

Open for Business – promoting tourism in the HS2 corridor

1 Aug 2021 – 31 Jan2022

- 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.



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

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 Asheridge 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 café promoted through Open for Business

GET READY FOR A CELEBRATION OF CHILTERN'S FOOD & DRINK THIS OCTOBER



beginners, a range of Nordic walking and a Mindful walking experience around Aldbury, allowing you to really immerse yourself in your outdoor experience by tuning into all your senses.

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

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 a 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 talk, Cheries and Chairs Landscape Partnership to include celebration of Chilterns food and drink. This will include cooking in the woods, apply fayres, bodgers breakfasts, quizzes 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 drovers routes (and inns!) in the Ibsoume Valley, Arts & Crafts architecture in Amersham and Wexham, 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 yourself in your outdoor experience by tuning into all your



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 Coddwomple 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

Annette Weiss

WALKS

Wandering wonders

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

If 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 a variety for all ages and abilities, however far you like to wander.

There are wildlife walks, From kingfishers to Raptors – the Goring scenic 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 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 visit for all the family visit www.visitchilterns.co.uk/walkingfest.html

Food & Drink Get stuck in with a chutney making pop at Road Farm Countryways just outside Great Gidding, or a hidden café walk deep in the woods near Marlow. The Bodgers Pub tour returns, exploring the long connections between Chilterns pubs and chair-makers. Expert guide Stuart King will share stories of the 'where chair bodgers came for their pint (sometimes breakfast!) and where some pub landlords set up their chair-making workshops. Travelling by mini-bus from Marlow, we will explore pubs and their stories along the way, 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 looking at their mythology and relationship with the forest and other life forms. Bird lovers will enjoy the Wilstone Reservoir



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 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 CHILTERN'S 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](#)

- Learn about our Chilterns orchards, do some apple pressing and sample some fruity specialities with BBOWT at the Donkey Lane Orchard Day in Chinnor, 24 October
- Join local guides for a Bodger's Pub Tour - October 29
- Lindengate Rest and Relaxation Sessions (running during October, gardens open)
- Outdoor cooking classes in High Wycombe
- Local producer walks, tours and tastings visiting Nettlebed Creamery, Daws Hill vineyard, Loddon Brewery and some of our favourite farm cafes
- Try an Apple faire and farmers



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:
bit.ly/3FRGJZK

#experiencedays #ruralbusiness




RURAL TOURISM WORKSHOPS

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

 **10 JANUARY**

FREE INTRODUCTORY 10 MINUTE WEBINAR

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

 **20 JANUARY**

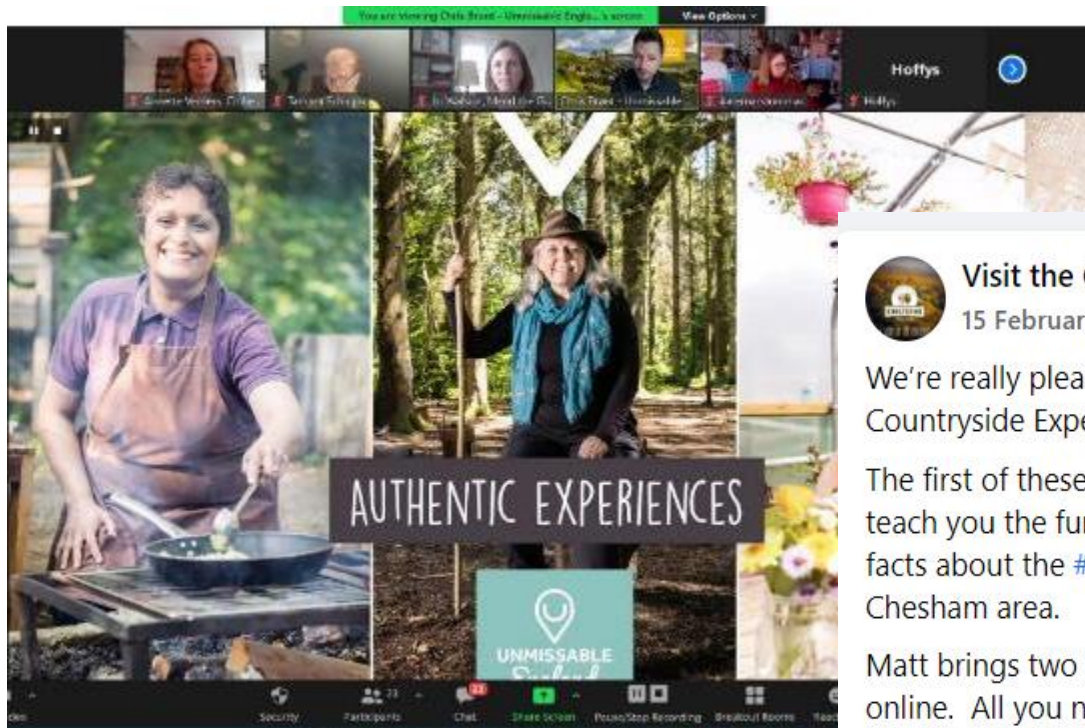
FREE FOLLOW-ON INTERACTIVE 3 HOUR WORKSHOP IN SPRING-ON-THAMES

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

Feedback from participants



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 tooth in your life.

Social media "Buy local" groups such as 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.

