

Administration & Projects Co-ordinator Romford BID

Job Title:	Administration & Projects Co-ordinator
Employed By:	Romford Town Management Partnership Limited (Romford BID)
Responsible To:	BID Director
Hours:	37.5 hours per week (could be flexible depending on applicant)
Salary:	£24,000 to £27,000 per annum depending on experience
Benefits:	Workplace pension
Hours:	Working hours will generally be 9.00am to 5.30pm Monday to Friday. However, due to the nature of the post holder's role and responsibilities flexible and remote working as well as weekend, evening and early morning working is anticipated.
Location:	Romford BID Office Office 6&7, Romford Shopping Hall 43 Market Place Romford RM1 3AB

Overview

The Romford BID was established in 2018 with a plan to help create an identity to make Romford stand out from the crowd as a key visitor destination. We planned to harness the combined power of the public and private sector to improve our town centre and stimulate sustainable prosperity in Romford, creating a strong voice for the Romford Town Centre business community.

From an impact of place perspective, it can be said that the dramatic shifts in commuting patterns brought about by the COVID 19 pandemic response delivered a number of positive economic benefits to Romford. With the town's large commuter population working at least a part of the week at home, there has been a partial displacement of discretionary spending from the city into the town centre economy. However, these benefits cannot be overplayed, Romford must continue to build on and improve its offer to retain this market, and to grow it further.

One of the key priorities for Romford BID over the last couple of years was to develop relationships with the key stakeholders and organisations in the town. These range from the civil and administrative: Havering Council and Met Police, the cultural: Havering Changing, as well as the Shopping Centre Managers, representatives of national chains and local business groups. Through these relationships the BID has not only represented business interests but has generated and coordinated practical and financial support for businesses and influenced development plans for the future of the town.

Our new BID Business Plan builds on the success of the current term, aims to support businesses at a critical time of recovery and enable Romford town to build on its unique strengths and assets.

The benefits of a BID do not just come from the ability to deliver projects and services from a guaranteed budget but come from the collective influence of the businesses in the BID area. It will have the influence to change key issues which impact upon the operation and success of our businesses such as town centre crime and public safety issues, attractiveness of the town for customers, clients and those who live and work here as well as the wider promotion of the town.

The plan has been developed to ensure that it:

- Inclusive of all business sectors
- Builds on the success of the BID to date
- Clearly defines the role of the BID
- Seeks to create and take advantage of new opportunities
- Has deliverable and achievable objectives

Business Plan Overview

The Romford Business Improvement District covers the streets within the Ring Road of Romford incorporating the Mercury Mall, The Liberty Shopping Centre, The Brewery Shopping Centre, Romford Station, Victoria Road, and those roads in between.

To enhance our town centre to become more inclusive and modern, reflecting the strengths, characteristics, and heritage of Romford. We will foster a renewed sense of pride in the town centre by its businesses, residents, and visitors.

To achieve our vision, we will work with other partners to create a safe, welcoming, accessible, and sustainable environment for all people; whether they are accessing our broad range of retail and leisure offerings during the day or seeking to enjoy our vibrant nightlife.

To deliver our vision, we have set the following strategic SMART objectives:

Objective 1: Marketing and Promotion (Shout Louder)

Activities to include:

- Organising campaigns to positively promote the town centre, with a focus on quieter trading periods.
- Organising campaigns to reach a wider and more diverse audience.
- Developing a multi-platform range of digital and social media activity, to increase reach and effectiveness of existing channels.
- Liaising with key stakeholders to lobby, represent and champion the town centre to encourage more funding and investment.
- Using PR, radio, press, outdoor and digital marketing to target a wider audience including Essex and London.
- Working with local partner organisations on a range of joined-up activities to increase overall town centre visitor footfall.
- Stewardship of Romford Market Place to uplift footfall in the historic focal part of the town.
- Strengthen communication between the BID and its businesses and organisations, to keep businesses engaged and informed of BID activities and issues which may affect their environment and to keep the BID informed of business needs and priorities.
- We will analyse our marketing initiatives to understand their impact including benchmarking to ensure budgets are being spent wisely.

Objective 2: Safety and Security (Be Safer)

Activities to include:

- Working with the local police and Havering Enforcement teams to prepare the groundwork for sustainable outcomes.
- Disc – Crime Reduction App (Day and Night-time Economy supported)
- Providing daytime safety and security officers to patrol the BID area, building relationships with businesses and existing security teams but to be a reassuring presence to visitors and the local community.
- Continue to support and finance the work of the Street Triage teams out on Friday and Saturday evenings until 4.00am.
- Work with partners based at “The Hub” to gather intelligence and increase community cohesion.
- Work with partners on projects to bring extra lighting into areas within the BID, especially around Romford Station.
- BID payer training in techniques to encourage crime reduction, reduce anti-social behaviour, and decrease discrimination.
- Mental health awareness and support training for town security teams.

Objective 3: Events, Arts and Culture (Play Harder)

Activities to include:

- Growing existing popular events, such as Celebrate the Street and town trails
- Enhance the towns reputation as “a place to celebrate” by developing new and innovative events.
- Creating a package of diverse entertainment alongside relevant cultural partners;
 - music and street performers
 - street art across the town centre
 - traditional and identity celebratory occasions such as Christmas, Diwali, Easter, Eid, Chinese New Year, and Hanukkah
 - Demonstrating the heritage of the town by promoting traditional practices including old blacksmithing techniques and glass making
- Working with local partners to ensure that town centre businesses benefit from the events which take place within the town and cover the whole BID area.

Objective 4: Environmental Improvements (Work Greener)

Activities to include:

- Continue the schedule for installing and maintaining hanging baskets, planters & living walls in the BID area. Businesses will be given more responsibility etc. in design and production process. Working with local suppliers – reinvesting
- Building on the success of two awards in 2021 and 2022 by encouraging more businesses in the BID area to play their part in the BID's entry into the London in Bloom awards.
- Wonderful places are built on the foundations of safety, attractiveness, and accessibility. We aim to improve key areas such as gateways to the town centre, introduce dwell and green spaces into the town centre and improve lighting and overall aesthetic of our town centre.
- We will seek to gain future financial funding to add to our pocket park and greening scheme throughout the BID area and in discussion with individual businesses.
- Cycling and walking to work schemes to be promoted to help tackle obesity and alleviate pressures on health services and encourage safer practices.
- Work with businesses, property owners and potential investors to encourage flexibility on the use of space for new and existing businesses to encourage development and growth.
- Continue to encourage the use of re-cycling throughout the whole BID area and work on a joined-up approach to benefit all businesses.
- Litter Picks and community clean-ups partnered with the Climate Champion Volunteers.
- Championing the issue of the cleanliness of the town.
- Explore and implement where appropriate initiatives and schemes which support environmental sustainability and mitigate the impacts of climate change which benefit businesses and those who visit and work in Romford.

Business Improvement Districts (BIDs) background

A Business Improvement District (BID) is a precisely defined geographical area within which the businesses have voted to invest collectively in local improvements to enhance their trading environment.

BIDs were enabled by parliament through the Business Improvement Districts (England) Regulations 2004. This legislation was based on the experience of some twenty years of successful BID activity in America and Canada. Since 2004, over 300 BIDs have been proposed and approved by business communities in England and Wales. These include Watford, St Albans, Letchworth, Loughborough, Luton, and Milton Keynes. Larger cities such as Birmingham, Manchester and London have a number of BIDs.

There are more than 120 BID areas which have been operating for more than five years and have gone through a renewal ballot and more than 30 have now entered their third term having gone through a third ballot. In most cases BIDs going on to a second term have received an even greater endorsement in the vote than they did the first time. BIDs have brought significant improvements to the trading environment of the businesses based in these locations. Further information about BIDs is available on the BID Foundation website www.placemanagement.org

The lifetime of the BID is prescribed by the Regulations and is set at no more than 5 years. It is possible for a BID to be extended by proposing a new Business Plan at the end of the BID lifetime for a fresh formal vote by the businesses.

The purposes of a BID are to provide new or expanded works and services or environmental enhancements within the prescribed BID area, funded via a BID Levy charge. All services / improvements will be additional to those already provided by the London Borough of Havering. This charge is payable by non-domestic rate payers and is collected by the council in much the same

way as business rates. The manner in which the BID Levy charge is calculated is defined in Section 12.

All works and services will be contracted by the Romford BID for the BID area. The objectives and aspirations of the Romford BID are set out in this BID Proposal and our Business Plan.

Role Expectations

The Administration & Projects Co-ordinator needs to be a dynamic, enthusiastic, lead administrator and project support officer who has strong people skills and flair for creative project support.

The role requires a motivated individual, able to work under pressure and to tight deadlines with an interest in project management and a talent for business liaison. It is a busy, exciting, fast-moving environment so they must be both adaptable and able to learn on the job often in high pressure situations and sometimes with limited technical support.

As the Admin & Projects Co-ordinator you will support the Romford BID Director by developing and maintaining the BID's relationships with local businesses, statutory providers, funding bodies and other external bodies.

The role includes frequent interaction with the public and levy payers and, most importantly, provides support the Director on the implementation of all the project areas in the BID Business Plan.

You will need to use your proven organisation skills, excellent verbal and written communication skills, and procedural experience to ensure the BID can evidence a record of successful performance when reporting back to our Board and levy payers.

Key Responsibilities Summary

- Support the Romford BID Director, Board, and team in the delivery of its business plan
- Providing administrative support to the BID Director and Board to ensure they are always engaged and informed
- Ensure that the BID adds value to achieving more for Romford through joint working than its partners could achieve independently
- Act as an ambassador for Romford and Romford BID to ensure the town and its ambitions are known and supported at sub-regional, regional, national, and international levels
- Establish, manage, and maintain clear concise communication between all external partners, internal team members and stakeholders
- To proactively seek additional opportunities for the Romford BID be it project ideas, development options, cost saving opportunities or new income streams
- To support the BID Director in the overall budget management of the BID especially in relation to projects and events
- Oversee the activities of relevant external providers / suppliers or service level agreements with an aim to drive forward and enhance performance
- Ensure all BID activities are conducted in a proper and transparent manner
- Attend meetings, provide support, and produce minutes or reports to and for the BID Director, Board or levy payers when required
- Ensure compliance with appropriate legislation governing employment, data protection and health and safety
- Support and, when required, manage projects on behalf of the BID

Job Purpose and Key Responsibilities: Details

Office Management and Company Administration

- To support on setting up and managing the project management office for the Romford BID, supporting and being accountable to the BID Director and the BID's Board of Directors
- To encourage and support member engagement and ensure effective and transparent governance and administration
- To oversee the preparation of all necessary administration and office procedures for the Romford BID and ensure effective delivery of all related administrative processes including finance, legal, employment, procurement, health & safety and equal opportunities, contract, and project management.
- To oversee the smooth running of the CRM system

Finance

- To support the development and implementation of projects that deliver on Romford BID's objectives including but not limited to project budget management and levy collection

Stakeholder and Levy Payer Management

- To act as a strong ambassador for the BID in interactions with partners, levy payers and visitors
- To ensure the BID team develops strong relationships with BID members and board members
- Engage regularly with levy payers in face to face or online meetings, understanding their needs and issues and being a listening ear
- Update the BID Director with regards to appointments and issues that come through from meetings and ensure all updated on the CRM system

Project Delivery and Management

- To support the effective delivery of all BID projects as set out in the BID Business Plan as directed by the BID Director
- To ensure that the database of BID levy payers is constantly updated and improved
- To support the BID Director in monitoring and management reporting of any contracts with Havering Council including BID levy collection and the provision of baseline services
- To oversee and support contracts and agreements with suppliers for services provided to the BID
- To work with the BID Director on all projects, taking ownership of certain projects and events as directed.

Communication

- To act as a conduit between the BID Director, the management, and the levy payers
- To support the BID Director with all internal and external communication between stakeholders and levy payers
- Work with the BID Director to manage the relationship with its external marketing company