

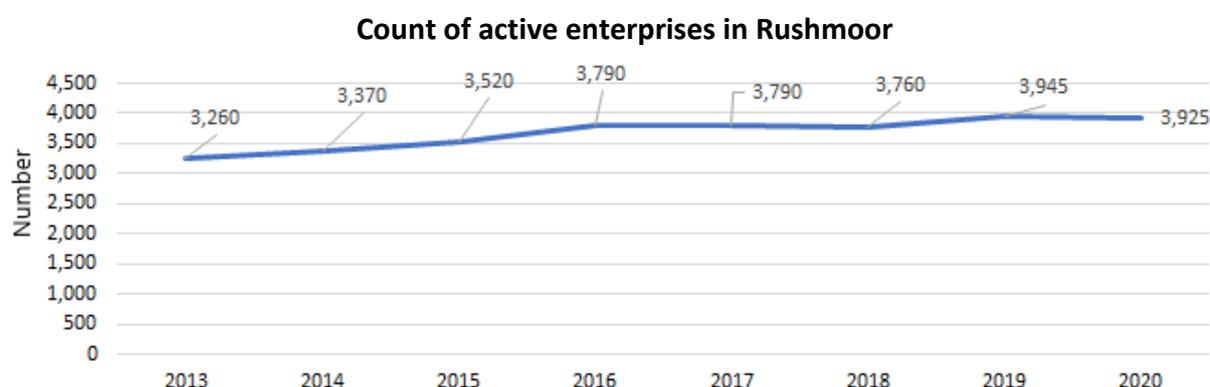
Businesses and employment data sheet

Last updated: November 2021
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Summary – In 2020 there were more business births than deaths in Rushmoor, as was the case for England as a whole. In comparison Rushmoor has a lower percentage of micro units and a higher percentage of small, medium and large units, than Hampshire, the South East and Great Britain. Rushmoor has a higher percentage of full-time jobs. In 2020 there were 7,000 jobs in both Professional, scientific and technical activities and in Wholesale and retail trade; repair of motor vehicles and motorcycles they each account for 14.9% of Jobs in Rushmoor.

Number of businesses

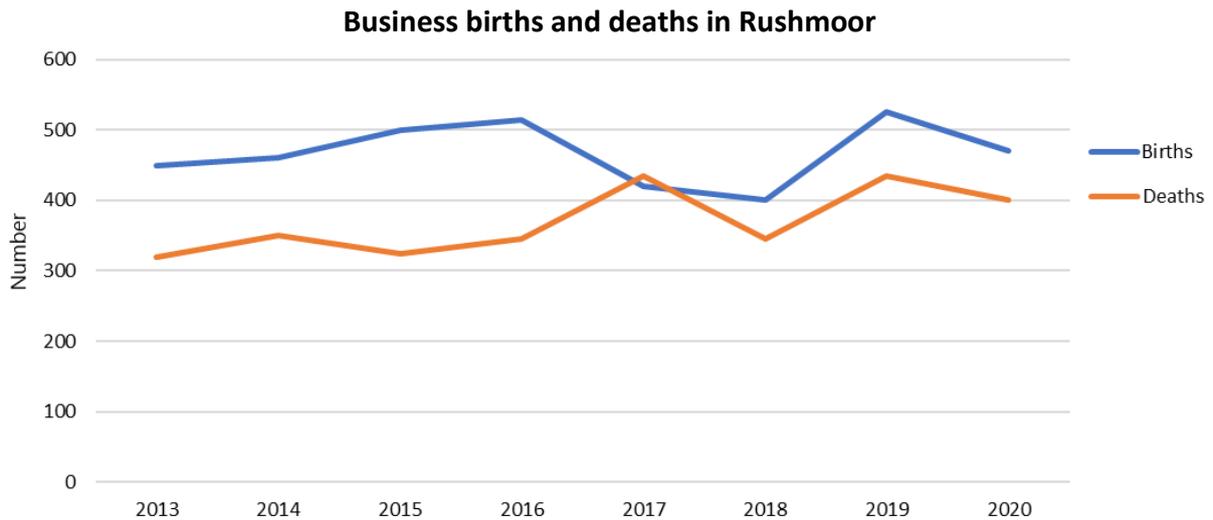
In 2020 there were 3,925 active enterprises (these are defined as businesses that had either turnover or employment at any time during the reference period). This is slightly less than 2019 (3,945 active enterprises). The following table shows the count of active enterprises in Rushmoor over the past seven years



(Source: Office for National Statistics <https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/businessdemographyreferencetable>)

Business births and deaths

In 2020 there were 12.0% (470) business births (as a proportion of all active enterprises) and 10.2% (400) deaths in Rushmoor. This means that there were more business births than business deaths.

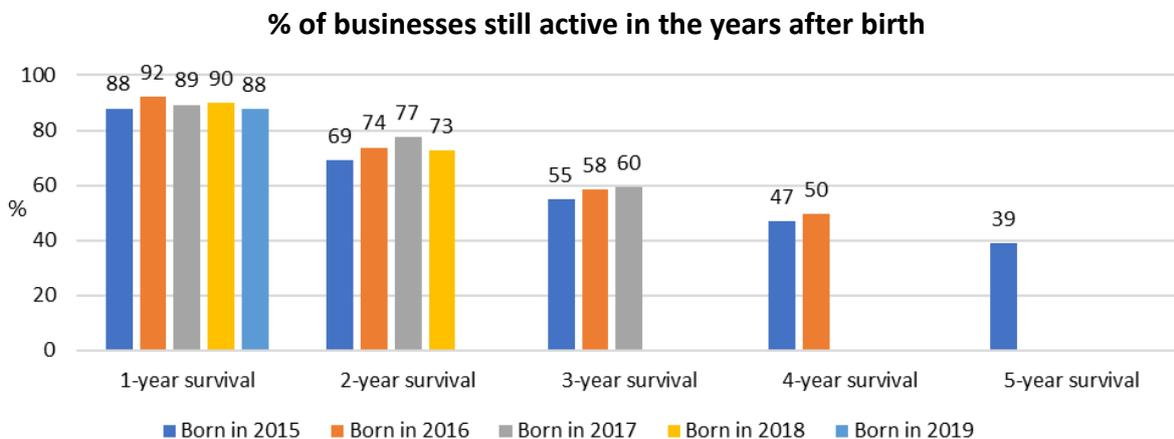


(Source: Office for National Statistics)

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In England the rate of business births as a percentage of active enterprises as was 12.1% and the rate of business deaths was 10.7% (2020).

The table below shows the number of businesses still active in the years after their birth. The table indicates that business survival rates after one year are highest for businesses born in 2016. Business born in 2017 have the highest survival rates after 2 and 3 years.



(Source: Office for National Statistics)

<https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/businessdemographyreferencetable>)

After 5 years 39% of business born in 2015 were still active, this is the same percentage as England.

Number of units

In 2021 Rushmoor had 4,160 units. A unit is defined as an individual site such as a shop or a factory. This is the number of units as 2020. The following table shows the size of the units

in Rushmoor. In comparison, Rushmoor has a lower percentage of micro units, and a higher percentage of small, medium and large units.

Unit size	Rushmoor number	Rushmoor	Hampshire	South East	England
Micro (0 to 9 employees)	3,390	81.5%	84.8%	85.9%	84.8%
Small (10 to 49 employees)	600	14.4%	12.5%	11.5%	12.3%
Medium (50 to 249 employees)	145	3.5%	2.4%	2.3%	2.5%
Large (250+ employees)	30	0.7%	0.3%	0.3%	0.4%

(Source: Office for National Statistics NOMIS <https://www.nomisweb.co.uk/reports/lmp/la/2038431789/report.aspx?town=rushmoor>)

Number of employee jobs in Rushmoor

In 2020 there were approximately 47,000 employee jobs in Rushmoor (employee jobs excludes self-employed, government-supported trainees and HM Forces). This is slightly lower than 2019 (49,000). Of the employee jobs in Rushmoor, 72.3% of these were full time jobs and 29.8% were part time jobs. This was a higher percentage of full-time jobs than in Hampshire, the South East and Great Britain.

Employee jobs 2020	Rushmoor	Hampshire	South East	Great Britain
Full-time	72.3%	67.6%	67.3%	67.9%
Part-time	29.8%	32.4%	32.7%	32.1%

(Source: Office for National Statistics NOMIS <https://www.nomisweb.co.uk/reports/lmp/la/2038431789/report.aspx?town=rushmoor>)

Note: the percentages are calculated using numbers rounded to the nearest 1,000, so may not add up to 100% exactly.

Types of employment in Rushmoor

The table below shows the industries in Rushmoor, Hampshire, the South East and Great Britain.

Employee jobs by industry 2020	Rushmoor (number)	Rushmoor (%)	Hampshire (%)	South East (%)	Great Britain (%)
B : Mining and quarrying	0	0	0.1	0	0.2
C : Manufacturing	3,000	6.4	8.1	6.3	7.9
D : Electricity, gas, steam and air conditioning supply	200	0.4	0.7	0.4	0.5

E : Water supply; sewerage, waste management and remediation activities	225	0.5	0.6	0.7	0.7
F : Construction	2,000	4.3	6.5	5.8	4.8
G : Wholesale and retail trade; repair of motor vehicles and motorcycles	7,000	14.9	16.1	15.4	14.9
H : Transportation and storage	1,750	3.7	4.1	4.6	5.1
I : Accommodation and food service activities	3,000	6.4	7.3	7.3	7.2
J : Information and communication	6,000	12.8	6.3	6.1	4.5
K : Financial and insurance activities	2,500	5.3	3.4	3	3.5
L : Real estate activities	800	1.7	1.7	1.8	1.8
M : Professional, scientific and technical activities	7,000	14.9	9.3	8.9	8.7
N : Administrative and support service activities	4,000	8.5	6.8	8.1	8.8
O : Public administration and defence; compulsory social security	1,250	2.7	3.6	3.3	4.6
P : Education	3,500	7.4	8.8	10.3	9
Q : Human health and social work activities	3,500	7.4	11.4	12.9	13.6
R : Arts, entertainment and recreation	1,000	2.1	2.4	2.7	2.2
S : Other service activities	900	1.9	2.5	2.2	1.9

(Source: Office for National Statistics NOMIS <https://www.nomisweb.co.uk/reports/lmp/la/2038431789/report.aspx?town=rushmoor>)

The largest industries in Rushmoor are:

- 7,000 jobs - Professional, scientific and technical activities – 5.6% more jobs in Rushmoor in than the Hampshire average, 6.0% more jobs than the South East average and 6.2% more jobs than the Great Britain average.
- 7,000 jobs - Wholesale and retail trade; repair of motor vehicles and motorcycles – Rushmoor has a slightly lower percentage than Hampshire and South East but the same percentage as Great Britain.
- 6,000 jobs - Information and communication – 6.5% more jobs than the Hampshire average, 6.7% South East average, and 8.3% more jobs than the Great Britain average.

The table does not include self-employed, government-supported trainees and HM Forces.

Data from the Ministry of Defence shows that in April 2021 there were 2,760 military personnel and 390 civilian staff in Rushmoor.

(Source: Ministry of Defence

[Location of UK regular service and civilian personnel annual statistics: 2021 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/location-of-uk-regular-service-and-civilian-personnel-annual-statistics-2021))