Minutes of the Snowdrop Valley Committee Meeting held on Tuesday 20th October 2026 at 6.45pm in the Edwin Beckett Room, Moorland Hall

Present: Committee Members Cllr Eric Norman (Chair), Angela Edwards, Jim Winzer, Cally Elston, Bert Youell

In attendance: Liz Stitt (Clerk)

Item	Minutes	Action
	Public Question Time. No public comments were made.	
26/08	**Apologies for absence.** Apologies were given to the Chair from Jon Levenson	
26/09	**Declarations of Interest.** Cllr Eric Norman, The Rest and Be Thankful Inn. Bert Youell, Little Quarme Cottages	
26/10	**To approve the minutes of the meeting held on 21st of April 2026.** These were approved and signed.	
26/11	**To discuss getting new members onto the Snowdrop Valley Committee.** Bert Youell agreed to join the committee and was welcomed. The Clerk will ask Jon Levenson now that he has moved, whether he would still like to be on the committee.	Clerk
26/12	**Discuss ideas to get more volunteers for the event.** - The committee will look at putting some posts up on social media to try and gauge interest. Cally will direct people on the posts to Jim Winzer, Eric Norman and the Clerk. The Clerk will put some posters together. - It was suggested for the volunteers to work in pairs, but this can only be done if we get enough volunteers to cover the whole rota. It was also suggested to put more volunteers on when we know the weather is going to be nice, and only have minimum needed when the weather is not so nice but it will all come down to how many volunteers we can get and their flexibility. - Bert Youell went through a SWOT analysis and highlighted the main groups that visit Snowdrop Valley are 50+ people of leisure, 20s – 30s outdoor types and families. - Strengths – Healthy, relatively cheap, different from going to the Zoo. The younger people love walking the longer routes. - Weaknesses – Slippy paths, weather dependant, there are no toilets down in the valley. - Opportunities – Could look into a photo booth/podium for people to take pictures and include hashtags for people to put on socials. There could be more products appealing to children and crafty products. There could be a more consistent food offering for visitors. Cllr E Norman will liaise with Exmoor Farmers Market and the School to see when they are planning on opening over the Snowdrop Valley Event. It was suggested whether tractor rides could be possible for children, Cllr E Norman will contact members of a shoot to see if there is a possibility of hiring a trailer for this for weekends or the half term, but it will be a long shot. - Threats – Safety concerns and local alternative stuff. Cynicism of where the money goes to. It was suggested to highlight with more signage of what the money is spent on from Snowdrop Valley.	Cally Elston Cllr. E Norman

26/13	**Discuss the Snowdrop Gardens Trail 2027 and how we can collaborate more with the trail.** There is a Somerset Snowdrops Trail which started last year, and a website was built to promote all the trails. Snowdrop Valley is benefitting from being listed on the trail. Our selling point is that we are a much more natural environment, and we need to think about how we can work with the other trails to help promote them. The committee will look at being more proactive at giving more images and videos of the trail. Over the next few months, the committee will have a think as to how we can collaborate more, and it will be kept on the agenda to discuss any ideas.	
26/14	**To discuss preparations for Snowdrop Valley 2027.** - The Chair has had a meeting with Charlotte Wray from Exmoor National Park about the FiPL payments. Charlotte is going to do a program to get the paths improved and make safer along with any trees that need taking out and renewing the fence line. She will also look at a price for clearing the bracken and brambles. Charlotte will then send it all to Ben Williams who will send it forward for FiPL payments. Cllr E Norman is also going to ask Paul Farmer about taking down some dead trees before any further storms come in. - The committee were asked to think long-term about how to manage all the volunteers as Jim Winzer currently does it all and it would be good for someone else, ideally a local person, who could work alongside Jim this year to know how it is all done to take it forward over the following years. - The dates of Snowdrop Valley 2027 were confirmed as the 23rd January 2027 – 21st February 2027. - The next Snowdrop Valley Committee meeting will take place on the 17th November at 6.30pm before the Parish Council Meeting.	Cllr E Norman

There being no other business, the meeting closed at 7.25pm

Signed: Dated: