



The Herefordshire County Business Improvement District (BID) belongs to you as levy-payers. For the period of the BID, the BID board will be working hard to respond to your priorities and make a huge impact on the local visitor economy.

We want to encourage more visitors to come to Herefordshire for day trips and longer breaks, so that they spend more time and money in your businesses whether accommodation, restaurants, retail, or local services. At the top of our agenda is making Herefordshire a welcoming place to visit and to live in.

Since 2020, the 'Visit Herefordshire' campaign has made enormous headway in positioning our county as an attractive place to visit. From 2022 onwards the BID team have been busy building on this, continuing to strive to build the profile of Herefordshire as a destination.

Your BID is committed to continuing this fantastic work. We will be running creative marketing and PR campaigns to entice more visitors to stay and spend locally in your businesses. The county BID will also work with all stakeholders, including our colleagues at the Hereford City BID, to support the delivery of improvements across the county, in our market towns as well as Hereford itself.

We are looking forward to working with you over the coming months.

Joe Evans

Chair of Herefordshire County BID & Owner of Crumplebury/Green Cow Kitchens

HOW IS THE BID FUNDED?

All businesses with an RV over £12,000 within the BID area, in the sectors detailed in the business plan are required under the national BID regulations 2004 to pay the BID levy annually.

The Herefordshire County BID levy is charged at 2% of the rateable value on all eligible non-domestic properties within the BID area as listed in the Local Non-Domestic Rating List (in force) at the time the levy demands are raised. To see how your rateable value is calculated, visit www.voa.gov.uk/valuation

For a list of business sectors eligible to pay the BID Levy see www.herefordshirecountybid.co.uk/the-bid-area

The BID term runs from 01.01.22 to 31.12.26 Inclusive. A grace period has been applied to the Levy for the period 01.01.22 to 31.12.22 inclusive. Therefore no levy will be raised for this period and therefore the date from which Levy is charged as displayed on the enclosed demand notice is 01.01.23

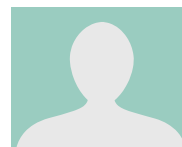
WHAT IS THE HEREFORDSHIRE COUNTY BID?

Herefordshire County Business Improvement District (BID) is a county wide organisation, where retail, tourism and hospitality businesses come together for the period of the BID to invest in agreed projects and services to improve the local economy and the business environment. It is a business-led and business funded organisation.

In November 2021, a postal ballot of eligible business ratepayers in the proposed Herefordshire County BID area was conducted. Businesses across the county voted YES in favour of the formation of a county BID and so the Herefordshire County BID will operate to implement its Business Plan between 1st January 2023 and 31st December 2026.

Over this term the BID levy will raise nearly £2 million to deliver agreed projects to improve the Herefordshire offer. Further information together with our business plan can be found at www.herefordshirecountybid.co.uk

MEET THE TEAM



To be recruited
BID CEO



Tara Emery
BID Business Executive
tara@herefordshirecountybid.co.uk

Contact the BID Team - 07940 145 219

Joe Evans, Chairperson **Crumplebury & Green Cow Kitchens**
Representing: Bromyard, F&B/Accommodation

Matthew Pudge, Vice Chair **The Hop Pocket Shopping Village**
Representing: Rural Businesses, Retail

Joanna Hilditch, Vice Chair **White Heron Estate**
Representing: Kington, Accommodation/Attraction & Leisure

Glenn Jones, Vice Chair **Discover Parks**
Representing: Leominster, Accommodation

For details of all board members, please visit www.herefordshirecountybid.co.uk

WHAT ARE OUR AIMS?

- > to develop an overarching strategy to help your business thrive
- > to deliver projects and support events on behalf of levy-paying businesses
- > to increase sustainable footfall, dwell time and spend at businesses across the county
- > to promote Herefordshire as a destination locally, regionally and nationally
- > to support the county's welcome in encouraging more visitors to stay and spend in the county
- > to support your businesses by responding to the changes, challenges and opportunities that being part of a thriving Herefordshire brings with it
- > to attract other businesses to join the activity through Visit Herefordshire website, and further marketing

WHAT IS OUR WORK?

- > to manage and fund the Visit Herefordshire website, marketing and PR campaigns
- > to work with partners to develop and extend key visitor & leisure developments such as Herefordshire Trail, Cycling Routes and local Food & Drink Promotions
- > to engage openly in opportunities for levy payers including open days, regular workshops and access to the board
- > to be the organisation that ensures any relevant grants, subsidies or opportunities for Herefordshire's BID businesses are accessed - never missing a chance to make your money go further
- > to monitor visitor activity on behalf of all levy payers using advanced technology
- > to develop key partnership projects working across all sectors within the BID
- > to develop effective and accountable promotional campaigns to highlight the range and quality of speciality independent businesses

TOOLS TO MEASURE SUCCESS

All projects funded by the BID will be closely monitored for ROI. The BID has contracted Place Informatics allowing us to record actionable insights enabling us to:

- > Understand how the visitor economy is performing at a local level
- > Know home origins for targeted marketing campaigns
- > Understand visitor activity, preference and interests
- > Track footfall across market town centres, attractions and green spaces
- > This data is available to all BID businesses and will be an essential tool for your own marketing

The BID will also monitor:

- > Social media impact metrics and website analytics
- > BID business feedback on projects
- > Visitor feedback on BID supported events



VISIT HEREFORDSHIRE

brought to you by  Herefordshire County BID

Since 2020, the 'Visit Herefordshire' campaign has made enormous headway in positioning our county as an attractive place to come on holiday. Your BID is committed to continuing this fantastic work.

We will be running creative marketing and PR campaigns to entice more visitors to stay and spend locally in your businesses.

KEY CAMPAIGN ACTIVITY SINCE JANUARY 2022

Your BID has funded the following activity:

- > Devised creative campaigns and seasonal content, plus ongoing website management and monitoring
- > Attracted 420,000+ unique website visitors (Jan 2022 - today)
- > Relaunched **The Mortimer Trail**, with new downloadable guides featuring places to eat and stay
- > Refreshed **Black & White Villages** with sustainable travel & family twist
- > Promoted family holidays '**in the wild**'
- > Raised profile of county's **eco offer** e.g. 'sustainable staycations' page & bus packing itineraries
- > Highlighted seasonal offer e.g. **Autumn Colour** campaign, **Winter Delights** (shopping focus), **Spring Staycations**
- > Extended successful **Roasts & Rambles** campaign by adding new walks
- > Launched **Media Library** - access for all BID members

Ongoing management of social channels:

 Instagram 14.2k followers  Facebook 10.4k followers

Press highlights:

- > Hosted 24 press trips
- > Generated press coverage in excess of an AVE of £620K from January 22 to February 23 (AVE is advertising value equivalent)
- > Coverage highlights include major destination features in Conde Nast Traveller, National Geographic Traveller, Country Walking, Countryfile Magazine, Suitcase Magazine, Wanderlust Magazine, Daily Mail, Guardian, Daily Telegraph, Woman and Home, Reclaim Magazine and Sunday Times