

**Visit Shropshire Hills Committee Meeting Minutes**  
**Tuesday 21<sup>st</sup> January 2025 @ 14:30, via Teams**

No.	Item	Action
1.	<p><b>Attending:</b>  Nigel McDonald, Shropshire Hills National Landscape  Dave Wright, The School House B&amp;B (membership secretary)  Clare Wright, The School House B&amp;B (minute secretary, newsletters)  Jade Meredith, Shropshire Hills Discovery Centre  Jane Chesson, Greenway Touring &amp; Glamping Park  Francesca Biddlecombe, Upper Norton Holiday Property Bond</p> <p><b>Apologies/Absent:</b>  Kay Dartnell, Wheely Wonderful Cycling (website)  Jack Limond, The White Horse Inn Clun (treasurer)  Tammy Shurmer, Shropshire Hills Discovery Centre  Tish Dockerty.</p>	
2.	Minutes of the previous meeting were accepted.	
3.	<p><b>Leaflet Swap Planning</b>  Nigel circulated a draft plan for the Leaflet Swap on Wednesday 19<sup>th</sup> March prior to the meeting. Key points arising from the discussion are as follows:</p> <ul style="list-style-type: none"> <li>• Acton Scott Heritage Farm is now confirmed as the venue – key contact that Nigel is liaising with is Rachel Lambert Jones.</li> <li>• Lisa from the Battlefield Birds of Prey Centre will be bringing an owl and is willing to carry out a flying demonstration – Nigel to check with Rachel Lambert Jones that this is permitted.</li> <li>• Speakers so far confirmed are: <ul style="list-style-type: none"> <li>○ Kate Tudge, Great Outdoors Project Officer for Shropshire Council</li> <li>○ Rachel Lambert Jones – talk possibly to include a tour of the farm.</li> </ul> </li> <li>• Speakers yet to be confirmed are: <ul style="list-style-type: none"> <li>○ Janet Cobb, Shropshire Hills Conservation Trust (to tie in with the owl-flying demonstration) – Nigel to contact</li> <li>○ Katrina Kerr (Chester City Councillor) &amp; Melanie Sensicle (Tourism Consultant) – Nigel will check availability</li> <li>○ It was agreed not to pursue to photography workshop for the time being.</li> </ul> </li> <li>• There was some discussion about what catering we should provide: <ul style="list-style-type: none"> <li>○ Tea, coffee and pastries in the morning</li> <li>○ Buffet lunch for approx. 20 people, possibly by ticket only for members (exhibitors will have to pay) – Jade will check if the Discovery Centre can provide anything; Nigel also has a catering contact in Bishops Castle.</li> </ul> </li> <li>• Booking tickets for attendees – it was agreed not to use Eventbrite as take-up hasn't been good for previous events. Clare will send a newsletter with a link for people to register.</li> </ul>	

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	<ul style="list-style-type: none"> <li>• Booking exhibitors – Jade will circulate the list for last year, Severn Valley Railway to be added – Jane has contact details. Clare will generate an email in Mailchimp to send out to potential stallholders and TICs for them to book a table.</li> <li>• Publicity – save the date has already gone in the December newsletter to members and will feature in newsletters up until the day; Jade will draft a press release and circulate to the committee.</li> <li>• Branding – following on from the previous meeting, there was some discussion about what to call the event. Various suggestions were put forward: <ul style="list-style-type: none"> <li>○ TIME (Tourist Information &amp; Media Exchange) – suggested by Dave prior to the meeting</li> <li>○ TourEx</li> <li>○ TIX – this was the preferred option. Clare will ask Karen Thorne if she is willing &amp; able to help with a logo / branding.</li> </ul> </li> <li>• Next meeting – there will be a meeting on <b>Tuesday 25<sup>th</sup> February at 14:30 via Teams</b> for Leaflet Swap (aka TIX) matters only.</li> </ul> <p><i>Action: Nigel to check with Rachel Lambert Jones re: owl demo</i></p> <p><i>Action: Nigel to contact Janet Cobb and check availability for a talk</i></p> <p><i>Action: Nigel to check Katrina Kerr's and Melanie Sensicle's availability for a talk</i></p> <p><i>Action: Jade to check if the Discovery Centre can provide catering – COMPLETE AWAITING COMMITTEE FEEDBACK</i></p> <p><i>Action: Clare to send newsletter for members to register attendance</i></p> <p><i>Action Jade to circulate stallholders list form 2024 – COMPLETE</i></p> <p><i>Action: Clare to send email to potential stallholders &amp; TICs</i></p> <p><i>Action: Jade to draft a Press Release for comments – COMPLETE, DRAFT CIRCULATED 23/1</i></p> <p><i>Action: Clare to ask Karen Thorne if she can help with the TIX branding.</i></p>	<p>NMc</p> <p>NMc</p> <p>NMc</p> <p>JM</p> <p>CW</p> <p>JM</p> <p>CW</p> <p>JM</p> <p>CW</p>
4.	<p>AOB</p> <p>None.</p>	
5.	<p><b>Date of Next Meeting(s)</b></p> <ul style="list-style-type: none"> <li>• Tuesday 25<sup>th</sup> February – Leaflet Swap / TIX Update</li> <li>• Tuesday 4<sup>th</sup> March</li> <li>• Tuesday 8<sup>th</sup> April</li> <li>• Tuesday 13<sup>th</sup> May</li> <li>• Tuesday 17<sup>th</sup> June</li> <li>• Tuesday 2<sup>nd</sup> September</li> <li>• Tuesday 7<sup>th</sup> October</li> <li>• AGM – Thursday 13<sup>th</sup> November</li> <li>• Tuesday 2<sup>nd</sup> December.</li> </ul>	

#### Actions Log

No.	Action	Open Date	Who	Status
086	Nigel to update the Leaflet Swap project plan and recirculate.	23-Apr-24	NMc	Open

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	<i>24/1 update – reviewed at January committee meeting, work in progress</i>			
096	Clare to add a piece in the next newsletter to inform members of our support for the shuttle bus scheme in 2025	03-Dec-24	CW	Closed
097	Nigel to raise an invoice to Jack for shuttle bus sponsorship	03-Dec-24	NMc	Open
098	All to send suggestions for what to call the Leaflet Swap via email <i>24/1 – meeting agreed new name TIX</i>	03-Dec-24	ALL	Closed
099	Duncan to speak to Walcot Hall about the possibility of hosting the Leaflet Swap	03-Dec-24	DB	On Hold
100	Jane to contact Battlefield Birds of Prey Centre about attending the Leaflet Swap and bringing a bird for a demonstration	03-Dec-24	JC	Closed
101	Kay to contact Kate Tudge about attending the leaflet swap and doing a talk	03-Dec-24	KD	Closed
102	Clare to contact Terry Moore about bringing some photos to the leaflet swap, and possibly running a photography mini-workshop	03-Dec-24	CW	On Hold
103	Nigel to check with Rachel Lambert Jones re: owl demo	21-Jan-25	NMc	New
104	Nigel to contact Janet Cobb and check availability for a talk	21-Jan-25	NMc	New
105	Nigel to check Katrina Kerr's and Melanie Sensicle's availability for a talk	21-Jan-25	NMc	New
106	Jade to check if the Discovery Centre can provide catering – COMPLETE AWAITING COMMITTEE FEEDBACK	21-Jan-25	JM	New
107	Clare to send newsletter for members to register attendance	21-Jan-25	CW	New
108	Jade to circulate stallholders list form 2024	21-Jan-25	JM	Closed
109	Clare to send email to potential stallholders & TICs	21-Jan-25	CW	New
110	Jade to draft a Press Release for comments – COMPLETE, DRAFT CIRCULATED 23/1	21-Jan-25	JM	Closed
111	Clare to ask Karen Thorne if she can help with the TIX branding	21-Jan-25	CW	New

Clare Wright

24<sup>th</sup> January 2025