



**Herefordshire  
County BID**

Funded by Herefordshire Businesses

VISIT **HEREFORDSHIRE**

brought to you by  **Herefordshire  
County BID**

**Herefordshire County BID Ltd**

**AGM 14 November 2023**

**6pm till 8pm**



## AGENDA


1. Welcome
2. To receive a report on the work of Herefordshire County BID Ltd and plans for the next 12 months – Diane Mansell HCBID CEO
3. To receive audited accounts for the previous financial year 2022/2023
4. To appoint Directors of the Board
5. To receive a presentation from adsmart from Sky and Wild Edric Media on “How to make a TV advert work for your business” – Ellie Salisbury Sky TV and Carl Walker Wild Edric Media
6. To receive a presentation from Growth Hub Herefordshire on “Supporting Herefordshire Businesses” - Rachel Jones Growth Hub Herefordshire
7. Closing Remarks






**Welcome**

**Glenn Jones – Vice Chair  
Herefordshire County BID**





**To receive a report on the work of Herefordshire County  
BID Ltd and plans for the next 12 months**

**Diane Mansell HCBID CEO**



## Our Team?

The BID Board is a volunteer board made up of business leaders from across the county. Further to this there is a BID CEO, Business Liaison Manager and Marketing Manager who will carry out the day to day execution of the Business Plan.



Chief Executive



Business Liaison Manager

- Marketing Manager will start on a part time basis on the 20<sup>th</sup> November 2023
- A full list of Board members and areas of representation can be seen here

<https://www.herefordshirecountybid.co.uk/board-and-governance/>

# What does the Visitor Economy Mean to Herefordshire?

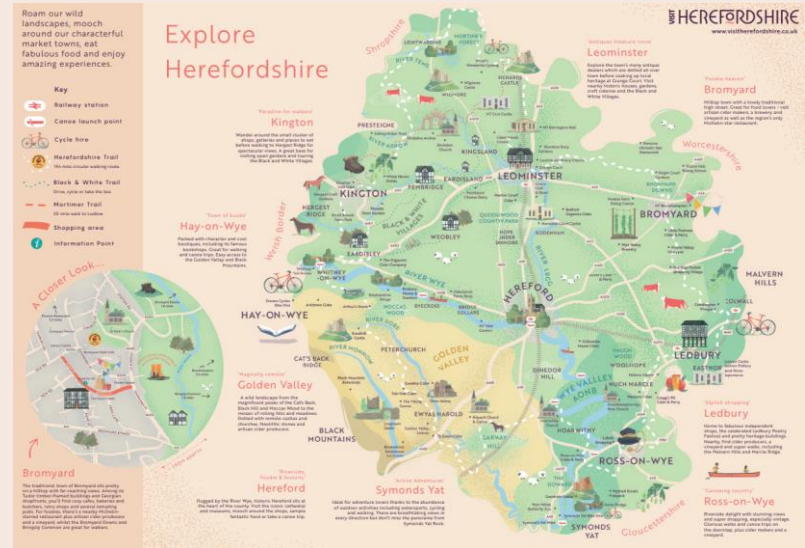
VISIT **HEREFORDSHIRE**

brought to you by **Herefordshire County BID**


- Total economic impact of tourism **£470m**
- Total visitor days **5.77m**
- Staying visitor days **2.5m**
- Number of day visitors **3.26m**
- Number of FTE jobs supported by tourism spend **6,085**

## Economic Impact by Sector

○ Accommodation	£41m
○ Food and Drink	£164
○ Recreation	£29m
○ Shopping	£79m
○ Transport	£38m
○ Other	£120m



## What are the aims of HCBID?

- To develop and delivery an overarching countywide strategy to support the Visitor Economy
  - To increase footfall, dwell time and spend
  - To promote Herefordshire as a destination to visit, live and work - locally, regionally and nationally
  - To manage and fund the Visit Herefordshire website, content creation and PR campaigns
  - To work with partners to develop and extend key visitor and leisure developments
  - To support visitor economy businesses in an ever changing economic environment
  - To attract other businesses/ partnerships to join Visit Herefordshire
  - To source external funding
  - To secure Local Visitor Economy Partnership status
  - To build regional networks to create a VisitEngland Tier 1 Destination Development Partnership
- 

## Achieved National Accreditation



Industry recognised standard, externally assessed by independent auditors, and designed in line with the **Business Plan Criteria** and the **National Guiding Principles** for a BID. Accreditation provides an assessment of:

**Governance** - The selection process and effectiveness of the board, directors and members of the BID.

**Management and Operations** - The staffing structure, contracts and appraisals, insurance policies and data protection.

**Financials** - The BID financial systems, ensuring professional and transparent procedures.

**Performance Management** - The methods used by the BID to review performance.

**Communication and Reporting** - The BID's communications activity, focussing on how processes and activities are reported

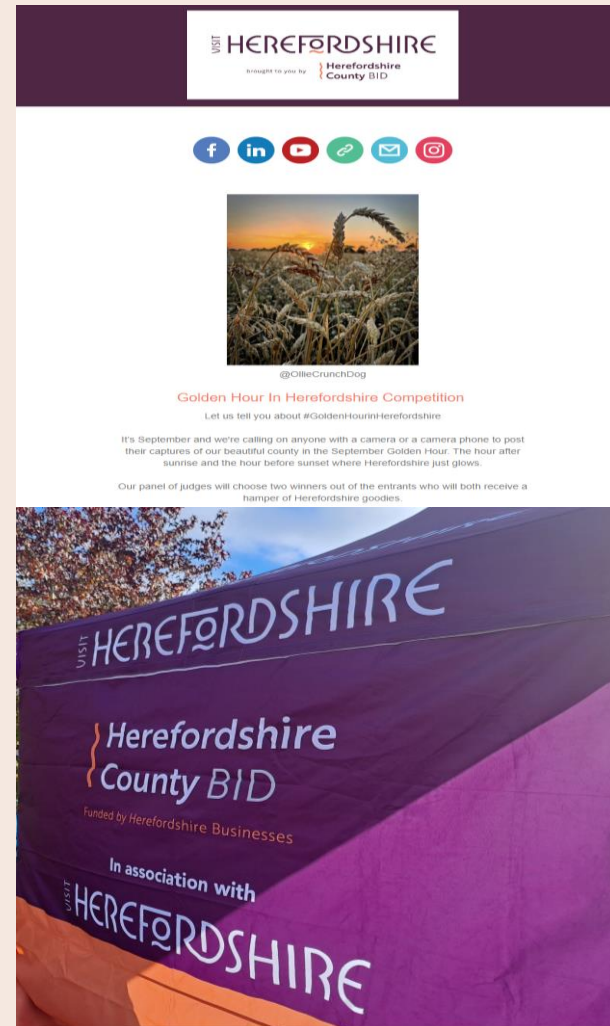
To obtain **The BID Foundation Industry Standards** a BID Levy Payer must be able to access the following information via the BID's website:

1. Contact details for all staff funded through the BID.
2. The current BID business plan.
3. The most recent BID ballot results.
4. Board Directors, name of their business and sector they represent.
5. Details of the governance structure
6. A mechanism for levy payers to request minutes of Board meetings.
7. How levy payers can provide feedback to the BID.
8. A published procurement policy.
9. A register of all pecuniary and personal interests.
10. The annual billing leaflet sent to levy payers.
11. An annual report detailing the BIDs achievements and annual accounts.



## Improved Communication Methods

- BID E-Newsletters
  - 18 August 2023 - 51% open rate
  - 4 August 2023 - 53% open rate
  - 21 July 2023 - 56% open rate
  - 7 July 2023 - 57% open rate
  - 23 June – 46.2% open rate
- Visit Herefordshire Consumer E-Newsletters
- Drop In sessions
- Visitor Information Tent
- Tourist Information Centre meetings
- Town Council Meetings



## Local Visitor Economic Partnership



VisitEngland is creating a portfolio of nationally supported, strategic and high-performing Local Visitor Economy Partnerships (LVEPs). These LVEPs will provide strong local leadership and governance in tourism destinations all over the country.

The new LVEPs work in collaboration locally, regionally and nationally on shared priorities and targets. Their mission is to support and grow the visitor economy through robust destination management, strong stakeholder relationships and clear planning.

HCBID is working to secure LVEP status for the county of Herefordshire

## What will Herefordshire County LVEP mean to the county:

- Participate in VisitBritain/VisitEngland initiatives
- Apply for any relevant VisitBritain/VisitEngland grant funding programmes.
- Access VisitBritain/VisitEngland expertise and support in key areas such as distribution, accessibility, sustainability, business support and marketing.
- Contribute to the development and delivery of England's sustainable visitor economy strategy and consumer brand proposition.
- Collaborate with other programme participants to solve issues affecting destination management, share learning and best practice.
- Benefit from a nationally recognised official status to strengthen the relationship with local and regional bodies and government departments.



# Place Informatics:

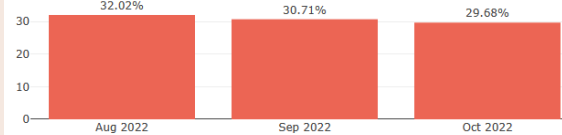
Data collection allowing the county to record insights about visitors to Herefordshire. Based on phone GPS signals we can monitor the coming and going of individuals into all the market towns and other specified areas and compare month on month; year on year. This data is freely available to all Levy payers and is a resource for grant funding.

- Footfall
- Unique visitors to towns
- Catchment area
- % of visitors by dwell time
- Demographics
- Average dwell time
- Average visitor frequency
- Event specific reports

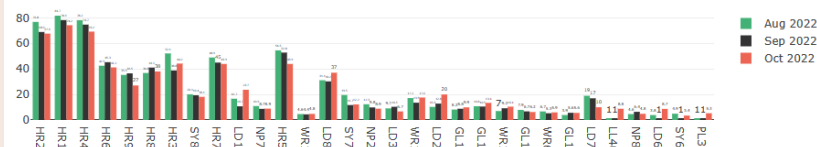


## Catchment and Postcode Visitor Conversion

% of Catchment visiting the site (Conversion)



Top postcodes with visitors to the site (% of postcode residents)



### Conversion

The % share of catchment residents (all postcodes in catchment) using the site.

### Top Postcodes

The % share of a catchment postcode using the site. Shows up to the top 6 postcodes.

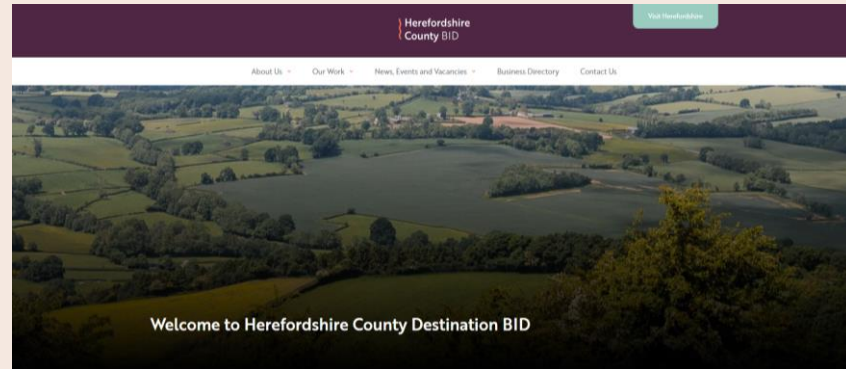
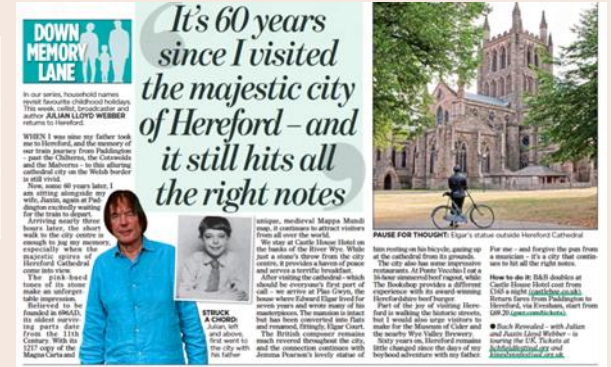
Additional data and insight available through the TownandPlace.AI online dashboard.

# Website Performance

Website	Date	Users	Date	Users
BID	1 Jan – 31 Dec 2022	202	1 Jan – 01 Nov 2023	2200
VH	1 Jan – 31 Dec 2022	338,689	1 Jan – 01 Nov 2023	419,422

## BID Website Development

- Jobs Bulletin Board
- News Updates
- Training
- Grants
- Partners Page
- LVEP
- Awards and Accreditations
- Event details
- Thematic pages
- Newsletters
- Governance and legal documents
- Voluntary Membership
- Business Directory





# Social Media Performance

Media Platform	Date	Followers	Date	Followers
LinkedIn	2 May 2023	42	08 Nov 2023	742
Facebook VH	2 May 2023	10,000	08 Nov 2023	10,745
Facebook BID	2 May 2023	0	08 Nov 2023	101
You Tube	2 May 2023	36 Subscribers	08 Nov 2023	40 Subscribers
Instagram	2 May 2023	14400	08 Nov 2023	14,700
Twitter VH	2 May 2023	10100	08 Nov 2023	10100

**Visit Herefordshire**  
Published by Fiona Reece · 2 days ago

Roast and Ramble - The Wye, Woods and Caves

This is just a glimpse into a section of this great walk, part of our pub walks collection, which is particularly beautiful in the autumn through the Wye Valley which can start in Symonds Yat following the River Wye as it carves its way through cliffs and hills on both sides.

You will trek through ancient woods before a sharp ascend to the fabled Kings Arthur's Cave at The Doward. The loop is 5.9 miles in length starting at the Old Court Hotel with a stop for a roast at Ye Old Ferrie Inn which dates back to 1473. Or, alternatively park at The Doward campsite car park for a shorter loop in the woods and some satisfying leaf kicking. 🍂

Go to <https://www.visitherefordshire.co.uk/.../wye-woods-caves> to download the map

#roastandrambles #visitherefordshire #symondsyat #thedoward #kingarthurscave #autumncolours



**Visit Herefordshire**  
Published by Fiona Reece · 23h

Christmas is coming to Croft Castle!

We start our Christmas content by sharing news from Croft Castle where there are many fun things planned for Christmas this year including illuminate, an amazing light show with fun performances from fire artists, musicians and card singers with a chance to explore the grounds and castle dressed for Christmas. There's also tons of tasty food to tuck into from local street food vans and you can grab festive treats and mulled wine from the tea-room.

Illuminate is a ticketed event, including NT members, so don't forget to prebook by going to the official website - [nationaltrust.org](http://nationaltrust.org) and search for Croft Castle. It will run between 16th November and 2nd December from 6 - 9pm.

Then, there's the big man himself - Father Christmas will be visiting Croft on Saturday 16th and Sunday 17th Sunday for storytelling in the dining room where each child will receive a gift. Booking essential for this event too.

There's also a Christmas mystery at Croft Castle to solve!

It's the 1920s at Croft and the family are getting ready for a Christmas party, but a priceless family heirloom has gone missing during the party preparation. As you wander around the castle, try and figure out who might be responsible for the missing heirloom.

It's a magical place to visit during the day too for bracing winter walks round the grounds and it's open for Bowing Day too! (closed 23, 24, and 25 December)

#christmasinherefordshire #christmasevents #christmaslights #illuminateatCroft #CroftCastle #bowingdaywalks #christmasmystery

Pic credit - @Kie Cummings



# Halloweenfest

- 1250 pumpkins
- 6000 balloon animals
- 1000 craft activities completed
- 600 faces painted
- 50 businesses taken part in the trail
- 15,000 map leaflets created for distribution
- Social Stats -
  - Impressions - 213,854
  - Reach - 55,386
  - Clicks - 9,708
  - Link Clicks - 3,446
  - Click Through Rate - 4.54% (NA 0.90%)
  - Reactions - 177
  - Comments - 100
  - Shares - 47





# Grant Funding Opportunities

The HCBID has launched a grant fund for Market Towns and Rural Locations

- Increase footfall, dwell time and spend
- Promote Herefordshire as a destination to visit, live and work
- Develop stronger partnerships across the county to deliver more opportunities for the Herefordshire Visitor Economy
- Deliver promotional campaigns to highlight the range and quality of businesses within Herefordshire





# Launches Over The Next 12 Months

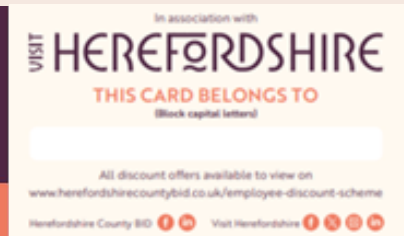
## ● Projects where the funding is secured


- Armed Forces Covenant
- Ambassador program
- Summer Of Fun Festival
- Employee Discount Card

## ● Projects where funding is being secured


- Training program
- Cost reduction support scheme
- Events / Festival support and development
- Increased PR
- Increase content creation
- Film office

## ● Secure LVEP Status





**Audited accounts for the previous financial year  
2022/2023**





**To appoint Directors of the Board**



To receive a presentation from adsmart from Sky and Wild Edric Media on  
“How to make a TV advert work for your business” – Ellie Salsbury Sky TV and  
Carl Walker Wild Edric Media





sky

Addressable Media from Sky  
The Power of TV Advertising for All





AdSmart from Sky  
Ellie Salsbury— AdSmart Executive

Midwich Cuckoos  
**sky max**



# The Power of TV

TV's advertising power is legendary.

The average person watches for 4 hours a day.

Thousands of brands use TV because it works.

**TV delivers a better ROI than radio, online display, newspapers and outdoor.**

TV enhances the performance of other media.

adsmart

from **sky**

AdSmart is the revolutionary approach to TV advertising which levels the playing field, so businesses of all shapes and sizes can benefit from the advertising impact of TV.

With AdSmart different ads can be shown to different households watching the same programme. This means brands and businesses can now advertise on national channels, but to relevant audiences.



## Best of TV

Large audiences quickly

Highest quality content

Established measurement



## Best of Digital

Highly targeted

Accessible

Customer response tracking



adsmart

from sky





**+4,000**

*Advertisers*



**75%**

*New to tv*



**75**

*Of the UK's top  
100 advertisers*



**70%**

*Repeat business*

Brassic 3

sky max

# Herefordshire & Worcestershire AdSmart Advertisers



RIVERS

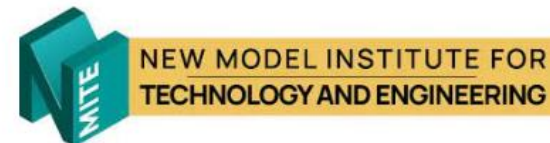


Seats & Sofas

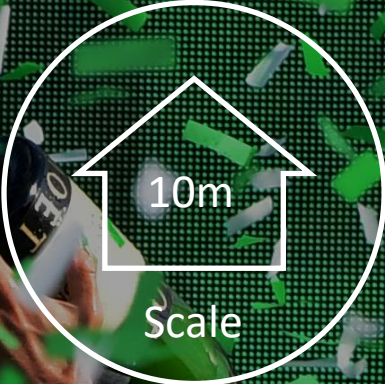
Designed for comfort, built to last



Elgar Kitchens

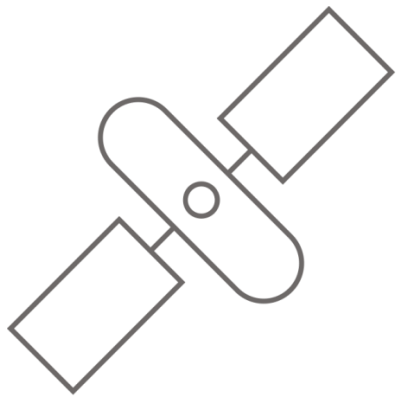






adsmart  
from sky





**1**

Household data is stored on Sky viewing card



**2**

Relevant ads for that household get sent to the box via the satellite



**3**

When an AdSmartable spot is identified, the Sky box chooses the most relevant ad for that spot



**4**

That ad is seamlessly served over a linear ad in the broadcast stream



**Home Moving** = Pending Home Move



**Kids** = Yes



# AdSmart enabled channels



\* Sky Sports channels – excludes live programming

\*\* Sky Sports News – excludes GSS and Transfer Deadline Reports





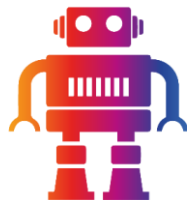
# Targeting



Experian Mosaic



Business owners &  
decision makers



Technology adoption



Category purchase



FMCG purchase



Demographics /  
household composition



Financial



Home



Vehicle ownership



Moving home





# Adsmart with Complimentary SFVOD & BVOD

adsmart  
from sky

LIVE

ON DEMAND

YOUTUBE



DIGITAL

SKY GO

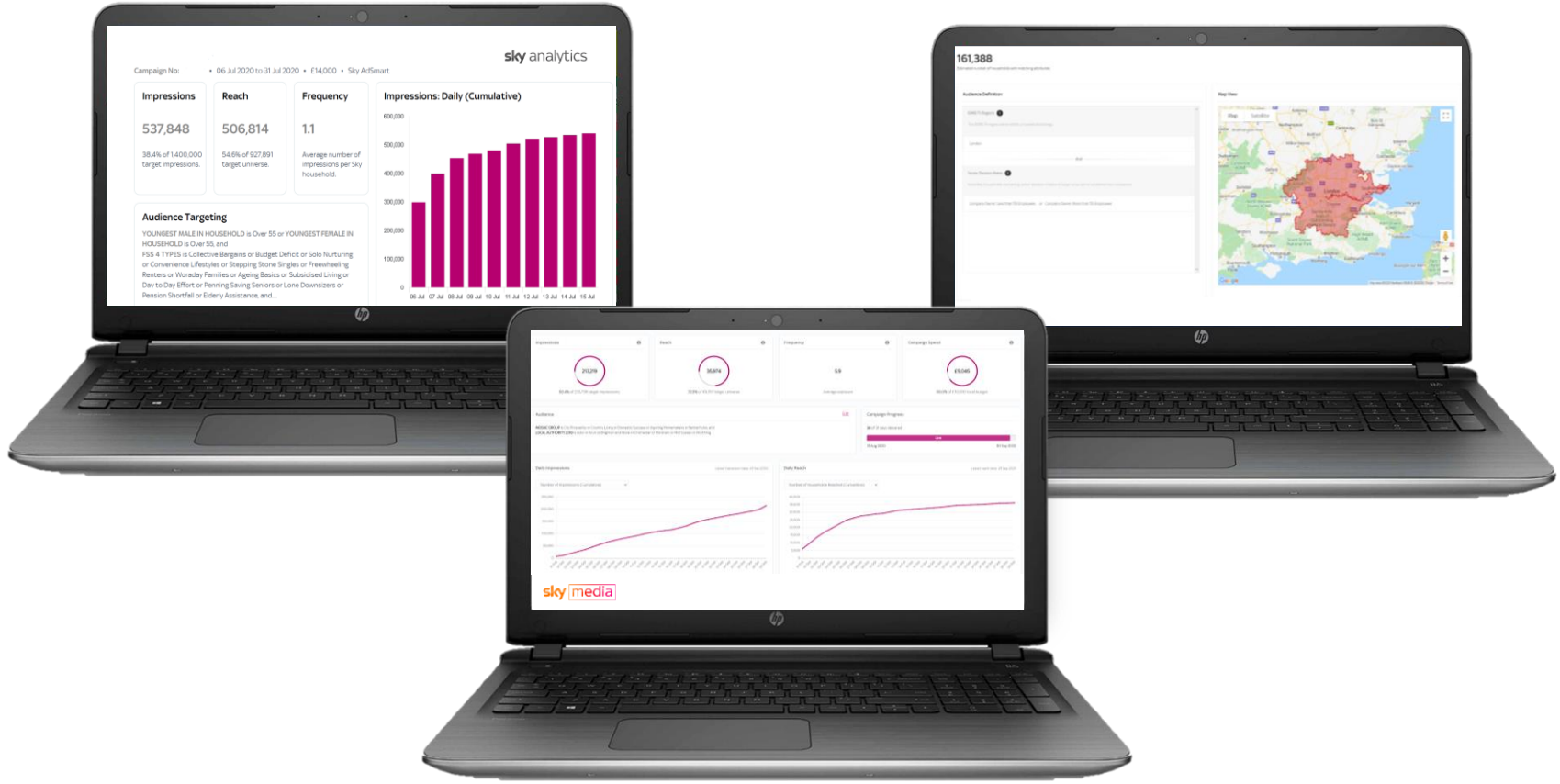
SOCIAL &  
PODCASTS

# Delivery Measurement

# 75% Viewability



# Planning and Reporting







sky

The power  
of TV

enhanced

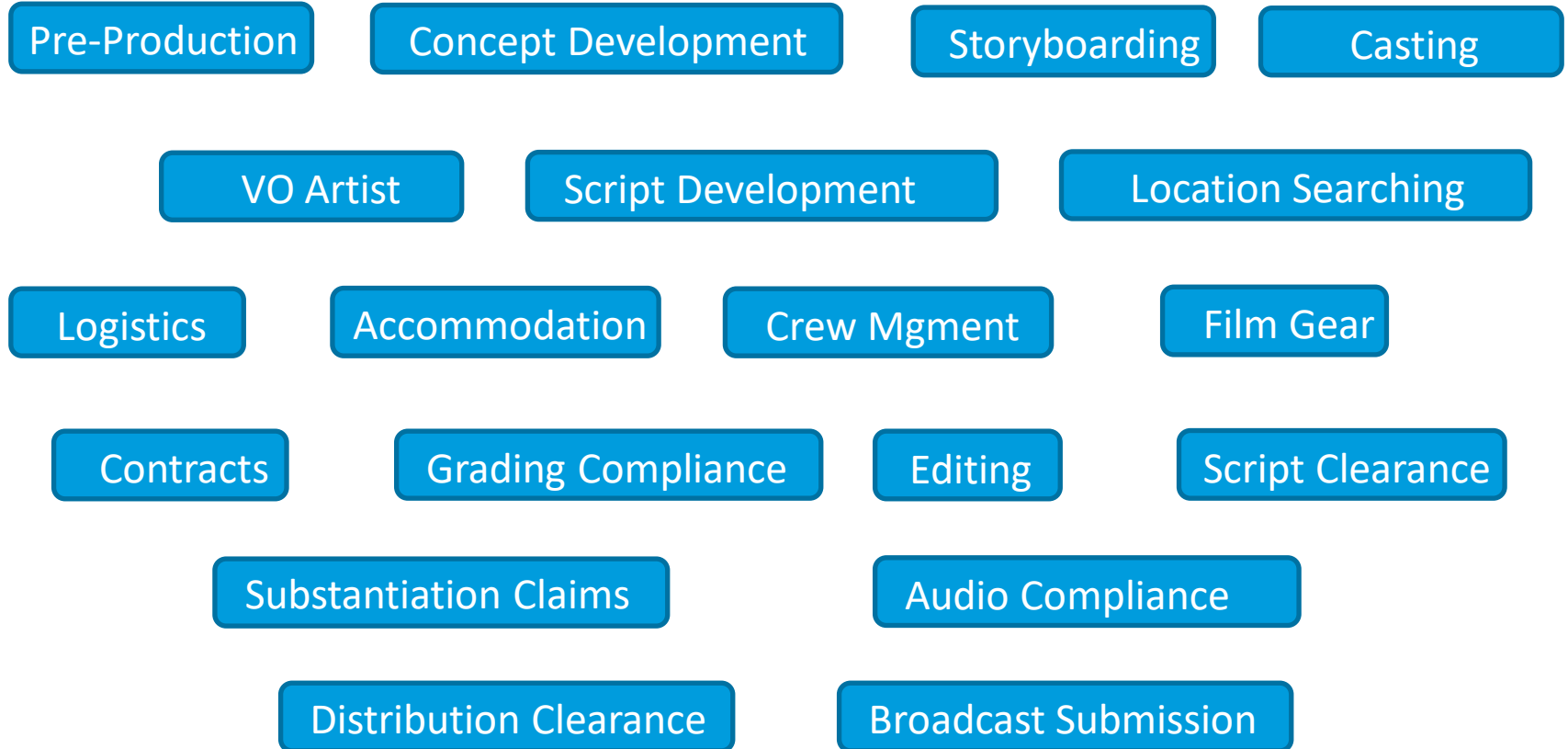
Gangs of London  
sky atlantic

So how DO you make a TV Advert?



...but don't worry.

# It's a mini-film...that tells your story



All you need to do...











What you want viewers  
to remember

When & where you  
want your advert seen



# Your Adsmart Process with us

			
<p>1 Shot 1</p> <p>◀ Morgan: Come on, come on</p> <p>✂ Slide shot reveal from behind TV of Morgan on sofa leaning forward watching football. Dog by the side of the sofa looking bored. It's a tense moment as team is about to score. Phone on arm of sofa, (front of TV NOT shown)</p>	<p>2 Shot 2</p> <p>◀ Morgan Shouting: Yeah, get in!</p> <p>✂ Man jumps up into shot as team scores, as does dog in excitement.</p>	<p>3 Shot 3</p> <p>◀ Sound</p> <p>✂ Dirty Side shot of Morgan sitting down, slight reveal of Peters shoulder. Morgan looks towards Peter.</p>	<p>4 Shot 4</p> <p>◀ Sound</p> <p>✂ Front Wide shot of Morgan looking at Peter, dog also looking bemused.</p>
			

## Pre-Production

- brand message
- concept design
- time-scales

- draft Storyboard & Script
- obtain clearance
- talent booking
- location

## Your Adsmart Process with us

## Shoot Day



## Your Adsmart Process with us



## Post Production

- Editing: draft reviews
- Final draft clearance
- Broadcast standards compliance
- Locked version submission

Sit back and enjoy



Got an idea...?



Ellie Salsbury

[ellie.salsbury@sky.uk](mailto:ellie.salsbury@sky.uk)



**WILD EDRIC**

MEDIA

Carl Walker

[carl@wildedricmedia.com](mailto:carl@wildedricmedia.com)



**To receive a presentation from Growth Hub Herefordshire on “Supporting Herefordshire Businesses” - Rachel Jones Growth Hub Herefordshire**



# Support for Herefordshire Businesses

**GROWTH HUB HEREFORDSHIRE**



“ The Marches **Growth Hub**  
**Herefordshire** provides  
support to businesses of all  
sizes and across all sectors... ”



# Advice and Support



# Advice and Support

- ▶ Bespoke

- ▶ Start-up

- ▶ Mentoring

- ▶ 1-2-1

- ▶ Growth

- ▶ Sector Specific



## Advice and Support

- ▶ Innovation
- ▶ Energy Audits
- ▶ Property Search
- ▶ Export
- ▶ Carbon Reduction

# Employment and Skills



# Employment and Skills

- ▶ Apprenticeships
- ▶ Skills Audit
- ▶ Workforce Development
- ▶ Recruitment Support

# Networking and Events



# Networking and Events

- ▶ Workshops
- ▶ FSB
- ▶ HM Biz

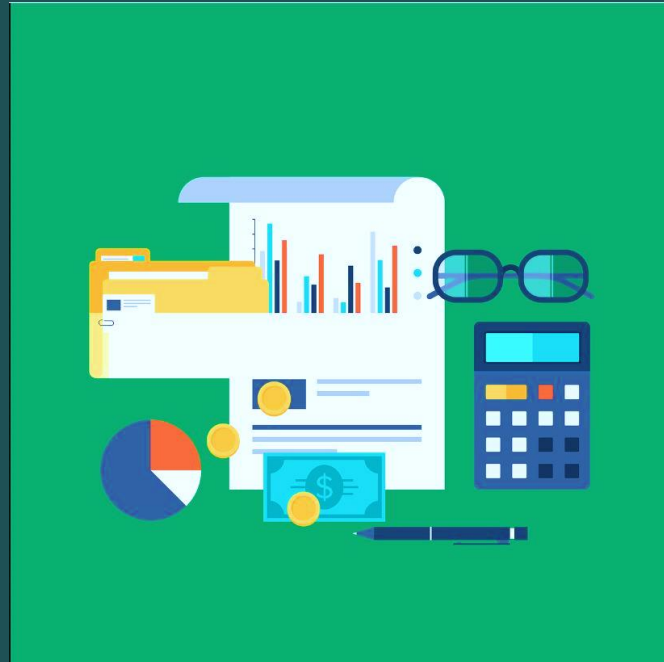
- ▶ Networks & Events
- ▶ HW Chamber
- ▶ County BID



# Networking and Events

- ▶ Hereford City BID
- ▶ Rural Hub
- ▶ Specialist
- ▶ Market Towns
- ▶ Marches LEP /Growth Hub

# Finance and Funding



# Finance and Funding

- ▶ Loans
- ▶ Equity finance
- ▶ Business Angels
- ▶ Voucher Schemes
- ▶ Crowd funding
- ▶ Grants

# Grant - UKSPF Cultural Development Grant

- ▶ Revenue grant
- ▶ Grants of up to £9,000
- ▶ To help existing local cultural, historic and heritage institutions to strengthen their operation, enhance their visitor offer and put on more programming specifically linked to their sites or assets.
  
- ▶ **Next round opens - 2024**

# Grant - UKSPF Cultural Programming Grant

- ▶ Revenue grant
- ▶ Grants of up to £7,000
- ▶ To support the delivery of local arts, culture, heritage and creative activities across Herefordshire, to increase engagement and vitalise communities across the county through cultural programming.
  
- ▶ **Next round opens - 2024**



# Grant - UKSPF Festivals and Events Grant

- ▶ Revenue grant
- ▶ Grants of between £1,000 and £15,000
- ▶ To fund festivals and events that support communities and place, local arts, culture, heritage and creative activities.
  
- ▶ **Next round opens - 2024**

# Grant - UKSPF Business Enterprise Fund

- ▶ Capital grant
  - ▶ Match funding required
  - ▶ Up to 50% of total project costs
  - ▶ Grants between £1,000 and £35,000
  - ▶ To enable Herefordshire businesses to increase their productivity and become more resilient through the adoption of new (to the business) technologies and processes.
- 
- ▶ **Second round opening – w/c 20<sup>th</sup> November 2023**

# Grant - UKSPF Rural Enterprise Fund - **OPEN**

- ▶ Capital grant
- ▶ Match funding required
- ▶ Up to 50% of total project costs
- ▶ Grants between £5,000 and £50,000
- ▶ To develop new products and facilities that will be of wider benefit to the local economy.
- ▶ Includes farm businesses looking to diversify outside of agriculture.
  
- ▶ **Expression of Interest - Deadline 2<sup>nd</sup> January 2024**
- ▶ **Full application – Deadline 12<sup>th</sup> February 2024**

# Grant - UKSPF Visitor Experience Fund - **OPEN**

- ▶ Capital grant
- ▶ Up to 70% of total project costs
- ▶ Match funding required
- ▶ Grants between £2,500 and £15,000
- ▶ Support the tourism sector, and to support business growth and new job creation
- ▶ **Deadline - midnight on Sunday 3<sup>rd</sup> December 2023**

# Grants - In development

- ▶ Research and Development
- ▶ Innovation
- ▶ More..

# Thank you!

SO WHAT NEXT...?



# Lets keep in touch..

## ▶ **Herefordshire Growth Hub Team**

- ▶ 01432 383343
- ▶ Email [business@herefordshire.gov.uk](mailto:business@herefordshire.gov.uk)
- ▶ Events [Marches Growth Hub Herefordshire Events | Eventbrite](#)
- ▶ Grants [UK Shared Prosperity Fund – Herefordshire Council](#)
- ▶ Web [MGH Herefordshire - Marches Growth Hub](#)

## ▶ **Rachel Jones**

- ▶ 01432 261784
- ▶ [Rachel.Jones@Herefordshire.gov.uk](mailto:Rachel.Jones@Herefordshire.gov.uk)



## Closing Remarks

 Herefordshire  
County BID

## Where can I find more details?

Full details can be found on:

Herefordshire County BID

[www.herefordshirecountybid.co.uk](http://www.herefordshirecountybid.co.uk)

Visit Herefordshire

[www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk)

