



Herefordshire County BID Ltd

Board Meeting Minutes

Thursday 12th February 2025 10 am - 12 pm

Attendees:

Name	Company
Glenn Jones (BID Co-C) – Chairperson	Discover Parks
Jo Hilditch (BID Co-C)	The Whittern Estate
Matthew Pudge (BID VC)	The Hop Pocket Shopping Village
Andrew Blandford	Blandfords
Tara Emery (Staff)	Herefordshire County BID
Diane Mansell (Staff)	Herefordshire County BID
Kari Trajer Morgan	Westbrook Court Country House
Frank Myers MBE	Wythall Estate Vineyard
Cllr Ed O'Driscoll	Ross-On-Wye Town Council
Ana Vaughan	National Trust
David Wright (Observer)	Herefordshire Council

Apologies:

Name	Company
Peta Darnley	Netherwood Estate
Ella Pillidge	Small Breeds Park Farm

1) Introductions and apologies

GJ/JH

5 MINS

2) Declaration of Interests

GJ/JH

5 MINS

- FM advised he is now a trustee/ Chair of the Living Room.
- EO advised that he is Chair of Herefordshire Council Connected Communities Scrutiny Panel, as part of their wider work, the BID will be invited to a scrutiny panel to discuss the work being delivered.

3) Minutes of the last Board meeting

GJ/JH

5 MINS

- **BOARD ACTION:** Board minutes from the last meeting were approved
- **FUTURE ACTION:** The Board Directors would like to have a schedule of the events that the BID will be attending.
- **FUTURE ACTION:** The BID team are to organise a regular stall at the Parish Council event.
- **FUTURE ACTION:** The BID is to offer to attend at least one of the Town Clerk & Mayor Meetings.

4) Matters arising

GJ/JH

2 MINS

Included elsewhere

5) CEO report

a. Finance subgroup – Budget

DM

45 MINS

- DM gave an update on the BIDs collection's procedure and where the collection procedure is up to. The BID Board also discussed outstanding levies.
- The BID Directors discussed the VAT refund.
- **FUTURE ACTION: DM to circulate the current year VAT figures.**
- **FUTURE ACTION: DM to report back on the British BIDs National Survey 2024 collection rates.**
- DM ran through the BID budget and BID 2025/2026 budget line by line.
- In addition to the Marketing contracts, and rural grant fund. The BID Board discussed how the DMP may shape or inform the budget going forward.
- AB raised his thoughts on the spring conference and the BID Board discussed the spring conference.
- **FUTURE ACTION: Create the budget alongside the actuals, with any variance over 5% highlighted in red from April 2025.**
- **FUTURE ACTION: The BID would like P&L for the month and year to date.**
- **FUTURE ACTION: DM to investigate the Placeinformatics contract to see if we can get a better deal.**
- **FUTURE ACTION: The summer events line is to remain however, there will be further discussion on its contents and how the money will be spent.**
- **BOARD ACTION: Marketing contract (Eighteen73, Marketing Manager and Travel Tonic) will be renewed for 3 months. This will allow the BID to review the contracts considering the DMP. Proposed by EO, seconded by AV and a unanimous vote.**
- **FUTURE ACTION: DM to investigate the content creation, Marketing Manager and PR contracts and create new profiles linked to the delivery of BID work, Visit Herefordshire and DMP**
- **FUTURE ACTION: DM to consider better ways to utilise the Rural Grant Fund.**
- **BOARD ACTION: The 2025/2026 Budget is approved by the BID Board subject to the changes discussed.**

b. Herefordshire Council updates

- GJ updated the BID Board on discussions with Herefordshire Council the Board then had a detailed discussion.
- **BOARD ACTION: The BID Board voted to continue with discussions in the short term until a suitable conclusion can be drawn.**
- **FUTURE ACTION: BID Team is to meet with Jamie Perry re-funding opportunities.**

c. DMP – update

DM

20 mins

- AV gave an update on the DMP and DMP consultations thus far. The BID Board discussed partnerships that would be key to the DMP. EO advised that he would like to be on the DMP working group.
- **FUTURE ACTION: The BID Board would like to invite the City BID Board to a networking lunch or dinner to get to know each other better.**

d. Marketing update

DM

20 mins

- A brief update was given, referencing the information pack. Note marketing contracts were discussed during the budget update.

e. Market Town Fund

- AB shared positive feedback from BID funded Ledbury Independent Shopping.
- FM shared that the Community Fund Business for Good is launching soon.
- **FUTURE ACTION: FM is to circulate further information on the Community Fund Business for Good. This is to be included in the newsletter.**
- DW gave an update on the county-wide consultations throughout the market towns.
- **FUTURE ACTION: DW to send TE the feasibility studies for UKSPF Market Town investment plans.**

6) Date of next meeting

GJ/JH

2 MINS

f. 8 April – 10 till 12 Leominster Town Council Offices