

# Regeneration Ambassador Foreword



## Delivering the new river city of Medway

### "I'll believe it when I see it"

I have lost count of how many times I've heard those words many years and many artists' impressions ago. But these days I hear it less and less. And a year from now I'm confident that all but Medway's most hardened sceptics will have stopped saying it. Because over the next two years people will see many of those artists' impressions becoming reality. They will see major physical change as the delivery phase of Medway's £1billion regeneration programme gathers pace. On our flagship Rochester Riverside regeneration site, with its great views of our famous castle and cathedral, they will see developers appointed to build the first 600 of 2,000 new homes – together with a striking new hotel. Away from the 70 acres of Rochester Riverside, regeneration projects will start to take shape on numerous other key sites across the emerging river city of the Thames Gateway.

That is the vision. Nothing less. A new world-class City of Medway with Chatham transformed as the city's retail, commercial and cultural hub. Pioneering architect Ken Yeang has seen the vast potential of Chatham Waterfront. His masterplans have recently been the subject of major public consultation.

We have 9,000 students in four universities at Chatham Maritime, a population of 250,000 set to grow to 300,000 and excellent transport links to London, Dover and Europe. In 2009, high-speed commuter services on the Channel Tunnel Rail Link will put us half an hour from central London. Our regeneration drive will deliver 16,000 new homes and more than 20,000 jobs.

Medway has become a favourite location for TV news coverage of regeneration stories because we have the shots they need – shots of regeneration in action. Leading Thames Gateway figures have described us as a shining example of how to deliver major regeneration. They talk of the Medway model.

Our regeneration programme was kick-started by £120million of public money for the acquisition and preparation of prime development sites along seven miles of the River Medway. This funding will generate more than £1billion of investment. We're developing an investment partnership with regeneration specialists St Modwen Properties PLC., to facilitate further private sector investment and a range of projects.

We are unique in the Thames Gateway in having our own regeneration unit – Medway Renaissance.

Our regeneration will be strategic, not piecemeal. We will deliver places and spaces of the highest quality, not urban sprawl. The renowned architect Sir Terry Farrell is Medway's design champion. He believes that, in all 40 miles of the vast Thames Gateway regeneration zone, Medway is the region with the greatest potential. And Sir Terry is a big fan of what may become Medway's boldest regeneration project. We're exploring the idea of a skycab cable car system that would cross the river at key points, connecting the new city. Proof, if it were needed, that for Medway the sky's the limit.



Thank you for taking an interest in the Medway Regeneration Ambassador scheme. As the publicity material says, Medway has a lot to shout about. So, let's spread the word.

Cllr Rodney Chambers  
Leader, Medway Council

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# Regeneration Ambassador Information



## The Regeneration Ambassador Scheme

Medway Council is looking for individuals to become ambassadors and positively promote the social, physical and economic regeneration in Medway.

## What is the role of a Regeneration Ambassador?

- Regeneration Ambassadors are a group of people who, throughout their every day business and private lives, promote regeneration and engage the support of the Medway community.
- They are local people who are passionate about Medway and would be proud to be a Regeneration Ambassador.
- They will not need to pay or do anything extraordinary for the privilege of becoming a Regeneration Ambassador. They will fulfil their role just by promoting regeneration at every opportunity.

## What are we looking for in a Regeneration Ambassador?

- **Personal qualities**
  - You will need to be motivated and enthusiastic about Medway.
  - You will need to have excellent verbal communication skills.
  - You will need to be able to interact with a wide range of people, including those of varying ages and different cultural backgrounds.
  - You will need to have good links and networks within your local community.
- **Your commitment**
  - You will need to be able to put aside time to attend training and briefing sessions.
  - You will need to be prepared to keep up to date with information about the regeneration activity in Medway.
  - You will need to adhere to any principles set out by the scheme, including media guidelines.

## Benefits and incentives for ambassadors

- You will receive a certificate and information pack.
- You can be given up to £50 if you wish to hold an event to benefit the scheme.
- You will be given free tickets to local attractions.
- Various special events and training sessions will be organised on a regular basis.
- You will be taken on a tour round the various development sites, accompanied by members of the Medway Renaissance Team who are working on the areas.
- The scheme gives you a chance to raise your own profile in the community or the profile of your business.

For a more detailed discussion about the scheme, please phone Haidee Brockway on 01634 337164

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# Regeneration Ambassador Summary



## Key facts about the £1 billion regeneration of Medway

Our 15-year regeneration programme will turn Medway into the thriving new river city of the south-east.

Medway is the biggest region of the 40 mile Thames Gateway regeneration zone, which stretches from east London along the Thames and Thames Estuary to the Isle of Sheppey in Kent. Medway's regeneration programme has been kick-started by £120million of public money to acquire and prepare sites for redevelopment. The programme is now being driven forward with massive investment by the private sector. Investment will be led by regeneration specialists St Modwen PLC. They are set to become Medway Council's investment partner in a groundbreaking partnership expected to generate more than £1 billion. To find out more about St Modwen visit [www.stmodwen.com](http://www.stmodwen.com)

Regenerating Medway will create some 16,000 homes and more than 20,000 jobs along seven spectacular miles of the River Medway. Our key waterfront regeneration sites are Rochester Riverside, Chatham Waterfront, Strood Riverside, Temple Waterfront and Gillingham Pier. Chatham will be the retail, commercial and cultural hub of the new river city. The key Chatham Waterfront site, stretching from Sun Pier to the Command House pub, will be transformed into a major visitor destination with a striking new theatre and conference centre. Masterplans for Chatham's three regeneration sites, Chatham Waterfront, The Brook and Station Gateway, were recently the subject of public consultation. The results of that are now being analysed and will influence the developing plans.



Medway has a rich history and a bright future. Regeneration will deliver places and spaces of the highest quality. Distinctive design and architecture will complement Medway's heritage and river setting. Regeneration will deliver homes and offices with green credentials to rival the best in Europe. Our commitment to energy efficiency and sustainability is set out in the Green Charter for the flagship Rochester Riverside regeneration site, for which developers have been selected.

We have good motorway and rail links to Gatwick, Heathrow and Dover – the gateway to Europe. From 2009, high-speed commuter services on the Channel Tunnel Rail Link will make Medway a prime commuter belt. We have four universities and 9,000 students on a rapidly growing campus at Chatham Maritime. Medway Innovation Centre next to Rochester Airport will provide a vital incubator base for innovative, high-tech enterprise. Hotel operators are poised to check in to Medway with 500 rooms across at least five sites, investing an estimated £50million.

The 2012 Olympics will boost Medway's regeneration programme. The Black Lion Leisure Centre in Gillingham is set to become a regional centre of sporting excellence – to be called Medway Park – after the Government announced it will invest up to £5million in the project. Plans include an eight-lane athletics track, a purpose-built gymnastics centre and the complete refurbishment of the leisure centre. This will provide lasting benefits for residents and enable Medway to offer pre-games training camps for more than 20 sports.

Medway is pressing ahead with its application for World Heritage Site status for Chatham Dockyard and its defences. The bid includes Fort Amherst, Upnor Castle, Brompton village and barracks and the Pembroke site, formerly naval barracks and now part of Medway's university campus, as well as the Great Lines.

Medway Council has its own regeneration unit: Medway Renaissance. This is a unique arrangement in the Gateway and it is proving uniquely successful. The Thames Gateway Delivery Unit believes the Medway model for delivering regeneration sets an example for the rest of the Gateway.

For more information, including films and aerial pictures of the developing regeneration sites, visit [www.medwayrenaissance.com](http://www.medwayrenaissance.com)

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