



The 1066 Country story and how to tell it

A resource for members, partners and friends



Let's inspire visitors to love 1066 Country as much as we do

You can now access original narrative material designed to promote 1066 Country. Here are the thoughts, ideas and tools you need to get started.

Working together we can build enthusiasm for 1066 Country, improve the visitor experience, increase visitor numbers and support local business.

But we need to tell a new and consistent story about 1066 Country, its places, people and origins – something that makes it relevant, inspiring and special.

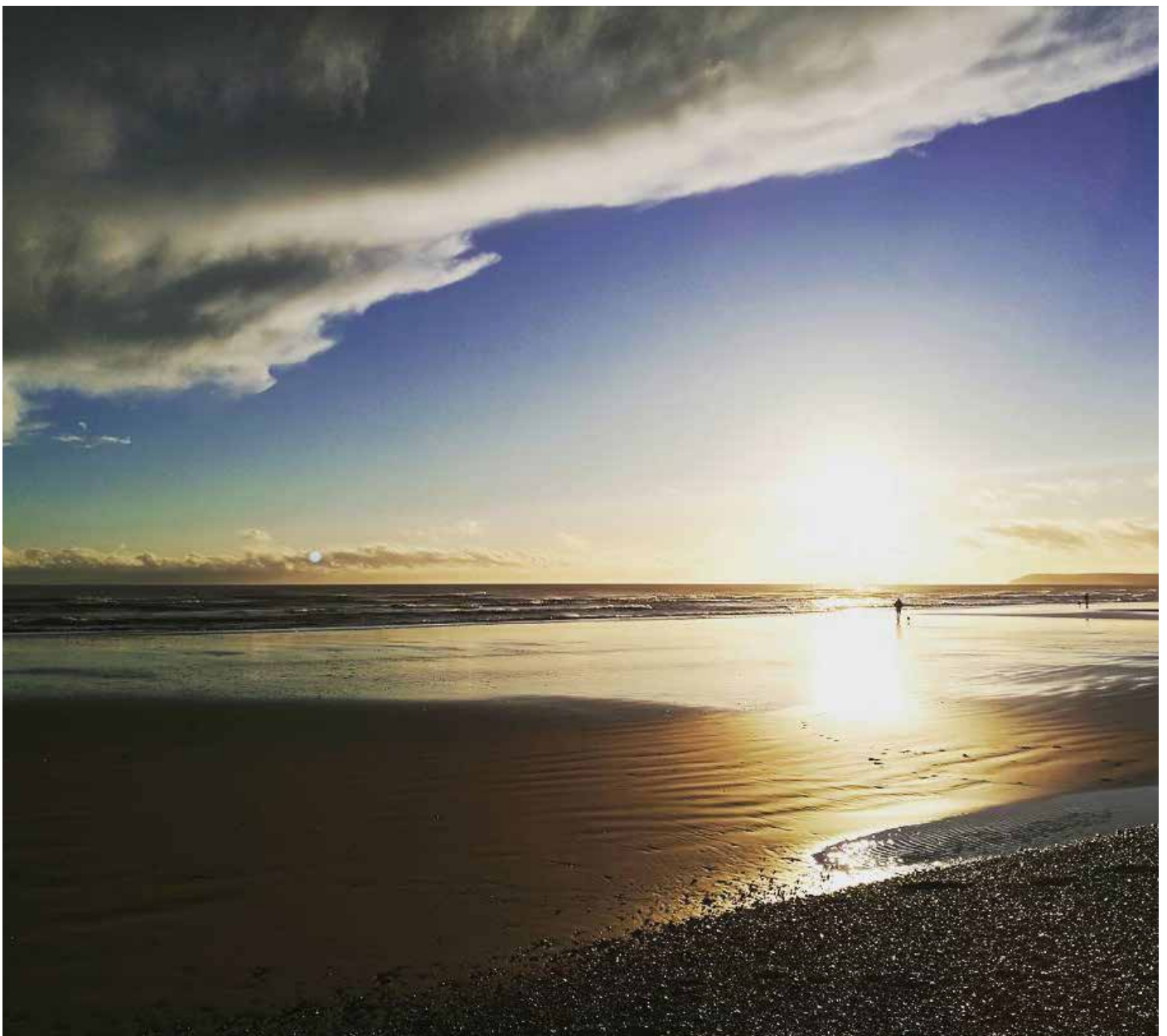
How our story works

Our story is made up of a strong and distinctive proposition — 1066 Country of Origin — and a series of narratives that you can use in your own communications and marketing material. You may find it useful when developing experiences and services to offer visitors.

Everything has been designed to give you a starting point. It's all about creating a positive experience for our visitors.

Please read through the toolkit in its entirety.

There is a distinctive badge, together with supporting straplines that you can use on products, packaging, signing, advertising and collateral.



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This is the underlying message that forms the base for all 1066 Country communications and marketing activity. This may not be changed or adapted.

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This is the 1066 Country story in a nutshell. You can use this as it is, or edit it.

Our four themes - p7

These are focused themes to help you develop your own messages and stories. You can use the themes as inspiration. You can also use the downloadable text as it is, edit it or adapt it as necessary.

Our place stories - p12

These are short, evocative descriptions that capture the spirit of nine towns and villages in 1066 Country. You can use place stories as they are, or adapt them as necessary.

Our badge - p21

This is for you to use on your own material to signal your involvement with 1066 Country. The badge may not be changed or adapted. Please follow the guidelines.

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These are supporting messages you can use in communications and marketing to reflect and promote 1066 Country. You can use them as you feel appropriate.

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This is how we want to speak to our audiences, so that 1066 Country comes across in a consistent and appropriate way.

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This is how we want you to create your own photographic and video imagery to reflect the way 1066 Country is today.

Our proposition

Our proposition conveys important and distinctive ideas that we in 1066 Country can own.

They include:

a sense of rootedness and deep history / a unique mix of terrain, being at one with nature / its own place: authentic, individual, inventive, often alternative / a place where things are grown, nurtured, created, made



Our key narrative

This is the core statement for 1066 Country.

It describes the place as a whole — its character, richness and diversity — and provides a vivid, up-to-date image for visitors.

It captures the 1066 Country experience in a nutshell.

There is also a short version which is even more concise.



1066 Country narrative (long version)

Leaving the cities behind and heading for the sea, where the wooded hills of the Sussex Weald stretch down to England's south coast, you find 1066 Country.

Set deep in history, its ancient settlements nestle in a rich landscape of woods, marshes, headlands and shorelines. Open skies and broad horizons inspire the imagination.

From earliest times to today its people and places enjoy a spirit of openness, creativity, peace and escape. Original by nature, it has its own take on contemporary living and culture.

Alternative lives, lived on the edge, come together with countryside and customs that embody so many of our English origins. The produce of the land and sea arrives fresh to your table. Old traditions meet a thriving new art and music scene. Castles and forts tell timeless stories of invasion and conquest. This is 1066 Country of Origin.

1066 Country narrative (short version).

Not far from the capital, on England's south coast, is 1066 Country.

Set deep in history, where the Sussex Weald meets the sea, lie the ancient settlements and rich landscapes of 1066 Country. Open skies and broad horizons inspire the imagination.

From earliest times to today it has been a place of creativity and escape - alternative lives lived and timeless stories told. Original by nature, it has its own take on contemporary living and culture. This is 1066 Country of Origin.

Our four themes

We want to celebrate the rich and diverse nature of 1066 Country of Origin. We have identified four themes that sum up the 1066 Country experience as it is now and are relevant to our target audiences. The idea is for you to develop stories and marketing messages that explore and illustrate these themes.

The more we expand on the themes the more we will enrich the whole 1066 Country of Origin narrative.



1. Contemporary living

How we spend our time well today.

1066 Country can offer experiences that reflect contemporary culture. The traditions of pubs, fish and chip bars and teashops are now complemented by more modern equivalents. 1066 Country also has craft brewers and vineyards, artisan bakers and organic farm shops.

For younger visitors the appeal of the traditional seaside experience can be reimagined in a retro context, sometimes knowingly ironic or tongue-in-cheek. Shopping enthusiasts can find anything from antiques and collectables to seaside souvenirs and craft-based artifacts.

Featuring the unusual and the different can help to create a new 1066 Country visitor experience.

1066 Country knows how to live the good life.

Find a cosy country pub with an open fire in winter. Taste a pint, or two, of the local brew. Enjoy a plate of scallops from Rye Bay or some salty Romney Marsh lamb.

Relax on a 1930s terrace overlooking the seafront in summer, gulls crying overhead, the light dazzling the water.

Seek out the quirky and the off-beat shops in the winding cobbled streets, pick up a souvenir to remember the moment.

Walk along the beach and have a cup of tea, your fish and chips warm in your hands, the fresh air on your face.

Take in a vineyard tour, taste some sparkling wine from the very land you're standing on, check out the local produce in the craft breweries and farm shops.

It's our chefs and shopkeepers, our farmers and fishermen, our winemakers and brewers, our bakers and basketmakers who make the difference here. Their craft makes the products of our land and sea legendary.

Take your time. Here we value the original.

2. Natural habitat

Where we can explore the exciting world around us.

1066 Country has a distinctive landscape, from Wealden hills and woodlands to a highly varied coastline. Much of the place is designated as an Area of Outstanding Natural Beauty and it has nature reserves that are also Sites of Special Scientific Interest.

For those interested in getting close to nature, 1066 Country has as much as anywhere in England. It is easy to get away from the hordes and discover both the history embedded in the landscape and the wildlife that inhabits it.

1066 Country connects and engages us with the natural world.

In 1066 Country you're never far from nature. The countryside is here to explore, the wild to discover, much of it within walking distance of our towns and villages.

Set in a richly varied landscape, from ancient forests to rolling hills and fields, 1066 Country is as English as it comes. Our long coastline has sandy beaches, cliffs, salt marshes and shingle shores.

Pathways and cycle tracks etch the Wealden landscape, taking you to places as peaceful as anywhere in southern England. Explore old hollow ways and bluebell woods, listen to nightingales on early summer evenings.

So much of our history is told in our countryside, from the evidence of castle remains to medieval iron forges, from apple orchards and reed beds to winding rivers and shingle ridges.

Diverse habitats mean a richness of animal and plant life, and 1066 Country has remarkable protected reserves, parks and woodlands open to all.

Watch marsh harriers scan the levels or wintering plovers fill the sky. See horned poppies on the shingle and smell the heady scent of gorse on the summer clifftops.

The world surrounds us: it's in our nature.

3. Human spirit

How the place makes us feel, somewhere to relax and enjoy.

1066 Country provides an antidote to stressful lives and lifts the human spirit. Experience the freedom and sense of wellbeing that comes from being out in the open or inhaling the sea air. 1066 Country can be inviting or invigorating throughout the seasons.

Alternatively, you may want to let off steam, to enjoy the excitement of being part of a music festival, gig or sporting event. We can unleash our energy and regenerate ourselves just by being present, by being part of it all.

1066 Country can be an inspiration for every one of us.

1066 Country has something special for our inner selves. It has long been somewhere people have sought peace and freedom, away from the smoke. It provides an alternative means of escape.

Experience the energy and sense of wellbeing that comes from getting out in the open or inhaling the sea air — simply walking in the woods or across the headlands, or strolling along the shoreline.

Cycle across the levels, go up in a hot air balloon, see life from another angle. Get inspired by the majesty of ruined castles, the quietness of ancient churches, the misty bleakness of the marshes. Reflect on the places where history was made - the battlefields and invasion sites — now calm and peaceful.

Enjoy music, performance and art that takes you out of yourself and into a different space. Take the opportunity to chill out, to party, to lose yourself in the moment. Wander through vivid and exotic gardens or the evocative homes of writers Henry James and Rudyard Kipling.

Just a hop from the capital, 1066 Country is a place where you take in a potent mix of fresh air and fresh inspirations.

Relax. It's 1066 Country.

4. Creative endeavour

What we can discover that inspires and motivates us.

For a very long time 1066 Country has been somewhere that attracts artists and creative spirits. Increasingly, making and performing are seen as giving greater meaning to our lives — we need to create. Being productive in terms of farming the land and fishing the sea are also creative acts, providing food for others and ourselves.

1066 Country has strong cultural roots and opportunities to share and experience creativity in its many forms, from visiting galleries and seeing exhibitions to taking part in the excitement of gigs, concerts, festivals and events throughout the year.

1066 Country draws creative spirits. It always has done. Its people are makers. From the land and sea they create original stuff — food, drink, craft, culture, music, art. Here imaginations can take wing.

The place inspires the stories that we tell and the myths that we love. Festivals, gigs, re-enactments and street parties reach out for those who want to play along. Follow the Battel Bonfire Boyes on a November night or the Jack-in-the-Green festivities in Hastings on May Day.

The cultural scene in 1066 Country spans the cutting-edge contemporary and enduring traditions. A cool, sleek contemporary art gallery sits beside tall, black fishermen's huts on Hastings beach. A 1930s Modernist pavilion features art, music and performance and commands broad views from Bexhill's seafront. Local music events take in jazz, blues, rock, classical and nearly everything in between.

It's an eclectic mix — feisty, open-spirited and often challenging.

If you want to sit and listen or watch, you're welcome. If want to get stuck in creatively, be our guest. There's plenty on offer to encourage, motivate and enjoy — courses, workshops, festivals and events.

Come and imagine. Come and make creative stuff happen.

Our place stories

1066 Country has a diverse range of places that attract visitors, all different. Each one has its own story to tell. The individual place stories have been written to depict the key characteristics of each of these nine towns and villages in a concise and engaging way. Use them to tell people what's special about each location.

Battle

Unfolding England's story



Named to commemorate the most famous conflict on English soil, this compact market town grew up alongside the 1066 battle site, tranquil medieval Abbey and surrounding ancient woodlands — largely unchanged to this day. Celebratory bonfires and battle re-enactments, plus an annual festival of contemporary arts, theatre and music, are all features of Battle's enduring heritage.

Bexhill

Retro on Sea



The resort that built itself an iconic Modernist pavilion. Designed for the people, De La Warr Pavilion is now a creative hotspot for contemporary culture on Bexhill's elegant seafront. A classical colonnade lines the long promenade and frames broad views across the bay to Beachy Head. Modern vintage shops, quirky places for art and music, and independent cafés and restaurants, defy traditional seaside stereotypes.

Bodiam

Fabled fortress of the Weald



Bodiam's fame rests on its storybook moated castle. Once guarding a wider Rother estuary it is now securely inland, a romantic valley setting approached by steam train or river boat as well as by road. Its nostalgic history and gentle landscape come in quintessentially English form.

Camber

Sands across the dunes



Nowhere on the south coast is quite like Camber. Backed by dunes and beach houses, it spreads its broad sands far out to sea. Inviting in the height of summer, invigorating in the depth of winter, Camber can be a place of solitude for an evening stroll or an exciting backdrop for beach games, kite surfing, wind surfing and horse riding.

Hastings

Edge-lit sea town



Set between hills that reach to the sea, Hastings lights up many lives: traditional fishing fleet, seaside resort, winding Old Town and edgy creative outpost. An alternative art and music scene that draws attention from the capital. Hastings is an oyster that comes with its own grit, where modern rubs along with retro, rough edges with smooth corners: fish and chips on the beach, super cool gallery, subterranean skate park, futuristic pier launching into the foam...and brilliant light on the horizon.

Herstmonceux

Looking up at the stars



A village with many claims to fame — moated castle, former Royal Observatory, science centre and home of the Sussex trug. Herstmonceux, with its telescope domes, windmill and castle turrets, sits modestly between Wealden hills and marshy levels, its eyes on the skies and its feet on the ground.

Pevensy

Saxon frontier land



A Roman coastal fort stands above the beach where Norman forces landed in 1066. Today it's an eclectic seaside stronghold, one face hugging the shoreline, the other overlooking a hinterland of levels. Open spaces, broad skies and closeness to nature — Pevensy has its own original story to tell and a wild side for every season.

Rye

Huddled and cobbled citadel



A medieval citadel huddled against invaders and the sea. Cobbled together over centuries, Rye reveals its history gently. Today it's a myriad of art, artifacts, curiosities and cosy pubs. Home to smuggled secrets and timeless tales, Rye has nooks and crannies to explore and distant views across Romney Marsh to ponder. Reach to the tip of the estuary and you find Rye Harbour, its saltmarsh and shingle shore a haven for wildlife, wide open to the wind and sea.

Winchelsea

History in grids and squares

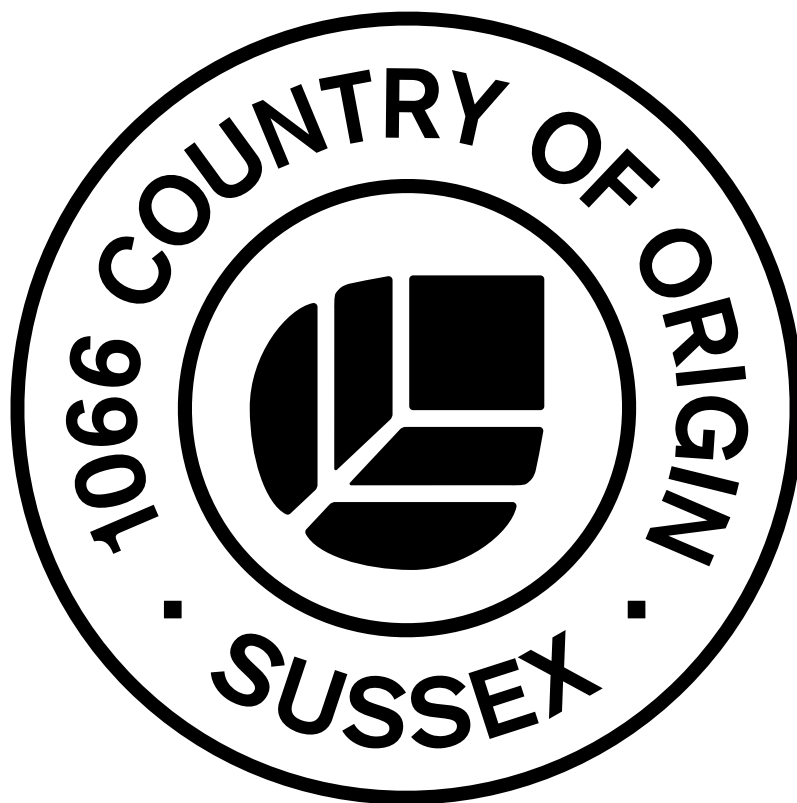


Once one of England's thriving ports, now landlocked, Winchelsea was planned as a medieval new town, set on a hill and constructed in a chequer pattern with hidden vaults beneath. Today there's a sense of calm, order and quietness preserved in its streets and buildings, and of intrigue when touring its labyrinth of underground cellars.

Our badge

To communicate our proposition we have designed a badge that can help coordinate and support marketing messages and communications, for example:

labelling the origin of local produce / identifying local crafts and products / signing walks, trails and pathways / supporting shops, restaurants, pubs, cafés and accommodation / helping businesses, events and attractions benefit by using it on their promotions, print, online and mobile communications / providing a way of making 1066 Country memorable to visitors



How to use the badge

1. The badge should only be reproduced from the digital files provided. It should not be redrawn or altered.
2. It should be reproduced in black or a dark neutral tone, never in colour. It may be used reversed white out of a background or image providing it is legible.
3. It should never be reproduced smaller than 17mm in diameter.
4. It should always be aligned so that the top of the leaf/arrow motif is horizontal and the 1066 COUNTRY OF ORIGIN text is symmetrical.
5. It should be placed so that is clearly separate from other text, never closer than a space equal to the cap-height of the text within the badge.



Our strapline

1066 Country has been significant in the origin of so many things:

*the creation of our nation / early agriculture, industry and trade / early sea ports,
coastal defences and seaside resorts / pioneering creative communities
and alternative lifestyles*

And today it is thriving in its originality:

*contemporary creative community / authentic food, wine, craft / buzzing music
scene / retro experiences / unique nature reserves and open spaces*

You can use this strapline in a variety of ways:

Use it as a headline, as a sign-off or in conjunction with the badge.

Make sure you follow the guidelines when reproducing the badge
and do not change or adapt the strapline.

Original by nature.

Supporting copylines

Here are some other copylines which you can use. They emphasise different aspects of 1066 Country, so use them when and where they are appropriate.

They could be headlines on posters or messages on social media.
It's up to you to use them creatively.

1066 Country as a place of contrasts:

**Enduring woodlands. Shifting shorelines.
Ancient settlements. Modern lifestyles.
Yesterday's myths. Today's music.
Historic castles. Contemporary cafés.
High Weald. Low Levels.**

Alternative copylines focusing on the Original and Natural:

It's in our nature.

Where original stuff happens.

Alternative copylines focusing on the Historic:

Yours to conquer.

The date is easy to remember.

The place is hard to forget.

The Britons settled it.

The Romans invaded it.

The Saxons defended it.

The Normans conquered it.

So you can discover it.

Our tone of voice

We want to reflect the way 1066 Country is today and to speak directly and confidently about the place and what it has to offer the visitor.

The more consistent we are in our tone of voice the more we reinforce the 1066 Country story.

The aim is to help you tell your own stories in an engaging way. Of course, your own business, organisation or attraction may have developed its own tone of voice that speaks to your own special audiences, but we believe that the 1066 Country tone can work well when conveying messages about the area as a whole and what it has to offer.

Upbeat

Realistic

Imaginative

There are plenty of positive messages to send, so we should be upbeat, honest and inspiring when writing about 1066 Country.

We should avoid clichés and typical tourism hype.

The truth is always stronger, and people need to have realistic expectations of what they can find in 1066 Country. But that does not prevent us using language in a creative way too. The more we use our imaginations the better - we can evoke experiences through the senses and emotions as well as simply describing places, attractions and events.

Think about...

...what visitors are looking for: something that is motivating, but also factual information.

...what is most important: express ideas clearly without being effusive.

and...

...refer to colours, textures, sounds and smells and how we associate them with different experiences.

...keep text short and direct, particularly online.

Our imagery

We want to take a fresh look at how we depict 1066 Country visually. Imagery should be up-to-date and inspiring. Our new narrative offers an opportunity to introduce new material that complements the language and tone of voice we use and impacts the experience for all visitors.

Photography should be realistic and not staged. It should be documentary in style, but that can include being romantic at times, gritty and down-to-earth at others.

Photographic imagery (either still or video) can be commissioned or sourced under four categories:



1. People

1066 Country people, especially those contributing to the 'Country of Origin' proposition — farmers, fishermen, winemakers, chefs, craft workers, artists, musicians — shown in the context of their work or activity.



2. Places

A different take on the key places, locations, sights and views — all weathers, times of day — capturing a special atmosphere or vibe.



3. Texture

Texture: Conveying a sense of the colours and textures experienced in 1066 Country — stone walls, lichen, cobbles, weatherboarding, brickwork, driftwood, tree bark, fallen leaves, canvas, sailcloth, basket weave, rope.



4. Talk

Depicting how human intervention speaks through signs and messages – shop fascias and signs, bonfire banners and badges, pub signs, footpath markers, beer labels, inscriptions.



Frequently asked questions

Who can use this resource?

All members and partners of 1066 Country Marketing and their appointed agencies.

Can I use the downloadable files as they are?

Yes. In order to maintain the optimisation of your website you can edit, adapt or expand the text.

Can I use the badge in different colours or sizes?

No. The badge should be used as supplied and in the correct format (i.e. for print or screen). Follow the downloadable guidelines for information about colour and size. It should never be reproduced any smaller than 17mm in print.

Can we change the badge or strapline?

No. The badge itself, '1066 Country of Origin' and the strapline 'Original by nature' are all registered trademarks and can not be altered.

Do I have to use the images you provide?

No. We also want new imagery to be sourced and commissioned in the spirit of the proposition, so please follow the suggestions in the section entitled 'Our imagery'.

Do I have to use the straplines and other text exactly as written?

The main strapline 'Original by nature' and supporting straplines should be used in the form supplied. They have been specially written to support the 1066 Country of Origin proposition so should not be changed. Other text may be adapted, edited or expanded to suit your own needs, but should always be in the spirit of the proposition.

Can I change the word 'Sussex' on the badge to something else?

No. We want to establish that 1066 Country is located in Sussex. Our research has found that many potential visitors are not aware of our location, so this is one of the steps we are taking to make the connection with Sussex.

Do I use the badge AND the 1066 Country logo together or just one or the other?

Do not use both together. The badge is intended to convey a sense of origin and this is what we want members and partners to use on their own material, products and communications.

Can anyone advise me on the text and tone of voice I should use for my business/project?

Please contact 1066 Country Marketing directly if you need help or advice.

Is this just for Visit 1066 Country Marketing members or can anyone use it?

At present this is intended for 1066 Country Marketing members, partners and their agents. Please contact 1066 Country Marketing directly for more information.
