

VISIT HEREFORDSHIRE

brought to you by } Herefordshire  
County BID

**Local Visitor  
Economy  
Partnership**

Recognised by



VisitEngland

**Herefordshire County BID / Visit Herefordshire LVEP**

**Visit Herefordshire Annual Tourism Conference 2024**



Herefordshire  
County BID

in association with  
VIST HEREFORDSHIRE

Joanna Hilditch

Herefordshire County BID and Visit Herefordshire LVEP

Co-Chair



## 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 part time Marketing Manager who will carry out the day to day execution of the Business Plan.



Diane Mansell

Chief Executive

[diane@herefordshirecountybid.co.uk](mailto:diane@herefordshirecountybid.co.uk)



Tara Emery

Business Liaison Manager

[tara@herefordshirecountybid.co.uk](mailto:tara@herefordshirecountybid.co.uk)



Sky Cole

Marketing Manager

[Marketing@herefordshirecountybid.co.uk](mailto:Marketing@herefordshirecountybid.co.uk)

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?

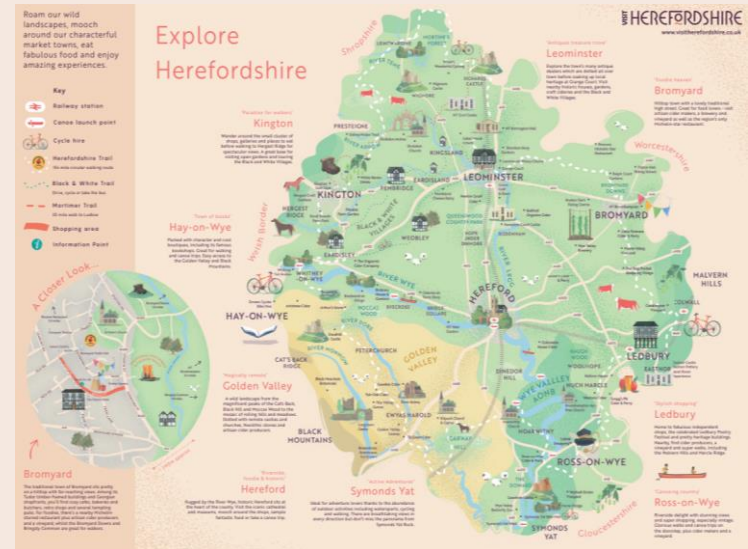
VISIT **HEREFORDSHIRE**

brought to you by **Herefordshire County BID**

- Total economic impact of tourism **£470m – £637m**
- Total visitor days **5.77m – 7.725m**
- Staying visitor days **2.5m – 3.046m**
- Number of day visitors **3.26m- 4.679m**
- Number of FTE jobs supported by tourism spend **6,085 – 7,489**

## Economic Impact by Sector

○ Accommodation	£41m – £55m
○ Food and Drink	£164 – £225m
○ Recreation	£29m – £35m
○ Shopping	£79m – £107m
○ Transport	£38m – £53m
○ Other	£120m – £160m



Stats from 2021 compared to 2022  
STEAM Report





**Local Visitor  
Economy  
Partnership**

Recognised by



VisitEngland

Nicola Said

VisitEngland

Regional Lead – North West and West Midlands







VisitEngland

# Supporting Herefordshire's Visitor Economy

Nicola Said, Regional Lead for VisitEngland



# VisitEngland overview: Who we are

Supporting the English tourism industry and landscape and encouraging domestic trips.

- Implementation of the new accreditation of Local Visitor Economy Partnerships (LVEPs) and our Destination Development Partnership (DDP) Pilot
- Support for SMEs, building digital skills
- TXGB, a platform enabling suppliers to sell internationally
- Sustainability, Accessibility and Welcome advice and guidance
- Winning business events



# Latest research and findings

# Domestic day visits in 2023 – headlines

## Domestic day visits in England: headline narratives

- **Volume:** day visits increased in 2023 vs 2022 with the first half of the year showing stronger growth, likely due to the impact of COVID-19 in early 2022.
- **Value:** Spend was up vs 2022 in both nominal and real (inflation adjusted) terms.
- **Average spend per visit:** was up vs 2022 in nominal terms but in real terms it saw a slight decline.
- **Regions:** London saw the largest share and strongest year on year growth for both visits and spend out of all the English regions, echoed by the growth in visits to large cities and towns more broadly. Behind London, the South East accounted for the highest volume and value across 2023.
- **Activity:** Visiting friends and relatives remained the most frequent type of visit although growth was flat vs 2022. Visits to attractions were up. VFR trips and those who went for food and drink/a night out/speciality shopping accumulated the most spend in 2023.

## Domestic day visits in England: headline numbers

- 1.0 billion day visits in 2023, up 8% vs 2022
- £44.4bn spend, up 15% vs 2022 (up 7% in real terms)
- £44 average spend per visit, up 6% vs 2022 (down 1% in real terms)

## Domestic day visits in Great Britain: headline numbers

- 1.2 billion day visits in 2023, up 7% vs 2022
- £50.8bn spend, up 13% vs 2022 (up 5% in real terms)
- £44 average spend per visit, up 6% vs 2022 (up 2% in real terms)

# Domestic Overnight Trips – Q3 2023



Between July – September 2023:



There were **29.8 million overnight trips** in England (down 9% vs Q2 2023) made by British residents.

There were in total **92.3m nights away** and they spent **£7.8bn** on their trips (down 10% vs Q3 2022).

Great Britain residents spent on average **£262 per trip** in England (down 4% vs Q3 2022) and **£85 per night** (down 1% vs Q3 2022).

The **West Midlands** received 8 million overnight trips (8% of the England share)

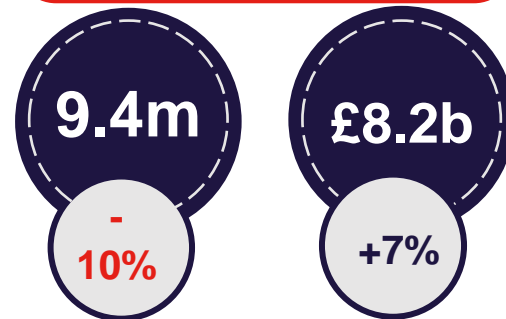
2023 year to date (YTD) England visits were down 2% on 2022 YTD, with spend up 1% in nominal terms, although down 7% in real terms. The number of nights down 6% on 2022 YTD

# Inbound Tourism – Q3 2023

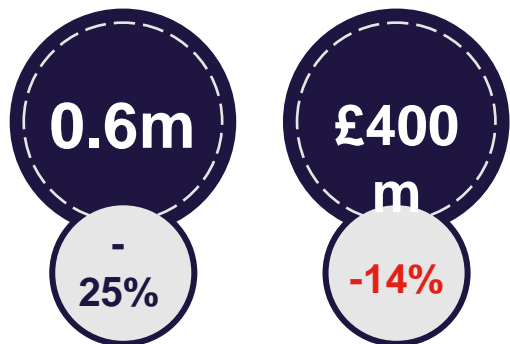
July to September 2023 (in comparison to Q3 2019):



## ENGLAND



## WEST MIDLANDS

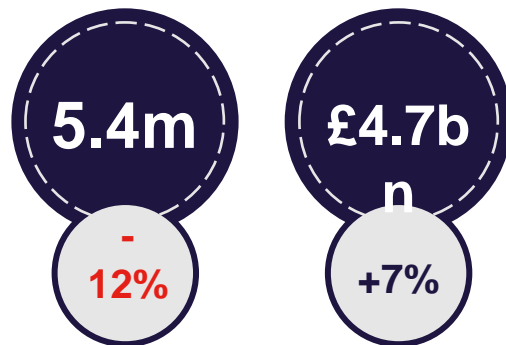


Number of visits

Inbound spend

Source: International Passenger Survey 2023

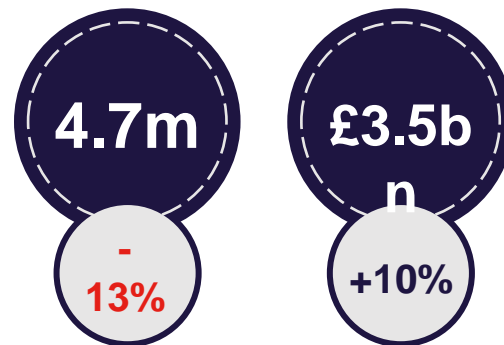
## LONDON



Number of visits

Inbound spend

## REST OF ENGLAND



Number of visits

Inbound spend

# Inbound Tourism Forecast 2024



## 2024 Inbound tourism forecast Overseas visits to the UK



Source: International Passenger Survey to 2020 and 2022; VisitBritain model and forecasts for 2021, 2023-24.  
(m = millions)

## 2024 Inbound tourism forecast Spending by overseas visitors in the UK



Source: International Passenger Survey to 2020 and 2022; VisitBritain model and forecasts for 2021, 2023-24.  
All spending is in nominal terms (bn = billions)



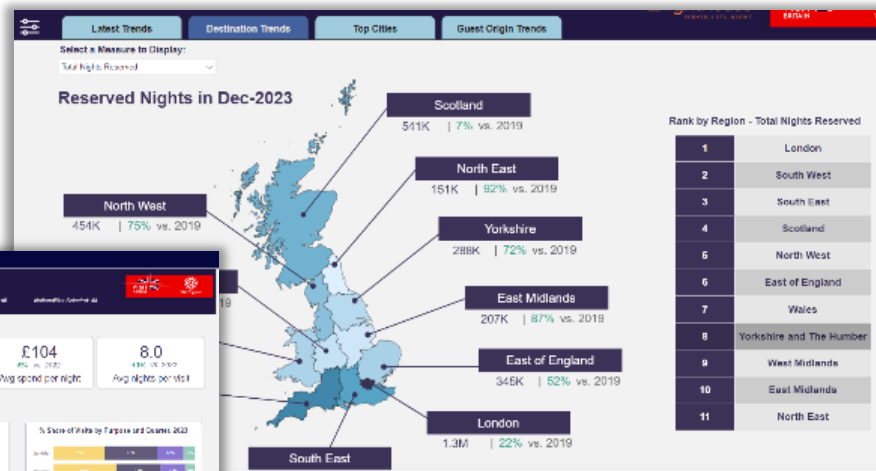
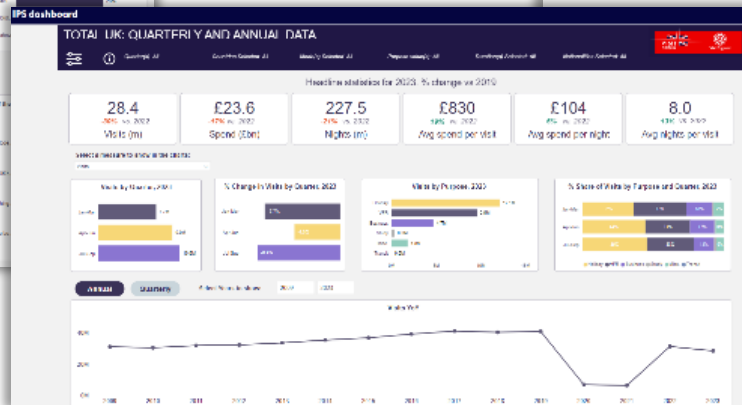
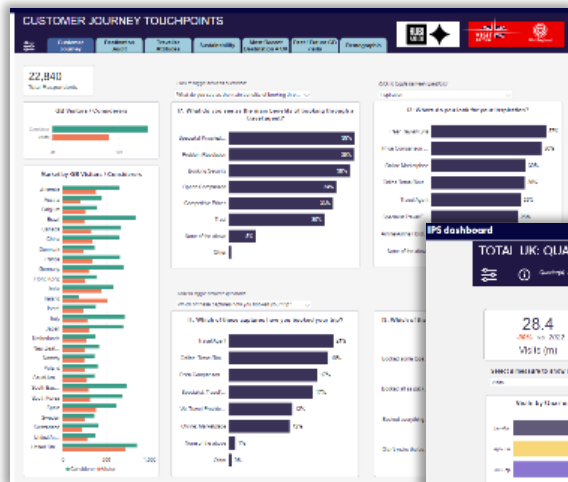
#2024forecast



# Research and insights – data visualisation tools on our website

Local authority data for short term rentals available

VISA data will allow you to see category spend % and markets %



**VisitBritain - global work to re-build and strengthen tourism**

# Marketing & Sales Strategy to drive growth

**Vision: Together, we want Britain to be the destination of choice for the travellers of tomorrow**

**Objective: Get** experience seekers who are passionate about travel, who love to discover new, unique and exciting experiences they can share with others  
**To** choose Britain as a holiday destination to visit today, driving incremental spend  
**By** positioning Britain as a welcoming, dynamic, diverse destination

## 1) Telling our brand story

Curating Britain's image as a welcoming dynamic, diverse destination, through industry collaboration to maximise impact of government investment and attract additional funding

## 2) Reaching our customer

With innovative, creative and data-led marketing in Britain's most valuable inbound markets and collaborating with 1HMG on priority government themes

## 3) Engaging our partners

Supporting the industry to thrive by prioritising the interventions that will most effectively grow regional and seasonal value for Britain, providing UK suppliers with routes to market, access to data and insight and tools to deliver the Great Britain Brand Story

# Film & TV excellence is Britain's shop window to the world



In 2022 we had more than 220 feature films in production in the UK



23% of international feature films and high-end TV productions shot in the UK (ahead of California on 21%)



3 out of 5 biggest film franchises in world made in Britain



**VISIT BRITAIN**



**GREAT STORIES START HERE**





# Screen as the entry point to inspiring British product

- Ted Lasso, Welcome to Wrexham > British football cities like Wrexham, Manchester, Liverpool and Newcastle
- Bridgerton, Downton Abbey, The Crown > Britain's castles, palaces, history & heritage
- Bond, Spiderman, Transformers > Action & adventure experiences
- Paddington > Family travel
- And many more examples

These stories can be told through PR & influencers, web, social, and B2B.





VisitEngland

# **VisitEngland - supporting industry and destination development**

# VisitEngland: Our Focus

## The Strategy

Development of England-wide visitor economy strategy in partnership with Local Visitor Economy Partnerships (LVEPs).

## The Structure

LVEP Programme Year 2 delivery – focused support



15-24 March 2024

- Tourism Superstar
- MP engagement
- Industry & comms toolkits



VEAE event w/c  
3 June 2024

Local competitions for  
24/25 opening  
Feb 24



Hereford - Getty Images/Joe Daniel Price



# Implementing the DMO review

- Great destinations are great places to live and work as well as to visit.
- Strong leadership and governance means more likely to generate sustainable growth in the local visitor economy
- They can drive place-shaping agenda
- They can create value-added jobs, bring in new talent and stimulate innovation
- VisitEngland is creating a portfolio of nationally supported, strategic and high-performing Local Visitor Economy Partnerships (LVEPs)
- Implementing Destination Development Partnership pilots in the North-East and West Midlands



**Local Visitor  
Economy  
Partnership**

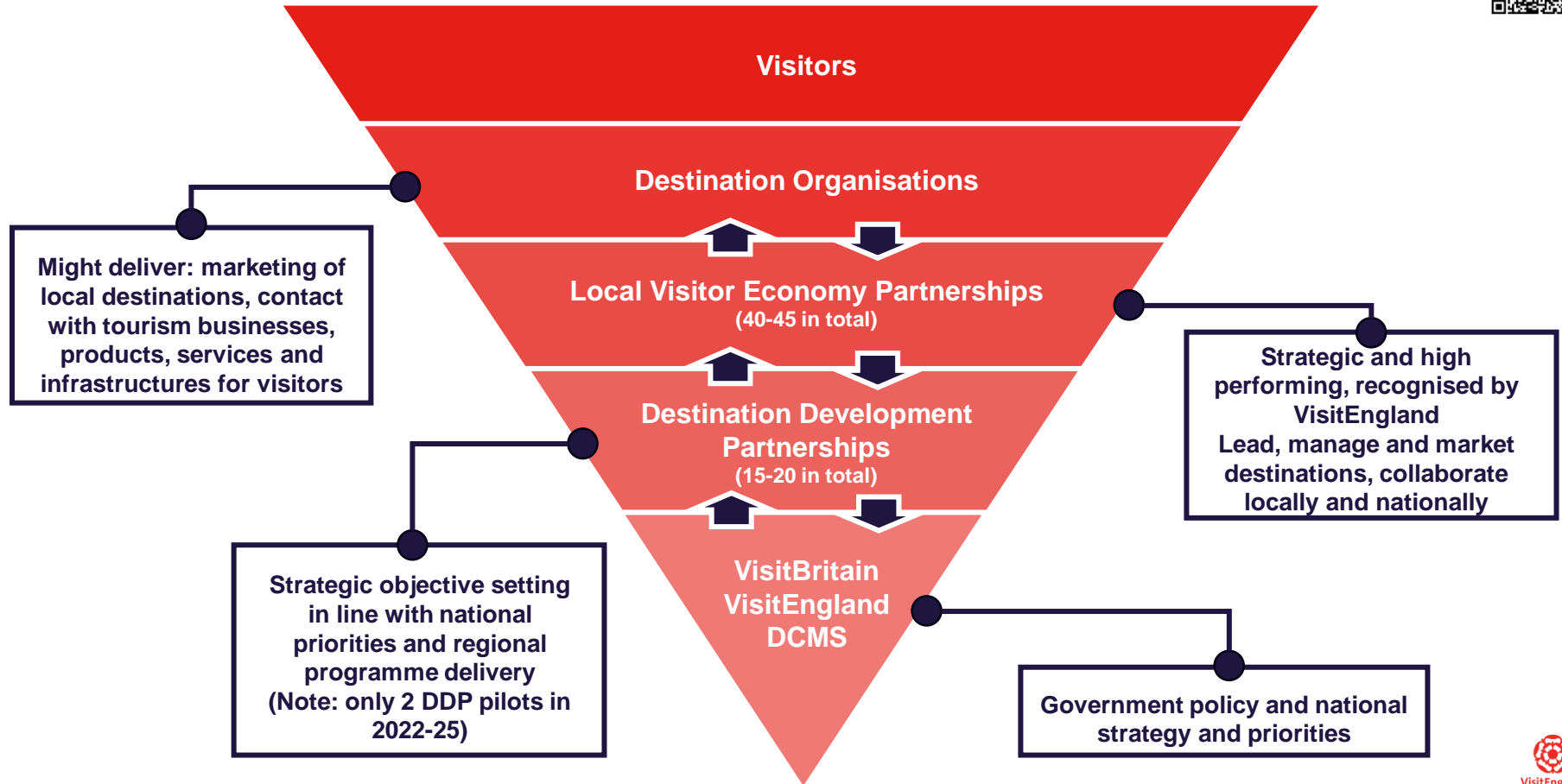
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VisitEngland

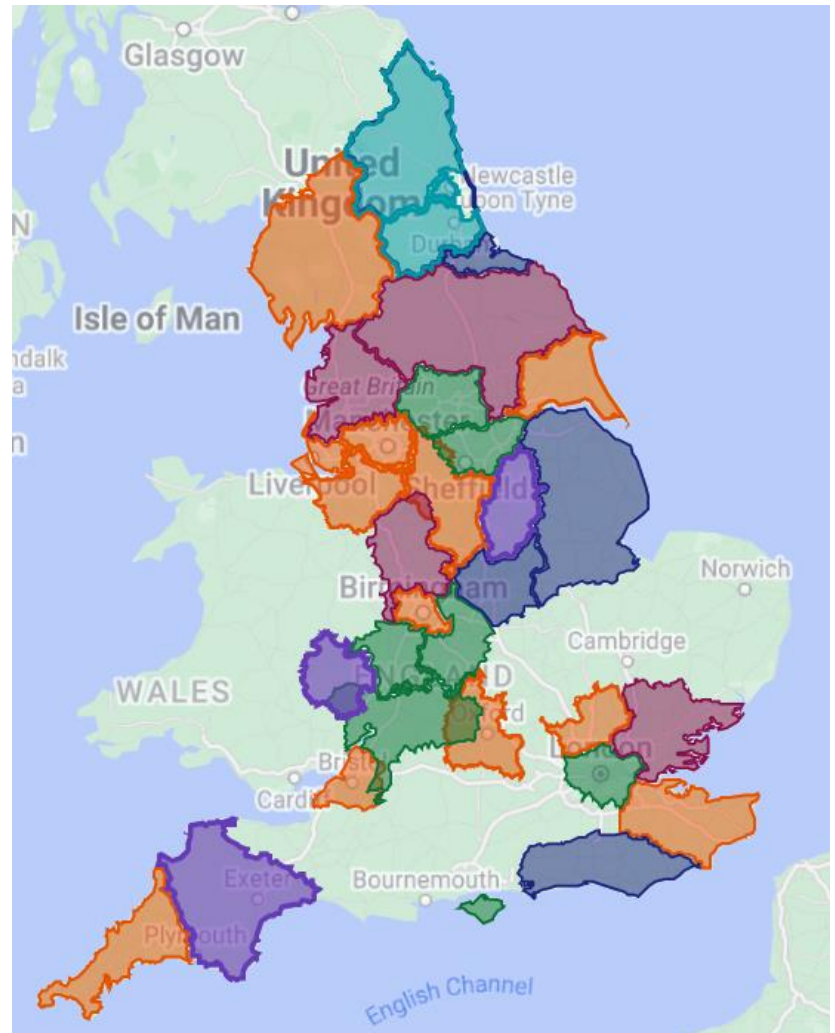


# The New Destination Landscape



# LVEP Status Map

LVEP status awarded  
as of April 2024 (33  
LVEPs including  
Herefordshire!)



# So what does this mean for Herefordshire?

## National strategic engagement:

- A clear **strategic link** for the region from the local to the national level (Government, VisitBritain/VisitEngland, other key national bodies)
- Access via the LVEP to **national initiatives**, and a clear port of call via the LVEP as the delivery partner for visitor economy
- Influencing role on place shaping through work with government and other arm's length bodies

## Destination and business development:

- Specialist support to help LVEPs and businesses become more **sustainable** and **accessible**
- Access to a new **training and development** platforms for businesses and LVEP team members
- Support with the development of wider partnerships with other destinations or travel trade

# So what does this mean for Herefordshire?

## Enhanced destination insights and intelligence:

- Participation in Data Hub initiative to generate more rich data for LVEP destinations, in partnership with VisitEngland research team.
- As part of this LVEPs will be able to make use of the data provided while at the same time identifying local data sources to feed into the Hub

## Network of peer support:

- Opportunities to collaborate with, and learn from, other destinations, businesses and organisations across the local and national visitor economy as part of a national portfolio of strategic LVEPs

## Locally significant status:

- The confidence for businesses of investing in – and supporting - a nationally recognised and resilient LVEP.

# Accessibility - New Accessible & Inclusive Tourism Toolkit



## Main Toolkit

Holistic guidance with real-life case studies

## Action Checklists

Downloadable business-specific actionable checklists to plan and prioritise improvements

## Top 20 Tips

Downloadable business-specific top tips

## Technical Guidance

Built environment guidance for renovations, conversions, new builds

**VisitEngland Accessible and Inclusive Tourism Toolkit for Businesses**

- 1. An introduction to this accessible and inclusive tourism toolkit**  
Find out what VisitEngland and member organisations are doing to make sure you, or your business, are accessible to all.
- 2. Section 1: What is accessibility?**  
Accessibility involves removing barriers to provide positive experiences for all. In the case of this toolkit, it's about ensuring that everyone can enjoy tourism.
- 3. Section 2: The benefits of providing an inclusive experience**  
The spending power of disabled people and their households is called the Purple Pound. The annual business Purple Pound in England alone is worth £5.3 billion.
- 4. Section 3: Know your customer**  
Focus on understanding how you can remove barriers to provide an accessible experience for your customers rather than their specific conditions.
- 5. Section 4: An inclusive welcome**  
The key to providing an inclusive welcome is communicating inclusivity with your customers and...

**Business Support Guides**

**Action checklist for visitor attractions**

Accessible and inclusive tourism toolkit for business

**Top 20 Tips for hotels**

1. Provide accessible routes for disabled customers to get to your hotel.
2. Contact your local authority for advice on accessibility requirements.
3. Provide accessible rooms for disabled customers.
4. Provide accessible parking spaces for disabled customers.
5. Create your website to be accessible to all.
6. Provide accessible routes for disabled customers to get to your hotel.
7. Provide accessible routes for disabled customers to get to your hotel.
8. Provide accessible routes for disabled customers to get to your hotel.
9. Provide accessible routes for disabled customers to get to your hotel.
10. Provide accessible routes for disabled customers to get to your hotel.





# Championing Accessibility through our marketing



Featured

## Jennie Berry's stay at Vale Cottage in Yorkshire

Join the accessibility blogger and her friend on a cosy cottage break in the North York Moors.



## 5 Accessible and Inclusive Tourism Award

### Gold winner: Noah's Ark Zoo Farm

Located six miles from Bristol, this [award-winning zoo](#) has taken significant strides to make the venue accessible for all. As part of their long-term Ark for All plan, accessible toilets and changing facilities have been built, a Hearing Induction Loop installed at the Ark Arena, the introduction of a clear and loud PA system, highlighted steps, high-contrast signage and a suggested accessible itinerary to download before you arrive.

#### Runners up:

**Silver - Brickhouse Farm Holiday Cottages & Lakeside Hub**  
Following an accident where their youngest daughter was left with life-changing injuries, the Rainford family transformed [Brickhouse Farm](#) into a fully accessible home. They later decided to give back to the community that supported them and created a new holiday space catered for disabled people and their families. With fully accessible facilities such as a hydrotherapy pool, a sensory studio, and cosy (not clinical) holiday cottages, you can relax in peaceful lakeside surroundings outside Hambleton in Lancashire.

**Bronze - WWT Slimbridge Wetland Centre**  
Known as the UK's leading wetland conservation charity, [WWT Slimbridge](#) in Gloucestershire is one of nine wetland centres set up by Sir Peter Scott, a famous conservationist. The belief in conservation for all, and Slimbridge has kept

# Sustainability – regenerative tourism as VE approach

1 Aligned with key frameworks e.g. The United Nations 17 Sustainable Development Goals (SDGs)

2 Identified core themes and defined the ambition

- Resilient year-round industry
- Regional and seasonal dispersal
- Maximising the benefits to communities
- Thriving businesses and destinations
- Low carbon transport
- Net Zero and responsible resource use
- Nature, wildlife and biodiversity

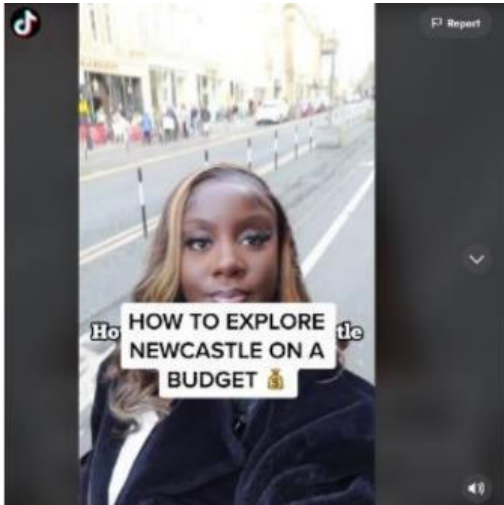
3 Pulled this together into a clear and meaningful framework



Aim: Positive transformation for people and places



# Marketing focus - Sustainable year-round destination



**Gold winner: Pure Outdoor**

From up to 100 miles of trails, to over 100 campsites, to the best of the best, Pure Outdoor is the UK's most sustainable outdoor holiday provider. With a focus on responsible tourism, Pure Outdoor is committed to providing a holiday that is not only enjoyable, but also ethical and sustainable. Pure Outdoor is committed to providing a holiday that is not only enjoyable, but also ethical and sustainable.

**Silver - Horseshoe Coast Elder Holidays**

Since the most of the coast and quiet lanes around the Horseshoe Coast in collaboration with the local community, Horseshoe Coast Elder Holidays is committed to providing a holiday that is not only enjoyable, but also ethical and sustainable.

**Bronze - The Cotswolds in Hinton Park**

Located in the heart of Cotswolds National Park, Hinton Park is a beautiful and historic estate. The park is open to the public and offers a wide range of activities for all ages. The park is also home to a variety of wildlife and is a great place to visit for families and friends.

**T TIMES Travel**  
UK

## 25 wild and wonderful UK places to stay

From hilltop hideaways to nature retreats with private swimming lakes, these are the most stylishly designed interiors from which to make the most of the great outdoors

## The Telegraph

### How a military training ground became one of Britain's greatest wildlife secrets

There may be lots of explosions, but without pesticides or people, wildlife – including the world's heaviest flying birds – really thrives

By Anna Hulton, travel writer  
May 2021 - 6 min



## TimeOut



Photograph: Shutterstock

## These are officially England's most scenic bus routes

Until October, you can enjoy them from just £2



# Quality – modernisation and simplification



Strengthening the role of quality through modernisation – acting on research findings that consumers globally do not see customer reviews as the single trusted source and industry relevance.

86  
%

A percentage of consumers agree there is still a role for official star ratings in aiding accommodation choice, **comparable to customer reviews**.

They are even **more important to international visitors**. Both forms of guidance influence younger consumers.

Source: **Consumer research**, Strategic Research and Insight 2022

**“.. I want that scheme to continue but I want a modern scheme ..”**

There is a need for a baseline scheme to protect and reassure customers. However, relevance are of paramount importance.

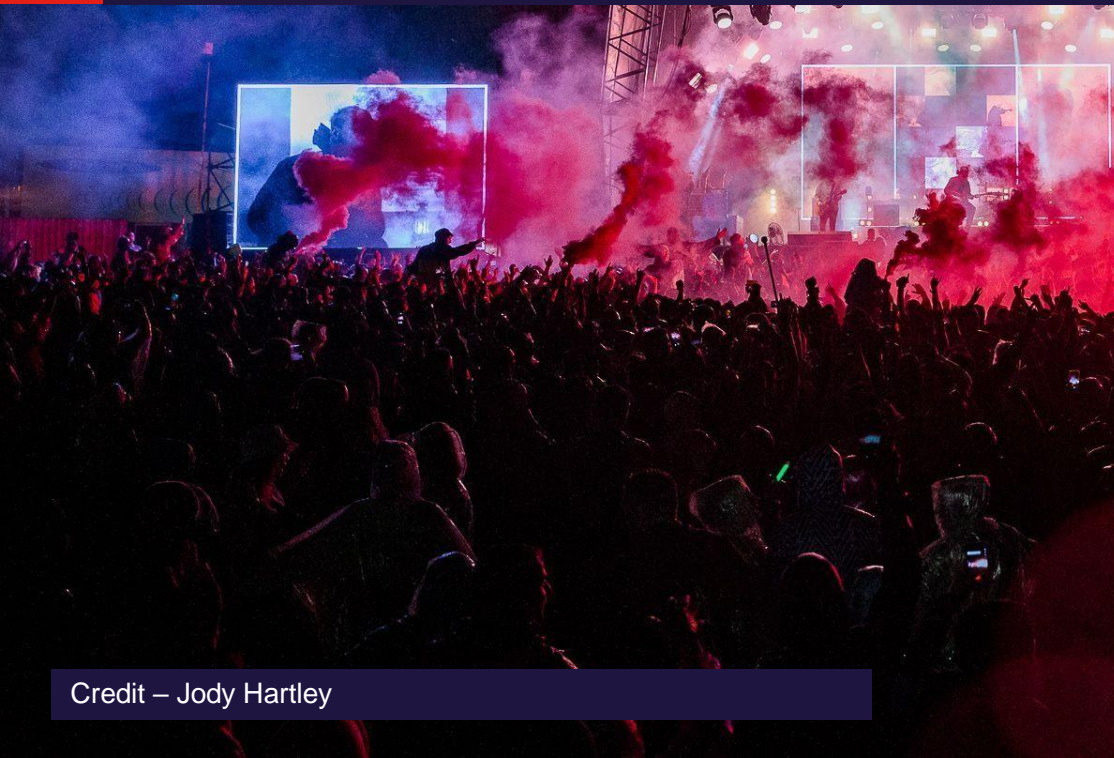
Source: **Industry research**, Mustard 2022

# England / Wales border collaboration

- A partnership between VisitEngland, VisitWales, Transport for Wales, Local Visitor Economy Partnerships in England and Destination management organisations as well as community rail partnerships along the border of England and Wales.
- Maximising the potential of the trainline running along the border to create a visitor proposition which encourages the exploration of both countries, emphasizing the positive opportunities to experience the culture and heritage of both countries in one trip.
- Supporting tourism businesses along the border to better understand how to engage with the international travel trade.
- Capitalising on TFW travel tools to create inspiring itineraries that communicate the unique offering of a holiday that brings in experiences on both sides of the border.
- Geographic focus is the main TFW line from Abergavenny to Chester. This brings in the destinations of Chester and Cheshire, Shropshire, Herefordshire, Wye Valley, Monmouthshire, Powys and Wrexham.
- Instead of separately promoting Wales and England to international audiences through this partnership there is an opportunity to develop tangible experiences together and promote it jointly.

# Thank You

✉ [nicola.said@visitengland.org](mailto:nicola.said@visitengland.org)



For latest updates,  
subscribe to our  
industry newsletter here:



Connect to our socials:





Herefordshire  
County BID

In association with  
VISIT  
HEREFORDSHIRE

Diane Mansell

Herefordshire County BID and Visit Herefordshire LVEP

CEO



## What Are The Aims Of Herefordshire County BID?

- To develop and deliver an overarching county-wide 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.

<https://www.herefordshirecountybid.co.uk/awards-and-accreditations/>

# SEE DL



Herefordshire County BID, in partnership with SEEDL.com, now provides over 200 live virtual subjects, held on interactive webinars to support varying working schedules.

#### COURSES INCLUDE:

- ✓ **Leadership**
- ✓ **Customer Service**
- ✓ **Office 365**
- ✓ **Mental Wellness**
- ✓ **Communication**
- ✓ **Retail**
- ✓ **Hospitality**
- ✓ **Health & Safety**



Find out more now by scanning the QR code.

in partnership with

Herefordshire  
County BID

SEE DL  
[www.SEEDL.com](http://www.SEEDL.com)

Helping people Learn, Perform & Succeed.

<https://www.herefordshirecountybid.co.uk/training-and-development-opportunities/>



# Improved Communication Methods

- Visit Herefordshire Website
  - 2022 – 338,689
  - 2023 – 593,455
- BID E-Newsletters
  - 15 April 2024 – 63.3%
  - 10 April 2024 – 48.7%
  - 29 March 2024 – 52.5%
  - 26 March 2024 – 49%
  - 15 March 2024 – 67%
- Visit Herefordshire Consumer E-Newsletters
  - 15 March 2024 – 57.7%
  - 9 March 2024 – 56.3%
- Drop-In sessions / Monthly Roadshows
- Visitor Information Tent – Events



**Herefordshire County BID**

**Apples for Autumn Providers' Brainstorm**  
Friday 12 April, 10am (online)

Join us to discuss our plans for the Apples for Autumn marketing campaign and share your ideas.

Originally launched in 2020, we were this year's campaigner to be bigger and bolder than ever.

We're happy to accept your thoughts for how we can make the most of the harvest, taking account of the current marketing.

**New roles such as:** experience e.g. high altitude settings, food pairings, activities for...

**Apples for Autumn** online and shop activities... and more.

Please have any questions in connection with the meeting, please contact: [marketing@herefordshirebid.co.uk](mailto:marketing@herefordshirebid.co.uk)

We look forward to meeting you on 12th April at 10am.

[Join the online meeting](#)

**HEREFORDSHIRE**

**The Stargazers' Guide to Herefordshire**  
Access provided in our dark skies!

Herefordshire is England's first dark sky county, making it a prime spot for stargazing. We're delighted to share with you our new 'Stargazer's Guide' which reveals the best places to catch the most beautiful views of the stars and set an intention of 'Stargazing' to enjoy a few hours watching beautiful constellations and constellations.

[Read More](#)

**Herefordshire County BID**

**Information For Businesses**

**Funded by UK Government** PARTNER OF **LEVELLING UP**

**UKSPF Festivals and Events Grant Round 2**  
Open for applications - Closes midnight 18 March 2024

A new round of the Herefordshire Festivals and Events Grant has launched and is a predominantly tourism-based grant scheme funded by the UK Shared Prosperity Fund.

The aim of the fund is to provide support for local arts, culture, heritage and creative activities in Herefordshire.

Click the button below for more.

[Main information on Festival and Events Grant](#)

**Further UKSPF Grants**

<b>Cultural Development Grant - New Funding Round</b>	<b>Cultural Programming Grant - New Funding Round</b>
The latest round of the Cultural Development Grant has launched and is a revenue grant scheme funded by the UK Shared Prosperity Fund.	The latest round of the Cultural Programming Grant has launched and is a revenue grant scheme funded by the UK Shared Prosperity Fund.

**VISIT HEREFORDSHIRE**

**Come to the Blossom County**  
Orchard ambles, celebration events & cider tastings

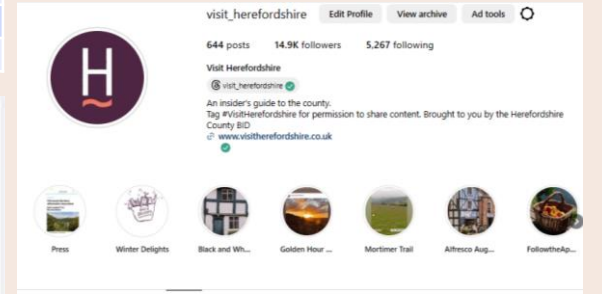
Spring is a glorious time to visit Herefordshire, with thousands of fruit trees bursting into blossom. Make the most of this gorgeous spectacle with our selection of blossom-themed events and activities. Meet artisan cider producers, stroll through pretty orchards, bake our cider circuits and taste our favourite thirst-quencher.

[Read More](#)



# Social Media Performance

Media Platform	Date	Followers	Date	Followers
LinkedIn	2 May 2023	42	22 April 2024	1070
Facebook VH	2 May 2023	10,000	22 April 2024	11,348
Facebook BID	2 May 2023	0	22 April 2024	134
Instagram	2 May 2023	14,400	22 April 2024	14,924
Twitter VH	2 May 2023	10,100	22 April 2024	10,050
Threads	2 May 2023	0	22 April 2024	2,226



**Visit Herefordshire**  
Published by SocialPilot · 20h · 🌐

**Stargazing & Supper in Herefordshire**

For the perfect evening itinerary, we've paired our favourite places to stargaze with fantastic nearby country pubs in our new Stargazer's Guide to Herefordshire.

Call in for supper and a beverage, perhaps even sticking to the theme by savouring a glass of locally-brewed Nightjar.

Highlights include:

- ~ Visiting an official dark sky discovery site in the Malvern Hills
- ~ Commanding views of the night sky from an ancient hillfort
- ~ Taking a starlit stroll across medieval common lands
- ~ Soaking up the 360-degree panoramas from Garway Hill & Hergest Ridge

For more stargazing inspiration in Herefordshire, go to:  
[https://www.visitherefordshire.co.uk/\\_/stargazing-supper](https://www.visitherefordshire.co.uk/_/stargazing-supper) ✓

📍 Snodhill Castle by Lee Nuttall

#visitherefordshire #herefordshirecountybid #stargazing #starbathing #moonbathing #astrotourism #astronomer #astronomy #stargazersguideherefordshire

**Visit Herefordshire**  
11 February at 20:48 · 🌐

**Michelin Eats in Herefordshire**

Known for our fantastic produce and seasonal cooking, Herefordshire is a superb foodie destination.

If you fancy touring some of our finest places to eat, why not start with the four which feature in the MICHELIN Guide to Great Britain & Ireland 2024.

The Kilpeck Inn  
The Bulls... See more



**Visit Herefordshire**  
29 December 2023 · 🌐

**Looking for a Challenge for 2024?**

We have some ideas for you! There are several ways to explore our beautiful county at the same time as setting yourself a bit of a challenge and giving yourself something to train for in anticipation of your trip.

Walk the entire Herefordshire Trail - A superbly scenic 154-mile loop around the county which can be broken down into 18 manageable day walks. #Herescape

Walk or Cycle the Golden Valley Pilgrim's Way - a delightful way of exploring the Golden Valley sleeping overnight at churches along the way. There are two different walking routes and one for cycling. #Herescape

Run the Car's Back - Throw yourself into the new year by taking the Car's Back Challenge. Can you run up this 2100m high peak in the Black Mountains with its rocky, knife-edge ridge?

Choose one of our Color Circuits - 3 different circular routes around the county to explore some of our very best color producers and get fit at the same time!

Check out our suggested trails on [www.visitherefordshire.co.uk](https://www.visitherefordshire.co.uk). Good Luck!  
#Herescape #Herescape #Herescape #Herescape #Herescape



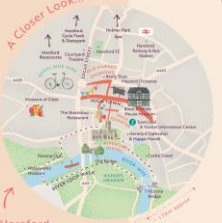


# Visit Herefordshire Map Leaflets

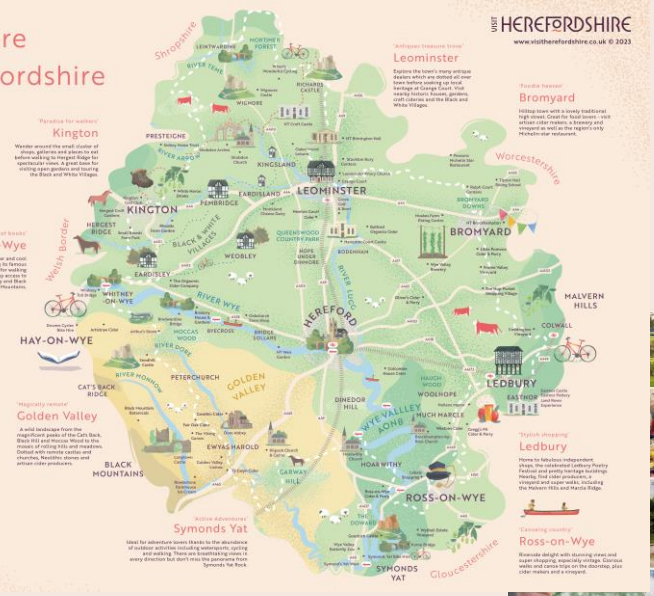
Roam our wild landscapes, mooch around our characterful market towns, eat fabulous food and enjoy amazing experiences.

## Explore Herefordshire

- Key**
- Railway station
  - Coffee launch point
  - Cycle hire
  - Herefordshire Trail
  - Black & White Trail
  - Maritime Trail
  - Shopping area
  - Information Point



**Hereford**  
 Why visit Hereford? It's the only city in the UK with the highest, an award-winning cathedral and the only Palace of the Bishops. It's also the only city in the UK with a cathedral and a palace. It's also the only city in the UK with a cathedral and a palace. It's also the only city in the UK with a cathedral and a palace.



**Visit Herefordshire**  
[www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk) © 2023

**What's On**  
 Herefordshire County BID  
 Herefordshire Council  
 Funded by UK Government  
 LEVELLING UP



**By train**  
 Herefordshire is served by the Great Western Railway, which provides regular services to London, Birmingham, and other major cities.

**By bike**  
 Herefordshire is a great place to cycle. There are many cycle routes, including the Herefordshire Trail and the Black & White Trail.

**By car**  
 Herefordshire is a great place to drive. There are many scenic routes, including the Golden Valley and the Malvern Hills.

**By bus**  
 Herefordshire is served by several bus services, including the Herefordshire County Council bus service.

**ROUTES & ROAD TRIPS**  
 Discover Herefordshire's hidden beauty by road with our best routes for you to visit.

**The Walkers Way**  
 This popular 60-mile route through the Herefordshire countryside is perfect for walkers and cyclists.

**Cider Circuits**  
 Discover the best cider in Herefordshire by visiting the best cider mills and orchards.

**Malvern Hills**  
 Discover the Malvern Hills, a beautiful area of natural beauty with many scenic views.

**Black & White Trail**  
 Discover the Black & White Trail, a scenic route through the Herefordshire countryside.

**Insider's Guide**  
 Discover the best of Herefordshire with our Insider's Guide, featuring the best food, drink, and activities.

**For wild and pet friendly**  
 Discover the best places to visit with your dog or cat in Herefordshire.

**For woodland walks**  
 Discover the best woodland walks in Herefordshire, including the Malvern Hills and the Golden Valley.

**For apple blossom**  
 Discover the best places to see apple blossom in Herefordshire, including the Golden Valley and the Malvern Hills.

**For adrenaline adventures**  
 Discover the best adrenaline adventures in Herefordshire, including the Malvern Hills and the Golden Valley.

**For gorgeous gardens**  
 Discover the best gardens in Herefordshire, including the Malvern Hills and the Golden Valley.

**For outdoor bikes**  
 Discover the best places to hire outdoor bikes in Herefordshire, including the Malvern Hills and the Golden Valley.

**ON THE RIVER**  
 Discover the best places to visit on the River Wye in Herefordshire, including the Malvern Hills and the Golden Valley.

**For exploring castles**  
 Discover the best castles in Herefordshire, including the Malvern Hills and the Golden Valley.

**WALK FOR MILES**  
 Like to your heart's content!  
 Discover the best places to walk in Herefordshire, including the Malvern Hills and the Golden Valley.

**The Herefordshire Trail**  
 Discover the Herefordshire Trail, a scenic route through the Herefordshire countryside.

**STUNNING STAYS**  
 Discover the best places to stay in Herefordshire, including the Malvern Hills and the Golden Valley.

**FOOD & DRINK**  
 Discover the best food and drink in Herefordshire, including the Malvern Hills and the Golden Valley.

**For adrenaline adventures**  
 Discover the best adrenaline adventures in Herefordshire, including the Malvern Hills and the Golden Valley.

**For gorgeous gardens**  
 Discover the best gardens in Herefordshire, including the Malvern Hills and the Golden Valley.

**For outdoor bikes**  
 Discover the best places to hire outdoor bikes in Herefordshire, including the Malvern Hills and the Golden Valley.

**Welcome to Herefordshire**  
 Roam our wild landscapes, mooch around our characterful market towns, eat fabulous food and enjoy amazing experiences.

## 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





FILM

OFFICE

HEREFORDSHIRE





360-degree views, wild ponies and open spaces on Hergest Ridge



Croft Castle featured in Channel 4's *National Trust: My Historic Home*



ITV's *Midwinter of the Spirit* was filmed in Hereford City

## Introducing Herefordshire

We are committed to making Herefordshire a compelling choice for TV and film production companies.

The county offers jaw-dropping landscapes and the wild River Wye as well as evocative architecture, charming market towns and lost castles.

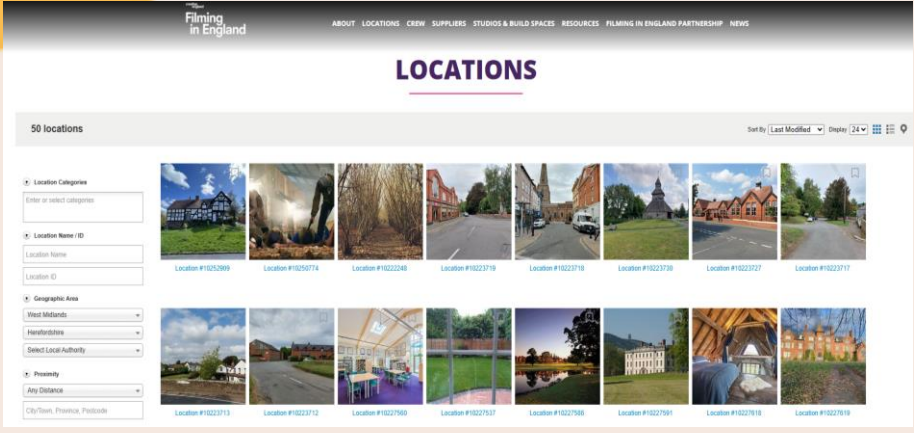
It's much closer than you might think, a short drive from Cardiff, Birmingham and Bristol. We also have professional crew on hand locally too so everything is at your fingertips.

Herefordshire has been selected as a location for recent productions including *Sex Education*, *Succession* and *Dr Who*, whilst past experience includes *Harry Potter and the Deathly Hallows – Part 1*, *Midwinter of the Spirit* (ITV) and *The Regency House* (Channel 4)

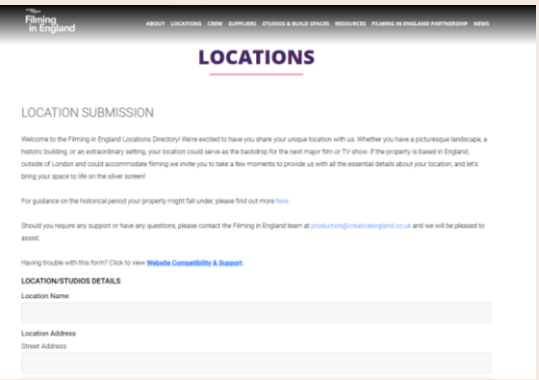
**FILM  
OFFICE**  
HEREFORDSHIRE

**FILM  
OFFICE**  
HEREFORDSHIRE

<https://www.herefordshirecountybid.co.uk/herefordshire-film-office/>



<https://www.herefordshirecountybid.co.uk/herefordshire-film-office/>



The Sex Education House in the Wye Valley

### Showcase Your Location

Be the star of the show! Register as a filming location and your venue will be promoted to location scouts.

It's a booming industry with opportunities for all types of location, from period properties and amazing open spaces to country churches and historic market towns.

It's free to register on our partners Creative England filming portal. We recommend you provide as much information as possible when filling in the forms and be sure to supply sharp images which show off the key features of your location. A small detail can make all the difference.

Images need to be in landscape format and shot in good, natural light. Extra information such as parking and access are also very helpful.

Your aim is to make it as easy as possible for your location to stand out from the crowd.

[Register as a filming location](#)



Eastnor Castle stars in Succession

### Find A Location In Herefordshire

We're pleased to be working with the team at [Creative England](#) who can help you find the ideal location in Herefordshire.

Our small city, Hereford, sits at the heart of the county and is closer than you think, only 56 miles north of Cardiff, 58 miles west of Birmingham and 70 miles north of Bristol.

#### What will you find in Herefordshire:

- Ancient woods, hills and wide open spaces
- Wye Valley & Malvern Hills National Landscapes
- Period properties from Georgian mansions to Tudor cottages
- Charming market towns & rural Black and White villages
- Contemporary homes & cabins
- An iconic Cathedral, historic churches & age-old castles
- A wide range of restaurants and even an American diner
- Working farms

[Explore Herefordshire locations](#)

### Free Support For Filmmakers

Herefordshire County BID is here to help. We're keen to encourage film crews to the county and will happily share our knowledge and contacts.

Let us know your accommodation, catering or transport needs, and we will help with the heavy-lifting.

Get in touch with us



Coppett Hill features in *Harry Potter and the Deathly Hallows – Part 1*



The OK Diner served as a film location for the 2024 series of *Dr Who*

### Secure Permissions & Licences

Speak to the Film team at Herefordshire Council to ensure all your paperwork and permissions are correct.

They will provide advice and consider all filming requests on a case by case basis.

The Council can provide a general licence to film on the highway or on Council land, provided they have been notified using the [filming in Herefordshire online form](#).

Please note that as a condition of this licence you must:

- Hold public liability insurance to a value of £5 million
- Not impede traffic, livestock or pedestrian flow on the highway
- Location specific risk assessment/s
- This confers no rights or permissions to film people or their property.



If you intend to film with drones, please also [view the filming with drones](#) info page.





## Film Locations in Herefordshire

Visit star locations in our county

- > Tour iconic locations from films and TV
- > From the lush Wye Valley to our historic city

See Herefordshire in a different light by visiting filming locations of your favourite movies and TV shows. The county has played a star role in everything from Harry Potter to cult favourite Sex Education.



### Coppett Hill

Coppett Hill near Goodrich Castle and the buzzy market town of Ross-on-Wye features in *Harry Potter and the Deathly Hallows - Part 1*



### Wye Valley

This iconic red house situated high in the Symonds Yat hills featured in all four seasons of *Sex Education*



### Eastnor Castle

Winner of the Golden Globe Awards for Best TV series, *Succession*, filmed scenes all over the Eastnor Estate.



### The OK Diner

The retro OK Diner in Leominster served as a film location for the 2024 series of *Dr Who*.



### Hereford City Centre

Acclaimed crime drama *Midsomer of the Spirit* was filmed in Hereford City and is based on one of the Merrily Walkers novels by local author Phil Rickman.



### Croft Castle

Croft Castle featured in Channel 4's *National Trust My Historic Home*

### Looking for a film location?

Look no further! We are keen to work with TV and film production companies to showcase everything our county has to offer, from jaw-dropping landscapes and the wild River Wye to evocative architecture, charming market towns and lost castles.

Herefordshire is much closer than you might think, a short drive from Cardiff, Birmingham and Bristol. We also have professional crew on hand locally too so everything is at your fingertips.

Herefordshire County BID can help you find a suitable location and offer free advice on everything from accommodation to transport. We'll also point you in the right direction for securing permissions and licenses.

[Find out more](#)



Hergest Ridge

Visit Herefordshire is brought to you by

Herefordshire County BID

We are proud to showcase our delightful, green county and support its continued development.

Our Golden Apple partners support Visit Herefordshire by paying a membership fee. [Click here](#) to learn about our membership.



See & Do >

Stay >

Information >

Blog >

Eat & Drink >

Trip Ideas >

Contact Us >



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[Accessibility](#)

[List your business](#)

[List your event](#)

[Herefordshire Media Library](#)

[Film Locations](#)

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Herefordshire County BID

funded by UK Government

LEVELLING UP

Herefordshire County Council

VisitEngland

Website designed and built by Orphans





# Employee / Employer Discount Card



Currently 19 Offers and more in development

Herefordshire County BID

Home | About Us | Our Work | News & Events | Contact Us

Home / Employee Discount Scheme

### Employee Discount Scheme

Herefordshire County BID is delighted to have secured a number of discounts and offers for its MEMBERS Large Payees and their employees. If you are an £10,000 turnover or more you would then submit an offer: [submit an offer here](#)

**SEE L** Promoting Learning Hub

Other FREE online learning platforms for Your business and their employees.

The innovative learning hubs, offer all employees that work in the Your Business, free unlimited access for up to 100 free members on any given time. The learning solutions offer topics that support local employers to learn new skills, improve their employees performance and ultimately drive productivity in Herefordshire County more successful.

Employees can choose from a range of subjects including: Maths and English for Management, Customer Services and Sales and through to research that offer digital management. With such a wide range of skills increasing businesses in the county this is a great way for us to address learning needs of all our members. To complete a course, the employees can download a certificate from the learning hub and add it to their CV, helping them stand out from the rest of the general workforce.

Herefordshire County BID's mission is to ensure all our members the workers, sharing local employment between us a business, increasing welfare from their home, offering any member with an unlimited connection.

Telephone: 01942 642139  
Email: [info@herefordshirebid.co.uk](mailto:info@herefordshirebid.co.uk)

**Teas & Coffee**  
The local community businesses will be allowed to offer up to 10% off all products for the members of BID. Offering the workers to have a great time when they are having around the Herefordshire County BID in the UK. [Click on the link to find out more information](#)

**Cost Savings with The Pump Support Network**

Other FREE cost saving advice and guidance among your business is making the best deals from your suppliers.

Business cost saving agents have been selected by Herefordshire County BID to help reduce costs for local businesses. They have been approved by the BID to deliver a programme aimed at reducing business operating costs through the use of a long term contract. The programme offers advice regarding energy and insurance, helping businesses to achieve their objectives and reduce a variety of operating costs. Following the programme support for BID's members to provide to businesses throughout the county, the programme provides additional comprehensive guidance regarding a number of topics including energy efficiency, sustainability and cost saving strategies. As a result of the job done, local business owners will have support to come saving money a substantial time.

Telephone: 01942 642139  
Email: [info@herefordshirebid.co.uk](mailto:info@herefordshirebid.co.uk)

**Teas & Coffee**  
[See our cost saving page for more info](#)

**adsmart** from sky

**ADSMART**

Other FREE discount for all Herefordshire County BID Large Payees all their staff. AdSmart from Sky advertising campaign.

Thought of advertising and what your offer? Think again. AdSmart is a brand that has been working on its lead making the most of your offer of advertising content and affordable for other any business. AdSmart allow you to receive millions of Sky and Sky TV channels, spending your ad budget and reach your target audience. You can see why thought Herefordshire County BID in a great country, you can enjoy your offer in 1000000.

[View Herefordshire & Worcestershire AdSmart ads](#) [Click on the content here](#)

**AVENSURE**

**AVENSURE**

Other FREE access to HR and Health & Safety advice for Large Payees

Other FREE access to HR and Health & Safety advice for Large Payees

Address: [2, Ashby Street, 10, Queen Street, Hereford, HR1 2JH](#)

Tel: 01942 642139

Email: [info@avensure.co.uk](mailto:info@avensure.co.uk)

**Teas & Coffee**  
The local community businesses will be allowed to offer up to 10% off all products for the members of BID. Offering the workers to have a great time when they are having around the Herefordshire County BID in the UK. [Click on the link to find out more information](#)

**BLACK MOUNTAIN**

Other FREE consultancy

Black Mountain are a Design, Print & Embroidery company based in Here, who offer support to businesses to reduce their costs through various services. The company was founded in 2007 to provide solutions to our C2B/B2C client company and has since expanded to work with more companies across the UK. As a Herefordshire based company, we are keen to help local businesses that we can provide an outstanding level of customer service. With all our services being fulfilled in-house, we can ensure a quick turn around and meet important, excellent quality partners.

Address: [Unit C, Ashby Industrial Estate, River Court, Hereford, Hereford, HR1 2JH](#)

Telephone: 01942 642139

Email: [info@blackmountain.co.uk](mailto:info@blackmountain.co.uk)

**Teas & Coffee**

- £1.00
- £1.20
- £1.50

**DESIGN IN THE SHIRES**

Other FREE discount on all of their services, including website design, graphic design, typography, online marketing.

Design in the Shires offers a family friendly solution to your web design, marketing and graphic design needs. We are based in Here and are passionate about creating you with your vision and all offers. Design in the Shires is an award winning website design, graphic design & marketing agency in Hereford, Worcestershire.

Address: [10, Queen Street, Hereford, Hereford, HR1 2JH](#)

Telephone: 01942 642139

Email: [info@designintheshires.co.uk](mailto:info@designintheshires.co.uk)

**Teas & Coffee**

- £1.00
- £1.20
- £1.50

**Teas & Coffee**  
Other FREE access to HR and Health & Safety advice for Large Payees all their staff. AdSmart from Sky advertising campaign.

**halo**

**HALO**

Other FREE access to HR and Health & Safety advice for Large Payees

Other FREE access to HR and Health & Safety advice for Large Payees

Address: [10, Queen Street, Hereford, Hereford, HR1 2JH](#)

Telephone: 01942 642139

Email: [info@halo.co.uk](mailto:info@halo.co.uk)

**Teas & Coffee**  
The local community businesses will be allowed to offer up to 10% off all products for the members of BID. Offering the workers to have a great time when they are having around the Herefordshire County BID in the UK. [Click on the link to find out more information](#)

**PENINSULA**

Other FREE access to HR and Health & Safety advice for Large Payees

Other FREE access to HR and Health & Safety advice for Large Payees

Address: [10, Queen Street, Hereford, Hereford, HR1 2JH](#)

Telephone: 01942 642139

Email: [info@peninsula.co.uk](mailto:info@peninsula.co.uk)

**Teas & Coffee**

- £1.00
- £1.20
- £1.50

**POOVALIST**

Other FREE access to HR and Health & Safety advice for Large Payees

Other FREE access to HR and Health & Safety advice for Large Payees

Address: [10, Queen Street, Hereford, Hereford, HR1 2JH](#)

Telephone: 01942 642139

Email: [info@poovalist.co.uk](mailto:info@poovalist.co.uk)

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**SIDNEY NICHOLAI TRUST**

**SIDNEY NICHOLAI TRUST**

Other FREE access to HR and Health & Safety advice for Large Payees

Other FREE access to HR and Health & Safety advice for Large Payees

Address: [10, Queen Street, Hereford, Hereford, HR1 2JH](#)

Telephone: 01942 642139

Email: [info@sidney-nicholai-trust.co.uk](mailto:info@sidney-nicholai-trust.co.uk)

**Teas & Coffee**  
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**snop 34/7 fitness**

Other FREE access to HR and Health & Safety advice for Large Payees

Other FREE access to HR and Health & Safety advice for Large Payees

Address: [10, Queen Street, Hereford, Hereford, HR1 2JH](#)

Telephone: 01942 642139

Email: [info@snop347fitness.co.uk](mailto:info@snop347fitness.co.uk)

**Teas & Coffee**  
The local community businesses will be allowed to offer up to 10% off all products for the members of BID. Offering the workers to have a great time when they are having around the Herefordshire County BID in the UK. [Click on the link to find out more information](#)

**Utility Helpline**

Other FREE access to HR and Health & Safety advice for Large Payees

Other FREE access to HR and Health & Safety advice for Large Payees

Address: [10, Queen Street, Hereford, Hereford, HR1 2JH](#)

Telephone: 01942 642139

Email: [info@utilityhelpline.co.uk](mailto:info@utilityhelpline.co.uk)

**Teas & Coffee**  
The local community businesses will be allowed to offer up to 10% off all products for the members of BID. Offering the workers to have a great time when they are having around the Herefordshire County BID in the UK. [Click on the link to find out more information](#)

**WILD EDIC MEDIA**

Other FREE access to HR and Health & Safety advice for Large Payees

Other FREE access to HR and Health & Safety advice for Large Payees

Address: [10, Queen Street, Hereford, Hereford, HR1 2JH](#)

Telephone: 01942 642139

Email: [info@wildedicmedia.co.uk](mailto:info@wildedicmedia.co.uk)

**Teas & Coffee**  
The local community businesses will be allowed to offer up to 10% off all products for the members of BID. Offering the workers to have a great time when they are having around the Herefordshire County BID in the UK. [Click on the link to find out more information](#)

<https://www.herefordshirecountybid.co.uk/employee-discount-scheme/>

Proud supporters of

VISIT HEREFORDSHIRE

brought to you by  Herefordshire  
County BID

## Visit Herefordshire Ambassador



Proud supporters of

VISIT HEREFORDSHIRE

brought to you by } Herefordshire  
County BID

### Purpose of HCBID Ambassador Programme is:

- To promote HCBID / Visit Herefordshire to support the delivery of the companies aims and objectives.
- To Build a supportive network of businesses, partner organisations and influencers to increase brand visibility
- Ensure active engagement with key stakeholders and businesses spreading the message far and wide.
- Promoting and supporting the delivery of HCBID/ Visit Herefordshire projects

<https://www.herefordshirecountybid.co.uk/ambassador-programme/>





Why enter the Visit Herefordshire Tourism Awards:

- Stand out from the crowd?
- Raise your profile with the media?
- Reward your team and boost morale?
- Attract the best staff?
- Receive business feedback?
- Raise the quality of your business
- Go forward to the VisitEngland Awards
- Celebrate all that is wonderful about your business?

<https://www.herefordshirecountybid.co.uk/visit-herefordshire-tourism-awards/>





#### Categories:

- Accessible and Inclusive Tourism Award
- B&B and Guest House of the Year
- Business Events Venue of the Year
- Camping, Glamping and Holiday Park of the Year
- Visitor Attraction of the Year
- Ethical, Responsible and Sustainable Tourism Award
- Experience of the Year
- International Tourism Award
- Large Hotel of the Year
- Small Hotel of the Year
- New Tourism Business of the Year
- Pub of the year
- Self Catering Accommodation of the Year
- Taste of England
- Unsung Hero Award

<https://www.herefordshirecountybid.co.uk/visit-herefordshire-tourism-awards/>



### Key Dates:

- Application Stage – 1 May – 31 July 2024
- Round 1 Judging – 1 August – 31 August 2024
- Round 2 Judging – 1 September – 31 October 2024
- Finalists Announced – November 2024
- Visit Herefordshire Tourism Awards Evening – 21 February 2025

<https://www.herefordshirecountybid.co.uk/visit-herefordshire-tourism-awards/>

# Summer of Fun Festival





## Volunteer Membership

**Raise your business profile and visibility, benefit from PR, promotional campaigns and feature on Herefordshire marketing and social media platforms**

The Herefordshire County BID is funded and led by Levy paying Herefordshire tourism businesses formed to support the economic development of Herefordshire's tourism sector. Visit Herefordshire is our visitor facing brand. You too can be part of the plan by engaging, and taking advantage of the momentum through joining forces with us to make Herefordshire even greater!

The Herefordshire County Destination BID/ Visit Herefordshire is offering all tourism providers in Herefordshire a chance to join us to be part of a much bigger visitor economy picture.

**SO, HERE'S YOUR CHANCE...**

**Become a member of Herefordshire County Destination BID**

<https://www.herefordshirecountybid.co.uk/voluntary-membership/>





David Wright

Herefordshire County Council

Head of Economy & Regeneration





# Funding for Tourism

David Wright - Head of Economy & Regeneration



# Funding for Tourism



Funded by  
UK Government

POWERED BY  
**LEVELLING  
UP**

UK Shared Prosperity Fund (UKSPF) & Rural England Prosperity Fund (REPF)  
supporting local communities & businesses 2022 - 2025

- Rural Tourism grants (REPF)
- Rural Enterprise Fund grants (REPF)
- Cultural Development grants (UKSPF)
- Community Infrastructure grants (REPF)





## Overview

Projects which help the development of local tourism, green tourism & rural leisure sector

- Development & improvement of rural venues
- Improvement of visitor attractions
- Development of tourism trails & experiences
- Improvement of visitor accommodation (excluding maintenance works)
- Development or improvement of camping/ glamping sites
- Improving the Herefordshire visitor experience
- Improving disability access to tourism attractions or accommodation, in order to improve inclusive tourism



## Key features of funding

- Capital grants for businesses
- Up to 75% of the total eligible project costs
- Grants of between £10,000 - £24,999
- Rural areas, including Market Towns, (excluding Hereford City & Colwall)
- Demonstrate value for money, added value & consider impact on the natural environment.

## Application Process

- Complete the Expression of Interest form ASAP (online form)
- Receive invitation to apply
- Submit full application by Sunday 12 May 2024 (midnight)
- Any queries or support, contact Herefordshire Growth Hub
- Contacts: [business@herefordshire.gov.uk](mailto:business@herefordshire.gov.uk) – (01432) 383343





To support new & existing businesses to develop new products & facilities that will be of wider benefit to the local economy. Includes agricultural diversification to creation of leisure/ tourism businesses, which add value to the visitor experience.

## Key features of funding

- Capital grants for businesses
- Up to 50% of the total eligible project costs
- Grants of between £5,000 - £50,000, (Maximum of £10,000 for new/ start-up businesses)
- Rural areas, including Market Towns, (excluding Hereford City & Colwall)

## Application Process

- Complete the Expression of Interest form ASAP (online form)
- Receive invitation to apply
- Submit full application by Sunday 5 May 2024 (midnight)
- Contacts: Business Grants Team: [ref@herefordshire.gov.uk](mailto:ref@herefordshire.gov.uk) – (01432) 260787 or (01432) 260662





To help existing local cultural, historic & heritage institutions to strengthen their operation, enhance their visitor offer & put on more programming specifically linked to their sites or assets.

## Key features of funding

- Revenue grants for organisations registered in Herefordshire with legal status, (includes businesses & community groups)
- Should deliver increased visitor numbers, increased number of programmes, improved perception of facilities & amenities
- Up to 100% of the total eligible project costs
- Grants of between £1,000 - £9,000

## Application Process

- Not currently open for applications, but reopens in Summer 2024, (look out for updates)
- Any queries, email Sarah Lee, Culture Lead at [sarah.lee@herefordshire.gov.uk](mailto:sarah.lee@herefordshire.gov.uk)





To fund the development of community assets, such as buildings or equipment, to enable local voluntary groups to make better or more use of facilities, improve accessibility, or provide equipment to enable more or different activities. Could include energy efficiency improvements, building fabric upgrades, EV charging, new or enhanced green spaces which deliver tangible improvements to local communities where people live, study & work.

## Key features of funding

- Capital grants for community groups
- Up to 80% of the total eligible project costs
- Grants of between £10,000 - £24,999
- Rural areas, including Market Towns, (excluding Hereford City & Colwall)



## Application Process

- Complete the Expression of Interest form ASAP (online form) by Monday 3 June 2024 (9 am)
- Receive invitation to apply
- Submit full application by Monday 1 July 2024 (9 am)
- Any queries, including advice & support [ukspfcommunitygrants@herefordshire.gov.uk](mailto:ukspfcommunitygrants@herefordshire.gov.uk)

# Support for Businesses & Grant Applicants



First point of contact – Herefordshire Growth Hub

Further support & advice – Herefordshire County BID

- Rural Tourism grants - [business@herefordshire.gov.uk](mailto:business@herefordshire.gov.uk)
- Rural Enterprise Fund grants - [business@herefordshire.gov.uk](mailto:business@herefordshire.gov.uk)
- Cultural Development grants - Sarah Lee, Culture Lead at [sarah.lee@herefordshire.gov.uk](mailto:sarah.lee@herefordshire.gov.uk)
- Community Infrastructure grants (REPF) - [ukspfcommunitygrants@herefordshire.gov.uk](mailto:ukspfcommunitygrants@herefordshire.gov.uk)

Sign up for Business Matters Newsletter & updates - [business@herefordshire.gov.uk](mailto:business@herefordshire.gov.uk)





Place Informatics

Clive Hall

Place Informatics

CEO



# Herefordshire County BID

## **Footfall and Visitor Overview**

All data is anonymised, aggregated and GDPR compliant

Clive Hall

CEO

[clive@placeinformatics.com](mailto:clive@placeinformatics.com)

07726 355277

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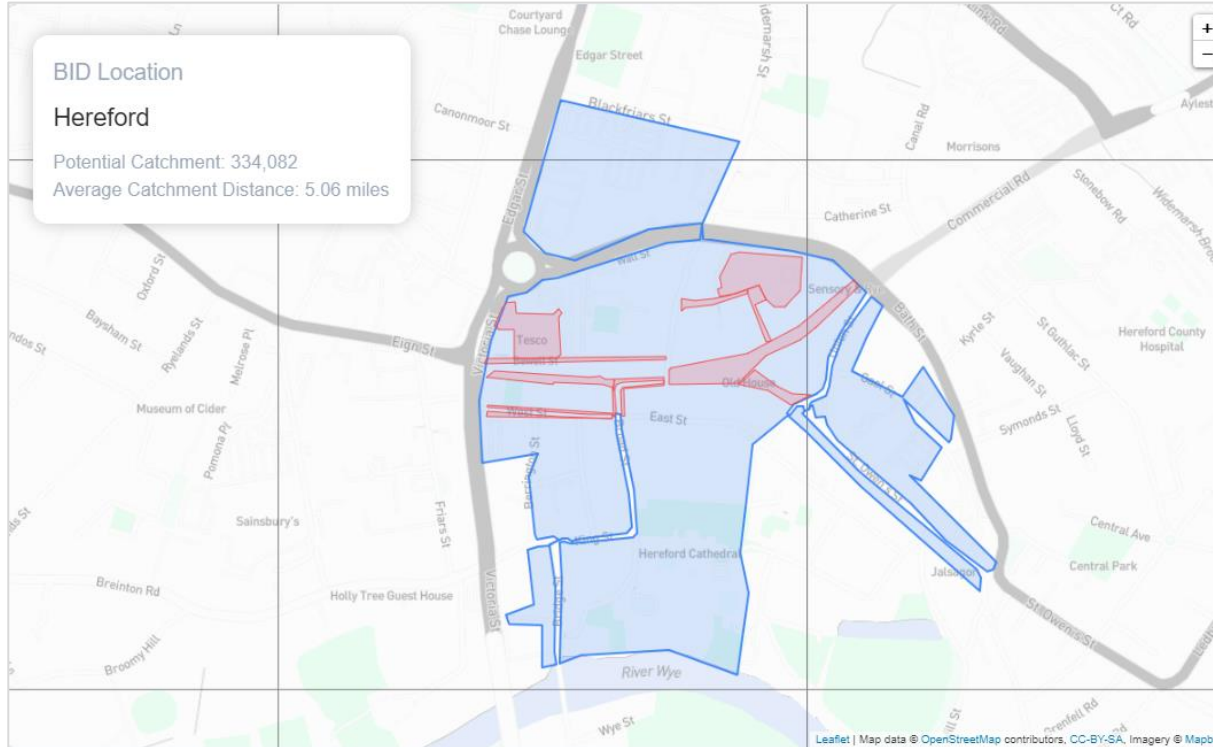
[Placeinformatics.com](https://Placeinformatics.com)



# Herefordshire Visitor and Footfall Overview

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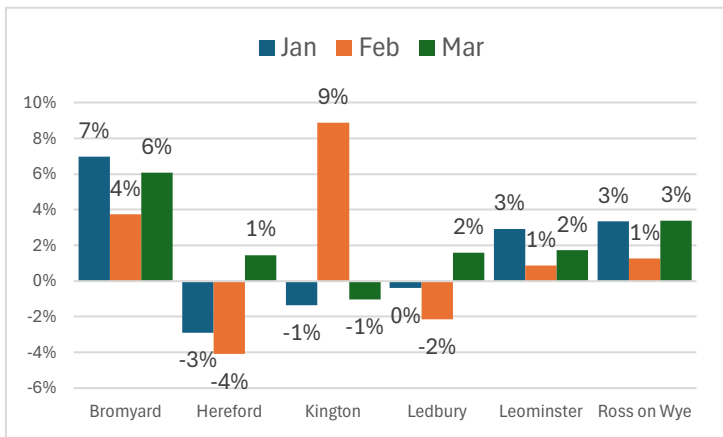
## Methodology



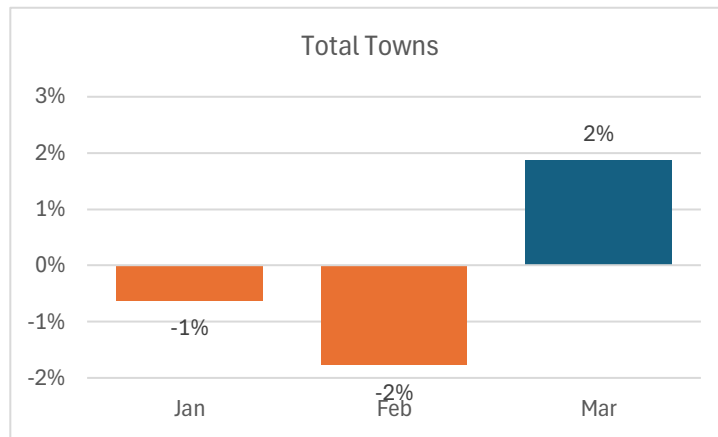
# Herefordshire Visitor and Footfall Overview

All data is anonymised, aggregated and GDPR compliant

## Visitors 2024 vs 2023



Town	Jan	Feb	Mar
Bromyard	7%	4%	6%
Hereford	-3%	-4%	1%
Kington	-1%	9%	-1%
Ledbury	0%	-2%	2%
Leominster	3%	1%	2%
Ross on Wye	3%	1%	3%



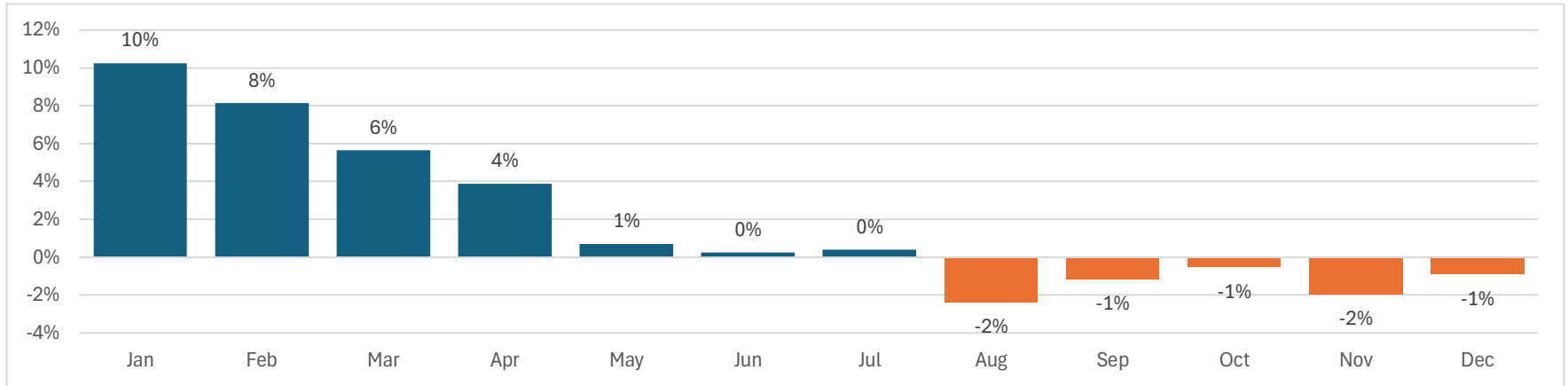
Total Towns	Jan	Feb	Mar
Total Towns	-1%	-2%	2%

# Herefordshire Visitor and Footfall Overview

All data is anonymised, aggregated and GDPR compliant

## Total Towns Visitors 2023 vs 2022

Powered by:  Place Informatics

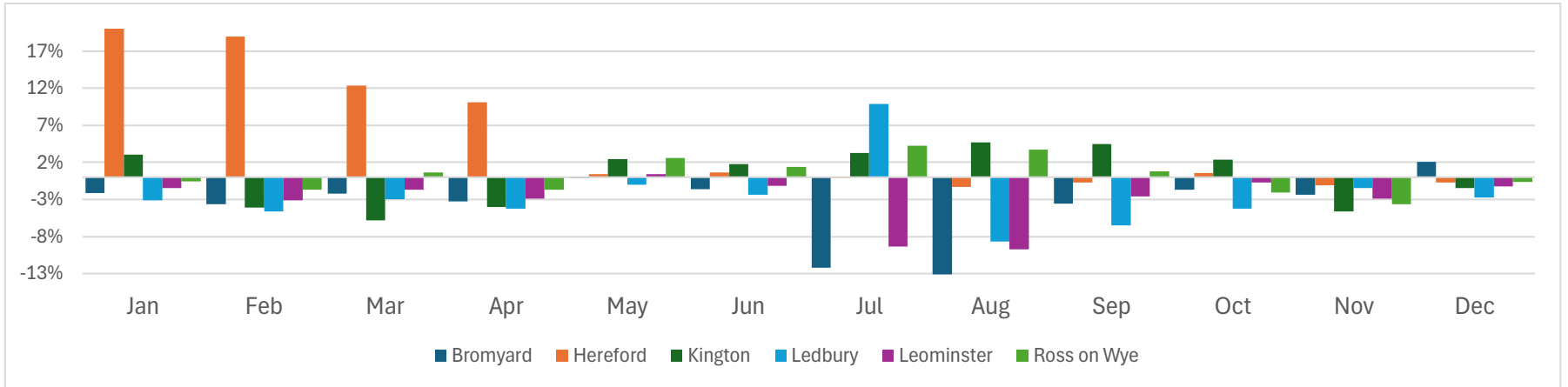


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Towns	10%	8%	6%	4%	1%	0%	0%	-2%	-1%	-1%	-2%	-1%

# Herefordshire Visitor and Footfall Overview

All data is anonymised, aggregated and GDPR compliant

## Visitors 2023 vs 2022

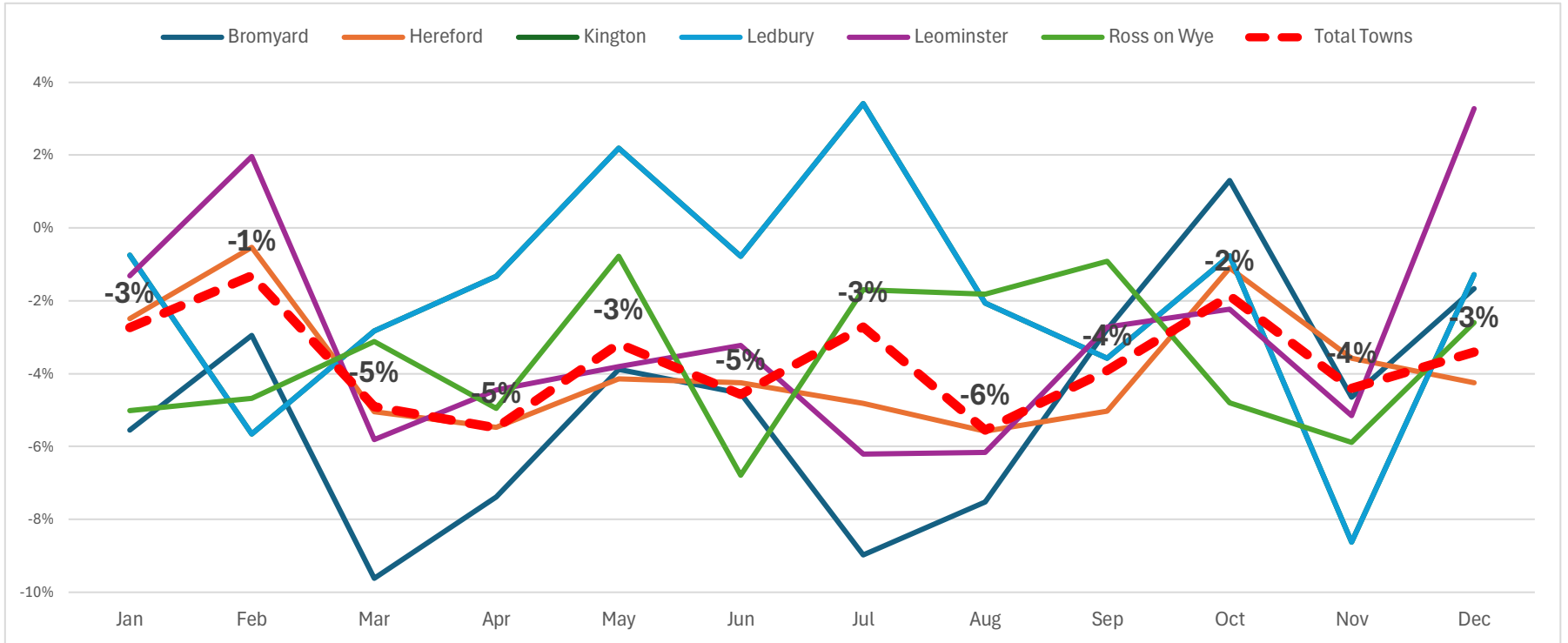


Town	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Bromyard	-2%	-4%	-2%	-3%	0%	-2%	-12%	-13%	-4%	-2%	-2%	2%
Hereford	21%	19%	12%	10%	0%	1%	0%	-1%	-1%	1%	-1%	-1%
Kington	3%	-4%	-6%	-4%	2%	2%	3%	5%	4%	2%	-5%	-1%
Ledbury	-3%	-5%	-3%	-4%	-1%	-2%	10%	-9%	-6%	-4%	-1%	-3%
Leominster	-1%	-3%	-2%	-3%	0%	-1%	-9%	-10%	-3%	-1%	-3%	-1%
Ross on Wye	-1%	-2%	1%	-2%	3%	1%	4%	4%	1%	-2%	-4%	-1%

# Herefordshire Visitor and Footfall Overview

All data is anonymised, aggregated and GDPR compliant

## Visitor Days 2023 vs Pre Covid





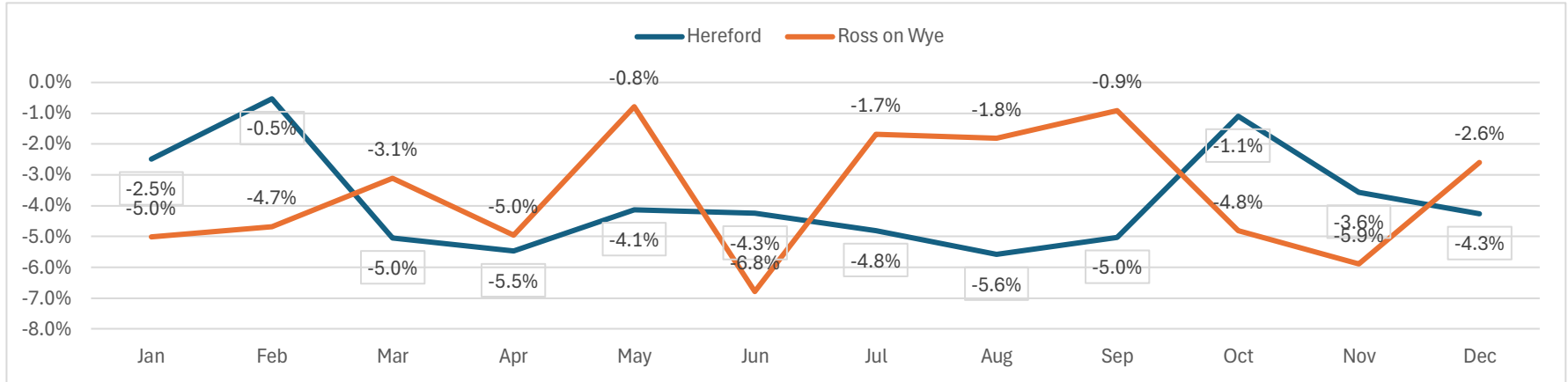
# Herefordshire Visitor and Footfall Overview



All data is anonymised, aggregated and GDPR compliant

## Visitor Days 2023 vs Pre Covid: Hereford and Ross on Wye

Powered by: Place Informatics

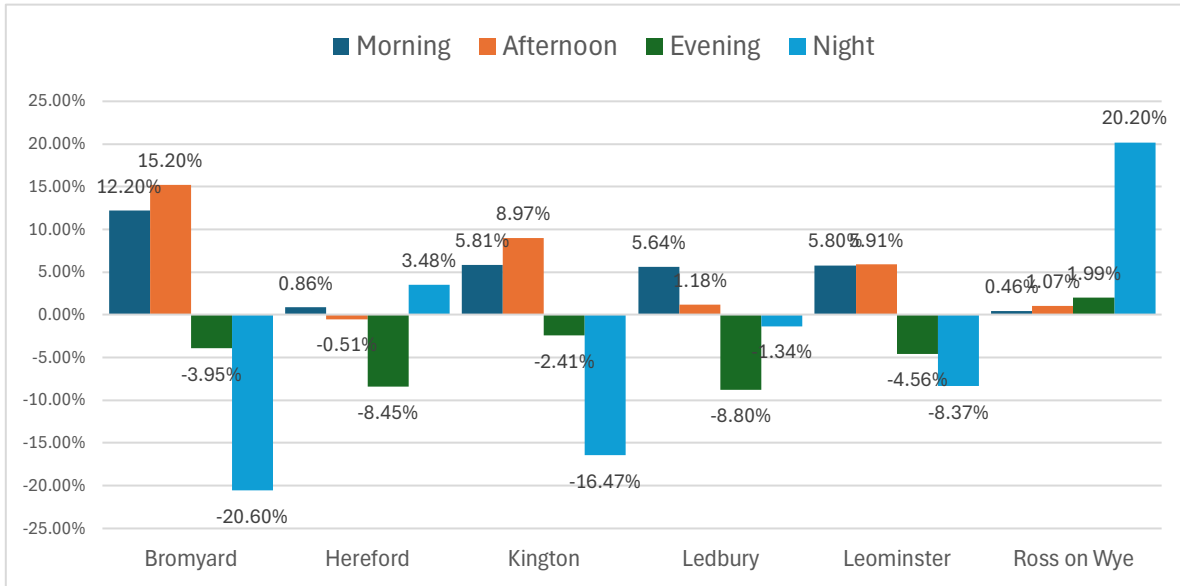


Town	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Hereford	-2.5%	-0.5%	-5.0%	-5.5%	-4.1%	-4.3%	-4.8%	-5.6%	-5.0%	-1.1%	-3.6%	-4.3%
Ross on Wye	-5.0%	-4.7%	-3.1%	-5.0%	-0.8%	-6.8%	-1.7%	-1.8%	-0.9%	-4.8%	-5.9%	-2.6%

# Herefordshire Visitor and Footfall Overview

All data is anonymised, aggregated and GDPR compliant

## Time of Day



Town	Morning	Afternoon	Evening	Night
Bromyard	12.20%	15.20%	-3.95%	-20.60%
Hereford	0.86%	-0.51%	-8.45%	3.48%
Kington	5.81%	8.97%	-2.41%	-16.47%
Ledbury	5.64%	1.18%	-8.80%	-1.34%
Leominster	5.80%	5.91%	-4.56%	-8.37%
Ross on Wye	0.46%	1.07%	1.99%	20.20%

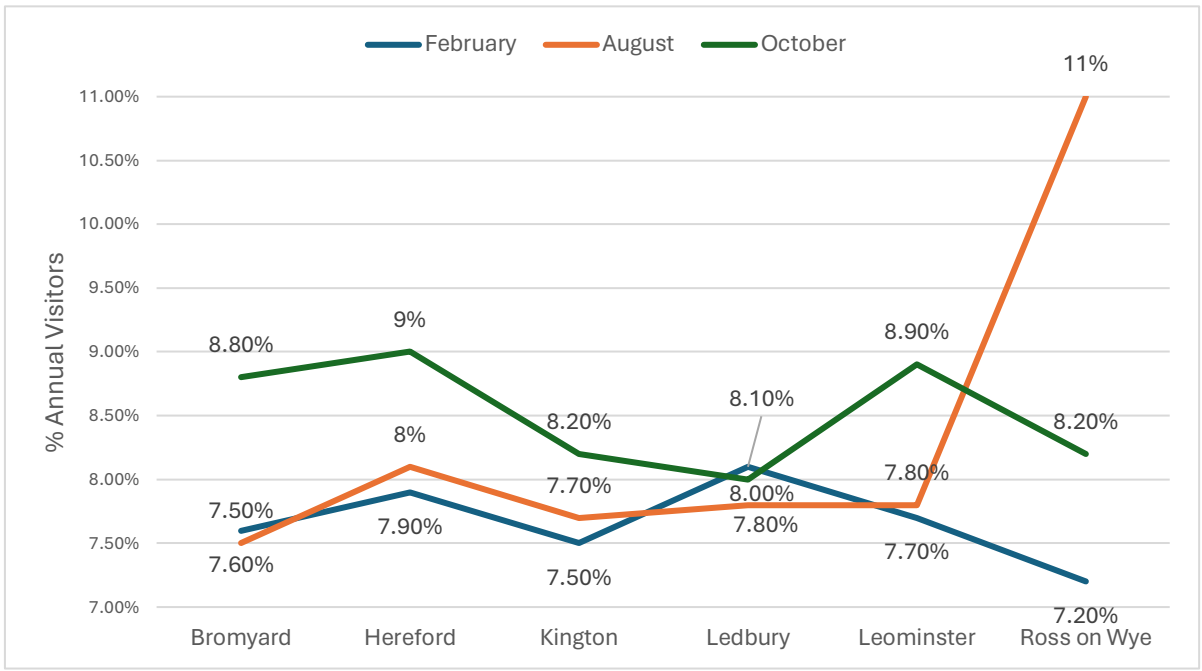
# Herefordshire Visitor and Footfall Overview



All data is anonymised, aggregated and GDPR compliant

## Visitors by School Holiday: % Annual Visitors

Powered by: Place Informatics



Town	February	August	October
Bromyard	7.60%	7.50%	8.80%
Hereford	7.90%	8%	9%
Kington	7.50%	7.70%	8.20%
Ledbury	8.10%	7.80%	8.00%
Leominster	7.70%	7.80%	8.90%
Ross on Wye	7.20%	11%	8.20%

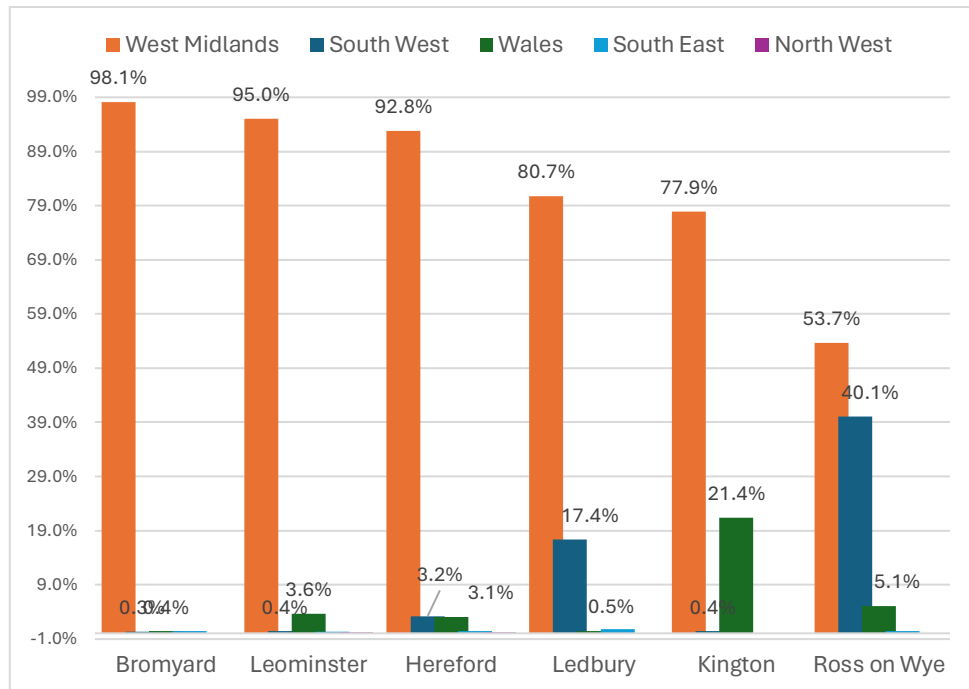
# Herefordshire Visitor and Footfall Overview



All data is anonymised, aggregated and GDPR compliant

## Visitors by Region

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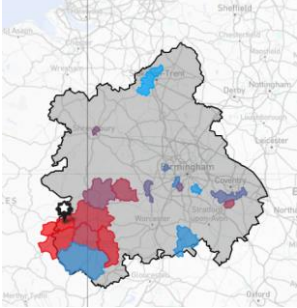
Town	West Midlands	South West	Wales	South East	North West
Bromyard	98.1%	0.3%	0.4%	0.5%	0.1%
Leominster	95.0%	0.4%	3.6%	0.3%	0.2%
Hereford	92.8%	3.2%	3.1%	0.5%	0.2%
Ledbury	80.7%	17.4%	0.5%	0.8%	0.1%
Kington	77.9%	0.4%	21.4%	0.0%	0.0%
Ross on Wye	53.7%	40.1%	5.1%	0.4%	0.1%

# Herefordshire Visitor and Footfall Overview

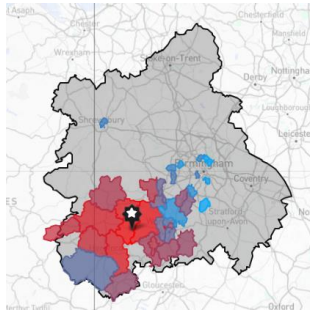
All data is anonymised, aggregated and GDPR compliant

## Visitors from West Midlands, total % of visitors to the town centre

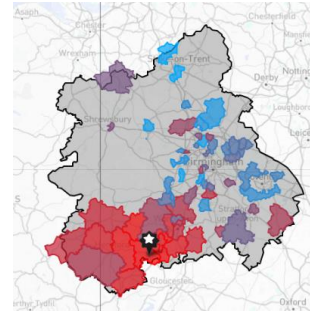
Kington 77.9%



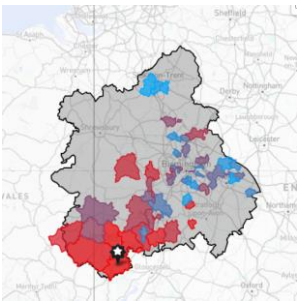
Bromyard 98.1%



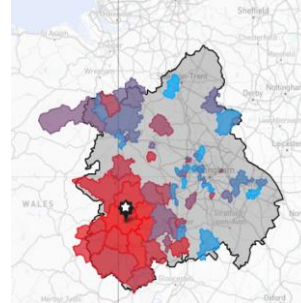
Ledbury 80.7%



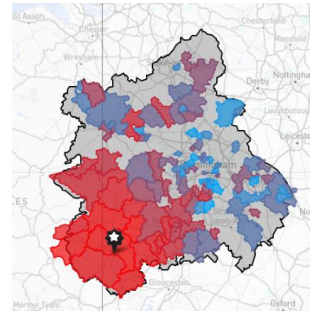
Ross-on-Wye 53.7%



Leominster 95%



Hereford 92.8%





# Herefordshire Visitor and Footfall Overview

Herefordshire  
County BID

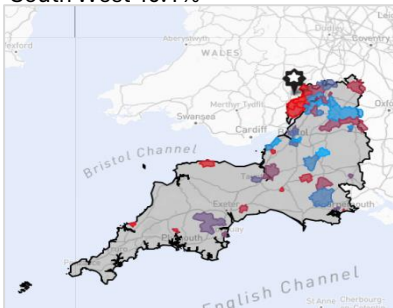
All data is anonymised, aggregated and GDPR compliant

## Ross-on-Wye Visitor Origins vs Bourton on the Water

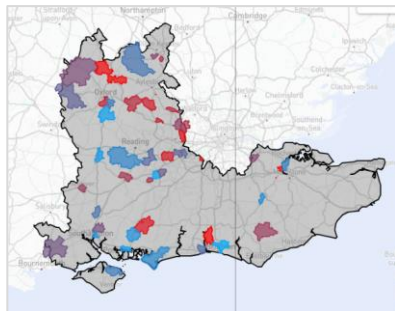
Powered by:  Place Informatics

### Ross-on-Wye

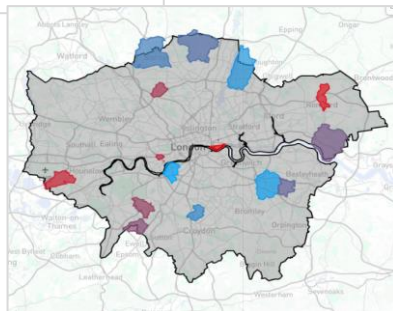
South West 40.1%



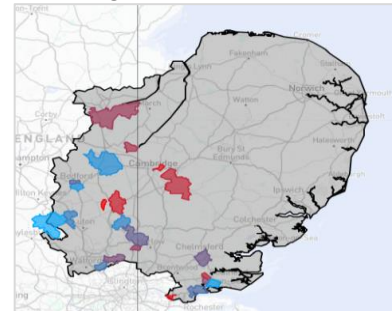
South East 0.4%



London 0.1%

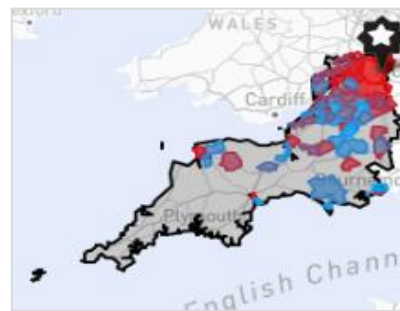


East Anglia 0.2%

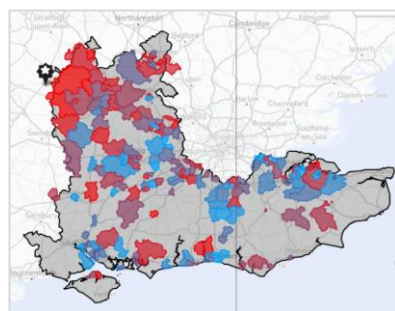


### Bourton on the Water

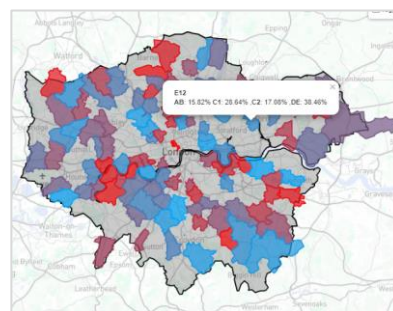
South West 78.4%



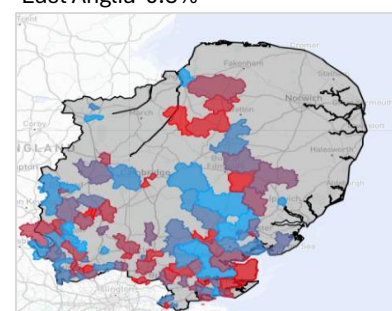
South East 16.2%



London 0.5%



East Anglia 0.5%



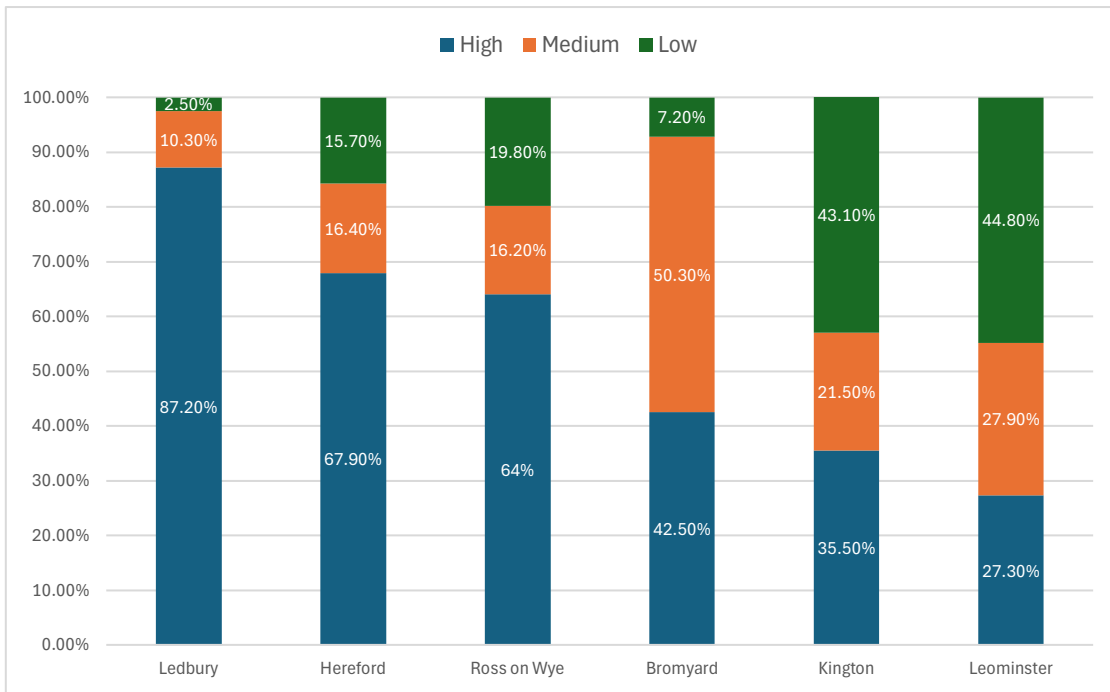
# Herefordshire Visitor and Footfall Overview



All data is anonymised, aggregated and GDPR compliant

## Spend Potential Postcodes % Visitors

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Town	High	Medium	Low
Ledbury	87.20%	10.30%	2.50%
Hereford	67.90%	16.40%	15.70%
Ross on Wye	64%	16.20%	19.80%
Bromyard	42.50%	50.30%	7.20%
Kington	35.50%	21.50%	43.10%
Leominster	27.30%	27.90%	44.80%

# Herefordshire Visitor and Footfall Overview

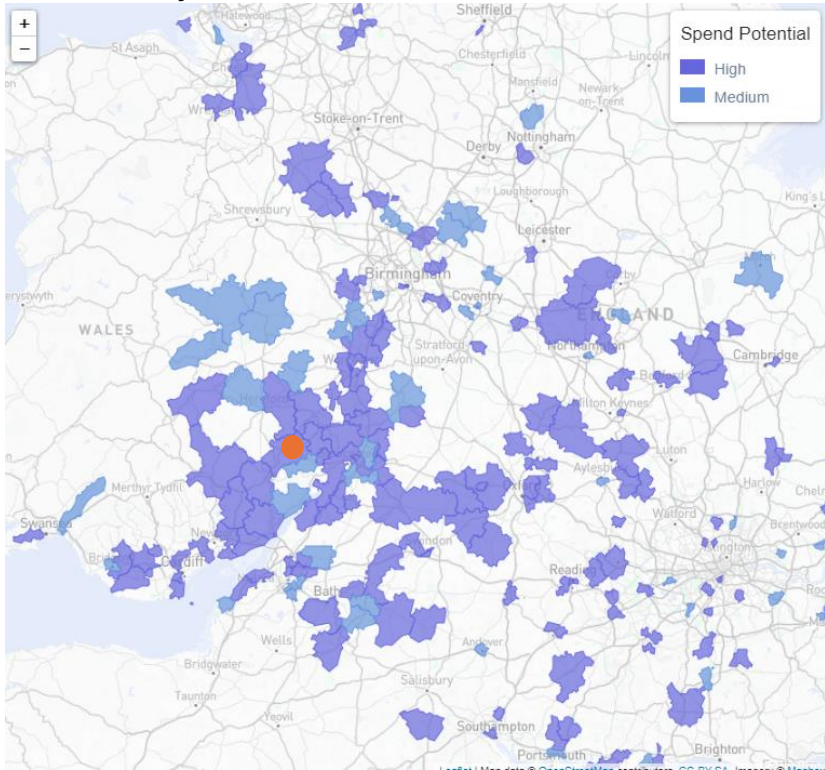
## Herefordshire County BID

All data is anonymised, aggregated and GDPR compliant

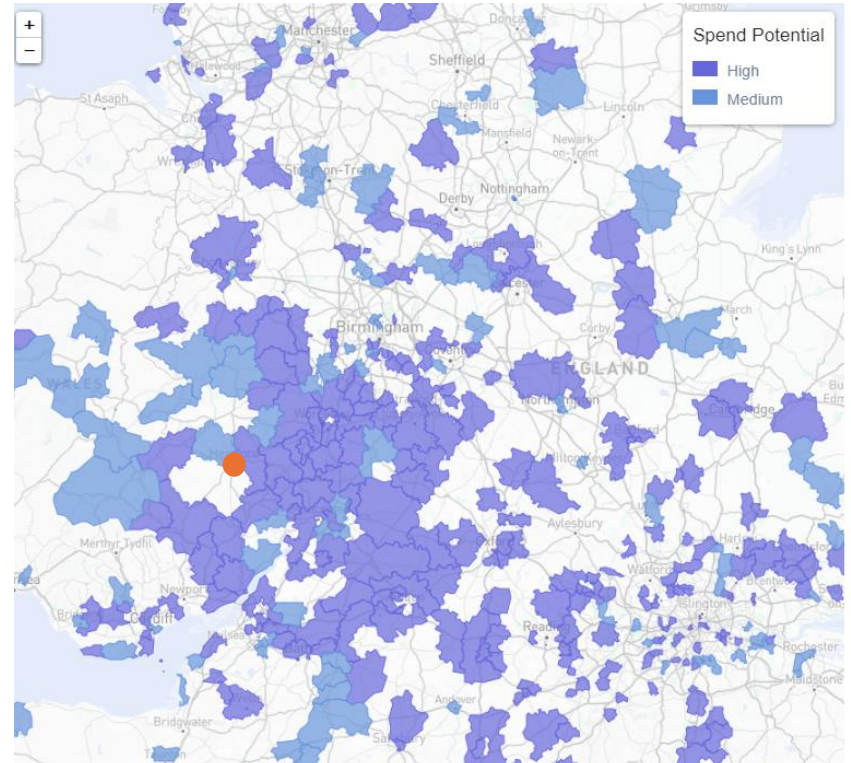
### Spend Potential Postcodes

Powered by:  Place Informatics

#### Ross on Wye



#### Hereford





# Herefordshire Visitor and Footfall Overview

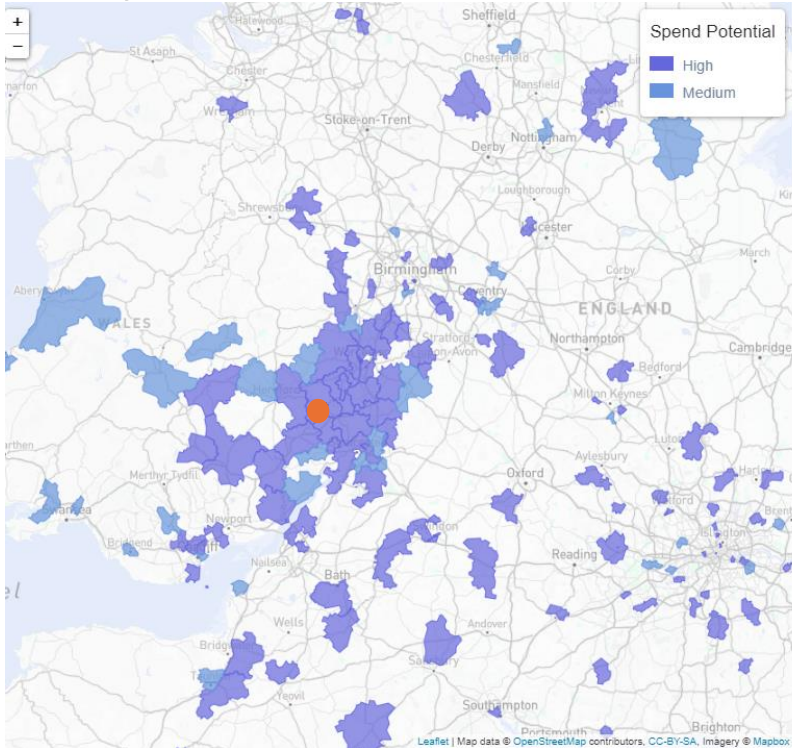
## Herefordshire County BID

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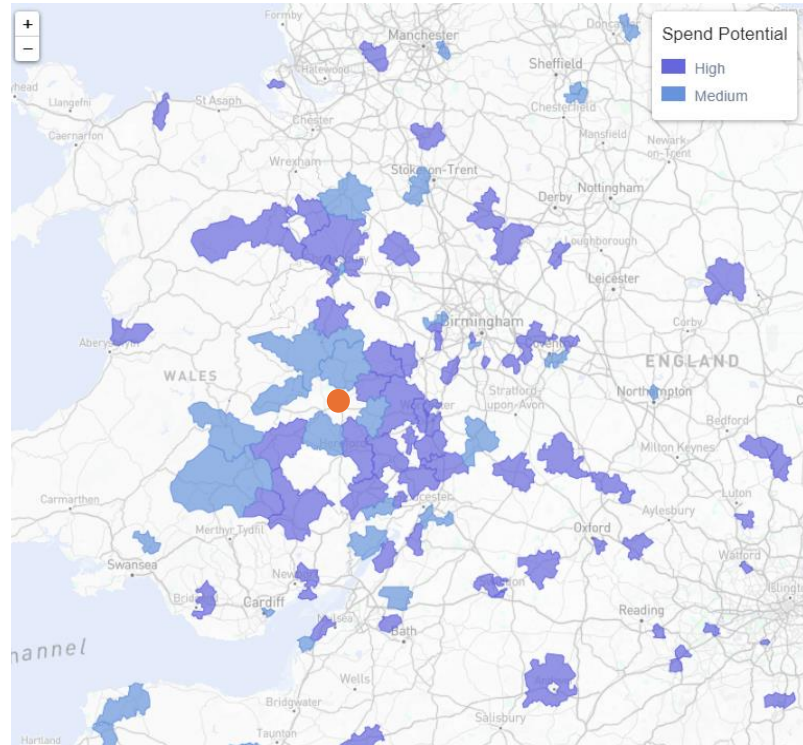
### Spend Potential

Powered by:  Place Informatics

### Ledbury



### Leominster



# Herefordshire Visitor and Footfall Overview

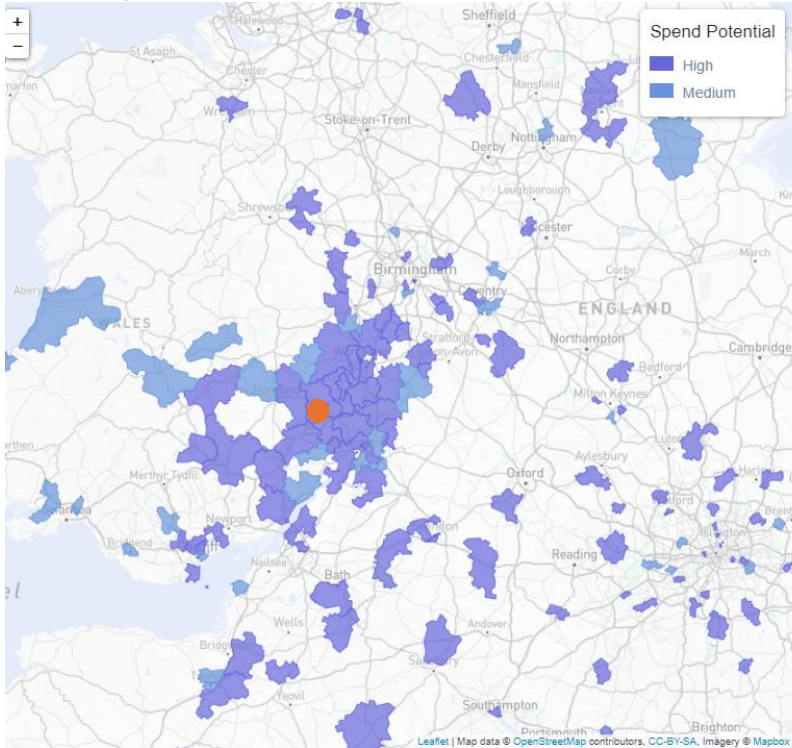
## Herefordshire County BID

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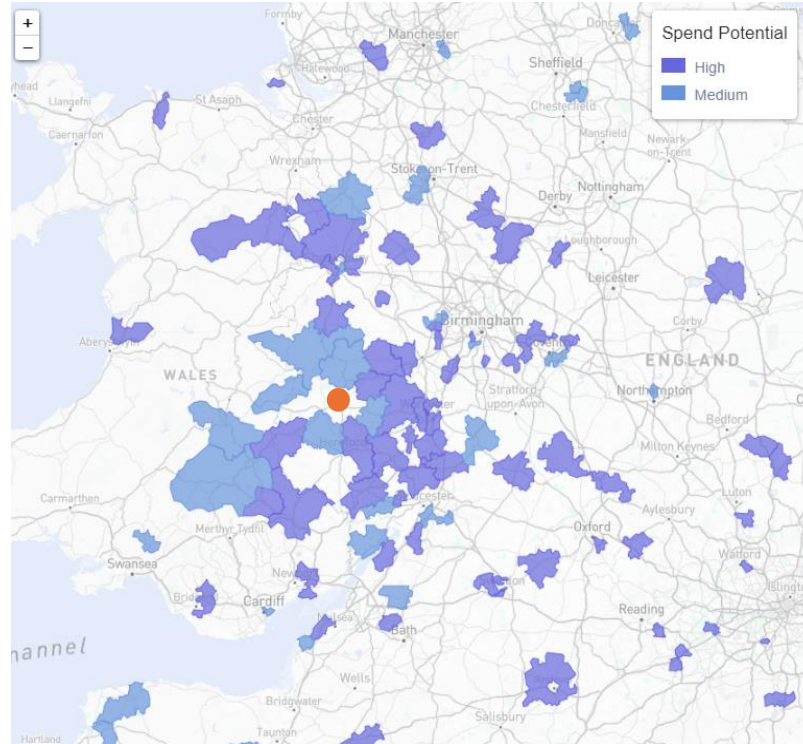
### Spend Potential

Powered by:  Place Informatics

### Ledbury



### Leominster

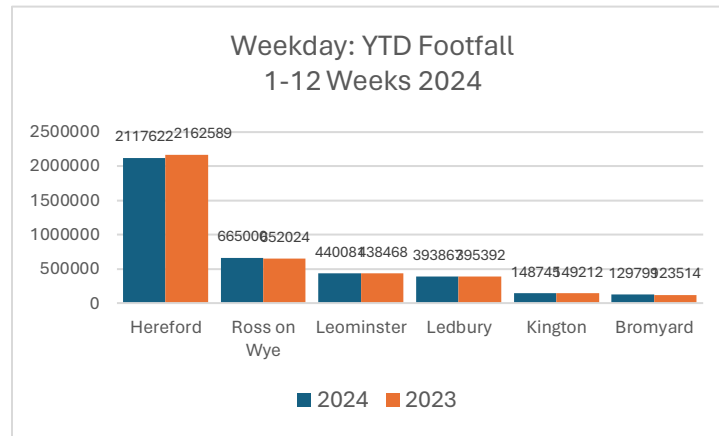
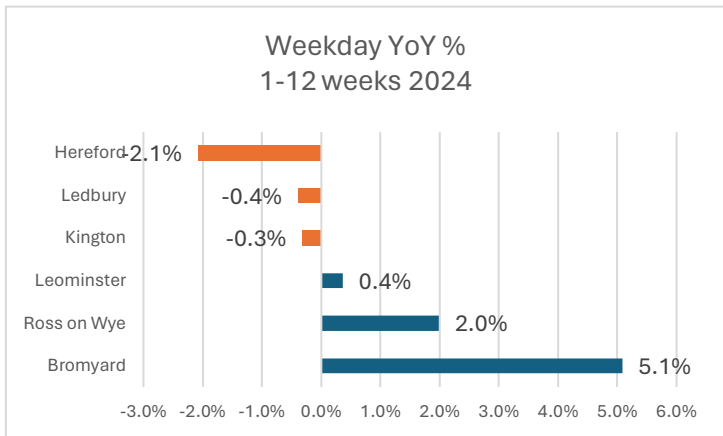




# Herefordshire Visitor and Footfall Overview

All data is anonymised, aggregated and GDPR compliant

## Visitors Weekday



Town	YoY
Bromyard	5.1%
Ross on Wye	2.0%
Leominster	0.4%
Kington	-0.3%
Ledbury	-0.4%
Hereford	-2.1%

Town	2024	2023
Hereford	2117622	2162589
Ross on Wye	665000	652024
Leominster	440081	438468
Ledbury	393867	395392
Kington	148745	149212
Bromyard	129799	123514

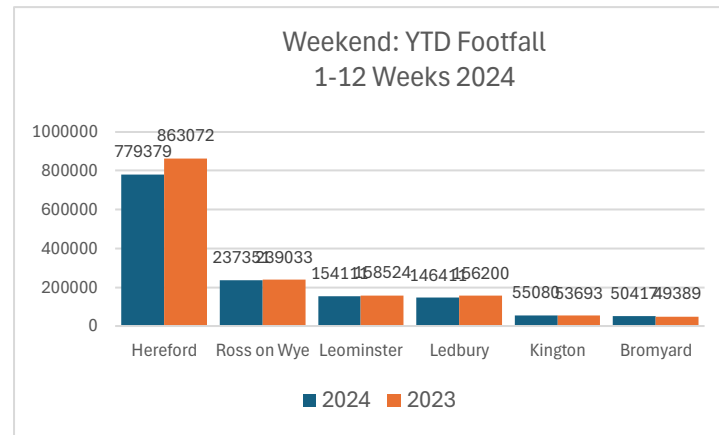
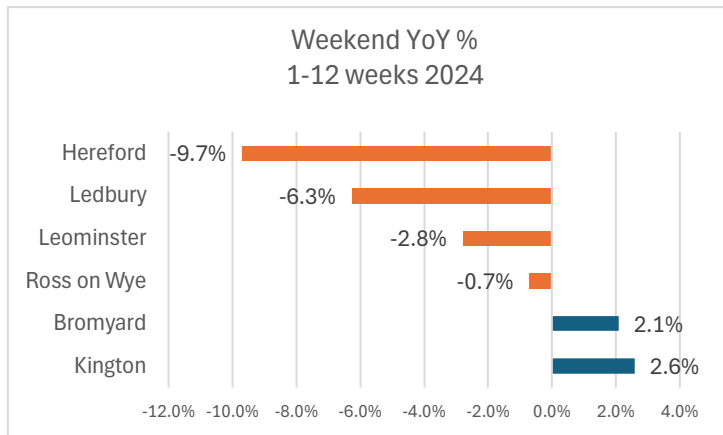
# Herefordshire Visitor and Footfall Overview



All data is anonymised, aggregated and GDPR compliant

## Visitors Weekend

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Town	YoY
Kington	2.6%
Bromyard	2.1%
Ross on Wye	-0.7%
Leominster	-2.8%
Ledbury	-6.3%
Hereford	-9.7%

Weekend	2024	2023
Hereford	779379	863072
Ross on Wye	237351	239033
Leominster	154111	158524
Ledbury	146411	156200
Kington	55080	53693
Bromyard	50417	49389

# Herefordshire County BID

## **Footfall and Visitor Overview**

All data is anonymised, aggregated and GDPR compliant

Clive Hall

CEO

[clive@placeinformatics.com](mailto:clive@placeinformatics.com)

07726 355277

Powered by:  Place Informatics

[Placeinformatics.com](https://Placeinformatics.com)



Rishi Sood

Place Support Partnership

Founder





# BUSINESS COST SAVINGS & SUSTAINABILITY

Herefordshire  
County BID  
Funded by Herefordshire Businesses

  
Funded by  
UK Government

 Herefordshire  
Council

POWERED BY  
**LEVELLING  
UP**

**PSP**

PLACE  
SUPPORT  
PARTNERSHIP

# BACKGROUND



**100+ PLACE  
FOCUSED  
PROGRAMMES  
LAUNCHED**

**£10M+ IN  
EFFICIENCIES  
IDENTIFIED  
FOR SME'S**

**IMPARTIAL  
FUNDED  
ADVICE AND  
GUIDANCE**

**15+ YEARS OF  
EXPERIENCE  
WORKING  
WITH BIDS**

“This programme comes at a critical time for businesses in need of support and advice which really delivers for them. As a BID we are delighted to support this and can't wait to see the cost savings which can be realised in the County.”

**Diane Mansell, CEO of Herefordshire County BID**



# BUSINESS COST SAVINGS

} Herefordshire  
County BID



ELECTRIC



GAS



WATER



MERCHANT



INSURANCE



TELECOMS

Reduce your  
business costs

**This partnership will provide free advice and support to all Herefordshire businesses to help them save money on their business costs.**

This includes savings on new contracts, advice on the cost-of-doing-business crisis, and how to achieve the best value on essential services such as gas, water and insurance.

## Providing help with:

- Improving cashflow
- Improving profitability
- Freeing up capital to invest
- Becoming cost efficient

To start saving today call 03330 156 289 or email [info@herefordshirecountybid.co.uk](mailto:info@herefordshirecountybid.co.uk)

# RESULTS TO DATE SINCE LAUNCH IN JANUARY 2024

**£50,748**  
savings identified

**50+**  
meetings  
conducted

**£7,500**  
savings for one  
business

**33**  
bills gathered for  
review

**£1711**  
average saving

**11**  
Businesses  
enrolled



Fiona Reece

Travel Tonic

Founder





VISIT HEREFORDSHIRE

# PR and Social




Travel Tonic  
PR, Creative and Consultancy



A thick, curved yellow shape in the top-left corner of the slide.

# Today

- Introductions
  - Our work with Visit Herefordshire
  - Ways YOU can get involved
- 
- A thick, curved purple shape in the bottom-right corner of the slide.

# Travel Tonic – who are we?

---

- Small specialist travel PR agency based near Ross
- PR Team: Fiona Reece / Emma Humphreys
- Over 25 years of travel and tourism experience

**Tourist Boards:** Australia, Namibia, Ireland, New Zealand, Devon, Enjoy England Excellence Awards, Carmarthenshire, Visit Dean Wye

**Domestic Tourism** – Hotels, Cottages, Glamping sites, Activities, Transport, English Heritage, England Rugby Travel for Rugby World Cup, Celtic Trails walking holidays

- Working with in-house teams, agencies and founder run businesses
- With Visit Herefordshire since September 2020





# Travel Tonic – what we do

- Project work and retained relationships
- Social media audits and strategy development
- Crisis training, communications workshops
- Coaching businesses on how they can become great storytellers – Create Your WOW!
- [www.traveltonic.co.uk](http://www.traveltonic.co.uk)



## Create Your WOW

This is a unique programme developed by Travel Tonic that helps tourism and hospitality businesses identify how they can stand out by creating memorable stories, or incredible products and services that will make their audiences sigh – WOW! More details coming soon on how

## Get social

We offer social media support in many forms from offering one-off audits, deep dives into your platforms as well as writing strategies to support in-house teams.

We cast a new lens on how to communicate with your online audiences, recommending tips and tricks on how best to work with digital content creators and influencers, as well as how to craft brilliant social media content libraries, make engaging reels and much more.



## 'Dreams for sale' project work

Well, maybe not just dreams but we love working on specific projects when you need an injection of new ideas to help you stand out. Or maybe you have a launch for a new hotel opening, or the relaunch of a tried and tested location and are looking to reach different audiences and media. We love working directly with clients as well as other consultancies who need support.

## Communication workshops

We create bespoke workshops for teams or individuals to help them be better prepared to develop and execute their own campaigns.

From brainstorming ideas for press launches, social media strategy, to passing on specific tips and advice on how to work effectively with digital content creators and introducing valued media contacts, we can create media workshops that will really make a lasting impact. We can develop a box of campaign ideas that you can dip into when you most need them.



# Working with Herefordshire

## Destination PR & Social

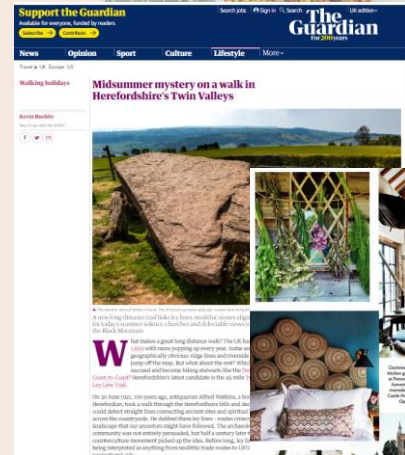
Securing exposure for Herefordshire as a destination – through ‘**earned**’ media (press coverage) and through Visit Herefordshire’s **owned** social media channels

Targeting day and stay visitors

Places to stay, events and experiences are integral to everything we do

We need you.. We need each other..

We are always looking for a story ...



## How we work – our tools

---

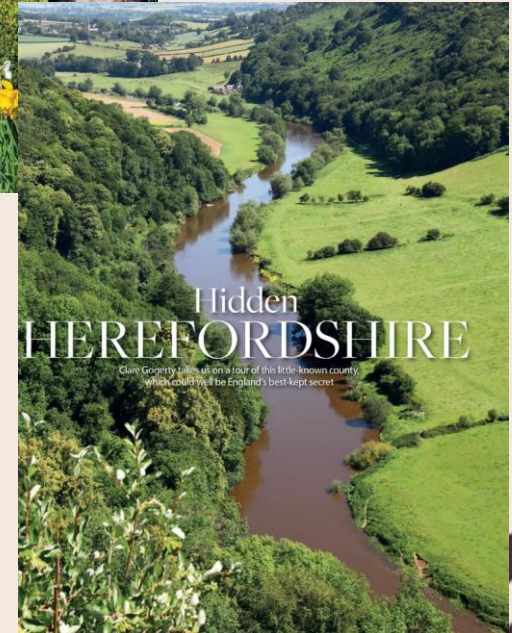
**Promote creative campaigns working** with Orphans Press – eg Cider Circuits, Dark Skies guide, to make the county and its offering stand out

**Proactive pitches – generating travel features** – from **press visits** to the county as well as storytelling through creative content working with **influencers** on social media

**Issuing news** – about new products/ places to stay/ experiences, events and availability – tapping into consumer trends and ways in which people are looking to travel

**Seasonal opportunities and news hacking**

Everything is integrated into our social media

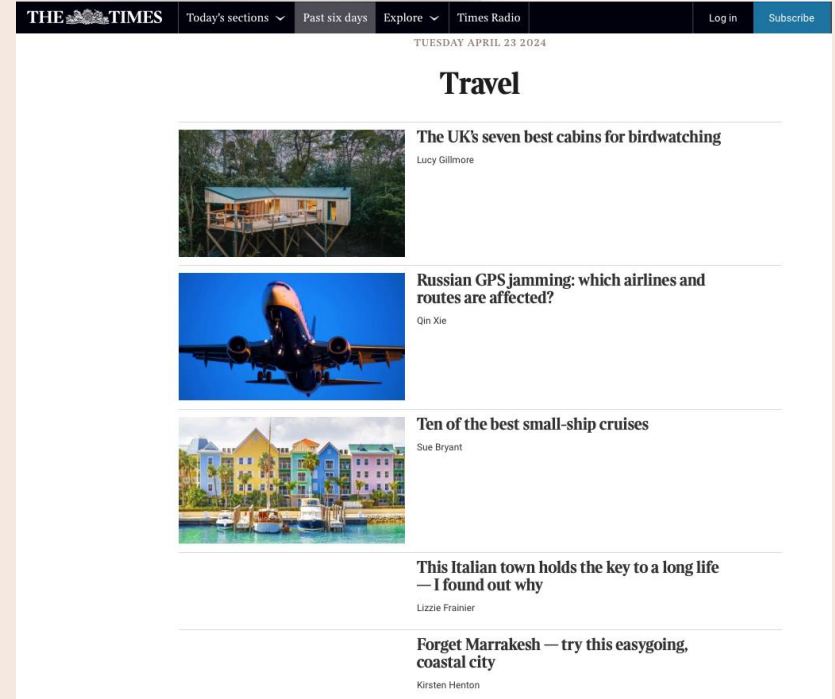




# Our focus

## Striking the balance between

- The industry and destination needs from an economic and positioning point of view
- with ..sparks interest and action from the consumer
- and the media's agenda and opportunities





The screenshot shows the 'Travel' section of The Times website. At the top, there is a navigation bar with 'THE TIMES' logo, 'Today's sections', 'Past six days', 'Explore', 'Times Radio', 'Log in', and 'Subscribe'. Below the navigation bar, the date 'TUESDAY APRIL 23 2024' is displayed. The main heading is 'Travel'. There are four article cards visible, each with a thumbnail image, a title, and the author's name.


**THE TIMES** Today's sections Past six days Explore Times Radio Log in Subscribe

TUESDAY APRIL 23 2024

## Travel

 **The UK's seven best cabins for birdwatching**  
Lucy Gillmore

 **Russian GPS jamming: which airlines and routes are affected?**  
Qin Xie

 **Ten of the best small-ship cruises**  
Sue Bryant

**This Italian town holds the key to a long life — I found out why**  
Lizzie Frainier

**Forget Marrakesh — try this easygoing, coastal city**  
Kirsten Henton

# Recent examples of coverage



## A CYCLING ADVENTURE IN HEREFORD

### THE FAMILY:

Phoebe Smith, adventurer and author, partner Andy, paramedic, their three-year-old son.



### REALITY CHECK

**What did it cost?** Return train to Hereford, £87 per head (under-5s go free); Church sleep £20 per night; Drivers Cycles bike hire £75 per person for four days; trailer hire £60 for four days. Total £444.

**Top tips:** Pack light but take layers and a hot water bottle – churches can get chilly at night. Bring minimal toys – most churches have some and there's lots to explore. **Key resources:** Full cycling

itinerary and route recommendations at [visitherefordshire.co.uk/inspiration/5-days-cycling-golden-valley-pilgrimage-way](http://visitherefordshire.co.uk/inspiration/5-days-cycling-golden-valley-pilgrimage-way). You can find more trip details and book your overnight sanctuary at

[abbeydoredeanery.org/gypw](http://abbeydoredeanery.org/gypw). **Wish we'd known:** How much there is to see. We'd have taken longer and stayed in more churches. **Would you do it again?** 100%

It's easy to associate churches with silence and stuffiness – but somewhere you'd entertain kids? They are in Herefordshire, where the Golden Valley Pilgrimage Way offers stops at key ecclesiastical sites, as well as allowing 'pilgrims' to stay overnight in the churches. Created by forward-thinking Reverend Simon Lockett, the route is open to walkers, cyclists – and families. "I'm not religious, but I love pilgrim paths," says Phoebe Smith. "There's a goal, you pass through villages and can pick up food, and places to stay en route are guaranteed."

In June 2023, Phoebe hired some e-bikes to take her partner and son (then two) on the 82-mile trail over four days and three nights. "Friends thought it was an awful idea, and my partner was sceptical, but it was one of the best family trips we've done," she says. "The cycling was easy and my son was entertained by the scenery, was shaded from the sun and rain in the trailer and could nap while I pedalled. The churches provided nooks and crannies for him to discover, and toys, but he loved us all camping together on the floor. Plus, at each location we had to find a stamp to put in our pilgrim passport – which he adored."

There are many diversions along the route of the cycle-camping adventure. "We sampled local food and drink – ice cream at Rowlestone Farm, which had an adventure playground, and apple juice and cider at Ty Gowyn Cider, where my son played with the owner's children," explains Phoebe. "Many other sights satisfied my two-year-old's desire to explore, including the climb up to Snodhill Castle (one of the oldest examples of Norman architecture), playing hide and seek at the neolithic remains of Arthur's Stone, and paddling in the River Wye in Brobury."

**BirminghamLive** NEWS • IN YOUR AREA BLACK COUNTRY VILLA MORE •

LEOMINSTER'S ANTIQUE AND INDEPENDENT SHOPS - IN PICTURES

There are 120 antique and independent shops in this North Herefordshire town which is easily reached by train from Birmingham

By Zoe Chamberlain, Parenting Editor

50 Travel

### Down on the farm: the perfect break for spring

Sunflowers, safari tents and some rare animal species make a top UK city break. [View article](#)

### More cool UK farmstays for spring

From a 17th-century farmhouse to a converted school building, here are some of the best places to stay in the countryside this season. [View article](#)

The world is just a step away.

ramble

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News website of the year

News Opinion Sport Culture Lifestyle

## Car-free UK Riding the Daffodil Line around England's 'golden triangle'

The Herefordshire-Gloucestershire border is famous for its spring flower displays, and a new community-run bus service is the perfect way to explore

**Phoebe Taplin**  
Thu 7 Mar 2024 07.00 GMT

# Recent examples of coverage

## Spring break Ledbury

Leading the way to the sweeping Malvern Hills, this scenic Herefordshire town has a unique literary standing and sparkling vineyards.

**Tina Reynolds** reports

Just west of the Malvern Hills and south of the World War II battery is a hidden gem of a town. Ledbury is a Herefordshire market town with a population of 2,000. It is a beautiful town with a unique literary standing and sparkling vineyards. Ledbury is a Herefordshire market town with a population of 2,000. It is a beautiful town with a unique literary standing and sparkling vineyards.



Historians, Agnes Hamilton, try to do this for the town's history. The town is a beautiful town with a unique literary standing and sparkling vineyards. Ledbury is a Herefordshire market town with a population of 2,000. It is a beautiful town with a unique literary standing and sparkling vineyards.

**Go walking in the Cotswolds**  
The Cotswolds is a beautiful area of rolling hills and villages. It is a beautiful area of rolling hills and villages. It is a beautiful area of rolling hills and villages.

**Spring walks**  
There are many beautiful walks in the Cotswolds. It is a beautiful area of rolling hills and villages. It is a beautiful area of rolling hills and villages.

**Three things you don't know about Ledbury**  
Ledbury has many interesting facts. It is a beautiful area of rolling hills and villages. It is a beautiful area of rolling hills and villages.

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travel 75

3 March 1, 2011 The Sunday Times  
Travel



## Seven cracking Easter outings

Bluebelts, lambs and egg hunts are on their way – so make a weekend of them

**A** basketful of delights, tender lambs and a hunt for the Easter Bunny are just a few of the ways to celebrate the season. Here are seven cracking Easter outings to enjoy with the family.

**Bluebelts**  
The Bluebelts are a group of young people who are passionate about the outdoors. They are a group of young people who are passionate about the outdoors.

**Lambs**  
Lambs are a popular sight at Easter. They are a popular sight at Easter. They are a popular sight at Easter.

**Egg hunts**  
Egg hunts are a fun activity for children. They are a fun activity for children. They are a fun activity for children.

**66 Free family five-mile stretch (the new March 2011)**

**FLORISSANT**  
The Florissant is a beautiful area of rolling hills and villages. It is a beautiful area of rolling hills and villages.

**THE THREE THINGS YOU DON'T KNOW ABOUT LEDBURY**

**GO WALKING IN THE COTSWOLDS**

**SPRING WALKS**

**THE CHANCE TO MEET GOAT KIDS, BABY DONKEYS AND EVEN SWANS!**

**HERE'S AN ABUNDANCE OF FAMILY FUN ON OFFER AT HEREFORDSHIRE**

**BOOKS AND CRAFTS MARKET**

**THE CHANCE TO MEET GOAT KIDS, BABY DONKEYS AND EVEN SWANS!**

**HERE'S AN ABUNDANCE OF FAMILY FUN ON OFFER AT HEREFORDSHIRE**

## EASTER ESCAPES

Celebrate the holiday with a trip away somewhere special!

### Go On Safari

Discover 600 acres of savannah where giraffe, zebra and camel roam free – without leaving the UK! Port Lymington, Hampshire, is home to a large wildlife park and works with the world-renowned Aspinall Foundation to reintroduce rare and endangered animals to the wild.



Port Lymington offers a range of safari inspired accommodation. These include cottages that feature safari-themed and luxurious lodges overlooking one of the resort's watering holes, with floor-to-ceiling windows offering views of the neighbouring big game.



**Sun, Sea And Sandria!**  
As you and your family enjoy your holiday, you can also enjoy the sun, sea and sand. There's a beach, a cafe, and a bar. It's a perfect place for a family holiday.

### Hurrah For Herefordshire

There's an abundance of family fun on offer at Herefordshire. It's a beautiful area of rolling hills and villages. It is a beautiful area of rolling hills and villages.

**BOOKS AND CRAFTS MARKET**

**THE CHANCE TO MEET GOAT KIDS, BABY DONKEYS AND EVEN SWANS!**

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# Social media partnerships

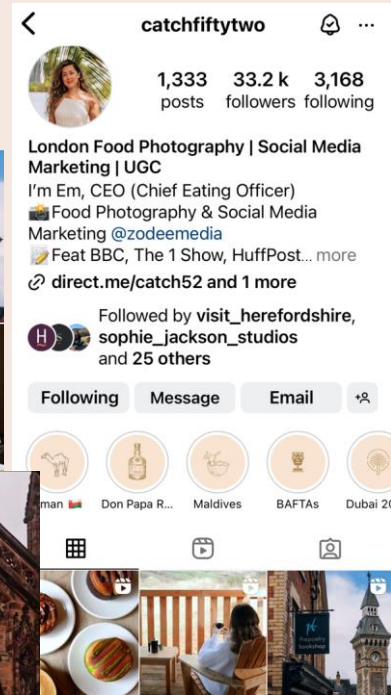
## Influencer trips - @catchfiftytwo

Em Zodee – 33K followers

London centric foodies

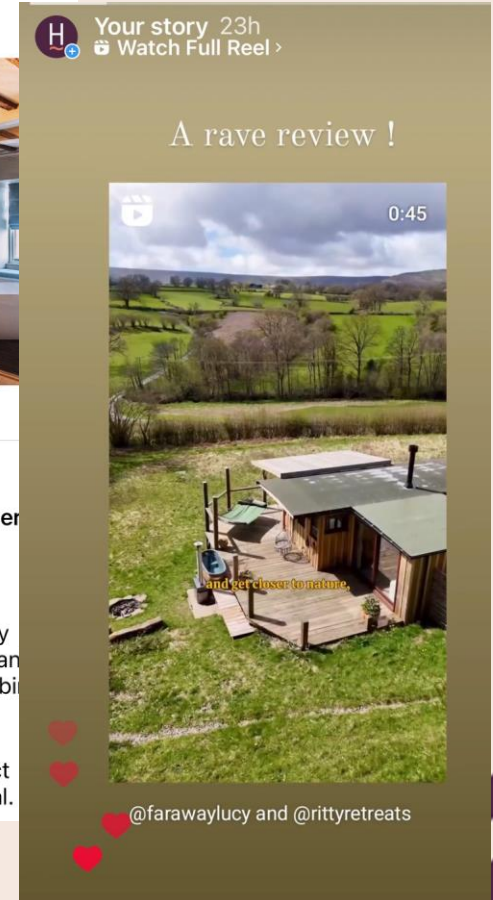
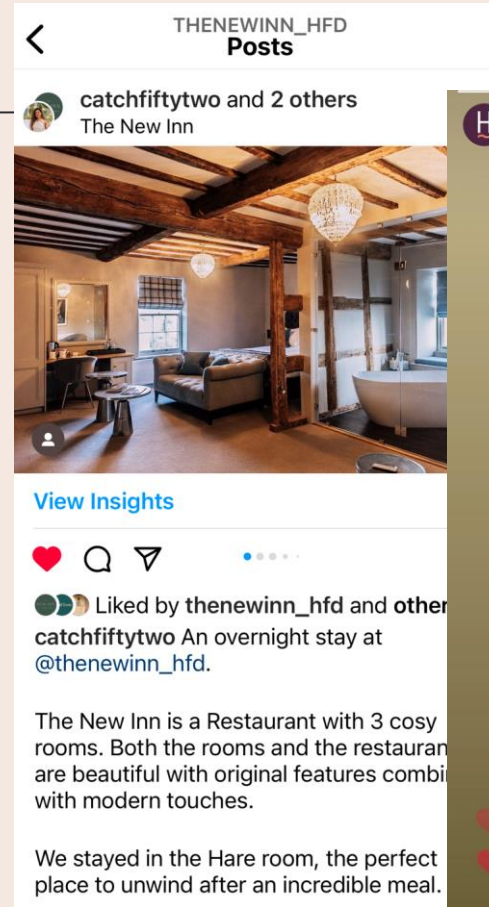
Em went on an incredible foodie trip around the county

- 4 reels which reached over 18K
- 1 static grid
- Collaborative posting with VH and 3 other hosting partners
- Daily stories for each reel going live – on average 10 per day
- Sharing her photography for VH future use



# Ways to get involved

- Keep us updated on your news – Tell Tara !
- Get involved with our campaigns
- Host our media and influencer stays
- Send us hi resolution images for press and social
- Tag us into social media posts
- Use our campaign hashtags
- Plan ahead as much as you can
- Watch out for requests on the DBID newsletter
- Collaboration is everything !



# What's coming up !

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## Immediate future

### Press releases on the following:

- Micro foodie breaks
- Herefordshire's festival towns
- Half term staycation round up
- Summer of fun – family focus

### Press trips :

- Daily Telegraph – stargazing
- The Guardian – Golden Valley Foodie Break
- Green Traveller – Walking the Golden Valley Pilgrim Way
- Looking to appoint **Herefordshire's official festival photographer**



# Influencer planning – a few projects in progress

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## May 2024 Wine Weekends

Working with @lloianghard and @batchout with over 35K followers



## July 2024 Active Adventurers

Planning a campaign with @the.travel.project – Charlie and Jess 174K followers on Instagram  
To arrange a walking focused trip



## August 2024 Family adventure

- Focus on value for money staycations
- Active adventures for all the family
- Capture imagery for use across VH channels
- Link to Summer of Fun events in the county
- Looking at West Midlands based influencer

## September 2024 Apples for Autumn Cultural Explorer

Working with @ellypear – a food writer from Bristol passionate about travel and sustainability – 144K followers on Instagram and massive engagement for reels



# Media and Influencer planning

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## Summer Garden Lovers Watkins Way

Looking into the various flower and gardening lifestyle influencers who would be right for this type of trip such as @dahliabeach or @londonispink



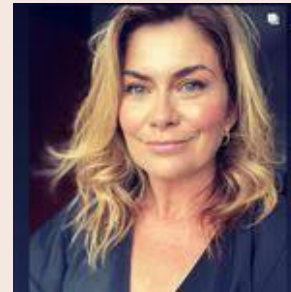
## Autumn h.Art

Highlighting the creative communities within the county for local and visitor audiences - h.Art breaks, trails - longevity of messaging



## Winter 2024 Herefordshire's Winter Warmers

- A winter adventure around the county focusing on the most incredible winter landscapes, gastro pubs and cosy boltholes – potentially @missamandalamb – Amanda Lamb 65K followers





## And finally .. Supporting VISIT ENGLAND

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- New openings, new/stand-out events and festivals for June, July and August.
- Focus on experiences for the **set-jetting** (combining travel with film & TV) and **gig-tripping** (combining travel with music) trends!
- **New responsible tourism experience** - rewilding retreats, eco-friendly accommodation, wildlife encounters, sustainable restaurants
- Focus on **pre-nesters** (25-34 without children) national audience.
- For the summer holidays we will look to include stand-out brand-new **family-friendly experiences**.
- Need for **image and video assets** to support stories



# ORPHANS

PRESS *est. 1873*

Elizabeth Parbutt

Orphans

Marketing and Strategy Lead





VISIT HEREFORDSHIRE

# Brand & Marketing

Orphans



# Introducing Orphans

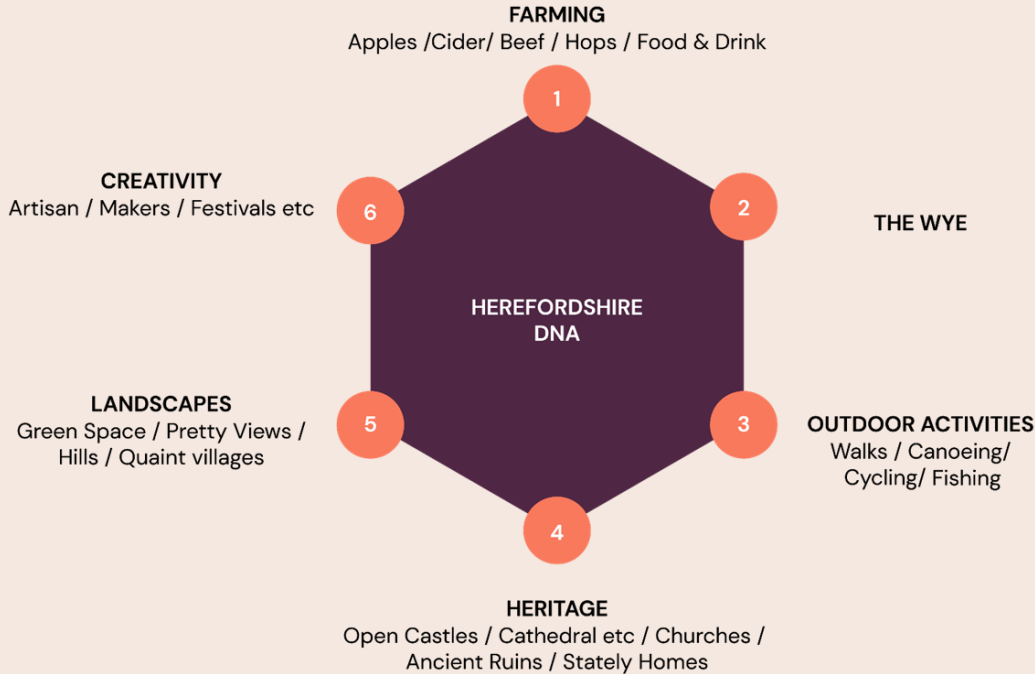
- Specialist creative, digital and performance marketing agency
- Team of 35
- Experience across consumer & B2B
- Including Royal Society of Sculptors, Go! Southampton (BID), South Bank BID, Visit Pembrokeshire, Celtic Routes, British Museum, Radnor Hills, Chase Distillery, Edward Bulmer Natural Paint
- Since 2020 – leading brand & marketing for VH



# What we do for Visit Herefordshire

- Responsible for **brand positioning, strategy & visual identity**
- Devise impactful, **original Marketing Campaigns**
- Ensure **Website** is packed with enticing ideas & inspiration
- Inspire visitors with regular **E-newsletter**
- Continue the on-brand look & feel from **Social graphics to Maps**
- Reach new audiences with **online ad campaigns**
- Encourage visitors to do more via **Visitor Guide & Map**
- Dovetail with the work of Travel Tonic

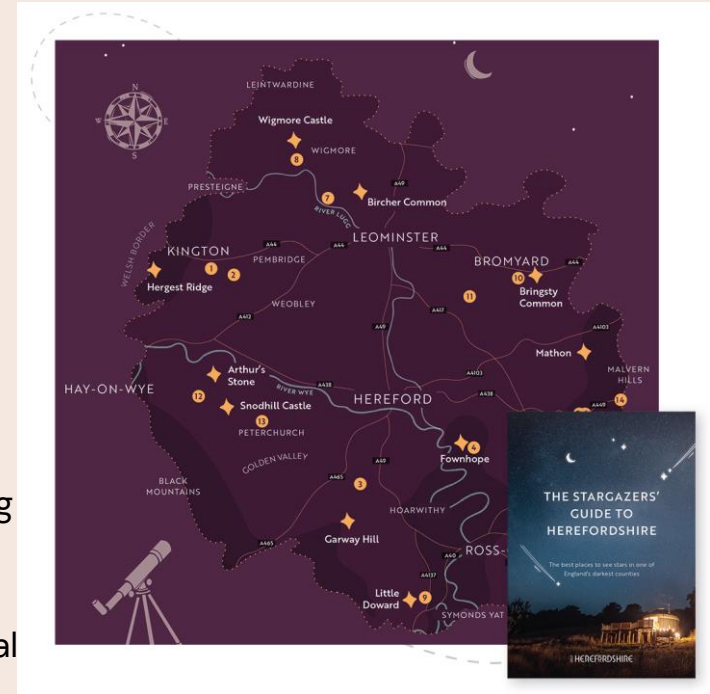
# Our Brand DNA



Real  
Grounded  
Soul  
Provenance  
Undiscovered  
Wild  
Authentic  
Close to nature  
Unexpected  
Ancient  
Foodie

# Lead Campaign: The Stargazers' Guide to Herefordshire

- One of darkest counties in England
- Astro-tourism is a growth area: earns Northumberland £25m/year
- Created & designed **The Stargazers' Guide to Herefordshire**
  - **Supper & stargazing:** Best places to stargaze with nearby pubs
  - **Starry stays:** Stellar accommodation
- Key content for website, e-news, socials & PR...and long-lasting
- Grow over time from new facilities/experiences through to product development e.g. dark skies reserve, stargazing festival
- Brilliant response: 978 downloads this April





# Upcoming campaigns

- Extend Stargazers with Heavenly Campsites
- Celebrate Herefordshire Trail's 20th anniversary
- Focus on accessibility with Wye Valley National Landscapes



# Upcoming campaigns

- Planning for Apples for Autumn – providers' consultation
- Launched 2021, authentic to county & really engages
- Build on success of Cider Circuits & fantastic producers
- Big events AppleFest and Big Apple
- New itineraries e.g. Cideries by Bus, leisurely cider circuits
- Develop programme of Walk, Talk & Taste events
- Work with Hereford Zipper & Daffodil Line
- Link food & drink and retail
- First pressing, nature aspect, key messages for all to use



# Campaigns: Get Involved

**Tell us your plans & ideas**

**Attend the Zooms**

**Respond to calls for content**

**Creatively use campaign themes**

**Make use of VH content & media library**

# E-newsletters

VISIT **HEREFORDSHIRE**



## Come to the Blossom County

**Orchard ambles, celebration events & cider tastings**

Spring is a glorious time to visit Herefordshire, with thousands of fruit trees bursting into blossom. Make the most of this gorgeous spectacle with our selection of blossom-themed events and activities. Meet artisan cider producers, stroll through pretty orchards, bike our cider circuits and taste our favourite thirst-quencher.

[Read More](#)

VISIT **HEREFORDSHIRE**



## The Stargazers' Guide to Herefordshire

**Immerse yourself in our dark skies!**

Herefordshire is England's third darkest county, making it a divine spot for stargazing. We're delighted to share with you our new **Stargazers' Guide** which reveals the best places to catch the most dazzling views of the skies as well as our collection of 'Starry Stays' to enjoy a few days bathing beneath comets and constellations.

[Read More](#)

VISIT **HEREFORDSHIRE**



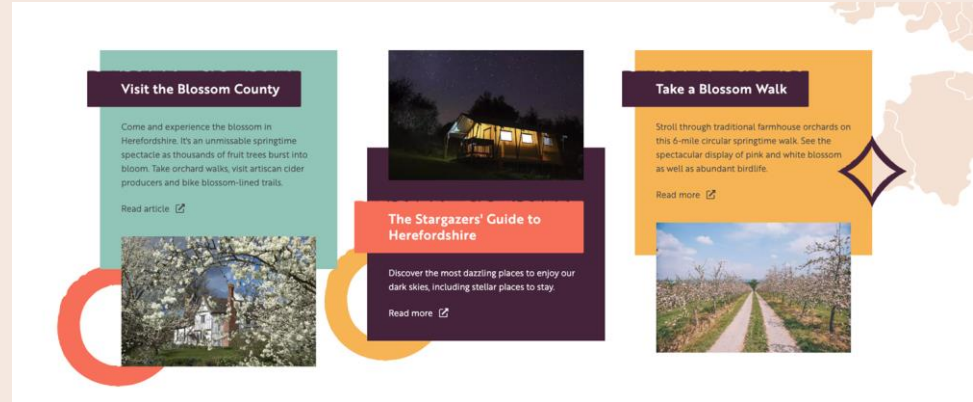
## Hike, Bike & Kayak into 2024!

**Take on Herefordshire's trails**

We're challenging locals and visitors from across the UK to take on the county's hiking, biking and kayaking trails in 2024. It's the best way to uncover our hidden gems and soak up our stunning landscapes.

# Website

- Regular homepage refreshes
- Trip ideas & itineraries
  - e.g. Michelin Eats
  - Best canoe & SUP experiences
  - Active Adventures itinerary (coming soon)
  - Wine Weekend by Bike
- Launch new pages e.g. Winter Delights
- Downloadable walking routes e.g. Starlit Stroll
- Technical upkeep
- Stats dashboard





# Website: Get Involved

Refresh your directory listing

Add events listings

Direct your customers to the site so they can plan their trips

Levy payers = golden apple partner  
Limited listing for non-payers  
Voluntary membership available!

## Pearl Lake Country Holiday Park

Golden Apple partner [What's this?](#)

Golfing Touring/Caravan Park

01568 708 326 Visit website

Email Book online

Shobdon Leominster [View location](#)

Pearl Lake is a 5 Star caravan holiday park in Herefordshire - near to the historic Welsh border. The sense of peace and beauty is guaranteed during your holiday here, but Pearl Lake also offers so many choices. Perhaps take a woodland walk or try your hand at fishing on the lake. Maybe test your swing with 9 holes of golf before a little light lunch at the Lakeside bar and bistro. On the other hand, you may just prefer to soak in the tranquillity of this haven in the country. Decisions, decisions...

Touring caravans and motorhomes - Enjoy relaxing touring holidays on our 15 pitch, fully serviced touring site.

Dog friendly site - Dogwash, secure dog walk area, off-lead woodland walks - perfect for you and your dog



Exclusive on site facilities - Challenge yourself on our 9 hole golf course, spend the afternoon hoping for a bite on the natural fishing lake, relax with a mellow game of crown green bowls, unwind with a drink and a meal in 'The Lakeside' restaurant & bar.

Quiet holiday location - Pearl Lake is surrounded by beautiful countryside with quiet walks and cycling. A perfect setting to own your own caravan holiday home or visit for a last minute break in your touring caravan or motorhome.


### Hours

We are open for touring / motorhome visitors from March 1st to January 2nd, 7 days a week. In our closed season (January and February) we are not open for overnight stays of any kind.

Facilities	Welcomes
> Free Wi-Fi	> Children welcome
> On-site cafe/restaurant	> Dogs welcome



Tripadvisor **Pearl Lake Leisure Park**

Social Media 

Glenn Jones

Herefordshire County BID and Visit Herefordshire LVEP

Co-Chair

Herefordshire  
County BID

in association with  
VISIT HEREFORDSHIRE



**Herefordshire  
County BID**

In association with  
**VISIT  
HEREFORDSHIRE**

## Where can I find more details?

Full details can be found on:

Herefordshire County BID / Visit Herefordshire LVEP

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

Visit Herefordshire

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

