

## Herefordshire County BID Ltd

Friday 24<sup>th</sup> July 2026

10:00am to 12:00pm

### Board Minutes

| Name                                 | Company                         |
|--------------------------------------|---------------------------------|
| Jo Hilditch (BID Co-C) - Chairperson | The Whittern Estate             |
| Glenn Jones (BID Co-C)               | Discover Parks                  |
| Matthew Pudge (BID VC)               | The Hop Pocket Shopping Village |
| Andrew Blandford                     | Blandfords                      |
| Tara Emery (Staff)                   | Herefordshire County BID        |
| Diane Mansell (Staff)                | Herefordshire County BID        |
| Frank Myers MBE                      | Wythall Estate Vineyard         |
| Ella Pillidge – (Online)             | Small Breeds Park Farm          |
| James Whitby (Staff)                 | Herefordshire County BID        |

#### Apologies:

| Name                             | Company                                          |
|----------------------------------|--------------------------------------------------|
| Cllr Graham Biggs (Observer)     | Herefordshire Council                            |
| Peta Darnley                     | Netherwood Estate                                |
| Cllr Johnathan Lester (Observer) | Herefordshire Council (Leader of the council)    |
| Cllr Ed O'Driscoll               | Ross-On-Wye Town Council & Herefordshire Council |
| Kari Trajer-Morgan               | Westbrook Court Country House                    |
| Nadine Kinsey (Observer)         | Herefordshire Council                            |
| Roger Allonby (Observer)         | Herefordshire Council                            |

#### 1) Introductions and apologies

JH

JH welcomed the group and shared apologies

#### 2) Confirm Quorum

Confirmed

#### 3) Conflicts of interest

JH

None

#### 4) Minutes of the last Board meeting

JH

**BOARD ACTION: The Board Directors Approved Minutes from previous meeting.**

## 5) Matters arising

JH

Directors reviewed actions arising from the previous meeting and received an update on progress against agreed actions.

Directors discussed the wording of the BID Values previously circulated and provided feedback on potential amendments to be included in the Business Plan and on the website.

**FUTURE ACTION: DM to amend the wording within the BID Business Plan to include podcasts and video content as potential future delivery channels and engagement activities.**

## 6) Ballot Report

DM

- Directors discussed the timeline, consultation process and key milestones for finalising the BID Business Plan. DM advised that businesses will receive the Business Plan on two separate occasions as part of the engagement and communication process. Directors also reviewed the BID Rules and draft BID Business Plan.
- **FUTURE ACTION: DM to update the BID Business Plan to reflect Directors' feedback, including strengthening the opening narrative, bringing key priorities and commitments forward in the document, increasing the prominence of retail businesses, market towns and the £1 billion visitor economy, providing greater recognition of pubs and their contribution to the county, refining the prominence of agritourism, including provision for two Town Council representatives within the governance structure, and incorporating agreed governance wording where appropriate.**
- Directors discussed the terms of the proposed operating agreement.
- **FUTURE ACTION: MP to send over further information on the points in the operating agreement he would like clarified.**
- **FUTURE ACTION: DM to send over a copy of the operating agreement to Hoople, Herefordshire Council and Board Directors and see if they have any comments.**
- **BOARD ACTION: The Board approved progression of the BID Business Plan, incorporating the amendments discussed by Directors, and agreed for the document to proceed to the next stage of development.**
- **BOARD ACTION: The Board approved moving the start date of the new BID Term from 1 January 2027 to 1 April 2027.**
- **BOARD ACTION: The Board approved a reduction in the BID levy rate from 2.0% to 1.75% in the new Term.**
- **BOARD ACTION: The Board approved that, if required, the BID may approach Herefordshire Council to request an advance payment of up to £50,000 ahead on the BID levy income due on 1 April 2027, to support cashflow at the commencement of the new BID term.**

## 7) CEO report

- Finance subgroup

DM

DM provided an update on the BID's Finances, and directors reviewed the latest accounts.

**FUTURE ACTION: DM to liaise with the BID Accountant to improve the readability of the accounts spreadsheet by reducing the column widths and freezing the top row.**

- Project Updates

DM

DM gave directors an update on the current projects including the activities on the Tender.

**8) AOB**

**JH**

- AB provided an update on Military Festival activities taking place outside Hereford city centre – The Ledbury Convoy
- FM shared an update on his recent experience in regard to the roll out of the fire regulations.
- **FUTURE ACTION: The BID will undertake further research into the fire regulations being rolled out and identify ways in which businesses can be supported. DM will investigate this further, with Hereford & Worcester Fire and Rescue Service identified as a potential source of guidance and support.**

**FUTURE ACTION: The following Place Informatics event reports are to be requested:**

- Hereford Military Festival
- Ledbury Convoy Day
- Ledbury Late Night Shopping events

**Date of next meeting**

**JH**

**Tuesday 15<sup>th</sup> September 2026 – Location TBC**