

BID BULLETIN

ISSUE 6 - SPRING 2024



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

HELLO

We hope you enjoy reading about the projects and events we have delivered and planned so far this year.

There's so much planned for the summer including fantastic family events and a giant, brand new, 2-day Food Festival!

We are so close to reaching **9,000 followers** on our Facebook page and if you are a BID member we promote and advertise your special offers, new products and business news for free so please send us the information you would like sharing by facebook messenger or email:

Hello@visitroyalsuttoncoldfield.co.uk

Michelle Baker

BID Manager

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Bunting

We organised and funded the bunting that has been installed along The Parade which will stay up until the autumn.

The bunting adds colour and vibrancy to the town centre and is a great backdrop for event days.



Graffiti Removal

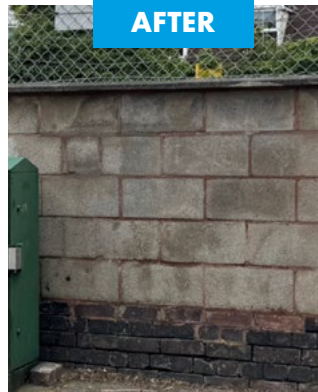
We've coordinated and fully funded the removal of graffiti throughout the town centre.

You can see the remarkable changes across 14 locations through our before-and-after imagery available on our website: [visitroyalsuttoncoldfield.co.uk/visiting/clean-green](https://www.visitroyalsuttoncoldfield.co.uk/visiting/clean-green)

BEFORE



AFTER



GREENING THE TOWN

We have adopted the neglected large brick planters on the corner of Duke Street/Birmingham Road.

The new compost and lavender will help to brighten this area of town.

Can you suggest any other areas in the town centre that we could adopt and green? Let us know!



Character Meet & Greets

Thousands of children enjoyed meeting Cody and JJ from CoComelon on Sunday 5th May and The Teenage Mutant Ninja Turtles on Saturday 17th February.

We also arranged free face painting, a bubble-ologist and balloon modeller to create brilliant, free days out for families and local children.



Giant Easter Egg Hunt

Hundreds of children took part in the **Giant Easter Egg Trail** in March.

The Entertainer toy shop and Toys 4 You were the two collection points for the Easter trail map.

Children had to find all 12 giant eggs and write down the letter of the alphabet on each egg, re-arrange the letters to spell a word.

The letters spelt **HOT CROSS BUNS** and congratulations to the winners!

Thank you to the following 12 businesses for hosting a giant egg in their windows during the two week trail!:

- The Works
- Tokin Tea
- New Look
- Toys 4 You
- Specsavers
- H&M
- Barclays
- Clintons
- Ryman
- House of Fraser
- Superdrug
- Mini Me

Dragon's Den Star Sara Davies

To celebrate International Women's Day on 8th March we organised an event with Dragon's Den star and entrepreneur Sara Davies.

Hundreds of businesses enjoyed the one hour talk that was kindly hosted by Sutton Coldfield College.

Thank you to Poller's on the High Street for the buffet at the event.



UPCOMING BID EVENTS



Dino Day

Saturday 15 June 10am - 4pm

Beware of the giant T-Rex and his dinosaur friends.

See the Jurassic Park jeep and enjoy the children's entertainment for a fun family day out!



Football Fundays

Saturday 22 June & Sunday 23 July

With the UEFA Euro Championships coming up this summer, why not challenge your friends and family to a **FREE** game of table football, coming to Sutton Coldfield Town Centre.



Birmingham Jazz Festival

19 - 28 July

To celebrate the 40th anniversary of the Birmingham Jazz & Blues Festival, we have organised live music at various local coffee shops, pubs and restaurants so that you can listen to some of the best jazz and blues musicians for free, while enjoying a drink or meal.



Kid's Carfest

Saturday 10 August 10am - 4pm

See the cars from Knight Rider, Ghostbusters, two Batman movies, The Flintstones, Noddy and Scooby Doo.

Plus Live DJ, face painting, bubble-ologist and balloon modeller!



Kid's Orchestra

Tuesday 27th August 11am-5pm

Spread some joy this August at our Kid's Orchestra, coming to Sutton Coldfield Town Centre.

Play the giant musical instruments and create some delightful melodies along The Parade.



NEW Food Festival

Sat 14 - Sun 15 September

Get ready for a flavour-packed adventure this September in Sutton Coldfield Town Centre!

Join us for the ultimate, mouth-watering, food festival experience—you won't want to miss it!

DON'T FORGET!

Our **Farmers & Craft Market** takes place on the last Sunday of the month from 10am - 3pm along The Parade.

We also organise and fund free face painting every market day.

You can find the face painting in the undercover area near House of Fraser.



GRACECHURCH CENTRE REDEVELOPMENT



We met with the owners of Gracechurch Shopping Centre, BPG and SAV Group to hear their vision for a transformative redevelopment project in the heart of Sutton Coldfield.

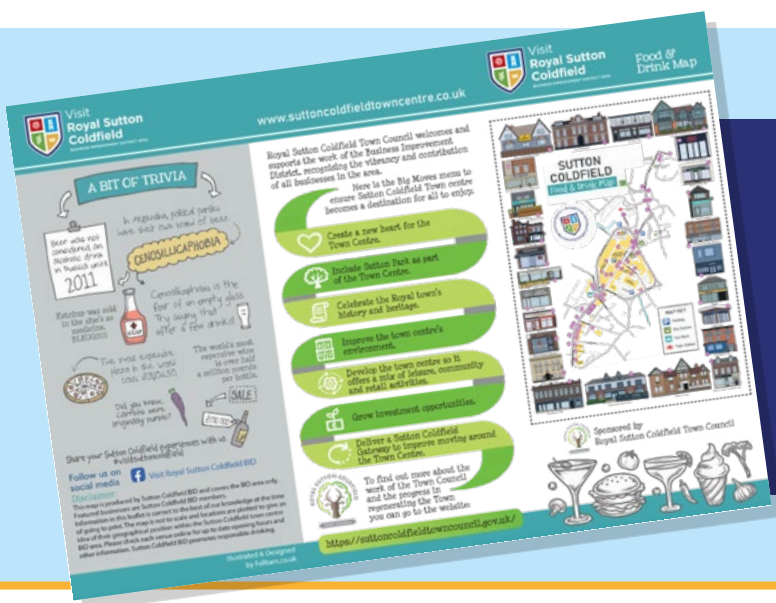
The regeneration plans for the Gracechurch Shopping Centre aim to breathe new life into the town by creating a vibrant and modern hub that will enhance the local retail landscape and provide a dynamic experience for both residents and visitors. We are excited about the potential of these proposals to elevate the appeal of the town centre and foster a strong sense of community pride.

We are encouraged to see the exciting redevelopment proposals for the Gracechurch Shopping Centre.

This initiative marks a significant step forward in enhancing the appeal of our town centre. We appreciate that the scheme is still in the early planning stages, but we are impressed with the proposals we have seen and we wholeheartedly support the plans to regenerate the shopping centre."

The ongoing collaborative efforts between Visit Royal Sutton Coldfield BID and the owners of Gracechurch Shopping Centre highlight a shared commitment to the economic and social prosperity of the town.

We look forward to the exciting redevelopment plans coming to fruition and is eager to see the project receive approval to proceed.



Food & Drink Guide

We are currently updating this for 2024 to include the new venues that have opened up.

You can view last years guide at:
visitroyalsuttoncoldfield.co.uk/food-drink-guide



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