

## **Jack Cripps**

I've worked at Ipswich Central, the BID for Ipswich, for two and a half years in the place marketing side of the BID's operations; predominantly managing the BID's consumer brand 'All About Ipswich' which is the official visitor brand for the town, our equivalent to a "Visit Ipswich".

Before joining Ipswich Central I was working at a marketing agency, which gave me bounties of experience in client management, client relations and marketing strategy; perfect for handling disgruntled levy payers and ideal for creating place marketing projects.

Prior to that, I was studying for my Fine Art degree in Liverpool. The arts are a true passion of mine and the experience I gained working with the Arts Council and with the city council and arts organisations in Liverpool during my degree has put me in good stead with supporting the many theatres, dance-houses and cultural venues in Ipswich.

With my background in marketing and the experience I have gained so far during my time at the BID, I felt it was time I began to develop a deeper understanding of BID. I'm hoping in doing the CIBM I feel more confident about my knowledge of the BID industry and can begin to better help my colleagues in our place management projects.