





Let's Get Acquainted

Hi, I'm Cat and I am a bit of a geek when it comes to governance. I have always had a passion for high streets. My first proper job was marketing the great little city of Truro, which is where I called home for 21 years before moving to the south east, to promote the beautiful market town of Farnham, in Surrey.

My expertise lies within Business Improvement Districts having spent 7 years at Winchester BID. I loved that job so much – I even convinced my parents to move from Cornwall and setup their retirement in the old capital of England. But all good things must come to an end and following a successful second renewal ballot in 2017, I left to take up the role of Executive Director with the Institute of Place Management (IPM).

I was hired to help set-up The BID Foundation, the industry body providing an authoritative voice for the BID industry at what was and still is a critical juncture in their growth and development. I am proud to have helped develop the IPM team from 9 to 15 people, and secure a £8.6 million contract with central government to provide the High Streets Task Force – all of this happening during a global pandemic. Not easy for any business as you will undoubtedly know.

My time at IPM was coming to an end in spring 2021 and I woke up on Christmas day and decided to start my own business - The Governance Geek was born!

The Governance Geek is a consultancy service championing good governance and leadership in the management of our high streets. My focus is advising on governance and leadership challenges within BIDs, working with Boards of Directors and their executive management teams – encouraging them to establish their personal brand and core values.

This brochure shares the work that I do. I just hope you love governance as much as I do!

A handwritten signature in black ink that reads "Cat Mitton". The script is fluid and cursive.

Cat Mitton MBA FIPM

Governance Review

Having completed an extensive thesis on the partnership between CEOs and Chairs within BIDs, I am able to provide a governance review of your BID. I am happy to work with your management teams and Board of Directors to grapple with any governance challenges you face. I have conducted successful away days within a BID environment

and I can advise on content within your BIDs memorandum and articles of association, terms of reference or any other policies. Having led the development of The BID Foundation's Industry Standards, I can also guide you on how best to update your website to qualify for the kitemark scheme.



Training and Development

Working with boards having been in several chair and trustee roles, (including my current role as Chair of the Business Crime Reduction Partnerships Standards Board, run by the National Business Crime Centre and held at New Scotland Yard), I have delivered governance and ballot training for groups of BIDs. Having won a first and second renewal at Winchester (904 hereditaments), I can advise on your ballot campaign and help set-up timelines from your first consultation meeting through to your ballot date.

As you will know, understanding the responsibilities as a director is very important but for small business owners this can be their first board role so I offer training on the 'Role of the Chair and Director', which explains their legal accountabilities and a brief synopsis of the laws that they should be aware of whilst conducting their business

Executive Coaching

Have you thought about a succession plan? Have you had a personal development review recently? My research shows that the answer is probably no on both counts. I offer executive coaching and advice to budding executives looking to advance their career in place management. Don't just take my word for it...

"Cat is an inspirational leader and a fantastic mentor. I worked very closely with Cat at Winchester Business Improvement District (BID) where she helped me to grow in my role as

Projects and Operations Manager, encouraging me to pursue professional development opportunities, supporting me to take on more responsibility and to expand my networks in the place management industry. She was an amazing person to work with and helped set me up with the skills I needed to progress my career. I was later appointed to the role of BID Manager and then later Executive Director. Cat is also one of the top experts on place management, leadership and governance".

Dr Paul Spencer FRSA FIPM, Executive Director, Winchester BID



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"Cat was my first manager when I entered the place management industry at 21. As well as being an excellent practitioner herself, Cat was clearly passionate about not only managing but developing her team. She quickly helped me to realise more of my own potential, develop ideas, and feel more confident taking a lead on projects or a seat at the table - not things which came naturally to me as a naturally studious introvert in my first professional role.

Cat has a style that allows people to find the strengths in their own skillset rather than shaping them into what a preconceived ideal candidate. Cat helped me set goals for myself and understand the importance of having a destination to work towards - it's been four years since we worked together day to day but I still frequently find myself thinking and doing things that I know I picked up from her. Without Cat's guidance I probably would have quickly moved on from the world of place management so the industry has her to either thank or curse for that!"

Emily Cotterill FIPM



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Public Speaking

I have worked extensively across the media including appearing on BBC South Politics Show to discuss business rates. I am available to speak at AGM's and other events having over 10 years' experience, from speaking to small crowds, to an audience of 10,000 people, both nationally

and internationally. I am able to share the development of the BID model in the UK and also share lessons from the various models found worldwide from the US and Singapore, to South Africa and Europe.



Project Management

I have 17 years' experience managing projects, from setting up a city wide procurement scheme to installing Christmas lights. My proudest moment was organising the Christmas Lights Switch-on in Winchester, in 2015, which was broadcast live on BBC One's The One Show. I also helped execute the London 2012 torch relay.

I am able to organise events from conception through to completion. In 2013 I built a week long programme for Winchester Fashion Week, from lectures and exhibitions to workshops and a grand finale catwalk show, which featured national and independent businesses. Winchester Fashion Week continues to be an integral part of the Festivals in Winchester schedule.



Want to Chat?

If you would like to chew the fat about the life of BIDs, give me a call or drop me a note.

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