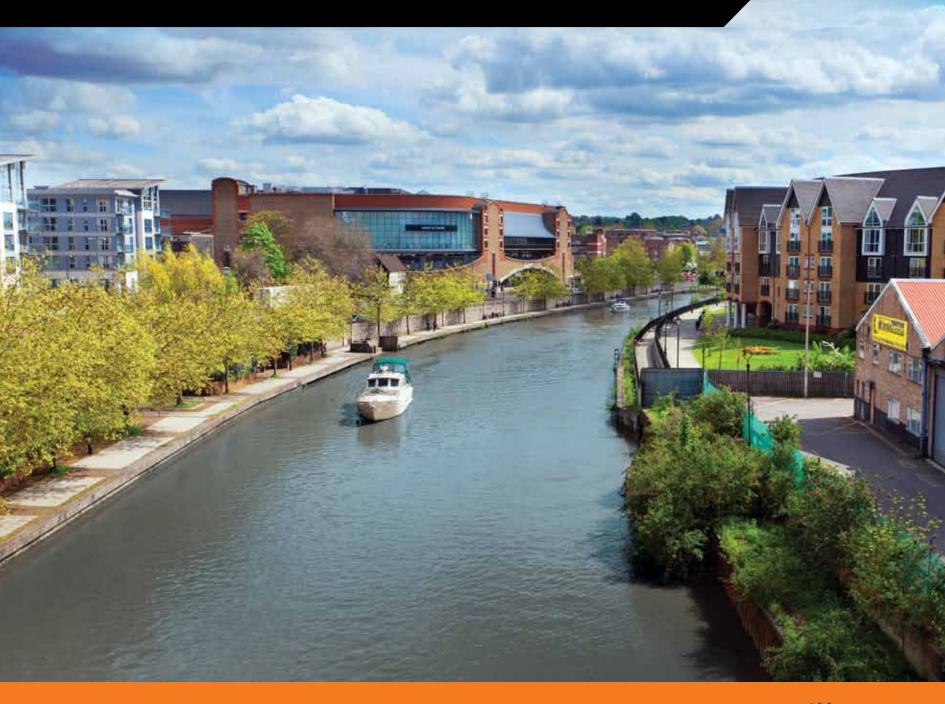
MAIDSTONE OUR INVESTMENT SUCCESS STORY







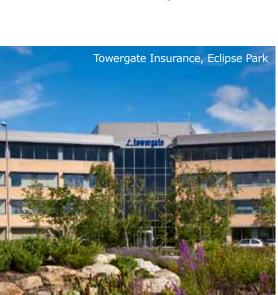
WELCOME

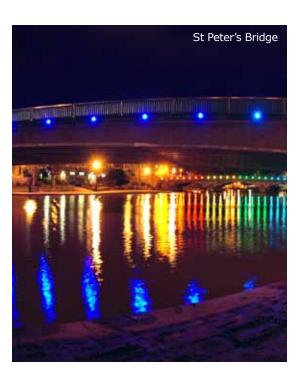


"As Kent's business capital, Maidstone is ideally located with easy connections to both UK and European markets and is just 35 miles from London and the Channel Tunnel. Maidstone has a strong economic story with a successful investment track record - £400m public/private town centre regeneration projects delivered and a £320m future investment programme planned. And we're committed to delivering 10,000 new homes and 10,000 new jobs. As a business location, Maidstone has 'London value' with a highly skilled and productive workforce and extremely competitive

office costs – up to 40% lower than in the capital. And we're proud to be in the top ten most desirable places to live in the UK. Welcome to Maidstone!"

Cllr Christopher Garland, Leader of Maidstone Borough Council





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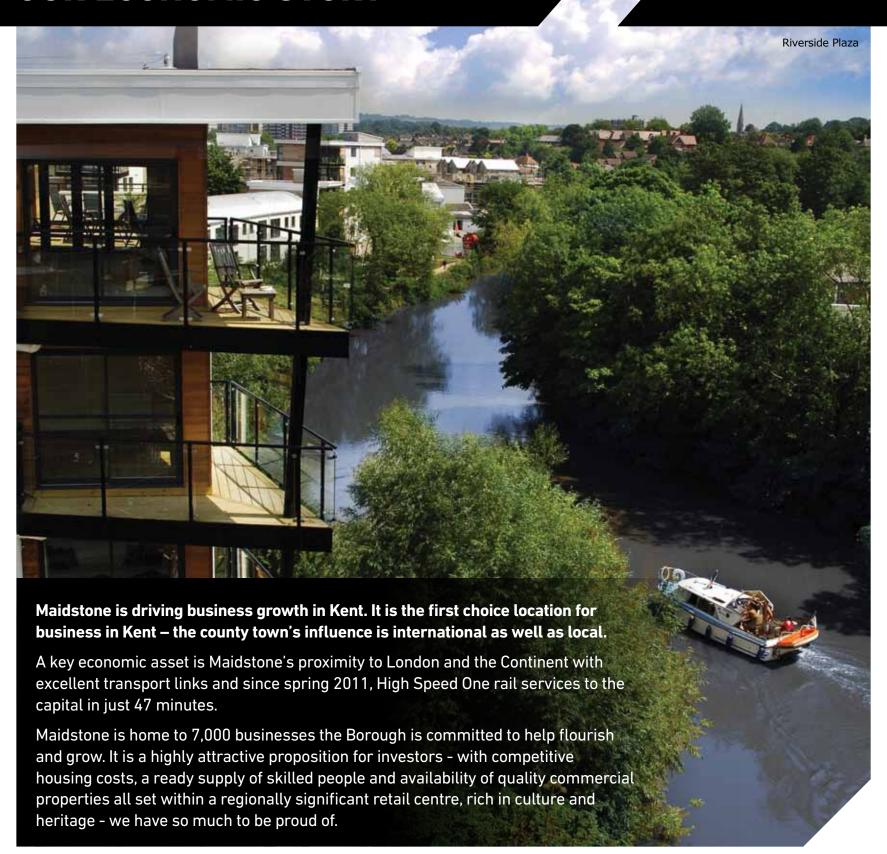
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OUR ECONOMIC STORY



TOWN CENTRE REGENERATION

Maidstone is open for business. The town's strategic location, excellent transport network, highly skilled and productive workforce and cost-effective setting all combine to make Maidstone the ideal choice for investment.

"Maidstone has a diverse retail mix and provides people with choice, it caters to many budgets and therefore keeps the retail offer varied and encourages customers to the Town Centre."

Jaine Rees, Marketing Manager, Fremlin Walk

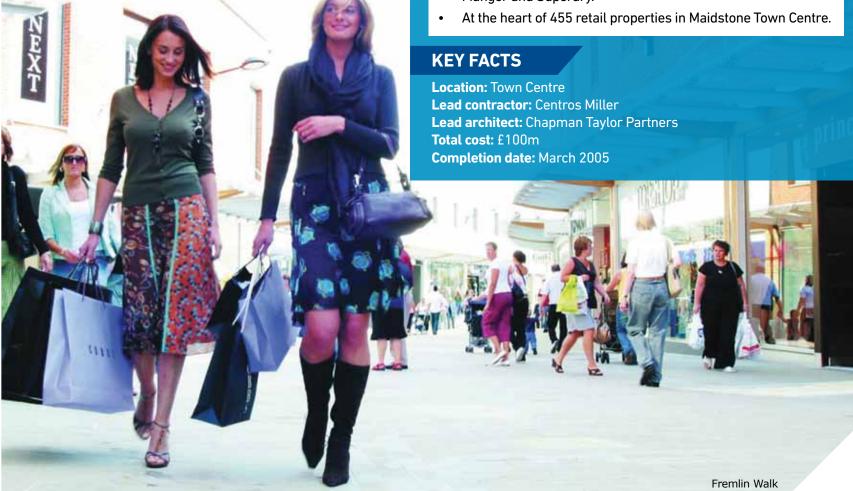
Case Study: Fremlin Walk

Project: Retail

Fremlin Walk stands on 350,000 sq ft and was built on the former Fremlin's brewery site. During the £100 million development original features were incorporated into the modern designs, bringing the old and new together. As a result, the development won a Gold Award in the British Council of Shopping Centres (BCSC) Awards in 2005.

Outcomes: Opened to critical acclaim in March 2005, Fremlin Walk was quickly adopted as a focal point for retail, drawing in modern, dynamic retailers and providing customers with real choice.

- Maidstone has achieved a top 50 ranking in the list of shopping towns in the UK.
- The open-street shopping centre is anchored by House of Fraser.
- New major retailers include Pandora, Office Shoes, Prêt a Manger and Superdry.



Case Study: High Street Public Realm

Project: Regeneration

Maidstone's £2.2 million re-modelling of its High Street is the product of an international design competition supported by the Royal Institute of British Architects. The completed scheme will further enhance Maidstone's attractiveness to investors, visitors and shoppers by creating a blank canvas for a new public space to support the town centre's role as a '21st century urban entertainment centre' as envisaged by Mary Portas in her recent review of high streets.

Outcomes: Projections suggest that once both phases are complete, the project will generate £4.5 million of additional visitor expenditure and create around 100 new jobs in the day and night time economies.

- The project is to be completed in two phases, the first stage completed in Summer 2012.
- Create new pedestrian-friendly public spaces carefully designed to meet the needs of the physically impaired and older people while also enhancing the historic conservation area.
- Invigorate new commercial investment by attracting more visitors and increasing footfall.
- Wider pavements, new crossing points and high quality surfaces and new lighting will transform the High Street.

KEY FACTS

Location: Town Centre Lead contractor: Eurovia Lead architect: Letts Wheeler

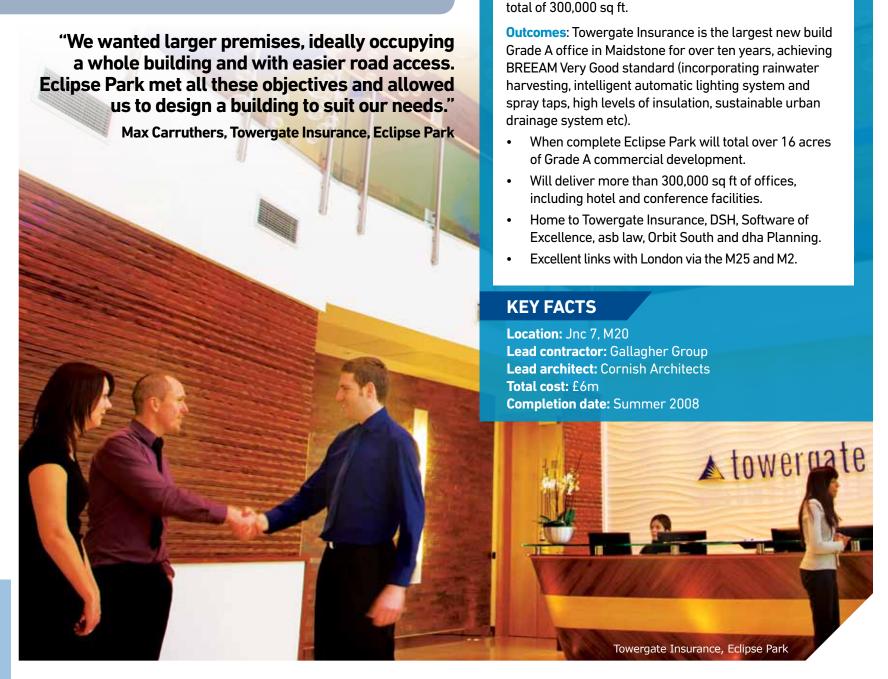
Total cost: £2.2m

Completion date: Summer 2012 (phase 1)

"Never has the phrase invest in a recession to promote a boom' been more appropriate. The completed works give businesses yet another reason to come to Maidstone, and further enhances our reputation as the premier town in Kent." **Bill Moss, Town Centre Manager** New Jubilee Square

COMMERCIAL SUCCESS

Maidstone is the commercial hub of Kent and offers both high quality and cost-effective business premises; new 'grade A' office space achieving breakthrough returns. With further opportunities to accommodate a range of commercial/industrial development, Maidstone is well placed to provide a genuine alternative to London and other major commercial centres in the UK and overseas.



Case Study: Towergate Insurance,

Eclipse Park is a high quality location with available

commercial office space. It is master-planned to provide

five stand-alone office buildings from 10,000 sq ft up to a

Project: Commercial Property

Eclipse Park

Case Study: Kent Institute of Medicine and Surgery

Project: Commercial Property

The Kent Institute of Medicine and Surgery will be a new state-of-the-art hospital campus open to both private and NHS patients and will have highly specialised areas of expertise within cardiology and neurology.

Outcomes: The Kent Institute of Medicine and Surgery will be a landmark investment in the development of 21st century healthcare provision.

The centre will be unique, offering consultants working throughout Kent the opportunity to provide complex treatments for their patients in a fully equipped and properly staffed setting, close to home and without the need to travel to London teaching hospitals.

- A 'one-stop' shop, a consultant can book a complete treatment pathway from outpatients through the treatments to the aftercare arrangements, both in the hospital and at home.
- Focus upon R&D, supporting a drive to attract specialists normally located in London.
- Introduce specialist tertiary clinical services to Kent for the first time.
- Deliver a new roundabout to provide site access, to improve the junction to New Cut Road and Bearsted Road.

"We are delighted to be involved with the Kent Institute of Medicine and Surgery Project. We are working with David Morley Architects to provide a Clinic designed to offer excellent conditions for clinical practice, serving the needs of the population of Kent."

Paul Abrahams, Major Project Director for VINCI Construction UK



KEY FACTS

Location: Jnc 7, M20

Lead contractor: VINCI Construction UK **Lead architect:** David Morley Architects

Total cost: £80m

SUSTAINABLE GROWTH

Maidstone has embraced sustainable development, from regenerated historic landmarks to energy efficient new homes. The ambition for 10,000 new homes and 10,000 new jobs by 2026 will apply the principles of sustainable development to grow a community already home to 150,000 people.

combining the regeneration of the once beautiful but "This project is expected to increase the viability of disused Grade II-listed Ophthalmic Hospital into highly the town's existing retail outlets, encourage greater desirable new homes. visitor numbers, business opportunities Outcomes: The initial stage of this historic development was concerned with the conversion of the disused and employment." hospital, while the second stage of the project was to Kim Bell, Marketing Manager, Higgins Homes construct the luxury new apartments. 2011 London Evening Standard New Homes Award - 'Best New Starter Home Award'. 17 one and two-bedroom apartments in the converted hospital and 57 new apartments. The Old Hospital received a 'Very Good' rating under Code 3 of The Code for Sustainable Homes. Combines classical period architecture. contemporary living and a town centre location. **KEY FACTS Location:** Town Centre **Lead contractor:** Higgins Homes plc Lead architect: David Wood Architects Total cost: £17.5m Completion date: July 2009

Case Study: Old Ophthalmic

Project: Residential

Hospital

The Old Hospital is a stunning conversion development

"A sustainable community... can stand the test of time because it is planned, designed, built and maintained to high standards, and responds to local community needs and aspirations."

Debbie Plan, Managing Director, Crest Nicholson Regeneration



Case Study: Avante

Project: Residential

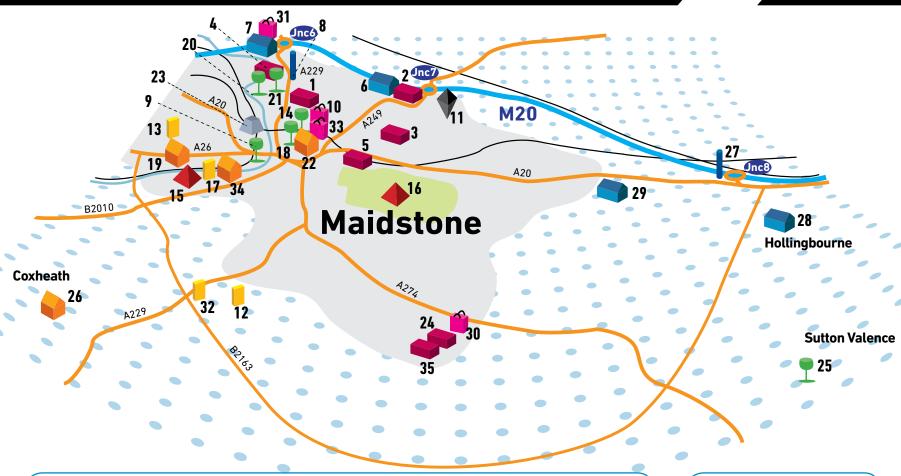
Avante is a unique development of sustainable homes. The Homes and Communities Agency supported this mixed-use scheme of exemplary low carbon development. Avante was designed as one of the first of many developments in the UK through the 'Design for Manufacture' competition run by English Partnerships in 2007.

Outcomes: Avante was the only development in Kent, and one of just 20 nationally to be awarded the Building For Life 'Gold' standard and is CABE Gold standard in 2010. It's one of the first sustainable developments in the area, providing residents and the community with an alternative way of living.

- One and two-bedroom apartments and two, three and fourbedroom houses engineered to strict environmental standards.
- One of the first sustainable developments in the area. All homes are rated Excellent under the EcoHomes rating system.
- Homes have striking cantilever roofs, big windows and light wells to maximise light and heat.
- High levels of insulation to prevent heat loss and reduce running costs.



25 YEARS OF DEVELOPMENT SUCCESSES



				OVA	anmani	t successes
-	-1	•	•			

1	County Gate	ME14 1ST	18	Earl Street 'restaurant quarter'	ME14 1PL
2	Eclipse Park	M20, Jnc 7	19	Riverside Plaza	ME16 8GD
3	Maidstone Studios Creative, Digital Media	ME145NZ	20	Maidstone United F.C.	Vhatman Way
	and Business Centre		21	Kent History and Library Centre	ME14 1LQ
4	Springfield House	ME14 2LP	22	Old Ophthalmic Hospital	ME14 1BX
5	Tolherst Court, Turkey Mill	ME14 5PP	23	St Peter's Street Riverside Mixed Use area	ME16 0SR
6	Hilton Hotel	ME14 5AA	24	Equilbrium, Park Wood	ME15 9XT
7	Village Hotel	ME14 3AQ	25	Ridge Golf Club	ME17 3JB
8	Maidstone Spine Road		26	Avante	ME17 4GS
9	Lockmeadow Leisure Complex	ME16 8RG	27	M20 Jnc 8 Services	M20, Jnc 8
10	Fremlin Walk	ME14 1PS	28	Ramada Hotel (now Mercure)	ME17 1RE
11	Kent Institute of Medicine and Surgery	ME14 5LH	29	Marriott Tudor Park Hotel and Country Clu	ub ME14 4NQ
12	New Line Learning Academy	ME15 9QL	30	Mercedes Showroom, Park Wood	ME15 9YN
13	Mid Kent College	ME16 8AQ	31	Audi Showroom, M20 Jnc 6	M20, Jnc 6
14	Maidstone Museum & Bentlif Art Gallery	ME14 1LH	32	Cornwallis Academy, Loose	ME17 4HX
15	BoatYard, Tovil	ME15 6GY	33	High Street Public Realm	High Street
16	Mote Park Restoration	ME15 7SU	34	The Point	ME15 6QN
17	New Archbishop Courtenay Church of England Primary School	ME15 6QN	35	Integra Business Units	ME15 9GQ



Future

1990

Hotels

Hilton Hotel
Hilton Hotel, opened in 1990.



1993

Leisure & Tourism

Ridge Golf Club

New build of a clubhouse and construction of a golf course, appropriate access and car parking.



1995

Infrastructure

Maidstone Spine Road
Maidstone Spine Road between M20
and town centre completed in 1995.

1997

Infrastructure

M20 Jnc8 Services
Motorway Service Area incorporating
petrol and diesel re-fuelling area, amenity
building, 40 bedroom accommodation lodge
and associated car and lorry parking.

1998

Leisure & Tourism

2 Lockmeadow Leisure Complex Lockmeadow leisure complex, opened in September 1998.



2002

Commercial Property

County Gate
County Gate, two high quality office
buildings completed in 2002. Excellent access
to M20, Jnc 6.

2004

Hotels

Village Hotel
Village Hotel, opened in 2004.



2005

Commercial Property

Tolherst Court, Turkey Mill
Tolherst Court at Turkey Mill, Maidstone completed in 2005.



Retail

Fremlin Walk
Opened to critical acclaim in March
2005.



Leisure & Tourism

Earl Street 'restaurant quarter'
Town Centre spot for both fine dining and family restaurants.



2006

Commercial Property

Eclipse Park
Three new buildings completed at Eclipse Park.



2007

Commercial Property

Springfield House
Small office units in the 14,000 sq ft fully restored historic building.

25 YEARS OF DEVELOPMENT SUCCESSES

Hotels

Ramada Hotel (now Mercure)
Ramada Hotel, renovation in 2007.



Residential

Riverside Plaza
Won top building industry awards for the quality of design and innovation.



2008

Hotels

Marriott Tudor Park Hotel and Country Club £4.5m renovation to host up to 180 guests and meetings for up to 250 delegates.



2009

Residential

Avante
A sustainable homes development - only one in Kent to be awarded the Building For Life Gold standard and is CABE Gold standard in 2010.

2010

Commercial Property

Equilibrium, Park Wood
Phase one completed at Equilibrium,
Maidstone.

Commercial Property

Integra Business Units
Business units for start up and expanding businesses.

Mixed Use

St Peter's Street Riverside Mixed Use Area Former industrial uses replaced with residential, retail and hotel uses, the final plot taken by Travelodge.



2011

Education

Cornwallis Academy, Loose
The combined £60.7m facilities include interactive learning plazas.



Education

New Line Learning Academy
New Line Learning Academy is a centre
of excellence for teaching Mandarin.



Commercial Property

Maidstone Studios - Creative, Digital Media and Business Centre

Designed for SMEs, start-ups, and overseas businesses - ultra fast broadband and data services.



Leisure & Tourism

Maidstone Museum & Bentlif Art Gallery
Completion of £3.7m East Wing at
Maidstone Museum.



Regeneration

BoatYard, Tovil
Contemporary family housing with moorings on the banks of the River Medway.



Regeneration

Mote Park Restoration
One of the largest public parks in the south east of england. The Gallagher Group started the £2.5m restoration improvements in 2011.



Leisure & Tourism

Example 21 Kent History and Library Centre £26m project combining archive material from around Kent, with a new 21st century library 2011.



Residential

Old Ophthalmic Hospital
Regeneration of the disused Grade
II-listed Ophthalmic Hospital into highly
desirable new homes 2011.



Residential

The Point
The Point provides luxury riverside
living with an innovative architectural design.



Retail

Mercedes Benz Dealer
A franchised Mercedes Benz dealer,
specialising in new and used car sales opened

in Park Wood, Maidstone in 2011.



2012

Future

Work started on £80m Kent Institute of Medicine and Surgery, a flagship private Hospital - April 2012, under construction.



Leisure & Tourism

Maidstone United F.C.
Maidstone United's all-new football stadium 2012.



Retail

Audi Centre
A new state-of-the-art Audi centre, off
M20, Jnc 6 was completed in 2012.



Education

New Archbishop Courtenay Church of England Primary School

A £9m project to provide an exciting new school for both pupils and teachers delivering an inspiring and beneficial learning environment 2012.



Retail

High Street Public Realm £2.2m public realm project, incorporating the new Jubilee Square and new paving, seating and lighting.



2013

Education/Future

One of the largest further education colleges in the south east, plans for a £23m redevelopment 2013.



21ST CENTURY LEARNING

Maidstone is recognised for its high quality primary and secondary schools, including grammar, independent private and schools with special status. Maidstone is in the top 8% of all local authority areas in England for high achieving schools. It's home to MidKent College and the prestigious University for the Creative Arts. The University of Greenwich is also nearby.

"We're absolutely delighted with our fabulous new building with students and staff at the Academy now having state-of-the-art facilities to work in." David Simons, Cornwallis Academy Principal

Specialisms in business enterprise and vocational studies and technology and science respectively. The specially designed banana seating helps minimise the distance between teacher and listeners. Building the 'Plaza' type school was 20% cheaper in capital costs than a conventional school. New Line Learning Academy benefits from awardwinning teaching of Mandarin Chinese. **KEY FACTS** Location: Maidstone **Lead contractor:** Carillion plc Lead architect: Jestico & Whiles Total cost: £60.7m Completion date: September 2011 Cornwallis Academy, Heartspace

Case Study: New Line Learning Academy and Cornwallis Academy

Project: Education

The Future Schools Trust run two academies in Maidstone – New Line Learning Academy and Cornwallis Academy. The combined £60.7 million facilities include interactive learning plazas.

Outcomes: Far removed from traditional designs, the New Line Learning Academy is designed to accommodate 1,110 pupils – Maidstone's first rebuilt academy. And Cornwallis Academy was completely transformed since it opened in 2011.

• Both have excellent use of natural daylight flows into 'learning plazas'.

Case Study: MidKent College

Project: Education

Maidstone is home to MidKent College, one of the largest further education colleges in the south east and almost unique in its active plans for a £23 million redevelopment.

Outcomes: MidKent College has been providing topquality education and training in the county for around 100 years. It will continue to be a great place to work and learn, where both staff and students feel part of one community.

- The new MidKent College will be home to its existing 6,000 students.
- New, spacious, modern workshops and classrooms and a freshened-up Learning Resource Centre.
- A Business Incubation Centre working with collaborative institutions.
- Include significant commercial services to provide 'real world' business experience to learners.
- Enhanced landscaping and buildings to refresh and revitalise the campus within the parkland setting.

"Our vision for MidKent College is to be a great place to work and learn, where all staff and students feel part of a 21st century learning community." Jane Jones, Vice Principal, Business Development



KEY FACTS

Location: Oakwood Park **Lead contractor:** Denne

Lead architect: CC Studio Architects

Total cost: £23m

Completion date: December 2013

AFFORDABLE AFFLUENCE

Maidstone's cultural offer provides residents, visitors and people who work in the town with high quality attractions offering a wealth of opportunities for learning and leisure. New developments have successfully integrated 16th century built heritage with modern designs fit for 21st century living.

> "The museum's improved offer contributes towards the economic vitality of the Town Centre and means that, once again, it is the cultural centre of Maidstone." Simon Lace, Museums and Heritage Manager





Case Study: Maidstone Museum & **Bentlif Art Gallery**

Project: Leisure and Tourism

This development is aimed at providing a sustainable new build extension and refurbishment to the East Wing of Maidstone Museum.

Outcomes: The multi-million pound extension brings Kent's biggest and best museum collections to a wider audience. The Museum has contrasted contemporary gold cladding and glass panelling with the original Tudor design, creating new learning and gallery spaces capable of attracting exhibitions from national museums.

- Maidstone Museum & Bentlif Art Gallery has been extended, including a new Visitor Information Centre.
- The collections are better preserved and made more accessible in new storage facilities.
- Display space has increased by 30%.
- Renewable 'green' technology such as photo-voltaic panels and ground source heat pumps provide free, clean energy.

KEY FACTS

Location: Town Centre

Lead contractor: Morgan Sindall plc



Case Study: Kent History and Library Centre

Project: Leisure and Tourism

The Kent History and Library Centre is a mixed-use development project. The new centre was required to be purpose built to protect and display Kent's archives in carefully controlled conditions. The scheme also provides 60 housing residential units and a separate 57 unit extra care facility.

Outcomes: The project has delivered a landmark building and an important educational facility. In addition, it has two blocks of specialist residential accommodation operated by Housing 21 and West Kent Housing which allow residents easy access to its range of facilities.

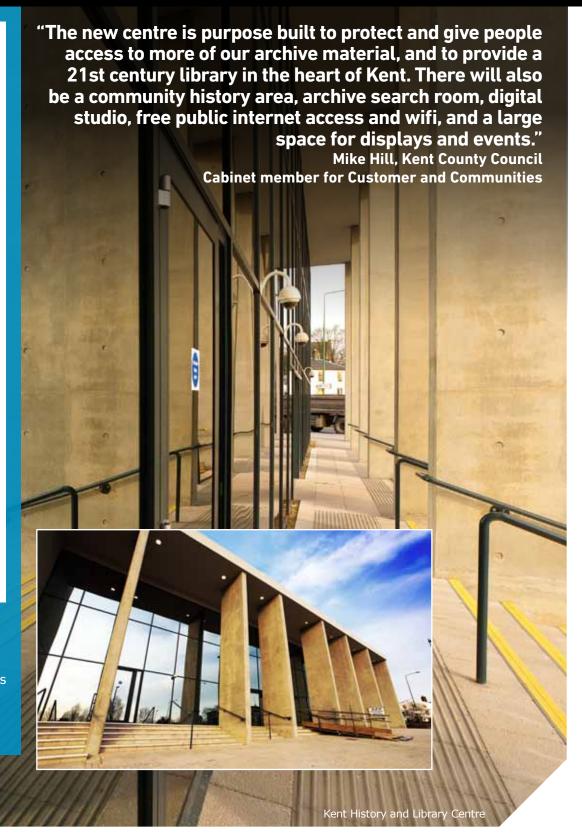
- A new state-of-the-art library and archive facility, as well as delivering much needed affordable housing and extra care accommodation.
- All sustainability and community targets have been surpassed.
- Around 14km of historic material relating to Kent, dating back to 699 AD.
- The centre has a library with 40,000 books, free public Internet access, WiFi and meeting rooms.

KEY FACTS

Location: Town Centre

Lead contractors: Bouygues UK and Warings

Lead architect: Fluid Total cost: £26 million Completion date: April 2012



RIVERSIDE REGENERATION

Maidstone is setting the standard for being the best place to live, work and relax in a modern, urban environment – the perfect work-life balance. 1,500 riverside properties have been built along the River Medway alone, regenerating key town centre sites.



Case Study: The Point

Maidstone is committed to offer high quality

Project: Residential

Case Study: Maidstone United F.C.

Project: Leisure and Tourism

Maidstone United F.C. is returning to the County Town from the summer of 2012. The club's new ground, 'The Gallagher Stadium' will help put the town on the map at a vital time for the local economy.

The ground is opposite the 18-acre Whatman Park, at the heart of the Millennium River Park - adventure play areas, treetop walk and riverstage open-air performance arena.

Outcomes: The Gallagher Stadium is the first football ground in the country to include a hi-tech 3G pitch from the outset. The synthetic surface will enable the facility to be used by the club's first team, their 25+ community teams, as well as other local clubs, businesses, community groups and schools.

- The investment will help the club to return to Kent's county town, after an absence of 23 years.
- Consists of a main stand, two covered terraces, club house, changing rooms and parking.
- It will be built to league specifications and developed over time.
- The new-build will enable the current capacity of 3,000 to be easily increased to 5,000.

"The stadium, alongside other regeneration projects, will enhance the Borough's appeal to new investors and residents. This is an exciting opportunity for everyone to come together and be part of something that will ultimately be historic for the football club and the town."

Terry Casey, co-owner and director of Maidstone United F.C.





football ground on the

KEY FACTS

Location: Near Town Centre Lead contractor: Gallagher Group Lead architect: Prime Group Total cost: £1.6m Completion date: July 2012

CAPITAL CONNECTIONS

Maidstone is a high quality and cost effective location to do business. Its great location and excellent communications links are highly significant in helping to shape a business's decision to locate in the area. It's the perfect location for doing business in London, the rest of the UK and Europe.

ROAD CONNECTIVITY

Maidstone is a transport hub with good road and rail links which reflect its proximity to London and the continent.

• By road, the nearby M20 provides direct access to the M25.

HIGH SPEED 1

Connections are even quicker and more convenient with new fast domestic rail services from Maidstone West to London St Pancras International.

- High Speed 1 rail service from Maidstone West to St Pancras in 47 minutes.
- Passengers can travel twice an hour to St Pancras via Strood in 59 minutes.

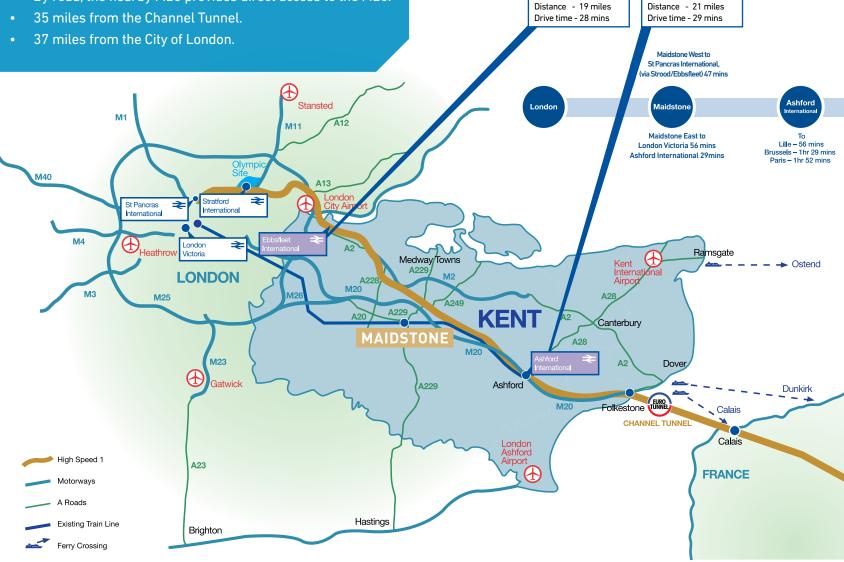
Ashford International

To Maidstone:

New service expected to continue to 2014 and beyond.

Ebbsfleet International

To Maidstone:





USEFUL CONTACTS

Maidstone Borough Council Services to Business

Corporate Property

Tel: 01622 602015

Economic Development

Tel: 01622 602393

Planning Applications Helpline

Tel: 01622 602736

Tourism/Visitor Economy Team

Tel: 01622 602748

Steve Goulette, Business Champion

Tel: 01622 602134

Email: stevegoulette@maidstone.gov.uk

Please note:

Maidstone Borough Council takes no responsibility for any inaccuracy in the description of any goods, products or services listed in this brochure, and gives no warranty as to the truth or accuracy of the descriptions of such goods, products or services.

Property Agents

Bishop Whitehead

Tel: 01622 766387

Email: mail@bishopwhitehead.co.uk www.bishopwhitehead.co.uk

Cluttons

Tel: 01622 756000

Email: maidstone@cluttons.com

www.cluttons.com

Harrisons Chartered Surveyors

Tel: 01622 692144

Email: info@harrisons-surveyors.com www.harrisons-surveyors.co.uk

Martine Waghorn

Tel: 01622 672233

Email: rmm@martinewaghorn.co.uk www.martinewaghorn.co.uk

MKH Surveyors

Tel: 01622 761605

Email: mkh@mkhclokes.co.uk

www.mkhclokes.co.uk

Page & Wells

Tel: 01622 756703

Email: sales@page-wells.co.uk

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