

## Herefordshire County BID Ltd

Board Minutes 20th February 2024

10:00am - 12:00pm

### Attendees:

Name	Company
Glenn Jones (BID VC) – Chairperson	Discover Parks
Matthew Pudge (BID VC)	The Hop Pocket Shopping Village
Andrew Blandford	Blandfords
Peta Darnley	Netherwood Estate
Tara Emery – (Staff)	Herefordshire County BID
Cllr Ed O’Driscoll	Ross-On-Wye Town Council
Diane Mansell – (Staff)	Herefordshire County BID
Johnathan Leicester	Leader of the Council
David Wright (Observer)	Herefordshire Council
Fiona Travel – (Presenter)	Travel Tonic
Elizabeth Parbutt – (Presenter)	Orphans

### Apologies:

Name	Company
Jo Hilditch (BID VC)	The Whittern Estate
Kari Trajer Morgan	Westbrook Court Country House
Ana Vaughan	National Trust
Julian Vaughan	The Green Dragon Hotel
Daniel Wood	Hampton Court Castle
Frank Myers MBE	Wythall Estate Vineyard
Cllr Graham Biggs (Observer)	Herefordshire Council
Roger Allonby – (Observer)	Herefordshire Council

### 1) Introductions and apologies

- a. JL & DW were introduced
- b. Confirmed Quorum is 5

GJ

## 2) Conflicts of interest

GJ

None

## 3) Marketing subgroup update Orphans (O)

EP gave an overview of Visit Herefordshire's Brand DNA, an overview of Travel Trends in 2024 and upcoming campaign developments.

- **FUTURE ACTION:** Orphans to look into the possibility of the inclusion of Ross on Wye augmented reality Museum on the website.
- **FUTURE ACTION:** Orphans to look how Ledbury can be included in the Watkins Way Itinerary.
- **FUTURE ACTION:** Orphans to look into developing the Watkins Way to possibly include side trips/ walks.
- **FUTURE ACTION:** Orphans to include Ledbury Mistletoe sales in the Christmas Campaign for Ledbury.
- **FUTURE ACTION:** Create a tours section on Visit Herefordshire website
- **FUTURE ACTION:** Orphans to look into the possibility of the following suggestions – private wild swimming, independent retail, Heritage open days linked to the History Festival that's in development, Festival Development
- **FUTURE ACTION:** GJ - to speak to Wye Valley Brewery about tours.

**PR - Travel Tonic Update (TT):** Travel Tonic gave an update of upcoming campaigns and shared with the group recent PR Pieces.

- **FUTURE ACTION:** Travel Tonic looking into additional themes such as Wine Tourism and Micro Foodie Breaks
- **FUTURE ACTION:** Travel Tonic to share the augmented reality Museum with Claire Stone.

GJ passed on The BID Board's thanks to Orphan and Travel Tonic for their hard work.

## 4) Minutes of the last meeting – Appendix 4

GJ

**BOARD ACTION:** Board Approved November's minutes

## 5) Matters arising

GJ

- JL gave an update on council priorities
- DW gave updates on Shared Prosperity Fund, Rural Tourism Grant, Cultural growth within the county is important to Herefordshire County and Marches Growth Hub will be transitioning to Herefordshire Growth Hub in April. The BID Board gave feedback as to how grants and the grant application process could become more accessible for businesses.
- **FUTURE ACTION:** BID team to set DW up with a Place Informatics Login.

## 6) Finance subgroup update – Budget

DM / GJ

DM gave overview of total income brought in so far 2023/2024 and went through the proposed 2024/2025 budget.

- **BOARD ACTION:** The Board has delegated the discussion surrounding the Marketing Manager contract to JH & DM, taking into account the positive sentiment of the Board.
- **BOARD AGREEMENT:** DMP will be included in the budget
- **FUTURE ACTION:** DM to identify possible support funding for the DMP and Visit Herefordshire Tourism Awards
- **BOARD AGREEMENT:** The BID Board delegated authority surrounding inflationary wage increase to the Exec Group.
- **BOARD AGREEMENT:** 2024/2025 Budget agreed in principle subject caveats mentioned above.

**7) CEO report** **DM**

- DM gave a basic report as all the areas were covered in the report sent over to the Board

**8) Executive Committee subgroup update** **GJ**

Discussed in the main body of discussion.

**9) Monitoring subgroup update** **DM**

GJ gave an overview of relations as they stand with Hoople. Hoople update was given to the group.

**FUTURE ACTION: FM will be updating JL at their next meeting. A meeting between the Council, Hoople and BID is to take place.**

**10) AOB** **GJ**

**FUTURE ACTION: Look into the possibility of funding a position for a grant officer to continue bringing in additional grant income.**

**11) Date of next meeting** **GJ**

**16 April Leominster Town Council Office**