

## **Paula Ratcliffe, Bristol City Centre BID**

I'm Paula Ratcliffe and I've been with Bristol City Centre BID for just over a year as the Business Liaison Manager.

My role is to gain and maintain engagement from the levy payers and be their key point of contact for advice and guidance. I liaise with strategic partners to resolve queries and work closely with the levy payers to ensure that they have a voice when we are looking at new initiatives for the city centre.

I chair levy payer groups, host events and most recently, have been hosting our webinar series covering a wide range of topics during the lockdown period.

