



SHREWSBURY TOURISM ASSOCIATION LIMITED

Minutes of the Annual General Meeting held at
The Lion Hotel, Shrewsbury at 11am on 26th January 2010

Directors and Members present:

Howard Astbury (Director) Barry & Eileen Bailey (Abbotts Mead Hotel), John Beer (Chairman, Shrewsbury Civic Society), Mark Bebb (Salop Leisure), Helen Ball (Shrewsbury Town Council), Graham Babel (St Alkmunds Church), Susan Caroline (Pengwern Books), Dorothy Chidlow (The Stables), Michael Connor (Chairman of Board), Mary DeSaulles (Ex Civic Society representative), Roger Evans (Shropshire Council), Katie Foster (Chair of Destination Management Partnership), Joy Fox (Upper Shadymoor Farm), Phillip Freeman (The Parade), Ada Frodham (STCRA), Edward Goddard (Director), Kate Gittins (The Market Hall), Graham Galliers (River Regeneration), Scott Higgins (Salop Leisure), Karen Lloyd (Shrewsbury Civic Society), Simon McCloy (Shropshire Tourism), Judie McCoy (Director), Sue Morris (Holly Grove Cottage), Geoff Meredith (Poppy's Tea Rooms), Bruce McMichael (Taste of Shropshire), Cllr Peter Nutting (Shrewsbury Town Council), Deborah Northwood (Promotions & Development Executive STA), Mark Pembleton (Head of Economic Development, Shropshire Council), Alison Patrick (Shropshire Council), Cllr Malcolm Pate (Shropshire Council), Ron Repath (Meadowlands), Colin & Linda Rigby (Barley Mow House), Richard Raven (St Alkmunds Church), Jodie Stephen (Secretary STA & Shropshire Tourism), Claire & Lesley Simcox (Newton Meadows Holiday Cottages), Peter & Christine Sower (Youth Exchange Service), Anne Taylor (Transforming Telford), Caroline Thewles (St Alkmunds Church/Children's Book Fest), Alan & Judy Townsend (Mayor & Mayoress of Shrewsbury), Martin Wood (Town Crier), Cllr Mansel Williams (Shropshire Council).

1) Welcome and Introduction

Michael Connor welcomed members and thanked everyone for attending the 2010 Shrewsbury Tourism Association Annual General Meeting. He thanked Howard Astbury for his hospitality in allowing Shrewsbury Tourism Association to hold its AGM at the hotel.

2) Apologies and Announcements

Apologies were not read out at the meeting but recorded as follows:

Ann Ashton (Soulton Hall), Martin Beardwell (Director), Lee Chapman (Longmynd Hotel), Steve Charmley (Shropshire Council), Rachel Cook (Wrexham & Shropshire Railway), Ben Christie (Saracens), Robert & Barbara Cooksey (Acorn Cottage), Pat Edwards (Cartref Caravan Park), Christine Farmer (Chatford House), Jon & Sue Good (Barn Cottages), Paul Gossage (Ironbridge Gorge Museums Trust), John Hall (Shop in the Loop), Audrey Hill (Audrey's Parkgate Cottages), Cllr Josephine Jones (Shropshire Council), Mrs Jones (Avenue Farm), Sue & Kevin Jones (Tudor House), Neil Lewis (Barleycorn Barns), Michael Limbrey (Moss & Poulton), Cllr David Minnery (Shropshire Council), Cllr Peter Phillips (Shropshire Council), Jennie Repath (Director), Keith Roberts (Shropshire Council), Neil Spence (Central Area Partnership), Mark Southall (Hawks on Walks), Catherine Turnball (Attingham Park).

3) Minutes of the last AGM

The minutes of the last AGM on 27th January 2009 were approved by the members. Proposed by Edward Goddard and seconded by Susan Caroline.

4) Matters arising

None.

5) Chairman's Report

Michael started the Chairman's Report by thanking the members, special guests for attending.

He talked about the importance of tourism to the county, and how many people don't appreciate the value of tourism. He stated that tourism is worth £561 million to the local economy, and employs 11,800 people in sectors such as hotels, shops, catering etc.

He spoke of the successful schemes Shrewsbury Tourism Association have been undertaking over the past year, including the £99 hotel and rail offer with Wrexham & Shropshire Railway and the Lion and Prince Rupert Hotels. The association are planning to extend this offer to other hotels in April. Also planned is a similar offer with Arriva Trains to attract visitors from South Wales.

Michael stated that the future of the Association lay in joint working, and building on the connections they already had with the other organisations such as the Chamber of Trade, Shop in the Loop, Shropshire Tourism, Shropshire Council, the Civic Society, the Central Area Partnership and the DMP, to name a few. He informed the members of the projects currently being undertaken by the directors of the company, Deborah, Edward, Judie and Martin, including the railway, coaches, the brochure and town map and information sheets for taxi drivers in the town. He stated that all these projects to promote the town cost money and that he saw private funding as the way forward.

Michael finished his report by thanking the directors, Alison, Deborah, Jodie and the Shropshire Tourism team for their support over the year and asked the members for volunteers to join the board.

The report was accepted by the members. Proposed by Edward Goddard and seconded by Howard Astbury.

6) Income and Expenditure Statement to 31st March 2009

Deborah Northwood summarised the Financial Statement and asked the members if there were any questions.

Phillip Freeman asked what the difference was between the 2008 and 2009 town maps. Deborah explained that the 2008 map was a smaller production and at that time they were also producing a separate EAT leaflet, however in 2009 the decision was made to make a bigger map incorporating restaurants. This version of the map proved to be very successful, with the 90,000 copies printed running out. Deborah did state however that the sales for the 2010 map were not so positive.

The members were asked to accept the accounts. All were in favour. Proposed by Phillip Freeman seconded by Judie McCoy.

7) Appointment of reporting accountants

It was resolved that Andrews, Orme and Hinton be reappointed as the reporting accountants for 2010. Judie McCoy proposed, seconded by Ron Repath.

8) Election of Directors

It was resolved that all retiring directors: Michael Connor, Edward Goddard, Jennie Repath, Ceri Richards, Paul Harris, Judie McCoy, Howard Astbury and Martin Beardwell be re-appointed for 2010.

Proposed by Phillip Freeman, seconded by Kate Gittins. All votes in favour, unanimously agreed.

9) Appointment of Company Secretary

It was resolved that Andrews Orme and Hinton be re-appointed for 2010. Proposed by Edward Goddard and seconded by Kate Gittins.

A presentation then took place by Mark Pembleton, Head of Economic Development at the Shropshire Council, followed by a questions and answers session.

The AGM resumed with a questions and answers session between the Association and the members.

10) Questions & Answers

Michael opened the floor to questions.

Ron Repath stated that the TV advertising campaign that took place before Christmas resulted in two couples booking to stay with them. Michael also pointed out the how the Muller TV advert had made a big difference to the county.

Michael opened a discussion about the Shrewsbury brochure and if the members had any thoughts on the publication and went on to ask what they thought of abandoning the Shrewsbury brochure in favour of just one brochure for the county.

Ron Repath commented that the brochure had lost many of the countryside advertisers over the years and that he had decided not to advertise due to that reason.

Alison Patrick commented that the sales in brochures had gone down in general and not just in the Shrewsbury brochure, and that many people were turning to web based advertising instead.

Christine Sower asked where other Tourism Association get the money to produce brochures, for example Oswestry. Michael asked Simon McCloy if he could answer that question. Simon stated that Oswestry Borderland Tourism had in the past received substantial funding from Oswestry Borough Council, however this would not be the case next year. Simon also stated that due to the declining income stream from adverts awareness raising was now more important than ever. Cllr Malcolm Pate supported the retention of the Shrewsbury brochure.

Cllr Peter Nutting stated that Shrewsbury should pull together with various organisations to keep the town at the forefront. Helen Ball added that it was important to keep the town guide but there was a place for a countywide brochure aswell. The Mayor, Alan Townsend, added that both publications should support each other. The meeting was strongly in favour of retaining the Shrewsbury brochure.

Phillip Freeman commented that the cover of 2010 Shrewsbury brochure featured places to eat, drink, shop etc, however there were very few restaurants and retailers advertising within the guide. Deborah responded saying that the town map is the vehicle for these types of businesses, however as stated earlier the sales for this publication are this year suffering. Deborah added that they are planning to expand the retail section on the www.visitshrewsbury.com website to cater for these markets.

Michael then asked the members whether they felt the Association was doing enough for them. Edward reported that Shrewsbury Tourism Association members were now members of the Shrewsbury Chamber of Trade through the affiliate membership that had now been secured; they could now attend Chamber meetings.

11) Any Other Business

Karen Lloyd from the Civic Society commented that the reports on flooding, road closures etc on the local radio stations did not benefit the town as the negativity stopped people coming into town.

Alison Patrick informed the members of a Friends of the Cartoon Festival meeting that was taking place at the Bear Steps Gallery on Wednesday 27th January to talk about the annual festival in April, anyone wishing to attend was most welcome.

Alison also pointed out the fliers that she had handed out before the meeting offering an invitation to a networking opportunity on 1st February arranged by the Shropshire Chamber of Commerce in conjunction with Wrexham & Shropshire Railways.

Christine Sower informed the members that the new H&M store recently opened in town had brought a great deal of visitors to Shrewsbury. Cllr Mansel Williams stated the need for a university in the town and how this was a missed opportunity.

12) Date of Next Meeting

The Chairman brought the meeting to a close stating that the date of the next AGM was not set but it will be held in January 2011.