

Two towns, one mission

How Rushmoor's aviation and military heritage are shaping an exciting future





An artist's impression of the Wellesley development in Aldershot

Two towns, one miss

Built on aerospace innovation and military might, Rushmoor's two towns are using those assets

Most boroughs would be happy to have one high profile town – Rushmoor is blessed with two. While Farnborough is synonymous throughout the world with aviation, neighbouring Aldershot will forever be the historic home of the British Army.

That heritage has shaped the borough's past and in a number of very different ways it's helping to forge a prosperous future for this corner of north Hampshire.

Farnborough's famous airfield is now the location of a world-leading business airport, an award-winning business park and a new, fast-growing exhibition and conference centre – also the venue of the town's internationally renowned airshow.

Four miles to the south, Aldershot is undergoing a period of unprecedented change thanks in part to the regeneration of former parts of the military town. The unique neighbourhood of Wellesley, complete with historic listed buildings and woodlands that were once army training grounds, will see Aldershot's population swell by more than 25% over the next 15 years.

Spreading the benefit

But as this special supplement highlights, what all of these developments have in common is a commitment to excellence, to celebrating the past and to engaging local people.

The challenge for Rushmoor Borough Council and its partners is to use these assets and the area's other strengths – excellent connectivity and proximity to London, booming economy – to drive investment in its town centres and in key infrastructure.

'We have regeneration plans for Aldershot town centre which we are driving forward so that we can link them

better with the Wellesley project,' explains chief executive Paul Shackley. 'We have to reinvent it, make it more of a destination and make the most of its Victorian heritage and military history.'

The army is still a big part of present day Aldershot and in recent years the military town, which accounts for around a third of the population, has seen major investment by the MoD to create a 'super garrison'.

The council has purchased properties in the centre of Aldershot and is hoping to reshape the retail offer with a balance between niche independent shops and high street retailers to differentiate it from other towns.

It's also working closely with Grainger, the lead development partner for Wellesley, to integrate the neighbourhood with the town centre and facilitate community projects.

'Farnborough is very different,' says Paul. 'It doesn't have a natural town centre but it does have more recognised retailers and is more established as a shopping destination.'

'We want to bring more residential development and a hotel into the centre. We're also regenerating the civic quarter in Farnborough.'

The aim with the latter is to integrate a site that includes a leisure centre, library and former police station with the heart of the town to create a 'vibrant mixed-use space' with apartments, cafés and restaurants that serves as a focal point for events.

Fresh focus

These improvements are also designed to capitalise on the potential footfall from Farnborough Business Park, where around 6,000 people work across a number of sector-leading international firms including Time Inc and Fluor. Equally, the increasing number of major events at

'Rushmoor Borough Council are not just cooperative but knowledgeable from a technical and environmental perspective.'

Brandon O'Reilly, chief executive, TAG Farnborough Airport (see page 5)

Farnborough International Exhibition and Conference Centre – including the airshow, which attracts tens of thousands of visitors – offer huge opportunities for the local economy.

Improving the town's offer and developing better pedestrian and road links will help Farnborough take advantage of the assets on its doorstep.

Having joined the council in May 2017, Paul has set about moving Rushmoor away from being 'quite a traditional borough' to become more focused and agile. That includes strengthening its capacity around regeneration, economic development and property to reflect the borough's priorities. A change of leader in 2016 and the formation of a new cabinet have brought a renewed sense of energy and a desire from members to speed up regeneration.

Rushmoor has the advantage of being located within the area covered by Enterprise M3, one of the country's top performing local enterprise partnerships. Its priorities include strategic investments in local infrastructure that



ion

to shape a prosperous future

will increase productivity and enable growth. This is enabling smarter working, harnessing new technology, opening up new opportunities and creating successful places.

Paul adds: 'We're in the M3 corridor, the borough's very accessible, we have a very strong economy with a lot of well paid jobs and major world-leading brands. It's a really positive story.'

'Rushmoor is very much about setting the bar high for quality and making the area aspirational.'

RUSHMOOR'S ASSETS

- Aldershot Garrison is home to a population of 10,500 (including military personnel, civil servants and families) and recently saw £100m of Government investment
- TAG Farnborough Airport is one of the world's top business airports
- The world-famous Farnborough International Airshow attracts more than 150,000 visitors
- Major companies headquartered in Rushmoor include BMW, Time Inc and Fluor
- With 20,000m2 of event space, Farnborough International Exhibition and Conference Centre is one of the largest venues in the south east
- Cody Technology Park in Farnborough is a hub for aerospace innovation
- Farnborough Sixth Form registered a 99.2% A level pass rate in 2017 and Ofsted has described its provision as 'the best sixth form teaching in the country'
- Farnborough College of Technology is rated by Ofsted as an 'outstanding' college

'We have a fantastic relationship with Rushmoor Borough Council... It's refreshing for us to be working with such a fantastic and communicative council.'

Alan Chitson, development manager, Grainger (see page 7)

Centre of excellence to build on aerospace success

Farnborough and the south east of England in general have a strong reputation for innovation and development in the aerospace sector. The region is producing new technologies and intelligence that are driving the next generation of aerospace development.

For example, the south east accounts for almost a quarter of aerospace and defence businesses in England and half of them are based in either Hampshire or Surrey. Between 2010 and 2017, the sector grew by about a third in the south east and the two counties accounted for around 72% of the overall increase.

To build on that success, a centre of excellence is being created to support the Farnborough and Southern Aerospace Cluster – led by Rushmoor Borough Council, Hampshire County Council, EM3 LEP, Farnborough International Ltd, Farnborough Aerospace Consortium and Southampton and Surrey universities.

It will offer a comprehensive package of support for any businesses looking to be part of the cluster and a new website, video and brochure are about to be launched.

Councillor David Clifford, Rushmoor Borough Council leader



It is an incredible privilege to lead Rushmoor Borough Council, serving two world-famous towns that an increasing number of global brands are choosing to call home. Rushmoor's strengths come from its unique military and aviation heritage and its enviable location in the south east.

In Farnborough, the airport, conference centre and business park are ensuring the town's long-standing tradition for innovation continues.

As a result of military changes, we are also witnessing the massive expansion of Aldershot, with nearly 10,000 new residents looking to settle in our town.

We don't take our strengths for granted and as a council have upped the ante over the last two years to guide and drive the continued improvement of our towns and communities. It's also about striving to become a better organisation ourselves by embedding an ethos of listening, learning and delivering better.

As this supplement highlights, we have built strong relationships with key partners and I am proud that the council enjoys a first-class reputation among partners, businesses and residents.

Officers and members work together closely and I believe that's key to being an effective local authority and one which organisations of all shapes and sizes can work with to continue the Rushmoor success story.

Home of pioneering spirit

Farnborough International Airshow has made the town famous around the world and now its venue is creating a year-round success story



‘More than just an airshow’ – the slogan accompanying this year’s Farnborough International Airshow is apt in more ways than one.

The spectacular air displays are just one aspect of the world famous week-long event. It’s also well established as a place where the great and good of the aerospace industry do business – some \$124bn of deals were sealed in 2016.

But crucially for the local and wider economy, the airshow has laid the foundations for what’s fast becoming one of the UK’s leading exhibition and conference venues.

Located at the southern end of the airfield, the airshow has been staged in Farnborough every two years since 1948. For most of that time the bulk of the facilities have been housed within temporary structures with just one permanent facility, Hall 5, which was introduced in 2008.

Hall 5 has hosted a range of major B2B and consumer events including the increasingly popular Screwfix LIVE event.

But now Farnborough International Exhibition & Conference Centre is moving into a different league thanks to the opening of its latest permanent structure. Unveiled this year, it’s a purpose-built facility covering 20,000m2 and incorporating a 12,500m2 exhibition hall.

This year’s bookings include Merchandise World, the UK’s biggest fishing show, The Big One, and of course, Farnborough International Airshow in July.

The venue offers a number of advantages, from easy access via the M3 and a choice of major airports to the fact that the nature of the site means high levels of security are part and parcel of its make up.

But Farnborough International can also trade on the fact that it’s the organiser of a major international event.

‘The fact that we have been running the airshow for years means there’s a huge amount of experience in the

team,’ explains Andrew Pearcey, group marketing director. ‘When you hold an event here you are getting so much more – you’re getting our expertise. The airshow is a great shop window for us. People will see the venue used at such scale – it’s the only event to date that will really see the whole of Hall 1 used to its full extent.

‘The venue side of the business has become a big focus and in the last year the team has grown by 50%. We have a strong brand with two separate facilities and that really makes it a business for 365 days a year.’

For decades – even before the airshow was here – people in Farnborough have supported and inspired industry leaders, enabling their progress in the world of aviation and engineering. Farnborough is the birthplace of British aviation and Farnborough International is the home of pioneering spirit.

This year’s airshow holds particular significance for the UK economy as a whole.

During the week, the five-day trade show – prior to the weekend’s public event – is vital to the aerospace industry and the emphasis is on facilitating networking

between senior figures from business, the military and Government.

‘This is a major business opportunity just 37 weeks before Brexit and poses a massive opportunity for UK business as Farnborough International Airshow has attracted the largest number of international businesses ever,’ says Andrew. ‘They can forge links with international companies in a way that they haven’t before. They will be able to do that business against the backdrop of a fantastic venue – it’s a great advert for UK plc.’

FARNBOROUGH INTERNATIONAL AIRSHOW: KEY STATISTICS

- **£9.5m** boost to Farnborough and the surrounding area from the airshow, according to a 2014 economic impact study
- **1,500** exhibitors from 52 countries, 73,000 trade visitors and 80,000 members of the public attended the 2016 event
- **\$124bn** of orders and commitments were placed in 2016
- **82** of the world’s top 100 aerospace companies attended in 2016
- **£2m** of contracts awarded to local firms by Farnborough International in the planning and development of the 2016 show



‘It is heartening to see the remarkable progress made in the development of this world-class exhibition and conference centre. We look forward to this year’s Farnborough Airshow when the centre will host the world’s aviation and aerospace industry, supporting billions of pounds worth of trade deals and bringing significant economic benefits to our area.’

Kathy Slack, director, Enterprise M3 Local Enterprise Partnership



COMMUNITY CONNECTIONS

The airshow is a source of local pride in and around Farnborough and that enthusiasm is reflected during the week itself. The Farnborough Flyers volunteer programme brings a local flavour to the event with residents performing a number of roles from helping delegates to navigate the venue to meeting and greeting. Prior to the 2016 airshow, local schools took part in a colouring competition which saw two winners rewarded with a visit from the Red Arrows. It also provided a major boost in terms of local employment. Farnborough International took on 26 temporary staff in a variety of support roles and more than 380 people work at the show on behalf of exhibitors.



Onwards and upwards

TAG Farnborough Airport is a global success story but its winning formula is firmly rooted in local partnerships

Ever wondered how pop stars, elite sports teams and captains of industry travel the world? Chances are they'll have passed through TAG Farnborough Airport at some point.

'What you now see is the premier aviation business facility in Europe and arguably the world,' explains Brandon O'Reilly, the airport's chief executive. 'That's what our customers and the aviation community tell us. There's nothing like it in the world that's been designed from the ground up for this purpose.'

Looking out from the sleek, ultra modern terminal to watch executive jets take off, it's hard to imagine this was once a military airfield.

Back in 2002, TAG – known around the globe for its activities in the aviation and motorsport worlds – purchased the lease to the airfield from the MoD with a remit to develop the UK's first dedicated business airport. Some 16 years and several awards later, it's top of the pile and has become a byword for excellence in the industry.

One thing it does share with its predecessor is a thirst for innovation. The airfield was home to the Royal Aircraft Establishment and holds a special place in aviation history having staged the UK's first powered flight in 1908.

TAG Farnborough Airport has pushed the boundaries for business aviation in the way it caters for the high demands of clients for whom time is of the essence.

'If you have to go through a commercial airport there's check in two hours before,' explains Brandon. 'If you're at the leading edge of business then you use this type of airport – time is so important.'

The airport developed most of its facilities during the first decade of its life but it continues to expand. It now handles 27,000 flights a year and has planning permission to increase that incrementally to 50,000.

Creating what Brandon describes as 'an industry-leading, world brand right in the middle of Rushmoor' has required a strong partnership with local government. 'Our success has been possible for a number of reasons,' he says. 'Visionary investment by our shareholders and Rushmoor Borough Council being supportive in everything – the change from military to civilian airfield, planning consent, each stage of development. It's fair to say

Rushmoor – and Hampshire County Council – have been very supportive in ensuring that's happened over the years as we have become more and more successful.

'Rushmoor are not just cooperative but knowledgeable from a technical and environmental perspective.'

While its customer base is exclusive, the airport has worked hard to ensure it is very much part of the local community. The airfield's history is a source of pride among residents and its change of use and growth could have been contentious.

'We realise we are in the centre of a large community here and we have a moral responsibility to develop the airport sustainably. We will be carbon neutral very shortly, which we are legally bound to be by 2019 under the terms of the planning permission.'

But those community links run far beyond environmental responsibilities. The Farnborough Quiet Flying Programme was born out of conversations between the airport and residents over ways to reduce flight noise in residential areas. And through the Community Matters Partnership Project, a borough-wide initiative involving businesses and the public sector, the airport and enterprises based there have an outlet for their corporate social responsibility work.

TAG FARNBOROUGH AIRPORT: DEPARTURE FROM THE NORM

• More than £200m invested by TAG to create a world-leading facility

• The airport's state-of-the-art terminal features work by British contemporary artist, Marc Quinn (on loan from the world renowned Deutsche Bank Collection)

• Every aircraft that lands pays £3 (£5 for larger planes) with money going into a fund used by Rushmoor Borough Council for local projects close to the airport

• Consistently ranked No.1 in surveys of passengers and aviation staff by Aviation International News

For example, every year 500 people gather on the runway for a twilight run that raises money for local projects. Some 3,500 trees have been planted locally to reduce the airport's carbon footprint and it also supports a conservation project in the Amazon rainforest.

Brandon, who is a governor at Farnborough Sixth Form, and colleagues also go into local schools to talk about the airport and potential careers in the aviation industry.

The closeness with local government is essential given the interdependence between the future success of the airport and Rushmoor as a whole.

'The airport is an asset that's only half utilised at the moment,' says Brandon. 'It's got a great future ahead of it. The fact that Rushmoor and us work together means we understand what's required to develop a business aviation airport rather than butt up against each other.'

'We have plans to attract more inward investment and what's on offer locally in terms of housing, education, health and connectivity – it all provides a draw. Our work isn't done here, far from it.'





Thinking globally, acting locally

Farnborough Business Park's combination of high quality facilities, great location, unique identity and community feel have made it a magnet for international firms

It takes an enticing offer to persuade global corporations to relocate from London. In 2016 publishing giant Time Inc swapped the capital for Farnborough Business Park and in doing so made itself part of a Rushmoor success story.

Currently 99% let, the park is also home to multinational engineering and construction firm Fluor and global healthcare provider Aetna.

The arrival of international chemicals company INEOS this year will see the number of people working at the park rise to almost 6,000. What's the appeal? Well, take a tour of the site and you'll find architectural quality and design that you would expect to see in central London, not on the outskirts of a suburban Hampshire town.

Combine that with pristine landscaping, a range of facilities that includes a stylish hotel, restaurants, cafés, bars, gym and nursery – and a location that's just 40 miles from the capital and 25 miles from Heathrow – and it's not difficult to understand the attraction for global firms.

And yet just six years ago the park was 30% empty. That was when XLB Property got involved as the park's asset and development manager and Ashdown Phillips was brought in to handle the day to day management.

Tony Lawson, XLB Property's founding partner, believes the key to both retaining and drawing in new tenants has been to 'breathe new life into the park by way of active and visible management, with people on the ground'. He adds: 'This energy has helped create a vibrant park community set within a high quality environment.'

One thing that sets Farnborough Business Park apart from its competitors is more than a century of history. It's situated on what was part of Farnborough airfield, headquarters of the Royal Aircraft Establishment (RAE). Reminders of that past are found in the shape of a museum and the RAE's historic wind tunnel at the park's Heritage Quarter and a restored airship hangar frame.

The latter is something of a focal point for cultural and social events – not only for tenants but also the



local community. 'We have a wide cross section of types of organisation and of sectors, from start-ups at The Hub to global corporations. It works best as a multi-occupied, multi-faceted type of park,' explains Paul Robins, facilities services director at Ashdown Phillips.

'People come to work here and we want it to be an enjoyable environment. We have been focusing on bringing participative events to the park, having fun, developing a calendar of events for people to come and enjoy.'

Past events have included quiz nights, 'grow your own' workshops and an Easter egg hunt for local youngsters and tenants' children.

FARNBOROUGH BUSINESS PARK

- 554,677 sq ft of Grade A office space over 125 acres
- It has won a Green Flag award two years running and a BALI national landscaping award for the quality of its green spaces
- Tenants include global corporations Fluor, Time Inc, Aetna, RBS, RedHat and Arrow Global
- Includes The Hub, a business incubator for start-ups located at the centre of the park
- Home to around 6,000 tenants
- Direct access to M3 motorway, 34 minutes by rail to London Waterloo and 25 minutes' drive to Heathrow

The park's first events co-ordinator was recently appointed to build on that work and develop closer links with local people through the borough's Community Matters Partnership Project.

'Within the borough Farnborough Business Park is a major employer as well as having big physical presence – therefore community-related activities are very important,' Paul says.

The park also runs a shuttle bus service to and from Farnborough's two train stations and to the town centre at lunchtimes. While the 2,500 tenants who use it every week provide valuable footfall for local



businesses, having a strong town centre offer is also part of the bigger picture in terms of making Farnborough Business Park an appealing location.

With a major Audi dealership due to open in 2019 and further expansion expected in the coming years, the park will play a vital role in supporting planned regeneration at the heart of Farnborough.

But in the meantime, it's business as usual.

Chris Field, facilities manager for Ashdown Phillips, says: 'XLB has been very successful in developing this park and bringing vacancy levels down.'

'The way the park is kept is crucial to that. We have pristine landscaping – things like that maintain it as a corporate marketplace. If you are bringing clients to meetings it's the kind of environment you expect to see.'

'Through The Hub we provide a place for SMEs to grow and hopefully move elsewhere in the park.'



Building on Aldershot's rich heritage

Aldershot's connections with the British Army go back more than 150 years so it's apt that the town's military heritage is shaping its future. North of the town centre a new neighbourhood is taking shape on former Garrison land. Originally called the Aldershot Urban Extension, it's now named Wellesley and over the next 15 years this vast area will accommodate up to 3,850 mixed tenure homes and a population of more than 10,000.

Grainger plc, the UK's largest listed landlord, was appointed development partner by the Defence Infrastructure Organisation, part of the MoD, back in 2011 and since then has worked with the community, Rushmoor Borough Council and others to transform the area.

While most major developments have to create an identity from scratch, there is no such problem for Wellesley.

It's home to six listed buildings including the Cambridge Military Hospital, the much-loved local Victorian landmark which will be brought back to life and converted into family homes along with community facilities at its core.

Then there's Wellesley Woodlands – 110ha of former military training land which has already seen £1.5m of investment by Grainger to transform it into public open space where communities can come together. National land management charity, The Land Trust, and Blackwater Valley Countryside Partnership have been appointed to manage the woodlands and encourage local people and visitors to use them.

The emphasis is on creating a neighbourhood that's sustainable and high quality that respects the heritage of the site and contributes to the wider success of Aldershot, says Alan Chitson, Grainger's development manager for Wellesley.

It has been divided into 20 development zones, each with its own design code to reflect the nature of the site, he explains. Grainger is preparing each zone and releasing land to housing developers as well as building some properties for private rent itself. So far more than 200 new homes are occupied with many more in the pipeline this year and the first of two new schools will open in September.

'I don't think people realise the size and scale of Wellesley,' says Alan.

He adds: 'We have a fantastic relationship with Rushmoor Borough Council. They are very supportive and we have regular meetings with planning officers and senior staff. It's refreshing for us to be working with such a fantastic and communicative council.'

As someone who's Aldershot born and bred, he's only too aware of the significance the military town holds to

local people, many of whom were born at the hospital.

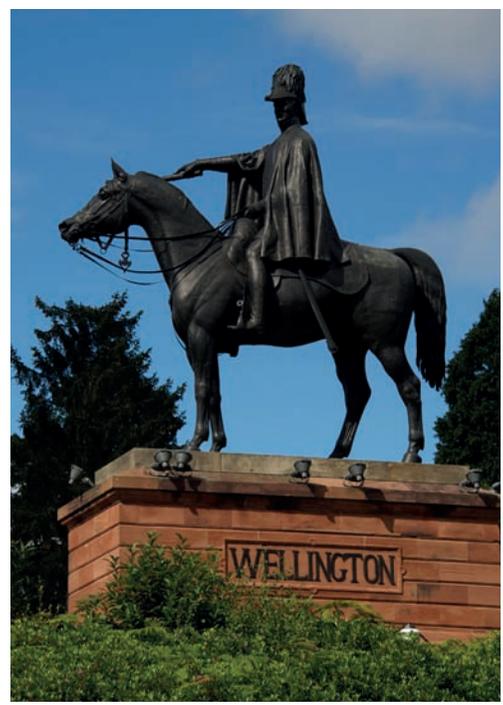
Attention to detail is the order of the day. A temporary community centre has been created to host events for residents so they don't have to wait until the permanent facility is opened. Similarly, a number of existing buildings in Wellesley awaiting redevelopment have been rented out in the meantime, for example to create space for small businesses.

Carla Norton is community development manager for Wellesley, supporting and enabling the growing neighbourhood to become a prosperous and sustainable new community. For example, each resident is given a unique opportunity to be a key part of the story and automatically becomes a stakeholder of the Wellesley Residents Trust, empowering the community to have their say and influence the environment around them.

And while Wellesley will have some shops in its neighbourhood centre, the aim is to connect this burgeoning community to the regeneration of Aldershot town centre.

'We want to encourage Wellesley to support the town centre and be a catalyst for its regeneration,' says Alan. 'Aldershot supports residents' local shopping needs and we're creating better linkages, widening footpaths and reconfiguring the junction with the town centre to make it easier for Wellesley residents to get into the centre.'

A brand new neighbourhood is emerging on Aldershot's former military town and it's making the most of the site's illustrious past, discovers Austin Macauley



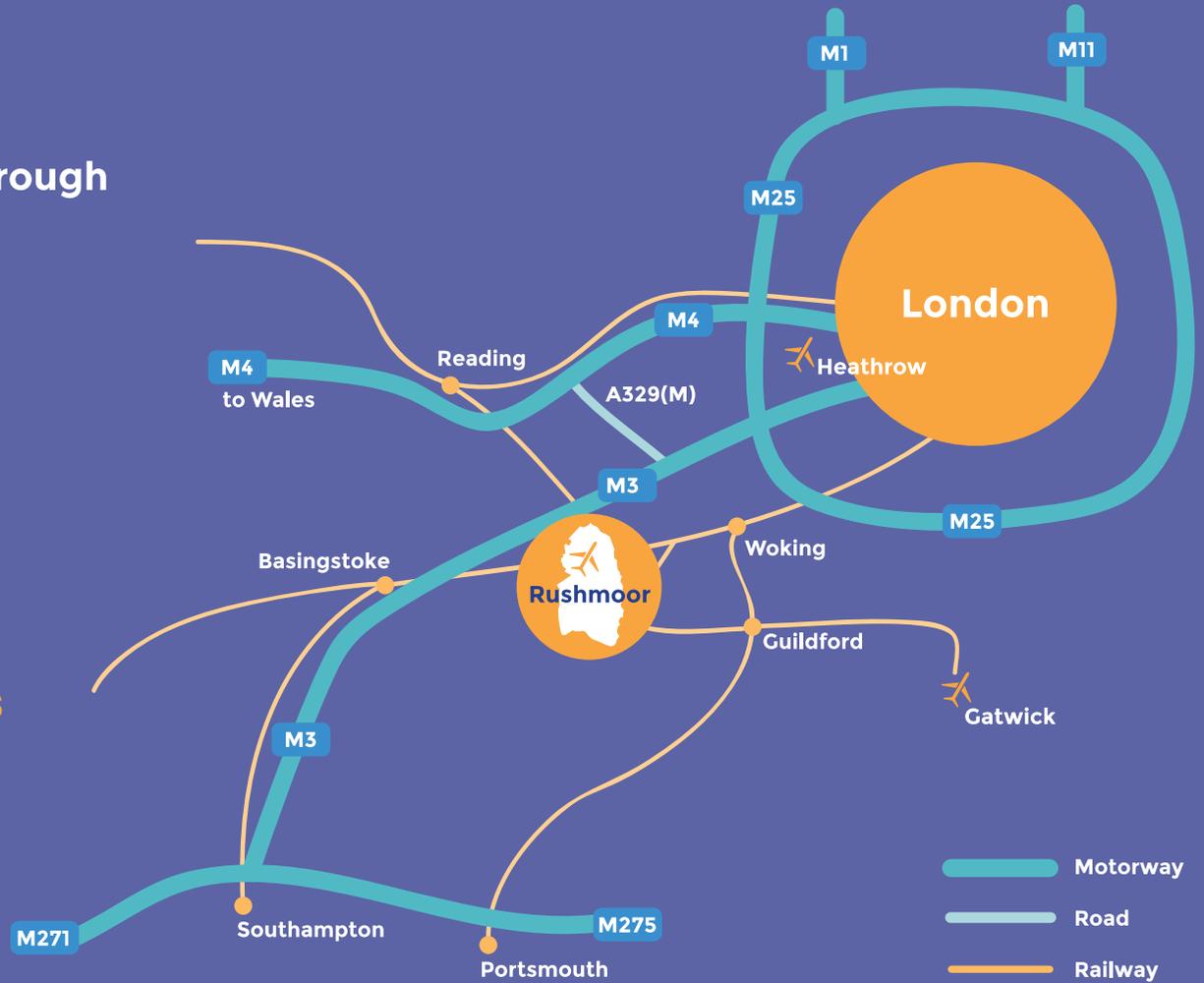
WELLESLEY: A NEIGHBOURHOOD IN THE MAKING

- On a site that's been home to the British Army since 1854
- Named after military hero Arthur Wellesley, prime minister and 1st Duke of Wellington
- 3,850 new homes, including 1,340 affordable homes
- Plans include the refurbishment of six iconic listed former military buildings, two new primary schools, a neighbourhood centre, allotments, plays areas, a park and local shops
- Includes large areas of green space running through the heart of the scheme and a heritage trail linked to Aldershot's military history
- Takes in Wellesley Woodlands, former army training grounds that now make up 110ha of green space to explore

Two

Farnborough
Aldershot

world-famous towns



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British Army
&
Birthplace
of **British Aviation**

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to



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Heathrow, Gatwick
and the south coast

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34 minutes
by train to



London

UK's premier
business airport
& **World famous**
airshow



More than
£450 million



already
invested

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businesses



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more than

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Two



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