



# Ashford Borough Council

Kent's market town of Ashford is entering an exciting and challenging new era. Ashford is seeing dramatic changes and is now the fastest growing town between London and the Continent.

## Ashford. Best Placed in Britain

In 2001 Ashford was identified as the 'growth town of Kent' when the Government included it as one of four key growth areas in the South East. The town is realising its potential thanks to an ambitious £650 million investment programme.

Ashford is on course to double in population by 2031, creating 28,000 extra jobs and 31,000 new homes. Ashford's growth potential is built on its strategic location, affordable land prices, readily available development opportunities, skilled workforce and improving rail links - the introduction of the new 140mph high-speed link in 2009 will slash

travel times in half with Ashford taking just 37 minutes to London.

For those in charge of delivering these plans, the blueprint for success is simple - to make it the best-placed town to work, live and do business. The 'Ashford best placed.....' brand reflects the confidence of a town which is optimistic about the opportunities ahead.

The agency tasked with assisting 'the growth town of Kent' to become a reality is Ashford's Future, a partnership between Ashford Borough Council and key government agencies and others from the public and private sector including Kent County Council, SEEDA and English Partnerships. ▶

# Ashford

best placed in Britain



Ashford has excellent rail links



The remodelled Stour Leisure Centre

Aerial view over Ashford

