

BID Board Priorities and Ideas 2023

BID Board Brainstorming session at BID Board Meeting 24/01/2023

Safe and Secure

- New town centre / BID area CCTV cameras
- New CCTV on Midlands Drive to address security for staff
- New crime and safety app that businesses download onto their mobile phone and use to share information and images of their in-store CCTV with other businesses i.e. underage drinkers / counterfeit notes / retail crime
- Live web cam in the town centre so the public can view live footage of the town i.e. the BID Farmers & Craft Market

Raise the Profile of BID Businesses

- New BID job board on website which BID can promote and share on social media platforms
- A BID website that contains links to individual BID Member's websites
- Topics on website such as 'Are You Moving Home' or 'Do You Need A Job'
- A public forum for businesses to exhibit, similar to Expo
- A drop-in surgery for the public i.e. financial surgery (with accountants) and a legal surgery (with solicitors)
- BID awards to showcase the best of the BID area
- 1 month advertising spotlight on individual businesses / areas of the BID

Accessible Town

- Subsidised car parking for employees
- Designated free parking for clients / customers of BID Members to use
- Address parking costs for staff of BID Members
- Parking on Midland Drive is limited 1 hour only which affects client / customer meetings and should be increased to 2 hours as most meetings are 1 hr
- Parking wardens on Midland Drive target clients and customer cars when their paid parking has exceeded time
- Parking apps for BID area i.e. Lichfield car parks are all on the Ring Go app and used to pay for parking and extend car parking remotely
- Identify underused car parks in BID area
- Signage for different areas i.e. Restaurant Quarter
- Better signage throughout BID area
- Signage to identify the BID boundary

Business Support

- BID should be a statutory consultee on planning applications / to support plans

- BID to co-ordinate apprenticeship scheme
- BID Members training and learning new skills
- Upskilling existing workforce in BID area
- LinkedIn training for BID Members / staff
- Link BID Members (businesses) with the College
- Hold a Sutton Job Fair with job centre and recruiters
- Addressing businesses barriers for recruitment and staff retention

Marketing and Events

- A Birmingham Live 6 week advert is £2,000
- Undertake sector based advertising
- Increase footfall in the BID area
- Increase footfall on Birmingham Road
- Organise a classic car show
- Support weekend film matinees screened at local businesses / Wednesday morning films

Attractive Town

- Planting and general improved environment for Mitre Court on Lichfield Road
- Address litter issue in BID area
- Work with 'Community Payback' to improve areas of the BID boundary
- 'Look after your patch' award for businesses who improve and maintain the vicinity of their business premises
- Beeches Walk is a gateway to the town and needs improving
- Encourage alfresco dining