



ANNUAL GENERAL MEETING
TUESDAY 26TH APRIL 2022 2.00 p.m.
Via Zoom

Directors present:

Robin Barker (Chair), Emma Thomasson CEO (ET), Max Lawrence Treasurer (ML), Hayley Samson (HS),

Non-executive Directors:

Katherine Daniel (KD), Deborah Stanyon (DS)

Team:

Mike Bullock (MB), Wendy Spackman (WS)

Committee:

Dan James (DJ), Evelyn Stacey (ES), Nicki MacLean (NM)

Other attendees:

Ian Liddell-Grainger, Conservative MP for Bridgwater and West Somerset (ILG)
plus Visit Exmoor members

Welcome on behalf of Visit Exmoor from Robin Barker

Apologies: April Braund (AB), Marcus Kravis (MK)

To receive and approve the 2021 AGM Minutes of the last Annual General Meeting held via Zoom 31st March 2021:

Minutes approved, proposed by ET, seconded HS

Visit Exmoor Achievements and Priorities 2022/2023 Emma Thomasson, CEO:

A video presentation on the Visit Exmoor highlights and a comprehensive review of the achievements of the past 12 months and future strategy from ET.

Visit Exmoor is now an incorporated Community Interest Company.

Honorary Treasurer's Report:

Acting Honorary Treasurer (ML) gave a detailed presentation on 2020/21 accounts, explaining that the previous period for comparison was for a 15 month period. Independently reviewed by Thomas Westcott Chartered Accountants.

Research & Data #hereALL year & Business Trends, Max Lawrence:

A detailed and interesting presentation of the findings from the member survey on extending the Exmoor tourism season #hereAllyear was provided by ML.

Exmoor National Park Update, Dan James:

DJ presented an Exmoor National Park update on visitor trends in 2021.

2022 Awards season:

ET gave an overview of the Visit Exmoor support for South West Tourism Awards and encouraged all businesses to consider applying for 2022 Tourism Awards.

Questions and Answers, Robin Barker

No questions were pre-submitted.

Members comments included working collaboratively to extend the visitor season from February half term to the end of the October half term.

Other comments/questions:-

- including the use of digital marketing means that businesses can be more flexible and address seasonality in a more targeted way (Bob Shaddick, Cliff Railway)
- Value added options such as including Exmoor Society membership with bookings (Bill Gash, From Woodland Holidays)
- Liaise with the Coaster bus to run over Winter 2022-2023 and try and work with them to explore extending the area it covers (DS)

Meeting ended at 3.40 p.m.

Please see recording and presentations available at Visit Exmoor AGM page of the website

<https://www.visit-exmoor.co.uk>