

# Invest in Happiness **PLACEMAKING SUMMIT**

Wednesday 26 February 2025 | The Haymarket Theatre, Basingstoke

Basingstoke  
#InvestInHappiness

southcoastcps  
property investment & development



Basingstoke  
and Deane



# The Basingstoke Story

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**Marelize de Beurs**  
Economy and Place Marketing Manager



# Fast-growing, productive place

- **7,315 businesses/ 85,000 jobs**
- Excellent **connectivity**
- **GVA growth** of 14% vs 9%  
Hampshire, 9% England
- **In UK top 10% of GVA per hour**  
(£50.30)





SONY



FUJITSU



LAVAZZA  
TORINO, ITALIA, 1895

Lilly

BOMBAY  SAPPHIRE  
DISTILLERY



DeLaRue



AECOM

NN NewVoiceMedia

LG  
MOTION

BERRY BROS & RUDD

WINE & SPIRIT MERCHANTS

GAME



acg  
architects



PENNINGTONS  
MANCHES  
COOPER

 macmillan



BNP PARIBAS

  
Hampshire Hospitals  
NHS Foundation Trust

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

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- 24% of our population is aged 20 and under
- Two colleges with **6,000+ students per year** between them
- **Six universities nearby**





# Good property value and choice

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- One of the **most affordable** local authority areas in north Hampshire and Berkshire
- The median house price is £350,00





# Austen country

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- **Three-quarters** of the land is agricultural or woodland
- A **third** of which is designated **Areas of Outstanding Natural Beauty**





# Exciting arts, festivals and leisure make for stronger communities

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- Anvil Arts
- Bombay Sapphire Distillery
- iFly - British Indoor Skydiving Nationals
- Festival Place shopping centre
- Whitchurch Silk Mill
- Milestones Museum
- Basingstoke Festival
- Exit 6 International Film Festival
- Highclere Castle





# Invest in happiness

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- 89% resident satisfaction rate
- Average happiness rating of 7.3 out of 10





# Thank you

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#TheBasingstokeStory

#InvestInHappiness

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

