



Visit Shropshire Hills CIC

www.visitshropshirehills.co.uk

email: enquiries@visitshropshirehills.co.uk

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VISIT SHROPSHIRE HILLS CIC Annual General Meeting Thursday 13th November 2025 at 2:30pm via Teams

MEETING MINUTES

Attendees:

Kay Dartnell, Wheely Wonderful Cycling (chair)
Nigel McDonald, Shropshire Hills National Landscape
Clare Wright, The School House B&B (minutes)
Dave Wright, The School House B&B (membership secretary)
Jack Limond, The White Horse Clun (treasurer)
Duncan Baker, Lydbury Accommodation / Old Vicarage Lydbury
Debbie Critchlow, Lydbury Accommodation.

1. The **last AGM** was held on Tuesday 14th November 2024. The minutes were accepted – these are available on the Visit Shropshire Hills website in the members' area.
2. **Apologies for absence** were received from: Susan Bywater, John Dover, Tony Foggett, Diane Chadwick, Mary Jones, Jill Bagnall, Jade Meredith.
3. **Committee's Review**
A review of activity in 2024/2025 was provided in advance of the meeting. Kay mentioned a few of the highlights:
 - The Visit Shropshire Hills **social media** accounts on Instagram and Facebook continue to grow under the management of Karen Thorne. One of our members, By The Red Phonebox glamping, appeared on Channel 5's 'The Hotel Inspector' with Alex Polizzi, so this was featured on our social media accounts. Kay encouraged members to tap into our social media audience via Karen, as this can significantly extend your reach.
 - Work has been done on the website to create a new **visitor blog**, which will include content from Karen Thorne as well as members' contributions. Kay encouraged members to attend the 'BlogFest' event on December 10th at Aston-on-Clun Village Hall.
 - **The website** continues to perform well, reaching 60k unique visitors each year, growing at 15% p.a. Kay thanked Dave Wright for working on members' entries to improve their discoverability and for producing some notes to help other members do the same. The top-performing pages on the Visit Shropshire Hills website are:

Visit Shropshire Hills CIC (formerly Shropshire Hills Tourism Association Ltd) is the official destination marketing body for the Shropshire Hills area and is a not-for-profit members organisation incorporated as a Community Interest Company. Website: www.visitshropshirehills.co.uk



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- Wild Swimming in the Shropshire Hills
 - Things to Do
 - What's On
 - Food and Drink
 - Welcome to Shropshire Hills
 - Walking and Hiking.
- The **Tourism Information Exchange (TIX)**, previously known as the Leaflet Swap, was held in March at Acton Scott Heritage Farm. The event included some excellent talks as well as a tour of the farm and the re-launch of the Shropshire's Great Outdoors website. The 2026 event will take place in March at Eaton Manor.
 - We continue to **fund local tourism projects**, such as the Shropshire Hills Shuttle Bus. This year we have also donated to the Middle Marches Community Land Trust by enlisting Janet Cobb to help us organise the BlogFest event in December.

Kay thanked the committee for their continued support throughout 2025 and encourages any members who would be interested in joining the committee to get in touch.

4. Treasurer's Report

The accounts as at the end of May 2025 were made available in advance of the meeting. Jack went through the key points:

- There is £2,785 in the current account and £17,000 has been put into interest-bearing savings accounts (£15,000 in a fixed saver and £2,000 in an easy access saver)
- Members are welcome to submit suggestions as to how to spend the money.

5. Approval of Committee & Treasurer's Report

It was agreed that the current committee members remain in post.

6. Questions / AOB

Q: Should there be more current information on the website? (Duncan Baker)

A: Kay highlighted that the content on the website is designed to be timeless to reduce the need for regular maintenance and that date-driven content is usually publicised through our social media channels. The development of the blog will introduce more topical information, but we will continue to avoid putting dates for annual events in the main body of the content and instead use the Events Calendar for live events.

7. Date of Next Meeting

The next AGM will be held in November 2026 in line with the new membership year – exact date to be confirmed nearer the time.



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Enclosures - Financials as of 31st May 2025

The Full Financial Statement ending 31st May 2025, as well as the other AGM materials, can be accessed here: [AGM 2025](#)

Clare Wright
13th November 2025