Appendix 5

Herefordshire County BID Ltd
Museum of Cider
Tuesday 15th September 2026
10:30am to 12:30pm
Board Minutes

Name	Company
Glenn Jones (BID Co-C) - Chairperson	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
Cllr Ed O'Driscoll	Ross-On-Wye Town Council & Herefordshire Council
Kari Trajer-Morgan	Westbrook Court Country House
James Whitby (Staff)	Herefordshire County BID
Nadine Kinsey (Observer)	Herefordshire Council

Apologies:

Name	Company
Jo Hilditch (BID Co-C)	The Whittern Estate
Cllr Graham Biggs (Observer)	Herefordshire Council
Peta Darnley	Netherwood Estate
Cllr Johnathan Lester (Observer)	Herefordshire Council (Leader of the council)
Ella Pilladge	Small Breeds Park Farm

1) Introductions and apologies **GJ**

GJ welcomed the group and shared apologies

2) Confirm Quorum

Confirmed

3) Conflicts of interest **GJ**

None

4) Minutes of the last Board meeting **GJ**

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

5) Matters arising **GJ**

FUTURE ACTION: The BID team will approach SEAKER, a Malvern-based organisation and invite them to attend the Visit Herefordshire Conference.

FUTURE ACTION: MP and FM to provide details of the companies they use for fire safety advice. The BID team can then share these details through BID channels to provide businesses with further information and signposting to relevant fire safety support.

FUTURE ACTION: The BID team are to add wording to the BID Discounts page clarifying that the offers listed are available to businesses but do not constitute a recommendation or endorsement of those suppliers over others.

6) Ballot Report **DM**

DM provided an update on the BID Ballot process thus far, including progress with the BID Business Plan and Ballot papers. DM outlined the social media campaign supporting the Ballot, alongside communications through the newsletter. Directors were referred to the detailed report setting out communications issued to date.

FUTURE ACTION: EO to share the link to recent influencers who have visited Ross-on-Wye with DM. DM to check with SC whether this content has been shared across the Visit Herefordshire channels.

7) CEO report

- **Finance update** **DM**

BID Directors discussed the BID Levy collections rate. DM confirmed this is a strong collection rate.

FUTURE ACTION: DM to circulate the updated accounts to the Board, together with her notes, once received from the accountant.

- **Project Updates** **DM**

JW provided an update on the Visit Herefordshire Awards, with Directors sharing their feedback.

DM updated Directors on the outcome of the successful Herefordshire Council tender and the activities arising from this. The tender will support three major campaigns, including the outdooractive campaign and additional Place Support Partnership (PSP) support.

DM provided Directors with an update on current projects and activities, including work being delivered as part of the Herefordshire Council tender.

DM updated Directors on the actions and next steps required post-ballot, subject to a positive result.

DM provided an update on Visit Herefordshire voluntary members and ongoing Visit Herefordshire Directory activity.

DM updated Directors on preparations for the upcoming VisitEngland funding application, noting the short turnaround time. DM outlined the organisations Visit Herefordshire is working with and how this activity could support the development of Visit Herefordshire's Travel Trade offer long term.

8) AOB **GJ**

Tourism Tax letter

FUTURE ACTION: DM to revise the Tourism Tax letter to reflect recent discussions, emphasising the importance of LVEPs and BIDs being included in future conversations on Tourism Tax. Once amended, DM to circulate the draft letter to Directors for review.

GJ recorded his thanks on behalf of the BID Board, to PD for representing Visit Herefordshire and for sharing the Visit Herefordshire perspective with the Hereford Military History Festival Board.

Date of next meeting **GJ**

Tuesday 10th November 2026 – Location Shell Store