

2050 Ambition for Kent and Medway

By 2050 Kent and Medway will be recognised for its successful network of super connected, distinctive and sustainable places, driven by a pool of forward thinking, resilient businesses, where everyone can aspire, succeed and live well:

1. Well led productive business

- Strengthening the voice of business to influence major funding and policy decisions
- Improved business leadership and management, capitalising on new technology to drive improved business productivity, and higher value jobs

2. Communities that feel the benefits of productivity – so that everyone can aspire, succeed and live well

- raising education standards and skills, and improving the retention and use of graduates, enabling everyone everywhere to access and capitalise on employment and training opportunities
- drive an economic renewal of our coastal and post-industrial areas to deliver a step change in the prosperity and living standards, reducing dependency on the state

3. Supporting growth but not at any cost – super connected, distinctive sustainable places

- Creating super connected communities, and better designed places which are fit for the future and promote healthy living
- Enhancing our attractive living and commercial environment, backed by an ambitious 2050 zero carbon emissions target, and step change in approach to investment in and delivery of infrastructure of all kinds to meet future needs.

4. Realising the economic potential of our strategic location positioned between London and Europe....

- Grow a reciprocal spatial and economic relationship with London attracting higher value business to relocate through a much stronger offer centred around super digital connectivity, and affordable flexible spaces
- Lead from the front in renewing ours and the UK's relationship with Europe, supporting the development of smart borders, whilst getting the best deal for Kent and Medway business and exporters.