



For Immediate Release

08 June 2021

PR 9952

New lettings in boost for Basing View

Basing View is proving it is an ideal location to meet changing workspace demands from London and other city businesses looking for satellite offices and flexible working options.

External investors continue to demonstrate their confidence in Basingstoke as a key strategic location along the M3 corridor. And, following several new lettings, it's clear that more businesses are choosing to make Basing View their home.

The international marketing agency Purple has taken 10,400 sq. ft at Eni House, a landmark building in Basingstoke's town centre business park.

Purple, which specialise in healthcare, business and consumer-focused communications, were attracted by the 'plug and play' opportunities at Eni House. They can now make use of the fully-fitted and furnished office and enjoy access to the landlord's facilities and IT support services and on-site restaurant.

The fourth floor space has been let on a five-year lease and will serve as the site of their new international headquarters following their move from Lilly House in Basingstoke.

Steve Shaw, Managing Director of Purple Agency, said: "We're delighted to be making the move to Eni House. This amazing space reflects the creative and versatile culture of our business and gives us flexibility in how we work. The central location and easy transport links are already proving popular with our team and we're all looking forward to immersing ourselves into the community."

Other new lettings at Basing View include Basingstoke ITEC, which has moved to the DeskLodge co-working facility and new creative medical communications agency, This is Us, which has taken space at Belvedere House.

Following the move of law firm Penningtons Manches Cooper to Matrix House, the owners of the Renaissance scheme on Basing View have started a full refurbishment of Building 1100. The project is due to complete in July this year and the Grade A office space is set to be offered with the option of individual self-contained floors.

And Basingstoke and Deane Borough Council and development partner Muse Developments handed over the keys to a new 45,000 sq. ft headquarters building for global pharmaceutical giant Eli Lilly and Company in March following the completion of external construction work.

Detailed planning consent has also been granted for a 40,000 sq. ft sister building, located on site and with shared car parking, which is currently being marketed for a pre-let.

Basingstoke and Deane Borough Council's Cabinet Member for Economic Development Cllr Hannah Golding said: "As companies start to plan their return to the workplace, Basing View is poised to meet changing office requirements. From London-based businesses seeking satellite offices to companies wanting statement standalone buildings, self-contained floors or affordable serviced and flexible space – we have something to suit everyone.

"Basing View is a great place to do business and these new lettings – and the significant external investment planned or under way at Renaissance, Grosvenor House and Southern Cross – all underline Basingstoke's strength as a strategic and well-connected location. Purple has been working in Basingstoke since 2008 and we're delighted that their 130 UK team members will continue to be based here."

ENDS

Any questions via email to customer.service@basingstoke.gov.uk or by phone on 01256 844844.

Sign up to receive email updates on council services, news and events at www.basingstoke.gov.uk/signup