



ANNUAL GENERAL MEETING
Wednesday 19th June 2024, 10am
Online via Zoom

Directors present:

Robin Barker - Chair (RB), Emma Thomasson - CEO (ET), Max Lawrence - Treasurer (ML), Hayley Sampson - Vice Chair (HS)

Non-executive Directors:

Katherine Daniel (KD)

Team:

Verity Vigars (VV)

Committee:

Julie Colman – ENPA (JC), Laura Williams – ENPA (LW)

Other attendees:

Visit Exmoor members

1. Welcome on behalf of Visit Exmoor

RB welcomed attendees to the Annual General Meeting.

2. Apologies

Dominie Dunbrook – North Devon Council, Kate Godden – National Trust, Dan James – ENPA, Thomas Lowe, Nicki Maclean – Somerset West and Taunton Council, Wayne Moore.

3. To receive and approve the Minutes of the previous AGM held on 14th June 2023

It was unanimously agreed to approve the 2023 AGM minutes.

4. Matters Arising

There were no matters arising.

5. Chairman's Intro (state of the market, strategy & LVEPs) – Robin Barker

RB gave a brief report acknowledging that it has been a tough year for the tourism industry on the whole but that Visit Exmoor continues to deliver a huge amount of activity, despite having faced some financial challenges due to reduced funding. A new Finance Committee has been created to oversee budgets and explore potential new revenue streams. Membership levels remain consistent with member businesses really valuing the consistent marketing of the area to attract visitors. Visit Exmoor is now part of the 'Devon and Partners' Local Visitor Economy Partnership (LVEP), a VisitEngland approved official tourism body, and discussions are ongoing regarding a second 'Somerset and Exmoor' LVEP. Finally, there are some board vacancies if anyone is interested in getting involved.

6. Visit Exmoor Achievements 2023/24 and Priorities 2024/25 - Emma Thomasson, CEO

ET briefly reflected on a solid year where great progress has been made on various campaigns and continuing to champion the Exmoor brand. She gave a video presentation on some of the Visit Exmoor highlights, stats and achievements from the past 12 months, which will be available to download on the website after the meeting. She reminded member businesses on how best to get involved to help

support a thriving visitor economy and add value, such as using the business support tools, accommodation availability platform and events calendar, to name a few.

7. Finance Report – Max Lawrence, Treasurer

ML, who is stepping down as Treasurer but staying on the Finance Committee, reported that the new finance team would be navigating through the challenges together, and that the accounts are just about to be submitted to the accountant for audit. A substantial loss is expected, largely due to the change from an unincorporated organisation to a CIC and also, that there was a declaration of £29k grant income in the previous year, which was not received until the current financial year. This created a tax liability in the previous accounts, which will be reclaimed once the accounts are finalised. The audited accounts will be placed on the website when available.

8. Questions and Answers and AOB – Hayley Sampson

No questions were pre-submitted.

With no further business, RB thanked everyone for contributing and closed the meeting at 10.28am.