

# Basingstoke

## Professional, Business and Financial Services



We offer a business location with a wealth of experience in the Professional, Business and Financial Services sectors. It's why The AA were one of the first multinationals to move here in 1973 and many businesses have followed, benefitting greatly from being part of the financial and professional services hub that Basingstoke has created.

Whether you're a financial provider looking to locate near like-minded businesses, thinking about where to locate your support functions to or looking to improve your operational efficiency, Basingstoke has attracted business in this sector for many years.

With a healthy mix of homegrown businesses and multinationals, from industries such as business consultancy to activities of head offices, the sector is already employing 7,719 people within the borough.

Come and see what we have to offer. You'll find you are in very good company – with The AA, Castle Trust and Reassured already here.

The borough's strategic position in north Hampshire creates a magnet for skilled talent. With quick rail links to London and nearby cities and six universities only a short distance away, businesses have a rich talent pool to tap into.



## 1,729

companies in the sector based in the borough (Q3 2022)

## Over 7,700

jobs (2021)

## 7.9%

borough workers are employed in the sector

## £1.5 billion

sector total GVA (2021)

## 19.51

location quotient

Specific industries in this sector are located in our borough at 20 times the concentration of the national average.

Areas of strength include financial leasing and service activities, insurance agents and brokers, professional membership organisations, holding companies and collection agencies and credit bureaus.



“We took the decision to join Shaw Gibbs and continue to operate in Basing View in Basingstoke in April 2023 after our previous firm decided to move from the area.

Basingstoke has been ranked as the number one place in the UK for the digital economy and is also recognised as an excellent place for inward investment. These factors, alongside the transportation links and access to a skilled workforce mean that financial and professional services organisations prosper here.

We are proud of our borough and actively promote Basingstoke and Deane as a great place to do business.”

Dulcie Ezuruike

Clients and Marketing Senior Executive

### Legal services

Basingstoke and Deane has a good representation of legal services that serve local, national and international clients. You’ll find firms that offer services in commercial, employment, social housing, real estate, clinical negligence and corporate. We are home to Pennington Manches Cooper, Phillips Law and Lamb Brooks.

### Finance and insurance services

Home to the likes of Reassured, the UK’s largest Insurance broker and The AA, you’ll be in good company.

## Who's here?

The AA

BNP Paribas

Pennington Manches Cooper

Castle Trust

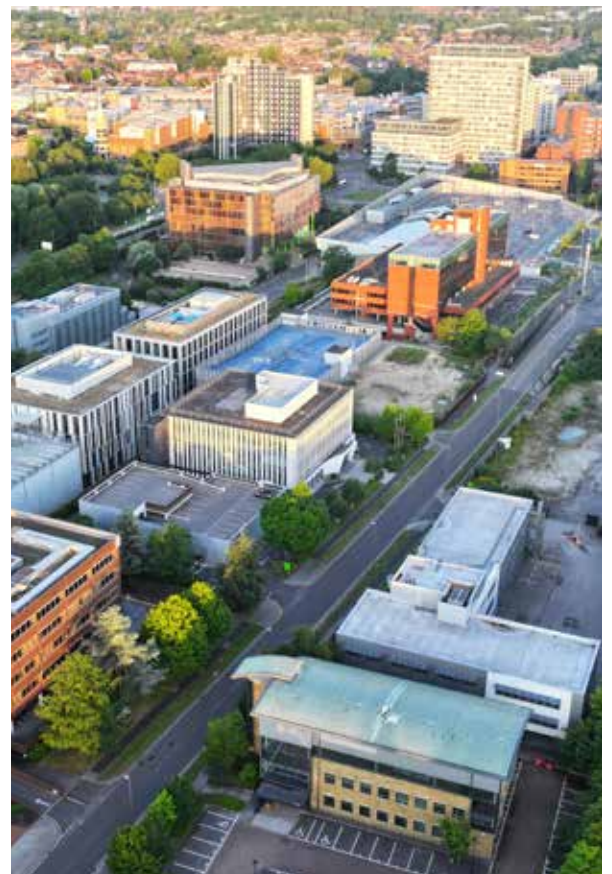
Reassured

Chase de Vere

Capita

Shaw Gibbs

Basingstoke and Deane is already home to wide range of players who are taking advantage of everything our region has to offer to future-proof their aspirational developments.





# Why Basingstoke and Deane?

In Basingstoke and Deane, you are part of an established business ecosystem and a diverse community you that can be counted on. It is a bustling hub of commerce and trade, a place where dreams and ambitions are made.



Hampshire Story

## Basingstoke boost: the happy, productive town

People are happier in Basingstoke and Deane, it is a fact. We focus on making this a place where people can live happily in lively neighbourhoods with lots of great things to do.

## Connected to opportunities: close to jobs, market and talent

Basingstoke and Deane is a place for scale-ups and ambitious entrepreneurs - a place for those who believe employee happiness is key to business success and for those eager to realise their fullest potential and leave a lasting impact.

## Austen country: inspirational setting for greater wellbeing

The borough offers a harmonious blend of urban convenience and rural tranquillity. In Basingstoke and Deane, miles of countryside will take you from screen to green, restoring a healthier balance in work and life.

## Exciting arts, sports and festivals

Basingstoke and Deane is a powerhouse of cultural, heritage and leisure activity. The place boasts a wealth of sports and leisure clubs catering for a wide and diverse range of activities.

## Proactive, progressive, pro-business council partner

The council is a major local landowner and its progressive outlook is fuelling change as it continues to invest in mixed-use town centre regeneration, new sustainable homes, innovative business parks and leisure facilities.



# How we can help

The Economic Development team is ready to support your business on its growth journey. Using our expert local knowledge, we can help with:

your property search

recruitment and training

making introductions to the business community

connecting your business to growth support

co-ordinating with our internal teams to make your move as smooth as possible

promotion following your move to Basingstoke

**85%** of the population is economically active

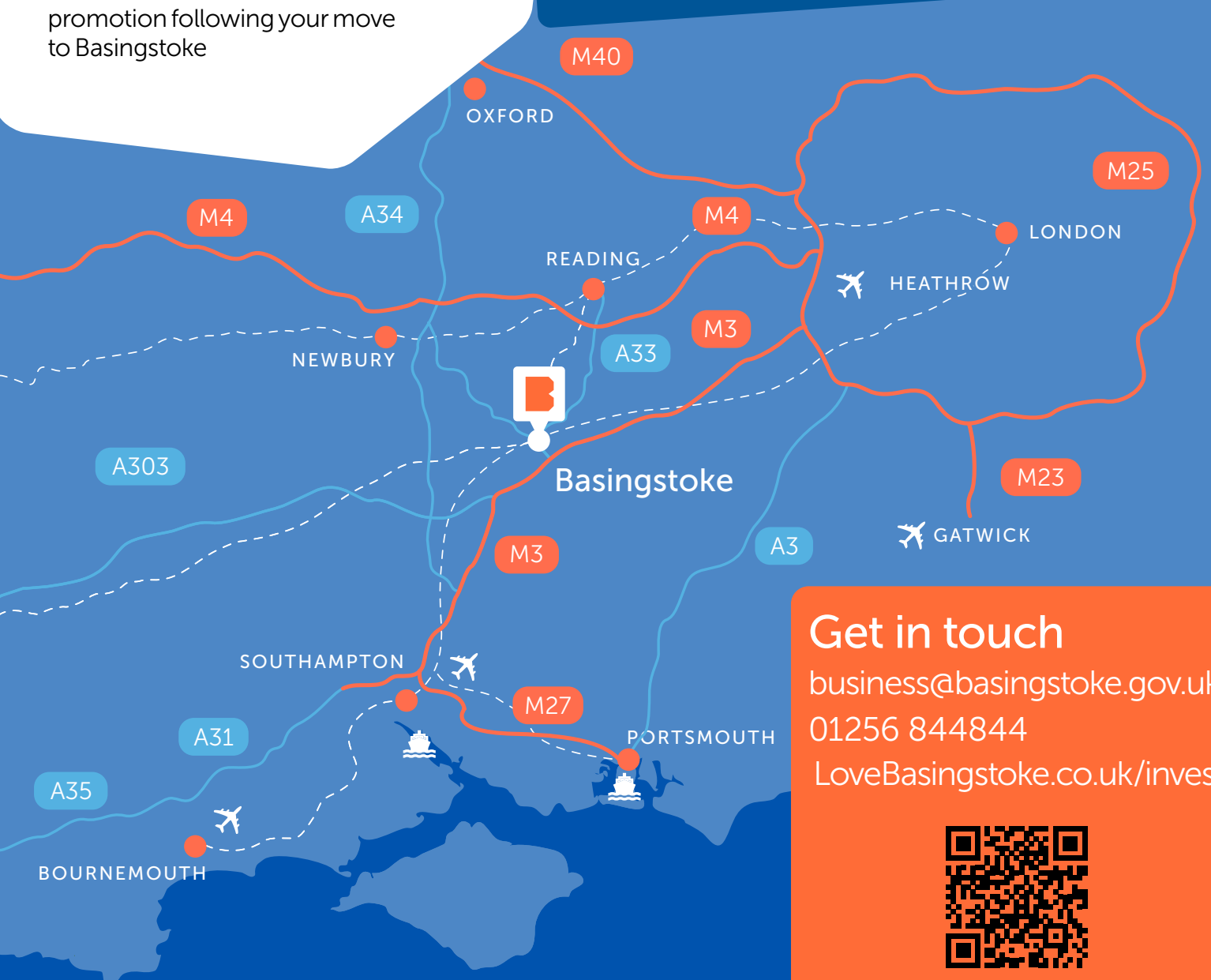
**50,700** highly educated employees

Home to **7,040** businesses

Survival of **705** start-up businesses in 2020; the highest number of surviving businesses across all Hampshire districts

Over **£110** million investment attracted by local companies in last five years

Information correct as of April 2024



## Get in touch

[business@basingstoke.gov.uk](mailto:business@basingstoke.gov.uk)

01256 844844

[LoveBasingstoke.co.uk/invest](https://LoveBasingstoke.co.uk/invest)



**#Love Basingstoke**



**Basingstoke and Deane**



**LinkedIn**

**Invest In Basingstoke**