

Would you like to host an event?

CareMoor Dining Club

CareMoor
for Exmoor



What is CareMoor?

'CareMoor for Exmoor' is a donation scheme operated and managed by Exmoor National Park Authority. The scheme provides an opportunity for those inspired by Exmoor to contribute to the upkeep of the National Park through donations. Funds raised through CareMoor are used for valuable nature, heritage and access projects across the National Park.

What is the CareMoor Dining Club?

A series of monthly dining events at a variety of venues. Each event will have one speaker and the theme and menu will celebrate Exmoor produce. The events will be promoted as a fixed price menu to include a donation to CareMoor.

Purpose?

The aim of the Dining Club project is to:

- ◆ Promote the local food message
- ◆ Promote business for dining venues
- ◆ Raise awareness and funds for CareMoor

How will it work?

- ◆ A CareMoor Dining Club event can take place at lunchtime or evening
- ◆ The date is selected by the host business in consultation with ENPA who will promote no more than one dining club event a calendar month
- ◆ The venue will choose the fixed price of the meal, number of courses and menu as well as the number of covers available. The price to include a minimum CareMoor donation of £5 per person
- ◆ The venue retains complete control and handles bookings and arranges a speaker for a short talk
- ◆ Events will be open to all yet promoted as something special – they will help to attract new audiences as well as seeking to build a loyal following
- ◆ The event will be promoted by ENPA, Visit Exmoor and the venue and included on websites/ social media

Who will be the speaker?

The venue will choose the speaker who may be the Head Chef talking about their use and love of local produce or a local producer who has contacts with the venue telling their story. Venues may also choose to include a speaker on a different topic of interest. ENPA may be able to provide a speaker from time to time to promote Exmoor's special qualities and deliver the CareMoor message. The speaker will be chosen by the venue. External speakers will not be paid (unless otherwise agreed by the venue) but should have their meal provided by the venue.

Benefits of hosting

- ◆ Attract more customers with themed event
- ◆ Fixed menu (at discretion of the venue) to maximise profits
- ◆ Opportunity to promote your use of local food
- ◆ Opportunity for building relationship between chef and customers
- ◆ Maximise customer satisfaction
- ◆ Marketing by ENPA and Visit Exmoor including professionally designed poster, press releases and social media posts
- ◆ Increased profile from highlighting the local food message and CareMoor support

What next?

If you're interested in hosting a CareMoor Dining Club lunch or dinner contact Katrina Munro, Economy Project Officer at Exmoor National Park on 01398 322236 or email KJMunro@exmoor-nationalpark.gov.uk



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