

**By:** Kevin Lynes, Cabinet Member, Regeneration & Economic Development

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**To:** Regeneration & Economic Development Policy Overview and Scrutiny Committee – 24 March 2010

**Subject:** *21<sup>st</sup> Century Kent* – Launch Feedback

**Classification:** Unrestricted

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**Summary:**

This paper updates Members on the launch of *21<sup>st</sup> Century Kent* which took place on 28<sup>th</sup> January, 2010.

Produced by international architect and masterplanner Sir Terry Farrell, *21<sup>st</sup> Century Kent* aims to attract new investors and visitors to the county and to provide a new spatial vision and focus for high quality growth.

Work continues now to complete the nine Regeneration Framework strategies underpinning *21<sup>st</sup> Century Kent*. The conclusions and actions from these strategies will be developed into a single spatial vision and action plan for the county to be published in December 2010.

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## **1. Introduction**

- 1.1 The launch of *21<sup>st</sup> Century Kent* on 28<sup>th</sup> January was one of the most ambitious and carefully targeted events ever undertaken by KCC.
- 1.2 Following a national launch by Minister for the South East Jonathan Shaw at St Pancras Station, *21<sup>st</sup> Century Kent* was launched locally to targeted audiences in Ebbsfleet, Ashford and Folkestone following the line of the new High Speed 1 rail service.
- 1.3 Venues and audiences for the four individual launches were carefully selected to:
  - Highlight the revolutionary change the High Speed Rail Link has brought to the county;
  - Build the case for substantial public infrastructure investment into Kent;
  - Showcase the county to inward investors and developers; and
  - Share the *21<sup>st</sup> Century Kent* document with the many people from the

public, private and voluntary sectors who helped develop it.

- 1.4 Guest lists were developed with partners including Locate in Kent and Visit Kent to target key groups and individuals in pursuit of the above aims.
- 1.5 The 21<sup>st</sup> Century Kent launch followed a year of consultation by Farrells including a series of 10 wide-ranging events and workshops to gather the views of public, private and community sector partners. During this time, Farrells have also provided expert consultancy and support, including in the development of the Kent Transport and Culture strategies.

## **2. Launch**

- 2.1 21<sup>st</sup> century Kent was officially launched by Jonathan Shaw MP, Minister for the South East, at St Pancras Station in London. The document was then launched locally to targeted audiences in Ebbsfleet, Ashford and Folkestone.
- 2.2 The programme for each launch followed a similar format at each venue with a welcome by the hosts including the Leaders of 5 Borough/District Councils. Tailored presentations to each were then given Sir Terry Farrell and Paul Carter and the sessions were chaired by the Cabinet Member for Regeneration and Development Kevin Lynes.
- 2.3 Venues were carefully chosen and audiences targeted for specific messages and outcomes. Press attendance was high at each launch, with a significant number of journalists including BBC SE travelling with Sir Terry and Paul Carter for the whole day.
- 2.4 Venues, themes and messages are detailed in the attached table. Press coverage and feedback from partners has been extremely positive to date.
- 2.5 Investment and business opportunities continue to be developed as a result of the launch and the wide-ranging interest and goodwill generated.

## **3. Next Steps**

- 3.1 *21<sup>st</sup> Century Kent* is an ongoing project being developed by KCC in its strategic capacity to complement and add value to local planning and regeneration strategies across Medway and Kent.
- 3.2 Underpinning 21<sup>st</sup> Century Kent are nine detailed strategies on Business, Skills, Integrated Transport, Environment, Later Life, What Price Growth?, Housing, Culture, Digital issues. These will be published throughout the year and together will provide the solutions and actions

necessary to realise the 21<sup>st</sup> Century Kent vision. Each will be published individually under the *21<sup>st</sup> Century Kent* brand.

3.3 As a result of the *21<sup>st</sup> Century Kent* launch, additional consultation and influencing activity has been identified to complement and add value to that already planned and underway for the regeneration framework strategies. This includes proposals for:

- The Kent Rail User Summit (25<sup>th</sup> March);
- A Digital Summit;
- Rural Board feedback
- Targeted focus groups on *21<sup>st</sup> Century Kent* themes;
- Youth discussion; and
- Targeted on-line activity through discussion groups, etc; also aimed at reaching national audience.

This activity will be further supplemented and developed through discussions with Kent and Medway's Leaders, Chief Executives and Regeneration officers.

3.4 Drawing together the detailed actions and conclusions from the nine strategies and supplementary work, *21<sup>st</sup> Century Kent* will be reproduced in December 2010 to provide a single spatial vision and action plan highlighting key solutions from the individual strategies.

#### **4. Recommendations**

4.1 REPOSC Members are asked to note the contents of this report and the next steps proposed.

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#### **Background Documents:**

*21<sup>st</sup> Century Kent*, Sir Terry Farrell, published 28<sup>th</sup> January 2010