

### Dear Levy Payer,

The Herefordshire County Business Improvement District (HCBID) has made significant strides over the past year, delivering a wide range of impactful projects designed to enhance the Visitor Economy. These include: Visit Herefordshire Tourism Conference, Visit Herefordshire Tourism Awards, SEEDL online training hub, Place Support Partnership savings programme, Herefordshire Film Office, Stargazers' Guide to Herefordshire, a variety of new themed content on the Visit Herefordshire website, increased PR and influencer trips, and the establishment of Visit Herefordshire's Local Visitor Economy Partnership (LVEP).

The HCBID Team has been proactive in providing opportunities for in-person engagement, and have secured £190,855 in external funding to support the development of the Visitor Economy, enabling us to deliver enhanced marketing campaigns, host successful family events, and launch new business support initiatives for our Levy Payers.

Throughout 2024, the 'Visit Herefordshire' website attracted over 355,000 users, with more than 1.1 million page views. Our social media presence also grew significantly, with the Visit Herefordshire Facebook page reaching over 962,000 users (a 314% increase from 2023) and Instagram achieving 501,000 views and a reach of 116,900 (an increase of 44.1% from 2023).

The Team is already working on exciting new campaigns for the 2025/26 period and refining existing initiatives to further inspire visits to Herefordshire, drive increased spending, and encourage overnight stays in our beautiful County.

In response to the ongoing economic challenges, the HCBID Board has been focused on delivering projects that support our businesses and strengthen the local Visitor Economy. The Place Support Partnership has successfully identified £175,000 in savings for participating businesses, providing valuable job security and fostering long-term sustainability.

We remain dedicated to fostering Herefordshire's growth and are working closely with key stakeholders, including Hereford City BID and Herefordshire Council, to enhance the County's Visitor Economy. We look forward to another year of fruitful collaboration and continuing the positive impact of the HCBID.

**Joanna Hilditch & Glenn Jones**  
Co-Chairs of Herefordshire County BID

### What is the Herefordshire County BID?

The Herefordshire County BID is a designated area where businesses collaborate for a five-year term to invest in Herefordshire's future. Through a set of agreed projects and services, we aim to enhance the County's Visitor Economy. Our core objectives are:

- > Achieve Local Visitor Economy Partnership (LVEP) status from VisitEngland
- > Increase footfall to local businesses
- > Enhance workforce skills in Herefordshire
- > Provide 1-2-1 business support and cost-reduction services
- > Strengthen Herefordshire's tourism offerings
- > Drive inward investment and encourage people to live, work, and spend leisure time in the County

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

For inquiries, please contact:  
[tara@herefordshirecountybid.co.uk](mailto:tara@herefordshirecountybid.co.uk)

### How is the HCBID funded?

All businesses within the HCBID area with a rateable value of £12,000 and over, in sectors outlined in the HCBID Business Plan, are required to pay an annual HCBID Levy under the national BID regulations of 2004. The Levy is set at 2% of the rateable value for eligible non-domestic properties.

For more details on the geographical area, business sectors, and rules governing the HCBID, please visit our website:

[www.herefordshirecountybid.co.uk/the-bid-area](http://www.herefordshirecountybid.co.uk/the-bid-area)

Finance Breakdown		2024/2025	2025/2026
Income	BID Levy	£495,786	£458,815
	Supporting Income	£190,855	£80,000
	<b>Total</b>	<b>£686,641</b>	<b>£538,815</b>
Expenditure	Communicate	£258,152	£208,041
	Connect	£197,981	£119,199
	Collaborate	£82,095	£134,731
	Overheads	£74,215	£87,841
	<b>Total</b>	<b>£612,443</b>	<b>£549,812</b>

## Achievements from the last 12 months

- > **Secured Local Visitor Economy Partnership (LVEP)**  
**Status:** Visit Herefordshire LVEP has been working with consultants to develop a Destination Management Plan which will be launched in April 2025.
- > **External Funding Secured:** £190,855 in grants for project development in 2024/25.
- > **STEAM Report Data:** The total economic impact of tourism in Herefordshire reached £735.9 million in 2023, an increase of 1.8% from the previous year, with 8.03 million visitor days, 3.04 million overnight stays and 8,014 FTE jobs, which is an increase of 7% on 2022. This evidence just proves how important the Visitor Economy is to the County.
- > **Place Informatics:** Collecting footfall trends for the five Market Towns and Hereford City Centre, supporting grant funding applications and targeted marketing campaigns.
- > **SEEDL Learning Hub:** Offering free, unlimited access to over 200 live courses, supporting workforce development across the Visitor Economy. In 2024, 882 live courses and 463 on-demand courses were completed.
- > **Place Support Partnership (PSP):** Provides FREE cost-savings advice and guidance to support the reduction of energy costs. In 2024, PSP identified £175,000 in savings for participating businesses.
- > **Market Towns and Rural Grant Fund:** Funding local projects that benefit the visitor economy, including marketing campaigns and events.
- > **Drop-In Sessions:** 65 have been delivered in the Market Towns and 4 Roadshows delivered in rural locations to showcase HCBID projects, giving access to the HCBID Team, and creating networking opportunities for our Levy Payers.
- > **Herefordshire Film Office:** Launched in April 2024 the Team have been supporting production companies looking to film in Herefordshire. 67 Herefordshire locations are already showcased on the Creative England locations directory open to location scouts.
- > **PR / Influencer Trips:** 2024/25 has been our busiest year yet. The Team have facilitated press and influencer trips, leading to Herefordshire and its amazing businesses featuring in The Times, The Sunday Times, The Telegraph, Boundless Magazine, The Guardian, The English Garden, Discover Britain Magazine, The Mail on Sunday and BBC Travel. Please see the following link for our PR coverage [www.herefordshirecountybid.co.uk/news-stories](http://www.herefordshirecountybid.co.uk/news-stories)
- > **Social Media Growth:** Over 3,180 (April 2024 - Dec 2024) new followers across social media platforms. Visit Herefordshire Facebook reached over 962,000 users with 447,200 views. Instagram in 2024 (Jan - Dec) had over half a million views.
- > **Visit Herefordshire Website:** During 2024, the 'Visit Herefordshire' website saw in excess of 355,000 users viewing pages over 1.1 million times, almost 9000 itineraries have been downloaded in 2024 showcasing walks, cider circuits and our newest itinerary Stargazers' Guide to Herefordshire. Again, the most popular sections of the website are the Business Directory, What's On, See & Do and our itineraries.
- > **Summer of Fun 2024:** Mobile summer festival in August 2024. The events saw over 117,000 visitors enjoying Herefordshire's Market Towns during the 10 days of events; nearly 4,000 families interacted with the activities; entertainment providers gave out 2,000 balloon animals, 1,000 craft activities were completed, 1,200 faces were painted, 5,000 trail leaflets were given out and 50 businesses took part in the county-wide Summer Trail.
- > **Inaugural Visit Herefordshire Tourism Conference:** Attracted 150 businesses and featured presentations from leading industry experts.
- > **Employee Discount Scheme:** Launched in April 2024, giving access to discounts & offers only available to our members.
- > **Visit Herefordshire Tourism Awards 2024:** Linked to the VisitEngland Awards For Excellence. 82 entrants and 63 finalists in the first year. Concluded with a spectacular evening event held at Lyde Court in February.



## New for 2025

- > Launching Visit Herefordshire LVEP Destination Management Plan
- > Visit Herefordshire Radio station with free advertising opportunities for all Levy Payers.
- > Development of the Dark Skies Stargazing Herefordshire Business Toolkit.
- > Showcasing Visit Herefordshire at large-scale public events.
- > Development of the Herefordshire Food Trail



For more information and enquiries,  
contact [tara@herefordshirecountybid.co.uk](mailto:tara@herefordshirecountybid.co.uk)

The Herefordshire County BID covers the whole of the County, with the exception of the city centre of Hereford (which is covered by the Hereford City BID).



UK Government



Herefordshire  
Council