

Exmoor Creative:

A Rural Enterprise Exmoor business case study



Exmoor Creative was established 18 months ago by the father and daughter duo, Malcom and Katie based in Brushford. Their main services are web design, branding and photography.

Malcolm has 30 years of IT experience and takes care of the technical aspects of the business. Having trained as a commercial photographer and with experience in graphic design and digital marketing, Katie leads on the creative aspects. Their combined skills have allowed them to form Exmoor Creative.

Exmoor Creative provide their services to many local businesses including self-catering accommodation, construction and tradespeople, community groups/venues, agriculture and craftspeople.

They love being able to live and work on Exmoor and feel extremely fortunate to call this beautiful place their home. They feel that by supporting others in creating or expanding their online presence, they can help other self-employed people and small businesses thrive on Exmoor too.

Benefits and challenges of working on Exmoor

Benefits

“Healthy work/life balance. If you have too much screen time or a busy week, you don't have to go far to be surrounded by nature and to clear your mind.

Exmoor's fresh air is the best cure for creative problem solving!”

Challenges

“We haven't really experienced any major challenges. If you do have to travel for work, in our case its usually a photoshoot, it can mean longer drives and higher expenses, but you just have make sure that this is factored this into your costs.”

Aspirations and advice

Aspirations

“We love working with local businesses, but we would also like to spread out a little more geographically. We are currently working with clients in Bristol and Dorset so widening our South West catchment is an aspiration.”

Advice

“Our advice for others doing business on Exmoor is to just keep sharing your work and linking with other businesses, so much of our work comes via word of mouth and business to business connections.”

