



## **TOURISM AND COMMUNITY SURVEY**

**Have your say on helping us to shape the future of our community  
and tourism economy**

Dear Porlock Vale Community and Businesses,

Following a challenging few years with the Covid pandemic and the Cost of Living Crisis, Porlock has seen a reduction in visitors and a reduction in spend in Porlock and Porlock Weir in 2023 and the closure of several retail shops in Porlock High Street. Many tourist towns and villages across the South West have also experienced a similar downturn in visitors. Over the last 5 years, Porlock has also seen a reduction in approximately 50 bed and breakfast places per night, and this has had an economic impact.

The Porlock Vale Community Interest Company (doing business as The Porlock Vale Tourist Association) know from the review of the 2019 Porlock Vale Parish Plan that tourism is the main economy of Porlock Vale and we are asking for your help to ensure that we can support and identify additional areas to keep Porlock vibrant and attractive and give visitors a reason to stop and enjoy our Village.

The Porlock Vale CIC needs to ensure the long-term stability and sustainability of the Visitor Centre and invite you to tell us what additional services you think we could deliver for the benefit of our community and businesses and to ensure the continued success of our Visitor Centre and Community Hub.

We have produced this questionnaire which can be completed and handed in at the drop off points listed below:

Porlock Visitor Centre  
Porlock Post Office / Exmoor Rambler

Porlock Library  
Porlock Pharmacy

Alternatively, you can complete it online - Please visit the link  
<https://www.smartsurvey.co.uk/s/30GD30/>

Please tell your friends and family and ask visitors if they would complete the questionnaire. Additional questionnaires are available at the collection and drop off points.

**Questionnaires to be completed and returned by Friday 19<sup>th</sup> January 2024**

**PORLOCK VALE COMMUNITY INTEREST COMPANY**  
**(Porlock Vale Tourist Association)**  
**Porlock Visitor Centre, West End, High Street, Porlock TA24 8QD**  
**Tel.01643 863150**

Company Registration Number: 14109622

**COMMUNITY SURVEY**

**Have your say on helping us to shape the future of our community and tourism economy.**

**Please tick which category applies to you.**

Resident ☐ Business ☐ Visitor ☐

**What is your age group? (residents and visitors)**

18 -30 ☐ 31 - 40 ☐  
41 -55 ☐ 56 – 64 ☐ 65 + ☐

**Sexual Orientation**

Male ☐ Female ☐  
Non-binary ☐ Prefer not to say. ☐

**Are you currently employed in or own a tourism related business?**

Yes ☐ No ☐

**If you are a tourism business, please state the number of staff or volunteers:** .....

**TOURISM**

**Please tick all the following which you feel are essential to promote Porlock and Porlock Weir to visitors.**

Attractive appearance of Porlock and Porlock Weir	<input type="checkbox"/>
A range of places to eat and drink, every day	<input type="checkbox"/>
Visitor friendly and welcoming	<input type="checkbox"/>
Disability access	<input type="checkbox"/>
Traditional and vibrant community	<input type="checkbox"/>
Peaceful and tranquil destination	<input type="checkbox"/>
Electric car charging points	<input type="checkbox"/>
Heritage and history	<input type="checkbox"/>
An increased range of events	<input type="checkbox"/>
Additional signage of what is available to see and do in Porlock	<input type="checkbox"/>
Environmentally friendly	<input type="checkbox"/>
Family friendly	<input type="checkbox"/>
Public transport	<input type="checkbox"/>
Activities and walking	<input type="checkbox"/>
Convenient car parking	<input type="checkbox"/>
The Arts	<input type="checkbox"/>

Other: Please add any comments not listed here:

**Which of the following would you like to see, tick all that apply:**

A range of places to eat and drink, every day

☐

Improved village signage

☐

Additional promotion of our historical/cultural connections

☐

Increased promotion and availability of local produce/crafts

☐

More street floral displays, appropriate planting and maintenance

☐

Loyalty schemes to support traders.

☐

Traffic calming

☐

Improved accessibility promotion

☐

Increased Bed and Breakfast accommodation

☐

Well-kept and maintained public areas.

☐

Reduction in litter and dog fouling

☐

Increased free parking areas.

☐

Regular Farmers Market/ pop-up stalls

☐

Other: Please add any comments not listed here:

**How might the Porlock Vale CIC better serve its tourism business community? Tick all that apply:**

Expanded Visitor Centre operating hours.

☐

Expanded promotional activities.

☐

Expanded business services (Lovelace Centre)

☐

Increased local producers retail display space.

☐

Facilitate additional overnight Bed and Breakfast accommodation.

☐

Increased collaboration with local and national tourism organisations

☐

Other: Please add any comments not listed here:

The Porlock Vale CIC want to build on our success as the local Community Centre and invite you to tell us what additional services you think we could deliver for the benefit of our community.

## **COMMUNITY**

**How might the Porlock Vale CIC better serve its community?**

**We want to help build a more cohesive and resilient community.**

**Tick all that you feel would benefit the community:**

Provide a meeting space.

☐

Hosting community events

☐

Provide light refreshments.

☐

Help reduce isolation.

☐

Offer cost of living information.

☐

Act as a focal point for people to meet.

☐

Offer IT facilities.

☐

Enable sharing of community information/events

☐

Provide a warm space.

☐

Offer a safe space health and well-being.

☐

Other: Please add any comments not listed here:

Additional questionnaires are available at the collection and drop off points.

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If you are happy to give us your personal contact details, you will be entered into a prize draw to win a three-course meal for two people at the Top Ship, Porlock (or an equivalent value voucher to stay bed and breakfast)

Full Name

Address

Email address

Phone number

Your details will not be passed on to any third parties and will be stored in line with our GDPR policy.

For further information or any questions, contact: Porlock Visitor Centre  
[visitorcentremanager@porlock.co.uk](mailto:visitorcentremanager@porlock.co.uk) Tel: 01643 863150