

BID BULLETIN

BUMPER ISSUE - SUMMER 2023



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



HELLO

Wow, what a year we have had so far! We welcomed TV broadcaster and Retail expert Mary Portas to Sutton Coldfield to speak to local businesses last month, organised a Father's Day event with Batman and the Batmobile and held a 2-day meet and greet with Peter Rabbit for Easter.

We have also been busy organising brand new events for 2023 including a car show featuring cars from the movies and 3-day open air cinema showing children's films and the Wimbledon finals. We have also produced a new professional services guide to promote the brilliant local businesses who have offices in the town centre!

We hope you enjoy reading about the work completed this year and a special thanks to our 300+ BID members who made it all possible.

Michelle Baker

BID Manager

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Visit Royal Sutton Coldfield
Business Improvement District (BID)

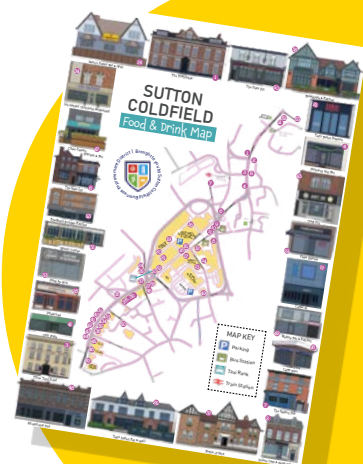
New Website

Our new website is now live at visitroyalsuttoncoldfield.co.uk and it tells you all about us, our brilliant Board of volunteers who are local business owners who give up their time each month to shape the BID and you can also read about the exciting work we deliver in Sutton Coldfield town centre. We are now working on the online business directory which will go live later this year so watch this space!

Food & Drink Guide

Did you know there are **50+** **venues to eat and drink** in Sutton Coldfield town centre? We have produced a handy map and guide to list all of the businesses in the hospitality industry in Sutton Coldfield BID area.

If you would be happy to display the BID Food & Drink Guide within your business please let us know and we will drop some off for you to display at your reception.



OUR EVENTS IN SUTTON COLDFIELD

Outdoor pop up cinema

JULY

Get your popcorn ready and pull up a deckchair! We are bringing a NEW and FREE Pop Up Open-Air Cinema to Sutton Coldfield town centre from Friday 14th to Sunday 16th July. The 3-day event will be installed on The Parade and will show two films each morning followed by the Wimbledon finals in the afternoon. There will be a large screen and 50 deckchairs so take a seat and enjoy a film or the tennis with us.

SCREENINGS:

FRIDAY 14 JULY

Peter Rabbit 2 (10am-11.30am)

Minions 2 The Rise of Gru (11:45am-13:15pm)

Wimbledon Men's Semi-final (1.30pm onwards)

SATURDAY 15 JULY

Matilda The Musical (10am-12pm)

The Lego Movie (12:15pm-13:45pm)

Wimbledon Ladies Singles Final (2pm onwards)

SATURDAY 15 JULY

Sing 2 (10am-11:50am)

The Bad Guys (12pm-13:40pm)

Wimbledon Men's Singles Final (2pm onwards)



This is a trial event and if supported and successful, we will explore making the event bigger and better next time around with extended film times including evening movies.

This is a **free event** for visitors and shoppers to enjoy brought to you by us - Visit Royal Sutton Coldfield Business Improvement District (BID) and funded by local businesses.



Kid's Car Fest

AUGUST

On Sunday 6th August we are bringing a NEW Kid's Car Fest to Sutton Coldfield town centre. Six iconic cars from the movies will be lined up along The Parade for visitors of all ages to enjoy.

The cars featured on the day will be:

- 1966 Batmobile
- Ghostbusters Ecto-1
- Mutt Cutts (Dumb & Dumber)
- Lightning McQueen (Cars)
- Tow Mater (Cars)
- General Lee (Dukes of Hazzard)

We have also arranged for the Creative Station to be there with a free children's craft workshop.

This is a free event for visitors and shoppers to enjoy brought to you by us - Visit Royal Sutton Coldfield Business Improvement District (BID) and funded by local businesses.

2023 SO FAR

Mary Portas

We arranged a talk with retail expert and TV broadcaster **Mary Portas** on 7th June. The event was free for BID Members to attend and was kindly hosted by Sutton Coldfield College in their theatre. 150 local businesses attended our event to hear Mary Portas give an inspirational talk on the future of the High Street and the ways we can help revive the town centre. The event was well attended and it was brilliant to see so many BID Members support.

We'd like to thank Sutton Coldfield College for hosting this event we arranged for John's Whippy ice cream van to give away 900 ice creams over three days to students as an end of summer term treat.



Fathers day

As an early Father's Day event we brought **Batman and the Batmobile** to Sutton Coldfield town centre on Sunday 11th June. The event attracted thousands of visitors into Sutton Coldfield and was a huge success.



Easter

As an Easter treat we arranged for **Peter Rabbit** himself to meet and greet young visitors on 7th & 8th April. Thank you to Gracechurch Shopping Centre for hosting the famous bunny alongside their Easter craft workshop.



King's Coronation

As a Royal town we felt we had a duty to celebrate the **King's Coronation** on Sunday 7th May. The sun shone and the crowds came out to enjoy the live music, food and drink stalls, free face painting, balloon artist, stilt walkers, royal living statues, bubble-ologist and craft workshop. Our picnic benches created the perfect seating area and it was wonderful to see the event so well attended.



Farmers & Craft Market

Our monthly market goes from strength to strength and we have just held our 7th market since we first launched it back in September 2022. Our market is managed and organised entirely in-house which means we can then reinvest the pitch fees and fund entertainment and activities to support the market which also boosts footfall for local businesses.

At our most recent market on Sunday 25th June we celebrated Armed Forces Day with the hilarious dancing soldiers from the movie Toy Story keeping shoppers entertained.

Our market is on the last Sunday of every month from 10am-3pm along The Parade in Sutton Coldfield town centre. We attract between 30-40 stalls each month and the market will continue as long as it is supported by the local community and shoppers.



Graffiti Removal

We want Sutton Coldfield to be an attractive town centre that is welcoming and clean for the businesses that call Sutton Coldfield home, the thousands of employees that work here and the shoppers and people that visit. We spotted 30 pieces of graffiti throughout the town centre and reported to the two Councils. Unfortunately as the graffiti was on private business premises the Councils were unable to remove so we contracted a private specialist company to remove which they did immediately. We will schedule a further clean after the school summer holidays in September to keep on top of the issue.

Before / after photos can be viewed on our website at visitroyalsuttoncoldfield.co.uk

Bunting

On finding out there were no plans from either of the Councils to install bunting in the town centre for the King's Coronation we sprang into action and dressed The Parade with brightly coloured celebratory bunting that will remain up throughout the summer. The bunting has added colour, vibrancy and a talking point to The Parade.



Professional Services Guide

Our BID Members are from all business sectors, from retail to hospitality to leisure to professional services and we thought it would be beneficial to produce a handy z-card to list the 50 businesses within the professional services sector. We hope that this will encourage businesses and residents to use local services.

If you would be happy to display the BID Professional Services card please let us know and we will drop some off for you to display at your reception.

Good Hope Hospital

The BID has funded some gardening tools and accessories to help Good Hope Hospital volunteers transform the courtyard gardens.

COMPETITIONS

Our social media competitions are a great way to promote a local business, their products or services and over recent months our competitions have included:

- A Father's Day competition to win a beer brewing experience for two people at the Brewhouse & Kitchen on Birmingham Road.
- Logo design and marketing support with Adventure Graphics on Midland Drive.
- An Ice Challenge at Built Unique Co Gym on Birmingham Road.

If you would like to promote a product or service please get in touch.

SOCIAL MEDIA

Our 'Visit Royal Sutton Coldfield' social media platforms are key ways we engage with shoppers, visitors, residents and local businesses. If you are not already, please give us a follow and help spread the word:

- **Facebook 6,195 followers**
- **Instagram 594 followers**
- **Twitter 689 followers**

If you are a local business then tag us into your posts and we will share. Or get in touch with the information you would like us to post, whether it's a job vacancy or a special offer - we are here to support and spread the word.



Follow us at Visit Royal Sutton Coldfield BID



www.suttoncoldfieldtowncentre.co.uk
Hello@VisitRoyalSuttonColdfield.co.uk