

HC BID AGM

November 2024

VISIT **HEREFORDSHIRE**

brought to you by  **Herefordshire
County BID**

**Local Visitor
Economy
Partnership**

Recognised by



VisitEngland



Welcome

**Glenn Jones Co-Chair
Herefordshire County BID**





AGENDA

1. Welcome
 2. To receive audited accounts for the previous financial year 2023/2024
 3. To appoint Directors of the Board
 4. To receive a report on the work of Herefordshire County BID Ltd
 5. Closing Remarks
- 



Audited accounts for the previous financial year 2023/2024

Herefordshire County BID Ltd (Registered number: 13952117)

Balance Sheet
31 March 2024

	Notes	2024 £	£	2023 £	£
FIXED ASSETS					
Tangible assets	4		3,058		1,284
CURRENT ASSETS					
Debtors	5	73,524		12,254	
Cash at bank		318,463		36,005	
		<u>391,987</u>		<u>48,259</u>	
CREDITORS					
Amounts falling due within one year	6	148,134		12,297	
NET CURRENT ASSETS			<u>243,853</u>		<u>35,962</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>246,911</u>		<u>37,246</u>
CREDITORS					
Amounts falling due after more than one year	7		175,000		210,000
NET ASSETS/(LIABILITIES)			<u><u>71,911</u></u>		<u><u>(172,754)</u></u>
RESERVES					
Income and expenditure account			<u>71,911</u>		<u>(172,754)</u>
			<u><u>71,911</u></u>		<u><u>(172,754)</u></u>

The financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors and authorised for issue on 12 November 2024 and were signed on its behalf by:

Herefordshire County BID Ltd

Notes to the Financial Statements
for the Year Ended 31 March 2024

1. STATUTORY INFORMATION

Herefordshire County BID Ltd is a private company, limited by guarantee, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings	- 20% on reducing balance
Computer equipment	- 20% on cost

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 2 (2023 - 1).

4. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2023	-	1,605	1,605
Additions	2,352	266	2,618
At 31 March 2024	2,352	1,871	4,223
DEPRECIATION			
At 1 April 2023	-	321	321
Charge for year	470	374	844
At 31 March 2024	470	695	1,165
NET BOOK VALUE			
At 31 March 2024	1,882	1,176	3,058
At 31 March 2023	-	1,284	1,284

Herefordshire County BID Ltd

Notes to the Financial Statements - continued
for the Year Ended 31 March 2024

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Trade debtors	7,142	-
Other debtors	66,382	12,254
	<u>73,524</u>	<u>12,254</u>

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Trade creditors	51,011	8,884
Taxation and social security	17,708	195
Other creditors	79,415	3,218
	<u>148,134</u>	<u>12,297</u>

7. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2024 £	2023 £
Other creditors	175,000	210,000

8. DISCLOSURE UNDER SECTION 444(5B) OF THE COMPANIES ACT 2006

The Report of the Auditors was unqualified.

A A Houston (Senior Statutory Auditor)
for and on behalf of R J Francis & Co Limited

9. RELATED PARTY DISCLOSURES

During the period the company paid room hire costs to the Green Dragon Hotel totalling £2,161 (2023: £836). In addition volunteer membership was paid by the Green Dragon Hotel to the company of £557 (2023: ENIL). J D Vaughan, a director of Herefordshire County BID Ltd, is a director of this company.

The company also paid costs to Sidney Nolan Trust totalling £500 (2023: NIL). At the time, A E Brennand, was a director of Herefordshire County BID Ltd, and a Trustee of this charity.



Directors who have stood down from the Board this year

Anna Brennand – Sidney Nolan Trust

Julian Vaughan – Green Dragon Hotel

Daniel Wood – Hampton Court Castle

Applications for Director posts on the Board

Ella Pillidge – Small Breeds Farm Park – Agreed and appointed





**To receive a report on the work of
Herefordshire County BID Ltd**

Diane Mansell HCBID CEO



Our Team

The BID Board is a volunteer board made up of business leaders from across the county.

Further to this there is a BID CEO, Business Liaison Manager and part time Marketing Manager who will carry out the day to day execution of the Business Plan.



Diane Mansell

Chief Executive

diane@herefordshirecountybid.co.uk



Tara Emery

Business Liaison Manager

tara@herefordshirecountybid.co.uk



Sky Cole

Marketing Manager

Marketing@herefordshirecountybid.co.uk

A full list of Board members and areas of representation can be seen here

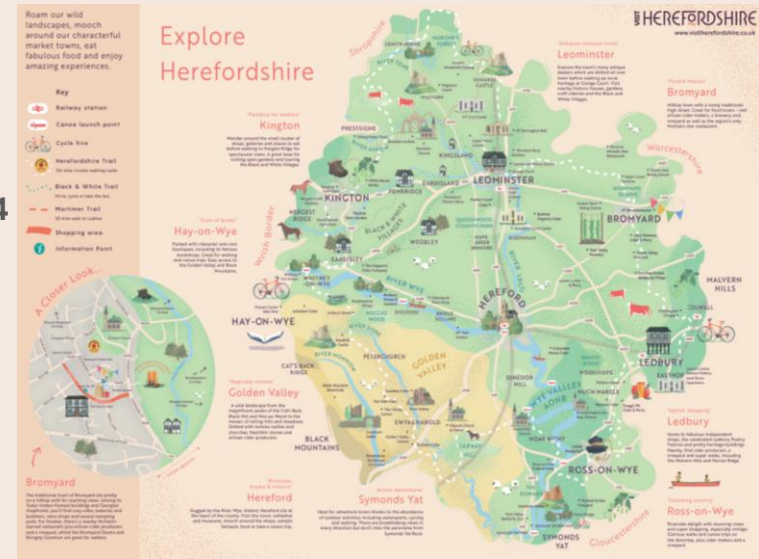
<https://www.herefordshirecountybid.co.uk/board-and-governance/>

What Does The Visitor Economy Mean To Herefordshire?

- Total economic impact of tourism **£470m – £637m - £736m**
- Total visitor days **5.77m – 7.725m – 8.027m**
- Staying visitor days **2.5m – 3.046m – 3.042m**
- Number of day visitors **3.26m – 4.679m – 4.985m**
- Number of FTE jobs supported by tourism spend **6,085 – 7,489 – 8,014**

Economic Impact by Sector

○ Accommodation	£41m – £55m – £62.75m
○ Food and Drink	£164 – £225.50 m – £263.36
○ Recreation	£29m – £35m – £40m
○ Shopping	£79m – £107m – £122.18m
○ Transport	£38m – £53m – £61.82m
○ Other	£120m – £160m – £185.67m



Stats from 2021, 2022 compared to 2023 STEAM Report

What are the aims of HCBID?

- To develop and delivery an overarching countywide strategy to support the Visitor Economy – **Destination Management Plan**
 - To increase footfall, dwell time and spend – **Place Informatics and STEAM data is showing an increase**
 - To promote Herefordshire as a destination to visit, live and work - locally, regionally and nationally – **Visit Herefordshire**
 - To manage and fund the Visit Herefordshire website, content creation and PR campaigns – **Visit Herefordshire**
 - To work with partners to develop and extend key visitor and leisure developments – **Destination Management Plan**
 - To support visitor economy businesses in an ever-changing economic environment – **Place Support Partnership and SEEDL**
 - To attract other businesses/ partnerships to join Visit Herefordshire – **Volunteer Membership**
 - To source external funding - **£192,600**
 - To secure Local Visitor Economy Partnership status – **Secured April 2024**
 - To build regional networks to create a VisitEngland Tier 1 Destination Development Partnership – **Working with Visit Worcestershire, Visit Shropshire, Cotswolds+ and VisitEngland/ VisitBritain**
- 

Place Informatics:

Data collection allowing the county to record insights about visitors to Herefordshire. Based on phone GPS signals we can monitor the coming and going of individuals into all the market towns and other specified areas and compare month on month; year on year. This data is freely available to all Levy payers and is a resource for grant funding.

- Footfall
- Unique visitors to towns
- Catchment area
- % of visitors by dwell time
- Demographics
- Average dwell time
- Average visitor frequency
- Event specific reports

Data	Bromyard	Kington	Ledbury	Leominster	Ross on Wye	Hereford	Totals
Visits September comparison to August 2024	13.60%	-0.10%	5.2%	11.10%	-1.00%	8.60%	
Visits compared to September 2023	-1.2%	-1.50%	-2.70%	-1.00%	-2.50%	0.30%	
Average Dwell Time September 2024	28 Mins	50 Mins	40 Mins	38 Mins	52 Mins	52 Mins	
Average Dwell Time September 2023	27 Mins	47 Mins	43 Mins	40 Mins	50 Mins	54 Mins	
Visitors September 2023	7267	10,936	23,700	26,212	35,649	120,826	224590
Visitors September 2024	7046	10,500	23,270	26,094	35,454	129,142	231506
Visitors from within 3 miles August 2024	67.90%	21.96%	50.00%	59.37%	44.38%	23.72%	
Visitors from within 3 miles September 2024	50.98%	22.88%	43.31%	50.40%	41.53%	18.99%	



- 82 Applicants entered the inaugural Tourism Awards
- 62 got through to the final round of judging
- Round 2 judging is currently underway
- Awards Ceremony is on 26 February 2025

**HELLO
Starling**



Herefordshire
County BID

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 Mental Wellness

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 Hospitality

 Role Play

Help us raise more funds for this system's chosen charity, by upgrading your learning experience.

1 MONTH FREE

Click [here](#) for more information

5 results – Page 1 of 1

MENTAL WELLNESS

PROTECTING YOUR MENTAL WELLBEING

Understanding Imposter Syndrome

Have you ever doubted your abilities or felt like a fraud, like you don't belong where you are? - If you answer yes, join this...

Next Event:

Date

 Oct 21, 2024

Time

 12:30 PM

➔

MICROLEARNING

COMMUNICATION SKILLS - MICRO

Tips & Techniques on how to be an Active Listener

This short 20 minute non interactive session will give you some great tips and ideas on how to be a better listener. You will understand...

Next Event:

Date

 Oct 21, 2024

Time

 2:00 PM

➔

MICROLEARNING

MENTAL WELLNESS - MICRO

Standing Office Yoga

This short standing yoga practice offers a convenient metabolism boost that can be integrated into any part of your day. Throughout...

Next Event:

Date

 Oct 21, 2024

Time

 2:30 PM

➔

- Licenses sent: 1855
- Licenses used: 669
- Course Bookings: 401
- Recently launched the opportunity to have Visit Herefordshire Radio Station that can be listened to via the website but also via DAB Radio.

Place Support Partnership



**Herefordshire
County BID**



ELECTRIC



GAS



WATER



MERCHANT



INSURANCE



TELECOMS

**Reduce your
business costs**

**Free advice and support
to all Herefordshire Businesses**

Herefordshire County BID has commissioned Place Support Partnership to help you save money on your business costs.

This includes savings on new contracts, advice on navigating the cost-of-doing-business crisis, and how to achieve the best value on essential services like gas, water, insurance, electricity, telecoms and merchant fees.

Let us help you

- Improve cashflow
- Improve profitability
- Free up capital to invest
- Become cost efficient



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FIND OUT MORE!

To start saving, call 03330 156 289
email Info@herefordshirecountybid.co.uk
or visit www.herefordshirecountybid.co.uk



PLACE
SUPPORT
PARTNERSHIP



Herefordshire
County BID



Herefordshire
Council



HM Government



LEVELLING
UP

- Our next 1-2-1 days are in November on the 20 and 21
- £172,909 worth of cost savings have been identified for businesses already.
- Realised savings of £116,810 has been saved by businesses who have already switched contracts.
- 36 businesses have interacted with the program so far and we still have 5 months remaining on the project

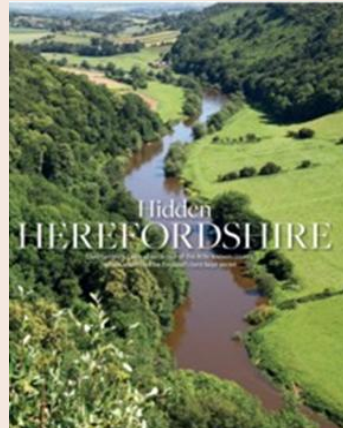
Website Performance

Website	Date	Users	Date	Users	Date	Users
BID	1 Jan – 31 Dec 2022	202	1 Jan – 31 Dec 2023	2700	1 Jan – 31 Oct 2024	5,400
VH	1 Jan – 31 Dec 2022	338,689	1 Jan – 31 Dec 2023	593,455	1 Jan – 31 Oct 2024	309,544

Social Media Performance

Media Platform	Date	Followers	Date	Followers	Date	Followers	Targets
LinkedIn	2 May 2023	42	6 Sept 2024	1,323	29 Oct 2024	1,369	1000
Facebook VH	2 May 2023	10,000	6 Sept 2024	11,644	29 Oct 2024	11,777	12000
Facebook BID	2 May 2023	0	6 Sept 2024	185	29 Oct 2024	196	500
Instagram	2 May 2023	14,400	6 Sept 2024	15,971	29 Oct 2024	16,058	16000
Twitter (X) VH	2 May 2023	10,100	6 Sept 2024	9,954	29 Oct 2024	9,904	11000
Threads	2 May 2023	0	6 Sept 2024	2,717	29 Oct 2024	2,959	1000
	Total	34,542	Total	41,794	Total	42,263	

Increased PR/ Journalist / Influencer Visits



Visit Herefordshire Film Office



HEREFORDSHIRE

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Film Locations in Herefordshire

Visit star locations in our county

- > Tour iconic locations from films and TV
- > From the lush Wye Valley to our historic city

See Herefordshire in a different light by visiting filming locations of your favourite movies and TV shows. The county has played a star role in everything from Harry Potter to cult favourite Sex Education.

Visit Herefordshire Film Office

**FILM
OFFICE**
HEREFORDSHIRE



The Sex Education House in the Wye Valley

Showcase Your Location

Be the star of the show! Register as a filming location and your venue will be promoted to location scouts.

It's a booming industry with opportunities for all types of location, from period properties and amazing open spaces to country churches and historic market towns.

We've partnered with Filming in England and it's free to register on their [Locations Directory](#). We recommend you provide as much information as possible when filling in the forms and be sure to supply sharp images which show off the key features of your location. A small detail can make all the difference.

Images need to be in landscape format and shot in good, natural light. Extra information such as parking and access are also very helpful.

Your aim is to make it as easy as possible for your location to stand out from the crowd.

[Register as a filming location](#)



Eastnor Castle stars in Succession

Find A Location In Herefordshire

We're pleased to be working with the [Filming in England](#) team, part of [Creative UK](#), who can help you find the ideal location in Herefordshire.

Our small city, Hereford, sits at the heart of the county and is closer than you think, only 56 miles north of Cardiff, 58 miles west of Birmingham and 70 miles north of Bristol.

What will you find in Herefordshire:

- Ancient woods, hills and wide open spaces
- Wye Valley & Malvern Hills National Landscapes
- Period properties from Georgian mansions to Tudor cottages
- Charming market towns & rural Black and White villages
- Contemporary homes & cabins
- An iconic Cathedral, historic churches & age-old castles
- A wide range of restaurants and even an American diner
- Working farms

[Explore Herefordshire locations](#)

Free Support For Filmmakers

Herefordshire County BID is here to help. We're keen to encourage film crews to the county and will happily share our knowledge and contacts.

Let us know your accommodation, catering or transport needs, and we will help with the heavy-lifting.

[Get in touch with us](#)



Coppett Hill features in *Harry Potter and the Deathly Hallows – Part 1*



The OK Diner served as a film location for the 2024 series of *Dr Who*

Secure Permissions & Licences

Speak to the Film team at Herefordshire Council to ensure all your paperwork and permissions are correct.

They will provide advice and consider all filming requests on a case by case basis.

The Council can provide a general licence to film on the highway or on Council land, provided they have been notified using the [filming in Herefordshire online form](#).

Please note that as a condition of this licence you must:

- Hold public liability insurance to a value of £5 million
- Not impede traffic, livestock or pedestrian flow on the highway
- Location specific risk assessment/s
- This confers no rights or permissions to film people or their property.

If you intend to film with drones, please also [view the filming with drones](#) info page.

Get to know Herefordshire

Off the beaten track, under the radar, a hidden gem... the chances are you probably don't know Herefordshire that well.

Our tourism website will introduce you to our historic landmarks, glorious open spaces, charming market towns and wonderful food and drink, including our many artisan ciders.

[Explore Visit Herefordshire](#)



Visit Herefordshire Film Office



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65 locations

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Enter or select categories

Location Name / ID

Location Name

Location ID

Geographic Area

West Midlands

Herefordshire

Herefordshire Council

Proximity

Any Distance

City/Town, Province, Postcode

Architecture Style

Enter or select styles

Keywords

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Location #10267803



Location #10267854



Location #10267272



Location #10267736



Location #10266718



Location #10223731



Location #10265527



Location #10222721



Location #10223722



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Location #10261846



Location #10262130



Location #10262252



Location #10261783



Location #10261567



Location #10261528



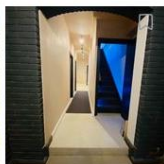
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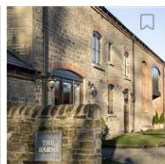
Location #10256460



Location #10255598



Location #10255599



Location #10255678



Location #10252909



Location #10250774



Location #10223719

Visit Herefordshire Film Office

**FILM
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LOCATIONS



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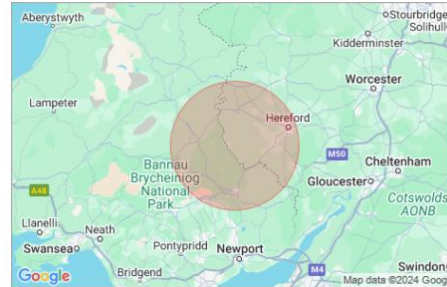
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LOCATION ADDRESS

Local Authority: Herefordshire Council
County: Herefordshire
Region: West Midlands
United Kingdom

CONTACT DETAILS

Filming in England
Tomorrow Building, 130 Broadway
Suite 7, MediaCityUK
Salford, UK M50 2AB
+44 (0)20 8324 2311
[REQUEST MORE INFO](#)

Launched Visit Herefordshire Annual Tourism Conference

A fantastic half day filled with exciting talks, networking opportunities, and insights into the tourism industry in Herefordshire.

The speakers were amazing, and the audience so engaged in what was being delivered and talked about; we were delighted to share information about our newly awarded LVEP status and the development of the Destination Management Plan.

We launched not one but **four** new projects including the Visit Herefordshire Tourism Awards, Visit Herefordshire Ambassador Programme, Herefordshire Film Office and our new Employee Discount Card (more details in articles below).



12 Nov 2024

Destination Management Plan AGM Update

*The aim of the LVEP is to **transform the visitor economy** through a shared vision and strategy and partnership working. The Destination Management Plan is the means by which this will be delivered for Herefordshire.*

Progress report

- Extensive consultations with tourism sector and thought leaders
- Review of markets and peer DMPs
- Visitor and provider surveys and data gathering
- Analysis of, and engagement with, existing county strategies and council teams such as Stronger Hereford, Cultural & Environment & Transport Officers/Councillors
- Meeting with Hereford City BID to share thinking and strategy
- Meetings with Visit England to explore partnership and management structures for DMP
- Currently pulling together and preparing interim findings for discussion with the working group at the end of November
- On track with the previously advised timeline, with late Jan completion

Timeline

Milestone	Sept	Oct	Nov	Dec	Jan
Research & Consultation					
Initial findings & set priorities					
Strategy development & action planning					
First draft					
Second draft					
Final launch					



Closing Remarks

Joanna Hilditch Co-Chair Herefordshire County BID



Where can I find more details?

Full details can be found on:

Herefordshire County BID

www.herefordshirecountybid.co.uk

Visit Herefordshire

www.visitherefordshire.co.uk

