



# Naturally Placemaking Brand Update

**A welcome for *all*,**

***Naturally***



# A welcome for all, Naturally

Big skies. Varied landscapes. Water, from the chalk streams to the Broads.  
In a crowded, hectic world we have the gift of space - to exhale, to think differently, to create, to be your natural self.  
Nature is woven into life here, nourishing our food, our history and our culture. We care for it and flourish with it.  
Every season with its own rhythm.

We aren't a place to hurry through on your way elsewhere.  
We are a place to linger, reconnect, and explore in your own way, with a generosity of space and spirit that welcomes all.  
Come as you are.  
Leave renewed.

## Content pillars

Naturally Immersive	Naturally Nourishing	Naturally Storied	Naturally Regenerative	Naturally Inspiring
Experiences Attractions Activities Wildlife	Food & Drink providers Local produce	History Heritage Folklore Community	People (wellness) & Places (environment)	Art & culture Festivals Events

## Tone of voice

Pure & Natural	Warm & Welcoming	Nourishing	Independent & Inviting	Delighted & Relaxed
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<b>Naturally Immersive</b>	<b>Naturally Nourishing</b>	<b>Naturally Storied</b>	<b>Naturally Regenerative</b>	<b>Naturally Inspiring</b>
<b>Rob Leigh</b> Broads Authority	<b>Vanessa Scott</b> Brecks Regenerative Tourism	<b>Leanne Melbourne</b> Norfolk Museums	<b>Vanessa Scott</b> Brecks Regenerative Tourism	<b>Paula Sanchez</b> National Centre for Writing
<b>Deb Brookes</b> Brecks Regenerative Tourism	<b>Mary Kemp</b> Hill House Farm	<b>Simon Odell</b> Natural England	<b>Les Scott</b> Swaffham Council	<b>Bryony Hope</b> Dance East
<b>Sarah Thwaites</b> Visit the Broads	<b>Katherine Wolstenholme</b> College Farm	<b>Heather Jeremy</b> Blickling Estate	<b>Deb Brookes</b> Brecks Regenerative Tourism	<b>Julie Cole</b> Theatre Royal Bury St Edmunds
<b>Caroline Mayers</b> Sainsbury Centre	<b>Samantha Prince</b> Food Museum	<b>Holly Bamford</b> Norwich BID, Visit Norwich	<b>Wenjie Cai</b> University of Greenwich	<b>Rebecca Lyon</b> Norwich Theatre
<b>Claire Waterson</b> West Suffolk	<b>Simon Wooster</b> Wooster's Bakery	<b>Mel March</b> Norwich BID, Visit Norwich	<b>Nick Dickson</b> Natural England	<b>Beccie Amer</b> First Light
<b>Graham Peers</b> Broadland Local Authority	<b>Hilary Philpott</b> Euston Hall	<b>Rebecca Lyon</b> Norwich Theatre	<b>Rob Minty</b> Elvedon Estate	<b>Kate Wolstenholme</b> Sainsbury Centre
<b>Caroline Bidewell</b> Norfolk Trails	<b>Carole Creasey</b> BMSDC	<b>Steph</b> National Centre for Writing	<b>Sarah</b> Westacre Estate	<b>Zoey Banthorpe</b> BMSDC
<b>James Hogg</b> Norfolk Wildlife Trust	<b>Stevyn Nash</b> Elvedon Estate	<b>Graham Peers</b> Broadland Local Authority	<b>Matt Jones</b> Suffolk County Council	<b>Charlie Dixon</b> Gainsborough House
<b>Michelle Perry</b> Visit the Broads	<b>Maddie Exton</b> Marketplace Arts	<b>Liz Baalham</b> Babergh Mid Suffolk	<b>Iain Dunnett</b> Environment Agency	
<b>David Yates</b> Natural England	<b>Deb Brookes</b> Brecks Regenerative Tourism	<b>Lis Ivany</b> Head East	<b>Matt Horsham</b> RSPB	
<b>Suzy</b> Eastwood Whelpton Sailing	<b>Richard Wolstenholme</b> College Farm	<b>Lucy Downing</b> Holkham	<b>Sophie Green</b> Tingdene / Waveney River Centre	
<b>Alison</b> Eastwood Whelpton Sailing		<b>Tim Fitzheim</b> St George's Guildhall	<b>Jessie Jacobs</b> Suffolk Wildlife Trust	
		<b>Philip Eke</b> Visit West Norfolk	<b>Jack Cripps</b> Suffolk Wildlife Trust	
			<b>Hugh Braidwood</b> Suffolk Wildlife Trust	



# Currently

Fragmented messaging

+

Fragmented activities

+

Fragmented energy

=

Fragmented impact

“We have a ‘clash calendar’, we’ve never thought about an alignment calendar”



**To increase impact  
we need to create alignment**

**“We need to build the picture in peoples heads.  
Cornwall people get easily. They can’t picture our landscapes  
and stories, they don’t get it until they come”**



**Our pillars tell people *what* we offer**

**Our shared messaging explains *why it matters* and *why it's different here***

- One clear regional story instead of fragmented messages
- Stronger distinctiveness & memorability
- Framing for stakeholders & partners
- Aligns activity to the same narrative spine
- Easy for partners amplify a shared strategy with their own voice



# Our 22-44 pre-nester audience



Most likely to travel outside school holidays



Highly influenced by social search



34% seeking quieter destinations



Over 60% use AI for travel research & planning



Take most short breaks & spend more



78% prefer to spend on experiences over things



Book earlier than other nationalities



Desire sustainability but not at a premium



Preference for authentic, story-rich, personalisation

A close-up photograph of a person's hand reaching towards a body of water. The hand is positioned in the upper right quadrant, with fingers slightly curled. The water surface is dark and textured, with several concentric ripples emanating from a point just below the hand. The background is a soft, out-of-focus landscape, possibly a beach or a coastal area, with a mix of dark and light tones. The overall mood is serene and contemplative.

# Where you find your natural rhythm

**Here, days move to natural cues - tides, light, seasons, migrations -not timetables.**

**Whether you wander, roam, sail or slow down, this landscape helps you find the pace that feels like yours again.**

# Space that brings you closer

**Big skies and a generosity of space and spirit create a closeness you rarely find elsewhere - to nature, to flavour, to culture, to people, and to yourself. Here, distance disappears and you become part of things.**



A landscape photograph featuring a body of water in the middle ground, a line of trees in the background, and a large, curved, rusted metal sculpture in the foreground. The sculpture is made of vertical bars that curve away from the viewer. The sky is overcast and grey.

# A place where ideas and stories grow wild

**In a region shaped by creativity and curiosity, ideas and stories don't sit in galleries, they spill into fields, coast, trails and towns. They grow here like the landscapes: unruly, surprising and alive, mixing old roots with new thinking.**

A bird with speckled feathers and a yellow eye is shown in profile, leaning forward to drink from a shallow pool of water. The bird's reflection is visible in the water. The background is a soft, out-of-focus landscape with warm, golden-brown tones, suggesting a sunset or sunrise. The overall mood is serene and natural.

# The land where the lost things live

**In a world that's lost its peace, its wild places, its wonder, this is where those things still thrive.  
A landscape that gives back what modern life takes away.**

# Where life runs on natural energy

Here, natural energy flows through everything – the people, the wildlife, the food and the culture.  
Salt air, bold creativity and wild coastlines charge you back up.





**Where you find your  
natural rhythm**



**Space that brings you closer**



**A place where ideas  
and stories grow wild**



**The land where the lost things live**



**Where life runs on natural energy**

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**Leave renewed.**

## Core Messages

**Where you find your  
natural rhythm**

**Space that brings  
you closer**

**A place where ideas  
& stories grow wild**

**The land where the  
lost things live**

**Where life runs on  
natural energy**

## Content pillars

**Naturally Immersive**

**Naturally  
Nourishing**

**Naturally  
Storied**

**Naturally  
Regenerative**

**Naturally  
Inspiring**

Experiences  
Attractions  
Activities  
Wildlife

Food & Drink providers  
Local produce

History  
Heritage  
Folklore  
Community

People (wellness)  
& Places (environment)

Art & culture  
Festivals  
Events

## Tone of voice

**Pure & Natural**

**Warm & Welcoming**

**Nourishing**

**Independent &  
Inviting**

**Delighted & Relaxed**



**Next steps - from messaging to activation**

**Turning Naturally into shared moments the region  
can recognise, join and amplify.**

**A framework for co-ordinated, story-led, activation**





**Fragmented activities**



**An East Anglia  
Experience Engine**



**Jan**

**Feb**

**Mar**

**Apr**

**May**

**Jun**

**Jul**

**Aug**

**Sep**

**Oct**

**Nov**

**Dec**

**Jan**

**Feb**

**Mar**

**Apr**

**May**

**Jun**

**Jul**

**Aug**

**Sep**

**Oct**

**Nov**

**Dec**

**Autumn Migrations**

**Herring season starts**

**Grape harvest season starts**

**Autumn Festival Norwich**

**Deer Rut**

**Aldeburgh Food & Drink Festival**

**Eat Local Day**

**Mushroom season starts**

**Bury Literature Festival**

**Sloe season starts**

**Wild reads**

**World Habitat Day**

**Eat Local Day**

**Oyster season starts**

**World Migratory Bird Days**

**Norwich Beer Festival**

**Red deer season starts**

**Ipswich Book Festival**

**Partridge season starts**

**Norwich Book Festival**

**World Mindfulness Day**

**Beccles Pumpkin Festival**

**World Car-Free Day**

**East Anglian Traditional Music Day**

**Vineyard Tours & Tastings**

**Chet Valley Harvest**

**Helmingham Autumn Plant Fair**

**Digital Detox Day**

**Summer Sunset Tastings**

**Brancaster Mussel Festival**

**Brecks Heritage Harvest Weekend**

# Home of the Harvest





**Home of  
the Harvest**

**Shared calendar, activations & messaging**

**Open source toolkit**

**LVEP Marketing**

**Aligned regional framing**

**Database building - competition**



Thank you