

# Basingstoke Construction



The construction sector in Basingstoke is one that has experienced continual growth.

With an industry GVA that made up 9% of the borough's total GVA in 2022, the construction industry is of significant importance to the Basingstoke and Deane economy. Although it is not considered a priority sector, the industry has had a significant role in helping to deliver new homes in the borough as part of the Local Plan and supporting redevelopment in the borough through several projects.

The construction sector employs around 5,000 people in the borough, ranking as the joint 5th sector (Nomis). This is a clear indicator that the construction industry has strong roots in Basingstoke and Deane and is a significant employer for the residents of the borough. GVA for the construction industry increased by £190million from 2021 to 2022.



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

**5,000**  
jobs (2022)



**£709m**  
sector total  
GVA (2022)



Residential property  
development and building  
services are areas of  
strength.



"Basingstoke is a prime location for growing construction businesses and home to many of the main national housebuilders. It is a town that is growing in its own right and, with easy access to the major road network of M3, M4, M27, M25, it is centrally located for efficient movement of labour and materials to be able to service a wide geographical area. Award-winning colleges also ensure a supply of well-trained staff, both trades and non-trades.

The town enjoys a great network of likeminded businesses ensuring cross collaboration, support and increased market opportunities.

"We have been based in Basingstoke for over 40 years and seen the town grow and develop, improving the facilities and infrastructure for businesses and the staff we employ. It is an ideal place to work and for staff to live."

Kevin Croombs

The Champion Group

## Who's here?

Bewley Homes

Champion Group

RW Armstrong

SNG

Wingate



## Manydown

As joint owner of the long lease of 2,000 acres of land at Manydown, to the west of Basingstoke, the borough is set to benefit sustainable new communities of connected neighbourhoods, combining the best features from Hampshire villages and towns with a contemporary sustainable design.

The first development at Manydown North will see the creation of a new community of up to 3,520 homes including 1,400 affordable homes, a 250-acre countryside park, schools and other mixed uses. Further work is under way to explore how land at South Manydown that could be brought forward over the next 30 years.



# 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.



## 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

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

**50,700** highly educated employees (RQF4+)

Home to **6,915** businesses

**14%** increase in GVA from 2021 to 2022, compared to 9% national and south east average

Information correct as of January 2025



## Get in touch

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