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Senior Area Manager – North Hampshire
Homes & Communities Agency
2 Rivergate
Temple Quay
Bristol
BS1 6EH

Enquiries:
Direct Line:
Email:
My Reference:
Your Reference:
Date:

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22 January 2015

Dear ██████████

Whitehill & Bordon – Investment and Business Marketing

The Whitehill & Bordon Regeneration Team is developing its approach to marketing and attracting new business, with the landowners and developers, over the next couple of months. This work will set out the development offer which will be endorsed by the Strategy Board to enable the town development marketing to commence from summer 2015.

In the meantime the team sponsored the Solent region stand at MIMIP UK 2014 and will be considering a presence at the 2015 event which is anticipated to be in October 2015.

This year the town opportunities were profiled in the Solent region brochure Prosper (pages 34-35): link

<http://www.investinhampshire.co.uk/uploads/InvestInHampshire/Sector%20Pages/Key%20Development%20Sites/Prosper%202014.pdf>

The team has written to 10 businesses which were chosen following research into growth companies from identified priority sectors, and by end of February 2015 will contact a further 20 national businesses to raise awareness about the town and its opportunities. This includes sending our marketing brochure. It is possible that we will up-date this or create new material for MIPIM in October 2015.

To support the external marketing there is the intention to run a programme of local promotion and engagement, this will include:

- a local showcase with Hampshire Chamber – March / April 2015
- revising our investment website pages including business testimonials and new photographs - June to October 2015
- attending a number of Business South / sector specific business events to network and promote the town to local businesses - ongoing

Yours sincerely,

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██████████ Project Director - Whitehill & Bordon Regeneration Project