



Certificate in BID Management

Lyndsay Smith, Coventry BID

I have worked within a shopping centre management team in Coventry City Centre for the past seven years, coordinating the events programme and helping the businesses to meet their marketing objectives. I have recently joined Coventry BID Limited as Hospitality & Retail Sector Team Leader. My role has been introduced in order to develop an outreach and training programme to directly support our levy payers, as Coventry ventures into its year as UK City of Culture. I will be leading a team of four Business Agents who work with me to deliver important information and help us to provide a daily presence within the city centre. Having worked closely with Coventry BID in my previous role, I'm delighted to have come on board at this exciting time.

