



COUNTY SQUARE SHOPPING CENTRE

Shopping in the heart of Ashford, Kent



County Square Shopping Centre is Ashford Town Centres dominant retail offering, totalling approximately 418,000 sq ft. Anchored by Next and JD Sports, the scheme provides a successful mix of fashion, mass-market and value operators.

County Square is accessed via its main entrance from the pedestrianised Ashford High Street, which runs along the scheme’s northern flank.

The centre also benefits from two, well-used multi-storey car parks let to NCP, providing a total of 583 parking spaces including disabled bays, and seamless access to the shopping centre via a central bank of lifts. The centre’s customer toilets and baby-changing facilities are located centrally, close to the lifts.

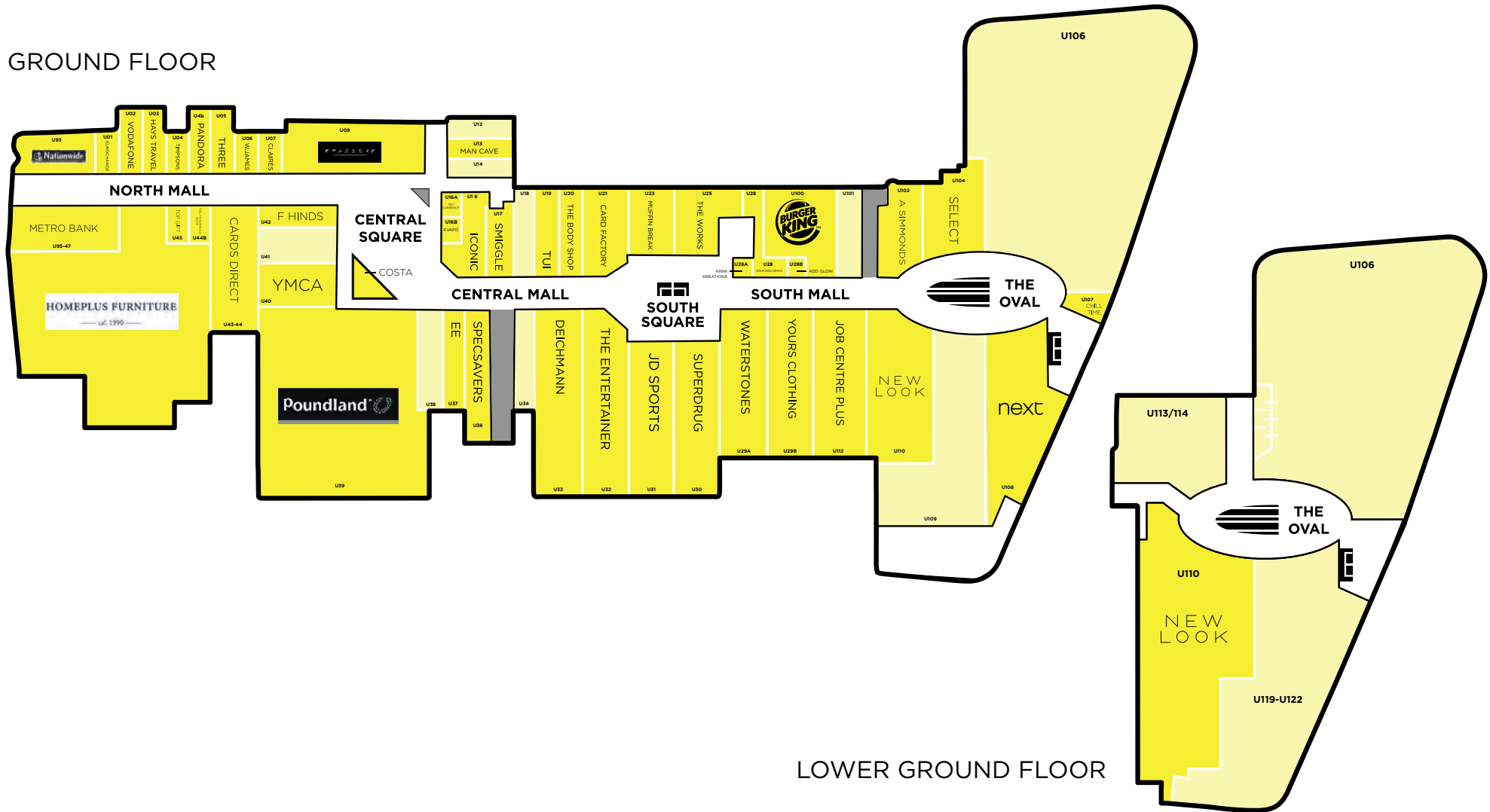
Additional entry points to the centre from Bank Street and Elwick Road provide access options for those travelling to the centre by bus and rail and those using alternative parking options on the periphery of the centre.



Notable retailers on Ashford High Street include B&M Bargains and Tesco Express, alongside many other independent retailers, all of which contribute to a total of three quarters of a million square feet of retail space in the town centre.



GROUND FLOOR



LOWER GROUND FLOOR

ASHFORD

The Growth Town of Kent

Ashford is the growth town of Kent and an established retailing location, benefitting from an affluent, mobile and fast-growing population - the 3rd fastest in the south east.

A core commuter town with exceptional connectivity, Ashford is the gateway between the UK's capital city and the continent.

The Borough Council has taken a proactive and progressive approach to the town's future growth, with £520 million being invested into a number of game-changing, regeneration initiatives and future developments.



Described as
**'Ashford's
digital high
street'**,

Love Ashford is an online platform dedicated to showcasing local businesses and promoting the high street and town centre. Business owners and residents are able to submit business listings, special offers, events or news stories to Love Ashford for free promotion on its website and social media channels.

Love Ashford is also heavily involved in organising events that drive visitors from elsewhere in the borough and the county.



3rd fastest
growing town
in the South East

▲10%
population growth
expected by 2025*



38 mins
to London

5 minutes drive
from the
M20
motorway

Local average income
14%
higher than the
national average*

£520 million 

local authority investment
into Ashford town centre

LOCAL DEVELOPMENT PLANS



VICARAGE LANE (PLANNED)

Located right in the town centre, the Vicarage Lane project will see new workspace being built in a central location, alongside new homes, food and drink outlets and a cultural and performance space, supporting town centre regeneration efforts.

The predicted population growth is made up of a number of sites including a 400-unit residential development at Victoria Road, 200 flats at New Rents in the heart of the town centre and Phase 2 of Elwick Place.

418,000
sq ft of retail space



583 
car parking spaces

63 Retail Units



January - December 2023

Footfall
3.5 million

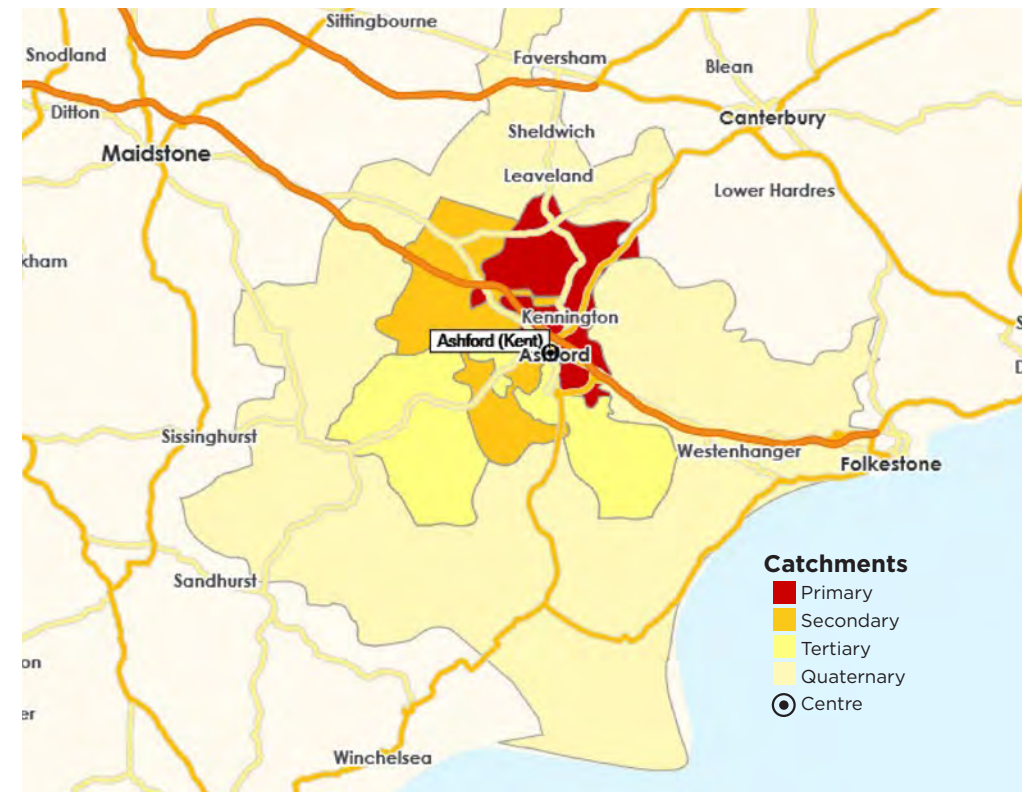
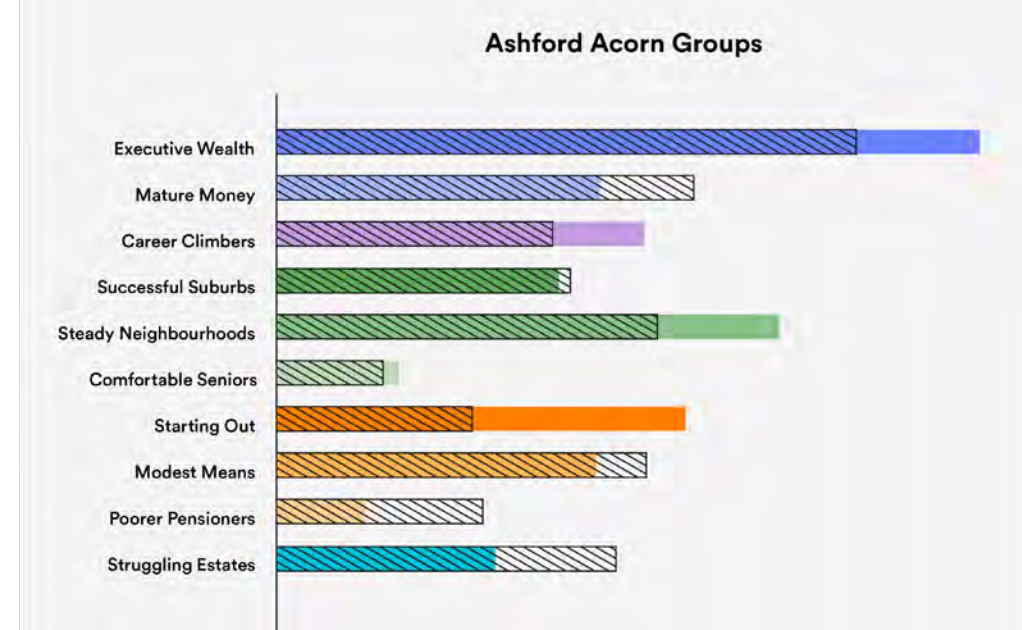
An increase of +3% on 2022



CATCHMENT AND DEMOGRAPHICS

Loyal shoppers visit
County Square
an average of
72 times per annum
with a retail conversion
rate of 72%, ahead of
the UK average (CACI)

Footfall **3.5 million**
per annum (2023)





For letting enquiries please contact:

**JAMIESON
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020 3746 6880
www.jamiesonmills.com

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COUNTY SQ
Ashford

County Square
Shopping Centre,
Ashford, Kent, TN23 1YB

countysquashoppingcentre.com    



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