How to add a Business to the Visit Herefordshire Directory

Herefordshire County BID

Funded by Herefordshire Businesses

Note: If you are already registered with the BID Directory, you can skip green steps 1 - 8, and jump straight to orange step number 1.





1. You'll find the link to 'List your Business' at the bottom of the Visit Herefordshire website.

2. Select 'Create a business listing'.

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your	Bus	iness				
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gs are compl n account and			hire Tourism	businesses, i	all you need	to do
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business listi n event listin						
d our help or via tara@her				Visit Herefor	dshire, plea:	se
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Information	• •	Contact Us ゝ			e i	
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Herefordshire County BID

Herefordshire County BID	Home Learn More R	Herefordshire County BID	
Business Portal		Register	
Welcome to the Herefordshire County Destination BID Business Portal. Here you can:		Thank you for your interest in registering with the Herefords Business Portal.	nire County Des
 Create and manage your listings on the Visit Herefordshire and Herefordshire County Destination BID websites. Request access to the Herefordshire Media Library 		First, please select the type of account you need (Click a button below for more information)	
To access these services you need to register for an account.		Create a Listing Media Library For further information, please contact <u>tara@herefordshirecc</u>	untudactiontics
		For further information, please contact taratemeretoroshirecc	untydestination
		© 2025 Herefordshire County Destination BID (more information)	
© 2025 Herefordshire County Destination BID (more information)			

- 3. Select 'Not Yet Registered'.
- 4. Select 'Create a Listing' as your account type.



Herefordshire County BID

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Thank you for your interest in registering with the H	refordshire County Destination BID) Herefordshire
Business Portal.		County BID
First, please select the type of account you need		
(Click a button below for more information)		Verify Email
Create a Listing Media Library		Thank you for signing up! Before getting started please verify your ema clicking on the link that we have emailed to you? If you did not receive check your junk mail folder.
Tourism businesses that pay the Herefordshin on the official Visit Herefordshire website.	County Destination BID levy qualify for a listing	RESEND VERIFICATION EMAIL
Other tourism businesses in the county that ar full listings are available as part of the Voluntar	not levy payers can receive a free basic listing, or Levy Scheme.	
By registering, you'll also gain automatic acces	s to our Media Library.	
Directory Listing Information		® 2025 Herefordshire County Destination BID (more information)
All listings are verified by our team before they are publishe	с — — — — — — — — — — — — — — — — — — —	
Business name		
Postcode		
Account Details		
First name	Last name	
rirst name	Last name	
Email		
Password		
Confirm Password		
Commit Password		
	Already registered? REGISTER	

5. Fill in the business name, your name and create a password. Click 'Register' to create your account.

6. Head to your email inbox to check for a verification email...



Herefordshire County BID

	7	Dashboard Listings Media Library Ev	vents Reports Admir	n Help	8	
Herefordshire County BID		Welcome Back Herefordshire County Destination Please use the navigation bar above to select	on BID Portal			
Hello! Please click the button below to verify your email address. Verify Email Address If you did not create an account, no further action is required. Regards, Herefordshire County Destination BID Directory		Cohere →	Image: Contract of the second sec		O Help Advice and assistance in creating your listing. Go here →	
If you're having trouble clicking the "Verify Email Address" button, copy and paste the URL below into your web browser: https://directory.visitherefordshe.co.uk/verify-email/974/482de0c0fca3e44eff3a42c44638675e3f4d5456?cpires=1743758897&signature=3ee7d447681098970b3caa813e5beccfb594a0a115139c64c2ba7f3b58e6c9d	×	Directory Stats for Admin Listings Total Unique 650 (212 levy) View all		Awaiting Approval 6 View all	Open Drafts (past 2 months) 15 View all	
Herefordshire County Destination BID Directory <u>directory.visitherefordshire.co.uk</u>		See & Do 315 (121 levy)	Eat & Drink 167 (73 levy)		Stay 283 (82 levy)	

7. Within the email, click the 'Verify' button. (If you can't see the email, check your junk folder).

8. You'll be directed back to your account dashboard. Select 'Go here' under 'Listings'.

Now jump to orange step number 5 and follow up to step 13...

Herefordshire County BID

Accessing the Directory - Already have an Account.



1. You'll find the link to 'List your Business' at the bottom of the Visit Herefordshire website.

2. Select 'Create a business listing'.

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t & Drink	Stay	Trip Ideas	What's Or	n h		Q	
your	Bus	iness					
ourism busine	ss in Her	efordshire?	Get your busin	ess listed in	n our directo	ory.	
gs are comple n account and			hire Tourism b	usinesses, i	all you need	l to do	
	D 🗹 Levy		s, businesses n Oluntary Mem				
business listin	g						
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d our help or w via tara@here			ny aspect of V o.uk	isit Herefor	dshire, plea	se	
See & Do >	E	at & Drink 👂					
Stay >	Т	rip Ideas >					
Information	> 0	ontact Us >			0 f	9	
Blog >							
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Herefordshire County BID

Accessing the Directory - Already have an Account.

Herefordshire County BID	Home Learn More R	Dashboard Listings Media Library	Events Reports Admin Help	4
Business Portal		in the second se		
Welcome to the Herefordshire County Destination BID Business Portal.				
Here you can:				
1. Create and manage your listings on the Visit Herefordshire and Herefordshire County			marger 11	A CONTRACTOR OF STREET
Destination BID websites.		Welcome Bac		
2. Request access to the Herefordshire Media Library		Herefordshire County Destin	ation BID Portal	
To access these services you need to register for an account.				
		Please use the navigation bar above to se	elect what you want to do.	
Login Not Yet Registered				
2025 Herefordshire County Destination BID (more information)		Listings	Media Library	Help
		Create or update your listing on the Visit	View and download free images o	
		Herefordshire website.	Herefordshire for your own marke	
		Go here →	Go here →	Go here →
		Directory Stats for Admin		
		Listings		
		Total Unique	Awaitin	g Approval Open Drafts (past 2 months)
		650 (212 levy)	6	15
		View all	View all	View all
		See & Do	Eat & Drink	Stay
		315 (121 levy)	167 (73 levy)	283 (82 levy)

3. Login.

4. Select 'Go here' under 'Listings'.

Herefordshire County BID

Adding your listing.

Dashboard Listings Media Library Events Reports Admin Help		H Dashboard Listings Media L		
		Add New Listing		
My Listings	ADD LISTING	Enter your business details here to create a		
ting name Owner name or email		listing on <u>visitherefordshire.co.uk</u> . You can add descriptions and upload images		tled to a <i>free</i> listing on the Visit Herefordshire website. Visitor Economy Businesses who do not pay county Destination BID can be listed on the Visit Herefordshire website free of charge or
show all 🗸 🖉 See & Do 🖌 Eat & Drink 🖌 Stay		on the next page.		b) to be a Voluntary Member for an annual cost (currently £240 ex VAT) which includes an e' business profile as well as a number of other benefits (<u>click here</u> to learn about voluntary
	Num entries: 1073		Listing Title *	•
				The business/location title as you would like it to appear on the website
There are too many results Please use the filters above to narrow down your search to fewer than 50 results.			Listing Type *	You may select more than one type but if your business specifically caters to different groups (e.g. a hotel with a stand-alone restaurant) we recommend adding them as a two separate listings.
				2 See & Do
				Local attractions, shops and other tourist activities Eat & Drink
				Restaurants, pubs and cafés Stay
				Places for people to stay overnight
				Only select the types that are applicable.
			Listing Address *	3 Line 1*
				Line 2
				Town * County * Herefordshire ~
				Postcode *

5. Select 'Add Listing'.

6. Enter your Business name (Listing Title), select your listing type, and add the address. Click 'Continue'. **NOTE:** If you are a shop/service, please select 'See & Do' as the type.

Herefordshire County BID

Adding your listing.

Listings Orphans	a Library Events Reports Adm Edit	nin Help					and come back to complete the form later. to two working days to approve and appear on	the website. Thank you for your patience.
r phans ling Draft Listing					Information	>	Overview	
Listing Notice You can save your changes at any tin	ie and come back to complete the form later				Categories Location & Contacts		Note: Items marked (Premium Listin	gs) will only be shown publicly if you are a levy payer.
					Photos & Video Private Data		Listing Title *	The business/location title as you would like it to appear on the website.
Information >	Overview				AVE ALL & RETURN		Listing Type *	You may select more than one type but if your business specifically caters to different groups (e.g. a hotel with a stand-alone restaurant) we recommend
Location & Contacts Photos & Video	Note: Items marked (Premium List	ings) will only be shown pu	blicly if you are a levy payer.	c	ANCEL & RETURN			adding them as a two separate listings. See & Do Local attractions, shops and other tourist activities
Private Data		~						Eat & Drink Restaurants, pubs and cafés Stay
IVE ALL & RETURN	Please complete the re can approve your lis progress and then com form a	ng saved est of the information so we sting. You can save your se back to finish filling in this at any time.					Summary *	Places for people to stay overnight
		Stay Places for people to st					E with an all the lite	A very short summary that may be used in listings and search results. URLs not allowed. Up to 120 characters.
							Further details	2
	ourning y						Description *	$B I \vdash \coloneqq \mathscr{O}$
	Further details							
		B I 🗄						
								Markdown WYSIWYG Your main description. Think about what will entice visitors to come to you. What makes you unique? What is your business ethos? Do you use local producers? Up to 250 words.

- 7. Your draft listing has been saved. Select '**Continue**'.
- 8. Add a summary and description...

Herefordshire County BID

Adding your listing.

Entry Cost (Premium Listings)	8			N/A 8
Opening times (Premium Listings)	What is the cost of entry. You do not need to be too specific if you prices are changeable, but offering a good idea of what to expect will help to attract more visitors. Up to 50 words.		spot that goes unsung but you know provid	ing "What do you recommend I go to see nearby?"
Directions (Premium Listings)	Tell people when you are open, including seasonal variations. Up to 50 words.		Environmental We promote Herefordshire as a green and them on the website.	For "See & Do" and "Stay" listings only. Up to 50 words. sustainable place to visit. If you make any special efforts on this front we would love to share
Awards	Tell people how to find you if you, especially if are off the beaten track or require satnav users to enter a special postcode. The website automatically includes your address, a local map, and what3words, so this is not required if you don't require any special directions. Up to 50 words,		Environmental credentials (Premium Listings) Environmental statement	Electric car charging Composting Eco-cleaning products Eco-toiletries Energy from renewable sources Recycling (>75% of all waste) Refillable cleaning products and toiletries
See & Do Awards (Premium Listings) Secret Recommendation Add a little personality to your listing by telli	Visit England N/A rg visitors what that can discover nearby while they're with you. Ideally share a secret litt	tie	(Premium Listings)	You may tell visitors about your efforts in your own words. For example name local food suppliers or explain how you generate your own energy. Up to 100 words.
spot that goes unsung but you know provide	es great memories. g "What do you recommend I go to see nearby?"			SAVE CHANGES SO FAR
		Provided by Herefordshire County Destination Development by eighteen73	BID	0

8... For **premium listings (levy payers) only**, fill in the Entry Cost, Opening Times, Directions, Awards, Secret Recommendation and Environmental information.

Don't forget to click 'Save change so far' at the bottom.

Herefordshire County BID

Finalising your listing.

H Dashboard Listings	Media Library Events Reports Admin Help	H Dashboard Listings	Media Library Events Reports Admin Help	10
A Listings Orphans	Edit	A Listings Orphans	Edit	
Orphans Editing Draft Listing		Orphans Editing Draft Listing		
	iny time and come back to complete the form later. take up to two working days to approve and appear on the website. Thank you for your patience.		ny time and come back to complete the form later. take up to two working days to approve and appear on the website.	Thank you for your patience.
C Information		🖉 Information		
Categories	> Please only select options that are accurate choices for your business/location; we reserve the right to change the selections where we deem your choices inaccurate. Giving visitors a satisfactory directory experience is a primary website priority.			mited to) the Visit Herefordshire website and other marketing material
Location & Contacts	Categories * Activities & Experiences	O Location & Contacts	published by Herefordshire County Destination B purposes and take any responsibility for copyrigit	ID. By uploading images you must have the right to share them for these to claims against them.
Photos & Video	Activities & Experiences	Photos & Video	<u></u>	
	Food/Drink Producer	- Thomas a video		
📎 Private Data	Gardens	📎 Private Data	Hero Shot *	
	Golfing		Hero Shot	
	Fishing			tory listings and where your entry is cross-referenced from other content on
SAVE ALL & RETURN	Indoor Sports & Leisure	SAVE ALL & RETURN	the Visit Herefordshire website. This is your best opport best.	unity to stand out amongst the crowd so use a photo that shows you at your
CANCEL & RETURN	Outdoor Activities & Recreation	CANCEL & RETURN	This must be a photo taken at your location. Company lo	gos and isolated product photos are not permitted.
CANCEL & RETORN	Experiences	CANCEL & REFORM		200 and consider broader broader are not be united.
	Experiences			
	Heritage & Nature		Replace image using	~
	Castles and Stately Homes		Awaiting Image the uploader	Drop image here or <u>click</u> to browse
	Churches			
	Forests & Woods		Current	JPEG at least 800px square, up to 32MB
	Historic Interest Sites		Garrent	
	Open Spaces			
	Arts & Culture		Image Gallery (Premium Listings)	
	Art galleries			
	Museums		This collection of images will be presented as a carouse high quality photography that will entice visitors.	on your listing's page. Remember, a photo tells a thousand words so upload
	Music venues & Nightclubs		You can upload up to 12 images, dragging them up/down	to reorder them
	Theatres & Cinemas		Tod can upload up to 12 images, dragging them up/down	
	Shopping in Herefordshire			
	Fashion & Jewellery		Drop ima	age(s) here or <u>click</u> to browse
	Farm Shops, Delis & Wine			
	Gifts & Music		JPEG at least 800px on i	's shortest side, up to 32MB. 12 images remaining
	Health, Beauty & Wellbeing			
	Outdoor & Leisure		Video	
	Antiques & Vintage		(Premium Listings)	
	Home & Garden		If you have a video that you would like to embed in your	licting you may opter it's LIPL below

9. Select the categories that your business fits into. **NOTE:** Please refrain from selecting multiple categories that are only loosely relevant.

10. Add photos/videos to your listing. Don't forget to click 'Save change so far' at the bottom.

Herefordshire County BID

Finalising your listing.

Dashboard Listings	Media Library Events Reports	Admin Help	11	All of the following URL fields	: <u>must</u> begin with "https://" or "http://"
A Listings Orphans	Edit			Tring driver	
				Tripadvisor If you have a Tripadvisor page that y	ou wish to share enter your URL here.
rphans iting Draft Listing				Tripadvisor URL	
				(Premium Listings)	Your Tripadvisor URL
Listing Notice					
	any time and come back to complete the form I take up to two working days to approve and a		nce	Getting In Touch	
onunges muse to your listing mi	r and up to two working auto to upprote and a	peur en tre recorter manit jou les jour parter	1000		your web page. All fields are optional.
Information				Website URL	
Categories	Location & Contacts This information will be displayed a	oublicly so be careful what you share.		WEDSILE UNL	
Location & Contacts	<u>`</u>				Your website's address
	Listing Address *	100.000		Bookings URL	
Photos & Video		Line 1*			The web address where people can book accommodation online (e.g. bookings.com, farmstay.co.uk)
Private Data					ramstay.co.ukj
		Line 2		Phone	
AVE ALL & RETURN					Primary public contact number. Numeric only
ANCEL & RETURN		Town *	County * Herefordshire		
				Email	
		Postcode *			Primary public contact email
				Social networks	
				(Premium Listings)	Please enter the full URL for your page on each network, where used.
	Location *	A VA	Withington Marsh WESTHIDE		Instagram URL
			Withington		
		A49	SHUCKNALL Yarkhill		Twitter URL
		LESTOCK	Bartestree WESTON BEGGARD		
		WIDEMARSH	Ti Charles Ti		Facebook URL
		Hereford	Dormington LONGWORTH		
		and whith	Locate me		YouTube URL
		Latitude *	Longitude *		

11. Add your location details.

12. Add your Tripadvisor, website & booking links, phone, email and social media links.

Don't forget to click 'Save change so far' at the bottom.

Herefordshire County BID

Finalising your listing.

H Dashboard Listings Media Library	Events Reports Admin Help	
A Listings Orphans Edit		
Orphans Editing Draft Listing		
Listing Notice You can save your changes at any time and come Changes made to your listing will take up to two wor	back to complete the form later. rking days to approve and appear on the website. Thank you for your patience.	13. Add info for yo need to contact yo
Information	te Data	need to contact y
✓ Categories We may	y use this contact if we wish to get in touch with the business in some official capacity, so typically it should be the owner or	
Location & Contacts This in	er. formation <u>is not</u> shared with the Herefordshire BID or Visit Herefordshire websites.	
Photos & Video	ss contact *	
	First name *	Now that you've a
		it may take a coup
SAVE ALL & RETURN	Position *	
CANCEL & RETURN		order for it to appe
	Email *	
		We thank you for
	Phone *	vve thank you for
	Receive e-mail marketing	Should there be a
	arch Data choose estimates using figures that would be typical outside of recent COVID-19 times (e.g. taken from 2019).	in touch, however
This in	formation is for our own use to help assess the state of tourism county-wide. It is treated as confidential information and will be shared other than with trusted partners and in aggregate.	ensure all informa
If your	business extends beyond herefordshire, or has multiple sites within Herefordshire, please only give estimates for your the n that this particular listing refers to.	
	ss Size (average number of Sole Trader	
employ	vees) * Micro (1-9)	
	Small (10-49)	
	O Medium (50-249)	

For any questions in relation to your listing, you can get in touch with: <u>tara@herefordshirecountydestinationbid.co.uk</u>

n point of contact (for if we gards to your listing) .

all the details for your business, lays for it to be approved, in the Visit Herefordshire website.

atience.

les with your listing, we will get ains your responsibility to entered accurately.

Herefordshire County BID