launch edition

21st Century Kent

A BLUEPRINT FOR THE COUNTY'S FUTURE

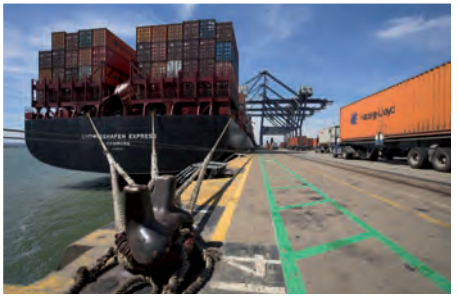
January 2010











21st Century Kent builds on the county's identity and its importance as a place



I am delighted to present our blueprint for 21st Century Kent. This report summarises the work we have been commissioned to undertake on behalf of Kent County Council over the past year in collaboration with its partners.

Over the last 30 years Kent has seen major change. Its population has grown by more than 10% from 1.45million in 1980 to 1.66 million today. Billions of pounds have been invested in the county's infrastructure including over £5billion on the UK's only high speed rail line. Our work builds on Kent's powerful identity, painting a portrait of how Kent can capitalise on this investment over the next 20 to 30 years. Its aim is to describe a Kent that we are proud to hand over to future generations, one which will be enriched further and developed by constructive dialogue and creative collaboration with Kent's District and Borough Councils, Medway Council and local communities.

As a local resident I believe passionately that a county-wide blueprint is the best way to plan for success in an increasingly competitive world. Forged over time, we need to work together to make the most of Kent's assets – its many very special places and its wonderful landscapes – to ensure that future investment and growth is of the highest possible quality with maximum benefit to the people and communities of Kent.

We have benefited greatly from the enthusiasm and creativity of the hundreds of people we have met, and I want to take this opportunity to thank everyone who took part in helping us to create this blueprint for the county's future. **Sir Terry Farrell, January 2010**

"21st Century Kent paints a portrait of a county that we are proud to hand over to future generations"

Sir Terry Farrell









Fraser Hart


21st Century Kent is a visionary document. Drawing on a year's consultation, it provides an exciting blueprint for the county's future.



Last year, Kent County Council launched *"Unlocking Kent's Potential"*, our framework for regeneration across the county of Kent. It identified the need to forward plan and develop a new vision for regeneration. Looking more widely at economic prosperity, it set out a series of challenges that called for strategies on:

- Business sectors
- Skills
- Integrated Transport
- Environment
- Later Life
- What Price Growth?
- Housing
- Culture
- Digital

As part of this project, we commissioned Sir Terry Farrell to produce a wide-ranging spatial vision for Kent, making clear our ambitions for the future. To turn this vision into action, further detailed work is being developed with District and Borough Councils, Medway Council, and with local businesses and communities, as we know that only in partnership will our shared ambitions be achieved.

In a different era, the Victorians conceived what was needed to make Britain the most successful country in the world. For example, in the planning of London they had the vision to build the Underground in advance of constructing most of central London as we know it today. Birmingham under Joseph Chamberlain provides another example of such forward thinking and civic leadership.

Visionary forward planning is exactly what Kent needs to do now. What the Victorians started in the 19th Century, we need to do again now in Kent. **Paul Carter, Leader KCC, January 2010**

"21st Century Kent will help to unlock the massive potential of the county's economy, environment and people"

Paul Carter, Leader, KCC



High Speed One



Port of Dover

Kent is the Uk's front door

LONDON - LUTON - BEDFORD

EAST OF ENGLAND

Leeds

Cambridge

M1

M11

Stansted Airport

Birmingham

M6

LONDON

St Pancras

City Airport

THAMES VALLEY

Heathrow Airport

Gravesend

22 mins

Thamesport

Medway

33 mins

Sheerness

Ebbsfleet

17 mins

91 mins

Margate

80 mins

Ramsgate

HS1

59 mins

Canterbury

Manston Airport

Port of Ramsgate

M23

Gatwick Airport

KENT

37 mins

Ashford

69 mins

Dover

Port of Dover

HS1

Folkestone

57 mins

CTRL

Brighton

SOUTH COAST

Lydd Airport

EUROPE

Kent plays an increasingly critical role within the regional economy of the Greater South East

Kent is a key part of the UK's only global super-region, the Greater South East. It is the UK's front door.

The Greater South East drives the UK economy. London's status as a major world city allows the UK to compete internationally. The region is one of the world's biggest markets for UK businesses and revenue generated by its high value economy supports investment in other regions. It is the only region within the UK that can compete with the major regional economies of Europe, the Americas and Asia.

Kent is *the* UK's front door. Its international rail link provides connections to mainland Europe with international stations at Ashford and Ebbsfleet. It has the UK's only high speed domestic rail service. This has transformed travel times within the county and integrated relatively isolated parts of Kent with the regional and metropolitan economies. For example Folkestone is now within an hour of St Pancras Station.

Kent is the regional focus for international trade with major ports at Medway, Sheerness and Dover (which has plans for a new terminal that will double its capacity) and a major regional airport at Manston in East Kent.

The county has always had strong links with the City of London, and Kent's commuters have helped to maintain London's status as a centre of excellence in international finance and business services. Kent's connectivity is attracting an increasing number of international companies to Kings Hill and other high quality locations, while retail centres at Bluewater, Maidstone, Chatham and Tunbridge Wells attract business from across the region.



UKC, Students on campus



Ashford International Station



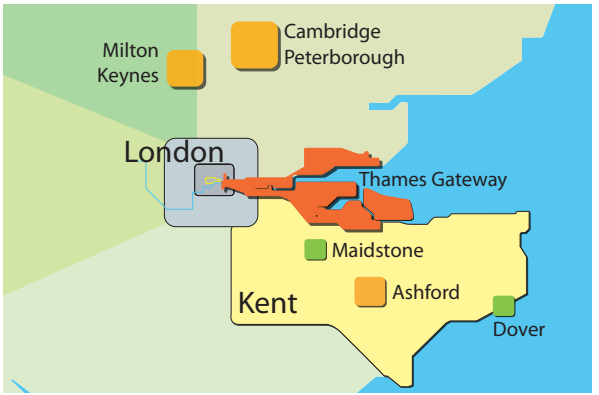
Kings Hill, West Malling

Kent has the region's greatest potential for successful economic growth

Billions of pounds of recent investment in Kent provides an historic opportunity to plan confidently for the county's long term future.

At Bluewater, a former chalk quarry has become one of the largest shopping centres in the world. At Ebbsfleet, new parkland and infrastructure is being built in order to support the creation of a major town centre on the edge of London. Land reclamation at Rochester Riverside is now complete and work has started to create a vibrant new community on a magnificent waterfront location. Ten years ago Medway had no higher education. Now the Universities at Medway have over 10,000 students. Fremlin Walk has transformed Maidstone Town Centre. The Kentish Flats Offshore Wind Farm has been built, a significant first step in creating a new environmental technologies sector in the county.

Kent has the region's greatest potential for successful economic growth. It is adjacent to London and the whole county is now integrated more closely with the metropolitan economy thanks to HS1. Its growth areas all benefit from regional connectivity and access to some of the best countryside in the UK. Kent has the UK's largest quantity of high quality affordable development land, creating unrivalled opportunities for high value business and housing growth.



Growth areas and growth points in the Greater South East

Thames Gateway Growth Area
Growth Areas
Growth Points



Canary Wharf



Tate Gallery, Liverpool



St Pancras

Credit Talke Photography

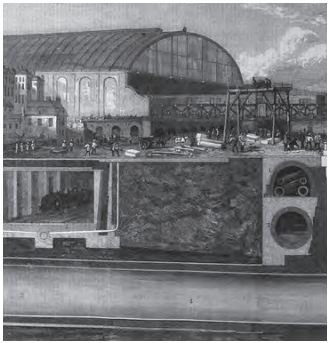
Inspired leadership and vision built the successes of the past

Success depends on a coherent long term vision and effective partnerships.

Inspired leadership and vision built the successes of the past. The Victorians understood the importance of thinking boldly and planning for the future. Their achievements were inspired by great civic ambition and long term planning. They recognised that capital investment in infrastructure and place-making pays enormous dividends over time. This is how the UK's great nineteenth century cities were built.

More recent examples show the continuing importance of a coherent long term vision and effective partnerships. Over the past 30 years, an international financial district at Canary Wharf has been built on derelict docks in East London with 90,000 high value jobs created in this period

Within the last 10 years, billions of pounds have been invested to create one of Europe's finest city centres in Liverpool. Birmingham, Newcastle and Manchester have also successfully re-invented themselves based on effective local partnerships and far-sighted local leadership.



Thames Embankment



Piccadilly Circus

© London Transport Museum

Inspired leadership and a coherent long term vision will shape Kent's future success in partnership with businesses and local communities

KCC's Regeneration Framework 'Unlocking Kent's Potential' sets a policy context for the whole county. 21st Century Kent puts forward a coherent long term vision in support of this document. It is consistent with Farrells' work on behalf of HM Government for *Parklands* and the *Thames Gateway Core Vision*, and its work for Medway Council, *'Five Towns Make a City'*. It is intended to benefit all Kent's communities and businesses, and to complement local policies and initiatives.

This body of work will be supported by county-wide strategies including housing, business sectors, skills, transport, environment, and culture. These strategies will deliver innovative but realistic solutions to challenges faced by Kent's communities. It will be developed in collaboration with partners at district and local level to ensure that there is co-ordination and focus at a time of fiscal constraint.

A county-wide approach is the only way to successfully confront Kent's long term challenges and take advantage of new strategic opportunities. It will enable partners to deliver projects at a local level with the confidence that individual projects and initiatives are consistent with a shared ambition for the future of Kent.

"Successful partnership will capitalise on Kent's potential as a place – 21st Century Kent will be brought to fruition by the energy, enthusiasm and creativity embodied within tens of thousands – or perhaps hundreds of thousands – of different projects and initiatives realised at local level in the pursuit of one shared vision"
Sir Terry Farrell







Regeneration Framework and Strategies



21st century KENT a portrait of success

The portrait of success incorporates many of the ideas that emerged from a series of workshops involving many people and organisations including Kent's District and Borough Councils, Medway Council, the business community, Universities, local interest groups and local people. It is an ambitious portrait that reflects the enormity of Kent's potential.



Garden of England workshop 1st and 2nd July, 2009

At Ebbsfleet a chalk quarry will become a dynamic modern town the size of Letchworth

Successful growth at Ebbsfleet will benefit all Kent Thameside's communities.

Ebbsfleet will offer the chance to live in a rural setting while benefiting from rapid access to London. It will be a vibrant community built to the highest design and environmental standards. Fastrack, a high quality bus service, provides local connections to Gravesend and Dartford.

Just as the Victorians embraced infrastructure-led development, at Ebbsfleet new roads, Fastrack, parks, and an international rail station have been built in anticipation of a new town that will have 9million ft2 office space, 10,000 new homes and a workforce of 20,000 people.

Successful growth at Ebbsfleet will create wealth for all Kent Thameside's communities and will help to support the wider ambitions of the Thames Gateway as one of its key 'spatial transformers'. Ebbsfleet represents an opportunity to redefine the metropolitan economy and Kent's interaction with the Greater South East.



How Ebbsfleet Valley could look in 25 years

Credit: Land Securities



Exemplar for low carbon living



© Cambridge Science Park

High value technology industries



A major learning campus

By 2030 Ebbsfleet will be a business and innovation 'super-hub' in the Thames Gateway

- Ebbsfleet will become a major metropolitan business district creating employment for people in Kent and London. It will provide a location for people working in London and Kent, and a location for London companies seeking to take advantage of its connectivity and its quality of life.
- Ebbsfleet will have a cluster of advanced high-value technology industries similar to Cambridge Science Park based on the best digital infrastructure in Britain
- There will be a major learning campus with links to University College London, the British Library and other London and European institutions via HS1. Ebbsfleet will be a key part of Kent's 'Learning Corridor' offering high quality skills training in support of local people
- Ebbsfleet will be the most important centre for sustainable construction industries in the region, drawn to the area by the world-famous Institute for Sustainable Construction. The Institute will offer a wide range of apprenticeships and vocational training
- Ebbsfleet will be a UK exemplar for low carbon living

By 2030 Medway's five towns will become a new city

The five Medway towns of Strood, Rochester, Chatham, Gillingham and Rainham possess an exceptional geography, a rich heritage, a dynamic population and a resurgent economy.

Medway is a centre of high value manufacturing and business services. Building on its multiversity reputation, Medway will be an exemplar for knowledge and enterprise.

By 2030 Medway will be a major European centre of excellence for advanced manufacturing and it will be known world wide for the application of clean power generation.



Rochester Riverside

Credit Crest Nicholson



Medway: five towns make a city

Medway will have a continuous waterfront incorporating the historic docks to create world-class public places. Its high streets will combine to form a coherent city centre. Its landscapes will be linked to form an ecological framework for the whole city.

The River Medway will be a hive of recreational activity and it will form part of Medway's transport network. Vacant waterfront sites will be home to new, vibrant cultural facilities which will be integrated with historic quarters to create one of Europe's most memorable places.



Rochester Riverside

Credit Crest Nicholson



Medway Fuse Festival



St Mary's Island

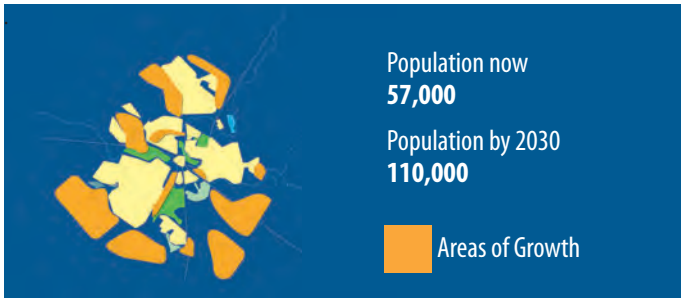
High Speed One reinforces Ashford's status as a powerhouse of Kent

Ashford and its surrounding villages are currently attracting businesses and people who recognise the benefits of its accessibility and its affordability.

In future, communities will be drawn here by its exceptional quality of life.

By 2030 Ashford's population will almost double to match that of Exeter.

This growth will help to support the whole Kent economy and will strengthen the county's links with Europe.





County Square



Eureka Business Park



Airport Check-in at Ashford International



High quality housing

By 2030 Ashford will be Kent's 21st Century garden city

Ashford will be a magnet for young families and young people from all over the UK and Europe who are attracted by its cosmopolitan feel and its proximity to London and the Continent. They will benefit from its magnificent countryside as well as its café society and its vibrant social scene. They will be able to choose whether to live in a traditional Kent village, the town centre, or a new garden community.

Ashford will be recognised as a place of design excellence in the design of its city-wide landscapes and parks, in the design of its town centre public realm and in the design of its communities.

- Ashford will have an international conference and business centre attracting major conferences from around the world
- It will have European Union departmental headquarters and the fastest growing concentration of major European corporations attracted by its dynamic knowledge economy
- Ashford will have a 'transmanche' metro service connecting to Lille and other destinations in Europe, and an airport check-in will be available at Ashford International for Manston and other regional airports
- A high quality retail town centre will complement the town centres of Maidstone and Canterbury

The Kent Coast is already coming back to life

Turner Contemporary in Margate, the Marlowe Theatre in Canterbury and the culturally driven regeneration of Tontine Street in Folkestone are reinforcing the Kent Coast's appeal as a draw for creative industries and the arts.

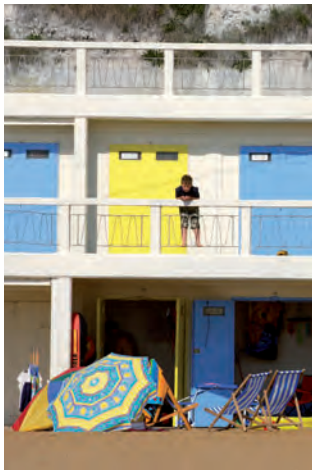
It has a varied programme of festivals throughout the year including the Whitstable Oyster Festival, the Canterbury Festival and the Herne Bay music festival along with many others throughout the year.

Dover's new Sea Sports Centre is also helping to raise the coast's profile, along with the Dover Sea Change initiative which is improving visitor facilities at Dover Castle. The £400m port expansion will attract 2,500 new jobs

This investment along with greater accessibility gives momentum to the transformation of Kent's Coast.



Ramsgate Harbour



Broadstairs, Viking Bay



Beaufort Apartments, Sandgate



Dover Sea Sports Centre



Turner Contemporary, Margate

Credit: Atelier



Quarterhouse, Folkestone

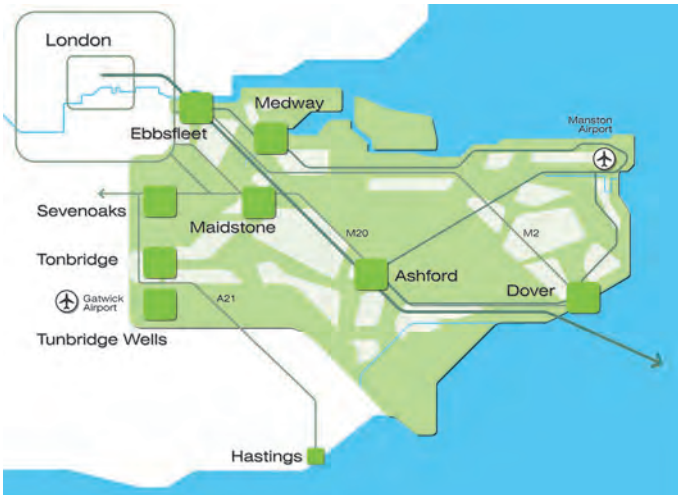
Credit: centralphotography.com

By 2030 Kent will have the UK's most distinctive and thriving coast

- A 'cultural triangle' centred on Margate, Folkestone and Canterbury is enriched by creative industries within all Kent's coastal communities
- Growth of the coastal population is driven by local employment opportunities in a variety of high value sectors helping to reverse coastal deprivation
- Cultural festivals attract over five million visitors to Kent's coast and a thriving cultural economy with major arts and creative industries becomes a magnet for cultural entrepreneurs
- The coast is an international destination for water sports and recreation
- Kent's coast has a vigorous environmental economy based on its natural advantages - coastal energy generation including wind power and tidal turbines
- Kent's coast has an active fishing industry and aquaculture is an important source of local food production
- All waterfronts are thriving people friendly places which unite town centres with the sea

21st Century KENT is a coherent plan for the whole county

By 2030, there will be improvements in the quality of life and economic performance throughout Kent. Successful places with a highly qualified workforce will continue to have access to new business opportunities as at Kings Hill. Maidstone, Tunbridge Wells, Sevenoaks and Tonbridge will prosper through improvements in infrastructure including Maidstone Parkway Station and improved links to the M25 and Hastings. There will be continuing investment across Kent's rail network to improve commuter and rural services, and investment in local communities in these areas to enhance prosperity and their distinctiveness as memorable Kent places.

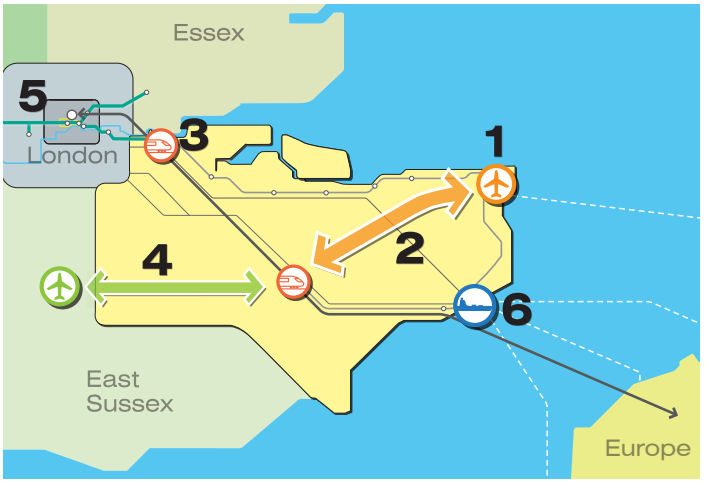




Proposed Tunbridge Wells cinema site

By 2030 investment in new infrastructure reinforces Kent's strategic role in the national economy

Manston Airport will have a new multimodal interchange linked to the high speed rail network. It will form part of a co-ordinated national airport network. There will be a new Lower Thames Crossing creating better links with the North and the East of England. There will be a high speed rail connection between Ashford and Gatwick. Crossrail will be extended to Ebbsfleet and Gravesend. Kent's economy will be truly integrated with the rest of the UK by means of a national high speed rail network, while improvements to the A21 transport corridor will enhance connectivity within West Kent and links to Hastings.



21st Century Kent Infrastructure improvements

1. Manston Airport and Thanet Interchange
2. Extend High Speed rail from Ashford to Thanet
3. New Lower Thames Crossing
4. Link Gatwick Airport to High Speed Rail network
5. Extend Crossrail to Ebbsfleet
6. Port of Dover Expansion

By 2030 Kent will have the best digital infrastructure in Europe – reinforcing Kent's status as the most connected place in the UK

The best digital infrastructure in Europe will support investment in people by improving access to education, skills and new economic opportunities. These will benefit local communities and help to reinforce Kent's sense of place and civic pride.

- Rural businesses are attracted to Kent by its digital connectivity and the rural economy is connected to the UK's best network
- Digital connectivity attracts a major knowledge economy and business innovation clusters throughout Kent similar to California's Silicon Valley
- Kent has the best local business information networks and the best public service information system in the UK





A major **knowledge economy** throughout Kent



Rural people & rural economy connected to the UK's best network



The **best local business** information networks in the UK



The **best public service** information system in the UK

By 2030 the '21st Century Garden of England' has the most vigorous rural economy in the UK

Kent is uniquely placed to take advantage of growth in new environmental industry and local food production because of its natural assets and its location. The rural sector already contributes more than £5billion to the Kent economy.

By 2030, Kent's landscape will support a dynamic environmental industry. It is the leading food producer for the UK market. Its landscapes support local energy networks and are the region's main source for local renewable materials. The 'Kent Green Grid' is completed and Kent has a Coastal Park extending from the Thames Estuary to Romney Marsh. The exceptional quality of Kent's landscapes, including along major transport corridors and points of arrival, acts as a showcase for the county. This attracts domestic and international visitors to enjoy Kent's countryside, history and heritage.



Environmental Industry



Thanet Earth

Local Food Production



Local energy network



The 'Kent Green Grid'

21st Century Kent is a blueprint for success

21st Century Kent is a county-wide blueprint for Kent and Medway. It builds on Kent's powerful local identity, heritage, culture, and its sense of place to shape plans for future growth and investment.

The Victorians created successful places through inspired leadership, a clear vision and effective partnerships. Kent now has an historic opportunity to capitalise on its unique assets and billions of pounds of infrastructure investment. Leadership, vision and effective partnership can result in achievements of the same scale in Kent.

This vision captures long term ambitions for Kent. It provides a strategic context for the many local endeavours that will bring it to fruition. This is not a statutory document and it is not intended to be prescriptive. It will be enriched further and shaped by subsequent conversations with stakeholders and the wider community.

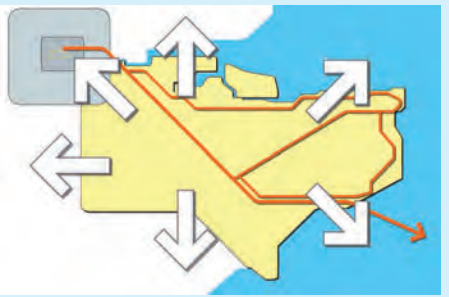
"Think long term, plan for the future, take many small steps and hold true to the Vision." **Sir Terry Farrell**



1 The UK's most varied and thriving coast



2 The 21st century Garden of England



3 The UK's most connected county




No.11

ebbsfleet






Produced by
Farrells
7 Hatton Street
London
NW8 8PL

kent@terryfarrell.co.uk
tel: 020 72583433

Commissioned by
Kent County Council
Invicta House
Maidstone
Kent ME14 1XX

www.kent.gov.uk
tel: 08458 247247

FARRELLS

Kent County Council