

Herefordshire County BID Ltd Board Minutes July 2023

1) Introductions and apologies

GJ

- The board ask that the minutes reflect the sad passing of Jenny Beard

Many in the Herefordshire Tourism & hospitality industry will fondly remember Jenny Beard who sadly passed away on 5th June. Over her varied career Jenny worked for many Herefordshire organisations including Herefordshire College where she inspired many future chefs; Business Link where she supported many tourism businesses; and for Herefordshire Council Tourism Department managing a European Funded Tourism Training project. Her passion for local food, and supporting SMEs in the hospitality industry shone through in all she did, but it is her wise words, her compassion, her cheeky smile and of course her amazing cakes that she will be remembered for. Jenny chaired the Herefordshire Food and Drink Sustainable partnership which led on the development of the Herefordshire Sustainable Destination Management Plan 2018-22. This led to the Destination BID feasibility study, as part of the study Jenny arranged meetings at Ballingham and White Heron where speakers from other BIDs would share their experience. Without Jenny’s input, expertise and passion the Herefordshire County Bid may never have got off the ground, and tourism development and marketing in Herefordshire would have been all the poorer. We wish her husband Colin, and daughter Sue and family all our thoughts and support at this sad time.

Attendees:

Name	Company
Glenn Jones (BID VC) – Chair Person	Discover Parks
Anna Brennand	Sidney Nolan Trust
Tara Emery (Note Taker)	Herefordshire County BID
Frank Myers MBE	Wythall Estate Vineyard
Cllr Ed O’Driscoll	Ross-On-Wye Town Council
Diane Mansell	Herefordshire County BID
Cllr Graham Biggs	Herefordshire Council
Andrew Blandford	Blandfords
Julian Vaughan	The Green Dragon Hotel
Roger Allonby – (Observer)	Herefordshire Council

Apologies:

Name	Company
Jo Hilditch (BID VC)	The Whittern Estate
Peta Darnley	Netherwood Estate
Joe Evans (BID C)	Crumplebury & Green Cow Kitchens
Kari Trajer Morgan	Westbrook Court Country House
Ana Vaughan	National Trust
Matthew Pudge (BID VC)	The Hop Pocket Shopping Village

Cllr Lester	Herefordshire Council
Daniel Wood	Hampton Court Castle

- 2) Conflicts of interest** **GJ**
- Cllr Biggs (Representing Cllr Lester) Cllr Biggs is about to join the Hereford City BID Board.
- 3) Minutes of the last meeting** **GJ**
- Agreed as a true record
- 4) Matters arising** **GJ**
- Covered by the CEO report
- 5) Finance subgroup update** **DM**
- An update of the company's Cash Flow was given
 - **BOARD ACTION – A Live Cashflow is to be shared on the Directors Share Drive (TE)**
 - DM secured the Events and Festivals grant fund. £30,000 match fund over 2 financial years. In total the 2 events will cost approx. £60,000 (£30,000 from BID funds and £30,000 from UKSPF over 2 financial years) and create 21 days of activity in the market towns.
 - a. **BOARD ACTION – UKSPF Grant for Events and Festivals. The BID Board agreed the grant match funding**
 - **FUTURE ACTION – DM to gain all relevant quotes for the event and start to make preparations.**
 - b. **BOARD ACTION – BID Board agreed to Market Towns and Rural grant fund on the understanding the grants are match funded**
 - c. **FUTURE ACTION – EO to share Ross on Wye's Grant Guidelines to be used to create a grant funding application process.**
 - d. **FUTURE ACTION – DM to create a funding Pack to be launched in September**
 - e. **FUTURE ACTION – DM to circulate the draft finance protocols document.**
 - f. **FUTURE ACTION – The Board are happy with the BID Levy collection rate but have asked how the rate compares to other BIDS**
 - g. TE has been keeping the Executive Board updated with Levy Queries
 - h. **FUTURE ACTION – DM to update bank account access – All payments now need 2 board signatures**
 - i. **FUTURE ACTION – AB & ED are to send their contacts regarding an audit quote to DM.**
 - j. **BOARD ACTION - Board Approved 1st reminder letters to be sent to all Levy Payers who have not paid.**
 - k. **FUTURE ACTION – DM to make arrangements for reminder letters to be sent out**
- 6) CEO report** **DM**
- Board
 - a. Articles of Association –
 - i. Articles of Association. The company's Articles of Association have been updated and have been sent to companies House and uploaded onto the BID website.
 - b. Analysis of the Board makeup, skill set and geography.
 - i. This is still being undertaken via individual Board director meetings
 - ii. **FUTURE ACTION – DM still booking individual Board Director meetings.**
 - iii. **FUTURE ACTION – TE is still getting Directors to fill in Code of conduct, membership form and Conflicts of interest form.**
 - c. Sign off Terms of Reference and dates for subgroups.
 - i. **Monitoring subgroup TOR.**
 1. **FUTURE ACTION – Herefordshire Council needs to agree to TOR.**
 2. **FUTURE ACTION – Group membership needs to be agreed. Awaiting council to identify reps**
 3. **FUTURE ACTION – DM to set dates for future meetings.**

- HR
 - a. Employee handbook
 - i. **DM has issued new employee documents to TE she now has 28 days to consult over them and sign them.**
 - ii. **FUTURE ACTION – DM to work with TE on a new Job Description for her role that represents her current/ future roles and responsibilities**
- Herefordshire Council
 - a. **FUTURE ACTION – DM to set up a further meeting with Paul Walker and Cllr Lester in early September**

COMMUNICATE

- Levy Payer drop-in sessions.
 - a. **FUTURE ACTION – begin to promote drop ins on social media on the day of the drop ins to increase awareness**
- Arrange AGM
 - a. **FUTURE ACTION – TE to arrange location for AGM**
- Solomon – database has been uploaded to the system.
 - a. **FUTURE ACTION – Ongoing TE to check data is accurate on a monthly basis.**
- Levy Payer newsletter
 - a. Read rates from the last 4 E-Newsletters
 - i. 23 June – 46.2% open rate and 6.9% click rate
 - ii. 9 June 2023 – 45.4% open rate and 1.6% click rate
 - iii. 26 May 2023 – 44.9% open rate and 7.4% click rate
 - iv. 15 May 2023 – 43.7% open rate and 1.6% click rate
 - b. Due to the increased usage the BID has had to up the mail chimp subscription to a paid subscription. Due to this we are bringing both the Levy Payers newsletter and the Visit Herefordshire Business newsletter under Mail Chimp so we have a way of linking it to the Solomon CRM system and recording contacts with individual members.
 - c. **BOARD ACTION – Board approved to contract Orphans to make the necessary arrangements to transfer all data to Mailchimp**
 - d. **FUTURE ACTION – DM to work with Orphans to make the integration happen quickly.**
- Social Media Presence for the company
 - a. **FUTURE ACTION – Marketing Sub Group to set targets to increase social media followers. KPI for 6 months and 12 months.**
 - b. **FUTURE ACTION - Analyse the annual editorial and content plan covering blogs, e-mail, Social media Pages, Newsletters etc.**
- Website Updates –
 - a. The BID website has had a huge overhaul over the last few weeks and is currently developing daily – www.herefordshirecountybid.co.uk
- Marketing and PR
 - a. **BOARD ACTION – The Board agreed a budget to hire a Marketing Manager**
 - b. **FUTURE ACTION – DM to write a Job Description.**
 - c. **FUTURE ACTION - Tender needs to be scoped out and written to secure more detailed Marketing and PR support once the Marketing manager is in place**
- Roger Pride Report
 - a. **FUTURE ACTION – DM to update the action plan and feed back to the Board at the next Board meeting – this is still ongoing as more research needs to be done before DM can report back**
- Design and create a Visitor Information Stand for local, regional, and national promotional opportunities.
 - a. **FUTURE ACTION – DM and TE to gain quotes and designs for an information stand**
- 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**

- News Desk
 - a. **FUTURE ACTION - Identify opportunities for News/ Film desk to support the county.**
- Countywide Travel/ Tourism Awards –
 - a. **FUTURE ACTION – identify the possibilities of delivering an awards program linked to Visit England**
 - b. **FUTURE ACTION – Speak with other Visit England award organisers to gain practical insight into costs and opportunities that come with the awards program - meeting with Visit Worcester has been set up**
- Meet the Supplier Network Event
 - a. **FUTURE ACTION – DM to investigate possible opportunities and partners to a networking event.**
- National Promotion
 - a. **FUTURE ACTION – DM and TE to investigate the following opportunities.**
 - (a) **Contact coach travel companies to speak with them about the opportunities Herefordshire has to offer.**
 - (b) **Look into the possibility of showcasing the county at large national tourism events – link to the Visitor information tent**

CONNECT

- Volunteer Membership Program
 - a. Volunteer Membership has been launched
 - i. **FUTURE ACTION – RA to check wording on the website.**
 - ii. **FUTURE ACTION – DM & JH to identify further opportunities for Tiered Voluntary Membership.**
- Set up/ monitor memberships with the following –
 - a. Tourism Management Institute
 - i. **BOARD ACTION – Board Approved Membership**
 - b. British Destinations – requested information from the organisation but still awaiting a reply.
 - i. **BOARD ACTION – Did not approve membership**
 - c. British BIDs
 - i. **FUTURE ACTION – DM to apply for BB Accreditation – Accreditation application paperwork is currently underway.**
 - d. ATCM
 - i. **FUTURE ACTION - Board to reconsider membership in January 2024.**
 - e. BID Foundation / Institute of Place Management
 - i. **FUTURE ACTION – DM to apply for BID Foundation Industry Standards – Accreditation application paperwork is currently underway.**
 - ii. BID website is currently 99% compliant with BID Foundation Industry Standards
 - iii. **FUTURE ACTION – DM to add signed off minutes and finance policy to 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 add Chamber to partnership page of the website.**
 - h. LVEP
 - i. **FUTURE ACTION - LVEP – Application needs to be entered in March 2024**
 - ii. **FUTURE ACTION – Need to set up an Advisory Panel to help guide the LVEP process which still sits within the BID governance structure.**
 - iii. **FUTURE ACTION - Develop a Destination Management Plan – over the next 12 to 18 months – looking at the Shropshire example for guidance**
 - iv. **FUTURE ACTION – development of a 12-month growth plan**
 - v. **FUTURE ACTION – develop a joined-up marketing strategy which could link all partners strategies and plans together**
 - vi. **FUTURE ACTION – Development of a staffing structure with joint organisational plan**
 - vii. **FUTURE ACTION - Letters of support needed for LVEP Status in March 2024**

- viii. **FUTURE ACTION – Gain the following information**
 - 1. Steam 2019,2020, 2021 and 2022
 - 2. Number of Beds in the County area
 - 3. Occupancy rate on beds – STR Hotel Tracker
 - 4. Number of jobs within the tourism industry
- i. **FUTURE ACTION – set up the following partner meetings.**
 - i. **Town Councils**
 - 1. Ross on Wye – meeting is set for 18 July 2023
 - 2. Leominster – initial introduction has taken place but need to arrange a for formal meeting to discuss how we can work together
 - 3. Bromyard
 - 4. Ledbury
 - 5. Kington
 - ii. **Ongoing - Meet and greet with the top 50 businesses.**
 - iii. **English Heritage**
 - iv. **Eat Sleep Live Herefordshire**

COLLABORATE

- Expanded BID Levy Payer benefits
 - a. **BOARD ACTION – The spend for the scheme was agreed.**
 - b. **FUTURE ACTION - DM to deliver the scheme using the marketing group to sign off quotes and design.**
- Cost Reduction Program
 - a. **FUTURE ACTION – DM to secure localised scheme and launch on website. If localised scheme can not be secured DM to bring forward the paid for alternative to the Board at the next meeting.**
- Training opportunities for businesses –
 - a. **FUTURE ACTION – DM to investigate training opportunities.**
- Develop volunteer 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.**

- 7) **Executive Committee subgroup update** **GJ**
 - Brief update of the marketing sub group was given
- 8) **Marketing subgroup update** **AB**
 - Brief update of the marketing sub group was given
- 9) **Monitoring subgroup update** **DM**
 - Group is currently under development
- 10) **AOB** **GJ**
 - None
- 11) **Date of next meeting** **DM**
 - 19th September 2023 – Ross-on-Wye