



Visit Herefordshire Businesses Vote YES to the Future

Businesses across Herefordshire have voted decisively in favour of a further five-year Term for Visit Herefordshire, securing continued investment in the County's visitor economy from 1 April 2027 to 31 March 2032.

Following a successful Ballot, Visit Herefordshire, the trading name of Herefordshire County BID, has received a mandate from Levy Paying businesses to continue leading the growth and development of the County's visitor economy for the next five years.

The result marks a major vote of confidence in the work delivered since 2022 and provides a platform to build on one of Herefordshire's most significant economic success stories.

Under the rules of the Ballot, a majority of businesses voting were required to vote in favour, both by number and by aggregate rateable value. The independently verified result, administered by Civica Election Services, confirmed overwhelming support:

74.73% of businesses voting said YES

87.59% by aggregate rateable value voted YES

The successful Ballot secures the second five-year Term of Visit Herefordshire from 1 April 2027 to 31 March 2032, enabling delivery of the ambitious programme set out in the Visit Herefordshire Business Plan 2027-2032.

The result comes after a transformational first five years, which have seen Herefordshire's visitor economy grow from £470 million to a record £830 million, supporting almost 8,000 jobs and now accounting for 24.6% of the County's economy.

Looking ahead, Visit Herefordshire's new Business Plan is focused on four ambitious pillars: 1. Attracting Visitors and New Audiences, 2. Working Together for Business Growth, 3. Authentic Herefordshire as an Economic Engine for Tourism, and 4. Investment in Tourism. Together, these priorities will help deliver Visit Herefordshire's bold long-term ambition of creating a £1 billion visitor economy by 2035.

Message from the Co-Chairs

Joanna Hilditch and Glenn Jones, Co-Chairs of Visit Herefordshire, said:

"Today is a day to celebrate. This result is a powerful endorsement from businesses across Herefordshire and a clear vote of confidence in what we have achieved together over the past five years. When Visit Herefordshire was established in 2022, we shared an ambition to raise the County's profile, attract more visitors, create more opportunities for businesses and unlock greater investment into our visitor economy. Together, we have achieved remarkable progress.

We would like to thank every business that took part in the Ballot and especially those who voted YES. Your support enables us to continue building momentum and delivering benefits for businesses across the County.

The next five years represent an exciting opportunity. With a strong foundation in place and an ambitious Business Plan ahead of us, we look forward to working together to take Herefordshire even further."

Visit Herefordshire CEO Diane Mansell

Diane Mansell, Chief Executive of Visit Herefordshire, said:

"This is a landmark moment for Herefordshire. This hugely significant outcome not only secures Visit Herefordshire for a further five years it gives the County's wider economy a boost by supporting thousands of businesses and people whose livelihoods it supports across Herefordshire.

A YES vote is a vote for growth, ambition, collaboration and continued investment in Herefordshire. Over the last five years we have worked closely with businesses, partners and communities to raise Herefordshire's profile, attract new visitors and create opportunities for businesses to thrive. Today's result means we can build on those achievements with even greater ambition.

I would like to personally thank every Levy Payer who took the time to vote. We never take your support for granted and we are incredibly proud to have earned your trust for another five years.

The hard work starts now. We are excited to begin delivering our new Business Plan and working towards our shared ambition of a £1 billion visitor economy by 2035."

Herefordshire Council Welcomes the Result

Councillor Graham Biggs, Cabinet Member for Economy and Growth at Herefordshire Council, said:

"This is excellent news for Herefordshire.

Tourism is one of the County's most important economic sectors, supporting jobs, businesses and communities right across Herefordshire.

The successful Ballot provides a strong mandate for continued investment and partnership working, building on the significant achievements delivered since Visit Herefordshire was established.

I welcome today's result and look forward to continuing our collaboration as we work together towards the shared ambition of growing Herefordshire's visitor economy to £1 billion by 2035."

Looking Ahead

The second Term of Visit Herefordshire will formally commence on 1 April 2027.

With business support secured and a clear vision for the future, Visit Herefordshire will continue to champion the County, attract new visitors, support local businesses and drive growth across one of Herefordshire's most important economic sectors.

The full Visit Herefordshire Business Plan 2027-2032 can be viewed at: Visit Herefordshire Business Plan 2027-2032

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Social channels:

[Instagram](#) @visit_herefordshire and [Facebook](#) @visitherefordshire
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