
Socio-economic profile of rural Hampshire 2016

Land-based sector

Research & Intelligence,
Hampshire County Council



Contents

Introduction and key findings	2
Defining the land-based sector	3
Economic contribution to the Hampshire Economy (GVA)	4
Business numbers and business growth	6
Employment and employee growth	10
Skills and drivers for change	14
Conclusion	17
Appendix: Rural Urban Classification	18

Introduction and key findings

1. The rural profile brings together a variety of socio-economic data relating to rural Hampshire, and with the aim of providing a wide ranging evidence base for Hampshire County Council and partners to inform future rural programmes, assist in the targeting of investment and to undertake effective action.
2. The profile comprises a number of themed reports covering diverse areas of importance to the future well-being and prosperity of rural Hampshire. The Office for National Statistics Rural Urban Classification (RUC 2011) is linked to the data to achieve a cogent definition for describing the rural-urban landscape. The RUC 2011 provides a consistent hierarchical spatial framework based on the make-up of rural-urban populations. Where possible, the smallest geography (output area) is used and aggregated upwards to create a spatial definition that is more precise and, by association, more robust. This approach does however mean that there is no one catch-all rural-urban definition to describe rural Hampshire. See the Appendix for a graphic representation and the Supplementary Report for a fuller description.
3. This report summarises the economic worth of the land-based sector, the number of land-based businesses, the importance of the sector as an employer in rural Hampshire and known issues pertinent to the land-based industries. Additional tables and charts may be found in the Supplementary Report.

Key findings

- The land-based sector in Hampshire could be worth as much as £500 million to the local economy, about 1.1% of Hampshire's overall output.
- While there are well paid professional occupations in machinery and veterinarian type activities, there are jobs in agriculture, horticulture and veterinary nursing that are below the all industry average.
- Working an average 43 hour week workers in the agricultural sector have among the longest working weeks compared to the all industry average of 32 hours.
- Hampshire is home to over 3,000 land-based industries located across both rural and urban Hampshire. Central Hampshire comprising East Hampshire, the New Forest, Test Valley and Winchester are home to the majority of rural based businesses.

- Businesses in agriculture and animal production make up the largest share of business units with 1,820 local units. This is followed by landscape service activities with 475 local units.
- Micro-businesses (0-9 employees) make up 90% of Hampshire's land-based employers compared to 84% for all Hampshire micro-businesses.
- The number of land-based businesses increased by 310 between 2010 and 2014, a percentage change of 10.6%. This outpaced UK growth of 7.0%.
- There are estimated to be 16,600 employees who potentially work in the land-based sector, of which 11,000 employees are based in rural Hampshire. Adding the self-employed, which is higher here than most sectors, could potentially add a further 5,800 workers, bringing the total to about 22,500.
- Employee numbers (excluding farm workers) is up by 800 on 2010 levels, although this is down to the employment boost between 2013 and 2014. This contrasts with DEFRA numbers that were down by 500. Overall, there appears to be little net employment growth.
- National research suggests the land-based sector is facing an aging workforce, with many approaching retirement age. When combined with difficulties in attracting new entrants this could lead to a skills shortage in the sector.
- The sector also faces economic, political and environmental challenges as the industry adapts to climate change, technology, and global shocks.
- Crime, such as theft of farm machinery and livestock cost rural Hampshire £1.7 million in 2014.

Defining the land-based sector

4. Hampshire has an historic rural tradition with land-based activity integral to the local economy and character of the area. However, quantifying the impact of the land-based sector on Hampshire is far from easy. There are numerous definitions of what is meant by the land-based sector ranging from narrower traditionally recognised agricultural industries focusing around farming units of both livestock and crop production, to broader attempts to capture rural related activities such as the wholesale of land production, veterinary activity and landscape gardening. The primary constraints are the Standard Industrial

Classification (SIC) used by the Government to carve up the United Kingdom in to discrete sectors and sub-sectors, and the data sources available to estimate employment and output.

5. For this profile, the land-based sector definition broadly references the Lantra Sector Skills Council footprint. This includes industries and professions around land management and production, animal health and welfare, and landscape. Not all of these areas perfectly aligns with the SIC codes and a best-fit approach is used accordingly. The matter is further complicated by the primary source for employment excluding farm agriculture labour, and in most cases the self-employed. DEFRA does collect farm labour survey data, but not on an annual basis because of small sample sizes. Excluding DEFRA numbers would under-estimate land-use employment, but simply appending it to BRES is not entirely accurate either. In keeping with ONS guidance the DEFRA data is added to provide a more reasonable estimate. The following definition below is applied to describe the land-based industry in Hampshire, although the derived statistics should be viewed as indicative rather than as precise numbers.

Land-based definition (SIC 2007)

*01 : Crop and animal production, hunting and related service activities**

02 : Forestry and logging

0322 : Freshwater aquaculture

2830 : Manufacture of agricultural and forestry machinery

4611 : Agents involved in the sale of agricultural raw materials, live animals, textile raw materials and semi-finished goods

4613 : Agents involved in the sale of timber and building materials

4621 : Wholesale of grain, unmanufactured tobacco, seeds and animal feeds

4622 : Wholesale of flowers and plants

4623 : Wholesale of live animals

4631 : Wholesale of fruit and vegetables

4632 : Wholesale of meat and meat products

4633 : Wholesale of dairy products, eggs and edible oils and fats

4661 : Wholesale of agricultural machinery, equipment and supplies

4776 : Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialised stores

7500 : Veterinary activities

8130 : Landscape service activities

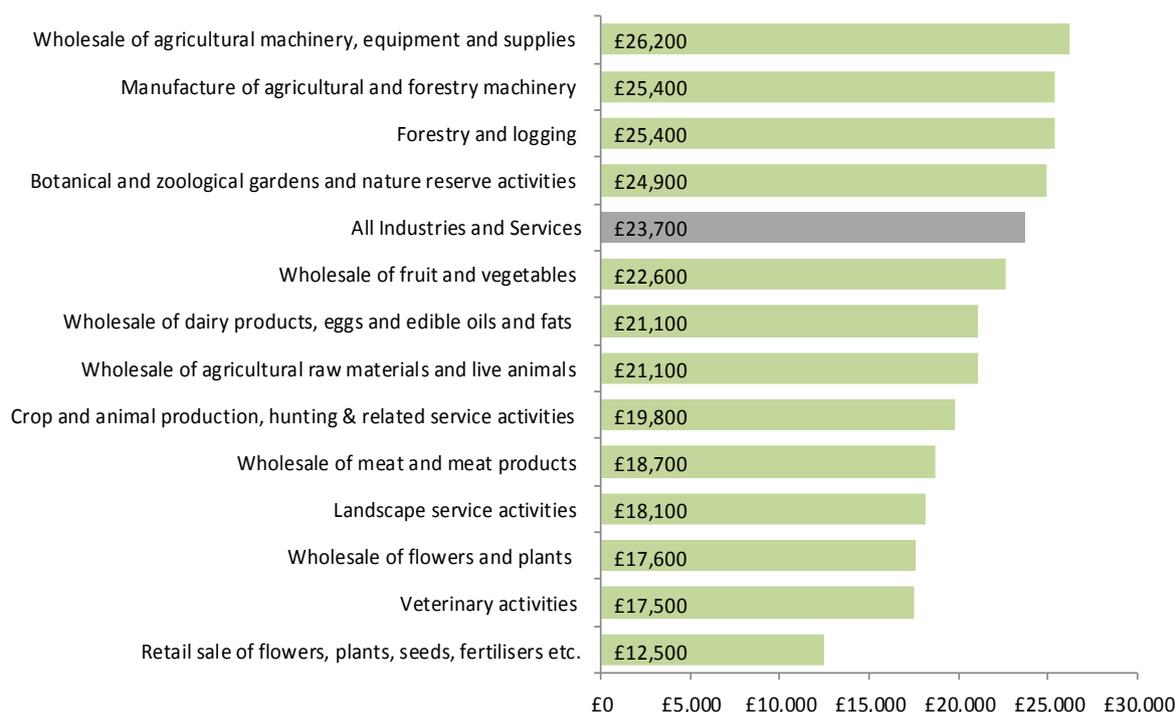
9104 : Botanical and zoological gardens and nature reserve activities

DEFRA Farm agriculture labour (where possible to cover excluded SIC 01000)

Economic contribution to the Hampshire Economy (GVA)

6. Based on official sub-regional estimates¹ from the Office for National Statistics (ONS), but using a narrower agriculture, forestry and fishing sector definition, the value added to the Hampshire² economy in 2014 was £208 million. This will under-estimate the Gross Value Add (GVA) based on the wider land-based definition.
7. Using the productivity based method i.e. national output by worker and applying national assumptions to local metrics the land-based sector could be worth as much £494 million to the Hampshire Economy, or 1.1% of the overall Hampshire economy. The County Council area GVA is £454 million.
8. Due to significant fluctuations in productivity levels at four-digit SIC it is not possible to derive meaningful trend data, or to split out GVA by sub-sector. As such, the GVA figures above provide an indicative estimate of the contribution made by the land-based sector to Hampshire.

Figure 1: Hampshire estimated Median Annual Gross Earnings by industry



Source: HCC using ASHE (provisional 2014)

9. Compensation of employees (earnings) is a principal component of the value added output, and using national Annual Survey of Hours and Earnings (ASHE) by industry and occupations it is possible to estimate local land-based

¹ 2014 Sub-regional GVA for Central, North and South Hampshire aggregated to the Hampshire Economic Area.

² Hampshire Economic Area

earnings by sub-sector (Figures 1 and 2). Applying the average workplace earnings difference between Hampshire and the UK inflates national earnings by a 5% multiplier. This provides a median earnings figure and comparison with the all industry average. The same multiplier was also applied to occupation data.

Figure 2: Hampshire estimated Median Annual Gross Earnings by occupation



Source: HCC using ASHE (provisional 2014)

10. Manufacturing, forestry and nature-based sectors earn more than the all industry average (Figure 1). However, there are more sectors that earn less than the all industry average. Sub-sector occupations associated with the production or use of machinery and those occupations involved with driving agricultural machinery tend to pay more (Figure 2). This is to be expected as the skills required for these occupations are likely to be higher. Likewise, managerial and professional positions will generally deliver higher wages. Veterinarians top the list in Figure 2, whereas animal care, which includes veterinary nurses earn the least. Farm workers and those in agricultural or horticultural work also tend to earn below the all industry average.
11. Lower pay in the sector is further compounded by additional data on the number of hours worked that suggests agricultural workers have a longer working week. This will not necessarily apply to all land-based activity, but nationally, the average time worked in agriculture is 43 hours per week compared to 32 hours across all sectors. The second highest was the construction sector at 37 hours.

Business numbers and business growth

12. Hampshire is home to over 3,000 land-based businesses, including among others; Vitacress Salads Ltd, Clarkes Dairy Ltd and Laverstoke Park Farm. The business count takes the local unit, which is an individual site e.g. factory or shop associated with an enterprise. It can also be referred to as a workplace. Unlike, BRES employee data the UK Business Count includes agricultural business data from DEFRA. Please note that while a business address may be classed as being urban they may operate mostly in rural areas.

Table 1: Number of land-based businesses in Rural-Urban Hampshire

Area	Rural Total	Village Hamlet & Isolated Dwellings	Town and Fringe	Urban > 10K	Total
Winchester	515	285	230	105	620
New Forest	275	200	75	265	545
East Hampshire	220	195	25	235	455
Test Valley	305	285	20	120	425
Basingstoke and Deane	275	90	185	155	430
Hart	75	20	55	105	180
Eastleigh	5	-	5	120	125
Fareham	-	-	-	120	115
Havant	-	-	-	90	95
Southampton	-	-	-	80	85
Portsmouth	-	-	-	65	70
Rushmoor	-	-	-	60	55
Gosport	-	-	-	20	30
Hampshire	1,670	1,075	595	1,395	3,070
HEA	1,670	1,075	595	1,540	3,225

Source: UK Business Count 2014. 2011 RUC MSOA definition and using Local Units

13. With 2,745 local units, over half (51.8%) of the 3,225 land-based businesses in Hampshire are located in rural areas, with 1,075 (33.3%) within a village (Table 1). A sizeable number (1,540) are located in the urban environment.
14. Land-based businesses can be found across all of Hampshire's 13 local authorities, although not necessarily in rural locations. Where land-based businesses are rurally located, four out of every five businesses are in the predominantly rural Central Hampshire comprising East Hampshire, the New Forest, Test Valley and Winchester. A sizable number of land-based businesses are also present in rural North Hampshire, notably Basingstoke and Deane. On the other hand, land-based businesses in South Hampshire are almost exclusively urban based.

Table 2: Hampshire land-based businesses by sub-sector and Rural-Urban

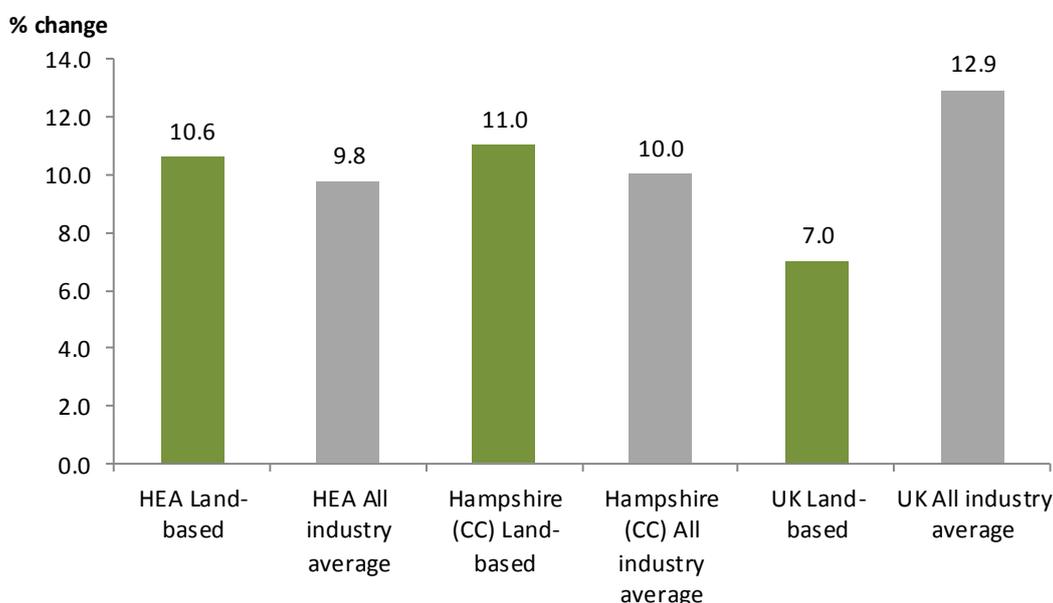
Land-based sector	Rural Total	Town & Fringe	Village Hamlet & Isolated Dwellings	Urban > 10K	Total
Crop and animal production, hunting and related activities	1,190	400	790	630	1,820
Landscape service activities	220	100	120	255	475
Forestry and logging	65	30	35	20	85
Retail sale of flowers/plants, fertilisers, pet animals/ food	40	5	35	110	150
Veterinary activities	20	15	5	30	50
Freshwater aquaculture	10	5	5	0	10
Wholesale of agri. machinery, equipment and supplies	5	0	5	10	15
Agents in the sale of agri. raw materials, live animals.	5	0	5	0	5
Wholesale of fruit and vegetables	0	0	0	10	10
Wholesale of meat and meat products	0	0	0	5	5
Man. of agri. and forestry machinery	0	0	0	0	0
Agents involved in the sale of timber and building materials	0	0	0	0	0
Wholesale of grain, seeds and animal feeds	0	0	0	0	0
Wholesale of flowers and plants	0	0	0	0	0
Wholesale of live animals	0	0	0	0	0
Wholesale of dairy products, eggs and edible oils and fats	0	0	0	0	0
Botanical and zoological gardens/nature reserve activities	0	0	0	0	0

Source: ONS UK Business Counts. Figures may differ from those in other outputs due to a different rounding methodology. 2011 RUC MSOA definition and using Local Units

15. Businesses in agriculture and animal production make up the largest share of business units with 1,820, followed by landscape service activities with 475. Many of these will be micro-businesses or sole traders that dominate the sector. Although Table 2 shows zero against many of the sectors, this simply means the number is below the rounding threshold and in most cases will include one or two traders.
16. The proportion of land-based units in Hampshire that are micro-businesses (nine or fewer employees) is higher than the all industry average. This implies land-based businesses are generally smaller operators than the norm. In Hampshire 90% of land-based units are micro-businesses compared to 84% for all of Hampshire's businesses. Compared to the UK (94%) there are proportionately fewer Hampshire land-based micro-businesses. In contrast, Hampshire (9%) had proportionately more small land-based businesses that

employ between 10 and 49 workers compared to the UK at 6%. There was no discernible difference for medium (50 to 249 employees) and large employers (250+).

Figure 3: Percentage growth in businesses (local units) 2010 - 2015



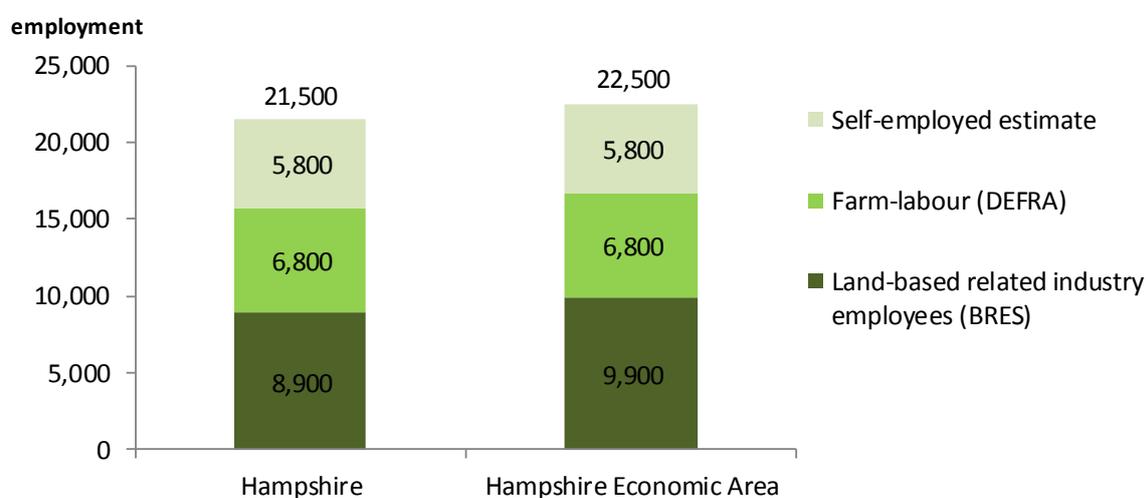
Source: UK Business Counts

17. Over the past five years the number of Hampshire (HEA) land-based businesses has grown by 310 units or by 10.6% and 11.0% in the County Council area. This outpaced the 7.0% achieved by the UK land-based sector as a whole. Furthermore, land-based business growth in the HEA outpaced the all industry average of 9.8%, while the County Council area saw a full percentage point growth difference (10.0%). In contrast, UK land-based business growth was well below the UK all industry average of 12.9%. This would suggest Hampshire has a more resilient and dynamic land-based sector compared to the national picture. This also reflects the rise in rural premises, such as farm building conversions, business units now on offer in rural areas – see the Business growth and development report.
18. Business growth is not uniform across Hampshire with 12 Hampshire authorities experiencing some level of growth, while Portsmouth saw a small contraction. With 180 additional businesses, over half (58%) of all growth is in central Hampshire comprising East Hampshire, the New Forest, Test Valley and Winchester. A further 80 additional business (25%) are in Basingstoke and Hart in North Hampshire.

Employment and employee growth

19. It is widely recognised that quantifying the size of the land-based sector is difficult and problematic, but by combining the Business Register and Employment Survey (BRES), DEFRA farm-labour data and derived self-employment numbers from the Annual Population Survey (APS), it is possible to produce a broad estimate of land-based employment, although any figures should be treated as indicative rather than precise.

Figure 4: Hampshire land-based employment



Source: BRES 2014, DEFRA 2014. 2011 Ward-RUC definition, all numbers rounded to nearest 100.

20. According to the BRES and DEFRA statistics, there are 16,600 people who potentially work in the land-based sector. The total will include some self-employed workers, but exclude the majority. The agriculture sector tends to have higher self-employment levels than other sectors, with over half of the sector classed as self-employed (Labour Force Survey). Applying some assumptions to local APS data would potentially add 5,800 additional workers to the sector, and bring the land-based total closer to 22,500³.
21. DEFRA data uses a mix of district and combined district geographies, and for that reason it is not possible to split out the two cities from the DEFRA figures, and why the numbers in Figure 4 are the same for Hampshire and the Hampshire Economic Area. For the same reason, it is not possible to neatly classify the land-based sector by the rural-urban definition. As such, the assumption has been made in Table 2 that farm-labour takes place solely in rural areas. The same assumption is applied to the APS agriculture estimate.

³ Nationally 58% of agriculture and fishing workers are self-employed (ONS LFS), and 90% are assumed to live and work in the area. These assumptions are applied to the APS resident data for agriculture and fishing.

On this basis, the split in land-based employment between the rural and urban is 75% rural to 25% urban.

Table 2: Employment estimate by Rural/Urban Classification

Rural/Urban Classification	Employee Number	Employee % of Total
Rural town and fringe	1,400	6.3
Rural village and dispersed	2,800	12.5
DEFRA Farm-labour – rural	6,800	30.4
APS self-employed	5,800	25.9
Rural total	16,800	75.0
Urban city and town	5,600	25.0
Total	22,400	100.0

Source: BRES 2014, DEFRA 2014. 2011 Ward RUC definition, all numbers rounded to nearest 100. Due to rounding individual counts may not sum to the total in Figure 4.

22. Splitting out the DEFRA farm-labour data the four central Hampshire local authorities account for the majority of the workforce with 4,800 workers, or 71% of the total (Table 3).

Table 3: DEFRA employment by Local Authority

Local Authority	Number	%
New Forest (C. Hampshire)	1,300	19.1
Winchester (C. Hampshire)	1,300	19.1
East Hampshire (C. Hampshire)	1,100	16.2
Test Valley (C. Hampshire)	1,100	16.2
Basingstoke and Deane (N. Hampshire)	900	13.2
Hart & Rushmoor (N. Hampshire)	500	7.4
Portsmouth & Fareham & Gosport & Havant (S. Hampshire)	400	5.9
Southampton & Eastleigh (S. Hampshire)	100	1.5
Total	6,800	100.0

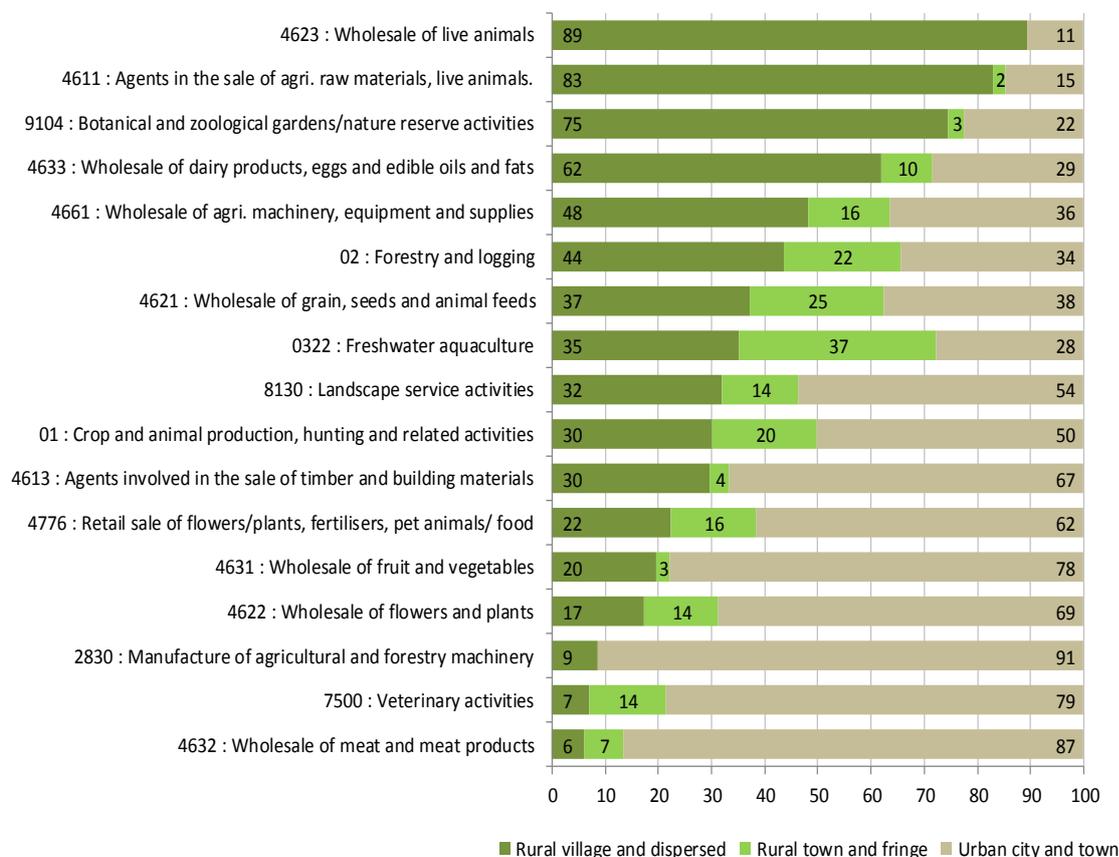
Source: DEFRA 2014. All numbers rounded to nearest 100. Due to rounding individual counts may not sum to the total.

23. With reference to Table 4, and excluding the DEFRA and APS farm type labour, the BRES figures show less than half (42%) of total employees as rural based. Beyond these traditional roles, sectors associated with land-based activities have urban locations. Figure 5 show these sector proportions split by the urban-rural definition. Under this measure, wholesale of animals was the most rurally located employer, while over three quarters of veterinary, wholesale of meat, wholesale of flowers and wholesale of agricultural machinery are predominantly urban based employers, although many will have interactions with rural clients. Vitacress Salads Ltd in Andover is among the major employees in Hampshire with circa 1,000 employees according to the 2014 Hampshire Major Employer directory.

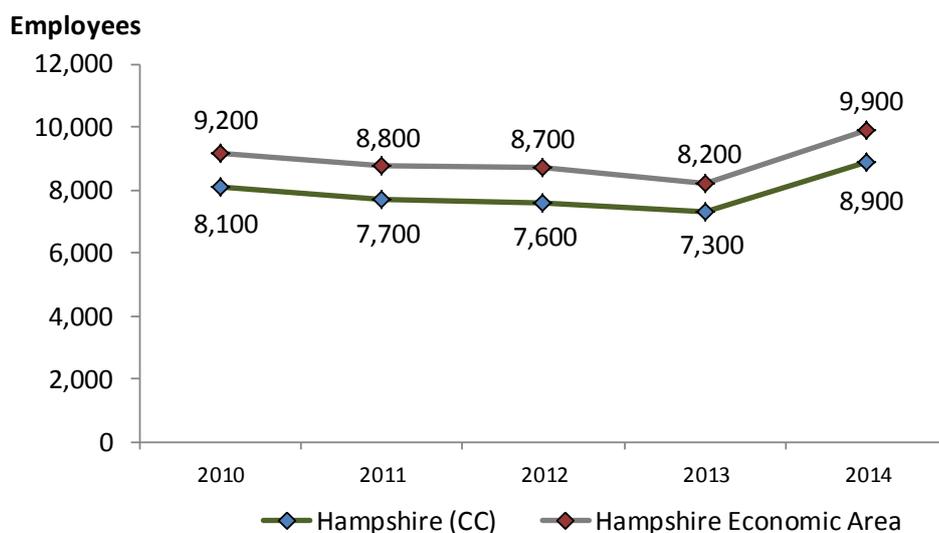
Table 4: BRES Land-based sector employee District and Rural/Urban class

Local Authority	Rural town and fringe	Rural village and dispersed	Rural Total	Urban city and town	LAD Total
Basingstoke and Deane	300	200	500	500	1,000
East Hampshire	100	500	600	500	1,100
Eastleigh	-	-	-	700	700
Fareham	-	-	-	400	400
Gosport	-	-	-	200	200
Hart	200	200	400	100	600
Havant	-	-	-	300	300
New Forest	200	300	500	800	1,300
Portsmouth	-	-	-	600	600
Rushmoor	-	-	-	300	300
Southampton	-	-	-	400	400
Test Valley	100	700	700	500	1,300
Winchester	600	800	1,400	400	1,800
RUC Total	1,400	2,800	4,200	5,600	9,900

Source: BRES 2014. 2011 Ward RUC definition, '-' missing or suppressed data. Numbers rounded to nearest 100.

Figure 5: Land-based sector employee proportions by Rural-Urban class

Source: BRES 2014

Figure 6: Land-based employee trends 2010-2014

Source: BRES 2014.

24. Looking at employee growth based solely on the BRES data (Figure 6), the land-based sector experienced a recent revival in numbers following on from the economic downturn. Employee numbers were up by 800 on 2010 levels, although this is down to the boost between 2013 and 2014. Although not directly comparable, DEFRA numbers are down 500 on 2010, which suggests there has been a minor net change in employment numbers

Table 5: BRES employee change 2010-2014

Local Authority	2010	2014	Change (Number)	Change %
Basingstoke and Deane	800	1,000	200	25.7
East Hampshire	900	1,100	200	18.5
Eastleigh	500	700	300	62.1
Fareham	400	400	0	-7.1
Gosport	100	200	100	79.5
Hart	1,100	600	-500	-47.5
Havant	300	300	0	-3.7
New Forest	1,400	1,300	-100	-9.1
Portsmouth	600	600	0	-1.2
Rushmoor	200	300	100	29.4
Southampton	500	400	-100	-15.9
Test Valley	1,000	1,300	300	29.1
Winchester	1,400	1,800	400	28.1
Hampshire	8,100	8,900	800	9.6
Hampshire Economic Area	9,200	9,900	700	7.6

Source: BRES 2014. Numbers rounded to nearest 100. Percentage changes on unrounded numbers.

25. With reference to Table 5, employee growth across Hampshire is mixed. There has been a contraction in employee numbers in the largely rural Hart and New Forest areas, and in the urban Southampton. There was no change in the largely urban Fareham, Havant and Portsmouth areas, which means most of the growth took place in largely rural districts. Percentage changes are varied, but also sensitive to smaller numbers, hence the high growth rate recorded against Gosport.

Skills and drivers for change

26. There is little in the way of local data on skills and qualification needs for the land-based sector. Skills and qualifications are taken from national or regional studies, but will for the most part still be pertinent locally.
27. According to the Lantra National Skills Assessment (2014), the land-based sector has an ageing workforce, with 30% of workers aged 55 or over, compared to 18% for all sectors. This rises to 54% when the threshold is lowered to include those aged 45 or over. As the report points out, this could have potentially significant implications for future employment levels and recruitment. Job creation through growth plays a relatively small part in the labour market. Most activity is churn or turnover and therefore down to replacement demand as older workers retire or people leave the sector altogether. With an ageing workforce, the land-based sector will see many current workers approaching retirement within the next 20 years. The sector is also heavily gender bias towards males, which further limits the potential pool of future workers. A regional projection for the South East estimates the land-based sector will require 47,000 more workers over the ten year period to 2020 from graduate level down to Level 1 or with no qualifications. Most of this will be through replacement demand, and as much as 75% according to national estimates.
28. Lantra research has also discovered that land-based workers are often highly skilled, but lack formally recognised qualifications, with one in six workers in the land-based and environmental sector failing to have any formal accredited qualifications. This compares to approximately one in seventeen across the UK all-sector workforce.
29. Table 6 outlines Lantra's latest summary of the skills needs⁴ in the land-based sector, with three key drivers affecting requirements within the sector. The drivers are interdisciplinary with wide ranging and changing skillsets required.

⁴ The UK Land-based and Environment Sector: Skills Assessment Update April 2014, Lantra

Table 6: Driver and demand for skills

Drivers for consumer skill demands	Drivers for environmental skill demands	Drivers for economic and technical skill demands
Business planning (managing food price changes). Leadership	Regulation and Government (CAP/ CFP ⁵ reforms). Crop management	Renewables, biofuels, carbon emission reductions, water resources Raising capital
Marketing skills	Pesticide application	IT skills
Market analysis (niche market development)	Water management	Scientific knowledge and understanding
Woodland management (demand for wood fuel)	Species knowledge, understanding ecosystems	Risk management
Chainsaw proficiency	Sustainable forestry, Woodland planning	
Health and safety	Livestock knowledge	
Contract negotiation		

Source: Lantra Skills Assessment 2014

30. The same Lantra report also highlighted agronomy, plant pathology and agricultural engineering as three sectors with skills shortages.
31. For the supply side there is strong local agricultural provision at Sparsholt College, a specialist college with a range of land-based operations located at Sparsholt (Winchester) and a separate campus with tertiary provision sited in Andover. The college offers graduate, post-graduate and apprenticeships in a wide range of disciplines, for example: Agriculture, Arboriculture, Equine studies, Veterinary Nursing, Horticulture and Motor Vehicles. In 2014 there were over 2,700 full-time students and over 3,000 part-time students. The large majority of students are aged 16 to 18, although significant numbers of adults take part in learning.
32. The sector has also identified a number of risks to the future of land-based industry:
- Economic shocks including food pricing, imports, and exports.
 - Attracting young skilled entrants to the sector.
 - Climate change – mitigation and adaptation to changes in climate and shocks, such as flooding and drought.

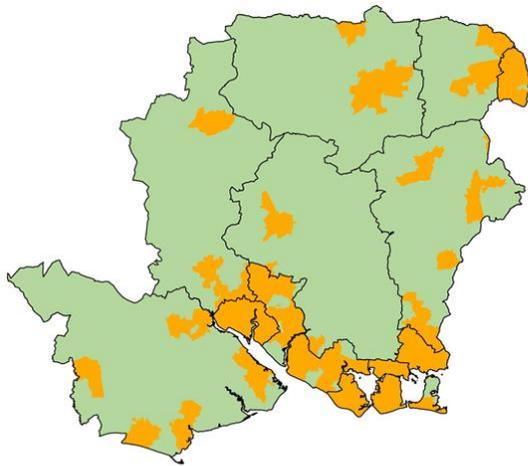
⁵ CAP (Common Agricultural Policy), CFP (Common Fisheries Policy)

- Environmental costs – housebuilding pressures on land, sustainability, pesticide, food safety and demand for food provenance.
- Political uncertainty – migration/seasonal labour, European Union (referendum) and trade deals.
- Crime – theft of equipment, livestock and fuel. NFU survey statistics for 2014 calculated the cost in Hampshire at £1.7 million, the fourth highest in the UK. In the UK, 1,700 farm buildings and 66,000 acres of grassland are destroyed by fire.

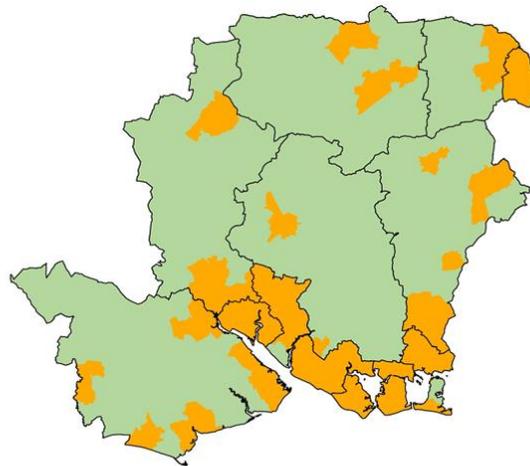
Conclusion

33. The land-based sector is an important contributor to the Hampshire economy as a whole and not just in rural Hampshire, against which it is perhaps more closely associated. The sector is a significant employer, although deficiencies in the data available and variations in defining the sector may under estimate the true number employed in the land-based sector.
34. Like other sectors, land-based was exposed to the economic downturn, but has more recently seen a reversal in fortune with an increase in both employees and businesses that outpaced national trends. However, earnings can be lower than the average and the hours much longer. Like other sectors it also faces challenges in adapting to technology, the effects of climate change, political uncertainty and in attracting young and qualified workers to replace an increasingly ageing workforce.
35. Lastly, the countryside, which is managed by the land-based sector, defines the value of this natural capital, which in turn has a significant effect on other industries, in particular tourism. Hampshire is a very typical example of this, with the national parks and the AONBs. It is the land-based sector upon which these areas are reliant, and without it, they would decline in value. In Hampshire, it would be difficult to separate tourism from the land-based sector when looking at how populations benefit. It is from this natural capital that humans derive a wide range of services, often called ecosystem services, which make human life and enjoyment of the countryside, possible.

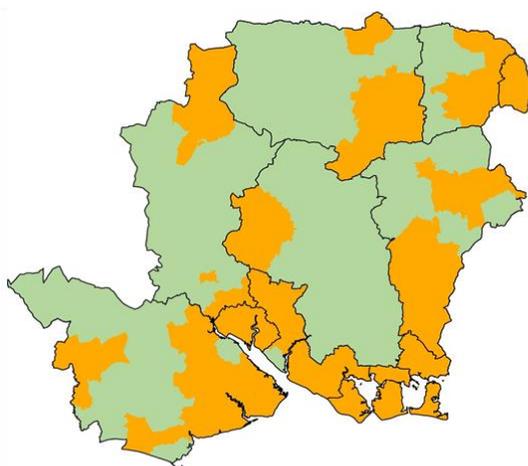
Appendix – Rural Urban Classifications (2011)



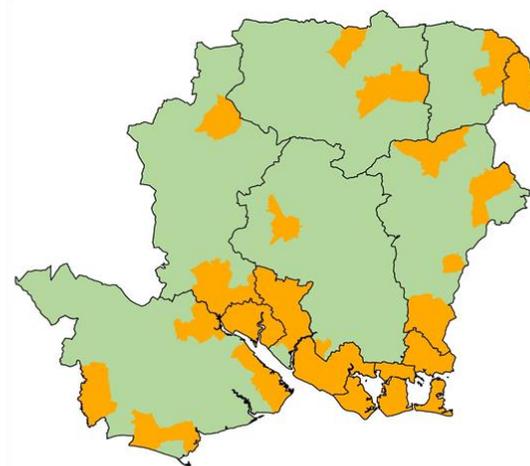
2011 Output Area (OA)



2011 Lower Super Output Area (LSOA)



2011 Middle Super Output Area (MSOA)



2011 Census Ward

**ONS Census Output
(based on resident
population)**

**Census Ward
(based on electoral
population)**

Middle (layer) Super
Output Area (largest
output geography)

2011 Census Ward
(closest in size to
MSOA)

Lower (layer) Super
Output Area

Output Area
(smallest output
geography)

**Research & Intelligence Group
Hampshire County Council**

For further information contact
Gareth Henry
Senior Research Officer (Economy)
gareth.henry@hants.gov.uk
01962 846791

www.hants.gov.uk/factsandfigures/figures-economics
