

# Theme 2

## Economy

David Fletcher  
Assistant Director  
Economic Development

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**HAMPSHIRE 2050**

VISION FOR THE FUTURE



Economy

# Hampshire's Economy

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£50bn

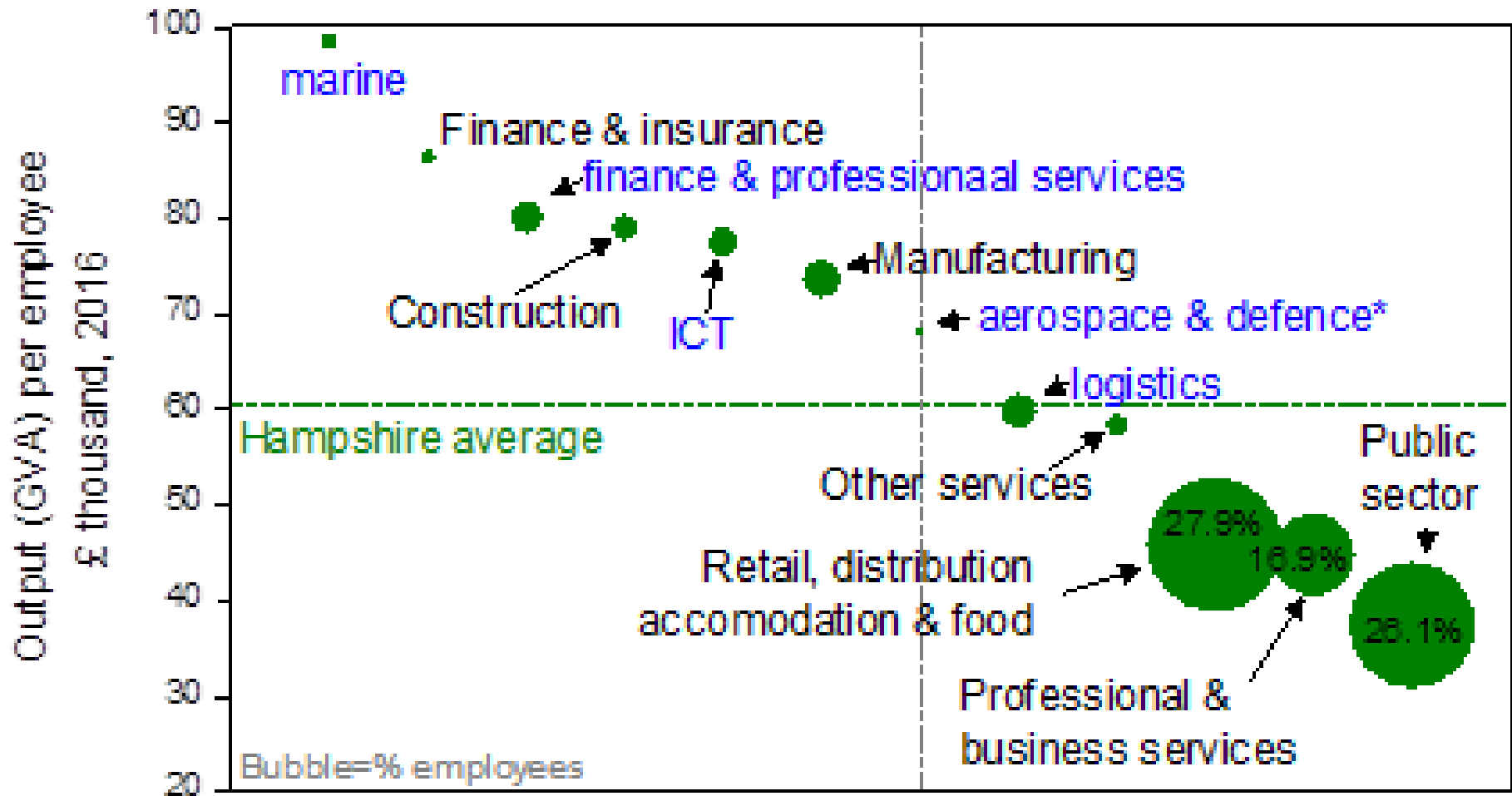




1998 – 20%

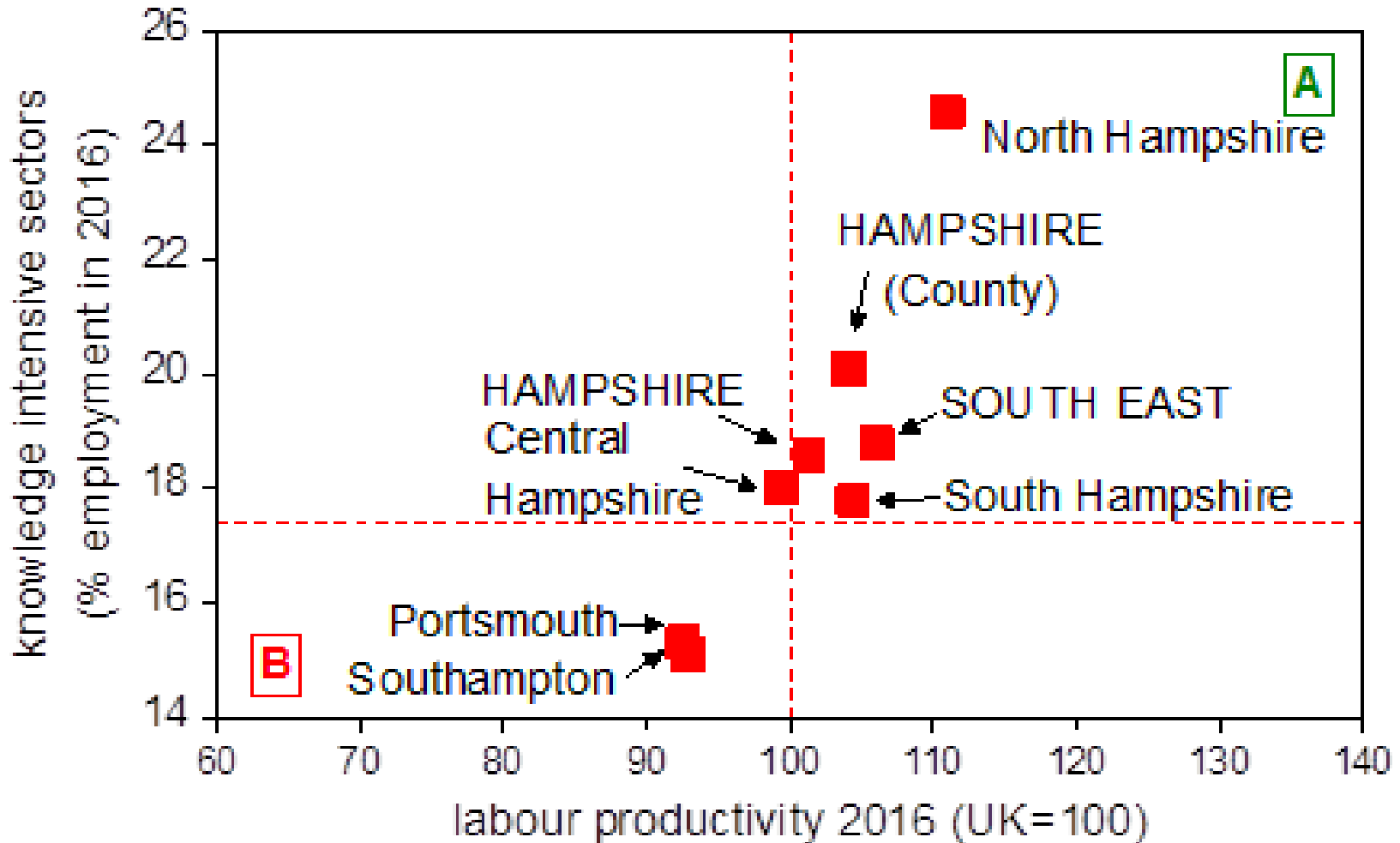
2016 – 13%

# Productivity and Employment Share



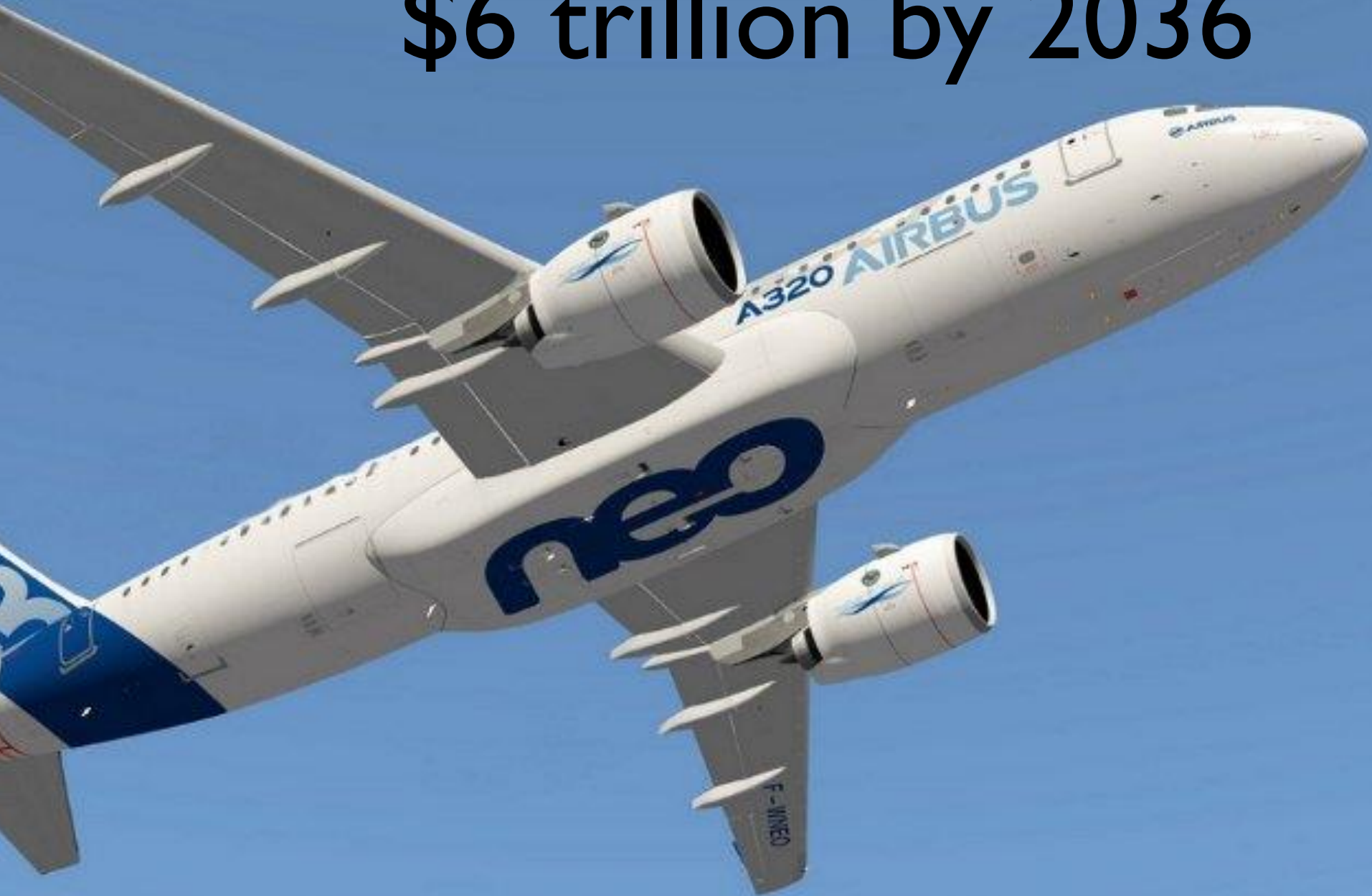
Source: ONS (2017) and HCC (2018)

# Knowledge intensive sectors and labour productivity



Source: ONS (2017) and HCC (2017) estimate based on ONS data

**\$6 trillion by 2036**



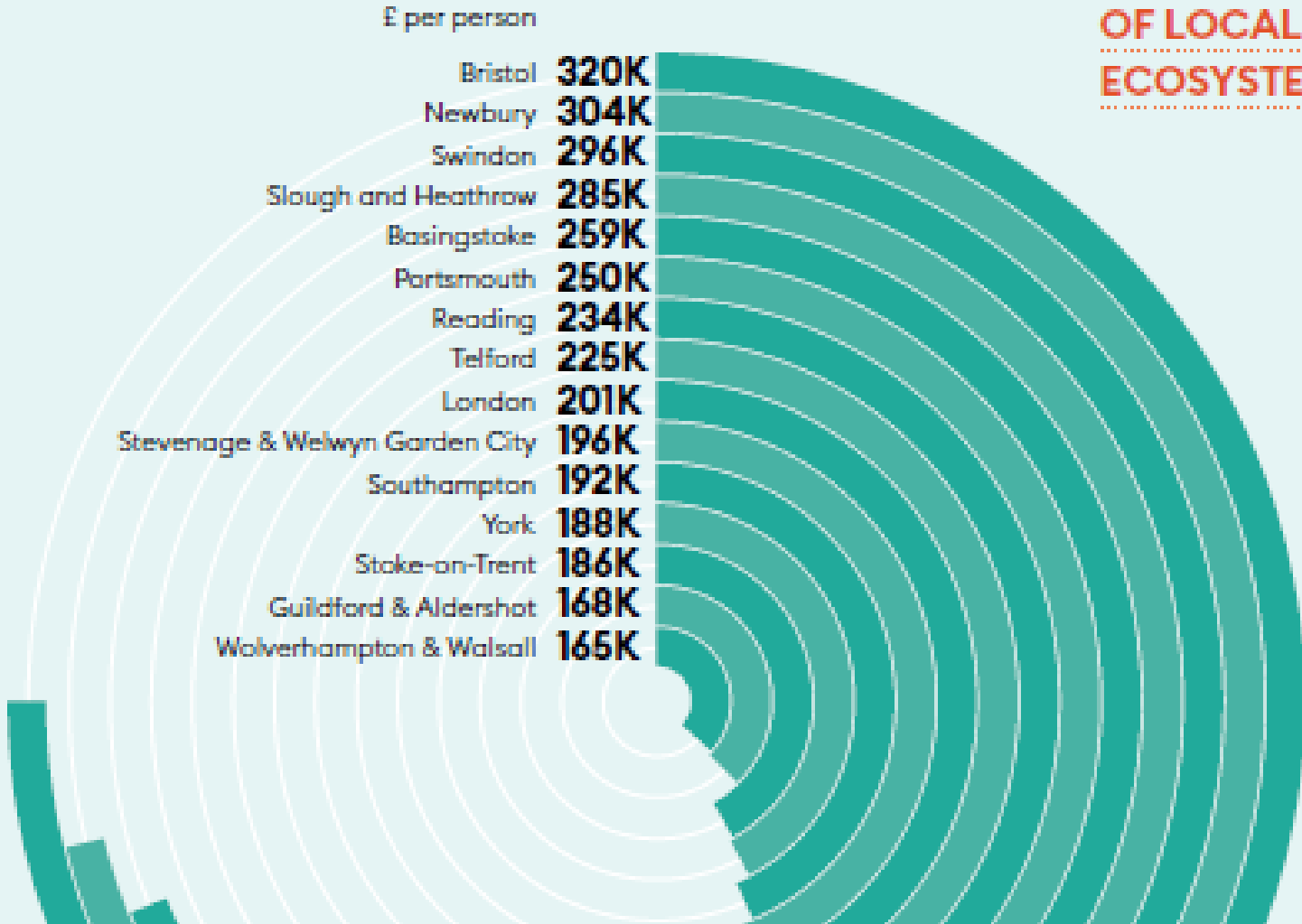
**\$136bn – UK 10%**





# Most productive local tech ecosystems

**BRISTOL TOPS  
PRODUCTIVITY  
OF LOCAL TECH  
ECOSYSTEMS**





37.8% of GVA

Source: Oxford Economics

# Key corporate location drivers



Nick Coote – Head of  
Thames Valley, Lambert  
Smith Hampton

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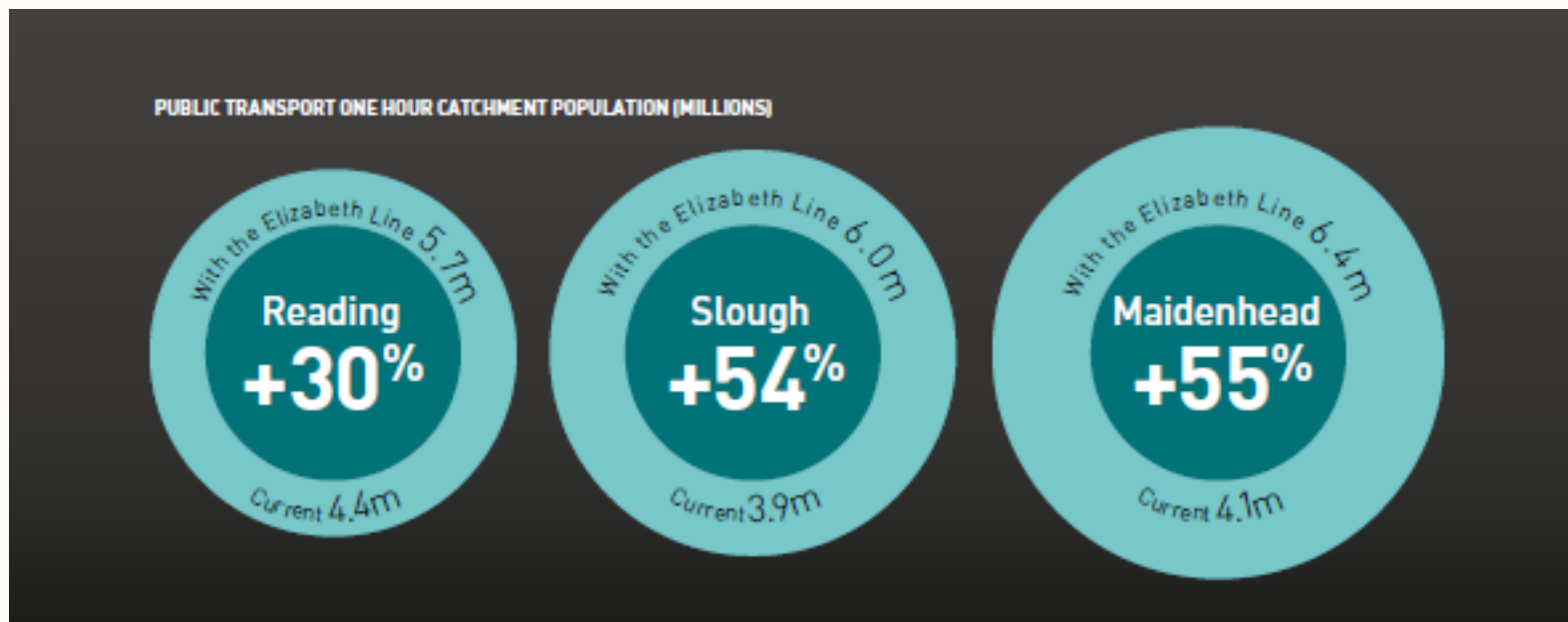
# An occupier's location drivers

- Access to skilled staff
- Cost (Property and Labour)
- Availability of suitable property
- Transport connectivity (Access to Heathrow)
- Access to London



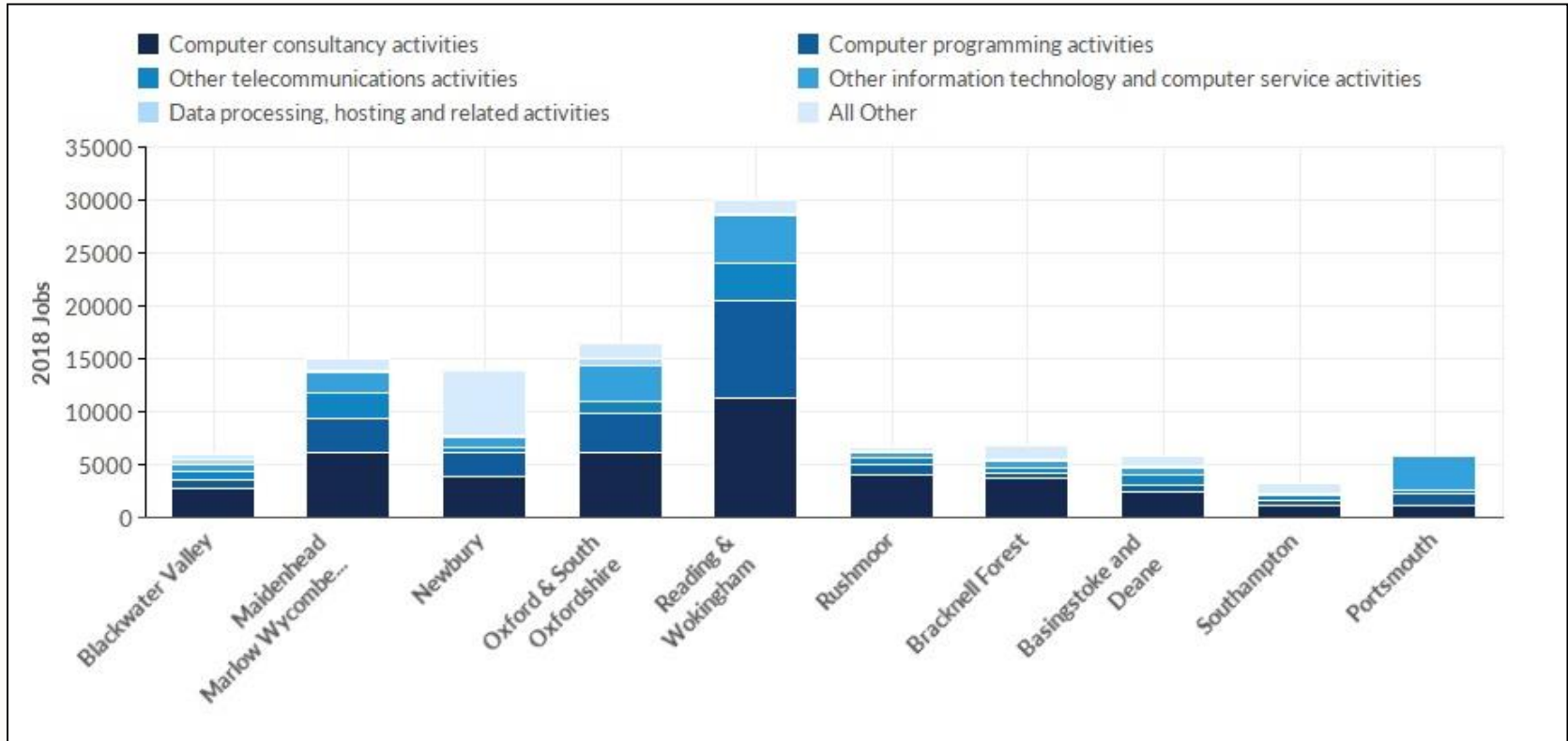
Short term parking for a  
Free car  
Platforms 8 to 15  
Long term parking for a  
Way out

# London accessibility Elizabeth Line impact



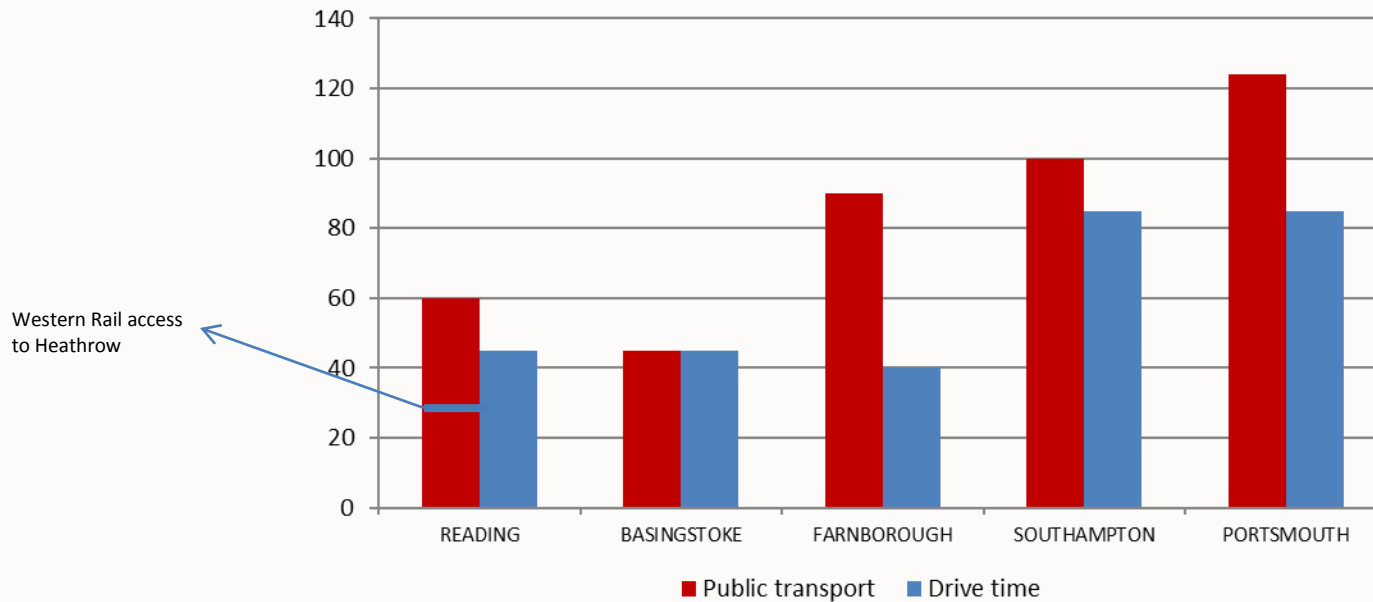
Source: LSH RESEARCH

# Digital Business Regional Comparisons



Source: LSH RESEARCH/EMSI

# Heathrow T5 travel times

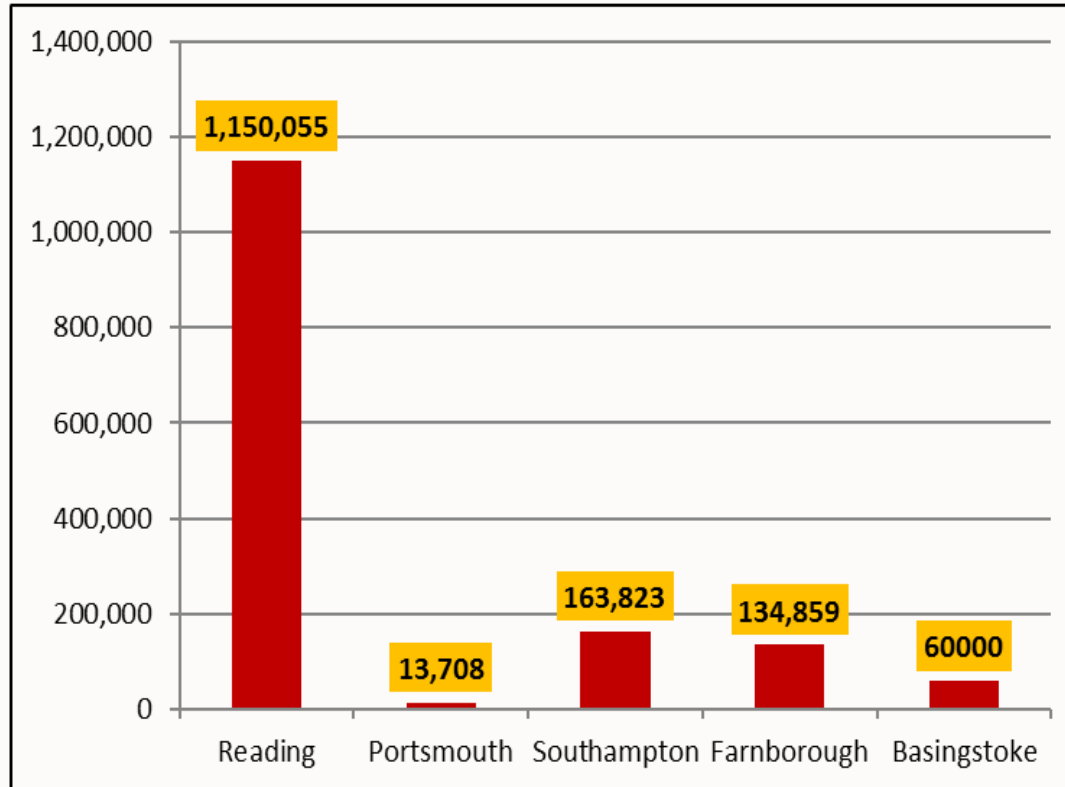


Source: LSH RESEARCH



# Grade A office supply- comparison

Lambert  
Smith  
Hampton



Source: LSH Research

# Developing an effective innovation ecosystem



Don Spalinger  
Director of Research &  
Innovation Services,  
University of Southampton

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“Innovation in the 21<sup>st</sup> century is a competitive sport”



The  
University  
Of  
Sheffield

**Advanced Manufacturing Research Centre**  
**Factory 2050**





# Autonomous Systems



# Big Data Analytics



# Photonics

# Composite Structures



# Key Ingredients for High Tech Growth

- Global Access – Airports, Ports, Roads & Railroads
- Cluster of Dynamic Businesses
- Great Educational Institutions
- Great Place to Live
  - Great Schools
  - Spectrum of Housing
  - Recreation & Culture
- Can Do Attitude
- Acceptance of Failure



# Vibrant, magnetic places

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## See how your local area performs on the Vibrant Economy Index

[vibranteconomyindex.grantthornton.co.uk](http://vibranteconomyindex.grantthornton.co.uk)





“the hyper caffeinated  
space between the  
buildings” *Bruce Katz*





<25% vs 55%



# Connected – Locally, Globally

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SAILING SERIES  
1999-2000  
SPORTS CLUB

ROWING REGATTA  
2000-2001







# Place Competitiveness



John Till  
Director,  
Thinking Place

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# Channel 4 announces Leeds as location of new headquarters

Leeds beat off competition from Manchester and Birmingham to become the new home of the broadcaster

SHARE      38 SHARES

By **Matt Millington**  
UPDATED 11:29, 1 NOV 2018

NEWS



John Till, Thinking place video will be uploaded on this page in due course:

<https://www.hants.gov.uk/aboutthecouncil/haveyoursay/visionforhampshire2050/six-strategic-themes/theme-two>

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