

Data Repository

Economy & Skills



Economic Strategy

Hampshire Economic Strategy (2023)

[hampshire-economic-strategy.pdf \(hants.gov.uk\)](https://www.hants.gov.uk/hampshire-economic-strategy.pdf)



Visit Hampshire

Visit Hampshire is the official tourism website for the county and the consumer facing tourism brand for Hampshire County Council. The Visit Hampshire website has over 1.4 million users per year from the UK and around the world. The website is a trusted and valuable tool for visitors to be inspired and to research days out, short breaks and holidays to Hampshire.

Tourism is an important business sector, generating £3 billion to the Hampshire economy each year. Visit Hampshire's objective is to grow the sector by promoting Hampshire as an outstanding tourism destination to both domestic and international audiences.

Alongside the website Visit Hampshire undertakes a number of activities to grow tourism within the county.

- International marketing
- Social media
- PR
- Exhibitions
- E-mail marketing
- Group travel marketing
- Partnership marketing
- Advisory

[Visit Hampshire | Discover the City, Coast and Country
\(visit-hampshire.co.uk\)](https://www.visit-hampshire.co.uk)



**VISIT
HAMPSHIRE**
CITY • COAST • COUNTRY

EBIS – Data Dashboards

Economic & Business Intelligence Service (EBIS) have extensive experience and expertise in economic and social research and analysis. We provide national and sub-national economic and business intelligence and analysis to the business community, local government, and enterprise partnerships in their engagement with local and regional stakeholders and central government.

Our team of economists and social researchers can undertake research and analysis and advise on a wide range of business and economic themes. The team's background is in economics, impact modelling and forecasting, analysis of the labour market and socio-economic topics and in spatial/business analytics. The EBIS team have gained experience working in central government, government agencies, local government and the private sector.

[EBIS reports | Business and economy | Hampshire County Council \(hants.gov.uk\)](#)



South Central Regional Defence & Security Cluster

New South Central Regional Defence and Security Cluster will launch in September 2024 and a series of SME Voice Events will be coming up later in the year laying the foundations for further collaboration between industry, universities, the UK Ministry of Defence and the MoD's Defence and Security Accelerator

This initiative aims to help drive innovation into the defence and security industries and support regional businesses to grow through doing so we will:

- Harness the region's strengths in the design and manufacture of hardware, electronics, advanced materials and security
- Specifically benefit SMEs which have traditionally found it more difficult to secure contracts from defence customers

The Cluster steering group is chaired by Airbus Space & Defence, and supported by Hampshire County Council and Fareham Borough Council

Useful Links

- South West Defence & Security Cluster [South West Regional Defence and Security Cluster | taglin \(southwestrdsc.co.uk\)](https://southwestrdsc.co.uk)
- DASA - [Defence and Security Accelerator - GOV.UK \(www.gov.uk\)](https://www.gov.uk)
- Battlelab - defencebattlelab



Jet Zero Cluster

Following some detailed mapping and sector proposition work by consultants SQW, an emerging Jet Zero cluster of around 130 companies has been identified

The majority of the companies identified are small or micro SMEs which is distinctive compared to other regions and there seems to be a degree of specialisation in the supply chain in advanced materials, airport operations and hydrogen transportation

Hampshire has some significant anchor assets including Farnborough Airport and research strengths at Southampton and Surrey Universities

A Hampshire and Surrey Task Force was established which needs to identify a private sector chair and attract stronger business representation and needs to be capitalise on the future Southeast DASA community to capitalise on existing aerospace involvement

Future opportunities are possible through funding from the Aerospace Technology Institute and strengthening links with the Solent Decarbonisation Cluster (Exon Mobil have secured a £6m grant to do a feasibility study for the production of SAF (sustainable aviation fuel) by 2030

Useful Links Jet Zero Strategy <https://assets.publishing.service.gov.uk/media/62e931d48fa8f5033896888a/jet-zero-strategy.pdf>



Enterprise Zones & Freeport

Enterprise Zones and Freeports are designated areas that offer benefits to businesses that choose to locate and grow within the boundaries. Key opportunities include, tax breaks, simplified planning, marketing, commercial space and development land to invest and expand.

Local Authority areas where the sites are located benefit from retention of growth income generated through increased business rates.

There are two Enterprise Zones in Hampshire:

- **EZ³** – set up in 2017 through the EM3 LEP and comprised three sites. The zone has now been separated between Hampshire and Surrey County Councils. The two locations within Hampshire are Basing View, Basingstoke and Whitehill and Bordon in East Hampshire.
- **Solent Enterprise Zone at Daedalus** – set up in 2012 and situated on the southern area of Fareham and Gosport Borough Councils. Originally a former military airfield it continues to support the aerospace sector with the Solent Airport and innovation centre as well as skills training through the CEMAST centre operated by Fareham College.

In addition, a **Freeport** was approved in 2022 covering 8 sites across the Solent. It encompasses sites at the ports of Southampton and Portsmouth as well as development opportunities in areas near Southampton Airport, along Southampton Water and at Havant to the east of the Solent.

For more information on the Hampshire EZ sites:

[EZ³ Enterprise Zone | Business and economy | Hampshire County Council \(hants.gov.uk\)](#)

[Solent Enterprise Zone, The location of choice for pioneering businesses on the south coast \(sezdaedalus.co.uk\)](#)

Solent Freeport information: [The UK's Global Gateway - Solent Freeport](#)



The Hampshire Business Awards 2024

Recognise the people, companies and other organisations behind all that make Hampshire a great place to do business

Highlight Hampshire as a centre of excellence for business - putting Hampshire industry and commerce in the spotlight

Over 260 entries and nearly 100 finalists making it onto the shortlist across 14 award categories in 2023

The showpiece will be attended by entrepreneurs, business leaders, venture capitalists and policymakers

Farnborough International Conference Centre – 600 guests on 21st November 2024

Nominations for the awards are now open with a closing date set for September 15, 2024

Useful Links



[Hampshire Business Awards 2024 - The Business Magazine](#)

Skills & Employment - Strategy

Hampshire Skills Strategy and Action Plan

[Access talent and skills in Hampshire | Business Hampshire : Business Hampshire \(wpengine.com\)](#)



Skills & Employment - Local Skills Improvement Plans

LSIPS are designed to put employers at the heart of the skills system and to ensure that local business voices are heard to help influence and shape skills and training provision.

They are led by Employer Representative Bodies – Surrey Chamber of Commerce (North Hampshire and Surrey) and Hampshire Chamber of Commerce (Solent)

HCC has been actively involved in their development and delivery

[Future Skills Hub - Surrey Chambers \(surrey-chambers.co.uk\)](https://surrey-chambers.co.uk)

[Local Skills Improvement Plan | Hampshire Future Skills \(hampshirechamber.co.uk\)](https://hampshirechamber.co.uk)

Associated funding through the Local Skills Improvement Fund is investing a total of almost £8.5M across Hampshire and Surrey into the skills sector to develop facilities and programmes that directly respond to the current and future skills needs of local employers



Skills and Employment

The overarching, bespoke Skills & Employment service for Hampshire. Working in partnership with the Districts & Boroughs to provide free, specialist advice and guidance around national and local skills initiatives that can support business growth.

Impartial Advice & Guidance for employers includes:

- Identifying skills gaps and talent needs
- Matching skills initiatives and any associated funding to support recruitment & staff development

The Hampshire County Council current Skills Initiatives include:

- Apprenticeships
- Skills Bootcamps
- Multiply and T Levels
- Employment and Skills Plans
- Refugee Resettlement Support



[Access talent and skills in Hampshire | Business Hampshire : Business Hampshire](#)

Apprenticeships

The team offer free, impartial advice & guidance to employers of all sizes and sectors to either introduce or grow the number of apprentices they employ through:

- Choosing the right training provider and apprenticeship standard to meet the identified skills gap
- Providing guidance on funding options tailored to the individual business needs
- Supporting training providers to develop programs to meet employers' skills priorities.

[Access talent and skills in Hampshire | Business Hampshire : Business Hampshire](#)



Apprenticeship Levy Transfer

In May 2017, the Government introduced the Apprenticeship Levy as part of its reforms to work-based and technical education. This obliges all employers (in England) who have an annual salary bill of £3m or more to commit 0.5% of that amount to Apprenticeship training.

Large businesses can pledge unspent apprenticeship levy funds which will then be used to support other businesses with the costs of apprenticeship training.

The Skills & Employment team promote Levy transfer to support local business growth through these initiatives:

The levy transfer gives employers the opportunity to support each other by utilising unspent levy funding, contributing to their Social Value Plan.

[Access talent and skills in Hampshire | Business Hampshire : Business Hampshire](#)



Skills Bootcamps

Skills Bootcamps empower individuals and employers to develop valuable, sector-specific skills. Based on local employer demand, the Skills Bootcamps on offer provide a direct path to employment upon completion, with a guaranteed job interview at the end of each course for unemployed individuals.

These funded courses are flexible and include minimum hours of learning across a maximum 16-week period, providing learners with several positive outcomes no matter their circumstances.

Residents aged 19 and over that live in Hampshire are eligible.

They can be in full-time or part-time employment, self-employed, unemployed, or returning to work after a break.

All Skills Bootcamps learners are offered support upon completion of their course to progress within their chosen field. Support offered includes CV review, pastoral support, coaching and mentoring.

Managed locally across Hampshire by Skills and Employment, Skills Bootcamps is the flagship programme of the Department for Education as part of the Skills for Life movement.



www.hants.gov.uk/skills-bootcamps

skills.bootcamps@hants.gov.uk

Construct Your Future (CYF)

This is a partnership between Hampshire County Council and CITB's England Construction Opportunities, aiming to retain construction sector employees through mentorship and links closely to our construction sector focussed Skills Bootcamps.

CYF offers a wide range of services to the industry, including:

- A pipeline of industry-ready workers
- Dedicated Project Coordinators providing six months of employability mentoring, tailored mentoring activity and empowerment of new employees
- Support in navigating a new job in a new sector

By addressing the soft skills gap and focusing on both recruitment and retention, CYF strives to create a skilled and sustainable construction workforce for the county's huge construction sector.

Multiply

Multiply is a fully funded government scheme that offers maths courses to adults aged 19 and over.

It is available to individuals who do not have a maths level 2 qualification or equivalent (GCSE grade C equivalent).

The course aims to boost numeracy skills in work and daily life.

We support employers to access this programme which offers free training to support employees to become more confident and effective in their roles by improving their numeracy skills.

[Multiply | Education and learning | Hampshire County Council \(hants.gov.uk\)](https://www.hants.gov.uk/education-learning/multiply)



ESOL (English Speaking for Other Languages)

The Refugee Resettlement and Support service has been established to provide and coordinate resettlement and integration support for refugees relocating to Hampshire.

The service aimed to provide immediate assistance to beneficiaries upon their arrival in the UK.

Through this offer there are a selection of English courses for Speakers of Other Languages (ESOL) and a range of other activity.

Employers are signposted to programmes to help:

- improve English language skills
- to gain work or to advance career opportunities
- prepare for further academic or vocational study
- For further information on the broad spread of work in this area please contact: skills@hants.gov.uk



Employment and Skills Plans (ESPs)

Skills and Employment works closely with contractors and District and Borough Council partners to create Employment and Skills Plans (ESPs). These guide skills based, social value activity in the County's procured construction projects

ESPs create opportunities for the residents of Hampshire to engage in construction sector work, through work experience, jobs, apprenticeships, construction careers information, training and more. These align with the young person's service provision across Hampshire County Council.

The team maximise and embed social value activity across the various construction-based procurement frameworks.

This process has been given flagship status by CITB who own the National Skills Academy Framework, on which the ESP is based.

We provide bespoke advice and signposting to contractors, District and Borough Council partners around the agenda. Our work helps employers embed social value into their projects, reach the disadvantaged groups of residents and promote true impact to the wider community and stakeholders.



Hampshire Careers Hub

Hampshire Careers Hub sits within Hampshire County Council and is match funded by the Careers & Enterprise Company

We support schools and colleges across the county by enhancing their careers programmes and creating opportunities for young people

Connecting careers leads and teachers with businesses and other employers, is one of our key roles, helping to bridge the gap between education and the local labour market

- Localising national priorities
- Raising the quality of school careers provision against Gatsby Benchmarks
- Driving experiences with employers
- Tackling disadvantage
- Connecting careers to economic need



Useful Links:

www.hants.gov.uk/business/hampshire-careers-hub

www.careersandenterprise.co.uk

Hampshire Growth Hub

The Hampshire Growth Hub is a central resource that provides tailored business support to small and medium enterprises

We assist Hampshire businesses in overcoming barriers to increase growth potential

Fully funded by the government, we offer free signposting and advice to pre-start, start-up, and existing small or medium sized businesses

There is specialist advice available to small and medium enterprises employing up to 250 staff, to support sustainable growth

We engage with businesses of all sizes, across all sectors, within the geography of Hampshire County

We assist with:

- Identifying Potential Sources of Funding
- Business Growth Strategy
- Marketing and Sales Planning
- Skills Needs and Workforce Development
- Leadership and Personal Development

Useful Link: www.hants.gov.uk/business/hampshire-growth-hub

