



Herefordshire County BID Ltd
Board Minutes November 2024
3:00pm till 5:00pm

1) Introductions and apologies

GJ/JH 5 MINS

JH Welcomed the BID Directors

Attendees:

Name	Company
Glenn Jones (BID Co-C)	Discover Parks
Matthew Pudge (BID VC)	The Hop Pocket Shopping Village
Andrew Blandford	Blandfords
Peta Darnley	Netherwood Estate
Ana Vaughan	National Trust
Jo Hilditch (BID Co-C) – Chairperson	The Whittern Estate
Ella Pillidge	Small Breeds Park Farm
Diane Mansell	Herefordshire County BID
Kari Trajer Morgan	Westbrook Court Country House
Nadine Kinsey (Observer)	Herefordshire County BID

Apologies:

Name	Company
Frank Myers MBE	Wythall Estate Vineyard
Cllr Ed O'Driscoll	Ross-On-Wye Town Council
David Wright (Observer)	Herefordshire Council
Cllr Jonathan Lester (Observer)	Herefordshire Council
Cllr Graham Biggs	Herefordshire Council
Tara Emery	Herefordshire County BID

2) Conflicts of interest
MINS

GJ/JH 5

- DM asked for Board members to update their Conflict-of-Interest forms for the records and hand them in to TE

3) Minutes of the last meeting – Appendix 4
MINS

GJ/JH 5

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

4) Matters arising MINS	GJ/JH	2
Matters are included in CEO report.		
5) DMP – update mins	DM	20
- DM updated the Board with the newly agreed timeframes. FUTURE ACTION: DM to share the draft copy of the DMP for comment when it has been prepared		
6) CEO report		
- DM gave an update on the years activities to the Board at the meeting. SEN document 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.		
7) Marketing update mins	DM	20
- DM spoke to the Board about extending the Marketing Managers contract until the end of March 2025 to keep continuity in all of the contract end dates and keep support for the Team. BOARD DECISION: Board agree to extend contract until March 31 2025. FUTURE ACTION: is it possible for Travel Tonic to provide an estimate of the PR coverage if we had had to purchase the coverage as editorial/ advertising?		
8) Finance subgroup update – Budget MINS	DM	15
DM gave an overview of the collection’s procedure and where the collection procedure is up to.		
9) Project Updates 15Mins	DM	
- 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. FUTURE ACTION: 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		
10) AOB MINS	GJ/JH	5
11) Date of next meeting MINS	GJ/JH	2

Feb 13 2025 – Ledbury