



Herefordshire County BID Ltd

Board Meeting Minutes

Tuesday 10th June 2025 10:00 am – 12:00 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
Peta Darnley	Netherwood Estate
Andrew Blandford	Blandfords
Tara Emery (Staff)	Herefordshire County BID
Diane Mansell (Staff)	Herefordshire County BID
Kari Trajer Morgan (Remote)	Westbrook Court Country House
Frank Myers MBE	Wythall Estate Vineyard
Cllr Ed O'Driscoll	Ross-On-Wye Town Council
Ella Pillidge (Remote)	Small Breeds Park Farm
Ana Vaughan	National Trust
Nadine Kinsey (Observer)	Herefordshire Council

Apologies:

Name	Company
Roger Allonby	Herefordshire Council

1) Conflicts of interest

GJ

2) Minutes of the last Board meeting – Appendix 5

GJ

BOARD ACTION: April 2025 Board Meeting Minutes are approved

FUTURE ACTION: BID Team to remove FM from attendees in the April 2025 minutes

3) Matters arising

GJ

FUTURE ACTION: The marketing group are to discuss the possibility of leaflets/ Booklets

4) Herefordshire Council update

NK

NK updated on Herefordshire Council activities, including UKSPF funding.

DM reported on the BID's grant funding efforts for the Garden's Booklet.

Directors are to note that Rachel Jones offers workshops & webinars on grant applications and Jamie Perry as a contact for advising on grants.

FUTURE ACTION: The BID team will include information in the newsletter advising businesses to develop projects in anticipation of future grant opportunities.

FUTURE ACTION: Directors are encouraged to subscribe to the Growth Hub newsletter, as it is the most effective way to stay informed about upcoming grants.

FUTURE ACTION: Grant funding applications will be a subject for the Visit Herefordshire 2026 conference.

FUTURE ACTION: The BID team are to organise a Zoom session or roadshow with the Growth Hub to demonstrate the grant application process and provide information to businesses interested in exploring available opportunities.

5) CEO report

a. Finance subgroup – Budget updates

DM

DM gave an overview of the BID Levy, levy collection rate and activities

FUTURE ACTION: Continue to review the small list of unpaid levies with the Exec Board to agree next steps with collection.

FUTURE ACTION: A variance column will be added to the cash flow, alongside a column showing the year-to-date position against the budget.

b. DMP – update

DM

Directors discussed the prospective governance, composition and structure of the LVEP group.

FUTURE ACTION: DM is to prepare a document outlining the proposed LVEP group structure as discussed.

FUTURE ACTION: DM will schedule the initial LVEP meeting after the next Board meeting.

FUTURE ACTION: The DMP and LVEP will remain as standing items on future Board agendas.

c. Marketing update

JH

JH gave an update on the current marketing activities. The Directors discussed the Visit Herefordshire summer festival activities, and any feedback received.

FUTURE ACTION: The BID team will arrange for Outdoor Active to attend and present at a future Board meeting.

BOARD ACTION: The BID Board approved the budget to employ Get Fully Booked to create webinars for BID Levy payers with Herefordshire County BID branding, to be hosted on SEEDL. This will be launched in October this year.

A discussion regarding the Marketing & PR contracts took place. The Board discussed the tender process, suggestions for the tender framework and areas that are important to be emphasised in the tender.

BOARD ACTION: The Marketing & PR Contracts will be tendered. Those tenders are to be staggered to keep continuity during the process.

BOARD ACTION: Decision taken to extend the Marketing Manager contract to the end of 2026

FUTURE ACTION: KM is to feed ideas on a prospective podcast into the Marketing Group.

BOARD ACTION: The Board voted to pay the outstanding Eighteen73 invoice relating to the DMP.

BOARD ACTION: The BID Board voted to delegate authority for the Project Officer role to the Exec group in respect of recruitment.

FUTURE ACTION: At a later stage, the BID team will assess available grant opportunities and determine whether it is beneficial to bring in additional support for this purpose.

d. Project Updates

DM

Discussed within the CEO Report

The BID Board discussed the Visit Herefordshire Conference 2025 and gave their feedback.

6) AOB

GJ

7) Date of next meeting

GJ

a. 16 September – 10 till 12 TBC