

### Dear Levy Payer,

The Herefordshire County Business Improvement District (BID) has seen some major changes in the past year including two new Co-Chairs, a new CEO and achieving not one but two national accreditations for the high standard of our governance structures.

The BID Team have been out and about all year delivering our new style Drop-In sessions, Roadshows and 1-2-1 visits working with businesses to increase business involvement. Secured £157,813 of external funding for the development of the visitor economy; giving us the ability to deliver expanded marketing campaigns and launch brand new business support schemes to champion our Levy Payers. The development of regular consumer newsletters informing our Levy Payers about all the opportunities open to them has been well received and increased uptake on projects.

During 2023, the 'Visit Herefordshire' campaign saw an exceptional uplift in users, with over 593,000 recorded visits to our website and reaching over 300,000 users across our social media channels, the redesigned Visit Herefordshire e-newsletter reached a wider audience, showcasing the county as a visitor destination. The Team are launching fresh campaigns for 2024 and developing existing favourites to entice more to come to Herefordshire, encouraging visitors to spend more time and money in your businesses and our wonderful county.

The BID Board have been working hard over the last twelve months to respond to the ever-changing needs of our businesses in such turbulent economic times; your success makes a huge impact on the local visitor economy.

We are committed to working with key stakeholders, including our colleagues at the Hereford City BID, to support the development of Herefordshire's visitor economy. We are excited for the year ahead, continuing this fantastic work and collaborating with you all over the coming months with a view to helping your business and the county of Herefordshire thrive.

### Glenn Jones & Joanna Hilditch

Co-Chairs of Herefordshire County BID



## What is the Herefordshire County BID?

The Herefordshire County BID is a geographically defined area, where businesses come together for a term of five years to invest in Herefordshire. A set of agreed projects and services will be delivered to improve the visitor economy across the county. Our work is essential to delivering the county's goals and aims to

- > Secure Local Visitor Economic Partnership status which is offered by Visit England
- > Improve footfall
- > Upskilling the Herefordshire workforce
- > 1-2-1 business support and offering cost reduction schemes to reduce businesses operational costs
- > Develop Herefordshire's tourism offer
- > Increase inward investment and encourage people to live, work and spend their leisure time in Herefordshire.

More information about existing and future projects together with how you can get involved can be found by visiting [www.herefordshirecountybid.co.uk](http://www.herefordshirecountybid.co.uk)

## How is the BID funded?

All businesses with a rateable value of £12,000 and over within the BID area, in designated sectors detailed in the Business Plan are required under the national BID regulations 2004 to pay the BID Levy annually. The Herefordshire County BID Levy is charged at 2% of the rateable value on all eligible non-domestic properties within the BID area, as listed in the Local Non-Domestic Rating List (in force) at the time the Levy demands are raised.

For the geographical area, list of business sectors and rules governing the BID see our website [www.herefordshirecountybid.co.uk/the-bid-area](http://www.herefordshirecountybid.co.uk/the-bid-area)

Finance Breakdown	2023/2024	2024/2025
<b>Income</b>		
BID Levy	£451,860	£477,218
Supporting Income	£157,813	£101,800
<b>Total</b>	<b>£609,673</b>	<b>£579,018</b>
<b>Expenditure</b>		
Communicate	£114,141	£194,269
Connect	£127,048	£164,388
Collaborate	£63,409	£89,308
Overheads	£86,005	£69,992
<b>Total</b>	<b>£390,603</b>	<b>£517,957</b>

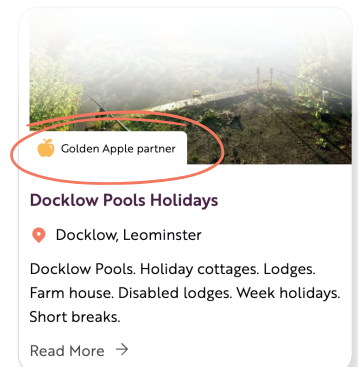


## What Has Been Delivered

- > Achieved **British BIDs Accreditation and BID Foundation Industry Standards Kite Mark** in 2023
- > Secured **£157,813** of external grant funding
- > Launched **SEEDL** an innovative learning hub, which offers all employees that work in the Visitor Economy within Herefordshire, free unlimited access to up to 200 live courses at any given time. The learning solution, offers topics that support local employees to learn new skills, improve their employer's performance and ultimately make Herefordshire County more successful.
- > Launched **Place Support Partnership (PSP)** cost savings scheme providing **FREE** cost-savings advice and guidance, ensuring your business is receiving the best deals from your suppliers.
- > **Market Towns Grant Fund** is committed to encouraging economic development across the county, and aims to work closely with organisations and groups by financially supporting projects that benefit the visitor economy across the market towns. Projects supported so far include free event parking, Late Night Christmas Shopping, development of In Bloom campaigns, localised Food & Drink and Hotel marketing campaigns.
- > Delivered fortnightly **Drop-In sessions** across the Market Towns and launched monthly Roadshows around the county to showcase our projects, give access to the BID Team and Directors, and create networking opportunities for our Levy Payers.
- > **Routes & Road Trips** and our walking/cycling and canoe trails on Visit Herefordshire have been refreshed for the 2024/25 season.



- > The Team have **facilitated press and influencer trips**, leading to Herefordshire and its amazing businesses featuring in *The Guardian*, *Times*, *The Sunday Times*, *The Telegraph*, *Discover Britain* magazine, *Boundless Magazine*, *The English Garden*, *The Mail on Sunday* and *BBC Travel*.
- > Social Media channels have **increased by 4,500 followers** since May 2023 and social channels regularly reach over 300,000 users.
- > Visit Herefordshire's website reached over **593,000 users** in 2023, with the most popular sections being What's On, See & Do and our Business Directory.
- > **Halloweenfest** in Oct/Nov 2023 interacted with 1250 families, gave out 6000 balloon animals, 1000 craft activities were completed, 600 faces painted and 50 businesses took part in the Pumpkin Trail.
- > Delivering improved Brand recognition with **Golden Apple Partner** branding on the Visit Herefordshire website for all of our Levy Paying Businesses, being given the opportunity to display 'Proud Supporters of Visit Herefordshire/ Herefordshire County BID' Window clings.



## New Projects for 2024

- > **Herefordshire County BID's Annual Conference**
- > **Employee Discount Card** in Spring, giving our Levy Payers access to discounts & offers
- > Establishing **Visit Herefordshire's Local Visitor Economic Partnership**
- > **The Stargazers' Guide to Herefordshire** promoting our county's amazing Dark Skies
- > **Visit Herefordshire's Tourism Awards** in 2024, linked to Visit England
- > **Summer of Fun** mobile summer festival in 2024

