

Herefordshire County BID Ltd

Board Minutes September 2023

1) Introductions and apologies

JE

- a. The Board Welcomes NK as an observer for the meeting
- b. JV is currently on a 6-month sabbatical from the Board
- c. JE extends his thanks to the Board and Executive Group for their support. JE advises that he will be stepping down as the BID Chairperson at the AGM but will remain as a BID Ambassador.

Attendees:

Name	Company
Joe Evans – Chair Person	Crumplebury & Green Cow Kitchens
Andrew Blandford	Blandfords
Anna Brennand	Sidney Nolan Trust
Tara Emery	Herefordshire County BID
Jo Hilditch (BID VC)	The Whittern Estate
Glenn Jones (BID VC)	Discover Parks
Diane Mansell	Herefordshire County BID
Frank Myers MBE	Wythall Estate Vineyard
Cllr Ed O’Driscoll	Ross-On-Wye Town Council
Matthew Pudge (BID VC)	The Hop Pocket Shopping Village
Nicola Said	Visit England
Kari Trajer Morgan	Westbrook Court Country House
Ana Vaughan	National Trust
Nadine Kinsey – (Observer)	Herefordshire Council

Apologies:

Name	Company
Cllr Graham Biggs	Herefordshire Council
Peta Darnley	Netherwood Estate
Julian Vaughan	The Green Dragon Hotel
Daniel Wood	Hampton Court Castle
Roger Allonby – (Observer)	Herefordshire Council

2) Conflicts of interest

JE

- Cllr Biggs declares conflicts of interest due to sitting on both BID Boards.
- **BOARD ACTION - The BID welcomes the opportunity to have a person on both Boards as the BID welcomes working in partnership. The BID Board are happy to have Cllr Biggs as a Board Director.**
- **FUTURE ACTION - NK is to look into Herefordshire Council's stance on GB being on both BID Boards.**

3) Minutes of the last meeting

JE

- Agreed as a true record & signed by JE

4) Matters arising

JE

- **FUTURE ACTION: The Minutes of marketing and exec meetings are to be made available to the wider BID Board.**

5) VisitEngland Presentation - Nicola Said

NS

- NS gave an overview of what an LVEP is, the local tourism and partnership landscape, with a focus on partnership working. NS gave an overview of LVEP Criteria and the types of organisations that are at present LVEPs.
- NS identified the key considerations: Governance, Destination Strategy, Private Sector Engagement, Evidence of Delivery, Consideration of Growth priorities and partnerships.
- **FUTURE ACTION: NS to share presentation notes from the meeting.**
- **FUTURE ACTION: The BID is to share imagery with Visit England to be added to the Visit England Image bank.**
- **FUTURE ACTION: DM to make the presentation available for any Directors who would like further information.**
- **FUTURE ACTION: The BID Team to develop links with Shropshire about the potential for partnership working.**

6) Finance subgroup update

DM/GJ

- Invoicing - GJ JH & MP will become second authenticators for the payment of invoices.
- **BOARD ACTION: The BID Board asks FM to continue to work with Hoople to resolve the issues being experienced.**
- DM advised that the Visitor Awards have been removed from the cash flow as it is not feasible to deliver them this year.
- **FUTURE ACTION: DM is to speak to The BID Accountant regarding FM feedback.**

7) CEO report

DM

1. Executive Committee subgroup update

GJ

- a. Accreditation
 - i. Application for British BIDs accreditation has been submitted
 - ii. Application for BID Foundation Industry Standards has been submitted
- b. Accounts
 - i. **FUTURE ACTION: Finalise the audited accounts in time for the AGM**
- c. HR
 - i. **FUTURE ACTION: DM to issue HR documents**
- d. Herefordshire Council
 - i. DM and TE were invited to present at the Town clerks and Mayor's meeting. The meeting went really well and the group offered full support for the HCBID and LVEP program
- e. Funding opportunities.
 - i. **FUTURE ACTION – Ongoing DM to identify sponsorship opportunities.**
 - ii. **FUTURE ACTION – Ongoing DM to identify Grant funding opportunities.**

2. Marketing Subgroup update

JH

- Golden Apple Ambassadors logo to identify Levy Payers on Visit Herefordshire website.
- Levy Payer drop-in sessions have been going really well. Businesses have been dropping in and the team have been using the time to drop in to businesses to get them signed up to projects.
- Arrange AGM - Green Dragon has been chosen as the location for the AGM
- **FUTURE ACTION – DM to make arrangements for the stands to showcase at the AGM**
- **FUTURE ACTION – DM to Promote the AGM to Levy Payers**
- **FUTURE ACTION – Recruit Marketing Manager**
- **FUTURE ACTION – DM to work with Orphans to make the integration onto Mailchimp happen quickly.**
- **FUTURE ACTION – DM and TE to identify more BID Levy payer discounts to add to the scheme before launch**
- **FUTURE ACTION – DM and TE to gain quotes and designs for membership signage window decals**

- **FUTURE ACTION** - Identify opportunities for Film desk to support the county. – after more research this needs to be part of the tender process.
- **FUTURE ACTION** – DM Speak with other Visit England award organisers to gain practical insight into costs and opportunities that come with the awards program
- **FUTURE ACTION** – DM and TE to finalise all of the event activities for the Halloweenfest.
- **FUTURE ACTION** – DM to investigate possible opportunities and partners to a networking event.
- **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

CONNECT

- **FUTURE ACTION** - LVEP – Application needs to be entered in March 2024
- **FUTURE ACTION** - Advisory Panel needs to be investigated to support the LVEP application process
- **FUTURE ACTION** – Need to set up an Advisory Panel to help guide the LVEP process and still sits within the BID governance structure.
- **FUTURE ACTION** - Develop a Destination Management Plan – over the next 12 to 18 months – looking at the Shropshire example for guidance
- **FUTURE ACTION** – development of a 12-month growth plan
- **FUTURE ACTION** – develop a joined-up marketing strategy which could link all partners strategies and plans together
- **FUTURE ACTION** – Development of a staffing structure with joint organisation plan
- **FUTURE ACTION** - Letters of support needed for LVEP Status

3. Monitoring subgroup update

DM

Terms of reference and Members have been identified however, there is no further update.

8) AOB

JE

- a. TE shared with the Directors the Golden Hour competition taking place on the VH Instagram. TE asked the directors to share this on their social media channels.

9) Date of next meeting

JE

- a. **Tuesday 14th November – AGM - Green Dragon**