

EXMOOR NATIONAL PARK – EXPERIENCE FRAMEWORKS

Business Information Sessions – 26th April 2018

Please note that this is illustrative and not an exhaustive list - it is open to creative input and enhancement. Please feel free to suggest other experiences that you feel meet the criteria we are looking for.

The research showed that immersive experiences are what the target markets are looking for (outdoor enthusiasts 35-55 years and mature experience seekers (50-65 years)). These should be:

- Deeply rooted in the landscape, character and spirit of place of the National Park.
- Motivators for the target international consumer segments.
- Incorporate and build on the best known and most iconic aspects of the National Parks.
- Extra-ordinary, allowing the visitor to immerse themselves in the ordinary everyday life of rural England.
- Full of character and help visitors connect with the people who have lived, worked and played in these landscapes for millennia.

We are looking for lead experience providers to apply through the application process in April. They can collaborate with other businesses to cover all aspects of the experience. We anticipate most experiences packaging two or more activities together. Separately, we need accommodation providers to apply to support the experience collection.

The framework details 5 overarching themes for the experiences on Exmoor – ideally any individual experience would fit under one or more of these:

Exmoor on the hoof

- Discover the story of the Exmoor ponies, Britain's oldest native horse breed, explore the wild areas they live in and meet the people who own and work with them.

Exmoor through time

- Unearth the history of England through the story of Exmoor

Eat Exmoor

- Discover the delicious local produce of Exmoor: where it comes from, who produces it, how its made and where to enjoy it.

Routes & rhymes of Exmoor

- Explore the ancient landscape, routes, rhymes and rhythms of Exmoor - a landscape that inspired the Romantic Poets.

Wild Exmoor

- Discover the varied and iconic wildlife of Exmoor including red deer, ponies, birds and butterflies, with expert guidance from a local guide.

Experience 1

Exmoor on the Hoof

Duration: 4-5 hours

Start your experience with a talk by those that love and care for the Exmoor ponies, and discover the history and heritage of this iconic Exmoor animal. Meet the ponies and even enjoy a ride (conditions apply) or another practical activity. Following on head out across the moors on a safari to see the ponies and red deer in their natural habitat, with a stop for lunch at a local English country pub.

Experience 2

The Exmoor English Afternoon Tea Experience

Duration: 3 hours

Begin at Miles Tea and Coffee Roastery in the small coastal village of Porlock. Discover more about this highly respected family company celebrating 130 years of tea and coffee roasting heritage on Exmoor. Visit behind the scenes with a coffee factory tour to see the roasting process from green to roasted bean and enjoy a very English experience by sampling a variety of different teas and tisanes with an expert taster.

Immerse yourself further and experience traditional English tea etiquette at an historic tearoom. Enjoy homemade scones, Exmoor's renowned Whortleberry jam and Somerset clotted cream. Walk away with a souvenir menu detailing the history of Afternoon Tea and West Country farmhouse Clotted Cream.

Experience 3

Pearl of Porlock

Duration: 4 hours

Discover the fascinating story of the Porlock Oyster and explore the bay they're produced in. Your guide will tell the story of this community project and the success in being the first Pacific Oyster site in England & Wales to achieve the top A classification.

Return to a restaurant kitchen to meet a local chef and immerse yourself in a demonstration of how to use and cook the Oysters in a locally inspired dish.

Sit back and relax and enjoy a memorable lunch of Exmoor's finest foods accompanied by award-winning Exmoor produced sparkling cider or gin.

Experience 4

Exmoor Ploughman's

Duration: 5-6 hours

Start out at a local Cookery School. Learn the art of breadmaking with locally milled flour and turn your hand to this craft guided by a local expert. While the bread is proving, take a guided foodie tour of the farms and food producers of Exmoor. After soaking in the remarkable farming landscape and learning about local breeds and food specialities return for a Ploughman's Lunch, the traditional fare of rural communities for centuries with of course your own hand crafted bread!

Experience 5

Exmoor Routes & Rhymes

Duration: 4 hours

Explore the stunning Exmoor landscape on horseback. Enjoy a literary inspired trail with a local guide. Trek in the footsteps of literary giants from the Romantic Poets like Wordsworth and Coleridge, to R D Blackmore author of Lorna Doone with a locally sourced picnic hamper on route.

Experience 6

Exmoor's Wild Side

Duration: 4 -5 hours

Join a wildlife safari through the country lanes and across the moor to see the iconic red deer and the Exmoor Pony in the wild. Learn how both have had an impact on shaping this iconic landscape. Later, meet a bird of prey expert in the heart of the moor for a hands-on introduction to falconry. You'll experience flying, feeding and learn about historic falconry as you build up an appetite for a traditional English pub lunch

Experience 7

Smugglers Tales of Exmoor's Coast

Duration: 3-4 hours

Join a local guide for a walk on the wild side traversing the Exmoor coast. The Exmoor coast is one of the tallest in the country as well as one of the least accessible. Discover rare wildlife, habitats, and tales of heroism, adventure and misdemeanours whilst delving into the colourful activities carried out along the coast in the past.

Experience 8

Medieval Exmoor

Duration: 6 hours

Your immersion into this medieval village starts at the fairy-tale Dunster Castle with a liveried guide in medieval dress. Tour the castle, hear the long history of the Luttrell family, and try your hand at archery in the historic castle grounds. Learn about the history of this historic wool village before visiting St Georges Church and seeing heritage sites such as the Yarm Market, Dunster Mill and Tithe Barn. Enjoy a local produce lunch in the convivial atmosphere of a quintessential English coaching inn and join the locals by sampling local ciders or gin in one of the many hostelryes.

Experience 9

Victorian Exmoor

Duration: 3 -5 hours

Be a Victorian for a day. Start at Lynmouth at the Exmoor National Park Visitor Centre based in the Pavilion overlooking the sea. Enjoy a short talk about Victorian Exmoor before stepping on to the Victorian engineered water powered Cliff Railway taking in the coastal views. Follow a short walk amongst the Victorian buildings of Lynmouth and hear about the heroics of the Overland Lifeboat Launch in 1899 before stopping for a light lunch.

Add even more authenticity with a trip on the nearby Woody Bay narrow gauge railway, which enabled more visitors to reach the remote Exmoor landscape in late Victorian times.

Experience 10

Dusk to Dark

Duration: 2-4 hour - evening

A sunset Land Rover tour of Exmoor's coast and countryside. See the iconic red deer at dusk. Join the locals as you enjoy local food provenance at a country pub and then (weather permitting) experience the magic and wonder of Exmoor's starry night sky and see for yourself why Exmoor was awarded the prestigious status as Europe's first International Dark Sky Reserve

With guidance from an expert local astronomer and telescope, find constellations and planets in an unforgettable dark sky adventure.

Experience 11

Old English Rural Life

Duration: 2-3 hour - evening

Visit the traditional and picturesque villages of Selworthy and Allerford and imagine what life was like here for locals in the past. Visit the 15th century church of All Saints at Selworthy perched on the side of a hill and wonder at the stunning view towards Dunkery Beacon, said to be the inspiration for the traditional English hymn 'All things Bright and Beautiful'. Take morning coffee or afternoon tea in the quintessential thatched tearoom on the village green. A short walk or drive will take you to the picturesque village of Allerford. Here you will see a traditional Blacksmith forge and the Packhorse Bridge thought to be Medieval in origin. A visit to the old village school now a Rural Life Museum will allow you to experience Victorian school life and see many of the artefacts that your ancestors would have taken for granted as a way of life.

If you have any queries, or would like to discuss any ideas, please contact Max Lawrence: experiencecollection@mail.com / 07860 135271.

To apply as an experience provider or accommodation provider to be a part of the English National Park Experience collection please visit:

<http://www.nationalparks.gov.uk/discoverengland>

Initial deadline 18 May 2018. Applications will continue to be taken over the summer for any experiences not already provided for.