

Herefordshire County BID Ltd

Board Minutes September 2024

10:00am till 12:30pm

1) Introductions and apologies

DM/GJ

5 MINS

DM Welcomed the BID Directors

Attendees:

Name	Company
Glenn Jones (BID Co-C) – Chairperson	Discover Parks
Matthew Pudge (BID VC)	The Hop Pocket Shopping Village
Andrew Blandford	Blandfords
Peta Darnley	Netherwood Estate
Tara Emery	Herefordshire County BID
Cllr Jonathan Lester (Observer)	Herefordshire Council
Frank Myers MBE	Wythall Estate Vineyard
Diane Mansell	Herefordshire County BID
Kari Trajer Morgan	Westbrook Court Country House
Cllr Ed O’Driscoll	Ross-On-Wye Town Council
David Wright (Observer)	Herefordshire Council
Helen Bowden	Eighteen73
Elizabeth Parbutt	Eighteen73

Apologies:

Name	Company
Jo Hilditch (BID Co-C)	The Whittern Estate
Ana Vaughan	National Trust
Daniel Wood	Hampton Court Castle

2) Conflicts of interest

DM/GJ

5 MINS

- TE asked for Board members to update their Conflict-of-Interest forms for the records

3) Minutes of the last meeting – Appendix 4

DM/GJ

5 MINS

- **BOARD ACTION – Minutes from previous Board Meeting are approved.**

4) Matters arising

DM/GJ

2 MINS

- Most matters are included in CEO report.

5) DMP – update

HB/ EP

20 mins

- EP shared the background and an update on the Destination Management Plan with the BID Board Directors.
- Eighteen73 are working to an end of January 2025 deadline.

- **FUTURE ACTION – BID Board are to complete the business survey and circulate the survey with their networks. The business survey link is to be re-circulated with the BID Directors.**
- The BID Board discussed areas that they would like to see change within the marketing and tourism offering in Herefordshire, this will then be fed back into the DMP.
- **FUTURE ACTION – DMP Timeline dates are to be circulated with the BID Board, including consultation dates.**
- **FUTURE ACTION – BID team are to invite location scouts for a tour of Herefordshire.**

6) CEO report

- LVEP Growth Plan – Board was happy with the content but wanted to make sure that Hereford BID was also happy with the content before it was sent back to VisitEngland
- **BOARD ACTION: send-off Growth plan once Hereford BID is happy with content**
- DM gave an update on the Summer of Fun, and Market Town Fund Update.
- AB gave an update on Ledbury’s plans and ideas for the Market Town Fund.
- **FUTURE ACTION - MP and PD are to attend the Bromyard Market Town Fund/Chamber of Commerce meeting.**
- **FUTURE ACTION - DM & EO to attend a full council meeting and/or Parish Council meeting to give an update on Herefordshire County BID / Visit Herefordshire. DM and EO will include Place Informatics at those meetings.**
- **FUTURE ACTION - Update on Market Town Support fund is to be included in the next Update – The BID Board would like to see what success in the market towns looks like, what is the BID influencing and what the BID should be influencing.**
- **FUTURE ACTION - DM & AB to have further a conversation about the Ledbury Market Town Fund.**

a. Marketing update

HB/ EP

20 mins

- EP gave a marketing update, further marketing details included in the CEO report.

b. Finance subgroup update – Budget

DM

15 MINS

- DM gave an overview of the collection’s procedure and where the collection procedure is up to.

c. Project Updates

DM

15Mins

- DM gave a basic report as all the areas were covered in the report sent over to the Board. The Board took the time to ask DM questions and discuss possible future projects.
- DM gave an overview of the Draft Ballot timeline to make everyone aware of the process.
- **FUTURE ACTION – BID team to reflect on whether a consultant would be needed during the Ballot period.**
- **BOARD DECISION - DM will be doing a large-scale mail out to all Visitor Economy businesses that are not currently members, regarding the LVEP and Volunteer Membership opportunities. BID Board approved the budget in principle. The letter is to have a call to action to capture email contact details for future comms.**
- **FUTURE ACTION - BID Marketing group to action the large-scale mail out.**
- **FUTURE ACTION - More BID Branding to be present at future BID events.**
- **FUTURE ACTION – BID Board are to consider the data and success of the event. This is to be an agenda item for the meeting after the report has been written.**
- **FUTURE ACTION - AV to present more information on the Events Umbrella plan.**
- **FUTURE ACTION - For information section and for discussion sections to be added to the BID Report.**
- **FUTURE ACTION - Workshop for VE application guidance is to be added as a workshop for the conference.**