

PRESS RELEASE

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Nearly Wild Camping Initiative Launches

Nearly Wild Camping (www.nearlywildcamping.org) is a new initiative now being launched. It will create a network of camping locations across the UK, providing opportunities for people to camp outside of big campsites, experiencing nature and learning about the local countryside, heritage and wildlife from the passionate people who live and work there.

Steve and Irene Evison have been developing the idea for some time, based on their own experiences of offering camping at Underhill Farm, a smallholding on the Wales-Shropshire border. They have been welcoming campers there since they bought it five years ago, and have seen how much visitors enjoy exploring the diverse wildlife on site and having a go at rural crafts. The success of this, as well as their frustration at not being able to find other quiet, wild places for their family to stay, led to the idea of setting up a network of these kinds of camping locations across the country.

Steve sums up their thinking, "Nearly Wild locations are much more than just a place to sleep. Have you ever collected chicken eggs to eat for your breakfast? Carved a spoon after visiting where the tree wood grew? Dyed sheep's wool having said hello to the sheep who gave it up? Made a pot from the soil you dug up yourself? Well, these are the kind of experiences that Nearly Wild Camping locations offer. And at the same time, the location provider makes a bit of money too, it's a win-win situation."

Following a trial in Wales last summer that attracted lots of interest, they have begun the journey of fully establishing Nearly Wild Camping. Both locations and campers are being recruited; if you're interested in either, visit www.nearlywildcamping.org to find out how you can get involved. Kerry Lane, who works with Steve and Irene, explains, "We are looking for locations across the UK who want to share their little patch of Nearly Wild and also for campers who are looking for wilder experiences. We've set up as a co-operative, so everyone can have a voice in how we develop, and we hope it will also encourage the locations and campers to be in touch with and learn from one another."

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Notes for the editor

1. Nearly Wild Camping's website is www.nearlywildcamping.org
2. Underhill Farm www.underhillfarm.org
3. The booking system will be enabled for the launch in mid-May,
4. The Nearly Wild Camping team will have a stand at the Royal Welsh Spring Festival, Builth Wells, on 17th and 18th May.