

# BID BULLETIN

ISSUE 10 - AUTUMN & WINTER 2025



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

## HELLO AND WELCOME

At Visit Royal Sutton Coldfield BID, we're here to champion our town centre and the brilliant businesses that make it special. Everything we deliver—from colourful planting and feel-good family days out to busy markets, show-stopping festivals and eye-catching public art—is funded by the BID with one clear goal: to make Sutton Coldfield a place people love to visit, shop, dine and spend time in.

In this autumn and winter newsletter, we're celebrating the successes you help make possible—record-breaking footfall at our larger events, creative projects that elevate our streets, and new reasons for customers to keep choosing Sutton Coldfield.

Christmas is just around the corner, and we have some exciting plans coming your way soon. Keep an eye on our social channels and website for the latest updates.

*Michelle Baker*

Visit Royal Sutton Coldfield BID Manager  
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## Monthly Farmers & Craft Market

### A Fresh Reason to Visit

From April through to November, the BID proudly organises and delivers the Farmers & Craft Market on the last Sunday of every month (10am–3pm) along The Parade.



Our Farmers & Craft Market is now 3 years old, bringing a fantastic mix of stalls to the town centre, offering shoppers everything from local cheese, honey, meat, eggs and fish to handmade crafts and unique gifts. It's not just about shopping – it's about creating a vibrant atmosphere and giving residents and visitors another great reason to spend time in Sutton Coldfield.

The market continues to grow in popularity each year, supporting local producers and traders while boosting footfall for nearby businesses.



The final Farmers & Craft Market of 2025 will feature a special visit from The Grinch and Cindy-Lou, who will join us on Sunday 30 November from 12pm–3pm. This marks the town's first Christmas event of the year, with 30 fantastic stallholders, live music, and free face painting for families to enjoy!





**After the success of last year's 22-day Christmas Chalet Market, we're bringing a brand-new festive experience to Sutton Coldfield: an 8-day Victorian Christmas Market across two weekends this winter.**

With stallholders dressed in traditional Victorian costume and plenty of festive entertainment planned, it promises to be an unforgettable Christmas highlight – and another great reason to visit and support Sutton Coldfield town centre.

### Dates:

Thursday 11 – Sunday 14  
December

Thursday 18 – Sunday 21  
December

### Opening times

Thursday: 12pm-8pm

Friday & Saturday: 10am-8pm

Sunday: 10am-5pm



We will be booking plenty of Christmas entertainment to support the Victorian Market and to ensure shoppers visiting the town centre have a magical and festive experience.

MP Andrew Mitchell will join BID Manager Michelle Baker to officially open the Christmas Market on Thursday 11 December at 4pm. With 60 stalls confirmed for the first week, this year's market is set to be a fantastic and well-attended festive event!





HALLOWEEN

# PUMPKIN PATCH

**From 25–26 October we organised a charming pumpkin patch, live entertainment and a weekend full of autumnal family fun.**

On day one of the event all 200 pumpkins were collected within the first hour, prompting the BID team to make a swift dash to source an additional 140 pumpkins, each quickly claimed.



Sunday continued the momentum with a staggering 400 pumpkins disappearing in just 40 minutes, marking a new seasonal record and highlighting the growing popularity of this autumn tradition.

Throughout the weekend, youngsters also enjoyed free spooky face painting we had organised and Sunday's celebrations included the arrival of our Dawn of the Dead stilt walkers, live music, and the much-loved Farmers & Craft Market, now in its third year and managed entirely in-house by the BID.

The two day **BID event** gave shoppers another reason to visit Sutton Coldfield town centre.





*New*

# PUBLIC ART PROJECT

MAKING THE ORDINARY,  
EXTRAORDINARY

Between 21–23 September, we transformed six plain utility cabinets across the town centre colourful public artworks.

Commissioned and funded by the BID, these vibrant bird murals brighten Mill Street, Midland Drive, Lichfield Road, Queen Street, South Parade and Duke Street.



We worked with Scenes of Sutton Coldfield Photography Group, who helped choose the bird species seen in Sutton Park, and the hugely talented Sian Storey Art, who brought the designs to life.

The feedback on this public art project has been incredible – local shoppers and businesses alike love the creativity this project has added to the streetscape. What's more, councils and towns across the UK have already contacted us wanting to replicate Sutton Coldfield's success.



Artwork by [@sianstoryart](https://www.instagram.com/sianstoryart)





SUTTON COLDFIELD FOOD FESTIVAL

# A FEAST FOR THE TOWN



From 12–14 September, The Parade was transformed into a bustling hub of flavour and fun as our third Food Festival returned – with over 75 traders showcasing everything from street food and artisan produce to sweet treats.

The festival isn't just about great food – it's about creating another reason for people to visit Sutton Coldfield town centre, boosting footfall and giving businesses the chance to shine. BID-funded extras included:

- 30 wooden picnic benches for visitors to relax and enjoy the event
- Free family entertainment across all three days, including the Comedy Waiters, Comedy Stilt Walking Chefs, Stilt Man, a live DJ, and face painting



The food festival was opened by MP Andrew Mitchell, BID Manager Michelle Baker and local businesses including Dignity Funerals, Military Chef and Mini Me.

Local businesses Military Chef, Tokin Tea, Toys 4 You, and Cake Solution all took part and traded at the event, while Silver Tree Bakery baked an incredible 100 baguettes for our stilt-walking chefs to hand out! Gracie Barra Martial Arts and The Royal Pub also made the most of the event and provided us with their leaflets to hand out.

Over the 3 day event the atmosphere was electric, the feedback was fantastic, and the town centre was buzzing with visitors – exactly the impact the BID works to deliver.





# SUMMER RECAP

## Meet Fireman Sam

### Supporting Sutton Coldfield Fire Station

On 27 July, the BID supported Sutton Coldfield Fire Station's open day for a second year. Children could meet Fireman Sam, enjoy free face painting, and take part in fun activities.

This partnership not only supports our valued local fire service but also drives footfall into the wider town centre. Many families visiting the Fire Station on Lichfield Road also enjoyed the Farmers & Craft Market on The Parade and it was incredible to see the strong footfall walking between the two events during the day, creating a real boost for businesses and the town centre.



## Young Trader's Market

### Backing the Entrepreneurs of Tomorrow

This year, Sutton Coldfield proudly hosted the National Market Traders Federation (NMTF) Young Trader's Regional Final.

The BID funded the hire of gazebos, giving young entrepreneurs the professional space to showcase their talents.

The event was well supported by the community, and it was inspiring to see the next generation of traders building their businesses right here in our town centre. We have further supported one of the winners with a free pitch at our Food Festival and upcoming Christmas Market.

## Big Play Day Free Fun for Families

On 16 August, the BID funded a free summer activity day in the town centre. Families enjoyed:

- A giant four-person climbing wall
- The return of the Orchestra of Things, offering creative music for all ages
- Free face painting

The event was hugely popular, bringing families into the town centre and giving them more reasons to stay and enjoy Sutton Coldfield together.

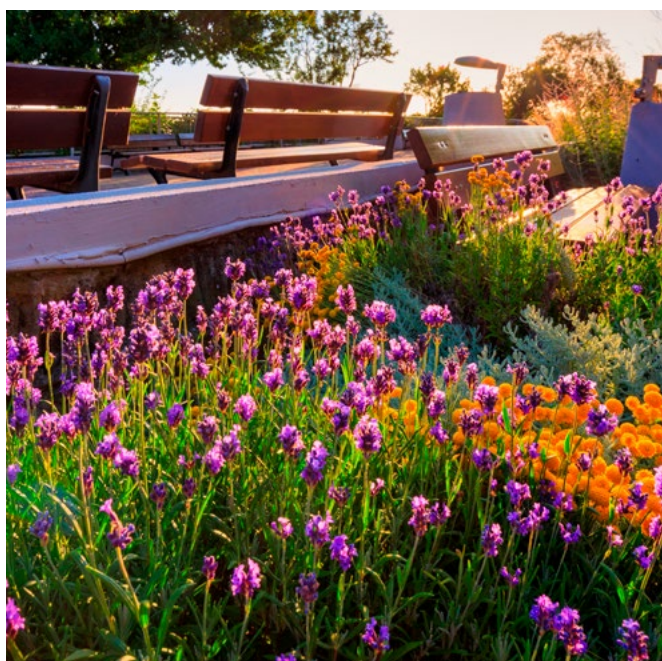
**Thank you to local business, Mini Me, for taking part with their sensory play activities.**



## Bunting – Brightening the High Street

For the third year running, the BID installed strings of colourful bunting along The Parade, from Aldi to Santander and Caffè Nero to KFC.

Flying for six months from April to October, the bunting creates a cheerful backdrop along the pedestrianised high street, for events, market days, and everyday shopping trips – helping to make the town centre a more colourful and enjoyable place to visit.



## Planting Schemes Greening Our Spaces

Following last year's successful lavender planting in neglected brick planters along Birmingham Road, we expanded the scheme in 2025. New planting now welcomes visitors either side of the main entrance to Sutton Coldfield College and brightens Lower Parade next to TeaSan.

These small but important touches make the town centre more attractive, welcoming and enjoyable for everyone.

**If you would like to nominate an area to be planted please get in touch.**

## Birmingham Jazz & Blues Festival

From 18–27 July, the sounds of jazz and blues filled Sutton Coldfield town centre once again.



Thanks to BID funding, a host of local venues were able to host live performances, including:

- Military Chef
- Ash Restaurant
- The Duke Inn
- Patty Freaks
- Heavenly Desserts
- The Gate Inn
- Silver Tree Bakery
- King's Arms Pub & Indian Grill
- The Station Pub
- The Bottle of Sack
- The Cake Solution
- Token Tea

These performances not only added culture and atmosphere but also brought another reason to visit local businesses.



## Social Media Showcasing Sutton Coldfield Online

Our Visit Royal Sutton Coldfield BID Facebook page now has **16,300** followers, and our Instagram community is close to **3,000** strong – giving us a powerful platform to promote the town centre and local businesses.

Through these channels, we showcase local shops, services, special offers and events to thousands of people, helping to attract more visitors and customers into Sutton Coldfield.

If you'd like us to feature your business, it's simple – just send us your content via Facebook, Instagram or email, and we'll share it with our growing online audience.



## Why the BID Matters

Everything you've read in this newsletter has been delivered and funded by the Visit Royal Sutton Coldfield BID. These projects:

- Increase footfall and boost trade for local businesses
- Create positive experiences that make visitors want to return
- Build pride in our town and set Sutton Coldfield apart as a thriving centre
- Raise the profile of Sutton Coldfield town centre

The BID is here to make sure Sutton Coldfield continues to thrive – for businesses, for residents, and for visitors.

## Safety Improvements Keeping Sutton Coldfield safe and welcoming

A thriving town centre must also be a safe one. That's why the BID is actively championing improvements to CCTV coverage across Sutton Coldfield and working for greater pedestrian safety along The Parade.

We have contacted relevant stakeholders regarding the repair of existing CCTV cameras and the installation of new rising bollards to prevent unauthorised vehicles from entering The Parade. These measures would not affect deliveries or emergency services but would give shoppers, families and visitors the confidence of knowing that their safety is being prioritised.

By putting these improvements at the top of the agenda, the BID is ensuring Sutton Coldfield remains a welcoming, enjoyable and secure destination for everyone.

We were also invited to contribute our ideas for how the £20million Plan for Neighbourhoods should be spent in Sutton Coldfield and we put forward public safety improvements including CCTV and rising bollards.



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