

STOURBRIDGE BID

Annual Report March 2026



Stourbridge
BUSINESS IMPROVEMENT DISTRICT

Chair – Aaron Powell



Chair's Opening Statement

It is with great pride that we present the first Annual Report of Stourbridge Business Improvement District, marking our inaugural year since the BID formally commenced on 1 April 2025 following a successful ballot at the end of 2024. This report reflects not only what has been delivered in our first year, but also the strong foundations that have been laid for the next four years of the BID's five-year term.

The establishment of Stourbridge BID represents a clear vote of confidence from our business community in a shared vision for the town centre — one that champions investment, collaboration and ambition. From the outset, our focus has been on delivering visible, meaningful improvements that support local businesses, enhance the environment and strengthen Stourbridge's identity as a thriving and distinctive place to work, trade and visit.

A significant milestone in our first year was the appointment of our dedicated BID Project Manager, Ben Thompson, who has become a central point of contact for businesses and a passionate ambassador for Stourbridge Town Centre. Under Ben's leadership, the BID has supported key events such as the annual Summer Carnival, Christmas

Lights Switch-On, introduced new festive decorations and year-round bunting, and continued to enhance the town's appearance through our support of Stourbridge in Bloom. These initiatives, alongside regular litter-picking days and business drop-in sessions, have delivered immediate, visible benefits and strengthened engagement with levy payers.

We have also worked hard to maximise the value of BID investment by leveraging in substantial additional funding. Through the UK Shared Prosperity Fund, we have secured resources to deliver a curated programme of projects including an arts trail and permanent public art installations that will leave a lasting legacy across the BID area. Alongside this, professional photography, a fly-through promotional video and the

development of a new town centre website are helping to tell a positive, confident story about Stourbridge — celebrating its events, its BID activity and, most importantly, its fantastic business community.

This first year has been about listening, delivering and building trust. On behalf of the Board, I would like to thank our levy-paying businesses, partners, stakeholders and volunteers for their continued support and engagement. Together, we have made a strong start, and I am confident that the momentum built in this first year will enable Stourbridge BID to deliver even greater impact over the remainder of the term.

Aaron Powell

**Ryemarket Shopping Centre
Manager
and Chair of Stourbridge BID**




Working Together for a Stronger Town


We're proud to support businesses in the area, providing a collective voice that makes sure Stourbridge continues to stand out. Whether it's through day-to-day improvements, promoting the town far and wide, or supporting local enterprise, our aim is simple: **to make Stourbridge the best it can be for businesses, residents and visitors alike.**

Stourbridge BID is governed by a board of local business people and partners.

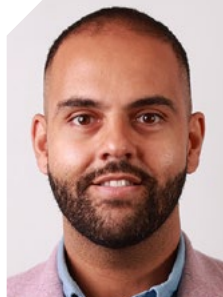
BOARD OF DIRECTORS



Aaron Powell
 Chair of the BID Board
 Centre Manager, Rye Market Shopping Centre



Cllr Paul Bradley
 Local Authority Director
 Deputy Leader Of Dudley Council DMBC



Vic Younis
 Core Director
 Wall James Chappell, Partner Dispute Resolution



Tim Robbins
 Vice Chair of the BID Board
 Events Manager, Nickolls & Perks



Mark Reynolds
 Core Director
 Owner, The Hop Vault

Current Directors as at January 2026.
 It is anticipated that more representatives from businesses will be appointed as Directors in the forthcoming months.



BID TEAM
 Stourbridge BID is project managed by **Partnerships for Better Business Ltd (pfb UK)** who employ the BID Manager **Ben Thompson**
 ♦ bidmanager@stourbridgebid.com ♦ 07494 199 723

Summary of projects delivered during the first year of the BID

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.

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.

Halloween Trail

Objective 1-B

During the October half term, the BID organised and funded a community Halloween Trail to encourage family participation and increased footfall for local businesses.

Ten businesses took part by displaying spooky posters in their

windows. Families collected a map and followed clues to find each poster – discovering a unique letter at every location. Once all posters were found, the letters could be rearranged to reveal a Halloween-themed word.

All completed maps were entered into a prize draw, with the winning family receiving a £250 voucher generously donated by Tesco.

UKSPF Artwork – Art Trail & Map

Objective 1-C

The BID has secured a £14,000 UK Shared Prosperity Fund (UKSPF) grant from the local combined authority to deliver a number of projects that will enhance the vibrancy of Stourbridge Town Centre.

This includes a colourful and engaging art trail in Stourbridge town centre which will create a lasting legacy of public art, attracting visitors, supporting local businesses and giving students valuable opportunities to showcase their skills.

By boosting wellbeing, driving footfall and enhancing vacant spaces, the trail supports the BID’s objectives to promote arts and culture, improve the appearance and vibrancy of the town, and protect and celebrate its unique character. Completion is planned by March 2026.



Funded by UK Government

West Midlands Combined Authority
Dudley Metropolitan Borough Council



Media and Marketing

Objective 1-D

A new website funded by the BID, has been launched to highlight the area and promote the wide range of businesses within it. The site also showcases current and upcoming BID projects, demonstrating how they will enhance the district and deliver long-term benefits over the next five years.

The BID has funded the creation of a promotional video showcasing the vibrant town centre and everything it has to offer. Featuring local businesses, attractions, and community highlights, the video is designed to boost visibility, attract visitors, and celebrate what makes our town unique. It will be used across digital platforms to support ongoing marketing and engagement initiatives.

This can be seen on the BID website and YouTube Channel.

We have also set up a Facebook and LinkedIn profiles to showcase the town, its businesses and activities.



Promotional Video



Business Communications

Objective 1-C

A regular e-bulletin has been introduced to keep BID businesses informed, alongside a monthly drop-in session giving businesses the opportunity to learn more about the BID, ask questions and share ideas.



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.

- 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.

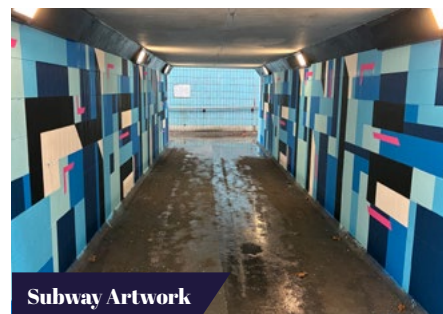
Subway Artwork

Objective 1–C and Objective 2–A

Stourbridge BID has partnered with local business **Eden Midcalf**, who have generously funded artwork for the New Road underpass between Hagley Road and Wetherspoon’s. Eden Midcalf, an estate agent based on Hagley Road, recently joined the BID

as a voluntary member and has also sponsored BID Tidy Days by providing funding for equipment and materials.

The artwork, created by renowned local artist **Cal the Artist** – whose music-inspired pieces have featured on BBC and in national press – celebrates rising local band **GANS**, bringing colour and local culture to a prominent gateway into the town.



Subway Artwork

UKSPF In Bloom Floral Displays

Objective 2–C

Seasonal planting has been introduced with phase 2 to be completed shortly with the addition of a large planter on Lower High Street.

The BID has introduced a new *In Bloom* initiative, funded through a portion of the £14,000 **UK Shared Prosperity Fund (UKSPF)** grant. Extensive autumn–winter planting took place in October 2025, delivered by volunteers from **Stourbridge in Bloom** and U3A.

A wide range of planters and floral displays have now been added across the town, including beehive planters in Crown Square, multi-tiered planters near Crown Square and at the Market Street/Talbot Street



In Bloom

junction, barrier baskets around central railings, eye-catching planters at the corner of St John’s Road and New Road, further displays at the end of Market Street, and sustainable feature planters in Foster Street.

Sponsorship plaques are currently being finalised for installation, and

the remaining funding will support vibrant spring planting to brighten the town centre throughout the year.





Street Bunting

Objective 2-C

BID funding enabled the purchase and installation of vibrant bunting throughout the summer. The multicoloured flags were displayed across key locations including the High Street, Lower High Street, Market Street, Crown Lane, Coventry Street and Bell Street.

Installed in August 2025, the bunting will remain in place indefinitely, adding a lasting burst of colour and atmosphere to the town centre. The BID worked closely with [Dudley Metropolitan Borough Council](#) and [Hilton Main](#) to deliver the project, ensuring that all areas and local businesses benefited from the enhanced visual appeal.



Bunting

Monthly BID Tidy Days

Objective 2-E

A monthly Tidy Day has been launched by the BID as part of Objective 2 in the business plan. These hour-long sessions invite volunteers from local businesses to come together and help keep the town centre clean, welcoming, and well-maintained. It's a simple way to make a visible difference and take pride in our shared environment.

The BID has secured additional funding from Eden Metcalf who are working with us as a Supporting Partner and have provided the high vis jackets for the tidy days.

The BID Manager works in close partnership with stakeholders to link ideas with delivery and provide support to businesses across the BID.



BID Tidy Days



Festive Lighting

Christmas Light Switch on Event

Objective 2-E

Stourbridge BID worked with **Dudley Metropolitan Borough Council** and other partners to co-organise the Christmas Lights Switch-On event, helping to select and manage performers and roaming acts.

The BID Manager Ben, also supported operations on the day, coordinating activities and assisting with staging arrangements and attractions such as the Snow Globe.



Street Acts

Festive Lighting

Objective 2-C

November marked the launch of brand-new festive lighting across the town centre, fully funded by Stourbridge BID. Working in partnership with Dudley Metropolitan Borough Council and Exhibitions International, the stunning displays were installed along the High Street, Lower High Street, Market Street, Coventry Street and Crown Lane, bringing extra sparkle and seasonal cheer to shoppers and visitors.

Carnival

Objective 2-E

Stourbridge BID supported this year's Carnival, organised by **Dudley Metropolitan Borough Council**, by funding the popular Stilt Walker attraction. The event took place on Sunday 6th July, adding excitement and entertainment for visitors and local families alike.



Carnival

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.

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.

BID Finances

Unaudited accounts including estimated accruals as of November 2025.

BID Finances

As of the end November 2025, the BID estimates its finances for the 31st March 2026 to be as follows;

INCOME

- ◆ Levy income received of **£123,216**. A UKSPF grant received for **£14,000**
- ◆ Partnership working with Eden Metcalf for a donation of **£2,444**.
- ◆ In kind contributions to date for **£22,785.00**.

EXPENDITURE

Stourbridge BID has spent money against the three key BID objectives and money to date has or will be spent as follows (as of November 2025):

	Budget per objective	Actual and estimated expenditure up to end March 2026 as of November 2025
OBJECTIVE 1 – Showcase & Promote	£35,464	£35,064
OBJECTIVE 2 – Welcome & Safe	£35,044	£32,278
OBJECTIVE 3 – Support Businesses	£15,907	£15,907
Central Admin – Project Management	£15,907	£15,811
Central Admin & Overheads	£13,417	£12,157
Levy Collection costs	£8,942	£8,942
Totals	£124,679	£120,158

Full final accounts will be available at the AGM in September 2026

The BID will continue to work to deliver next year's projects in line with the BID Business Plan objectives.





Our Business Plan is available at: www.stourbridgebid.com

Stourbridge BID

www.stourbridgebid.com

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WEST MIDLANDS DY8 1LU

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EMAIL: info@stourbridgebid.com

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-  [Stourbridge BID](https://www.linkedin.com/company/Stourbridge BID)



Stourbridge
BUSINESS IMPROVEMENT DISTRICT

How to pay

Paying your BID levy

Businesses with a rateable value of £12,001 or above in the Stourbridge BID area are required to pay a levy, which is in addition to Business Rates and needs to be paid separately (regardless of how you pay the Business Rates).

Prompt payment will help ensure that the objectives that were voted on in the Business Plan come to fruition.

Dudley Metropolitan Borough Council is contracted by Stourbridge Business Improvement District (BID) to collect the levy on behalf of the BID. You can pay the levy in the following ways:

Paying online or by phone

Using your **debit** or **credit card**, you can pay:

Online at www.dudley.gov.uk/ then follow the appropriate link.

By **phone** by ringing our automated Callpay line **0300 555 7000**

These services are available 24 hours a day, seven days a week.

Paying by **home/electronic banking**

Using the following details:

Sort Code: **30-80-77**

Account Number: **18346660**

NOTE: A reference must also be quoted to enable us to identify you. This will be your Stourbridge BID Limited Levy account reference prefixed with 4 – e.g. – 4000001

Levy payers are reminded that, in accordance with the BID Proposal and Business Plan, the BID levy is based on the premises Rateable Value as per the billing authority's NNDR billing system as of 19th September 2024. Thus, any Rateable value changes from the 2026 Revaluation will not have an impact on levy bills going forward as the RV is static for the five year term of the BID.

If you have any questions regarding your levy payment, please contact the Business Rates office at Dudley Council.

Revenue Services

Dudley MBC

P.O. Box 3

Dudley DY1 1HG

Enquiries: 0300 555 8000

(Calls may be recorded for training and monitoring purposes)

Billing Enquiries:

brates.finance@dudley.gov.uk

Recovery Enquiries:

recovery.finance@dudley.gov.uk/
[business/business-rates/](http://www.dudley.gov.uk/business/business-rates/)

If you have any questions regarding the BID, please contact the **BID Manager** at info@stourbridgebid.com