

From: Paul King, Cabinet Member for Economic Development and Coastal Regeneration

Simon Jones, Corporate Director, Growth, Environment & Transport

To: **Growth, Economic Development and Communities Cabinet Committee – 11 November 2025**

Decision No: N/A – For information only

Subject: **Decisions taken between Cabinet Committee Meetings**

Classification: **Unrestricted**

**Past Pathway of Paper:** Cabinet Member Decision

**Future Pathway of Paper:** N/A

**Electoral Division:** County-wide

**Summary:** This report informs the Cabinet Committee of a decision taken between scheduled meetings, in accordance with the Council's constitution. The decision (25/00084) reinstates a Visitor Economy and Inward Investment Service for Kent & Medway. This action could not reasonably be deferred to the next programmed meeting due to the reasons outlined below in paragraphs 2.1 to 2.4 below.

**Recommendation:**

The Cabinet Committee is asked to note that decision 25/00084 to reinstate a Visitor Economy and Inward Investment Service for Kent & Medway was taken between meetings of the Cabinet Committee in accordance with the process set out in the Council's constitution.

**1. Introduction**

1.1

The Cabinet Member for Economic Development and Coastal Regeneration has taken decision 25/00084 to reinstate a Visitor Economy and Inward Investment Service for Kent & Medway as it could not reasonably be deferred due to the reasons set out in paragraphs 2.1 to 2.4 below.

**2. Background to decision**

2.1 The closure of Visit Kent and Locate in Kent has created a significant gap in Kent & Medway's business support and economic development landscape. Both organisations were widely recognised as the main contact points for investment and tourism in Kent & Medway.

2.2 The reinstatement of visitor economy and inward investment services is essential for the following reasons:

- Restoring Confidence:
  - Re-establishing these services is crucial to restore business and sector confidence and to ensure Kent & Medway is seen as open for business.
- Economic Impact:
  - Locate in Kent supported 1,130 companies over 28 years, helping to create or retain 70,165 jobs (about 7% of the local workforce).
  - Visit Kent supported hundreds of businesses annually, contributing to a tourism sector worth £4bn GVA, with 6,000 businesses and 75,000 employees (about 11% of local jobs).

2.3 Following the liquidation of both organisations, stakeholders highlighted the need for swift restoration of services to prevent Kent and Medway from falling behind other regions in promoting tourism and attracting inward investment. Kent and Medway were seen as best placed to take on the leadership role to develop a practical and financially sustainable solution.

2.4 Taking this decision has enabled Kent County Council to move quickly to address industry and stakeholder concerns to provide an affordable baseline support while longer-term solutions are developed.

### 3. Recommendation(s)

The Cabinet Committee is asked to note that decision 25/00084 to reinstate a Visitor Economy and Inward Investment Service for Kent & Medway was taken between meetings of the Cabinet Committee in accordance with the process set out in the Council's constitution.

### 4. Background Documents

- Decision: 25/00085 - Reinstate a Visitor Economy and Inward Investment Service for Kent & Medway.

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