

# Join us in Kent and reach your market.

Finding the right location for your business all starts with finding the place that will best connect you to your customer base – whether that within the UK or overseas.

Kent and Medway, located on the doorstep of London and the only part of England directly connected to Europe is an outward focused place with all the right connections to **build your success**.


The region alone has a **growing population of 1.8 million** but locating here brings you within easy reach of major urban centres across Britain all contributing to the success of the world's sixth largest economy.


With **four motorways** it's easy to get your products and components transported through the **UK's busiest international ferry port** at Dover or through the Channel Tunnel aboard Le Shuttle. **Gatwick and Heathrow Airport, City and Stansted** all within easy reach.

Add in **four universities, world leading research facilities** and **established supply chain networks** linked to sector clusters powering the jobs of today and laying the **foundations for tomorrow**.

**Join us in Kent**  
Get in touch today:


 Locate in Kent

 @LocateInKent

 [www.locateinkent.com](http://www.locateinkent.com)








**UK**

**£528.80**

The average weekly household expenditure in the financial year ending 2022, a nominal **increase of £47.30 (10%)** on the previous year.



**£11,897**

The level of **public spending per person** in the UK in 2021/2022. In England, it was £11,549 (3% below the UK average). This compares with: Scotland: £13,881 (17% above the UK average) Wales: £13,401 (13% above the UK average) Northern Ireland: £14,062 (18% above the UK average).

**£1.33 trillion**


The level of **consumer spending** in the UK in 2021.

**£811.20**

The amount **spent per week**, on average, by the richest fifth of households. The poorest fifth spent less than half this amount at **£329.80 per week**.

**26.6%**

The UK has the highest degree of ecommerce penetration according to research by Mastercard. Among the 15 leading markets covered, the UK comes first with 26.6% of its **total retail sales coming through ecommerce** at September 2021. This was down from 29.1% in January 2021. Second place was Singapore with 25.8%



**26.5%**

The **proportion of online sales** rose to 26.5% in May 2023 from 26.0% in April 2023, and has remained broadly consistent at around 26% since May 2022.

**2.5%**

**Online spending** values rose by 2.5% in May 2023 because of monthly increases across all store types except other non-food stores.



**16.4 million**

Total **SME employment** in 2022 was 16.4 million (around 61% of all private sector jobs).

**5.5 million**

As at October 2022, there are **5.5 million private sector businesses** in the UK.

**99%**

SMEs account for more than 99% of **all the businesses** in the UK.

**£65.1 billion**

Gross lending (excluding overdrafts) to SMEs by all UK banks in 2022 was £65.1 billion – up **12.8%** from £57.7 billion in 2021.

**7,675**

The 7,675 large firms (250+ employees) in the UK accounted for **just under half (49%)** of the overall earnings.

**76%**

In the three months to May 2023, the **employment rate** in the United Kingdom was 76%

**£2.2 trillion**

The **gross domestic product of the United Kingdom** in 2022 was over £2.2 trillion.

**4.2 million**

In 2022, there were 4.2 million businesses in the **services industry** – 76% of the overall business population.

The **UK** is the..

- 2nd largest economy** in Europe.
- 6th largest national economy** in the world measured by nominal gross domestic product (GDP) behind the United States, China, Japan, Germany, and India.
- 10th largest economy** by purchasing power parity (PPP)
- 22nd highest economy** by nominal GDP per capita, constituting 3.1% of nominal world GDP.



**£119 billion**  
The Port of Dover is the busiest ferry port in Europe handling **£119 billion of trade** or 17% of the U.K. trade in goods, and with an annual turnover of **£58.5 million** in 2019.

**33%**  
The Port of Dover contributes to **33% of all UK/EU trade** and handles **2.4 million trucks** and **30% of all ferry arrivals** into the UK. Port of Dover is also the UK's **second busiest cruise port** with over 25 cruise lines and 200,000 guests.

**17%**  
In Q4 2022, Ro-Ro non-freight units increased by **17% to 1.5 million** when compared with the same quarter in 2021. Dover had the largest increase of **155,000 units** when compared with Q4 2021, which accounted for **71%** of the total increase in Ro-Ro non-freight units.

**450 million**  
Since 1994, approximately 450 million tonnes of freight have been transported through the Channel Tunnel.



**£11.1 billion**  
In 2022, Dover exported **£11.1 billion** making it the 9th largest exporter out of the 122 exporters in the United Kingdom. In just one month this year (April 2023) Dover exported **£632 million** and imported **£4.06 billion**.

**£47.2 billion**  
In 2022, £47.2 billion was imported through the Port of Dover, making it the **3rd largest importer** out of the 122 importers in United Kingdom.

**£122 billion**  
Le Shuttle handles in excess of **£122 billion of trade** from across the English Channel each year.

**21.3 million**  
**21.3 million tonnes of freight** and **10.6 million passengers** using Le Shuttle services pass through the Channel Tunnel each year.

**Le Shuttle**

In April 2023, the **top exports** from the Port of Dover were:

- 

**Gas Turbines**  
(£40.1 million)
- 

**Combustion Engines**  
(£36 million)
- 

**Non-fillet Fresh Fish**  
(£31.5 million)
- 

**Centrifuges**  
(£24 million)
- 

**Motor vehicles; parts and accessories**  
(£21.3 million)

In April 2023 the **top imports** of Dover were:

- 

**Packaged Medicaments**  
(£241 million)
- 

**Motor vehicles; parts and accessories**  
(£150 million)
- 

**Computers**  
(£103 million)
- 

**Vaccines, blood, antisera, toxins and cultures**  
(£86.7 million)
- 

**Gas Turbines**  
(£85.6M)

**2 million**  
**UK airports** handle in excess of two million tonnes of cargo every year, with the majority (**75%**) transported through London airports.

**61%**  
Heathrow predominately handles belly hold cargo accounts for **61% (2022 figures)** of all UK air cargo by tonnage.

**2 million**  
Due to the lack of freight capacity where the market demands, around **two million tonnes of UK air cargo** is trucked to and from European airports every year. This statistic doubles the UK's actual air cargo figure, putting it at around **four million tonnes per year**.

East Midlands Airport handles around **380,000 tonnes of freighter-transported goods** per year (**17%** of the total using 2022 figures), the highest in the UK.





**£13,719**  
Among the English regions, **public spending per person** was lowest in the East Midlands at **£10,528** (12% below the UK average) and highest in London at **£13,719** (15% higher than the UK average).



**1 million**  
In 2022, there were **one million businesses in London**, the most of any region or country in the UK. Combined, London and the South East of England accounted for just **over a third of UK businesses**.



**3.4%**  
London is forecast to see a **3.4% rise** in the number of workforce jobs in 2023.

**1.1% in 2023 to 2.2% in 2025**  
London's real Gross Value Added (GVA) growth rate is forecast to be **1.1% in 2023** as the cost-of-living crisis slows down the **post-pandemic economic rebound**. Growth is expected to improve to 1.8% in 2024 and 2.2% in 2025.

In 2021, the average London household spent an average of **£140.3 a week on housing, fuel & power**, and **£74.9 per week on transport**.



**3.1%**  
Household spending will **barely grow in 2023** (up 0.3%), as despite the cost-of-living crisis households release savings accrued during the pandemic. **Expenditure is forecast to rise 1.6% in 2024 and 3.1% in 2025**.

**9,648,000**  
The current metro area **population of London** in 2023 is 9,648,000, a **1.12% increase** from 2022. In 2020 the population for the same area stood at 9,304,000.

**6.7%**  
Of the nine English regions, London showed the **largest increase in growth in GDP** in Quarter 3 2022 when compared with the same quarter a year earlier.

**3.5 million**  
In 2022, there were approximately **3.86 million households in the South East of England**, making it the region with the most households in the United Kingdom. London had the **second-highest number of households** during this year, at **3.5 million**.

**£87 billion**  
The value of goods imported by the South East was higher than any English region (**£87 billion**) in 2020, **61.8%** of which were by the **wholesale and motor trade industry**.

**£145.9 billion**  
London **exported £145.9 billion in trade** in services in 2020; this was the biggest contribution to England's total trade surplus of £9.8 billion.

**£191.1 billion**  
The South East is the **second largest contributor to total imports and exports**, accounting for **18.0%** (£108.6 billion) and **13.5%** (£82.5 billion), respectively.







**€1806.19 billion**

Consumer Spending in the European Union averaged **1,558.67 EUR Billion** from 1995 until 2023, reaching an all-time high of **1806.19 EUR Billion** in the third quarter of 2022.

EU business benefit from a 'home market' of **over 450 million consumers** for their products.

The **EU single market** in figures:



The single market is home to **23 million companies**.



In 2021, the single market's GDP was **€14.522 trillion**.



**17 million EU citizens** live or work in an EU country other than their own.



Trade within the single market accounts for **56 million jobs**.



# Kent and Medway the right location

**72%**

cheaper  
commercial  
property\*  
\*compared  
to London

**1.8 million**  
potential customers

**68**

infrastructure  
& commercial  
development sites



2 science parks



Gateway to  
London and  
Europe

**33%**

lower house  
prices



17 minutes from  
the capital by train

**70,000 +**

companies already here



4 motorways

**Join us in Kent**  
Get in touch today:

**in** Locate in Kent

**🐦** @LocateInKent

**💻** [www.locateinkent.com](http://www.locateinkent.com)



**Locate in Kent**

