

BID BULLETIN

ISSUE 1 – SUMMER 2022



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



HELLO

Michelle Baker joined us in May 2022 as our new Sutton Coldfield BID Manager.

With 14 years experience developing and managing Business Improvement Districts (BIDs) across the U.K from Lichfield to Epsom, North Nottinghamshire to Abingdon and Staines-upon-Thames to Morecambe and Kensington, we are excited to have Michelle on board to work with us to make a difference in Sutton Coldfield town centre as we head into the eleventh year of the Sutton Coldfield Business Improvement District (BID).

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.

*Have a great summer
From all of us at Sutton Coldfield BID*

Established 2011

OUR NEW LOOK

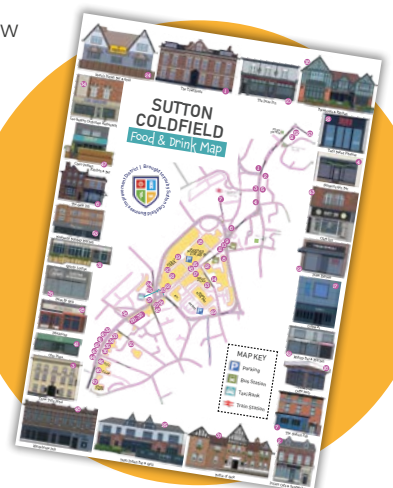
Following the successful BID ballot last year and the start of a new 5-year BID term this year (2022 - 2027) plus with a new BID manager in post, we thought it was perfect time for a new look and BID logo. We hope you like it!

FOOD & DRINK GUIDE

We are about to launch the new Sutton Coldfield Food & Drink guide to promote all 50+ venues to eat and drink in the town centre BID area.

We will be distributing the new maps to hotels, venues and local businesses. If you would like to support your fellow local businesses and display the new Sutton Coldfield Food & Drink guide in your business please get in touch and we will arrange to deliver some for your countertop / staff / customers.

Thank you to Sutton Town Council for sponsoring the guide.



DATES FOR YOUR DIARY

We are busy planning footfall boosting events for the town centre and if you would like the characters to pop into your shop / office / restaurant for a photo you can use on your own social media / website / head office newsletter please let us know.

- Transformers Bumblebee and Optimus Prime are coming to town for a FREE meet & greet on Saturday 13th August 11am – 3pm.
- Chomp the T-Rex is coming to town for a FREE meet & greet on Bank Holiday Monday 29th August 11am – 3pm.
- A new BID Networking event will take place on Friday 7th October 3pm – 6pm at the WAA offices in the town centre. If you own / manage a business in the BID area you can attend this exciting new take on networking for FREE, meet with the BID Board and fellow business owners, enjoy a cocktail masterclass and hear from guest speakers Cllr Simon Ward, Leader of Sutton Town Council and Andy Wilson, Group Chief Executive at WAA Chosen.

This is a FREE event for BID members and places are limited so please RSVP ASAP to bidmanager@suttoncoldfieldtowncentre.co.uk



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PREVIOUS BID EVENTS

ARMED FORCES DAY 25TH JUNE 2022

We funded and arranged for a flight simulator in Bishops Court at The Gracechurch Shopping Centre, providing free flight experiences for hundreds of visitors between 10am -4pm which was hugely popular.

The Green Toy Soldiers made appearances throughout the day and brought fun, entertainment (and mischief!) to the town.

We funded and arranged for local professional Saxophonist Alicia Hillman to play throughout the day and DJ Sev The Hub to provide free face painting for our younger visitors.

Local army veteran turned chocolatier Military Chef also joined us selling their handmade chocolate.

Thank you to Gracechurch Shopping Centre for hosting the entertainment.



THE QUEEN'S PLATINUM JUBILEE THURSDAY 2ND – SUNDAY 5TH JUNE 2022

We funded and arranged for still walkers, face painters, balloon artists, bubble-ologists and musicians to celebrate the 4-day Jubilee weekend.

The Bubble-ologist was jointly funded by Gracechurch Shopping Centre.





BEST DRESSED JUBILEE WINDOW COMPETITION

Congratulations to Smart Ideas for winning the Best Dressed Jubilee Window Competition! They won a giant billboard advertisement on Brassington Avenue, £100 vouchers for a business of their choice (they chose Treatz dessert shop and treated their staff!) and a winning plaque to display in the shop.

Thank you to all those that took part in the Best Dressed Jubilee Window competition and collected their free bunting from the BID office. Runners-up included:

- The Costume Department
- Simpsons Gin Bar
- The Duke Inn
- The Gate Inn
- Bhajjaans Restaurant
- Oxfam shop
- Birmingham Settlement shop

JOIN THE BID BOARD

If you own or manage a business in Sutton Coldfield BID area, are one of our 377 BID members and would like to represent your sector or area of the town please get in touch.

The BID Board (listed below) meets for one meeting per month and makes key decisions on BID projects and activities. We would especially welcome nominations from:

- 1 national retailer
- 1 independent retailer
- 1 restaurant or coffee shop
- 1 pub or bar
- 1 bank

YOUR SUTTON COLDFIELD BID BOARD:

- **Angela Henderson, Centre Manager** – Gracechurch Shopping Centre (BID Chair)
- **Alison Clack, Managing Director** – Cerda Planning
- **Mark Harris, Managing Director** – Harris Accountants
- **David Hemming, Director** – Burley Browne
- **Mark Wilkinson, Director** – Coburg Banks Recruitment
- **Stephen Roberts, Director** – Robson Lister Wealth Management
- **Stephen Nixon, Partner** – Enoch Evans Solicitors
- **Cllr Jackie Cummins and Cllr Mark Roberts** – Sutton Town Council
- **Cllr David Barrie and Cllr Rob Pocock** – Birmingham City Council
- **Michelle Baker, BID Manager** – Sutton Coldfield BID

NEW MARKET

We are launching a new Farmers & Craft Market on the last Sunday of the month 10am-2pm.

Market dates this year will be:

Sunday 25th September

Sunday 30th October

Sunday 27th November

There will be free children's face painting, live music and fabulous fresh produce on sale.

