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# British BIDs<sup>TM</sup>

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## DIPLOMA

in BID LEADERSHIP

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**Sally Gilborn, Chief Executive, North Notts BID**

A highly motivated BID professional with experience, skills and qualifications gained within marketing, place shaping, economic development and inward investment. Experience has been gained in both the private and public sectors and Sally has worked both for, and with, the media.

One of Sally's key achievements was the introduction and development of the UK's first ever area-wide BID. North Notts BID commenced trading on 1 September 2017 and covers the whole district of Bassetlaw, servicing just under 1,200 BID members of all sizes and sectors, based in town centres, industrial and rural settings.

Sally is a CiBM graduate from 2018 and is looking forward to embarking on the DiBL journey to further enhance her skills within the BID world.

