



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

WEDNESDAY 9TH MARCH 2011 10.00 AM

HELD AT GROVE HOUSE, SHREWSBURY

Directors present:

PM, GL, LD, GB

Company Officers present:

Deborah Clough – Company Secretary, Rod Hughes – Finance Director,
Simon McCloy – Chief Executive, Catherine Collier – Business Manager

1.0 Apologies

JC, JM

2.0 Minutes of the last meeting held on 1st February 2011 at Grove House, Shrewsbury

The minutes were agreed as a true and accurate record

3.0 Matters arising

Glen said he has a meeting with Katie Foster next week, Glen will email the Board with an update after the meeting.

Deborah asked about the personnel protocols.

ACTION: Deborah to liaise with John with regards to personnel protocols.

Simon advised a meeting had just taken place with Lesley and Catherine regarding the assessment scheme, an update to be given under agenda item 9.

Simon asked for feedback on the Business Plan.

ACTION: Simon to circulate a final copy for the Board to respond.

4.0 Company Secretary Update – Deborah Clough

Nothing to report.

5.0 SLA Update – Glen Lawes

Glen advised that a meeting was arranged for Monday 7th March with Shropshire Council to discuss the SLA but the meeting was cancelled, an alternative date has yet to be set. Meetings have taken place with Shropshire Council and the tourism associations with regards to the SLA's with the tourism associations.

Simon gave the Board an update on some of the issues regarding communications with the industry. The Board discussed the DCMS report and possible implications. Simon gave his suggestions to explore opportunities further a field, Lesley suggested

the Board should really consider the wider tourism industry and the benefits that could be brought to the company.

6.0/7.0

Finance Director/Chief Executive Report

2010/2011 Budget monitoring update

Rod ran through his report that had been previously circulated to the Board, the Board had also received the latest budget monitoring. Simon had prepared the latest forecast, he said he was trying to forecast realistic figures. Rod presented the report that will go to the AGM.

There has been additional non-budgeted expenditure due to legal fees and the bank charges have gone up. The letting fees have not been apportioned across the 3 years, therefore have been incurred in this financial year. Rod advised there was some expenditure relating to design and print that needed to be paid out before the year end. Simon advised there had been more expenditure relating to design (it was previously thought that some of this could have been completed in-house), additional media has been bought as a result of contracts secured.

Simon ran through his report that had been previously circulated to the Board. Simon indicated the KPI target and income achieved to date against each of the headings.

Simon advised the third and final suite at Grove House has been let.

ACTION: The Board agreed to Rod's AGM Finance report.

2011/2012 Draft Budget

Rod ran through the 2011/12 draft budget and the report to be presented to the AGM. The position with the SLA is still unclear due to the cancellation of the meeting. The Board had a long discussion about potential implications if the SLA is not secured.

Simon updated the Board on the progress made with the Social Networking plan and the services promoted to the membership. The Board discussed the opportunities with IT.

8.0 Personnel

Simon made recommendations following Catherine's resignation, one of these recommendations is to recruit a Business Support/Marketing Assistant.

ACTION: The Board supported Simon's recommendations.

9.0 DTS Assessments

Simon, Lesley and Catherine had a meeting to discuss the assessment scheme. There is a need to streamline the assessment process. The Board discussed the DCMS report and agreed that Shropshire Tourism has a duty of care to market and promote inspected accommodation.

Simon recommended providing a fitness for purpose assessment which would be more of a desktop exercise.

ACTION: The Board supported Simon's recommendations to develop a fitness for purpose scheme and streamline the process.

10.0 AGM

The AGM is being held at RAF Museum Cosford on 30th March. The Board discussed the format of the day. The directors were reminded to send in their nomination form if they wish to stand. Once the directors have been elected, it will be the Board who will nominate the Chairman at the Board meeting after the AGM.

ACTION: Catherine to email the directors the relevant links to the nomination forms. Invitations to be sent to Cllr Mike Owen and officers of the council to attend the AGM.

11.0 Any other business

Pat gave an update on the Action for Market Towns.
Glen and Simon discussed the Business Plan, Simon asked for feedback from the Board.

ACTION: The Board to provide feedback on the Business Plan.

12.0 Date of next meeting

Wednesday 30th March, RAF Museum Cosford after the AGM.