

the  
business  
magazine

**HAMPSHIRE  
BUSINESS  
AWARDS  
2026**



# ABOUT



## Celebrating Excellence

Now in its fourth year, the Hampshire Business Awards celebrate excellence, innovation, and leadership across the county's vibrant and diverse business community.



## A Thriving Hub

Since launching in 2023, the awards have consistently highlighted local success stories, strengthened business connections, and reinforced Hampshire's reputation as a thriving hub for enterprise and growth.



## Growing Impact

Over the past 3 years, the event has welcomed over 1,100 attendees and received over 600 entries from 400 company submissions.

# HAMPSHIRE BUSINESS AWARDS 2026

## FEEDBACK

“ The event was beautifully organised and our team was very happy to not only be recognised for their hard work, but also to be involved and surrounded by extremely successful, knowledgeable and likeminded businesses in Hampshire.



“ It was a fantastic evening. Well planned and attended and some great connections made on the night.



“ We made some excellent contacts throughout the event and it was brilliantly organised! We're looking forward to next year already!



“ The Hampshire business awards is a fantastic initiative to highlight the incredible businesses in Hampshire.



“ The team are all on cloud 9, we have an amazing team of nearly 20 people who are as passionate, so it's amazing for them as validation their work is worth it.



“ Thank you very much for the efforts you and your team put into hosting the event last night which I think went off without a hitch.



“ Thank you to you all for a lovely evening which we were proud to be part of and to those sponsors who made it possible for those of us in the third sector to join.



“ We were delighted to be nominated and be in the company of so many wonderful organisations.



“ The entire evening was beautifully executed, from the seamless flow of the event to the thoughtful details in the setup. The food was absolutely fantastic.



“ Thank you once again for putting on one of the best awards events we've had the pleasure of attending.



“ The event was well organised, well attended and great fun - not your typical business awards.



# HAMPSHIRE BUSINESS AWARDS 2026

## AWARDS ENTRIES



# 600+

Entries from 400  
company submissions  
across three years.



Demonstrating strong  
and sustained engagement  
from the business  
community, with continued  
momentum year on year.

# NEW CATEGORIES IN 2025

5 new award categories introduced, reflecting sector growth and broader business representation.



## **Aerospace & Defence Company of the Year**

Recognising excellence and innovation in the region's aerospace and defence sector.



## **Apprentice of the Year**

Celebrating outstanding contribution and growth from an apprentice.



## **Financial & Professional Services Company of the Year**

Honouring exceptional service and growth in financial and professional services.



## **Large Business of the Year**

Awarding substantial businesses demonstrating strong growth and leadership.



## **SME Business of the Year**

Highlighting the achievements and impact of small and medium-sized enterprises.

# WHO ENTERS

The awards showcase the very best of Hampshire, celebrating standout businesses and individuals driving innovation, growth, and positive impact across the county.



## Aerospace & Defence

Forward-thinking companies driving innovation, growth, and skills.



## Apprentices

Rising talent demonstrating exceptional ability, dedication, and professional progress.



## Business Leadership

Influential leaders shaping success through vision, and innovation.



## Community Impact

Businesses making a meaningful, lasting difference through community engagement.



## Financial & Professional Services

High-performing firms delivering outstanding client service and growth.



## Food & Drink

Creative producers delivering quality, innovation, and pride in Hampshire's food scene.



## Large Businesses

Established organisations leading in growth, sustainability, and positive workplace practices.



## New Businesses

Ambitious start-ups turning bold ideas into early success and future potential.



## Retail, Leisure & Hospitality

Customer-focused businesses raising the bar for experience, service, and engagement.



## SMEs

Dynamic small and medium enterprises driving innovation, leadership, and local impact.



## Sustainability

Businesses embedding sustainability at the heart of their strategy and operations.



## Tech Companies

Innovative tech companies leveraging digital solutions.



## Workplace Excellence

Employers building inspiring workplaces with strong culture, leadership, and employee wellbeing.

# NETWORKING OPPORTUNITIES

The Finalists Drinks Reception has become a key fixture in the Awards, held three times and consistently well attended. It provides a unique networking platform where judges can meet finalists in an informal setting.



Connect with a wide range of businesses



Foster relationships



Share ideas



Explore potential collaborations





## Attendees

Over the past three years, the event has seen remarkable engagement. In 2025, it sold out, marking an outstanding milestone. With a total of over **1,170** attendees across the three years, this growth reflects the event's rising popularity and the strong enthusiasm of the community.



## Hosts

The awards have also been supported by fantastic hosts:



Alex Jones in 2023



Cally Beaton in 2024



Jimmy McGhie in 2025

# HAMPSHIRE BUSINESS AWARDS 2026

## SPONSORS & PARTNERS

The Awards have been well supported over the past three years:



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# CHARITIES

Thanks to the incredible support shown at the awards, we have raised funds for local, well-deserving charities in Hampshire.





# MARKETING & ENGAGEMENT

## LinkedIn Campaigns - across all years

-  Total Campaigns: 3
-  Total Duration: 34 weeks
-  Total Posts: 298
-  Total Impressions: 100,120
-  Total Engagements (Reactions, Comments, Reposts): 6,906
-  Average Engagement Rate (blended): ~6.0%
-  Total Clicks: 2,514
-  Average CTR: ~4.6%
-  Reactions: 4,156
-  Comments: 88
-  Reposts: 148
-  LinkedIn Live Impressions: 5,308

## Website Content (Combined)

-  Total Articles Published: 42
-  Total Article Views: 33,464

## Social Media Reach (Non-LinkedIn Combined)

-  Instagram Views: 18,276
-  Twitter / X Impressions: 10,258
-  Average Twitter / X Engagement Rate: 2.2%
-  Facebook: Cross-posted campaign content (organic distribution)

## Email, Video & Direct Outreach (Combined)



**Newsletter Impressions: 218,400**



**Newsletter Article Impressions: Up to 171,600**



**Announcement Video Engagement Rate: 4.7%**



**Direct Mail Reach: 63,000 business leaders**



**Trade Shows & In-Person Distribution:** Postcards shared at expos, sales meetings, and events

## Cross-Platform Distribution

Campaign winners and highlights were shared across:



LinkedIn



Instagram (posts & stories)



Facebook



Twitter / X

## Total Combined Impact (All Channels)



**Total Measured Impressions & Views: 614,000+**



**Total Measured Impressions & Views: 614,000+**



**Multi-Channel Touchpoints:** Social, website, email, video, and direct mail



**Primary Strengths:**

- High engagement efficiency
- Strong click performance
- Broad reach across both digital and physical channels

Over three years, the programme delivered sustained, high-quality visibility with hundreds of thousands of impressions, strong engagement rates, and consistent audience interaction across every major platform.