

The Launch of 21st Century Kent

Launch	St Pancras	Ebbsfleet	Ashford	Folkestone
Theme	<ul style="list-style-type: none"> • “21st Century Kent connected for business and growth 	<ul style="list-style-type: none"> • “Massive regeneration in the Connected County” 	<ul style="list-style-type: none"> • “Ambitious growth in Garden of England for the 21st Century” 	<ul style="list-style-type: none"> • “A thriving coast, a thriving community”
Key Message(s)	<ul style="list-style-type: none"> • Kent connected for business and coordinated for growth • High quality housing, people and living on London’s doorstep • Visionary and assertive local leadership will deliver 	<ul style="list-style-type: none"> • Exceptional Thames Gateway connections to London, Kent and Europe • Workplace for Kent, workforce for London and beyond • Quality living, people and housing in quality communities 	<ul style="list-style-type: none"> • Great to do business in the Garden • Natural home for new industries • City scale facilities in the countryside • Exceptional Ashford links to London, Europe 	<ul style="list-style-type: none"> • Kent’s coast is the place for culture, heritage and leisure • New connections, cultural renaissance and wealth of attractions make Kent a visitor destination of choice • New business opportunities on Kent’s connected coast
Intended Outcomes	<ul style="list-style-type: none"> • Kent recognised as a place to invest by public and private sector • Links with “new” London neighbours (GLA, Camden, St Pancras) strengthened • “21st Century Kent” seen as policy exemplar 	<ul style="list-style-type: none"> • Ebbsfleet “offer” and opportunities reinforced • New momentum and focus offered to local agencies and partnerships • Increased urgency to deliver Ebbsfleet growth and regeneration 	<ul style="list-style-type: none"> • “Ashford powerhouse” offer and opportunities reinforced • New momentum and “Garden” focus offered to local agencies and partnerships • Increased urgency to deliver Ashford growth and regeneration 	<ul style="list-style-type: none"> • Boost to develop new and coordinated visitor offer • New business focus on Kent’s ports and resorts • Community support to deliver new coastal vision
Audience	<ul style="list-style-type: none"> • MPs, peers, policy makers and opinion formers in national and local government • Targeted business, including rail and regeneration/development • Transport, environment and architectural/design representatives 	<ul style="list-style-type: none"> • Key property developers and property companies operating locally • Local companies identified by Backing Kent’s Business • Regeneration representatives – Board, MAA, Leaders, Local Government • Environment, Design and Transport representatives 	<ul style="list-style-type: none"> • Key property developers and property companies operating locally • Local business, including landbased industries • Ashford’s Future Board, Ashford Company Board • Regeneration and environment representatives • Local Government Leaders and officers 	<ul style="list-style-type: none"> • Design/Creative companies • Local business, including renewables • Heritage and tourism organizations • Regeneration/environment representatives • Education representatives, HE and FE • Community and workshop consultees • Local Government Leaders and officers