

Latitude 50 Landscapes:

A Rural Enterprise Exmoor business case study



Latitude 50 Landscapes was founded by Lucy Colville. Born and raised in Cornwall and now based in North Devon, her fascination for exploring the beauty of our landscapes and the natural world, together with her love of photography, was the inspiration behind Latitude 50 Landscapes.

Lucy's aim to harness nature's beauty to create unique and evocative photography.

Her first products to be created were four variations of Eco Greeting Card Collections, which are still proving very popular today. This has now expanded and developed into 14 different collections. As well as these, photographic prints were amongst the first products to be launched. Many of which focus and celebrate the beautiful landscape of Exmoor.

In under a year, she is now producing a wide variety of eco friendly paper goods, prints,

stationery and nature inspired gift ideas and is proud to be supplying a few local independent shops across Exmoor. She has also just released a signature collection of some of her monochrome photography on canvas.

Lucy loves the rural life, and now living on the fringes of Exmoor, has completely fallen in love with the magic of the area; from the windswept gnarly trees, to ancient, mystical woodlands, Exmoor's unique coastline and the wide sweeping panoramas from high atop Exmoor.

She is passionate about supporting independent businesses, buying local and helping the planet. She has been very mindful to source all of her materials from UK based businesses and her cards are printed in Devon on FSC certified card stock.

Her Eco Greeting Cards Collections are entirely plastic free and each element is recyclable, recycled and/or reusable.

Benefits and challenges of working on Exmoor

Benefits

“The magic of Exmoor is, without doubt, one of the biggest benefits of being Exmoor based. There is a certain 'je ne sais quoi' to Exmoor. It seems to cast a spell whenever I am there. Perhaps it is the tranquillity, the colours or ever changing skies, and of course, the windswept trees and wide reaching panoramas from moorland to coast.

The sense of community on Exmoor is also huge and there are so many wonderful independent businesses and local produce to enjoy.”

Challenges

“I suppose being a 'one man band', and a relatively new business, the main challenge for me was the ability to meet other people who were in a similar situation and to perhaps exchange thoughts and ideas. Starting the business during lockdown was difficult. This year, I have attended a large number of events (markets and fairs) and this has enabled me to meet a huge number of people, and to make some fantastic connections and new friends.

It has also allowed me to reach a wider audience and to gradually start building my brand.”

Aspirations and advice

Aspirations

“I would love to work alongside more local businesses and to continue to help promote the area through my work and products. I hope my photography enables people to perhaps see things a little differently and to appreciate what we have on our doorsteps.

I would love to think that some of my work inspires people to get out and about and to enjoy the great outdoors, as well as thinking about the wellbeing of our planet and what steps we can all do to play our part in what is a huge global challenge.”

Advice

“My advice for others doing business on Exmoor is, don't be afraid to ask other business owners for advice, or what they think on something.

Always try to allow time to 'get out' and enjoy the fresh air. Life can be so all consuming at times and it is all too easy to get caught up in the 'frenetic hamster wheel of life', but to take just a short walk out on the moors always allows me to 'reset' and re-shift my focus.”

