

## **Press Release**

7 October 2011

### ***Polperro* launches Action Group to put its village back on the map!**

The historic fishing village of Polperro in Cornwall has launched its own action group to promote and rejuvenate the picturesque village which relies heavily on tourism. With the tough economic climate and competition from cheap package holidays abroad, the village has seen a decline in visitor numbers. The "*Polperro Promotion Group*" (PPG) is made up of volunteers who are stakeholders in the village whether it be for commercial gain or for the benefit of the community. Tony White, retired Postmaster of Polperro, has been elected Chairman and has pledged to put the village back on the map, uniting both the commercial and residential communities.

As well as promoting Polperro, PPG aims to increase the turnover of local businesses, stabilise or increase the number of residents and improve the village environment. In order to find what people want from the village, a questionnaire will be given out to visitors which will then be analysed. In the meantime action plans have been divided in Public Relations, village environment and advertising. Working with a PR professional who has volunteered her time, PPG will encourage journalists and travel writers to visit and write reviews as well as promoting village events and initiatives. The Group will encourage businesses and residents to take ownership of adjacent areas, maintain buildings in good repair and ensure litter clearance. Next April a "*Floral Polperro*" competition will be launched to encourage residents and businesses to maintain flowering displays throughout the season.

Other initiatives, which will be funded by a programme of fund raising events, will include improved signage to guide visitors to all the amenities, a village map displayed in the car park and on notice boards, promotional leaflets distributed to local tourist attractions and Tourist Information Centres, advertising on Western Greyhound buses and railway stations and a promotional and community village website. Working with the Arts Foundation, PPG plans to create a vibrant "brand" for the village and launch a poster competition with an exhibition and judging in December. The best work will then be used for a promotional programme to be in place for the 2012 season.

More good news for residents and visitors is the return of the Western Greyhound bus (573) to the village centre which comes into effect from Friday 28 October when the seasonal bus ends. Not only will residents be able to use their concessionary bus pass but it will enable visitors to be dropped in the centre of the village without having to walk down from the main car park during the winter months.

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To find out more information about Polperro, please visit <http://www.polperro.org/>

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**For more information, interviews and photo opportunities please contact:**

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