

## Mark Hoyle

BA (Hons) Business Studies and Environmental Management  
(University of Huddersfield)

PhD (completion date early 2017) Assessing and predicting  
future impact of amenity recreation on a Pennine moorland  
ecosystem (Liverpool John Moores University)



In 2012 after extensive planning and research, I created my own company, Cavebus. This company provides mobile adventurous activities to schools, scout groups and other organisations across the UK. Starting with an old bus and a base in Leeds we have grown to 10 locations across the UK. See: [www.cavebus.co.uk](http://www.cavebus.co.uk)

### Research Interests

- Amenity visitor management on moorland
- Future usage of grouse shooting, agriculture and conservation land for amenity use
- Creative and innovative business models for 21<sup>st</sup> century commerce
- Small and micro businesses
- Innovation and creativity in business planning
- Visitor management in rural areas, and human ecology
- Micro-electronics in data collection

### Current projects

Downing, A., Hoyle, M., Riach, A. and Snipp, R. Black Rhino: Enclosure Design and Space Utilisation- a collaborative project with FlamingoLand Zoo

Shortlisted for Enterprise Educator of the Year Award (2016)

Lead on Enterprise programme development across Askham Bryan College

### Conferences

Hoyle, M. 2015. Assessing Visitor Use of an Amenity Moor in Northern England: A Case Study of Ilkley Moor, West Yorkshire. LJMU, 22<sup>nd</sup> June 2015

Hoyle, M. 2013. Visitor Counting Using Microelectronics in Wilderness Locations. LJMU, 21<sup>st</sup> June 2013.

Hoyle, M. 2012. Self-Governance of behaviour, using classroom layout in Further Education. Bradford College, 4<sup>th</sup> July 2012.