

PRESS RELEASE: The Exmoor Society 2019 Pinnacle Award

The winner of the prestigious Pinnacle Award for young entrepreneurs, now in its eighth year, has just been announced by The Exmoor Society. William Bolton, 22, living on the edge of the Greater Exmoor area in Somerset, has a passion for bee-keeping, learnt from his grandfather, and is determined to follow in his footsteps by producing heather honey from hives on Exmoor. William will continue the practice of moving hives on and off the moor by reviving these sites, finding new ones and building a thriving enterprise which he will call *WBee*, using his initials.

William attended school in Wiveliscombe and spent some time in New Zealand working on two very different bee farms before returning to Somerset. On receiving the award, he said: "It is an honour to have been chosen by The Exmoor Society for this award and I look forward to growing my business for the benefit of the environment and my community.'

The annual award, worth £3,000 and sponsored by the Cave Foundation, is open to 18-27 year-olds who live, work or study in the Greater Exmoor Area with an idea for a business venture. Jackie Smith, Trustee, The Exmoor Society, speaking for the judges, said: 'As judges we felt his project met all our criteria for a young, local man creating his own business in succession to a family member and making the very best use of the Exmoor environment. He presented a very detailed five-year business plan; showed us images of a new and more practical style of hive which he is developing and constructing himself and he gave us a very clear insight into his plans for growing the business and doing something useful to protect and promote the natural assets that Exmoor has to offer. In addition, he is already very knowledgeable about his subject and an interesting and engaging speaker who we were convinced will be a fine ambassador for the Pinnacle Award.'

The Exmoor Society as a conservation body, is determined to find opportunities for young people to continue to live in the area by encouraging entrepreneurial activity. 'We wish to show that protecting natural beauty, wildlife and cultural heritage can go hand-in-hand with business activities.' said Rachel Thomas, Chairman, 'By providing seedcore money through the Pinnacle Award, the Society hopes to help young people stay in the area, keeping the National Park alive and thriving.'

William can be contacted by email at william.bolton@yahoo.co.uk

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Images:

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Note to Editors:

The Exmoor Society is an independent charity that protects and promotes Exmoor for the benefit of all and is the only membership organisation that is dedicated to the National Park status. Exmoor is a unique, diverse landscape of moorland, coast, woodland and farmland shaped by both nature and people over thousands of years. Established in 1958, The Society acts as a champion and watchdog for its conservation and the enjoyment of its natural beauty, wildlife and cultural heritage. It searches for solutions to today's challenges, such as loss of heather moorland, by gathering evidence to influence rural decision-makers both locally and nationally.

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