



MINUTES
Sutton Coldfield BID Board Meeting
Wednesday 29 November 2023
4.30pm Cerda Planning, High Street

In attendance (alphabetical order)

- Alison Clack, Cerda Planning
- Anna Jackson, Sutton Coldfield College
- Cllr Jackie Cummins, Sutton Coldfield Town Council
- David Hemming, Burley Browne
- Kevin Wood, A Plan Insurance
- Mark Harris, Harris & Co
- Mark Wilkinson, Coburg Banks
- Michelle Baker, BID Manager
- Stephen Nixon, Enoch Evans
- Stephen Roberts, Robson Lister

Apologies

- Cllr David Barrie – Birmingham City Council

1. Welcome

Alison Clack welcomed all to the meeting and informed the Board that Angela Henderson had now left her role at Gracechurch Shopping Centre and has subsequently left the BID Board. The Board thanked Angela Henderson for her time and commitment to the BID over recent years. Michelle Baker informed the Board that she had arranged for flowers to be delivered to Angela Henderson in her final week at work. Mark Harris said he will remove Angela Henderson as a company director effective from today's date.

2. BID Update

Michelle Baker provided an update for the Board:

-Winter BID Newsletter – this has been completed and uploaded to the BID website, hand delivered and emailed to all businesses.

-Graffiti removal – this has been completed and the before / after photos will be uploaded to the BID website.

-Christmas:

- The BID Christmas events poster has been shared widely and regularly on the BID social media pages, events are listed on the BID website and Gracechurch Shopping Centre are also displaying the posters.
- A giant Christmas star light has been installed at the College – funded and organised by the BID. Anna Jackson thanked the Board and said it made a positive difference to the campus.
- A giant LED Christmas photo frame has been installed at Gracechurch Shopping Centre, funded and organised by the BID. This is the second year the BID has

arranged this light up frame and Gracechurch kindly agreed to host as it requires power and overnight security.

- The BID has funded and organised three Christmas wreath making workshops at BID levy payers businesses. To support the evening economy the BID has funded and organised the workshops at three venues in the town centre. The BID funds the florist and the local venues can sell tickets and create an event. The three businesses that are hosting the workshops are Simpsons Gin Bar, The Duke and Bottle of Sack. Michelle Baker said a couple of the venues were struggling to sell their tickets as they have said the tickets can only be purchased in person at the bar in advance of the event, rather than purchased online. David Hemming and Stephen Roberts suggested that the BID provides support for businesses for future events such as social media training or how to set up an Eventbrite account or even selling the tickets on behalf of the venues.
- Four BID Marshals have been contracted every Friday and Saturday evening throughout December, with the same company that provided the service last year. This project has the full support of Pubwatch and the local Police.

-CCTV

A Police Detective has contacted the BID to request information on CCTV camera ownership for a missing person. This has highlighted the lack of CCTV in the town centre.

-New owners of The Gracechurch Centre (BPG and SAV) have:

- Arranged for Digbeth Dining food trucks to attend The Parade on Saturday 9 & 16 December
- Agreed to fund a 4-day Christmas pop up cinema 19th – 22nd December in The Gracechurch Centre. The BID has explored this project but the BID hosted two pop up cinemas this year (for Wimbledon and Halloween). The BID has passed the quote to the Gracechurch Centre who will be funding the Christmas cinema.

-Free parking initiative

The Board discussed a story in the news online regarding a free parking proposal in Sutton Coldfield, it was proposed that Sutton Coldfield Town Council would fund a period of free parking over Christmas, which was rejected by Birmingham City Council.

-BID Projects

- There was a discussion regarding the BID Community hub / shop (following last months meeting) – the Board agreed they are still keen to explore the options around this as part of a town wide approach with other key stakeholders. There would also need to be intelligence on user's needs.
- On International Women's Day Friday 8th March 2024, the BID will be hosting Dragon's Den star Sara Davies for a one hour talk, kindly hosted by Sutton Coldfield College. Stephen Roberts said that College students should be invited to this. David Hemming said invitations should be sent to businesses soon.
- The BID Farmers & Craft Market will return next year from March 2024 – November 2024 and applications are now with traders. Ideally traders will book for the majority of dates.
- The BID's Parklets X 2 will be postponed for spring install when the weather is improving.

- The BID's initiative of art on telecoms boxes (wildlife paintings) can be undertaken in spring.
- There are plans for a new BID Food Festival in May 2024 and this event will need to be further developed.

3. Next meeting

- New BID Chair election will take place on 16th January 2024. Alison Clack will step down as Chair after one year in the role. Mark Wilkinson said he would be interested in standing as Chair. Stephen Roberts said the Chair should Chair meetings and other Board Members can assist with other duties so that the role is not too onerous.
- At the next BID Board Meeting in January, the Board will discuss the 1 April 2024 – 31 March 2025 BID budget and event planner.

4. Any other business

- Michelle Baker said she will prepare a 2023 review document for all BID members, highlighting the achievements over the last 12 months.
- Alison Clack said it is important that the BID receives data from Birmingham City Council such as how many businesses are in each business sector and how much levy is raised from each business sector.

5. Dates of next meeting

Tuesday 16th January 4.30pm