

BID BULLETIN

ISSUE 3 – JANUARY 2023



Visit
**Royal Sutton
Coldfield**

BUSINESS IMPROVEMENT DISTRICT (BID)



HELLO

Happy New Year to all businesses within Sutton Coldfield Business Improvement District (BID). We wish you a busy and prosperous 2023!

The BID is now in its twelfth year of operation since its formation in 2011 and we will be working throughout 2023 to ensure that all business sectors benefit from being a BID Member and ensuring there are tangible benefits for local businesses. From retail and professional services to food and beverage and the evening economy, we will be delivering initiatives to benefit all types of business within the BID area.

We hope you had time to see and enjoy our 6 week programme of Christmas entertainment to attract shoppers and visitors into Sutton Coldfield over the festive season which we felt benefitted businesses more effectively during these difficult economic times instead of a one night Christmas light switch on event which we have previously supported.

See you soon,

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

BID EVENTS OVER THE CHRISTMAS PERIOD INCLUDED:

- 3-day Giant Snow Globe for shoppers to step inside for a free photo
- 6-week Giant Christmas Photo Frame for free photos
- Breakfast With Santa event at The Bottle Of Sack Wetherspools
- Breakfast With Santa event at the Indoor Market Cafe
- Santa Claus appearance at The Library
- Santa Claus appearance at The United Reformed Church
- 5 days of The Grinch causing havoc in the town centre
- 3 days of Father Christmas appearances in the town centre
- 2 days of the two Gingerbreads greeting shoppers along The Parade
- 1-day of the Animatronic Polar Bear at Gracechurch Shopping Centre
- 1-day of Roller Skating Presents, The Giant Penguins and the Animated Elves along The Parade
- 1 day Farmers & Craft Market with Christmas crafts, face painting and live music

We will be announcing our 2023 programme of events soon so please look out for the next BID Newsletter and also follow us on Facebook at 'Visit Royal Sutton Coldfield BID' where we now have 4,500 followers (up from 1,300 followers in May 2022).



BID GUARDIANS

We arranged and funded new BID Guardians to patrol the BID area every Friday and Saturday evening throughout December to cover both the Christmas party season and the World Cup matches. This new project was introduced to provide support for businesses in the night-time economy and help to make Sutton Coldfield a safer place to visit and enjoy in the evening.

Four security guards worked from 4pm - 1am to assist visitors and venues alike. This was a trial project that will be reviewed by the BID Board and the effectiveness of the project will also be discussed with Pubwatch the local Police.

BID PLANS FOR 2023

We are pleased to confirm that we will be continuing with the monthly Farmers and Craft market from March 2023, to be held on the last Sunday of every month from March until November. The market was launched in September last year and ran from September to November. The three markets made a dramatic difference to Sunday footfall in the town centre and boosted sales turnover for local businesses.



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**.



JOIN THE BID BOARD

We already have a fantastic Board of business representatives from across the BID area however we are looking for two new BID Board Members. 1 business owner / manager from an independent retailer and 1 business owner / manager from a national retailer to join our BID Board in 2023. If you are interested in helping to shape the future of Sutton Coldfield BID area and represent fellow retailers in Sutton Coldfield please email:

bidmanager@suttoncoldfieldtowncentre.co.uk