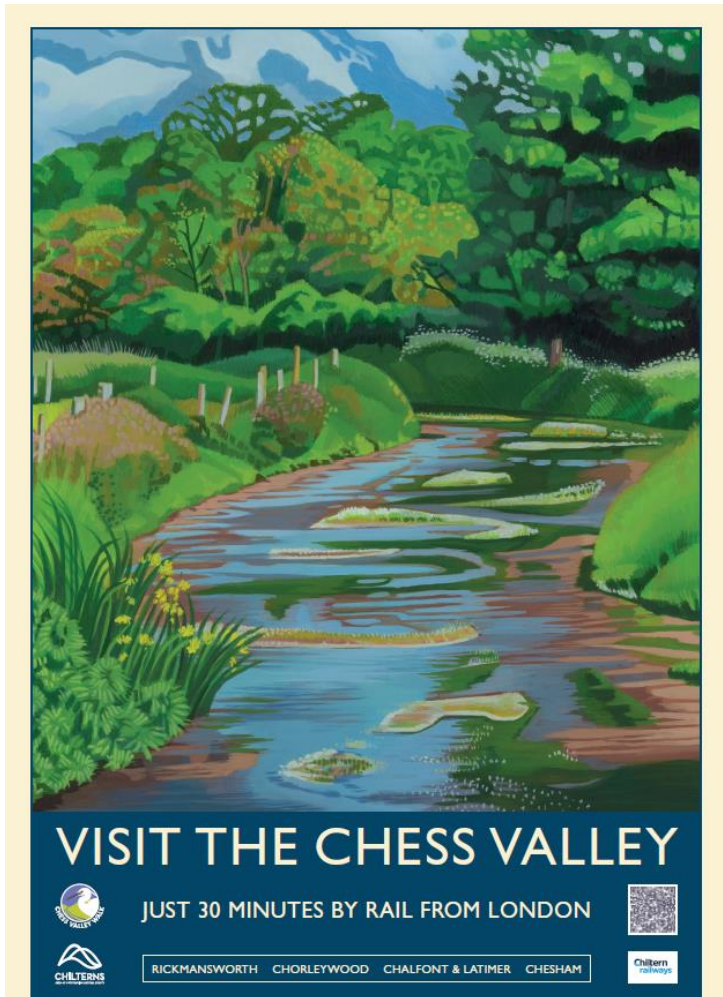


# Open for Business – supporting tourism in the Chilterns

## Summary of activity 1 Aug 2022 to 31 Jan 2023



Over 60 businesses were involved in a range of activities including:

- the Chilterns Walking Festival
- digital campaigns promoting Experience providers
- Networking events
- Business support
- Blogs, adverts and social media promoting Experience providers
- Inclusion in influencer campaigns

# Chilterns Walking Festival Summary

## 15 – 30 October 2022

An initiative of the Chilterns Conservation Board

- The Festival featured **53 events over 15 days**  
Guided walks took place throughout the Chilterns
- We worked with **over 30 organisations** and **volunteer walk leaders** across the Chilterns
- We had **439 participants on bookable walks** plus additional bookings on third party walks
- **53%** of respondents **visited at least one or more local business**
- **34%** of respondents **came from outside the Chilterns**



Supported by the  
**HS2 Business & Local Economy Fund**

**HOW TO GET HERE**

MILTON KEYNES Luton Watford St Albans Watford GREATER LONDON

Chilterns AONB

**Sunday morning stroll: Pepperbox Wood and the Hampden Monument.**

Sunday 30 10am 3 miles Walk (150)

A gentle figure of eight walk from Prestwood through the Woodland Trust's Pepperbox Wood to the monument commemorating local landowner John Hampden's refusal to pay Ship Money to King Charles I. The route returns via Lodge Wood and Kiln Common Community Orchard, maintained by Prestwood Nature.

**Rustic, bodgers, managons and more...**

Sunday 30 2pm 1.5 miles Walk (75)

Come and hear about the industry that made Wycombe famous throughout the world, learn about Wycombe's wild criminal and why Wycombe Wanderers score in the Guinness Book Records.

**CHILTERNS**  
Conservation Board  
[www.chilternsaonb.org](http://www.chilternsaonb.org)

HS2 Business & Local Economy Fund

The Chilterns Walking Festival is an initiative of the Chilterns Conservation Board.

# Chilterns Walking Festival

[www.visitchilterns.co.uk/walkingfest](http://www.visitchilterns.co.uk/walkingfest)

BOOK ONLINE

HEALTH & WELLBEING  
events

TASTER sessions  
and outdoor learning

WALKS for ALL

CHILTERNS  
WALKING Festival



**An exciting and varied programme  
led by knowledgeable guides...**

*Nature walks, family-friendly, arts and  
crafts experiences, after dark  
exploration, wellness and mindfulness,  
orienteering, nature spotting, heritage  
and history walks...*





## Supporting businesses through the Festivals




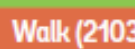
### Panoramic views and Prime Ministers' Haunts

 Saturday 15  8.30am  5.5 miles  Walk (1902)

We start with a steady climb up Coombe Hill to panoramic views over the Aylesbury Vale. We then drop down to the 12th Century church of Ellesborough, through ancient box woodlands and around the edge of Chequers, the 16th Century manor and home to prime ministers since 1921. We stop off at Buckmoorend Farm cafe for refreshments.

Café stop at Buckmoorend Farm, Bucks





### Where two drovers' routes Cross Walk

 Saturday 29  10am  9 miles  Walk (2103)

Cattle were driven long distances to the growing market in London and two key routes crossed on Amersham Common. Our walk will explore evidence on the ground and on old maps as we walk these. We will stop at the Ivy House for lunch (once a drovers inn) before crossing the River Misbourne and climbing out of the valley with stunning views towards Amersham.

Lunch stop at the Ivy House, Chalfont st Giles

### Chinnor Hill, Old Kiln Lakes and Steam on the Ridgeway

 Thursday 27  11am  5 miles  Walk (0201)

Discover Chinnor Hill nature reserve with its wide ranging views and a great place to see red kites. Return via the Ridgeway national trail and the historic Donkey Lane to explore Old Kiln Lakes. Here we see former chalk quarries which are now managed as wildlife lakes, and also a rare example of an early 20th century beehive kiln. At the end of the walk you will have a chance to relax with a return steam train ride along the preserved Icknield Line railway to Princes Risborough.

Ride on the Chinnor & Princes Risborough Railway

- 13 businesses in the project area were directly involved in the Walking Festival
- 12 businesses were showcased through the celebration of Chilterns Food & Drink
- Many more businesses benefited from additional footfall to the area and from media coverage



## Press Coverage

### 10th Chilterns Walking Festival

The Festival will take place from 15 - 30 October. There are over 50 walks and events throughout the Chilterns including some in Prestwood and areas nearby. It's a chance to enjoy the autumn splendour, the golden beech trees, and hedgerows bursting with colour. Full listings at: [www.visitchilterns.co.uk/walkingfest](http://www.visitchilterns.co.uk/walkingfest) Here is a flavour of what's on offer locally:

#### Saturday 15 October, 10am

Great Missenden and The Lee were used as filming locations for *Painted in Blood* and seven other episodes of *Midsomer Murders*. Follow in the steps of DCI Barnaby fighting crime in the deadly county of Midsomer. The walk goes through woods and across fields to The Lee with its charming village green where amateur artist Ruth Fairfax was brutally murdered at her easel. This is the village of Badgers Drift which appeared in the 1997 pilot and in subsequent episodes. Then a different way back to the Misbourne valley and Great Missenden.

#### Sunday 30 October 11am–12.30pm

As part of the Chilterns Walking Festival PN will play host to another walk. It is a 3-mile figure of eight walk through the woods to the Hampden monument and back, via Kiln Common Orchard. The meeting point will be at the Prestwood Car Park near the Co-op.



Walking in the Chilterns

## Chilterns Walking Festival 2022



With over 50 guided countryside walks and new immersive experiences and tours, the festival has something for all to enjoy.

Get booking now for the Chilterns Walking Festival, taking place from 15th to 30th October. There are more than 50 guided countryside walks, activities and events which include routes through hill forts, churches, filming locations, nature reserves and farms. Your knowledgeable guide will show you what this Area of Outstanding Natural Beauty has to offer. There's photography, map reading, mindfulness, after dark walks and so much more. Explore [the full programme here](#)

### THE CHILTERNS WALKING FESTIVAL IS BACK THIS OCTOBER

Sep 29, 2022 | Days Out, Explore, Local Life, School Holidays | 0 | ★★★★★



The 10th Chilterns Walking Festival taking place 15th -30th October will feature a programme of over 50 walks & events throughout the Chilterns, offering a chance to enjoy the autumn splendour, the golden beech trees and hedgerows bursting with colour. There are a number of new walking experiences on offer, celebrating autumn in the Chilterns,

## Chilterns Walking Festival October highlights

Liz Nicholls

OCTOBER 4, 2022



The tenth Chilterns Walking Festival features a programme of more than 50 walks and local events to help you enjoy the autumn splendour, the golden beech trees and hedgerows bursting with colour.

Highlights include Pinsticks walks on the day before All Hallows Eve for a spooky walk along the River Thames and lots of ghostly tales from the riverbank! Or take a *Walk on the Dark Side* with an owl waiting stroll through Bones Wood and Crowsley Park, tuning into the sounds and signs of the night, and ending at the pub for hot chocolate.

### 50 walks and local events to help you enjoy the autumn splendour



There's also a *foraging walk* among the magnificent sweet chestnut trees to learn about and enjoy the beautiful autumn fruits of the forest. Library walk discovering in south Oxfordshire including the house where he once lived.

Discover and walk some of the *ancient routes* which criss-cross the Chilterns, exploring Croxers routes and the Slow Ways historic routes. There's a *nature walk* at Aston Rowant to celebrate the 70th anniversary of National Nature Reserves. Join the rangers to see the wildlife that makes them so special, finishing with tea & cake.

Your guide Bobbie Lister will take you on a guided walk around historic Marlow, followed by a hands-on face-making experience and a delicious afternoon tea. Plus there are map reading courses, pub walks, local produce tasting, historic garden tours and much more.

# Social Media

- 1.9K CWF Facebook followers
- Further activity on Chilterns AONB facebook
- Good levels of engagement on Chilterns AONB twitter

## Chilterns Walking Festival 22 September · 🌐

The 10th Chilterns Walking Festival starts 15 October for two weeks! It will feature a programme of over 50 walks throughout the Chilterns. A chance to enjoy the autumn splendour, the golden beech trees and hedgerows bursting with colour. We have a number of new walking experiences on offer including a night walk in the woods finishing with hot chocolate in a cosy pub, a foraging walk to collect sweet chestnuts, literary walk exploring George Orwell's 'golden country', specia... [See more](#)



Chilterns Walking Festival  
October 11, 2022 · 🌐



Becky Salisbury and 79 others · 9 comments · 51 shares

Like · Comment · Share

Most relevant

Write a comment...

Veronica Rogers  
I've been on a number of these walks at past festivals and they're brilliant!

## Chilterns Walking Festival October 18, 2022 · 🌐

Join the rangers at Aston Rowant Nature Reserve on Friday 21 October to explore the rolling chalk grassland, spectacular views and precious habitats of this special site. Find out how they manage the reserve, and the important role played by sheep, meadow ants and juniper! The walk will finish with tea and cake overlooking the magnificent Oxfordshire Vale. This event is free of charge but spaces are limited, prebooking essential! <https://bit.ly/3CIX1UT>  
Chilterns Area of Out... [See more](#)

## Chilterns Area of Outstanding Natural Beauty 6 October · 🌐

Have you booked your tickets for the Chilterns Walking Festival yet? Today's recommendation is our Practical Map Reading sessions! Learn a new skill as you walk in some stunning scenery this Autumn!

In Great Britain we have some of the best maps for navigation in the world! In the Chilterns we also enjoy the most extensive network of footpaths found anywhere in England. Our practical map reading sessions involve a 4.5 mile walk learning about the information that maps give, ... [See more](#)



**Worried about getting lost?**  
Practical map reading sessions will keep you on track!



## History walks with Amersham Museum:

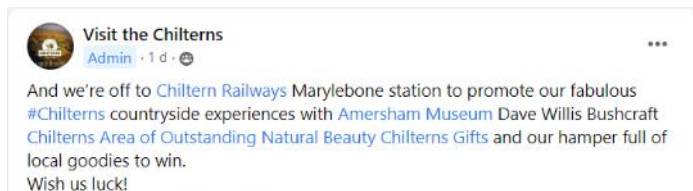
- Arts and Crafts Architecture
- Chalfont to Amersham history walk
- Amersham Drover's Walk



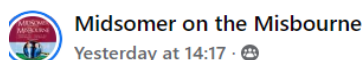
## Promoting Chilterns Experiences with Chiltern Railways



## Social media campaign and Press activity....



## Promoting Chilterns experiences at Marylebone Station October 2022 – with Dave Willis Bushcraft and Midsomer on the Misbourne



At Marylebone station promoting the wonderful Chilterns with [Amersham Museum](#), [Chilterns Area of Outstanding Natural Beauty](#) and [Visit the Chilterns](#)

[#brilliantbucks](#) [#chilterns](#) [#visitchilterns](#) [#visitbucks](#)

# Promoting Chilterns experiences – blogs, adverts and media campaigns



Bushcraft with David Willis · [Follow](#)

Thank you for featuring me - it was great welcoming participants to my Adventure Skills Day, here in the Chilterns, at the weekend. They all appreciated time in the woods, and there was no sign of winter blues, just smiles, learning, and campfire conve... [See more](#)

## Half term ideas in the Chilterns



**Widmer Farm Park:** A brand new outdoor farm attraction between High Wycombe and Aylesbury with lots of animals that can't wait to meet you. See Llamas, Alpacas, Sheep, Goats, Donkeys and Horses.

[>> Find out more](#)



**Bekonscot Model Village:** Visit the world's oldest model village - seven little towns stuck in a 1930s time warp. Enjoy a moving circus, funfair and mine, model trains whizzing through and boats, and ride the miniature railway.

[>> Find out more](#)



**Free resources and walks from Chalk, Cherries and Chairs:** Follow the self-guided Wycombe Rye history trail and an Amersham time travel trail, download colouring sheets of a Chilterns map, farmyard and birds of prey. Scroll to the bottom of this page to find them.

[>> Download here](#)



**Piggy Pet and Play:** Have a farm tour then spend two hours with the miniature pigs at Kew Little Pigs in Old Amersham. Meet pigs of all ages and pet, groom and play with them

[>> Find out more](#)

### UNIQUE EXPERIENCES IN THE CHILTERN HILLS!

[www.chilternsaonb.org](http://www.chilternsaonb.org)

Close to nature

Choose from 36 immersive experiences  
Ideal for gifts!

Food & drink experiences

Active outdoors

Sketching & painting walks

From foraging and bushcraft to campfire cookery and cocktail making

Make unforgettable memories in the Chilterns

**CHILTERNS**  
AREA OF OUTSTANDING NATURAL BEAUTY

Adverts in the Chiltern Society magazine and Tring & Berkhamsted Living magazine

### UNIQUE EXPERIENCES IN THE CHILTERN HILLS!

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Close to nature

Choose from 36 immersive experiences  
Get to know the people and places of the Chilterns and support local.  
Ideal for gifts!

Food & drink experiences

Active outdoors

Sketching & painting walks

From foraging and bushcraft to campfire cookery and cocktail making

Make unforgettable memories in the Chilterns


**CHILTERNS**  
AREA OF OUTSTANDING NATURAL BEAUTY

# Promoting Chilterns experiences – blogs

**Chilterns Area of Outstanding Natural Beauty**  
December 13, 2022 · 🌐

Are you looking for a Christmas present for a friend or family member who doesn't want to gather more 'stuff'? Why not give them the gift of a special experience in the [#Chilterns](#)?

Here are some novel ideas from our handpicked Chilterns Experiences by local businesses. Some of them will appeal to the adventurous and active, others are ways to relax and unwind in nature or learn a new creative skill such as painting the landscape - you don't need to be super fit. Plus a list... [See more](#)



**Chilterns Area of Outstanding Natural Beauty**  
January 25 · 🌐

Beat the winter blues in the [#Chilterns](#) this [#wellbeingwednesday](#)!

Read our latest blog for tips on [#walks](#), [#walking](#) groups, creative workshops, unusual things to do & places to visit this [#winter](#)!

👉 <http://bit.ly/3HsG98E...> [See more](#)




**Chilterns Area of Outstanding Natural Beauty**  
February 10 at 7:00 PM · 🌐

Is it almost [#halfterm](#) already? Here's our tips for fun [#Chilterns](#) things to do to keep the kids entertained - in dry weather and wet!

From farms, outdoor attractions & walks to quirky museums, caves & railway centres, there's plenty of fun ideas.

Read on! 👉 <https://bit.ly/3YBxeYo...> [See more](#)



# New Chilterns AONB website launched October 2022 with improved Experiences pages



Visit | Our landscape | What we do | Flagship projects | News | What's on | About us

explore our map

Experience the Chilterns

We have carefully chosen our most immersive and memorable Chilterns Countryside Experiences to share with you here. Use the filters below to find and book your perfect experience!

Explore bookable experiences

Cost

Type of experience

Accessible

Nearest town

Filter experiences

Showing 36 of 36 experiences



Volunteer amongst the Vines:  
Spring, summer and harvest time

Daws Hill vineyard is a boutique vineyard nestled in the beautiful and tucked away Radnage Valley. We are very proud to look after our vines by hand and care for each one individually throughout the growing year, especially during harvest...

Price: Volunteering free of charge, tours and events have a cost  
Location: Radnage

Read more



Chilterns Open Air Museum:  
Experience Days and Workshops

Chilterns Open Air Museum COAM is home to 30 reconstructed and restored buildings from the local area. Three Chilterns countryside experiences days with a difference are available: from the physical exertions of the blacksmiths forge, to the ancient craft of...

Price: From £45  
Location: Chalfont St Giles

Read more



Welcome to the BackWoods:  
Learn a skill you've always wanted to master

Our experiences range from campfire cooking, bringing nature into your home, wreath making, art and nature workshops - or try your hand at axe and knife throwing. All in the beautiful woodland setting of Stott's Nursery in Stokenchurch, just a...

Price: From £25  
Location: Stokenchurch

Read more



Rushcraft with David Willis:  
... with nature

... friendly  
... wilderness fusion skills, nature



Chiltern Trike Tours: Feel the wind  
in your hair

For the first time visitor, there are a number of tours to choose from that take in the beautiful Chilterns, the ancient beech woodlands, historic



Brewery Tours are back! Brewing is  
in the blood

Enjoy an evening at the Loddon brewery, discovering first-hand how the award winning beers are made - with a pint of your favourite

## Filters added to the site

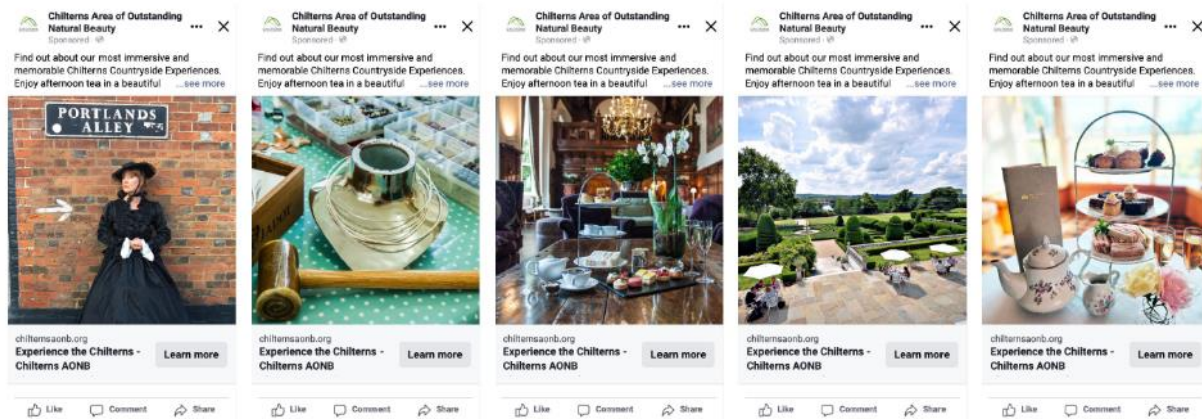
### Find support through our Open for Business programme

We can support your tourism business in developing and marketing visitor experiences through our Open for Business programme. This three-year funded project aims to maintain and build a vibrant visitor economy in the central Chilterns. It includes a series of festivals and events, communications and other initiatives to drive footfall to the area.



# Digital marketing campaign by Fabbrica Dec to Feb – Facebook adverts & Google Ads

## Facebook / Pure Indulgence



FABBRICA

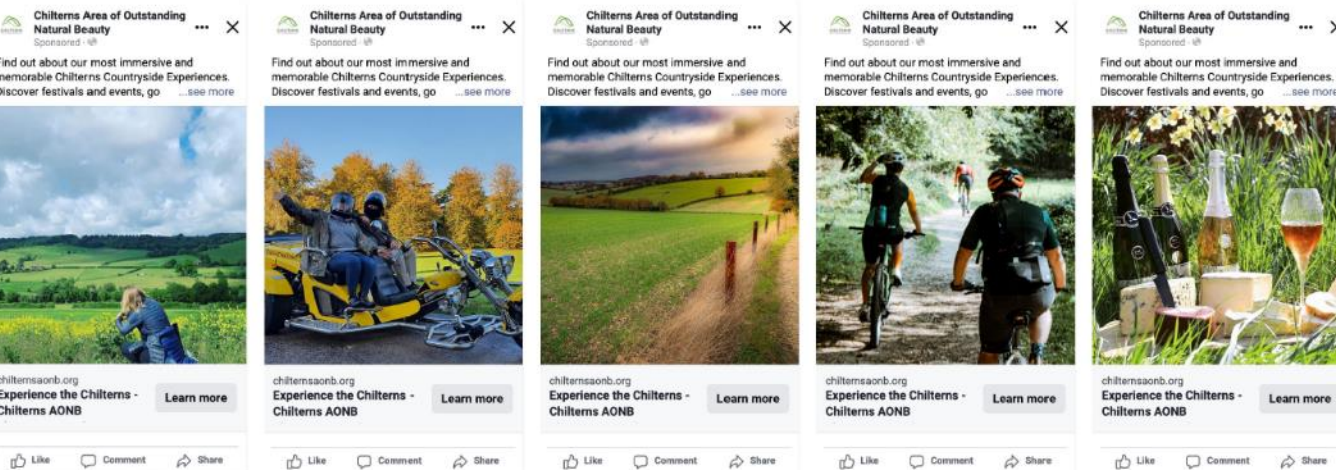


## Facebook / Great Escapers

FABBRICA/



chilternsaonb.org  
Experience the Chilterns - Chilterns AONB  
Learn more



### Targeting

Wednesday, 7 December 2022 at 08:00 - Sunday, 18 December 2022 at 23:45  
London, England, GB, 40 kilometer  
18 - 65+

Interests: Outdoors (outdoors activities), Concerts (music event), Outdoor recreation (outdoors activities), Walking (outdoors activities), hiking trails (hiking), Mountain biking (cycling), Festival (event), Backpacking (wilderness), Dog walking (dogs), Restaurants (dining), Foodie (food and drink), great outdoors, Pub, Food and drink, Live events

### Copy

Find out about our most immersive and memorable Chilterns Countryside Experiences. Discover festivals and events, go on a brewery tour or visit a country pub, cycle or walk in beautiful countryside or celebrate a special occasion in the beautiful surroundings of a manor house - the possibilities are endless.

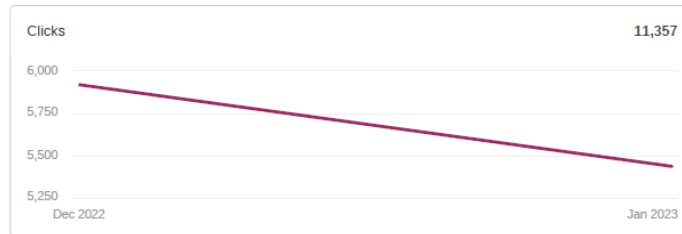
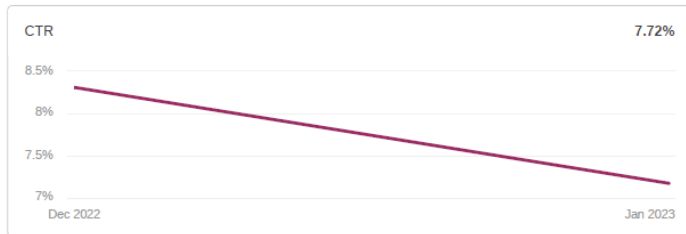
# Digital marketing campaign by Fabbrica – Facebook adverts and Google Ads

- **Headline results:** There were 33,740 overall clicks and 15,809 link clicks through to the Chilterns AONB website (Experiences Page) from campaign running 8 Dec to 19 Feb
- Detailed weekly Analytics reports provide useful feedback to help with more targeted marketing



## FABBRICA

Chilterns AONB  
7 December 2022 - 8 January 2023

### Facebook Ads - Ads



Clicks	Impressions	Average CPC	Average CPM	CTR
11,357	147 K	£0.03	£2.63	7.72%

Showing 14 of 14 Rows						
AD	AD SET	CLICKS	IMPRESSIONS	AVERAGE CPC	CTR	REACH
	Pure Indulgence Phase 1	6,742	71,389	£0.03	9.44%	39,550
	Pure Indulgence Phase 1	3,270	47,551	£0.03	6.88%	28,103



## 7 stunning walks in the Chilterns

From woodland to rivers, murder trails to night walks, there's a romp for every kind of walker in our local AONB. Here's seven of our faves, all featuring in October's Chilterns Walking Festival

Share this story: [f](#) [t](#) [✉](#) [💬](#)

3 October 2022

### Great Missenden to The Lee circular walk



*Midsomer Murders* fans had better bag a spot early on this walk before the 15 places get snapped up. The moderately-paced 7-mile route starts in Great Missenden, which featured in 'Painted in Blood' when amateur artist Ruth Fairfax met a grisly end, as well as many other episodes. It then follows on the trail of DCI Barnaby to Badgers Drift (otherwise known as The Lee), looping back to

## August and October on-line blogs, Muddy Stiletto's

Featuring Rumseys, Roald Dahl Museum, Chiltern Open Air Museum, Midsomer on the Misbourne.....

The Chilterns are absolutely jam-packed with brilliant days out and experiences, and one of the best for families this month has to be the Chiltern Open Air Museum in Chalfont St. Giles. Not familiar? Here's the lowdown.



COAM is home to a whopping 30 rebuilt historic buildings, a working farm, and plenty of opportunities to get stuck in to a little bit of history. Best of all, their schedule is rammed with good stuff during those long summer months – so if you're at a loose end, here are our top recommendations for August. Meet you by the pig sty.

## Networking Events and business support

We held networking events in August and October 2022 in partnership with the Chilterns Tourism Network and Visit Buckinghamshire



- We provided 1:1 business support to experience providers
- We signposted businesses to training and further business support from Bucks Business First