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**2 Seas Mers Zeeën**

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PROJECT DIGITAL TOOL KIT

**Creating a visitor destination  
identity for Medway**

**Step 1 : The approach &  
methodology behind the  
Medway DNA**

KENT GARDEN *of* ENGLAND [visitkent.co.uk](http://visitkent.co.uk)

# the questions that matter

what is Medway for?

who is Medway for?

why is Medway special?

what is Medway's ambition?

what is Medway's 'story'?

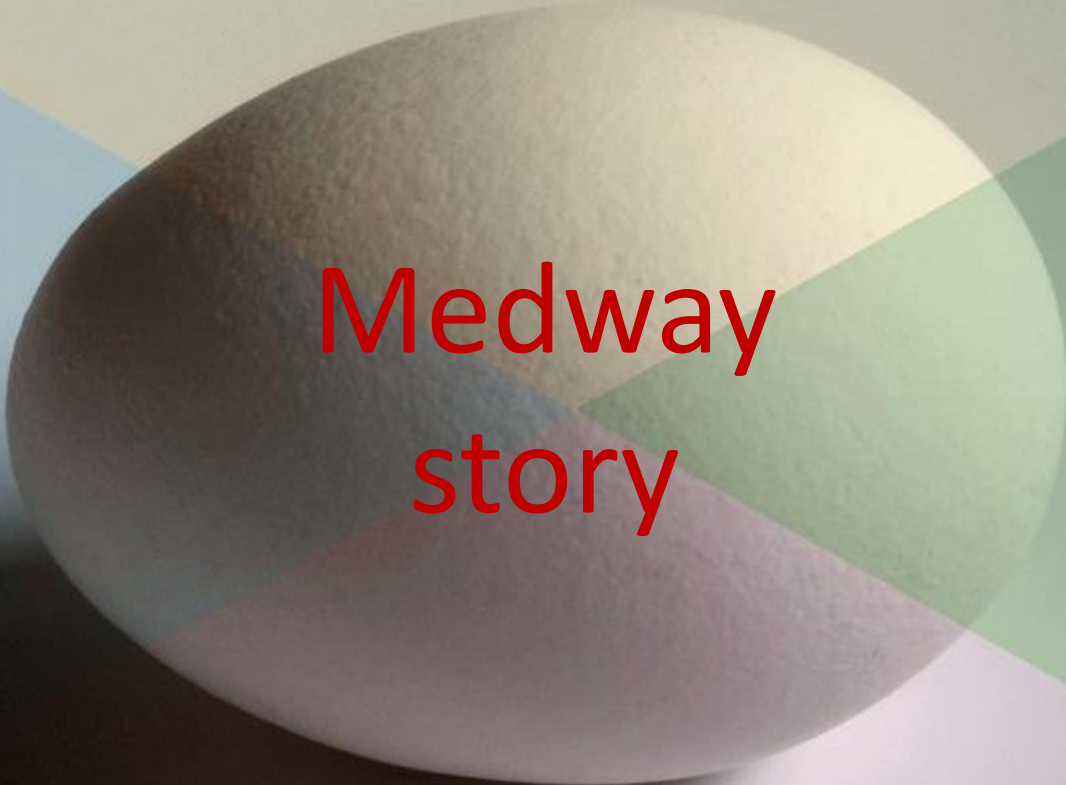
environment

products

Medway  
story

behaviour

communications



# evidence gathering

desk research

0.5 day immersion

21 x stakeholder interviews

3 x workshops



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**How do the stakeholders  
describe Medway?**

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urban & rural

finding it's place

heritage

potential

exciting

changing

up and coming

connected

little gems

Chatham & Rochester

diverse

vibrant

lots going for it

students



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**What are the challenge  
tourism stakeholders perceive?**

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not a destination

needs to change perception

very limited nightlife

lack of imagination

places blurred

limited access to river

in need of help

disjointed

'ruined by dossers'

deprived

traffic





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**What are the assets in the area?**

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Chatham dockyard  
university & students  
scale  
close to Europe  
connectivity  
festivals  
old buildings

history/contemporary relevance  
river  
Rochester cathedral & castle  
Rochester high street  
military history and museum  
Charles Dickens  
5 stations on high speed line



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**Identifying distinctive traits?**

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Chatham

festivals

Rochester

river

military heritage

biggest conurbation



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**What do the visitors say?**

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don't know what or where it is

nothing

Chatham & Rochester have presence

collection of poor places

perceptions poor

lack of accommodation

local authority name



# Tourism SME's perspectives

not working together

very new

not many overnight stays

hotels full of business stays

demographics lower

not co-ordinated

history

too many festivals

not enough hotels

need bars and restaurants

local

Dutch, German and French

surprised

older

grandparents and children

stopping on way to London





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**Surveying Medway**

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	Y(%)	N (%)	DK (%)
Welcoming	54	44	0
Vibrant	61	39	0
Cultural	61	33	6
Traditional	<b>83</b>	11	6
Forward looking	39	50	11
Ambitious	61	39	0
Good place to live	61	22	17

	Y(%)	N (%)	DK (%)
Creative	72	22	6
Confident	6	72	22
Good place to visit	83	17	0
Good place to do business	89	11	0
Safe	78	17	6
Skilled	22	67	11
Easy to navigate	6	94	0

