



## Biography

### **Miss Diane Louise Mansell BSc**

My experience to date has been focused entirely on the regeneration of a number of strategic and district town centres and communities across the Midlands region. During this time I have established several town centre partnerships, helped secure over £50 million worth of investment and developed strategies for the improvement of public realm, reduction of vacant units, improved marketing techniques and created robust monitoring systems to maintain a high level of knowledge to inform future improvement programmes and general management of a robust town centre.

My 14 years' experience and my Bachelor's Degree in Public Policy, Management and Business Administration make me a strong candidate to formulate and implement a variety of town centre management and regeneration schemes. Working my way up from grass roots to management has given me an in-depth knowledge of how to successfully deal with a plethora of Stakeholders including residents, elected members, independent businesses all the way up to multinational directors from all sectors of business. My work is target driven and I am comfortable working to and setting targets to keep the work I do in line with current practice for BID and Place Management techniques.

I have a proven track record of developing and maintaining strong partnership relationships working with public, private and voluntary organisations. My experience places me firmly between the professional environment of reporting to Members, chief executives and senior staff within the Council, and the day to day management of the general public and businesses to ensure that all the schemes are delivered taking into account the best outcome for all stakeholders. I always make sure everyone has an equal opportunity to access the services and take into account the diversity of different service users. Linking local demands and needs to strategic policies and frameworks is always at the heart of my role. I support a number of local volunteer groups offering funding advice and I have been an honorary Rotarian since 2010. I am confident working within a team and relish the chance to work and learn from the experiences of others, in the spirit of achieving a shared goal. I am committed to the development of BID management and how this discipline fits into the work currently taking place within the regeneration as a whole and am keen to continue to both contribute and continue to learn within this important region to develop the Midland's economy. I am excited at the thought of working within a BID environment as I feel it gives the strategic business centres a way of delivering forward thinking developmental projects that allow the unique selling points of the area to be at the forefront of the schemes and allow the city region to thrive.

