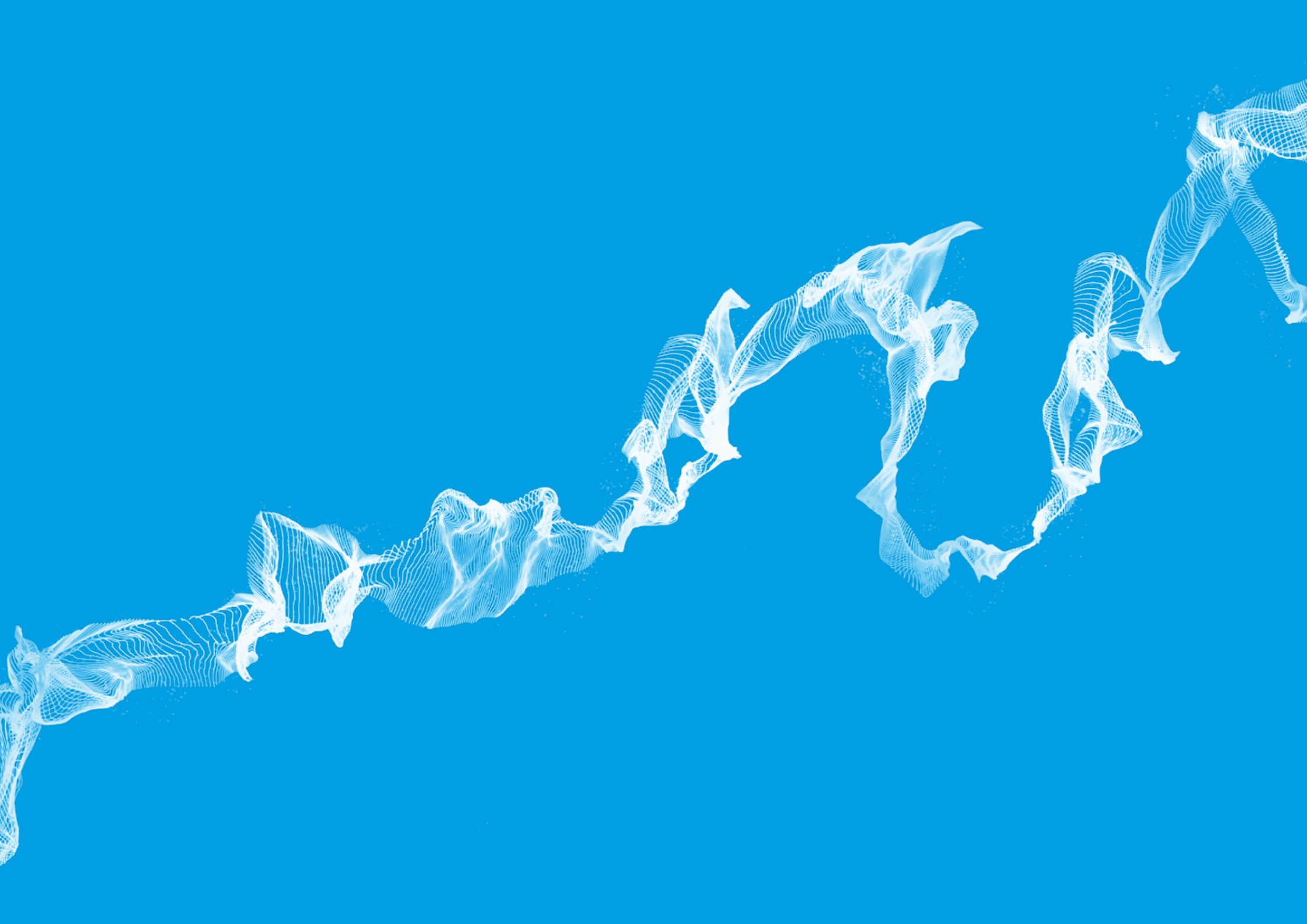


Waterfront University City: connecting innovation people and place; driving **growth for all**

# MEDWAY 2035

An aerial photograph of the Medway waterfront in Kent, UK. The image shows a large marina filled with numerous white sailboats docked at piers. To the left, there is a residential area with many houses. To the right, a prominent modern building with a curved glass facade stands out. The background shows a wide river or estuary leading to the sea, with more buildings and infrastructure visible in the distance under a clear sky.



# Foreword



**Cllr Alan Jarrett**  
Leader of  
Medway Council



**Cllr Rodney Chambers**  
**OBE**  
Portfolio Holder for  
Inward Investment,  
Strategic Regeneration  
and Partnerships,  
Medway Council

Regeneration is both exciting and challenging. It is exciting to witness the tangible signs of regeneration as they emerge from the ground; rewarding to hear of people and businesses wishing to relocate to Medway, and uplifting to hear how the lives and wellbeing of Medway residents have been positively transformed. Such achievements drive us on, but must be delivered within a context of reduced government funding and must provide the taxpayer with high value for money. Medway 2035 rises to the challenge, positively creating the framework for the fast-paced delivery of significant benefits, offering growth for all.

Medway 2035 ensures that the tremendous pace of regeneration in Medway continues. You will see plans for new homes at major new developments such as Rochester Riverside and Chatham Waterfront. You will see that our river, ecology, green spaces, culture and heritage have important roles to play in preserving and emphasising what makes Medway special. You will see that infrastructure requirements – including health, social care and wellbeing, education, transport and culture – are paramount. You will see that economic prosperity – new and growing businesses, high-quality business accommodation and a range of highly-skilled and well-paid jobs – is fundamental to everyone’s success.

All of our ambitions reinforce the headline priority of our Council Plan: to ensure that Medway is a place to be proud of. Medway 2035 will help residents, businesses and visitors alike to champion this sentiment.

A handwritten signature in black ink that reads "Alan Jarrett".



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## Key regeneration sites

1. ROCHESTER RIVERSIDE
2. INNOVATION PARK MEDWAY
3. CHATHAM WATERFRONT
4. STROOD RIVERSIDE
5. CHATHAM MARITIME
6. CHATHAM WATERS
7. GILLINGHAM WATERFRONT
8. ISLE OF GRAIN  
COMMERCIAL DEVELOPMENT
9. KINGSNORTH
10. TEMPLE WATERFRONT

## Medway - ideally situated





London Thamesport

HS1 to London St Pancras and Ebbfleet International

Hoo

River Medway

A2

London

Strood

5

6

Universities at Medway

7

1

3

Gillingham

10

Rochester

Chatham

Rainham

London Victoria and Cannon Street

Thanet/Dover/Europe

M2

Maldstone

2



M2

Canterbury/Dover

# Overview

## Medway Council is preparing a new Local Plan to provide direction for future growth for all.

The aim of the Local Plan is to ensure that Medway grows sustainably, to enable those who live and work here to have an outstanding quality of life, and to provide land for the homes, jobs and services that people need. The Local Plan will protect and enhance the area's distinctiveness, helping to promote and secure investment in the area's outstanding environment and heritage and helping to create a prosperous place, with advantages and opportunities for new and existing communities.

Medway 2035 complements the Local Plan by developing a structured routemap in support of the policies which will frame expected growth, and setting out an exciting vision of the future Medway which these policies will help secure. If the Local Plan exists to manage growth, Medway 2035 exists to deliver it.

Medway 2035 sets out the special qualities of the area that provide a bedrock for regeneration. It identifies six priorities as the focus for regeneration actions over the short, medium and long-term, and introduces the Medway Regeneration Delivery Plan, the framework for translating ambition into prioritised actions. Its priorities and objectives flow through to the work programmes of regeneration delivery partners across Medway and the south east. The final chapter explains in more detail how this will be achieved.



**MEDWAY 2035 SETS  
OUT THE SPECIAL  
QUALITIES OF THE  
AREA THAT PROVIDE  
A BEDROCK FOR  
REGENERATION.**



# Medway: The place for success

Medway continues to grow fast, attracting new residents and businesses, and providing every reason for those already settled to remain.

In 1984, the closure of Chatham Dockyard had a devastating economic impact across Medway, leaving many residents jobless and many school leavers searching for prospects.

**THE RIVER MEDWAY IS RESURGENT  
– ONCE AGAIN AT THE HEART OF  
MEDWAY'S ECONOMY AND IN THE  
HEARTS OF MEDWAY RESIDENTS.**

Today, Medway is transformed, and proud to be home to four universities, an £86m further education campus, a University Technical College, The Royal School of Military Engineering and an array of apprenticeship and adult education opportunities.

We have one of the strongest engineering and manufacturing sectors in the south east and are a respected and established creative industries hub, with creativity permeating multiple sectors. Medway is at the vanguard of innovation and enterprise, with plentiful start-up and growth business space for graduates and entrepreneurs, and with land available for commercial development.

Figures show that Medway's economy is worth over £5bn<sup>1</sup> – with a growth rate ahead of the rest of the UK.

Medway's popular town centres serve a population of over 275,000 – one of the largest conurbations in the south east outside London. There are excellent transport links from the capital, continent and beyond, including HS1 rail services with a journey time from London as short as 34 minutes. At the same time, abundant countryside and award-winning green spaces are just minutes away.







Medway attracts over 4.6m visitors each year, many enjoying our array of free festivals and events, and world-class military, religious and industrial heritage. The River Medway has an increasingly bustling and vibrant waterfront with exciting development opportunities – distinct from its protected and highly-valued marshland areas – and is at the heart of Medway’s plans.

Culturally, Medway excels. It is home to the highest concentration of listed buildings and scheduled monuments in the country, two theatres, and the Royal Engineers Museum, Library and Archive (the only designated collection in Kent).

**“MEDWAY COUNCIL IS A FORWARD-LOOKING LOCAL AUTHORITY WITH EXCELLENT AWARENESS OF THE STRATEGIC THINKING AND PRACTICAL STEPS REQUIRED TO DELIVER SUSTAINABLE GROWTH. MEDWAY IS SET TO INCREASINGLY BECOME AN ECONOMIC POWERHOUSE FOR THE REGION.”**

**CHRISTIAN BRODIE - CHAIRMAN,  
SOUTH EAST LOCAL ENTERPRISE PARTNERSHIP**



Medway has received significant Heritage Lottery Fund investment, at The Historic Dockyard Chatham, Rochester Cathedral, Eastgate House, the Huguenot Museum and the Great Lines Heritage Park. Medway is increasingly recognised as a creative city, and stakeholders are committed to nominating Medway for the prestigious City of Culture award.

Beyond Medway’s borders are a host of assets that enhance Medway’s attractiveness as a place to live – ranging from shopping and leisure opportunities at Bluewater and Westfield Stratford City, to outstanding days out at the coast. The unrivalled beauty of Leeds Castle is also just moments away.

Partner agencies show an uplifting readiness to invest in Medway. Network Rail invested £26m in a brand-new train station in Rochester in 2015, and has funded improvements in all of Medway’s five stations. A state-of-the-art bus station and reconfigured road network supports a vibrant atmosphere at Chatham waterfront



under the gaze of the Chatham Big Screen. Our joint health and wellbeing strategy, developed with NHS partners seeks to ensure that local people’s lives are as full, meaningful and healthy as possible

Medway Council is an outward-looking unitary authority, at the forefront of acquiring and preparing land for regeneration and spear-heading exciting partnerships. It has a suite of adopted development briefs to promote and guide regeneration activity and has an excellent track-record of consultation and engagement – including the flagship Developer Forum, and the wide-ranging stakeholders of the Place Board. Medway Council is currently delivering over £40m of government-funded transport, public realm and infrastructure projects and has targeted an ambitious £170m bid on infrastructure for the Hoo peninsula.

**Medway is the place to live, work, learn, visit – and invest.**

# Destination: 2035

## Imagine... 2035

### **Medway is an even greater place to live.**

There will be a diverse mix of high-quality housing and employment space, and new waterfront and town centre communities. Fast and efficient transport connections and outstanding infrastructure and services will link us all. Healthy, prosperous, active residents will enjoy spending their leisure time locally, exploring Medway's world-class heritage, nature and culture.

### **Medway is an even greater place to work.**

Residents have a wide range of high-quality employment opportunities. The number of local people working in Medway has an impact on carbon footprints, which are down, and air quality, which is up. Local businesses have prospered, and new ones continue to grow capitalising on supply chain opportunities at major regional developments such as Ebbsfleet Garden City, the Lower Thames Crossing and London Resort Park.

### **Medway is an even greater place to learn.**

Residents have a wide range of outstanding academic and vocational learning opportunities on their doorstep, equipping them for high-value employment. Graduates and students are inspired and supported to remain in Medway. Learning disciplines are matched by employment opportunities.

### **Medway is an even greater place to visit.**

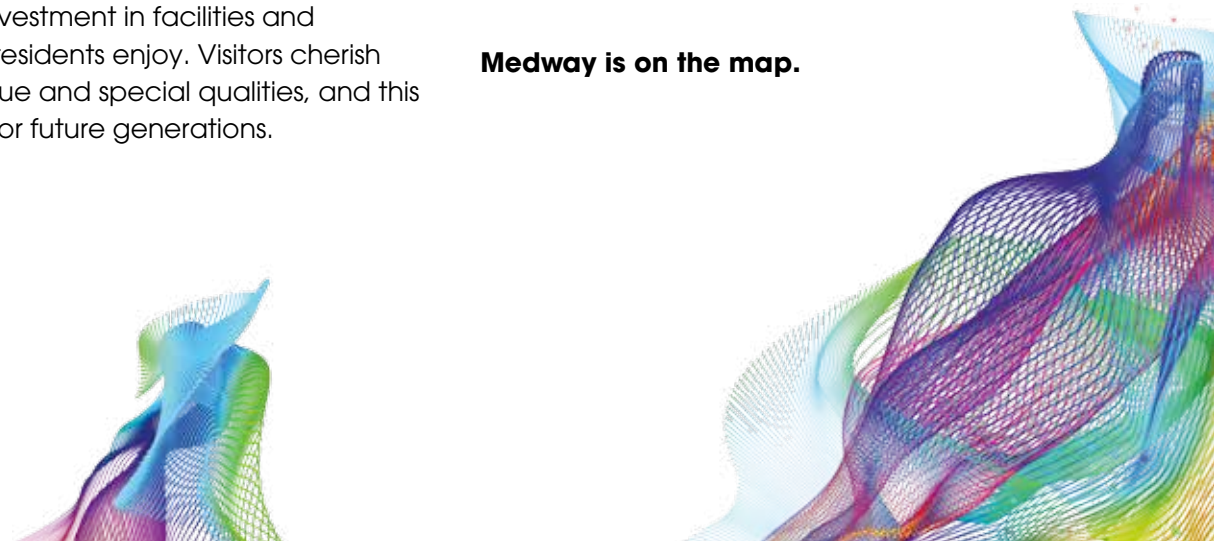
Visitors boost spend in the area, supporting business growth and creating jobs, and encouraging investment in facilities and services which residents enjoy. Visitors cherish Medway's unique and special qualities, and this protects them for future generations.

## Everyone has benefitted from the area's regeneration

Medway is smart. Cutting edge-technology drives assets and services. Street lights respond to movement, and bins raise an alert when they're full. Traffic lights reduce journey times, mobile phones monitor health conditions. Car clubs mean you don't need to own a vehicle to drive.

Medway thinks like a city. City-scale facilities thrive. People the world over know Medway – where it came from, and what it stands for.

### **Medway is on the map.**



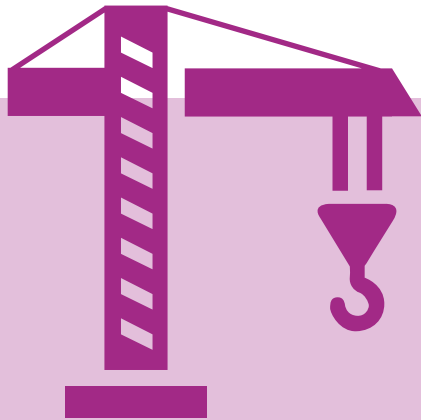
**IN 2035, MEDWAY WILL BE A SMART CITY THAT RESIDENTS AND BUSINESSES ARE PROUD OF – FOR ITS HOUSING, EDUCATION, EMPLOYMENT, LEISURE AND CULTURE OPPORTUNITIES, AND FOR OUTSTANDING ACCESS TO HEALTHCARE. ITS VIBRANT WATERFRONT ECONOMY, RICH HERITAGE AND INSPIRATIONAL GREEN SPACES WILL ENRICH MEDWAY AS A PLACE TO LIVE, WORK, LEARN AND VISIT.**

► Rochester Riverside  
(artist impression)



**MEDWAY IS INCREASINGLY A SUSTAINABLE AND HEALTHY COMMUNITY, WHERE QUALITY HOUSING, EMPLOYMENT AND RECREATION OPPORTUNITIES ARE PLENTIFUL, AND WHERE THE SOCIAL AND PHYSICAL ENVIRONMENT PROMOTES EXCELLENT LIVING. IT IS PROUD TO HAVE DEMENTIA-FRIENDLY LIVING HIGH ON ITS RADAR.**

# Medway: A place to live



## £1BN TRANSFORMATIONAL CHANGE

- NEW HOMES
- REGENERATION PROGRAMMES UNDERWAY IN CHATHAM, STROOD, ROCHESTER RIVERSIDE AND GILLINGHAM



## WELL CONNECTED

- 34 MINUTES BY HIGH SPEED TRAIN TO LONDON
- FIVE STATIONS (£37M UPGRADES)
- EXCELLENT LINKS TO MOTORWAYS, AIRPORTS AND EUROPE

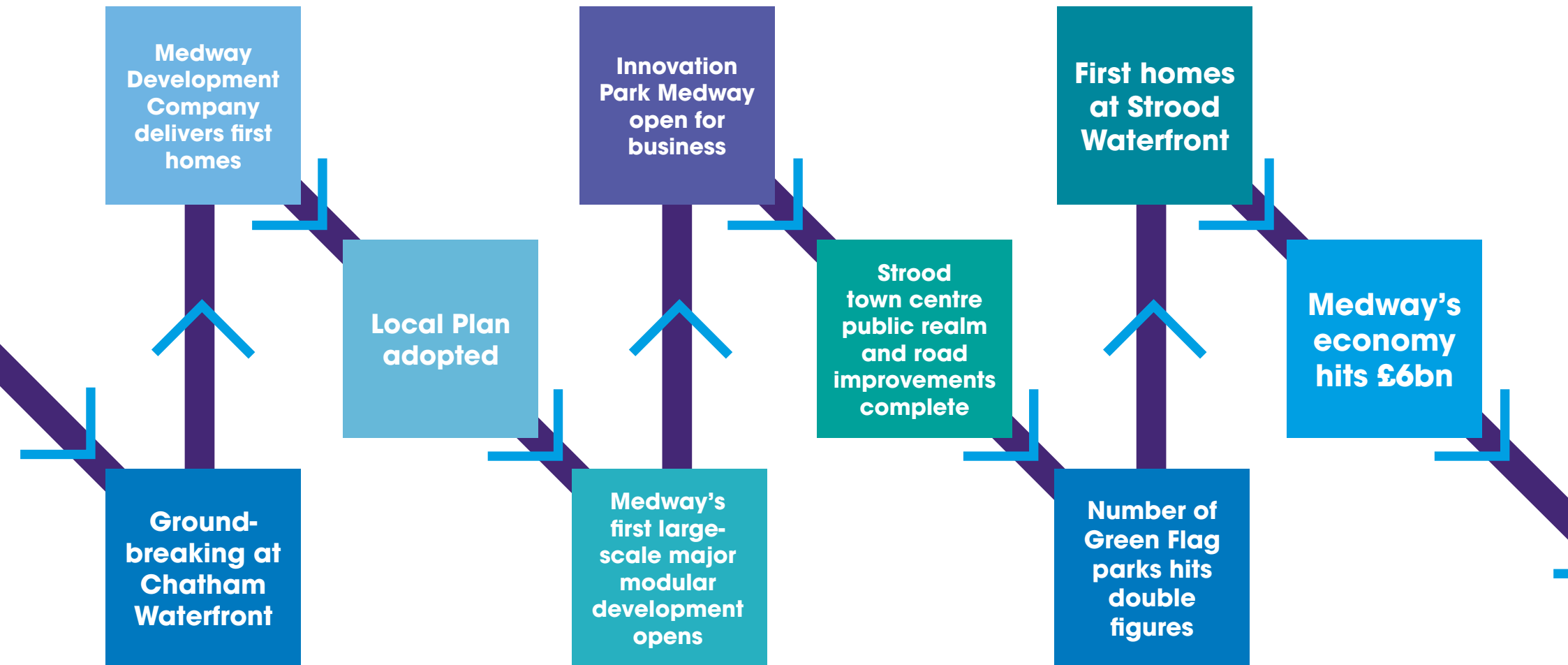


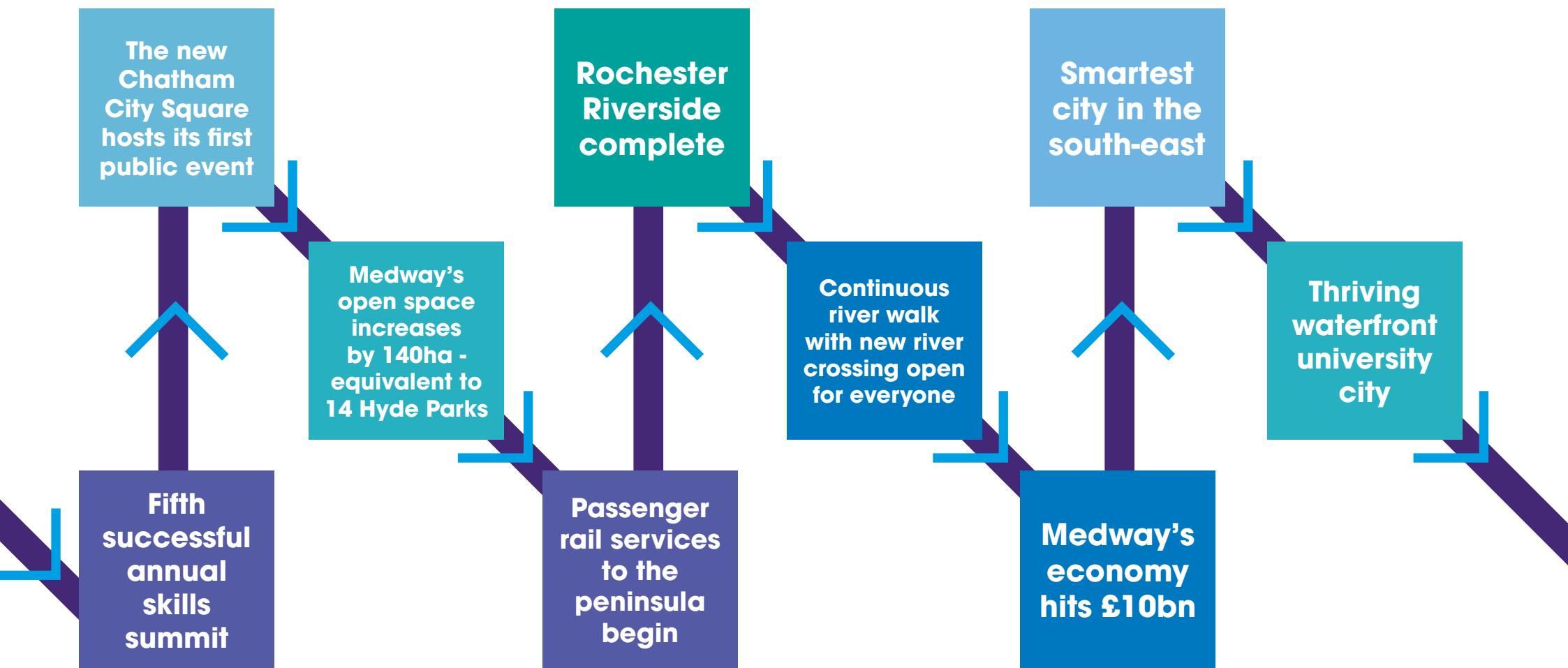
## 7 MILES OF WATERFRONT DEVELOPMENT



## LOWEST COUNCIL TAX IN KENT AND ONE OF THE LOWEST RATES IN THE M25 CORRIDOR

# Milestones for success





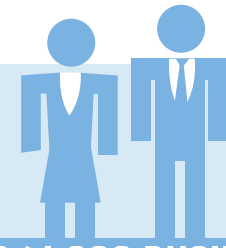


**“THERE IS REAL MOMENTUM BEHIND BUSINESS GROWTH AND INNOVATION IN MEDWAY, WITH STRONG COLLABORATION BETWEEN SECTORS SECURING RISING LEVELS OF GROWTH, EMPLOYMENT, FUNDING AND RESEARCH.”**

**PAUL JACKSON OBE - CO-FOUNDER AND CEO OF DOVETAIL GAMES,  
AND CHAIRMAN OF MEDWAY INNOVATION BOARD.**



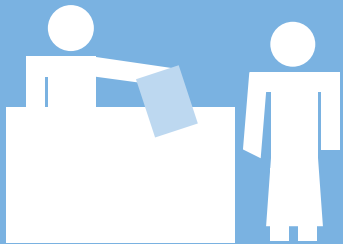
# Medway: A place to work



**OVER 14,000 BUSINESSES**

AN ENTREPRENEURIAL HUB FOR HI-TECH  
ENGINEERING AND CREATIVE BUSINESSES

MULTINATIONALS (BAE SYSTEMS/DELPHI)  
TO SMALL AND MEDIUM-SIZED ENTERPRISES

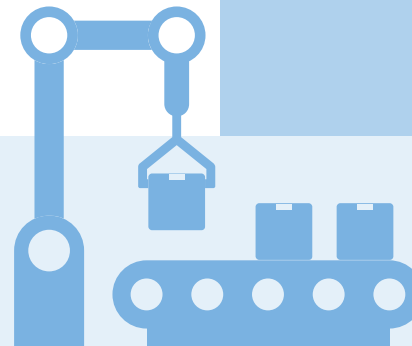


**GROWING EMPLOYMENT SPACES  
TO SUIT ALL BUSINESSES**

- INNOVATION CENTRE MEDWAY
- INNOVATION STUDIOS MEDWAY
- NORTH KENT ENTERPRISE ZONE AT INNOVATION PARK MEDWAY WILL BRING 1,300 HIGH QUALITY JOBS



**SPACE  
FOR LARGER  
INDUSTRIAL  
UNITS**




**ENTREPRENEURIAL HUB**

FOR ENGINEERING, MANUFACTURING,  
CREATIVE AND INNOVATIVE TECH BUSINESSES.  
DIVERSE SECTOR OPPORTUNITIES IN  
HEALTHCARE, AGRICULTURE, MARITIME  
INDUSTRIES, TOURISM AND CONSTRUCTION



MEDWAY'S ECONOMIC GROWTH RATE  
**3% HIGHER THAN THE  
NATIONAL AVERAGE**


# Medway: A great place to **learn**



**4 UNIVERSITIES,  
12,000 STUDENTS,  
MIDKENT COLLEGE AND  
UNIVERSITY TECHNICAL COLLEGE  
DEVELOPING VOCATIONAL SKILLS**

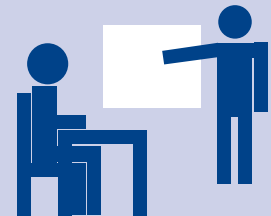


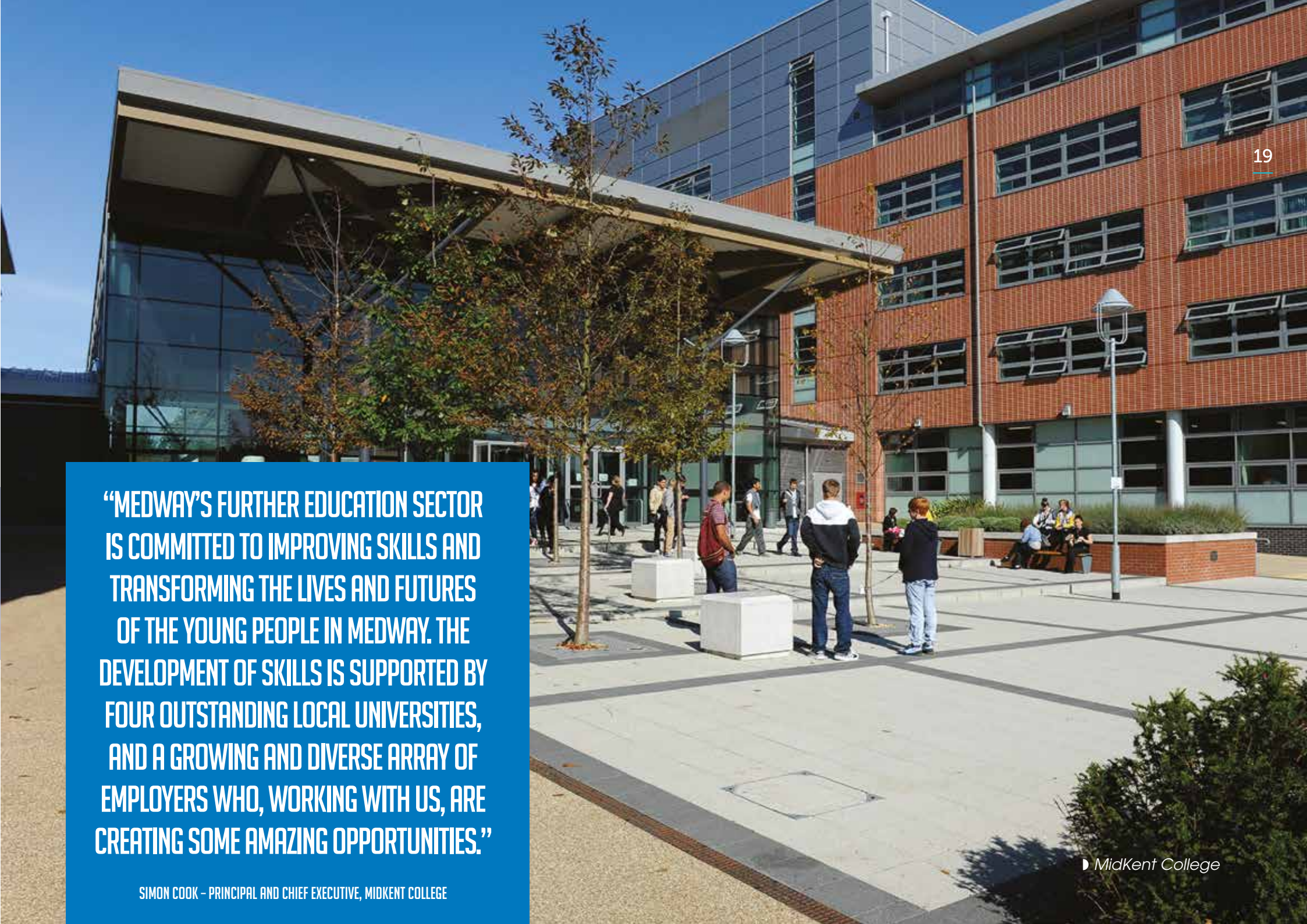
**EXCELLENT  
SECONDARY,  
GRAMMAR,  
AND PRIVATE  
SCHOOLS**



**PRODUCTIVE COLLABORATIVE  
LINKS BETWEEN EDUCATION AND  
LOCAL BUSINESSES - DEVELOPING  
SKILLS FOR THE FUTURE**

**MORE THAN 80%**  
OF OUR SCHOOLS HAVE AN OFSTED  
RATING OF GOOD OR BETTER





**“MEDWAY’S FURTHER EDUCATION SECTOR IS COMMITTED TO IMPROVING SKILLS AND TRANSFORMING THE LIVES AND FUTURES OF THE YOUNG PEOPLE IN MEDWAY. THE DEVELOPMENT OF SKILLS IS SUPPORTED BY FOUR OUTSTANDING LOCAL UNIVERSITIES, AND A GROWING AND DIVERSE ARRAY OF EMPLOYERS WHO, WORKING WITH US, ARE CREATING SOME AMAZING OPPORTUNITIES.”**

SIMON COOK – PRINCIPAL AND CHIEF EXECUTIVE, MIDKENT COLLEGE

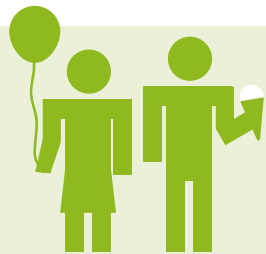
► *Medway in Flames - Finale to the  
Battle of Medway commemorations*

20

**THE ANNUAL PRIDE IN MEDWAY AWARDS  
CELEBRATE LOCAL HEROES – SUCH AS  
COMMUNITY INNOVATORS WHO USE THE  
POWER OF VOLUNTEERING TO ADDRESS  
SOCIAL CHALLENGES LIKE ISOLATION.  
VOLUNTEERS CONTRIBUTE AN AVERAGE  
OF 15,500 HOURS A YEAR AT MEDWAY'S  
GREEN SPACES ALONE.**

# Medway:

## A great place to **visit**



ATTRACTING NEARLY **5 MILLION**  
**VISITORS EACH YEAR.** TOURISM  
SUPPORTS 6,000 JOBS IN MEDWAY AND  
BRINGS £313M TO THE LOCAL ECONOMY

### WATER ACCESS

AND MARITIME LEISURE OFFER



PROTECTED ESTUARY ENVIRONMENT



### HOME TO

### SPORTING EXCELLENCE

- GILLINGHAM FC
- HOLCOMBE HOCKEY CLUB
- MEDWAY PARK - REGIONAL CENTRE OF SPORTING EXCELLENCE
- HOST TO INTERNATIONAL SPORTS EVENTS AND TOURNAMENTS
- SKI SLOPE AND ICE RINK

### RICH HERITAGE

### - OUTSTANDING

### TOURIST DESTINATION

- SECOND OLDEST CATHEDRAL IN THE COUNTRY
- HISTORIC DOCKYARD CHATHAM
- TWO ANCIENT CASTLES
- RICH CONNECTIONS WITH DICKENS



### OVER 30 DAYS

OF FREE FESTIVALS AND EVENTS  
EACH YEAR



**RANSCOMBE FARM – A BLEND OF NATURE  
RESERVE AND WORKING FARM – HAS BEEN  
DESCRIBED BY BOTANIST DAVID BELLAMY AS  
“MEDWAY’S MIRACLE”**



# Priorities

Medway's ambitious regeneration vision is encapsulated in six priorities, each promoting wellbeing, inclusivity and growth for all. Pursuit of these themes will ensure no adult or child is left behind as we head towards the outstanding Medway of the future.



1

**DESTINATION AND  
PLACEMAKING**



Essential  
to-do:

**PUT MEDWAY ON THE MAP AS  
A SMART AND SUSTAINABLE  
WATERFRONT UNIVERSITY CITY**



2

**INWARD  
INVESTMENT**



Essential  
to-do:

**INCREASE HIGH-VALUE  
BUSINESSES AND EXPAND  
HIGH-QUALITY EMPLOYMENT**



3

**INNOVATION**



Essential  
to-do:

**CONTINUE TO SUPPORT  
BUSINESS CREATION  
AND GROWTH**





4

**BUSINESS ACCOMMODATION  
AND DIGITAL CONNECTIVITY**



Essential  
to-do:

**PROVIDE THE RIGHT  
INFRASTRUCTURE FOR  
BUSINESS SUCCESS**



5

**SECTOR  
GROWTH**



Essential  
to-do:

**ENHANCE A STRONG  
MIXED ECONOMY**



6

**IMPROVING  
EMPLOYABILITY**



Essential  
to-do:

**MATCH BUSINESS  
DEMAND AND  
SKILLS SUPPLY**



# Destination and placemaking

## The River

The River Medway is a high value nature conservation area. Its estuary is both a Marine Conservation Zone and a Special Protection Area under international law for its birdlife. It is the historic heart of Medway, providing prime opportunities for sensitive residential estate development and environmental enhancement. It offers multiple benefits for health and wellbeing, for the economy and for nature. Its waterfront has outstanding potential for increased recreational, leisure and commercial uses in appropriate locations.

Medway Council will co-ordinate and deliver the exemplary build-out of our substantial waterfront estate, creating and enhancing high-quality, sustainable, vibrant and attractive community settings. We will promote increased leisure use of the river and active ground-floor frontages. This will help to unlock, and add to the quality of Medway's waterfront estate and support a vibrant waterfront economy and outstanding quality of life.

We will secure and use developer contributions to ensure a continuous waterfront walk and public access along both banks of the river.



**THE RIVER MEDWAY  
IS THE HISTORIC  
HEART OF MEDWAY**



## Housing

Delivering new homes to meet the needs of Medway residents is key to maximising regeneration and economic growth. Medway's Local Plan will set out our strategy for meeting our growing and changing population's need for housing.

To meet the identified need Medway Council will continue to lead on a number of exciting major developments, trailblazing innovative ways of delivering housing and employment space, including via the Medway Development Company, potential joint venture arrangements with landowners and developers, and off-site modular construction opportunities.

Medway Council will support modern manufacturing methods, including the development of a modern manufacturing hub on the Hoo Peninsula, accelerating housing delivery by actively promoting modern methods of construction for sites within Medway – for example by showcasing the flagship Kitchener Barracks development.

## Infrastructure

Successful delivery of homes and jobs is underpinned by timely and sufficient investment in infrastructure - including health and social care provision (in particular primary care), education, transport, culture and more.

Medway Council will maintain a robust and up-to-date Developer Contributions Guide in support of its Infrastructure Delivery Plan which identifies the services and investments needed to deliver sustainable and successful growth. We will continue to ensure that agreements within the Developer Contributions Guide are actively promoted to developers from the outset of discussions and are integral to planning permission.

Building on significant past success, we will continue to fully engage with government agencies and strategic investment bodies to secure national and regional funding for major infrastructure projects across Medway.

We will identify and progress large-scale infrastructure projects for foreign direct investment, as appropriate.





## Transport

A functioning, modern city needs fast and efficient connections between homes, jobs, services and destinations.

Medway Council will support and promote initiatives to increase capacity and reduce or maintain journey times across Medway, via road improvement schemes and smart technology, and via increased uptake of public transport, cycling and walking. This will include engaging with external bodies to secure funding for identified schemes.

Longer-term, Medway Council will support and promote a bold behavioural shift towards integrated city-scale public transport solutions. This will include an exploration of the river as a natural highway, and the linked development of a network of passenger piers.

Medway Council will ensure residents benefit from infrastructure investment outside the immediate area, for example by working to secure improved access to the new Lower Thames Crossing and working to mitigate environmental impacts.



## Smart city

Medway aspires to be the leading smart city in the south-east, investing in smart technology across all disciplines and promoting and supporting take-up by our partners. To achieve this, we will be 'smart aware', exploring and progressing modern technological responses to infrastructure and social needs and opportunities, such as transport and health care.

**MEDWAY ASPIRES  
TO BE THE LEADING  
SMART CITY IN THE  
SOUTH EAST**

## Chatham – heart of the city

Chatham is the geographic centre of Medway and has a population of just under 80,000. It has a busy high street and thriving cultural scene and attracts visitors from outside Medway. The character of Chatham is enriched by the unique heritage assets of The Historic Dockyard, Fort Amherst and the green backdrop of Great Lines Heritage Park. Chatham's centre boasts two theatres, one of which has undergone a £500,000 facelift. There is an uninterrupted waterfront walk from Gun Wharf to Sun Pier, with lighting, trees and CCTV.

The city centre benefits from a £4m government funded placemaking scheme, providing major public realm improvements between the train station and waterfront and from £8.5m investment in a new Heath and Wellbeing Centre. The Heritage Lottery Fund has invested £2m in initiatives linking Chatham's outstanding military setting to its waterfront heart.

Chatham is the most sustainable of Medway's towns, with major rail and transport hubs and a significant area of retail floorspace. An enhanced visitor experience throughout the city centre - with a particular focus between the train station and waterfront - will include the delivery of two new public squares.

A greater diversification of land use in the centre will promote an enhanced range of leisure opportunities to boost the daytime and evening economy. New employment uses and high-quality city living will increase disposable income within and around the high street.

We will continue support for enhanced creative industries presence in and around the town centre, and throughout Medway as a whole

We will explore the potential for a pedestrian bridge connecting Medway City Estate and Chatham centre, bringing further disposable income to the town.



► Chatham regeneration

## Chatham Maritime

Chatham Maritime is a real story of regeneration success. Once derelict industrial wasteland has been carefully transformed over three decades into a sustainable and vibrant community of almost 2,000 homes, with leisure, entertainment and education at its heart, a new school and doctor's surgery, and with great respect for ecology and heritage. The residential core has been billed as 'Britain's first and only strategically planned island community', and is adjacent to a bustling marina. Medway Council has played a leading role in planning for and securing Chatham Maritime's success. This is continuing with exciting plans for a waterfront Creative Hub, uniting the Historic Dockyard and Universities at Medway complex, and providing unrivalled opportunities for Medway's cultural and creative students and practitioners



**“CHATHAM MARITIME IS A REAL BEACON OF REGENERATION SUCCESS. THE MIXED-USE DEVELOPMENT – FEATURING HUGELY POPULAR HOMES, LEISURE, RETAIL AND ENTERTAINMENT VENUES, AND THE OUTSTANDING UNIVERSITIES AT MEDWAY COMPLEX – IS AN EXCELLENT CASE STUDY OF HOW TO CREATE SUSTAINABLE, VIBRANT COMMUNITIES. CHATHAM MARITIME BOTH RESPECTS THE PAST AND EMBRACES THE FUTURE”.**

**MATTHEW NORWELL, CHIEF EXECUTIVE, THAMES GATEWAY KENT PARTNERSHIP**





## Individual and vibrant centres

Alongside Chatham, the towns of Strood, Rochester, Gillingham and Rainham possess an exceptional geography, a rich heritage and resurgent economies. Their popular centres reflect and support local demographics.

We will strive to keep the retail vacancy rate at each of our town centres below the national average, and to increase the range and quality of shops and services.

We will develop and promote robust planning policy to continue to resist out-of-centre developments which threaten the economic vitality of our town centres.

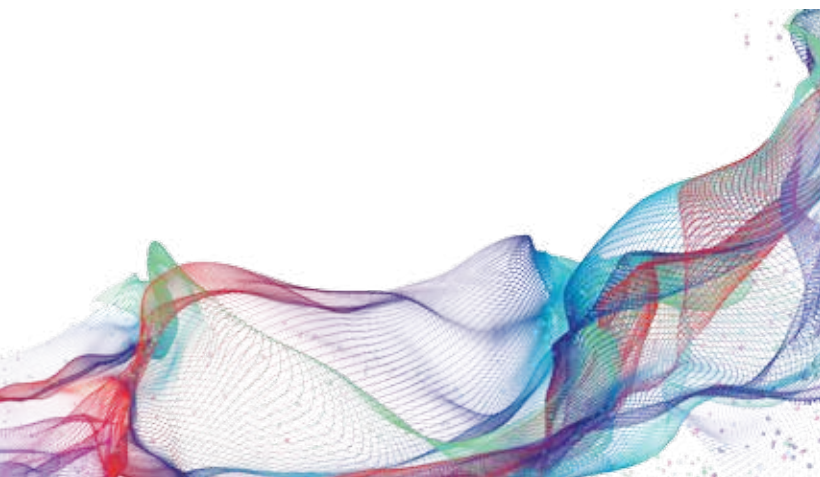
## Strood

Strood is the best connected of Medway's towns, with a journey time from London of just 34 minutes, excellent motorway connections, and stunning views of historic Rochester. It is compact and vibrant, with multiple shops, supermarkets and convenience stores, and a thriving retail park and successful market. It benefits from £6m investment in a Health and Wellbeing Centre and a £9m town centre transport and public realm improvement scheme.

A significant amount of developable land within the town centre is within Medway Council's control. We will secure and intensify residential and employment land usage around the town centre to consolidate usage, and increase town centre footfall opportunities. We will continue to integrate the retail park and

High Street to maximise spend opportunities in the town centre as a whole.

We will work with Network Rail to enhance the sense of arrival at Strood station, including improved visual and pedestrian access to the town centre, and a review of parking needs and opportunities.





# Rochester

Rochester Castle and Cathedral define the town centre, which boasts a strong independent retail sector. Rochester is home to many of Medway's most successful festivals and events and has a popular award-winning farmers' market. Rochester has a thriving tourist economy, and a £26m train station on its doorstep.

We will progress the role of Corporation Street in consolidating links between the major development at Rochester Riverside and its historic centre. We will consider the creation of Market Square – a centre for cultural events at the heart of Rochester High Street and a vibrant link between old and new.

**ROCHESTER IS HOME TO MANY OF MEDWAY'S MOST SUCCESSFUL FESTIVALS AND EVENTS AND HAS A THRIVING TOURIST ECONOMY AND A £26M TRAIN STATION ON ITS DOORSTEP. IT IS PROUD TO BE HOME TO KENT'S FIRST DEMENTIA-FRIENDLY MARKET**



► Rochester High Street

## Gillingham

Gillingham is the proud home of the Royal School of Military Engineering and more than 1,000 university students, and is an increasingly popular location for families. It is home to Kent's only league football club and to Kent's largest hospital, at the heart of the Medway community. This is vital for future healthcare provision for Medway residents and offers multiple training and career opportunities. The superlative Great Lines Heritage Park is on its doorstep.

We will promote increased usage of the town centre by the significant local communities nearby and at the waterfront, and seek to sustain the vibrancy of the High Street by pursuing redevelopment opportunities to bring new communities closer to the town centre.

Gillingham Football Club hopes to relocate and build a new stadium, and we will work with them to maximise employment and regeneration opportunities at the old and new club sites.



## Rainham

Rainham has a compact and popular retail area serving local needs. Where new development comes forward, we will seek to integrate with existing communities, through upgrading public realm, walking and cycling routes, and linking the town with local neighbourhoods, countryside and coast.

The emphasis will be on strengthening Rainham town centre for retail, leisure and community uses, securing its role as a valued and vibrant area for local people.



## Growing villages - The Hoo Peninsula

This rural area comprises a network of villages, strategic employment and infrastructure sites (including energy production and facilities for the importation of energy, fuel and minerals), and a productive agricultural economy, set within a landscape of estuarine marshland, wooded ridges, and farmland. Much of the area is designated of national or international importance for its environmental value. The Hoo Peninsula has a distinctively different character to urban Medway.

Villages such as Hoo St Werburgh are growing, and there is a need to plan for sustainable community development providing the services and infrastructure they need alongside the delivery of new housing and jobs. Large sites at Grain and Kingsnorth are important to Medway's portfolio of employment land. Medway Council has recognised this importance by progressing a £170m infrastructure bid to government dedicated to the Hoo peninsula.

We will ensure that services and infrastructure are delivered in support of new housing and jobs. This includes opportunities to boost the economy and the environment. We will support and promote opportunities for visitor and leisure activities sensitive to the area's environment.

We will pursue the unique opportunities at Grain and Kingsnorth to use water and rail transport, and accommodate land-intensive activities - such as a modern manufacturing hub.

## Public realm – creating and connecting destinations. A modern accessible city

Medway's open spaces provide a high quality landscape and are significant environmental, recreational, health and wellbeing assets. The attractiveness of the public realm in Medway's town centres and neighbourhoods is crucial to ensure the continuing viability and vitality of these areas and to create safe and appealing places for people to meet and enjoy a range of activities.

We will continue to invest in our significant public realm and green space assets to maximise walking, cycling, event and leisure opportunities across Medway and to provide a network of linked destinations. This includes securing Green Flag status for outstanding open spaces and a programme of placemaking improvements across our town centres.

REGENERATING AND DEVELOPING COMMUNITIES NEEDS TO GO HAND-IN-HAND WITH TRANSFORMING HEALTH AND WELLBEING, AN AIM THAT IS REFLECTED IN MEDWAY 2035'S BOLD AND VIBRANT VISION FOR THE FUTURE. AS NEW INITIATIVES BUILD GROWTH IN MEDWAY, LOCAL HEALTH AND CARE SERVICES MUST CHANGE TO MEET PEOPLE'S NEEDS EFFECTIVELY NOW AND INTO THE FUTURE. AS A PARTNERSHIP OF NHS, SOCIAL CARE AND PUBLIC HEALTH, WE ARE FOCUSED ON IMPROVING THE RANGE, ACCESS AND QUALITY OF CARE THAT PEOPLE RECEIVE IN HOSPITALS, GP SURGERIES AND HEALTH CENTRES AS WELL AS HELPING THEM TO LEAD HEALTHIER, HAPPIER LIVES. BY WORKING CLOSELY WITH LOCAL PEOPLE AND ORGANISATIONS WE ARE SUPPORTING MEDWAY'S REGENERATION STORY.

GLENN DOUGLAS, CHIEF EXECUTIVE,  
KENT AND MEDWAY SUSTAINABILITY AND TRANSFORMATION PARTNERSHIP



► Chatham regeneration artist impression

## Heritage and culture – world-class breadth and depth

Medway will embrace and promote the fascinating past which shaped its present and will influence its future. Our world-class heritage landscape is an outstanding setting for a modern city. Medway’s world-class military, naval and religious heritage will continue to be heralded as a unique attraction for the area.

We will articulate a clear strategy that recognises the significance of our heritage, and its place in building the identity of our future city. We will create a strategy for investment and prioritisation which helps make heritage relevant to our existing communities and growing population, and which echoes the aims of our strategic funding partners.

We will seek to increase the number of day and overnight visitors, and the amount of visitor spend, by the provision of supporting facilities and infrastructure and the promotion of cultural and physical links between historic assets.

We will carry on promoting the Great Lines Heritage Park Vision and Masterplan, increasing the quality and quantity of publicly-accessible greenspace and heritage at the heart of the city, and providing a major green link between town centres and a significant health and wellbeing asset for Medway.

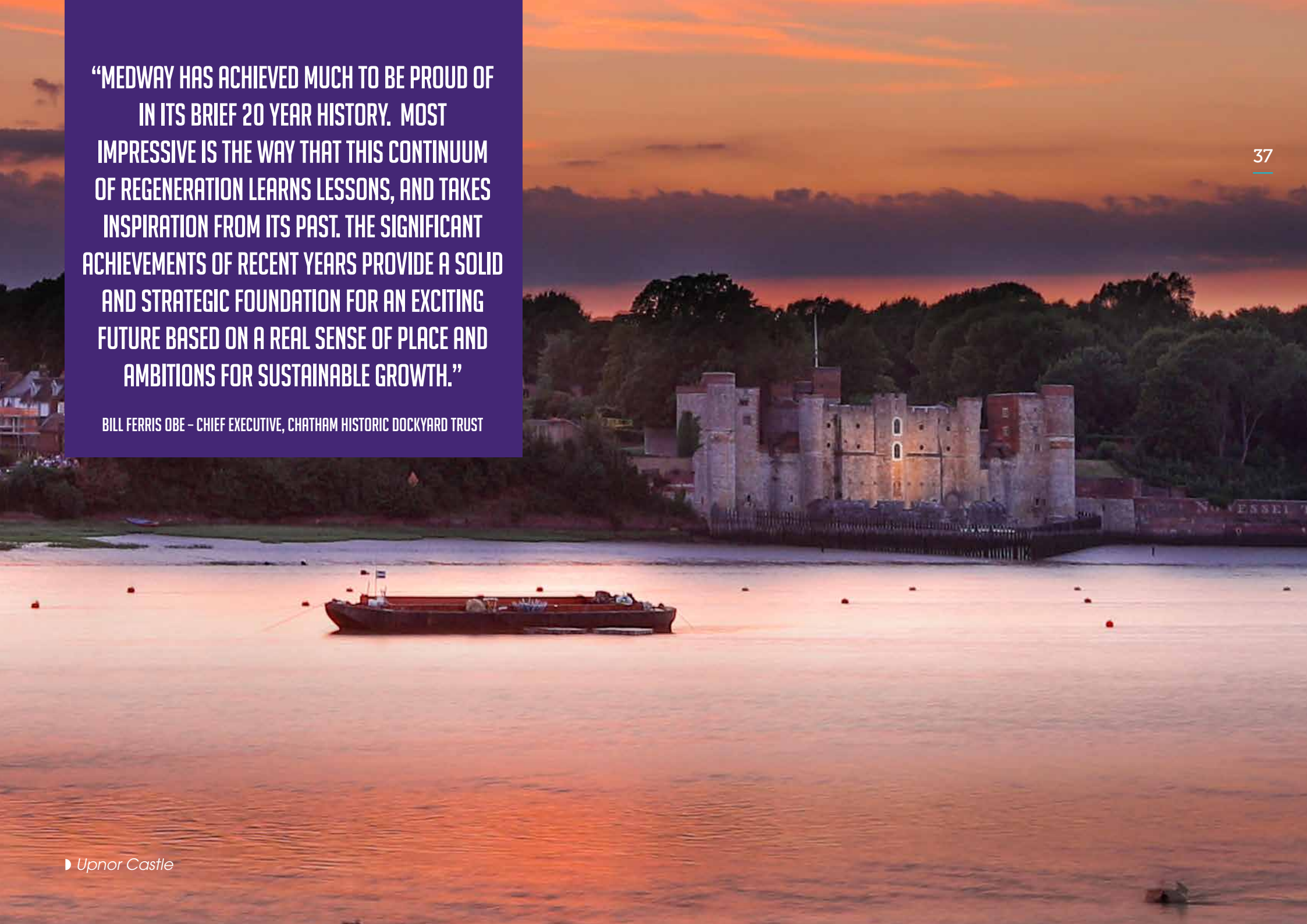


**THE ROYAL SCHOOL  
OF MILITARY  
ENGINEERING HAS  
BEEN BASED IN  
MEDWAY FOR OVER  
200 YEARS**



**“MEDWAY HAS ACHIEVED MUCH TO BE PROUD OF  
IN ITS BRIEF 20 YEAR HISTORY. MOST  
IMPRESSIVE IS THE WAY THAT THIS CONTINUUM  
OF REGENERATION LEARNS LESSONS, AND TAKES  
INSPIRATION FROM ITS PAST. THE SIGNIFICANT  
ACHIEVEMENTS OF RECENT YEARS PROVIDE A SOLID  
AND STRATEGIC FOUNDATION FOR AN EXCITING  
FUTURE BASED ON A REAL SENSE OF PLACE AND  
AMBITIONS FOR SUSTAINABLE GROWTH.”**

**BILL FERRIS OBE – CHIEF EXECUTIVE, CHATHAM HISTORIC DOCKYARD TRUST**



# Transforming Medway's waterfront

Our major regeneration sites are supported by development opportunities across Medway. The council will promote and respond proactively to development opportunities at sites that conform to planning policy expectations. Other significant development sites include the Interface Land and Kitchener Barracks as well as sites such as Corporation Street brought forward by mhs homes (who are proud to provide the homes for one in 20 Medway residents)

## Temple Waterfront

Medway Council is working with key landowners and delivery partners to develop Temple Waterfront as a well-integrated new community of up to 600 homes within a beautiful waterfront setting, connected to Strood town centre by an attractive waterfront walk.

## Rochester Riverside

Rochester Riverside is Medway's flagship regeneration opportunity. Medway Council is co-ordinating the exemplary build out of Rochester Riverside to deliver a high-quality, sustainable, vibrant and attractive community setting, which integrates with and augments historic Rochester. The new community will feature 1,400 homes, a new school, greenspaces, play equipment, hotel and community facilities. Rochester Riverside will both act as a catalyst and set the standard for development across Medway.

## Strood Waterfront

Medway Council will transform the former Civic Centre and Strood Riverside site in to a flagship development of over 1100 homes, boasting stunning views of historic Rochester, excellent travel connections, and with unique and immediate access to two town centres. The vibrant development will connect seamlessly with Strood High Street, complementing and augmenting the existing town centre, whilst the new population will enhance the town's economic performance. The quality of the development, including the waterfront public realm, will reflect the Medway standard championed at Rochester Riverside.



## Chatham Waterfront

Chatham Waterfront is a vibrant regeneration zone at the heart of the city. We will co-ordinate and deliver the high-quality build out of Chatham Waterfront, delivering new spend opportunities for Chatham town centre via the creation of attractive and sustainable residential units and leisure outlets. This key regeneration zone will act as a catalyst for the development of the wider waterfront area, including cultural and event space.

## Chatham Maritime

St Mary's Island is a 150 acre residential development that forms part of the 350 acre Chatham Maritime regeneration project. Now almost complete, St Mary's Island includes play areas, a doctors' surgery, a community centre and a primary school. It is surrounded by stunning river views. Chatham Maritime also includes the Dockside Outlet Centre, and the exciting Interface Land development area, with the potential for a residential-led development and supporting commercial uses.

## Gillingham Waterfront

This 10 acre waterfront site adjacent to Chatham Docks is delivering a mix of commercial and residential accommodation as well as increased public access to the river. Phase I of the development provided 600 new purpose-built student apartments for the University of Kent.

## Chatham Waters

This major mixed-use regeneration scheme will include up to 1,350 homes, 3,500 jobs, a hotel, conference centre, shops and university facilities across a stunning 26 acre waterfront site.



# Inward investment

## Investment to unlock innovation and jobs

The aim of inward investment is to attract both jobs and businesses to the local economy. Raising the quality and quantity of jobs in Medway will secure important employment opportunities for residents and offer resilience to the Medway economy. There is significant opportunity to attract leading businesses to Medway and to grow our established high-value business base. Medway has an established Inward Investment Strategy and works closely with Locate in Kent in support of its inward investment objectives.

We will continue to promote Medway as a destination of choice for growth businesses, and develop Medway's reputation as a one-stop shop local authority for employment enquiries and needs. As well as helping local businesses to grow, we will focus on firms looking to relocate from London and UK firms looking for a second base.

Year-on-year we will seek to increase business presence in Medway, particularly businesses with high value activities. We will pursue efforts to protect business premises with higher-value uses through the planning system and by exploring opportunities for Medway Council to invest in property assets to assure higher value uses.

We will explore the opportunity to encourage industrial estate renewal and the associated intensification of uses, in particular, at Medway City Estate. This will realise opportunities to provide the quality employment land, of the right type and location for growing businesses in Medway.

We will continue to support businesses to remain, grow and relocate in Medway via advice, guidance and the promotion of grants and funding instruments.







**GOVERNMENT HAS INVESTED  
OVER €8M IN INNOVATION  
PARK MEDWAY, PROVIDING THE  
INFRASTRUCTURE AND FACILITIES  
FOR A THRIVING HIGH-VALUE  
EMPLOYMENT CENTRE.**

# Innovation

## Supporting business creation and growth

Medway will offer our most innovative entrepreneurs and businesses the highest quality support available to boost skills and jobs, and drive our economy forward. This includes start-up and follow-on accommodation, grants and loans, and advice and guidance.

We will assure Medway's place at the vanguard of innovation by providing the infrastructure and support for success. This will include the 'seeding' of innovation across Medway, particularly in town centres, and promoted by flagship workspace hubs.

We will work with local universities to extend the Innovation Vouchers scheme to a wider programme of student entrepreneurship.

Medway will be seen as a beacon for university-industry partnerships.

## Innovation Centre Medway and Innovation Studios Medway

Innovation Centre Medway is Medway's flagship business accommodation, where technology innovators, start ups and early years organisations are given the space and support to grow into thriving businesses. Opened in 2009, Innovation Centre Medway was joined in 2017 by its satellite site, Innovation Studios Medway – a purpose-built space ideal for start-up and micro-firms.

Medway Council will continue to set the gold standard for serviced business accommodation, by achieving optimum occupancy of ICM and ISM, and ensuring all tenants positively contribute to Medway's innovation agenda.



**INNOVATION CENTRE MEDWAY  
IS THE ONLY CENTRE IN THE  
SOUTH EAST TO HOLD A  
BUSINESS AND INNOVATION  
CENTRE (BIC) QUALITY MARK.**



► Innovation Centre Medway

## Innovation Park Medway and Enterprise Zone

Innovation Park Medway sits within the North Kent Enterprise Zone. It is a strategic gateway economic hub centred around Rochester Airport. The existing general aviation facilities will be retained and improved and high value economic activities provided on surplus land to create skilled employment opportunities. Over the longer term reinvestment will be encouraged on the Laker Road and airport industrial estates and other adjoining sites. This will establish Innovation Park Medway as a significant economic location, and a model for the area.

We will deliver more than £8m government investment in innovation Park Medway, providing the infrastructure and facilities for a thriving high-value employment centre.

We will work with local academic and industry partners to establish an on-site University Hub, with shared innovation facilities and on-site



Innovation Mentors – skilled professionals who support business start-up, growth and collaboration.

Medway Council will lead by example, delivering flagship ‘honeypot’ business premises with high-value business tenants, setting the physical and sector standards for future occupation.

We will investigate and progress land assembly options to enable the expansion of the development area, and to increase its economic impact.

We will use the area’s Enterprise Zone status to champion Innovation Park Medway as a hub for entrepreneurial growth and to generate incentives to be offered to targeted business occupants.



# Business accommodation and digital connectivity

## The right tools for success

Medway is home to a number of significant business and industrial estates that provide good quality accommodation for the area's 14,000+ businesses. Medway Council has led the charge in the development of business premises, in particular by bringing forward its owned and operated Innovation Centre and Studios both with superfast broadband. There is a growing opportunity to build on these successes.

With a generally ageing commercial stock profile, most employment estates operating at capacity, and a lack of modern office space to allow business growth, it is vital that Medway identifies sites that provide the land and facilities for Medway businesses to grow and to attract inward investment. This will include a range of locations to meet

different business needs, including edge-of-centre sites. Medway Council will investigate acquisition and investment opportunities, leading by example in securing high-value employment space.

We will seek optimised use of the railway line from Hoo junction to the Isle of Grain, supporting intensified usages.

We will secure and promote the highest possible broadband speeds across Medway and, in particular, in concentrated employment zones recognising broadband speeds as a modern foundation of success.



# Sector growth

## Capitalising on our strengths

Medway's industrial heritage has made Medway a commercially attractive place, particularly for engineering and manufacturing businesses, but also for construction businesses and functions which support the financial and public sector.

Medway is thriving as a creative hub, tourism continues to grow and there is an increasing focus on the healthcare sector to reflect growing and ageing populations.

We will develop a coherent approach to employer engagement. We will engage with the Kent and Medway Guilds, with a focus on

Medway's key sectors, promoting collaboration between schools, colleges and employers.

We will support the development of Medway as a 'creative city', and the importance of creativity across sectors. This will be reflected in support for a new Creative Hub at Chatham Maritime.

Medway is set to benefit tremendously from the new Kent and Medway Medical School, which will deliver 100 undergraduate places each year, with multiple medical placements in local healthcare facilities

## MEDWAY'S KEY SECTORS:

- ADVANCED ENGINEERING AND MANUFACTURING
- CONSTRUCTION
- CREATIVE AND CULTURAL
- HEALTH AND SOCIAL CARE
- IT AND DIGITAL.



► Medway Fine Printmakers

► Copper Rivet Distillery





# Improving employability

Match business demand with skills supply and retain graduate talent.

Approximately 56 per cent of Medway workers have local jobs, below the Kent figure of 78 per cent. Medway's thriving further education and university presence offers an excellent skills base and significant scope to secure high quality jobs for a high quality workforce. This will help maintain or reduce traffic flows outside Medway and increase leisure-time opportunities for residents.

To help Medway's workers find local jobs that meet their skills and aspirations, and thereby secure growth for all, we will promote the importance of lifelong learning and skills attainment, and promote new local job opportunities stemming from inward investment to residents, apprentices and graduates.

We will continue to support the development of the Medway Skills Board, spearheading an

integrated 'one-council' approach to skills development from reception to retirement and providing a specific forum for college and university engagement. The Skills Board will shape and work to deliver the aims of an 'all age' skills plan for Medway, bringing benefits to residents and businesses alike. We will keep abreast of employer skills demands and support education providers in matching local supply with local requirements.

Medway Council will continue to lead by example in recruiting a significant cohort of apprentices each year through its Apprenticeship Academy. We will work directly with local businesses and training providers to match applicants to industry, and to raise understanding of the value of apprenticeship opportunities.

In particular, Medway Council will work with the University Technical College to promote higher-level apprenticeships as an attractive next step for students.



## SCHOOLS AND DISCIPLINES TAUGHT AT MEDWAY UNIVERSITIES:

- PHARMACEUTICAL, CHEMICAL AND ENVIRONMENTAL SCIENCES • ENGINEERING AND SCIENCE • JOURNALISM
- ANIMATION • DIGITAL AND MEDIA • BUSINESS
- CRAFT AND PRODUCT DESIGN • PROFESSIONAL PRACTICE
- COMPUTING • PERFORMING ARTS • MUSIC AND FINE ART • PHOTOGRAPHY • POLICY, SOCIOLOGY AND SOCIAL RESEARCH
- EARLY YEARS AND EDUCATION • HEALTH AND SOCIAL CARE
- SPORT AND EXERCISE SCIENCE • FASHION AND TEXTILES



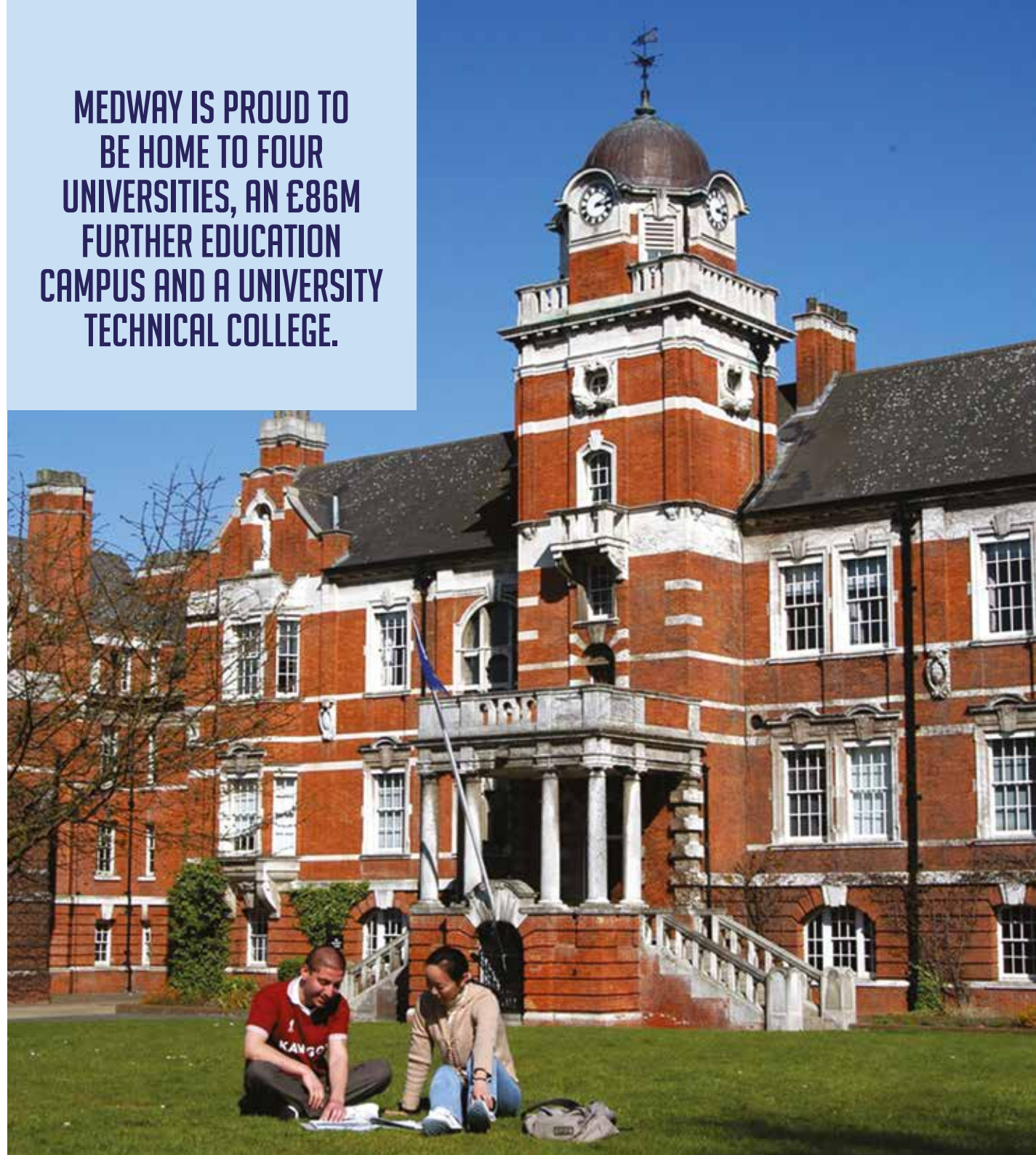
## Further and higher education

Medway is proud to be home to four universities, an £86m further education campus and a University Technical College. It is therefore extremely well placed to support entrants to the labour market and growing businesses. A strong and diversified economy includes highly skilled employment opportunities for Medway's graduates.

Building on the success of Innovation Centre Medway, and the award of central government funding for Innovation Park Medway we will work closely with further education and higher education providers to secure appropriate job opportunities across Medway, and to prepare Medway businesses for supply opportunities such as Ebbsfleet Garden City, the Lower Thames Crossing and the proposed London Resort Park.

We will seek to increase the percentage of Medway's 12,000 students who stay in Medway after they graduate, supporting and developing initiatives to promote talent retention. This will include the promotion of Medway as a creative city, and a specific focus on engineering / manufacturing and construction.

**MEDWAY IS PROUD TO  
BE HOME TO FOUR  
UNIVERSITIES, AN £86M  
FURTHER EDUCATION  
CAMPUS AND A UNIVERSITY  
TECHNICAL COLLEGE.**





# Regeneration delivery

Vision without action is merely an idle dream.

Yet combined with action, vision is the foundation of an exciting and sustainable future which benefits all of Medway's residents.

Alongside Medway 2035 sits the Medway Regeneration Delivery Plan – a detailed analysis of the short, medium and long term actions which will deliver our ambitions. These actions provide a pipeline of projects ready for engagement with those who are ready to invest.

Medway Council has a strong track record of delivering major projects in partnership with funders and the private and third sectors. We will continue to work with other agencies to deliver high quality regeneration in line with public expectations and to manage resources effectively.

Forward-thinking authorities recognise that plans evolve. Medway Council is at the vanguard of regeneration, not just in leading by outstanding example on project delivery but by promoting a research and development watching brief, remaining alert to new priorities and influences, and seeking out new opportunities and partnerships.

Medway 2035 is a flexible working document, ready to respond rapidly to emerging intelligence in the pursuit of growth for all.





The background is a vibrant blue with intricate white wireframe patterns that resemble flowing water or abstract architectural forms. A dark blue rectangular box is positioned on the right side, containing white text.

**PAST USES RENDERED MUCH OF THE  
MEDWAY WATERFRONT AN INDUSTRIAL  
WASTELAND. WITH THE RISE OF LEISURE  
USES, AND A FOCUS ON WATERFRONT  
REGENERATION SITES, A NEW TREND  
– OF RECREATION, CITY LIVING AND  
ECONOMIC OPPORTUNITY – HAS BEGUN.**



To find out more, or get involved in  
Medway's exciting regeneration opportunities,  
email [regeneration@medway.gov.uk](mailto:regeneration@medway.gov.uk)

*Medway*  
COUNCIL  
*Serving You*