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BaSE

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News

Basildon makes the grade

The Centre for Cities think tank has declared Basildon to have the 10th highest pay level out of 63 places in the UK.

Centre for Cities is an influential, non-partisan body dedicated to understanding and improving UK city economies by providing in-depth data.

Its annual Cities Outlook survey, which shows figures for 2016, found Basildon had an average weekly salary of £520, putting it 10th out of 63 locations surveyed, while average welfare spend per head was only £3,226, ranking the town at 36th.

The survey also found that Basildon is the UK's ninth best place for business start ups, at 66 per 1,000 of population. It also has the eighth best rate for the presence of businesses, at 385 per 1,000.

Centre for Cities research shows that Basildon is one of only 14 UK cities with higher than average wages

Basildon's gross value added rate per worker was £57,100, putting it in the upper middle range of the 63 places examined.

The town made the top 10 for the highest proportion of private sector jobs, at 64,371, against 19,230 publicly funded ones.

It was also towards the bottom of the list for residents who lack formal qualifications, at only 7.6%.

In 2016, Basildon experienced the

highest house price growth of the places surveyed, with averages increasing by 15.1%, well ahead of second placed Luton at 13.5%.

Average house prices moved from £261,900 in 2015 to £301,400 in 2016.

Centre for Cities deputy chief executive Andrew Carter said: "Our research shows Basildon is one of only 14 UK cities with higher than average wages, and lower than average welfare spending.

"It's also one of the fastest growing populations in the UK, which bodes well for the city's economic prospects."

Carter added that Basildon should address its relatively high housing costs and low proportion of residents educated to university level.

(See page 29 for more details)

Council project wins trade funding

A partnership led by Basildon Council has been awarded €600,000 to support traditional markets and the business skills of traders in them.

The 16-strong partnership, known as GoTrade will receive the money from the European Regional Development Fund to enhance markets in the borough and across southern England and northern France over the next three years.

The aim of GoTrade, which stands for Growth of the Visitor Economy through Traditional Markets, Employment and Skills, is to increase visitor numbers by improving the experience of traditional street markets, in order to try and lure customers back from the internet.

Market starts on site

Nearly all kiosks have been installed at Basildon's new St Martin's Square market with only two left to complete as *Base* went to press.

Bigger than its predecessor, once complete, it will offer 46 permanent kiosks and 48 pop-up stalls, compared to about 40 stalls at the former Market Square site.

Construction work began in January 2017, and once the market has moved, its old site will be redeveloped by South Essex College for a new campus.

The project includes work to St Martin's Gardens, bringing a more open space for residents and visitors, and completing the 'green link' from the town centre to Gloucester Park.





Let it be

Property consultancy Glenny advised on a number of high profile lettings in Basildon in the autumn.

The letting of the Dunton Distribution Centre to an independent distribution provider specialising in e-commerce represents the single largest warehouse letting in Basildon in 10 years.

The letting by MJT Securities and Laindon Holdings of the 14,586sq m vacant warehouse to P2P Mailing came after its previous Basildon depot suffered fire damage.

In the same month, London & Scottish Investments, the asset manager for Regional REIT, let Unit 1 on Juniper Park, Basildon, to national furnishings retailer, ScS. The warehouse and office unit consists of 6,039sq m.

Meanwhile, Legal & General's Industrial Property Investment Fund (IPIF) has let three units on Festival Business Park to Global Freight Connections, Leonardo MW and TeamSport Go Karting.

Construction is also under way at Genesis Endeavour Park, believed to be Basildon's only existing speculative warehouse development.

The site consists of four detached industrial units ranging from 1,281sq m to 3,310sq m.

The development is due to be ready for occupation in December 2017, and will have offices on the first floor, with a BREEAM 'Very Good' rating.

Glenny is acting as joint leasing agent for LaSalle Investment Management and Taurus Developments.

Swan to build sustainable homes

Swan Housing Association took the keys to its new factory in Basildon earlier in 2017.

The factory will produce cross laminated timber (CLT), modular new homes, which fall under Swan's 'NU build' brand.

Initially these homes will be at Beechwood Village, as part of Swan's regeneration of the former Craylands estate, which is being delivered in partnership with the council and the Homes and Communities Agency.

CLT is a sustainable construction material that uses soft timber grown in managed forests.

Every tree used is replaced and when used in construction, it locks away carbon rather than emitting more, as in

traditional construction methods.

The first homes are due to be delivered at Beechwood towards the end of 2017.

Geoff Pearce, executive director development and regeneration at Swan, said: "We are convinced that this method will enable us to deliver modern high quality homes that people will want to live in, while supporting the economy in our core geographical base, building local and national expertise in manufacturing and supporting the UK modular industry".





Sempra award

A wholly owned council company has been awarded investment partner status by the Homes and Communities Agency, which will mean it receives £1.7 million of funding towards the development of shared ownership homes across Basildon.

Sempra Homes was set up to create more than 580 new properties in the next five years. These will be a mixture of units earmarked for affordable rent, as well as shared ownership, market rent and market sale homes.

It gives particular emphasis to new housing for health workers, teachers and other public sector employees within the borough that wish to buy one of Sempra's shared ownership homes.

Sempra Homes was recently shortlisted in the Inside Housing Development Awards in the Best Shared Ownership Scheme category for its development of 20 two-bedroom apartments in Long Lynderswood, Basildon.

The awards are due to take place at the end of November 2017.





Growth spurt

Basildon Council has set up a number of initiatives designed to raise the aspirations of residents.

It has established a commission of national and regional experts, which will look at ways in which the economic and social benefits of business growth can benefit everyone in the borough.

The Breakthrough Basildon Borough Commission is independent of the council, although it is supported by it, and will be free to make its own investigations by engaging not only with local residents, but communities and charities.

Councillor Gavin Callaghan, chairman of the policy and resources committee, said: "For too long now, too many people have been locked out of the economic opportunities that exist in Basildon.

"Young people, in particular, need support and encouragement to raise their aspirations and develop the right skills to get the good jobs that are on offer in the area and that will be on offer in the future.

"While the council has worked hard and had some successes, in particular creating apprenticeships and employability programmes, this continues to be a problem.

"I want us to get to the bottom of why this continues to be the case and work out what more we can do about it."

Separately, the council has also launched the Basildon Pathways to Success Panel, which will review education and skills provision across the borough.

The council's infrastructure, growth and development committee will work alongside Essex Council, education providers and local businesses to establish whether Basildon has appropriate routes to employment.

An Education and Skills Summit will be hosted by the panel in late autumn 2017, with a view to gathering evidence and ideas.

A detailed report will then be completed, setting out the panel's findings and recommendations as to how the council, along with other public sector organisations, education providers and employers can raise skill levels, ambition and opportunities. This will inform council policy and the allocation of resources.

A small working group has been set up to appoint members to the panel, alongside Councillor Linda Allport-Hodge, chairman of the council's infrastructure, growth and development committee.



Ofsted success for local college

Essex's largest training provider received a grade 2 – 'good' – rating from education watchdog Ofsted in summer 2017.

South Essex College has more than 10,000 students in its campuses in Basildon, Thurrock and Southend, and offers courses to students aged 14 and over.

The Basildon campus is currently based on the Nethermayne site, but is due to move to new purpose-built facilities in Basildon town centre over the next few years.

Commenting on the college's latest Ofsted report, principal and chief executive of the college, Angela O'Donoghue noted: "This grade is a result of the hard work and dedication of our staff and students."

The Ofsted report stated: "Apprentices and learners on vocational courses develop

skills that prepare them well for the next steps of learning or employment".

It said that more students now complete their qualifications, adding: "the large number of learners who study at level 3, as well as the many apprentices in subcontracted provision, are particularly successful".

Courses offered at the college are industry-focused, and following discussions with the Essex Employment Skills Board, its curriculum strategy to 2020 is focused on specialising into areas where there is currently an employment gap among local employers, and to expand into key areas including IT and digital skills as well as transport and logistics. The Basildon campus now benefits from a new Logistics Technical Training Centre.

The college works with employers such as Redrow and DP World.



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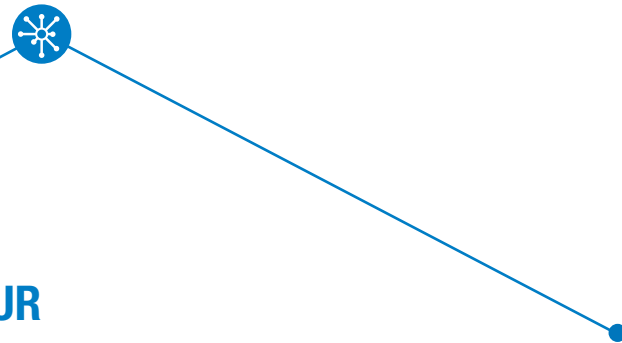
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Eat, sleep, play, relax

A transformed theatre, a first-class sporting venue and parklands galore are just some of Basildon's many attractions. **Ruth McKee** discovers a borough with hidden depths

Just 32 miles from the centre of London, the town of Basildon grew out of the devastation of the second world war.

Planned in the aftermath of the London Blitz, the government hoped that creating it would house some of the thousands displaced.

And Basildon has gone from strength to strength in the half century since the town was created.

With travel times into central London of under one hour, it is increasingly seen as ideal for commuters. And the recent cultural renaissance of the borough shows no sign of abating.

A £1 million regeneration investment from Basildon Council has meant that the Towngate Theatre in the town centre has undergone a major transformation.

Run by the council for the benefit of locals, the cash injection has given a new lease of life to the theatre. ▶

- ▶ Bustling with life, the new theatre complex is at the heart of a 20-year regeneration plan for the area, and it now includes a popular bar and cafe, catering for the hundreds of people who regularly flood into the theatre for the musicals, comedians and variety acts the venue hosts every year.

The venue has shown an award-winning pantomime, *Sleeping Beauty* in 2016-2017, which was nationally recognised by The Great British Pantomime Awards as the best independent pantomime production in the country shown to 750 people or less.

Councillor Alan Ball, chairman of Basildon Council's regeneration and environment committee, says: "The Towngate Theatre is one of our many success stories, with its annual Christmas panto attracting thousands of families from across Essex. In this September alone, the jam-packed show schedule includes performances from the Russian State Ballet, The Dreamboys and the West End cast of *Happy Days Are Here Again*."

Training trend

Just over a mile from one of the cultural cornerstones of the town, is the popular Sporting Village.

The £38 million complex was opened in 2011 by Olympic legends Duncan Goodhew and Mark Forster.

Built as a community hub for sport and physical activity, the centre was also able to act as a training centre for athletes gearing up for the 2012 London Olympics – the multimillion pound facility contains an Olympic-sized 50-metre pool with a viewing area for 450 people.

The stellar centre rivals anything else in the south-east of England with its eight-court multi-purpose sports hall, gymnastics centre, climbing wall and a modern fitness centre.

Hundreds of people from across Essex visit the Sporting Village every week, and the venue is the envy of health fanatics across the country.

Ball says: "In the run-up to the London 2012 games, the Sporting Village, which features two swimming pools, an eight-court sports hall, 100-station gym, two group exercise studios,

an indoor climbing wall, an athletics stadium and outdoor pitches, was a training facility for Olympic teams from Canada and Japan, but most importantly the centre attracts over 1.2 million visits from the local community each year".

The multimillion-pound gymnasium is the training ground for Olympic gymnast Max Whitlock who bagged gold medals in the floor and pommel horse events in Rio 2016.

The sport and physical activity hub has proved so successful that the council has now approved plans for an £800,000 investment into nearby Pitsea's Eversley Leisure Centre.

"As well as funding a full size 3G synthetic turf pitch the Eversley Leisure Centre investment will also go towards a second gymnastics facility for the thriving club," Ball adds. ▶





► And for those who like to get their endorphins in the fresh air, 50.6ha of stunning unspoilt countryside are just a stone's throw from Pitsea town centre at Wat Tyler Country Park.

With its unique mix of salt marshes, wildflower meadows, tidal estuaries and creeks, the estate is a Site of Special Scientific Interest. The park is home to a rich and complex biodiversity, with species of plants and animals not to be seen anywhere else in the British Isles.

Its former use as a centre for storage and manufacture of explosives is long forgotten – but its special place in the nation's wars as a top secret munitions base leaves the legacy of acres of untouched land, which are unspoilt by housing or overdevelopment.

Green-winged orchids, redshanks, emerald damselflies, shrill carder bees



▮ Visitors come to Basildon for fresh air, sports centres and breweries.

▶ and Roesel's Bush crickets can all be spotted in the lush undergrowth and reed beds of the park.

And nature lovers flock to the vast expanse of the park land to catch a glimpse of birds migrating to the Essex marshes, where cuckoos can be heard in spring and reed warblers sing from the mudbeds of the creeks and eddies of the park.

The RSPB's Wildlife Garden teaches visitors what to look out for, and doles out tips for catching sight of unusual birdlife as they meander through the estate.

Singing the praises of the vast open space on his doorstep, Ball tells *BaSE* magazine: "Our stunning Wat Tyler Country Park offers 125 acres [50.6ha] of country walks, wildlife spotting, and an adventure play area which is always a hit with children. There is also a focus on education, with the park and its eco-friendly rooms and halls playing host to wildlife photography lessons, craft workshops, outdoor learning and even residential visits."

Lovers of the great outdoors are spoilt for choice amid the borough's rich pickings on the Thames Estuary.

Maybe the jewel in the crown of the Basildon attractions is Barleylands Farm Park and craft village.

One of the many traders that can be visited is Ashes into Glass, which specialises in jewellery that is handmade with the ashes of deceased loved ones and crystal glass.

The Open Farm is a focal point for residents across Essex. Families flock to the venue for a fun day out, and with a raft of events on the horizon, locals may well continue coming to the spot in Billericay over the months to come.

One of the highlights of the past year was the Essex Sausage and Cider festival held at the farm. It proved so popular the event is set for a come back in 2018 from 25 - 27 May.

As well as booze and bangers, revellers were kept entertained by various musicians taking to the stage for the two-day event.

Tickets are already on sale for next year, with fans on Facebook clamouring for a sneak peak at the acts lined up for the next festival.

Lovers of the great outdoors are spoilt for choice amid the borough's rich pickings

A gourmet delight

Barleylands' farm park and craft village also boasts one of the top rated restaurants in the borough.

The Magic Mushroom restaurant has received a four-and-a-half star rating on review website TripAdvisor, with diners raving about the delicious meals which are served up in the lush surrounds of the farm nestled in the heart of the Essex countryside.

Established in 1996, head chef and owner, Darren Bennet, has built up a reputation in the county as one of the leading lights of the local food and drink scene.

Gourmet fans visiting the farm can also look forward to the renowned farmers market that operates on the last Saturday of every month where stalls heave under the weight of local produce sourced from just a few miles away.

Dave Finkle, manager of Barleylands, explains what attracts visitors to



With stellar performances at the Towngate Theatre, as well as renowned restaurants and swathes of countryside, Basildon has something for everyone.





the venue: “Barleylands is a great, safe and wholesome family day out with lots of opportunities to learn and interact with our wonderful animals.

“We are home to farm animals big and small and have some fantastic majestic birds of prey as well as the region’s largest collection of reptiles and a brand new bird aviary.

“We have numerous events – everything from lambing to our Pumpkin Fest, Easter’s ‘Step into Spring’ and all the traditional holiday events in between.

“And even when it’s raining, play and animal fun continues in our many indoor barns. Just next door is The Village, a collection of artisan shops, craft studios, Tiptree Tea Room and a fine dining restaurant.

“Many of the items here are handmade and can be personalised and visitors can even meet the makers. The Village also holds many events throughout the year – these include craft fairs and wedding fairs, as well as farmers’ markets.”

Also on the Barleylands site is an equestrian centre, which offers tuition at its riding school, as well as a competition venue and livery yard.

Foodies and connoisseurs really are spoilt for choice in the borough. The Billericay Brewing Company is a recent addition to the area.

Established in 2012, it is going from strength to strength.

With thirst for craft beers soaring, founder Trevor Jeffrey decided to take his passion for brewing the perfect beer to the public and in the process turned his hobby into his career.

Speaking to *BaSE* magazine, Jeffrey says: “We are now at the stage where we sell out of everything we make, which means we are really struggling to keep up with demand for the product.

“We have got a passion for our beer. We love making it, and, of course, we love selling it”.

The company offers brewery tours and tastings every second and last Saturday of the month.

With so much going on and coming up, Basildon is clearly a place people are beginning to take notice of and finding a lot to like. 🍷



Force of attraction

High-speed train links to the capital, as well as four airports within easy reach ensure that Basildon is a magnet for companies and commuters, as **Maria Shahid** finds out

With its connectivity by air, road, rail and sea, it's easy to see why companies such as Leonardo, Ford and more recently Costa Coffee have chosen Basildon as the base for some of their key sites.

Located just 32 miles from central London, the borough is served by both the c2c and Greater Anglia line. The c2c from Fenchurch Street to Shoeburyness allows commuters to reach the City in just 35 minutes, while Great Anglia trains from Wickford, to the north of the borough, take just 37 minutes to reach London Liverpool Street.

In January 2017, c2c introduced a number of upgrades improving the line further by providing extra carriages on the busiest peak time trains from Fenchurch Street. In the longer term, the train operator is providing brand new trains from 2019.

Travellers heading for London also now have the option of using the trains on the Elizabeth line.

Crossrail trains have been running from Shenfield (only one five-minute stop from Billericay station) to Liverpool Street since the summer, and the full line is due to be operational by 2019, when passengers will be able to

travel through central London without having to change trains.

Added to this, Basildon is less than an hour from Stansted and City airports, and Gatwick is just over an hour's drive away, offering regular flights to Europe and the world.

Even closer still is Southend airport, which is only 22 minutes away by car. The airport was voted Best London Airport 2017 by *Which?* magazine, and has regular flights to most of Europe's capitals as well as Manchester, Glasgow and Jersey.

The borough also sits at the crossroads within the arterial A127 and A13 routes, which link Basildon to both the coast and the City. Meanwhile, the A130 provides a fast route to north Essex/Suffolk towns and ports, via the A12 and A120.

For those wanting to reach Europe by train, Ebbsfleet International is a 34-minute drive on the A13, via the Dartford River Crossing.

With 57 international Eurostar services departing Ebbsfleet every week bound for the continent, the station provides easy access to the rest of Europe.

DP World's London Gateway port, the UK's newest deep sea port, is also 11 miles away, while the borough's

accessibility to Tilbury Docks is also proving to be magnetic.

Costa Coffee is one of the many companies that has chosen to base itself in Basildon because of its connectivity.

The popular coffee company opened what is believed to be Europe's biggest roastery in Basildon in March 2017.

Costa's raw coffee beans are imported from all over the world to Tilbury Docks, and the site, known as Paradise Street, was chosen for its proximity to the docks – located 14 miles away, it is within half the distance of its old roastery in Lambeth.

With so much happening in the borough and so much on its doorstep, it's easy to see what is attracting commuters and companies to Basildon. ▄



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Europe's largest coffee bean roastery, opened March 2017 by Costa in Basildon



BASILDON FOR BUSINESS

Join the many innovative companies already benefiting from being based in Basildon.

More than just a business location, this is a borough where people have the opportunity to develop further and be part of a buoyant economy. Well-connected with a sustainable skills base, Basildon is the perfect environment to work, live and grow.

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Basildon is the largest economy in Essex

B IN WITH THE IN-CROWD

New start-ups in Basildon are increasing faster than anywhere else in Essex

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Basildon companies produce 25% more value from their products and services than the average in Essex

B CREATIVE

Creative industries have seen a 40% increase since 2009

B CONNECTED

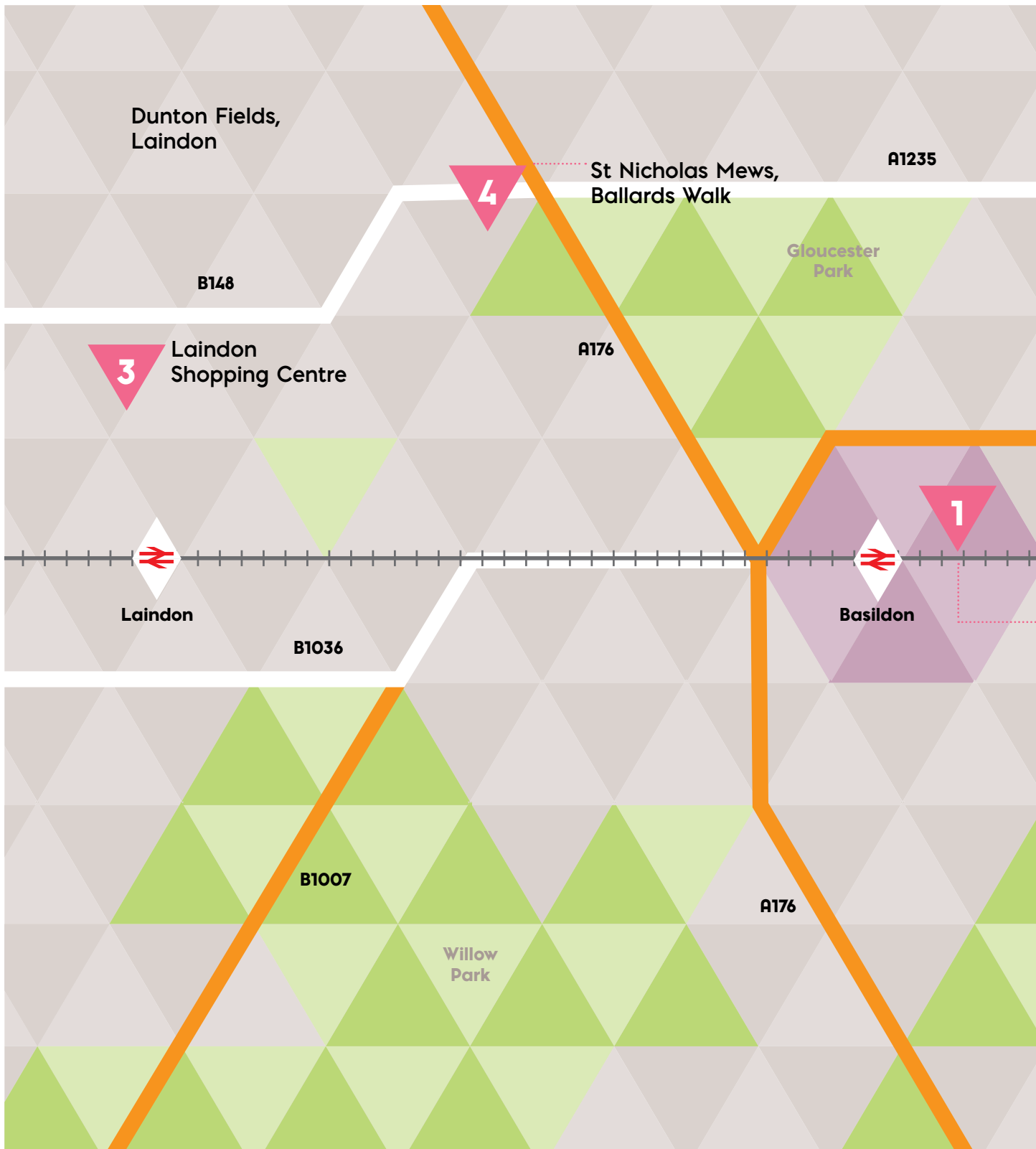
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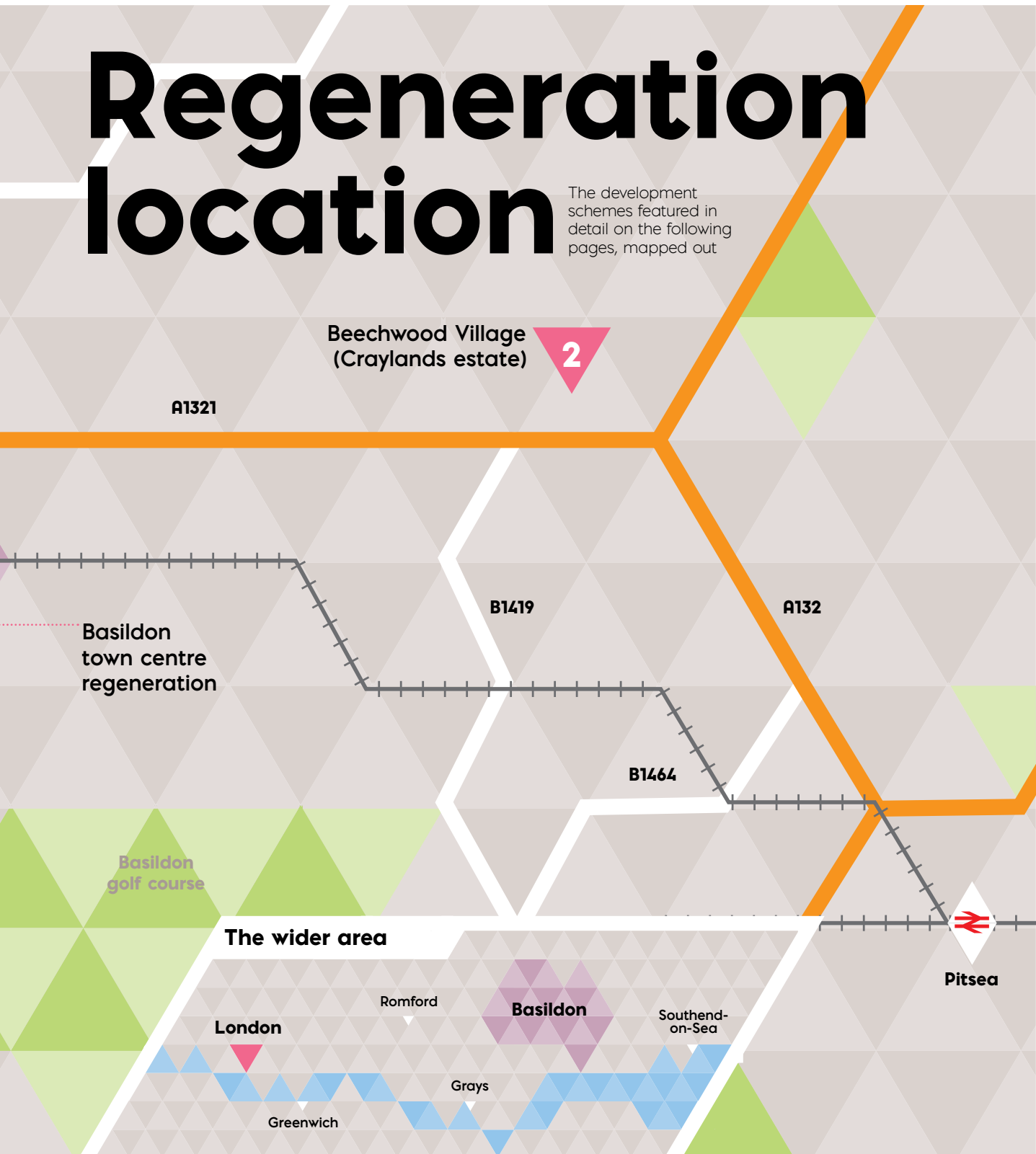
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Regeneration location

The development schemes featured in detail on the following pages, mapped out



Projects



BASILDON TOWN CENTRE REDEVELOPMENT

The Basildon town centre masterplan, created by CZWG Architects, aims to create new housing alongside leisure, to boost the evening economy. It includes plans to update St Martin's Square with contemporary public realm and the relocation of the market to make space for a new state-of-the-art campus for South Essex College.

The creation of a leisure-led offer

at East Square, for which Basildon Council has selected Pollard Thomas Edwards to create initial designs, is seen as essential for the provision of a night-time economy in the town centre, which will support economic sustainability and the provision of new homes. The council is also in talks with a cinema operator, and discussions are progressing well elsewhere – with interest in the scheme lodged by food and drink providers.

Work has already started on moving Basildon's market to St Martin's Square.

The new market will have double the amount of stalls, with 46 permanent kiosks and 48 pop-up stalls.

The square's statue of King Edgar's head and the town clock have been relocated for construction to go ahead.

The clock has been moved to Town Square, where it was originally erected. King Edgar's bust has been repositioned to a sheltered and secure location beside the Towngate Theatre.

The space vacated by the market will accommodate South Essex College's



new campus, which will bring up to 2,000 students into the town centre, promoting vibrancy and enhancing the local economy.

South Essex College hopes the campus will be ready for new students by September 2020.

Improvement works on St Martin's Gardens will enhance the area, making it more open and appealing, while completing the green link from the boulevard from the town centre to Gloucester Park.

Greatly improved public space will play a major role in the area's transformation, creating a positive first impression for people arriving by train. It is hoped the cohesive design created by Liz Lake Associates will bring a more integrated civic identity, and link to public realm upgrades in key areas of the town centre.

Additionally, 3DReid's update of the facade, canopy and internal configurations of the shops next to Marks and Spencer in Basildon Town

Square will enhance shop fronts and give the shopping parade a more contemporary look.

Landlord and developer Clearbell is working with 3DReid and project management team Future54 on the project – work had begun on-site as *BaSE* went to press.

It is hoped the town centre project will be complete by spring 2018.

A number of the vacant shops are already under offer through leasing agents Green & Partners. ▶



BEECHWOOD VILLAGE

Swan Housing's plans for the continued development of the Craylands estate are moving forward after the compulsory purchase order for the existing properties on the site was approved.


The land will be transferred to the developer, Swan Housing, in December 2018 once the 104 remaining homes, which are a mix of privately owned and council owned, have been purchased and demolished. The area to the north of the scheme will be developed in line with the existing phases, which have provided homes, retail space and community facilities, bringing the total number of new homes created on the site to 994.

Approximately 500 new homes will be built on the north phase to be known as Beechwood West.

All of the homes will be modular build, using Swan's off-site construction methods and approximately 250 of them will be customisable, allowing residents to choose different colours and finishes.

Work will start on the new homes at the end of 2017. The modular build is particularly sustainable and around 50% quicker than traditional building techniques – the whole process, from bringing the 'modules' from the factory to residents moving in, can take as little as six weeks.

The masterplan was designed by architect bptw.

 The modular build of the homes is particularly sustainable and around 50% quicker



LAINDON SHOPPING CENTRE

Swan Housing's proposed £50 million regeneration of the 1960s Laindon Shopping Centre was approved in February 2017, and phase one of construction is expected to start on-site in early 2018. The phased redevelopment will create a long-awaited, high street offering retail space alongside housing, as well as a new health centre and office space for Swan Housing.

The new one, two, three and four-bedroom modular homes will be provided within 86 houses and 138 flats.

Plans for the scheme by architects Pollard Thomas Edwards and C.F. Møllers won 'Best Regeneration' award at the Housing Design Awards this year and the National Housing Awards 2017 for 'Best Scheme in Planning'.

Swan's executive director of regeneration and development, Geoff Pearce, said: "These awards recognise our commitment to bringing the highest quality of design and public realm to Laindon to create the vibrant, retail-led scheme that the local community wants and deserves."

The design has also been shortlisted in the Architects' Journal Architecture Awards, due to take place in December 2017, for 'Masterplan of the Year'.





BALLARDS WALK

Redrow started developing Ballards Walk at the end of 2015, delivering 135 new homes; 23 of them allocated as affordable. In addition, the council is working with the NHS with a view to providing a new GP surgery on the site of the development.

Nine of the new affordable homes were completed and handed over to Sempra Homes, set up by Basildon Council, in March and April 2017. The mix of two, three and four-bedroom homes were all pre-let to local families.

Sempra plans to develop over 580 new homes in the next five years across a range of tenures, increasing the supply of quality housing in the borough.

The aim is to offer everything from affordable rent and shared ownership to market rent and market sale to really provide something for everyone.

Scott Logan, Sempra Homes' chairman, added: "Our key aim is to increase the supply of quality housing in the borough, and these properties are a step in the right direction to us being able to achieve this."





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 Good Provider	Further Education and Skills (FES) Provider August 2017
	Initial Teacher Education in FES Sector November 2016

South Essex College was recently awarded a grade 2 at Ofsted, a significant milestone for the education and training provider as well as the wider community.

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South Essex College is planning an exciting new development in Basildon town centre, to guarantee our students and staff have state-of-the-art facilities to learn and work in. The new Basildon Campus will specialise in digital technology, it'll also include a logistics technical training centre ensuring our curriculum expands in key areas of identified growth.



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✓ Ford's Dunton Technical Centre is key to the automotive giant's research and development output.

Future proof

A report by an influential economic think tank has ranked Basildon in the top 10 for UK economic performance. **Jane Thynne** looks at what is making the town such a beacon for investment and industry

Located at the heart of the Thames Gateway, Basildon has grown into one of the area's main commercial centres.

Since its creation as a post-war 'new town', it has become an economic powerhouse, contributing not only to

the strength of the region, but to the prosperity of the UK as a whole.

Basildon boasts the second largest economy in the Thames Gateway, outside of Canary Wharf, with the A127 Corridor employing over 40,000 people.

This year the area's economic success has been recognised by independent think tank Centre for Cities, which placed the Essex town at number nine on its list of 63 primary urban areas.

Centre for Cities is an influential, non-partisan body dedicated to understanding and improving UK city

economies by providing in-depth data and analysis.

Although Basildon is not officially classed a 'city' in the eyes of the organisation, factors such as the size of the workforce and levels of industry mean it stands shoulder-to-shoulder alongside some of the nation's major commercial bases, including Birmingham and Manchester.

"We look at the UK's largest urban areas and note which of their economies are doing well and which aren't doing so well, to determine what government policy should be doing about it," ▶

From our point of view, there is so much economic activity going on that Basildon constitutes a city even though in civic terms it hasn't been given that status

- explains Paul Swinney, principal economist at Centre for Cities.

“From our point of view, there is so much economic activity going on that Basildon constitutes a city even though in civic terms it hasn't been given that status.”

So what makes Basildon stand out from other towns in the region? First of all is its location: 32 miles from central London, it benefits from being on the c2c line (Fenchurch Street to Shoeburyness) so commuters can be in the capital in 35 minutes. It is around an hour from London Stansted, Gatwick and City airports and only a few miles from London Southend airport. It also sits within the arterial A127 and A13 routes, which link Basildon to the coast and the City.

Its demographic is important too. According to data compiled by the Centre for Cities, 66.78% of its population is aged between 20 and 64, and 77% of its population are in employment. It has one of the lowest benefit claimant counts in the country at a rate of 1.74%, and the average weekly workplace earnings are £518.20.

It comes as no surprise then, to find productivity is flourishing. Traditionally, industry in and around Basildon has been made up of engineering and manufacturing. Government grants were offered to companies when the new town was formed, and firms such as Ford Motor Company, Yardley of London and GEC-Marconi were quick to seize the opportunity. They were followed by other big names including Gordon's Gin, MK Electrics and Standard Telephone and Cable in the 1960s.





✓ The Ford Dunton Technical Centre has been a major Basildon employer for 50 years.



Today, one of the fields in which the area excels is research and development (R&D) as epitomised by Ford's Dunton Technical Centre, which celebrates its 50th anniversary this year. The site is now at the forefront of the company's R&D operation as well as being classed as one of its Global Centres of Excellence in terms of commercial vehicle and powertrain production.

"Dunton plays a huge part in our company's make-up and is very much part of our global organisation," reports Graham Hoare, Ford's director of global vehicle evaluation and verification, based at Dunton. "We are very committed to the area and employ more than 4,000 engineers at the site, including engineers and support services from IT to HR. We continue to invest in the site and in the people and we are very proud to have such a highly skilled diverse local workforce."

Also based in the area is defence sector giant Leonardo, whose Basildon site is the headquarters for its UK Land

and Naval Defence Electronics business. Here, around 700 people are involved in the design and development of thermal imaging systems, radar systems, radio communications, electronic warfare, infrared detection, signal processing and network systems.

Head of Leonardo's Basildon site, Mike Gilbert, says: "Today the company still bases its competitive edge on having technology that is often world-leading, so having access to the Essex area's population of degree-educated engineering, maths and science professionals is absolutely crucial.

"As part of an international company with a commercial footprint outside the UK, our Basildon facility also benefits from good transport links to London's airports."

Digital design is also flourishing in Basildon. WCM has its group head office and main production facilities in the borough. The company specialises in providing automotive solutions for some of the world's leading brands. ▶

- ▶ Its capabilities mean it can deliver a complete product development service for customers, using manufacturing solutions. As part of its growth plans for 2017, and an indication of its commitment to the area, the company expanded its Basildon site, providing an additional 50% of production space to bolster core capabilities in clean assembly, technical painting and metal press.

Steffan Williams, group marketing manager at WCM, says being based in Basildon serves the company well: “We have built relationships with the local technical college PROCAT, through the companies apprenticeship scheme, as well as engaging with other businesses within the area.” He adds that the company “continues to see Basildon as its hub for operations”.

Centre for Cities’ Swinney agrees: “Economically, the area has a very strong picture.” He adds that challenges now faced include providing the right sort of housing as well as the commercial space in its town centre.

When it comes to housing, Basildon has to serve two groups: those who commute from the town to London (in 2011, 17,800 people traveled into the capital for work) and those employed locally, and the council is working hard on providing this.

As for commercial space, over the past 20 years, highly paid, high knowledge-based service jobs have tended to converge on city centres, enabling staff to access other businesses, meet clients and so on. High rents in London are beginning to force such industries – marketing, IT and law for example – outwards, providing towns such as Basildon with the perfect opportunity to accommodate them.

With multimillion pound regeneration initiatives underway across the borough, as well as redevelopments

/// The immediate future of Basildon's economy looks more than secure, thanks to a healthy level of investment

in the town centre and residential areas, it is clear that these opportunities are being faced head on by the council.

The immediate future of Basildon’s economy looks more than secure thanks to the healthy level of investment from top companies. This year saw the opening of the £38 million Costa Coffee Roastery in Paradise Street, just a few miles from Tilbury Docks where its raw coffee beans arrive via the Rainforest Alliance. The new site will enable Costa to produce up to 2.1 billion cups of coffee per year, and it is expected to be in operation for at least 20 years. It will also train up to 3,000 baristas per year in its new coffee academy.

Dominic Paul, managing director of Costa, said of the 8,329sq m plant: “It’s a statement of our ambition to grow. Roasting here in Basildon keeps the UK at the centre of our growing global brand and enables us to build on everything we have learned.

It is about quality, capacity, investing in the future and being true to our heritage – it’s about embracing our traditions while continuing to innovate and drive global growth.”

There is no question Basildon has been very effective in attracting and retaining investment in the area. The test now will be whether it can continue to appeal to newer industries and start-ups. “Current economic forecasts say it has adapted well to a 21st-century economy,” says Swinney. “But the economy is always changing and it will be interesting to see how Basildon responds to the next major shift.”

Watch this space. **///**



/// Top: Coffee chain Costa opened a roastery in Basildon. Above: Defence firm Leonardo-UK has a key site in the area.



Investing across Basildon for over 20 years and delighted to continue our policy of long-term investment and regeneration in the area.



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77%
of Basildon's population
is in employment
Source: Centre for Cities

£27 million
investment in new social housing over the next five years by Basildon Council



34 minutes
from Basildon by car to Ebbsfleet International

A growing town: Basildon's population of **183,000** is projected to increase to **210,000** by 2034

125 acres
[50.6ha] unspoilt countryside at
Wat Tyler Country Park



BASE



Second largest economy in the Thames Gateway outside Canary Wharf, employing **93,000** people



Four airports within easy reach by car:
Southend in **22 minutes**
City in **37 minutes**
Stansted in **41 minutes**
Gatwick in **57 minutes**

10th highest pay in the country
Source: Centre for Cities Outlook 2017



580 homes will be created by Semptra Homes in the next five years

A new £38 million Costa roastery near the A127

HOW BASILDON STACKS UP

LINE



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EVENTS

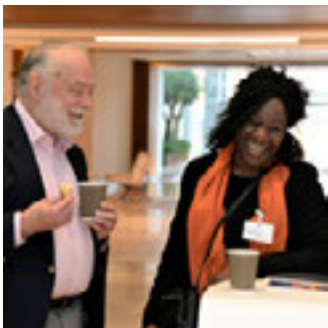
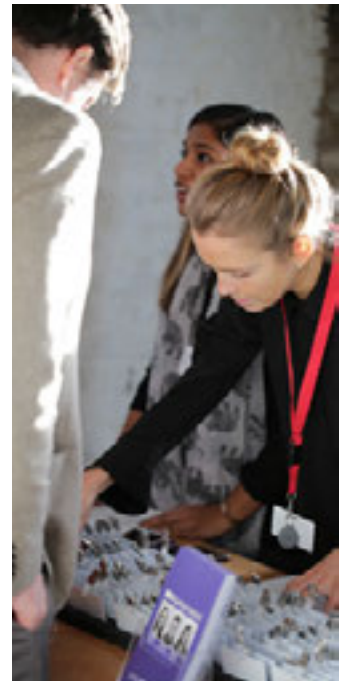
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Trading place

With nearly 2,000 startups located in the area, the council is working hard to make sure businesses in Basildon get the support they need. **Debbie Ashford** reports ▶



Basildon can lay claim to being a powerhouse in the regional economy. There are more than 7,000 VAT-registered companies trading in the borough. Together they form a major business hub in South Essex and the second largest economy along the River Thames after Canary Wharf.

The borough is home to internationally renowned and highly successful companies: from Ford Motor Company, established in the borough since 1967 and employing 3,500 people, to more recent players such as DST Financial Services (formerly International Financial Data Services), which has its European headquarters at its 10,312sq m Basildon site. Costa Coffee also has a new high-

tech roastery in the area.

The borough has also attracted a large number of digital and IT companies in recent years, and is now one of the leading locations in the south-east in the sector, with greater growth than London and Cambridge.

These companies have taken advantage of the area's location with its easy access to London, south-east England and Europe. However the rapidly changing economic climate means there are new challenges and opportunities arising all the time, and the council is keen to ensure that business in their area can thrive, whatever the environment.

Its economic development team offers support to businesses whether they are long established, starting up

or moving into the borough. The team helps with finding premises, accessing funding, supporting innovative producers and connecting to partners or specialists. Regular business networking events help local companies keep up to date with the latest legislation and council plans, while offering an opportunity to find new customers.

There were 1,833 startup businesses in Basildon in 2016, the second highest number in Essex. The number of small firms, with nine or fewer employees, increased 32% since 2010, which is almost double the national average.

Software and systems development company Hangar19 is an example of digital and IT companies being attracted to the borough. The company opened

/// We want to ensure our businesses have every opportunity to develop, network and explore new markets

an office in Billericay in early 2017 with plans to begin showcasing its sustainable transport solutions locally. Hanger19, set up in 2013, focuses on electric vehicle transport, encompassing the vehicles, recharging points and commercial charging, as well as congestion solutions such as short-term car rental instead of car ownership and bike hire.

Steve Large, CEO and technical director of Hanger19, says: “We wanted somewhere we could grow our business, but were still in touch with everyday life.

“We’d looked at industrial estates and offices in London but we really wanted to base ourselves somewhere with character as well as having access to facilities and great logistics.

“The Basildon area ticked all these boxes as well as having some great support for innovation and development in the region.”

Hanger19 is well-known in its sector

and has developed a software platform called Hubeleon, which is used for chargepoint management and e-mobility scheme operation.

The company was keen to get involved in air quality monitoring and met council officers from the economic development team, leading to “an application for funding and introductions to the Department for International Trade,” explains Large.

“It’s our aspiration to help locations anywhere identify air quality risks and implement smart transport solutions that promote sustainability and wellbeing,” continues Large.

“The support we get in the region ranges from opportunities and new contacts to access to funding.

“It’s a great place to be and you can see from the likes of Ford and Visteon and other multinationals that it’s a region that can support growth and global-scale business.”

Economic development team manager Gunilla Edwards confirms: “We want to ensure our businesses have every opportunity to develop, network and explore new markets to create a vibrant economy. And we think new businesses will have a bright future here, especially with our multimillion pound improvement projects to redevelop or enhance our town centres.”

To ensure that local people get the maximum benefit from new deals, the council has entered into an innovative arrangement with Morgan Sindall Property Services to deliver estate maintenance services. BasWorx, which started up last year, is a social enterprise that trains and employs Basildon residents to undertake decorating and estate environmental works.

At the same time, it combines education with hands-on work experience, bridging the gap from education to employment by directly providing people with the skills that employers in the property and construction industry are looking for.

Trainees get support with skills and academic qualifications, as well as the chance to deliver exterior and interior decorating work for the council, including painting, carpentry, plumbing, and general repairs and maintenance. ▶

/// Left: Billericay-based Hanger19 provides systems solutions to the e-mobility sector. Below: BasWorx trains and employs local residents.





Top: Ford's Dunton site is a centre of innovation. Bottom: The council was awarded funding to rejuvenate traditional street markets.

The council has been forging links and promoting trade across the globe by offering an in-depth business review

This year, 20 trainees joined the structured programme, supported by a supervisor to oversee their work, who acts as a 'buddy', available to advise on workplace behaviour and answer any questions day to day. On-site support is complemented by employment workshops to help boost confidence and teach skills for job hunting, CV writing and attending interviews. These will increase their chances of success when going on to apply for paid positions and apprenticeships with BasWorx or other companies.

Alan Hayward, managing director for Morgan Sindall Property Services, says: "BasWorx sets itself apart from existing schemes in the area by being accessible to those from all age groups and backgrounds who are motivated to enter employment or to retrain. We want to change perceptions about the industry, and will go the extra mile to diversify opportunities."

While it is initially a joint enterprise between Morgan Sindall and the council, there is a commitment to move BasWorx to being a stand-alone social enterprise that is engaged as an official sub-contractor and will be able to compete for other contracts.

"BasWorx will serve as our key access point for Basildon residents to enter employment and training," says Mandie Skeat, the council's service director.

"Especially for those who haven't worked for some time or have little relevant experience," she adds. "They are making a valuable contribution to the area they live in and local residents can see the benefits too."

The council's ambitions have stretched far beyond the UK.

Commerce can transcend national boundaries with the internet and social media, and the economic development team is helping businesses make the most of all opportunities opening up overseas.

The council has been forging links and promoting trade across the globe, offering a business review to identify potential trade opportunities, giving advice and matchmaking, as well as allowing access to trade visits and international business events.

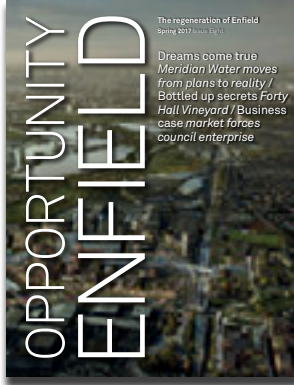
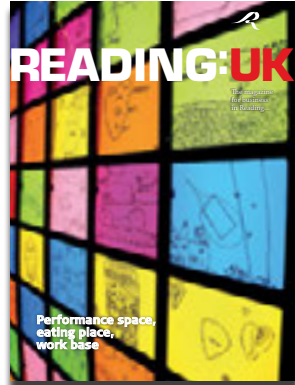
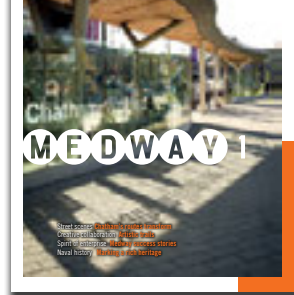
It estimates it has generated £5 million between companies which have participated in various trade delegations and projects and engaged with 70 overseas businesses.

A recent success close to home is the €600,000 allocated to Basildon from the European Regional Development Fund to rejuvenate markets in the borough over the next three years. Basildon Council successfully accessed €5.6 million of EU funding to benefit 16 partner towns and organisations from across southern England and northern France, which will be working to bring people back to traditional street markets by offering tailor-made business support.

One way of doing this will be to combine local offers in partners' markets into a unique brand of markets, targeted at local residents and visitors.

Councillor Linda Allport-Hodge, Basildon Council's chairman of the infrastructure, growth and development committee, says: "People love markets for so many reasons and this funding is great news. Markets contribute towards the economy and provide a sense of community for those that use them. This will help our markets be even more successful.

With so many promising developments, Basildon, it would seem, has a lot to offer. ❧



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Living room

With a new housing strategy and numerous development schemes in the offing, Basildon Council is gearing up to accommodate its growing population, as **Mark Smullian** discovers

Basildon's origins as a new town mean that much of its housing is of a similar age – between 40 and 50 years old – and so the council must not only plan to meet demand for new homes generated by economic growth, but also refurbish and maintain what is there.

But its housing plans do not just concern individual homes, important as those are.

The draft strategy covers the 2018-2023 period and sets out how the council intends to deliver the homes needed and how it will seek to shape the neighbourhoods in which they stand, so that these are attractive places and Basildon is a town in which people aspire to live.

Consultations with residents and stakeholders took place earlier this year – the final strategy document is expected to be adopted by the end of 2017.

Mandie Skeat, service director at Basildon Council, explains: “We believe that having a home is a central factor in determining whether or not someone

can achieve their potential. The strategy sets out how the council, along with its partners, will respond to the housing challenges faced by the borough to provide good quality housing options and outcomes for local people.”

She adds that the strategy provides the council with the opportunity to review its performance on housing and how it will work with partners to deliver for the community.

There is serious money going into meeting demand for affordable homes in the town.

In 2017, the council decided to invest £21 million in new social housing over the next five years, as well as £16 million each year for the next decade in its existing homes.

The council also expects next year to be able to adopt a local plan, which will cover where new homes should be built.

Basildon is a growing town with its population of 183,000 projected to increase to 210,000 by 2034, and both house prices and rents are also expected to continue rising.

And with this increased population comes a need for attractive, well-built and affordable properties.

Not only that, the council is determined to create neighbourhoods people want to live in, and so will establish design guides to encourage higher-quality developments and seek ▶

There is serious money going into meeting demand for affordable homes

- ▶ to ensure that new homes enhance the localities in which they are built.

Skeat says: “We want to ensure Basildon is the place in Essex where people choose to live. This has led us to adopting the priorities contained within the housing strategy.”

Under the plans, land owned by the council will be reviewed to identify opportunities to provide new homes.

The council will also maximise developers’ contributions to providing new affordable homes through planning gain, which can also be used for community enhancements to make neighbourhoods more attractive places in which to live.

Basildon’s neighbourhoods should be places where people wish to spend their lives and the strategy envisages communities that are safe, well supplied with open space and amenities, and where residents can do more to shape the community they wish to live in.

Though the council wants people to aspire to living in Basildon, rising house prices and rents are a significant barrier to this.

To this end, it will ensure that people who need housing-related support receive it and will work with partners to help residents find jobs and training.

Sempre Homes is the council’s commercial building arm used to deliver a range of quality market, intermediate ownership and affordable housing.

Any surplus made from selling these homes is reinvested back into the council to deliver services.

Sempre Homes plans to create more than 580 new homes across the borough in the next five years.

Its manager, Melanie Keys, says: “Sempra Homes will provide a range of tenures including affordable rent, shared ownership, market rent and market sale.”

There is a particular emphasis on housing for health workers, teachers and other public sector employees.

In 2018/19, Sempra Homes will provide a total of 57 homes in Billericay, Laindon and Basildon.

Basildon’s older council housing, now mostly at a similar stage of ageing, has to be maintained, and the council is committed to doing this despite the fact that the government’s one per cent reduction in council house rents has reduced the available income stream.

Over the next five years, the council will develop a local standard to ensure council houses are ‘safe and sound’ and will seek to reduce the number of people – mainly older residents – who are ‘under-occupying’ their homes, by making them aware of the alternatives, so freeing up family sized homes.

It will also develop a programme for bringing long-term empty homes back into use.

For private tenants, there will be action against rogue landlords and to improve standards in houses in multiple occupation.

Nothing stands still in economic development and housing, and so numerous projects are planned or in progress to bring new homes to the borough.

In Pitsea, a major regeneration scheme moved a step closer to reality in September 2017, when Basildon Council’s regeneration and environment committee approved updated design principles.

Pitsea’s community centre The Place will be redeveloped as part of the project, which will see a provision of new homes, flexible community space, a new library and new retail space. Earlier, in July, plans at Eversley Leisure Centre were approved by the council, which will

Right: Swan’s modular homes will feature at Beechwood Village. Below: A retail-led development in Laindon has been approved.





see the addition of a new gymnastics facility to be used by the South Essex Gymnastics Club – home of double Olympic gold medalist Max Whitlock – and the installation of a full size 3G synthetic turf pitch.

Housing associations are also active in Basildon and the council gave the go-ahead in February 2017 to Swan Housing's £50 million project for a retail-led redevelopment of the Laindon shopping centre.

This includes 86 houses and 138 flats with between one and four bedrooms, new retail space and parking. A health centre will also be delivered in partnership with the NHS.

Fashion designer Wayne Hemingway, a Design Council trustee, was involved in the early stages of setting out a vision for the project.

The new homes here perhaps point the way to how a large volume of housing can be delivered.

They will come from Swan's new precision-engineered modular homes factory in Basildon.

Modular homes are constructed from components made in factories and assembled on-site, the idea being that this approach is less dependent than normal construction on both the weather and availability of people skilled in traditional trades. For this reason, more homes could be built.

Beechwood Village in Basildon, which has seen the Craylands Estate regenerated, will also see nearly 1,000 modular homes being created by Swan.

While the council and social landlords are very active, the borough has also proved to be attractive to private developers.

These include housebuilder Redrow, which has a scheme at Westley Green, which its regional sales director Kerry McCoubrey claims has been "one of the most highly anticipated new developments in the area for some time. He adds: "We've been inundated with visitors keen to find out more."

Phase one at Westley Green will offer 181 homes with between three and five bedrooms from Redrow's Heritage Collection, which is influenced by the arts and crafts movement.

It will eventually comprise around 725 new homes, which will be set in a peaceful, leafy community with a new primary school, public open space and improved road access.

Once fully in place, the housing strategy should help Basildon to provide the homes it needs and to accommodate its growing population to fulfil objectives to purchase properties. ▀

Get involved

// "We have the confidence, the clarity of intent and the partnerships in place to make things happen. The future of this country will not be created in Whitehall but in places like Basildon."

Basildon Council

GLENNY



KONICA MINOLTA

LCP

 **REDROW**



BaSE magazine is made possible thanks to our partners supporting Basildon Council in its regeneration and investment programme.

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Twist and shape

SurfDev used auto-industry knowledge to meticulously plan the stone placement at the Princess Diana Memorial Fountain.

From the Princess Diana Memorial Fountain, lion sculptures at stately homes and parts for some of the best-known cars on the road. **Mark Smulian** speaks to a company that is thriving thanks to its Basildon beginnings ▶

▶ **B**asildon has always had strong links to innovations in engineering. SurfDev is a company with origins in Basildon's automotive design industry and while it still does a lot of work for Ford and other motor manufacturers, at its root, it is "a design agency for manufacturers, doing proper engineering design for cars, boats and manufactured products of all kinds," explains founder Neale Williams.

There are two basic strands to the company's work: high-end 3D computer-aided design (CAD) modelling and 3D scanning.

Its services break down broadly into four categories. Product design explores the boundaries of clients' design, styling and engineering requirements, turning ideas into reality.

Reverse engineering may sound like a strange concept but is a well-known technique to take a product and replicate it as close as possible to its original design intent. This is done to see how it was designed and made, allowing for potential modification and remanufacturing.

The 3D scanning service can precisely measure and capture components of any size, shape or detail, while the precise inspection process is used to align scan data with a CAD model to show how the manufactured part deviates or conforms to the original design intent.

To demonstrate what SurfDev can do, Williams gives the example of companies which design cars: "When an automotive manufacturer starts the process of new vehicle design, the initial stage is to create a clay model of the concept," he says.

"This will then be fully 3D-scanned and imported into the design software. The design engineers will then combine their talents to create a fully representative 3D model of the new vehicle, making sure that all facets of the design, manufacturing and packaging needs are met.

"We might also do small components if they want to facelift an existing vehicle or make bespoke replicas."

SurfDev works with companies across the UK and EU, in Japan and in the past, even supported clients in America's car manufacturing hub of Detroit. While its work is spread across many industries, automotive remains the core as it needs the kind of high-end technology that SurfDev offers.

Williams says: "The skills set in the automotive industry for design are generally way ahead of all others, except maybe aerospace.

"If you take the marine industry, which we work with, or architecture, they cannot do this sort of design. With architecture, the main focus of their work is generally straight lines.

"We are asked to support projects that go beyond that into the fully

3D world of compound curved shapes. "The automotive sector goes way beyond the marine industry in its access to technology in the design phase.

"The process they use is very different, as effectively they are not designing anything for high volumes.

"While a marine firm might make 200 boats a year and perform a fair amount of hand-finishing, car manufacturing is a different process.

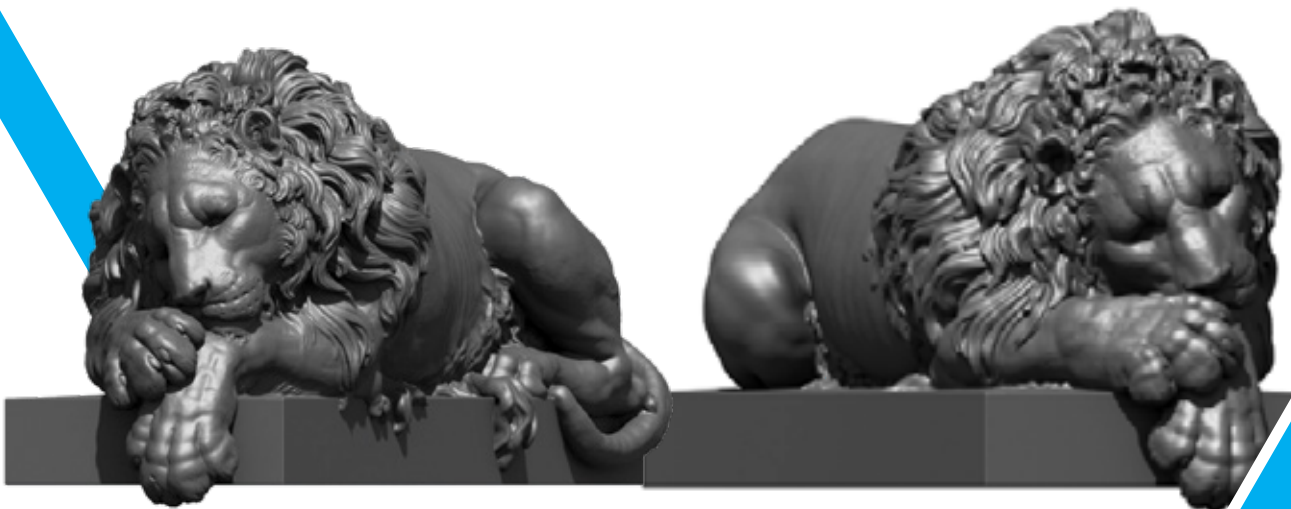
"If you are building half a million Fiestas a year, you cannot correct things by hand, so that means your manufacturing equipment has to be right," he explains.

"It has to create shapes that can be made repeatedly. When you look at a car, you're looking at a lot of complex shapes that need to be manufactured to fit together each time with minimal disruption to the production process.

"You need extremely high quality design and assembly to do it, which is what we do."

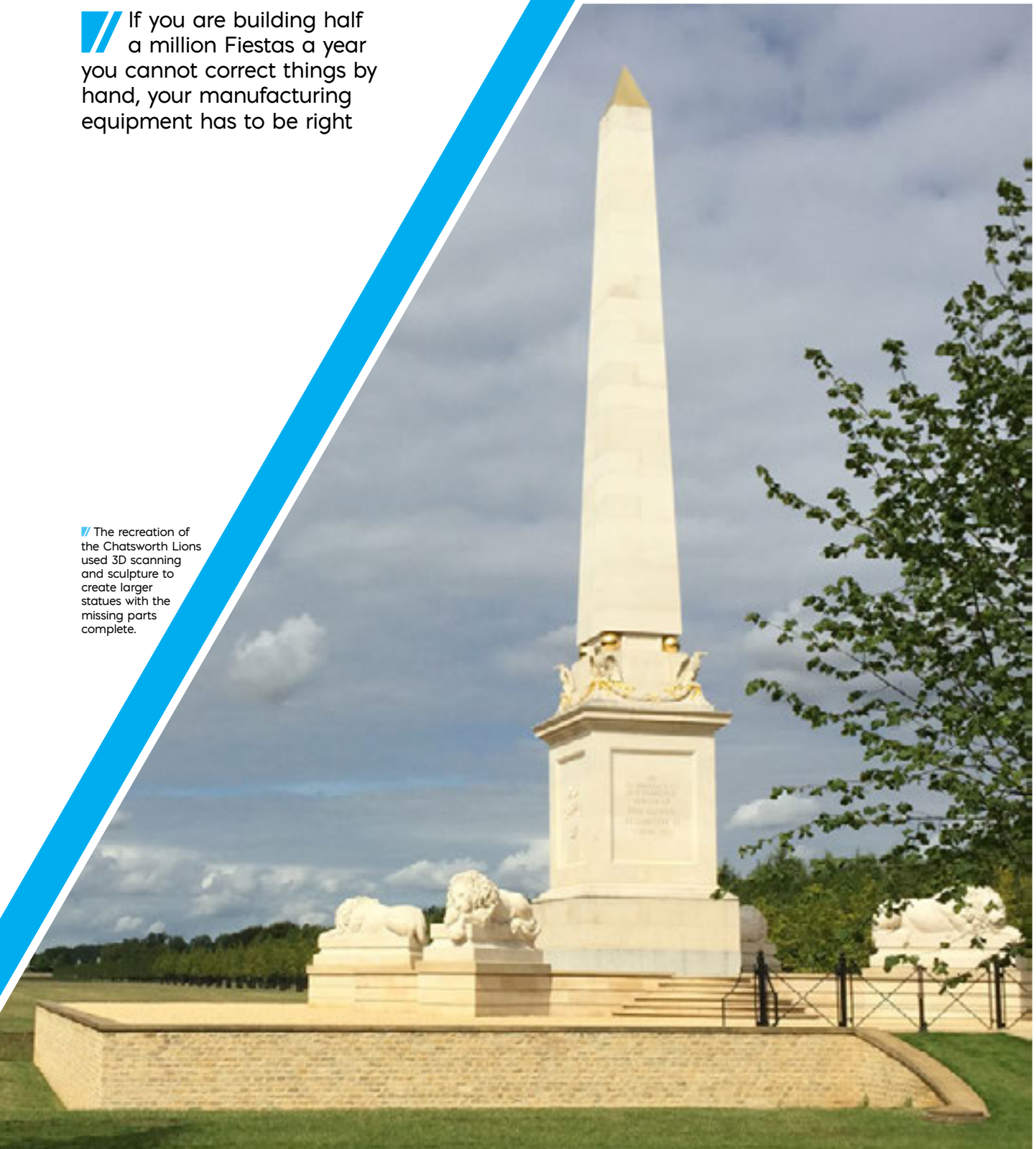
So far, this kind of work remains the preserve of specialists such as SurfDev, and Williams is rather sceptical about some of the claims made for the new technology of 3D printing of components.

"I think at the moment it will only work for the right things such as prototypes, and the idea that everyone will have a printer at home and make what they need, I think is fantasy," he says. ▶



/// If you are building half a million Fiestas a year you cannot correct things by hand, your manufacturing equipment has to be right

/// The recreation of the Chatsworth Lions used 3D scanning and sculpture to create larger statues with the missing parts complete.



► “Some car companies might use it for low-volume components but it would be too costly to be used for mass ones. I think it would need a quantum leap in technology to take off. You can stamp a car bonnet in 10 seconds but it would take hours to do that with a 3D printer.”

SurfDev’s capabilities have seen it work in some unusual settings. It created a scan of the entire interior of the Royal Albert Hall for the French acrobatic troupe Cirque du Soleil so its performers could work out how to place their equipment.

“They used to work on paper but now have a 3D CAD model of the venue right down to the length of wires they will need, so they can know the entire building from a 3D model,” Williams says.

Its work at Chatsworth House saw SurfDev asked to recreate the stately home’s famous lion sculptures, but at larger sizes than the originals. The Sleeping Lion and Crouching Lion each weigh 3.5 tonnes and were commissioned in 1823. They were never completed, so SurfDev had to virtually sculpt the large missing areas.

It performed a 3D scan of the lions, then used this to complete the new figures, looking as though they had originally been completely sculpted in stone, but with their previously missing sides now present.

This was turned into files from which the new lions could be machined and then finished by a stonemason.

In another piece of historical detective work, SurfDev was asked to scan 3,000-year-old cuneiform, which is one of the earliest systems of writing developed by the ancient Sumerians in Mesopotamia, for a museum.

Optical scanning was used as it is non-contact and non-invasive and the cuneiform was scanned from a number of angles to capture the full form and detail.

The museum was supplied with a 3D-printed replica taken directly from the scan data to help it understand the options for sharing data with other institutions and the commercial opportunities of offering replicas.

SurfDev’s other notable commissions include work on the

Its work at Chatsworth House saw SurfDev asked to recreate the stately home's famous lion sculptures, but at larger sizes than the originals

Princess Diana Memorial Fountain, which came about because, Williams says, the automotive industry is ahead of the architectural sector in designing and creating curved structures, and the fountain’s design requires many of these. The granite fountain in London’s Hyde Park began with a small-scale model to show the design intent.

SurfDev developed this design into a 3D model, showing where each of more than 500 stones should fit together to realise the design.

However, its work in the car industry remains central, with projects such as the design of a bespoke custom rear diffuser, detailed inspection of a complex injection-moulded part to check the manufacturing process was producing accurate parts and work for a Japanese firm on the exterior and interior of vehicles.

As something of a novelty for customers at its North Farnbridge premises, SurfDev keeps a demonstration medical dummy to

highlight the uses of its scanner and photogrammetry system. The 20cm tall model is captured in full detail and high resolution. It has a lot of removable body parts, which have all been scanned twice in situ to fix their locations so the complete model may be viewed as an assembly in which each organ may be added and removed.

SurfDev is a classic example of a small specialist company developing its expertise in new directions in addition to its core market.

And it’s Basildon’s automotive sector that gave SurfDev the start it needed to become internationally recognised.

Accurate 3D scanning of Ben Ainslie’s Olympic yacht.





“I think opportunities like Sitematch help to really raise up the conversation between public sector and private sector.

It’s actually about matching the opportunities that exist in terms of land to the ambition and desire for developers to build what London needs.”

– Eleanor Kelly, chief executive,
Southwark Council

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Swan Group: Investing in Basildon for over 20 years

At Swan we are always keen to work with our partners as we know that together, we can deliver more. We started out in Basildon and have a long history of partnership working, delivering homes and services and supporting wider regeneration in the Borough.

This year we were delighted to be Highly Commended for our contribution to the social and economic development of the Borough at The Planning Awards 2017. This recognised how we are delivering new homes, community spaces and services; how we are investing in the Borough's manufacturing sector, creating jobs and how we are bringing about long-awaited regenerations, such as that of Laindon Shopping Centre. All whilst delivering a high standard of housing and supported services to our residents. If you would like to do more with us in Basildon contact **Luke Riley** on **07469083550** or **lriley@swan.org.uk**

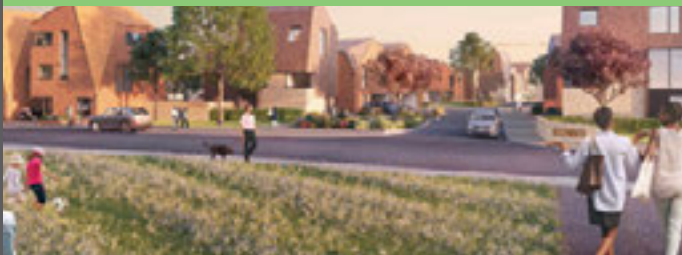
We invested £3m in our new factory which is delivering more high quality homes, more quickly to the Borough - reducing construction times by 50% and generating up to 40 new jobs for Basildon.



We are tackling the challenges others couldn't deliver - like bringing about the long awaited regeneration of Laindon Shopping Centre - working in partnership with Basildon Borough Council.



We are delivering over 800 new homes at Craylands and Laindon, whilst focusing on building communities with improved public realm, accessible community spaces, greater levels of security and better vehicle access.



We continue to bring the best design to the Borough. At the National Housing Awards 2017 Laindon won "Best Scheme in Planning" and Beechwood was Highly Commended. Beechwood is also nominated for the "Best Approach to Modular Construction" at the Inside Housing Development Awards.



Together delivering more