

Open for Business

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

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



The Chilterns Pass



The Chilterns Pass

@chilternspass

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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



Keeping it local at the Chilterns' community shops

Chilterns volunteer Joe Stewart explores the role that non-profit, volunteer-run community shops play in rural areas like the Chilterns - including the lifeline they are providing during lockdown.



6523 people reached through Facebook, 807 engagements

249 engagements on twitter 4,935 impressions

BE A VIRTUAL VISITOR!

From zoos and farm parks to model villages, railways, and museums, our Chilterns attractions have been busy finding ways to reach you at home, through virtual tours and exhibition, films, web cams and online audio guides. [SEE HERE](#)



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 brought 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 cultur... [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

Family days out this summer!

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. There are walks and rides galore and some great outdoor attractions for all the family.

[SEE HERE](#)



[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!**



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

another popular day out with the kids.



[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

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.

Midsummer on the Misbourne:
Great Misenden to Amersham

Saturday 16 10.45am 4.5 miles Walk (4802)

Launching the new Midsummer Murder locations trail, this walk visits the locations for three episodes of Midsummer Murders in Great Misenden and five episodes in Little Misenden. A walk along the river Misbourne and past Shardsloes 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 (0401)

We will navigate along a typical Chilterns 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 Downs

Saturday 16 2pm 2 miles Walk (3101)

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

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 Eylesborough, through ancient box woodlands and around the edge of Chequers, the 16th century manor, home to prime ministers since 1921.

Risborough Walking 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 reps 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 Crows

Sunday 17 10.30am 8.5 miles Walk (0601)

A circular route from Stokenchurch up Kingsdon Wood then down on the Oxfordshire side and back up. We will stop at the Crows for a drink during the walk providing 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



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



COMING SOON!

THE HUB

OFFICE SPACE/INDIVIDUAL OFFICES/NOTES/RECORDS

The Hub, 59 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

A BRAND-NEW EXPLORER CARD FOR THE CHILTERNs



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

or download from the App Store



Supported by the
HS2 Business & Local Economy Fund

Month-long series of events and activities to celebrate nature

By PAUL SIMONS

Season of celebration in the Chilterns. The time has come to get families to reconnect with nature.

Discover the Chilterns with outdoor festival



Beautiful landscape greener than ever, and, right walkers making their way along the Thames Path

With a month-long series of events and activities to celebrate nature, the Chilterns Conservation Board is offering a series of walks, picnics and family events to help people reconnect with nature.

With a month-long series of events and activities to celebrate nature, the Chilterns Conservation Board is offering a series of walks, picnics and family events to help people reconnect with nature.

- October 14 - meet at the entrance to the Chilterns, County of Oxford. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
- October 21 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
- October 27 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
- October 28 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
- October 29 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
- October 30 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.

socially distanced walks (with stops for a picnic)

- October 14 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
- October 15 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
- October 16 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
- October 17 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
- October 18 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
- October 19 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
- October 20 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
- October 21 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
- October 22 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
- October 23 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
- October 24 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
- October 25 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
- October 26 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
- October 27 - meet at Henley-on-Thames on the path of the River Thames. Free and a half-mile walk along the River Thames and on the Fox 100 to Crown Point. Capacity 10. Tickets £1 for adults and £0 for children.
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- 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 18th 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

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

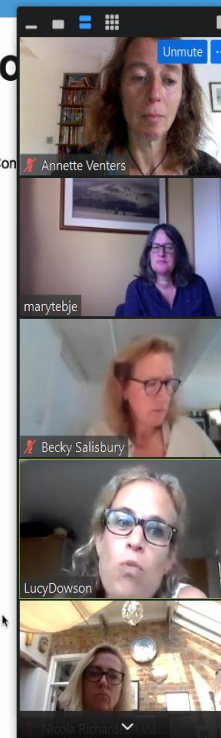
Sector led, by industry experts

8 X 45 minute sessions - **1st event the 6th 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



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.