



BID Board Minutes
Monday 15th September 2025, ASH Restaurant

1. Welcome and apologies

Apologies (alphabetical order)

- Cllr Richard Parkin – Sutton Coldfield Town Council
- Mark Wilkinson – BID Chairman – Coburg Banks

Attendees (alphabetical order)

- Alison Clack – Cerda Planning
- Anna Jackson – Sutton Coldfield College
- Cllr David Barrie – Birmingham City Council
- David Hemming – Burley Browne
- Mark Harris – Harris & Co
- Michelle Baker – BID Manager
- Stephen Nixon – Enoch Evans
- Stephen Roberts – Robson Lister

MB informed the Board that Ross Symonov at Gracechurch Shopping Centre has advised that Graham David Jackson, Finance Director, will be replacing him on the BID Board.

SR has arranged a meeting with Andy Dixon, owner of Ash Restaurant, to discuss his involvement on the Board. MB said Silver Tree Bakery and The Royal may also be interested in joining the Board. **Action: SR to follow up on these potential new members.**

It was agreed that AC will chair the Board meeting in MW's absence.

2. Three day Food Festival 12-14 September

MB provided an update on the BID's third Food Festival, delivered in partnership with LSD Promotions and held from 12-14 September.

- The event featured over 75 stallholders, including BID members Tokin Tea, Military Chef, The Cake Solution, and Toys 4 You, who were all offered a free pitch with gazebo and tables.

- Gracie Barra Martial Arts and The Royal provided the BID with their own company flyers, which the BID distributed during the event.
- Silver Tree Bakery generously donated 100 baguettes for the BID's entertainment team to hand out.

Feedback:

- Coffee Number One said sales in their shop had been extremely high due to the food festival.
- H Samuel raised their concerns about the proximity of the DJ and picnic benches to their store, stating this had impacted sales. MB confirmed that music and seating will be relocated at future events but noted that similar arrangements in September 2024 and April 2025 had not previously prompted complaints.
- Smart Ideas reported that a gazebo had initially been placed in front of one of their display windows; this was moved prior to the event opening at 10am on Friday.

The Board suggested running a Christmas competition in partnership with H Samuel, with entries submitted in-store. **Action: MB to follow up.**

3. Victorian Christmas Market 11-14 and 18-21 December

LSD Promotions are coordinating stallholder bookings. All traders will be dressed in Victorian attire, with illuminated gazebos positioned along The Parade.

MB presented a proposal to introduce a new stage area featuring singers and community groups. A recent BID social media post on this idea received strong engagement and positive feedback. The Board expressed full support for the proposal. **Action: MB to progress and follow up.**

4. Birmingham City Council

BCC Levy Collection Payment

BCC has requested a payment of £11,800 from the BID relating to levy monies they were unable to collect. However, they have not provided key supporting information, including dates the debt relates to, debtor business name / property address, or collection methods that BCC have taken.

In November 2024, BCC requested repayment from the BID of £27,552 without any supporting information. Following negotiations, a settlement payment of £15,000 was agreed and paid by the BID earlier this year.

BCC is now requesting a further £11,800 for uncollected levy, but continues to state that they cannot provide a breakdown of the debtors. Additionally, BCC charges the BID a 3% collection fee, currently amounting to £7,624 per annum.

Action: The Board requested MB to write to Joanne Roney, Chief Executive of BCC, to formally raise these concerns.

Vacant Commercial Premises (BCC-Owned)

BCC owns several prominent vacant premises within the BID area, including the former Poundland, Jimmy Spices, and TGI Restaurant units. Over recent months, BCC has advised that they are finalising a procurement exercise to appoint Avison Young as marketing agents for these properties. They reported viable interest in all three units and expressed confidence that they will be re-occupied in the coming months.

The former Talk Talk / O2 shop also remains vacant but is understood to still be under lease.

MB has reported the following issues to BCC:

- The former Poundland entrance door on The Parade is smashed and missing, with only a Perspex door in place.
- The grass around the former TGI Restaurant is overgrown and unsightly.
- None of the three vacant properties are currently listed as “To Let” on the Avison Young website.

The above have not been addressed by BCC.

Parking on The Parade

MB has contacted Birmingham City Council regarding the need for rising bollards at the entrance to The Parade to enhance public safety and manage vehicle access. Parking on The Parade has also increased, and while cars and vans are occasionally ticketed, public safety remains the primary concern. The Parade is particularly busy on event days, and currently, nothing prevents a vehicle from driving along the street from Aldi to Santander.

The Board requested that MB:

- Draft a social media post to remind the public that The Parade is pedestrianised.

- Formally notify MP Andrew Mitchell and the Town Council of the BID's concerns.

CCTV

MB has contacted MP Andrew Mitchell and the Gracechurch Centre regarding the only three public CCTV cameras in the town that remain out of operation. Birmingham City Council has installed two temporary cameras on The Parade and Lower Parade.

The BID and key stakeholders are still awaiting a costed quotation from the Council for the repair of the 360-degree dome cameras. Once received, stakeholders will need to agree on how the repair costs will be funded.

John Southall from the Gracechurch Centre has confirmed that their CCTV control room can monitor the cameras, which is a positive development. It was noted with concern that, despite a site walkabout with Birmingham City Council in February, the quotation from BCC remains outstanding.

Recirculate press release to the Board that had previously been drafted.

5. BID Projects

- The BID's bunting along The Parade will be taken down in October.
- The BID's public art project will get underway this month and the six utility cabinets require cleaning prior to the artist commencing work. MB to organise.
- MB is planning the BID's Halloween and Christmas events.

6. Plan for Neighbourhood Fund

Genecon (Town Council appointed consultants) have invited the BID to the workshop on Economy, Skills and Enterprise. Workshop dates are 24th September and 6th October at the Town Hall. AC and AJ agreed to attend to represent the BID.

7. BID Reballot

The current 5 year BID term concludes on 31st December 2026.

The Board discussed extending the BID boundary to include Achorage Road, Upper Clifton Road and also Mere Green.

MB discussed a proposal for BID consultancy Locus to assist with the reballot. Fee is:

£5,000 + vat billable at Notice of Ballot

£2,500 + vat only on a successful ballot outcome, payable after any challenge / veto period has expired. Total fee = £7,500 + vat

The Board agreed to instruct Locus.

8. Other Business

- MB asked DB how much a Traffic Regulation Order would be for Midland Drive as businesses require the free parking time to be extended. DB said circa £8,000.
- Town Centre Regeneration Partnership – DH provided an update.
- Birmingham City Council update – DB provided an update.
- Sutton Coldfield Town Council – RP sent an update that was read out in the meeting.