



**Sutton Coldfield BID Board Meeting**  
**Wednesday 11<sup>th</sup> May 4.30pm** 2022  
*Gracechurch Shopping Centre Management Office*

**MINUTES**

**1. Attendees**

Alison Clack, Cerda Planning  
Angela Henderson, BID Chair, Gracechurch Shopping Centre  
Cllr David Barrie, City Councillor  
Cllr Rob Pocock, City Councillor  
David Hemming, Burley Browne  
Mark Wilkinson, Coburg Banks  
Michelle Baker, BID Manager  
Stephen Roberts, Robson Lister

**2. Apologies**

Cllr Jackie Cummins, Town Councillor  
Cllr Keith Ward, Town Councillor  
Mark Harris, Mark Harris Accountants  
Stephen Nixon, Enoch Evans LLP

**3. Chair's Announcements**

*I. Welcome Michelle Baker, new BID Manager*

Angela Henderson formally welcomed Michelle Baker to the BID as the new BID Manager, recruited to manage the third 5-year BID term.

*II. Departure of Keith Ward, Interim BID Manager*

On behalf of the BID Board, Chair Angela Henderson thanked Keith Ward for his time and support as Interim BID Manager over recent months and wished him well for the future.

**4. Update from Keith Ward**

*I. Jubilee flags / bunting ordered*

In Keith Ward's absence Michelle Baker provided an update and confirmed that Keith had placed an order this week for Jubilee bunting. The Board queried how this would be distributed and to which businesses. **[MB to action.](#)**

Angela Henderson explained that bunting along the Parade could not go ahead as Keith Ward had reported back that the request was refused by the Council due to the issues the bunting may cause the lamp posts. Cllr David Barrie said he would look into this as the lamp posts can withstand the weight of the Christmas lights. **[MB to action.](#)**

## 5. Update from Michelle Baker

### II. *Business survey*

Michelle Baker said that she wanted to meet all BID members and gather up to date contact details for local businesses. She will be designing a survey that will ask businesses for their views on the BID and invite new members to join the Board, ensuring all business sectors are represented on the BID Board. The BID Board voted in favour of the survey. [MB to action.](#)

### III. *Branding*

Michelle Baker presented the Board with various BID logos from across the UK and all agreed that after ten years, it was time for a rebrand and a new look for the Sutton Coldfield Town Centre BID. After Board discussion design ideas were put forward that will be sent to the designer. Michelle confirmed that the BID company logo designs will be at no cost to the BID as she has worked with a professional designer previously who is willing to assist at no fee.

### IV. *Jubilee*

Angela Henderson asked Michelle Baker to discuss Jubilee plans with the Gracechurch marketing department and BID Marketing Co-ordinator Emma Creasey and find out what is scheduled for the 4 day weekend to ensure no duplication with new BID plans. [MB to action.](#)

The Board agreed that as Sutton Coldfield is a Royal Town it would be appropriate for the BID to host a Jubilee event. Ideas shared by the Board included a street party along the Parade, a children's cake competition, live music, street entertainment and meet and greet characters. [MB to action.](#)

### V. *BID Contractors*

Michelle Baker explained to the Board that she would like to bring the BID social media management in-house. The BID currently pays £1,200.00 per month for this service. Michelle explained that she had launched and managed the Visit Hednesford brand on Facebook and has attracted 10,000 followers in 18 months, by comparison the Sutton Coldfield BID Facebook page has 1,500 followers in 11 years. The Board agreed by unanimous vote to bring the social media management in-house.

Michelle explained that the BID also out-source the Marketing and PR for the BID at a cost of £1,800.00 per month. The Board agreed by unanimous vote to bring the marketing and PR in-house.

This will be a monthly saving of £3,000.00 per month which will enable the BID to host new events and deliver new initiatives within the BID boundary.

It was agreed that one month notice period should be issued to both contractors. [MB to action.](#)

## 6. Any other business

The Commonwealth Games were discussed and ideas included showing the games on a screen in the BID area, plus food stalls. Michelle Baker to find out what the Town Council and City Council has planned. Angela Henderson said to check dates of the Market. [MB to action.](#)

Angela Henderson asked the Board to approve a payment of £1,000.00 to Interim BID Manager Keith Ward to thank him for the assistance he had provided to the BID company following the departure of former BID Manager Mike Bushell.

Stephen Roberts said that £1,500.00 payment would be a more appropriate amount and discussion took place amongst the Board members.

It was confirmed that Keith Ward had been paid £250.00 per week for his work as Interim BID Manager and that this would be an additional payment to thank him.

David suggested a compromise at £1,250.00 and the Board agreed by a majority vote. [Angela Henderson to action.](#)

Stephen Roberts said Mark Wilkinson had provided a thorough service when recruiting for the BID Manager role and that consideration should be given to paying his company for the recruitment service.

A discussion took place with some Board Members stating that BID Directors should not be paid and others saying that when professional services are used by the BID, they should be chargeable. It was agreed this matter needed to be explored in more detail and discussed by the Board in the future.

The Board agreed that there needs to be a clear policy and expectation on what is expected of BID Board Directors including attendance at meetings, professional support they are willing to provide and a precedent on charging for services.

Angela Henderson updated the Board and explained that Town Council Regeneration Director Jan Rowley had expressed an interest in attending the BID Board Meetings. It was agreed that an invitation should be made to invite Jan to provide a quarterly Regeneration update to the BID Board as a guest.

There was a discussion on the use of electric bikes in the town centre and also a campaign to encourage businesses to report incidents online. Cllr Rob Pocock said that Police Inspector Rachel Darby may be interested in attending the BID meetings. [MB to action.](#)

#### **7. Date of next meeting**

**Tuesday 7<sup>th</sup> June 2022 4.30pm, Gracechurch Shopping Centre.**