

Dear Levy Payer,

Herefordshire County Business Improvement District (HCBID) is embarking on a year of consultation with all HCBID Levy Payers. This consultation will help create an exciting second Term BID Proposal/Business Plan for 2027-2031. Before we can invite you to vote in the Ballot next year, it is hugely important to us to understand your views on the work we have completed over the last 4 years and our plans for the future.

Your insights are vital, and by sharing your views, you'll help us shape a future that reflects the needs and ambitions of our local business community; ensuring Herefordshire continues to thrive as a destination for visitors, investment, and growth. The survey takes approximately 15 minutes to complete, and your feedback will directly influence our priorities for the next five-year BID Term.

Why participate?

Your input will help shape high-impact marketing, business support, and sustainability initiatives over the next five years, ensuring your sector's voice is heard in HCBID decision-making. You'll guide our efforts to deliver real value for all HCBID members, from independent businesses to national chains. HCBID has delivered a huge amount since 2022, and in such a rapidly changing economic environment. We still have so much more to achieve, and with your support and by working together we can.

About Us

HCBID was established in 2022. The purpose of HCBID is to enhance the commercial and economic vitality of Herefordshire's Visitor Economy by delivering high-impact marketing campaigns, PR initiatives, free training, cost-saving advice programmes, supporting investment and tourism growth across the County. This is achieved through a collaborative, business-led approach. The projects are funded by a Levy paid by eligible businesses (eligibility criteria of a BID Levy Payer)
www.herefordshirecountybid.co.uk/the-bid-area

HCBID's Governance and Legal Framework

HCBID operates as a not-for-profit company with a defined geography and Levy Rules. Businesses within this area, and above a certain rateable value, are legally required to contribute to the BID Levy, which funds all HCBID activities (www.herefordshirecountybid.co.uk/about-us). BIDs run for 5 years, which means our current HCBID Term finishes at the end of December 2026. Over the next 12 months, we will be working with Levy Payers and partners to develop a Business Plan that will take Herefordshire's Tourism Economy to the next level.

Core Objectives and Activities of HCBID

HCBID's purpose is articulated through the following strategic pillars. Included are some examples of the work in each pillar. For full information please browse the 'Our Work' section on the HCBID Website
www.herefordshirecountybid.co.uk/work

1. Destination Promotion

HCBID has established Visit Herefordshire as a dynamic and appealing destination for tourism, leisure, and business. Through its dedicated social media channels and website, Visit Herefordshire serves as the primary platform for showcasing business listings to prospective visitors and locals alike. Levy Payers benefit from enhanced visibility and inclusion within these channels, ensuring their offerings are prominently featured to attract visitors and drive engagement.

- > Through the **Visit Herefordshire platform**, we deliver impactful marketing campaigns and digital storytelling that celebrate the County's unique experiences. Signature initiatives such as the Dark Skies / Stargazing campaign, Herefordshire Food Safari, Roasts and Rambles, and seasonal highlights like Harvest Happenings and Craft Cider Week showcase the richness of Herefordshire's culture, food, and landscapes. These campaigns drive visitor engagement, strengthen the County's brand identity, and support local businesses by inspiring memorable journeys.
- > **Visit Herefordshire's What's On guide** is the go-to resource for discovering events and activities across the County. From cultural festivals and food experiences to outdoor adventures and seasonal celebrations, this platform connects visitors and residents with Herefordshire's vibrant calendar. By showcasing diverse events, we enhance engagement, support local businesses, and position the County as a dynamic destination for tourism and leisure.
- > Over the past four years, our **PR** efforts have delivered significant achievements, as showcased on our news and stories page. These initiatives have generated substantial media coverage and engagement, providing levy payers with strong Perceived Editorial Value. This value reflects the credibility and reach gained through earned media exposure, reinforcing the impact of our campaigns in promoting Herefordshire as a thriving destination for tourism, leisure, and business.
- > We proudly host the **Visit Herefordshire Tourism Conference**, a flagship event that brings together industry leaders, stakeholders, and businesses to celebrate and advance the County's tourism sector. This conference serves as a platform for sharing insights, fostering collaboration, and recognising excellence. By convening key voices in tourism, we strengthen Herefordshire's position as a premier destination for visitors and investors alike.
- > **Visit Herefordshire Tourism Awards** is a prestigious event which shines a spotlight on outstanding businesses that make our County a truly special destination. From exceptional places to stay and dine, to unforgettable experiences and attractions, the awards champion innovation, quality, and sustainability. Winners gain local recognition, but in 2025 the Visit Herefordshire Tourism Awards had 3 local winners progress to the national VisitEngland Awards for Excellence.

- > **The Herefordshire Film Office** has been established to position the County as a premier destination for film and media production. Acting as a central resource for filmmakers, it provides guidance, location support, and industry connections to facilitate high-quality productions. This initiative not only promotes Herefordshire's unique landscapes and heritage, it also drives economic growth by attracting creative projects such as filming Universal Studios Hamnet in 2024 and other investments to the region.
- > **Visit Herefordshire Radio** has been launched as an innovative platform to showcase the County's unique assets and attractions. The station promotes Herefordshire's tourism, culture, and business opportunities to a wide audience. This initiative strengthens the County's visibility, fosters community engagement, and supports local enterprises by amplifying their stories, events and offerings.

2. Business Support and Development

HCBID provides direct support to local businesses through:

- > **Cost-savings** initiatives identified £306,000 worth of savings via our independent partners Place Support Partnership.
- > The **Employee Discount Card** has delivered 27 business and employee discounts and offers, specifically for our Members.
- > **SEEDL training programme** delivering over 200 online courses ranging from marketing, hospitality management, customer services, food hygiene and Office 365.
- > We actively host **Networking Events and Drop-in sessions** to strengthen engagement with Levy Payers and key stakeholders. These gatherings provide valuable opportunities for collaboration, knowledge sharing, and relationship building, ensuring that businesses remain informed and connected. By fostering open dialogue and community interaction, we support a unified approach to driving growth, sharing best practice and promoting Herefordshire as a leading destination for tourism, leisure, and business.
- > HCBID fosters a sense of shared purpose among local businesses, encouraging collaboration and collective investment in Herefordshire's future. We actively support **Herefordshire's Market Towns and Rural Communities** through an annual grant's programme and tailored business advice service. This includes guidance on marketing strategies, social media engagement, and digital visibility to help local enterprises thrive. By providing financial assistance and practical resources, we strengthen the economic resilience of these communities and ensure they remain vibrant, connected, and competitive within the wider tourism and business landscape.

3. Data-Driven Planning

HCBID uses tools like **Place Informatics** and **STEAM** data as a cornerstone of HCBID's strategy to promote Herefordshire as a vibrant place to visit, live, and work. It underpins funding grants, marketing campaigns, and collaborative initiatives with partners like VisitEngland, VisitBritain and Herefordshire Council to name a few. HCBID Levy Payers have access to these reports, helping businesses understand visitor behaviour and optimise their own operations.

Despite a challenging tourism climate in 2024, marked by ongoing cost-of-living pressures and an exceptionally wet summer, Herefordshire's Visitor Economy demonstrated

resilience and growth. STEAM results for the County reported a **5.03% increase** in economic impact compared to 2023. Outperforming national and regional trends.

In contrast, Herefordshire grew by 2.25% for Day Visits and 0.33% for Staying Visits. The GB Tourism Survey showed the West Midlands experienced a 14% fall in staying visits and a 10% decline in day visits, while rural destinations across England saw a 6% drop in staying visits and an 18% decline in day visits. This positive result underscores Visit Herefordshire's ability to attract visitors and sustain economic vitality in a difficult market environment.

Ballot Timeline

To understand more about the HCBID Ballot please look on our BID Ballot page on the HCBID website

www.herefordshirecountybid.co.uk/bid-ballot-2026

Proposed start date of Ballot: 17/09/2026

Proposed final day of Ballot: 15/10/2026

Proposed HCBID Second Term start date: 01/01/2027

How to take part:

Complete the survey online:

www.surveymonkey.com/r/HCBIDStage1Consultation

or via this printed copy and send it to:

Herefordshire County BID,
11 Corn Square,
Leominster,
Herefordshire,
HR6 8YP

The deadline for responses to be received is **14 December 2025**.

Need more information or support to answer the survey?

- > Visit our website for updates and resources.
www.herefordshirecountybid.co.uk
- > Investigate Visit Herefordshire Tourism Website to find out more about our marketing campaigns
www.visitherefordshire.co.uk
- > Join our drop-in sessions to discuss HCBID activities and benefits.
www.herefordshirecountybid.co.uk/networking-events
- > Contact our Business Liaison Manager for one-to-one support. www.herefordshirecountybid.co.uk/contact-us

Since our inception in 2022, HCBID has delivered marketing campaigns, cost-saving programmes, and training opportunities, all funded by and for Herefordshire businesses.

We're proud of what we've achieved together, and with your continued support we can build the Herefordshire of the future!

Kind Regards,

Diane Mansell CEO

Herefordshire County BID Ltd / Visit Herefordshire LVEP

Get in Touch

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🌐 www.visitherefordshire.co.uk

HCBD Ballot Stage 1 Consultation Survey for current Levy Payers

As a current eligible Levy Paying business within the HCBID area, please take a few minutes to respond to the Stage 1 Consultation. The following questions are about what project areas you would like the next BID Proposal/ Business Plan to focus on in the next HCBID Term (2027-2031).

Purpose: To gather feedback on the performance, priorities, and future direction of the HCBID Ltd.

SECTION 1: ABOUT YOUR BUSINESS

1. Business name:

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2. Business address:

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3. Business Postcode:

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4. Main Business phone number:

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5. Main Business Email Address:

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6. Business Website:

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7. Business Social Media link:

Facebook.....

Instagram.....

LinkedIn.....

8. How long has your business been operating?

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9. Approximate number of employees based at this location:

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10. Are you currently a

- ☐ Levy Payer
- ☐ Volunteer Member
- ☐ Basic Free Visit Herefordshire Listing only
- ☐ Stakeholder (partner organisations, Local Authority elected members, educational services)
- ☐ Resident
- ☐ Other.....

These Questions are for HCBID Levy Paying Businesses Only (If you are not a current HCBID Levy Payer, skip to Question 14)

11. Are you the:

- ☐ Business Owner
- ☐ General Manager
- ☐ Managing Director
- ☐ Property Owner
- ☐ Nominated Responsible Party
- ☐ Other.....

12. Who is the nominated Voter for the HCBID Ballot? (typically a business owner or General Manager from a Levy Paying business.)

Full Name:

Job Title:

Address:

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Postcode:

Email address:

Phone number:.....

13. Valuation Office Agency (VOA) Sector that your business currently falls under. This can be found on the VOA website.

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SECTION 2: AWARENESS AND ENGAGEMENT

14. How familiar are you with the HCBID and its objectives?

- ☐ Very familiar
- ☐ Somewhat familiar
- ☐ Not familiar

15. Have you used the HCBID website to find out information on any of the following? Tick all that apply

- ☐ Board and Team Members
- ☐ Governance
- ☐ Our Work
- ☐ Newsletters
- ☐ Contact details
- ☐ Visit Herefordshire Tourism Awards
- ☐ Visit Herefordshire Tourism Conference
- ☐ Visit Herefordshire Radio
- ☐ Visit Herefordshire Local Visitor Economy Partnership (LVEP)
- ☐ Drop In sessions
- ☐ Volunteer Membership

16. How familiar are you with our public facing brand 'Visit Herefordshire'?

- ☐ Very familiar
- ☐ Somewhat familiar
- ☐ Not familiar

17. **Are you aware that the Visit Herefordshire brand/ work is fully funded and managed by HCBID?**
- ☐ Yes
- ☐ No
18. **Do you tag @Visit Herefordshire in your social media posts to increase visibility of your business across Visit Herefordshire channels?**
- ☐ Yes
- ☐ No
- ☐ Don't know how – I would like more information on this
19. **Have you used the Visit Herefordshire website to find out information on any of the following? Tick all that apply**
- ☐ Business Directory
- ☐ What's on
- ☐ Itineraries / Trip Ideas
- ☐ Visit Herefordshire Radio
- ☐ City and Market Towns information pages
20. **How do you usually receive updates from the HCBID?**
Tick all that apply
- ☐ HCBID Email Newsletters
- ☐ Visit Herefordshire Email Newsletters
- ☐ HCBID Website
- ☐ HCBID Facebook
- ☐ HCBID LinkedIn
- ☐ Visit Herefordshire Website
- ☐ Visit Herefordshire Facebook
- ☐ Visit Herefordshire Instagram
- ☐ Visit Herefordshire Threads
- ☐ In-person meetings / Roadshows and Drop Ins -
- ☐ Visit Herefordshire Tourism Conference
- ☐ Other.....
21. **How satisfied are you with the frequency of HCBID communications?**
- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied
22. **What is your preferred method of communication?**
- ☐ Email
- ☐ Newsletter
- ☐ Social Media
- ☐ In-person
- ☐ WhatsApp
- ☐ Other.....

23. **What would encourage you to engage more with HCBID activities? (Tick all that apply)**
- ☐ Access to skills and training
- ☐ Recognition and awards
- ☐ More networking opportunities
- ☐ Increased marketing support
- ☐ More incentives on the employee discount scheme
- ☐ Inclusion in more seasonal campaigns
- ☐ Other.....
24. **Barriers to Engagement - What are your barriers to engaging with HCBID?**
- ☐ Lack of Time
- ☐ Not Relevant to My Business
- ☐ Unaware of HCBID Activities
- ☐ Other.....
25. **Do you feel your business sector is adequately represented in HCBID decision-making?**
- ☐ Yes
- ☐ No
- ☐ Unsure
- If No:** Are there any groups or sectors you feel should have a stronger voice in the HCBID?
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SECTION 3: IMPACT AND PRIORITIES

26. **To what extent do you agree with the following statements?**
- 1. HCBID / Visit Herefordshire has positively impacted my business.**
- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree
- 2. HCBID / Visit Herefordshire has improved the local Visitor Economy.**
- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree
- 3. HCBID / Visit Herefordshire represents the interests of businesses like yours.**
- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

4. HCBID / Visit Herefordshire communicates effectively with Levy Payers.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

27. Which of the following HCBID initiatives have you provided content for/utilised? (Tick all that apply)

- ☐ Social Media Marketing and promotion of Herefordshire (Visit Herefordshire)
- ☐ PR and promotions – Influencer visits, articles in high end newspapers such as Telegraph, Independent etc.
- ☐ Visit Herefordshire website (Itineraries, Business directory, What's on)
- ☐ Visit Herefordshire Promotion at Events and festivals (Hay Festival, RHS Malvern Spring Festival, Royal Three Counties Show etc.)
- ☐ Business Training – SEEDL Training
- ☐ Cost Reduction – Place Support Partnership and Employee Discount Card
- ☐ Market Towns Grant Fund
- ☐ Rural Grant Fund
- ☐ Visit Herefordshire Tourism Awards
- ☐ Visit Herefordshire Local Visitor Economy Partnership
- ☐ Visit Herefordshire Tourism Conference
- ☐ Herefordshire Film Office
- ☐ LVEP / Destination Management Plan
- ☐ EV opportunities
- ☐ Other.....
- ☐ Not used any

28. Which of the following HCBID initiatives do you value most? (Select up to 3)

- ☐ Social Media Marketing and promotion of Herefordshire (Visit Herefordshire)
- ☐ PR and promotions – Influencer visits, articles in high end newspapers such as Telegraph, Independent etc.
- ☐ Visit Herefordshire website (Itineraries, Business directory, What's on)
- ☐ Visit Herefordshire Promotion at Events and festivals (Hay Festival, RHS Malvern Spring Festival, Royal Three Counties Show etc.)
- ☐ Business Training – SEEDL Training
- ☐ Cost Reduction – Place Support Partnership and Employee Discount Card
- ☐ Market Towns Grant Fund
- ☐ Rural Grant Fund
- ☐ Visit Herefordshire Tourism Awards
- ☐ Visit Herefordshire Local Visitor Economy Partnership

- ☐ Visit Herefordshire Tourism Conference
- ☐ Herefordshire Film Office
- ☐ Other.....

SECTION 4: LOOKING AHEAD TO THE NEXT HCBID TERM

29. What are the top 3 challenges your business currently faces?

- ☐ Financial Pressures e.g. Rising operating costs
- ☐ Staffing e.g. Recruiting and retaining skilled employees
- ☐ Time & Resources e.g. Skills, training and best practice
- ☐ Attracting new customers
- ☐ Digital enhancement e.g. keeping up with digital marketing trends
- ☐ Other.....

30. What are the top 3 opportunities you would like support from HCBID on in the next BID Term?

- ☐ Networking and Events
- ☐ Marketing and Promotion
- ☐ Training and Skills development
- ☐ PR Opportunities
- ☐ Digital enhancement
- ☐ Sustainability
- ☐ Accessibility
- ☐ Other.....

31. What current projects or services would you like the HCBID to continue to deliver in the next HCBID Term? (Tick all that apply)

- ☐ Social Media Marketing and promotion of Herefordshire (Visit Herefordshire)
- ☐ PR and promotions – Influencer visits, articles in high end newspapers such as Telegraph, Independent etc.
- ☐ Visit Herefordshire website (Itineraries, Business Directory, What's On)
- ☐ Visit Herefordshire Promotion at Events and festivals (Hay Festival, RHS Malvern Spring Festival, Royal Three Counties Show etc.)
- ☐ Business Training
- ☐ SEEDL Training
- ☐ Cost Reduction
- ☐ Employee Discount Card
- ☐ Market Towns Grant Fund
- ☐ Rural Grant Fund
- ☐ Visit Herefordshire Tourism Awards
- ☐ Visit Herefordshire Local Visitor Economy Partnership
- ☐ Visit Herefordshire Tourism Conference
- ☐ Herefordshire Film Office

32. What NEW projects or services would you like the HCBID to consider in the next BID Term?

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33. How important is it for the HCBID to support sustainability and green initiatives?

☐ Very important

☐ Important

☐ Neutral

☐ Not important

☐ Unsure

34. Would you be interested in more opportunities to network with other local businesses through HCBID initiatives?

☐ Yes

☐ No

☐ Unsure

35. What types of networking or partnership opportunities would benefit your business the most?

☐ In person group networking events e.g. Roadshows, Tourism Conference

☐ Online group networking events

☐ 1-2-1 business support e.g. Drop-Ins

38. Please share any additional comments or suggestions for the HCBID/ Visit Herefordshire team that hasn't already been covered

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36. Would you be interested in participating in an HCBID Ballot Roadshow?

☐ Yes

☐ No

☐ Undecided

If undecided, what would we need to do to change your interest to a YES?

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37. Do you support the continuation of the HCBID into 2027-2031?

☐ Yes

☐ No

☐ Undecided

If undecided, what would we need to do to change your interest to a YES?

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