

29.9.22

Agenda item 16a Visit Shropshire Request

**From:** Mark Hooper <mark@visitshropshire.co.uk>  
**Sent:** 04 August 2022 14:26  
**To:** Town Clerk <info@wem.gov.uk>  
**Subject:** Tourism in Wem

Good Afternoon Penny,

I hope you are well and are having a nice summer,

During recent months we have started working closer with towns across the county through our town council membership scheme. As you may know Visit Shropshire is funded completely through memberships and so this is a system which allows towns to promote as a destination nationally and internationally through the partnerships of Visit Shropshire as the counties destination management organisation. Visit Shropshire can also provide a tourism sector voice through our close relations with Visit Britain and local authority both of which we work with on a regular basis.

Our first town partner was Bishops Castle who are 6 months into their membership and have received a huge number of promotions especially from the national media. I have attached an interim report for you along with a link to an article in the guardian/observer last weekend of which we pitched our partners.

<https://www.theguardian.com/travel/2022/mar/20/10-brilliant-things-to-do-in-shropshire-canoe-severn-foodie-ludlow-walk-shropshire-hills>

We are pleased to announce that towns from both Shropshire and Telford & Wrekin are now joining the scheme with Church Stretton & Newport our most recent members.

Please also find attached the presentation which I recently gave at Church Stretton prior to the town council deciding to join.

As an example last summer we worked with Ludlow Town Council & Shrewsbury BID to welcome two influencers to Shropshire who produced this outstanding video where today we are showing to travel agents from around the world at the 'Explore GB' international travel event - <https://www.youtube.com/watch?v=9QE3T04JCHw>

It would be great if I would be able to come and present the opportunities that Visit Shropshire can provide to the town as I have done with other town councils. I feel it's important for me to present and be able to answer any questions about how the partnerships work and to show metrics we can use to show the return on your membership.

Thank you for your time, we look forward to hearing from you soon,

Mark

Kind Regards  
Mark Hooper  
Project lead Visit Shropshire