

Welcome to the CENTRAL SOUTH -

As Group Chief Executive of Business South, the independent representative of business in the Central South region of the UK, it is my great pleasure to share with you the many virtues of our wonderful and desirable location on the south coast of England.

Prosper magazine is an annual publication that is designed to showcase all that is great about the Central South. We've taken a slightly different approach for this edition and I do hope you will enjoy the experience.

We've gathered an intriguing collection of articles, case studies and fascinating facts from the region and they fall into three defined sections covering lifestyle, people and skills, and infrastructure.

I am lucky enough to live and work in this beautiful part of the world and I am keen to show you the physical beauty, economic dynamism, and innovative energy that defines the Central South as a region.

And most importantly we have a section looking at the development opportunities across the Central South.

A wealth of talent can be found across the region – many of whom are the product of a degree-level education gained at one of our many top-class universities. Space South Central is making its mark

on a global stage and you can read more about the work talented individuals are doing to be part of the space race.

Superb transport connections and enviable sector strengths make us a standout region. While the many development projects and international regeneration opportunities offer the perfect means to invest in the future prosperity of the Central South. The ethos of Business South is all about working collaboratively for the greater good.

Our presence at MIPIM 2025 is evidence of that. We have drawn together a business-led consortium to showcase all that is great about our region. And it is that willingness to join together, that has enabled us to open our arms and welcome potential investors and developers to discuss further how they can become part of the Central South.

Fold back this page to see a map of our fantastic region and what it has to offer.

Leigh-Sara Timberlake

Group Chief Executive, Business South centralsouth.co.uk businesssouth.org

Fold back this page to see a map of our fantastic region and what it has to offer...

OUR LOCATION

The UK is the world's fifth-largest economy. It offers a robust, business-friendly environment to reliably expand, trade and invest.

The Central South is home to 2.7m people and is located on the south coast of the UK, less than one hour from London. A global gateway with vibrant waterfront cities and rich heritage, surrounded by remarkable nature and coastline.

New Forest National Park

The New Forest National Park is made up of vast tracts of unspoiled woodland, heathland and river valleys with deer, ponies and cattle roaming free.

Isle of Wight

Largest island in England. Location of the Isle of Wight Festival and Cowes Week and home to wind turbine manufacturer Vestas.

Winchester

Roman cathedral city located at the foot of the South Downs National Park, the county town of Hampshire and the historic capital of England. Visitor attractions include the Great Hall and Winchester Cathedral.

Portsmouth

Proud home of the Royal Navy, a historic and proud maritime city, Portsmouth has been named as the UK's second coolest city to live according to Nomads Nation (2023).

Southampton

Major commercial centre for the Central South with a strong maritime heritage, international port, and strong cultural heritage. Third highest-ranking city for good growth in the UK.

Basingstoke

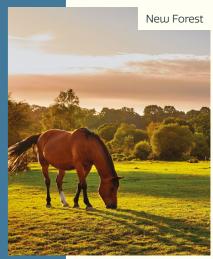
Home to a strong and diverse economy with global brands like Sony, Barclays, Eli Lilly and Company and De La Rue and more than 6,000 businesses.

Andover

One of the most sought-after logistics locations in the UK.

Farnborough

Aerospace cluster and heritage – major companies include BAE Systems, Airbus, QinetiQ and Fluor. Home to the most modern and efficient business aviation airport in Europe.











FOREWORD

Reading through this edition of Prosper, I was really struck by the sheer variety of lifestyle options on our doorstep. We really do live in a glorious part of the UK that enjoys great weather, stunning scenery, and so many ways to enjoy life.

With three large waterfront communities, two National Parks, and Historic England's first capital (Winchester – a city that is often dubbed one of the most desirable places to live in the UK), the Central South has an abundance of positives to offer, along with excellent transport links to London and the rest of the UK.

As the gateway to the world's fifth largest economy, the Central South is strategically placed when it comes to offering the perfect location to establish a business and invest for the future.

From stunning coastal settings to ancient woodlands and an A to Z of heritage sites that many regions would covet, we quite simply have it all! Our universities are centres of innovation and worldclass research, producing the talent that will help our region to prosper.

The Solent Freeport provides us with the opportunity for the region to build on its existing strengths, with further job creation and investment opportunities for employers to come to the region and experience all it has to offer.

From my position in the business community and chairing Regenerate South, the Business South Action Group, and being part of Southampton's Renaissance Board, I can see the vast array of opportunities for investment and development that currently exist in our dynamic region.

Promoting the Central South at MIPIM and other major events has been a business-led initiative and one that I personally

have enjoyed taking a leading role in shaping. The message is clear – the Central South is THE place in the UK to invest and develop your business and we look forward to welcoming you to our region.

Gavin Hall

Chair of Regenerate South and Head of Savills Central South office



The Global Gateway to the UK

Lights, camera, Solent!
The thriving screen industry



Street art has an important part to play in our region.

Local expertise, global reach

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we know what to do

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WHERE PROSPERITY

Our region is surrounded by the beauty of nature

RUNS DEEP

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The Central South region is home to the largest UK space cluster, Space South Central.

30. A family legacy, a global impact

FINAL FRONTIER

Sustainable South: a greenprint for the future

AS THE GATEWAY TO
THE WORLD'S FIFTH
LARGEST ECONOMY,
THE CENTRAL SOUTH
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FOR THE FUTURE.

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Region accounted for an estimated of England and Wales output in 2021



three international airports and three international shipping ports

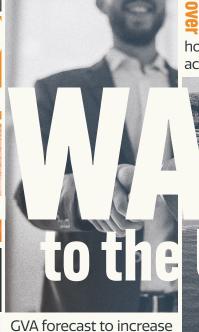


average house price*

Central South has a higher proportion of economically active people compared to England and Wales**







homes under construction across over 100 sites*

from **£77m in 2022 to UM** by 2025*

The Central South has two of its own international airports in Southampton and Bournemouth and Europe's leading business airport is located in Farnborough.

There are direct sea ferry connections to Europe from Portsmouth and Poole. Portsmouth International Port is Britain's most successful municipal port, while the Port of Southampton is the UK's number one hub for deep sea trade.

To central London by rail.

10 00114141 20114	
Basingstoke	43 mins
Winchester	58 mins
Southampton	1 hour 8 mins
Portsmouth	1 hour 15 mins
Bournemouth	1 hour 42 mins

Key sectors include...

- Real estate and construction
- Wholesale trade focusing on maritime import/ exports and logistics
- Life sciences with key research and innovation hubs in Salisbury, Bournemouth, Southampton and Basingstoke.
- Public administration
- Manufacturing with a focus on advanced manufacturing for aerospace and defence
- Financial services with Bournemouth hosting global players including JP Morgan



The Film Office and Screen
Development Agency Feasibility
Study, is an ambitious plan which
outlines a collaborative route to
boost the area's appeal to the global
film and television industry and
establish a dedicated film office in
the region to support high-profile
productions, boost local businesses,
and create a thriving screen
ecosystem.

Councillor Steve Pitt, Leader of Portsmouth City Council and board member of Solent Growth Partnership, said:

"The region has immense potential to become a key player in the UK's booming screen industry. With growing global interest in UK production, our focus is to leverage this opportunity, fostering a region that attracts top-tier productions and champions local talent.

The Solent Screen Support Feasibility Study provides an invaluable framework to shape a vibrant screen sector, and we're looking forward to working with local partners on this transformative journey in bringing this vision to life for the locality".

The UK screen industry has experienced rapid growth, with a record-breaking £4.23 billion in film and high-end TV (HETV) production expenditure in 2023. Demand for UK locations remains strong, and the region is uniquely positioned with historic and modern filming sites in Isle of Wight, New Forest, Portsmouth and Southampton, on productions such as The Crown, Les Misérables, Napoleon, and Tenet.

Councillor Julie Jones-Evans, Cabinet Member for Economy, Regeneration, Culture and Leisure at Isle of Wight Council, said:

"Creative Industries are a high growth sector for the Solent economies, film making being of particular note. For instance, on the Isle of Wight we have our successful Film Wight (film office) and have been working to bring a much-needed film studio to the Medina, providing high quality facilities and skills. Coming together as a film industry region is perfectly timed, especially as we get "bolt on" economic impact from tourism in the form of "set jetting".

Councillor Lorna Fielker, Leader of Southampton City Council said:

"As chair of the Solent Growth Board, I'm delighted to support this fantastic opportunity for our region and to work with stakeholders in local government and the creative industries.

The Solent and wider region has so much to offer the film and TV industry, from stunning coastlines to historic architecture.

By fostering a thriving film and TV industry, we can create jobs, attract and retain talent, boost our local economy, and put the region on the global map. I'm excited to see the positive impact this could have on our communities and our places."



Woodcut Media based in Colden Common on the outskirts of Southampton is a great example of the creative explosion happening in the Central South.

As well as being one of the leading true crime documentary producers in the UK, Woodcut also specialises in a broad range of standout unscripted content covering factual entertainment, specialist factual, and premium/talent led programming. Titles include Confessions of a Psycho Killer and Becoming lan Brad, long-running series World's Most Evil Killers/Britain's Most Evil Killers, Fiennes: Return to the Nile with Joseph and Sir Ranulph Fiennes, Queens That Changed The World (C4), to name just a few.





Fabulous examples can be seen cross the region and Portsmouth has recently been crowned the street art capital of the UK. When you walk round the city centre you can be sure you won't ever be far from some really eye-catching murals or messaging.

And street art is having an effect on local property value. By comparing the number of street art murals against average property prices around the UK, a moderate positive correlation (0.35) between higher numbers of street art murals and higher property prices has been found and Portsmouth emerged as one of the cities closest to this overall trend.

Look Up festival is an annual event in the city that draws street artists from across the globe to the city to leave their mark in a positive way.

Southampton is equally deserving of attention for its thriving urban art scene. Public art projects in recent years have seen the city start to brim with large-scale murals and creative projects that are beginning



SOME REALLY EYE-CATCHING MURALS OR MESSAGING.

to transform its streets into a vibrant outdoor gallery.

In 2025, Multi Stories returns for its third consecutive year, cementing its place as a cultural highlight on the South Coast. This event has left a lasting mark on Southampton's landscape through the creation of permanent, large-scale murals in the central location of Westquay's multi-storey car park.

These artworks, crafted by internationally acclaimed street artists alongside local talents, showcase the city's creative spirit while

Southampton's public art scene also features works such as The Bulb, the UK's largest clean air mural by French artist Nerone, the vibrant Central Station mural, and the impressive photo-realist Ebony Rockers mural at Marlands Shopping Centre.

revitalizing public spaces

These permanent installations underline Southampton's growing reputation as a hub for street art. •





1 Source: Bromleys art supplies research



Services provided cover the full spectrum of marina and waterfront development and extend from the earliest stages of concept design and site appraisal, through market research, feasibility studies, marina design and on to operational management.

The Central South region is the focal point of the marine leisure and marina sector in the UK providing some 12,000 marina berths in some of the countries premium marina facilities, as well as numerous other leisure mooring facilities and boating clubs.

Across the region Marina Projects provides extensive support to the marina sector including:

- Working with the Beaulieu Estate on the reconfiguration and extension of Buckler's Hard Marina on the beautiful Beaulieu River in the heart of the New Forest National Park. They are also guiding the development of a landside masterplan.
- Managing an extensive portfolio of maintenance dredging and marina capital works projects for Marina Developments Ltd on a 4-year term agreement at their 18 marina sites (10 marinas in the Central South). A recent project completion was the £2.2m upgrade to pontoon berths at MDL's Ocean Village Marina.

- Marine Licensing and dredge management for the Premier Marinas group (seven marina locations in Central South).
- The development of the Prince Phillip Yachthaven for the Royal Southern Yacht Club on the River Hamble.
- Support to the redevelopment of Lymington Berthon marina.

Internationally, the 25-strong team at Marina Projects is exporting the wealth of knowledge and experience that the UK marine sector provides to the benefit of

the international marina and development market. Currently active extensively across the Middle East, Caribbean and Mediterranean, with previous projects extending as far afield as Australia and New Zealand.

A flagship project for the business is the development and operation of the world-leading superyacht marina at Porto Montenegro. •

For more information contact mikeward@marinaprojects.com or visit marinaprojects.com

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PROSPER ISSUE 6 | **2025**

Jackspeak

During a visit to Portsmouth, you might encounter a vernacular or slang speak peculiar to the Royal Navy known as Jackspeak.

It might sound a little like this...

"The anchor faced or former matelots will no doubt be familiar with Jackspeak. Next time you have a jolly in Pompey with your oppo, pick up your scran spanners and enjoy Cheesy 'Ammy Eggy with a cup of wet before you thin out and turn in."

Which roughly translates to...

The Royal Navy enthusiast or former sailor will no doubt be familiar with navy slang. Next time you have a day out in Portsmouth with your friend, pick up your knife and fork and enjoy toast with ham on top covered in a cheese mixture, topped with an egg with a cup of tea or coffee before you leave and go to bed.

Wickham Horse Fair

Back in the 13th century, King Henry III granted a charter to the town of Wickham in Hampshire to hold an annual fair during the month of May each year.

The Wickham Horse Fair attracts huge crowds each year, especially members of travelling families. They are all keen to watch the riding, strike the occasional deal and enjoy this centuries old tradition in a beautiful market town.



throwing

The Dorset Knob started life Moores family began baking in West Dorset. The popular biscuit beloved of many today came

William the Conqueror, who founded The New Forest. It is the practice of releasing domestic pigs into the forest.

A taste of

GENTRAL SOLUTION

Across the Central South there is a wealth of food and drink producers. Here is a flavour of the delicious produce on our doorstep.



Isle of Wight Tomatoes

Based on a 60-acre estate in the Arreton Valley on the Isle of Wight with rich soil, and the most hours of sunshine anywhere in the UK, IOW Tomatoes have been developing full flavoured, speciality varieties for over 15 years. They have recently won 'Taste of Hampshire' at the Hampshire Business Awards.

They are proud to announce they are now a certified B Corporation for their energy use, waste management, water consumption, diversity & ethics.

iowtomatoes.co.uk

Conker Distillery

Established in 2014 as Dorset's first gin distillery, Conker Distillery has grown from a bootstrapped start-up to one of the UK's leading craft distilleries. Set in the sandy backstreets of Southbourne and located in an old Victorian Laundry under vaulted ceilings, Conker Distillery is the home of Dorset Dry Gin and Conker Coffee Liqueur.

conkerspirit.co.uk



Summerdown

summerdown.com

Summerdown grows and harvests the rare but very traditional Black Mitcham peppermint on their farm in the foothills of the Hampshire Downs.



During the harvest, the mint leaves are taken to their purposebuilt distillery. The result is a rare single estate peppermint oil, with a cooler, more intense flavour and scent than other varieties. They use it to produce their award-winning chocolates and teas.

Longdog Brewery

longdogbrewery.co.uk

Longdog Brewery is an independent family-run brewery producing a range of hand-crafted, cask and bottle conditioned ales in Basingstoke, Hampshire. Each beer is brewed to a unique recipe using traditional methods and ingredients.

Grange Estate Wines

The Grange vineyard lies in the chalky Hampshire downs close to Winchester and Alresford, overlooking the waters of the River Itchen.

The vineyard grows three different varieties of grape – Pinot Noir, Chardonnay and Pinot Meunier – in its 30 acres of the Hampshire Downs.

thegrangewine.co.uk



Barnacle Brothers

barnaclebrothers.co.uk

Barnacle Brothers Ltd is a producer of premium small batch lightly spiced coastal rums. They are owned and run solely by two co-founders who were both born and raised on the Isle of Wight, and following graduating from university decided to return to the Island to start up Barnacle Brothers to shake up and change what they thought was a stagnating spirit market.



Book and Bucket Cheese

thebookandbucketcheesecompany.co.uk

A British Cheese company that hand make award winning artisan cheese on the Dorset-Hampshire border using only local milk, they recently worked with the Development Chefs at Cunard to develop two unique new cheeses.

In 2024 they were awarded TWO Great Taste Awards for Cranborne Blue and Hardy's.

Hampshire Fare supports local food and drink producers and

promotes them regionally and across the UK. hampshirefare.co.uk

5,000 international graduates

University of Southampton

Each year 9,000 students graduate from the University of Southampton, of which d 5,000 are International ese, 500 are PGRs, 5,000

64%

employed

full-time

University of Winchester

The University of Winchester has moved into the top 10 in the UK for the percentage of its students going into employment or further study. Latest figures, show that 92.8 per cent of Winchester students who graduated

in 2021 went on to work and/or further study within 15 months of graduating – the eighth best result in the country as a whole, and the fourth best among English universities.

TOP 10 University

4,000 are UK and 5,000 are International graduates. Of these, 500 are PGRs, 5,000 PGTs and 3,500 are UGs. The biggest single cohorts are UK Undergraduates (3,000) and International PGTs (4,500).

ATALENTE DU REGION Our universities in numbers...

Southampto Solent University

In 2022/23, the University awarded 1,879

awarded 1,879
undergraduate degrees,
566 postgraduate taught and
research degrees. In its latest
Graduate Outcomes Survey 11,
the Higher Education Statistics
Agency provides information
on the outcomes for 2021–22
graduates. Following their
studies at Solent University,
64% of students were in full-time
employment, slightly higher than
the average across universities
in England.

University of Portsmouth

Graduate employment rates at the University of Portsmouth are among the UK's best, with 9 out of 10 of our students in work and/ or further study*. They are in the top 20% of all universities in England for graduate start-up activities**.

*(HESA Graduate Outcomes Survey, 2021/22)

** (Knowledge Exchange Framework 2022) **31,000** students

BOYLE & SUMMERS

Housing... we know what to do

The Central South is a wonderful place to live. A natural landscape made up of sunkissed beaches, ancient woodlands and rolling Downs. A rich, diverse city life in Winchester or Portsmouth or Bournemouth. Or a quieter pace of life in one of the many market towns like Titchfield or Ringwood or Stockbridge.

Well yes this does exist, but equally there are the more intermediate places than these landmarks and it's these in-between places where most of us live. Hamworthy, Hedge End, Totton and Four Marks, for instance, are the types of towns or neighbourhoods where simple housing provides decent homes for the majority.

In 2024 Boyle & Summers joined with Vivid Homes, Savills and Gillings Planning to produce a Housing Manifesto for the Central South. This advocated a new approach to creating homes, both in greater numbers and of higher grade. By unblocking barriers, by a more strategic approach and by using resources more wisely, it should be possible to produce that step-change in scale and quality that is needed. This summary of our collective position is being used to support the lobby for changes in the system.

In the meantime, all those involved in funding, designing, building and managing new homes will continue to use the toolbox as currently configured to best effect. Together we create thousands of new homes each year (as well as upgrading thousands more), every resident with their own story to tell.

Boyle & Summers work at all scales to bring forward housing for everyone – whether living solo, in their later years or in larger families. Strategic land promotion, site master plans, urban infills and rural exceptions are equally useful in producing the varied mix of homes needed across all communities, from Dorset to Sussex and Wiltshire to Surrey.



See the

fold out

map on

location

details

page 2 for



A region of **OPPORTUNITY**

As well as the major development sites in Portsmouth, Southampton and Basingstoke, there is a wealth of opportunity to invest in other schemes and developments.

1. Talbot Quarter Innovation Park

Size: 150,000 sq ft

Proposed use:

High quality innovation business space Contact details: designed around the end user, with flexible floor plates, a strong focus on long term sustainability and supporting amenity.

3. South Manydown

Planning status:

Jonathan Trice

07725 900415

Planning consent granted

Size: 700 hectares

Proposed use: Mixed use with 2,400 new homes

Planning status:

Basingstoke and Deane Borough Council and Hampshire County Council are working with the Society of Merchant Venturers as an adjacent landowner to bring forward this opportunity and to promote the site for an allocation in the borough council's Local Plan.

Contact details:

invest@basingstoke.gov.uk

Size: 321 hectares

2. North Manydown

Master developer Urban&Civic is leading in partnership with Wellcome Trust, Basingstoke & Deane Borough Council and Hampshire County Council

Proposed use: 3,520 new homes plus 250 acre countryside park

Contact details:

invest@basingstoke.gov.uk

4. Basing View and Town Centre

Size: 65 acres

Proposed use:

Mixed use business zone and regional shopping centre

Planning status: Masterplan is in place Contact details: invest@basingstoke.gov.uk

5. Basingstoke Leisure Park

Size: 60 acres

Proposed use:

Leisure and mixed use inc 500 bed hotel

Planning status:

Masterplan is in place

Contact details:

invest@basingstoke.gov.uk

6. Southampton Renaissance City Centre

Size: Soton Renaissance Plan area 403 H.A. Development land 98 H.A

Proposed use: Mixed use residential led

7. MarketParade

Planning status:

feasibility stage

Contact details:

Master planning and

Proposed use: Residential

wayne.layton@havant.gov.uk

Size: 1 H.A

Planning status:

Confirmed masterplan

Contact details:

matthew.hill@ southampton.gov.uk

8. Havant Plaza

Proposed use:

Size: 7 H.A

Mixed use, leisure centre, residential and car parking

Planning status:

Masterplanning and feasibility Stage

Contact details:

wayne.layton@havant.gov.uk

12. Portsmouth City Centre Size: 154,000 sgm employment space,

25,000 sqm leisure facilities

Proposed use:

Residential, leisure and retail Planning status: Outline planning

Contact details:

citycentre@portsmouthcc.gov.uk

9. Leigh Park Community Centre

Size: 0.8 H.A **Proposed use:**

Residential, mixed use including health and

community

Planning status:

Options appraisal and feasibility stage

Contact details:

wayne.layton@havant.gov.uk

10. Fareham Town Centre Regeneration

Size: N/A

Proposed use:

Retail, commercial, leisure, residential

Planning status:

Regeneration Strategy and Concept Masterplan development in 2025

Contact details:

Kirstin Clow / kclow@fareham.gov.uk

11. Daedalus

Size: Business Park allocated for up to 1,300,000 sq ft.

Proposed use:

Employment (industrial/office) and retail

Planning status:

Allocated in Local Plan and Outline Planning Consent in part

Contact details:

John Hunter / jhunter@fareham.gov.uk

13. Tipner West

Size: 31.4 H.A (814–1250 new homes, 58,000m² of employment use)

Proposed use:

Residential and marine maritime employment

Planning status: Pre-planning

Contact details:

kevin.hudson@portsmouthcc.gov.uk

14. Dunsbury Park

Size: 700,000 sq ft

Proposed use: Industrial

Planning status: Outline planning

Contact details:

harnish.patel@portsmouthcc.gov.uk

15. Portsmouth International Port

Size: 26 hectares

Proposed use: Residential, leisure and retail

Planning status: Pre-planning

Contact details:

ian.palacio@portsmouth-port.co.uk

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PORTSMOUTH

INNOVATING FOR A BRIGHTER TOMORROW

Portsmouth is an ambitious and forward-thinking city with a multibillion-pound transformation programme underway, positioning the city as a hub for innovation, technology, and creativity.



Portsmouth International Port

Portsmouth International Port, which includes cargo operator Portico, offers direct access to the UK's motorway network and more routes to Europe than any other UK port. The 66-acre facility has a Solent Freeport custom site, so they can offer tariff-free movement of goods for both export and import through simplified customs procedures.



Dunsbury Park (Solent Freeport Tax site)

Dunsbury Park is a 100-acre prime industrial and manufacturing business park located adjacent to the A3(M), just north of Portsmouth. Already home to several major employers, there are a range of opportunities across the park with units from 20,000 to 200,000 sq ft. As a designated tax site within Solent Freeport, government financial incentives are available for new occupiers.



Tipner West

Tipner West is advancing unique and innovative development plans that leverage the city's location, heritage, and skills. This marine employment hub aims to generate work and training opportunities for locals, attract investment, and strengthen Portsmouth's position at the core of the Solent maritime economy.

City Centre North

City Centre North in Portsmouth will evolve into one of the most sustainable city districts in the UK. It will be renowned for being an inclusive, biodiverse, and eco-friendly place for local communities and visitors, with a beautiful open green space at the heart of the plans. Outline planning permission has now been granted for this vision, which will be delivered in multiple phases.







SOUTHAMPTON

ONE OF THE UK'S BEST INVESTMENT OPPORTUNITIES



Few cities have the wealth of assets, quality of life and scale of development opportunity. Southampton Renaissance's vision will focus on five key areas:

Waterfront

Maximising Southampton's reputation as a waterfront city with an accessible waterfront within the city centre.

Destination

A network of destinations will be created across the city providing facilities for tourism, culture, entertainment, hospitality and sport.

Neighbourhoods

Existing and new neighbourhoods within the city will be healthy, accessible and liveable for the communities who live there.

Green

Southampton's existing reputation as a green city will be further enhanced through improvements to existing green spaces, public realm, greener streets and spaces.

Connected

Connectivity into and out of the city centre will be improved, while reducing traffic and investing in infrastructure – energy, telecommunications and water supply.

Renaissance areas as the focus for investment

1 – West Bay

Redeveloping West Bay into a 21st-century urban district, encouraging innovation and enterprise. This area will feature mixed-use development, a landmark skyline, and serve as a global gateway for cruise passengers and those arriving at Southampton Central Station.

2 — Mayflower front

Regenerating the Historic Waterfront into a city parkland with new homes, workspaces, and tourism facilities celebrating maritime heritage.

3 — Itchen Riverside

Integrating Chapel and Northam into the City Centre, creating a Sport and Entertainment District around St Mary's Stadium, enhancing waterfront access, and regenerating Northam Estate and Drivers Wharf.

4 — Heart of the City

Ensuring the success of the historic city centre with regeneration initiatives at Civic Centre/Northern Above Bar, creating a Cultural District, and transforming East Street and the Old Town into cultural destinations.

5 – Ocean Village

Supporting the transformation of Ocean Village into a modern urban neighbourhood and city centre destination.



A vision for renaissance

Southampton has a once in a generation opportunity.

We're set to witness a new era for the city centre—a renaissance that draws on Southampton's deep heritage and global outlook to propel it forward to the future.

The city has established an ambitious vision that draws upon an extraordinary mix of assets and its geographical advantage.

At the heart of England's South Coast, rich maritime heritage meets contemporary culture to create a globally connected destination in Southampton. Home to world-class universities, a bustling port, and a young, diverse population, Southampton is the place to innovate, collaborate, and thrive. The city is welcoming and globally connected, characterised by a greater ambition, and a commitment to inclusivity.

As it embarks on a journey of renewal, Southampton envisions a future marked by a deeper civic pride, anchored by a world-class waterfront and an iconic skyline. The city strives to foster inclusive growth, create healthy and liveable neighbourhoods, and establish Southampton as the destination for culture, entertainment, innovation, enterprise and sport.

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BASINGSTOKE

Transformative opportunities at the heart of the Central South

Basingstoke and Deane is an ambitious Hampshire borough, where the focus is on the happiness and success of its communities. Perfectly located between London and the south coast ports with excellent transport links, it is the largest Hampshire town and home to an established business ecosystem with big brands including Sony, Vitacress, Fujitsu, Eli Lilly and Company, The AA and Lavazza.

This beautiful North Hampshire region is a harmonious blend of urban convenience and rural tranquillity, where 75% of the borough is made up of agricultural destination for business in the land or woodland and a third of that is designated Areas of Outstanding Natural Beauty. It is not only a picturesque and serene place to live but also a highly productive area where residents are happy. A clear reflection of

its diverse economy, the latest economic performance figures show that the area's Gross Value Added (GVA) has increased by 14%, significantly outpacing the national average growth of 9%.

Here are some of the current opportunities:

Basing View and town centre

Basing View is a 65-acre mixeduse business zone located in the heart of Basingstoke. It is undergoing a remarkable transformation, driven by a collaborative regeneration effort that positions it as a leading Thames Valley and M3 corridor.

Recent developments, such as PLANT and Grosvenor House. have been spearheaded by private investors, with the council actively supporting and marketing

opportunities to attract further investment. Located on the doorstep of Basingstoke train station, the town centre attracts local and regional shoppers. The area includes The Malls Shopping Centre which is owned by the council, the historic Top of the Town and Festival Place which is home to 150 stores, 200 big brands and 35 eateries, and has recently had a multitude of new openings, including Søstrene Grene, Boswell's and Superbowl UK.

A masterplan opens up development opportunities for a dynamic mix of retail, mixed use, residential and office uses across several sites, and the council is now considering ways to accelerate delivery. Opportunities include the redevelopment of Fanum House (pictured), a landmark site totalling 7.8 acres (3.2 ha).



Basingstoke Leisure Park

A 60-acre site where the council as the freehold owner is spearheading a transformation to rejuvenate the park's leisure offer as part of a wider masterplan.

Opportunities include around 20 acres of unused or under-utilised land available for development immediately for new leisure attractions, as well as mixed-use developments to support ongoing regeneration and increase footfall. Marking a huge investment in the town's leisure offer, the council is committed to funding and delivering a new, modern, energyefficient leisure complex at the site, with the tendering process underway to appoint a leisure specialist to design, build and operate the facility.

The council has also agreed a conditional contract with the US-based 'Great Wolf Resorts' on a proposed resort-themed offer comprising a 500-bedroom hotel, an indoor water park, and conference facilities nearby, as one of only three resorts planned in the UK.

North Manydown

Work on North Manydown, including 3,520 new homes designed around community facilities and green spaces, is due to start in 2025. It will also feature a 250-acre countryside park a first for the borough.

Master developer Urban&Civic is leading the delivery on behalf of a partnership with global charity Wellcome Trust and Basingstoke and Deane Borough Council and Hampshire County Council, as joint landowners.

South Manydown

As one of the most significant strategic development opportunities in the region, this site at Basingstoke West provides a unique opportunity to create an exceptional mixed-use development within 700 hectares of well-planned, sustainable net zero carbon communities of around 2.400 new homes in the period up to 2040, and more beyond. The site flanks the preferred site for a proposed new hospital and science park.

PERFECTLY LOCATED BETWEEN LONDON AND THE SOUTH COAST PORTS WITH EXCELLENT TRANSPORT LINKS. IT IS THE LARGEST **HAMPSHIRE TOWN** AND HOME TO **AN ESTABLISHED BUSINESS ECOSYSTEM**

The time to invest in Basingstoke is now, and the council is looking for bold and innovative partners to help realise a realistic vision of rapid, good growth.

Visit lovebasingstoke.co.uk/ invest for more information on opportunities and detailed sector propositions, or contact invest@basingstoke.gov.uk.

Basingstoke in numbers...

- Work on a transformational new community of 3,520 homes is due to start in 2025
- GVA has increased by 14%, leapfrogging the national average growth of 9%
- **75%** of the borough of the land is agricultural or woodland





When it comes to Space, the Central South region has a global reputation for research and innovation excellence.

Hampshire and Surrey are already highly active across the whole spectrum of space activity from upstream to downstream; including customers, primes, manufacturers and academic institutions.

With over 50 years of rich space heritage, our region boasts significant capabilities in; satellite manufacture, launch technologies, next-generation communications, robotics and autonomous systems, as well as a full range of satellite data-enabled service capabilities. •

AIRBUS - CASE STUDY

For over five decades the Airbus
Defence and Space site of Portsmouth
in Hampshire has been the lynchpin for
the development and construction of
Telecommunications, Scientific, Earth
Observation and Meteorology Satellite
Payloads, Satellite Telecommunications
Products and Ground Terminals for
satellite communications.

The site has some of the best equipped and state-of-the art development, assembly, test and production facilities in the space industry with a strong focus on RF equipment and payloads.



Lift-off for pioneering space programme

Students at leading universities in the Central South are to design and launch a satellite mission as part of an ambitious new programme.

The Joint Universities Programme for In-Orbit Training, Education and Research, known as JUPITER, will equip students with hands-on space industry experience and training for their future careers. The programme is a collaboration between the University of Southampton and Portsmouth and Surrey universities together with Space South Central.

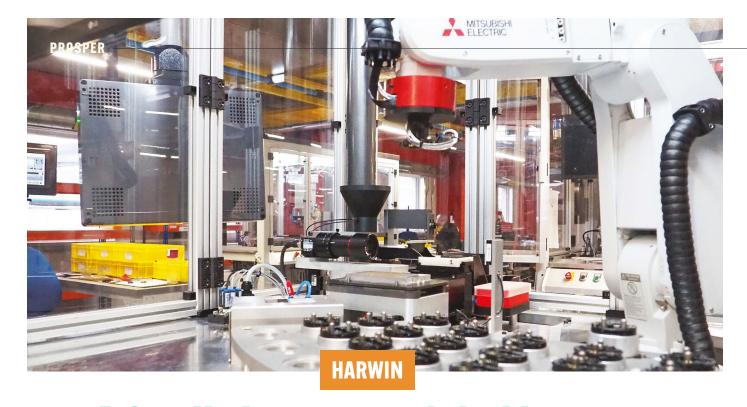
Its inaugural project will see engineering and physics students from all three universities design, build and test their own Earth observation payload for a satellite mission. They will also be involved with its launch and, once in orbit, conduct mission operations. **University of Southampton student Alejandro Parra Pintado, 22,** developed the software that drives data handling between the payload and satellite computer system.



KNOWING THAT MY WORK IS GOING TO BLAST OFF INTO SPACE IS THRILLING

He said: "It's been a really rewarding experience, and the project has greatly expanded my engineering knowledge while working on a real satellite that will be launched into space. We've learnt a lot about the engineering that goes into spacecraft development and I am sure this insight will launch my future career in aerospace engineering."

The satellite, Jovian-1, will be around the size of a large shoe box and feature the payload designed, built, tested and delivered by students from the three universities. It will take images and videos of the Earth and attempt to use a space-facing camera to look for space debris.



A family legacy, a global impact

Harwin is a world-leading specialist in reliable and high-performance technologies for demanding applications. Space, avionics and subsea manufacturers count amongst their main customers.

Founded in 1952, the company has been a cornerstone of Portsmouth advanced engineering industry for over seven decades. As a family-owned business, Harwin has 350+strong workforce and cultivated a strong sense of family and community within its operations.

"There's still a feeling of it being a family business within the company, and part of the community," said **Peter Schneid, VP of Marketing.**

"Looking around the factory you can see multiple generations of the same family working here, and that's something that's long been a part of who we are."

Harwin is settled here in Portsmouth. We've been important since the 1960s on this site, and we've expanded significantly in and around the local area."

Harwin specialises in manufacturing high-reliability electronic components, particularly connectors used in critical applications such as avionics, unmanned systems, and underwater robotics.

"Anything where safety is critical, you are likely to find a Harwin connector," explained Peter.

To meet the increasing demand for its products, Harwin is embarking on a significant expansion project at its headquarters in Portsmouth. The new building which is sited

next door is currently under construction. This four storey building will provide additional manufacturing space, offices, and warehousing facilities, enabling the company to scale its operations and accommodate future growth.



"We've reached somewhat the limit of our current site itself. This expansion will really propel us to the next level of growth," Peter added.

BLAKE MORGAN

Driving innovation and sustainable growth

The Central South is experiencing robust growth. According to research from EY, the South East region, which includes the Central South, is set to be the UK's second fastest-growing area over the next three years.

As a partner at Blake Morgan LLP, a full-service law firm deeply rooted in the Central South, I am fortunate to work with businesses that recognise the region as a thriving hub of innovation, connectivity, and sustainability.

The region's strategic location between London and the south coast and excellent transport links, make it an attractive destination for businesses seeking to expand. The ports play a key role in this, driving shoreside investment. Developments in electrical supply for larger ships in Portsmouth

and the Solent Gateway project at Marchwood, which includes facilitating more electric vehicles (EVs) arriving in the UK are prime examples. These initiatives are supported by the Solent Freeport, which offers significant tax benefits, providing businesses with incentives to invest and grow.

As well as the ports, local government and businesses are leading the way in decarbonisation. The area is home to numerous specialist consultants and subcontractors leading decarbonisation efforts. This network of professionals is crucial, given the new government's focus on decarbonisation and investment in renewable energy – supporting local businesses in developing their environmental and social governance. The region is no stranger to innovation, with

leading universities and research institutions across the area driving technological advancements and many businesses being developed or spun out from university activities.

The combination of the Central South's strategic location, robust infrastructure, and thriving innovation ecosystem contributes its reputation as an attractive destination for startups and established companies alike. At Blake Morgan LLP, we are proud to support local business leaders in achieving their ambitions – sharing our expertise and insight, and helping build valuable networks through introductions, events, and forums.

Simon Lewis,Partner, Blake Morgan





Gavin Hall, Chair of Regenerate South and Head of the Central South Office for Savills, discusses devolution opportunities in the region.

Historically there has been a lack of clear, decisive and unified focus to the direction of travel for the region, but with the creation of the Central South, there has been a more concerted effort, by businesses and politicians alike, to promote the collective benefits of the region.

Government devolution deals through 'integrated settlements' from 2025 will enable the region's advantages to be built upon. The alignment of the conurbations behind clear deals will enable cohesive and coordinated decision making and focussed directions of travel.

We have the opportunity through global gateways such as the Ports of Southampton, Poole and Portsmouth and the three airports of Southampton, Bournemouth and Farnborough to really make a stake on the world stage.

The region excels in human health and the marine sector and has growth ambitions in high value, global and emerging tech industries, which should in turn help improve the retention of graduates, whilst the region's natural assets of the New Forest and South Downs National Parks together with the Solent provide the quality environment that investment looks for.

A combined population of 2.7million people, around 495,000 jobs and six universities containing 83,000 students provide the bedrock for transformation and for your organisation to tap into. To realise the opportunities we have in the region, a single vision and combined voice is raising the profile of the Central South nationally and internationally and now is the time to be involved.





Joint Venture Supervisor, Quantity Surveyor, and Clerk of Works at Welborne Garden Village.

Project Background

Located between the South Downs National Park and the Hampshire Coast, this new generation sustainable garden village will create a flourishing new community of 6,000 homes, shops, schools, green spaces, business premises and healthcare facilities over the next couple of decades.

Buckland is the Master Developer behind Welborne – a Hampshirebased company taking a different approach to delivery, reflecting its long-term involvement and ongoing stewardship approach. The company is forming joint venture partnerships with each of its selected Build Partners – Thakeham, Pye Homes, and CG Fry.

The Solution

Rund has been undertaking
Technical Due Diligence as Joint
Venture Supervisor during the precontract stages of development.
Our role has been critical in
identifying and mitigating any
potential risks, giving our client
confidence in project viability from
the earliest stages.

Our services cover the first three parcels of land at the development, involving three separate joint ventures between Welborne Land Ltd (Buckland's sister company) and each Build Partner. Each land parcel involves the creation of approximately 200 homes. As the scheme progresses, we will provide thorough cost planning

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RUND'S ROLE HAS BEEN CRITICAL IN IDENTIFYING AND MITIGATING ANY POTENTIAL RISKS...

and management as part of our expert Quantity Surveying service and carry out extensive quality control procedures as Clerk of Works. •

welborne.co.uk rund.co.uk

Coastal Defence in Action:

FROM LANDTO

Coastal defences help protect coastlines from erosion and safeguard communities from flooding.

Sea walls are robust concrete and steel barriers designed to prevent flooding and erosion.

Breakwaters are constructed from rock, rubble or concrete. They diminish the impact of waves and storm surges, safeguarding ports and harbours and reducing erosion.

Rock revetments consist of sloping stone structures. They protect shorelines from erosion by dissipating wave energy.



North Portsea Coastal Scheme

Encompassing 8.4km of Portsmouth's coastline, this scheme addresses areas where current defences are nearing the end of their effectiveness. With sea levels predicted to rise by up to one meter over the next 100 years, flood risks are increasing. The new defences are designed to offer a 1 in 500-year level of protection, reducing flood risk for over 4,200 homes, 500 businesses, and critical infrastructure.

Knights Brown has successfully delivered several phases of this project with a third, the final Phase 5, currently underway:

Phase 2 Milton Common (2016)

Construction of a 1.5km earth embankment and rock revetment.

Phase 3 Tipner Lake (2017-19)

Construction of a 1.9km seawall.

Phase 5 Ports Creek (2024-26)

Construction of a 1.3km earth embankment with a 70m rock revetment toe.

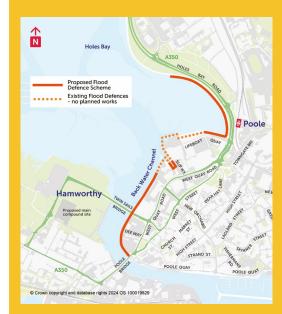
Their innovative approach continues to provide significant commercial benefits for Portsmouth City Council. An inherent commitment to excellence is evidenced by recognition such as receiving London & South East's Constructing Excellence 'Project of the Year' Award for Phase 2 Milton Common, and shortlisting at the 2023 British Construction Industry Awards in the 'Partnering Initiative' and 'Environmental Project of the Year' categories for their coastal work.

Knights Brown is a privately-owned company renowned for its independent spirit and bold approach to construction projects. Utilising the internal expertise of professional civil engineers, a skilled workforce and fleet of owned machinery, the company possesses the resources and knowledge to navigate the unique challenges of maritime environments. They are dedicated to meeting every challenge and opportunity, to safeguarding critical infrastructure, protecting lives and livelihoods, and facilitating investment and regeneration. •

knightsbrown.co.uk

Poole Bridge to Hunger Hill Flood Defence Scheme

ISSUE 6 | **2025**



A 1.5km length of Poole's waterfront remains undefended, posing a significant risk of tidal flooding. Predictive models suggest the number of properties at risk could exceed 2.000 within the next century.

Defences include the construction of a steel tubular and sheet-piled wall, complemented by flood gates, and along the A350, a rock revetment and raised pathway.

As part of our Early Contractor Involvement (ECI) role, Knights Brown is designing the flood defence structure, realising substantial commercial and sustainable advantages:

- Reducing steel usage by over 20%
- Minimising disruption during construction
- Supporting the viability of local businesses
- Delivering environmental enhancements for birds, fish, seahorses and sea sponges.

SOLENT FREPORT

What's in it for my business?

Freeport status provides the opportunity to transform our economy around our world leading maritime excellence and secure a renaissance of our coastal communities.

Eligible businesses in Freeport tax sites will enjoy a range of tax incentives, such as enhanced capital allowances and relief from employer National Insurance contributions (NICs) for new employees. Relief is also available on Stamp Duty Land Tax in Freeports.

PROSPER

These tax reliefs are designed to encourage the maximum number of businesses to open, expand and invest in Freeports which in turn will boost employment. The Freeports tax offer is only available

in a designated Freeport tax site. These tax sites are independent and separately authorised from Freeport customs sites but can cover the same area of land.

Freeports offer special economic benefits to businesses setting up and growing within their boundaries. This includes 50% potential savings on set up costs when located within a Freeport, and estimated savings of two years of rent over a five-year period.

Customs site benefits

- Access to duty suspension, duty exemption on re-exports and flexibility on how duty is calculated.
- Movement of goods between processing and storage under that procedure and without a separate declaration and, unlike inward processing, a bill of discharge is not required.
- Streamlined processes for bringing goods into Freeport customs sites, as well as moving them between customs sites (under duty suspension), and exporting them.
- Storage of goods beyond the 90 days allowable under temporary storage.



1 - Navigator Quarter

A 100 acre hyper-connected location adjacent to Southampton Airport and the University of Southampton science park.

2 – ABP Port of Southampton

Three unique sites at Redbridge 30 acres, Solent Gateway 110 acres and the Strategic Land Reserve 100 acres.

3 - ExxonMobil

The UK's largest integrated petrochemical complex with significant decarbonisation ambitions.

4 - Fawley Waterside

The largest immediately developable 70 acre waterside site in the Solent, co-located with commercial land.

5 - Portsmouth International Port

An excellently connected port with access to customs benefits.

6 – Dunsbury Park

665,000 sq ft of industrial space offering shovel-ready development space.



WE ARE ABLE TO OFFER INCENTIVES TO ENCOURAGE ECONOMIC ACTIVITY WHICH, IMPORTANTLY, BENEFITS NOT JUST THE BUSINESSES THEMSELVES, BUT ALSO THE WIDER SOLENT REGION THROUGH ITS SUPPLY CHAIN.

James Hassett, Chief Executive

The tax site benefits include:

Enhanced Capital Allowance:

100% first year allowances for qualifying expenditure on plant and machinery which is primarily for use in a Freeport tax site.

100% Business Rates Relief:

Five years' full relief from business rates on qualifying new properties and partial relief for expanded properties in Freeport tax sites.

Zero % National Insurance

Contributions Relief: 0% employer NICs paid on salary up to £25,000 p/a, for three years per eligible employee hired before 6 April 2031.

Enhanced Structures and Buildings Allowance: 10% per annum rate of structures and buildings allowance compared to 3% outside Freeport tax sites.

Full Stamp Duty Land Tax Relief: Total relief from Stamp Duty Land Tax on property used for qualifying commercial purposes.

The previously agreed five-year tax benefits window was extended in the summer of 2024 extended to 10 years, until September 2031, delivering a boost for businesses investing and hiring new employees in or connected with Solent Freeport. The move brings benefits to businesses to stimulate investment and provide greater certainty to investors to maximise the programme's impact.

Solent Freeport has seven tax sites, covering a combined 430 hectares of prime development land.

solentfreeport.com

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Sustainable South

A GREENPRINT FOR THE FUTURE



Sustainable South is a new Action Group in the Central South that will be building on strong foundations to address how prosperity can be achieved but not at the expense of the planet.

Building on the sound work of the Green Halo partnership, which encompassed local authorities. the New Forest National Park and academia. Sustainable South plans to endorse and develop the Greenprint priorities.

Sustainable South brings businesses to the table with the public sector, academia and New Forest National Park. Together they will be using these five priorities to focus debate and activity.

To find out more go to businesssouth.org

- Net zero with nature providing the leadership necessary to reduce carbon emissions, taking a more integrated and holistic approach by working with nature to build a zero carbon economy and zero carbon communities.
- Natural health service improving physical and mental health and wellbeing and tackling health inequalities through greater access to our world class natural environments and bringing nature into our urban communities.
- World class blue/green environments protecting, restoring and improving our distinctive, high quality blue and green environments, enabling the natural capital and ecosystem services they offer us to contribute fully to a strong economy and a healthy, inclusive society.
- Creating great places through quality in design **and build** – encouraging an innovative approach to creating high quality, inclusive and sustainable places for people and nature, adopting a lowcarbon, sustainable approach which will make the region an exemplar.
- Centre for excellence in green skills and jobs tackle local skills gaps and economic inequalities by building a future workforce which can seize the opportunities offered by innovation in key sectors of our economy, including zero carbon economy, land management and the visitor economy.

Let's breathe a little easier...

The University of Southampton has always been a powerful force for good in the region, and in recent years the senior leadership of the University has made a public commitment to work together in support of the economic, environmental, social and cultural success of the Central South.

The University is committed to making a positive social impact, increasing social mobility, transforming lives and enhancing prosperity, using the strength of its world class academic and research expertise to inform collaborations and decision-making at a local, regional, national and international scale.

One such example is the leadership of Clean Air South, a new collaboration of academics and civic partners from health. local authorities and businesses. They share expertise to improve air quality for people, employers and communities across Hampshire, the Isle of Wight and Dorset.

The network, convened by the Civic Directorate, Sustainability and Resilience Institute at the University and Wessex Health Partners, is exploring new ways to collaborate on research, innovation and education to achieve better air quality so we









As a region, the Central South faces various physical, land, and planning constraints, which keep it from achieving its economic, cultural and quality of life ambitions, but it has the potential to overcome these.

One such challenge is water scarcity. Rivers such as Hampshire's Test and Itchen are globally treasured environments as well as important recreational and cultural spaces.

They also provide vital water supply to more than 700,000 people daily but by 2050 they will not produce enough water, limiting investment and development now.

Water for Life

Arup is working with Southern Water on the Water for Life: Hampshire scheme that aims to balance the needs of a growing population whilst protecting vital and sensitive chalk river habitats. To address these challenges, Southern Water is building a new water recycling facility named the Hampshire Water Transfer and Water Recycling Project. This innovative technology is being supported by Arup, which is guiding regulators and communities to comprehend the project's potential and advantages.

Solent Nutrient Market

We worked with Defra on the "Solent Nutrient Market" to design and implement a market mechanism enabling housing developers to meet Nutrient Neutrality obligations and landowners to deliver nature-based solutions and create new income streams.

Arup, collaborating with EnTrade, contributed to the development of a robust digital platform for trading environmental credits, ensuring compliance with nutrient neutrality requirements.

Additionally, Arup leveraged our ecology skills to develop accreditation standards for the creation of nature-based projects such as wetlands, woodlands, and grasslands.

Simon Gill, South Coast Office Leader.



RIVERS SUCH AS
HAMPSHIRE'S TEST
AND ITCHEN ARE
GLOBALLY TREASURED
ENVIRONMENTS AS
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RECREATIONAL AND
CULTURAL SPACES.

About Arup

Arup is an independent firm of designers, planners, engineers, consultants and technical specialists, working across every aspect of today's-built environment.

With nearly 40 years in the Central South, we are dedicated to our clients and investing in research and expertise. An example includes our investment in research exploring biodiversity and landscape scale interventions in chalk stream catchments, specifically around the River Test. This initiative aims to enhance the resilience of these rare habitats by engaging with landowners and farmers to co-create an environmental improvement vision. This involves understanding stakeholders' perspectives to develop a unified vision, before developing a replicable framework for future projects.

LOOKING FOR MORE INFORMATION?

If you are interested in any of the development opportunities promoted within this publication and would like to find out more, please get in touch by using the contact details below:

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THANKS to our partners





























































Working collaboratively with our regional local authorities which include:

- Southampton City Council
- Portsmouth City Council
- BCP Council
- Basingstoke & Deane **Borough Council**
- Hampshire County Council
- Havant Borough Council
- Isle of Wight Council
- Test Valley Council
- East Hampshire Borough Council
- Winchester City Council
- Fareham Borough Council
- Dorset County Council
- Chichester District Council
- Wiltshire County Council Salisbury City Council
- New Forest District Council
- Eastleigh Borough Council

Special thanks to Cavendish for designing this issue of Prosper.

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THE CENTRAL SOUTH UK IS SUPERBLY
CONNECTED BY LAND, SEA AND AIR, IS
AWASH WITH WORLD CLASS INDUSTRIES
AND UNIVERSITIES, AND IS HOME TO MANY
OF THE UK'S MOST LIVEABLE PLACES.
AS A FINTECH ENTREPRENEUR WHO IS
PROUD TO CALL THE CENTRAL SOUTH
HOME, I WOULD STRONGLY RECOMMEND
INVESTING IN OUR REGION AND GROWING
YOUR BUSINESS HERE.

Conrad Ford
Chief Strategy Officer, Allica Bank

- Allica Bank is the fastest-growing UK fintech in history.

