



Date: 18<sup>th</sup> January 2026

To:  
Planning Department  
Birmingham City Council

**Re: Planning Application Number 2025/05952/PA – Quality House, 41 High Street**

**8147419 - Our Unique Identification Number Reference**

Dear Sir / Madam,

Visit Royal Sutton Coldfield Business Improvement District (BID) welcomes the opportunity to comment as a consultee on the above planning application.

The BID represents approximately 350 businesses across Sutton Coldfield town centre and works collaboratively with local businesses, landlords, Councils and key stakeholders to support a vibrant, accessible and economically resilient town centre.

We are fully supportive of the proposal for the temporary use of the site for an operational period of two years, comprising the siting of up to six street food traders/vans and the creation of outdoor seating areas.

From an economic perspective, the temporary activation of this site represents a significantly better outcome than leaving it vacant, particularly given its prominent position as a key gateway into Sutton Coldfield town centre. An underused or empty site at such a location risks negatively impacting first impressions, footfall flow and overall perceptions of vitality. In contrast, the proposed use would introduce activity, animation and passive surveillance, supporting neighbouring businesses and encouraging movement into the wider town centre. By repurposing the site in the short term, the proposal helps to maintain momentum, stimulate local spending, and reinforce confidence in this part of the town centre while longer-term plans are considered. The BID strongly supports initiatives that prevent stagnation and instead deliver economic and placemaking benefits, even on a temporary basis.

The proposed use would bring clear benefits to this part of the town centre by activating a site that would otherwise remain largely vacant. The plans demonstrate a positive approach to placemaking, with aesthetic improvements to the site alongside the creation of a welcoming, publicly accessible space. The provision of outdoor seating and a curated number of traders is particularly positive and aligns with proven initiatives that successfully increase footfall and dwell time.



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

We would also like to highlight the recent refurbishment of the former Townhouse pub and restaurant, now operating as The Royal. This venue has been refurbished to a very high standard, including significant investment in its external garden area. This clearly demonstrates the quality, care and attention to detail being delivered locally and gives confidence that the proposals within this application would be implemented and managed to a similarly high standard.

The proposed operating hours (10am–12am, with closure at 11pm on Sundays), alongside background music and occasional live music with all amplified sound ceasing by 11pm, appear proportionate and appropriate for a town centre location. The anticipated creation of approximately 25–30 jobs is also welcomed and contributes positively to the local economy.

Visit Royal Sutton Coldfield BID has seen first-hand the positive impact that food festivals, markets and similar uses have on footfall, vibrancy and perceptions of place. As such, we believe this proposal would represent a positive addition to this end of the town centre during its temporary use period.

In summary, the BID supports this application and considers it to be a beneficial, well-considered and appropriate temporary use that would enhance the vitality and economic performance of Sutton Coldfield town centre.

Kind regards

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