



HEREFORDSHIRE COUNTY
Business Improvement District

22nd December 2021

Invitation: would you like to be part of the team deciding how to invest £2.85m in our future?

Dear Colleague,

Tourism, hospitality and independent retail businesses across Herefordshire have made their voices heard and have voted in favour of setting up a Business Improvement District (BID) for the county. Hurrah!

Herefordshire has all the ingredients to make us an incredible destination; passionate, entrepreneurial and environmentally aware businesses offering first class experiences both in hospitality and retail. Yet until recently we have been very much under the radar profile-wise, largely due to a lack of funding and a cohesive organisation to manage this process.

The BID secures the funds and provides the structure which allows Herefordshire to truly have its time, to take control of how we move forward to promote this special slice of England in the very best way possible, protecting our precious natural environment whilst allowing business to thrive and develop.

I have been fortunate enough to chair a Taskforce which, with the help of The Mosaic Partnership, has put the foundations of a business plan together to ensure that we have some themes to work around.

Now the exciting work begins: investing the money wisely to ensure that we all benefit. I am writing now to invite you to get involved.

Are you the right person?

- 1) Are you part of a Herefordshire business in the tourism, retail or hospitality sectors?
- 2) Are you PASSIONATE about the potential of our county and believe that more can be achieved by working together?

If “yes” to both, then welcome to the club.

To kick-off, I would like to invite you to a one-off event on Friday 21st January 2022, 10.30am– 12.00pm at Crumplebury, Whitbourne WR6 5SG. If covid guidelines change in the new year, this meeting will move online accordingly - keep an eye on your in-box for updates.

This is an opportunity for you to learn more about what happens next and will hopefully inspire you to get involved. Everyone is welcome to become a Company Member (with voting rights) and you may also wish to join a themed Working Group or become a full board member.

You do not need to have any particular experience; a passion for what you do in your business is more than enough and whether you manage a small boutique B&B, a cosy café or a large hotel or chain of shops, you are equally warmly welcome.

Please RSVP to bridget@whitbourneestate.co.uk by **Tuesday 18th January.**

Warm wishes,

Joe Evans

Chairman of Herefordshire County Business Improvement District Taskforce



1 COUNTY, 5 MARKET TOWNS

4,000 JOBS SUPPORTED BY VISITOR ECONOMY

£500M



IMPACT ON LOCAL ECONOMY (20%)

OVER 500
BUSINESSES IN THE BID

OVER £2M
IN INVESTMENT FROM THE BID

6M
VISITORS A YEAR

OVER £25M

INVESTMENT INTO OUR INFRASTRUCTURE & OFFER

Source: Visitor Impact Data from STEAM