

HC BID AGM
November 2025
Opening Remarks
Chair Herefordshire County BID



**Herefordshire
County BID**



AGENDA

1. Welcome
 2. Head of Holme Lacy Campus, Kate Stallard, and Lead for the Low Carbon Technology Training Centre, Phil Kitchener
 3. To receive audited accounts for the previous financial year 2024/2025
 4. To appoint Directors of the Board
 5. To receive a report on the work of Herefordshire County BID Ltd
 6. Closing Remarks
- 



Head of Holme Lacy Campus, Kate Stallard

and

**Lead for the Low Carbon Technology Training
Centre, Phil Kitchener**





Audited accounts for the previous financial year 2024/2025

Herefordshire County BID Ltd (Registered number: 13952117)

Balance Sheet
31 March 2025

	Notes	2025 £	£	2024 £	£
FIXED ASSETS					
Tangible assets	4		4,153		3,058
CURRENT ASSETS					
Debtors	5	24,962		73,524	
Cash at bank		547,435		318,463	
		572,397		391,987	
CREDITORS					
Amounts falling due within one year	6	104,082		148,134	
NET CURRENT ASSETS			468,315		243,853
TOTAL ASSETS LESS CURRENT LIABILITIES			472,468		246,911
CREDITORS					
Amounts falling due after more than one year	7		149,500		175,000
NET ASSETS			322,968		71,911
RESERVES					
Income and expenditure account			322,968		71,911
			322,968		71,911

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

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 (2024 - 2).

4. **TANGIBLE FIXED ASSETS**

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2024	2,352	1,871	4,223
Additions	-	1,847	1,847
	<u>2,352</u>	<u>3,718</u>	<u>6,070</u>
At 31 March 2025			
DEPRECIATION			
At 1 April 2024	470	695	1,165
Charge for year	377	375	752
	<u>847</u>	<u>1,070</u>	<u>1,917</u>
At 31 March 2025			
NET BOOK VALUE			
At 31 March 2025	<u>1,505</u>	<u>2,648</u>	<u>4,153</u>
At 31 March 2024	<u>1,882</u>	<u>1,176</u>	<u>3,058</u>

5. **DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2025 £	2024 £
Trade debtors	3,482	7,142
Other debtors	21,480	66,382
	<u>24,962</u>	<u>73,524</u>

6. **CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2025 £	2024 £
Trade creditors	37,374	51,011
Taxation and social security	-	17,708
Other creditors	66,708	79,415
	<u>104,082</u>	<u>148,134</u>

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

	2025 £	2024 £
Other creditors	149,500	175,000

Post year end, Herefordshire Council agreed the loan balance would be reduced from £210,000 to £110,000.

8. **RELATED PARTY DISCLOSURES**

During the period the company paid room hire costs to the Green Dragon Hotel totalling £166 (2024: £2,161) and rent costs to Hop Pocket Self Storage Ltd totalling £1,106. In addition volunteer memberships were paid by companies of which directors are also directors of totalling £240 (2024: £557).

Herefordshire County BID

Statutory Explanatory Notice January 2025

Dear Levy Payer,

The Herefordshire County Business Improvement District (HCBID) has made significant strides over the past year, delivering a wide range of impactful projects designed to enhance the Visitor Economy. These include: Visit Herefordshire Tourism Conference, Visit Herefordshire Tourism Awards, SEEDL online training hub, Place Support Partnership savings programme, Herefordshire Film Office, Stargazers' Guide to Herefordshire, a variety of new themed content on the Visit Herefordshire website, increased PR and influencer trips, and the establishment of Visit Herefordshire's Local Visitor Economy Partnership (LVEP).

The HCBID Team has been proactive in providing opportunities for in-person engagement, and have secured £190,855 in external funding to support the development of the Visitor Economy, enabling us to deliver enhanced marketing campaigns, host successful family events, and launch new business support initiatives for our Levy Payers.

Throughout 2024, the 'Visit Herefordshire' website attracted over 355,000 users, with more than 1.1 million page views. Our social media presence also grew significantly, with the Visit Herefordshire Facebook page reaching over 962,000 users (a 314% increase from 2023) and Instagram achieving 501,000 users and a reach of 116,900 (an increase of 44.1% from 2023).

The Team is already working on exciting new campaigns for the 2025/26 period and refining existing initiatives to further inspire visits to Herefordshire, drive increased spending, and encourage overnight stays in our beautiful County.

In response to the ongoing economic challenges, the HCBID Board has been focused on delivering projects that support our businesses and strengthen the local Visitor Economy. The Place Support Partnership has successfully identified £175,000 in savings for participating businesses, providing valuable job security and fostering long-term sustainability.

We remain dedicated to fostering Herefordshire's growth and are working closely with key stakeholders, including Hereford City BID and Herefordshire Council, to enhance the County's Visitor Economy. We look forward to another year of fruitful collaboration and continuing the positive impact of the HCBID.

Joanna Hilditch & Glenn Jones
Co-Chairs of Herefordshire County BID

What is the Herefordshire County BID?

The Herefordshire County BID is a designated area where businesses collaborate for a five-year term to invest in Herefordshire's future. Through a set of agreed projects and services, we aim to enhance the County's Visitor Economy. Our core objectives are:

- Achieve Local Visitor Economy Partnership (LVEP) status from VisitEngland
- Increase footfall to local businesses
- Enhance workforce skills in Herefordshire
- Provide 1-2-1 business support and cost-reduction services
- Strengthen Herefordshire's tourism offerings
- Drive inward investment and encourage people to live, work, and spend leisure time in the County

More information about existing and future projects, together with how you can get involved, can be found by visiting www.herefordshirecountybid.co.uk

For inquiries, please contact:
tara@herefordshirecountybid.co.uk

How is the HCBID funded?

All businesses within the HCBID area with a rateable value of £11,000 and over, in sectors outlined in the HCBID Business Plan, are required to pay an annual HCBID Levy under the national BID regulations of 2004. The Levy is set at 2% of the rateable value for eligible non-domestic properties.

For more details on the geographical area, business sectors, and rules governing the HCBID, please visit our website.

www.herefordshirecountybid.co.uk/the-bid-area

	2024/2025	2025/2026
Income	BID Levy	£495,786
	Supporting Income	£190,855
	Total	£686,641
Expenditure	Communicate	£258,152
	Connect	£197,981
	Collaborate	£82,095
	Overheads	£74,215
	Total	£612,443

Achievements from the last 12 months

- **Secured Local Visitor Economy Partnership (LVEP)**
Status: Visit Herefordshire LVEP has been working with consultants to develop a Destination Management Plan which will be launched in April 2025.
- **External Funding Secured:** £190,855 in grants for project development in 2024/25.
- **STEAM Report Data:** The total economic impact of tourism in Herefordshire reached £735.9 million in 2023, an increase of 1.8% from the previous year, with 8.03 million visitor days, 3.04 million overnight stays and 8,014 FTE jobs, which is an increase of 7% on 2022. This evidence just proves how important the Visitor Economy is to the County.
- **Place Informatics:** Collecting footfall trends for the five Market Towns and Hereford City Centre, supporting grant funding applications and targeted marketing campaigns.
- **SEEDL Learning Hub:** Offering free, unlimited access to over 200 live courses, supporting workforce development across the Visitor Economy. In 2024, 882 live courses and 463 on-demand courses were completed.
- **Place Support Partnership (PSP):** Provides FREE cost-savings advice and guidance to support the reduction of energy costs. In 2024, PSP identified £175,000 in savings for participating businesses.
- **Market Towns and Rural Grant Fund:** Funding local projects that benefit the visitor economy, including marketing campaigns and events.
- **Drop-In Sessions:** 65 have been delivered in the Market Towns and 4 Roadshows delivered in rural locations to showcase HCBID projects, giving access to the HCBID Team, and creating networking opportunities for our Levy Payers.
- **Herefordshire Film Office:** Launched in April 2024 the Team have been supporting production companies looking to film in Herefordshire. 67 Herefordshire locations are already showcased on the Creative England locations directory open to local businesses.
- **PR / Influencer Trips:** 2024/25 has been our busiest year yet. The Team have facilitated press and influencer trips, leading to Herefordshire and its amazing businesses featuring in The Times, The Sunday Times, The Telegraph, Boundless Magazine, The Guardian, The English Garden, Discover Britain Magazine, The Mail on Sunday and BBC Travel. Please see the following link for our PR coverage www.herefordshirecountybid.co.uk/news-stories
- **Social Media Growth:** Over 3,180 (April 2024 - Dec 2024) new followers across social media platforms. Visit Herefordshire Facebook reached over 962,000 users with 442,200 views. Instagram in 2024 (Jan - Dec) had over half a million views.
- **Visit Herefordshire Website:** During 2024, the 'Visit Herefordshire' website saw an excess of 355,000 users viewing pages over 1.1 million times, almost 9000 itineraries have been downloaded in 2024 showcasing walks, cider circuits and our newest itinerary Stargazers' Guide to Herefordshire. Again, the most popular sections of the website are the Business Directory, What's On, See & Do and our itineraries.
- **Summer of Fun 2024:** Mobile summer festival in August 2024. The events saw over 117,000 visitors enjoying Herefordshire's Market Towns during the 10 days of events; nearly 4,000 families interacted with the activities; entertainment providers gave out 2,000 balloon animals, 1,000 craft activities were completed, 1,200 faces were painted, 5,000 trail leaflets were given out and 50 businesses took part in the county-wide Summer Trail.
- **Inaugural Visit Herefordshire Tourism Conference:** Attracted 150 businesses and featured presentations from leading industry experts.
- **Employee Discount Scheme:** Launched in April 2024, giving access to discounts & offers only available to our members.
- **Visit Herefordshire Tourism Awards 2024:** Linked to the VisitEngland Awards For Excellence. 82 entrants and 63 finalists in the first year. Concluded with a spectacular evening event held at Lyde Court in February.



New for 2025

- Launching Visit Herefordshire LVEP Destination Management Plan
- Visit Herefordshire Radio station with free advertising opportunities for all Levy Payers.
- Development of the Dark Skies Stargazing Herefordshire Business Toolkit
- Showcasing Visit Herefordshire at large-scale public events.
- Development of the Herefordshire Food Trail



For more information and enquiries,
contact tara@herefordshirecountybid.co.uk

The Herefordshire County BID covers the whole of the County, with the exception of the city centre of Hereford (which is covered by the Hereford City BID).



UK Government



Herefordshire
Council





Directors who have stood down from the Board this year

None

Applications for Director posts on the Board

None





**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, Project Officer and part time Marketing Manager who will carry out the day-to-day execution of the HCBID 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



James Whitby

Project Officer

Projectofficer@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?

Stats from STEAM Report		2021 (Covid Restrictions Lifted July)	2022	2023	2024
Economic Impact	Total economic impact of tourism	£470m	£637m	£736m	£773m
	Total visitor days	5.7m	7.7m	8m	8.05m
	Staying visitor days	2.5m	3.04m	3.04m	3.05m
	Number of day visitors	3.2m	4.7m	4.9m	5.01m
	Number of FTE jobs supported by tourism spend	6,085	7,489	8,014	7,965
Economic Impact by Sector	Accommodation	£41m	£55m	£62m	£66m
	Food and Drink	£164	£225m	£263m	£276m
	Recreation	£29m	£35m	£40m	£42m
	Shopping	£79m	£107m	£122m	£128m
	Transport	£38m	£53m	£61m	£64m
	Other	£120m	£160m	£185m	£195m

What Does Herefordshire Figures Mean?

Stats from STEAM Report		2024	% Change
Economic Impact	Total economic impact of tourism	£773m	+5.03%
	Total visitor days	8.05m	+0.3%
	Staying visitor days	3.05m	+0.4%
	Number of day visitors	5.01m	+0.4%
	Number of FTE jobs supported by tourism spend	7,965	-0.6%
Economic Impact by Sector	Accommodation	£66m	+5.5%
	Food and Drink	£276m	+5.2%
	Recreation	£42m	+5%
	Shopping	£128m	+5%
	Transport	£64m	+5.1%
	Other	£195m	+5.1%

2024 figures are on a par with 2023.

Given the very challenging climate for tourism in 2024, including continued cost of living impacts and a wet summer, this is a good result.

What Does Herefordshire Figures Mean Compared to West Midlands?

Stats from STEAM Report		2024	% Change
Economic Impact	Total economic impact of tourism	£773m	+5.03%
	Total visitor days	8.05m	+0.3%
	Staying visitor days	3.05m	+0.4%
	Number of day visitors	5.01m	+0.4%
	Number of FTE jobs supported by tourism spend	7,965	-0.6%
Economic Impact by Sector	Accommodation	£66m	+5.5%
	Food and Drink	£276m	+5.2%
	Recreation	£42m	+5%
	Shopping	£128m	+5%
	Transport	£64m	+5.1%
	Other	£195m	+5.1%

The national GB Tourism Survey results for West Midlands showed:

- 14% fall in staying visits
- 10% fall in day visits.

What are the aims of HCBID?

- To develop and delivery an overarching countywide strategy to support the Visitor Economy – **DMP Launched April 2025, supporting Cultural Partnership with their overarching strategy**
- To increase footfall, dwell time and spend – **Place Informatics and STEAM data is showing a 5% 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 – **Information In Statutory Explanation Notice**
- 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, Brecon Beacons, Monmouthshire and VisitEngland/ VisitBritain**

VISIT HEREFORDSHIRE

**Local Visitor
Economy
Partnership**

Recognised by



VisitEngland

The Visit Herefordshire LVEP aims to transform Herefordshire's Visitor Economy through a unified vision, strategic planning, and collaborative partnerships.

The Destination Management Plan (DMP) serves as the primary tool for achieving this transformation.

HEREFORDSHIRE

Destination Management Plan 2025-2035

On behalf of
Visit Herefordshire Local Visitor Economy Partnership (LVEP)

Partnership Building. Place Shaping. Growing Sustainably



Herefordshire
County BID

HerefordBID
Investing in our City

Herefordshire
Council

UK Government

Local Visitor
Economy
Partnership

Recognised by
VisitEngland

Working together
to drive sustainable
growth of our
visitor economy



Targets

PHASE 1 FOUNDATIONS



YEARS 1 & 2 (2025 & 2026)

Building the foundations, delivering quick wins, embedding a new model of partnership-working and piloting collaborative tourism marketing and development projects.

PHASE 2 REALISATION



YEARS 3, 4 & 5 (2027-2029)

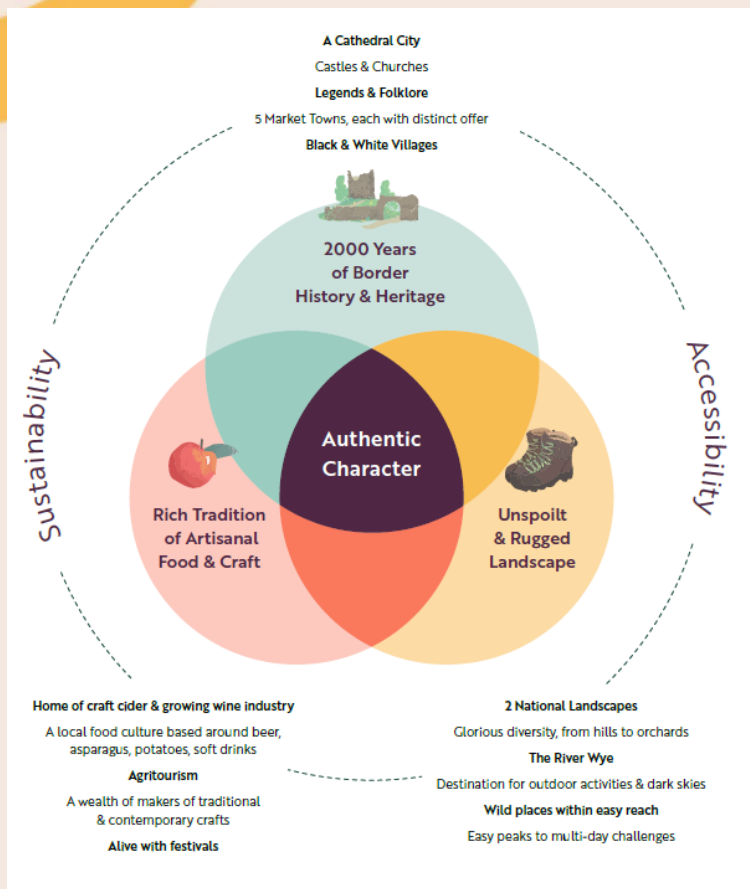
The visitor economy will start to benefit from the initial delivery of the DMP. The opening of the new Hereford Museum & Art Gallery will be of particular importance as the spotlight will be shining on the county during this period.

PHASE 3 CAPITALISATION



YEARS 6, 7, 8, 9 (2030-2034)

Accelerated economic growth.



Destination Herefordshire: The Proposition

To achieve our vision and targets, the need for a strong proposition is a given.

Herefordshire has a real sense of place and a distinctive history, landscape and tradition of food and drink.

The refined visitor proposition for 2025 onwards distills everything that makes Herefordshire special into three brand pillars.

The county's authentic character sits at the very heart, with year-round cultural events, sustainability and accessibility threaded throughout.

Overall Website Data

Data is taken from GA4 1 November 2024 - 31 October 2025

BID Website Stats

Total Users	Sessions	Views	Engagement Rate	File Download	Form Submit
15,240	20,077	47,631	48.8%	912	564
+158%	+120.3%	+60.8%	-16.3%	+21.7%	+213.3%

Desktop

VH Website Stats

Overall Website Data

Data is taken from GA4 1 November 2024 - 31 October 2025

Total Users	Sessions	Views	Engagement Rate	File Download	Listing Interaction
353,777	515,942	1,128,395	60%	7,778	138,091
+2.2%	+7.19%	+3%	-4%	-11.92%	+4.48%

Phone

Organic Search Data

Full Period

Data is taken from Google Search Console 1 November 2024 - 31 October 2025

Clicks	Impressions	Click-Through-Rate	Average Position
328,000	16,800,000	1.9%	11.3

Place Support Partnership



Herefordshire
County BID

Over **£250k**
in savings identified



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



SCAN HERE TO
FIND OUT MORE!

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



PLACE
SUPPORT
PARTNERSHIP

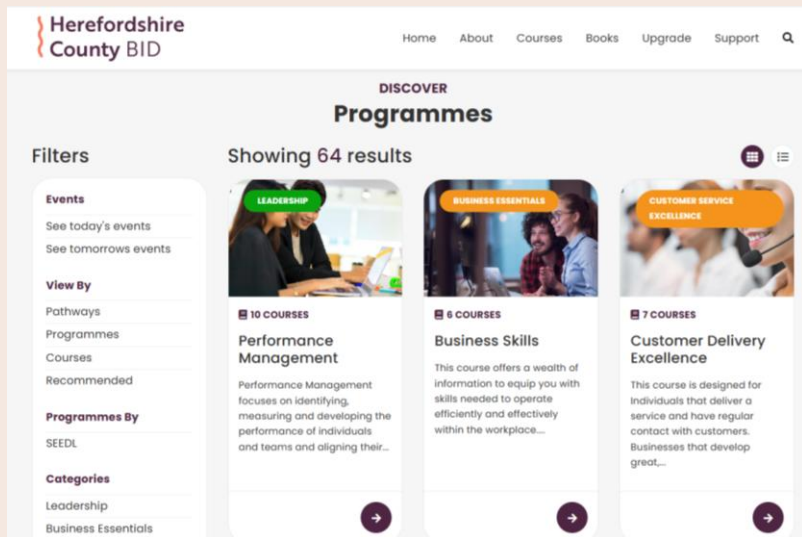
Herefordshire
County BID

Funded by Herefordshire Businesses

- Our next 1-2-1 days are in January 2026
- £306,000 worth of cost savings have been identified for businesses already.



Course Bookings in 2025: 1,137
Radio Station



AI in Office 365
Navigating Grief and Loss
Excel Micro Learning Session 1
Project Management for Non-Project Managers
Effective Verbal Communication
Mental Health First Aid - Part 1
Seated Office Yoga for Stress Reduction
How to Engage and Understand Others
Food Hygiene Safety Level 2 - Part 1
Calorie Burn
Mental Health First Aid - Part 2
Creating a Good First Impression
Unconscious Bias
Effective and Active Listening
Food Hygiene Safety - Level 1 - Cleaning



FREE Advertising Opportunities For Levy Payers and Volunteer Members

Our radio isn't just for listeners it's also an essential marketing tool for local businesses. Offering FREE, affordable and tailored advertising packages, the station is the perfect way for businesses to reach a highly engaged audience in Herefordshire. With the station's growing listenership, businesses can now connect directly with customers through on-air promotions.

Advertising Opportunities
Click Here

One Free Advert For Levy Payers and Volunteer Members



For all Levy Paying and Volunteer Member Businesses, you get to have one advert per week played for FREE. Simply send in your advert (maximum of 30 seconds) via the website. Note advertisements are subject to legal clearance.

Get Your Advert Produced Professionally



You can pay to have Digital Local Radio make you a 30 second advert to be broadcast on Visit Herefordshire Radio. The packages start from £49 + VAT (basic) or £99 + VAT (professional). You will own the copyright and are able to broadcast it on any online station.

Yearly Advert Packages starting from £4.79 per week



For just £4.79 per week (subject to a 52 week period – that's £249 + VAT per year), you get to have your advert played a MINIMUM of 20 times per week, all between 6am and midnight. The price also includes the production of a professionally voiced commercial.

For all our Levy Paying and Volunteer Members, you get to have one advert per week played for FREE.

Call 01234 481 000 and quote Visit Herefordshire to speak to [Digital Local Radio](#) the radio management company.

Simply send Digital Local Radio your advert (maximum of 30 seconds) or they can create you one.

Note advertisements are subject to legal clearance.

For Business Shout Outs or General Information Email – visitherefordshireradio@seedl.com

Stats from April – October 2025

18,161 this could be a single listener, or multiple listeners in a venue



- 117 Applicants entered the Visit Herefordshire Tourism Awards 2025
- 85 got through to the final round of judging
- Round 2 judging is currently being finalised
- Awards Ceremony is in February 2026

**HELLO
Starling**





**HELLO
Starling**



Awards For Excellence 2025



Visit Herefordshire Tourism Conference

A fantastic full day filled with exciting talks, networking opportunities, training sessions 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. Updated on all our projects including the Visit Herefordshire Tourism Awards and Herefordshire Film Office

Visit Herefordshire LVEP launched the Destination Management Plan.



Visit Herefordshire Tourism Conference 2026
23 April 2026

HEREFORDSHIRE FOOD SAFARI

Foodie Expeditions

Join us on a foodie expedition celebrating our County's unassumingly remarkable food and drink scene. From authentic farm-to-table experiences and stunning vineyards to award-winning cheeses and farm shops, list to mention the plethora of gastro pubs and restaurants with local craft cider on tap, our new food safari celebrates the hyper-local producers quietly redefining Herefordshire's foodie landscape.

Follow one of our curated routes or build your perfect itinerary by ticking and mixing from our favourite Safari stops - we hope you're hungry!

North Herefordshire

- 1 The Riverside at Aymestrey
- 2 White Heron Estate
- 3 The Cider Barn
- 4 Hewton Court
- 5 Wiston Farm

South Herefordshire

- 1 The New Inn, Boscawen-Wye
- 2 Wythall Farm, Boscawen-Wye
- 3 Boscawen-Wye Cider Company
- 4 The...

BIG FIVE

Foodie Sightings



Your Extended 'Field Guide'

Our curated edit of fabulous foodie places to pin...

FARM SHOPS, DELIS & CAFES

- **Legges of Bromyard, Bromyard**
Best known for: The sheer volume of high quality super-local meat on offer
- **Peter Cooks Bread, Bromyard**
Best known for: Their 'no nonsense' loaves (B being crowned Best Bakery in the West Midlands 2024)
- **Drapers Lane Deli, Leominster**
Best known for: Stocking 2000+ product lines, with an offer more akin to the Mediterranean than The Marches
- **RFM Coffee Roasters, Leominster**
Best known for: Exceptional single-origin coffee, hand-roasted in the UK

PUBS & RESTAURANTS

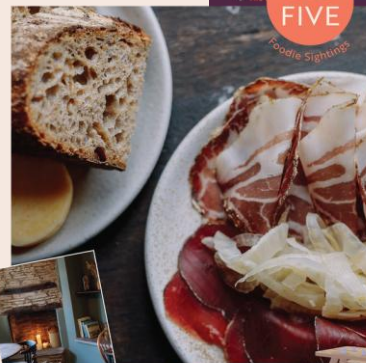
- **The Burton Hotel, Kington**
Best known for: The crispy roast potatoes served with the brilliant Sunday Roasts

EXPERIENCES

- **Monkland Cheese Dairy, Monkland Nr. Leominster**
Best known for: Production of the Little Hereford cheese (the recipe of which dates back to 1917)

CIDER, WINE & BEYOND

- **Little Pomona Cider, Bromyard**
Best known for: Traditionally crafted ciders that match with food
- **Oliver's Cider, Cleve Pychar**
Best known for: Their progressive
- **Frome Valley Vineyard, Bishops Cleeve**
Best known for: An award-winning method
- **Butford Organic Cider, Boscawen-Wye**
Best known for: Minimal intervention



THE STARGAZERS' GUIDE TO HEREFORDSHIRE

The best places to see stars in one of England's darkest counties

VISIT HEREFORDSHIRE

Telegraph
Online March
2025

TRAVEL

Europe ▾ UK ▾ Worldwide ▾ City breaks ▾ Hotels ▾ Cruise ▾ Ski ▾ Advice

What it's like to go camping under Britain's starriest skies

A new tool allows campers to combine nights under canvas with amateur astronomy

Sophie Dickinson

Related Topic
Herefordshire, England
07 March 2025 12:00pm GMT

2

Gift this article free

X f o e



Supper & Stargazing

We've paired our favourite places to stargaze with fantastic nearby country pubs, for the perfect evening itinerary. If you would like to eat at any of the places below, we advise booking ahead.

Stargazing

- ◆ Hergest Ridge ◆ Garway Hill ◆ Bircher Common
- ◆ Mathon ◆ Wigmore Castle ◆ Pages Pasture
- ◆ Bringsty Common ◆ Fownhope ◆ Arthur's Stone
- ◆ Snodhill Castle ◆ Little Downard

Supper

- 1 The Swan, Kington
- 2 The Cattleshed, Lyonshall
- 3 Kilpeck Inn, Kilpeck
- 4 The Greenman, Fownhope
- 5 The Feathers Hotel, Ledbury
- 6 The Seven Stars, Ledbury
- 7 The Riverside Inn, Aymestrey
- 8 The Castle Inn, Wigmore
- 9 Old Court Hotel, Symonds Yat
- 10 The Live and Let Live, Bringsty
- 11 Three Horseshoes Inn, Little Cowarne
- 12 The Pandey Inn, Dorstone
- 13 The Nags Head, Peterchurch
- 14 Malvern Hills Hotel, Colwall
- 15 The Fisherman's Arms, Docklow
- 16 The Baiting House, Upper Sapey
- 17 The Royal Arms, Llangrove (Starlit Stroll)

Increased PR/ Journalist / Influencer Visits

SMART TRAVELLER



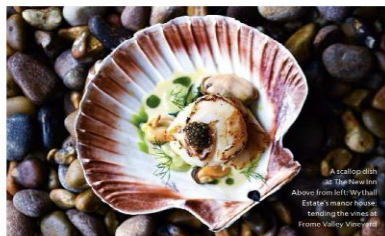
HEREFORDSHIRE

FIELD DAYS

New trails delve into the historic county's food scene

When it comes to regional produce, Herefordshire has always been something of a heavyweight. It gave the world the famously bulky Hereford cow for one thing, while its orchards produce some 63 million gallons of cider every year. Visitors to the English county — a tapestry of low hills and tumbling river valleys on the Welsh border — can experience that culinary belt via new self-guided food safaris, with each itinerary linking five gastronomic and agricultural highlights — from cosy pubs to working farms.

The three main itineraries cover north Herefordshire, south Herefordshire and the aptly named Golden Valley, though travellers are free to create their own itinerary, sewing together 16th-century coaching inns, independent coffee roasters and traditional cider mills as they see fit. There's also a three-day Exceptional Eats itinerary, which dishes the best of Herefordshire's gastronomy with small-batch cider tastings and overnight stays in glamping pods backed by forested hills. visitherefordshire.co.uk **SAM KEMP**



A scallop dish at The Here Inn. Above: from left, Wythall Estate's minor pub; trading the wheat at Frome Valley Vineyard



FOOD SAFARI HIGHLIGHTS

The pub

Located near the market town of Ross-on-Wye, The New Inn has been welcoming wayfarers since the 16th century. Beyond the timber-framed exterior, it's all roaring fires and ceilings crouched by low wooden beams. The wine list features bottles of sparkling white from nearby Wythall Estate. thenewinherefordshire.co.uk

The dinner spot

The Bull's Head in Craxwell lies in the foothills of the Black Mountains and offers a menu of simple, seasonal dishes like beef shin papardelle. Much of its produce is sourced from local suppliers and the inn's own farm. wildmynturetip.com

The cider mill

Fair Oak Cider, on the banks of the River Don, harvests traditional apple varieties from the Golden Valley and crushes them in a 17th-century stone mill powered by a horse called Tommy. You can arrange a tour of the mill, though Tommy will likely be out roaming the hills above Ross-on-Wye. fairoakcider.co.uk

The cheese farm

North Herefordshire is home to some of the county's most handsome half-timbered villages. It's also where you'll find Wicketon Farm, which produces organic, grass-fed dairy using regenerative methods. Meet the herd on the Wild Cow Experience or sit down for a hands-on cheesemaking course. wicketonfarm.co.uk

National Geographic 2025



HIKING IN HEREFORDSHIRE

THE GOLDEN VALLEY PILGRIM WAY

Richard Hammond and his family walk a section of the 60-mile circular trail along ancient paths, sleeping in churches along the way



Golden Valley, where you hike through a series of small villages and can choose to play them, with a mix of history and nature.



Green Traveller Magazine Autumn 2025

Increased PR/ Journalist / Influencer Visits

The Times 2025



The Metro 2024



Hereford Cathedral across the River Wye (Picture: Getty Images)

There's nothing better than a lovely stroll to help clear the mind – and now an ideal 'tranquil' spot has been revealed.

The Guardian 2025



What Does Herefordshire Figures Mean Compared to Other Rural Locations?

Stats from STEAM Report		2024	% Change
Economic Impact	Total economic impact of tourism	£773m	+5.03%
	Total visitor days	8.05m	+0.3%
	Staying visitor days	3.05m	+0.4%
	Number of day visitors	5.01m	+0.4%
	Number of FTE jobs supported by tourism spend	7,965	-0.6%
Economic Impact by Sector	Accommodation	£66m	+5.5%
	Food and Drink	£276m	+5.2%
	Recreation	£42m	+5%
	Shopping	£128m	+5%
	Transport	£64m	+5.1%
	Other	£195m	+5.1%

The national GB Tourism Survey results for Rural destinations in England showed:

- 6% drop in staying visits
- 18% decline in day 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 – Hamnet



Visit Herefordshire Film Office – Hamnet



Festivals



WIN A
2-NIGHT STAY

in one of two beautiful
self-catering cabins at
Ritty Retreats

Follow Visit Herefordshire & Ritty Retreats

visitherefordshire.com



TERMS
To enter, follow @visitherefordshire on Twitter and Instagram and tag a friend.
Prizes are awarded on 31st October 2022.
The lucky winners will be announced on the website.
Please see the full terms and conditions on the website.
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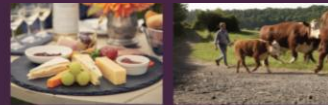


HEREFORDSHIRE

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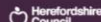


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Let us Inspire You



**Herefordshire
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VISIT HEREFORDSHIRE

So much to see and do

From walking festivals and open gardens to music concerts and cider celebrations, Visit Herefordshire features the latest what's on listings from across the county. You'll find countless ideas for things to do, whether that's keeping the kids busy or entertaining family and friends. Take a look!

www.visitherefordshire.co.uk/whats-on



What's On

Scan the QR code
for the latest events
and festivals



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Artisan
Food & Drink



Historic City &
Market Towns



Magical Places
to Stay

Plan your trip now



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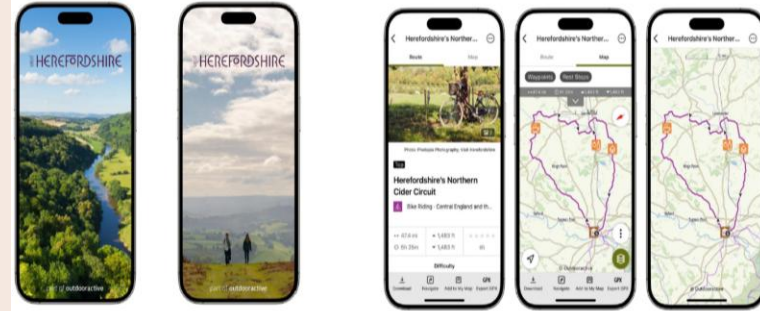
visitherefordshire.co.uk

Outdoor Active

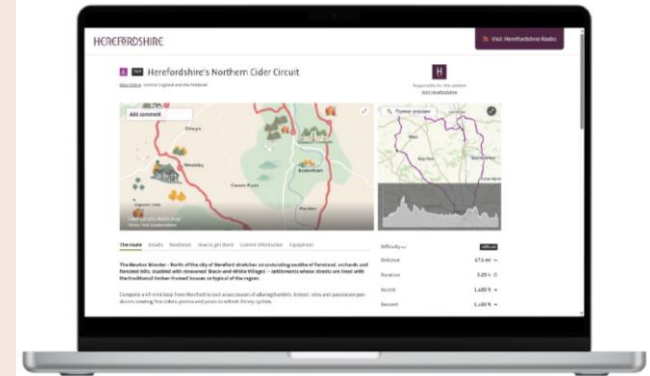
Outdoor Active is outdoor pursuits company with an international client base.

- Provides a branded app for Herefordshire, ensuring the County's identity is front and centre in the Outdoor Active Travel Guide.
- This drives traffic back to Visit Herefordshire's website, strengthening brand recognition and positioning Herefordshire as a top outdoor destination.
- Ability to publish **60+ trails**, points of interest, events, offers, and stories.
- Includes immersive features like **audio guides**, **3D flyovers**, and **accessibility information**.
- Automatic translation into **20+ languages**, opening Herefordshire to international visitors.

Destination App - visual examples



Outdoor content - visual



Ballot

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 invite you to vote in the Ballot, it is hugely important to us to understand your views. 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.

**VOTE
YES**

Closing Remarks

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

