broken down as follows:

Description	Number
Manufacture of furniture: manufacture not elsewhere classified	1316
Manufacture of fabricated metal products	1002
Manufacture of other transport equipment	573
Manufacture of machinery & equipment not elsewhere classified	529
Manufacture of rubber & plastic products	327
Manufacture of wood & products	303
Manufacture of electrical machinery & apparatus	302
Manufacture of food products, beverages & tobacco	282
Manufacture of medical, precision & optical instruments	275
Manufacture of other non-metallic mineral products	269
Manufacture of textiles	260
Manufacture of radio, tv & communication equipment	216
Manufacture of chemicals & chemical products	209
Manufacture of clothing	137
Manufacture of basic metals	112
Manufacture of office machinery & computers	87
Manufacture of motor vehicles, trailers & semi-trailers	75
Manufacture of pulp, paper & paper products	53
Manufacture of coke, refined petroleum products & nuclear fuel	7
Total Manufacturing	6334

The most common areas are manufacturing of furniture and fabricated metals with most of the other manufacturing sectors being evenly spread. It is interesting to note that despite the high levels of motor vehicle retail trade very few motor vehicles are manufactured in Hampshire, Portsmouth, Southampton or the Isle of Wight.

The total number of businesses in each SIC code for Hampshire and Isle of Wight are set out in the table below.

SIC Code	Description	Total
52	Retail trade (except of motor vehicles & motorcycles; repair of personal & household goods)	8,388
45	Construction	6,496
	Combined Manufacture (SIC - 15,17,18,20,21,23,24,25,26,27,28,29,30,31,32,33,34,35,36)	6,334
55	Hotels & restaurants	5,054
85	Health & social work	4,798
50	Sale, maintenance & repair of motor vehicles & motorcycles: Retail sale of automotive fuel	3,193
51	Wholesale trade & commission trade, except motor vehicles & motorcycles	3,163
72	Computer & related activities	2,737
80	Education	2,632
92	Recreational, cultural & sporting activities	2,599
1	Agriculture, hunting & forestry	1,923
70	Real estate activities	1,746
22	Publishing, printing & reproduction of recorded media	1,300
60	Land transport: Transport via pipelines	1,236
91	Activities of membership organisations not elsewhere classified	1,058
65	Financial intermediation: Except insurance & pension funding	987
64	Post & telecommunications	972
75	Public administration & defence: Compulsory social security	949
71	Renting of machinery & equipment with operator & of personal & household goods	894
63	Supporting & auxiliary transport activities: Activities of travel agencies	721
66	Insurance & pension funding, except compulsory social security	379
61	Water transport	262
67	Activities auxiliary to financial intermediation	239
90	Sewage & refuse disposal; Sanitation & similar activities	187
73	Research & development	184
95	Activities of households as employers of domestic staff	115
37	Recycling	97
62	Air transport	51
40	Electricity, gas, steam & hot water supply	38
41	Collection, purification & distribution of water	36
14	Other mining & quarrying	24
19	Tanning & dressing of leather, manufacture of handbags, saddlery, harnesses & footwear	20
11	Extraction of crude petroleum & natural gas	20
99	Extra-territorial organisations & bodies	10
74	Other business activities	10,315
93	Other service activities	2,951
	Unknown (non-SIC Classified)	2,011
	Total businesses classified	74,119

Part 3 - Results: Business Sector Analysis

Sector trends become clear from the cross district view of individual sectors, a sample of these can be seen in figures 4 to 12.

Manufacturing – The chart below shows the combined manufacturing figures for Hampshire, Portsmouth, Southampton and the Isle of Wight. Combined manufacturing is of greatest density within Southampton and Portsmouth as would be expected for the larger cities in the area.

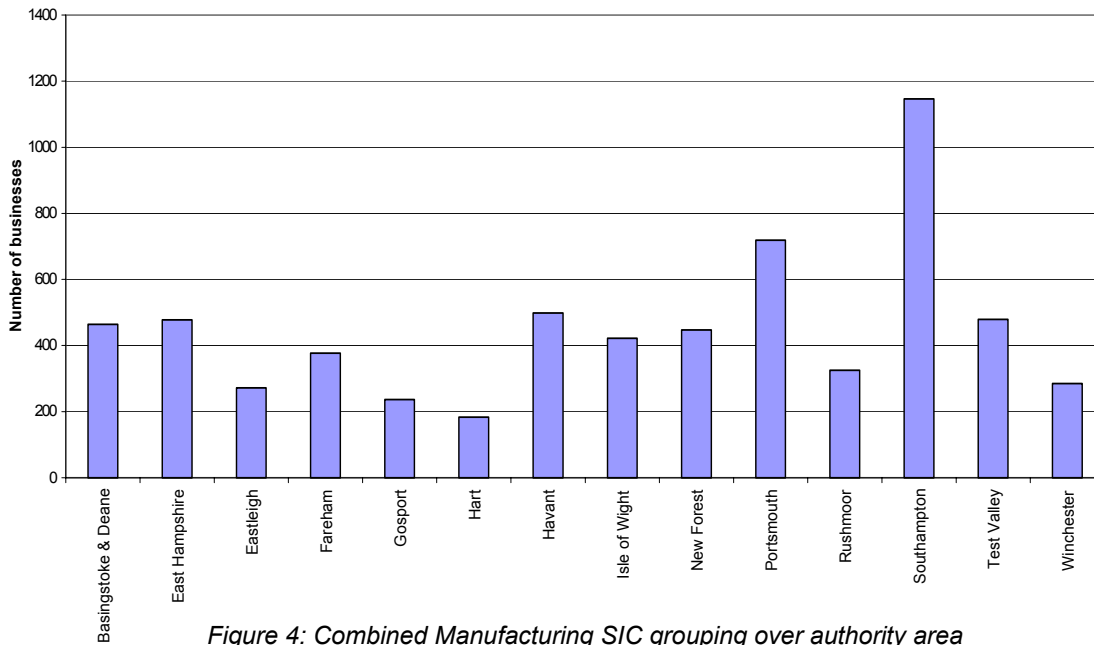


Figure 4: Combined Manufacturing SIC grouping over authority area

Agriculture - The split of agricultural businesses across the more rural areas of Hampshire and Isle of Wight gives credence to the rural economy aspect of economic development within the region (Figure 5)

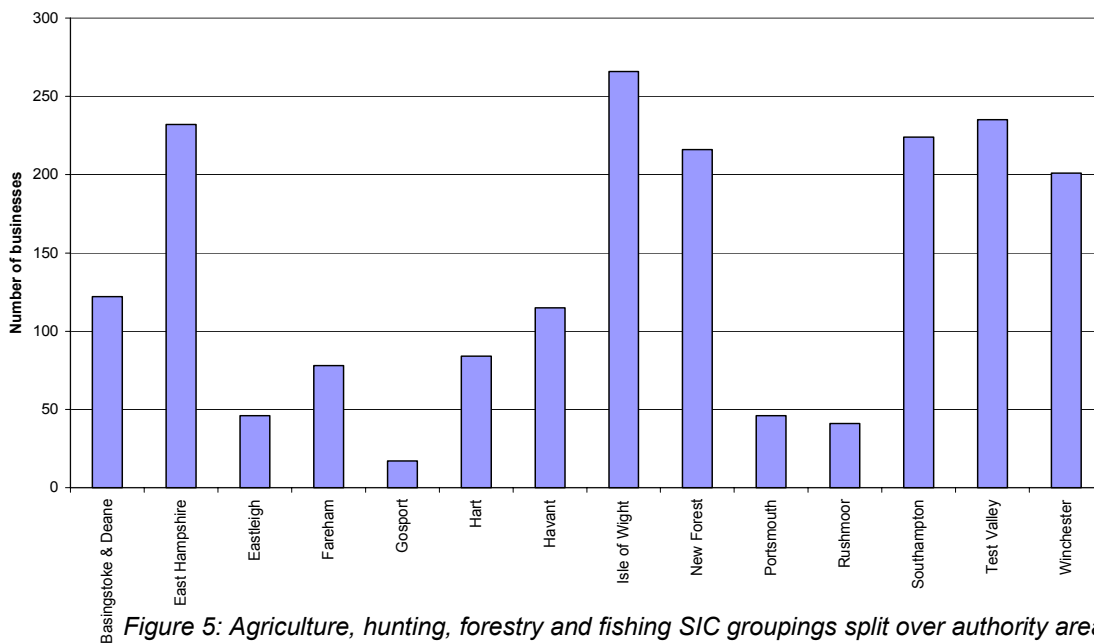


Figure 5: Agriculture, hunting, forestry and fishing SIC groupings split over authority area

Retail – the retail trade is the most dominant sector in Hampshire, it contains all kinds of retail sales including food, household goods and clothes. A more detailed analysis of this sector may be required if its dominance is to be understood (Figure 6)

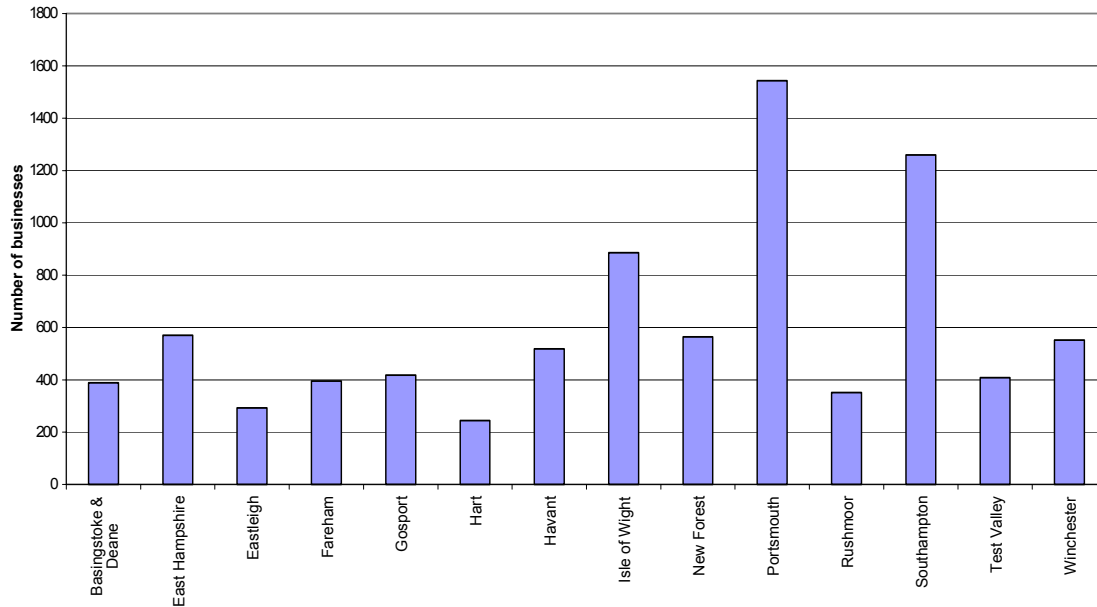


Figure 6: Retail Trade (except of motor vehicles & motorcycles) and Repair of Personal & Household Goods by authority area

Wholesale Trade - Wholesale Trade appears to be more dense in areas that are very well connected for transport such as Portsmouth, Southampton and Basingstoke (Figure 7)

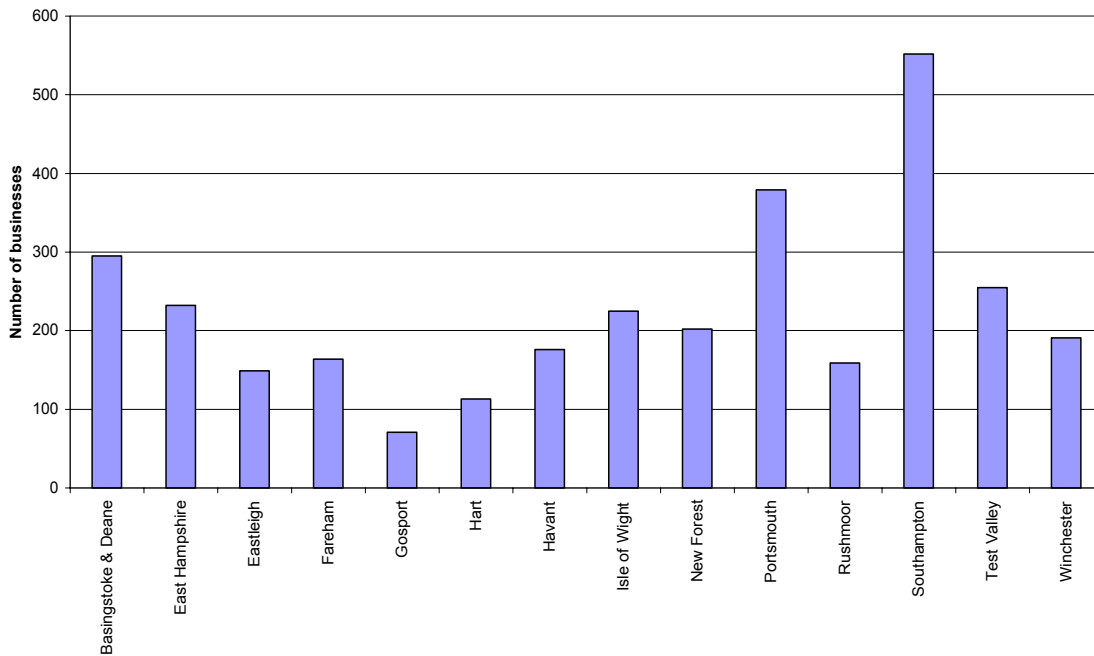


Figure 7: Wholesale and Commission Trade SIC grouping over authority area

Computers and Related Activities – The chart below shows the spread of businesses in the computer and related industries sector. It seems to be a predominant sector for those districts along with the M3 corridor - Hart, Basingstoke & Deane and Rushmoor (Figure 8)

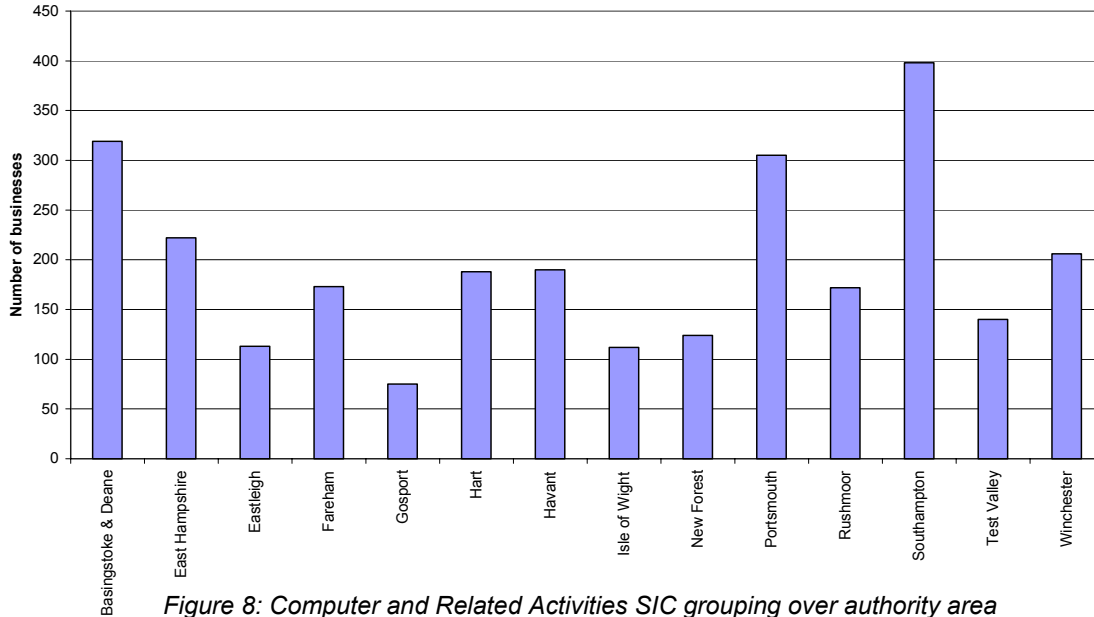


Figure 8: Computer and Related Activities SIC grouping over authority area

There are large numbers of businesses in the 'other service' and 'other business' categories. Combined, these categories are the most common business type due to its miscellaneous nature. This category includes solicitors, business & management consultants, engineers, architects, recruitment agencies, industrial cleaning services and many other varied business types; making it a catch-all for those businesses that do not fit anywhere else. There are also a number of businesses where the exact SIC codes could not be obtained, these are categorised as 'unknown'. See Figure 9.

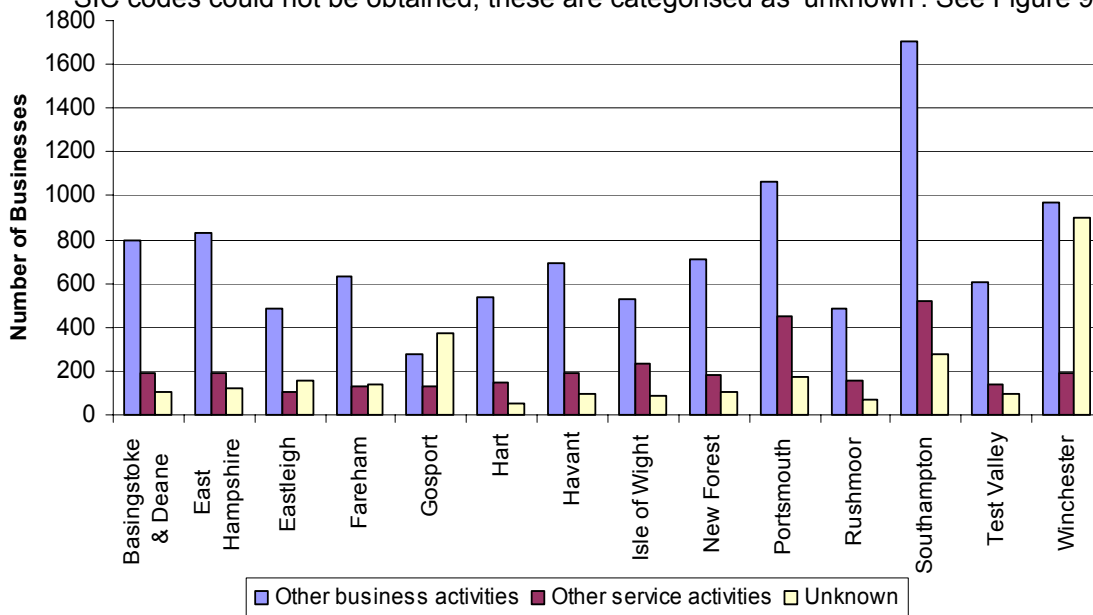


Figure 9: Other and unknown business and service activities broken down over authority area

Sector Specific Information: Tourism

When the Hotels and Restaurants and Recreation, Culture and Sport sectors are combined they make the Tourism sector the second highest sector in Hampshire Portsmouth, Southampton and Isle of Wight with 7,653 businesses.

The chart below compares the hotel and restaurant sector with the recreation, culture and sport sector, it highlights the links between the two with higher densities of recreation and leisure activities coinciding with higher densities of hotels and restaurants. The chart also shows high numbers of tourism related businesses in Southampton, Portsmouth and Isle of Wight, which are all areas reliant on tourism and travel for a good proportion of their economic make-up (Figure 10)

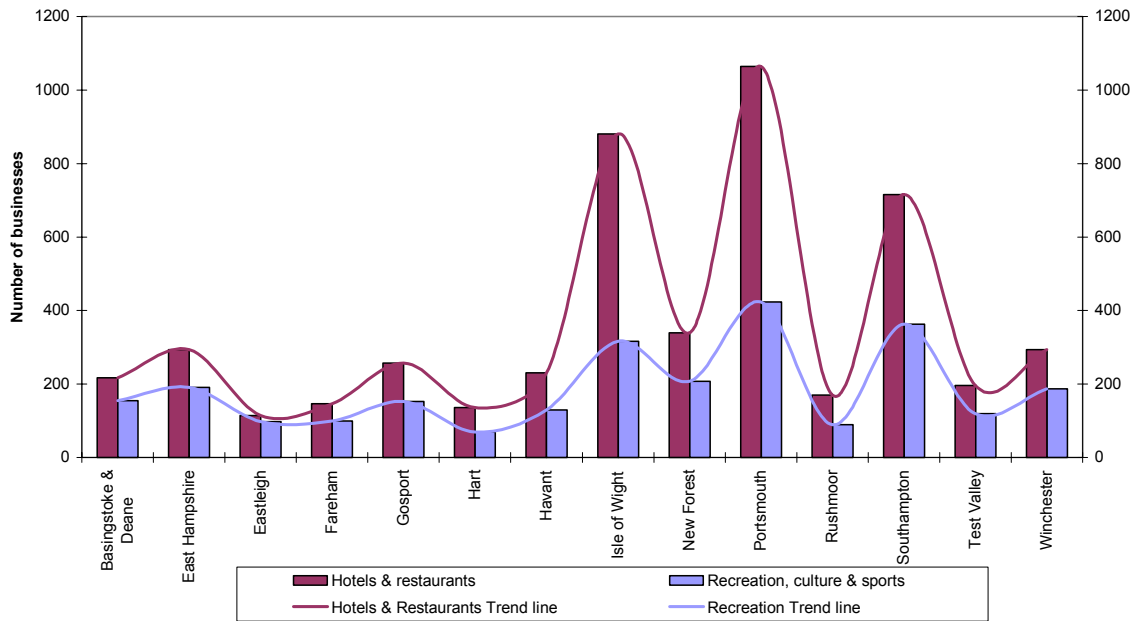


Figure 10: Comparison of Hotels/Restaurants and Recreation over authority area

Figure 11 breaks the recreation, culture and sport sector into sub-sections. It highlights how diverse the sector is and that whilst the recreational and cultural activities identified may relate to the tourism sector the hotel and restaurant sector may provide a more accurate relation.

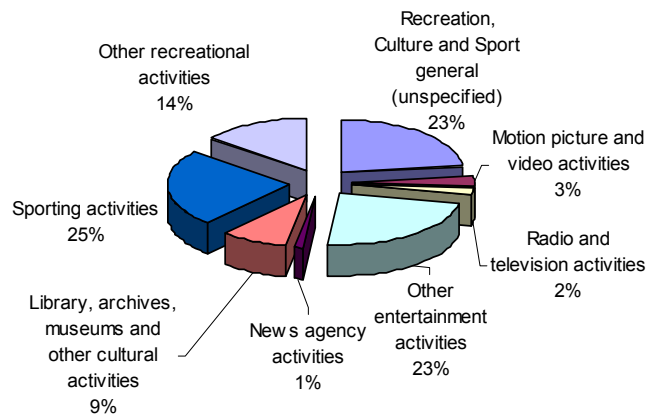


Figure 11: Breakdown of the recreation, culture and sport sector

Sector Specific Information: Transport

Transport is a major issue for any region and the number of businesses involved in transport related issues combined is 2,197. Whilst not amongst the top five business types in Hampshire it is still prevalent and should be considered as an important sector, especially in relation to the level of carbon emissions and environmental pollution associated with this sector. The chart below (Figure 12) shows the number of business involved in transport related industries broken down by authority area.

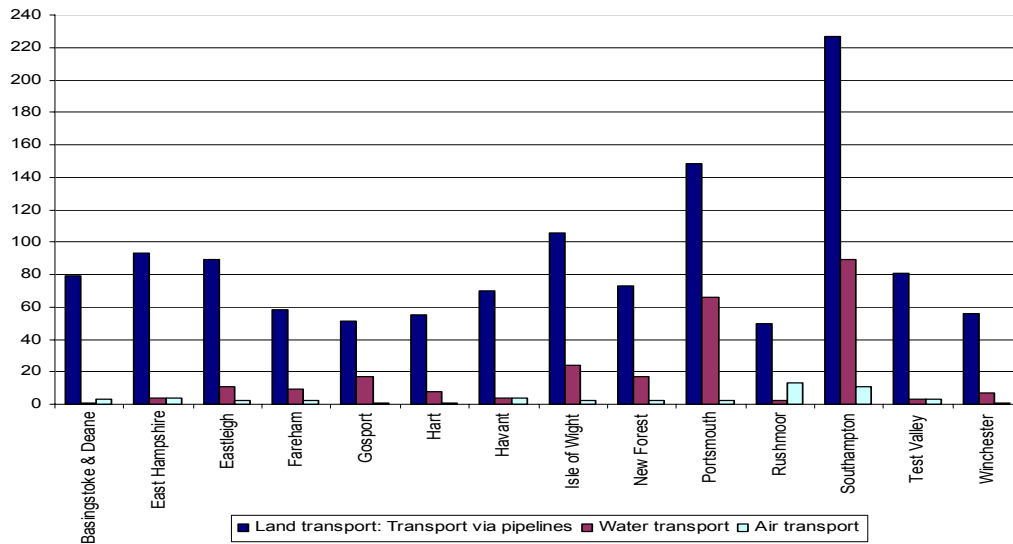


Figure 12: Number of business involved in transport related industries broken down by authority area

The high numbers of businesses in water transport in Portsmouth and Southampton, compared to other regions, relates to the operation of ferry traffic to both the Isle of Wight and the continent. Air transport is notable for the district of Rushmoor and Southampton as both contain airports, although the number of businesses is relatively small (see chart on page 10).

Land Transport is the highest category in this sector, this includes the use of trains, buses and motor vehicles for commercial and passenger transport. The chart below (Figure 13) shows the breakdown of the land transport SIC Code.

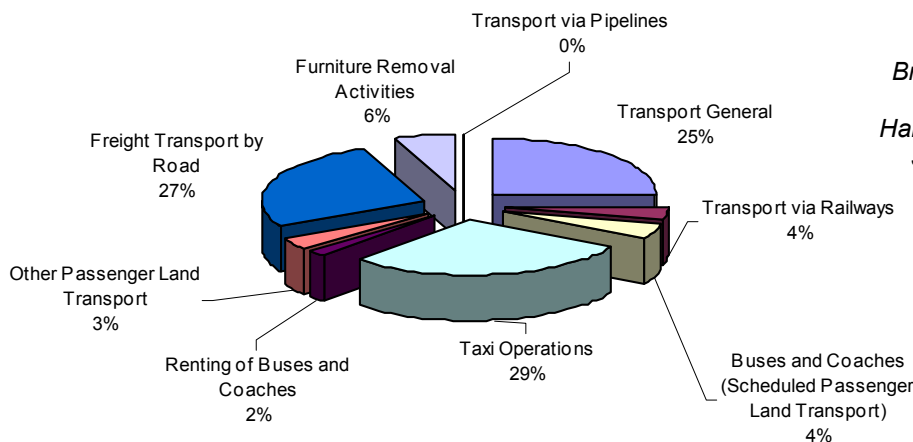


Figure 13: Breakdown of the Land Transport sector in Hampshire, Portsmouth, Southampton and the Isle of Wight

Whilst there are only 1,238 businesses in this sector it is interesting to note that, when combined 68% of the land transport businesses are motor vehicle based, with rail and bus and coach businesses at only 4% each.

The numbers of businesses involved in the manufacture of transport equipment (Figure 14) is relatively low compared to the numbers of businesses involved in the sale maintenance and repair of motor vehicles (Figure 15). The manufacture of other transport equipment is more prevalent in the area; however this still equates to 573 in Hampshire, Portsmouth, Southampton and the Isle of Wight.

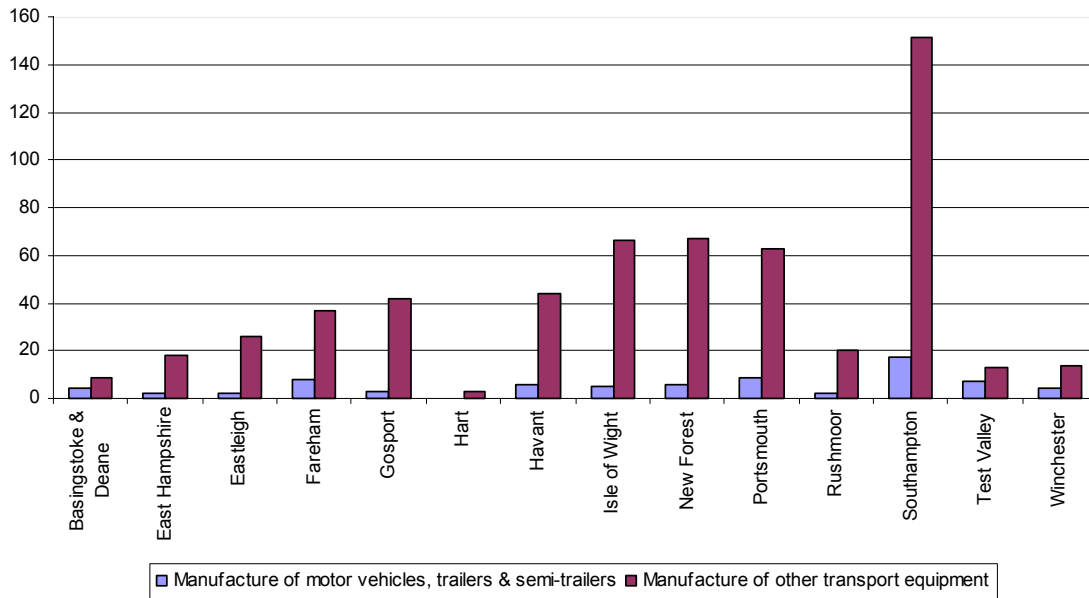


Figure 14: Manufacture of Transport Equipment broken down by authority area

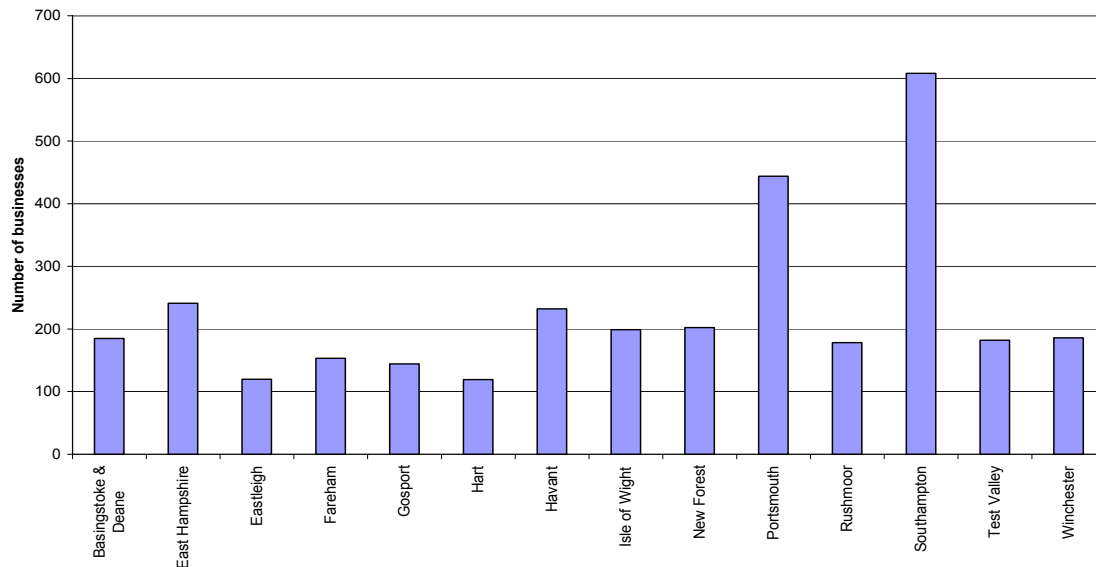


Figure 15: Sale, Maintenance and Repair of Motor Vehicle's SIC grouping over authority area

Sector Specific Information: Construction

Construction is the second biggest sector in Hampshire with 6,496 businesses in related industries. The construction sector can be split into six areas which are shown in Figure 16. The most dominant area is the 'Building of Complete Constructions or parts thereof; Civil Engineering' which contains 2,226 companies.

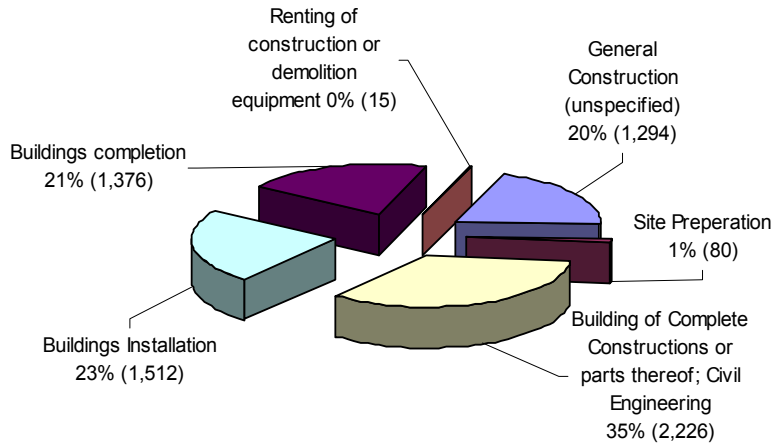


Figure 16:
 Breakdown of the
 Construction Sector

Four of the areas within the construction sector can be broken down into further sub-sections and further analysis can be done on how many specific businesses there are in a certain area. The sub sections are:

Section	Sub Code	Sub Section
45.1 - Site Preparation	45.11	Demolition
	45.12	Test drilling and boring
45.2 - Building of Complete Constructions or parts thereof; Civil Engineering	45.21	General construction of buildings and civil engineering works
	45.21/1	Construction of commercial buildings
	45.21/2	Construction of domestic buildings
	45.21/3	Construction of civil engineering construction
	45.22	Erection of roof coverings and frames
	45.23	Construction of motorways, roads, railways, airfields and sports facilities
	45.24	Construction of water projects
45.3 - Buildings Installation	45.25	Other construction work involving special trades
	45.31	Installation of electrical wiring and fittings
	45.32	Insulation work activities
	45.33	Plumbing
45.4 - Buildings completion	45.34	Other building installation
	45.41	Plastering
	45.42	Joinery installation
	45.43	Floor or wall covering
	45.44	Painting and glazing
	45.45	Other building completion

The General Construction (unspecified) area cannot be broken down as this is an amalgamation of construction companies where no specific SIC Code information was available.

Comparing the construction and wholesale trade sectors brings together the potential for a relationship between the sectors as the trend lines follow a very similar path throughout the districts (Figure 17)

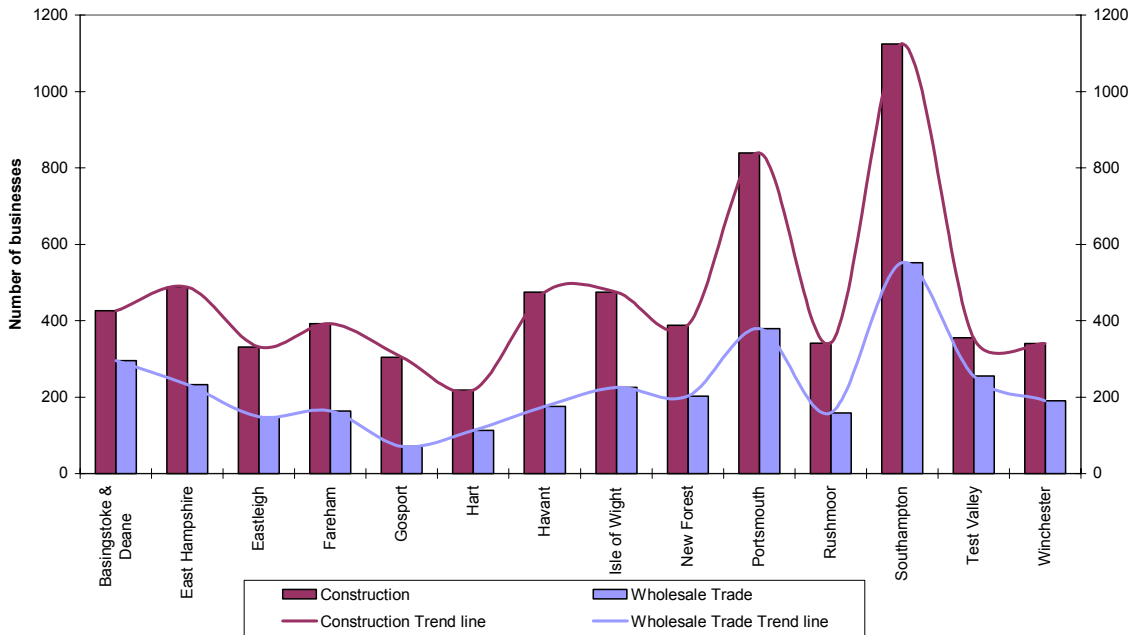


Figure 17: Comparison of Construction and Wholesale Trade over authority area

When broken down by authority area it is clear that each area has its own construction sector with no area particularly dominant in a particular field (Figure 18). However a more detailed analysis of each area would be required to confirm this.

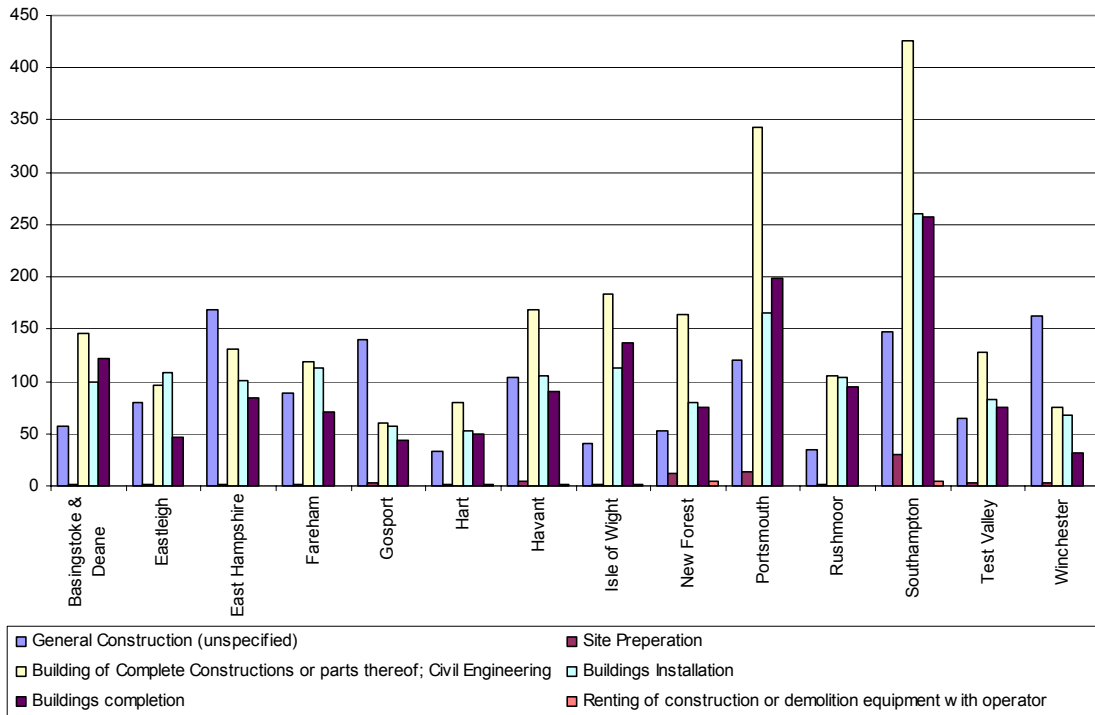


Figure 18: Breakdown of the construction sector by authority area

Some of the trends noticeable from these comparisons are:

- Basingstoke & Deane has a high density of manufacturing businesses, but also hosts a number of construction and retail businesses perhaps indicating that the area is quite industrialised or at least contains a number of business/industrial centres (Figure 21)
- East Hampshire displays a good spread of businesses across the different sectors but retail, construction and manufacturing are notably highest (Figure 23)
- Eastleigh is the only district where construction is the highest density business type although retail and manufacturing are close behind (Figure 25)
- There is a large skew towards manufacture, construction and retail for the Fareham district with twice as many businesses in those three sectors as in any other individual sector (Figure 27)
- Gosport is primarily retail businesses and is noticeably lacking in the agriculture sector as the district covers a largely urban area (Figure 29)
- Hart district has a high density of computer related activities perhaps due to its proximity to the M3 corridor of businesses (Figure 31)
- Havant district is dominated by three main sectors of retail, construction and manufacturing (Figure 33)
- On the Isle of Wight the hotel and restaurant sector and the retail sector are far in excess of any other sector with over 400 more businesses in each of these sectors than in any other sector (Figure 35)
- The New Forest district includes many urban areas such as Ringwood and Totton, so although the agriculture and recreation sectors are larger than some other districts there is still a predominance of manufacturing, construction and retail (Figure 37)
- Portsmouth is dominated by the retail sector with 500 more businesses in this sector than the next highest of hotels and restaurants (Figure 39)
- Rushmoor has a reasonable spread of most business types but an understandably low agricultural sector due to its location and size (Figure 41)
- Southampton district has a high density of retail, manufacturing and construction businesses, it also has a good coverage of many other sectors due perhaps to the size of area that it covers (Figure 43)
- Test Valley has a large manufacturing sector and there is a notable density of agricultural businesses in this predominantly rural district (Figure 45)
- Winchester has a higher density of public administration and defence businesses than other districts, possibly due to the presence of Hampshire County Council as the main administrative body in the district (Figure 47)

Basingstoke & Deane

Total Number of
 Businesses: 4,883

11% of the total number of
 businesses in Hampshire.

7% of the total number of
 businesses in Hampshire,
 Portsmouth, Southampton
 and the Isle of Wight.

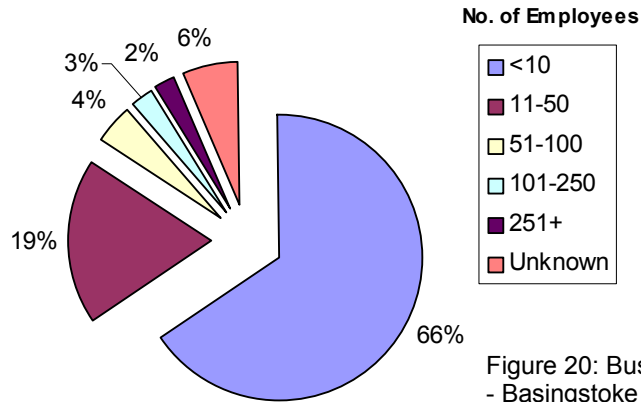


Figure 20: Business Size - Basingstoke & Deane

Summary

Manufacturing is the highest sector in the area; this is mainly furniture manufacturing, which is reflective of county figures. There are also relatively high numbers of chemical manufacturers and manufactures of radio, TV and communications products.

Whilst low compared to other sectors in Basingstoke and Deane, publishing, printing and reproduction is high relative to the rest of the county.

Computer related activities are the highest in Hampshire, excluding Portsmouth and Southampton; this is reflective of other areas in north east Hampshire, especially along the M3 corridor.

The number of businesses categorised as 'other business' or 'other service activities': 984. The number of businesses in an unknown sector is: 105.

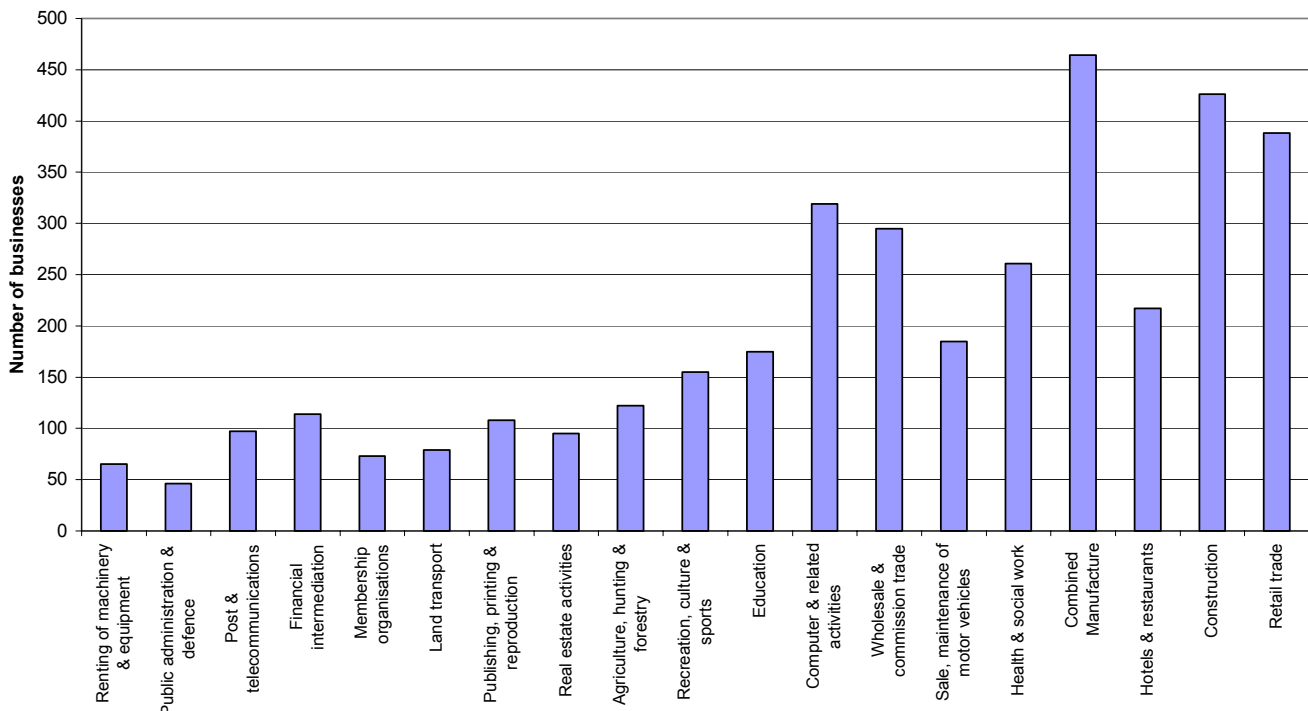


Figure 21: Business Groupings – Basingstoke and Deane

East Hampshire

Total Number of
 Businesses: 5,437

12% of the total number of
 businesses in Hampshire.

7% of the total number of
 businesses in Hampshire,
 Portsmouth, Southampton
 and the Isle of Wight

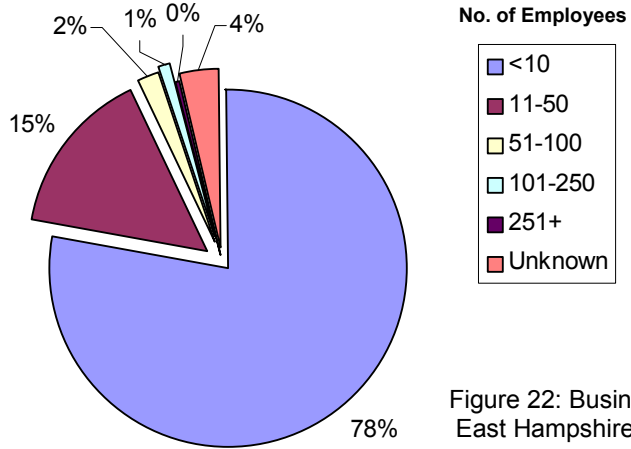


Figure 22: Business Size
 East Hampshire

Summary

There is a good spread of business types in East Hampshire, this may reflect the large area covered. Computer related activities are high compared to the region but reflective of other areas in north east Hampshire, especially along the M3 corridor.

East Hampshire has the highest concentration of construction related industries in Hampshire, excluding Portsmouth and Southampton.

The number of publishing, printing and reproduction related industries is the second highest in the Hampshire. The high numbers of agricultural based businesses in East Hampshire are reflective of the rural setting.

The number of businesses categorised as 'other business' or 'other service activities': 1129. The number of businesses in an unknown sector is:121.

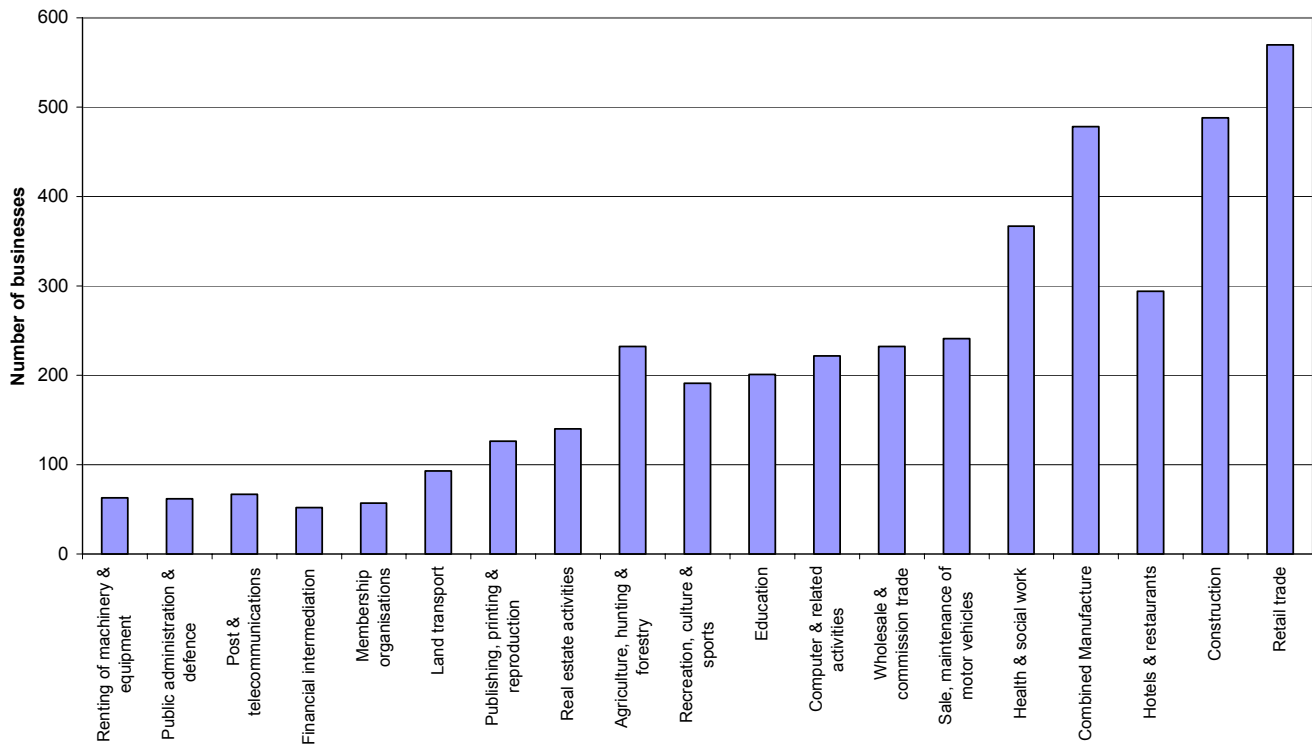


Figure 23: Business Groupings – East Hampshire

Eastleigh

Total Number of
 Businesses: 3,042

7% of the total number of
 businesses in Hampshire.

4% of the total number of
 businesses in Hampshire,
 Portsmouth, Southampton
 and the Isle of Wight

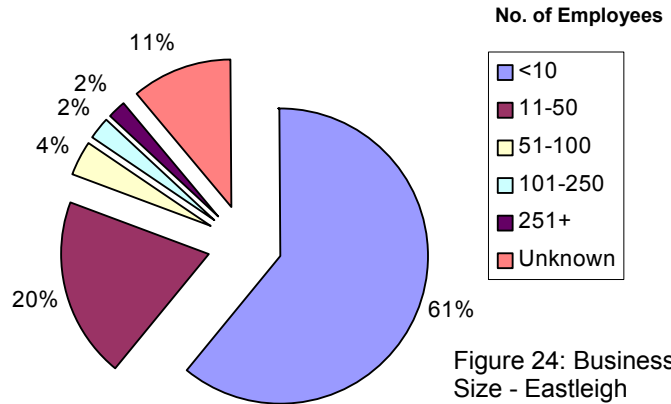


Figure 24: Business Size - Eastleigh

Summary

Reasonably high levels of construction and combined manufacturing industries, reflective of the county figures.

The retail sector in Eastleigh is the lowest in Hampshire, although still high compared to other sectors in the area. Low levels of agricultural based businesses due to highly urbanised area. Relatively low levels of hotels, restaurants, tourism and leisure based activities, this is reflective of the highly urban nature of the area.

The land transport sector is reasonably high in Eastleigh; this may reflect its links to London by rail and road.

The number of businesses categorised as 'other business' or 'other service activities': 590. The number of businesses in an unknown sector is: 154.

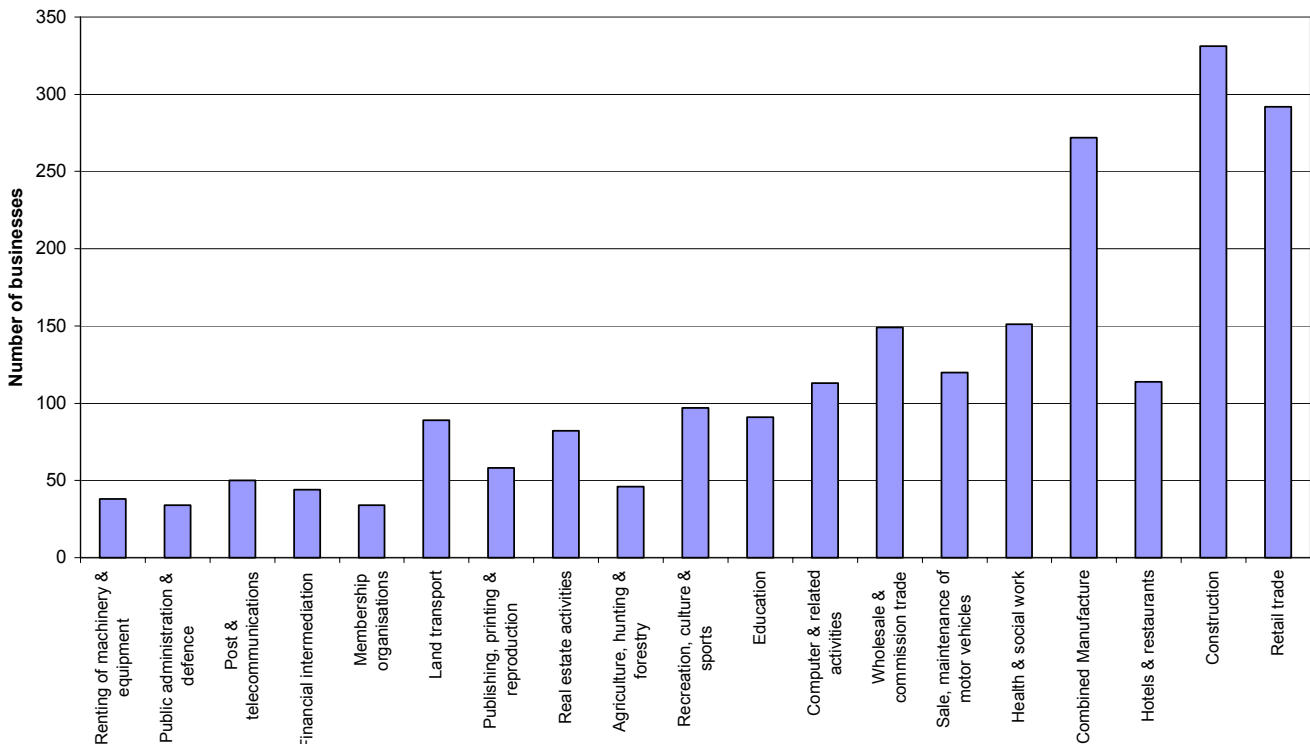


Figure 25: Business Groupings - Eastleigh

Fareham

Total Number of
 Businesses: 3,734

8% of the total number of
 businesses in Hampshire.

5% of the total number of
 businesses in Hampshire,
 Portsmouth, Southampton
 and the Isle of Wight.

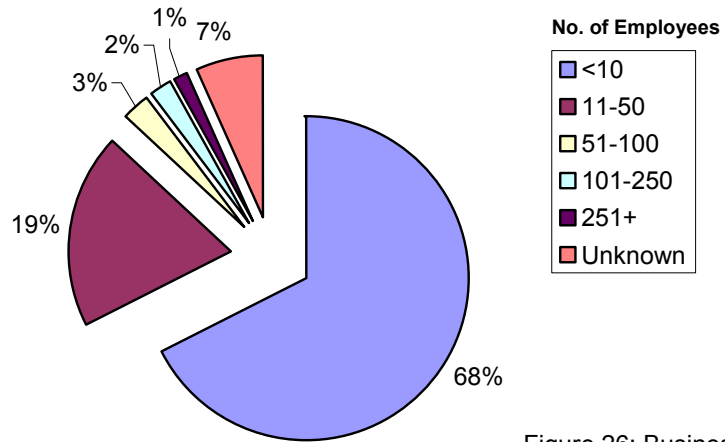


Figure 26: Business Size - Fareham

Summary

There is a reasonable spread of businesses in Fareham with high levels in construction and retail sectors, reflecting county figures.

Manufacturing is a dominant sector in Fareham. This is fairly evenly spread across all manufacturing sectors but with high numbers of manufacturers of fabricated metal products and furniture.

Computer related business activities are reasonably high in Fareham.

The number of businesses categorised as 'other business' or 'other service activities': 767. The number of businesses in an unknown sector is: 137.

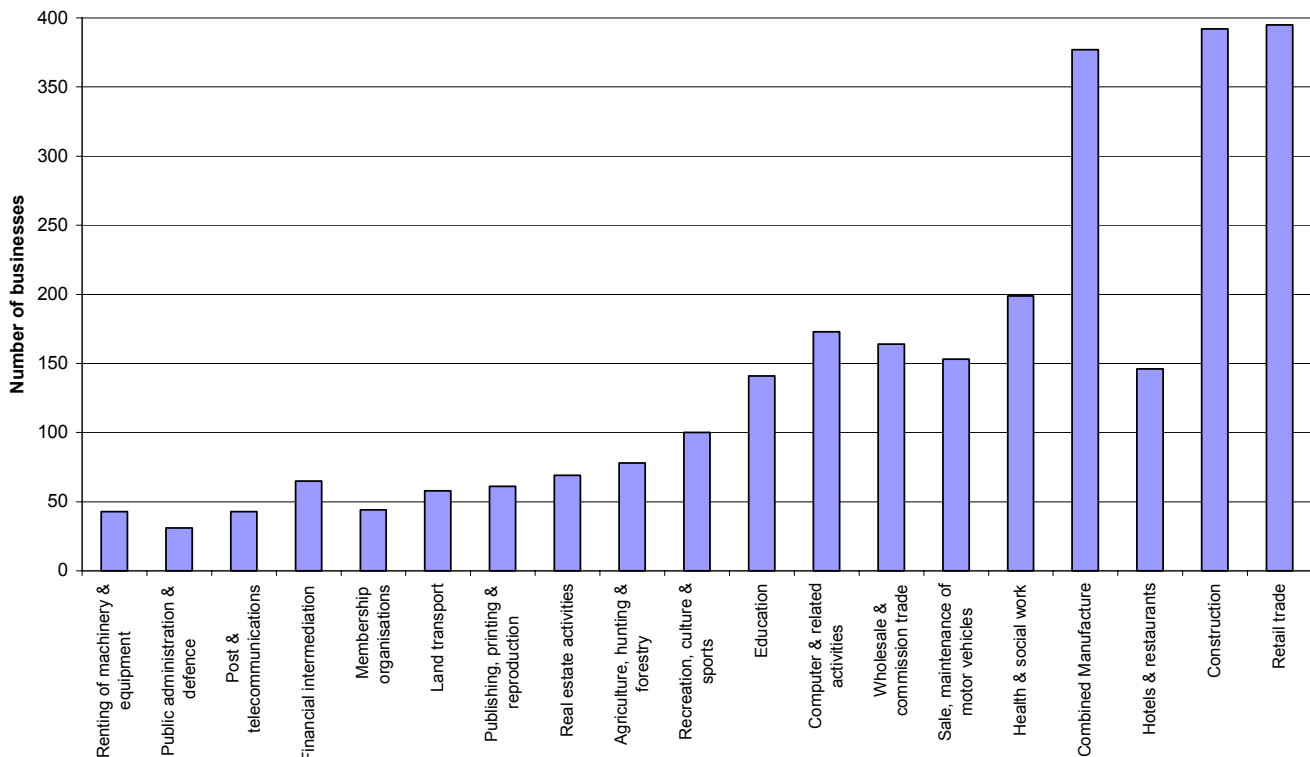


Figure 27: Business Groupings – Fareham

Gosport

Total Number of
Businesses: 3,176

7% of the total number of
businesses in Hampshire.

4% of the total number of
businesses in Hampshire,
Portsmouth, Southampton
and the Isle of Wight.

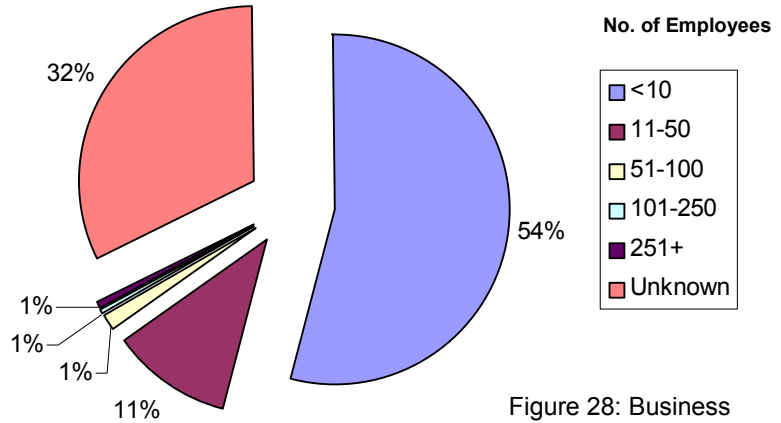


Figure 28: Business Size - Gosport

Summary

Gosport district covers a fairly small area compared to other parts of Hampshire and is mainly urban, this reflects the low number of agricultural based businesses compared to other areas of Hampshire. The retail is the dominant sector in Gosport.

The recreation, culture and sport sector is high compared to other sectors in Gosport. However compared to other areas there is a disparity between the number of hotels and restaurants and the number of recreation, culture and sports based businesses. This may reflect the provision of services for the local community rather than the tourism sector.

The number of businesses categorised as 'other business' or 'other service activities': 404. The number of businesses in an unknown sector is: 372.

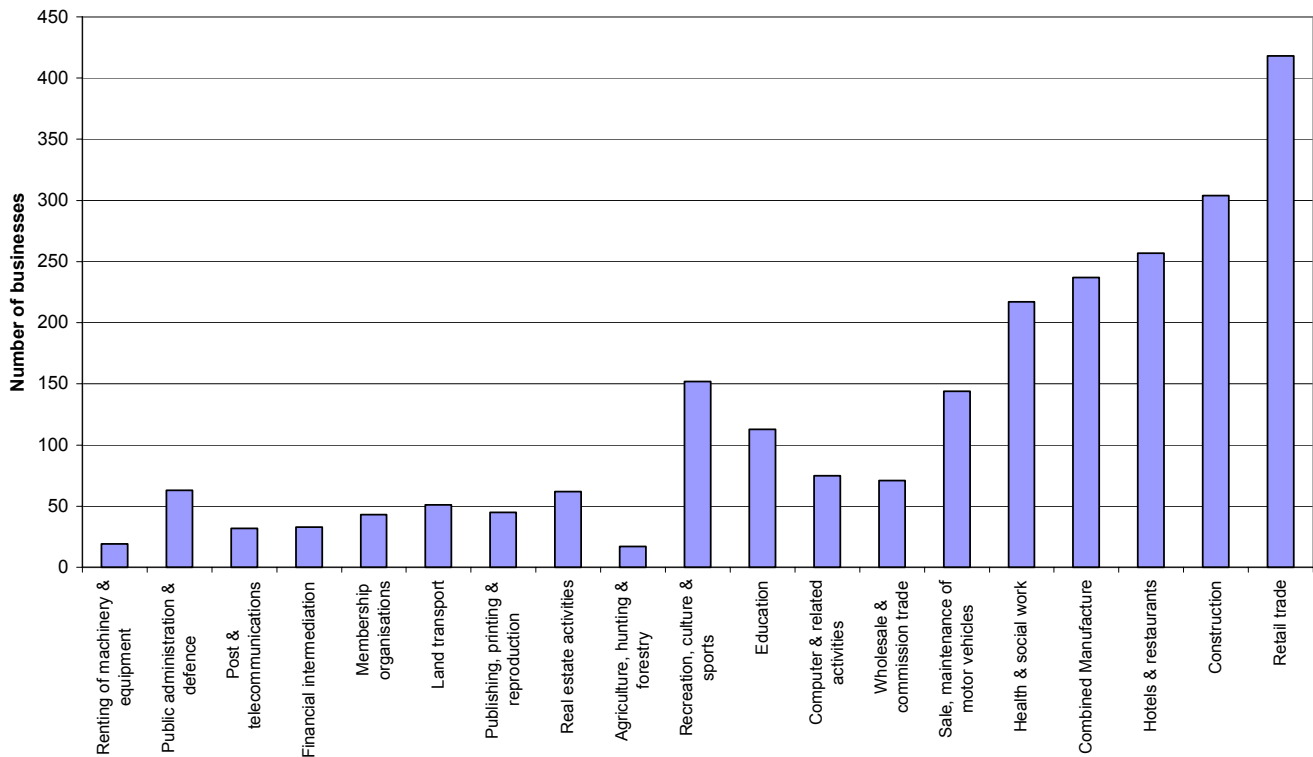


Figure 29: Business Groupings – Gosport

Hart

Total Number of
 Businesses: 2,787

6% of the total number of
 businesses in Hampshire.

4% of the total number of
 businesses in Hampshire,
 Portsmouth and Southampton
 and the Isle of Wight.

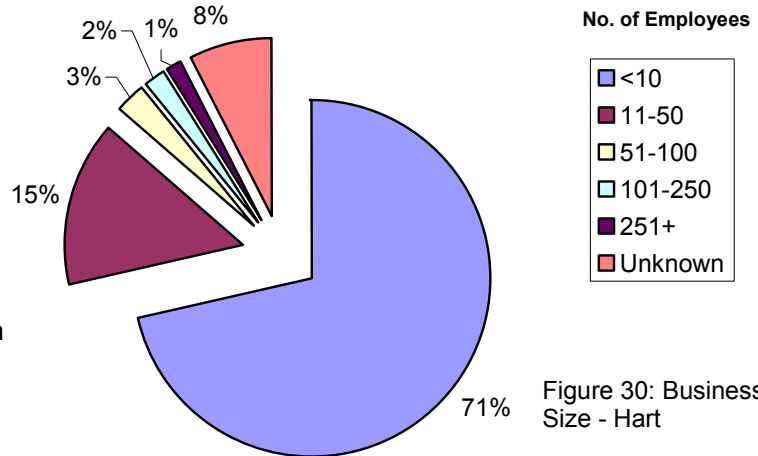


Figure 30: Business Size - Hart

Summary

There is a high proportion of computer related businesses in the district compared to other areas, however this is reflective of other areas in north east Hampshire, especially along the M3 corridor.

High retail and construction figures compared to other sectors in Hart reflect the county-wide figure, however the numbers of businesses in these sectors are the lowest in Hampshire.

Manufacturing is reflective of the county average with most manufacturing in fabricated metals and furniture.

The number of businesses categorised as 'other business' or 'other service activities': 677. The number of businesses in an unknown sector is: 50.

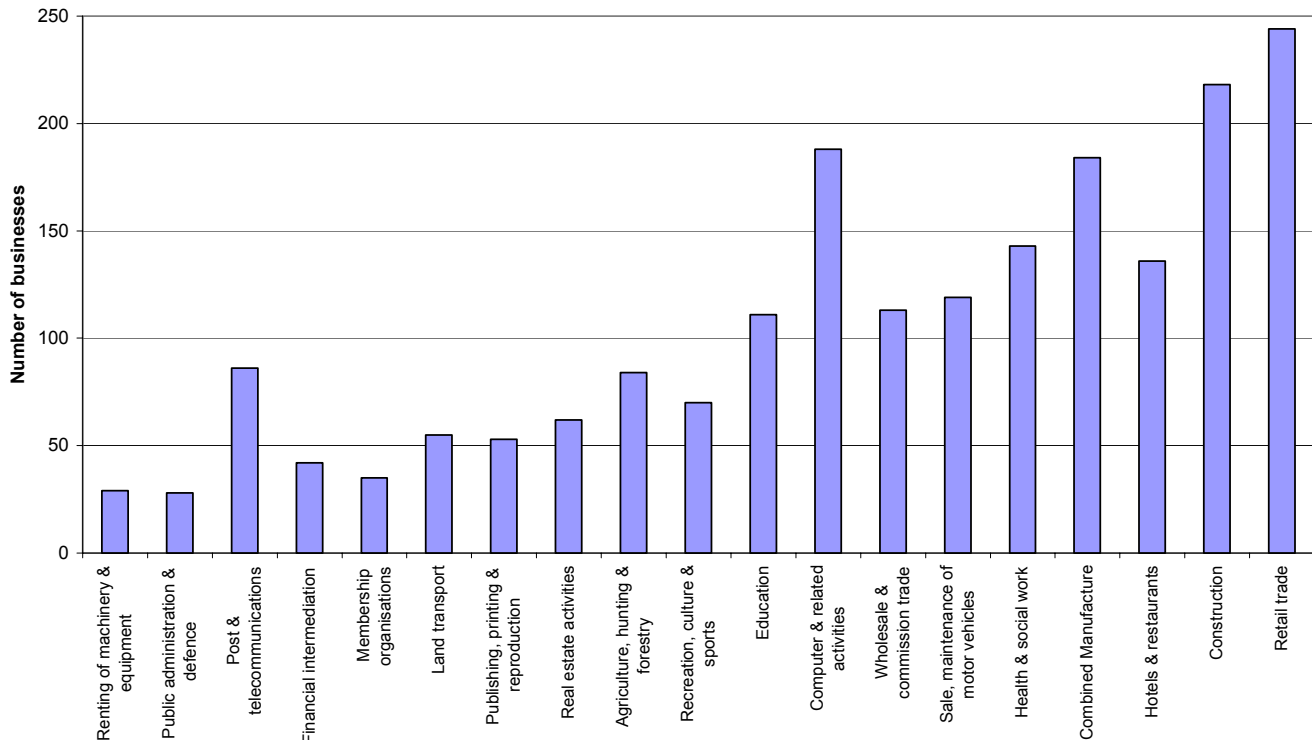


Figure 31: Business Groupings – Hart

Havant

Total Number of
 Businesses: 4,638

10% of the total number of
 businesses in Hampshire.

6% of the total number of
 businesses in Hampshire,
 Portsmouth and Southampton
 and the Isle of Wight.

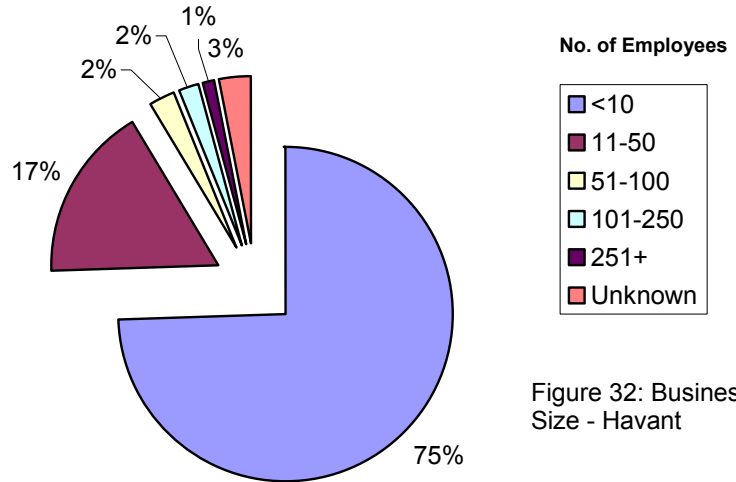


Figure 32: Business Size - Havant

Summary

The construction sector in Havant is the second highest in Hampshire, excluding Portsmouth and Southampton, although locally the retail and manufacturing sectors are dominant.

The manufacturing sector in Havant is mostly made up of furniture manufacturers, however the manufacture of machinery and equipment and fabricated metal products is also high.

The number of businesses categorised as 'other business' or 'other service activities': 882.

The number of businesses in an unknown sector is: 94.

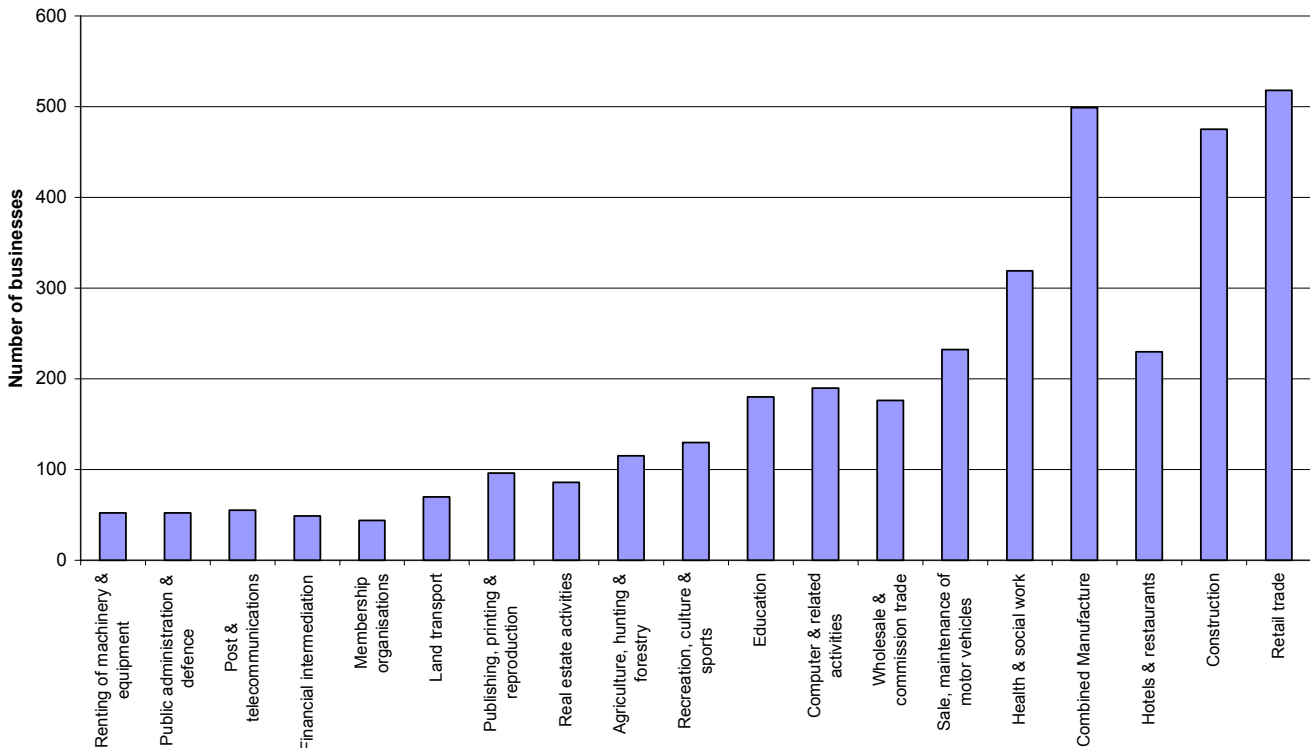


Figure 33: Business Groupings – Havant

Isle of Wight

Total Number of Businesses: 6,169

8% of the total number of businesses in Hampshire, Portsmouth, Southampton and the Isle of Wight.

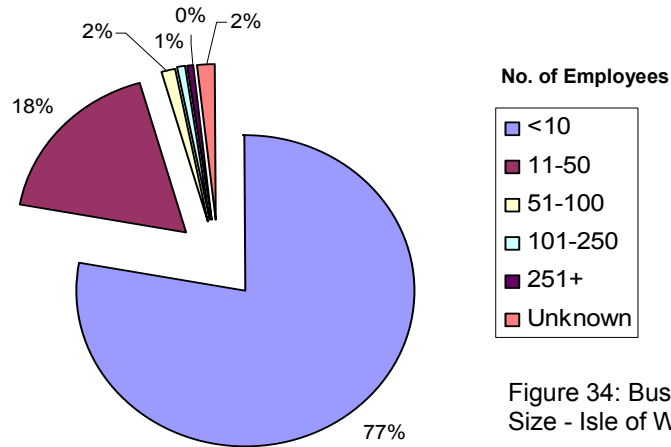


Figure 34: Business Size - Isle of Wight

Summary

The hotels and restaurant and recreation, culture and sports sectors in the Isle of Wight are reflective of the high tourism and sport related activities on the Island. These two sectors are third highest in the county. High retail trade may also reflect the number of tourism-focused retailers in the area.

Agriculture has the highest concentration on the Isle of Wight than anywhere else in the county.

The health and social work sector is also high compared to other regions. This may be due to the need to provide local services on the Island as travel to Portsmouth or Southampton for healthcare and social services may not be convenient.

Manufacturing on the Island is focused around transport equipment reflecting local sailing and water transport activities.

The number of businesses categorised as 'other business' or 'other service activities': 764. The number of businesses in an unknown sector is: 88.

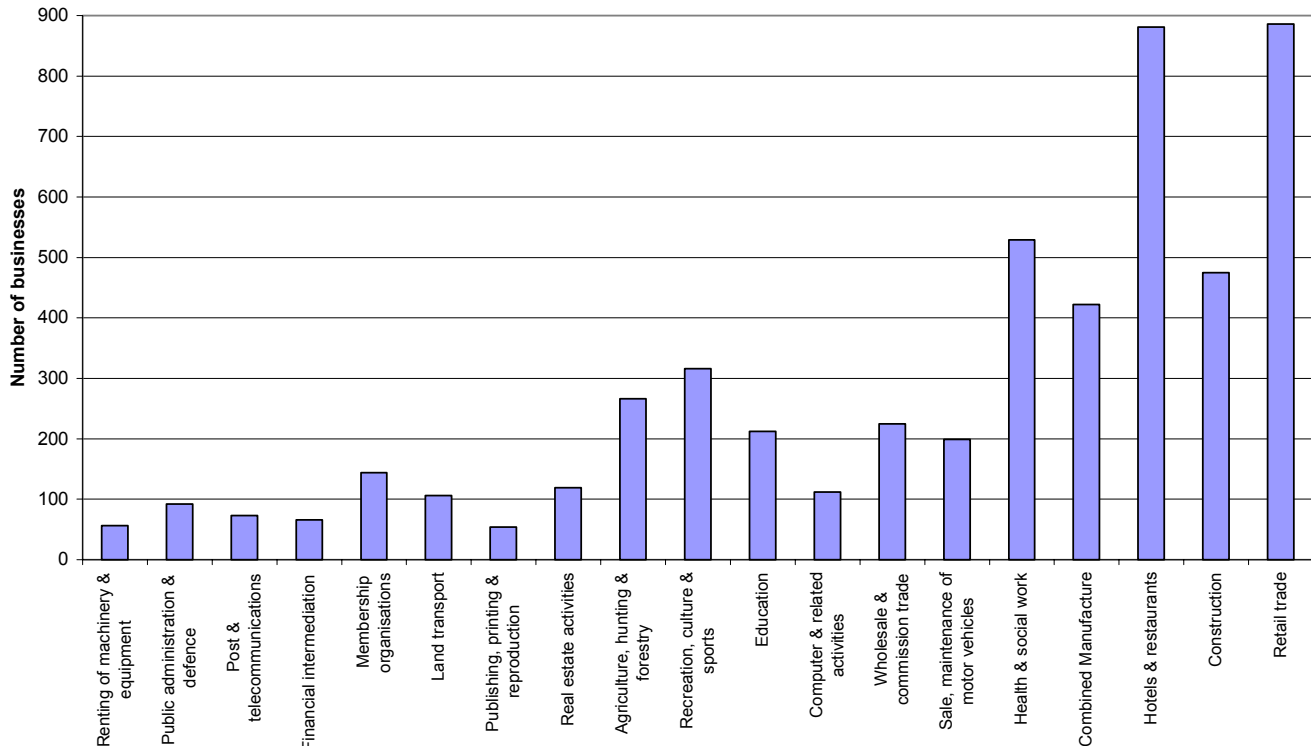


Figure 35: Business Groupings – Isle of Wight

New Forest

Total Number of
 Businesses: 4,825

10% of the total number of
 businesses in Hampshire.

7% of the total number of
 businesses in Hampshire,
 Portsmouth, Southampton
 and the Isle of Wight.

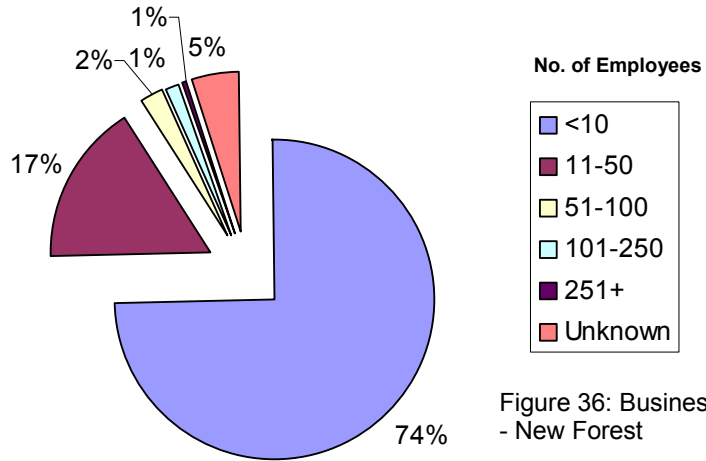


Figure 36: Business Size - New Forest

Summary

Tourism related activities – the hotels and restaurant sector and the recreation, culture and sports sectors – are the highest in Hampshire, excluding Portsmouth, Southampton and the Isle of Wight. This is reflective of the highly developed tourism sector surrounding the New Forest area.

The high retail sector may also reflect the tourism focus in the area as many of these businesses could be tourism related.

The number of agricultural businesses is high for the county but is reflective of the rural setting. The manufacturing sector in the New Forest is mainly focused around the production of furniture.

The number of businesses categorised as ‘other business’ or ‘other service activities’: 893. The number of businesses in an unknown sector is: 101.

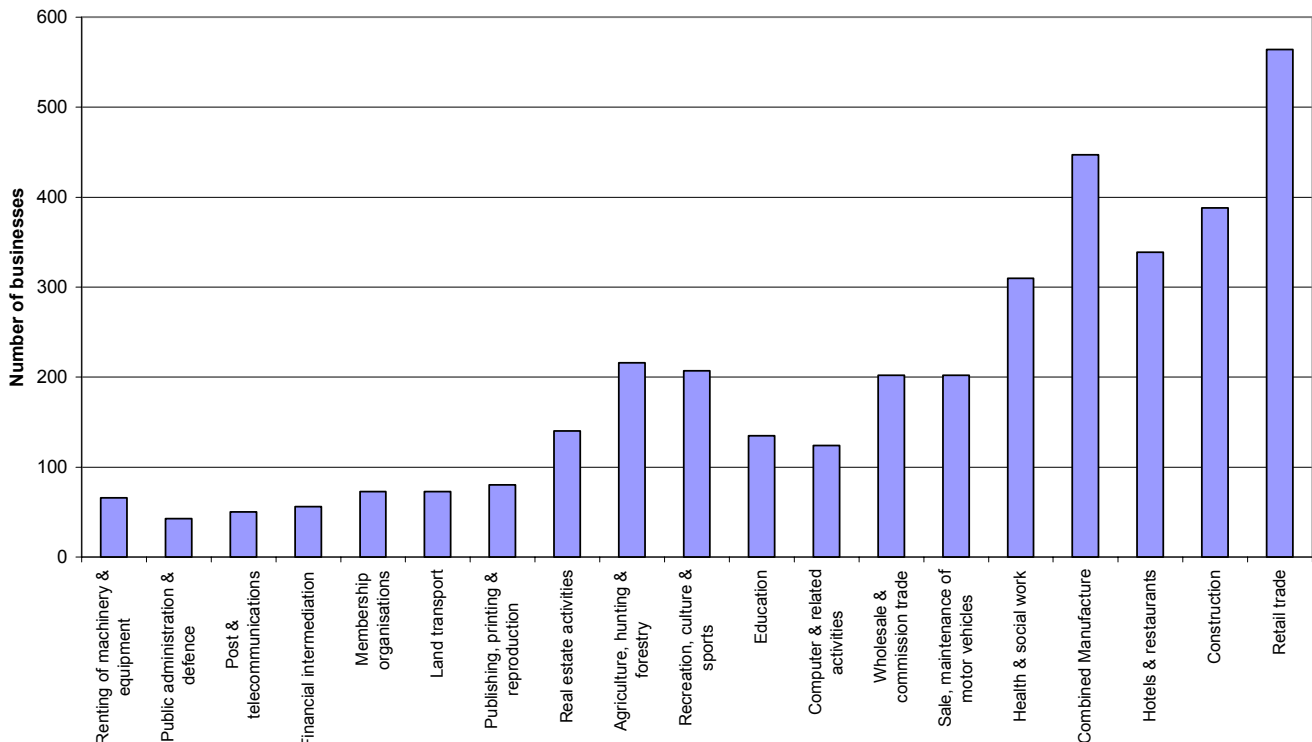


Figure 37: Business Groupings – New Forest

Portsmouth

Total Number of
 Businesses: 9,904

13% of the total number of
 businesses in Hampshire,
 Portsmouth and Southampton.

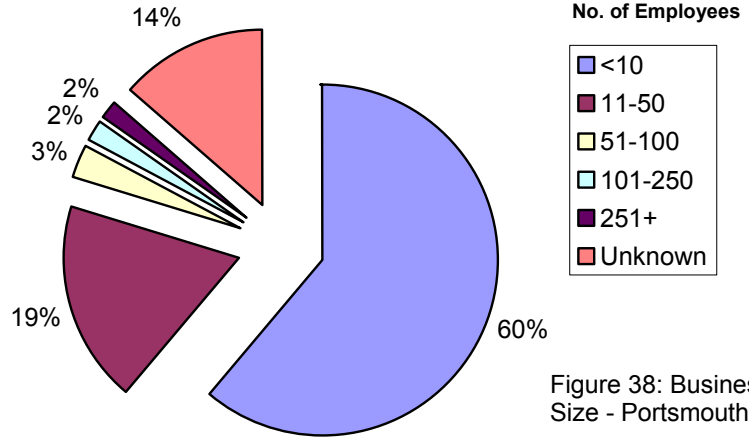


Figure 38: Business Size - Portsmouth

Summary

Reflecting the county-wide business make-up, Portsmouth has a high number of retail and construction based businesses.

The hotels and restaurants and recreation, culture and sports sectors are high in Portsmouth, this could reflect tourism and coastal based activities.

The retail sector may also be particularly high due to the high urbanisation of Portsmouth and the tourism focus.

The low agricultural sector is reflective of a highly urbanised area.

The number of businesses categorised as 'other business' or 'other service activities': 1511. The number of businesses in an unknown sector is: 169.

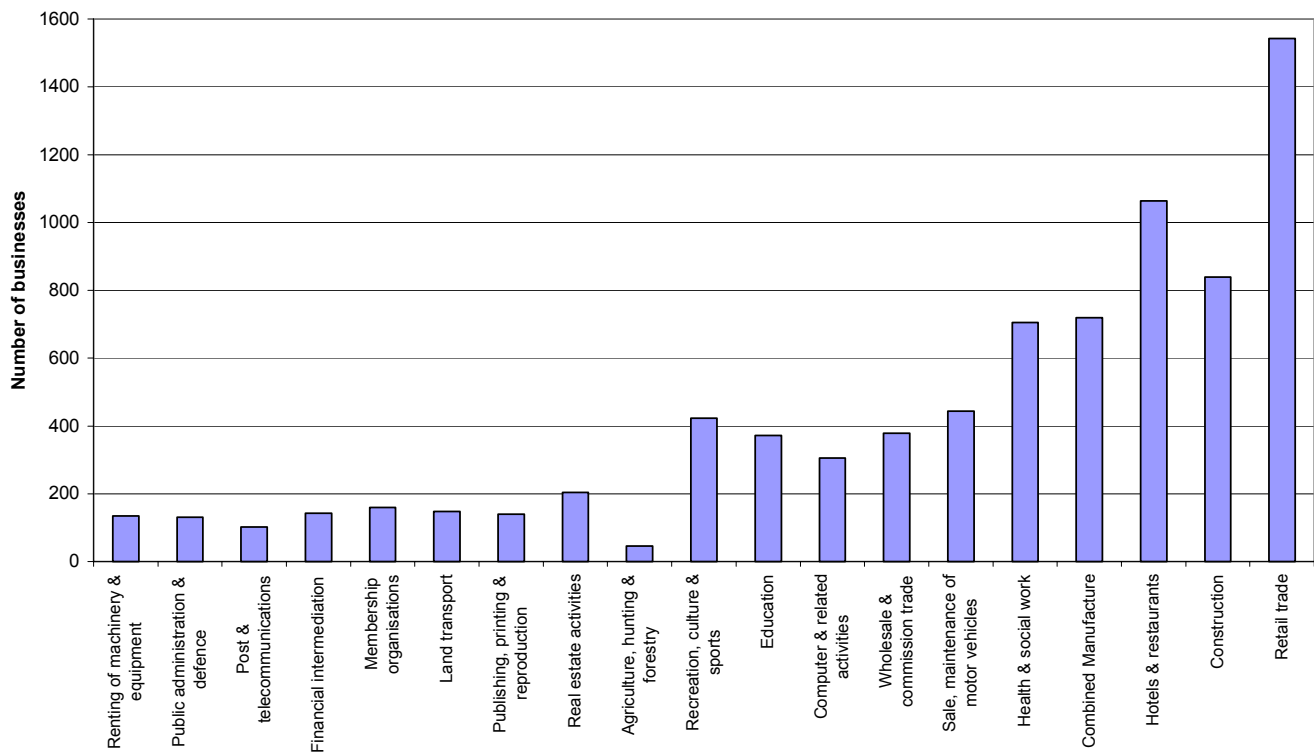


Figure 39: Business Groupings - Portsmouth

Rushmoor

Total Number of Businesses: 3,376

7% of the total number of businesses in Hampshire.

5% of the total number of businesses in Hampshire, Portsmouth, Southampton and the Isle of Wight.

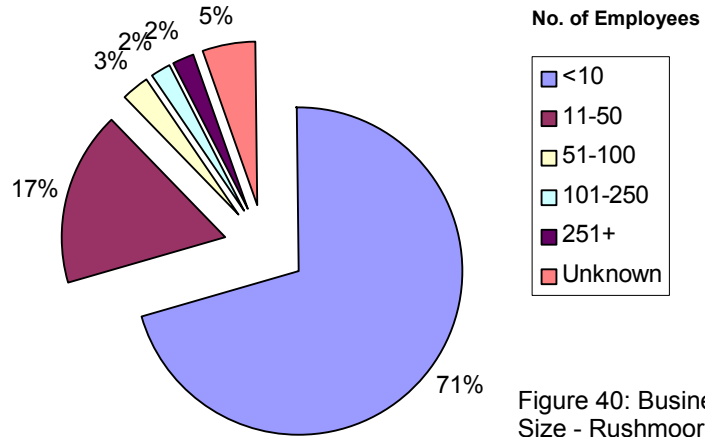


Figure 40: Business Size - Rushmoor

Summary

High figures in the retail, construction and manufacturing sectors are reflective of the county-wide figures. Manufacturing in Rushmoor is in furniture and fabricated metals, however there are also manufacturers of machinery and equipment.

Agriculture is understandably low due to location and size of the district.

The relatively high computer related sector is reflective of the north east of Hampshire, especially along the M3 corridor.

The number of businesses categorised as 'other business' or 'other service activities': 642. The number of businesses in an unknown sector is: 66.

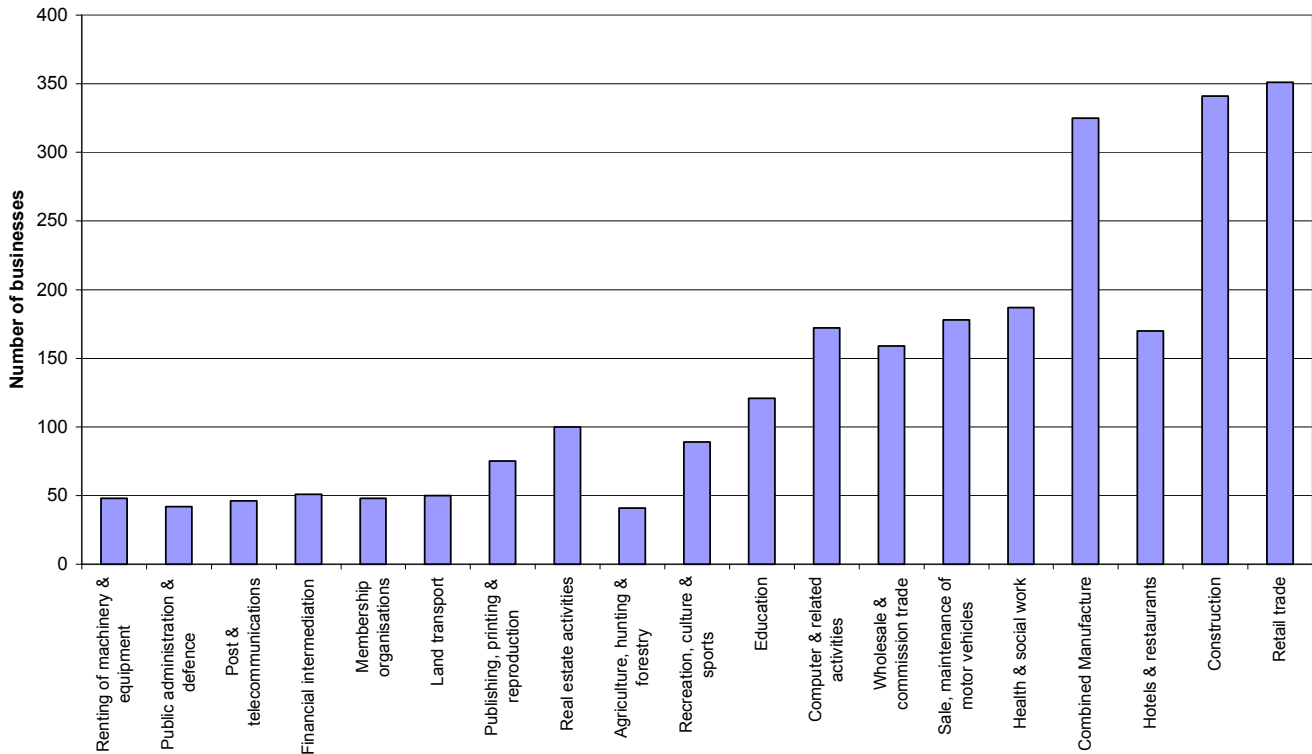


Figure 41: Business Groupings – Rushmoor

Southampton

Total Number of
 Businesses: 12,078

16% of the total number of
 businesses in Hampshire,
 Portsmouth and Southampton.

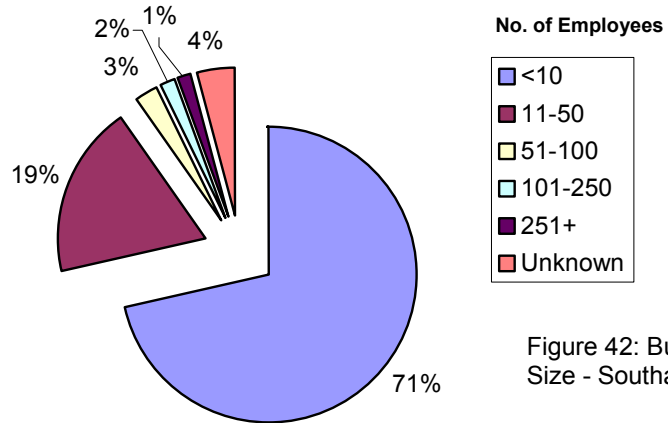


Figure 42: Business Size - Southampton

Summary

The areas covered under the Southampton district are wider than just Southampton City, which is why there appears to be more businesses in Southampton than elsewhere. This does mean that all business sectors are fairly well represented in Southampton.

The combined manufacturing industry in Southampton is high in the manufacture of transport equipment which links to the location of the docks, this is also reflected in the number of businesses in the water transport sector (89 in total). Other high areas are furniture manufacture and the manufacture of fabricated metals.

The high levels of agriculture reflect the rural area surrounding Southampton. The construction and retail sectors are high in Southampton but relative to all other sectors.

The number of businesses categorised as 'other business' or 'other service activities': 2223. The number of businesses in an unknown sector is: 278.

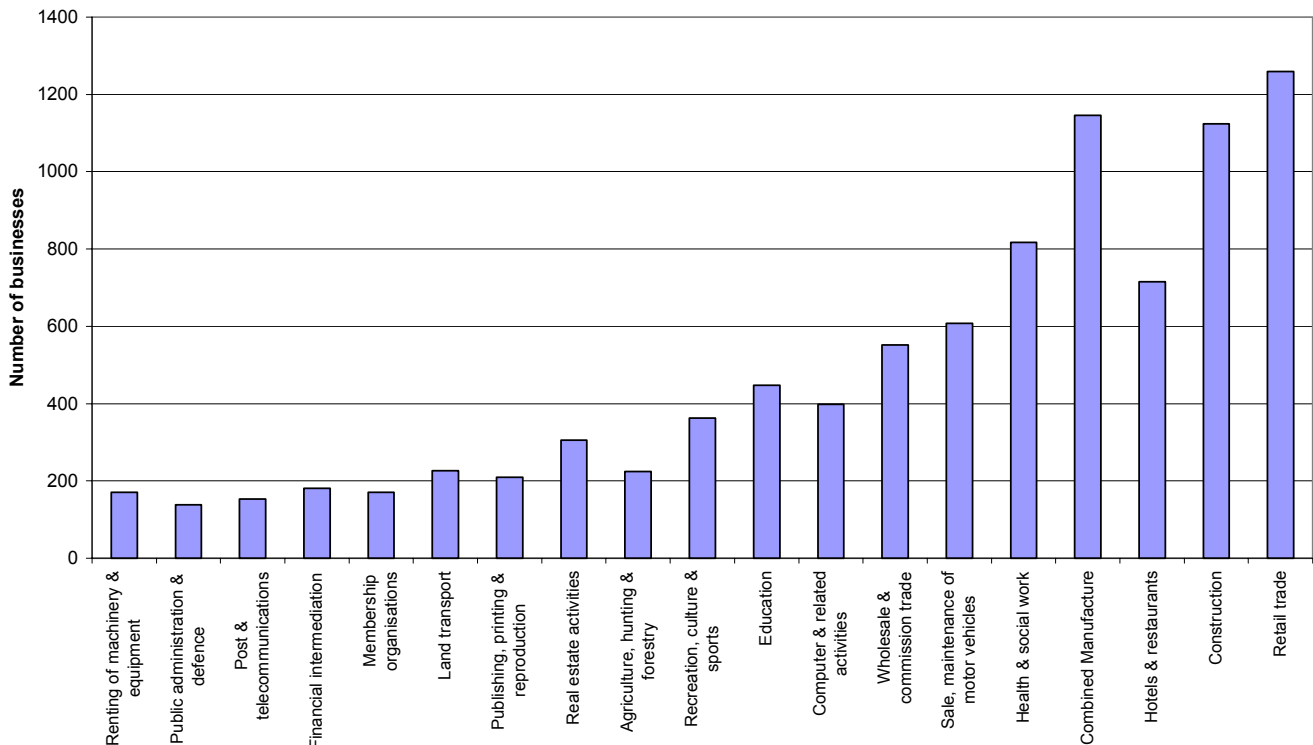


Figure 43: Business Groupings - Southampton

Test Valley

Total Number of
 Businesses: 4,139

9% of the total number of
 businesses in Hampshire.

6% of the total number of
 businesses in Hampshire,
 Portsmouth, Southampton
 and the Isle of Wight.

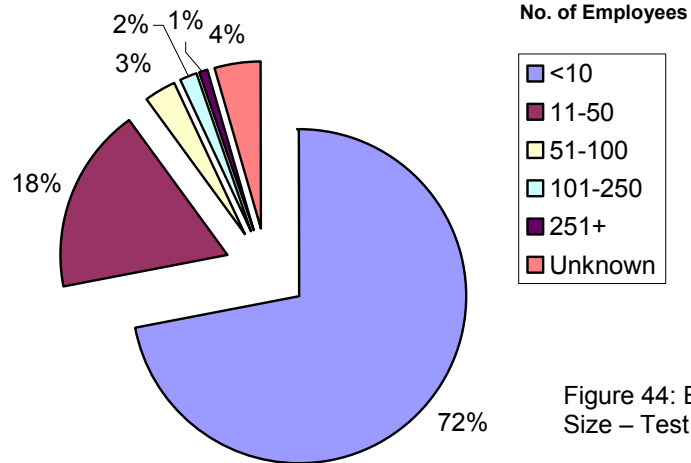


Figure 44: Business Size – Test Valley

Summary

Test Valley has a good spread of business sectors with retail, construction and manufacturing businesses dominant.

The manufacturing sector in Test Valley is mainly in the manufacture of furniture and fabricated metals.

The high agricultural sector reflects the rural make up of Test Valley; the number of agricultural based businesses is the second highest in Hampshire.

The number of businesses categorised as 'other business' or 'other service activities': 742. The number of businesses in an unknown sector is: 99.

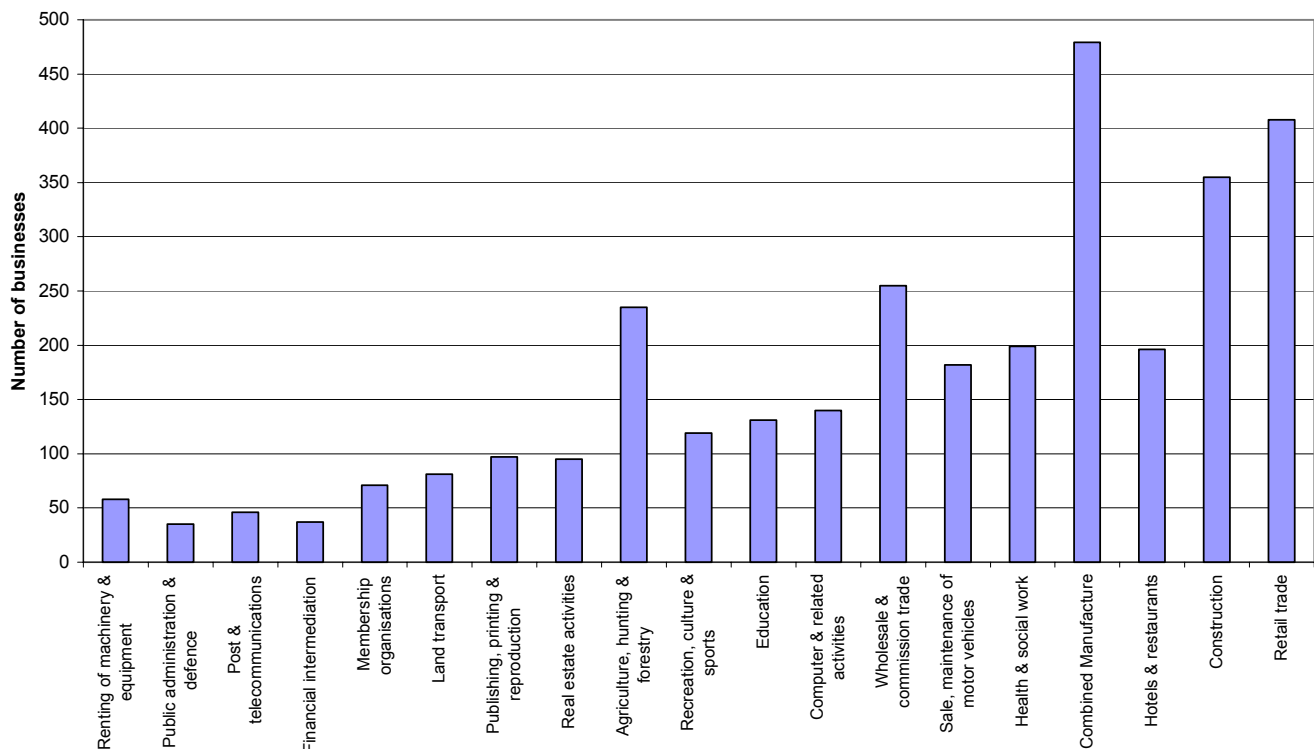


Figure 45: Business Groupings – Test Valley

Winchester

Total Number of
 Businesses: 5,928

13% of the total number of
 businesses in Hampshire.

8% of the total number of
 businesses in Hampshire,
 Portsmouth, Southampton
 and the Isle of Wight

Summary

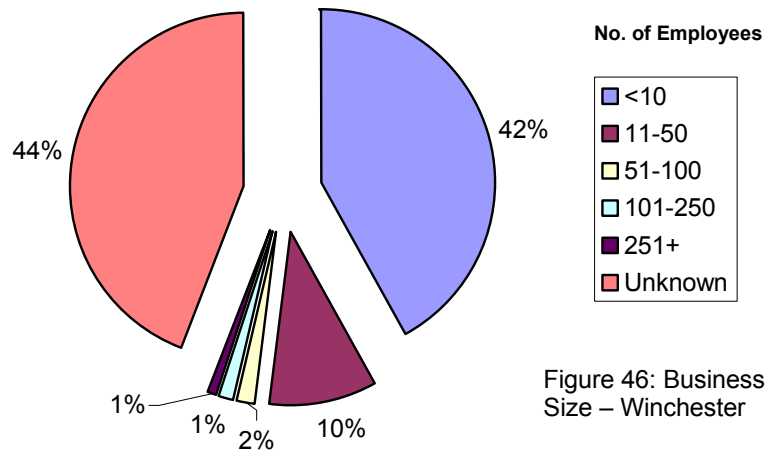


Figure 46: Business Size – Winchester

Winchester has the highest percentage of the total number of businesses in Hampshire, excluding Portsmouth, Southampton and the Isle of Wight. The businesses in Winchester are spread across a variety of sectors.

Computer related activities are high when compared with other areas in southern Hampshire, however they do reflect the trend around the M3 corridor.

The agriculture based sector in Winchester is reflective of the rural areas outside the city centre. The public administration sector, including health and social work, is high in Winchester due to the location of Hampshire County Council in Winchester city centre.

The number of businesses categorised as ‘other business’ or ‘other service activities’: 1158. The number of businesses in an unknown sector is: 898.

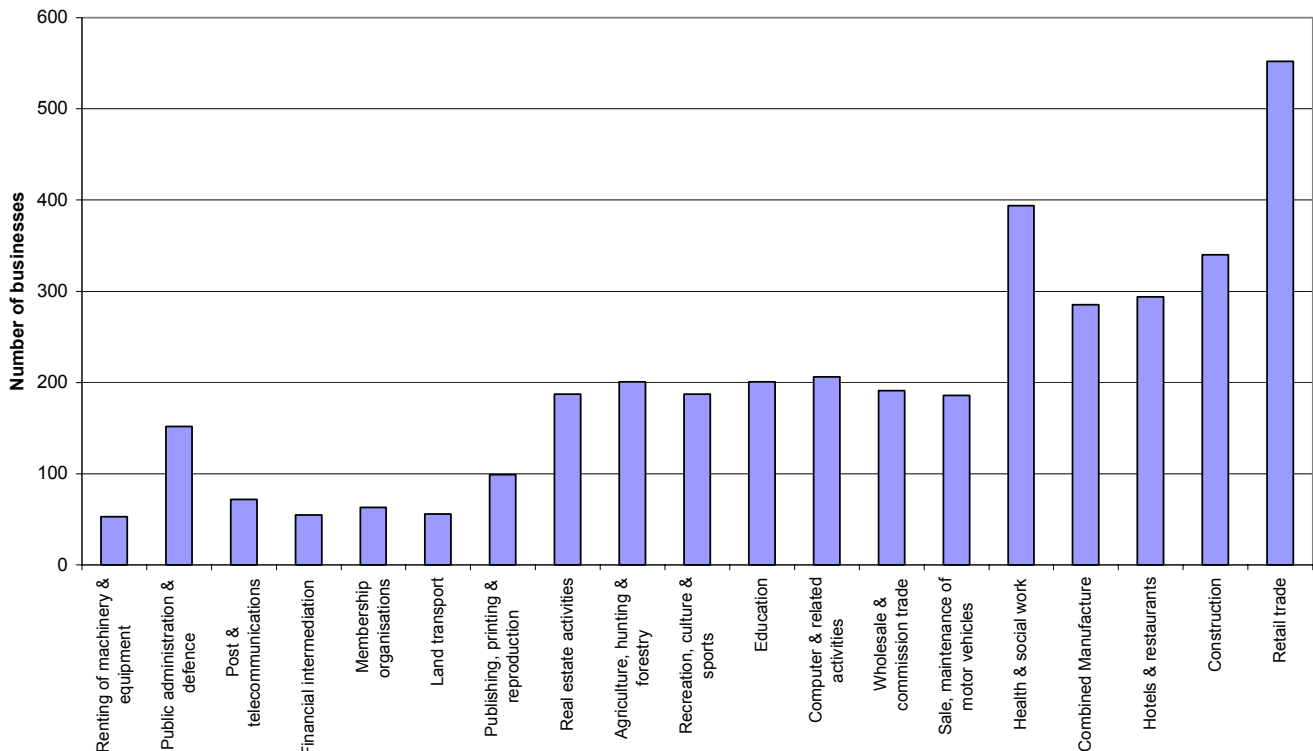


Figure 47: Business Groupings – Winchester

Future Work

This report provides a summary of some of the information that is available. A more detailed analysis of each authority area and each sector could be undertaken in the future and possibly on request.

The Hampshire and Isle of Wight Sustainable Business Partnership would like to undertake further work to determine the environmental, social and economic impacts of the top business sectors in Hampshire and the Isle of Wight. This will enable the delivery of programmes designed to reduce their sustainability impact and encourage change.

A further breakdown of particular sectors and their relationship to business size, will also be undertaken to assist in the development of specific programmes and areas of work; enabling events to be targeted to key audiences in particular areas of the country.

Further Information

This report is available to download from www.egeneration.co.uk/hants

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