

Herefordshire County BID Ltd
Board Minutes
Tuesday 11th November 2025
10am to 12pm

Name	Company
Glenn Jones (BID Co-C) - Chairperson	Discover Parks
Jo Hilditch (BID Co-C)	The Whittern Estate
Matthew Pudge (BID VC)	The Hop Pocket Shopping Village
Peta Darnley	Netherwood Estate
Tara Emery (Staff)	Herefordshire County BID
Diane Mansell (Staff)	Herefordshire County BID
Kari Trajer-Morgan	Westbrook Court Country House
Frank Myers MBE (Online)	Wythall Estate Vineyard
Ella Pillidge	Small Breeds Park Farm
Ana Vaughan	National Trust
Cllr Graham Biggs	Herefordshire Council
Nadine Kinsey (Observer)	Herefordshire Council

Apologies:

Name	Company
Andrew Blandford	Blandfords
Sarah Kaye	RJ Francis
Cllr Johnathan Lester	Herefordshire Council (Leader of the council)
Cllr Ed O'Driscoll	Ross-On-Wye Town Council & Herefordshire Council

- 1) **Introductions and apologies** GJ
 GJ welcomed the BID Board.
- 2) **Conflicts of interest** GJ
 FM declared he has been on the steering group of the Military History Festival.
- 3) **Minutes of the last Board meeting – Appendix 5** GJ
BOARD ACTION: Minutes from the previous Board Meeting are Approved.
- 4) **Matters arising** GJ
 None
- 5) **CEO report**
 - a. **Finance subgroup** DM
 - i. **AGM Preparation:**

DM presented the accounts and accountant notes, including income and additional income.

Directors discussed grant funding and the current grant landscape.

No further Director Applications have been submitted.

FUTURE ACTION: DM to upload the Audited Accounts to the website

BOARD ACTION: Audited accounts unanimously approved ready for the AGM

ii. Budget Review

DM

DM provided an overview of the accounts and confirmed that the 2026 budget has been added to the cashflow.

Directors discussed Ballot process and consultation stages

BOARD ACTION – set up an internal working group to prepare for Ballot

FUTURE ACTION: DM to speak with Hoople; regarding Levy Payer invoicing in 2026/2027 financial period

FUTURE ACTION: A working group will be established with representation from the appropriate parties (Hoople/Herefordshire Council/HCBID) prior to agreement on the BID Business Plan.

FUTURE ACTION: Military History Festival 2026: to meet with the Military History Festival to discuss opportunities further

FUTURE ACTION: DM to bring event opportunities 2026 to the next Board meeting

FUTURE ACTION: MP to send over details on recommended Drone Contact.

BOARD ACTION – Agree to the budget 2026/2027 as a working budget while all other aspects of projects are being investigated ready for it to be signed off in February 2026

b. Project Updates

DM

Directors gave an update on the LVEP Group activities

Discussed Volunteer Membership.

BOARD ACTION: Board agreement for a new Volunteer Membership Letter to be sent in January 2026 with a 14 month offer for new members.

FUTURE ACTION: DM & Cllr Biggs to collaborate further in regard to the LVEP working group.

DM updated the BID Board on the Visit Herefordshire Awards 2025 Activities so far and advised that James Whitby will be joining the team as Project officer on 17th November 2025.

6) AOB

GJ

FUTURE ACTION: The BID Team are to arrange a future Board meeting at a Hub site to show the rest of the Board the site.

- **Tender Updates:** DM confirmed the Marketing Tender has been awarded to eighteen73. There was a strong level of interest received; Eighteen73 submitted the strongest proposal by far. Board expressed thanks to everyone involved in the tender process.
- **BID Values & Vision Development:** GJ requested the Board develop a set of values to define what the BID and Board stand for. These values will feed into the Vision section of the new Business Plan.

FUTURE ACTION: Directors are asked to contribute their suggestions to the BID Values before the next Board meeting.

• Council Update:

- Office Space /Herefordshire Business Hubs: Announced the launch of the Growth Hub Office in Leominster in February 2026
- Cllr Biggs gave an update on recent council activities and events. Herefordshire Apprenticeship Awards announced for Tuesday 10th February (during Apprenticeship Week).
- **FUTURE ACTION: Businesses interested in becoming Cornerstone Employers should contact NK for inclusion in the Council newsletter.**

- Cllr Biggs gave an update on the Masterplan consultations currently. Herefordshire Council will send the link to HCBID for circulation in the BID Newsletter.

7) Date of next meeting

GJ

10 Feb 2026