

Our Experience with Shropshire Tourism

I first spoke to Claire on the phone when we were invited to apply for a Shropshire Council Revenue Grant through Shropshire Tourism.

During the time we spent completing the application form for Shropshire Council and waiting for the outcome, I found Claire to be very pleasant, friendly and helpful and she kept in touch through out the process and helped us over problems as they arose.

When we were eventually awarded a Revenue Grant, for a Marketing Review, I was pleasantly surprised that Claire who I had been corresponding with would be doing the review, putting me at ease straight away.

On Claire's visit to Brynncalled Barns, she met my husband Sam and viewed the holiday cottages. Afterwards she talked us through what she thought could improve and be more beneficial to our business.

When the Marketing review arrived it was full of helpful suggestions as to how we could improve and help our business go forward and also it gave us a lot of fresh ideas and inspiration as well as helping us to understand the current market surrounding tourism in Shropshire.

After a family discussion we decided to go with Claire's Market Review suggestions and have a new website as the one we already had was very basic and we realised that it needed to be updated as it wasn't getting us enough bookings, so we chose Shropshire Tourism to create our new website and also our new leaflets.

When I telephoned Claire to let her know our decision to go ahead with a new website she arranged an appointment for Sam & I to go up to Shropshire Tourism based in Shrewsbury to discuss our idea's for the new website with Kay.

We arrived at the 'Blue Door' to Shropshire Tourism feeling a bit apprehensive but soon felt relaxed when we were greeted at the door by Jodie who again was very friendly and welcoming, putting us at ease straight away as we were introduced to Kay, our website designer who again was nice, friendly and professional, and listened to our ideas as to how we wanted the website created.

At the time we thought we would be up and down the A49 to Shrewsbury, checking and changing the website but this was all carried out over the web. Kay sending us her idea's and 'tweaking' them a bit. We would like to take this opportunity to thank Kay for her inspiration and patience, we think our new website is fantastic.

The last stage was the hard bit or so I thought - The training on the Availability System as Kay put it. Did we have to go back up the A49 ?, No, this was done over the phone, with my Son Richard by my side just in case. Sat in front of the PC and phone in one hand we were guided by Kay through the whole process which only took minutes to complete. Now we find updating the availability page so much easier then our old system.

With the new web site up and running we then started to think about the leaflets which with Clair's guidance we emailed her the lay out of our ideas, wording and photo's that we wanted. Claire emailed us a proof of what would be the finished leaflet and gave us a few suggestions when we asked her advise and finally we now have a fantastic leaflet to go with the website.

During the time that we were creating the website and leaflets we never felt rushed to complete which gave us time to think about what we really wanted and get it right and we are really happy with the finish.

We think the whole experience has given us more confidence and we feel now that if we need to change, update or make enquires the professional team are only a phone call or email away. They all seem genuinely pleased to help and our experience with Shropshire Tourism was not as daunting as we first thought.

Finally we would like to say that our new web site has made a big difference to the amount of bookings we receive. The first Sunday of January 2011 will always be remembered, as we spent all afternoon replying to email enquiries when out of 9 enquires we got 8 confirmed bookings that afternoon and all the deposits are now in the bank. We feel confident that this will now continue and we have made the best decision since we opened Bryncalled Barns.
www.bryncalledbarns.co.uk

Thank you, Claire, Kay & Jodie for all for your help, guidance and patience and not forgetting Mike the photographer who worked around us taking photographs while we were cleaning the cottages that one Saturday in September when the sun shone.

Thanks again,

June & Sam Hornsby