

## RURAL EXMOOR ECONOMY - feedback on the 2021 surveys

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During March and April, three online surveys have been carried out, as part of the development of a Rural Exmoor Economic Vision.

- 🌿 A Business Aspirations Survey, which received 126 responses
- 🌿 A Community Organisations Aspirations Survey, with 38 responses
- 🌿 A Young Persons Aspiration Survey, for people aged 16-30, which received 86 responses.

The surveys for businesses and organisations both followed a similar format:

- 🌿 Some initial questions about the type of business/organisation and views on the business/organisation outlook for the future
- 🌿 Views on the future of the Exmoor economy, responding to 10 possible scenarios for what it could be like in 2030 from four different perspectives – a personal view; from the perspective of the business/organisation; thinking about future generations; and from the perspective of the wider Exmoor economy. Respondents could also add other suggestions and comments.
- 🌿 Specific issues important to help business/organisation development in the short and longer term.

The Young Persons survey was slightly different. It asked:

- 🌿 Some initial questions about the person responding
- 🌿 Whether respondents saw a future living and working on Exmoor or not
- 🌿 If respondents did see a future on Exmoor, their views on the future of the Exmoor economy, responding to 10 possible scenarios for what it could be like in 2030 and adding other suggestions and comments
- 🌿 OR, if not, why did they not see a future on Exmoor and what might encourage them to return there

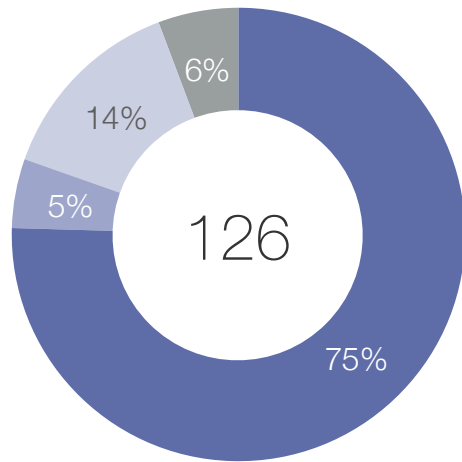
The three surveys have provided a wealth of feedback, with a lot of comment alongside the questions asked. We have provided some key findings in this summary.

It is clear from the feedback that there are many differing views. It also showed that what people feel is most important changes, when considered in relation to the four different perspectives. And that was the purpose of asking the questions in that way.

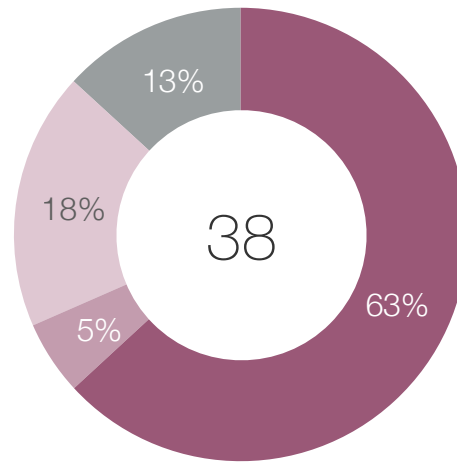
The suggestions around possible scenarios for Exmoor in 2030 provoked a number of comments. Not everyone agreed with the scenarios suggested or the scenario approach. Some people gave us alternative ideas, some explained why they disagreed, some wanted to combine scenarios, and some disagreed with the implications of what a scenario might mean. However, most people completed the scenarios which has provided the overall consultation with useful information.

## LOCATION OF RESPONDENTS

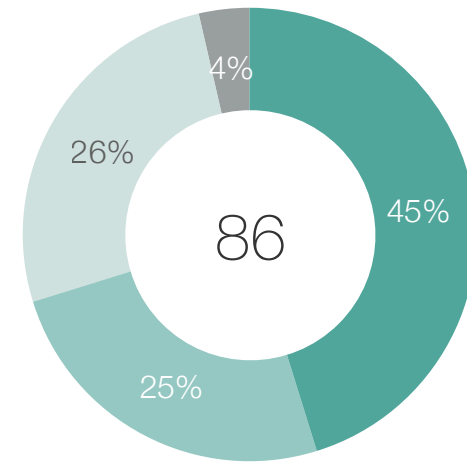
The Rural Enterprise Exmoor work covers Exmoor itself and its immediate surroundings. This is because so many people and businesses work and trade across the boundaries of the national park area. In order to understand this, we asked where they lived, or where the business was located.



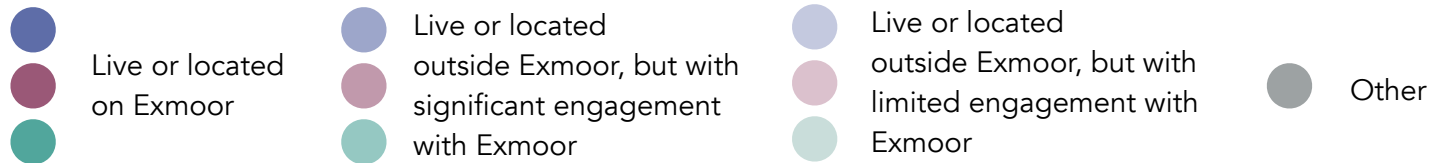
BUSINESSES



COMMUNITY ORGANISATIONS

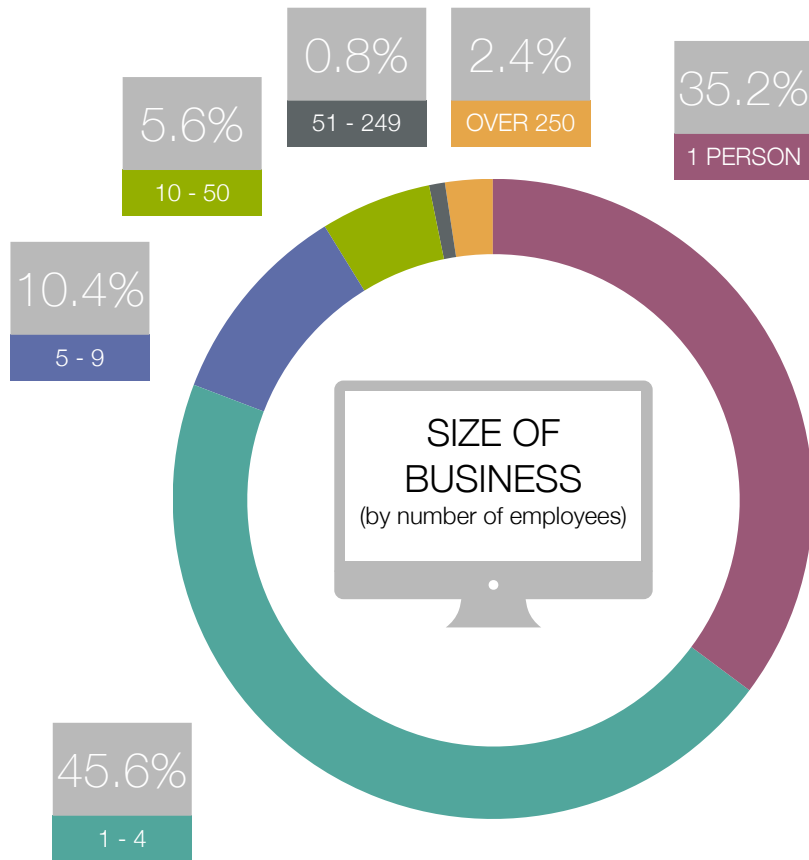


YOUNG PEOPLE

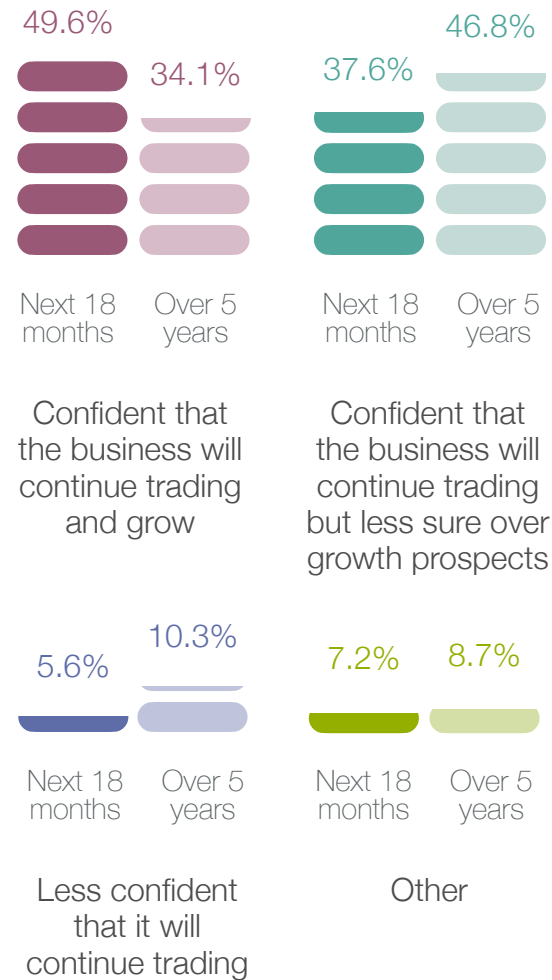


## BUSINESS SURVEY

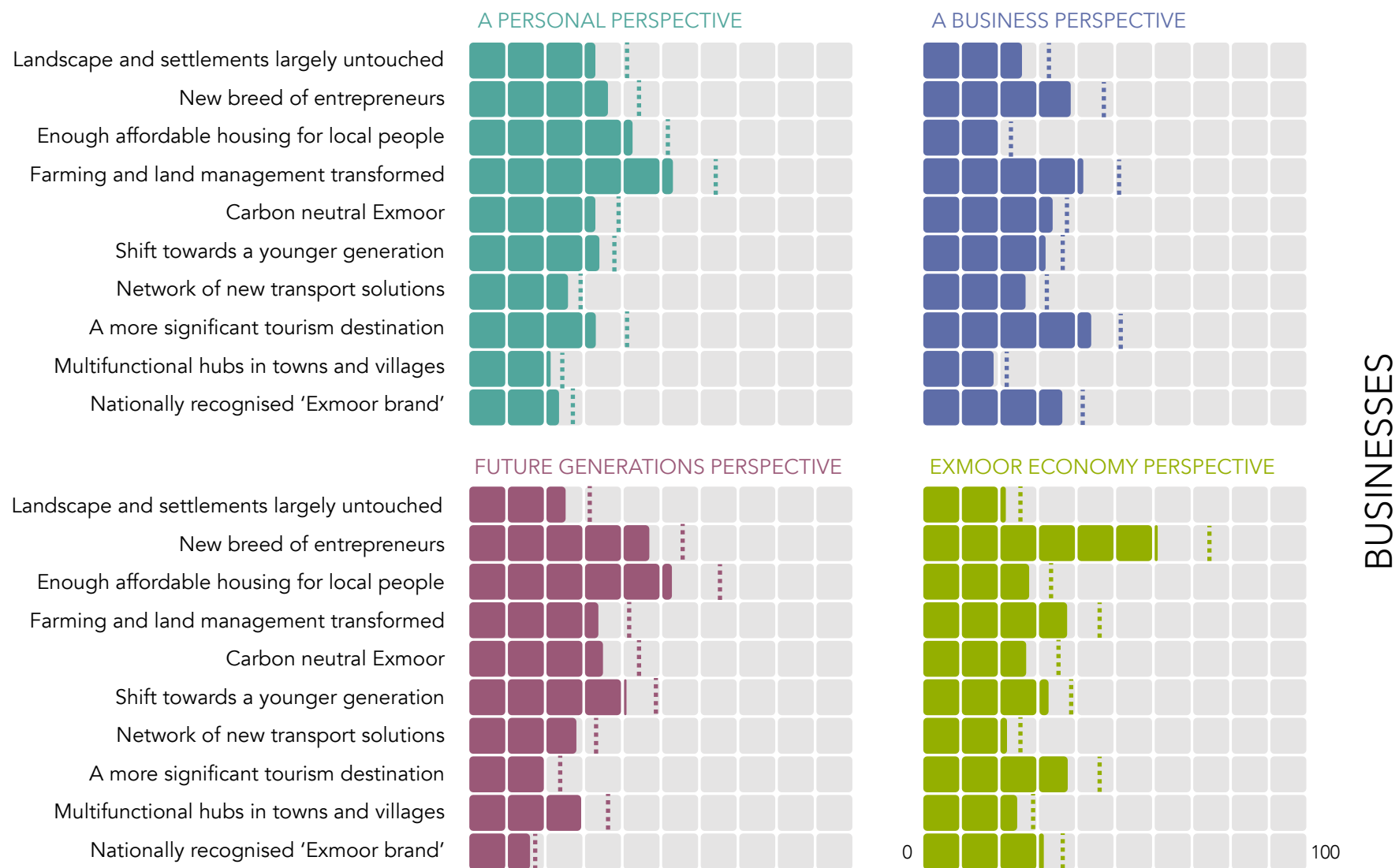
The majority of businesses responding to the survey were sole traders and micro businesses



Businesses were asked about their business trading confidence over the next 12-18 months and their aspirations for the next five years

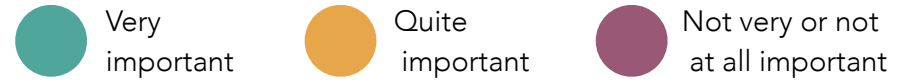


Respondents were asked to select their 1st, 2nd and 3rd choice in the 10 scenarios, from each of four different perspectives. The scenario headings here are summaries of what was a much fuller description in the survey.

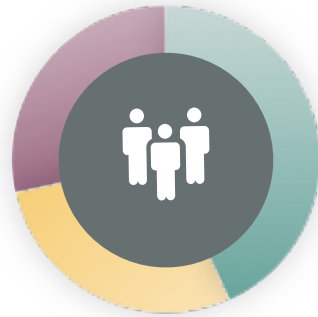


Percentage voting for each scenario in their top 3. The dotted line represents the percentage if the 1st choice is weighted more highly than the 2nd or 3rd choice. (weighting 1=1.4; 2=1.2; 3=1). Between 74 and 85 people answered these questions.

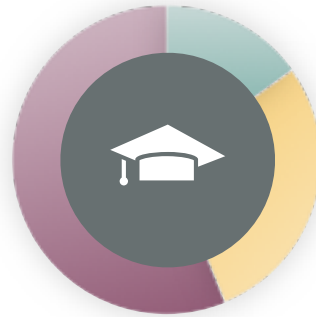
Businesses were asked how important each of the following were to their business?



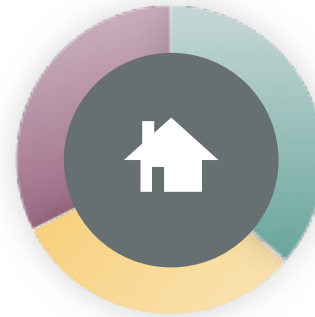
LINKS WITH LOCAL BUSINESSES



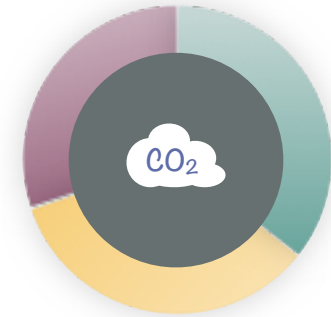
LOCAL SKILLED WORKFORCE



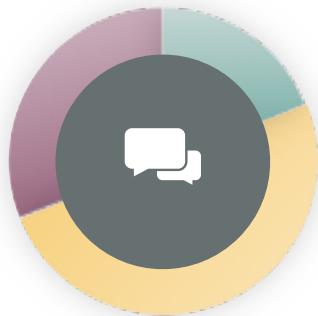
LOCAL TRAINING OPPORTUNITIES



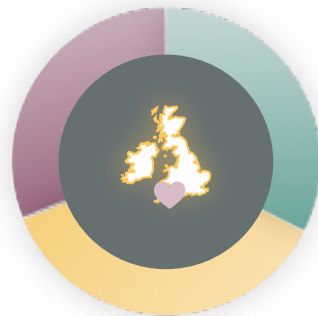
AFFORDABLE HOUSING FOR YOUNG PEOPLE



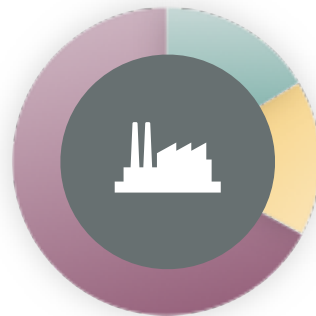
REDUCING CARBON IMPACT



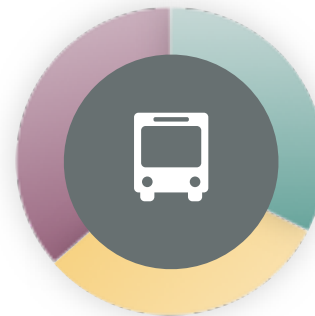
ACTIVE BUSINESS NETWORKING



IDENTIFIABLE EXMOOR BRAND



MORE AND SHARED WORKSPACE



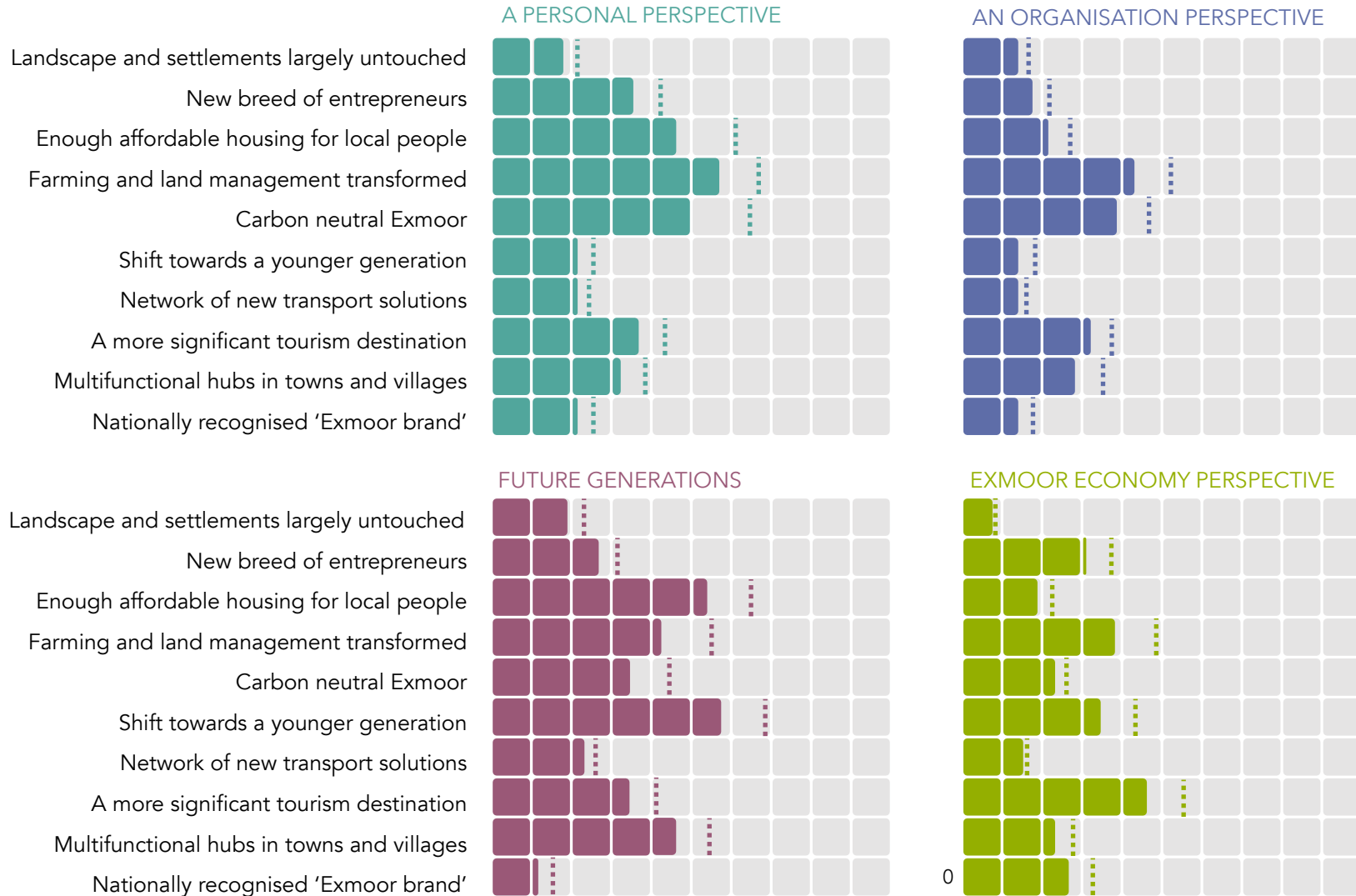
IMPROVED FUTURE TRANSPORT



IMPROVED MOBILE AND BROADBAND

# COMMUNITY ORGANISATIONS SURVEY.

Respondents were asked to select their 1st, 2nd and 3rd choice from the 10 scenarios - as in the business survey.

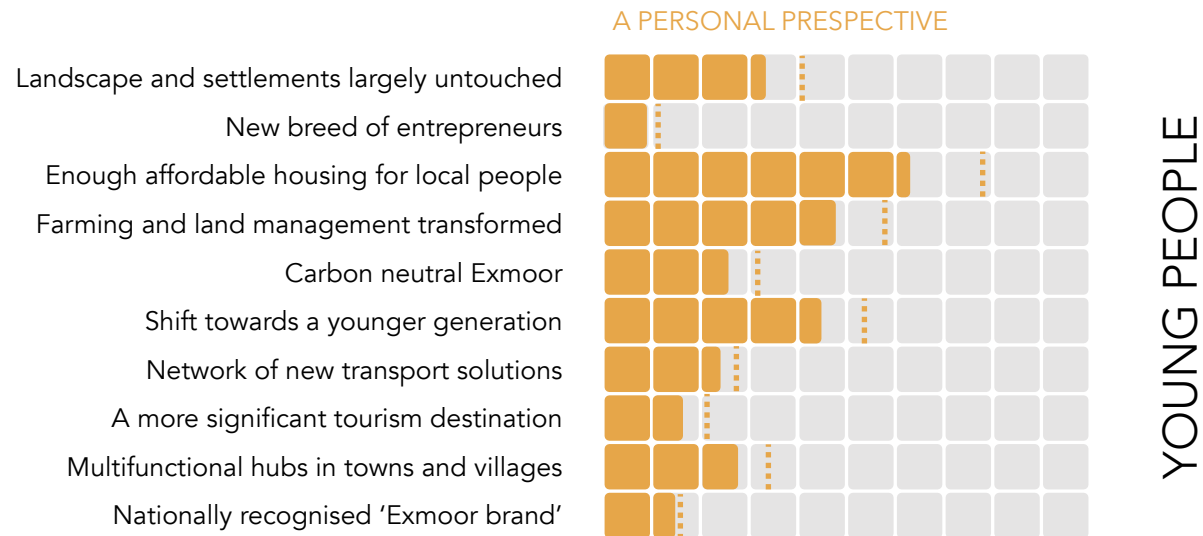


COMMUNITY ORGANISATIONS

Scores and weightings are the same as the business survey. Between 26 and 28 people answered these questions.

## YOUNG PERSONS SURVEY

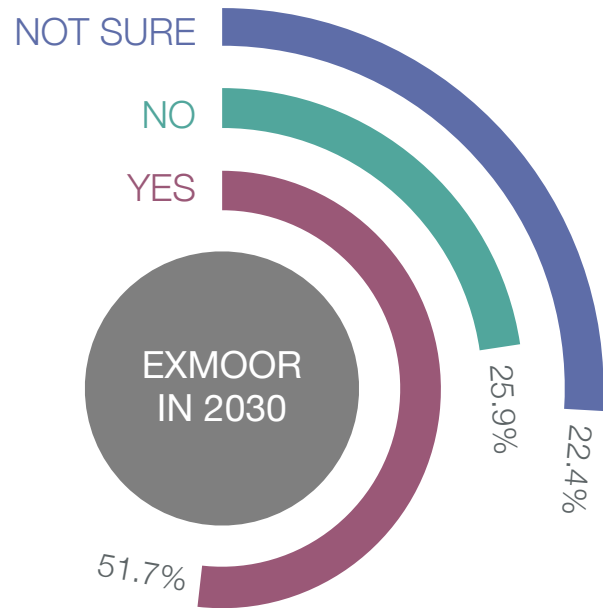
Respondents were asked to select their 1st, 2nd and 3rd choice from the 10 scenarios - as in the business survey. In this case, they were only asked to vote from a single perspective.



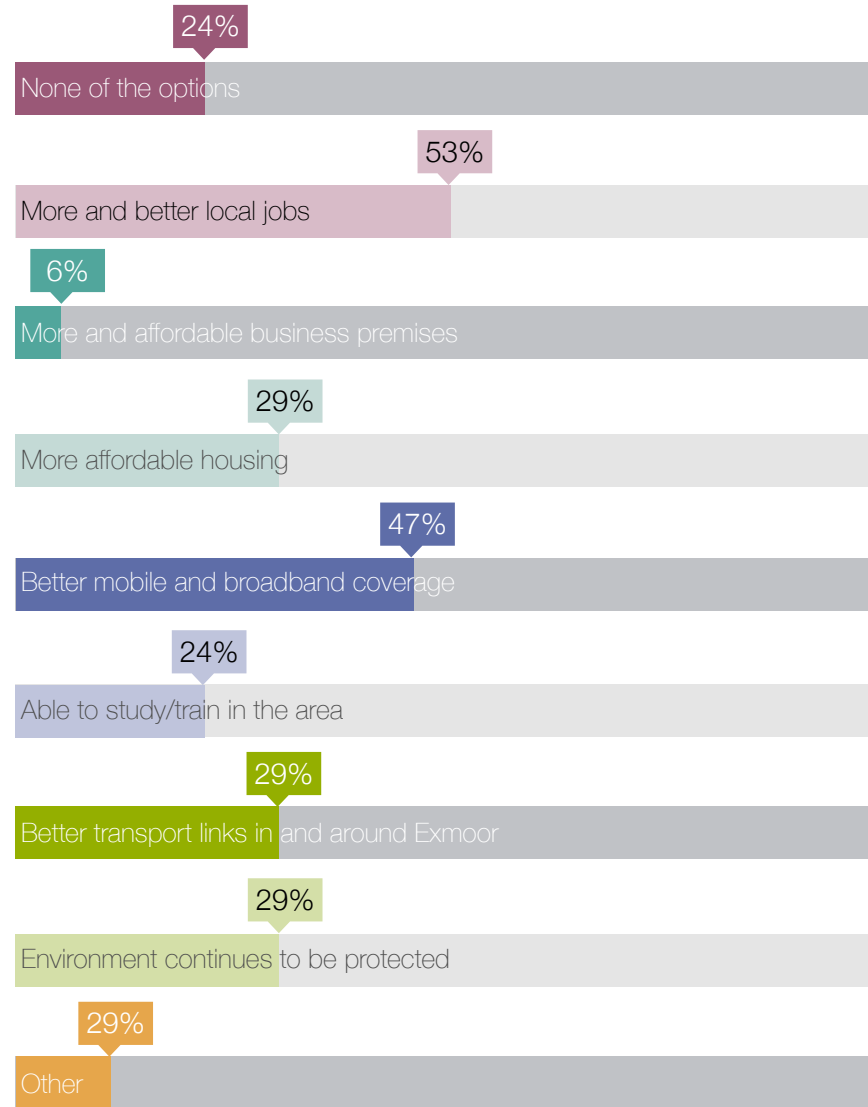
Scores and weightings are the same as the business survey. 54 people answered this question.

On a technical note, all the surveys asked respondents to give their first, second and third choice only, out of the 10 scenarios. A small number of respondents identified more than one 1st, 2nd or 3rd choice. The graphic for all three surveys' scenario questions therefore reflects those few multiple responses.

The young people were asked if they saw themselves living and working in or near Exmoor in 2030.



Young people were asked whether any of the following would influence them to stay in or around Exmoor.





## THE FULL SCENARIOS

In 2030, the Exmoor landscape and settlements remain largely untouched, preserving existing habitats and a way of life. This may mean that young people will continue to drift away and business opportunities will remain limited.

In 2030, Exmoor will be a base for a new breed of entrepreneurs running their businesses remotely and travelling occasionally to meet clients and investors. This may mean some new buildings to accommodate business needs and an increase in new residents.

By 2030, there will be enough affordable housing for local people, encouraging more young people to stay in the area. This may also mean new market housing to help pay for the affordable homes, increasing the number of homes overall.

In 2030, farming and land management will be transformed - creating more nature-rich areas and focussing on highest quality production, for which land owners and farmers will be rewarded. This may mean a change to current land management and require innovation and investment.

By 2030, Exmoor will be carbon neutral. It will be a 'test bed' for innovative solutions to reducing carbon impact. This may require changes in behaviour for people, businesses and the community and this may have cost implications.

In 2030, the balance of the population will have shifted towards a younger generation and people of working age. This may mean some new developments and infrastructure are needed to attract and retain younger people.

By 2030, there will be a network of new transport solutions such as community owned electric shuttle buses and/or on-call taxis. This may require people to reduce their dependency on car travel.

By 2030, Exmoor will be a more significant tourism destination, attracting more visitors to the area that will bring benefits to local businesses. This may increase pressure on services and infrastructure and may impact on the landscape.

By 2030, most of the towns and villages on Exmoor will have a multi-functional hub - providing opportunities for co-working, education, community facilities. This will mean some small-scale development and may also require increase in local tax to help underpin this provision.

By 2030, there will be a nationally recognised 'Exmoor brand' which could be utilised by businesses. This may require some financial contribution to help develop and sustain the brand.

The introduction to the scenario questions highlighted the major forces of change that are likely to influence our future and identified how they might affect Exmoor over the next 10 years and beyond.