

BASINGSTOKE & DEANE BOROUGH COUNCIL

**BASINGSTOKE & DEANE EMPLOYMENT LAND REVIEW - JAN 2009
EMPLOYMENT AREAS ASSESSMENT**

Basingstoke & Deane Employment Land Review Jan 2009 - Employment Areas Assessment											
NOTES											
Quality codes used in the assessment											
<i>Grade A: New or completely refurbished – top specification</i>											
<i>Grade B: Previously occupied – modern, good specification</i>											
<i>Grade C: Previously occupied – average specification</i>											
<i>Grade D: Previously occupied – poor quality location or dated/poor specification</i>											
Estate/employment area	Main B use	Estate/ employment area	Size of area (approx ha)	Prestige/identity	Prominence	Public realm	Parking/circulation	Local amenities	Road access	Total for scored items	
Hampshire International Business Park	Office	LESS THAN 10 HA									
Chineham Business Park	Office	Coronation Road	1.0	6	2	5	5	4	4	26	
Land south of Chineham Business Park	Mix	Moniton	2.4	5	7	2	8	6	5	33	
Coronation Road	Mix	Kingsclere	2.4	8	8	8	6	6	7	43	
West Ham	Ind	Beggarwood	3.0	6	9	7	8	6	8	44	
Beggarwood	Office	Bramley (Campbell Court)	3.5	7	4	8	7	6	6	38	
Kempshott Park Industrial Estate	Mix	Land south of Chineham Business Park	4.0	7	8	4	6	8	8	41	
Brighton Hill	Ind	Whitchurch (Ardglen)	4.1	7	4	7	6	7	5	36	
Daneshill East	Ind	Kempshott Park Industrial Estate	5.0	4	2	4	6	6	3	25	
Land north of Daneshill East	Ind	GREATER THAN 10 HA									
Daneshill West	Ind	West Ham	12.8	7	6	6	7	7	8	41	
Houndmills	Ind	Brighton Hill	15.0	8	10	4	6	6	8	42	
Moniton	Ind	Basing View	21.0	8	10	7	8	8	9	50	
Viables	Office	Daneshill West	22.5	7	8	6	6	4	9	40	
Basing View	Office	Daneshill East	24.0	7	9	6	6	4	9	41	
Kingsclere	Office	Hampshire International Business Park	26.0	10	8	10	10	6	7	51	
Whitchurch (Ardglen)	Ind	Chineham Business Park	33.0	10	8	10	10	8	8	54	
Bramley (Campbell Court)	Office	Viables	40.0	10	9	9	9	4	8	49	
		Land north of Daneshill East	51.0	8	9	6	6	5	8	42	
		Houndmills	99.0	9	9	7	7	6	8	46	

Basingstoke & Deane Employment Land Review Jan 2009 - Employment Areas Assessment								
SCORE SUMMARY								
Estate/employment area	Size of area (approx ha)	Prestige/identity	Prominence	Public realm	Parking/circulation	Local amenities	Road access	Total for scored items
Hampshire International Business Park	26.0	10	8	10	10	6	7	51
Chineham Business Park	33.0	10	8	10	10	8	8	54
Land south of Chineham Business Park	4.0	7	8	4	6	8	8	41
Coronation Road	1.0	6	2	5	5	4	4	26
West Ham	12.8	7	6	6	7	7	8	41
Beggarwood	3.0	6	9	7	8	6	8	44
Kempshott Park Industrial Estate	5.0	4	2	4	6	6	3	25
Brighton Hill	15.0	8	10	4	6	6	8	42
Daneshill East	24.0	7	9	6	6	4	9	41
Land north of Daneshill East	51.0	8	9	6	6	5	8	42
Daneshill West	22.5	7	8	6	6	4	9	40
Houndmills	99.0	9	9	7	7	6	8	46
Moniton	2.4	5	7	2	8	6	5	33
Viables	40.0	10	9	9	9	4	8	49
Basing View	21.0	8	10	7	8	8	9	50
Kingsclere	2.4	8	8	8	6	6	7	43
Whitchurch (Ardglen)	4.1	7	4	7	6	7	5	36
Bramley (Campbell Court)	3.5	7	4	8	7	6	6	38
EMPLOYMENT AREA RANKED BY ASCENDING TOTAL SCORE								
Estate/employment area	Size of area (approx ha)	Prestige/identity	Prominence	Public realm	Parking/circulation	Local amenities	Road access	Total for scored items
Kempshott Park Industrial Estate	5.0	4	2	4	6	6	3	25
Coronation Road	1.0	6	2	5	5	4	4	26
Moniton	2.4	5	7	2	8	6	5	33
Whitchurch (Ardglen)	4.1	7	4	7	6	7	5	36
Bramley (Campbell Court)	3.5	7	4	8	7	6	6	38
Daneshill West	22.5	7	8	6	6	4	9	40
Daneshill East	24.0	7	9	6	6	4	9	41
Land south of Chineham Business Park	4.0	7	8	4	6	8	8	41
West Ham	12.8	7	6	6	7	7	8	41
Brighton Hill	15.0	8	10	4	6	6	8	42
Land north of Daneshill East	51.0	8	9	6	6	5	8	42
Kingsclere	2.4	8	8	8	6	6	7	43
Beggarwood	3.0	6	9	7	8	6	8	44
Houndmills	99.0	9	9	7	7	6	8	46
Viables	40.0	10	9	9	9	4	8	49
Basing View	21.0	8	10	7	8	8	9	50
Hampshire International Business Park	26.0	10	8	10	10	6	7	51
Chineham Business Park	33.0	10	8	10	10	8	8	54

Basingstoke & Deane Employment Land Review Jan 2009 - Employment Areas Assessment		
Estate/employment area	name	Hampshire International Business Park (HIBP)
Reference	ref	1
Type, identity, role and prominence	score	10
Established or potential office locations	1	Established or potential office locations
Research and Technology/Science Parks	3	
Warehouse/Distribution Parks	4	(some B8 use)
General/Industrial Business Areas	5	
Incubation/SME Cluster Sites	7	
Specialised use (depots etc)	8	
Multiple classifications (flag if more than one shown above)	m	M
Character of area, its prestige and business identity	comment	Well established and attractive business park.
Comment on the 'role' of the area now	comment	A campus style environment with low density development, mature trees and high quality landscaping. Well suited to HQ type buildings for large employers.
Prominence	score	8
	comment	The site lacks prominence from other parts of Basingstoke or the major road or motorway network, but has sufficient critical mass to have good market profile
Base information		
Size of site/employment area (approx)	ha	26
Nature of use and businesses here	comment	Large occupiers include Shire Pharmaceuticals and Alberto-Culver. There is a mix of office and warehouse operations but the impression is very much of a classic, out-of-town office park
Comment on any floorspace for sale/vacant	comment	The availability is in the form of several plots offering capacity for further B-class development. See also vacancies at Chineham Business Park (very nearby).
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	Four main sites and these have significant capacity (circa 7 ha for about 25,000 sq m of office space) but the majority is potentially spoken for, being held by owner occupiers for possible expansion of their businesses. This leaves the Aurum site which we are informed offers space for about 16,900 sq m.
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	004GA: 0040H: 0040J (see also ref 64109 re planning permission for offices on the 'Aurum' site): 0040K#
Urban, urban edge, outside urban, rural	state	Urban edge
PDL	y or n	Majority is PDL. Main exception is the undeveloped Aurum site on north east edge of business park.
Quality of buildings/environment		
Approx age	decade	1980s/90s+
	comment	Generally regarded as space that is sufficiently 'modern' to be refurbished occasionally rather than demolished.
Typical quality coding(s) for area - A/B/C/D	code	B
Comment on any significant differences within area	comment	The main difference is between built space and the vacant plots awaiting future development.
Noise/pollutants (no detailed inspections made)	comment	
State of external areas and public realm	score	10
	comment	Very presentable business park
Parking, internal circulation and servicing	score	10
	comment	Some decked parking has been built to help satisfy occupiers' requirements.
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	The existing standard of development achieved suggests that offices rather than other uses would be most appropriate.
Perception of wider environmental quality	comment	Benefits from mature trees and the attention paid to planting and landscaping work.
Local amenities	score	6
Local amenities/facilities for workforce	distance/facilities	None within HIBP itself but less than 0.5 mile from facilities present on Chineham BP. Chineham District Centre which includes 3 convenience shops (including Tesco and Iceland), 17 comparison shops and 9 services (including banks, estate agent, health and beauty, laundrette and a post office) is approx 1.5 miles away.
	comment	See also Chineham Business Park (nearby).
Strategic access or role		
Strategic access	distance	HIBP has indirect access onto the A33 via Lime Tree Way and Crockford Lane. Southampton is approximately 34 miles from the business park and the nearest railway station is at Basingstoke, approx 4 miles away
Ease of access to main road network	score	7
	comment	Shares one principal means of access with Chineham Business Park, which can be congested at busy times. Another, minor, access is available to the north of this employment area
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	Close to railway line but no direct access.
Comment on any site development constraints or amenity issues affecting the area if known	comment	Close to railway line on eastern boundary.
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	Chineham
Workforce catchment	comment	Somewhat separated from residential areas by the railway line to the east and there is woodland to the west
Public transport	distance/frequency	Chineham Arms to Brighton Hill via Basingstoke TC bus service (10 mins freq). Bus stop 1.2km walk away. No on-estate bus services. We are advised there may be potential for a new railway station at Chineham (status not checked).
Market conditions/perception of demand		
Comments on local demand/market segments	comment	Well suited to large companies requiring buildings standing in their own grounds. Examples include office occupiers, data centres and secure storage
Differences short/medium/long term?	comment	Likely to remain an important business park for the area, albeit reliant upon access by motor car at present. Some businesses may prefer a town centre location for better access to retail/leisure amenities and the train station
Local or inward investment potential	comment	Ideal location to promote for inward investment due to the quality of the buildings and their setting.
Large, medium or small units?	comment	L/M
Recent activity of note	comment	
Likely demand and viability without public sector intervention or change of use	comment	Market led (we note the long term availability of the 'Aurum' site which may suffer from competition further south within Chineham Business Park, and possibly Basing View depending when redeveloped).
Comment on the 'role' of the area in future	comment	Ongoing role as an attractive business park. Ideally, the large companies should be consulted on their long term plans as part of an ongoing economic development initiative. A dedicated railway station may raise the location's appeal but we have not investigated this possibility.
Total for scored items	sum	51
Scope for intensification of use through more efficient use of land over time	comment	The relatively low density makes for an attractive setting and gives the owner occupiers room for expansion. The density could be increased but this should be judged against the area's transport capacity and demand for parking.
Conclusion regarding retention or change of use	category	Well defined employment area to retain. Makes a distinct contribution to Basingstoke's offer.
Author: Simon Ward BSc MRICS		

Basingstoke & Deane Employment Land Review Jan 2009 - Employment Areas Assessment		
Estate/employment area	name	Chineham Business Park
Reference	ref	2
Type, identity, role and prominence	score	10
Established or potential office locations	1	Established or potential office locations
Research and Technology/Science Parks	3	
Warehouse/Distribution Parks	4	(some B8 use)
General/Industrial Business Areas	5	(some industrial uses within the overall area)
Incubation/SME Cluster Sites	7	
Specialised use (depots etc)	8	
Multiple classifications (flag if more than one shown above)	m	m
Character of area, its prestige and business identity	comment	Well established and attractive business park.
Comment on the 'role' of the area now	comment	A campus style environment with low density development, mature trees and high quality landscaping. Well suited to HQ type buildings for large employers; scope for smaller companies to be accommodated here too (note that Regus offers serviced office suites here).
Prominence	score	8
	comment	The site lacks prominence from other parts of Basingstoke or the major road or motorway network, but has sufficient critical mass to have good market profile. The 'red man' roundabout is a strong local identifier
Base information		
Size of site/employment area (approx)	ha	33
Nature of use and businesses here	comment	Occupiers include Motorola, Centerprise, Peek Traffic, Arjo Wiggins, Fitness First, Kids Unlimited (nursery/creche), Infortrend and Regus amongst others. Similar business park/campus style environment to Hampshire International Business Park (HIBP). Development also includes a gym and restaurant.
Comment on any floorspace for sale/vacant	comment	Examples include "Central 40" - a new office building just completed, offering some 41,836 sq ft. "South 60" is also on the market and offers 10,877 sq ft
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	Five main sites although one now has a new office development and another is not yet allocated. The three remaining sites extend to 4.84 ha for potentially 24,260 sq m of accommodation.
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	0010L; 0010K; 0010J
Urban, urban edge, outside urban, rural	state	Urban edge
PDL	y or n	Majority is PDL. Main exceptions are undeveloped sites at Larchwood, Spindlewood and Elderwood.
Quality of buildings/environment		
Approx age	decade	Up to 2008
	comment	Includes brand new space
Typical quality coding(s) for area - A/B/C/D	code	A/B/C
Comment on any significant differences within area	comment	The main difference is between built space and the vacant plots awaiting future development. The presence of Regus is also important as they offer space for small and growing businesses
Noise/pollutants (no detailed inspections made)	comment	
State of external areas and public realm	score	10
	comment	Very presentable business park
Parking, internal circulation and servicing	score	10
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	A largely self-contained employment area.
Perception of wider environmental quality	comment	Benefits from mature trees and the attention paid to planting and landscaping work.
Local amenities	score	8
Local amenities/facilities for workforce	distance/facilities	Fitness centre, nursery, restaurant/bistro located on Chineham BP. Chineham District Centre is approx 1 mile away.
	comment	See also Hampshire International Business Park (nearby).
Strategic access or role		
Strategic access	distance	Chineham BP has indirect access onto the A33 via Crockford Lane. Southampton is approximately 33 miles from the business park and the nearest railway station is at Basingstoke, approx 3 miles away
Ease of access to main road network	score	8
	comment	Can be congested at busy times and the alternative access to the north of this employment area is a minor one
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	Close to railway line but no direct access.
Comment on any site development constraints or amenity issues affecting the area if known	comment	Close to railway line on eastern boundary.
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	Chineham
Workforce catchment	comment	Somewhat separated from residential areas by the railway line to the east and there is woodland to the west
Public transport	distance/frequency	MEPC peak and lunch time bus service between business park and Basingstoke station only. 15 mins frequency with stops around the estate. We are advised there may be potential for a new railway station at Chineham (status not checked)
Market conditions/perception of demand		
Comments on local demand/market segments	comment	Well suited to large companies requiring buildings standing in their own grounds. Helped by on-site creche, gym etc.
Differences short/medium/long term?	comment	We understand that there is a general strategy of estate improvement over time.
Local or inward investment potential	comment	Ideal location to promote for inward investment due to the quality of the buildings and their setting.
Large, medium or small units?	comment	L/M/S
Recent activity of note	comment	New construction of offices - monitor outcome as it will be an indicator of possible demand for other parts of the business park and land within Hampshire International Business Park, including 'Aurum'
Likely demand and viability without public sector intervention or change of use	comment	Market led.
Comment on the 'role' of the area in future	comment	Ongoing role as an attractive business park. Ideally, the large companies should be consulted on their long term plans as part of an ongoing economic development initiative
Total for scored items	sum	54
Scope for intensification of use through more efficient use of land over time	comment	The relatively low density makes for an attractive setting and gives the owner occupiers room for expansion. The density could be increased but this should be judged against the area's transport capacity and demand for parking.
Conclusion regarding retention or change of use	category	Well defined employment area to retain. Makes a distinct contribution to Basingstoke's offer.
Author: Simon Ward BSc MRICS		

Basingstoke & Deane Employment Land Review Jan 2009 - Employment Areas Assessment		
Estate/employment area	name	Land south of Chineham Business Park
Reference	ref	3
Type, identity, role and prominence	score	7
Established or potential office locations	1	(some office and ancillary office use)
Research and Technology/Science Parks	3	
Warehouse/Distribution Parks	4	
General/Industrial Business Areas	5	General/Industrial Business Areas
Incubation/SME Cluster Sites	7	
Specialised use (depots etc)	8	
Multiple classifications (flag if more than one shown above)	m	Mixed area of warehouse/industrial/business premises along with retail and car showroom uses.
Character of area, its prestige and business identity	comment	Well established as being in business use but has less prestige than the business park.
Comment on the 'role' of the area now	comment	More of an industrial estate than its close neighbour (Chineham Business Park).
Prominence	score	8
	comment	The car showroom to the south is prominent, The area also gains market profile from being en route to Chineham Business Park.
Base information		
Size of site/employment area (approx)	ha	4
Nature of use and businesses here	comment	Uses include industrial units (Marlborough Mews), glass clad, 1980s/90s, 'high tech' units (Parkview Business Centre) and some lower grade buildings in assorted uses. Occupiers range from Walkers Crisps and Anglian Windows to vehicle dismantlers a pet shop, hairdresser and Indian take-away restaurant. The car dealer represents Audi; other occupiers include TRS Motorsport and a window/conservatory company.
Comment on any floorspace for sale/vacant	comment	We noted four industrial units to let, totalling 24,575 sq ft and ranging from 3,246 sq ft to 9,773 sq ft in size.
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	The lower grade buildings are potential redevelopment sites, depending on the owners' intentions. These properties are in active use at present - a reminder of the need for 'unneighbourly' uses such as the scrapyard type operation
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	
Urban, urban edge, outside urban, rural	state	Urban
PDL	y or n	Y
Quality of buildings/environment		
Approx age	decade	1970s+
	comment	
Typical quality coding(s) for area - A/B/C/D	code	C/D
Comment on any significant differences within area	comment	Sharp contrast between the terrace of standard industrial units and the lower grade space.
Noise/pollutants (no detailed inspections made)	comment	
State of external areas and public realm	score	4
	comment	Low grade in places
Parking, internal circulation and servicing	score	6
	comment	
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	Car showroom nearby is very much more presentable and may set the tone for future development.
Perception of wider environmental quality	comment	Improves to the north as one enters the business park.
Local amenities	score	8
Local amenities/facilities for workforce	distance/ facilities	Chineham District Centre is approx 0.5 mile away.
	comment	
Strategic access or role		
Strategic access	distance	The employment area has direct access onto the A33 via Crockford Lane. Southampton is approximately 32.5 miles from the estate and the nearest railway station is at Basingstoke, approx 2.5 miles away.
Ease of access to main road network	score	8
	comment	Slightly closer to the main road than the business park.
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	
Comment on any site development constraints or amenity issues affecting the area if known	comment	Ongoing development would improve the visual appearance of the area and the approach to the business park.
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	Chineham
Workforce catchment	comment	Within easy reach of local housing estates.
Public transport	distance/ frequency	West Popley to South Ham via Basingstoke TC bus service (10 mins freq). Bus stop 700m away.
Market conditions/perception of demand		
Comments on local demand/market segments	comment	Clearly attracting demand, although the vacancy rate of the Marlborough Mews Industrial Estate (3/5 units vacant) is disappointing - monitor. The prominence of the car showroom is a key demand factor here.
Differences short/medium/long term?	comment	Would expect the market to bring about gradual redevelopment of the older stock over time.
Local or inward investment potential	comment	Mix
Large, medium or small units?	comment	M/S (the depth of the properties between the road and the railway line is a limiting factor for large firms)
Recent activity of note	comment	
Likely demand and viability without public sector intervention or change of use	comment	Market led.
Comment on the 'role' of the area in future	comment	Would expect the market to bring about gradual redevelopment of the older stock over time. Prominent site likely to remain a car showroom. May see the industrial units upgraded to offices depending on demand/supply balance in the business park
Total for scored items	sum	41
Scope for intensification of use through more efficient use of land over time	comment	Redevelopment may yield some extra space but focus will be on quality not extra quantity.
Conclusion regarding retention or change of use	category	Well defined employment area to retain. More modern buildings would enhance the 'gateway' to Chineham Business Park.
Author: Simon Ward BSc MRICS		

Basingstoke & Deane Employment Land Review Jan 2009 - Employment Areas Assessment		
Estate/employment area	name	Coronation Road
Reference	ref	4
Type, identity, role and prominence	score	6
Established or potential office locations	1	Established or potential office locations
Research and Technology/Science Parks	3	
Warehouse/Distribution Parks	4	
General/Industrial Business Areas	5	General/Industrial Business Areas
Incubation/SME Cluster Sites	7	
Specialised use (depots etc)	8	
Multiple classifications (flag if more than one shown above)	m	m
Character of area, its prestige and business identity	comment	The boundary of the Local Plan employment designation includes residential properties and the estate is accessed via a residential area.
Comment on the 'role' of the area now	comment	Caters for small businesses in a mix of modern and dated business units. Would suit companies wanting to be fairly close to the station but not requiring a prominent location.
Prominence	score	2
	comment	A small estate on a minor road and at the end of a cul-de-sac. Lacks prominence.
Base information		
Size of site/employment area (approx)	ha	1
Nature of use and businesses here	comment	A mix of small/medium sized operations including seafood wholesalers, a café for potters/ceramicists, supplier of gutters/fascias etc, electronics firm, British Red Cross and others.
Comment on any floorspace for sale/vacant	comment	One unit to let, with 816 sq ft to 1,872 sq ft being offered.
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	The works in the southwest corner of the site may be a potential plot in future.
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	
Urban, urban edge, outside urban, rural	state	Urban
PDL	y or n	Y
Quality of buildings/environment		
Approx age	decade	Circa 1960s to 1980s
	comment	The premises in the western half of the estate (excluding the houses within the boundary of the Local Plan employment area) are somewhat dated, although those on the north side of Coronation Road appear to have been refurbished.
Typical quality coding(s) for area - A/B/C/D	code	B/D
Comment on any significant differences within area	comment	Buildings within 'Woodlands Business Village', at the end of the cul-de-sac, are much more modern than those immediately to the west.
Noise/pollutants (no detailed inspections made)	comment	Close to the railway line
State of external areas and public realm	score	5
	comment	Fair but typical of an industrial estate.
Parking, internal circulation and servicing	score	5
	comment	The bulk of the parking is at Woodlands Business Village.
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	Housing within Coronation Road.
Perception of wider environmental quality	comment	Urban, softened slightly by the sense of open space created by the allotments to the north of Woodlands Business Village.
Local amenities	score	4
Local amenities/facilities for workforce	distance/facilities	Basingstoke Town Centre is approx 1 mile away.
	comment	
Strategic access or role		
Strategic access	distance	The estate has indirect access onto the A339 via Norn Hill Road and the nearest railway station is at Basingstoke, approx 1 mile away.
Ease of access to main road network	score	4
	comment	Residents' cars are parked on both sides of the street which can hamper traffic visiting the employment area.
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	
Comment on any site development constraints or amenity issues affecting the area if known	comment	Residential street
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	Southview
Workforce catchment	comment	Close to residents around Norn Hill.
Public transport	distance/frequency	Bus services from E Popley to South Ham via Basingstoke TC (10 mins freq); W Popley to Beggarwood via Oakridge, Basingstoke TC, Kempshott and Hatch Warren (20 mins freq); Norden local service (30 mins freq); Lychpit and Chineham centre to Basingstoke TC (20 mins freq); Bramley to Basingstoke TC. Bus stops on Norn Hill Road less than 300m away.
Market conditions/perception of demand		
Comments on local demand/market segments	comment	We envisage there to be steady demand, aided by the design of the more modern business units which present well as offices but also have double doors to permit access for storage or, say, light assembly work if required.
Differences short/medium/long term?	comment	The entrance to Woodlands Business Village is a clear demarcation between the older and newer units. We would expect the next round of development to involve the older properties
Local or inward investment potential	comment	Mainly local.
Large, medium or small units?	comment	Small
Recent activity of note	comment	
Likely demand and viability without public sector intervention or change of use	comment	Although there is a turnover of units here, we understand that this is a fairly popular estate. The older properties may be in owner occupation; if so then this may fetter further site assembly or the creation of sufficient critical mass to warrant development without a change of use.
Comment on the 'role' of the area in future	comment	Positive demand factors include relatively close proximity to the town centre and ring road. The modern units help meet the need for small business units but if the older properties were to be vacant for a sustained period then ongoing business use may be open to question. The viability of extending the newer estate should be examined at the time.
Total for scored items	sum	26
Scope for intensification of use through more efficient use of land over time	comment	No significant gain is to be expected.
Conclusion regarding retention or change of use	category	The Local Plan employment area designation includes residential property which is incongruous. Consider altering the plan and monitor demand at the older properties
Author: Simon Ward BSc.MRICS		

Basingstoke & Deane Employment Land Review Jan 2009 - Employment Areas Assessment		
Estate/employment area	name	West Ham
Reference	ref	5
Type, identity, role and prominence	score	7
Established or potential office locations	1	
Research and Technology/Science Parks	3	
Warehouse/Distribution Parks	4	Warehouse/Distribution Parks
General/Industrial Business Areas	5	General/Industrial Business Areas
Incubation/SME Cluster Sites	7	
Specialised use (depots etc)	8	
Multiple classifications (flag if more than one shown above)	m	M (in addition there are some retail uses nearby)
Character of area, its prestige and business identity	comment	Well established business area.
Comment on the 'role' of the area now	comment	Standard industrial estate, with a range of buildings dating from the 1960s/80s and well defined boundaries
Prominence	score	6
	comment	The estate has two halves (east and west). The eastern half is smaller and has less profile as a consequence.
Base information		
Size of site/employment area (approx)	ha	12.75
Nature of use and businesses here	comment	Distribution and general industry. Occupiers of Thornycroft Industrial Estate (to the east) include builders merchants and trade counters (perhaps assisted by the passing trade and profile generated by Morrisons supermarket nearby). Occupiers on the main estate include DHL, Basingstoke College of Technology construction training, commercial vehicle hire and other users of standard industrial units. Occupiers to the west include warehouse operations, building trade suppliers, transport firms and industrialists.
Comment on any floorspace for sale/vacant	comment	There is space available in several units to the west (ranging from 936 to 21,863 sq ft) and one to the east (offering 10,120 to 40,474 sq ft)
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	
Urban, urban edge, outside urban, rural	state	Urban
PDL	y or n	Y
Quality of buildings/environment		
Approx age	decade	Mainly dating from the 1960s to 1980s with some more modern space or refurbishments
	comment	
Typical quality coding(s) for area - A/B/C/D	code	C/D
Comment on any significant differences within area	comment	This is a typical industrial estate. We note in passing that one unit is used as a training facility by the local college, but this is probably a B-class use in character because it is focused on construction work.
Noise/pollutants (no detailed inspections made)	comment	
State of external areas and public realm	score	6
	comment	Typical industrial estate
Parking, internal circulation and servicing	score	7
	comment	
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	
Perception of wider environmental quality	comment	Typical industrial estate
Local amenities	score	7
Local amenities/facilities for workforce	distance/ facilities	The employment area is in close proximity to Morrisons supermarket (approx 0.4 miles away). Basingstoke town centre is approx 2 miles away
	comment	Supermarket has a wide range of products but not necessarily attractive to staff on daily basis.
Strategic access or role		
Strategic access	distance	The employment area is in close proximity to the Basingstoke ring road (A340) approx 0.7miles away, which provides links to Newbury and the M3. Southampton is approx 30.5 miles away.
Ease of access to main road network	score	8
	comment	Close to ring road.
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	
Comment on any site development constraints or amenity issues affecting the area if known	comment	
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	South Ham, West Ham
Workforce catchment	comment	Close to sizeable housing areas
Public transport	distance/ frequency	Bus services from west Popley to Beggarwood every 20 minutes, from Oakley to Basingstoke Town Centre every 30 minutes, Andover to Basingstoke Town Centre every 30 minutes. Bus stops in Worthing Road approx 150 metres from the estate.
Market conditions/perception of demand		
Comments on local demand/market segments	comment	General industrial demand, well served by close proximity to ring road.
Differences short/medium/long term?	comment	Likely to continue in present form but monitor large vacancy.
Local or inward investment potential	comment	Local but also relevant to the wider market.
Large, medium or small units?	comment	L/M/S
Recent activity of note	comment	
Likely demand and viability without public sector intervention or change of use	comment	Market led.
Comment on the 'role' of the area in future	comment	Retain as an industrial estate.
Total for scored items	sum	41
Scope for intensification of use through more efficient use of land over time	comment	No significant increase in site coverage or jobs capacity is expected.
Conclusion regarding retention or change of use	category	Well defined employment area to retain.
Author: Simon Ward BSc MRICS		

Estate/employment area	name	Beggarwood
Reference	ref	6
Type, identity, role and prominence	score	6
Established or potential office locations	1	Established or potential office locations
Research and Technology/Science Parks	3	
Warehouse/Distribution Parks	4	
General/Industrial Business Areas	5	General/Industrial Business Areas
Incubation/SME Cluster Sites	7	Incubation/SME Cluster Sites
Specialised use (depots etc)	8	
Multiple classifications (flag if more than one shown above)	m	M (this estate also includes a dwelling and a motorbike shop)
Character of area, its prestige and business identity	comment	Includes established offices which are clearly in business use. The vacant land to the south is prominent to traffic travelling south into the residential development nearby.
Comment on the 'role' of the area now	comment	Contributes to the edge of town office market, although somewhat isolated from similar premises, but benefits from easy access to M3 via J7.
Prominence	score	9
	comment	Not as prominent as the plot to the north which faces the main road from J7 of the M3 and Basingstoke
Base information		
Size of site/employment area (approx)	ha	3
Nature of use and businesses here	comment	Occupiers include Media UK and Multitone (offices) and a motorcycle sales business. The majority of the employment area is undeveloped land.
Comment on any floorspace for sale/vacant	comment	
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	The majority of the site is vacant awaiting development.
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	Land to the south of the site-consent granted for 11,000m2 of B1(a) and B1(b) but it is yet to be implemented. Ref: BDB/66701
Urban, urban edge, outside urban, rural	state	Urban edge
PDL	y or n	Part PDL, part greenfield
Quality of buildings/environment		
Approx age	decade	1980s
	comment	
Typical quality coding(s) for area - A/B/C/D	code	B/C
Comment on any significant differences within area	comment	The undeveloped land could yield modern space.
Noise/pollutants (no detailed inspections made)	comment	
State of external areas and public realm	score	7
	comment	Potentially good but rather unkempt due to overgrown vegetation on the plot pending development
Parking, internal circulation and servicing	score	8
	comment	Existing offices appeared to have spare spaces when seen.
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	Housing nearby but not close enough for amenity problems to arise from B1 uses.
Perception of wider environmental quality	comment	Good, with an undulating landscape and distant views in places.
Local amenities	score	6
Local amenities/facilities for workforce	distance/ facilities	Beggarwood centre is approximately 300 metres from the estate. Sainsburys at Hatchwarren is approximately 0.5 miles away.
	comment	
Strategic access or role		
Strategic access	distance	Direct access onto the A30. 1 mile to junction 7 of the M3. 27 miles to Southampton. Nearest railway station is at Basingstoke approx 4.5 miles from the estate
Ease of access to main road network	score	8
	comment	Good access to M3 junction
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	
Comment on any site development constraints or amenity issues affecting the area if known	comment	No obvious constraints (although we note that there is new housing nearby)
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	Estate is adjacent to Kempshott Park and Hatchwarren
Workforce catchment	comment	There is a large supply of labour potentially available should people choose to work locally. Should investigate where the locals currently work.
Public transport	distance/ frequency	Bus service from West Popley to Beggarwood every 20 minutes. Bus stops in Beggarwood Lane, approx 2-300 metres from the estate.
Market conditions/perception of demand		
Comments on local demand/market segments	comment	Main road frontage helps give these offices identity in the market and is probably helpful to the motorcycle dealer.
Differences short/medium/long term?	comment	The development lacks critical mass at present but has capacity for expansion.
Local or inward investment potential	comment	Probably local or sub-regional but reliant on pre-let(s) as speculative development has remained elusive here.
Large, medium or small units?	comment	Small/medium
Recent activity of note	comment	
Likely demand and viability without public sector intervention or change of use	comment	Historically weak demand despite close access to M3. Hopeful that the location will attract B-class development in time but intervention through subsidy or mixed use may be necessary to accelerate development or to create, say, an enterprise centre as a catalyst.
Comment on the 'role' of the area in future	comment	Should benefit from the growth of the housing area nearby but hard to predict the true availability of labour. A household survey may help identify demand for enterprise units or local job opportunities. May benefit from any resurgence in demand for freehold units or plots when the economy improves.
Total for scored items	sum	44
Scope for intensification of use through more efficient use of land over time	comment	Vacant land could yield more floorspace.
Conclusion regarding retention or change of use	category	Theoretically should have an employment role to complement the new housing but rebalancing commuting is a long term process and the market has avoided speculative development to date. May need to consider potential for a non-B use that also generates jobs.
Author: Simon Ward BSc MRICS		

Basingstoke & Deane Employment Land Review Jan 2009 - Employment Areas Assessment		
Estate/employment area	name	Kempshott Park Industrial Estate
Reference	ref	7
Type, identity, role and prominence	score	4
Established or potential office locations	1	
Research and Technology/Science Parks	3	
Warehouse/Distribution Parks	4	Warehouse/Distribution Parks
General/Industrial Business Areas	5	General/Industrial Business Areas
Incubation/SME Cluster Sites	7	
Specialised use (depots etc)	8	
Multiple classifications (flag if more than one shown above)	m	m
Character of area, its prestige and business identity	comment	Cul-de-sac location between golf course and housing. Close to M3 but no access to it. Lacks market profile.
Comment on the 'role' of the area now	comment	Demolition work is removing B-class floorspace. Hard to see how speculative development of replacement space could be justified in this location.
Prominence	score	2
	comment	Totally lacking prominence.
Base information		
Size of site/employment area (approx)	ha	5
Nature of use and businesses here	comment	Warehouse type units and workshops being demolished. Signage suggested that the remaining occupiers at the time were Qualitasse and CT Technical Products.
Comment on any floorspace for sale/vacant	comment	
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	The majority of the site was undergoing demolition.
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	A planning application has previously been received for this site for redevelopment consisting of part residential/part employment- ref: BDB/67858. This application has not yet been determined.
Urban, urban edge, outside urban, rural	state	Urban edge
PDL	y or n	Y
Quality of buildings/environment		
Approx age	decade	1960s/70s
	comment	
Typical quality coding(s) for area - A/B/C/D	code	D
Comment on any significant differences within area	comment	Demolition in progress
Noise/pollutants (no detailed inspections made)	comment	M3 motorway is nearby
State of external areas and public realm	score	4
	comment	Mature trees contribute to the setting, otherwise the verges and landscaping are somewhat neglected at present.
Parking, internal circulation and servicing	score	6
	comment	Subject to development.
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	Housing nearby but site is large enough to plan accordingly.
Perception of wider environmental quality	comment	The adjacent golf course and the mature trees help the site's environmental quality.
Local amenities	score	6
Local amenities/facilities for workforce	distance/ facilities	The estate is approx 750 metres from Beggarwood centre and 1 mile to Sainsburys at Hatch Warren.
	comment	Situated in the SW corner of the larger development area and therefore not close to the area's facilities.
Strategic access or role		
Strategic access	distance	The estate is in close proximity to the A30 (approx 0.6 mile from the estate). Southampton is approx 28 miles from the area. Approx 5 miles to Basingstoke railway station.
Ease of access to main road network	score	3
	comment	Current access is via a private road alongside the golf course (not a businesslike route). We have not investigated the possibility of a new access via Squirrel Drive or any other land to the south, which should be checked.
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	Close to M3 but without direct access.
Comment on any site development constraints or amenity issues affecting the area if known	comment	The current access is limiting upon demand.
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	Kempshott Park
Workforce catchment	comment	There is a large supply of labour potentially available should people choose to work locally. Should investigate where the locals currently work.
Public transport	distance/ frequency	Bus service from West Popley to Beggarwood every 20 minutes. Bus stops in Beggarwood Lane approx 2-300 metres from the estate.
Market conditions/perception of demand		
Comments on local demand/market segments	comment	Very limited demand given the location which lacks prominence and profile. May suit some businesses that are prepared to compromise in this way.
Differences short/medium/long term?	comment	No differences foreseeable without far better access.
Local or inward investment potential	comment	Local only unless access can be improved.
Large, medium or small units?	comment	S/M
Recent activity of note	comment	Demolition underway
Likely demand and viability without public sector intervention or change of use	comment	Very hard to justify development at present without pre-let or change of use.
Comment on the 'role' of the area in future	comment	The demolition process removes the opportunity to refurbish the buildings. A change of use or mixed use would be required to justify new construction unless a new access can be created.
Total for scored items	sum	25
Scope for intensification of use through more efficient use of land over time	comment	New development may make more intensive use of the site.
Conclusion regarding retention or change of use	category	Change of use or mixed use required to justify new development.
Author: Simon Ward BSc MRICS		

Basingstoke & Deane Employment Land Review Jan 2009 - Employment Areas Assessment		
Estate/employment area	name	Brighton Hill
Reference	ref	8
Type, identity, role and prominence	score	8
Established or potential office locations	1	Established or potential office locations
Research and Technology/Science Parks	3	
Warehouse/Distribution Parks	4	Warehouse/Distribution Parks
General/Industrial Business Areas	5	General/Industrial Business Areas
Incubation/SME Cluster Sites	7	
Specialised use (depots etc)	8	
Multiple classifications (flag if more than one shown above)	m	M
Character of area, its prestige and business identity	comment	Well established commercial area.
Comment on the 'role' of the area now	comment	General business area ranging from small units to large warehouses.
Prominence	score	10
	comment	The estate as a whole is prominent by virtue of its critical mass. Properties facing the A30 are generally more prominent but they are few in number.
Base information		
Size of site/employment area (approx)	ha	15
Nature of use and businesses here	comment	Some offices but mainly industrial units. Occupiers include motor trade, engineering firms, print/design operations, trade counters, construction firms, manufacturers and logistics/distribution operations. Adjoins retail park and B&Q.
Comment on any floorspace for sale/vacant	comment	There are relatively few voids. Examples include 2,303 sq ft in Lennox Road and up to 26,202 sq ft in Lister Road Ind Est.
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	We would expect to see ongoing refurbishment and occasional site assembly over time. Wella Road includes a vacant building that is boarded up and awaiting development.
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	The available plot which forms the former Smith's Industries factory has outline permission for retail use. Marbaix House is currently derelict but has permission for use as a self storage unit. Smiths Industries application reference BDB/55849 Marbaix House application reference BDB/68480
Urban, urban edge, outside urban, rural	state	Urban
PDL	y or n	Y
Quality of buildings/environment		
Approx age	decade	1960s plus
	comment	A wide variety of buildings but many are dated.
Typical quality coding(s) for area - A/B/C/D	code	C/D
Comment on any significant differences within area	comment	Wella has a substantial office and a warehouse. Wella Road includes an obvious plot (pending demolition). Units off Bessemer Road are in a more 'suburban' setting due to housing nearby
Noise/pollutants (no detailed inspections made)	comment	
State of external areas and public realm	score	4
	comment	Functional and somewhat harsh.
Parking, internal circulation and servicing	score	6
	comment	Fair but with some variations between estates in the area.
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	Close to housing at SE corner.
Perception of wider environmental quality	comment	Urban/Industrial setting.
Local amenities	score	6
Local amenities/facilities for workforce	distance/ facilities	Relatively few facilities and amenities are in the area, with a small local parade available in the Cranbourne area (approx 0.5 miles from the estate) and a couple of fast food facilities in the adjacent Brighton Hill retail park (approx 0.2 miles).
	comment	
Strategic access or role		
Strategic access	distance	Estate has direct access onto Winchester Road and is in close proximity to the Basingstoke ring road (A340) which is approximately 200 metres away.
Ease of access to main road network	score	8
	comment	
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	
Comment on any site development constraints or amenity issues affecting the area if known	comment	
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	Estate is adjacent to Brighton Hill, and Cranbourne residential areas.
Workforce catchment	comment	Close to sizeable housing area but only to the east.
Public transport	distance/ frequency	Bus service from Baughurst to Hatch Warren via Tadley and Basingstoke Town Centre runs every 10 minutes. In addition service from East Popley to South Ham via Basingstoke Town Centre also runs every 10 minutes. Bus stops in Winchester Road approx 2-300 metres from the estate. Nearest railway station is at Basingstoke which is approx 2.6 miles away.
Market conditions/perception of demand		
Comments on local demand/market segments	comment	Steady demand, few voids.
Differences short/medium/long term?	comment	Expect to see ongoing refurbishment and occasional site assembly but vacancies could fluctuate markedly if larger occupiers vacate space. The age of the buildings means that companies may wish to upgrade their space and vacancies should be monitored.
Local or inward investment potential	comment	Mainly local but some potential for national firms due to the size of the overall estate.
Large, medium or small units?	comment	Range
Recent activity of note	comment	
Likely demand and viability without public sector intervention or change of use	comment	Would expect development to be market led, especially for standard industrial units/trade counter schemes.
Comment on the 'role' of the area in future	comment	Likely to remain in employment use as a general industrial estate. Wella has substantial office space that may need to be refurbished or redeveloped over the study period, as well as a large distribution warehouse with access via a residential area - hence it may be prudent to consult them on their long term plans.
Total for scored items	sum	42
Scope for intensification of use through more efficient use of land over time	comment	No significant increase in site coverage expected. May see some long term gains through addition of upper floors to single storey buildings, for example to create ancillary offices (but this is not a mainstream office location).
Conclusion regarding retention or change of use	category	Retain for employment use (may be market pressure for more retail/trade type uses close to the retail park over time, as well as housing close to existing residential areas).
Author: Simon Ward BSc MRICS		

Basingstoke & Deane Employment Land Review Jan 2009 - Employment Areas Assessment		
Estate/employment area	name	Daneshill East
Reference	ref	9
Type, identity, role and prominence	score	7
Established or potential office locations	1	(some offices)
Research and Technology/Science Parks	3	
Warehouse/Distribution Parks	4	Warehouse/Distribution Parks
General/Industrial Business Areas	5	General/Industrial Business Areas
Incubation/SME Cluster Sites	7	
Specialised use (depots etc)	8	
Multiple classifications (flag if more than one shown above)	m	M
Character of area, its prestige and business identity	comment	Well established commercial area.
Comment on the 'role' of the area now	comment	A general industrial estate dating from Basingstoke's expansion period.
Prominence	score	9
	comment	Prominent to the distributor roads of the area, as well as the railway line.
Base information		
Size of site/employment area (approx)	ha	24
Nature of use and businesses here	comment	General industrial estate with a cross-section of small and large business units; also includes trade counter firms for the building industry.
Comment on any floorspace for sale/vacant	comment	Generally a lack of vacancies/choice of premises on the market. Vacancies included 1,644 sq ft of offices.
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	Expect to see buildings refurbished over time and some may be demolished to create plots for new space (the ongoing pattern of development may be affected by the ground leases offered by BDBC). There may be scope to create a small addition to stock between Lion Court and the railway (possibly including the British Benzol unit).
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	
Urban, urban edge, outside urban, rural	state	Urban
PDL	y or n	Y
Quality of buildings/environment		
Approx age	decade	1960s+
	comment	
Typical quality coding(s) for area - A/B/C/D	code	C/D
Comment on any significant differences within area	comment	Includes small units at Bear Court, Lion Court (dated) and Loddon Business Centre (more modern). The latter appears to be in use mainly as offices but the units have double doors to allow storage/light assembly work too. The estate includes Ringway House - a dated office building that is occasionally let in parts.
Noise/pollutants (no detailed inspections made)	comment	
State of external areas and public realm	score	6
	comment	Somewhat harsh/industrial environment, softened in places by grass verges and trees.
Parking, internal circulation and servicing	score	6
	comment	Appears adequate but parking problems have been seen on previous occasions.
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	Nothing material.
Perception of wider environmental quality	comment	Urban/industrial feel.
Local amenities	score	4
Local amenities/facilities for workforce	distance/ facilities	The area is approx 1 mile from both Basingstoke Town Centre and Chineham District centre.
	comment	Lacks facilities within an easy walk.
Strategic access or role		
Strategic access	distance	Estate has access onto the Basingstoke ring road (A339) which provides a link to the M3 (approx 3 miles from the estate) and the A33 which provides a link to Reading (approx 17 miles away). Southampton is approximately 32 miles from the estate and the nearest railway station is at Basingstoke, approx 2 miles from the estate.
Ease of access to main road network	score	9
	comment	See above
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	Close to railway line but no direct access.
Comment on any site development constraints or amenity issues affecting the area if known	comment	
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	Old Basing
Workforce catchment	comment	
Public transport	distance/ frequency	Bus services from East Popley to South Ham via Basingstoke Town Centre every 10 minutes and from Bramley to Basingstoke TC every 30 minutes. Bus stops are on the A33 (Reading Road). Also served by infrequent service between Lychnipit/Chineham centre and Basingstoke Town Centre with stops on Faraday Road.
Market conditions/perception of demand		
Comments on local demand/market segments	comment	Steady demand for industrial space, older offices are less attractive to the market. Would expect the market to react well if the small units were upgraded or supplemented.
Differences short/medium/long term?	comment	Need to upgrade the estate in the medium/long term. Some tenants may migrate to better quality space on the market (e.g. in the Kingsland area). A business survey to test price sensitivity for better quality space would be instructive.
Local or inward investment potential	comment	Both, although old stock is unlikely to attract significant outside interest.
Large, medium or small units?	comment	L/M/S
Recent activity of note	comment	
Likely demand and viability without public sector intervention or change of use	comment	Market led
Comment on the 'role' of the area in future	comment	Ongoing role as an industrial estate, but upgrade over time to meet business needs.
Total for scored items	sum	41
Scope for intensification of use through more efficient use of land over time	comment	No significant scope, unless replacing some single storey buildings with taller ones. Not really an office location.
Conclusion regarding retention or change of use	category	Retain as an industrial estate.
Author: Simon Ward BSc MRICS		

Basingstoke & Deane Employment Land Review Jan 2009 - Employment Areas Assessment		
Estate/employment area	name	Land north of Daneshill East
Reference	ref	10
Type, identity, role and prominence	score	8
Established or potential office locations	1	Established or potential office locations
Research and Technology/Science Parks	3	
Warehouse/Distribution Parks	4	Warehouse/Distribution Parks
General/Industrial Business Areas	5	General/Industrial Business Areas
Incubation/SME Cluster Sites	7	Incubation/SME Cluster Sites
Specialised use (depots etc)	8	Specialised use (depots etc)
Multiple classifications (flag if more than one shown above)	m	M - very mixed employment area that includes Kingsland Business Park, BDBC owned industrial/warehouse estates, motor trade uses, a rail based aggregates depot and waste recycling site.
Character of area, its prestige and business identity	comment	Well established commercial area.
Comment on the 'role' of the area now	comment	Includes a series of industrial estates with distribution uses, plus some offices (e.g. Chineham Court Business Campus, Lutyens Close, Prisma Park in Berrington Way, Stewart Road, Intec, Beresford Centre and Eastlands Court) and an Enterprise Centre too.
Prominence	score	9
	comment	The estate as a whole is prominent by virtue of its critical mass. Close to Chineham district centre and A33.
Base information		
Size of site/employment area (approx)	ha	51
Nature of use and businesses here	comment	Mixed employment use, mainly of an industrial character. For this reason, some of the office units feel a little out of place. This is a large employment area so we do not list all the occupiers here.
Comment on any floorspace for sale/vacant	comment	The choice of space available is especially good here. Most of the individual industrial estates within the area had units available. The vacancies should be monitored because the level of voids appeared higher than in other parts of Basingstoke. The 'Vertex' development is a striking office scheme: following attempts to let the building as a whole, it is now being marketed in suites of about 7,000 sq ft each.
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	Wade Road includes some plots for further development but there are no large areas of land awaiting development for the first time.
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	
Urban, urban edge, outside urban, rural	state	Urban
PDL	y or n	Y
Quality of buildings/environment		
Approx age	decade	Up to 2000s
	comment	Wide range
Typical quality coding(s) for area - A/B/C/D	code	A/B/C/D
Comment on any significant differences within area	comment	Vertex is a highly specified office on an elevated site. The overall area also includes managed workspace (e.g. Basepoint Enterprise Centre).
Noise/pollutants (no detailed inspections made)	comment	
State of external areas and public realm	score	6
	comment	Generally has the feel of an industrial estate with pockets of higher quality.
Parking, internal circulation and servicing	score	6
	comment	Average
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	No particular constraints or amenity issues so far as we are aware.
Perception of wider environmental quality	comment	Urban industrial area.
Local amenities	score	5
Local amenities/facilities for workforce	distance/facilities	Chineham District Centre is approx 0.5 mile away.
	comment	Only part of the estate is close to Chineham District Centre.
Strategic access or role		
Strategic access	distance	The employment area has access onto the Basingstoke ring road (A339) which provides a link to the M3 (approx 3 miles away) and the A33 which provides a link to Reading (approx 17 miles away). Southampton is approximately 32 miles from the employment area and the nearest railway station is at Basingstoke, approx 2 miles away.
Ease of access to main road network	score	8
	comment	See above
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	Close to railway line but no direct access.
Comment on any site development constraints or amenity issues affecting the area if known	comment	
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	Old Basing
Workforce catchment	comment	Close to Old Basing to the east.
Public transport	distance/frequency	Chineham Arms to Brighton Hill via Basingstoke TC bus service (10 mins freq). Bus stops along Wade Road that runs through employment area.
Market conditions/perception of demand		
Comments on local demand/market segments	comment	Expect to see steady demand in this established industrial area, however the current level of voids should be monitored as there are more vacancies here than elsewhere. This may in part be due to the pace of development in recent years, particularly by the private sector, which has improved the choice of better quality space.
Differences short/medium/long term?	comment	Hope to see steady take-up of the vacant space and then further redevelopment in the long term to gradually upgrade the area still further. New offices such as Vertex create a fresh identity and focus for this area.
Local or inward investment potential	comment	Both
Large, medium or small units?	comment	L/M/S
Recent activity of note	comment	Recent activity here includes the "Horizon" development of industrial units by Brixton plc.
Likely demand and viability without public sector intervention or change of use	comment	Market led.
Comment on the 'role' of the area in future	comment	Primarily an industrial estate with distribution too. The office stock has risen in recent years and take-up should be monitored.
Total for scored items	sum	42
Scope for intensification of use through more efficient use of land over time	comment	No significant scope for net growth of jobs capacity unless more industrial space is transformed into office use. There is evidence of this occurring but the take-up rate will need to accelerate beyond current expectations for this to occur.
Conclusion regarding retention or change of use	category	Retain as a mixed B-class employment area.
Author: Simon Ward BSc MRICS		

Basingstoke & Deane Employment Land Review Jan 2009 - Employment Areas Assessment		
Estate/employment area	name	Daneshill West
Reference	ref	11
Type, identity, role and prominence	score	7
Established or potential office locations	1	Established or potential office locations
Research and Technology/Science Parks	3	
Warehouse/Distribution Parks	4	Warehouse/Distribution Parks
General/Industrial Business Areas	5	General/Industrial Business Areas
Incubation/SME Cluster Sites	7	
Specialised use (depots etc)	8	
Multiple classifications (flag if more than one shown above)	m	M
Character of area, its prestige and business identity	comment	Well established commercial area.
Comment on the 'role' of the area now	comment	An industrial estate that now has a combination of both industrial units and offices.
Prominence	score	8
	comment	Prominent by virtue of its size and close proximity to the A33.
Base information		
Size of site/employment area (approx)	ha	22.5
Nature of use and businesses here	comment	Occupiers include builders merchants, electronics firms, engineers, tool hire and instrumentation companies, as well as office users.
Comment on any floorspace for sale/vacant	comment	Vacancies included offices in particular, for example 8,871 sq ft in Faraday Office Park (a striking courtyard office scheme within an industrial estate), and another suite of 3,200 sq ft
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	Very little scope for net additional development.
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	
Urban, urban edge, outside urban, rural	state	Urban
PDL	y or n	Y
Quality of buildings/environment		
Approx age	decade	Up to 2000s
	comment	Wide range
Typical quality coding(s) for area - A/B/C/D	code	A/B/C/D
Comment on any significant differences within area	comment	Faraday Office Park stands out compared to the standard industrial units which date from the 1960s/70s.
Noise/pollutants (no detailed inspections made)	comment	
State of external areas and public realm	score	6
	comment	A typical industrial estate with mainly hard landscaping; includes examples of more modern office development.
Parking, internal circulation and servicing	score	6
	comment	Average
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	No particular constraints or amenity issues so far as we are aware.
Perception of wider environmental quality	comment	Urban industrial area.
Local amenities	score	4
Local amenities/facilities for workforce	distance/ facilities	The estate is approximately 1 mile from Chineham District Centre.
	comment	In common with other estates nearby, designed around cars and lorries, the local amenities are not within an especially 'pedestrian friendly' walk
Strategic access or role		
Strategic access	distance	Estate has direct access to the Basingstoke ring road (A339) which provides a link to the M3 (approx 3 miles from the estate) and the A33 which provides a link to Reading (approx 17 miles away). Southampton is approximately 32 miles from the estate and the nearest railway station is at Basingstoke, approx 2 miles from the estate.
Ease of access to main road network	score	9
	comment	See above
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	Close to railway line but no direct access.
Comment on any site development constraints or amenity issues affecting the area if known	comment	No major constraints so far as we are aware.
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	Adjacent to Popley. However access to Daneshill West is across the A33.
Workforce catchment	comment	Area is bordered by ring road and railway line.
Public transport	distance/ frequency	Bus services from East Popley to South Ham via Basingstoke Town Centre every 10 minutes and from Bramley to Basingstoke Town Centre every 30 minutes. Bus stops are on the A33 (Reading Road).
Market conditions/perception of demand		
Comments on local demand/market segments	comment	Steady demand with relatively few vacancies (note the vacant offices in particular).
Differences short/medium/long term?	comment	We would hope to see office demand pick up; this may be helped by the excellent road access but hampered by the generally industrial setting
Local or inward investment potential	comment	Both
Large, medium or small units?	comment	M/S
Recent activity of note	comment	Office vacancies
Likely demand and viability without public sector intervention or change of use	comment	Market led.
Comment on the 'role' of the area in future	comment	A well located estate where we would expect to see ongoing demand from companies that value easy access to the A33/A339/M3. Faraday Office Park has demonstrated that this estate can support office based companies; the current vacancies should be monitored.
Total for scored items	sum	40
Scope for intensification of use through more efficient use of land over time	comment	Already developed to a reasonable density.
Conclusion regarding retention or change of use	category	Well defined employment area to retain.
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Basingstoke & Deane Employment Land Review Jan 2009 - Employment Areas Assessment		
Estate/employment area	name	Houndmills
Reference	ref	12
Type, identity, role and prominence	score	9
Established or potential office locations	1	Established or potential office locations
Research and Technology/Science Parks	3	
Warehouse/Distribution Parks	4	Warehouse/Distribution Parks
General/Industrial Business Areas	5	General/Industrial Business Areas
Incubation/SME Cluster Sites	7	
Specialised use (depots etc)	8	
Multiple classifications (flag if more than one shown above)	m	M
Character of area, its prestige and business identity	comment	Well established commercial area with large warehouse units amongst a range of industrial units and some offices.
Comment on the 'role' of the area now	comment	Mainly storage and distribution role. Also has car showrooms on prominent sites and some trade counter units too.
Prominence	score	9
	comment	The estate as a whole is prominent by virtue of its critical mass.
Base information		
Size of site/employment area (approx)	ha	99
Nature of use and businesses here	comment	The most significant development in recent years has been the creation of substantial, high-bay warehouses. Large warehouse users include Game and Sainsbury. Other distinctive occupiers include Macmillan (publishers) and Berry Bros & Rudd (wine merchants). Knight Trade Park has a range of trade counter type units. There are also examples of smaller businesses typically found on industrial estates, including a limited range of offices. There is a nursery (child care) at the Priestley Road part of the area.
Comment on any floorspace for sale/vacant	comment	Devonshire Business Park (modern industrial units with various degrees of office content) has units available. Small units (<1,000 sq ft) are available at Templar Court, Ind/whse unit of 35,000 sq ft to let by Dextra Court in Kingsclere Road and offices of 1,797 sq ft in Clere House nearby. Also offices available at Priestley Road Business Park (north of ring road).
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	Large development site between Kingsclere Road and the railway line. An outline planning application for mixed use development has been submitted (see below).
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	Ref BDB/69757: 20,549 sq m D1 further education buildings, 499 residential units, 23,272 sq m B1 offices and/or D1 higher education use, 965 sq m A1/A2/A3/A4 and/or A5 uses, 130 sq m art gallery, conversion of white building to 150 bedroom hotel with roof extension, open space, parking, access and associated works.
Urban, urban edge, outside urban, rural	state	Urban
PDL	y or n	Y
Quality of buildings/environment		
Approx age	decade	Wide range up to current decade.
	comment	
Typical quality coding(s) for area - A/B/C/D	code	A/B/C
Comment on any significant differences within area	comment	The estate north of the ring road was included in this inspection but has a separate identity. The development opportunity to the south is a significant point of difference within the area. We also note the strong presence of car showrooms on prominent frontages of the estate. The convenience store and bank helpfully adds to the amenities available here.
Noise/pollutants (no detailed inspections made)	comment	Railway line to the south.
State of external areas and public realm	score	7
	comment	Being a large area there are variations within the area studied.
Parking, internal circulation and servicing	score	7
	comment	Being a large area there are variations within the area studied.
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	No major constraints so far as we are aware but we note housing to the east and the railway bridge over Kingsclere Road.
Perception of wider environmental quality	comment	Urban industrial estate without strong landscaping features; there are some mature trees near Joule Road.
Local amenities	score	6
Local amenities/facilities for workforce	distance/ facilities	Within Houndmills there are several facilities including: a bank, public house, petrol station, two creches and a gymnasium. Basingstoke Town Centre is approximately 600 metres from the far eastern part of the Houndmills estate.
	comment	Close to a limited range
Strategic access or role		
Strategic access	distance	Northern part of Houndmills has direct access on to the Basingstoke ring road (A339). Southampton is approximately 34 miles from the estate. Nearest railway station is at Basingstoke, less than 0.5 mile from the eastern part of the estate.
Ease of access to main road network	score	8
	comment	Close to ring road
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	Nearest railway station is at Basingstoke, less than 0.5 miles from the eastern part of the estate
Comment on any site development constraints or amenity issues affecting the area if known	comment	No major constraints so far as we are aware but we note housing to the east and the railway bridge over Kingsclere Road.
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	Winklebury to the west and Oakridge and South View to the east.
Workforce catchment	comment	Area is bordered by ring road and railway line, except to the east which integrates more with housing.
Public transport	distance/ frequency	Bus services from Brighton Hill to Baughurst via Basingstoke Town Centre run every 20 minutes, Winklebury to Basingstoke Town Centre every 10 minutes, Basingstoke to Newbury hourly and Basingstoke Town Centre to Sherborne and Bramley occasionally. Bus stops located along Kingsclere Road, Houndmills Road and Brunel Road within 50-200 metres.
Market conditions/perception of demand		
Comments on local demand/market segments	comment	Evidently strong demand for B8 space as well as car showrooms. The trade counter scheme has also let well and there is generally good occupancy of the small/medium business units in Joule Road and Tempus Business Centre.
Differences short/medium/long term?	comment	Development of the site in the SE corner may change the character of land uses here. Proximity to the station may help office demand but competition from Basing View could be intense, depending on the timing of new development and the scale of growth expected in the office based economy.
Local or inward investment potential	comment	Potential for national firms due to the size of the estate and the large B8 units in particular. Expect small units to remain popular too.
Large, medium or small units?	comment	L/M/S
Recent activity of note	comment	Proposals from Lemonland/BCOT and research in progress regarding managed workspace demand.
Likely demand and viability without public sector intervention or change of use	comment	Most development will be market led. Small units or managed workspace may require the stimulus of mixed use or Council owned land.
Comment on the 'role' of the area in future	comment	The area has strongly defined boundaries, especially to the south, west and north, that help to support retention of employment uses. The estate at Priestley Road merits separate consideration; the estate has good road access but slightly less market profile and the vacancies should be monitored.
Total for scored items	sum	46
Scope for intensification of use through more efficient use of land over time	comment	Site coverage is already within the normal range. If developers can deliver more office space then this would certainly raise the area's capacity for jobs, although this role may be better focused upon Basing View.
Conclusion regarding retention or change of use	category	Well defined employment area to retain.
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Basingstoke & Deane Employment Land Review Jan 2009 - Employment Areas Assessment		
Estate/employment area	name	Moniton
Reference	ref	13
Type, identity, role and prominence	score	5
Established or potential office locations	1	
Research and Technology/Science Parks	3	
Warehouse/Distribution Parks	4	Warehouse/Distribution Parks
General/Industrial Business Areas	5	General/Industrial Business Areas
Incubation/SME Cluster Sites	7	
Specialised use (depots etc)	8	
Multiple classifications (flag if more than one shown above)	m	M
Character of area, its prestige and business identity	comment	Existing buildings are clearly intended for business, although some are substandard or derelict.
Comment on the 'role' of the area now	comment	Motor trade and suppliers to the construction industry/trade
Prominence	score	7
	comment	Prominent to West Ham Lane
Base information		
Size of site/employment area (approx)	ha	2.4
Nature of use and businesses here	comment	Occupiers include firms involved with car repairs, car parts, carpets, curtains, lighting, tool hire and engineering. The buildings are generally of a low grade which suggests that they are focused on the more cost sensitive firms
Comment on any floorspace for sale/vacant	comment	Vacancies include a building by the estate entrance with no roof (3,700 sq ft), 'offices/studios' (1,005 to 5,279 sq ft) and various industrial units (2,748 sq ft, 2,795 sq ft, 5,740 sq ft, 9,350 to 15,935 sq ft)
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	Large car park within the estate may have development potential, with or without redevelopment of other properties
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	
Urban, urban edge, outside urban, rural	state	Urban edge
PDL	y or n	Y
Quality of buildings/environment		
Approx age	decade	Very wide range of mainly dated premises.
	comment	
Typical quality coding(s) for area - A/B/C/D	code	C/D
Comment on any significant differences within area	comment	Car park and some derelict properties within or close to the boundary.
Noise/pollutants (no detailed inspections made)	comment	Very close to railway line.
State of external areas and public realm	score	2
	comment	Generally a low grade environment.
Parking, internal circulation and servicing	score	8
	comment	Helped by car park within the estate, although circulation space is tight by some units.
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	Some housing nearby.
Perception of wider environmental quality	comment	Urban/harsh
Local amenities	score	6
Local amenities/facilities for workforce	distance/ facilities	Limited local amenities and facilities in close proximity. Petrol station and associated shop on Worting Road (300 metres from estate) does provide limited facilities. Closest amenities and facilities are in Basingstoke Town Centre approximately 2.5 miles from the estate.
	comment	There is also a pub opposite.
Strategic access or role		
Strategic access	distance	Site is located directly on Worting Road (B3400) which runs from Basingstoke to Overton, Whitchurch and Andover. Basingstoke ring road is approximately 1 mile from the estate, which provides access to junction 7 of the M3 (approx 4.5 miles away) and junction 6 (approx 2.5 miles away). Southampton is approximately 30 miles from the estate. Nearest railway station is at Basingstoke approx 2.5 miles away
Ease of access to main road network	score	5
	comment	Note railway bridge to the west (14'3" height).
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	Adjoins railway line but no direct access.
Comment on any site development constraints or amenity issues affecting the area if known	comment	Triangular plot that is narrow near the entrance and railway bridge to the west (14'3" height).
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	Buckskin
Workforce catchment	comment	Large workforce nearby but further research would help reveal who works where
Public transport	distance/ frequency	Bus services from Oakley to Basingstoke Town Centre run every 30 minutes, Andover and Winchester to Basingstoke Town Centre hourly. Bus stops in Worting Road, approximately 50 metres from the estate.
Market conditions/perception of demand		
Comments on local demand/market segments	comment	A low grade estate that nonetheless attracts demand, especially the motor trade and other cost sensitive businesses.
Differences short/medium/long term?	comment	Likely to be ongoing demand but there is a risk that it will diminish without some investment in the estate. The prominence of the estate within the community means that it may not be best suited to its 'cheap and cheerful' role
Local or inward investment potential	comment	Local
Large, medium or small units?	comment	S/M
Recent activity of note	comment	
Likely demand and viability without public sector intervention or change of use	comment	Investment in new buildings may be hard to justify financially. The viability of small business units should be examined more closely - may require subsidy.
Comment on the 'role' of the area in future	comment	The level of occupation is suggestive of ongoing demand but the condition of the estate is poor and a business survey or consultation with the owner(s) would be informative
Total for scored items	sum	33
Scope for intensification of use through more efficient use of land over time	comment	A fresh layout that incorporates the car park may be more efficient, but no significant gain in employment floorspace is envisaged without including properties facing the main road.
Conclusion regarding retention or change of use	category	Well defined employment area but requires fresh investment. Consider potential for mixed use if ownerships permit a comprehensive approach
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Estate/employment area	name	Viabiles
Reference	ref	14
Type, identity, role and prominence	score	10
Established or potential office locations	1	Established or potential office locations
Research and Technology/Science Parks	3	Research and Technology/Science Parks
Warehouse/Distribution Parks	4	
General/Industrial Business Areas	5	General/Industrial Business Areas
Incubation/SME Cluster Sites	7	
Specialised use (depots etc)	8	
Multiple classifications (flag if more than one shown above)	m	M
Character of area, its prestige and business identity	comment	Well established business area.
Comment on the 'role' of the area now	comment	Strong business park image helped by relatively low density layout, large employers and landscaping. Lacks some of the amenities associated with large business parks but has good market profile.
Prominence	score	9
	comment	Some buildings can be seen from the M3.
Base information		
Size of site/employment area (approx)	ha	40 ha including the craft centre of approx 3 hectares
Nature of use and businesses here	comment	Occupiers include ITT, Fujitsu, Huawei, Imtech Telecom, Sony, De La Rue, Steris, Vibro Meter, Meggitt, Motorola, Taylor Made, Hi Q Systems, Enterprise Mouchel. In addition, the 'craft centre' hosts a variety of small businesses and a restaurant.
Comment on any floorspace for sale/vacant	comment	Car showroom and workshop by easternmost roundabout, offices at Boundary House (10,432 to 21,553 sq ft) and new offices with Huawei's building unless taken by them
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	There are plots potentially available for development close to the Craft Centre, Motorola, Taylor Made and De La Rue
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	E.g. 0192, 0001BC, 0001BA, 0001AH
Urban, urban edge, outside urban, rural	state	Urban
PDL	y or n	Majority PDL. Some undeveloped land off Jays Close.
Quality of buildings/environment		
Approx age	decade	1970s +
Typical quality coding(s) for area - A/B/C/D	comment	Estate includes new B8 warehousing
	code	A/B/C
Comment on any significant differences within area	comment	The Craft Centre is a unique facility within the area. There is a mixture of B8 buildings and others with a higher office content. The eastern end facing the roundabout is different in character and might be treated accordingly. The location relies upon large employers so they should be consulted at intervals by the council on their growth plans and presence in Basingstoke.
Noise/pollutants (no detailed inspections made)	comment	Very close to M3 motorway on one boundary.
State of external areas and public realm	score	9
	comment	Generally well presented.
Parking, internal circulation and servicing	score	9
	comment	Not all properties could be inspected closely from the highway.
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	Well defined boundaries with one residential 'incursion' towards the eastern end.
Perception of wider environmental quality	comment	Helped by relatively low density development.
Local amenities	score	4
Local amenities/facilities for workforce	distance/ facilities	Approx 2 miles to Basingstoke Town Centre. Nearest facilities are at Brighton Hill District Centre, which includes an Asda supermarket (approx 0.6 miles from the estate).
	comment	Rather remote from facilities for staff. Large employers may well have own canteens etc.
Strategic access or role		
Strategic access	distance	Approx 0.5 miles to Basingstoke Ring road and approx 1.5 miles to junction 6 of the M3. Southampton is approx 30 miles from the estate. Nearest railway station is at Basingstoke approx 3 miles away
Ease of access to main road network	score	8
	comment	Close to main distributor road and then the ring road and motorway
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	Close to motorway but no direct access.
Comment on any site development constraints or amenity issues affecting the area if known	comment	Change of level/bund may affect development of land by Taylor Made.
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	Brighton Hill, Cranbourne and Black Dam
Workforce catchment	comment	Large workforce nearby but further research would help reveal who works where
Public transport	distance/ frequency	Bus service from Brighton Hill to Baughurst via Basingstoke Town Centre runs every 20 minutes. The 'Sony Bus' runs from Viabiles to the Town Centre and railway station every 30 minutes during peak hours and lunchtimes.
Market conditions/perception of demand		
Comments on local demand/market segments	comment	Encouraged by the uptake of office space in recent years by Huawei. Viabiles also has warehouse buildings but the low density of other development helps its campus style image. Any departure or downsizing could have a significant impact due to the size of the employers here - monitor.
Differences short/medium/long term?	comment	It would be helpful to study the growth or contraction plans of the major employers in Basingstoke, especially those that have to react to decisions made elsewhere
Local or inward investment potential	comment	May benefit from the growth of indigenous firms but the size of buildings/plots puts Viabiles in a larger market.
Large, medium or small units?	comment	L/M
Recent activity of note	comment	Enterprise Mouchel has recently taken surplus space from Global Crossing (who took over FiberNet).
Likely demand and viability without public sector intervention or change of use	comment	Development likely to be market led.
Comment on the 'role' of the area in future	comment	Role is unlikely to change although the vacant property fronting the easternmost roundabout is especially prominent and may be suited to a retail or showroom type use that takes full advantage of its prominence
Total for scored items	sum	49
Scope for intensification of use through more efficient use of land over time	comment	Possibly scope for higher density development as plots become available but the current, low density is a defining feature of the estate that may well appeal to the occupiers.
Conclusion regarding retention or change of use	category	Well defined employment area to retain. Monitor marketing of property fronting the roundabout to the east
Author: Simon Ward BSc MRICS		

Basingstoke & Deane Employment Land Review Jan 2009 - Employment Areas Assessment		
Estate/employment area	name	Basing View
Reference	ref	15
Type, identity, role and prominence	score	8
Established or potential office locations	1	Established or potential office locations
Research and Technology/Science Parks	3	
Warehouse/Distribution Parks	4	
General/Industrial Business Areas	5	
Incubation/SME Cluster Sites	7	
Specialised use (depots etc)	8	
Multiple classifications (flag if more than one shown above)	m	
Character of area, its prestige and business identity	comment	Very clearly a business location, although dated in parts. We also note the proximity of high rise flats at the edges.
Comment on the 'role' of the area now	comment	An iconic but dated development of high rise office buildings. The role of the area is as a major location for office based companies. It benefits from good road access and western parts of the area also benefit from close proximity to the Festival Place shopping centre and the railway station (with regular services to London Waterloo).
Prominence	score	10
	comment	Very prominent due to the close proximity of surrounding roads and the railway line. The height of the buildings, which are visible from the M3 and parts of the surrounding countryside, is also an important factor in Basing View' prominence.
Base information		
Size of site/employment area (approx)	ha	21
Nature of use and businesses here	comment	Large office occupiers situated at Basing View include the Automobile Association, Scott Wilson, Shoosmiths, Sun Life, IBM, Penningtons, Clydesdale Bank, Marshall, Emerald Group, Prn amongst others. In addition to large companies, Basing View also hosts smaller firms in office suites and serviced offices.
Comment on any floorspace for sale/vacant	comment	Examples of office vacancies include circa 244,600 sq ft available within the following buildings: Belvedere, Grosvenor House, Matrix House, Network House, Norden House, Renaissance, Scott House, Snamprogetti House, Southern Cross, Springpark House, Square, Viewpoint.
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	A comprehensive review of the development potential is being undertaken by the Council.
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	
Urban, urban edge, outside urban, rural	state	Urban
PDL	y or n	Y
Quality of buildings/environment		
Approx age	decade	1960s+
	comment	The newer buildings are less prominent. Consultation with business would help define the occupiers' perspective on the suitability of the space available.
Typical quality coding(s) for area - A/B/C/D	code	B/C/D
Comment on any significant differences within area	comment	The overriding image of Basing View is that its iconic buildings are becoming tired and outmoded. However, there are also examples of newer properties within the same area, although they are not of the same scale as the prominent lower blocks.
Noise/pollutants (no detailed inspections made)	comment	Close to railway line.
State of external areas and public realm	score	7
	comment	Fair but could be improved with more imaginative hard and soft landscaping in future.
Parking, internal circulation and servicing	score	8
	comment	Road access is particularly good which makes parking especially important.
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	The mix and placement of uses must be carefully judged to optimise office demand.
Perception of wider environmental quality	comment	The design of the wider setting is somewhat harsh because it is an urban environment and orientated to the car.
Local amenities	score	8
Local amenities/facilities for workforce	distance/facilities	The employment area is less than 0.5 mile away from Basingstoke Town Centre but, being a linear development, the properties to the east do not benefit from this compared to those properties closer to the station.
	comment	The introduction of retail and leisure uses could be of benefit to the recruitment and retention of office staff, as well as an opportunity to improve linkages with Festival Place.
Strategic access or role		
Strategic access	distance	The employment area is approx 0.5 mile from the A339 Basingstoke Ring road and 1 mile from junction 6 of the M3. Southampton is approx 30 miles from the employment area. Nearest railway station is at Basingstoke less than 0.5 mile away.
Ease of access to main road network	score	9
	comment	Close to ring road/M3.
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	Close to station.
Comment on any site development constraints or amenity issues affecting the area if known	comment	The scale of development proposed compared to the economy's needs, the creation of added value for occupiers and developers, as well as the council's policy on ground leases are key issues to resolve.
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	Southview and Eastrop
Workforce catchment	comment	Aided by close proximity to the station and new residential development.
Public transport	distance/frequency	Centre Shuttle (Basing View, Station and Leisure Park P&R) circulates Basing View entirely (12 mins freq). Also bus services from Basingstoke TC to Chineham, Popley and Oakridge (10 mins freq) with stops in Norn Hill.
Market conditions/perception of demand		
Comments on local demand/market segments	comment	The older offices are gradually losing their appeal pending comprehensive refurbishment or redevelopment. The property industry and market commentators tend to focus upon the larger employers, whereas Basing View includes small firms too.
Differences short/medium/long term?	comment	The proposed redevelopment and regeneration of Basing View/South View is the key focus for change. The process should be led by a very clear idea of the occupier's view on the relative merits of Basing View compared to the out-of-town business parks.
Local or inward investment potential	comment	Both
Large, medium or small units?	comment	L/M/S
Recent activity of note	comment	We understand that the Council is undertaking a comprehensive review of the development potential of Basing View.
Likely demand and viability without public sector intervention or change of use	comment	A key feature of the area is the prevalence of freeholds in public ownership. The public sector therefore has a key role in facilitating new investment and development. In market terms, we would expect the catalyst of mixed use and fresh design, led by occupiers' needs, to be key ingredients in making the scheme viable.
Comment on the 'role' of the area in future	comment	It is likely that additional value generated by mixed use will be required as a catalyst if Basing View is to be revitalised comprehensively. There is potential overlap and competition within the office market between Basing View and the outlying business parks at Chineham and Viabes.
Total for scored items	sum	50
Scope for intensification of use through more efficient use of land over time	comment	Further masterplanning work and development appraisals may reveal opportunities for higher density development. We note that both Basingstoke and Reading have specific policies for tall buildings which may encourage this approach. However, the multi-story format of many of the existing buildings means that the area's jobs capacity is already high. Intensification of use may also occur through more efficient use of space by occupiers.
Conclusion regarding retention or change of use	category	Well defined employment area but requires fresh investment that embraces mixed use as a catalyst and financial lever. An exciting opportunity for Basingstoke if progressed with imagination and high 'quality' as defined by the end users.
Author: Simon Ward BSc MRICS		

Basingstoke & Deane Employment Land Review Jan 2009 - Employment Areas Assessment		
Estate/employment area	name	Gresley Road
Reference	ref	16
Type, identity, role and prominence	score	
Established or potential office locations	1	Potential for a range of B-class uses
Research and Technology/Science Parks	3	Potential for a range of B-class uses
Warehouse/Distribution Parks	4	Potential for a range of B-class uses
General/Industrial Business Areas	5	Potential for a range of B-class uses
Incubation/SME Cluster Sites	7	Potential for a range of B-class uses
Specialised use (depots etc)	8	
Multiple classifications (flag if more than one shown above)	m	Vacant site
Character of area, its prestige and business identity	comment	Somewhat isolated from other buildings by the road and railway, but has potential for stronger business identity if developed (not scored for the purposes of this report)
Comment on the 'role' of the area now	comment	This is a large, triangular, 'stand alone' site (former car park) bound by roads and the railway line. It has no close neighbours and a development with its own identity could be created here
Prominence	score	
	comment	The property's prominence could be improved (at present it is rather hidden by a bund and spoil that has been deposited across the entrance)
Base information		
Size of site/employment area (approx)	ha	3.5
Nature of use and businesses here	comment	Vacant site
Comment on any floorspace for sale/vacant	comment	Vacant site
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	Vacant site
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	
Urban, urban edge, outside urban, rural	state	Urban
PDL	y or n	Y
Quality of buildings/environment		
Approx age	decade	Vacant site
	comment	Could yield modern floorspace.
Typical quality coding(s) for area - A/B/C/D	code	
Comment on any significant differences within area	comment	The corners of this triangular site may be better suited to landscaping than floorspace.
Noise/pollutants (no detailed inspections made)	comment	Close to railway
State of external areas and public realm	score	
	comment	Could be excellent when redeveloped (cleared site at present).
Parking, internal circulation and servicing	score	
	comment	Could be excellent when redeveloped (cleared site at present).
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	No constraints so far as we are aware
Perception of wider environmental quality	comment	An urban setting but the site has scope for planting as required.
Local amenities	score	
Local amenities/facilities for workforce	distance/ facilities	Site is less than 0.5 mile away from Basingstoke Town Centre.
	comment	Rather remote from facilities for staff. Site is large enough to include a large employer(s) with own canteen etc
Strategic access or role		
Strategic access	distance	The site has limited access onto the A339 Basingstoke Ring road and is 1 mile from junction 6 of the M3. Southampton is approx 30 miles from the employment area. Nearest railway station is at Basingstoke approx 0.5 miles away
Ease of access to main road network	score	
	comment	The site also has access to/from Basing View via Norn Hill.
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	Adjoins railway line but no direct access.
Comment on any site development constraints or amenity issues affecting the area if known	comment	Access is easy from the A339 ring road if travelling north over the railway line. Otherwise access is via Daneshill or Norn Hill.
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	Southview
Workforce catchment	comment	Large workforce available nearby. Connections for pedestrians/cyclists are currently poor.
Public transport	distance/ frequency	On route of Chineham to Brighton Hill via Basingstoke TC bus service (10 mins freq) though no stop nearby at present.
Market conditions/perception of demand		
Comments on local demand/market segments	comment	A long term vacant site that would benefit from greater prominence to Gresley Road if it can be achieved. The development market may perceive that the site has 'difficult' access although in practice access is quite good and should not be confused with 'prominence'; occupiers may be less sensitive to this if space was built and available.
Differences short/medium/long term?	comment	Requires revival of the economy and fresh development proposals to bring about development.
Local or inward investment potential	comment	Both
Large, medium or small units?	comment	L/M/S - ideal for larger users of space.
Recent activity of note	comment	
Likely demand and viability without public sector intervention or change of use	comment	Probably relies upon a pre-let. May be helped by proactive public/private sector promotion as an inward investment site with own identity. Or could be divided, with some speculative development, to widen market appeal.
Comment on the 'role' of the area in future	comment	Still has potential as an employment site.
Total for scored items	sum	Not yet developed and not scored for the purposes of this report.
Scope for intensification of use through more efficient use of land over time	comment	Vacant site at present so redevelopment would make more productive use of the property.
Conclusion regarding retention or change of use	category	Monitor marketing and promotion of the property as the economy improves
Author: Simon Ward BSc MRICS		

Basingstoke & Deane Employment Land Review Jan 2009 - Employment Areas Assessment

Estate/employment area	name	Kingsclere
Reference	ref	17
Type, identity, role and prominence	score	8
Established or potential office locations	1	Established or potential office locations
Research and Technology/Science Parks	3	
Warehouse/Distribution Parks	4	
General/Industrial Business Areas	5	General/Industrial Business Areas
Incubation/SME Cluster Sites	7	
Specialised use (depots etc)	8	
Multiple classifications (flag if more than one shown above)	m	M
Character of area, its prestige and business identity	comment	An established business area outside Basingstoke; mainly in office use.
Comment on the 'role' of the area now	comment	A busy, well occupied estate on the main Newbury to Basingstoke road. Focused on office use and clearly fulfilling an important role in the north of the borough, partly due to its proximity to the M4 corridor
Prominence	score	8
	comment	Parts of the estate are very prominent to the A339.
Base information		
Size of site/employment area (approx)	ha	2.4
Nature of use and businesses here	comment	Businesses here are associated with, for example, financial services, environmental technology, roofing and electronics.
Comment on any floorspace for sale/vacant	comment	The employment area has newly constructed buildings ("New Kingsclere Park") and others dating from, say, the 1980s ("Kingsclere Park"). Both groups have vacant premises.
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	There is possible expansion land for "New Kingsclere Park" (adjoining its car park) and a council depot (between the main road and Kingsclere Park)
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	
Urban, urban edge, outside urban, rural	state	Rural (but close to main road and Kingsclere)
PDL	y or n	Y
Quality of buildings/environment		
Approx age	decade	c. 1980s and contemporary buildings.
	comment	Contemporary units appear to include conversions of farm buildings.
Typical quality coding(s) for area - A/B/C/D	code	A/B/C
Comment on any significant differences within area	comment	The older units are constructed of brick and profiled metal cladding. The new units are much more traditional in appearance and make use of brick, clay roof tiles and timber cladding.
Noise/pollutants (no detailed inspections made)	comment	
State of external areas and public realm	score	8
	comment	Very presentable, especially in the newly developed area which includes grass verges, tree planting and block paving.
Parking, internal circulation and servicing	score	6
	comment	Fair; includes some underutilised parking spaces pending occupation of new offices.
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	
Perception of wider environmental quality	comment	The land to the north is rural and this contributes to the environmental quality of the property's setting.
Local amenities	score	6
Local amenities/facilities for workforce	distance/ facilities	Kingsclere village centre is approximately 800 metres from the estate but access is gained by crossing the A339. Kingsclere village has the following facilities: a primary school, post office, convenience shops, comparison shops, a pub, GP, banks/ATM and a chemist.
	comment	There is also a petrol filling station nearby.
Strategic access or role		
Strategic access	distance	The estate has direct access onto the A339 which links Basingstoke to Newbury. The estate is therefore accessible from junction 12 of the M4 (approximately 15 minutes drive) and junction 6 of the M3 (approximately 20 minutes drive). Southampton is approximately 42 miles from the estate. Nearest railway station is at Newbury, approximately 7 miles from the estate
Ease of access to main road network	score	7
	comment	Very easy access to the A339. There is also a choice of rural routes leading to the M4 and M3.
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	
Comment on any site development constraints or amenity issues affecting the area if known	comment	Edge of settlement.
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	Nearest residential area is the village of Kingsclere, which has a population of approximately 3,300.
Workforce catchment	comment	We anticipate that some of the estate's workforce must come from further afield, taking advantage of the A339
Public transport	distance/ frequency	Bus service from Newbury town centre to Basingstoke town centre, via Kingsclere runs hourly. Bus stop is located on the A339 approx 250 metres from the estate. However gaining access to the bus stop involves crossing the A339.
Market conditions/perception of demand		
Comments on local demand/market segments	comment	The estate was generally well occupied, although the newly completed space should be monitored. Once let we would expect the new buildings to sustain a good level of occupation due to their quality and proximity to the A339
Differences short/medium/long term?	comment	The council depot is not within the Local Plan designated employment area but clearly has employment potential due to the success of the adjoining estate and its prominence to the main road. The expansion land to the north of Prince Richard House may also come into use in the medium to long term depending upon the success of New Kingsclere Park.
Local or inward investment potential	comment	Mainly local/sub-regional
Large, medium or small units?	comment	M/S
Recent activity of note	comment	Development of New Kingsclere Park (presumably once part of Coldridge Farm)
Likely demand and viability without public sector intervention or change of use	comment	Market led.
Comment on the 'role' of the area in future	comment	The existing employment role is likely to continue for the foreseeable future.
Total for scored items	sum	43
Scope for intensification of use through more efficient use of land over time	comment	The spare land (including the council depot) could be developed.
Conclusion regarding retention or change of use	category	Well defined employment area to retain. Monitor the marketing of the newly developed property and other vacancies
Author: Simon Ward BSc MRICS		

Basingstoke & Deane Employment Land Review Jan 2009 - Employment Areas Assessment		
Estate/employment area	name	Whitchurch (Ardglen)
Reference	ref	18
Type, identity, role and prominence	score	7
Established or potential office locations		1
Research and Technology/Science Parks		3
Warehouse/Distribution Parks		4 Warehouse/Distribution Parks
General/Industrial Business Areas		5 General/Industrial Business Areas
Incubation/SME Cluster Sites		7
Specialised use (depots etc)		8
Multiple classifications (flag if more than one shown above)		m M
Character of area, its prestige and business identity	comment	An established business area mainly in light industrial use with ancillary storage and offices.
Comment on the 'role' of the area now	comment	A small industrial estate playing a local employment role; includes a range of mainly light industrial businesses, including a firm employing c. 250 staff.
Prominence	score	4
	comment	The estate is located within a valley on the western edge of Whitchurch and is not prominent although parts are just within sight of the A34.
Base information		
Size of site/employment area (approx)	ha	4.1 ha but note that adjacent Local Plan allocation D3.21 is for a 4.9 hectare site which has been identified for 16,000sqm of B1, B2 and B8 use.
Nature of use and businesses here	comment	Businesses here are associated with: metalwork, engineering, marble and granite, chemical products, printing, packaging, electrical products, amongst others. There is also an ambulance station near the entrance to the estate.
Comment on any floorspace for sale/vacant	comment	There is an industrial unit of 4,072 sq ft available. A notice suggests that the tenant moved to Frimley Green (near Camberley) in December 2006. We also note that the adjoining land subject to Local Plan allocation D3.18 (which identifies the site as having potential for residential development) includes an industrial/warehouse unit, with office, extending to 12,674 sq ft to let. A recent planning application for residential development has been refused.
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	As noted above, Local Plan allocation D3.21 is nearby. This is a sloping site to the north of the main employment area and south of the railway line. We have not researched the options for gaining access to the land but it would appear that there is a track across the allotment land but a new access would probably be required from Ardglen Road.
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	D3.21 and D3.18 relating to two adjoining Local Plan allocation sites.
Urban, urban edge, outside urban, rural	state	Rural
PDL	y or n	Y
Quality of buildings/environment		
Approx age	decade	c 1970s+
	comment	Some buildings have been upgraded over time.
Typical quality coding(s) for area - A/B/C/D	code	B/C
Comment on any significant differences within area	comment	Some buildings are more presentable than others. For example, the Albright units include elevations suggestive of an office use whereas the vacant industrial unit to the south of the estate is of a lower specification and somewhat neglected. Pegasus Court is more attractive due to the choice of brickwork within its elevations. The vacant land represents an opportunity to create modern space, although this location may not support speculative development.
Noise/pollutants (no detailed inspections made)	comment	Slight traffic noise from the A34.
State of external areas and public realm	score	7
	comment	Modest - includes some tree planting and hedges.
Parking, internal circulation and servicing	score	6
	comment	Appears adequate although car parking and circulation space for lorries may be a little cramped at times.
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	Bloswood Drive to the west and the line of the former railway line to the east create a degree of separation for most of the estate from housing.
Perception of wider environmental quality	comment	Close to attractive countryside although the estate is lower than the surrounding land so views are limited.
Local amenities	score	7
Local amenities/facilities for workforce	distance/ facilities	The estate is within walking distance of Whitchurch centre (approximately 800 metres). Services and facilities within Whitchurch include: secondary and primary schools, a post office, convenience shops, comparison shops, a pub, GP, banks/ATM and a chemist.
	comment	The linear nature of the estate, predominantly accessed from the north means that the town centre does not feel especially close.
Strategic access or role		
Strategic access	distance	Access to the estate is via Station Road and Evingar Road. There is indirect access to the B3400 to Basingstoke (approximately 20 miles to Basingstoke). The A34 is approximately 1.5 miles from the estate, via Whitchurch town centre. Southampton is approximately 27 miles from the estate. The nearest railway station is at Whitchurch, approximately 400 metres from the estate.
Ease of access to main road network	score	5
	comment	Traffic is directed via relatively minor roads, otherwise the estate benefits from its proximity to the A34.
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	Rail service nearby
Comment on any site development constraints or amenity issues affecting the area if known	comment	Close to AONB. The sloping land within plot D3.21, as well as the need for improved access, are constraints upon development. These are probably soluble in physical terms but further work would be required to assess the financial viability.
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	Whitchurch has a population of approximately 4,300.
Workforce catchment	comment	We envisage that the estate performs an important local employment function.
Public transport	distance/ frequency	Bus services from Andover to Basingstoke and Winchester to Basingstoke run every 30 minutes inbound and hourly outbound. Rail service from London to Salisbury and Exeter line runs hourly. Bus stops in Evingar Road, less than 100 metres from the estate. Station approximately 400 metres from the estate.
Market conditions/perception of demand		
Comments on local demand/market segments	comment	We would expect demand to be slightly sporadic and reliant upon the local market. The availability of the vacant unit at the southern end of the estate also suggests that demand is localised.
Differences short/medium/long term?	comment	The estate has several examples of firms occupying more than one unit (e.g. Urethane Industrial Products, John Dollin Printing Services, Albright, Jenton Group), which may suggest potential demand for relocations to occur. It would be preferable to retain employers in the area so there would be merit in checking the growth plans of such companies.
Local or inward investment potential	comment	Mainly local, although we note that Albright has international operations.
Large, medium or small units?	comment	M/S - some firms have grown and may require larger units to be under one roof.
Recent activity of note	comment	
Likely demand and viability without public sector intervention or change of use	comment	Development may be market led but intervention is likely to be required to prove demand and stimulate development of site D3.21. It may be necessary to facilitate access to the expansion land (D3.21), probably from D3.18 or Ardglen Road, if development is to occur.
Comment on the 'role' of the area in future	comment	The estate plainly has an important employment role that should continue, but the net growth that can be achieved very much depends upon proactive marketing and the aspirations of the companies already located here.
Total for scored items	sum	36
Scope for intensification of use through more efficient use of land over time	comment	Site D3.21 offers spare capacity for development, otherwise the estate already has good site coverage.
Conclusion regarding retention or change of use	category	Well defined employment area to retain. Research the business aspirations and property plans of local employers to help test the validity of site D3.21.
Author: Simon Ward BSc MRICS		

Estate/employment area	name	Bramley (Campbell Court)
Reference	ref	19
Type, identity, role and prominence	score	7
Established or potential office locations	1	Established or potential office locations
Research and Technology/Science Parks	3	
Warehouse/Distribution Parks	4	
General/Industrial Business Areas	5	General/Industrial Business Areas
Incubation/SME Cluster Sites	7	Incubation/SME Cluster Sites
Specialised use (depots etc)	8	
Multiple classifications (flag if more than one shown above)	m	M
Character of area, its prestige and business identity	comment	An established business area in a mix of B1 uses.
Comment on the 'role' of the area now	comment	A small employment area fulfilling a local employment role but also linked to the 'corridor' of activity along the Reading to Basingstoke road.
Prominence	score	4
	comment	Set back from the Sheffield Road within a residential area.
Base information		
Size of site/employment area (approx)	ha	3.5
Nature of use and businesses here	comment	Occupiers are mainly office based firms. Examples include: Roxspur Management and Control, DVA, Astra Office Interiors, Visa Press, Active Technologies, Compaddress, Mercury Computer Systems, Glassman Europe, E&K Automation, Zetron Inc, amongst others.
Comment on any floorspace for sale/vacant	comment	There were several units on the market at the time of inspection. Examples included: Unit 10 - 2,500 sq ft; Ground floor of unit 11 - 1,210 sq ft; Unit 13 - 2,140 sq ft; Unit 15 - 2,500 sq ft; Unit 22 - 1,200 to 2,500 sq ft
Potential plots (e.g. cleared sites or derelict buildings) within area	comment	None apparent other than land outside the Settlement Policy Boundary.
Any pre-existing BDBC/HCC reference numbers for plots within area	ref(s)	
Urban, urban edge, outside urban, rural	state	Rural
PDL	y or n	Y
Quality of buildings/environment		
Approx age	decade	1980s/90s
	comment	Extensive use of brickwork, possibly of a local style, helps to make these business units attractive.
Typical quality coding(s) for area - A/B/C/D	code	A/B
Comment on any significant differences within area	comment	Consistent across the estate
Noise/pollutants (no detailed inspections made)	comment	
State of external areas and public realm	score	8
	comment	Tidily kept
Parking, internal circulation and servicing	score	7
	comment	Appears to be reasonably provided.
Quality of wider environment		
Adjoining land uses constraining operations or quality of uses on area	comment	Housing nearby but probably not an issue given the largely office use.
Perception of wider environmental quality	comment	Rural setting of the village is attractive.
Local amenities	score	6
Local amenities/facilities for workforce	distance/ facilities	There are limited facilities in Bramley in general approx 0.8 miles from the area. Facilities in Bramley include a primary school, post office, convenience shop, comparison shop, a pub and GP.
	comment	There is also a pub nearby close to the Reading/ Basingstoke Road.
Strategic access or role		
Strategic access	distance	Bramley is not served by the strategic road network and access to the village is by relatively minor roads. The nearest main road is the A33 which runs close to Sheffield on Loddon, approx 1.2 miles to the east. Southampton is approx 38 miles from the area. Nearest railway station is in Bramley approx 0.8 miles from Campbell Court, with half hourly rail services between Reading and Basingstoke
Ease of access to main road network	score	6
	comment	The A33 is a busy main road that may help the appeal of this estate once people know where the property is situated
Proximity to any other strategic infrastructure, facility or specialist type of property (e.g. rail freight)	comment	
Comment on any site development constraints or amenity issues affecting the area if known	comment	
Accessibility to labour pool		
Any particular housing estate(s) nearby	name	The estate is in close proximity to Bramley which has a population of approx 3,400.
Workforce catchment	comment	Workforce catchment is very likely to rely on the A33 corridor and not Bramley alone.
Public transport	distance/ frequency	Bus service from Bramley to Basingstoke Town Centre via Sherborne and Sheffield runs hourly. Bus stops in Sheffield Road, less than 50 metres from the estate. Bramley Station approx 1.5 km away.
Market conditions/perception of demand		
Comments on local demand/market segments	comment	Would expect steady demand for these units given their specification. The estate has attracted a variety of office users, some engaged in high technology type products and services
Differences short/medium/long term?	comment	The village location will not suit everyone but the A33 is within easy reach which should support the marketing of the vacant units. Hopeful that the number of voids will fall, but monitor
Local or inward investment potential	comment	Mainly local, possibly some sub-regional interest from small firms due to A33.
Large, medium or small units?	comment	M/S
Recent activity of note	comment	Monitor voids
Likely demand and viability without public sector intervention or change of use	comment	Market led
Comment on the 'role' of the area in future	comment	The existing employment role is likely to continue for the foreseeable future.
Total for scored items	sum	38
Scope for intensification of use through more efficient use of land over time	comment	Already developed to a reasonable density.
Conclusion regarding retention or change of use	category	Well defined employment area to retain.
Author: Simon Ward BSc MRICS		