

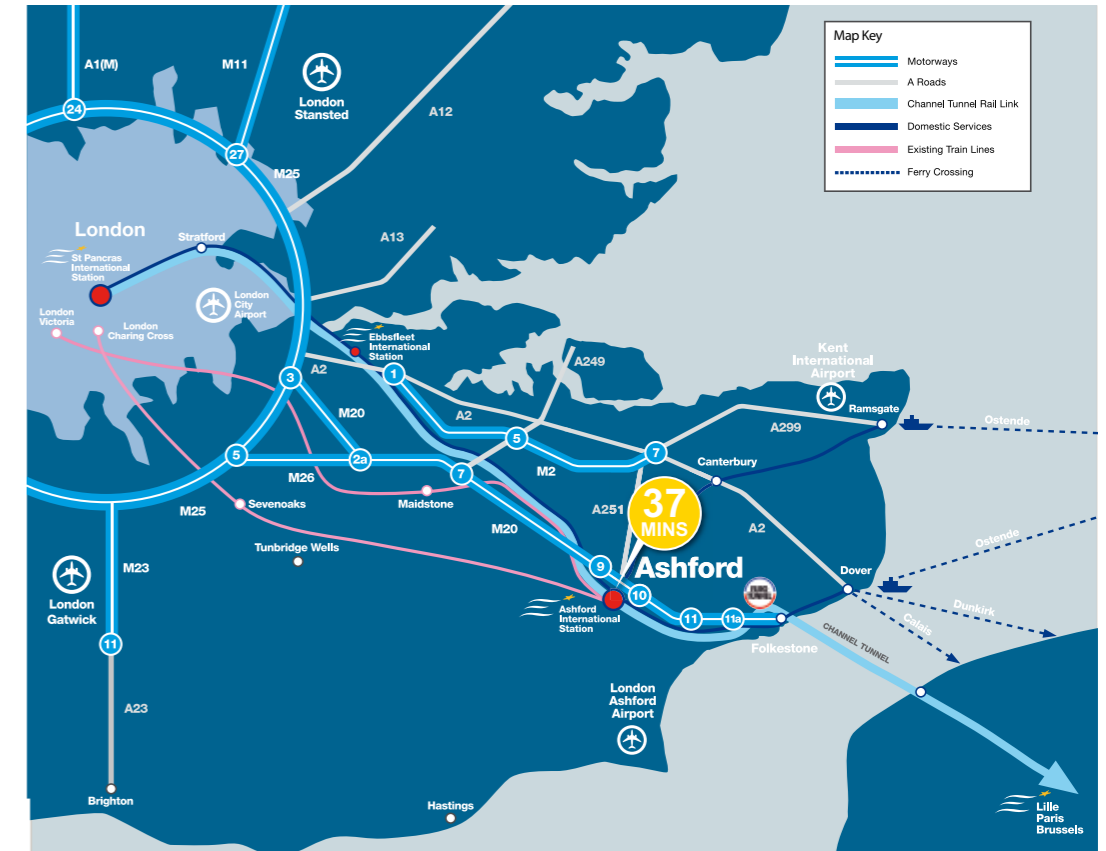


Ashford the smart choice for business

If you're looking to relocate or upgrade to give your public sector operation a competitive edge, Ashford represents a smart move.

The town is the new hub for business in the South East, as a gateway to the continent and an emerging economy for the region. And, with a population forecast to double in size over the next 20 years, Ashford is the fastest-growing town between London and the continent.

Ashford has unparalleled links to London, the rest of the UK, and Europe. The high speed rail service to London St Pancras takes just 37 minutes, while direct Eurostar connections mean that Brussels can be reached in 90 minutes and Paris in less than 2 hours.



Ashford The smart choice for business

- competitive salaries
- lower office rents
- skilled labour force
- excellent quality of life
- 37 minutes to London
- 57 minutes to Lille
- 90 minutes to Brussels
- 2 hours to Paris

Take a fresh look at Ashford

- Located 37 minutes from London in a priority regeneration area of East Kent.
- A designated growth area due to double in size by 2031 with 31,000 new homes and 28,000 new jobs.
- Within commuting distance from London, minimising disruption, redundancy and personal relocations
- Office costs up to 68% lower than in central London, 21% lower than other parts of the South East.
- Workstation costs lower than other towns and cities throughout the UK.
- A workforce of 1.7 million within an hour's drive of Ashford.
- A public transport hub with 6 domestic rail lines
- providing direct access to London, Kent, Sussex and as far away as Hastings and Brighton, presenting a sustainable public sector location.



Ashford - a public sector hub

With highly competitive salaries, huge savings on office rents, and a large pool of skilled labour Ashford is ideal for public sector relocation and successful businesses looking to thrive in an ever-competitive marketplace. A host of public sector operations including the Homes and Communities Agency, Natural England, Health and Safety Executive, Primary Care Trust, Kent County Council and Ashford Borough Council are already based in the town, as well as over 5,000 thriving businesses ranging from SMEs to major global businesses.



To find out more visit www.ashfordbestplaced.co.uk

Ashford
best placed in Britain

Ashford – Regenerating East Kent

Ashford is an area embracing new development and regeneration as a designated growth area creating economic prosperity in East Kent.

Significant investment in improved rail and road connections has opened up opportunities to redevelop prime town centre brownfield sites to deliver housing and job growth.

Office relocation opportunities within the town include:

1 Repton Park

Repton Park contains three sites designated for employment use and is intended to compliment 1,250 new homes being constructed. Of the three sites with outline consent for office development, one site has a detailed consent for a 3,809m² (41,000 ft²) headquarter office building and 1,580m² (17,007ft²) gateway office building. The site is located just off Junction 9 of the M20, with an existing bus service linking it with the town centre and International Station.



2 Elwick Place

Elwick Place is a 2.6 hectare site, just south of the town centre and adjoining Ashford International Station. The planned development will comprise retail, leisure and residential as well as a significant proportion of high quality office buildings. Stanhope plc has been appointed as the development partner to take forward this SEEDA owned site.



3 Eureka Park

3 Eureka Business Park

The 96 acre business park has consent for 115,000 m² (1,237,860 ft²) of office development with approximately 27,870 m² (300,000 ft²) of built space. With the first two phases of office development complete, and a new retail centre to serve the park, the next proposals include a new headquarters office of around 5,468 m² (58,853 ft²) alongside smaller office units. Located just off Junction 9 of the M20, the site has excellent access to the road network and is served by a new bus route to the town centre and International Station.



4 Charter House

Charter House is a landmark headquarters office building totalling 14,626 m² (157,434 ft²) arranged over three wings on basement, ground and eight upper floors with 272 car parking spaces. Located in the town centre it is within easy walking distance of Ashford International Station and has excellent access to public transport. This building has the potential of delivering public sector relocations within a short timescale, with empty space currently available.



2 Elwick Place

5 Commercial Quarter

William Harvey Hospital

Channel Tunnel, Dover & Ports

5 Commercial Quarter

This dynamic new business sector of the town, exploits the major investment opportunity for large scale office space presented by Ashford's excellent rail links to London and Europe. Designated for 55,000 m² (592,015 ft²) of office development. This town centre site is situated at the domestic entrance to the Ashford International Station, providing unrivalled accessibility by public transport.





Ashford

the smart choice for a fulfilling future

With exciting residential, commercial, retail, transport and leisure developments in progress, and an ambitious £2.5 billion development strategy that will create 31,000 desirable new homes and 28,000 new jobs by 2031, Ashford is enjoying a sustained programme of improvement, prosperity and growth.

As Ashford's transformation gathers pace, the next few years will see over £50m invested on a new road linking the station to the south of Ashford, improvements to Junction 9 including a landmark footbridge over the M20, a new look station forecourt,

an improved library and the opening of a new arts space. As part of Ashford's growth public sector relocations can assist in achieving the regeneration of Ashford, and help the town realise its potential, whilst making substantial savings.



Ashford lower office rents and salaries

Office rents are around 68% lower than in London, 65% lower than Paris and 21% less than in other towns in the South East.

From corporate headquarters to start-up premises, Ashford offers a wide range of workspace for all types of business, with office rents at only £172 per sqm compared to £551 in London City. And with average salaries 20% less than in London, and

10% lower than the rest of the South East, Ashford offers significant cost advantages.

Some companies relocating to Kent from London have saved 40% on their overall operating costs, and being a commutable distance to London, there is

the potential to minimise disruption to services and the costs of redundancy and staff relocations.

House prices in Ashford also provide a competitive advantage at 28% lower than in London and 14% lower than the South East average.

Office cost comparison

Location	Total cost per workstation £pa
Ashford	5,144
Newcastle upon Tyne	5,716
Manchester	5,838
Bristol	6,187
Dartford	6,286
Leeds	6,364
Birmingham	6,427
Glasgow	6,620
Edinburgh	6,735
London (Docklands)	7,859
London (Hammersmith)	8,288
London (City)	8,415
London (Midtown)	8,959
London (West End)	14,125

Source-UK figures from Total Office Costs Survey 2010 (Actium Consulting), with Kent figures calculated using similar information from Locate in Kent.



For more information about the developments and opportunities in Ashford visit www.ashfordbestplaced.co.uk

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