



Director Roles

At the St Albans BID AGM meeting in October 2017 it was agreed that new Director responsibilities could be created.

The following six responsibilities set out the broad areas of interest and activity and highlight some issues that the BID company will need to address.

In addition to those requirements below, each Director will be expected to agree, or provide, quotes for press releases and conduct media interviews for material within their sphere of influence.

Due to the number of Board members, there are opportunities for more than one director to adopt the roles below so that the onus does not fall on one individual.

Chair of the Board

You will be required to oversee the following:

- corporate governance
- board meetings
- public sector client meetings
- HR function of the company

Your area will include the following:

- Company policies, Board oversight, Partnership positioning of the BID
- Guidance and agreement of Board agendas and papers, oversight of Board member concerns and achievement
- Pre-discussion with BID Manager and attendance at any SADC client meeting
- Performance management of BID team and Company KPIs
- Staff contracts

You will be expected to think about the following:

- Board effectiveness
- Invited guests to Board meetings
- Potential beneficial partnership links for St Albans BID
- Adherence to Partnership SLAs
- Evaluation of company performance

Director of Appearance: Infrastructure & Environment

You will be required to oversee the following:

- the work of the business security partnership including SABAC and Pub Watch
- the management policy focussed on public space in the BID Area
- streetscene improvements
- waste management of commercial and consumer waste
- possible Purple Flag accreditation

Your area will include the following:

- the work of sector-specific groups within the partnership;
- oversight on the potential for a public space SLA with the County Council;
- Purple Flag strategy

You will be expected to think about the following:

- performance of business security partnership against good practice guidelines;
- business and strategic opportunities for expanding the security partnership;
- raising the profile of Purple Flag;
- the BID role in strengthening the night-time economy
- the business argument for bringing corporate waste collection initiative in-house;

Director of Leisure: Events and Destination Management

You will be required to oversee the following:

- business models for major events and ancillary activities
- major events concept and content
- major events review and de-brief
- EnjoyStAlbans, SAVP and its marketing streams

Your area will include the following:

- event content
- event partners
- SAG compliance
- the tourism agenda for the City and (possibly) wider District

You will be expected to think about the following:

- increasing business involvement
- partnership working with the wider District and regional attractions
- sponsorship opportunities

Director of BID Business & Management

You will be required to oversee the following:

- business plan headline budgets
- business models for major project expenditure
- board governance and staff management
- value for money to reduce/monitor overheads
- tender processes

Your area will include the following:

- budget management, budget liabilities
- external contracts and procurement
- review of revenue –generation performance
- ensuring compliance with legal obligations of the board and company

You will be expected to think about the following:

- business investment opportunities
- staff development and pastoral support
- sponsorship

Director of Awareness & Communications

You will be required to oversee the following:

- our brand
- our communications
- includes social media, publications, marketing and PR

Your area will include the following:

- public-facing communications;
- social media;
- development and sustainability of branding for key initiatives;
- links to Purple Flag

You will be expected to think about the following:

- gaps in audiences and means of communication;
- improving engagement with key groups such as students and small business;
- effective engagement with the media;
- gaining maximum benefits from the national profile of Purple Flag.

Director of Network: External Lobbying and Support

You will be required to oversee the following:

- business support initiatives, including cost-saving and training
- sector business group strategy
- the commercial space agenda for the BID company
- landlord and property research
- landmark buildings

- investment brochure
- research on potential business investment and opportunities
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Your area will include the following:

- enforcing levy payments and debt recovery
- oversight of the cost-saving brokerage scheme;
- oversight on range of sector-specific groups operated by St Albans BID;
- links to communication strategy for increasing engagement with businesses.

You will be expected to think about the following:

- strategies for increasing take-up of initiatives;
- partnership working with stakeholders and contemporaries eg Chamber, STANTA, ShopStAlbans etc
- partnership working with public sectors eg police and social services
- means of approaching individual landlords about making properties more available – is this only in conjunction with SADC or can we do independently?