

**Herefordshire County BID Ltd**  
**Board Minutes 14th November 2023**  
**3:00pm - 5:00pm**

**Attendees:**

Name	Company
Glenn Jones (BID VC) – Chair Person	Discover Parks
Matthew Pudge (BID VC)	The Hop Pocket Shopping Village
Andrew Blandford	Blandfords
Peta Darnley	Netherwood Estate
Tara Emery	Herefordshire County BID
Frank Myers MBE	Wythall Estate Vineyard
Diane Mansell	Herefordshire County BID
Kari Trajer Morgan	Westbrook Court Country House
Cllr Graham Biggs (Observer)	Herefordshire Council
Roger Allonby – (Observer)	Herefordshire Council

**Apologies:**

Name	Company
Jo Hilditch (BID VC)	The Whittern Estate
Anna Brennan	Sidney Nolan Trust
Cllr Ed O’Driscoll	Ross-On-Wye Town Council
Ana Vaughan	National Trust
Julian Vaughan	The Green Dragon Hotel
Daniel Wood	Hampton Court Castle

- **Introductions and apologies** GJ
  - a. JE stepped down as chair and Director. The board gave their, thanks to JE. JE Will remain in support of Herefordshire County BID as an Ambassador.
  - b. Confirmed Quorum is 5 for meetings
  
- **Conflicts of interest** GJ
  - a. FM confirmed he is now chair of community first (within last 10 days)
  - b. **FUTURE ACTION - TE to add this to FM’s Conflict of Interest paperwork**
  
- **Minutes of the last meeting** GJ
  - a. Agreed as a true record
  
- **Matters arising** GJ
  - a. Covered by the CEO report
  
- **Finance subgroup update** DM
  - i. Copies of the End of Year accounts were circulated.

- ii. The Directors discussed the loan repayment profile, this will be confirmed at the next meeting.
- iii. An update on the company's Cash Flow was given - DM gave an overview of potential projects and what this could look like in the cash flow.
- iv. **FUTURE ACTION – Directors to look at 2024/25 Cash flow forecast in next meeting.**
- v. BID Levy reminders were sent out at the end of October (October 25th).

- **CEO report**

**DM**

**Executive Committee Sub Group - GJ**

1. Accreditation
  - a. Both accreditations have now been granted and a press release has been issued
  - b. Armed Forces Covenant has also been issued.
    - i. **FUTURE ACTION – create a webpage on BID website to include all the information required to promote the scheme**
4. HR
  - a. DM had her 6 months review with GJ and MP
5. Herefordshire Council
  - a. DM has been working with the Cultural Partnership lead at the local authority to support the updating of the County's Cultural Strategy. This will also support the LVEP application
6. Funding opportunities.
  - a. DM has been informed that the UKSPF tender has been granted.
    - i. **FUTURE ACTION - DM to support the contract setup and announcement.**
  - b. DM supported Kington Museum and History Centre with a £2366 funding application for the UKSPF Cultural fund.
  - c. **FUTURE ACTION – Ongoing DM to identify sponsorship opportunities.**
  - d. **FUTURE ACTION – Ongoing DM to identify Grant funding opportunities.**

**Marketing Sub Group Update – DM**

**COMMUNICATE**

7. **Volunteer Membership – FUTURE ACTION - A further push will happen once the new projects are launched.**
8. Levy Payer drop-in sessions - The Drop-In sessions have been going really well. Businesses have been dropping in and the team have been using the time to drop into businesses to get them signed up to projects.
9. Marketing Manager - DM updated the Group that a Marketing Manager has been employed on a consultancy basis in the short term. The Marketing Manager will start 20<sup>th</sup> November
10. Social / website / newsletter updates
  - a. **FUTURE ACTION – The Marketing Group are to discuss the strategy for the 2x audiences for BID socials Vs VH Socials.**
11. Employee Membership Card
 

DM shared the prototype of the Employee Card.

  - a. **FUTURE ACTION – DM and TE to identify more BID Levy payer discounts before launch**
12. Organise Membership Branding e.g. window decals to increase the visibility of the BID and Visit Herefordshire branding.
  - a. **FUTURE ACTION – SC to gain quotes and designs for signage - quotes have been asked for we are awaiting replies**
13. Film Desk
  - a. **FUTURE ACTION - Identify opportunities for Film desk to support the county.**
14. Visit Herefordshire Tourism Awards –
  - a. **FUTURE ACTION – Speak with other Visit England award organisers to gain practical insight into costs and opportunities that come with the awards program**

15. Meet the Supplier Network Event

- a. Promoting regional suppliers, Business to Business support and Access to support businesses.
- b. **FUTURE ACTION – DM to investigate possible opportunities and partners to a networking event.**  
**Ongoing**

16. 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 tourist information tent**

**CONNECT**

17. Visit England

- a. **FUTURE ACTION - LVEP – Application needs to be entered in March 2024**
- b. **FUTURE ACTION - Advisory Panel needs to be investigated to support the LVEP application process**
- c. **FUTURE ACTION – Need to set up an Advisory Panel to help guide the LVEP process and still sits within the BID governance structure.**
  - i. **Council – Including Baseline agreements**
    - 1. **Economic regeneration**
    - 2. **Highways**
    - 3. **Waste**
  - ii. **City BID**
  - iii. **Town Councils / TIC**
  - iv. **Chamber of commerce**
  - v. **Private Sector representation**
    - 1. **Eat, Sleep, live**
    - 2. **Herefordshire Means Business**
- d. **FUTURE ACTION - Develop a Destination Management Plan – over the next 12 to 18 months – looking at the Shropshire/ Worcestershire examples for guidance**
- e. **FUTURE ACTION – development of a 12-month growth plan**
- f. **FUTURE ACTION – develop a joined-up marketing strategy which could link all partners strategies and plans together**
- g. **FUTURE ACTION – Development of a staffing structure with joint organisation plan**
- h. **FUTURE ACTION - Letters of support needed for LVEP Status**
  - i. **City BID**
    - a. **LA**
    - b. **LEP**
    - c. **Town Council**
    - d. **Any other strategic bodies**
  - 2. **FUTURE ACTION – Identify where to gain the following information**
    - a. **Steam 2019,2020, 2021 and 2022**
    - b. **Number of Beds in the County area**
    - c. **Occupancy rate on beds – STR Hotel Tracker**
    - d. **Number of jobs within the tourism industry – Gain through the employee discount scheme**
- i. **FUTURE ACTION – set up the following partner meetings.**
  - i. **Ongoing - Meet and greet with the top 50 businesses.**
  - ii. **English Heritage**

**COLLABORATE**

18. 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/>

19. Develop BID Ambassador Program

- i. DM gave an overview of the ambassador programme. DM detailed the requirements for the Ambassador program, it is hoped that the Ambassador programme will be as open as possible and as inclusive as possible.
- b. **FUTURE ACTION: The Ambassador program Governance is to be signed off.**
- c. **FUTURE ACTION: Promote the Ambassador opportunity on social media, E-Newsletter**
- d. **FUTURE ACTION: Create an Ambassador Program webpage**

20. Monitoring Subgroup update

- a. **FUTURE ACTION – The monitoring group will be meeting. This meeting will take place 2x per year.**

**AOB**

**GJ**

- Chairmanship
  - a. **BOARD ACTION: GJ & JH approved as equal BID Board Co-Chairs.**
- MP confirmed he was happy to continue as Vice Chair.
- FM confirmed he was happy to continue in Exec Group.
- PD advised that she was interested in joining the Exec Group and that she could look to join the group in January 2024.
- **Date of next meeting**
  - a. **20<sup>th</sup> February 2024 – TBD**

**DM**