

# BOURNEMOUTH & POOLE'S KEY SECTORS

The range of skills, property, connectivity and support networks that exist across the Bournemouth and Poole conurbation make it an ideal location whatever your type of business.

The strength of the conurbation's economy lies in the diverse mix of sectors and balance of service and manufacturing businesses. At the same time there are sectoral concentrations with a regionally significant marine sector and Marine Skills Centre in Poole, a thriving financial services industry generating billions to the local economy in Bournemouth and an aerospace and advanced engineering sector with a focus at the Aviation Park.

An important emerging sector is the creative industries, which add value to other parts of the economy with innovative concepts and products. The area is also in a strong position to see major growth of its knowledge economy. The ICT, financial services and business support sectors are important in developing a more competitive local economy as they tend to be made up of relatively higher value added companies. These sectors have all experienced significant growth in the Bournemouth and Poole conurbation during the last decade.

Economic priority sectors identified as key for the area are shown below, along with examples of major companies and organisations.



## ADVANCED ENGINEERING

Air Bearings  
Aish Technologies  
David Brown Hydraulics  
Hamworthy Engineering  
Honeywell Analytics  
Siemens

## AVIATION

AIM Aviation  
BAE Systems  
Cobham PLC  
Magellan Aerospace  
Parker Hannifin

## CREATIVE INDUSTRIES

Arts Institute at Bournemouth  
Animal  
Aylesworth Fleming  
Bournemouth University  
Hallmark Productions  
Redweb  
White Lantern

## FINANCIAL SERVICES

Barclays PLC  
Bank of New York Mellon  
J P Morgan  
Liverpool Victoria  
Nationwide  
RIAS  
Standard Life Healthcare  
Teachers Assurance  
Unisys  
American Express

## ICT

AB Precision  
Copperchase Ltd  
Immediacy Ltd  
LDS Technology

## MANUFACTURING

ITW Finishing  
Kerry Foods  
Lush Manufacturing Ltd  
Pilkington Glass  
Ryvita  
Sealed Air Cryovac  
Crown Closures Europe

## MARINE TECHNOLOGIES

Brittany Ferries  
Marine Skills Centre  
Norco GRP  
RNLi  
Quay Sails  
Sunseeker International

## PUBLIC SECTOR ORGANISATIONS

Crown Prosecution Service  
Department for Communities and Local Government  
Department for Education and Skills  
DTI  
DWP  
Home Office HMRC  
HM Revenue & Customs  
South West RDA

## RETAIL

Beales  
Bo Concept  
Freespirit  
Gap  
H & M  
Karen Millen  
Marks and Spencer  
Monsoon  
Space NK  
Zara

## TOURISM AND LEISURE

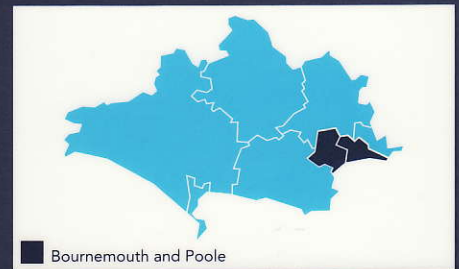
Bowlplex  
BIC  
De Vere Group  
FJB Hotels  
Lighthouse  
Marriot International  
Ramada Encore  
Rockley Water Sports  
Tower Park Entertainment Centre

## BOURNEMOUTH & POOLE ARE PART OF THE SOUTH WEST REGION'S SECOND LARGEST URBAN AREA WITHIN EASY REACH OF LONDON AND THE CONTINENT

There is a strong culture of enterprise and innovation within the area and employment in higher skilled occupations has been steadily increasing during the last decade. Employers have access to a skilled and well-qualified workforce with labour rates below the national average. The local environment provides the opportunity of living in one of the most desirable locations in the UK, with award-winning sandy beaches and areas of outstanding natural beauty that include the World Heritage Jurassic coastline and the New Forest National Park.

Bournemouth and Poole are vibrant and cosmopolitan with superb shopping, excellent cafes, restaurants, bars and nightlife. The extensive waters of Poole Harbour, one of the world's largest natural harbours, provide a magnificent haven for recreational sailing and watersports.

Excellent links into the motorway network, trains to London which take just under two hours and the growth of Bournemouth Airport for business and leisure travel all add to the location's ease of connectivity within the UK and abroad. Poole's second harbour crossing, the 'Twin Sails' bridge, is set to unlock one of the South West's largest urban regeneration projects on and around the waterfront.



FOR DESTINATION APPEAL, LOOK NO FURTHER THAN THE BOURNEMOUTH AND POOLE CONURBATION. THE ECONOMIC DEVELOPMENT TEAMS CAN OFFER FREE, CONFIDENTIAL ADVICE TO COMPANIES LOOKING TO RELOCATE.



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