



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**





# PUBLIC ART PROJECT

MAKING THE ORDINARY,  
EXTRAORDINARY

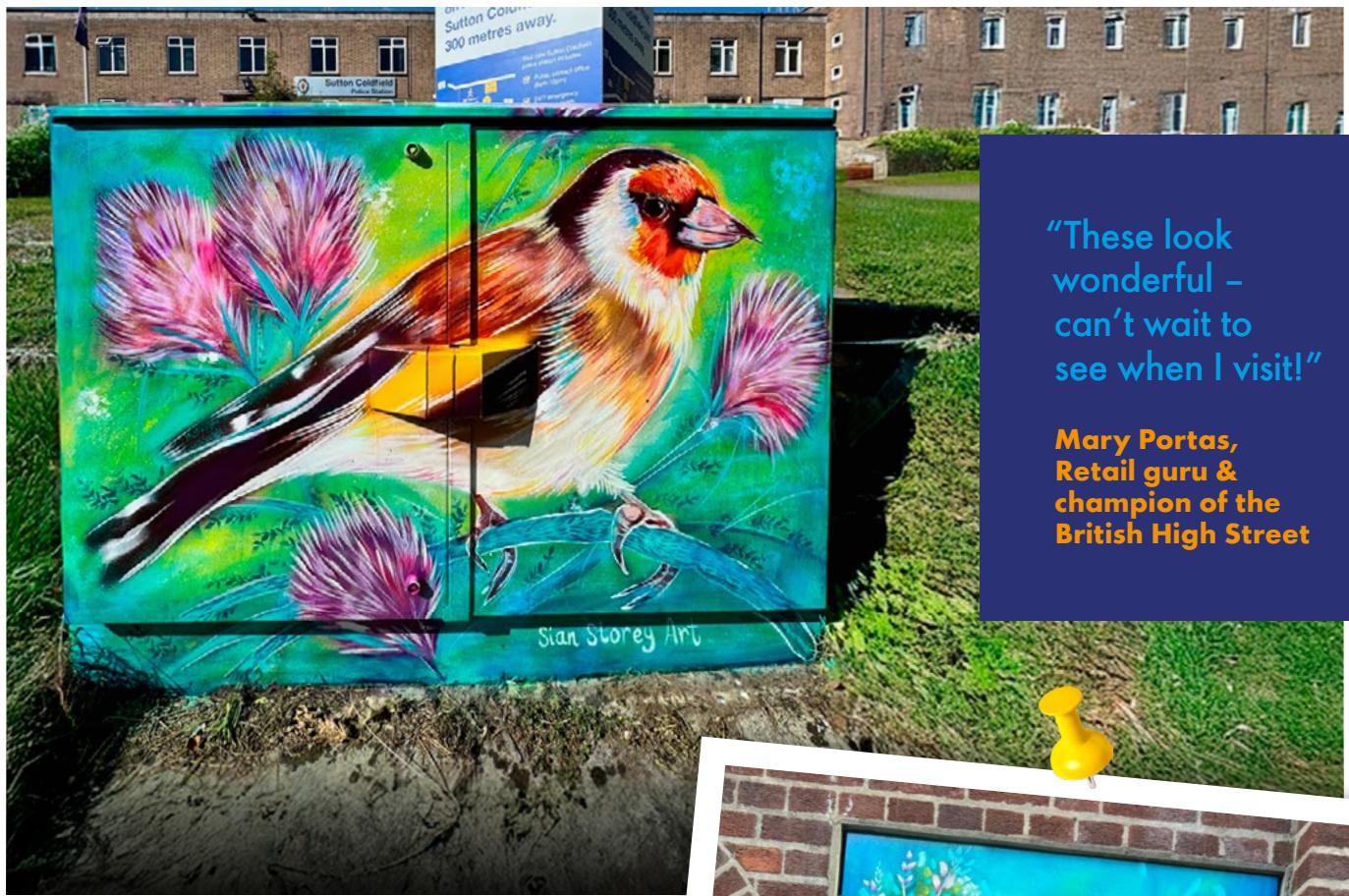
In September 2025, we commissioned and funded public artwork on six utility cabinets across the town centre. We asked 'Scenes of Sutton Coldfield Photography Group' to select six bird designs for us, and then we commissioned artist 'Sian Storey Art' to hand paint her designs.



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.



Artwork by @sianstoreyart



**"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.





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 Caffe 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.

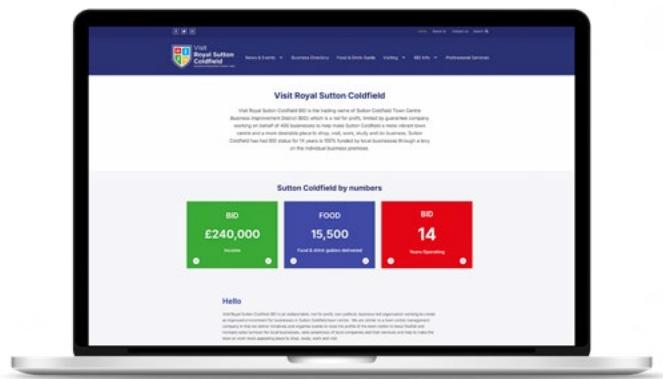
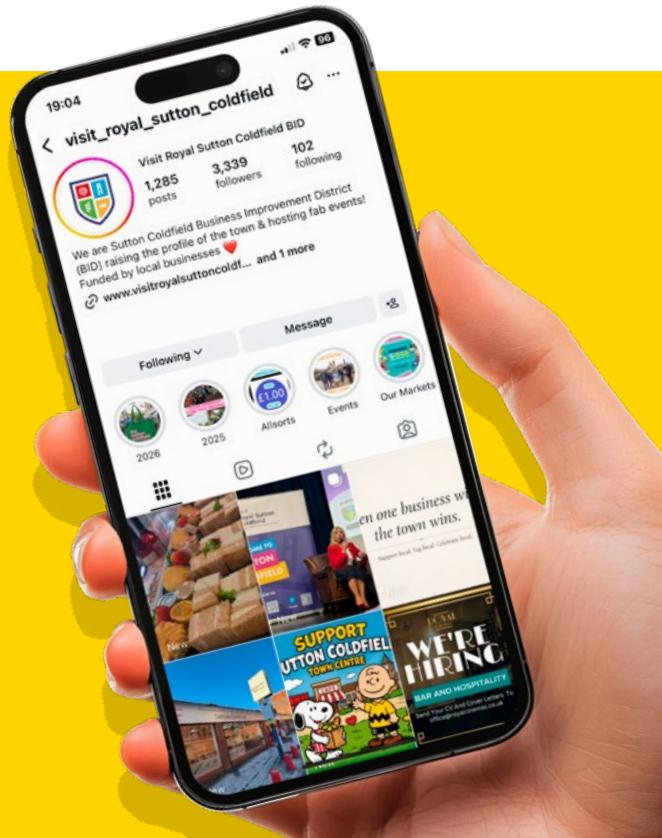
Held on the last Sunday of each month from March to November, the market was introduced to increase Sunday footfall and provide an additional reason for people to visit Sutton Coldfield town centre.



# 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

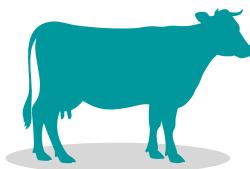
Charlie Chaplin

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**

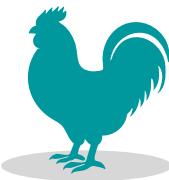


The event featured a free Pumpkin Patch, Dawn of the Dead stilt walkers and free spooky face painting, and was held in the Gracechurch Centre, creating a fun and spooktacular experience for visitors.



## 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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