

Appendix 3 - Strategic Alignment

Strategy/Programme	Strategic Objective	Contribution of the Heritage Signage and Wayfinding Strategy
One Medway Council Plan	Support economic growth, connected communities, improved health and wellbeing, and pride in place. The Council Plan priorities include growing the economy, improving health and wellbeing, and creating clean, green, safe and connected communities.	The Strategy strengthens connectivity between Medway's towns, heritage assets, transport hubs and public spaces. It supports visitor economy growth, active travel, civic pride, accessibility and healthier communities through improved navigation, interpretation and placemaking.
Medway Local Plan 2041	Deliver sustainable growth, strengthen Medway's cultural identity, support tourism, improve connectivity and create high-quality places. The Local Plan vision seeks to strengthen Medway's economy, culture, heritage and quality of life to 2041.	Provides a place-based framework that supports town centre vitality, tourism, heritage-led regeneration, public realm quality and sustainable movement, helping future developments contribute to a coherent Medway-wide identity and wayfinding network.
Local Cycling and Walking Infrastructure	Encourage walking, wheeling and cycling through attractive, legible and accessible routes.	The Strategy improves route legibility, confidence and navigation between destinations, helping residents and visitors make greater use of walking and cycling infrastructure and supporting modal shift towards active travel.
Bus Service Improvement Plan	Improve public transport accessibility, interchange and user experience.	Strengthens links between transport hubs, town centres, heritage destinations and visitor attractions, making public transport journeys easier to understand and encouraging sustainable travel choices.

Strategy/Programme	Strategic Objective	Contribution of the Heritage Signage and Wayfinding Strategy
Medway Marmot Place	Reduce health inequalities by improving the wider determinants of health, including access to places, opportunities and social connection.	Supports healthier lifestyles through walking and cycling, improves access to culture, heritage and public spaces, encourages social connection and helps create more inclusive and equitable environments.
Medway Regeneration Programmes	Deliver transformational regeneration, investment and town centre renewal across Medway.	Provides a common design and placemaking framework that can be embedded within regeneration schemes, helping ensure investment contributes to connectivity, sense of place, accessibility and visitor experience.
Chatham Design Code	Improve design quality, public realm and distinctiveness in Chatham.	Complements the Design Code through a coordinated approach to signage, materials, interpretation, public realm interventions and place identity, supporting a coherent and high-quality environment.
Love Gillingham Vision	Create a stronger town centre identity, improve public spaces and increase footfall and investment.	Supports delivery of a more legible, accessible and attractive town centre environment through enhanced wayfinding, interpretation and town centre connectivity.

Strategy/Programme	Strategic Objective	Contribution of the Heritage Signage and Wayfinding Strategy
Rainham Reimagined	Improve the public realm, strengthen local identity and support regeneration.	Supports placemaking, local storytelling, heritage interpretation and improved connections between community assets, helping reinforce Rainham's distinct character within the wider One Medway framework.
Medway Heritage Place Programme	Use heritage to build pride in place, support regeneration, tell new stories and engage communities.	Directly supports Heritage Place objectives through improved interpretation, storytelling, heritage trails, community engagement and better access to heritage assets across Medway.
Chatham Creative Quarters	Embed culture and creativity within regeneration, support creative industries and strengthen cultural placemaking.	Provides opportunities for public art, cultural interpretation, creative storytelling and distinctive place-making interventions that strengthen Chatham's creative identity and connect cultural destinations.
Whose Hoo Programme	Celebrate local identity, heritage, landscape and community participation across the Hoo Peninsula.	Supports the development of heritage routes, interpretation, storytelling and destination connectivity, helping residents and visitors better understand and explore the Hoo Peninsula and its distinct character.

Strategy/Programme	Strategic Objective	Contribution of the Heritage Signage and Wayfinding Strategy
Emerging Visitor Economy Growth and Destination Management Strategy	To establish Medway as a distinctive and competitive visitor destination, increasing economic impact through tourism, enhancing visitor experiences, encouraging repeat visits, supporting local businesses, and promoting sustainable growth across the visitor economy.	Improves navigation between key destinations, encourages wider exploration of Medway's attractions, strengthens destination identity, enhances the visitor experience and supports increased visitor dwell time and spend.
Emerging Heritage Strategy	To protect, celebrate and promote Medway's historic environment, ensuring heritage is accessible, valued and understood by residents and visitors, while using heritage to support civic pride, community identity, placemaking and sustainable regeneration.	Improves access to and understanding of heritage assets through wayfinding and interpretation, highlights local stories and identities, encourages engagement with the historic environment, and strengthens connections between people, place and heritage.