Open for Business – promoting tourism in the HS2 corridor
1 Feb – 31 July 2021

• A total of 41 businesses participated in the Open for Business programme during this period (14 unique) including:
  ➢ 10 involved in the Chilterns Walking Festival
  ➢ 10 participated in the Food & Drink workshops
  ➢ 21 featured in promotional campaigns

• The Chilterns Walking Festival took place in May 2021, generating much needed footfall to the area which benefited businesses.

• The project supported 5 new businesses start-ups

• Plans for the autumn Chilterns Food Festival and Chilterns Walking Festival are well underway.

• Research and scoping of new Experience Tourism initiatives undertaken
Chilterns Walking Festival
21 May – 6 June 2021

• The Festival featured **75 events over 16 days**
• **There were 23 events in the HS2 corridor, involving 10 businesses**
• Walks linked in with pubs, visitor attractions and farmshops
• We worked with **over 52 organisations** and **volunteer walk leaders** across the Chilterns
• **There were a total of 711 participants**
• **53% of participants used a local business** before/after their walk and visited an average of 1.3 businesses
Nordic walking, Visit Midsomer walks, Ridgeway explorer, nature discovery
Supporting businesses through the Walking Festival

Midsomer on the Misbourne 1:
Great Missenden to Amersham

Visit the locations for three episodes of Midsomer Murders in Great Missenden and five episodes in Little Missenden. A walk along the River Misbourne and past Shardeloes Lake takes us into Old Amersham used for locations in the very first episode, The Killings at Badgers Drift and the 100th episode, The Killings of Copenhagen.

Pub walks, local produce walks, visiting attractions

Kew Little Pig Walk

Spend some time ambling around our Miniature Pig farm in Old Amersham, Buckinghamshire, meeting the pigs and learning about them. Our piggies love a cuddle, and love people! Ideal for families.

Adult £5 Senior £4 Child £4

Where two major drovers’ routes cross

Cattle were driven long distances to the growing market in London. The route from mid-Wales to Barnet crossed the route from the Midlands to Uxbridge on Amersham Common. This ten-mile circular walk will explore evidence on the ground and on old maps as we walk key parts of both routes. There are two drovers’ inns on the route including The Ivy House where we will stop for lunch. The route crosses the River Misbourne and the climb out of the valley affords stunning views.
Walking festival has something for people of all ages to enjoy

A WALKING festival with more than 80 guided treks through the Chilterns Area of Outstanding Natural Beauty will place at the end of next month.

Organised by the Chilterns Conservation Board, the 16-day Chilterns Walking Festival runs from May 22 to June 6.

A range of activities and events designed to appeal to different age groups, interests and levels of fitness are available to book, many of which are taking place in and around Henley.

Annette Venter of the Chilterns Conservation Board said that as in previous years the festival is intended to help people explore the landscape, villages, nature and heritage of the area.

She said: “After months of lockdown we are delighted to be offering such a full programme of events. It will be a chance to explore and enjoy the beautiful landscape of the Chilterns in small groups, led by experienced guides.”

The types of activities on offer at this year’s festival are as follows:

- Family friendly: woodland adventures, bushcraft events, storytelling sessions, toddler toddles and nature-spotting walks.
- Explore and discover: George Orwell and Charles Dickens literary tours, a Tudor walk and local produce tasting.
- Learn and do: tree identification, map and compass navigation, learning the art of Nordic walking.
- Health and wellbeing: mindfulness walks, nature connectedness sessions, trail runs and a marathon 25-mile walk.

Most guided walks, events and activities are free but in some cases a small charge will apply.

To help walk leaders with expected numbers and to ensure covid safety, all walks must be pre-booked.

For more information and to book activities, visit www.chilterns.co.uk/walkingfest

Ramblers’ walks — Start trekking: this year’s Chilterns Walking Festival features more than 80 guided walks

#ChilternsWalkingFestival returns, 22 May to 6 June, with a programme of 80+ walks & outdoor events exploring the landscapes, villages, Nature and heritage of the #Chilterns.

More on #TheCountryman website t.ly/Pbnz @VisitChilterns @ChilternsAONB @RamblersGB

THE Chilterns Walking Festival returns this month with a programme of more than 80 walks and outdoor events.
Business Engagement – 2 Food & Drink business workshops, July 2021

• A total of 40 people attended the workshops, including 10 businesses in the project area.
• Follow-on media campaign focused on café and pub walks featuring food & drink businesses

Workshop at Orchard View Farm
Communications campaigns

• Campaign focusing on café and pub walks, featured several new businesses see here

• Summer guide to family-friendly places to visit see here

• We helped Chiltern Trike Tours to feature on Countryfile (18 April 2021)
Plans underway for Chilterns Food & Drink Festival October 2021

Lamb of Outstanding Beauty

Enjoy street food beside the river Chess in Chesham

The Rocket Oven is a stylish Airstream trailer from which delicious flatbreads are made. We will be celebrating the Chilterns with our special flatbread and a choice of Lamb Koftes (Chesham bred), smoked aubergine and tomatoes with a coriander chutney with spiced onions. We cater for all dietary requirements and follow all the usual hygiene standards and Covid protocols. Walk-ins welcome.

Burek in Bucks

Enjoy homemade organic ingredients from the Chilterns at koko'S

Come along to try the famous Burek from Koko'S gourmet food trailer. This homemade filo pastry pie is made using locally sourced ingredients and served with another local favourite, Times Dairy yogurt. Spinach with cheese or cheese-only versions for vegetarians are also available. Walk-ins welcome. Please park at a lay-by outside the

GET READY FOR A CELEBRATION OF CHILTERN FOOD & DRINK THIS OCTOBER

beginners, a range of Nordic walking and a mindful walking experience around Aldhury, allowing you to really immerse yourself in your outdoor experience by tuning into all your senses.

Wildlife and Nature...join Kerina Hughes for a fascinating journey through the world of mushrooms in Penn Wood looking at their mythology and relationship with the forest and other life forms. Bird lovers will enjoy the Whistone Reserve Wildlife Walk with the Wildlife Trust, or join Steve at GG Wildlife Experiences for some kingfisher spotting along the Thames. Naturalist tours are run by various groups. Visit

Celebration of Chilterns Food & Drink

Join us for an autumn celebration of Chilterns' food heritage past and present 16-31 October! Find out more about the region's food and drink producers, with guided walks and tours taking in vineyards, farm shops, cafes, pubs, breweries and restaurants, and many family friendly events. Watch this space, events are being added regularly!

Chilterns AONB @ChilternsAONB · 5h
An essential two minute read! The highlights of the #Chilterns Walking & Food & Drinks Festival 🍓 النبيذ 🍤 , summarised for you in one handy blog:

bit.ly/3De9Ntj

It's time to book your tickets and #getoutdoors

#foodanddrink #ChilternsWalkFest

Visit Chilterns and 7 others
CELEBRATION OF CHILTERNs FOOD AND DRINK
OCTOBER 24 – 31

Join Chalk Cherries and Chairs this October as we celebrate the unique (and delicious) cuisines, ingredients and recipes of the Chilterns. This celebration is the perfect opportunity to connect with the work of our Central Chilterns farmer cluster, through guided farm walks and tastings at Lacey’s Farm and more.

You can follow along on social media
Twitter: @ChilternsCCC
Facebook: www.facebook.com/chilternscce
Instagram: @ChilternsCCC
or learn more on our website

PICK OF OUR FAVOURITE FOODIE WALKS
With cafes and farm shops

Here are a few special places in the Chilterns, some of them new on the scene, and all with beautiful walking routes.
Chilterns Countryside Experiences

- Scoping the potential for countryside experiences

Open for Business: Chilterns Countryside Experiences
10 June 2021

As part of the ongoing ‘Open for Business’ project, this paper sets out a review of the current tourism market, consumer trends and scope for potential opportunities in the development of new Chilterns Countryside Experiences.

The overall aim would be to bring to the domestic and some European inbound markets, Chilterns Countryside Experiences that: can be booked online, deliver profit for money, ensure a return for businesses, but above all, are a memorable and enjoyable time spent well in the Chiltern Hills.

This would be new activity, and as such, would need careful market testing and implementation. The information included below sets out opportunities, risk and the businesses in the project corridor who supply the key products and materials. The opportunities for the wider supply chain as the market conditions improve, will be explored much, so quickly, a positive legacy is achievable.

Market Review

VisitBritain’s latest forecasts show a slow recovery with domestic tourism expected to be estimated this year at £51.4 billion, just over half of the £91.6 billion pre-pandemic recovery. The overnight sector alone saw about two-thirds of the value wiped off the domestic tourism sector, with a £27.7 billion loss to the economy.

Chilterns Cycle & Camp Adventure
Chilterns | Outside London

EXPERIENCE OVERVIEW
Explore the Chilterns by bike on specially designed cycles route, relax in our fully-equipped glamping site, whilst savouring delicious local produce.

FROM £115

BOOK NOW
Feedback from businesses

“We are so pleased to have been included in the Open for Business programme through participation in the Chilterns Walking Festivals and we have benefited from inclusion in the ‘Family fun’ blog and social media. These activities have helped to bring in additional visitors and raise awareness of our farm”.

*Kate, Kew Little Pigs, March 2021*

“We have really enjoyed working with the Chilterns Conservation Board through the Open for Business programme. They’ve been integral in helping us launch our new family business. We’ve benefitted from their networking events and they’ve been really inclusive in inviting us to join local events to spread the word about our business. Thank you for all your support and we look forward to working with you in the future”.

*Tori and George Rouse, The Rocket Oven*