



EXMOOR
NATIONAL PARK



Economic Prospectus

Dartmoor and Exmoor National Parks

World-class environments -

Enjoyed by millions, generating millions



Both
National Parks
attract
5 million visitors
economic value of
£237 million



October 2015

Outdoor
recreation is one
of the nations'
favourite pastimes
75% regularly enjoy
active recreation

Economic
Landscapes
3,145
businesses
annual turnover
£770 million

WE'RE
SUPPORTING
devon
delivers

into
Somerset

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Foreword

We know National Parks are special.

National Parks are internationally recognised brands; think not just of Dartmoor and Exmoor but, Yellowstone, Victoria Falls and the Serengeti for the quality of environment, stunning landscapes and rich wildlife.

However special does not mean that they cannot thrive as economic as well as environmental and social assets. For thousands of years Dartmoor and Exmoor have been landscapes where people have used and worked with the environment to make a living.

We work hard to support and promote sustainable development with our National Parks, as part of our responsibility to promote the economic well-being of our local communities. We also know that these economic assets are important to wider regional growth through the visitor economy, quality of life, health and recreational offer as well as providing valuable carbon and water catchment.

Our National Parks are national and regional assets; this prospectus shares the innovative work we have undertaken to help support growth within our boundaries and beyond, along with our aspirations for what economic potential can be unlocked with additional investment.

Andrea Davis - Chairman, Exmoor National Park

Peter Harper - Chairman, Dartmoor National Park

Our National Parks offer:

- An internationally recognised brand and high profile visitor destinations
- Iconic, treasured landscapes offering unrivalled opportunities for leisure, recreation and enjoyment
- A world-class environment to aid inward investment to the region
- Essential life and business support systems for the region [and beyond]; this includes water supply, carbon storage, food production and health benefits
- An opportunity to innovate and test new approaches to rural development and environmental management
- Positive planning - to manage the environment, support local communities and deliver development that is good for National Parks

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1. INTERNATIONALLY RECOGNISED BRANDS:

Spectacular, well looked after, treasured landscapes

Dartmoor and Exmoor represent some of the most outstanding iconic landscapes in the country, two of the strongest brands in the South West.

National Parks are internationally recognised brands. The National Park brand is recognised across the world for the quality of the environment, stunning landscapes, heritage and diverse wildlife. Dartmoor and Exmoor have this in abundance.

The two National Parks contribute to the wellbeing of the nation by offering clean, attractive and healthy settings for people to enjoy. They look after key natural resources and play a vital role in sustainable development for the wider nation. They make a significant contribution to the rural economy; their unique settings offer unrivalled opportunities for prosperity and sustainable economic growth.

As well as being special landscapes, they also offer a great place to live, work and play; inspiring entrepreneurs and attracting high end and creative industry within and beyond their boundaries, supporting wider growth.

Collectively Dartmoor and Exmoor are home to a population of around 44,000, and also host some 3,145 businesses with an annual turnover of £770m a year (Valuing England's National Parks 2013).

Good quality recreational opportunities contribute significantly to the quality of life in the region. Outdoor recreation is one of the nation's favourite pastimes, 75% of us regularly enjoy active recreation (Reconomics 2014); contributing to our physical and mental health and wellbeing, reducing the burden on health services.

Tourism is one of the fastest growing sectors in the UK and is a significant contributor to the regional economy. Both National Parks attract approximately 5 million visitors a year spending over £237 million (STEAM 2014).

Dartmoor and Exmoor act as green lungs for the South West and provide vital ecosystems services such as water catchment management. It is estimated that Dartmoor & Exmoor are the source of water serving around 80% of the population of Devon & Somerset.

Many successful businesses in the area benefit from, and contribute to, the special landscapes and diverse communities. These businesses are proud to be associated with some of the most stunning scenery in all the country and make the most of the unique opportunities and experiences afforded to them. Whilst

our National Parks encompass some of the deepest rural communities they also have a vital role to play in securing long term sustainable economic growth.

"At VisitEngland, we know from experiences across the country that the National Parks brand is recognised and trusted by both domestic and overseas visitors, that it can draw a significant number of visitors looking for a unique English experience on a day trip, a short break or holiday. VisitEngland has found that the brand can both stimulate rural economies and jobs in the long term whilst helping protect and celebrate the country's most stunning and unique natural landscapes for generations to come. We're also positive that people living and working in National Parks greatly benefit from the brand because it provides local businesses and organisations with year round income to sustain an attractive and healthy environment."

James Berresford, Chief Executive, VisitEngland

2. PROSPERITY IN PARTNERSHIP:

The role of National Park Authorities

National Parks are national assets.

National Park Authorities are charged by Parliament with facilitating the management of these world class environments.

National Park Authorities understand that the high quality environment underpins economic activity. They bring together key players to support and enable sustainable economic growth.

National Park Authorities help to develop diverse and sustainable rural economies by:

- Managing the environment and the benefits it brings as a regional economic asset. This underpins key sectors such as tourism and recreation and maintains the region's 'green lungs'
- Supporting tourism and outdoor recreation by promoting the National Parks and providing high quality visitor services and infrastructure
- Acting as a champion for land based industries such as farming and forestry through land management schemes, hill farm projects and advice
- Attracting additional resources such as European and Heritage Lottery funding
- Practising positive planning to meet local need, recognising the importance of employment use within our communities and mitigating the effects of high house prices

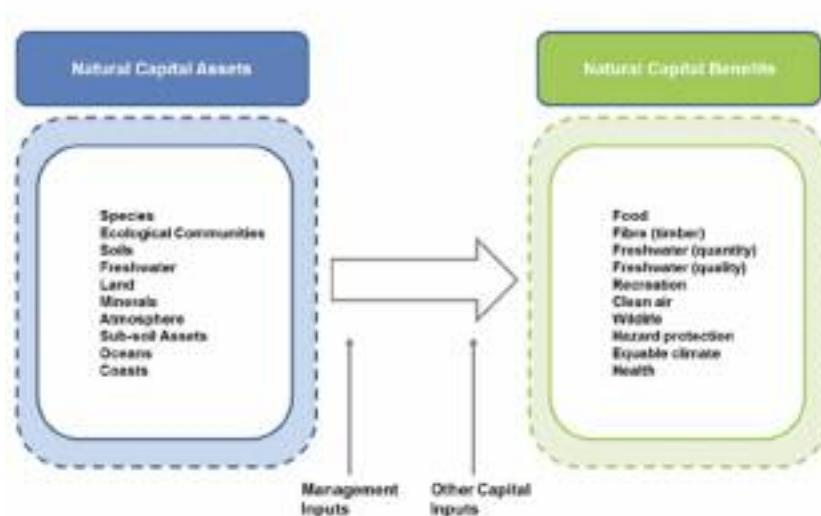
This has resulted in:

- Securing over £700,000 of additional funding to extend the reach of superfast broadband to hard to reach communities across Dartmoor and Exmoor by the end of 2016, contributing to the delivery of the second phase of Connecting Devon and Somerset to reach further rural areas with superfast broadband by the end of 2017, and running two pilot satellite internet trials on Exmoor. This will enable businesses to make contact with their customers more easily, giving a boost to these rural economies.
- A pioneering partnership with Public Health and doctors promoting 'green prescriptions' instead of prescribed medication as a way to boost both mental and physical health. Helping to support a preventative approach to health, reducing the burden to squeezed health and social care services.

- Facilitating the development of employment premises by providing master planning at sites such as Chuley Rd, Ashburton and Cutcombe Market, Wheddon Cross.
- An average of 92% of all planning applications approved in both National Parks.
- Securing private sector funding to pilot the restoration of the mires on Dartmoor and Exmoor. These are valuable natural assets for capturing water and carbon.
- Over £7m of Rural Development Programme for England (RDPE) Local Action Group (LAG) funding was secured for the Greater Dartmoor and Greater Exmoor areas and distributed to projects during 2008-2013 through 3 Leader programmes (Greater Dartmoor, Western Somerset and North Devon & Torridge). A similar amount of new funding for the Greater Dartmoor area has now been secured for 2015-2020.
- A pioneering approach to supporting local people to build new affordable homes on Dartmoor and Exmoor, adding vitality to rural communities. The project is part of a national 'vanguard' pilot for potential new national policy around self-build funded by central government.

Enabling sustainable growth

There is a strong and coherent link between the special environments of our National Parks and a strong thriving economy with people's well-being at the centre. The independent report by The Nature Capital Committee* has highlighted the importance of ensuring England's 'natural wealth' is managed efficiently and sustainably, unlocking opportunities for sustained prosperity and wellbeing.



Left: Natural capital assets and types of benefits. Source: The State of Natural Capital Report 2015

*The Natural Capital Committee [NCC] was established in 2012 as an independent advisory body to Government. The NCC formally reports to the Economic Affairs Committee, chaired by the Chancellor of the Exchequer.

To enable and support prosperous local economies, capitalising on the special qualities of the areas, both National Park Authorities have developed Management Plans with local businesses and communities. These plans set a direction of travel for the next five years and seek to:

Enable diverse, resilient economies that are consistent with the special qualities of the National Parks

- Linking prosperity and protection
- Boosting the green economy
- Having good infrastructure to support business development.

Support and empower communities to help meet identified local needs

- Development which enables communities to thrive, whilst conserving and enhancing the National Parks
- Encourage the delivery of local affordable housing that is appropriate to, and meets the needs of local communities
- Maintain and where possible improve accessibility and sustainable modes of transport.

Help businesses to be more sustainable and support entrepreneurship

- Improve economic prospects for young people
- Support entrepreneurship and help local businesses to become more sustainable
- Encourage businesses and entrepreneurs that utilise and add value to the National Parks sustainable local resources.

3. INVESTING FOR GROWTH:

Home to entrepreneurs and innovative start-ups

Supporting innovation

National Park Authorities are uniquely placed with a local knowledge and a personal approach, which facilitates their role as place shapers, helping to create environments that people want to live, work and play in.

For many years National Park Authorities have supported opportunities to test new ways of living and working; listening to, and engaging with, their communities to support new ideas and invest in new projects through grant programmes and partnership working. They use planning policy and local knowledge to enable managed growth, working with the quality of the environment to support rural economies.

This partnership approach has provided numerous examples of how innovative solutions have been developed and successfully implemented within our communities.

CASE STUDY: Cutcombe livestock market, Exmoor

A livestock market has operated from the central moorland village of Cutcombe for over 60 years. The business was bought by 194 local farmers in 1997. The market had a very good reputation because of the high quality of stock that Exmoor produces however, over past decades the market infrastructure had gradually deteriorated. £1m was needed to redevelop the site and provide a modern market. Without a modern and conveniently located livestock market there would be increased costs to farmers to take their stock to market and less incentive to continue farming at levels needed to control scrub encroachment.

Exmoor National Park Authority worked with the Market, Somerset County Council and a local developer to help facilitate the replacement market. To enable the development to be financially viable planning consent was given for 13 open market houses as an exception to planning policies, which seek to provide only affordable homes for local people. The approved scheme incorporates a new cattle market, business development, and 25 homes, 12 of which are affordable for local people.

The Livestock Market building now draws customers from across the country to buy Exmoor stock delivering social, economic and landscape benefits in the National Park for years to come.

CASE STUDY: Ashburton Cookery School

Ashburton Cookery School is one of the UK's top private, cookery schools offering inspirational cookery courses to home cooks and chefs training from the heart of Devon. The School dates back to 1992 when its founder, Stella West-Harling MBE, a restaurateur and organic cook, began delivering small residential weekend courses from her home in Ashburton, on the southern fringe of Dartmoor.

Today the school attracts over 3000 cooks a year for courses ranging from short recreational courses in a range of cuisines through to full chef qualifications. From one training kitchen for a handful of students 10 years ago, the school now operates 5 training kitchens for up to 60 students a day within Ashburton including the purpose built Chefs Academy which opened in Oct 2009. The Chefs Academy trains around 200 chefs a year and offers some of the highest level qualifications available in the UK. The Academy plays an important role in skills development, training entrepreneurs not only in cooking, but also increasing recognition of the importance of local supply chains. These budding entrepreneurs often go on to open up their own businesses all over the country.

"I don't think you can get better tutors than those at Ashburton, they were all amazing - experts, both in cooking and in tutoring. The teaching was always incredibly enthusiastic and made every day so enjoyable. The location of the school couldn't be better either.

Meeting the suppliers, such as Sladesdown Farm and seeing where the products we were using came from has taught me to treat my ingredients with a lot more respect and the guest chefs, Angus from the Holt and Tim from Ode were truly inspiring in their passion for what they are doing.

This is what works so well about the course - it does so much more than just teach the practical skills, it teaches you how to truly understand and appreciate good produce and really inspires and nurtures your passion, enhancing your ambition and commitment to becoming a top-class chef." Craig, Chef School graduate.

The School employs 40 staff (Jan 2015) and offers over 40 courses. Indirectly, the school also supports a range of employment through local supply chains sourcing most of its fish, poultry and meat from local producers.

The cookery school also supports the community through regular Charity Dining Evenings with funds raised supporting the town's youth charity, and the Ashburton Food and Drink Festival, now in its 5th year is a highlight in the town's calendar.

CASE STUDY: Singer instruments, Exmoor

Singer Instruments is an example of a high tech, high value company successfully operating within a National Park. The company has been located in the Exmoor village of Roadwater for over 30 years and now employs over 20 people designing and manufacturing laboratory robotics for cancer research, exporting to over 60 countries across the globe.

The high tech, high precision, high value-added nature of the business, coupled with the small size of the finished products makes this an ideal business for the rural environment with limited access requirements and limited impacts on the surrounding area. In 2010 it was estimated the company was worth over £2m to the local rural economy.

When the firm came to expand its premises in 2010 it used local contractors and a local architects firm. Pre-application discussions with the National Park Authority resulted in a modern, interesting, bespoke building that met the needs of the growing company whilst being acceptable in the context of the National Park's characteristics which such industrial businesses are less common.

"This new building is a far cry from the disused joinery workshop in which my father started in Roadwater in 1980", explains managing director Dr Harry Singer. "Since then we have invested heavily in new buildings, CAD design facilities and a state-of-the-art CNC machine shop. This new building is part of our planned expansion and I believe that high tech, high added value specialist manufacturing businesses like ours are ideal for locations like Exmoor. What a great place for our twenty local employees to live and work".

Both National Park Authorities have supported growth through having flexible funding schemes available to support innovative ideas and provide seed funding for start-ups. This enabling funding has provided significant investments in innovative projects that contribute to sustainable living and working in these environmentally rich landscapes.

CASE STUDY: Twool, Dartmoor

An innovative project that developed and took to market a range of woollen garden twine produced from rarebreed Dartmoor Whiteface sheep as an alternative to imported jute. Following on from its success at RHS Chelsea flower show where it won Garden Product of the year in 2014, it has now extended its product range to include dog leads and twool bags being developed in conjunction with a major national retailer. It is, of course, stocked in the National Park's own Visitor Centres too!

Sustainable tourism & recreation

There are 90 million visitors to England's National Parks and surrounding areas spending more than £4bn and supporting 68,000 jobs (FTE). That is equivalent to a third of all tourism spend in rural areas within England.

On Dartmoor and Exmoor tourism contributes over £237m to the economy and is responsible for 4,473 FTE jobs, helping to keep rural services viable (STEAM 2014).

UK tourism is set to grow, and at a faster rate than manufacturing retail and construction (Tourism: Jobs and Growth, Deloitte, 2013). National Parks can play an important part in realising this growth within environmental limits. Managed responsibly tourism can enhance economic diversity and quality of life for local communities and create new job opportunities as well as helping to conserve these special environments.

National Parks offer a strong outdoor activity product. Active recreation is one of the nation's favourite pastimes and is growing year on year - 75% of us regularly partake in outdoor recreation (Reconomics, 2014).

There are many positive health benefits to people accessing good quality green spaces such as National Parks. Both National Parks are taking part in an innovative pilot in partnership with Public Health, offering green prescriptions rather than medication, to improve the health of their patients. The benefit to physical health is obvious through recreational activities, but equally important, is the benefit to mental health and wellbeing that being outdoors brings - 94% of mental health patients who take part in green exercise programmes with MIND say green exercise alleviates symptoms and improves mental health.

CASE STUDY: Cycling brings boost to the economy

Cycling has seen a huge rise in popularity as a recreational activity, both Dartmoor and Exmoor offer excellent on and off-road cycling trails.

Cycling as a spectator sport is also more popular now than it's ever been and high profile races with stars such as Sir Bradley Wiggins can bring in lots of additional income to the local economy.

In 2013 Dartmoor saw the first ever summit finish of the Tour of Britain, bringing an estimated £5.9m into the Devon economy with global TV and media coverage promoting tourism for years to come. On Exmoor a Tour of Britain legacy route has been established as the Exmoor Cycle Route following the route of the Tour when it visited Exmoor, allowing people to ride the route themselves attracting year round visits.

The unique tourism offer Dartmoor and Exmoor National Parks bring to the south west:

- The strong international brand awareness of National Parks
- Approx. 5 million visitor days a year spending over £237 million
- Quality infrastructure from Rights of Way to National Park Visitor Centres. Dartmoor has recently won a Gold tourism award for its visitor centres.
- Long distance walking routes (Two Moors Way, South West Coast Path, Coleridge Way, etc)
- International cycling routes (Tour de Manche linked to France, Exmoor Cycle Route, Dartmoor Way, Granite Way, Wimbleball Trail, etc)
- Outdoor activities: walking, climbing, riding, cycling, coasteering, orienteering, letterboxing, geo-caching.
- History and heritage: Medieval villages - Dunster on Exmoor is reputed to be the best preserved medieval village in the country, archaeological landscapes - Dartmoor is the most significant area for Bronze Age archaeology in western Europe
- Dark Skies (Exmoor was designated Europe's very first International Dark Sky Reserve)

CASE STUDY: Old Rectory Hotel, Exmoor

6 years ago Huw Rees and Sam Prosser purchased the Old Rectory Hotel with the aim of creating a unique and special boutique country house hotel - the kind of place they, and their friends, had always wanted to stay at but could never find. The hotel was refurbished and Huw and Sam continued to build their dreams into one of the best hotels around. They have won numerous awards, including Gold for the small hotel category in Visit England Excellence Awards 2014 and several Trip Advisor Travellers choice awards including best Romantic Hotel in Europe 2015 and listed as a top place to stay by numerous national papers and travel writers.

"We fell in love with the hotel before we had even opened the door," remembers Sam, once a Business Sales Manager for a major car company. "It was a grey, wet day but even then the beauty of Exmoor was apparent. The house, the Old Rectory to the very quaint 11th century church of St Martin next door, was steeped in history and we could immediately see the potential."

"It is the most amazing location, idyllically situated within Exmoor National Park in the remote hamlet of Martinhoe. The Old Rectory is surrounded by National Trust land and only 400 yards from the South West Coast Path" adds Huw, a Surveyor in a previous life. "A guest told us we were probably one of the quietest hotels in England. Most of the time the only thing you can hear are the birds singing."

CASE STUDY: Helpful Holidays, Dartmoor

Helpful Holidays is a family business founded 32 years ago that now has a team of around 40 staff offering a booking and marketing service to self-catering holiday property owners on Dartmoor and beyond, from Hampshire to Cornwall. Multi award winning, it promotes itself as being based in the heart of the West Country, Chagford in Dartmoor National Park.

It provides significant local employment (both direct and indirect) and contributes to the wider regional economy - as an illustration it booked approximately 15000 holidays last year bringing in over 68000 people to the region.

‘We provide local employment (both direct and indirect) and contribute significantly to the wider regional economy - as an illustration we booked 15000 holidays last year and brought over 68000 people to the region. The value of this to the local economy is considerable. Maintaining a competitive edge through the use of technology is a key part of our business model and it is this that enables us to continue to operate effectively from a small office in the Dartmoor National Park - better connectivity will play a key part in ensuring that this remains viable in the long term.

Ultimately poor broadband here may lead to us choosing to relocate the business from Chagford to somewhere else with better broadband. That would be a shame for our 30+ local employees’

Providing a better rural broadband infrastructure would enable the business to go from strength to strength, particularly as more people than ever now book their holidays online.

CASE STUDY: Styles Farmhouse Ice-Cream, Exmoor

Styles ice cream was formed in 1988 as a farm diversification project. Situated in the rolling hills of Exmoor National Park the company has gone from strength to strength. Founders, David and Sue Baker, were keen to maintain traditional farming in the area and so now produce dairy ice cream and sheep's milk iced deserts. Initially the company had one 'stop me and buy one' tricycle from which to sell their products. They now operate a fleet comprising 9 ice cream vans, three ice cream parlours, one large trailer, 4 trailers, 2 tent units and 14 tricycles. They attend over 300 shows every year. During the main season they employ up to 70 staff and the wholesale arm of the business increases in size year by year, serving retail and catering outlets throughout Somerset and Devon, and beyond. They are now the largest producer of sheep's milk ice cream in the UK.

"Being based within Exmoor National Park is a huge asset to our business." Said David Baker. "Clearly it provides the right environment for our farm which the ice cream business is based upon, and it also provides us with a ready market of visitors to the area. However of equal importance it also provides us with a strong brand. Being able to sell 'Exmoor' farmhouse ice-cream creates a very strong brand for us, with its association to the National Park, throughout the region which helps us to grow year by year."

Farming, forestry and land management

Farming and forestry is fundamental to the economies of Dartmoor and Exmoor and their landscapes. 1,267 farm holdings directly support 1,854 FTE jobs within the two National Parks.

But the impact is much wider - farmers play a vital role in managing and conserving the landscapes that attract millions of visitors each year.

Land management is big business and in these rural areas provides significant employment opportunities. Contractors, surveyors, land agents, machinery operators, bookkeepers, farm managers, foresters, technology developers and vets are just some of the many jobs that are supported by the agricultural sector.

The Dartmoor Hill Farm Project and Exmoor Hill Farm Network have worked to support and develop a viable future for upland farming. Working in partnership to develop specific projects and host training events, they have been supported through RDPE and secured further match funding from other partners to help ensure a viable future for hill farms.

There is a particular opportunity to make greater use of local produce, utilising

the brand to add value. The hospitality industry is increasingly using local produce and there are also substantial markets further afield. The Ashburton Cookery School on Dartmoor is one of the leading cookery schools in the UK whilst the fresh waters flowing from Exmoor have helped to establish Exmoor Caviar which is now supplying caviar to Michelin starred chefs.

CASE STUDY: Dartmoor Farmers Ltd

Joining forces in 2007 with the support of HRH the Prince of Wales, a group of Dartmoor hill farmers formed the Dartmoor Farmers Association, responding to demand for quality local British produce and to ensure the future success of upland farming on the moor.

The hill farmers work cooperatively, championing quality beef and lamb produced on the moor in a move away from commodity driven supply to the supply of a unique premium brand. They understand that the cattle and sheep create the landscape that brings tourists to the area and work with local businesses by creating a market for their products, co-existing to maintain the National Park with one economy essential to the other. This helps to strengthen the future of sustainable hill farming on and around the Dartmoor, while maintaining the environment for wildlife, recreation and tourism.

The farmers have won accolades for their produce including 'Farm Product of the Year' in the Western Morning News Countryside Awards.

CASE STUDY: Shearwell Data, Exmoor

Based on a working farm on Exmoor Shearwell Data was formed in 1990 and provides a range of identification products for livestock from ear tags to electronic identification systems. The company employs 55 full time equivalent [FTE] staff and is one of the largest single private employers on Exmoor. Despite the rural location this is a hi tech company and is now shipping products worldwide as well as seeking to grow employment locally. The company prides itself on its ability to develop and test new products on a working farm and maintains services such as sales and support staff in house to support local employment.

"We find the local staff have a more in depth knowledge and commitment of and to our business which brings better customer service and commitment to do the job right. We also draw in professionals who are looking for a better working environment and are prepared to take a cut in salary to live on or near the National Park." Richard Webber, Managing Director, Shearwell Data.

Sustainable Construction

The National Parks host numerous traditional buildings and these are an important part of the special landscapes. There is also an abundance of local natural resources that can be sustainably used for construction. Over the years a strong industry has developed in sustainable construction - taking advantage of new methods of construction for new buildings and renovating traditional buildings with local solutions.

Continuing to pilot new ways of sustainable construction is a key part of managing development in these special landscapes; it is also good for the construction industry to test new skills and methods of construction. Both National Park Authorities are looking for new ways to attract funding to support these innovative methods.

CASE STUDY: Dartmoor Woodfuel Cooperative

Dartmoor Woodfuel Co-operative was set up as a 'Not for Profit' Industrial Provident Society by a group of like-minded Dartmoor residents, each of who share a common interest in the environment and in reducing the carbon footprint of their lifestyles on Dartmoor. Now with 17 members running their own boilers, the cooperative has a turnover of £100k a year and supplies 4000m³ of wood chip, sourced primarily from Dartmoor.

The Cooperative was set up in 2009 with the support of a DEFRA Bio Energy Infrastructure Grant of £85k. In 2012 further support was offered through the Dartmoor Sustainable Development Fund to enable expansion to provide a log splitting service and in 2014 a £60k bespoke wood fuel storage building was completed following grant support from the Duchy of Cornwall and the Rural Development Programme England (RDPE).

Training has been offered to local forestry contractors through the scheme to enable them to work in Forestry Commission woodland and the Cooperative now offers apprentice opportunities as well as offering a supply, processing and storage service to the wider community.

Dartmoor Woodfuel Cooperative has led the way and is understood to have been the first successful wood fuel cooperative undertaking the whole process from tree to chip to boiler, in the UK.

CASE STUDY: Vanguard self-build pilot

A joint project looking to support local people to build new affordable homes on Dartmoor and Exmoor, adding vitality to rural communities. The project is part of a national 'vanguard' pilot for potential new national policy around self-build funded by Central government.

Speaking in the House of Commons, Planning and Housing Minister Brandon Lewis said,

"Perhaps the most welcome bid was a joint bid for vanguard status from the Dartmoor and Exmoor National Park Authorities. I am delighted that the national park authorities are actively engaging with our proposals. We have no intention of using the right to build as a means of encouraging unacceptable development in our most precious landscapes. However, the National Park Authorities are keen to explore how the register could be used to identify and address local housing demand from long-standing residents who work and live in their national parks."

CASE STUDY: Falcon Rural Housing, Exmoor

In 2009 Falcon Rural Housing completed a scheme of nine affordable homes for local people, which included two 2-bedroomed single storey homes with walls built of Hemcrete. This is a mixture of lime and hemp shiv (chopped stalks), in many respects like a modern, engineered form of cob. It produces a single skin wall with very high insulation properties, well above Building Regs requirements. Like cob and lime buildings of old, it has "breathing" qualities- the wall naturally absorbs moisture from inside the building and transfers it to the outside. This creates a healthier environment within the home, significantly reducing the risk of dampness and mould growth. Hemp absorbs CO₂ in the growing process, and lime absorbs CO₂ in curing, creating very low carbon buildings. Building with Hemcrete is labour intensive but does not require a high skill level, so may be best used in small schemes or on self-build projects. Ideally it should be finished with a lime render, but other finishes that allow the moisture to escape can be used.

CASE STUDY: Christow Community Land Trust Housing, Dartmoor

A £3.6million project led by the Christow Community Land Trust (CCLT). A unique development that will provide 18 affordable highly energy efficient homes on Dartmoor, with most of the properties being built to full PassivHaus standards.

Almost no heating is required and it is believed that the total energy bills for these properties will be just £100 a year. This will be the first PassivHaus development for Teign Housing and it is believed to be the first PassivHaus development to be built in a National Park anywhere in the world.

Of the 18 homes in the development, 14 will be available to rent and four will be sold on the open market, at an affordable price. The houses sold on the open market will have restrictions on occupancy and market price to make them affordable for local people. This site is due for completion in July 2016.

Generating Energy and Growth

There are countless examples of energy installations that have been installed within National Parks, which are appropriate to the landscape, harness the abundant natural resources and create investment and income for local communities.

The location, topography and geographies of Dartmoor and Exmoor provide an ideal opportunity to trial new innovations in energy production - the opportunities, as well as the constraints, mean there are few better locations to develop efficient means of making energy in a low impact way.

Wood fuel is a great example of the win-win approach. Both Exmoor and Dartmoor play host to increasingly rare and important native woodlands. Developing productive systems, such as coppicing, to provide woodfuel will result in ecological and economic benefits for the area.

There has been a resurgence in interest in hydro as a modern green energy source with new hydro generation being found on Dartmoor at the River Dart Country Park, Ashburton, Old Walls, Ponsworthy and Buckfast Abbey for example.

The Exmoor coast has some of the highest tides in the world and has previously hosted a trial turbine that was well supported by the local community. More recently the Crown Estate has designated the coast between Lynmouth and Combe Martin as a demonstration zone for tidal flow energy projects and there are further opportunities to explore.

CASE STUDY: North Devon Tidal Demonstration Zone, Exmoor

Exmoor National Park Authority is working with North Devon Council and Devon County Council in a partnership to support Wave Hub Ltd to manage a new tidal demonstration zone off the Exmoor coast. The site has the potential to support the demonstration and trials of tidal stream arrays with a generating capacity of up to 30MW per project. The project will help to place Exmoor and the South West on the map for innovative marine energy projects, building on the South West Marine Energy Park and once operational will attract inward investment to the area.

CASE STUDY: Buckfast Abbey Hydro Scheme, Dartmoor

Buckfast Abbey hydro scheme is an 87kW low head hydro-electric scheme and associated fish-pass on the River Dart in South Devon. Site owners Buckfast Abbey have operated an old plant at the site which was installed in the 1950s for some years, but operation was largely manual, and did not conform to new environmental best practice.

The opportunity was taken whilst redeveloping adjacent buildings to replace the whole system with a modern Archimedes screw turbine, with a bespoke control system, and with a parallel fish pass to ensure all fish resident or migrating through the system could move upstream and downstream with ease.

Operation has boosted annual energy capture, whilst also reducing the peak volume of water abstracted, and need for manual intervention with output matching expectations closely.

Creative industries, the knowledge economy and home working

For many years Exmoor and Dartmoor have been an inspiration for the arts. The romantic poets walked here and wrote some of their most influential works; today the same high quality landscapes continue to provide a backdrop for inspiration attracting artists to live and visit. From designers to writers, painters to poets, and filmmakers to sculptors the National Parks provide an ideal location.

But it's not only the traditional creative arts that thrive in these places. With better connectivity the creative tech industries are thriving and drawing inspiration from these landscapes too.

Lots of small and medium enterprises are also taking the opportunity to live and work in these iconic landscapes. Knowledge industries such as solicitors, accountants and architects are becoming increasingly home-based. Equally there are a number of company executives living and working in Dartmoor and Exmoor often employing local support staff and sometimes relocating entire companies to the area, increasing local spend and raising the profile of the area.

To enable continued growth in this sector, mobile and broadband infrastructure is vital.

CASE STUDY: War Horse, Dartmoor

Dartmoor National Park provided many of the stunning locations for the filming of the Spielberg 2012 blockbuster War Horse. Specialist staff from the National Park Authority provided advice and assistance to the production team before and during the filming process.

"I have never before, in my long and eclectic career, been gifted with such an abundance of natural beauty as I experienced filming War Horse on Dartmoor... And, with two-and-a-half-weeks of extensive coverage of landscapes and skies, I hardly scratched the surface of the visual opportunities that were offered to me".

Film Director, Steven Spielberg

War Horse brought 350 crew to Dartmoor for approximately 3 months. The National Film Association advises that a film of this size would generate in the region of £30k of spend per day, making War Horse spend estimated at around £2million.

CASE STUDY: Exmoor Magazine

'I am lucky enough to work from home, close to the National Park boundary in Nettlecombe, where I spent most of my childhood. An editor and designer, I divide my time roughly 50-50 between my two 'hats'.

Firstly, as lighthousecommunications.co.uk, I offer marketing materials (online and printed) for local businesses and I edit and design documents for South West NHS trusts. Secondly, I over-see, edit and design Exmoor Magazine, which I own with two others, who both live in North Devon, where our administrative office is based. I engage the services of a network of freelance designers, editors, printers, photographers and writers, all of whom are local to Exmoor. Sourcing close to home is very important to me: it supports the local economy, offers a close and effective relationship with suppliers and, when it comes to Exmoor Magazine, results in the most authentic product and is key to our core values.

The advantages of working at home far outweigh the disadvantages; being completely independent, enjoying the creative atmosphere of West Somerset and good walking on my door-step. On the down side, internet connectivity is slow (but will hopefully improve) and zero mobile phone signal as yet. It is a hard location to beat.'

Naomi Cudmore, Editor, Exmoor Magazine

CASE STUDY: The Coleridge Way, Exmoor

The Coleridge Way links the Quantock hills with Exmoor National Park over a 36 mile linear route between Nether Stowey and Porlock. The combination of stunning and varied scenery coupled with a strong link to the area's literary heritage made it an instant winner. The route was designed to bring economic benefits to several smaller villages within the area and some 82% of businesses outside of the main settlements reported significant economic benefits within 18 months of the opening. In May 2014 the route was further extended between Porlock and Lynmouth to create a 51 mile route in total linking further key literary links. As well as offering a new outdoor product the trail has helped to bolster the area's connections with some of the country's most influential writers from the Romantic era.

CASE STUDY: Grey Matter, Dartmoor

Grey Matter is a multi-award winning software company based in Ashburton, Dartmoor. Founded in 1983, it was one of the first businesses of its kind in the UK. With an almost £35m turnover and 85 staff, it is a partner with global giants such as Microsoft, Dell and Intel.

Recently awarded a grant through the GAIN Growth Fund to support expansion plans and create 22 jobs for local people through a training scheme in its Software Sales Academy, the company has long term ambitions to increase turnover to £100m and is one of the South West's fastest growing businesses.

'As one of the UK's leading software sales companies, Grey Matter needs modern and efficient office space. The reorganisation of our premises will allow us to achieve this, while maintaining our beautiful building in a unique location on the edge of Dartmoor.

We are a business with ambitious growth plans. By expanding our premises, we will give more local people the opportunity to join us and establish a rewarding and exciting career.

We have taken a keen interest in the Chuley Road Masterplan from an early stage. We feel that there is a real opportunity for development in the area to deliver some great benefits to the community as a whole (businesses as well as residents) and have discussed our needs and contributed our views at every opportunity, both with the DNPA and at public meetings. We hope our own development will motivate and provide an example for other development in the area'.

Sean Wilson, Technical Director, Grey Matter

4. CONTRIBUTING TO THE HEART OF THE SOUTH WEST LEP STRATEGIC AIMS

The National Parks are integral to the Heart of the South West. The Local Enterprise Partnership has identified four key strategic aims for economic growth and the National Parks can provide several opportunities to help to meet these aims.

Attracting new business and investment

- A high quality environment that contributes significantly to the 'quality of life' offer for the region
- Strong recreational opportunities from weekend walking to high-impact, adrenaline-fuelled activities, in well managed landscapes
- Revised planning policies to support entrepreneurs and innovation

Driving productivity and enterprise

- Strong community links e.g schools, colleges, parish councils, voluntary organisations and businesses
- Strong direct links to key central Government departments
- Skills support e.g Moor Keepers and Moorskills
- Support and capacity building for funding programmes such as LEADER
- Community energy partnerships
- Grass roots funding support, encouraging innovation, sharing of information and learning from other areas.

Maximising employment opportunities

- Coordinated cross boundary support for hill farming, tourism and attracting funding
- Opportunity to develop pubs and integrate business support initiatives
- Skills training and engagement of local young people with local opportunities

Promoting infrastructure to connect with markets

- Active engagement in securing additional funding to extend superfast broadband coverage through Connecting Devon and Somerset
- Pro-actively working with mobile telecom operators to secure increased coverage and signal speeds including piloting new technology
- Infrastructure investments for key sectors e.g support for Cutcombe livestock market
- Strong brands with opportunity to extend the local produce offer and value (e.g. Ashburton Cookery School & Exmoor Caviar).
- A strong emphasis on plugging the gaps in the economies to maintain spend locally

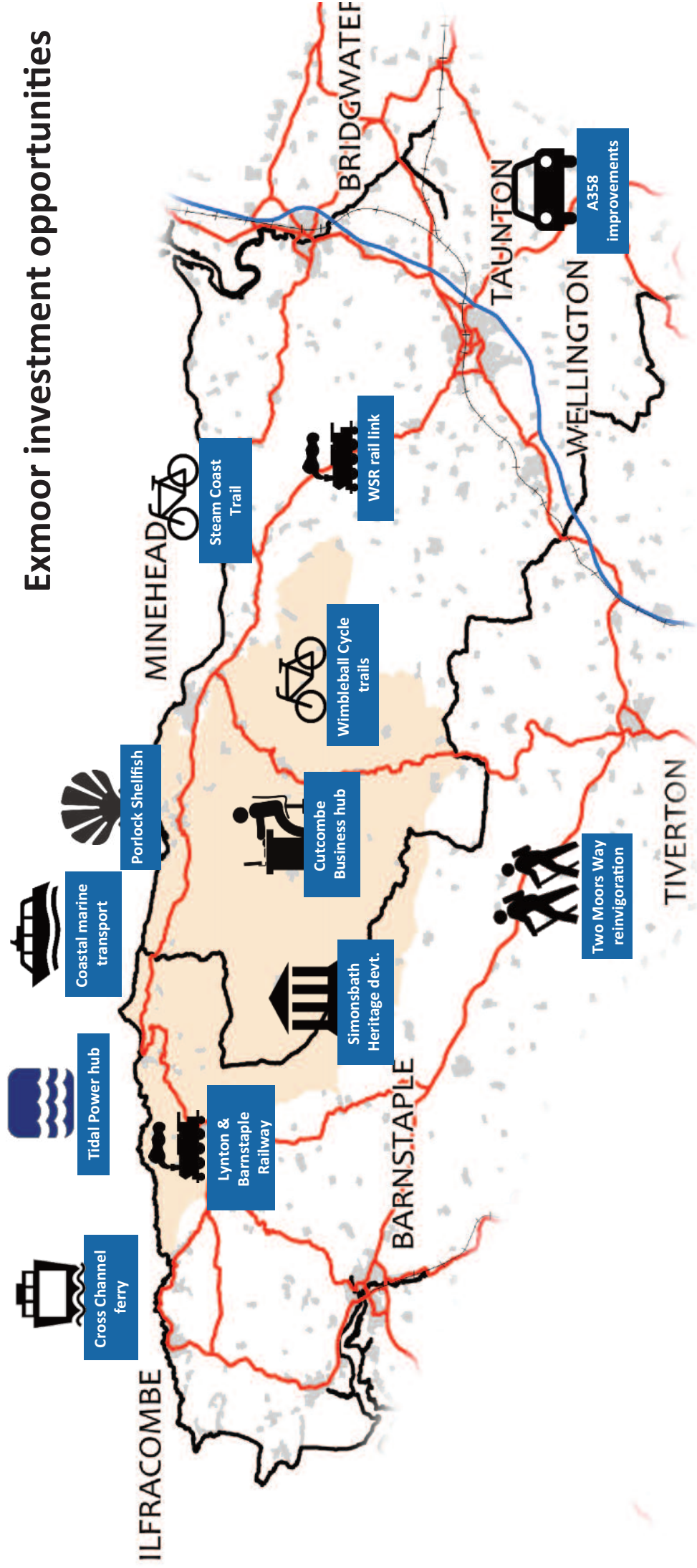
5. INVESTMENT OPPORTUNITIES TO HELP FULFIL POTENTIAL

Dartmoor and Exmoor National Park Authorities are keen to continue to build on their successes in contributing to regional growth.

There are three key areas that have been identified for investment to release future growth potential:

	Our ask: We need funding to	Enabling support provided by Dartmoor and Exmoor National Park Authorities	Benefit to immediate area and region
Place	1. Improve Connectivity: Superfast broadband - building on CDS rollout to deliver coverage to all settlements, visitor facilities and employment sites Improved mobile coverage enhancing MIP coverage to deliver 4G service to all settlements and key recreational areas Improved rail and road infrastructure - to ensure economic potential is unlocked sustainably	Help to facilitate the rollout of superfast broadband to enable full connectivity in rural areas by 2017. Piloting new technology that works with the landscape.	Rural businesses, communities and visitors will not be disadvantaged by poor connectivity. This will help the rural economy, enable people to work from home and improve the education prospects of young people living in rural communities.
Business	2. Promote the Place and Product: Recognising the value of the National Park and local supply chains, including food and drink, as quality destination 'brands' and the unique distinctive product they offer to the region	Providing a good quality infrastructure including public rights of way, cycling routes and visitor centres. Helping to support the diversification of rural businesses by positive planning, recognising the importance to the local economy	A high quality environment that supports good local supply chains, excellent recreational opportunities and a strong international brand. A key part of the tourism economy and providing a highly valued 'quality of life' offer to regional inward investment.
People	3. Support key sectors - such as farming, forestry, food and tourism. The creation of rural growth hubs, support for working collaboratively to increase productivity, develop rural skills and brand recognition	Facilitating role in the creation of rural growth hubs. Connecting and supporting key sectors to develop skills and retain rural workforce.	Networking and the development of improved business skills for SMEs, including making good use of technology Rural skills development through apprenticeships and work based learning programmes, retaining skills within the region.
People, Business and Place	4. Sustain the resource - There is a need for continued investment managing the National Park resource: The environment; Access to it and; Promotion. Without this the resource will degrade and opportunities for sustainable rural growth lost	A proven track record of supporting good management of these special places over the last 60 plus years in partnership with land managers, communities and users.	Key natural resources safeguarded. Tourism and farming livelihoods maintained. Inward investment to the wider region attracted given the high quality landscapes and recreational offer. Internationally renowned brands are maintained. The National Parks are an essential foundation for growth in the 'Heart of the South West'.

Exmoor investment opportunities



Local training solutions



Renewable Energy



Tourism Support



Communication Infrastructure



Hill farm support



Small-scale work units



Housing provision



Food/drink (brand) development



Local processing for added value



Access / Recreation Infrastructure

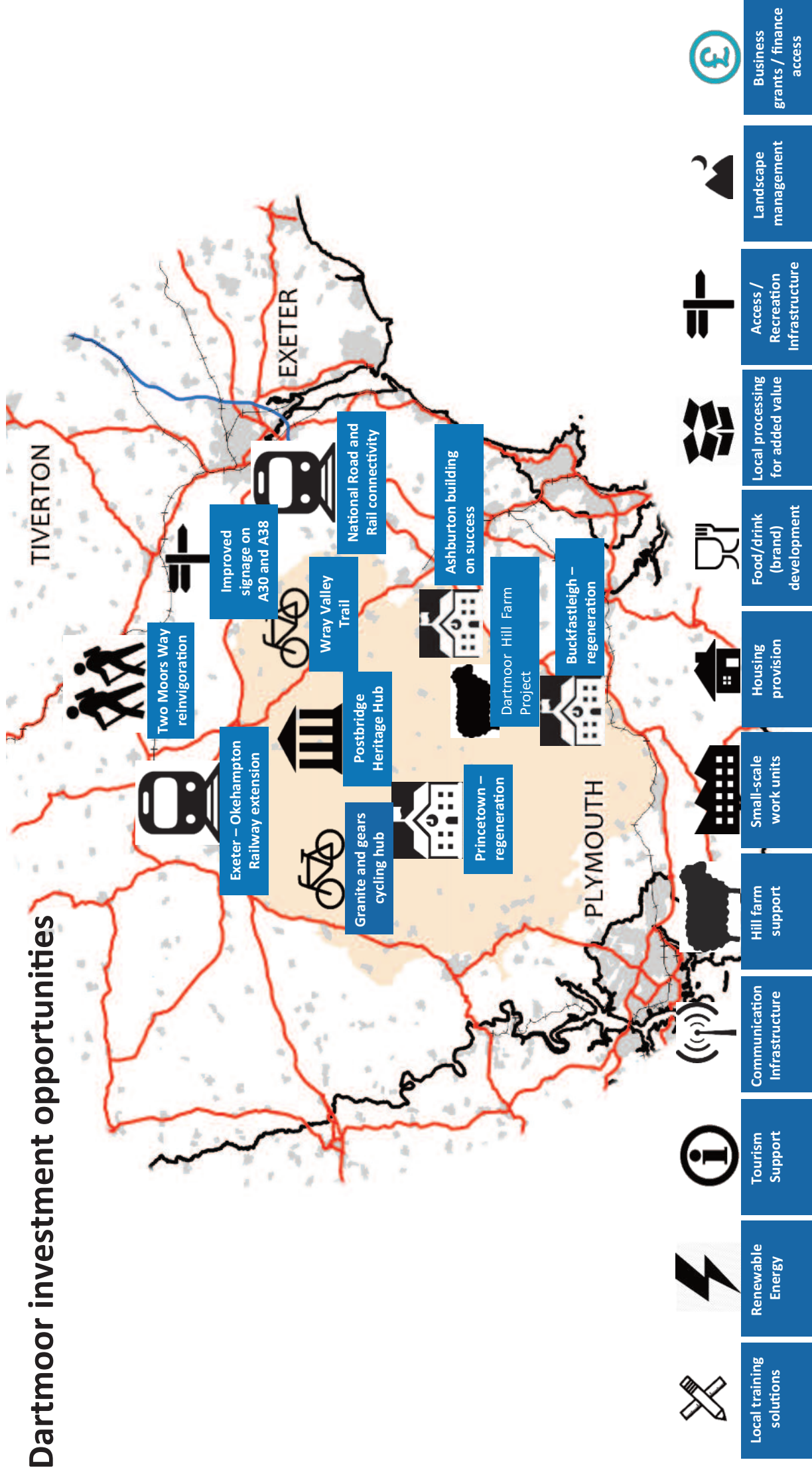


Landscape management



Business grants / finance access

Dartmoor investment opportunities





EXMOOR
NATIONAL PARK



For further information on the rural economy work of Dartmoor and Exmoor National Park Authorities along with investment opportunities to support sustainable economic growth please visit:

www.dartmoor.gov.uk/livingin/your-dartmoor-business

www.exmoor-nationalpark.gov.uk/living-and-working/business-and-economy