



Aldershot.

Your business

opportunity.

RUSHMOOR
BOROUGH COUNCIL

The background of the entire image is a dense collection of various leaves and plant parts, rendered in shades of light blue and white against a dark blue background. The leaves vary in shape, including maple-like leaves, fern fronds, and other broad-leafed plants. Some leaves have small, dark markings or patterns on them. The overall effect is a textured, naturalistic pattern.

Why

Aldershot?

Millions of pounds are
being invested in
Aldershot to make it
a better place to live,
work and do business.





Best placed

for business

Boasting beautiful Victorian architecture, Aldershot town centre is home to a wide variety of independent shops and restaurants as well as popular high street chains.

Aldershot has two indoor shopping areas, The Wellington Shopping Centre and The Galleries, offering a range of opportunities for retail.

The town's two main shopping streets are pedestrianised, and host a buzzing weekly market.

The council has secured £5m of funding for improvements to the look and feel of the town centre and railway station.

A dedicated Town Centre and Cultural Manager and Town Centre and Cultural Officer for Aldershot regularly organise family events, including an annual music festival, Christmas light switch-on, fireworks, kids activities and car shows. In the summer, the town's Jubilee bandstand hosts live performances most weekends and community events and family picnics happen regularly in the town's Victorian parks.

For more information,
contact Aldershot's town centre
and cultural manager on
towncentremanager@rushmoor.gov.uk

Travel times

Guildford

10 miles, 20 minutes

Basingstoke

24 miles, 33 minutes

Reading

21 miles, 43 minutes

Central London

Train: 47 minutes to
London Waterloo

London Heathrow

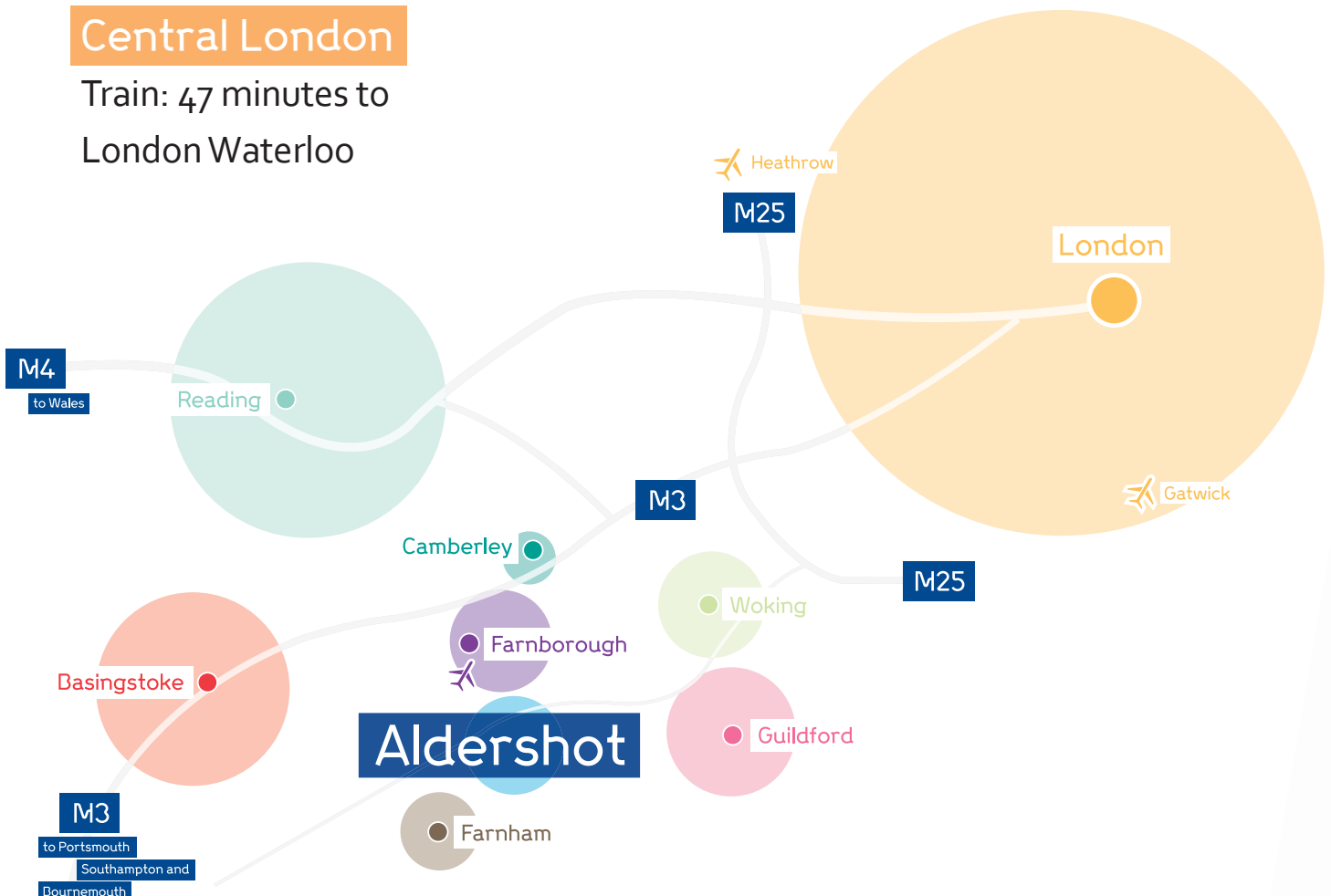
29 miles, 37 minutes

London Gatwick

43 miles, 54 minutes

Farnborough Airport

6 miles, 15 minutes



It's the people

that make places happen.

Aldershot is home to a young, vibrant and affluent population, attracted by the town's great location and employment opportunities. Property prices and rents in Aldershot compare favourably to neighbouring towns, making it a top choice for first time buyers and young families. The majority of the population is aged under 40.

More than 96,500 people live in Rushmoor*, and around 25,000 people commute into the borough for work each day, thanks to excellent road and rail links.

* Hampshire County Council's 2011 based Small Area Population Forecasts

Education and employment

The Wellesley development will bring two new state-of-the-art primary schools to Aldershot.

Two further education colleges named 'outstanding' by Ofsted are on the doorstep, and the town is in close proximity to top universities in London and the South East, which produce thousands of skilled graduates every year.

Reading and Surrey Universities, members of the 1994 group of internationally renowned research-intensive universities - and are a short drive or train ride away.

Unemployment in Rushmoor is low at 5.9 %, comparing favourably with the national average of 8.1 %.

(Source: ONS population count July 2011 to June 2012)

Residents' weekly earnings are better than the national average - £530 compared to £500.

The earnings of people who work in Rushmoor are even higher, at £650 per week.



For more information visit
www.rushmoor.gov.uk/aue or
www.wellesleyaldershot.co.uk

The background is a grid of small, square images, each showing a different nature scene. The overall color palette is blue and white. The images include various leaves, flowers, and insects. Overlaid on this grid are two dark blue rectangular boxes containing white text. The first box, on the left, contains the word 'Business' in a large, white, sans-serif font. The second box, on the right and lower down, contains the word 'support' in a smaller, white, sans-serif font.

Business

support

Growing

Enterprise Fund

Enterprise M3 is offering forward funding grants to help kick-start infrastructure and other projects that will drive economic growth in Hampshire. Up to £21.7m in Government funding is available to projects that will have a direct impact on jobs and housing in the local area.

For more information, visit
[www.enterprisem3.org.uk/
growing-enterprise-fund](http://www.enterprisem3.org.uk/growing-enterprise-fund)



enterprise **m3**





Aldershot,

the place



With two live entertainment venues, a bowling alley, cinema, pools complex, lido, dozens of beautiful parks and two nature reserves, there's lots to keep families entertained.

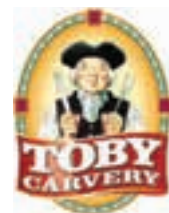


Westgate, a new multimillion leisure complex including a seven-screen Cineworld cinema, hotel and family restaurants, including Pizza Express, Harvester and Nando's, opened in autumn/winter 2012.

The towns of Farnborough, Farnham, Guildford and Basingstoke are a short distance, with the leisure and cultural facilities of London an easy train ride away.



MORRISONS



The Real China



PREZZO





cineworld
C I N E W O R L D




cineworld
C I N E W O R L D



Thanks to its military history, Aldershot's sporting facilities include an Olympic swimming pool used by athletes training for London 2012, a military stadium and dry ski slope. In fact, it's possible to try almost every Olympic sport in Aldershot!





Aldershot enjoys an abundance of green open spaces, attractive homes and a whole host of sport and leisure facilities. The beautiful south coast and New Forest National Park are under an hour's drive.

Enterprise First

Aldershot-based business support for those starting a business or are already running a small business in Rushmoor. For more information, visit www.enterprisefirst.co.uk

Hampshire Chamber of Commerce

Supports the business community in Hampshire. The Chamber runs more than 100 events each year, offers training and networking opportunities and publishes a regular business magazine.

For more information, visit www.hampshirechamber.co.uk

North Hampshire

Chamber of Commerce

Promotes and organises local business activities through local offices in Rushmoor, Hart, Basingstoke and Winchester. For more information, visit www.northhampshireenterprise.co.uk

Enterprise M3

The Local Enterprise Partnership for the M3 area has online resources for businesses, with information and tools designed to help you start up, improve and grow your business in Hampshire and Surrey. For more information, visit www.em3supportforbusiness.org.uk

Ex-servicemen can apply for up to £7,500 to start up a business via Be the Boss funding scheme. For more information, visit www.civvystreet.org

We are
committed to
helping business
flourish in Aldershot.

For more information about the help and support available, visit www.rushmoor.gov.uk call 01252 398 800 or email economicdevelopment@rushmoor.gov.uk

For more information about Rushmoor's business rates visit www.rushmoor.gov.uk/businessrates

Hampshire County Council also offers a range of support. Visit www.hants.gov.uk/business



The future

In the next 15 years, Aldershot will welcome almost 4000 new households.

The Wellesley development will see 150 hectares of brownfield former army land redeveloped into a sustainable new community to the north of Aldershot town centre.

As well as around 3800 new homes, the development will include two new primary schools, a local centre, community facilities, household waste recycling centre and recreational space, including woodland. Homes will be designed to suit a wide range of residents and vary in size from modern one-bedroom flats to four and five-bedroom family houses.



Wellesley will bring

11,000 residents

to Aldershot.

In Rushmoor:

31.3%

of residents are
educated to NVQ 4
equivalent and above
(HND, Degree and
Higher Degree level)

47.3%

of residents are
educated to NVQ 3
equivalent and above
(Advanced GNVQ,
at least two A Levels)

(ONS annual population survey January 2011 – December 2011)





Our people

Time Destination Expected
1st 0904 London Waterloo 0904
Coaches
2nd 0934 London Waterloo 0934
08:54:25



A photograph of a covered pedestrian walkway in Aldershot town centre. The walkway has a tiled floor and is lined with shops. In the foreground, a man in a black shirt is walking towards the camera. In the background, there are shops including Greggs and a beauty store. The walkway is supported by ornate metalwork and has a glass and metal roof structure. A large green lantern hangs from the ceiling. The text 'Aldershot town centre' is overlaid on the image in white on a teal background.

Aldershot

town centre

Aldershot's strong
military and aviation
roots have helped shape
the area's thriving
high-tech industry.

More than 2750 business are based in Rushmoor, including IBM, CSC Computer Sciences and BAE Systems.

With excellent rail and road links to the capital, Aldershot offers a unique opportunity for business. Gatwick and Heathrow airports are a short drive, and the UK's premier business airport – TAG Farnborough - home of the famous Farnborough Airshow - is on the doorstep.

London is a short direct train ride away, and it's quick and easy to access the M3, the M25 and the M4 corridor. Aldershot is also well positioned for the ports of Southampton, Portsmouth and Dover, making travel to Europe via air, sea or Eurotunnel simple.

From leafy, well-connected business parks to attractive Victorian buildings in the centre, Aldershot offers real choice in business locations.

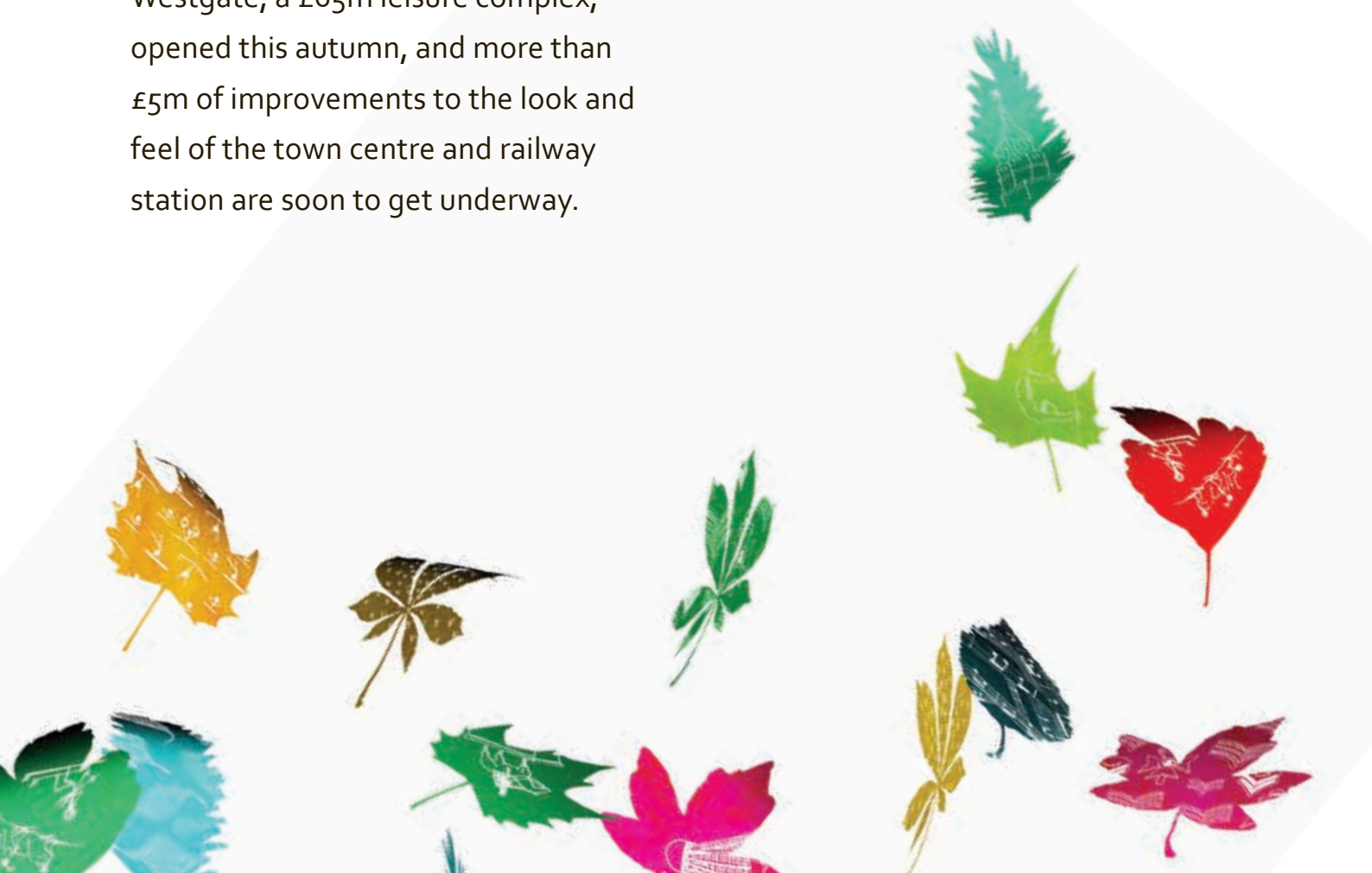
Dozens of national and multi-national companies are based in the area, and the town centre supports a diverse range of independent businesses, restaurants, cafes and high street retailers.

People come to the town for its excellent connections, and millions of pounds are being invested in Aldershot to make it a better place to live, work and do business.

Westgate, a £65m leisure complex, opened this autumn, and more than £5m of improvements to the look and feel of the town centre and railway station are soon to get underway.

More than 3500 new homes will be built in Aldershot over the next decade. The Wellesley development will see the town expand for the first time in a century and boost the population by around 11,000. The scheme will create hundreds of new jobs and offer young families and first-time buyers even more reason to move to the area.

Why not join them?





More than
1100 businesses
already call
Aldershot home.

