Welcome

Innovation Park Medway is an important opportunity to help shape the economic future of the region for Medway Council and Tonbridge & Malling Borough Council and has been a long-term ambition. The core ambition for both councils is to strengthen the performance of the local economy, to create jobs in order to secure growth and prosperity, and to realise the potential of the area, whilst ensuring the long-term operating future of Rochester Airport.

Innovation Park Medway is a key part of that ambition.

Innovation Park Medway is located within the "KENT INNOVATION CORRIDOR.

Innovation Park Medway is part of the North Kent Enterprise Zone. Enterprise Zones are defined by the Government as designated areas in England that offer incentives to businesses to stimulate the creation of new jobs.

Innovation Park Medway is located within the Kent Innovation Corridor. Extending from Discovery Park Enterprise Zone in East Kent to The Nucleus at the North Kent Enterprise Zone, operating across three sites, one of which is Innovation Park Medway. Rochester Airport is part of the North Kent Enterprise Zone. Enterprise Zones are integrated elements of connectivity and infrastructure to aid in the development of businesses. Rochester Airport is part of the North Kent Enterprise Zone, operating across three sites, one of which is Rochester Airport.

Medway has an industrial, engineering and manufacturing industry history, which will be uphold to promote further economic growth and innovation within the region. Together, with the potential to build strong links with key educational institutions to drive the development of skills, Innovation Park Medway can attract high value businesses to help shape the economic future of the region for Medway Council and Tonbridge & Malling Borough Council.

AMBITIONS FOR INNOVATION PARK MEDWAY (IPM) ARE:

• attracting high value businesses
• increasing the number and quality of jobs
• retaining and increasing the local skills base
• strengthening links between educational institutions
• retaining the local potential aligning and partner for regional business
• promoting the region’s brand and image

Why here?

Innovation Park Medway is located within the KENT INNOVATION CORRIDOR. Extending from Discovery Park Enterprise Zone in East Kent to The Nucleus in Dartford, the corridor includes a chain of strategic sites offering a mix of specialist engineering, technology sectors including life sciences, pharmaceuticals, ICT, digital media and technical services.

Innovation Park Medway can attract specialist engineering.

AMBITIONS FOR INNOVATION PARK MEDWAY (IPM) ARE:

• promoting the region’s brand and image
• establishing IPM as a preferred destination and partner for regional business
• strengthening links between educational institutions
• retaining and increasing the local skills base
• improving the number and quality of jobs
• attracting high value businesses

MEDWAY COUNCIL AND TONBRIDGE & MALLING BOROUGH COUNCIL have

Ambitions for Innovation Park Medway are:

• promoting the region’s brand and image
• establishing IPM as a preferred destination and partner for regional business
• strengthening links between educational institutions
• retaining and increasing the local skills base
• ensuring the alignment of skills

WHAT HAS HAPPENED SO FAR AND NEXT STEPS...

Kick-started by the opening of Innovation Centre Medway, Medway Council adopted the Rochester Airport Masterplan Supplementary Planning Document (SPD) in January 2014. The SPD established the area as a Strategic Gateway and Economic Hub with the potential to drive economic growth in the region. The masterplan for Innovation Park Medway is the next step in the process and will be used as the basis for developing the appropriate planning mechanism to deliver the Council's ambitions. Once adopted, the masterplan will provide guidance to support the consideration and determination of development proposals.

Innovation Park Medway is an important opportunity to help shape the economic future of the region for Medway Council and Tonbridge & Malling Borough Council and has been a long-term ambition. The core ambition for both councils is to strengthen the performance of the local economy, to create jobs in order to secure growth and prosperity, and to realise the potential of the area, whilst ensuring the long-term operating future of Rochester Airport.

Innovation Park Medway is a key part of that ambition.

Innovation Park Medway is located within the KENT INNOVATION CORRIDOR. Extending from Discovery Park Enterprise Zone in East Kent to The Nucleus in Dartford, the corridor includes a chain of strategic sites offering a mix of specialist engineering, technology sectors including life sciences, pharmaceuticals, ICT, digital media and technical services.

Innovation Park Medway can attract specialist engineering.

AMBITIONS FOR INNOVATION PARK MEDWAY (IPM) ARE:

• promoting the region’s brand and image
• establishing IPM as a preferred destination and partner for regional business
• strengthening links between educational institutions
• retaining and increasing the local skills base
• improving the number and quality of jobs
• attracting high value businesses

MEDWAY COUNCIL AND TONBRIDGE & MALLING BOROUGH COUNCIL have

Ambitions for Innovation Park Medway are:

• promoting the region’s brand and image
• establishing IPM as a preferred destination and partner for regional business
• strengthening links between educational institutions
• retaining and increasing the local skills base
• ensuring the alignment of skills

WHAT HAS HAPPENED SO FAR AND NEXT STEPS...

Kick-started by the opening of Innovation Centre Medway, Medway Council adopted the Rochester Airport Masterplan Supplementary Planning Document (SPD) in January 2014. The SPD established the area as a Strategic Gateway and Economic Hub with the potential to drive economic growth in the region. The masterplan for Innovation Park Medway is the next step in the process and will be used as the basis for developing the appropriate planning mechanism to deliver the Council's ambitions. Once adopted, the masterplan will provide guidance to support the consideration and determination of development proposals.

Innovation Park Medway is an important opportunity to help shape the economic future of the region for Medway Council and Tonbridge & Malling Borough Council and has been a long-term ambition. The core ambition for both councils is to strengthen the performance of the local economy, to create jobs in order to secure growth and prosperity, and to realise the potential of the area, whilst ensuring the long-term operating future of Rochester Airport.

Innovation Park Medway is a key part of that ambition.

Innovation Park Medway is located within the KENT INNOVATION CORRIDOR. Extending from Discovery Park Enterprise Zone in East Kent to The Nucleus in Dartford, the corridor includes a chain of strategic sites offering a mix of specialist engineering, technology sectors including life sciences, pharmaceuticals, ICT, digital media and technical services.

Innovation Park Medway can attract specialist engineering.

AMBITIONS FOR INNOVATION PARK MEDWAY (IPM) ARE:

• promoting the region’s brand and image
• establishing IPM as a preferred destination and partner for regional business
• strengthening links between educational institutions
• retaining and increasing the local skills base
• improving the number and quality of jobs
• attracting high value businesses

MEDWAY COUNCIL AND TONBRIDGE & MALLING BOROUGH COUNCIL have

Ambitions for Innovation Park Medway are:

• promoting the region’s brand and image
• establishing IPM as a preferred destination and partner for regional business
• strengthening links between educational institutions
• retaining and increasing the local skills base
• ensuring the alignment of skills

WHAT HAS HAPPENED SO FAR AND NEXT STEPS...

Kick-started by the opening of Innovation Centre Medway, Medway Council adopted the Rochester Airport Masterplan Supplementary Planning Document (SPD) in January 2014. The SPD established the area as a Strategic Gateway and Economic Hub with the potential to drive economic growth in the region. The masterplan for Innovation Park Medway is the next step in the process and will be used as the basis for developing the appropriate planning mechanism to deliver the Council's ambitions. Once adopted, the masterplan will provide guidance to support the consideration and determination of development proposals.

Innovation Park Medway is an important opportunity to help shape the economic future of the region for Medway Council and Tonbridge & Malling Borough Council and has been a long-term ambition. The core ambition for both councils is to strengthen the performance of the local economy, to create jobs in order to secure growth and prosperity, and to realise the potential of the area, whilst ensuring the long-term operating future of Rochester Airport.

Innovation Park Medway is a key part of that ambition.

Innovation Park Medway is located within the KENT INNOVATION CORRIDOR. Extending from Discovery Park Enterprise Zone in East Kent to The Nucleus in Dartford, the corridor includes a chain of strategic sites offering a mix of specialist engineering, technology sectors including life sciences, pharmaceuticals, ICT, digital media and technical services.

Innovation Park Medway can attract specialist engineering.

AMBITIONS FOR INNOVATION PARK MEDWAY (IPM) ARE:

• promoting the region’s brand and image
• establishing IPM as a preferred destination and partner for regional business
• strengthening links between educational institutions
• retaining and increasing the local skills base
• improving the number and quality of jobs
• attracting high value businesses

MEDWAY COUNCIL AND TONBRIDGE & MALLING BOROUGH COUNCIL have

Ambitions for Innovation Park Medway are:

• promoting the region’s brand and image
• establishing IPM as a preferred destination and partner for regional business
• strengthening links between educational institutions
• retaining and increasing the local skills base
• ensuring the alignment of skills

WHAT HAS HAPPENED SO FAR AND NEXT STEPS...

Kick-started by the opening of Innovation Centre Medway, Medway Council adopted the Rochester Airport Masterplan Supplementary Planning Document (SPD) in January 2014. The SPD established the area as a Strategic Gateway and Economic Hub with the potential to drive economic growth in the region. The masterplan for Innovation Park Medway is the next step in the process and will be used as the basis for developing the appropriate planning mechanism to deliver the Council's ambitions. Once adopted, the masterplan will provide guidance to support the consideration and determination of development proposals.

Innovation Park Medway is an important opportunity to help shape the economic future of the region for Medway Council and Tonbridge & Malling Borough Council and has been a long-term ambition. The core ambition for both councils is to strengthen the performance of the local economy, to create jobs in order to secure growth and prosperity, and to realise the potential of the area, whilst ensuring the long-term operating future of Rochester Airport.

Innovation Park Medway is a key part of that ambition.
What is an Innovation Park?

**AN INNOVATION ENVIRONMENT**

An innovation environment should be a place that promotes connectivity between businesses physically and through the creation of new business ventures: a place where people seek advice, test ideas and are inspired.

To develop the right environment, the following ingredients should be in place:

• A clear site brand and positioning offering a focus to investors and businesses;

• Affordable, flexible work spaces for early stage companies, with enough space to allow these start-ups to grow;

• A mix of office and Research & Development (B1) uses alongside industrial activities (B2), where innovation can transfer between these uses;

• Access to informal meeting places and social spaces to encourage exchange of ideas and problem solving across disciplines;

• Close to technology-focused universities to promote research and innovation;

• Provision of utilities and services such as broadband to match the competition.

1. Break innovation out of individual silos
2. Combine skills and expertise to encourage collaboration
3. Flexibility to adapt and grow

The Orchard Hangars
Two key concepts

At this stage in the process, the masterplan for Innovation Park Medway must retain flexibility for future occupiers, whilst providing a platform to deliver a successful place. The masterplan layout is based on two key concepts. The concepts have been developed to accommodate the requirements of an innovation environment within a robust and adaptable framework.

Clear Identity - a legacy landscape

In order to create a unique place that represents Medway, the site needed to contain the first concept is to provide a high-quality piece of public realm at the core of the northern site that becomes the signature for Innovation Park Medway. This approach focuses on delivering a landscape that gives certainty to future investors and petroleum public spaces before thinking about buildings.

Making a nod to the past, a ‘Runway Park’ would become a dynamic feature for staff and visitors to enjoy the Medway’s new demand of employment sites. Crucially, ‘The Runway Park’ would become the feature that gives the Innovation Park a clear identity.

Flexible & Agile ‘to the power of 10’

In developing a framework that is adaptable, the masterplan has explored a second key structuring element intended to ensure the development can adapt to future requirements. Alongside the Runway Park, the masterplan employs a flexible 10m x 10m grid, allowing developer interest to be accommodated over time and plots to come forward in a variety of ways.

The 10m x 10m grid allows development blocks to be combined or subdivided in a flexible manner in the knowledge that plots can accommodate a wide range of buildings and spaces that can be delivered when there is demand. The plots, therefore, are readily scalable and saleable, allowing Innovation Park Medway to respond to market interest in an agile manner.

The consistency of Innovation Park Medway’s environment will be secured by the site’s overarching landscape and infrastructure acting as the constant, with ‘innovation clusters’ able to adapt and thrive.
The masterplan has several key design elements which are based on an understanding of the site opportunities and constraints and exploring potential ideas that could be delivered during the lifetime of the project.

The masterplan retains flexibility for detailed proposals to come forward for individual plots, with application guidelines and accompanying design codes (to be developed in due course) becoming a mechanism to manage proposals so that they are consistent with the masterplan aims.

### KEY DESIGN ELEMENTS

#### A Runway Park
The Runway Park is proposed as the main structuring element of the masterplan. It should be seen as a vital asset to work to the agreement with the council. It provides the high quality open space that investors demand of innovative employment sites and is key to attracting and retaining staff.

The beauty of the concept is its ability to adapt to changing trade patterns and potential uses of the area established on the site around it. Because plots will be built out over time, the masterplan retains flexibility for detailed proposals to come forward for individual plots, with application guidelines and accompanying design codes (to be developed in due course) becoming a mechanism to manage proposals so that they are consistent with the masterplan aims.

#### Runway Park Landmark Buildings
The Runway Park is proposed as the main structuring element of the masterplan. A simple, bold move which will create a clear identity and provide the high quality open space that investors demand of innovative employment sites (MED) is key to attracting and retaining staff.

The Runway Park is proposed as the main structuring element of the masterplan. A simple, bold move which will create a clear identity and provide the high quality open space that investors demand of innovative employment sites (MED) is key to attracting and retaining staff. The Runway Park is proposed as the main structuring element of the masterplan. A simple, bold move which will create a clear identity and provide the high quality open space that investors demand of innovative employment sites (MED) is key to attracting and retaining staff.

#### Pedestrian Friendly Clusters
By delivering an environment that will attract and retain staff in a competitive market place, free flowing pedestrian movements must be prioritised. The strategy ensures there will be pedestrian friendly clusters with limited vehicular movement within them. However, essential vehicular access will be provided to all plots, with car parks located at strategic locations. The two development areas have the potential to be physically linked via a footpath that would pass securely along the site boundary. This physical connection will promote interaction between the two sites and encourage shared use of facilities which, in turn, will assist objectives of reducing car trips.

#### Pedestrian Friendly Clusters
By delivering an environment that will attract and retain staff in a competitive market place, free flowing pedestrian movements must be prioritised. The strategy ensures there will be pedestrian friendly clusters with limited vehicular movement within them. However, essential vehicular access will be provided to all plots, with car parks located at strategic locations. The two development areas have the potential to be physically linked via a footpath that would pass securely along the site boundary. This physical connection will promote interaction between the two sites and encourage shared use of facilities which, in turn, will assist objectives of reducing car trips.

#### Landscape Character Areas
The framework of the runway park and vehicle access road allows plots to come forward over time. Development will come forward in line with the vision for the site and will have one identity, but with the proposed landscape features influencing the identity of each zone of the IPM site. This includes:

- Park edge planting
- Outdoor collaboration ‘rooms’
- Orchard planting maintained to acceptable height
- Woodland clusters