



VISIT **HEREFORDSHIRE**  
Tourism Conference  
2025

## Opening Remarks

Joanna Hilditch and Glenn Jones

Herefordshire County BID Co-Chairs



#### **9:45 AM – 12:00 PM - Presentations**

Opening Speeches – *Jo Hilditch and Glenn Jones*, Co-Chairs of the Herefordshire County BID  
*Lady Victoria Borwick*, Chairman of VisitEngland and VisitBritain  
*Nicola Said*, VisitEngland  
Visit Herefordshire LVEP & Destination Management Plan Presentation  
Herefordshire County BID Updates

**12:00 – 1:00 PM** - Lunch – Hummingbird Bar / Networking / Marketplace

#### **1:00 – 1:50 PM - Session 1 – Breakout Sessions**

(Main Room, Box 3–5, Box 6–8)

Breakout 1 – *Visit Herefordshire Tourism Awards Training – Hints, tips and application guidance*

Breakout 2 – *Get Fully Booked – Using your own website to get bookings*

Breakout 3 – *Place Informatics – Learning more about Herefordshire County BIDs footfall counters to guide marketing and business planning*

**1:50 – 2:00 PM** - Changeover

#### **2:00 – 2:50 PM - Session 2 – Breakout Sessions**

(Main Room, Box 3–5, Box 6–8)

Breakout 4 – *Visit Herefordshire Tourism Awards Training – Hints, tips and application guidance*

Breakout 5 – *Get Fully Booked – Using your own website to get bookings*

Breakout 6 – *Place Informatics – Learning more about Herefordshire County BIDs footfall counters to guide marketing and business planning*

**2:50 – 3:15 PM** - Drinks Break

#### **3:15 – 4:30 PM - Dark Skies Tourism – What you can do as a business to take full advantage of Herefordshire’s Dark Skies**

*Yolande Watson* – CPRE Herefordshire & Founder of Dark Skies Herefordshire

*Shelia Jones* – Upperfields Farm,

*Richard Fishbourne* – Bugs and Beasts

**4:30 – 5:00 PM** - Networking and Marketplace

**Herefordshire  
County BID**

in association with  
**VISIT  
HEREFORDSHIRE**

# Lady Victoria Borwick

Chairman  
VisitEngland Advisory Board



VisitEngland™

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CARAVAN AND  
MOTORHOME CLUB



Nicola Said – VisitEngland

Regional Lead – Northwest and West Midlands





VisitEngland™

# VisitEngland Update: Driving Growth through Tourism

*Nicola Said*

# VisitEngland overview: Who we are

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

- Implementation of Local Visitor Economy Partnerships (LVEPs) and our Destination Development Partnership (DDP) Pilot
- Support for SMEs, building digital skills
- Sustainability, Accessibility and Welcome advice and guidance
- TXGB, a platform enabling suppliers to sell internationally
- Developing and championing the England brand with consumers, using owned and earned channels to reach consumers
- Winning business events



# Today's presentation

## Driving growth through tourism

- Understanding future of tourism and future trends
- Attracting international audiences
- Adopting a regenerative approach

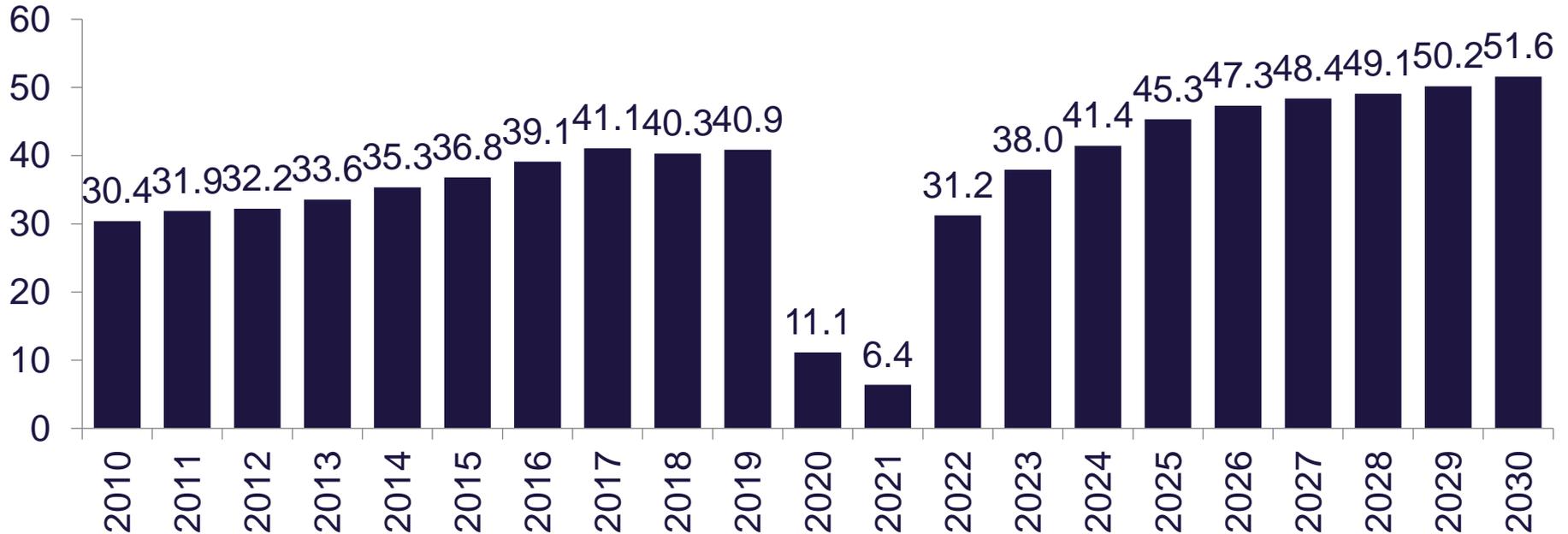


# Future trends - insights



# Rapid recovery in inbound visits expected in 2025/26, followed by steady growth up to 2030

Inbound tourism to the UK – visits (millions), trend and forecast



Source: International Passenger Survey to 2023; Oxford Economics forecast from 2024. Oxford forecast for 2024 shown for consistency and as it is more recent than VB forecast; VB forecasts visits below this for 2024

# Looking ahead – the UK economy saw sluggish growth in 2024, but will pick up from this year

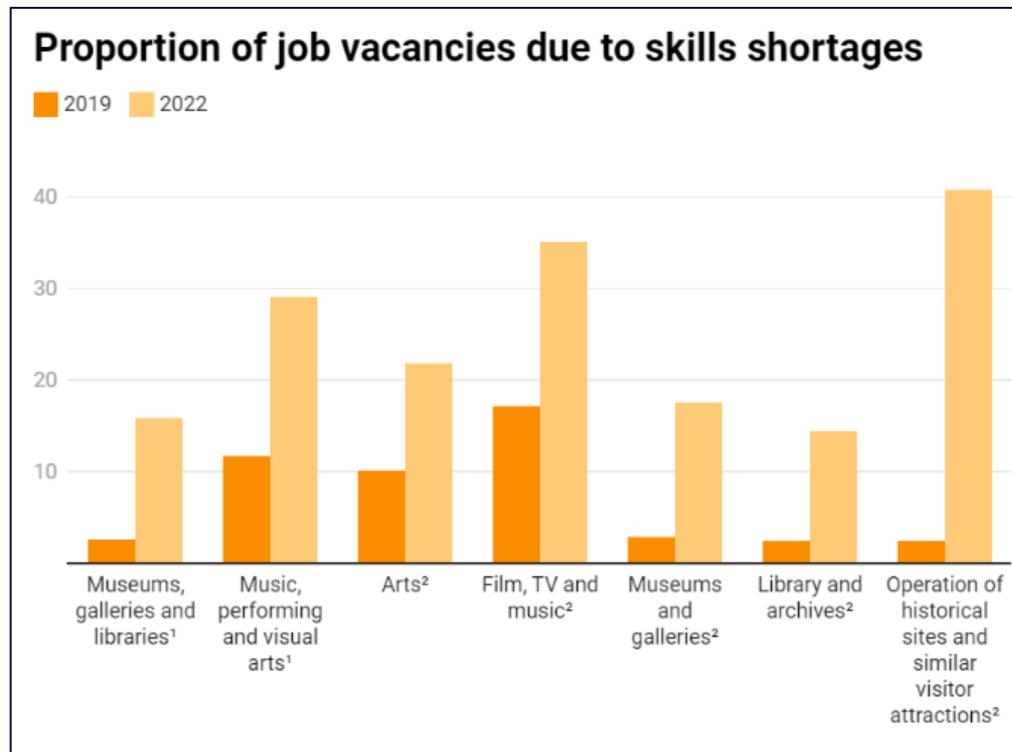
August 2024 forecasts	2023	2024	2025	2026	2027	2028	2029	2030
Real GDP growth	0.1%	1.1%	1.7%	1.8%	1.7%	1.6%	1.6%	1.5%
Real consumer spending growth	0.0%	0.4%	2.6%	2.3%	1.8%	1.9%	1.7%	1.6%
Inflation (CPI)	7.3%	2.6%	2.6%	2.2%	2.1%	2.1%	2.0%	2.0%
Unemployment rate	4.0%	4.3%	4.3%	4.1%	3.9%	3.8%	3.7%	3.7%

**However, clear supply challenges remain for the domestic tourism industry as we approach 2030**



# Skills shortages: apparent across parts of industry

Historical sites & visitor attractions show a significant rise in skill shortages post end of free movement with the EU

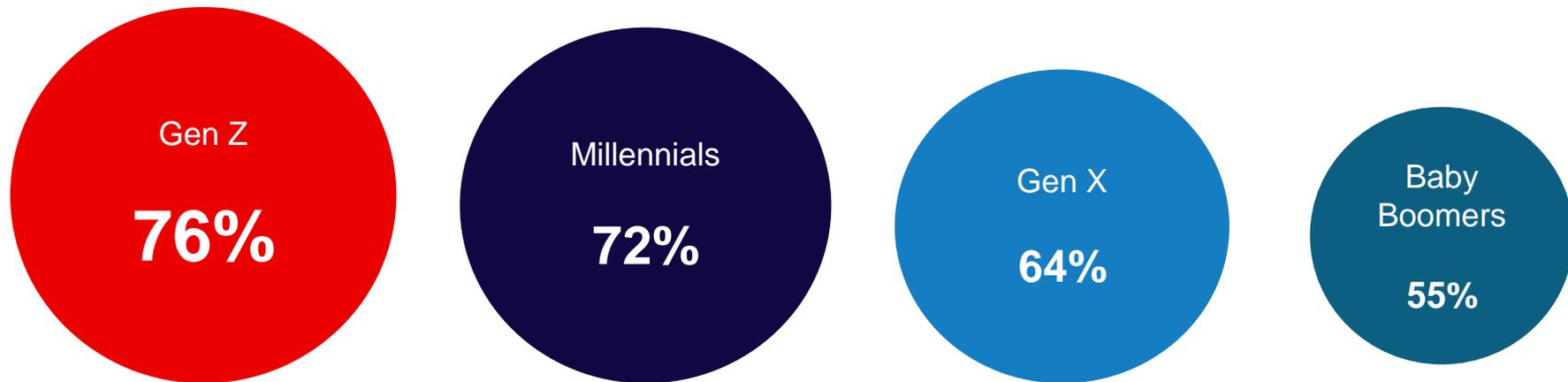


**The global travel market will continue to evolve –  
increasing the need for accessibility &  
inclusiveness**



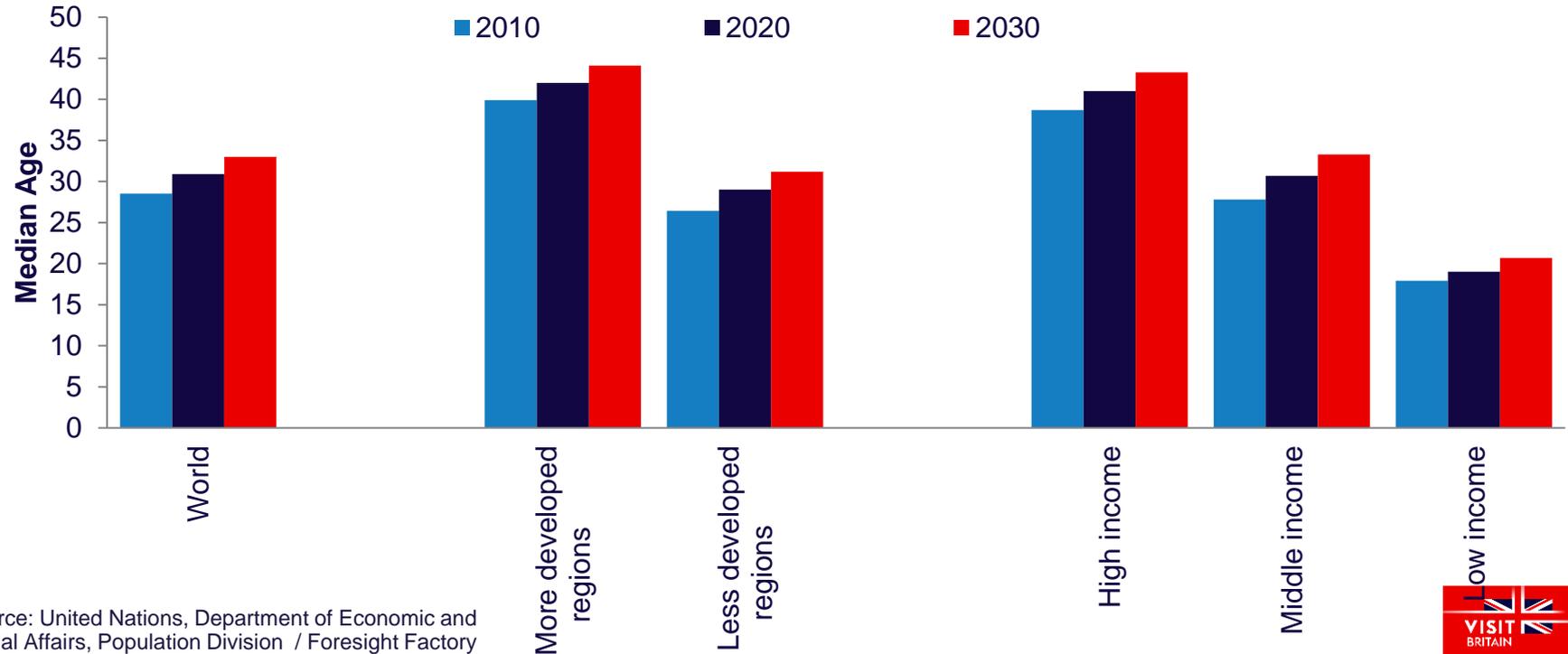
# An increasingly diverse travel sector by 2030 – Growing influence of the Gen Z Traveller

“I am **more** interested in travel **than I used to be**” | % who answered agree or strongly agree



# An increasingly diverse travel sector by 2030 – Ageing Populations

Median age of the total population (years), by UN development group and World Bank income groups



Source: United Nations, Department of Economic and Social Affairs, Population Division / Foresight Factory

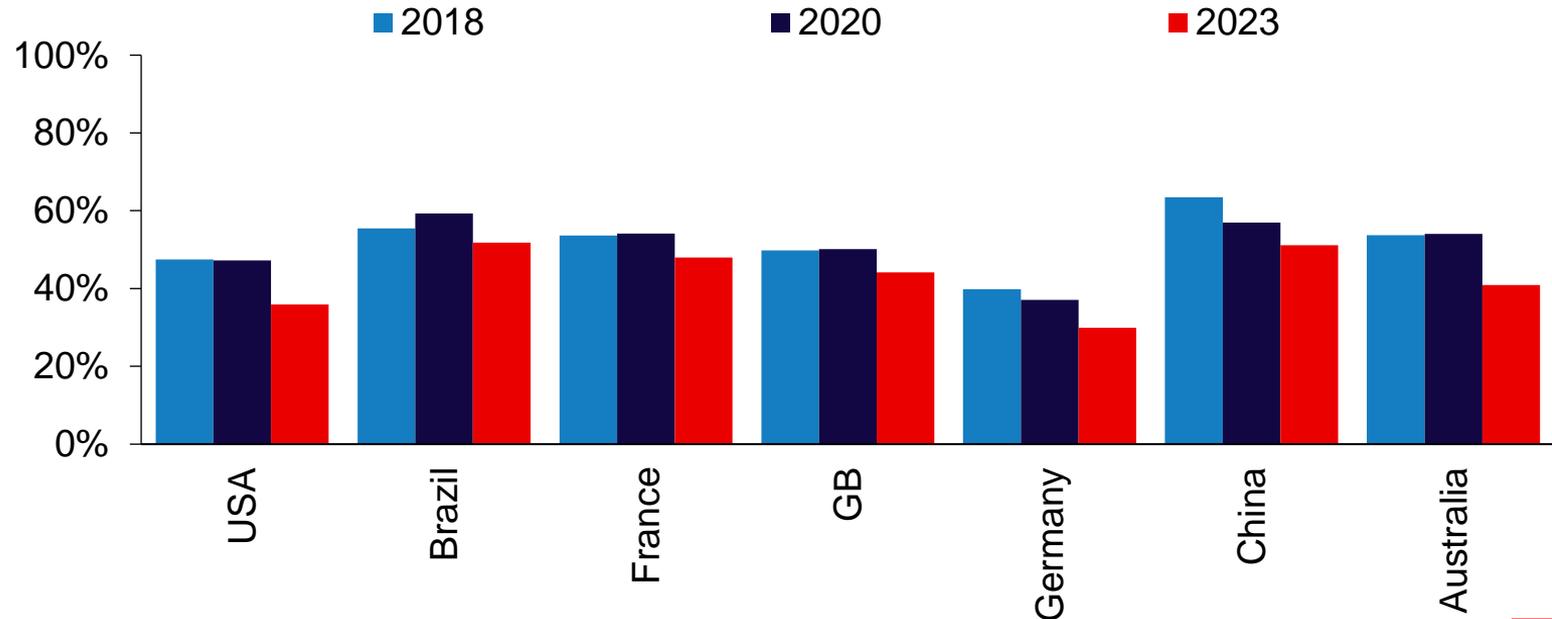
**Climate considerations  
will play an  
increasingly important  
role in travel choices by  
2030**

**Ledbury**



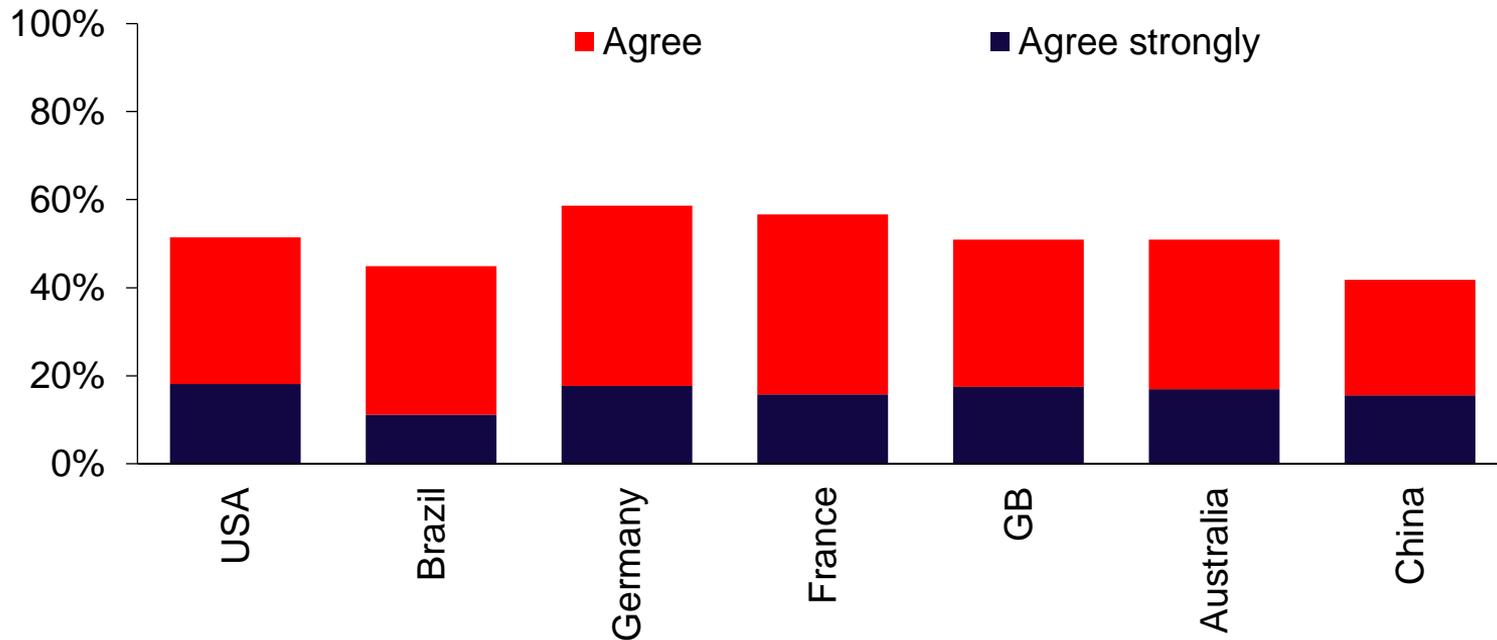
# Over-tourism will likely accelerate demand away from famous sites

The number of global consumers going on holiday to visit famous tourist sites is in decline across key markets

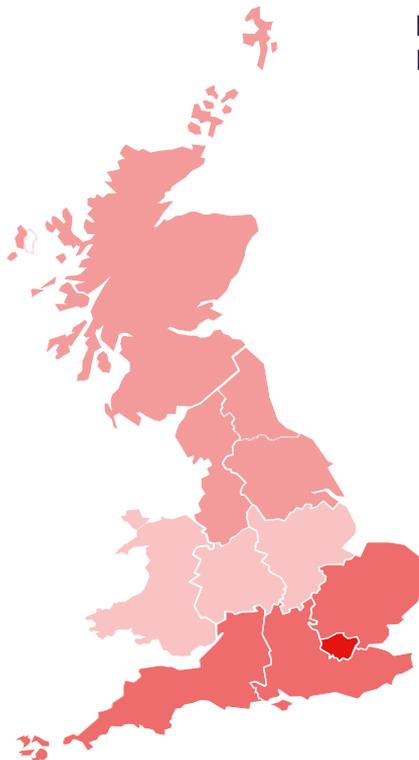


# As a result, expect a rising interest in off the beaten track destinations & experiences

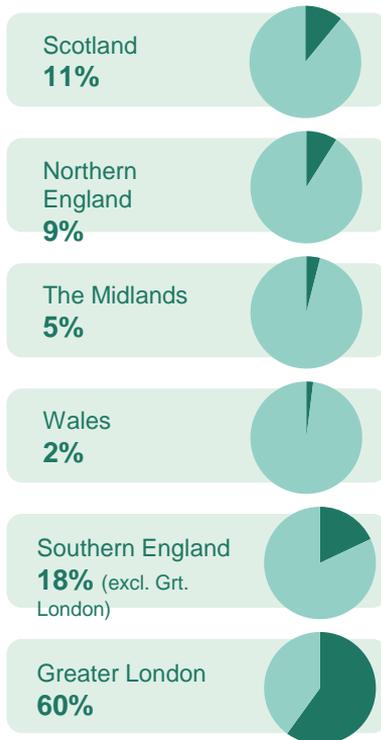
"When taking a vacation, I enjoy travelling to less well-known destinations" % who agree/agree strongly



# Visa spending data indicates the level of regional imbalance in tourism spend

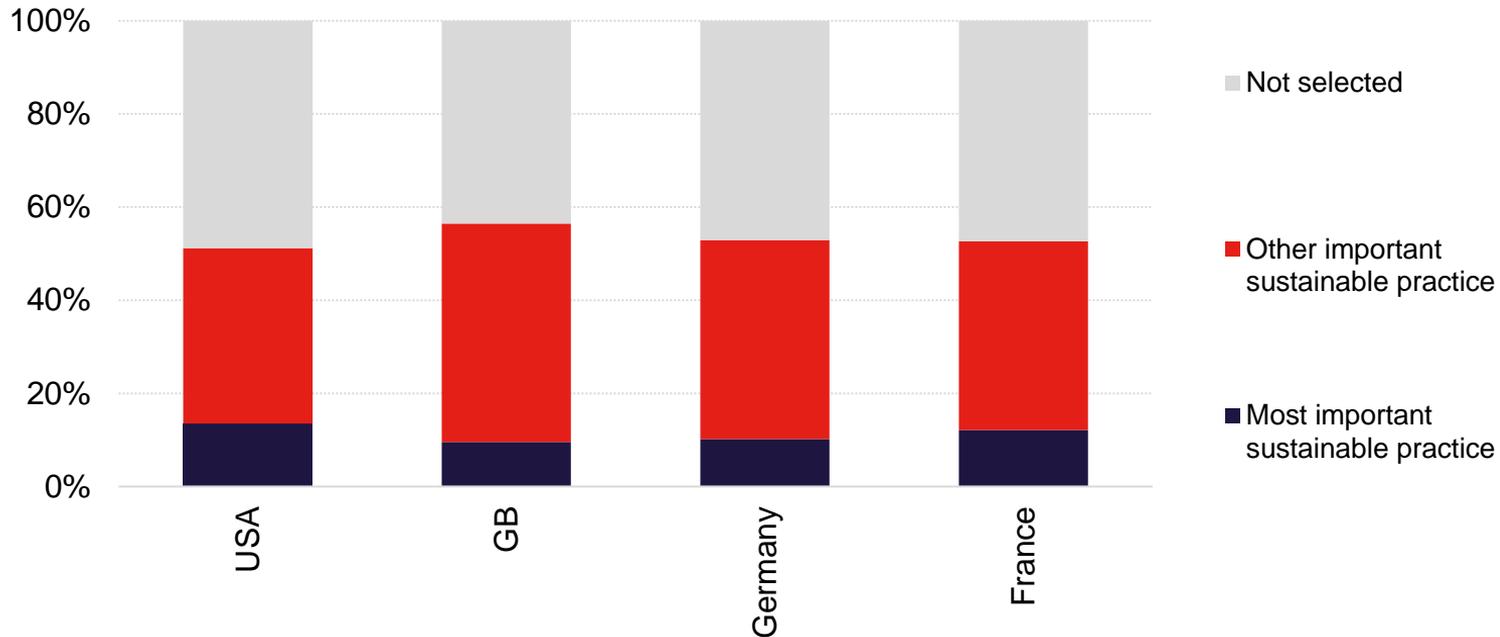


## Inbound tourism spend share within Britain in 2023



# Growing interest in regenerative travel propositions & experiences

"Which of these sustainable practices, if any, do you think are important for brands to adopt?" Helping to regenerate natural resources e.g. replanting forests



# Domestic Sentiment Tracker – February 2025



Released February 2025

81%

Proportion  
intending a UK  
overnight trip at  
any point in the  
next 12 months

33%

Preference for  
UK over overseas  
in the next 12  
months

30%

Top potential  
barrier to taking  
overnight trips in  
the UK over next  
six months is 'UK  
Weather' and  
'Rising Cost of  
Living'

27%

Reduce the  
number of day  
trips due to cost-  
of-living crisis



VisitEngland

# VisitBritain - attracting international audiences



Eastnor Castle

# Rebuilding Inbound Value

**Position Britain as a dynamic, diverse, sustainable and inclusive destination, prioritising regional and seasonal dispersion and improved productivity.**

## Connect & Distribute

Supporting Herefordshire's International Strategy - Linking buyers and suppliers through familiarisation visits and trade shows

## Inspire

Launch of new and innovative marketing campaigns

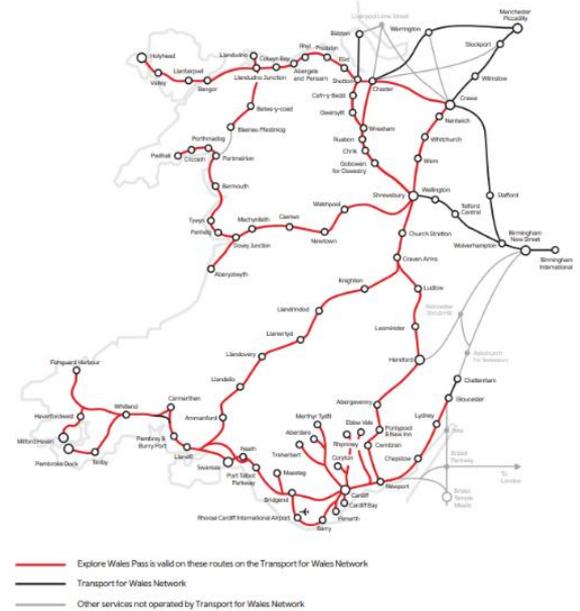
## Convert

Working with Airports, airlines and booking agents

# Connect and Distribute – Supporting Experience Herefordshire’s international strategy



EXPLORE WALES PASS



**\*LVEP Benefit – Border partnership with Visit Wales and new LVEP International support programme\***



# Inspire – Adopting a creative approach to offset challenge

- Our audience are familiar with Britain, especially London. **Despite our efforts, Britain is still not viewed as a welcoming destination and there is little urgency to visit.** It is viewed as a museum of things to see one day.
- We need to get international consumers visiting Britain this year, not one day. We need to **win hearts and minds.**
- Competition is also fiercer than ever with **competitors outspending Britain** to win their share of the inbound market.
- We need a **bold, creative, ownable platform** that breeds ideas and content that will drive fame, cut-through and create talkability across **multiple years** inspiring international consumers to consider and book a trip to Britain.

# Inspire - Campaign live in 5 priority markets



New VisitBritain campaign taps into film set travel trend and targets Gulf markets



# Ways into film & TV

- **What's been filmed** in your destination or at your business?
- What **stories, products & experiences** can you talk about on the back of film & TV and integrate into your tour programmes?
- Think creatively about **milestones & anniversaries** – how do you lean into these on social or through PR?
- **What's in production now?** Keep an eye on series being commissioned for season 2 & beyond



***\*LVEP Benefit – Visit Herefordshire can feed this through to VisitEngland/VisitBritain on your behalf\****



# Introducing our Content Framework

This is our strategic approach to storytelling, clearly aligned across channels for B2C & B2B audiences, to help build our destination brand.



Drawing on priority themes and products identified by LVEPs



Using global audience and channel insights, research & trends



Delivered as themes through an annual Content Calendar



Supporting Starring Great Britain through newsjacking and film-inspired content

# Our 2025 Content Calendar



Winter January – February 2025

## Winter Charm Awaits

Let the magic of Britain's winter charm be the star of an upcoming trip. Step into the scenes of popular films and TV shows, savour the cosy vibes of British pubs and tearooms, or explore museums and galleries without the crowds for a more authentic, relaxed adventure. Discover all the excitement Britain has to offer in 2025 by transforming holidays into set-jetting adventures.

### The stories we will be telling

- What's on, what's new, what's time-limited in 2025
- Embrace **charming getaways** involving gastropubs, walks and cosy stays

### Key moments we will focus on

- New Year celebrations (1 Jan)
- Valentines Day (14 Feb)
- International Women's Day (8 March)
- Dark Skies Festivals (various dates)

### Starring GREAT Britain content

- Starring GREAT Britain launch – filming locations and film & TV experiences
- *Bridget Jones: Mad About the Boy* movie release (14 Feb)
- Film & TV Awards (various dates)



Spring March – May 2025

## The Great Outdoors

Set off on an outdoor adventure in Britain. Stroll through enchanting gardens nestled in bustling cities, explore the tranquil countryside with thrilling agritourism experiences, or embark on a coastal escapade along its breathtaking shores.

### The stories we will be telling

- Discover the **natural beauty** of Britain's coast and countryside
- Uncover the **British gardens** and hidden **green spaces in cities**
- Discover Britain's **agritourism** and **voluntourism** offerings and connect with the locals

### Key moments we will focus on

- Music Festivals (various dates)
- Pride Celebrations (various dates)

### Starring GREAT Britain content

- The great outdoors in film & TV
- *The Salt Path* movie release (25 April)
- *Mission: Impossible – The Final Reckoning* movie release (21 May)



Summer June – August 2025

## Cool Green Summer

Embark on an epic summer adventure in Britain, ticking off the bucket list while making a positive impact. Escape to the coast and countryside, where regenerative tourism and eco-conscious festivals await. Or stay cool in Britain's cities and be immersed in summer events that celebrate the best of British culture - think Pride, regattas and carnivals!

### The stories we will be telling

- Escape the honeypots and explore hidden gems by **train**
- Savour quieter city vibes with **budget-friendly experiences**
- Make a difference on a **green escape** at the coast or the countryside

### Key moments we will focus on

- Music Festivals (various dates)
- Pride and Carnival Celebrations (various dates)
- Rail200 (all year)

### Starring GREAT Britain content

- Show off a cool green Summer through film & TV
- *Jurassic World: Rebirth* film release (2 July)
- *Outlander Season 8 – part 1* release (Aug)



Autumn November – December 2025

## Bringing People Together

Celebrate the spirit of togetherness this festive season. Where cherished traditions and modern celebrations bring people together, light festivals illuminate the night, Christmas markets warm the heart, and classic holiday films come to life.

### The stories we will be telling

- Experience **holiday traditions** in Britain
- Soak up the **winter experiences, displays and events**, and enjoy **top-notch shopping**
- Connect with the locals at **festive markets**

### Key moments we will focus on

- Christmas markets & other holiday celebrations (various dates)
- Christmas (25 Dec)
- Light festivals and trails (various dates)

### Starring GREAT Britain content

- Bring holiday favourites of film & TV to life
- *Wicked: For Good* film release (21 Nov)



Autumn September – November 2025

## Romantic Escapes

Feel the benefits of travel in the off-season, create unforgettable memories and fall in love with Britain's vibrant landscapes and cityscapes. Embrace the autumn magic with rejuvenating wellness retreats, farm-to-table dining, captivating stargazing experiences, and the enchanting settings of beloved period dramas.

### The stories we will be telling

- Experience a modern take on Britain's **history and heritage**
- Unwind, reconnect and recharge with **wellness experiences and seasonal dining**
- Embrace the beauty of the **dark skies**

### Key moments we will focus on

- Halloween (31 Oct)
- Jane Austen 250th Anniversary (16 Dec)
- Dark Skies Festivals (various dates)

### Starring GREAT Britain content

- Uncover romantic escapes through film & TV
- *Downton Abbey 3* movie release (12 Sept)



Summer June – September 2025

## Summer of British Sports

Get ready for a summer filled with British sporting events. Whether it's the roar of a crowd at a renowned stadium, the immersion of a virtual world, the excitement of dressing up for the races, or just the thrill of being active, Britain offers unforgettable experiences that place all fans right at the heart of the action.

### The stories we will be telling

- Champion the **world of women's sports**
- Experience the thrill of unmissable British **sporting events**
- Be at the forefront of **virtual sports** or uncover your next **real-life sporting adventure**

### Key moments we will focus on

- Women's Rugby World Cup (22 Aug - 27 Sept)
- Annual sporting events (various dates)

### Starring GREAT Britain content

- Experience a British sporting summer through film & TV
- *F1* movie release (25 June)

# Our 2025 Content Calendar: example



Spring March – May 2025



## The Great Outdoors

Set off on an outdoor adventure in Britain. Stroll through enchanting gardens nestled in bustling cities, explore the tranquil countryside with thrilling agritourism experiences, or embark on a coastal escapade along its breathtaking shores.

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Key themes across all our channels:  
web, social, PR, B2B, corporate,  
partner

Newsjacking opportunities

Drumbeat of Film & TV content

# The type of content we'd love to hear about

We are particularly interested in hearing about the following – please share this through to Visit Herefordshire:



**What's new & hot!** Tell us about Britain's newest openings, seasonal highlights, or reimagined experiences. Your latest news can provide hooks to excite visitors, refresh our consumer website VisitBritain.com with the latest buzz and feature in press releases to grab global attention.



**Starring Great Britain** – our new global campaign celebrates Britain as the real star of the show. From legendary filming locations to behind-the-scenes stories, we are using the magic of the screen to inspire visitors to explore everything our nations and regions have to offer. Do you have a product linked to film and TV genres, or know about a production happening nearby?



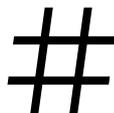
**People Stories** - We are interested in hearing about passionate people from the tourism economy who can help us communicate what's great about Britain, in all its diversity. They might be a brilliant local guide, a charismatic expert, or someone pioneering a new experience for international visitors. If they have a great story to tell, we would like to hear more.

# Applying the content themes to your channels

The more we align our messaging, **the louder our voice and the bigger the impact**, so please pick up our themes in ways that work for your own channels.



Can you create content to match these themes on your own website through itineraries, listicles or features?



Can you create social reels, posts or stories inspired by these themes?



Can you as businesses amplify the themes even further?

Our primary consumer social channel is Instagram. When posting content for international audiences, please tag us [@lovegreatbritain](https://www.instagram.com/lovegreatbritain), and if posting film & TV-related content, include the hashtag [#StarringGREATBritain](https://www.instagram.com/starringgreatbritain)



VisitEngland

# Adopting a regenerative approach



Symonds Yat

# What is regenerative tourism?

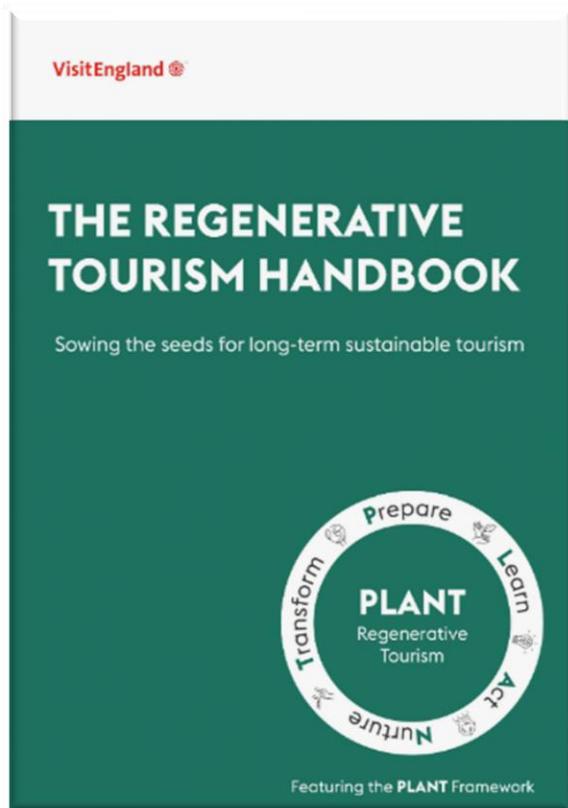


# Principles aligned to UN Sustainable Development Goals

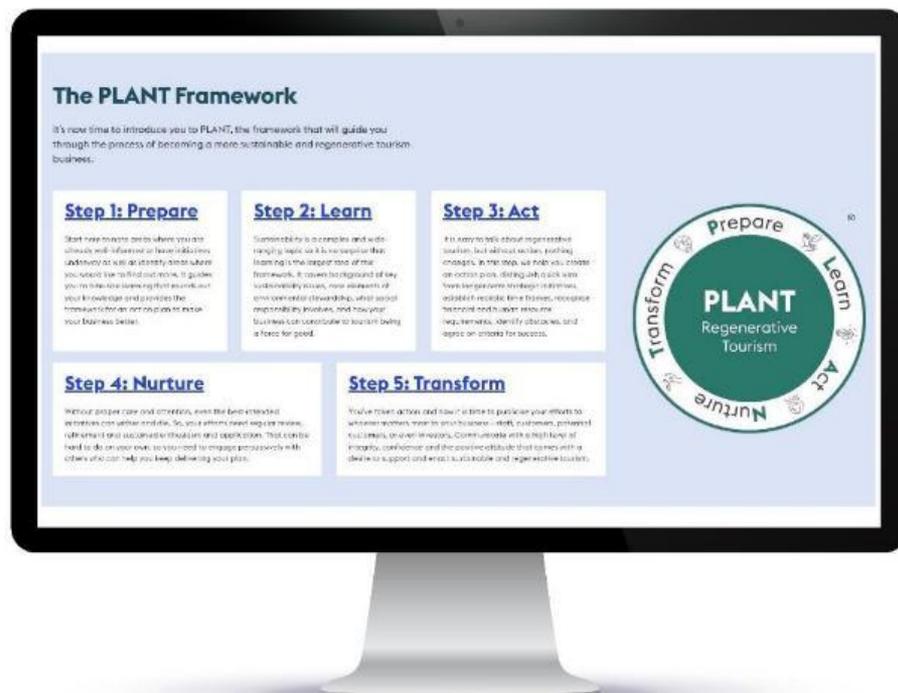
**In brief the regenerative tourism principles include ideas such as:**

- **Holistic understanding** - acknowledging that everything is connected to everything else
- **Collaboration** - partnerships leading to more effective outcomes
- **Diversity** - helping to reduce risk and enhancing resilience
- **Inclusion** - involving local communities to strengthen the overall ecosystem
- **Transforming and inspiring** - creating experiences for guests that are life-changing through immersion in cultural heritage, folklore, gastronomy, landmarks and wildlife
- **Environmental responsibility** - taking good care of the environment through sensitive management of natural resources and protection of fragile landscapes and wildlife
- **Cultural stewardship** - protection of local cultural heritage, traditions and knowledge passed down the generations

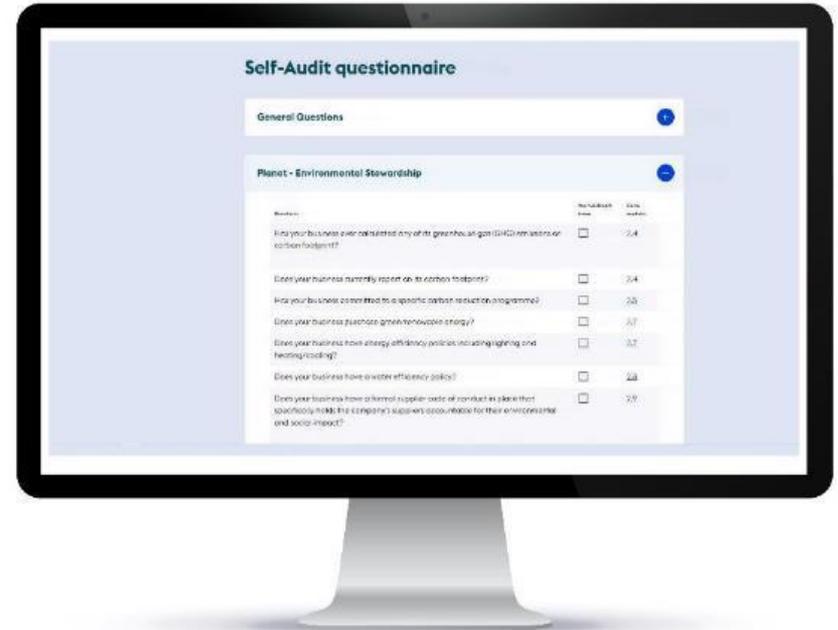
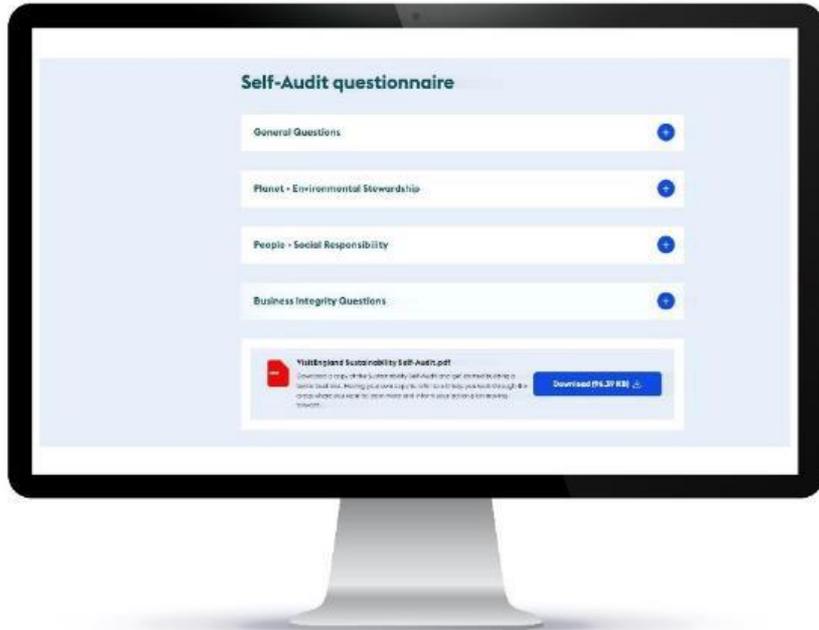
# Regenerative Tourism Handbook (Guide online)



JUST LAUNCHED!



# Regenerative Tourism Handbook (Guide online)



***\*LVEP Benefit – Destination level regeneration tourism toolkit and sharing national best practice\****

# In Conclusion

Four main actions for you!

1. **Work with Visit Herefordshire as we support LVEPs with their internationalisation strategies**
2. **Connect in with #StarringGREATBritain**
3. **Feed your content aligned to the content calendar to Visit Herefordshire**
4. **Do the Self Audit Questionnaire in the Regenerative Tourism toolkit**



VisitEngland

# 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

CEO



## 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

CEO

[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?

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

## Explore Herefordshire

### Key

-  Railway station
-  Canoe launch point
-  Cycle hire
-  Herefordshire Trail  
154 mile circular walking route
-  Black & White Trail  
Drive, cycle or take the bus
-  Mortimer Trail  
30 mile walk to Ludlow
-  Shopping area
-  Information Point

### A Closer Look...



### Bromyard

The traditional town of Bromyard sits pretty on a hilltop with far-reaching views. Among its Tudor timber-framed buildings and Georgian shopfronts, you'll find cosy cafes, bakeries and butchers, retro shops and several tempting pubs. For foodies, there's a nearby Michelin-starred restaurant plus artisan cider producers and a vineyard, whilst the Bromyard Downs and Brington Common are great for walkers.

### 'Paradise for walkers' Kington

Wander around the small cluster of shops, galleries and places to eat before walking to Hergest Ridge for spectacular views. A great base for visiting open gardens and touring the Black and White Villages.

### 'Town of books' Hay-on-Wye

Packed with character and cool boutiques, including its famous bookshops. Great for walking and canoe trips. Easy access to the Golden Valley and Black Mountains.

### 'Magically remote' Golden Valley

A wild landscape from the Cats Back, Black Hill and Moccas Wood to the mosaic of rolling hills and meadows. Dotted with remote castles and churches, Neolithic stones and artisan cider producers.

### 'Riverside, foodie & historic' Hereford

Hugged by the River Wye, historic Hereford sits at the heart of the county. Visit the iconic cathedral and museums, mooch around the shops, sample fantastic food or take a canoe trip.

### 'Active Adventures' Symonds Yat

Ideal for adventure lovers thanks to the abundance of outdoor activities including watersports, cycling and walking. There are breathtaking views in every direction but don't miss the panorama from Symonds Yat Rock.

Hugged by the River Wye, historic Hereford sits at the heart of the county. Visit the iconic cathedral and museums, mooch around the shops, sample fantastic food or take a canoe trip.



### 'Antiques treasure trove' Leominster

Explore the town's many antique dealers which are dotted all over town before soaking up local heritage at Grange Court. Visit nearby historic houses, gardens, craft cideries and the Black and White Villages.

### 'Foodie heaven' Bromyard

Hilltop town with a lovely traditional High street. Great for food lovers - visit artisan cider makers, a brewery and vineyard as well as the region's only Michelin-star restaurant.

### 'Stylish shopping' Ledbury

Home to fabulous independent shops, the celebrated Ledbury Poetry Festival and pretty heritage buildings. Nearby, find cider producers, a vineyard and super walks, including the Malvern Hills and Marcle Ridge.

### 'Canoeing country' Ross-on-Wye

Riverside delight with stunning views and super shopping, especially vintage. Colourful walks and canoe trips on the doorstep, plus cider makers and a vineyard.

## What Does The Visitor Economy Mean To Herefordshire?

Stats from STEAM Report		2021 (Covid Restrictions Lifted July)	2022	2023	2024
Economic Impact	Total economic impact of tourism	£470m	£637m	£736m	<b>£773m</b>
	Total visitor days	5.7m	7.7m	8m	<b>8.05m</b>
	Staying visitor days	2.5m	3.04m	3.04m	<b>3.05m</b>
	Number of day visitors	3.2m	4.7m	4.9m	<b>5.01m</b>
	Number of FTE jobs supported by tourism spend	6,085	7,489	8,014	<b>7,965</b>
Economic Impact by Sector	Accommodation	£41m	£55m	£62m	<b>£66m</b>
	Food and Drink	£164	£225m	£263m	<b>£276m</b>
	Recreation	£29m	£35m	£40m	<b>£42m</b>
	Shopping	£79m	£107m	£122m	<b>£128m</b>
	Transport	£38m	£53m	£61m	<b>£64m</b>
	Other	£120m	£160m	£185m	<b>£195m</b>

## What Does Herefordshire Figures Mean

Stats from STEAM Report		2024	% Change
Economic Impact	Total economic impact of tourism	<b>£773m</b>	<b>+0.2%</b>
	Total visitor days	<b>8.05m</b>	<b>+0.3%</b>
	Staying visitor days	<b>3.05m</b>	<b>+0.4%</b>
	Number of day visitors	<b>5.01m</b>	<b>+0.4%</b>
	Number of FTE jobs supported by tourism spend	<b>7,965</b>	<b>-0.6%</b>
Economic Impact by Sector	Accommodation	<b>£66m</b>	<b>+5.5%</b>
	Food and Drink	<b>£276m</b>	<b>+5.2%</b>
	Recreation	<b>£42m</b>	<b>+5%</b>
	Shopping	<b>£128m</b>	<b>+5%</b>
	Transport	<b>£64m</b>	<b>+5.1%</b>
	Other	<b>£195m</b>	<b>+5.1%</b>

2024 figures are on a par with 2023.

Given the very challenging climate for tourism in 2024, including continued cost of living impacts and a wet summer, this is a good result.

## What Does Herefordshire Figures Mean Compared to West Midlands

Stats from STEAM Report		2024	% Change
Economic Impact	Total economic impact of tourism	<b>£773m</b>	<b>+0.2%</b>
	Total visitor days	<b>8.05m</b>	<b>+0.3%</b>
	Staying visitor days	<b>3.05m</b>	<b>+0.4%</b>
	Number of day visitors	<b>5.01m</b>	<b>+0.4%</b>
	Number of FTE jobs supported by tourism spend	<b>7,965</b>	<b>-0.6%</b>
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	Recreation	<b>£42m</b>	<b>+5%</b>
	Shopping	<b>£128m</b>	<b>+5%</b>
	Transport	<b>£64m</b>	<b>+5.1%</b>
	Other	<b>£195m</b>	<b>+5.1%</b>

The national GB Tourism Survey results for West Midlands showed:

- 14% fall in staying visits
- 10% fall in day visits.

# What Does Herefordshire Figures Mean Compared to Other Rural Locations

Stats from STEAM Report		2024	% Change
Economic Impact	Total economic impact of tourism	£773m	+0.2%
	Total visitor days	8.05m	+0.3%
	Staying visitor days	3.05m	+0.4%
	Number of day visitors	5.01m	+0.4%
	Number of FTE jobs supported by tourism spend	7,965	-0.6%
Economic Impact by Sector	Accommodation	£66m	+5.5%
	Food and Drink	£276m	+5.2%
	Recreation	£42m	+5%
	Shopping	£128m	+5%
	Transport	£64m	+5.1%
	Other	£195m	+5.1%

The national GB Tourism Survey results for Rural destinations in England showed:

- 6% drop in staying visits
- 18% decline in day visits.

## Place Informatics:

Data collection allowing the county to record insights about visitors to Herefordshire. Based on phone GPS signals we can monitor the coming and going of individuals into all the market towns and other specified areas and compare month on month; year on year.

This data is freely available to all Levy Payers and Volunteer Members and can be used as a resource for grant funding and creating plans for marketing .



### Footfall & Movement

Discover why changes in footfall occur – view daily, weekly and monthly visitor numbers



### People Behaviour Insights

Monitor foot traffic patterns and understand where people go across streets, retail, car parks and green spaces



### Visitor Demographics

Identify visitor demographics – including social grade, age, gender and education estimates



### Benchmark & Compare

Benchmark your monthly performance against neighbouring towns, your region and the UK



### Communications & Performance

Use town centre data and reports to communicate effectively with key stakeholders



### Investment & Funding

Provide support for funding initiatives and measure the impact following investment

VISIT **HEREFORDSHIRE**

**Local Visitor  
Economy  
Partnership**

Recognised by



**VisitEngland**

The Visit Herefordshire LVEP aims to transform Herefordshire's Visitor Economy through a unified vision, strategic planning, and collaborative partnerships.

The Destination Management Plan (DMP) serves as the primary tool for achieving this transformation.

HEREFORDSHIRE

# Destination Management Plan 2025-2035

On behalf of  
Visit Herefordshire Local Visitor Economy Partnership (LVEP)

Partnership Building. Place Shaping. Growing Sustainably



Herefordshire  
County BID

Hereford BID  
Investing in our City

Herefordshire  
Council

UK Government

Local Visitor  
Economy  
Partnership

Recognised by  
VisitEngland

Working together  
to drive sustainable  
growth of our  
visitor economy



**THE VISION** is to cultivate a vibrant tourism sector in Herefordshire that offers distinctive and unforgettable visitor experiences. We aim to stay true to the essence of Herefordshire as a place, generating diverse employment opportunities, benefiting our local communities, and safeguarding our environment and heritage. Our goal is to increase visitor numbers, particularly those who are inclined to spend with our local retailers and service providers. A crucial aspect of this vision is to boost the number of visitors who stay for more than one day. This Destination Management Plan (DMP) outlines the roadmap to achieving this success.

## Vision & Targets



# Targets

PHASE 1  
FOUNDATIONS



**YEARS 1 & 2 (2025 & 2026)**

Building the foundations, delivering quick wins, embedding a new model of partnership-working and piloting collaborative tourism marketing and development projects.

PHASE 2  
REALISATION



**YEARS 3, 4 & 5 (2027-2029)**

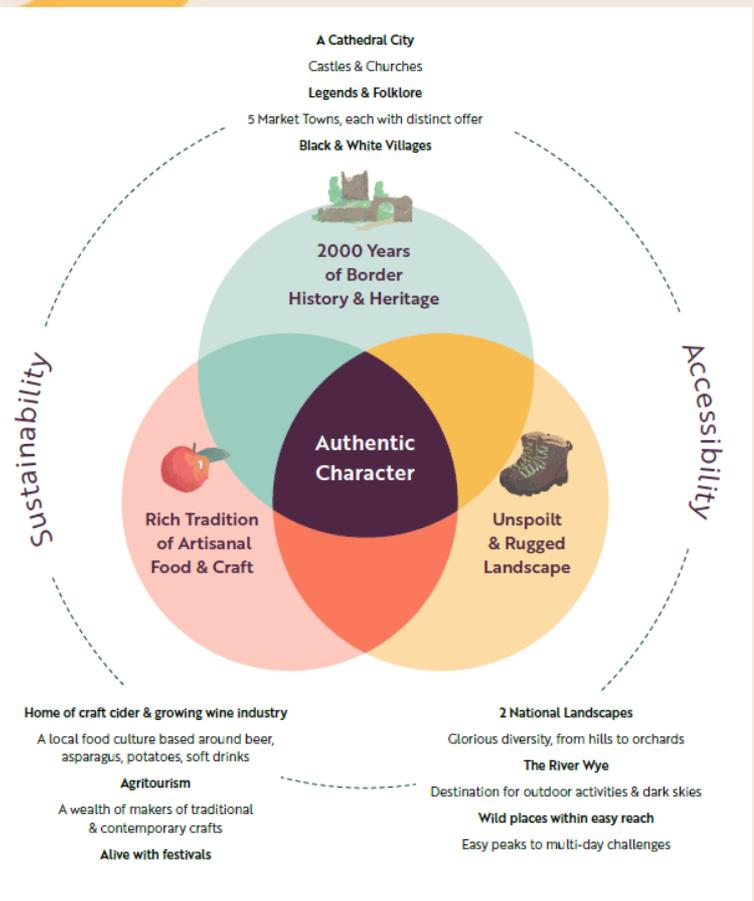
The visitor economy will start to benefit from the initial delivery of the DMP. The opening of the new Hereford Museum & Art Gallery will be of particular importance as the spotlight will be shining on the county during this period.

PHASE 3  
CAPITALISATION



**YEARS 6, 7, 8, 9 (2030-2034)**

Accelerated economic growth.



# Destination Herefordshire: The Proposition

To achieve our vision and targets, the need for a strong proposition is a given.

Herefordshire has a real sense of place and a distinctive history, landscape and tradition of food and drink.

The refined visitor proposition for 2025 onwards distills everything that makes Herefordshire special into three brand pillars.

The county's authentic character sits at the very heart, with year-round cultural events, sustainability and accessibility threaded throughout.

## Priorities for Action



- Priority 1: Embed partnership working & advocate for the visitor
- Priority 2: Grow the volume of overnight visitors
- Priority 3: Strengthen and extend the renaissance of Hereford
- Priority 4: Reinforce the distinctive destination brand and identity
- Priority 5: Drive forward a regenerative approach to tourism
- Priority 6: Nurture our people and businesses
- Priority 7: Get the basics right

## LVEP Advisory Board

The LVEP Advisory Board will be a volunteer board made up of business leaders from across the county who will carry out the day-to-day execution of the Destination Management Plan.

### Lead Organisations



Funded by Herefordshire Businesses



VISIT **HEREFORDSHIRE**

brought to you by

 **Herefordshire  
County BID**

## What Are The Aims Of Herefordshire County BID?

- To develop and deliver an overarching countywide strategy to support the Visitor Economy – **Destination Management Plan 2025-2035**
- To increase footfall, dwell time and spend – **STEAM data showing an increase in the economic impact to the County**
- To promote Herefordshire as a destination to visit, live and work - locally, regionally and nationally – **Visit Herefordshire**
- To manage and fund the Visit Herefordshire website, content creation and PR campaigns – **Visit Herefordshire**
- To work with partners to develop and extend key visitor and leisure developments – **Destination Management Plan**
- To support visitor economy businesses in an ever-changing economic environment – **Place Support Partnership and SEEDL**
- To attract other businesses/ partnerships to join Visit Herefordshire – **Volunteer Membership**
- To source external funding - **£190,855 in the financial year of 2024/2025**
- To secure Local Visitor Economy Partnership status – **Secured April 2024**
- To build regional networks to create a VisitEngland Tier 1 Destination Development Partnership – **Working with Visit Worcestershire, Visit Shropshire, Cotswolds+ and VisitEngland/ VisitBritain**

## Drop-In sessions / Monthly Roadshows

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  
County BID**

Funded by Herefordshire Businesses



**Drop-in Sessions**

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



# VISIT HEREFORDSHIRE

HEREFORDSHIRE

[See & Do](#)

[Eat & Drink](#)

[Stay](#)

[Trip Ideas](#)

[What's On](#)

[Information](#)



Home > Ledbury



'Heritage charm & modern style'

## Ledbury

- ◆ Irresistible independent shops & cafes
- ◆ Home to Ledbury Poetry Festival
- ◆ Moments from the Malvern Hills

## Top Highlights

[View more](#)



### Eastnor Castle

A fun day out for the whole family and always something new to discover! Children, grown-ups and dogs welcome!



### The Heritage Centre Ledbury

A beautiful old museum in the famous cobbled lane with displays that tell the story of the town's heritage buildings.



### The Master's House

The Master's House has been at the heart of Ledbury life for over 500 years. Today it's home to the library and more!



### 16th Century Painted Ledbury

These exceptional Tudor wall paintings, discovered in 1989, provide a fascinating glimpse in history.



# VISIT HEREFORDSHIRE

 Spring

 Summer

 Autumn

 Winter

## SEASONAL OFFERINGS

### Ledbury in the spring

Start the season with 'Daffodil Weekends' which celebrate the wild daffodils which thrive here. Hop on the aptly named Daffodil Line bus (a year-round service) to roam the 'golden triangle'. May brings Blossomtime, when the orchards burst into bloom and there's a weekend of festivities devoted to all things apple and pear. Eastnor Castle is just the spot for Easter fun whilst Hellens Manor hosts internationally-acclaimed musicians for a week of classical concerts. Take a hike, following in the footsteps of famous poets or exploring the Malvern Hills National Landscape. Alternatively, learn a new skill from pottery to printmaking.

[Discover What's On](#)

## Shopping

Tour the stylish selection of independent shops.

[Explore Shops](#)



### Hay Wines

Independent wine merchants stocking small producers dedicated to creating wines of expression, vibrancy and quality.



### D.T.Waller. The Family Butcher

We at Wallers butchers have been serving food lovers for over 40 years from the beautiful market town of Ledbury.



### Ledbury Flower Farmer

Growing and selling British seasonal scented flowers, including pick your own, in Ledbury.

## Trip Ideas & Itineraries

Get the inside track with our trip ideas & itineraries, lovingly put together by local experts.

[See more Itineraries](#)



**The Long Weekender:  
Ledbury**



**Exploring Big Apple  
Country: Day Hike on the  
Herefordshire Trail**



**Discover Herefordshire's  
Vineyards**

## Food & Drink

[View more](#)



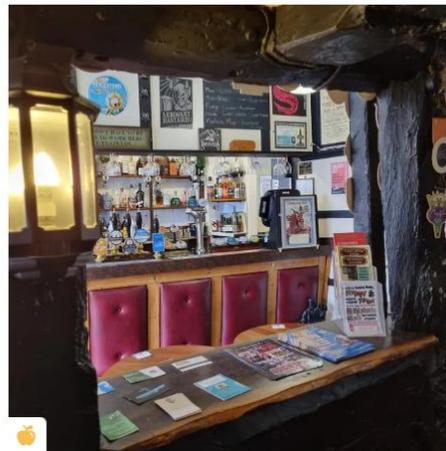
### The Feathers Hotel, Eatery & Coffee House

As a much-loved part of Ledbury's history, The Feathers Hotel is a cosy, truly traditional Coaching Inn



### The Seven Stars

A historic inn at the heart of Ledbury. Enjoy the best local food and drink and accommodation, with friendly service.



### Prince of Wales, Ledbury

Ledbury's finest real ale pub serving local ciders, Herefordshire CAMRA Pub of the Year 2013



### The Talbot

The Talbot is one of Ledbury's most characterful hostelrys, dating back 6 centuries.

# VISIT HEREFORDSHIRE



## Places to Stay

From cool treehouses, historic hotels and dog-friendly cottages to farm stays, quirky cabins and camping adventures, Herefordshire is packed with beautiful boltholes.

[View Top Places to Stay](#)

# VISIT HEREFORDSHIRE

Home > What's On in Herefordshire



## What's On in Herefordshire

For a small county, Herefordshire is surprisingly big on festivals and events. From international heavyweights, like Hay and Ledbury Poetry Festival to eclectic events in stunning settings.

Music festivals cater for all tastes from folk to electronica, whilst our county-wide celebration of contemporary art will take you on a tour of local studios.

Explore all corners of our county at one of our walking festivals, sample the best Herefordshire produce at our buzzing food and cider festivals, or experience the traditional delights of a country show.

**List** **Map**

**Upcoming Events**

**All Time**

**Events in 2025**

- April
- May
- June
- July
- August
- September
- October
- November
- December

**Events in 2026**



**Radical Care Artist Talk Series - Hereford College of Arts**

Radical Care is a programme of free public talks presented by Hereford College of Arts and Meadow Arts.



**CYANOTYPE WORKSHOP**

With Alison Gaultier

Come and learn the technique of Cyanotype printing which you will find the opportunity to experiment for yourself in a beautiful workshop. Learn how to make cyanotypes and create your own cyanotype prints. (Free Herefordshire produce)

**Two sessions available:**

- 10am - 12pm £60
- 12pm - 2pm £100

(Includes materials, snacks and drink)

[View the Workshop](#) [View the Workshop](#)

**Richards Castle**

25 March - 30 November

**Cyanotype Workshops - Richards Castle**

Come and learn how to make your own beautiful, botanical blueprints through Cyanotype, the oldest photographic technique



**The Weir Garden, Swainhill**

28 March - 26 September

**Priority habitat tour with our rangers**

A tour with our rangers to learn how 65 hectares of land have been transformed to become new homes for wildlife.



# VISIT HEREFORDSHIRE



## What's On in Herefordshire

For a small county, Herefordshire is surprisingly big on festivals and events. From international heavyweights, like Hay and Ledbury Poetry Festival to eclectic events in stunning settings.

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**List** **Map**

Event name

All locations

**Upcoming Events**

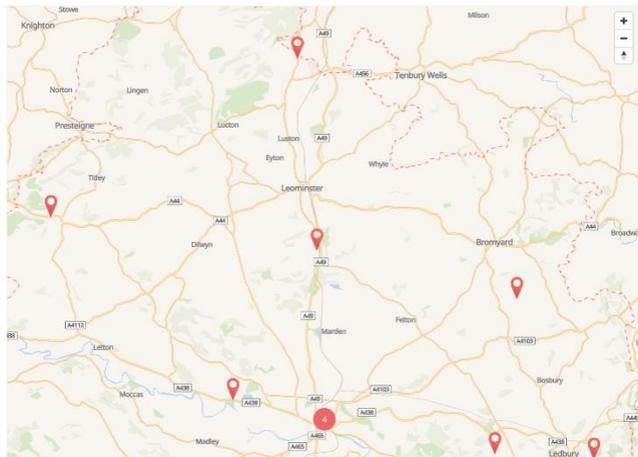
All Time

**Events in 2025**

- April
- May
- June
- July
- August
- September
- October
- November
- December

**Events in 2026**

- January



# VISIT HEREFORDSHIRE

feel a world away

**Explore our Website**

# VISIT HEREFORDSHIRE

- BID E-Newsletters - 3189
- Visit Herefordshire Consumer - 7566

VISIT HEREFORDSHIRE



### Winter Delights

Find independent shops in historic towns & rural corners

Take the pressure off this season and enjoy a relaxed mood around our market towns and rural shopping destinations. As you wander along pretty, historic streets and medieval alleyways, you'll stumble upon interesting, independent places to shop, eat and stay. Or, drive out into the countryside to discover some very special shopping destinations in unexpected places.

It's the perfect way to enjoy the final run up to a considered Christmas.

Discover Shopping Itineraries

VISIT HEREFORDSHIRE



### Wild Swimming Spots

Five glorious places to swim (and stay)

Whether you're a seasoned wild swimmer or just fancy dipping your toe into this popular pastime, Herefordshire has a tempting selection of open-water options.

For secluded swims, there's holiday cottages which come complete with a private lake. Or, experience a day as you go 'swim and sauna' with the most glorious views. Newbies, meanwhile, can gain confidence on a wild swimming weekend, exploring lakes, rivers and waterfalls with an experienced instructor.

Hardy types will love a reinvigorating dip in chilly waters as we enter autumn but novices are advised to book ahead for warmer weather in 2025.

Take Me Wild Swimming



Herefordshire County BID

f i g l i n y e x

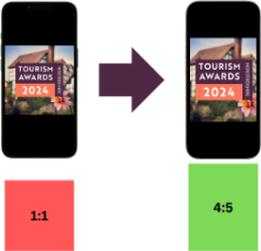
### Business Spotlight Information

#### Instagram's New Grid

What You Need to Know and How to Adjust Your Posts

Instagram has started to roll out updated layouts of its grid, and you might have already noticed the change.

Traditionally, Instagram posts have appeared as square images with a 1:1 ratio, meaning the width and height are equal. However, Instagram is now introducing a new 4:5 ratio for grid posts, which offers a taller, more cinematic look.



1:1 4:5

What Does This Mean for Your Feed?

Herefordshire County BID

f i g l i n y e x

### Information For Businesses



#### The VisitEngland Awards for Excellence 2025 date is confirmed

VisitEngland has announced that this year's VisitEngland Awards for Excellence will be held at the Brighton Dome Corn Exchange on 4 June.

The 35th national awards will see finalists from 21 regional competitions, including the Visit Herefordshire Tourism Awards, recognised as Gold, Silver and Bronze winners across 16 core categories. Award categories range from the 'Experience of the Year' to the 'Taste of England'.

# Social Media Performance

Media Platform	Date	Followers	Date	Followers
LinkedIn	22 April 2024	1,070	23 April 2025	1,570
Facebook VH	22 April 2024	11,348	23 April 2025	12,361
Facebook BID	22 April 2024	134	23 April 2025	208
Instagram	22 April 2024	14,924	23 April 2025	16,575
Threads	22 April 2024	2,226	23 April 2025	3,012



# Visit Herefordshire Map Leaflets

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

### Key

- Railway station
- Cane launch point
- Cycle hire
- Herefordshire Trail
- Black & White Trail
- Marketian Trail
- Shopping area
- Information Point



### Hereford

Hereford is one of the most beautiful cities in England, an exciting Victorian water city and the 19th Century of the West. Hereford is a city of many faces, a city of many stories and a city of many legends. It is a city of many faces, a city of many stories and a city of many legends. It is a city of many faces, a city of many stories and a city of many legends.

## Explore Herefordshire

### Kington

**Paradise for walkers**  
Wonder around the small cluster of steep, grassy and ancient oak woods around the village of Kington. A great place for walking your dog and enjoying the Black and White Trails.

### Hay-on-Wye

**Town of boats**  
Packed with character and boat moorings, including the famous 'The Golden Lady' and 'Black Mountains'.

### Golden Valley

**Golden Valley**  
A wild landscape for the highest peaks of the Cat's Back. Black Hill and Whitley Wood are the peaks of rolling hills and woodlands. The area is a haven for many species of birds and plants.

### Symonds Yat

**Symonds Yat**  
Used for relaxation since Stonehenge to the abandoned stone circle, the area is a haven for many species of birds and plants. The area is a haven for many species of birds and plants.



Visit **HEREFORDSHIRE**  
www.visitherefordshire.co.uk © 2023

### Leominster

**Leominster**  
Explore the beautiful village and town which has a rich history. The town is a haven for many species of birds and plants. The area is a haven for many species of birds and plants.

### Bromyard

**Bromyard**  
A beautiful village with a rich history. The town is a haven for many species of birds and plants. The area is a haven for many species of birds and plants.

### Leadbury

**Leadbury**  
A beautiful village with a rich history. The town is a haven for many species of birds and plants. The area is a haven for many species of birds and plants.

### Symonds Yat

**Symonds Yat**  
Used for relaxation since Stonehenge to the abandoned stone circle, the area is a haven for many species of birds and plants. The area is a haven for many species of birds and plants.

### ROUTES & ROAD TRIPS

Experience Herefordshire's hidden beauty by a scenic road trip. For more information, visit [www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk)

### The Wootton Bassett

The Wootton Bassett is a beautiful village with a rich history. The town is a haven for many species of birds and plants. The area is a haven for many species of birds and plants.

### Cider Circuits

Cider Circuits are a great way to explore the beautiful Herefordshire countryside. For more information, visit [www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk)

### Historic Houses

Historic Houses are a great way to explore the beautiful Herefordshire countryside. For more information, visit [www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk)

### Black & White Trail

The Black & White Trail is a great way to explore the beautiful Herefordshire countryside. For more information, visit [www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk)

### Marketian Trail

The Marketian Trail is a great way to explore the beautiful Herefordshire countryside. For more information, visit [www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk)

### By Train

By Train: Herefordshire is a great way to explore the beautiful Herefordshire countryside. For more information, visit [www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk)

### By Bus

By Bus: Herefordshire is a great way to explore the beautiful Herefordshire countryside. For more information, visit [www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk)

### INSIDER'S GUIDE

For wild gardens & fab events  
For woodland walks  
For equestrian adventures  
For gin & tonic  
For exploring castles  
For outdoor walks  
For gin & tonic  
For exploring castles  
For outdoor walks

### WALK FOR MILES

Walk for Miles is a great way to explore the beautiful Herefordshire countryside. For more information, visit [www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk)

### STUNNING STAYS

Stunning Stays is a great way to explore the beautiful Herefordshire countryside. For more information, visit [www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk)

### FOOD & DRINK

Food & Drink is a great way to explore the beautiful Herefordshire countryside. For more information, visit [www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk)

### WELCOME TO HEREFORDSHIRE

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

### ON THE RIVER

On the River is a great way to explore the beautiful Herefordshire countryside. For more information, visit [www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk)

### By Train

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### By Bus

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### HEREFORDSHIRE

Visit **HEREFORDSHIRE**  
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### By Train

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### By Bus

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### By Car

By Car: Herefordshire is a great way to explore the beautiful Herefordshire countryside. For more information, visit [www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk)

### By Bike

By Bike: Herefordshire is a great way to explore the beautiful Herefordshire countryside. For more information, visit [www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk)

### By Boat

By Boat: Herefordshire is a great way to explore the beautiful Herefordshire countryside. For more information, visit [www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk)

### By Horse

By Horse: Herefordshire is a great way to explore the beautiful Herefordshire countryside. For more information, visit [www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk)

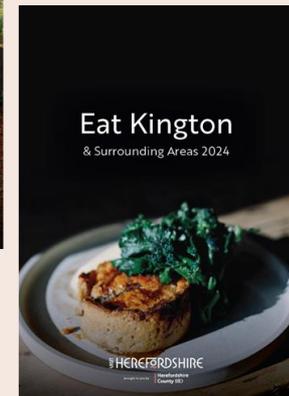
### By Air

By Air: Herefordshire is a great way to explore the beautiful Herefordshire countryside. For more information, visit [www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk)

## Grant Funding Opportunities

The HCBID has 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



# Place Support Partnership

Herefordshire  
County BID



ELECTRIC

GAS

WATER



MERCHANT

INSURANCE

TELECOMS

Reduce your  
business costs

## Free advice and support to all Herefordshire Businesses

Herefordshire County BID has commissioned Place Support Partnership to help you save money on your business costs.

This includes savings on new contracts, advice on navigating the cost-of-doing-business crisis, and how to achieve the best value on essential services like gas, water, insurance, electricity, telecoms and merchant fees.

### Let us help you

- Improve cashflow
- Improve profitability
- Free up capital to invest
- Become cost efficient



SCAN HERE TO  
FIND OUT MORE!

To start saving, call 03330 156 289  
email [Info@herefordshirecountybid.co.uk](mailto:Info@herefordshirecountybid.co.uk)  
or visit [www.herefordshirecountybid.co.uk](http://www.herefordshirecountybid.co.uk)



Herefordshire  
County BID  
Funded by Herefordshire Businesses



£210,000 worth of cost savings have  
been identified for businesses  
already

# SEEDL

## SEEDL Learning Hub

Offering free, unlimited access  
to over 200 live courses

Supporting workforce development across the Visitor  
Economy.

Over 2000 licenses have been sent out

In 2024, 882 live courses and 463 on-demand courses  
were completed.

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



Helping people Learn, Perform & Succeed.

## FREE Advertising Opportunities - Levy Payers & Volunteer Members

- Visit Herefordshire Radio isn't just for listeners; it's also an essential marketing tool for local businesses.
- Offering FREE, affordable and tailored advertising packages, the station is the perfect way for businesses to reach a highly engaged audience in Herefordshire.



## Key Features Of Visit Herefordshire Radio:

- **Great Music:** Enjoy a diverse range of tunes from popular hits to classic favorite's
- **Local Events :** Stay up-to-date with what's going on, from local festivals to hidden gems
- **Community-Focused:** Learn more about and support the region's Visitor Economy businesses
- **Free App:** Download Visit Herefordshire's Radio app on your mobile device today for easy listening anywhere, anytime
- **Listen FREE on your computer, DAB Radio, Google / Alexa device or SEEDL training platform:** You can stream it directly



## Places to visit on a foodie break in Herefordshire

Tip idea 4-5 Days Food and drink breaks

Central & Midlands

**The lowdown:** A tempting foodie break on the border of England and Wales, including vineyards, a cider circuit and Michelin stars

**What to expect?** Amazing eats, artisan tipples, top restaurants: these are the tastiest places to visit in Herefordshire

Snack, sip and scoff your way around on a foodie break in beautiful [Herefordshire](#) - a region of lush vineyards, artisan cheesemakers, organic cideries and idyllic farms. Its bounty is served wherever you venture: from Hereford's market stalls to Hay-on-Wye's Michelin-starred dining and delectable deli galore. If you're looking for tasty places to visit in Herefordshire, this four-day itinerary whisks you straight to its most delicious locations - plus outdoor activities to help counteract those calories! Whether blending your own gin or devouring the ultimate roast in an old drovers' inn, these are the top foodie things to do in Herefordshire.



## Food and drink breaks



### Places to visit on a foodie break in Newcastle

Come hungry and thirsty for the best food bars, restaurants and drinking spots in the town.



### Places to visit on a foodie break in Lancashire

From small batch gins and organic cheeses, to the best restaurants in Lancaster - here's how to plan the tastiest three-day getaway.



### Places to visit on a foodie break in Herefordshire

Four-day foodie breaks on the England-Wales border, with a few adventures to help you burn off that cider and cheese.

Find more food and drink breaks



## A four day break in Herefordshire

Tip idea 4-5 Days Food and drink breaks

Central & Midlands

**The lowdown:** Four days in Herefordshire that combines fun things to do with unique places to stay

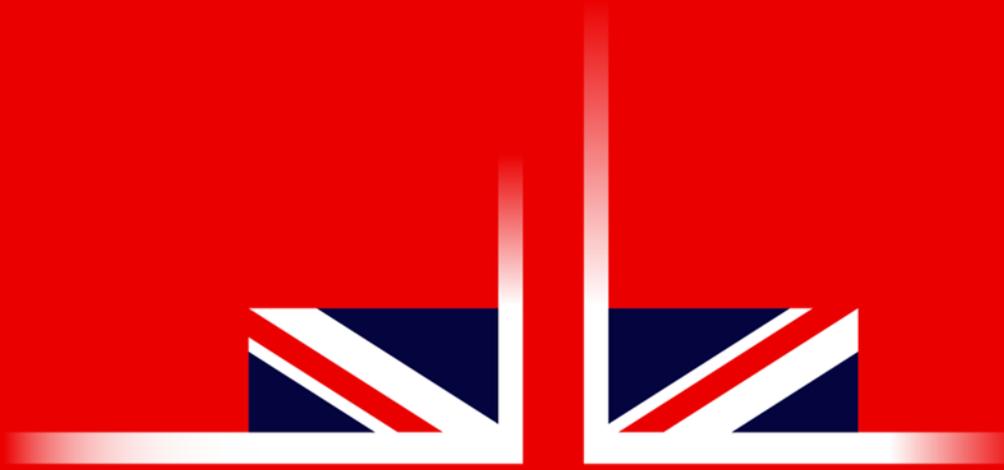
**What to expect?** The best attractions in Herefordshire, including treetop hideaways, cider trails and food with a view

Have you ever wondered what things you can do in [Herefordshire](#) and where you can find the best places to stay? This lush county west of the Midlands borders Wales and Shropshire and is one of England's best kept secrets. Read on to discover more about Herefordshire's laid-back villages, boutique distilleries, and organic farm shops. You can spot that famous house where Netflix's Sex Education was filmed while kayaking near Symonds Yat. And that's before you get to the foodie aspect of your visit, where farm to fork dining plays a huge role at the county's top-rated restaurants and pubs.

The logo features the text 'FILM OFFICE' in a large, bold, white, sans-serif font, stacked on two lines. Below this, a thin white horizontal line with a dashed pattern separates the text from 'HEREFORDSHIRE', which is written in a smaller, white, serif font. The entire text is set against a black background that is part of a larger graphic element resembling a film strip or a stylized building facade, with a white top edge and a diagonal cut. The background of the entire image is a light beige color, with a yellow curved shape in the top left and a purple curved shape in the bottom right.

FILM  
OFFICE

HEREFORDSHIRE



**VISIT  
BRITAIN**



**VisitEngland**



# Film Locations in Herefordshire

Visit star locations in our county



BBC  
FOUR



NETFLIX



BBC



HBO

# Visit Herefordshire Film Office



The Sex Education House in the Wye Valley



Eastnor Castle stars in Succession

## 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.

We've partnered with Filming in England and it's free to register on their [Locations Directory](#). 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

## Find A Location In Herefordshire

We're pleased to be working with the [Filming in England](#) team, part of [Creative UK](#), 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

### Secure Permissions

Speak to the Film team at Herefordshire Council to ensure all your paperwork and permissions are correct. Contact: [Filming@herefordshire.gov.uk](mailto:Filming@herefordshire.gov.uk)

Where filming is planned to take place on the highway or on council land and is intended for public broadcast, you will require permission from Herefordshire Council before proceeding. You can do this by using the Filming in Herefordshire online form. [Click here for more information.](#)

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

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.



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

The screenshot shows the 'Locations' page on the Filming in England website. At the top, there is a navigation menu with links for ABOUT, LOCATIONS, CREW, SUPPLIERS, STUDIOS & BUILD SPACES, RESOURCES, FILMING IN ENGLAND PARTNERSHIP, and NEWS. The main heading is 'LOCATIONS' in large, bold, purple letters. Below this, it says '83 locations' and 'Sort By: Last Modified | Display: 2'. There are two search filters: 'Location Categories' with a dropdown menu and 'Location Name / ID' with a text input field. Below the filters is a grid of 10 location thumbnails, each with a small location ID below it: Location #10279915, Location #10274714, Location #10275015, Location #10222313, Location #10275181, Location #10275089, Location #10274894, and Location #10274820. The thumbnails show various scenic and architectural locations in Herefordshire.



# Employee / Employer Discount Card



Currently 21 Offers and more in development

Herefordshire County BID

Home / Employees / Discount Schemes

### Employee Discount Scheme

Herefordshire County BID is delighted to have secured a number of discounts and offers for its 10000 Local People and their employers. If you are an LCP you can see the offers below. If you are an employer you can see the offers below.

**SEE L** Promoting Learning Hub

Other 10000 active business partners for Your Learning business and their employees.

The innovation learning hub, when all employees that work in the Public Economy have achieved access for up to 10000 local people in any one year. The business partners offer help to the support local employers to train their staff, improve their employee performance and ultimately create a more vibrant economy.

Employees can choose from a range of courses including local and regional programmes. Customer Service and Sales are offered through to national level and through management. We also have a range of other courses including our own. It's a great way for us to address learning needs of all our wonderful business. On completing a course, the employee can be added to a database which can be used to help with recruitment and to help with their own personal development.

Herefordshire County BID remains an employer of all our active business partners, offering local employment to a local business, ensuring services from their local area, offer a long term and an interest connection.

Telephone: 01949 342 310  
Email: [info@herefordshirebid.co.uk](mailto:info@herefordshirebid.co.uk)

**SEE L** Terms & Conditions  
[View our Terms & Conditions](#)

**SEE L** Cost Savings with The Posh Support Partnership

Other 10000 cost savings advice and guidance ensuring your business is meeting the best deals from your suppliers.

Travel cost saving options have been secured by Herefordshire County BID to help reduce costs for local businesses. 10000 have agreed to the offer to reduce programme cost and ensure business agreement with the local economy. The partnership offers a range of options and responses, helping business to reduce their operating costs and ensure a healthy local economy. Supporting the business partner to 10000 currently provides to businesses throughout the county, the partnership provides additional comprehensive guidance services to support. Including energy efficiency, sustainability and cost reduction strategies. As a result of the local employment, local business partners will have support to ensure they are meeting the best deals.

Telephone: 01949 342 310  
Email: [info@herefordshirebid.co.uk](mailto:info@herefordshirebid.co.uk)

**SEE L** Terms & Conditions  
[View our Terms & Conditions](#)

**adsmart** from sky

ADSMART

Other 10000 discount for all Herefordshire County BID Local People off Best Deal First Advert from Sky advertising campaign.

Thought of advertising and what you need? Think again. AdSmart is a brand new local advertising on its head, making the smallest part of TV advertising relevant and affordable for almost any business. AdSmart allows you to access television ads and programmes, which you can tailor to suit your needs. Advertising spots can be seen every day through Herefordshire local news on a given channel, you can even see what is on.

**ADSMART** Local People 10000  
Email: [info@adsmart.co.uk](mailto:info@adsmart.co.uk)

**View Discounts & Memberships AdSmart ads** [View our Discounts and Memberships](#)

**AVENSURE**

Other 10000 access to HR and Health & Safety advice for Local People

**AVENSURE**

Address: [11 John Street, 10 Queen Street, Hereford, HR1 2JH](#)

Telephone: 01949 342 310

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

**Terms & Conditions**  
[View our Terms & Conditions](#)

Other 10000 access to HR and Health & Safety advice for Local People

**BLACK MOUNTAIN**

Other 10000 consultancy

Black Mountain is a design, print & marketing company based in Hereford. We work with local businesses to create their brand through various channels. The company was founded in 2007 to provide solutions for local businesses and has since expanded to work with many companies across the UK. As a Herefordshire based company, we can focus on work with businesses local to us and provide an outstanding level of customer service. With all our services being based in Hereford, we can ensure a quick turn around and most importantly, quality guaranteed.

Address: [10A C, Ashurst Industrial Estate, Leominster, Hereford, HR3 0JY](#)

Telephone: 01949 342 310

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

**Social Media:**

- Facebook
- LinkedIn
- Twitter

**Terms & Conditions**  
[View our Terms & Conditions](#)

**DESIGN BY THE SHIRES**

Other 10000 discount on all of their services, including website design, graphic design, logo branding, online marketing.

Design by the Shires offers a friendly personal solution to your web design, marketing and graphic design needs. We were founded by three local men passionate about connecting with your clients online and offline. Design by the Shires is a second website design, graphic design, marketing agency in Hereford, Worcestershire.

Address: [Cannon Park, Cannon Park, Leominster, HR6 2JY](#)

Telephone: 01949 300 857

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

**Social Media:**

- Facebook
- LinkedIn
- Twitter
- YouTube

**Terms & Conditions**  
[View our Terms & Conditions](#)

Other 10000 access to HR and Health & Safety advice for Local People

**HALO**

Other 10000 staff benefits services for Local People

HALO is a professional agency that specialises in providing HR and HR related services throughout Herefordshire, Worcestershire, Gloucestershire, Shropshire and Staffordshire. We offer a range of services to local businesses and individuals. We offer a range of services to local businesses and individuals. We offer a range of services to local businesses and individuals.

Address: [10000 Local People, 10000 Local People, 10000 Local People](#)

Telephone: 01949 342 310

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

**Social Media:**

- Facebook
- LinkedIn
- Twitter

**Terms & Conditions**  
[View our Terms & Conditions](#)

**PENINSULA**

Other 10000 staff benefits services for Local People

Peninsula is a leading provider of HR and HR related services throughout Herefordshire, Worcestershire, Gloucestershire, Shropshire and Staffordshire. We offer a range of services to local businesses and individuals. We offer a range of services to local businesses and individuals.

Address: [10000 Local People, 10000 Local People, 10000 Local People](#)

Telephone: 01949 342 310

**PROCHAIRMAN**

Other 10000 staff benefits services for Local People

ProChairman is a leading provider of HR and HR related services throughout Herefordshire, Worcestershire, Gloucestershire, Shropshire and Staffordshire. We offer a range of services to local businesses and individuals. We offer a range of services to local businesses and individuals.

Address: [10000 Local People, 10000 Local People, 10000 Local People](#)

Telephone: 01949 342 310

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

**Social Media:**

- Facebook
- LinkedIn
- Twitter
- YouTube

**Terms & Conditions**  
[View our Terms & Conditions](#)

**SIDNEY NOLAN TRUST**

Other 10000 discount on all of their services, including website design, graphic design, logo branding, online marketing.

Sidney Nolan Trust is a leading provider of HR and HR related services throughout Herefordshire, Worcestershire, Gloucestershire, Shropshire and Staffordshire. We offer a range of services to local businesses and individuals. We offer a range of services to local businesses and individuals.

Address: [10000 Local People, 10000 Local People, 10000 Local People](#)

Telephone: 01949 342 310

**SNAP fitness**

Other 10000 staff benefits services for Local People

SNAP fitness is a leading provider of HR and HR related services throughout Herefordshire, Worcestershire, Gloucestershire, Shropshire and Staffordshire. We offer a range of services to local businesses and individuals. We offer a range of services to local businesses and individuals.

Address: [10000 Local People, 10000 Local People, 10000 Local People](#)

Telephone: 01949 342 310

**UTILITY HELPING**

Other 10000 staff benefits services for Local People

Utility Helping is a leading provider of HR and HR related services throughout Herefordshire, Worcestershire, Gloucestershire, Shropshire and Staffordshire. We offer a range of services to local businesses and individuals. We offer a range of services to local businesses and individuals.

Address: [10000 Local People, 10000 Local People, 10000 Local People](#)

Telephone: 01949 342 310

**WILD EDIC**

Other 10000 staff benefits services for Local People

Wild Edic is a leading provider of HR and HR related services throughout Herefordshire, Worcestershire, Gloucestershire, Shropshire and Staffordshire. We offer a range of services to local businesses and individuals. We offer a range of services to local businesses and individuals.

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Address: [10000 Local People, 10000 Local People, 10000 Local People](#)

Telephone: 01949 342 310

## Visit Herefordshire Ambassador Programme



- 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

Proud supporters of

VISIT **HEREFORDSHIRE**

brought to you by  Herefordshire  
County BID



VISIT HEREFORDSHIRE

# TOURISM AWARDS

2024

Sponsored by

HELLO  
Starling





1. Accessible & Inclusive Tourism Award - Courtyard
2. B&B and Guest House of the Year - Temple Bar Inn
3. Business Events Venue of the Year - Left Bank Village
4. Visitor Attraction of the Year - Small Breeds Farm
5. Ethical, Responsible & Sustainable Tourism Award - Riverside
6. Experience of the Year - Oldfield Forge
7. International Tourism Award - Hereford Cathedral
8. Hotel of the Year - Old Downton Lodge
9. New Tourism Business of the Year - Newton Court
10. Pub of the Year - New Inn

11. Camping, Glamping and Holiday Park of the Year - Rookery Woods
12. Self-Catering Accommodation of the Year- Trevase Cottages
13. Taste of England - Riverside
14. Unsung Hero of the Year - Simon Lockett – Golden Valley Pilgrim Way
15. Judges Commendation – Restoration of the Year - Rowden Mill Station
16. Judges Commendation – Taking Herefordshire to the World - Beefy Boys
17. Judges Commendation – Off the Grid Pioneer - The Fold
18. Judges Commendation – Innovative Accessibility - One Acre Wood
19. Judges Commendation – Accessibility Community Champion - Ali Allen, The Walking Hub
20. Judges Commendation – Conversation Community Champion - Rowan Griffiths, Hergest Croft Gardens



VISIT HEREFORDSHIRE  
**TOURISM  
AWARDS**  
2024

*Winner*

Visit Herefordshire's  
Business of the Year

The Riverside  
at Aymestrey









# Herefordshire finalists



Awards for  
Excellence  
**2025**

# TOURISM AWARDS

# 2025

HEREFORDSHIRE



This is to certify that the:

**VISIT**  
**HEREFORDSHIRE**  
**TOURISM AWARDS**

Have met the criteria necessary to earn the:

**AWARDS**  
**TRUST MARK**  
**OUTSTANDING**

Awarded by

**THE INDEPENDENT AWARDS**  
**STANDARDS COUNCIL**

Valid from: 25/04/2025

Until: 24/04/2026

A handwritten signature in black ink, appearing to read "Chris Robinson".

**CHRIS ROBINSON**

Co-Founder, The Independent Awards  
Standards Council  
Managing Director, Boost Awards

## Reasons to hold the accreditation.

- **Enhanced Credibility:** The Trust Mark signifies adherence to a voluntary code of conduct, boosting the credibility of your awards program
- **Transparency:** It ensures transparency in the judging process, which is crucial for attracting entrants
- **Marketing Advantage:** Accredited programs can use the Trust Mark logo in their marketing, enhancing visibility and trust
- **Feedback Mechanism:** Provides a structured feedback mechanism for entrants, helping them understand why they did not win
- **Ethical Standards:** Promotes ethical standards, including non-disclosure agreements for judges and clear scoring systems





## Categories

- Accessible and Inclusive Tourism Award
- B&B and Guest House of the Year
- Business Events Venue of the Year
- Visitor Attraction of the Year
- Regenerative Tourism Award
- Experience of the Year
- International Tourism Award
- Hotel of the Year
- New Tourism Business of the Year
- Pub of the Year
- Camping, Glamping and Holiday Park of the Year (If entering this category do not enter Self-Catering Accommodation of the Year)
- Self-Catering Accommodation of the Year (If entering this category do not enter Camping, Glamping and Holiday Park of the Year)
- Taste of Herefordshire
- Unsung Hero Award
- Wedding Venue of the Year (Herefordshire Only Category)
- Retailer of the Year (Herefordshire Only Category)



**TOURISM AWARDS**  
**2025**  
HEREFORDSHIRE

Key Dates:

- Application Stage – 21 March 2025 – 31 May 2025
- Round 1 Judging – 1 June 2025 – 30 June 2025
- Round 2 Judging – 1 Aug 2025 – 30 Sep 2025
- Finalists Announced – Nov 2025
- Visit Herefordshire Tourism Awards Evening – 25 Feb 2026

**HELLO**  
**Starling**





## 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**



Herefordshire  
County BID

in association with  
VISIT HEREFORDSHIRE

Lunch Will Be Served In The  
Hummingbird Bar



**1:00 – 1:50 PM -**

**Session 1 – Breakout Sessions**

(Main Room, Box 3–5, Box 6–8)

Breakout 1 – *Visit Herefordshire Tourism Awards Training – Hints, tips and application guidance*

Breakout 2 – *Get Fully Booked – Using your own website to get bookings*

Breakout 3 – *Place Informatics – Learning more about Herefordshire County BIDs footfall counters*

**1:50 – 2:00 PM -**

Changeover

**2:00 – 2:50 PM -**

**Session 2 – Breakout Sessions**

(Main Room, Box 3–5, Box 6–8)

Breakout 4 – *Visit Herefordshire Tourism Awards Training – Hints, tips and application guidance*

Breakout 5 – *Get Fully Booked – Using your own website to get bookings*

Breakout 6 – *Place Informatics – Learning more about Herefordshire County BIDs footfall counters*

**2:50 – 3:15 PM -**

Drinks Break

**3:15 – 4:30 PM -**

**Dark Skies Tourism – What you can do as a business to take full advantage of Herefordshire’s Dark Skies**

*Yolande Watson* – CPRE Herefordshire & Founder of Dark Skies Herefordshire

*Shelia Jones* – Upperfields Farm,

*Richard Fishbourne* – Bugs and Beasties

**4:30 – 5:00 PM -**

Networking and Marketplace



# Breakout Session One

1.00 – 1.50

- Breakout 1 – *Visit Herefordshire Tourism Awards Training – Hints, tips and application guidance (Box 3-5)*
  - Breakout 2 – *Get Fully Booked – Using your own website to get bookings (Box 6-8)*
  - Breakout 3 – *Place Informatics – Learning more about Herefordshire County BIDs footfall counters to guide marketing and business planning (Main Room)*
- 

# Breakout Session Two

2.00 – 2.50

- Breakout 1 – *Visit Herefordshire Tourism Awards Training – Hints, tips and application guidance*
  - Breakout 2 – *Get Fully Booked – Using your own website to get bookings*
  - Breakout 3 – *Place Informatics – Learning more about Herefordshire County BIDs footfall counters to guide marketing and business planning*
- 

**2:50 – 3:15 PM - Drinks Break**

**3:15 – 4:30 PM - Dark Skies Tourism – What you can do as a business to take full advantage of Herefordshire’s Dark Skies**

*Yolande Watson* – CPRE Herefordshire & Founder of Dark Skies

*Shelia Jones* – Upperfields Farm,

*Richard Fishbourne* – Bugs and Beasties

**4:30 – 5:00 PM - Networking and Marketplace**





Herefordshire  
County BID

in association with  
VISIT HEREFORDSHIRE

## Closing Remarks

Joanna Hilditch and Glenn Jones

Herefordshire County BID Co-Chairs





**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)

