



VISIT
Royal Sutton
Coldfield BID
BUSINESS IMPROVEMENT DISTRICT

5 year Business Plan

1 January 2027 –
31 December 2031

VOTE YES
3 DECEMBER 2026





VISIT
Royal Sutton
Coldfield BID
BUSINESS IMPROVEMENT DISTRICT

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Message from BID Chairman

As a local business owner and Founder of Coburg Banks, I've seen first-hand the difference a strong BID can make to Sutton Coldfield.

For 15 years, the BID has helped make our town centre a more vibrant, welcoming and enjoyable place to work and do business. That matters to all of us, whether we're welcoming clients, attracting great staff or encouraging people to visit and spend time in our town.

From the farmers markets, food festivals, car shows, family events, Christmas activities, bunting, public art, security and marketing, the BID creates a year-round programme that gives people more reasons to come into Sutton Coldfield and helps drive valuable footfall.

But this next five-year plan is about looking forward, not just protecting what we already have. It sets out exciting new projects and initiatives designed to make our town centre even stronger, more connected, busier and more vibrant.

I genuinely believe Sutton Coldfield has a great future, and the BID gives us the opportunity to shape that future together and for local businesses to have a voice.

I hope you'll support retaining BID status and help us build on the success of the last 15 years.

Mark Wilkinson

BID Chairman

Founder, Coburg Banks Recruitment,
Wrens Court



“

**The BID
gives us the
opportunity
to shape
that future
together.**

Message from BID Manager

I joined Sutton Coldfield BID in 2022 with a clear ambition: to strengthen the profile of the BID, raise the profile of Sutton Coldfield and increase footfall in the town centre.

Four years on, we've made a real difference. Our Visit Royal Sutton Coldfield brand has grown from 1,300 to more than 30,000 social media followers. We've launched a monthly Farmers & Craft Market, brought festivals, family events and Christmas experiences to the town, welcomed big-name speakers including Mary Portas, Sara Davies and Deborah Meaden, and invested in security, marketing, public art and the look and feel of our town centre.

But this is only the beginning. After 18 years in the BID industry, I know the most successful town centres keep moving forward. They create excitement, embrace new ideas and give people more reasons to visit, stay longer and come back again.

That is the ambition behind this plan: more visitors, more footfall, more opportunities for businesses, more events and experiences, and an even stronger sense of place.

We have the foundations, the community and the experience. Now is the time to build on 15 years of BID success and take the next big step.

I hope you'll vote yes and support the next chapter for Sutton Coldfield.

Michelle Baker

BID Manager

Visit Royal Sutton Coldfield BID
Michelle@VisitRoyalSuttonColdfield.co.uk



“

**Now is the
time to build
on 15 years
of BID success
and take the
next big step.**

BID Board

Local businesses, working for a stronger Sutton Coldfield

Our BID Board is made up of passionate local business owners and senior representatives, all committed to making Sutton Coldfield a vibrant, safe and successful town centre.

They give their time and expertise on a voluntary basis to help set the BID’s strategic direction, ensure value for money and champion the interests of local businesses.

We welcome new Board Members from all sectors and backgrounds, please contact us at Hello@VisitRoyalSuttonColdfield.co.uk

Mark Wilkinson
BID Director
Founder – Coburg Banks

Stephen Roberts
BID Director
Regional Director – Shackleton Advisers

Stephen Nixon
BID Director
Managing Partner – Enoch Evans Solicitors

David Hemming
BID Director
Joint Managing Director – Burley Browne

Mark Harris
BID Director
Owner – Harris & Co

Anna Jackson
Deputy Principal – Sutton Coldfield College

James Haynes
Branch Manager – Howden Insurance

Sophie Harrison
Branch Manager – Natwest

Victoria Lawton
Owner – I Am Yogi

David Pears
Councillor – Birmingham City Council



“Why would we throw away 15 years of progress? The BID is delivering. Let’s keep it going. **Vote YES.**”

Meet the BID team

A small team making a big difference

Our dedicated team works hard to deliver the projects, events and services that make Sutton Coldfield a better place for businesses, visitors and the local community.

The BID operates with a lean and cost-effective staffing structure, ensuring that levy income is focused on delivering tangible benefits for local businesses.

The team comprises one full-time BID Manager, supported by two freelance assistants, each working one day per week. Despite this small team, the BID delivers a significant programme of activity, with marketing, events and market management all managed directly in-house.

This approach keeps overheads low, provides strong day-to-day management and enables the BID to deliver more directly for businesses, ensuring that as much levy income as possible is invested back into Sutton Coldfield.



BIDs in Birmingham

Birmingham is home to 12 Business Improvement Districts (BIDs), each helping its local area to thrive, attract investment and create a better experience for businesses, residents and visitors.

- 1

Central BID
Birmingham city centre / Bullring area
- 2

Colmore BID
Colmore Business District
- 3

Digbeth BID
Digbeth / Deritend *(new in 2026)*
- 4

Erdington BID
Erdington town centre
- 5

Harborne BID
Harborne Village
- 6

Jewellery Quarter BID
Jewellery Quarter
- 7

Kings Heath BID
Kings Heath
- 8

Northfield BID
Northfield town centre
- 9

Soho Road BID
Soho Road / Handsworth
- 10

Southside BID
Southside city centre
- 11

Sutton Coldfield BID
Sutton Coldfield town centre
- 12

Westside BID
Broad Street / Westside



Across the UK, there are now more than 350 established BIDs, including in neighbouring towns and cities such as Solihull, Stratford-upon-Avon, Leamington Spa and Wolverhampton.

Together, BIDs are helping places attract visitors, support local businesses, increase footfall and create more vibrant, successful destinations in which to work, live and visit.

What is a BID?

A Business Improvement District (BID) is a defined commercial area where businesses choose to work together and invest collectively in projects and services that benefit their local area.

- Business-led**
Driven by local businesses, for local businesses. BIDs are created and governed by the businesses that pay the levy.
- Funded by a levy**
BIDs are funded through a levy paid by eligible businesses, enabling them to deliver additional improvements and initiatives beyond statutory services.
- Delivering real change**
This investment helps create places that are cleaner, safer, more vibrant, more attractive and more successful.



“
**Stronger
businesses.
Brighter
places.
Together.**



Businesses in Sutton Coldfield town centre voted to establish a BID in 2012 and subsequently voted to continue it in 2017 and 2022.

This is the fourth BID ballot and businesses are being asked whether they want to continue investing together in the future of Sutton Coldfield.

We delivered

A snapshot of what we've delivered

From destination marketing and major events to a cleaner, greener, safer and more vibrant town centre, the BID has delivered a wide range of projects and initiatives that make a real difference for businesses, residents and visitors.



30,000+
social media
followers



2 million
views a
month



100+
food festival
stalls



36
Farmers
Markets

Destination marketing and promotion



Raising the profile of Royal Sutton Coldfield and showcasing everything the town centre has to offer.

- **Visit Royal Sutton Coldfield** – Built the destination brand and website.
- **30,000+ social media followers** – Across Facebook and Instagram.
- **Digital campaigns** – Promoting local businesses, events and offers.
- **Reusable shopping bags** – Supporting and promoting the town centre.
- **Competitions and giveaways** – Driving engagement and footfall.
- **15,500 households reached** – Food & Drink Guide delivered locally.
- **Professional services guide** – Showcasing local businesses and expertise.



Markets and festivals



Bringing people into the town centre with a fantastic programme of markets and festivals.

- **Monthly Farmers & Craft Market** – 36+ stalls, live music and family activities.
- **Two annual food festivals** – 100+ stalls, entertainment and family fun.
- **Celebrity cookery kitchen** – Live demonstrations from celebrity chefs.
- **Annual Jazz & Blues Festival** – Live music across town centre venues.

Vibrancy and public realm



Investing in a cleaner, greener and more attractive town centre.

- **Town centre bunting** – Brightening The Parade and Lower Parade.
- **Public artworks** – Transforming cabinets and town centre spaces.
- **Lavender planting** – Enhancing Birmingham Road.
- **College planting** – Improving the Lichfield Road frontage.
- **TeaSan planting** – Adding greenery to Lower Parade.
- **New litter bins** – Three new bins across key locations.
- **Graffiti removal** – Helping keep the town centre looking its best.
- **Fly-tipping clearances** – Tackling issues on private land.



Events and entertainment



Creating memorable experiences that bring people into the town centre throughout the year.

- **Family Carfests** – Iconic TV and film cars.
- **Big Playday** – Rock climbing, music workshops and more.
- **Character meet and greets** – Bluey, Peppa Pig, Batman, The Gruffalo and more.
- **Seasonal celebrations** – Easter, Halloween and autumn family events.
- **Pop-Up Cinemas** – Wimbledon, family films and Halloween favourites.
- **Dino Days** – Life-sized animatronic dinosaurs.
- **Optimus Prime and Bumblebee** – Including the iconic Optimus Prime truck.
- **Giant table football** – Fun for all ages.
- **Walkabout entertainment** – Stilt walkers, bubble-ologists and street performers.



Supporting Sutton Coldfield college



Working with the College to support students, create opportunities and strengthen connections with local businesses.

- **End-of-exams celebration** – Funded ice cream for students.
- **Giant Christmas star** – Illuminating the College frontage.
- **Commonwealth commemorative bench** – Supporting student legacy and remembrance.
- **Student event opportunities** – Recruiting students to support town centre events.
- **Business talks** – Inviting students to high profile speaking events.



Championing local businesses



Representing local businesses, strengthening partnerships and making sure their voice is heard.

- **Planning consultee** – Representing businesses on town centre developments.
- **Sutton Coldfield chamber** – Active membership and Business Fair sponsorship.
- **Indoor market support** – Championing affected traders and helping identify new premises.
- **Local media voice** – Providing expert comment on town centre issues.
- **Stakeholder partnerships** – Building strong relationships across Sutton Coldfield.



Christmas in Sutton Coldfield



Creating magical festive experiences that bring families and visitors into the town centre.

- **Christmas markets** – 60+ festive stalls.
- **Breakfast with Santa** – Family events at Bottle of Sack and Appetites Café.
- **Festive character meet and greets** – Grinch, Snowman, Gingerbreads and more.
- **Giant Christmas photo frame** – A festive town centre attraction.
- **Walk-in snow globe** – Creating memorable Christmas moments.
- **Father Christmas and real reindeer** – A magical festive experience.
- **Live brass bands** – Bringing Christmas music to the town centre.
- **Christmas workshops** – Wreath making at The Duke, The Station, Heavenly Desserts.



Business support

Helping local businesses connect, grow and thrive through practical support, investment and new opportunities.



- **High-profile business speakers** – Mary Portas, Sara Davies and Deborah Meaden.
- **Business networking** – Connecting local businesses and entrepreneurs.
- **Business expos** – Promoting collaboration and new opportunities.
- **Superfast broadband** – Funded fibre upgrades, bringing faster connectivity to local businesses.
- **Welcoming new businesses** – Helping to create a buzz when invited to support new openings, including a brass band for Harvey Norman and stilt walkers for I Am Yogi.
- **Business milestones** – Helping businesses celebrate key achievements, including live music for Military Chef's first birthday.
- **Local event sponsorship** – Supporting TUNSFest and The Real Peaky Blinders.
- **Event support** – The Royal Cinema, The Royal Pub, The Rhodehouse and The Duke.



Safety and security

Investing in initiatives that help make Sutton Coldfield safer and more secure for businesses and visitors.



- **BID security rangers** – December street patrols supporting businesses and the evening economy.
- **Street pastors support** – Funding insurance to maintain their town centre presence.
- **CCTV improvements** – Identified non-operational cameras, progressed site visits and quotes, and worked with key stakeholders to secure replacement funding.



Community support

Supporting local organisations, families and events that bring the wider community together.



- **Annual fire station open day** – Fireman Sam, face painting and promotion.
- **Good Hope Hospital toy appeal** – Supporting local families at Christmas in conjunction with The Rhodehouse and Aston Knowles.
- **Young Traders Market finals** – Hosting regional competition for NMTF young entrepreneurs.
- **Emergency Services Day** – Supporting and promoting the event.



National celebrations

Bringing the town centre together to mark major national occasions.



- **King's coronation** – Entertainment, brass bands and Union Jack bunting.
- **VE Day celebrations** – Live music and roaming entertainment.
- **Armed Forces Day** – Flight simulator and family entertainment.

Maximising the levy

Generating additional income and reinvesting it to deliver even more for Sutton Coldfield.



- **Event sponsorship** – Generating additional BID income
- **Farmers and Craft Market** – Additional revenue.
- **External Funding** – Securing West Midlands Mayor's Market Fund support.
- **Reinvestment** – Putting additional income back into Sutton Coldfield.



Consultation

We've listened to local businesses to help shape the next chapter for Sutton Coldfield.

In summer 2026, 62 businesses from across Sutton Coldfield town centre took part in our consultation, helping shape the projects and priorities for the proposed 2027–2031 BID term.

We also listen to businesses throughout the year and have used this ongoing feedback to understand what matters most to you. We're confident that the new proposals reflect the priorities, needs and ambitions of our local business community.



62

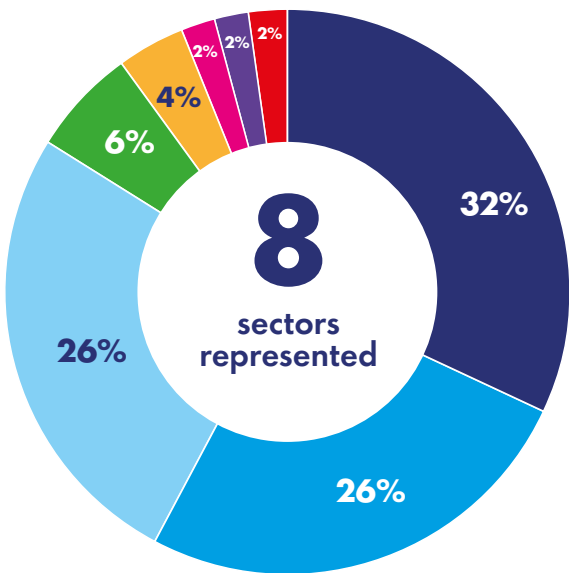
local businesses completed our BID survey.

Your feedback has played an important role in shaping this Business Plan.



A broad mix of businesses

Businesses from 8 different sectors shared their views, giving us a broad picture of what matters most to Sutton Coldfield's business community.



Retail	32%
Professional services and offices	26%
Food and drink	26%
Leisure	6%
Education	4%
Health and beauty	2%
Public sector	2%
Community group	2%

Majority support for a further five years

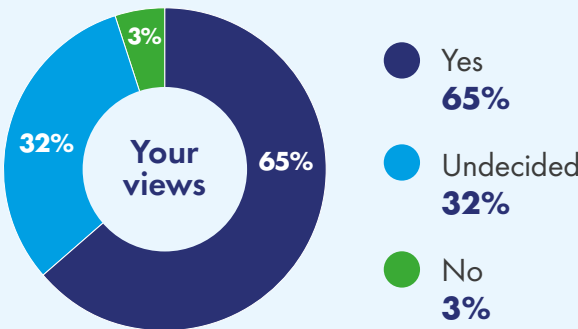
When businesses were asked whether Visit Royal Sutton Coldfield BID should continue for a further five years, more than half (65%) said yes.

A further 32% were undecided and wanted to see the new proposals, while just 3% said no.

These findings show that support for continuation substantially outweighs opposition, with the consultation providing a positive foundation for the BID's next five-year term.

That gives us a clear mandate to build on what works, while listening carefully to those who want to see more.

What businesses told us



Three key themes for the next five years

Your feedback highlighted three clear priorities for the future of Sutton Coldfield town centre.

1



Bring more people to Sutton Coldfield

Create a vibrant destination with events, markets, experiences and stronger promotion that increase footfall, dwell time and spend, giving people more reasons to visit, stay longer and return.

2



Make the town centre safer and more attractive

Tackle crime and antisocial behaviour, while creating a cleaner, greener and more welcoming environment through better public spaces, lighting, planting and maintenance.

3



Help businesses thrive and grow

Support local businesses, reduce premises vacancies and attract new investment, while strengthening networking, collaboration and the collective voice of the business community.

You told us the projects you want us to continue



Events, markets and festivals

The clear top priority, driving footfall, vibrancy and reasons to visit.



Marketing and promotion

More activity to raise Sutton Coldfield's profile, attract visitors and boost footfall.



Business support and networking

More practical support, connections and opportunities to collaborate.



Business voice and community

A strong collective voice, partnership working and greater influence.



Safety and security

Continued and strengthened action to create a safer, more welcoming town centre.



Other ideas

Parklets, the environment, planting, regeneration, youth engagement, accessibility and working with the schools and college.

You told us the town centre's biggest strengths

1
Community


2
Transport links


3
Sutton Park


4
BID events


5
Heritage


- 6 Retail offer
- 7 Food and drink offer
- 8 Local identity
- 9 Business community
- 10 Shopping
- 11 Markets
- 12 Hospitality
- 13 Affluent catchment
- 14 Local customers
- 15 Public transport
- 16 Leisure offer
- 17 Pedestrian areas
- 18 Royal town
- 19 Community pride
- 20 Cinema
- 21 Destination appeal



Our consultation highlighted a town with real assets: a strong community, excellent transport links, Sutton Park, heritage, independent businesses, food and drink, events and a distinctive Royal Town identity.

You told us the town centre's biggest weaknesses

1
Lack of parking


2
Cost of parking


3
Anti-social behaviour


4
Empty shop units


5
Lack of town security


- 6 Retail offer
- 7 No regeneration
- 8 Cleanliness
- 9 Crime
- 10 Destination appeal
- 11 Town centre appearance
- 12 Not enough independent shops
- 13 No investment
- 14 Neglected public spaces
- 15 Lack of policing
- 16 Dated infrastructure
- 17 Poor customer experience
- 18 High rents
- 19 No greenery
- 20 Traffic
- 21 Stalled developments

The feedback was clear about the challenges: parking, anti-social behaviour, empty units, security, crime, the retail offer, dated infrastructure and the appearance of the town centre.

Strong foundations.
A clear appetite for change.

Sutton Coldfield town centre has strong foundations and a clear appetite for change. The next five years are about turning those strengths into more visitors, more vibrant streets, stronger businesses and a town centre ready for the future.

NEW PROPOSALS

You said. We listened. We will.

Our new five-year Business Plan has been shaped by the local businesses that make Sutton Coldfield such an important place to work, visit, shop, eat, drink, invest and do business.

Through our consultation, businesses told us what matters most, where the BID can make the greatest difference and where they want to see greater ambition over the next five years.



The message was clear.
Businesses want us to build on the successful work that brings people into Sutton Coldfield, creates vibrancy and supports the local economy, but they also want the BID to do more.

They want a stronger business partnership

One that represents their interests, improves the trading environment, supports businesses directly and helps create a safer, cleaner and more welcoming town.

This means evolving the role of the BID

We will continue to deliver the events, campaigns and destination marketing that give people more reasons to visit Sutton Coldfield. But we will also broaden our focus, working alongside businesses and partners to tackle the issues that affect the day-to-day trading environment, champion the interests of the business community and help shape Sutton Coldfield’s long-term commercial future.

Our ambition

We want the BID to be more than a successful events and marketing organisation. It will play an active role in placemaking and enhancing the town centre, be a

stronger voice for business, a practical partner for businesses and a champion for Sutton Coldfield.

We will focus our investment

Into opportunities where it can make a measurable difference, helping businesses attract customers, improve their trading environment, respond to challenges and seize new opportunities.



Together, we will work to create a Sutton Coldfield that is:

Busier. Safer. Cleaner. Better connected. More welcoming. More ambitious.

And, most importantly, better for business.

NEW PROPOSALS

Four priorities. One ambition.

Our new 5-year programme will focus on four priorities designed to create a stronger destination, stronger businesses and a stronger future for Sutton Coldfield.

PRIORITY 1

A destination people choose
More people. More often. Staying longer. Spending locally.

Year-round events, experiences and destination marketing that give people more reasons to visit, explore, return and spend.

PRIORITY 2

A safer, cleaner and more welcoming town
Better for businesses, customers, employees and visitors.

Business security, crime prevention, environmental improvements, public art, seasonal displays and initiatives that make Sutton Coldfield safer, cleaner and more welcoming.

PRIORITY 3

A stronger business community
Connect. Support. Promote. Represent.

Practical business support, networking, skills, promotion and a stronger collective voice on the issues that affect businesses and the trading environment.

PRIORITY 4

A town with ambition
Attracting investment. Unlocking opportunity. Shaping the future.

Championing regeneration, infrastructure, accessibility, new business, vacant units, skills and opportunities for young people, while using data to demonstrate the impact of BID investment.

Our whole-BID commitment

We recognise that no two businesses are the same. A town centre retailer may experience the benefits of a BID event very differently from an office, professional services firm, hospitality venue or business elsewhere within the BID area. Needs and priorities also vary by sector, size and location. Over the next five years, we will deliver a balanced programme of events, initiatives and improvements that creates opportunities and tangible benefits across the whole BID area.

PRIORITY 1

A vibrant destination

More people. More often. A town centre full of life, opportunity and experiences for everyone.



YOU SAID...

Businesses want more reasons for people to visit Sutton Coldfield throughout the year. You told us to build on the success of our car shows, farmers markets, food festivals, Christmas activities, seasonal and national celebrations, and family events, while creating a more consistent programme of activity throughout the year rather than relying on a small number of major events.

You also want stronger destination marketing that showcases everything Sutton Coldfield has to offer and encourages visitors to explore more of the town and discover more of its businesses.

“ Our approach is simple: More reasons to visit. More reasons to stay. More reasons to come back. More opportunities for local businesses to benefit.

WE WILL...

Deliver events, markets and festivals

Giving people a reason to visit

We will continue to deliver a high-quality programme of year-round events, markets and experiences that bring people into Sutton Coldfield and create tangible opportunities for local businesses.

Our programme will include current BID initiatives such as:

- Food and drink festivals.
- Farmers and craft markets.
- Classic and specialist car events.
- Live music, cultural and community activity.
- Family-friendly events, meet and greets and experiences.
- Seasonal and national celebrations.

But we will measure success by more than attendance.

We will look at whether events generate additional visits, increase dwell time, involve local businesses, encourage repeat visits and deliver wider economic benefits. Where possible, businesses will have opportunities to participate, trade, promote themselves or create offers around events, turning increased footfall into increased trading opportunities.

Christmas in Sutton Coldfield

Making the festive season count

Christmas is one of the most important trading times of the year. We will continue to make Sutton Coldfield a destination people actively choose for their festive experience.

We will build on the town’s existing Christmas programme with a coordinated programme of markets, festive entertainment, experiences and promotion designed to increase visits, spread footfall and encourage people to spend more time in Sutton Coldfield.

Crucially, Christmas will not be treated as a single event or weekend.

We will create reasons for people to return throughout the festive period, while working with businesses to promote their Christmas offers, products, events, menus, parties, experiences and services.

Our ambition is for Sutton Coldfield to become one of the region’s must-visit Christmas destinations, renowned for creating exceptional, memorable experiences that bring people into the town centre throughout the festive season.

Sutton 365

A reason to visit all year round

Sutton 365 will introduce a more consistent programme of smaller-scale activity throughout the year, creating regular reasons for people to visit, explore and rediscover Sutton Coldfield.

Alongside major events, we will create a rolling calendar of activity around quieter periods, seasonal opportunities and emerging trends.

This would include themed weekends, pop-up experiences, family activities, unique experiences, cultural celebrations, business-led promotions and smaller events designed to activate different parts of the BID area.

We will also look at how activity can be spread across different locations, helping more businesses benefit from increased footfall rather than concentrating activity in one place.

Growing great events

Helping businesses bring great ideas to life

We will introduce an annual event funding pot, giving local businesses the opportunity to apply for financial support towards public events hosted at their own premises.

Whether you are planning a music event, comedy evening, business talk, creative workshop or something completely new, this funding will help businesses bring exciting ideas to life, build on successful events and attract more people to Sutton Coldfield.

We want to support businesses to be ambitious, try something different and create memorable experiences that bring people into the town centre. If you have an event idea, we want to help make it bigger, better and more successful.



We will turn occasional visitors into regular visitors and regular visitors into loyal customers.

Destination Sutton

Putting Sutton Coldfield on the map

We will deliver sustained destination marketing to change and improve perceptions of Sutton Coldfield and showcase everything the town has to offer.

Our campaigns will position Sutton Coldfield as somewhere to: Visit. Experience. Meet. Eat. Drink. Enjoy. Shop. Work. Study. Invest.

We will promote the breadth and diversity of the BID area, from independent businesses and hospitality to leisure, professional services, heritage, culture, events and experiences.

Rather than simply promoting individual events, we will tell the bigger Sutton Coldfield story and encourage visitors to discover more of the town and more of its businesses.

We will use digital marketing, social media, content, PR, partnerships, billboards and targeted postal campaigns to reach audiences in and beyond Sutton Coldfield and give them a reason to make the journey.

Measuring what matters

Footfall and business intelligence

We will install and maintain footfall counters at strategic locations across the BID area, creating reliable data on visitor numbers and movement.

Turning activity into evidence

- ✓ Measure the impact of BID activity and individual events.
- ✓ Understand visitor patterns and identify opportunities.
- ✓ Benchmark performance over time.
- ✓ Demonstrate the impact of BID investment.
- ✓ Share useful insights with BID businesses.
- ✓ Identify where activity is generating the greatest benefit.
- ✓ Provide evidence to support future investment and destination development.

This data will also have wider strategic value. Reliable evidence of visitor numbers, trends and activity can help make the case for Sutton Coldfield when attracting new businesses, investors, operators and sponsors.

We will make this data available to BID businesses in an accessible format, helping businesses understand not just whether Sutton Coldfield is busy, but when, where and how people are using the town.

Our commitment to businesses

Turning activity into economic impact

The next BID term will be about turning activity into economic impact. We want to understand not only what we deliver, but the difference it makes to Sutton Coldfield, its visitors and its businesses. By measuring our activity more effectively, we can focus investment where it delivers the greatest benefit.

We will continually ask:

1

Did it bring people here?

2

Did it encourage them to stay longer?

3

Did it create opportunities for local businesses?

4

Did it increase spending?

5

Did it strengthen Sutton Coldfield's reputation?

6

And can we prove it?

Because the purpose of our events and destination marketing is not simply to put on a good show. It is to create a stronger destination and a stronger trading environment for the businesses that invest in Sutton Coldfield.



More reasons to visit. More opportunities for business.

By investing in events + experiences + destination marketing + data, we will build a Sutton Coldfield that gives people more reasons to visit, more reasons to stay and more reasons to return.

And when they do, local businesses should be the ones that benefit.

PRIORITY 2

A safe, clean and welcoming town

More people. More often. A town centre full of life, opportunity and experiences for everyone.



YOU SAID...

Attracting people is only half the job. The experience when they arrive needs to encourage them to stay, return and recommend Sutton Coldfield.

Safety remains one of businesses' highest priorities. Businesses raised concerns around anti-social behaviour, shop theft and other town-centre issues and want greater visibility, stronger partnership working and effective CCTV throughout the whole town.

“ A successful business environment depends on more than footfall. Businesses need to feel confident that their staff, customers and premises are safe.

WE WILL...

BID security and business crime Working together to keep businesses safe

We will develop a more visible, coordinated and business-focused approach to safety and security, working closely with businesses, West Midlands Police, Birmingham City Council and other partners to tackle recurring problems, improve intelligence sharing and support businesses affected by crime and anti-social behaviour.

We will continue to invest in BID Security patrols at key times, including school holidays, Christmas, major events and other periods of increased activity.

But security is about more than a visible presence. We will encourage businesses to report incidents and share information, helping the police and other agencies build a clearer picture of crime and anti-social behaviour and secure the resources needed to respond effectively.

Better reporting. Better intelligence.

- Business crime reporting and intelligence-sharing tools.
- Apps and digital communication platforms.
- Radio and real-time communication networks.
- Regular business security meetings and intelligence briefings.
- Joint initiatives with the police and other partners.

Smarter security, responsive support

Adapting our approach to what businesses need

We will continually assess the most effective combination of BID security personnel, technology, business crime initiatives and partnership interventions, ensuring our approach responds to the issues businesses are actually experiencing.



Our ambition is to create a business community that is better connected, better informed and better equipped to prevent and respond to crime.

Clean, green and attractive

A town businesses can be proud of

The appearance of Sutton Coldfield matters. A clean, attractive and well-maintained town creates a better experience for customers, supports business confidence and strengthens the reputation of the town.

We will provide additional environmental activity that complements, rather than replaces statutory services, targeting our investment where it can make the greatest visible difference.

This will include targeted cleaning, additional planting, adopting neglected areas of town, seasonal displays, street dressing and rapid reporting of environmental issues.

We will regularly review the BID area to identify locations requiring additional attention and respond to emerging issues before they become bigger problems.

Our focus will be on creating a town that businesses are proud to operate in and visitors are pleased to spend time in.

Where we'll focus:



Targeted cleaning



Additional planting



Adopting neglected areas



Seasonal displays



Street dressing



Rapid issue reporting



The visitor experience starts before someone enters a shop, restaurant or business. It's about creating a town that feels welcoming, distinctive and cared for.

Smarter parking for businesses

Making better use of existing space

Businesses tell us that access to convenient parking is an important consideration for their employees, clients and customers. We want to explore how we can make better use of private car parks owned by local businesses.

Understanding what's available

Identifying underused capacity across the town

We will undertake a comprehensive analysis of business-owned private car parks across the town, identifying spaces that may be underused at certain times of the day, along with opportunities for businesses to share their parking provision.

Connecting businesses

Matching unused spaces with parking needs

We will help connect businesses with complementary parking needs, for example, one business may have unused spaces during the day while another needs additional capacity. Where practical, we will support businesses to explore shared-use arrangements between private car parks, helping to unlock existing capacity.

Making existing parking work harder

This initiative is about businesses working together to make better use of the parking they already own, creating practical solutions for employees and clients while reducing pressure on public parking.



Unused spaces at certain times

+



Businesses with complementary needs

=



Greater capacity for everyone



By working together, businesses can make better use of the parking they already have, unlocking existing capacity and creating practical solutions that benefit businesses, employees and customers.

Welcome to Sutton

Creating a stronger first impression

We will continue to improve the overall look and feel of Sutton Coldfield.

We will build on the success of our annual bunting installation along The Parade, extending seasonal dressing and visual improvements to key gateways and into other parts of the town so that more businesses and locations benefit.

We will explore new and imaginative installations, from parklets, lighting displays and seasonal features to creative street installations and other experiences that make Sutton Coldfield more memorable and actively encourage people to explore further.

We will also continue to deliver engaging public art trails and creative projects that give Sutton Coldfield its own identity, building on the success of our professionally painted bird artwork on utility boxes and spaces throughout the town.

Alongside these visual improvements, we will champion better gateways, visitor information, signage and wayfinding, helping people navigate the town and discover more of what Sutton Coldfield has to offer.

We will identify opportunities to improve key pedestrian routes, connections and arrival points, making it easier and more enjoyable to move around the BID area.

Where issues such as parking, highways or wider infrastructure sit outside the BID's direct control, we will not simply accept them. We will gather evidence, build the business case and strongly represent the interests of Sutton Coldfield businesses to the organisations responsible.



We cannot control everything that affects the town. But we can identify the problems, bring businesses together, use our collective voice and take action where BID investment and a powerful business voice can make a difference.

WHERE WE'LL FOCUS



Better gateways



Visitor information



Clearer signage and wayfinding



Improved pedestrian routes



A safer, cleaner and more welcoming Sutton Coldfield.

By investing in security, cleaner streets, better connections and a more welcoming town centre, we will create an environment where people feel confident to visit, spend time and return.

And when they do, local businesses should feel the benefit.

PRIORITY 3

A stronger business community

Supporting local businesses to connect, collaborate and grow together.



YOU SAID...

Businesses want more direct and practical support from their BID. You want better networking and collaboration, more opportunities for B2B businesses, stronger promotion of individual businesses and a louder collective voice on the issues affecting Sutton Coldfield.



A strong town centre needs strong businesses.

WE WILL...

Sutton Business Exchange

Buy Local. Work Local. Grow Local

We will create a stronger B2B network connecting businesses across Sutton Coldfield. Sutton Business Exchange will bring businesses together through networking, introductions, sector-focused events, knowledge sharing and local procurement opportunities.

Our ambition is to encourage a "Sutton First" approach, helping businesses look within their own business community first when they need a supplier, service, professional expertise, employee benefit or commercial partner.

There is huge expertise within Sutton Coldfield's business community. We want to make it easier to discover it.



The more businesses connect with each other, the stronger the local economy becomes.

Helping local businesses grow

- Find new customers and commercial opportunities.
- Discover local suppliers and service providers.
- Build relationships with other businesses.
- Share knowledge and expertise.
- Develop partnerships and collaborations.
- Keep more business spending within Sutton Coldfield.

Business support and skills

Practical help for a changing business world

We will provide practical support that responds to the challenges and opportunities businesses tell us matter most.

Our programme will include training, workshops, expert sessions, briefings and practical information covering areas such as digital marketing, artificial intelligence and technology, customer service, recruitment, business resilience, sustainability, first aid at work and other priorities identified through ongoing business engagement.

We will create a "Business Information Station", connecting BID businesses with the knowledge, experience and expertise already available within our local business community. From recruitment and HR to legal, property, planning, finance and marketing, we will help businesses access advice from fellow businesses who can provide practical guidance when it is needed. We know that many of the challenges one business faces have already been solved by another. We will create opportunities for businesses to share knowledge, make valuable connections and learn from each other, helping local businesses overcome challenges, discover new solutions and grow with confidence.

We will also explore opportunities for collective purchasing and cost savings, using the combined buying power of the BID business community where this can deliver meaningful financial value.

Key areas of support

Training and workshops

Practical skills to help businesses thrive.

Expert advice

Access to local knowledge and professional expertise.

Business resources

Guidance on recruitment, finance, marketing, legal, property and more.

Cost savings

Exploring collective purchasing opportunities.

Digital promotion

Business visibility

We will introduce a network of high-quality digital screens in key locations throughout the town, creating a powerful new platform for BID businesses to promote their products, services and special offers.

The screens will also provide a highly visible way to promote BID initiatives, events and campaigns, helping us reach a wider audience, including visitors, residents, students and those who may not use social media or be aware of what is happening in the town.

This will give BID members an additional, high impact channel to raise awareness, attract customers and showcase the breadth and diversity of businesses across the town.

Promote my business

Putting BID reach to work for you

We will continue to use our growing digital reach, campaigns and destination marketing to put Sutton Coldfield businesses in front of more people.

With a combined social media following of more than 30,000 people across Facebook and Instagram, we have established platforms to showcase the businesses that make Sutton Coldfield special.

We will create more opportunities for BID members to feature through:

- ✓ Social media campaigns and business spotlights.
- ✓ Editorial content and storytelling.
- ✓ Visitor guides and destination publications.
- ✓ Competitions and promotional campaigns.
- ✓ Event activity and business promotions.
- ✓ Seasonal campaigns.
- ✓ Themed guides showcasing sectors across the town.

We will also develop targeted guides and campaigns that can be distributed directly to local residents, helping turn local awareness into local spending, building on opportunities such as food and drink and professional services guides.

Workforce rewards

BID employee loyalty card

Thousands of people work across our town centre, from offices, shops, restaurants, pubs and the college to independent businesses and professional services. We want to turn this workforce into a powerful force for local spending.

We will introduce a BID employee loyalty card or app, giving local employees access to exclusive discounts and special offers from participating businesses. Whether it's enjoying dinner with colleagues after work, trying a yoga class, visiting the local gym or dentist, or shopping locally, the scheme will make it easier and more rewarding to support businesses on their doorstep.

Participating businesses will choose the discount or offer that works best for them, while the BID will verify that users are employed by a local business.

It's a simple way to reward local employees, drive footfall and keep more spending within our local economy, helping our businesses thrive.



Individual businesses can find it difficult to influence decisions that affect the wider trading environment but together we have a much stronger voice.

Your BID, your voice

Stronger together

We will act as an independent, informed and collective voice for Sutton Coldfield businesses, representing their interests to the organisations and decision-makers responsible for the issues that affect the town.

We will engage on matters including:

- Safety and anti-social behaviour.
- Public realm and the town's appearance.
- Policing and business crime.
- Regeneration and investment.
- Planning and development.
- Parking and transport.
- Highways and access.
- Infrastructure and connectivity.
- The wider trading environment.

We will ensure views of local businesses are heard early and consistently.

Where businesses tell us something needs to change, we will challenge, influence and campaign on their behalf.



We can't control everything that happens in Sutton Coldfield. But together, we can make sure business has a voice that gets heard.



A stronger business community. A stronger Sutton Coldfield.

By supporting, promoting and connecting local businesses, we will create more opportunities to collaborate, share expertise, reach new customers and keep more spending within the local economy.

And when local businesses thrive, the whole town benefits.

PRIORITY 4

A town with ambition

Attracting investment. Unlocking opportunity.
Shaping Sutton Coldfield's future.

4



YOU SAID...

Businesses want to see progress. You want vacant premises brought back into use, new businesses and investment attracted to Sutton Coldfield and meaningful progress on the wider regeneration of the town.

You also want better accessibility, stronger links with young people and greater collaboration between businesses, education providers and the wider community.

“ You want to see progress, attracting new businesses and investment, bringing vacant premises back into use and creating new opportunities for Sutton Coldfield.

WE WILL...

Invest Sutton

A stronger proposition for business

We will promote Sutton Coldfield as a compelling place to establish, grow, relocate and invest in a business. Working with property owners, commercial agents, developers and other stakeholders, we will promote available commercial opportunities and communicate the strengths of Sutton Coldfield's business proposition.

We will champion the diverse mix of businesses that makes a successful modern town centre, including retail, hospitality, leisure, health, beauty, professional services and independent businesses.

Our message to potential investors will be clear: Sutton Coldfield is a place with a strong community, an established business base, significant commercial potential and an ambitious future.

We will help put Sutton Coldfield in front of the businesses, investors and operators who can contribute to that future.

Why invest in Sutton Coldfield?

- A strong and affluent catchment with excellent spending potential.
- A well-connected location with great regional links.
- A diverse and resilient business community.
- A town with ambition and opportunity for growth.

Vacant units and new business

Turning empty space into opportunity

Vacant units can affect confidence, appearance and perceptions of a town centre.

While the BID cannot set commercial rents or require landlords to let their vacant properties, we can play an active role in promoting opportunities, connecting interested businesses and working with property owners and agents.

We will maintain a clear picture of vacancies and available commercial space across the BID area and look for opportunities to match suitable businesses and enquiries with available premises.

We will also explore creative ways to improve prominent vacant units and keep key locations looking active and attractive. This would include pop-ups, high-quality window vinyls, creative displays, artwork, promotional installations and meanwhile uses that bring empty spaces to life while longer-term solutions are found.

Our ambition is to ensure that vacant space does not become a symbol of decline, but instead represents an opportunity for Sutton Coldfield's next business success story.

Regeneration, access and infrastructure

A strong voice for business

Sutton Coldfield's future will be shaped by investment and regeneration and businesses need to be part of that conversation.

We will be an active and informed commercial voice about major development, parking, transport, pedestrian connectivity, crossings, congestion, public realm, safety and wider infrastructure.

Where decisions sit outside the BID, with the City Council, Town Council, landowners, developers, transport bodies or other organisations, we will use evidence, business insight and the collective strength of businesses and their views to influence those decisions.

We will champion improvements that make Sutton Coldfield easier to access, easier to navigate and better connected for customers, employees and businesses.

Just as importantly, we will make sure businesses understand what is happening.

Where major projects or changes are proposed, we will communicate clearly about what is planned, when it will happen, what it means for businesses and how businesses can have their say.



**We will not simply respond to change.
We will work to shape it.**

WHERE WE'LL FOCUS



Attracting investment



Bringing vacant units back to life



Stronger partnerships



Better access and infrastructure

Future Sutton

Young people, skills and community

The future of Sutton Coldfield belongs to its next generation.

We will develop stronger partnerships between businesses, local schools and the 3,000 students at Sutton Coldfield College, creating opportunities for young people to discover what Sutton Coldfield’s business community has to offer.

Working with local education providers and partners, we will explore opportunities around:

- ✓ Work experience and placements.
- ✓ Careers and employment.
- ✓ Young enterprise and entrepreneurship.
- ✓ Skills development.
- ✓ Business mentoring.
- ✓ Apprenticeships and pathways into work.
- ✓ Opportunities for young people to develop and launch their own businesses.

Our ambition is to change perceptions of what a town centre can offer young people. We want them to see Sutton Coldfield not simply as somewhere to shop, meet friends or spend time, but as somewhere they can build a career, start a business, develop skills and play an active role in the town’s future.

Delivering measurable value

Showing what your BID delivers

Businesses have told us that demonstrating the value of the BID levy matters.

We agree and we will strengthen the way we measure, evaluate and communicate our impact, ensuring businesses can see not only what we have delivered, but the difference it has made.



Measuring our success

Tracking progress and delivering results

We want businesses to see clearly what their BID investment is delivering. By measuring the impact of our activity, we can understand what works, demonstrate the difference we are making and focus investment where it can have the greatest impact.

How we’ll measure performance

- Footfall and visitor trends.
- Event attendance and engagement.
- Business participation in BID programmes.
- Marketing reach and digital engagement.
- Shopper surveys and on-street market research.
- Business promotion delivered.
- Security incidents and interventions.
- Business crime intelligence.
- Environmental improvements delivered.
- Participation in business support and training.
- B2B introductions and commercial opportunities created.
- Vacancy and new business trends.
- BID member satisfaction and engagement.
- External investment and additional funding secured.
- Partnership investment and resources leveraged.

“ Our ambition is not simply to maintain Sutton Coldfield. It’s to build a stronger, more prosperous and more investable Sutton Coldfield town centre for the next five years and beyond.



Investing in today. Building a brighter tomorrow.

By supporting young people, showing the value we deliver and working in partnership, we can create a stronger, more prosperous and more vibrant Sutton Coldfield for generations to come.

**A town with opportunity.
A town for the future.**

BID boundary

KEY

BID boundary

The roads and streets shown on the map are within the BID boundary.

All business premises located on, or directly off, these roads and streets with a rateable value of £7,500 or above are included within the BID area.

STREETS:

Brassington Avenue
Churchill
Coleshill Street
Coleshill Road
Duke Street
Farthing Lane
Gracechurch shopping centre
High Street
Holland Street
King Edward Square
Lichfield Road
Lower Parade
Maney Corner
Midland Drive
Mill Street
Mitre Court
Newhall Walk retail park
Park Road
Queen Street
Railway Road
Red Rose Shopping Centre
Reddicroft
South Parade
Station Street
The Parade
Trinity Hill
Victoria Road
While Road



BID levy arrangements

The proposed BID levy for the 2027–2031 term will operate on the following basis:



Income

The BID levy is projected to raise £245,000 per annum.



Businesses

389 hereditaments (individual rated business premises) will be entitled to vote in the BID ballot.



Minimum rateable value (RV) threshold

The minimum Rateable Value (RV) threshold will remain at £7,500. Hereditaments with a Rateable Value below £7,500 will therefore be exempt from the BID levy.



Levy rate

The BID levy will be set at 1.8% of Rateable Value (based on the 2026 ratings). Inflation will not be charged on the BID levy.



Annual cap per hereditament

The annual levy payable on any individual hereditament is capped at £7,500. This cap applies to only one property, with all other properties subject to levies below this amount. There will be no overall cap on the total levy payable by a business occupying multiple hereditaments.



Classifications

All business classifications within the BID boundary are eligible to vote, with the only exclusions being digital display screens and telecommunications masts. No discounts or relief will apply to any eligible non-domestic ratepayer.



BID Levy Application

The BID levy applies to both occupied and unoccupied commercial premises in the same way as business rates; however, business rates reliefs and discounts, such as those available to charities, do not apply to the BID levy.

BID budget 2027–2031

Investing in Sutton Coldfield’s future

Our budget sets out a clear and realistic plan for how we will invest the BID levy and additional income over the next five years, delivering activity across our four key priorities and ensuring a stronger, more vibrant Sutton Coldfield.

INCOME	YEAR 1 2027	YEAR 2 2028	YEAR 3 2029	YEAR 4 2030	YEAR 5 2031
BID levy at 95% collection	£232,750	£232,750	£232,750	£232,750	£232,750
Farmers market and events	£20,000	£20,000	£20,000	£20,000	£20,000
Sponsorship and grants	£10,000	£10,000	£10,000	£10,000	£10,000
Voluntary BID membership	£10,000	£10,000	£10,000	£10,000	£10,000
TOTAL INCOME	£272,750	£272,750	£272,750	£272,750	£272,750

EXPENDITURE	YEAR 1 2027	YEAR 2 2028	YEAR 3 2029	YEAR 4 2030	YEAR 5 2031
Priority 1 A vibrant destination	£67,750	£67,750	£67,750	£67,750	£67,750
Priority 2 A safe, clean and welcoming town	£60,000	£60,000	£60,000	£60,000	£60,000
Priority 3 A stronger business community	£50,000	£50,000	£50,000	£50,000	£50,000
Priority 4 A town with ambition	£10,000	£10,000	£10,000	£10,000	£10,000
Staff and overheads	£62,500	£62,500	£62,500	£62,500	£62,500
Council collection fees	£7,350	£7,350	£7,350	£7,350	£7,350
TOTAL EXPENDITURE	£257,600	£257,600	£257,600	£257,600	£257,600
SURPLUS	£15,150	£15,150	£15,150	£15,150	£15,150

Financial information

A prudent and sustainable approach

The BID has adopted a prudent and sustainable approach to budgeting for the proposed 2027–2031 term. Our aim is to ensure that levy income is managed responsibly while maximising the investment delivered for businesses across Sutton Coldfield.



The BID anticipates raising an average of **£272,750 per annum** available to invest in projects, initiatives and services throughout the five-year term.



An annual contingency provision of approximately **£15,150** has been included within the budget to provide a prudent safeguard against fluctuations in income and unforeseen expenditure.



By the end of the current term, the company is forecast to have limited carried forward reserves. These have been retained to cover the costs of the proposed ballot should the need arise in accordance with the BID Regulations.



BID operating and management costs are budgeted at **24% of total expenditure**, ensuring that the majority of BID income is directed towards projects, initiatives and services that deliver tangible benefits for levy-paying businesses.



The BID will continue to appoint an independent professional auditor on an annual basis, providing assurance, transparency and accountability in relation to the management and expenditure of BID funds.



As a not-for-profit company limited by guarantee, the BID operates with appropriate corporate governance and financial reporting requirements. Its statutory accounts are publicly available through Companies House, providing further transparency on the organisation’s financial position and activities.



Investing responsibly in Sutton Coldfield.
Careful financial management, focused on delivering value for our businesses.

Governance and transparency

Accountable to our levy payers

Sutton Coldfield Town Centre BID Ltd (Company No. 07846722) is a not-for-profit company limited by guarantee, trading as Visit Royal Sutton Coldfield BID.

The BID is governed by a Board of Directors, responsible for financial management, contracts, staffing, performance and compliance. A Chair is appointed annually, with sub-groups established as required.

The Board may adjust projects and expenditure to respond to changing levy payer priorities, provided the overall objectives of this Business Plan are maintained.

The BID will meet regularly with the City Council to monitor levy collection, financial management and service delivery. An Operating Agreement will set out agreed arrangements, including the Council's baseline service commitments.

The BID will be independently audited each year, with annual accounts filed with Companies House.

An Annual Report covering activities, performance and finances will also be made available to levy payers.

Notification of the intention to hold the BID ballot was submitted to the Secretary of State on 4 June 2026.

Baseline services statements are provided separately, and documents are available upon request. These set out the minimum service standards, which will help to reassure levy payers that their BID levy is funding services additional to Council services and not baseline services.

This business plan is to be read in conjunction with the BID Proposal.

If successful at ballot, the BID will commence on 1 January 2027, and the duration of the BID term and BID arrangements will be 1 January 2027 – 31 December 2031.

How to vote

For your vote to count, your completed ballot paper must be returned by:

5pm on 3 December 2026, ballot result announced 4 December.

1

Place a cross (X) in the YES or NO box.

2

Add your name and position.

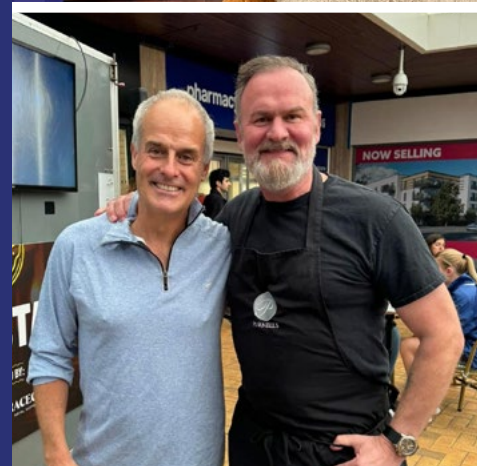
3

Sign the ballot paper.

4

Return it in the pre-paid envelope provided.

Please allow sufficient time for your ballot paper to arrive before the deadline.





VISIT
Royal Sutton
Coldfield BID
BUSINESS IMPROVEMENT DISTRICT

Vote YES!

and support the next chapter
for Sutton Coldfield.



Scan to visit our website
and find out more

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