



## **SHROPSHIRE HILLS TOURISM**

### **Minutes of the Annual General Meeting on Tuesday 12<sup>th</sup> May 2015 held at the Shropshire Hills Discovery Centre**

#### **Attendees**

Mike Brogden (Ferndale Flat), Paul Benson (Burford House Garden) Catherine Collier (Shropshire Hills Discovery Centre) Lee Chapman (Chairman), Jane Chesson (Greenway Touring & Glamping Park), Joyce Cook (Castle View), Sheila Davis (Linley Cottage), Paul Davis (Lower Farm Holidays), John & Maggie Dover (Orchard Cottage), Kay Dartnell (Wheely Wonderful Cycling) Catherine Evans (Broome Park Farm), David Hatchell (Treasurer), Jo Longstaff ( Hope Park Farm Cottages), Jack Limond (White Horse Inn), Nigel McDonald (Shropshire Hills AONB Partnership), Simon McCloy (Shropshire Tourism), Cynthia Prior (Mocktree Barns), David Palliser (Bishop's Castle Tourism Group), Jodie Stephen (Secretary), Dorothy & Clive Shakespeare (Acorn Lodge), Rob & Chris Tromans (Highgrove Barns),

#### **1. Welcome**

The Chairman Lee Chapman welcomed all members and guests to the meeting.

#### **2. Apologies**

Stefanie Bennett (Buford House Gardens), Josephine Brooks (Little Cobblers Dingle), Susan Bywater (Hicks Farm Holidays), Diane Chadwick (Victoria House), Jayme Dos Santos (Ivy Cottage), Ray Foster (The Mount Guest House), Paul Gossage (Ironbridge Gorge Museums), Alan Garner (Secret Hills Walking Holidays), Stephanie Hayes (Shropshire Hills AONB Partnership), Ros Heron (Ludlow Assembly Rooms), Mary Jones (Acton Scott Farm B&B), Tim King (Shropshire Council), Ruth Lole (Lilywood Cottage), Alison Norris (Court Farm), Janet & Fred Price (Nelson Cottage), Lyn Pope (The Washhouse B&B), Mark & Silvie Wright (Berries Coach House)

#### **3. Minutes of previous AGM**

The minutes of the 2014 Shropshire Hills Tourism Limited AGM were approved.

Proposed by Jo Longstaff  
Seconded by Kay Dartnell

All in favour

#### **4. Matters Arising**

None

#### **5. Chairman's Report**

Lee firstly reported on the 2015 Shropshire Hills & Ludlow brochure. 25,000 had been printed this year with 5,000 being distributed nationally by Take One Media to targeted VICs, and 10,000 each going to the VIC in Ludlow Assembly Rooms and the

Shropshire Hills AONB Partnership. He explained that the association had this year merged the brochure with the AONB Events booklet, so was featuring a lot more information and events for the local area as well as accommodation. He stated that print was a challenge now with diminishing advertisers year on year. They were looking at other ways to generate income.

Lee also took the opportunity to thank two board members that were standing down this year; Jane Cronin and David Hatchell. Jane had been on the board for many years and her contribution had been invaluable. David had been Treasurer for the past few years and his expertise would be missed.

He also informed the members that he intended to stand down as Chair this year. Since becoming a Shropshire Councillor his time was being taken up by this commitment and he felt he couldn't dedicate the time to the association that the role of Chair required. The new Chair would be elected by the board at the next board meeting in July. Lee did however state he would be happy to take over the Treasurer role from David.

Lee finally thanked the board for giving up their time for free to support the activities of Shropshire Hills Tourism, without whom none of the above would be possible.

## **6. Treasurers Report**

David reported that the financial report for year ending 31<sup>st</sup> March 2015 had been available to view and download on the Members Area of the website [www.visitshropshirehills.co.uk/members-area.php](http://www.visitshropshirehills.co.uk/members-area.php)

He ran through the statement highlighting that the total reserves of the company came to £6,117.77 for the year ending 21<sup>st</sup> March 2015.

The 2015 brochure had more or less broken even this year, but had not made a sufficient profit to cover the other activities, i.e. websites. David stated that the costs for next year's brochure may not be covered by the income.

He asked the board if there were any questions.

Q. Cynthia Prior: Some members may not know what the £115 credit to the A O-Jones fund is?

A. Lee Chapman: Anne Oakes-Jones was a former board member and when she passed away a fund was set up to develop a walk in her memory. Some progress has been made but we need to look at the £115 still to be allocated.

The AGM was asked to approve the accounts.

Proposed by David Palliser  
Seconded by Cynthia Prior

All members in favour.

## **7. Elections**

The Board Members & Directors are appointed annually at each AGM when all the current Board Members & Directors resign and the membership elect the Board Members & Directors for the following year.

### **i) Nominations to the board**

The members were asked to approve the re-appointment of existing board members: Lee Chapman, Alan Garner, Cynthia Prior, Kay Dartnell, David Palliser, Jo Longstaff and Paul Davis.

Two new nominations to the board had also been received this year, they were Catherine Collier from the Shropshire Hills Discovery Centre and Jack Limond from The White Horse Inn, Clun.

Mike Brogden asked for the existing and nominated board members to stand up and say a few words to the AGM; all those in attendance did so.

The members were then asked again to approve the appointment of the board.

Proposed by Mike Brogden  
Seconded by Catherine Evans

All members in favour.

## **ii) Election of Directors**

The members were asked to approve the re-appointment of 4 existing directors: Lee Chapman, Alan Garner, David Palliser and Paul Davis

Proposed by Joyce Cook  
Seconded by Sheila Davies

All members in favour.

## **8. Any other business**

Lee mentioned he had received a complaint from a member regarding the late delivery of the 2015 brochure. He stated that due to the merge with the AONB events booklet, the event providers could not submit dates for event until November, therefore this delayed the delivery until late January, although this was scheduled in at the start of brochure production so was expected.

He asked if the members had any questions.

Q. Catherine Evans: I am concerned to hear about the loss of the Tourism Officers at Shropshire Council. How will this space be filled?

A. Lee Chapman: When I heard the news I emailed the committee members stating my concern, but my position is compromised by my role as a Shropshire Councillor.

A. Paul Davis: A letter or email should be written from Shropshire Hills Tourism to Cllr. Steve Charmley lobbying against this decision.

*(A decision was made to write to Cllr. Steve Charmley lobbying against the decision to dissolve the role of the Tourism Officers at Shropshire Council)*

Q. Catherine Evans: Is there a way of making income from the website if the brochure no longer makes a profit?

A. Dorothy Shakespeare: I still get a lot of bookings from the brochure.

A. Paul Davis: One of the problems with the brochure is affording the distribution, both by the distribution company and the VIC seeing as postage costs have increased.

A. Lee Chapman: Also VIC's are no longer stocking as much out of county literature as they used to, they are encouraged to promote just the local area.

A. Kay Dartnell: We would like feedback from the members on the brochure which can be discussed at the next board meeting.

The Chairman brought the AGM to a close at 3pm.

**A presentation then took place by Catherine Collier about developments at the Shropshire Hills Discovery Centre.**