

# Update Presentation

Growth, Economic Development  
and Communities Cabinet Committee





# Our **Mission**

Locate in Kent is the  
inward investment agency  
for Kent and Medway.

We work with businesses  
looking to locate or grow  
their business in the county.



Brompton Bikes





# Our Impacts



## Job Creation

Locate in Kent has supported **80,000+ jobs**.



## Business Support

**1,250+ companies** assisted in expansion.



## Investment Projects

Currently **220 projects** in the pipeline potentially creating up to **20,000 new jobs**.

*Feb 2025 data*



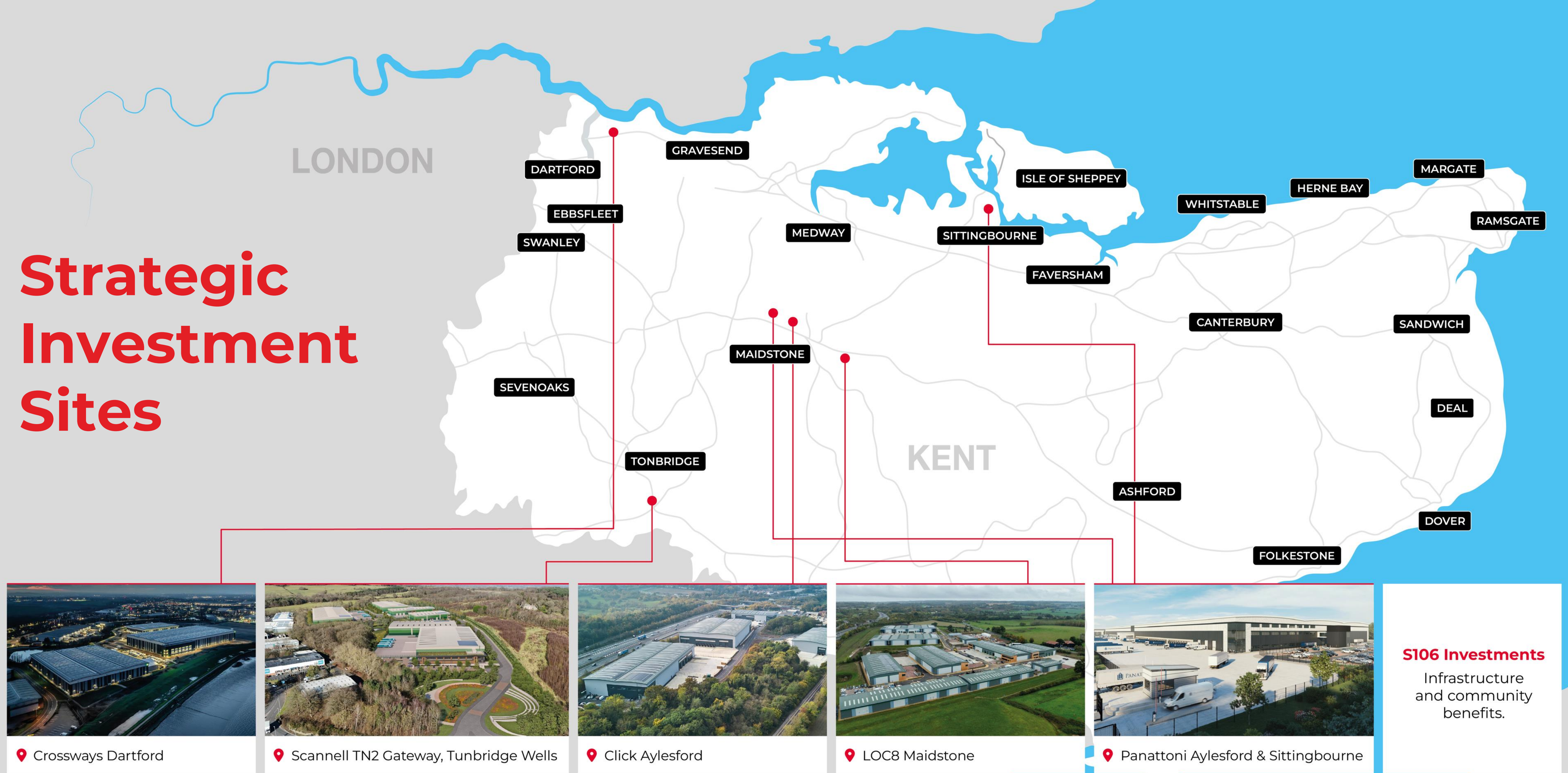
## GVA Growth Potential

**£23 billion** additional GVA over 25 years.





# Strategic Investment Sites



**5106 Investments**

Infrastructure  
and community  
benefits.



# National Investment Landscape

## Top FDI source countries



USA



India



West Europe

## High-growth sectors



Software



Distribution



Financial services



Renewable energy

## South East's strong performance

Kent competing but needs **a better investment climate.**



# Challenges for **Inward Investment**

## **Funding cuts**

Locate in Kent has reduced resources.

## **Competition**

Other UK regions offer better incentives.

## **Infrastructure Concerns**

Uncertainty over major projects.

## **Perception & Awareness**

Need to position Kent as more than a commuter hub.

## **Workforce & Skills Gaps**

Talent shortages in key sectors.

## **Economic Uncertainty**

Inflation, impacts of Brexit, tariff uncertainties, cost of capital, increased labour cost, energy costs and consumer cost of living squeeze and funding constraints.

## **Planning & Development Issues**

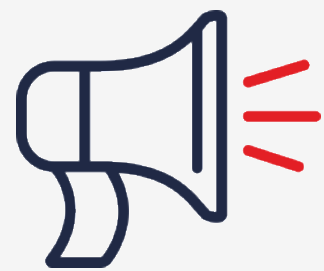
Green Belt and planning delays hinder investment.

## **Brand Kent**

Macro level awareness campaign required with national government.



# Future **Investment Opportunities**



## **Marketing Campaigns**

Strengthen Kent's brand visibility



## **National and International Outreach**

Engage growing businesses in GreenTech, AgriTech, Food & Drink and Life Sciences.



## **Highlighting Kent's Competitive Advantage**

Promote Kent & Medway's assets to investors.







**Get ready!**  
A new look for Canterbury  
is coming soon...



**Launching soon...**  
Live, Work, Learn, Invest.  
Choose Canterbury!



**Looking to invest?**  
How can we help?

**Locate in Kent**  
choosecanterbury.co.uk  
+44(0)1732 520700

The steady growth in hotel investments is aligned with the broader rise in Kent's visitor economy, which has increased by 7%, reaching £3.8 billion. In addition to Canterbury's thriving visitor economy, which grew by 8.1%, further investments are critical for sustaining this growth, particularly given the increasing demand for both short-term and overnight stays.

These investments not only enhance visitor experience but also contribute significantly to job creation and the overall economic prosperity of the region.



Canterbury District welcomes over **7.2m visitors** annually, contributing significantly to the local economy.

The visitor economy generates around **£392 million** per year across Canterbury District.

Canterbury's reputation as a heritage city and its modern conference facilities attracts a growing number of business visitors, contributing to the district's economy.

The tourism sector supports around **8,000 jobs** in the Canterbury District, making it a key employment driver.

Visitors staying overnight in Canterbury contribute a substantial amount, with average spending per visitor increasing annually.

Occupancy rates in Canterbury have been consistently high, with an average of **80% occupancy** during peak seasons.

**Recent Developments**

Several new hotels have opened or are in development across Canterbury District. For example, in recent years, brands like Hampton by Hilton have entered the market, indicating strong investor confidence in the area's hospitality sector.

**Pipeline Projects**

There are several hotel projects in the pipeline, including both boutique and branded hotels. These investments reflect the area's appeal as a tourism and cultural destination, with investors capitalising on Canterbury's UNESCO World Heritage status and strong visitor numbers.

**Investor Interest**

Canterbury District is seen as a stable and growing market for hotel investment. The combination of a strong tourism industry, a rich cultural heritage, and ongoing events and festivals contribute to the steady interest from both national and international investors.

**Where heritage meets innovation**

**Choose Canterbury**





May 2025



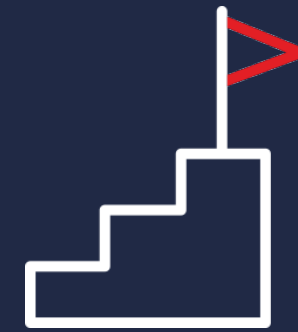


# The Investment Opportunity



## Opportunities

- Establishing new investment leads and forging strategic partnerships.
- Enhanced reputation through high-profile networking.



## Outcomes

- Projected ROI through follow-on investments, increased deal flow, and long-term economic benefits.





# Q&A



**Nick Fenton**  
CEO



**Karima Kamel**  
Business Development Manager