

# Economic Prospectus SUMMARY



**EXMOOR**  
NATIONAL PARK



## Dartmoor and Exmoor National Parks

*World-class environments -  
Enjoyed by millions, generating millions*

**Dartmoor and Exmoor National Parks are special.** They are environmental, social and economic assets; their benefits extend beyond their boundaries. They help deliver health, happiness and wealth to millions. They are also living, working landscapes that are home to approximately 44,000 people and 3,145 businesses.

Both National Park Authorities understand that the high quality environment underpins economic activity. We support the economic wellbeing of our communities while maintaining a high quality natural environment and encouraging the sustainable enjoyment of our landscapes.

### Our National Parks offer:

- **An internationally recognised brand and high profile visitor destinations:**  
The National Park brand is recognised across the world for the quality of the environment and, through this, the visitor experience.
- **Iconic, treasured landscapes offering unrivalled opportunities for leisure, recreation and enjoyment.**
- **A world-class environment to aid inward investment to the region:**  
The quality of the environment and life associated with the National Parks is a key driver for inward investment to the region and an ingredient for retaining existing businesses.
- **Essential life and business support systems for the region (and beyond);** this includes water supply, carbon storage, food production and health benefits.



Both  
National Parks  
attract  
**5 million visitors**  
economic value of  
**£237 million**



Economic  
Landscapes  
**3,145**  
**businesses**  
annual turnover  
**£770 million**

Outdoor  
recreation is one  
of the nations'  
favourite pastimes  
**75%** regularly enjoy  
active recreation



# Our economic potential

## Dartmoor and Exmoor National Park Authorities

are keen to continue to support the economic growth of our rural communities, which, in turn, contributes to wider regional growth. There are four key areas we have identified to help develop opportunities for growth.

**3,145 businesses**  
**£770 million**  
**turnover**

**52%**  
business turnover  
from micro business

**21%**  
self employed

**15%**  
residents  
are directors,  
senior officials  
and managers

**18%**  
skilled trade  
occupations

Estimated  
**10%**

increase in GVA in rural  
areas with broadband  
access for all

(CLA, Importance of the  
Rural Economy 2014)

**93%**

businesses have  
9 or fewer employees,  
with 51% employment  
in small businesses  
(14% England)

(Valuing England's  
National Parks 2013)

**1**

## Improve Connectivity

- Superfast broadband - building on the **Connecting Devon and Somerset** rollout to deliver coverage to all settlements, visitor facilities and employment sites
  - Improved mobile coverage that does not damage the landscape to deliver 4G service to all settlements and key recreational areas
- Improved rail and road infrastructure - to ensure economic potential is unlocked sustainably.

**2**

## Promote the Place and Product

Recognising the value of the National Park and local supply chains, including food and drink, as quality destination 'brands' and the unique distinctive product they offer to the region.

The Greater  
Dartmoor and  
Exmoor areas over  
**8 million visitor days**  
**£428 million**

(STEAM tourism  
data 2014)

**43%**

of UK overnight domestic  
tourism involves  
outdoor recreation

(Reconomics 2014)





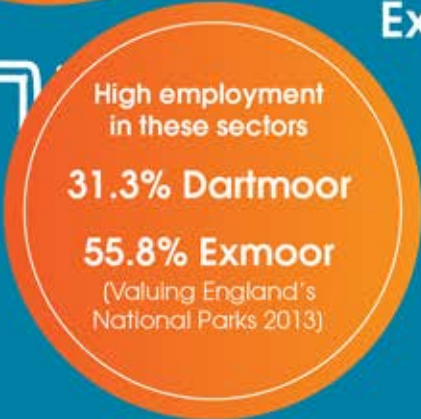
# 3

## Support for key sectors

(such as farming, food and tourism)

There is a need to invest in the development of skills, productivity and 'making the connections' eg linking farming, food and tourism.

This investment is not just about grants or loans or access to advice. It also needs to be in the form of facilitation-investing in a resource that helps businesses 'make the connection' and promote collaborative action. Locally based schemes (such as the two Hill Farm Projects) have a proven record of project delivery in remote rural areas - they can help the LEP 'reach parts that other initiatives can not reach'.



Household income lower than regional average,  
**Dartmoor 2%**  
**Exmoor 15%**

House prices higher than regional average,  
**Dartmoor +27%**  
**Exmoor +39%**

**2%** unemployment  
**4,473** employed in tourism sector

Average **92%** of planning applications approved

Only National Parks to be in Government 'vanguard' self-build pilot, supporting local housing need

# 4

## Sustain the resource

There needs to be an investment in managing the National Park resource - the environment, access to it and its promotion.

Without this continued investment the resource will degrade and the opportunities for sustainable rural growth considerably reduced. Investment in managing the resource is not an optional extra it is an essential foundation for future growth.





# Some of our success stories



## Ashburton Cookery School, Dartmoor

- One of UK's top private cookery schools, attracting over 3,000 cooks a year
- Chefs Academy trains around 200 entrepreneurial chefs each year
- Supports local sourcing and supply chains



## Singer instruments, Exmoor

- A high tech, high value company
- Designs and manufactures laboratory robotics for cancer research, exporting to over 60 countries across the globe
- In 2010 it was estimated the company was worth over £2m to the local rural economy



## Grey Matter, Dartmoor

- Multi-award winning software company based in Ashburton. Founded in 1983, it was one of the first businesses of its kind in the UK
- £35m turnover and 85 staff, it is a partner with global giants such as Microsoft, Dell and Intel
- Recently awarded a grant through the GAIN Growth Fund to support expansion plans and create 22 jobs for local people
- Long term ambitions to increase turnover to £100m - one of the South West's fastest growing businesses



## Shearwell Data, Exmoor

- Based on a working farm, one of the largest employers on Exmoor
- Provides a range of electronic identification products for livestock
- Exports products and services to more than 30 countries worldwide.

Speaking in the House of Commons, Planning and Housing Minister Brandon Lewis said:

*"Perhaps the most welcome bid was a joint bid for vanguard status from the Dartmoor and Exmoor National Park Authorities. I am delighted that the National Park Authorities are actively engaging with our proposals. We have no intention of using the right to build as a means of encouraging unacceptable development in our most precious landscapes. However, the National Park Authorities are keen to explore how the register could be used to identify and address local housing demand from long-standing residents who work and live in their National Parks."*

*"At Visit England, we know from experiences across the country that the National Parks brand is recognised and trusted by both domestic and overseas visitors, that it can draw a significant number of visitors... stimulate rural economies and jobs in the long term whilst helping protect and celebrate the country's most stunning and unique natural landscapes for generations to come".*

James Berresford,  
Chief Executive,  
Visit England

WE'RE  
SUPPORTING  
**devon**  
delivers

into  
**Somerset**