



SHROPSHIRE HILLS TOURISM

Minutes of the Annual General Meeting on Tuesday 10th May 2011 held at Ludlow Food Centre

Attendees

Ciaran Bradley (Shropshire Tourism), Jane Cronin (Sutton Court Farm Cottages), Lee Chapman (Chairman), Joyce Cook (Castle View), Jade Cancelliere (National Trust), Kay Dartnell (Wheely Wonderful Cycling), Tish Dockerty (Ludlow Chamber of Commerce), Merinda Essex (Folly View), Catherine Evans (Broome Park Farm), Judith Eyres (Orchard House), Eileen Fermor-Harris (Number Twenty Eight), Charlotte Gardiner (Mill Hill House), Tom Hunt (Ludlow Food Centre), Elizabeth Hatchell (Croft Cottage B&B), Jane Knill (Bramleys), Tim King (Shropshire Council), Marianne Manley (Westhope Country Retreats), Simon McCloy (Shropshire Tourism), Cynthia Prior (Mocktree Barns), David Palliser (Bishop's Castle Tourism Group), Elizabeth Purnell (Ravenscourt Manor), Jodie Stephen (Secretary), Michael Turner (Acton Scott Historic Working Farm), Rob & Chris Tromans (Highgrove Barns), David Wren (Highcliffe), Andrew Williams (Wagtail Cottage).

1. Welcome

The Chairman Lee Chapman welcomed all members and guests to the meeting.

2. Apologies

Anne Brandrick (Lower House), Gail Benson (Rosecroft), Jo Brooks (Little Cobblers Dingle), Gill & Tim Bebbington (Botvyle Farm Holiday Cottages), Sarah Cavendish (Broome Park Farm), Frank Cartwright (Rays Farm Country Matters), Karin Clarke (Rocke Cottage Tearooms), Helen Duce (Ludlow Castle), John Dover (Orchard House), Jayme Dos Santos (Ivy Cottage), Beverley Edwards (White Cottage), Alan Garner (Secret Hills Walking Holidays), Julia Gell (Gardeners Cottage), Sam Gray (Middle Farm Cottages), Geoff Grimes & Elizabeth Ronan, Anne Holland (Ludlow VIC), Phil Holden (Shropshire Hills AONB), Graham Innes (Drapers View), Mary Jones (Acton Scott Farm B&B), Rowena Jones (Longmynd Hotel), Ian Kemsley (Longlands B&B), Sally Loft (Goosefoot Barns), Andrew Longville (Minton Lane Cottage), Jean Mellings (The Malt House), Lisa Meredith (Severn Valley Railway), Alison Norris (Court Farm), Elaine Povey (The Buzzards), Lyn Pope (The Washhouse B&B), Gaby Rivers (Judges Lodgings), Janet Smith (Nelson Cottage), Phil & Jane Secrett (Field House), Norman Tudge (Ashford Farm Cottages).

3. Minutes of previous AGM

The minutes of the 2010 South Shropshire Tourism Limited AGM were approved.

Proposed by Jane Cronin

Seconded by Cynthia Prior

4. Matters Arising

None

5. Chairman's Report

Lee began the meeting by paying tribute to a couple of long standing board members who were standing down this year. Firstly, Anne Holland who had been on the board for many years and the Secretary for most of them. Lee said as Anne was not present at the meeting he would be sending a thank you letter and gift. Also former Chairman Ian Kemsley had given his resignation as a Director and Treasurer after 10 years of being on the board. Lee would be presenting him with thank you gift.

Lee then reported on the activities of the company over the past year. Firstly, he reported on the Ludlow & the Shropshire Hills brochure and that the 25,000 print run was being distributed in Shropshire and bordering counties. He stated that the 2012 brochure was yet to be commissioned, however it would feature more advertising opportunities for the retail, catering and caravan and camping sectors.

The Discovery Map had been produced in conjunction with Bridgnorth & District Tourist Association and was being distributed in county and surrounding counties. They had also made a contribution to the Shropshire Hills AONB Events booklet.

Shropshire Hills Tourism had also been involved with the Bishop's Castle Town Hall project. They had made a contribution of £1,250 to the refurbishment of the town hall which had also received Lottery funding.

He informed the board that they had also received £3,000 from Shropshire Council for the Service Level Agreement. The occupancy survey that had been recently emailed to members was part of this agreement.

Lee took the opportunity to ask the members for support in activities such as brochure production, website, and the newsletter. He explained they would not need to join the board or attend meetings, but support to board members currently carrying out these activities would be most appreciated.

Lee finished his report by thanking the board for their support and also Jodie and Simon from Shropshire Tourism and Tim from Shropshire Council.

6. Treasurers Report

In Ian's absence, Lee read the report Ian had sent through for the figures for year ending 31st March 2011. It stated that this year the company had made just a small loss of £250. The loss almost equated to the net cost of the association to produce the Discovery Map. The brochure made an income of £6,500 and is still well received by visitors. In his report Ian had also stated that the website expenditure needed to be kept a close eye on as it was hard to assess the value of its returns. Lee reported that in his report Ian had also said that after 10 years of involvement with the association he need to hand over to someone else and thanked the members and board for their support over the years.

A more detailed set of accounts had been made available to members prior to the AGM.

The AGM was asked to approve the accounts.

Proposed by Kay Dartnell

Seconded by Lee Chapman

All members in favour.

7. Elections

i) Election of Directors

The members were asked to approve the re-appointment of 2 existing directors: Lee Chapman and Alan Garner.

Proposed by David Palliser
Seconded by Eileen Fermor Harris

All members in favour.

ii) Nominations to the board

The members were asked to approve the re-appointment of 2 existing board members: Cynthia Prior and Kay Dartnell.

The members were also asked to approve the appointment of a new board member David Palliser.

Proposed by Lee Chapman
Seconded by Cynthia Prior

All members in favour.

Lee stated that they currently had no Treasurer since Ian's resignation and asked if anyone was interested in the position to let him know. An honorarium was in place for the position and there was not the need to attend every meeting.

8. Any other business

Elizabeth Purnell asked if Anne Holland had retired from the VIC. Lee said she was due to retire soon.

Elizabeth Hatchell stated she would be interested in helping out with the website.

The Chairman brought the AGM to a close at 12 midday.

Presentations then followed by:

1. Tim King from Shropshire Council on the Ludlow & the Shropshire Hills Sustainable Tourism Strategy

2. Jade Cancelliere from The National Trust on local properties

3. Ciaran Bradley from Shropshire Tourism on Social Media

A Questions and Answers session then followed.