

# BID BULLETIN

ISSUE 9 - SPRING 2025



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



## HELLO AND WELCOME

What a glorious spring we're enjoying in Royal Sutton Coldfield! The Parade is looking brighter with the colourful bunting we have installed, and here at Visit Royal Sutton Coldfield (BID), we're busy planning an exciting year ahead.

It's already been a brilliant start to 2025—we've welcomed Dragons' Den star Deborah Meaden to speak with local businesses, hosted a hugely successful three-day Food Festival, brought Peter Rabbit to town for a family-friendly meet and greet, and our popular in-house Farmers and Craft Market has returned after the winter break.

There's lots more in the pipeline, including producing refreshed Food & Drink and Professional Services Guides, which will be delivered to local residents and available at key collection points, plus we are planning our next Business Talk with networking to follow.

Thanks for being part of it—we're looking forward to making an even bigger impact this year.

*Michelle Baker*

Visit Royal Sutton Coldfield BID Manager  
[Hello@visitroyalsuttoncoldfield.co.uk](mailto:Hello@visitroyalsuttoncoldfield.co.uk)

## Bunting Brightens The Parade

For the third consecutive year, we've funded and installed colourful bunting along The Parade, bringing a vibrant atmosphere to the pedestrianised area of the town centre. The bunting creates a lively backdrop for our monthly markets and town events, enhancing the look and feel of the area.



## Farmers & Craft Markets Returns



Our popular *Farmers & Craft Markets* are back for 2025! Held on the last Sunday of each month from March through November, these markets were launched by the BID in 2022 to bring more weekend footfall into the town centre. Come along and discover local produce and handmade crafts. We run the event entirely in-house and also fund free children's face painting each month as a treat for younger visitors.



## SUTTON COLDFIELD JOINS BIRMINGHAM JAZZ FESTIVAL

The BID is once again funding live performances to support the town's hospitality industry as part of the Birmingham Jazz Festival. Enjoy live music at your favourite local venues.

SUTTON COLDFIELD JOINS THE BIRMINGHAM

# Jazz & Blues FESTIVAL

**18-27**  
JULY

**FRIDAY 18**

Silver Tree Bakery - 12.30pm

**SATURDAY 19**

The Duke Inn - 5pm

**SUNDAY 20**

Patty Funks - 1pm

The Gate Pub - 7pm

**MONDAY 21**

Heavenly Desserts - 4pm

**TUESDAY 22**

Tokin Tea - 1pm

**WEDNESDAY 23**

Military Chef - 1pm

**THURSDAY 24**

The Cake Solution - 12.30pm

Kings Arms Pub & Indian Grill - 8pm

**SATURDAY 26**

Ash Restaurant - 3pm

**SUNDAY 27**

The Bottle of Sack - 2pm

The Station Pub - 7pm

FREE EVENT

Brought to you by:



Visit  
Royal Sutton  
Coldfield  
BUSINESS IMPROVEMENT DISTRICT (BID)

40<sup>th</sup> BIRMINGHAM  
JAZZ & BLUES  
FESTIVAL  
JULY 19<sup>th</sup> TO 28<sup>th</sup> 2024

[visitroyalsuttoncoldfield.co.uk](http://visitroyalsuttoncoldfield.co.uk)



## DEBORAH MEADEN TALK

We were delighted to welcome Dragon's Den investor and entrepreneur Deborah Meaden as our latest guest speaker for local businesses on 20 February. Hosted by Sutton Coldfield College, the free event for BID members followed successful talks we have organised with retail expert Mary Portas (2023) and Dragon's Den star Sara Davies (2024). To receive information about our next business seminar please email [Hello@visitroyalsuttoncoldfield.co.uk](mailto:Hello@visitroyalsuttoncoldfield.co.uk)



## Exclusive Advertising Opportunity for BID Members

Looking to boost your business visibility in Sutton Coldfield? Apex Outdoor is offering BID members special advertising rates either by the day or by the 2-week block:

### OPTION 1:

Day rate = £35 x your required number of days, no minimum

### OPTION 2:

Two week block rate = £299

In each case your 10 second advert will be displayed on each of 7 screens every minute throughout the booked period – a powerful way to reach thousands of local customers daily.

To find out more or book your spot, contact:

[gordon@apexoutdoor.co.uk](mailto:gordon@apexoutdoor.co.uk)



## PETER RABBIT EASTER MEET & GREET

On Saturday 19 April, children and families enjoyed a special meet and greet with Peter Rabbit in celebration of Easter. The event was jointly funded by the BID and Gracechurch Shopping Centre and was a fantastic day for our younger visitors.

## SUTTON COLDFIELD FOOD FESTIVAL: A TASTY TRIUMPH

Following the huge success of last year's event, the Sutton Coldfield Food Festival returned bigger than ever from 11–13 April. Over 80 food and drink vendors filled The Parade—from KFC to Aldi—drawing record footfall to the town centre across the three days. The BID organised a range of entertainment including three stilt walkers, comedy waiters, a live DJ, as well as free face painting and free glitter tattoos for families to enjoy; some BID members also took part by trading at the event.

The next Food Festival is 12–14 September 2025 and if you're a BID member and would like to get involved, please email:

[hello@visitroyalsuttoncoldfield.co.uk](mailto:hello@visitroyalsuttoncoldfield.co.uk)



## Upcoming BID Events



**Farmers & Craft Market** last Sunday of the month



**Birmingham Jazz Festival** 18–27 July



**Sutton Coldfield Food Festival** 12–14 September



**Victorian Christmas Market** 11–14 & 18–21 December

## Other Events

- **Bert & Gert's Saturday market** takes place on the 1st Saturday of every month
- **Sutton Coldfield Fun Run** will take place on 1 June
- A **Vegan Market** is coming to Sutton Coldfield town centre on 19 July

## VE DAY CELEBRATION

On Saturday 11th May we organised a VE Day Celebration in the town centre with two brilliant 1940's singers and entertainment including a Bicycle Plane, Charlie Chaplin, Living Pilot Statues, Bubbleologist and free glitter art for children.



Follow us at Visit Royal  
Sutton Coldfield BID



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