

## Kent & Medway hotel sites

Produced by Locate in Kent

May 2011



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### Introduction

Locate in Kent is Kent and Medway's investment promotion agency and has been helping companies relocate to, expand in or set up in Kent for 13 years, during which time more than 500 companies have been assisted.

This report provides background information on Kent & Medway and its tourism industry, a brief overview of each local authority area including demographics and its tourism industry, together with details of more than 30 hotel sites of all types right across the county from Bluewater and Land Securities' Ebbsfleet Valley in the west to sites in Canterbury and Margate, close to the Turner Contemporary in the east. More detailed information on each area can be supplied on request.

The information is also held on a website, [http://www.locateinkent.com/hotel\\_sites/](http://www.locateinkent.com/hotel_sites/) which is regularly updated, and visitors can search for hotel sites by area. More information can be obtained from Locate in Kent who can also arrange site visits and facilitate meetings with site owners/operators- please call 01732 520700.

Please note that this information has been compiled by Locate in Kent in conjunction with local authorities and site operators and owners. Every effort has been made to ensure that it is as accurate as possible. However, it is based on Locate in Kent's own research and data supplied by third parties and we recommend that interested parties make their own enquiries with site owners to verify the information and with the local planning authority, if planning permission is not already in place.

### Tourism in Kent

Tourism is big business in Kent - the industry is worth £2.5billion (2006) and is growing every year. The county's population is predicted to grow by 10% between 2006 and 2021, especially in the county's two growth areas of Ashford and Thames Gateway. This, along with the planned construction of a large number of new homes and commercial developments, the Open Golf in Kent in 2011 and the prospect of heightened profile for Kent flowing from the Olympics, as well as the new high-speed domestic rail service launched in late 2009, mean increasing demand for hotels and other visitor facilities from residents, businesses and visitors.

Over the last two years Kent has seen more than £50m invested in hotels in the county, including two new Premier Inns, a Ramada Encore and three other

budget hotels, including a new 113 bed Travelodge which opened in the centre of Maidstone in December 2009. In addition, four of Kent's established hotels, including the Marriott in Maidstone underwent refurbishment.

Plans are in the pipeline for more new hotels including superior quality hotels at Kent County Cricket Club at Canterbury and at a major Kent golf club, as well as further upgrading and additions at other hotels in the county such as The Hotel Imperial at Hythe.

### Volume of trips

Based on the available local and national data sources, it is estimated that nearly 5 million staying trips were made to Kent in 2006 – the most recent year for which figures are available.

### Trip expenditure

It is estimated that somewhere in the region of £2.2 billion was spent by all visitors on their trip. Evidence from a number of sources indicates that trip expenditure per head has risen significantly in the South East region in recent years.

### Purpose of trips

With regard to the total number of nights spent by visitors in Kent, 64% of all domestic bednights are taken up by visitors on holiday. A further fifth of all domestic bednights are taken up by visitors visiting friends and family. Around 13% of domestic bednights are taken up by visitors on business.

A significant proportion of overseas bednights are taken up by visitors travelling to Kent to see friends and family (35%). Around 28% of bednights are taken up by overseas visitors on holiday and 13% of overseas bednights are taken up by overseas visitors on business.

In Ashford, Canterbury, Dover, Shepway, Swale, Thanet, and Tunbridge Wells, the vast majority (60% plus) of domestic bednights are taken up by visitors on holiday.

In Dartford, Gravesham, Maidstone, Medway, Sevenoaks and Tonbridge & Malling, a quarter or more of all domestic bednights are taken up by visitors visiting friends and family.

Reflecting the pattern of overseas trip by purpose, the number of overseas nights by purpose at district level differs significantly across the 5 categories specified (holiday, business, VFR, study and 'other'). In Canterbury, Shepway,

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and Thanet, a significant volume of bednights are taken up by overseas visitors in Kent for educational purposes (on short language courses). In Ashford, overseas bednights are relatively evenly distributed between holiday, business and VFR purposes.

In Dartford, Gravesham, Maidstone, Medway, Swale and Tonbridge & Malling nearly 50% or more bednights are taken up by overseas visitors visiting friends and family.

Source: Tourism South East (<http://industry.visitsoutheastengland.com>) and Kent Tourism Alliance ([www.ktanet.co.uk](http://www.ktanet.co.uk)).

### Leisure and tourism performance 2009

Source: Kent Property Market Report 2009 ([www.kentpropertymarket.co.uk](http://www.kentpropertymarket.co.uk))

Tourism is one of Kent's major industries, with a total direct expenditure in excess of £2.1bn which is worth £2.5bn to the local economy. The industry supports over 50,000 jobs equating to just under 7% of employment in the county.

In the current economic climate there has been a slow down in some areas of tourism development. This has centred on reduced funding and credit flow for hotel development. Budget brands do continue to grow while other operators are shifting their accommodation expansion plans from developing new hotels to conversion or take over of smaller operators.

However, investment in the sector overall is still strong with tourism developments playing a central role in the regeneration of the county. In July 2009, Visit Kent launched the Kent and Medway Tourism Development Framework. This identifies what support is needed to maximise current investment in the sector as well as what new development is needed over the next 10 years to ensure Kent remains a competitive visitor destination.

As well as the planned development at the Port of Dover, the Department of Culture, Media and Sports Seachange programme, worth £7.75m, has enabled several key developments which will benefit the visitor economy in the town. At Dover Castle, English Heritage is planning a number of improvements – in addition to the complete refurbishment of the Great Tower which opened in August 2009.

On Deal Pier, a new café-bar features timber framing, edge walls made of glass and a range of environment-friendly design features. The project was led

by renowned architects Niall McLaughlin and construction was carried out by Barwick Construction Ltd.

A new Dickens to Turner route linking Broadstairs and Margate opened in July 2009. A £12.3m scheme to create a new Dreamland Heritage Amusement Park has been developed.

Other proposals for Margate could include a new 4 star hotel on the seafront adjacent to Turner Contemporary. Premier Inn will be investing in a further 32 rooms alongside Margate Station and Margate's first boutique Gravesend Old Town Hall B&B – The Reading Rooms – opened in summer 2009. In Ramsgate, Kent Inns of Distinction opened their fourth restaurant in the county as Harveys Fish Market and Oyster Bar and the town saw the UK's first pinball museum open in May 2009.

As part of the Creative Foundation's ongoing work to develop a creative quarter in Folkestone, a £4m new events venue, the Quarterhouse, opened in March 2009.

In Canterbury, the focus is on development of cultural tourism. Work has started on the New Marlowe Theatre designed by Keith Williams Architects. The £25.5m project includes a new 1,200 seat auditorium.

Work has also begun on the plans to transform the 19th century Beaneys museum and library services in Canterbury with a new extension. Whitstable Castle and the surrounding public park received a grant award of just over £2m in June 2008, enabling the castle and park to be made more accessible and welcoming to visitors.

Medway has submitted a bid for World Heritage Site status for the Historic Dockyard, Chatham and its surrounding area and fortifications. Hotel development in the area is gathering momentum with a 120 room hotel planned for Gillingham Waterfront and plans for a 150 room hotel at Rochester Riverside with 9,150m<sup>2</sup> (8,500ft<sup>2</sup>) of conference space. Work has started on the £11m Medway Park development – a new regional centre of sporting excellence on the site of the Black Lion Leisure Centre in Gillingham. Major sporting events have been secured, including the Modern Pentathlon World Cup in 2010. The centre has also been approved by the London 2012 organisers as a pre-games training camp. In Gravesend, a planning application has been submitted for a £150m town centre scheme to enhance the town centre's connections with the River Thames. A £2m pontoon scheme connected to the Town Pier is progressing and will provide new access to the

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town from the river. Nearby a £2.3m restoration of the Old Town Hall is nearing completion providing a café/restaurant, commercial space and event hire and exhibition space.

Work at The Bridge, Dartford includes provision for a 3-4 star hotel, which has attracted developer interest. In Ashford, a 74 room Premier Inn hotel and Beefeater restaurant is being built. The extended County Square retail centre celebrated its first birthday in April 2009 and is proving to be successful. The Singleton Environment Centre – a unique environment friendly and award-winning £2.1m venue serves the local community, volunteer and environmental groups.

Improvements totalling £100,000 to the Station Road coach park and surrounding streetscape in Tenterden were completed in 2009. A new spa and leisure facility opened in May 2009 at the London Beach Country Hotel and Health Spa near the market town.

Maidstone projects include a £2m lottery grant to develop Maidstone Museum's east wing to house new displays. A High Street Scheme will connect the river to the town and develop the night time economy. A 2.8 hectare site located in the heart of town centre has been earmarked for £50m redevelopment plan including a hotel.

### Kent & Medway area profile

Kent and Medway is positioned at the hub of commercial activity between London and mainland Europe. It offers easy access to some 59 million UK consumers and more than 450 million in Europe. The area is home to some 1.6 million people with a labour force of 785,100.

As one of the Government's areas for strategic economic development, Kent & Medway will undergo a significant transformation over the next decade with an estimated 85,000 new homes built in the key areas of Thames Gateway Kent and Ashford and 108,000 new jobs forecast.

It is a base for around 60,000 companies (of which more than 400 are foreign owned) and is within easy reach of the two main London airports – Gatwick and Heathrow as well as two regional airports, Kent International Airport and London Ashford Airport.

### The economy and industrial structure of Kent & Medway

There are some significant geographical clusters of employment in Kent:

- Transport and communications sector in East Kent (around Ashford, the ports and the Channel Tunnel)
- Hotels and restaurants in Canterbury, Maidstone, Rochester and Tunbridge Wells (the primary tourist and conference centres of the region)
- Construction, banking, finance and insurance sectors in North and West Kent.
- Manufacturing/engineering and contact centres in Medway and the rest of North Kent.

The area has established centres of excellence in food processing (Brake Brothers, Geest, Premier Foods), hi-tech engineering (BAE Systems, Delphi Automotive Systems, Fuji Coplan, Hitachi trains), financial services (Saga Group, NatWest, Fidelity Investments, Lloyds of London, Jupiter Unit Trust Managers, Man Group, Cabot Financial, Vanquis Bank), biotechnology and pharmaceuticals (Pfizer, Abbott, Genzyme), contact centres (Saga Group, Royal Bank of Scotland, Telegraph Group, Eurostar, P&O Ferries, Seafrance), and ICT (Computer Associates, BT Ignite, JDA International, ISG Webb, Weidmuller, Virgin Media).

### The labour force

Kent and Medway has a population of 1,646,900 (2007 mid year population estimate) which is an increase of 71,700 since 1991 (or 4.7%). Among Kent's resident population in employment, approximately 83% live and work in Kent, and 17% commute outside the area, the largest proportion (14%) to Greater London.

### Education and training

A diverse range of research and development establishments, many linked to our four universities - the University of Kent, Canterbury Christchurch University, University of Greenwich and University College for the Creative Arts at Canterbury, Maidstone and Rochester (formerly the Kent Institute of Art and

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Design). In 2010 there were over 40,000 university students studying at Kent's universities.

The Universities at Medway is a unique partnership which has brought together the University of Greenwich, the University of Kent, Canterbury Christ Church University and Mid-Kent College at a shared campus at Chatham Maritime. The £120 million scheme is the first of its kind in the country and aims to increase student numbers in Medway to more than 10,000 by 2012.

### Land and property

Kent and Medway have 35 strategic sites which provide more than 6,000 acres (2,428 hectares) of development land and property. The area offers a combination of attractive, modern business parks, fully-serviced development sites and commercial and industrial property. Kent's expanding portfolio of excellent business parks and accommodation meets the ever-increasing demand for modern, purpose-built business units, warehousing and offices.

### Connectivity

Kent is very well connected to London and the rest of the UK as well as to Europe. Four motorways – the M20, M2, M26 and M25 provide access by road from Maidstone to London Gatwick in 45 minutes or London Heathrow in 70 minutes.

Since the opening of the Channel Tunnel and the launch of Eurostar in 1994, Kent has been the only UK county with international rail services from Ebbsfleet and Ashford to Lille, Paris or Brussels in under two hours.

New high speed domestic rail services came on stream in

December 2009 and offer connections to St Pancras International from Ebbsfleet in 17 minutes, Ashford in 37 minutes and East Kent in just over one hour.



### Cross Channel passenger services

The Channel Tunnel provides Kent and Medway with a transport feature unique in the UK, giving intermodal, trade load, car and passenger carrying rail access to the rest of the European Union. Kent and Medway have the only direct physical link with mainland Europe.

Passenger and/or freight services operate from Kent's seaports including Dover, Folkestone, Ramsgate, Sheerness, Thamesport, Dart Terminals London and Chatham. The ports and Channel Tunnel perform a pivotal gateway function to allow the movement of goods and people to and from Europe and also play a vital role in supporting the UK economy. In 2006 nearly 30 million people used Kent's ports and the Channel Tunnel:

	Passengers	Trucks	Cars	Coaches
Eurostar	7,858,337	1,569,429 (Rail Freight –	-	-
Eurotunnel	7,698,326*	1,296,269	2,021,543	67,201
Port of Dover	13,797,874	2,324,598	2,647,060	105,774
Ramsgate Port	86,082	Not available	28,694	-

\* Figure based on average of 2.52 passengers per car and 38.75 passengers per coach.

2006 was a record year for the Port of Dover's cruise business with 136 cruise calls 215,000 passengers passing through the cruise terminals. The increase in passenger numbers reflects the larger passenger capacity vessels that are now cruising in Northern Europe.

Dover is the second busiest cruise port in the UK and the eighth busiest North European cruise port. Approximately one quarter of Dover's cruise calls bring visitors into the country for shore excursions. It is estimated the cruise business contributes £20 million to the local economy.

### The key Growth Areas in Kent

Growth Areas and New Growth Points are a crucial part of the UK Government's ambition to increase levels of housing supply to 240,000 homes a year by 2016. Announced in 2003, two of the four Growth Areas are in Kent: the Thames Gateway and Ashford. The other two areas are Milton Keynes & South Midlands and London-Stansfeld-Cambridge-Peterborough. Combined with London, the aim is for these areas to sustainably provide 200,000 additional homes above previously planned levels by 2016.

The New Growth Points initiative is designed to provide support to local communities who wish to pursue large scale and sustainable growth outside of

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the Growth Areas, including new housing, through a partnership with Government. 29 New Growth Points were announced in October 2006 with a wide regional spread covering the East and West Midlands, the East, South East and South West of England. If all of the proposed growth is realised, New Growth Points would contribute around 100,000 additional dwellings by 2016, an increase of around 32 per cent on previous plans for housing supply in these areas.

There are 6 New Growth Points in the South east of England; two of which – Maidstone and Dover – are in Kent.



**Ashford**

The town of Ashford along with the smaller towns of Tenterden and Wye are located in the borough of Ashford. In 2005, Ashford was voted the fourth best place to live in the United Kingdom and it presently has a growing population of about 113,500 residents. While council tax is the lowest in this area, the quality of life has been rated as the best by MORI.

Ashford is served by the M20 and can be accessed from both junctions 9 and 10. £20million has been spent on improving Ashford's infrastructure including the new Southern Orbital road which provides easy access from the M20 directly to the south of Ashford. The M20 itself links to London (59 miles) and the M25 as well as the town of Dover (20 miles) and Folkestone (14 miles). In December 2009, High Speed fast trains to London were introduced which reduced journey time to 37 minutes compared to an hour 20 minutes previously. Also, Eurostar operates high speed international services to Paris in 2 hours, Lille in an hour and Brussels an hour and 40 minutes. Ashford is one of the government growth areas and 31,000 new homes are expected by 2031, along with 28,000 new jobs.

Ashford is an ideal location for business, especially for those looking towards Europe. Within easy reach of London, Paris and Brussels, with office rents 68% lower than in London and 40% lower than the south east.

Ashford is currently home to 14 business parks including the exciting Eureka Park just off junction 9 of the M20 where one building is fully occupied and another is almost occupied. Ashford has 2 million sq ft of commercial development planned over a total site area of 140 acres. Other business parks include Orbital Park and Waterbrook Park.

Ashford is an historic market town, with easy access to beautiful countryside, charming villages and the south coast. The multi-million pound development of the Stour Centre in Ashford opened in September 2007, and is one of the best leisure facilities in the south east. The County Square Shopping Centre opened in March 2009 more than doubling its size with an extra 22 retail units bringing the total number of shops to 60. This new centre is anchored by Debenhams and it compliments the existing retail experience in Ashford.

Work on a £7m scheme to tackle congestion and improve capacity at Junction 10 of the M20 was completed in 2009 and plans are well advanced to provide further improvement with the construction of a new junction 10.

House prices are still 30% cheaper than in London and 8% cheaper than the south east.

Ashford is home to a number of quality hotels including the Ashford International Hotel and two Holiday Inns. The borough offers several County House hotels, especially in and around the county town of Tenterden.

**Workforce catchment area for Ashford**

<b>Workforce catchment for Ashford (economically active)</b>			
Age bracket	20mins	40mins	60mins
Working Age (16-74)	99,449	783,744	1,773,023
Males	48,886	385,533	867,612
Females	50,563	398,211	905,411

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

<b>Workforce catchment for Ashford</b>			
Occupation	20mins	40mins	60mins
Managers and Senior Officials	11,381	76,356	179,677
Professional Occupations	6,854	49,042	114,898
Associate Professional and Technical	9,025	67,711	158,228
Administrative and Secretarial Occupations	9,075	71,153	175,464
Skilled Trades Occupations	8,103	62,394	134,541
Personal Service Occupations	4,639	37,665	82,701
Sales and Customer Services Occupations	5,361	40,255	88,388
Process, Plant and Machine Operatives	4,892	41,291	85,131
Elementary Occupations	7,766	63,762	130,457
<b>Total</b>	<b>67,096</b>	<b>509,629</b>	<b>1,149,485</b>

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

	<b>Male</b>	<b>Female</b>	<b>Total</b>
Population (Mid 2008)	55,400	58,100	113,500
Population Forecast	-	-	-
2011			124,300
2016			135,900

Source: Population Estimates Unit, Office for National Statistics (ONS)

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Firms by size	2007
1-4	4,000
5-10	700
11-24	400
25-99	300
100+	100
All Firms	5,500

Source: NOMIS Annual Business Inquiry

### Key employers in Ashford

Alliance & Leicester
Ashford Borough Council
Brakes
Coty Manufacturing UK Ltd
Eurostar
Givaudan Ltd
GSE Building & Civil Engineering
Headley Brothers
Hitachi Rail
SBE Ltd
Tesco Stores Ltd

## Ashford tourism economic impact estimates for 2009

### Key headline figures - 2009

- 388,000 staying trips
- 1,248,000 staying visitor nights
- £67,026,000 spent by staying visitors on their trip
- 3,501,000 tourism day trips
- £109,338,000 spent by tourism day visitors on their trip
- In total £176,363,000 was spent by all visitors on their trip
- In addition, expenditure by friends and relatives on visitors, and visitors spend on second homes (i.e. maintenance) generates a further £12,103,000.
- With the addition of other expenditure tourism activity generated £188,466,000 expenditure.
- Of this expenditure, £179,336,000 translates into direct income for local business; and a further
- £56,725,000 of income is generated through indirect and induced effects (a total of £236,061,000 business turnover.)
- This income supported 2,892 FTE jobs and 3,837 Actual jobs

## Occupancy

	% room occupancy	% room occupancy	% change	Length of stay	Length of stay	Change
	2008	2009		2008	2009	
Ashford	66.4	74.0	7.6	1.5	1.5	No

### Accommodation within Ashford

Type of accommodation	Bedrooms/units/pitches	Bed
Caravan & camping	521	2,190
Self catering (cottages,	95	378
Serviced (hotels, B&Bs & inns)	1,190	2,646
Group (shared	182	278

Information sourced by Tourism South East

### Top visitor attractions in Ashford

Beech Court Gardens
Biddenden Vineyards
Biddenden Par 3 Golf
Chapel Down Winery
Godinton House & Gardens
Kent & Sussex Railway
McArthur Glen Outlet Centre
Park Mall
Rare Breeds Centre
Smallhythe Place

## Potential sites in Ashford



### Site 1: Former B&Q Site, Beaver Road, Ashford

#### Developers

Denbay Limited

#### Size

0.75 hectares

#### Site description

The site is located on the corner of Romney Marsh Road and Beaver Road, opposite the Ashford International Station with High Speed links to London, and international links to Lille, Brussels and Paris. The site is also close to Ashford town centre shopping area and the Ashford Designer Outlet Village.

#### Planning situation

Ashford Town Centre Area Action Plan: The plan approved in Feb 2010, identifies the site for development under policy TC16 as a mixed use site. The site policy states:

“The former B&Q site is allocated for a mixed-use development, utilising the gateway location to raise the importance and prominence of the site. A high quality office development is envisaged for this location, in combination with residential uses on upper floors and retail and/or leisure uses at street level. A good quality business class hotel would also be appropriate.”

#### Contact

Ian Coward

Collins and Coward Limited, Westwood Park, London Road, Little Horkesley, Colchester, Essex CO6 4BS

Email: [ian.coward@collinscoward.co.uk](mailto:ian.coward@collinscoward.co.uk)

### Site 2: McArthur Glen Designer Outlet, Ashford

#### Developers

Ashford Designer Outlet

#### Site Description

The site lies south of Asda store, Kimberley Way, Ashford and adjacent to the Ashford Designer Outlet Centre and a few minutes drive from Junction 10 of the M20.

#### Planning situation

02/00208 – An application has been ‘disposed of undetermined’ for a 80 room hotel with 150 parking spaces, restaurant / diner.

#### Additional Information

This site is not allocated in the Local Plan 2000 but forms part of Site 19 South Willesborough Dykes which is a Site of Nature Conservation Interest.

Local Development Framework: This site will be reviewed as part of the ‘Urban Development Sites and Infrastructure DPD’ which is a site-specific development plan document.

#### Contact

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### Site 3: Waterbrook Park, Ashford

#### Developers

GSE Group

#### Size

53.35 hectares

#### Services

All

#### Site Description

Waterbrook Park is about half a mile from Junction 10 of the M20 and 10 miles from the Channel Tunnel. The site benefits from a detailed permission for B1, B2 and B8 uses on approximately 13 hectares.

#### Planning situation

Land at Waterbrook has historically been allocated in the Local Plan 2000 (Site 14) but this has now expired.

The balance of the site is now being reviewed with Ashford Borough Council under the Waterbrook and Cheesemans Green Area Action Plan and undergoing a comprehensive masterplanning exercise.

#### Contact

Declan Cogley

Director for Group Development and Planning

GSE Group

Tel: 01233 501 301

Email: [declan.cogley@gse-group.com](mailto:declan.cogley@gse-group.com)



### Site 4: Elwick Place

#### Developers:

South East England Development Agency (SEEDA)

#### Size:

2.69 Hectares (6.65 acres)

#### Site Description:

A key town centre site located between the new shared space scheme on Elwick Road and the railway lines, and opposite the new 200,000 sq ft extension to County Square Shopping Centre which was opened in March 2008, with the 90,000 sq ft Debenhams department store.

The site is situated on the pedestrian route between the Ashford International station with its high speed services to London, Paris, Lille and Brussels, and the core town centre shopping area.

#### Planning situation:

The site is allocated in the Ashford Town Centre Area Action Plan (published Feb 2010) for mixed use development. Policy TC3 identifies two parts to the site, west of Elwick Square and east of Elwick Square. West of Elwick Square provides the potential for:

“a substantial retail-led development with easy pedestrian access from County Square shopping centre opposite should be provided. This should be anchored by a comparison retail offer which both complements and extends the retail core of the town centre. Leisure (including a cinema), residential, a hotel and/or office uses would be suitable on upper floors. Building forms on this part of the site should reflect the broad scale set by the shopping centre opposite.”

(Ashford Town Centre Area Action Plan, extract from Policy TC3, page 26 of the adopted plan)

#### Contact:

Martin Barrow, SEEDA,

[MartinBarrow@seeda.co.uk](mailto:MartinBarrow@seeda.co.uk)

or +44 (01634) 899936



### Canterbury

Canterbury district, with a population of 149,700, comprises Canterbury City, Herne Bay and Whitstable. The surrounding countryside has excellent transport links with both the M20 and the M2 close by. London is easily accessible and can be reached in just over an hour and a half. The A2 and A260 connect Canterbury with the Channel Port of Dover and the Eurotunnel car shuttle terminal in Cheriton. Canterbury district boasts nine operational railway stations with two based in the centre of Canterbury. There are frequent trains to both Charing Cross and Victoria with journey times of 1 hour 30 minutes to both. In December 2009, High Speed rail services started in Kent, reducing journey times to London St Pancras International to 59 minutes. Whitstable and Herne Bay are both served by a direct line to Victoria taking approximately 1 hour 15 minutes. For those wishing to travel to the continent, Ashford International is a short 20 minute rail journey away. Gatwick airport can be reached in an hour and Heathrow in an hour 30 minutes by car, making the district of Canterbury easily accessible via all routes

There are currently over 30 business parks, industrial and trading estates within Canterbury district. Lakesview Business Park, Canterbury's flagship business development site, is fully developed. Altira Business Park, a 15-hectare site in Herne Bay and Estuary View Business Park where planning consent has been granted for 130,000sqft offices are both under development with some offices occupied.

The district also boasts four higher educational institutions: the University of Kent, Canterbury Christchurch University and the University College for the Creative Arts, which collectively bring over 35,091 students to the area. A fourth university (The Girne American University) also opened in Canterbury in late 2009.

The city also has regeneration plans for four key areas of the city including land at the Canterbury East and West Railway Stations, Kingsmead and the Wincheap Industrial Estate. These will include residential, hotel, offices, retail and leisure/recreational type uses. Alongside this work the coastal resort of Herne Bay town centre will also be subject to regeneration over the next few years. This work will seek to enhance its retail and leisure product, open spaces and housing provision.

A new £5.5m, 3,638sqm Innovation Centre on the University of Kent campus at Canterbury was completed in 2009. The centre provides offices, workshop and

studio units for innovative small and hi-tech businesses. The Centre forms the first phase of a science and technology park with future phases to include an extension to the innovation centre, new spin-out accommodation and space for new high-tech inward investing firms. Added to this a 20 hectare science and technology business park is also planned for the edge of Canterbury to provide high quality jobs in the future.

The city of Canterbury offers a good range of accommodation of all types and prices including traditional quality hotels such as the Abode as well as budget hotels on the outskirts of the town. A Radisson hotel and conference centre is planned at Canterbury Cricket Ground in the town. Herne Bay and Whitstable offer a range of traditional seaside accommodation alongside boutique hotels.

### Overview demographics – Canterbury

	Male	Female	Total
Population (Mid 2008)	72,000	77,700	149,700
Population Forecast	-	-	-
2011			138,500
2016			150,500

Source: Population Estimates Unit, Office for National Statistics (ONS)

Firms by size	2007
1-4	3,900
5-10	800
11-24	500
25-99	300
100+	100
All Firms	5600

Source: NOMIS Annual Business Inquiry

## KENT & MEDWAY HOTEL SITES – MAY 2011

### Key employers in Canterbury

Amphenol Ltd
Asda Superstores Ltd
Canterbury Christ Church
Canterbury City Council
Kent & Canterbury Hospital NHS
Parker Steel Ltd
Robert Brett & Sons
Royal Mail
Serco Local Government
University of Kent

### Canterbury tourism economic impact estimates for 2009

#### Key headline figures - 2009

- 620,000 staying trips
- 2,400,000 staying visitor nights
- £122,400,00 spent by staying visitors on their trip
- 6,372,000 tourism day trips
- £215,991,000 spent by tourism day visitors on their trip
- In total £338,391,000 was spent by all visitors on their trip
- In addition, expenditure by friends and relatives on visitors, and visitors spend on second homes (i.e. maintenance) generates a further £16,085,000.
- With the addition of other expenditure tourism activity generated £354,476,000 expenditure.
- Of this expenditure, £336,358,000 translates into direct income for local business; and a further
- £70,732,000 of income is generated through indirect and induced effects (a total of £407,090,000 business turnover.)
- This income supported 6,586 FTE jobs and 8,189 Actual jobs

### Accommodation in Canterbury

Type of accommodation	Bedrooms/units/pitches	Bed spaces
Caravan & camping	2,453	11,888
Self catering (cottages, barns & houses)	79	343
Services (hotels, B&Bs & inns)	1,166	2,370
Group (shared accommodation)	2,205	2,317

Information sourced by Tourism South East

### Top visitor attractions in Canterbury

Canterbury Cathedral
Canterbury Historic River Tours
Howletts Wild Animal Park
Marlowe theatre (opens 2011)
Museum of Canterbury
St Augustine's Abbey
The Canterbury Tales
Whitefriars Shopping Quarter
Wildwood



## KENT & MEDWAY HOTEL SITES – MAY 2011

Preferred development uses for this area will include residential and offices but hotel type uses might also be acceptable depending on the type of proposals coming forward.

### Planning situation

Policy TC12 – A regeneration zone is designated for the redevelopment of the Canterbury West Station area. The allocations should be brought forward in accordance with the provisions of a development framework for this regeneration zone. Further master-planning work will take place over the next two years.

### Additional Information

Ongoing operational changes are being made to improve the station's capacity to handle both the new fast train services and passengers. This includes new entrances, new booking/ticket offices, improved platforms, a footbridge and other internal alterations.

### Availability

2010

### Contact

Ian Brown  
Head of Planning and Regeneration, Canterbury City Council  
Tel: 01227 862193  
Email: [ian.brown@canterbury.gov.uk](mailto:ian.brown@canterbury.gov.uk)

## Site 3: Kingsmead (Phase 2), Canterbury

### Developers

Canterbury City Council

### Size

28.8 hectares

### Services

All

### Site Description

The Kingsmead area is located on the north eastern edge of Canterbury within

5 minutes walking distance of the city centre boundary and 10 minute walking distance from the retail core. It comprises an area of approximately 28.8 ha (71.2 acres) which has been designated a regeneration zone in the Local Plan. It represents the most significant major development opportunity within the Canterbury urban area.

The area comprises a mix of land uses and activities located on either side of the River Stour, including, open space and playing fields, leisure centre, supermarket, depot and coach park, surface car parks, Victorian primary school, some housing and retail uses. Kingsmead is surrounded by a mix of uses – predominantly residential to the west and north and community, education, retail and employment to the east and south.

### Planning situation

Local Plan Policy TC 13 designates a regeneration zone for the redevelopment of the Kingsmead and Riverside area. Development appropriate for this regeneration zone includes a mix of cultural, leisure and recreation facilities, housing, business, open space and education, and the relocation of existing uses already in the zoned area.

In addition the Kingsmead Development Brief (2004) sets out how the component sites are packaged, which is related to a number of factors including speed of assembly/delivery and funding. To date Package A (comprising mostly residential) is consented and is currently being delivered. Package B (comprising mix of development uses including commercial, across 3 sites) is set to follow within the next few years. The brief can be obtained via [www.canterbury.gov.uk/kingsmead](http://www.canterbury.gov.uk/kingsmead)

### Availability

2012

### Additional Comments

None

### Contact

Malcolm Burgess – Head of Property and Engineering  
Email [malcolm.burgess@canterbury.gov.uk](mailto:malcolm.burgess@canterbury.gov.uk)  
Tel 01227 862 096

Martin Bovingdon – Estates and Valuations Manager  
Email [martin.bovingdon@canterbury.gov.uk](mailto:martin.bovingdon@canterbury.gov.uk)  
Tel 01227 862 088

## KENT & MEDWAY HOTEL SITES – MAY 2011

### Site 4 – Canterbury Cricket Ground

**Developers:**

Kent County Cricket Club

**Size:**

7,540m<sup>2</sup> (81,159ft<sup>2</sup>)

**Site Description:**

A 130 bedroom hotel and fitness centre at the cricket ground which flows around the pitches boundary, with a central entrance leading into a restaurant, bar and lounge areas. A function bar, meeting rooms, and fitness centre provide additional guest facilities. All ground floor rooms enjoy access the pitch side terrace and views across the historic cricket ground.

**Planning situation:**

Planning permission was granted in 2007.

**Additional information:**

Plans for the club also include conference facilities, retail units, refurbished stands, hospitality boxes and floodlights. In February 2010, Bellway Plc was announced the housing partner for the Bat and Ball site.

**Contact:**

Jamie Clifford

Chief Executive Officer

[Jamie.clifford.kent@ecb.co.uk](mailto:Jamie.clifford.kent@ecb.co.uk)

01227 456886



## KENT & MEDWAY HOTEL SITES – MAY 2011

### Dartford

Dartford is located in north Kent, close to London and Essex and provides an excellent location in the Thames Gateway with a population of 92,000 residents. Dartford is part of the Thames Gateway, the largest regeneration project in Europe with substantial potential over the next 20 years as one of the south east 'Growth Areas'. With Gravesham, Dartford forms part of Kent Thameside.

Dartford is linked to London via the A2 and can be reached in 34 minutes. The A2 also links Dartford to the Kent coast via the M2 motorway which leads to Canterbury and Dover.

Dartford is close to the M2/M25 Dartford crossing, which makes it an extremely convenient place to conduct business. The district is currently served by several rail stations, and offers frequent services to London Charing Cross, London Cannon Street, Waterloo East, London Bridge, London Victoria and the Medway towns.

With the completion of the High Speed rail services in 2009 and the opening of Ebbsfleet International Station towards Gravesend and Dartford, journey times to London have reduced to 17 minutes. The trains terminate at St Pancras International and Eurostar trains runs directly to Paris in 2 hours 15 minutes and Brussels in 1 hour 50 minutes.

Trains also operate between Ebbsfleet and Stratford, allowing easy access to the 2012 London Olympics. All major London airports are also within easy travelling distance, with Heathrow a little over an hour away by car and Gatwick just over half an hour. A new bus based system known as Fastrack offers a frequent, reliable and high quality service for the residents of Dartford and the whole of Kent Thameside.

The area has a prominent business and financial services sector, as well as being strong on construction and property and life sciences. Dartford has a wealth of opportunities for new business investment including high quality locations such as Crossways Business Park, The Bridge (formerly Dartford Park) and the mixed use Ebbsfleet Valley which will be developed in phases over the next 30 years to include 10,000 new homes, 6 million sqft office space and 3 million sqft of retail space.

Dartford is in the perfect location, for enjoying both the bright lights of London

and the wildlife of the countryside.

Dartford offers a range of modern hotels including the Hilton Dartford and budget hotels, mainly close to the Dartford Crossing.

### Overview demographics - Dartford

<b>Workforce catchment for Dartford, (economically</b>			
Age bracket	20mins	40mins	60mins
Working Age (16-74)	667,291	2,768,257	5,520,587
Males	324,854	1,353,252	2,699,700
Females	342,437	1,415,005	2,820,887

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

<b>Workforce catchment for Dartford</b>			
Occupation	20mins	40mins	60mins
Managers and Senior Officials	59,655	274,253	577,525
Professional Occupations	33,685	184,942	423,489
Associate Professional and Technical	54,402	252,314	545,001
Administrative and Secretarial	78,116	301,367	565,875
Skilled Trades Occupations	53,090	193,148	354,456
Personal Service Occupations	27,782	112,723	229,754
Sales and Customer Services	36,040	135,234	255,955
Process, Plant and Machine Operatives	37,405	127,628	222,331
Elementary Occupations	50,530	190,746	361,742
<b>Total</b>	<b>430,705</b>	<b>1,772,355</b>	<b>3,536,168</b>

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

	Male	Female	Total
Population (Mid 2008)	45,100	46,900	92,000
Population Forecast	-	-	-
2011			100,000
2016			109,200

Source: Population Estimates Unit, Office for National Statistics (ONS)

<b>Firms by size</b>	<b>2007</b>
1-4	2,400
5-10	500
11-24	400
25-99	300
100+	100
All Firms	3,700

Source: NOMIS Annual Business Inquiry

## KENT & MEDWAY HOTEL SITES – MAY 2011

### Key employers in Dartford

Abbott Diagnostics
Arjo Wiggins, Dartford Paper Mill
Bovis Homes Ltd
Colorcon Limited
Crown House Technologies
Dormole Ltd
Howard Hunt Group
JP Fresh Ltd
Laing O'Rourke
Remel Europe Ltd

### Top attractions

Bluewater

## Dartford tourism economic impact estimates for 2009

### Key headline figures - 2009

- 209,000 staying trips
- 666,000 staying visitor nights
- £30,847,000 spent by staying visitors on their trip
- 9,320,000 tourism day trips
- £374,291,000 spent by tourism day visitors on their trip
- In total £405,138,000 was spent by all visitors on their trip
- In addition, expenditure by friends and relatives on visitors, and visitors spend on second homes (i.e. maintenance) generates a further £10,196,000.
- With the addition of other expenditure tourism activity generated £415,334,000 expenditure.
- Of this expenditure, £398,225,000 translates into direct income for local business; and a further
- £75,656,000 of income is generated through indirect and induced effects (a total of £473,881,000 business turnover.)
- This income supported 6,474 FTE jobs and 9,062 Actual jobs

### Accommodation in Dartford

Type of accommodation	Bedrooms/units/pitches	Bed spaces
Serviced (hotels, B&Bs, inns)	610	1,336

Information sourced by Tourism South East



## KENT & MEDWAY HOTEL SITES – MAY 2011

### Site 2: Bluewater, Dartford

#### Developers / Owners

Lend Lease on behalf of the Owners-Bluewater  
[www.bluewater.co.uk](http://www.bluewater.co.uk)

#### Services

All

#### Site description

Site adjacent to Bluewater shopping centre, close to coach park area, off St. James' Lane, adjacent to north west lake.

#### Planning situation

Existing planning permission – first granted in 2000 – for a 150-180 room, 4-star hotel. Not implemented to date.

#### Additional Information

On behalf of the Owners - Bluewater, Lend Lease are currently revisiting their 20-year strategy for the overall site. They are anticipating work to commence shortly on an events venue, with the aim of extending use of the site later in the evenings. Bluewater already attracts 28 million visitors per year.

Already considerable interest from hotel operators. Bluewater has a strong brand and forthcoming facilities will provide additional reasons to visit. The recent opening of Ebbsfleet International station nearby has opened the area up to overseas visitors on shopping trips.

#### Availability

Immediate

#### Existing occupiers

330 retail and leisure outlets, 13,000 car park spaces; currently no hotels.

#### Contact

Russell Loveland  
Lend Lease  
020 7182 9000



### Site 3: Ebbsfleet Valley, Dartford

#### Developer

Land Securities - [www.ebbsfleetvalley.co.uk](http://www.ebbsfleetvalley.co.uk) / [www.landsecurities.com](http://www.landsecurities.com)

#### Size

Total area 1,035 acres

#### Services

N/A – currently site only, pre-infrastructure stage.

#### Site Description

- Creation of a whole new mixed use community over the next 20 years. Up to 10,000 homes and 20,000 new jobs.
- 6 million sq ft of commercial space.
- Ebbsfleet International station is the centrepiece of the development providing high speed international rail services to Paris – 2 hours; Lille – 70 minutes; Brussels – 1 hour 40 minutes. High speed domestic services to London also fully operational: London St. Pancras – 17 minutes; Stratford – 9 minutes.

#### Planning situation

Outline planning permission granted. Development is underway at Springhead Park for 600 residential units.

#### Additional Information

Both “Ebbsfleet” and “Cressfield” zones offer potential for budget and upper-tier-budget level hotels.

#### Availability

Ebbsfleet Valley is at pre-infrastructure stage, however, sites close to the station and/or A2 are available.

#### Contact

Oliver Gardiner, Development Manager, Land Securities.  
T: 020 7413 9000 E: [oliver.gardiner@landsecurities.com](mailto:oliver.gardiner@landsecurities.com)



## KENT & MEDWAY HOTEL SITES – MAY 2011

### Dover

Dover District has a population of over 106,000, covers an area of approximately 121 square miles and includes three main towns, Dover, Deal and Sandwich. Located on the south east coast, Dover District is the nearest to mainland Europe and provides an excellent location for those looking to conduct business in Europe.

The District has excellent transport links and is served by both the M2 and the M20. The M25 can be reached in just over an hour and London in 1 hour 46 minutes. The District provides regular trains to London Charing Cross and London Victoria in about 1 hour 30 minutes. New high speed domestic services to St Pancras International, which started in December 2009, mean that London can be reached in 69 minutes from Dover Priory - a major time saving.

Located so close to Europe, Dover has the busiest roll-on roll-off ferry port in the UK, with various ferries departing from Dover every 20 minutes. Dover is also only 15 minutes from the Channel Tunnel and with the Shuttle making twice hourly crossings to Calais and with Ashford International 25 minutes away, Dover is a prime location. Gatwick can be reached in 90 minutes and Heathrow in 2 hours. Kent International Airport in Thanet can be reached in 30 minutes.

Dover has a network of major sites throughout the District including the flagship White Cliffs Business Park which is ideally located alongside the A2/M2 and only a few miles from the Port of Dover. It continues to attract household names and a raft of companies with international pedigrees. Phase 2 of White Cliffs Business Park is underway, with B&Q anchoring the development, and offers a mix of office, warehouse and industrial accommodation.

Farthingloe Village Business site is located on the west side of Dover in a rural setting and is suitable for offices, research and development and light industry. Betteshanger Business Park has 120 hectares for comprehensive redevelopment including 22,300sqm of quality employment space and is expected to provide up to 500 jobs.

Dover Harbour Board has announced plans to invest £300m to expand the Western Docks. The development will be complemented by a new marina and residential, retail and a hotel development.

Work on the Dover Town Investment Zone, a comprehensive redevelopment of

the St James area of Dover, is expected to start in next few years and will include a mix of retail, residential and a hotel.

A £2 million development Dover Sea Sports Centre on the sea front opened in 2009. Dover boasts a range of hotels including several budget hotels close to the port, and quality country house hotels.

### Overview demographics - Dover

Workforce catchment for Dover, (economically active)			
Age bracket	20mins	40mins	60mins
Working Age (16-74)	94,903	302,540	830,236
Males	46,521	146,837	406,532
Females	48,382	155,703	423,704

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

Workforce catchment for Dover			
Occupation	20mins	40mins	60mins
Managers and Senior Officials	7,649	25,682	78,375
Professional Occupations	4,926	19,293	51,395
Associate Professional and Technical Occupations	9,132	25,321	70,400
Administrative and Secretarial Occupations	7,437	22,628	72,719
Skilled Trades Occupations	6,276	21,587	64,951
Personal Service Occupations	6,018	16,954	42,028
Sales and Customer Services Occupations	5,425	15,913	42,263
Process, Plant and Machine Operatives	4,655	14,439	42,530
Elementary Occupations	7,476	24,115	66,661
<b>Total</b>	<b>58,814</b>	<b>185,932</b>	<b>531,332</b>

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

	Male	Female	Total
Population (Mid 2008)	51,500	55,400	106,900
Population Forecast	-	-	-
2011			106,400
2016			114,000

Source: Population Estimates Unit, Office for National Statistics (ONS)

## KENT & MEDWAY HOTEL SITES – MAY 2011

Firms by size	2007
1-4	2,400
5-10	500
11-24	300
25-99	200
100+	0
All Firms	3,600

Source: NOMIS Annual Business Inquiry

### Key employers in Dover

Megger Group Limited
Nagel Logistics (UK) Ltd
Norfolk Line Shipping BV
P&O Stena Line
Pfizer Ltd
Port of Dover
SeaFrance Limited
Tesco Stores Ltd
The London Fancy Box Company Ltd
Vista Leisure

### Dover tourism economic impact estimates for 2009

#### Key headline figures – 2009

- 444,000 staying trips
- 1,413,000 staying visitor nights
- £78,262,000 spent by staying visitors on their trip
- 3,414,000 tourism day trips
- £102,733,000 spent by tourism day visitors on their trip
- In total £180,996,000 was spent by all visitors on their trip
- In addition, expenditure by friends and relatives on visitors, and visitors spend on second homes (i.e. maintenance) generates a further £12,416,000.
- With the addition of other expenditure tourism activity generated £193,412,000 expenditure.
- Of this expenditure, £180,218,000 translates into direct income for local business; and a further

- £30,381,000 of income is generated through indirect and induced effects (a total of £210,599,000 business turnover.)
- This income supported 3,828 FTE jobs and 4,418 Actual jobs.

### Occupancy

	% room occupancy	% room occupancy	% change	Length of stay	Length of stay	Change
	2008	2009		2008	2009	
Dover	71.9	78.0	6.1	1.4	1.4	No change

### Accommodation figures

Type of accommodation	Bedrooms/units/pitches	Bed spaces
Caravan & camping	1,138	5,783
Self catering (cottages, barns and	53	215
Serviced (hotels, B&Bs, Inns)	1,346	2,860
Group (shared accommodation)	35	199

Source: Tourism South East

### Top visitor attractions in Dover

De Bradelei Wharf
Deal Castle
Dover Castle
Dover Museum and Bronze age Boat
Dover Roman Painted House
Samphire Hoe
The Pines Garden
The Secret Gardens of Sandwich
Walmer Castle & Gardens
White Cliffs

## Potential sites in Dover



### Site 1: Western Docks, Dover

#### Developers

Dover Harbour Board  
([www.doverport.co.uk](http://www.doverport.co.uk))

#### Site Description

The Port of Dover is the cross-channel port situated in Dover, south-east England. It is the nearest English port to France, at just 34 kilometres (21 miles) away.

£400 million redevelopment of Dover's Western Dock is planned with four new ferry berths, together with the relocation of the port's 400 berth marina. In addition, a transformational development of restaurants, shops, offices and a hotel is proposed around the new marina.

#### Planning situation

The proposal forms a key part of the core strategy of Dover District Council's Local Development Framework. As such it has full support of the planning authority and a master plan is being prepared to form a special planning document. This is expected to be complete in the spring of 2011.

#### Additional Information

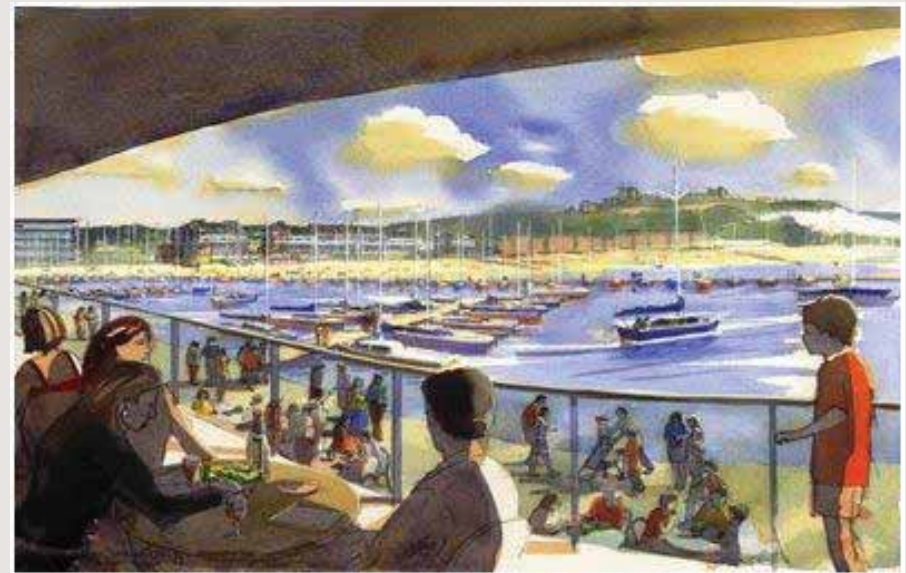
Dover is the busiest ferry port in Europe with 13 million passengers. It is also the second busiest cruise port in the UK, handling over 170,000 passengers per annum.

#### Availability

2011 onwards.

#### Contact

Bill Fawcus  
General Manager – Special Projects, Dover Harbour Board  
Tel: 01304 240400 ext 4141



## Gravesham

Situated on the South Bank of the River Thames, Gravesham (along with Dartford) makes up Kent Thameside, one of the key economic growth drivers for the Thames Gateway which is itself the largest regeneration project in Europe. Gravesham Borough comprises the urban areas of Gravesend and Northfleet to the north of the borough and a significant rural area (including areas of outstanding natural beauty) to the south. The current population is approximately 98,000.

Gravesham is a convenient 25 miles from central London and is located at the north western end of the M2 linking London and Dover, and close to the M2/M25 Dartford crossing. There are frequent trains to London Charing Cross from both Gravesend and Northfleet as well as a good service to the Medway towns and the Kent coast. The opening of Ebbsfleet International Station, located between Gravesend and Dartford on the High Speed 1 rail link has brought some exciting changes to Gravesham. Journey times to London are now only 17 minutes, terminating at St Pancras International. Trains also run directly to Paris in 2 hours 15 minutes and Brussels in 1 hour 50 minutes. The Olympic bullet trains will also operate between Ebbsfleet and Stratford, allowing easy access to the 2012 London Olympics.

Gravesham also offers excellent access to London's major airports with London City Airport just 37 minutes drive away, London Gatwick 44 minutes away, London Stansted 56 minutes away and London Heathrow just over an hour away. The new rapid transit Fastrack system, offers transport services between new and existing residential areas and key areas of employment.

As part of the Thames Gateway, Gravesham is experiencing significant growth with a number of exciting regeneration projects either underway or on the verge of delivery. Ebbsfleet Valley to the west of the borough is home to Ebbsfleet International. Development of the wider valley by Land Securities began in 2006 with a residential development at Springhead Park.

Proposals for Northfleet Embankment, currently being developed by SEEDA and the Council will regenerate an important stretch of the Thames river frontage into a new mixed use community. The development will preserve important wharfage and employment facilities whilst providing a high quality waterside residential development with excellent connections to Ebbsfleet and Gravesend town centre. The redevelopment of Gravesend's Heritage Quarter, a £100m commercial/residential development in the heart of the

town is now underway and the residential led "Queens Quay" will pave the way for further regeneration of under used brownfield land around the canal basin and along the river frontage to the east of Gravesend town centre.

Gravesham has a range of mainly traditional and budget accommodation. Planning permission has been granted for the conversion of a former office building in Gravesend into a 60-bed Comfort Inn which opens in autumn 2010. The Royal Clarendon Hotel by the riverside in Gravesend is being refurbished to create a 13 bedroom boutique-style hotel and restaurant which will be completed in spring 2010.

### Overview demographics - Gravesham

	Male	Female	Total
Population (Mid 2008)	48,100	49,900	98,000
Population Forecast	-	-	-
2011			101,200
2016			104,600

Source: Population Estimates Unit, Office for National Statistics (ONS)

Firms by size	2007
1-4	2,300
5-10	500
11-24	200
25-99	200
100+	0
All Firms	3200

Source: NOMIS Annual Business Inquiry

### Key employers in Gravesend

Britannia Xstrata
Comma Oil & Chemicals
Computertel
Ekay Advertising & Marketing
Hansa GWS
Kimberly Clark
Leading Edge Learning
Port of London Authority
Rodenstock
TAG Learning Ltd

### Gravesham tourism economic impact estimates for 2009

#### Key headline figures - 2009

- 213,000 staying trips
- 595,000 staying visitor nights
- £27,986,000 spent by staying visitors on their trip
- 1,467,000 tourism day trips
- £47,793,000 spent by tourism day visitors on their trip
- In total £75,778,000 was spent by all visitors on their trip
- In addition, expenditure by friends and relatives on visitors, and visitors spend on second homes (i.e. maintenance) generates a further £11,196,000.
- With the addition of other expenditure tourism activity generated £86,974,000 expenditure.
- Of this expenditure, £81,710,000 translates into direct income for local business; and a further
- £20,000,000 of income is generated through indirect and induced effects (a total of £101,710,000 business turnover).
- This income supported 1,731 FTE jobs and 1,949 Actual jobs.

#### Accommodation

Type of accommodation	Bedrooms/units/pitches	Bed spaces
Self catering (cottages, barns & houses)	2	8
Serviced (hotels, B&Bs & inns)	487	978

Information supplied by Tourism South East

#### Top visitor attractions in Gravesend

Cobham Hall
Gad's Hill Place
Shorne Country Park
Sikh Temple – Gurdwara

## Potential sites in Gravesend



### Site 1: A2 / Former Tollgate Motel, Gravesend

#### Developers

Not yet confirmed.

#### Services

All

#### Site description

The former Tollgate Hotel was purchased by The Secretary of State for Transport to allow the construction of the realigned and widened A2 as part of the A2 (Pepperhill to Cobham Widening) scheme. Access to the site is via Tollgate Junction (A227 Gravesend to Meopham road). The site covers 2.26 acres and has three groups of buildings – one built in the 1930s and the remaining two in the 1960s. All buildings would benefit from a significant programme of modernisation, or demolished to make way for a new hotel complex or alternative commercial use subject to the usual consents.

#### Additional information

Excellent location alongside the A2. Confirmation awaited from the Highways Agency re; future disposal. Planning permission granted January 2010 for Cyclopark Kent – cycling activity park led by Kent County Council - on adjacent land to the south of the site. High speed international and domestic rail services available from Ebbsfleet Station – 1.5 miles.

#### Availability

The site is available freehold with vacant possession.

#### Existing occupiers

Former hotel, with recent use as site office and accommodation for A2 realignment scheme by Skanska.

#### Contact

Simon Hookway, Gravesend Borough Council, Economic Development Officer  
Tel: 01474 337238 Email: [simon.hookway@gravesham.co.uk](mailto:simon.hookway@gravesham.co.uk)

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Smiths Gore  
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## KENT & MEDWAY HOTEL SITES – MAY 2011

### Site 2: A2/South of Coldharbour Road, Gravesend

#### Developers

Capital Enterprise Centres Ltd.

#### Site description

Land at the A2/A227 Gravesend central junction adjacent to Morrisons superstore with ease of access onto the A2 (London to Dover).

#### Planning situation

Outline planning permission granted for business park use (Ref: 20070632). Consideration of appropriateness for inclusion of hotel development.

#### Additional Information

A2 realignment works alongside High Speed 1 completed early 2009. Planning permission granted for Cyclopark Kent in January 2010 – cycling activity park led by Kent County Council - on adjacent land to the south of the site. High speed international and domestic rail services available from Ebbsfleet Station – 1.5 miles.

#### Availability

Premier Travel Inn and Best Western Manor Hotel close by and trading successfully.

#### Existing occupiers

None

#### Contact

Simon Hookway, Gravesend Borough Council, Economic Development Officer  
Tel: 01474 337238 Email: [simon.hookway@gravesham.gov.uk](mailto:simon.hookway@gravesham.gov.uk)

### Site 3: Northfleet Embankment, Gravesend

#### Developers

SEEDA (South East England Development Agency)

#### Size

Regeneration of a 70 hectare industrial site with 2km of river frontage

#### Services

All

#### Site Description

Mixed use development opportunities as the eastern and western ends of the site, with retained employment in the centre.

#### Planning situation

Masterplan allows for:

- Approximately 2,000 new homes
- 150,000 sq m commercial space (inc. existing)

Planning applications for residential and employment uses at Northfleet Embankment West submitted 2009. Demolition of former industrial buildings at Northfleet Embankment East is underway. Masterplan is under review.

#### Availability

Sites available in approximately 3 years time.

#### Contact

Nick Young  
SEEDA, Senior Development Surveyor  
Tel: 01632 899928  
Email: [nick.young@seeda.co.uk](mailto:nick.young@seeda.co.uk)

### Site 4: Gravesend Heritage Quarter

#### Developers

Edinburgh House Estates Ltd

#### Size

Current planning proposals (ref: 20080696) comprise:-

Eastern Quarter: Detailed planning application for 1,319m<sup>2</sup> of Classes A2, A3, A4 and A5 uses, 157 residential units and a 51 room hotel.

Western Quarter: Outline planning application for a mix of uses including retail and food & drink establishments, offices, residential units, replacement church hall, car parking and amenity space.

#### Services

All

#### Site description

Redevelopment of sites within the historic core of Gravesend town centre for a mix of uses, as above, with panoramic views of the River Thames.

#### Planning situation

Heritage Quarter development agreement signed between Edinburgh House Estates Ltd and Gravesham Borough Council in 2007.

Planning application submitted in 2008 and revised plans submitted in December 2009.

Planning decision anticipated 2010.

#### Additional information

Submitted plans include a 51 bedroom hotel, indicated to be 3 star or higher, possibly a boutique hotel. The introduction of High Speed train services into Gravesend in December 2009 provides for a journey time of 24 minutes into London St Pancras.

#### Contact

Simon Hookway

Gravesham Borough Council, Service Manager (Economic Development)

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## KENT & MEDWAY HOTEL SITES – MAY 2011

### Maidstone

Maidstone is the county town and the administrative centre of Kent. The River Medway runs through the town, linking Maidstone to Rochester and the Thames estuary. Maidstone is 39 miles from London by rail and has three stations: Maidstone West, Barracks and East. Trains run from the east station to London Blackfriars and Victoria. Maidstone is situated on the M20, served by four junctions 5, 6, 7 and 8, is approximately 35 miles from central London and 35 miles from the Channel Tunnel. It is also within 45 minutes drive of Gatwick Airport.

Maidstone boasts more than 700 shops in two major shopping centres including a 'top 50' retail centre, a boutique style arcade, over 75 cafes and fine restaurants, a cinema, a museum, a theatre and not forgetting the beautiful River Medway and 10km river park and the scenic Mote Park. Maidstone town centre is very important to both the economic and social life of the Borough and has a significant night time economy - the Lockmeadow Entertainment Centre serves an estimated £65 million night time economy. The development of the town centre has beneficial impacts on the operation of all aspects of business in Maidstone and its environs.

Maidstone has been designated as a growth point by the government. The growth plan involves the creation of 5-10,000 additional jobs and 11,080 additional dwellings. It has a growing population of about 145,400.

The town is a major centre for hotels and other business and visitor accommodation including Hilton, Ramada, Marriott and Village hotels, and several Premier Inns. A new 113 bed Travelodge opened in the town centre in January 2010.

### Overview demographics - Maidstone

Workforce catchment for Ashford, (economically active)			
	20mins	40mins	60mins
Age bracket			
Working Age (16-74)	356,276	1,277,504	3,310,322
Males	176,599	626,686	1,617,524
Females	179,677	650,818	1,692,798

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

	Male	Female	Total
Population (Mid 2008)	71,900	73,500	145,400
Population Forecast	-	-	-
2011			149,100
2016			155,000

Source: Population Estimates Unit, Office for National Statistics (ONS)

Workforce catchment for Ashford			
Occupation	20mins	40mins	60mins
Managers and Senior Officials	36,832	133,801	342,667
Professional Occupations	22,312	84,403	232,376
Associate Professional and Technical	32,117	114,655	311,777
Administrative and Secretarial Occupations	36,286	131,033	347,075
Skilled Trades Occupations	29,040	98,435	231,749
Personal Service Occupations	15,977	56,670	145,942
Sales and Customer Services Occupations	18,416	64,955	161,967
Process, Plant and Machine Operatives	19,897	62,495	144,292
Elementary Occupations	29,396	94,425	226,584
Total	240,273	840,872	2,144,429

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

Firms by size	2007
1-4	5,200
5-10	1000
11-24	500
25-99	400
100+	100
All Firms	7,200

Source: NOMIS Annual Business Inquiry

### Key employers in Maidstone

ASB Law
Brachers
Lenham Storage Group
Maidstone Studios
Marley Plumbing &
Ramada Hotel and Resort
Towergate Risk Solutions

Maidstone tourism economic impact estimates for 2009

Key headline figures - 2009

- 413,000 staying trips
- 1,282,000 staying visitor nights
- £62,009,000 spent by staying visitors on their trip
- 3,300,000 tourism day trips
- £110,680,000 spent by tourism day visitors on their trip
- In total £172,690,000 was spent by all visitors on their trip
- In addition, expenditure by friends and relatives on visitors, and visitors spend on second homes (i.e. maintenance) generates a further £16,124,000.
- With the addition of other expenditure tourism activity generated £188,814,000 expenditure.
- Of this expenditure, £180,262,000 translates into direct income for local business; and a further
- £53,606,000 of income is generated through indirect and induced effects (a total of £228,416,000 business turnover).
- This income supported 3,678 FTE jobs and 5,004 Actual jobs.

Occupancy

	% room occupancy	% room occupancy	% change	Length of stay	Length of stay	Change
	2008	2009		2008	2009	
Maidstone	65.3	64.0	-1.3	2.1	1.9	-0.2

Accommodation in Maidstone

Type of accommodation	Bedrooms/units/pitches	Bed spaces
Caravan & camping	390	1,780
Group (hostels & shared)	8	53
Self catering (cottages, barns &	49	197
Serviced (hotels, B&Bs & inns)	1,235	2,610

Top visitor attractions in Maidstone

Fremlin Walk shopping Centre
Go Ape
Kent Life
Leeds Castle
Maidstone Museum and Bents Art
Mote Park

Leeds Castle



## Potential sites in Maidstone



### Site 1: Maidstone East Railway Station, Maidstone

#### Developers

Network Rail ownership.

#### Size

7 acres allocated for mixed use redevelopment to complement a major station upgrade.

#### Services

All

#### Site Description

The site is approximately 7 acres in size and is situated on the northern edge of Maidstone town centre, at the heart of an established office quarter and opposite the HQ of Kent County Council. It faces onto Sessions House Square and Week Street (Maidstone's main shopping thoroughfare). The wider site takes in Maidstone East railway station (approximate one hour travel time to

London) and its associated car parking to the north and south of the railway line.

Maidstone East is the County Town's main railway station, and is easily accessible from the M20 and A229 from the north. It is within a short walking distance of Maidstone's 'UK Top 50' shopping centre and tourist attractions such as the Bentliff Museum and Art Gallery and Brenchley Gardens. Maidstone's 10km Millennium River Park is also within walking distance.

#### Planning situation

Allocated for hotel use

#### Existing occupiers

Enterprise Rent-A-Car, Southeastern Trains

#### Contact

Ian Lindsay

Tel: 0207 904 7272

Head of Station Development, Network Rail

Email: [christina.gutsell@networkrail.co.uk](mailto:christina.gutsell@networkrail.co.uk)

### Site 2: 22-26 Tonbridge Road, Maidstone Town Centre

#### Developers

Maidstone Borough Council ownership.

#### Size

0.5 acres approximately.

#### Services

Yes

#### Site Description

High profile town centre location with views across Maidstone and situated within an established mixed use commercial zone, with easy access to the motorway network and within walking distance of Maidstone's mainline railway stations which have direct connections to London in less than 1 hour.

Located mid-way between an existing cluster of overnight accommodation and Maidstone's thriving 'top 50' retail centre and leisure facilities that include a 10km river park, regional leisure centre and riverside Lockmeadow Entertainment Centre serving an estimated £65 million night time economy.

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### Planning situation

Planning permission granted (Dec.2008) for 96 bed hotel & associated bar/restaurant and car parking. Ref: 08/1789.

### Availability

Immediate, subject to demolition of vacant premises.

### Contact

Mr Chris Finch  
Corporate Property Manager  
Maidstone Borough Council  
Tel: 01622 602720  
Email: [christopherfinch@maidstone.gov.uk](mailto:christopherfinch@maidstone.gov.uk)



### Site 3: Eclipse Park, M20 Junction 7 Maidstone

#### Developers

Gallagher Group.

#### Size

Approximate 2.3 acre plot within a 16 acre business park.

#### Services

All

#### Site Description

Eclipse Park is a modern office campus, located adjacent to junction 7 of the M20 and is already home to Towergate Insurance, DSH (Chartered Accountants), Software of Excellence, asb law, Orbit Housing Association and dha planning. When the final phase is complete, it will total over 16 acres of Grade A commercial development and deliver more than 300,000 sq ft of office accommodation, including hotel and conference facilities.

Eclipse Park is located around 1 mile from the town centre and just a short drive from the Maidstone TV Studios and the site itself is in a prominent location visible from the M20 motorway.

### Planning situation

July 10 - outline planning permission was granted on July 20, 2010 following the decision by the Government Office for the South East not to call-in the application for consideration by the Secretary of State.

### Existing occupiers - None

### Contact

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### Medway

Medway is the largest urban area in the south east outside London and has a population of 253,500, with plans to expand to 300,000 people by 2021. Administered by unitary authority Medway Council, the area comprises the five major centres of Chatham, Gillingham, Rochester, Strood and Rainham. Medway is less than 40 minutes train journey into London and has access via High Speed to St Pancras International, as well as to Charing Cross and Victoria. Consequently a large number of residents commute to the capital. Medway is part of the Thames Gateway and has been designated a 'Growth Area' by Communities and Local Government (CLG).

The newly enhanced road network in mid Kent has improved Medway's accessibility on the main M2 motorway, connecting that area to East Kent and Europe via Dover by the southbound M2 and via the M25 to the rest of the UK. Medway is within easy travel distance of all the London airports with Heathrow (1 hour 16 minutes) and Gatwick (50 minutes) both a short distance away.

Medway's 15 year regeneration programme is due to create 16,000 new homes and more than 20,000 jobs, transforming Medway into a thriving riverside city. £120m of public money has been allocated to acquire and prepare sites for redevelopment. Regeneration specialists St Mowden Properties PLC has been chosen as Medway's preferred development partner to help deliver their £1bn regeneration plans. Key waterfront regeneration sites include Rochester Riverside, Chatham Waterfront, Strood Riverside, Temple Waterfront and Gillingham Pier. Rochester Riverside is currently under development.

The 2012 Olympics will boost Medway's regeneration plans, with the Black Lion leisure complex in Gillingham set to become a regional centre of sporting excellence. The area already has a wide range of types and styles of visitor accommodation including a Holiday Inn, a relatively new Ramada Encore (see below) and a new Premier Inn is under construction at Medway Valley Park. The area is attracting serious investment from the hotel sector with operators poised to invest an estimated £50m with 500 rooms across five sites.

Key business locations include the prestigious Chatham Maritime business park, the South East England Development Agency's (SEEDA's) flagship regeneration project, where over 3,500 people work. A 90 bedroom Ramada Encore hotel opened on Chatham Maritime in 2009.

Universities at Medway are a partnership between the universities of Greenwich, Kent and Canterbury Christ Church, along with Mid-Kent College. The four institutions share a new campus at Chatham Maritime. With the University College for the Creative Arts, there are now an estimated 8,000 students in Medway, expected to reach 15,000 by 2016.

### Overview demographics - Medway

Workforce catchment for Medway, (economically active)			
Age bracket	20mins	40mins	60mins
Working Age (16-74)	288,604	1,075,121	2,927,537
Males	143,444	528,123	1,430,449
Females	145,160	546,998	1,497,088

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

Workforce catchment for Medway			
Occupation	20mins	40mins	60mins
Managers and Senior Officials	26,455	107,212	289,796
Professional Occupations	16,440	66,467	196,450
Associate Professional and Technical	24,573	93,655	265,877
Administrative and Secretarial Occupations	29,275	114,384	305,681
Skilled Trades Occupations	24,143	84,104	204,634
Personal Service Occupations	12,995	46,556	124,557
Sales and Customer Services Occupations	15,776	55,985	143,402
Process, Plant and Machine Operatives	17,634	56,988	132,642
Elementary Occupations	24,768	82,543	203,502
<b>Total</b>	<b>192,059</b>	<b>707,894</b>	<b>1,866,541</b>

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

	Males	Females	Total
Population (Mid 2008)	124,900	128,600	253,500
Population Forecast	-	-	-
2011			255,200
2016			256,900

Source: Population Estimates Unit, Office for National Statistics (ONS)

## KENT & MEDWAY HOTEL SITES – MAY 2011

Firms by size	2007
1-4	5,700
5-10	1200
11-24	600
25-99	400
100+	100
All Firms	8,100

Source: NOMIS Annual Business Inquiry

### Key employers in Medway

BAE Systems
C.P.S Group
Delphi Diesel Systems
J Sainsbury plc
Kent Community Housing Trust
Medway Council
Medway Maritime Hospital
Medway Primary Care Trust
MHS Homes Ltd
Mid Kent College
Royal Mail
Tesco Stores Ltd
University College for Creative Arts
University of Greenwich at Medway

### Medway tourism economic impact estimates for 2009

#### Key headline figures - 2009

- 584,000 staying trips
- 1,952,000 staying visitor nights
- £87,790,000 spent by staying visitors on their trip
- 3,340,000 tourism day trips
- £122,575,000 spent by tourism day visitors on their trip
- In total £210,364,000 was spent by all visitors on their trip
- In addition, expenditure by friends and relatives on visitors, and visitors spend on second homes (i.e. maintenance) generates a further £21,450,000.
- With the addition of other expenditure tourism activity generated £231,814,000 expenditure.

- Of this expenditure, £219,571,000 translates into direct income for local business; and a further
- £66,440,000 of income is generated through indirect and induced effects (a total of £286,011,000 business turnover).
- This income supported 4,102 FTE jobs and 5,554 Actual jobs

### Occupancy

	% room occupancy 2008	% room occupancy 2009	% change	Length of stay 2008	Length of stay 2009	Change
Medway	74.3	45.0	-29.3	2.1	1.9	-0.2

### Accommodation figures for Medway

Type of accommodation	Bedrooms/units/pitches	Bed spaces
Caravan & camping	190	980
Self catering (cottages, barns & houses)	7	27
Serviced (hotels, B&Bs & Inns)	841	1,810
Group (shared accommodation)	115	140

Information sourced by Tourism South East

### Top visitor attractions in Medway

Dickens World
Diggerland
Rochester Castle
Rochester Cathedral
Rochester Guildhall Museum
The Historic Dockyard –
Upnor Castle

### Potential sites in Medway



#### Site 1: Rochester Riverside Hotel & Commercial Quarter

##### Developers

Welbeck Land Ltd

##### Site Description

4 star hotel, 150 bedroom plus conference facilities and leisure facilities.

Site located on Rochester Riverside next to Rochester Bridge. Access mainly via Gas House Road underneath railway bridge; there is also access from Doust Way at the end of the site. Potential for river access as well.

##### Planning situation

The preferred developer for this site has been chosen and is Welbeck Land Ltd. There is outline planning permission for this site and they have put in some outline designs and plans which are currently being discussed. Welbeck is in

discussion with an operator. We are keen for a 4 star operator to run this prime waterfront hotel site.

##### Additional information

The whole commercial quarter site is to comprise of a 4 star 150-bedroom hotel with conference and meeting facilities, a coach park to replace the existing coach park, housing, business premises, restaurants, pubs and community facilities. The whole Rochester Riverside site is 34 hectares.

It is a prime waterfront development very close to historic Rochester and therefore likely to be a popular hotel. Current hotel offer on high street is lacking in quality and investment. Only constraint is access to site with railway line as a barrier between Rochester Riverside site and the rest of historic Rochester.

##### Availability

Recession has delayed this development. Currently re-evaluating the viability of this site.

##### Existing Occupiers

None

##### Contact

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Director

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##### Overall Project Contact

Alex Davies

Project leader

Medway Renaissance

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Email: [alex.davies@medway.gov.uk](mailto:alex.davies@medway.gov.uk)

#### Site 2: Rochester: Corporation Street

##### Developers

Private owners have obtained planning permission for a 110 bedroom budget hotel on Corporation Street, Rochester.

## KENT & MEDWAY HOTEL SITES – MAY 2011

### Services

All

### Site Description

110 bedroom budget hotel with café and restaurant on ground floor. 4 storeys and walk through to car park in middle of hotel. Located at back of the visitor information centre on Corporation Street and next to coach drop off.

### Planning situation

Planning permission has been granted, but the owners have not taken this further to date. They are looking for an operator for this hotel.

### Additional information

The hotel will be highly visible and close to Rochester High Street, Medway Visitor Information Centre and the coach drop off and coach park. Likely to be do very well from coach groups and visitors wanting to be close to Rochester. Quite a long thin site. There are plans to improve and redevelop the rest of Corporation Street.

### Overall Project Contact

Ed Woollard

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Tel : 01634 338122

### Contact

Ed Woollard

Principal Tourism Development Officer

Medway Council

[Ed.woollard@medway.gov.uk](mailto:Ed.woollard@medway.gov.uk)

01634 338122

## Site 3: Akzo Nobel Site: Gillingham Waterfront

### Site Description

Waterfront development as part of Berkeley Homes development including residential development, student accommodation, and a 120-bedroom hotel. This site is located on Gillingham waterfront including Gillingham pier. It is near to the Strand and Medway Ports site.

### Planning situation

A 120 bedroom budget hotel has been granted planning permission and some conditions are still being discussed. Development on site is planned to start early 2010. The development is being undertaken by Geminex Hotel and Leisure Management <http://www.geminex.co.uk/hotel-ehi-gillingham.html>. The hotel is a 120-bedroom Ibis hotel.

### Availability

Development to start early 2010 - to be opened late 2010

### Sevenoaks

Sevenoaks District is located in West Kent, bordering Greater London, Surrey and Sussex, with a population of around 114,700. The main towns are Sevenoaks, Edenbridge and Swanley and there are many other villages of which the largest are Hartley, Hextable, New Ash Green, Westerham and West Kingsdown.

The M25, M20 and M26 motorways are easily accessible as they cross the district. Both Heathrow and Gatwick are within easy reach taking 53 and 27 minutes respectively. The Channel Ports are also easily accessible with Folkestone just under an hour away and Dover just over an hour. Ashford International Station can be reached in 45 minutes, from which Eurostar provides high speed rail links to various European cities. Rail connections to London are excellent with regular services to London's Charing Cross, London Bridge, Waterloo East and London Cannon Street. The average journey time is 35 minutes with trains leaving at least every 30 minutes, if not more often.

Berkeley Homes is proposing to wholly redevelop the site of West Kent Cold Storage with a mixed-use scheme consisting of private and affordable dwellings and some employment uses, as well as a package of community benefits including highways improvements. Key features of this development include 500 new homes, business units totalling around 4,500sqm near the existing factory, a medical facility of 500sqm and open space.

In 2006, planning permission was granted for the redevelopment of Horton Kirby Paper Mill. Plans include a mixed use development with 210 residential units and commercial uses. Fairview Homes will spend £660,000 on improvements to the 19<sup>th</sup> century paper mill which has been derelict since 2003.

Sevenoaks has a range of traditional hotels as well as a Best Western and luxury spa hotel Brandshatch Place.

### Overview demographics – Sevenoaks

<b>Workforce catchment for Sevenoaks, (economically active)</b>			
Age bracket	20mins	40mins	60mins
Working Age (16-74)	93,448	1,323,215	3,870,124
Males	45,680	648,542	1,891,165
Females	47,768	674,673	1,978,439

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

<b>Workforce catchment for Sevenoaks</b>			
Occupation	20mins	40mins	60mins
Managers and Senior Officials	12,608	151,943	418,632
Professional Occupations	8,420	94,026	287,770
Associate Professional and Technical	9,239	127,337	374,817
Administrative and Secretarial Occupations	8,799	144,783	410,759
Skilled Trades Occupations	6,178	97,190	265,109
Personal Service Occupations	4,086	59,000	168,317
Sales and Customer Services Occupations	4,072	66,700	188,498
Process, Plant and Machine Operatives	3,059	58,760	160,124
Elementary Occupations	5,767	89,444	256,400
<b>Total</b>	<b>62,228</b>	<b>889,183</b>	<b>2,530,426</b>

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

	Males	Females	Total
Population (Mid 2008)	55,300	59,500	114,700
Population Forecast	-	-	-
2011			113,400
2016			114,000

Source: Population Estimates Unit, Office for National Statistics (ONS)

Firms by size	2007
1-4	4,800
5-10	800
11-24	400
25-99	300
100+	0
All Firms	6,200

Source: NOMIS Annual Business Inquiry

### Key employers in Sevenoaks

Aqualisa Products Limited
Ascom Tele Nova Ltd
BT
Cygnat Healthcare Limited
Davies & Davies Holdings Ltd
ISG Webb Holdings Limited
Swanley Paper Mill Company
Towergate Insurance

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### Sevenoaks tourism economic impact estimates for 2009

#### Key headline figures - 2009

- 292,000 staying trips
- 954,000 staying visitor nights
- £48,085,000 spent by staying visitors on their trip
- 3,710,000 tourism day trips
- £124,134,000 spent by tourism day visitors on their trip
- In total £172,218,000 was spent by all visitors on their trip
- In addition, expenditure by friends and relatives on visitors, and visitors spend on second homes (i.e. maintenance) generates a further £11,676,000.
- With the addition of other expenditure tourism activity generated £183,894,000 expenditure.
- Of this expenditure, £175,933,000 translates into direct income for local business; and a further
- £47,863,000 of income is generated through indirect and induced effects (a total of £223,796,000 business turnover).
- This income supported 3,083 FTE jobs and 4,190 Actual jobs.

#### Accommodation figures for Sevenoaks

Type of accommodation	Bedrooms/units/pitches	Bed spaces
Caravan & Camping	100	400
Self catering (cottages, barns &	18	66
Serviced (hotels, B&Bs & inns)	819	1,671
Group (shared accommodation)	29	154

#### Top visitor attractions in Sevenoaks

Chartwell
Chiddingstone Castle
Eagle Heights
Eden Valley Museum
Emmetts Garden
Great Comp Garden
Hever Castle
Knole Park
Lullingstone Castle & World Gardens
Penshurst Place & Gardens
Riverhill House Gardens
Squerryes Court

## Potential sites in Sevenoaks



### Site 1: Fort Halstead, Sevenoaks

#### Developers

Hines and RREEF

#### Size

300 + acre site

#### Site Description

Fort Halstead is located to the north west of Sevenoaks on the ridge, close to the villages of Halstead and Knockholt, off Junction 4 off the M25.

#### Planning situation

Fort Halstead is designated a major development site under Policy GB5 of Sevenoaks current Local Plan. Hines are working up proposals to develop a mixed use community comprising offices, homes and supporting leisure, retail, educational and hotel facilities.

Hines is currently working through a pre-application consultation programme with a view to submitting a planning application later this year.

#### Availability

Not known

#### Existing occupiers

QinetiQ, Defence Science and Technology Laboratory (Dstl)

#### Contact

Simon O'Donnell  
Hines UK Ltd  
Queensbury House  
3 Old Burlington Street  
London W1S 3AE  
Tel: 020 7292 1920

### Shepway

Shepway is located in the Channel Corridor area of Kent and Medway with a population of around 100,100. Shepway is comprised of Folkestone, Hythe, New Romney and Lydd.

As home to the Channel Tunnel and London Ashford Airport at Lydd, Shepway offers businesses a location within touching distance of mainland Europe. Further development at Lydd Airport is planned and is expected to carry up to 2 million passengers per annum. At the same time, the excellent transport infrastructure ensures easy access to London. Indeed, since December 2009, Folkestone is just 57 minutes away from London on High Speed domestic rail. The M20 motorway serves the district from London and the A20 from Dover. A new motorway service area completed in 2008 at J11 of the M20, and is the first and largest service area to be seen by those travelling from the continent.

Shepway is home to many key business locations. Shearway Business Park is located adjacent to Junction 13 of the M20 and is the closest business park to the Channel Tunnel (less than 2 miles away) and also only a few miles from the port of Dover. It is a key strategic employment site in East Kent. Other sites include Mountfield Road Industrial Estate in New Romney, which is the largest industrial estate in the area and is consequently of strategic importance. Cheriton Park is another high profile location overlooking the Channel Tunnel terminal at Folkestone. Adjacent to junction 12 of the M20, this 4.2 hectare site is allocated for office use only.

A new higher education facility, University Centre Folkestone, opened in September 2007 with programmes delivered by Canterbury Christ Church University and the University of Greenwich.

Bride Hall and Warner Estates opened the new £30m, 200,000sqft Bouverie Place shopping centre in November 2007.

A masterplan has been produced to redevelop Folkestone Harbour and seafront with a mixture of retail, leisure, residential and educational uses envisaged. Folkestone has a mix of visitor accommodation which is largely traditional, and the high quality Imperial Hotel at Hythe, owned by Q Hotels.

### Overview demographics - Shepway

Workforce catchment for Shepway, (economically active)			
Age bracket	20mins	40mins	60mins
Working Age (16-74)	129,292	378,580	1,067,021
Males	63,684	185,557	523,751
Females	65,608	193,023	543,270

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

Workforce catchment for Shepway			
Occupation	20mins	40mins	60mins
Managers and Senior Officials	11,473	36,363	103,228
Professional Occupations	7,236	25,390	66,704
Associate Professional and Technical	12,119	33,504	90,655
Administrative and Secretarial Occupations	10,735	31,404	95,527
Skilled Trades Occupations	9,357	27,775	83,581
Personal Service Occupations	7,596	19,405	52,466
Sales and Customer Services Occupations	7,394	19,473	53,746
Process, Plant and Machine Operatives	6,592	18,805	54,659
Elementary Occupations	10,354	30,403	84,484
<b>Total</b>	<b>83,036</b>	<b>241,802</b>	<b>685,060</b>

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

	Male	Female	Total
Population (Mid 2008)	48,300	51,800	100,100
Population Forecast	-	-	-
2011			100,200
2016			100,600

Source: Population Estimates Unit, Office for National Statistics (ONS)

Firms by size	2007
1-4	2,600
5-10	500
11-24	300
25-99	200
100+	100
All Firms	3700

Source: NOMIS Annual Business Inquiry

## KENT & MEDWAY HOTEL SITES – MAY 2011

### Key employers in Shepway

Church & Dwight
Eurotunnel Plc
Holiday Extras
Saga Group Ltd
Shepway District Council
Silver Spring
Swiss Re
Walker Construction
Xchanging Ins-sure Ltd

### Shepway tourism economic impact estimates for 2009

#### Key headline figures - 2009

- 442,000 staying trips
- 1,569,000 staying visitor nights
- £69,365,000 spent by staying visitors on their trip
- 3,641,000 tourism day trips
- £115,023,000 spent by tourism day visitors on their trip
- In total £184,389,000 was spent by all visitors on their trip
- In addition, expenditure by friends and relatives on visitors, and visitors spend on second homes (i.e. maintenance) generates a further £11,097,000.
- With the addition of other expenditure tourism activity generated £195,486,000 expenditure.
- Of this expenditure, £182,864,000 translates into direct income for local business; and a further
- £36,460,000 of income is generated through indirect and induced effects (a total of £219,324,000 business turnover).
- This income supported 2,928 FTE jobs and 4,271 Actual jobs.

#### Occupancy

	% room occupancy	% room occupancy	% change	Length of stay	Length of stay	Change
	2008	2009		2008	2009	
Shepway	62.8	66.0	3.2	2.8	2.2	-0.6

### Accommodation figures for Shepway

Type of accommodation	Bedrooms/units/pitches	Bed spaces
Caravan & camping	2,960	14,184
Self catering (cottages, barns & houses)	80	333
Serviced (hotels, B&Bs & inns)	1,747,	4,219

Information supplied by Tourism South East

### Top visitor attractions in Shepway

Dungeness Lighthouse
Dungeness RSPB Reserve
Folkestone Racecourse
Haguelands Village
Port Lympne Wild Animal Park
Romney Hythe & Dymchurch Railway

## Potential sites in Shepway



### Site 1: Folkestone Seafront and Harbour Site

#### Developers

Folkestone Harbour Company. Holding company that has completed land assembly ([www.folkestoneharbour.co.uk](http://www.folkestoneharbour.co.uk))

#### Size

Total of 36 acres for mixed use development

#### Services

As previously developed land with uses including an existing harbour and ferry/container terminal, services are available, although current capacity should be confirmed.

#### Site Description

1500 residential units. Leisure uses to include water sports, marina, restaurants and retail. Extension to existing coastal park and associated sculpture trail.

The masterplan scheme drawn up by the landowner does not specifically include proposals for a hotel but given the early stages of these proposals could be considered a potential use.

The site is less than 10 minutes drive from J13 of the M20.

Existing hotels nearby: Grand Burstin, Hotel Relish (town centre periphery), Premier Travel Inn (J13/M20) and an Express by Holiday Inn at J12/M20.

#### Planning situation

Local Plan supports the principle of hotel development and the Local Authority is committed to the regeneration of this important development site.

#### Availability

Subject to negotiation with the landowner and planning approvals

#### Contact

The Folkestone Harbour Company

Trevor Minter

01303 212040

[trevor.minter@strandhouse.org](mailto:trevor.minter@strandhouse.org)

### Swale

The Borough of Swale has a population of 131,900. It has three principle towns, Sittingbourne, the commercial and administrative centre, Faversham, a historic market town and Sheerness, on the Isle of Sheppey, which has developed around a major deep water port. The ease of access to the UK's road, air and sea routes is the key factor underpinning Swale's industrial and commercial renaissance.

Located between London and the Channel Ports, both only 40 miles away, Swale offers a comparative advantage to those looking to serve both the UK and European markets. The M20, M2 and the A2 place the Channel Tunnel within 45 minutes drive and Ashford International Station, from which Eurostar provides high speed rail links with European cities within 35 minutes drive and rail travel to London takes less than an hour from Sittingbourne.

For those seeking to travel or transport goods further afield, Gatwick and Heathrow can be reached within 55 minutes and 80 minutes respectively. Direct freight services to Europe and other destinations world-wide are available from the Port of Sheerness. The A249 links the M20, M2, Sittingbourne and the Isle of Sheppey. The recent opening of the new £100 million Sheppey Crossing has made the Isle of Sheppey and the major port of Sheerness highly accessible, and brought major new commercial development forward. As part of the Thames Gateway, Swale is receiving significant investment via Communities and Local Government (CLG).

Swale is also home to some key business sites. Kent Science Park (formerly Sittingbourne Research Centre) has become an important hub for scientific and technical companies in the south east and has recently received planning permission for a large extension.

In Sittingbourne, Eurolink Industrial area is situated on the north side of Sittingbourne town centre and is the largest business park within Swale. It offers a mix of warehouse, light industrial and office premises that benefit from good access to the motorway network via the A249. Major new employment space is available at G.Park, adjacent to the A249 trunk road, and accommodates large-scale development and uses including a major new warehouse for Morrisons which employs more than 1000 people. Watermark Business Park situated adjacent to the Sittingbourne Northern Relief Road and G-Park, is a new mixed use development of B1, B2 and B8 industrial and warehouse space

which is attracting a range of occupants. Precision Park is situated within the final phase of the Eurolink development, adjoining the Northern Distribution Road and amounts to approximately 5 acres with design and build opportunities from 10,000-90,000sqft.

Swale has a modest supply of visitor accommodation including a multi-million pound revamp of The Coniston in Sittingbourne, which is being turned into a four-star complex opening spring 2010.

#### Overview demographics - Swale

<b>Workforce catchment for Swale, (economically active)</b>			
Age bracket	20mins	40mins	60mins
Working Age (16-74)	335,665	904,545	2,521,268
Males	165,782	445,421	1,230,367
Females	169,873	459,124	1,290,901

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

<b>Workforce catchment for Swale</b>			
Occupation	20mins	40mins	60mins
Managers and Senior Officials	32,275	90,647	253,502
Professional Occupations	20,093	57,879	164,815
Associate Professional and Technical	29,050	77,970	227,707
Administrative and Secretarial Occupations	33,495	87,646	260,453
Skilled Trades Occupations	27,600	71,734	184,352
Personal Service Occupations	15,354	41,055	114,220
Sales and Customer Services Occupations	17,383	45,986	125,927
Process, Plant and Machine Operatives	19,464	47,245	118,351
Elementary Occupations	29,075	71,645	180,701
<b>Total</b>	<b>223,789</b>	<b>591,807</b>	<b>1,630,028</b>

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

	Males	Females	Total
Population (Mid 2008)	65,400	66,500	131,900
Population Forecast	-	-	-
2011			131,800
2016			134,800

Source: Population Estimates Unit, Office for National Statistics (ONS)

## KENT & MEDWAY HOTEL SITES – MAY 2011

Firms by size	2007
1-4	3,400
5-10	700
11-24	400
25-99	200
100+	100
All Firms	4800

Source: NOMIS Annual Business Inquiry

### Key employers in Swale

Aesica Laboratories
Bennett Opie Ltd
Bond Retail Services
Cross & Wells Ltd
Dodds Group
Gaskains Ltd
Gist Ltd
J Sainsbury plc
Medway Ports
Product Support Ltd
St Regis Kemsley
Tesco Stores Ltd
Thamesteel Ltd

## Swale tourism economic impact estimates for 2009

### Key headline figures - 2009

- 416,000 staying trips
- 1,476,000 staying visitor nights
- £54,334,000 spent by staying visitors on their trip
- 4,454,000 tourism day trips
- £133,630,000 spent by tourism day visitors on their trip
- In total £187,966,000 was spent by all visitors on their trip
- In addition, expenditure by friends and relatives on visitors, and visitors spend on second homes (i.e. maintenance) generates a further £13,377,000.
- With the addition of other expenditure tourism activity generated £201,343,000 expenditure.
- Of this expenditure, £186,808,000 translates into direct income for local business; and a further

- £20,456,000 of income is generated through indirect and induced effects (a total of £207,264,000 business turnover).
- This income supported 2,960 FTE jobs and 4,252 Actual jobs.

### Occupancy

	% room occupancy	% room occupancy	% change	Length of stay	Length of stay	Change
	2008	2009		2008	2009	
Swale	56.3	60.0	3.7	2.1	2.0	-0.1

### Accommodation in Swale

Type of accommodation	Bedrooms/units/pitches	Bed spaces
Caravan & camping	2,373	12,509
Self catering (cottages, barns & houses)	41	134
Serviced (hotels, B&Bs & inns)	537	1,130
Group (shared accommodation)	8	56

Information supplied by Tourism South East

### Top visitor attractions in Swale

Belmont House & Gardens
Brogdale Horticultural Trust
Doddington Place Gardens
Elmley Marshes
Farming World
Mount Ephraim Gardens
Shepherd Neame Brewery Tours

## Potential sites in Swale



### Site 1: Sittingbourne Town Centre

#### Location

Central Sittingbourne redevelopment proposals, focused on an area of 75ha of land around Milton Creek and the wider town centre area, including Sittingbourne Station (High Speed domestic 2009). Within this there are a series of opportunities allied to proposed mixed-use development to include major leisure, retail and housing development.

#### Size

Total of 6 hectares

#### Services

Fully serviced.

#### Site Description

75 ha of land around Milton Creek, which is proposed for comprehensive mixed-use redevelopment in the Swale Borough Local Plan. Wider area

incorporates land in and around the existing town centre.

#### Planning situation

Currently a Master Plan is being developed through the Council, with partners, and will be adopted by the Council as a Supplementary Planning Document (SPD) pursuant to the Local Plan Review, and will inform and give guidance to developers in preparing detailed planning applications. The work is also developing comprehensive strategy for the wider town centre area, to both support the town centre in this time of change and to inform the Council's Core Strategy of its Local Development Framework.

#### Contact

Ian Lewis, Project Manager, Swale Borough Council  
T: 01795 417059 E: [ianlewis@swale.gov.uk](mailto:ianlewis@swale.gov.uk)

### Site 2: Watermark Kent, Sittingbourne

#### Location

West of Sittingbourne, adjacent to the Bobbing junction of the A249 dual carriageway. Approx 2 miles from junction 5 of the M2.

#### Size

Total of 6 Hectares

#### Services

Fully serviced.

#### Site Description

Site planned for development of 275,000sq ft of office / commercial use, including hotel. First phase of 90,000 sq ft of office space nearing completion.

#### Planning situation

Outline permission granted for site.

#### Availability

Immediate.

#### Contact

Chris Boulter, Chief Executive  
Cantium Developments.  
T: 020 7409 5516  
[cboulter@cantiumdevelopments.com](mailto:cboulter@cantiumdevelopments.com)

### Thanet

The district of Thanet is located at the eastern end of Kent and includes the coastal towns of Margate, Broadstairs and Ramsgate, with a population of 129,900.

Thanet has a fast dual carriageway link directly to the M2, making London a little under 2 hours away. Several local companies provide trailer or containerised road haulage and distribution services throughout the UK and internationally. Thanet has several train stations providing regular passenger services to London's Victoria and Charing Cross stations. New High Speed train services from Margate and Ramsgate, reach London St Pancras International in just under an hour and 30 minutes. Thanet benefits from having its own airport, Kent International Airport owned by Infratil as well as having easy access to both London Gatwick and Heathrow, which can be reached in 1 hour 30 minutes and 2 hours 5 minutes respectively.

The availability of a skilled and relatively low cost workforce, together with low land costs are all positive factors in encouraging inward investment and job creation. A joint venture between Kent County Council and Thanet District Council has been established as a delivery vehicle to bring forward development at EuroKent and Manston business parks.

The development of Turner Contemporary, a new visual arts gallery to be built in Margate celebrating the work of JMW Turner, is a key element of Margate's regeneration programme. The new gallery is expected to open in 2010.

Dreamland, Margate's amusement park, has obtained funding and permission to become the UK's first heritage amusement park and other proposals including residential plans are under consideration. The regeneration work has led to substantial improvements in Margate's old town.

In November 2007, Land Securities completed a leisure development adjacent to the Westwood Cross shopping centre. The development included a budget hotel, restaurants, multiplex cinema and a bingo / casino hall. There are plans for an additional 1,000 new homes around the Westwood area.

Thanet has a range of mainly traditional seaside accommodation, but a £9 million 105 bedroom Express by Holiday Inn opened in January 2008 in Minster, Ramsgate. The hotel is strategically located close to Kent International Airport. Thanet enjoys an attractive combination of coastal and rural environments and is a popular holiday and day destination.

### Overview demographics – Thanet

Workforce Catchment Area for Thanet			
Age bracket	20mins	40mins	60mins
Working Age (16-74)	100,722	262,913	636,484
Males	48,176	126,477	310,382
Females	52,546	136,436	325,652

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

Workforce catchment for Thanet			
Occupation	20mins	40mins	60mins
Managers and Senior Officials	8,063	21,021	57,574
Professional Occupations	5,666	16,490	39,482
Associate Professional and Technical	7,089	20,591	54,021
Administrative and Secretarial Occupations	6,903	18,761	55,328
Skilled Trades Occupations	7,337	18,232	48,674
Personal Service Occupations	6,172	15,435	33,204
Sales and Customer Services Occupations	4,677	12,869	32,970
Process, Plant and Machine Operatives	4,657	11,573	32,423
Elementary Occupations	7,429	19,960	51,437
<b>Total</b>	<b>57,966</b>	<b>154,887</b>	<b>405,113</b>

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

	Male	Female	Total
Population (Mid 2008)	62,100	67,800	129,900
Population Forecast	-	-	-
2011			131,500
2016			133,200

Source: Population Estimates Unit, Office for National Statistics (ONS)

Firms by size	2007
1-4	2,700
5-10	600
11-24	400
25-99	200
100+	100
All Firms	4,000

Source: NOMIS Annual Business Inquiry

## KENT & MEDWAY HOTEL SITES – MAY 2011

### Key employers in Thanet

Active Signs
Asda Superstores
Blaze Neon
Cummins Power Generation
Fujifilm Sericol
Hornby Hobbies
J Sainsbury plc
Piper Windows
QEQM Hospital
Saga Group Ltd
Thanet College
Thanet District Council
Thanet Leisure Force
Thorley Taverns
WW Martin (Thanet) Ltd

### Thanet tourism economic impact estimates for 2009

#### Key headline figures - 2009

- 521,000 staying trips
- 1,897,000 staying visitor nights
- £93,453,000 spent by staying visitors on their trip
- 2,525,000 tourism day trips
- £82,311,000 spent by tourism day visitors on their trip
- In total £175,763,000 was spent by all visitors on their trip
- In addition, expenditure by friends and relatives on visitors, and visitors spend on second homes (i.e. maintenance) generates a further £15,882,000.
- With the addition of other expenditure tourism activity generated £191,645,000 expenditure.
- Of this expenditure, £180,625,000 translates into direct income for local business; and a further
- £36,426,000 of income is generated through indirect and induced effects (a total of £217,051,000 business turnover).
- This income supported 3,572 FTE jobs and 5,066 Actual jobs.

### Occupancy

	% room occupancy	% room occupancy	% change	Length of stay	Length of stay	Change
	2008	2009		2008	2009	
Thanet	50.9	48.0	-2.9	2.0	No data	n/a

### Accommodation figures for Thanet

Type of Accommodation	Bedrooms/units/pitches	Bed spaces
Caravan & camping	942	3,768
Self catering (cottages,	377	104
Serviced (hotels, B&Bs &	575	1150
Group (shared	0	0

Information sourced by Tourism South East

### Top visitor attractions in Thanet

Crampton Tower
Dickens House Museum
Joss Bay Surf School
Minster Abbey
Pugin's House
Quex House and Powell Cotton Museum
Spitfire and Hurricane Museum
Turner Contemporary
Walpole Bay Hotel

## Potential sites in Thanet - Margate



### Site 1: Rendezvous site, Margate

#### Developers

The site is in Kent County Council's freehold ownership

#### Plot Sizes

The site area total 6,296m<sup>2</sup>. The developable area will probably be extended to the south by the dedualling of Fort Hill which will potentially release a further 1,143m<sup>2</sup> of developable area.

#### Site Description

The Rendezvous site is located on the seafront adjacent to the harbour and Old Town, to the north east of Margate town centre. The site will benefit from the building of the Turner Contemporary gallery, scheduled to open in 2010, which will be built on the western portion of the site.

Kent County Council is seeking a high quality, market-led development which provides an appropriate and complementary mix of uses to the Turner

Contemporary. Proposed uses could include hotel, food and drink, including restaurants and bars, small-scale or boutique retail, residential and small business units.

#### Additional Information

Kent County Council and Thanet District Council have shortlisted three developers to prepare detailed proposals for a mixed use development on Margate seafront at the Rendezvous site. Schemes are currently being prepared which could include a hotel.

#### Planning situation

Broad proposals and appointment of a developer scheduled to be announced January/February 2008.

#### Availability

Not known.

#### Existing Occupiers

RNLI lifeboat station. Margate Yacht Club. Droit House.

#### Contact

Keith MacKenney  
Kent County Council

Potential sites in Thanet – Ramsgate



Contact

Terence Painter  
Terence Painter Properties  
Tel: 01843 866866



Site 2 : Royal Sands Development, Ramsgate

Developers

SFP Ventures (UK) Ltd, Main Contractors Cardy Construction.

Site Description

The Royal Sands site is located along Marine Esplanade on Ramsgate seafront, close to the main beach and the Royal Marina.

Planning situation

Planning was granted in January 2004 for 107 residential apartments, a 60 bedroom hotel with conference and function facilities, a health and fitness centre, retail, food and drink and a children's play area

Additional Information

Main construction works due to commence shortly.

### Tonbridge & Malling

Tonbridge & Malling district is within West Kent and includes Aylesford, Borough Green, Larkfield, Offham, Tonbridge and West Malling. It has a population of around 117,100. Tonbridge and Malling has good transport links with the M2, the M20 and the M26 all passing through the borough, giving easy access to both London and the Channel Ports. With London only 35 miles away, Gatwick and Heathrow airports can be reached in 37 minutes and just over an hour respectively. The Channel Ports are also within an easy distance, with Dover just under an hour away and Folkestone even closer. The borough is served by nine rail stations, with frequent trains to both London Victoria and Charing Cross and journey times well under an hour. The Medway towns are also easily accessible by rail.

Tonbridge and Malling is home to a number of business parks and industrial estates, especially in Tonbridge and Aylesford, and it is also home to the flagship development of Kings Hill. This prestigious, high quality, landscaped area is home to a variety of businesses. In total nearly 800,000 sqft is occupied by over 100 businesses. In total more than £500 million has been invested to date creating a work place for 5,000 people and homes for 3,500 residents.

Access to Kings Hill Business Park has been greatly improved with the opening of the A228 Leybourne and West Malling bypass and completion of a £7m scheme to improve the slip roads and widening of the bridge at Junction 4 of the M20. There is planning consent for another 1.2m sqft of business space and 1,150 new homes at Kings Hill.

Other key business locations in Tonbridge and Malling include 2M Tradepark and Priory Park. 2M Tradepark in Aylesford is ideally located just off junction 6 of the M20, so provides good access to the motorway network. A number of large employers are located in the borough, including Aylesford Newsprint in Larkfield, and Kimberly Clark and Cabot Financial, both at Kings Hill. Quarry Wood Industrial Estate, Mid Kent Business Park and Larkfield Trading Estate are also located within the Borough.

There are a number of hotels within the district, mainly traditional hotels within town centres and budget hotels on the edge of the towns, plus a number of country house hotels.

### Overview demographics - Tonbridge & Malling

Workforce catchment for Tonbridge & Malling, (economically)			
	20mins	40mins	60mins
Age bracket			
Working Age (16-74)	242,580	1,314,896	3,685,856
Males	120,169	645,605	1,800,954
Females	122,411	669,291	1,884,902

Source: CACI 2005, based on 2001 Census area statistics, Office for National Statistics (Crown Copyright)

Workforce catchment for Tonbridge & Malling			
Occupation	20mins	40mins	60mins
Managers and Senior Officials	27,818	140,321	382,652
Professional Occupations	16,695	86,834	261,931
Associate Professional and Technical	22,737	120,262	349,531
Administrative and Secretarial Occupations	24,947	139,389	387,115
Skilled Trades Occupations	19,300	101,192	254,535
Personal Service Occupations	10,735	57,695	160,888
Sales and Customer Services Occupations	12,159	65,999	179,673
Process, Plant and Machine Operatives	12,068	64,442	157,348
Elementary Occupations	19,126	96,111	248,798
<b>Total</b>	<b>165,585</b>	<b>872,245</b>	<b>2,382,471</b>

	Male	Female	Total
Population (Mid 2008)	57,200	59,900	117,100
Population Forecast	-	-	-
2011			118,000
2016			121,200

Source: Population Estimates Unit, Office for National Statistics (ONS)

Firms by size	2007
1-4	3,800
5-10	700
11-24	400
25-99	300
100+	100
All Firms	5,400

Source: NOMIS Annual Business Inquiry

## KENT & MEDWAY HOTEL SITES – MAY 2011

### Top employers in Tonbridge & Malling

Aylesford Newsprint
Cabot Financial
Charities Aid Foundation
Fidelity Investment Management Ltd
Genzyme Diagnostics
H+H UK Limited
Jupiter International Group
Kent Messenger
Kimberley Clark
Rail Europe
SCA Packaging Ltd
Smurfit Townsend Hook
Sterling Insurance Plc

### Top visitor attraction in Tonbridge & Malling

Broadview Gardens, Hadlow
Ightham Mote
Tonbridge Castle

## Tonbridge & Malling tourism economic impact estimates for 2009

### Key headline figures - 2009

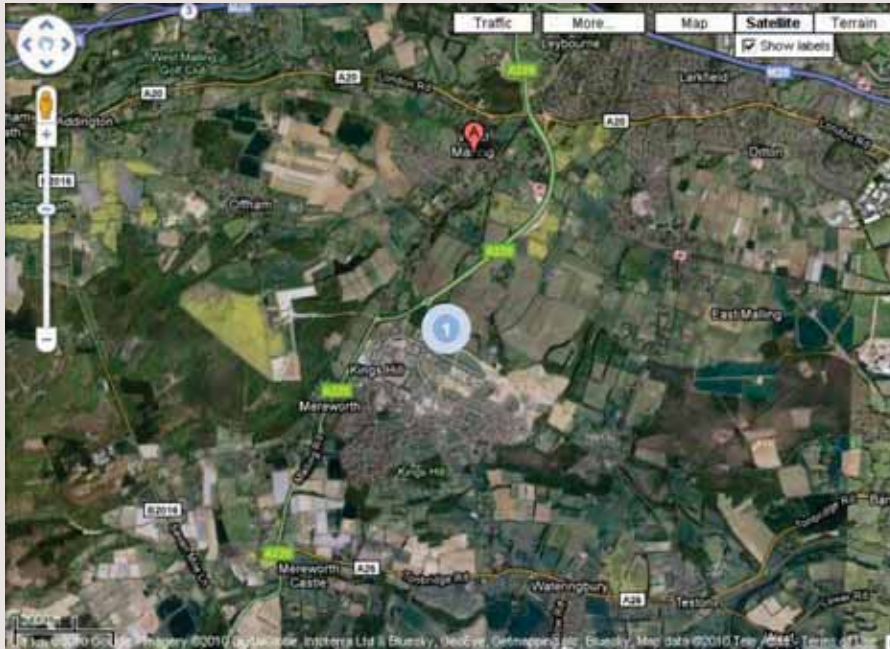
- 248,000 staying trips
- 850,000 staying visitor nights
- £34,925,000 spent by staying visitors on their trip
- 2,366,000 tourism day trips
- £77,116,000 spent by tourism day visitors on their trip
- In total £112,040,000 was spent by all visitors on their trip
- In addition, expenditure by friends and relatives on visitors, and visitors spend on second homes (i.e. maintenance) generates a further £12,378,000.
- With the addition of other expenditure tourism activity generated £124,418,000 expenditure.
- Of this expenditure, £116,683,000 translates into direct income for local business; and a further
- £32,099,000 of income is generated through indirect and induced effects (a total of £148,782,000 business turnover).
- This income supported 2,213 FTE jobs and 2,990 Actual jobs.

### Accommodation figures for Tonbridge

Type of accommodation	Bedrooms/units/pitches	Bed
Caravan & camping	215	870
Self catering (cottages, barns &	36	118
Serviced (hotels, B&Bs & Inns)	523	1,004

Information sourced by Tourism South East

Potential sites in Tonbridge & Malling



Site 1 - Kings Hill, near Maidstone

Developers

Liberty Property Trust UK and Kent County Council

Size

From 2 to 3 acres, see plan.

Services

All

Site Description

Kings Hill is a 800 acre (325 hectare) development- [www.kings-hill.com](http://www.kings-hill.com). The hotel site is located within the context of an established, mixed use, sustainable development comprising a business park, residential villages and amenities. It is readily accessible from the main entrance to the development and adjacent to the new Rolex HQ building.

Planning situation

Outline planning consent granted for:

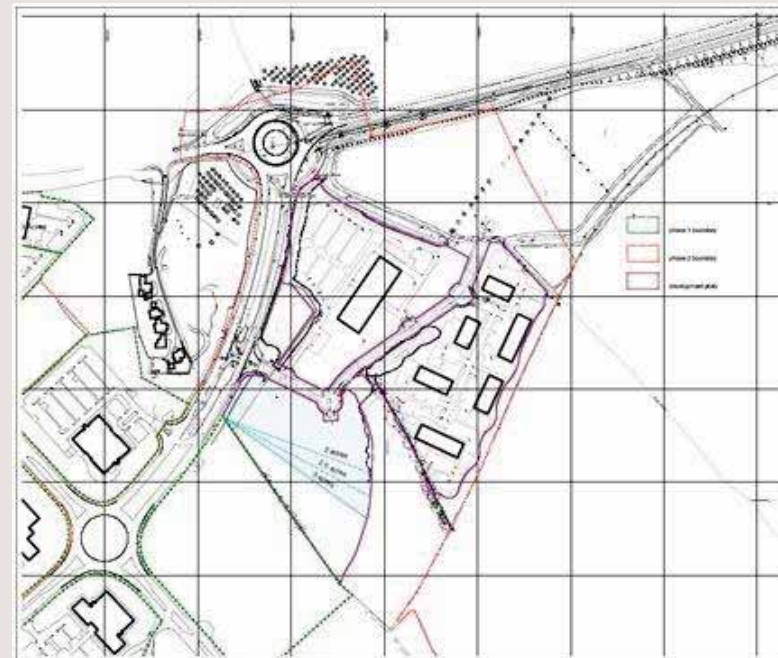
- 2 million sq ft B1 office and business space – 800,000 sq ft developed
- 2,750 dwellings – 2,200 developed
- A hotel and conference facility (TM/89/1655)

Availability

Hotel site immediately available

Contact

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### Tunbridge Wells

Tunbridge Wells Borough is located in West Kent on the Kent and Sussex border, and has a population of around 107,400. Royal Tunbridge Wells lies only 35 miles south of London, making the capital easily accessible within the hour. The M25, M26 and the M20 can all be reached via the A21 passing through the district and the Channel Port of Dover can be reached in 1 hour 15 minutes. Gatwick and Heathrow airports can be reached in just 37 minutes and one hour respectively. Royal Tunbridge Wells is served by Southeastern Trains running frequent services to London Waterloo, Charing Cross and London Bridge, all with journey times of less than an hour. Ashford International can be reached in 45 minutes, from which there are frequent high speed connections to various cities in Europe.

With a skilled workforce, good communications and a great standard of living, Royal Tunbridge Wells attracts a wide variety of businesses to the area. Over the past few years the area has experienced economic growth with an increase of 3,600 jobs between 1995 and 2002. There are a number of key industrial and commercial areas within Royal Tunbridge Wells Borough, including North Farm Industrial Estate, High Brooms Industrial Estate, Southborough Business Centre, Paddock Wood Distribution Centre and Pantiles Heritage & Commercial Centre.

The area has attracted many prestigious companies to locate to this part of Kent. Cripps Harries Hall, a major law firm, and AXA PPP Healthcare, one of the largest private health care providers in England, have offices in Royal Tunbridge Wells. Large modern office buildings are located in the heart of the town and many businesses are situated in the expanding business parks on the outskirts of Royal Tunbridge Wells and Paddock Wood, which is east of Tunbridge Wells and is primarily a distribution centre.

Tunbridge Wells offers several traditional quality hotels including The Spa Hotel and Hotel du Vin as well as a number of budget hotels in the area.

#### Overview demographics – Royal Tunbridge Wells

	Males	Females	Total
Population (Mid 2008)	51,900	55,500	107,400
Population Forecast 2011	-	-	-
			106,900

2016 107,800

Source: Population Estimates Unit, Office for National Statistics (ONS)

Firms by size	2007
1-4	4,500
5-10	800
11-24	400
25-99	300
100+	100
All Firms	6,000

Source: NOMIS Annual Business Inquiry

#### Key employers in Tunbridge Wells

ACAS
AXA PPP Healthcare
Baker Tilly
Carter Link Ltd
Cripps Harries Hall LLP
EDF Energy
J Sainsbury plc
Mack Multiples
Marks & Spencer plc
Sfp Ltd
W A Turner Ltd

#### Tunbridge Wells tourism economic impact estimates for 2009

##### Key headline figures - 2009

- 332,000 staying trips
- 1,093,000 staying visitor nights
- £53,789,000 spent by staying visitors on their trip
- 4,156,000 tourism day trips
- £145,088,000 spent by tourism day visitors on their trip
- In total £198,877,000 was spent by all visitors on their trip

## KENT & MEDWAY HOTEL SITES – MAY 2011

- In addition, expenditure by friends and relatives on visitors, and visitors spend on second homes (i.e. maintenance) generates a further £12,698,000.
- With the addition of other expenditure tourism activity generated £211,575,000 expenditure.
- Of this expenditure, £202,207,000 translates into direct income for local business; and a further
- £30,047,000 of income is generated through indirect and induced effects (a total of £232,254,000 business turnover).
- This income supported 3,132 FTE jobs and 4,376 Actual jobs.

### Occupancy

	% room occupancy	% room occupancy	% change	Length of stay	Length of stay	Change
	2008	2009		2008	2009	
Tunbridge	65.4	79.0	13.6	1.4	1.8	0.4

### Top visitor attractions in Tunbridge Wells

Bedgebury National Pinetum
Bowl Water
Finchcocks Musical Museum
Groombridge Place & Gardens
Lamberhurst Vineyards
Scotney Castle Garden & Estate
Sissinghurst Castle Garden
Spa Valley Railway
The Hop Farm
The Pantiles and Chalybeate Spring

## Potential sites in Tunbridge Wells



### Site 1: Former Cinema Site, Mount Pleasant Road, Royal Tunbridge Wells

#### Developers

Rydell Properties

#### Size

0.54 hectares

#### Services

All

#### Site Description

The site is situated on the south-western corner of the junction of Mount Pleasant Road and Church Road in the heart of the town centre of Royal Tunbridge Wells and in a key location in the Conservation Area.

The site currently comprises a vacant three-screen cinema, together with a number of units fronting both Mount Pleasant Road and Church Road occupied by a range of shop and restaurant uses, and an extensive area of parking to the rear. The cinema ceased operation in October 2000.

#### Planning situation

Planning permission has been granted for a mixed use development consisting of a 137 bed hotel with restaurant, 7,213m<sup>2</sup> of offices, 9,905m<sup>2</sup> of retail, financial/professional services and restaurant/cafes of which 5,000m<sup>2</sup> will be A1 (shops) and a minimum of 4,500m<sup>2</sup> of comparison retailing. Basement parking for 122 cars, 7 motorcycles and 63 bicycles with associated servicing.

The site was subject to an architectural competition run by the RIBA to find the best design. Details including site plan, photos etc can be found at: <http://www.twbc-apps.co.uk/cinemasite/index/htm>

#### Contact

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Lordland International on behalf of Rydell Properties

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### Locate in Kent

As the single point of contact for all companies looking to expand or relocate in Kent and Medway, Locate in Kent provides a range of company relocation services to both UK and foreign owned companies. All Locate in Kent's services are provided free of charge on a completely confidential basis.

Locate in Kent's role is to help you, whether you are a company looking to establish a European/UK base or expand your business in the UK, an entrepreneur looking to set up a new business or a Kent based company looking to develop it's business within the county. The team of dedicated professionals are here to help, working closely with property developers, commercial agents, legal advisers, banks and other partners to provide the advice, information and contacts you need.

The company relocation and expansion advisory services are totally free, independent and confidential and include:

- working with you to define your location or expansion requirements.
- undertaking specific research to support your location decision.
- providing the latest comprehensive information on available sites and properties.
- arranging personal tours of the county, allowing you to explore the opportunities.
- providing introductions and liaison with professional intermediaries, consultants and advisers to give you access to local knowledge and sources of assistance.
- providing you with information about grants and financial assistance that may be available to your company in certain areas of Kent.
- providing an aftercare service to all Kent and Medway based companies, assisting them to grow and develop.

If you are looking to expand or relocate your business look no further. Contact us to find out how we can help you to discover the benefits of this unique business location.

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