

Businesses and employment data sheet

Last updated: June 2023

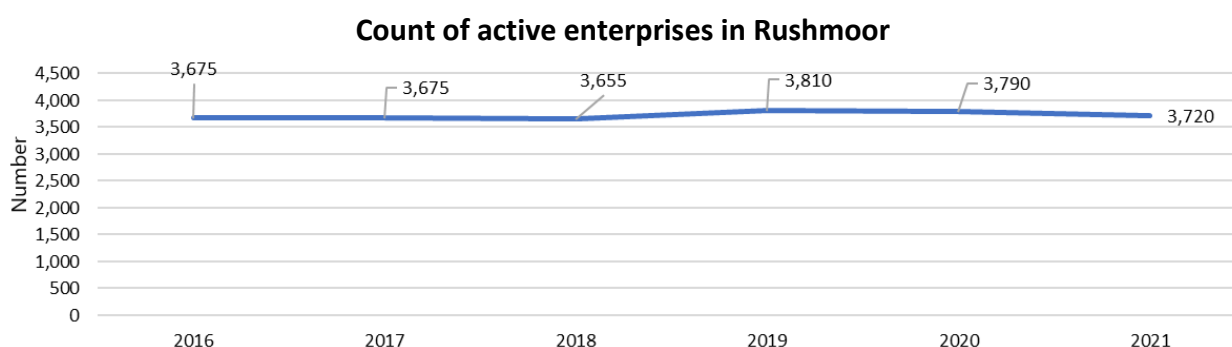
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Summary – In 2021 there were more business deaths than births in Rushmoor, in England as a whole there were more business births than deaths. In comparison Rushmoor has a lower percentage of micro units and a slightly higher percentage of small, medium and large units, than Hampshire, the South East and Great Britain. In 2021 Rushmoor had a higher proportion of jobs in Information and communication and Professional, scientific and technical activities but a lower proportion of jobs in Human health and social work activities.

Number of businesses

In 2021 there were 3,720 active enterprises (these are defined as businesses that had either turnover or employment at any time during the reference period). This is less than 2019 (3,810 active enterprises). The following table shows the count of active enterprises in Rushmoor over the past seven years

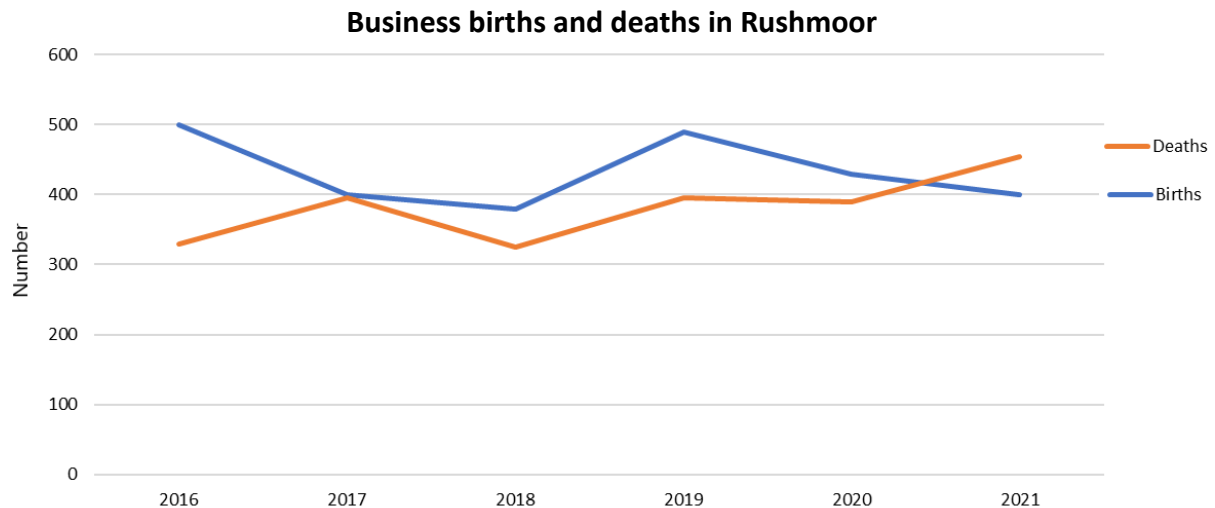


(Source: Office for National Statistics <https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/businessdemographyreferencetable>)

Business births and deaths

In 2021 there were 10.5% (400) business births (as a proportion of all active enterprises) and 11.9% (455) deaths in Rushmoor. This means that there were more business deaths than business births.

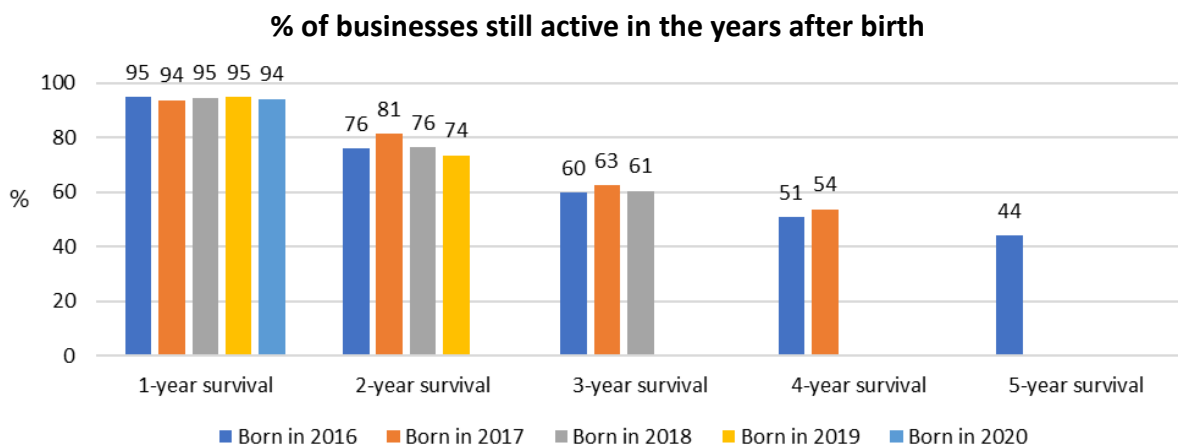
In England the rate of business births as a percentage of active enterprises as was 12.5% and the rate of business deaths was 11.2% (2021).



(Source: Office for National Statistics)

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

The table below shows the number of businesses still active in the years after their birth. The table indicates that business born in 2017 have the highest survival rates after 2, 3 and 4 years.



(Source: Office for National Statistics)

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

After 5 years 44% of business born in 2016 were still active, this is a higher percentage than for England (38%).

Number of units

In 2022 Rushmoor had 3,970 units. A unit is defined as an individual site such as a shop or a factory. This is less than the number of units in 2021 (4,160 units). 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)	3,225	81.2%	84.3%	85.6%	84.7%
Small (10 to 49 employees)	580	14.6%	13.0%	11.7%	12.4%
Medium (50 to 249 employees)	135	3.4%	2.5%	2.3%	2.5%
Large (250+ employees)	30	0.8%	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 2021 there were approximately 49,000 employee jobs in Rushmoor (employee jobs excludes self-employed, government-supported trainees and HM Forces). This is slightly higher than in 2020 (47,000). Of the employee jobs in Rushmoor, 71.4% of these were full time jobs and 28.6% were part time jobs. This was a higher percentage of full-time jobs than in Hampshire, the South East and Great Britain.

Employee jobs 2021	Rushmoor	Hampshire	South East	Great Britain
Full-time	71.4%	67.7%	67.4%	68.1%
Part-time	28.6%	32.3%	32.7%	31.9%

(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 2021	Rushmoor (number)	Rushmoor (%)	Hampshire (%)	South East (%)	Great Britain (%)
B : Mining and quarrying	0	0.0	0.1	0.1	0.1
C : Manufacturing	2,500	5.1	7.2	5.8	7.6
D : Electricity, gas, steam and air conditioning supply	200	0.4	0.6	0.4	0.4
E : Water supply; sewerage, waste management and remediation activities	1,000	2.0	1	1	0.7
F : Construction	2,000	4.1	6.6	5.7	4.9

G : Wholesale and retail trade; repair of motor vehicles and motorcycles	8,000	16.3	17.5	15.9	14.4
H : Transportation and storage	2,250	4.6	4.7	5.1	5.1
I : Accommodation and food service activities	3,000	6.1	7.4	7.3	7.5
J : Information and communication	6,000	12.2	5.4	5.5	4.5
K : Financial and insurance activities	2,000	4.1	2.9	2.8	3.6
L : Real estate activities	700	1.4	1.7	1.7	1.8
M : Professional, scientific and technical activities	7,000	14.3	9.6	9.2	8.9
N : Administrative and support service activities	4,500	9.2	7.4	8.9	8.9
O : Public administration and defence; compulsory social security	1,250	2.6	3.5	3.3	4.6
P : Education	3,500	7.1	8.2	9.6	8.8
Q : Human health and social work activities	3,500	7.1	11.4	13	13.7
R : Arts, entertainment and recreation	700	1.4	2.2	2.3	2.3
S : Other service activities	900	1.8	2.5	2.1	1.9

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

Rushmoor differs from Hampshire, the South East and England by having a higher proportion of jobs in Information and communication and Professional, scientific and technical activities but a lower proportion of jobs in Human Health and social work activities.

The largest industries in Rushmoor are:

- 8,000 jobs - Wholesale and retail trade; repair of motor vehicles and motorcycles – Rushmoor has a slightly lower percentage than Hampshire and a slightly higher percentage than the South East and Great Britain
- 7,000 jobs - Professional, scientific and technical activities – 4.7% more jobs in Rushmoor in than the Hampshire average, 5.1% more jobs than the South East average and 5.4% more jobs than the Great Britain average.
- 6,000 jobs - Information and communication – 6.8% more jobs than the Hampshire average, 6.7% South East average, and 7.7% 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 2022 there were 2,810 military personnel and 390 civilian staff in Rushmoor.

(Source: Ministry of Defence [Location Statistics for UK Regular Armed Forces and Civilians: 2022](https://www.gov.uk/government/statistics/location-statistics-for-uk-regular-armed-forces-and-civilians-2022) - GOV.UK (www.gov.uk))