



VISIT HEREFORDSHIRE

Tourism Conference

2026

# Opening Remarks

VISIT **HEREFORDSHIRE**

brought to you by **Herefordshire  
County BID**

Joanna Hilditch

White Heron Estates



Glenn Jones

Discover Parks



**Herefordshire County BID & Visit Herefordshire Co-Chairs**

**VOTE  
YES**

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**9:45 AM – 12:00 PM Morning Presentations**

Jo Hilditch & Glenn Jones, Co-Chairs of the Herefordshire County BID - Opening Speeches

His Majesty's Lord-Lieutenant of Herefordshire Mr Edward Harley OBE

Diane Mansell - Herefordshire County BID/Visit Herefordshire CEO - STEAM Report / Visit Herefordshire LVEP Updates

Nicola Said - VisitEngland

Clare Purcell, Nic Millington & Steph Allen - Herefordshire Cultural Partnership

Chelsea Foster - Filming In England

Diane Mansell - Herefordshire County BID/Visit Herefordshire CEO - Herefordshire County BID / Visit Herefordshire LVEP Updates

**12:00 – 1:00 PM Lunch in the Hummingbird Bar / Networking and Marketplace**
**1:00 – 1:50 PM Breakout Session One**

Breakout 1 – Place Informatics – Learning more about Herefordshire County BIDs footfall counters to guide marketing and business planning

Breakout 2 – Visit Herefordshire Tourism Awards Training – Hints, tips and application guidance

Breakout 3 – Get Fully Booked – How to Use AI in your Marketing for Maximum Impact

Breakout 4 – Travel Tonic – Telling your story – How to create impactful campaigns and content that shows your personal touch and inspires visits

**1:50 – 2:00 PM Changeover**
**2:00 – 2:50 PM Breakout Session Two**

Breakout 1 – Place Informatics – Learning more about Herefordshire County BIDs footfall counters to guide marketing and business planning

Breakout 2 – Visit Herefordshire Tourism Awards Training – Hints, tips and application guidance

Breakout 3 – Get Fully Booked – How to Use AI in your Marketing for Maximum Impact

Breakout 4 – Travel Tonic – Telling your story – How to create impactful campaigns and content that shows your personal touch and inspires visits

**2:50 – 3:10 PM Networking and Marketplace**
**3:10 – 4:10 PM Afternoon Presentations**

Natalie Clayton - Visitor Ready

Jamie Carroll – Outdooractive

Darren Baldwin – SEEDL

Closing Speeches - Jo Hilditch & Glenn Jones, Co-Chairs of the Herefordshire County BID

**4:10 – 5:00 PM Networking and Marketplace**


His Majesty's Lord-Lieutenant of Herefordshire

Mr Edward Harley OBE





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County BID**





Diane Mansell

Herefordshire County BID / Visit Herefordshire LVEP

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](mailto:Diane@herefordshirecountybid.co.uk)



Tara Emery

Business Liaison Manager

[Tara@herefordshirecountybid.co.uk](mailto:Tara@herefordshirecountybid.co.uk)



Sky Cole

Marketing Manager

[Marketing@herefordshirecountybid.co.uk](mailto:Marketing@herefordshirecountybid.co.uk)



James Whitby

Project Officer

[Projectofficer@herefordshirecountybid.co.uk](mailto: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 Are The Aims Of Herefordshire County BID?

- To develop and deliver an overarching countywide strategy to support the Visitor Economy – **Destination Management Plan 2025-2035**
- To increase footfall, dwell time and spend – **STEAM data showing an increase in the economic impact to the County**
- 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 - **£43,094**
- 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**

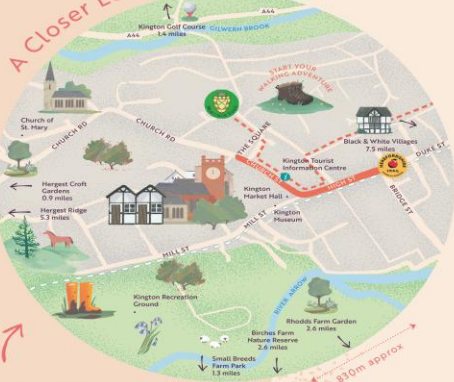
Roam our wild landscapes, mooch around our characterful market towns, eat fabulous food and enjoy amazing experiences.

# Explore Herefordshire

## Key

-  Railway station
-  Canoe launch point
-  Cycle hire
-  Herefordshire Trail  
154 mile circular walking route
-  Black & White Trail  
Drive, cycle or take the bus
-  Mortimer Trail  
30 mile walk to Ludlow
-  Shopping area
-  Information Point

## A Closer Look...



## Kington

Lying in the Arrow Valley in the shadow of the imposing Hergest Ridge, Kington is a tiny town with a big character. Explore the constellation of art galleries, shops and cafes lining its historic streets, then lace up those hiking boots. A hiker's dream, Kington is surrounded by tempting routes, including Offa's Dyke Path and the Mortimer Trail (which starts here). The town also hosts an annual walking festival.

## 'Paradise for walkers' Kington

Wander around the small cluster of shops, galleries and places to eat before walking to Hergest Ridge for spectacular views. A great base for visiting open gardens and touring the Black and White Villages.

## 'Town of books' Hay-on-Wye

Packed with character and cool boutiques, including its famous bookshops. Great for walking and canoe trips. Easy access to the Golden Valley and Black Mountains.

## HAY-ON-WYE

## 'Magically remote' Golden Valley

A wild landscape from the magnificent peaks of the Cat's Back, Black Hill and Moccas Wood to the mosaic of rolling hills and meadows. Dotted with remote castles and churches, Neolithic stones and artisan cider producers.

## 'Riverside, foodie & historic' Hereford

Hugged by the River Wye, historic Hereford sits at the heart of the county. Visit the iconic cathedral and museums, mooch around the shops, sample fantastic food or take a canoe trip.

## 'Active Adventures' Symonds Yat

Ideal for adventure lovers thanks to the abundance of outdoor activities including watersports, cycling and walking. There are breathtaking views in every direction but don't miss the panorama from Symonds Yat Rock.

## 'Antiques treasure trove' Leominster

Explore the town's many antique dealers which are dotted all over town before soaking up local heritage at Grange Court. Visit nearby historic houses, gardens, craft cideries and the Black and White Villages.

## 'Foodie heaven' Bromyard

Hilltop town with a lovely traditional high street. Great for food lovers - visit artisan cider makers, a brewery and vineyard as well as the region's only Michelin-star restaurant.

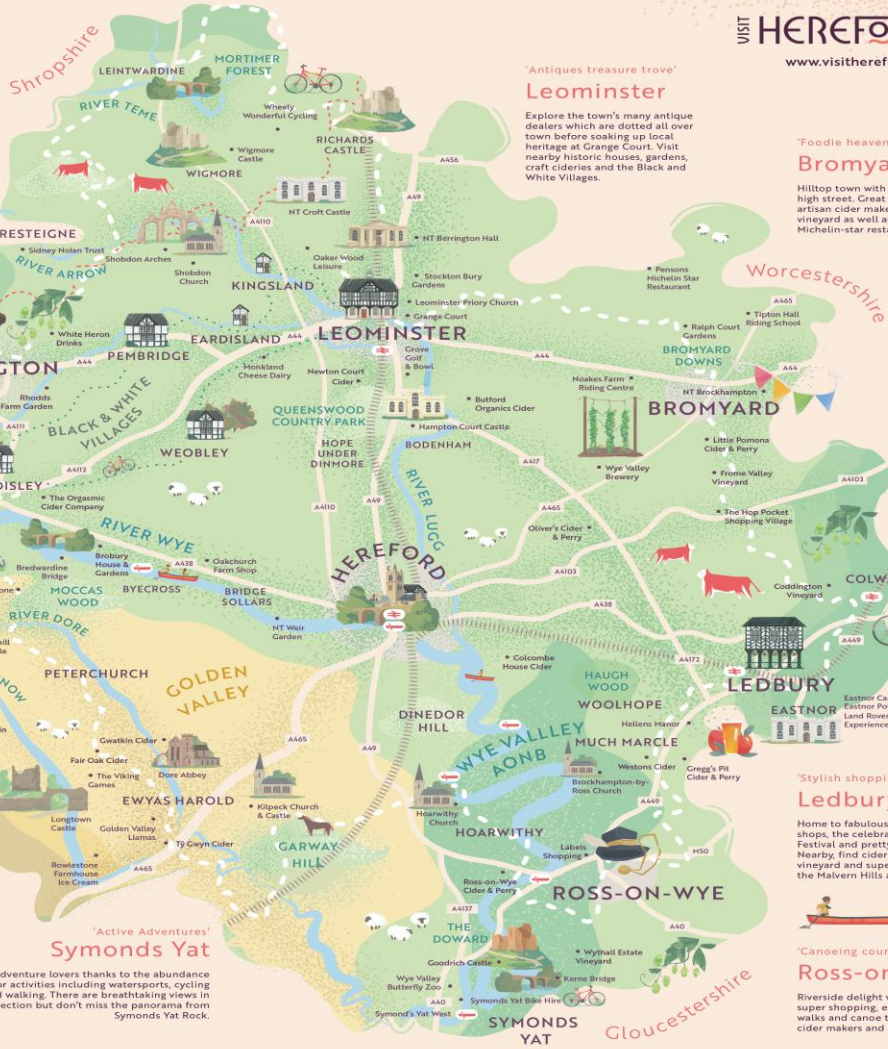
## 'Stylish shopping' Ledbury

Home to fabulous independent shops, the celebrated Ledbury Poetry Festival and pretty heritage buildings. Nearby find cider producers, a vineyard and super walks, including the Malvern Hills and Marcle Ridge.

## 'Canoeing country' Ross-on-Wye

Riverside delight with stunning views and super shopping, especially vintage. Clorious walks and canoe trips on the doorstep, plus cider makers and a vineyard.

Welsh Border



Gloucestershire

## What Does The Visitor Economy Mean To Herefordshire?

Stats from STEAM Report		2022	2023	2024	2025	% Change compared to 2024
Economic Impact	Total economic impact of tourism	£637m	£736m	£773m	<b>£830m</b>	<b>7.2%</b>
	Total visitor days	7.7m	8m	8.05m	<b>8.42m</b>	<b>4.6%</b>
	Staying visitor days	3.04m	3.04m	3m	<b>3.10m</b>	<b>1.8%</b>
	Number of day visitors	4.7m	4.9m	5m	<b>5.3m</b>	<b>6.2%</b>
	Number of FTE jobs supported by tourism spend	7,489	8,014	7,965	<b>7,975</b>	<b>0.1%</b>
Sector Impact	Accommodation	£55m	£62m	£66m	<b>£72m</b>	<b>9.3%</b>
	Food and Drink	£225m	£263m	£276m	<b>£299m</b>	<b>8%</b>
	Recreation	£35m	£40m	£42m	<b>£44m</b>	<b>5.8%</b>
	Shopping	£107m	£122m	£128m	<b>£135m</b>	<b>5.4%</b>
	Transport	£53m	£61m	£64m	<b>£69m</b>	<b>6.3%</b>
	Other	£160m	£185m	£195m	<b>£209m</b>	<b>7.2%</b>

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Herefordshire Tourism is now 24.6% of the total Herefordshire economy

Tourism sector employees are 9.5% of all total FTE employees in Herefordshire

**VOTE YES**

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VISIT **HEREFORDSHIRE**

**Local Visitor  
Economy  
Partnership**

Recognised by



**VisitEngland**

HEREFORDSHIRE

# Destination Management Plan 2025-2035

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

Partnership Building. Place Shaping. Growing Sustainably



## SECTION 3 Vision & Targets



### TARGETS

There are stepping stones to achieving the 10 year vision. Realistically we need to plan around a phased approach as follows:



#### 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

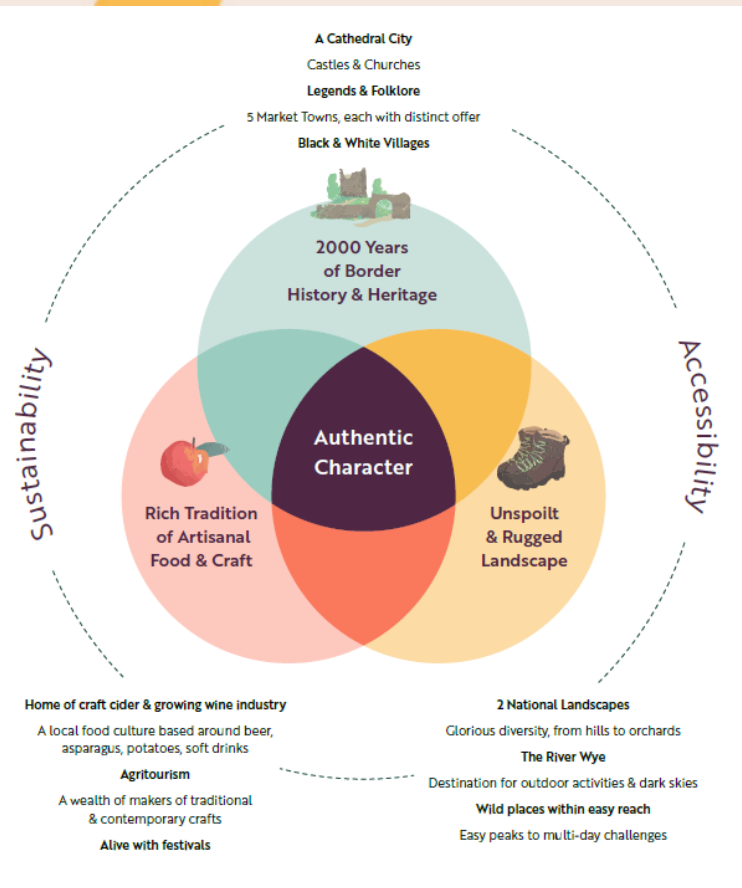
##### YEARS 6, 7, 8, 9 (2030-2034)

Accelerated economic growth.

## The Aim

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.

**THE VISION** is to cultivate a vibrant tourism sector in Herefordshire that offers distinctive and unforgettable visitor experiences. We aim to stay true to the essence of Herefordshire as a place, generating diverse employment opportunities, benefiting our local communities, and safeguarding our environment and heritage. Our goal is to increase visitor numbers, particularly those who are inclined to spend with our local retailers and service providers. A crucial aspect of this vision is to boost the number of visitors who stay for more than one day. This Destination Management Plan (DMP) outlines the roadmap to achieving this success.



# 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.

# Priority for Herefordshire DMP Action Plan

VISIT HEREFORDSHIRE

Local Visitor  
Economy  
Partnership

Recognised by  
  
VisitEngland

## Priority 1: Embed Partnership Working & Advocate for the Visitor

- Agree mechanisms for joint working
- Represent the visitor & keep the visitor economy on the agenda
- Monitor funding opportunities
- Become a data-driven destination

## Priority 2: Grow the Volume of Overnight Visitors

- Fill the gaps in accommodation provision
- create new visitor experiences
- Position Herefordshire as open for business
- Develop year-round reasons to visit
- Better understand coach tourism

## Priority 3: Strengthen and Extend the Renaissance of Hereford

- Progress place-shaping from a visitor perspective
- Build on the city's heritage story
- Promote a greener riverside city experience
- Create a city welcome
- Develop the evening economy



**VOTE  
YES**

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# Priority for Herefordshire DMP Action Plan

VISIT HEREFORDSHIRE

Local Visitor  
Economy  
Partnership

Recognised by  
  
VisitEngland

## Priority 4: Reinforce the Distinctive Destination Brand and Identity

- Deliver a targeted marketing and PR Plan
- Promote the Three-Night Stay
- Build effective marketing partnerships
- Update travel guides knowledge
- Establish travel trade connections
- Develop the brand proposition via sector networks
- Strengthen food and drink credentials
- Maximise digital profile

## Priority 5: Drive Forward a Regenerative Approach to Tourism

- Champion sustainable tourism
- Enhance accessible tourism offer



**VOTE  
YES**

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# Priority for Herefordshire DMP Action Plan

## Priority 6: Nurture our People and Businesses

- Deliver tailored business support and training
- Create County Ambassadors
- Celebrate our tourism sector
- Build an engaged business network
- Work to attract young people into the sector

## Priority 7: Get the Basics Right

- Increase connectivity between towns
- Improve roadside signage
- Address the final mile for visitors by train
- Providing infrastructure and services to support the active outdoor offer





VISIT

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County BID**



## Visit Herefordshire Website Engagement - Strategic Reality Check (Why this matters)

- Google (3.3B monthly visits) is the front door to inspiration and intent
- YouTube (1.1B monthly) and Instagram/Facebook (~440M combined monthly) dominate visual discovery
- AI platforms (e.g. ChatGPT) are rapidly becoming decision-shaping layers for trip planning

Visit Herefordshire will never out-compete these platforms on scale. The strategy therefore should be to design Visit Herefordshire as the authoritative destination layer that feeds, supports and converts activity from them.

Visit Herefordshire's online platform should act as the single source of truth, while global platforms act as distribution, inspiration and routing engines.

### Overall Website

Google Impressions: 17,385,717  
Year on years Users: 374,918 +1%  
Sessions: 554,734 +6%  
Views: 1,131,975 +0%  
Google Clicks: 318,866



Itinerary:

### A North Herefordshire Food Safari

Discover a Taste of Tradition

Surrounded by picturesque countryside and quaint black and white villages lie the charmingly down-to-earth and historic market towns of [Leominster](#), [Bromyard](#) and [Kington](#). There are (naturally!) foodie havens galore to be explored in the vicinity, but setting up camp at one of these spots has other advantages too including an antiques mecca, a folk festival hotspot and a walkers paradise. We'll leave you to discover which is which, outside of meal times, of course.


**VOTE  
YES**

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Central  
**8. The Fold, Herefordshire**




The Scandi Cabin at The Fold

**Sleeps 2**  
Four woodland cabins are tucked away at The Fold on 18 acres of prime rewilded terrain southwest of Hereford but it's the Scandi Cabin you want. It comes with a nest wooden cabin sauna on its sundeck, alongside a cute, green, pot-shaped hot tub, a pizza oven and a Kamado Joe barbecue (they cost a grand in John Lewis, doncha know). All the accoutrements for impressing a new beau, then – the cabin each sleep two and are adults only, so the scene is set for romance. **Details** Two nights' self-catering for two from £488 (thefoldhereford.com)

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Outside 19



**A good walk Symonds Yat and Little Doward, Herefordshire**

**How hard is it?**  
6 miles, moderate but, steep hill steps


**How hard is it?**  
6 miles, moderate but, steep hill steps

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THE SUNDAY TIMES Home UK World Comment Money Life & Style Business Sport Culture Travel Obituaries Puzzles Magazines

**L. Among the cherry blossom in Herefordshire**



Pitch Farm has two luxury cabins nestled away in their cherry orchards

**Goodness knows why people sleep to Japan for cherry blossom.** Herefordshire is awash with the stuff. Nor is it just cherry blossom. By mid-April hillides are festive with white and pink flowers of apple and pear orchards. Lovely, which is why the owners of Pitch Farm have just opened two luxury cabins (each sleeping two) among their organic cherry orchards. Each stay is timbered but quietly flamboyant. A hot tub and five pit are enclaved by blossom-covered boughs. Beyond are the black-and-white villages of *Hannet* country. Wobley – where the film was shot – is three miles away. **Details** Two nights' self-catering for two from £410 (orchardscapes.com)

Yorkshire Post Travel – 06 December 2025

Meeting our match



**THE WINE COUNTRY**  
Last year

**THE WINE COUNTRY**  
Last year

Forbes – 07 December 2025

**Forbes**

LIFESTYLE > TRAVEL

**England's Wine Country— From Chalk Slopes To Royal Banquets**

Across chalk-rich slopes, pioneering vines, and royal banquets, this is your map through England's glorious wine country, mapped region by region.

By **Lewis Nunn**, Contributor. © Lewis Nunn is a Senior Travel Editor based in London.

Follow Author

Published Dec 07, 2025 at 12:32pm EST  
Updated Dec 9, 2025, 06:05am EST

1276 Wines

Where: Ludbury, Herefordshire



**WYE OH WYE**

Early toggers were dazzled by the Wye Valley, a region of rugged river landscapes and historic towns. Christopher Lloyd, in his preface to

WINE WITHIN



**THE WINE COUNTRY**  
Last year

**THE WINE COUNTRY**  
Last year



# Visit Herefordshire e Newsletter


View this email in your browser

VISIT **HEREFORDSHIRE**

This month's newsletter is packed with inspiration, from Easter day trips and stays to our top April highlights.

Plus, there's a chance to win a Hay Festival 'Golden Ticket'!


Start planning your next Herefordshire getaway today...



**Fancy A Day Trip This Easter?**

From fluffy chicks and egg hunts for the little ones, to guided cider tastings and wood fired pizza for the grown-ups, we have your Easter break sorted!

Let Us Inspire You



**Unleash Your Wild Side**

Hidden in the Herefordshire hills, you'll find high-energy adventures to set pulses racing. Discover them all in our 5-day wild itinerary.

Your Adventure Starts Here

Subscribers 12,532  
(April 2025 8,024)

7.2% click rate

# HC BID e Newsletter

VISIT **HEREFORDSHIRE**

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Herefordshire County BID

f t g e in v


**Important News & Information**

Here you will find important updates, opportunities and final reminders for Herefordshire's business community.

**In this edition:**

- Herefordshire recognised on the national stage
- Final opportunity to join us at RHS Malvern
- Join us at Hay Festival, Hay-on-Wye 2026
- HC BID Ballot Consultation Stage 2 - Coming Soon

Herefordshire recognised on the national stage



**Awards for Excellence 2025 - 2026**

VisitEngland

We are incredibly proud to share that six Herefordshire successes have been named finalists in the VisitEngland Awards for Excellence 2025.

- Visit Herefordshire Tourism Awards 2025 winners:
  - Camping, Glamping and Holiday Park of the Year - [Kays at Blackhill Farm](#)
  - Taste of England Award - [Campanas Restaurant](#)
  - Experience of the Year - [Oakfield Estate](#)
  - New Tourism Business of the Year - [One Acre Wood](#)
- Travel Content Awards finalists:
  - Rhiannon Batten, The Guardian - [Epsom terms to fork: a food lover's cycle tour of Herefordshire](#)
  - Chris Leadbeater, The Telegraph - [This charming Herefordshire town is the real star of Hamlet](#)

To see our local businesses and inspiring content about Herefordshire recognised on a national stage is a huge achievement and a real testament to the quality, creativity and passion across our tourism sector.

Gold, Silver and Bronze winners will be announced on 3 June at a prestigious VisitEngland awards ceremony at Aerospace Bristol.

🎉 Congratulations to all finalists and the very best of luck in the national finals.

Read the full story

Subscribers 4,544 (April 2025 3,554)



# Priority 6: Nurture Our People And Businesses

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# Place Support Partnership

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**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



SCAN HERE TO  
FIND OUT MORE!

To start saving, call 03330 156 289  
email [Info@herefordshirecountybid.co.uk](mailto:Info@herefordshirecountybid.co.uk)  
or visit [www.herefordshirecountybid.co.uk](http://www.herefordshirecountybid.co.uk)



**Herefordshire  
County BID**  
Funded by Herefordshire Businesses

Our next 1-2-1 days are 24 and 25 June

£361,055 worth of cost savings have been identified for businesses already.

If you would like to speak to PSP direct, please make contact with [Tara@herefordshirecountybid.co.uk](mailto:Tara@herefordshirecountybid.co.uk)

**VOTE  
YES**

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# Place Support Partnership – Business Rates Review Service

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- Improve cashflow
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email [Info@herefordshirecountybid.co.uk](mailto:Info@herefordshirecountybid.co.uk)  
or visit [www.herefordshirecountybid.co.uk](http://www.herefordshirecountybid.co.uk)



**Herefordshire  
County BID**  
Funded by Herefordshire Businesses

PSP (Place Support Partnership Ltd) is proud to offer a specialist Business Rates Review Service tailored specifically for Business Improvement Districts (BIDs) and their member businesses. Delivered in partnership with a leading expert in rating consultancy, this service is designed to help businesses ensure they are paying a fair and accurate level of business rates.

### **PSP provides a fully managed, risk-free business rates review service that:**

- Identifies potential savings through expert analysis
- Challenges incorrect valuations with the Valuation Office Agency (VOA)
- Secures refunds and ongoing reductions where applicable
- Requires no upfront cost to businesses (success fee basis)

### **How It Works**

- Introduction via BID - PSP works with the BID to introduce the service to members.
- Data Collection - Members provide basic property and rates information.
- Expert Review - Our trusted partners conducts a detailed assessment in confidence.
- Challenge & Negotiation - Where appropriate, formal challenges are submitted to the VOA.
- Savings Delivered - Refunds and reductions are secured, with fees only payable on success.

**VOTE  
YES**

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# SEEDL

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SEEDL Learning Hub: Offering free, unlimited access to over 300 live courses, supporting workforce development across the Visitor Economy.

Since the Visit Herefordshire Tourism Conference 2025 we have delivered 1188 live courses and 1198 on-demand courses

Top Course this Year

- 1) COSHH Training
- 2) AI in Office 365
- 3) Power BI Desktop
- 4) Manual Handling
- 5) Introduction to Health and Safety in the Workplace
- 6) Food Hygiene
- 7) Fire Safety In the Workplace

**UNLIMITED LEARNING TO SUPPORT PEOPLE DEVELOPMENT, COMPLIANCE & PERFORMANCE**

We offer 300 courses all delivered LIVE + On Demand

Sales	Leadership	Customer Excellence	Communications	Health & Safety	Business	Compliance	Wellbeing
<ul style="list-style-type: none"><li>Understanding Sales Essentials</li><li>Enhancing Your Sales Skills</li><li>Mastering Sales</li><li>Commercial Mindset</li></ul>	<ul style="list-style-type: none"><li>Potential Managers</li><li>Leadership Essentials</li><li>Coaching</li><li>Leading a Sales Team</li><li>Performance Management</li></ul>	<ul style="list-style-type: none"><li>Operational Excellence</li><li>Delivery Excellence</li><li>Strategic Excellence</li><li>Leading a Retail &amp; Hospitality Service</li></ul>	<ul style="list-style-type: none"><li>Conversation Styles</li><li>Style Awareness</li><li>Public speaking</li><li>Creating powerful presentations</li><li>Human technical skills</li><li>Customer communications</li></ul>	<ul style="list-style-type: none"><li>COSHH</li><li>Working at heights</li><li>Driver safety training</li><li>Fire Warden training</li><li>Manual Handling</li><li>Risk Assessments</li><li>Bar Staff (and licensing) training</li></ul>	<ul style="list-style-type: none"><li>Project Management</li><li>Excel</li><li>Word</li><li>PowerPoint</li><li>Micro Learning (20-minute sessions)</li><li>Time Management</li></ul>	<ul style="list-style-type: none"><li>GDPR</li><li>Bullying &amp; Harassment</li><li>Risk Assessments</li><li>Marlyn's Law</li><li>Cyber Essentials</li><li>Sexual Harassment</li></ul>	<ul style="list-style-type: none"><li>Protecting Your Mental Wellbeing</li><li>Stress Management</li><li>Mental Health Awareness for Managers</li><li>Guided Relaxation</li><li>SEEDL Chilled</li></ul>

SEEDL Chilled Radio iOS & Android

Get it on Google Play | Download on the App Store

Download our full prospectus

# Get Fully Booked – Training Video Launch

Herefordshire County BID

Home About Courses Books Videos Upgrade Support

**Marketing Planning - Herefordshire County BID**  
This series was launched for Herefordshire County BID levy payers and includes practical strategies for improving visibility and digital performance. The course is delivered by Sarah Orchard, a marketing specialist with 25+ years of experience.

**Social Media Getting Started - Herefordshire County BID**  
This series was launched for Herefordshire County BID levy payers and includes practical strategies for improving visibility and digital performance. The course is delivered by Sarah Orchard, a marketing specialist with 25+ years of experience.

**Social Media Content Plan - Herefordshire County BID**  
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**Social Media Insights - Herefordshire County BID**  
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**Social Media Timesavers - Herefordshire County BID**  
This series was launched for Herefordshire County BID Levy Payers and includes practical strategies for improving visibility and digital performance. The course is delivered by Sarah Orchard, a marketing specialist with 25+ years of experience.

**Website Best Practice - Herefordshire County BID**  
This series was launched for Herefordshire County BID levy payers and includes practical strategies for improving visibility and digital performance. The course is delivered by Sarah Orchard, a marketing specialist with 25+ years of experience.

**How to Think Like Google - Herefordshire County BID**  
This series was launched for Herefordshire County BID Levy Payers and includes practical strategies for improving visibility and digital performance. The course is delivered by Sarah Orchard, a marketing specialist with 25+ years of experience.

**Email Marketing Introduction - Herefordshire County BID**  
This series was launched for Herefordshire County BID Levy Payers and includes practical strategies for improving visibility and digital performance. The course is delivered by Sarah Orchard, a marketing specialist with 25+ years of experience.

**Email Marketing Advanced - Herefordshire County BID**  
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**Paid Social Ads - Herefordshire County BID**  
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**Pricing Strategy - Herefordshire County BID**  
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Herefordshire County BID

Home About Courses Books Videos Upgrade Support

## Marketing Planning - Herefordshire County BID

Home > Videos > Marketing Planning - Herefordshire County BID

This series was launched for Herefordshire County BID levy payers and includes practical strategies for improving visibility and digital performance. The course is delivered by Sarah Orchard, a marketing specialist with 25+ years of experience.

Marketing Strategy & Plan

Herefordshire County BID  
Funded by Herefordshire Businesses

Herefordshire County BID

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## Marketing Planning - Herefordshire County BID

Home > Videos > Marketing Planning - Herefordshire County BID

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What we'll cover in this session...

- ✓ Your goals
- ✓ Ideal customers
- ✓ Market positioning & research
- ✓ Budgets
- ✓ Resources
- ✓ Marketing tactics
- ✓ Timings
- ✓ Measurement & KPIs

VOTE YES

HEREFORDSHIRE  
County BID

# Employee / Employer Discount Card



## Businesses

Are you a HCBID Levy Payer of Voluntary Member you can access a host of amazing discounts and opportunities.

Business Discounts

## Employees

Are you an employee of a HCBID Levy Payer or Voluntary Member? You can access amazing discounts and opportunities here

Employee Discounts



## JDW CAMPERS



### Offer 10% discount off all bookings

We know how hard everyone's working these days and it's so nice to have everyone discover a break now and then. That's why we would love to offer our fellow Herefordshire businesses 10% off all bookings with us!

It's just a small way of giving something to you all and helping you take a well-earned breather! Whether it's a two night break or a proper resort!

Feel free to get in touch if you have any questions, a link to our website if you would like to take a peek at what our motorhomes look like.

Website: <http://www.jdwcampers.com>

Telephone: 01454 327 711

Email: [info@jdwcampers.com](mailto:info@jdwcampers.com)

### Social Media:

- [Facebook](#)
- [Instagram](#)

### Terms & Conditions

- Drivers must be aged between 25 and 70 and in good health.
- Hold a full UK licence for at least 2 years
- Have no more than 6 points
- Not been involved in more than 1 accident in the past 3 years
- Vehicle to be used for the purpose of social, domestic and pleasure only
- Permission for us to carry out DVLA licence Check
- No one other than the drivers named in the proposal forms may drive the vehicle.

## NEWTON COURT



### Offer 10% off the total bill when dining in the café

Café, bar farm shop and venue in the heart of Herefordshire on our organic farm. Home of Newton Court Cider

Website: [www.newtoncourtcider.com](http://www.newtoncourtcider.com)

Address: Newton Court, Hereford Road, Newton, Leominster HR6 0PF

Telephone: 01568 68 721

Email: [zoo@newtoncourt.uk](mailto:zoo@newtoncourt.uk)



### Offer 10% FULLY BOOKED BUSINESS CLUB\*\* – your first month for just £78 (less than half price!) All Club Members enjoy

- Weekly Marketing Helpdesk. Get 1 hour of support from our every week to answer your holiday business questions.
- Weekly Group Training. Learn valuable skills from industry experts.
- "Flying Start" One-to-one over 10 year training sessions that are regularly updated.
- "Supportive Community Connect" with awesome hosts like Louise, who, in three years, has saved a whopping £20,000 in commission from the likes of Airbnb, Expedia & Booking.com by increasing her direct bookings!

Learn more: [Get Here \(Direct Bookings with Sarah O'Keefe\)](#)

Plus, you can cancel anytime. No commitment, just incredible value!

To redeem this membership discount offer go to: <https://go.get-fully-booked.com/ffc-10-ml>

Telephone: 01799 473 036

Email: [info@get-fully-booked.com](mailto:info@get-fully-booked.com)

### Terms & Conditions

You can cancel anytime. No commitment, just incredible value!

## GRAVITAS



Offer 10% discount on all courses offered by Gravitas either "open" or privately booked! available to all employees of businesses holding the HR600 2021 discount card. Or a 10% discount on all courses, or allow, if the employer is not booked by the "Living Wage Foundation".  
Gravitas Medical Solutions, a world-leading health company, is founded on the principles of respect, fairness, integrity and charity. Moreover, Gravitas has in-depth knowledge, experience, and credibility. This credibility comes from extensive work with the UK military and the UK National Health Service. Additionally, Gravitas supports UK FIC, multinational and national organisations, private companies, and clients.

Address: Unit 4/5, The Boat Works, Conyngton, Hereford, HR6 0PF

Telephone: 01432 675 907

**VOTE YES**

HEREFORDSHIRE

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Herefordshire  
County BID

## Visit Herefordshire Ambassador Programme



- To promote HCBID / Visit Herefordshire to support the delivery of the companies aims and objectives.
- To Build a supportive network of businesses, partner organisations and influencers to increase brand visibility
- Ensure active engagement with key stakeholders and businesses spreading the message far and wide.
- Promoting and supporting the delivery of HCBID/ Visit Herefordshire projects

# Developments Over The Last 12 Months

**VOTE  
YES**

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# FILM OFFICE

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HEREFORDSHIRE

VOTE  
YES

HEREFORDSHIRE

Supported by  
Herefordshire  
County BID

# Film Locations in Herefordshire

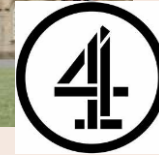
Visit star locations in our county



BBC  
FOUR



NETFLIX



BBC



VOTE  
YES

HEREFORDSHIRE

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Herefordshire  
County BID



## Through Tudor Landscapes

### A Herefordshire Journey Inspired by Hamnet

Herefordshire has a new Hollywood connection. The highly anticipated film adaptation of Hilary Mantel's critically acclaimed novel, *Hamnet*, was filmed right here, and now it's tipped for Oscar success.

Directed by Academy Award winner Chloé Zhao, *Hamnet* was filmed on location in the village of Weobley, an 11th Century farmstead, and even features a dip in the River Wye. The setting plays a starring role, and we couldn't be prouder! Wanting to reconnect with nature? Channel your inner Agnes and plan a Hamnet-inspired escape to Herefordshire. Surrounded by ancient woodlands, sweeping farmlands and architecture untouched by time, you'll feel a world away.

## Weobley to Penbridge



**Note:** This walk takes in some of Herefordshire's famous black & white villages, linked together by gentle hills and rolling quintessential country lanes and across picturesque green farmland. It's a route not to be missed, made even more special in its pit-stop time and and explore each village town if it's just for a quick post!

### Don't Miss

**Weobley**  
The Castle, a moat and baling thought to have been built soon after the Norman conquest. The impressive road to Peter's 12 Foot, with the second tallest spire in the county. Traditional Tudor buildings aplenty, look out for the heritage trail signs dotted around the village. Head to the historically named and newly opened Weobley Bridle Cafe, 17th Century New Unicorn pub, The Old Stables Inn or Green Black Cafe to favourite of just and view during *Hamnet* filming for refreshments before setting off.

**Disney**  
A fantastic examples of half timbered buildings, the oldest of which is thought to be Church House, a cottage dating back to the 14th Century. St Mary the Virgin Church, a Grade II listed building which dates back to the 13th century and still features some surviving elements of Norman design.

**Penbridge**  
Historic examples of black & white houses. Stand on the bridge to see the Old School House complete with whapping querns and the Manor House. Pop into!



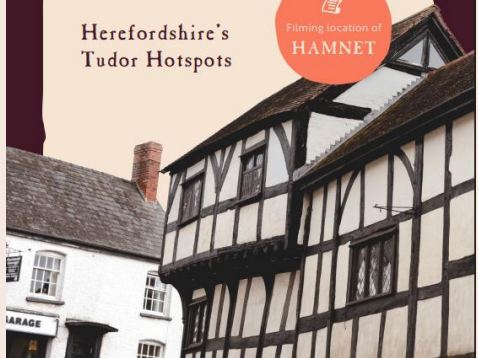
# Hamnet

Users: 10,815  
Sessions: 14,639  
Views: 16,844



## A POCKET GUIDE

Herefordshire's Tudor Hotspots



# VOTE YES

WITH HEREFORDSHIRE

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Herefordshire County BID

### 1 The Old Court Hotel, SYMONDS YAT

Just a five-minute stroll from the banks of the River Wye sits this beautiful Grade II listed Manor House, now a delightful family-run Hotel. Serving the finest in local fayre and ales, it offers both historic charm and proximity to nature. If you're an active sort, walking, canoeing, fishing, or wild swimming are but a stone's throw from the front door. Choose from hotel rooms or self-catering accommodation for larger groups.



### 2 Fair Oak Cider, BACTON

In Tudor Herefordshire, cider flowed from orchard to table, forming an important part of rural life. At Fair Oak, artisan ciders are still made in a seventeenth-century stone mill powered by a horse, preserving traditional cider-making techniques. Contact them directly to arrange tastings, purchases and to see the horse-drawn mill in action. This place really is an evocative glimpse into the rural world Shakespeare would have known.



### 3 The Market House, ROSS-ON-WYE

This remarkably preserved 17th Century Market House is one of Ross-on-Wye's most iconic historic landmarks. While the current sandstone structure dates back to the 1650s, its roots reach all the way back to the 12th Century when the town was first granted the right to hold a market. Today, that tradition is as vibrant as ever with markets still taking place every Thursday and Saturday. Upstairs you'll find the Mads in Ross gallery, a real treasure trove of local arts and crafts.



## Share your Tudor landscape shots!

Captured any stand-out snaps of your Hamnet-inspired journey? We'd love to see them, so please give us a tag.

@visit\_herefordshire | @visitherefordshire

#InspiringHamnet



# Visit Herefordshire Film Office



The Sex Education House in the Wye Valley



Eastnor Castle stars in Succession

## 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

## 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*

### Secure Permissions

Speak to the Film team at Herefordshire Council to ensure all your paperwork and permissions are correct. Contact: [Filming@herefordshire.gov.uk](mailto:Filming@herefordshire.gov.uk)

Where filming is planned to take place on the highway or on council land and is intended for public broadcast, you will require permission from Herefordshire Council before proceeding. You can do this by using the Filming in Herefordshire online form, [Click here for more information](#).

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

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.



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

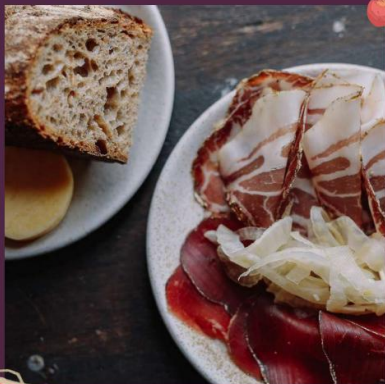
The screenshot shows the 'Locations' page on the Filming in England website. It features a search bar, filters for location categories, names, geographical areas, and proximity. A grid of 105 location thumbnails is displayed, each with a unique ID and a small icon indicating its status (e.g., 'New', 'Verified').



# HEREFORDSHIRE FOOD SAFARI

## A HEREFORDSHIRE FOOD SAFARI

Take your tastebuds off the beaten track



VISIT **HEREFORDSHIRE**

Foodie Highlights  
at a glance



### Your Extended 'Field Guide'

Your curated list of fabulous foodie finds to go to...

#### FARM SHOPS, DELICIOUS CATES

- The Meest at Little Verdon Farm, Ledbury**  
Best cheese for: House-baked & fresh eggs
- Senary & Pys, Hereford**  
Best cheese for: Super breads (try making bread with it!)

#### FISH & BEANSHOTS

- Hops and Anchor, Ross-on-Wye**  
Best cheese for: Spouting cheese (local tradition)
- No Old Farm in the Spotted Fox, Ross-on-Wye**  
Best cheese for: Spouting cheese (local tradition)
- Cottage of Content, the Wye Valley**  
Best cheese for: Spouting cheese (local tradition)
- The Beafy Boys, Hereford**  
Best cheese for: Spouting cheese (local tradition)
- ART Restaurants - Leaven Piza, The Bookshop, Burger Shop, Hereford**  
Best cheese for: Locally sourced, seasonal ingredients, or plant based

#### EXPERIENCES

- The Exclusion Winery, Ledbury**  
Best cheese for: 100% Italian cheese (used in 1982 glass bottle of honey beer made in Italy)



#### CIDES, WINES & BEYOND

- Western Cider Mill, Much Wenlock, Ledbury**  
Best cheese for: Traditional English cheddar (over 100 years old)
- Cotswolds Vineyard, Ledbury**  
Best cheese for: Spouting cheese (local tradition) and the Western White Wine
- Hay Wines, Ledbury**  
Best cheese for: Spouting cheese (local tradition)
- Sweet Basilie Shop, Ledbury**  
Best cheese for: Hot being bread, pizza

## 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 (not to mention the plethora of gastro pubs and restaurants with local craft cider on tap), our new food safaris celebrate the hyper-local producers quietly redefining Herefordshire's foodie landscape.

Follow one of our curated routes or build your perfect itinerary by picking 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 Newton Court
- 5 Wicton Farm

### South Herefordshire

- 1 The New Inn, Ross-on-Wye
- 2 Wythall Estate Vineyard Tours & Tastings
- 3 Ross-on-Wye Cider & Perry Company
- 4 The Kilpeck Inn
- 5 The Ciderologist

### Golden Valley

- 1 The Bull's Head
- 2 Under the Nut Tree
- 3 Black Mountains Botanicals and Roastery
- 4 Chapters Restaurant
- 5 Oakchurch Farm Shop



VISIT **HEREFORDSHIRE**

brought to you by **Herefordshire  
County BID**



### Itinerary A Golden Valley Food Safari

Discover a Host of Agricultural Actions:

With its wealth of rolling green hills, meadows of wildflowers, light-colored stone and sheep on the top of every one, an addition to the **Golden Valley** route. **Wye** can transport you to a world that has disappeared. The road and fields are the same, but the work in the rolling edge of this country and some include a Michelin Guide recommendation.

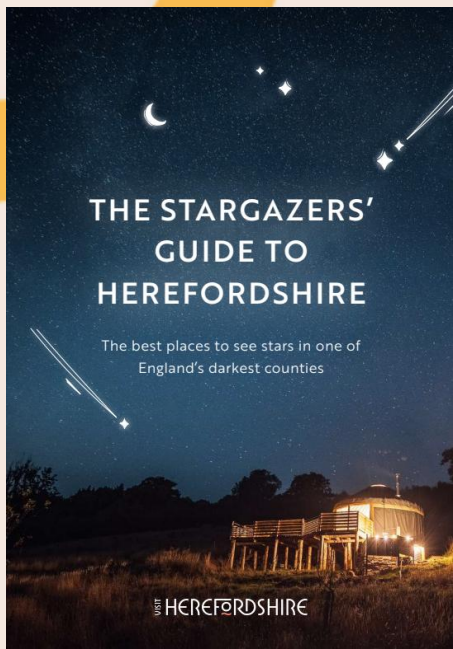


### 1. The Bull's Head

This restaurant and pub is one of the best in the county. Set against the backdrop of the rolling Cotswold Hills, they are all about regional food, with a menu that changes with the seasons. There is a bar and a kitchen behind the pub as well as a small cafe. It's a great place for a meal and a drink.



**VOTE YES**  
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# THE STARGAZERS' GUIDE TO HEREFORDSHIRE

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

VISIT HEREFORDSHIRE

## Immerse yourself in celestial skies in one of England's darkest counties!

Herefordshire's big skies and low levels of light pollution mean the stars are within easy reach across huge swathes of the county. This guide reveals some particularly special places for dazzling views and if you're lucky, the chance to glimpse some nocturnal wildlife from bats to hedgehogs.

Make an evening of it by calling at one of our favourite nearby country pubs for supper and a pint. Perhaps sticking to the theme by savouring a glass of locally-brewed Nightjar!

Or spend a few days soaking up the spectacle of our night skies by booking a 'Starry Stay'. Pick from a contemporary cabin, geodesic dome, restored circus wagon, even a cider shack, including many places where you can quite literally star bathe.

On a clear night, you'll see constellations, planets, even shooting stars. And for a real show, time your trip to catch a dramatic meteor shower including the Lyrid in mid-April, the Perseids in mid-July and August, Orion in October and Leonid in November.

From - Kays at Blackhill Farm, Back - Cynefin Retreats

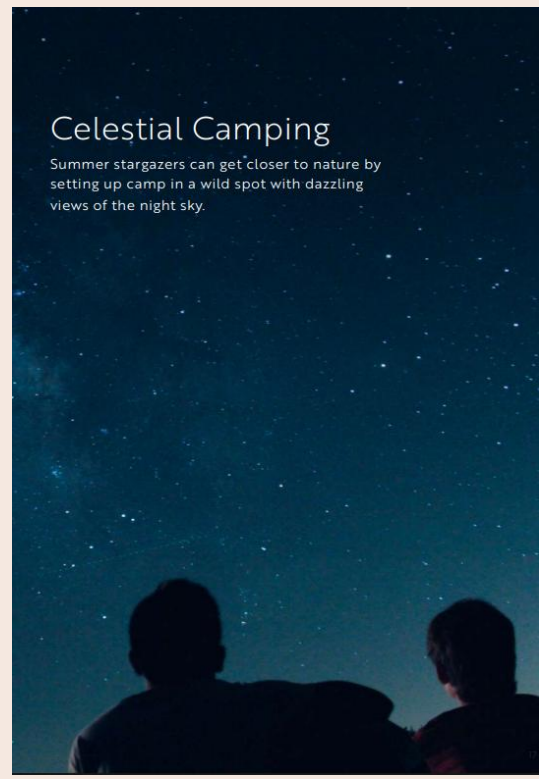


### Stargazing tips

Happily you can stargaze at any time of year, simply look up to the heavens on a dry, clear night, ideally one with minimal moonlight, and see what you can spy.

To see in the dark without ruining your night adapted vision, use a red light torch.

If you need a hand identifying the various stars, constellations, planets and more, then download one of the many free astronomy apps onto your mobile phone.



## Celestial Camping

Summer stargazers can get closer to nature by setting up camp in a wild spot with dazzling views of the night sky.

# VISIT HEREFORDSHIRE

brought to you by Herefordshire County BID



### Doward Park Campsite

Tucked away amongst the trees in the Wye Valley National Landscape, there's a smorgasbord of walks and cycle routes available, direct from the door of your tent! Ten minutes away you'll find King Arthur's Cave or take a longer loop to Seven Sisters Rock for panoramic views. Relax on the river with a paddle downstream or make for one of the chilled out riverside pubs. Back at base, a locally roasted coffee for the grown-ups whilst the kids take a turn around the adventure playground. As the stars start to sparkle, wander to one of the nearby viewpoints for unrestricted views of the dramatic night sky.



### Birchwood Camping

Relax into nature with a stay at Birchwood Camping's secluded site. But first, there's the decision of where to pitch your tent - the quarry, with its woodland and small stream, or the meadow, where pitches are mown into the long grass. Keep yourself entertained with trips to cider farms, bike rides around the Black and White villages and a mooch around the lovely town of Leominster. Rustle up dinner on the pizza oven and watch the flickering flames of the campfire, before setting your sights on the magnificent night skies.

### Woodside Lodges

At Woodside Lodges Country Park, you can choose to set up camp in the cider mill field, the orchard field or next to the largest lake. There's a wide range of activities, from wild swimming and paddleboarding to fishing and pond dipping. It's also a wildlife haven, keep your eyes peeled for herons, kingfishers, butterflies and damselflies. Time it right and you'll see new-born lambs bouncing around the fields too. Whilst you are here, visit the independent town of Ledbury, take a tour of glorious Eastnor Castle and enjoy plenty of hikes in the hills. In the evening, there's an abundance of stary constellations to spot.



## Share your stargazing pics!

If you've captured stunning shots of celestial skies in the county then we would love to see them, simply tag us.

@visit\_herefordshire

@visitherefordshire



# New Product Launches for 2026

# Showcase New Wine Experiences in Herefordshire

## Wine Tourism

Food & drink is a major driver for travel and Herefordshire is home to some of our best vineyards

**Wine Tourism Training in Partnership with WineGB**

- Tailored training for vineyards and wineries looking to reach global audiences

**Promotion of Herefordshire vineyards on our channels**

- Thematic content

**Showcased at our industry events**

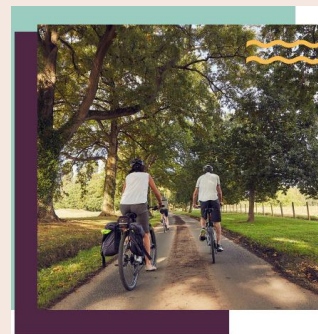
- Travel trade, media e.g. with VisitBritain Nordic team co-hosting a celebration of English wine at British Embassy Oslo



VisitEngland Certified Training



- Position Herefordshire as a developing English wine destination, building on a fast-growing wine offer.
- Respond to a strong demand for experiential food and drink tourism, including vineyard walks, tastings and tours.
- Drive longer stays and higher visitor spend by linking vineyards with accommodation, dining and other producers.
- Build on the proven success of themed trails to help visitors explore more of the County with confidence.
- Support sustainable, low-impact tourism growth through slower, place-based travel across rural Herefordshire.



## Itinerary: Wine Weekend Tour by Bike

Grab your wheels and go, electric or pedal bikes welcome

Cycle around Herefordshire's wine-growing terraces, sample the finest vintage gorgeous accommodation. On your final day, tour a manor house steeped in history or sample our apple heritage with a trip to Westons Cider Mill.

### Ledbury to Frome Valley Vineyard

On Friday arrive in Ledbury by train and bike into the town for lunch at The Feathers or Market House Cafe. Take a mooch around the independent shops and pick up provisions for dinner from Blay Wine and the deli at Ceci Paolo before jumping back on your bikes.

It's around 10 miles to Frome Valley Vineyard, passing through farming country, including cider orchards and hop yards. Time your arrival for the 2.30pm afternoon tour (advance booking required, 1-2 hours, £25 per person, April - September). The tour starts in the winery with a short introduction, before stepping outside into the Model Vineyard which demonstrates a selection of trellising methods and grape varieties which show you some of the ways vines are grown around the world. You'll soon be able to tell your "single guy" from your "Geneva double curtain".

It's then onto the main vineyard to discuss some of the highs and lows of growing grapes successfully in our climate; how the team keeps the vines healthy; their latest efforts to keep the frost off tender young shoots, and how late they can hang on for the sugar levels to rise for harvest.

Then it's back to the winery to taste what is currently available in the shop in a tutored tasting, followed by an opportunity to buy your favourites to enjoy later.

Afterwards, it's time to find your home for the weekend. For the full winery experience, stay amongst the vines in the eco-cabin at Coddington Vineyard (18 miles away). Alternatively pick the romantic Clocktower at Barton Court (10.5 miles) or the charming Hayloft at Barryscott (11.5 miles).



Frome Valley Vineyard





# Autumn Inn to Inn Campaign

- Herefordshire Inn to Inn campaign to link to VisitEngland's promotion to celebrate pubs as the heart of England's places
- Celebrate Herefordshire's pubs as gateways to the countryside, from riverside inns to Market Town coaching houses
- Build on established products such as Roasts & Rambles and the Herefordshire Trail to drive confident exploration of the County
- Encourage slower, year-round visits, supporting pubs, villages and Market Towns beyond peak season. This campaign is being launched in Autumn to coincide with harvest and Cider Week
- Strengthen local spend and overnight stays by connecting pubs with routes, accommodation and local produce

Home > Places To Eat & Drink > Pubs, Inns & Bars

## Pubs, Inns & Bars in Herefordshire

Herefordshire is packed with pubs, inns and bars. Sip a stylish cocktail in a sumptuous bar, sample a pint at a cider farm, cosy up in a country inn or imbibe a beer fresh from the brewery barrel.



**The Lion Leintwardine**  
High Street, Leintwardine  
Bar and restaurant with rooms. Set in the stunning village of Leintwardine, North Herefordshire.

**The Talbot**  
14 NEW STREET, Ledbury  
The Talbot is one of Ledbury's most historic and characterful hostellies, dating back from the 16th century.

**Docklow Pools Holidays**  
Docklow, Leominster  
Docklow Pools. Holiday cottages, Lodges, Farm houses, Disabled lodges. Week holidays. Short breaks.

Business name:

All locations:

**Eat & Drink**

- Caffe or Coffee Shops
- Gastro Pubs
- Pubs, Inns & Bars
- Restaurants
- Takeaways

Show only

Welcomes

- Adults only
- Children welcome

VOTE  
YES

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County BID



# Launch of the Herefordshire Producer Campaign

VISIT **HEREFORDSHIRE**

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County BID

- To place Herefordshire's producers at the heart of the destination brand, showcasing food, drink and craft as a core part of the visitor experience, not an add-on
- To strengthen the connection between sellers and producers, encouraging collaboration between farms, producers, pubs, cafés and retailers
- To support longer stays and increased visitor spend, by giving visitors clear, compelling reasons to explore local produce, experiences and working landscapes across the county
- To champion authentic, place-based experiences, from farm tours and orchard walks to workshops and producer-led trails rooted in Herefordshire's working countryside
- To provide targeted marketing support for local producers, raising their visibility through Visit Herefordshire content, PR, digital platforms and themed campaigns



# Dog Friendly Campaign Launch

VISIT **HEREFORDSHIRE**

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County BID



Why are we launching a Dog-Friendly sticker campaign

- To make dog-friendly places easy to identify, giving visitors confidence when choosing where to eat, shop, stay and explore across the county.
- To support a growing visitor market, as dog owners increasingly choose destinations that genuinely welcome pets as part of the experience.
- To encourage longer stays and greater local spend, by removing barriers for visitors travelling with dogs and helping them discover multiple welcoming businesses.
- To champion inclusive, practical hospitality, allowing businesses to clearly communicate their offer without repeated visitor enquiries or confusion.
- To align with Herefordshire's outdoor-led brand, strengthening links between walks, Market Towns, pubs, cafés and attractions in a dog-friendly destination.

# outdooractive

VISIT **HEREFORDSHIRE**

brought to you by **Herefordshire County BID**

Visit Herefordshire App

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[See & Do](#)
[Eat & Drink](#)
[Stay](#)
[Trip Ideas](#)
[What's On](#)
[Information](#)

Home > Walk, Cycle & Canoe

## Walk, Cycle & Canoe

With two Areas of Outstanding Natural Beauty, Herefordshire has beautiful landscapes by the bucketload. The Wye Valley and the Malvern Hills are the best known but there's miles of countryside to explore on foot and on bike, from rolling hills to high ridges. And, of course, we're also home to Britain's favourite river, the Wye.


### Walking



Our network of 2100 miles of footpaths is a hiker's dream. Find your favourite, choosing from a host of circular routes and nine long-distance walks headlined by the 154-mile Herefordshire Trail and the Twin Valley Ley Line Trail. Fantastic walks can also be accessed directly from our city and market towns.

[Read More >](#)


### Canoeing & Paddleboarding



Our stretch of the River Wye runs from Hay-on-Wye, through Hereford, Ross-on-Wye, and Symonds Yat before returning to Wales. Take an easy paddle downstream or opt for a whitewater experience on the rapids. Alternatively book a guided wildlife safari or test your skills on a mega paddleboard.

[Read More >](#)

### Cycling



Herefordshire's a treat to explore on two wheels, whether you want a challenging day on the road or a gentle amble. Travel our quiet, scenic backroads and stop at village cafes, or pedal your way up steep inclines (with speedy descents guaranteed!). For 50-mile long circular routes, check out the Cider Circuits.

[Read More >](#)

VOTE YES

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---


[See & Do](#)
[Eat & Drink](#)
[Stay](#)
[Trip Ideas](#)
[What's On](#)
[Information](#)

Home > Beautiful Herefordshire Walks > Walks in Herefordshire > Ramble by the Wye


## Ramble by the Wye



Hoarheyth



4.8 miles




Ending Pub is Dog Friendly

**Info**

Admire the River Wye as you step along the riverbank, taking in the countryside's peace and quiet and stumbling on beautiful churches along the way.

**Don't Miss**

Much of the walk you will be alongside the fifth longest river in the UK, the River Wye, which rises in the mountains of mid-Wales and flows south for some 150 miles, passing through [Hay-on-Wye](#), [Hereford](#) and then [Ross-on-Wye](#). This tranquil circular route takes in the delightful Selkirk Suspension Footbridge which was built in 1895 to link the parish churches of Kings Cleeve and Selkirk. Have your flasks at the ready - the meaty pebble beach makes a great coffee stop as you watch the swans glide by. To the left of the bridge sits [St Tydlwyn's Church](#), an idyllic 12th century Grade I listed church.



[Back to ramble](#)


[Home](#)
[Map](#)
[GPS](#)
[4.8 MI](#)
[1:10](#)
[Fitness](#)

[Home](#)
[Map](#)
[GPS](#)
[4.8 MI](#)
[1:10](#)
[Fitness](#)

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HEREFORDSHIRE
Responsible for this content

### Ramble by the Wye



**The route** Details Sharebook How to get there Current information

Admire the River Wye as you step along the riverbank, taking in the countryside's peace and quiet and stumbling on beautiful churches along the way.


**Route** This is an amazing circuit of rambling or cycling in the Wye Valley. It starts in the town of Hoarheyth, heading on the long low road past the power station and up the bank towards the pub and right following the path all the way into the town of Kings Cleeve. Once you reach a road bridge, the path crosses the bank and heading through to the town of Ross-on-Wye. You'll make a half of the way and capture a first glimpse of the River Wye.

Once the town of Selkirk, Suspension Footbridge is reached, the bridge also appears a long time since it is built. It is a long time since it was built through the pebbles, walking over a stone bridge and then returning to the village. There is a pub for a delicious lunch at Cottage of Gwent, the landscape in the Wye Valley.

**Author's recommendation**

**Don't Miss**

Much of the walk you will be alongside the fifth longest river in the UK, the River Wye, which rises in the mountains of mid-Wales and flows south for some 150 miles, passing through Hay-on-Wye, Hereford and then Ross-on-Wye. This tranquil circular route takes in the delightful Selkirk Suspension Footbridge which was built in 1895 to link the parish churches of Kings Cleeve and Selkirk. Have your flasks at the ready - the meaty pebble beach makes a great coffee stop as you watch the swans glide by. To the left of the bridge sits St Tydlwyn's Church, an idyllic 12th century Grade I listed church.



**Difficulty** 1:10

**Distance** 4.8 MI

**Ascent** 208 ft

**Descent** 348 ft

**Angular point** 208 ft

**Lowest point** 112 ft

**Route type** Hike, Cycle, Drive, Dog friendly

**Statistics** 0

**Updated on** November 20, 2025

**Created on** October 18, 2025

**Views** 5,832

**Page views** 456

**Actions** 313

**Photos and screenshots** 14

**Route** 80



## Easy Peaks

Sweeping vistas without barriers

Fancy a walk that delivers breathtaking views without a breathless climb? Our curated Easy Peaks routes make the thrill of reaching the top truly accessible.

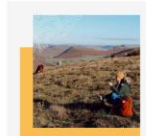
Whether you're exploring in a wheelchair or tramper, adventuring with a pushchair or baby-carrier, recovering from illness, have mobility issues, or are new to hiking, there's a summit for everyone!

- To broaden access to Herefordshire's landscapes, showcasing short, achievable hill walks with big views that feel inclusive and attainable for more people.
- To respond to growing demand for walking and outdoor experiences, building on the post-lockdown resurgence in hiking and nature-based escapes.
- To position Herefordshire as a leader in accessible walking, welcoming families, older visitors, wheelchair users and those seeking gentle challenges.
- To unlock new tourism value, encouraging both day trips and multi-day stays that benefit accommodation, pubs, cafés and attractions.
- To strengthen Visit Herefordshire's role as a facilitator, using digital routes, maps and content to help visitors explore with confidence while supporting levy-paying businesses.

### The Routes at a Glance

Browse the trails below and plan with ease thanks to our brand new GPS navigation app.

Download Visit Herefordshire App →



#### West Herefordshire 1. Hergest Ridge

**The Peak** Traversing the English-Welsh border along the Clwyd Open Park, this Easy Peak shows you don't need a steep ascent for spectacular 360-degree views. Reach the top to look east over the Black Mountains and the Malvern Hills, with uninterrupted countryside in every direction. Climb a little, gain a lot.

**Recommended for:** Trampers  
**Route Length:** 4.8 Miles



#### Golden Valley 2. Garway Hill

**The Peak** Just 10 minutes from Hereford, this rugged Easy Peak leads a wind away. Follow wide, grassy paths on a gentle ascent, sharing the unspoiled landscape with wild ponies. At the summit, spectacular views stretch as far as the Bristol Channel. It's an idyllic spot for a picnic too, so be sure to pack provisions.

**Recommended for:** Baby-carriers / Families  
**Route Length:** 1.8 Miles



#### East Herefordshire 3. Black Hill

**The Peak** With the Black Hill carkap as your starting point, this wide open country is the action. Follow the steady gentle gradient, surfaced path with spectacular panoramic views west towards the city. A bit of benches along the way to really appreciate the vista. An officially designated 'Senior Access' trail route.

**Recommended for:** Wheelchairs / Seniors / Hiking Beginners  
**Route Length:** 2.2 Miles

View Route →



### Find your perfect route

Whether you need wide, gentle paths for a tramper or a smooth surface for a pushchair, our new app gives you the full picture to achieve. Download high-quality offline maps, check accessibility details, and explore the County with ease.

Get the app →



### Easy Strolls & Sights

Plan to stay on the trail! These easy, navigable routes taking in some of the County's best loved landscapes, all in a leisurely pace complete with suggested projects!



#### South Herefordshire Wye Valley Willow Walk

A circular 4-mile route along the banks of the River Wye. Follow the historic, disused railway for a most fun observation route.

**Recommended for:** Trampers / Seniors  
**Sights:** The Blue Wye / River on Wye  
**Project:** Transform Farm Homebody Shop  
**View Route:** →



#### South Herefordshire Cradley & Manton

On this gentle, barrier-free walk, interpret at historic buildings, medieval cottages, and ancient churches. An official designated 'Senior Access' trail route.

**Recommended for:** Walking Disability / Wheelchair Users  
**Sights:** St James the Great Church (St John the Baptist Church)  
**Project:** The Village Store (Cradley)



#### East Herefordshire Eastnor Deer Park

Wander through 300 acres of spectacular wildlife in pursuit of 110 designated areas of Outstanding Natural Beauty. Enjoy a truly peaceful, accessible trail along beautiful paths and make sure you keep your eyes peeled for the resident herd of red deer.

**Recommended for:** Walking Disability / Trampers  
**Sights:** Eastnor Castle  
**Project:** The Woodland Cafe

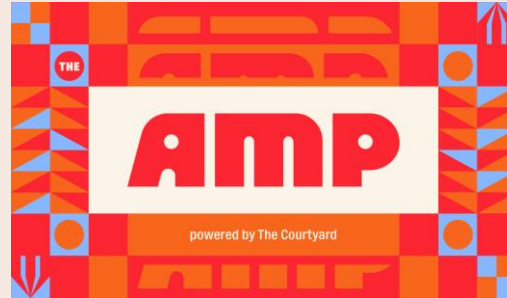
### The Accessible Directory

Browse our open access guide to the best shops, restaurants, facilities that promote accessibility. Find a place that you can enjoy the County with confidence!



# Showcasing the County at Key Events

- AMP Courtyard
- Hay Festival
- Lakefest
- RHS Malvern
- Royal Three Counties Show



# Herefordshire History Festival and Hereford Military History Festival



- To elevate Herefordshire's distinctive history as a core tourism asset, using nationally significant events to showcase the County's rich military, cultural and social heritage and strengthen its destination brand.
- To drive high-value, County-wide visitor impact, encouraging longer stays, off-season travel and spend across accommodation, hospitality, attractions and Market Towns, not just single venues or locations.



VISIT HEREFORDSHIRE

brought to you by  Herefordshire County BID



# Rural Romance – Wedding Sector Campaign

- To position Herefordshire as a leading rural wedding destination, showcasing the County as beautiful, distinctive and fully equipped to deliver exceptional weddings of all styles and sizes.
- To make it easier for couples to plan and book with confidence, by bringing venues, accommodation and wedding suppliers together in one inspiring, easy-to-navigate place.
- To attract high-value tourism and new audiences, recognising that weddings generate significant economic impact through multi-day stays, guest spend and repeat visits.
- To spotlight and support local Herefordshire businesses, giving them direct visibility to couples actively looking to book wedding services.
- To strengthen the County's destination brand, celebrating rural settings, creativity, local expertise and collaboration across the wedding supply chain.



# Updated Market Town Pages

brought to you by **Herefordshire County BID**



Historic border town alive with character

## Kington

- ◆ Thriving independents and vibrant local markets
- ◆ A centre for walking, surrounded by spectacular trails
- ◆ Home to the renowned Kington Food Festival

### A Market Town with a Majestic Backdrop

Step into this historic border town to discover a true winter's wonderland through Kington welcoming streets to explore independent cafes, unique boutiques, and thriving weekly markets. Surrounded by stunning open countryside, the town is an ideal basecamp for tackling spectacular routes like the Worcester Trail, or taking up Hergest Ridge for spectacular 360-degree views including the Black Mountains.

You'll find a host of attractive past moments from the town centre, like the internationally renowned Hergest Coat of Arms, Small Breeds Farm Park, and Kington Golf Club (the highest 18-hole course in England). With a lively, year-round calendar of events ranging from a Vintage Festival to a tractor run, there truly is something for all ages in Kington.



### Top Highlights

[View more](#)



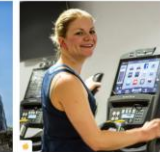
**Hergest Ridge**

Stunning 'Loop Trail' accessible from the market town



**Small Breeds Farm Park**

Historic cow friendly animals, beds and a superb



**Lady Hawkins Community Leisure Centre**



**The Burton Hotel & Cloud 9**

Award-winning hotel, bar & restaurant. Stunning views

### Shopping

Kington shopping highlights

[Explore Shops](#)



#### The Walking Hub

Independent outdoor shop & B&B specialising in border shoes, just steps from OMA's Dyke Path.



#### Number 25 Delicatessen

Number 25 Delicatessen, Kington is an independent family run business which supports local producers.



#### J & P Turner Millers & Agricultural Merchants

Family run garden centre and agricultural merchant in the heart of Kington.

### Trip Ideas & Itineraries

Long weekend trip ideas in Kington

[See more Itineraries](#)



#### 3 Day Walking Holiday in Kington



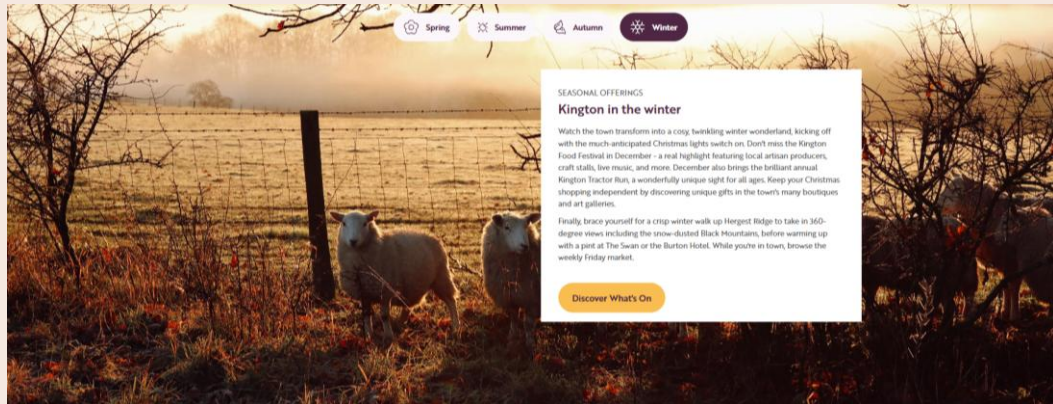
#### Winter Delights: Artisans & adventure-lovers in Kington



#### Clare Balding's Ramblings in Kington

**VOTE YES**

HEREFORDSHIRE  
County BID



Spring Summer Autumn Winter

### SEASONAL OFFERINGS Kington in the winter

Watch the town transform into a cosy, twinkling winter wonderland, kicking off with the much-anticipated Christmas lights switch on. Don't miss the Kington Food Festival in December - a real highlight featuring local artisan producers, craft stalls, live music, and more. December also brings the brilliant annual Kington Tractor Run, a wonderfully unique sight for all ages. Keep your Christmas shopping independent by discovering unique gifts in the town's many boutiques and art galleries.

Finally, brace yourself for a crisp winter walk up Hergest Ridge to take in 360-degree views including the snow-dusted Black Mountains, before warming up with a pint at the Swan or the Burton Hotel. While you're in town, browse the weekly Friday market.

[Discover What's On](#)

# Launch of New Village Pages

brought to you by **Herefordshire County BID**



**Stroll Through a Living Picture Postcard.**

## Weobley

- Explore historic timber-framed village streets
- Browse charming shops and enjoy local cafes.
- Shooting location for Oscar-shortlisted film, Hamnet.

Step into the captivating world of Weobley, a picturesque village in the heart of Herefordshire. Renowned for its stunning collection of timber-framed buildings, often called "black and white" houses, Weobley offers a truly unique visual experience. It's an ideal destination for those seeking beauty, tranquility, and a glimpse into a rich past. Beyond its striking architecture, Weobley provides a delightful escape. Enjoy a leisurely pace as you explore independent shops, traditional pubs, and charming tea rooms that invite you to relax. The village serves as a wonderful base for exploring the wider Herefordshire countryside, with scenic walking routes and nearby attractions easily accessible.

Most recently, it served as the backdrop for the critically acclaimed film Hamnet (2020), officially bringing Hollywood to Herefordshire! To discover more County's best Shakespearean era offerings, see our guide, [Through Tudor Landscapes: A Herefordshire Journey Inspired by Hamnet](#).



## Top Highlights

[View more](#)



**Green Bean Cafe**

The Green Bean Cafe offers great tea & coffee with



**Mellington House - Village centre B&B and self catering**



**Green Lane Carriage**

Self catering accommodation in a Victorian railway



**Herefordshire Raceway**

An awesome 600 metre outdoor karting circuit for

## Food & Drink

[View more](#)



**The Temple Bar Inn**

A family run pub with 4 ensuite B&B rooms. Serving excellent food from local suppliers, ales and large gin selection.



**Kentchurch Estate**

Countryside Estate with Historic House, Gardens, Boutique Holiday Homes and a Riverside Pub selection.



**The Bridge Inn**

We Love food, real ale, cider and cocktails. Hospitality is our only passion!



**Rowlestone Farmhouse Ice cream**

Dairy farm in the foothills of the Black mountains making ice cream, running a campsite and entertaining the public.



## What's On

[View more](#)



**White Heron Estate Guided Blossom Tours**

10 April 11 May  
Uptonvill, Kingdom

Guided e-Bike or Walking tours & Tastings through blossoming orchards, vineyards and woodland - beautiful.

[Read more](#) →



**Spring Plant Fair**

27 April  
Hereford

In aid of the Carl Shed Charity. 40+ exhibitors of quality plants and gardenalia and delicious homemade refreshments.

[Read more](#) →



**Hamnet & Other Drama Tour**

9 May  
Weobley Wigmore & Croft Ambrey

A unique chance to delve into Herefordshire's hidden history, from Hamnet, to Wigmore and Croft Ambrey.

[Read more](#) →



**Teddy Bear's picnic**

27 May  
Shobdon Airfield

Annual Shobdon Airfield Teddy Bear's Picnic, half term fun and games for bears and humans

[Read more](#) →



## Village Pages

Users: 15,055

Sessions: 17,997

Views: 20,371

## AI That Works - Perfect Matchmaking For Your Business

A problem worth solving!

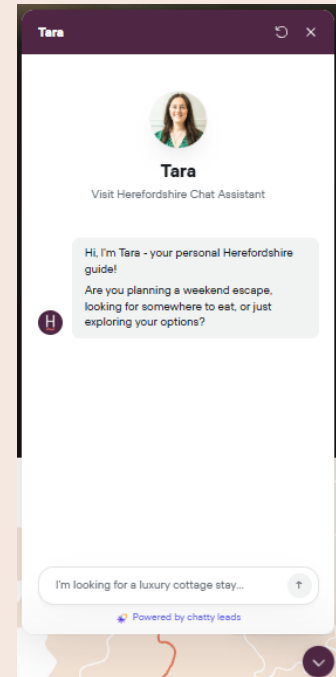
- The Visit Herefordshire website is home to over 3,000 pages, which includes thousands of links to the businesses who showcase themselves on the website. We want to make sure every visitor finds EXACTLY what they came for.. and **every business gets found** by the right customers?

What if every visitor enquiry became a direct connection to the perfect business?

- By creating better visibility for all businesses, from restaurants to accommodation and experiences to events. No waiting, No scrolling, The right business, in front of the right visitor, at exactly the right moment.

Visit Herefordshire has deployed a conversational AI assistant that understands what visitors want and connects them with the right businesses.

The assistant matches visitors to the most relevant businesses, can link directly to their business profiles, and share contact details on request.. all in a split seconds.



5:00

⏸


🔄

🗑

🗺

📺

Tara



**Tara**

Visit Herefordshire Chat Assistant

Hi, I'm Tara - your personal Herefordshire guide!

Are you planning a weekend escape, looking for somewhere to eat, or just exploring your options?

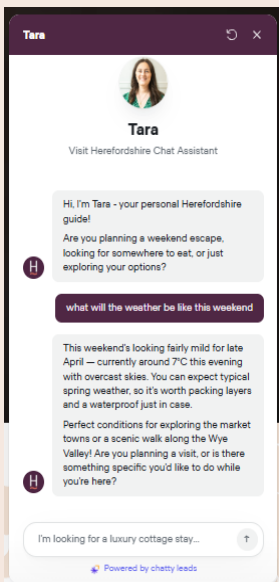
Powered by chatty leads



The AI assistant **is now live** and the early feedback has been really compelling.

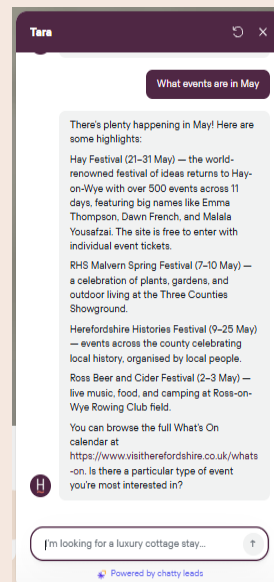
Users are already being overwhelmingly positive about the experience. Visitors are finding exactly what they need, including highly specific requirements such as carer places

Since launch we have already integrated a weather element giving users up to date weather information.



## What Do You Need To Do

- List your business and events to be included in the search function.
- If you are already listed, make sure your listings are up to date and you are included in the correct categories and all your amenities are listed correctly.
- While updating listing also make sure your pictures are updated.



# Alex Hempton-Smith

Head of Business Development

eighteen73

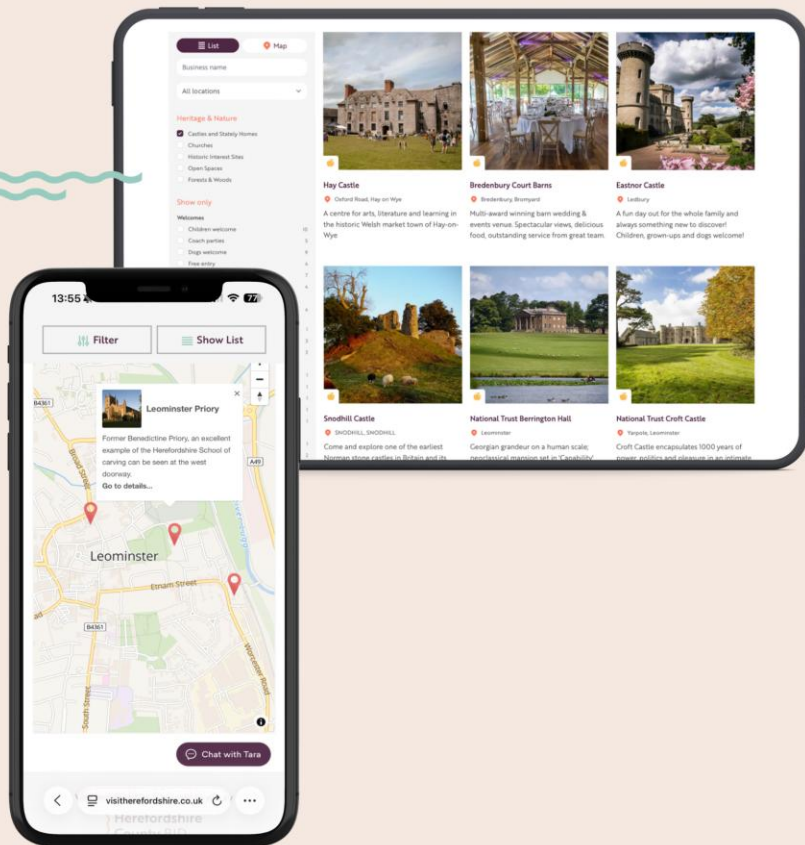




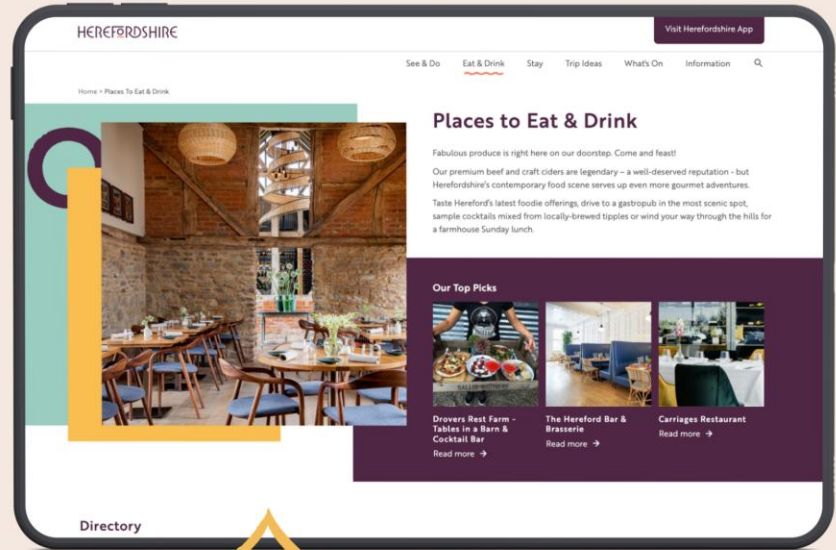
## Website updates

- Launched website 5 years ago
- Over **2 million** users since launch
- The directory went live in Aug 2022, **1300 providers** represented
- **250k Clicks** to provider websites
- **900k Views** of provider listings

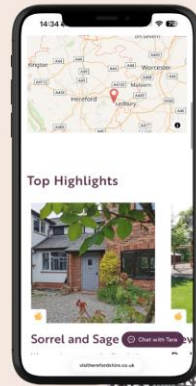
# Exploring what the county has to offer



# Exploring what the county has to offer



# Helping visitors make the most of their stay



## Take a mooch around Leebury

Take a mooch around Leebury, a beautiful village in the Cotswolds, and discover the many hidden gems and historic buildings that make it a truly special place to visit. From the 16th-century Manor House to the 18th-century Leebury Hall, there's something for everyone. And don't forget to try the local produce, including the famous Leebury Honey and the delicious Leebury Ham.



## Top Highlights



### Easton Castle

A 13th-century stone tower and keep, built by the de Lacy family, it is one of the best-preserved Norman castles in the Cotswolds.

### The Heritage Centre Leebury

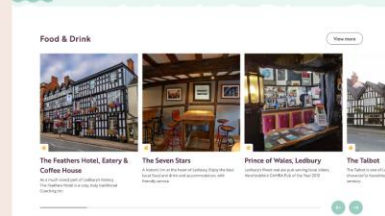
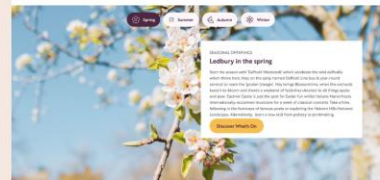
A beautiful 16th-century stone house, built by the de Lacy family, it is one of the best-preserved Norman houses in the Cotswolds.

### The Manor House

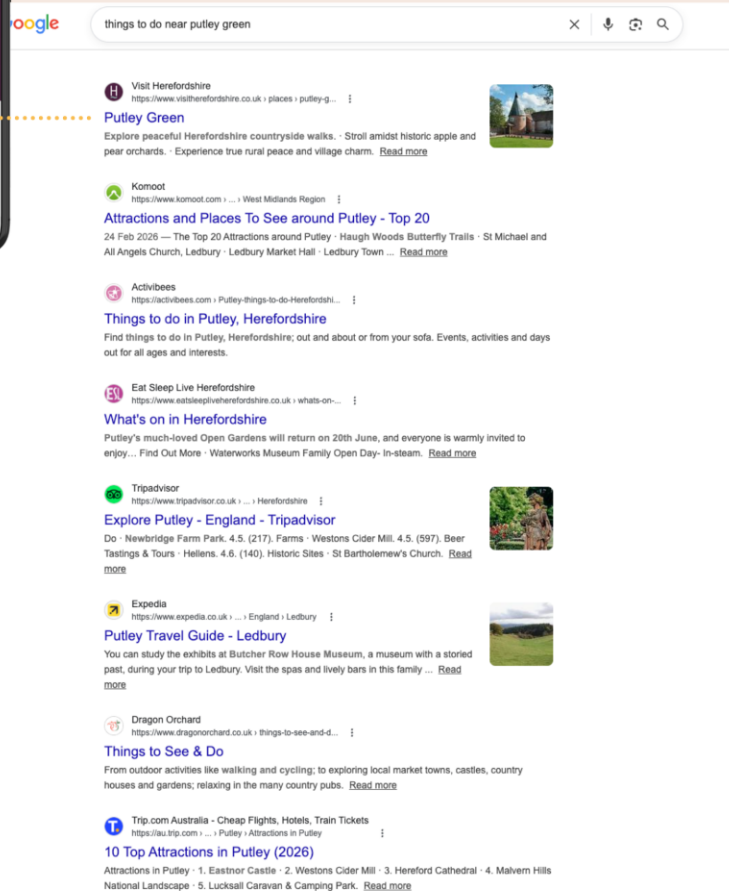
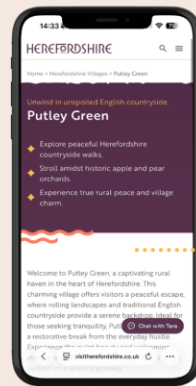
The Manor House has been in the de Lacy family since the 12th century. It is a beautiful 16th-century stone house, built by the de Lacy family.

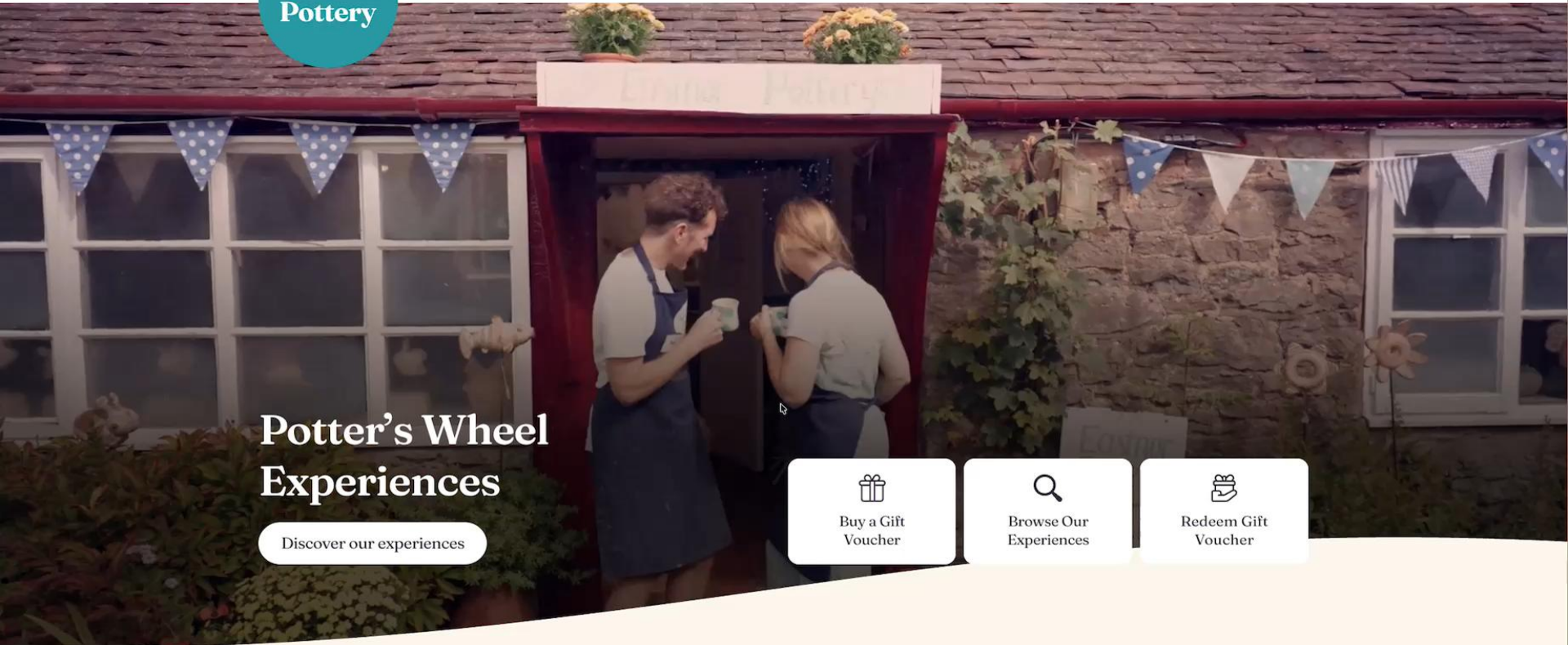
### 16th Century Leebury

A beautiful 16th-century stone house, built by the de Lacy family, it is one of the best-preserved Norman houses in the Cotswolds.



# Discovering our hidden gems






# Potter's Wheel Experiences

Discover our experiences

  
Buy a Gift Voucher

  
Browse Our Experiences

  
Redeem Gift Voucher

Welcome to Eastnor Pottery

# Creating your embedded map

Managed in your  
BID Portal

Choose what  
to display

Customise the  
experience

**Embed name \***  
A descriptive name for your internal reference.

Green Dragon Hotel

**Location Mode**  
Choose whether to center the map on one of your existing listings or provide specific coordinates.

Linked to a Listing  Custom Coordinates

**Entry**  
The map will be centered on the location of this listing.

Green Dragon Hotel

**Listing types**  
Choose which categories of businesses should be displayed on the map.

Place  
 Food  
 Stay

**Min per category**  
The minimum number of businesses from each selected category to show on the map. Choosing to display a high number of listings may have a small impact on map load times.

25 listings

**Sidebar**  
Choose whether the map sidebar should be open or closed when the map first loads.

Sidebar open by default

SAVE CHANGES

# Easy to install

Customise the size

Embed multiple maps

Share with your developer

## 1. Choose your integration method

Select the method that best fits your website's technical setup.

### Option A: Quick Insert

Copy and paste this code where you want the embed to appear.

```
<script src="https://embed.visitherefordshire.co.uk/loader.js" async></script>  
<vh-embed type="local-listings" ref="9182a49f-4225-7175-9764-1a4f36a6c858"></vh-embed>
```

### Option B: Advanced (Optimised)

Split the code for better performance or when using multiple embeds on one page.

#### 1. PAGE HEAD

```
<link rel="preconnect" href="https://embed.visitherefordshire.co.uk" />  
<script src="https://embed.visitherefordshire.co.uk/loader.js" async>
```

#### 2. PAGE BODY

```
<vh-embed type="local-listings" ref="9182a49f-4225-7175-9764-1a4f36a6c858"></vh-embed>
```

## 2. Customise the display

Regardless of the method chosen above, you can control the sizing and aspect ratio by adding styles directly to the embed tag.

### 1 Fixed Height

Use standard CSS to force a specific height. The content will scroll internally if needed.

```
<vh-embed type="local-listings" ref="9182a49f-4225-7175-9764-1a4f36a6c858" style="height: 600px;>
```



# Why Embed?



All done for you, with an interactive map



No need to maintain your own list



Stronger VH ecosystem of providers collaborating



Works with existing content for seamless integration



No disruption to customer experience or SEO



Scalable solution for all screen sizes



Built to be fast, will not slow down your website



**Launching  
May 2026**



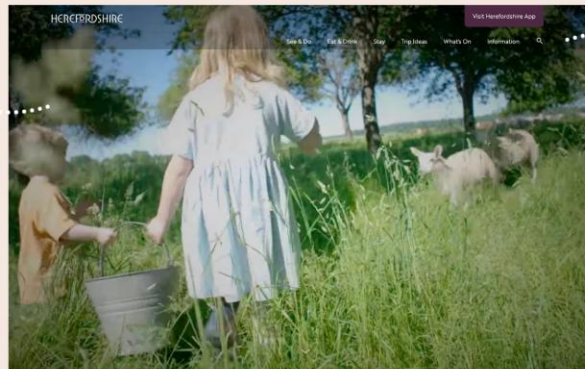
## Spring clean underway

- Default images for Events
- Local events on locality pages
- Zoom images on hover
- Directory software upgrades
- Recurring event support
- Event search indexing
- Sitemap enhancements
- Image optimisations



## Big launches coming next

- Accessibility and usability
- Improved search with AI
- Navigation and content structure



### Feel a World Away in Herefordshire

Off the beaten track, under the radar, a hidden gem... the chances are you haven't yet discovered upon Herefordshire.

Tucked against the Welsh border, hugged by the Malvern Hills and the Bannau Brycheiniog (Brecon Beacons), Herefordshire is closer than you think.

Here, the River Wye winds through lush valleys and ancient woodlands, inviting you to slow down and soak in the scenery. Our green landscapes, valued farmed towns, and fabulous locally produced food offer a refreshing escape from the everyday. Whether you're paddling along the river, wandering quiet tracks, or exploring new forests at a farm shop, Herefordshire welcomes you with open arms with a pace of life that lets you truly unwind.



#### A Film Trail Inspired by Hamnet

Check out our film trail inspired by Hamnet. It's one that will take in Herefordshire. Plus, download your FREE Tudor Holiday guide.

Discover More →



#### It's Blossom Season!

Ever wondered what 15,000 acres of orchards in bloom look and smell like? Plan a trip to the blossom capital in the east.

Get Inspired →



#### Wild Family Adventures

Hidden in the Herefordshire Hills, you'll find high-energy adventures to test your racing. Discover them all in our 8-page wild itinerary.

Plan Your Getaway →

#### Trip Ideas

Find fantastic holiday ideas, from family adventures and horse weekends to walking holidays and cycling breaks.






eighteen73

**Come and find us!**

Or email me at  
[alex@eighteen73.co.uk](mailto:alex@eighteen73.co.uk)



A decorative border of gold icons surrounds the central text. The icons include various symbols such as diamonds, squares, circles, wavy lines, and stylized letters, all set against a dark purple background.

VISIT HEREFORDSHIRE

**TOURISM  
AWARDS**

**2025**

# WITH THANKS TO

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County BID



**VOTE  
YES**

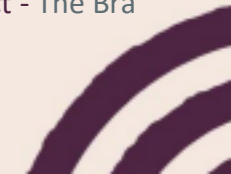
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**TOURISM AWARDS 2025**



1. Accessible & Inclusive Tourism Award - Sharpnage House at Long View Cottages
2. B&B and Guest House of the Year - The Temple Bar Inn
3. Business Events Venue of the Year - The Left Bank Village
4. Visitor Attraction of the Year - Flip Out Hereford
5. Regenerative Tourism Award - The Fold
6. Experience of the Year - Oldfield Forge
7. International Tourism Award - Uncover Britain
8. Hotel of the Year - Old Downton Lodge
9. New Tourism Business of the Year - One Acre Wood
10. Pub of the Year - The Bulls Head at Craswall

11. Camping, Glamping and Holiday Park of the Year - Kaya at Blackhill Farm
12. Self-Catering Accommodation of the Year - One Acre Wood
13. Taste of Herefordshire / Taste of England Award - Carriages Restaurant
14. Unsung Hero of the Year - Joanna Cobb – Red Lion Madley
15. Retailer Of The Year - Oakchurch Farm Shop
16. Wedding Venue of the Year - Lower House Farm – Wild by Nature
17. Judges Commendation – Distinguished Service to the Pub Community - Jonathan Kaye – Prince of Wales, Ledbury
18. Judges Commendation – Outstanding Dining Experience - Under the Nut Tree
19. Judges Commendation – Special Recognition for Social Impact - The Bra Boudoir
20. Visit Herefordshire’s Business of the Year - Oldfield Forge



# VISIT HEREFORDSHIRE'S BUSINESS OF THE YEAR

Winner

Oldfield Forge

**VOTE  
YES**

HEREFORDSHIRE  
Awards for  
Herefordshire  
County BID

**TOURISM AWARDS 2025**



**VOTE  
YES**

HEREFORDSHIRE

Herefordshire  
County BID



**VOTE YES**  
HEREFORDSHIRE  
Herefordshire County BID

IN PARTNERSHIP WITH



VisitEngland™

# Awards for Excellence 2025 - 2026

Camping, Glamping and Holiday Park of the Year  
Kaya at Blackhill Farm

Experience of the Year  
Oldfield Forge

New Tourism Business of the Year  
One Acre Wood

Taste of Herefordshire / Taste of England Award  
Carriages Restaurant

VOTE  
YES

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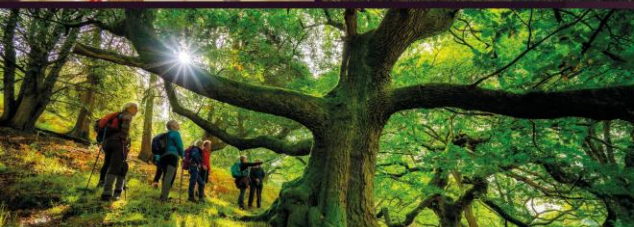


VISIT **HEREFORDSHIRE**  
**TOURISM**  
**AWARDS**  
**2026**

**VOTE  
YES**

HEREFORDSHIRE

Herefordshire  
County BID



VISIT **HEREFORDSHIRE**  
**TOURISM**  
**AWARDS**  
**2026**



- Accessible and Inclusive Tourism Award
- B&B and Guest House of the Year
- Business Events Venue of the Year
- Visitor Attraction of the Year
- Regenerative Tourism Award
- Experience of the Year
- Hotel of the Year
- New Tourism Business of the Year

- Pub of the Year
- Camping, Glamping and Holiday Park of the Year
- Self-Catering Accommodation of the Year
- Taste of Herefordshire
- Unsung Hero Award
- Wedding Venue of the Year (Herefordshire Only Category)
- Retailer of the Year (Herefordshire Only Category)
- Herefordshire Producer of the Year (Herefordshire Only Category)





## Key Dates:

- Application Stage – 23 April 2026 – 08 June 2026
- Round 1 Judging – 1 June 2026 – 30 June 2026
- Round 2 Judging – 1 August 2025 – 15 September 2026
- Visit Herefordshire Tourism Awards Evening – February 2027

# HCBID Consultation Stage 2 Launch

**VOTE  
YES**

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# BID Consultation Launch

## Herefordshire County BID

Funded by Herefordshire Businesses



### STAGE 2 CONSULTATION

Developing Herefordshire County Business  
Improvement District Business Plan 2027 - 2031

April 2026

# VOTE YES

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## Ballot Roadshow Dates

### Bromyard 28 April:

#### Daytime Roadshow

10am - 2pm The Falcon Hotel, 4 Broad St, Bromyard,  
HR7 4BT

#### Business Meeting with Bromyard Chamber of Commerce

5:30pm - 6:30pm The Falcon Hotel, 4 Broad St, Bromyard,  
HR7 4BT

### Hereford 29 April:

#### Daytime Roadshow

10am - 2pm The Courtyard, Edgar Street, Hereford, HR4 9JR

### Hereford 30 April:

#### Herefordshire Means Business Expo

10am - 2pm The Shell Store, Hereford HR2 6SR

### Ross on Wye 6 May:

#### Daytime Roadshow

10am - 2pm The Kings Head Hotel, 8 High St, Ross-on-Wye  
HR9 5HL

#### Business Meeting with the Ross Business Association

6pm - 7pm The Kings Head Hotel, 8 High St, Ross-on-Wye  
HR9 5HL

### Kington 7 May:

#### Daytime Roadshow

10am - 2pm Burton Hotel, Mill Street, Kington, HR5 3BQ

#### Joint Chamber of Commerce and TIC Meeting

6pm - 7pm Burton Hotel, Mill Street, Kington, HR5 3BQ

### Golden Valley 12 May:

#### Business Meeting with Golden Valley Traders Group

6pm - 7pm The Hub St Peter's Church, Church Road,  
Peterchurch, HR2 0RT

### Ledbury 13 May:

#### Daytime Roadshow

10am - 2pm The Feathers Hotel, 25 High Street,  
Ledbury, HR8 1DS

#### Ledbury Traders

5:30pm to 6:30pm - The Old Grammar School, Ledbury,  
HR8 1DH

### Leominster 14 May:

#### Daytime Roadshow

10am - 2pm The Lion Ballroom, 17 Broad St,  
Leominster HR6 8DB

#### Business Meeting Leominster Business Group

5:30pm - 6:30pm The Lion Ballroom, 17 Broad St,  
Leominster HR6 8DB

# BID Consultation Launch

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## The Developing Vision for the New HCBID Business Plan 2027-2031

Herefordshire's success as a destination depends on visitors moving fluidly between villages, market towns, city of Hereford and rural landscapes, rather than experiencing them in isolation.

Agri-tourism is strategically important for Herefordshire not simply because the County is rural, but because it:

- Aligns agriculture, tourism and place-making, rather than treating them as separate agendas
- Strengthens the Market Towns and Hereford by driving visitor movement, dwell time and spend
- Supports rural resilience, keeping businesses viable while enhancing the visitor offer
- Underpins the County's distinctive brand, rooted in food, orchards & vineyards, landscape, heritage and authenticity
- Encourages year-round, lower-impact tourism aligned with regeneration and sustainability priorities

This developing vision for the new Business Plan reflects Levy Payer feedback and sets out how HCBID investment will support a connected, resilient and high-value visitor economy.

**VOTE  
YES**

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# Developing Themes and Projects

## A Attracting Visitors and New Audiences:

**Purpose:** To increase the number, diversity and quality of visitors to Herefordshire using our rural unique selling point as a compelling reason to visit, encouraging longer stays and movement between rural landscapes, villages, Market Towns and the historic riverside city of Hereford.

### Proposed Projects:

#### Visit Herefordshire Brand Development

1. Herefordshire's Destination Management Plan 2025 -2035 Priority 4; Reinforce the Distinctive Destination Brand and Identity.
2. Herefordshire Producers Campaign is a new flagship initiative designed to champion the County's producers as a core part of the visitor experience and destination brand.
  - > Town/country collaboration by developing projects that encourage partnerships between rural and town businesses (e.g. farm to fork products featured in town venues, shared events, joint promotions).
3. Extension of the **Herefordshire Food Safari** which are producer-led food and drink trails to link rural producers with cafés, pubs and retailers across the County.
4. Extension of the hugely successful **Roasts & Rambles** campaign utilising Outdooractive platform to further promote the pub industry in Herefordshire.
5. Support businesses to develop immersive experiences such as hands-on activities including farm tours, orchard walks, cultural & heritage experiences, seasonal participation events and learning-based experiences rooted in working landscapes.
6. **Stargazers' Guide to Herefordshire** with the further promotion of the Starry Stays and Supper & Stargazing elements of the campaign.

7. Further develop the Visit Herefordshire brand by aligning with national VisitEngland and VisitBritain campaigns, creating distinctive place-based initiatives to drive overnight stays and deliver tangible benefits for pubs, accommodation providers and local experiences.
8. Promote the County's diverse outdoor and active experiences, from fishing and golf to water sports and walking.
9. **Visit Herefordshire website marketing and content creation.**
10. **PR support including influencer and journalist familiarisation visits.**
11. **Visit Herefordshire Monthly e-Newsletter.**
12. Digital infrastructure, continued investment in digital platforms, content, data and insights that help visitors discover and navigate the County.
  - > Organic **social media coverage**
  - > Paid **Meta Ads** and social media boosts
  - > **AI integration** for the Visit Herefordshire website
  - > Visit Herefordshire Third Party integration widget
13. Creation of new photography and videography collateral.
14. Creation and print of the **Visit Herefordshire Visitor Maps.**
15. **Herefordshire Film Office development.**
16. Further development of 'Rural Romance' - Herefordshire Weddings landing page.
17. Showcase the Visit Herefordshire brand at high profile visitor events.
18. Collaborate with regional organisations and events to promote cross-border programmes that attract new audiences and drive increased demand for Levy Payer businesses, including food and drink, accommodation and activity providers.

## G Growth for Local Businesses and Producers

**Purpose:** To ensure tourism directly supports, local producers, rural diversification and town-based businesses, increasing resilience, skills and local economic impact.

### Proposed Projects:

1. Herefordshire's Destination Management Plan 2025 -2035 Priority 6: Nurture our People and Businesses.
2. Business Development Support including **Drop-Ins / Roadshows.**
3. Skills and knowledge programmes.
  - > SEEDL Training Portal
4. Herefordshire's Destination Management Plan 2025 -2035 Priority 2: Grow the Volume of Overnight Visitors.
5. Footfall and credit/debit card spend reporting.
6. Place Support Partnership (PSP).
7. **STEAM** (Scarborough Tourism Economic Activity Monitor) Data.
8. Business to Business weekly HCBID e-Newsletter.

VOTE  
YES

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# Developing Themes and Projects

## R Rural Life as an Economic Engine for Tourism

**Purpose:** To position rural Herefordshire as a productive, investable and visit-worthy part of the economy, activating working landscapes while strengthening links to villages, Market Towns, and the historic riverside city of Hereford.

### Proposed Projects:

1. **Outdooractive app** development. Rural/ Town experience connectors: Trails, routes or themed journeys that physically and conceptually connect rural landscapes and villages with nearby Market Towns and the historic riverside city of Hereford.
2. **Celebration of working landscapes:** Interpretive content and storytelling that helps visitors understand country life, land stewardship and rural heritage and culture as part of the tourism experience.

3. **Infrastructure enabling visitor movement:** Small-scale interventions that support access, signage, trails or information linking rural areas with villages, Market Towns and the city of Hereford.
4. **Wellbeing and slow-tourism campaigns:** Nature and retreat experiences complemented by town and city offerings aligned with Herefordshire's Destination Management Plan 2025 -2035 Priority 5: Drive Forward a Regenerative Approach to Tourism.
5. Creation of a suite of printed materials to promote the Visit Herefordshire brand.
6. Roll out of the Accommodation Visitor Folders to accommodation providers.

## I Investment in Tourism

**Purpose:** To provide the infrastructure, partnerships and enabling investment needed to deliver high-quality tourism experiences and long-term growth across the County.

### Proposed Projects:

1. Continuation of the **Market Towns Support Fund**.
2. **Yearly Visit Herefordshire Tourism Conference**.
3. **Visit Herefordshire Tourism Awards**.
4. **Creation of a Travel Trade product.**
  - > Product and Experience Development: Workshops and peer learning for businesses on hosting visitors, storytelling, sustainability creating new products and experiences and maximising visitor spend across the County.
5. **Visit Herefordshire Local Visitor Economy Partnership (LVEP).**
  - > Continued partnership working with VisitEngland and VisitBritain to make sure Herefordshire is included in their planning and campaigns.
  - > Continuation of the strong working partnership we have with Herefordshire Council.
  - > Partnership and Funding Development - Using the HCBID's central role to unlock external funding, partnerships and pilots that support our aspiration to reach a billion-pound economy by 2035.
  - > HCBID recognises culture as a vital part of the visitor economy and works in partnership with the Herefordshire Cultural Partnership to support cultural strategy, investment and programming that strengthens place-shaping, community wellbeing and the County's distinctiveness as a rural destination.
  - > Herefordshire's Destination Management Plan 2025 -2035: Embed Partnership Working & Advocate for the Visitor.

**VOTE  
YES**

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## Volunteer Membership

**Raise your business profile and visibility, benefit from PR, promotional campaigns and feature on Herefordshire marketing and social media platforms**

The Herefordshire County BID is funded and led by Levy paying Herefordshire tourism businesses formed to support the economic development of Herefordshire's tourism sector. Visit Herefordshire is our visitor facing brand. You too can be part of the plan by engaging and taking advantage of the momentum through joining forces with us to make Herefordshire even greater!

The Herefordshire County Destination BID/ Visit Herefordshire is offering all tourism providers in Herefordshire a chance to join us to be part of a much bigger visitor economy picture.

**SO, HERE'S YOUR CHANCE...**

**Become a member of Herefordshire County Destination BID**



# Lunch Will Be Served In The Hummingbird Bar

**VOTE  
YES**

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**1:00 – 1:50 PM**

**Breakout Session One**

Breakout 1 – Visit Herefordshire Tourism Awards Training – Hints, tips and application guidance

Breakout 2 – Get Fully Booked – How to Use AI in your Marketing for Maximum Impact

Breakout 3 – Place Informatics – Learning more about Herefordshire County BIDs footfall counters to guide marketing and business planning

Breakout 4 – Travel Tonic – Telling your story – How to create impactful campaigns and content that shows your personal touch and inspires visits

**1:50 – 2:00 PM**

Changeover

**2:00 – 2:50 PM**

**Breakout Session Two**

Breakout 1 – Visit Herefordshire Tourism Awards Training – Hints, tips and application guidance

Breakout 2 – Get Fully Booked – How to Use AI in Your Marketing for Maximum Impact

Breakout 3 – Place Informatics – Learning more about Herefordshire County BIDs footfall counters to guide marketing and business planning

Breakout 4 – Travel Tonic – Telling your story – How to create impactful campaigns and content that shows your personal touch and inspires visits

**2:50 – 3:10 PM**

Networking and Marketplace

**3:10 – 4:10 PM**

**Afternoon Presentations**

Natalie Clayton - Visitor Ready

Jamie Carroll – Outdooractive

Darren Baldwin – SEEDL

Closing Speeches - Jo Hilditch & Glenn Jones, Co-Chairs of the Herefordshire County BID

**4:10 – 5:00 PM**

Networking and Marketplace

**VOTE  
YES**

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## Closing Remarks

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Joanna Hilditch

White Heron Estates



Glenn Jones  
Discover Parks



Herefordshire County BID & Visit Herefordshire Co-Chairs



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## Get in Touch

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[www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk)



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VISIT HEREFORDSHIRE

Tourism Conference

2026