



# Proposal: Peterborough Destination Identity & Place Profiles

A companion to the Independent Destination Management Proposal

*More Than You Imagine*

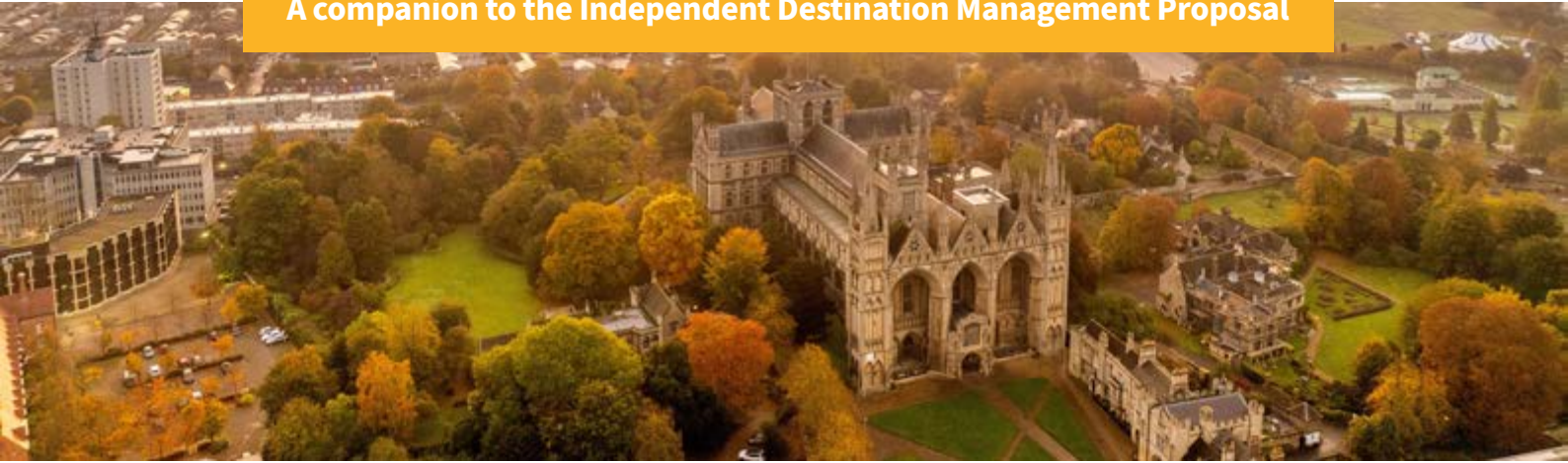
*This is*  
**Peterborough** 2026





# Introduction: Peterborough Destination Identity & Place Profiles

A companion to the Independent Destination Management Proposal



**Peterborough** stands at a pivotal moment in its story. As the city grows and changes, so too does the need for a clear and confident destination identity — one that celebrates its layered heritage, connects its communities, and positions it as a vibrant place to live, work, and visit.

This proposal responds to that need. It sets out a place framework that goes beyond traditional tourism strategies, recognising that successful destinations are built not only on visitor attractions but also on civic pride, neighbourhood identity, and the richness of the surrounding landscapes.

Developed as a companion to the Independent Destination Management Proposal, this document provides the narrative and structure through which Peterborough's cultural, heritage, and visitor economy can be understood, promoted, and

experienced. It introduces a three-tier model — the Inner City Quarters, the Middle Quarters, and the Heritage Landscapes — that together offer a connected way of telling the city's story.

The framework has been shaped through the This is Peterborough! initiative, which began as a festival concept and has already grown into a city-wide collaboration involving partners across culture, business, education, and community life. It draws inspiration from Peterborough's past, while also providing the tools to support regeneration, attract investment, and align with national standards such as LVEP accreditation.

At its heart, the proposal is both practical and ambitious: a strategy that links identity to action, and storytelling to delivery. It is designed to unify Peterborough's visitor offer, empower its communities, and ensure that the city's future is shaped by the strengths of its people and places.

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# Proposal: Executive Summary

**This proposal presents a new place framework for Peterborough** — a connected, layered destination identity that unites the city's cultural, heritage, and tourism offer under a single, coherent vision.

At its core, the framework recognises three interlinked layers:

## The Inner City Quarters

Four distinct zones (Cathedral Quarter, Creative Quarter, River & Rail Quarter, and Old Town Quarter) that together form the Urban Core, where heritage, culture, commerce, and public life converge.



## The Middle Quarters

A belt of connected communities encircling the Urban Core, each with its own history and character, bridging the inner city with the surrounding landscapes.



## The Heritage Landscapes

Three unique destination landscapes (Fen Edge, Clare Country, Nene Reaches) plus the developing Kiln Quarter, each offering a compelling blend of history, nature, and identity, and all meeting at Peterborough as their shared hub.





## This structure will:



Unify the city's visitor economy under a place-led framework that works for residents and visitors alike.



Support **LVEP** accreditation by providing a clear, collaborative model for leadership, marketing, and product development.



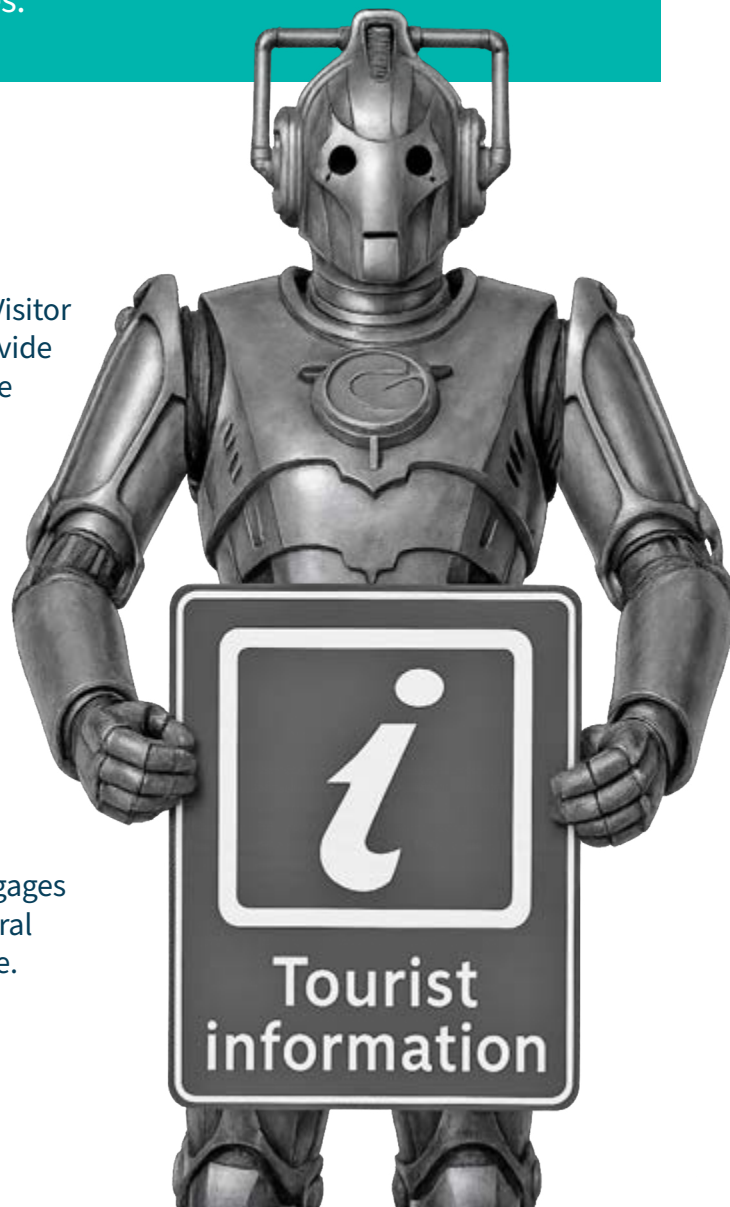
Enhance visitor experiences through coherent narratives, packaged offers, and improved wayfinding across all zones.

## City Box Office

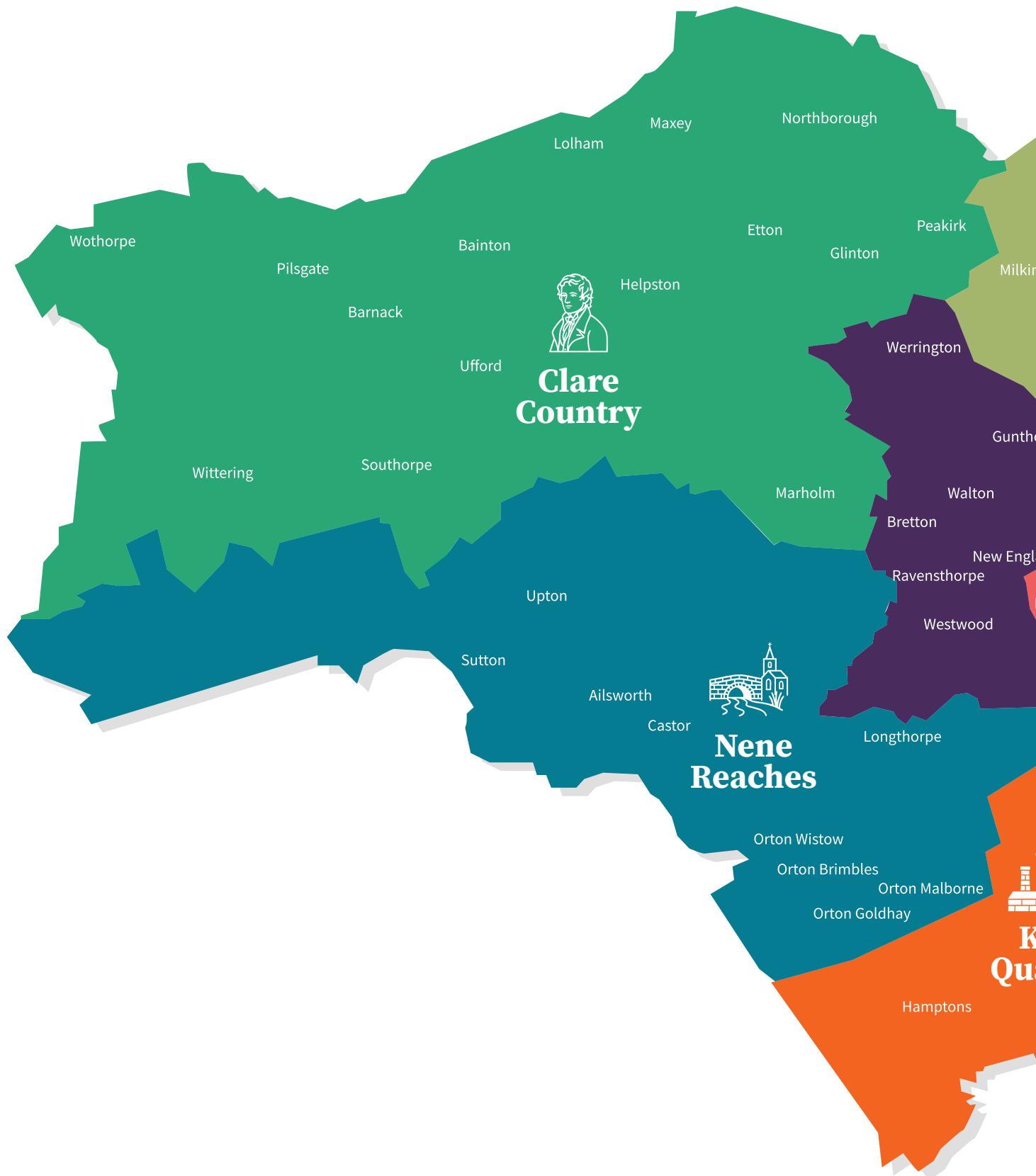
A central feature of this proposal is the City Box Office & Visitor Hub, a project already in early development that will provide a single point for ticketing, information, and collaborative programming.

This framework builds directly on the momentum of the This is Peterborough! initiative — originally conceived as an annual city-wide festival and now expanded into a broader strategy for place-making and tourism. The concept quickly gained wide support and enthusiasm, with over 40 active partners already engaged across sectors.

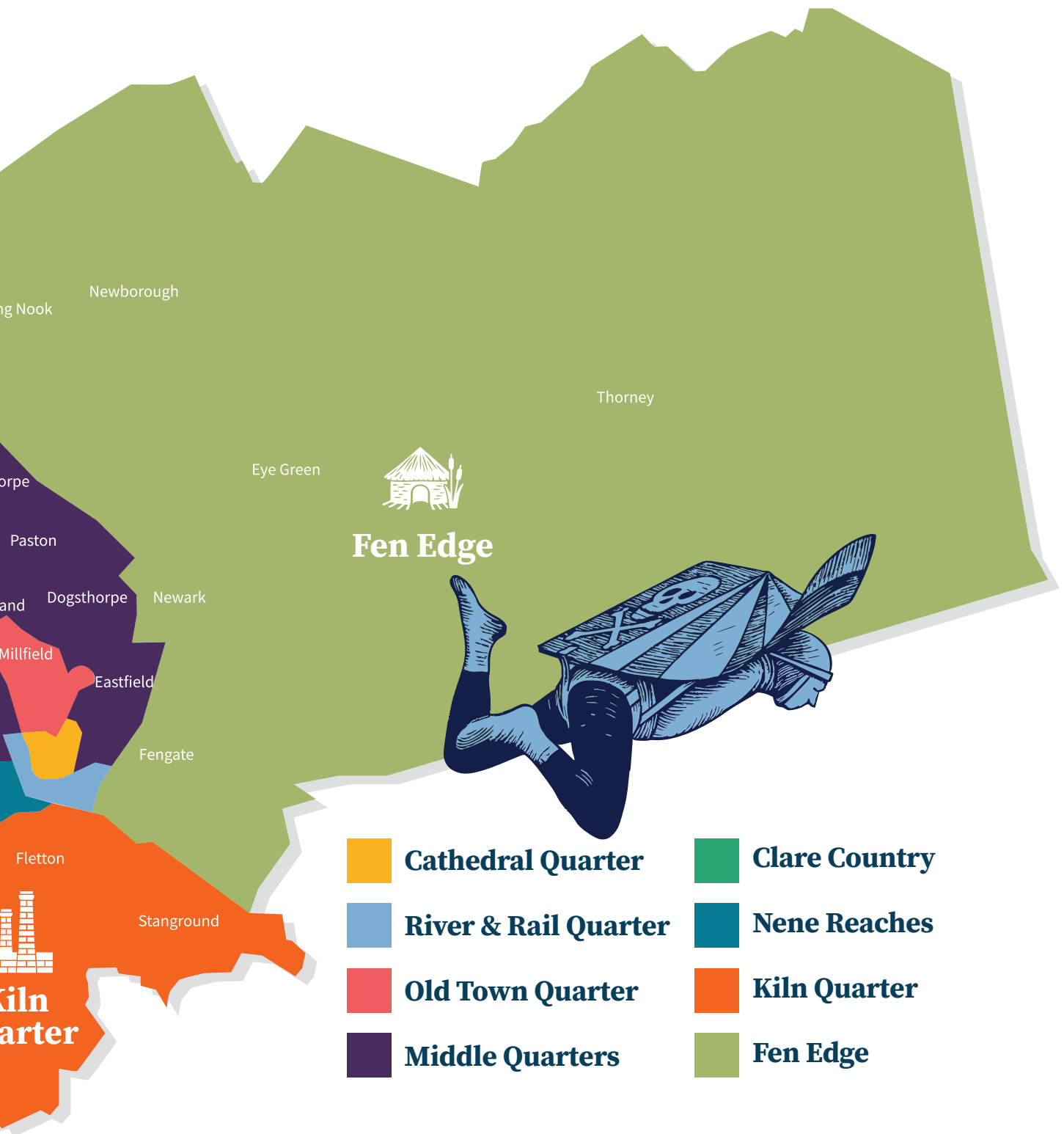
By adopting this framework, Peterborough can position itself as a connected, vibrant, and sustainable visitor destination — one that tells its story with confidence, engages its residents, and attracts investment, tourism, and cultural opportunities on a local, national, and international scale.

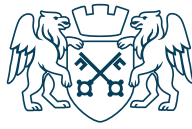


# Map: Quarters & Landscapes









# The Heritage Landscapes: Unlocking Peterborough's Wider Story

**Peterborough** is more than a city – it is the meeting point of distinct landscapes that have shaped its history, culture, and identity for centuries. These Heritage Landscapes are not simply backdrops; they are living, working environments whose stories extend the city's reach, connect communities, and give visitors a reason to explore further.

The concept grew from a simple truth: a city's strength lies not only in its centre, but in the richness of the world that surrounds it. By framing Peterborough's outer regions as three established and one emerging Heritage Landscape, we create a coherent place narrative – one that can be marketed collectively while retaining each area's individuality.

Together, these landscapes offer:

- **Diverse Experiences** – From big-sky fenland adventures and riverside trails to romantic stone villages and industrial heritage sites, they provide variety that keeps visitors in the area longer.
- **Linked Storytelling** – Each landscape has its own character, but they interconnect. Trails, itineraries, and thematic campaigns can weave them into a larger narrative, encouraging repeat visits and cross-exploration.

- **Community Participation** – Residents within these landscapes are not just custodians of heritage – they are active partners in telling the story, running events, and offering authentic local experiences.
- **Economic Multipliers** – Tourism in one landscape benefits the others. A visitor drawn by John Clare's countryside may also explore the Nene Reaches by boat, or spend time in the Fen Edge's market towns.
- **Sustainable Growth** – By spreading visitor activity beyond the city centre, we reduce pressure on core areas, support rural businesses, and help preserve the integrity of both urban and natural spaces.

This approach is the foundation of the Peterborough Framework. The Heritage Landscapes set the stage for the city's wider offer, while the Inner Arc connects them to the heart of the city through its neighbourhoods, and the Inner City Quarters provide the cultural and commercial hub from which all journeys begin.

In this way, placemaking becomes more than branding – it becomes a practical tool for linking people, places, and purpose across the entire Peterborough area.



# From Landscapes to Quarters: The Rationale

## **Tier 1 – Inner City Quarters: The Urban Heart**

At the centre are four compact, walkable quarters – Cathedral Quarter, Creative Quarter, River & Rail Quarter, and Old Town Quarter – where Peterborough’s history, commerce, and culture converge. These are the focal points for visitor arrival, major events, hospitality, and the kind of dense, layered storytelling that can only happen in a vibrant city core.

By structuring the city in this way, we move from broad landscapes to intimate streetscapes, ensuring that every layer of Peterborough’s geography has a role in the visitor economy. The Heritage Landscapes inspire exploration, the Middle Quarters build connection and participation, and the Inner City Quarters provide the showcase and the stage.

## **Tier 2 – The Middle Quarters: The Connected Arc**

Between these landscapes and the city centre lies a ring of historic neighbourhoods and post-war communities. These Middle Quarters – from Bretton and Werrington to Dogsthorpe, New England, and Netherton – are where much of the city’s modern identity has grown. They hold community-led cultural spaces, local markets, sports hubs, green corridors, and strong neighbourhood identities.

This layer is vital for “tourism from within” – engaging residents, building civic pride, and connecting local stories to both the Heritage Landscapes and the Inner City Quarters.

## **Tier 3 – Heritage Landscapes: The Wider Story**

The established outer regions – Fen Edge, Clare Country, and Nene Reaches – along with the emerging Kiln Quarter – frame the city with distinctive histories, geographies, and experiences. They set the scene for Peterborough’s tourism offer, drawing in visitors with their own attractions and encouraging exploration into the city itself.



# Tier 1 – Inner City Quarters: **The Urban Heart**

At the centre of Peterborough's place identity are four compact, walkable quarters that together form the cultural, civic, and visitor-facing heart of the city. These are the areas where heritage, commerce, and creativity converge; where the city tells its story most directly to both residents and visitors. Each quarter has a distinctive role, yet all are connected by pedestrian routes, public spaces, and shared cultural programming.







## Tier 1:

# Cathedral Quarter

The **Cathedral Quarter** is the spiritual and civic anchor of Peterborough, dominated by the breathtaking Norman Cathedral whose West Front defines the skyline. This is where medieval lanes meet Georgian frontages, where centuries-old markets still take place, and where the city's story is told in stone.

Priestgate, one of Peterborough's oldest streets, leads to the Peterborough Museum & Art Gallery, home to collections spanning archaeology, fine art, and social history. St John's Church stands sentinel over Cathedral Square, where civic events, markets, and public celebrations unfold against a backdrop of historic architecture.

The Quarter is also a commercial and cultural hub — Queensgate Shopping Centre draws visitors for retail and dining, while heritage trails and public art connect landmarks across the area. Seasonal events, from the Cathedral's Christmas market to civic parades, reinforce its role as the ceremonial heart of the city.



### Geographical Layout

- Cathedral precincts and gardens
- Cathedral Square and St John's Church
- Priestgate & the Museum & Art Gallery
- Queensgate Shopping Centre
- Guildhall and Guildhall Walk
- Cowgate, Bridge Street, and historic streets



### Cultural Anchors & Symbols

- Peterborough Cathedral
- St John's Church
- Guildhall
- Peterborough Museum & Art Gallery
- Queensgate Shopping Centre
- Heritage markets & seasonal festivals



## Tier 1: Old Town Quarter

The Old Town Quarter stretches along heritage streets such as Broadway, Park Road, and Park Crescent, and into the bustling Lincoln Road cultural corridor. Its architecture blends Victorian terraces, early 20th-century civic buildings, and independent shopfronts.

This is Peterborough's most multicultural quarter — home to international grocery stores, specialist cafés, and world-food restaurants that reflect decades of inward migration. The New Theatre is the starting anchor of the area's performing arts offer, while smaller venues, bars, and music clubs contribute to a lively evening economy.



### Geographical Layout

- Broadway, Park Road, Central Park
- Lincoln Road corridor (southern section)
- Fitzwilliam Street and Westgate heritage links
- Connections to Cathedral Quarter via Long Causeway and Westgate



### Cultural Anchors & Symbols

- New Theatre
- Central Library
- International food markets and restaurants
- Independent retail and specialist shops
- Heritage architecture & places of worship



# Tier 1:

## Creative Quarter

The Creative Quarter is an emerging vision for a vibrant cultural district linking the Peterborough Museum & Art Gallery, Key Theatre, independent galleries, and the future enterprise hub within the Hive project. It is a space where established cultural anchors meet grassroots initiatives, and where creative industries will find dedicated support and collaboration.

Here, historic streets and modern venues will be animated with public art, pop-up performances, and artisan markets. The Westgate Arcade's independent shops form a stylish retail spine, while the Museum's exhibitions and the Key Theatre's productions provide a year-round cultural heartbeat.



### Geographical Layout

- Key Theatre
- Peterborough Museum & Art Gallery
- Westgate Arcade & independent retail clusters
- Public realm between Cowgate, Westgate, and the Embankment route
- Hive enterprise hub (former Eco Innovation Centre)



### Cultural Anchors & Symbols

- Key Theatre
- Peterborough Museum & Art Gallery
- Westgate Arcade
- Hive creative hub
- Public art & artisan markets





## Tier 1:

# River & Rail Quarter

The River & Rail Quarter is the point where visitors first encounter Peterborough by train or boat — and where the city reveals its layered story of industry, recreation, and renewal. It follows the River Nene as it threads through the city centre, from the heritage platforms of Nene Valley Railway to the glass-fronted ambition of Fletton Quays.

This is a landscape of contrasts: Victorian railway engineering alongside modern leisure spaces; restored heritage buildings set against striking new architecture. The quarter's attractions span past and future — Railworld Wildlife Haven, an eco-heritage project built on a former coal yard; Peterborough Lido, a 1930s open-air pool still buzzing with summer life; and Anglia Ruskin University (ARU) Peterborough, a symbol of the city's educational and economic future.

Cultural life flows along the river here, with waterside festivals, food markets, and live performances on the Embankment. New developments such as the Station Quarter regeneration and the planned Embankment footbridge will make it even easier to move between the rail hub, the waterfront, and the wider city.



### Geographical Layout

- Peterborough Station & Nene Valley Railway terminus
- Fletton Quays & Embankment
- River Nene corridor through the city centre
- Railworld Wildlife Haven
- Peterborough Lido
- ARU Peterborough campus



### Cultural Anchors & Symbols

- Nene Valley Railway & heritage rail events
- Railworld Wildlife Haven
- Peterborough Lido
- Fletton Quays development
- ARU Peterborough
- Embankment performance and event space

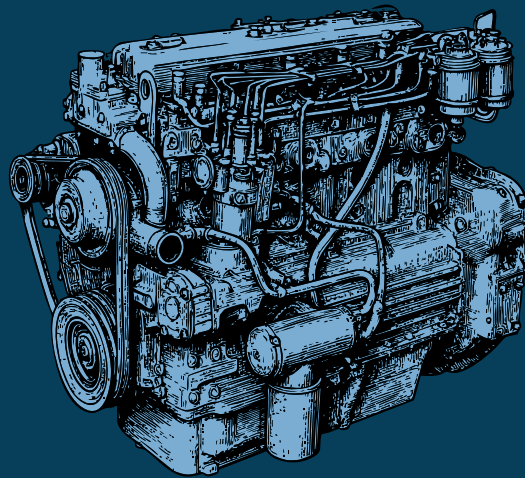








# Tier 2 – Middle Quarters: Connected Communities



The Middle Quarters are the living link between Peterborough’s bustling city centre and its open, heritage-rich landscapes. They encompass historic villages absorbed into the city, New Town-era developments shaped by post-war planning, and modern estates built to welcome new communities.

Here, Werrington’s village green and medieval church stand alongside Bretton’s spacious parks and 1970s shopping precincts. Paston, Walton, and Gunthorpe retain echoes of their rural past in street names, old farmsteads, and parish churches. Westwood, Ravensthorpe, and Netherton blend residential areas with green corridors and leisure facilities, while Dogsthorpe and Eastfield are shaped by strong community networks and local enterprise.

These quarters are where everyday heritage thrives — local football matches on community pitches, seasonal festivals in parklands, and grassroots creativity from theatre at The Cresset to craft fairs in village halls. They also host key retail and enterprise hubs such as Maskew Avenue, Brotherhood Retail Park, and a network of hyperlocal high streets where independent businesses, cafés, and services form the backbone of neighbourhood life.

The Middle Quarters play a pivotal role in the DMO’s ambition for “tourism from within” — the idea that civic pride, local engagement, and storytelling by residents are as important to the visitor economy as external marketing campaigns. By engaging communities here, we create ambassadors who will promote the city’s assets, participate in events, and support local business growth. This is also the scale at which hyperlocal tourism thrives — neighbourhood walking tours, food trails, heritage open days, and cultural pop-ups that reveal the city’s stories street by street.





## Geographical Layout

- Northern arc: Werrington, Walton, Paston, Gunthorpe — blending village origins with suburban growth.
- Western arc: Bretton, Westwood, Ravensthorpe, Netherton — green, spacious districts with strong communities.
- Eastern arc: Dogsthorpe, Eastfield, New England — culturally diverse areas with vibrant high streets.
- Southern edge: West Town and fringe areas adjoining the River & Rail Quarter — shaped by railway and industrial heritage.



## Cultural Anchors & Symbols

- The Cresset Theatre (Bretton)
- Village greens and parish churches  
Itter Park and Bretton Park
- Community festivals, parades, and faith celebrations.

## Strategic Opportunities

- Developing community heritage projects that link directly into the city's annual festival programme.
- Strengthening active travel connections to the Inner City Quarters and outer Heritage Landscapes.
- Promoting neighbourhood cultural assets such as local festivals, markets, and places of worship as part of a wider visitor itinerary.
- Encouraging collaboration between community groups, schools, and cultural institutions to tell local stories in fresh ways.



# Tier 3 – Heritage Landscapes: **The Wider Story**

Beyond the city's built-up edge lie the landscapes that have shaped Peterborough's identity for centuries. These are not just scenic backdrops — they are living cultural environments, each with its own blend of heritage, ecology, and community life. Together, they frame the city in a rich tapestry of stories, offering both residents and visitors opportunities to explore history in its original setting.

These landscapes are the foundation stones of the Peterborough visitor offer. They provide depth and diversity, encourage longer stays, and create reasons for repeat visits. By linking them through shared branding, storytelling, and itineraries, the DMO can position Peterborough as a hub destination — a place where visitors stay in the city but explore outward into landscapes of national significance.











## Tier 3:

# Clare Country

Clare Country is a landscape of lyrical beauty and deep-rooted history, where literature and rural life intertwine. The area centres on Helpston, birthplace of John Clare, whose poetry captured the rhythms of nature, the voices of rural labourers, and the passing of seasons. His legacy shapes the region's identity, inspiring walkers, writers, and cultural tourists alike.

Beyond Clare's village, the countryside stretches into stone-built hamlets, medieval churches, and wildlife-rich meadows. This is a place for slow exploration — where walking and cycling trails reveal panoramic views and historic farmsteads. Annual events such as the John Clare Festival and the emerging Literacy Festival make Clare Country a cultural anchor for visitors seeking authenticity and connection.



### Geographical Layout

- Helpston & John Clare Cottage
- Glinton, Northborough, Bainton, Ufford, Barnack
- Burghley Park and Stamford fringe (cross-boundary cultural link)
- Countryside paths and John Clare Countryside trails linking to Nene Reaches



### Cultural Anchors & Symbols

- John Clare Cottage & Garden
- John Clare Festival
- Medieval churches and village greens
- Literacy Festival



## Tier 3:

# Fen Edge

The Fen Edge is defined by its sweeping horizons, drainage channels, and fertile fields — a landscape reclaimed from water over centuries. Villages like Eye and Thorney preserve echoes of monastic life, with the impressive Abbey Church standing as a landmark of faith and endurance.

This is a place where human ingenuity and natural forces meet. Visitors can explore the story of the Fens through folklore and heritage interpretation, discover rare birdlife in wetland reserves, or sample seasonal produce at farm shops and festivals. Local festivals and museums offer vibrant spectacles rooted in agricultural tradition, while cycling routes and photography tours showcase the dramatic light and space of the landscape.



### Geographical Layout

- Thorney, Newborough, Eye
- Wetland reserves & drainage museums
- Agricultural hinterland stretching to Cambridgeshire fens



### Cultural Anchors & Symbols

- Thorney Abbey and Heritage Museum
- Fenland Drainage heritage sites
- Eye Nature Reserve
- Flag Fen Archaeology Park





## Tier 3:

# Nene Reaches

The Nene Reaches follow the meandering river west of Peterborough, where water and history flow together. The area is anchored by Nene Park and Ferry Meadows at its gateway, a major recreational space offering walking, cycling, water sports, and nature encounters. Further along the river lies heritage gems like Castor Hanglands, Elton Hall and the Roman town of Durobrivae at Water Newton.

The Reaches are as much about activity as they are about heritage — from boat trips and riverside dining to multi-day walking, kayaking and cycling trails linking villages, reserves, and historic sites. The area's proximity to the city makes it a natural extension of the visitor offer, encouraging longer stays and repeat visits.



### Geographical Layout

- Nene Park & Ferry Meadows
- Castor & Roman heritage sites
- Yarwell, Wansford, and Elton Hall
- River-based trails and boat moorings



### Cultural Anchors & Symbols

- Nene Park Trust & Ferry Meadows
- Elton Hall
- Nene Valley Railway
- Castor Roman heritage



## Tier 3:

# Kiln Quarter

The Kiln Quarter draws its name from Peterborough's world-famous brickmaking industry, which for decades supplied the material for homes and cities across Britain. Its landscape includes Hampton's reclaimed brick pits, now thriving nature reserves, and the historic site of Norman Cross, a Napoleonic prisoner-of-war depot.

This is an emerging visitor area with strong potential for industrial heritage trails, linking former brickworks to working studios and craft workshops. Its position as the city's southern entry point makes it ideal for a gateway hub — welcoming visitors arriving from the A1 and connecting them to cultural and recreational offers in both the city and countryside.



### Geographical Layout

- The Hamptons and Great Haddon (retail, nature reserves, and lakes)
- Stanground Riverside, Lock and Woods
- Norman Cross heritage site
- Fletton and Woodston



### Cultural Anchors & Symbols

- Norman Cross Napoleonic depot site
- Brickmaking heritage  
Maker studios and workshops
- Hampton Lakes/Crown Lakes nature reserves
- Stanground Woods and Loch





# More Than You Imagine: Opportunities & Potential

The Peterborough Framework's three tiers — **Inner City Quarters**, the **Middle Quarters**, and **Heritage Landscapes** — provide a versatile structure for marketing, programming, and product development. Each tier offers its own stories, anchor venues, and distinct visitor experiences, while the framework as a whole enables the DMO to:

- **Target multiple audience segments** — from cultural explorers in the Cathedral Quarter to active travellers along the Nene Reaches, heritage enthusiasts in Clare Country, and community-focused experiences in the Inner Arc.
- **Build themed and seasonal campaigns** — e.g., “Winter by the Water” across the River & Rail Quarter and Nene Reaches, or “Poetry in Spring” in Clare Country and Cathedral Quarter.
- **Encourage cross-tier exploration** — promoting itineraries that begin in the city heart, flow through the Inner Arc, and extend into the surrounding landscapes, increasing dwell time and local spend.
- **Connect place-making with tourism growth** — ensuring regeneration projects, public realm improvements, and community initiatives contribute directly to the visitor experience.





- **Leverage major development opportunities** — including the Station Quarter transformation, Fletton Quays waterfront, the Embankment footbridge, and the Hive creative enterprise hub — to link heritage with modern, visitor-ready infrastructure.

A project is already underway to establish a City Centre Tourist Information and Box Office Hub, positioned to act as the operational heart of the DMO. This facility would centralise bookings, visitor information, and collaborative ticketing; bundle experiences across tiers; and serve as a marketing and events anchor. Early partner engagement has shown strong appetite for this approach, which aligns with LVEP accreditation goals and reinforces Peterborough's positioning as a coordinated, high-performing destination.

## A Joined-up Visitor Experience: **LVEP Alignment**



The DMO's delivery model will focus on place-led development and joined-up visitor experience design. The proposed city centre tourist information and box office could:

- **Serve as a physical gateway for visitors**, linking them to all eight quarters through maps, itineraries, and real-time recommendations.
- **Coordinate joint ticketing and experience packaging across venues**, festivals, and attractions.
- **Capture and analyse visitor data** from bookings to inform marketing strategies and investment decisions.
- **Provide a shared platform** for local businesses and cultural organisations to promote and sell experiences under a single Peterborough brand.

This approach directly meets key LVEP criteria:

- Strategic leadership through **coordinated visitor economy planning**.
- **Commercial innovation** via collaborative ticketing and bundled offers.
- Evidence-led growth through robust data collection and analysis.

The box office model — combined with the place identities of the three tier framework — provides the foundation for a future-ready visitor economy where Peterborough's heritage, culture, and leisure are experienced as a single, compelling offer.



# Pride, Belonging, Wellbeing: **Resident First Tourism**



## **Health, Wellbeing & Placemaking**

A great place to visit must first be a great place to live. By putting residents at the heart of our strategy, Peterborough's visitor economy strengthens civic pride, supports everyday wellbeing, and drives sustainable growth.

## **Resident-First Tourism**

Tourism from within — inviting residents to rediscover their own city — builds pride, connection, and affordable leisure. Trails, art, festivals, and green spaces double as wellbeing resources for residents while offering visitors an authentic, people-shaped experience.

## The Middle Quarters: Everyday Identity

The Middle Quarters, where most people learn, work and play, are the living heart of this approach. Each quarter reflects a story of growth and resilience, balancing individual expression (culture, sport, enterprise) with collective belonging (celebrations, shared spaces). This everyday civic life becomes part of Peterborough's unique visitor story.

## Building on 'This is Peterborough'

Our partnership with **CPSL Mind** through This is Peterborough has already shown how culture can enhance wellbeing. With "rest, reflection and connection" built into festivals and city events, the model is ready to scale into a year-round programme across all quarters and landscapes.

## Culture & Wellbeing in Partnership



Working with CPSL Mind, we will:

- Embed the "5 Ways to Wellbeing" across festivals, trails and activities.
- Train tourism and cultural staff in mental health awareness.
- Link health & place through social prescribing of walks, heritage and arts.
- Co-create inclusive events with communities most at risk of isolation.

## Strategic Alignment

This approach reflects national and regional priorities:

- Visitor Economy Strategy – inclusive growth and celebrating diversity.
- de Bois Review – joined-up destination management for communities.
- LVEP Framework – embedding accessibility, sustainability, and wellbeing.

## Year-Round Delivery

A dedicated Wellbeing & Culture Taskforce (anchored by CPSL Mind and the Tourism Collective) can deliver a calendar of activities — from mindfulness walks on the Fen Edge to storytelling in the Middle Quarters — making Peterborough a national example of how tourism, place and wellbeing work together.





# An Annual Showcase: **This is Peterborough! Festival**

The This is Peterborough! Festival will act as the annual showcase of the city's new place identities, bringing the eight quarters and three heritage landscapes to life through programming, partnerships, and storytelling.

- **Place-Based Programming** – Each quarter/district will host signature events or experiences reflecting its character — from heritage tours in the Cathedral Quarter to riverside performances in the River & Rail Quarter, from rural craft markets in Clare Country to outdoor adventures in the Nene Reaches.
- **Integrated Marketing Campaign** – The festival provides the perfect platform for a city-wide campaign, uniting venues, businesses, and communities under the shared “This is Peterborough!” brand.
- **Testbed for Collaboration** – As the festival expands, it becomes a real-world environment to trial joint ticketing, bundled experiences, and coordinated scheduling — laying the groundwork for the central city box office model and LVEP alignment.
- **Economic & Social Impact** – The festival will draw visitors from across the region and beyond, encouraging longer stays and greater spend while strengthening civic pride and community engagement.
- **Storytelling at Scale** – With the city as its stage, the festival will highlight Peterborough's layered history, cultural diversity, and unique natural assets, reinforcing its status as a distinctive, high-performing destination.

By linking directly to the quarters and landscapes, This is Peterborough! is not simply an event — it is the experiential embodiment of the city's identity strategy. It allows visitors, residents, investors, and partners to see, feel, and participate in the vision for a connected, vibrant, and sustainable visitor economy.

*This is*  
**Peterborough** <sup>2026</sup>

[www.thisispeterborough.co.uk](http://www.thisispeterborough.co.uk)



# More Than You Imagine: How This Will Be Delivered

From identity to action:

- **Partnership-Driven Marketing:** Led by the independent DMO, working with cultural organisations, local businesses, developers, and community groups.
- **Quarter Champions:** Each quarter/district will have identified partners or “champions” responsible for programming, local marketing, and stakeholder liaison.
- **Integrated Visitor Experience:** Standardised signage, digital mapping, and on-brand storytelling will make navigation between quarters seamless.
- **Data-Driven Growth:** Visitor tracking and feedback systems will measure impact, allowing targeted improvements to each quarter’s offer.

## Closing Statement

This framework is both a blueprint and an invitation — a practical structure for action and a shared vision for Peterborough’s future.

By adopting the Heritage Landscapes, the Middle Quarters, and the Inner City Quarters as an integrated, three-tier place identity — supported by a centralised city box office, joined-up marketing, and the flagship This is Peterborough! festival — we can present the city as a connected, story-rich destination.

This is not simply about attracting visitors; it is about weaving together heritage, culture, creativity, and nature into a single, compelling narrative that belongs as much to our residents as to our guests. From “tourism from within” in our neighbourhoods to internationally marketable experiences across our landscapes, the framework provides the tools to inspire longer stays, greater spend, and deeper civic pride.

The opportunity is ready. With commitment from the council and partners, Peterborough can move decisively from vision to delivery — positioning itself as one of the UK’s most distinctive and forward-looking cities for residents, visitors, and investors alike.





# Appendix: **Opportunities Roadmap**

Linking the Peterborough Framework to Regeneration and Visitor Economy Growth









# Tier 1 – Inner City Quarters: The Urban Heart

## Cathedral Quarter – Faith, Heritage, and Timeless Streets



### Tourism Opportunities:

- Develop premium Cathedral + heritage walking tour packages.
- Expand the evening economy with after-dark events and illuminated heritage trails, supporting the goal of Purple Flag status.
- Enhance public space interpretation using digital/AR storytelling and innovative wayfinding.

### Regeneration Alignment:

- Link to public realm upgrades in Cathedral Square & Bridge Street.
- Leverage heritage funding for conservation and experience development.

### Potential Visitor Products:

- Combined Cathedral + Museum tickets with accommodation and travel.
- Hidden Peterborough guided tours with local storytellers.

## Old Town Quarter – Historic Streets, Urban Communities



### Tourism Opportunities:

- Position as a cultural fusion district with diverse food, music, and retail.
- Develop heritage & migration history trails.
- Support independent retail and craft-led businesses through tourism promotion.

### Regeneration Alignment:

- Connect to High Street Heritage Action Zone & shopfront improvement schemes.
- Streetscape and safety enhancements to boost the evening economy.
- Complimenting the Lincoln Road Public Realm Improvement Scheme.

### Potential Visitor Products:

- Millfield International Food Trail.
- Voices of Old Town community heritage tours.

## Creative Quarter – Inspiration, Enterprise, and Cultural Connection



### Tourism Opportunities:

- Establish a creative industries hub within the Hive enterprise space.
- Create regular artisan & design markets as a signature city centre feature.
- Build cross-sector partnerships between creative industries, tourism, and education.

### Regeneration Alignment:

- Westgate Arcade independent retail revival.
- Museum and Key Theatre as cultural anchors, expanding Animating Spaces programming.

### Potential Visitor Products:

- Creative weekend packages with workshops, performances, and dining.
- City art trail linking public art, galleries, and pop-up spaces.

## River & Rail Quarter – Waterways, Industry, and City Gateways



### Tourism Opportunities:

- Activate the riverside with markets, live music, food festivals, and water sports packages.
- Host heritage transport events linking Nene Valley Railway and the station.
- Position as the primary arrival hub with seamless wayfinding into other tiers.

### Regeneration Alignment:

- Fletton Quays masterplan, Levelling Up-funded Hive, Station Quarter redevelopment, Embankment footbridge.

### Potential Visitor Products:

- Gateway Ticket combining rail travel, theatre, and attractions.
- Riverside cycling & walking itineraries.



# Tier 2 – Middle Quarters: Connected Communities

## Tourism Opportunities:

- Celebrate neighbourhood heritage through street art, storytelling trails, and cultural festivals.
- Support hyper-local food, craft, and music events with cross-promotion to city visitors.
- Develop “tourism from within” initiatives that empower residents as guides, makers, and hosts.



## Regeneration Alignment:

- Align with community-led regeneration in Bretton, Werrington, Walton, Paston, and other Inner Arc areas.
- Integrate improved public transport and cycling links into visitor itineraries.

## Potential Visitor Products:

- Neighbourhood Stories walking and cycling routes linking the Inner Arc to city quarters.
- Community-hosted supper clubs and micro-festivals.



# Tier 3 – Heritage Landscapes: The Wider Story

## Fen Edge – The Big-Sky Frontier



### Tourism Opportunities:

- Expand birdwatching, fenland photography, and heritage interpretation (drainage history, Thorney Abbey).
- Create seasonal events showcasing Fenland produce and traditions.

### Regeneration Alignment:

- Eco-tourism and wetlands restoration projects.
- Connecting to the Great Fen, Europe's most ambitious habitat restoration project.

### Potential Visitor Products:

- Fenland photography tours.
- Winter Straw Bear Festival packages.

## Clare Country – The Poetic Countryside



### Tourism Opportunities:

- Develop John Clare heritage trails and link with the annual Clare festival.
- Position as a rural heritage and slow-tourism destination.
- Partner with the John Clare Countryside initiative to strengthen cross-border promotion.

### Regeneration Alignment:

- Heritage conservation and landscape management in villages such as Helpston, Glinton, and Barnack.

### Potential Visitor Products:

- Poet's Path walking and cycling routes.
- Village stay-and-experience packages.



## Tier 3 – Heritage Landscapes: The Wider Story

### Nene Reaches – Rivers, Meadows, and Timeless Villages



#### Tourism Opportunities:

- Build itineraries linking Nene Park, Roman Castor, and Elton Hall.
- Expand water-based recreation and hire services.
- Promote connections with Clare Country for joint rural and riverside experiences.

#### Regeneration Alignment:

- Nene Park Trust masterplan, riverside cycleway expansions

#### Potential Visitor Products:

- Reaches Explorer multi-day cycling/walking packages with NVR experiences.
- Riverside dining and heritage weekends.



## Kiln Quarter – Brickmaking & Southern Gateways



### **Tourism Opportunities:**

- Develop industrial heritage trails linking brickworks history to Norman Cross.
- Position as a southern gateway hub for heritage and leisure.
- Gateway to the Great Fen, Europe's largest habitat restoration project.

### **Regeneration Alignment:**

- Growth in Hampton, Yaxley, and Farcet, with heritage interpretation integrated into new public spaces.

### **Potential Visitor Products:**

- Bricks & Battles heritage trail.
- Hampton nature and leisure weekend breaks.



# Appendix

## City Box Office & Visitor Information Hub



### Purpose

To establish a centralised, year-round facility that serves as both a city tourist information centre and a coordinated box office for events, attractions, and experiences across Peterborough and its surrounding quarters.

### Role in Destination Management

- Acts as the front door to the city, both physically and digitally.
- Provides one-stop booking for theatre, music, heritage sites, guided tours, festivals, and recreational activities.
- Offers clear cross-selling opportunities between quarters and across the Three Heritage Landscapes.
- Curates itineraries that combine cultural, leisure, and heritage experiences into market-ready packages.

### Core Functions:

#### Unified Ticketing & Sales

- Sell tickets for venues such as Key Theatre, New Theatre, John Clare Cottage, Nene Valley Railway, and festivals.
- Enable joint ticketing offers (e.g. “Cathedral & Cruise”, “Nene Park Explorer Pass”).
- Facilitate dynamic pricing and promotions to increase off-peak footfall.

#### Tourist Information Services:

- Sell tickets for venues such as Key Theatre, New Theatre, John Clare Cottage, Nene Valley.
- Highlight seasonal events, markets, and exhibitions.
- Act as a first point of contact for visitors and conference delegates.



### **Collaborative Experience Design**

- Work with attractions, hospitality, and cultural partners to build themed experiences (e.g. John Clare weekend, Fenland wildlife tour).
- Negotiate bundled deals and added-value packages for LVEP-aligned marketing.

### **Digital & Physical Integration**

- Linked to a mobile-friendly booking platform and the Visit Peterborough website.
- Use digital screens in the hub to showcase upcoming events and offers.
- Offer click-and-collect tickets purchased online.

## **Why This Matters for LVEP Accreditation**

- Demonstrates a unified approach to visitor servicing and ticketing.
- Shows partnership across cultural, heritage, and leisure sectors.
- Provides measurable visitor data on event attendance, origin, and booking patterns.
- Creates a single point for tourism performance monitoring — essential for data capture and evaluation.

## **Current Position & Next Steps**

- A project is already underway to bring such a hub to the city centre, with initial discussions receiving strong support from cultural and tourism partners.
- This model will be refined through consultation, ensuring it serves residents, day visitors, and staying visitors alike.
- Initial target launch: within 18 months, with phased ticketing integration from priority partners.





# City Box Office & Visitor Information Hub Integration with the Opportunities Roadmap

The **City Box Office & Visitor Information Hub** will be more than a ticket desk — it will be the commercial and cultural engine that turns the place-based opportunities identified for each tier into market-ready visitor products.

It will serve as a visible central hub for city-wide experiences, connecting residents, local organisations, and visitors alike. This approach not only drives ticket sales but also supports the ‘tourism from within’ ethos — activating the Middle Quarters’ communities as participants and advocates in the city’s visitor economy.

## How it Works Across the Tiers:

### Tier 1 – Inner City Quarters

- **Cathedral Quarter** – Packages guided tours of the Cathedral and St John’s with dining offers in Cathedral Square; special festival passes during This is Peterborough! covering multiple heritage events.
- **Old Town Quarter** – Ticketing for walking tours, independent cinema screenings, and neighbourhood festivals; cross-promotions with local cafés and markets.
- **Creative Quarter** – Curates artisan markets, pop-up events, and independent theatre shows; bundles tickets with workshops at the enterprise hub or Museum & Art Gallery.
- **River & Rail Quarter** – Integrates railway heritage events, river cruises, and Embankment performances into one ticket, especially during redevelopment milestones like the Station Quarter upgrade.

### Tier 2 – Middle Quarters (Tourism from Within)

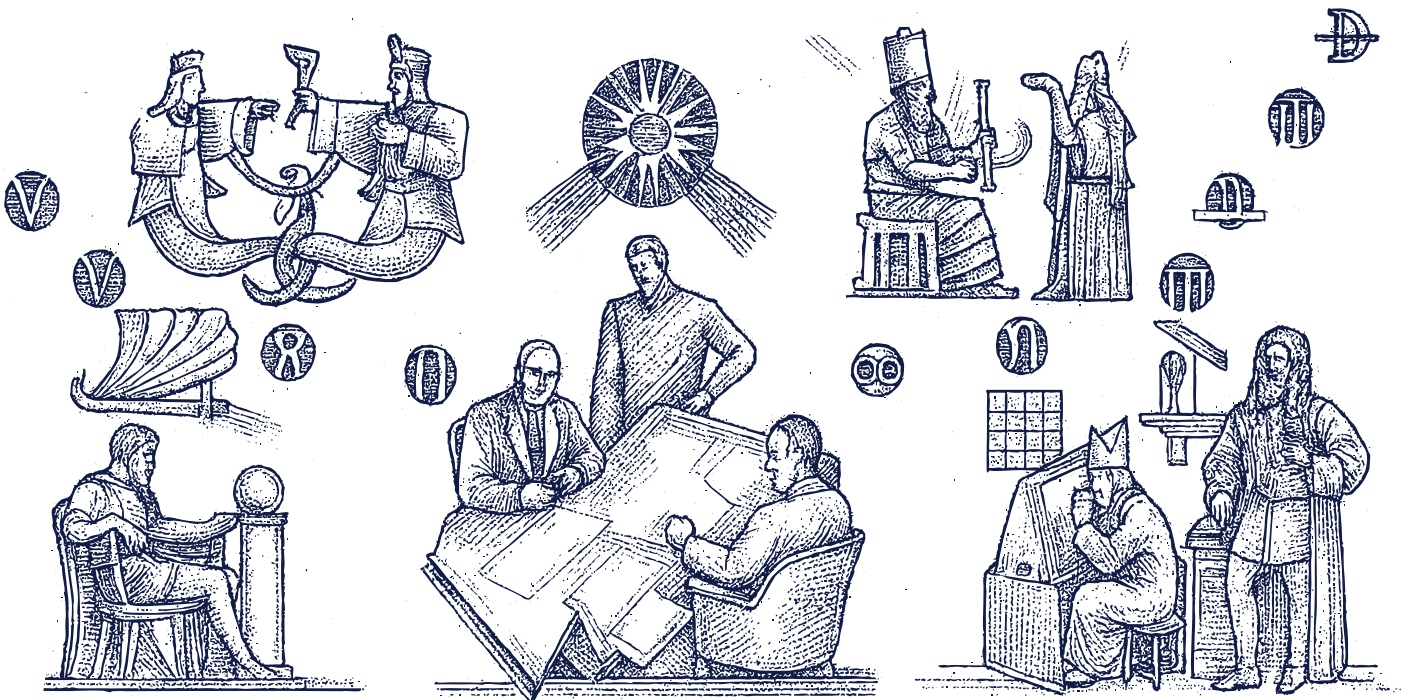
- Acts as a bridge between neighbourhood culture and city centre attractions — making it easy for residents to discover, book, and attend events in their own communities and beyond.
- Promotes hyperlocal events, community festivals, and grassroots cultural activity alongside larger city-wide programmes.
- Encourages cross-quartile attendance — for example, Bretton residents booking Creative Quarter workshops, or Werrington families taking part in Nene Reaches outdoor experiences.

## Tier 3 – Heritage Landscapes

- **Clare Country** – Combines entry to John Clare Cottage, heritage village tours, and seasonal food events; promotes walking and cycling packages starting from the city.
- **Fen Edge** – Offers nature reserve passes with seasonal events like the Whittlesey Straw Bear Festival; bundles with cycling and birdwatching tours.
- **Kiln Quarter** – Creates industrial heritage trails including Norman Cross, brickfields, and working studios; packages with sports and leisure facilities.
- **Nene Reaches** – Integrates Nene Park activities, Elton Hall tours, and riverside dining into day or weekend passes.

## Why This Matters

- Deliver joined-up visitor experiences that encourage longer stays and higher spend.
- Activate local pride and participation, turning residents into ambassadors and audiences.
- Provide partners with a clear route to market for their events and activities.
- Collect robust booking and visitor origin data to inform future investment and support LVEP accreditation.





***“More Than  
You Imagine”***





## The Stapline:

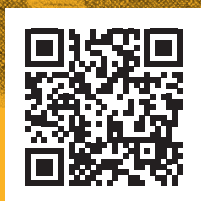
The proposed strapline “*More than you imagine*” captures Peterborough’s essence by challenging perceptions and inviting people to discover a city richer in culture, heritage, and experiences than they expect. It is flexible enough to apply across every layer of the framework — from the Cathedral Quarter’s heritage and civic pride, to the Middle Quarters’ community stories, and the wide horizons of the Heritage Landscapes. It speaks to both residents and visitors, reinforcing civic pride while sparking curiosity and discovery. Short, memorable, and versatile, it works seamlessly across campaigns, social media, and visitor literature, with the capacity to grow alongside the city’s regeneration and cultural development — always promising depth, surprise, and added value.







*This is*  
**Peterborough** 2026



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