

Proposal

for

**Visit Royal Sutton Coldfield
Business Improvement District (BID)**

(2027 to 2031)

BID Proposer: Sutton Coldfield Town Centre BID Limited
(Company Number 07846722)

Introduction

Royal Sutton Coldfield has a long-established tradition of collaborative town centre management, built on strong partnerships between local businesses, Birmingham City Council, Royal Sutton Coldfield Town Council, West Midlands Police and a wide range of public, private and community organisations. Over the past fifteen years, this collaborative approach has been supported and strengthened by Visit Royal Sutton Coldfield BID, which has played a role in promoting investment, supporting businesses and enhancing the experience of the town centre for businesses, residents and visitors alike.

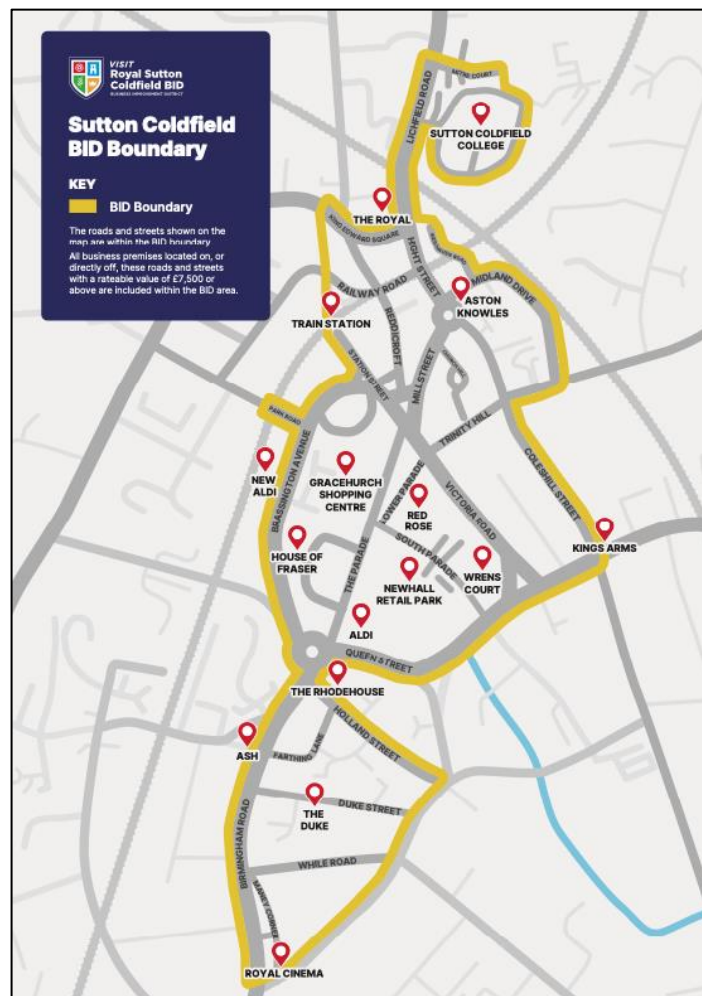
Established in 2011, the Visit Royal Sutton Coldfield BID represents around 340 retail, leisure, hospitality, office and service-based businesses across the town centre. Through three successful BID terms, it has consistently demonstrated strong business leadership, delivering projects that support economic growth while celebrating Sutton Coldfield's distinctive heritage, independent businesses and Royal status. Over the past fifteen years, the BID has delivered an extensive programme of investment focused on increasing footfall, strengthening the local economy and enhancing the quality of the town centre environment. This has included destination marketing under the Visit Royal Sutton Coldfield brand, town centre events, farmers' and craft markets, seasonal campaigns, business promotion, public realm improvements, environmental enhancements, business communications, visitor guides and practical initiatives to improve safety, accessibility and the overall visitor experience. Working closely with partners, the BID has also championed investment into the town centre while supporting businesses through promotion, advocacy and collaborative working.

Alongside delivering visible improvements to the town centre, the BID has successfully brought together businesses, public sector organisations, cultural partners and community stakeholders to deliver shared ambitions for Royal Sutton Coldfield. This collaborative approach has helped strengthen the town's reputation as a vibrant destination to shop, work, invest and visit, ensuring the town centre continues to evolve and remain competitive within the wider West Midlands economy.

Description and map of the area

The area to be subject to the newly proposed BID Arrangement is delineated in yellow on the map below. The BID boundary covers the core commercial, retail, leisure, civic and cultural areas of Royal Sutton Coldfield, encompassing the principal destinations used by residents, workers, students and visitors. The area can broadly be described as follows:

- Extending north to include Birmingham Metropolitan College.
- Bounded on the east by Lower Queen Street and Victoria Road.
- Extending South along Birmingham Road to include the Driffold Gallery and Boddington Gardens.
- Extending west slightly beyond the Gracechurch Shopping Centre to include hereditaments both sides of the Brassington Avenue.



When the proposed Levy rules are applied to the area, circa 388 (4th December) liable business premises will be included. Levy will not be charged to part only of any hereditament.

Projects and services

Throughout the current term (2022 to 2026) the Visit Royal Sutton Coldfield BID was forecast to invest over £1.1 million, working to deliver and achieve the following projects:

- Vibrant and promoted
- Safe and secure
- Business growth and investment

The new proposed 5-year term would commence on 1st January 2027 (28-days from the intended date of ballot declaration and the day after the existing term expires) and will continue until 31st December 2031.

The proposed area and Levy rules lead to projected new investment of over £1.36 million over the term. Engagement with the board, which is made up primarily of Levy payers, together with research and consultation with businesses has been used to identify the delivery plans. Details of the consultation work undertaken is included as appendix 1.

The resulting proposed projects and services were identified as:

- 1. A Vibrant Destination** - 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.
- 2. A Safe, Clean & 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.
- 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.
- 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.

Investment, eligibility and business plan

The ratepayers for all commercial hereditaments located within the BID area (whether occupied, tenanted or not) and with a rateable value (RV) of £7,500 (the 'threshold') or more will be liable for a Levy. Properties with a RV of less than the threshold will not be liable. Digital display screens and telecommunications masts will be exempt from the levy.

The new term will commence on 1st January 2027, the date on which the first Levy demand will be due for payment for the period until 31st March 2027. Thereafter, the Levy will be due annually in advance for the period April to March, by one payment and will be calculated as a multiplier applied to the RV which was effective for that property fixed at 1st January 2027 (the 'Levy rate'). The final Levy demand due on 1st April 2031 will be for the period to 31st December 2031. Throughout the term any national ratings revaluations will be disregarded.

Any ratepayer ceasing to be liable for the Levy will receive a proportionate refund for the period based on the number of days remaining in the period. The new ratepayer will then be charged the appropriate amount for those remaining days. The exception to the rule fixing the 'Levy rate' to RVs as of 1st January 2027 is if a revised or new RV is applied because of any change of use or a physical change to a property or hereditament including, but not limited to, inter alia, new construction, merger, subdivision, extension, appeal, or refurbishment which would have the following effects:

- If a liable hereditament or property is assigned a new RV (because of any change of use or a physical change, as above) which is below the threshold, the hereditament or property will be exempt from the Levy from the effective date of change.
- Conversely, if a liable hereditament or property is assigned a new RV and either; (a) enters the ratings list or (b) previously had an RV below the threshold and is assigned an RV which is either the threshold amount or more, the ratepayer will become liable for a Levy as from the effective date of change.

The amount of the Levy demand due from liable hereditaments will be calculated by multiplying its RV by a 'Levy rate' of 1.80%. In each instance the liable party for payment of the Levy, including for untenanted properties and listed buildings, will be the ratepayer listed on the ratings list.

The maximum Levy charged to any one hereditament annually will be £7,500 (the 'cap', proportionately calculated for any billing period of less than a year).

Indicative Budget (containing cashflow, projected income, expenditure, and contingencies in accordance with Regulation 4 (2) (a) (i) (bb) of the Business Improvement Districts Regulations (England) 2004):

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
Formers 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

The above indicative budget assumes a Levy collection rate of 95% of the amount billed each year which is consistent with the past 5-years. Total surpluses over the term are forecast to be £15,150 per annum. This will provide a small additional contingency to compensate for overspend on any projects or collection rates falling below the anticipated level. If not required, this contingency can be allocated to additional spend on the projects or to the costs of the ballot at the end of the term.

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.

There are no costs required in the new term to fund developing or implementing the BID.

Governance and controls

The BID Body is to remain as Sutton Coldfield Town Centre BID Limited (Company Number 07846722), a company limited by guarantee without share capital. Its registered office is 1 Trinity Place, Midland Drive, Sutton Coldfield, West Midlands, B72 1TX. The Board oversees the strategic and financial aspects of the Company as well as having primary responsibility for contractual obligations, human resources, standards, performance, and compliance.

Provided that the BID is meeting its overall objectives, the Board will continue to be able to vary service delivery and expenditure allocation according to the changing demands of Levy payers. In accordance with the Regulations, an Alteration Ballot would be required if any change were to be made to the BID boundary or to the methodology relating to the Levy rate that causes any person not previously liable to become liable or that increases the Levy for any other person.

The BID Body has established financial management arrangements. The Company files annual financial statements with Companies House (financial year end 31st March). The Operating Agreement with Birmingham City Council (the Council) will be updated for the new term. As before, this sets out the financial management arrangements including a requirement for the Council to provide an annual report summarising levy collection, bad debts and write-offs, and recommendations as to how any processes might be improved.

Each Levy demand notice contains more detailed information on the prior year's Levy income and expenditure, together with a description of the matters on which money was spent in the prior year and is intended to be spent in the following year.

The Council provides some Baseline Services to the proposed BID area, and these have been considered when formulating this Proposal. The Council has no intention of using the availability of the BID Levy to justify amendments to their spending commitments in the area, compared to elsewhere. A statement of the baseline services has been provided by Birmingham City Council and this confirms that the projects proposed by the BID are additional to and not replacing those already funded through business rates (appendix 2).

Whilst there can be no obligation on any local authority to maintain Baseline Services for the duration of any BID term, it is understood that the Council has no intention to use the availability of BID levy to disproportionately reduce its services within the BID area compared to any reductions or adjustments it may be required to make elsewhere.

Notification of the intention to request a ballot for a further term was provided to the Secretary of State at the Ministry of Housing, Communities and Local Government on 4th June 2026 (appendix 3). In accordance with Regulation 4 (2) (a) (ii), accompanying this Proposal is a letter requesting that the Council puts it to a Ballot. This letter of request is dated 15th October 2026, being no less than 84-days after the date of notification to the Secretary of State. The letter requests a postal BID Ballot (rather than

a Renewal Ballot, Re-Ballot or Alteration Ballot) commencing on 6th November 2026 and closing at 5pm on 3rd December 2026 (total 28-days). It is assumed that the result of the Ballot will be declared on the following day (4th December 2026) 28-days prior to the first day of the new term.

As with all Ballots held in respect of BIDs, in order for the Proposal to be successful the declaration will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour of the Proposal must exceed those voting against it, and (b) of those ballot papers returned by the close, the total RV of those voting in favour (as at the time of ballot), must exceed the total of those voting against.

Appendix 1

Summary of research and consultation

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

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

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

We asked businesses should Visit Royal Sutton Coldfield BID continue for a further 5-years?

- Yes 65%
- No 3%
- Undecided 32%

Three themes came through particularly strongly in the consultation:

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.
2. Make the Town Centre Safer & 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 & Grow - Support local businesses, reduce premises vacancies and attract new investment, while strengthening networking, collaboration and the collective voice of the business community. Help create a Sutton Coldfield that is busier, safer, more vibrant and ready for the future.

The projects that businesses wanted continued were:

- Events, Markets & Festivals – The clear top priority, driving footfall, vibrancy and reasons to visit.
- Business Support & Networking – More practical support, connections and opportunities to collaborate.
- Safety & Security – Continued and strengthened action to create a safer, more welcoming town centre.
- Marketing & Promotion – More activity to raise Sutton Coldfield’s profile, attract visitors and boost footfall.

- Business Voice & Community – A strong collective voice, partnership working and greater influence.
- Other ideas included: parklets, the environment, planting, regeneration, youth engagement, accessibility and working with the schools and college.

Businesses thought the town centre’s biggest strengths were:

1. COMMUNITY	12. HOSPITALITY
2. TRANSPORT LINKS	13. AFFLUENT CATCHMENT
3. SUTTON PARK	14. LOCAL CUSTOMERS
4. BID EVENTS	15. PUBLIC TRANSPORT
5. HERITAGE	16. LEISURE OFFER
6. RETAIL	17. PEDESTRIAN AREAS
7. FOOD & DRINK	18. ROYAL TOWN
8. LOCAL IDENTITY	19. COMMUNITY PRIDE
9. BUSINESS COMMUNITY	20. CINEMA
10. SHOPPING	21. DESTINATION APPEAL
11. MARKETS	

The 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.

Businesses thought the following was holding the town centre back:

1. NOT ENOUGH PARKING	12. NOT ENOUGH INDEPENDENT SHOPS
2. COST OF PARKING	13. NO INVESTMENT
3. ANTI-SOCIAL BEHAVIOUR	14. POOR PUBLIC SPACES
4. EMPTY SHOP UNITS	15. LACK OF POLICING
5. LACK OF TOWN SECURITY	16. DATED INFRASTRUCTURE
6. RETAIL OFFER	17. CUSTOMER EXPERIENCE
7. NO REGENERATION	18. HIGH RENTS
8. CLEANLINESS	19. NO GREENERY
9. CRIME	20. TRAFFIC
10. DESTINATION APPEAL	21. STALLED DEVELOPMENTS
11. TOWN CENTRE APPEARANCE	

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.

These findings have helped shape the four proposed project areas for the 2027–2031 BID term, building on the town’s strengths and responding to the challenges businesses identified:

- A Vibrant Destination –the call for more visitors, events and stronger promotion. Proposed projects include markets, festivals, Christmas activities, the Sutton 365 year-round programme and Destination Sutton marketing to increase footfall, dwell time and local spending.
- A Safer, Cleaner & More Welcoming Town – Responding to concerns about crime, anti-social behaviour, cleanliness and appearance. Proposed projects include security

patrols, business crime information sharing, targeted cleaning, planting, public art and improved wayfinding, alongside exploring shared use of business-owned parking.

- A Stronger Business Community – requests for practical support, networking, promotion and a stronger collective voice. Proposed projects include Sutton Business Exchange, training, a Business Information Station, digital promotion and an employee loyalty scheme, alongside representation on issues affecting businesses.
- A Town with Ambition – businesses concerns about vacant premises, investment, regeneration and accessibility. Proposed projects include Invest Sutton, promoting available premises and improving vacant frontages, alongside championing infrastructure improvements. Future Sutton would strengthen links with schools and the college through skills, careers and enterprise opportunities.

Together, these projects would continue the activities businesses value while addressing the wider priorities raised through consultation, combining direct BID delivery with partnership working and a stronger business voice.

Appendix 2

Statement of baseline services

APPENDIX A: SCOPE OF THE SERVICES

Highway Maintenance and Management Services

Scope of Services / Description	All Highway Infrastructure Assets, including: • Surfacing: Carriageway, Footway, Verge, Kerbs and Cycle Tracks; • Street Lighting; • Traffic Signals and Urban Traffic Control Equipment; • Bridges, Structures and Tunnels; • Highway trees; • Other assets owned by the City Council situated on the HMPE, including signs, markings, highway drainage and street furniture. Services include: • Inspection for safety, condition and inventory; • Reactive maintenance and emergency repairs; • Routine maintenance and management; • Programmed / life-cycle replacement; • Winter maintenance services.
Specification	The service specification is as specified in the City Council's highway maintenance and management services contract(s). The City Council's contract documents contain the specific details of service standards to be delivered.
Staff and Equipment	Levels of staffing and resource commitment will be as required by the City Council's contractor(s) to deliver the requirements of the contract.
Performance Measures	The services specified are to be carried out in accordance with relevant Highway Standards, Good Industry Practice and the requirements of the highway maintenance and management services contract(s).
Budget	Baseline services are included within the Highways and Infrastructure Service budget for the relevant year.
Other Comments	The City Council, as the Highway Authority, has a duty of care to maintain the Highway under the Highways Act (1980). The standards in relation to Carriageway and Footway reflect reinstatements by Statutory Undertakers under the New Roads and Street Works Act (NRSWA), which are managed by the Highway Maintenance and Management Services Service Provider on behalf of the City Council.

Parking Services

Scope of Services / Description	- Provision and maintenance of: - City Council on- and off-street parking; and - Resident / business permit schemes (including associated services such as Blue Badge enforcement, Cashless Parking Payments). - Management of the City Council's civil enforcement contracts (including parking, bus lanes, Clean Air Zone, vehicle removals). - Provision of the Traffic Regulation Order (TRO) services to support civil enforcement and traffic management.
Specification	On-Street and Off-Street parking - Maintenance of road markings, signs and machines for on- and off-street pay and display parking. - Maintenance of multi-storey and city centre surface off-street car parks. - Management of on street permit schemes across the City, - Management of the Cashless Parking Payment Contract. Civil Enforcement for Parking/Bus Lanes including vehicle removals - Management of City Council enforcement contracts in accordance with the service specifications as specified in the City Council's civil enforcement contracts. The City Council's contract documents contain the specific details of service standards to be delivered. - This includes Civil Enforcement Officers (CEOs) deployed to enforce parking restrictions across the City; to support / assist special events and when specific areas experience traffic management or safety related issues associated with parking. - Penalty Charge Notices (PCNs) issued for contraventions are processed to collect payment supported by enforcement agents, monitored in accordance with the standards set out in the Council's contract. Traffic Regulation Order (TRO) Services - Review and update of TROs and associated statutory records to support civil enforcement delivery.
Staff and equipment	Levels of staffing and resource commitment will be as required by the City Council and its contractors to deliver the requirements of these contracts.
Performance measures	- Civil Enforcement is carried out in accordance with the associated legislation and performance is scrutinised by independent lawyers, employed by the Traffic Penalty Tribunal Service in England (outside London) and Wales, when deciding on appeals from motorists who have received a Penalty Charge Notice. This includes the scrutiny of the associated Traffic Regulation Order. - The performance of the contractors for Civil Enforcement, the Cashless Parking Payment service, the Blue Badge Enforcement service and the Enforcement Agent is monitored to ensure compliance with the contract requirements.
Budget	Baseline services are included within the Highways and Infrastructure Service budget for the relevant year. All revenue is retained by the City Council.

Other explanatory comments	• CEOs have authority to deal with Civil Enforcement by issuing Penalty Charge Notices in compliance with the requirements of the Traffic Management Act 2004 and the Transport Act 2000. • Obstruction of the highway is only enforceable by the Police who are also responsible for enforcing criminal offences and issuing Fixed Penalty Notices.
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Local Engineering Services

Scope of Services / Description	Local Engineers (LEs) are the frontline local link for highway services and provide specific advice on most highway related matters to local residents, businesses, community forums/groups, Councillors, MPs, Police, Fire, Ambulance, Bus Companies and many other internal and external stakeholders. Some examples of advice on services that LEs provide are: • Traffic calming measures; • Temporary or Permanent Traffic Regulation Orders; • Pedestrian crossing facilities; • Street furniture, traffic signs, road markings; • Management and maintenance of local car parks; • Delivery of the School Crossing Patrol Service across the city; • Development and delivery of the Highways Capital Programme for: ◦ Ward Minor Transport Measures – to address highway issues at local level; ◦ Grass Verge Protection - to protect verges for improved street scene; ◦ Safer Routes to Schools– to address issues in the vicinity of schools. • Deliver s106 / s278 / Mini-s278 / bellmouth agreements schemes; • Respond to letters, emails, petitions from residents, Councillors, MPs, other local authorities, Department for Transport and various other internal and external stakeholders; • Provide advice at Ward Committees / forums, residents' associations, forums and Police meetings etc.; • Joined up working with highway maintenance and management service provider(s) and provide information on planned / unplanned road works.
Specification	Provision of the Highway Engineering service at local level in accordance with various highway legislation, such as Highways Act 1980, Traffic Management Act 2004. The services specified are to be carried out in accordance with relevant Highway Design Standards, The Traffic Signs Regulations and General Directions 2016, Good Industry Practice and the requirements of the highway maintenance and management services contract(s).
Staff and Equipment	Local Engineers and designated staff, as set out within the City Council's staffing arrangements for the Local Engineering Service.
Performance Measures	City Council service standards, Your Views performance measure indicators, delivery of the Local Engineering service in compliance with Highways Act 1980 and other legislation.
Budget	Baseline services are included within the Highways and Infrastructure Service budget for the relevant year.
Other Comments	Local Engineering service is presently delivered by three engineering teams, alongside the School Crossing Patrol service.

Groundworks:

SITE NAME	SOR DESCR	TOT OCCASIONS	SOR QUANTITY	ASSET UNITS
Birmingham Road / Maney Corner, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	591	SQ
Birmingham Road / Maney Corner, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	39	LM
Birmingham Road / Maney Corner, GM Parks, Birmingham	WINT/MAINT. STD. EX FORK-G'S	1	45	SQ
Birmingham Road / Maney Corner, GM Parks, Birmingham	SHRUB-SUM. INSP. PRUNE AS NECS	1	45	SQ
Birmingham Road / Maney Corner, GM Parks, Birmingham	SHRUBS - WEED CONTROL-SPRAY	3	45	SQ
Brassington Ave / Manor Road, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	330	SQ
Brassington Ave / Manor Road, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	59	LM
Brassington Ave / Manor Road, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	29	LM
Brassington Ave / Manor Road, GM Parks, Birmingham	WINT/MAINT. STD. EX FORK-G'S	1	71	SQ
Brassington Ave / Manor Road, GM Parks, Birmingham	SHRUB-SUM. INSP. PRUNE AS NECS	1	71	SQ
Brassington Ave / Manor Road, GM Parks, Birmingham	SHRUBS - WEED CONTROL-SPRAY	3	71	SQ
Brassington Ave/Reddicroft/High St, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	95	SQ
Brassington Ave/Reddicroft/High St, GM Parks, Birmingham	WINT/MAINT. PRNE CLR MULCH	1	126	SQ
Brassington Ave/Reddicroft/High St, GM Parks, Birmingham	LITTER PICK SITE: 1/PER	13	126	SQ
Brassington Ave/Reddicroft/High St, GM Parks, Birmingham	SHRUB-SUMMER Maint	1	126	SQ
Brassington Ave/Reddicroft/High St, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	95	SQ
Brassington Ave/Reddicroft/High St, GM Parks, Birmingham	WINT/MAINT. PRNE CLR MULCH	1	126	SQ
Brassington Ave/Reddicroft/High St, GM Parks, Birmingham	LITTER PICK SITE: 1/PER	13	126	SQ
Brassington Ave/Reddicroft/High St, GM Parks, Birmingham	SHRUB-SUMMER Maint	1	126	SQ
College Hill / Farthing Lane, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	30	SQ
College Hill / Farthing Lane, GM Parks, Birmingham	SPRAY OUT AREA FEATURE	3	15	SQ
College Hill / Farthing Lane, GM Parks, Birmingham	WINT/MAINT. STD. EX FORK-G'S	1	43	SQ
College Hill / Farthing Lane, GM Parks, Birmingham	SHRUB-SUM. INSP. PRUNE AS NECS	1	43	SQ
College Hill / Farthing Lane, GM Parks, Birmingham	SHRUBS - WEED CONTROL-SPRAY	3	43	SQ
Duke Street Car Park, GM Parks, Birmingham	SPRAY OUT AREA FEATURE	3	5	SQ
Duke Street Car Park, GM Parks, Birmingham	SPRAY OUT AREA FEATURE	3	25	SQ
Duke Street Car Park, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	24	LM
Duke Street Car Park, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	47	LM
Duke Street Car Park, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	46	LM
Hill Village Road / Lichfield Road, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	1544	SQ
Hill Village Road / Lichfield Road, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	35	LM
Hill Village Road / Lichfield Road, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	58	LM
Holland Street / Shirley Drive, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	75	SQ
Holland Street / Shirley Drive, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	21	LM
Holland Street / Shirley Drive, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	12	LM
Holland Street / Shirley Drive, GM Parks, Birmingham	SPRAY OUT AREA FEATURE	3	25	SQ
Holland Street / Shirley Drive, GM Parks, Birmingham	WINT/MAINT. STD. EX FORK-G'S	1	9	SQ
Holland Street / Shirley Drive, GM Parks, Birmingham	SHRUB-SUM. INSP. PRUNE AS NECS	1	9	SQ
Holland Street / Shirley Drive, GM Parks, Birmingham	SHRUBS - WEED CONTROL-SPRAY	3	9	SQ
King Edwards Square, GM Parks, Birmingham	WATER AS REQUIRED 10 PA	10	36	SQ
King Edwards Square, GM Parks, Birmingham	HOE & REMOVE WEEDS STD.	8	36	SQ
King Edwards Square, GM Parks, Birmingham	STRIP, DIG, FERTISE, PLANT SUMMER	1	36	SQ
King Edwards Square, GM Parks, Birmingham	STRIP, DIG, MANURE, PLANT SPRING	1	36	SQ
King Edwards Square, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	231	SQ
King Edwards Square, GM Parks, Birmingham	SWEEP LEAVES - NON-ORN. 2PA	2	231	SQ
King Edwards Square, GM Parks, Birmingham	SPRAY OUT AREA FEATURE	3	30	SQ
King Edwards Square, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	65	LM
King Edwards Square, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	25	LM
Lichfield Rd/Boswell Rd/Radbourne Dr, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	34	SQ
Lichfield Rd/Boswell Rd/Radbourne Dr, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	13	LM
Lichfield Rd/Ethelred Ct/Harland Rd, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	510	SQ
Lichfield Rd/Ethelred Ct/Harland Rd, GM Parks, Birmingham	CUT HEDGE (AGRI) P6	1	218	SQ
Lichfield Rd/Ethelred Ct/Harland Rd, GM Parks, Birmingham	SPRAY OUT AREA FEATURE	3	195	SQ
Lichfield Rd/Ethelred Ct/Harland Rd, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	19	LM
Lichfield Rd/Hillside Rd/Hathaway Rd, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	1492	SQ
Lichfield Rd/Hillside Rd/Hathaway Rd, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	68	LM
Lichfield Rd/Hillside Rd/Hathaway Rd, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	49	LM
Lichfield Rd/Hillside Rd/Hathaway Rd, GM Parks, Birmingham	WINT/MAINT. STD. EX FORK-G'S	1	18	SQ
Lichfield Rd/Hillside Rd/Hathaway Rd, GM Parks, Birmingham	SHRUB-SUM. INSP. PRUNE AS NECS	1	18	SQ
Lichfield Rd/Hillside Rd/Hathaway Rd, GM Parks, Birmingham	SHRUBS - WEED CONTROL-SPRAY	3	18	SQ
Lichfield Rd/Wentworth Rd/Hampton Dr, GM Parks, Birmingham	SPRAY OUT AREA FEATURE	3	24	SQ
Lichfield Road / Balmoral Road, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	964	SQ
Lichfield Road / Balmoral Road, GM Parks, Birmingham	SHRUBS - PRUNE WINTER	1	18	SQ
Lichfield Road / Balmoral Road, GM Parks, Birmingham	MOW (TALL GRASS/HERBAGE) 3PA	3	602	SQ
Lichfield Road / Blackroot Road, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	609	SQ
Lichfield Road / Blackroot Road, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	4	LM
Lichfield Road / Blackroot Road, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	42	LM
Lichfield Road / Bracebridge Road, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	221	SQ
Lichfield Road / Bracebridge Road, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	30	LM
Lichfield Road / Bracebridge Road, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	45	LM
Lichfield Road / Hill Village Road, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	1267	SQ
Lichfield Road / Hill Village Road, GM Parks, Birmingham	CUT HEDGE (AGRI) P6	1	125	SQ
Lichfield Road / Hill Village Road, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	2	LM
Lichfield Road / Hill Village Road, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	211	LM
Lichfield Road / The Fordrough, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	222	SQ
Lichfield Road / The Fordrough, GM Parks, Birmingham	SPRAY OUT HEDGE LINE STD.	10	40	LM
Lichfield Road / The Fordrough, GM Parks, Birmingham	CUT HOLLY P4	1	114	SQ
Lichfield Road / The Fordrough, GM Parks, Birmingham	CUT HEDGE P6	1	60	SQ
Lichfield Road / The Fordrough, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	112	LM
Lichfield Road / Wyndley Close, GM Parks, Birmingham	MOW (TALL GRASS/HERBAGE) 3PA	3	600	SQ
Lichfield Road / Wyndley Close, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	218	SQ
Lichfield Road / Wyndley Close, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	181	SQ
Lichfield Road/High Street, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	726	SQ
Lichfield Road/High Street, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	149	LM
Lichfield Road/High Street, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	726	SQ
Lichfield Road/High Street, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	149	LM
Lower Queen Street, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	1048	SQ
Lower Queen Street, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	23	LM
Lower Queen Street, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	82	LM
Lower Queen Street, GM Parks, Birmingham	WINT/MAINT. STD. EX FORK-G'S	1	140	SQ
Lower Queen Street, GM Parks, Birmingham	SHRUB-SUM. INSP. PRUNE AS NECS	1	140	SQ
Lower Queen Street, GM Parks, Birmingham	SHRUBS - WEED CONTROL-SPRAY	3	140	SQ
Lower Queen Street, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	42	SQ
Lower Queen Street, GM Parks, Birmingham	SPRAY OUT AREA FEATURE	3	17	SQ
Lower Queen Street, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	14	LM
Lower Queen Street, GM Parks, Birmingham	WINT/MAINT. STD. EX FORK-G'S	1	88	SQ
Lower Queen Street, GM Parks, Birmingham	SHRUB-SUM. INSP. PRUNE AS NECS	1	88	SQ
Lower Queen Street, GM Parks, Birmingham	SHRUBS - WEED CONTROL-SPRAY	3	88	SQ
Mere Green Rd/Lichfield Rd Car Park, GM Parks, Birmingham	WINT/MAINT. STD. EX FORK-G'S	1	26	SQ
Mere Green Rd/Lichfield Rd Car Park, GM Parks, Birmingham	SHRUB-SUM. INSP. PRUNE AS NECS	1	26	SQ
Mere Green Rd/Lichfield Rd Car Park, GM Parks, Birmingham	SHRUBS - WEED CONTROL-SPRAY	3	26	SQ
Mill St Island, GM Parks, Birmingham	WATER AS REQUIRED 10 PA	10	3	SQ
Mill St Island, GM Parks, Birmingham	HOE & REMOVE WEEDS STD.	8	3	SQ
Mill St Island, GM Parks, Birmingham	STRIP, DIG, FERTISE, PLANT SUMMER	1	3	SQ
Mill St Island, GM Parks, Birmingham	STRIP, DIG, MANURE, PLANT SPRING	1	3	SQ
Mill St Island, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	23	SQ
Mill St Island, GM Parks, Birmingham	SPRAY OUT AREA FEATURE	3	21	SQ
Mill Street Car Park, GM Parks, Birmingham	SPRAY OUT AREA FEATURE	3	5	SQ
Mill Street Car Park, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	37	LM
Park Road / Tudor Hill, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	13	SQ
Park Road / Tudor Hill, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	5	LM
Park Road Island, GM Parks, Birmingham	WATER AS REQUIRED 10 PA	10	19	SQ
Park Road Island, GM Parks, Birmingham	HOE & REMOVE WEEDS STD.	8	19	SQ
Park Road Island, GM Parks, Birmingham	STRIP, DIG, FERTISE, PLANT SUMMER	1	19	SQ
Park Road Island, GM Parks, Birmingham	STRIP, DIG, MANURE, PLANT SPRING	1	19	SQ
Park Road Island, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	30	SQ
Reddicroft Lower Car Park, GM Parks, Birmingham	SPRAY OUT AREA FEATURE	3	5	SQ
Reddicroft Lower Car Park, GM Parks, Birmingham	SPRAY OUT AREA FEATURE	3	110	SQ
Reddicroft Lower Car Park, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	42	LM
Reddicroft Upper Car Park, GM Parks, Birmingham	CUT HEDGE P4 & 7	2	14	SQ
Reddicroft Upper Car Park, GM Parks, Birmingham	SPRAY OUT AREA FEATURE	3	4	SQ
Reddicroft Upper Car Park, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	191	LM
South Parade / Victoria Road, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	288	SQ
South Parade / Victoria Road, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	32	LM
South Parade / Victoria Road, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	288	SQ
South Parade / Victoria Road, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	32	LM
South Parade Car Park, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	576	SQ
South Parade Car Park, GM Parks, Birmingham	SPRAY OUT AREA FEATURE	3	125	SQ
South Parade Car Park, GM Parks, Birmingham	SPRAY OUT AREA FEATURE	3	88	SQ
South Parade Car Park, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	33	LM
South Parade Car Park, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	267	LM
Springfield Road / Churchhill Road, GM Parks, Birmingham	MOW (TALL GRASS/HERBAGE) 3PA	3	1028	SQ
Springfield Road / Churchhill Road, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	1987	SQ
Springfield Road / Churchhill Road, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	2130	SQ
Springfield Road / Churchhill Road, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	417	LM
Station Street Car Park, GM Parks, Birmingham	SPRAY OUT AREA FEATURE	3	26	SQ
Station Street Car Park, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	214	LM
Tamworth Road / Lichfield Road, GM Parks, Birmingham	AMENITY MOW AMENITY AREA STD	10	1314	SQ
Tamworth Road / Lichfield Road, GM Parks, Birmingham	CUT HOLLY P4	1	64	SQ
Tamworth Road / Lichfield Road, GM Parks, Birmingham	CUT MIXED HEDGE P4 & 7	2	44	SQ
Tamworth Road / Lichfield Road, GM Parks, Birmingham	SPRAY OUT LINEAR FEATURE	3	14	LM

Appendix 3

Notification to the Secretary of State



Secretary of State
c/o Local Taxation Division
Ministry of Housing, Communities and Local Government
Fry Block | South East | 2nd Floor
2 Marsham Street
London
SW1P 4DF

4th June 2026

SENT BY EMAIL

Dear Secretary of State,

Intention to hold a BID Ballot for Visit Royal Sutton Coldfield BID

As per the BID Regulations (2004) please accept this letter as being more than the 84 days notification required of the intention to request the billing authority to put a BID Proposal to ballot:

Name of BID Proposer: Sutton Coldfield Town Centre BID Limited, whose registered office is 1 Trinity Place, Midland Drive, Sutton Coldfield, West Midlands, B72 1TX

Proposer Contact Details: Michelle Baker, BID Manager, Visit Royal Sutton Coldfield BID, 1 Trinity Place, Midland Drive, Sutton Coldfield, West Midlands, B72 1TX (Michelle@VisitRoyalSuttonColdfield.co.uk)

Name of Billing Authority: Birmingham City Council, Council House, Victoria Square, Birmingham, B1 1BB

If you have any questions, please contact me. In the meantime, I look forward to receiving your confirmation that you have been properly notified, as required by the Regulations.

Yours sincerely,

Michelle Baker
BID Manager

cc: Joanne Roney, Managing Director, Birmingham City Council
cc: Chris Hurst, Head of Service, High Streets and Neighbourhoods, Birmingham City Council

BID Proposal checklist

Requirement	Regulation	Page Number
Details of the BID Proposer	3	1
Date of notification to the Secretary of State	3	7 & Appendix 3
Consultation undertaken	4	4 & Appendix 1
Business plan	4	5 & 6 & 7 & 8
Cashflow	4	6
Predicted revenue	4	6
Predicted expenditure	4	6
Financial budget	4	6
Contingencies	4	6
Financial management arrangements	4	6 & 7
Notice requesting a ballot	4	Attached
Non-contravention with existing council policies	4	Attached
Ability to pay the costs of ballot if required	4, 10 & 20	6
Description of those liable for a levy and entitled to vote	8 & Sch 1	5
Alteration processes following a ballot	17	7
Statement of the works and services	Sch 1	4
Details of the BID Body	Sch 1	7
Statement of existing baseline services	Sch 1	7 & Appendix 2
Description of the BID area (including map)	Sch 1	3
Explanation of the calculation of levy	Sch 1	5
Explanation of development and implementation cost recovery	Sch 1	6
Statement of any exemptions or reliefs	Sch 1	5
Statement of alteration provisions	Sch 1	7
Statement of the duration of the term	Sch 1	4
Term start date	Sch 1	4
Days after declaration to term start date	Sch 1	4 & 8