



Visit Royal Sutton Coldfield

BUSINESS IMPROVEMENT DISTRICT (BID)



2023 IN REVIEW

THANKS FOR A GREAT YEAR!

2023 IN REVIEW



WELCOME

Visit Royal Sutton Coldfield BID is proud to announce the successful conclusion of another productive year and is pleased to share the accomplishments and initiatives undertaken throughout 2023. The past 12 months have seen remarkable progress and growth for the BID, furthering its mission to elevate the profile of Sutton Coldfield town centre and drive increased foot traffic to the area.

Throughout 2023, the Visit Royal Sutton Coldfield BID has witnessed significant advancements, with a predominant focus on marketing, events, and enhancing footfall. As the organisation shifts its focus to the upcoming year, 2024 will see an increased emphasis on providing enhanced business support and a concentrated effort to address the challenges surrounding town centre safety.

Sutton Coldfield is currently undergoing a period of transformation and evolution, with plans for regeneration in prominent areas such as Birmingham Road, The Gracechurch Centre, and the Red Rose Centre. As the town adapts and progresses into 2024 and beyond, the BID aims to effectively communicate and demonstrate the following key objectives:

- Affirming Sutton Coldfield's continued status as a vibrant hub for business
- Providing unwavering support to businesses operating within the town centre
- Advocating for the diverse business sectors that collectively form the town centre
- Identifying and addressing issues that impact local businesses and the town centre
- Enhancing the overall visitor experience within Sutton Coldfield town centre

The Visit Royal Sutton Coldfield BID extends its gratitude to Alison Clack, Director at Cerda Planning, located on the High Street, for her invaluable contribution as the BID Chair throughout 2023. As the organisation looks ahead, preparations are underway to elect a new BID Chair for the upcoming year, 2024.

We eagerly anticipate another exciting year filled with new opportunities and advancements for Sutton Coldfield.

For further enquiries or information, please contact:

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HIGH PROFILE EVENTS

AN EVENTFUL YEAR

- Meet and greet with children's TV character, Bluey
- Meet and greet the Easter Bunny 2-day event
- Meet and greet with Peppa Pig and George Pig
- King's Coronation Celebration with royal living statues, brass band, steel band, face painting, stilt walkers, bubble-ologist, balloon modeller, food and drink stalls, picnic benches and bunting
- Father's Day Superhero Event with Batman and the Batmobile, plus children's craft workshop
- Kid's Car Fest with featured cars including Lighting



McQueen and Tow Mater from Cars, Ghostbusters Ecto-1, Mutts Cutts from Dumb and Dumber, General Lee from Dukes of Hazard, 1966 Batmobile, plus a children's craft workshop

- Wimbledon & Movies Pop Up Cinema, 3-day event with 40 deckchairs
- Halloween Pop Up Cinema, 4-day event with 40 deckchairs
- Emergency Services Day featuring a fire engine, police car, police van, police dogs, CPR training, comedy Police stilt walkers, bubble-ologist, balloon modeller, face painting, glitter tattoos, children's craft workshop and live music

MAGICAL CHRISTMAS EVENTS



FESTIVE HIGHLIGHTS

- A giant snow globe photo opportunity 2-day event ★
- See real reindeer with their sleigh 2-day event
- Meet and greet with The Snowman and Snowdog 2-day event
- Meet and greet with The Grinch and Cindy Lou 2-day event
- The Gingerbread walkabout characters



- The Roller Skating Christmas Puddings
- Jack Frost and the Winter Tree walkabout characters
- The King Brasstards Brass Band 4-days
- Christmas Wreath Making Workshops for 12 people per class held at Simpson's Bar, The Duke Inn, Bottle of Sack

FARMERS & CRAFT MARKETS

A MONTHLY TREAT

Sutton Coldfield's Farmers & Craft Market, a monthly treasure trove held on the last Sunday of the month from March to November, is a vibrant celebration of local talent and flavours.

With a diverse array of 40 traders converging at this bustling market, visitors can explore a rich array of artisanal crafts, fresh produce, and delectable treats.

Expertly managed in-house, the market serves as a hub for the community to connect with passionate creators and small businesses.



Entertainment and attractions included:

- The Walking Trees
- The Dancing Grannies
- The Toy Soldiers
- The Dancing 'Shrooms
- The Witches stiltwalkers
- Flower stilt walkers
- Disco stilt walkers
- Free children's craft workshops
- Free face painting
- Live music
- Live DJ
- Picnic benches



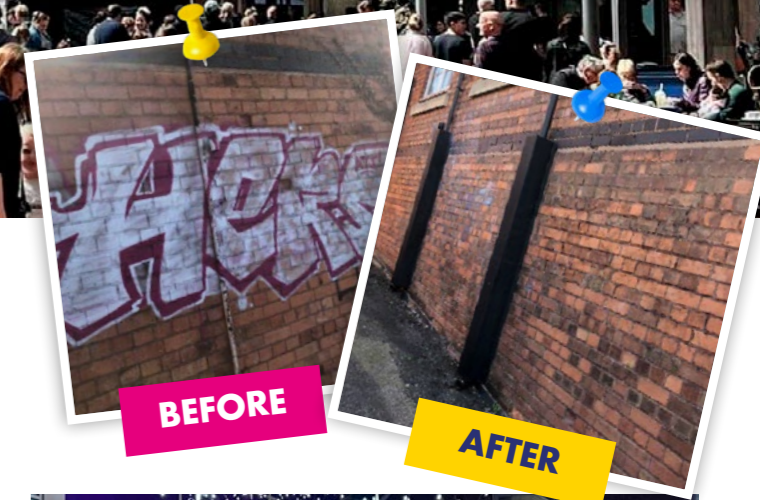
IMPROVING OUR TOWN



CHANGES WE'VE MADE

Visit Royal Sutton Coldfield BID has been instrumental in enhancing the vibrancy and aesthetics of the town, contributing to a more inviting atmosphere. One notable improvement was the installation of colourful bunting along The Parade from May to October.

Additionally, the BID has identified and undertook graffiti removal throughout the town centre, removing over 100 graffiti throughout the year, significantly contributing to the cleanliness and overall attractiveness of Sutton Coldfield.



During the festive season, the BID continued to add to the town's allure by installing eye-catching decorations.

- Giant Christmas light-up star at the entrance of Sutton Coldfield College
- Giant Christmas LED photo frame at The Gracechurch Centre

These installations contributed to the town's sense of community and created a joyful atmosphere for all to enjoy.

SAFE & SECURE



SECURITY

Visit Royal Sutton Coldfield BID has prioritised the safety and security of the community, implementing effective measures to create a secure town environment for everyone. The BID Security Guardians returned for a second year running, with four SIA licensed guards on patrol every Friday and Saturday evening throughout December from 4pm to 1am.

In a proactive move to bolster safety measures, the BID met with MP Andrew Mitchell to raise awareness of the CCTV provision in the town centre, emphasising the vital role surveillance technology plays in ensuring public safety.



VISIT ROYAL SUTTON COLDFIELD BID



FOCUS ON BUSINESS

GROWTH AND INNOVATION

The BID facilitated a platform for local businesses to gain valuable perspectives and adapt to contemporary market trends by hosting a talk by Mary Portas, a renowned retail and high street expert. This insightful session, attended by over 100 local businesses, provided valuable insights and guidance, equipping businesses with the knowledge and inspiration needed to navigate the evolving retail landscape.

Further showcasing our dedication to the local business community, the BID sponsored the Sutton Coldfield Chamber of Commerce Business Fair to encourage networking and collaboration, allowing businesses to connect, share ideas, and explore potential partnerships.



To highlight the diverse culinary and professional offerings in the town, the BID produced two informative guides:

- The Sutton Coldfield Town Centre Food & Drink Guide showcased 54 bars, restaurants, cafes, and coffee shops, offering residents and visitors an overview of the vibrant culinary scene. 15,500 copies were delivered to residential properties across Sutton Coldfield.
- The BID also produced the Sutton Coldfield Professional Services Guide, highlighting the town's 54 offices, promoting the range of professional services available.

These guides not only serve as valuable resources for the community but also actively contribute to the visibility and success of local businesses.

SUPPORTING THE LOCAL COMMUNITY

GROWTH AND INNOVATION

Throughout 2023, the BID has demonstrated commitment to supporting the local community through a series of impactful initiatives. The BID funded essential equipment for the gardens at Good Hope Hospital. This contribution not only enhanced the aesthetic appeal of the hospital surroundings but also created a serene and therapeutic environment for patients, their families, and hospital staff.

Additionally, the BID funded 300 ice creams for students at Sutton Coldfield College to celebrate the end of exam week. This sweet treat not only celebrated the students' hard work and accomplishments but also served as a token of appreciation for the college's role in hosting the enlightening Mary Portas talk.



SUPPORTING LOCAL BUSINESSES

COMPETITIONS IN 2023

In 2023, the BID played a pivotal role in promoting and supporting local businesses by organising and promoting various competitions.

- Pollers Café and Sandwich Bar on the High Street - Win lunch for you and your work colleagues
- Waterstones on The Parade - Win a gift voucher
- Military Chef based in the indoor market - Win four artisan chocolate bundles
- Simpson's Bar on the High Street - Win a cocktail masterclass for five mothers and their guests
- Brummie Honey one of our Farmers Market traders - Win a honey hamper
- Built Unique Gym on Birmingham Road - Win an ice bath & breathwork masterclass for two



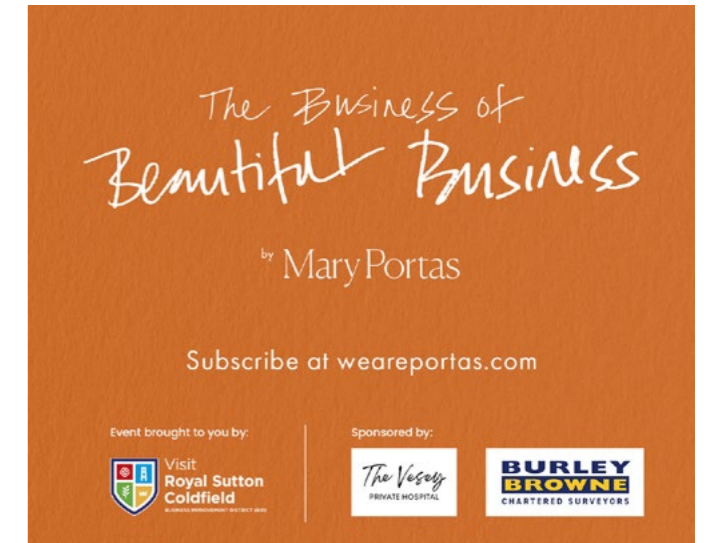
- Bakes For Your Soul - one of our Farmers Market Traders - Win boxes of cakes
- Brewhouse & Kitchen on Birmingham Road - Win a beer experience day for two
- Teds Potatoes in The Gracechurch Centre - Win baked potatoes for you and your work colleagues
- Adventure Graphics on Midland Drive - Win a marketing package for your business



WORKING IN PARTNERSHIP



Royal Sutton Coldfield Town Council sponsored our Food and Drink Guide



Burley Browne and The Vesey Hospital sponsored our Mary Portas event



Sutton Coldfield College hosted our Mary Portas talk



Pollers Café and Sandwich Bar on the High Street provided the buffet at our Mary Portas talk



The Gracechurch Centre sponsored our Meet Peppa Pig and George Pig event



Mainstream Print on Coleshill Street print our newsletters, posters and flyers

RAISING OUR PROFILE

RAISING THE PROFILE OF SUTTON COLDFIELD

- Facebook followers 7,500 (1,300 in May 2022)
- Instagram followers 919 (new page created May 2022)
- Twitter followers 758 (new page created May 2022)
- Regularly posted job vacancies seen in the town centre, news on new shop openings, shared local business news, advertised products on sale in the town centre and special offers
- BID newsletters X3 issues produced throughout 2023 hand delivered and emailed to businesses
- Regular articles published in Birmingham Mail, Birmingham Live and the Express and Star to raise awareness of our projects, initiatives and events



Express & Star .com



BirminghamLive



PLANS FOR 2024

- Identify, raise awareness and tackle issues that affect local businesses i.e. retail crime and parking restrictions
- Raise awareness of the issues that affect the town centre i.e. CCTV provision and lack of traffic barriers on The Parade
- Celebrate International Women's Day with an event for businesses with guest speaker BBC Dragon's Den Sara Davies
- Bring back events that were popular in 2023 including the Kids Car Fest and Emergency Services Day
- Launch new events for 2024 such as an annual Food Festival
- Host events in other parts of the BID area
- Continue removing graffiti throughout the BID area
- Install summer bunting for a second year and extend to other areas
- Install two new parklets in the town centre
- Raise the profile of the retail offer in Sutton Coldfield to tackle myth-busting i.e. Nothing in Sutton
- Update our Food & Drink Guide and distribute to households
- Update and relaunch the Professional Services Guide and distribute to households



Visit
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If you'd like to know more and get involved in any of our
BID projects for 2024, please get in touch:

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