



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



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

 VOTE
YES

VISIT HEREFORDSHIRE

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County BID


His Majesty's Lord-Lieutenant of Herefordshire

Mr Edward Harley OBE





VISIT

HEREFORDSHIRE

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**Herefordshire
County BID**



Nicola Said

VisitEngland

Regional Lead – Northwest and West Midlands





VisitEngland

VisitEngland Update

Nicola Said, Regional Lead, VisitEngland

Who we are



Drives growth from tourism across the nations and regions so local communities feel the benefits



Sells Britain internationally as a visitor destination



Delivers for Government & Taxpayers: supports people-to-people connections



Simplifying a regional structure for English tourism to grow sustainable local visitor economies



Industry development support via accredited destinations to drive sustainable & inclusive growth



Win business events, positioning Britain as a global convener, supporting priority sectors and seasonal spread

Latest research and findings



The economic value of tourism in the UK



Tourism is worth
£147bn

annually to the UK.
About 5% of the national economy*



Tourism generated
£52bn

in tax for the UK Government**



Tourism supports nearly
1 in 15 jobs
across the UK.

Source: The Economic Value of Tourism in the United Kingdom 2026 | Oxford Economics | VisitBritain/VisitEngland
(*including both direct and supply chain impacts) | (**in 2024)



58% of residents in tourist destinations feel connected to their community, compared to 35% elsewhere.

Source: Public First/VisitEngland Social Value of Tourism, May 2025
[VisitBritain.org/research-insights](https://www.visitbritain.org/research-insights)



Iran Situation - Inbound impact: summary

UK inbound forecasts

- VisitBritain's inbound forecast for 2026 (run in January) was growth in visits of 4% and growth in spend of 7% - this is now looking too high (will be revised in summer)
- Oxford Economics have revised down their forecast: for visits from 5% to 2%, and spend from 8% to 6%
- GCC-to-UK 22% decline forecast by Oxford Economics in 2026 (vs 5% growth in previous forecast), but risks to the downside – this was based on data from four weeks ago

Iran impact:

- GCC (Gulf) markets worth an estimated £2.6bn in inbound tourism spending in 2025 – one in every £13 spent in the UK by visitors
- Disruption to Gulf airports has a wide impact on key markets. Around half of Australian and South East Asian visitors and almost a third of Indian visitors to the UK transit via a Gulf airport
- Oil price up from c.\$70 (and low of under \$60 in Dec/Jan) to \$90-\$110 – disproportionate pressure on air costs, and pushing up overall inflation

Competitive position:

- Arrivals to Western Europe forecast to grow 7% this year – Mediterranean destinations forecast to see strong growth
- UK has higher exposure to Middle East and Indian arrivals than most European competitors

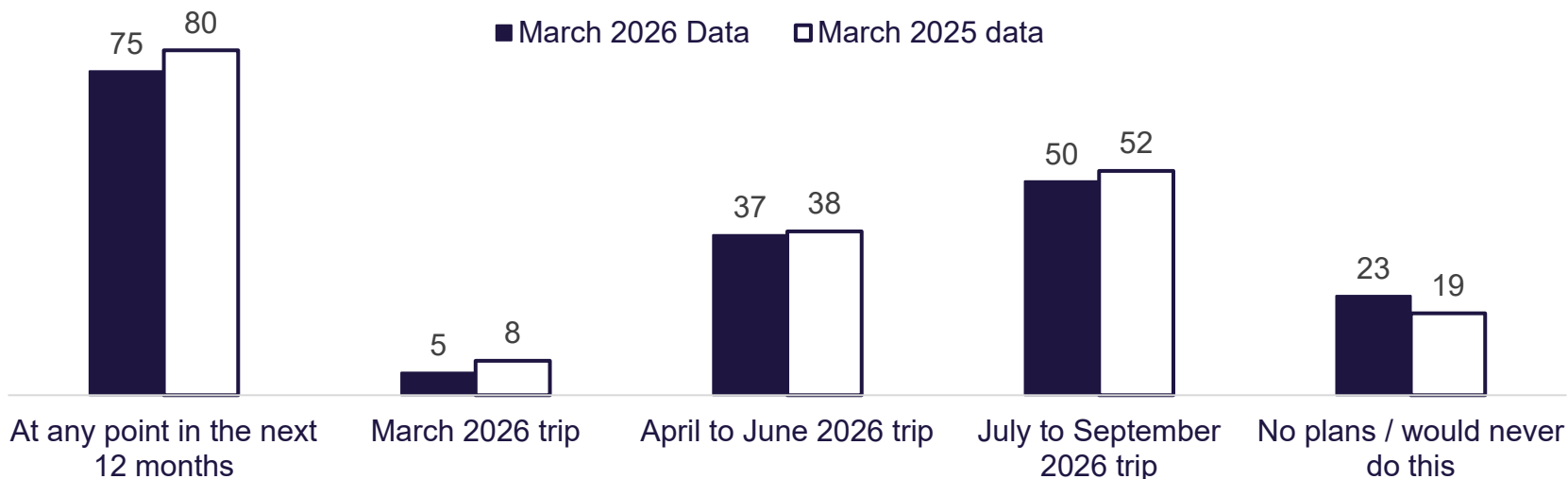
Domestic Sentiment Tracker - March 2026

Key Metrics	March 2026	Change since February 2026
% of UK adults stating 'WORST IS STILL TO COME' regarding the cost of living crisis	53%	+6%*
Proportion intending a UK overnight trip at any point <u>in the next 12 months</u>	75%	-3%*
Proportion intending an overseas overnight trip at any point <u>in the next 12 months</u>	58%	-7%*
Preference for UK over overseas in the next 12 months (vs past 12 months)	36%	+4%*
Took a domestic overnight trip in the past 12 months (March 2025 – February 2026)	62%	-4%*
Reduce the number of UK overnight trips due to cost of living crisis [NET 'fewer', 'not go', 'go day trips instead']	21%	-2%
Reduce the number of day trips due to cost of living crisis [NET 'fewer', 'not go on day trips']	25%	=
Top 3 barriers to taking a UK overnight trip in the next 6 months	1 st Rising cost of living; 2 nd UK weather; 3 rd Personal finances.	n/a

* Represents a statistically significant change on previous wave
 N/A – due to new question wording meaning comparison to last wave cannot be done

Overnight domestic trip intentions for the next 12 months are below those anticipated in 2025. Intentions for spring and summer trips are broadly in line with last year

Figure 5. Proportion anticipating going on any overnight UK trips, Percentage, March 2026, UK



Question: QVB2a. Thinking of your next UK holiday or short break, when are you likely to go on this trip? QVB2b. And when else do you anticipate going on a UK holiday or short break? Base: All respondents. March 2025 = 1,755, March 2026= 1,756. Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple trips across several time periods.

The top potential barriers to taking overnight UK trips in the next 6 months are 'rising cost of living' at 27% followed by 'UK weather' at 25%. The 'costs and finances' barrier has remained stable compared to last month

Figure 10. Top 10 Barriers to taking an overnight UK trip in next 6 months, Percentage, March 2026, UK



	December 2025 Data	January 2026 Data	February 2026 Data	March 2026 Data
NET: Costs and finances	58%	52%	55%	54%

FOR THE FULL LIST OF BARRIERS, PLEASE SEE THE PUBLISHED TABLES.

Question: VB7b. Which, if any, of the following factors do you see as potential barriers to you taking a UK short break or holiday in the next six months? . Base: All asked each question. March 2026 = 1,756. *NET: Cost and finances includes 'rising cost of living', 'personal finances', 'the cost of fuel', 'rising costs of holidays/leisure' and 'difficulty getting money back if a trip is cancelled'

The top motivation for overnight trips in both April to June 2026 and July to September 2026 is ‘family time or time with my partner’, followed by ‘to get away from it all and have a rest’

Figure 28. Motivations for UK holidays and short trip in April to June 2026 Percentage, March 2026, UK, Full list



Figure 29. Motivations for UK holidays and short breaks in July to September 2026 Percentage, March 2026, UK, Full list



Question: VB6fii. Which of the following best describe your motivation/s for this trip?

Base: All March 2026 respondents planning on taking a holiday or short break in the UK between April to June 2026 n= 605 and July to September 2026 n = 467.

Note: Multiple choice question. Totals may exceed 100%.

The top activity for both April to June 2026 and July to September 2026 trips is ‘trying local food and drink’, followed by ‘walking, hiking or rambling’

Figure 30. Activities for UK holidays and short breaks, in April to June 2026



Figure 31. Activities for UK holidays and short breaks in July to September 2026



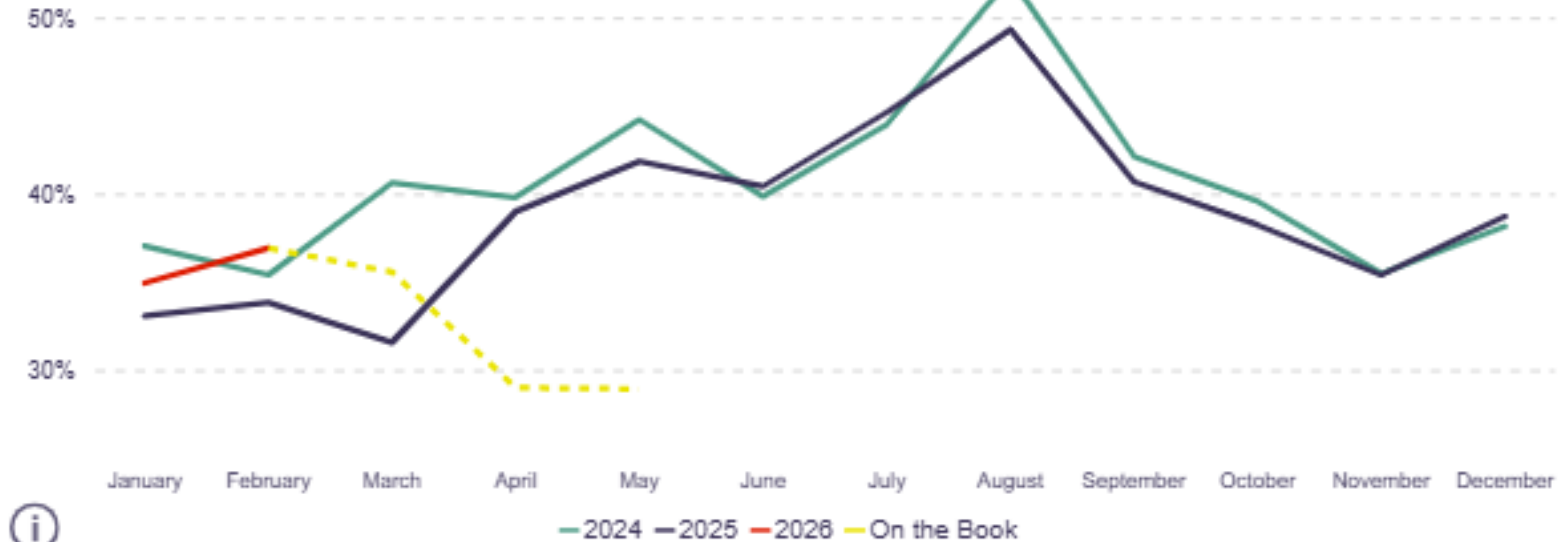
Question: VB6fiii. Which, if any, of these activities are you likely to do on your next UK short break or holiday in <INSERT MONTH FROM VB2A>?

Base: All March 2026 respondents planning on taking a holiday or short break in the UK between April to June 2026 n= 605 and July to September 2026 n= 467,

Note: Multiple choice question. Totals may exceed 100%. *Visited theme parks was added to the list in March 2024

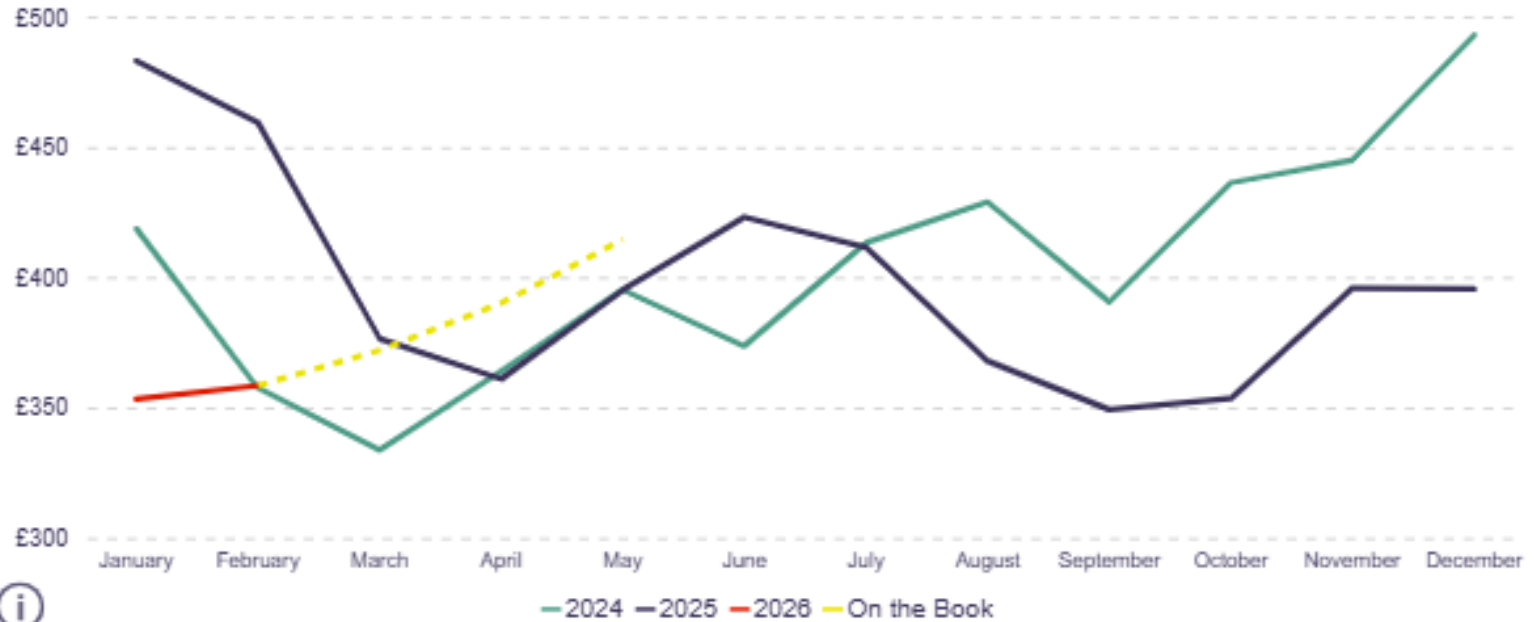
Data and Intelligence on Herefordshire Short Term Lets - occupancy

Occupancy Rate in short term rental properties in the UK



Data and Intelligence on Herefordshire Short Term Lets – rate

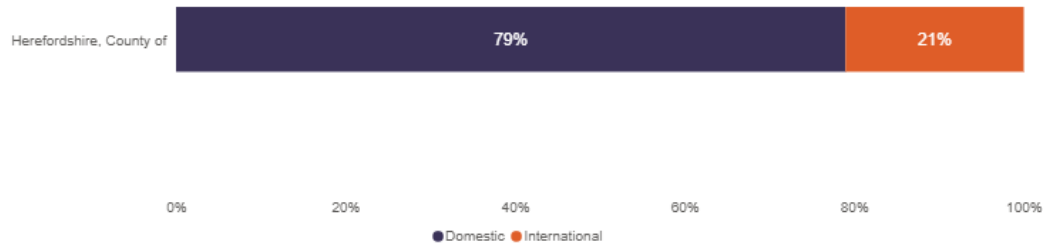
Average daily rate in short term rental properties in the UK



Data and Intelligence on Herefordshire Short Term Lets – origins

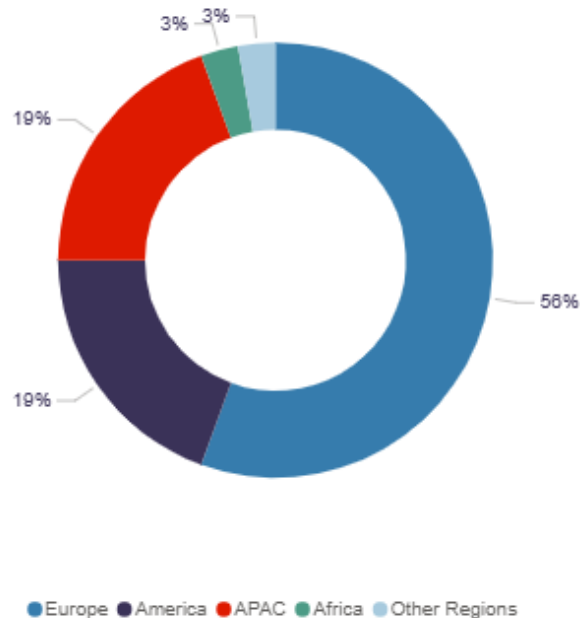
Domestic vs. International Origin - Herefordshire, County of

Click on a UK region in the map to filter this visual.



Inbound Regions - Herefordshire, County of

Click on a UK region in the map to filter this visual.



Visa Cardholder Spend (Inbound) | Spend characteristics

In 2025, inbound Visa cardholder in Herefordshire spend



£131 per trip, up 14% on 2024 and outperforming England where spend per trip fell 1% during the same period



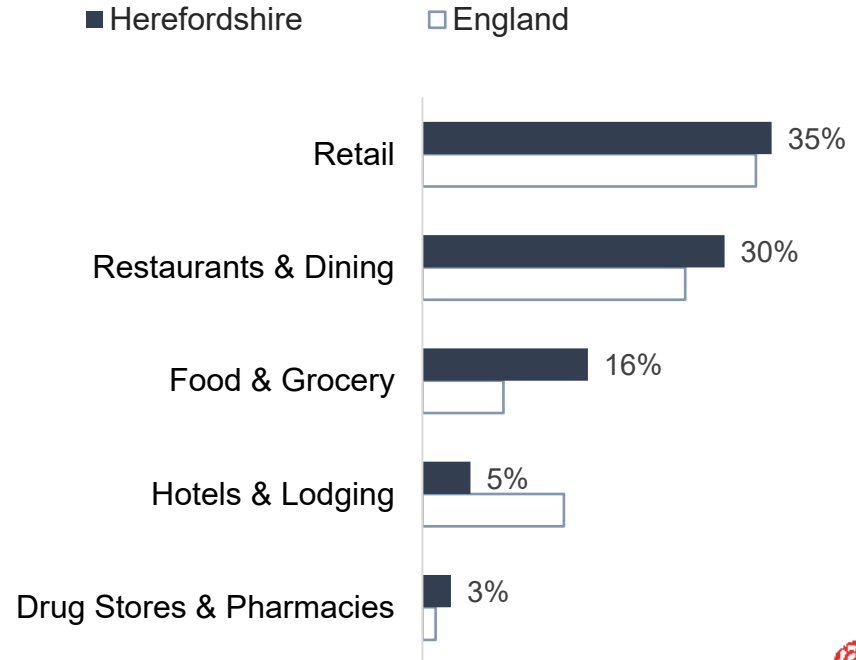
12 days per trip, 1.5X longer than England average (8 days)

2025 Origin Markets

Regions	% of spend
1. Europe	41%
2. North America	24%
3. Middle East and Africa	12%

Source: Visa card spend

Top 5 spend category by share of spend, 2025





VisitEngland

VisitEngland - supporting industry and destination development

Working together for Herefordshire

- Clear strategic link from the local to the national level – a **voice for the wider Herefordshire region at strategy consultations, visitor levy consultation etc**
- National network of peer-support and best-practice sharing opportunities – **LVEP conference Jan 26, commercial models, business support workshops**
- Support from Regional Development Lead – **Growth plan development & ongoing support in identifying opportunities**
- Central thought leadership, expertise, support and tools – **Accessibility training programme & Access guides, AI support programme (Jan 26), International-ready programme**
- Enhanced destination insights and intelligence – **Social value of tourism report, Economic value report, business surveys template, new data sources i.e. STR, Visa spend**
- Opportunity to benefit from our marketing and travel trade activity –, **VE PR event (March 26), VB content webinars & submissions to themes incl. #StarringGreatBritain, USA trade webinar opportunities, Fam visits programme**
- Access to any grant funding opportunities

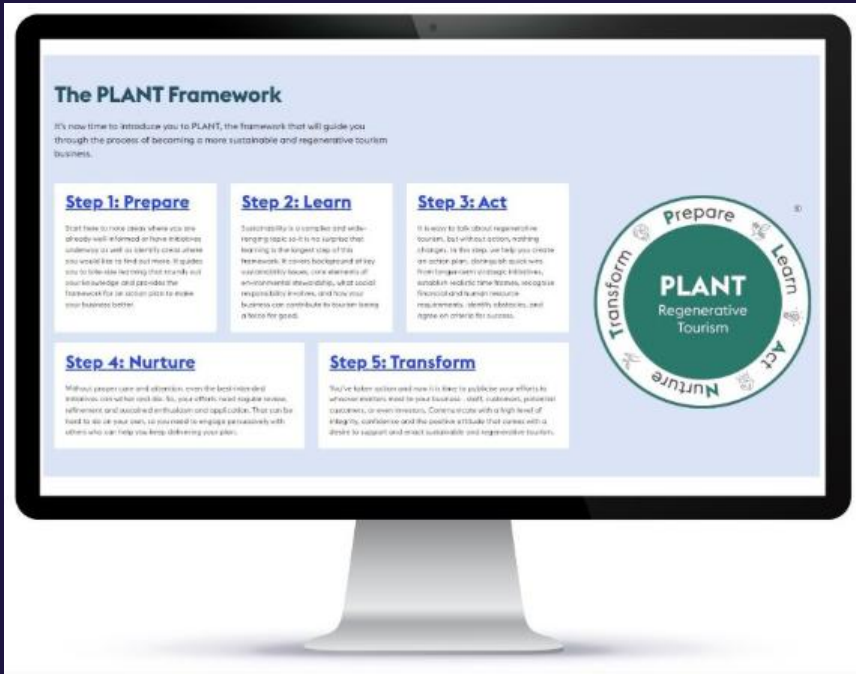
Local Visitor Economy Partnership

Recognised by



VisitEngland

Regenerative Tourism



The PLANT Framework

It's now time to introduce you to PLANT, the framework that will guide you through the process of becoming a more sustainable and regenerative tourism business.

Step 1: Prepare

Start here to make sure where you are already well informed on how to improve your business as well as identify areas where you would like to find out more. It guides you to build the knowledge that will underpin your knowledge and provide the framework for an action plan to make your business better.

Step 2: Learn

Sustainability is a complex and wide-ranging topic so it's not surprising that learning is the largest part of this framework. It covers background and key sustainability issues, core elements of environmental stewardship, what social responsibility involves, and how your business can contribute to tourism being a force for good.

Step 3: Act


It is easy to talk about regenerative tourism, but without taking positive changes, it's just talk. In this step, we help you create an action plan, starting with quick wins that target your strategic objectives, establish realistic time frames, recognise the potential of human resource requirements, identify obstacles, and agree an overall plan for success.

Step 4: Nurture

Without proper care and attention, even the best initiative will fade away over time. So, you'll need regular review, refinement and additional investment and application. That can be hard to do on your own, so you need to engage passionately with others who can help you keep delivering your plan.

Step 5: Transform

You've taken action and now it is time to publicise your efforts to achieve positive results for your business – staff, customers, potential customers, or even investors. Communicate with a high level of integrity, confidence and the positive attitude that comes with a desire to support and create sustainable and regenerative tourism.



www.visitbritain.org/business-advice/regenerative-tourism/regenerative-tourism-guide



Tourism Cares
Empowering the visitor experience

Weymouth Clean Water

Local Experience

Local Impact and Quality of Life

Local Economy




Accessibility and Inclusion

- **VisitEngland Accessible and Inclusive Tourism Toolkit for Businesses**
 - Holistic guidance with real-life case studies
 - Downloadable business-specific actionable checklists and top tips
 - Technical guidance
- **AccessAble initiative**
 - 20+ LVEPs partnering with AccessAble
- **LVEP Accessibility Support Programme**
 - Support LVEPs through the Toolkit and Kick-Start Programme
 - In the process of establishing the LVEP Accessibility & Inclusion Forum

Home / England Business Advice Hub / Make your business accessible and inclusive / VisitEngland Accessible and Inclusive Tourism Toolkit for Businesses



VisitEngland Accessible and Inclusive Tourism Toolkit for Businesses



Contents ▾

Sections



[An introduction to this accessible and inclusive tourism toolkit](#)

Armed at micro, small and medium-sized tourism businesses wanting to embark on, or continue, their accessibility journey and reach the £14.6bn accessible tourism market.



[Section 1: What is accessibility?](#)

Accessibility involves removing barriers to provide positive experiences for all. In the case of this toolkit, it's about ensuring that everyone can enjoy tourism.



[Section 2: The benefits of providing an inclusive experience](#)

The spending power of disabled people and their households is called the Purple Pound. The annual tourism Purple Pound in England alone is worth £14.6 billion.



Southport, Merseyside, England
VisitBritain/Zedmill

The case for domestic tourism support

In 2024 domestic tourists spent £75.5 billion on day and overnight trips in England. However, domestic visits declined by 10% in 2024.

There is a substantial opportunity, therefore, to grow domestic tourism by driving demand.



Converting just 10% Brits spend on outbound travel to domestic would deliver a £8 billion boost to the economy and an additional 145,000 jobs.



Developing England's domestic marketing strategy



1. Domestic Marketing Pilot

Demonstrate the business case for funded domestic marketing by delivering a targeted pilot



3. Brand Framework

Development of a brand & storytelling framework that recognises the diversity of England's regions to underpin VE's marketing activity.



2. Audience Segmentation

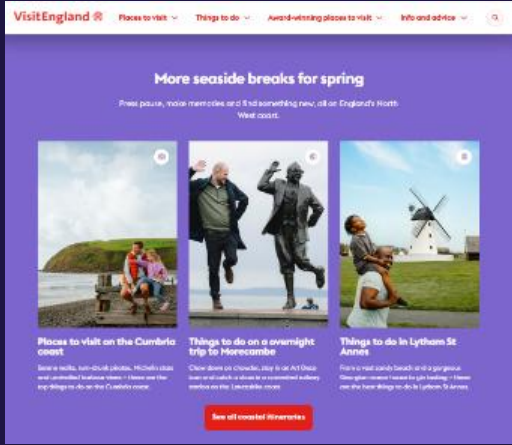
Bespoke research in the domestic market to identify key trends, motivations & barriers & identify best prospect domestic audience segments.



4. Channel Strategies & ongoing LVEP engagement

Application of the audience insights and brand framework to VE consumer marketing channels and ongoing engagement with LVEPs.

Domestic Marketing Pilot



In February 2026, VisitEngland launched a pilot programme to promote seaside domestic breaks in the **North West of England**.

Delivered collaboratively, working with Local Visitor Economy Partnerships

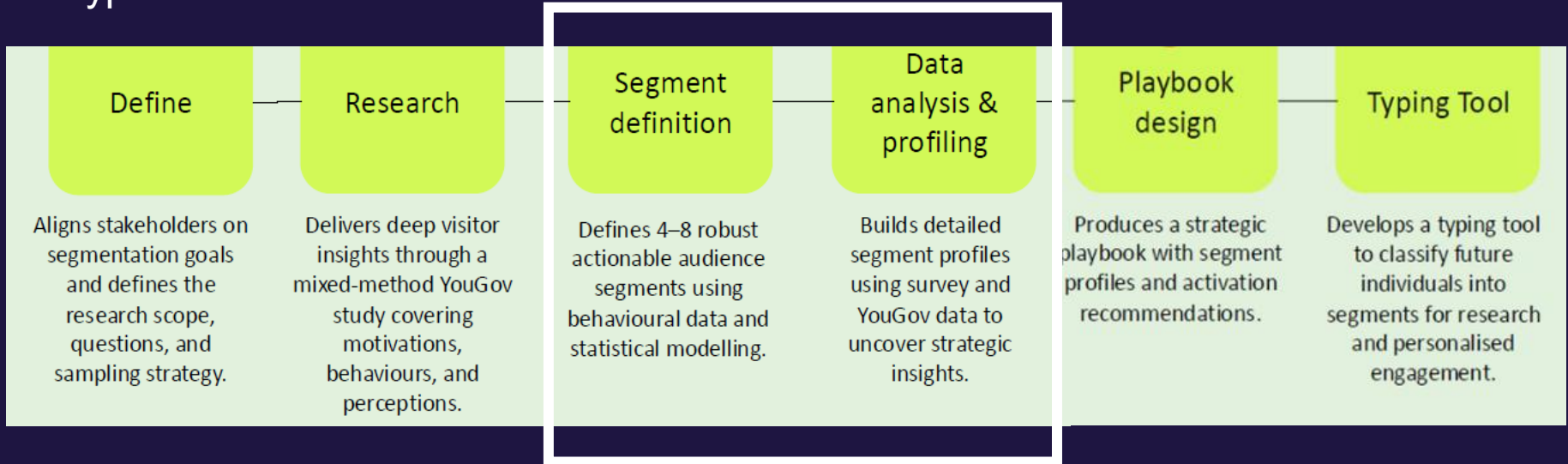
The campaign targets families, encouraging multi-generational breaks and family bonding, as well as promoting the ease of accessibility.

Working with TripAdvisor, the campaign runs until Easter



Domestic Market Segmentation

We will understand who are the best prospect domestic audiences for holidays & short breaks – with the potential for further analysis at a regional or destination-type level



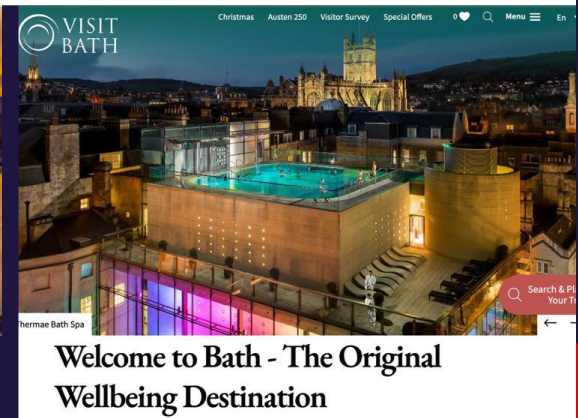
We are here

New England Brand

The goal: A confident and compelling brand positioning for England that reflects the diversity of the regional destination landscape and ensures England is clearly and favourably positioned amongst competitors.

Observations based on a regional brand audit

- Destinations are **balancing national identity with local pride** – we need a brand framework that holds everything together
- **Englishness shows up two ways: the England we know, and the England emerging** – the opportunity lies in holding both.
- **England has breadth, but no one's claiming it** – can we supercharge this?
- **Whoever you are, you're always invited in** – the warm, welcoming, local tone is a differentiator.



'Pride in Place' can be central to the England story

Tone creates distinctiveness

Beautiful imagery is universal in tourism. What differentiates destinations is tone, voice and attitude.

Much of England's richness sits beneath the surface

The most interesting parts of England - scenes, communities, subcultures and creativity - often sit just below the obvious tourist layer.

Local pride is powerful and confident

Across the country, regions speak about themselves with clarity, conviction and personality. Destinations know what makes them distinctive and celebrate it loudly.

England Brand Story

Turn local pride into the engine of the national story. Let places speak for themselves - their voices, their attitude, their sense of identity.

England becomes a country defined not by one story, but by the pride of the places that make it.

Championing reasons to visit regional England now

Condé Nast
Traveller

THE BIGGEST TRAVEL TRENDS OF 2026

Great escapes, reimagined airport spaces and an obsession with serial dramas – we've rounded up the latest insights and solutions to share how they're shaping travel shifts for the year ahead.



Destinations Things to do

English-Welsh borders film and TV itinerary

THE UK **4-5 Days** **Adventure and sport** **Arts and culture** **Food and drink** **Staying Great Britain**
History and heritage **Outdoor and nature** **Restoration and wellbeing** **Scenic beauty**

Coming to a screen near you – or better yet, your next holiday: the England-Wales borders. If you can't decide between England or Wales for your adventure, you'll find the best of both nations here. You'll be in good company, too: we're talking Marvel superheroes, Jedi Knights and even a certain boy wizard. That's just how spellbinding

Places to visit on a foodie break in Herefordshire

Trip idea 4-5 Days Food and drink breaks

Central & Midlands

VisitEngland

Places to visit Things to do Bank holiday breaks on the coast Info and advice

Home / A four day break in Herefordshire

A four day break in Herefordshire

7th Day 4-5 Days Attractions and Pop Culture Breaks
Central & Midlands

Hamnet filming locations

A fictional retelling of Shakespeare's family life, *Hamnet* is adapted from Maggie O'Farrell's bestselling novel. Film crews descended on one of Herefordshire's quietest villages, famous for its half-timbered houses.

Hamnet filming locations in Britain



Weobley, Herefordshire

Travel back in time in Weobley, with its black-and-white Tudor houses. Don't miss Woolley Castle, which dates to the end of the 11th century. The [Weobley Trail](#) takes in all the key sites, as well as the breathtaking Herefordshire countryside.

Cwmmau Farmhouse, Herefordshire

From hunting lodge to farmhouse to movie set: discover 400 years of history at [Cwmmau Farm](#). In *Hamnet*, the property appears as Pinewoods, the childhood home of Shakespeare's wife Agnes. The property is only open to the public as a self-catering stay.



The 16 best new things to do in the UK in 2026

2 Enjoy the fruits of your hard work

Experience 1-3 hours



Think of Herefordshire, and we bet that cider is one of the first things that comes to mind. And did you know that of Britain's cider, a produced here? Whether you're off to enjoy on your bike or prefer the comfort of your car, these [Hereford Cider Circuits](#) – the North Circuit, West Circuit and South Circuit – will guide you to some of the region's finest producers and most picturesque villages. Make sure you have plenty of room for your scotch bags or boot for all the goodies en route.

Bike or drive Herefordshire's Cider Circuits

Find on map

England's
2026
Hotlist

Swipe to see a taste of the hottest new openings and happenings this year >>>

2026 Key England Stories



Film and TV

A bumper year of England on screen, with new takes on period dramas filmed and set in England. A chance to lean into fandoms and set jetting to amplify 'Starring Great Britain'



All on the Coast

Championing our coastal communities & showcasing the classic, calm and curiosities on offer



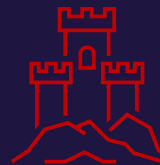
Literary nostalgia

England – the home of #BookTok! A bumper year for nostalgic literary anniversaries and adaptations, a National Year of Reading (Dep Ed) and an opportunity to build on period fandoms success of Jane Austen 250.



Summer of Sport

England –the champion of women's sport hosting the ICC T20 Cricket World Cup (Leeds, Birmingham, Manchester, Southampton, Bristol, London).



Immersive stories

A host of immersive experiences bringing our culture and heritage to life in new ways.

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



Taking England's Wine Tourism to the World training

Year of the Normans – our activity

- 2027 marks **1,000 years** since William the Conqueror's birth
- We are working with the **Normandy Region** on the celebration and promotion of Norman heritage across Europe (International Marketing Group)
- **Collaborating with LVEPs** and relevant stakeholders across England to collate product, content and events, covering historical and contemporary themes
- Using the **Bayeux Tapestry at the British Museum** as a major hook and encouraging exploration beyond London including to Norman sites such as Battle (already featured on our **VisitEngland 2026 PR Hot List**)
- Year of the Normans will feature as a **key content theme** across VisitBritain and VisitEngland **owned and earned marketing channels** for relevant markets **in 2027**
- Linking into **trade events** (e.g. Top Resa France Sept 26), **media events** (IMM last week), a **golden thread itinerary** for consumer and trade, facilitating **trade and press visits**

Battle Abbey: Historic England/English Heritage Trust/Tom Arber



VisitEngland's 2026 Hotlist

📅 November 2025

England is set for a blockbuster year in 2026, with period dramas shining on screen, milestone anniversaries and major cultural openings across the country.



Congratulations to your Finalists!



**Awards for
Excellence
2025 - 2026**



Winning in the PR stakes too!

Travel | UK

This charming Herefordshire town is the real star of Hamnet

Standing in for Stratford-upon-Avon in the newly released film, unassuming Weobley is now basking in a sprinkling of silver-screen stardust

Chris Leadbeater
Travel Correspondent

Chris is an award-winning journalist with more than 20 years of experience in travel writing. [See more »](#)

Published 10 January 2020 10:05am GMT

Related Topics
Europe, United Kingdom, Food & Drink, William Shakespeare, Herefordshire

45

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The town of Weobley featured in the Shakespeare biopic as Warwick. Credit: Just Jan Steppes

"It was wonderful to be here when they were filming," says Jane Keating, with a beaming smile...

From farms to fork: a food-lover's cycle tour of Herefordshire



White Heron's ebike tour is a great way of visiting the region's farms, restaurants and pubs. Photograph: Photopost

Orchards, dairies, vineyards and farm shops are among the delicious pit stops on a new series of ebike tours around the county

It's farm-to-fork dining at its freshest. I'm sitting at a vast outdoor table in Herefordshire looking out over rows of vines. On the horizon, the Malvern Hills ripple towards the Black Mountains; in front of me is a selection of local produce: cheeses from Monkland Dairy, 6 miles away, salad leaves from Lane Cottage (8 miles), charcuterie from Trevaly Farm (10 miles), cherries from Moorcroft Farm (3 miles), broccoli quiche (2 miles) and glasses of sparkling wine, cassis and apple juice made just footsteps away. This off-grid feast is the final stop on White Heron Estate's ebike farm tour - and I'm getting the lie of the land with every bite.



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HEREFORDSHIRE

CULTURAL PARTNERSHIP

WELCOME

Co-Chair's Clare Purcell & Nic Millington

Meadow Arts

Rural Media Company

Steph Allen, Secretary

Cultural Development Lead, Herefordshire Council

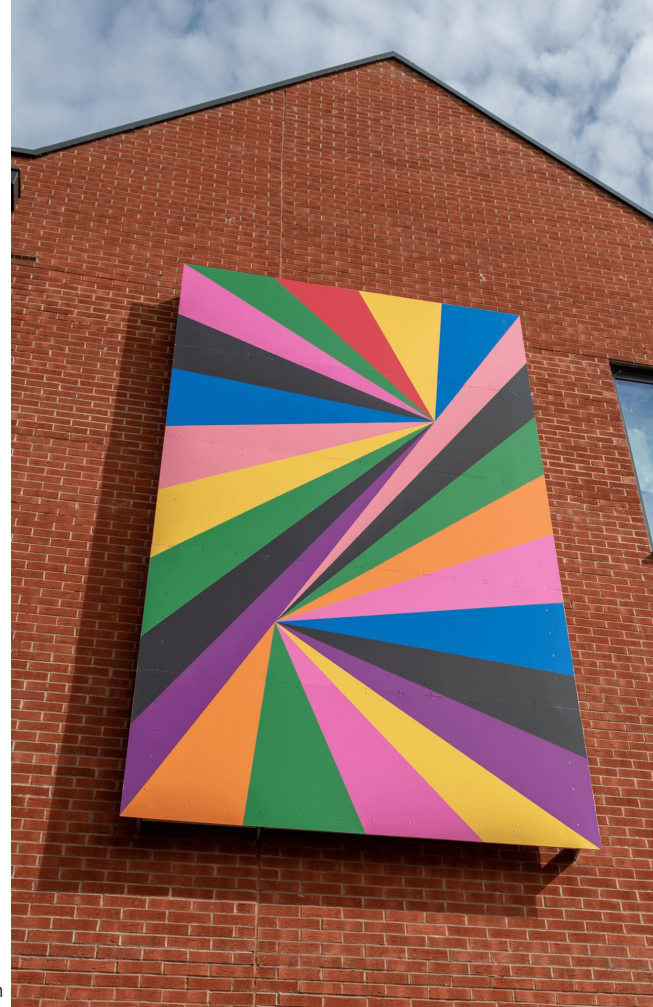
INTRODUCTION

Herefordshire Cultural Partnership is an independent consortium of arts, culture and heritage organisations, local government and businesses with a shared vision:
celebrating this county's creative and entrepreneurial spirit.

We exist to:

- Deliver Herefordshire's Cultural Strategy.
- Increase understanding of the value of arts and culture to Herefordshire's economy.
- Align arts and culture across county-wide strategies including economic growth, place & tourism, public health, children & young people and communities.
- Drive inward investment for arts and culture to the County.
- Highlight the role of arts & culture in adding value to the lives of all who live, work and visit Herefordshire.

Meadow Arts/HCA public art collaboration, Station Approach



FORMATION

Herefordshire Cultural Partnership has taken a leading strategic role since 2015.

In 2016 & 2026 Hereford launched bids to become UK City of Culture with countywide public consultation and discussions about what culture means for the county and its' value.

Although the bids were unsuccessful, the activity brought deeper understanding of the role of culture to Herefordshire and galvanised energy amongst those keen to champion and grow the cultural sector.

Herefordshire Cultural Partnership was registered as a Company Limited by Guarantee in 2018.



WHO WE ARE

HCP is made up of a wide range of organisations, plus individual makers and arts cooperatives.

Artlandish

Arts Alive

Borderlines Film Festival

Courtyard Arts Centre

Encore

Hay Castle Trust

Hereford Cathedral

Hereford College of Arts

Herefordshire & Worcestershire

Chamber of Trade

Herefordshire BID

Hereford City BID

Herefordshire Community

Foundation

Herefordshire Council - multiple
departments

Ledbury Community Hub

Ledbury Poetry Festival

Leominster Cultural Consortium

Meadow Arts

National Trust

Open Arms Kington

Open Sky Arts

Rural Media

Sidney Nolan Trust

Three Choirs Festival

Town Councils in Ross, Ledbury,
Leominster

OPERATION

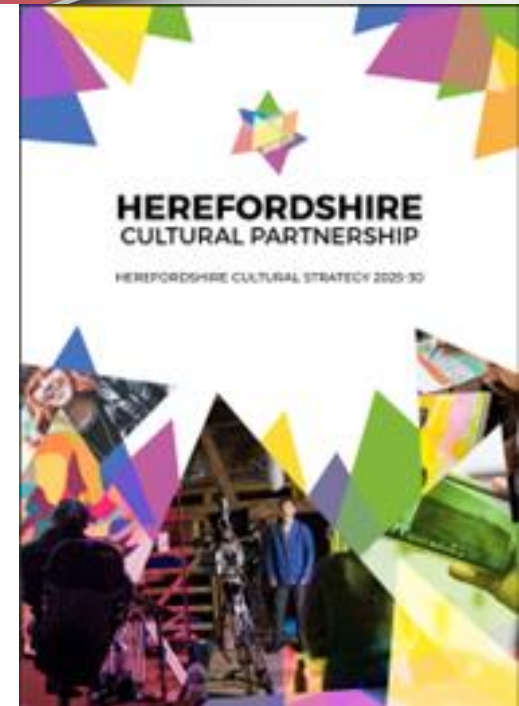
- Herefordshire Cultural Partnership is an **independent constituted organisation** with a commitment to cross-sector membership.
- Board members **contribute on a voluntary basis**. Coordination was covered by ad hoc funding between 2018-25.
- The Board **meets quarterly** rotating around member bases.
- The Partnership focuses on **cultural organisations and creative industry sector** and does not include sports and leisure.
- **All 6 ACE National Portfolio Organisations** are represented on the Board.
- In 2025 the Partnership **reviewed its governance documentation** improving its membership, Terms of Reference and Conflicts of Interest declaration, EDI policy and financial management processes.
- In 2025 Herefordshire Council's newly appointed **Culture Lead** became secretary and coordinator for HCP

The Partnership receives no regular funding from Herefordshire Council.

Year	Funding for administration
2021-2022	Arts Council £20,000
2022-2023	Arts Council £14,800
2023-2024	UKSPF Herefordshire council £9,000
2024-2025	UKSPF Herefordshire council £9,000

STRATEGIC ROLE

- Herefordshire Cultural Partnership leads cultural sector development and informs wider county-wide policy.
- We were responsible for the original Cultural Strategy launched in 2019 and the updated version 2025-30 which we are launching today.
- We support other networks including Herefordshire's cultural-heritage subcommittee and the OUR Place Herefordshire Creative Health Programme.
- Find out more online at The Shire: www.the-shire.co.uk



OVERVIEW

our
Place



2016

City of Culture Bid



2018

HCP registered as Company limited by Guarantee

HCP awarded £748k by Arts Council/Heritage Lottery Fund for 'A Great Place Scheme in Herefordshire (2018-21)

2019

Cultural Strategy 2019-29 launched



2020

HCP commissions 'Developing Cultural Spaces and Places' study with BOP Consulting

2021

HCP expands Board membership

2022

HCP commissions 'Get Creative: 9 ways to Supercharge Herefordshire' study

2023

HCP supports Young Reviewers programme with Ledbury Poetry Festival

HCP develops Place Partnership Project bid to Arts Council using UKSPF funding.

2024

HCP awarded £730k by Arts Council and Herefordshire Council for 'OUR Place' creative health project

HCP collaborates on cultural sector studies with Herefordshire Council

2025

City of Culture Bid



Cultural Strategy 2025-30 launched

INWARD INVESTMENT

As the county cultural compact, Herefordshire Cultural Partnership has acted as the appropriate body to **deliver large scale cultural projects on behalf of the county.**



A Great Place, 2018-21

£746k Heritage Lottery Fund / Arts Council. Supported culture and heritage projects in rural communities. HCP administered 'go-and-see' bursaries, 'my place' cultural grants, workshops and training for practitioners, discovery labs for communities to try out creative activities and cultural apprenticeships to drive awareness, connectivity and sector growth.

[Herefordshire's a Great Place | Rural Media](#)



OUR Place Herefordshire, 2024-27

£730k Arts Council England & Herefordshire Council to explore how embedding arts and cultural creativity in our most deprived communities can support ill-health prevention, improve health and wellbeing and boost pride in place and rural identity. The project also includes peer learning and creative health trials to inform national policy.

[Our Place | The Shire](#)

CULTURAL STRATEGY 2025-30



Builds on 2019 Cultural Strategy.

References large-scale inward investment programmes secured since 2020:
Herefordshire's a Great Place and OUR Place Herefordshire.

Reinvigorates cultural discourse.

Incorporates recent socio-political and economic developments post-covid.

Reflects greater cross-sector understanding of the value of culture within Herefordshire's economy.

Builds in a new 'creative health' strand.

CULTURAL STRATEGY 2025-2030

PRO HEREFORDSHIRE MINDSET

An approach to cultural development deeply rooted in place.

Overarching philosophy - celebrating Herefordshire's distinctive rural character and addressing its unique challenges.

Pro-Herefordshire mindset recognises our cultural identity as inseparable from our landscape, border history, agricultural heritage and the independent spirit of our communities.

Rather than attempting to replicate urban cultural models, we embrace bespoke approaches that work with our rural geography and demographics.



FIVE STRATEGIC PRIORITIES



Children and Young People:

Listening to children and young people and connecting them to culture and creativity



Cultural Democracy:

The arts, culture and heritage are for everyone



Creative Economy:

Building and supporting thriving creative businesses, artistic companies and enterprise



Cultural Tourism:

Positioning Herefordshire as a distinctive rural cultural destination



Creative Health:

Pioneering culturally led approaches to wellbeing



5 STRATEGIC PRIORITIES

- The 5 priorities will be rolled out via sub-groups made up of people who have professional expertise and knowledge in those areas.
- Each has both regional wide representation and environmental impact embedded in it.
- These subgroups will report to our quarterly board meetings, providing updates on progress to delivering the cultural strategy outcomes.
- We would welcome approaches from anyone interested in joining one of these subgroups.
- 6th Priority - cultural heritage, which is a standalone subgroup of HCP.

PARTNERSHIP & CULTURAL VISION



HEREFORDSHIRE
CULTURAL PARTNERSHIP

CULTURAL VISION: for Herefordshire to be a culturally vibrant, prosperous and sought-after county in which to live, work and visit. Hallmarks of the county are its glorious landscape, built & natural heritage, stand out food & drink, diverse creative and cultural offer and its sense of ambition.

PARTNERSHIP MODEL: success relies on a partnership model, where cross-sector stakeholders come together to take responsibility for, and ownership of, our goals.

CULTURE is a **KEY DRIVER** of **HEREFORDSHIRE'S £736 million visitor economy**, which supports 8014 FTE jobs /16% of all jobs in the county.

Work with us to make Herefordshire a great place to live, work and visit.

www.the-shire.co.uk

NEXT STEPS

Cultural Strategy 2025-30 & Delivery Plan:

- The 5 Strategic Priority Subcommittees lead on framing the delivery plan to meet target outcomes.
- Subcommittees comprise specialists in each subject area, selected from across sectors and the county.
- This approach develops stronger cultural democracy within HCP: sub committees combine more members and broaden representation

Widening Membership: inviting representatives from all 5 market towns.

- Expansion ensures the partnership reaches more people
- Individual freelancers /sole traders are integrated via subcommittees.
- A separate cultural heritage subcommittee sits alongside.

Cross-cutting strands

- There is a commitment to identifying models that underpin the long-term sustainability of HCP via securing core operational funding
- We are developing The Shire website as a go-to resource for strategic creative-cultural knowledge about Herefordshire for the creative and cultural sector
- We are growing our advocacy role in ensuring rural voices are represented in regional & national conversations with bodies such as Culture Central, Create UK, Rural Services Network, and Create Central.
- We are embedding environmental responsibility across all strands of development and delivery
- Following UK City of Culture '29 EOI - exploring how strands of activity can be embedded in the delivery of the Cultural Strategy through our partners

THANK YOU

www.the-shire.co.uk



HEREFORDSHIRE
CULTURAL PARTNERSHIP

HEREFORDSHIRE CULTURAL STRATEGY 2025-30



creative
england

Filming in England



Visit Herefordshire Tourism Conference

April 2026



About Us

Creative England is the National Screen Agency, funded by DCMS via the British Film Institute, to deliver coordinated national delivery of consistent, impactful support to productions across the English Regions.

We are the first port of call for productions looking to film in England, outside London – our national team offer comprehensive production support to feature film and high-end TV.

From Bridgerton, House of the Dragon and The Crown to Mission Impossible, Indiana Jones and Wonka – we work to strengthen regional filming capacity through partnership to ensure communities across the nation enjoy the profile, job opportunities and economic benefits that the sector generates.





National Delivery Organisations



SCREEN SCOTLAND
SGRÌN ALBA



Meeting the needs of the film and high-end TV industry



200+ feature films and HETV productions filming in English Regions in 2024/25, contributing to an **estimated local spend exceeding £216 million**



Facilitating connections for **7,000** freelancers and new entrants with job opportunities and **1,000+** local supply chain businesses



Navigate a complex network of contacts and procedures, guiding productions to talent, infrastructure, supply chains, and film-friendly locations.



Enabling an expansive network of partners



We provide active support to **100+ Local Authorities**, representing nearly one-third of all Local Authorities **across 6 regions of England** (outside London, NE and Yorkshire).



Pioneering **Local Economic Toolkit** demonstrating with economic evidence how screen production **contributes spend and value**, supporting local initiatives and investment.



Flexible support model culminating in annual flagship summit consistently drawing active participation from Local Authorities nationwide.



creative
england

Filming in England

Local, regional and national advocacy



Fostering broad and inclusive collaboration within the **Filming in England Partnership**, with **over 300+** member organisations



Toolkits and **evidence-based insight** of the screen sector in English Regions enhancing informed decision making.



Unified promotion & representation of English Regions on both domestic and global stage

Filming in England

Measuring Matters Local Economic Impact Toolkit

Presented By Creative England
and Olsberg • SPI

A unique toolkit for local authorities across the eight English Regions to measure and communicate the impact of the screen sector on their communities, and to showcase the benefits to the local economies.

OLSBERG • SPI

Impact to Local Businesses:

- ❖ **Immediate economic boost** – providing accommodation, catering & more to 50-300+ cast & crew
- ❖ **Job creation** – local crew, carpenters, painters, etc.
- ❖ Increased local **tourism** – ‘Set Jetting’



Screen Tourism

UK Visitors

Propensity to visit film and TV locations on UK leisure trips



7 in 10

have visited a film or TV programme/series location while on a leisure trip to the UK



Food truck at a festival at Highclere Castle with house behind ©VallBritain/Anastasia Uslerakova



Source: Aniholt-Ipsos Nation Brands Index 2023. Q2: Did you visit a location(s) seen in a film or TV programme/series whilst on holiday/vacation in the UK? Base: UK Visitors

UK Visitors

The Power of Screen Tourism

Film and TV is a key driver in influencing UK leisure visitors' decision to travel outside of London

1 in 6

Of those that have visited the UK for leisure were influenced by a film or TV location to travel outside of London



Dudley, West Midlands, England © The Black Country Living Museum



Source: Aniholt-Ipsos Nation Brands Index 2023. Q3b: To what extent did the film or TV programme/series location influence your decision to visit a region outside of London? Base: UK leisure visitors n=16,658

Ripple Effect Case Studies

What?

A visual presentation of the impact of production on the economy outside of the screen sector.

They can be used as a reference point to demonstrate the potential impact that production activity can have in a jurisdiction.

How?

A process that forensically reviews a production's below-the-line expenditure and categorises it against several pre-defined business sectors that do not specifically cater to screen production but are equipped to contribute resources and services to productions.



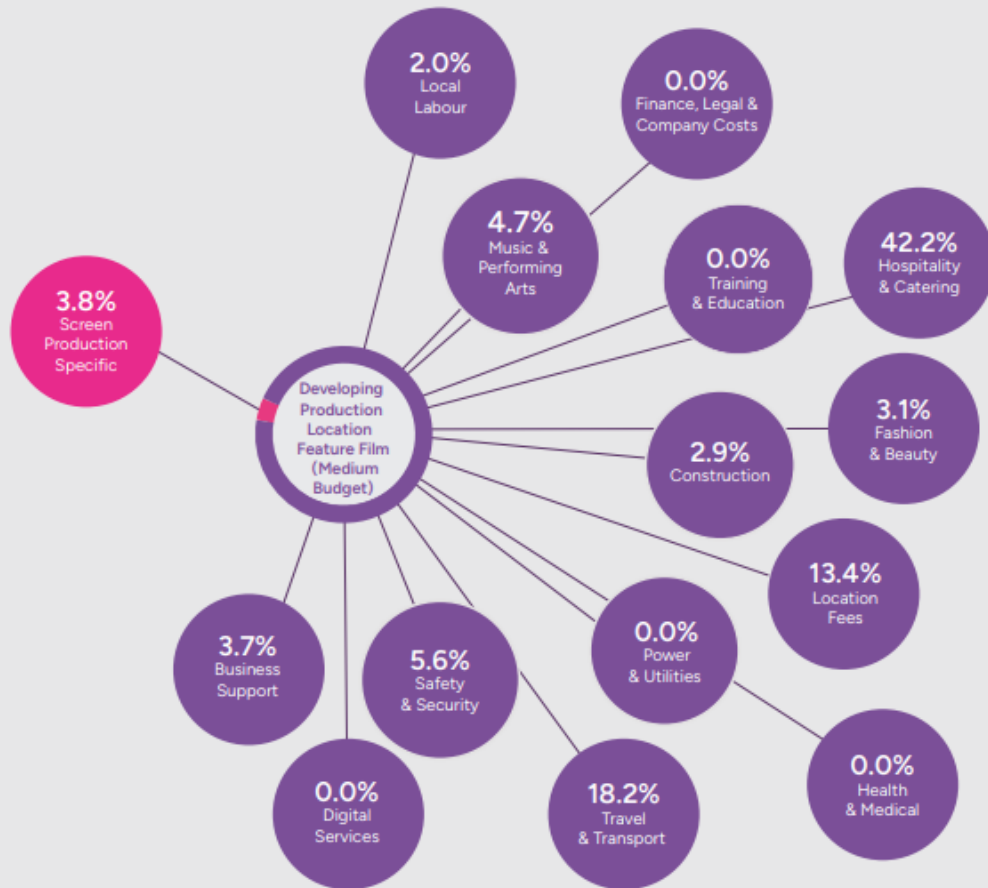
Filming in England

Classification: Developing
Production Location
Production Genre: Feature Film
Budget: Medium
(£10m+)

On location not in proximity to a production hub saw production set up bases in shooting locations and using local infrastructure, resources and services.

Notable amount of budget allocated to Hospitality and Catering (42.2%), Travel and Transport (18.2%) and Location Fees and Real Estate (13.4%)

3.8% Screen Production Specific | 96.2% Ripple Spend Specific





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England

Filming
in England



Hamnet: *Weobley & Cwmmau Farmhouse*

BBC Sign in Home News Sport Weather Player

NEWS

Home | UK | World | Business | Culture | Politics | Health | Tech | InDepth | BBC Verify | Climate

England Local News

The Hollywood effect of Hamnet on its filming locations



UNIVERSAL STUDIOS

The film, based on the 2023 novel of the same name, has been tipped for success at the Oscars

Chloe Hughes, West Midlands and **Kate Justice**, in Herefordshire

11 January 2025

'The Hamnet Herefordshire effect'

In Herefordshire, Nick Mason, county councillor for the Weobley ward said: "The sleepy village of Weobley really woke up... it was a little bit of Hollywood in Hereford."

"This film is the marketing or advertising that money just can't buy."

Despite going through a transformation for filming, such as blocking off signage and covering the streets in straw, the village still bears some resemblance to 1596, the time period the film is set in.

Many of the black and white buildings are from the late 15th and early 16th century and the landscape nearby is described by Visit Herefordshire as "bucolic" and "Shakespearean", so visitors keen to immerse themselves in the film's world won't have to stretch their imagination.



JANE KEATING

Weobley in Herefordshire was the filming location for many scenes in the film

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Travel - UK

Is Herefordshire experiencing a Hamnet boom? The quiet corner of England that's been cast into the spotlight

How the award-winning motion picture could help Herefordshire rival the Cotswolds when it comes to rural escapes

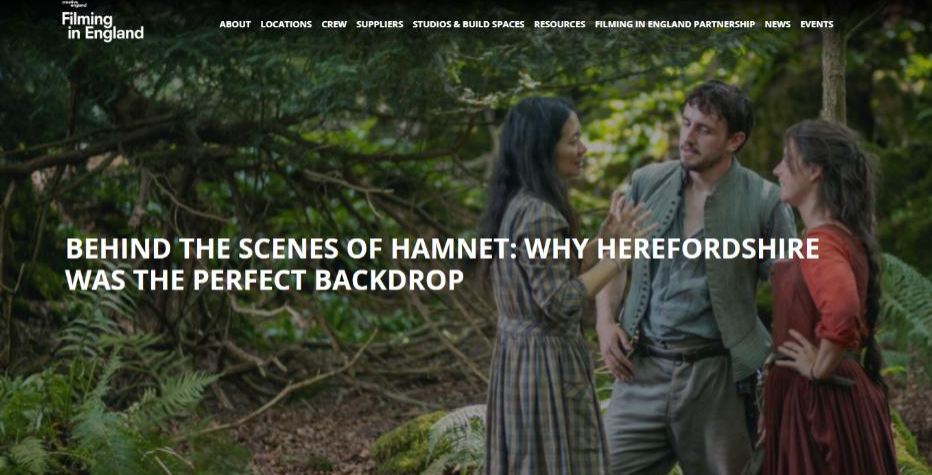
Amelia Heath
Monday 26 January 2025 10:50 GMT

From matte a last, we're you w confic it star a con

Share 1 Comment

Filming in England

ABOUT LOCATIONS CREW SUPPLIERS STUDIOS & BUILD SPACES RESOURCES FILMING IN ENGLAND PARTNERSHIP NEWS EVENTS



BEHIND THE SCENES OF HAMNET: WHY HEREFORDSHIRE WAS THE PERFECT BACKDROP

The Telegraph News Iran crisis Sport Business Money Travel Tools Opinion Ukraine Health Recommended Life

TRAVEL

Europe - UK Worldwide - City breaks - Hotels - Cruise - Ski -

TimeOut WORLDWIDE

EXPLORE CITIES TIME OUT MARKETS

NEWS THINGS TO DO FOOD & DRINK TRAVEL HOTELS MOVIES MUSIC TIME OUT MARKET

Travel's UK

This charming Herefordshire town is the heart of Hamnet


Standing in for Stratford-upon-Avon in the newly released film, unassuming Weobley of silver-screen stardust

Chris Leadbeater
Travel Correspondent

Chris is an award-winning journalist with more than 30 years of experience in travel writing. See more

Published 10 January 2025 10:00 GMT

Related Topics
Europe United Kingdom Paul Merton William Shakespeare Herefordshire



The town of Weobley featured in the Dickensian book 'Weir' Credit: Jane Keating

Share

News

The 7 remarkable real-life locations that made 'Hamnet'

Oscar-nominated production designer Fiona Crombie on the movie's hand-made Tudor England


Written by Phil de Semlyen
Global film editor
Thursday 3 January 2025

Share

2. The Hathaway farm was filmed in Herefordshire

The *Hamnet* team found their Hathaway farm, Hewlands, where William first encounters Agnes while working as a tutor, 70 miles west of the real deal in the Herefordshire hamlet of Cwmmau. "It was an amazing Tudor house," says Crombie. "We painted, we did heaps of work there: interior, exterior, we planted all the gardens, we re-fenced, we built barn structures. We were there for weeks prepping."

How to stay at Cwmmau Farmhouse



Photograph: Focus Features | The exterior of Henley Street in Weobley

Bringing Shakespeare to Herefordshire

- Cast & crew of **300+**
- Shot over **2 months** –
- **Total estimated spend of over £841k***



Taking a project to a relatively non filmed area of the Country can come with its challenges. However, from the moment that I first contacted Herefordshire Council, we received the upmost support with this project. Herefordshire Council and Herefordshire County BID attended site recces, online meetings and provided us with the necessary Council contacts to ensure that we could maximise our time spent in the County.

Lindsey Powell,

SUPERVISING LOCATION MANAGER

Filming in England

“We filmed at multiple locations across the County and received wonderful local support and contacts were made for life. Many of the crew still say they would travel back to Weobley for the Green Bean Cafe!”

A special thanks to the residents, businesses and Parish Council in Weobley and surrounds for working with us and allowing the smooth closure of the village for multiple weeks.”



National Supplier Directory

- Features **over 1,000 businesses** covering every aspect of the film and TV supply chain
- Integral to providing **reliable, local suppliers** to productions filming across the English regions
- Connecting **sustainable businesses** with productions – easily showcase highlight your **professional, ethical, and environmental credentials**
- Members of the directory have additional **exclusive access to Filming in England Connect events** and can join the **Filming in England Partnership** – a national network of trusted, film-friendly businesses.

CREW & SUPPLIERS

FILMING IN ENGLAND'S SUPPLIER DIRECTORY

Join the Filming in England's Supplier Directory – the ultimate National resource for productions!

Our National Directory allows productions to navigate film & TV supply chain businesses in the English Regions effortlessly. With over 1000 listings, the directory is industry's indispensable companion when filming in England, outside London. From catering to car hire, to portaloos and prop houses, we are productions gateway to a network of film friendly businesses.

Why choose our Directory?

Whether you're in the business of providing essentials or specialised services, our Supplier Directory is the conduit to connect your directly with industry seeking precisely what you offer. Beyond connections, we are here to showcase your business's expertise and ethical values.

Registration Requirements:

Your business should be located in England, outside London or operate beyond the bounds of London exclusively.

Note: We champion Sustainable suppliers with strong environmental policies and recognised green credentials to connect them with productions. If your company has Environmental Policy or Green Credentials please review our [guidance document](#) and upload the relevant documentation.

LISTING TYPE Suppliers	
FIRST NAME *	LAST NAME *
COMPANY	
EMAIL ADDRESS ChelseaFoster *	
PASSWORD *	VERIFY PASSWORD *
<input type="checkbox"/> I have read and agree to the Terms of Services and Privacy Policy .	
Submit	Clear

Filming in England

ABOUT LOCATIONS CREW SUPPLIERS STUDIOS & BUILD SPACES RESOURCES FILMING IN ENGLAND PARTNERSHIP NEWS

CREW & SUPPLIERS

SEARCH FILTERS

NAME

CAPACITY

GENRE

Location

Region: West Midlands

Country: Herefordshire

LOCAL AUTHORITY

GREEN CREDENTIALS

EQUAL OPPORTUNITY POLICY

ENVIRONMENTAL POLICY

WILLING TO WORK IN PART

WILLING TO WORK IN EAST MIDLANDS

DIRECTORY > SUPPLIERS

SUPPLIERS LISTING

Display Options

Sort By Name | Last Updated

NAME	LOCAL AUTHORITY	REGION / REGION	ACTIONS
ACCOMMODATION - Cottages/ Self Catering			
Big House Lets	Herefordshire Council	Herefordshire, West Midlands	👤 📄
JOHN Campes Ltd	Herefordshire Council	Herefordshire, West Midlands	👤 📄
EQUIPMENT / RENTAL - Camera Rental Equipment			
Quintusions Multimedia Ltd	Herefordshire Council	Herefordshire, West Midlands	👤 📄 📄
EQUIPMENT / RENTAL - Generator rental			
devin. pro	Herefordshire Council	Herefordshire, West Midlands	👤 📄
FACILITIES / AGENCIES - Events Company			
Quintusions Multimedia Ltd	Herefordshire Council	Herefordshire, West Midlands	👤 📄 📄
FACILITIES / AGENCIES - Outside Broadcast facilities			
Big House Lets	Herefordshire Council	Herefordshire, West Midlands	👤 📄
FACILITIES / AGENCIES - Production Services company			
Quintusions Multimedia Ltd	Herefordshire Council	Herefordshire, West Midlands	👤 📄 📄
HEALTH / SAFETY - Security Companies			
Truscom Services Ltd	Herefordshire Council	Herefordshire, West Midlands	👤 📄
LOCATIONS - Equipment & Supplies			

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Filming in England



Thank you!

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in England

Chelsea Foster

Production Liaison Manager, North West & Midlands

chelsea.foster@creativeengland.co.uk

filminginengland.co.uk

  filminengland

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VISIT

HEREFORDSHIRE

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Herefordshire
County BID

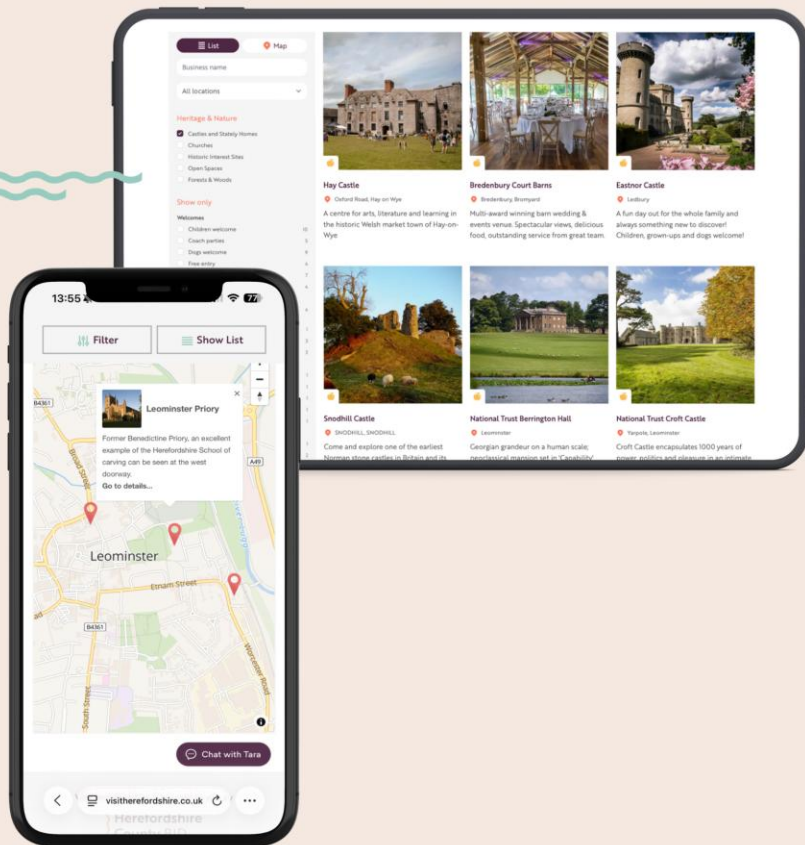




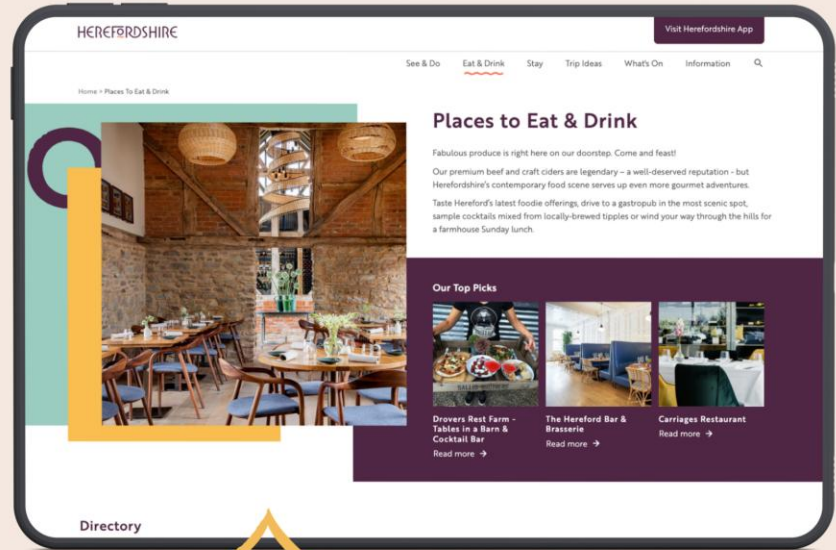
Website updates

- 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

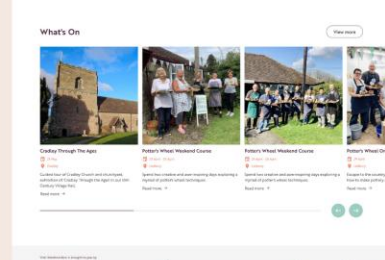
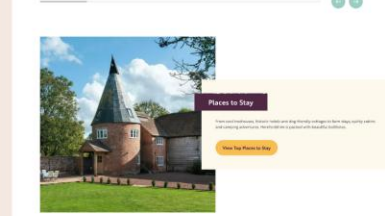
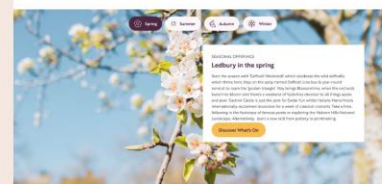
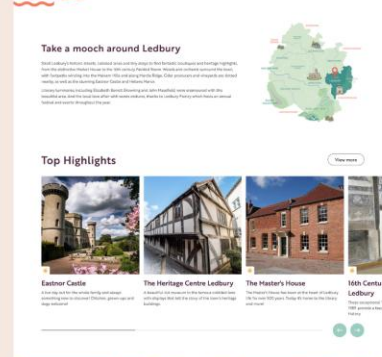
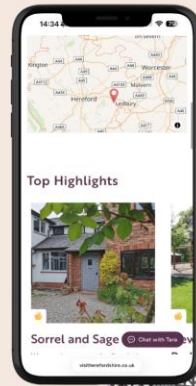
Exploring what the county has to offer



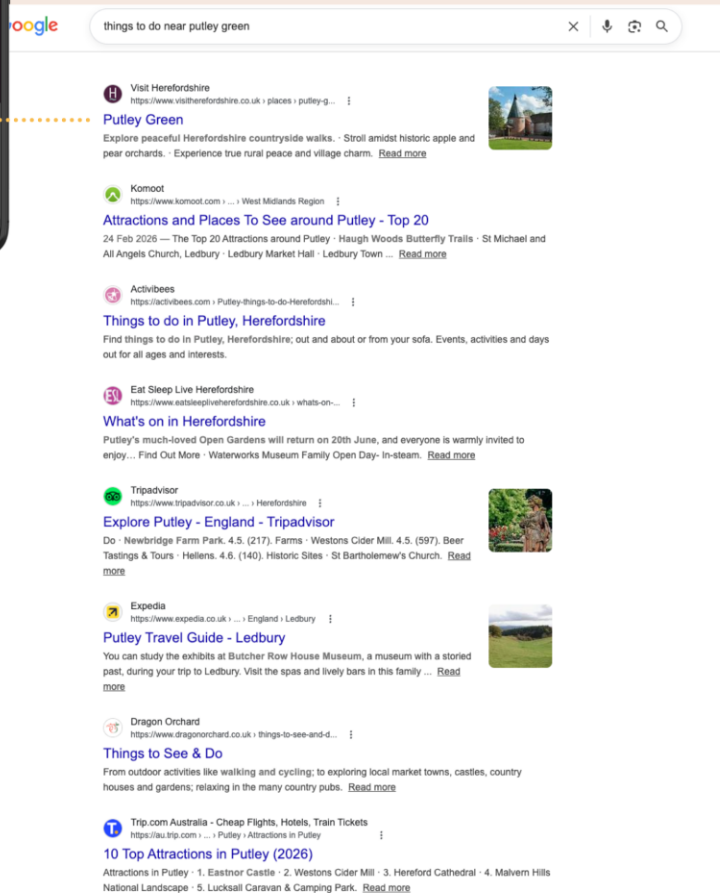
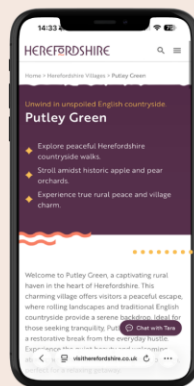
Exploring what the county has to offer

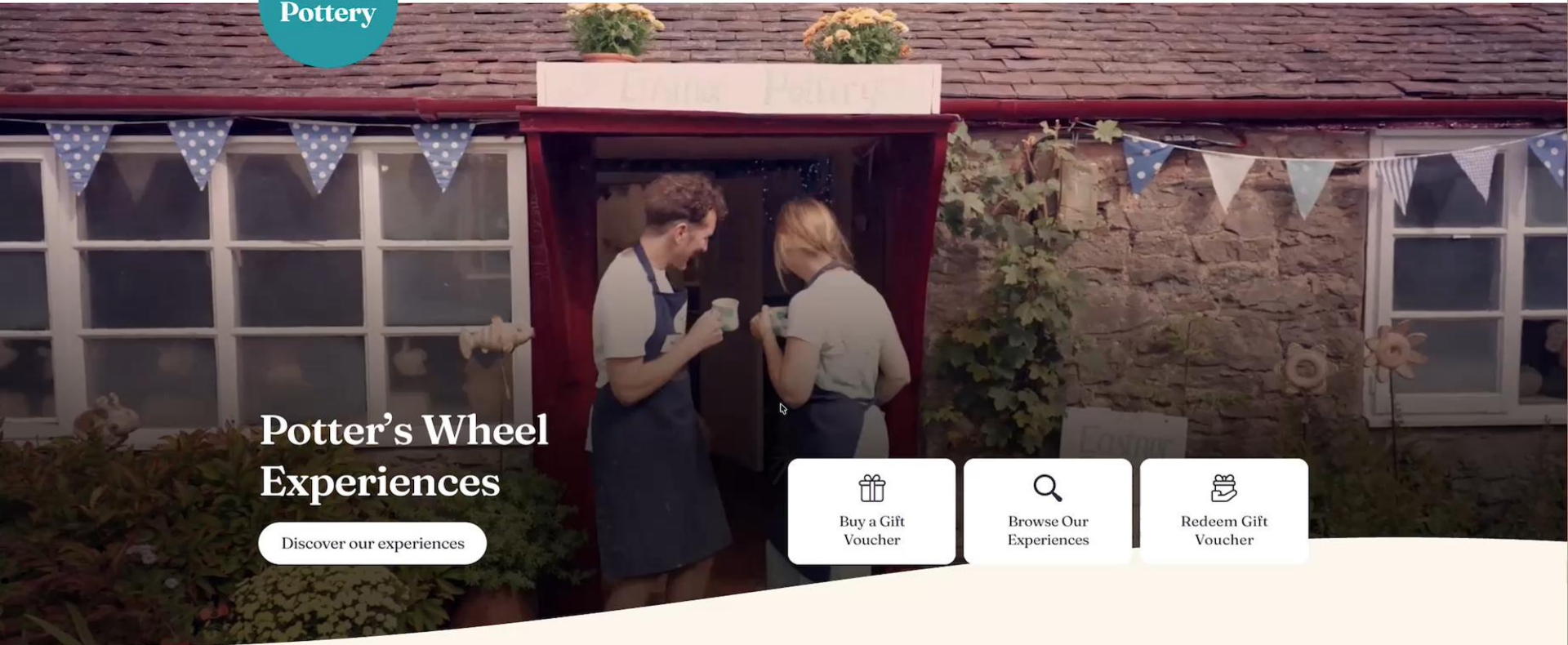


Helping visitors make the most of their stay



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.

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.

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.

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-4225-7175-97b4-1a4f36a6c858"></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-4225-7175-97b4-1a4f36a6c858"></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-4225-7175-97b4-1a4f36a6c858" 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**



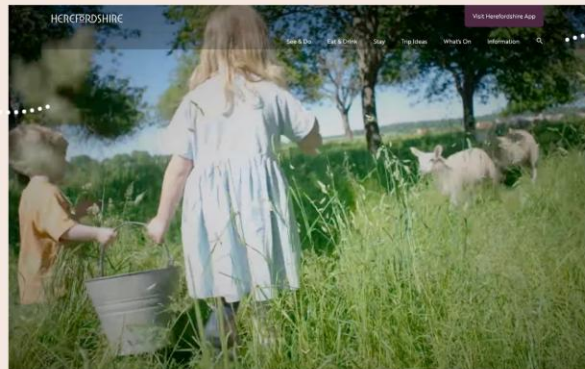
Spring clean underway

- 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 market 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



Lunch Will Be Served In The Hummingbird Bar

**VOTE
YES**

HEREFORDSHIRE
brought to you by
Herefordshire
County BID

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**

VISIT **HEREFORDSHIRE**

brought to you by

 Herefordshire
County BID



**Visitor
Ready[®]**

Natalie Clayton
Marketing & Partnership Manager
AA Hotel and Hospitality Services



Scheme Modernisation

Your Benchmark
for Brilliance



New scheme structure

- Simplified and modernised approach
- Three simple levels
- Easy to understand, accessible and fit for purpose
- Quality in context approach

Quality Assessed



Quality Star Rated



Quality Schemes

- Quality assessed gives businesses the option to be fully inspected without a star rating
- Opportunity to achieve the various awards that the schemes offer
- Quality Star rating recalibrated to 3 to 5 Stars
- 3 Stars becomes the new minimum requirement at each level
- Promotes importance of sustainability and accessibility

Introducing Visitor Ready

Working in partnership with regional tourism

Visitor
Ready

VISIT HEREFORDSHIRE

brought to you by
Herefordshire
County BID





Brand New Scheme

- Accessible to the entire hospitality industry
- Free digital accreditation
- Completely online process
- Quick and easy
- Robust and credible
- Verifying key mandatory requirements
- Provides secure digital wallet, automatic renewal reminders, and legislation updates
- A trust mark for consumer confidence



Visitor Ready®

Approved



Digital badge and credentials



Contact

Find out more about us

Account

Visitor Ready



Temple Croft B&B

Credential Owner Claimed Profile



Temple Croft B&B

Add to [LinkedIn](#)



Verify Credential

Download Credential

Issue Date

2025-Apr-08

Credential Description

This business has earned the Visitor Ready accreditation by providing evidence of compliance to mandatory legislation for hospitality, ensuring customer health and safety. Customers can visit with confidence.

Skills

Regulatory Compliance



Digital package

Visitor Ready Badge & Accreditation

Free

Free accreditation for any tourism, leisure, and hospitality business in the UK.

- ✔ Digital badge
- ✔ Digital wallet
- ✔ Industry-backed
- ✔ Get industry updates

Apply free today

Visitor Ready Digital Package

£12.99 per month (excl. VAT)

or £100.00 per year (excl. VAT)

Everything in the free package, plus...

- ✔ Page on AA RatedTrips.com
- ✔ Direct referrals to your site
- ✔ Access to in-depth advice
- ✔ Free industry magazine

Purchase and apply

Testimonials



“Visitor Ready has been like a friendly signpost pointing people straight to good coffee and cake!”

Dominique at The Galloping Grind



“This accreditation has helped us in recent award recognitions and will be part of our annual benchmarking process.”

John at Spitfire Visitor Centre



“We proudly joined the Visitor Ready scheme to showcase our unwavering commitment to safety and quality.”

Ruth from Hooked-On Group



“Visitor Ready emphasises our compliance with health and safety regulations helping us stand out from our competition and thus increasing our booking rate.”

Mark at Landlord Direct



“Visitor Ready provides immediate reassurance to our visitors that we uphold essential safety and operational standards.”

Rachel at Lake District Estates



Industry Supporters



**Apply now at
www.visitorready.com**

**Support Queries
Support@visitorready.com**



outdooractive

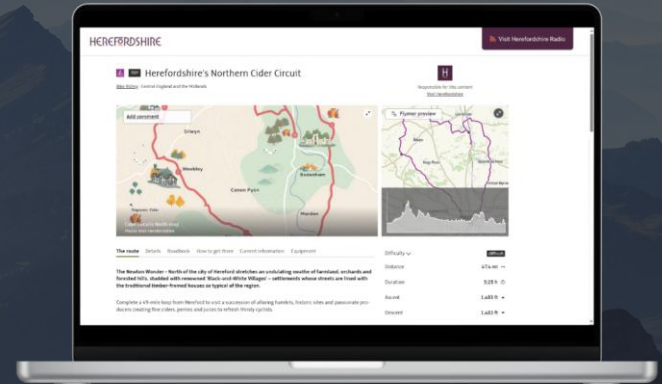


VISIT HEREFORDSHIRE

brought to you by
Herefordshire
County BID

outdooractive Business

Supporting the delivery of
Herefordshire's tourism
objectives



Jamie Carroll

Head of UK Business Solutions | Outdooractive UK

Supporting UK & Ireland destinations and visitor businesses to unlock the value of responsible outdoor tourism



WHO WE ARE

We are Outdooractive — and for over 30 years, we've enabled better outdoor experiences through pioneering technology that guides, connects and protects all stakeholders in outdoor tourism.



WE GUIDE

We deliver the most reliable planning and navigation tools to a worldwide community of outdoor tourists.



WE CONNECT

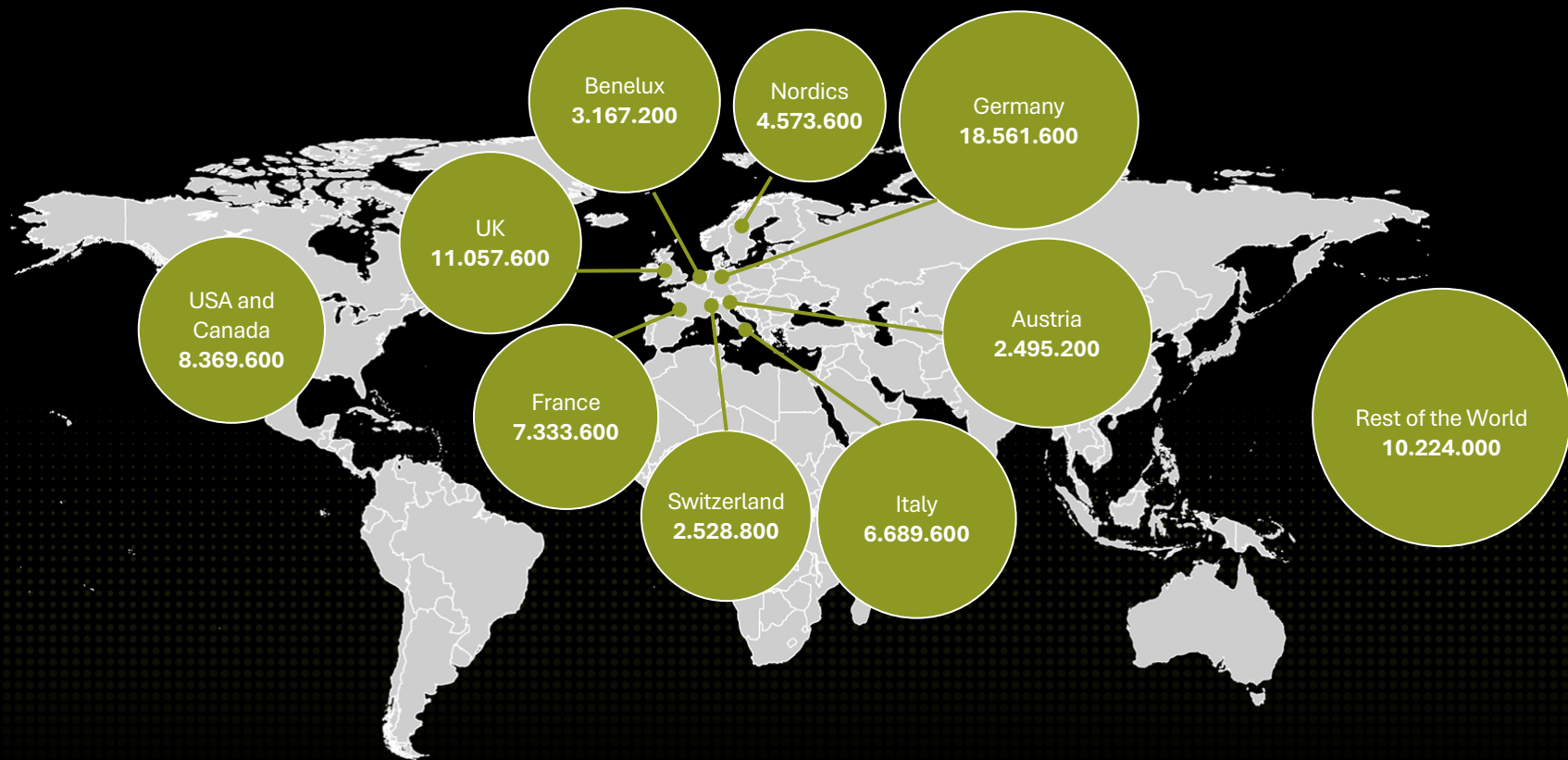
We enable meaningful interactions between community members and the offering of our official partners.



WE PROTECT

We help everyone in the outdoor industry make more sustainable decisions for the good of our planet.

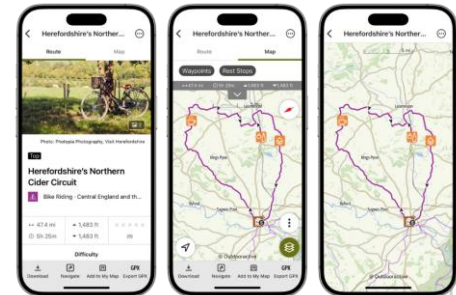
70 Million outdoor enthusiasts across the World



What we have done so far

Partnership activated in January 2026

- Digitised the regions walking, cycling and POI's
 - x60 hi-quality, engaging, accurate and immersive routes to enhance the visitor and community experience
 - Added x400 points of interest (inc. businesses) to the Outdooractive platform
- Enriched Visit Herefordshire website with accurate and reliable outdoor activity content
- Branded destination ownership of Outdooractive's Herefordshire Travel Guide
- Delivered a marketing campaign to Outdooractive's UK audience
- Destination specific native mobile application



What has the performance been so far?

Marketing Campaign	
Impressions	2,503,490
Page Views	5,940

App installs	
iOS	802
Android	451
Total	1,253









Year to date totals	
Impressions	2,700,530
Page Views	22,151
Actions	6,172



Where do visitors spend their time?

Insights

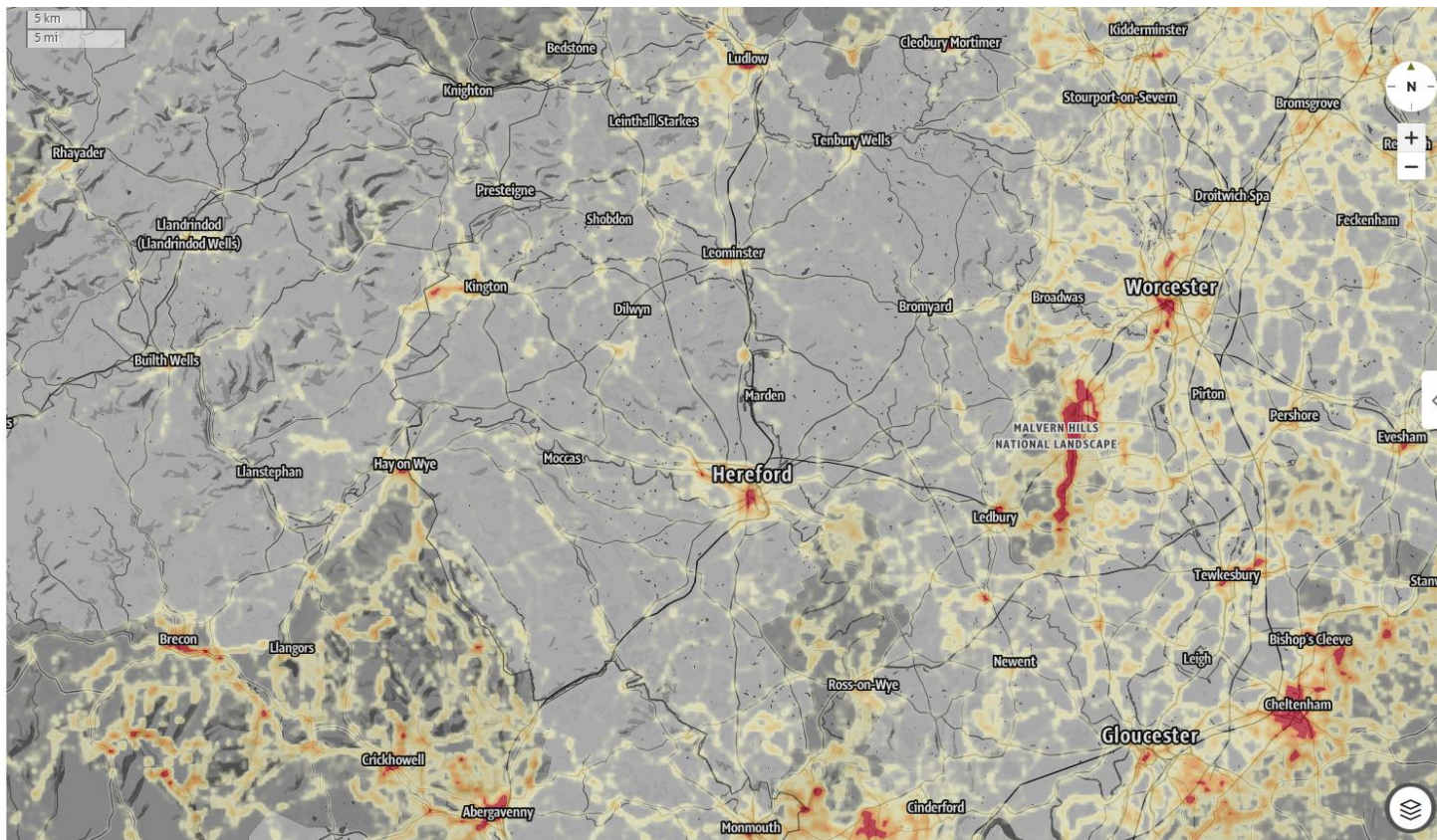
< Back to My Business

-  Overview
-  Content Reach Report >
-  Region Reach Report >
-  Platform Reach Report >
-  Heatmaps >
-  Live
-  History
-  Trails

 Outdooractive Editors



← Log out



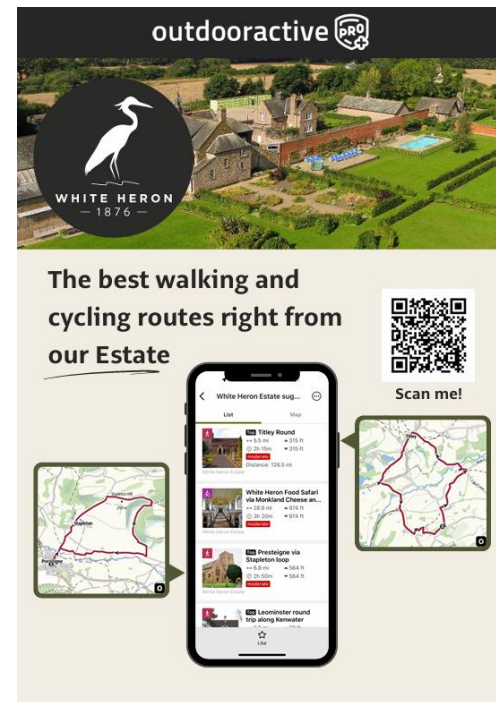
What's next?

Would you like to?

- Supercharge your business visibility to a global audience of outdoor enthusiasts?
- Become an Outdooractive 'Top Partner'?
- Create your own outdoor activity content for your business and utilize through your own digital channels?
- Enhance your customer/guest experience when exploring Herefordshire?
- Play your role within the destination's goal of the maximizing the number of app downloads?

If you would like to investigate how to do amplify your business/organisation offering, please come and have a chat with me today or contact me directly on:

Jamie.carroll@outdooractive.com
07903 714123





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FREE Learning to all BID businesses

Darren Baldwin – Thursday 23rd April 2026

Who are SEEDL?

- Award winning LIVE learning platform
- Winners of New Business of the Year 2023 – Hampshire Business Awards.
- Founded in Hampshire in 2020.
- Support 2,000 organisation's across 70 countries and growing.
- The World's ONLY (currently!) **Unlimited Live Learning** subscription company.
- Over 300 Courses of which 200 are live – ALL offered-On Demand.
- Courses delivered by experts and certified by CPD
- 1,000 live events per year, ALL courses available On Demand.
- Staff can download certificates of completion.



Employees of Herefordshire County BID businesses can access all of this FOR FREE (funded by the BID).

SEEDL – The Platform ?

What Live Learning Means Why Live Learning Matters

- Real-time interaction with expert facilitators
- Higher engagement and better knowledge retention
- Employees can ask questions, share challenges, and learn together
- Feels like a workshop, delivered digitally

Flexibility Built In

- Join live or watch later
- Suitable for hybrid, remote, and on-site teams
- Supports continuous learning without disrupting the working day



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

- Understanding Sales Essentials
- Enhancing Your Sales Skills
- Mastering Sales
- Commercial Mindset

- Potential Managers Essentials
- Leadership Essentials
- Coaching
- Leading a Sales Team
- Performance Management

- Operational Excellence
- Delivery Excellence
- Strategic Excellence
- Retail & Hospitality Service

- Conversation Styles
- Style Awareness
- Public speaking
- Creating powerful presentations
- Human technical skills
- Customer communications

- COSHH
- Working at heights
- Driver safety training
- Fire Warden training
- Manual Handling
- Risk Assessments
- Bar Staff (and licencing) training

- Project Management
- Excel
- Word
- PowerPoint
- Micro Learning (20-minute sessions)
- Time Management

- GDPR
- Bullying & Harassment
- Ask Angela
- Martyn's Law
- Cyber Essentials
- Sexual Harassment

- Protecting Your Mental Wellbeing
- Stress Management
- Mental Health Awareness for Managers
- Guided Relaxation
- SEEDL Chilled



SEEDL Chilled Radio
iOS & Android



Download our full prospectus



How do we help your staff?

Your SEEDL Dashboard A Simple, Intuitive Experience

- Browse all live and on-demand courses
- Track learning progress and upcoming sessions
- Personalised recommendations based on interests and role
- Easy access for employees at every level



How do we help your staff?

- Upskilling for performance
- Staff onboarding
- Compliance training



Next Up (Live): Understanding & Managing Stress within a Team: The Essentials - 9:30 AM to 10:30 AM

SIGN UP

Complete our short survey to receive personalised course recommendations for you or your business.

OPEN SURVEY

LEARN - PERFORM - SUCCEED

Herefordshire County BID

Welcome to your FREE learning platform, open to local business and employees.

START LEARNING →

Categories



Security and Crime
Prevention



Project Management



Business Essentials



Compliance

Recommendations

3 clicks from home screen to booking

The screenshot shows the website's home screen. At the top, there is a dark purple header with 'Powered by SEEDL' on the left and 'English Europe/London', 'Dashboard', 'My Account', and 'Logout' on the right. Below this is a navigation bar with the 'Herefordshire County BID' logo on the left and a menu with 'Home', 'About', 'Courses', 'Books', 'Videos', 'Upgrade', and 'Support' on the right. A white arrow points from the 'Courses' link to a blue banner that reads 'Next Up (Live): Understanding & Managing Stress within a Team: The Essentials - 9:30 AM to 10:30 AM' with a 'SIGN UP' button. Below the banner is a dark purple bar with the text 'Complete our short survey to receive personalised course recommendations for you or your business.' and an 'OPEN SURVEY' button. The main content area features a dark purple box with the text 'LEARN - PERFORM - SUCCEED', 'Herefordshire County BID', and 'Welcome to your FREE learning platform, open to local business and employees.' with a 'START LEARNING ->' button. Below this is a 'Categories' section with four white cards: 'Security and Crime Prevention' (red icon), 'Project Management' (green icon), 'Business Essentials' (orange icon), and 'Compliance' (grey icon). At the bottom, there is a 'Recommendations' section.

Click on Courses

Browse 300 Live & ON Demand

Powered by SEEDL English Europe/London Dashboard My Account Logout

Herefordshire County BID Home About Courses Books Videos Upgrade Support

Next Up (Live): Understanding & Managing Stress within a Team: The Essentials - 9:30 AM to 10:30 AM SIGN UP

Complete our short survey to receive personalised course recommendations for you or your business. OPEN SURVEY

Home > Courses

PROGRAMMES Courses

Filters 379 results - Page 1 of 43

Events
See today's events
See tomorrows events

View By
Pathways
Programmes
Courses
Certified
On Demand
New
Expiring Soon

Categories
All
Security and Crime Prevention
Project Management

MENTAL WELLNESS
MENTAL HEALTH AWARENESS FOR MANAGERS
Understanding & Managing Stress within a Team: The Essentials
This course is a practical session for anyone responsible for managing people. Using real-world case studies and everyday team scenarios...

MICROLEARNING
BUSINESS ESSENTIALS - MICRO
Top Tips for Managing Your Inbox More Efficiently
On average a typical worker could receive up to 120 emails every day! Join this 20-minute webinar where you will learn some top tips...

MICROLEARNING
PROJECT MANAGEMENT - MICRO
Effective Project Communication
This 20-minute burst of learning will cover strategies for managing project stakeholders through clear communication. How can you communicate...

Next Event:
Date Apr 20, 2026 Time 9:30 AM

Next Event:
Date Apr 20, 2026 Time 11:00 AM

Next Event:
Date Apr 20, 2026 Time 11:30 AM

Next event always highlighted top

Search by keyword

View s list or calendar

All lives events sorted with soonest first

Filter by
category



- On Demand
- New
- Expiring Soon
- Categories**
- AI
- Security and Crime Prevention
- Project Management
- Business Essentials
- Compliance
- Exhibitions
- Management Essentials
- Leadership
- Communication Skills
- Customer Service Excellence
- Sales
- Health & Safety
- Mental Wellness
- Retail
- Hospitality
- Office 365
- Microlearning
- Workplace Readiness
- Role Play
- Facilitators**

Essentials

This course is a practical session for anyone responsible for managing people. Using real-world case studies and everyday team scenarios...

Next Event:

Date **Time**
Apr 20, 2026 9:30 AM



MANAGEMENT ESSENTIALS PROGRAMME

12. Managing Hybrid Teams

Manage hybrid teams effectively across three essential areas: productivity, engagement, and practicalities. Structure teams for success...

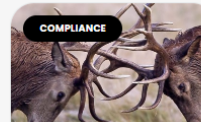
Next Event:

Date **Time**
Apr 20, 2026 10:00 AM

On average a typical worker could receive up to 120 emails every day! Join this 20-minute webinar where you will learn some top tips...

Next Event:

Date **Time**
Apr 20, 2026 11:00 AM



COMPLIANCE

Conflict of Interest

Understand conflicts of interest (actual, potential, and perceived) and the UK legislation governing them. Explore the 'fudge'...

Next Event:

Date **Time**
Apr 20, 2026 2:00 PM

This 20-minute burst of learning will cover strategies for managing project stakeholders through clear communication. How can you communicate...

Next Event:

Date **Time**
Apr 20, 2026 11:30 AM



MENTAL WELLNESS

Protecting Your Mental Wellbeing

Sleep and Relaxation

You need to relax more: if it were as easy as that none of us would be stressed! Understand why a lack of sleep and relaxation is so...

Next Event:

Date **Time**
Apr 20, 2026 1:00 PM

Once you've found your course

General Data Protection Regulation (GDPR)

Learn how GDPR (General Data Protection Regulation) returns control of personal data to individuals while holding organisations accountable. Explore why this regulation was introduced, major enforcement fines (Meta €1.2 billion, Amazon €750 million), and why 73% of customers abandon companies with privacy breaches.

Study GDPR's seven principles governing data collection and management, consent requirements, and data subject rights. Strong data protection standards build customer loyalty while protecting your organisation from significant financial and reputational damage.

Key Takeaways

- Understand GDPR's purpose to give individuals control over personal data while increasing organisational responsibility, with severe penalties (up to €20 million or 4% of global turnover) for non-compliance
- Recognise data breach causes (52% external attacks, 25% system glitches, 25% human error), average costs (\$4 million per record), and impact on customer trust and loyalty
- Apply GDPR compliance across seven principles, consent and cookie management, data protection practices, and data subject rights while respecting legitimate exceptions

Duration
60 minutes

Aimed at
Any level

Facilitator
Simon Sparks

Quiz
Yes

Certificate
Yes

CPD CERTIFIED
The CPD Group

Recommendation
★ 97.26%
of users said they'd recommend this course.

On Demand
If you're unable to attend a live event then you can watch on demand (recording)

WATCH NOW →

Invite your Team
Share an event with your team.

SEND INVITATIONS →

Events

Date
Apr 29, 2025

Time
2:00 PM

SIGN UP →

Duration

Trainer Name

Description

Choose to watch on Demand or an upcoming event

All your bookings are stored on 'My Account' page

Learning Stats
Start learning to see where you place.
[SEE MORE STATS](#)

Upcoming Events
Events in progress will not appear here after 15 minutes of starting, they will show under "Past Events" once completed.

Event	Date	Link	Cancel Booking
There are no upcoming events booked			

Past Events
Please note there may be a short delay after a live event before it is shown below.

Title	Handout	Recording	Feedback	Quiz / Certificate
Excel Micro Learning Session 1 Sep 22, 2025 - 2:00 PM ❌ Did Not Attend	N/A	🎧	🗳️	N/A
Applying Agile Principles to Agile Teams Sep 19, 2025 - 3:30 PM 🟡 Partially Attended	📄	🎧	🗳️	N/A
Train the Trainer Sep 18, 2025 - 3:30 PM 🟡 Partially Attended	📄	🎧	🗳️	N/A

[SEE ALL PAST EVENTS](#)

On Demand
To access certificates you must complete 80% or more of the on demand video and complete a quiz.

Title	Handout	On Demand	Feedback	Quiz / Certificate	Delete
Engagement of People and its Connection to Company Performance 🟡 Stalled (0%)	📄	📺 WATCH	🗳️	N/A	🗑️

Upcoming bookings

Past bookings including attendance tracking

On Demand progress

Get you or your team added!

Climb Aboard!

Want to add your business?

If you run a business and would like to add multiple users to SEEDL, then click the button below to bulk import.

START BULK IMPORT

Complete the registration form below to embark on your learning journey.

First Name *

Surname *

Email Address *

Password *

Password must be 6 or more characters long, contain upper and lowercase letters, numbers, at least one symbol and not be easy to guess.

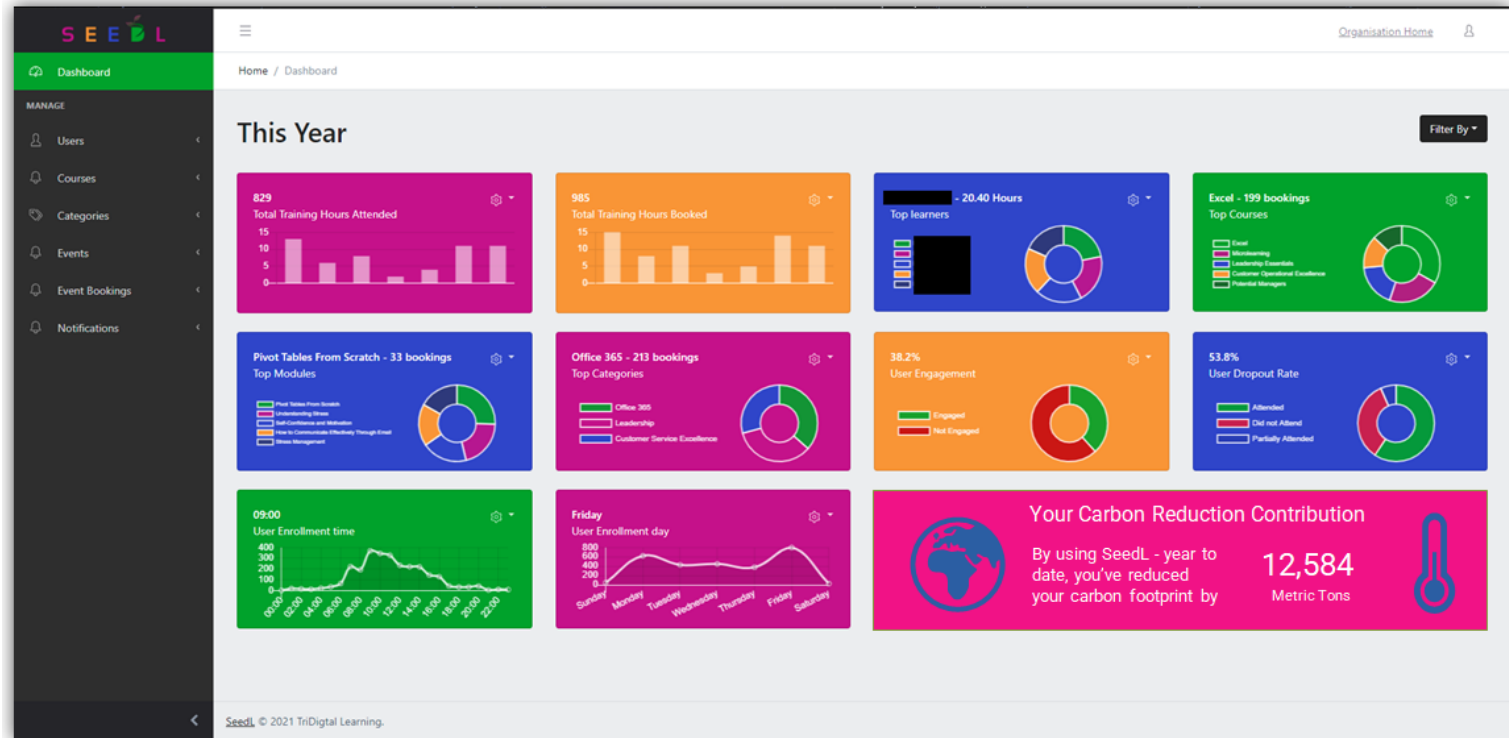
Repeat Password *

Phone Number *

Add your team with our Bulk Upload tool.

Or get your employees to register directly on the site.

Client's Dashboard provides employee insight



Q&A



Follow us on
LinkedIn for
competitions
and latest
course
announcements



VISIT

HEREFORDSHIRE

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**Herefordshire
County BID**



Closing Remarks

Joanna Hilditch

White Heron Estates



Glenn Jones
Discover Parks



Herefordshire County BID & Visit Herefordshire Co-Chairs





VISIT HEREFORDSHIRE

Tourism Conference

2026