



Georgina Bartlett - Chair for Poole BID

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## New Chair and Vice Chair for Poole BID

The Board of Poole BID recently announced the appointment of Georgina Bartlett as Chair, a position that has been vacant since the previous Chair resigned in January 2022. Georgina will be supported in the role by Sara St George who was voted Vice Chair at the same time.

On the announcement Georgina commented, "I'm excited by the challenges ahead and am committed to doing everything I can to deliver the 2021-2026 Business Plan as voted by the levy payers in May 2021. I'm lucky to be supported by an equally enthusiastic Vice Chair, Sara St George and we, along with the wider Board and executive team, plan to work together to bring

change to the High Street and wider BID area."

Sara added, "I have lived in Poole for over 20 years, and I am delighted to be able to play a part in driving forward the BID ambitions on behalf of levy payers. The BID Board is new, as most of the directors have been elected this year. Together we have a common goal to make a difference to the Poole BID area and to support the businesses that trade within it, and to create a welcoming environment to visitors and residents alike."

Georgina Bartlett lives and works in the Poole BID area. She is founder and Managing Director of Saltwater Stone, a specialist international marine marketing and communications agency based in Strand Street, Poole. She has lived in central Poole for over 30 years and recognises both the issues and opportunities of the area.

Sara St George is Deputy CEO at Lighthouse, Poole. With a background in strategy, governance, marketing, fundraising, inner city regeneration, culture and tourism, Sara is ideally placed to support the delivery of the Business Plan.

Jacqui Rock, Poole BID Lead welcomed the Chair and Vice Chair, saying, "2022 has seen a positive turnaround in Poole BID with the appointment of a new Board made up of enthusiastic and talented directors representing a range of levy payers. The addition of a Chair and Vice Chair committed to steer the Board and the BID executive team completes the picture and will, I believe, make a real difference in driving improvements to the Poole BID area."

Over the coming months there will be updates and announcements of initiatives, starting with the formal process of applying for accreditation from British BIDs.

Ends

**October 24th, 2022**

For further information please contact:

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## **Background Notes on Poole BID**

Established in 2016 and currently in year two of the 5-year 2021-2026 term, Poole Business Improvement District (BID) is an independent business-led and business funded body that works on behalf of Poole businesses within the BID area.

Poole BID's role is to deliver the 2021-2026 Business Plan which was approved by a vote of levy payers in the 2021 renewal ballot. Such activities and initiatives are funded by the BID Levy which is paid by individual businesses within the BID area with a rateable value of £5,000 or over.

The current BID area includes almost 500 businesses and covers the core areas of Poole Quay, Poole High Street, the Dolphin shopping Centre, the Bus Station and Lighthouse Arts Centre.

A management team is responsible for the day-to-day running of Poole BID, overseen by a Board of directors made up of individuals from BID levy paying businesses within the BID area.

The Chair, Vice Chair and directors of Poole BID are independent and give their time voluntarily.

<https://poolebid.com/>

## Contacts



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