



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

**TUESDAY 1<sup>ST</sup> FEBRUARY 2011 10.00 AM**

**HELD AT GROVE HOUSE, SHREWSBURY**

**Directors present:**

GL, JM, JC, GB

**Company Officers present:**

Rod Hughes – Finance Director, Simon McCloy – Chief Executive,  
Catherine Collier – Business Manager

**1.0 Apologies**

Pat McLaughlin, Lesley Davies, Deborah Northwood

**2.0 Minutes of the last meeting held on 7<sup>th</sup> December 2010 at Grove House, Shrewsbury**

The minutes were agreed as a true and accurate record

**3.0 Matters arising**

Glen advised he had a brief discussion with Katie but will progress this further. Simon mentioned that frequent conversations with Alison Patrick concerning the SLA have indicated that it is in the budget for 2011/2012, confirmation should be received by the end of February. Simon has prepared two sets of budgets for the Board to consider. The Board discussed the AGM.

**4.0 Company Secretary Update – Deborah Northwood**

Deborah was not present.

**5.0/6.0**

**Finance Director/Chief Executive Report – Rod Hughes and Simon McCloy**

**2010/2011 Budget monitoring up date**

Rod referred to his reports previously circulated to the Board with the budget monitoring and KPI's for end of quarter 3. Simon's revised budget is projecting a £17,000 profit at the end of the financial year. Income is being received for IT and Marketing, the KPI remains challenging. Expenditure should be inline with budget and Rod updated the Board on cash flow.

Simon ran through his report, membership income is coming in for those new businesses paying a pro-rata fee up to 1<sup>st</sup> August. All advertising income has been received for the Shropshire brochure and sales currently taking place for Places to Visit. Claire is working on the North Shropshire Discovery Map for Shropshire

Council, the Shrewsbury brochure, town map and the Bridgnorth brochure have all been signed off.

DTS Assessments is progressing slowly with less up take than expected. An element of the Shrewsbury advertising campaign is to be allocated to media buying. Simon advised that the Wedding and Conference websites have been well received with businesses already signing up. Shropshire Council has invited us to tender for marketing, advertising and Pr activity associated with the Shropshire walking and cycling websites.

Simon advised that the IT team are confident about achieving the KPI for IT income, there are quite a few hosting renewals during Jan, Feb and March. The IT team will be doing promoting IT services through a leaflet drop in the town this week which should generate interest. Waiting to hear about the Tourism Society website.

The Board discussed social networking, Simon advised that discussions have taken place with the team who are exploring social networking opportunities.

Simon gave the Board an update on the property and the building contract.

Rod advised that Simon has done an up to date cash flow for the meeting with the bank tomorrow.

### **2011/2012 Draft Budget**

Rod ran through the draft budget that the team presented to the Board in October. Rod advised the Board of his intention to finish as Finance Director in May, currently no provision has been made for Finance Director fees.

Simon said he has prepared a different budget if the SLA is not secured for 2011/2012, he ran through some options for the Board to consider, he recommended that the Board look at these in detail. The Board asked when we are likely to hear if the SLA has been secured for 2011/2012, Simon said that various discussions with Alison Patrick indicated that it is in the council's budget, however it is likely to be the end of February when we receive confirmation.

The Board discussed LEP's, a meeting is to be arranged with Bruce Crawcour.

The Board briefly discussed the accommodation assessment scheme and the Visit Britain Entry Level scheme, Simon suggested a more in depth discussion should be held with the full Board, especially when Lesley was present. Simon advised the Board that uptake is slow but it does bring in additional income (membership). Rod suggested it would be beneficial for the Board to see what level of income is brought in as a result of the assessment scheme.

**ACTION: A report to be presented to the Board about the assessment scheme and put on the agenda of the next meeting.**

## **7.0 AGM**

The Board agreed the AGM would be held at 11am on Wednesday 30<sup>th</sup> March, venue to be confirmed. The Board had a discussion about the vision of the company and business plan, Simon said as the company is owned by the members it would be

advisable to get feedback from the membership, John said he felt the Board were appointed to give direction to the members.

Glen suggested Simon prepares a 2 page business plan and circulate to the board, this will then be used a basis for discussion at the AGM.

**ACTION: Simon to prepare a 2 page business plan and circulate to the Board for comment.**

**8.0 Any other business**

Deborah to work up the company personnel protocols.

**9.0 Date of next meeting**

**10am Wednesday 9<sup>th</sup> March, Shropshire Tourism office, Shrewsbury**

**AGM - Wednesday 30<sup>th</sup> March, venue tbc**