



Visit Shropshire Hills CIC

www.visitshropshirehills.co.uk

email: info@visitshropshirehills.co.uk

Facebook: [@visitshropshirehills](https://www.facebook.com/visitshropshirehills)

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VISIT SHROPSHIRE HILLS (VSH) CIC Extraordinary General Meeting Wednesday 8th July 2026 at 2:30pm via Teams

MEETING MINUTES

Attendees:

Kay Dartnell, VSH Chair & Director
Clare Wright, The School House B&B, VSH Secretary & Director
Dave Wright, The School House B&B, VSH membership secretary & meeting chair
Nigel McDonald, Shropshire Hills National Landscape
Jack Limond, The White Horse Clun, VSH Treasurer & Director
Jane Chesson, Greenway Touring and Glamping, VSH Committee Member
Abi Bore, Eaton Manor
Duncan Baker, Lydbury Accommodation / Old Vicarage Lydbury
Debbie Critchlow, Lydbury Accommodation
Marcus Gault, Middle Farm Cottages
Andrew Hall, Church Stretton Arts Festival.

1. Notice of the Meeting

This EGM was called due to the resignations of several committee members and an inability to find any members to replace them. Notice of the meeting was circulated to current members via email on 3rd June and again on 4th July 2026.

The following materials were circulated ahead of the meeting (copies attached at the end of this document):

1. Note from the VSH Chair, Kay Dartnell
2. VSH Transition Proposal to Visit Shropshire
3. Visit Shropshire's Response to the Proposal.

2. Business of the Meeting

Kay Dartnell opened the meeting by thanking everyone for attending. She explained the reasons for the meeting, as outlined in the 'Note from the Chair' document. Kay then handed over chair for the meeting to Dave Wright, VSH membership secretary. Dave began by stating that the VSH Directors intend to hand over the operation of Visit Shropshire Hills affairs to Visit Shropshire. He then opened the floor to questions or comments. Key points raised are as follows:



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- **How will Visit Shropshire promote the Shropshire Hills area and how we will measure the success of their promotional activities?**
 - Visit Shropshire has a close relationship with PR Agency Four Corners
 - The detailed transition plan will aim to include measurable targets for marketing activity, such as the number of social posts and the number of press articles.
- **What kind of organisation is Visit Shropshire and is their funding secure?**
 - Visit Shropshire is listed as a Public Limited Company at Companies House
 - Funding comes from membership fees, as well as from the UK Shared Prosperity Fund (UKSPF) for specific activities such as training
 - Visit Shropshire is the recognised Destination Management Organisation (DMO) for Shropshire, ratified by Visit England, and a key member of the Shropshire and Telford Local Visitor Economy Partnership (LVEP)
 - Visit Shropshire have previous experience of taking over the running of other tourism organisations.
- **How will funds be transferred to Visit Shropshire, given our status as a Community Interest Company (CIC)?**
 - Consideration needs to be given to how funds are transferred, given that a CIC must only transfer funds to an asset-locked organisation
 - The Directors will consult with the CIC Regulator or seek legal advice if necessary to ensure that handover activities are in line with CIC Guidance.
- **How could Visit Shropshire Hills continue?**
 - There would need to be a minimum of 1 Director for the Visit Shropshire Hills to continue operating as a CIC; decisions for the organisation must be made at a meeting of directors with a quorum of at least two
 - The workload for VSH, which includes newsletters, the website, training, membership and other activities, is shared among 8 committee members
 - It was noted that the current social media manager and the website administrator are both looking to reduce their workload due to impending retirements, so there would also need to be work carried out to transition those activities to new providers.

3. Meeting Close

Kay closed the meeting by saying that if any members would like to volunteer to continue with the running of Visit Shropshire Hills, please contact a committee member. The deadline for expressing an interest in this is **Sunday 12th July 2026**. Members should email info@visitshropshirehills.co.uk.

Visit Shropshire Hills CIC (formerly Shropshire Hills Tourism Association Ltd) is a not-for-profit members' organisation incorporated as a Community Interest Company. Website: www.visitshropshirehills.co.uk



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Enclosures:

Click the links below to access the documents on OneDrive.

[Note from Kay Dartnell \(VSH Chair\).pdf](#)

[Proposal to Visit Shropshire.pdf](#)

[Visit Shropshire Response to Proposal.pdf](#)

Clare Wright, 12th July 2026