



**Cumbria Tourism**

## **ANNUAL GENERAL MEETING**

**Thursday 17<sup>th</sup> June 2021 (Virtual)**

### **MINUTES**

Chaired by Jim Walker, Chair

115 members joined the virtual event

6 Apologies

- Minutes of last AGM (25<sup>th</sup> June 2020) accepted as true and correct.
  - Mike Turner proposed, Jen Cormack seconded.
  - Approved by 99% by virtual polling of members who attended the event

#### **Directors Report** *(Presented by Jim Walker, Chair, CT Executive Board)*

- Incredibly testing time over past 12 months.
- Tourism industry innovative and resilient, congratulations on getting to this stage and making it work to the best of your ability
- CT worked really hard despite having to also furlough staff. Undertaken a wide range of tasks and developed new skills to support tourism businesses over this time. Highlight some area they worked on - assistance in interpreting government guidance, assistance in getting finance to businesses and undertook research as to what was happening in the industry be able to lobby. Kept loyal visitors warm and continued to get coverage for the destination. Working with police and others partners to make sure Cumbria is a safe place for visitors returning. Speak as one voice. Hosted key visitor such as the tourism minister to show the challenges that businesses have.
- Thank team and Gill Haigh for her leadership of the Cumbria Tourism
- Executive board members stepped up and taken role seriously to support the industry
- Pay tribute to Eric Robson for his support and guidance
- CT has come out stronger than other DMO's
- Thank members for their support going forward. Important to continue being a member
- Thanks also to Strategic Partners. Welcome to Highways England as a new Strategic Partner
- Lobbying hard on recruitment issues and also for further government financial support for the industry

#### **Auditor's Report** *(Presented by Richard Rankin, Finance Representative, CT Executive Board)*

- P&L for year ended until 31<sup>st</sup> March 2021. Demonstrates the impact Covid has had on the membership and commercial income. VisitEngland resilience funding and furlough and deep cut in overheads in the business, resulted in positive result of £4,551 surplus overall. Testament to team for all their hard work
- Balance sheet – not much has changed since last year with a strong balance sheet, any surplus is put into our net assets £1,020,673
- Sources of Income graph demonstrated the low levels of membership revenue for the year after working hard to build it up over past few years. This loss has been softened by the grants received

- Graph of operating surplus/deficit. Balanced result delivered in difficult circumstances. Aim is to maintain flat line above £0 to keep investing in the business and industry.

### **Resolution One: ACCEPTED**

To receive and adopt the Directors' Report, Auditors' Report and the Accounts of the Company for the year ended 31st March 2021.

- Proposed by Dan Visser
- Seconded by Liz Moss
- Approved by 99% by virtual poll of members attending the virtual event

### **Resolution Two: ACCEPTED**

Re-appointment of Lamont Pridmore as Accountant of Cumbria Tourism to hold office until the conclusion of the next General meeting before which Accounts are laid, and to authorise the Executive Board to determine the Accountant's remuneration for the coming year.

- Proposed by Haydn Spedding
- Seconded by Mike Turner
- Approved by 99% by virtual poll of members attending the virtual event.

### **Executive Board Elections**

Re-elected members of the Board

- Dan Visser, Langdale Hotel & Spa/Brimstone Hotel – *Digital Marketing representative*
- Richard Rankin, H&H Group – *Finance representative*
- Jennifer Cormack, Winander Leisure – *Brand & Marketing Representative*
- Jim Walker, Lake District Estates – *Large Operator Representative*

New members of the Board

- Nick Lancaster, Lancaster & Lancaster – *Western Lakes Representative*
- Jamie Allison, Napthens LLP – *Professional Services Representative*

**AGM closed by Jim Walker.**