

[Home](#) > [The Ashford Story](#) > Why Ashford?

Why Ashford?

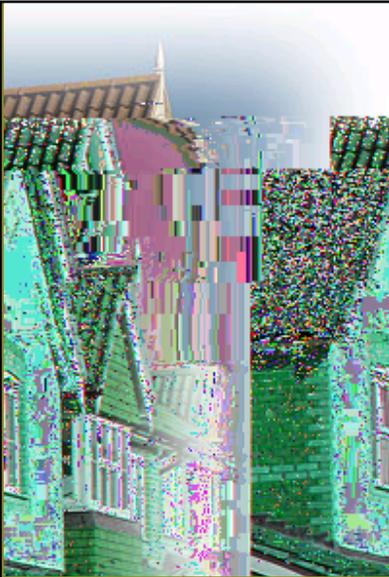
Ashford is undergoing an exciting transformation that will create a prosperous and exciting place to live, work and do business. With a programme of progressive change aimed at improving retail, commercial, educational, leisure and transport facilities, Ashford is enjoying a period of sustained growth and reinvigoration. The multi-million pound town centre redevelopment will create a place that offers a better quality of life, is safe, inviting and has improved access for all.

The vision for the new town centre combines the needs of Ashford's residents with commercial opportunities for investors. This will transform and revitalise the entire area.

Ashford's aim is to deliver the best of everything in a balanced, sustainable way. By carefully developing its infrastructure and connections and by making Ashford an attractive place to live and to invest in, solid foundations for the future are being laid.

Key facts about Ashford:

- The fastest growing town between London and the Continent
- Plans to create 31,000 homes and 28,000 jobs by 2031
- Around £2.5 billion planned investment
- 37 minutes to London (from 2009) via the HighSpeed1 rail link
- Paris in 2 hours and Lille in under 1 hour from Ashford International
- Exciting shopping opportunities in the extended [County Square shopping centre](#) and the [Designer Outlet](#)
- Some of the best leisure facilities in the South East including a multi-million redeveloped leisure centre and international standard athletics stadium
- Excellent and expanding education facilities including a multi-million Ashford Learning Campus for further education
- 2 million sq ft of commercial office development



- Office rents 70% lower than in London and 40% lower than in the South East
- House prices 30% cheaper than in London and 7% cheaper than the South East average
- Fantastic countryside, including part of the Kent Downs area of outstanding natural beauty and extensive areas of woodland
- Easy access to beautiful countryside, charming villages and the south coast
- And - 85% of Ashford residents value the quality of life in Ashford

Ashford is fast becoming the best place to work, live and enjoy life - a place where people feel happy and secure about the future for them and the next generation. It's never been a better time for Ashford.