



Your Town Centre Needs You!

The following is a breakdown of the main aim and objectives designed and adopted by Stratford Upon Avon BID area:

“Promote, enhance and support our town to ensure it remains attractive to businesses and visitors, driving spend and inward investment”

To achieve this, the aim of our five-year Business Plan is based around 4 key themes. The key themes are as follows:

1. Saving
2. Representing
3. Promoting
4. Hosting & Welcome

Purpose of Stratford Upon Avon Business Improvement District Board of Directors is:

1. To ensure the effective, timely and efficacious delivery of the Stratford Upon Avon Business Improvement District aims and objectives.
2. The Management Board will contribute to the setting of the strategic plan's direction of Stratford Upon Avon Business Improvement District
3. To ensure adequate and effective governance challenging the adequacy of delivery arrangements and partner engagement.

Active Role

1. Contribute to the development of strategic plans which enable Stratford Upon Avon Business Improvement District to fulfil its statutory responsibilities.
2. Ensure that the Board operates in accordance with its Memorandum and Articles of Association and Code of Conduct.
3. Ensure the Stratford Upon Avon Business Improvement District Board actively engages with the key stakeholders in the ongoing development of Stratford Upon Avon Business Improvement District networks.
4. Agree, develop and monitor key performance targets to drive continuous improvement.
5. Proactively promote and influence the policy, planning, commissioning, and delivery of Stratford Upon Avon Business Improvement District projects
6. Ensure that financial controls and systems of risk management are robust, and that the Board is kept fully informed through timely and relevant information.
7. Assist with the development of a 'business' culture promoting a can-do attitude.
8. Play an appropriate role in building external relationships with key stakeholders.
9. Ensure Stratford Upon Avon Business Improvement District is represented on strategic boards and plays a proactive role in influencing the policy, planning, commissioning, and delivery of projects across the Town Centre.
10. To be aware of changes in national policies and assess the impact upon Stratford Upon Avon Business Improvement District and its businesses.
11. Ensure that the Stratford Upon Avon Business Improvement District values diversity and demonstrates equality of opportunity in all aspects of its activities.

- 12.** Act as an Ambassador for Stratford Upon Avon Business Improvement District
- 13.** Always execute the responsibilities of a company director considering the lawful and ethical standards and Stratford Upon Avon's Code of Conduct.
- 14.** Oversee the publishing of an Annual Report and externally audited accounts each year, highlighting priorities, progress made and key issues for future development.

General Duties

1. Ensure that the business of the Board is conducted efficiently and effectively and uses systems of internal control that enables the work of the Stratford Upon Avon Business Improvement District to be carried out effectively.
2. Stratford Upon Avon Business Improvement District members are given the opportunity to express their views and that appropriate standards of behaviour are maintained in line with the agreed Code of Conduct.
3. Responsibility is exercised within a specifically designated area of work, e.g., Chair, Finance and Strategic representation or themed roles.
4. Act at all times, in a manner that promotes a positive and exemplary standard of conduct.
5. Attend all Board meetings, Levy Payer meetings, specialist meetings as and when they come up. Meetings can be called at short notice, be during the day or evening.
6. Other duties as may be added as needed.

**If you are interested please contact
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