

# Open for Business – promoting tourism in the HS2 corridor

## 1 Feb – 31 July 2023 summary of activity

- A total of 58 businesses participated in the Open for Business programme during this period. Some were involved in multiple activities:
  - 9 businesses involved in the Chilterns Walking Festival May 2023
  - 19 businesses participated in networking events (March 2023)
  - 34 businesses featured in promotional campaigns
- There has been good engagement with the Experience tourism programme. A spring/summer 4 month digital media campaign helped to promote Experiences.
- The revitalised Chess Valley walk was launched on 27 May at an event in Chesham Moor. This was featured as part of the May 2023 Festival. Extensive promotion of the Chess Valley destination has taken place with a range of partners including Chiltern Railways. A new Chess Valley visitor guide is being produced and will be promoted from September.

# Chilterns Walking Festival Summary

## 20 May – 4 June 2023

- The Festival featured **60 events over 15 days** (16 in the 5k corridor and a further 17 in wider Bucks)
- Guided walks took place throughout the Chilterns
- We worked with **over 32 organisations** and **volunteer walk leaders** across the Chilterns
- We had **517 participants on bookable walks** (179 in the 5k corridor and a further 153 in wider Bucks).
- The Chess Valley Walk launch event attracted around 200 visitors
- We had additional bookings on third party walks
- **63%** of respondents **visited at least one or more local business**



## Beating the Bounds, Chess Valley walks and the Three Peaks walk





**Midsomer on the Misbourne, Mayfly on the River Chess and Dadimas walk in the Bradenham Valley**

# Supporting businesses through the Festivals

## Chilterns Three Peaks



Wednesday 24



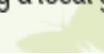
9:15am



7.5 miles

Walk (3401)

The Chilterns Three Peaks is a stunning circular route visiting some of the highest hills in the Chilterns. The walk takes in the wooded Pulpit Hill, Beacon Hill and Coombe Hill. It is a walk of spectacular variety through ancient natural box forests, quintessential quiet villages and far reaching views across Aylesbury Vale. We will visit Buckmoorend Farm Shop which stocks local produce and delicious teas and coffees. The walk is led by a local guide, with lots of insights!



Café stop at Buckmoorend Farm, Bucks

## Spring sounds, scents and sensations



Thursday 1



10am



3 miles

Walk (3701)

This sensory walk will give you a chance to not only enjoy the beautiful vistas of the Chilterns, but also bathe in some of the other sensory splendours that this time of year has to offer. Starting at the regular haunt of renowned war poet Rupert Brooke, The Pink and Lily pub, we will step into the sense-scape. We will pause regularly to appreciate the seasonal sounds scents and sensations, with poets on hand for a few pointers. The walk finishes at the Pink and Lily where those who wish, can pause for further reflection and refreshment.

Pub stop at the Pink & Lily near Great Hampden

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

## River Chess discovery day at Chesham Moor



Saturday 27



2pm



0.5 miles

Walk (4201)

Enjoy a host of family-friendly activities and discover what makes the River Chess so special. There will be some chalk stream nature walks, looking at water creatures, story telling and crafts.

Local business providing refreshments at the event



## Feedback from Walking Festival Participants

“Excellent walk with lovely views - a great way to spend a morning”

“The leaders were outstanding - informative, patient and entertaining. Please send them our thanks. Particularly enjoyed wading across the river at the end, with the help of the waders provided. A new experience for our group of friends.”

“The walk from the Alford Arms provided a very generous and delicious bacon butty and coffee, and both the landlady (who accompanied us) and the 'official' walk leader were very knowledgeable about the area and its history and flora and fauna.”

“Three Peaks Walk had an excellent leader who set the perfect pace to suit everyone and provided interesting snippets of information along the route.”



# Promoting the Chess Valley destination with partners



## ESCAPE TO THE CHESS VALLEY

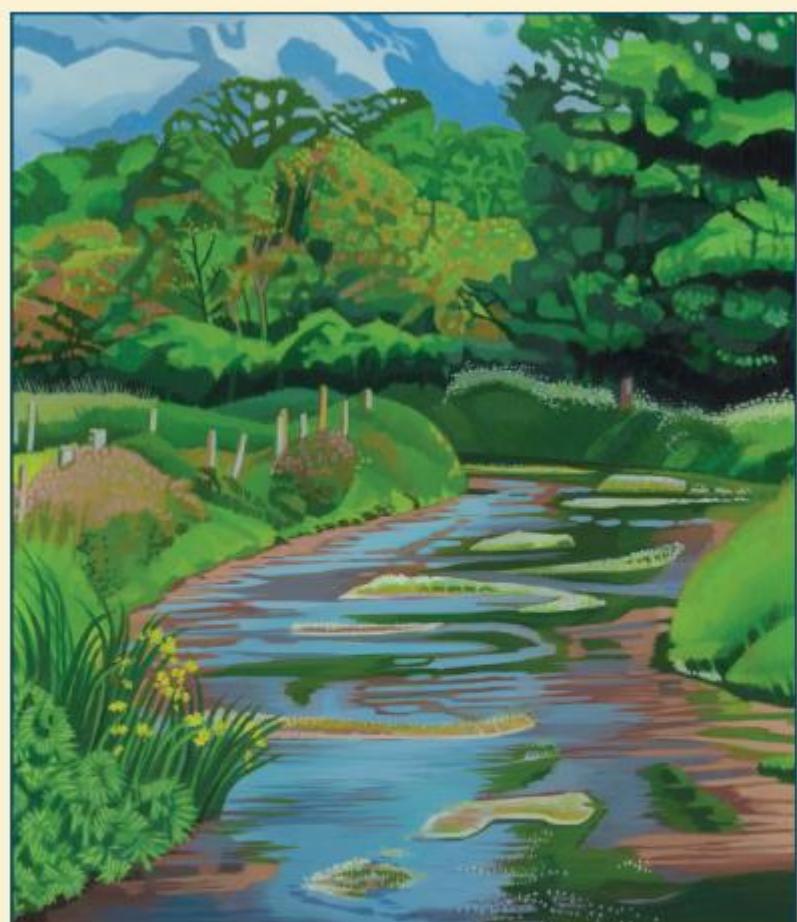
JUST 30 MINUTES BY RAIL FROM LONDON



RICKMANSWORTH CHORLEYWOOD CHALFONT & LATIMER CHESHAM



Chiltern  
railways



## VISIT THE CHESS VALLEY



JUST 30 MINUTES BY RAIL FROM LONDON



RICKMANSWORTH CHORLEYWOOD CHALFONT & LATIMER CHESHAM



Chiltern  
railways

# Chess Valley Visitor Guide in production – to be promoted Sep 2023



## How to get here

The Chess Valley lies approximately 30 miles from London and is served by excellent rail links. London Underground Metropolitan Line trains run directly from Central London to Chesham. The average journey time from Baker Street is 50 minutes. Chiltern Railways mainline trains from Marylebone serve Rickmansworth, Chorleywood and Great Missenden, linking with the Chesham branch line at Chalfont and Latimer.

[traveline.info](http://traveline.info)



## About the Chilterns AONB

The Chilterns AONB is a truly wondrous place to visit at any time of the year. With breathtaking views, sweeping chalk hills, peaceful pathways, flower-filled woodlands, grand and historic attractions, quaint market towns, tucked-away villages, excellent local produce and myriad places to stay, there is something for everyone.



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



River Chess  
Smarter Water  
Catchment



# EXPLORE THE CHESS VALLEY

Stunning Chilterns walks • Heritage • Dining



CHILTERN  
AREA OF OUTSTANDING NATURAL BEAUTY

# Press Coverage

Chilterns AONB @ChilternsAONB · Apr 27

The #Chilterns has 2 mentions in the broadsheets this week!

We've been recommended in @thetimes top 20 #walking breaks for our #Chilternswalkingfestival.

👉 [bit.ly/3oODcrZ](https://bit.ly/3oODcrZ)

& in The Telegraph's best #AONBs to visit, for beech woods & more:

👉 [bit.ly/3AsEY4K](https://bit.ly/3AsEY4K)



THE SUNDAY TIMES Today's sections ▾ Past six days Explore ▾ Times Radio Log In Skyscanner UK

## 20 of the best spring walking breaks across the British Isles

From Speyside to Suffolk and Carmarthenshire to Cornwall, our expert chooses a month's worth of walks



Chilterns Area of Outstanding Natural Beauty

Published by Kim-lin Hooper · 26 April · ②

The #Chilterns has two mentions in the broadsheets this week!

We've been recommended in the [The Times](#) and [The Sunday Times](#) top 20 walking breaks in the UK for our #Chilternswalkingfestival coming up in May, which is also #NationalWalkingMonth.

👉 <https://bit.ly/3AsEY4K... See more>



Chilterns Walking Festival was mentioned in a post



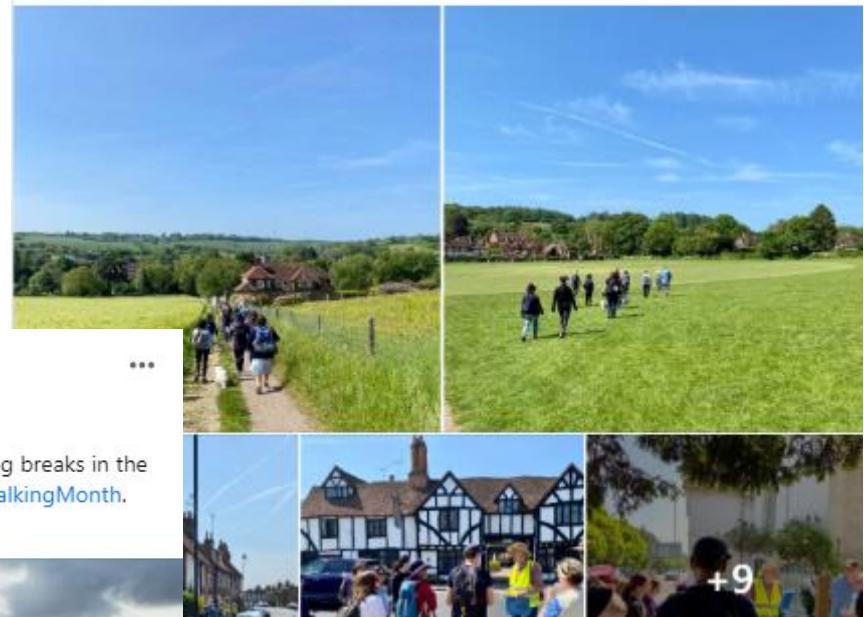
Midsomer on the Misbourne - Follow

2h · ②

A dog, a cat and several humans made their way round Amersham on an Incredible Journey to see Midsomer Murders and other film locations dotted around the town.

'Midsomer Murders and More' was debuted at the [Chilterns Walking Festival](#) on Saturday. We had walkers from London, who were easily able to make the trip to our start point which was outside Amersham station, with others coming from places like Cookham and Halton.

\*The walk was a nice mix of urban film locations in th... [See more](#)



# Social Media



Chilterns Area of Outstanding Natural Beauty

Published by Kim-lin Hooper · 21 May ·

...

An beautiful start to the [#chilternswalkingfestival](#) today!

Thanks for sharing these fantastic photos [Pipsticks Walks - Walk, Nordic Walk, Navigate!](#) Looks like everyone had a fantastic time!

Chilterns Walking Festival



- **2.1K CWF Facebook followers**  
**Further activity on Chilterns AONB facebook**
- **Good levels of engagement on Chilterns AONB twitter**



River Chess Association

Yesterday at 10:59 ·

...

Mayfly walk on the River Chess as part of the Chiltern Walking Festival. The weather was great and the river looked magnificent. Even the mayfly came out to play. Thanks to Chilterns Area of Outstanding Natural Beauty for organising this.

25

1

Like

Comment

Share

Most relevant ▾



Midsomer on the Misbourne · [Follow](#)  
Gorgeous day for it. We had our Chilterns Walking Festival walk in Amersham by the Misbourne yesterday 😊

[Like](#) [Reply](#) 1d



[Write a comment...](#)

# CHILTERN WALKING Festival

20 May - 4 June

- Birdsong and wildflowers of spring 21 May:** Walk through a range of landscapes with interesting birds and wildflowers and lovely views, taking in the Hartlock Nature Reserve and the Thames Path. At the lunch stop at Path Hill Farm we'll light our own fire and brew a hot drink, learning how to catch a spark and make a flame

- Sunrise & Sunset Walks:** Enjoy the dawn chorus with an early-morning Skylark Walk on 25 May or watch the sun setting over the beautiful Bradenham Valley on a Bradenham Woods Sunset Walk on 24 May

- Fancy a challenge?** Why not join the historic 'Beating the Bounds' walk in Chesham on 20 May (a whopping 25 miles) for a symbolic centuries old custom of walking the parish boundary. Or enjoy the ups and downs of the Chilterns Three Peaks on 24 May, a 7 mile route visiting 3 of the highest peaks in the Chilterns. Stunning views guaranteed!

- Author and founder of Pause Global Danielle North will be joining Walk Works on their **River & Woodland loop** from Shiplake on 26 May and will offer a guided meditation from her new book "Walking Meditations"

- Join the friendly Salaam Seekers (a Muslim Women's Outdoor Activities Group) for a **Mindful Maharani Morning** in Stoke Row on 25 May, and finish with a complimentary drink and cake in the local café

- Half-term family walks,** including South Stoke River & Picnic walk on 2 June and nature-spotting activities

- There are lots of map reading and navigation courses to help you plan or lead your own walks, including a **Nav and Natter** (Navigation for Women, on several dates) and half-day practical map reading & walk planning sessions (also several dates) led by Stuart Fletcher

- We celebrate the **Chilterns chalk streams** and revitalisation of the Chess Valley Walk with a River Chess discovery day at Chesham Moor (lots of family friendly nature activities) and guided walks in the Chess Valley to see the Mayfly and explore the local heritage.



Plus historic garden tours, film location tours, mindfulness walks, Nordic walking and much more.

To keep updated join our Chilterns Walking Festival facebook page [f](#)

For details of all these walks and to see the full programme visit [www.chilternsaonb.org/walkingfest](http://www.chilternsaonb.org/walkingfest)

LOCAL LIFE

# Golden



## hour

Local trail guide & sustainability champion Fred Newton invites us to join the Bradenham Woods two-hour Sunset Walk

meaning of life is (spoiler alert, it's not 42), just open your front door and head to your nearest green space."

Boondock Events is a small outdoor events business based from the Chiltern Hills offering scenic trail races, challenging guided day hikes and outdoor experiences.

The friendly, welcoming and inclusive group are responsible and vocal advocates for the environment through actions not words. Features include cup-free & plastic-free races, medals made from sustainable materials and every single entry includes a tree planted.

This highlight is one of the events on offer as part of the 11th Chilterns Walking Festival from 20th May to 4th June.

This will feature a programme of more than 60 walks and events throughout the Chilterns, offering a chance to enjoy the splendour of the landscape at its springtime best.

Other highlights include the chance to enjoy the ups and downs of the Chilterns Three Peaks, a seven-mile route visiting three of the highest peaks in the Chilterns, with stunning views.

There's also a circular walk to explore Aston Rowant Nature Reserve with its panoramic views and wild flowers, on 25th May.



Fred Newton, local trail runner and founder of Boondock Events who lives in Bradenham, says: "We shall explore a secret bunkers and Bronze Age earthworks as well as hearing about some of the history of the area."

Fred, who is a keen runner and custodian of two badly behaved dogs, organised his first event over 10 years ago, coordinating a small team to attempt the UK Three Peaks Challenge. "The support vehicle broke down and we got completely lost in the fog on Scafell Pike... it was brilliant" he says.

"This kick started a real passion of exploring and being active outside. The events got bigger, and have since organised expeditions, swim/run adventure races, road running races and trail races. Being active and outdoors really is 'it'. If anyone ever asks you what the

# Promoting Chilterns experiences – blogs, adverts and media campaigns

Chilterns Area of Outstanding Natural Beauty 16h · [Share](#)

Through Metroland into a countryside oasis of calm. A chalk stream, far-reaching valley views, a tucked-away Manor House and the mewing of red kites for company, on this circular Chess Valley walk.

You can never spend enough time in the Chess Valley, each time there is something new to savour: a view, a woodland bursting with wildflowers, strutting pheasants in a meadow or a new path to follow.

Just 30 minutes by train from London, the charming Chess Valley is a haven of solit...  
[See more](#)



## UNIQUE EXPERIENCES IN THE CHILTERN HILLS!

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



Choose from 36 immersive experiences  
Ideal for gifts!

From foraging and bushcraft to campfire cookery and cocktail making

Make unforgettable memories in the Chilterns



Adverts in the Chiltern Society magazine and Round & About

UNIQUE EXPERIENCES IN THE CHILTERN HILLS!  
[www.chilternsaonb.org](http://www.chilternsaonb.org)



Close to nature

Campfire cooking, foraging, heritage crafts, night walks, guided nature tours



Get creative

Food & drink experiences



Active outdoors

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

Ideal for gifts!



Sketching & painting walks



Make unforgettable memories in the Chilterns



# Promoting Chilterns Experiences



Chilterns Area of Outstanding Natural Beauty

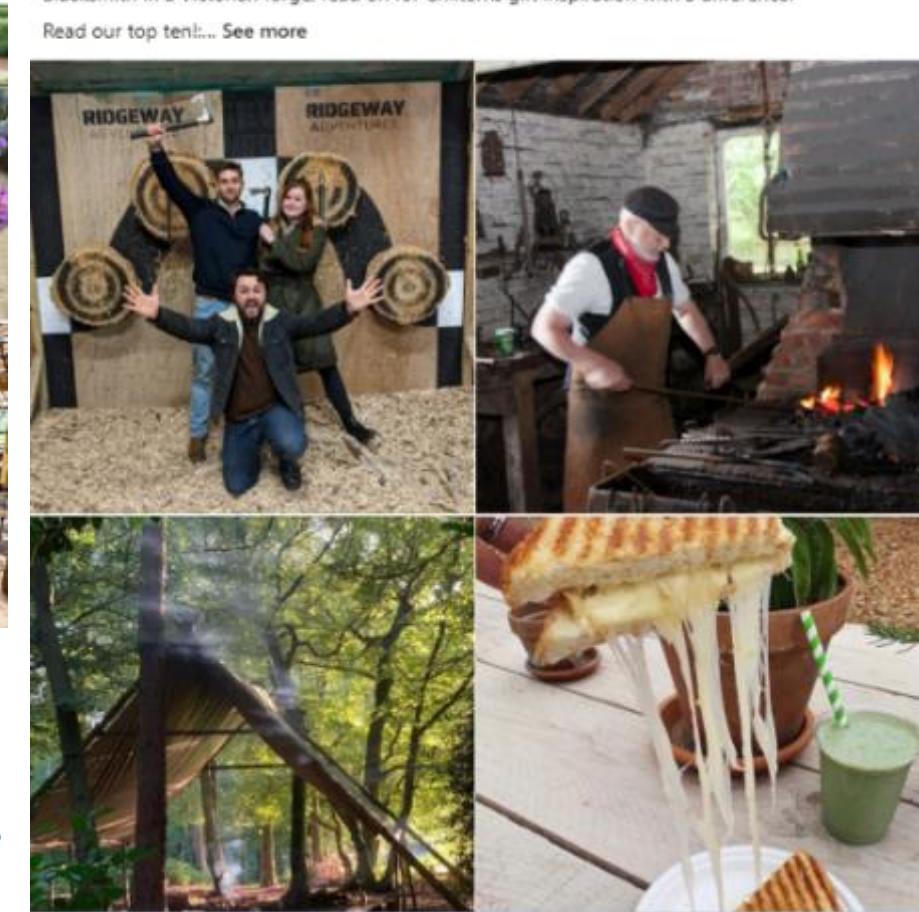
Published by Nicola Stott · 13 August at 08:00 · [Edit](#)

...

From pottery courses and craft workshops to an artisan flower farm, beekeeper experiences and a new cafe amid amazing scenic views...we're delighted to introduce you to some of the talented individuals who have chosen to locate their new businesses in the Chilterns.

Check out our blog to find out more. <https://bit.ly/3KClv77>

Chiltern Sky Flowers: Visit the Chilterns Mumadora Crafts Vanessa Relf The Walled Garden at West Wycombe Fungi Farmer Tandc\_honey\_bees Boondock Events



*"I really appreciate being involved, and especially having a place on the Chilterns Experiences website! Awareness of my business is up throughout the period. I much appreciate being supported as a Chilterns Experience, and always value the Tourism Network / CCB engagement opportunities!"*

**Dave Willis Bushcraft**

# Digital marketing campaign by Fabbrica March – August Facebook adverts & Google Ads

Chilterns Area of Outstanding Natural Beauty ... X Sponsored · 8h

Find out about our most immersive and memorable Chilterns Countryside Experiences. Discover festivals and events, go ... see more



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## Overall performance

AD	CAMPAIGN	CLICKS
	<a href="#">Culturally Curious Image 2</a> Chilterns Walking Festival 2023	5,817
	<a href="#">Great Escapers Image 5</a> Experiences 2023	4,198
	<a href="#">Great Escapers Image 1</a> Experiences 2023	1,967
	<a href="#">Culturally Curious Image 7</a> Experiences 2023	1,880

## Networking Events and business support

We held networking events in March 2023 with 19 Buckinghamshire businesses participating



- We provided 1:1 business support to 2 businesses
- We signposted businesses to training and further business support from Bucks Business First

### Promoting Chilterns Tourism

*Attracting visitors through digital marketing*

Vicki Pearce and Annette Weiss  
Chilterns Conservation Board



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

## 5 new Experiences added to site:



### Hogshaw Farm & Wildlife Park: Get hands on with farm animals



Experience the best of the British countryside and get hands on with rare breed farm animals or European wildlife in a unique VIP animal encounter, led by experts. Choose a special session with your favourite animal, or be a Farmer...

Price: From £25 for Experience days  
Location: Hogshaw, Buckingham

[Read more »](#)



### Glamping holidays in the Chess Valley



Enjoy a quirky glamping holiday at North Hill Farm in the stunning Chess Valley, complete with hot tubs and fire pits. Relax and unwind in a beautiful setting, book a massage or enjoy a round of disc golf.

Price: Prices are from £80pp  
Location: Chorleywood

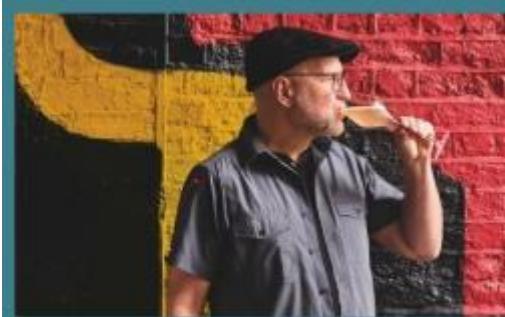


### Pottery taster sessions in historic walled garden

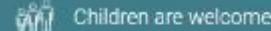
Enjoy a 2.5 hour clay taster experience in the old walled garden on the Dashwood Estate in West Wycombe. Have a go on the potter's wheel, learn some hand-building techniques and have fun! No previous experience needed.

Price: £55 per person  
Location: West Wycombe

[Read more »](#)



### Immersive sparkling tea tasting tours



For behind-the-scenes insight into naturally fermented sparkling teas handcrafted by the REAL team, book a tour of their new state-of-the-art production site, The Fermentery. Regular supper clubs are also hosted.

Price: From £20  
Location: The Fermentery, Waddesdon Estate



### Seasonal floristry and growing workshops

Come and join us here at Chiltern Sky Flowers for some truly inspiring and creative workshops.

Price: £55 per person  
Location: Bledlow Ridge

[Read more »](#)

# Planning for the October 2023 Walking Festival is well underway



**Chilterns Walking Festival**

Grab some comfy shoes and get ready to explore a host of locations, landscapes and lifestyles during the eleventh Chilterns Walking Festival

**14 - 29 OCTOBER 2023**

**BOOK ONLINE**  
at [www.chilternsaonb.org/walkingfest](http://www.chilternsaonb.org/walkingfest)  
follow us on Facebook @ChilternsWalkingFestival

**HEALTH & WELLBEING**  
events

**TASTER** sessions  
and outdoor learning

**FAMILY FRIENDLY**

**CHILTERN**  
**WALKING Festival**



**Hiya Bucks**

- Coffee, cake & chat...** Many of the walks take in a café, pub or farm shop, some of them in tucked-away scenic locations. A chance to try some great local produce and enjoy a welcome rest-stop.

- History & Heritage...** Explore the First World War trenches at Marlow Common, Arts & Crafts architecture in Amersham and Chesham, iron age hillforts or the former rural industries around High Wycombe. Discover and walk some of the ancient routes which criss-cross the Chilterns, exploring Drovers routes (and inns!), or take the Chinnor & Princes Risborough railway and see some of the industrial heritage in the surrounds, providing a fascinating glimpse of the past.

- Wildlife and Nature...** See the woodlands at their autumnal best, enjoy the crunch of the beechnuts underfoot, and the trees and hedgerows bursting with colour. There are walks taking in nature reserves and the special landscapes and views of the Chilterns, led by knowledgeable guides. Find out about the management and conservation projects in these special places.

- Health and wellbeing walks...** Immerse yourself in the great outdoors and have a go at Nordic walking, forest bathing or a mindfulness walk, helping you tune into all your senses and relax in beautiful surroundings.

Plus map reading courses, walking/painting workshops, historic garden tours and much more.



[www.chilternsaonb.org/walkingfest](http://www.chilternsaonb.org/walkingfest)  
[Chilterns Walking Festival](https://www.facebook.com/ChilternsWalkingFestival)

## Planning for Widening the Welcome workshop in September



### Widening the Welcome in the Chilterns – workshop

We will be holding a workshop on Monday 25 September at Missenden Abbey 9.30 to 1pm, involving partners, stakeholders and community groups with an interest in improving Chilterns accessibility and making the countryside more inclusive. It will be aimed at those involved in countryside access provision in the Chilterns, and the leisure and tourism sector. We will draw on best practice case studies and it will be a chance to look at collaborative opportunities across the Chilterns, and discuss priorities and ideas for the Access funding.