

**Shropshire and Telford Destination Management
Partnership**

Date: 30 March 2009
Time: 10:00pm – 12:00pm
Venue: The Monkhouse Granary, Shrewsbury

MINUTES

Partnership Attendees:

Cllr Pat Raine (Chair)	Oswestry Borderland Tourism
Cllr Eric Carter	Telford & Wrekin Council
Cllr John Hurst-Knight	Shropshire County Council
Geoff Grimes	Magnolia B&B
John Cushing	Goldstone Hall
Nick Taylor	Shropshire County Council
Sarah Raper	Transforming Telford
Simon McCloy	Shropshire Tourism
Steve Miller	Ironbridge Gorge Museum Trust
Anne Taylor (Secretariat)	Transforming Telford
Gary Spence (Accountable Body)	Shropshire County Council

1. Introductions

1.1 Pat Raine as Chair, welcomed everyone to the new Board and emphasised the importance of everyone being on the DMP for the benefit of Tourism in the County.

2. Minutes and Matters Arising

2.1 Agreed – no matters arising.

3. Position of Chair

3.1 It was agreed that the post of Chair for the DMP Board should be advertised. Minor amendments were made to the draft advert and job description – revised versions are attached as Annex 1. After a brief discussion about

interpretation of 'independent' and confirming the importance of finding The 'right person for the job', the Board agreed the following recommendations:-

- (i) The post should be advertised in the Shropshire Star
- (ii) John Cushing and Eric Carter, with Pat Raine and Brian Summers would form the Recruitment Group.
- (iii) The long list of candidates would be circulated to the Board.
- (iv) The draft timetable would be finalised and communicated to the Board once diary dates had been confirmed.

4. DMP Underpinning

4.1 AT updated the Board on the latest position on DMP underpinning for 2008/9. SR commented that it would have been helpful to have a more detailed report setting out the implications of the work undertaken so that DMP Board Members could speak about it more confidently.

4.2 JC particularly highlighted the Food Tourism project as an example of understanding our approach as a DMP. GG queried whether we had a Food Tourism Strategy? NT explained that the new Council would be developing a Food and Drink sector Strategy.

Action: Presentation to the next DMP on the Food Report.

4.3 GS highlighted the importance of achieving the Contract outputs and agreed to update the Board on the final figures for 2008/9.

5. Secretariat Report

5.1 Major Investment Projects – AT briefly highlighted the progress on Blists Hill, Theatre Severn, Weston Park and the Music Hall developments. It is important to keep up to date with new developments and investments across the County.

Action: Secretariat to update annexes of the DMP Business Plan.

5.2 Underpinning Priorities for 2009/10

5.2.1 AT confirmed the level of spend set out in the AWM contract for 2009/10 against the subject headings. It was agreed that it would be critical to achieve the business assists and learning outputs set for 2009/10.

5.2.2 The Board agreed the following recommendations:-

- (i) Board Members are requested to put forward their views on what the priorities should be under the plan headings by 20th April. (Please note we must meet all the contractual outputs).
- (ii) The Branding project is carried forward to 2009/10
- (iii) The priorities for spending the 2009/10 funds to be put forward to the June Board Meeting.

5.2.3 Branding – SMc set out the rationale behind the Branding project and the importance of building on Brand Values. SR asked for clarification re whether the funding allocation for Marketing could be used to fund this work across 2009/10 – 2010/11. EC commented on the need to find a more meaningful name for the DMP. SM highlighted the need to recognise other brands locally and regionally. GG suggested that Shropshire needed to go for a strong brand that reflected our diverse interests. JC stated the importance of getting buy in from partners and NT agreed that a wider brief was important.

Action:

- (i) SMc to revisit his original brand brief and amend as a draft for secretariat.
- (ii) NT/SR/SMc/SM to consider brief.
- (iii) Brief to come back to next Board.
- (iv) GS to check with AWM re the position of carrying this work forward over the next 2 years and the financial limits.

5.3 RDPE - AT updated the Board on the progress with the RDPE application for £50,000 for Marketing the Countryside. GS will confirm when contracts have been exchanged with Staffordshire County Council. Further information will be circulated to the Board asap.

5.4 DMP Policy and Procedures

Action:

Secretariat to bring forward a draft revised policy and procedures to the next Board.

6. Any other Business

6.1 The chair thanked Cllr John Hurst-Knight for his commitment and support of the DMP to date.

6.2 Date of next meeting – 11th June at The Monkhouse Granary **10.00 – 12.00**
(this will be subject to the availability of the new Chair)