

News

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Combined Waitrose and John Lewis completes at Basing View

The largest combined format Waitrose supermarket and John Lewis at Home store in the country is now complete at Muse Developments' Basing View scheme in Basingstoke.

The 110,000 sq ft building, which offers 72,000 sq ft of retail floor space, opened to the public on Thursday 12 November and will provide 369 jobs.

Muse Developments is Basingstoke and Deane Borough Council's development partner for Basing View - a £200 million regeneration scheme which will deliver around 650,000 sq ft of new commercial led development over 15 acres. Ultimately it will include a mix of new office space, a business class hotel, public realm and improved transport links, delivering a top class regional business destination on the M3 corridor.

The new development houses a 46,000 sq ft John Lewis at Home store set over two floors, a 26,000 sq ft Waitrose food store, central atrium, customer café and more than 400 parking spaces.

Featuring 16,000 product lines, the John Lewis at Home's will focus on furniture, furnishing accessories, electrical and home technology and nursery goods. The new Waitrose will include a customer café, juice bar and wine bar.

John Robinson, development director at Muse Developments, said: "The new John Lewis and Waitrose store represents a major investment into Basingstoke and sets the tone for the wider Basing View scheme. The store provides high quality retail for the business park and surrounding area, as well as paving the way for further development."

Waitrose director of property and development, Nigel Keen, commented: "These are exciting times for Basingstoke. The development provides us with an incredible home from which to provide the very best of the John Lewis Partnership and play our part in ensuring the town remains an attractive destination for shoppers for a very long time.

"The opening of Waitrose and John Lewis is another significant milestone in Basing View development and we are proud to be involved in such a major regeneration project, which will be a catalyst for more new jobs and further investment."

Cabinet Member for Finance and Resources at Basingstoke and Deane Borough Council, Cllr John Izett, said: "We are delighted to welcome John Lewis and Waitrose to Basing View and the borough as a whole. We know the company has made the right decision in choosing Basingstoke as the destination to open its largest combined store and we are delighted it has resulted in 369 new jobs for the borough as well providing more choice for our residents and attracting new visitors to the town centre. This is a significant step forward in the regeneration of Basing View and will no doubt be the catalyst to more exciting developments in the town centre business district."

Muse is pursuing potential hotel, office, leisure and residential opportunities on the remaining sites at Basing View with Basingstoke & Deane Borough Council.