Open for Business – promoting tourism in the HS2 corridor
1 Aug 2021 – 31 Jan 2022

• A total of 35 businesses participated in the Open for Business programme during this period, 11 for the first time. Some were involved in multiple activities (54 total participations):
  ➢ 13 involved in the Chilterns Walking Festival Oct 2021
  ➢ 11 involved in the Celebration of Chilterns Food & Drink Oct 2021
  ➢ 15 participated in the Experience tourism workshops Jan 2022
  ➢ 18 Experience providers featured on Chilterns AONB and promoted
  ➢ 19 featured in promotional campaigns

• There has been good engagement with the Experience tourism programme. 7 businesses are receiving 1:1 business support following the January workshops, with many more in the process of signing up.

• A new Experiences page has been developed on the Chilterns AONB website and will be launched in April

• Plans for the May 2022 Chilterns Walking Festival are well underway.
Chilterns Walking Festival Summary
16 – 31 October October 2021

• The Festival featured 68 events over 16 days
• There were 20 events in the HS2 corridor, involving 13 businesses
• We worked with over 50 organisations and volunteer walk leaders across the Chilterns
• We had 730 participants (280 in the project area)
• 74% of respondents visited at least one or more local business
• 40% of respondents came from outside the Chilterns
• A celebration of Chilterns Food & Drink took place in the second week of the Festival.
Family-friendly Bushcraft events, outdoor cooking, nature spotting, heritage and history walks...
Supporting businesses through the Walking Festival

- 13 businesses were directly involved in the Walking Festival
- Many more businesses benefited from additional footfall to the area and from media coverage

Koko’s near Amersham, a new walkers café promoted through Open for Business
GET READY FOR A CELEBRATION OF CHILTERN'S FOOD & DRINK THIS OCTOBER

Wandering wonders

Chilterns Walking Festival is the perfect way to enjoy some of the glories of the season. If there’s one thing to enjoy about autumn it’s getting outside and taking a stroll among the fallen leaves and enjoying the changing colours of our countryside and the Chilterns Walking Festival provides an ideal opportunity to do just this, you can take part in more than 70 guided walks and outdoor activities between October 16th and 31st with variety for all ages and abilities, however far you like to wander.

There are wildlife walks, from kingfishers to Raptors – the Goring Scenic Circuit (18th) and Watlington Nature Walk (19th) where you can discover some of the stunning flora and fauna of the surrounding area under expert guidance and as part of the Goring and Streatley walk there’ll be half an hour dedicated to a kingfisher spotting experience.

Cheese and Chitty – Truly Scrumptious (27th) is in association with The Cheese Shed at Nettlebed Creamery where after a delightful walk you’ll be able to enjoy an equally delightful cheese toastie.

On 29th you can hop on the Henley Hoppit – the 10 mile walk from the riverside town takes you on a journey through the rolling southern Chilterns to discover the Loddon Brewery with its welcoming taproom at the half way point on your walk which you can continue either on foot or take a bus back.

Get on the Midsomer Murders trail on the Introducing Midsomer on the Midsomer T: Great Missenden to Amersham walk (19th) and visit locations used in the first episode The Killings at Badgers Drift and the 10th episode The Killings of Copenhagen.

For full details of these and other walks suitable for all the family visit www.visitchilterns.co.uk/walkingfest.html

Celebrate the Chilterns this Autumn

Annette Weiss introduces the upcoming Chilterns Walking Festival: your opportunity to get out into the beautiful Chiltern countryside with like-minded ramblers!

Chilterns Walking Festival returns this autumn with a action-packed programme of guided walks and outdoor events. The Festival will take place 16-31 October with over 70 events on offer. This year we are collaborating with the Walk, Chimes and Chiswick Landscape Partnership to include celebration of Chilterns food and drink. This will include cakes in the woods, apple fayres, boggers breakfasts, stews and tastings, all designed to raise awareness of our Chilterns food heritage past and present.

Highlights from the programme include:

* **Story & Heritage**... explore WWI trenches at Marlow, explore some major rivers routes (and inns) in the stourby Valley, Arts & Crafts architecture in Amersham and High Wycombe, or explore the former rural industries of Winscombe with local historian Jane Barker.

* **Health and wellbeing walks**... include a Barefoot Walk for runners, a range of Nordic walking and a Mindful walking experience around Aldbury, allowing you to really immerse in your outdoor experience by tuning into all your senses.

* **Food & Drink**... get stuck in with a chutney making workshop at Read Farm Countryways just outside Great Missenden, or a hidden cafe walk deep in the woods near Cowley. The Boggers Pub tour returns, exploring the connections between Chilterns pubs and chairs. Expert guide Stuart King will share stories of the local folk and the history of the ale and traditional chair-boggers came for their pint (sometimes breakfast!) and where some pub landlords set up chair-making workshops. Travelling by mini-bus from combes, we will explore pubs and their stories along stopping for a delicious lunch at the Hampden Arms.

* **Art and Nature**...Join Katrina Hughes for a fascinating journey through the world of mushrooms in Penn Wood and their mythology and relationship with the forest and wildlife. Bird lovers will enjoy the Wistone Reservoir Wildlife Wander with the Wildlife Trust, or join Steve at G & G Wildlife Experiences for some kingfisher spotting along the Thames. Natural England invite you to discover Barton Hills Nature Reserve with its precious landscape and wildlife.

**New this year** The Curious Codswallop is a unique walk set in the stunning countryside of the Goring Gap and taking in parts of the Thames Path, the Ridgeway National Trail and the Chiltern Way. There are new family-friendly activities too! Take a look at the programme! For further details and booking see www.visitchilterns.co.uk/walkingfest.

Annette Weiss
Celebration of Chilterns Food & Drink

- This autumn we combined the Chilterns Walking Festival with a celebration of Chilterns Food & Drink delivered by the Chalk, Cherries and Chairs project
- A wide range of events were on offer, from bodgers pub tour and orchard events to chutney making, outdoor cooking and local produce walks.
- There were 13 events involving 11 businesses from the HS2 corridor

A Chilterns Celebration

Join us in Autumn 2021!

Now that our summer celebration is finished, we are working hard to bring you a FOOD AND DRINK festival in October 2021.
Celebration of Chilterns Food & Drink

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

Coppicing and Campfire Cookout with Chiltern Rangers
Join Chiltern Rangers for a fun day of volunteering and practical conservation, followed by some yummy food!
Further information and booking HERE

Chutney making at Road Farm
Join Wendy Gray on one of our farmer cluster sites for tree to jar chutney making. Perfect autumnal fun for all ages. Gather apples in the orchard and enjoy transforming them into delicious chutney. Book online.

Apple Day at Donkey Lane Orchard

Chair Bodgers Pub Tour
Join the us for a pub tour to remember, as we explore the fascinating connections between Chilterns pubs and

Rest and Reflect Sessions at Lindengate
CELEBRATION OF CHILTERN 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 could also stop in at Lindengate, one of our key Rough Around the Edges project sites, to enjoy a rest and relaxation session in their gardens, before heading over to Buckmoorend Farm to sample some of their produce.

Our National Lottery funded project is all about connecting the people of the Chilterns with the landscape and heritage that make the AONB such a special place, and we hope lots of you will join us from October 24th – 31st for fun, free and informative food focused events!

- Learn about our Chilterns orchards, do some apple pressing and sample some fruity specialties with BBOWT at the Donkey Lane Orchard Day in Chinnor, 24 October
- Join local guides for a Bodger’s Pub Tour – October 29
- Lindengate Rest and Relaxation Sessions (running during October, gardens open)
- Outdoor cooking classes in High Wycombe
- Local producer walks, tours and tastings visiting Nettlebed Creamery, Daws Hill vineyard, Loddon Brewery and some of our favourite farm cafes
- Trina Apple faure and farmers

See a sample of events and visit our website for further details and booking. Please click link

You can follow along on social media
Twitter: @ChilternsCCC
Facebook: www.facebook.com/chilternscccc
Instagram: @Chilterns_CCC
or learn more on our website
Please click link
Business Engagement – Experience tourism workshops, Jan 2022

- Two workshops were held in January
- A total of 15 businesses from the HS2 project area attended the workshops.
- 7 businesses so far are receiving follow-on business support, more to follow.
Feedback from participants

“Fascinating workshop and just what I needed to learn ahead of my journey into this brave new world”.
Matt Writtle, Matt Writtle Photography
We have carefully chosen our most immersive and memorable Chilterns Countryside Experiences to share with you here. Choose from Active Countryside, Chilterns Food & Drink, Countryside Learning and Chilterns Sightseeing.
Communications campaigns

- Christmas shopping guide and festive entertainment [see here](#) including new initiatives such as Echo Music and Lindengate Illuminations
- Foraging the fruits of the Chilterns promoting farmshops and apple pressing [see here](#)
- Zero waste and refill shops [see here](#) featuring new enterprises including the Chesham refill shop

Outdoor light shows & other fun festive events:

- [An illuminated night walk and nature trail at Lindengate](#) near Aylesbury with festive refreshments. December 17 @ 5:30 pm - December 19 @ 8:30 pm
- [Christmas Baroque Concert by Candlelight](#) Sat 16th Dec at St Marys Old Church Amersham.
  Chiltern Music – a recently formed Chilterns orchestra made up of some of the best local musicians based in the Chilterns is offering a concert.
  The 5.30pm performance is free for under 18s, and the 8pm performance is followed by jazz soiree.
- [Light trails at Waddesdon Manor](#) and at [Ashireg House enchanted woodland walk](#)

  A [Gardener’s Christmas at Hughenden Manor](#) is this year’s fantastic chance to see the sumptuous decorations at the the house for Christmas, it’s a real wow.