



**Visit Herefordshire
Tourism & Leisure Group
at
Hereford Town Hall
Thursday 2nd June 2016**

MINUTES

The group looks at issues relating to tourism and leisure in Herefordshire. It is the intention of the group to report back key issues to partners and strategic bodies, including the Marches LEP Board, to action key issues which can significantly impact on the County.

PRESENT:

Mike Ashton (Chair)	Chamber of Commerce
Liz Pullin	Visit Herefordshire
Sally-Ann Roberts	Visit Herefordshire
Rachel Jones	Herefordshire County Council
Ann Edwards	Kington Tourist Group
Jenny Beard	Herefordshire Food & Tourism Sustainable Partnership/HWCTA
Diane Rogers	Kidwells House
Elizabeth Galvin	16th Century Painted Room
Lisa Richardson	Herefordshire Walking Group
Rosie Blanksby	Somerville House Hotel
Bill Pitts	Somerville House Hotel
Joanie Roberts	Chamber of Commerce
Jay Brittain	Small Breeds Farm & Owl Centre
Ben Pardoe	Eastnor Castle
Andrew Thorman	Charity Trustee
Sharon Smith	Chamber of Commerce
Martyn Hammond	Chamber of Commerce
Glyn Morgan	Hereford Cathedral Perpetual Trust
Beth Hogben	Creative England
Emily Wynne	Wynnes of Dinmore
Ann Wynne	Wynnes of Dinmore
Jeanie Falconer	Frome Valley Vineyard
Ginny Elsmere	Off the Wall
Sam Phillips	Ross Walkers are Welcome
Steve Kerry	Hereford City Council
Nick Millington	Rural Media

APOLOGIES

Caroline Utting	ProRoss
Lewis Scott	Holly Tree House
Jane Jones	Gardner Hall, RNC
Maggie Taylor	Whitney Bridge
Edward & Marian Dryzmaleski	Thatch Close
Edward Simpson	Burton Court
Kay Dartnell	Wheeley Wonderful
Wayne Jones	Poston Mill

Richard Curtis	Waterworks Museum
Alex Haines	Halo Leisure
Pete Shackell	Go Ape
Clare Stevens	Three Choirs Organisation
Robert Dewar	Golden Valley Llamas
Leoni Linton	Brightstripe
Margaret	York House B & B
Veronica Harris	Longwood Cottage
Bill Sewell	Cafe at All Saints
Liz Hill	Rural Concierge
Arthur Lee	Hereford Ramblers

1.	Welcome and Introduction from Mike Ashton Mike Ashton welcomed everyone to the meeting	
2.	Round Table introductions Attendees introduced themselves, many representing a variety of organisations.	
3.	<p>Visit Herefordshire Update – Martyn Hammond</p> <p>Introduction of Liz Pullin, who is the full time Tourism Assistant. Liz works full time for Visit Herefordshire. Liz is based in the Town Hall, Hereford and can be contacted on 01432 807275 or 01432 268430 liz.pullin@visitherefordshire.co.uk</p> <p>Website VH has now launched its new website. Top of Google rankings the website is setup for SEO which enables better visibility when searching. Added benefits of the website include a booking system for accommodation providers. By including a link from a reputable site such as www.visitherefordshire.co.uk is good for traffic to your own website.</p> <p>Funding Opportunities Funding is available through the Midlands Engine, across Marches LEP and The Midlands. The themes being concentrated on are: Waterways Off road biking Gardens and Food Folklore & Legends</p> <p>Working within these themes opens up a conversation regarding walking along towpaths, cycling tracks etc etc</p> <p>Tourism Awards The Tourism Awards for Herefordshire & Worcestershire will be held at Eastnor Castle in September. The awards will showcase the very best of Tourism businesses. The winners and highly commended in each category gets to go forward to Visit England awards.</p> <p>Destination Plan Visit Herefordshire is working with partners (Bulmer Foundation and The Herefordshire Food & Tourism Sustainable Partnership/HWCTA) to develop a Destination Plan for Herefordshire which will be a live document</p>	

	<p>for the whole county and will take Tourism forward in the county over the next 5 years.</p> <p>Flavours of Herefordshire Festival Visit Herefordshire will not be organising a Flavours of Herefordshire Festival this year. The Chamber of Commerce has had a verbal commitment from a major sponsor for 2017. It is hoped that confirmation of the 2017 festival will be confirmed later this year.</p>	
<p>4.</p>	<p>Creative England – Beth Hogben</p> <p>Beth Hogben of Creative England works for Production Services who support production companies who want to film outside of London. Based in Bristol they work with 250 local authorities and use two databases, one for locations and one for crew. Production Companies look for a million different locations, therefore its important to register your establishment on to their database www.creativeengland.org.uk</p> <p>In 2014 the filming industry contributed £100-£140 million into the economy, 36.1% of all international tourists, see film as a primary motivation for their visit. A survey undertaken by Olsberg for Creative England in association with Visit England looked at the impact of screen tourism across England outside of London and shows that our filming locations are attracting domestic and overseas visitors in abundance. The most popular locations can attract up to £1.6 every year from international tourists. With more & more film and high-end TV dramas choosing to film outside of London screen tourism can only help increase this figure.</p> <p>Production companies look for a million different locations, sometimes is can be a whole town, a normal high street or a chocolate box village. They also look for individual establishments, therefore you need to promote your USP</p>	
<p>5.</p>	<p>Leader Funding Opportunities – Jenny Beard</p> <p>Due to strict purdah guidance, Dawn Turner was unable to speak at this event, however Jenny Beard who is deputy chair of the leader funding group stepped into the breach.</p> <p>Leader is a European grant funding programme which forms part of the Rural Development programme and is managed by Defra. Funding is delivered by a Local Action Group who is an accountable body. Herefordshire LAG has be contracted to deliver grants totalling £1.7m over the next 4 years. The Herefordshire LAG covers all rural Herefordshire but excludes Hereford City.</p> <p>This funding is available for rural tourism, culture and heritage and can fund up to 40% of the cost, one of the criteria is that it must provide economic growth, provide jobs. For more information contact Dawn Turner at Herefordshire Council dytuner@herefordshire.gov.uk</p>	

<p>6.</p>	<p>AOB Nick Millington, Rural Media. Launch of the Golden Fire App at the Courtyard on Tuesday, 7th June all welcome.</p> <p>Mike Ashton – reminded the group about completing the QES forms which were available at the meeting. The QES forms represents how your business is doing, these are fed through to the British Chamber of Commerce who collate statistics and pass onto the government.</p>	
<p>Next Meeting – 29th September 2016 2pm – 4pm Venue TBC</p>		