

Welcome to Buckinghamshire

WelcomeBackBucks #LoveWhereYouLive
#SupportLocal #DoorstepDiscoveries

[Bluebells galore! »](#)

Beautiful Buckinghamshire

If you're a local looking for what's on, a day tripper wanting a change of scene or from further afield and seeking a longer escape, then please dive in to the pages of our website. Please enjoy the stunning scenery and support our fabulous restaurants, pubs and cafes, our attractions, such as museums, animal parks and historic homes, our hotels and B&Bs.

As always, we'll be sharing some stunning imagery on Instagram and bringing you information, entertainment and inspiration on Twitter and Facebook as we #WelcomeBackBucks.



T. 01494 927403

E. info@visitbuckinghamshire.org

W. visitbuckinghamshire.org

An overview of Visit Buckinghamshire



Here to promote and support the Visitor Economy



National Trust



Literary Heroes



Historical Highlights



Landscape



Arts & Culture



Spectacular Sports



Film & TV



Food & Drink

Credentials

The Visit Buckinghamshire and The Chilterns website has **30,000 visitors a month!**



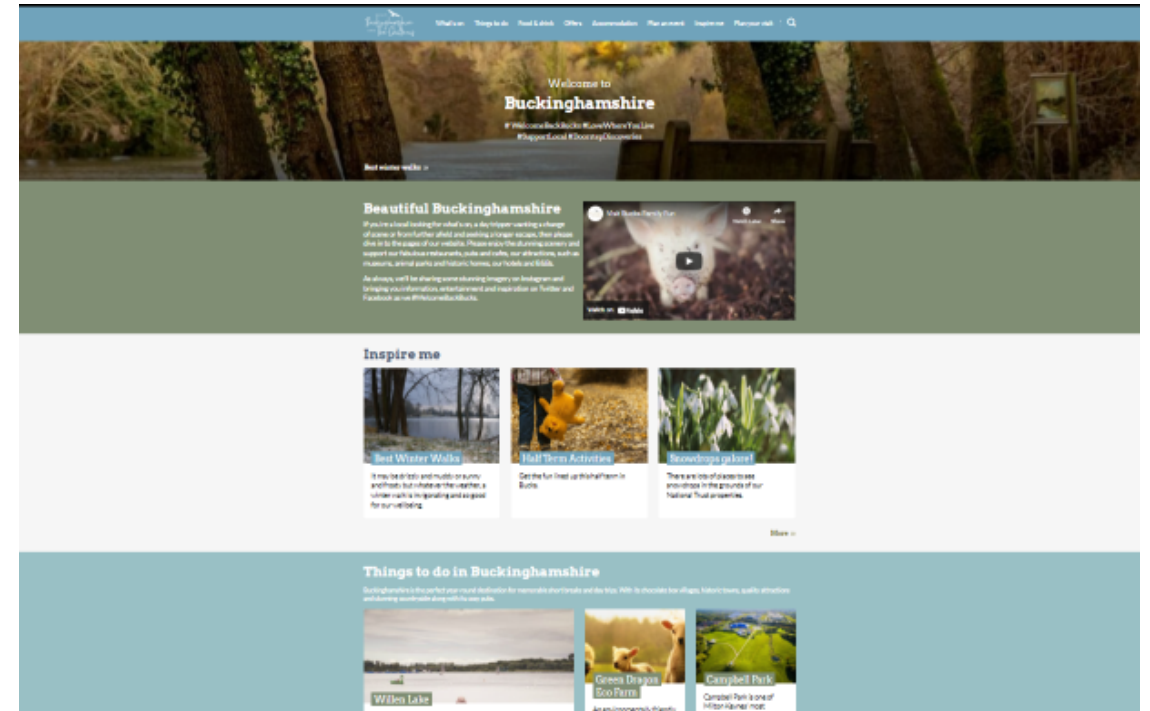
Over **30,000** visits per month to VisitBuckinghamshire.org



Reach of **6,200** Facebook, **5,880** Twitter and **5,730** Instagram fans



Partnership of over **300** tourism businesses



If you are a tourism business and are not listed, you're missing out!

North West Chilterns Visitor Economy Project

- Focusing on visitor economy businesses in your locality
- Providing enhanced marketing and promotional support via Visit Bucks channels to businesses which includes:
 - Upgraded profile on the VB website
 - Dedicated NWCB content on the VB website, consumer newsletter and social media
 - Inclusion in generic content on the VB website, consumer newsletter and social media
 - Participation in local and national campaigns
- Business Engagement – triage service to support and advice available to their business
- Signing up to on-line booking
- Participation in other Visitor Economy initiatives e.g. Boost
- To encourage collaboration to create a local visitor economy network of like minded businesses owners

The Project to date:

Number of business engaged with to date: 40 businesses

- Accessibility Audit
- Apprenticeships
- Growth Advice
- 1-2-1 Business support
- Marketing support - Free upgrades (20) of business profile, Creation of business profiles, adding events and offers
- Grants support – Low Carbon, Growth Grants and VB Boost

Marketing

- Number of people who have seen the content to date on Facebook & Twitter so far is 2.8K
- Number of times content displayed on FB & Twitter so far is 7.6K
- Engagement rate of 3.35%
- Instagram 10K views of Reels relevant to NWCB
- Views of Princes Risborough video on homepage of the website was over 500 in just under 3 weeks.

A weekend in the Chilterns



Categories

Accommodation

Caravan, Camping & Glamping »

B&Bs »

Attractions

History & Heritage »

Food & Drink

Cafes & Tea Rooms »

Breweries, Vineyards & Distilleries »

Farm Shops »

A short train ride from London to Princes Risborough and you'll find yourself in the Chilterns Area of Outstanding Natural Beauty. There are quirky places to stay, luxurious places to stay, vineyards and breweries to visit, walks to be taken, historic houses to roam and farm shops to browse, and much more besides.

A Quirky Spot to Stay

There are some wonderfully quirky places to stay in the Chilterns to suit all budgets and tastes. [Chadwell Hill Farm](#) has not one but two shepherd's huts, rustic but cosy with a vintage feel, bunk beds can be added for kids. What's really fun is that you can bring your horse as one of the huts backs on to a paddock and there are some wonderful bridleways through the hills. Or if you fancy glamping, bell tents are on offer too with beds and soft furnishings to make your stay comfortable and hassle free. There's also room in the farmhouse for a B&B stay with delicious breakfast made from ingredients grown on the farm.

Not far away is [Orchard View Farm](#) where you can bring your own tent or hire a lovely bell tent with views across the farm with its rare breed animals. There's a farm shop with its own butchery and restaurant on site so you don't need to bring all the cooking gear and can enjoy fresh local produce cooked for you for a stress free stay.

[The Mash Inn](#) at Radnage is a stylish luxury B&B with exceptional restaurant. The small 18th century inn has only 6 rooms and the restaurant prides itself on using produce grown in their garden when possible as well as other locally produced fayre. Everything is cooked over an open fire and the awards are stacking up - it was crowned Restaurant of the Year in The Good Food Guide 2020/21.



Princes Risborough

The small country town of Princes Risborough lies between the Vale of Aylesbury and the Western Escarpment of the Chiltern Hills...



Chadwell Hill Farm Boutique Stay

Hotels | B&Bs
| Caravan, Camping & Glamping
| Self Catering | ★★★★★

Luxury Bed and Breakfast,
Shepherd's Huts and Glamping
from £95.00 per night



Visit Bucks

19 June · 🌐

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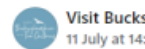
Save the date - Princes Risborough Summer Festival is back 2nd to 9th July with 75+ events taking place across the town. From sewing demonstrations to cocktail making workshops, family swims to drama classes, meditation taster sessions to martial art taster sessions, the week will culminate in a Summer Street Festival on Saturday 9th July. Taking place between 1pm and 6pm along the High Street, this event will see the whole community gather for the famous man-made beach, a wealth of live music and entertainment, family-friendly attractions, and a variety of stall holders including some mouth-watering food and drink vendors! To download the festival programme, click here: [#doorstepdiscoveries](https://orlo.uk/Visit_Bucks_RirVc)



VISITBUCKINGHAMSHIRE.ORG

Princes Risborough Summer Festival - Visit Buckinghamshire

Family Fun PRINCES RISBOROUGH 2nd Jul 2022, 9:00am - 9th Jul 2022, 6:00pm Free Email to a...



Visit Bucks

11 July at 14:17 · 🌐

...

How about learning something new with [Backwoods Experiences](#) at [Daws Hill Vineyard](#) this summer? They are holding a wreath making and wine tasting afternoon on July 24th so why get some [#MondayMotivation](#) and sign up. Details here: [#doorstepdiscoveries](https://orlo.uk/Visit_Bucks_EZcUz) [#escapetheeveryday](#)



VISITBUCKINGHAMSHIRE.ORG

Lavender Wreath making with BackWoods experiences and Wine tasting - Visit Buckinghamshire

Animal Magic

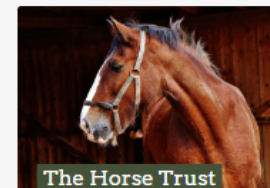


Categories

Attractions

Family Fun »

Walks & Tours »



The Horse Trust

Advancing excellence in Equine Care

As an Area of Outstanding Natural Beauty, the Chiltern Hills is home to some beautiful wildlife such as Red Kites, Fallow Deer, badgers and bats. Why not go on a little animal adventure and see what else you can find when visiting the Chilterns? Or take your dog or horse and enjoy it together?

The Horse Trust

For over 130 years the [Home of Rest for Horses](#) has specialised in providing retirement and respite for working horses and ponies. These hard-working equine public servants have served our nation in the Police, the Army or with charities which use horses to help people. They also provide sanctuary to horses, ponies and donkeys who have suffered from cruelty or neglect and who are in desperate need of specialist treatment and care. It's open to the public on certain days and it's lovely to drive past many horses in the beautiful fields clearly enjoying a peaceful retirement. You can visit some of the horses in their stables and learn their incredible stories, and enjoy refreshments at their cafe with outdoor seating with a view over the countryside.



The Grange Restaurant & Gift Shop

Restaurants | Cafes & Tea Rooms
| Afternoon Tea

Join us in the heart of the beautiful Chiltern Hills, at our elegant, relaxed and accessible restaurant, The Grange at Saunderton.

The Grange at Hearing Dogs for Deaf People

If you fancy a delicious breakfast, brunch, lunch or afternoon tea accompanied by your pooch, then head to [The Grange Restaurant](#) which is at The Hearing Dogs for Deaf People's centre in Saunderton. Dogs are of course welcomed and you can sit inside or in the courtyard or on the terrace. The food is top notch and made with local ingredients whenever possible, plus there's a lovely gift shop. You'll also likely to see some of their famous Hearing Dogs that are specially trained to help people with hearing impairment go about their daily lives.



Kew Little Pigs

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The Good and The Bad

Good news:

- New animal visitor attraction about to open in August at Widmer feeds, aspiration to become an Odds Farm
- Apple Orchard are looking to start culinary and other courses for those in secondary school in preparedness for potential careers
- Burgervore are looking to have a new “bricks and mortar” establishment instead of his trailer for expansion purposes
- The Gate have been in contact with a member of BBF regarding apprenticeships
- Moogies Ltd (Russell Arms) have been helped to recruit two apprentices to help meet demand of skilled staff
- The Crown Inn, Askett looking to create bedrooms to boost their visitor offer

The Good, and The Bad!

Difficulties faced by businesses

- A decrease in footfall since the pandemic – mostly in the hospitality industry.
- Bookings very last minute, very hard to forecast
- Concerned about the cost of living effect on businesses in terms of increasing costs, but also demand for their services.
- Demand from staycations has tailed off, now that international travel has opened up again.
- Challenges of finding staff hampering recovery ie. businesses closed for 2 days mid-week as a result.
- Business still firefighting and not the recovery they had hoped, or expected.

A quote from a local business:

I would be interested to hear what you are hearing from other hospitality operators, we are certainly much quieter now, alarmingly so.. It seems the mood is damp and the outlook is very hard to predict what with at the madness of the world..... Is it just us ?

I have heard the same from the operators I know locally but just wanted to hear a wider view of the current situation and thought you may be able to shine some light !

Next Steps

- Continue to support those we have engaged with to date, but another 60-70 yet to contact.
- Addressing lack of manpower and 'taking ownership' rather than waiting for them to reach out to us ie. creating profiles on VB website, adding their events etc etc.
- Flyer dropping to businesses to raise awareness of the support that is available to them
- Engaging with business via SM, easier to get hold of than traditional routes
- August will be busy for businesses – marketing support currently, September back to business engagement
- Signpost business in your locality to us – let them know we are here to help!
- Networking event
- Focus on next big event locally – Kop Hill Climb

September Networking Event

Our Networking evening is intended for those in the visitor economy within the North West Chiltern area

- An opportunity for businesses to come along, talk and connect with others.
- Hear about our new visitor economy focused project in partnership with your local Community Board, the North West Chilterns
- Discover the latest in business support from Visit Buckinghamshire and Buckinghamshire Business First.
- Meet with other tourism and hospitality businesses to form a new supportive group of peers.



Aiming for 40 businesses total
Mid September 5.30pm-
7.30pm

The NWCB Team



Lucy Dowson

Tourism Development Manager

lucy.dowson@visitbuckinghamshire.org

01494 927151



Nicola Richardson

Sales & Marketing Coordinator

nicola@visitbuckinghamshire.org

01296 328084



Meg Vockins

Destination Executive

Megan.vockins@visitbuckinghamshire.org

01494 927144

Get involved we'd love to discuss how we can work together!

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E. info@visitbuckinghamshire.org

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