

### Leading business forward

Fast forward to now. Relocating or expanding in East Kent could be the key to the success of your business. Locate in Kent can help provide the perfect solution.

- **Direct:** A free and confidential company relocation service and access to investment opportunities in East Kent.
- **Consult:** Introductions and liaison with professional intermediaries.
- **Source:** Up-to-date details of sites and properties, grants, staffing and salaries and much more.
- **Identify:** A unique, user-friendly commercial property database service to match your requirements with availability.
- **Connect:** Work with the three local authorities (Canterbury, Dover and Thanet) to customise location itineraries.
- **Support:** An aftercare service to ensure established companies can continue to prosper in East Kent.

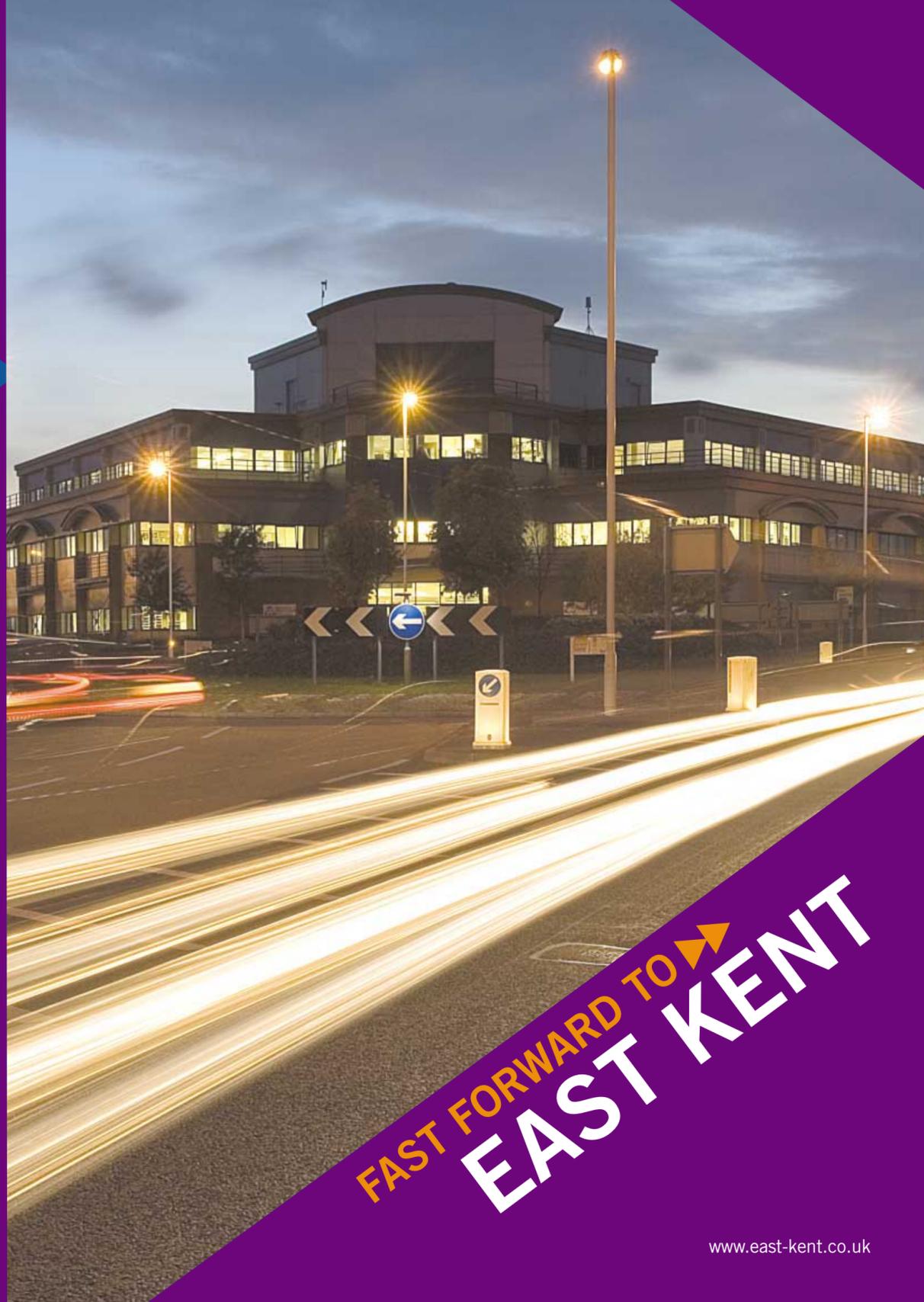
The three local authorities in East Kent (Canterbury City Council, Dover District Council and Thanet District Council) offer a business friendly environment for businesses wishing to relocate. Locate in Kent will provide a seamless source of support to relocate or expand your business in East Kent. For personalised tours throughout the area find out more from [www.east-kent.co.uk](http://www.east-kent.co.uk).

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EASTKENTPARTNERSHIP



FAST FORWARD TO  
EAST KENT

Aviation connecting East Kent

“East Kent offers a sense of vitality and energy where businesses can achieve immediate benefits today. It has excellent employees, competitive operating costs and outstanding connections to London, Europe and beyond. There's no doubt - business is taking off in East Kent, fast.”

**Paul Tipple, Chairman, East Kent Partnership.**



### East Kent

- Has 12,000 companies.
- Is home to 377,900 people.
- Covers an area of 293 square miles.
- Has Europe's most successful ferry port.
- Is the nearest point in England to continental Europe.

[www.east-kent.co.uk](http://www.east-kent.co.uk)

## EAST KENT. MORE CONNECTIONS, FASTER.

- **Air:** Kent International Airport - 50,000 tonnes of freight and up to 700,000 passengers a year.
- **Road:** Access to most European cities within one day's drive.
- **Rail:** Channel Tunnel Rail Link - fastest route to continental Europe.
- **Sea:** Port of Dover handles up to 2.3 million freight vehicles a year.

## WHERE BUSINESS MOVES FORWARD

### ...right time

In the south-east, East Kent is the place where many businesses have already tapped into the outstanding resources on hand to help them succeed. East Kent is leading the way in setting up innovation centres and is well supported by leading universities. It's the right time to invest in East Kent.

### ...right place

East Kent is perfectly positioned to give businesses a competitive edge. With a highly developed infrastructure, the area is ideally situated for access to London and offers fast connections to continental Europe. Its location has long been a big draw for companies that need immediate access to skills, customers and suppliers. East Kent is the right place for your business.

### ...right connections

**By air:** Kent International Airport is ideally located for road access to London and beyond. Owners Infratil Airports Europe Ltd, are improving its excellent facilities. Kent International Airport is set to take off.

**By road:** Two major motorways, the M20 and M2, provide easy access to continental Europe and beyond through the Channel Tunnel and via the Port of Dover. And with quick connections to the M25, East Kent offers ready access to London and its two main airports - Heathrow and Gatwick.

**By rail:** Eurostar passenger services to Europe are easily accessible via Ashford International, whilst freight traffic passes through Eurotunnel's departure point at Folkestone. The Channel Tunnel Rail Link (CTRL) domestic services will be fully operational for domestic passengers from 2009. This will mean greatly reduced travel times - Canterbury to London in an hour.

**By sea:** For passenger services, East Kent's ports are some of the most popular in Northern Europe. Dover is the leading ferry terminal in the UK handling up to 2.3 million freight vehicles per year. The Port of Ramsgate is within two kilometres of Kent International Airport and provides full, 24-hour, roll-on, roll-off freight facilities. With the capacity to handle up to 500,000 freight units and five million passengers each year, Ramsgate is well placed to deal with the predicted rise in Channel Port traffic in the next ten years.



Train times to London (mins)	
	now (from 2009)
Ashford	83 37
Canterbury	102 61
Folkestone	98 63
Ramsgate	110 85
Margate	109 98
Dover	112 74

Travel times by road			
	(miles)	(km)	time (mins)
Kent International Airport	14	23	24
Gatwick Airport	65	105	73
Heathrow Airport	90	146	105
City Airport	60	96	92
Stansted Airport	82	131	94
Channel Tunnel (Folkestone)	19	30	31
Ashford International Station	15	25	23
Ebbsfleet International Station	41	66	46

All times from Canterbury

Travel times by rail (mins)	
	time
London Victoria*	101
London Cannon Street*	97
London Bridge*	84
Paris (Eurostar)	120
Brussels (Eurostar)	100
Calais (Eurotunnel)	35

\*All times from Canterbury



right here, right now...  
**BT, Cummins, Dover Harbour Board, Fuji Film, Hornby, Infratil, Megger, Pfizer, Saga, SeaFrance, Sharp Interpack...**



## FAST TRACK YOUR BUSINESS

### ...knowledge and enterprise

Home to a working population of over 168,000, knowledge and enterprise thrive in East Kent. A skilled, flexible and motivated workforce live and work in the area ensuring the ready availability of wide-ranging expertise. Almost 75,000 workers are at technical, professional or managerial level. With affordable residential property, this multi-skilled workforce has an unrivalled quality of life.

### ...innovation and growth

**Engineering:** Kent International Airport at Manston is one of East Kent's most significant assets in terms of attracting aviation-related business to the area. Infratil, the airport's owner, have planned around £9 million worth of investment over the next few years. East Kent is renowned for its ports, and marine engineering is a significant emerging technology.

**Life sciences:** East Kent is fostering a world-class reputation in healthcare technology and life science business. Alongside global players like Pfizer, which has invested £1.1 billion since 1996, it has a concentration of some 85 companies at nearby Kent Science Park. Fast establishing itself within East Kent, this sector is emerging as a key point of access for businesses seeking excellent research and innovation facilities.

### ...established industry sectors

**Contact centres:** East Kent is recognised as a magnet for contact centres. Home to Saga, SeaFrance, P&O and Eurotunnel - they all flourish on the availability of skilled, loyal employees available at cost-effective salaries. In fact, Kent contact centres have a staff turnover rate of just 14%; significantly lower than the national average of 25%.

**Logistics:** East Kent is the base for around 25% of the county's transport sector. Dover is Europe's most successful ferry terminal, whilst the Port of Ramsgate provides the only ferry service from the UK to Ostende, Belgium. The sector is set to grow further with a commitment from Dover Harbour Board to invest £200 million as part of their long-term plan for the area.

**Manufacturing:** From pharmaceuticals to paper and packaging, East Kent has a long tradition in manufacturing, employing 11,000 people in around 750 companies across a wide range of sectors. Along with the University of Kent's reputation for excellence in teaching subjects such as electronics, the manufacturing sector continues to flourish in East Kent.

## EMPLOYMENT

- Average salaries are 30% less than in London.
- 500 Information and Communications Technology (ICT) companies.
- Contact centre operating costs are 60% cheaper than prime locations in London.
- Key European location for healthcare technology and life sciences - Pfizer employ 3,500.

**“In the 50 years since Pfizer first invested in East Kent, the company has become a global leader in the pharmaceuticals industry. The operation at Sandwich has played a significant role in Pfizer's growth, and our close collaboration with local colleges has ensured our staff are suitably trained to support our growth. This has helped put East Kent on the map as a location for knowledge-based businesses.”**

**Pam Baker, Director of External Affairs, Pfizer.**

## EDUCATION

- 26,000 students plus more than 8,000 postgraduates.
- 3,500 overseas students contributing to a multi-lingual, multi-skilled workforce.
- The third largest art and design institution in the UK.
- World-class research excellence in computing and bioscience at the University of Kent.

## FORWARD THINKING

### ...quality people count

East Kent has a good choice of grammar, specialist and independent schools. And with a concentration of several higher education facilities, there's a steady flow of students and "work ready" graduates available to the local labour market every year. Businesses can tap into the supply of skilled and educated people to help create and develop leading-edge products.

### ...supporting and researching

Home to dedicated research facilities, entrepreneurs can readily access incubation space and expertise from the Kent Innovation Centre, in Broadstairs and at the Canterbury Enterprise Hub.

### ...giving back to business

Canterbury College puts its expertise back into business by offering specialist facilities for IT and engineering to ensure students are "training fit" for local employers. Thanet College offers "work-based" initiatives such as apprentice schemes and training courses tailored to specific employers' needs. And both the Canterbury Christ Church University Centre for Enterprise and Business Development and the University College for Creative Arts, encourage knowledge transfer to extend across the business community.

### ...a cut above the competition

East Kent is set to attract investment from specialist business sectors where it can compete in terms of existing academic expertise and unique location advantages. The University of Kent has already identified how its expertise can be harnessed by the Security Software, Bioinformatics and Biotech R&D industries. Independent research recognised Canterbury as being a high quality location with 20% lower operating costs than London and Oxford.

### Specialist strengths:

- **University of Kent** - Arts, Biometrics, Business and Finance, Cancer Research, Electronics, Energy, ICT, Law, Modern Languages, Organisational Performance and Culture, Security Technology.
- **Canterbury Christ Church University** - Business and Finance, ICT, Marine and Sciences.
- **University College for the Creative Arts** - Architecture, Art and Design, Film Production and Animation, Urban Design.
- **South Kent College** - Construction, Marine Engineering, Media and Design.
- **Thanet College** - Business Management Training, Catering and Hospitality, Health and Social Care, Interactive Media, Interior Design.
- **Canterbury College** - Civil Engineering, IT, Mechanical Engineering.

**"Saga is the UK's leading provider of specialist services for people aged 50 and over. With over eight million customers on its database, the company's success and future growth prospects stem from its ability to retain its 2,500+ Kent-based, highly-skilled employees, all of whom are happy to live and work in the area."**

**Jim Cameron, Group IT & Strategy Director, Saga Group.**

“Land Securities identified the opportunity to invest in East Kent and its growth potential early on. With an increase in property demand, the decision to develop Whitefriars and acquire Westwood Cross has been particularly successful and we anticipate strong growth from these retail property assets.”

Graeme Stevenson, Portfolio Manager, Land Securities.

## PROPERTY

- Residential Property around 50% cheaper than London.
- Westwood Cross voted “Best out-of-town retail park” 2006.
- Home to award-winning property developers.

# AT HOME WITH BUSINESS

### Commercial

From corporate headquarters to start-up premises, East Kent offers a diverse range of workspace for all types of business. White Cliffs Business Park in Dover has 123 acres with the capacity to develop new, purpose-built offices for a mix of occupiers. Lakesview Business Park in Canterbury is expanding fast. 40 acres of readily available space has already attracted £14m of investment, with new business space expected to reach 400,000 sq ft by 2007. And the 50-acre Manston Business Park in Thanet is considered an ideal investment for occupiers who prefer a design and build package matched to their specific needs.

### Retail and Leisure

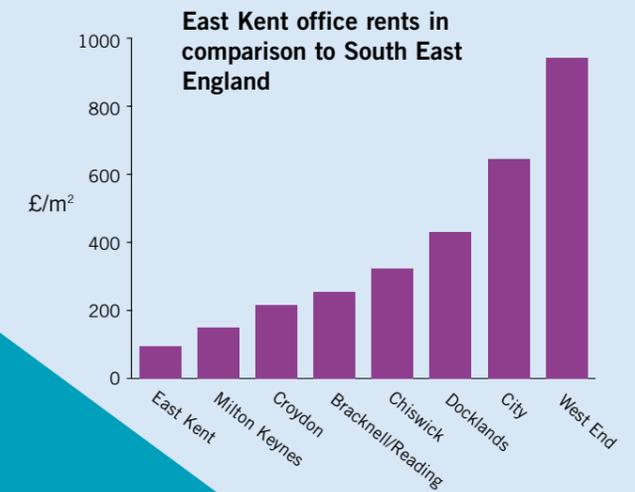
East Kent has witnessed a marked increase in property demand with further strong growth predicted in the future. Already one of the UK's most popular tourist locations, new and refurbished hotel developments continue to make the City of Canterbury an attractive destination to visit and the choice of many to work and settle in. In addition, there are new retail developments at multi-award winning Whitefriars in Canterbury and at Westwood Cross in Broadstairs, where expansion continues with a leisure and entertainment scheme planned.

### Residential

The population is expected to hit the 1.7 million mark over the next 15 years. The area offers a wide range of affordable housing, including modern apartments, country cottages and seaside properties with spectacular views. In fact, Ramsgate property is around 50% cheaper than London, but demand is increasing and prices are on the move. Developers such as Ward Homes and Hillreed Homes have plans for a multi-million pound, 1,000 home, development in the Dover area.

### Return on investment - fast

The opportunities for investors are far-reaching. East Kent's growth potential is self-evident - low land prices, greater availability of development opportunities and improving rail links. There's never been a better time to invest. East Kent office rents are 80% lower than London and 60% lower than the M4 corridor. Thousands of jobs have been created in East Kent in recent years and these figures are set to increase. What's more, companies investing in some parts of East Kent may be eligible for financial assistance.



## FUTURE

- Plans for £100 million investment in White Cliffs Business Park.
- £108 million re-development of East Kent's education facilities.
- Wind farm scheme - electricity potential for 750,000 homes and the creation of up to 800 jobs.

# FAST FORWARD TO THE FUTURE

### ...a place where business moves

With so much going on, East Kent is fast becoming the "place to be" in the south-east. The area is set to benefit substantially from the opening of the Channel Tunnel Rail Link to domestic passengers in 2009. In fact, East Kent's ability to attract multi-million pound investments is already driving a programme of regeneration.

### ...fast working, relaxed living

One of the most attractive aspects of living and working in East Kent is the quality of life. Opportunities to enjoy outdoor and coastal pursuits are plentiful for both residents and tourists. The area's enchanting heritage sites include Dover Castle and Canterbury, a city that exudes an atmospheric blend of old world charm and cosmopolitan vitality. Or explore the beautiful boutiques of Whitstable. East Kent is the natural place to live and work.

### ...thinking ahead

Plans to develop a new technology park within the University of Kent, in addition to an innovation centre, will strengthen its clear commercial advantage in developing significant business opportunities for the future in East Kent. The £25 million investment for South Kent College in Dover; a proposed £36 million investment to Thanet College and the £47 million redevelopment of Canterbury College are set to provide high quality education and training for employers and the local community.

### ...the future of natural energy

Two offshore wind farms, the Kentish flats and the London Array, are set to bring significant benefits to The Port of Ramsgate. In fact, as part of Government targets for renewable energy, the London Array wind farm aims to provide 10% of the UK's electricity by 2010. So, East Kent's excellent ports and the availability of marine-engineering skills make it the natural place for this green technology to develop.

**"The opportunities for investors are considerable in East Kent. With a substantial financial commitment to the development of the area over the next few years, the regeneration of East Kent is creating a place where business can benefit now and in the future."**

**Bob Goldfield, Chief Executive, Dover Harbour Board.**