



## Great past. Big future.

Medway is a modern region with green spaces, breathtaking countryside and a superb quality of life. Our population is varied and diverse. We have a rich history with the Romans, Anglo-Saxons and Normans... and of course Medway is known for its naval and military past.

Our river offers dramatic vistas, unique architecture and wonderful places and this prime position gives Medway a distinct character and edge. We have ambitious plans and are making Medway a force to be reckoned with on the international stage.

Cllr Rodney Chambers Leader, Medway Council

## Who should attend?

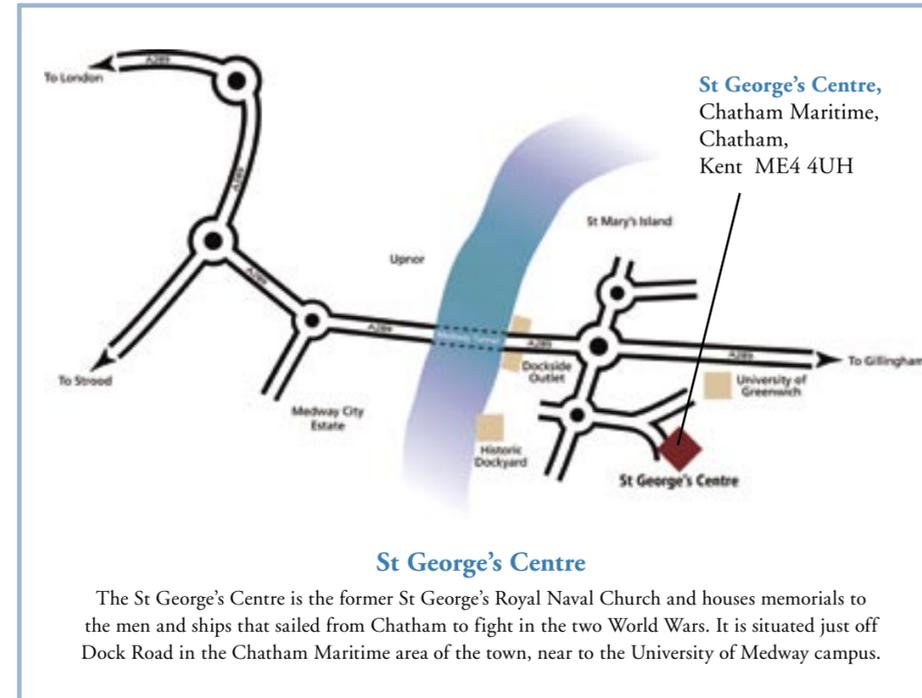
This is a chance for you to help shape Medway's future.

Come and exchange thoughts with others including:

- senior professionals from regional cultural agencies and national government
- people employed in creative industries
- architects and planners
- business representatives
- artists
- people who work in the tourism industry
- education workers
- representatives from local authorities and development agencies
- representatives of community associations and from the voluntary sector

# The Making of Medway

PLACEMAKING IN MEDWAY THROUGH CULTURAL INVESTMENT



Thanks to sponsorship from Tourism South East, Medway Council, Medway Renaissance, SEEDA, Culture South East and Sport England, The Making of Medway is free of charge.

The Making of Medway is led by Mark Dowling, Head of Development and Urban Regeneration at Tourism South East and produced by sam – please contact Helen Charlton on 01273 882 112 or email [helen.charlton@sam-culture.com](mailto:helen.charlton@sam-culture.com)  
Programme accurate at time of print, but may be subject to change without notice.

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# The Making of Medway

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## A Conference

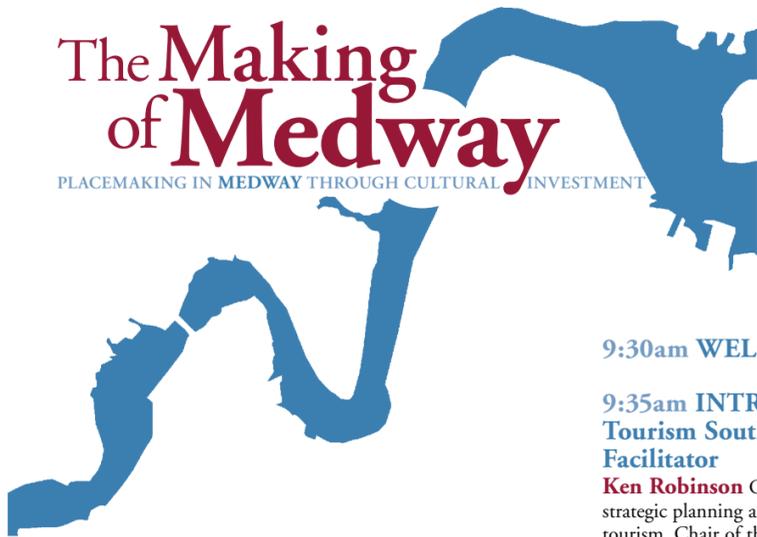
9:30am – 3:45pm  
Friday October 20th 2006

St George's Centre, Chatham Maritime, Kent



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Imagine Medway in 20 years time... How would you like it to look and feel? What matters most to you about the area and how it should change?

*The Making of Medway is a day of provocation and inspiration. You'll hear about ambitious plans for Medway from a range of key investors and honest reaction and ideas from independent experts in placemaking.*

*In the past, Medway has attracted people from pilgrims to royalty and writers. We need a shared vision of how modern Medway can continue to fire the imagination and become a great place to live, work and visit.*

*Supported by regional partners, there is a real ambition for future prosperity and a will to succeed. Chatham Historic Dockyard and the new University Complex have successfully demonstrated that our heritage can be reinvigorated for 21st century commercial, residential and leisure use. Current projects such as Dickens World, Chatham Reach, The Great Lines City Park, the National Museums at Chatham and the World Heritage Site are examples of Medway's visionary approach and its strategic importance within Thames Gateway.*

*We have invited specialists including Eddie Friel OBE, the man widely credited with transforming Glasgow's fortunes, travel journalist and broadcaster Simon Calder, international place-branding expert Sir Terry Farrell, world renowned architect, to join major stakeholders in considering opportunities for Medway.*

*What inspiration can we take from others experience around the world? What will give Medway the edge to compete on a regional, national and European scale?*

*The Making of Medway will address these issues through masterclasses with some of the most creative thinkers around, in-depth discussion and study tours.*

**9:30am WELCOME: SEEDA representative**

**9:35am INTRODUCTION: Ken Robinson CBE, Tourism South East, Facilitator**

**Ken Robinson** CBE, independent tourism adviser and specialist in strategic planning and optimising the economic and social benefits of tourism. Chair of the Tourism Society Think Tank, the National Visitor Attractions Forum and a board member of Tourism South East.

**9:45am WHY BACK MEDWAY?: Panel Discussion**

Chaired by **Ken Robinson**.

Leading stakeholders outline why they are investing in Medway and their vision for a future which positions Medway as the key site of the Thames Gateway. This session, introduced by **Judith Armit**, celebrates the achievements of recent years and engages new partners in the Medway adventure.

**Panel members:**

**Judith Armit** – Chief Executive, Medway Council and incoming Chief Executive of Thames Gateway

Medway is a place of learning, culture, tourism and enterprise. Recent progress is catapulting Medway into a vibrant new era of renaissance.

**The Very Reverend Adrian Newman** – Dean of Rochester  
Rochester Cathedral is a Medway icon and will contribute to regeneration through art and culture, sustainable communities, heritage and tourism, social justice and local involvement.

**Stephen Hetherington** – Chairman of Hetherington Seelig Theatres  
Hetherington Seelig buy and regenerate theatres across the UK. Stephen has looked at the cultural opportunities and obstacles that Medway must address to give it a competitive edge.

**Mark Whitmore** – Director of Collections, Imperial War Museum  
Three major national museums, including the Imperial War Museum, are working with Chatham Historic Dockyard to reuse a dilapidated historic building for a major new £13m museum, due to open in 2009. What will this do for Medway?

**Stephen Turner** – Leading contemporary artist and member of Culture South East and Arts Council England, South East  
Stephen has been working with the Thames Gateway landscape since 1988. His Seafont project explores the relationship of nature and the man-made. Stephen asks what artists can bring to Medway.

**10:50am – 11:15am REFRESHMENTS**

**11:15am IMAGINING MEDWAY: Four Views**

What do others think of Medway's potential? Four experts with considerable international knowledge talk about what makes a place special and what they think Medway has to offer.

**Professor Eddie Friel OBE: Marketing Medway**

"To compete in the global economy, place marketing skills must be developed in Medway to identify what a region has that someone wants. Tourism cannot exist in isolation from the economy of the region it serves and must focus on wealth creation to justify public sector support. Destination marketing organisations are charged with re-visiting the theory of the business in which they are engaged."

**Eddie Friel** is Chair of Ilex Urban Regeneration Company with over 35 years' experience in the tourism industry in the public and private sectors. As the first Chief Executive of the Greater Glasgow Tourist Board he led Glasgow to be the European City of Culture 1990.

**Simon Anholt: The Medway Brand**

"Today, Medway competes for tourists, capital, consumers, cultural exchanges or simply the attention of the media and public. Medway needs to do more than offer products and services, it must cultivate a brand image, a competitive identity. Nothing is more dangerous than the assumption that, because cities and regions find themselves competing in a marketplace, they can do this through better or more expensive marketing communications."

**Simon Anholt** is an international expert on place branding and the British Government advisor on Public Diplomacy. His widely used Nation Branding Hexagon provides a ranking of brand value of cities.

**Sir Terry Farrell: Connecting Medway**

"Medway Renaissance aims to create 'connectedness' through placemaking in Medway in order to make the most of the new area. This approach to regeneration combines a globally informed view of what makes places work – the interaction of communities, commercial interests and infrastructure – reinforced by high quality design to build character and identity."

**Sir Terry Farrell** is one of the world's foremost architects and urban designers. His imagination is shaped and inspired by the many cities in which he has lived, visited and worked. He has initiated and completed numerous high profile building schemes and masterplans worldwide.

**Simon Calder: Inspiring Medway**

"Try not to get bogged down in the endless carpet centres and sprawl of the Medway Towns", advises the Cadogan Guide to England. 'A cramped and untidy corner of Kent', it warns. Oh dear. If that is what visitors from elsewhere in the UK and the world are being told, what hope can there be for Medway? Plenty, as it happens: the confluence of character and history, land and water, nature and artifice has the potential to change perceptions of the area, if it is properly interpreted and communicated. I intend to bring innovations from my travels around the world to show how a location can be inspirational."

**Simon Calder**, Travel Editor for the Independent, presenter of BBC1's Holiday programme, a frequent presenter on BBC Radio 4 and 5 and author of guidebooks to various parts of the globe.

**1:15pm – 2:15pm LUNCH**

## MASTER CLASSES & STUDY TOUR

**2:15pm WORKING IN PARTNERSHIP TO ACHIEVE CULTURAL RENAISSANCE**

**Clr Rodney Chambers**, Leader, Medway Council and Chair of Medway Local Strategic Partnership

How partnership is working in Medway to realise the ambitions and potential of the area and an introduction to the workshops which follow.

**2:30pm WORKSHOPS AND EVENTS**

Choose one of the following four options:

**1. TRANSFORMATIONS: DESIGN MASTERCLASS**

An opportunity to discuss how to transform Medway through vision and quality in design and placemaking with:

**Sir Terry Farrell** – Design Champion Medway

**Mark Bradbury** – Head of Chatham Developments, leads on the regeneration of Chatham as a cultural, retail and commercial centre. His biggest challenge is the perceived image of Chatham and gaining 'buy in' to the long-term process of development.

**Martin Hall** – Green Space Team Leader, Community Services, Medway Council, is developing the Countryside and Open Spaces for Medway, which includes the proposed new urban heritage park for Chatham.

**2. SPORTING CHANGE**

**Paddy Herlihy**, Head of Strategic Planning & Partnerships, Sport England

**Bob Dimond**, Editor of Medway Messenger and new Olympics 2012 Officer, Medway  
How can Medway, with its close proximity to London, take advantage of the opportunity offered by major sporting events and the 2012 Olympics.

**3. MAKING IT HAPPEN**

**Eddie Friel** Who is developing the Medway tourism offer and how they are taking the offer to market? Is it supply driven or customer driven? What differentiates Medway from everywhere else? How is success measured and who decides?

**4. ALL ABOARD THE KINGSWEAR CASTLE**

with Poet **Ros Barber** and artist **Stephen Turner**. Join **Ros Barber**, 'the Poet Laureate of the South Coast' (as dubbed by BBC Radio 3's The Verb) on board the Paddle Steamer, to see Medway riverside and the sites of new developments. She will perform poetry inspired by the area, which has been commissioned for The Making of Medway.

## Booking Form

The Making of Medway conference is free of charge but places do need to be booked in advance.

Lunch and all refreshments and a delegate pack will be provided.

Please reserve me a place for

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PLACEMAKING IN MEDWAY THROUGH CULTURAL INVESTMENT

(please photocopy this form for additional delegates)

Name .....

Job Title .....

Organisation .....

Address .....

Postcode .....

Daytime Tel No. ....

Email .....

Dietary Requirements .....

Do you have any access needs of which you would like to make us aware?

Please select two from the following masterclasses taking place after lunch, indicating your preferred choice in column 1 and second choice in column 2:

Preferred Choice	1	2
1. TRANSFORMATIONS	<input type="checkbox"/>	<input type="checkbox"/>
2. A SPORTING CHANCE	<input type="checkbox"/>	<input type="checkbox"/>
3. MAKING IT HAPPEN	<input type="checkbox"/>	<input type="checkbox"/>
4. WATERBOAT STUDY TOUR	<input type="checkbox"/>	<input type="checkbox"/>

Please return form to:

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