

The Basingstoke Opportunity

Unlocking new higher education potential





An invitation to create a new hub of academic excellence

Basingstoke and Deane Borough Council is keen to work with higher education providers to explore a significant opportunity to establish a university presence in Basingstoke.

As the largest town in Hampshire, Basingstoke offers strong economic performance, a substantial learner pipeline, and clear employer demand for higher level skills, yet currently has limited higher education provision.

Major employers, planned growth and emerging innovation focused developments create favourable conditions for a university partner committed to skills development, research activity and business engagement.

As a major landowner, the council is prepared to support the right partner through access to land and premises, including sites at Basing View and the Civic Campus, both offering flexibility and strong connectivity.

From April 2028, local government in Hampshire will be reorganised to create a new unitary authority for North Hampshire. This change will bring together the areas currently served by Basingstoke and Deane Borough Council, Hart District Council and Rushmoor Borough Council, and the single council will provide services delivered by Hampshire County Council at the moment. Uniting education, business support, strategic and transport planning, this council will cover a wider and stronger economic geography.

For education partners, this will simplify engagement and decision making by providing one strategic local authority to work with, strengthening alignment between local government, employers, further education and higher education. The new structure will support a more coordinated approach to skills, talent development and economic growth across the area.

This brochure sets out the local context, shared ambitions, employer landscape and property opportunities, and outlines how a university partnership could play a meaningful role in the future of Basingstoke, and the wider area.

The Basingstoke campus vision

Basingstoke and Deane is one of the areas in the south of England, within easy reach of London, with little or no higher education provision. Local further education colleges attract around 6,000 students each year, the majority of whom leave the area to pursue higher education elsewhere.

The global higher education landscape has become increasingly competitive in recent years, with many universities vying for top talent from around the world. We understand that competition means universities need to be innovative and ambitious in their strategies to attract and retain local and international students and staff from increasingly diverse backgrounds.

Basingstoke can offer a range of good value options for a campus location and for student and staff accommodation, as it is in one of the most affordable areas in north Hampshire and Berkshire.

There is a growing momentum to Basingstoke's evolving success story. The council and its partners are reimagining the town centre's vibrant future, breathing new life into existing assets and bringing new attractions to its leisure park. All this is focused on ensuring the town remains a regional draw with a growing portfolio of mixed-use regeneration, retail, residential and commercial development projects available for inward investment.

A university campus is part of this future, and the council is ready to invest with the right partner to make this ambition a reality.

Career prospects

In Basingstoke and Deane you would be part of an established business, further education and diverse community ecosystem. It is a bustling hub of culture and trade, a place where dreams and ambitions are made.

Students wouldn't need to look far beyond the buoyant local job market for their first career opportunity, as well as the wide choice of opportunities in cities nearby.

- 27,700 online job postings in 2025
- Top profession categories:
 - Wholesale Trade
 - Information and Communication
 - Professional and Scientific Activities
 - Health and Social Care
 - Service Activities

193,110
population
the largest town in Hampshire

27%
of the population is under 25

20,014
new households planned
by 2047



Student and talent pipeline

Basingstoke benefits from two strong local further education colleges, primarily offering qualifications up to Level 3.

Queen Mary's College

A sixth form college rated OFSTED 'Outstanding' for students' behaviour and attitudes.

- 99% A level pass rate
- 73% Achieved A*- C
- 1,133 students enrolled for all qualifications 2024/25

Basingstoke College of Technology

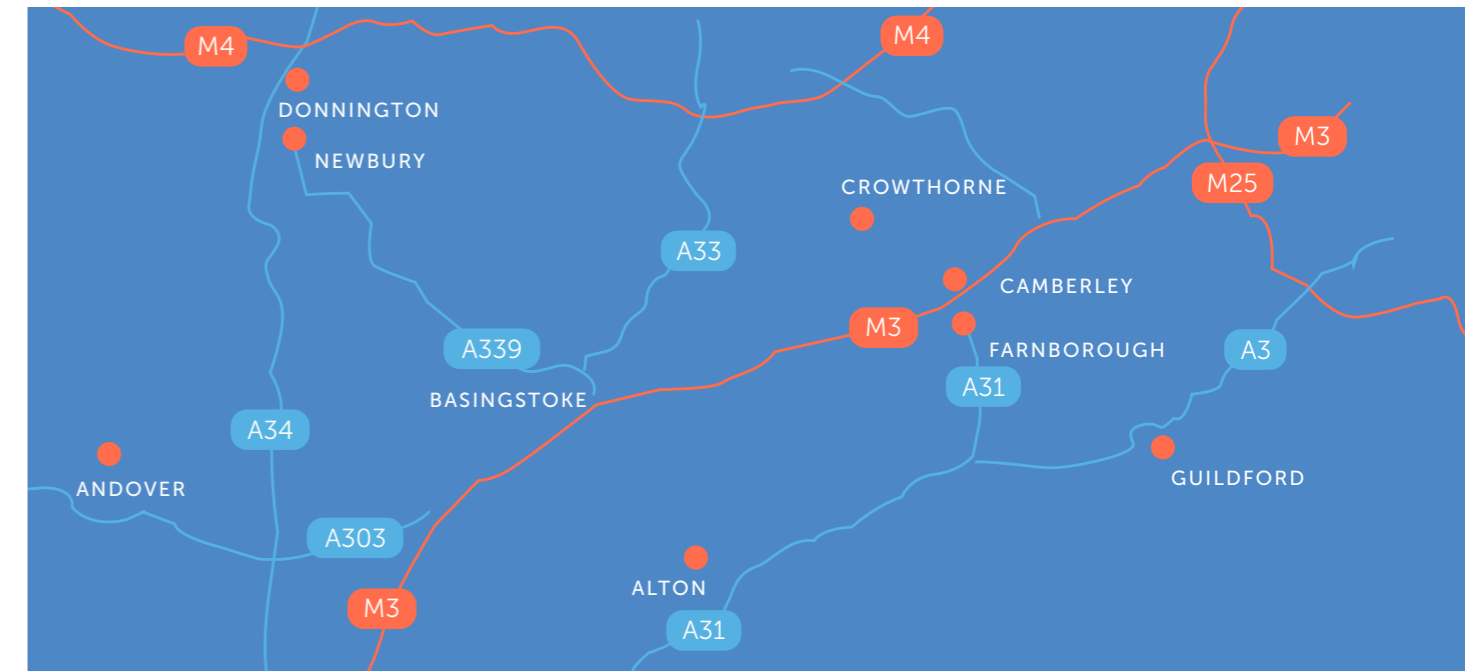
Offers vocational qualifications through full-time and part-time courses, as well as apprenticeships, T-levels and Access courses to higher education. They also offer higher education diplomas in Science, Medicine and Medical Sciences.

- 'Outstanding' Ofsted rating
- 98.8% Pass rate for BTEC courses
- 96.8% pass rate for T-Levels
- 1,587 students enrolled in 2024 with numbers forecast to increase



Beyond Basingstoke

- Farnborough College of Technology
- Andover College
- Newbury College
- Yateley Sixth Form College
- Trinity School Sixth Form College
- The Sixth Form College Farnborough
- HSDC Alton



A snapshot of A-Levels in Hampshire

- 2593 A level students in North Hampshire
- 83.8% Achieving at least two A levels¹

¹ <https://explore-education-statistics.service.gov.uk/data-catalogue/data-set/5a6b4bcd-1ae4-4f37-8a6e-6da96be112df>

A warm welcome from the business community

Local businesses and organisations recognise the importance of access to a skilled workforce to support growth and innovation.

Many have expressed their support for a university presence in Basingstoke, including Thermo Fisher Scientific, NHS Hampshire Hospitals Foundation Trust, LG Motion, Queen Mary's College and the Hampshire Chamber of Commerce.



Space to meet your ambitions

Basing View

Basing View is a 65-acre business district in central Basingstoke, located next to the railway station and town centre. With major occupiers including The AA, Eli Lilly and Company, Network Rail and Sovereign Network Group, it offers affordability and accessibility with strong transport links to the M3 and London via train in 40 minutes.

The council owns several sizeable development plots at Basing View and is committed to unlocking their potential to support sustainable development through innovative, viable regeneration that aligns with placemaking and economic growth objectives. The emerging Local Plan seeks to build on the importance of Basing View as a strategic employment area and location for new homes whilst acknowledging the benefits of a complementary mix of uses to create a vibrant premier town centre business district.

The council is currently exploring opportunities to secure a long-term funding or investment partner to help deliver a portfolio of development sites across the town centre and Basing View. Market interest continues to be strong, including in the potential higher education element.

This makes Basing View a uniquely attractive opportunity for a higher-education partner, as the council's ownership of multiple development plots allows for flexibility in size and scale, and offers long-term capacity to grow into a significant education presence within a major strategic employment district.



Plot Z - Fanum House

A large site on the eastern side of Basing View, formerly known as Fanum House, the previous headquarters of The AA. This prime development opportunity is ideal for office, residential, mixed-use, or educational schemes. Existing plans and various surveys are available, offering a strong foundation for future growth.

Size

Plot of 7.8 acres with 225,000 sq ft of existing office premises and a 500-space multi-storey car park.

Development potential

- A new build campus incorporating educational and office space
- Purpose-built student accommodation
- 500 space multi-storey car park



Plot W1

Adjacent to Fanum House, Plot W1 offers an exceptional opportunity for a cohesive development within Basing View. Its proximity to Plot Z enhances development value and supports a complementary, phased strategy.

Size

Approximately 1.1 acres (50,000 sq ft) of existing 110 space surface car park.

Alongside Plot Z, the site could accommodate

- a clustered campus model
- phased expansion plans
- additional car parking
- suitable for ancillary users such as student services, small teaching blocks, innovation or enterprise space

Plot W2

Strategically located along Gresley Road with excellent links to the M3, this vacant plot provides a compact yet high-impact development opportunity within Basing View. Its adjacency to key development sites makes it ideal for either standalone or complementary uses, strengthening access and long-term viability. A feasibility study for a multi-storey car park option is available.

Development potential

- 31,500 square foot educational or office space
- 71 car parking spaces
- additional multi-storey car parking for plot W1 if developed in conjunction



Plot V - Lower Basing View car park

Located next to PLANT, a Grade II listed building, and adjacent to Eastrop Park, this plot offers a rare combination of heritage, green space, and development potential. Its setting allows for a high-quality, contemporary work or educational space that respects its historic context while benefiting from park-side appeal.

Size

1.4 acres (60,000 sq ft) of existing 105 space surface car park.

Development potential

- 90,500 square foot educational or office space with 216 car parking spaces
- new purpose-built student accommodation
- park-side location adjacent to Eastrop Park
- suitable for ancillary users such as student services, small teaching blocks, innovation or enterprise space



Plot J

Located in the centre of Basing View, this vacant plot benefits from full planning permission for a Grade A office development. Currently under a short-term licence as an off-site compound, it remains flexible for transition to a long-term commercial asset. With planning already in place, Plot J offers an opportunity for immediate delivery.

Size

0.8 acres available for development.

Development potential

- 45,000 to 62,710 sq ft educational office with shared car park
- central location with good visibility
- full planning permission obtained and existing consent could be adapted to accommodate teaching, research, or professional training uses



Plot K

A strategically positioned vacant plot in the centre of Basing View, offering a prime opportunity for a modern office development. Outline planning permission has been granted for a five-storey building with an existing multi-storey car park to the rear of the plot, shared with Plot K1 (Eli Lilly and Company). The site is currently vacant and supported by feasibility studies and preliminary design input, streamlining the delivery process.

Size

0.9 acres available for development.

Development potential

- 53,690-66,047 sq ft educational or office space
- vacant plot
- central location with good visibility
- outline planning achieved, therefore reduced development risk
- 130 car parking spaces in an existing multi-storey car park to rear, therefore parking already exists and can be allocated to higher education provider



Plot C

Located in the western gateway of Basing View and within walking distance of Basingstoke train station, this highly accessible site offers flexible development potential. Its gateway location and excellent transport links make it suitable for a range of uses.

Development potential

- 38,266-45,628 sq ft educational or office space, or;
- 80 to 200 units new purpose-built student accommodation
- Vacant plot
- Gateway location close to train and bus station



Town centre

Located on the doorstep of Basingstoke train station, the town centre attracts local and regional shoppers. The area includes The Malls Shopping Centre which is owned by the council, the historic Top of the Town and Festival Place which is home to 150 stores, 200 big brands and 35 eateries, and has recently had a multitude of new openings, including Søstrene Grene, MANGO and Superbowl UK.

A masterplan adopted by the council in 2022 identifies key development opportunities for a dynamic mix of retail, F&B, residential and office uses across several sites, and the council is now considering ways to accelerate delivery in parallel with the emerging local plan and its policies. Delivery of the masterplan has been structured into phases, with the council actively seeking a major investment partner to help advance the priority sites. These include Top of the Town, London Road, and The Malls/Station Approach.



Current opportunities in the town centre

Civic Campus

The Civic Campus offers an ideal opportunity for office, residential or higher education use. This 2.6-acre redevelopment site is located near the High Street and overlooks War Memorial Park, a popular Georgian park and event venue. It is approximately 1.5 miles from Junction 6 of the M3.

Size: 2.6 acres. The campus includes the Deanes (35,000 sq ft), Parklands (30,000 sq ft), and Goldings (7,500 sq ft) buildings. Eastlands I provides 10,487 sq ft, and Eastlands II 4,321 sq ft. Total internal floor area: ~90,000 sq ft.

Development potential

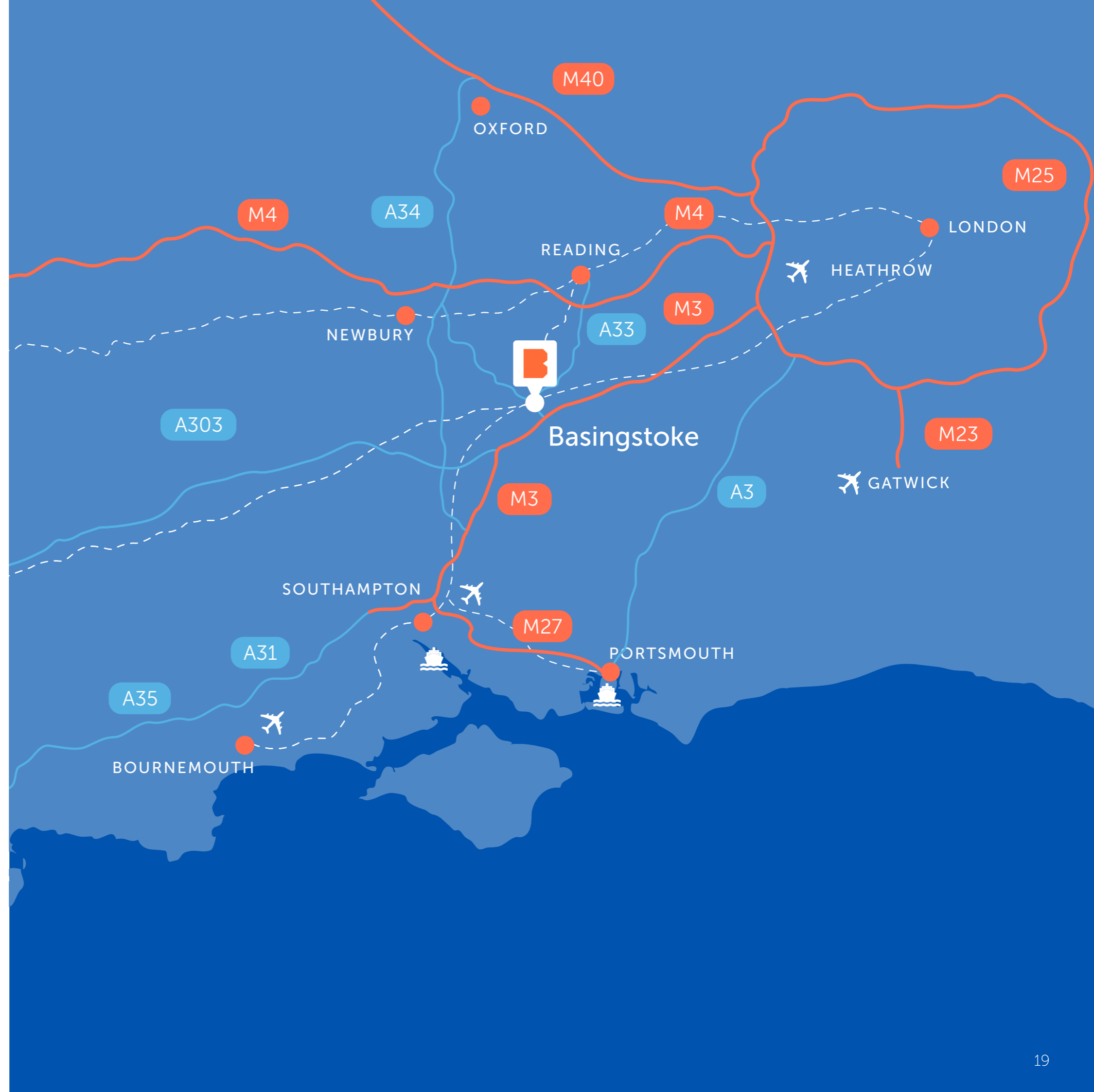
Existing suite of five buildings to be refurbished and could accommodate

- single campus incorporating educational space and office or back of house and student services with an established civic setting
- allows early occupation or phased refurbishment, reducing upfront capital costs compared to a new build
- adjacent to War Memorial Park, supporting wellbeing, events, graduation and a visible civic presence
- purpose-built student accommodation
- 260 car parking spaces already exist
- central town centre location with a 10 minutes' walk to train and bus stations



An excellent location

Situated within easy reach of major urban centres but without the high overheads, Basingstoke is supported by transport infrastructure that offers superb connectivity.



Well connected

London
45 minutes

London Heathrow
45 minutes

London Gatwick
1 hour

Farnborough Airport
25 minutes

Southampton Airport
40 minutes

Portsmouth port
55 minutes

Southampton Freeport
45 minutes

A strong, diverse economy

The borough is home to established businesses such as Eli Lilly and Company, Vitacress, Fujitsu, AA, Lenovo, Sony, Aecom and Lavazza. We have the space, connections, and wide-ranging talent for future success, and this is evident in our high start-up success rate of 94.8% that sees 830 firms surviving their first year. The borough's strategic position in north Hampshire creates a magnet for skilled talent.

The site is in the heart of the business community and is perfect for a separate campus whilst enjoying opportunities for socialising, great transport connections, shopping and leisure opportunities. It has really great access to green space both close by and within easy reach of walking and cycling.

£7.88 billion
local economy value

7,210
Home to 7,210 businesses

94.8%
start-up one-year survival rate

£113 million
investment attracted by local companies in last five years



Priority sectors

Digital tech

Digital and tech has been classed as one of the local economy's priority sectors due to its high density and economic output, earning Basingstoke the nickname 'Silicon Suburb'. With 1,155 digital tech companies and over 8,000 jobs, the sector plays a vital role in the local economy. Total GVA for the information and communication sector was £730 million in 2022.

Financial and professional services

We offer a business location with a wealth of experience. It is why the AA was one of the first multi-nationals to move here in 1973 and why many businesses have followed, including BNP Paribas and Sun Life Financial. Whether you are a financial provider looking to locate near like-minded businesses, thinking about where to locate your support functions or looking to improve your operational efficiency, Basingstoke has attracted business in this sector for many years.

Manufacturing and engineering

Throughout history, Basingstoke has been the home of many large-scale and famous manufacturers such as Burberry and Thornycroft. In recent history, the borough has continued to grow its manufacturing sector, calling itself home to big names that include Honeywell, Thermo Fisher and De La Rue. With £13.3m funds raised in the last five years, local manufacturing businesses have the resources available for research and development that will bring new innovative products to market.

Pharma and Med-tech

Scientific research and development is a sector that is rapidly improving and searching for the solutions to the problems of tomorrow. Many businesses are making Basingstoke their home to facilitate this development, including Eli Lilly and Company, Crescent Pharma, and Genus. With 762 companies and 2,600 employees, this sector forms an important part of the local economy.

Further important sectors

Health and Care: the largest employer in the borough
Construction: the fifth largest employer in the borough
Wholesale, Retail and Leisure services.

A thriving place

Residents in Basingstoke and Deane report a high level of satisfaction, with the latest survey showing a rate of 89%.

This figure has remained consistently strong in recent years and is well above the national average of 75%.



84%

of the population is economically active, compared with the whole of Great Britain at 79.2%

Top 10%

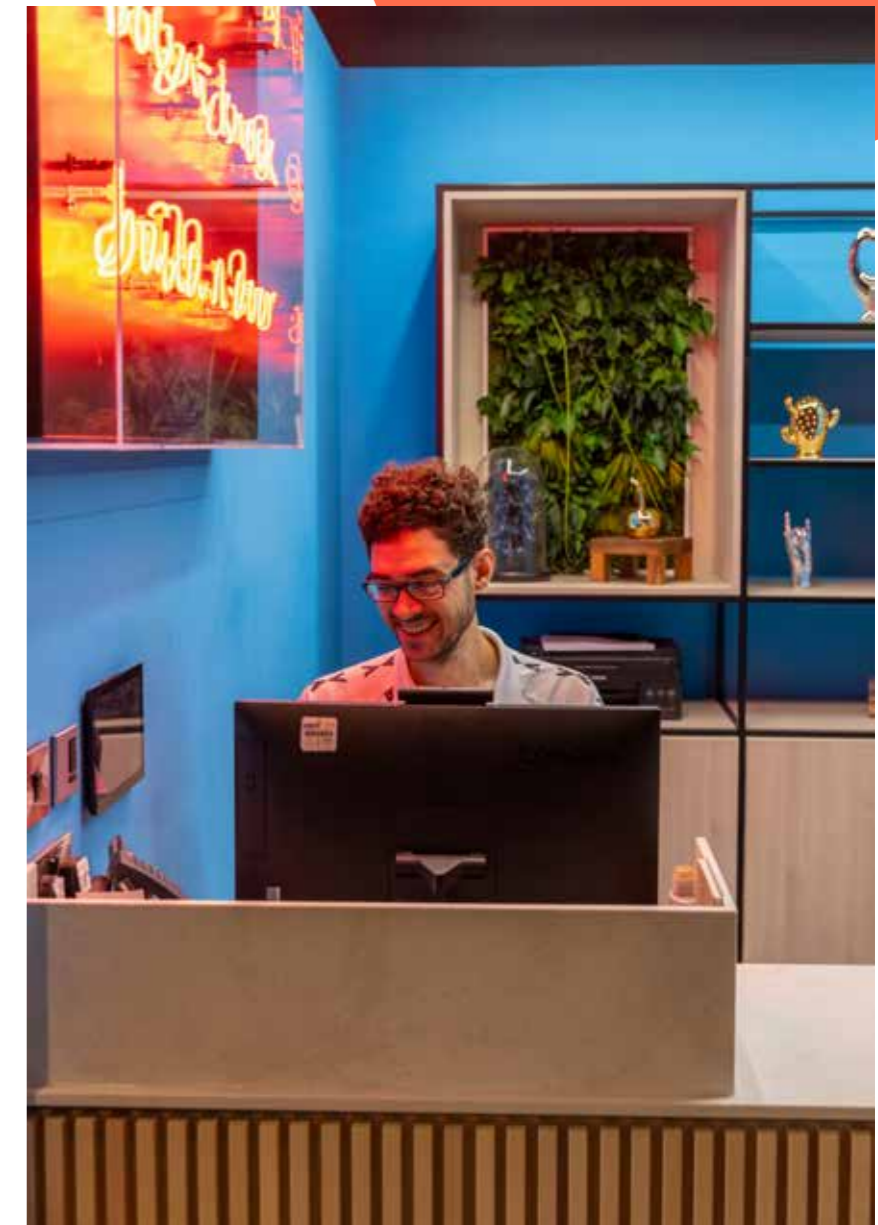
GVA per hour worked is £50.30, placing Basingstoke in the top 10% in the UK

£823

The average weekly earnings per resident

£350,000

Median house price



A well-balanced lifestyle

Basingstoke and Deane is a powerhouse of cultural, heritage and leisure activity and its diverse programming is a source of energy and community spirit.

From a modern concert hall presenting renowned international symphony orchestras to the annual Basingstoke Festival and Love Basingstoke town centre events programme, there is enough on to uplift anyone.



The borough boasts a wealth of sports and leisure clubs catering for a wide and diverse range of activities. From esports to indoor skydiving, our facilities have helped to produce athletes who compete successfully at national and international level, including in taekwondo, table tennis and dance.



In Basingstoke and Deane, miles of countryside will take you from screen to green, restoring a healthier balance in work and life.

Inspiring year-round programme

Basingstoke Festival: the annual outdoor arts festival that attracts 6,000 visitors with 80 performances across three weekends

Anvil Arts: the largest performing arts organisation in Hampshire operating three remarkable cultural venues in Basingstoke, and presenting world-class artists, comedians and musicians

Whitchurch Silk Mill: a working museum in rural Hampshire, preserving traditional weaving techniques

iFLY: host of the British Indoor Skydiving Nationals

Basingstoke Half Marathon: the annual race that attracts 1,000 runners and has a gold rating on RaceCheck



Let's talk

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As a proactive, pro business partner, we look forward to working closely with you to bring a new university campus to the region.

As a major local landowner, we can offer competitive terms and invest directly in a shared ambition to create a centre for academic excellence, innovation and business collaboration at the heart of the town.

A variety of town centre locations are available, from existing buildings and development sites to mixed-use and redevelopment opportunities. Let us work with you on removing barriers and making key introductions and let's bring prosperity to the region for future generations to continue to thrive.

With our expert local knowledge, we will support you by:

- identifying the right property and securing competitive terms
- providing research and analysis to support a strong business case
- introducing you to local businesses and organisations
- coordinating internal support to ensure a smooth delivery process.

We are here to answer any questions and work with you on the next steps.

