ACTION POINTS
OF THE SHROPSHIRE TOURISM (UK) LTD BOARD MEETING

WEDNESDAY 11th MAY 2011 at 10am

LION HOTEL, WYLE COP, SHREWSBURY, SY1 1UY

Directors present:
JC, LD, GB, TH.

Company Officers present:
Rod Hughes – Finance Director, Simon McCloy – Chief Executive,
Jodie Stephen - Business Support Officer

1.0 Apologies
PM, JM, GL, DC.

2.0 Minutes of the last meeting held on 30th March 2011 at Royal Air Force Museum, Cosford.

The minutes were agreed as a true and accurate record

3.0 Matters arising

None.

4.0 Company Secretary Update – Deborah Clough

Deborah was not present at the meeting however Jodie read an email Deborah had sent advising that she had sent the annual returns to Companies House and updated the Directors details.

John stated that he needed to arrange a HR meeting with Deborah regarding company policies as discussed in 9th March meeting

Action: John and Deborah to arrange a meeting to discuss HR matters.

5.0 Bank Mandate Change

Simon recommended that Glen Lawes be added as a signatory alongside current signatories.

Recommendation: That the Board approve the retention of all the current signatories and the addition of Mr Glen Lawes, Company Chairman, as an approved signatory and that the Finance Director completes the necessary changes in signing authority.

Proposed by Lesley Davies
Seconded by Gilly Bachelor

All in favour.

6.0 Finance Directors Report

i. **2010/2011 End of Year update**
ii. **2011/12 Monitoring update**

Rod reported that the predicted profit of £14,000 remained the same and there was no change in the surplus. The current cash flow balance was £48,000. The debtors and creditors amount added up to £4,000. He informed the board that Lucy would return from maternity leave on Monday and he would go through last year's accounts with her.

Rod asked Simon to run through his report on this years figures to date before he gave his comments.

7.0 Chief Executive Report

Simon apologised for the short notice of supplying figures and talked through the metrics and budget monitoring figures from April that had been provided to the board.

Action: Simon and Lesley to arrange meeting to discuss the future of DTS Assessment Scheme and prepare a report for the board.

Rod reported that the forecast for April/May 2011 was £9,500, June £11,000 and July £45,000.

A discussion took place on how the Finance Director role could be scaled down to suit Rod as the board did not want to lose him. It was agreed that Simon and Rod needed to discuss the details of a scaled down Finance Director role.

Action: Simon and Rod to discuss the details of a scaled down Finance Director role in view of retaining Rod as FD.

A discussion took place on the regional growth fund. Simon had stated that a joint bid from the private sector such as Shropshire Tourism, the Tourist Associations, County Hotels, the two Farm Holiday Groups etc would have more affect. John suggested going direct to the people in charge of the regional growth fund rather than going via Shropshire Council, Tom stated that it would be a more successful bid coming from a company who can show considerable financial return. It was agreed this was a good idea and to explore bid opportunities further.

Action: Group formed by Chairman Glen to consider and pursue the options for applying to whatever regional funds may be available.

Simon also informed the board that is had been suggested that Shropshire Tourism could attend the Tourism Strategy Board. He had stated that they would but only if it was as a genuine participant, able to make significant contribution and not just make up numbers and tick boxes. Lesley suggested asking what exactly what was required of them and then make a decision. It was agreed this was a good solution.

Action: Simon to ask Tourism Officers what was required of Shropshire Tourism if they were to join the Tourism Strategy Board.

Lesley also suggested that it was worthwhile contacting the new Head of Economic Growth & Prosperity at Shropshire Council to let them know how many times Shropshire Tourism has tried to build relations with the council and the lack of participation on their behalf. It was agreed this letter should come from Glen as Chair. John also suggested they keep contacting Mike Owen to attend a meeting since the meeting due for 21st April had been cancelled.

Action: Glen to write a letter to the new of Head of Economic Growth & Prosperity at Shropshire Council to explain the number of times Shropshire Tourism had tried to build relations with the Council.

Action: Glen to contact Mike Owen again with regards to setting up another meeting with the board.

Simon reported that a Business Support & Marketing Assistant had been appointed. Emily Harrison would start work on 1st June. The board approved the other personnel proposals Simon put forward.

With regards to the Grove House property, Simon reported that they were still sitting on £14,000 for the building contractors. They had received a letter in March stating that payment was due now, a reply had been sent asking for a VAT invoice, and a breakdown of costs, no reply had been received so far. A provision of £14,000 would be made in the 2010/11 accounts.

Action: A provision of £14,000 to be made in the 2010/11 accounts.

Gilly asked if they had heard anymore from Midland Computers. Simon said they had not, the file had been closed on the premise that if the case re-appeared it would be dealt with as the same claim.

8.0 Any other Business

Simon mentioned an email he had received from a member asking why Shropshire Tourism had not that attended the Shropshire Hills Sustainable Tourism Strategy meetings when they had been invited. Simon had replied to state that they had not been invited to attend the workshop and had already commented on the strategy.

Tom suggested contacting Clare Fildes at Shropshire Hills AONB as there was £30,000 to spend on the Walking with Offa project and it may be something Shropshire Tourism could be involved with helping to deliver some of their marketing activity.

Action: Shropshire Tourism to contact Clare Fildes regarding possible marketing opportunities.

8.0 Date of next meeting
Tuesday 12th July 2011 at 10am at The Lion Hotel.