EXMOOR NATIONAL PARK

Rural Enterprise Exmoor



Working in Exmoor National Park

With the Wild Exmoor National Park Authority

A complete guide to understanding the National Park, the opportunities available and how you can utilise Exmoor to benefit **your** business

www.exmoor-nationalpark.gov.uk

Doing Business on Exmoor Part 1 of 3

How this guide can help you

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

What the National Park is and why it is special >

How it is managed and who's who on Exmoor >

The key opportunities for Exmoor businesses >

Sound good? Then read on!

An extraordinary place open for business

Welcome to Exmoor, one of the UK's most outstanding landscapes.

Exmoor National Park is a living, working landscape. In addition to playing host to spectacular views and recreational offers it hosts over 1,300 businesses. As a result of its National Park status businesses can benefit from association with an iconic brand.

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.

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 partners and play our part in improving the social and economic well-being of the area.

Businesses play a vital role in keeping Exmoor special and enabling millions to benefit from this special place. We have a vision for our rural economy (see our **Sustainable Business on Exmoor** guide for further info) and we hope by working together we can support business that is good for Exmoor, its environment, and communities.

As a new or existing business working in Exmoor National Park, an important part of your business plan will be working with local organisations, getting to know and understand the National Park, and understanding as well as successfully targeting your own audience.

There are many sources of information available to you and, in this guide, we hope to identify some key points and useful sources of further reading that have relevance to running a business here.



Dan James

Enterprise and Communications Manager
Exmoor National Park Authority
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About these guides

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

This guide is the first 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 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 parks.

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.

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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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Exmoor Commons / Shaun Davey

Grey Wagtail

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.

What is Exmoor National Park?

Exmoor is one of 15 UK National Parks. The UK model of National Parks is relatively unique - these are not gated reserves but living landscapes where people and nature have interacted over the centuries to create the landscapes loved today.

Our National Parks are also landscapes with the power to inspire everyone. They are national assets, having been designated on behalf of the nation because of their special qualities and the recreational opportunities they provide for everyone to connect with nature.

Natural beauty, wildlife and cultural heritage combine to make these living and working landscapes very special and unique.

Read more about the UK National Parks, including a brief history here:

www.nationalparks.uk >

What makes a NP a special place to do business?

National Parks offer many advantages for those living and working in or around them:

- NPs are by definition special places - limited in number and a tier above other landscapes in the UK.
- Each has its own character and special qualities that clearly define it as a place.
- They are well known in the public consciousness, loved by millions.
- Their conservation and sustainability are enshrined in law and funded by central government.
- Each has a dedicated authority managing the well-being of the place and its people.
- The NP Authorities have local control of the planning system ensuring development benefits and is sympathetic to the landscape and its people.

KEY TAKEAWAY

National Parks are very special places and doing business within or around one gives a lot of **potential advantages to businesses of all types**. Making the most of your association with the NP can make a huge difference to your marketing, business development and sustainability.

EXMOOR
NATIONAL PARK

"Exmoor is famous for its wild deer and ponies, dramatic coastline and rugged heather moorland..."



Exmoor National Park / Nigel Stone

Red Deer Stags, Cornham

Did you know?

Exmoor Covers:

171,189 acres

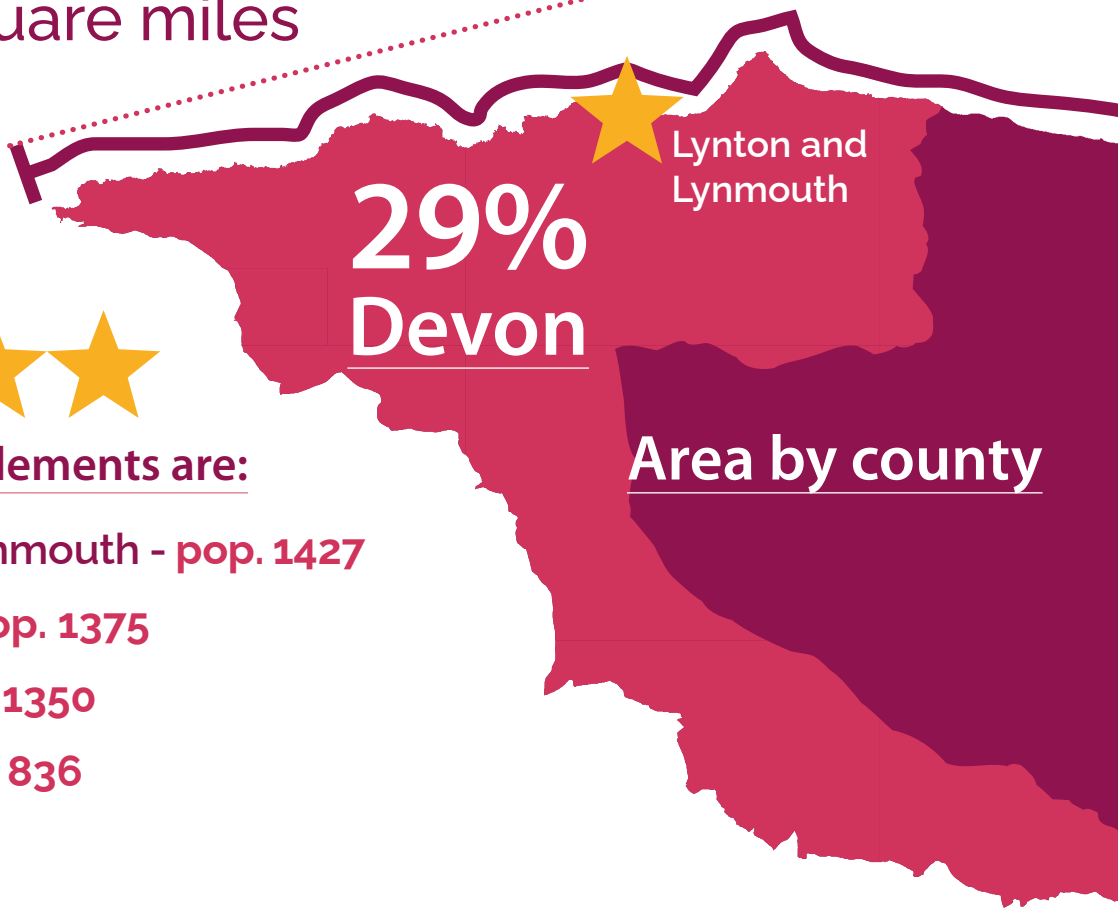
or 69,280 hectares

or 267 square miles

Exmoor has:

55 kms (34 miles)

Of Coastline



The Main Settlements are:

Lynton and Lynmouth - pop. 1427

Dulverton - pop. 1375

Porlock - pop. 1350

Dunster - pop. 836

There are about

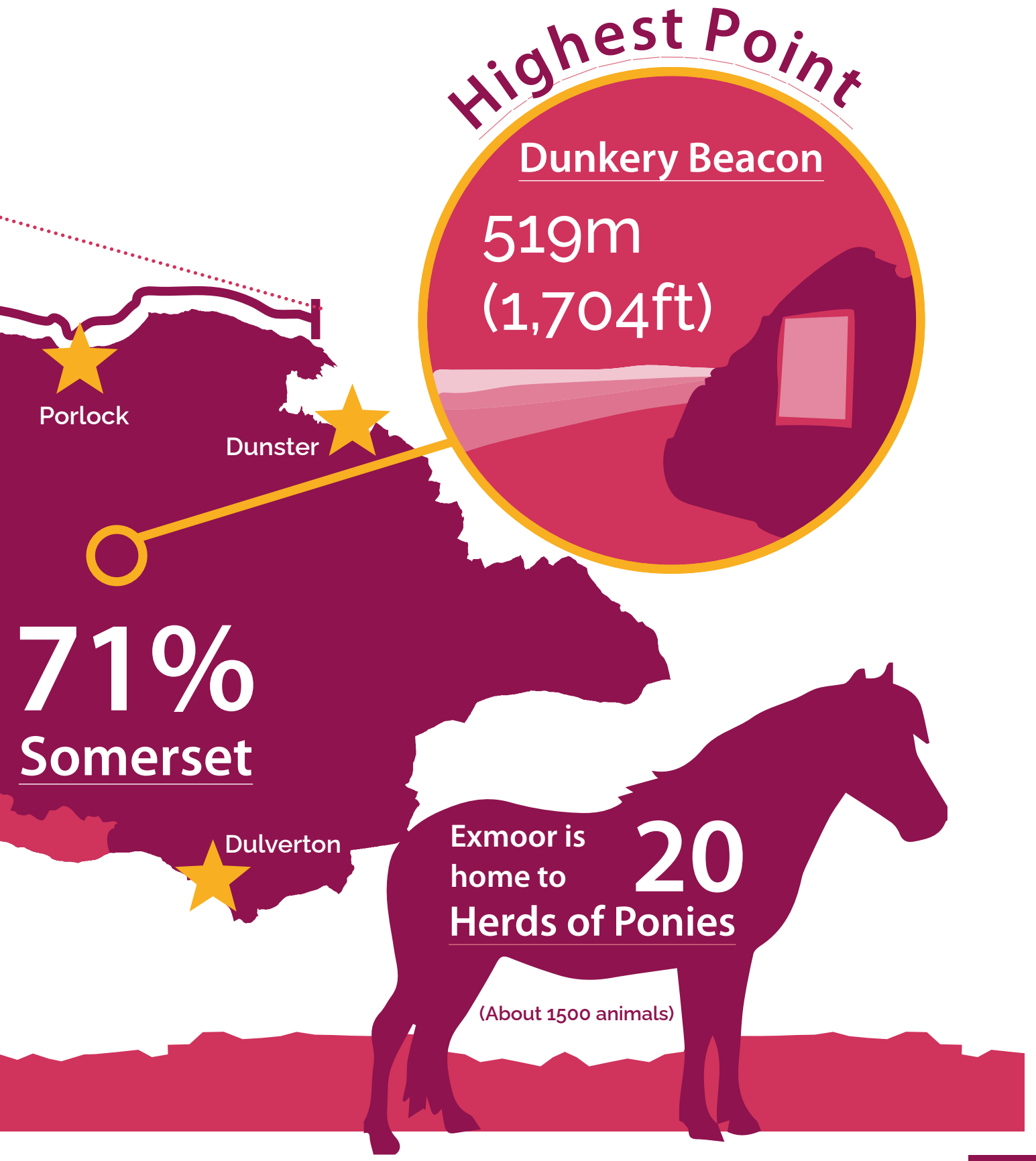
3,000

Deer on Exmoor



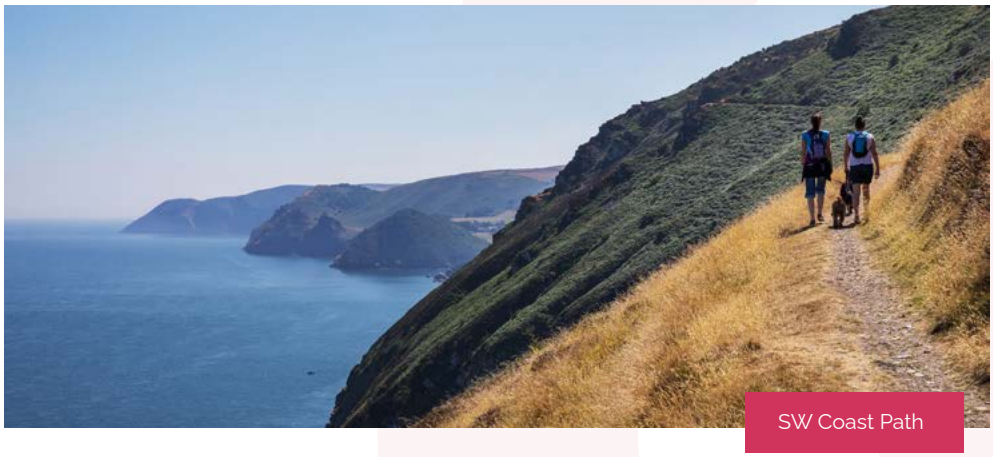
Every year Exmoor welcomes over:

2.6 million visitors



What Makes Exmoor Special?

From wild open spaces to special wildlife habitats, high sea cliffs to a rich tapestry of history, Exmoor has many Special Qualities. Read more about Exmoor's special qualities ›



SW Coast Path

Exmoor National Park / Jim Johnston Images.

Landscape

Large areas of open **moorland** provide a sense of remoteness and tranquillity rare in southern Britain. Spectacular **coastal** views, deep **wooded valleys**, **high sea cliffs** and fast flowing **streams** all combine to form a rich and distinct mosaic. It is a landscape that has inspired poets, writers and artists for hundreds of years and continues to inspire people today.

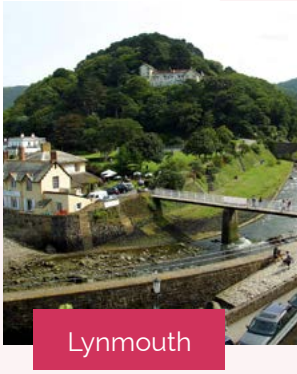


Tarr Steps

Exmoor National Park / Jim Johnston Images.

Rights of Way

Whether you are an experienced walker or someone who prefers a short stroll, Exmoor is the ideal place to explore the outdoors on foot. With over **1000km of footpaths and bridleways,** through oak woodlands, alongside tumbling rivers and across open heather-covered moorland, the variety is endless. Some of the country's finest long distance routes pass through our National Park..



Lynmouth

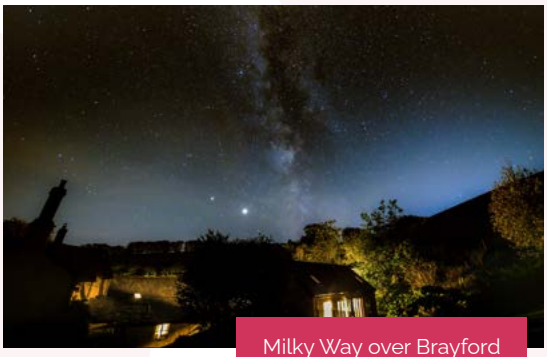
Wildlife

With its spectacular moorland, rich oak woodland, clear streams and dramatic coastline, Exmoor has a great variety of habitats. These diverse habitats provide homes for a vast array of species, including majestic **red deer,** elusive **otters** and some of the UK's rarest **butterflies** and **bats**. Exmoor is so important for wildlife that almost a third of the National Park is protected under UK and European law. **Exmoor ponies** are native to British and are a common sight on Exmoor, where a number of managed herds graze the rough pasture. As part of nature recovery ambitions lost species have been reintroduced to Exmoor in recent years including **white-tailed eagles, beavers** and **pine marten.**



Exmoor Ponies

Exmoor National Park / Nigel Stone



Milky Way over Brayford

Exmoor National Park / Panagiotis Andreou

Dark Skies

With some of the **darkest and least light-polluted skies** in Europe, Exmoor was designated as an International Dark Sky Reserve in 2011. The area is perfect for stargazing and a haven for wildlife.

Heritage

The whole Exmoor landscape is a record of how people lived here in the past. It is a particularly important landscape historically because there are so many **undisturbed archaeological sites and monuments.**



Dunster Dovecote

Exmoor National Park / James Walker



Exmoor National Park

Towns & Villages

Exmoor National Park is not a wilderness; it is **a living and working landscape** with many settlements from small towns and picturesque villages to tiny hamlets and isolated farmsteads. It's total population is approximately 10,000 people.

KEY TAKEAWAY

Exmoor has a lot of assets and qualities that stand out and appeal to many people. **If you recognise the key attributes of the National Park** you can use these to add value to your business.

How is the NP Managed?

Who's Who and What they do...

Exmoor National Park Authority (ENPA)

The governing body of Exmoor National Park is ENPA, with the following statutory purposes:

1. To conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park

2. To promote opportunities for the understanding and enjoyment of the area's special qualities by the public

In delivering these purposes there is a duty to foster social and economic well-being of local communities.

EXMOOR NATIONAL PARK

www.exmoor-nationalpark.gov.uk

Key services include:

- Conservation of the historic and natural environment
- Recreational management
- Education and outreach
- Visitor management and information
- Planning
- Rural enterprise

A summary of ENPA's work and services, as well as key contact information can be found at:

www.exmoor-nationalpark.gov.uk/enpa

The majority of the work of the National Park Authority is over and above that of other statutory bodies, who we work alongside. Every five years the National Park Authority co-ordinates the production of a Management Plan for the area – agreeing with partners and stakeholders key priorities and objectives. You can view the current plan here:

www.exmoor-nationalpark.gov.uk/enpa/exmoor-national-park-management-plan

Planning is the one significant exception whereby the National Park Authority deal with all planning applications within the National Park. Rights of Way management is delegated to the National Park Authority from the Highway Authorities. Find out more about planning in the National Park here:

www.exmoor-nationalpark.gov.uk/planning >

Read more

Local Authorities

Local Authorities have responsibility for services such as education, roads, waste, council tax, business rates, economic development and social care etc. Local Authorities have a duty to further National Park purposes when making decisions or carrying out activities relating to or affecting land within the National Park. Authorities and public bodies must show they have fulfilled this duty. Exmoor is split between Devon and Somerset and the following Local Authorities:

Devon County Council

www.devon.gov.uk >

Somerset Council

www.somerset.gov.uk >

northdevon COUNCIL

www.northdevon.gov.uk >

At the time of writing (2026) local government reorganisation is being considered.

Business Networks

There are various membership organisations relevant to different business types:

Rural Enterprise Exmoor Network

An Exmoor-specific business network created and supported by ENPA to support businesses to connect with each other, share services and work together for a greener future..

Read more

Visit Exmoor

The primary tourism association and destination marketing organisation for Exmoor relevant to all those in the visitor economy.

www.visit-exmoor.co.uk >

Exmoor Hill Farming Network

A peer led network of those farming on Exmoor to bring together training, information, demonstrations and opportunities.

www.ehfn.org.uk >

The Federation of Small Businesses – Devon and Somerset.

Offering small businesses a wide range of vital business services including advice, financial expertise, support and a powerful voice heard in government.

www.fsb.org.uk >

Other Business Support

At a local level there are various **trade associations** within some of the larger towns and villages within Exmoor.

View links on Exmoor National Park Website >

At a regional level the **Growth Hubs** provide a one-stop shop for signposting businesses to relevant support within the area.

For Somerset: somersetgrowthhub.co.uk >

For Devon: www.heartofswgrowthhub.co.uk >



KEY TAKEAWAY

Numerous organisations and bodies manage and are responsible for various aspects of the National Park. Knowing who to talk to for each is key. However, there is plenty of support, networking opportunities and guidance to help you develop your business within the National Park.

Exmoor National Park / James Walker

How can Exmoor help my business?

Businesses can maximise the benefits of operating in Exmoor National Park by considering the advantages.

Benefits to business:

- Being associated with an extremely well-known and much-loved location
- Using Exmoor's special qualities and assets to create an inspirational business image
- Showcasing your business's green credentials by supporting the landscape and natural environment
- Using the Exmoor brand to associate your business directly with one of the UK's finest protected landscapes
- Recognising the benefits to staff well-being and leisure opportunities
- Operating within a supportive and resilient rural community
- Having networking opportunities with like-minded businesses and individuals
- Having sustainable funding and a dedicated management authority to look after and sustain the assets and qualities of the park ensuring the long term upkeep of the area.
- Capitalising on the vibrant visitor economy with over 2 million visitor days each year
- Benefiting from a culture of innovation – Exmoor isn't afraid of leading the way. First Dark Sky Reserve in Europe, first English National Park Authority to gain the European Charter for sustainable tourism, first National Park to gain Plastic Free accreditation. Innovative solutions developed through, for example, Rural Enterprise Exmoor Vision and Exmoor's Ambition.

Rural Enterprise Exmoor Vision >

The rest of this section outlines the specific opportunities for you as a business in working with the National Park. These are all initiatives developed or supported by the NPA to help support you as a business and by extension benefit Exmoor as a whole.

KEY TAKEAWAY

Exmoor National Park offers enormous opportunities to any business associated with the National Park. The more you know and understand it the better position you are in to benefit from it. How you utilise it is up to you but **YOU have a distinct advantage** over businesses elsewhere simply by virtue of operating right here.



Exmoor National Park / Neville Stanikk

"Doing business in one of the UK's finest protected landscapes offers great opportunities..."

Woody Bay

Aligning yourself with the Exmoor Brand

A suite of Exmoor brand materials and imagery is freely available to businesses across all industries and includes materials and designs for use across all medias.

Please ensure you read the guidelines before using the brand.



Get the brand >

How will this help me?

It provides a simple and easy way to **make the connection between your business and the National Park.** You can add these to your printed materials, website and social media posts to **help your business look professional and stand out in a crowded marketplace.**

How to get started

Read the Exmoor brand guidelines and download the logos here:

Exmoor Brand Guidelines >

Various versions are available enabling the brand to be easily incorporated by businesses:

Exmoor Brand Flickr Album >

exmoor
dream • discover • explore

Based In...
exmoor
national park

Images and Video

Photos of Exmoor landscapes, towns and villages can be found via our **Exmoor Commons Image Library**

www.exmoor-nationalpark.gov.uk/enpa/press-room/image-library >

These photos, kindly shared by local



Emmetts on Exmoor

photographers, can be used on your own websites, social media and marketing material. Please credit "**Exmoor Commons**" and the name of the photographer (where given) alongside any photos used.

Please check the license details for individual photos for commercial use. – the vast majority can be used for non-commercial use, in any of your marketing materials. In this instance non-commercial relates to not using the images for 'monetary compensation' such as on saleable goods/publications.

The National Park's **You Tube channel** also contains a range of videos profiling Exmoor and all it offers. Any of these are available as appropriate for you to embed into your websites.

www.youtube.com/user/ExmoorNP >

Need Help?

Further support and guidance on usage of brand materials can be obtained from the Rural Enterprise Team at Exmoor National Park Authority. Contact us at:

RuralEnterprise@exmoor-nationalpark.gov.uk

KEY TAKEAWAY

The quickest win possible is to make use of the **high-quality assets and online branding** provided by ENPA to showcase Exmoor and **make a clear link between your business and the National Park.**

Join the conversation at #WeAreExmoor

Businesses across all sectors are encouraged to join and help build a wider Exmoor conversation online. This is easily done through the #WeAreExmoor campaign by simply using the hashtag within your social media messaging.

#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, working collectively to promote the area helps everyone to capitalise on the benefits of running a business within the National Park.

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.

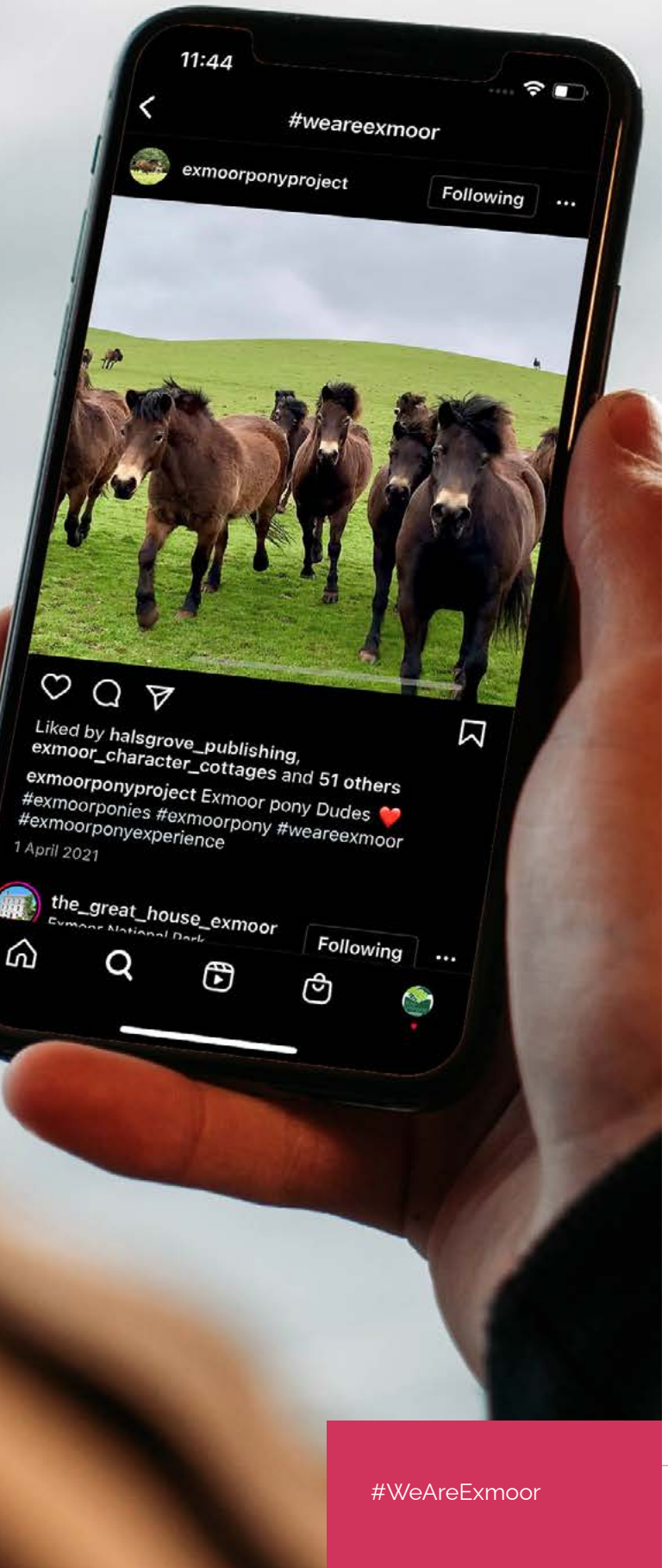
Use the hashtag **#WeAreExmoor** when posting about your business, your links to Exmoor and to share good news or best practice. The more we use it the bigger the conversation becomes.

Interact with Us!

Follow and interact with the official Exmoor social media accounts

@ExmoorNP – official accounts for ENPA

@RuralEntExmoor – specific channels with a focus on supporting business and economy in harmony with the NP



Exmoor Pony Project

@ExmoorNPCs – news and events from our National Park Centres

@VisitExmoor - Primary tourism marketing organisation

Note: Various teams and individuals have their own accounts often denoted with ENPA in the handle. Depending on who you are and what you do these accounts may be useful to you as well!

Need Help?

Further support and information about the #WeAreExmoor campaign can be obtained from the Rural Enterprise Team at Exmoor National Park Authority. Contact us at:

RuralEnterprise@exmoor-nationalpark.gov.uk

KEY TAKEAWAY

Being part of a bigger Exmoor conversation not only **helps you reach a bigger audience** and get attention for your business, but it also clearly and **positively associates you with the National Park.**

Understand the Planning Process on Exmoor

All planning applications within the National Park area are determined by the National Park Authority and applications are dealt with at our offices in Dulverton. Planning policies are there to ensure both rural prosperity and the protection and enhancement of the special character of Exmoor.



Exmoor National Park / James Walker

Planning Service >

How will this help me?

By understanding the regulations and the process you can make it more likely your ideas and plans will come to fruition. Obtaining Planning Permission is not a straightforward process. Whilst it may seem simple to you as a business, any decision ENPA makes requires following a number of regulations, completing history checks and considering various planning rules, and these take time and resources to carry out.

How to get started

If you are considering a new development or addition to your property we highly recommend you apply for a **Lawful Development Certificate (LDC)**. This is not the same as planning permission but is proof that your business's proposed development is lawful. If you should later want to sell your business an LDC can help to answer queries raised by potential buyers or their legal representatives.

Apply for an LDC >

Planning Advice

Exmoor National Park offers a **pre-application service**, a scheme aimed at giving applicants, architects and developers clear advice about whether the Authority would be likely to support a proposal and to work with you to develop you proposals, including the likely reports and drawings that you will need.

Open and constructive pre-application discussions are an opportunity for the Authority and applicants to work together to achieve developments that deliver benefits to the individual, community, environment and the economy. This can save time and costs and optimise the potential of a site.

Exmoor NP Planning Advice Service >

It is important to note that this service is for the provision of advice - it is not an approval service, and all advice is given without prejudice to any decision the Authority may make on any subsequent application.



Porlock

Exmoor National Park / Neville Stanikk

The Planning Process

Don't be put off! We encourage applications that would result in developments that improve prosperity within and are sympathetic to the special features of Exmoor. In most years our approval rate is usually above 90% of applications received.

Before we can deal with your application, we need to receive all of the necessary plans, supporting documentation and the appropriate fee.

Planning Fee Calculator >

If you want to make a planning application to the Authority, you must submit it on a standard form, either online or by post. The simplest way to submit a planning application is online via the Planning Portal.

The Planning Portal >

Planning Application Forms >

Need Help?

Further support and guidance on planning can be obtained from the Planning Team at Exmoor National Park Authority. Contact us at:

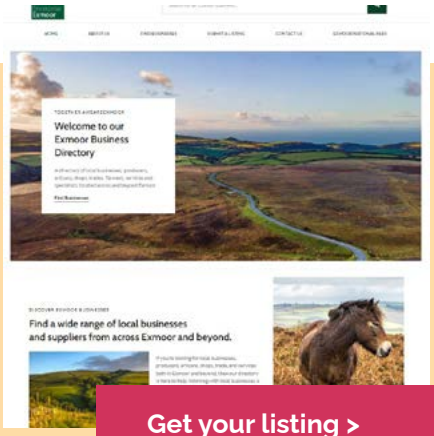
plan@exmoor-nationalpark.gov.uk

KEY TAKEAWAY

Understanding the planning process on Exmoor can help you **make successful applications** and work with the planners to boost your business. Seeking advice from the planning team in the early stages can save you time and effort and improve the quality of your application.

Join the Free Exmoor Business Directory

The Exmoor Business Directory is a free platform designed to help businesses increase their visibility, connect with customers, and be part of a stronger, more resilient Exmoor economy. A directory listing helps people discover what you offer and encourages them to support local businesses.



Get your listing >

How will this help me?

- Your business will be easier to find, and a listing allows you to showcase what makes your business unique.
- You can use the directory to identify partners, which helps strengthen networks across Exmoor, creating opportunities for collaboration, partnerships, and cross-promotion.
- The directory encourages people to buy local, use local, and support businesses that contribute to Exmoor's communities and landscape.
- A free marketing opportunity - making it an effective way to raise your profile and reach new audiences. It will also help enhance your own website through reciprocal links and improve your visibility in searches.

How to get started

Search the site to find local providers and suppliers – you can use the map to search by location, or you can search by sector to help you pinpoint the most relevant businesses for you.

directory.exmoor-nationalpark.gov.uk >

To get your free listing simply complete the online form – this will be moderated and an email sent when your listing is live. To make the most of your listing, keep your information up to date and include clear descriptions and high-quality images that reflect your business and what you offer. Make the listing unique to you - introduce yourselves and your story to potential customers and celebrate your links with the landscapes of Exmoor.

directory.exmoor-nationalpark.gov.uk/submit-a-listing

KEY TAKEAWAY

Join today, develop stronger links locally and help showcase the best of Exmoor while reaching more customers through a **free listing.**

Become a CareMoor for Exmoor Champion

Exmoor National Park is free to access and the work of the Authority is funded nationally through central government. Individuals and business however can help us keep Exmoor Special by donating to CareMoor for Exmoor – supporting vital conservation and access work.

Find out more >

How will this help me?

It will be a great way to show your customers that you are directly supporting the landscapes they love and a great way for you to be associated with the National Park and profiled on our social media channels and website. If Exmoor benefits, everyone in Exmoor benefits.

How to get started

Businesses can sign up to be a CareMoor for Exmoor champion by helping us to both raise funds and raise awareness. It might be hosting a CareMoor collection box, running a fundraising event for CareMoor or offering a percentage contribution to CareMoor for specific bookings, goods or services.

Read more here and download a PDF to find out more about how your business can get involved.

CareMoor for Exmoor >

CareMoor for Exmoor

CareMoor for Exmoor

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.

Apply here to get involved >

Join the Rural Enterprise Exmoor Network

We are keen to support businesses on Exmoor to link up, to work together and to benefit from each other's work. The Rural Enterprise Exmoor network has been created to support businesses to connect with each other, share services and work together for a greener future.

Rural Enterprise Exmoor

Join the Group >

How will this help me?

You don't have to work alone! Networking and interacting with other businesses can be a fantastic way to get help on specific issues, to address large propositions that are beyond your scope individually and to find specific partners, suppliers and even customers that can help you do business on Exmoor.

How to get started

The Rural Enterprise Exmoor network is a loose affiliation – there is no membership or formal joining criteria and any business on Exmoor is encouraged to join in. You can get involved by:

- Joining our closed Facebook group – an opportunity to share ideas and actions, to celebrate the wins and find help with the challenges.

  Rural Enterprise Exmoor Facebook Group >

- Submit your business to the Rural Enterprise Exmoor business directory - whatever your size or sector you are welcome to provide your details for your Exmoor business to be included.

  Rural Enterprise Exmoor Directory >

- Sign up to our Rural Enterprise Exmoor e-news to keep informed and up to date.

  Rural Enterprise Exmoor E-News >

- See what other businesses are involved in and read about their take on working on Exmoor and their aspirations and advice for others within our Case Studies.

  Exmoor Business Case Studies >

KEY TAKEAWAY

Getting involved with the Rural Enterprise Exmoor network is the easiest way to interact and **network with like-minded businesses** across the National Park. It's free too!

Apply to become a Exmoor Park Partner

We wish to recognise and reward those businesses that put the National Park at the heart of all they do. The Exmoor National Park Partner Scheme provides a means of identifying those businesses that are acting as ambassadors for the National Park and what it stands for.



Apply here >

How will this help me?

Being a Park Partner showcases your commitment to your customers and suppliers that you are working with us to help keep Exmoor special for generations to come.

It is free to apply and once awarded you can utilise the award within your own marketing materials.

- Use of an exclusive version of the Exmoor brand logo to help you stand out and be seen as an ambassador for the area.
- Free certificate and sticker to demonstrate your commitment to customers plus the opportunity to purchase (at cost price) additional unique marketing materials e.g. plaque.
- Free web listing on the National Park Authority website.
- Eligibility for existing and new advertisers to be flagged as Park Partners and profiled on third party websites.
- Opportunity to identify and implement cost savings for your business by using the scheme as a stepping stone towards a certified grading schemes such as Green Tourism Business Scheme.

How to get started

To qualify as a National Park Partner, you need to demonstrate a commitment to contributing to five core themes set out overleaf.

View the Themes

Think through what you're already doing and anything else you can commit to under the award themes.

When you are ready, submit your application. Feel free to point us to your website or other material to back up some of your examples.

Apply to become a Park Partner >

Supporting a Thriving Living Landscape

It is the landscape that sets Exmoor apart. Exmoor's high quality landscape and culture helps makes it a distinctive rural destination. 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.

- Use of local, sustainable products, materials and resources
- Encouraging and facilitating sustainable travel options
- Wildlife friendly or native planning
- Support for volunteering
- Conservation of historic features
- Supporting landscape and nature conservation projects
- Promoting the countryside code

Working Together for Exmoor

Working together can be of benefit to everyone. Few businesses on Exmoor have the capacity to market the area globally or to be experts in all areas of doing business here. 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'!

- Collaborating with other local businesses
- Getting involved with Exmoor-based networks and associations
- Contribute to local events
- Getting involved in your community
- Promoting packaged experiences based on the special qualities of the area

Communicating the Message

Don't be afraid to share your success and endeavours. 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.

- Commit to promoting being Park Partner once awarded
- Ensure your promotional materials link to others such as the National Park website
- Share key messages
- Get into social sharing and use #WeAreExmoor
- Use the Exmoor brand
- Use your key comms channels to share your commitment to keeping Exmoor special

Connecting People and Place

The interaction of people with the landscape is as important as the landscape itself To conserve this landscape people need to value it, and the best way of valuing and appreciating something special is to experience it. It is therefore crucial that whether residents or visitors, people are connected with the place of Exmoor and are able to find out why it is so special and how they can experience it.

- Providing orientation information for customers, visitors and even suppliers
- Equipping staff with local knowledge
- Being a CareMoor Champion
- Promoting self-guided walks information
- Supporting educational visits
- Helping to make Exmoor accessible to all

Working Towards a Sustainable Future

To look after Exmoor we need to be thinking ahead. 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 and mitigate the likely long term impacts. We also need to adapt to the changing climate to ensure our businesses are viable going forwards.

- Adapt to climate change
- Create and promote a clear environmental policy
- Renewable energy use
- Innovation
- Create and implement an environmental action plan to identify and measure action
- Keep abreast of changing needs and seek feedback

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partner

Partner Core Themes

These examples are provided to inspire you and help you to identify relevant actions that contribute to each theme. However feel free to expand on these, innovate new ideas and demonstrate what you are doing in **your** business.

KEY TAKEAWAY

Becoming a Park Partner gives you a tangible, visible method of showing that you put the National Park at the heart of all you do. Specifically, it shows your customers and suppliers that you care and support what makes the place so special.

Apply to become a Park Partner >

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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 >

Print Clear

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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