

Becoming a

CareMoor for Exmoor Champion



An introduction for businesses
and event organisers.

Raising funds to support vital conservation
and access projects in Exmoor National Park.

www.exmoor-nationalpark.gov.uk/caremoor.

Follow us on Twitter: @CareMoor4Exmoor

Contents

- What is CareMoor for Exmoor and why is it needed?2
- How can my business support CareMoor?3
 - Examples of how local businesses are supporting CareMoor4
- I'd like my business to become a CareMoor Champion -
What happens next?6
- CareMoor Promotional Materials for CareMoor Champions7
- Which projects receive CareMoor funding?8
 - Current projects receiving CareMoor funding8
 - Completed projects that benefited from CareMoor funding11

What is CareMoor for Exmoor and why is it needed?

CareMoor for Exmoor™ is the Conservation & Access Fund run by Exmoor National Park Authority. Supported by generous donations, the fund provides an opportunity for those inspired by Exmoor to contribute to the upkeep and improvement of the National Park. Funds raised through CareMoor are used for valuable conservation and access projects and donations are ringfenced for projects that wouldn't otherwise happen.

CareMoor for Exmoor is managed in-house by Exmoor National Park Authority staff meaning we can keep administrative costs to a minimum and direct all the funds raised towards much needed projects.

Exmoor contains 800 miles of local paths, 267 square miles of habitats, is home to over 5000 species of flora and fauna and has 8000 years of heritage. They all need funds to look after them. It costs around £5M per year to keep Exmoor the place it is today.

Thousands of pounds have been raised so far via CareMoor. If every visitor to the National Park gave just £1, we could raise over £2 million each year for Exmoor.

How can my business support CareMoor and benefit from becoming a CareMoor for Exmoor Champion?

Your support can make a big difference to keeping Exmoor a place to **Dream, Discover and Explore**. By making a commitment to raising funds for **CareMoor** you will become a **CareMoor for Exmoor Champion**.

These days more than ever, the public are looking to support and care for the environment and if they see that your business is supporting the upkeep of the National Park they love, then this can play an important role in the marketing of your business. Customers are often drawn to use businesses that they see are 'giving back'. When a business supports a charity or good cause that the customer can identify with, it can help that business stand out in a crowded marketplace and influence the customer to choose that business over others.

Whether you choose to help maintain and improve our rights of way, support biodiversity and meadow creation or perhaps want to help offset the carbon footprint of your business by contributing to tree planting on Exmoor - these 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 you and your business and help to build a successful relationship.

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.

On the following pages you can see some examples of how local businesses are supporting CareMoor:

Exmoor Tea

Local producer



Rachel & Kenny produce ethically sourced, compostable and plastic free packaged tea. They pledge 5p from every retail pack sold to CareMoor. They promote this commitment to their customers through their social media and website.
www.exmoorteat.co.uk

Halse Farm

Caravan and camping site



Halse Farm ask for cash donations for CareMoor whenever they hire out equipment or walks leaflets to campers so promote CareMoor through face-to face meetings and their website.
www.halsefarm.co.uk

Wildly in Love

Wedding photographer



Photographer Patrick has pledged to donate at his discretion for every wedding booking he receives. He has a particular interest in tree planting and his contributions are supporting our CareMoor Woods & Trees appeal.
www.wildyinlove.co.uk

Wild about Exmoor & Exford Bridge Tea Rooms Events



These businesses co-host weekly Dark Skies events in Exford; from every booking made they make a donation to CareMoor as well as hosting a Collection box and promoting the scheme.
www.wildaboutexmoor.com

Trail Events

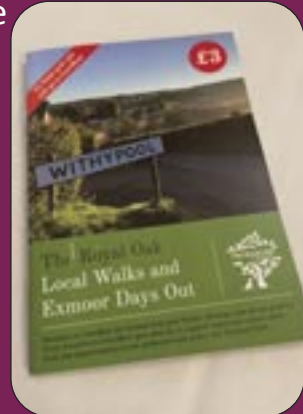
Long distance running event organisers



This event company donates £1 from every runner participating in their Exmoor events to CareMoor - resulting in hundreds of pounds every year towards the upkeep of our footpaths and rights of way.
www.trailevents.co

Royal Oak, Withypool Pub

Tracey at the Royal Oak runs occasional one-off events where the ticket price includes a donation to CareMoor. They have also produced their own book of local walks around Withypool and give £1 per copy to CareMoor.



www.royaloakwithypool.co.uk

Restaurants host CareMoor Dining Events



Venues including the **Luttrell Arms** (Dunster), **Dunkery Beacon Country House Hotel** (Wootton Courtenay) and the **Swan** (Bampton) have run several events raising money for CareMoor by promoting a fixed-price meal under the banner of CareMoor Dining Event. The ticket price includes a £5 donation to CareMoor. These lunchtime or evening events focus on beautifully cooked food celebrating quality local Exmoor produce. They can help the venue attract new customers (as well as existing ones) to join in the celebration. We encourage a short talk by the chef or producer/farmer to make the event more memorable.

I'd like my business to become a CareMoor Champion - What happens next?

Please contact the CareMoor staff within the Rural Enterprise Team by calling **01398 323665** or emailing caremoor@exmoor-nationalpark.gov.uk

After a chat through ideas or any queries, you will be sent a short pre-completed form (for your approval) which will contain the basis of the agreement between your business and Exmoor National Park Authority. You can also specify if you'd like your contributions to be earmarked for general, conservation or access projects or for a specific appeal.

Have a look at the following sections to see how we can support you with CareMoor materials and information for your customers.

CareMoor Promotional Material for CareMoor Champions

Be proud to show your customers that you are contributing to the upkeep of Exmoor and encourage them to do the same! To help you promote your support of CareMoor for Exmoor we can provide you with the following:

CareMoor collection boxes, leaflets and National Park Pocket Guides

Our collection boxes are used to encourage visitors to make a voluntary donation in exchange for National Park Pocket Guides. We can provide you with leaflets about the CareMoor scheme, as well as our extensive range of free National Park Pocket Guides to give to your visitors.



CareMoor donation 'tent' cards

These simple cards, which can be left in guest rooms or on tables in a café, provide a brief description of CareMoor and invite visitors to contribute electronically or in cash.

CareMoor text, logo and images

We can provide logos and images for your website and social media and suggest the following simple text and link are added to your website.

We are proud to support CareMoor for Exmoor - Exmoor National Park Authority's Conservation and Access Fund, contributing to the upkeep and improvement of our treasured and outstanding landscapes.

www.exmoor-nationalpark.gov.uk/CareMoor

You can then add details of the ways in which you support CareMoor which will be unique for your business. (See examples on pages 3-5).

Sharing the message on Social Media

Please follow/tag our Twitter account @CareMoor4Exmoor to keep up to date with news, appeals and share messages.



Publicity

We can help with celebrating and publicising fundraising milestones or achievements, providing support for press releases and contacts, including bringing along a giant cheque for photo opportunities.

If every visitor to the National Park gave just £1 we could raise over £2 million each year for Exmoor.

Which projects receive CareMoor funding?

The following pages will give you some basic information about projects funded by CareMoor donations and current appeals. More information can be found on our website www.exmoor-nationalpark.gov.uk/caremoor.

Current projects receiving CareMoor funding

Woodland Creation Project - Bye Wood near Winford

Woods & Trees Appeal (2021-2022) - This major appeal was launched in July 2021 to raise money towards a brand new Exmoor woodland. Bye Wood is one of the biggest woodland creation projects to have taken place in the National Park for 15 years. It forms part of our commitment to increase tree cover on Exmoor from around 13.5% to at least 17% by 2050 - the amount recommended by the UK government's independent Climate Change Committee.

With help from CareMoor donations we can scale up our efforts to plant 13,000 trees, using only the best environmentally-friendly practices and materials to create a unique and sustainable woodland that will be treasured for years to come.



Artist's impression of Bye Wood by Leo Davey

Sowing the Seeds

This is a short-term project, with a long-term legacy; preparing the ground for nature recovery work on Exmoor, focussing on unimproved grassland and helping us to work towards the Exmoor Nature Recovery Vision by 2030 to

- (i) create or restore an additional 4,500 ha of priority habitat as 'nature corridors and buffers' and
- (ii) establish 11,500 ha of 'nature-friendly farming areas'.

Meadows will be created/restored to increase and link habitats rich in pollinator-friendly plant species in communities; on farms, road verges, schools, and public spaces as a first step to creating a long-term seed bank on Exmoor.

The outcome will be 10 hectares of restored grassland by end of March 2022 with refinement of techniques and community training and involvement.



Ashcombe Planting (near Simonsbath)

Survey work in 2001 revealed the existence of a forgotten garden at Ashcombe, Simonsbath. Laid out by the Knight family in the 1820s, the gardens were part of a Picturesque designed landscape, that includes White Rock Cottage, the old School-house and Gardener's store. Sadly, never fully realised the gardens were gradually lost. The Simonsbath project was set-up to investigate and sympathetically renovate the gardens and landscape, working with the local community and volunteers to bring this important part of Exmoor's heritage back to life.



Donations to the Simonsbath Ashcombe Gardens Appeal are helping to re-plant the garden, re-instate lost paths and features and provide tools and equipment for volunteers to maintain the area as a publicly accessible space for people to enjoy for years to come.



Tree Nursery open event, October 2021

Tree Nursery (Exford)

Addressing themes of nature recovery, climate emergency, community and education, our new tree Nursery based at Exford will be growing trees from locally collected seeds and plant material to be planted in woodland creation projects around

Exmoor. The project will have strong community, volunteer and education links. By spring 2022 the layout of the nursery will be in place, a team of volunteers will have been recruited, seeds will have been collected and the first germination will have taken place.

Historic Signposts

Many visitors admire Exmoor's fine historic signposts, and they are now a source of local pride, but a few years ago they were dilapidated and broken. Local people were inspired to act and with an initial grant from the Heritage Lottery fund over 200 signposts were researched and restored.

The CareMoor for Signposts Fund was set-up to support the continuing work of local community volunteers caring for the historic fingerposts across the National Park. The fund pays for training, cleaning and paint supplies for the local volunteers and the specialist repair or replacement of broken parts. This can be expensive, a new direction finger can cost around £1,000.



Volunteers Fran Plumb and Stewart Liew at Iron Post, Brushford

Completed projects that benefited from CareMoor funding

Woodside Bridge

Exmoor National Park Authority and Lyn Community Development Trust campaigned to raise funds for a new footbridge at Woodside on the East Lyn Valley near Lynmouth with a formal CareMoor appeal launched in 2018.



Woodside Bridge completed

In May 2020 the new bridge was reinstated to allow visitors and residents to once again enjoy the short, easy circuit from Lynmouth along the lower reaches of the east Lyn river and the crossing to Middleham Memorial Gardens (honouring losses from the terrible Lynmouth Flood of 1952).



Exmoor National Park's access manager Dan Barnett on the new boardwalk at Porlock Marsh

Porlock Marsh Boardwalk

The Marsh offers one of the few areas of level walking near to Porlock, but since the incursion of the sea 18 years ago it had become increasingly difficult to access. After consultations with partners, it was agreed that the most appropriate way to improve access would be to build a boardwalk. The

126-metre structure was built by a local contractor and is designed to be accessible to people who find rough ground difficult to walk on, it can also be used by a Trampler mobility scooter.

The curved design was chosen to both follow the route of the footpath and also to look more appropriate in this special environment. It has been built as low as possible to minimise its visual impact and the structure is quite unusual in that it is submerged during spring high tides by up to 2 metres. The work was largely funded from donations to CareMoor.



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