

## Porlock High Street Support Group

### MINUTES

HELD ON WEDNESDAY 7th APRIL 2021 AT 7.00 PM

Remote Virtual Meeting via Zoom

*The Meeting was digitally recorded and is available at*

*<https://porlockparishcouncil.org/phssg/>*

**Group Members Present:** Cllr D McCanlis (Porlock Parish Council and PHSSG Chair)

Cllr W Rayner (Porlock Parish Council)

T Davies (Porlock High Street Traders representing Bramdowns)

J Dyer (Porlock High Street Traders representing Jana Henrie)

D Hawtin (Porlock High Street Trader representing Melody Art)

S Shorten (Representing Stacked Wonky)

Mel Tesouro Willmott (Representing Stacked Wonky)

L Thornton (PHSSG Administrator, Minute Taker and representing The Bagatelle)

**Members of Public Present:** Keith Mansell  
Sarah Brice

**1. APOLOGIES**

R White (Porlock High Street Trader representing Churchgate Gallery)

**2. DECLARATIONS OF INTEREST AND DISCLOSABLE PECUNIARY INTEREST DISPENSATION**

Will Rayner declared an interest in Discover Porlock

**3. TO RECEIVE ANY COMMUNICATION OR ANNOUNCEMENTS FROM THE CHAIR**

Lesley Thornton confirmed that we now had 24 members on Facebook. She also confirmed P&P had asked that we contact Grant Dennis regarding the Community Radio Station following their decision-making meeting, to advise that, whilst donating money to a project that may not start this year was not possible, helping to promote the Community Radio Station and the fund-raising effort had been agreed.

Duncan McCanlis explained that he and Lesley had visited the new tenants at the Royal Oak to offer support and confirmed that they would not be able to open until May as they have no outside space. They needed support finding contacts for work that needed to be done and we offered to advertise the vacancies they have on the PHSSG Facebook page

Duncan McCanlis confirmed that having respected the views of residents regarding the seating in the Central car park, plans to put seating in that location had been dropped.

Duncan McCanlis confirmed that Lesley Thornton would now be representing The Bagatelle on the PHSSG following the resignation of David Thornton.

Duncan McCanlis explained about the changes to the rules regarding Zoom meetings for Councils and the PHSSG, which would make the Group unable to lawfully take decisions at Zoom meetings from 7<sup>th</sup> May. He further explained that there was a legal challenge to this being made on the 20<sup>th</sup> April and the courts would determine the outcome within one week.

**4. TO DISCUSS & APPROVE THE DRAFT MINUTES 22.03.21**

*Duncan McCanlis proposed that the draft minutes 22.03.21 are approved, Seconded by Sarah Shorten, unanimously agreed.*

**5. PUBLIC PARTICIPATION**

Duncan McCanlis welcomed Keith Mansell and Sarah Brice. Sarah asked about the PHSSG Facebook which Duncan said would be addressed later in the meeting.

*Jane Dyer joined the meeting.*

**6. TO RECEIVE A REPORT FROM EACH PROJECT GROUP LEAD, INCLUDING A PROVISIONAL OVERALL BUDGET FOR THEIR PG**

- **Appearance & Functionality of the High Street PG**

Lesley Thornton shared her screen to show the breakdown of the £9,000 budget for A&F explaining the projects that had been started, those that had been approved and some which were still in the planning/discussion phase. Lesley Thornton confirmed that she had been asked to extend the flowers along the inside of the Church railings and was in the process of getting permission from PPC. Lesley Thornton also confirmed that she was in the process of getting permission for the floral display at the Village Hall and had contacted the landowner about a floral display on the Doverhay car park wall at the bottom of Dunster Steep.

Lesley Thornton explained that she would be presenting a report to PPC Finance Committee on Thursday 8<sup>th</sup> April requesting a budget for continued maintenance of the floral displays from 2022 onwards.

- **Outdoor Seating PG**

Duncan McCanlis explained that he was proposing to buy 5 park benches at about £200 each with cast iron ends and Welsh larch slats for the Methodist Garden and St Dubricius Church, whose agreement had been given. Duncan explained that quotes for creating seating at the Doverhay car park, using slats on the lowered walls, had been received. Duncan also noted that the railings by the disabled toilet had been removed. Duncan confirmed he was waiting for approval for the floral/seating installation at the Central Garage designed by Tim Davies.

Lesley Thornton asked about a sign for the Methodist Garden and Duncan confirmed that they are included in the proposal. Also, that signs and notice boards at St. Dubricius Church were now being proposed, as well as seats on the path walls.

An overall budget for Outdoor Seating of £2,500 was suggested.

- **Promotion & Publicity PG and Porlock Traders Group**

Will Rayner explained that it was agreed at the P&P meeting on 29/3/21 to merge the Traders Group with P&P. He added that it had been agreed to use the domain name Discover Porlock, which he owns, for the website and the Traders Group which will be called Traders of Porlock (TOP). [It has since been confirmed that the name Traders of Porlock (TOP) has yet to be agreed.]

Will Rayner explained that he owns the domain name Discover Porlock which has now been registered for three years and that non-business web hosting using Wordpress would be about £10 a month, and provide a business directory, blog and What's On.

A budget was suggested at £386 for hosting and domain renewal for 3 years, £700 to pay someone to populate the business directory and £3,500 to run and keep on top of Social Media.

Sarah Shorten asked if Will could provide a breakdown of the £3,500. Will Rayner explained this was based on 7-10 hours a week until December 2021 to pay someone to drive traffic to the website from Social Media, adding that including some advertising on Instagram would not be expensive. Sarah asked if design work for the website was included in the £3.5K which Will confirmed, adding that it may also include an 'engagement officer' to help Traders access Social Media.

Sarah Shorten suggested E&A and P&P combine their efforts in speaking to Traders. Sarah Brice suggested a Development Officer could train Traders, adding that her partner's son could offer his website skills/knowledge. She agreed to speak to Will after the meeting.

Mel Tesouro Willmott shared her screen to show the PHSSG Facebook page, explaining that Lesley Thornton had invited the email list including questionnaire responders, adding that the questions asked on joining were being collated to inform what was required from the Facebook page for users. It was confirmed that the tenets would be pinned as the top post if possible, to be seen by all members.

Lesley Thornton confirmed the PHSSG Facebook had been linked to the 'Porlock' group Facebook. It was agreed that details of projects approved at PHSSG meeting could be discussed on the Facebook.

An overall budget for P&P + Traders Group of £4,500 proposed.

- **Signage PG**

Will Rayner explained that David Hancock had handed over the work he had done on Signage after they visited Active Signs. Proofs of the designs David Hancock had submitted would be available from Wednesday 14<sup>th</sup> April but production could take 6 weeks from then. Will Rayner suggested First Design in Porlock should also be asked to quote. Duncan McCanlis confirmed that the quote from Active Signs for various signs was in the region of £1,600 plus E&A had requested some A-board signs, so he suggested an overall budget of £2,000

- **Events & Activities**

Sarah Shorten explained that she had updated the Project Tracker. They had drawn up a list of events and were in contact with the Visitor Centre and can mutually support each other. Sarah warned that lots of events were being cancelled for fear of a Covid-19 third wave in the Autumn. E&A were targeting themed pop-up events on or just off the High Street on a monthly cycle, 1<sup>st</sup> Saturday of each month. The first themed event would be a plants/seed swap, then there were music and eco themes planned. It had been agreed these events would need someone to lead.

10 days of these activities at £100 a day would cost £1,000

Sarah Shorten explained they proposed paying someone to co-ordinate 3 events like Taste Exmoor to ensure they work with us to emphasise the High Street at £300 per event, a total of £900

Sarah Shorten described the ideas for an Audio Trail to run this year for next year with a High Street emphasis. The budget for this would be £1,000

The need to ensure events like Taste Porlock did not compete with the High Street traders was discussed. It was felt food events must be genuine with only local produce and no market stalls.

The total budget requested by Events and Activities is £3,000

- **Admin**

The budget for Admin at £800 and management of the Group at £2,200 was confirmed = £3,000.

It was confirmed by the Administrator that the £12,000 allocated on the Indicative Plan to E&A, Seating, Signage, and P&P plus £1,000 for the Traders Group now combined with P&P would be allocated as follows:

Events & Activities	£ 3,000
Outdoor Seating	£ 2,500
Publicity & Promotion	£ 4,500
Signage	£ 2,000
<b>Total</b>	<b>£12,000</b>

The remaining £1,000 will remain unallocated to be used as a contingency fund for any of these four project groups.

## 7. TO DISCUSS AND APPROVE ANY PROPOSAL FROM ANY PROJECT GROUP:

- **Publicity & Promotion and Traders Group PG**

To merge the Traders Group PG into Publicity & Promotion

***Will Rayner proposed to combine the Traders Group PG and the Publicity & Promotion PG and their budgets into one PG for Publicity & Promotion, seconded by David Hawtin, and unanimously agreed.***

To enter into a contract with Will Rayner to use the domain name Discover Porlock for the marketing website and to host the Porlock Traders business directory.

Will Rayner said the contract had not been drawn up yet so Duncan McCanlis asked if the Group could agree in principle subject to contract.

***Duncan McCanlis proposed to agree in principle to use the brand of Discover Porlock for marketing and the website to host the Porlock Traders subject to written agreement with Will Rayner, seconded by Jane Dyer, and unanimously agreed.***

Lesley Thornton confirmed that no other Project Group had a proposal to put forward at this meeting.

#### **8. TO DISCUSS PERMISSIONS REQUIRED AND RESPONSIBILITY FOR OBTAINING THESE**

Lesley Thornton explained that as projects were being started it was becoming apparent that permissions were often needed from landowners, PPC, SW&T, SCC and ENP amongst others. It was advised that 'permissions' would be added to the Purchasing Checklist and Project Groups should take these into consideration. Sarah Brice offered to provide a checklist based on her previous work experience regarding Environmental Appraisal.

#### **9. TO REVIEW USE OF THE PROJECT GROUP TRACKER DOCUMENT**

Lesley Thornton explained that Melanie Tesouro Willmott had provided this worksheet to help Project Groups record and track theirs and each other's progress with projects, which in turn would help the Administrator provide the necessary reports for PPC and SW&T. Lesley shared her screen to show how this was being used by E&A and A&F and Duncan McCanlis urged the other PGs to do the same, adding that this item would be kept on the Agenda to review each time.

#### **10. TO REVIEW A REPORT FROM THE ADMINISTRATOR REGARDING PAYMENT OF INVOICES/PROFORMAS BY PPC**

Lesley Thornton explained that she had sent round this document after the last PHSSG meeting and had not received any comments. She shared her screen to display the Procedure for Procurement and confirmed it was available on the Shared Drive.

#### **11. DATE OF NEXT MEETING AND SUGGESTED AGENDA ITEMS**

It was confirmed that Grant Dennis's Community Radio would be promoted on the PHSSG Facebook page to help his crowd funding.

Tim Davies asked if the Group could discuss and review our progress. Lesley Thornton agreed to produce a report which would then be the basis for the reports required for PPC and SW&T.

It was agreed that once the Signage proofs were ready next week, they would be circulated to all members and a Signage meeting arranged.

It was agreed to hold the next PHSSG Zoom meeting on Friday 23<sup>rd</sup> April at 7pm.

The meeting ended at 8.29pm