



## **Minutes**

### **Sutton Coldfield BID Board Meeting**

**Tuesday 9th May 2023, 4.30pm**

**Gracechurch Shopping Centre Management Office**

#### 1) Welcome and apologies

David Hemming welcomed all to the BID Board meeting and said he would Chair the Board meeting in Alison Clack's absence.

Attendees: (alphabetical order)

- Angela Henderson
- David Hemming (BID Vice Chair)
- Jackie Cummins Cllr
- Kevin Wood
- Mark Harris
- Michelle Baker (BID Manager)
- Stephen Roberts

Apologies: (alphabetical order)

- Alison Clack (BID Chair)
- David Barrie Cllr
- Mark Wilkinson
- Stephen Nixon

#### 2) BID Manager 1 year in post

David Hemming said Michelle Baker has been in the role of BID Manager for one year today. Michelle Baker read out a review on the work delivered within the last 12 months, which was included within the agenda pack. The Board said they were extremely pleased with progress and the volume of work produced in one year. David Hemming said the achievements would make a good press release and asked Michelle Baker to arrange.

### 3) BID Board Terms of Reference

David Hemming said it is prudent for the BID Board to familiarise themselves with the BID Board Terms of Reference, included within the agenda pack.

### 4) New - Requests for Funding Policy

Michelle Baker asked the BID Board whether they would like the BID to ringfence a small fund for charities, community groups or BID Members that may seek sponsorship. An outline of the proposal was included within the agenda pack.

The Three Tuns pub received £3,000.00 last year (Keith Ward was BID Manager) as sponsorship for TunsFest. More recently Amy Langston has been discussing an idea of hers with the Town Hall and will likely approach the BID soon to seek sponsorship for a possible food festival she would like to run. The Town Hall has contacted the BID but they said they were unsure what Amy's request was or how much money she was seeking. No formal written request has been sent to the BID.

Michelle Baker asked the Board whether they would like a Funding Policy for any future requests for funding / sponsorship.

Cllr Jackie Cummins said the Town Council already has a grants program that awards thousands of pounds of grants already.

Kevin Wood said many businesses like A-Plan Insurance already make substantial charitable donations each year. Stephen Roberts said his business make donations to charity.

The BID Board agreed that the BID has a mandate to deliver projects, events and improvements as a BID company and they do not wish to award grants or sponsorship. The BID Board agreed that we are capable and successful at delivering events as a BID and do not need to subsidise individuals that may wish to host an event in the town that would be self-funding by charging for pitches.

### 5) Questions for Mary Portas

Michelle Baker said the Mary Portas business seminar is taking place in 4 weeks and the Portas Agency Chief Executive would like the questions sending.

David Hemming asked all Board Members to email their questions to Michelle Baker by close of play on Friday this week.

## 6) BID events update

Michelle Baker provided an overview of upcoming BID events:

- I. May Farmers & Craft Market Sunday 28th May
- II. Mary Portas Business Seminar Wednesday 7th June
- III. See Batman & the Batmobile Event Sunday 11th June
- IV. Chamber Business Fair Friday 30th June
- V. Farmers & Craft Market Sunday 28th June
- VI. Farmers & Craft Market Sunday 30th July
- VII. Movie Cars Event Sunday 13th August
- VIII. Farmers & Craft Market Sunday 24th September
- IX. Farmers & Craft Market Sunday 29th October
- X. Farmers & Craft Market - final market until 03/24 Sunday 26th November

## 7) BID projects update

Michelle Baker provided an update on current BID projects:

- I. BID website - this can go live within the next 7 days.
- II. Drone video - the new BID website header will be a drone video of the BID area on auto-play.
- III. Professional services Z-card - this is currently being designed and will launch at the Chamber Business Fair on 30th June.
- IV. Graffiti removal - as it is on private property (BID Members premises) the Town Council is unable to remove and the BID has instructed a specialist company.
- V. Bunting - there will be phase 2 install

## 8) April 2023 - March 2024: BID cash flow forecast and current position

Michelle Baker discussed the BID's cashflow forecast.

The BID Board voted unanimously to add the picnic bench hire to support the next seven Farmers and Craft Market.

## 9) New BID website

Michelle Baker showed the Board the new BID website on a screen in the meeting room. The BID Board provided feedback on each tab of the website.

David Hemming suggested a reordering of the menu.

## 10) Any other business

None.

Dates of next meeting:

- I. Tuesday 6<sup>th</sup> June
- II. Tuesday 4th July
- III. No meeting in August
- IV. Tuesday 5th September
- V. TBC October
- VI. TBC November
- VII. TBC December

## **Agenda Item 2) Michelle Baker: Achievements in First Year in the role of BID Manager**

- Created a new Visit Royal Sutton Coldfield BID brand and logo to recognise the Royal town and promote the key qualities including the park and church.
- Reviewed 4 X contractors arrangements and concluded contracts.
- Created a new BID Members database.
- Produced three BID newsletters in 2022/23 which were hand delivered and emailed to BID Members. Next newsletter to be distributed in May 2022.
- Brought the BID social media management in-house for Facebook / Twitter / Instagram in May 2022 and have increased BID Facebook followers from 1,300 in May 2022 to 5,800 in May 2023.
- Raised the profile of the BID ensuring there are consistently 1-2 press releases per month.
- Produced a new Sutton Coldfield Food & Drink guide and map to promote the 52 local businesses within the BID area that sell food and drink. The guide was hand delivered to 15,500 homes and businesses across Trinity Ward, Mere Green, Four Oaks, Boldmere, Wylde Green and the town centre throughout March / April 2023,
- Launched a new monthly Farmers & Craft Market held on the last Sunday of each month in September, October, November 2022. Each market attracted 30-40 stallholders and thousands of visitors. The BID funded the gazebo hire for each of the traders during the three month trial, we also funded free face-painting, character walkabouts and live music on the market dates. From March 2023 traders pay £25 per month per pitch generating an income for the BID and traders bring their own gazebos and tables.
- Organised a free flight simulator and the Toy Story soldiers for Armed Forces Day 2022.
- Organised Stilt walkers, face painter, balloon modeller, bubble-ologist and live music for the Queen's Platinum Jubilee 2022.

Organised events with:

- Transformers Optimus Prime and Bumble Bee

- Giant animatronic T-Rex
- Butterfly stilt walkers
- Peter Rabbit
- Bluey
- Gordon Ramsey lookalike
- Nightmare Before Christmas stilt walkers
- Dancing Grannies
- Roaming Christmas entertainment over six weekends leading up to Christmas Day 2022 including The Grinch, The Gingerbreads, The Penguins, Roller Skating Christmas Presents, Animatronic Polar Bear, Father Christmas the Naughty Elves and a giant snow globe.
- Organised Breakfast with Santa mornings at four BID venues – the library, Wetherspoons Bottle of Sack, Market Village Cafe and the United Reformed Church.
- Organised a King's Coronation Celebration Day with brass band, steel band, roaming entertainment and food market in May 2023.
- Organised a Business Seminar for 200 BID Members with retail, high streets and business Expert Mary Portas in June 2023.
- Organised a Meet Batman and see the classic Batmobile car event in June 2023.
- Organised a Movie Car Show for August 2023.
- Co-ordinated a new Commonwealth bench for Sutton Coldfield College.
- Organised a free BID NotWorking Event for BID Members.
- Contracted four new BID Marshals to patrol the BID area every Friday and Saturday evening throughout December 2022 from 4pm to 1am to provide a safe and reassuring presence for visitors, revellers, pubs and bars during the World Cup and Christmas party season
- Promoted BID Members through Facebook competitions on the 'Visit Royal Sutton Coldfield BID' Facebook page. The BID paid each business for the prizes awarded and as well as benefitting the individual business it also helped to increase our followers online which really helps us to spread the word when we advertise our events and BID news. Competitions with
  - *Veeru's Restaurant*
  - *Poller's Sandwich Bar*
  - *Simpson's Gin Bar*
  - *Military Chef*

- *Tea San House*
- *Waterstone's*
- *Nando's*
- *TGI*
- *Brummie Honey*
- *Built Unique Co Gym*

Currently working on:

- Mary Portas event planning
- New bunting for the Coronation and summer months
- Graffiti removal on 30 BID Member's premises throughout the BID area in May 2023
- The new BID Professional Services Guide z-card that will launch at the Chamber Business Fair on 30th June
- The new online business directory on the new BID website that will go live in June
- Open air cinema screening the Wimbledon finals and films for July 2023

**Agenda item 3) Extract from the BID Board Terms of Reference**

l) All roles on the Board and Committees will be voluntary and undertaken with a commitment to represent the interests of all businesses in the BID area. Board and Committee Members will not be paid for their time attending Board meetings or associated BID events.

m) Board members may offer to provide paid professional services to the BID company as the BID company requires and their respective businesses may submit written quotes for the work in line with a full tendering process to demonstrate value for money.

n) Board members are not permitted to work as an employee / contractor / staff member for the BID management team during their time as a Board member and for 2 years following their resignation / departure from the Board.

o) Board members must declare a Conflict of Interest or a Declaration of Interest if a Board discussion or vote conflicts with their personal / professional work and or personal / professional relationships and if they, their business or their friends or family could be perceived to benefit from the decision in any way. By declaring an interest the Board member will not be able to participate in the discussions or vote.