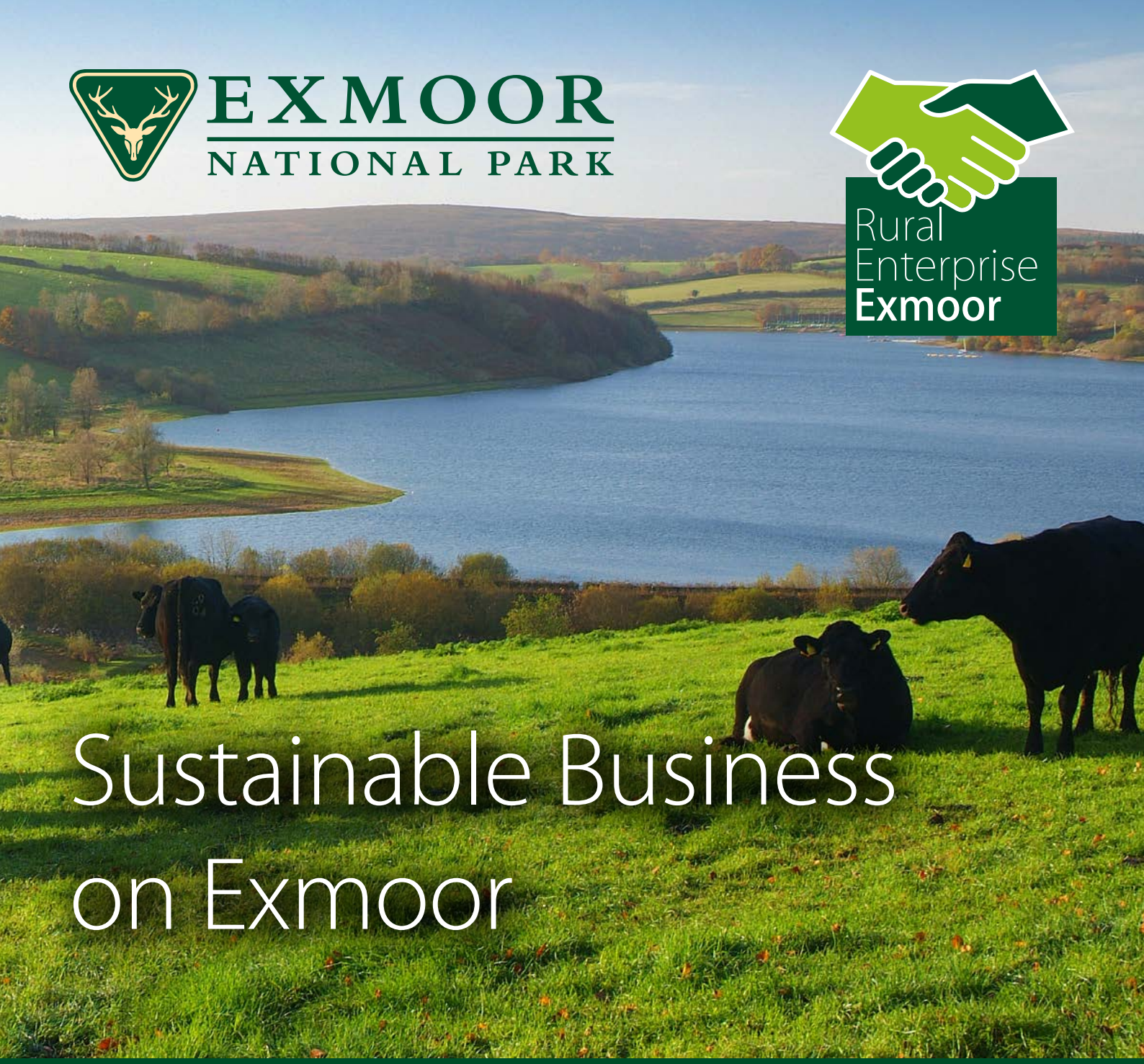
EXMOOR NATIONAL PARK

Rural Enterprise Exmoor

Sustainable Business on Exmoor



Cows at Wimbleball Lake Exmoor Commons / Neville Stanikk

A guide for businesses of any sector interested in exploring 'good' business practices around environmental economy, community wealth building and sustainability on Exmoor. Helping **you** to understand the steps you can take as a business and the opportunities available on Exmoor.

www.exmoor-nationalpark.gov.uk

Doing Business on Exmoor Part 3 of 3

How this guide can help you

All the key information, links and resources to help you understand:

What we mean by "Sustainability" and why it matters >

Our vision - what Exmoor is trying to achieve >

Specific actions businesses on Exmoor can take >

Intrigued? Then find out more!

Creating a greener, fairer, Exmoor for all

Welcome to Exmoor, a truly extraordinary place that we all have a responsibility to sustain.

Exmoor National Park is a living, working landscape that inspires and supports over 1,300 businesses. Yet Exmoor is not an infinite resource and we all need to be proactive to ensure that the landscape, culture and heritage that makes it special is sustained for future generations.

As a National Park Authority our primary focus and role is around conserving this national asset and helping people to understand and enjoy it. But while focusing on this role, we are keen to work with businesses and play our part in improving the social and economic wellbeing of the area.

This series of three guides aims to point you to key information and opportunities to help you make the most of being based within or around the National Park.

Local businesses can play their part in reducing waste, sourcing locally, using clean energy, developing staff and supporting the local community and environment, all of which help deliver benefits for a sustainable future,

Most businesses recognise that the heritage, culture and world-class environment of Exmoor have to be at the heart of what they do, but they don't want to be constrained by those things. This requires us to be forward thinking, responsive to innovation, and understanding of the changes taking place in the economy.

We hope to identify some key points and useful sources of further reading to give you the option of doing exactly that, here on Exmoor.



Dan James

Enterprise and Communications Manager
Exmoor National Park Authority
ruralenterprise@exmoor-nationalpark.gov.uk



About these guides

What they are, who they are for and why...

This guide is the third in a series of three guides.

1. Working in Exmoor National Park
2. Good Tourism on Exmoor
3. **Sustainable Business on Exmoor**



Get the guides >

This series aims to help guide local businesses operating within and around the National Park, providing practical ideas and information to make the most of the opportunities afforded by the area for your business.

The guides are applicable to any business operating within Exmoor National Park, OR a business located close by whose primary service/product is specifically related to the National Park.

Who we are

EXMOOR NATIONAL PARK

Exmoor was designated as a National Park in 1954. The coordination of work to achieve National Park purposes in the area is undertaken by **Exmoor National Park Authority**, a free-standing local government organisation.

Exmoor National Park Authority decides what measures to take to achieve the two National Park purposes;

- "To conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park"
- "To promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public"

In carrying out these purposes the Authority has a duty to seek to foster the economic and social well-being of local communities within the national park.

Rural Enterprise Exmoor is a partnership initiative facilitated by the National Park Authority to bring together key players supporting Exmoor's rural economy to support the development of a strong and thriving economy whilst keeping Exmoor special.

Questions? More Information?

Find out more about the work of the **National Park Authority** and **Rural Enterprise Exmoor** at:

www.exmoor-nationalpark.gov.uk/community/rural-enterprise

Contact us at:

Email: ruralenterprise@exmoor-nationalpark.gov.uk

Tel: 01398 323665

Address: Exmoor National Park Authority, Exmoor House, Dulverton, Somerset, TA22 9HL

Follow us on Facebook and Instagram at: @RuralEntExmoor

Get in on the conversation at: #WeAreExmoor

Credits

Developed by **Exmoor National Park Authority** in conjunction with Black Spiral Design.

First edition published 2022. This 2nd edition published 2026. All content (except where noted) is © Exmoor National Park Authority 2026.

The Rural Enterprise Exmoor initiative has been established by **Exmoor National Park Authority** in partnership with the **Somerset Council, Devon County Council, North Devon Council, the Federation of Small Businesses, Visit Exmoor, Exmoor Hill Farming Network** and **Skill Up Somerset.**

The first edition was part funded by the UK Government through the UK Community Renewal Fund as part of the Somerset Business Cluster and Networks initiative.

Disclaimer

Whilst all the information in this guide is believed to be correct at time of publication the authors can accept no responsibility for any error and will not accept liability for loss or damage caused by any reliance placed on the information contained in the guide. Our goal is to keep the information updated and we will seek to correct any errors brought to our attention.

The authors are not responsible for the availability or content of external sites / links. The authors do not endorse any specific organisations, processes, or services.

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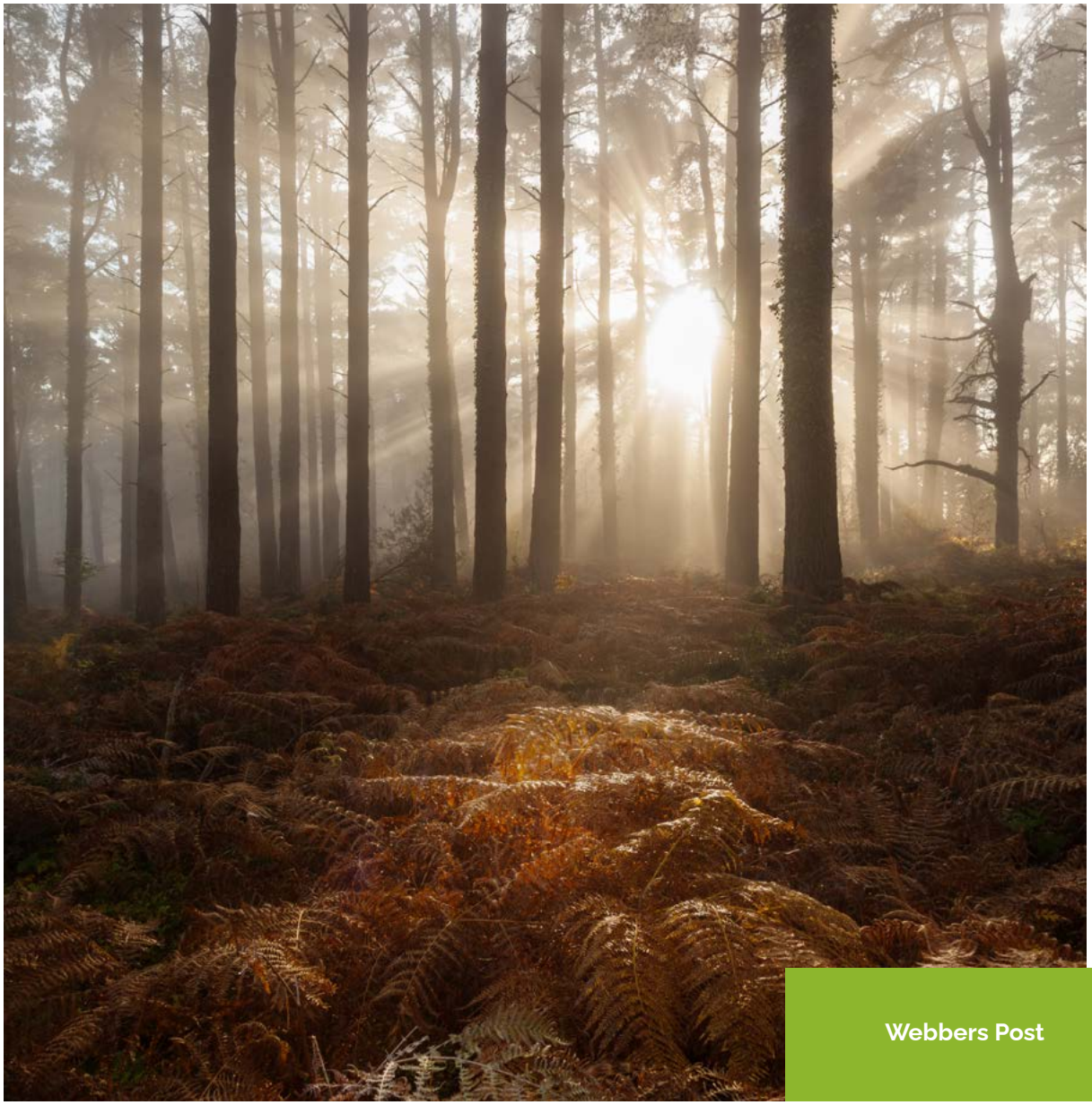
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Neville Stanikk

Webbers Post

Using this guide

This document features several interactive elements to make it easier to use and help you find just the information you are looking for...

Navigation

On each page you can use the navigation icons to quickly move around the document.

"**Home**" goes to the contents page

"**Previous**" goes to previous section

"**Next**" goes to next section

Links

Link >

button

Click on an underlined link to navigate to the external URL (hover to see the destination).

Click on a button to undertake actions or navigate within this document.

Keep Notes

☑

Click on any "Keep Notes?" checkbox to add the important links to the notes page at the end of the document.

Got the Print Version?

Scan this QR code for the full digital version with all the interactive features.



Exmoor National Park Authority

Litter Picking

What we mean by Sustainability...

Sustainability is a word often used, but less often understood. Sustainability is about ensuring our actions today do not compromise future opportunities, leaving lasting benefits for our economy, community and environment.

Breaking it Down

Many will think of environmental sustainability and focus on our use of natural resources, but true sustainability can perhaps best be described as a three-legged stool whereby for the stool to balance, we need to give equal attention to the environment, economy and society. Some refer to this as the 'triple bottom line'.

To work towards becoming a sustainable business it is therefore important that you consider the environment and community in all your business decisions, as well as your economic viability and profitability.

Exmoor is undeniably a special place, and the way people have interacted with the landscape over the centuries has formed much of Exmoor's culture and identity. Much of Exmoor's economy is directly dependent upon its natural environment. So the goal has to be to support our economy and our communities, in harmony with the environment.

By emphasising economic activities that benefit from and contribute to our high quality environment, the wellbeing of local communities can be enhanced in ways that are truly sustainable.

Our vision (see page 14) for rural enterprise on Exmoor is based on two fundamental principles: that everyone on Exmoor should have the essentials for a good life; and that together we place less pressure on the environment upon which all of us depend.

The Bottom Line...

Sustainable business on Exmoor is about doing more good and less bad. It is about supporting viable, profitable and thriving businesses that contribute to and benefit from Exmoor's special qualities, without taking away from them. **A sustainable business is a good business and will protect and invest in its assets.**

KEY TAKEAWAY

Focus on what you can do to look after and enhance Exmoor's environment and community whilst developing your business. The information in this guide will provide some **practical ideas and inspiration** to help you on your way.

Why it's time to act...

The Intergovernmental Panel on Climate Change (IPCC), the world's leading authority on climate science, has warned that every increment of global warming increases risks to people and nature. The IPCC concludes that limiting warming to 1.5°C would significantly reduce the impacts of climate change compared with higher levels of warming. Exmoor National Park Authority, alongside many other organisations, has therefore declared a climate emergency and is taking action to reduce emissions and build resilience to climate change.

IPCC website >

We are also facing a nature emergency. The Dasgupta Review for HM Treasury highlights that more than half of global GDP is moderately or highly dependent on nature. According to the State of Nature 2023 report, species in the UK have declined on average by 19% since 1970, and nearly one in six species are threatened with extinction.

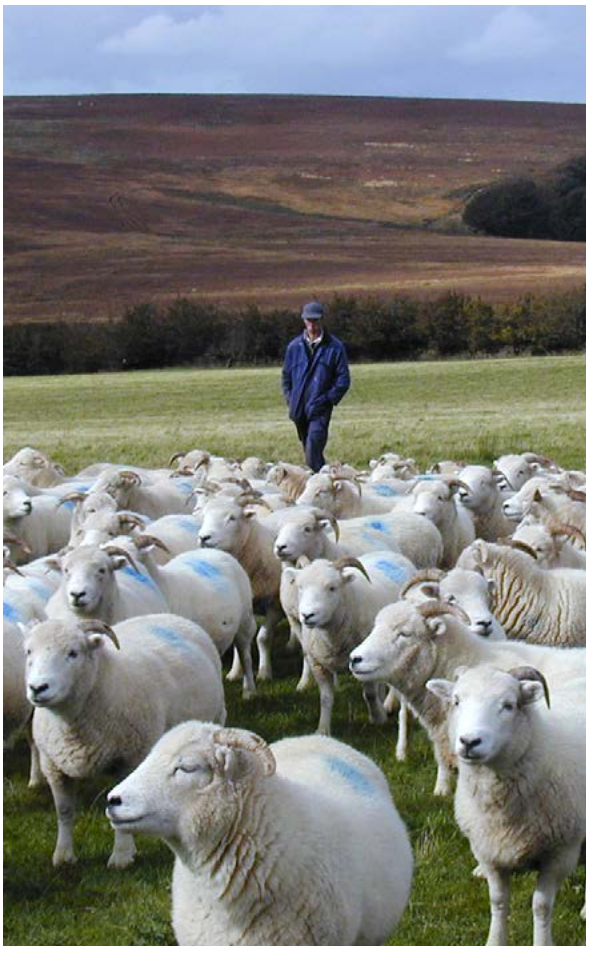
We are working with the UK's National Parks and partners to help address both biodiversity loss and climate change.

These crises are inextricably linked: climate change is accelerating nature loss, while healthy ecosystems play a vital role in storing carbon, supporting wildlife and helping communities adapt to a changing climate.

Every business has a part to play, as all economic activity ultimately depends on natural capital and resources such as clean water, healthy soils, food, raw materials and a stable climate.

The Race has Started....

Across the world, and here on Exmoor, the race has begun. Government, business, communities and individuals are striving to reach net zero – whereby we are not adding new emissions to the atmosphere. There will still be emissions, but these will be balanced by absorbing an equivalent amount in the atmosphere. Net Zero by 2050 is the goal – but we need to do all we can to get ahead.



Exmoor National Park Authority


Kerrie Wilson

Getting Started as a Business…

Helping to respond to the climate and nature emergencies as well as adapting to them will make your business more resilient, reduce costs and safeguard the very assets you depend on. Your first steps should be to learn more about the need to respond positively to the climate and nature emergencies – but don't despair! There are easy steps that can be taken.

The links below can help you get started:

Climate Resilient Somerset >

Devon Climate Emergency >

UK - SME Climate hub >

Business For Nature >

The Nature Handbook for Business >

ENPA actions for climate and nature >

The Carbon Trusts footprint calculator >

FSB's 'How to get started with sustainability' guide >

KEY TAKEAWAY

The situation with climate and nature cannot be ignored. Everyone has a part to play and by learning more, working together and making changes to how we operate our businesses, we can help address this issue here on Exmoor.

Our Natural Capital

Traditional economic development focuses on increasing jobs and the value of them, to the local economy, and helping businesses to grow. On Exmoor we recognise the need to measure things differently focusing more on the wellbeing of our communities, the health of our nature and the resilience of our businesses.

One way to achieve this is to count not only the money flowing in and out of the area, or the jobs supported, but to try to place a value on our natural and cultural assets. This is the Natural Capital approach.

Why does Natural Capital matter?

This is a relatively new concept and approach, but increasingly becoming part of mainstream thinking about how places will develop. It's important therefore for everyone to be aware of the concept, particularly here on Exmoor, where OUR Natural Capital is particularly key to what makes this place special.

For businesses, the increasing use of a Natural Capital model will change the way economic activity is measured and perceived, such as:

- **Unified Metric** - Using the natural capital approach we can bring all the different environmental impact measures together as a single meaningful measure. This makes it easier to build these impacts into business planning and financial projections.
- **Identifying risks** – Placing value on natural assets can help Identify which elements of the supply chain are having the biggest environmental impact and help businesses to take action to reduce them.
- **Market advantage** – Being able to place a comparable figure on the environmental performance of a business allows the green credentials to be showcased in a meaningful way to potential customers.

Further Reading

The business case for natural capital investment >

Valuing Nature >

Natural Capital Protocol >

KEY TAKEAWAY

Natural Capital is a new way of considering the value of our natural assets. It is likely to become progressively more important in the coming years, so **being aware of and understanding its implications can give you a business advantage .**

Exmoor - a snapshot

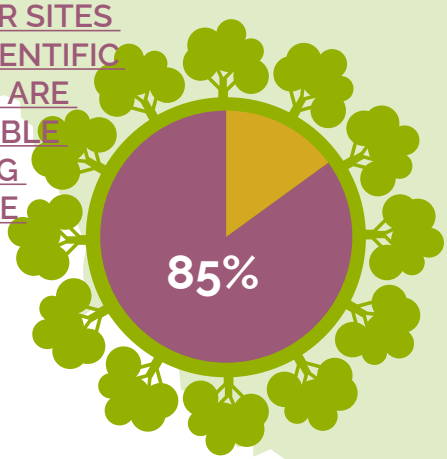
ENVIRONMENT

2,500 HECTARES OF ANCIENT SEMI-NATURAL WOODLAND

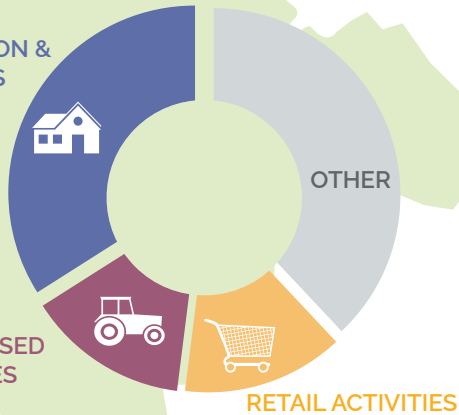


38% is a UK priority habitat for conservation

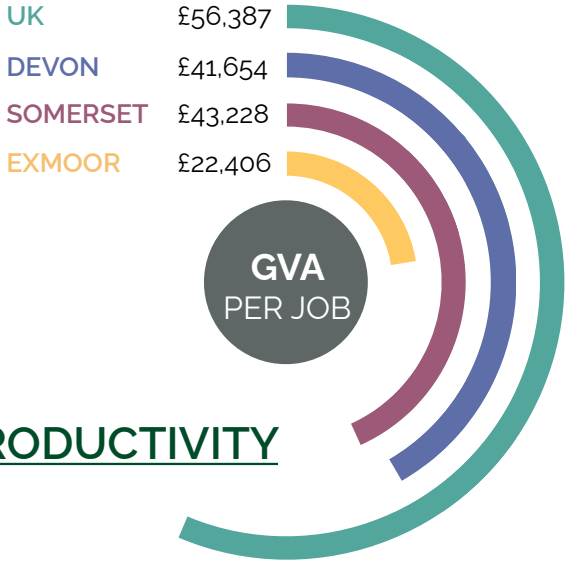
85% OF EXMOOR SITES OF SPECIAL SCIENTIFIC INTEREST(SSSI) ARE IN UNFAVOURABLE OR RECOVERING UNFAVOURABLE CONDITION



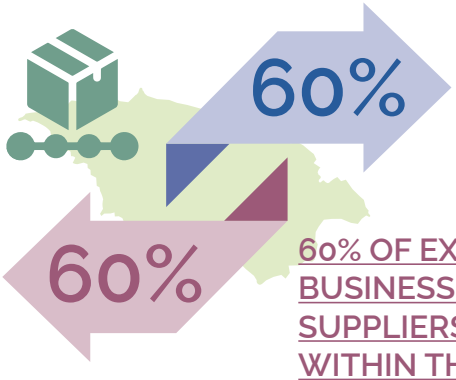
BUSINESS SECTORS



PRODUCTIVITY



SUPPLY CHAINS

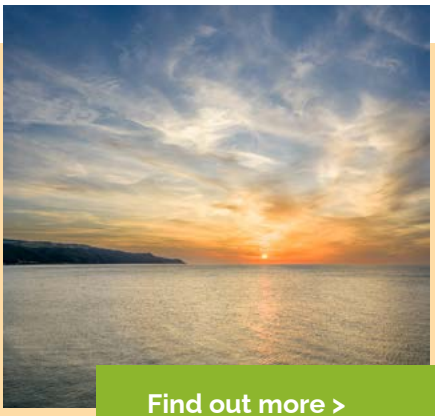


60% OF EXMOOR BUSINESSES USE SUPPLIERS FROM WITHIN THE NATIONAL PARK

Reference Rural Enterprise Exmoor Vision 2021

A Vision for the future of Exmoor

We have a vision!
It is a shared vision developed following extensive research and engagement with hundreds of businesses, community stakeholders, partners and young people whose future is in our hands.



Bossington Sunset by Shaun Davey

Find out more >

How will this help me?

Sustainability and planning for the future is not easy, it's a wide subject, and it can be difficult to focus energy where it counts. The vision provides a framework and structure to help everyone visualise the journey and pinpoint what success looks like. Understanding the larger picture on Exmoor can also help you channel your efforts and activities and identify the areas you can address. Finally, it also helps you understand who else is doing what and identify opportunities to collaborate to achieve a positive outcome for everyone on Exmoor.

How to get started

Read the full vision here:

Rural Enterprise Exmoor Vision >

The overall aspiration is for Exmoor to have:

An economy building community wealth, sitting lightly in its environment, and creating opportunities from its special qualities.

- Retaining benefits (social, environmental and economic) and ownership within the community; measuring more than financial outputs.
- Helping our economy and environment to recover and prosper in harmony.
- Making the most of our unique situation and special assets to our best advantage.

It's a vision about creating opportunities for entrepreneurs to develop their ideas, for people to thrive and for the environment to recover. It identifies two major factors which are driving change both in the economy and wider society and which demand a response – an increasingly green agenda as a result of the climate and nature emergencies, and a more technologically driven digital world. Whilst both are important this guide relates largely to the Green agenda and how businesses can help address this portion of the vision.

Vision for Exmoor's Economy 2030

VISION

An economy **building community wealth**, sitting **lightly in its environment** and creating **opportunities** from its **special qualities**

DRIVERS OF CHANGE

- **An Increasingly Green Agenda - Climate And Nature** — Adapting to the climate crisis is a given. Over the next 20 years it will become the dominant driver of economic development and government policy. It is likely that responding to the nature crisis will become equally important.
- **A Technologically Driven Digital World** — The pace of new disruptive change being implemented is increasing. The need to change, adapt and learn new skills will be paramount for a successful economy or business - in any sector.

PRIORITIES

- **Housing**
  - More affordable homes
  - More homes for local people
  - More housing overall
  - More adaptable homes

  This is important for stabilising and growing the population, for enabling local people to remain (and work) and to allow homes to adapt to changing needs
- **Digital Connectivity**
  - Fast broadband speeds
  - Fast and reliable mobile
  - New skills for a digital age
  - Widespread adoption of new technologies

  Almost every aspect of the economy will depend on very fast and reliable broadband and mobile coverage - from agriculture, to tourism, to training, to remote working
- **Working Together**
  - Shared leadership
  - Involving young people,
  - Shared understanding
  - Regular open forums

  To ensure that communities and businesses can thrive in future, in challenging times, there needs to be more openness, respect and understanding - building value from collaboration

PROPOSITIONS

- **Successful Businesses**
  - Business support
  - Collaboration
  - Innovation
  - 'Good' business

  The benefits of business networking are well known - for local trade and innovation
- **Community Assets**
  - Local housing
  - Community energy
  - Community food
  - Community ownership

  Giving the community control over some land and other assets can help with housing, energy and poverty
- **Brand and Identity**
  - Market Intelligence
  - Unified brand
  - Promoting Exmoor
  - Visitor giving

  A strong unified brand will help businesses create added value and reinforce what is special about Exmoor
- **Flourishing Farms**
  - Nature & landscape
  - Prosperous livelihoods
  - Next generation
  - Local supply chains

  Post-CAP reforms, market changes and the climate agenda will force change and provide opportunities for farming

PROPOSALS

- Quality Experience
- Multi-Use Hubs
- Natural Capital Markets
- Skills And Learning
- Transport Networks
- Digital Markets

I think it is the most progressive vision I've seen from the National Park. Collaboration among businesses is so important. Cross fertilisation of ideas, being inspired by others whether in your sector or not. This vision is just the starting point.
Harry Singer, Singer Instruments



Singer Instruments



Three Atop

The essence of Exmoor is that it is a working place. To survive it has to work so we really need to harness the environment we have. Small businesses have to help themselves – when we all work together it tends to go better.
Nick Hosegood , Three Atop

Priorities, propositions, and proposals

In order to achieve the vision a number of priorities, propositions and proposals have been identified. The Rural Enterprise Exmoor Partners will be pursuing opportunities to fulfil the vision and the opportunities identified.

Find out more

Rural Enterprise Exmoor Vision >

REE Vision Launch Video >

Rural Enterprise Exmoor

KEY TAKEAWAY

Collaboration is key. The vision will help Exmoor's economy, environment and communities. We all have a part to play. The vision can help you identify actions to take and other people and organisations to work with. **Take a look at the vision – what can you pledge to do to help fulfil it?**



REE Vision Workshop

Actions you can take

The rest of this guide focuses on specific actions and initiatives businesses can explore and undertake in order to address sustainability and contribute to the Vision for Exmoor . Some of these actions are free of charge but several may incur significant costs. Where this is the case we would always suggest you investigate each thoroughly in light of your own business plans before going ahead.



Energy Efficiency

Energy use – heating, lighting, running electrical appliances and running your vehicle/s – is probably one of your greatest areas of expenditure as well as accounting for a significant proportion of carbon emissions. It really is the responsibility of us all to reduce usage.



How will this help me?

With rising energy costs, reducing your use of energy is a win-win situation for your business and the environment. Any savings you can make will, no matter how small, directly improve the profitability of your business. As well as cutting your running costs you will also be conserving resources and reducing carbon emissions.

How to get started

Start small and take some initial simple steps to reduce your usage in the first instance:

- Don't leave appliances on standby
- Switch to low-energy light bulbs
- Use sensors or timers to control lighting
- Limit the use of tumble dryers
- Use A-rated appliances and boilers
- Install individual room heating controls
- Consider positioning and maintenance of fridges and freezers
- Limit unnecessary journeys or use sustainable methods of transport instead
- Get a smart meter or invest in an energy monitor to identify sources of highest use
- Use your bills to compare your energy usage and see savings achieved throughout the seasons

Further steps very much depend on your business activities. The links below can help you go further:

Energy Saving Trust Commercial Hub >

Energy management self-assessment tool >

SME Carbon Footprint Calculator >

KEY TAKEAWAY

Even tiny changes to your energy consumption can have a big impact over the course of a year. Do monitor your usage and where possible make changes to increase the efficiency of appliances, vehicles and your place of business as well as the way that you use them.

Renewable Energy

Another option is to replace the source of the power required. Renewable energy comes from sources that are not going to run out. It is clean energy which does not produce harmful emissions and has the potential to replace some or even all of your commercial energy use.



Exmoor National Park Authority

Exton affordable housing

How will this help me?

Generating your own renewable energy is a great way to reduce your emissions and energy costs. It also makes your energy supply more secure and gives you some protection from price changes. Although the initial outlay can be high the payback time is often relatively small in commercial terms and increasing your use of renewable energy will make your business more resilient.

How to get started

Firstly, you need to **understand your energy needs**. Some technologies (like wind turbines) generate electricity, whereas others (like ground source heat pumps) generate heat. Some do provide both, but knowing what energy needs your business has is key in selecting technologies to explore.

Secondly, **look around and talk to others** about what they are doing. This can help you ascertain the actual impact of renewables to a business, and help you understand, given your situation, aspect and surroundings, which technologies are most viable.

It's also worth noting that increasingly we are seeing community and district level renewable energy schemes, often run by community enterprises, it may be that there is a renewable scheme in your locality.

Finally **get advice**. Every business and premises is different, so it's important to get some expert advice on what will and won't work for you. We have listed some key sources below:

Energy Saving Trust >

www.cse.org.uk/advice >

www.renewableenergyhub.co.uk >

KEY TAKEAWAY

Moving to renewable energy generation can be a daunting process, with significant initial costs. **However it can make a huge difference to not only your energy bills right now, but to the resilience of your business going forward.**

Waste Management

Waste is a major concern both in terms of cost and environmental impact. We need to take the life cycle approach to managing waste which starts with how we source and buy a product (how is it made and how is it distributed?), how we use it, through to how we dispose of it.



How will this help me?

Preventing waste will ultimately reduce the need for materials and limit the amount of greenhouse gases released throughout its life cycle. Minimising the amount of waste that ends up in landfill sites will help reduce negative environmental impacts. Furthermore, as a business you are literally paying for waste disposal, so anything you can do to reduce waste will impact your bottom line.

How to get started

We can only manage waste effectively if we know what we are producing and why, so putting an effective waste management system in place should involve:

- Measuring and monitoring the waste produced in your business
- Understanding and evaluating the costs involved with your current regime
- Developing and implementing an action plan to deal with your waste

When you go over your waste data, look for:

- Where you can eliminate waste by switching products, changing how you use them or replacing them with a different approach.
- Where you can reduce waste by changing products, quantities or frequencies.
- Where you can recycle and re-use instead of putting things in the bin.

You can get further advice from:

www.wrap.org.uk >

www.recyclenow.com >

www.gov.uk >

KEY TAKEAWAY

Much like energy, small changes in your purchasing or behaviours can have big impacts on the amount of waste you produce. By understanding and monitoring your waste **you can not only save money but also avoid negatively impacting the environment.**

Water Efficiency

There is a tremendous amount of growing pressure on our water supplies and even after a wet winter, we can still be in 'water deficit' – i.e. where the available water is less than the region's demand. All businesses can take steps to conserve our water supplies and avoid over extraction.



How will this help me?

Implementing water conservation measures can encourage you to better manage how and when water is being used, ultimately leading to cost savings for your business. Using less also has a positive impact on how much needs to be generated from the environment and helps make water supplies more resilient against impacts from climate change, such as droughts.

How to get started

Once again the key is taking small steps initially to reduce usage where possible. Consider:

- Remind employees and visitors to save water (posters/pictures/signs above taps etc).
- Regularly checking for (and fixing) leaks and dripping taps.
- Fit water-saving devices. These devices can include flow restrictors, aerators, percussion (push) taps or limiters on water pipes.
- Install energy-saving taps (e.g. mixer taps) which deliver water at the temperature required.
- Use water-efficient washing machines and dish washers.
- Install water-saving devices in your toilets or install low-flush versions or waterless urinals.
- Consider a rainwater harvesting system which collects rainwater for use elsewhere.
- Consider grey-water recycling, a system which treats bath, shower or laundry water which can then be used to flush toilets, water the garden etc.

www.southwestwater.co.uk >

www.wessexwater.co.uk >

www.waterwise.org.uk >

KEY TAKEAWAY

Water is a vital resource for both the planet and your business. **Using it as efficiently as possible saves you money and protects this important resource.**

Nature Recovery

Achieving a more nature-rich Exmoor means everyone collectively taking steps to put nature first. We are only just beginning to understand how these changes might impact the landscape and rural economy, and how they can be achieved in harmony with Exmoor's special qualities.



Exmoor National Park / Nigel Stone

Tortoiseshell Butterfly

How will this help me?

The nature, wildlife and landscapes of Exmoor are some of its most special qualities. Whether those qualities are a vital part of your business and appeal directly to your customers, or whether they are simply part of what makes living and working here so wonderful, we can all do much more to ensure nature thrives on Exmoor.

How to get started

Exmoor National Park Authority has published an ambitions vision for nature recovery.

Read more about our Nature recovery Vision >

The following are some simple first steps businesses can contribute to a nature-rich Exmoor.

WILDLIFE FRIENDLY PLANTING

Nature isn't confined to the wild open moorlands or the wooded valleys but is 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 for ideas and inspiration.

SOWING THE SEEDS

Species rich grasslands can help to increase biodiversity and lock up carbon. But they are disappearing – it is estimated 97% of wildflower meadows have been lost since the 1930's, now covering less than 1% of the country and just 2500ha of flower-rich meadow remaining on Exmoor.



Exmoor National Park / Anne & Bob Rivett

Sowing the Seeds



Exmoor National Park Authority

Tree Planting on Bye Hill

Sowing the Seeds is a project seeking to change this. You can be involved whether through donating to the CareMoor for Exmoor appeal to help fund new creations, sowing new wild flower meadows on land you may own or even donating seed should you already have a wild flower meadow.

Sowing the Seeds >

TREE PLANTING

We're on a mission to increase tree coverage from 13% to 17% as recommended by the government's climate advisors. However, it is important that we follow the advice of getting the right tree in the right place.

Info for Tree and Woodland Owners >

You can support tree planting by donating to our CareMoor appeal, making suitable land available or volunteering your staff to help plant trees.

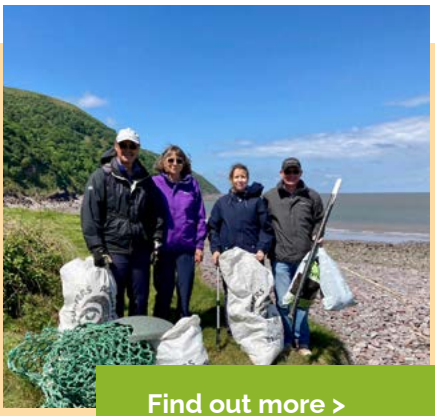
CareMoor - Woods & Trees Appeal >

KEY TAKEAWAY

Nature is a vital part of Exmoor, and everyone playing their part on land of any size can **help make a positive difference to build a healthier, richer environment for the future.**

Go Plastic Free

Exmoor was the first National Park in the country to be wholly recognised as a Plastic Free Community. Plastic Free Exmoor recognises ongoing efforts by businesses and communities across the region to start reducing the impact of single-use plastic on the environment.



Exmoor National Park Authority

Find out more >

How will this help me?

Drastically reducing the consumption and availability of single-use plastics, like packaging, cups, cutlery and carrier bags throughout Exmoor helps combat the global problem of plastic pollution through local action. As a business you can rethink your own impact and reduce the amount of plastic waste on Exmoor. You also have the opportunity to influence your customers too.

How to get started

Review your daily business operations and identify the usage of single-use plastics in your business. Where possible reduce your plastic footprint with alternative products or different choices.

PLASTIC FREE EXMOOR SURFERS AGAINST SEWAGE

Get involved with Plastic Free Exmoor. We coordinate the activity across the National Park

Plastic Free Exmoor >

Support your local plastic free community. There are plastic free groups covering both the Devon and Somerset portions of Exmoor:

Plastic Free West Somerset >

Plastic Free North Devon >

Become a Plastic Free Business Champion by pledging to remove at least three items of single use plastics from your business – but you can go much further and some have cut single-use plastic completely from their operations.

Plastic Free Business Champions >

Spread the word and encourage others to do the same!

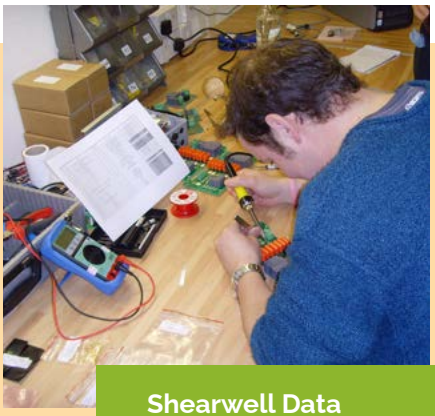
www.plasticfree.org.uk >

KEY TAKEAWAY

Plastic is a global pollution problem, but making small changes can have a big impact on the natural world. If all of Exmoor makes an effort to reduce our plastic footprint **we can make a big difference and persuade others to follow our lead.**

Local Supply Chains

Keeping money circulating locally is an important way to improve the resilience of Exmoor's rural economy. Buying and selling locally ensures money that is generated on Exmoor benefits the area more than once, as well as ensuring long-term economic viability for the National Park.



Exmoor National Park Authority

Shearwell Data

How will this help me?

By choosing to work with other local suppliers, we are supporting businesses that are at the very heart of our communities on Exmoor. These businesses can then, in turn provide valuable local employment opportunities, purchase from other local businesses and ensure as much money as possible is retained in the local area. Buying and selling locally can also reduce your overheads (such as transportation) as well as showcase the ethical credentials of your business.

How to get started

The first step for any business is to consider your current supply chain, from who and where you purchase your products. Then for each product to consider if there are local options available and if making any switch is viable and of benefit to your business.

The following ideas can help you identify useful businesses locally:

- **Join The** Rural Enterprise Exmoor Facebook group – an opportunity to share ideas and actions, to celebrate the wins and find help with the challenges.
- Join the **#WeAreExmoor** conversation on social media.
- Add your business to the Exmoor Business Directory so other businesses can find you

  directory.exmoor-nationalpark.gov.uk >
- Use the Exmoor Business Directory to research for prospective partners.

Selling Locally

Why not also consider who you could sell to locally? Many other businesses will also be looking to buy local for the exact same reasons as you, and if they in turn know you are buying local then it can be a powerful argument to sway them as a customer.

KEY TAKEAWAY

Buying and selling locally can have a huge impact on the local economy and your business. **It also can benefit you directly in terms of reduced overheads and even gain you new business.**

Join the conversation at #WeAreExmoor

Businesses across all sectors are encouraged to join the #WeAreExmoor campaign by using the hashtag within their social media messaging. This campaign celebrates Enterprise on Exmoor and facilitates networking and knowledge sharing.

#WeAreExmoor >

How will this help me?

Being part of a wider Exmoor conversation can expose you to new customers, supporters, opportunities and business contacts you may not be able to reach yourself. This campaign can help highlight you as it celebrates the accomplishments of a range of businesses across Exmoor, profiling the people behind the business and the links to the local area.

In addition, being part of the conversation can help you find partners, network with other businesses and build capacity for doing business locally.

How to get started

Any Exmoor-based businesses or businesses that have strong links back to Exmoor can take part. We want to hear from all businesses across all sectors and to encourage people to think about the vast benefits of using local businesses. Not just potential customers but business to business engagement, links and support.

Use the hashtag **#WeAreExmoor** when posting about your business, your links to Exmoor and to share good news or best practice. The more we use it the bigger the conversation becomes.

Follow and interact with the official REE social media accounts @RuralEntExmoor

An annual Rural Enterprise Exmoor Business Networking Day is held each autumn – look out for details of future events by visiting our website:

www.exmoor-nationalpark.gov.uk >

KEY TAKEAWAY

Being part of a bigger Exmoor conversation not only **helps you reach a bigger audience, but it clearly and positively associates you with the National Park.** Furthermore it's a great way to get involved with the Exmoor business network.

Become a CareMoor for Exmoor Champion

Your support can make a big difference to vital conservation and access work on Exmoor, keeping it as a place to Dream, Discover and Explore. By making a commitment to raising funds for CareMoor you can become a CareMoor for Exmoor Champion.



Find out More >

How will this help me?

Customers are often drawn to use businesses that they see are giving back. When a business supports a good cause that the customer can identify with, it can help that business stand out in a crowded marketplace. These days more than ever, the public are looking to support and care for the environment and if they are living, visiting or doing business in Exmoor it's a great way to show you are directly supporting the landscapes they love.

How to get started

Read up on the scheme and consider what you and your business would like to support and how you could generate funds. You could, for example, choose to:

- Help maintain and improve our rights of way
- Support biodiversity and meadow creation
- Offset the carbon footprint of your business by contributing to tree planting

We understand that every business is different and may want to raise or collect funds in different ways. We can discuss ideas with you and be as flexible as necessary.

Remember these actions will resonate with the public. By including these messages and showing your support for CareMoor within your website and social media, this will tell your customers more about what you and your business stands for and help to build a successful relationship.

Apply to be a CareMoor Champion >

KEY TAKEAWAY

By becoming a CareMoor for Exmoor Champion, you very visibly show that your business contributes to Keeping Exmoor Special. This is a powerful message to your customers and **makes a particularly strong association between your business and the National Park.**

Community Wealth Building

There is an increasing commitment by community development companies in the National Park to take on ownership and management of a range of income-generating community assets. This activity strengthens the places we live and work and helps sustain them for the future.



Parracombe Pavilion

How will this help me?

Traditional economic development practice and developer-led regeneration are failing to address the economic challenges of our time. Community enterprise helps create employment and enhance a sense of place for both residents and visitors. Empowering and supporting these initiatives retains greater wealth locally, ensures more local control over decisions and benefits all those who live, work and visit Exmoor.

How to get started

Begin by finding out more about existing community enterprises and what new initiatives may be being developed in the area local to your business. The following organisations and bodies are good places to start:

www.smartcommunities.org >

www.devoncommunities.org.uk >

www.socialenterprise.org.uk >

www.bitc.org.uk >

www.cles.org.uk >

Supporting Local

As a business you can play your part too by working with community enterprises, supporting them and helping them achieve their goals. You could consider:

- Linking in with community events
- Sponsoring community projects and enterprises
- Purchasing or supplying directly with community enterprises
- Providing professional support or volunteering time and labour

KEY TAKEAWAY

Supporting community enterprise can retain wealth, provide opportunities and give places a degree of control over their own future. As a business **you can get directly involved in supporting your locality within Exmoor** as well as deriving benefits from the association.

Some Exmoor Examples

Roadwater Village Stores

With the village shop under threat and no immediate buyer on the horizon the community stepped in, first forming a company to purchase stock and lease the shop before forming a Community Benefit Society and buying the freehold. Funds were raised by community shares and grants and the shop has since been refurbished and extended and now includes a café area and local information.





Parracombe Pavilion

A community enterprise developed by the Parracombe Community Trust to create an essential service within Parracombe including a viable shop and café after the old village shop closed down. Their vision was to develop a place where everyone is welcome and can get involved. Community shares were offered raising £72,000 of the £165,000 budget. It opened in early summer 2022, quickly becoming a thriving community hub.

Good Vibe Veg

A community Supported Agriculture Market Garden, hosted on Horner Farm in the Vale of Porlock. Volunteers manage the 3-acre site growing a range of ecologically produced and healthy veg which are available to the community to buy as Veg boxes (which Good Vibe refer to as 'Veg Shares') as well as supplying a farm shop and local businesses.



Exmoor Volunteering Opportunities

Looking after the landscape of Exmoor is a big job and depends on volunteers – those that give of their time and/or skills and expertise to make it a better place. There are lots of opportunities for you, your staff or even customers to get directly involved.



Exmoor National Park Authority

Get Involved >

How will this help me?

If you are based in or near the National Park, then you as a business or as an individual will be benefiting from all the assets and benefits of Exmoor. Volunteering your time or expertise, even in a small way can help ensure Exmoor is sustained for the future so those benefits keep flowing. It's also an activity that can have a very positive effect on the perception of your business to both your customers and local communities.

How to get started

Our **Get Involved programme** collates volunteering opportunities from across the National Park with a range of partner organisations and seeks to match potential volunteers with relevant roles. Opportunities range from practical conservation activities to research, leading guided walks and undertaking surveys. There really is an opportunity for everyone!

There are lots of ways that you can help too:

- Offer your expertise pro-bono to a community group, social enterprise or local organisation.
- Release staff to undertake volunteering on occasions – or arrange a team away day.
- Providing support for those giving of their time e.g. subsidised services.

Exmoor - Get Involved >

Remember if you or your staff do get involved then make sure you publicise the fact to your customers, suppliers and other partners. It's something you should be proud of and also something that can give you a market advantage or simply boost your profile.

KEY TAKEAWAY

Consider getting involved and offering your time and effort to support Exmoor. Volunteering can be personally rewarding AND **you'll be making a direct contribution to ensuring what's special about Exmoor is sustained.**

Apply for Sustainability Accreditation

Whilst adapting your business practices to support the sustainability of Exmoor is a massive step forward, you can attract further dividends by ensuring your customers and suppliers know of your commitment through a form of accreditation that recognises your efforts.



Planet Mark

Planet Mark Award

How will this help me?

An accreditation will recognise your efforts and potentially offer you a marketing advantage that is valued and trusted as impartial by your customers. Taking part in the process of gaining accreditation can also help you identify future actions and give you access to specific help and support to implement them.

How to get started

Firstly, you need to do some research to identify the accreditation scheme that's right for you. Below we have summarised the main schemes you should know about, but there are plenty more out there for specific business types:

ISO 14001 – a practical management system standard focused on environmental management for companies of any type.

www.iso.org >

Green Tourism Business Scheme – a scheme aimed at tourism providers actively working to become more sustainable.

www.green-tourism.com >

David Bellamy Pledge for Nature – An award for holiday parks, camping and caravan sites.

www.ukparks.com/bellamy-awards >

Planet Mark - sustainability accreditation for every type of organisation.

www.planetmark.com >

B Corps – Certified B Corporations are companies verified to meet high standards of social and environmental performance, transparency and accountability.

The UK B Corporation Movement >

KEY TAKEAWAY

Get recognised for your efforts in becoming more sustainable. Gaining an accreditation **can be something tangible to display to your customers and can also offer other marketing advantages.**

Add all | Clear all | Print

Any notes you have checked will appear below

Rural Enterprise Exmoor
https://www.exmoor-nationalpark.gov.uk/community/rural-enterprise
ruralenterprise@exmoor-nationalpark.gov.uk

Continued >

Add all | Clear all | Print

Checked notes (continued)

Continued Overleaf >

Clear Print

Use this page for your own notes

Doing Business on Exmoor

EXMOOR NATIONAL PARK

www.exmoor-nationalpark.gov.uk/rural-enterprise



Rural Enterprise Exmoor

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