

OSWESTRY BORDERLAND TOURISM LIMITED - Company Number 7246535
The Companies Act 1985 and 1989
Company Limited by Guarantee and not having a share capital



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OSWESTRY BORDERLANDS TOURISM LIMITED ANNUAL GENERAL MEETING
Minutes of AGM held on Monday 14th November 2022 by Zoom.

Attending: Lee Lucks, Graham Mitchell, Steve Clews, Jane Powell, Ruth Sperring, Michael Hudson, Chris Toller, Karen Pringle, Richard Powell.
Apologies: Yoland Brown, Helen Reade, Alison Parr, Alan Crowe, Mel Fullerton – Shrewsbury Prison. Helen Gilbert.

Minutes of previous AGM: Minutes of AGM held on 11th October 2021 at Park Hall Countryside Experience. All agreed, Proposed by J Powell, second L Lucks.

Chairmans Report L Lucks. See presentation attached. Report for year ending 30th November 2021. OBT received over £30,000 in grants due to Covid, allocated to various projects, members given 6 months free and updated web site as well as paid social media advertising with instruction from Insynch. Also launched Ambassador Scheme. Special thanks to G Mitchell for all his work on the scheme.

Created You Tube channel and produced Oswestry staycation video.

Working closely with BID to promote Oswestry.

This year visitor numbers to the TIC are up to 2019 levels from the old visitor centre.

Financial year extended to 31st December 2022 to help with stock taking during Christmas closedown.

Thanks from the board to L Lucks and G Mitchell for all their hard work. Also, to Gail Fitzsimmons who passed away earlier this year. And who is much missed and was always a great supporter and board member of OBT

Financial presentation L Lucks. Prepared by Hudson & Co and registered at Companies House. Agreed to hold £25,000 in reserve but to increase spend on marketing.

2021 -22 accounts will show Increase in salaries as R Sperring now employed as marketing manager 3 days a week.

JP queried the difference in accountancy fees from previous year and LL explained that changed from annual to monthly fee. And balance from previous year was included in these accounts.

No corporation tax due.

Agreed by all, Proposed S Clews, second C Toller.

Election of Directors of the Board All current board members were willing to be re-elected along with C Toller and M Hudson who had been co-opted onto the board in 2022. All agreed.

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Appointment of Auditors/Accountants It was agreed Hudson Accountants were to be kept as accountants for 2023. Proposed L Lucks, second J Powell.

Oswestry Tourism Ambassadors – Graham Mitchell, see attached presentation.

Word of mouth often the best promotion. Once people have completed the scheme they have more confidence talking about Oswestry. Over 30 gold members so far.

Keen to get children involved in the scheme. Thinking of new modules, sport or myths and legends.

Presented to Town Council, their staff can complete in work time and will be part of their appraisal.

Modules need to be kept updated. One of the most popular is famous people.

Possible that people will need to do an extra module each year to keep gold accreditation.

Invitation from Oswestry Borderland Rotary to present scheme early next year.

Steve Clews – all things railways and canals

Trustee of Shropshire Union Canal Society, working on restoration of Montgomery Canal at Crickheath. Latest project has taken 7 years and cost £1million, mostly in grants, all run by volunteers and has won civil engineering project award. Next project is in planning for the next 600m south of Crickheath for a similar cost

Chair of WLLR for 8 years and director of Heritage Railways Association. 3 difficult years for heritage railways, covid, cost of coal rising and lack of availability, challenge of finding coal alternative and rising energy costs. Problem with dry summer, sparks causing line side fires. Volunteers not returning after covid.

WLLR will have a reduced timetable in 2023 but will concentrate on events and higher end products which generate more money.

Chris Toller– putting Henstone Distillery and Oswestry on the English whisky map, see attached presentation.

Started business in 2015. Still installed 2017, a 1000 litre pot/column hybrid called Hilda. Whisky launched in January 2021 with launch events held via zoom.

Chris now a director and board member of the English Whisky Guild, which is the Scottish Whisky Association equivalent.

New versions of whisky being launched soon to coincide with the first English Whisky Festival.

Increase in number of tours next year to 2 a month, encourages people to stay in the area.

Possible tasting with a train ride, WLLR.

Increase in online sales and exported to Switzerland, Hong Kong and Belgium.

Meeting ended 7.35pm

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