

Medway Council & Kent County Council

Grow in Kent Partnership Framework

Key Performance Indicators

April 2027 to March 2028

Purpose

As a Foundation Funder of Grow in Kent (Visitor Economy and Inward Investment), Medway Council is committed to supporting the delivery of the Kent Destination Management Plan, strengthening Kent's investment proposition and maximising the value of its investment in Visit Kent and Invest Kent.

This framework sets out the shared priorities, outcomes and expectations between Medway Council, Visit Kent and Invest Kent for the period April 2027 to March 2028, supporting sustainable growth in Medway's visitor economy, business base, employment opportunities and investment attractiveness

Shared Ambition

To increase the profile, productivity, competitiveness and sustainability of Medway as both a visitor destination and investment location, supporting the delivery of the Kent Destination Management Plan, Medway's Visitor Economy Growth Strategy and Medway's wider economic development ambitions through increased visitor activity, business investment, job creation and strategic partnerships.

Statement of Success

By March 2028, Grow in Kent will have demonstrably increased Medway's visibility, competitiveness and attractiveness as both a visitor destination and place to invest, generating measurable growth in visitor activity, business engagement, inward investment opportunities, jobs and strategic partnerships, while supporting the delivery of Medway's Visitor Economy Growth Strategy, economic development priorities.

Governance, Oversight and Member Engagement

Effective monitoring of the partnership will be supported through regular engagement between Grow in Kent, Medway Council officers and elected Members to ensure delivery remains aligned with Council priorities and emerging opportunities.

This will include:

- Attendance by appropriate Medway Council officers at quarterly Grow in Kent Board meetings to represent Medway's interests, review performance and influence strategic priorities.
- Quarterly briefings for the relevant Cabinet Members, providing updates on delivery against KPIs, visitor economy activity, inward investment opportunities and progress against agreed priorities.
- An annual priority-setting session involving Cabinet Members, Council officers and Grow in Kent representatives to review performance and agree priorities for the forthcoming year.
- Regular officer liaison meetings throughout the year to monitor delivery, address issues and identify opportunities for collaboration, investment and funding.

Visit Kent Key Performance Indicators

The following indicators align directly with the four strategic objectives within the Kent Destination Management Plan.

Priority 1: PLACE - Improving Perceptions of Medway

The Kent DMP identifies the need to improve destination perceptions, increase awareness and create compelling reasons to visit. Stakeholder engagement in Medway also highlighted the need for a stronger destination narrative and improved awareness of the wider offer.

Measure	Target
Visit Kent campaigns featuring Medway	Minimum 4
Medway destination features on Visit Kent channels	20+
Media and influencer visits hosted in Medway	2+
Positive Medway PR opportunities generated	Ongoing
Reach and engagement of Medway content	Annual increase

Outcome - Greater awareness of Medway as a short-break destination and increased positive destination perception.

Priority 2: PROSPERITY - Growing Overnight Stays and Visitor Spend

The Kent DMP identifies increasing overnight stays, improving productivity and supporting accommodation growth as major opportunities. For Medway, moving from a day visitor economy to a staying visitor economy remains the single biggest growth opportunity.

Measure	Target
Overnight stay campaigns featuring Medway	Minimum 2
Accommodation content featuring Medway	Annual increase
Short-break itineraries featuring Medway	1+
Travel trade promotion of Medway overnight product	Annual increase
Business tourism opportunities promoted	Annual increase

Outcome - Support long-term growth in overnight stays and visitor spend.

Priority 3: PRODUCT - Developing Experiences and Visitor Offers

The Kent DMP places strong emphasis on creating new reasons to visit, facilitating partnerships and packaging experiences that encourage longer stays. Medway's strongest opportunities lie in heritage, culture, the river, festivals and creative experiences.

Measure	Target
Medway experiences included in Visit Kent itineraries	8+
Travel trade ready Medway products developed	Ongoing
Medway festivals promoted through Visit Kent	Annual programme
Medway food and drink content promoted	Annual increase
Medway cultural and heritage features promoted	Annual increase

Outcome - Increased visibility and sales opportunities for Medway's visitor experiences.

Priority 4: PEOPLE & PLANET - Supporting Sustainable and Inclusive Growth

The Kent DMP recognises the importance of sustainability, accessibility and local pride. These priorities align strongly with Medway 2041 and the wider ambitions of the Visitor Economy Growth Strategy.

Measure	Target
Promotion of sustainable travel content featuring Medway	Annual increase
Promotion of accessible visitor experiences	Ongoing
Visitor Ready and quality schemes promoted to Medway businesses	Ongoing
Medway businesses engaged through Visit Kent networks	Annual increase
Opportunities supporting local pride and place promotion	Ongoing

Outcome - A more sustainable, inclusive and resilient visitor economy.

Priority 5: Strategic Partnership & Advocacy

As a Foundation Funder, Medway's relationship with Visit Kent extends beyond marketing and includes policy influence, advocacy and strategic collaboration. Visit Kent has also been assisting Medway in developing its new Medway Destination Management Plan.

Measure	Target
Strategic meetings between Medway and Visit Kent	Quarterly
Representation of Medway priorities within Kent DMP delivery	Evidenced annually
Collaborative funding opportunities identified	3+
Support for North Kent visitor economy development	Ongoing
Participation in county-wide visitor economy initiatives	Ongoing

Outcome - A strong strategic partnership that ensures Medway's priorities are represented and championed at county, regional and national level, maximising opportunities for funding, investment, collaboration and visitor economy growth.

Invest Kent Key Performance Indicators

Invest Kent will work with Medway Council to identify, develop and convert inward investment opportunities that support economic growth in Medway. Activity will focus on securing new investment projects, creating and safeguarding jobs, maintaining a strong pipeline of prospective investors and promoting Medway's strategic employment sites and growth opportunities. It is recognised that inward investment is typically a long-term activity, with projects often taking several years from initial enquiry through to investment, construction and job creation

Measure	Target
Inward investment projects secured	2
Jobs safeguarded and created	50
Medway inward investment projects in the pipeline	40

Outcome - A stronger inward investment pipeline for Medway, resulting in secured investment, business growth and new or safeguarded employment opportunities.

Performance Development and Review

The above measures represent an initial performance framework for 2027/28 and recognise the early stage of the in-house Grow in Kent service. Targets will be monitored and reviewed throughout the year through ongoing dialogue between Medway Council and Invest Kent to ensure they remain ambitious, achievable and reflective of Medway's contribution to, and benefits derived from, the wider Kent and Medway service. Performance expectations and outputs will continue to be refined through the agreed governance arrangements, including officer engagement, quarterly Grow in Kent Board meetings and Member oversight, with the aim of ensuring Medway receives a level of activity and outcomes that reflects its investment in the partnership and its economic growth ambitions.