**Shropshire Hills Tourism Meeting 17 Jan 2019 AONB Offices Drovers House**

Paul Davis – Chair. Attending Nigel McDonald , Jane Chesson, Mike Brogden, HPB Manager, David Palliser, Jack Limond, Bob Welch, Caroline Magnus, Tish Dockerty. Meeting notes Nigel McDonald.

Apologies Diane Chadwick, Louise Welsby, Catherine Evans, Cynthia Prior, Sonja Belchere, Kay Dartnell

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| 1. **Minutes of last meeting –** approved
 | **Actioned by**  |
| 1. **Membership**
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| Jane to phone around the list of potential members from Gravity’s list - excluding The Arvon Centre, Loudwater Studio, Levesley Hang gliding, Land of Lost Content | **JC** |
| Caroline would like to see more of a focus for cultural and historic places in GDO (endorsed by Francesca). Jane approaching pubs and campsites. | **JC** |
| Tish contacting Ludlow businessesPaul to cross-check membership and newsletter distribution list | **TD** |
| Paul to remind members how to access members’ area in next newsletter | **PD** |
| Jane to phone members with no listed email address to check if they have email and want to receive newsletter | **JC** |
| 1. **Destination Branding**
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| Paul Hutchinson is applying branding to the website. | **PH** |
| Paul to ask Buy From to change map to include Clun and provide Pantone and CMYK references for branding guide | **PD** |
| Louise reducing branding guide to reasonable file size for the website | **LW** |
| Paul and Louise producing branding packs for the Expo | **PD & LW** |
| Post cards – It was agreed to only print the “where we are” postcard in bulk | **AGREED** |
| Paul to talk to Louise about a leaflet rather than a promotional postcard | **PD** |
| 1. **Shropshire Cream Teas**
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| Jack to redirect the URL to the Visit Shropshire Hills page | **JL** |
| Nigel to write content for the website and produce web banner | **NM** |
| 1. **Shropshire Hills Tourism Expo 2019**
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| Ludlow Racecourse booked for 3rd AprilLudlow Farm Shop providing cream teas for the launch at the Expo | **INFO** |
| Paul to arrange exhibitors and booking through EventBright | **PD** |
| NM to organise afternoon speakers for mini conference, Carol Ritchie, CX Europarc Federation has already accepted. NM to invite Cllr Lezley Picton. PD inviting Mark Barrow new Director of Place at Sc | **NM** |
| NM to agree programme with PD - Three morning talks – branding, ambassador scheme, Mark Barrow – talk about tourism (10.30 role of Shropshire Council in promoting tourism). Invite Matt Potts – potential hotel sites across the county. (NM has invited Matt to afternoon) 4 talks and Q&A | **NM/PD** |
| Members to suggest ideas for exhibitors to PD | **ALL** |
| PD (and ALL on SM) to promote Expo on social media – especially Shropshire and Herefordshire Hour on Twitter | **PD (ALL)** |
| 1. **Meetings with SC**
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| Paul meeting with Mark Barrow, Lezley Picton, Cecilia Motley and Gemma Davies. David, Louise and Caroline to accompany Paul. 26th FebPD report back to next meeting | **PD** |
| 1. **Any Other Business**
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| NM reported that Clare Fildes in now Acting Head of Cultural Services at SC. Her role encompasses Outdoor Partnerships, Community Services, LEADER, Museums & Galleries, Theatres & Archives as well as overseeing management of the AONB Partnership. He reported that he and Phil Holden had met Mark Barrow who is keen to do more to promote culture, leisure and tourism in the county. Mark is Clare’s new line manager. | **INFO** |
| NM also reported that the Shuttle Buses will be running this year, weekends and bank holiday Mondays from May to September. The new route will include a link to Picklescott due to local demand from tourism businesses |  |
| PD reported that Shropshire Tourism has called a meeting to discuss its future. PD will attend and report to the next meeting | **PD** |
| 1. **Next Meeting** 1pm-3.30pm 27 Feb at AONB Offices, Craven Arms
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