

## **Barnsgrove Reimagines Rural Life: A Place to Belong, Connect and Grow**

Just beyond the tranquil village of Greywell, near Basingstoke, Barnsgrove is more than an attractive retreat in the Hampshire countryside – it's a standout example of how rural and farming businesses can successfully diversify to thrive in today's economy. Blending tradition with innovation, it's quietly reimagining what it means to live, work and connect in a rural setting.

Founded by Jo and James Butler on their fifth-generation arable farm, Barnsgrove is a thoughtfully designed members' clubhouse that seamlessly blends work, wellness and community in a welcoming, purpose-built setting.

What began as a vision to diversify the family farm has become a thriving hub for professionals, creatives and families. The former dairy site has been transformed into a place where people can work productively, connect socially and recharge physically – all while enjoying the serenity of the countryside.

“What makes Barnsgrove special isn't just its setting, though the Hampshire landscape certainly helps,” says Jo. “It's the feeling that grows here. A rare mix of calm and curiosity, of work and play. We all know and feel that the world is moving at break-neck speed. But, somewhere along the way, real connection has become harder to find. Barnsgrove was built to change that.”

Barnsgrove offers a range of workspaces, from private offices and resident desks to Zoom pods and meeting rooms. The interiors, designed by Jo herself, are inspired by nature and travel, with curved walls, earthy tones, and French doors that open onto sunlit terraces. It's a space that feels both professional and personal.

“People really respond to spaces that feel good to be in,” explains Jo. “They're looking for a sense of balance in their working day – and that's exactly what we've aimed to create at Barnsgrove.”

But Barnsgrove is far more than just a place to work. Members enjoy a full calendar of events – from networking socials and Members' Breakfasts to the Lunch and Learn series, and the club's wellbeing residency programme. More relaxed gatherings like quiz nights and bridge evenings also feature regularly.

There's a Leadership Programme, as well as community-focused events that bring people together, such as live music and “roots and shoots” planting days. As Jo says, “It's a place where relationships are built and ideas are shared.”

“Barnsgrove has grown because people have given it energy, time and care, explains Jo. “They've made it their own. And that, to me, is the truest measure of success: when a place begins to belong as much to the people who gather there as to those who created it.”

One of Barnsgrove's most exciting developments is Palace Padel – a purpose-built indoor padel tennis facility set within a converted barn. Featuring two panoramic

courts and a vibrant calendar of coaching sessions, tournaments and social events, it has quickly become a focal point of the Barnsgrove community.

Padel is a fast-growing racket sport that blends elements of tennis and squash, typically played in doubles on an enclosed court around one-third the size of a traditional tennis court.

“Padel has added a vibrant new dimension to Barnsgrove,” says Jo. “It’s sociable, inclusive and a brilliant way for people to connect – whether they’re experienced players or just trying it out for the first time.”

Barnsgrove is built around the idea of belonging. Whether you're a freelancer, a small business, or a local resident, the clubhouse offers a space to thrive. With flexible memberships, including options for couples, under-25s, and weekend use – it’s designed to be inclusive and accessible.

"Barnsgrove is a place to live well, connect deeply and be part of something meaningful." The real power of a melting pot like this; diversity of thought. And it's the heart of what Barnsgrove was built for. It's about having a place that feels like it belongs to you."

Barnsgrove is more than a place to work – it’s a place to live well, connect deeply, and be part of something meaningful. It stands as a shining example of how rural spaces can be reimagined for modern life, without losing their soul.

To find out more, visit [barnsgrove.com](https://barnsgrove.com)