



*Basingstoke
and Deane*

What is Basingstoke and
Deane Borough Council
doing for business?

A guide for companies



Why read this guide?

Basingstoke and Deane Borough Council means business. This guide provides an overview of what is being done to keep businesses and our economy booming in the borough.

It will tell you what action is being taken by the council and how it is working with other organisations to secure long term growth, encourage inward investment, create jobs and support enterprise and innovation, as well as improving skills in the local workforce.

You can also find out how to get involved and sign up for regular updates about business initiatives and events, as well as contact details for organisations supporting business in the borough.

More information about the council's plan for supporting local businesses and the economy is detailed in *Driving Economic Prosperity for Basingstoke and Deane*, the borough's economic development strategy. A copy is available to download from www.basingstoke.gov.uk/business or by calling 01256 844844 or emailing business@basingstoke.gov.uk

What businesses told us is important:

- Appropriate advice and support so they can thrive and grow.
- Access to higher education resources to support innovation.
- Improved transport and infrastructure for the future.
- A broad base of employment in the borough with residents having the appropriate skill levels.
- Continued investment in making the borough an attractive place to live, work and visit, with modern business parks, industrial estates, retail centres and cultural facilities.
- Business agencies and local authorities working together to support prosperity across the region.

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What have we done?

North Hampshire and M3 Corridor Economic Board

Many issues raised by businesses cross over the boundaries of Basingstoke and Deane. Therefore, the council in partnership with local authorities in Hampshire, Berkshire and Surrey, has set up an economic board which will encourage inward investment to the area and improve skills and educational opportunities. Other key priorities for the board will be tackling transport issues such as congestion at junction six of the M3.

Improving higher education facilities

A bid to the Higher Education Funding Council for England is being made, which if successful, will provide money to expand higher education facilities in the borough.

One of the key focuses will be on providing continuous professional development courses so that businesses

have the opportunities locally for staff to develop their skills to a level which is not currently offered in the borough.

Creating a centre for innovation and learning

The council is working closely with key partners to develop a business incubation centre to encourage enterprise, innovation, research and development in the borough. Start-up hi-tech businesses will receive vital support and will be able to share their knowledge in small business and learning 'incubation' units.

This is part of a longer term aspiration to bring colleges and universities together with businesses to create a 'learning campus' to support innovation and raise academic achievement.

Visit: www.basingstoke.gov.uk/learningcampus

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Next generation broadband

Basingstoke is one of only two towns in the South East which will get 'next generation access' fibre-based broadband. By 2010, new cabinets will be installed which will lay the foundations to bring high-speed broadband to key parts of Basingstoke.

This will be the start of ensuring Basingstoke's residents and businesses have the best access speeds to the digital world.

Regenerating Basing View

The council is preparing the ground for major regeneration works in the town's business heart.

Buildings which blight the area are set to be demolished next year along with public area improvement works to enhance the appearance of the business park.

Behind the scenes, the council is preparing a long-term master plan. The overall concept includes proposals for improving road and transport access to and from the town and providing much needed facilities such as hotels, gym and restaurants.

Visit: www.basingstoke.gov.uk/basingview

Retail and cultural improvements

Refurbishment of The Malls shopping centre and the creation of a landmark gateway entrance to the town at Alencon Link will begin next year. The formation of a 'cultural quarter' with independent, boutique-style shops and creative businesses at the top of town is being considered.

This is part of a central vision for the town to improve its appeal and create distinct and attractive 'places' for shoppers, visitors and employees alike.

Visit: www.basingstoke.gov.uk/go/centralareavision

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Plans for the new-look Malls shopping centre



Funds and support for business

The council set up an independent venture capital company called 3en Ventures. It invests money in hi-tech companies with growth potential, supporting and encouraging entrepreneurs to grow their businesses in the borough.

This venture is now also being used to help borough businesses in trouble during the recession. A new Lifeline fund, which matches money raised by banks or other financial institutions, helps small or medium sized business with short-term cash flow problems. The fund, which can be accessed quickly in approximately 28 days, could loan up to £25,000 at affordable rates of interest.

Visit: www.3enventures.com or www.lifelinefund.co.uk

Sustainable business support

A sustainable business network has been established to support companies and help them to reduce their carbon footprint. It provides advice and training for small to medium sized businesses to adapt or mitigate their impact on the environment.

Visit: www.the-sbp.co.uk

Attracting business to Basingstoke

Destination Basingstoke is the marketing company for the borough which has been set up to promote Basingstoke and Deane as a great place to live, work and do business. It supports the council in providing information to companies looking to re-locate to the area as well as targeting companies looking to invest in the South East.

Visit: www.destinationbasingstoke.co.uk

This is just a taster of some of the real progress and actions the council is taking with partners to support business and keep the economy vibrant now and in the future. More details about the key aims and activities planned for the borough can be found in the council's economic development strategy *Driving Economic Prosperity for Basingstoke and Deane*.

3en
Ventures
lifeline



How can you get involved?

Borough business partnership

The borough business partnership brings together many of the borough's top business leaders to debate and discuss issues that get to the heart of what matters to the local and regional economy. The partnership helps set the future strategic direction for the borough's economy.

Eye on business

You can sign up for the council's electronic business bulletin updates. You'll be the first to know about any events, current news and developments affecting business in the borough.

Local Business Partnership

The Local Business Partnership enables businesses and regulators in the Basingstoke and Deane area to work closer together. The aim is to make it easier for the business community to comply with regulations, by ensuring they are given clear information and

user-friendly advice through quarterly meetings, email updates and the *Connect* newsletter.

The partnership is about creating a new relationship between businesses and the regulators. The council will work with you to provide practical help, advice and information on legislation relevant to your company.

Business events

The council and its partners run business advice and information seminars and conferences throughout the year. 'A Question of Business' panel-style debates give businesses the opportunity to challenge local authority and business leaders about the key issues affecting businesses in the area and to help to find solutions.

If you want to be involved in any of the initiatives above please contact Andy Dowling, Business Support Officer, on 01256 845359 or email andrew.dowling@basingstoke.gov.uk

Become a business ambassador

Could you fly the flag for the borough? Become a Basingstoke ambassador and help promote the borough through your professional contacts and business as the place where you have found success.

Contact: felicity.edwards@destinationbasingstoke.co.uk
or call 01256 461167



Useful contacts

Basingstoke and Deane Borough Council

Business Relationships Team

www.basingstoke.gov.uk/business

01256 845359

business@basingstoke.gov.uk

Hampshire County Council

Economic Development Office

www3.hants.gov.uk/business

01962 846381

economic.development@hants.gov.uk

Hampshire Economic Partnership

www.hep.uk.com

023 8076 8833

info@hep.uk.com

Thames Valley Innovation Growth Team

www.innovationgrowth.co.uk/thamesvalley

0118 935 7369

thamesvalley@innovationgrowth.co.uk

South East of England Development Agency

www.seeda.co.uk

01483 484200

Business Link

www.businesslink.gov.uk

0845 600 9 006

info@businesslinksoutheast.co.uk

3en Ventures

www.3enventures.com

www.lifelinefund.co.uk

01256 636451

For more useful contacts visit:

www.basingstoke.gov.uk/business/support/links