

Vicky Rogers, Halesowen BID

I am Vicky Rogers, I am 41 years old, married, mom of 2 and have been BID Manager for Halesowen in West Midlands since February this year.

My professional background prior to the BID industry was Police, where I was a PCSO for 18 years, experienced in community and business engagement, crime prevention etc and having won PCSO of the year 2018, I was ready for a new challenge.

Halesowen BID is 2 years into the 5-year business plan, until I arrived little had been achieved and I was met with a negative response from certain sectors. In the last 9 months I have managed to change the view of the levy payer from negative to positive and now appear to have a supportive following of levy payers.