



## **BID Board Meeting Minutes** **Tuesday 20<sup>th</sup> May 2025, ASH Restaurant**

### **1. Welcome and apologies**

- **Attendees** (in alphabetical order):  
Anna Jackson – Sutton Coldfield College  
David Hemming – Burley Browne Chartered Surveyors  
Mark Harris – Harris & Co Accountants  
Mark Wilkinson – Coburg Banks Recruitment (BID Chair)  
Michelle Baker – BID Manager  
Ross Sokolovsky – Gracechurch Shopping Centre
- **Apologies** (in alphabetical order):  
Alison Clack – Cerda Planning  
Cllr David Barrie – Birmingham City Council  
Cllr Richard Parkin – Sutton Coldfield Town Council  
Kevin Wood – Howden Insurance  
Stephen Nixon – Enoch Evans Solicitors  
Stephen Roberts – Robson Lister Wealth Management

### **2. BID Business**

- **Neighbourhood Board Representation**  
MW contacted Sutton Coldfield Town Council to request that the BID be included on the new Neighbourhood Board, to represent 300+ town centre businesses. Although the request was declined, the Council assured that the BID and local businesses will continue to be consulted and involved in relevant matters.
- **Neighbourhood Board Engagement**  
MW proposed inviting Doug Wright, Chair of the new Neighbourhood Board, to attend a BID Board meeting in September or October to strengthen collaboration.
- **MP Engagement**  
MW met with MP Andrew Mitchell to establish regular meetings. CCTV provision in the town centre was one of the issues discussed and opening the BID's Christmas Market.

- **2025/26 Levy Payers Spreadsheet**

Birmingham City Council (BCC) has sent through the preliminary spreadsheet for the 2025/26 BID levy payers. However, MB reported that several properties are missing, and some business names are incorrect. BCC has been notified of the discrepancies.

- **Social Media Support**

MB highlighted the importance of stakeholders sharing BID-led events on their social media platforms to help increase awareness, support town centre footfall, and boost local business engagement—particularly on event days.

- **New BID Board Members**

MB noted that two businesses from the food and drink sector have expressed interest in joining the BID Board in September, offering greater sector representation.

- **Safer Sutton Partnership Meeting**

MB coordinated the second Safer Sutton meeting, attended by representatives from the Police, local college, councillors, Gracechurch Centre, and the BID. Topics discussed included anti-social behaviour, street begging, and the use of Facewatch technology, currently utilised by House of Fraser, Sports Direct, and B&M.

- **CCTV Camera Repairs**

MB reported that BCC is still reviewing the costs of reactivating the three existing CCTV cameras. MW noted a positive response from MP Andrew Mitchell on this issue and MW said he will write to the Town Council to explore potential joint funding opportunities involving the Town Council, BID and Gracechurch. RS confirmed Gracechurch would support contributing to costs if all stakeholders are involved.

- **New Business Crime Group**

In response to retailer interest, MB will coordinate the formation of a new Business Crime Group to enhance safety and information sharing among businesses in the town centre.

### **3. BID Projects**

MB provided an update on ongoing and upcoming BID initiatives, including the following:

- **Bunting** – The BID’s bunting has been installed along The Parade for the third consecutive year and will remain May–November.
- **BID Newsletter** – The Spring Newsletter has been distributed to town centre businesses via email and hand delivery.
- **Social Media Growth** – The BID’s Facebook page has now reached 13,000 followers, a significant increase from 1,300 followers in May 2022. This is due

to the social media being managed in-house by MB since she joined as BID Manager in May 2022.

- **Business Guides and Directory** – Following receipt of the 2025/26 levy payer's spreadsheet from Birmingham City Council, the BID can now update the *Food & Drink* and *Professional Services Guide* for 2025. Work will also begin on populating an online business directory on the BID website.
- **New projects** – public art, planting, potential new seating areas, e.g., outside the Driving Test Theory Centre on Birmingham Road  
Proposal to BCC to extend parking times on Midland Drive to better support local businesses as the one-hour restriction is affecting businesses

#### **4. Upcoming BID Events**

MB provided an overview of planned events and activities supported or organised by the BID:

- **Business Talk: Using AI in Your Business**  
Following the success of previous BID Business Talks featuring Mary Portas, Sara Davies, and Deborah Meaden, the next event will focus on *Using AI in Your Business*, followed by a networking session. The Board agreed for this to take place in September at Sutton Coldfield College, with networking to follow at The Townhouse. MB will coordinate the event.
- **Birmingham Jazz Festival (18–27 July)**  
The BID is funding live performances as part of the Birmingham Jazz Festival, with 13 local hospitality venues confirmed to host musicians and bands.
- **Sutton Coldfield Fire Station Open Day (27 July)**  
The BID is funding the return of Fireman Sam to support the Fire Station's community open day.
- **Young Traders Market – Regional Finals (26 July)**  
The BID will host the *Young Traders Market Regional Finals*, organised by the National Market Traders Federation (NMTF), taking place along The Parade.
- **Sutton Coldfield Food Festival (12–14 September)**  
The BID's 3-day Food Festival will return in partnership with LSD Promotions.
- **Farmers & Craft Market**  
The BID continues to organise and manage a monthly *Farmers & Craft Market* on the last Sunday of each month from March to November.
- **Victorian Christmas Market (11–14 and 18–21 December)**  
A new *Victorian Christmas Market* will be introduced this year, jointly organised by the BID and LSD Promotions, offering two four-day events in December.
- **ASB Awareness Week (2 July)**  
Although not a BID event, *Anti-Social Behaviour Awareness Week* will be

held on 2 July, organised by Birmingham City Council and West Midlands Police. Gracechurch will host the event, with some activities taking place along The Parade.

## **5. Past BID Events**

MB provided a summary of recent BID-supported events:

- **Sutton Coldfield Food Festival (11–13 April)**

The Food Festival, jointly organised by the BID and LSD Promotions, featured 80 stallholders each day. BID levy payers who participated with free gazebos and pitches included Military Chef, Tokin Tea, and OB Printing. The King's Arms withdrew prior to the event. Entertainment funded and managed by the BID included a comedy waiter duo, three stilt-walking chefs, a live DJ, free face painting, and free glitter tattoos. Footfall was exceptionally high throughout the three days.

- **VE Day Celebrations (10 May)**

The BID organised and funded a full day of entertainment to mark VE Day, including two live singers, a Charlie Chaplin impersonator, a flying plane act, WW2 pilot living statues, and free face painting.

- **Easter Event (19 April)**

An Easter-themed meet-and-greet with Peter Rabbit was held in partnership with Gracechurch, with both parties jointly funding the activity.

- **Young Traders Market – Cancellation (10 May)**

The planned Young Traders Market on 10 May was cancelled due to insurance constraints relating to under-16 participants. However, the regional finals are still scheduled to take place in Sutton Coldfield on 26 July.

## **6. Any other business**

MB reported that local businesses on Birmingham Road are experiencing difficulties due to the Duke Street car park being heavily used by hospital staff and building contractors during the refurbishment of the Cottage Hospital. BCC confirmed that 22 spaces had been allocated for hospital staff for 18 months.

## **7. Dates of next BID Board meetings**

- Doodlepoll to be circulated to the Board