

## **Your County Needs You!**

The following is a breakdown of the main aim and objectives designed and adopted by Herefordshire County BID area:

1. To develop Herefordshire as a high-profile destination supporting all its natural assets with high quality accommodation, attractions, retail, dining, and entertainment experiences. A unique, integrated, and diverse offer which leaves visitors enriched and yearning for more.
  - Communicate – attracting visitors and spend by promoting Herefordshire through intelligent and stand out marketing campaigns without partners to elevate our profile regionally and beyond.
  - Connect – Providing unforgettable experiences by ensuring all touch points, from initial welcome to guiding visitors to our unique assets, maintain the highest quality standards. This extends to our fabulous attractions, market towns, outdoor spaces, and wonderful providers, all of which will represent Herefordshire and impress with exceptional customer service.
  - Collaborate – Act as a powerful advocate by expanding our sphere of leadership and influence to realise shared ambitions, ensuring we are a compelling force, raising standards and affecting change, challenging the status quo, and moving the agenda forward.
2. Working together to grow Herefordshire's visitor economy.
3. Herefordshire County BID will support the county's economic recovery in a proactive and supportive way.
4. Herefordshire County BID will work alongside strategic partner organisations, our fantastic market towns and the existing Hereford City BID to present a united approach in developing a stronger economy for all of Herefordshire.
5. Operate as the Local Economy Visitor Partnership (LVEP) for Herefordshire. The Company will be strategic, high performing and represent the destination at local and national level. The Herefordshire County BID commit to working with Visit England and other government bodies on a set of growth ambitions.
6. The BID will lead, market, and manage the destination in the geography of Herefordshire, working in partnership with Hereford City BID, other destination organisations, local government, and businesses.

### **Purpose of Herefordshire County Business Improvement District Board of Directors is:**

1. To ensure the effective, timely and efficacious delivery of the Herefordshire County Business Improvement District aims and objectives.
2. The Management Board will contribute to the setting of the strategic plan's direction of Herefordshire County Business Improvement District
3. To ensure adequate and effective governance challenging the adequacy of delivery arrangements and partner engagement.

### **Active Role**

1. Contribute to the development of strategic plans which enable Herefordshire County Business Improvement District to fulfil its statutory responsibilities.
2. Ensure that the Board operates in accordance with its Memorandum and Articles of Association and Director Code of Conduct.

3. Ensure the Herefordshire County Business Improvement District Board actively engages with the key stakeholders in the ongoing development of Herefordshire County Business Improvement District networks.
4. Agree, develop and monitor key performance targets to drive continuous improvement.
5. Proactively promote and influence the policy, planning, commissioning, and delivery of Herefordshire County Business Improvement District projects
6. Ensure that financial controls and systems of risk management are robust, and that the Board is kept fully informed through timely and relevant information.
7. Assist with the development of a 'business' culture promoting a can-do attitude.
8. Play an appropriate role in building external relationships with key stakeholders.
9. Ensure Herefordshire County Business Improvement District is represented on strategic boards and plays a proactive role in influencing the policy, planning, commissioning, and delivery of projects across the County.
10. To be aware of changes in national policies and assess the impact upon Herefordshire County Business Improvement District and its businesses.
11. Ensure that the Herefordshire County Business Improvement District values diversity and demonstrates equality of opportunity in all aspects of its activities.
12. Act as an Ambassador for Herefordshire County Business Improvement District
13. Always execute the responsibilities of a company director considering the lawful and ethical standards and Herefordshire County BID's Director Code of Conduct.
14. Oversee the publishing of an Annual Report and externally audited accounts each year, highlighting priorities, progress made and key issues for future development.

### **General Duties**

1. Ensure that the business of the Board is conducted efficiently and effectively and uses systems of internal control that enables the work of the Herefordshire County Business Improvement District to be carried out effectively.
2. Herefordshire County Business Improvement District members are given the opportunity to express their views and that appropriate standards of behaviour are maintained in line with the agreed Code of Conduct.
3. Responsibility is exercised within a specifically designated area of work, e.g., Chair, Finance and Strategic representation or themed roles.
4. Act at all times, in a manner that promotes a positive and exemplary standard of conduct.
5. Attend all Board meetings, Levy Payer meetings, specialist meetings as and when they come up. Meetings can be called at short notice, be during the day or evening.
6. Other duties as may be added as needed.