



St Albans BID strengthens senior team as part of ongoing visitor attraction plans

(9 January 2023) St Albans BID has appointed Kate Cohen as BID Communications, Marketing and Destination Manager as part of its continued work to drive footfall to the city centre.

Kate joins St Albans BID following an extensive career in marketing with over 20 years of experience delivering results for organisations including Apple, John Lewis and Virgin Media as well as running her own local business.

Kate's role includes creating strategies and campaigns that promote St Albans as a world-class destination, driving footfall with new and exciting visitor-attracting activities.

Vivien Cannon, BID manager said:

“On behalf of the BID board, I am delighted to welcome Kate to the team. Kate has a proven track record in marketing, and she brings deep and widespread experience in partnership and customer-focused marketing, an area of increasing strategic importance for the BID. We will greatly benefit from her experience to promote St Albans locally, nationally, and internationally – boosting our visitor economy and shining a light on our incredible city.”

Kate is looking forward to joining the BID team in January 2023 and said:

“I'm delighted to join St Albans BID at this exciting time and I'm looking forward to being part of this next chapter as we continue to emerge post-pandemic. Having worked in Marketing and Communications for most of my career, and lived in St Albans for over 10 years, I'm excited to combine my professional expertise and local knowledge to deliver for St Albans BID and support our city centre businesses.”

A Business Improvement District (BID) is a business-led and business-funded body formed to improve a defined commercial area. St Albans BID's area includes St Peter's St, the High Street, Chequer Street and Holywell Hill.

Find out more about the BID at www.stalbansbid.com



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