

# Businesses and employment data sheet

Last updated: March 2024

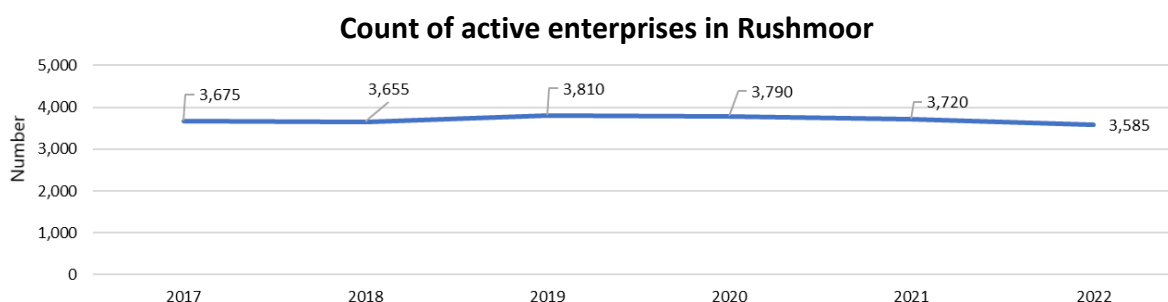
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Summary – In 2022 there were more business deaths than births in Rushmoor, and in England as a whole. Rushmoor had higher percentage of full-time jobs than in Hampshire, the South East and Great Britain. Also, in 2022 Rushmoor had a higher proportion of jobs in Information and communication and Professional, scientific and technical activities. 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

## Number of businesses

In 2022 there were 3,585 active enterprises (these are defined as businesses that had either turnover or employment at any time during the reference period). This is less than in 2021 (3,720 active enterprises). The following table shows the count of active enterprises in Rushmoor over the past six years.

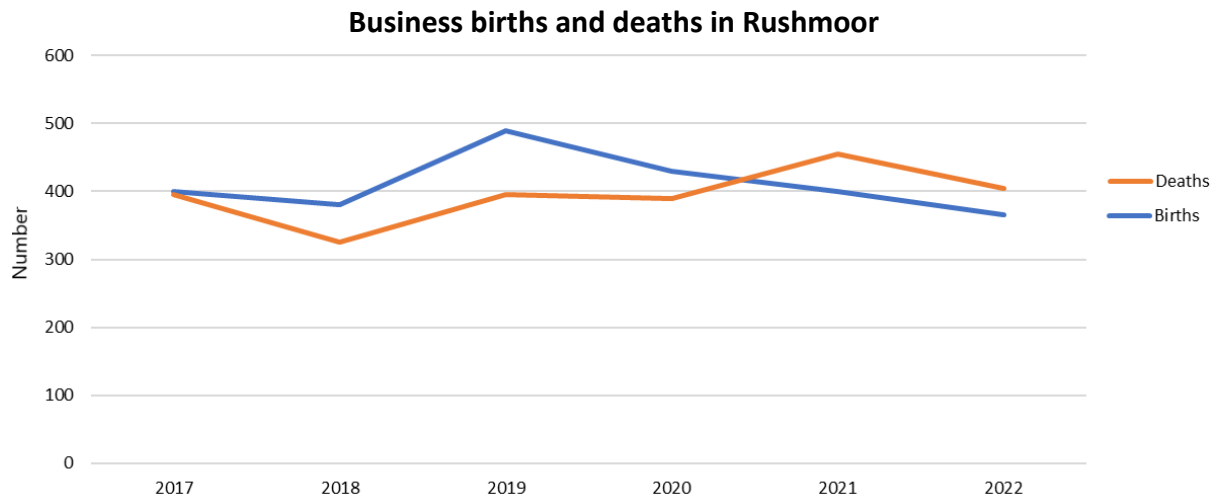


(Source: Office for National Statistics)

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

## Business births and deaths

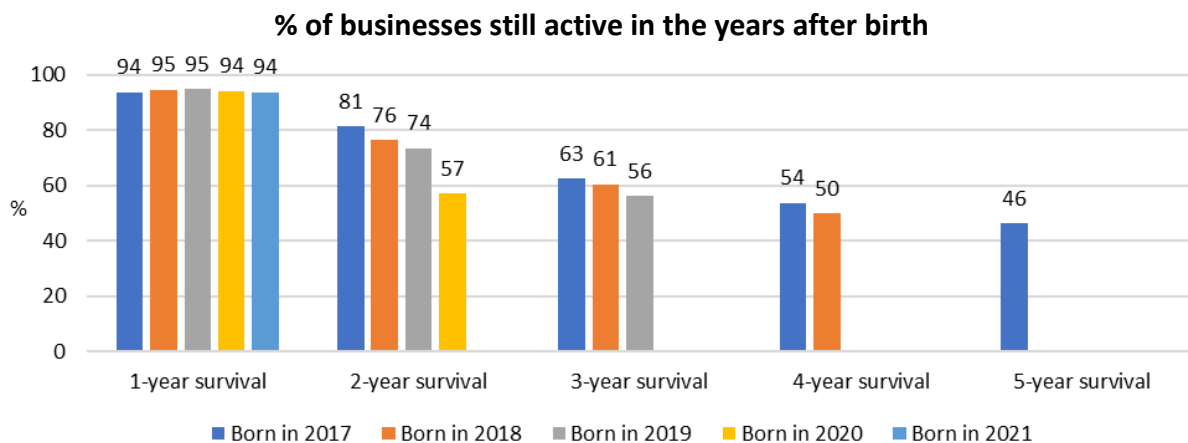
In 2022 there were 10.2% (365) business births (as a proportion of all active enterprises) and 11.3% (405) deaths in Rushmoor. This means that there were more business deaths than business births. In England the rate of business births as a percentage of active enterprises was 11.6% and the rate of business deaths was 12.0% (2022).



(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. Only 57% of business born in 2020 survived 2 years.



(Source: Office for National Statistics)

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

After 5 years 46% of business born in 2017 were still active, this is a higher percentage than for England (39%).

## Number of units

In 2023 Rushmoor had 3,920 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 2022 (3,970 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)	3,150	80.4%	83.8%	85.1%	84.6%
Small (10 to 49 employees)	595	15.2%	13.3%	12.1%	12.6%
Medium (50 to 249 employees)	145	3.7%	2.6%	2.4%	2.6%
Large (250+ employees)	30	0.8%	0.3%	0.4%	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 2022 there were approximately 59,000 employee jobs in Rushmoor (employee jobs excludes self-employed, government-supported trainees and HM Forces). This is higher than in 2021 (48,000). Of the employee jobs in Rushmoor, 74.6% of these were full time jobs and 27.1% 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	74.6%	68.8%	68.2%	68.8%
Part-time	27.1%	31.2%	31.8%	31.2%

(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, 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 2022	Rushmoor (number)	Rushmoor (%)	Hampshire (%)	South East (%)	Great Britain (%)
B : Mining And Quarrying	0	0.0	0.1	0.1	0.2
C : Manufacturing	3,000	5.1	7.2	5.9	7.6
D : Electricity, Gas, Steam And Air Conditioning Supply	150	0.3	0.5	0.3	0.4
E : Water Supply; Sewerage, Waste Management And Remediation Activities	700	1.2	0.8	1.0	0.7
F : Construction	2,000	3.4	5.6	5.0	4.9
G : Wholesale And Retail Trade; Repair Of Motor Vehicles And Motorcycles	8,000	13.6	16.4	15.0	14.0
H : Transportation And Storage	1,750	3.0	4.5	4.8	5.0
I : Accommodation And Food Service Activities	3,000	5.1	7.7	7.5	8.0
J : Information And Communication	10,000	16.9	5.9	6.1	4.6
K : Financial And Insurance Activities	2,000	3.4	2.6	2.5	3.3

L : Real Estate Activities	700	1.2	1.9	1.7	1.9
M : Professional, Scientific And Technical Activities	8,000	13.6	9.6	9.6	9.1
N : Administrative And Support Service Activities	6,000	10.2	8.2	9.2	9.0
O : Public Administration And Defence; Compulsory Social Security	1,250	2.1	4.7	3.6	4.7
P : Education	3,500	5.9	7.7	9.9	8.6
Q : Human Health And Social Work Activities	8,000	13.6	11.3	12.7	13.5
R : Arts, Entertainment And Recreation	900	1.5	2.7	3.0	2.4
S : Other Service Activities	900	1.5	2.3	2.0	2.0

(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.

The largest industries in Rushmoor are:

- 10,000 jobs - Information and communication – 11.0% more jobs than the Hampshire average, 10.8% South East average, and 12.3% more jobs than the Great Britain average.
- 8,000 jobs - Professional, scientific and technical activities – 4.0% more jobs in Rushmoor in than the Hampshire average, 4.0% more jobs than the South East average and 4.54% more jobs than the Great Britain average.
- 8,000 jobs - Wholesale and retail trade; repair of motor vehicles and motorcycles – Rushmoor has a slightly lower percentage than Hampshire, the South East and Great Britain
- 8,000 jobs - Human Health And Social Work Activities – Rushmoor has a slightly higher percentage than Hampshire, the South East and Great Britain

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

Data from the Ministry of Defence shows that in April 2023 there were 2,960 military personnel and 380 civilian staff in Rushmoor.

(Source: Ministry of Defence [Location statistics for UK regular armed forces and civilians: 2023 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/location-statistics-for-uk-regular-armed-forces-and-civilians-2023))