

# Open for Business

Promoting tourism in the HS2 corridor 1 February - 31 July 2020

- Chilterns Pass launched 9<sup>th</sup> March, Covid-19 hit shortly after
- We adapted the project to focus on communications campaigns, promoting #shoplocal which achieved high levels of engagement



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

# The Chilterns Pass



The Chilterns Pass  
@chilternspass

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## Posts



The Chilterns Pass was  sharing a COVID-19 Update.

...

July 9 · 

Hello

Apologies for the radio silence over the last few months, the unfortunate outcome of the Covid-19 pandemic that has seen our industry close.

We are now slowly re-opening, and it's time to give you an update.

We have currently extended all digital passes by any time missed during lockdown. Please update to the newest version of the Apps as we have updated some of the code to improve functionality. You should see your revised expiry date but if there are any issues, please let us know.

As you might have seen in the news, that unfortunately a number of restaurant chains have gone into administration and some family attractions and museums have yet to re-open. There are also changes to online bookings only, management of the number of tickets or meals sold etc.

We are currently contacting all the organisations on the Chilterns Pass to confirm opening times, social protocols, and when they will be in a position to accept the Pass.

It is our intention to re-launch the Chilterns Pass, but as not all online systems can accommodate 3rd party offers, means the Chilterns Pass will be restricted until things normalise further. We will keep you posted and will be updating all pages on the website with the latest information.

Thank you for all your patience and please get in touch with us via FB messenger if you have any questions.

## Focus on communications campaigns

- Regular on-line content promoting businesses and events in 5km corridor
- Blogs to promote businesses with revised offers during lockdown, eg delivery services or click & collect. Supporting businesses and community shops at a difficult time.
- High levels of engagement and visibility
- **25 businesses benefited from inclusion in promotional campaigns**
- **39 businesses supported in total during this period through wider activities**



Digital promotion on Chilterns AONB and Visit Chilterns websites

## Promoting Chilterns businesses - Shop Local

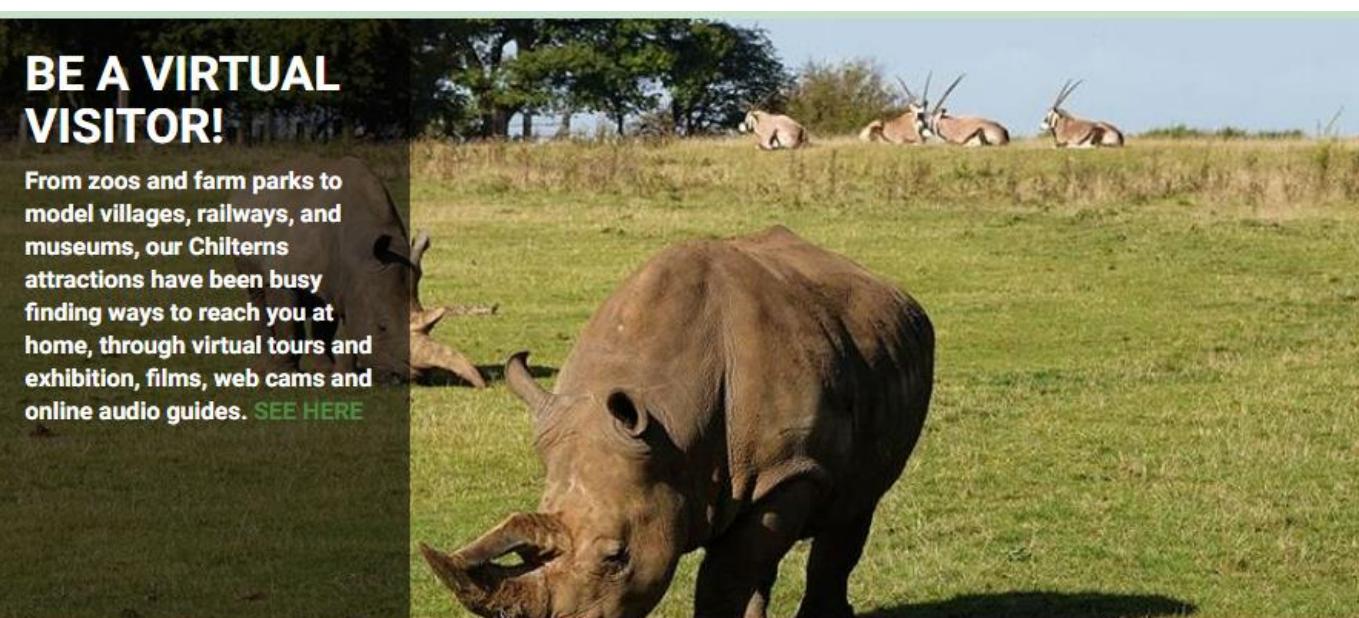
- Some businesses did well during lockdown and were busier than ever, especially farmshops offering on-line sales and deliveries





**6523 people reached through Facebook, 807 engagements**

**249 engagements on twitter 4,935 impressions**



#### Covid-19 Latest

Guidance on  
Access to the  
Countryside

Virtual Open Farm  
Sunday

Bucks in 100  
Objects, The  
Chilterns

Keep it local:  
Chilterns  
community shops

Be a virtual visitor  
- art & culture in  
your home

# Social media – facebook and twitter

 **Chilterns Area of Outstanding Natural Beauty**  
Published by Vicki Pearce [?] · April 1 · 

The bountiful countryside of the Chilterns is blessed with breweries, farmshops, grass-fed lamb and beef and a host of other local produce from honey to charcuterie.

These are testing times for business, but our wonderful Chilterns producers have been busy finding enterprising ways to safely provide you with their goods during the current Coronavirus situation.

Everything from cheese hatches, drive-through breweries, self-service points and scrumptious food boxes. You can s... [See More](#)



**Chilterns AONB** @ChilternsAONB · Jul 20

Check out our guide to family days out in the #chilterns this summer. New social distance friendly walks, cycling, boating, picnic spots and #outdoor attractions #KnowBeforeYouGo #NatureNurture #Doorstepdiscoveries #staysafe [bit.ly/3fO4O7w](#)



**Chilterns AONB** @ChilternsAONB · Apr 16

Entertainment & culture is needed more than ever during these unusual times. Many attractions across the #Chilterns have been busy finding ways to welcome you virtually with tours, exhibitions, films & online audio guides.

Here's a selection of what's on: [bit.ly/2xwoonM](#)



 **Chilterns Area of Outstanding Natural Beauty**

Published by Vicki Pearce [?] · April 16 · 

👉 Be a virtual visitor – art, culture and entertainment bought to your home!

The richness of the Chilterns heritage and culture is celebrated by the many visitor attractions and museums dotted around the landscape. From zoos and farm parks to model villages, railways, and museums, it is part of what makes the Chilterns so special. Although these attractions have closed their doors for the time being to reduce the spread of Covid-19, the need for entertainment, art and culture... [See More](#)



## Three social-distance friendly walks launched in the central Chilterns

- **2 new walks in Prestwood, one in Ballinger (in the 5km corridor)**
- **Promotes pubs and shops along the way**
- **Blog and associated social media campaign – lots of press coverage**

### Exploring Ballinger and The Lee on a social distance friendly walk

Join Chilterns volunteer Emma Sutcliffe as she heads out to Ballinger Common to check out one of our recently launched social-distance friendly walks.



*Chilterns volunteer Emma Sutcliffe has lived in Gerrards Cross her whole life. Since completing work experience with the Chilterns Conservation Board back in 2014 she has obtained a degree and now works in Event Management in the city. She enjoys spending her time in the peace and quiet of the Chilterns during the weekends, away from the hustle and bustle of London. Join Emma as she heads out to Ballinger Common to check out one of our recently launched social-distance friendly walks.*

Starting in the quaint little hamlet of Ballinger, this gentle 4.5-mile circular walk takes you past The Lee and Lee Common, before returning to Ballinger Common. Although close in proximity to larger towns such as Amersham and Wendover, Ballinger is very quiet and peaceful, and the wide tracks, fields and woodland on this route offer plenty of space. The walk isn't too strenuous, with only two inclines along the way, both of which are fairly gentle.



find with plenty of parking spaces available. On-street parking is also easily accessible surrounding the recreation ground. We found the route easy to follow, it took us through sweeping fields, beautiful woodland and past traditional cottages. About a third of the way into the walk we arrived at the Lee. The [Cock and Rabbit pub](#), a local favourite, is situated

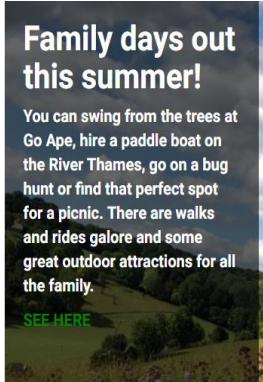
on the edge of the Common and is a great way to break up the walk. A small table is set up outside, with a menu on display and clear one-way system signage. There is a limit of one customer at a time, and a precise and quick ordering system in place. The common offers plenty of space for socially distanced picnics and has several benches scattered around the grass! The pub is also offering a takeaway service if you live in the local area or fancy taking some food home with you.



You may also recognise this location as the country inn 'The Rose and Chalice', as known by fans of the TV series Midsomer Murders. The Lee has featured in the television programme many times, with filming taking place across The Green and Lee Manor, otherwise known as Holm Manor. The Lee also has a strong link with the Liberty family. In 1893, Arthur Liberty, the founder of the esteemed

# Promoting family friendly days in the central Chilterns over the summer

Some attractions re-opened in time for the school holidays, especially outdoor attractions. We promoted them via Blog and associated social media



**[Bekonscot Model Village & Railway](#)** in Beaconsfield is the oldest original model village in the world. Stuck in a 1930s time warp, see England how it used to be and discover a wonderful little world tucked away from the hustle and bustle of everyday life. With over 90 years of history, a huge model railway, 1.5 acres of lovely gardens and finely detailed model buildings, Bekonscot is a great day out for everyone.

## Family friendly days out in the Chilterns

Check out our guide to family days out in the Chilterns this summer. New social distance friendly walks, cycling, boating, picnic spots and outdoor attractions...



The school holidays are almost upon us but this year holidaying will be different due to Covid-19 restrictions. Many indoor attractions are still closed and people are looking for leisure days out and short breaks closer to home. With its beautiful rolling hills and woods, the Chilterns offers an accessible landscape with a huge network of walking and cycling routes and outdoor attractions, from historic parks and gardens to countryside pubs, outdoor cafes and open-air museums. You can swing from the trees at Go Ape, hire a paddle boat on the River Thames, go on a bug hunt or find that perfect spot for a picnic. See below for inspiration. **Please note that most attractions and pubs require pre-booking with timed entry slots. Check opening times and any restrictions before you set out**

#Know before you go!



another popular day out with the kids.

Visit [Whipsnade Zoo](#) for a safe outdoor experience where you can see amazing animals and reconnect with nature. [Kew Little Pigs](#) in Amersham is a must for pig lovers, they breed miniature pigs and you can book 'Pet and Play' and experiences enabling you to get inside the petting pens, groom and interact with the pigs. [Odds Park Farm](#) near Beaconsfield is



**[Go Ape at Wendover Woods](#)** - There are plenty of thrills for the kids (and adults!) at Go Ape. Their tree-top adventure has intricate crossings, wobbly bridges and zip wire rides, all designed with the younger family in mind. There is a challenging tree-top challenge too with high rope crossings and a cracking 85-metre zip wire finale!

# The Chilterns Walking Festival

- Promotion of the May 2020 Chilterns Walking Festival was well underway but had to be cancelled due to Covid
- 13 walks involving businesses were planned in the 5k corridor



From Hitchin in Hertfordshire to Goring in Oxfordshire, the Chilterns Walking Festival provides over 70 opportunities to enjoy beech woodlands, nature reserves, family walks and much more, all in the expert care of a knowledgeable guide.

**BOOK ONLINE**

Please book your walks at  
[www.visitchilterns.co.uk](http://www.visitchilterns.co.uk)

where you will also find full details of all events, including information on walk grades, suitability for children and dogs, booking guidance etc.

## Where to stay and eat

The Chilterns has a fantastic array of food accommodation and places to eat and drink, so why not make a short break of it.

**Midsomer on the Misbourne: Great Missenden to Amersham**

**Saturday 16** 10:45am 4.5 miles Walk (4801)

Launching the new Midsomer Murder locations trail, this walk visits 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 Shandoloe Lake takes us into Old Amersham used for locations in the very first episode.

**Practical map reading**  
The art of not getting lost (most of the time)

**Saturday 16** 1pm 4.5 miles Walk (4041)

We will navigate along a typical Chiltern terrain of fields and woodland paths. We will learn the useful information a map can give that help plan walks, and introduce some compass techniques.

**The butterflies of Dunstable Down**

**Saturday 16** 2pm 2 miles Walk (3101)

A two hour walk around the Down, discovering some of the butterflies that make the Down as their home. Hopefully we will see the rare Duke of Burgundy, one of our really special butterflies.

Adult £5 Senior £5 Child £5

**Panoramic views and Prime Ministers' haunts**

**Sunday 17** 10am 8 miles Walk (3901)

A steady climb up Coombe Hill to panoramic views over the Aylesbury Vale, drop down to the 12th century church of Ellesborough, through ancient box woodlands and around the edge of Chigwell, the 16th century manor, home to prime ministers since 1921.

Adult £5 Senior £5

**Risborough Working walk**

**Sunday 17** 10am 2 miles Walk (5001)

Up to 2 hours circular linear walk. Participants will divide up into teams lead by local REG raps on a variety of footpath and road routes radiating out from Risborough town centre (Wades Park) to pick up litter using equipment provided to help clean up and improve the environment.

**Stokenchurch and Crowell**

**Sunday 17** 10:30 am 8.5 miles Walk (0601)

A circular route from Stokenchurch up Kingstone Wood then down on the Oxfordshire side and back up. We will stop at the Crown for a drink during the walk presuming the weather is good.

Supporting new initiatives through the Walking Festival – eg Midsomer on the Misbourne

### Midsomer on the Misbourne: Great Missenden to Amersham



Saturday 16



10.45am



4.5 miles

Walk (4802)

Launching the new Midsomer Murder locations trail, this walk visits 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.



Supporting businesses through the Walking Festival – eg Puddingstone Distillery and Kew Little Pigs

### Kew Little Pig walk



Monday 18



10am



1.5 miles

Walk (4201)

Spend some time walking around our Miniature Pig farm in Old Amersham, Buckinghamshire. Our piggies love a cuddle, and love people! You will be walked around the farm meeting our pigs and learning all about them.

Adults £5 Senior £4 Child £3



### Waterside walk and Puddingstone Distillery gin tasting tour



Wednesday 27



1.30pm



2.5 miles

Walk (3301)

Enjoy a gentle 2.5 mile guided walk around Wilstone Reservoir Nature Reserve which is rich in bird life. The walk starts/ends at the Puddingstone Distillery. We have arranged a special 1 hour distillery tour/talk which includes one full drink and four samples of Campfire Gin.

Adult £11



# Celebration of Chilterns Food & Drink 5-12 April 2020

- This Festival was cancelled
- 22 businesses had been scheduled to participate
- It is anticipated that these events will carry forward when business can resume



## Make a Chocolate Masterpiece

Like Willy Wonka

Channel your inner Willy Wonka and get creative as you make a marvellous chocolate painting in Great Missenden, the village where Roald Dahl lived and wrote Charlie and the Chocolate Factory! Channel Willy Wonka as you use different chocolates and sweets to create your masterpiece with our friends from Auberge du Chocolat, local fair trade chocolatiers based in Chesham. The only tricky part? Resisting the urge to eat your creation on the way home!

Strictly for age 7+. Under 16s will need to have their adults with them. Up to two non-participating adults can be in the room per group.

[Find out more ...](#)



The Roald Dahl Museum and Story Centre, 81-83 High St, Great Missenden HP16 0AL



7th April 2020



10:00 - 11:00



## Decorate a Chocolate Easter Egg

A fair trade treat

Your chance to be inventive with chocolate - just like Willy Wonka! Our friends from Auberge du Chocolat, a local fair trade chocolatiers based in Chesham, will help you decorate your very own chocolate Easter Egg using various special techniques. The best bit? You'll be doing it in Roald Dahl's home town, Great Missenden, the very place he wrote Charlie and the Chocolate Factory!

Strictly for age 7+. Under 16s will need to have their adults with them. Up to two non-participating adults can be in the room per group.

[Find out more ...](#)



Roald Dahl Museum and Story Centre, 81-83 High St, Great Missenden HP16 0AL



7th April 2020



3pm

## Press Coverage

# GREAT MISSENDEN FOOD FESTIVAL

Easter Weekend  
10th-13th April 2020  
10am - 5pm

[www.greatmissendenfoodfestival.co.uk](http://www.greatmissendenfoodfestival.co.uk)



## A BRAND-NEW EXPLORER CARD FOR THE CHILTERNNS



The brand-new Chilterns Pass includes fantastic savings with many well-known brands and independent businesses in the Chilterns. The Pass costs £9.99 and is valid for one year from the date of purchase, giving users a wide range of offers to tempt them to support local businesses, as well as trying new experiences.

With offers ranging from 2 for 1's, 25% off, a free pint, or a free slice of cake when you spend £10, you could recoup the membership cost in just one visit! There are over 100 fantastic offers available through the Chilterns Pass.

Steve Gardam, Director of the Roald Dahl Museum and Story Centre, said "We are delighted to be part of the Chilterns Pass, and signed-up as soon as we heard about it. It promises to be a brilliant way for locals and visitors to the area to get the most out of the Chilterns and to inspire them with new and interesting places to visit, including our brilliant Museum and Café."

The Chilterns Pass has been developed in conjunction with 'Open for Business' promoting tourism in the central Chilterns corridor, a Chilterns Conservation Board-led project, funded by the HS2 Business and Local Economy Fund (BLEF).



To purchase a Chilterns Pass visit

[www.chilternspass.com](http://www.chilternspass.com)

or download from the App Store



Supported by the  
HS2 Business &  
Local Economy Fund

**COMING SOON!**  
**THE HUB**  
OFFICE SPACE / VIRTUAL OFFICE / HOT DESK

The Hub is High Street, Great Missenden is ideal for freelancers, small business owners and anyone who requires remote working facilities in a convenient and professional environment.

FOR MORE INFO CONTACT: [thehub@adapt.mobi](mailto:thehub@adapt.mobi)

Month-long series of events and activities to celebrate nature

By PHIL SIMMS  
[www.thamesandsevern.gov.uk](http://www.thamesandsevern.gov.uk)

As the weather begins to improve, the Chilterns is a great place to go for a walk. The Chilterns Conservation Board and the Chilterns Conservation Board have joined forces to encourage people to get outdoors and explore the area.

With the return of the sun and the arrival of spring, the Chilterns is a great place to go for a walk. The Chilterns Conservation Board and the Chilterns Conservation Board have joined forces to encourage people to get outdoors and explore the area.

Walking will be able to take the Chilterns footpath with the Chilterns Conservation Board and the Chilterns Conservation Board have joined forces to encourage people to get outdoors and explore the area.

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Discover the Chilterns with outdoor festival



which brings social gathering to people, provided that necessary safety measures are put in place.

All walks have been risk-assessed and each of the 10 walks is designed to be at a social distance and following measures.

Walking is essential for all events and walks will be used to promote wellbeing and social inclusion for purposes of outdoor walking.

Activities, Venues, the Chilterns Conservation Board's Events & Services officer, what does it mean, and more are here to look forward to.

She said: "The Chilterns are an accessible landscape that can be enjoyed and explored at any time of the year. We have an incredible landscape for the outdoors and a variety of activities, whether to socialise or to look forward to.

"This is a season of beautiful weather and it's an ideal time to go for a walk and explore the area. We have guides to explain about the heritage or people who lived in the area.

"With the arrival of the Chilterns Pass, we are getting a greater appreciation of our environment and we have been asked to use it to encourage people to explore the area. This year's walk is a longer, more challenging walk and these are great for us to do a different level. Social distancing is important, whether it is in the theatre or the wildlife and environmental protection plans.

"We are also providing a free of cost walk and picnic in the Chilterns and we are encouraging people to take part in the Chilterns Pass. This will help to encourage people to get outdoors and explore the area.

Guided walks are popular from the Chilterns' local economy.

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## socially distanced walks (with stops for a picnic)

10 walks for Chilterns visitors

- Tourism update meetings held on-line



## Business Support for the Tourism and Hospitality sector

### RESTART GRANT

Grants of between £1-£3K are available for our sector for Covid related projects only

Can be used to purchase small pieces of equipment, outsource specialist support – IT, HR, PR and Marketing. Can also be used for website design/upgrade, booking engine. (Terms and Conditions apply)

**A limited supply available so demand will be high**

Complete the EOI by the 18<sup>th</sup> September <https://bbf.uk.com/forms/restart-grant>

**POWER HOUR** – Communication, Communication, Communication

Next power hour tomorrow at 11am.

Cube Video will talk you through the steps you can take to ensure that you are creating and distributing relevant, interesting and engaging content at this time

To book visit [www.bbf.uk.com/events](http://www.bbf.uk.com/events)

### PEER NETWORK

A new peer-to-peer networking programme for tourism and hospitality SMEs, delivered in Buckinghamshire by Buckinghamshire Business First.

Peer Networks enables you to make connections that go far beyond networking and is designed for business leaders who want to grow and develop their organisation for future success.

Cohort of 12 people from our sector, 9 2 hour bi-weekly sessions

Will start very soon – so register your interest <https://bbf.uk.com/business-support/peer-networks> (Terms and conditions apply)

### BE THE BUSINESS MASTERCLASSES

Re-start of the Masterclasses we started in January. Now moving on-line

Sector led, by industry experts

8 X 45 minute sessions - **1<sup>st</sup> event the 6<sup>th</sup> October @12PM-12:45PM**

Topics include: Strategic Leadership, Customer journey, Revenue, Knowing your customers

To book <https://www.bethebusiness.com/masterclass/>

ANY QUERIES EMAIL [lucy.dowson@visitbuckinghamshire.org](mailto:lucy.dowson@visitbuckinghamshire.org)



We worked with Chilterns Tourism Network and Visit Buckinghamshire to support businesses, involving them in campaigns, sharing information, providing operational guidance, sector updates and signposting them to grants.