“MEDWAY: A WATERFRONT CITY”

MAKING MARITIME HISTORY,
CELEBRATING OUR STORIES
CULTIVATING INNOVATION AND CREATIVITY
VALUING OUR WATERFRONTS
HOW DO WE TELL OUR STORY?
OUR JOURNEY SO FAR

**Jun 2018**
- **Place Board**
  - 1st official Place Board

**Oct 2018**
- **Medway Place Branding Launch**
  - Medway Place Branding Launch held at The Historic Dockyard, Chatham

**Nov 2018**
- **Medway Champions**
  - 1st Medway Champions breakfast at Kings School Rochester

**Jan 2019**
- **Relationship building**
  - Over 50 meetings took place to present our vision engaging businesses, residents with our narrative and branding

**Feb 2019**
- **Collaterals**
  - Medway Champions' brochure launched and distributed to potential Medway Champions

**Apr 2019**
- **Social Media**
  - Social media platform launch & strategy implemented
    - Facebook
    - Twitter
    - Instagram
    - LinkedIn

**May 2019**
- **Place Website**
  - Wearemedway.co.uk launched

**July 2019**
- **City of Culture Local Launch**
  - Local launch involving our communities and resident during a sporting event

**Sept 2019**
- **Parliamentary Event**
  - Showcasing Medway during a drinks reception in Westminster
OVER 150 MEDWAY CHAMPIONS MEET EVERY TWO MONTHS
OUR BRANDING IS GAINING MOMENTUM