Newsletter
April-September Overview

Autumn/ Winter 2026

Stourbridge
BUSINESS IMPROVEMENT DISTRICT

Bringing you up-to-date with your town

As we move into what promises to be a busy end of 2026, we'd like to officially welcome all the new voluntary members who have joined the BID over the past few months and all of our existing levy paying businesses for your continued support.

Halloween Trail

23RD OCT

From 23 October to 1 November, families can take part in **Stourbridge BID's Halloween Trail**. Pick up a trail card from one of 15 participating businesses, find the hidden letters around town and solve the mystery words.

Completed entries can be posted at Waitrose in the Ryemarket to receive a free trick-or-treat gift and sticker, plus a chance to win the Secret Prize.

Watch our social media for more Halloween surprises!



Stourbridge Christmas Lights Switch On 2026

21ST NOV

Stourbridge's **Annual Christmas Lights Switch On** returns on Saturday 21 November, with Stourbridge BID once again supporting the event and providing the town's festive lighting. Enjoy a day of live music, performances, family activities and seasonal entertainment before the lights are officially switched on at 5pm. With even more festive decorations planned across the town centre, Stourbridge will be sparkling throughout the Christmas season. Bring your family and friends, support local businesses and join us in celebrating the start of Christmas in Stourbridge.



Stourbridge Military Vehicle Parade returns

Stourbridge's Annual **Military Vehicle Parade** returns on Saturday 7 November 2026 for its fifth year. Expected to be bigger than ever, the event will bring an impressive collection of historic military vehicles to the town, celebrating history, heritage and community. Businesses are also invited to take part in the Best Dressed Window Competition, helping to create a fantastic atmosphere throughout the town centre.

Whether you're a history enthusiast, vehicle fan or looking for a great family day out, there's something for everyone.

To get involved, contact the BID at info@stourbridgebid.com

7TH NOV



See inside for more event news >

Witch Elm Market

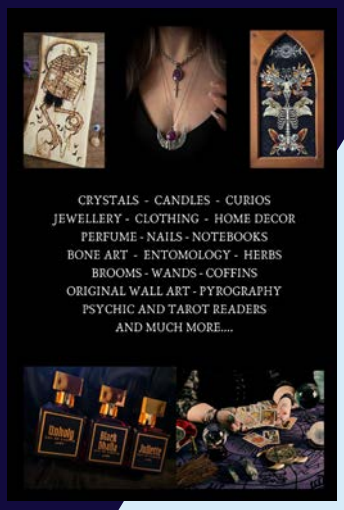
14TH NOV

Witch Elm Market arrives in Stourbridge on Saturday 14 November 2026 at the Ryemarket Shopping Centre, supported by Stourbridge BID.

Featuring around 30 stalls, the market will showcase unique handcrafted gifts, artwork and one-of-a-kind creations from talented artists and makers from across the country, offering visitors plenty of unusual treasures to discover.

As we make the transition from Halloween into the Christmas season, it's the perfect time to explore this truly magical market, find something special and support independent artists and makers.







Underpass transformations

Stourbridge BID has transformed two key underpasses with **striking new murals** by local artist Cal. At Hagley Road Underpass, a colourful piece created in partnership with Eden Midcalf Limited forms part of the artist's Music Is My Muse project and celebrates local band GANS. Meanwhile, the Lower High Street Underpass mural, funded through the UK Shared Prosperity Fund, pays tribute to Stourbridge's renowned glassmaking heritage through bold geometric forms, vibrant colour and hidden design elements, blending contemporary creativity with the town's rich industrial past.





Stourbridge Art Map

In Spring we launched the new **Stourbridge Art Map**, a free guide designed to help residents and visitors explore the town's rich artistic heritage and discover the wide range of artwork on display across Stourbridge. The Stourbridge Art Map highlights key local art icons and artworks dating from 1857 to the present day.

Led by Stourbridge BID with funding secured through the UK Shared Prosperity Fund (UKSPF), this project was developed collaboratively with Cal the Artist and illustrator Stacey Hammond to create a creative and accessible showcase of the town's artistic character.

Free copies of the Stourbridge Art Map are available from the leaflet holder on the map wall in Tesco, the library, town hall, bus station and train station.



Investing in Stourbridge

Stourbridge BID has continued to invest in the town centre through a range of **public realm improvements** to create a more attractive and welcoming environment. Recent projects include new benches and planters at St Thomas' Church Public Gardens, with planting support from students at King Edward VI College and local partners. On Lower High Street, new Stourbridge Blue planters have replaced deteriorated features with support from Stourbridge in Bloom and local students. A town-wide autumn and winter planting scheme has also introduced more than 300 seasonal plants to keep the town vibrant during the colder months. Supported by the UK Shared Prosperity Fund, West Bromwich Building Society and the Mercian Community Trust, these projects highlight the BID's commitment to enhancing Stourbridge while bringing the community together.






Promoting Stourbridge



Stourbridge BID has installed a **new advertising board** at Stourbridge Glass Museum on the A491, promoting the town as a place to live, work, visit and invest. Positioned at a major gateway location with over 7.3 million vehicle movements each year, the board showcases Stourbridge's independent businesses, hospitality, attractions and world-renowned glassmaking heritage. Delivered in partnership with Stourbridge Glass Museum, the project strengthens links with a key local heritage organisation while raising awareness of the town and encouraging more people to explore everything Stourbridge has to offer.

Supporting businesses

Stourbridge BID, working in partnership with Good2Great and funded by Dudley Metropolitan Borough Council, delivered a **free business coaching programme** for companies across the BID area. Through the High Street Boost initiative, 17 businesses received tailored one-to-one support, helping them identify opportunities, improve performance and plan for future growth. The programme supported a diverse mix of businesses, from start-ups to established independents and national operators, with expert guidance in areas including marketing, customer experience, merchandising and business development. The partnership reflects a shared commitment to helping local businesses thrive and strengthening Stourbridge's town centre economy.



Making a difference in Stourbridge

Each month, Stourbridge BID brings businesses, local groups and community volunteers together for our **regular Tidy Days**, helping to keep our town looking clean, welcoming and cared for.

From litter picking to tackling those hard-to-reach areas, our volunteers give their time and energy to make a visible difference across Stourbridge. It's also a great opportunity to meet others who share a passion for our town and its community.

A huge thank you to everyone who gets involved — your time, teamwork and commitment really do make a difference!



Get Involved with Your BID



Arrange a visit from your BID Manager

Want to discuss your business, share ideas or find out more about the support available through Stourbridge BID? **Get in touch** to arrange a visit from your BID Manager. Whether you need advice, have feedback, or want to explore opportunities to help your business grow, we're here to help and would love to hear from you. Contact us today to book a convenient time.

GET IN TOUCH

Become a BID Director

Could you help shape the future of Stourbridge town centre? Stourbridge BID is always keen to hear from passionate business representatives interested in **becoming a BID Director**. It's an opportunity to influence projects, represent local businesses and play a key role in driving positive change across the town. If you would like to find out more about joining the Board, please get in touch with the BID team. We are particularly keen to hear from businesses within the Night Time Economy industry and Leisure.

Receive our e-bulletins

Stay up to date with the latest news, events, business support opportunities and projects from Stourbridge BID by signing up to receive our **regular e-bulletins**. It's the easiest way to keep informed about what's happening in the town centre and how the BID is working to support local businesses.

Scan the QR code to join our mailing list

Scan to visit the BID Website

For the latest updates, events and business news, please continue to follow our social media platforms, visit our website and keep an eye on our weekly updates.

For more information about how to **get involved** with Stourbridge BID please contact the BID team via email – **info@stourbridgebid.com** or by phone – **01562 540233**

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Stourbridge BID is project managed by Partnerships For Better Business Ltd (pfbb UK)