

Stourbridge Business Improvement District

PROSPECTUS

2025-2030



Stourbridge

BUSINESS IMPROVEMENT DISTRICT



www.stourbridgebid.com

CHAIR'S INTRODUCTION

Message from The Chair of Stourbridge BID Steering Group, **Aaron Powell**

Over the last 18 months we have been working hard conducting surveys, consultations, workshops and learning from other BIDs across the UK.

Based on this work we have identified a set of initiatives that we believe will make a real difference to the success and prosperity of the Stourbridge town centre business community.

The last few years in particular have been extremely challenging for businesses with the COVID pandemic, soaring energy costs and the cost of living crisis to contend with. A BID in Stourbridge will give us a mechanism to pull different organisations, businesses and agencies together from the private, public and voluntary sectors so that we can work as one in developing our town centre and its reputation as an attractive, vibrant, historical, market town.

The BID Business Plan has been created by a volunteer working group of business people like you with a wide range of business experience, representing your interests. They have given their time freely because they believe in the future of Stourbridge and are willing to play their part in helping to shape it. The plan sets out projects and initiatives which will support businesses in the town centre and which, we believe, will make a positive difference to your business.

Our cumulative investment will provide a business-driven focus to ensure essential improvements to Stourbridge town centre, a means of promoting the offer and changing perceptions. This investment will also set standards in the town centre which reflect our own aspirations as businesses, with a budget, over the five-year BID lifetime of around £1 million.

This is a realistic plan with realistic targets at a realistic cost. It is a chance for us to come together and lead the way in which the town centre presents itself and is perceived.

Let's not allow this unique opportunity to slip away. Please look out for the ballot papers which will be in the post in October and make sure to **Vote YES** to ensure that we can shape the future of our town together.

Aaron Powell
Chair of Stourbridge BID Steering Group and
Ryemarket Shopping Centre Manager



Aaron Powell

STEERING GROUP MEMBERS

Aaron Powell (Chair)
Ryemarket Shopping Centre

Tim Robbins (Vice Chair)
Nickolls & Perks

Becky Pickin
Dudley CVS

Caz Barratt
Ecomaniac

Charlie Mainprice
Truly Scrumptious Boutique

Cllr Cat Eccles
Dudley Metropolitan Borough Council

Jayne Jukes
Tesco

Lee Newman
Record Culture

Mani Sohal
Barclays Bank

Mark Reynolds
The Hop Vault

Sarah Poultney
Claptrap the Venue

Sean Lloyd
Claptrap the Venue

Stu Eaves
King Edward VI College

Zoe Gmaj
Dudley Metropolitan Borough Council

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan which is available at www.stourbridgebid.com, by emailing info@stourbridgebid.com or calling **01562 540233**.

VISION

Through a business-led programme our vision is:

To promote Stourbridge and develop its reputation as an attractive, vibrant, historical, market town.

What is a BID?

- ◆ A Business Improvement District (BID) is a defined geographical area within which the businesses have voted to invest collectively to improve their trading environment.
- ◆ The lifetime of the BID is covered by regulations and is set at no more than five years.
- ◆ A not-for-profit company is set up and run by the businesses in the area and is responsible for ensuring that the aims and objectives of the BID Proposal are delivered.
- ◆ BIDs are about additionality. They do not replace local authority or police services but have to provide additional resource and activities to benefit the area.
- ◆ There are over 320 BIDs in the UK. For more information about BIDs visit www.placemanagement.org/the-bid-foundation/what-is-a-bid/



“ The Hop Vault will be voting for the BID to be established because the BID will create fantastic opportunities to promote town centre businesses and what Stourbridge has to offer”.



Mark Reynolds
Director –The Hop Vault

“ We have already seen some fantastic work and interactions taking place during the development of the BID thanks to the Stourbridge Steering Group being formed, with opportunities during discussion events for all businesses to get involved and share their views and ideas for the future”.



Darcey Blanton
Specialist Customer Care – Barclays Local



Bringing businesses together

Your feedback

Extensive research and consultation was undertaken by the BID development team over the last 18 months to understand and highlight key issues for businesses and stakeholders and to explore potential future projects for the Stourbridge BID. This plan reflects the views and aspirations of the businesses in the area.

Research consisted of one-to-one discussions, personal visits, surveys and Discussion Events across the BID area.

Research and findings from the surveys, interviews and interactions of businesses and organisations from across the Stourbridge BID area has been considered, in shaping the ultimate vision, objectives and their associated activities.



All potential levy paying businesses in the BID area were mailed survey forms and asked to complete them seeking their opinions on a variety of issues, through ebulletins, during a visit from a BID representative and via the BID website. All businesses were provided with the opportunity to meet with a member of the development team in person, via telephone or video call.

305

personal business visits were made in total, with 117 of these being unique visits which represents 75% of the 157 occupied and trading businesses which meet the levy criteria having had a visit to discuss the BID.

59%

of businesses which met the levy criteria completed detailed four-page surveys.



The newly set up BID website and e-bulletins were used to invite feedback and opportunities for businesses to contact the development team to discuss the potential BID.

Your Priorities for 2025-2030

Businesses from across Stourbridge identified key priority areas for a new BID which fall into three objectives:

Objective 1 Showcase and promote Stourbridge

To create a vibrant town centre which has a strong sense of identity and a positive awareness locally, regionally and nationally.

Objective 2 Create a welcoming, safe and attractive Stourbridge

Work with organisations and businesses in public, private and voluntary sectors to create a place which looks and feels great for families, the local community, businesses and visitors to our town centre.

Objective 3 Support businesses in Stourbridge

Strive to achieve the best for businesses and organisations in Stourbridge town centre, encouraging everyone to work together to create a positive working environment, a great place to develop a business and a strong business community.



Creating a vibrant Stourbridge



Creating an attractive Stourbridge

Objective 1:

Showcase and promote Stourbridge

To create a vibrant town centre which has a strong sense of identity and a positive awareness locally, regionally and nationally.

Amount the BID will spend:

An average of **£40,000** per year.

A total of **£200,000** over five years.



In the survey, 'Promotion and awareness of reasons to visit' ranked within the top five aspects that are either very or quite poor in the town centre.

In the discussion events, the most discussed topic was about the commercial attractiveness of Stourbridge. Comments relating to commercial attractiveness included improving vacant unit appeal, some sectors of businesses being oversubscribed/overpopulated and developing the evening offer in Stourbridge.

In the discussion event, suggestions for future projects for the BID to deliver included raising awareness of the town through videos, social media, newsletters and a website, a VR experience on the heritage and culture of the town, competitions linked with art and music and marketing events such as trails and QR codes.

Within the Steering Group meetings it was felt that this is where the BID can make the most significant contribution by taking a leading role in defining and developing the identity of Stourbridge to promote, showcase and raise the profile of Stourbridge town centre.



We are supporting the BID because we think there are massive opportunities for existing businesses to develop and thrive, new businesses to establish and for Stourbridge to be a place that people who live and work here will be proud of, as well as an excellent opportunity for promotion of businesses and the town centre".

Caz Barratt

Director – Eco Maniax



What can be delivered if you vote **YES**



A	Work with others and take a leading role in defining and developing the identity of Stourbridge to promote, showcase and raise the profile of Stourbridge town centre and its successful organisations and businesses as a great place to visit, invest, work and study.
B	Deliver campaigns to encourage customer loyalty and spend in retail and hospitality businesses and increase the use of professional services and other organisations based in the town centre.
C	Support and promote the arts, culture and leisure offer in Stourbridge town centre so that it becomes an important reason to visit and stay in and around Stourbridge both day and night.
D	Develop the use of digital and social media channels, traditional marketing and PR which informs and increases awareness of Stourbridge as a town, its events and all it has to offer, in a way which is consistent with its identity, to visitors and businesses alike.
E	Develop communications between businesses to promote awareness of BID activities and issues and opportunities which may affect trading conditions and the local environment.

Measures and results

- ◆ Footfall to the area which is stronger than national high street trends
- ◆ Increased dwell times
- ◆ Increased awareness of Stourbridge
- ◆ Increased levels of sales activity for businesses in Stourbridge
- ◆ Positive media exposure locally and regionally measured through numbers of articles, publications, reach, click-throughs on digital media and value through using advertising value equivalent (a.v.e)
- ◆ Numbers of businesses actively engaged in BID activities and the use of and their association with Stourbridge in their own marketing and promotion

85%

of businesses said 'Develop the Stourbridge identity and branding to attract more visitors' would be a beneficial future project.

77%

of businesses said 'Develop marketing and promotion for Stourbridge town centre and its events' would be a beneficial future project.



Objective 2:

Create a welcoming, safe and attractive Stourbridge

Work with organisations and businesses in public, private and voluntary sectors to create a place which looks and feels great for families, the local community, businesses and visitors to our town centre.

Amount the BID will spend:

An average of **£50,000** per year.

A total of **£250,000** over five years.



From the survey results it is clear that reducing crime and enhancing safety is important to businesses in Stourbridge and is something that needs to be addressed. Four out of the top six aspects for being very poor or quite poor were all crime and safety related. Additionally, six out of the top seven aspects for the question 'is it important for your business?' were crime and safety related.

Another important part of this objective is the accessibility into Stourbridge town centre and for suggestions for future projects, comments that fell into the category of Access were the most suggested. This included comments such as increased options for parking for both customers and staff including more long stay parking, cheaper parking and improving access for pedestrians.

The other part of the objective is the attractiveness of the town centre, and this includes environmental improvements such as floral displays and festive lighting, as well as events that animate the town centre. Comments from the survey around environmental improvements included making the town feel more welcoming with a market town feel by having greener spaces and outdoor seating, improving the appearance of some shop fronts and some targeted cleaning such as jet washing and weeding to make the town look more attractive.

Given the feedback from businesses via surveys, workshops and one-to-ones, the Steering Group decided that the most effective way of achieving this objective, given its limited budget, was to work closely with others and encourage and lobby others to work with the BID and businesses.

“ I see the BID as a way to help attract new businesses and improve the food and drink offer for visitors and residents for the day, evening and nighttime economy. Stourbridge has the potential to become a great destination for an evening out to relax, eat and drink.

Sarah Poultney
Director – Claptrap The Venue



What can be delivered if you vote **YES**



Measures and results

- ◆ Improved visitor and business perception of the sense of community and business safety
- ◆ Improved perception of access and moving around
- ◆ Reduction of incidents of crime and anti-social behaviour
- ◆ Regular flow of information and sharing of intelligence to support business crime prevention
- ◆ Increased reporting of incidents and crime and anti-social behaviour
- ◆ Improved perceptions by visitors of physical attractiveness
- ◆ Increased number of events and street entertainment and a greater perception of things happening

A	Support and encourage initiatives which protect and enhance the public realm, the buildings and other physical attributes of Stourbridge town centre, in ways which complement and develop the characteristics of the town.
B	Support initiatives that improve access to and orientation of visitors to the town centre and enable them to find their way safely and enjoyably around the town centre.
C	Improve the appearance and vibrancy of the streets and open spaces by adding colour and decoration and when appropriate using additional floral displays and festive and creative lighting.
D	Work with the Businesses, Police, Local Authority, CCTV, voluntary organisations and agencies in tackling business crime, antisocial behaviour, street drinking and begging on the streets.
E	Work with businesses and organisations to develop and organise events which benefit businesses and create interest, animation and a reason to visit and builds the reputation of Stourbridge town centre as a great place to be.

95%

of businesses said that 'Improve police presence' would be a beneficial future project.

88%

of businesses said that 'Availability of business/customer parking' is important to them.

87%

of businesses said that 'Crime and safety generally' and 'Street begging and rough sleepers' is important to them.



Objective 3:

Support Businesses in Stourbridge

Strive to achieve the best for businesses and organisations in Stourbridge town centre, encouraging everyone to work together to create a positive working environment, a great place to develop a business and a strong business community.

Amount the BID will spend:

An average of **£32,000** per year.

A total of **£160,000** over five years.



In the discussion events, the third most discussed topic was around business community in the town centre. Comments included there being no single point of contact for businesses and any issues they might have, there being little knowledge of who manages what and there needing to be co-ordination of businesses in the town. There were also comments that there are some networking opportunities for businesses in place, however these could be developed further. It was also suggested that there could be some opportunity to develop co-working spaces. There was the consensus that having a BID Manager employed following a positive yes vote for the BID could help with all of these points.

72%

of businesses said that a 'Single point of contact for Stourbridge businesses to support them with issues and concerns' would be a beneficial future project.



“ We consider ourselves a vital part of the Stourbridge community and are committed to ensuring our students have an exceptional experience. We share the town’s ambition for growth and prosperity and we are excited by the opportunities to collaborate more closely with local businesses through the BID initiative.”

Stu Eaves
Assistant Principal - King Edward VI College



What can be delivered if you vote YES



A	Work with the local authority, partner organisations and other businesses to develop a commercial, retail, leisure, arts and cultural framework for the town centre and support its implementation with partners.
B	Encourage and support relationships between the King Edward VI College, businesses and organisations which seek to develop skills and have a positive impact upon businesses, the college and the future development of the town centre community.
C	Work with others to develop links between businesses in the town centre and between them and businesses in the surrounding area to encourage a sense of a community of Stourbridge businesses.
D	Promote and develop customer service excellence through award schemes which profile businesses, organisations and individuals and celebrates, recognises and promotes a great town centre.
E	Work closely with emergency services, the local authorities' statutory services and other key stakeholders during times of national or local incidents, emergency situations or economic or logistically challenging periods to maintain a safe and positive experience for visitors and workers and support businesses in Stourbridge town centre.

Measures and results

- ◆ Reduced levels of vacant and derelict properties across the town centre
- ◆ Number of businesses participating in award schemes
- ◆ Increased level of investment in existing and new businesses
- ◆ Increased range of businesses and organisations
- ◆ Increased numbers of students working closely with businesses or working on community projects to improve the town centre
- ◆ Numbers of businesses engaged in BID activities

“ A Business Improvement District will provide us with a collective business voice and a point of contact for the town centre that we do not currently have in place. I urge you to get involved and work together for our future by voting 'YES' in the ballot in October.”

Luke Amphlett

Owner – Coffee Stain Vintage



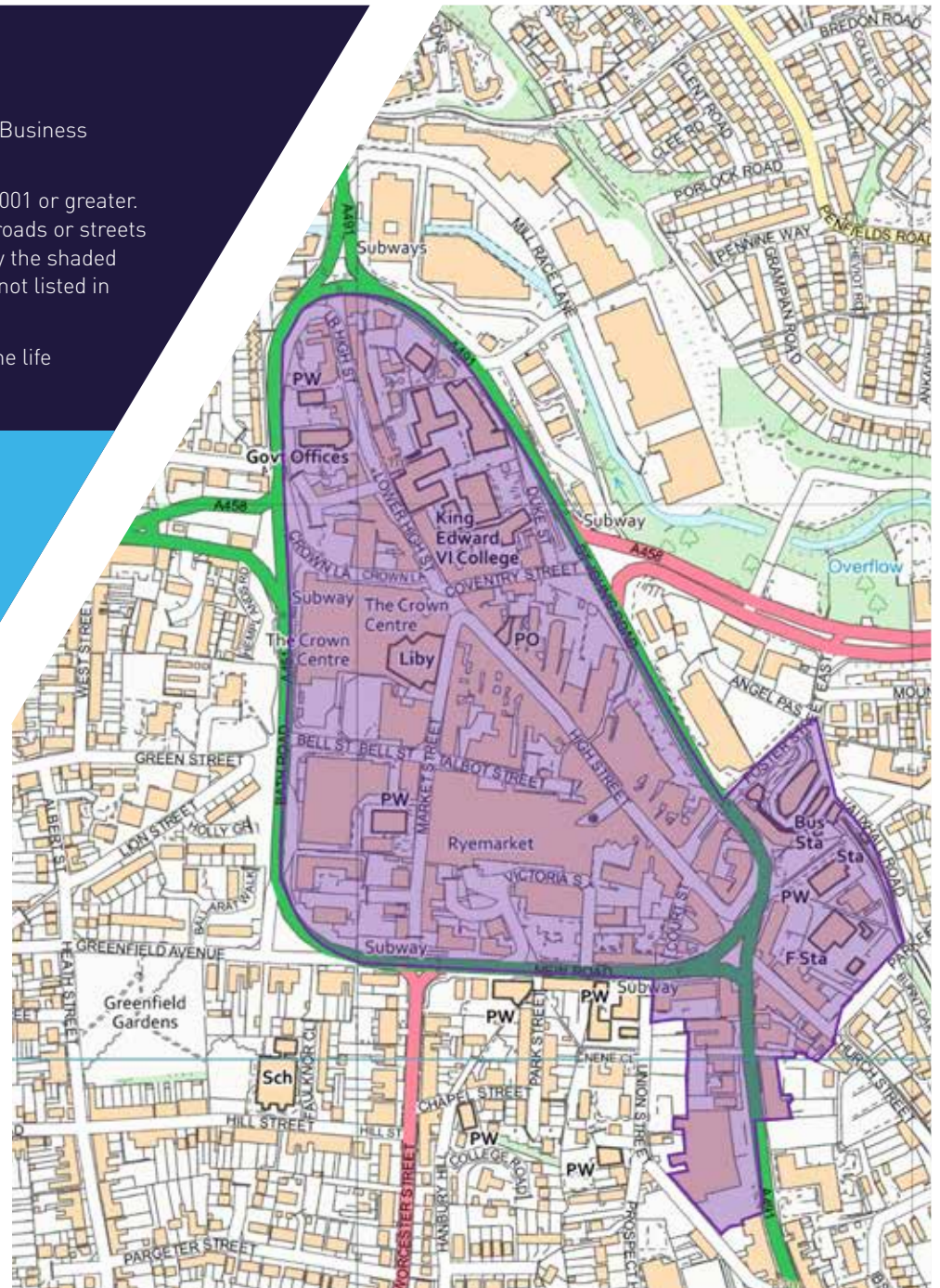
The BID area

The shaded area represents the full extent of the Stourbridge Business Improvement District.

The BID covers those businesses whose rateable value is £12,001 or greater. The area includes any smaller business areas located off the roads or streets that are located within the boundary of the BID area defined by the shaded area on the map and any other road or street, even if they are not listed in Appendix two of the full Business Plan and Proposal.

Any new road or street which is developed or created during the life of the BID which is within the BID area will be included.

A full list of streets in the area can be obtained by calling the Stourbridge BID team on **01562 540233** or emailing info@stourbridgebid.com



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Why we need a BID in Stourbridge

“ Tesco is pleased to support the forming of a BID in Stourbridge. We are proud to work in collaboration with other local businesses to support our local community.”

Phil Rhodes
General Manager – Tesco Extra



“ The BID could help in ensuring our business voice is heard by investors and developers locally and regionally, which could help create a Stourbridge which is an even more attractive place to invest and recruit and retain good people.”

James Monk, Ron Thomas and James Gwilliams
Director & Head of Employment Law, Senior Associate & Solicitor, Director & Head of Private Client Residential Property – Talbots Law



“ I represent the businesses located within the Historic Victoria Passage which is located in the heart of Stourbridge. The passage is full of independent businesses, some of which have been here for more than 20 years. The BID will be an important driver for us to ensure Stourbridge's rich history is encapsulated and promoted well to the community and beyond. I fully support the BID and all that it hopes to achieve, not only for us businesses but also for the wider community.”

Charlie Mainprice
Director and Founder – Truly Scrumptious Boutique



The Budget



Average Annual
Levy Income
£167,129



Objective 1
Annual Average
£40,686



Objective 2
Annual Average
£51,289



Objective 3
Annual Average
£32,003

Stourbridge budget: 2025 – 2030

Income Based on Levy at 2.5%	Year 1	Year 2	Year 3	Year 4	Year 5	Total
BID levy revenue (Note 1)	£160,576	£163,788	£167,063	£170,405	£173,813	£835,644
Other Income (Note 2)	£15,000	£15,300	£15,606	£15,918	£16,236	£78,061
Total Income	£175,576	£179,088	£182,669	£186,323	£190,049	£913,705
Expenditure						
Objective 1 – Showcase and promote Stourbridge	£41,250	£40,974	£40,692	£40,404	£40,111	£203,431
Objective 2 - Create a welcoming, safe and attractive Stourbridge	£52,000	£51,652	£51,296	£50,934	£50,564	£256,446
Objective 3 - Support businesses in Stourbridge	£32,447	£32,230	£32,008	£31,782	£31,551	£160,017
Central Management Costs, Administration, Office (Note 3)	£36,000	£36,720	£37,454	£38,203	£38,968	£187,345
Levy Collection costs from Council	£5,850	£5,967	£6,086	£6,208	£6,332	£30,444
Contingency (Note 4)	£8,029	£8,189	£8,353	£8,520	£8,691	£41,782
Total Expenditure	£175,576	£175,731	£175,890	£176,052	£176,217	£879,465
Accrual for Renewal (Note 5)	£-	£3,356	£6,779	£10,271	£13,832	£34,238

Notes

- Assumes a 2% per annum inflation.
- Including income from landlords, associate members of the BID and other sources (including in-kind).
- Central admin, office and fixed overheads.
- Calculated as 5% of total levy billed.
- Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term, otherwise they will be spent on additional projects in the final year.

What it will cost you

The levy is based upon a property's rateable value. For properties with a rateable value of £12,001 or greater, the BID levy will be 2.5% of the rateable value for properties.

The investment being sought from businesses in the BID area is modest in relation to what can be achieved. For the smallest business in the Business Improvement District, the cost is equivalent to less than a bar of chocolate a day.

How the cost breaks down

Rateable Value	Levy Rate	Annual	This equates to: Weekly	This equates to: Daily
£1 – £12,000	Zero	Zero	Zero	Zero
£12,001	2.50%	£300	£5.77	£0.82
£15,000	2.50%	£375	£7.21	£1.03
£25,000	2.50%	£625	£12.02	£1.71
£35,000	2.50%	£875	£16.83	£2.40
£50,000	2.50%	£1,250	£24.04	£3.42



The Benefits

As a business which pays, whether through a levy or voluntary payment, you will have the opportunity to be directly involved in the decision making and action planning for everything the BID delivers based upon the BID's business plan.

As a business who pays into the BID this is an investment. The aim of the BID is to deliver as much value back in benefits, if not more, than the money you pay in.

By working together as a collective voice, you will not only be benefiting your business but improving Stourbridge.

Additional funding and inflation

The BID Company is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses.

Businesses with a rateable value of £12,000 or less will be invited to enter into a voluntary arrangement with the BID to receive their own direct benefits and services.

Details of the levy rules and criteria can be found in the full Business Improvement District Proposal and Business Plan accessible at www.stourbridgebid.com, emailing info@stourbridgebid.com or calling 01562 540233.

Monitoring Success

Working with key partners

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will work closely with other key stakeholders and strategic partners such as property owners, local authorities, Police and other public bodies. It will seek, wherever possible, to influence and shape larger projects to the benefit of its own aims while supporting others to achieve their own objectives. In working with others, the overriding principle of the BID should not be compromised i.e. that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

Monitoring of basic service provision

Dudley Metropolitan Borough Council are committed to sustaining core or basic services to the area for the duration of the BID so that the activities of the BID will be totally additional and complementary. Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery of core services and compare them with the details in the statements. From experience elsewhere we know this has an impact on delivery and helps to guarantee that money provided to the authorities via the business rates mechanism is targeted appropriately and well spent. This means that local businesses have some influence over Business Rates investment in their area and the effectiveness of local authority service provision.

Monitoring BID delivery

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results. The effectiveness of the measures undertaken will be gauged by key performance indicators monitored and relevant for each project area. They will include business surveys, photographic evidence, vacancy levels and new investment into the area. These measures and key performance indicators are identified for each objective and need to be monitored on a regular basis throughout the life of the BID.



Governance

A new and separate company will be set up to act as the BID Company. It will be a not for profit company, limited by guarantee which will be legally and operationally responsible to the businesses in the BID area, for the delivery of the BID proposal and business plan and its associated activities and will act on their behalf.

The Board will be responsible for the governance of the BID Company and for creating a management structure which will aim to encourage continuous business involvement in determining priorities and shaping and evolving activities within the terms of the BID Proposal and Business Plan. All businesses will be encouraged to be actively involved in the BID and associated working groups to represent the levy payers.

The Board will be elected by the members of the BID company, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID project. It will be driven by the private sector and will provide an opportunity to include a Councillor from Dudley Metropolitan Borough Council.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be monitored and delivered cost effectively, through keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan.

The Board will provide a consistent, collective and effective voice for the businesses in Stourbridge. All roles on the Board and specific working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

Collaborative working will be actively encouraged to build upon the sense of the business community in the area and ensure that the skills and resources available for delivery of the BID are enhanced and deliver best value.

There will also be hands-on project and contract management to support the initiatives from the working groups. This support will provide administrative support to the BID Company, coordinate activity with partner organisations and ensure cost-effective delivery of projects through tendering and careful project and contract management.

The Stourbridge BID financial accounts and governance arrangements will be independently scrutinised and the effectiveness of the measures undertaken will be gauged by key performance indicators for each project area, including footfall, customer surveys, business surveys, photographic evidence and retail turnover movement full measures are identified in this plan with each objective.

Besides regular newsletters and other forms of bulletins, there will be an annual report providing details on activities and performance of the company against the objectives of the delivery plan for the previous year. All levy payers shall be entitled to be members of the BID Company. There will be an annual general meeting at which all members are invited to attend and vote and at which Directors will be retired by rotation providing an opportunity for new Directors to be elected in accordance with the articles of the company.



Ballot timetable

Ballot and voting

Businesses in Stourbridge will be asked to vote on whether or not they wish the Stourbridge BID to implement the business plan over the next five years 2025 to 2030.

Ballot papers will be sent out on Thursday 3rd October 2024 to the person identified in the specially prepared register of potential voters held by Dudley Metropolitan Borough Council. Each rateable property has one vote. A proxy vote will be available.

Completed ballot papers are to be returned no later than 5pm on Thursday 31st October 2024.

The result will be announced on the following day.

Timetable

Ballot period begins

Thursday 3rd October 2024 – Ballot papers issued

Ballot period ends

Thursday 31st October 2024 – Ballot closes at 5pm

Friday 1st November 2024 – Ballot results announced

Tuesday 1st April 2025 – Operations of the new BID start



The importance of voting **YES**

If you want the BID and its collective influence and all its associated benefits to support your business you will need to vote for it. If the vote does not get sufficient votes in favour both by number and rateable value the BID and all its associated activities will not happen and businesses will be left to face the challenges and uncertainties of the future alone.

The ballot has to meet two tests to succeed:



A simple majority of those who vote must register a **YES** vote.

AND



The aggregate rateable value of those that vote **YES** must be greater than that of those that vote NO.

**Get involved – this is your BID.
Vote YES in the BID ballot**



“ Nickolls & Perks are an important part of the Stourbridge heritage, attracting international visitors. The BID gives everyone an opportunity to re-establish Stourbridge as an attractive historical market town. We will be voting YES.”



Tim Robbins
Events Manager – Nickolls & Perks

Final thoughts – **Vote ‘YES’**



Aaron Powell

I have been privileged, over the last eighteen months to work closely with business people who have been committed to creating a new opportunity for all businesses across the whole of Stourbridge. It is a place which has a sense of community but is seeking direction, a sense of purpose and a clear identity in a rapidly changing world.

A Business Improvement District provides us with an opportunity to forge even stronger links between us and work on projects which we initiate and which are important to us as committed and hardworking business people. Without a BID, there will be no collective voice or mechanism through which you can shape or control the support you receive and businesses will continue to face the challenges and uncertainties of the future alone.

The plan provides us with a clear direction for a new exciting era in Stourbridge. I urge you to get involved and work together for the future of the town and our businesses by voting **YES** in the ballot in October.

Aaron Powell

Chair of Stourbridge BID Steering Group and Ryemarket Shopping Centre Manager

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