



Minutes
Sutton Coldfield BID Board Meeting
Wednesday 25th October 2023 4pm
Cerda Planning, High Street

1) Welcome and apologies

Attendees (alphabetical order)

- Alison Clack, BID Chair, Cerda Planning
- Cllr David Barrie, Birmingham City Council
- Cllr Jackie Cummins, Sutton Coldfield Town Council
- Mark Harris, Harris & Co Accountants
- Mark Wilkinson, Coburg Banks Recruitment
- Michelle Baker, BID Manager
- Stephen Roberts, Robson Lister Wealth Management

Apologies (alphabetical order)

- Angela Henderson, Gracechurch Shopping Centre
- Anna Jackson, Sutton Coldfield College Campus (BMET)
- David Hemming, BID Vice Chair, Burley Browne Chartered Surveyors
- Kevin Wood, Howdens (formerly known as A-Plan Insurance)
- Stephen Nixon, Enoch Evans Solicitors

2) Emergency Services Day

AC thanked all for attending the Board meeting and provided an overview of the recent Emergency Services Day that the BID had delivered and hosted in partnership with the Police along The Parade. AC said she would like the BID to write to the Police to thank PCSO Zoe Bishop for her support in organising the event with the BID; the Board agreed.

The Board agreed to attend free first aid classes and for this to be rolled out to levy payers. MB to co-ordinate.

3) Meeting with MP Andrew Mitchell

AC referred to the draft letter in the agenda pack which had been written by MB on request of MP Andrew Mitchell to summarise the discussion points on the lack of public CCTV in the BID area that had been discussed when the Board met with Andrew Mitchell earlier that month. The BID Board agreed that public safety and CCTV should be priorities for the town centre and whilst the BID cannot fund or operate public CCTV cameras (as a private company with limited funds and no powers from a GDPR standpoint to monitor the highway / public areas) it will represent levy payers and raise awareness of the issue to the Town and City Council. The letter from MP Andrew Mitchell will be included as a letter of support

in BID correspondence. The BID will request that the Town and City Council undertake an urgent CCTV audit and update the BID on the next steps.

The BID Board discussed shoplifting, a newsagent break-in and car vandalism that had occurred that month within the BID area.

4) BID Manager Update (MB)

MB gave an update on forthcoming BID organised and funded events:

- I. Halloween pop up cinema on The Parade by KFC from Fri 27 to Mon 30 October
- II. October Farmers & Craft Market along The Parade on Sunday 29th October
- III. November Farmers & Craft Market (final BID market until March 2024) on Sunday 26th November
- IV. International Women's Day with guest speaker Sara Davies on Friday 8th March 2024

MB gave an update on the proposed BID organised and funded Christmas schedule:

Sunday 26 November

- Meet The Grinch and Cindy Lou
- Farmers & Craft Market

Saturday 2nd December

- Meet Snowman & Snowdog

Sunday 3rd December

- Meet The Grinch & Cindy Lou

Saturday 9th December

- Meet Snowman & Snowdog

Sunday 10th December

- Meet Rudolph & Dasher the real Reindeer with their two elves
- Visit the Reindeer, stroke and feed them Scandinavian Moss and have a photograph taken.
Experienced handlers will be available to answer any questions and teach about the daily husbandry of the reindeers as well as keeping the magic of Christmas alive.

Saturday 16th December

- Step inside the Giant Snowglobe for a photo
- See Jack Frost & the Winter Trees

Sunday 17th December

- Step inside the Giant Snowglobe for a photo
- See the Roller Skating Christmas Presents

PLUS

-Giant Christmas Frame in Gracechurch Shopping Centre throughout December for your photos

The BID Board discussed the proposed Christmas activities that are listed above and approved all.

Additional Christmas activities BID levy payers to host:

- Giant star light (to be installed at College main entrance)
- Wreath making workshop (to be hosted by a levy paying business). AC suggested The Rhodehouse pub.
- Breakfast with Santa (to be hosted by a levy paying business)

The BID Board discussed the proposed Christmas activities that are listed above and approved all.

MB informed the Board she had attended a Pubwatch meeting that week and there was support from the pubs at the meeting for the BID Security Guards project that was launched in December 2022 to be continued every Friday and Saturday evening throughout December this year. This would support the evening economy and assist with public safety during the Christmas party season. The BID Board voted and agreed for this project to continue throughout December. They will be called BID Marshals. The BID Board agreed that there should be a press release on this project and MB to inform Gary Phelps.

MB discussed the BID funding Christmas entertainers such as The Grinch / magicians to visit pubs and entertain their customers at night. The BID Board discussed and agreed that the BID should not go ahead with organising / funding this as the BID must be aware of public safety issues to protect customers and also the entertainers at night where alcohol is consumed and that a BID should focus on improving the area and up to a businesses front door but not beyond it as a BID is a holistic approach to raising the profile of a defined area (town centre).

MB provided an update on other BID projects:

- I. Graffiti removal phase two has been booked to remove from levy payers premises.
- II. Parklets X 2 on The Parade, these will now be installed on The Parade in Spring 2024.
- III. Farmers & Craft Market in 2024 – the application form has been updated and the pitch fees have been increased for March-Nov 2024.
- IV. Artwork on telecommunications cabinets in Spring 2024. The Board viewed images of a similar project elsewhere and agreed to proceed with this art project.
- V. The BID is considering a new Food Festival for a weekend in May 2024, the Board agreed this would be great for the town.
- VI. New BID Community Hub. Following the Mary Portas BID Seminar in June 2023 the BID Board had agreed to explore opening a new community hub in the town centre. This would be the new BID office and a meeting place for community groups. In support of the project Gracechurch Shopping Centre have offered a retail unit (former Office shoe shop) as rent free for

12 months (saving the BID £65,000 per annum in rental fees). The BID would be responsible for the service charge and buildings insurance at circa £20,000 for the 12 months lease.

The BID Board discussed and agreed that the Community Hub could be confused with the Town Council or Gracechurch Centre Management Offices and may experience shoppers and residents popping in to chat / talk / complain.

The BID Board were concerned that businesses may think the BID is aligning itself too closely to the shopping centre and that it should ideally be an offer of a free unit (zero rental fee or service charge) as it would be beneficial for Gracechurch Shopping Centre to host a community hub.

The BID Board discussed the location and agreed that the BID must remain impartial and not have a presence within the shopping centre. It was agreed that businesses may feel that too much BID activity already takes place in Gracechurch shopping centre.

The BID Board agreed not to proceed with a Community Hub in Gracechurch Shopping Centre.

Additional notes:

- The Board discussed that the Gracechurch Centre closed at circa 6pm which may not be suitable for evening activities that may take place in the new community hub.
- The BID Board may discuss a Community Hub at a later date but would need to know the business case for the new hub, the demand locally for a new Community Hub and a proposal for how it would operate.

5) Any other business

MB informed the Board that Birmingham City Council were introducing a 3% levy collection fee for all BIDs in Birmingham. The Board agreed this was reasonable and standard practice across the BID industry.

As Alison is stepping down as BID Chair at the end of 2023 (one year term will conclude), board members Mark Wilkinson and Mark Harris agreed to consider standing as joint BID Chair during 2024 which would equate to hosting five Board meetings each. Stephen Roberts agreed to be the Board representative that attended meetings with key stakeholders if required. This new way of working would share responsibilities amongst all Board Members.

Dates of next meeting:

- Wednesday 29th November 4.30pm at Cerda Planning.