

Herefordshire County BID Ltd
Board Minutes May 2023

1) Introductions and apologies

JH

Attendees:

Name	Company
Jo Hilditch – Chairperson (BID VC)	The Whittern Estate
Anna Brennand	Sidney Nolan Trust
Tara Emery	Herefordshire County BID
Frank Myers MBE	Wythall Estate Vineyard
Ana Vaughan	National Trust
Diane Mansell	Herefordshire County BID
Kari Trajer Morgan	Westbrook Court Country House
Matthew Pudge (BID VC)	The Hop Pocket Shopping Village
Andrew Blandford	Blandfords
Daniel Wood	Hampton Court Castle
Julian Vaughan	The Green Dragon Hotel

Apologies:

Name	Company
Roger Allonby	Herefordshire Council
Glenn Jones (BID VC)	Discover Parks
Peta Darnley	Netherwood Estate
Joe Evans (BID C)	Crumplebury & Green Cow Kitchens
Cllr Ed O'Driscoll	Ross-On-Wye Town Council

2) Conflicts of interest

JH

- a. None recorded

3) Minutes of the last meeting

JH

- a. Agreed as a true record

4) Matters arising

JH

- a. Covered by the CEO report

5) CEO report

DM

1. Board

- a. Mem and Arts –

- i. Articles of Association. The company's Articles of Association have been updated
- ii. **BOARD ACTION – Board signed off updated Mem Articles**

- iii. **FUTURE ACTION – DM to file updated Articles with company’s house and upload onto the BID website.**
- b. BID Membership form – Any BID Levy payer who wants voting rights at the company AGM needs to apply for BID Membership this form gives BID Levy payers the ability to do this.
 - i. **BOARD ACTION – Board signed off membership application form.**
 - ii. **FUTURE ACTION – DM to upload form onto BID website**
- c. GDPR POLICY –
 - i. **BOARD ACTION – Board signed off GDPR Policy**
 - ii. **FUTURE ACTION – DM to apply for ICO certificate.**
 - iii. **FUTURE ACTION – DM to upload policy onto BID website**
- d. Analysis of the Board makeup, skill set and geography.
 - i. This is being done via individual Board director meetings and a code of conduct that each Board director needs to sign up to
 - ii. **BOARD ACTION – Board signed off Directors Code of Conduct.**
 - iii. **BOARD ACTION – Board signed off Conflicts of Interest.**
 - iv. **BOARD ACTION – Board signed off Directors Job Description**
 - v. **FUTURE ACTION – DM to upload policies onto BID website**
 - vi. **FUTURE ACTION – DM to finish booking in Board Director meetings over the next 4 weeks.**
 - vii. **FUTURE ACTION – All directors to fill in Code of conduct and Conflicts of interest form.**
- e. Set up Board meetings.
 - i. **BOARD ACTION – Board signed off dates.**
 - 1. **11 July 2023 – Ledbury**
 - 2. **19 September 2023 – Location TBC**
 - 3. **14 November 2023 – Location TBC**
 - ii. **FUTURE ACTION – DM and TE to book in dates in Board Directors diaries**
- f. Sign off Terms of Reference and dates for subgroups.
 - i. **BOARD ACTION – Board signed off Marketing subgroup TOR.**
 - 1. **BOARD ACTION – Board signed off dates for marketing subgroup meetings.**
 - a. **6 July 2023 Leominster**
 - b. **5th September 2023 Leominster**
 - c. **31 October 2023 Leominster**
 - 2. **FUTURE ACTION – DM and TE to book in dates in Board Directors diaries**
 - 3. **FUTURE ACTION – DM to upload policies onto BID website**
 - ii. **BOARD ACTION – Board signed off Finance subgroup TOR (Includes Procurement Policy)**
 - 1. **BOARD ACTION – Board signed off Dates for Finance subgroup meetings.**
 - a. **26 May 2023 - Zoom**
 - b. **23 June 2023 - Zoom**
 - c. **28 July 2023 - Zoom**
 - d. **25 August 2023 - Zoom**
 - e. **22 September 2023 - Zoom**
 - f. **27 October 2023 - Zoom**
 - g. **24 November 2023 – Zoom**
 - 2. **FUTURE ACTION – DM and TE to book in dates in Board Directors diaries**
 - 3. **FUTURE ACTION – DM to upload policies onto BID website**
 - iii. **15th December 2023 - Board signed off Monitoring subgroup TOR.**
 - 1. **FUTURE ACTION – Herefordshire Council needs to agree to TOR.**
 - 2. **FUTURE ACTION – Group membership needs to be agreed**
 - 3. **FUTURE ACTION – DM to set dates for future meetings.**
- g. Executive Board Meetings
 - i. **BOARD ACTION – Board signed off Executive Board Terms of Reference**
 - ii. **BOARD ACTION – Board signed off Dates.**
 - 1. **6 June 2023**

- 2. 6 July 2023
 - 3. 5 September 2023
 - 4. 31 October 2023
 - iii. FUTURE ACTION – DM and TE to book in dates in Board Directors diaries
 - iv. FUTURE ACTION – DM to upload policies onto BID website
- 2. Accounts
 - a. BID Levy Collection is on track
 - b. FUTURE ACTION – TE to keep Executive Board updated with Levy Queries
 - c. FUTURE ACTION – DM to update bank account access
 - d. BOARD ACTION – Board signed off getting the yearly accounts externally audited
 - e. FUTURE ACTION – DM to get quotes and timescales for external audit.
- 3. HR
 - a. Employee handbook
 - i. BOARD ACTION – Board signed off the following.
 - 1. 48 Hour opt Out.
 - 2. Training Agreement
 - 3. Equality, Diversity, and Inclusion Policy
 - 4. HR Staff GDPR Policy
 - 5. May 2023 – Employee Handbook
 - 6. Medical Questionnaire
 - 7. New employee details form
 - 8. Safeguarding children and vulnerable adults’ policy
 - ii. FUTURE ACTION – DM to issue new employee documents
- 4. Set up/ monitor memberships with the following –
 - a. Tourism Management Institute
 - i. FUTURE ACTION - DM to investigate costs and benefits of membership.
 - b. British Destinations – requested information from the organisation but still awaiting a reply.
 - i. FUTURE ACTION - DM to investigate costs and benefits of membership.
 - c. British BIDs
 - i. Membership has been set-up.
 - ii. FUTURE ACTION – DM to apply for BB Accreditation – Accreditation application paperwork is currently underway.
 - d. ATCM
 - i. Membership cost is £750 per year.
 - 1. FUTURE ACTION - DM to investigate costs and benefits of membership.
 - e. BID Foundation / Institute of Place Management
 - i. Membership is £550 per year and included Industry Standards accreditation.
 - 1. BOARD ACTION – Board signed off membership cost.
 - 2. FUTURE ACTION – DM to apply for BID Foundation Industry Standards – Accreditation application paperwork is currently underway.
 - ii. Updating BID website to comply with BID Foundation Industry Standards
 - 1. BOARD ACTION – Board signed off permission for Action Board Minutes to be uploaded to the BID website from 1st May 2023 to adhere to industry standards.
 - 2. BOARD ACTION – Board signed off permission for rules of Director elections to be uploaded to the BID website to adhere to industry standards.
 - 3. BOARD ACTION – Board signed off permission for Articles of Association to be uploaded to the BID website to adhere to industry standards.
 - 4. BOARD ACTION – Board signed off permission for Director’s code of conduct to be uploaded to the BID website to adhere to industry standards.
 - 5. BOARD ACTION – Board signed off permission for procurement policy to be uploaded to the BID website to adhere to industry standards.
 - 6. BOARD ACTION – Board signed off permission to put all your contact email addresses with your picture on the website to adhere to industry standards.

7. BOARD ACTION – Board signed off wording for the Board Governance write up for the website.

- f. FSB
 - i. **FUTURE ACTION - DM to investigate costs and benefits of membership.**
- g. H&W Chamber of Commerce
 - i. **FUTURE ACTION - DM to investigate costs and benefits of membership.**
- 5. Expanded BID Levy Payer benefits
 - a. Cost Reduction Program
 - i. **FUTURE ACTION – look into benefits for our members.**
 - b. Meet the Supplier Network Event
 - i. Promoting regional suppliers, Business to Business support and Access to support businesses.
 - ii. **FUTURE ACTION – DM to investigate possible opportunities and partners to a networking event.**
 - iii. Set up Levy Payer drop-in sessions.
 - 1. Dates have been sent out to the Board representing particular drop in session areas.
 - 2. **FUTURE ACTION – DM to identify final locations within the market towns.**
 - 3. **FUTURE ACTION – DM AND TE to promote the dates to all BID Levy Payers**
 - iv. Arrange AGM
 - 1. **FUTURE ACTION – DM to arrange date for AGM once feedback has been received from the accountants regarding the audit.**
 - 2. **FUTURE ACTION – TE to arrange location for AGM**
 - c. Set up employee member card scheme.
 - i. **BOARD ACTION – Board has asked for more information regarding the development of a countywide employee discount scheme.**
 - ii. **FUTURE ACTION – DM and TE to identify BID Levy payer discounts.**
 - iii. **FUTURE ACTION – Identify costs for card production using environmentally friendly materials.**
 - d. Training opportunities for businesses –
 - i. **FUTURE ACTION – DM to investigate the following opportunities for training.**
 - 1. First aid
 - 2. Customer service
 - 3. Food hygiene
 - 4. Marketing
 - a. Generalised
 - b. Social media
 - 5. Website development
 - 6. Green Credentials
- 6. Solomon – updated database has been sent to the company and we are awaiting full upload to the system.
 - a. **FUTURE ACTION – TE to check upload is accurate.**
- 7. Levy Payer newsletter
 - a. **FUTURE ACTION – DM to review the E-Newsletter format.**
 - b. **FUTURE ACTION – DM and TE to look into relaunching Levy Payer and VH Provider E-newsletters.**
- 8. Social Media Presence for the company
 - a. LinkedIn – 42 users
 - i. **FUTURE ACTION – DM to start adding and developing the LinkedIn Platform**
 - b. DM has set up a Herefordshire County BID Facebook page, so the company has a public facing social media presence.
 - i. **FUTURE ACTION – DM and TE to start to develop the page to include relevant news stories.**
 - c. **FUTURE ACTION - Set targets to increase social media followers.**
 - d. **FUTURE ACTION – Improve understanding that Visit Herefordshire is a BID project this needs to be made very clear during communications with Levy Payers**

- e. **FUTURE ACTION - Analyse the annual editorial and content plan covering blogs e-mail, Social Pages, Newsletters etc.**
9. Meeting updates -
- a. **FUTURE ACTION – set up the following partner meetings.**
 - i. **Town Councils**
 - ii. **Tourist Information centres**
 - iii. **Meet and greet with the top 50 businesses.**
 - iv. **Eat, Sleep, Live Herefordshire**
 - v. **Chamber of Commerce**
 - vi. **English Heritage**
 - b. Herefordshire Council
 - i. Economic Regeneration – Roger Allonby
 - 1. This meeting has taken place and was extremely productive.
 - 2. Prospects include the following.
 - a. LVEP
 - b. UK Shared Prosperity Fund opportunities
 - c. **FUTURE ACTION – DM to look at what the BID needs to do to access all the available opportunities.**
 - c. Hoople – this meeting has been set up.
 - d. Orphans – Initial meeting has taken place.
 - i. **BOARD ACTION – Board has extended the Orphans contract until 31st December 2023**
 - e. Travel Tonic – initial meeting has been held.
 - i. Guardian travel blogger – May 2023
 - ii. Telegraph Car Vehicle blogger - May 2023
 - iii. **BOARD ACTION – Board has extended the Travel Tonic contract until 31st December 2023**
 - f. Visit England
 - i. Had initial meeting which was very promising.
 - ii. **FUTURE ACTION – Examine LVEP application form and evidence needed.**
 - iii. **FUTURE ACTION – DM, TE to meet with Visit England In June to discuss next steps**
10. Roger Pride Report
- a. **BOARD ACTION – Signed off final edit of the report.**
 - b. **FUTURE ACTION – DM to update the action plan and feed back to the Board at the next Board meeting**
11. Press releases
- a. Start of a new CEO – has been sent out to the press
12. Audit current Suppliers
- a) **FUTURE ACTION – DM and TE to complete a supplier audit.**
13. Design and create a Tourist Information Stand for local, regional, and national promotional opportunities.
- a. **FUTURE ACTION – DM and TE to gain quotes and designs for an information stand**
14. Organise Membership Branding e.g., window decals to increase the visibility of the BID and Visit Herefordshire branding.
- a. **FUTURE ACTION – DM and TE to gain quotes and designs for signage.**
15. News Desk
- a. **FUTURE ACTION - Identify opportunities for News/ Film desk to support the county.**
16. Identify Funding opportunities.
- b) **FUTURE ACTION – DM to identify sponsorship opportunities.**
 - c) **FUTURE ACTION – DM to identify Grant funding opportunities.**
17. Environmental and sustainability credentials
- a. **FUTURE ACTION – DM and TE to research the following opportunities.**
 - i. **Green credentials – information and operators of accreditation schemes**
 - 1. <https://www.visitengland.com/travel-info-and-advice/green-accreditation-schemes>
 - 2. <https://www.green-tourism.com/pages/home>

3. <https://www.greenkeyengland.co.uk/>

18. Countywide Travel/ Tourism Awards –

a. **FUTURE ACTION – identify the possibilities of delivering an awards program linked to Visit England**

19. Develop BID Ambassador Program

a. **FUTURE ACTION – DM and TE to investigate opportunities.**

b. **FUTURE ACTION – DM to create Job Description and Code of Conduct for Ambassadors.**

20. National Promotion

a. **FUTURE ACTION – DM and TE to investigate the following opportunities.**

i) **Contact coach travel companies to speak with them about the opportunities Herefordshire has to offer.**

ii) **Look into the possibility of showcasing the county at large national tourism events**

2) Executive Committee subgroup update

GJ

a) Finance subgroup update

DM

i) Brief update of the company's finance was given

b) Marketing subgroup update

JH

i) Brief update of the marketing sub group was given

c) Monitoring subgroup update

DM

i) Hoople meeting has been set up. Once this has happened a monitoring subgroup meeting will be set up.

3) AOB

JH

a) None

4) Date of next meeting

JH

a) **11 July 2023 – Ledbury**