



National Park Update



Dan James
Sustainable Economy Manager
DTJames@exmoor-nationalpark.gov.uk



Discover Exmoor App

- Points of Interest
- Live mapping
- Send your own e-card
- Ask an Exmoor expert
- Guided walking routes
- Audio recordings
- Once downloaded doesn't require a signal



Marketing & Collaboration

- ENPA part funding and managing **Greentraveller marketing & PR contract** for Exmoor Tourism & LETA
- Working with South West destinations on **South West Tourism Growth Fund**
- Working with other National Parks on **Countryside is GREAT** campaign



National Park Partners

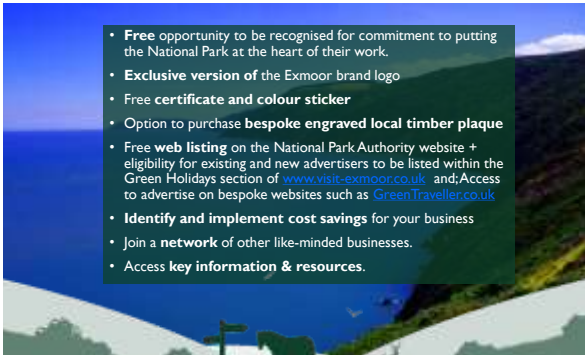
- Recognises and rewards those putting the National Park at the heart of all they do:
 - Supporting a thriving living landscape
 - Connecting people and place
 - Working towards a sustainable future
 - Working together for Exmoor
 - Communicating the message



National Park Partner benefits include:



- Free opportunity to be recognised for commitment to putting the National Park at the heart of their work.
- Exclusive version of the Exmoor brand logo
- Free certificate and colour sticker
- Option to purchase bespoke engraved local timber plaque
- Free web listing on the National Park Authority website + eligibility for existing and new advertisers to be listed within the Green Holidays section of www.visit-exmoor.co.uk and; Access to advertise on bespoke websites such as GreenTraveller.co.uk
- Identify and implement cost savings for your business
- Join a network of other like-minded businesses.
- Access key information & resources.



OPT-IN
or
OPT-OUT?

...it's your choice for Exmoor

CareMoor for Exmoor



- Over £50,000 raised so far for conservation & access work
- Re-launched, re-branded and re-invigorated!
- New Supporters & Champions sought – enhanced benefits for those acting as champions and raising over £500 / year.
- Over 95% of visitors invited to give an optional donation to protect the environment are willing to do so

www.exmoor-nationalpark.gov.uk/CareMoor

CareMoor for Exmoor



- **Opt-out / Levies** most effective: e.g:
We've added a £ towards CareMoor – please tick if you do not wish to give! OR For every XYZ purchased we will donate £ to CareMoor!
- **Opt-in a good** pilot: e.g: "Would you like to add £ towards CareMoor?"
- **Donation boxes** help raise awareness but raise limited funds.

Experiences for 2016 – new & old



Superfast broadband



Commercial roll out

No coverage delivered on Exmoor – 0% of premises covered

Phase 1

Exmoor rollout began last year, reaching estimated 60% of premises by end of 2016

Rural Community Broadband Fund

Extending Exmoor coverage to 69%

Phase 2

Deployment of wireless system by end of 2016, extending coverage on Exmoor to over 95% of premises

Ongoing work



Research

Business Support

Social Media

Video & Image library

Media Relations

Website

National Park Centres

Destination Management

Thank you!

www.exmoor-nationalpark.gov.uk/tourism