

asb Law

asb Law is one of the largest regional law firms in the UK. Employing over 200 people across its offices in the South East, it has a 100-year connection with Kent. Their new operation on Eclipse Park represents a significant step in driving forward their ambitious development plans for the future.

Jonathan Cavell, Head of the Property Services Group at asb Law, is delighted with his firm's decision to locate there: "These new offices represent a springboard for our growth and the rooftop meeting and conference rooms with external terrace area is a terrific facility for our clients and staff".

Maidstone is a commercial centre for law firms, accountants, other professional services and like-minded firms committed to the thriving corporate community. Voted the most attractive business location in Kent, Maidstone has over 6,000 businesses employing more than 26,000 people. With office space costing up to 60% less than in London, it is an ideal place to invest.

asb law is keen to play a role in this knowledge-driven environment. Jonathan added: "We very much want to be part of Maidstone's knowledge-based economy and to enjoy working with other professional services in this area, particularly at a time when Maidstone is growing its reputation for business excellence."



CASE STUDY

Westgate Communications

Helen Westgate, director of Westgate Communications, first considered Kent after a conversation with a colleague when working at a London PR agency: "We were discussing the perils of living and working in the capital as working mothers. My colleague told me about her life in Kent, her children's fantastic schools and the lovely countryside. When I asked about the long commute she must be enduring, she looked surprised. "Oh, don't you know about Kent? It's only about 20 minutes from Sevenoaks to London Bridge!" I started to drastically re-consider my professional and domestic location."



After many years working in London, Helen decided to locate her PR and branding agency in Kent. She said: "We looked at many locations throughout the South East, but we found that we simply couldn't beat Kent for its commercial benefits and great transport links."

Four years on, Westgate Communications has enjoyed rapid and sustained growth. The company is now a team of 20 working with a huge variety of clients, from global organisations to smaller independent businesses. Helen added: "Without a doubt, discovering Kent was one of the best decisions I ever made!"

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