



North Shropshire Tourism Ltd AGM

Minutes of the Meeting

Hadnall Village Hall

Wednesday 3rd December

Attendees

Roy Aldcroft
Ann Ashton
Chris Brown
Julie Brown
Carol Chapman
Sue Cushing
Selina Cuss
Pauline Dee
Gillian Dunne
Allan Dunne
Claire Edwards
Joyce Jagger
John Jenkins
Pat McLaughlin
Mike Scott
Derek Sadler
Lesley Simcox
Claire Simcox
Clive Shingler
Jenny Surridge

Sarah Whittall
Simon McCloy

Market Drayton Deputy Mayor
Soulton Hall
Plas Uchaf Country House
Plas Uchaf Country House
Director & Story of Drayton Museum
Goldstone Hall Hotel
Old Rectory Hotel
Mayor of Wem
Bon Accueil
Bon Accueil
Old Rectory Hotel
Battlefield 1403
Vice Chairman & Wollerton Old Hall Garden
Chairman Shropshire Tourism
North Shropshire District Council
Potford Guest House
Newton Meadows
Newton Meadows
Lower Lacon Caravan Park

North Shropshire Tourism
Shropshire Tourism

1. Apologies

Jo Abraham
Sarah Callander Becket
Allison & Ben Christie
John Cushing

Ternhill Farmhouse & The Cottage Restaurant
Combermere Cottages
Saracens
Goldstone Hall Hotel

Dilys Gaskill	Glen Helen Cottages
Paul Gossage	Ironbridge Gorge Museums
Barbara Harrington	Ellesemere Town Council
Shirley Haycocks	Whitchurch Heritage Centre
Debbie Hayward	Director & Fred Roberts
Sandra Marsh	Whitchurch Heritage Centre
Cllr Marilyn Patrick	North Shropshire District Council
Gwen Pemberton	Dorothy Clive Garden
Mrs Raybould	Hamilton House Bed & Breakfast
Judith Tildesley	Fernwood Caravan Park

2. Minutes of the last AGM and Matters Arising

The minutes of the last meeting were deemed to be a true and accurate record and signed by Vice Chairman John Jenkins.

Proposed by Carol Chapman

3. Welcome Address

Simon McCloy opened the AGM and welcomed the members on behalf of North Shropshire Tourism. Simon gave special thanks to the Board members of North Shropshire Tourism, John Jenkins as Vice Chair of the Company for the work that he undertakes in the absence of a Chairman and Sarah Whittall in her role as Visitor Promotions Manager.

Simon updated the membership on the series of discussions that had taken place with Oswestry Borderland Tourism with regards to joint working and the production of a joint publication. Simon highlighted that the new 2009 North Shropshire brochure does now feature Oswestry businesses.

Simon made reference to the new unitary authority and how its formation will affect North Shropshire Tourism. Simon said that the new authority have confirmed that tourism associations will continue to receive contributions for the first year as previously received from their district councils. In light of this, the company's budget will need to be set accordingly.

Simon expressed his thanks on behalf of the Board for the significant support from North Shropshire District Council and gave special thanks to Mike Scott.

Simon briefly mentioned the Shropshire and Telford Destination Management Partnership commenting that a new structure is soon to be discussed.

Simon congratulated member businesses Goldstone Hall Hotel and Bon Accueil on their achievements in receiving Gold and Silver awards respectively at the recent regional Excellence in Tourism awards.

4. Visitor Promotion Manager's Annual Report

Sarah Whittall reported on the activities of the Company over the past year as circulated in the annual report.

Sarah reported that the new North Shropshire, Oswestry and the Welsh Borders brochure 2009 was due for delivery mid December.

Sarah reported on the growing use of the internet and outlined that the North Shropshire Tourism website had received 7,707 unique visits in 2008. A new stats package was in operation for the website which provides more relevant figures reflective of actual visitor use. A page turner suite and a brochure download continue to feature on the website.

Sarah reported on the continued joint membership scheme in operation between North Shropshire Tourism and Shropshire Tourism. She reported on the range of benefits that North Shropshire Tourism members can benefit from including bespoke website design and hosting services.

The membership were advised of the press and pr coverage that North Shropshire had received over the past year. Member businesses including Bon Accueil and Goldstone Hall Hotel were congratulated on their achievements in winning awards at the recent regional Excellence in Tourism awards.

Sarah reported on the service level agreement in place with North Shropshire District Council. Sarah thanked NSDC for their support both in terms of financial and officer support.

Sarah reported that in terms of the annual 2008/9, the budget is broadly in line with forecasts.

5. Finance Director's Report

Simon gave Debbie Hayward's apologies for her non attendance in her role as Finance Director.

Simon gave an update on the final accounts for the year end March 2008. Simon said that the accounts were reflective of a reduced grant and showed a loss of £2,600. He also said that the balances had reduced accordingly from £18,000 to £15,500.

No questions regarding the accounts were raised by the membership.

6. North Shropshire Tourism Ltd Constitution

Simon reported that the Board of North Shropshire Tourism were recommending a small change in the Company's constitution

The proposed change is concerned with the structure of the company's board and the introduction of private sector elected members along with representatives from each of the town councils in the area and from each of the Chambers of Trade or equivalent business grouping.

Pat McLaughlin wished it to be known that Ellemere Chamber of Trade is in fact Ellesmere Chamber of Commerce and Pauline Dee said that it was also the case for Wem.

Simon asked the membership to vote on the amendment of the constitution.

Proposed by Pauline Dee. Seconded by Anne Ashton. All in favour.

7. Appointment of the Board of Directors

The following 7 private sector representatives were nominated to sit on the Board of North Shropshire Tourism Ltd.

- John Jenkins, Wollerton Old Hall Garden* - Vice Chairman and Director
- Debbie Hayward, Fred Roberts, Ellesmere* - Finance Director & Company Secretary
- Jo Abraham, Ternhill Farmhouse, Market Drayton
- Anne Ashton, Soulton Hall, Wem
- Selina Cuss, Old Rectory Hotel, Wem
- Jenny SurrIDGE, Whitchurch
- Carol Chapman, The Story of Drayton, Market Drayton* - Director
- No nomination received

With one seat on the board unaccounted for, Simon asked for further nominations to the Board.

Pauline Dee proposed Clive Shingler from Lower Lacon Caravan Park. Clive Shingler agreed to stand. The membership were all in favour and voted in the nominations to the board of North Shropshire Tourism including Clive Shingler on block.

9. Any Other Business

Carol Chapman expressed her thanks to Simon McCloy for his support and assistance to North Shropshire Tourism and to John Jenkins for his support and attendance at external meetings in his capacity as Vice chairman.

11. Awards Evening

The awards evening took place with awards presented to the award winners:

Goldstone Hall Hotel
The Old Rectory Hotel
Bon Accueil
Battlefield 1403

Best Serviced Accommodation
Best Catering Operation
Best Non-Serviced Accommodation
Best Newcomer

Mike Scott from North Shropshire District Council was presented with the Shropshire Star Shield. This special award is given in recognition of an outstanding contribution to tourism in North Shropshire and was presented to Mike Scott for his staunch support and assistance to the company over many years.

Mike Scott accepted the award and made a brief speech thanking North Shropshire Tourism.

12. The date of the next meeting is to be advised.