



Biography

Sarah Nelson

I began my career in the Criminal Justice Sector after completing a Bsc(Hons) and a MA in Psychology, Criminology and Social Policy. Prior to my current position as Mansfield BID CEO I was Derby's Crime Prevention Manager. Since this time I have gained a vast amount of experience in the world of BID's, Town Centre Management, and business operation. I have been in post since 2011 which was one year after the Mansfield BID had first been elected. Since this time I have brought a variety of projects and schemes to Mansfield Town and have successfully written the 2nd term business plan and saw the BID through a successful 2nd term re election by 77 % compared to the 51% of the first election.

I manage a team of 6 and report to a board made up of the town's business representative, managing an annual £380,000 budget and producing regular reports.

I have both a strategic and operational over view of the BID's processes, policies and projects and have built strong relationships with many key Town Centre stakeholders and partners important to the town and different business sectors such as the District and County Council, local college, third sector and many more

Myself and my team have brought a variety of projects to Mansfield Town represent this such as large scale events, business crime partnership, loyalty card schemes, town centre vision document and many more. All assisting the 520 businesses in the town; which also include a vibrant night time economy and strong service and office sector as well as retail

