

## Porlock High Street Support Group

### INFORMAL MEETING MINUTES

HELD ON TUESDAY 25<sup>th</sup> MAY 2021 AT 7.00 PM

Remote Virtual Informal 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)  
M Tesouro Willmott (Representing Stacked Wonky)  
T Davies (Porlock High Street Traders representing Bramdowns)  
S Shorten (Representing Stacked Wonky)  
L Thornton (PHSSG Administrator, Minute Taker and representing The Bagatelle)

**Members of Public Present:** Elke Winzer

#### 1. APOLOGIES

Jane Dyer (Porlock High Street Traders representing Jana Henrie)  
R White (Porlock High Street Trader representing Churchgate Gallery)

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

Will Rayner's interest in Discover Porlock and Churchyard Framing (Item 5) was noted.

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

Duncan McCanlis explained that lots of work was going on and that we were only half way through our time.

#### 4. PUBLIC PARTICIPATION

Duncan McCanlis welcomed Elke Winzer who confirmed she would take any questions about forthcoming events as the contracted events advisor.

#### 5. TO DISCUSS CONTRACT TO POPULATE WEBSITE

Will Rayner explained that the response from Traders to provide shop details for the website was positive and he hoped to have 22 responses to be collected. However, no further progress had been made on defining 'completion'.

Duncan McCanlis asked Will Rayner to provide a sentence defining completion before the next meeting and that this item would be deferred until then.

#### 6. TO DISCUSS IDEAS RE. ALTERNATIVE TO CHURCH RAILINGS FOR POSTERS AND BANNERS

It was agreed that alternative notice boards were required and that advertising on the railings somewhat spoiled the view. Suggestions included banners at the back of the Doverhay car park for visitors and at the

Visitor Centre and Central Garage for community. Lesley Thornton explained she was reporting on this to PPC and had asked for a decision to be made on community use of these railings.

## 7. TO RECEIVE A REPORT FROM EACH PROJECT GROUP LEAD

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

Lesley Thornton confirmed that the rusty gate at Hope Cottage at the Central car park exit to the High Street had been removed but she was still waiting for it to be cut so she could fit it in her trailer to take to the metal yard. She added that the owner of Hope Cottage preferred planters to fill the gap rather than a replacement gate.

Lesley Thornton confirmed a number of barrel planters had been placed and planted with the help of some volunteers, adding that most of the perennials were supplied by local grower and plantsman Mick Harris at Brandish Street, with the bedding, herbs and annuals and all the peat-free compost supplied by WS Garden Centre. The initial response to these planters has been very positive.

Lesley Thornton confirmed she had received permission to remove the plywood board from the gate to the Tannery and, having removed it, felt it already looked a lot better.

- **Outdoor Seating PG**

Duncan McCanlis explained permission to create the seating on the walls at Doverhay car park had been received as well as permission to place a bench, and maybe some planters, at the One Stop.

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

Will Rayner explained that he would start collecting completed information sheets from Traders tomorrow (Wednesday 26<sup>th</sup> May). He added that he had contacted Dan James at ENP who wants to link Discover Porlock with Visit Exmoor.

Will explained that the launch had not yet been organised, and that the next task should be to complete the job description for marketing to get three quotes as required, adding that a Minehead firm, as a content provider, had already expressed interest. He requested liaison with Tim and Duncan to arrange advertisement.

Lesley Thornton asked how Annabel's Facebook page Porlock Traders would operate alongside Traders of Porlock. Will Rayner confirmed there would not be a Traders of Porlock Facebook page, just the existing PHSSG Facebook page.

Sarah Shorten asked what connection to TOP should be included with events. It was agreed that PHSSG would deliver the events this year and that Traders/TOP could continue this and run publicity in the future. It was agreed that any publicity for events this year would have the Discover Porlock heading with the PHSSG and SWT logo present as required, and that the TOP logo, which was being developed, may be added once TOP was constituted.

Sarah Shorten asked if Traders who agreed to be featured on the Discover Porlock website were then members of TOP. This was confirmed by Will Rayner.

- **Signage PG**

Lesley Thornton explained that she had had a Zoom meeting with Mel Tesouro as agreed, and they had made very good progress. They had been through and taken on board everything that had been added to the Signage PG shared drive folder and discussed at previous meetings.

Lesley and Mel confirmed that they would be proposing three design areas: Functional signs based on the traffic signs to be designed by SCC; branded signs using the ENP colours and fonts; pedestrian signs and finger boards with a traditional 'oldy worldy' design. Lesley explained they hoped to organise a Zoom meeting to present the ideas to the Signage PG before the next full PHSSG meeting.

- **Events & Activities**

Sarah Shorten introduced Elke Winzer as the specialist to run the first event and that this practical involvement was helping to inform the 'How to' resource Elke was contracted to produce. Sarah confirmed the 'On the High Street' events were being well supported and any increase in footfall would be positive. She confirmed the registration form is on the Google drive for people to sign up digitally. Sarah confirmed that the PG needs to advertise for the job to run the events and this was in hand. She confirmed a press release for the events was also in hand and asked if the July event was a good time to launch Discover Porlock/TOP.

Sarah Shorten confirmed a poster had been designed as required urgently to allow distribution before the event and this had been discussed and ideas shared by email. It was suggested the campsite and caravan park would be good places for a poster and Social Media should be used to expand message. Elke requested the PHSSG to meet for a group photograph for the press release. Thursday at 12.50 at the Church was agreed. Tm Davies and Will Rayner confirmed they would not be available to attend. Sarah Shorten volunteered to be interviewed by West Somerset Radio, confirming that The Gazette would attend the event on Saturday. Elke Winzer added that she would be liaising with Traders on plastic free practices to produce short videos to put on Social Media.

- **Admin**

Lesley Thornton explained that she would be advertising for a 'floral display waterer' in shops as FB had not provided an applicant.

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

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

Lesley Thornton discussed the proposal she had emailed to the A&F PG to create planters for a flower display rather than replace the 'rusty gate' at Hope Cottage. She explained the owner of Hope Cottage preferred this option and had suggested it and that the maintenance of this floral display would be instead of the maintenance agreed by PPC to maintain the display at the Central Garage and/or the wall planters throughout the High Street - projects that were no longer being considered. She also confirmed that the cost of this proposed floral display would be less than the £500 already agreed to replace the gate, especially if Tom Lock would build the manger-style planters.

Tim Davies used the analogy of why supermarkets put fruit & veg at the start of the shop to explain why flowers on the approach to the High Street from the Central car park would create a good impression.

It was unanimously agreed to use the agreed budget to create a floral display rather than replace the gate.

Duncan McCanlis agreed to source wood and discuss with Tom Lock.

- **Events & Activities PG**

Lesley Thornton shared her screen to show the Purchasing Checklist for the Event Insurance Elke had sourced. Lesley explained the PPC Clerk, Debbie Pitkin, was also checking if the new PPC policy would cover the PHSSG events for free. Elke Winzer added that the Event Insurance policy would also allow stall holders/hobbyists to get cover if required for as little as £6 each per event.

***Lesley Thornton proposed to approve the budget for the Event Insurance if this insurance was required in the event the PPC insurance was not suitable, seconded by Sarah Shorten, and unanimously agreed.***

Lesley Thornton shared her screen to show the Purchasing Checklist for the artwork and poster produced by First Design in Porlock. Will Rayner asked what the ongoing printing costs would be and Sarah Shorten explained it would depend on the changes required and that the PHSSG would now own the artwork so could reword themselves if necessary.

***Lesley Thornton proposed to approve the budget for the Poster artwork, seconded by Tim Davies, and unanimously agreed.***

Lesley Thornton confirmed there were no proposals to put forward at this meeting.

**9. OTHER MATTERS ARISING FOR DISCUSSION**

Nothing was raised for discussion.

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

It was agreed to hold the next PHSSG Zoom informal meeting on Thursday 10<sup>th</sup> June at 7.15pm.

Sarah Shorten explained her PG was feeling quite vulnerable as 'on show' with the first event on 5<sup>th</sup> June and urged everyone to spread the word and encourage friends and family to attend.

The meeting ended at 8.31pm