



For Immediate Release

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### **Basing View scoops prestigious business award for innovation**

Basingstoke's town centre business park has beaten off tough competition to jointly win the prestigious Business Park Innovation Award in the Thames Valley Property Awards.

Basing View, one of the UK's first urban business parks, has undergone a significant transformation through a £500 million regeneration programme, led by Basingstoke and Deane Borough Council in partnership with Muse Developments.

And the project has been named as the joint winner of the innovation category, alongside Arlington Business Park in Reading, as part of the 2020 awards which were postponed due to the COVID-19 pandemic.

The judges were impressed by Basing View's many success stories, including the variety of individual developments at the park in both modern and classic styles, despite challenging ground conditions, and its record of attracting rising rental values at significantly higher levels, now £28 per square foot.

Judges also commended the council's work to protect the park's heritage through developments such as Squarestone Growth's proposed refurbishment of Grade II listed Mountbatten House and roof gardens and significant external investment from Village Hotels and Arena Business Centres.

The Enterprise M3 Local Enterprise Partnership and the borough council's purchase of Norden House, a 45,000 square foot office development, also earned praise from the judges as "a demonstration of the park's pioneering innovation and individuality in the Thames Valley", adding that "Basing View is a worthy winner".

Recent developments at Basing View include the 60,000 square foot Florence Building, let to Sovereign Housing Association, and the construction of a further 45,000 square foot Grade A headquarters for Eli Lilly and Company. A new Village Hotel, with gym, restaurant, swimming pool and Starbucks coffee shop also opened in February 2020.

Significant external investment is also planned or under way at the Renaissance, Grosvenor House and Southern Cross buildings.

Basingstoke and Deane Borough Council's Cabinet Member for Economic Development Cllr Hannah Golding said: "We are delighted to be named as co-winners in the Thames Valley Property Awards. This award is a real endorsement of Basing View as a great place to do business and I am proud of what we have achieved.

"The regeneration of Basing View has been hugely important for our borough, enabling more business to move to a strategic and well-connected location with great connectivity to the ports and to London and providing a range of high-quality office space and amenities that businesses expect in a modern business park. Our significant investment in Basing View, alongside external investment, will be key to the future prosperity of Basingstoke and Deane as we recover from the pandemic and we are committed to attracting more businesses to be part of our growing success story."

**ENDS**

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