

# 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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£50b

n

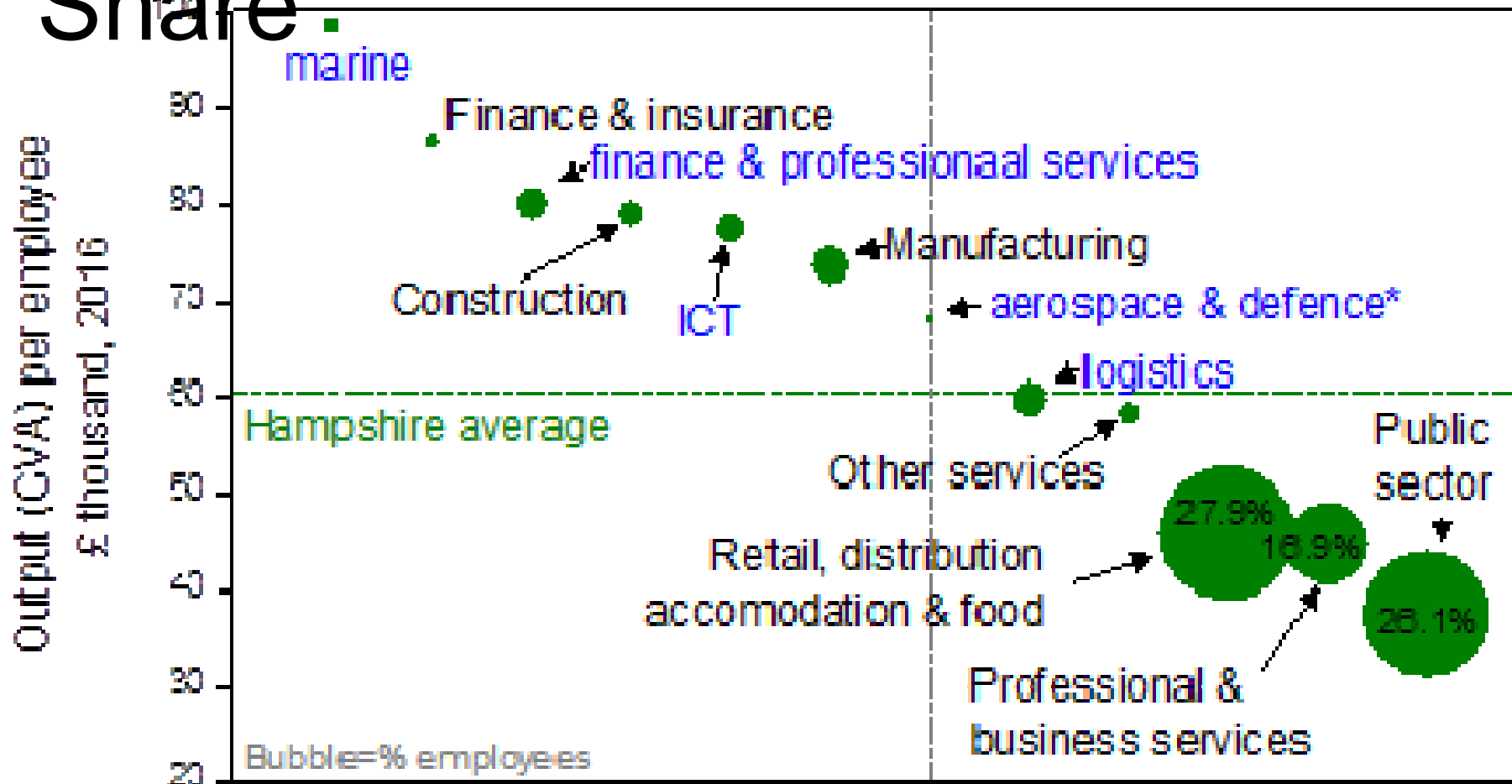




1998 – 20%

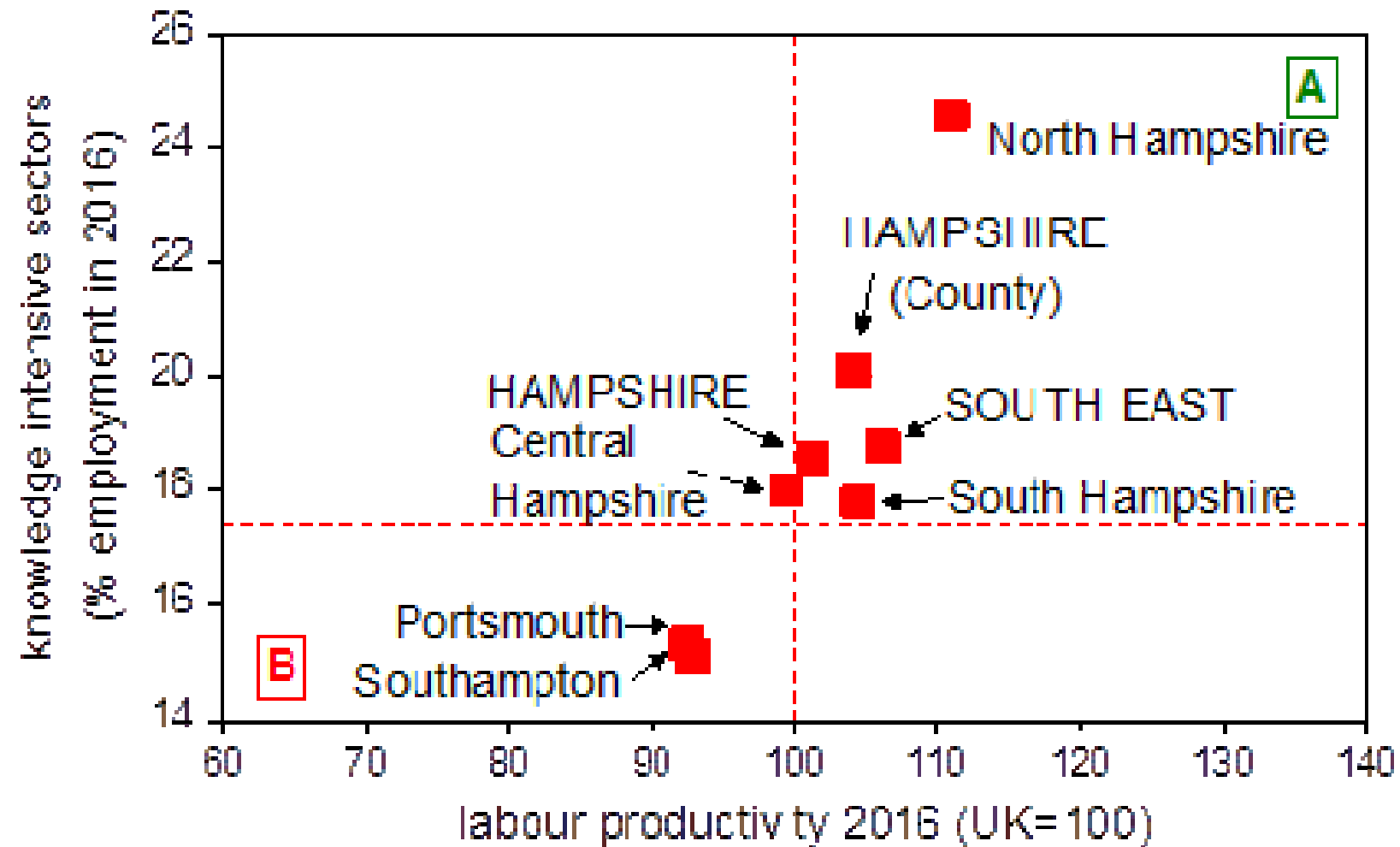
2016 – 13%

# 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

# 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



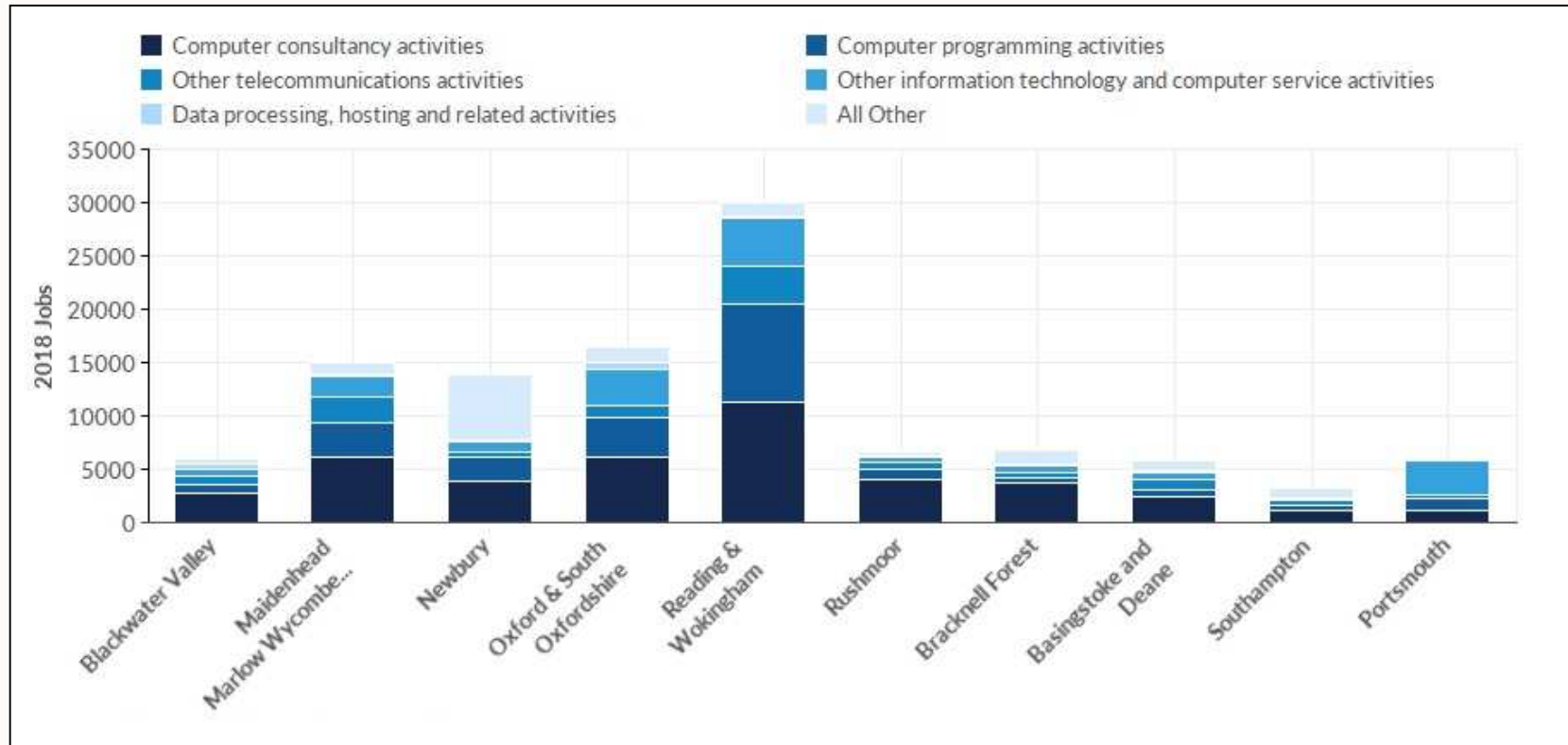


# London accessibility Elizabeth Line impact



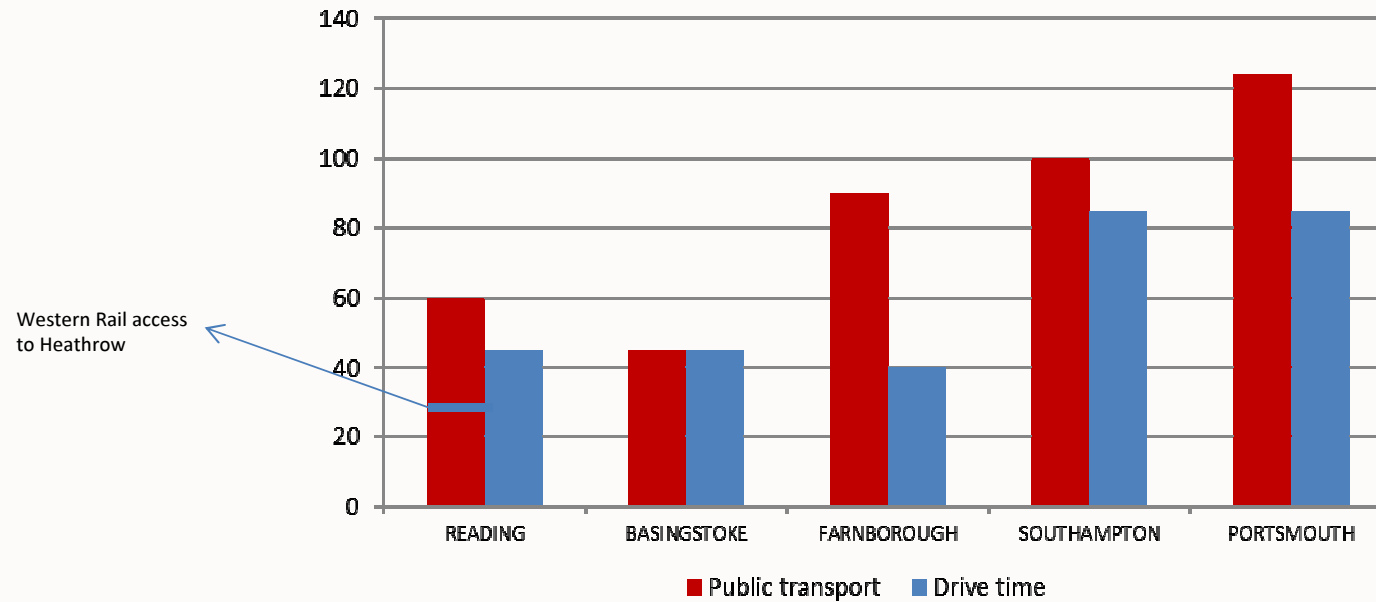
Source: LSH RESEARCH

# Digital Business Regional Comparisons



Source: LSH RESEARCH/EMSI

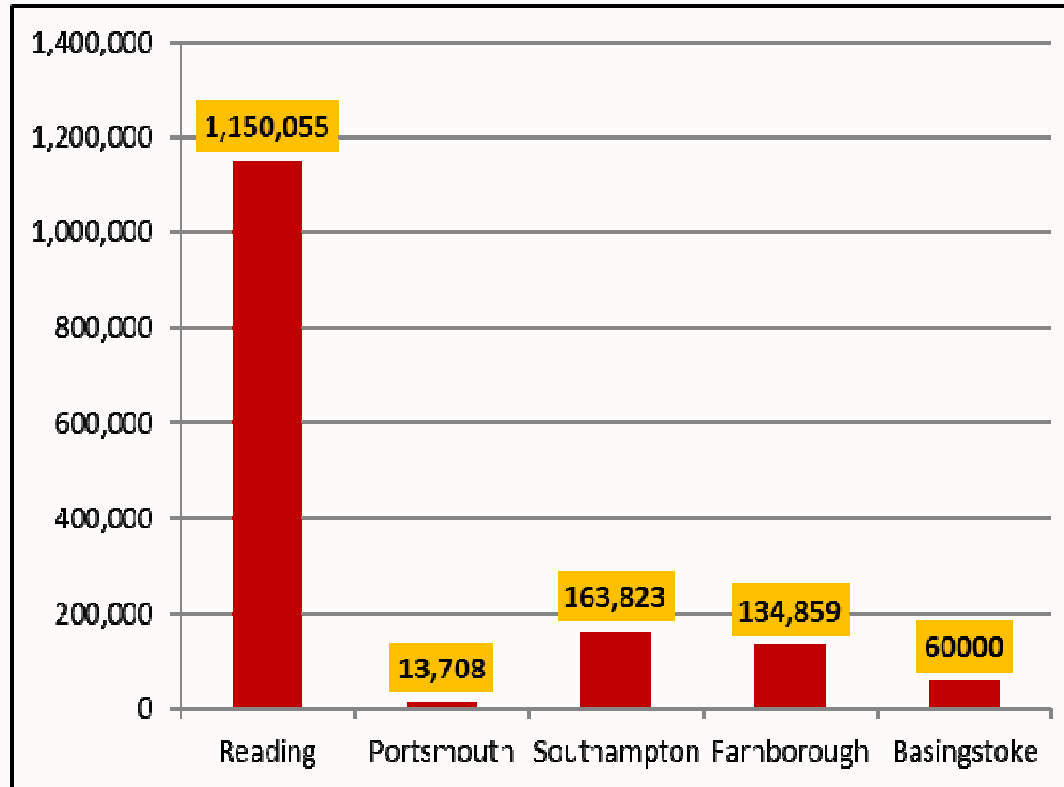
# Heathrow T5 travel times



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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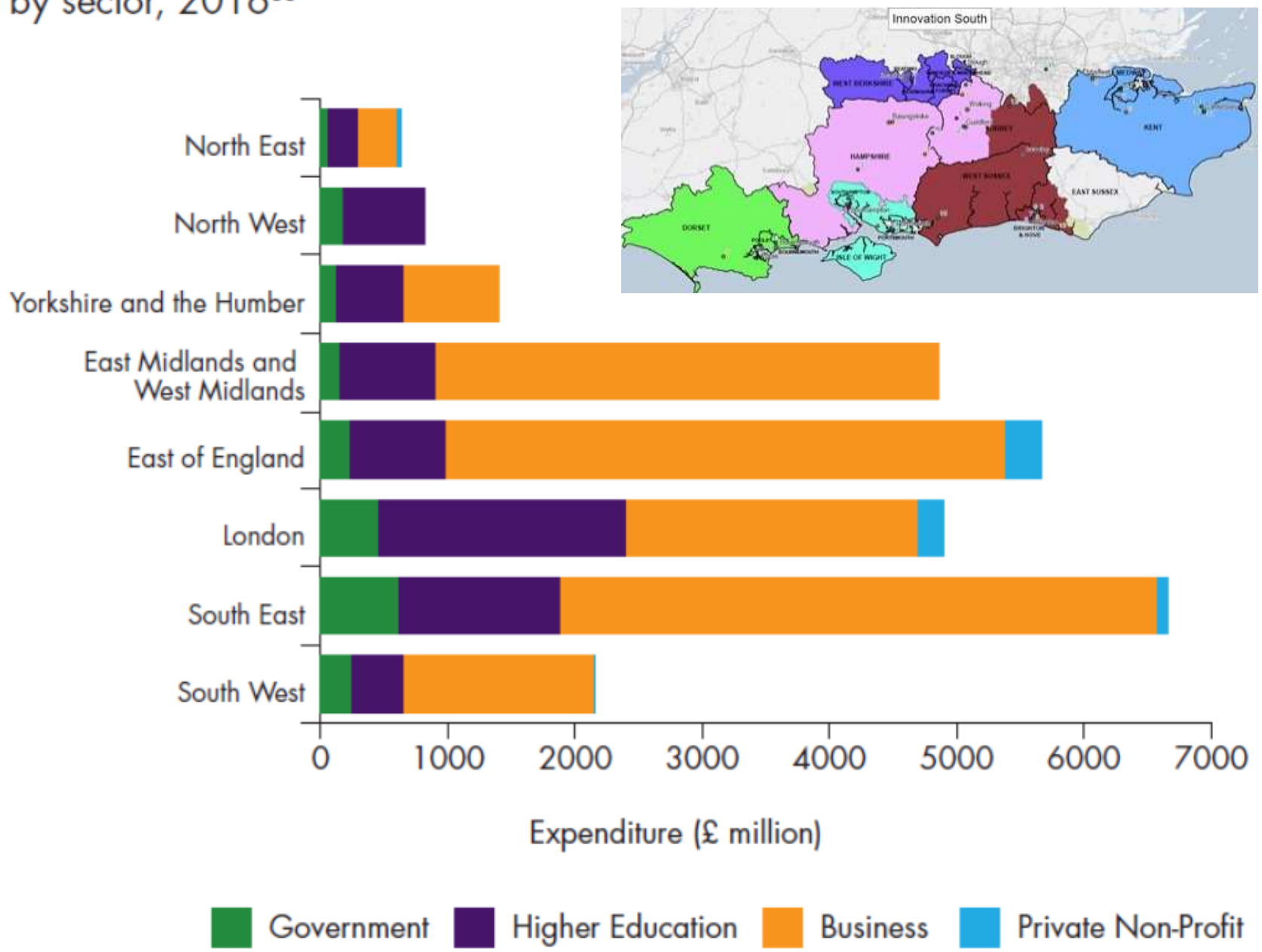
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**Figure 20:** Regional breakdown of expenditure on R&D in the UK, by sector, 2016<sup>66</sup>





# UNIVERSITY OF Southampton

**SET squared**  
PARTNERSHIP

Universities of Bath, Bristol, Exeter, Southampton & Surrey



# Autonomous Systems



# Big Data Analytics



# Photonics

# Composite Structures



# 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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37.8% of GVA

Source: Oxford  
Economics



# 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



<https://youtu.be/V2kPhFIGkhs>

<https://vimeo.com/videofrog/review/292916918/5d975f154b>