

South Coast Financial Centre of Excellence



**BUSINESS
IS
GREAT**

BRITAIN & NORTHERN IRELAND





Welcome to the South Coast

Welcome to the South Coast of England – this region steeped in maritime history is now one of the UK's most popular and economically prosperous locations, situated just a short distance away from London.



The region's proximity to London, lower office overheads than the capital and 130,600 highly educated employees equals a thriving financial and business services sector

Covering the county of Hampshire and part of neighbouring Dorset, the region has an overall area of more than 3,880 km² and includes the cities of Southampton, Portsmouth and Winchester and the towns of Bournemouth & Poole, Farnborough and Basingstoke. It boasts an exceptional quality of life, with a climate, environment and infrastructure that helps residents and the local workforce make the most of the area's attractions and advantages.

Offering excellent transport links, the South Coast is extremely well connected, enjoying easy access to London, the rest of the UK and beyond. The region is within one hour's drive of a market of 18 million people and has a world-class talent pool and high quality, competitively priced office space, making it the ideal location to establish and grow a business.

Such factors have proved an irresistible draw to the business community, with companies of all sizes and specialisms choosing to have a presence on the South Coast. Thriving sectors include financial and business services, which have gone from strength to strength in the region in recent years, attracting a growing cluster of globally successful companies.



130,600

There are 130,600 people employed in the financial and business services sector in the South Coast region



22 FTSE 100 companies have headquarters, major corporate centres or back-office operations in Hampshire



Hampshire companies contributed £9.1 billion in economic output in 2012/2013

Financial hub

The South Coast is a leading centre of excellence for the financial and business services sector in the UK.

2,020 financial and business services companies, including 22 FTSE 100 firms, have established headquarters, major corporate centres or back-office operations in the area. Collectively, they contributed £9.1 billion in economic output in 2012/3 £3.48 billion in financial services alone.

The presence of these companies creates major opportunities for other financial and business services enterprises looking to relocate to the South Coast. For example, there is a ready pool of well-qualified labour already working in these firms, as well as the opportunity for new recruits. There is a wealth of experience amongst existing businesses of getting the most from the extensive knowledge base on offer locally.



21% of employees in the South East work in legal services

Major employers

There are over 130,600 people employed in the financial and business services sector on the South Coast, with financial services companies alone accounting for more than 40,000. There are also over 30,000 people employed in associated professional services – one of the highest employment rates in the UK outside of London.

Industry strengths

The volume of the financial and business services sector on the South Coast means that sub-sectors are substantial in their own right. For example, Hampshire has significant strengths in insurance, employing 24 percent of South East England's insurance industry, the largest in Europe. Business and management consultancy, legal services and accounting and tax professions are also enjoying growth and represent 15 percent, 21 percent and 15 percent of employment in this sector in the South East respectively.

There is a wealth of experience amongst existing businesses of getting the most from the extensive local knowledge base

Key locations

The South Coast has a number of key locations where there are clusters of financial and business services companies. With access to a catchment area of 18 million people there is a constant source of readily accessible new talent to the region.



There is access to a catchment of 18 million people in the region

Basingstoke

Basingstoke is home to numerous household business names from the financial services sector and these, along with many other equally world-class companies, combine to invest in the town's success.

Companies include:

- AXA Wealth
- Baker Tilly
- Barclays
- Langdowns DFK
- Sun Life Financial of Canada



Bournemouth & Poole

Bournemouth & Poole generates £1.6 billion a year in Gross Value Added from financial and professional services, with 12,700 people (12.1 percent of the population) employed in the sector. The town's biggest employer is American banking giant J.P. Morgan, which has over 4,000 staff at its Chaseside campus. At less than two hours by train from Bournemouth to London Waterloo, it is an ideal business location.

Several global business heads - dealing with everything from securities processing to fund trustee management - are now based on the Dorset coast. Bournemouth is at the core of a 'near-shoring' trend amongst financial and professional services firms: the movement of jobs either out of London or from overseas back to the UK.

Bournemouth also offers an international airport which is a key gateway to southern England, serving 689,000 passengers and 60 destinations annually. Planning permission has recently been secured for a new airport development site which has seen £50 million of private-sector investment by Manchester Airport Group.

Companies include:

- Abbey Life
- Ageas Retail
- Arthur J Gallagher
- Bank of New York Mellon
- Barclays
- J.P. Morgan
- LV = Liverpool Victoria
- Nationwide
- Pru Health
- Teachers Assurance

CASE STUDY

Global centre

Financial giant J.P. Morgan, America's largest bank, has a major presence on the South Coast. Established 25 years ago, its office in Bournemouth is a centre for technology and operational processing with worldwide reach, employing more than 4,000 people.

It is a key location in the company's global franchise, supporting activity in over 90 markets across more than 40 countries. J.P. Morgan has continuously invested in its business and people in

Bournemouth, most recently committing £28.6 million to install state-of-the-art communication technology.

Chairman and CEO Jamie Dimon says: "Bournemouth offers access to high-quality talent and to facilities that can support our business, not just in London, but around the world. We are proud to be an active member of the local community and to be the largest private-sector employer in Dorset."

jpmorgan.com

CASE STUDY

Mutual benefits

LV = (Liverpool Victoria), a leading financial mutual offering a range of insurance, investment and retirement products, employs 2,400 people at its head office in Bournemouth. They are the UK's largest friendly society, with more than 5.5 million members and customers.

HR Director Julia Tyson says: "Being in Bournemouth gives us access to the wide range of talented people based here in the town and it's great to be part of the unique community spirit. We're proud to be part of the growing hub of

financial services businesses based locally and one of the major employers here. We're committed to developing and recruiting talent and continue to forge relationships with local universities and colleges which are essential to our success. We have a wide range of roles within our Bournemouth office, from customer services through to IT, HR, finance and digital marketing, to name but a few, which offers great development opportunities for our people."

lv.com





Farnborough

Only 34 minutes from London by train, Farnborough is home to the most modern and efficient business aviation airport in Europe.

With high-quality business and technology parks within a short taxi ride from the airport, Farnborough is fast becoming the location of choice for many financial and business services firms.

Companies include:

- Aon
- Menzies
- Zurich

Portsmouth

Portsmouth is a vibrant waterfront city. Over £1 billion is being invested and committed to infrastructure projects and commercial and residential developments. They include the Lakeside North Harbour business campus, home to some major financial and business services firms.

Companies include:

- Capita
- Handelsbanken

Southampton

Home to the UK's second-largest container terminal and four state-of-the-art cruise terminals, Southampton is a major hub for both business and leisure.

With Southampton Airport serving over 50 European destinations and a master plan for the city centre creating significant, high-quality office space in the near future, Southampton is one of the South Coast's premier business locations.

Companies include:

- Ageas
- Aviva
- BDO
- Deloitte
- Ernst & Young
- Foresters Friendly Society
- Grant Thornton
- HSBC
- KPMG
- Old Mutual Wealth
- PwC



CASE STUDY



A sound investment

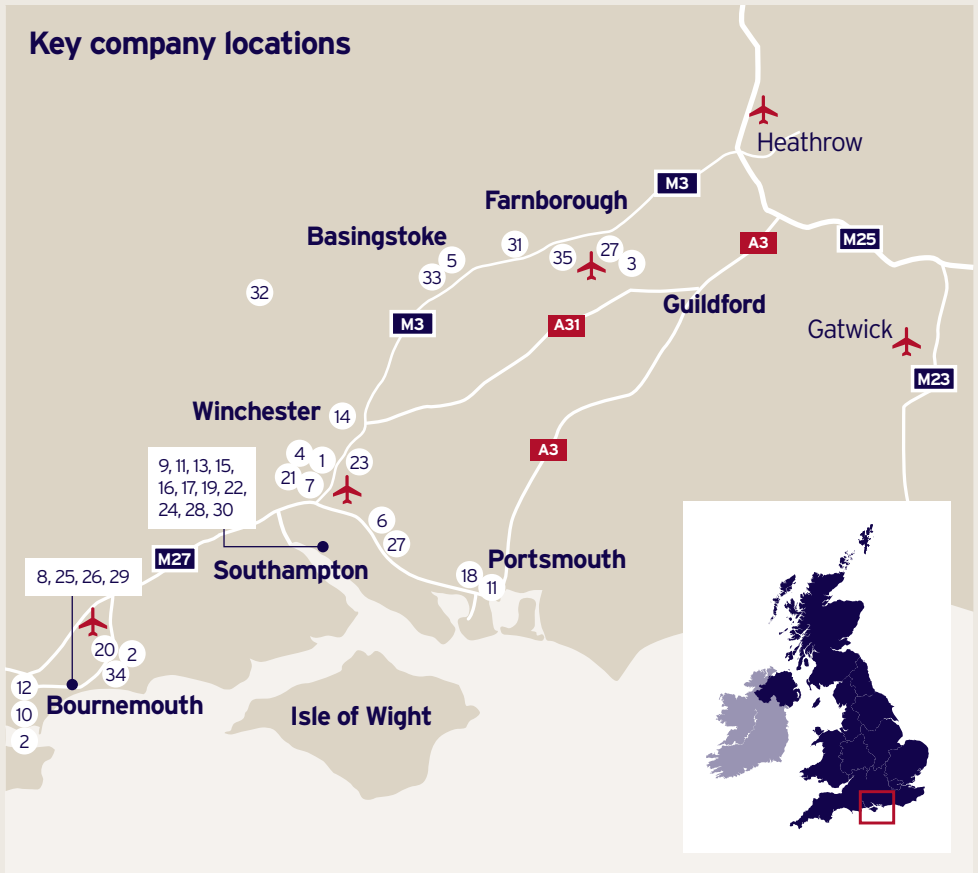
Southampton is the UK headquarters of Old Mutual Wealth, part of Old Mutual Plc, one of the world's leading independent providers of solutions for long-term savings and investments.

Employing more than 1,500 staff and managing £35.5 billion on behalf of its customers, the firm's South Coast office has proved a highly successful business hub, helping Old Mutual Wealth become one of the fastest-growing financial services companies in the UK.

UK Operations Director Phil Hine says: "Being located in Southampton connects Old Mutual Wealth to a wealth of talent, from university graduates to highly skilled employees. In Southampton we are at the heart of the region's road, rail and flight connections, not only to Central London but also to Europe and the rest of the world."

oldmutualwealth.co.uk

Key company locations



- | | | | |
|---|--------------------------------|-----------------------------------|----------------------------------|
| 1. Ageas Insurance | 10. BNY Mellon | 19. HSBC | 29. PruHealth |
| 2. Ageas Retail | 11. Capita Group | 20. JPMorgan Chase | 30. Royal Bank of Scotland Group |
| 3. Aon | 12. Coutts & Co | 21. Kingfisher (B&Q) | 31. Serco Group |
| 4. Aviva | 13. Deloitte | 22. KPMG | 32. Simplyhealth |
| 5. AXA Wealth | 14. Denplan | 23. Langdowns DFK | 33. Sun Life Financial of Canada |
| 6. Babcock International | 15. Ernst & Young | 24. Lloyds Banking Group | 34. Teachers Assurance |
| 7. Baker Tilly | 16. Foresters Friendly Society | 25. LV=Liverpool Victoria Society | 35. Zurich Financial Services |
| 8. Barclays (Corporate), Barclays International | 17. Grant Thornton | 26. Nationwide Building Society | |
| 9. BDO | 18. Handelsbanken | 27. Menzies | |
| | | 28. Old Mutual Wealth | |





Talent pool

As well as being able to take advantage of the expertise offered by the existing workforce, financial and business services companies on the South Coast can draw from the region's rich pool of graduate and recently qualified talent, with essential skills in areas such as IT, mathematics, accountancy, economics and finance and business studies. The vast majority of this talent will be alumni of one of the South Coast's five universities, which all have higher than the South East and the national average enrolled in business studies. Collectively, there are nine universities within 40 miles of the region.

University of Portsmouth

The University of Portsmouth provides 6,000 graduates per year, of which more than 200 have specialist degrees covering areas such as financial management, economics, accountancy, banking and law, as well as a Master of Business Administration.

Many of the academic staff members come from a commercial or industrial background. This helps the university to maintain strong links and to actively partner with local finance and business services organisations through collaborative projects, consultancy, talent development, economic forecasting and their process and product innovation expertise.

CASE STUDY



Insuring success

SPB is an independent family-owned group founded in Normandy, France in 1965. In November 2013 they opened their UK headquarters in the centre of the coastal city of Portsmouth having been based in Ryde in the Isle of Wight since 2001.

Several factors influenced SPB UK's move to Portsmouth including excellent transport connections to London and Europe, access to skilled talent and being within a commutable distance from the Isle of Wight where many of the experienced staff live.

Colin Whitehair, Managing Director for SPB UK said:

"Portsmouth is a fantastic location with excellent transport links. We are able to get to London and back within a day which is essential as a lot of our clients are based in the city.

In addition, arranging meetings with our parent company who are based in France is easy. We use the ferry links from Portsmouth to Le Havre as we have a call centre based there. We can also take the Eurostar from London to Paris or fly from Southampton Airport which is only a 20 minutes drive away meaning that we can get from Southampton to Paris in less than 1½ hours."

As a leading affinity insurance provider in Europe providing mobile phone insurance programmes to over 100 brands, SPB has seen impressive growth based on customer's increased dependence on smartphones and tablets which are vulnerable to accidental damage or loss or theft. In the UK, the company has seen headcount double in the last 6 months.

SPB have recently opened a new walk-in repair facility in London which allows customers to get their phone repaired whilst they wait. Phone Service Centre is a new concept for the UK market, but has been successfully operational in Europe with 180 stores, and is the first of its kind run by an insurance company in the UK.

spb-uk.co.uk

University of Southampton

The University of Southampton, a member of the prestigious Russell Group of research-intensive UK universities, has an international reputation for world-leading research, which is often used by businesses to solve some of their toughest challenges or to gain a competitive advantage. For the financial and business services sector, the university runs the following six world-class research centres, which are addressing a wide range of industry issues.

Centre of Excellence in Decision Analytics & Risk Research

A leading authority in management science, risk and information systems, realised and delivered through research, education and consultancy.

Centre for International Banking Finance and Accounting

Carries out internationally renowned academic research and teaches a wide range of the most important topics in accounting and finance, with an increasing and unique emphasis on the global financial crisis in Europe.



There are nine universities within 40 miles of the region



Centre for Relational Leadership and Change

Offers experience in both the theory and practice of effective leadership and relationship building and actively researches its role in the management of change.

Centre for Digital, Interactive and Data Driven Marketing

Educating the next generation of marketing professions through rigorous research and insights from leading companies and key industry bodies.

Centre for Innovation & Enterprise

Focusing research and teaching on innovation and enterprise.

Centre for Operational Research, Management Science and Information Systems

One of the largest groups of its kind in the UK, with an international reputation in areas such as credit scoring, healthcare modelling and transport & logistics.

Bournemouth University

Bournemouth University has come a long way in a short amount of time and currently has over 17,000 students. It has a strong professional orientation with a focus on academic excellence and graduate employability. The university is a well-established name in the financial services sector:

- It was the first to introduce an undergraduate degree in financial services and currently offers a range of postgraduate master-level courses for those interested in financial services, loss adjusting and risk.
- Its courses are recognised by the key financial services professional bodies, including CII, CISI and CILA.
- They have research centres in entrepreneurship and economic growth; financial markets and economic fluctuations; cyber security and disaster management.
- These centres have secured funding from the ESRC, AHRC, etc for a wide range of knowledge-transfer events on the financial crisis, finance for SMEs and the marketing of financial services.
- They have long-standing relationships with professional financial and business services organisations, including Barclays, J.P. Morgan, LV=, and Santander Commercial.



Bournemouth & Poole College

Bournemouth & Poole College was one of the first further education colleges in the UK to identify and act upon the need to both broaden training and create a pipeline of talent of those looking to work in the financial services sector. As a result of research with local employers, the College created a new centre dedicated to financial services at its Lansdowne campus and published a Financial Services Manifesto. With over 2,500 new jobs forecast for the sector over the next seven years, this centre is positioned locally to ensure the right skills to meet this need and additionally provide business-related courses such as management, IT, marketing and administration. The Centre develops by focusing on:

- Collaborating with business
- Top-class teaching
- Employability
- Nurturing new talent
- Research and development
- Apprenticeships



2,500

2,500 new financial services jobs
forecast locally over the next
seven years

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Eastleigh College

This modern college is a preferred choice for local and wider employers operating within the professional and financial and professional services industries. In 2005, the college established the Professional and Financial Academy, which offers high-quality, industry-specific qualifications that are delivered by current industry experts. Training has been designed with the support of local market leaders within the professional and financial services sectors, and can be delivered at the Academy or alternatively at the work place or via e-learning. The college is developing its provision in response to the findings in the UK Annual Financial Services Review 2014, which from a training perspective is particularly useful in terms of identifying the key drivers within the financial services industry.



Southampton Solent University

This modern and dynamic university is at the forefront of developing innovative, employer-facing courses that give graduates a head start in their careers. It offers an impressive range of financial and business services-related courses, including accountancy and finance, business administration, business and management, business economics and business and marketing, all of which harness strong professional and industry experience to inform and direct learning.

University of Winchester

The University of Winchester's business school has an enviable reputation in the teaching of business programmes and a dynamic and growing portfolio of undergraduate and postgraduate courses in accounting, finance and economics. It is a member of a select group of international business schools to join PRME, a United Nations' initiative to inspire and champion responsible management education, research and thought-leadership globally.



Outstanding lifestyle

The South Coast offers an environment where it is truly possible to work, rest and play.



100,000

Cowes Week on the Isle of Wight attracts over 100,000 spectators each year

Residents enjoy an exceptional quality of life, with higher than national-average temperatures and sunshine in which to enjoy the following attractions:

Coast

The 51 miles of local coastline has many attractive harbours, marinas and estuaries. Poole Harbour is designated as both an Area of Outstanding Natural Beauty and Heritage Jurassic Coast.

The South Coast hosts the internationally renowned Boat Show in Southampton, and the annual Cowes Week on the Isle of Wight attracts over 100,000 spectators.

Countryside

Venture just a few miles out of the South Coast's cities and you will find countryside that includes over 6,000 miles of footpaths and bridleways.

The New Forest National Park is a landscape of 140,000 acres of ancient woodland. To the east of Hampshire, the South Downs National Park spreads into West Sussex.

 **6,000**

There are 6,000 miles of country footpaths and bridleways around the South Coast



Sport

The South Coast offers a wealth of sporting opportunities for both the participant and the spectator. Watersports enthusiasts will find their perfect playground in the Solent, the home of ocean sailing, and the region's miles of countryside lend themselves to an array of pursuits. World-class cricket is played regularly at the Ageas Bowl near Southampton, while football fans can watch Premiership matches at St Mary's Stadium, home of Southampton FC.

AFC Bournemouth

Bournemouth also hosts a variety of sporting and leisure facilities. The famous A.F.C. Bournemouth football club (The Cherries) is positioned in the Championship, the second tier of the English football league system.

Pavilion Dance South West

Pavilion Dance is a national dance house, based in the Pavilion in Bournemouth. It offers world-class dance performances and workshops in a 200-seat theatre and spacious studios.

—
The South Coast offers a wealth of sporting opportunities for both the participant and the spectator
—

Coastal Activity Park

The Park combines existing seafront activities, sport and events with exciting new concepts that make for a comprehensive destination for locals and visitors alike. It provides a unique new attraction with opportunities for all ages and abilities as well as covering preferences for relaxation, extreme sports and/or educational activities.

BH Live

BH Live is a leisure and cultural trust which operates a unique mix of leisure and cultural activities at award-winning venues and centres across Bournemouth and Portsmouth.

Venues include the Bournemouth International Centre (BIC), Bournemouth Pavilion and Littledown Centre, a leisure centre that is situated within 47 acres of parkland and boasts some of the finest leisure, swimming, football and gym facilities in the country.

Opened in 1989, the centre has been ranked as one of the top-performing leisure centres in the UK.

Chapel Gate

Chapel Gate is a 65-acre sporting venue, situated next to Bournemouth International Airport. It is home to many international sports teams and events in the South of England, as well as hosting the biggest rugby 7s tournament in the world.



Culture

The South Coast's towns and cities offer an excellent range of shops, festivals, museums, galleries and theatres.

Southampton's internationally renowned City Art Gallery houses an impressive collection, spanning six centuries of European art history, and the city's Mayflower Theatre is the region's major venue for large-scale touring musicals, opera and ballet. Bournemouth International Centre hosts large concerts and conferences and the Russell-Cotes Art Gallery & Museum provides a variety of history and culture.

Food and drink

Pubs, bars and restaurants abound on the South Coast and offer something to suit everyone's taste and budget. Home to the month-long Hampshire Food Festival, the South Coast has a wealth of food and drink grown, produced and reared locally.

In addition Bournemouth hosts its local enticing Food & Drink Festival annually in June.



History

The South Coast is rich in history, and locations across the region provide visitors with captivating insights into its past.

Traces of Winchester's status as the ancient English capital are found throughout the city, while its religious heritage is showcased by Winchester Cathedral.

Famous ships have sailed from the South Coast's shores for centuries. King Henry VIII's Tudor ship, the Mary Rose, sank off Portsmouth in 1545 and is housed today in the city's historic dockyard alongside the 18th-century HMS Victory and Queen Victoria's HMS Warrior. In 1912, the Titanic departed on its ill-fated voyage from Southampton, remembered in the city's SeaCity Museum.

Global connections

Financial and business services companies based on the South Coast benefit from having access to a wealth of first-class transport links.

The region is within easy reach of London's airports, with connections to all international terminals at Heathrow and Gatwick less than an hour away.



There are four international airports within one hour's travel of the region

The South Coast also has two international airports of its own at Southampton and Bournemouth, with direct flights to popular European destinations, while Farnborough is the location for Europe's leading business aviation airport.

This added to two major motorways, three ports and excellent rail links makes the South Coast an ideal gateway to the rest of the UK and beyond.





Business support

- Business South
- Chambers of Commerce
- Chartered Institute of Insurance (CII)
- Dorset Growth Hub
- Dorset Skills Hub
- Hampshire Enterprise Circle
- Outset
- TheCityUK
- UK Trade & Investment

Get in touch



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