



Herefordshire County BID Ltd
Board Minutes
Tuesday 16th September 2025
10am to 12pm

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
Kari Trajer Morgan	Westbrook Court Country House
Frank Myers MBE	Wythall Estate Vineyard
CLlr Ed O'Driscoll	Ross-On-Wye Town Council & Herefordshire Council
Nadine Kinsey (Observer)	Herefordshire Council

Apologies:

Name	Company
Ella Pillidge	Small Breeds Park Farm
Ana Vaughan	National Trust
Johnathan Lester	Herefordshire Council (Leader of the council)
Peta Darnley	Netherwood Estate

1) Introductions and apologies

JH

2) Conflicts of interest

JH

GJ declared conflict of interests in relation any discussion regarding write offs.

3) Minutes of the last Board meeting

JH

BOARD ACTION: Minutes Approved

4) Matters arising

JH

FUTURE ACTION: The BID to be funding ready for any future grants that may or may not become available.

5) CEO Report

DM

The BID Board discussed and came to a resolution on the following five discussion points:

- Levy Collection years 1 and 2: The BID Board discussed the outstanding accounts and actions to take forwards
BOARD ACTION: The BID Board voted on a plan of action for the outstanding levy for years 1 and 2.
- FUTURE ACTION: TE to contact businesses who remain on the unpaid Levy List, to advise them on the next stage of collection including court action to give businesses an opportunity to clear the debt.**
- Going concern statement:

DM discussed the role of going concern and Director's role in this in relation to the audit ahead of the AGM.

BOARD ACTION: The BID Board agree to the HCBID Going Concern statement.

- d) £10,000 budget has been requested so the LVEP Advisory Board can begin delivery of the DMP: The Board discussed the LVEP, its structure, the DMP and next steps. Directors discussed the funding of the LVEP.

BOARD ACTION: The BID Board agree a contingency to be available for LVEP activity until the end of the BID term, with a cap agreed at £10K, and with the caveat that the BID will be looking for contributions from other parties.

- e) Letter to Secretary of State to ask to take the BID to Ballot:

DM gave an update on Ballot activities so far and the Ballot process ahead.

BOARD ACTION: The BID Board voted in agreement to send the required letter to the Government and Herefordshire Council to trigger the BID Ballot process.

FUTURE ACTION: BID team create Stage 1 consultation and begin working with Levy Payers to understand needs.

FUTURE ACTION: BID team to come back to the BID Board at the next meeting with more information on prospective sector changes.

- f) Outdoor Active:

The BID Directors discussed how Outdoor Active could work in Herefordshire, costings of the project, potential benefits to the BID and any challenges we may face in the introduction of the scheme. **FUTURE ACTION: The BID team are to arrange a meeting with Outdooractive ASAP to answer all questions and move the project to the next stage.**

6) Finance subgroup – Budget updates

DM

FUTURE ACTION: DM to put together an evaluation of each of the summer events for the next Board meeting.

FUTURE ACTION: DM to circulate a further year's budget at the next Board meeting.

7) Marketing update

DM

Directors discussed the Marketing and PR reports & activities. DM updated the group on time frames of the Content Creation tender, and further steps forward. Directors discussed BID marketing activities around Hamnet.

FUTURE ACTION: KM to present Podcast Proposal to the Marketing Group as an agenda at the next marketing meeting.

FUTURE ACTION: The BID Team are to investigate the feasibility of a Bedroom Browser with accommodation providers. The Board discussed engagement of the Ambassadors in relation to this.

8) Project Updates

DM

Discussed above

9) AOB

JH

The Directors discussed the prospect of a county Diary for events and meetings

FUTURE ACTION: BID team to speak to SEEDL to add a course on AI.

10) Date of next meeting

JH

11 November – 10 till 12 The Low Carbon Centre, Holme Lacy Collage