To secure sustainable job growth that will make a significant contribution to improving the quality of life for residents whilst enhancing the quality of place and securing prosperity in the local economy.

2.4 million annual visits to the Nene Valley

30,000 visitors to the Nene Valley Festival in 2018

Supporting over 250 businesses with marketing support

New Greenway walking/cycling routes

Our success...

Destination Nene Valley

Increasing tourism spend and job creation with a focus along the Nene Valley

Your contact:
Tourism Development Officer
kwilliams@east-northamptonshire.gov.uk | 01832 742064 | www.nenevalley.net
_ nenevalley
The Nene Valley will be recognised as a destination of choice to see world class wildlife, it has a connected green corridor for walking and cycling and a flourishing visitor economy that creates opportunities for visitors and residents to enjoy outdoor recreational activities whilst protecting the environment and wildlife.

The Destination Nene Valley Management Plan (2019 - 2025) sets out the key objectives for tourism development and marketing and makes a case for establishing a Destination Management Organisation.

The vision will be driven by destination activities within four cross-cutting priorities:

- Creating an enterprising approach to the rural economy.
- Improve access to the Nene Valley by identifying and developing solutions to existing barriers.
- Attracting visitors and spend from local, regional, national and international markets.
- Encourage local communities to lead healthier outdoor lifestyles and promote green transport.

Our location...

Our vision... and priority projects

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