



Porlock Vale Tourist Association
The Old School, West End
Porlock, Somerset
TA24 8QD

1 January 2021

Councillor Malcolm McCoy
Chairman, Porlock Parish Council
The Old School, West End
Porlock, Somerset
TA24 8QD

Dear Chairman McCoy,

Happy New Year. In my first duty as Acting Chairman of the Porlock Vale Tourist Association it is my pleasure to write to you in high hopes that our organisations can continue to work together to promote the economic and social well-being of Porlock in 2021.

In the last year the PVTA has worked hard to benefit all businesses and residents in our community. In response to the Covid-19 crisis, we partnered with the Porlock Parish Council to implement the much-appreciated Community Initiative to ensure that vulnerable residents did not suffer from isolation and that their critical needs were met. In June the PVTA implemented a Business Support Plan to guide businesses through the lock down and support them with new initiatives as we emerged. In August, we produced a well-attended Summer Concert, that brought parish residents together for a lovely evening of song that lifted spirits and reminded us that, though socially distanced, we were all together in this difficult time. We believe that strong bonds of goodwill and trust are not only the essence of village life but vital to the success of our local businesses.

In an initiative led by Councillor Andy Milne and Visitor Centre Manager Debbie Stanyon, we joined with the Porlock Parish Council to obtain the Porlock High Street Recovery Grant to further benefit our businesses. A steering committee, whose members included an additional two Parish Councillors, worked diligently to ensure that High Street businesses were consulted and that planned expenditures were based on responses to a survey conducted in August 2020. The resulting indicative plan was well received and overwhelmingly approved by both the PPC and the PVTA in November. Recently, as you are aware, accusations of bad faith and mistrust have halted the timely implementation of this plan. It is our hope that, under your leadership, this discord can be resolved, and the good work invested in this project can be recovered. The PVTA has decided that our energies are now best directed to the numerous other efforts we are engaged in to benefit our members and the community at large. We wish you the best of luck and will, of course, be available to offer input, if requested, on specific matters.

In 2021, the PVTA will implement new aspects of our Business Support Plan and build on our partnerships with the PPC and other organisations in the region to ensure our community reaps the benefits of what we hope will be a banner year for visitors and our economic recovery.

Yours sincerely,

A handwritten signature in black ink that reads 'Rob Schmidt'. The signature is written in a cursive style with a large 'R' and 'S'.

Rob Schmidt
Acting Chairman
Porlock Vale Tourist Association