

Visit Shropshire Hills Business Plan April 2022 - 23

Approved April 2022 Updated Nov 22

Business Name

Visit Shropshire Hills

Business Location

The White Horse Inn, The Square, Clun, Craven Arms, Shropshire, United Kingdom, SY7 8JA

Business Legal Structure

Community Interest Company (Company no. 08219026)

i. Executive Summary

Visit Shropshire Hills is committed to supporting its members and promoting the Shropshire Hills Area. This plan outlines the activities that we feel require the most immediate attention, to provide what our membership need in 2022 within the board's capacity to deliver.

ii. Overview of business

'We offer advice, guidance, information and a place where our members can contribute to the quality of the local tourism offer.'

Visit Shropshire Hills Community Interest Company is a tourism business community membership organisation that seeks to promote the area and represent tourism businesses in the Shropshire Hills. It supports its members by providing opportunities; for promotion and increase knowledge, skills, and confidence, through networking, sharing information, business skill development, mentoring, and building closer, more supportive links with other businesses in the area.

The organisation also seeks to represent its members at a county level.

iii. Our mission

Our mission is to provide support to active tourism businesses in the Shropshire Hills; to promote the best of the area and provide opportunities that help members to be more sustainable, profitable, and to present the best visitor experience.

iv. Our activities

As a community interest company, we have a board of directors, supported by a board of invited members. Their roles are to support our membership by developing and managing the business. All members of the board (directors and ordinary members) are volunteers with an interest in local tourism.

v. Communicating with our membership

Through monthly newsletters, social media, satisfaction surveys, membership pack, networking, webinars and other opportunities to bring the membership together socially. We will also collate and share information from other sources such as Visit Britain and the Marches LEP to the benefit of our members.

vi. Membership development, networking, supporting skills and sharing best practice

Through events, training and development opportunities, an annual Tourism leaflet swap/EXPO, the Annual General Meeting, webinars, workshops, and social activities.

vii. Representing our members and the Shropshire Hills

Through working collaboratively with Shropshire Council, Destination Ludlow Partnership Visit Shropshire and others to develop promotion and marketing activities that shows off the best of the Shropshire Hills area.

viii. Managing our finances & membership

VSH CIC Board has three Directors (Chairperson, Treasurer and one other). The Treasurer is responsible for the daily management of the Company's finances as well as annual reporting to Companies House. The annual accounts are presented to the membership for sign off at the Annual General Meeting.

ix. Financial position

Please see attached accounts (need appending)

x. Our message

We work to help active businesses in the Shropshire Hills be more visible, competitive, profitable, sustainable, and viable

We aim to achieve the following for our members:

- Feeling an active part of the local tourism business community
- Having access to the training they need to run and promote their business
- Having access to information they need to run and promote their businesses
- Feeling represented in county level planning and promotion

xi. Reaching our members

Our members are typically small, independent businesses and attractions in and around the Shropshire Hills. They range from independent attractions to many different types of accommodation providers, cafes, pubs, and associated businesses in the supply chain.

What they want from us

We believe that our members are looking for locally based support from the tourism business community that benefits or safeguards their businesses, the local economy and environment.

How we reach them and promote ourselves

We reach our members and potential new members through the fulfilment of our marketing activity. The Visit Shropshire Hills Board takes responsibility for reaching out to new members as appropriate.

Our price for membership is affordable, providing excellent value for the support received. However, many of our members have joined us to feel part of an organisation that represents them and the area.

xii. Our activities for 2022-23

Communicating with our membership

- **Members' only monthly newsletter**

This will promote our activities and events, highlight important information such as Covid measures and the availability of grant support, keep members up to date with news and opportunities, share information and good practice and celebrate member's achievements

Important information requiring immediate circulation may be circulated in the form of a bulletin as appropriate.

- **Annual members feedback survey**

We will hold and publish the results of an annual members' feedback survey, responding to members' concerns and suggestions

- **Social media – Members' Facebook Page**

We will set up a Facebook Group discussion forum to help facilitate networking and discussion between the membership as well as promote membership opportunities and benefits.

- **Visit Shropshire Hills Website**

We will improve the website experience, removing out of date information and broken links and freshening up its presentation to reflect the Shropshire Hills branding

- **Annual Report**

We will produce a brief annual report to members reviewing the progress of the last 12 months. This will be produced for and presented at the AGM

Networking, supporting skills and sharing best practice

Business support and networking workshops

We will provide a programme free networking events and webinars for members looking to develop the skills in business planning, promotion, marketing, and sales. Skill sharing events may move to physical rather than virtual experiences as Covid restrictions are lifted.

The webinars will also be an opportunity for networking and situation briefing to keep members up to date with the latest news and support.

All webinar activity this year will be funded through membership income.

We will also promote business support and training opportunities provided by Marches LEP, Marches Growth Hub, Visit Britain and others. Where appropriate we will work with local partners to seek support from these agencies to tailor events specific to our members' needs.

Representing our members and our destination

Website development

The review of the website will also explore its role and effectiveness for promoting the area and our member's businesses to visitors.

Supporting the development of the new Shropshire Destination Partnership

We will continue to feed into the destination management planning review being conducted by Shropshire Council and ensure that the Shropshire Hills area is well represented in county level planning and promotion.

Business ACTION Plan 2022

Activity	Next step	When / deadline	Responsibility of
Regular newsletter	Jan/Feb newsletter to be drafted	10 per year	Clare
Members' feedback survey	Repeat last year's survey	Nov 2022	TBC
Members' Facebook Page		TBC	TBC
AGM	Papers & Financial reports to be drafted in April	November 2022	Chair & Treasurer, with support from committee
Annual Report	Develop draft by AGM	November 2022	Chair, Treasurer with support from committee
Business support and networking workshops	Promote programme to members Monitor attendance and feedback	ongoing	Clare & David
Review business plan	Keep action plan updated	Quarterly	Nigel (signed off by committee)
Produce Great Days Out visitor leaflet	Get costs for design and print Agree advertising arrangements for businesses and members	By Dec 22	Nigel Committee
Re-establish Cream Tea Trail	Costing	By Dec	Nigel + 1 committee mem tbc