



The three phases of development

THE WHITE CLIFFS BUSINESS PARK

A REPORT BY KEN WELSH ON BEHALF OF DOVER DISTRICT COUNCIL

THE WHITE CLIFFS BUSINESS PARK, covering more than seventy-eight hectares of prime industrial land at Whitfield, bears testimony to Dover District Council's commitment to economic growth. With the closure of the East Kent Coalfield, the decline of seaside resorts as a holiday destination, the opening of the Channel Tunnel and the completion of the Single European Market the area has had to brace itself against growing job losses. Dover District Council set about tackling this problem within an economic development strategy that embraced industrial growth and the development and promotion of tourism.

In an effort to attract new business – and new jobs – to the area, Dover District Council identified land for industrial development and the White Cliffs Business Park is now Dover's principal site for potential employment. Located next to the A2/M2 London Road on the northern edge of the town it offers businesses a strategic location in the closest English-speaking region to the heart of the Single Market. Planning permission is in place for office, light industrial, general industrial, storage and warehouse distribution uses.

Phase I of the WCBP already accommodates two large retail units, a 20,000 square feet light engineering unit and a number of business start-up workshops.

Close to the retail units is a two-hectare site for prime office development. This part of the WCBP contains the headquarters of Dover District Council, a Kent County Council transfer station and offices of British Telecom.

Development of Phases II and III of WCBP is dependent on the completion of the proposed Whitfield bypass and a new junction from the A2 which will link directly to



An aerial view of the white site

the site. The granting of Assisted Area status to East Kent by the Department of Trade and Industry in July this year will serve to enhance White Cliffs Business Park's prominence as a strategic location for potential businesses.

Dover and Deal were granted Intermediate status on the Government's review of Assisted Areas which will bring numerous incentives to any company which locates here.

As Inward Investment Manager for the new East Kent Enterprise office in Dover I said, "The White Cliffs Business Park in Dover is one of several strategically placed flagship sites around East Kent of interest to potential

investors. Phase I of the site is in multi-ownership and well developed; there are only some eight hectares remaining. An advance production unit of 20,000 square feet is currently available and this can be divided into two units of 10,000 square feet, if required. The developer of Phases II and III(?) of the site is Fairclough Homes, part of the large AMEC Group. They have outline consent for B1, B2 and B8 use."

The whole site runs parallel with the A2 road from the Whitfield roundabout, north of Dover, past the old Roman road route to Guston, not quite reaching the disused railway line and the Duke of York's Military School.

Dover District Council changed its form of address recently in line with the new title of the business park – it was previously known either as Whitfield Business Park or Honeywood Business Park. Large new signs have been erected to help identify the site and each sign bears the new logo for the business park. The logo is pyramid-shaped, which denotes strength but is also in the form of an industrial building if you allow your eye to close the strategic gaps in the design. Finally, its colours denote the blue sea, the white of the White Cliffs, the green of the land and the orange sky, all a continuation of the White Country theme.

The White Cliffs Business Park is a major plank in Dover District's plan to create thousands of new jobs in the District during the coming years.

It is one of the most strategically located sites in the UK for European Trade.