

Meeting:	Hampshire Prosperity Partnership Board
Date:	19 January 2026
Title:	Item 10 – Funding Request – Insider Magazine
Appendices	Two annexes - programme proposition and Hampshire Business Awards in data
Report From:	Strategic Economy
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The Purpose

1. To request funding from the LEP legacy reserves to support the Hampshire Business Awards for 2026, and associated communications and sector support projects which complement the HPPB delivery programme, in partnership with Insider Magazine.

Background

2. Entering into its fourth year, the Hampshire Business Awards are going from strength to strength. 2025 saw higher nominations and attendance than previously and, under the new management of the Insider Magazine, the delivery of a more cost-effective event than ever before.
3. This year, we would like to partner with Insider Magazine throughout the year to broaden links with businesses, and develop a yearlong narrative around celebrating success in our region, a sentiment felt across all sectors and repeated at every SuperCluster meeting.
4. The reason the request is being made now is to ensure that we get the opportunity to speak with businesses about sponsorship opportunities before budgets for 2026/27 are finalised.
5. Hampshire County Council has played a positive role in supporting Hampshire Business Awards since they were inaugurated. The nature of our involvement has varied from year to year, however, due to financial constraints. Being part of the 2026 awards process from the beginning will strengthen our role in the success of the awards.

Proposed Approach

6. Rather than partnering with Insider Magazine for the Hampshire Business Awards alone, we have been given the opportunity to work with them across a 12-month period. This would leverage their links and connections both locally and nationally, to promote the region and

celebrate its successes over the course of the year, culminating in the Hampshire Business Awards in November.

7. Working over this extended period, and having a longer lead-in time to the awards, means that we can help shape the narrative and support specific themes around the region's successful and emerging sectors.
8. The 12-month partnership would include the following:
 - a. Category sponsorship of the Hampshire Business Awards 2026 (including a 10 seat table at the awards)
 - b. A series of three roundtable events, partnering with businesses and Insider Magazine to discuss local topics, one being led by HCC
 - c. A Hampshire Business Breakfast for up to 120 guests
 - d. Three Hampshire-focused articles in the Business Magazine, plus the January issue post-awards
 - e. Throughout the year, a series of sector-related features in which Hampshire will feature where relevant
 - f. Brand alignment
9. Insider Magazine Southeast has a readership of over 40,000. The Hampshire Business Awards attract over 300 nominations each year, which is on par with national level business award nominations. The awards evening in November 2025 attracted 395 attendees. Further information about Insider can be found in annex 1, and about the Hampshire Business Awards in annex 2.
10. In 2025, sponsoring the awards and having one editorial in the Southeast magazine cost £7,000. The cost of the proposed expanded 12-month partnership in 2026 is £12,500.

Recommendation

11. HPPB is asked to recommend for approval by Hampshire County Council the proposed partnership with Insider Magazine for 2026, at a cost of £12,500 to be funded from the LEP legacy reserves.