

SW&T Emergency Town Centre Recovery Fund								
	Intervention	Cost	Benefit	Climate Change	Sustainability	Further Funding	Start Date	Finish Date
a	b	c	d	e	f	g	h	i
1.	<b>Appearance &amp; Functionality of the High Street</b>	£9,000	Increased floral displays throughout the year at the gateways to the Village for instant impact, and along High Street and in 'Community Gardens' including Museum, St Dubricius Church, Methodist Church and Visitor Centre. Christmas trees & lights to create seasonal effect in December. Bunting, themed flags in Xmas tree brackets to support events (e.g. Flower Show, Carnival, National celebration). Donation to Church clock. Improving the overall look of the village is known to impact positively on Visitors and Residents, and can promote a Community atmosphere and have a traffic calming effect. Cycle racks encourage visitors to arrive by bike by providing a safe and secure place to leave bikes. Provide Covid-19 signage (printing and laminating service), hand sanitiser, face masks, etc. Hand sanitizers at 'pay & display' points in carparks to create a good impression and make Visitors feel safer.	Floral displays and planting reduce CO <sub>2</sub> . Use of recycled plastic or natural products for planters, peat-free composts and organic fertilizers. Energy efficient LED Christmas lights. Combined with other traffic calming measures to reduce traffic speed thus reducing emissions. Encourage cyclists reducing the need for car usage. Unifying the Covid-19 signage creates a better impression for Visitors. Encourage use of energy efficient lighting and fittings.	Providing the infrastructure and equipment to be used for years to come. Provide an image of a Village promoting outdoor pursuits utilising the natural environment. Create an image of a well-maintained, vibrant Village.	PPC & local contributions and fund raising by Porlock Community Association, the Horticultural Society, etc.	March 2021	December 2021
2.	<b>Outdoor seating areas</b>	£12,000	To provide benches close to the bus stops to provide seating for residents and visitors, especially walkers travelling from surrounding Villages/Towns. Picnics tables and/or seating in areas close to the High Street, signed from the High Street, etc. to encourage Visitors to stay longer. Providing outside, distanced seating important post Covid-19 while people adjust their behaviour or restrictions are in place.	Recycled or natural products to be used. Associated recycling bins in picnic areas. Reduce travel to picnic sites further afield. Encourage bus use reducing the need for car usage.	Long-term benefit of vandal proof seating	PPC and other Community Groups (Rec, VC), to include ongoing maintenance Dedication of benches.	April 2021	December 2021
3.	<b>Promotion &amp; Publicity</b>		Online media, brochures & leaflets, TV, radio, press & other media, etc. Promote Porlock in neighbouring Villages and Towns for Day Visitors/shoppers, further afield for tourists. Create a 'brand' for Porlock. Appoint a Press Officer.	Promote Porlock as committed to being carbon neutral by 2030 and having 'Plastic-Free' status, as a 'Green' destination.	Ongoing work held by new Traders Group	PPC & Visitor Centre	March 2021	December 2021
4.	<b>Signage</b>		To High Street from car parks, etc., to promote Shops, Free Parking. Signs, maps, etc. to improve walking experience for Visitors, encourage through tourist traffic to stop and explore	To encourage pedestrian exploration of the High Street and back lanes of Porlock, reducing car usage	Permanent quality signage	PPC for ongoing maintenance	March 2021	December 2021
5.	<b>Village Events &amp; Activities</b>		To encourage people onto the High Street, events in locations close or along the High Street, co-ordinated between High Street Traders and Community groups and Visitor Centre, walking leaflets, etc. based around various themes (History, Art, Nature, Crafts, Culture, etc.)	To encourage pedestrian exploration of the High Street and back lanes of Porlock. Events managed to be low carbon.	To create, etc. walks to provide other reasons to visit, stay in, and explore Porlock	ENPA	March 2021	December 2021
6.	<b>Porlock Traders Group</b>		£1,000	Website to create High street business directory, and show car parking, public toilets, etc	Investigate online trading opportunities	Start-up costs for a website to develop long-term exposure	Traders Group PPC	March 2021
7.	<b>Admin costs</b>	£3,000	To employ an Administrator and fund equipment (software, stationery, etc)	Work done primarily electronically, to reduce use of paper.	N/A	N/A	March 2021	End of Project
	<b>TOTAL</b>	£25,000						