

# CareMoor Park Partner Scheme

## Criteria and Guidance



Welcome to the 'CareMoor for Exmoor' National Park Partner Scheme.



We wish to recognise and reward those businesses who;

- put the National Park at the heart of all they do
  - contribute in a positive way to the special qualities of the area
  - help us develop a distinctive sustainable tourism destination
  - help to fundraise for nature, heritage and access projects through our CareMoor scheme
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### Why become a 'CareMoor for Exmoor' Park Partner?

- Raise your business profile
- Support the assets that your business is based upon and demonstrate you care
- Support additional vital nature, heritage and access projects across the Park
- Support 5,000 species, 267 square miles of history, a path network of over 1,000km and over 8,000 years of history
- Connect your visitors with this special place and give them an easy way of feeling good and playing an active part in this special place

### Business benefits of being a 'CareMoor for Exmoor' Park Partner

- Association with the respected brand and ethos of CareMoor Park Partner status
- Social media posts for your business by ENPA & CareMoor Twitter and Facebook accounts linked to your donations and fund-raising
- Promotion of your business, logo and website as a CareMoor Park Partner on our CareMoor website and home page
- All CareMoor Park Partners listed in annual ENPA publication 'Exmoor Visitor'
- Hosting of your printed branded material at our National Park Centres

### Criteria

To qualify as a 'CareMoor for Exmoor' Park Partner you need to:

1. Pro-actively raise funds for 'CareMoor for Exmoor'
2. Demonstrate how you support National Park purposes

### Pro-actively raise funds for CareMoor for Exmoor

With increasing demands on the National Park, we need to encourage visitors to help look after the place they love to visit. Visitor gifting therefore sits at the heart of our CareMoor scheme; inviting those attracted here to help keep Exmoor such a special destination by contributing to CareMoor for Exmoor.

Any business that supports CareMoor acts as a conduit between the giver and the scheme by encouraging and collecting donations. For further details take a look at our "Introduction to CareMoor for businesses and event organisers" at [www.exmoor-nationalpark.gov.uk/caremoor/ways-to-support/corporate](http://www.exmoor-nationalpark.gov.uk/caremoor/ways-to-support/corporate)

To qualify as a CareMoor Park Partner we ask you to be **pro-active** in promoting the opportunity to donate to CareMoor to your customers and users. We can help with ideas and advice on how you can do this - these might include raising donations linked to the sale/hire of specific items/services, using an

opt-in/opt-out donation system in bookings fees, seasonal fund-raising project or campaign, organising a sponsored event or including a donation in the price of a menu.

### Demonstrate how you support National Park purposes

To qualify you need to demonstrate what you're doing to contribute to the themes below to demonstrate your support to looking after Exmoor and helping those that enjoy it to have the best experience possible:

- Supporting a Thriving Living Landscape
- Connecting People and Place
- Working Towards a Sustainable Future
- Working Together for Exmoor
- Communicating the Message

Examples of suitable actions are provided to help you to complete the application form.

## National Park Purposes:

- To conserve and enhance the natural beauty, wildlife and cultural heritage of Exmoor
- To promote opportunities for public understanding and enjoyment of the special qualities of Exmoor.

### How to apply

Businesses seeking to apply for CareMoor Park Partner status will be required to complete a straightforward application form (on-line or hard copy). The application form can be downloaded from [www.exmoor-nationalpark.gov.uk/caremoor](http://www.exmoor-nationalpark.gov.uk/caremoor)

In addition to demonstrating pro-active support for CareMoor for Exmoor, we will be looking to see examples of your positive commitment to sustaining the area within our five Park Partner themes as above.

Applications are considered by Exmoor National Park Authority Officers. Those assessing eligibility reserve the right to take up references, ask for further information, or to request a site visit.

### Eligibility

Any business or organisation located within or close to Exmoor, or with a strong association with Exmoor National Park can apply to become a CareMoor for Exmoor Park Partner. Any business or group can apply. If you or your business has a strong link with Exmoor National Park and you wish to apply, please do!

We ask you to indicate that you meet legal standards for Fire Regulations, Planning and Health & Hygiene as appropriate and you may be asked to provide copies of relevant consents to demonstrate your compliance.

### Validation

Your application is valid for as long as you meet the criteria of the scheme. Should you no longer be proactively supporting CareMoor for Exmoor or contributing to the National Park purposes you must surrender your award and your entitlement to any benefits arising from association with the scheme will cease. Any certificates or logos would need to be removed.

If there is a change of ownership or substantial change in management/direction of the business, re-application may be required.

The National Park Authority reserves the right to withdraw membership if an applicant is found to be in breach of the scheme ethos.

### Further Guidance for Applicants

Many of you will already be meeting the criteria. In order to help you identify what you are doing to meet the criteria and to provide some support and inspiration further guidance is available later in this document including examples and information on activities that contribute to each of the five themes of the scheme.

## Rural Tourism Toolkit

The COOL Rural Tourism Toolkit provides a whole range of information, inspiration, ideas, practical tools, case studies and links to relevant help and support to make the most of your situation. It is split into 5 sections each downloadable as an interactive PDF covering a whole range of issues in addition to case studies for each section.

The toolkit and case studies can be downloaded from:

[www.exmoor-nationalpark.gov.uk/living-and-working/info-for-tourism-providers/marketing-and-business-support/rural-tourism-toolkit](http://www.exmoor-nationalpark.gov.uk/living-and-working/info-for-tourism-providers/marketing-and-business-support/rural-tourism-toolkit)

### 1. Getting Started

- Effective business plans
- Analysing your business
- Researching your market
- Assessing your performance
- Understanding your customers
- Developing your brand
- Financing your business

### 2. Communicating effectively

- Building a marketing plan and messages
- Assessing opportunities
- Effective websites and social media
- E-newsletters
- Public relations
- Print
- Word of mouth
- Experiential marketing

### 3. Working Together

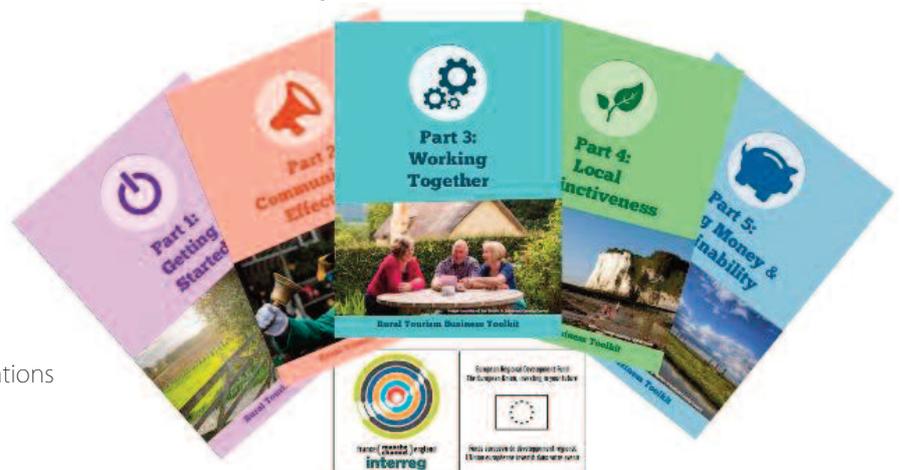
- Networking
- Finding partners
- When to seek formal advice
- Developing joint offers
- Working with other brands
- Sales missions and events
- Working with Destination Management Organisations
- How to get started as a destination

### 4. Local Distinctiveness

- Understanding your place
- Defining what's special
- Using local distinctiveness
- Introducing new ideas
- Making the most of wildlife, landscape and local products
- Encouraging car free visits
- Creating itineraries

### 5. Saving Money and sustainability

- Addressing seasonality
- Making savings on energy, waste and water
- Calculating carbon emissions
- Green accreditation
- Adapting to climate change
- Quality and welcome
- Sourcing and buying
- Training



## Other resources

The National Park Authority website also offers a wide range of information from the latest research to branding information and various guides and resources. Take a look at [www.exmoor-nationalpark.gov.uk/tourism](http://www.exmoor-nationalpark.gov.uk/tourism)



## Supporting a Thriving Living Landscape

Exmoor's high quality landscape and culture helps makes it a distinctive rural destination. Virtually all visitors are attracted to Exmoor due to its scenery and landscape and the opportunities afforded for recreation within the landscape.

The landscape so many know and love today has been sculpted over thousands of years of human interaction and it is important that this interaction continues and that we're all doing our bit to support a thriving, living landscape.

Section 4 - Local Distinctiveness- of the Rural Tourism Toolkit has some useful guidance in this area.

### Example Actions:

#### Use of local products, materials and resources

Increasingly visitors are after an authentic experience. If you provide food and drink as part of your offer using local produce supports the economy, enhances your visitors' experience and helps to support a thriving living landscape. For example without grazing, gorse and bracken, and eventually shrubs and trees, take over the heather moorlands. Local farmers are responsible for looking after key features such as field boundaries, keeping footpaths clear and providing gates and stiles etc. So by increasing our use of local products we're helping to maintain the countryside our guests know and love.

It can also be about making use of local products and materials in other aspects of your business too from construction materials to service providers.

[www.exmoor-producers.co.uk](http://www.exmoor-producers.co.uk)

[www.tasteofthewest.co.uk](http://www.tasteofthewest.co.uk)

#### Encouraging sustainable transport use

97% of visitors rely on private cars to get around Exmoor having a significant impact on the area in terms of visual and noise impact and air pollution. Going car free isn't always practical all the time but promoting [www.exmoor-nationalpark.gov.uk/enjoying/travel](http://www.exmoor-nationalpark.gov.uk/enjoying/travel) should help to encourage reduced dependency on car usage, along with having information available on services such as the MoorRover and local walks from your village / or even doorstep. If you are based on, or close to, a long distant trail and support people completing this that too is a contribution to this action.

Think also about the information you provide before people visit - does your website show how to get to you by Public Transport? Do you offer a pick up from the nearest bus or rail route? Do you have bike storage facilities? Do you promote bike hire facilities? How do you manage your own transport use to limit mileage and save fuel (e.g. delivery routes)?

### Wildlife friendly and native planting

Exmoor is a great place for wildlife. Nature doesn't just thrive on the wild open moorlands or in the wooded valleys but also in our settlements, villages and towns. How you manage your grounds can have a significant impact on local wildlife. Whether it's by providing shelter for different types of wildlife, food, or planting native plants it all helps. Take a look at [www.wildaboutgardens.org.uk](http://www.wildaboutgardens.org.uk) for ideas and inspiration.

### Support for volunteering

Looking after the landscape of Exmoor is a big job and there are lots of opportunities for your guests (or even you and your staff) to get involved. Some providers offer a small discount for volunteers who have travelled down to the area to give of their time and skills, or maybe just a little thank you - a free cream tea after a hard day at work? It is also possible to provide packaged breaks based around volunteering activities through the National Park or one of the other organisations working in the area. You can also advertise opportunities to your guests, encouraging them to get involved. Visit [www.exmoor-nationalpark.gov.uk/get-involved](http://www.exmoor-nationalpark.gov.uk/get-involved) to find out more.

### Conservation of historic features

Where your business / organisation is located within a historic building or settlement good management of your property isn't just good for business but also shows a care for the special qualities of the area. Indeed the buildings of Exmoor are a part of the landscape and can detract or enhance people's experiences here. This also applies if you have historic features in your grounds or are located within a wider historic area. In addition to conserving and looking after these features what are you doing to interpret / explain them to your customers?

[www.exmoor-nationalpark.gov.uk/Whats-Special/history/advice-and-guidance](http://www.exmoor-nationalpark.gov.uk/Whats-Special/history/advice-and-guidance)

### Support for landscape conservation work

Many local communities are home to unique landscape features, and often have local groups dedicated to looking after them such as a community orchard or woodland. You could get involved directly or perhaps through sponsorship or funding of such projects.

### Traditional breeds

If you have animals have you thought about stocking native breeds? Not only are these breeds well adapted to the area they are also part of what makes Exmoor such a great destination for wildlife lovers.

### Promoting the Countryside Code

Exmoor has one of the most extensive networks of Rights of Way (over 1,000 km!). In addition there are numerous permissive paths and extensive areas of Access Land. It is important that people using these assets do so in a way that helps to look after the area. Providing information for your customers on following the countryside code is an important role you can play. You should also familiarise yourself with who to contact if there are problems with the Public rights of Way.

[www.exmoor-nationalpark.gov.uk/enjoying-out-and-about-essentials](http://www.exmoor-nationalpark.gov.uk/enjoying-out-and-about-essentials)



## Connecting People and Place

We've already mentioned how important the landscape is, not only as the reason for the area being designated as a National Park, but also attracting visitors. However it is the experiences that visitors have in the landscape which will form lasting memories, creating a desire to return and to talk about the area with friends and family. It is therefore crucial that visitors are connected with the place of Exmoor and are able to find out why it is so special and how they can see the best bits!

Before going any further take a look at the guide "From special qualities to special experiences" which helps tourism providers understand how to promote the experiences and associations visitors have with the landscape.

[www.exmoor-nationalpark.gov.uk/living-and-working/info-for-tourism-providers/marketing-and-business-support/experiences-marketing-guide](http://www.exmoor-nationalpark.gov.uk/living-and-working/info-for-tourism-providers/marketing-and-business-support/experiences-marketing-guide)

Part 4 of the Rural Tourism Toolkit also deals with local distinctiveness and how you can make the most of this to benefit your business and the area alike.

### **Example Actions:**

#### **Providing orientation information**

Not everyone knows the area well, understands that the area is a National Park or even why it is so special. There are lots of resources available to help you share the special qualities of Exmoor with your guests. Framed National Park posters are available which include a customised map showing your location within, or near to the National Park and contain some introductory information. You can also supply National Park Pocket Guides, along with a collection box for CareMoor for Exmoor (see opp. page).

You can of course also provide your own bespoke information from room browsers to comprehensive website information which lets people know about some of the great things to do in the area, and what makes the area so special.

[www.exmoor-nationalpark.gov.uk/tourism](http://www.exmoor-nationalpark.gov.uk/tourism)

#### **Equipping yourself and your staff with local knowledge**

You will often be the primary local point of contact for visitors. Not everyone will visit a National Park or Visitor Centre so make sure you, and your staff, are up to speed with what is going on and what makes the area special.

You can do some of this yourself through exploring the area, reading local publications and resources etc. There are numerous illustrated talks and guided walks provided by different organisations throughout the year. Each year the National Park Authority runs Exmoor Awareness courses, aimed at tourism providers, to give them a unique insight into the special qualities of the area from archaeology to wildlife, recreation and culture.

### Supporting Visitor payback

Schemes such as CareMoor for Exmoor allow visitors and businesses to make small donations to help fund conservation and access work in Exmoor. It is a partnership between visitors (who donate), businesses (who collect) and the National Park Authority (who collate the funds and distribute them to worthy projects). It provides a direct link between the visitors who enjoy (and impact upon) the area and those looking after it.

[www.exmoor-nationalpark.gov.uk/caremoor](http://www.exmoor-nationalpark.gov.uk/caremoor)

Whilst CareMoor for Exmoor is the scheme covering the whole of the National Park there are other schemes you can donate through via different conservation bodies.

### Local self-guided walks information

Exmoor is a fascinating place. Wherever you are based there will be some great walks and opportunities for visitors on the doorstep. Encourage them to explore locally by providing details and maps for local walks.

### Supporting educational trips.

96% of the public think it is important that children experience our National Parks first hand. Many groups are looking for places to learn, study and visit, as well as to stay.

### Inclusion

We want everyone to enjoy Exmoor - it is a National Park for the whole nation to enjoy. There are lots of actions you can take to be more inclusive from adapting your premises for those with disabilities, to promoting schemes like the Countryside Mobility project, or supporting disadvantaged groups to be able to enjoy Exmoor.

[www.exmoor-nationalpark.gov.uk/enjoying/accessible-exmoor](http://www.exmoor-nationalpark.gov.uk/enjoying/accessible-exmoor)

### Get your permissions in place

If you are running commercial activities on private land, even if using Public Rights of Way, you are legally required to gain the landowner's permission. Many of the larger landowners such as the National Trust, National Park Authority and others will ask you to apply for a licence and to operate in accordance with that.



## Working Towards a Sustainable Future

To look after Exmoor and to sustain our businesses into the future we need to be thinking ahead to the future. Sustainability is all about ensuring future generations can enjoy the same experiences and opportunities we can. Climate change is a big issue and we can all do our bit to minimise waste and emissions to mitigate the likely long term impacts but we also need to adapt to the changing climate as well as making sure our businesses are viable going forwards.

Take a look at section 5 sustainability and saving money of the Rural Tourism Toolkit for lots of practical information and advice. Section 1 of the Rural Tourism Toolkit - getting started - covers the important issues of business planning.

There is a lot of useful information and interactive tools to help you develop your green actions within Visit England's Better Tourism website [www.better-tourism.org](http://www.better-tourism.org).

### Example Actions:

#### Have a Green Policy

Approximately 10% of visitors are actively seeking green accommodation providers and only 28% of visitors say it's not important how environmentally friendly their accommodation is.

A green policy doesn't have to be called as such but you should have something that simply tells your customers, suppliers and others what you are doing as a business to minimise your impact on the environment. As well as having a policy it should be publicly accessible - on your website, at your reception, in your room browsers or wherever it is most accessible.

#### Adapt to climate change

Whatever your views on the cause of climate change there can be little doubt that the climate is changing. We're seeing an increase in extreme weather events and we need to consider how we adapt to this changing climate. This might be physical adaptations or altering your business plans and marketing messages. [www.climateprepared.com](http://www.climateprepared.com) provides you with lots of information to help you prepare for the changes ahead and includes an online checklist to assess how prepared you are and to highlight issues that need your attention.

### Creating and implementing a Green Action Plan

Green Start is a scheme to help you on the road to better environmental management. Complete the online checklist to produce an action plan by registering on Visit England's [www.better-tourism.org](http://www.better-tourism.org) and provide a copy of this with your application.

For those wanting to go further and implement actions to save money and resources you can join the Green Tourism Business Scheme ([www.green-tourism.com](http://www.green-tourism.com)) where you will be audited and accredited with a gold, silver or bronze award if meeting the minimum requirements. The David Bellamy Conservation Scheme ([www.bellamyparks.co.uk](http://www.bellamyparks.co.uk)) is aimed at camping and caravan sites and is an alternative option for such providers with a greater emphasis on biodiversity and management of your grounds. Minimising waste and using resources efficiently is a great way to lower your business costs and environmental impact.

### Renewable energy

Although it can be costly to install renewable energy systems are a great way to make long term savings and to significantly reduce your emissions. Visit [www.energysavingtrust.org.uk/renewable-energy](http://www.energysavingtrust.org.uk/renewable-energy) for more guidance.

### Innovation

As we've said the Park Partners' scheme isn't intended to be prescriptive. For those of you that have innovated in a bid to prepare for a sustainable future we'd love to hear about it - and share any lessons learnt.

### Keep abreast of changing trends and seek customer feedback

It is important to know what your customers think. Whether you want use peer review sites, or more traditional methods think about how you are obtaining and acting on customer feedback. The National Park Authority also commissions a range of research to help you identify recent trends and to see how your business is doing compared with the wider area, helping you to evaluate what changes may be required.

[www.exmoor-nationalpark.gov.uk/living-and-working/info-for-tourism-providers](http://www.exmoor-nationalpark.gov.uk/living-and-working/info-for-tourism-providers)



## Working Together for Exmoor

Few businesses on Exmoor have the capacity to market the area globally, to be experts in all areas or to contribute to all aspects of supporting tourism. Working together can therefore be of benefit to everyone. You may be in competition with your neighbours, but you are also in competition with destinations across the globe. Working together locally will help to grow the Exmoor 'cake' and give everyone locally a bigger 'slice'!

Take a look at 'Working Together' - section 3 of the rural tourism toolkit for lots more information on why and how to work together.

### **Example Actions:**

#### **Collaboration / Sharing experiences with others**

It might be about sharing your experience of different products and services, or working with others to promote a united experience. If for example you are situated along the route of a long distant footpath like the South West Coast Path, Coleridge Way or Two Moors Way you can benefit from working with others along the route to provide a united service for walkers. Maybe you provide mentoring services for a new business supporting them in a certain aspect whether it be social media, cooking or accountancy!

#### **Support for Tourism Associations**

The local tourist association for Exmoor is Visit Exmoor

[www.visit-exmoor.co.uk](http://www.visit-exmoor.co.uk)

For information related to membership and joining please contact the Development Manager: [marketing@visit-exmoor.co.uk](mailto:marketing@visit-exmoor.co.uk) or phone 07956 829633

### **Contributing to local events**

Local events are often a strong part of our cultural heritage. Some of the bigger events act as an attractor to the area, whilst the smaller ones help to provide memorable experiences for our visitors. Many of these are run by voluntary community efforts. As a business you can support such events in several ways: donating the time and skills of you and your staff, providing in kind donations of services, offering prizes or sponsorship or even helping with the organisation, promotion and administration.

### **Community involvement**

Community involvement can be a powerful tool for businesses to stand out from their competitors, and demonstrate their responsibility to customers and staff alike and to contribute to the well-being of their host community. This could be achieved via serving on your parish or town council, taking an active role within a community group (e.g. helping at a youth club, or acting as a flood warden). It can also be about taking part in public consultations on the future, or helping to develop parish plans and activities etc.

### **Promoting packaged experiences based on special qualities**

One of the best ways to work together is to identify like-minded businesses offering complimentary services in order to promote packaged experiences. This could be based around a theme such as wildlife or walking holidays or could be a more general package showcasing the best of Exmoor.

There are some regulations you need to be aware of if you're selling a complete 'package holiday' but you don't have to sell it as one package. Simply having information, suggested itineraries and helping people to book with others can all help. If you're an accommodation provider tying in with a local festival is a great way of achieving this easily - whether it be the walking festival or the pony festival - whilst it can be particularly effective if accommodation providers work together with activity providers and attractions.



## Communicating the Message

Sometimes we can be so focused on doing the job or the right thing that we don't get around to telling people. To fully reap the benefits of being a National Park Partner it is important that you share what you're doing with your customers and potential customers as well as with your community, and other businesses and suppliers you work with.

A survey of hospitality providers on Exmoor highlighted that whilst many businesses were making significant use of local produce, a much lower proportion were communicating this on their menus, despite consumers taking a greater interest in local produce than ever before!

Take a look at section 2 Communicating Effectively of the Rural Tourism Toolkit.

### Example Actions:

#### Promote being a National Park Partner

Of course you can't do this fully until you've successfully applied, but you can commit now, and start making plans, to use the resources available to make sure people know that you are a National Park Partner. Take advantage of it to stand out

#### Making the links

If you have a website are you encouraging people to visit other sites to get all the information they need? The National Park website, [www.exmoor-nationalpark.gov.uk](http://www.exmoor-nationalpark.gov.uk), is full of useful information about the area, events, downloadable walks, and much more. [www.visit-exmoor.co.uk](http://www.visit-exmoor.co.uk) is the official tourism site for the area with directory listings for accommodation, activities, attractions and inspirational ideas. If you don't have a website it is still important that you're pointing customers to other people who can provide a part of their experience. If you're an accommodation provider how about linking to activity providers or vice versa? Retailers can also link to local attractions or food and drink providers etc.

### Sharing key messages

The National Park Authority has compiled some key messages ([www.exmoor-nationalpark.gov.uk/living-and-working/info-for-tourism-providers/marketing-and-business-support/key-messages](http://www.exmoor-nationalpark.gov.uk/living-and-working/info-for-tourism-providers/marketing-and-business-support/key-messages)) that can be shared with your customers to enhance their experience and ensure they are contributing to area and get a better understanding as to why it is such a special place. You can use these messages on your website, within promotional literature or within your premises.

### Social sharing

Social media can be very powerful. How are you using it to promote the area, and to share your business philosophy as a potential National Park Partner? Viper marketing talk about the rule of thirds for social media - a third of messages should be promotional (and you can promote the area as well as your business), a third should point to relevant information, facts and figures etc. and a third should be personal - what motivates you? Why do you care about Exmoor so much? What is your favourite walk? etc.

### Web information

Your website is your shop window for many guests. They may sometimes book through third party sites but the vast majority of your visitors at some point will end up on your website. It might be that you post on here your green policy and environmental statement. However whilst it is good to have and promote such documents they will often only appeal to a niche market. Instead how about embedding your love for the National Park into the main content of your site? Remember that people are most usually coming here due to the special landscape and those experiences they can have in it. Talk about how much you love the area and why; drop in some information about some of the actions you're doing which help the area and provide a better experience.

### Using the Exmoor brand

The Exmoor brand has been developed to help provide a consistent and clear brand in marketing the area. It is more than a logo, although that is a visual element of the brand. The Exmoor brand is available for use by a range of businesses and organisations, subject to certain criteria and helps visitors recognise the product we're offering. [www.exmoor-nationalpark.gov.uk/living-and-working/info-for-tourism-providers/marketing-and-business-support/exmoor-brand](http://www.exmoor-nationalpark.gov.uk/living-and-working/info-for-tourism-providers/marketing-and-business-support/exmoor-brand). An adapted version of the logo is available exclusively to National Park Partners.



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