



HELLO

We have been busy planning Christmas attractions for shoppers and visitors to enjoy when they visit Sutton Coldfield town centre this festive season. Our extended programme of events will benefit local businesses by ensuring Sutton Coldfield town centre is the place to go for a fun-filled day out.

The last Christmas lights switch on event in Sutton Coldfield town centre was in 2019 and Covid-19 prevented the event from taking place in 2020 and 2021. In 2022, post-Covid the High Street and town centre landscape across the UK had changed so we thought we should do things differently, to support local businesses. Instead of investing in a one-off, one day event that is weather dependent, we opted instead to organise and fund regular Christmas entertainment throughout December to support local businesses throughout the winter period. Our regular events helped in 2022 to ensure there was consistently high levels of footfall in Sutton Coldfield each weekend and feedback from businesses is that they much preferred numerous weekends of events rather than just one lights switch on event. So read on to see what festive events and activities we have going on in town throughout the Christmas season.

We would like to wish all businesses and their employees a prosperous Christmas and a successful new year!

Michelle Baker

BID Manager

Hello@VisitRoyalSuttonColdfield.co.uk

Our festive events

This year we have organised and funded a programme of Christmas events including:

- **Meet The Snowman and The Snowdog** – 2 day event
- **Meet The Grinch and Cindy Lou** – 2 day event
- **Pop inside our life size snow globe for a photograph** – 2 day event
- **See and feed real reindeer** – 2 day event
- **Hear from a fabulous brass band** – 4 day event
- **Visit our Festive Farmers & Craft Market** – 1 day event

See overleaf for our full events programme.

We have also funded a giant star to be installed at the entrance of Sutton Coldfield College, perfect for students to take a Christmas photo and a perfect way to recognise the stars of the future.

Don't forget that our giant LED Christmas photo frame will be installed by Costa in Gracechurch Shopping Centre and is the perfect free photo opportunity with friends and family!



Brought to you by:



SUTTON COLDFIELD TOWN CENTRE

ALL WE WANT — FOR — CHRISTMAS IS YOU!

OUR FESTIVE EVENTS

Saturday 18 November

Elf Academy with Santa
11am–4pm,
The Gracechurch Centre

Sunday 19 November

Letters to Santa Sundays
11am–4pm,
The Gracechurch Centre

Saturday 25 November

Elf Academy with Santa
11am–4pm,
The Gracechurch Centre

Sunday 26 November

- ★ Meet The Grinch and Cindy Lou
12pm–3pm, The Parade
- ★ Christmas Farmers & Craft Market
10am–3pm, The Parade
- ★ Free Festive Face Painting,
The Gracechurch Centre

Saturday 2 December

- ★ Meet The Snowman & Snowdog
10am–2.30pm,
The Gracechurch Centre
- ★ King Brasstards brass band
11am–1pm
Elf Academy with Santa
11am–4pm,
The Gracechurch Centre

Sunday 3 December

- ★ Meet The Grinch & Cindy Lou
12pm–3pm, The Parade
- ★ King Brasstards brass band 11am–1pm
Letters to Santa Sundays 11am–4pm,
The Gracechurch Centre

Saturday 9 December

- ★ Meet The Snowman &
The Snowdog 10am–2.30pm,
The Gracechurch Centre
- ★ King Brasstards brass band 11am–1pm
Elf Academy with Santa 11am–4pm,
The Gracechurch Centre

Sunday 10 December

- ★ Meet Our Real Reindeer and Elves
10am–2pm, The Parade
Letters to Santa Sundays 11am–4pm,
The Gracechurch Centre

Saturday 16 December

- ★ Step inside the Giant Snowglobe
for a photo 10am–4pm,
The Gracechurch Centre
- ★ King Brasstards brass band 11am–1pm
- ★ See Jack Frost & the Winter Trees
11am–1.30pm, The Parade
Elf Academy with Santa 11am–4pm,
The Gracechurch Centre

Sunday 17 December

The Gracechurch Centre

- ★ Step inside the Giant Snowglobe
for a photo 10am–4pm
- ★ Meet Our Real Reindeer and Elves
10am–2pm, The Parade
Letters to Santa Sundays
11am–4pm,
The Gracechurch Centre

The Parade

- ★ See the Roller Skating Christmas
Presents 11am–2.30pm
- ★ Meet The Gingerbreads
11.30am–2.30pm

Thursday 21 – Saturday 23 December

Elf Academy with Santa 11am–4pm,
The Gracechurch Centre

DON'T FORGET

- ★ Take a photo at our
GIANT Christmas Frame
in The Gracechurch Centre
throughout December

Take part in the **Naughty
Elves Trail** 17 November –
24 December,
The Gracechurch Centre

See visitroyalsuttoncoldfield.co.uk for further details

Brought to
you by:



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

In partnership
with:



★ : Funded by Visit Royal Sutton Coldfield BID



Wreath Making Workshops

The hospitality industry is struggling nationally so as an early Christmas present we organised and funded Christmas wreath making workshops at local venues in Sutton Coldfield town centre. Please see our Facebook page for further details and contact the individual venue if you would like to take part in the workshop.

WORKSHOPS TAKING PLACE AT:
Bottle Of Sack Wetherspoons
The Duke Inn
Simpsons Gin Bar



Halloween Cinema

As the cinema in Sutton Coldfield town centre remains closed, we organised and funded a 4-day pop-up open-air cinema on The Parade for Halloween, showing 12 spooky films.

This was the second open air cinema we arranged this year and it was free for the public to sit on one of the deckchairs and enjoy the film.

Farmers & Craft Markets

Happy Birthday to us! Our monthly Farmers & Craft Market has been running for one whole year!

Our market takes place on the last Sunday of every month from 10am-3pm along The Parade and attracts up to 40 stallholders. We run the market entirely in-house and we launched it to help with footfall on Sundays that were the quietest trading days in the town centre. We know that a good day out needs to cater for all ages so we also arrange entertainment at each market such as free face painting and walkabout characters. In October we arranged for witch stilt walkers and free face painting and for Sunday 26 November we have free facepainting and The Grinch & Cindy Lou.

Graffiti Removal

We have organised and funded graffiti removal for the end of November. Councils do not remove graffiti from private land or buildings, so we have stepped in to ensure the town centre looks its best and we have contracted a specialist firm to clean up the graffiti. This will be the second time this year we have arranged for the graffiti removal. Please see our website for before / after photos.



Emergency Services Day

In partnership with Sutton Coldfield Police, the ambulance service and fire brigade we hosted a family fun day with a fire engine, police car, police van, police dog and handler and police officers on hand to talk to shoppers. We arranged for free face painting, comedy police stilt walkers, a bubble-ologist and glitter art as free entertainment.

BID Marshals

Last year we introduced SIA BID Security patrols every Friday and Saturday evening throughout December to ensure visitors and revellers enjoyed a safe seasonal night out. Feedback at the October Pubwatch meeting was that this initiative was extremely valuable for the pubs, bars and Police so we have organised and funded the BID Marshals to return this December.

MP Andrew Mitchell

The BID Board met with MP Andrew Mitchell at local restaurant Chelo on Birmingham Road, to discuss concerns surrounding safety and security in the town centre, particularly surrounding CCTV. Mr Mitchell has followed this meeting up with a letter of support for us which we will present when we contact Sutton Coldfield Town Council and Birmingham City Council this month.



A LOOK BACK ON SUMMER 2023

Kids' Car Fest

In August we organised the first Kid's Car Fest along The Parade in Sutton Coldfield town centre. There were cars from Ghostbusters, Batman, Dukes of Hazzard, Dumb & Dumber, Tow Mater and Lightning McQueen and the crowds came out to support.



Make Mine a 99

To celebrate the end of term and to thank the College for hosting our seminar with retail guru Mary Portas in the Summer we arranged for John's Whippy to come to Sutton Coldfield College and treat their students in July.



Wimbledon Cinema

In July we organised and funded a 3 day pop up cinema on The Parade showing the men's and women's Wimbledon finals, alongside family films.

Summer Bunting

Did you see the bunting we funded and installed along The Parade over the summer? It went up in July and was taken down last month (October), it really brightened up the pedestrianised area of town and made the perfect backdrop for our events.

Check out our Social Media

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

- **Facebook - 6,834 followers** (this is a staggering 425% increase on the 1,300 followers we had in May 2022!)
- **Instagram - 827 followers**
- **X - 725 followers**

If you're 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