

# 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

### Wilstone Reservoir Wildlife Wander

 Thursday 21

 10pm

 3 miles

Walk (1101)

Join us for a walk around Wilstone Reservoir, with time spent in the new bird hide observing the wetland birds. We'll then walk up to the Wendover Arm of the Grand Union Canal, which has been recently put back in water. We'll finish the walk at P.E. Meads farm shop where you can enjoy tea and cake at the end of your walk!

### Where two major drovers' routes cross

 Saturday 16

 11.15pm

 10 miles

Walk (1301)

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 the routes. There are two drovers' inns on the route including The Ivy House where we will stop for lunch.

Adult £5 Senior £5 Child £Free

### Ridges and Vales of Chesham

 Wednesday 27

 11.15am

 1 mile

Walk (3105)

A 'rolling' walk with ever changing views as we trace ancient paths along Ashridge and Chartridge and drop into the vales between them, passing Pednor Manor on route. Be prepared for the ups but they are always worth it for the views. Our reward at the end is the friendly Blue Ball pub.

Adult £5 Senior £5 Child £5 TBC



- **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' cafe promoted through Open for Business

# Press Coverage

## GET READY FOR A CELEBRATION OF CHILTERNS FOOD & DRINK THIS OCTOBER



### WALKS

## Wandering wonders

*Chilterns Walking Festival is the perfect way to enjoy some of the glories of the season*

**I**f 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 the 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 Nature 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 it, quite literally 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 the walk which you can continue either by foot or take a bus back.

Get on the *Midsomer Murders* trail on the introducing Midsomer on the Misbourne 1: 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](http://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!

The Chilterns Walking Festival returns this autumn with an action-packed programme of guided walks and outdoor events. The Festival will take place **16-31 October** with over 50 walks on offer. This year we are collaborating with the Halk, Cherries and Chairs Landscape Partnership to include a celebration of Chilterns food and drink. This will include cooking in the woods, apply fayres, bodgers breakfasts, urs and tastings, all designed to raise awareness of our Chilterns food heritage past and present.

Highlights from the programme include:

**History & Heritage**...explore WW1 trenches at Marlow Common, some major drivers' routes (and inns!) in the Ibscouse Valley, Arts & Crafts architecture in Amersham and Henley, or explore the former rural industries of Winchmore Hill with local historian Jane Barker.

**Health and wellbeing walks**, include a Barefoot Walk for beginners, 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

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

**Wildlife and Nature**...Join Katrina Hughes for a fascinating journey through the world of mushrooms in Penn Wood at their mythology and relationship with the forest and other life forms. Bird lovers will enjoy the Wistone Reservoir



Wildlife Wander with the Wildlife Trust, or join Steve at GG 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 Coddwomble is a unique challenge 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](http://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.



JOIN US FOR A

# *Chilterns Celebration of food and drink*

Outdoor cooking in the woods  
Local produce walks – sampling local specialities  
Foraging, fungi walks and apple pressing

**October 24 to 31 2021**



Visit [www.chilternsaonb.org](http://www.chilternsaonb.org) for more information and booking details

# 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 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 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!

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/chilternsccc](#)

**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.

Chilterns AONB @ChilternsAONB - Jan 21

22 #Chilterns rural businesses took part in Experiential Tourism workshops this January, learning to create & market their own bookable experiences.

Part of our Open for Business programme & #mendthegap.

Watch the webinar:

[bitly/3FRGJZK](https://bitly/3FRGJZK)

#experiencedays #ruralbusiness



## RURAL TOURISM WORKSHOPS

*Discover how to develop your own personalised and immersive tourism experiences.*

999  
10 JANUARY

FREE INTRODUCTORY 10 MINNUUTE WEBINAR

999  
20 JANUARY

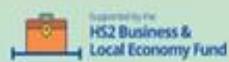
FREE FOLLOW-ON INTERACTIVE 3 HOUR WORKSHOP IN GORING-ON-THAMES

Learn how to distribute and promote your product, identify and attract new audiences, meet other businesses and make valuable new tourism contacts.

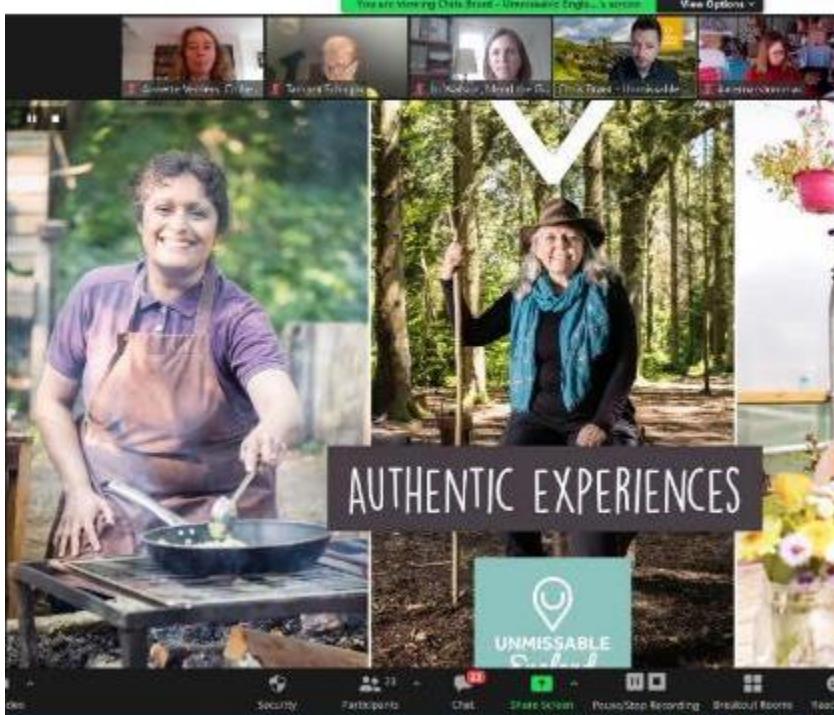
FREE for tourism businesses in the Chilterns and North Wessex Downs Area of Outstanding Natural Beauty.

Spaces are extremely limited, book now to avoid disappointment.

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



## Feedback from participants

A screenshot of a video conference interface. At the top, there are five small video thumbnails of participants. Below them is a large image of a woman in an apron cooking on an outdoor stove. To her right is a woman in a forest holding a walking stick. A banner across the middle of the image reads "AUTHENTIC EXPERIENCES". At the bottom, there are several small images including one of a location pin labeled "UNMISSABLE". The interface includes standard video conference controls for security, participants, chat, and breakout rooms.

### Visit the Chilterns

15 February at 12:19 · 

We're really pleased to bring you the first of many new Chilterns Countryside Experiences.

The first of these is from local photographer Matt Writtle who will teach you the fundamentals of composition and lighting, interesting facts about the [#Chilterns](#) environment and history of the local Chesham area.

Matt brings two NEW workshops that are now available to book online. All you need is an **inquisitive mind**.

***"Fascinating workshop and just what I needed to learn ahead of my journey into this brave new world".***

Matt Writtle, Matt Writtle Photography



# New visitor Experiences page on Chilterns AONB website (due to be launched April 2022)



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.

## Explore



# 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

[Chiltern Charcuterie](#) sells award winning salamis and air dried charcuterie.

Try [Sophie's Chocolates](#) for handmade chocolates and chocolate figurine gifts, or [Rumsey's Chocolates](#) in Wendover for the sweet tooths in your life.

Social media "Buy local" groups such are a great place to find local makers and artisan food producers, such as this Facebook page covering [Chesham, Amersham and Chalfont](#).



## 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.

Echor 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 a jazz soiree.

[Light trails at Waddesdon Manor](#) and at [Ashridge House enchanted woodland walk](#)

Enchanted Woodland Walk 2021 | Ashridge House

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.

