

Choose  
Canterbury

# Where Heritage meets Innovation

The Canterbury district offers an ideal location for businesses looking to invest and grow in Kent. With its cosmopolitan city centre and the picturesque coastal towns of Herne Bay and Whitstable, this well-connected area of the county combines economic opportunity with an exceptional quality of life, making it a prime destination for inward investment and commercial development.

The city of Canterbury is a bustling hub of **culture, tourism, and education** where businesses and the public and education sectors are working in tandem to **improve the local economy** and with **exciting regeneration plans**, including a **new innovation district**. The coastal towns of Whitstable and Herne Bay, meanwhile offer potential for growth in sectors like **hospitality, renewable energy, and advanced manufacturing**.

Both the city and coastal parts of the district benefit from excellent transport links, including the **M2 motorway**, **High-Speed 1** rail services to London, and close proximity to the **Port of Dover** and the **Channel Tunnel**.

Key development sites like **South Canterbury, Altira Business Park** and **Canterbury Business Park** offer ready-to-go opportunities for businesses looking to establish their footprint in the region. These areas are primed for **office, retail, and industrial development**, with growing interest from sectors such as **creative industries, professional services, and logistics**.

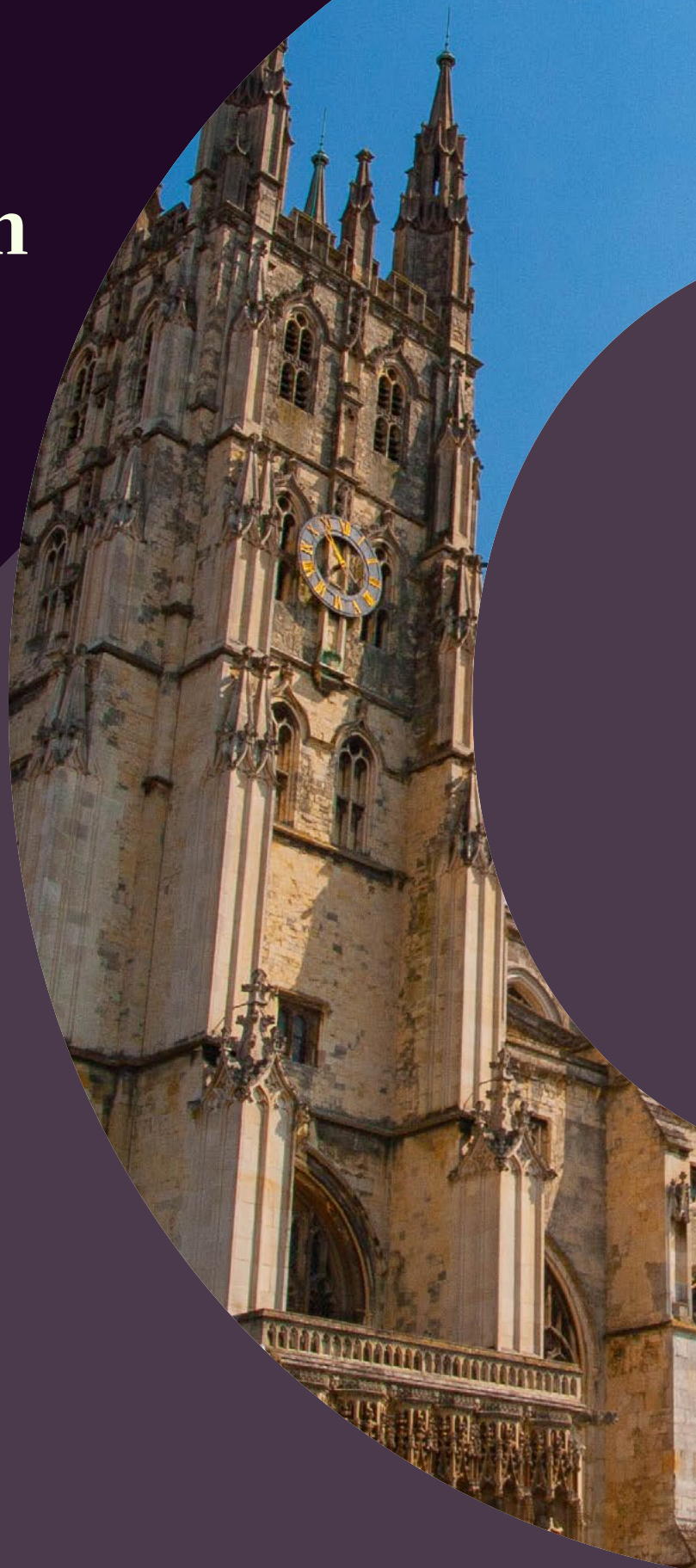
With its **strategic location, world-class universities, a skilled workforce**, and a commitment to **sustainable energy**, Canterbury District is a **vibrant, forward-looking destination for inward investment**. Whether you're looking to expand, relocate, or build from the ground up, Canterbury offers the opportunities and support your business needs to thrive.

[choosecanterbury.co.uk](http://choosecanterbury.co.uk)



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# Explore Canterbury



## Live

The Canterbury district offers an exceptional quality of life, **blending historical charm with state-of-the-art amenities**. From the historic city of Canterbury, an **UNESCO World Heritage Site** to the **stunning coastline** of Whitstable and Herne Bay, and the **rolling Kent countryside** – this a place that provides an unmatched lifestyle for residents and businesses alike. It offers an **attractive environment for employees**, making it easy for businesses to retain top talent. In addition, **new housing developments** across the district, including a **new urban extension at South Canterbury**, will deliver **over 4,000 new homes by 2031**, providing **affordable, high-quality living** for employees and their families.



## Work

From **hybrid working** to **well-paid graduate jobs** in the industries of tomorrow, this is a place of opportunity where you can work how you want to and further your career. Kent is **consistently recognised in the national and international media** as one of the **best places to work and live in the UK**, with Canterbury a leading choice for **creatives and professionals** looking for a better quality of life. It's no surprise more people are choosing Canterbury than ever before as a place to work.



## Learn

The Canterbury district boasts a **highly skilled workforce**, powered by **three of the UK's top universities: the University of Kent, Canterbury Christ Church University, and the University for the Creative Arts**. These institutions provide businesses with access to a talent pool of more than **35,000 students**, ensuring a steady flow of skilled graduates in areas such as **engineering, digital technologies, and business management**.



## Invest

Investing in the Canterbury district offers unique advantages, combining a **rich cultural heritage with a vibrant, growing economy**. The area boasts a **skilled workforce**, supported by top universities like the **University of Kent and Canterbury Christ Church University**, which provide a continuous pipeline of talent. With **excellent transport links**, including **high-speed rail to London** and access to **major ports**, Canterbury is strategically positioned for businesses looking to expand. The district is also committed to **sustainable development**, with emerging clusters in **renewable energy and agri-tech**. Whether you're in tech, tourism, or retail, Canterbury provides the infrastructure, talent, and quality of life to support long-term business success.





# Unlock growth your businesses growth potential with a range of business support incentives.

From low-interest loans to expert advisory services, a range of incentives are available to help relocating businesses of all sizes thrive.

Whether you're a startup or an established enterprise, you can tap into tailored support for innovation, skills development, and sustainability. With access to local and national resources, this support can help drive business expansion, foster innovation, and create lasting success in a competitive market. With this robust support network, businesses moving to Canterbury can tap into resources to drive long-term success.

## Business support partners include:





## Renewable Energy Cluster

The Canterbury district is at the forefront of the **UK's green energy revolution**, boasting a **growing renewable energy production** cluster. The **Kentish Flats Wind Farm** and several **large-scale solar farms** in the region contribute to a sustainable future while offering significant opportunities for businesses in the renewable energy sector. These projects, along with renewable energy initiatives supported by the district, create **a hub for innovation and investment in green energy**, attracting companies committed to sustainability.

## Centre for Hybrid working

The Canterbury district is fast becoming a **hub for hybrid working**, offering a perfect solution for those living in the area but commuting to London. With **vibrant coworking spaces** like **Fruitworks** in Canterbury, and the **Hive** in Whitstable professionals can work closer to home while enjoying a more flexible work-life balance. These modern co-working hubs provide **excellent facilities, high-speed internet, and networking opportunities**, making them ideal for productivity. Say goodbye to long commutes and embrace the convenience of working locally in one of the most scenic and historically rich areas in Kent!

## Investment and Growth Projections

Investment in the Canterbury district continues to rise, with **foreign direct investment** in Kent as a whole **increasing by 15% between 2022 and 2023**. The demand for industrial and commercial space is growing, with local business parks seeing strong interest from **logistics, manufacturing, and professional services sectors**. The district's **Gross Value Added (GVA) grew by 3.2% in 2023**, outpacing the national average. In addition, **employment rates have risen to 77.5%**, further illustrating the district's economic strength. With strategic infrastructure projects and a growing demand for space, the Canterbury district is primed to become a key player in the South East's economic landscape.



Foreign Direct Investment (FDI) in Kent had a **15% increase** contributing to significant interest in the Canterbury district.

By 2031, over **15,000 new homes** are planned in the Canterbury district, boosting the local workforce and housing market.

The Kentish Flats Wind Farm generates enough energy to power **61,000 homes** annually, contributing significantly to renewable energy production.

2023 saw a **77.5% employment rate** up from 75.8% in 2021.

The district's Gross Value Added (GVA) grew by **3.2% in 2023** exceeding the national average.

The Canterbury district welcomed **over 8m visitors** in 2023 reflecting strong interest in heritage, culture, and coastal towns like Whitstable and Herne Bay.

634,000 visitors spend **2.4 million nights** in the district in 2023 generating almost £133m in value.

Hotel occupancy rates in Canterbury City had around **80% average** in 2023, demonstrating high demand for accommodation.

In 2023 the district saw a rise in international visitors, with a **15% increase** compared to pre-pandemic levels.

Heritage sites, such as Canterbury Cathedral, attracted over **1m visitors** boosting cultural tourism.

**Under 1H** HS1 connectivity to London.

France within **90 minutes** using the Eurotunnel Le Shuttle, Folkstone.

In 2023, Canterbury was named **Best Place to Live** by Muddy Stilettos.

# Canterbury District Economic Assets & Connectivity

High Speed 1

LONDON



**OWLS HATCH SOLAR FARM**

↗ Herne Bay



**ALTIRA PARK**

↗ Herne Bay



**LAKESVIEW INTERNATIONAL BUSINESS PARK**

↗ Hersden



**ESTUARY VIEW BUSINESS PARK**

↗ Maidstone



**JOSEPH WILSON INDUSTRIAL ESTATE**

↗ Whitstable

**JOHN WILSON BUSINESS PARK**

↗ Whitstable



**CANTERBURY BUSINESS PARK**

↗ Bridge, Canterbury



**HIGHER EDUCATION**

- ↗ Canterbury Christ Church University
- ↗ UCA Canterbury
- ↗ University of Kent



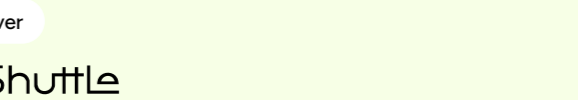
**CANTERBURY INNOVATION CENTRE**

↗ Canterbury



**SOUTH CANTERBURY**

↗ Canterbury



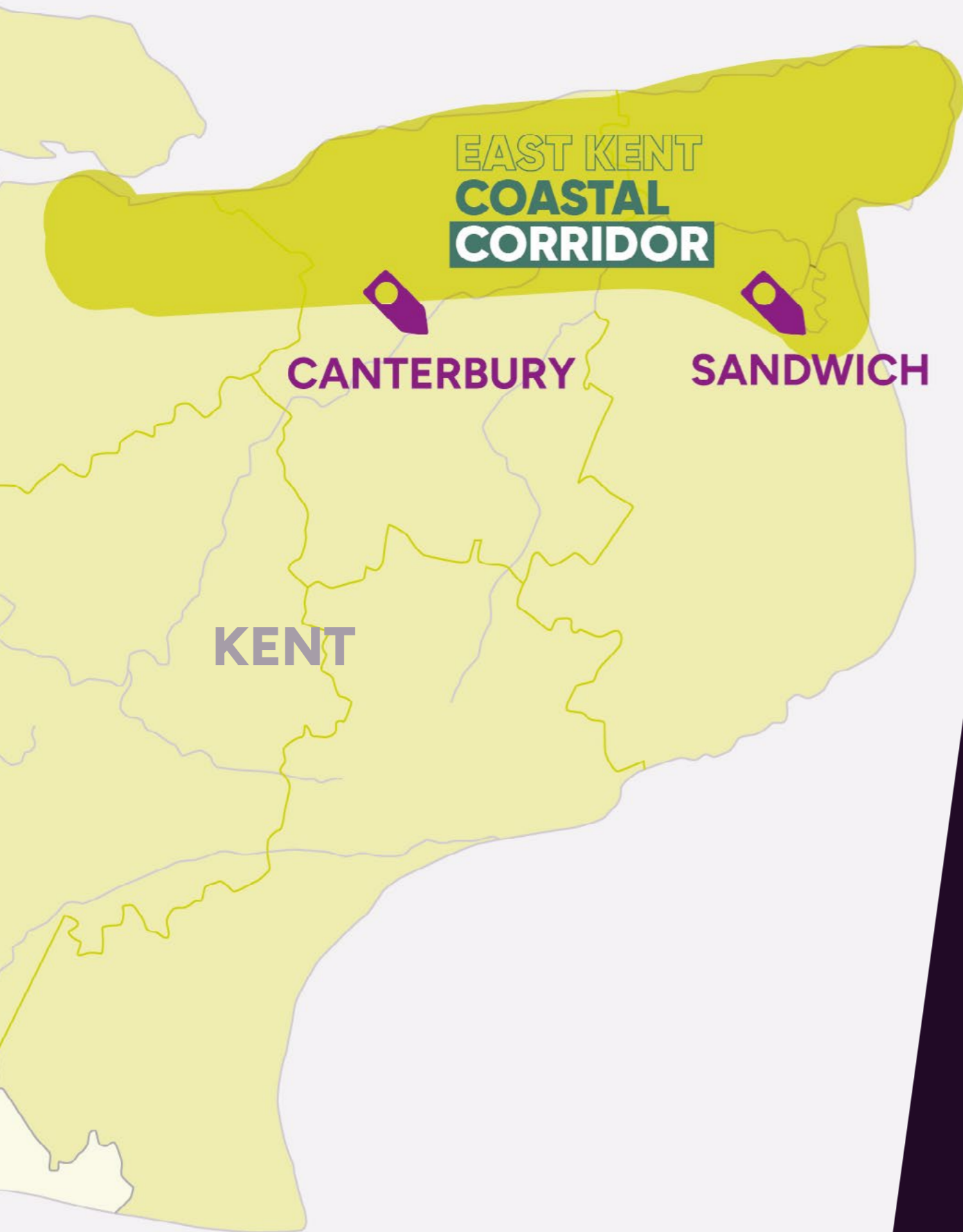
Port of Dover

Le Shuttle

Channel Tunnel

PARIS





# EAST KENT COASTAL CORRIDOR

The East Kent Coastal Corridor stretches from **Canterbury to Sandwich**, a dynamic region brimming with **investment opportunities and innovation**.

The **A299** is the main route that **links key research and business locations** in Canterbury district with **Discovery Park** in Sandwich, part of neighbouring Dover district and one of the **leading science campuses in Europe**.

It is the common thread that brings together one of the most dynamic and diverse business locations in the South East of England tapped into the **sustainable, green energy economy** championed by the UK government and being delivered right here.

Anchored in Canterbury district by key developments such as **Altira Park** and **thriving commercial zones in Whitstable and Herne Bay**, the East Kent Coastal Corridor is a hub for **forward-thinking businesses and investors**.

Sustainability is a growing driver for investment along the route: from **cutting-edge energy production** to the **flourishing fruit-growing industry** that defines Kent's green credentials.

Companies like **GrowUp Farms** and **Thanet Earth** exemplify local innovation in this space, utilising **advanced agricultural techniques** that are both **environmentally and economically sustainable**. All benefit from their wisely chosen location.

It's these connections that make the East Kent Coastal Corridor such a compelling location for logistics and distribution including **Manston Business Park** where the opening of a new **Thanet Parkway station** and the potential **transformation of Manston Airport** into a regional cargo hub are further adding to the region's business appeal as a place of opportunity for businesses aiming high.

The East Kent Coastal Corridor is a significant part of the **Thames Estuary Growth Initiative** - one of the UK's most significant government-backed growth opportunities. The Thames Estuary region is a **prominent growth, regeneration and investment zone** spanning from East London to North and East Kent.

Its integration into the Thames Estuary growth and investment zone highlights its role as a **vital link between urban development in London and the broader growth of Southeast England**.



Choose  
**Canterbury**

**Looking to invest?**  
**How can we help?**

 **Locate in Kent**

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city council

This project is funded by the UK government's UK Shared Prosperity Fund which provides £2.6 billion of funding for local investment by March 2025. The Fund aims to improve pride in place and increase life chances across the UK investing in communities and places, supporting local business, and people and skills.

For more information, visit [www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus](http://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus)