

Business [not as usual]

Basing View offers the green space of an out of town business park, yet it's in the heart of town. It's a premium destination, but without the premium price tag. This urban business quarter is the hub of a thriving, growing community. It's anything but business as usual.

Business [not as usual]

Welcome to a new
way to do **business**



One of the UK's largest
business quarters in
a major **town centre**

Basing View by **numbers**

65

acre mixed-use business environment

1,000,000

sq ft of floor space already occupied

4,000

employees already on-site

£13m

commitment to infrastructure and public realm

10

minutes walk to the town centre and railway station

200+

shops within a 10 minute walk

45

minutes by train to London

45

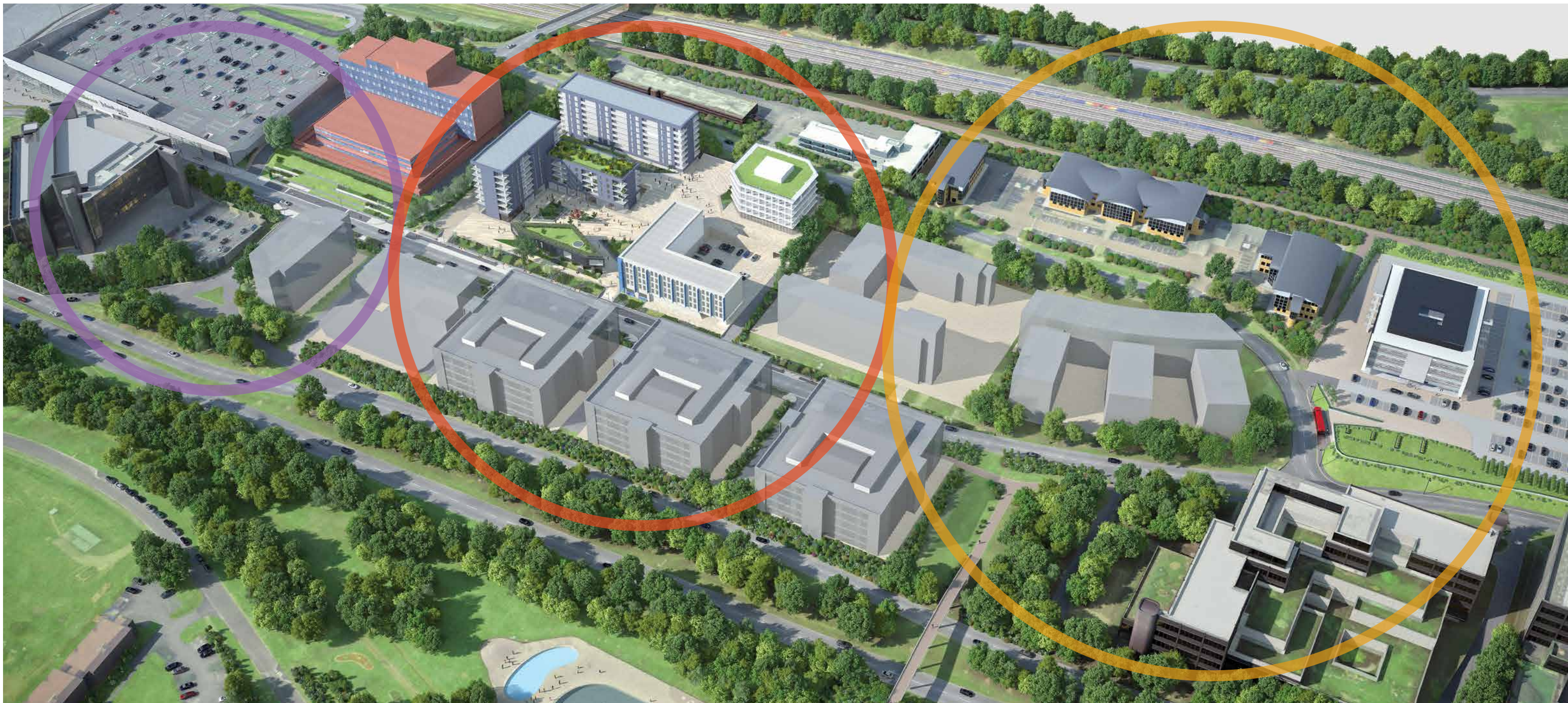
minutes drive to Heathrow

Our vision
[we're adding a new
dimension to business]



We're creating a
stunning **mixed-use**
environment

The transformation of Basing View will provide a vibrant new urban quarter, centred around a mixed-use plaza. Hotels, homes, stores and offices – from corporate HQs to start-up spaces – will all feature, offering a unique live/work feel at the heart of the Basing View community.



Building a vibrant business community

Business [not as usual]

Downtown TOWN CENTRE GATEWAY

- Focused on the Waitrose and John Lewis at home store and café
- Close and convenient access to the railway station and bus interchange
- Other uses may include a hotel, further retail space, education, training and leisure facilities.
- The area will also retain a strong office presence with the existing Matrix House, anchoring the south western corner of Basing View

Midtown HIGH INTENSITY MIXED-USE

- A vibrant new urban quarter, centred on a high density mixed-use plaza
- Flexible office space for start-up companies and SMEs
- A comprehensive provision of restaurants, cafés and bars will provide a relaxing social environment throughout the day and into the evening
- Hotels, serviced apartments, stores and offices will all feature, offering a unique live/work feel at the heart of the Basing View community
- A new or enhanced route across Churchill Way will provide a strong connection between Midtown and Eastrop Park

Uptown LARGE SCALE BUSINESS USE

- Brand new Grade 'A' office buildings will respond to the market requirements of larger corporate occupiers
- A high quality landscaped setting will provide an attractive environment for business users, with green space to balance the intensive office provision
- A new business hub and activity node could be created to provide focused amenities and facilities

Space to work, and space to **flourish**

The opportunities

Basing View's high quality office space will include bespoke HQ buildings, creating a rare opportunity for ambitious businesses to establish a base in one of the South East's leading commercial destinations.

Flexibility as standard

Basing View is designed to fit the needs of modern businesses, big and small. This means that space is available over the short, medium and long term, and the options extend from entire buildings to start-up spaces. Whatever the need, offices will be built with flexible layouts that can be adapted to work for the occupier.



Already underway



Waitrose | John Lewis at home

Opening
Spring 2015

Opening
Autumn 2015

Waitrose John Lewis
at home

Already under way is a brand new Waitrose and John Lewis at home store beside Eastrop roundabout. This will provide a high level amenity for local occupiers and become a new focal point drawing increased footfall to the area.

Forecasts show that the project has the potential to double the number of jobs currently available at the site to around 10,000.

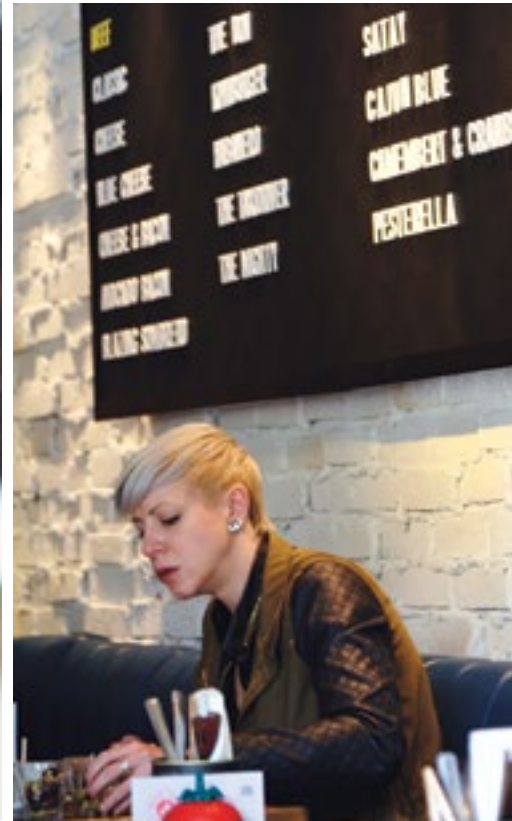
Network Rail are also delivering a new £50m operational campus, due for completion Spring 2015.



**A contemporary
business location**
[that offers the best
of town and country]



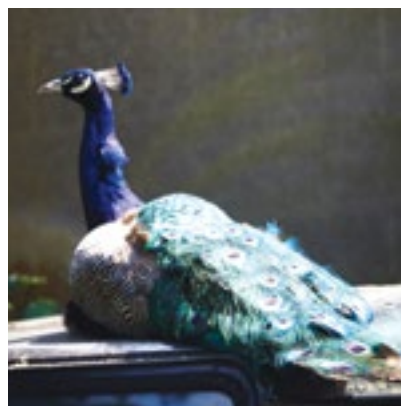
A vibrant **urban**
environment...



Basing View offers the luxury of affordable space while still being in a town centre – delivering a rare quality of life for those living and working here. This lively, urban location is perfectly suited to the creative and entrepreneurial workforce.



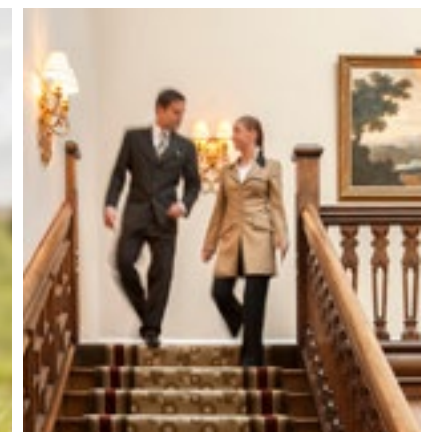
...with one foot
in the **country**



Four Seasons Hotel

The world-class, 5 star luxury hotel and spa is a mere 18 minute drive from Basing View.

www.fourseasons.com/hampshire



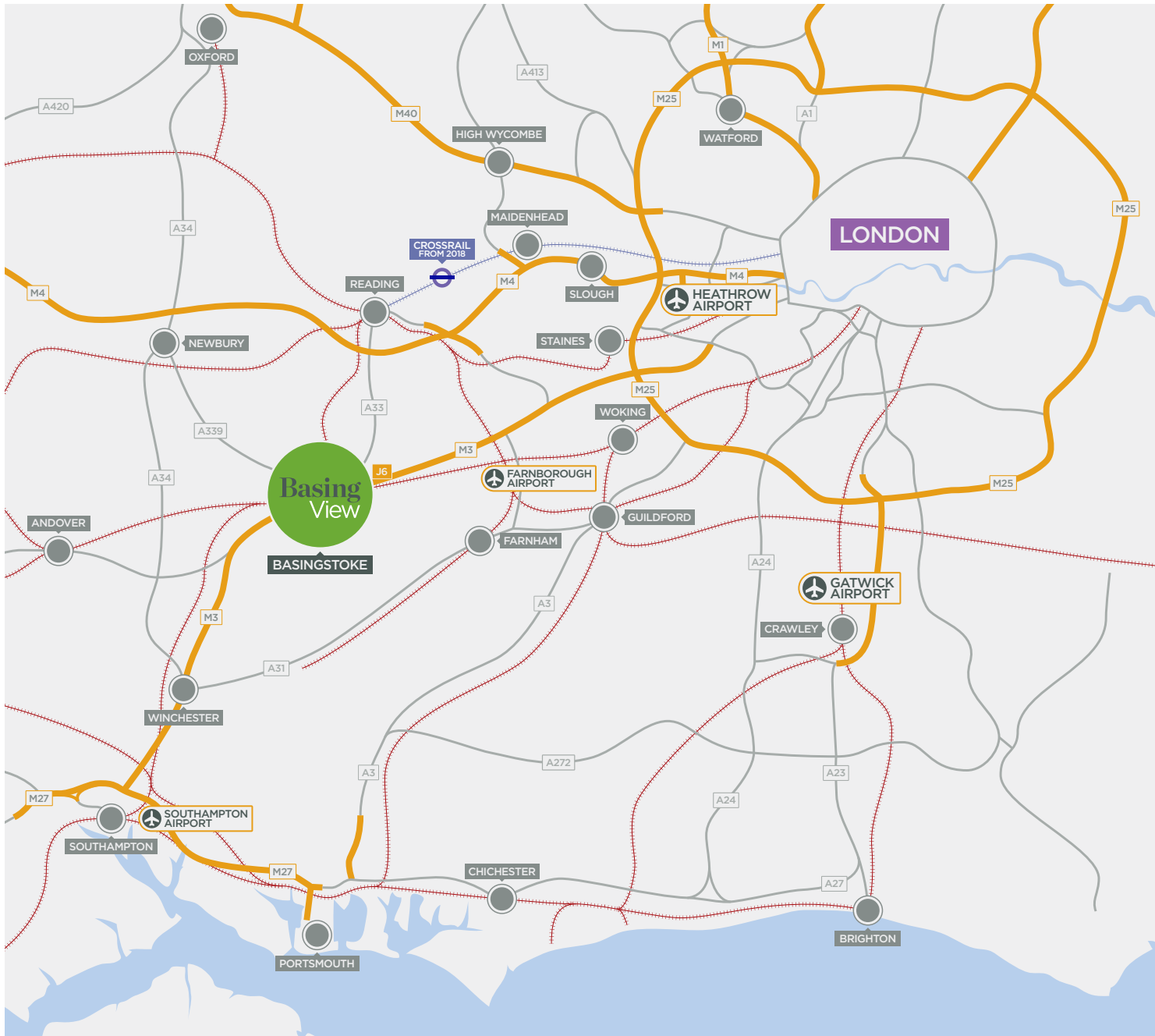
Basingstoke perfectly blurs the lines between town and country, offering an amazing range of outdoor activities. Or simply unwind in the stunning surrounding countryside and take advantage of the local country retreats.



Well connected

Basing View, covering an area of 65 acres, is one of only a few large scale development locations in the South East to benefit from close proximity to a thriving town centre – providing high quality public transport, motorway and strategic road network links.

Motorway and high-speed rail links mean that Basingstoke is just 45 minutes away from London and Heathrow, 15 minutes from Reading, and under an hour from Gatwick. It is an ideal base for business. Basingstoke is also just 30 miles from Southampton Airport, a similar distance to the centre of Southampton, and less than an hour from Portsmouth.



An ideal **base** for business

From SMEs to multi-nationals, scores of leading businesses have already discovered the advantages of a Basingstoke base. Close to London but without the burden of high overheads, the town is within easy reach of major national and international communication links. At Basing View, you're within an hour's drive to 3 international airports serving over 200 destinations. Or for a VIP experience head to Farnborough Airport just 24 minutes drive away.

Business [not as usual]

Superb connections

- Excellent access to Motorway networks – the M3 is just 3 minutes drive from Basing View
- High-speed rail connections means London is only 45 minutes away
- 15 minutes from Reading, and under an hour from Heathrow and Gatwick.

Travel time by rail

Basingstoke Station just 5 minutes walk from Basing View

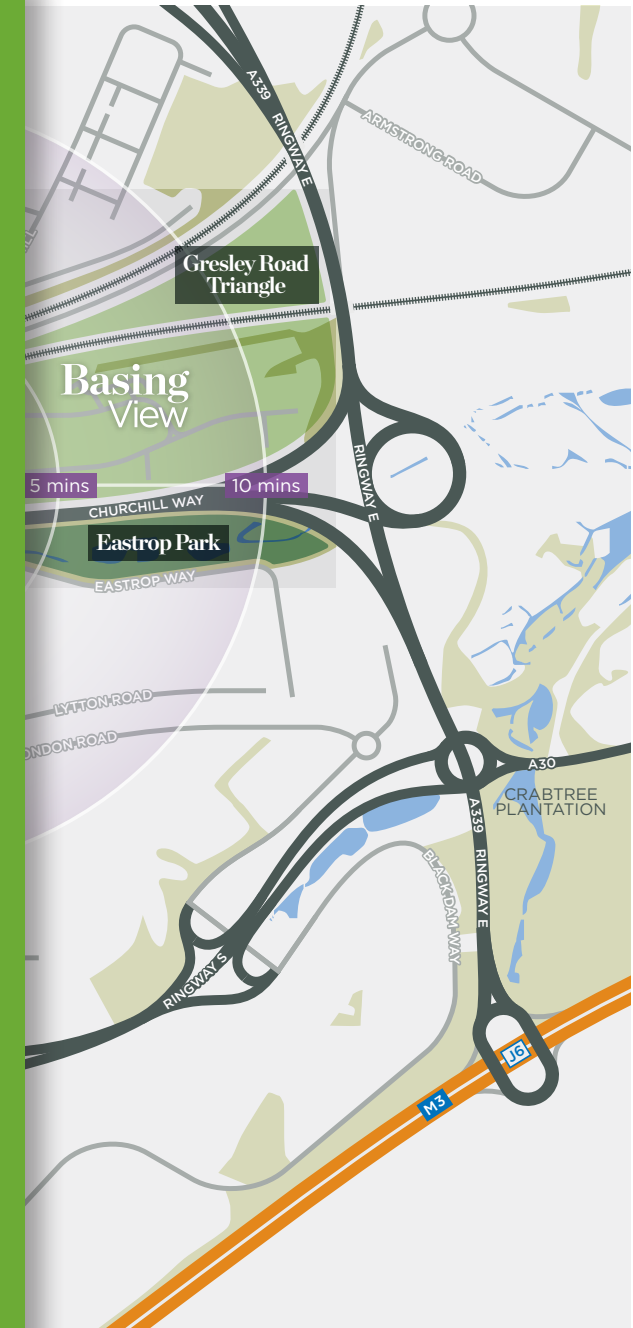
HEATHROW (via RailAir)	55 mins
OXFORD	45 mins
LONDON	45 mins
SOUTHAMPTON	31 mins
READING	15 mins

Distance by road

Basing View Sat Nav: RG21 4FF

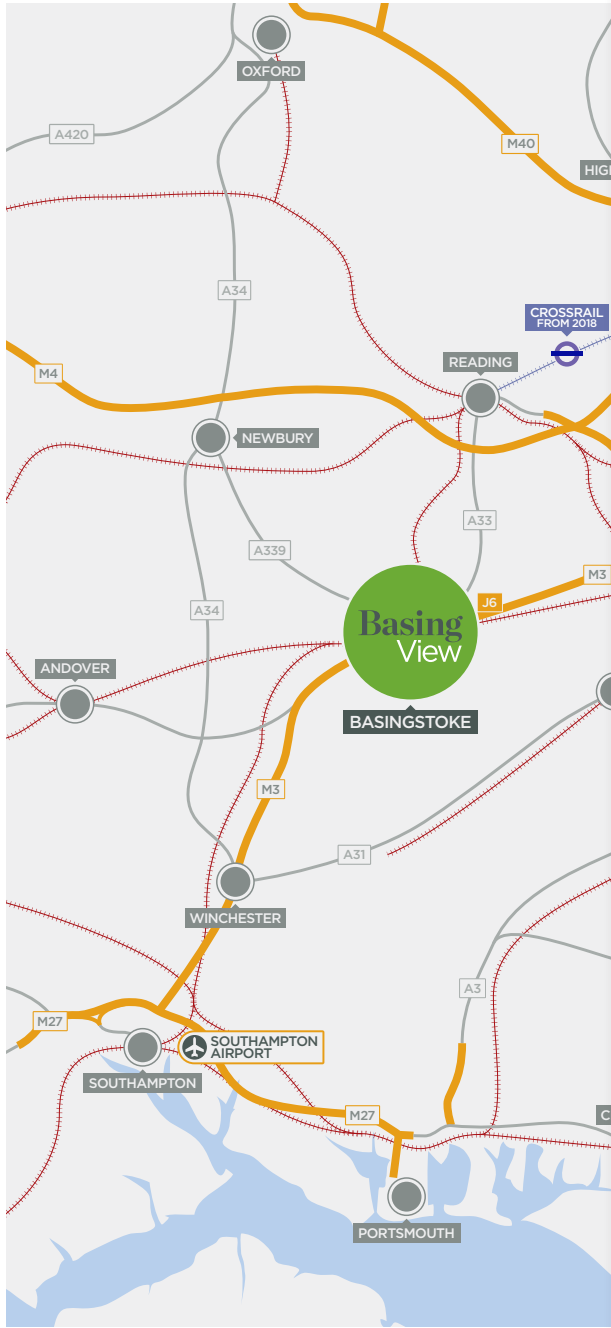
LONDON	50 miles
OXFORD	44 miles
HEATHROW	38 miles
SOUTHAMPTON	31 miles
READING	17 miles

Travel time to airports by car



In a major **town** centre

Everything you could possible need is within easy walking distance from Basing View. Within a 10 minute radius you can reach the railway station, the bus interchange, over 200 shops at Festival Place and The Malls, the historic and diverse Top of the Town, a Vue Cinema, a range of theatres, or simply relax in the serene Eastrop Park opposite.



Our neighbourhood

- Located within Basingstoke town centre
- Immediately adjacent to Eastrop Park offering excellent green space
- Easy walking distance to railway station
- A wealth of amenities close-by
- Already home to several corporate HQs.

Walk times

Railway Station	5 minutes
Eastrop Park	5 minutes
The Malls	7 minutes
The Anvil Theatre	7 minutes
Festival Place	8 minutes
Vue Cinema	8 minutes
Top of the Town	10 minutes

Shuttle bus

Shuttle buses run frequently from Basing View to the railway station / town centre and on to the leisure park. The service runs every 15 minutes Monday to Friday from 7am until 8.30pm.

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A work/life balance
[like no other]



Airkix / Skiplex

It's certainly not in every town that you can go skydiving, skiing or surfing just a few minutes away from your office.

www.airkix.com



Take a breath of
fresh **air** on your
lunch break

Shaun Andrews

One of the founders of 3RUN, a world leading freerunning performance team from Basingstoke. They have also opened the UK's first dedicated freerunning academy just 6 minutes drive from Basing View.

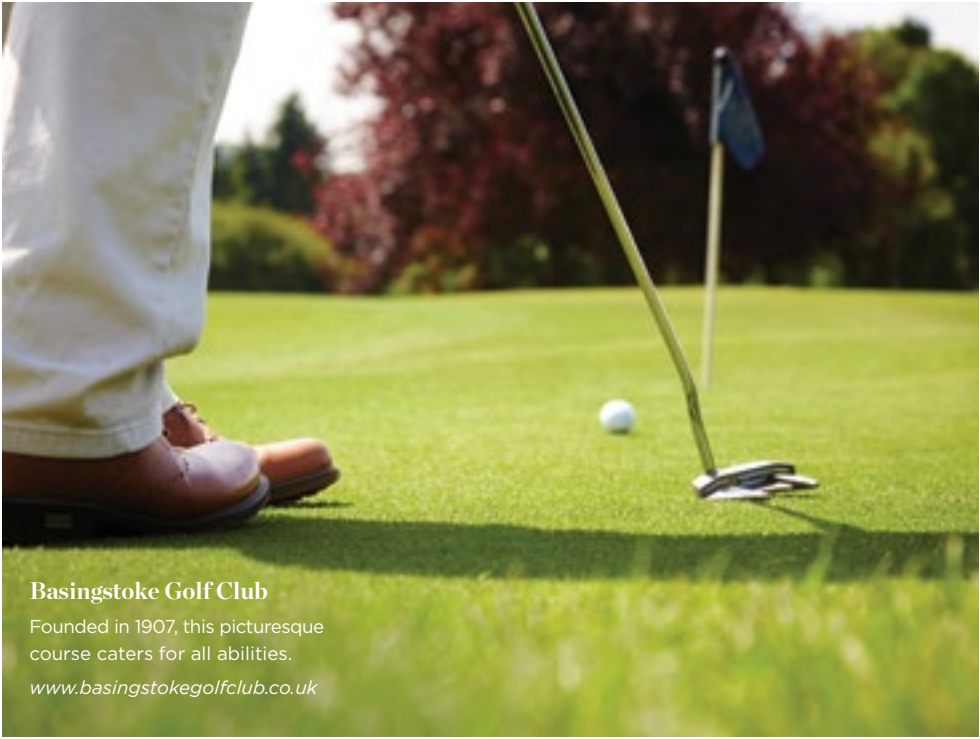
www.3run.co.uk/academy



Business [not as usual]

Basingstoke and North Hants Cricket Club

basingstokecricketclub.hitscricket.com



Basingstoke Golf Club

Founded in 1907, this picturesque course caters for all abilities.

www.basingstokegolfclub.co.uk

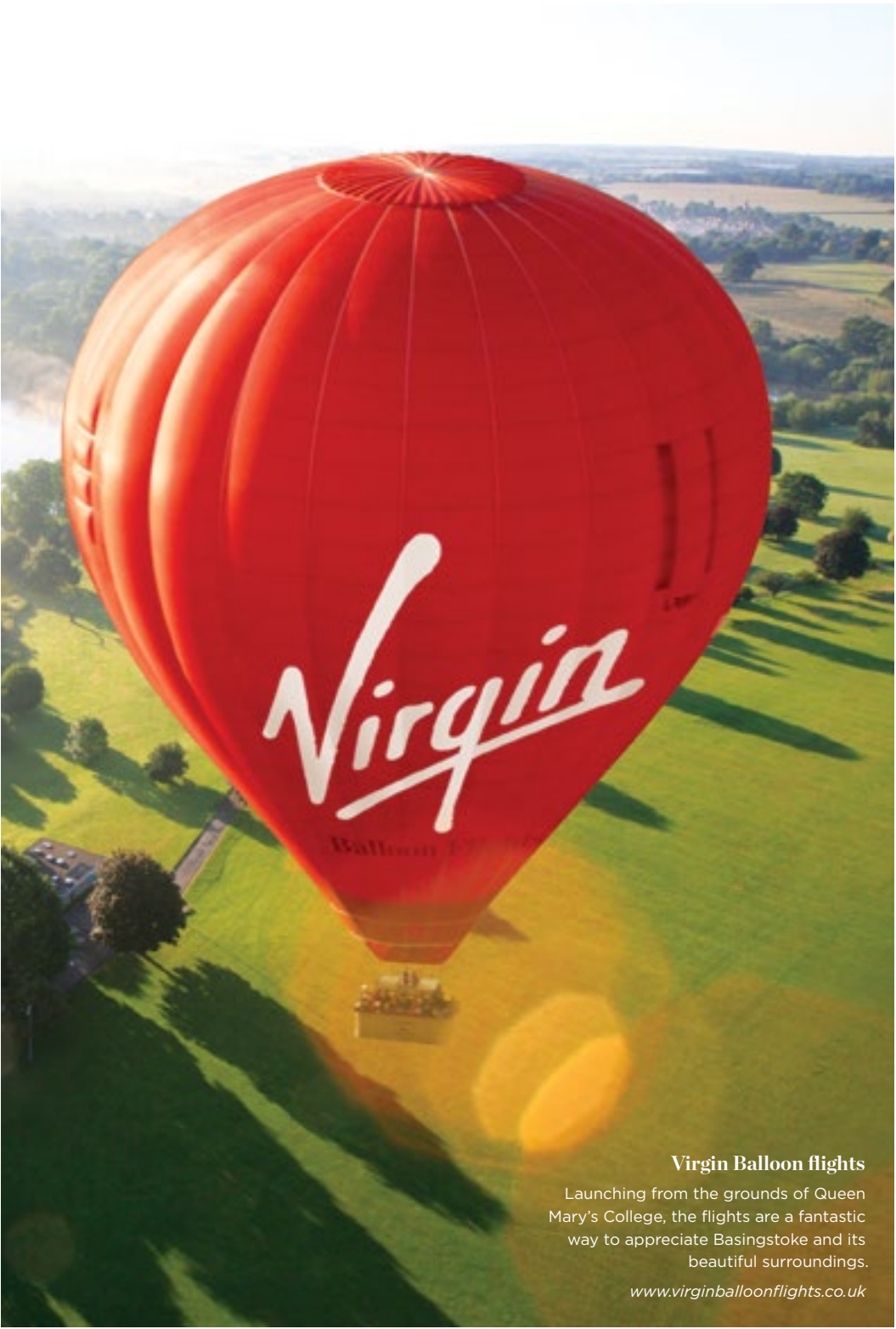
Lasham Gliding School

Learn to fly, just a 15 minute drive away.

www.lashamgliding.com



Living the high life



Virgin Balloon flights

Launching from the grounds of Queen Mary's College, the flights are a fantastic way to appreciate Basingstoke and its beautiful surroundings.

www.virginballoonflights.co.uk

Anvil Arts
The largest performing arts organisation in Hampshire, Anvil Arts runs The Haymarket Theatre, The Forge and The Anvil Theatre itself – renowned for it's architecture and superb acoustics.
www.anvilarts.org.uk



Business [not as usual]



Basingstoke Festival
An annual summer event showcasing the Borough's arts and cultural strengths, covering: theatre, orchestras, choirs, dance, multicultural parades, rock festivals, film exhibitions, book readings, art installations and more.
www.basingstokefestival.co.uk



A dramatic setting

A great place to work
[and a fantastic place
to live, shop and dine]



A woman in a red dress and black tights is walking past a glass storefront. The storefront has large white text that reads "WAKE UP AND SMELL THE COFFEE". The woman is carrying a brown bag and is wearing black boots. The background shows a blurred interior of a store with various items on display.

WAKE UP AND SMELL THE COFFEE

Providing more than
enough **stimulus**



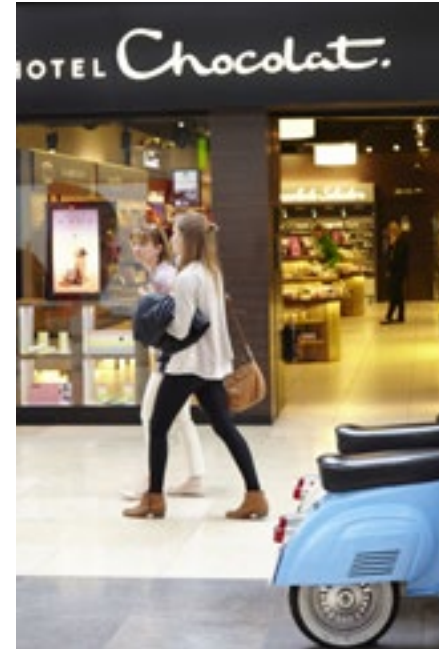
Plenty of
character
under the
surface



Festival Place

Boasting over 160 shops, over 20 restaurants, cafés, bars, a multi-screen cinema, and a sports centre, there's plenty to keep you occupied at Festival Place, day and night.

www.festivalplace.co.uk



The Malls

Situated directly opposite the railway station, The Malls is a 300,000 sq ft mixed retail centre.

www.themalls.co.uk



High street...



Kev Munday
Pop-up gallery shop, The Malls
www.kevmunday.co.uk

...or just
street

Rucksack Society
Street-wear store
24 Wote Street





A location that offers
everything **and**
the kitchen sink



À la carte...

1 Seasons

Four Seasons Hotel, Dogmersfield

Seasons Restaurant offers a French-European menu executed with contemporary style and outstanding service. Abundant daylight cascades through French windows, framing the glorious views of Dogmersfield Park.

2 The Lime Leaf

25 London Road

Find a little piece of Thailand, experiencing a variety of traditional recipes that are certain to tantalise your taste buds in a vibrant and welcoming atmosphere. It doesn't matter whether you're new to Thai food or you've previously fallen in love with the rich cuisine, the range of dishes ensures that there's a taste for everyone to enjoy.

3 Berry Bros. & Rudd

Hamilton Close

World renowned fine wine and spirits merchants, their large warehouse store in Basingstoke offers an eye-opening range of bin-end deals and hosts regular wine tasting events.

4 Gourmet Burger Kitchen

Festival Place

Gourmet Burger Kitchen is all about the burger, using the freshest ingredients and creating classic and innovative taste combinations to make the 'best burgers in town'. Burgers at the heart of everything they do, made by hard working and fun loving staff who share a pride in serving awesome food, every time.

5 Rhubar

21 London Road

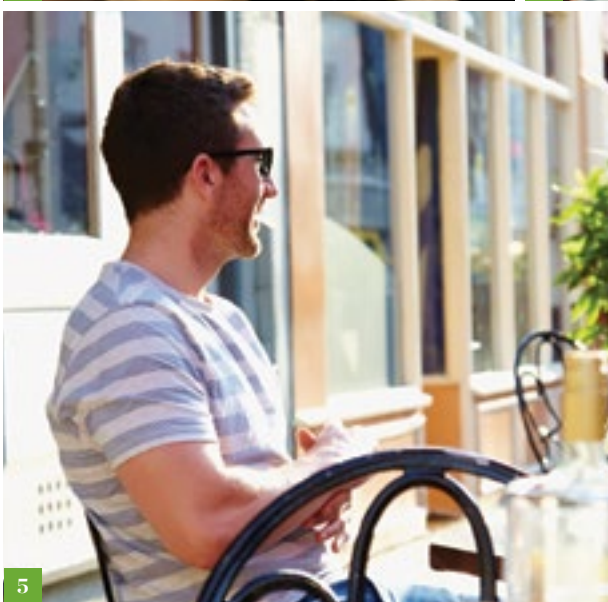
Home to some of the best Jazz musicians and live DJs in the area. With a capacity of around 100 guests, the main bar and upstairs offer lounge style areas making it a fantastic venue for lunch, evening celebrations or business meetings.

6 Ask

Festival Place

Everything here is inspired by Italy, from the authentic Italian food to the easy going atmosphere, warm service and fresh design. Continually evolving the menu to bring their passion for Italy to life.





...or artisan

7 Festival Street Kitchen

Festival Place

Certainly a break from the norm, Festival Street Kitchen offers a mouth-watering array of street food. Famous for their big pan dishes, which are cooked using locally sourced ingredients right in front of the queue of loyal regulars.

8 Aspiral

4 Church Street

Aspiral is a unique store set up by the retailer Devlin Rhodes and Basingstoke College of Technology to provide a range of organic foods and sustainable products. Space within the store is offered to start-up projects encouraging a greater diversity of enterprises, such as Identity Papers – who offer a bespoke range of printed items, gifts and gift boxes.

9 The Continental Bakery

Festival Place

This pop-up bakery located on the ground floor of Festival Place Shopping Centre tempts locals with a world-inspired selection of artisan bread and baked goods including double layer giant cupcakes.

10 Hampshire Cheeses

Herriard, Basingstoke

Supreme Champion at the British Cheese Awards 2013, a gold medal at the World Cheese awards and previous winners of Waitrose's Small Producer of the year.

11 The Tea Bar

9 London Road

This independently run tearoom in the Top of the Town has bags of character. Think twee, but with a modern eccentric twist. Quirky tea pots, mismatched tea sets, highly decorated table cloths and bunting make this a great environment to relax. On Sunday afternoons the piano is put to good use for jazz events.



Living **space** centuries apart



Basingstoke has a fantastic range of accommodation from large country homes and period townhouses, to modern town centre apartments, including the impressive 19 storey Skyline Plaza immediately adjacent to Basing View.

15 hotel brands have already expressed interest for hotel development in the town and on Basing View itself. There is also potential for serviced apartments at Basing View which will broaden the range of accommodation available.

Basingstoke is set to see substantial levels of growth in the next 15 years which will drive an increase in demand for residential and hotel accommodation.

We're building
[an amazing
community]



Basing View is not a typical business location. Already home to a diverse range of occupiers, from corporate heavyweights to innovative start-ups, it provides the perfect environment for bespoke office accommodation, enabling sustainable growth.

Basing View occupiers include:

- The AA
- Affini Technology
- AmberFin
- AtTask
- Baker Tilly
- BNP Paribas
- Ecover
- eni
- Great Guns Marketing
- Gilroy
- Kier Construction
- Masimo
- MWR InfoSecurity
- Network Rail
- New Voice Media
- Platform Black
- Sun Life Financial
- Shoosmiths
- Strattons
- Thales
- The Emerald Group
- Trustwave
- Turtle Beach Systems
- Penningtons Manches LLP
- Waterlogic
- WSP Group

Basingstoke occupiers include:

- AXA Wealth
- Barclays
- Basan
- Carbon Footprint
- De La Rue
- Eli Lily
- Fyffes
- Gist
- LG Motion
- Macmillan Publishing
- Motorola
- Shire Pharmaceuticals
- Sony
- TaylorMade
- URS
- Vitacress
- 1-1 recruitment

An international community



A **workforce** to be reckoned with

A great location

Basingstoke's excellent transport infrastructure connects the town to a large employee catchment area that encompasses some of the finest talent in the South East. In fact, staff rated as 'highly qualified' are 4% above the UK average in the town. In addition, Central London is only 45 minutes by train, allowing companies to profit from this highly skilled local workforce at a lower occupational cost than the capital, yet remain totally accessible.

In good company

With access to 37,000 highly educated people within commuting distance, the workforce within Basingstoke is strong. The fact that 81% of Basingstoke's population is economically active, being employed or self-employed, compared with the whole of Great Britain at 71% is a good indication of this. This is a highly skilled and motivated workforce, which explains why so many large corporates and exciting new SME's are based in the town. AXA Wealth, Sony, Barclays, Eli Lilly, Shire Pharmaceuticals, The AA, De La Rue, and Motorola already benefit from Basingstoke's exceptional talent pool.

Work/life balance

To top it off, the statistics show that Basingstoke is also a great place to live. A recent survey found that 92% of local residents confirmed that they enjoy living in Basingstoke. With the first class shopping, leisure and cultural activities, including the regionally renowned Concert Hall and Airkix indoor skydiving centre it's easy to see why.

Business [\[not as usual\]](#)

37,000

[highly educated employees](#)

81%

[employed or self-employed](#)

84%

[of jobs are within the service industries](#)

92%

[of residents love living in Basingstoke](#)



Office accommodation
from **10,000 sq ft**
to bespoke HQ buildings
over **100,000 sq ft**

Accommodation specification

- Up to 25,000 sq ft floor plates
- 7.5m x 7.5m structural grid and 1.5m planning grid
- Divisible floor plates for subletting and division of company departments
- Secure car parking aiming for 1:30 sq m with electric car charge points
- Large and prominent reception and circulation areas
- Cycle storage and shower blocks
- 2.9m clear ceiling heights
- The latest modern time-saving technology
- High quality fit out to cores and reception areas

Base build specification

- BREEAM 'Excellent' targeted with EPC target rating expected to exceed 40
- M&E and plant designed to 1:10 sq m occupational density and the flexibility to adapt to changing densities
- Air conditioning throughout, to achieve BCO performance spec and meet sustainability targets
- Suspended metal ceilings where required
- LED lighting and sensor detection



Network Rail

Construction is well underway for the new state-of-the-art Network Rail regional control and training centre, situated at the north east corner of Basing View. The development also includes a 59-metre-long footbridge providing pedestrians and cyclists direct access between Basing View and Gresley Road. Completion is due for early 2015.

CGI courtesy of Network Rail, GMW Architects and BAM Construction.



The opportunities

The transformation of Basing View is a goal shared by Basingstoke and Deane Borough Council and development partners Muse Developments. The masterplan reflects their collective vision for the site and regeneration goals, setting out a detailed plan that will shape the future of this important 65-acre site.

Muse and BDBC have formed a 15-year partnership, which will see a £10 million commitment to infrastructure and site assembly, along with a further £3 million of public realm works. A new business class hotel along with residential and amenity space are planned to support the mixed-use vision for the development.

The council is working proactively with other existing owners to bring forward refurbishment/ redevelopment projects in line with the masterplan to ensure a fully co-ordinated vision.

The sites marked red on the plan opposite have the potential to commence redevelopment almost immediately. The orange sites can be made available in the short-to-medium term. Sites marked W, V, K, O and C can be developed in-line with the specification highlighted on the previous page, and form part of the Muse/BDBC partnership.

The plots:

- A

Clifton House
- B

Normandy House
- B¹

St. Clement House
- C

No. 1 Basing View
- C¹

Eastrop Circus
- C²

Green Finger
- D

Skyline Plaza
- E

Land for John Lewis road access
- F

John Lewis at home and Waitrose
- G

Snamprogetti House
- H

Matrix House
- I

The Glasshouse
- J

Norden House
- K

Loddon House
- K¹

Parade
- L

Southern Cross
- M

Springpark House
- N

The Square
- O

Scott House
- P

Grosvenor House
- Q

Renaissance
- R

Northern Cross
- S

Quantum House
- T

Network House
- U

View Point
- V

City Wall House
- W

Site 16 / open space
- W¹

Network Rail
- X

Mountbatten House
- Y

Belvedere House
- Z

Fanum House
- Z¹

Fanum House



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A development by Muse, in association
with Basingstoke and Deane Borough Council



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