



Minutes
Sutton Coldfield BID Board Meeting
Tuesday 21st May 2024 4.30pm
Brewhouse & Kitchen

1. Welcome and apologies

Attendees (in alphabetical order)

- Alison Clack
- Chris Prescod
- Jackie Cummins Cllr
- Mark Harris
- Mark Wilkinson
- Michelle Baker
- Stephen Nixon
- Stephen Roberts

Apologies (in alphabetical order)

- Anna Jackson
- David Barrie Cllr
- Kevin Wood
- Stephen Nixon

New BID Board Member Chris Prescod introduced himself as the new manager at the Brewhouse & Kitchen on Birmingham Road, and said he had managed another pub within the same chain in London. Chris Prescod said he looked forward to being the BID's Board representative for pubs in Sutton Coldfield town centre and informed the Board on the different ways he is working with the community i.e. hosting Spanish lessons, displaying local art, offering office workspace and also hosting BID Board meetings.

Cllr Jackie Cummins informed the Board that the Town Council had changed their representative on the BID Board and that she would no longer be able to attend BID Board meetings going forward. Jackie Cummins said had enjoyed her time on the BID Board and was disappointed to be leaving. The Board said this would be a sad loss and thanked Jackie Cummins for her contribution over the last six years June 2018 - May 2024.

Michelle Baker said there was no written Police update this month for the BID Board as Police Sgt Dan Fox was on sick leave. Michelle Baker informed the Board that she had met with the town's new PCSO Saul Smith last week.

2. Finance

The Board discussed the 2024/25 budget and levy collection by Birmingham City Council.

3. BID Projects

Funded Police Officer

Michelle Baker introduced an item for discussion: 1 Funded Police Officer for the BID area at a cost of £78,000. If the BID / Gracechurch / Town Council each contributed towards the total costs this would be £26,000 contribution from each of the three organisations. The Gracechurch Centre had confirmed they would contribute one third of the costs and the Town Council said they would discuss further.

The BID Board discussed in detail and agreed that it would be great if there were additional Police in the town centre but voted against the proposal of businesses funding this due to:

- The cost of £78,000 for one full time Police Officer is high (Police Officer salary circa £33k and new recruits salary is £28k).
- There would need to be a minimum financial / contractual commitment of three years which the BID could not commit to.
- One organisation would need to underwrite the total costs and seek sponsorship from the other contributing organisations.
- The cost of £78,000 would be for 1 Police Officer who would be working 4-5 days per week and would have 2-3 days off per week plus annual leave. No cover on those days.
- There would need to be a minimum of 2 Police Officers due to the needs of the day and night-time economy in the town centre.
- What level of service are businesses and residents currently receiving and is this adequate for a town the size of Sutton Coldfield.
- Privately funded Police is a controversial initiative, and the BID should not be funding the service that should already be provided in the town centre.
- It was agreed that if all businesses reported all crimes i.e. shop theft then in 12 months the crime figures would result in a greater resource allocation of Police in the town centre but currently most of the shop lifting goes unreported due to company policy / low value stock loss below £100-£200 does not need to be reported by some national companies / lack of Police response when crime is reported.
- The BID Board agreed they were not opposed to supporting the project but could not lead on it and could not contribute one third of the costs.
- The BID Board agreed that town centre CCTV should be a priority for the town and for all stakeholders / Councils.
- The Board unanimously voted against this proposal for the BID to fund Police.

Graffiti removal

Michelle Baker provided the BID Board with the before / after photos of the graffiti removal identified and funded by the BID – this is now on the BID website at:

<https://www.visitroyalsuttoncoldfield.co.uk/visiting/clean-green/>

Green Spaces

The BID Board agreed to adopt the seven neglected brick planters on the corner of Duke Street / Birmingham Road at the April BID Board meeting. Michelle Baker confirmed that two quotes had been obtained by local landscaping companies and that the compost and lavender was scheduled for planting on 29th May.

Chris Prescod said the Brewhouse & Kitchen would water the lavender.

BID Food & Drink guide

This was first produced in 2023 and due to the businesses that have opened / closed within the BID area this is currently being updated for 2024. The Board agreed this should be re-launched at the Food Festival in September.

Upcoming and Confirmed BID Events

Michelle Baker updated the Board on future BID events:

- Carl Chinn Talk at the Rhodehouse pub – Thurs 13th June 7pm
- Dino Day – Sat 15th June

- Jazz Festival – Fri 19th July – 28th July
- UEFA Euro Footfall Tables – Sat 22nd June & Sat 13th July
It had been suggested by the BID Board that an additional weekday for offices and businesses to hold a tournament could be a good idea, but the supplier said from their experience this was not well supported.
- Kid's Carfest – Sat 10th August
- Kid's Music Workshop – Tues 27th August
- Food Festival -Sat 14th & Sun 15th September
- Vegan Market – Sun 17th November
- Monthly Farmers & Craft Market – last Sunday of the month March-Nov

The BID Board said Chef Liam Dillon at The Boat restaurant could be invited for on stage cookery demonstrations at the BID's food festival in September.

Michelle Baker confirmed details of the Food Festival. Following a tender process, LSD Promotions were appointed to deliver the food / drink stallholder side of the 2-day event including first aid, licences and staffing and the BID are responsible for the entertainment, cookery stage and marketing.

4. Any other business

The new Town Board for Sutton Coldfield will decide how the £20m Levelling Up government funding is invested in Sutton Coldfield over the next 10 years. The BID Board had expressed an interest in the BID being represented on the new Town Board and Michelle Baker emailed the Town Council on 9th May to ask whether the BID could nominate a representative. The Town Council replied on 20th May to confirm that membership of the Town Board is currently under discussion, and they will let the BID know when membership is confirmed.

BID Board members discussed that if an area has a Business Improvement District it should form part of a Town Board. Point 5 of the government guidance on the Town Board states:

5. Local businesses and social enterprises, such as:

- *the chair or board members for the Business Improvement District (BID) where these exist*
- *key local employers or investors in the town*

Link at: <https://www.gov.uk/government/publications/long-term-plan-for-towns-guidance-for-local-authorities-and-town-boards/long-term-plan-for-towns-guidance-for-local-authorities-and-town-boards>

5. Date of next meeting – Wednesday 19th June 4.30pm

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!