



Visit Royal Sutton Coldfield

BUSINESS IMPROVEMENT DISTRICT (BID)



2025 IN REVIEW

THANKS FOR A GREAT YEAR!



SHAPING SUTTON COLDFIELD:

OUR 2025 HIGHLIGHTS

2025 marked 14 years of trading for the Sutton Coldfield Business Improvement District (BID). Over the past year, Visit Royal Sutton Coldfield BID has continued to deliver a strong programme of activity designed to raise the profile of Sutton Coldfield town centre, support local businesses, increase footfall, and activity and deliver tangible improvements for the area.

We are proud to share the achievements and initiatives we have delivered throughout 2025, a year that saw continued progress towards the BID's core objectives. Significant investment in marketing, events, and place promotion helped to strengthen Sutton Coldfield's reputation, attract interest and visitors, and support a vibrant and resilient town centre.

In 2026, the BID will strengthen its focus on business support, continue to deliver our flagship events and initiatives, and continue to actively highlight challenges that affect the town centre.

Michelle Baker

Visit Royal Sutton Coldfield BID Manager



THE
ROYAL TOWN
OF
SUTTON COLDFIELD



Visit
**Royal Sutton
Coldfield**

BUSINESS IMPROVEMENT DISTRICT (BID)

PUBLIC ART PROJECT

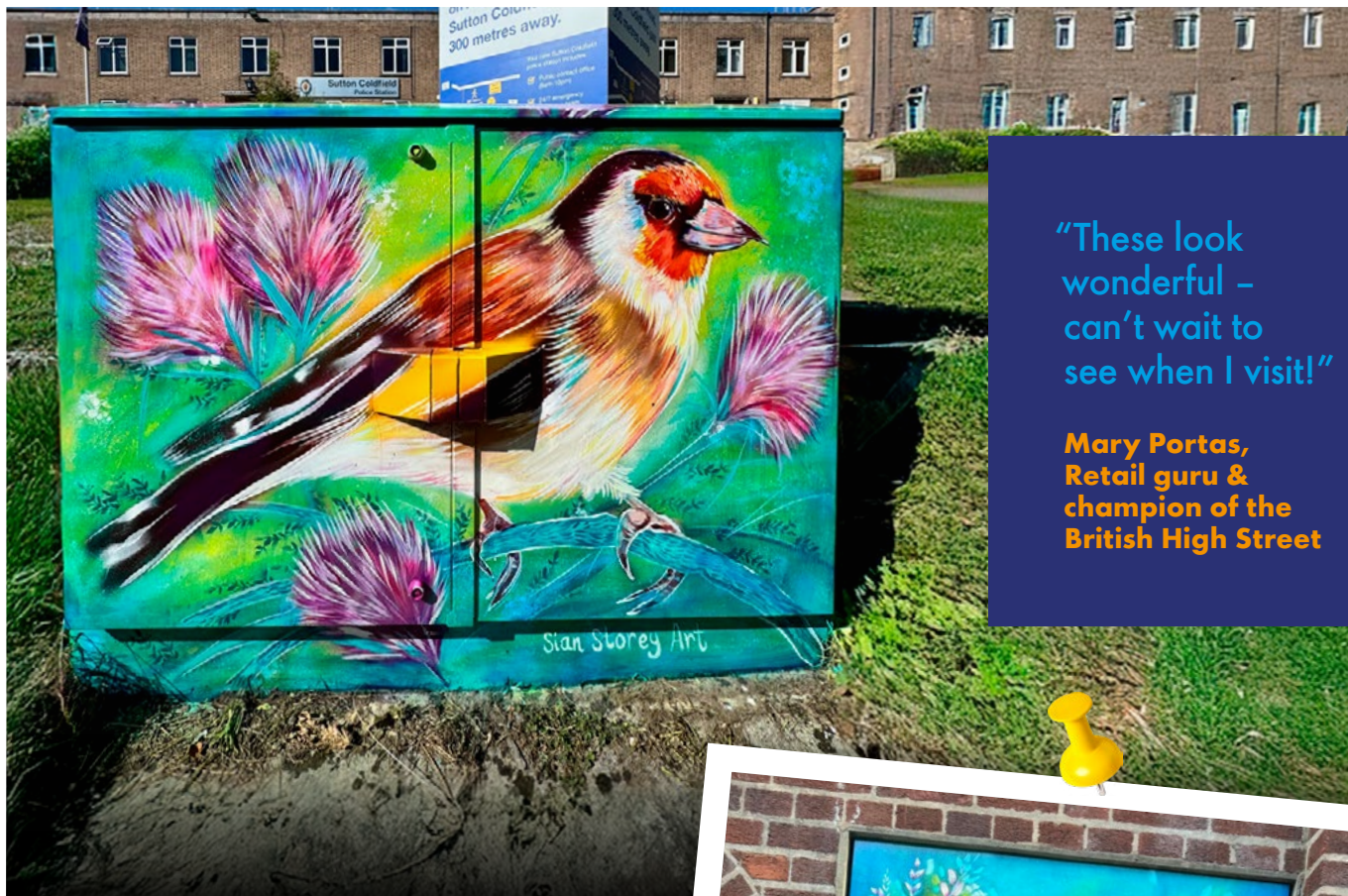
MAKING THE ORDINARY,
EXTRAORDINARY

In September 2025, we commissioned and funded public artwork on six utility cabinets across the town centre. We asked 'Scenes of Sutton Coldfield Photography Group' to select six bird designs for us, and then we commissioned artist 'Sian Storey Art' to hand paint her designs.



We appointed a specialist cleaning contractor to carry out a deep clean of all six utility boxes in preparation for the artwork. Sian then transformed them from dull telecoms boxes into vibrant pieces of public art, each finished with a protective anti-graffiti coating.





"These look wonderful – can't wait to see when I visit!"

**Mary Portas,
Retail guru &
champion of the
British High Street**

Following the wonderful positive feedback we received, we commissioned a further, larger piece of bespoke art in November, located between Lloyds Bank and the Birmingham Settlement shop on Birmingham Road. The striking Chaffinch artwork replaced a blank panel that had remained unchanged for over 20 years.





BUNTING

BRIGHTENING UP THE HIGH STREET

For the third consecutive year, from May – October 2025 we installed colourful bunting above the entire stretch of the pedestrianised Parade from Aldi to Santander and Caffè Nero to KFC.

The bunting enhanced the look and feel of the town centre and created a vibrant backdrop for our monthly markets and year-round events.



“Bunting is very welcoming and cheerful, it seems to connect both sides of the Parade and used in many touristy places”

Brian, member of the public



PLANTING SCHEMES

GREENING OUR SPACES



We planted new greenery in the brick planter on Lower Parade beside Teasan, as well as in the two entrance borders at Sutton Coldfield College on Lichfield Road.

We also refreshed the lavender planters on Birmingham Road outside the DVSA offices, helping to enhance the look and feel of this key approach into the town.





BID SECURITY

For the third consecutive year, we organised and funded four private BID Security officers to patrol the town centre from 6pm to 1am every Friday and Saturday evening throughout December 2025, as well as on New Year's Eve.

The BID Security team provided additional support to the hospitality industry, acting as extra eyes and ears to reassure the public and assist bars, pubs, and escalate incidents to the Police as required.



**"It's great seeing you all around,
it makes us feel safer thanks"**

Jamelia, member of the public

"Working with partners like the BID and their security staff is vital as we strive to make Sutton Coldfield the safest and most welcoming place for everyone.

Increased visibility and sharing intelligence can lead to reduced crime and improved public safety, and our officers are grateful for the support they've had - especially over the busy festive period. We really value this alliance and look forward to more positive work with the BID security team"

Inspector Hayley Thompson, West Midlands Police



BID BUSINESS TALK EVENT



"Very good event - Deborah Meaden was very engaging and informative. Congratulations to your BID on putting together such a good discussion with a leading business person"

Andeep, local business owner

In February 2025, we hosted a special event for BID members featuring businesswoman and Dragon's Den star Deborah Meaden. Sutton Coldfield College kindly hosted the event in their 200-seat theatre.

BID members were able to attend free of charge and enjoyed a live, on-stage interview with Deborah Meaden sharing key business insights. This marked the third high-profile business talk we have delivered for BID members, following previous on stage talks from retail expert Mary Portas in 2023 and entrepreneur and Dragon's Den star Sara Davies in 2024.





FARMERS & CRAFT MARKETS

In 2025, we delivered 9 monthly Farmers & Craft Markets, each showcasing between 25–40 local independent stallholders from across the region.



To enhance the visitor experience, we also provided free face painting and live music alongside each market, helping to create a lively and welcoming atmosphere for all ages.





The market was originally launched in autumn 2022 in response to low Sunday footfall and has since become a regular fixture in the town centre calendar. It is managed by the BID entirely in-house.

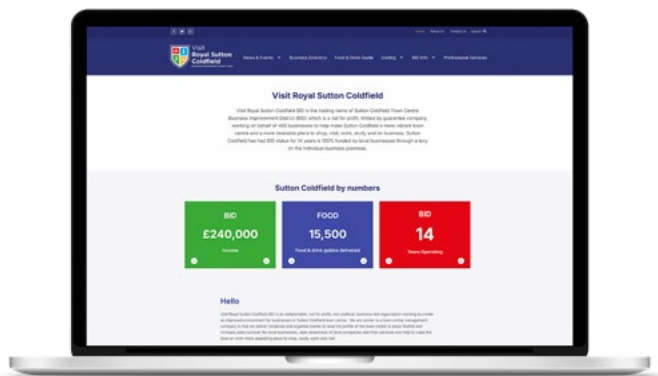
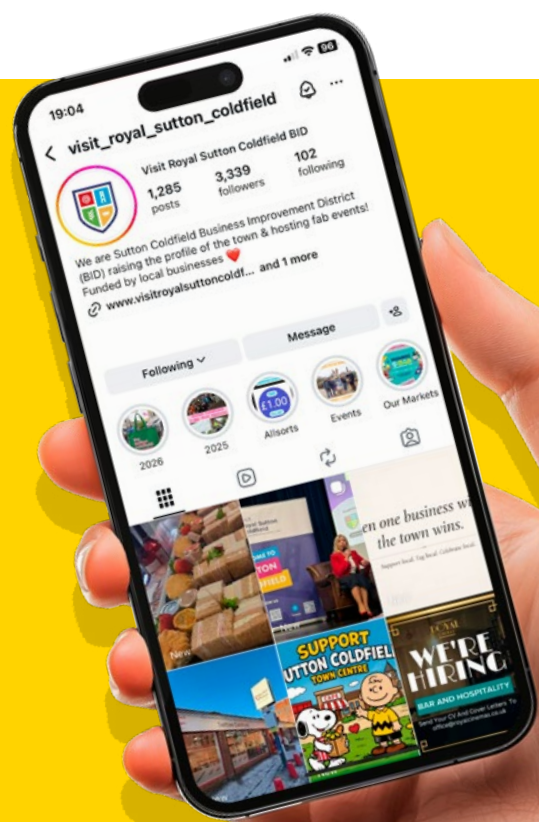
Held on the last Sunday of each month from March to November, the market was introduced to increase Sunday footfall and provide an additional reason for people to visit Sutton Coldfield town centre.



DIGITAL PRESENCE

& SOCIAL MEDIA REACH

Visit Royal Sutton Coldfield BID online presence is effectively used to promote local businesses, share details of events and local news.



Our website

A central hub for keeping businesses and visitors informed, providing access to news, events, newsletters and meeting minutes in one place.

Our socials

Our social media channels continue to play a key role in promoting the town, sharing updates and engaging with our growing online audience.



Facebook 17,700 followers



Instagram 3,300 followers



X 950 followers

We funded prizes to run competitions on our social media platforms throughout 2025 to showcase local businesses, including:

Ash Restaurant

833 entries for Sunday Roast for 2

Military Chef

353 entries for a chocolate hamper

The Cake Solution

160 entries for a celebration cake

The Rhodehouse

72 entries for Bobby Davro tickets x4



PROVIDING SUPPORT

WE SUPPORTED KEY COMMUNITY INITIATIVES IN 2025

- Continued funding the Sutton Street Pastors' insurance to support their vital work in the town centre's evening economy.
- Sponsored the Fire Station Open Day for a second year, including funding the official Fireman Sam character for meet-and-greet sessions and face painting.
- Sponsored The Rhodehouse Christmas Toy Appeal for Good Hope Hospital for the second consecutive year.
- Sponsored and hosted the National Market Traders Federation (NMTF) Young Trader's Market regional finals along The Parade.
- Supported the Vegan Market Co to deliver their market and help them trade successfully.
- Maintained membership with Sutton Coldfield Chamber of Commerce to support the local business community.

BID EVENTS

WE PLANNED, FUNDED, AND DELIVERED
THESE FLAGSHIP EVENTS IN 2025



Sutton Coldfield 3-Day Food Festival

11 - 13 APRIL

The event featured 75 stalls, a live DJ, stilt-walking chefs, a comedy waiters duo and free face painting, creating a lively and engaging experience for visitors of all ages.



Peter Rabbit Event

19 APRIL

Visitors enjoyed a free Peter Rabbit meet and greet alongside free Easter face painting, helping to create a fun and family-friendly experience.



Farmers & Craft Market

27 APRIL



VE Day Celebrations

10 MAY

Live music by Rosy Rivets and Lula May

WW2 pilot & WRAF lady Living Statues duo

Bicycle Plane

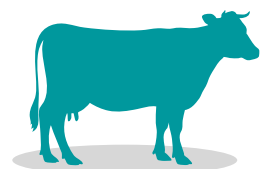
Charlie Chaplin

Bubble-ologist



Farmers & Craft Market

25 MAY



Farmers & Craft Market

29 JUNE



Fireman Sam Event

17 JULY

Visitors enjoyed a free Fireman Sam meet and greet alongside free children's face painting, creating a fun and welcoming experience for families.



Jazz & Blues Festival

18 - 27 JULY

To support the hospitality industry in Sutton Coldfield town centre, we funded live music at 13 venues as part of Birmingham Jazz & Blues Festival



Venues:

Friday 18

Billy Thompson Trio at *Silver Tree Bakery*

Saturday 19

Playing Django at *The Duke Inn*

Sunday 20

Gianni Tbay (Italy) at *The Patty Freaks*

Gianni Tbay (Italy) at *The Gate*

Monday 21

Roy Forbes Trio at *Heavenly Desserts*

Tuesday 22

Django Chutney at *Tokin Tea*



Wednesday 23

John Hemming & the Jazz Lobbyists at *Military Chef*

Veronica & Max (Italy) at *The Three Tuns*

Thursday 24

Walter Smitty Trio at *The Cake Solution*

Jake Leg Jug Band at the *Kings Arms*

Saturday 26

Hannah Brine at *Ash Restaurant*

Sunday 27

Stuart Maxwell's Blues Raiders at *Bottle of Sack*

Stuart Maxwell's Blues Raiders at *The Station*



**Farmers &
Craft Market**
27 JULY





Big Playday

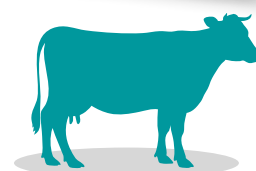
16 AUGUST

Visitors were able to take part in a free rock climbing wall experience and a free Orchestra of Things music workshop, offering engaging activities for all ages.



**Farmers &
Craft Market**

31 AUGUST



Sutton Coldfield 3-Day Food Festival

12 - 14 SEPTEMBER

The event featured 75 stalls, a live DJ, stilt-walking chefs, a comedy waiters duo and free face painting, creating a lively and engaging experience for visitors of all ages.



Farmers & Craft Market

28 SEPTEMBER



Halloween Spooktacular

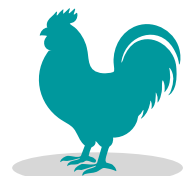
25 - 26 OCTOBER

The event featured a free Pumpkin Patch, Dawn of the Dead stilt walkers and free spooky face painting, and was held in the Gracechurch Centre, creating a fun and spooktacular experience for visitors.



Farmers & Craft Market

26 OCTOBER





Meet The Grinch & Cindy Lou

30 NOVEMBER

Free Grinch and Cindy Lou meet & greet

Free children's face painting

Farmers & Craft Market **30 NOVEMBER**



Giant Snow Globe

13 - 14 DECEMBER

Free walk in snow globe

We held this event in the Gracechurch Centre



"Thank you for such a lovely Christmassy day. Me and the kids had such a lovely time all afternoon"

Natasha, member of the public



Victorian Christmas Market

**11 - 14 & 18 - 21
DECEMBER**

60 stalls

Brass band

Walkabout
entertainment



"Three cheers
for the BID in
bringing back
the life and
soul to our
Town Centre"

**Tony Whitehead,
Our Town**



"Thank you for
organising the
market last
year. It was
fantastic!. We
had our busiest
Christmas ever!"

Military Chef





Meet Father Christmas

13 - 14 & 20 - 21 DECEMBER

Free Father Christmas meet & greet

We held this event in the Gracechurch Centre



Giant light up Christmas frame

DECEMBER

We installed in the Gracechurch Centre throughout December

WORKING FOR POSITIVE CHANGE

Engaging with authorities and the community to address safety, vacant units, and visitor concerns.

- We continued to advocate for the installation of town centre wide CCTV and HVM bollards on The Parade.
- Engaged with Birmingham City Council regarding their prominent vacant units, including Poundland, TGI Friday, Jimmy Spices, and O2.
- Took visitor feedback to Birmingham City Council, including complaints regarding their Newhall Walk car park.
- We participated in stakeholder consultation events for the Town's Plan for Neighbourhoods (Pride in Place) and submitted written proposals.
- We delivered targeted improvements alongside a year-round programme of events to enhance the visitor experience and overall environment.





Visit
**Royal Sutton
Coldfield**

BUSINESS IMPROVEMENT DISTRICT (BID)

SOME OF OUR PLANS

FOR 2026

**BID Professional
Services Breakfast**

Bringing local professionals together
at The Arbour Club

Farmers & Craft Markets

Monthly markets celebrating
independent traders March–November

**Valentine's Globe
Photo Opportunity**

A striking seasonal installation at the
Gracechurch Centre

Summer Street Dressing

Decorative bunting adding colour
along The Parade May–October

**Peaky Blinders Talk
with Carl Chinn**

A special heritage evening at
The Rhodehouse

**Two Major
Food Festivals**

Spring and autumn events
with 100+ stalls and live
entertainment

New Public Art

A bold new mural enhancing the
town centre



Follow us at Visit Royal
Sutton Coldfield BID



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www.visitroyalsuttoncoldfield.co.uk