



Chilterns Celebration of Walking

Project Brief for Project Management input to 3 year programme of Chilterns Walking Festivals and events

Issued by the Chilterns Conservation Board, April 2016

Project Background

This brief is issued by the Chilterns Conservation Board (CCB), the statutory body charged with conserving and enhancing the natural beauty of the Chilterns Area of Outstanding Natural Beauty (AONB) and increasing public understanding and enjoyment of them. The CCB is planning to develop an exciting 3 year programme to promote walking in the Chilterns through a series of Walking Festivals and events, starting April 2017. It is the first event of its kind in the Chilterns. It is dependent on funding from the Leader programme, the outline application was successful and a full application will be submitted on 20th May.

The CCB will be outsourcing the project management and is inviting quotes.

The Chilterns Area of Outstanding Natural Beauty (AONB)

The Chilterns was designated as an AONB in 1965, in recognition that the landscape is amongst the finest in the country. The Chilterns lie only a few miles to the north-west of London and yet they have a very rural character. The gently rolling hills are swathed in woodland and chalk downland and provide a haven for wildlife including rare flowers like the Chilterns gentian and the spectacular red kite. In the valleys attractive villages with their traditional brick and flint cottages nestle around medieval churches.

Prehistoric trackways such as the Ridgeway and the Iron Age hill forts scattered along the Hills give a sense of the ancient history of the Chilterns. Today, the area continues to provide a living for farmers and foresters and is home to 80,000 people.

The Chilterns offers excellent walking opportunities: over 2,000km of rights of way and many promoted routes, including two National Trails (see appendix 1 for further information).

Proposal for a 3 year programme of Chilterns Walking Festivals and Events

The 3 year programme will promote walks and outdoor events in many different locations across the Chilterns, building on the wealth of existing guided walks and events and introducing new themed walks (eg Food and

Drink, Hidden Heritage, Hillforts, Midsomer Murders), promoting them to a wider audience. The project will aim to attract visitors from outside the area and increase the number of overnight stays in the Chilterns and thereby increase visitor spend.

The Chilterns Walking Festivals will provide opportunities for a regional/national promotion campaign, working with the rail companies and the London press to attract a far wider and bigger audience than could be achieved by local events each working individually. It is estimated that the project will attract 10,000 participants over the 3 year period, at the same time increasing the visibility of the Chilterns to far greater audiences. **See appendix for further details.**

Seeking project manager: Services Required

The project will be hosted and overseen by the CCB. However the CCB will be outsourcing the project delivery. The project manager role will involve close working with staff at the CCB and you will be based at the CCB's office in Chinnor. The role will encompass the following tasks:

- Working with 20 or so partners to encourage them to put on walks and events during the Festival periods (70+ walks expected for a 15 day Festival). Initiating new themed walks and events.
- Collating details of guided walks and events (existing and new) and incorporating them in the Festival programmes.
- Designing/adding new web pages to promote the Walking Festival (likely to be hosted on Chilterns AONB website), using a standard content management system. This will involve writing content, uploading information and photos. Also routine uploading of walks and events. .
- Raising income by seeking sponsorship and other fundraising
- Working with volunteers and organisations such as the Chiltern Society who will be leading some of the walks.
- Liaising with walk leaders, briefing them, gathering feedback. Ensuring walk leaders have Chilterns leaflets/branding
- Working with the CCB, the Chilterns Tourism Network and other partners to promote the programme of Festivals and events through the Chilterns AONB and Visit Chilterns website, social media, Press and partners.
- Devising a marketing plan and publicising the Festivals using social media and other communications (there will be some additional specialist input from a PR professional).
- Administration to support the programme.
- Developing and managing an on-line booking system if applicable.

There will be 6 distinct Festival periods within the 3 years as follows:

April/May 2017 (15 days)	Sep/Oct 2017 (9 days)
April/May 2018 (minimum 15 days)	Sep/Oct 2018 (9 days)
April/May 2019 (minimum 15 days)	Sep/Oct 2019 (9 days)

The bulk of the time-input will be in the first year when the initial set-up needs to be done, eg setting up the website, establishing contacts, programme design, branding. This will establish a model for future roll-out and it is

expected that volunteer input will increase over time. Approximate time distribution over the 3 years is shown below:

Year one 60% time input
Year two 30% time input
Year three 10% time input

It is expected that there will be a concentration of time-input leading up to each of the 6 Festivals. Working hours will be subject to discussion. Regular working at the CCB office is desired.

Type of person we are looking for/types of skills required

- Previous project management skills
- Experience of creating events programmes
- Experience in generating sponsorship/funding/building resources
- A 'people person' with good interpersonal skills
- Understanding/knowledge of countryside access/tourism
- Proficient with using content management systems
- Marketing and promotion skills - and proficiency in using promotional tools and communications such as social media
- Understanding/knowledge of the Chilterns

Budget

The budget for project management for the 3 year programme is £25,000. This is inclusive of VAT and travel expenses.

Your Proposal must include the following;

- Your day rate including VAT (if applicable) and how many days of your time you are offering.
- Your CV (with contact details for two references)
- Examples of previous relevant work
- Demonstrate your understanding and knowledge of the Chilterns destination and of walking/countryside/outdoor recreation.

This brief is intended to obtain competitive quotes demonstrating value for money. Please let us know if you are planning to submit a quote. **The deadline for proposals is Monday 16th May and should be emailed to Annette Venters at the Chilterns AONB aweiss@chilternsaonb.org**

The quotes will be included with the full application submission. **If the full application is successful then we will be interviewing shortlisted candidates.** Interviews are likely to take place in early July and the successful candidate would be expected to start in autumn 2016 to give sufficient lead-up to the first Festival.

If you have any further questions or require additional information, please contact Annette Venters on tel 01844 355508 aweiss@chilternsaonb.org