

Open for Business

Promoting tourism in the HS2 corridor

Progress on first 6 months of the project, 15 August 2019 to 19 February 2020



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



Project launch and business workshop, October 2019

40 attendees including 15 businesses from the 5k project area



The Chilterns Pass

- New Chilterns Pass website and App developed www.chilternspass.com
- Launched to business network 13 Feb and to consumers 9th March 2020
- 50 attended launch event (31 businesses)
- 79 businesses signed up as of 19 Feb 2020 (39 businesses in 5k corridor)



explore and find your chilterns!



get the app

add my business

www.chilternspass.com



get a pass deals restaurants cinema route ideas faqs about



fantastic savings at some of the best family attractions in the chilterns!



explore the chilterns and enjoy great savings!

restaurant/bella-italia/



why choose the chilterns?

taste of the chilterns

The Chilterns is a living, working area of beautiful countryside whose character has been shaped by agriculture, industry and the people who have lived and worked here over the centuries. Once the larder of London, the historic market towns, tucked-away villages, pubs, farmland, chalk-fed streams and ancient woods all hint [> read more](#)

historic market towns and villages

Our historic market towns and villages are an excellent place to start your exploration of the Chilterns. Each market town has a distinct character, especially those alongside the River Thames as they offer on-water sightseeing or alongside walking if you prefer. Many have excellent local museums and self-guided trails to [> read more](#)

chilterns walking festival 16 – 31 may

The Chilterns Walking Festival is run by the Chilterns Conservation Board, who along with many local partners, host a range of guided countryside walks and experiences. There is a spring and an autumn festival that celebrate the outstanding landscapes, scenic views, follies, film locations, heritage, food & drink and local [> read more](#)

support your chilterns high street

The Chilterns wouldn't be the Chilterns without the local, independent businesses that have been here for generations. Come rain or shine, they've always been there when needed, with a friendly face and a 'Hello! How's the family?' when you walk in the door. Stocking the best products the region has [> read more](#)

[view all news >](#)

App Screenshots



App Store Description

The Chilterns Pass App combines all the features you love about the physical pass into an easy-to-use, interactive format. With the Pass installed on your smartphone you won't ever have to worry about leaving it at home, and the new features will mean it's far easier to save money when exploring the Chilterns.

ONLINE PASS- The online pass means all you need to bring to save money is your phone and the App!

Marketing Collateral designed, printed and distributed – flyers, window stickers, adverts



OUR PASS HOLDERS ARE WAITING FOR YOUR OFFER!

Open for Business ...

We love local independent businesses and the positive difference they make to their communities. We particularly welcome participation from venues and attractions that will get Pass holders outdoors, promoting a healthy lifestyle and the beautiful region we all share.

JOIN US NOW ...

- Free promotion of your business
- Flexible promotion – set an offer that works for you
- A special new partnership supporting your business and your region

Contact Neil Matthews on:
nmatthews@chilternsaonb.org 01844 355 500
or visit bit.ly/ChilternsPassBusiness



CHILTERNs
CONSERVATION BOARD

f ChilternsAONB
@ChilternsAONB



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

Front cover image: ©THE NATIONAL TRUST, WADDESON MANOR

Promote your business for FREE with ...



Launches
early
2020



the
chilterns
pass

Find your Chilterns with the new explorer card

Just **£9.99** unlimited savings
for a year

On attractions, pubs, restaurants
and visitor experiences.

www.chilternspass.com
f @ChilternsPass

we are
part of the

the
chilterns
pass

www.chilternspass.com

Available on the
App Store

Get it on
Google play

Family days out....

Find your Chilterns...

Download and save today!



- 1 Download app
- 2 Buy a Chilterns Pass
- 3 Show the pass
- 4 Save today!

www.chilternspass.com

Getting here:

Short breaks and days out call for a short journey. Visitors from London, Oxford or further afield will find the Chilterns hard to beat. Quick to reach by train or by car, and easy to explore with boots, buggies, bikes or boats, waste no time in discovering one of the country's finest landscapes.

VisitChilterns.co.uk



The Chilterns Pass is an initiative of the Chilterns Conservation Board, and is funded by the HS2 Business and Local Economy Fund.

uncrowded, beautiful rolling green English countryside of the Chilterns, with our impressive selection of museum, pubs, restaurants, theatres and visitor attractions? That question may well have all the answers you need.



Here are just some of the savings:



Nags Head pub

Share your Chilterns



Discover Waddesdon Manor



Chiltern Brewery



www.ChilternsPass.com
 @ChilternsPass
VisitChilterns.co.uk



Consumer leaflet



Find your Chilterns with the new explorer card

Only £9.99 unlimited savings all year



Get in the Chilterns

- Pubs and cinema's save up to 35%
- Picturehouse up to 35%
- Shury Water-side up to £10 per adult
- Mr Hobbs Gin save £5.40
- Chiltern Natural Foods save up to £7.25
- Orchard Valley Farm (NB) this is on their afternoon tea not in farm shop save £5 per couple

Accommodation:

- Spindrift save £14 per double room per night
- Mercure Lambert Arms Hotel save £32 per couple per 2 night stay
- Henley Greenlands Hotel save up to £30 per room per night
- Glade End Guest House save from £8.50 per room per night



Explore by steam

Family fun:

- Rush High Wycombe save £4.95 (per family)
- Rogue Bowling Aylesbury save up to £7.95
- Chinnor and Princes Risborough Railway save up to £12
- Buckinghamshire Railway Centre



Make a weekend of it, and



“Thank you for providing the notes and contacts. I enjoyed the networking event, thank you for providing a slot to talk about some business support options. I made some very good contacts and it was lovely to meet you all. I’m spreading the word on the Chiltern Pass which is an excellent initiative”.

Jerome Harlington, Bucks Business First

“A great launch today. Well done. Lots of enthusiasm in the meeting. I'd be happy to be involved on a number of levels”.

Ted Howard-Jones, Cholsey Grange

“We are delighted to be part of the Chilterns Pass. 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 and things to do”.

Steve Gardam, Roald Dahl Museum and Story Centre

“What a great event! Such a good turnout and interest in the Pass and activities by members. I've just posted about it on Instagram and will continue to do so as I use it around the area.”.

Daniel Atkinson photography, 13 Feb 2020

“Rush would love to be part of the Chilterns Pass. We normally don't do offers but we love the concept of this supporting local businesses and would be able to do a 10 per cent discount for this”.

Kat Thoms, Customer Services, Rush UK Trampoline Parks

Open for Business

'Open for Business' – promoting tourism in the central Chilterns

Open for Business is a three year tourism programme in the central Chilterns led by the Chilterns Conservation Board, with some key partners including the Chilterns Tourism Network and Visit Buckinghamshire. It is funded by the HS2 Business and Local Economy Fund and aims to maintain and build a vibrant visitor economy in the central Chilterns. The programme will encompass a series of festivals and events, a new 'Chilterns Pass' consumer leisure card and a communications programme to drive footfall to the area. The programme continues to August 2022.

The main elements of the project are

The Chilterns Pass

This is a new loyalty/rewards card for saving money across a range of visitor attractions, cafes, restaurants, pubs, cinemas, theatres etc. It is based on the successful East Anglia Pass launched in 2016. The annual Pass costs just £9.99 and can be used time and time again offering exceptional value for anyone living in or visiting the area. The offer to Pass holders includes some well-known brand names as well as ma



Chilterns Walking Festivals



The Festivals run twice a year (in May and October) with a 15 day programme of 90+ guided walks giving walkers the chance to meet the artists, craftspeople, farmers, food producers, countryside rangers, archaeologists, historians and storytellers of the Chilterns. 'Open for Business' will develop many more walks in the central Chilterns area linking in with local businesses. Follow us on Facebook to find out more about the Walking Festival and be the first to know when the programme goes live

<https://www.facebook.com/ChilternsWalkingFestival/>

Businesses - could you offer a tour or tasting as part of the event? This will help promote your business and add value to the walks. We would love to work with you to create some unbeatable experiences showcasing the best of the area.

Date for the diary - the Spring Festival will take place 16-31 May 2020 and autumn Festival 17 October – 1 Nov 2020

Taste of the Chilterns - Celebration of Chilterns Food & Drink

Following on from a successful pilot in 2017, this foodie celebration will showcase the region's impressive and ever-growing range of distilleries, breweries, farm shops, cafes, pubs, restaurants and other independent local food and drink producers. The 7-day celebration will take in multiple locations and venues in the HS2 corridor. There will be two Chilterns Food & Drink Celebrations in 2020, in Spring (5-12 Apr



New project pages created on
www.chilternsaonb.org

Communications campaigns

- Chilterns Pass facebook and twitter account created
- Regular on-line content promoting businesses and events in the 5km project area



The Chilterns Pass
@chilternspass

- Home
- Posts
- Reviews
- Photos
- About
- Community
- Create a Page



The Chilterns Pass
March 14 at 5:27 PM · 🌐

Bring your #ChilternsPass, bring a friend, bring a picnic, bring your best tickling trotters to @kewlittlepigsuk for a pigtastic #Chilterns experience.
<https://chilternspass.com/deal/kew-little-pigs/>



Visit the Chilterns ▶ Chilterns Tourism Network
December 1, 2019 · 🌐

If you are inclined to #FOMO, make sure you're part of the new Chilterns Pass.

We've 50+ Chilterns businesses (and more are signing up), to participate in the Chilterns Pass 'Open for Business' campaign including,

A range of generous discounts off performances Aylesbury Waterside Theatre
2 for 1 The Roald Dahl Museum and Story Centre
2 for 1 Chinnor & Princes Risborough Railway
Many pubs, including the Nags Head, who are offering a free pint as well as money off meals and
2 for 1 off scheduled group walks Pip Sticks and a range of other fab offers.

What can we say but a huge thank you for being amongst the first to support this campaign.

We welcome value-added too, as many businesses don't charge admission. Talk to Deb dbrookes@dbconsultingsolutions.co.uk to make sure you don't miss out.

This also means we are able to promote the Chilterns Pass as an ideal stocking filler this Christmas, valid from the New Year. Details will follow.



Social Media and communications programme

Find your Chilterns with the new Chilterns Pass

We are passionate about supporting local businesses. If you have a business in and around the Chilterns, our new Chilterns Pass offers a special new partnership, promoting your business and our region. This is a new loyalty/rewards card for saving money across a range of visitor attractions, cafes, restaurants, pubs, cinemas, theatres and more!

Based on the successful East Anglia Pass launched in 2016, the Chilterns Pass

covers a wide area around Oxon, Bucks, Beds and Herts and can be used on multiple occasions, offering exceptional value for anyone living in or visiting the area.

There is no cost for us promoting your business – we simply need an offer that we can share with a wider market, including London.

Locals and visitors can buy the pass for just £9.99 and enjoy savings for an entire year in the New Year!

The Chilterns Pass will launch in February 2020 via a designated website (chilternspass.com) and associated apps.

This campaign has been made possible by the HS2 Business and Local Economy Fund and aims to maintain and build a vibrant visitor economy in the central Chilterns.

The Chilterns Tourism Network works closely with the Chilterns Conservation Board to develop and promote a sustainable visitor economy for the Chilterns AONB. Further information and FAQ's can be found here:

www.chilternsaonb.org/chilterns-pass-businesses

Local and national media coverage

 Network
2 hrs · 📺

Thank you Donna Thacker Marlow FM 97.5 for us to share what we love the most about the outstanding #Chilterns: news of our fabulous drink producers, Chilterns Walking Festival and new The Chilterns Pass Becky Salisbury

We have supplies of new window stickers and brochures, please get in touch if you can help distribution.



Media interview, Wycombe Sound

Top media Tweet earned 1,865 impressions

We have never had quite so many reasons to choose the naturally outstanding #Chilterns as leisure destination of choice: Supporting local #ChilternsPass Exploring local #WalkingFestival Eating local #TasteTheChilterns

All the inspiration you'll need:
visitchilterns.co.uk
pic.twitter.com/XKD5Z8oyRP



The Chilterns Walking Festival

- Festival took place 5-20 October
- 13 additional walks/events took place in project area involving 11 businesses (pubs, cafes, distillery, farmshop), attracted 143 participants



Chilterns Walking Festival
PROGRAMME
5th - 20th October 2019



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

Plans were well underway for the spring 2020 Festivals

Celebration of Chilterns Food & Drink 5-12 April – 22

businesses scheduled to participate

Chilterns Walking Festival 16 – 31 May

It is anticipated many of these events will carry forward when business can resume



EAT • DRINK • EXPLORE

CHILTERN'S FOOD & DRINK



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 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 local accommodation and places to eat and drink, so why not make a short break of it.

The best for the...
A one hour walk around the D...
Site of Innovation...
Dragon's D...
If you have any queries please contact...



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 10s 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 10s 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