

More to Medway

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1. Introduction

Introduction and purpose of this strategy

This strategy focusses on two key example routes - from Chatham Town Centre to The Historic Dockyard in Chatham and from Chatham Railway Station and Rochester High Street. These example routes help us to identify a hierarchy of signage, storytelling, distribution, and site identity, complementing the existing branding to unify Chatham's signage, promote active travel and enhance the visitor experience.

A key element of this project, and this documentation is to create clear navigable user experiences for visitors to some of Medway's most popular landmarks and destinations.

Our proposal first analyses what is already in place along the two key example routes, whilst identifying a number of strands for improving the user experience and journey of the place.

Often, wayfinding is a way of simply getting from A to B, our proposal makes recommendations for enhancing the journey; adding character and reinforcing identity; reiterating important local heritage; and celebrating Chatham's location as a destination in itself.

This strategy sets out our approach to consolidating and expanding the offer of navigating places, building on what is already there and helping to reinforce Medway's unique identity. Whilst much of the document focusses on Medway's town centres, the guidance should be applied area-wide and not just in those example locations as shown.

This document is an update of the 2023 Strategy, and has been updated to capture the latest developments across Medway.

It should be read in conjunction with the Medway Heritage & Wayfinding Design Guide (September 2026).



Aerial illustration of Medway

More **to**
Medway

Introduction

What is wayfinding?

Wayfinding is the way people understand, navigate and move through a place. It helps people work out where they are, where they want to go and the best way to get there. It includes much more than signs and maps; it is the combination of routes, landmarks, buildings, public spaces, information and visual cues that help people find their way. A good wayfinding system provides clear, consistent information at the right time and in the right place. This might include directional signs, fingerposts, maps, information panels, street names, digital information and public art. Together, these elements create a simple and recognisable navigation system.

Wayfinding should work for different types of journeys and users, including people walking, cycling, driving and using public transport. It should also be accessible and inclusive, considering people with different physical, sensory and cognitive needs.

Good wayfinding creates a clear relationship between destinations and helps people understand how different parts of a place connect. It can make journeys easier, safer and more enjoyable, while encouraging people to explore their surroundings. Importantly, wayfinding should also express local identity. Through its design, materials, language, imagery and references to local history and culture, it can create a distinctive sense of place while helping people navigate with confidence.

Why wayfinding is important

Wayfinding is an essential part of creating places that are easy, welcoming and enjoyable to navigate. Good wayfinding helps people understand where they are, where they need to go and how they can get there, whether they are residents, visitors, workers, students or businesses.

Clear, consistent signage and intuitive routes reduce confusion and make journeys feel safer and more comfortable. This is particularly important for people who may be unfamiliar with an area, including visitors, older people, children and people with additional physical or cognitive needs. Accessible wayfinding can help remove barriers and give everyone greater confidence to move around independently.

Wayfinding also plays an important role in shaping the identity of a place. A coordinated system can reflect local history, culture, landscape and character, helping people recognise and remember different destinations. It can strengthen connections between town centres, transport hubs, community facilities, heritage sites, local landmarks, green spaces and riverside areas.

Effective wayfinding encourages people to walk and cycle, supports local businesses by increasing footfall, and helps visitors discover more of the place. It is therefore more than a signage system: it is an important part of creating connected, inclusive and distinctive places that work well for everyone.

One Medway Approach

The One Medway approach recognises Medway as one connected place, while celebrating the distinctive character and identity of its towns: Strood, Rochester, Chatham, The Hoo Peninsula, Gillingham and Rainham. For wayfinding, this means creating a consistent and coherent system that makes it easier for people to understand how the towns, neighbourhoods and key destinations connect.

A shared approach to signage, mapping, information and visual identity will provide a clear navigation framework across Medway. This will help residents and visitors move confidently between town centres, transport hubs, waterfronts, heritage destinations, education hubs, parks, community facilities and cultural attractions.

However, One Medway does not mean making every town look the same. The wayfinding system should provide a consistent family of markers and information, while allowing each town to express its own history, character and sense of place. Local landmarks, stories, materials, colours and imagery can help create distinctive identities within a unified approach.

This should also support inclusive and sustainable movement, encouraging walking, cycling and public transport while ensuring information is accessible to people with different physical, sensory and cognitive needs.

Together, these principles will create a joined-up wayfinding network that strengthens connections, supports local destinations, encourages exploration and helps build a stronger sense of identity and pride across Medway.

Why we have created a Design Guide

The accompanying Design Guide has been created to provide a clear and consistent framework for the future development of wayfinding across Medway. It translates the principles of the One Medway approach into practical guidance that can be applied to new signage, routes, maps, interpretation and other elements of the public realm.

Medway is made up of places with distinctive character, each with its own personality, heritage and identity. However, the existing wayfinding experience can feel fragmented, with different approaches to signage, information and navigation. The Guide provides an opportunity to establish a shared approach that connects these places while retaining their individual identities.

The Guide will help ensure that wayfinding is considered early in the planning and design process, rather than being treated as an afterthought. It sets out principles for consistency, accessibility, legibility, placement, materials, mapping and visual identity, helping developers, designers, landowners and public bodies understand what is expected. Importantly, the document is not intended to create a rigid or prescriptive signage system. Instead, it provides a flexible framework that can respond to different locations and circumstances while maintaining a coherent Medway-wide approach.

Ultimately, the Guide will support better connected, more inclusive and distinctive places, helping residents and visitors navigate Medway with greater confidence and encouraging people to explore, walk, cycle and spend time in its towns and destinations. The primary purpose of this Guide is to establish a unified wayfinding system for Medway.

One that operates consistently across Medway’s different towns, character areas and public spaces while remaining flexible enough to reflect local identity and place character.

Engagement

How the Strategy was produced

Preparation and Consultation Process

The accompanying Design Guide has been prepared by HTA Design in collaboration with Medway Council alongside a range of stakeholders including local communities, businesses, cultural and heritage organisations, transport providers, universities and design professionals. The Council is committed to ensuring that the guidance contained in the document reflects the needs, aspirations and lived experience of those who use Medway’s streets, spaces and public realm every day.

The Guide was informed by an extensive programme of engagement carried out, which included:

- Public consultation pop-up events held across Medway’s town centres and communities;
- Targeted engagement with key stakeholders including businesses, cultural institutions, accessibility groups and transport operators;
- Site visits and design workshops with residents and community representatives; and
- Technical consultation with heritage, highways and urban design specialists.



Medway stakeholder workshops

Public Engagement

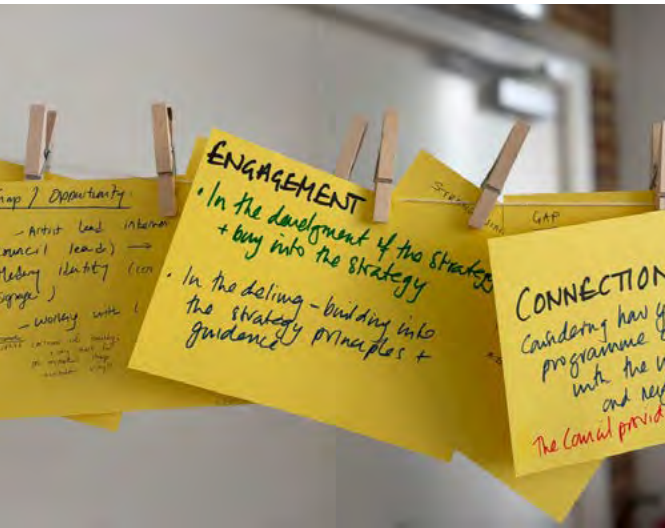
Alongside the key stakeholder workshops, we undertook some public consultation in the form of street surveys, informal questionnaires and site walkabouts.

Building on the work previously undertaken at Chatham and Rochester, the particular focus was on the areas of Hoo, Rainham, Strood and Gillingham. We spent time in each place understanding the individual character, and talked to residents about what makes each place unique and different. We asked for positives and negatives to help balance opinion, and talked about public realm improvements including wayfinding, signage, pedestrian routes, local transport and how accessible places were.

With a mix of street surveys and interviews, we gathered excellent insights from the people we spoke to, predominantly about what works and what doesn’t.

Key feedback included:

- Restoring pride in place
- Preserving character whilst accepting change
- How infrastructure can help promote place
- Collective action in communities.



Spending time in Medway towns



Key Themes and Priorities

The engagement process revealed a high degree of consensus around a number of key themes, which have directly informed the content and priorities of the Planning Document. These themes include:

- **Connectivity:** a strong desire for better physical and navigational connections between Medway’s towns, the riverside, heritage assets and transport hubs, particularly for those travelling on foot and by bicycle.
- **Legibility:** widespread recognition that existing wayfinding in Medway is fragmented, confusing and inadequate, particularly for first-time visitors and those unfamiliar with the area.
- **Identity:** strong community attachment to Medway’s distinctive character, diversity and heritage, and a desire for wayfinding to reflect and celebrate that identity rather than imposing a generic or anonymous aesthetic.
- **Accessibility and inclusion:** a clear expectation that wayfinding should work for everyone, including those with visual, cognitive or mobility impairments, and that no group should be disadvantaged by the legibility of the borough’s public realm.
- **Decluttering:** recognition that the proliferation of inconsistent and outdated signage is a significant problem, and that a unified system would benefit both the visual quality of the public realm and the clarity of navigation.
- **Storytelling:** enthusiasm for using wayfinding as a vehicle for sharing Medway’s stories, its maritime heritage, its communities and its cultural life, and making the borough a richer and more rewarding place to explore.

Eliminating the ‘noise’

Key to delivering a cohesive signage strategy along both of the identified routes is an exercise in decluttering.

The signage needs to be streamlined with existing wayfinding for established systems and designs including those beyond the Medway area such as the English Coastal Path and cycle routes.

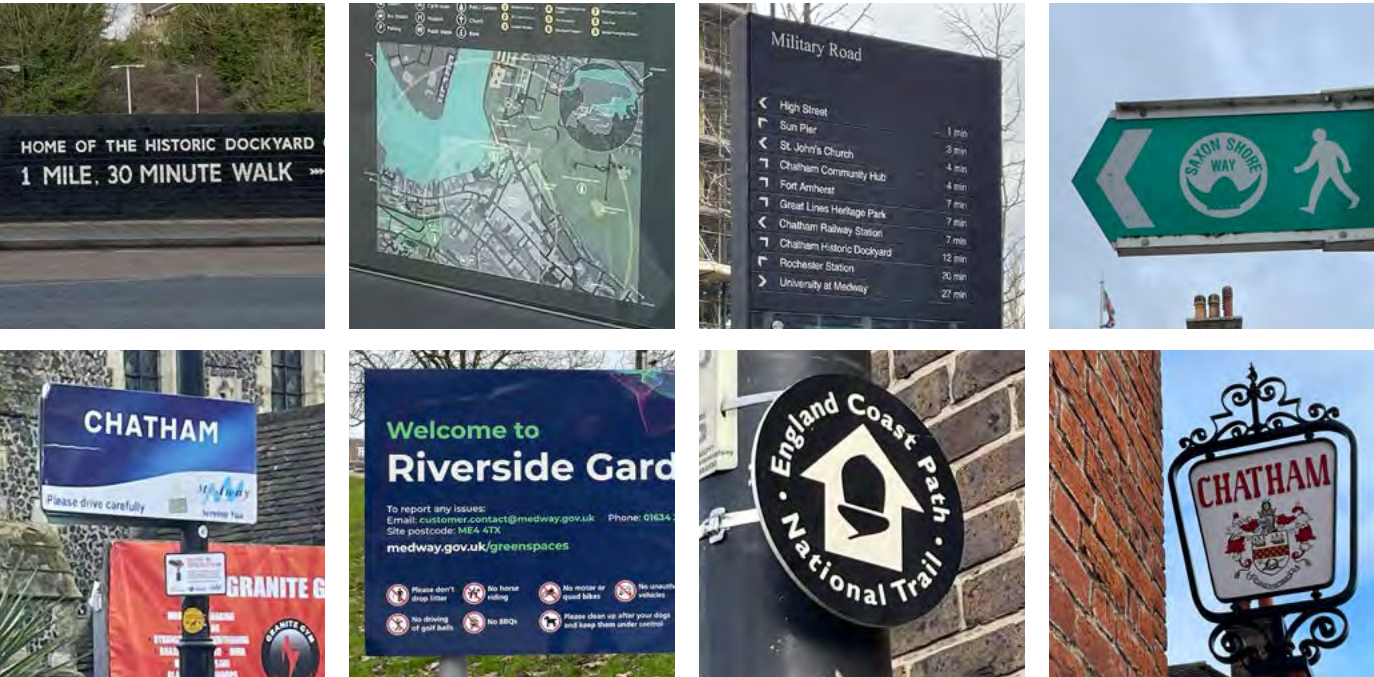
We also need to identify outdated signage for general decluttering and removal. All signage needs to be assessed for consistent messaging, brand assets, reinforcing identity and accuracy.

Mapping needs to incorporate any recent developments in the area - within the built form and public realm and needs assessing to ensure it meets current accessibility standards including visibility and dementia friendly initiatives.

Healthy walking and cycling routes should be shown where possible, with distance and indicative time markers along the way to encourage walking and cycling over car usage. If the pedestrian entrance to the Historic Dockyard does move to the main gate, then a more natural destination is found when visiting by foot. The Dockyard seems much more accessible from this entrance than the current lengthy pedestrian entrance.

The cohesive signage strategy should include options for digital inclusion, and may reference the Medway Tourism App, when launched. Future proofing for further digital engagement with signage should be referred to with use of QR codes now widely incorporated into wayfinding systems.

Future proofing for updating maps and key destinations should be allowed for in any new designs, with emerging developments and an ever changing Medway to accommodate.



De-cluttering

In general, there is a large amount of signage and of varying use and quality.

There are opportunities to upgrade, repair, relocate or replace signage rather than remove too much.

In particular in the stretch on the approach to the Dockyard entrance, once this becomes the primary pedestrian route.



Proposed signage to be removed or rationalised

Rationalisation

Opportunity to update Medway signs. Some have been vandalised. The blue colour can be similar to much of the other signage such as Chatham community hub, Public Information signs. An opportunity for placemaking and adding other information other than rules.



Opportunity to update location signs. The historic metalwork Chatham sign works well and ties in with surroundings. The blue signs can be similar to other signage such as public information, although they are recognisable as a set. This is also an opportunity for placemaking and setting tone.



Coastal path signs, walking routes could be cleaned up. England Coastal path collaboration required.



The removal, repair, refurbishment or replacement of street furniture should also be considered as part of the overall approach to enhancing the public realm. This should include assessing the condition, appearance, functionality and visual consistency of existing elements, such as benches, bins, bollards, signage, lighting columns and other street furniture.

Where items are damaged, redundant, poorly located or visually inconsistent, their removal or replacement should be considered to create a more attractive, coherent and well-maintained environment.



2. Storytelling

Themes

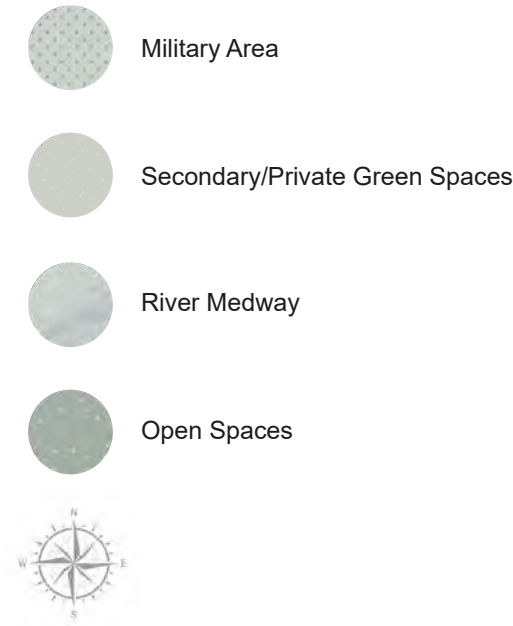
Key themes can be depicted across signage or through different layers of discoverable information. This could include stories of history, current activities and information or even a navigable route such as the One Mile Walk with distance markers shown.

Example Sites

The five Medway towns - Rochester, Chatham, Gillingham, Rainham, Strood and the Hoo Peninsula - possess distinct visual identities that are expressed through their architecture, public realm, landscapes, heritage and communities.

Whilst functioning as a connected urban area, each town and the rural peninsula has its own aesthetic language and sense of place, offering unique opportunities for character-led public art, interpretation and wayfinding.

Rather than creating a single, uniform identity, future placemaking should celebrate these individual qualities whilst developing a cohesive wayfinding strategy that helps people navigate Medway’s diverse places through consistent design principles.



Map of Medway towns

Key Routes and Destinations

Identifying Key Routes and Destinations

The identified routes pick up major landmarks and important destinations throughout Medway, encompassing key arrival and transport hubs, places of historical significance, and cultural hotspots. While framed as one overarching network, there is bountiful opportunity to express individual character and identity as the routes move through each distinct place, with the typology of the signage interventions similarly responding to the nuances of locality.

While a more organic approach such as murals, ghost signs and public art may be more suited to one route, another may lend itself to a more traditional approach with directional and informative signage. The primary objective is to ensure the full richness of Medway is captured, and each of its component places given space within the wider narrative concept to shine.

- Chatham to St Mary's Island
- Intra to Rochester
- Rochester to Strood
- Chatham to Gillingham
- Gillingham to Rainham
- Strood to Hoo
- Coastal Path

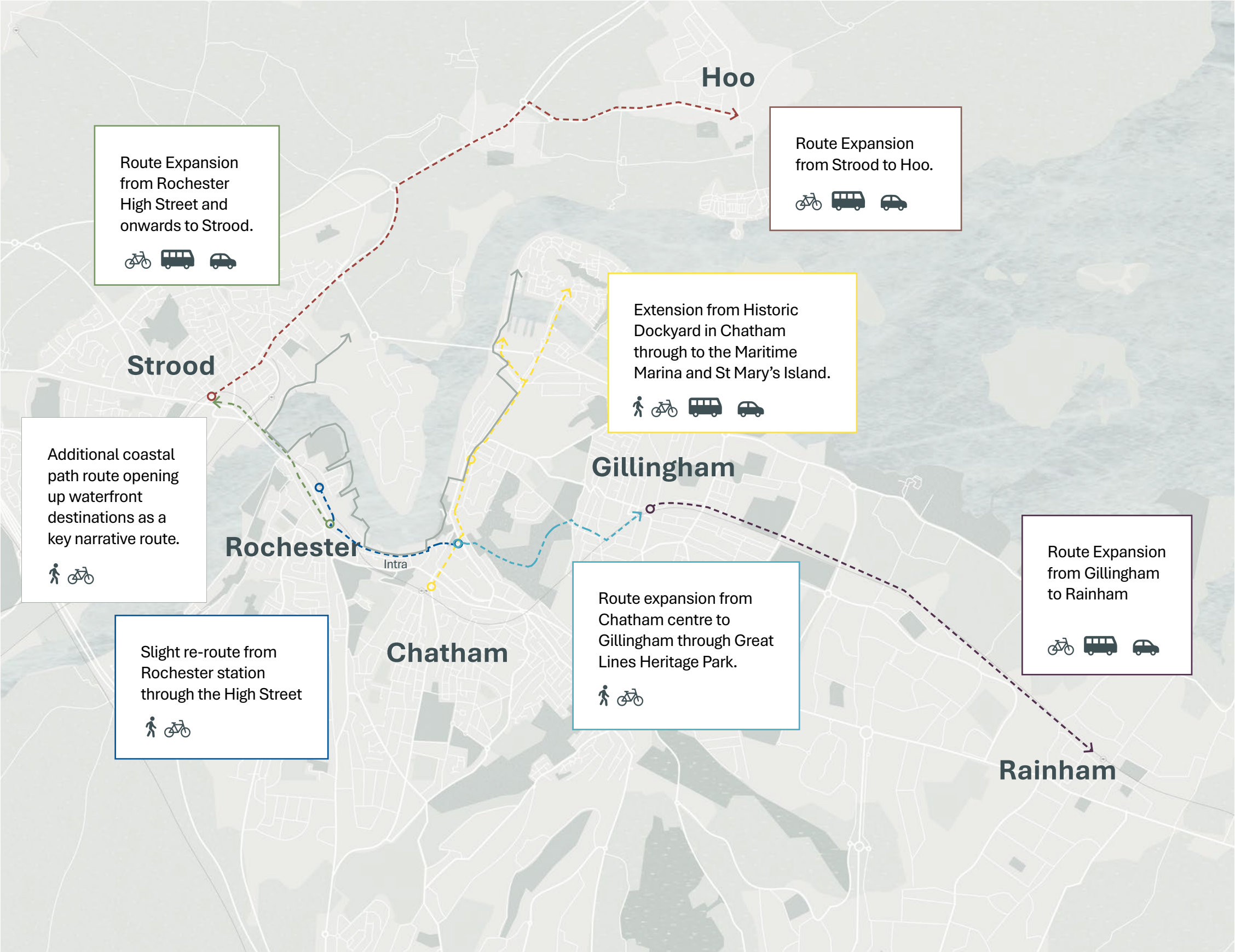


Diagram of proposed key routes and destinations

Two example routes

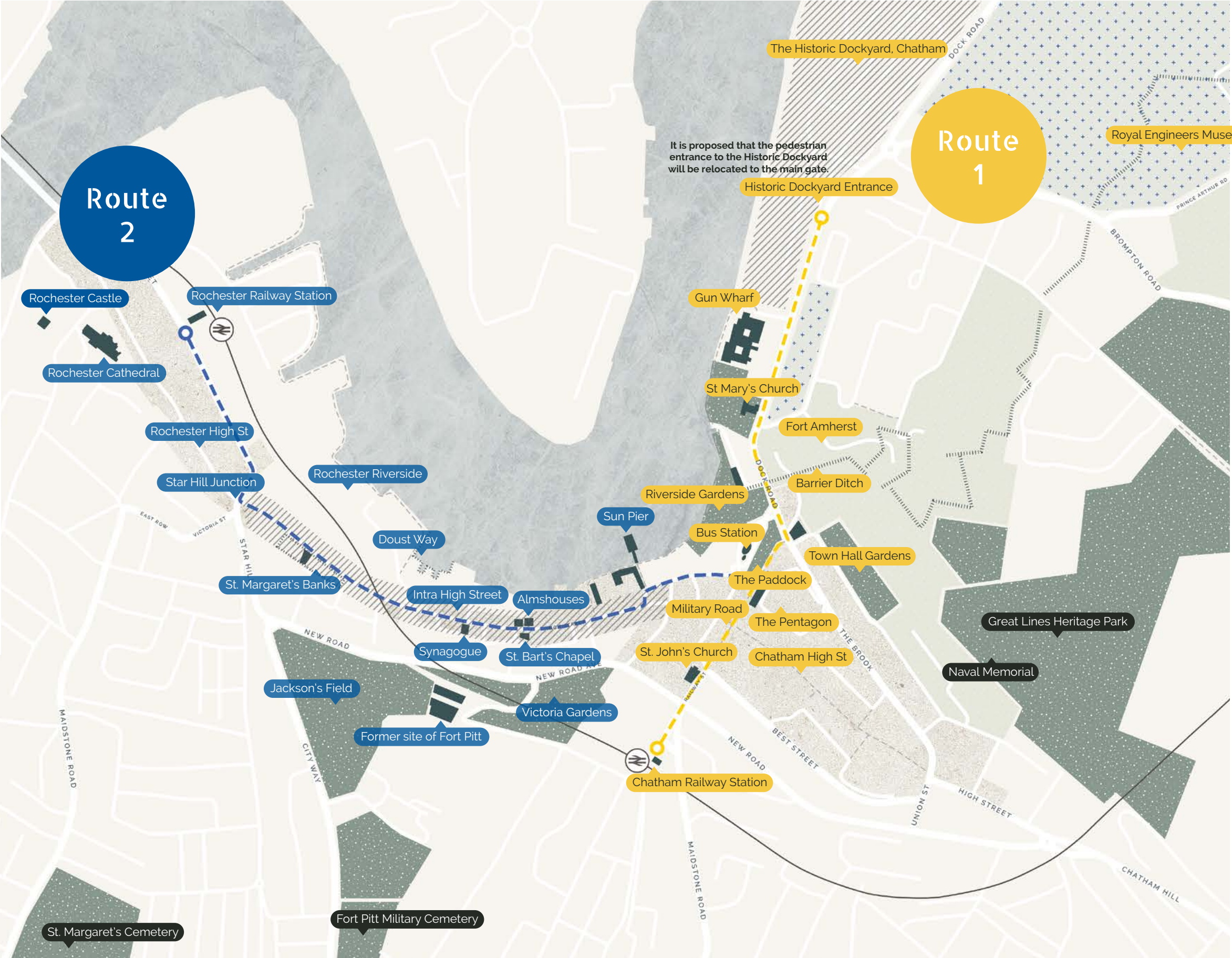
Two example routes have been studied in detail to help us to understand the distinct and different character of place across Medway.

These two identified routes pick up major landmarks from Chatham train station - a key point of arrival through to the **Historic Dockyard (route 1)**, and to **Rochester Station (route 2)**.

The routes both have an individual character to them - with the Dockyard route celebrating heritage and landmarks using directional and informative signage, whilst the Rochester route feels more organic, with intuitive signage formed of art, ghost signs and natural wayfinding.

It is important for us to understand the character of each of the six areas that we have looked at across Medway. The variety of wayfinding, storytelling and route making across these two sample routes is intended to help highlight a strategy for inspiration, purpose and precedent rather than to be prescriptive about outputs.

The Planning Document contains guidance for how to deliver these projects within the framework that we have created.



Two example character routes

Example Routes: Two distinct characters

Route 1

The character of route 1 has the feel of an established town centre for a significant part of the journey. There are directional signs, landmarks and clear destinations, helping to navigate from place to place. The way is directed, because of the nature of the streets and landmarks along the way, giving the route a civic feel.



The map shows a yellow dashed line route starting from Chatham Railway Station, passing through the town center, and ending at The Historic Dockyard. Key landmarks and destinations along the way include Gun Wharf, Fort Amherst, Riverside Gardens, Barrier Ditch, Town Hall Gardens, The Paddock, Military Road, The Pentagon, St. John's Church, Chatham High St, and Chatham Railway Station.

Significant landmarks and destinations to be reached by both foot and car

More formal wayfinding systems including monoliths and directionals

Town centre shops and offices demarcate the way naturally, aided by artworks in the flooring and sculpture at key corners

Key marker at Chatham station signifying arrival

Example character route from Chatham Railway Station to The Historic Dockyard

Route 2

Route 2 feels much less destination based than route 1, with a much more granular approach to wayfinding. The signage is much reduced, with only key directions pointed out. The route feels more handmade, creative and organic, with ghost signs littered throughout and an ambling nature to the high street, in contrast to the order of Chatham's primary route.



The map shows a blue dashed line route starting from Chatham town centre, passing through the high street, and ending at Rochester Railway Station. Key landmarks and destinations along the way include Rochester Castle, Rochester Cathedral, Rochester High St, Star Hill Junction, Rochester Riverside, Doust Way, Sun Pier, St. Margaret's Banks, Intra High Street, Almshouses, Synagogue, St. Bart's Chapel, Victoria Gardens, Jackson's Field, Former site of Fort Pitt, and Rochester Railway Station.

Ghost signs on gable ends

Moments of history to discover in shop windows

Painted building numbers

Creative interventions along the way in small public open spaces

Branded creative spaces to identify the main road

Example character route from Chatham town centre to Rochester Railway Station

EXAMPLE ROUTE 1 - Chatham to St Mary's Island Heritage and Storytelling

Chatham to St Mary's Island

Chatham presents a striking contrast, characterised by its industrial heritage and maritime legacy. The Historic Dockyard, expansive waterfront, brick warehouses, cranes and engineering structures provide a powerful visual language rooted in innovation and craftsmanship.

The regeneration of St. Mary's Island by Chatham Maritime Trust has introduced contemporary architecture alongside historic assets, creating opportunities to celebrate the dialogue between past and future. Public art can interpret themes of engineering, shipbuilding and global connections through sculptural installations and interactive interpretation.

Wayfinding should emphasise movement and discovery, helping people reconnect the town centre with its waterfront through clear pedestrian routes, bold graphics and materials that reference steel, dockyard engineering and maritime navigation.



Inset illustration of Chatham Centre

The walk from Chatham Station to St. Mary's Island via the Historic Dockyard provides the opportunity to tell Chatham's remarkable history and its strategic naval importance using landmarks and points of interest along the way.

Highlights include Military Road, where soldiers used parade, to the Waterloo Church of St John the Divine, and onto the site of original Elizabethan dockyard, Fort Amherst and the Lines located on the higher ground and highlighting the division between the domestic town centre and controlled militarised parts of the town.

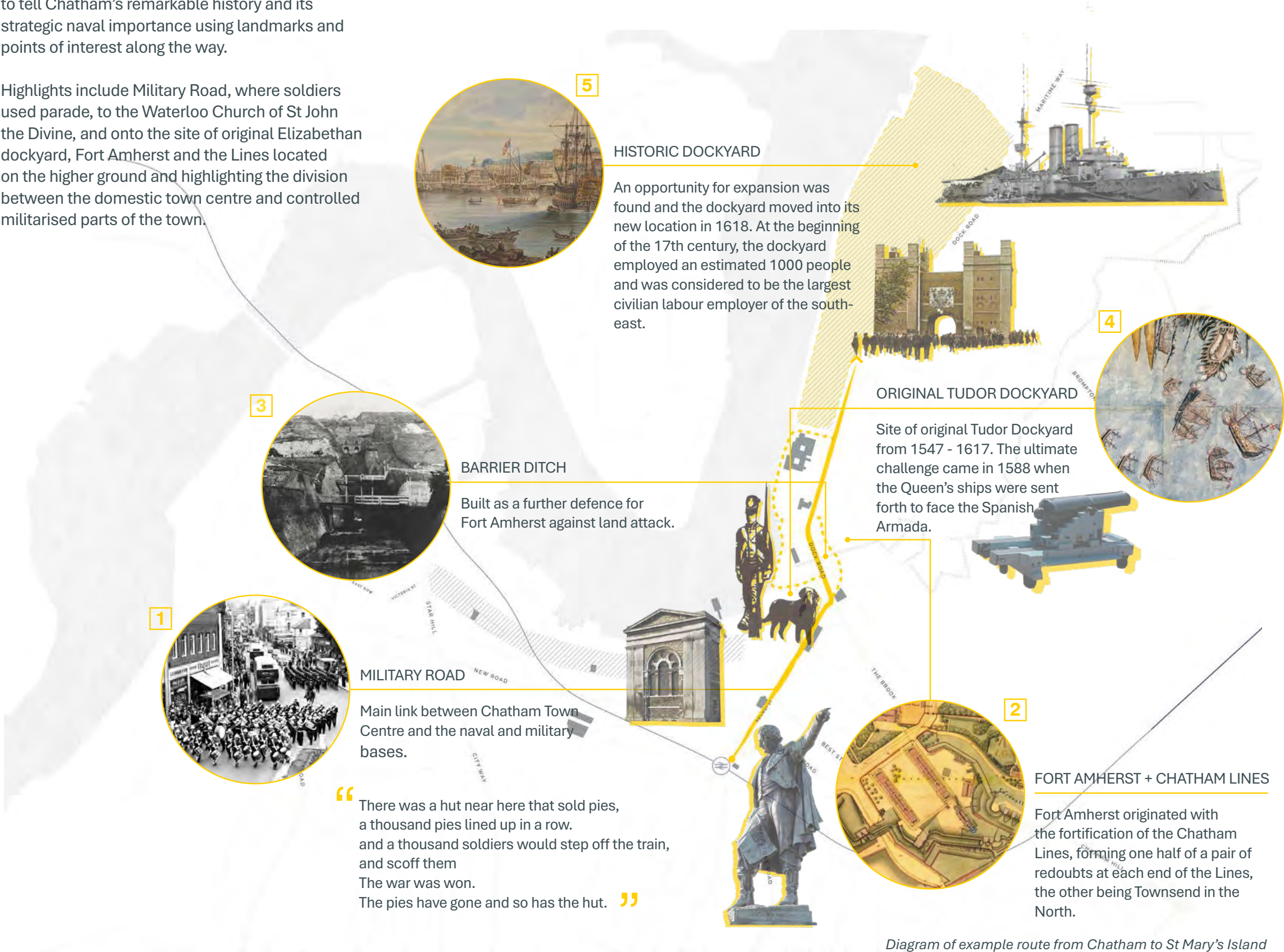


Diagram of example route from Chatham to St Mary's Island

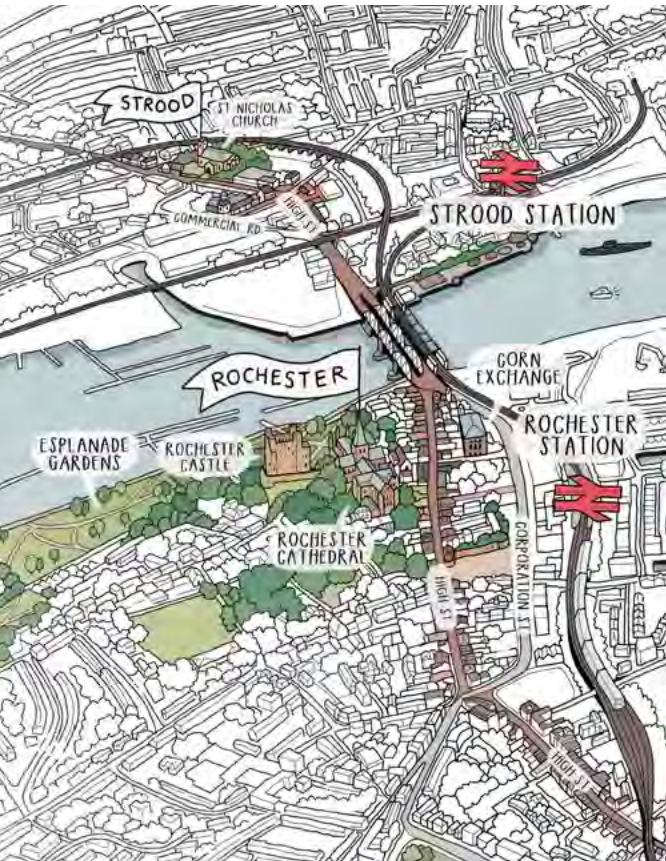
EXAMPLE ROUTE 2 - Intra to Rochester Heritage and Storytelling

Intra to Rochester

Rochester is defined by its exceptional historic character and richly layered townscape. The medieval street pattern, Norman castle and cathedral create an immediate sense of arrival, reinforced by narrow lanes, traditional shopfronts and intimate public spaces.

Its aesthetic is one of heritage, craftsmanship and storytelling, where architectural detail and literary connections combine to create a memorable visitor experience. Public art and interpretation should build upon Rochester’s identity as a place of stories, drawing inspiration from Charles Dickens, medieval history and the River Medway.

Wayfinding should be elegant and understated, using high-quality materials such as stone, bronze and timber to complement the historic environment, while encouraging exploration beyond the principal High Street to reveal hidden courtyards, viewpoints and cultural destinations.



Inset illustration of Rochester

Intra

Intra is remarkable because it gives an insight into the country’s domestic, naval and military history dating back to the Elizabethan period. Located adjacent to the River Medway and across the water from the Dockyard. Its prosperity was tied to the dockyard – providing accommodation, supplies and entertainment for the workers, sailors and soldiers.

‘It is situated close to the bank of the Medway for about half a mile. It is like most sea ports, a long, narrow, disagreeable, ill-built town, the houses in general occupied by those trades adapted to the commerce of the shipping and seafaring persons, the Victualling-office, and the two breweries, and one or two more houses, being the only tolerable built houses in it.’

Edward Hasted, ‘Parishes: Chatham’, in *The History and Topographical Survey of the County of Kent: Volume 4* (Canterbury, 1798)

ST. MARGARET’S BANKS

Historically, grander houses were located on the elevated land of St. Margaret’s Banks, enjoying relief from the flood plain and clear views over the River Medway.

FORT PITT

The fort was established in 1780 and constructed in the form of a pentagon. Later, the site became an important military hospital, and in the current day accommodates the University for the Creative Arts (Kent campus).

FORMER VICTUALLING OFFICE

Serving the warships based at Chatham, the Admiralty Victualling Office consisted of a bake house, slaughter house, curing houses, cooperage, storehouses and wharf.

ROCHESTER CASTLE

The castle was originally built around 1127 by William of Corbeil, Archbishop of Canterbury, and functioned as a fortress until the 16th century.

SUN PIER

Construction was completed on the pier in 1886, which functioned as a key tourism and leisure destination. In 1972 the original canopy was destroyed in a fire.

FORMER DOUST WAY SHIP YARD

This site housed Doust and Co. Marine Engineers, and was historically used for the construction of barges as well as warships.

EMPIRE THEATRE

Former site of the Empire Theatre, on which now stands Anchorage House.

ALMSHOUSES

Built by Sir John Hawkins in 1790, the almshouses were intended for use by mariners and shipwrights. The site was also used as a leper hospital.

Diagram of example route from Intra to Rochester

Chatham to Gillingham Heritage and Storytelling

Chatham to Gillingham

Gillingham possesses a more everyday urban character that reflects its Victorian growth, diverse communities and strong civic identity.

While less defined by landmark heritage, its character is found in the rhythm of traditional shopping streets, community institutions, parks and sporting culture. Its aesthetic is authentic and evolving, shaped by the people who live and work there.

Public art offers an opportunity to celebrate local stories, cultural diversity and creativity, transforming overlooked spaces into memorable destinations.

Community-led commissions, murals and installations could reinforce neighbourhood identity and encourage civic pride, including Gillingham Square - an opportunity for narrative transformation.

Wayfinding should prioritise accessibility, connecting the town centre with key destinations including Medway Park, Priestfield Stadium, the universities and surrounding residential neighbourhoods through welcoming, inclusive and easy-to-understand signage.



Inset illustration of Chatham

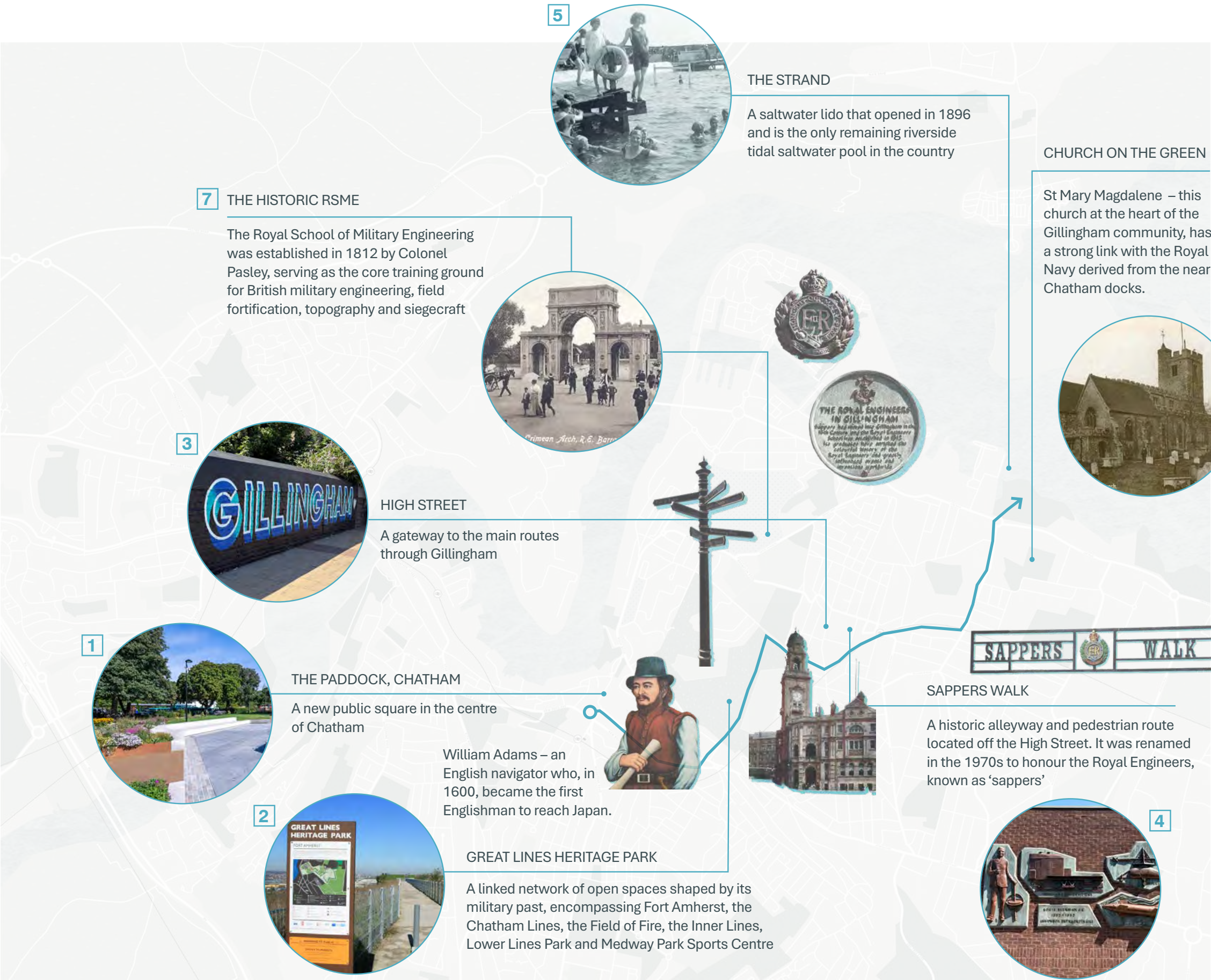


Diagram of example route from Chatham to Gillingham

Rochester to Strood Heritage and Storytelling

Rochester to Strood

Strood is characterised by transition and movement. As the western gateway to Medway, its identity is shaped by the River Medway, transport infrastructure and views towards Rochester’s historic skyline.

While parts of the town are undergoing regeneration, there remains an opportunity to strengthen its visual coherence and establish a stronger sense of arrival. Public art could celebrate the town’s role as a place of crossing and connection, interpreting themes of bridges, rivers and journeys.

Wayfinding should reinforce Strood’s position as both a destination and a gateway, improving pedestrian connections to Rochester, the riverside and nearby neighbourhoods through a family of landmarks, signage and interpretation that create confidence and encourage exploration.



Inset illustration of Strood

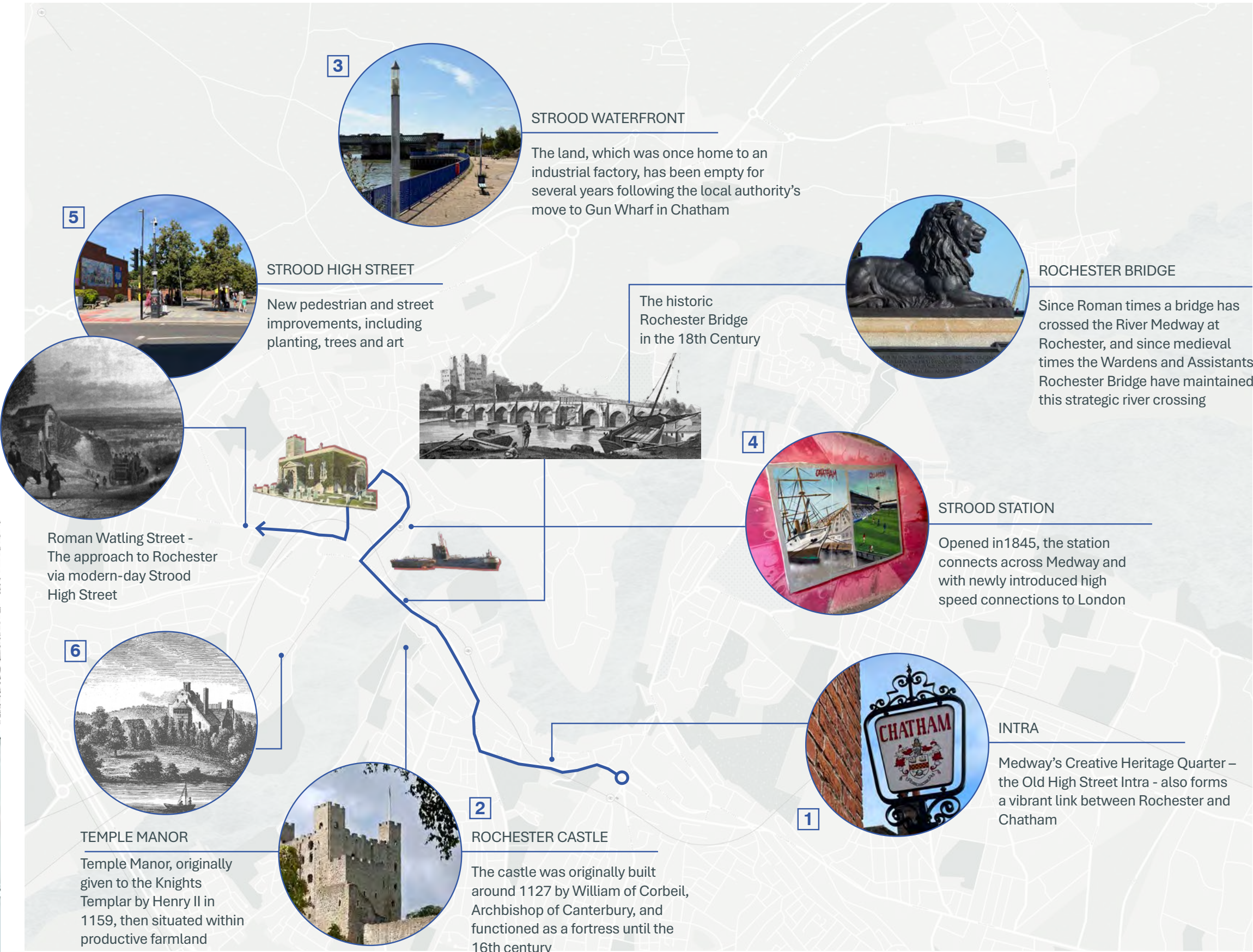


Diagram of example route from Rochester to Strood

Gillingham to Rainham Heritage and Storytelling

Gillingham to Rainham

Rainham is distinguished by its relationship with landscape and nature. Retaining the character of a historic village within a larger urban area, its tree-lined streets, conservation areas and proximity to the marshes create a softer, greener identity than the western Medway towns.

The aesthetic is defined by open spaces, traditional buildings and ecological richness. Interpretation and public art should celebrate biodiversity, local wildlife and the unique ecology of the Medway Estuary, encouraging residents and visitors to engage with the surrounding natural environment.

Wayfinding can incorporate natural materials, subtle colours and ecological themes, strengthening connections between the High Street, Riverside Country Park, the Saxon Shore Way and surrounding green infrastructure.



Inset illustration of Gillingham

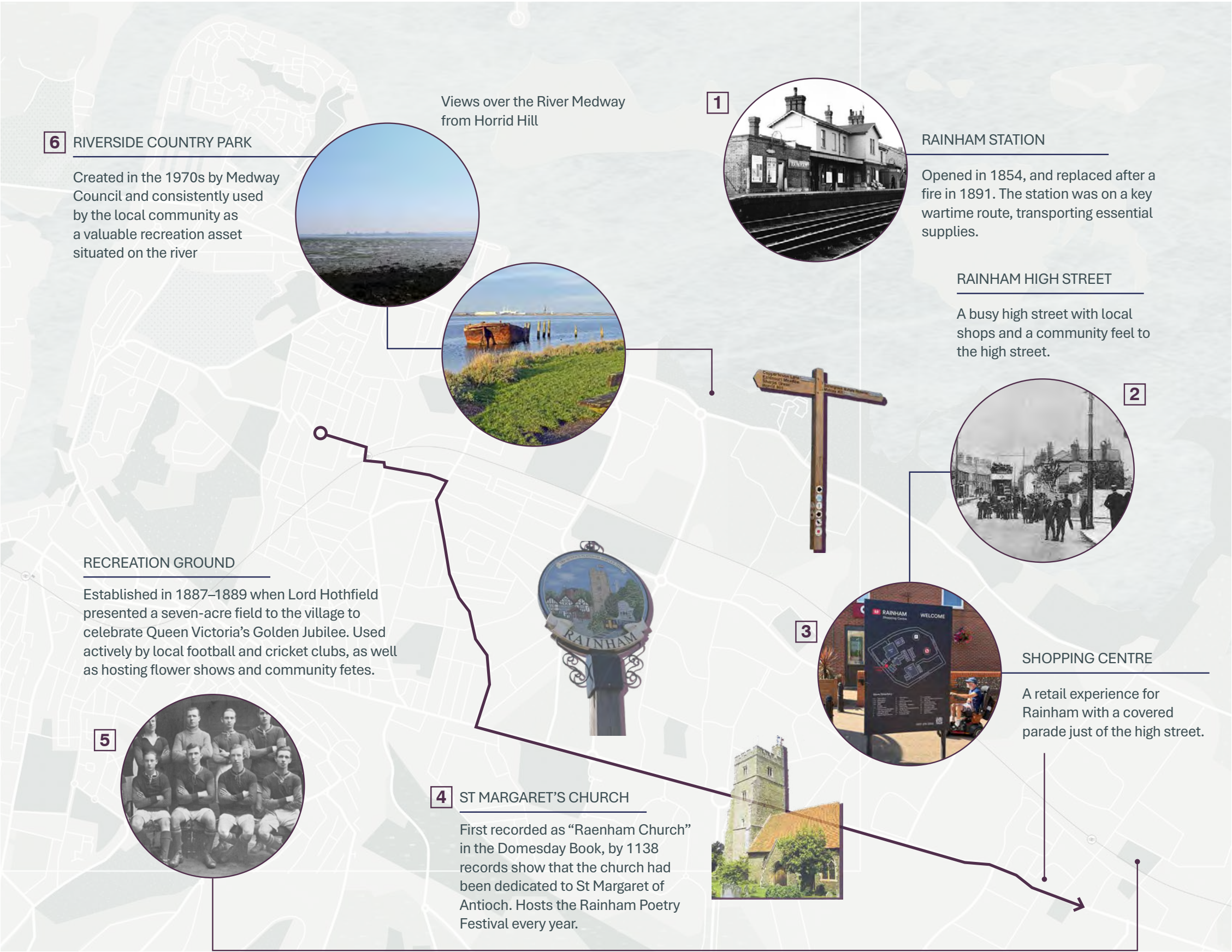


Diagram of example route from Gillingham to Rainham

Strood to Hoo Heritage and Storytelling

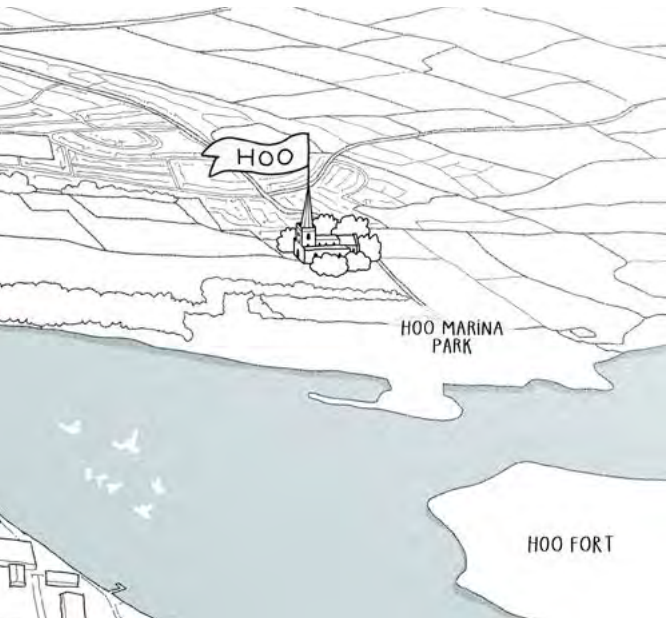
Strood to Hoo

Hoo has a strong rural and village character, offering a distinctive contrast to Medway’s larger urban centres. At the heart of the Hoo Peninsula, it has evolved from a historic agricultural settlement into a growing community, while retaining a sense of local identity rooted in its village streets, historic buildings and surrounding open landscape.

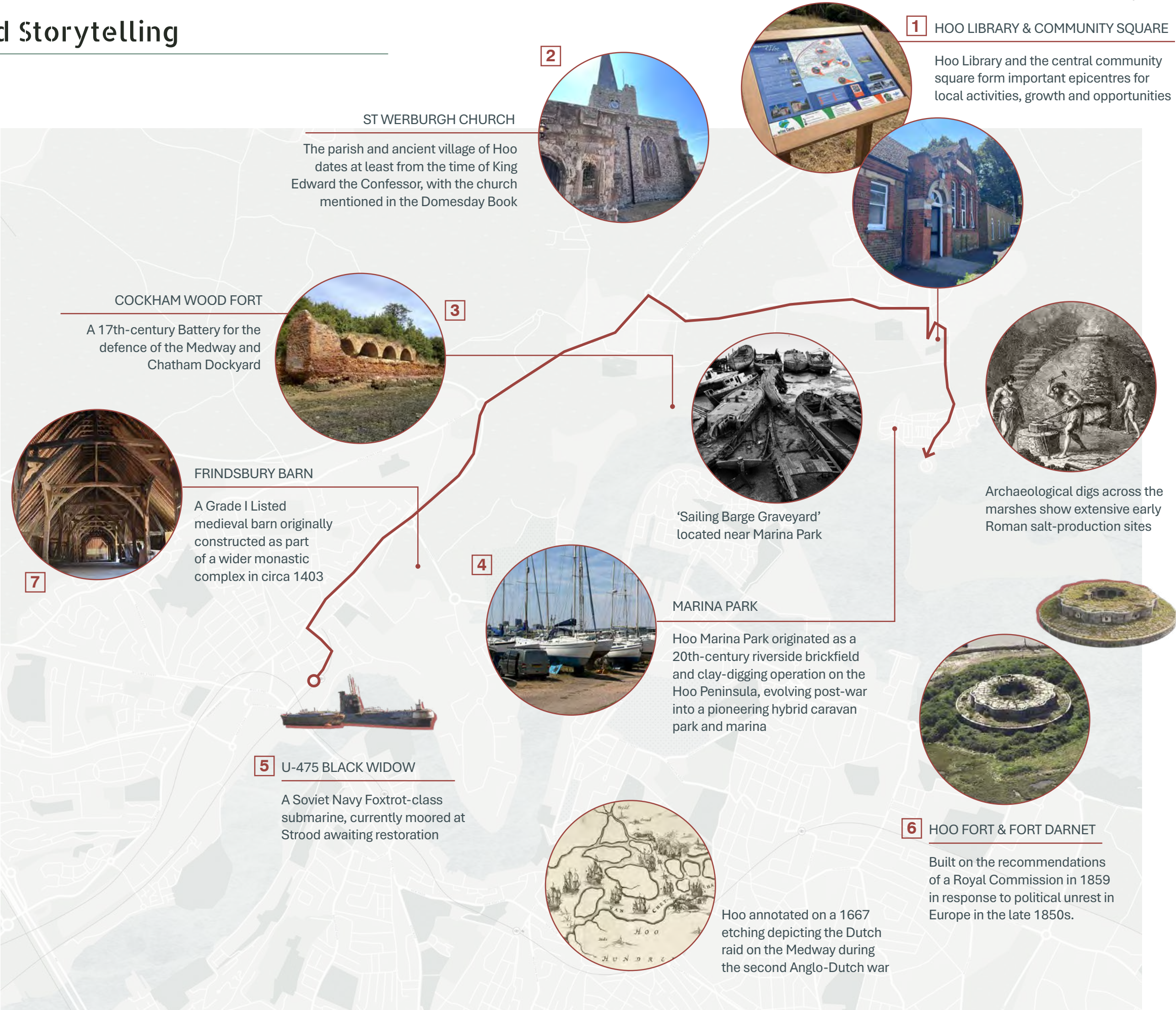
The wider peninsula is characterised by expansive farmland, drainage ditches, marshes and estuarine views, creating a strong relationship between settlement and countryside. Hoo’s character is also shaped by its proximity to the River Medway and the Thames Estuary, with a landscape that reflects its agricultural, maritime and industrial heritage.

The village centre provides a focus for community life, with local shops, services, schools and community facilities contributing to its identity as a neighbourhood hub for the wider peninsula.

For art and wayfinding, Hoo offers opportunities to draw on the distinctive landscape, wildlife, agricultural traditions and maritime history of the peninsula. Strengthening walking and cycling connections would also help Hoo feel more connected, while reinforcing its identity as a distinctive rural gateway within the wider Medway landscape.



Inset illustration of Hoo



1 HOO LIBRARY & COMMUNITY SQUARE

Hoo Library and the central community square form important epicentres for local activities, growth and opportunities



2 ST WERBURGH CHURCH

The parish and ancient village of Hoo dates at least from the time of King Edward the Confessor, with the church mentioned in the Domesday Book



Archaeological digs across the marshes show extensive early Roman salt-production sites



'Sailing Barge Graveyard' located near Marina Park



4 MARINA PARK

Hoo Marina Park originated as a 20th-century riverside brickfield and clay-digging operation on the Hoo Peninsula, evolving post-war into a pioneering hybrid caravan park and marina



5 U-475 BLACK WIDOW

A Soviet Navy Foxtrot-class submarine, currently moored at Strood awaiting restoration



Hoo annotated on a 1667 etching depicting the Dutch raid on the Medway during the second Anglo-Dutch war



6 HOO FORT & FORT DARNET

Built on the recommendations of a Royal Commission in 1859 in response to political unrest in Europe in the late 1850s.



Diagram of example route from Strood to Hoo

3. Concepts & Ideas

Concepts & Ideas

The mapping audit (refer to Appendix) shows different levels of interventions could be applied for creating an improved and consistent set of signage for both example routes.

There are some significant gaps in Example Route 1 from the Chatham Station to St. Mary’s Island, given the stepping stone nature of the signage which essentially sends you from point to point. At various points along the route, there are gaps where additional signage or interpretation would benefit the user, either with additional directional markers or the reinforcement of messaging.

Example Route 2 by nature, is a more organic and granular narration, but this could be supplemented with some directional signage (of which there is very little currently). A level of quality in the interpretation here would also benefit additional signage to give it a level of consistency and ownership.

A base level of improvements across both routes would address the reinforcement of identity and fill in any missing gaps in the narration. This has been identified in a starting proposition which will help to consolidate and create consistency across the journeys.

Additional opportunities have been identified that could add additional levels of interest to the signage and we have categorised these in different options, and level of intervention.

Creative solutions

A Yellow Thread

Originally, the yellow threads were used in naval rope and their colour indicated the roperyard in which they were made. The Historic Dockyard Chatham rope used a yellow thread, distinguishing it from other dockyards.

The rope was originally an expensive commodity, so when it was stolen and traded, the origins of each rope could be traced back, much like watermarking documents or bank notes.

The yellow thread theme should run through our wayfinding system, consolidating the different elements and helping to give cohesion to the system.

Different colours could be deployed for different areas across Medway representing consistency whilst also celebrating diversity across the region.



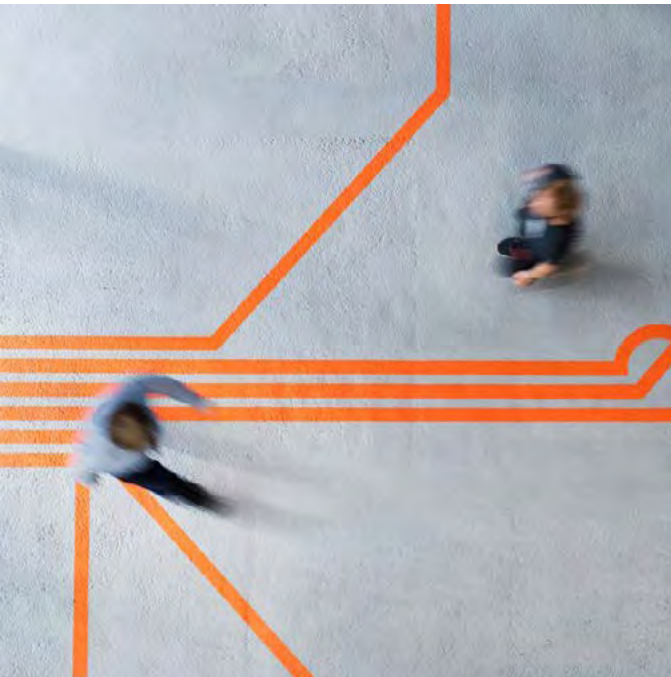
Aspirational precedent imagery showing a variety of creative wayfinding interventions

The Threads of Medway

In its most literal form, the thread idea could translate into physical objects within the public realm - not just signage.

We could almost create a single coloured thread running through Chatham along the routes, guiding pedestrians from landmark to landmark.

Simplistically, this could be a painted line to follow, or a series of graphics applied at short intermissions to work like stepping stones across the town. This could also be used as a graphic language, with a focus on key landmarks or places to discover.



Digital Stories

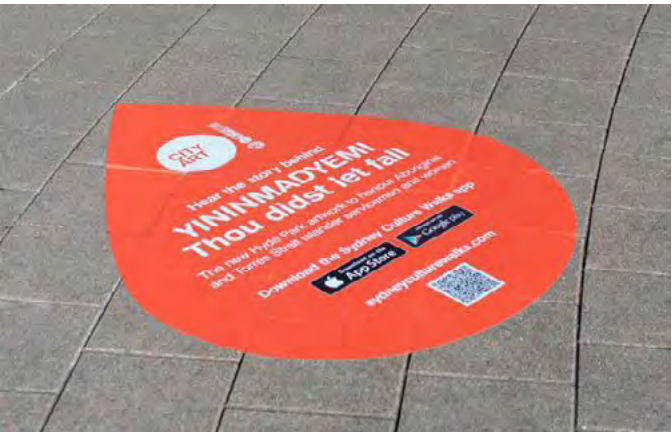
The opportunity of refreshing the existing wayfinding enables us to look to the future and include digital capacity within the updated signage.

The inclusion of QR codes, enables us to direct users to additional information along the routes - and allows us to keep updating digital information for repeat engagement.

QR codes are common practice in the public realm now, so different creative ways to incorporate them, and any information they hold should be considered.



Examples of digital integration in the public realm



smart destination – user centred placemaking

How do you provide your visitors with a truly bespoke experience? How do you promote key attractions while communicating the hidden and unique gems that set you apart from others? Do you have full control of the information that is shared and can you provide integrated links to RFT and sustainable walking, cycling, heritage & interpretive routes? Smart Destination Placemaking achieves the latest digital technologies to complement traditional signage provision and create powerful, seamless promotional information provision activated across web, mobile and on-street platforms. We create bespoke digital reader maps designed to enhance the destination brand and raise attention to key attractions, amenities and community services. Map content can be easily and quickly updated ensuring map accuracy and continued relevance to client / user's needs. Access to live digital map to straightforward with free streamed data to any internet connected device including mobile phones. In Dorchester we delivered an on-street pedestrian scheme enhanced with a consistent digital map. RFT bus stop data is integrated into the digital map and supplemented with route promotion of the Lulworth/Dorchester Guided Busway, seasonal cycle routes to Lulworth and Dorchester. Diggers are featured to promote both cycle steering and Lulworth cycling skills. Key interactive features include map zoom, map rotation, current user location display and promotional pop-up windows with onward web links are all provided.

The Dorchester wayfinding scheme forms part of a multi-million pound investment in Dorchester High Street. The signage is one of the few aspects of the scheme where Central Bedfordshire



Medway Trails

By including QR codes across all outputs, we can add additional information to our creative routes.

The refreshed website visitmedway.org contains new information about the routes that we have featured in the Planning Document, highlighting both active walking routes, key destinations along the way, important accessibility information, heritage and creative narratives to enhance the user journey and real time event promotions so that users know what is going on in Medway.

This information should all be accessed by scanning the QR codes found on new interpretive information panels to be found across Medway. QR codes should be installed on new wayfinding, public art and heritage locations to direct users to visitmedway.org for more information and navigateable routes across the region.

What are you looking for?

Accessibility Categories

Let us know what accessibility services you require so that the results meet your needs.

- ☐ Additional detailed accessibility information
- ☐ Assistive listening system
- ☐ Designated accessible parking
- ☐ Designated quiet times, during which noise levels are reduced to meet the needs of people with sensory sensitivities e.g. autistic visitors, are available.
- ☐ Dietary requirements catered for
- ☐ Disability awareness / equality training
- ☐ Facilities for assistance dogs
- ☐ Firm surface info and around site
- ☐ Map / floorplan showing accessibility facilities
- ☐ Parking within 50 metres of entrance
- ☐ Seating of regular intervals
- ☐ Single-level
- ☐ Site is level with no steep slopes
- ☐ Step-free access to all or most areas
- ☐ Step-free entrance
- ☐ Wheelchair-accessible toilet in public areas

Family 5K Race

Date: 29th Aug – 29th Aug 2026

Run wild for wildlife at Run Africa Alive 5K proudly sponsored by Everywhen Insurance – a truly unforgettable race experience set in the heart of Africa Alive.

[Find out more +](#)

Attractions Ipswich Town Football Club Stadium Tours

Go behind the scenes at Portman Road Stadium, see areas usually off limits to the public and get ready for an unforgettable, immersive, behind the scenes experience

[Find out more +](#)

Attractions Africa Alive

Suffolk's Wildest Day Out!

[Find out more +](#)

visitmedway.org

More to Medway



Title of work
Artist Name

Brief Description. Tur, velitaquas raecto quiaundunt lam ideo. Nam alitem dolorer upat. Rem dollescient ea solut ut re, santisc iplendi oresto volorem olorum Uptius duntotas endi nobis ma vercimu santiam dicatiam remam fugia dolo magnatiae deriber roratur.

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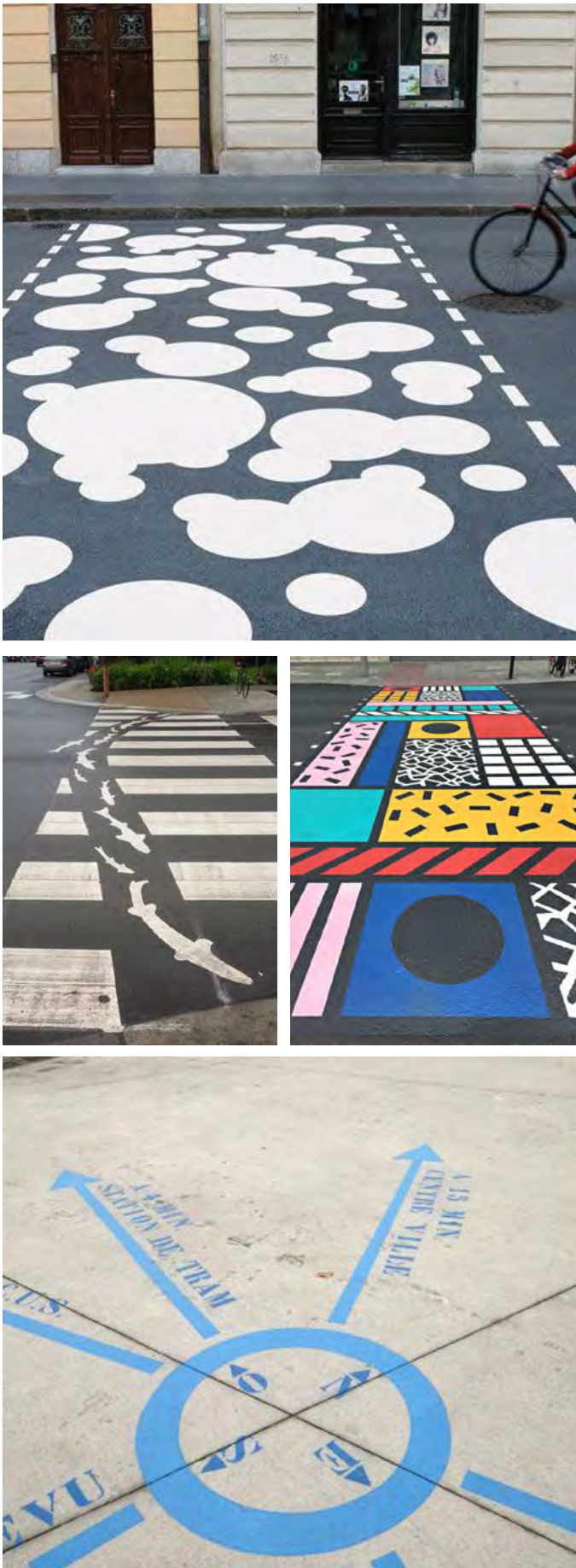
Graphic Stories

We could narrate the way using graphic elements in the public realm, applied to pedestrian crossings, signage, interpretative route markers and public realm elements along the way.

There are opportunities within the routes for creative interventions to help reinforce the Medway brand, through pattern and mark making, and potential collaborations with local artists to create stand alone pieces.

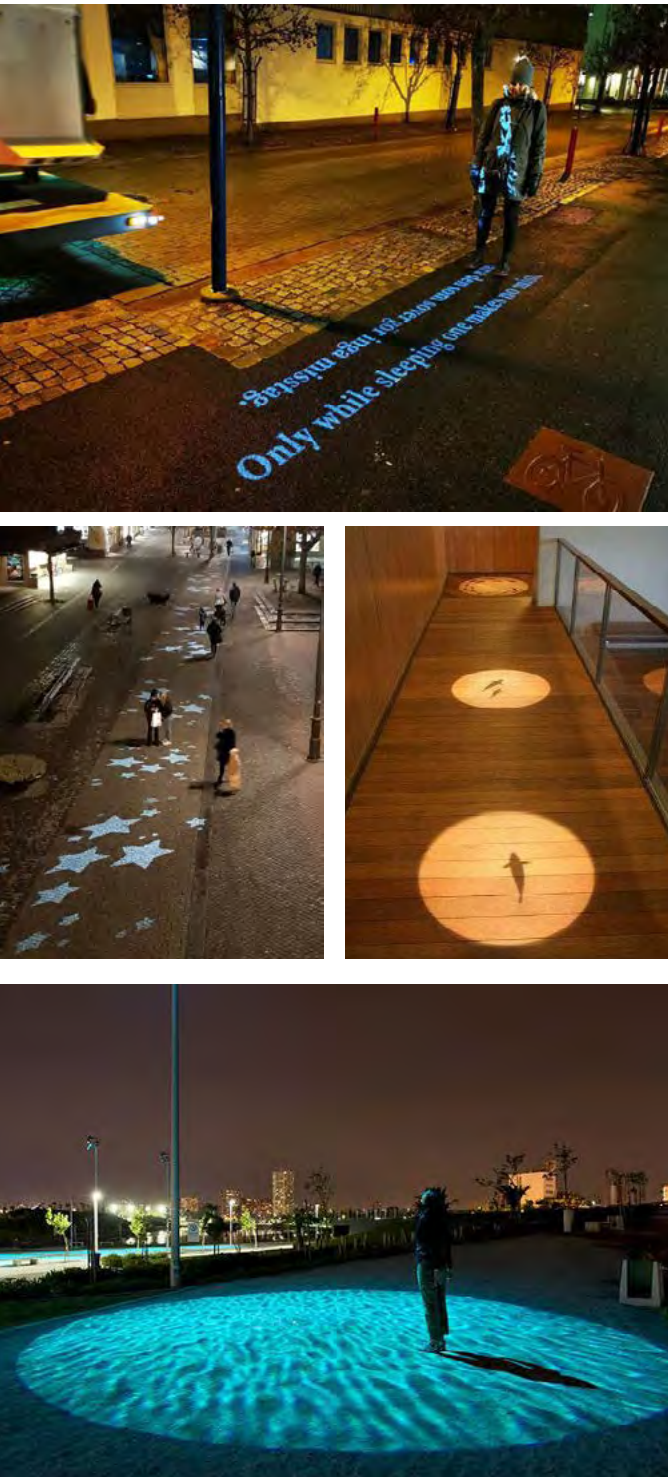


Example of creative graphic flooring interventions

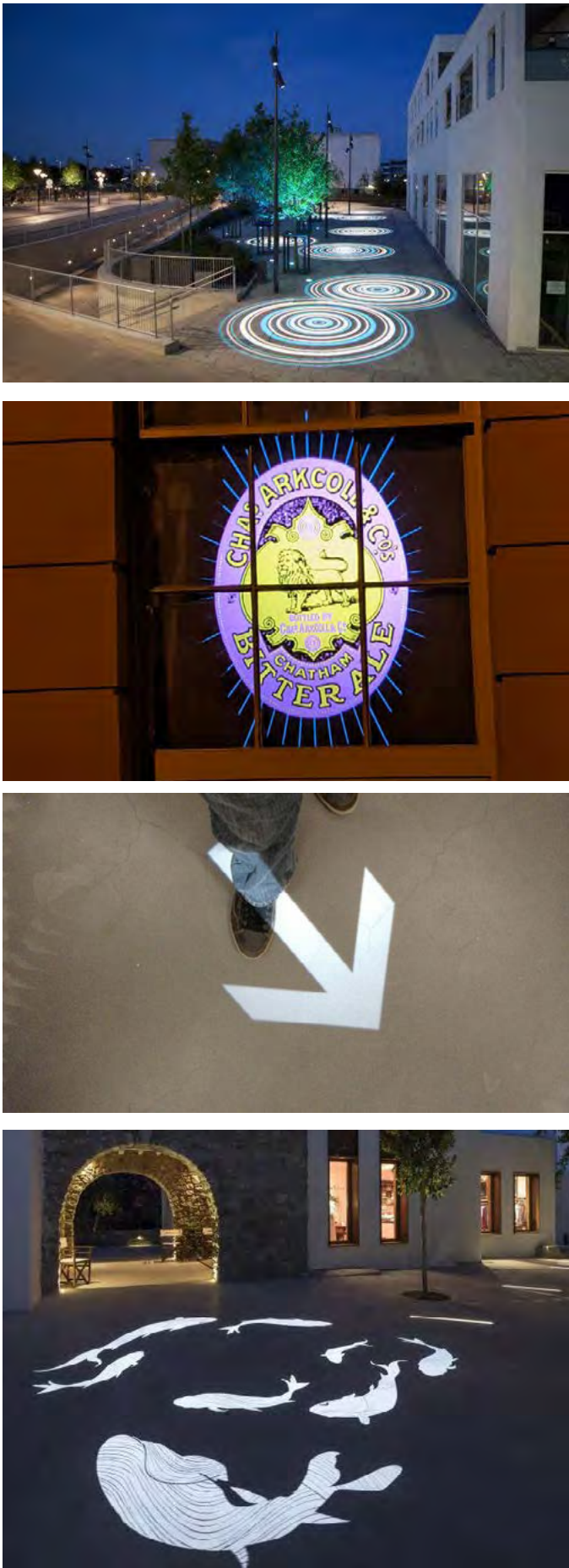


Lighting

Different types of lighting opportunities exist across both routes - through the use of Gobo lights in public spaces, building projections or utilising existing identified windows in retail spaces.



Example of creative lighting interventions



Accessibility and Inclusion

Accessibility and inclusion is fundamental to ensuring that everyone can navigate, understand and enjoy Medway’s towns, heritage and public spaces with confidence, independence and dignity.

A successful wayfinding system should not simply direct people from one destination to another; it should remove barriers, create welcoming environments and support a diverse range of users, including disabled people, older people, children, visitors unfamiliar with the area and those whose first language is not English.

A key objective of the strategy is to establish a unified set of accessible design standards that apply consistently across all wayfinding and interpretation. This will create a coherent and predictable experience throughout Medway, allowing users to recognise and understand signage regardless of which of the five towns they are visiting. Consistency in typography, symbols, colour palettes, materials and information hierarchy will improve legibility while reinforcing Medway’s overall identity.

The strategy should place particular emphasis on cognitive accessibility, ensuring that navigation is intuitive and easy to understand. Routes should follow simple, logical movement patterns with clear decision points, minimal information overload and consistent terminology throughout the network.

Signage should help users build confidence in their journey by confirming they are on the correct route, clearly identifying destinations and providing reassurance at key intersections. Information should be prioritised according to user needs, using plain English, internationally recognised pictograms and logical destination grouping.

Strong visual contrast standards should be applied to all signage to maximise readability for people with visual impairments and in varying lighting conditions. Text, symbols and mapping should achieve appropriate colour contrast ratios, while fonts should be clear, uncluttered and appropriately

scaled for viewing distance. Materials and finishes should minimise glare and reflections, ensuring information remains legible throughout the day and across different weather conditions.

The physical placement of signage should also follow consistent positioning and mounting heights across the entire network. Predictable sign locations make navigation easier for all users, particularly those with visual impairments, mobility requirements or cognitive differences. Signage should remain within comfortable viewing zones, avoid creating obstacles within pedestrian routes and integrate sensitively with the surrounding public realm to minimise clutter while maintaining visibility.

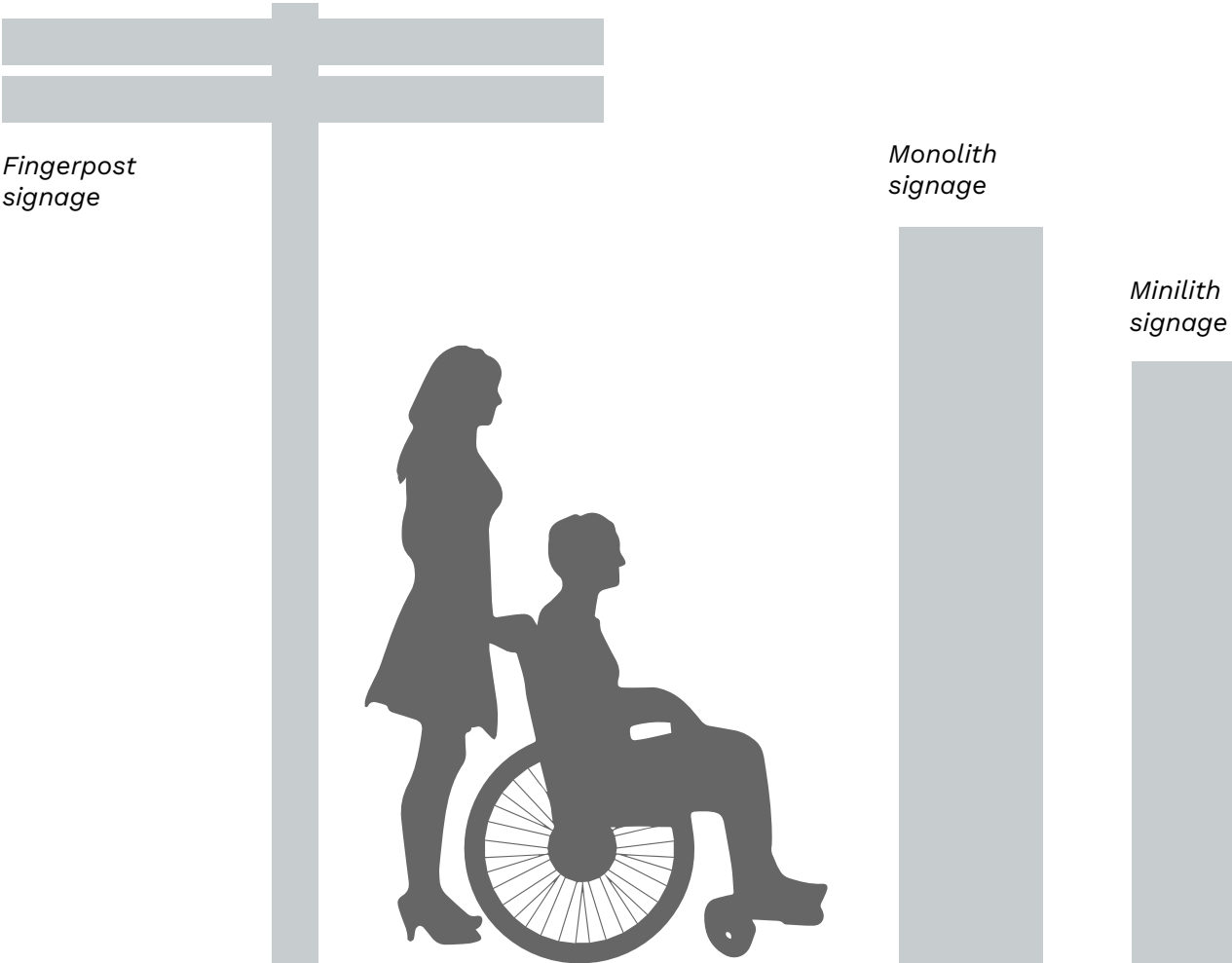
The strategy should also establish inclusive mapping standards that make orientation straightforward for the widest possible audience. Maps should use a consistent graphic language throughout Medway, adopting heads-up orientation so they align with the user’s direction of travel.

Key destinations should be shown alongside estimated walking and cycling times rather than distance alone, while accessible routes, step-free connections, gradients, public toilets, seating, transport interchanges and other essential facilities should be clearly identified. Digital accessibility should complement physical signage through QR codes linking to accessible online mapping, audio guidance and additional interpretation where appropriate.

Heritage interpretation should be equally inclusive, providing multiple ways for people to engage with Medway’s stories through tactile features, audio content, British Sign Language (BSL) videos, easy-read summaries and multilingual interpretation where appropriate.

Public art and storytelling should celebrate the diversity of Medway’s communities alongside its internationally significant maritime, military and cultural heritage.

The strategy should align with recognised best practice, including the Equality Act 2010, BS 8300:2018 Design of an Accessible and Inclusive Built Environment, the Department for Transport’s Inclusive Mobility guidance, and relevant guidance from Historic England and the Design Council. By embedding accessibility into every aspect of the wayfinding system, from strategic planning through to detailed design, Medway can create an inclusive network that is easy to understand, welcoming to all and capable of supporting healthier, more connected and more confident journeys across the five towns.



4. Proposals

Suggestions for change

Our findings have led to a series of recommendations. These are further set out in the Planning Documentation and include:

- Removal, repair and refreshing existing signage where required
- Installing additional finger posts and monoliths to complete the routes
- Developing a new visual identity to help hang all the signage together
- Introducing different levels of interactive elements that complement the routes.

The following pages show how these proposals might work.

Base level of improvements

From the signage audit in the 2 example areas, (see Appendix) we can create a map of opportunities to show the importance of directional and navigational signage as opposed to other types of signage.

These are the key markers directing people from one point to the next using monoliths or directional finger posts.

From the audit, we conclude that as a base level of improvement, we propose to add a monolith to Route 1 - at the train station.

Additionally for route 1, we propose three directional finger posts - one at Fort Amherst directing to the Historical Dockyard and back to the town centre, one at the bus station and an additional finger post on Dock Road, near to the Medway Council office.

For route 2, a new finger post directional could be installed - one near Rochester High street (Rochester end) and an additional monolith at the start of the High Street in Chatham.

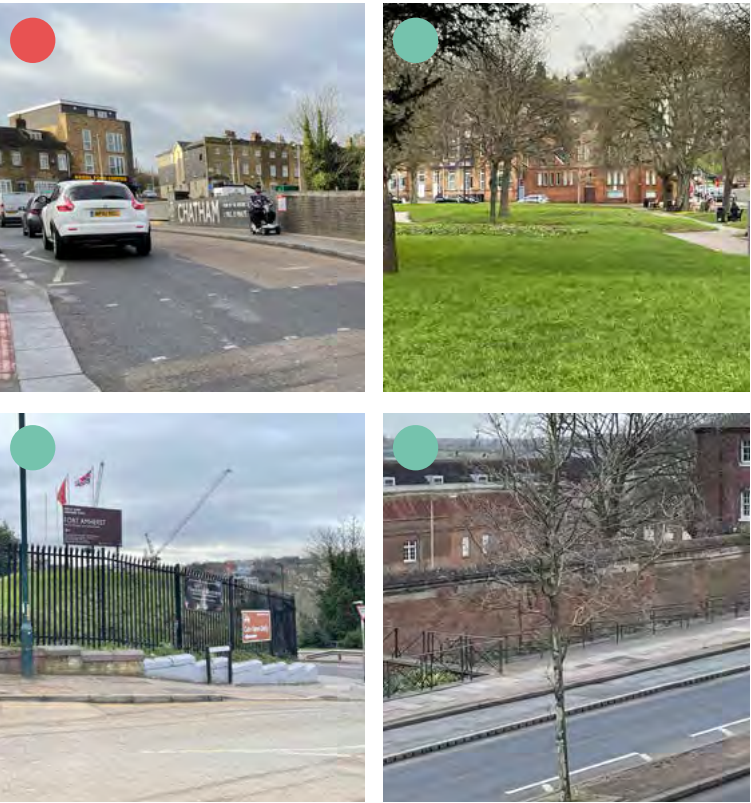
We would recommend an upgrade of all standard existing signs to include updated mapping, new developments and a QR code digital facility.

The quality of existing monoliths and finger posts should assessed, as some are damaged, some have been vandalised and there is a general cleaning and maintenance required across the board.

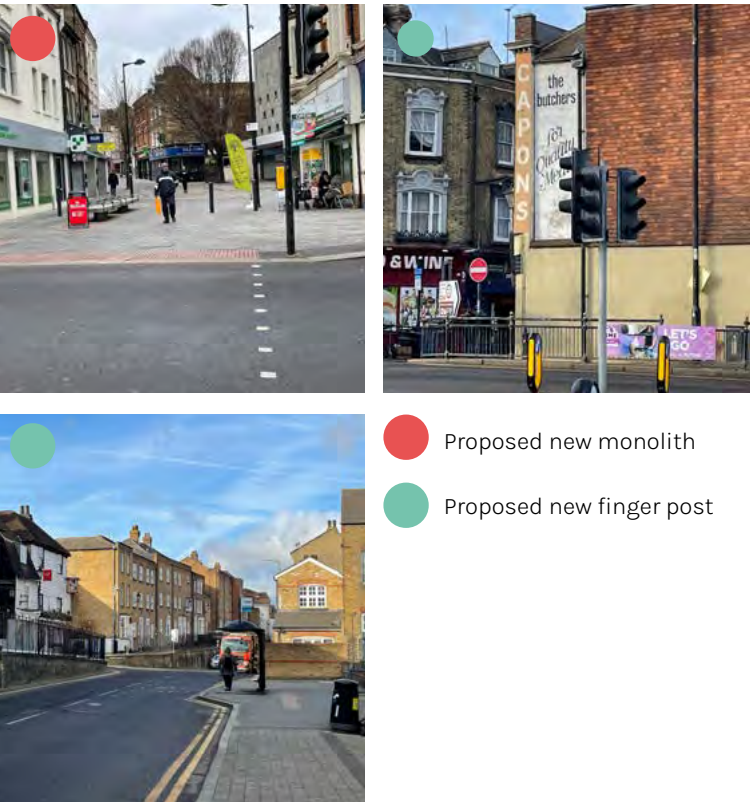
We would recommend this as the base layer of intervention required to create a consistent level of mapping for both routes.

We have outlined additional opportunities where we could upgrade the existing signage offer through additional creative expression or by adding additional information.

EXAMPLE ROUTE 1 OPPORTUNITIES



ROUTE 2 OPPORTUNITIES



- Proposed new monolith
- Proposed new finger post



Diagram of opportunities along routes 1 and 2

- Existing directional signs
- Proposed new monolith
- Existing information directional
- Proposed new finger post

Additional opportunities in paving, gable end walls, at pedestrian crossings and within the public realm.



Example Route 1 - Intervention Points



Diagram of example interventions along route 1



1. Opportunity to utilise the station platform advertising and poster sites within the station



2. Painted wall site opposite the station



3. Brand additions to finger posts enhancing the route



4. New cartography to monolith's, repaired and with brand additions



5. Integrated identity at The Paddock



6. Pedestrian crossings at the bus station



7. Wall graphic opportunities along the Dock Road



8. Wall graphic opportunities along the A231



9. Physical or playable elements in the approach to the Dockyard.

The Threads of Medway

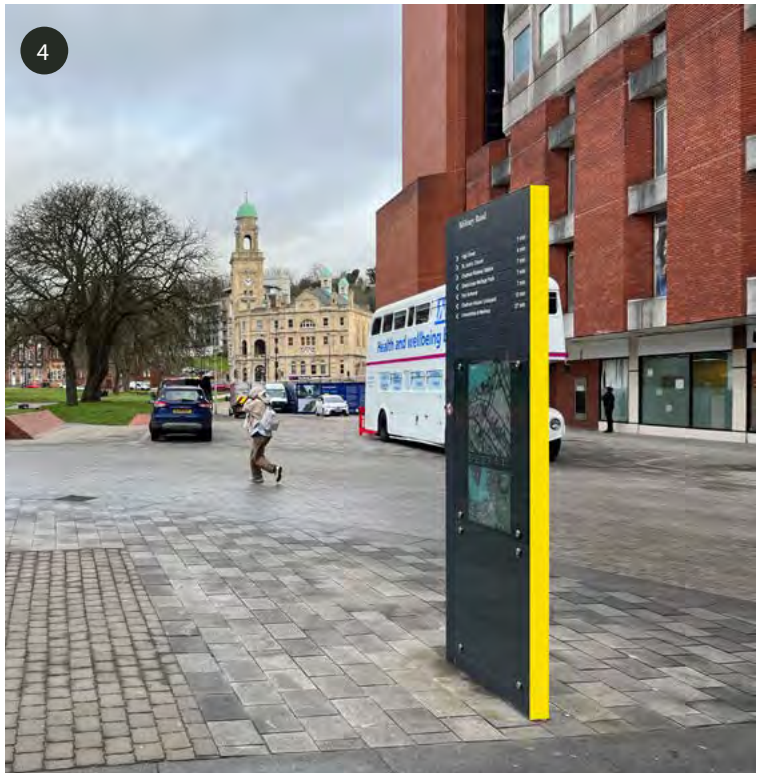
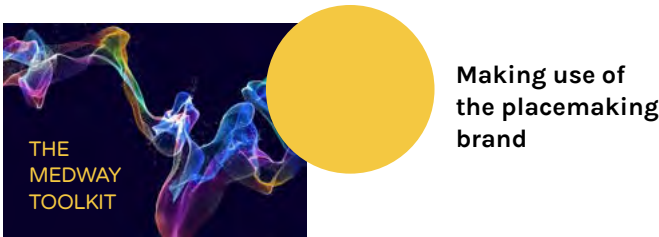
A narrative thread

We love the idea of the coloured thread running through the nautical rope.

Originally, the yellow threads were used in naval rope and their colour indicated the roperyard in which they were made. Royal Dockyard Chatham rope used a yellow thread, distinguishing it from other local dockyards.

The rope was originally an expensive commodity, so when it was stolen and traded, the origins of each rope could be traced back, much like watermarking documents or bank notes.

The threads theme could run through our wayfinding system, consolidating the different elements and helping to give cohesion to the system.

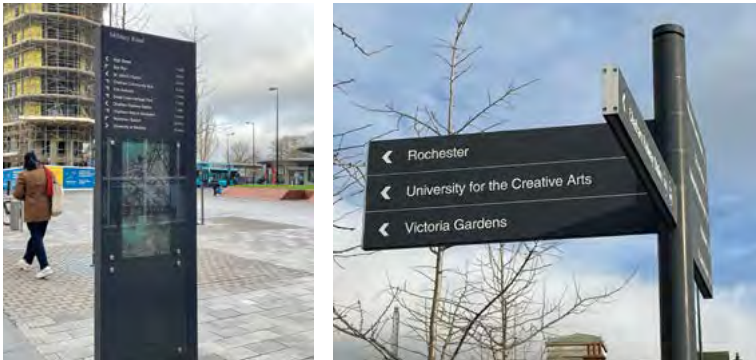


Example a variety creative intervention examples

Hierarchy of proposals

Base Level

- Installation of a limited number of finger post and monolith signs.
- Replacement of damaged signs/elements.
- Clean up of existing.
- Update to mapping with new developments.



Walls/Floors

As above - plus:

- Implementing the identity across wall and floor opportunities
- Large scale route markers and interventions
- Pedestrian crossings or walkways to aid literal routes



Introducing a brand

As above - plus:

- Developing a new identity for the routes.
- Adding touches of the identity to the existing signage - repairing and updating
- Creating consistency ties together through creative identity route



Playable/Sculpture/Interactive

As above - plus:

- 3D objects in the public realm
- A literal 'city thread' of seating, playable objects, interventions
- Digital layering of messaging - QR code integration



Example Route 2 - Intervention Points

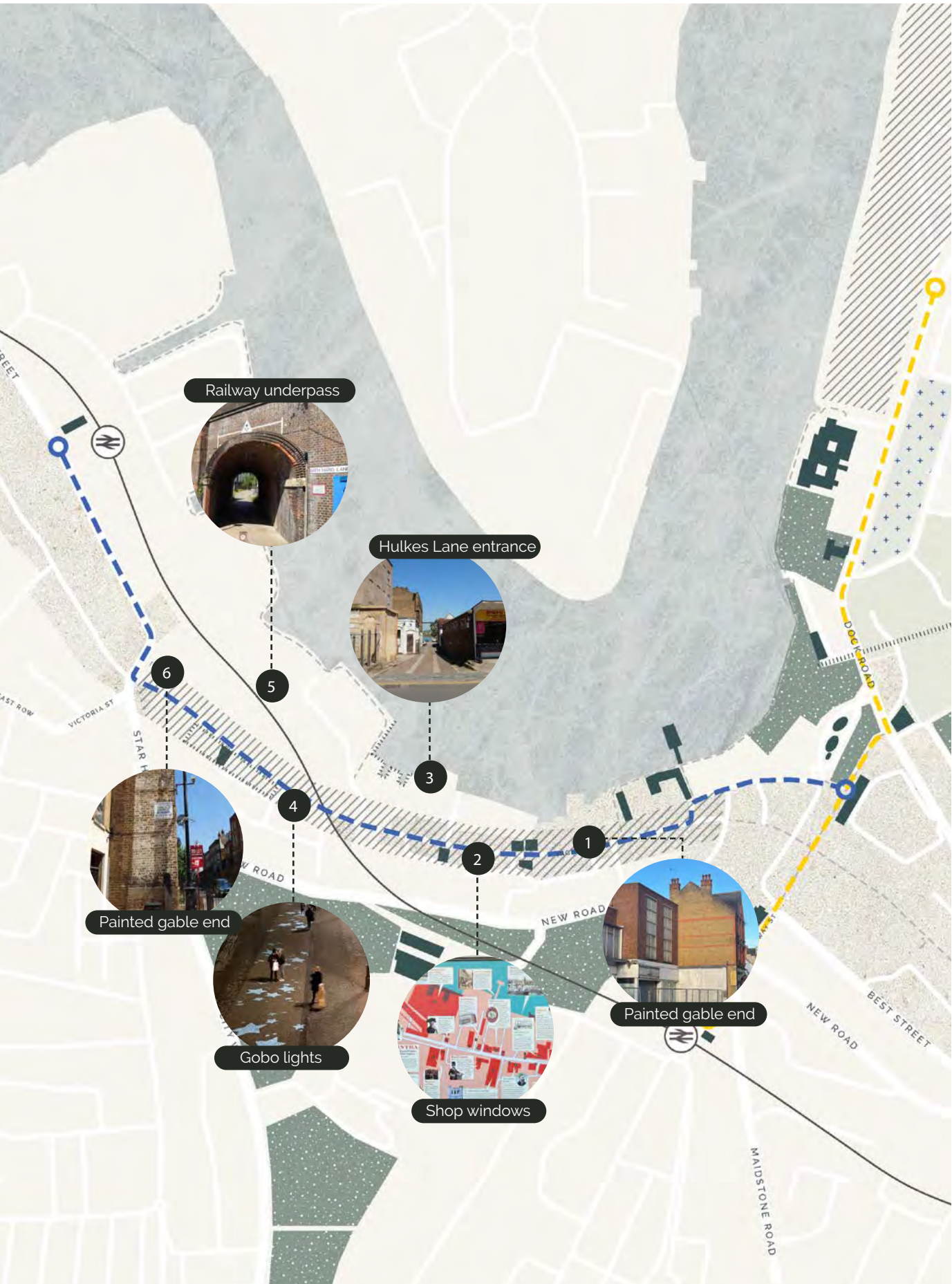


Diagram of example interventions along route 2



1. Opportunity to paint creative artworks by the local community



2. Shop windows used as display opportunities



3. Entrances to the lanes - for example at Hulkes Lane



4. Gobo lights used to create campaigns or temporary displays through the public realm



5. Smaller gables with painting opportunities



6. Railway underpass opportunity for routefinding

Example Route 2 - Gables - murals/painted signage

- Opportunity to express wayfinding through interpretive art to gable ends.
- Connect to character of the Intra route and highlight historic significance of key locations/ events.
- Historic and modern precedents for similar applications throughout Chatham and Rochester.
- Opportunity to work with the local community to develop a brief for artworks and to use local artists/ creative community to implement strategy.



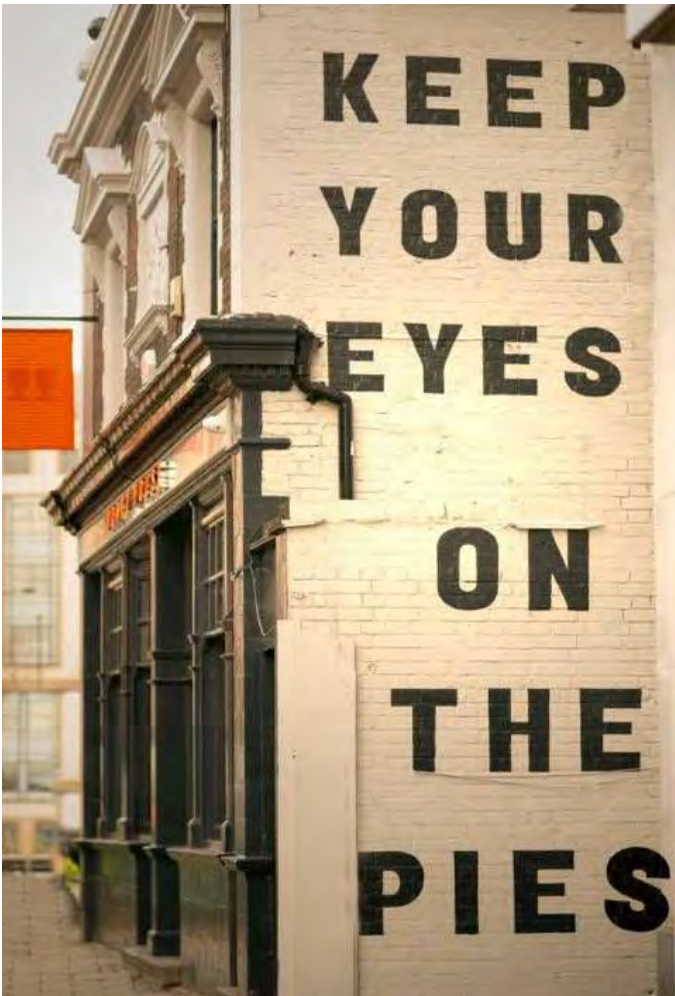
Historic signage, Featherstones storefront



Existing painted gable end, Leech Lens



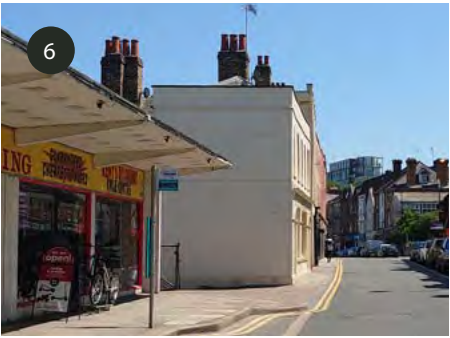
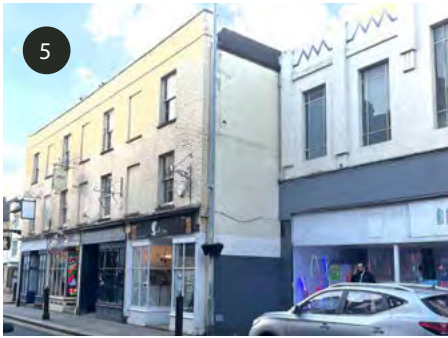
Key Plan



Precedent images: Gable end treatments

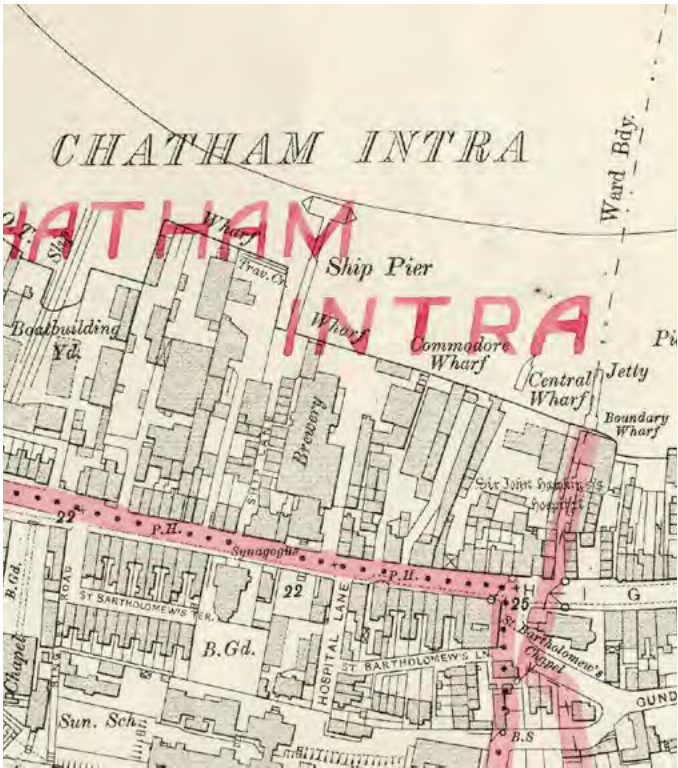


Precedent using poetry across different formats

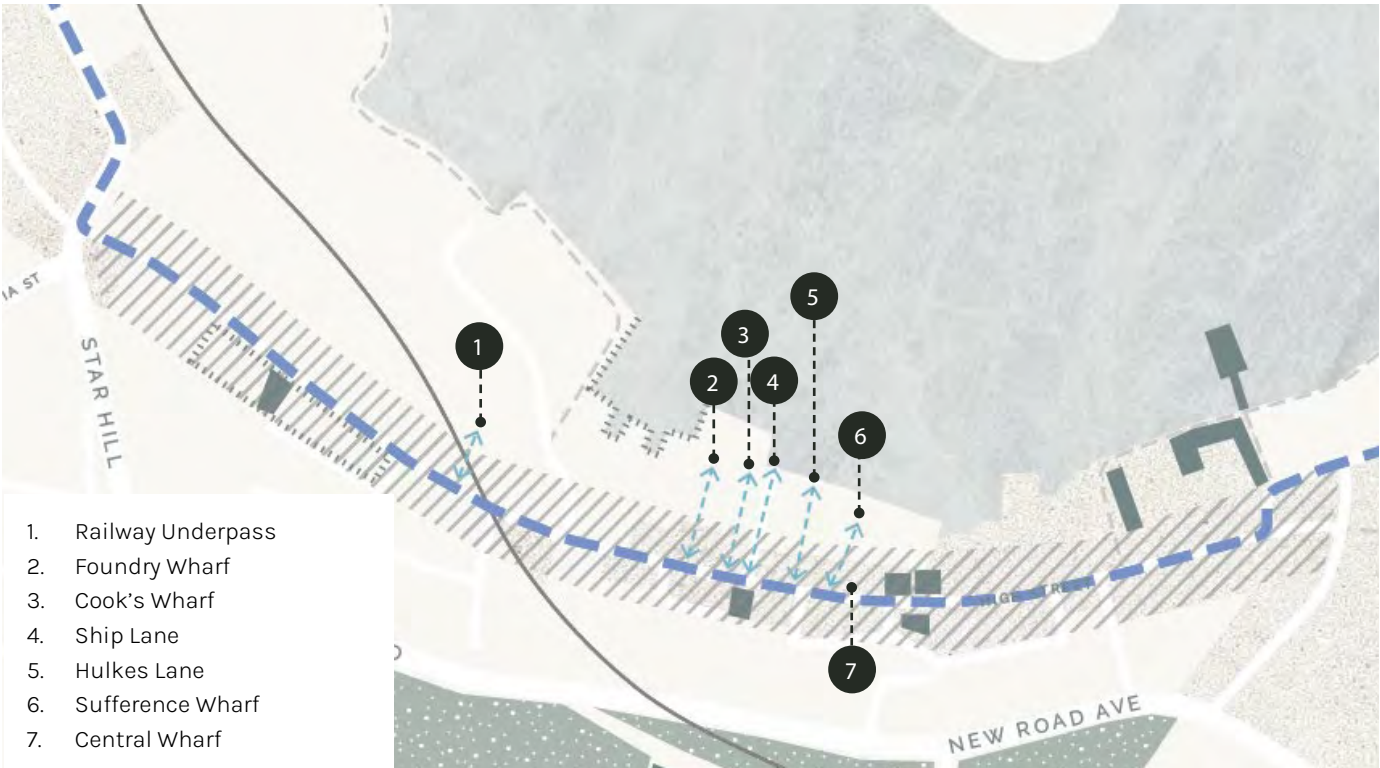


Example Route 2 - Defining the Lanes Entrances

- Opportunity to emphasise historic lanes and wharves through coherent treatment which ties into Intra character.
- Graphics, plaques, paving interventions, related to historic uses and story of the space.
- Example: Lion Brewery on Hulkes Lane, previously linked to the industrial rise of the area by providing uses such as coal distribution, boat repair, and brewing under the ownership of Thomas Hulkes.
- Again there is the potential to work with the land owners, local community to develop the narrative and artworks for these interventions.



OS Map, 1909



Key Plan



Cook's Wharf



Illustrative lane treatment, Precedent



Ship Lane, Existing painted wayfinding



Hierarchy of proposals

Base Level
Replacement of damaged signs/elements.
Clean up of existing.



Alternatively, where the public realm improvements being made to The Paddock in Chatham town centre, digital totems could be installed where infrastructure allows. These would need to be priced for as an uplift to pricing shown here.

Walls/Floors
As above - plus:

- Implementing the identity across wall and floor opportunities using Gobo lights, shop windows
- Pedestrian crossings or walkways to aid literal routes



Introducing a brand
As above - plus:

- Developing a new identity for the routes.
- Creating consistency ties together through creative identity route
- Utilising light touch brand elements to the public realm - shop fronts and digital interactions



Painted gables and community artworks
As above - plus:

- Digital layering of messaging - QR code integration and trails
- Painted buildings
- Community artwork projects



5.0

Appendix

Wayfinding & Signage Audit

The wayfinding audit helps us to identify where gaps start to appear in the narrative journey.

By walking the routes and trying to reach identified destinations, we experience the journey, and subsequently the destinations, as visitors looking for way markers to help navigate the way.

There are additional gaps in knowledge as the routes are followed and a convincing argument to incorporate other levels of information along the way, to add interest and information to those wishing to uncover it.

We look further at these opportunities later in this report, and propose the inclusion of stories, heritage, art, health and current happenings into the wayfinding strategy.

Hierarchy of signage

We have grouped the amount of signage into categories which helps us to quantify and evaluate the quality of the signage. This also helps us identify gaps and opportunities to improve these routes and their wayfinding.

Broadly they fall under these categories and are marked on the route maps on the following pages:

Route 1 - Chatham to Historic Dockyard

Route 2 - Chatham Centre to Rochester

- 1 Destination
- 1 Directional Signs
- 1 Tourism Signs
- 1 Information Directional
- 1 Road Signs
- 1 Healthy walking routes
- 1 Art/sculpture/ghost sign

EXAMPLE ROUTE 1 - Chatham Station to Town Centre

Example Route 1 starts at the arrival point of Chatham Train Station and makes its way down the hill towards the town centre.

Along the route are a variety of signs and sculptures including pavement poetry and directionals.



Outside Chatham Train Station - a large painted wall graphic welcomes you



Pavement messaging - some is directional



Finger posts direct you to localised destinations



Major road signage at key junctions. A detail to the bridge adds a nod to heritage and identity.



Heritage directional signage



Directional signs to the town centre and main transport nodes



Town centre monolith with mapping and built using an updateable system at the start of the main street access route



Pavement art details helping to demarcate the way



Town centre finger posts can be added to easily using a system build. Central pavement roundel at junction.



Additional monolith to the end of the street access route, accompanied by a feature gate



Destination signage marking location and regulations only



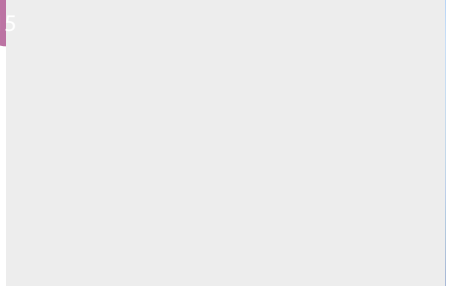
Pedestrian and cycle signage at a more local level



Destination signage with art detail - not clear if this is the pedestrian entrance



Coastal path walking routes signage



Vehicular road signage

EXAMPLE ROUTE 1 - Town Centre to Historic Dockyard

The example route continues past the bus station and along Dock Road towards key landmarks of Fort Amherst and towards the Historic Dockyard as an end point.

Signage here focusses on cars with a minimal amount along the main road making it a relatively bleak walk.



Tourism sign for Fort Amherst's entrance



Directional signage at a street level



The entrance to Fort Amherst - it is not immediately clear if this is for pedestrians or car parking



Coastal Path signage directing towards the riverside - a potential alternative to the Dock Road route



Approach to the Historic Dockyard with a relatively minimal approach to all signage



With the service entrance visible, pedestrians are advised of a further 1/2 mile walk to gain access



Approaching the Dockyard, this is the perceived pedestrian entrance



Heritage information at the Dockyard gate



Further signage once past the Dockyard gate directing to further destinations.

EXAMPLE ROUTE 2 - Chatham Station to Intra

Example Route 2 starts at Chatham train station and travels through to Intra, and then on to Rochester. The route itself is identified along High Street, but also takes in some of the neighbouring side streets.

We could also consider the parallel route of New Road Avenue in future iterations.



Medway Street



Signage on lamp posts point to Railway Station



Coastal path signage directing towards the river frontage



England Coastal path Finger post signage points to routes and temporary diversion



Sun Pier is etched into the footpath



Directional signage points to Gillingham Town Centre and to Chatham Railway Station



A group of signs for road users pointing to alternate routes and advice



Illustrative historical map of Intra and areas of interest on route to Rochester



Historical information displayed in disused shop window

EXAMPLE ROUTE 2 - Intra to Rochester High Street

The nature of this example route is much more organic than that towards the Dockyard, with smaller buildings and a series of alleyways through to the riverfront common.

Ghost signs are frequent, and shop frontages are used to display heritage stories and local artworks. The streets feel more granular on this route, with less formal or directional signage.



Decorative sign marks entry into Chatham with blank reverse



Destination signs mark entry into Rochester, and Chatham on reverse



Charming hand painted sign on The Ship Inn



Ghost Sign on gable end



English Coastal Path continues with accompanying map



Lamp post points to Rochester Riverside walk and gym



Directional sign points to Maidstone



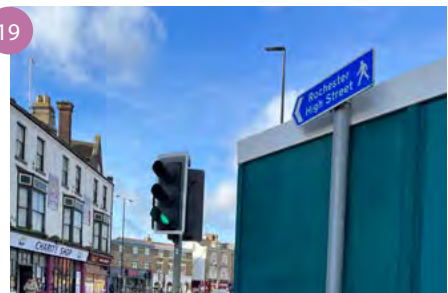
Painted sign and mural of Leech Rochester Ltd



Low level information and tourist signs can be obscured by parked vehicles



Sign on building marks Rochester Gate, while sign on fence points to tourist walking route



Finger post points to Rochester High Street



Group of signs point to Rochester Riverside, Station, Theatre and Pick-up point

EXAMPLE ROUTE 2 - Rochester Path to Rochester Station

The pedestrian route towards the end of the journey has almost no directional or informative signage, other than directional signage towards the train station.

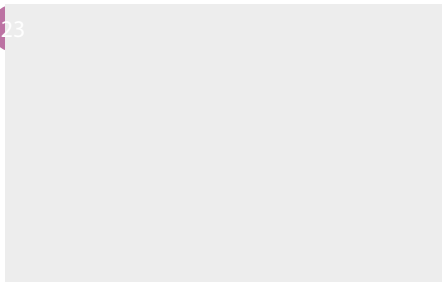
Clear navigatable routes disperse here amongst the road network making it confusing for pedestrians in particular.



English Coastal Path signage points toward Bardell Terrace



Walking and cycling signage



Walking and cycling signage



Signpost to Rochester Railway Station



Sign points to Rochester Riverside Hotels

EXAMPLE ROUTE 2a - High Street Path to Rochester Station

The pedestrian example route leading through Rochester High Street may offer a more navigable and enjoyable walking route for pedestrians. There are a number of directional signs highlighting key sites in the area including Rochester Railway Station.



The distinct historical character of Rochester High Street



Approach to Rochester High Street



Metallic directional signs highlight routes to key sites



Directional signs continue towards Castle, Library and Information Centre



Directional signage points towards key locations



Directional signage continues at park



Examples of historic and hand-painted signage on buildings



Public footpath information sign



Commemorative plaque on La Providence



Tourist information centre and metallic feature sign on pavement



A variety of plaques highlight buildings of historical interest



Directional signs continue towards public toilets and key buildings



Directional signs point towards town centre for those arriving from Rochester station



Signs point to Rochester Riverside Hotels and Rochester railway station

Mapping Medway

Our example routes have been mapped to show detail and samples of how the mapping, storytelling and routes could work.

The Design Guide sets out how these examples should be applied across a wider Medway.

Military Area

Secondary/Private Green Spaces

River Medway

Open Spaces



Map of Medway towns

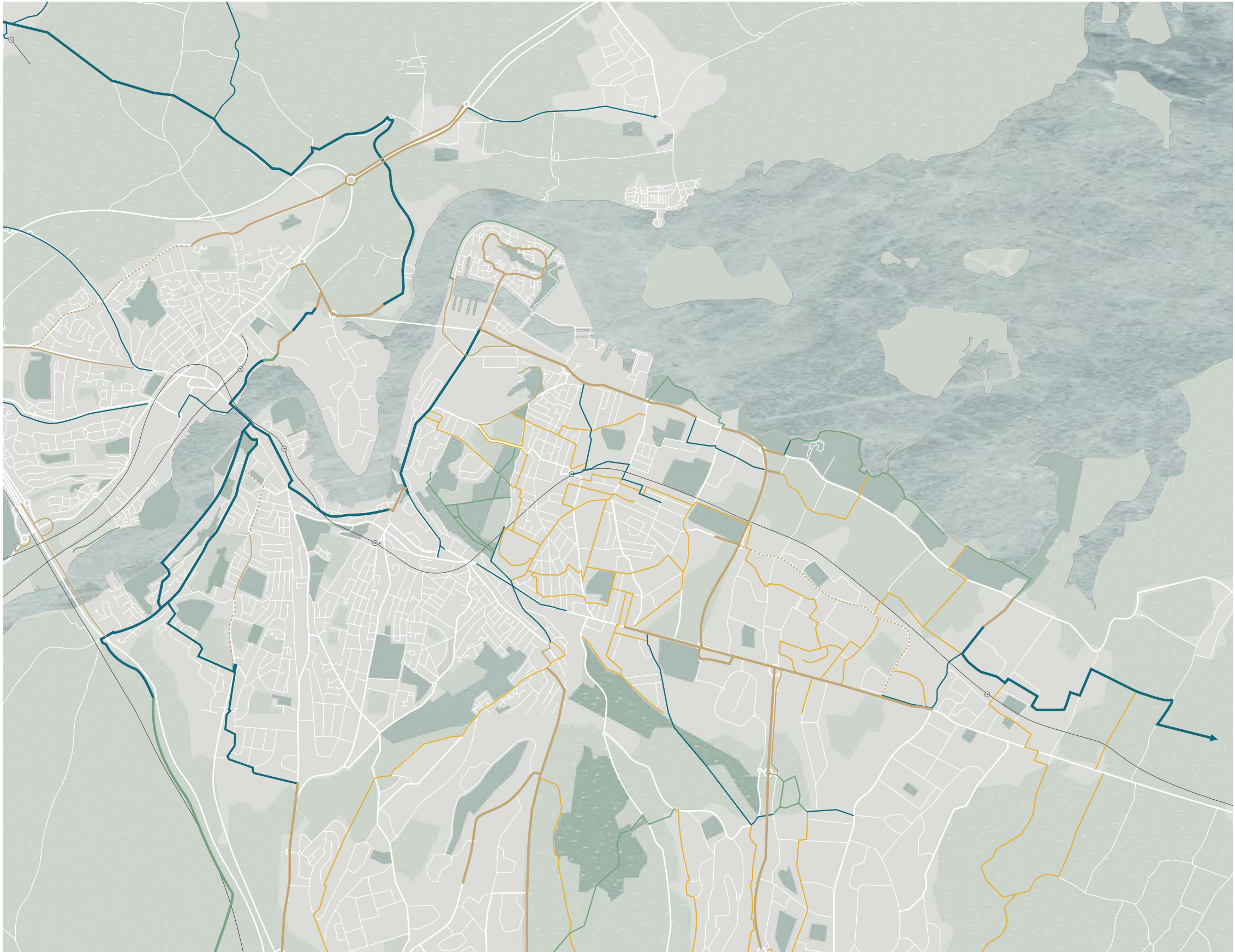
Key Cycle Routes

A coherent network of routes and movement is fundamental to the success of the Medway Wayfinding and Heritage Strategy, enabling residents and visitors to navigate confidently between the area’s key destinations while discovering its rich historic and cultural assets.

Although Medway benefits from extensive walking and cycling opportunities, connections between the riverside, town centres, railway stations, car parks and heritage attractions are often fragmented, reducing legibility and limiting exploration. In particular, disjointed cycle routes, unsafe road crossings, confusing gateways and inconsistent signage make it difficult for people to orientate themselves, with destinations such as the Historic Dockyard often less visible than they should be.

The Planning Document presents an opportunity to establish a clear and memorable movement network that celebrates Medway’s identity. Extending pedestrian and cycle routes along the River Medway, around St Mary’s Island and through existing green corridors would encourage active travel and strengthen connections to the waterfront. These interventions will improve accessibility, visitor flow and orientation while encouraging people to experience Medway’s heritage through movement and exploration.

- Quiet routes without cycling facilities
- Traffic free routes
- Off-road cycling next to highway
- Off-road cycling to be constructed
- Off-road National Cycle Route next to highway
- Sign-posted route
- Sign-posted National Cycle Routes
- Secondary/Private Green Spaces



Map of key cycle routes

Parking and Arrival

Parking forms an important part of the visitor journey and should be considered as a key element of Medway’s Wayfinding and Heritage Strategy rather than simply a transport function.

For many visitors, car parks are their first point of arrival, yet these spaces often provide little sense of place or clear information about nearby attractions, walking routes or onward travel options. As a result, visitors may miss opportunities to explore beyond their immediate destination or rely on their vehicles for short journeys between attractions.

The strategy should transform car parks into welcoming gateways by introducing consistent signage, orientation maps and interpretation that clearly identify walking times, cycling routes and key heritage destinations. The unified wayfinding system will encourage visitors to leave their cars and explore on foot, helping to increase dwell time within the town centres and support local businesses.

Parking locations should also be integrated with public transport, cycle facilities and riverside routes to promote sustainable travel choices. High-quality public realm, clear pedestrian connections and attractive landscape treatments can further reinforce a positive first impression of Medway.

By viewing parking as part of the wider visitor experience, rather than simply a place to leave a vehicle, the strategy can improve accessibility, reduce confusion and create more connected, enjoyable and memorable journeys across the five towns.



Map of vehicle parking

Education Hubs

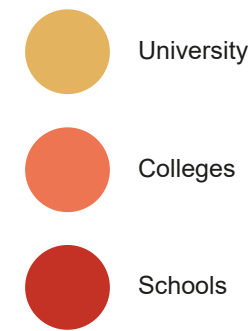
Medway’s education hubs play a significant role in shaping the identity, vitality and future of the area, bringing together students, researchers, businesses and local communities.

Anchored by the Universities at Medway, alongside colleges, schools and specialist training providers, these institutions generate year-round activity and contribute to Medway’s reputation as a centre for learning, innovation and skills. However, many education campuses can feel disconnected from surrounding town centres and heritage destinations, with limited wayfinding and interpretation to encourage movement between them.

The Medway Wayfinding and Heritage Strategy presents an opportunity to strengthen these connections by creating clear, accessible routes linking education hubs with railway stations, the riverside, cultural attractions and local centres.

Consistent signage, walking and cycling maps, public art and interpretation can encourage students and visitors to explore beyond campus, supporting local businesses and fostering stronger relationships between educational institutions and the wider community.

Educational themes can also be woven into the public realm through interpretation that celebrates Medway’s achievements in science, engineering, creativity and maritime innovation, connecting contemporary learning with the area’s rich heritage.



Map of education hubs

Key Community Spaces

Medway’s parks, squares, libraries, community centres, markets, waterfront spaces and civic buildings are at the heart of everyday life, providing places for people to meet, celebrate, learn and connect.

These spaces help define the unique character of each of the five towns, reflecting their history, culture and diverse communities. They also act as important destinations within the wider visitor experience, offering opportunities for events, recreation and community engagement. However, many of these spaces are not consistently connected through the existing wayfinding network, making them less visible and harder to discover, particularly for first-time visitors.

The strategy should recognise key community spaces as essential anchors within the movement network. Clear signage, orientation maps and interpretation can improve access while encouraging people to explore beyond the main retail areas and discover local neighbourhoods, heritage assets and green spaces.



Map of key community spaces

Consultees

We have engaged with the following stakeholders:

- Consultees:**
- Live Music now
 - Historic Dockyard Chatham
 - CM Trust
 - Peel Waters
 - Kent.ac.uk
 - Nucleus Arts
 - Futurecity
 - Intra Community Trust
 - CHDT
 - Heritage fund
 - Historic England
 - Greenspaces Team
 - PROW
 - LCWIP
 - Councillor Gurung
 - Councillor Curry
 - Councillor Mahil
 - Medway Development Company

- Medway Departments:**
- Regeneration, Culture and Environment
 - Business Support

Policy Documentation

The strategy contributes to wider priorities, including regeneration, active travel, culture, heritage, tourism and public realm improvement.

We have made reference to and consulted with the following Medway Council policy documents:

- 2003 Local Plan
- Local Cycling and Walking Infrastructure Plan
- Local Transport Plan 2011–26
- Gillingham Open Lines Project
- Hoo community Infrastructure Framework
- Rainham Reimagined Action and Delivery Plan
- Draft Chatham Design Code
- Town Hall Gardens Masterplan
- Medway Bus and Rail Network Map

More to
Medway

