

ECONOMIC MASTER PLAN FOR BASINGSTOKE 2033



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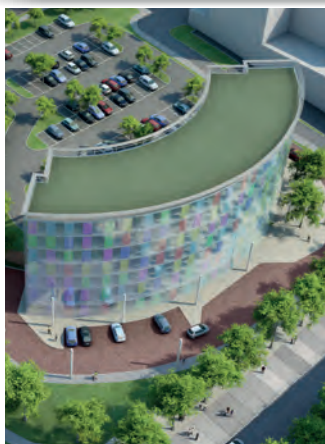
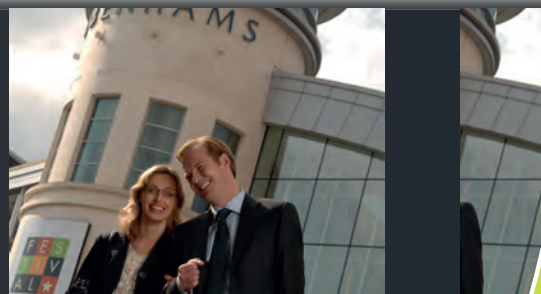
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An introduction to Basingstoke

1



Basingstoke is a vibrant town, with a strong economy that punches above its weight. The town, which is home to major employers such as Sony, AXA Wealth, Fife, Sainsbury's, Barclays, Shire Pharmaceuticals, Eli Lilly, the AA, Mars Drinks, De La Rue, Motorola, Fujitsu and many more, offers excellent quality and great value office accommodation, brilliant connectivity to London, the Midlands and the south coast, high quality, affordable office accommodation, with a top-class retail, leisure and culture offer.

Basingstoke has been ranked as the number one place in the UK for the digital economy by the National Institute of Economic and Social Research (NIESR), building on the town's reputation as part of the area's 'tech corridor'. It is also recognised as an excellent place for inward investment by Local Futures, which ranked Basingstoke as being in the top three local authority areas in the country to base a business in as a result of the high levels of productivity, excellent business survival rates and the number of knowledge driven businesses based in the area.

Basingstoke is a large, modern town with excellent transport connections, high quality housing and a highly skilled workforce, offering all the benefits of a city, in a pleasant, attractive environment. The town of Basingstoke has a population of 108,000, of which 67,000 people are in employment.

Basingstoke is set in the beautiful north Hampshire countryside is only 45 minutes from central London, 45 minutes from Heathrow Airport and half an hour from the south coast ports. In addition, Basingstoke is only a 25 minute drive from Farnborough airport and 35 minutes from Southampton airport, providing excellent business connectivity.

Why Basingstoke is good for business

2

- **companies already enjoying success:** include AXA Wealth, Sony, Barclays, Eli Lilly, Shire Pharmaceuticals, the AA, Mars Drinks, De La Rue, Motorola and Sainsbury's
- **outstanding location:** conveniently located for access to London, the south coast and the ports of Southampton and Portsmouth, and the M4/ M3 corridors
- **transport connections:** direct quick rail links to London and minutes from the M3
- **excellent links to local and national airports:** get to Farnborough airport in 25 minutes, Southampton airport in 35 minutes and Heathrow airport in 45 minutes
- **comprehensive supply chains:** thriving business to business relationships and hubs
- **availability of land:** development space around the town centre for offices, industrial units or distribution centres, with car access and parking availability
- **competitive prices:** rental costs and living costs 20 to 25% cheaper than London and Reading
- **lucrative customer base:** access to high spending demographic groups
- **'pro-business' council:** able to offer excellent deals and incentives as the major commercial land owner in the town
- **access to a highly skilled workforce:** 37,000 highly educated people within the travel to work area
- **the opportunities of a city, with the benefits of a town:** fast paced and vibrant Basingstoke is surrounded by picturesque villages and set in the stunning Hampshire countryside which includes Watership Down and Highclere Castle, the setting of Downton Abbey
- **homes to suit everyone:** from a country cottage in a picturesque village to a modern family home or a town centre apartment, the borough offers a whole range of different housing types, sizes and prices
- **great place to live:** 92% of residents love it here with first class shopping, leisure and cultural activities, including regionally renowned concert hall and Airkix indoor skydiving centre.



A vision for 2033

3

By 2033 there will be:

- 4,000 new jobs from the regeneration of Basing View
- an additional £233 million GVA per annum as a result of economic growth
- an additional 13,400 homes as a result of the housing development programme.

The Basingstoke of 2033 will be even more vibrant and attractive, with a strong, diverse economy.

Basingstoke will have a strong and respected brand as a result of a successful inward investment and marketing campaign, leading to inward investment and recognition nationally and internationally as an excellent location for business.

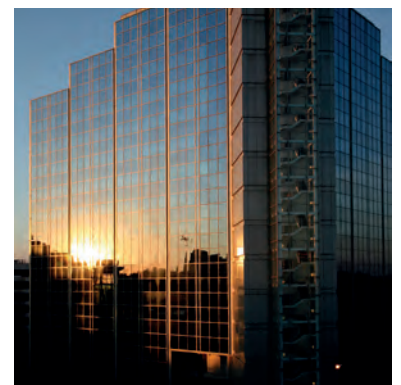
Basingstoke's well-planned existing road network will be improved resulting in a town that is easier to move in and out of, as well as around, despite a significant increase in population.

Dynamic, high-growth companies, employing a well-skilled, highly educated workforce will be based in modern and sustainable commercial accommodation on the newly-regenerated Basing View business park.

New residents will be attracted by good quality homes to suit every budget and household type, offering both new and regenerated housing set in the modern town of Basingstoke or in the neighbouring towns and villages set against a backdrop of beautiful countryside, including an area of outstanding natural beauty.

The town will be surrounded by a thriving rural economy, providing leisure, tourism and employment opportunities in rural areas.

Providing high quality and diverse leisure and culture opportunities from high-thrill leisure pursuits to a nationally renowned classical concert programme, Basingstoke will be known as a first class leisure location, appealing to both specialist users and day and weekend visitors as a result of its re-developed leisure park. Visitors to the borough will also be attracted by the varied retail offer in the town, providing excellent shopping centres with big name retailers, delivering a retail experience to suit every purse. A more traditional shopping experience will be found in the older part of town, offering a bustling market and alfresco dining, situated in a historical and attractive environment.



Creating economic growth – delivering the vision

4

Basingstoke and business

Office accommodation is provided across the town, with three large business parks offering the majority of the accommodation at Basing View Business Park, Viables Business Park and Chineham Park. Mixed use and industrial accommodation is located at Daneshill, Kingsland Business Park and Houndmills.

New commercial development is welcomed, particularly development of grade A offices and new industrial units where there is a current shortage. There are development opportunities on a number of the business parks including, Basing View, Viables and Chineham Park.

A Property Investment Strategy is currently being developed which will consider changes to the existing leasehold structures in place in order to offer more attractive, flexible terms.

Basing View business district

Basing View is a 65 acre urban business district, located right next to the town centre, and within five minutes of M3 Junction 6. There are nine acres of undeveloped land available for development as well as regeneration opportunities.

The business park was largely developed in the 1970s and 1980s when it was dubbed 'Dallas of the South' as a result of its large tower block office developments. A major regeneration of the park is underway, creating a modern, sustainable, urban business park with the best of all worlds, out of town connectivity and in town facilities.

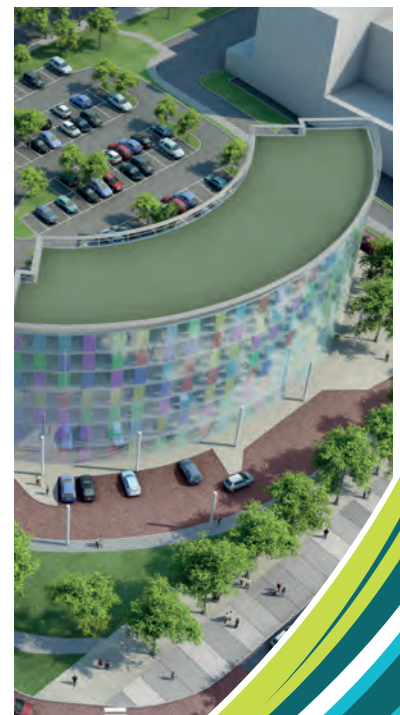
As the landowner the council has earmarked £13 million of investment to kick start the regeneration and has appointed the national regeneration company, Muse Developments, as its development partner.

The park has already secured significant new investment with a £50 million Network Rail regional campus and a 100,000 sqft joint John Lewis at Home and Waitrose scheme planned.

The early phases herald the start of Basing View's reinvention to provide a business location of regional importance.

It is anticipated that once fully developed Basing View could create in the region of 4,000 additional jobs in Basingstoke, potentially creating additional GVA of £232,687,040 per annum.

For more information visit www.basingview.co.uk



Viabes Business Park

Viabes Business Park is located between Junction 6 and 7 of the M3. It is an office based business park with some light industrial units. The business park is home to some well-known businesses such as Sony, De La Rue and Motorola.

There are two sites available for development (3.2 and 2.1 acres respectively).

The feasibility of providing social or leisure facilities for the business park is currently being explored on land neighbouring the park, as part of a larger potential project with the Viabes Craft Centre that sits next to the business park.

For more information contact propertyservices@basingstoke.gov.uk

Chineham Park

The MEPC Chineham Business Park is a 90 acre business park on the A33 in Basingstoke. The attractive business park is home to a variety of major companies including Shire Pharmaceuticals, Visa, Computer 2000, Corgi and Gist and is 90% occupied.

There are 13 acres of the park still undeveloped, able to support 280,000 square foot of new space. A programme of regenerating older stock will ensure the park remains attractive and modern. For more information visit www.mepc.com/chinehampark

Industrial premises

There is 9.9m square foot. of industrial and warehouse space in and around Basingstoke with a good proportion of high quality refurbished space such as the SEGRO Kingsland business park located close to the A33

Take up for industrial property remained good during the recession at around 250,000 square foot per annum rising significantly to in excess of 400,000 square foot in 2013. As a result of the buoyant industrial market rents have also held up well. Refurbished second hand stock is letting for circa £7 per square foot and new grade A would fetch just over £8.50 per square foot making Basingstoke an excellent location for new industrial development. For more information visit www.basingstoke.gov.uk/commercialproperty or business@basingstoke.gov.uk

Public/private relationships

Basingstoke and Deane Borough Council works closely with businesses and business organisations, the council aims to understand the issues businesses are facing in order to be able to find potential solutions to any problems businesses might have. The council also uses business intelligence to shape local policies and investments. Engagement with businesses takes place on a number of different levels from the Borough Business Partnership, where the town's major employers come together three times a year, to one-to-one meetings with business chief executives and regular consultation events. This programme of business engagement enables the council to react to business need. For more information visit business@basingstoke.gov.uk



A business consultation event, A Question of Business was held in March 2013. The results from the event show that Basingstoke is a great place to do businesses as a result of:

- transport connections
- the town's central location
- proximity to other businesses/good supply chain.

While the council actively works to support businesses in the town there are some issues that the council cannot solve single-handedly. Basingstoke and Deane Borough Council, Hampshire County Council and Enterprise M3 work closely together to provide a co-ordinated approach to addressing business needs. In addition intelligence and support is also provided by Hampshire Chamber of Commerce and the Federation of Small Businesses. For more information visit www.hampshirechamber.co.uk or www.fsb.org.uk/wessex/contact



Attracting investment

Basingstoke is a dynamic, well-connected town, with a strong economy and a high quality of life. However, the town is not always on the radar of national property agents and inward investment experts, despite its sustained economic successes.

To attract new investment the town needs a targeted marketing strategy, increasing the profile of the town as an excellent place to invest and do businesses. An inward investment and place marketing strategy is being developed to initiate a promotional campaign similar to the campaigns run in places such as Milton Keynes, Liverpool and Glasgow. The aim is to create a recognisable product, synonymous with economic success, in a high quality environment.



A highly-skilled workforce

Basingstoke has a highly skilled work force with access to an even wider pool of highly qualified people within its travel to work area.

- 77.7% of the population are qualified to NVQ Level 2 (GCSE) and above, performing better than the south east average of 75.4%.
- 58.8% of the population are qualified to NVQ Level 3 (A Level), which is above the south east average of 58.2%.
- 38.5% of the population are qualified to NVQ Level 4 (degree level) performing better than the south east average of 36.8%.



Higher education on the door step

Basingstoke's position in north Hampshire means that the town is ideally placed to attract a highly qualified/graduate workforce. There are six universities only a short distance away, including three Russell Group universities (University of Reading, University of Surrey and University of Southampton). Other local universities include, the University of Winchester, Solent University and University of Portsmouth. The breadth of the different subjects covered and university specialisms creates a highly qualified labour pool within Basingstoke's travel to work area.



Excellent quality further education

Basingstoke benefits from having two high quality colleges based in the town, Queen Mary's College, a highly regarded sixth form college and Basingstoke College of Technology, a regional further education college. Both colleges have excellent links with business.



The 2013 results for Queen Mary's College

- A Level – 99% overall pass rate (75% A*-C)
- BTEC Extended Diploma Level 3 Courses – 95% overall pass rate

The 2013 results for Basingstoke College of Technology

- Extended Diploma – 96.3% overall pass rate



Queen Mary's College

Queen Mary's is a first-rate sixth form college based in Basingstoke which sets a national standard for others to follow. Its most recent Ofsted inspection was in 2010 when the college achieved an 'outstanding' rating in nine of thirteen areas, including progress made by advanced level students; care, guidance and support; facilities and resources and leadership and management. The college has state-of-the-art teaching and leisure facilities including excellent science laboratories, well-equipped classrooms, a professional standard gym, indoor swimming pool, dance and recording studios and a professional theatre. Approximately £30 million has been invested in building and facilities since 1997. The investment continues with the recent opening of the Charles Butler Music Building (2013) and a plan to develop specialist accommodation for learners with Autistic Spectrum Disorder by 2015.

The college's progression rates to higher education are excellent, with on average 85% of students going on to university, including Oxbridge entry. Those who choose not to go to university are well prepared for the world of work due to the emphasis placed on skills for progression into employment. For more information visit www.qmc.ac.uk

Basingstoke College of Technology

Basingstoke College of Technology provides an extensive range of vocational education and skills training programmes to people and businesses in the North Hampshire region. In May 2013 Ofsted judged the college to be 'good' with 'outstanding' features.



The college has invested in excess of £10 million to modernise its estate and provide its teaching schools with industry standard equipment and upgraded IT systems. Located close to the town centre, the college's provision includes courses in Business, Management, Computing, Engineering, Sciences, Fashion, Construction, Health and Childcare, Hairdressing, Beauty Therapy, Animal Management, Media, Hospitality and Catering, Languages and Art and Design. Future plans include the creation of a centre for sustainable technologies, increasing the numbers of international students coming to Basingstoke to study, providing part-time degrees and developing links with universities to increase the availability of higher education provision in Basingstoke.



The college focuses its full-time courses on providing students with the skills they require to move into employment. Each year between 92% and 95% of students progress into further education or employment within three months of completing their course.



The college works extensively with the region's employers and businesses to up-skill their workforce and support their HR development through the engagement of apprentices. Training is delivered at employers' premises and at college, and is designed to meet the skills needs of businesses now and in the future. For more information visit www.bcot.ac.uk

A wide range of local schools

Basingstoke and the surrounding areas have access to a wide range of education provision in both the public and private sectors.



The area currently has 58 primary schools, 11 secondary schools and 5 special schools providing education to almost 22,000 children. Of the 11 secondary schools in Basingstoke and Deane, 8 of the schools are based in the town of Basingstoke. The schools offer a mix of specialisms including business and enterprise, performing arts, sports and languages and Maths and ICT. There is also a Catholic Secondary School in the town.

Full details of the secondary schools in and around Basingstoke can be found on the Hampshire County Council website www.hants.gov.uk



As well as the secondary schools, there are a number of private sector schools based around the Basingstoke area. There is private sector provision across all age ranges, offering pre-prep, prep and senior provision. There are three privately run co-educational schools offering education up to the age of 18, Lord Wandsworth College, the Cheam School and the Sherfield School.

New housing development could mean that the location of schools will adapt, where appropriate, to meet the demand created by shifting demographics across the area. Proposed new housing numbers may bring approximately 4,000 more primary age children into the area, this demand would typically be met by 10 new schools, current initiatives expect that new provision will prove to be a mixture of new academies, Free Schools and expansion of existing schools. Secondary school capacity may also need to be expanded with a potential increase in secondary age pupils of over 2,500.

A regional visitor destination

As an established regional leisure and culture destination Basingstoke already has a well-known visitor economy. Set in the beautiful north Hampshire countryside Basingstoke offers both outdoor and indoor activities to cater for every interest. The town offers everything from the Anvil, an international concert hall, to Airkix indoor skydiving, the Basingstoke Bison's ice hockey team and Basingstoke Town Football Club.

Recent investors such as Airkix have attracted new visitors to the town, both thrill seeking leisure users and professional skydivers. Plans are being developed to extend the leisure offer to a wider audience, further embedding Basingstoke as a regional visitor destination.

Beautiful Countryside – an area of outstanding beauty

With over 90% of Basingstoke and Deane classified as rural, Basingstoke provides an excellent base from which to explore the beautiful north Hampshire countryside and picturesque villages. The North Wessex Downs Area of Outstanding Natural Beauty (the location for Watership Down) lies to the west of Basingstoke.

The local countryside is host to a number of heritage sites such as Highclere Castle, the location for the award winning Downton Abby television series, the Whitchurch Silk Mill, Silchester Roman Ruins, Basing House, and the Vyne, a stunning National Trust property.

There are eight high quality golf courses surrounding the town and for those people who prefer something a bit different, Radio 2's Carfest festival is based at Laverstoke Park, Jody Sheckter's organic farm 15 minutes from Basingstoke.

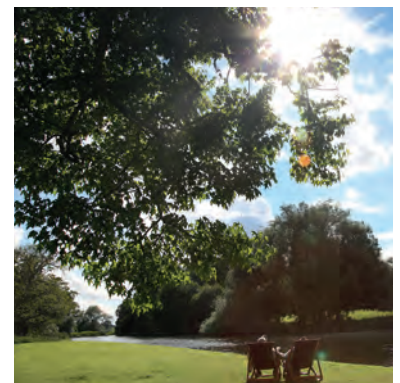
A high quality visitor attraction – Bombay Sapphire Distillery and Visitor Centre

Bombay Sapphire has chosen the village of Laverstoke as the location for a new distillery and visitor centre. Bombay Sapphire are regenerating a historic water mill on the River Test, using sympathetic and modern design to create a unique attraction for both visitors and residents of the borough. Providing high quality food and drink alongside the heritage attraction.

Basingstoke Leisure Park – opportunities for regeneration

Basingstoke Leisure Park, is a 62 acre park including a fun pool, bowling alley, cinema, ice-rink and living history museum which is located in the heart of Basingstoke, with easy access from all major road and rail networks. The park has recently secured inward investment from AirKix in door sky diving centre.

There is a regeneration strategy for the Leisure Park which aims to secure new uses and re-investment into the Park. Work is currently underway to secure a development partner to work with the council to achieve this aim. There are development opportunities available, with land available at the eastern end of the park. Further development land could potentially be released through a more efficient layout of the existing car parks.



Sports and leisure

The borough of Basingstoke and Deane has a wide and varied sports and leisure offer providing five swimming facilities (not including hotel pools), a mixed use sports complex at Down Grange in Basingstoke, including athletics, football, rugby and hockey facilities. The town has a purpose built gymnastics facility at the Active Life Centre, two indoor tennis centres and a range of other outdoor provision. There is also a large leisure centre based in the town centre, which provides local and accessible sports facilities for the town of Basingstoke. In addition the neighbouring countryside provides opportunities for a large number of outdoor leisure pursuits.

The Infrastructure Delivery Plan of the Local Plan 2011 to 2029 identifies £31 million strategic sports and leisure investment in addition to site specific investment as part of housing development. This investment has been identified for artificial turf pitches, indoor sports halls, enhancements to Down Grange and investment swimming provision linked to development over the next 15 years.



A vibrant town centre with something for everyone

Basingstoke town centre has seen a significant amount of development over the last 10 years and has an excellent and diverse retail offer. Festival Place shopping centre was developed in 2002 and the council purchased and regenerated the Malls Shopping Centre in 2011 (council investment of £22 million) totally transforming the former 1970s shopping centre.

Festival Place

Festival Place was purchased by TIAA CREF, an American pension fund in 2012. The £280 million investment was the start of a significant commitment to the town by the company which is looking to raise the status of Festival Place as a regionally dominant shopping centre expanding its reach to attract new customers to a revitalised and vibrant environment.



Festival Place is the town's premier shopping location and is home to many large and popular names including Marks and Spencer, Debenhams, Apple, Superdry, Pandora and Next. As part of the complex in Festival Square there are many popular restaurant chains including Wagamamas, Pizza Express, Nandos and Gourmet Burger Company offering both in door and alfresco dining. For more information visit www.festivalplace.co.uk

Malls Shopping Centre

The newly regenerated Malls shopping centre is located to the north of Festival Place, linking the shopping centre to the rail station. The Malls provides a semi-outdoor shopping experience with its innovative roof. The Malls' proximity to the rail and bus stations make it an excellent place to start a shopping trip, with some large name retailers such as Primark, Boots, Argos, and WH Smith all located in this part of town. For more information visit www.themalls.co.uk



Top of the Town

The older part of the town centre, 'Top of the Town', has been identified as the next area for enhancement. The Top of the Town area has the attractive character of an older retail area, retaining the traditional town centre feel. There is a lot of potential to develop this area further into a distinct part of the town centre, providing an open air alternative to the large shopping malls. It is a mixed use area, with retail, service and other small businesses, as well as a vibrant nightlife and increasingly integrated residential developments.

Work is currently underway to identify the 'concept' for this part of town. The emerging vision is for it to become a more vibrant destination with a mix of shops, cafes, and activities within its attractive streets and space.

The council is working collaboratively to strengthen the vision for this area, implement some short term environmental improvements and work with partners to ensure the area develops more buzz, through street entertainment, markets and busking, for example. More strategically a Town Centre Forum is now established, and consideration is being given to development opportunities that would alter the urban environment and reinforce economic vitality, for example in terms of the street scape, residential and other development, and transport flows. For more information visit www.basingstoke.gov.uk/townchanges



John Lewis Partnership and Waitrose

A new combined John Lewis at Home and Waitrose store is planned on the edge of Basing View, close to Festival Place. The development will attract a new type of shopper to Basingstoke and broaden the town's shopping offer. The scheme also creates the important first phase of the Basing View regeneration scheme which will increase the quality of amenities for the business area adjacent to the rail station.



Creating new homes

Regenerating older housing areas

There has been significant housing regeneration in Basingstoke over the last 10 years, including major regeneration schemes at Oakridge, Longfellow Parade and Popley, facilitated by the council as part landowner.

A new regeneration scheme by Sentinel Housing Association has recently started in Oakridge in the Norden ward of Basingstoke and involves the demolition of three blocks of flats and maisonettes totalling 90 units and replacing with 118 houses and 72 flats. The regeneration scheme will cost approximately £30 million and should be completed by 2016. Other options for housing regeneration will be explored with the council's housing association partners in the future years.

Development sites – Pre-Submission Local Plan – 2029 (draft)

The Pre-Submission Local Plan has assessed the housing need as 748 homes a year. The number of homes required by the end of the plan in 2029 will be in



the region of 13,400. These will be provided through current supply (such as sites with planning permission and urban brownfield opportunities), housing site allocations and through neighbourhood planning.

There are currently 11 allocated sites in the emerging Local Plan of varying size, the largest of these sites is Manydown to the west of Basingstoke with the potential to deliver approximately 3,400 homes. The bigger strategic sites bring with them the need for large infrastructure projects to support growth.

Location	Site	Hectares	Potential Capacity	Delivery timescales	Comments
West of Basingstoke	Manydown	333	3,400 homes	2017/18 to 2028/9	The whole site is 800 ha and has potential to provide up to 8000 homes over a 30 to 40 year period.
South west of Basingstoke	Kennel Farm	11.8	310 homes	2015/6 to 2019/20	Adjacent to the Manydown site
South west of Basingstoke	Basingstoke Golf Club	43	1,000	2020/21 to 2028/29	
East of Basingstoke	Land east of Basingstoke	66	450	2017/18 to 2024/25	Development of this site may span into 2030 onwards
East of Basingstoke	Redlands	9	150	2017/18 to 2024/25	Adjacent to Land East of Basingstoke
East of Basingstoke	Swing Swang Lane	4.7	100	2015/16 to 2019/20	
North of Basingstoke	North of Popley Fields	21	450	2014/15 to 2019/20	Part of the wider Marnell Park site
North of Basingstoke	Razors Farm	20	480	2015/16 to 2019/20	
North of Basingstoke	Upper Cafaude Farm	32	390	2020/21 to 2024/25	Cafaude Farm lies immediately north of Razors Farm and will only be released for development after or in conjunction with Razors Farm
Whitchurch	South of Blosswood	12.5	150	2015/16 to 2019/20	
Overton	Overton Hill	8.5	120	2015/16 to 2019/20	

For more information visit www.basingstoke.gov.uk/localplan

Manydown

Manydown is a large green field development site that sits to the west of Basingstoke. The site which is 880 hectares, has the potential to accommodate up to 8,000 homes in the borough over the next 30 to 40 years. An allocation of 3,400 homes has been made in the Pre-Submission Local Plan 2011 to 2029 (draft). A high quality scheme is planned, offering good quality



housing in an attractive, well designed environment. Some areas of low density housing are proposed to provide attractive, quality housing. Early plans for the site include a country park, retail units and the possibility of small industrial units.

The site is jointly owned by Basingstoke and Deane Borough Council and Hampshire County Council and was specifically purchased to support future housing development in the borough. Basingstoke and Deane Borough Council has employed a dedicated project manager to oversee the project.



A well connected town

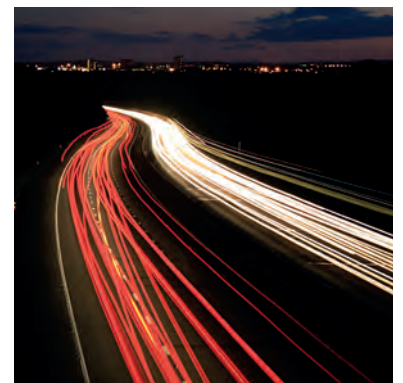
Basingstoke's location in north Hampshire gives the town excellent connections to London and the rest of the south east, the south west, the midlands and the north due to the road infrastructure surrounding the town. Basingstoke has two junctions on the M3 motorway (Junctions 6 and 7, with Junction 5 only 10 minutes away). The town is also located on the A303 and is only 15 minutes from the A34.

In addition to Basingstoke's easy access to main road connections, the town is based on the main Southampton to London line with regular trains to London Waterloo, with Reading and connections to London Paddington less than half an hour away.



Junction 6 of the M3 – major improvement scheme

Junction 6 of the M3 and the Black Dam roundabout is a strategically important junction for the town, but users experience traffic congestion during peak times. The council has successfully worked with the Highways Agency and Hampshire County Council to jointly fund improvements to the operational capacity of the junction and reduce congestion.



Rail network

Basingstoke Station is located on the South Western Main Line which provides fast and frequent connections between other economic centres including London Waterloo and Weymouth (via Southampton). There are proposals to improve the capacity and frequency of services that arrive and depart London Waterloo, such as train lengthening and upgraded rail infrastructure around London Waterloo and Clapham Junction stations.

In addition, long distance cross-country services operated by CrossCountry stop at Basingstoke providing connections to Bournemouth and Manchester Piccadilly (via Birmingham).



Crossrail 2 is a potential major new rail line for London and the South East, that seeks to improve connections across the capital and journeys for commuters and passengers across the wider South East region. There are two options for Crossrail 2 which are currently being considered, the metro scheme and the regional scheme. The regional scheme would serve Clapham Junction and Surbiton rail stations, both of which can be accessed from Basingstoke using direct services. The preferred option will be consulted on in late 2015 and the line is not due to open until early 2030.

More localised routes are generally served by stopping services, such as the route between Basingstoke and Reading. The Basingstoke to Reading line provides frequent passenger services, but is also a rail freight route of national importance. There are proposals to electrify the Basingstoke to Reading line which will enable increased rail freight capacity between the Port of Southampton and the rest of the UK. The electrification of this line will also enable the introduction of faster electric commuter trains which could reduce rail journey times for passenger trains and / or enable additional rail stations to be served such as the proposed railway station at Chineham.

Superfast broadband – the race is on!

Following extensive deployment of ‘fibre to the cabinet’ broadband provision, under Openreach’s national roll out plans, approximately 87% of Basingstoke will be able to access superfast broadband by 2015. For those that need ultra-fast broadband speeds, ‘fibre to the premise’ is available in most areas already upgraded to superfast broadband, and 4G is also available in most urban areas.

Many of the borough’s rural areas are already scheduled to be upgraded to superfast broadband by BT Openreach’s national rollout plan by end of 2016. In addition, Hampshire County Council’s broadband project will also look to upgrade as many rural and urban areas as possible under their project by end of 2016.



Excellent and innovative public services

Basingstoke and Deane Borough Council

Basingstoke and Deane Borough Council is the district council covering the Basingstoke area. A two-tier system exists in Hampshire which means that services are split between the upper-tier authority (Hampshire County Council) and the lower-tier authority (Basingstoke and Deane Borough Council). A close partnership exists between the two authorities, both operationally and strategically.

Basingstoke and Deane Borough Council, unlike many district councils is a major landowner in the town, with a commercial portfolio of £227 million, generating a rental income of £15.6 million per annum. The council also has cash investments of £147 million.

The council’s strong financial position enables it to keep council tax low, whilst also being able to make investments into the town to support its wider economic and social development. As a result the town benefits from excellent facilities and a strong economy. Recent investment from the council has led to the purchase and regeneration of The Malls shopping centre and has kick started the Basing View regeneration.

The council understands the importance of the town’s economy to every resident, existing and future and is in a position to be flexible and open to new opportunities. For more information visit www.basingstoke.gov.uk



Hampshire County Council

Hampshire County Council is a key strategic partner in the economic development of Basingstoke, providing support on economic development as well as being the highway and education authority in the town.

Hampshire County Council has a large base in the town, complementing the council's main base in Winchester. Approximately 450 members of staff are based at Vertex in Basingstoke made up of HCC employees (410) alongside colleagues from the National Health Service and the voluntary sector. The teams are located in Basingstoke to provide a wide range of public-facing teams in the north of the county into a single hub. For more information visit www.hants.gov.uk

Basingstoke and North Hampshire Hospital

From January 2012 Basingstoke and North Hampshire Hospital has been part of the Hampshire Hospitals NHS Foundation Trust which also includes Andover War Memorial Hospital and the Royal Hampshire County Hospital in Winchester.

The integration of the three hospitals into one NHS Foundation Trust has led to a strategic overview of all three hospital sites and consideration of what services should be provided where.

The Trust is looking to reduce the number of people who need to access services at the hospital by making more services available in the community such as outpatient appointments, diagnostics and mobile services such as chemotherapy and screening services, aiming to provide services locally where possible, but centrally where necessary.

The Trust wishes to consider how best to deliver care at each of three levels:

- **Local** – delivered in the community at local facilities, community hospitals, mobile units or at home
- **General** – through the district general hospitals in Basingstoke and Winchester
- **Central** – for life-saving emergencies such as heart attacks, strokes and major trauma

In order to support these principles the Hampshire Hospitals NHS Foundation Trust is looking into the feasibility of putting the 15 to 20% of its most critical services (heart attack, stroke, major trauma) together in one place within its catchment area. Formal consultation is planned for 2014 on the options for hospital services in the future.

An Estates Strategy is planned to be delivered in the next 12 months. For more information visit www.hampshirehospitals.nhs.uk

West Ham Close fire station improvements

A £6 million redevelopment of the West Ham Close is planned, with a potential start date of early 2015 and an expected finish date of mid-2016. The current building is not fit for purpose and the redevelopment will provide a modern fire station as well as enhanced training facilities.

