

Basingstoke

Wholesale, retail and leisure



Wholesale, retail and leisure companies form one of Basingstoke's largest sector, both in terms of revenue and GVA generated but also for the amount of individuals employed within this sector.

The economic performance of this sector stands exceptionally high within the borough, seeing a 2022 GVA figure of £1.2billion which works out to be 15% of the borough's total economy. The importance of this sector is reinforced by employment figures, as it is estimated that 15,000 people are employed by the companies that populate this sector.

Retail opportunities within Basingstoke are highlighted by the 1.1 million square feet shopping centre known as Festival Place which is home to approximately 140 stores. Adjacent to Festival Place is The Malls which is a 300,000 square feet mixed-use shopping centre and boasts a range of international brands. Basingstoke Leisure Park sits on a 60-acre plot and features activities ranging from an indoor skydiving centre to a golf centre.

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.

2,753

companies
in the sector
based in the borough
(Q2 2022)



15,000

jobs (2022)

17%

borough workers are
employed in the sector

GVA for wholesale is

£655 million

and retail

£518 million

(2022)





"We know how important Festival Place is to the Basingstoke community. We sit at the heart of the town centre, not just providing essential shopping for people, but also leisure and community activities. We are hugely proud to be such a prominent part of Basingstoke and to be able to support the community where we can, whether that's helping food banks, schools, colleges and charities that are so vital to our town."

Sian Fisher
Festival Place

Who's here?

GAME
TaylorMade
Linde
Fyffes
Sanden



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.



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.



Business opportunities

The borough has large amounts of retail, leisure-focused and industrial space available that is ready to be utilised for a variety of different audiences. Development and investment opportunities are available in Basingstoke town centre and Basingstoke Leisure Park.

Leisure facilities

Plans for a new water and leisure complex to replace the Aquadrome are currently being firmed up by Basingstoke and Deane Borough Council, with a formal search for a partner to deliver it now under way.

An 'in-principle' deal has been agreed for Great Wolf Resorts to build an indoor water park resort next to the leisure park, subject to getting planning permission. The proposed resort could feature a 500-bedroom hotel, an indoor water park, conference facilities, and leisure.

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

80.8% of the population is economically active

£8.03 billion local economy value (2022)

Over **£46** million investment attracted by local companies in last five years

50,700 highly educated employees (RFQ4 level)

Home to **6,915** businesses

Information correct as of January 2025



Get in touch

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Basingstoke and Deane



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