

BID BULLETIN

ISSUE 2 – AUTUMN 2022



Visit
**Royal Sutton
Coldfield**
BUSINESS IMPROVEMENT DISTRICT (BID)



HELLO

We are thrilled to announce that Alison Clack, Managing Director at Cerda Planning on the High Street has been appointed as the new Sutton Coldfield BID Chair and David Hemming, Director of Burley Browne on Lichfield Road has been appointed in the new role of BID Vice Chair.

"I'm delighted to be in position as Chair, building on Angela's legacy, leading the BID through the next 12 months." – **Alison Clack, BID Chair**

"As a Sutton Coldfield resident and business owner, the future success and prosperity of the town is very close to my heart." – **David Hemming, Vice BID Chair**

Angela Henderson, Centre Manager at Gracechurch Shopping Centre, stepped down as BID Chair after 3 years in the role which included steering the BID through the Covid pandemic and the BID rebalot helping to secure a further 5 year term for the Business Improvement District in Sutton. As a volunteer BID Chair, Angela devoted a vast amount of time to the BID and we would like to say a huge thank you to Angela for her hard work and commitment over the years and we are pleased that she will remain as a much valued Member of the BID Board.

We look forward to working with Alison and David and making a difference in Sutton Coldfield.

**From Michelle Baker, BID Manager
& the BID Board**

FIRST BID NOTWORKING EVENT

Sutton Coldfield BID has 377 Members and we are keen for businesses to get to know their neighbours and use local services within the BID area. We have launched 'NotWorking' which is a free event open to all BID Members.

We held the first NotWorking Event on Friday 7th October with 30+ businesses in attendance. Businesses heard from guest speakers Andy Wilson, Chief Executive of WAA Chosen and Cllr Simon Ward, Leader of Sutton



Coldfield Town Council, followed by a Cocktail Masterclass hosted by WAA Chosen.

We really hope you will join us at the next BID NotWorking event in early 2023.

To receive an invitation to this free event please email bidmanager@suttoncoldfieldtowncentre.co.uk

BID FARMERS & CRAFT MARKET ATTRACTS THOUSANDS

To boost Sunday footfall for local businesses and raise the profile of Sutton Coldfield town centre we have launched a NEW Farmers & Craft Market! Our first market took place on Sunday 25th September with an impressive 37 stalls lined up along The Parade in the town centre.

To accompany our first market we arranged a Gordon Ramsey impersonator, live music, free children's face painting and free caricatures to help make it a fantastic day out.

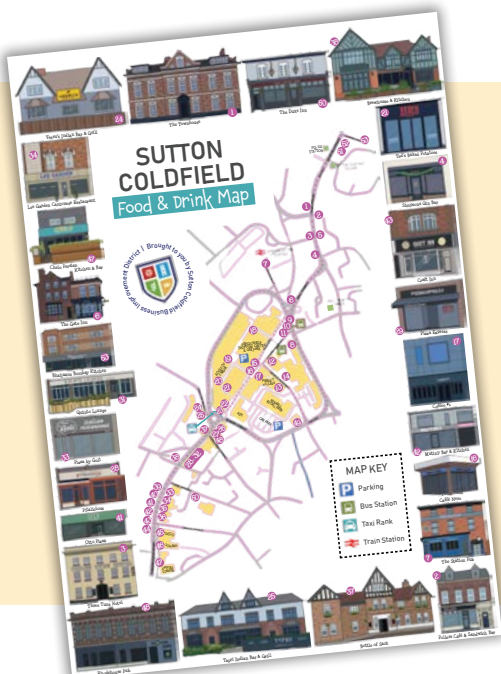
Our first market was very well supported by the local community with thousands of visitors joining us on the day and local businesses said it had a positive effect on their Sunday footfall too with Coffee Number 1 stating that it was one of their busiest days trading of the year!

FUTURE DATES FOR YOUR DIARY:

- Halloween Farmers & Craft Market Sunday 30th October 10am – 2pm
- Christmas Farmers & Craft Market Sunday 27th November 10am – 2pm



If you would like to discuss the BID or any town centre issues with Michelle, please email bidmanager@suttoncoldfieldtowncentre.co.uk or call / WhatsApp 07970 885 743.



FOOD AND DRINK GUIDE

Did you know there are over 50 places to buy food and drink in Sutton Coldfield town centre BID area?

We have listed them all on a handy map and we are looking for local venues and businesses to display on their countertops so that your visitors and customers can take a free map and guide and support the local hospitality industry.

If you would like a free brochure stand and a free supply of the Sutton Coldfield Food & Drink guide please get in touch at email

bidmanager@suttoncoldfieldtowncentre.co.uk


DO YOU FOLLOW US ON FACEBOOK?

We now reached 4,000 followers on our 'Visit Royal Sutton Coldfield BID' Facebook page! That's an increase of 2,700 followers in just 5 months!

If you own or manage a business in the Sutton Coldfield Business Improvement District (BID) area which runs from Lichfield Road all the way to the Cinema then we would love to hear from you.

You can send us your business news, your special offers, your job vacancies and events so that we can share these with our local followers and fellow businesses.

Send a message to our Facebook page '[Visit Royal Sutton Coldfield BID](#)' or email bidmanager@suttoncoldfieldtowncentre.co.uk

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& SHARE

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

There are 350 established BIDs across the U.K including Solihull, Cheltenham, Bath, Brighton, Swansea, Cardiff, Liverpool and Manchester.

A Business Improvement District (BID) is a defined area (such as a town or city centre) in which a compulsory levy is charged on business rate payers in addition to their business rates bill. The BID levy is ringfenced and used for projects and activities which will raise the profile of the area and benefit local businesses.

There is no limit on what projects or services can be provided through a Business Improvement District. The only legal requirement is that it must be something that is in addition to services provided by local authorities such as the Council and Police.

There are 377 BID Members in Sutton Coldfield and the BID boundary starts at Mitre Court on Lichfield Road and runs all the way to the Cinema on Birmingham Road.



The Sutton Coldfield BID is now in its eleventh year, following the successful ballot of businesses last year which secured a further 5-year term for the BID (2022 – 2027).

The BID operations are overseen by a Board (made up of BID levy payers) and we have a new BID Manager in place from May this year who plans and delivers the BID projects and events.

You can contact Michelle Baker, Sutton Coldfield BID Manager by email at bidmanager@suttoncoldfieldtowncentre.co.uk



Yule Love

SUTTON COLDFIELD THIS



Christmas

Saturday 19th November

The Christmas Penguins

Sunday 27th November

Christmas Farmers & Craft Market

The Grinch

Children's Facepainting

Christmas Crafts

Saturday 3rd December

Father Christmas

Roller Skating Presents

The Animated Elves

Friday 9th December

Giant Snowglobe

The Grinch

Polar Bear

Saturday 10th December

Giant Snowglobe

Father Christmas

The Gingerbreads

The Grinch

Sunday 11th December

Giant Snowglobe

The Grinch

Saturday 17th December

Father Christmas

The Gingerbreads

The Grinch

**Plus GIANT Christmas
selfie frame throughout
November & December**

10AM – 2PM IN SUTTON COLDFIELD TOWN CENTRE

The events are **FREE** and funded by local businesses in Sutton Coldfield

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to you by:



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**Royal Sutton
Coldfield**

BUSINESS IMPROVEMENT DISTRICT (BID)

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