



  
**nenevalley**  
**MINI SENSE OF PLACE TOOLKIT**

# What is it all about?



## What is it a Sense of Place?

A Sense of Place is an emotional connection that one has with a destination. It is a unique feeling aroused by the sights, sounds, smells, memories and experiences associated with a place. The way in which we experience a place is different for everyone. How we interact with a place, its culture, its nature, its landscape and its history, determine how we feel about that place going forward.

## What is a Sense of Place Toolkit?

A Sense of Place Toolkit offers a collection of experiences, stories, case studies, photos and branding that can be used to engage people with the landscape. Its aim is to create a unique sense of identity within the Nene Valley by focusing on all that the landscape has to offer, which has a variety of uses whether for local residents, businesses, governing bodies and other interested parties.

## What is it the Nene Valley?

The Nene Valley is a geographical landscape, created by the river and the settlements that have been developed over thousands of years. Over time the area has experienced much cultural heritage and the Nene Valley is more than just a landscape but has a unique identity in which humans, animals, plants and physical structures have coexisted for thousands of years, creating the community of the Nene Valley that we know today.

# Who is it for?



**Local Residents** - to learn about where you live and work and make the most of your surrounding area

**Local Businesses** - to share key messages to customers and develop products and services unique to the landscape in which they are offered

**Governing bodies** - to help consider local attributes when developing plans and projects

**Educators** - to develop nature and heritage based lessons

**Community groups** - to assist project development and funding applications

**Visitors** - to find interesting things to discover within the Valley

**Researchers** - to develop and understanding of the area and its key features

**Artists** - to inspire art that celebrates local heritage

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# What is inside?



## A history of the Nene Valley

- A history of the landscape of the Nene Valley dating back to the Jurassic period in an 'easy to follow' timeline
- A look into the cultural and environmental heritage of the valley including local curiosities

## Descriptions of the landscape

- Key words for describing the Nene Valley
- Exploration of the unique and vast landscape that forms the Nene Valley including a look into protected habitats and their origin
- Noteworthy species that can be located in the region



## Activities

- Ideas for activities to be enjoyed within the Nene Valley including indoor and outdoor pursuits
- Links to destinations including hot spots for fishing, shopping, boating, watersports, sites of interest and country parks

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## Hospitality

- Recommendations for the advising the best dining and accommodation to local and visiting tourists
- A list of some of the best local producers within the Nene Valley for enjoying a quality experience, unique to the Nene Valley

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## Sustainability

- Guidance for encouraging sustainability within the tourism industry and for use by general organisations
- Top tips for encouraging green travel within the Nene Valley



## Downloadable images

This toolkit will provide a collection of images taken along the Nene Valley that can be downloaded and used for personal and organisational use (provided copyright regulations are followed).



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## Case Studies

Look out for *case studies* promoting particular points of interest, examples of successful destinations and telling stories about the Nene Valley.

## Top Tips

Look out for our top tips throughout the guide with recommendations about how to best use the information provided in the toolkit.

## Branding Annexes

The toolkit will provide guidelines for Nene Valley branding, including wayfinding and interpretation, and where to use it.



SPECIAL PROTECTION AREA  
Upper Nene Valley Gravel Pits



The Sense of Place Toolkit has been devised by Nene Rivers Trust for Destination Nene Valley (hosted by North Northants Council), funded by National Lottery Heritage Fund and National Lottery Players. The full version is available at [nenevalley.net](http://nenevalley.net)

