

Shropshire Tourism Aims and Objectives

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CORPORATE OBJECTIVES:

The company objectives are “to promote Shropshire & the surrounding area and to represent the tourism industry in Shropshire & the surrounding area and doing all such things as are incidental to the attainment of those objectives”.

COMPANY STATUS:

The company is established as a not for profit company limited by guarantee.
Registration Number 03968596

VISION:

To be the first choice provider of services and support to the tourism & leisure sectors in Shropshire and the surrounding area.

AIMS:

To provide a range of effective and valued business, marketing and IT support and services to the company’s members and other organisations involved in the tourism & leisure sectors in Shropshire and the surrounding area.

To apply Shropshire Tourism’s resources effectively to maximise the contribution made from its core activities to Shropshire and the surrounding area.

To represent the views and support the interests of the tourism and leisure sectors in Shropshire and the surrounding area.

To maintain the company as a sustainable, viable business entity.

OBJECTIVES:

To provide a range of professional, high quality and cost effective business support and marketing services to individual businesses and public and private organisations.

To provide appropriate marketing opportunities to support tourism and leisure businesses and ensure that these activities are effectively promoted to deliver the highest rates of return on investment.

To develop and adopt new products and services to further support the tourism and leisure sector in Shropshire and surrounding area in response to industry demands and opportunities.

To promote the destination for the benefit of the tourism and leisure sector and wider economy in Shropshire and surrounding area.

To collaborate with such other public and private sector organisations and individuals who share the company’s aims and objectives.

PERFORMANCE INDICATORS :

To achieve the agreed annual targets for volume and contributions towards key activities as follows:

Membership support and growth.

Generate sufficient income from the company’s activities to ensure their sustainability and effectiveness as destination promotional tools.

Deliver such business, marketing and IT support and services in response to industry needs and market demands.

Deliver sufficient net operating profit to meet the company's annual financial and legal commitments and ensure its long term sustainability.

MEMBERSHIP

Membership of Shropshire Tourism is free and open to any individual, business or organisation from either the private or public sector that have an interest in tourism in Shropshire and the surrounding area. Current membership is around 1,200 businesses and numerous public sector bodies. Membership includes:

[In county Private Sector](#) Individual private tourism businesses
Tourism businesses that are part of a group/PLC
Individual not for profit tourism companies/Associations and Groups
Other Affiliated & Non affiliated Sectors
(i.e. Restaurants, Retail, Catering, Other trades and services)

[Out of county Private Sector](#) Individual private tourism businesses
Tourism businesses that are part of a group/PLC
Individual not for profit tourism companies /Associations and Groups

[In county Public Sector](#) Shropshire Council
Telford & Wrekin Council
Individual Town & Parish Councils of Shropshire
Shropshire Council funded organisations

[Out of county Public Sector](#) Neighbouring Local Authorities
Neighbouring Council Funded organisations
Other publicly funded bodies (Regional and National)

Shropshire Tourism works with or provides additional support and advice to a range of other organisations including Shropshire's 3 Destination Development Partnerships, The Marches Local Enterprise Partnership, The Shropshire & Telford Tourism Strategy Board, Shropshire Wildlife Trust, Local Economic Partnerships and other groups and trade bodies.

Shropshire Tourism also offers a range of paid for business and marketing services and support direct to both the private and public sector organisations and it is through these activities that it generates the company's income to deliver it remit and objectives

ORGANISATION STRUCTURE

Shropshire Tourism is a properly constituted not for profit company limited by guarantee. The company's Memorandum and Articles of Association are filed with Companies House and are available to view on line as separate documents.

The company is managed by an elected Board of Directors drawn from the membership and although it may include public sector directors voted into office by the membership the company has to be private sector led and driven.

The minimum number of elected Directors is set at 6, there is no maximum limit but there is an understanding that the board must be of a manageable size in order to remain effective. All Directors must be members of the company and any member may stand for election. Directors are elected annually by the membership at the Annual General Meeting for a 12 month term.

Directors have, in addition to their corporate and legal responsibilities, specific areas of responsibility and duties to perform. All Directors positions are unpaid although expenses and honorariums can be made to

cover their individual costs of attending meetings and providing support to the company. Roles and Responsibility documents are available to view on line.

The Elected Directors are supported on the Board by 4 officers of the company (The Chief Executive, Company Secretary, Finance Director and Senior Team Member). The Officers of the company are not subject to election but hold their position on the board by virtue of their individual appointment.

The Board may invite any organisation or individual to attend any meeting in a non voting capacity.

All voting at Board meetings, AGMs and EGMs are subject to a simple majority vote of one member one vote. The Chairman has a casting vote, the Officers of the company do not have a vote.

SUBSIDIARY COMPANIES (Marketing Shropshire Ltd & Direct Tourism Services Ltd)

Shropshire Tourism also operates several other wholly owned subsidiary companies established to generate additional income streams to support the delivery of Shropshire Tourism's core activities. The Chairman and Finance Director of Shropshire Tourism are directly appointed by the Board of Shropshire Tourism as Directors of these subsidiary companies.

Aims:

To generate additional income by selling professional, high quality business support, marketing and IT services to out of county tourism and leisure businesses and in county to non-tourism and leisure related businesses through the effective use of these companies.

To apply the income and profits generated by these companies to support Shropshire Tourism's ability to deliver its corporate aims and objectives.

Objectives:

To provide professional and cost effective business, marketing and IT products, support and advice services to existing and potential customers.

To develop and adopt new business, marketing and IT products and services in response to market demands and opportunities.